

**HUDSON COMPREHENSIVE PLAN STEERING COMMITTEE**  
**CITY OF HUDSON, WISCONSIN**

**Monday, September 14, 2020 1:00 p.m.**  
**Council Chambers of City Hall, 505 Third Street & Via Zoom**

To access the meeting please use the link or phone number below. If you cannot access the meeting via the methods below, or need any special accommodations, please contact Aaron Reeves at 715-716-5741 or [areeves@hudsonwi.gov](mailto:areeves@hudsonwi.gov).

**Join Zoom Meeting:**

<https://us02web.zoom.us/j/81276924736?pwd=YUFmclJBTXM4TVZUY3BIT3BUSFk0Zz09>

**Meeting ID:** 812 7692 4736

**Password:** 137635

**Call-in Phone Number:** [312-626-6799](tel:312-626-6799)

**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 July 6, 2020 meeting minutes.](#)
3. New Business
  - A. [Discussion on future public engagement & Land Use Map](#)
  - B. [Discussion on continued engagement through POLCO surveys](#)
4. Communications and Items for Future Agendas
  - A. Discussion on Comprehensive Plan Draft
5. Adjournment

Posted to City of Hudson's website and emailed to *Star Observer* on 9/11/2020



REGULAR MEETING OF THE COMPREHENSIVE PLAN  
STEERING COMMITTEE  
CITY OF HUDSON  
Monday, July 6, 2020

The Hudson Comprehensive Plan Steering Committee meeting was called to order by Johnson at 1:03 p.m.

PRESENT. Fred Yoerg, Tiffany Weiss, Michael Johnson, Aaron Reeves, and Jim Webber.

ABSENT. Michael Mroz and Rich O'Connor.

OTHERS PRESENT. Brea Grace and Joyce Hall.

Discussion and possible action on May 4, 2020 meeting minutes. Motion by Yoerg, seconded by Webber to approve the minutes of the May 4, 2020 Comprehensive Plan Steering Committee. All Ayes (5). Motion Carried.

**UNFINISHED BUSINESS.**

None.

**NEW BUSINESS.**

Discussion on Community Survey Results. Grace shared the community survey results from October 2019 to June 2020. In total 390 surveys were completed, 77% of which were City of Hudson residents ending with a 5.1% response rate in total for the city (assuming number of households in the city). According to POLCO results, people mostly liked the online questionnaire format and would prefer to stay engaged in that way or else via email notification.

Some notable themes that came through was that people appreciate the quality of the schools, and the library, they appreciate the sense of security, and overall quality of life was noted as being excellent. And people want to maintain all of this.

Transportation was noted as being pretty good but could certainly be improved (specifically more trail extensions and sidewalks).

Housing supply is seen as being adequate but that 39% of people agree that more senior living options are needed. Discussion was held about home ownership levels. Mike Johnson noted that in 2017, 40% of housing was renter-occupied.

Also seen in the survey, people noted they would like to see less hotels/motels, a new grocery store option, higher paying/skilled jobs, clean energy investment, and more neighborhood services/business and an increase in tourism.

If people could change one thing in the City, people chose parking as something that needs to be changed (Brea noted this was all due to timing as the parking system was going through an update at the time the survey was sent out). People also noted they would like city planning & governing along with city services (costs and maintenance) to be improved.



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Discussion was held regarding housing capacities and need. Joyce Hall commented that many comments are coming from a place of “Not in my backyard”.

Other questions regarding Carmichael Road and Bike/Ped infrastructure were also asked. People noted that they’d like to see Carmichael Road widened. 51% of respondents noted that they’d like to see tax dollars spent on public transit options that connect to other cities.

Discussion on Drafted Comprehensive Plan Chapters. Brea Grace summarized Part 1 of the Comprehensive Plan (context of planning and planning principles). Part 2 is comprised of the 9 elements that are required by state statutes. Webber inquired about the visioning process and wondered how that piece will be filled in. Grace noted that the 400 survey responses that were received from previous public outreach initiatives will be used to develop goals and objectives for the plan along with a vision statement towards the end. The community will have the ability to refine the statement when needed. Webber asked what a vision is (a general statement of what Hudson is looking to become in the next 20 years, by 2040) and what values are (themes that feed into the vision, such as ‘small downtown feel, sense of security and welcoming attitude, valuing education and natural resource accessibility via parks and trails).

Yoerg noted that the old town area is vastly different and has different needs from the rest of the city.

Grace inquired if there were any additional comments/feedback that committee members would like to submit and that she’d be happy to take those.

Postponement of Comprehensive Planning Efforts. Grace stated that COVID-19 is causing troubles in pursuing any further in-person interaction with residents. Therefore, because of the inability to have further community involvement opportunities (i.e. Public Meetings), staff asked for the Comp Plan drafting to be postponed until further notice (or until meetings can be held in person again). Johnson also noted that the reason for the postponement comes from future changes and implications that COVID could lead to (such as housing and economic development market changes).

Yoerg exited the meeting at 1:52pm.

Joyce Hall asked when this would be picked back up. Reeves noted that staff is watching state meeting requirements closely and will allow this project to be picked back up when the state says larger in-person meetings will be permitted.

Webber asked if the visions and values statements could still be put together during the postponement period since COVID doesn’t change a community’s values. Johnson noted that a couple of statements could be brought forward for everyone to consider.

**COMMUNICATIONS AND ITEMS FOR FUTURE AGENDAS.**



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Next meeting date was postponed until further notice (TBD) [assuming the August meeting is cancelled, the next scheduled meeting is to occur on September 14<sup>th</sup> at 1:00 p.m.]. Johnson noted that two more POLCO questions will be developed during the postponement period in the meantime.

**ADJOURNMENT.**

Motion by Weiss, seconded by Webber to adjourn at 1:57 p.m. All Ayes (4). Motion Carried.

Respectfully submitted,  
Tiffany Weiss, Acting Secretary



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**TO:** Hudson Comprehensive Plan Steering Committee  
**FROM:** Community Development  
**DATE:** 14 September 2020  
**SUBJECT:** Discussion on future public engagement & Land Use Map

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**BACKGROUND:**

City staff have developed a Land Use Mapping web application to allow city residents to directly provide public comment on future land uses within the City of Hudson. Users of the application can draw lines, shapes, and leave points anywhere on the map. The application also requires users to input a mailing address as well as a comment to associate with the drawing they contributed to the map. This will help staff determine whether those who are submitting comments are residents of the City or not.

Brea Grace will further discuss the requirement for a video presentation to assist users to understand the purpose of this mapping exercise.

**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:** 14 September 2020  
**SUBJECT:** Discussion on continued engagement through POLCO surveys

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**BACKGROUND:**

Brea Grace will discuss with committee members whether they would like to continue pursuing additional POLCO surveys or not. If it is desired by the Committee to continue these surveys, some new sets of questions may be developed by committee members.

**ATTACHMENTS:**

None

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