



c/o Operation HELP
901 4th Street Suite 214
Hudson, WI 54016
(715)386-1300
operationhelp.source@gmail.com

Norlake Building/727 2nd Street Project Update

In the coming weeks, you may hear about the former Norlake property on Second Street. The Hudson Plan Commission and Common Council will consider rezoning and conditional use permit applications for the building. The plan is for Operation HELP and Hudson Area Backpack and Food Programs to purchase the building to create a community resource for Hudson residents “under one roof.” When completed, the building will be a new home for both organizations with additional shared space for a small number of other local nonprofits.

The project has attracted enthusiastic support from volunteers, clients, donors, partner organizations, faith communities, community members, and others. More than \$2.4 million is already committed for the property purchase and building modifications. The location is ideal and we’re excited about it for many reasons--the size and features of the building, great access for clients and volunteers, and truly being a part of the community rather than being relegated to a less desirable location as nonprofits often are.

The project is the result of more than two years of co-location planning and more than seven months of neighborhood meetings and working with city planning staff. We’ve heard questions and concerns about the project and have responded—

- The property must be rezoned from light industrial to B-4 but requires no variances.
- The new space will allow the Backpack Program to discontinue its high-intensity, time-limited drive-through food distribution in favor of orderly, scheduled pick-ups spread throughout a regular business week.
- Projected use of the property for all programs and activities translates to about 25 people in the building at any one time—a fraction of the 70 Norlake employees working there previously.
- The dedicated on-site parking lot capacity exceeds code requirements for all anticipated activities of planned programs and building tenants.
- Removing the existing public building entrance and loading dock on the north side of the building increases safety by reducing activity on the steep Elm Street grade.
- Repurposing the structure with updated exterior features, parking lot, and landscaping helps maintain Hudson’s downtown character while upgrading the look and feel of the neighborhood.

With nonprofit ownership, the property will eventually be eligible to apply for a property tax exemption. The property has historically generated less than \$20,000 per year in tax revenue. Less than a quarter of that amount is allocated to the City of Hudson. In comparison, Operation HELP put \$146,716 cash back into the Hudson economy last year in the form of payments to landlords, utilities, car repair shops, gas stations, motels, farmers’ markets, and other businesses. Hudson Backpack and Food Program collected or purchased then distributed the equivalent of hundreds of thousands of dollars of food for Hudson area residents who struggle financially. This trade-off of community benefit versus property tax revenue is the very reason the exemption provision exists.

Do You Support This Work?

You Can HELP!

On June 6th, the Hudson Plan Commission will consider applications for rezoning and a conditional use permit for the project. On June 19th, Hudson’s Common Council will hold a public hearing and consideration of the same applications. Community input is important. If you’d like to express your support of this project, please contact your elected and appointed city representatives:

City of Hudson Common Council

Rich O’Connor
Mayor
715-386-4765 Ext. 120
mayor@hudsonwi.gov

Mike Kennedy
District 4
715-386-4765
district4@hudsonwi.gov

Randy Morrisette II
District 1/Council President
715-386-4765 ext. 171
district1@hudsonwi.gov

Sarah Bruch
District 5
651-270-9566
district5@hudsonwi.gov

Lynn Wakefield
District 2
612-201-4054
district2@hudsonwi.gov

Joyce Hall
District 6
715-808-0492
district6@hudsonwi.gov

Joy Knudson
District 3
715-600-0836
district3@hudsonwi.gov

City of Hudson Plan Commission

Rich O’Connor (Mayor), Chair
Pat Casanova (Park Board Chairman)
Randy Morrisette (Council Representative)
Roger Reidel (Citizen)

Mary Yacoub-Raad (Citizen)
Suzy Korum (Water Utility Commission Rep.)
Fred Yoerg (Citizen)

Anyone having questions or needing additional information can find it online through our websites or social media pages.

Operation HELP
Hudson Area Backpack and Food Programs

www.operationhelpstcroix.org
www.hudsonbackpack.com