



innovative *by* nature



The

Annual Report

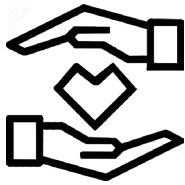
Planning and Economic Development Department
City of Rochester Hills
Michigan



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



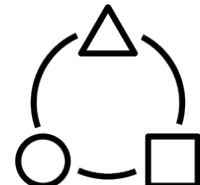
- ▶ Established neighborhoods
- ▶ Irreplaceable natural environment
- ▶ Healthy business community
- ▶ First-rate quality of life
- ▶ Historical assets

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. 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

32,425

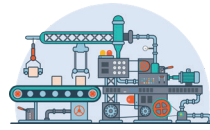
sq. ft. retail



Approved Developments

450

sq. ft. industrial



94

multiple family units



60,000

sq. ft. auto dealership



2

public parking areas for Auburn Rd.



1,489

sq. ft. institutional



26,100

sq. ft. office



3

EV stations



116

new businesses



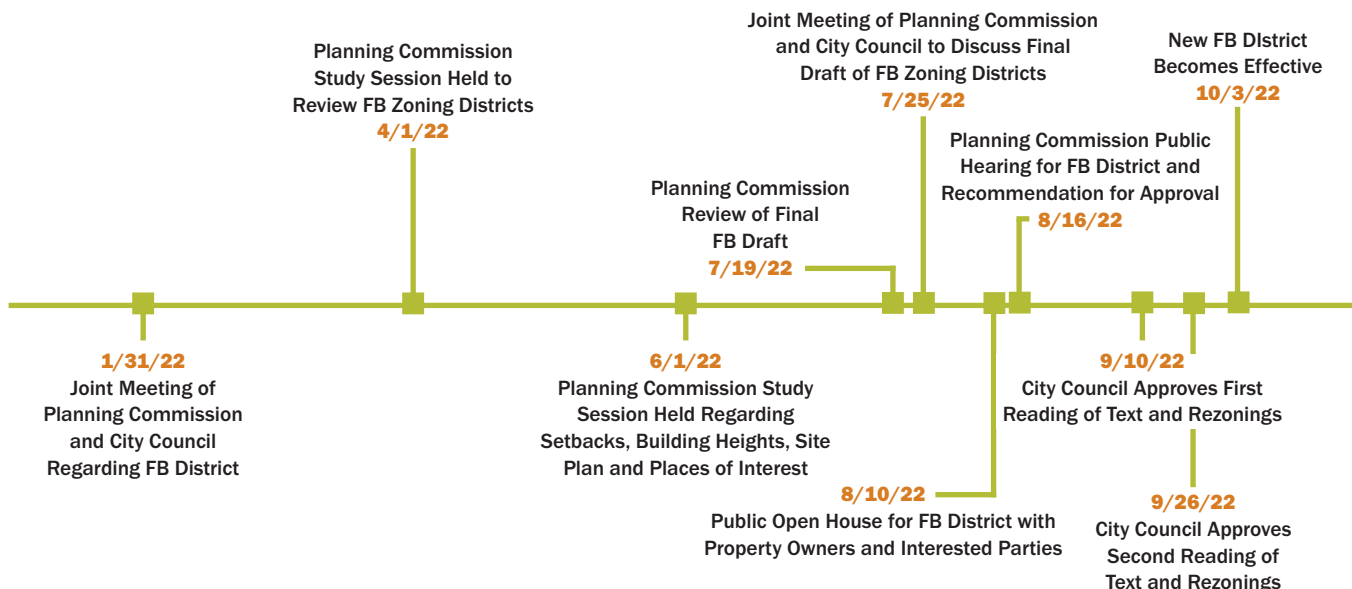
Department Highlights

Flex Business Zoning Districts Get a Facelift

On April 18, 2022, a six-month moratorium on developments using the Flex Business (FB) Overlay zoning districts became effective, allowing City of Rochester Hills staff and the Planning Commission to discuss proposed changes to the ordinance. As part of these discussions, various changes to the location of the overlay have been discussed along with the amount, location, and type of development permitted.

Changes to the ordinance address concerns regarding the type of development permitted, increasing required setbacks when the development is located adjacent to residential properties, revising the building height restrictions, and requiring minimum acreage for development, among other items.

At the Public Hearing on August 16, 2022, the Planning Commission forwarded a recommendation for approval of the proposed ordinance amendments and rezonings to City Council, which they adopted at their September 26, 2022 meeting.



Department Highlights

Von Maur Opens Its Doors at the Village of Rochester Hills



Being their first new store to open in the area since 2008, Von Maur chose Rochester Hills for their newest location. This is Von Maur's 4th store in Michigan, and 36th overall. Headquartered in Iowa, Von Maur invested in our community with the 122,000 square foot, 2-level department store that employs about 150 people.

The Village of Rochester Hills, celebrating 20 years in 2022, is the perfect marketplace for Von Maur, as it joins the other extraordinary brands including Sundance Catalog, Pandora, Shake Shack, and Soma, just to name a few. The lineup of unique and compelling retailers in this

location proves that Von Maur understands the community and favorability in Rochester Hills.

We wish much success to the Von Maur family and their employees. Happy shopping!



Top photo: Mayor Bryan K. Barnett at the ribbon cutting with Von Maur CEO, Jim von Maur, and Founder, Charles von Maur

Middle/Bottom photos: Grand Opening of the Von Maur store in the Village of Rochester Hills

City's Gateway Plan

In 2022, the Planning and Economic Development Department secured a Michigan Economic Development Corporation Grant for up to \$50,000 to help fund a complete refresh to the City's 2003 Comprehensive Gateway Plan. The PED team went out for Request for Proposals and ultimately secured OHM Advisors to lead a Steering Committee that will ultimately be responsible for the development of the 2023 Gateway Plan. The Gateway Plan is intended to create a unique brand and branding elements that can be used to create clearly identifiable entryways into the City.



The Steering Committee, which includes City Council members, Planning Commission members and City staff, have been hard at work starting in the Fall of 2022 and expect the completed Plan to be adopted by the fall of 2023.

Department Highlights

It's a Boy! Chris Joins PED as Planning Manager

We gained a valuable asset when **Chris McLeod** joined the PED team in September. Coming from his most recent position in the City of Sterling Heights and with previous experience in West Bloomfield and as a private sector planning consultant, Chris brings with him 24 years of planning experience.

Our PED department has been an all female team for several years, so Chris is an incredible addition that brings a fresh male point of view on fashion and sports! You have seamlessly fit into the PED family and **we're glad to have you on board, Chris!**



Major Rochester Hills 25+ Acre Expansion – A Unique Switch for Two Companies



Formed in 1981, EEI Global is a marketing firm with its early core business of exhibition manufacturing. Its roots in Rochester Hills involved the construction of its headquarters at 1400 W. Livernois Rd. which grew to an expansive 166,000 square foot facility. The pandemic brought major shifts to in-person conferences and marketing strategies that left EEI Global to reevaluate its own business model.

As a Michigan-based corporation in business for over 43 years, Prefix is also a staple in the Rochester Hills business community providing innovative prototype, manufacturing and concept vehicle solutions to the automotive market, among others they serve.

In 2022, Prefix purchased the 25-acre campus from EEI Global in order to combine all of its locations into one facility, greatly improving operational efficiencies and allowing for future expansion. As part of the agreement, EEI Global will relocate to an existing facility in Rochester Hills currently occupied by Prefix, as their business strategy requires significantly less space than they currently occupy. This business connection - made by our Planning and Economic Development team - ensured a positive impact for both Prefix and EEI Global, positioned them for success now and in the future, and secured their headquarters locations to remain in Rochester Hills.

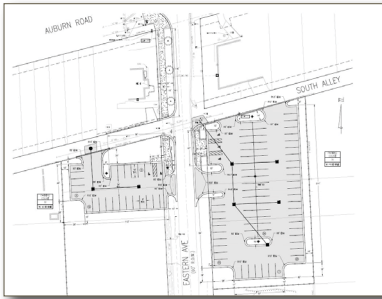
Moving Toward an EV World

In addition to the City purchasing their first EV vehicles for City use, 2022 brought also brought about the City's first requests for EV charging stations. These stations have been proposed in locations throughout the City in various environments, including shopping centers, automobile dealerships, industrial sites, and even gasoline stations. City administration has responded by developing EV Station guidelines that will be implemented going into the year 2023 and will ultimately be included in future zoning ordinance amendments.



Department Highlights

Brooklands Auburn Corridor's Newest Features



- ▶ 2022 saw the start of construction for two public parking areas off of Eastern Ave. on the south side of Auburn Rd. These parking lots will provide over 100 additional parking spaces to help support existing businesses and future redevelopment of the district. The parking lot will be completed by Summer 2023.

- ▶ Being responsive to patrons of the Splash Pad in Emmons Plaza, sun sails were installed in late Summer 2022 to help shade those enjoying the area stay cool on hot days.



- ▶ To further reinforce the unique character of the Brooklands, a selfie station was installed during the holidays in Emmons Plaza. This feature supplemented the holiday lights up and down the corridor to help celebrate the season in the city's favorite district!

A Triple Shot of Starbucks



Residents will have their opportunity to get their favorite Mochas, Lattes, Frappes and more with three new Starbucks being constructed within the city. Over the last year, the Planning Commission and City Council have approved new Starbucks locations at the Village of Rochester Hills, on Walton Blvd. east of Livernois Rd., and at the northeast corner of Rochester Rd. and Avon Rd. Two of these locations (Walton Blvd. and Rochester Rd. locations) have already broken ground and should be brewing coffee by mid year 2023.

Department Highlights

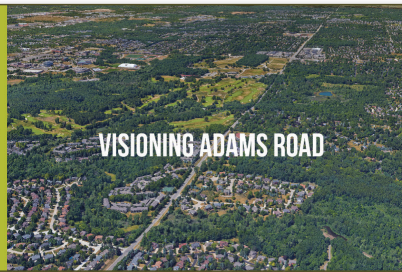
The Future of Adams Road: A Multi-Year Project

Adams Road Corridor PEL Study

This website will serve as a central location for you to provide input and guidance for the Adams Road Planning and Environmental Linkages (PEL) project. Please provide your input by using the tools below.




This project involves the preparation and development of a PEL Study and an Environmental Assessment on Adams Road from Hamlin Road to Walton Boulevard (approximately 2.22 miles) in Rochester Hills. This process is expected to take a few years with multiple opportunities for the community to provide their input. The outcome of the project will be shaped by public input which will be used to craft goals to evaluate alternative improvements along Adams Road. Alternatives could include a variety of improvements and may include no changes.

The PEL process will aid in incorporating environmental and community values early in the planning process and carry through project outcomes. The main benefits of the PEL process are to minimize duplication of effort, document and provide decisions to inform NEPA (National Environmental Policy Act), enhance community and stakeholder involvement, and increase coordination amongst agencies. This integration of engineering, environmental and community considerations will help arrive at a preferred outcome in a more efficient and streamlined manner.



The Adams Rd. Planning and Environmental Linkage (PEL) Study is a cooperative project between the City of Rochester Hills, Road Commission of Oakland County, and Oakland University. The project involves the preparation and development of a PEL Study and an Environmental

Assessment for Adams Rd. from Hamlin Rd. to Walton Blvd. (approximately 2 miles) in Rochester Hills. This process is expected to take a few years with multiple opportunities for the community to provide their input. The outcome of the project will be shaped by public input which will be used to craft goals to evaluate alternative improvements along Adams Rd. and may include a variety of potential roadway improvements or may result in a recommendation for no changes.

 <p>Interactive Map</p> <p>Use our interactive map to give input on the project, areas you think need improvement, and opportunities you envision.</p> <p>See Project Map</p>	 <p>Online Survey</p> <p>Thank you for all who participated in the online survey. A summary of public and stakeholder input so far will be shared in January 2023. Please check back soon and visit the "More Info and Events" tab to see that summary.</p> <p>Survey Closed</p>	 <p>Ideas Wall</p> <p>Use our ideas wall to post messages and provide comments and feedback with other users.</p> <p>Add Your Idea</p>
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Make your voice heard by getting involved with shaping the future of Adams Rd., watch for upcoming meetings or provide your comments in a multitude of ways by going to <https://mksk.mysocialpinpoint.com/visioningadamsroad>.

Serra Ford - Building Ford Tough in Rochester Hills

In September, the Planning Commission reviewed and approved plans for a brand new state of the art Ford Dealership. After purchasing the long standing Huntington Ford Dealership on S. Rochester at Auburn in 2019, Serra Ford of Rochester Hills developed plans to completely rebuild the dealership to include over 60,000 square feet of sales and service space and expand the new and used vehicle lot to nearly 700 vehicles with the hopes of making the dealership one of the highest selling dealerships in the country.

Look for big changes to the Ford site in 2023.



Department Highlights

Will the Chicken Ever Cross the Road? It's Still Open for Discussion

In December, the Planning Commission held a public hearing for the proposed Chick-Fil-A on S. Rochester. The public hearing was the first time the proposed plans had been considered by the Planning Commission after a lengthy administrative review and considerable public inquiry. The Planning Commission had extensive deliberation on the overall appropriateness of the proposed location, the amount of traffic the Chick-Fil-A may create, overall site circulation, and noise along with other environmental concerns. In the end, the Planning Commission postponed action so we will all have to wait to see if the Chicken can cross the road (and in a safe manner).



PED 30 Days of Giving

The PED team decided 2022 would be the year of the dog. We teamed up with Leader Dogs for the Blind to help support their mission and created a “Furry & Bright” Holiday Photo backdrop at City Hall where City staff and those visiting could take a photo, with or without a lovable animal. We even had puppy raisers bring in their pups so those without one of their own could enjoy some licks and kisses in front of the camera.

Leader Dog wish list items were collected, and monetary donations taken through the month of December totalling over \$400 were given to the non-profit to be used as they see fit.

It was a welcoming way to give back to our community!



And Did You Know...



Pamela Valentik was honored to be Mayor’s guest on the **Right Down the Street Podcast**. Teamed with Maggie Bobitz, new President of Rochester Regional Chamber of Commerce, they discussed perceptions of doing business in today’s market and how the City and the Chamber are here to help.



Rochester Hills was the **ONLY** government representatives invited to the **FANUC** party where they **celebrated their 40-year partnership with GM**. Always wanting to make an appearance, we all wore yellow! Mayor Barnett was also invited to participate in the ground breaking ceremony for FANUC’s West Campus (in Auburn Hills, boo hoo).



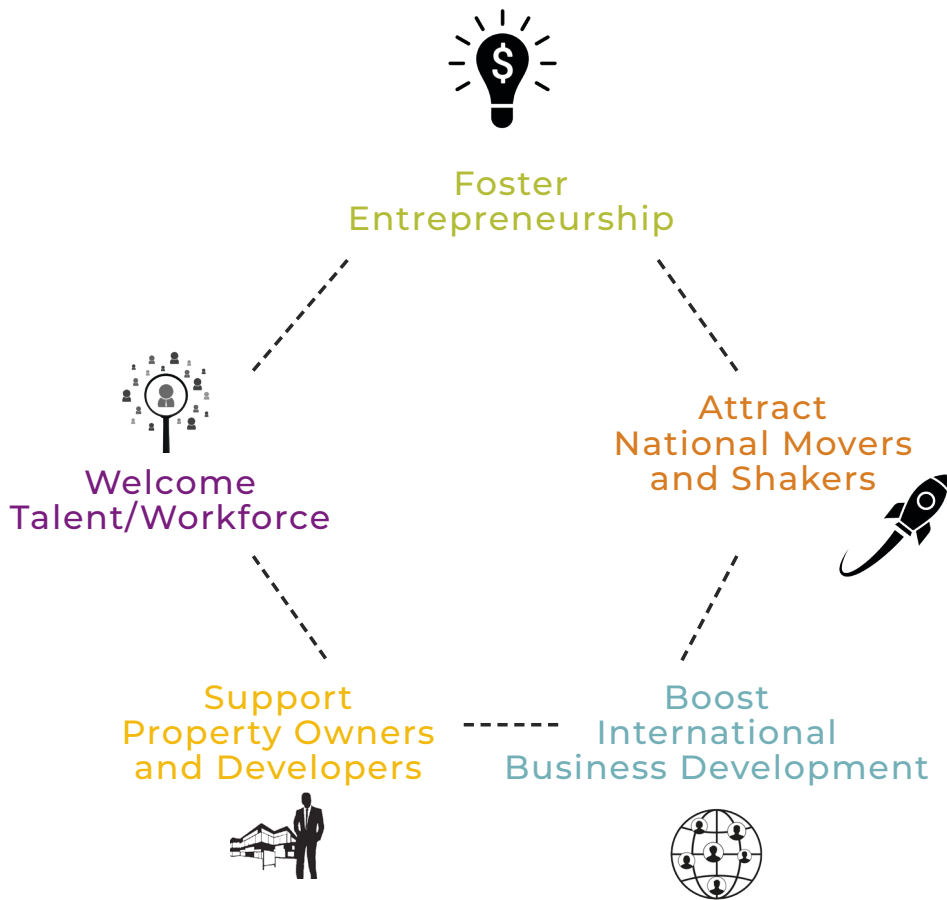
Pamela Valentik, Mayor Bryan K. Barnett, Sara Roediger, Nathan Mueller

Economic Development

Update: Economic Development Strategy

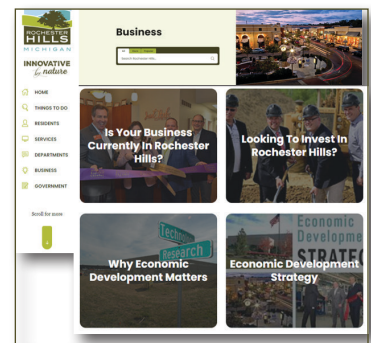
If you haven't been watching our Economic Development team in action, here's what you should know. An Economic Development Strategy was approved and implemented in 2021. The strategy focuses on **The Big Five**, key areas to support the business community and drive partnerships that benefit those living, working, and visiting Rochester Hills. Here are just a few highlights of those initiatives launched in 2022:

The Big Five



Foster Entrepreneurship

- ▶ Pamela Valentik was named Treasurer of the Rochester Regional Chamber of Commerce.
- ▶ Updated the Business and Economic Development portions of the City's website now making it easier for businesses (and talent) to navigate the specific programs and resources available to assist with their growth, no matter what stage they are in their business operation.



Economic Development

Attract National Movers & Shakers

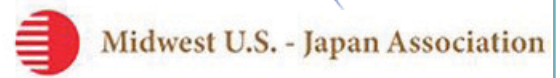


Rochester Hills increased its presence and promotions on a national scale to targeted industries, consultants and corporate real estate executives by attending events like Area Development Consultants' Forum; Industrial Asset Management Council; International Manufacturing Technology Show; SXSW; Integr8 and Automate.



Boost International Business Development

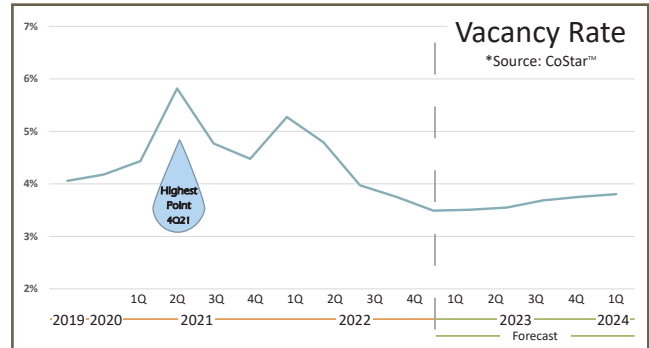
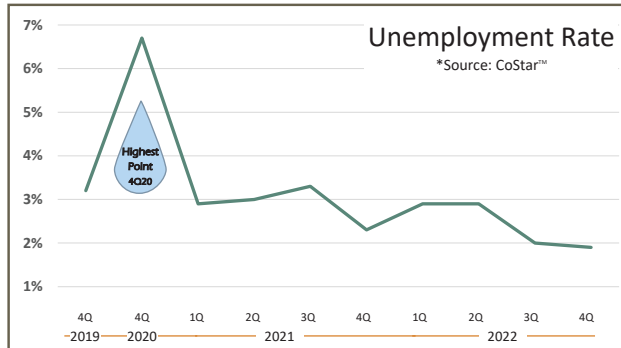
- ▶ Rochester Hills joined the French American Chamber of Commerce and the German American Business Annual Conference.
- ▶ Rochester Hills was one of four Michigan cities joining Governor Whitmer during the 2022 Midwest US/Japan Annual Conference.



Support Property Owners and Developers



- ▶ Worked closely with the owners of EEI Global and Prefix on the sale/relocation of their operations, keeping two great companies here in Rochester Hills.
- ▶ Worked with the City's lobbyist to secure funding to clean up our landfills for redevelopment and met with the Detroit Regional Partnership to have Rochester Hills' properties included in its VIP Program that promotes quality sites to global developers.



Welcome Talent/Workforce

- ▶ For the first time in over ten years, PED presented a Workforce Survey to the major businesses in the community to get feedback on key human resource issues. Taking the responses, and with the generous support of the City Council and the LDFA Board, PED launched a Workforce Toolbox to support companies in Rochester Hills.



Economic Development

MBC / RHISE Host an Array of Great Events

Mayor Barnett hosted several events for his Mayor’s Business Council (MBC) and Rochester Hills Innovative Senior Executive (RHISE) members. C-level executives involved in these groups come together several times a year to share stories and hear from experienced guest speakers in their field and network. Here are a few highlights from 2022.



April: Cybersecurity

Heard from the FBI’s top local field experts regarding the latest news of cyber threats to government, education, healthcare and industry.

Guest speakers:
James Tarasca,
FBI Special Agent in Charge and his team from the Detroit Field Office



July: Summer RHISE

Learned about General Motor’s monumental investment in Orion assembly plant and the new NAICS.



Guest Speakers:

- Rod Alberts, Executive Director North American International Auto Show
- John Blanchard, Director of Government Relations, General Motors

September: Business and Politics

Robust conversation of the ins-and-outs of how business and politics relate in today’s world.



Moderator/Panelists:

- David Dulio, Professor/ Director of Civic Engagement Oakland University
- Chad Livengood, Politics Editor The Detroit News
- Bryan K. Barnett, Mayor
- Mark Tisdell, State Representative
- Haley Stevens, Congresswoman

November: RH Talent

An interactive forum focused on tomorrow’s workforce, including the results of the Workforce Survey, roundtables with Resource Partners and Announcement of the Corporate Puppy Program.



Panelists:

- Evan Linsey, Research Mgr. MI Dept. of Technology, Management and Budget
- Jennifer Llewellyn, Director Oakland County Michigan Works!
- Jay Miron, VP Trillium Technical

December: Holiday RHISE

Celebration of a year of successful, growing businesses in the City.



Champion Awards:

- 3-Dimensional | David Krajci, COO
- Prefix | Erik Zeile, President
- NS Tool | Darrell Johnson, Exec. VP Director

Executive Leadership Award:

- Tom Dluzen, President | Chief Financial Credit Union



Economic Development

Workforce Survey Opens Eyes on Results

A Workforce Survey was given to our Mayor’s Business Council members Spring of 2022 to get a real sense of their successes and challenges regarding obtaining talent and retaining existing employees. Here is what we learned:

- 85%** have open positions
- 61%** use recruiters or staffing agency
- 56%** recruit outside Metro Detroit
- 70%** plan to grow headcount
- Of the **86%** that increased wages, **46%** said it was less than 10%
- Only **16%** take advantage of free training grants
- 65%** offer signing bonus
- 35%** said it was between 10-25%
- 60%** love the idea of giving away puppies!!
- 5%** said it was between 25-50%

MAYOR’S BUSINESS COUNCIL SPONSORS



NEW 2023 SPONSORS!



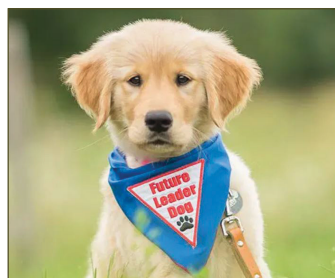
Launch of the Rochester Hills Talented Workforce Survey Toolbox

The goal of the “Welcoming a Talented Workforce” Toolbox is to support our company’s workforce attraction and retention plans.

The Toolbox will be a collection of advertising, training, and incentive programs that promote opportunities to work for Rochester Hills companies and the benefits of living in our extraordinary community. Two programs that were officially launched include:

“Why Work and Live in Rochester Hills” Campaign: A traveling exhibit where the Economic Development team will promote companies in Rochester Hills who are hiring. The banners include QR Codes that direct people to the companies’ website career page.

Purpose? To get the word out to students or alumni looking for work that our City has innovative companies in a variety of industries that are making differences in the world.



Corporate Puppy Program: Companies can support a valuable community non-profit, **Leader Dogs for the Blind**, by committing an employee or a select group of employees to help raise a Leader Dog for the first year. Purpose? It is an “think out of the box” hiring incentive for businesses to attract talent to their company: **come work for us and you get a puppy!**

Planning Commission

Meetings

The Planning Commission held 12 regularly scheduled meetings, with 1 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	Approvals Required*	PC Decision/ Admin. Approval	Meeting Date (2022)
Biggby Coffee	Modular coffee drive-through within Meijer parking lot	3099-3175 S. Rochester, south of Auburn	CP SP TR	Denied	1/18
Bebb Oaks	Mixed use development with retail/restaurant/drive-through/apartments	2800 S. Rochester, currently Barnes & Noble	CP SP TR	Postponed, Recommended for approval	2/15, 3/15
Eastern Ave. Parking Lots	2 new city parking lots as part of Auburn Rd. Corridor project	Off Auburn in the Brooklands District	SP	Approved	2/15
Camden Crossing	25 unit condominium on 9.36 acres	North of Hamlin, between Livernois and Rochester	SP	Final	3/15
112 Pizzeria Bistro	Restaurant with onsite alcohol consumption	2528 S. Adams, in Marketplace S of M-59	CU	Recommended for approval	4/19
Starbucks	2,219 sq. ft. restaurant with drive-through	1360 Walton, west of Livernois	CP SP TR	Postponed Approved	5/11 6/14
Oceania Restaurant	Restaurant with onsite alcohol consumption	37 S. Livernois, south of Walton	CU	Approved	9/14
Serra Ford	61,441 sq. ft automotive sales and service facility	2890 S. Rochester, north of Auburn	SP RZ TR	Approved	9/14
Huntington Bank	2,500 sq. ft building	2975 Walton, east of Adams	CP SP	Approved	10/18
Modern Craft Winery	Winery with onsite alcohol consumption	882 S. Rochester	CU	Postponed	11/15
Little Tree Sushi Bar	Restaurant with onsite alcohol consumption	1890 S. Rochester, north of Hamlin	CU	Approved	11/15
Chick-Fil-A	5,000 sq. ft. restaurant with drive-through and approximately 5,000 sq. ft. retail	3200 S. Rochester, north of M-59	CP SP TR	Postponed	12/13
Starbucks	2,226 sq. ft. restaurant with drive-through	398 N. Adams in the Village of Rochester Hills	City Council Only	Approved	2/22
Tractor Supply Co.	Commercial building, with new display area, landscaping, and utilities	2724 S. Adams	City Council Only	Approved	8/15

*Legend: CP Concept Plan SP Site Plan CU Conditional Use RZ Rezoning TR Tree Removal Permit WP Wetland Permit

- Rezoning / Planned Unit Developments -

Name	Project Description	PC Public Hearing	City Council 1st Reading (2022)	City Council 2nd Reading (2022)	Action
Cloverport	Rezone multiple parcels from industrial to single family residential and general business	Discussions on 9/14, 11/15			
South and Crooks	Accept and file the reversion of an approved conditional rezoning for 3.28 acres located to the north and east of South Blvd. and Crooks Rd. from Special Purpose District to R-4 One Family Residential	NA	10/10	NA (only required one reading)	Accepted
Flex Business Overlay Rezonings	Rezone 44 parcels of land totaling approximately 28 acres to add the flex business overlay district, 17 parcels of land totaling approximately 53 acres to remove the flex business overlay district	8/16	9/12	9/26	Adopted
Serra Ford	Rezone approximately 3.6 acres of land located north and west of Rochester and Auburn Roads, from B-2 General Business District to B-3 Shopping Center Business	9/20	10/10	10/24	Adopted

- Subdivisions and Site Condominiums -

Name	Square Feet/Units	Location	PC Decision	Meeting Date (2022)
Camden Crossing Final Condominium	26	North side of Hamlin, between Livernois and Rochester	Recommended Approval	10/19

Brownfield Redevelopment Authority

Meetings

The Brownfield Redevelopment Authority held 1 regularly scheduled meeting in 2022. The meetings were generally held on the third Thursday of each month.

Name	Project Description	Location	BRA Decision	Meeting Date (2022)
Legacy of Rochester Hills	Request approval of fourth reimbursement	Northeast corner of Hamlin and Adams	Approved	4/21

Administrative Approvals / Concept Plan Reviews

Name	Project Description	Location	Approvals Required*	Status as of 12/31/22
Youngblood Nursery	Above ground storage tanks and a shed	930 Mead	SP	Approved
Eastern Ave. parking lots	2 parking lots, including fencing and landscape	Brooklands Auburn Corridor	SP TR	Approved
FoamPartners	Liquid CO2 tank	2923 Technology	CP SP TR	Approved
Serra Ford	Redevelopment for automotive dealership	2890 S. Rochester	CP SP RZ TR	Approved
Henry Ford Pharmacy	6,000 sq. ft. building addition to the existing building, with additional parking, utilities and landscaping	1191 South	CP SP TR	Approved
Tractor Supply Co.	Commercial building, with new display area, landscaping, and utilities	2724 S. Adams	CP SP	Approved
Spalding DeDecker	Exterior deck and putting green	905 South	SP	Approved
Juan Blancos	Facade update and outdoor seating	1655 E. Auburn	CP SP	Under review
2730 Research LLC	Parking lot and paved area	2730 Research	CP SP	Approved
Winchester Center	Parking lot building and lighting upgrades	1160 S. Rochester	SP	Approved
Kohl's	Electric vehicle charging station	223 E. Auburn	SP	Approved
Rochester University	Athletic field with press box, concession area, and dugouts	800 W. Avon	SP TR	Under review
South Oaks	10 unit single family residential site condominium	West of Crooks, north of South	SP TR	Under review
Jax Car Wash	8,600 sq. ft. automobile detailing building with parking, utilities, and landscaping	2728 S. Rochester	CP SP CU TR	Under review
Brixmor Office	Building modifications to facade and tenant space	201 E. Auburn	SP	Approved

*Legend: CP Concept Plan SP Site Plan CU Conditional Use RZ Rezoning TR Tree Removal Permit WP Wetland Permit

Administrative Approvals / Concept Plan Reviews

Name	Project Description	Location	Approvals Required*	Status as of 12/31/22
A-Star Convenience	Electric vehicle charging station	2995 Walton	SP	Approved
Walton Oaks	11 unit single family detached site condominium	3510 Walton	SP TR	Under review
Rochester Hills Oil	Gas station with a 2,400 sq. ft. convenience store	1020 W. Auburn	SP CU	Under review
Rochester Hills Fuel and Retail Center	Gas station with a 7,105 sq. ft. convenience store and 1,243 sq. ft. drive through facility	3420 S. Rochester	CP SP CU TR	Under review
Navistar	Building addition	1885 Enterprise	SP	Approved
Spring Hill Plaza	Facade update, minor site improvements	2935 Walton	SP	Under review
Enterprise Rent A Car	450 sq. ft. addition to redevelop existing building	55 W. Avon	CP SP	Under review
Dequindre/Hamlin RV storage	Outdoor RV storage and office	North of Hamlin, west of Dequindre	SP TR	Under review
Sweep Master	Above ground fuel tanks, salt storage container	2248 Star Ct.	SP	Under review
Oakridge Plaza	1,500 sq. ft. addition to existing building	3230 S. Rochester	SP	Under review
Innovation Hills	Pedestrian bridge across the Clinton River	North of Hamlin, east of Adams	SP	Under review
AT&T Cellular Tower	Generator placement	2873 Leach	SP	Under review
Auburn Angara Oaks	10 unit single family site condominium and 44 unit multiple family development	3045 Angara	SP TR WP	Under review
Clean Express Auto Wash	Development for car wash	10 E. Auburn	CP SP CU RZ TR	Under review

*Legend: CP Concept Plan SP Site Plan CU Conditional Use RZ Rezoning TR Tree Removal Permit WP Wetland Permit

Zoning Board of Appeals (ZBA)

Meetings

The Zoning Board of Appeals held 5 regularly scheduled meetings in 2022. The meetings were generally held on the second Wednesday of each month.

Dimensional Variances

Address	Request	ZBA Decision	Meeting Date (2022)
3672 W. Tienken	Allow a 36.5 ft. encroachment in the front yard setback	Denied	3/9
2677 Hessel	Allow a 13 ft. encroachment into the required front yard setback	Denied	4/13
3510 Walton	Allow a 1.5 acre open space rather than the required 4 acre open space for Walton Oaks development	Denied	6/8
1122 Mill Valley	Allow a 6 ft. high privacy fence in the front yard setback	Denied	9/14
3651 Samuel	Allow a fence of 8 ft. in height	Denied	10/19
1737 N. Fairview	Allow a 3.5 ft. encroachment into the front yard setback	Denied	10/19

Sign Variances

There were no applications heard.

Tree Removal Permits

Name	Trees Removed	Replacement Trees	Location	PC Decision	Meeting Date (2022)
Biggby Coffee	1	1	3099-3175 Rochester	Denied	1/18
Bebb Oaks	13	8	2800 S. Rochester	Approved	3/15
Starbucks (former Pizza Hut)	4	7	1360 Walton	Approved	6/14
Serra Ford	30	27	2890 S. Rochester	Approved	9/20

— Historic District Commission (HDC) —

The HDC held 3 meetings in in 2022. The meetings were generally held on the second Thursday of each month.

Address	Project Description	HDC Decision	Meeting Date (2022)
N/A	Discussion of Earl Borden Awards, May Historical Preservation Month, and election of officers	N/A	2/10
1058 E. Tienken	Request Certificate of Appropriateness for installation of a swim spa	Approved	5/12
6677 Mallon Ct.	Request Certificate of Appropriateness for construction of a deck and driveway gates	Approved	9/8

— Historic Districts Study Committee (HDSC) —

There were no Historic Districts Study Committee meetings held in 2022.

— Natural Feature Setback Modifications —

There were no Natural Feature Setback Modifications in 2022.

— Wetland Use Permit Recommendations —

There were no Wetland Use Permit Recommendations in 2022. However, there were 5 wetland determination requests in 2022.

- ▶ 1217 W. Hamlin
- ▶ 1071 Hickory Hill
- ▶ 3239 Livernois
- ▶ 1701 Washington
- ▶ 3271 Livernois

Ordinance Amendments

In December, the City Council considered and adopted amendments to the City Sign regulations that were designed to:

- ▶ define and prohibit “Off Premises Signs”
- ▶ provide clarification on measuring the sign area of illuminated signs
- ▶ clarify limitations on electronic message component signs
- ▶ provide clarification on measuring multiple family and subdivision complex signs
- ▶ define modifications to size allowances for office signs,
- ▶ provide for sign allowances for second floor tenant spaces for multiple story buildings
- ▶ provide clarifications on the total number and size of temporary signs allowed at a particular site

These amendments were adopted at the December 12, 2022 meeting after being introduced at the previous meeting on December 5, 2022.

The Planning Commission and City Council also considered and adopted a variety of ordinance amendments designed to:

- ▶ clarify public notice sign requirements
- ▶ update standards for home occupations
- ▶ clarify swimming pool fence regulations
- ▶ update the City’s performance standards and relocate them to the City’s General Code
- ▶ institute a maximum parapet height for new buildings
- ▶ update standards for residential parking
- ▶ update exterior lighting standards

The Planning Commission held the required public hearing in March 2022 and made a recommendation to City Council. The City Council held the first reading on April 11, 2022 and adopted the proposed ordinance amendments at their April 25, 2022 meeting after the second reading.

During the course of 2022, the Planning & Development staff, along with the Planning Commission and City Council, reviewed conceptual proposals designed to consolidate the City’s Zoning Districts. Specifically, the proposals would potentially eliminate the B-1, B-5, REC-C, REC-M and ORT Zoning Districts and establish new regulations within remaining similar districts to accommodate existing uses. This work will continue into 2023.

Miscellaneous Items

Per the Michigan Planning Enabling Act, the Planning Commission approved the Capital Improvements Plan for 2022-2027 at their April 19, 2022 meeting.

Local Development Finance Authority (LDFA)

- ▶ LDFA held 3 meetings in 2022.
- ▶ LDFA approved its 2023-2025 budget at the July 21, 2022 meeting.
- ▶ The Economic Development Strategy Subcommittee met two times and determined that it will fund implementation of a couple key initiatives of The Big Five, but will primarily focus on the strategic objective: Welcoming a Talented Workforce. Per the recommendation of the subcommittee, the LDFA approved committing \$150,000 a year through 2025 on these initiatives.
- ▶ The LDFA officially added two representatives to the long vacant seats for Avondale Schools. Superintendent, Dr. James Schwarz and Assistant Superintendent for Business & Finance, Dan Trudel. We are thrilled to have all of our partners at the table as we plan for the future of the Rochester Hills' LDFA.
- ▶ We said goodbye to three great members: Daniel Jenuwine from Oakland Community College, Mike Ellis and Darlene Janulis. Mr. Ellis served on the Board, since its inception, for 25 years and Ms. Janulis served on the LDFA board for 11 years.
- ▶ This year, the LDFA funded the implementation and completion of the Waterview reconstruction project which included a sidewalk along Waterview and the north portion of Leach Road.
- ▶ The LDFA identified their next major capital project will be the 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.

Parks and Recreation Master Plan. In 2022, the community engagement strategy included a statistically valid community needs mail-in survey, an online public survey, focus groups and interviews with stakeholders and key leaders, and Department of Parks and Natural Resources staff hosted a pop-up open-house at a City engagement event. Focus groups and stakeholder interviews were conducted in April 2022. A statistically valid community needs analysis survey was conducted by mail in the summer of 2022, which was also available online during a similar timeframe. In October, a pop-up engagement session was held at the Stone Wall Pumpkin Festival at the Rochester Hills Museum at Van Hoosen Farm.

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. In 2022, we received over 25 comments from this platform.

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 OHM to develop and IMPLEMENT a Streetscape and Gateway Plan that creates a distinguishable and attractive aesthetic to the City of Rochester Hills that we are all proud of by the Summer of 2023.
- ▶ Implement the Corporate Puppy Raiser program with Leader Dogs for the Blind and market it as a national game changer in the world of economic development and war for talent.
- ▶ Work with the PNR and Mayors Departments to get art in the City! First stop—community mascot mural off of Tienken. Revisit roundabouts and Eddington once the Gateway and Streetscape Plan is adopted.
- ▶ 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.
- ▶ Begin the update to the City’s Master Land Use Plan with a focus on sustainability and high quality design of the physical environment in the 3rd/4th quarter.

Implement the recommendations of the Economic Development Strategy

- ▶ Maintain Fostering Entrepreneurship: Maintain a strong partnership with the Rochester Regional Chamber of Commerce (RRC) by supporting and promoting programming made possible by RRC, while connecting with its many micro business members. Explore other promotional opportunities to showcase locally owned small businesses including social media, city communications, cross marketing and competitions like Adopt-A-Start-Up program.
- ▶ Attracting Movers and Shakers: Retain and attract “good” companies that are garnering national attention as “Movers and Shakers” within their industry by attending targeted industry events and conferences (i.e. robotics, mobility, ICSC retail) and meeting with site consultants to promote Rochester Hills.
- ▶ Boosting International Business Development: Identify and market the community’s attractiveness for international business investment by engaging in international business delegation trips (Japan) and/or hosting visiting delegations with our partners and participating in the many international chambers of commerce events.
- ▶ Welcoming A Talented Workforce: Continue to build the Welcoming a Talented Workforce toolbox and implement the many programs developed, including the Puppy Raiser Program, Work + Live in Rochester Hills exhibits, “Wish You Worked Here!” Postcard Campaign, Diversity of Thought Training and company competitions.
- ▶ Supporting Property Owners & Developers: 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.
- ▶ Work with landfill property owners to secure funds for cleanup and redevelopment.

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.
- ▶ Work with PNR to fill the Joint Administrative Assistant position expected to open due to a retirement in 2nd quarter.



innovative *by* nature



Planning and Economic Development Team

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