

HUDSON COMPREHENSIVE PLAN STEERING COMMITTEE
CITY OF HUDSON, WISCONSIN

Wednesday, March 18, 2020 1:00 p.m.
Third Floor Conference Room, 505 Third Street

AGENDA

(Click on agenda items highlighted in blue to access documents related to that item)

1. Call to Order
2. Discussion and possible action on the February 3, 2020 meeting minutes.
3. New Business
 - A. Community Survey Results Update
 - B. Hot Air Affair Event Follow-up and Report
 - C. Discussion on City of Hudson Demographic Data
4. Communications and Items for Future Agendas
5. Adjournment

Posted in City Hall lobbies and emailed to *Star Observer* on 3/16/2020



REGULAR MEETING OF THE COMPREHENSIVE PLAN
STEERING COMMITTEE
CITY OF HUDSON
Monday, February 3, 2020

The Hudson Comprehensive Plan Steering Committee meeting was called to order by Johnson at 1:05 p.m.

PRESENT. Rich O'Connor, Fred Yoerg, Tiffany Weiss, Michael Mroz, and Michael Johnson.

ABSENT. Jim Webber, and Aaron Reeves.

OTHERS PRESENT. Brea Grace.

Discussion and possible action on January 6, 2020 meeting minutes. Motion by Yoerg, seconded by Mroz to approve the minutes of the January 6, 2020 Comprehensive Plan Steering Committee. All Ayes (5). Motion Carried.

UNFINISHED BUSINESS.

None.

NEW BUSINESS.

Community Survey Results Update. Grace gave an update on the number of surveys received online through POLCO which came out to 180 total surveys done (last month, there were 178 completed online surveys). O'Connor inquired as to how many hard copies of surveys were received. Weiss noted that 12 had been received thus far. Grace stated that the numbers will begin to increase though once the postcard mailing is sent out.

Johnson noted that staff is working on compiling residential addresses within the City in preparation for the mailing. Weiss noted that the spreadsheet of residential addresses came from the Utility Billing Department and will require some cleanup due to apartment numbers getting lost in the transfer. Weiss also noted that staff had gotten in contact with Helmer Printing to perform the printing and mailing on the City's behalf. Helmer gave a couple of quotes (one for the USPS mailing system which includes ~13,900 addresses for both residential and commercial properties; one for the utility billing address list of ~5,250 addresses). The USPS address list was projected to cost \$6,116. The utility billing addresses list was projected to cost \$2,360. Staff will be working on cleaning the utility billing address list so the cost of the mailing comes out inexpensively.

Public Engagement Planning. Staff noted that a couple of the proposed questions were revised or removed internally. Weiss stated that the Carmichael Road and Vine Street intersection question was amended to include the entire Carmichael Road Corridor. The question would be updated into the form of a 'prioritization' question that asks residents to prioritize their Top 3 improvements that they would like to see done first. Yoerg inquired if the corridor study extends to the further north part of Carmichael Road. Mroz mentioned that it does not because that stretch of the road had received no complaints in recent years. O'Connor requested that dollar amounts be incorporated into the Carmichael Road question next to each improvement project. Yoerg mentioned that the committee will be fighting a negative mentality with the public feeling like they pay too much in taxes already and proposed providing the dollar amounts for each improvement in a separate question stating the following:



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“Listed below you will find the cost of each improvement. Does this change your prioritization?”

Other possible POLCO questions were reviewed. Yoerg inquired if the Transportation batch of questions could include electric charging vehicles and ramps. Grace said it could. Johnson asked if question 6 of the Batch 5 (Transportation) questions could be revised to say *“Would you support the spending of tax dollars on transportation improvements and the expansion of public transportation options to neighboring communities such as the Twin Cities and Eau Claire?”* Other Batches of POLCO questions were discussed (mainly those referring to parking, which would include a block statement that verifies that money collected in the downtown parking system goes toward a parking fund for downtown infrastructure improvements). Johnson noted that the bike/ped POLCO questions should be shown to the Bike/Ped Advisory Committee for approval before this Committee acts on it.

Engagement activities at this weekend’s Hot Air Affair were discussed. Grace noted that there would be two proposed activities. One where residents can write down one thing they want to change about the community, and one thing they want to keep about the community. The other activity involves a blown up map that will allow residents to place numbered stickers on it and then write down on a corresponding numbered card what they would like to see changed in that location.

Weiss said a volunteer sign up sheet was sent out to Plan Commissioners and Common Council members last Friday. At the time of this meeting, a couple had signed up to volunteer. Grace requested access to the shared spreadsheet for event planning purposes. Weiss mentioned she could send it to Grace at the end of the meeting.

Discussion was held regarding the holding of two focus groups in downtown. Bob Kost of SEH will assist Brea Grace with hosting these events. Staff was advised not to attend so that participants would feel more at ease. Staff was also given direction to determine where the focus groups should take place, noted by Grace that City Hall should be avoided so that the groups take place on ‘neutral ground’. Yoerg mentioned the Marina as a potential meeting location. Staff was advised to look into the Marina and the Chamber of Commerce office for availability.

Discussion on City of Hudson Demographic Data. Due to shortness of time, this item was postponed to the next meeting.

COMMUNICATIONS AND ITEMS FOR FUTURE AGENDAS.

Next meeting date was scheduled for Monday, March 2, 2020 at 1:00 p.m.

ADJOURNMENT.

Motion by Mroz, seconded by Yoerg to adjourn at 2:06 p.m. All Ayes (5). Motion Carried.

Respectfully submitted,
Tiffany Weiss, Acting Secretary



505 Third Street
Hudson, Wisconsin 54016
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TO: Hudson Comprehensive Plan Steering Committee

FROM: Community Development

DATE: March 18, 2020

SUBJECT: Community Survey Results Update

BACKGROUND:

Brea Grace will provide a summary of the online results compiled for the Community Survey so far.

ATTACHMENTS:

None

Prepared by: Tiffany Weiss, Associate City Planner
Through: Mike Johnson, AICP, Community Development Director



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TO: Hudson Comprehensive Plan Steering Committee
FROM: Community Development
DATE: March 18, 2020
SUBJECT: Hot Air Affair Event Follow-up and Report

BACKGROUND:

Brea Grace will provide a summary of the Hot Air Affair Event from February 8th and all the feedback that was received from the outreach exercises performed at the City's booth.

ATTACHMENTS:

Hot Air Affair Report

Prepared by: Tiffany Weiss, Associate City Planner
Through: Mike Johnson, AICP, Community Development Director

City of Hudson, WI

Comprehensive Plan Update

February 8, 2020

Hot Air Affair Public Engagement Results

February 28, 2020



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Executive Summary

On February 8, 2020 the City of Hudson hosted a public engagement activity at the Hot Air Affair balloon festival. A booth focused on the City's Comprehensive Plan Update was set up in the E.P. Rock Elementary School between the cafeteria and marketplace. Thousands of people attended the hot air balloon festival, both visitors to Hudson and residents. At very minimum, the booth provided advertisement to these individuals about the Comprehensive Plan update. Of the total festival attendees, hundreds of people stopped and engaged in discussions and activities which were set-up at the booth, and provided valuable insights into the vision, values, and goals that Hudson residents, employees, and/or visitors hold.

The booth and activities were set up to first inform the public about the process of this 20-year update to the City's Comprehensive Plan. Secondly, participants were asked to complete two engagement exercises:

- "One Thing" Exercise; and
- Map Focus Area Exercise.

The "One Thing" Exercise asked participants to write a brief response to two questions on large poster boards. The questions were.

- What is one thing about Hudson that should not change?
- If you could change one thing in the City of Hudson, what would it be?

The Map Focus Area Exercise asked participants to place a numbered sticker on the map to identify areas they think the Comprehensive Plan should focus on. Then the participants wrote the sticker number and their comments on sheet to describe why that area should receive focus or what the needs are of that area.

Participants were also encouraged to share their opinions about Hudson's future with City staff, elected officials and consultant team who were facilitating the exercises. Results from these exercises are contained within this report.

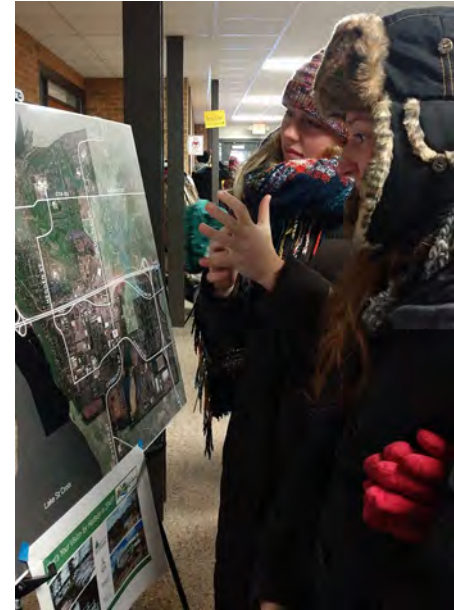
What's Your Vision for Hudson in 2040?



Project Website: <http://hudsoncomprehensiveplan.com/>

Themes – Hot Air Affair Public Engagement Results

- Keep downtown Hudson quaint / historic / original
- Community events are valued (i.e., kid friendly, music in the park)
- Keep small town charm
- Hudson's parks and beach are valued / Need to be maintained
- Interest in a new splash pad / community pool
- Local businesses are appreciated in Hudson
- Parking meters / free parking / more parking
- More bike / pedestrian paths needed, especially around schools
- Interest in expanding transit – Maintaining disability / senior citizen transportation services
- Inclusion / acceptance / kindness



What is one thing about Hudson that should not change?

Historic Quaint Downtown (5)

Hot Air Balloon Event (7)

Fleet Farm (2)

Small Local Businesses (5)

Free Community Events

Live Music (2)

Friendly and Kind People (5)

Streets Cleaned Immediately After it Snows

Streets Clear and Clean

Kid Friendly Events

Free Community Events (2)

Keep Our Small Town Charm (3)

Buffalo Wild Wings

Denny's (2)

The Restaurants (3)

Keep Taco John's

Schools (2)

The New High School

Prospect Park

Parks (4)

The Free Beach

Free Music in the Park (3)

Booster Days

Disability/Senior Citizen Transportation Services

Curb to Curb Services

Bike Lanes

Keep Downtown Original

Good Employers

Nothing (2)

Barkers

Knoke's (3)

Nice River

Concert in the Park (2)

What is the one thing about Hudson that should not change?

FLEET FARM

its name.

Historic
Quaint
Downtown

Unique/
Weird
Downtown
Businesses

KISS

Concerts in
the Park

small businesses
+ free community
events! live music

THE IMPORTANCE OF
SMALL BUSINESS!

THE BEACH.

Keep local
businesses

How Kind &
accepting
everyone is.

NOMINATE
FRED
YORER!

Builds well
wings

Curb to curb
services! Lanes

KEEP
TACO
JOHN'S

Keep our small
town charm

Hot air affair

DISABILITY
/ SENIOR
CITIZEN
TRANSPORTATION
SERVICES!

Don't let
change
Knives

Schools

Everyone is
so friendly

Keep the Downtown

Prospect Park

Balkans

Thriving downtown

Free Community Events
Hot Air Balloon Festival

Hot air
event

U

Streets
Clean and
Clear

the new
high school

The girls

Booster Days

hot air
Balloon event

KindNESS

Hudson Music in the Park

MRA

your grand
reunions!

THE
PEOPLE

Kindness

P-T-E-N

downtown!



City of Hudson
Comprehensive
Plan

If you could change one thing in the City of Hudson, what would it be?

Sledding Hill

Take Out Parking Meters (6) / Parking Meter App

Free Parking (10)

Needs More Parking (8)

Parking Ramp/Garage Downtown (5)

Longer Parking Times on Parking Meters

City Transit

Middle School Mental Health Awareness

Acceptance- Schools

Reducing Powerline, Making Photo Taking Better

Water Bottle Refilling Stations

Chick-Fil-A (3)

More Activities for Toddlers

Municipal Pool (2)

More State Land

More Seating Down by the Water

More Public Art and Music

Outdoor Skating Rinks

More Kindness

More Electric Cars

City Pool

Garbage in the Park

More Recycling and Less Trash

Parking Ramp on Old Fire Station Property

More Bike/Pedestrian Paths (especially on Carmichael & Vine)

Splash Pad (3)

Over Policing of Main Street

Enforcement of the Hudson Preservation Plan for Downtown

Sidewalks on WI Street

Sidewalks on Top of Hill (2)

Sidewalk Going up Stageline to Movie Theater. City Can Take Over Road to Make This Happen.

Dangerous Pedestrian Crossings

Prioritize Pedestrian Traffic and Multi-Modal Transportation

A Sidewalk by the Church, Across E.P. Rock

More Inclusion

More Parks for Kids to Play at

More Free Stuff

Skate Park

Get Rid of Parking Meter Fees

Waterpark

Want the Shops to Grow and Not Close

More Sunny Days to Enjoy the Patios

More Sidewalks All Around the Schools for Safe, Easy Pedestrian Access

Place a numbered sticker on the map to identify areas you think the Comprehensive Plan should focus on.

Grab a sheet...

Write the sticker number in the box and your comment in the adjacent space.

Place a numbered sticker on the map to identify areas you think the Comprehensive Plan should focus on.

Write the sticker number in the box and your comment in the adjacent space.

STICKER NUMBER	COMMENT

I am ... (select all that apply) ☐ a Resident of the City of Hudson ☐ a Resident in a Neighboring Community
☐ an Employee in Hudson ☐ a Visitor

Hudson Wisconsin Comprehensive Plan Update



SEH
Engineering, Architecture, Planning
10000 Wisconsin Avenue, Suite 100
Hudson, Wisconsin 54001





Focus Area Dot Comments

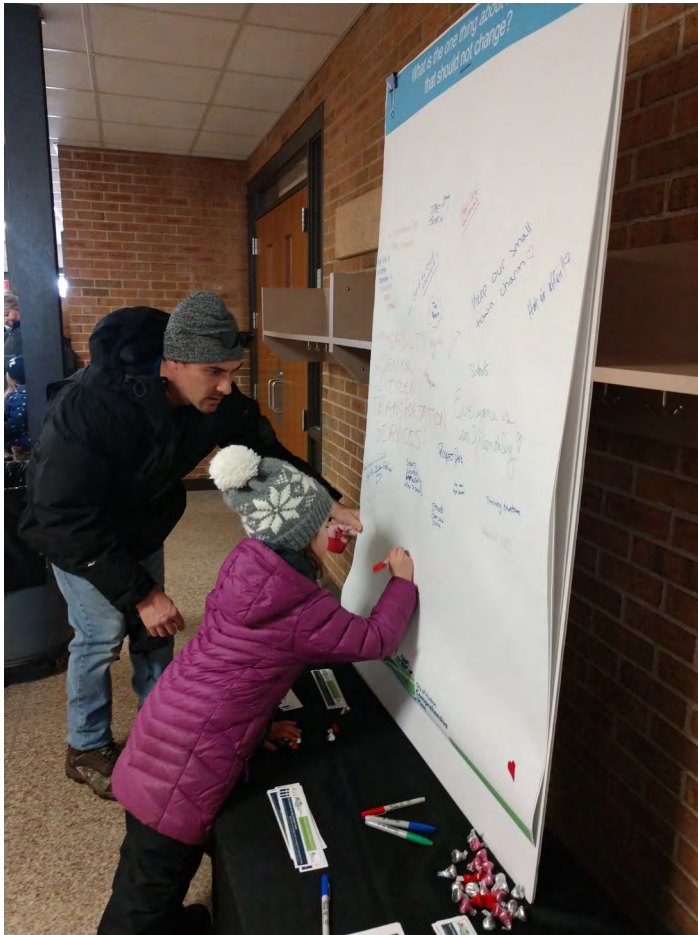
Sticker #	Areas the Comprehensive Plan Should Focus On:	I am...			
		a Resident of the City of Hudson	a Resident in a Neighboring Community	an Employee in Hudson	a Visitor
2	Carmichael- needs to be 4-lanes, bike paths, slower speed, more traffic lights. Rebuild- will it work (at interchange)	x			
1	Carmichael Road is a disaster. Too many lights- it is easy to be looking ahead and look at the wrong light. All turn lanes need turn lights.	x			
3	Carmichael congestion				
8	Fix the stop and go situation there are too may accidents	x	x		
9	Gas Station	x	x		
4	Add sidewalk to connect subdivision to east, to the rest of Hudson, so the area is safer for kids walking here	x			
31	Don't change boat launch parking to 3 hrs.	x			
5	Leave Prospect Park as is. No water park.	x			
26	They should build a place for more community involvement and a Hyvee-Miss having a grocery store on this side of the hwy.	x			
25	Super Walmart (or somewhere)	x			
13	More beach	x			
14	Already congested intersection will get worse with new development at SW corner and the county land will also one day sell/develop. Lots of traffic AM/PM with school start/end. Lots of student and pedestrians going to need sidewalks	x			
15	Left turn out of Mayer Rd. is a problem	x			
19	Traffic flow, water, commercial expansion				
22	Traffic control, sidewalks, do not build here (disruption of wildlife, eyesore) and; We need green spaces	x			
28	Develop area now movie theater, need senior housing		x		
38	Park/playground near neighborhood by Albert Street	x			

Additional Comments

Additional Comments
Too much population growth, only one grocery store is tough, in general too much growth for current infrastructure; layout of uses at dog track is odd.
Kids need to be able to walk/bike to school, draw a 1-mile buffer around the schools and target trail connections, sidewalks and methods to fix dangerous intersections
Keep the quaintness and historic nature of downtown; don't allow tall building heights downtown
Lighting at the parking stations (maybe a different color) so they are easier to find at night; we like the street lighting downtown
Needs in Hudson: Mass transit; less need for downtown parking and more bike lanes

I am...			
a Resident of the City of Hudson	a Resident in a Neighboring Community	an Employee in Hudson	a Visitor
x			
x			
x			





City of Hudson
**Comprehensive
Plan**





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TO: Hudson Comprehensive Plan Steering Committee
FROM: Community Development
DATE: March 18, 2020
SUBJECT: Discussion on City of Hudson Demographic Data

BACKGROUND:

Brea Grace will discuss with the Steering Committee the City's Demographic Data for the "Issues and Opportunities" drafted chapter of the Comprehensive Plan.

ATTACHMENTS:

None

Prepared by: Tiffany Weiss, Associate City Planner
Through: Mike Johnson, AICP, Community Development Director