



City of Hudson **Comprehensive Plan**

PLAN OVERVIEW

2040 Comprehensive Plan

City of Hudson, WI

December 2021

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The individuals above, along with many other City staff, committee members, community leaders, City residents, and business owners were instrumental in the creation of this Plan.

Short Elliott Hendrickson Inc. (SEH) was retained by the City of Hudson to assist in developing this Comprehensive Plan. SEH is a multi-disciplined, professional services firm comprised of 800 engineers, architects, planners, and scientists in a full range of transportation, civil, environmental and structural engineering services; urban design, community planning and architectural design; and technology and GIS services.



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PLAN OVERVIEW

2040 Comprehensive Plan

1 Introduction

About the City of Hudson

The City of Hudson serves as the seat of St. Croix County, located on the eastern shores of the St. Croix River. Hudson's location on the St. Croix River maintains its importance to the community's identity, as residents, business and visitors all enjoy shopping, conducting business, eating, and recreating in Hudson's historic downtown, along the shores of the St. Croix. The river offers opportunities for year-round outdoor recreation.

Settlement in the area now known as Hudson began as early as 1840. During the 1850s and 1860s, the logging industry attracted settlers to the City in droves. By the late 19th century, important railroad infrastructure, establishing connection between Chicago and the Twin Cities, passed through the City.

I-94 bisects the City of Hudson and is a major thoroughfare between traffic and commerce in Wisconsin and Minnesota.

By car, downtown Minneapolis and downtown St. Paul are located just 33 minutes and 24 minutes west of Hudson, respectively. Today, main automobile transportation routes passing through the community include U.S. Interstate Highway 94 (I-94), U.S. Highway 12 (USH 12), Wisconsin State Highway 35 (STH 35), and Carmichael Road. USH 12 once crossed the St. Croix River with a toll bridge between Wisconsin and Minnesota but was removed with the construction of I-94.

The population of Hudson has significantly increased in recent decades. Hudson's estimated 2019 population is 14,094 (U.S. Census). This is up 62% from the 8,775 population in the 2000 U.S. Census. The City's proximity to Minneapolis-St. Paul, Minnesota has contributed to its population growth.

Willow River State Park's waterfalls and trails, Phipps Center for the Arts, a plethora of eclectic shops in the historic downtown, local wineries, and boat launches are unique attractions for residents and visitors. Events such as Spirit of St. Croix Art Festival, Hudson Food Walk, the Hudson Hot Air Affair balloon festival, and Plein Air Hudson garner substantial regional attention as well and contribute to Hudson's community spirit. Recently, Hudson has become a regional destination for the arts, dining, and shopping.

2 How to Use this Plan

2.1 The Purpose of Planning

Community planning is necessary to help prioritize the use of the City’s resources in ways that facilitate the achievement of Hudson’s community goals and aspirations. Good plans help a community make decisions within their means that simultaneously further the on-going work of adapting to a changing world. Good plans respond to the existing conditions of a place with prioritized strategies. The way Hudson chooses to address arising challenges and existing conditions in the community, such as its proximity to Minneapolis-St. Paul and the presence of the city’s unique natural and economic assets, will determine Hudson’s future size, structure, and prosperity. At the same time, good plans are proactive yet flexible enough to help a community respond to what is unknown.

Alternatives for policy, programming, and allocation of limited resources are presented in this document. Findings from public input and community engagement provide the basis for prioritization of methods of leveraging and improving aspects of the city. Recommended implementation and resource allocation detailed by this plan is intended to guide Hudson’s social, economic, and environmental outcomes during the next 20-year period.

2.2 Plan Overview

A comprehensive plan must serve as a long-range guide for local policy makers and, at the same time, it’s supposed to provide residents with a clear understanding of a community’s goals, concerns, and priorities. Often, comprehensive plans are exhaustive documents that include technical details and planning, engineering, and political lingo and acronyms. Traditional plans, which may be hundreds of pages in length, are undoubtedly less accessible to residents who may find it difficult to parse through dense information to understand the objectives and vision administrators have for their communities. In the interest of increasing transparency with the public, this Plan Overview has been developed. This document provides an abbreviated summary of the principal findings of the Plan and supplements the *2040 Comprehensive Plan*.

“Good plans help a community make decisions within their means that simultaneously further the on-going work of adapting to a changing world”

2.3 The Scope of the 2020-2040 Comprehensive Plan Update

A comprehensive plan is a local government's guide to its community's physical, social, and economic development. A comprehensive plan provides a rational basis for local land use decisions with a future vision in mind for planning and community decisions.

According to Wisconsin Statutes, comprehensive plans shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the community. In accordance with existing and future needs, comprehensive plans will promote public health, safety, and general welfare of the entire community. Wisconsin Statutes require that zoning, official mapping, and subdivision regulations be consistent with a municipal comprehensive plan, and that local government comprehensive plans be updated at least once every ten years.

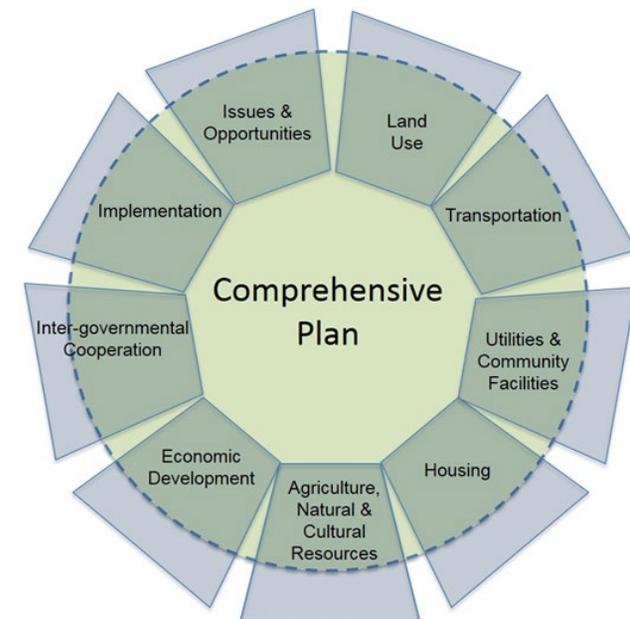
In response to this deadline and in light of Hudson's growing population, the City of Hudson has initiated this update to its Comprehensive Plan. This Comprehensive Plan update will expand upon past planning efforts and include updated Land Use Recommendations for the 2020 through 2040 planning horizon. The City of Hudson's current Comprehensive Plan was adopted in 2009. The purpose of the previous planning document was to provide guidance related to land use, housing, transportation, economic development, and urban design. This plan update serves the same purpose and considers how community goals may have changed due to changes in local conditions that may have occurred during the last decade.

Elements of the Plan

Wisconsin Statutes also identify that nine elements of a comprehensive plan must be addressed within the document which are as follows:

1. **Issues and Opportunities**
2. **Housing**
3. **Transportation**
4. **Utilities and Community Facilities**
5. **Agricultural, Natural and Cultural Resources**
6. **Economic Development**
7. **Intergovernmental Cooperation**
8. **Land Use**
9. **Implementation**

The City of Hudson partnered with Short Elliott Hendrickson, Inc. (SEH) for the 2020-2040 Comprehensive Plan Update (referred to in this document as the Comprehensive Plan). It is a 10-year update to the City's current Comprehensive Plan.



3 Context for Planning

3.1 Existing Conditions

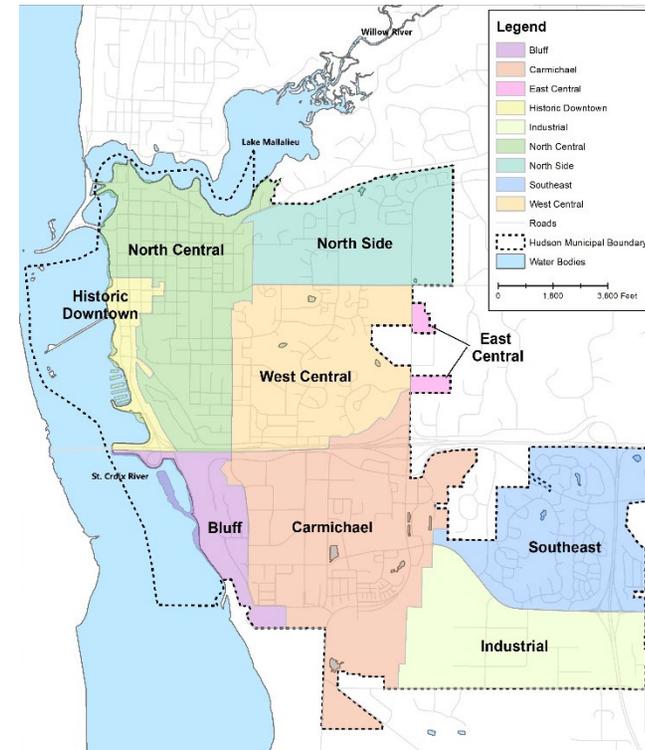
Existing conditions must be considered to envision the City of Hudson in 2040, and to prepare recommendations for policy, project, programming, and practice that may be implemented to achieve such vision. Part 2 describes existing conditions in detail by chapters which are categorized by each of the nine element Wisconsin Statutes deem necessary for inclusion in comprehensive plans.



3.1.1 Hudson's Planning Districts

To assist future land use decisions pertaining to both new development and redevelopment opportunities within the City of Hudson, the following planning districts have been delineated. The location of these districts has been determined based upon geographical location, the arrangement of similar land uses, and/or by physical barriers such as major streets, highways, or water bodies. Within each planning district, there is a geographic introduction, percentage of land use outline, land use map and planning recommendations.

- Historic Downtown District
- North Central District
- Central District
- North Side District
- Bluff District
- Carmichael District
- Southeast District
- Industrial District

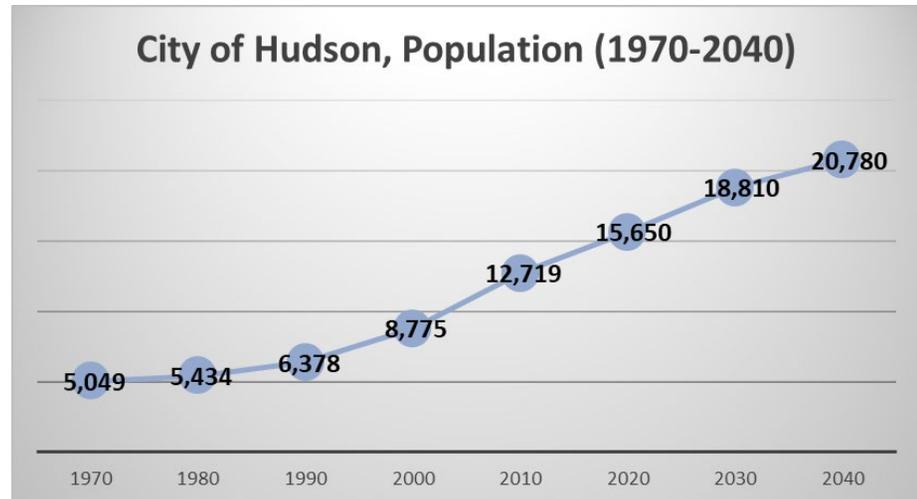


3.1.2 Population Characteristics

An Increasing Population

In the decades ahead, the City’s population is anticipated to continually grow. The Wisconsin Department of Administration’s (DOA) projections predict that the City’s population will grow to 20,780 by 2040, which is an increase of 6,686 residents from the 2019 population estimate, approximately a 47% increase.

The City’s population growth this past decade placed it in the top 3% of Wisconsin Communities.

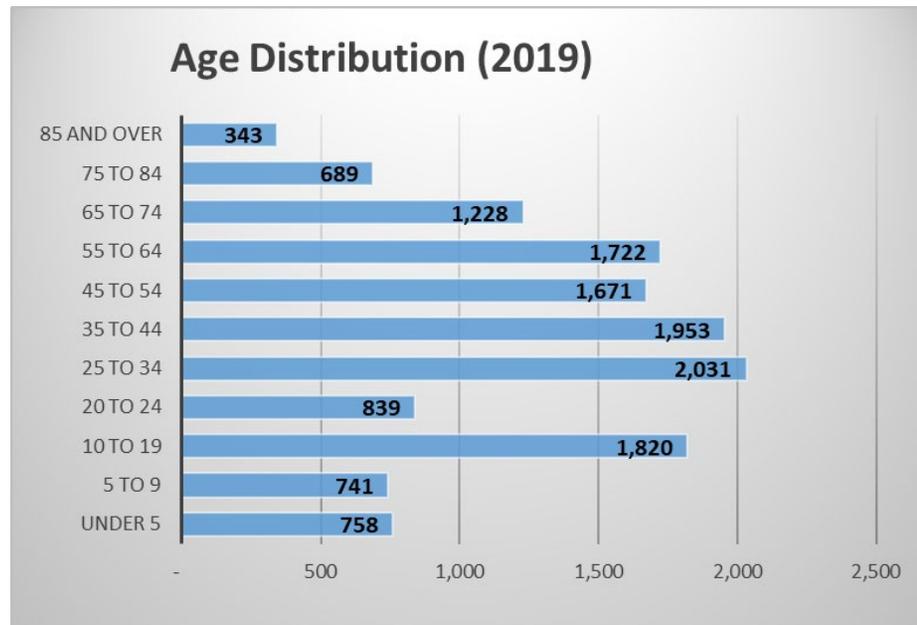


A Mix of Young Families and Aging Adults

The median age in Hudson (38.1) is younger than St. Croix County’s (38.9) as well as Wisconsin’s (39.1).

Hudson has slightly less residents under the age of 18 (22.1%) than St. Croix County (24.6%). However, Hudson has slightly more residents over the age of 65 (16.4%) than St. Croix County (14.7%).

The shape of this distribution indicates that Hudson’s projected population increase may be attributed to in-migration of working-aged families and residents rather than a result of high birth rates.



Increasing Housing Need

The expanding Twin Cities metropolitan region is expected to increasingly effect western Wisconsin municipalities, bringing greater population growth and economic opportunities to these cities and towns. Household and housing unit projections are intended to provide an estimate of the number of housing units that will be developed in future years. The City will continue to experience growth in residential development to meet market needs and to accommodate the projected increase in 1,586 households between 2020 and 2030.

The average household size was 2.45 for owner-occupied units and 2.24 for renter-occupied units. The median value of owner-occupied homes was \$243,400. 27.3% of Hudson residents are paying more than 30% of their monthly household income on owner-occupied housing costs (with a mortgage).

The City of Hudson’s median household income (AMI) was estimated at \$75,000 in 2019. Workforce housing programs should focus on providing affordable housing to households earning 60% to 125% of this AMI.

	City of Hudson	
	Number	Percent
1-unit, detached	2,459	41.1%
1-unit, attached	1,656	27.7%
2 units	314	5.2%
3 or 4 units	371	6.2%
5 to 9 units	221	3.7%
10 to 19 units	284	4.7%
20 or more units	680	11.4%
Mobile home	0	0.0%

Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates

2019					
	Owner Occupied	Percentage	Renter Occupied	Percentage	Total Number of Occupied Housing Units
City of Hudson	3,496	61.0%	2,232	39.0%	5,728
St. Croix County	27,257	78.5%	7,474	21.5%	34,731

Source: U.S. Census Bureau, 2006-2010 and 2015-2019 American Community Survey 5-Year Estimates

An Educated Population with Above-Average Household Income

A more skilled population is an attractive quality for businesses relocating. According to the 2019 American Community Survey, Wisconsin has 94.6% of its residents 25 years and over with a high school diploma or higher. Nearly 96% of Hudson residents had at least a high school diploma in the 2015-2019 ACS. Almost 43% of Hudson residents had attained a Bachelor’s degree or higher. This number is higher than when compared to both statewide residents (37%) and residents of St. Croix County (36%).

From 2015-2019, Hudson had a labor force participation rate of 69.6%, which is similar to the rate for St. Croix County (72.6%). Employment in the Educational, Health and Social Services Industry is the greatest with 22.2% of employment.

The second leading industry is Manufacturing with 16.8% of all employment in this category. From an occupation standpoint, approximately 41.5% of Hudson residents are employed in the Management, Business, Science, and Arts Occupations, while 21.1% are employed in Sales and Office Occupations.

According to the 2019 American Community Survey, median household income in Hudson is \$75,000 compared to \$85,594 for St. Croix County, and \$64,168 for Wisconsin. The mean household income in Hudson is \$88,026, compared to \$102,083 for St. Croix County and \$82,899 for Wisconsin. Per capita income in Hudson is \$37,389, compared to \$39,495 for St. Croix County and \$34,568 for Wisconsin.

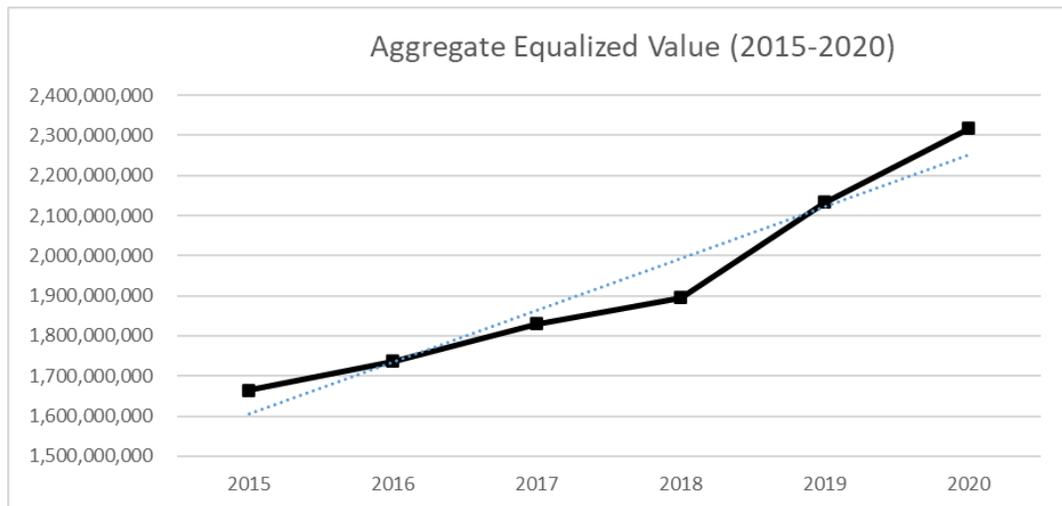
In 2019, it was estimated that the unemployment rate of Hudson is 2.2%, which is slightly higher than St. Croix County's rate of 3.3%.

Substantial Increases in Residential and Commercial Property Valuation

The City of Hudson has experienced continual growth in total equalized value in the past six years. Between 2014 and 2019, real estate and personal property within the City increased by \$545,179,900, approximately a 34% increase in equalized value, according to Wisconsin Department of Revenue data.

Industry	2019	
	Number	Percentage
Agriculture, forestry, fishing and hunting and mining	31	0.4%
Construction	360	4.8%
Manufacturing	1,270	16.8%
Wholesale trade	220	2.9%
Retail trade	575	7.6%
Transportation and warehousing, and utilities	497	6.6%
Information	169	2.2%
Finance, insurance, real estate, and rental and leasing	539	7.1%
Professional, scientific, management, administrative, and waste management services	697	9.2%
Educational, health and social services	1,676	22.2%
Arts, entertainment, recreation, accommodation and food services	914	12.1%
Other services, except public administration	403	5.3%
Public administration	196	2.6%
Total	7,547	-

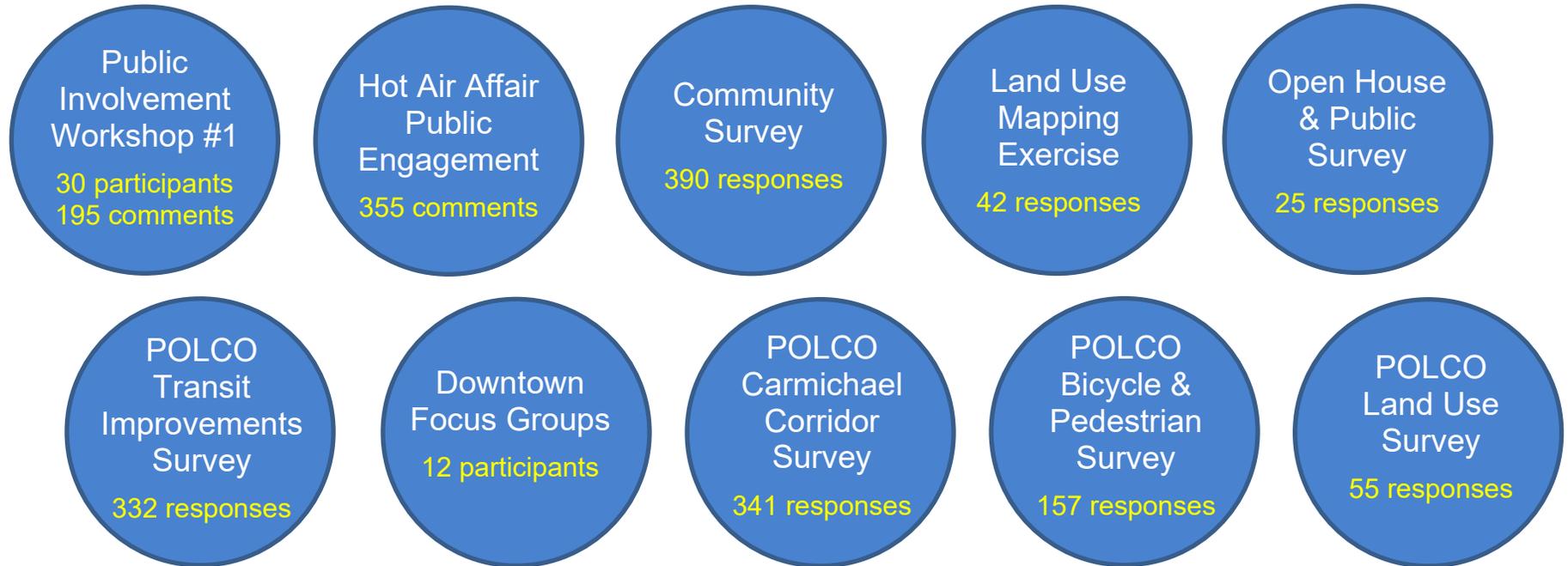
Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates



4 Planning Process and Public Input

4.1 A Focus on Public Engagement

Community Voice. Hudson’s Future.



The residents of the City of Hudson shaped the community values and vision that are the foundation for this plan. The vision of the *2040 Comprehensive Plan* represents the voice of the Hudson community. Throughout a two-year planning process, hundreds of community members shared their unique perspectives on what makes Hudson a great place to call home, to work and go to school in, to shop and dine in, and invite visitors to, and how Hudson can evolve to be even better.

Listening to the community took on many forms: public meetings, a workshop, a community survey, talking with Hudson residents and visitors and a community event, online engagement activities and conversing with Steering Committee members.

The COVID-19 pandemic changed the methods by which public input was obtained. Remarkably, the city adapted quickly and focused on virtual engagement methods like POLCO and online surveys, resulting in over 1,000 comments.

The City of Hudson has been committed to an open public involvement and outreach program that invites participation in the decision-making process from all City residents. The City engaged the community at all phases in the development of land use planning related items that are discussed in the Comprehensive Plan. Through community outreach, city administrators, policy makers, and the consulting team were able to achieve a strengthened understanding of community conditions and the needs and priorities of a diverse sample of Hudson residents.

The City conducted a community-wide survey between November 2019 and June 2020 and hosted two workshops to gather public input. Public Involvement Workshop #1 occurred in November 2019, and another engagement session occurred at the February 2020 Hot Air Affair balloon festival. All Comprehensive Plan Steering Committee and Plan Commission meetings were open to the public and meeting notices were advertised in advance. As a result of this participation, the City has developed a vision for Hudson in 2040, as well as goals and objectives which identify incremental steps towards achieving that vision.

Key themes and additional information about the community survey and public workshops are found in Chapter 2: Issues and Opportunities Element. Findings and key themes that emerged from the public during public engagement significantly inform all chapters of the 2040 Comprehensive Plan.

“Through community outreach, city administrators, policy makers, and the consulting team were able to achieve a strengthened understanding of community conditions and the needs and priorities of a diverse sample of Hudson residents.”



Images from the Workshop in November 2019

4.1.1 Community Survey

In November 2019, the City of Hudson requested community participation through a city-wide survey to help inform the 2040 Comprehensive Plan efforts.

In total, 417 surveys were completed. 390 of the surveys were completed online. Considering the City’s estimated 5,909 residential households, approximately 5.4% of all households completed the community survey. The survey was available between November 1, 2019, and June 23, 2020. Community members were encouraged to complete the online version of the survey; however, paper copies were available at Hudson City Hall, the Utility Department, and the Public Library. A paper copy was also mailed to those who requested one.

Survey results indicate:

- 77% of online survey respondents are Hudson residents
- 52% of respondents have resided in Hudson between 11-40 years
- 81% of respondents reside in detached single-family homes
- 40% of respondents were aged between 34 and 54 years old
- 49% of respondents were 55 years of age or older.

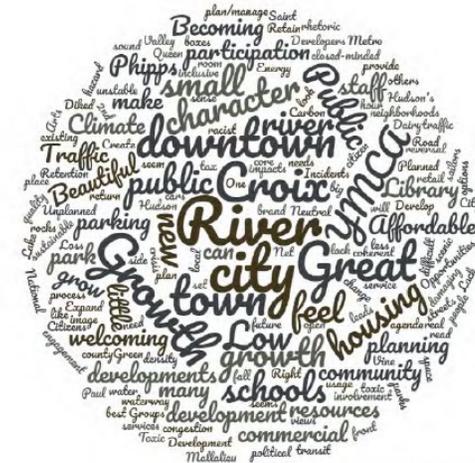
Full survey results can be found in the appendix of Part Two.

4.1.2 Themes from Workshop #1

- St. Croix and Hudson’s lakefront are an asset
- Desire to keep the small town feel and be a welcoming community
- Planned growth versus being reactive to development proposals
- Affordable housing needs
- Downtown parking challenges
- Public transportation, trails, sidewalks wanted
- Climate change
- Strong civic & religious organizations

Community Survey Themes
In the next 20 years, _____ should be prioritized.
Developing community spaces and youth recreation
Attracting more grocery stores / a co-op
Attracting higher paying / skilled jobs (tertiary sector & tech)
No further business development
Local small businesses
Attracting manufacturing / warehousing jobs
Sustainability / clean energy investment
Downtown economic development

Word Cloud from SWOT Exercise



5 Values and Vision

5.1 Hudson's Values

Based on the public input received throughout this planning process, the following core community values have been identified, to explain the basis for Hudson's future.

- It is important that we maintain welcoming, safe, and friendly neighborhoods, and a community that takes pride in its benevolence and stewardship of Hudson.
- We value protection of our region's natural features, including the St. Croix River.
- Our schools and preserving Hudson's quality school system are important to our community.
- We value our local businesses and the charm of our distinct downtown.
- Maintaining safe and well-connected roadways, sidewalks and bicycle networks is important to us.

5.2 Vision for Hudson in 2040

Through the public engagement process, a vision statement has been created for the City of Hudson for 2040, serving as a guide for the community for the next 20 years.

In 2040, we envision the City of Hudson as a community that has grown based on insightful and community-influenced decisions that have guided growth of our community, provided sustainable infrastructure development, and continual investment in community assets including our schools, parks, and services. Our community is welcoming to new employers who are attracted by our educated and skilled residents, our proximity to regional markets and strong local economy. The progressive development of our waterfront has emphasized the downtown and riverfront's importance as a local gathering place, regional destination, and economic driver for investment in our downtown. Through our history, our community has maintained its support for local businesses and has supported their growth. We are an active community that participates in a wide range of recreation opportunities provided by the St. Croix River, our trails, and our parks. We celebrate and are proud of who we are as a community and our collective efforts to support our way of life for our citizens and businesses.

6 Planning Principles

Establishing broad planning principles is the foundation of responsibly achieving Hudson’s long-term community vision. Above all else, these principles, which are informed by Hudson’s past planning efforts and themes that emerged during community engagement, should be followed to maintain a disciplined, basis for decision-making. Within Hudson’s *2040 Comprehensive Plan*, these planning principals have informed the goals, objectives, and policies that will lead the community towards implementation of the vision for 2040.

6.1 Hudson’s Principles and Priorities

Principle 1: Strong and Authentic Small-Town Charm

Hudson residents value the City’s historic and unique downtown and community identity.

As the City continues to grow, Hudson values maintaining its distinguishing features and character which are reflective of the city’s diverse history.

To preserve Hudson’s authenticity, development should include high-quality urban design celebrating the City’s history and culture. Additionally, the arts should be leveraged to support creative placemaking to strengthen community.

Principle 2: Equitable and Inclusive

Residents take pride in belonging to a welcoming community that facilitates interaction between residents, city staff, and visitors. Cultivating a diverse and inclusive environment is indicative that Hudson is a place that’s prepared for social and economic growth.

Ensuring all Hudson residents have safe, convenient, and affordable access to basic services and amenities is a priority for achieving Hudson’s long-term community vision.

An additional priority is encouraging the integration of age-friendly community features into public and private development.

Principle 3: Sustainably Meet Housing Demands

As the City continues to grow, it must consider impacts of development while providing a variety of housing types to satisfy the demands of all residents. Expansion of city services must be managed so the quality of services is maintained and existing taxpayers are not overburdened.

A critical aspect of achieving Hudson’s 2040 vision is supporting a continuum of housing to serve residents across a range of incomes, ages and needs. Additional critical aspects are helping Hudson’s most vulnerable residents access tools to build their wealth, including attainable homeownership and preserving existing affordable housing.

Principle 4: Environmentally Resilient

Changing climate patterns threatens altering our normal landscapes, limiting where we can live, where we can grow our food and how we are able to access natural resources.

Hudson is committed to environmental stewardship of its location along the St. Croix River, by ongoing efforts to protect our air, water and climate. Hudson will continue sustainable planning practices such as smart growth focused first on infill development, support for multimodal transportation and integrating green infrastructure into the built environment to improve water quality and reduce runoff. Additional measures such as embracing clean and local renewable energy will ensure the long-term environmental resiliency of Hudson.

Principle 5: Leveraging Existing Assets

The City's historic downtown, distinct commercial businesses, and access to the St. Croix River are major assets. By protecting, maintaining, and enhancing its assets, Hudson can continue to reap benefits from these positive community assets.

The promotion of infill development where infrastructure and services already are in place will help Hudson to grow in a more fiscally sustainable way and will allow the character of existing neighborhoods to be strengthened and diversified.

Principle 6: Connected, Safe, and Accessible Places

Hudson's neighborhoods vary by size and character, as well as by assets available for residents.

An important aspect of achieving Hudson's vision for 2040, is ensuring neighborhoods offer a mix of housing types and accessible services for Hudson's diverse population. Additionally, creating people-oriented places, transportation corridors, and opportunities for public recreation are critical to vibrant neighborhoods.

Principle 7: Economically Diverse and Vibrant

Achieving Hudson's vision in 2040, requires continued community commitment to supporting local businesses and connecting residents to quality local jobs. Economic mobility will continue to be maintained through workforce training, career development, quality education, and wealth creation. Entrepreneurial and emerging business growth will continue to be encouraged and supported.

7 Key Trends and Takeaways

This section highlights recent trends experienced by life in the City of Hudson and identifies important points which serve as key takeaways as Hudson’s future is planned.

7.1.1 Housing

Key Takeaways:

- There will be an increased need for housing options as Hudson’s population is expected to continue to increase.
- Rapid population growth followed a surge in residential housing development through the early 2000’s, which represents 37% of the City’s existing housing stock.
- Although just over a third of the City’s housing has been constructed since 2000, most of these housing units are single-family detached homes.
- A 2019 Market Analysis found that younger cohorts, especially the millennial generation, are not as inclined to purchase single family homes in suburban areas as compared to the baby boomer generation. The desire to be close to cultural and natural amenities, as well as employment centers, have caused this cohort to gravitate towards housing that offers increased walkability and higher density.
- Retention of a younger workforce will increase the City’s economic competitiveness in the coming decades.
- Single family homes built over the past three decades have tended to be purchased by trade-up buyers in their forties to sixties.

Year Structure Built	City of Hudson	
	2019	
	Total Housing Units	Percentage
Built 2014 or later	173	2.9%
Built 2010 to 2013	338	5.6%
Built 2000 to 2009	1,717	28.7%
Built 1990 to 1999	1,140	19.0%
Built 1980 to 1989	777	13.0%
Built 1970 to 1979	643	10.7%
Built 1960 to 1969	168	2.8%
Built 1950 to 1959	255	4.3%
Built 1940 to 1949	140	2.3%
Built 1939 or earlier	634	10.6%

Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates

- Aging residents become increasingly likely to desire housing that requires less maintenance and that is designed for people with diminished mobility. Multi-family housing represents a housing type that will increase in desirability for this aging population
- Public private partnerships can help the City of Hudson realize many of its workforce housing goals.

7.1.2 Transportation

Key Takeaways:

- The City of Hudson has only two north-south corridors within the city limits which cross over I-94, causing these arterials to be some of the most heavily traveled by residents and commuters.
- Carmichael Road is one of the City’s major north-south thoroughfares, a vital part of Hudson’s street network that also serves as the primary access to one of its most important commercial corridors. Recommendations from the 2018 Carmichael Road Study should continue to be implemented.
- Between January 2016 and January 2020, crashes were concentrated along I-94 and STH 35. No fatalities occurred during this time period; however, multi-modal system improvements are needed in several corridors throughout the community.
- Transportation improvements should be performed with consideration for projects and findings detailed in the Connections 2030 Plan and WisDOT: Six-Year Highway Improvement Plan 2020-2025.
- Continual investment will be needed to provide a safe transportation system that serves pedestrians, bicyclists, transit users, and motorists.

	City of Hudson	
	Number	Percent
Less than \$50,000	39	1.1%
\$50,000 to \$99,999	8	0.2%
\$100,000 to \$149,999	209	6.0%
\$150,000 to \$199,999	748	21.4%
\$200,000 to \$299,999	1,478	42.3%
\$300,000 to \$499,999	932	26.7%
\$500,000 to \$999,999	75	2.1%
\$1,000,000 or more	7	0.2%
Median (dollars)	\$ 243,400	-

Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates

Transportation systems and land use patterns influence each other. Roads significantly shape land development, while the distribution and types of land uses affect travel patterns.

7.1.3 Utilities and Community Facilities

Key Takeaways:

- Overall, the City’s water supply and distribution system is in good to excellent condition.
 - However, the distribution system has some undersized water mains in the older parts of the City that are over 130 years old and need replacement.
 - New supply, water storage and upgrades at booster stations will be needed with future growth.
- It is projected that the current WWTP’s design capacity is greater than the projected flows and loading at the design year of 2040. Improvements to the existing facility to improve effluent quality are currently underway.
 - Overall, the City’s sanitary sewer collection system is generally in good condition, however the oldest parts of the collection system date back to 1890 and need reconstruction.
 - Pipe upsizing is recommended in the central downtown area where smaller sanitary pipes lead to a bottleneck effect leading up to the wastewater treatment facility.
 - Some lift station pumping capacities should be considered for further upsizing in order to better handle existing and future flows.
- The importance of maintaining the storm sewer collection system and designing stormwater facilities for 100-year storm events will continue for the resiliency of the community.
- In preparing for the transition from 4G to 5G, it will be important for the City to understand current infrastructure and have a plan to help prepare for what might be needed to be adjusted, updated, replaced, or expanded.
- Reinvestment in Hudson’s municipal facilities will continue to be a priority to provide reliable services to Hudson residents.
- Implementing the Vision Plan for Hudson’s waterfront will accelerate this asset to the City, as a destination for community members and visitors.
- Hudson’s community facilities, including its parks, schools, childcare facilities, assisted care and senior facilities, healthcare facilities, churches, etc. are strong assets to the quality of life in Hudson.

7.1.4 Natural and Cultural Resources

Key takeaways:

- Lake Mallalieu, St. Croix River, and Willow River are simultaneously listed as Outstanding and Exceptional Resource Waters by the State of Wisconsin. Waters designated as ORW or ERW are surface waters which provide outstanding recreational opportunities, support valuable fisheries and wildlife habitat, have good water quality, and are not significantly impacted by human activities.
- However, Lake Mallalieu and the St. Croix River are classified by WDNR as 303d impaired waters due to eutrophication and excess algal growth, and elevated pH in Lake Mallalieu.
- To mitigate groundwater contamination, it will be important to have improved infrastructure designed to collect and treat stormwater before it enters waterways, as does public education to encourage reduced use of pollutants and better vegetation maintenance to help capture pollution before it enters waterways.
- Groundwater is the sole source of potable water in the City of Hudson. The quality of groundwater in St. Croix County as a whole is generally good. The City's water comes from wells and a wellhead protection plan is in place.
- Hudson has 14 properties/districts in the city that are listed on the National Register of Historic Places.
- There are 551 listings with historic buildings, structure, and objects, on the Wisconsin Architecture and History Inventory.
- The St. Croix County All Hazards Mitigation Plan evaluates potential exposure to natural disasters and appropriate mitigation strategies. Some of the hazards identified by the Plan for the Hudson community include:
 - Flooding along the St. Croix River and from stormwater systems in part due older neighborhoods in part due to increased development in eastern portions of the City.
 - Potential congestion along the I-94/Carmichael Road interchange as traffic volumes exceed the area's design capacity.

A community's land use plan identifies acceptable locations of future growth. A participatory public engagement process helps ensure that future growth occurs in a way that strengthens a community's sense of place.

7.1.5 Economic Development

Key Takeaways:

- The City benefits from a quality educational system, an educated workforce, excellent access to the I-94 transportation corridor, a centralized geographic location between Wisconsin and St. Paul / Minneapolis markets, and high projected population growth over the next 20 years.
- Hudson possesses limited developable land within city limits and will need to rely on external funding sources for growing infrastructure needs. The City will need to address future housing needs.
- There are opportunities for housing development for elderly and mid-market quality units, a robust river corridor and downtown, and capturing Twin Cities metropolitan area growth.
- The 2019 Market Analysis found strong competition from neighboring cities, which limits the number of consumers originating outside Hudson's City Limits. Localized growth is key to Hudson's continued economic success.
- The City of Hudson has enjoyed a higher level of entrepreneurial activity compared to statewide averages.
 - From 1995 to 2015, there was a net addition of 1,453 establishments and 4,295 jobs from the existing and new businesses based in Hudson. This is significantly greater than the 71 establishments and 1,610 jobs generated by branch establishment or their subsidiaries over the same period.
- By incentivizing development that provides larger public benefits, that City can use TIF districts and other incentive programs to encourage economic development.
 - The development of workforce housing, especially on infill lots that are near employment centers, should be a goal for this economic development tool.

An up-to-date community supported future land use plan positions communities to be proactive and positioned to seize land use & community development opportunities.

7.1.6 Intergovernmental Cooperation

Key Takeaways:

- An open, continuous dialogue between the City of Hudson, St. Croix County, and other governmental jurisdictions will result in cooperative and mutually beneficial efforts. These efforts are critical to the future planning and development of public and shared services.
- Continued work with adjacent jurisdictions towards cooperative boundary agreements would also reduce contention and potential conflict.

7.1.7 Land Use

Key Takeaways:

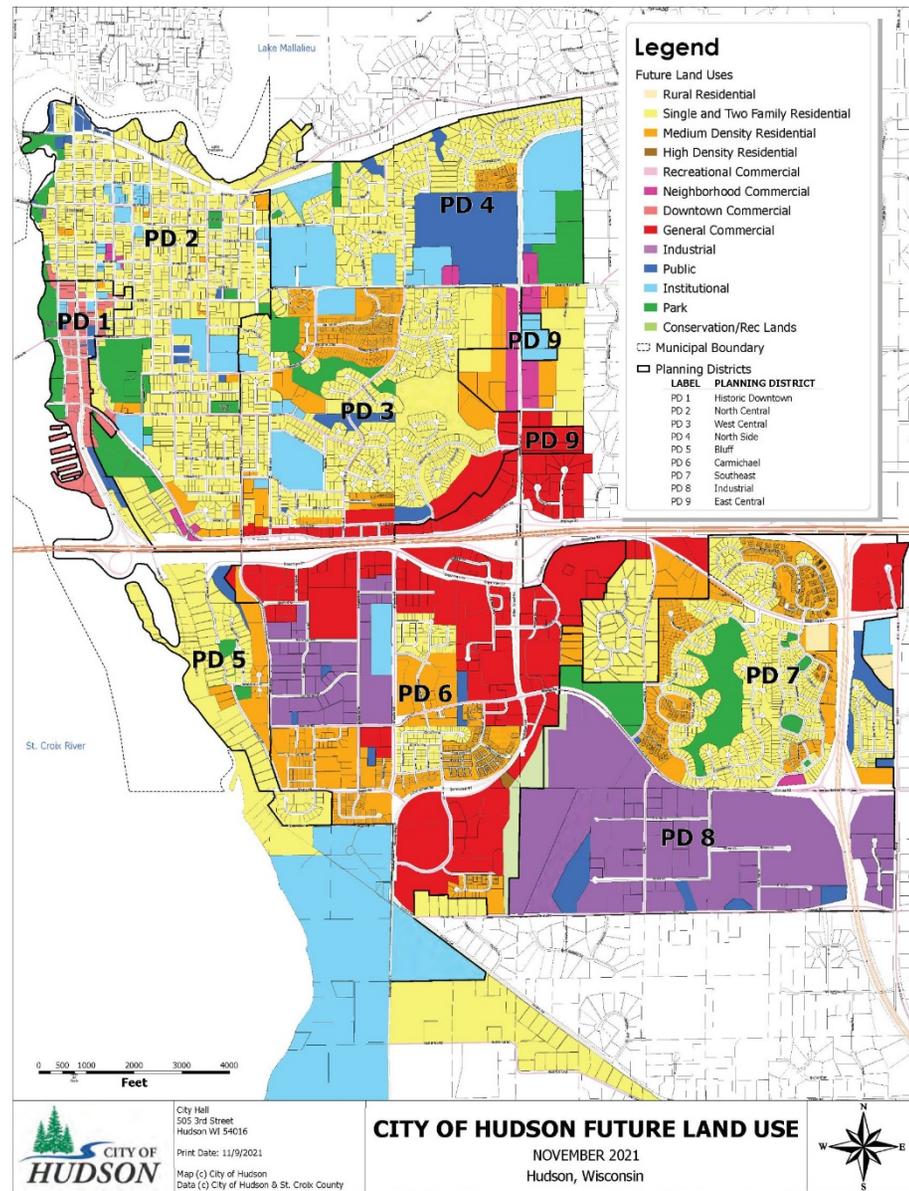
- Over the past ten years, there has been a steady increase in residential development. New residential developments in the southwestern and northeastern portion of the City have created additional housing options. The amount of single-family residential land uses increased from 23% in 1993 to 40% in 2018. By acreage, Hudson is composed primarily of residential and commercial land uses.
- The equalized value of industrial land uses increased by 173% between 2010 and 2020. The value of commercial land uses grew by 63% and residential grew by 57%.
- The equalized value per acre for residential land uses, at \$1,139,700 per acre, far exceeds that of commercial, at \$677,000 per acre. Manufacturing land uses in Hudson are valued at approximately \$559,000 per acre.
- Looking at population projections, by 2030 the City is anticipated to grow to a population of 18,810, an increase of 4,719 residents from 2020.
- The City of Hudson is projected to see an increase of 1,586 households between 2020 and 2030, an increase of 24%, according to estimates from the Wisconsin Department of Administration.
- Future development in Hudson will generally continue in three forms:
 - New infill development of vacant properties within the City where municipal services are available.
 - Redevelopment of existing parcels where older developments now exist.
 - New development in areas annexed to the City of Hudson.

2040 Future Land Use Map:

The 2040 Future Land Use Map will be used to guide future development within the City of Hudson. Land-use related decisions, such as zoning, land division, and annexations are to be consistent with this Plan.

Defining future land uses involves making ecological and economical choices, but also considers cultural assets and community character.

The City’s 2040 Future Land Use Map has been updated with recommendations for future land uses in the city of Hudson. A small image is found here and a full-page map may be found in Appendix A.





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