



ECONOMIC DEVELOPMENT • 1140 Terex Road • Hudson, Ohio 44236 • (330) 342-1893

## MEMORANDUM

Date: August 25, 2025  
To: Mayor Anzevino and City Council  
From: Katie Behnke, Economic Development Manager  
CC: Thom Sheridan, City Manager, Brian Griffith, Assistant City Manager, Greg Hannan, Community Development Director  
Re: 996 Hines Hill Road Branding

### **Background**

The Community Development Department is pursuing JobsOhio's SiteOhio program authentication for 996 Hines Hill Road with the goal of generating more high-quality leads for the acreage. One of the recommendations for authentication is to develop a site name and branding.

### **Discussion**

InSite recommends rebranding the site utilizing Ohio or Cleveland in the name such as "I-80 Ohio Enterprise Park" or "Northeast Ohio Commerce Center." This recommendation is made with a national site selection process in mind, noting that a national firm may not have familiarity with Hudson specifically. However, Staff notes that recent mid- to large corporate relocations into Hudson were sourced from business owners and leaders that are residents or were otherwise familiar with the Hudson community and found value in having a Hudson address for their business. Further, the vision for the site is for corporate office or research and development uses with limited truck traffic, deemphasizing the value of the proximity to the turnpike (I-80). As such, Staff proposes the site name "Hudson Innovation Park" and seeks feedback on the branding concepts on the following page.

### **Conclusion**

Staff seeks City Council's feedback on the branding preferences for 996 Hines Hill Road.

**Option 1:** The logo in this option has a science feel to align with the community desire for research and development users. As other office and light manufacturing uses are allowed in the zoning code, there is a risk that this logo may fall out of sync with the ultimate use.



**Option 2:** This logo is intended to more generally evoke themes of progress and success while being industry and use agnostic.



**Option 3:** This logo is also industry agnostic and slightly more simplified. This option has a greater emphasis on "Hudson."

