



Hudson Growth Trends Report

2018

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I. Introduction

The Hudson Growth Trends Report provides a broad look at City’s development progress during the calendar year. This report includes data for 2018.

II. Housing and Population Trends

a. Population Decreasing / Age Increasing

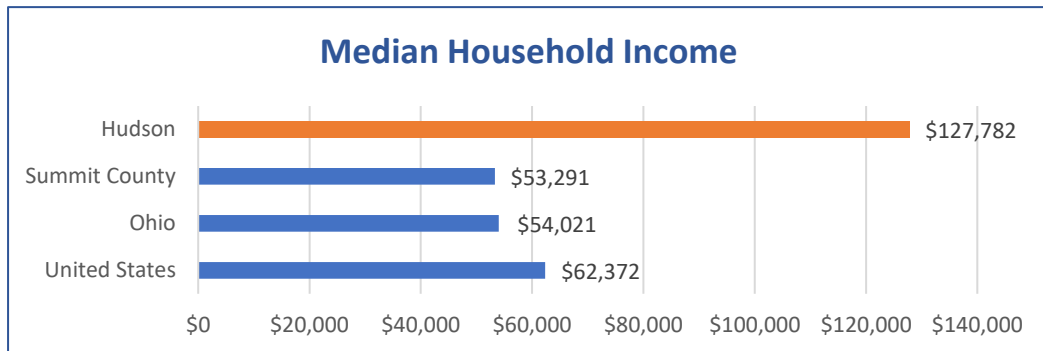
Since 2000, Hudson’s population has decreased slightly, from 22,440 to an estimated 22,285 in 2018. At the same time, the average median age in Hudson has increased and is now significantly higher than state and national averages. The average number of persons per household also has decreased as the population ages.

Hudson	2000	2010	2017	2018
Population	22,439	22,262	22,245 (0.1% increase)	22,285 (0.18% increase)
Persons per Household	3.01	2.87	2.75	2.75
Median Age	38.9 years	42.5 years	45.2 years	45.5 years

2018 Population/Age	Hudson	Ohio	Nation
Total Population	22,285	11,690,000	327,200,000
Persons per Household	2.75	2.44	2.60
Median Age	45.5 years	39.3 years	38.2 years

b. Household Income Remains Higher than National Average

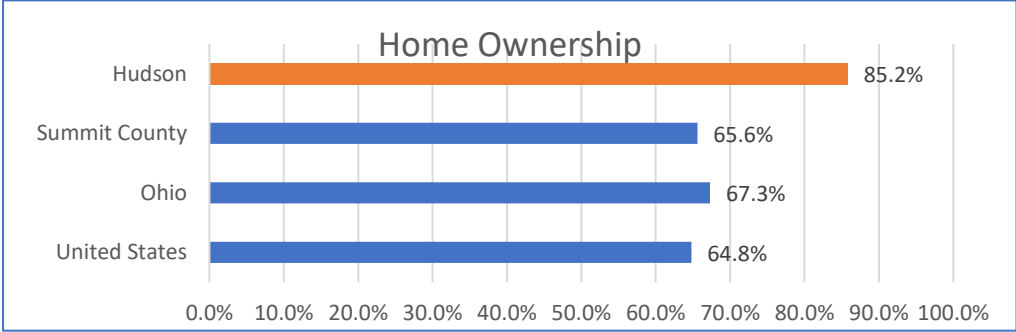
The average household income in Hudson remains higher than in the County, State, and United States.



c. Home Ownership Is Higher than National Average

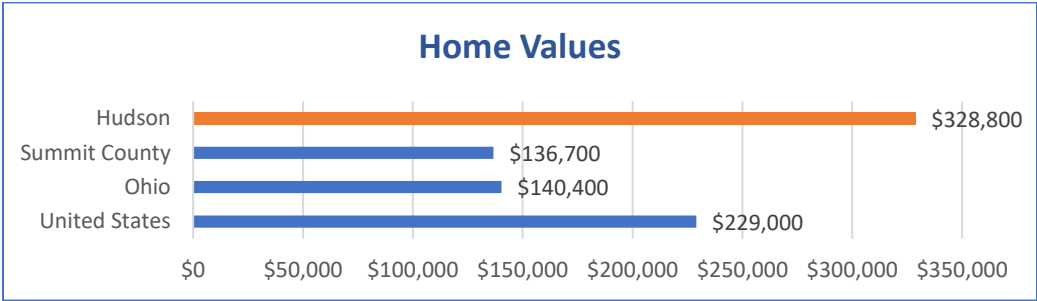
Home ownership in Hudson is 85.2% percent, higher than the national average, but down 0.6% from last year. The national average is 64.8%, up from 63.9%. Trends show that national homeownership rates remain near all-time lows. The United States is beginning to shift from homeowners to a nation of renters, with ownership falling to its

lowest rate since the end of 1967. While ownership is declining, home values are increasing.



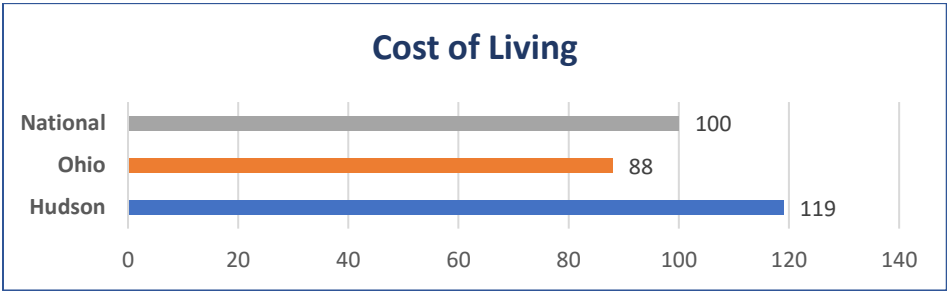
d. Housing Values

Hudson’s housing values continue to rise from the average cost of a home at \$295,000 in 2017 to \$328,800 in 2018. In 2016 - 2017 Hudson home values were the 8th highest in the State of Ohio.



e. Cost of Living

The cost of living in Hudson, Ohio is 35% higher than the Ohio average and 16% higher than the national average.



f. Education

School enrollment in the Hudson City Schools for 2017-2018 was 4,661, a increase of 16 students from the previous year. The largest enrollment classes are 9th and 12th grade with 405 students respectively.

School Enrollment		
School Year	Enrollment	Percent Change from Previous Year
1995-96	5,401	3.59
2005-06	5,423	(1.58)
2012-13	4,765	(2.42)
2013-14	4,681	(1.67)
2014-15	4,597	(1.72)
2015-16	4,608	(.99)
2016-17	4,645	.99
2017-18	4,661	.98

The Hudson City School District is projecting flat to moderate growth over the next ten years.

g. Crime

Hudson's crime index of 87 makes Hudson safer than 87% of other U.S. cities, and 76% lower than the national average. For violent crimes, Hudson is 94% lower than the State of Ohio average and 95% lower than the national average.

III. Residential Development

a. Growth Management Allocations Available and Awarded

In 2015, Hudson suspended the Growth Management allotment program. Residential development in 2018 included 45 homes, almost all of which were located within the Reserve at River Oaks. The largest number of residential zoning permits was issued to River Oaks.

b. Rate of Residential Development / Zoning Permits

Types of Dwellings Approved for Zoning Certificates						
	2002	2012	2014	2016	2017	2018
Total Zoning Certificates	86	42	32	40	26	45
Single-Family Detached	86	42	16	40	26	45
Single-Family Attached	0	81	0	0	67*	0
Town Homes	0	0	16	0	0	0
Two-Family	0	2	0	0	0	0
Multi-Family	0	0	0	0	0	0
Allocations Award by Council	88	92	125	n/a	n/a	n/a
Allocations Used	86	125	32	n/a	n/a	n/a

*Trails of Hudson.

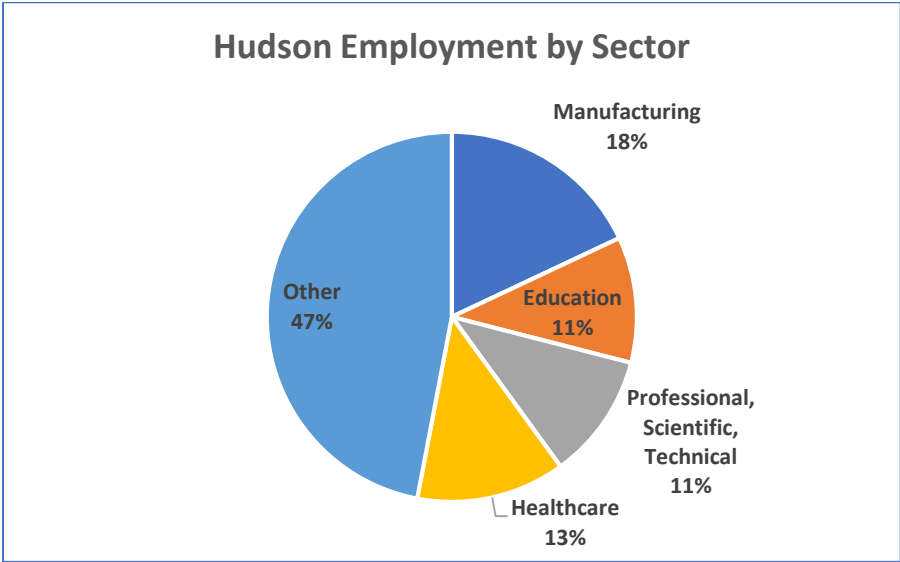
Most of the housing permits for single-family-detached homes in 2017 and 2018 were for The Reserve at River Oaks. In addition to single-family development, several senior-targeted housing developments were under construction. In 2018-2019, Hudson anticipates the opening of the following:

- Danbury and Springwood of Hudson (62 independent senior apartments, 112 assisted living units, and 38 memory care units)
- Hudson Meadows (130 units within a continuing care retirement community)
- Heritage of Hudson Memory Care (48-room memory care)
- Trails of Hudson – Phase II (89 units)
- The Reserve at River Oaks Subdivision Phase IV (60 building lots)
- Lake Christine Subdivision (11 Lots)

IV. Commercial/Industrial Development

a. Employment by Sector

The largest sector of employment in Hudson is manufacturing at 18 percent, compared to 10 percent nationwide. This is consistent with the largest employers in Hudson being JoAnn Stores and Little Tikes. The second largest employment sector is healthcare and social assistance at 13% (lower than the national average of 13.81%). This number is up from 11% in 2017. Educational services are at 11% (higher than the national average). Professional, scientific, technical services also are at 11% (higher than the national average).



b. Number of Employees

Estimated employment in the City of Hudson is provided by the Regional Income Tax Agency is found in the table below.

Year	Estimated No. of Employees	Net Change from Prior Year
1996	10,800	6.9%
2006	15,230	5.5%
2009*	13,588	(11.28%)
2012	13,540	3.4%
2014	16,292	25.6%
2015	16,901	3.7%
2016	17,797	5.3%
2017	17,723	(.4%)
2018	19,637	10.8%

*Recession.

c. New Businesses

i. Office, Commercial, Industrial

The City is moving from a period of rapid growth based on the addition of new buildings to expansion of existing buildings and headquarters, as well as filling a few large empty office buildings. With the current economic climate, it has become too expensive to build. Businesses are finding it much less expensive to buy and renovate rather than build. Tariffs have caused material costs to skyrocket, and labor costs have risen sharply given record low unemployment. This trend will continue as the economy peaks and then slows in 2020 or 2021. Current trends include:

- Anticipate fewer new offices being built
- Longtime employers are recommitting to Hudson
- Large empty buildings are close to selling
- Downtown is healthy and vibrant
- Above average job growth
- Companies with top payrolls are choosing Hudson
- Lack of Class A office space is a challenge

Hudson Crossing

In Hudson Crossing, two new buildings will start construction soon. One of the buildings (CEIA – Homeland Security) has grown to 115,000 square feet and has doubled in building value. The other, Option Care (custom infusion therapy for chronic disease), also will begin construction soon. Both buildings will come online in the second half of 2020. Only two lots remain. They flank the park entrance and are slated to be office buildings. The offices in Hudson Crossing are Class A space with freeway access.

Office Space

The 43,000 sq. ft. building at 300 Executive Parkway is in the process of being purchased, keeping the building occupied and resulting in a new long-term tenant for the City.

The 65,000 sq. ft. former Windstream building at 50 Executive Parkway is close to being sold.

Several long time Hudson companies are looking to expand their footprint with additions or buildings adjacent to what they now occupy. New buildings/ additions are in the works for three of Hudson's largest employers.

The former Youth Development Center on Hines Hill Road is actively being marketed but requires new construction, and two very attractive large parcels are nearby. The City Hall move to Terex and the new water line on Hudson Dr. will spur new interest in District 8.

Downtown Hudson

Downtown is thriving, with a new national retailer on the way for the Gymboree space and a tenant for the former Suburban Sit space. The Land of Make-Believe space is being renovated for two new stores and there is active interest in the 5 Aurora St. location. At least two new restaurants and a tavern concept are looking at First & Main.

ii. Change of Use

The following businesses applied for change-of-use permits in 2018.

Use Certificates 2018

Business Name	Address	Square Footage
CUBE Workspace	46 RAVENNA ST, Unit STE B10	1,750
The Brain Rehabilitation and Integrative Neurology Center, LLC	72 VILLAGE WAY, Unit STE 1A	1,095
University Hospitals Physician Services	5778 DARROW RD	1,938
Explorer Pediatric Dentistry	725 W Streetsboro St, Unit B-2	3,375
j.jill	112 FIRST ST, Unit 390	3,667
Salon Elevate LLC	17 W STREETSBORO ST, Unit STE C	400
Northeast Ohio Skin Center, Inc dba NEOSKIN Center	111 FIRST ST, Hudson, OH 44236	2,440
Club Pilates	118 W STREETSBORO ST, Unit 8	1,872
Yoga Lounge and Barre	89 FIRST ST, Unit STE 208	1,223
Hidden Spirits Cocktails Ltd	89 FIRST ST, Unit STE 202	1,487
St. Herman of Alaska Eastern Orthodox Church	5107 DARROW RD	4,000

Fairway Independent Mortgage Corp.	89 FIRST ST, Unit STE 205	1,190
First Congregational Church	47 AURORA ST	50,050
B Tone	5850 DARROW RD	2,375
Fairmount Properties	102 FIRST ST, Unit STE 201	3,988
DKD Holdings LLC dba AR Workshop of Hudson	85 S MAIN ST, Unit STE B	2,325
CUBE Workspace	46 RAVENNA ST, Unit STE B10	1,750
The Brain Rehabilitation and Integrative Neurology Center, LLC	72 VILLAGE WAY, Unit STE 1A	1,095
University Hospitals Physician Services	5778 DARROW RD	1,938
Explorer Pediatric Dentistry	725 W Streetsboro St, Unit B-2	3,375

d. Velocity High-Speed Fiber Internet

At the end of 2018, Velocity was providing more than 2,000 services to one-third of the Hudson business community. The new customer take rate was over 27%, bring the total businesses served to 210. All fiber trunks and main lines were installed, with drops to the buildings/offices being installed as businesses sign-up. New Hudson businesses continue to sign-up, and businesses coming to Hudson have committed to taking the service once their offices have been built out. The Velocity team also has a customer retention rate of 99.5%, with many customers ranking Velocity as a great value. They are very satisfied with their service.

As of September 1, 2019, Velocity is now providing more than 2,700 services to 265 customers. The current net income is \$100,794. The service take rate continues to increase, and Velocity is on target to meet financial and service level objectives.

V. Infrastructure

a. Roads

In 2018, City Council authorized additional expenditures on roads (mainly in asphalt/reconstruction), due in large part to an increase in income tax revenue from economic development activities.

Program	2017 Expenditures	2018 Expenditures
Asphalt	\$824,731	\$1,993,489
Concrete	\$236,145	\$176,250
Concrete Overlays	\$177,596	\$157,778
Additional Overlay Appropriations	0	\$354,404
Crack Sealing	\$47,459	\$78,925
Patching	\$138,910	\$123,086
Total Cost	\$1,424,841.00	\$2,883,932.00

Major Road Improvements 2018		
Project Name	Cost	Grant Money
Asphalt Program (includes additional asphalt appropriations and concrete overlays)	\$1,993,489	
Concrete Program	\$143,423	
Line Striping	\$135,881	
Crack Sealing	\$78,925	
91 N. Turn Lane Design	\$241,157	\$140,000
Ingleside Dr. Bridge Replacement Design	\$304,642	
S. Main Street Safety Improvement Design	\$35,000	
Norton Road Resurfacing - Cost Share	\$55,000	
Downtown Phase II Traffic Study	\$8,000	
Total Cost	\$2,995,517	\$140,000

Road Improvements	2016	2017	2018
Total Road Improvements Local Funds	\$5,069,000	\$3,145,000	\$2,995,517
Total Grants to Offset Costs	\$6,100,000	\$1,200,000	\$140,000
Total Cost of Road Improvements	\$11,169,000	\$4,345,000	\$3,135,517

**Note: Total cost for roads fluctuates based on the size of the projects each year. For example, the N. Main Street Project in 2016 and 2017 added a significant amount to the total costs for this one-time project. Overall, maintenance and reconstruction expenditures were up.*

b. Water

Some key water projects in 2018 included the following.

Major Water Projects in 2018	Cost
SR 303 Transmission Line Replacement - Design	\$26,890
SR 303 Isolation Valve Project	\$210,000

c. Storm Water

Hudson continues to address storm water management throughout the City.

Capital Storm Water Projects in 2018	Cost	Grant Money
Storm Sewer Lining	\$135,529	\$60,240
N. Main Street/Brandywine Storm Sewer	\$75,000	

d. Sanitary Sewer

Effective January 1, 2016, Hudson transferred ownership and operation of its sanitary sewer system to the Summit County Department of Sanitary Sewer Services. The transfer saves the City approximately \$1,500,000 annually.

e. Electric

Major Electric Projects in 2018	Cost
1. Relocating HPP from 95 Owen Brown to 1220 Hudson Gate	\$300,000
2. Construction projects, Reserve at River Oaks, Trails of Hudson and Danbury. The material costs of these projects are passed on to the developer.	\$60,000 (Reserve at River Oaks) \$80,000 (Danbury)
3. Eastside substation to Prospect substation tie circuit	\$80,000
4. Design and rebuilding of the Prospect substation. Completion in 2018	\$2,600,000
5. College substation maintenance	\$25,000
7. Scan electrical system for potential failure points	\$20,000

VI. Bike & Pedestrian Connections/Parks & Playgrounds

a. Pedestrian/Bike Trails

In 2018, Hudson continued to focus on connecting pedestrian and bike trails throughout the City. The most notable effort was the 2018 Connectivity Plan Update, which guides future decision making by identifying and ranking trail and sidewalk connections. This was the first update to the plan since its inception in 2013.

The following construction and planning activities also occurred in 2018:

- **Oak Grove Trail:** This 2,000-foot multi-purpose trail was built at Oak Grove Park. The trail gives park access to the Weston Hills and Weston Place Subdivisions. It also provides a connection to Wood Hollow Metro Park, located on Barlow Road.
- **Wood Hollow Trail:** This 400-foot multi-purpose trail was built at Wood Hollow Metro Park. This section completed a 1,400-foot trail extending from Oak Grove Park and will eventually tie into Barlow Farm Park.
- **Veterans Trail Planning:** Additional engineering studies were also completed for Veterans Trail. Construction of the project is scheduled to begin in 2019, specifically along Barlow Road from the Bike and Hike Trail to SR 91.

These efforts, coupled with the annual sidewalk funds, allow Hudson to remain a leader in bicycle and pedestrian travel and retain status as a Bronze Bicycle Friendly Community through the League of American Bicyclists.

b. Parks, Playgrounds

Parks/Playgrounds/Golf Projects 2018	Cost
Cart Path Paving – Ellsworth	\$525,000
May Pavilion- Hudson Springs Park	\$100,000
Skatepark Design	\$25,000
Oak Grove Connector Trail	\$164,000
Lake Dredging/Bridge Repair Hudson Springs	\$50,000

Shade Structure- Splash Pad- Veterans Way Park	\$10,000
Road Paving - Cemeteries	\$24,000

VII. Taxes / Assessed Value Trends

Assessed Valuation (in millions)	2006	2016	2017	2018
Residential	\$724.6	\$741.8	\$758.4	\$861.6
Commercial	\$107.0	\$108.7	\$114.6	\$111.7
Utility	\$11.6	\$5.6	\$7.1	\$11.5
Personal	\$33.1	\$0.0	\$0.0	\$0.0

Assessed Valuation Category Distribution	2006	2016	2017	2018
Residential	82.68%	86.65%	86.1%	87.5%
Commercial	12.22%	12.70%	13.1%	11.3%
Utility	1.33%	0.65%	0.8%	1.2%
Personal	3.78%	0%	0%	0%

Property Tax Revenues	2007	2016	2017	2018
Real & Public Utility	\$5,201,763	\$5,904,802	\$6,462,916	\$6,360,147
Tangible Personal Property	\$328,263	\$0*	\$0*	\$0*
Total Property Tax Revenues	\$5,539,026	\$5,904,802	\$6,462,916	\$6,360,147
% Change from Prior Year	7.9%	-1.5%	9.5%	-1.6%**

**State personal property taxes were phased out by 2008.*
***Reduced property tax collections due to expiration of voted bond levies.*

Income Tax Revenues	Receipts	% Change
2006*	\$17,418,010	28.15%
2016	\$20,830,017	4.48%
2017	\$21,297,382	2.2%
2018	\$23,669,729	11.1%

**First year of rate increase from 1% to 2%.*