



COMMUNITY DEVELOPMENT • 1140 Terex Road • Hudson, Ohio 44236 • (330) 342-1790

DATE: September 9, 2025

TO: Mayor Anzevino and City Council

FROM: Emily Fernandez, Community Project Planner

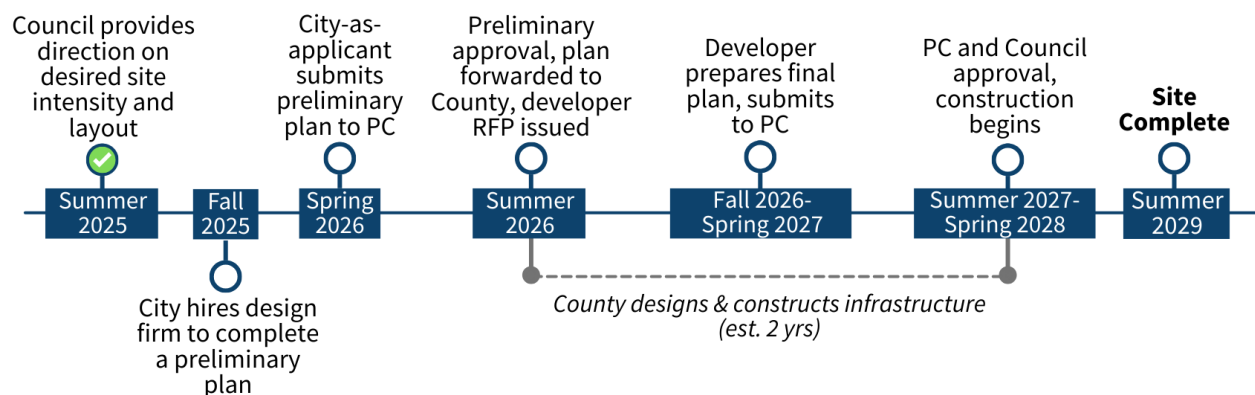
CC: Thom Sheridan, City Manager; Jeff Knoblauch, Asst. City Manager; Brian Griffith, Asst. City Manager; Greg Hannan, CD Director; Nick Sugar, City Planner; Katie Behnke, Economic Development Manager

SUBJECT: Downtown Development

Background

From April-May 2025, staff presented several concepts for the downtown property, then returned with a revised concept and financial analysis based on Council input. City Council indicated that staff should proceed toward developing an RFP seeking firms to support a City-led preliminary site plan. City Council requested that staff pursue further market analysis to confirm the financial feasibility of the concept plan prior to issuing the RFP. Staff has procured a market analysis study and prepared a draft RFP.

The first step of the project timeline discussed at previous Council meetings is considered complete. The current step is to issue an RFP to hire a design firm for support on completing a preliminary plan.



Staff is now seeking Council input and confirmation of the following:

- 1) Comments on market analysis
- 2) Confirmation to issue an RFP and award a contract for preliminary site plan ; Selection of a Council Liaison to assist staff with the consultant selection
- 3) Confirmation of a site identity/project name (resolution could be added to 10/7/25 Consent Agenda)

1) Market Analysis

Staff researched and interviewed several market analysis firms and ultimately contracted Silverlode Consulting to analyze the feasibility of the City-led concept plan. The findings generally indicate the following:

- Housing: Housing typology would be viable in the local market and the estimated values are realistic, though values may depend on the City working with the developer to establish minimum square foot requirements and ensure high architectural quality.
- Market Hall: Appears financially viable based on market demographics; however, knowledgeable management would be imperative to success. Operational success would likely require actively curating vendors, organizing regular programming, and securing lease commitments from credit-worthy tenants. The City may need to take an active approach to identifying suitable developers and operators, as well as potential philanthropic support.
- Community Event Facility: Would likely require significant philanthropic support or financial/operational support from the City. It would likely be difficult for a private developer to secure commercial financing for an event center with shared public and private use. An alternative to a standalone community facility could be to incorporate reservable event space within a market hall.
- Co-Working Space: Co-working companies may be unlikely to own their own facility but could likely serve as an anchor tenant within a facility, such as a market hall. Local coworking companies have previously expressed interest in Hudson. The city could formally engage and determine their interest in being anchor tenants of a market hall; this use could help generate revenue to offset other costs, such as event space.
- Multipurpose Fields or Other Active Green Space: The Comprehensive Plan was not prescriptive on the type of public or semi-public space desired for downtown; it notes that community input indicated “desire for gathering spaces and increased activities downtown”. The Steering Committee discussed potential for multipurpose fields that may be used to host tournaments or other events. The market analysis attempted to identify revenue-generating semi-public outdoor uses that would not include a new building, but no examples were identified. Active greenspace is not considered a viable tax-generating use.
- Passive Green Space: Public green space is recognized as a non-tax-generating use, however, it is responsive to the Comprehensive Plan. The concept plan does envision outdoor lawn space which could be programmed by the city or the operators of an event center or market hall.

See ‘*Market Analysis*’ for the full report. Based on the findings, staff believes the concept plan is sufficiently complete and does not require further revision prior to seeking architectural and engineering support. Consultant support will advance the concept plan to a preliminary site plan. It will be imperative to work with the selected consultant to ensure the preliminary plan carefully responds to the findings of the analysis. The concept plan is anticipated to be the framework used for additional community engagement, and it will largely guide the consultant’s work toward a preliminary plan. The conceptual building footprints and layout are anticipated to be adjusted based on professional engineering input. Staff anticipates ongoing public input in Spring 2026 as the plan is further revised.

2) RFP & Selection of a Firm

The RFP will largely utilize standard contract language. Council may wish to review the project-specific sections including ‘*Background*’ and ‘*Scope of Services*’ in the attached ‘*Draft*

RFP. Staff would revise the RFP with any Council comments prior to issuance. As indicated in the RFP, staff anticipates holding significant City-led public engagement during development of the preliminary plan. The plan would be presented to Planning Commission as a City-led application with support from the selected firm. A preliminary budget of \$175k is anticipated and would need to be established through a future appropriation. The resolution to issue and award the RFP would include language for the appropriation ‘not to exceed’ the noted amount. Staff recommends issuing the RFP as the next step to advance the project.

Staff recommends that Council appoint a Council liaison, similar to the Comprehensive Plan project. The liaison could collaborate with staff to review and rank all proposals, participate in interviews of the top-ranking firms, and work with staff to make a final selection.

3) **Site Identity**

Staff is requesting Council support to rebrand the property with a name that separates it from prior development concepts, which are no longer relevant, and draws attention to interesting local features. Staff identified many naming options based on community history and the physical landscape. The two that are proposed for Council consideration are ‘Clinton Crossing’ and ‘Brandywine West’. See ‘**Site Identity**’ for more details.

Upon selection of a name, City staff could re-introduce the site to the community through a strategic communications plan. This name will be the identity for the project as it moves through public engagement, preliminary plan, final plan, and development.