

**City of Hudson
Community Development Department**

INTERNAL FACTORS

STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> • Four professional planners provide almost 70 years of combined experience and expertise. • Younger staff ready to succeed retirees • Balances sometimes conflicting objectives • Provides excellent customer service to applicants • Adaptable, innovative 	<ul style="list-style-type: none"> • Current City administration building is not conducive to good customer service • Codes and procedures that inhibit good development • Staff can better connect with all stakeholders to advance new programs

EXTERNAL FACTORS

OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> • Relocation to a new City administration building can improve the customer/applicant experience • Improving technology • Council and administrative support for improvements • LDC update can provide flexibility for development and make the approval process easier and easier to understand • Training for staff and boards to maximize effectiveness • Growing interest in development • Stronger community engagement 	<ul style="list-style-type: none"> • Diverse perspectives among many stakeholders • Most development sites have challenges

ANALYSIS SUMMARY

<ul style="list-style-type: none"> • Progress on implementing LEAN initiatives identified at last winter's Kaizen event • Progress on updating the Land Development Code
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