



innovative *by* nature



The Annual Report

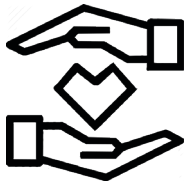
Planning and Economic Development Department
City of Rochester Hills



Introduction

The mission of the Planning and Economic Development (PED) Department is to support and promote quality development. By preserving what Rochester Hills already has, enhancing those elements that can be improved and diversifying options, Rochester Hills can continue to be among the nation's preeminent places to live, work and raise a family for many years to come.

PRESERVE



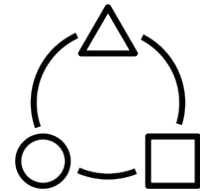
- ▶ Established neighborhoods
- ▶ Irreplaceable natural environment
- ▶ Healthy business community
- ▶ First-rate quality of life
- ▶ Historical assets

ENHANCE



- ▶ Role as a regional destination
- ▶ Commitment to sustainability
- ▶ Real estate options
- ▶ Pedestrian environment
- ▶ Access to cultural resources

DIVERSIFY



- ▶ Housing choices
- ▶ Transportation alternatives
- ▶ Employment opportunities
- ▶ Businesses & services
- ▶ Tax base

Responsibilities

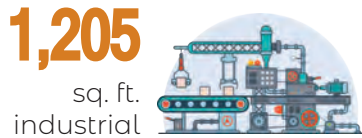
- ▶ **The PED Department provides relevant zoning and land development assistance** to existing and prospective residents and businesses including guidance to applicants seeking approval for zoning ordinance amendments or rezonings, variances, site plans, planned unit developments (PUDs), wetland use permits, tree removal permits, historic preservation certificates of appropriateness, and brownfield redevelopment plans.
- ▶ **The PED Department assists businesses by establishing and implementing a business stabilization, expansion and retention program**, providing site and facility location assistance, and offering guidance when seeking state and local incentives for establishing and/or locating a business and economic recovery. Introductions to resources that support companies' talent and business development needs are also a service the PED staff provides.
- ▶ **The PED Department provides support to the development related boards and commissions**, including Zoning/Sign Board of Appeals, Historic Districts Commission, Mayor's Business Council, the Historic Districts Study Committee, Brownfield Redevelopment Authority and Local Development Finance Authority.
- ▶ **The PED Department continues to provide coordination with other City departments**, organizes the Development Review Committee (DRC) and sits on a number of other internal committees. Externally, the PED Department engages with countless local, regional and state agencies.

Legislative Requirements

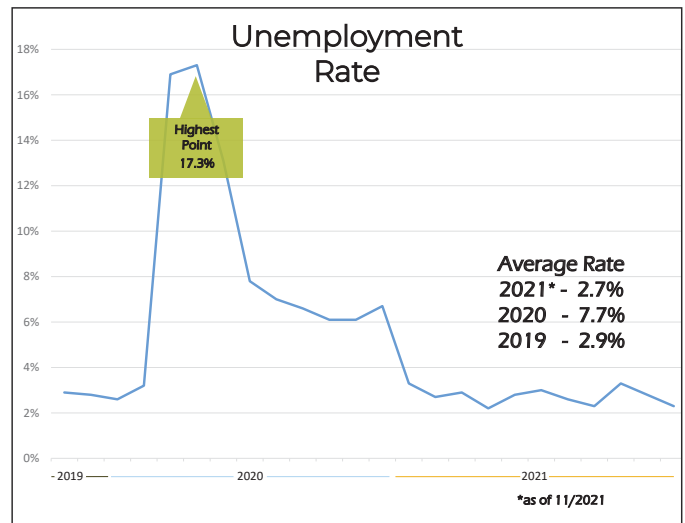
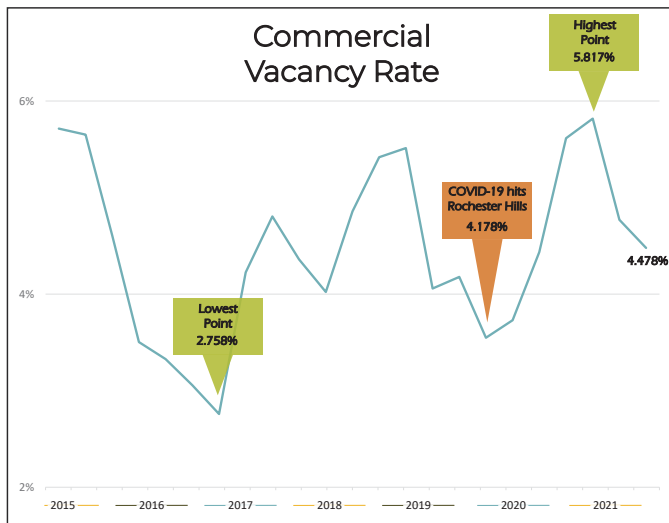
Section 125.3819 of the Michigan Planning Enabling Act (Public Act 33 of 2008, as amended) requires the Planning Commission to prepare an annual report documenting its operations and status of planning activities. This report fulfills this obligation and provides information on future planned actions. The PED Department has expanded the scope of the report to further document the activities of all of the boards and commissions staffed by the PED Department and the administrative plan reviews of the PED staff. By doing so, the report provides a more complete picture of the Planning, Zoning and Economic Development activities in the City.

PED in Numbers

Approved Developments



COVID-19 Recovery



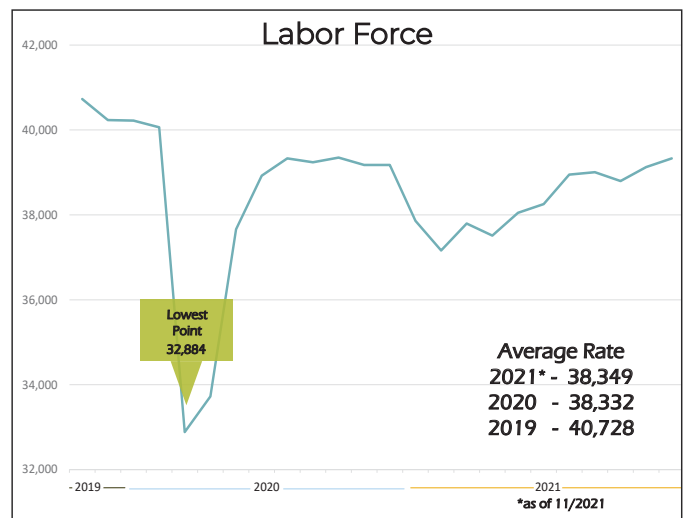
We polled our Mayor's Business Council members about aspects of their businesses that were drastically affected by the COVID-19 pandemic.

Where does your current employment count compare to Pre-COVID?

Pre-COVID was higher	32.1%
Current is higher	28.3%
No significant change	39.6%

What are the hardest positions to fill within your organization?

Entry level	57.4%
Technical	68.5%
Management	20.4%
Other	9.3%



Department Highlights

► January

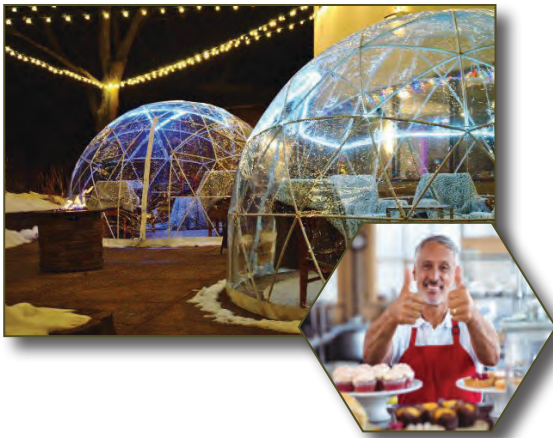
Chief Financial Credit Union's Site Plan Approved

One of Rochester Hills' staple financial institutions received a thumbs up from the Planning Commission to build a new facility where US Scuba Center once was. This is a prime location right off of Rochester Rd. and Diversion St. and just a few yards from their current location—literally right in front of it.



► February

Restaurant Relief Grant Applications Approved for \$116k

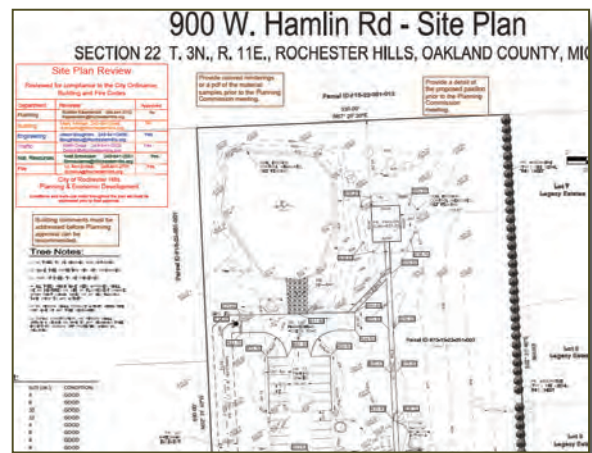


Oakland County initiated its second phase of their Restaurant Relief Grant in needed products and funds to partnering cities, villages, and townships. Rochester Hills administered their portion of the grant to their dine-in restaurants, bars and cafes. When the dust settled, \$116,000 was awarded in grant funding and PPE products to 15 restaurants. Their time in Rochester Hills range from 1 month to 31 years in business and they employ 275 people in our community. Five of them took advantage of the COVID Special Permit program for outdoor dining.

► April

Site Plans Go Electronic

After months of preparation, the site plan review process went paperless and applicants began submitting plans and receiving staff reviews digitally—saving both the City and applicants time and money.



Department Highlights

► May

Another Staff Milestone for PED



Time flies when you're in the Planning Department. **Pamela Valentik** celebrated her 10th anniversary serving the City of Rochester Hills. Her expertise and tenacity to develop the business community as a benchmark for other communities to mimic far exceeds all expectations. We are fortunate to have her working hard for Rochester Hills, always looking for innovative opportunities to enhance the climate for doing business in the City and building long, lasting relationships with our business community.

► July / September

Approved Grace and Priya Senior Living - Welcomed Housing Options for the Community

As is the trend in many communities, Rochester Hills' average population age is increasing. The need for the number and variety of housing options for this aging population has never been greater. That is why Rochester Hills was pleased to approve not one, but two high quality senior living facilities, totalling over 300 beds to help meet this growing demand.



Grace Senior Living



Priya Senior Living

Department Highlights

► August

We Lost a Good One—PED’s Maureen “Moe” Gentry Retires

Rochester Hills City employee **Maureen Gentry** decided to enjoy the finer things in life and retire after 20 years of service to the City. Moe has been a fundamental team member of the Planning and Economic Development Department. Through her extensive experience with zoning, boards and commissions, ordinances, and processes, Moe has been the backbone of the Planning Division. While she will be sorely missed, we wish her well in her next chapter.



We Also Found a Good One! Jennifer Joins PED



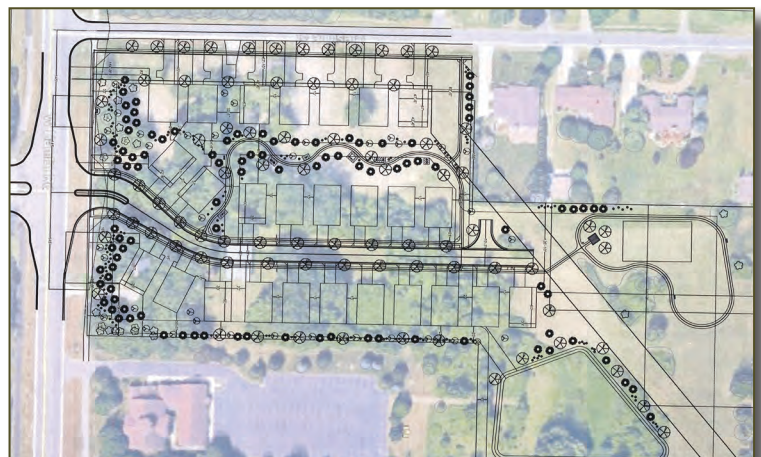
Jennifer MacDonald joined the team on August 6th. Coming from a most recent position with Bloomfield Twp. and with previous roles in both the public and private sectors, Jennifer brings with her over 10 years of municipal planning and environmental experience.

We are so glad to have found such a great addition to the PED team, it made saying good-bye to Moe just a little bit easier! Glad to have you on board Jennifer!

► October

Camden Crossing: Residential Living in a Natural State

The only new single family neighborhood approved in 2021, Camden Crossing will add 26 new homes to the community. In addition, the development includes a recreational pathway that meanders through the neighborhood and preserves the northern portion of the site as natural open space.



Stories of the Year

Japanese Company to make Rochester Hills Their Home

NS Tool, Inc. manufacturers precision cutting tools and has decided to open a small sales/distribution office on Star Court in Rochester Hills, their first location in North America! The company plans to hire 3 sales/office staff members within the first year alone. We are excited to include NS Tool to our growing list of foreign companies from Japan that recognize our community as a thriving, successful location to plant their American roots.



Another Economic Development Win—gut für uns!

German automotive supplier BOS Automotive landed a new project with Rivian and after an incentive package from MEDC, Oakland County and Rochester Hills, has selected their Rochester Hills location to set up production versus manufacturing in Mexico. This new \$1.1 million investment to their facility is expected to generate 50 additional jobs in Rochester Hills over the next three years.

Good for us!



French Dignitaries Visit Rochester Hills

The City's partnership with AdduXi and the French Corner continues to be a successful venture as this soft landing space for French companies coming to the U.S. is currently housing 12 companies. The success of this incubator has gained global recognition as this fall, we were fortunate to host a meeting with the French Consul General for the Midwest, Yannick Tagand, and French Honorary Consul for Michigan, Jean Mallebay-Vacqueur.



French Consul General for the Midwest, Yannick Tagand, French Honorary Consul for Michigan, Jean Mallebay-Vacqueur, and AdduXi executives meet with Mayor Barnett and Economic Development Manager Pamela Valentik.

Economic Development

Rochester Hills City Council Officially Endorses the Big Five

For years, Rochester Hills' leadership has recognized the value of its business community and the importance of investing in its growth. For a variety of reasons, the Economic Development team decided it was time to identify the needs of its customers, build upon our strengths and successes, and develop a strategy that positions Rochester Hills as the preeminent place to live, work and invest. Together with our strategic partners, the Economic Development team will be focused on five key initiatives:



"I reviewed the Rochester Hills' strategy document and think that it's really good. The actions are certainly in alignment with what we are developing with the regional strategy. (A big thanks to you for your help during this process). It is also interesting for us to be able to see how a local unit of government is developing action in these important areas."

— Kevin Johnson, SEMCOG

"Wow, this is really great work! Thank you for sharing the information. Makes me proud to live and work in Rochester Hills."

— Derek Gentile, President, EEI Global business owner

"The Rochester Regional Chamber of Commerce commends the City for their extraordinary leadership in the area of economic development, which is more vital than ever in 2021 as we work toward economic recovery. The Chamber and City are fortunate to have a mutual understanding of the business needs here in our community and an excellent working relationship. Together is how we move forward to a more prosperous future for everyone."

— Alaina Campbell, former President, RRC

Economic Development

Mayor's Business Council Continued Successful Events Despite the Pandemic

While in the early part of 2021 we still faced various stages of lockdown due to the COVID-19 pandemic, it did not deter the Mayor's Business Council (MBC) and Rochester Hills Innovative Senior Executive (RHISE) Members from meeting—it was just done virtually, at first. A total of five MBC/RHISE events were held and Mayor Barnett did not disappoint. He called in a few of his friends to meet via Zoom, and when MBC/RHISE were able to meet in person, everyone who attended got right back to doing what they do best—working together to make Rochester Hills an innovative, successful business community.



February: RHISE Zoom with Frank Luntz



April: RHISE Zoom with Suze Orman



July: RHISE In-Person Reunion



October: MBC with U.S. Secretary of Labor Marty Walsh



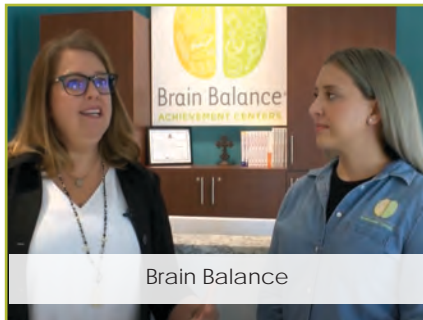
December: MBC Holiday Celebration / Champion Awards



Economic Development

Business Spotlight Campaign Shines on Small Businesses

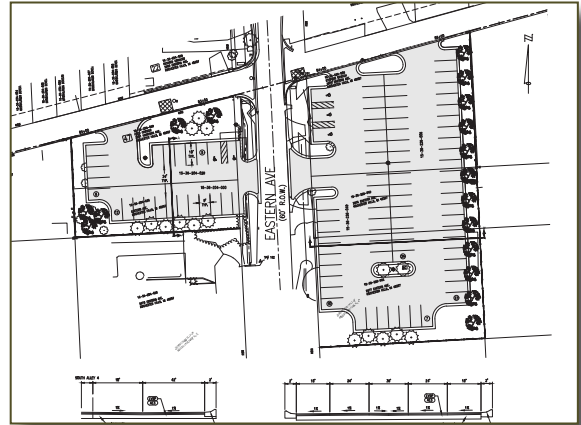
In 2021, the Economic Development and Mayor’s Office teams’ efforts assisted the small business community by initiating a Business Spotlight Campaign. Providing publicity through the Rochester Hills YouTube Channel, 16 small businesses were interviewed and shared their specialties. These videos were available to business owners to also share in their own marketing efforts. We will continue this campaign through 2022, as we hear back from businesses that they appreciate the City’s understanding and support in these challenging times. To view the Business Spotlights, visit www.youtube.com/c/RochesterHillsTV/playlists.



The New Brooklands

Property Acquisitions to Enhance the District

More parking and open space for the Brooklands District? Yes please! A number of opportunities to acquire properties were presented to the City that were too good to pass up. We were able to obtain 5 adjacent parcels to add over 100 parking spaces and green space to better serve the current and future needs of the district as properties redevelop.



By The Numbers



\$150,000
in private donations

60

homes sold



3

new businesses



\$238.3k for southside
\$258.5k for northside

average price of homes sold



The New Brooklands

Summer of Fun



The Brooklands District hosted not just one, but two **Summer of Fun** events in June. The City's one-of-a-kind **Art on Auburn** unveiling was held on June 3rd. Twenty-five students were selected by the public to display their art on the surface of Auburn Rd. itself, representing what community means to them. The **Splash Pad** had its official ribbon cutting on June 9th and this new gathering place has been in high demand on warm days ever since!

Both of these placemaking initiatives further reinforce the character and uniqueness of the Brooklands and we were excited to celebrate these great additions to the corridor.



Auburn Road Comes Together to Win the MML Community Excellence Award

We did it! We beat out all the rest. Submitting our story of the Auburn Road Corridor project, the countless hours of planning, communicating with the area residents and businesses, and instilling a trust to making the area a better, safer, more all around desirable place to visit, the Michigan Municipality League (MML) bestowed Rochester Hills with the Community Excellence Award. The award, considered the highest and most prestigious award bestowed on a community, celebrates and honors innovative projects across the state.

The MML is a state-wide organization dedicated to inspiring positive change for Michigan communities. Rochester Hills is privileged to be among the dozen or so communities who have received this honor.



Planning Commission

Meetings

The Planning Commission held ten regularly scheduled meetings, with one being a joint meeting with City Council, and one training session. The meetings were generally held on the third Tuesday of each month.

Site Plans - Total Reviews

Name	Project Description	Location	PC Decision/ Admin. Approval	Meeting Date (2021)
Action One Auto Addition	1,205 sq. ft. addition	Southwest corner of Auburn and John R	Approved	2/16
Zeenat Plaza	10 multi-floor units, 8,387 sq. ft. retail	Southwest corner of Auburn and Gerald	Approved	2/16
Barns Senior Living	12 bed, 5,380 sq. ft. senior living facility	1841 Crooks	Applicant withdrew	N/A
First Baptist Church Renovations	10,900 sq. ft. addition	6377 Orion	Approved	4/20
R. Youngblood & Co.	Plant nursery	930 Mead	Approved	6/15
Grace Senior Living	87 beds, 67,304 sq. ft. assisted living	2791 Walton	Approved	7/20
Priya Senior Living	230 beds, 172,780 sq. ft. senior living	Northeast corner of Adams and South	Approved	9/21
Rochester Hills Research Park	5 bldg., 456,608 sq. ft. industrial/office campus	West side of Livernois, south of Avon	Applicant withdrew	N/A
Avon Rochester Mixed Use	26,575 sq. ft. mixed-use building	Northeast corner of Rochester and Avon	Approved	9/21
Gateway Drive-through	Addition of drive-through to site under construction	West of Rochester, north of South	Approved	10/19

Subdivisions and Site Condominiums

Name	Square Feet/Units	Location	PC Decision	Meeting Date (2021)
Camden Crossing	26	North side of Hamlin, between Livernois and Rochester	Recommended Approval	10/19

— Conditional Use Recommendations —

Name	Square Feet/Units	Location	PC Decision	Meeting Date (2021)
Action One Auto Addition	1,205 sq. ft. addition	Southwest corner of Auburn and John R	Recommended Approval	2/16
Zeenat Plaza	29,808 sq. ft. mixed-use building	Southwest corner of Auburn and Gerald	Recommended Approval	2/16
Barns Senior Living	12 bed, 5,380 sq ft. senior living facility	1841 Crooks	Applicant withdrew	N/A
First Baptist Church Renovations	10,900 sq. ft. addition	6377 Orion	Recommended Approval	4/20
Marshall's Auto Repair	Occupation of an existing industrial space	1848 Star Batt	Recommended Approval	4/20
R. Youngblood & Co.	Plant nursery	930 Mead	Recommended Approval	6/15
SOS Auto Services	Occupation of an existing industrial space	1862 Star Batt	Recommended Approval	6/15
Bitter Tom's	Occupation of an existing industrial space	2937 Waterview	Recommended Approval	9/21
Avon Rochester Mixed Use	26,575 sq. ft. mixed-use building	Northeast corner of Rochester and Avon	Recommended Approval	9/21
Gateway Drive-through	Addition of drive-through to site under construction	West of Rochester, north of South	Recommended Approval	10/19
Meschico Restaurant	Addition of alcohol sales	2949 Crooks	Recommended Approval	11/16
Shake Shack	Addition of alcohol sales	66 N. Adams	Recommended Approval	11/16

— Rezoning / Planned Unit Developments —

There were no Rezoning or Planned Unit Developments in 2021.

Administrative Approvals / Concept Plan Reviews

Name	Trees Removed	Location	Status as of 12/31/21
R. Youngblood & Co.	Plant nursery	930 Mead	Concept meeting held, plan PC approved
Avon Rochester Mixed Use	26,575 sq. ft. mixed-use building	Northeast corner of Rochester and Avon	Concept meeting held, plan PC approved
Covenant Christian Church	Building and parking addition	900 W. Hamlin	Concept meeting held, plan submitted
1060 Auburn, Mixed Use	4,200 sq. ft. retail and 8 single family homes	1060 Auburn	Concept meeting held
Huntington Bank	Redevelopment to accomodate bank	2975 Walton	Concept meeting held, plan submitted
3325 John R Condos	8 unit site condo	3325 John R	Concept meeting held
Chick-Fil-A	Restaurant with drive-through and stand-alone retail	3200 S. Rochester	Concept meeting held, plan submitted
Starbucks	2,289 sq. ft. drive-through restaurant	1360 Walton	Concept meeting held, plan submitted
Dequindre/Hamlin RV Storage	Outdoor RV storage	West of Dequindre, north of Hamlin	Concept meeting held
852 E. Auburn Townhomes	12 townhomes	852 E. Auburn	Concept meeting held
Great Oaks Country Club Tennis Courts	Expansion of tennis courts	777 Great Oaks	Plan administratively approved
Meijer Charging Stations	Installation of vehicle charging stations	3610 Marketplace Circle	Plan administratively approved
Sleep Number at Hampton Village	Facade update	Rochester and Auburn	Plan administratively approved
BMW Motorcycles of Detroit	Renovation and addition	1185 S. Rochester	Plan administratively approved
Rochester Hills Collision	Facade update	1750 S. Livernois	Plan administratively approved
Atlas Building LLC	Installation of truck well	1200 W. Hamlin	Plan administratively approved
Bank of America Lighting	Site lighting update	6800 N. Rochester	Plan administratively approved

Tree Removal Permits

Name	Trees Removed	Location	PC Decision	Meeting Date (2021)
First Baptist Church Renovations	3	6377 Orion	Approved	4/20
R. Youngblood & Co.	18	930 Mead	Approved	6/15
Grace Senior Living	103	2791 Walton	Approved	7/20
Priya Senior Living	1,036	Northeast corner of Adams and South	Approved	9/21
Avon Rochester Mixed Use	12	Northeast corner of Rochester and Avon	Approved	9/21

Wetland Use Permit Recommendations

There were no Wetland use Permit Recommendations in 2021.

Natural Features / Setback Modifications

There were no Natural Features or Setback Modifications in 2021.

Ordinance Amendments

There were no Ordinance Amendments in 2021.

Miscellaneous Items

Per the Michigan Planning Enabling Act, the Planning Commission approved the Capital Improvements Plan for 2022-2027 at their April 20, 2021 meeting.

The Planning Commission endorsed the 2021 Transportation Master Plan at their February 16, 2021 meeting.

The Planning Commission accepted the Preliminary Study Report for 1021 Harding at their March 16, 2021 meeting.

Zoning Board of Appeals (ZBA)

Meetings

The Zoning Board of Appeals held 5 regularly scheduled meetings in 2021. The meetings were generally held on the second Wednesday of each month.

Dimensional Variances

Address	Request	ZBA Decision	Meeting Date (2021)
1608 Black Maple	9.67 ft. rear yard setback variance	Denied	4/14
3310 Longview	6.2 ft. front yard setback variance	Approved	8/11
1835 Crestline	2 ft. height variance for proposed fence	Denied	10/13
3610 Dearborn	15 ft. front yard setback variance	Denied	11/10

Sign Variances

Address	Request	ZBA Decision	Meeting Date (2021)
1010 S. Rochester	36 sq. ft. variance for larger monument sign	Denied	2/10

Brownfield Redevelopment Authority

Meetings

The Brownfield Redevelopment Authority held 3 regularly scheduled meetings in 2021. The meetings were generally held as needed on the third Thursday of the month.

Name	Project Description	Location	BRA Decision	Meeting Date (2021)
Legacy of Rochester Hills	Request for approval of third reimbursement	Northeast corner of Hamlin and Adams	Approved	4/15
Legacy of Rochester Hills	Review of 381 Work Plan	Northeast corner of Hamlin and Adams	Approved	4/15
Avon Rochester Mixed Use	Brownfield Plan	Northeast corner of Avon and Rochester	Tabled	7/15
Avon Rochester Mixed Use	Brownfield Plan	Northeast corner of Avon and Rochester	Approved	11/18

— Historic Districts Commission (HDC) —

Meetings

The HDC held 7 regularly scheduled meetings in 2021. The meetings were generally held on the second Thursday of each month.

Address	Project Description	HDC Decision	Meeting Date (2021)
Avon right-of-way between Dequindre and 23 Mile	Certificate of Appropriateness for 96" water transmission main relocation	Approved	1/14
1500 Mill Race	Certificate of Appropriateness for demolition	Approved	2/11
1481 Dutton	Certificate of Appropriateness for window replacement	Approved	5/13
Avon right-of-way between Dequindre and 23 Mile	Certificate of Appropriateness for 96" water transmission main relocation - mill race replacement	Approved	5/13
1005 Runyon	Certificate of Appropriateness for pool construction	Approved	6/10
3861 S. Adams	Certificate of Appropriateness for senior living building	Approved	8/12
1002 E. Tienken	Certificate of Appropriateness for window and siding replacement	Approved	9/9
1021 Harding	Notice to Proceed with demolition	Approved	12/9

— Historic Districts Study Committee (HDSC) —

Meetings

The Historic Districts Study Committee held 2 regularly scheduled meetings and 1 special meeting in 2021. The meetings were generally held as needed on the second Thursday of the month.

Address	Project Description	HDSC Decision	Meeting Date (2021)
1021 Harding	Request to delist - Review and Adoption of Preliminary Report	No Action Taken	1/14
1021 Harding	Request to delist - Review and Adoption of Preliminary Report	Preliminary Report Adopted	2/11
1021 Harding	Request to delist - Review and Adoption of Final Report	Final Report Adopted	4/22

Local Development Finance Authority (LDFA)

- ▶ LDFA held 3 meetings in 2021.
- ▶ LDFA approved its 2022-2024 budget at the July 8, 2021 meeting.
- ▶ PED staff presented the LDFA with the newly endorsed Economic Development Strategy which was so well received by the board that they committed \$25,000 annually for the next three years to assist with targeted implementation of the strategy. A subcommittee was created and began meeting to identify key projects the LDFA will fund and implement.
- ▶ The LDFA welcomed two new board members representing two of the taxing jurisdictions. Representing Oakland County is Greg Doyle, Manager of Retention and Expansion and a Rochester Hills resident. Representing Oakland Community College, Daniel Jenuwine, Vice Chancellor for Investment. We are thrilled to have our partners at the table as we plan for the future of the Rochester Hills LDFA.
- ▶ This year, the LDFA identified three key capital projects that it will fund within the next couple years:
 - Adams Road Pedestrian Crossing/Hawk Signal
 - Waterview Reconstruction/Sidewalk Installation
 - Engineering Analysis for Leach Road Reconstruction

Public Participation Plan

The City adopted a Public Participation Plan in order to have a clear set of policies, procedures, and methods to apply to various city initiatives to ensure the public has appropriate venues and timing for feedback. Public participation goals for the city include:

- ▶ Involve all residents
- ▶ Utilize effective and equitable engagement tools
- ▶ Educate the community
- ▶ Develop and maintain staff expertise to inform and support participation
- ▶ Provide a transparent record of public engagement

The public engagement activities below summarize some of the outreach efforts the City used in 2021 that went above and beyond what is required by state and local regulations to help meet the Public Participation Plan goals.

Transportation Master Plan. In 2021, the City conducted a comprehensive update to the Transportation Master Plan. Public engagement was integrated early on in the planning process in the form of an online survey asking about transportation priorities, which had over 200 responses. Two public workshops took place virtually to inform the community about the plan, build support for the plan's recommendations, and to get additional feedback on potential improvements throughout the transportation system.

Zoom Meeting Participation. For most of 2021, the City continued to make public comment opportunities available for board and commission meetings via zoom to accommodate public comment during the pandemic.

Development Status Map. Residents are able to view, comment or ask questions on proposed projects and associated plans on the City's Development Status Map.

Looking Ahead

One of the purposes of the Annual Report is to look ahead and anticipate those items that the City desires to address or work on over the next twelve months and beyond in the area of Planning and Economic Development. Departmental goals include:



Innovate!

- ▶ Work with a selected consultant to develop and adopt a streetscape and gateway plan that creates a distinguishable and attractive aesthetic to the City of Rochester Hills.
- ▶ Create a framework for introducing art into the city in partnership with private development and other non-profit agencies, with the assistance of the Parks and Natural Resources and Mayor's Office Departments, starting with development of a mural art program in the City.
- ▶ Elevate the use of BS&A, Bluebeam and GIS to take the City to the next level in terms of processing, tracking, and visualization of developments.

Facilitate sustainable development in the City and maintain the high quality of life for all to enjoy

- ▶ Assist applicants in the various PED processes and procedures to result in the best development for the City.
- ▶ Investigate changes needed to policies, codes and ordinances to re-evaluate the development direction of the City, specifically through a Land Use Study of all of the zoning districts in the City and a complete evaluation of the Flex Business and Mixed Residential Overlay Districts.

Implement the recommendations of the Economic Development Strategy

- ▶ Strive to develop and support an ecosystem that embraces entrepreneurship by launching programs like Adopt a Start Up program or Pivot Consulting and exploring other promotional programs like Business Spotlight that showcase locally owned small businesses.
- ▶ Retain and attract "good" companies that are garnering national attention as "Movers and Shakers" within their industry by partnering with the Village of Rochester Hills to develop sales proposals, attending ICSC events to attract top national retailers and restaurants, and meeting with site consultants to promote Rochester Hills.
- ▶ Identify and market the community's attractiveness for international business investment by re-engaging in international business delegation trips (Japan) and/or hosting visiting delegations with our partners and sponsoring an international chamber of commerce event.
- ▶ Grow and market Rochester Hills' talented workforce by launching a Career Connect program with local partners and creating a Homecoming Campaign that markets Rochester Hills to alumni to return to their home and work for a local company.
- ▶ Partner with existing developers to maintain Class A commercial real estate and promote Rochester Hills to innovative developers by hosting at least one focus group meeting of industrial, retail, office property owners and launching a marketing program for the Auburn Road corridor.

Successfully balance work and home life to ensure happy and healthy employees

- ▶ Be flexible with employees to accommodate personal priorities and appointments while still maintaining deadlines and quality service.
- ▶ Provide a friendly and comfortable place of work/sense of comradery that makes employees want to come to work.



Planning and Economic Development Team

Contact Information

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