

2019



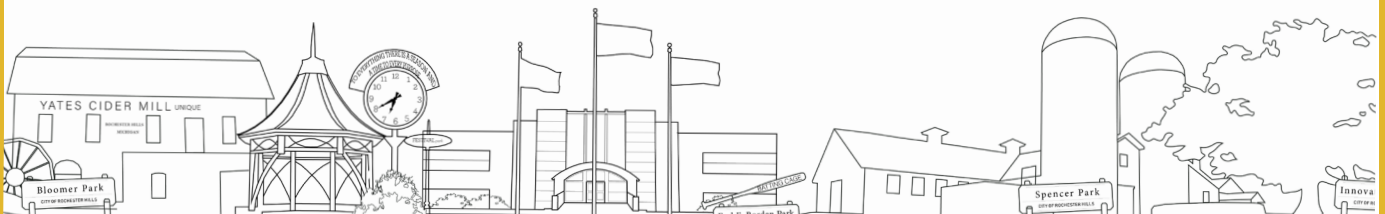
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The *new*

Annual Report

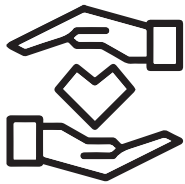
Planning and Economic Development Department
City of Rochester Hills



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



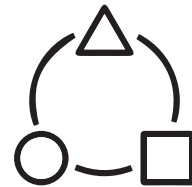
- ▶ Established neighborhoods
- ▶ Irreplaceable natural environment
- ▶ Healthy business community
- ▶ First-rate quality of life
- ▶ Historical assets

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

- ▶ **PED staff provide 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 for Tax Increment Financing.
- ▶ **PED staff also assist businesses by establishing and implementing a business expansion and retention program**, site and facility location assistance, providing guidance when seeking state and local incentives for establishing and/or locating a business, and introductions to resources that support companies' talent and business development needs.
- ▶ **PED staff provide support to the Planning Commission, 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 various local, regional and state agencies such as Rochester Regional Chamber, Automation Alley, Oakland County, Southeast Michigan Council of Governments (SEMCOG), Michigan Economic Development Corporation (MEDC), Michigan Association of Planning, the Small Business Development Center and the German Chamber of Commerce among others.

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 for 2019 and provides information on future actions planned for 2020.

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.

2019 PED in Numbers

Approved Developments in 2019

- ▶ 605 multiple family units
- ▶ 82 single family homes
- ▶ 30 duplex units
- ▶ 39,381 sq.ft. retail
- ▶ 10,500 sq.ft. office
- ▶ 5,700 sq.ft. industrial
- ▶ 3,720 sq.ft. institutional

6

Meetings held by the Historic Districts Commission

7

Meetings held by the Zoning Board of Appeals

12+2

Meetings plus two special meetings held by the Planning Commission

9

PED hosted 9 concept meetings. By meeting with the applicant before a formal submittal is made, staff is able to identify major site issues for the applicant early in the process, saving time and plan development costs in the long run.

3+2

Assisted Mayor Barnett with hosting 3 Mayor's Business Council and 2 RHISE (Rochester Hills Innovators and Senior Executives) events

102

Number of retention visits



14

PED attended 14 Economic Development related events

▶ The City has over **10 million sq.ft. of non-residential property**

17

Short-term rentals are listed on Airbnb, VRBO and booking.com (as of January 2020). This number has not increased since March 2019.

2019 Department Highlights

▶ January



Hired Shared Administrative Associate

with Parks and Natural Resources Dep.:

Mary Jo Pachla

joined the team on January 10

Glad to have you on board Mary Jo!

▶ March

The developer is cleaning up the site's hazardous contaminants under a brownfield redevelopment plan. Under the agreement, it will be reimbursed through an up to \$13.4 million tax capture over 24 years. Around 5 acres of the property won't be developed and will be preserved as a wooded area.



City Council approved **Legacy Site Plan**

(360 apartments Hamlin & Adams)

“ I think it was a win for the city to get this development and the cleanup. More importantly the cleanup. We're also excited about this opportunity to have high-end apartments... That's something we've heard from the community. They're looking for alternative housing options. ”

PED Director Sara Roediger
(published in Crain's, April 2019: 'Developer cleaning up illegal dumping site in Rochester Hills for luxury apartments')

▶ March



Hired Economic Development Specialist:

Senta Glasewald joined the team on March 15. Senta is from Germany and has several years of experience in the Economic Development Sector. Willkommen, Senta!

2019 Department Highlights

► April

Robot City



Rochester Hills was represented at Automate 2019, the US robotics industry's largest conference held every two years in Chicago. Automate represents robotic manufacturers and integrators in the automation industry. Pam Valentik partnered with Southfield 6 years ago to attend the conference and promote the strong supply chain in the Metro Detroit area. Pam met with the Marketing Director of Automate to discuss the show's relocation to Detroit in 2021 and sponsorship opportunities for Rochester Hills.

Home to
Fanuc America Headquarters

85 Robotics & Automation firms in Oakland County, MI, employ over 4,400 people

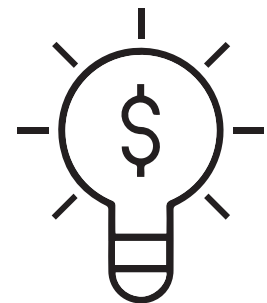


► April

Adopted

2020 - 2025 Capital Improvement Plan

Per the Michigan Planning Enabling Act, the Planning Commission approved the Capital Improvements Plan 2020-2025 at their April 26, 2019 meeting. A comprehensive Capital Improvement Plan is an essential tool used in the planning and development of the social, physical, and economic well being of the City of Rochester Hills. This process is a necessary step in an organized effort to strengthen the quality of public facilities and services; to provide a framework for the realization of community goals and objectives; and to provide a sound basis on which to build a healthy and vibrant community.



► May

Auburn Road Business Assistance

Kickstarted a series of business assistance programs to the businesses along Auburn Road. Hosted Oakland County's One Stop's "Market research basics" and "Managing Cash Flow" seminar and provided one-on-one business counseling. Also prepared a summer schedule full of bi-weekly marketing newsletters. A public meeting was held on April 10th with a great turnout.

2019 Department Highlights

► June



We joined the German American Chamber of Commerce.

Did you know that Rochester Hills has 20 German companies in town? Closely followed by France with 18 companies and Japan with 5 companies.

► September
City Council approved
Brewster Village

Brewster Village is going to be a 30-unit, for-sale, ranch-style condominium development on 7.3 acres, located on the west side of Brewster, north of Walton. Plans for Brewster Village Condominiums include detached units each at 1,850 square feet. All units will have two-car garages and their master bedrooms on the main floor.



► October

**Accepted
Public Outreach Planning
Excellence Award**

from Michigan Association of Planning (MAP) for our Master Plan efforts. Residents were able to participate through adult and youth surveys, open houses and story maps. Additionally, residents could upload photos of things they enjoyed in the community through a Picture This! program.

A jury of American Planning Association Michigan chapter professionals recognized the team's approach to public outreach, citing ease of readability and documentation of public input received for the 2018 master plan update.



Engaging our community in our future plans is an essential piece of planning. It's rewarding to see elements of the plan already coming to life in our community and to be recognized statewide.



Mayor Bryan K. Barnett
(published in Oakland Press, Sept. 2019:
'Rochester Hills wins planning award')



2019 Department Highlights

► November



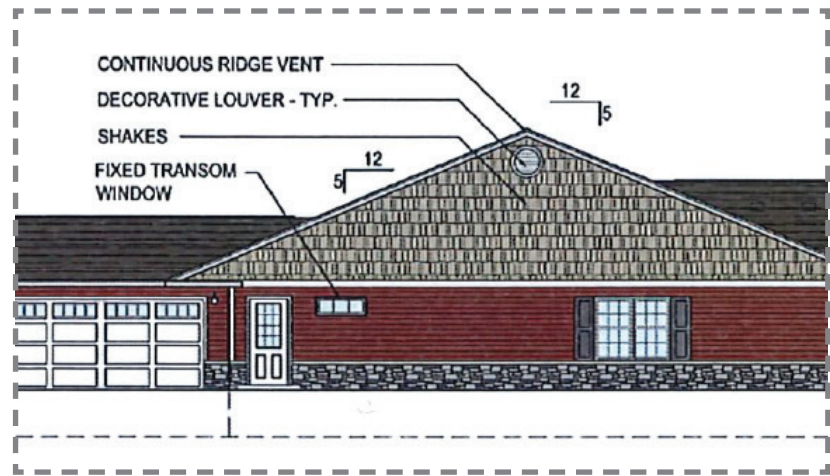
City Council approved **Trio PUD**

Trio is a mixed-use development consisting of residential units and office and retail space on 5.96 acres on the Northeast Corner of Auburn and Livernois Road.

► December

City Council approved **Redwood PUD**

Redwood is an attached residential development of 121 units on just under 30 acres, located near the southwest corner of Avon and Dequindre.

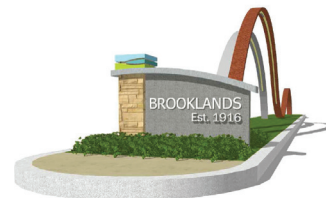


► December

Standard	Requirement
1. Maximum height	30 feet; 2 stories The city may allow additional height as a conditional use up to a maximum of 45 feet; 3 stories subject to top floor being stepped back ten feet from the second story on front building facades along Auburn Road and all rear building facades.*
2. Minimum height	18 feet; one story

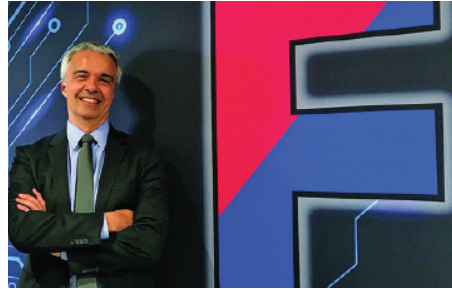
Approved: **New BD Brooklands District**

for Auburn Rd Corridor to encourage redevelopment and investment.
To see the ordinance please go to our website: rochesterhills.org/documentcenter/view/11610



Stories of the Year

The French Corner



Xavier Ovize, CEO AdduXi Inc.
and Co-Founder of the French
Corner

AdduXi is a family-owned company based in Oyonnax, France. AdduXi specializes in precision plastic injected components for the automotive industry and in 2015 decided to establish its North American operations in Rochester Hills. Since then, Xavier Ovize has been instrumental in AdduXi's growth in Rochester Hills. Xavier is co-founder of the French Corner, an initiative with the goal of helping other French companies tap into the U.S. market and to establish a presence. "So far we've attracted 9 French companies — hosting them, counseling them in a friendly way," Ovize said.

Xavier Ovize has received the Executive Leadership Award 2019. The award is presented to a member of the Mayor's Business Council who has demonstrated the utmost character and charisma to lead their organization to outstanding accomplishments and promote the Rochester Hills region.

Rochester Hills' Coolest Workplace is...

This year the City hosted a RHISE event with the theme Coolest Workplaces in Town. Local businesses were asked to participate in a survey. The survey included questions about their coolness factor. Due to the current shortage of available talent and decreasing retention rates, the working atmosphere is becoming increasingly important. With flex-time options, casual days and even a full size basketball court on-site - Monroe was clearly the winner. The prize was free ice cream, handed out of the truck by the Mayor himself.



Fastest growing company in town



What started as a small business in shared space at the OUInc in Macomb in 2008, has quickly grown to be a market leader in the field of robotics and autonomous vehicles. Dataspeed's core business is developing and delivering R&D platforms for AV technologies. With a tremendous amount of investment in the future of mobility and autonomous vehicles, the need for Dataspeed's customized solutions has spurred the company to expand to a bigger location. In August, Dataspeed cut the ribbon on a 26,000 square foot facility on Research Drive. The company had 40 employees at the start of the year, but its plans call for adding 10 new jobs in 2020.

Stories of the Year



The new Brooklands

The easternmost section of Auburn Road in Rochester Hills, formerly known as “Olde Towne”, is one of the oldest areas of what was formerly Avon Township. While commercial development has continued to grow throughout the rest of the City, this district has remained relatively consistent in its “old town” character and vacant sites prime for redevelopment. This two-lane road was transformed in 2019 to include a narrow median, two compact roundabouts, on street parking and the city’s first public parking lots.



BEFORE



AFTER

- ▶ Redesign the Auburn Road corridor into a safe and attractive place for vehicles and pedestrians
- ▶ Create a more walkable environment that supports nearby residents, local businesses and commerce, and encourages new development opportunities
- ▶ Organize parking and provide additional parking supply
- ▶ Create clear transitions and borders between the residential neighborhood and the commercial corridor
- ▶ Provide safe pedestrian crossings



BEFORE



AFTER

Coming in 2020
Pocket Park with Splash Pad



Economic Development

Mayor's Business Council

1. "Today`s Automotive, Tomorrows Mobilty" at Molex (March 15th)

- ▶ Attendees: 120
- ▶ Keynote speakers
 - US Senator Gary Peters, Michigan
 - Mayor Andrew Ginther, Columbus, Ohio
 - Carla Bailo, President & CEO, Center for Automotive Research (CAR)



2. "Tapping Talent In The U.S. Economy" at Oakland University (May 3rd)

- ▶ Attendees: 98
- ▶ Keynote speaker:
 - Paul Traub, Senior Business Economist, Federal Reserve Bank of Chicago



3. "Moving Forward: A Regional Update" at Great Oaks Country Club (Nov. 1st)

- ▶ Attendees: 80
- ▶ Keynote speakers:
 - US Representative Haley Stevens
 - State Senator Mallory McMorrow
 - State Representative Michael Webber
 - County Commissioner Adam Kochenderfer



Rochester Hills Innovators and Senior Executives (RHISE) event

1. "Cool Workplace Special" at Frank Rewold and Sons Headquarters (Aug. 15th)

- ▶ Attendees: 117
- ▶ Winner Coolest Workplace Award: Monroe
- ▶ Top 4: Chief Financial Credit Union, Molex, Spalding DeDecker



2. "Winter RHISE" at Fieldstone Winery (Nov. 1st)

- ▶ Attendees: 95
- ▶ Winner of the Executive Leadership Award: Xavier Ovize
- ▶ Winners of the MBC Champions Award: Thunder Technologies, Accurate Gauge, Bader

Planning Commission

Site Plans - Total Reviews

Name	Project Description	Location	PC Decision/Admin. Approval	Meeting Date (2019)
Legacy or Rochester Hills	359 apartments	Hamlin/Adams	Approved	March 19
McDonald's Remodel	Minor site and improvements – redeveloped façade	Walton/Adams	Admin. Approval	NA
Meijer Pharmacy Drive-through	Drive-through pharmacy window addition and redeveloped façade	Rochester/Auburn	Approved	March 19
Clubhouse BFD Addition	160 sq. ft. addition for accessory retail space	Crooks/M-59	Admin. Approval	NA
St. Paul's Storage Building	3,720 storage building	Auburn/M-59	Admin. Approval	NA
3-Dimensional Services	Relocate outdoor storage tanks	Product/Commerce	Admin. Approval	NA
Starbuck's Addition	160 sq. ft. cooler addition	Rochester/Tienken	Admin. Approval	NA
Auburn Rd. Parking Lots	2 public parking lots associated with Auburn Rd. Corridor project	Auburn Rd. corridor	Approved	April 16
Campus Corners	8,154 sq. ft. retail/restaurant w/ drive-through	Livernois, south of Walton	Approved	May 21
Hampton Plaza Outlot	8,154 sq. ft. retail/restaurant w/ drive-through	Rochester/Hamlin	Approved	July 16
Lake Michigan Credit Union	4,638 sq. credit union w/ drive-through	Tienken, west of Rochester	Approved	October 15
Level One	2,587 sq. ft. bank w/ drive-through	Rochester/Hamlin	Approved	July 16
BMW Renovation	1,500 sq. ft. addition and façade update	Rochester, south of Avon	Admin. Approval	NA
Genisys Credit Union	3,528 sq. ft. credit union	Rochester/Eddington	Approved	July 16
Detroit Chinese Alliance Church	Parking lot addition	Auburn, east of Livernois	Approved	October 15
1900 Northfield	5,700 sq. ft. building addition	East of Crooks, north of Auburn	Admin. Approval	NA
Auburn Rd. – Emmons Plaza	City park	Auburn/Emmons	Approved	September 17



innovative by nature

— Rezoning & Planned Unit Developments —

Name	Square Feet/Units	Location	PC Decision	Date (2019)
Rochester Hills Trio Preliminary and Final PUD	Mixed-use retail, office and multiple-family	Auburn/Livernois	Recommended approval	July 16 (Preliminary) October 15 (Final)
Brewster Village Final PUD	30 duplex units	Brewster, north of Walton	Recommended approval	Feb. 19
Redwood Preliminary PUD	121 attached one-story rentals	Avon/Dequindre	Recommended approval	November 19
City Apartments PUD Amendment	Change proposed carports to garageports	Rochester/Tienken	Recommended approval	October 28
Brewster Village Amended PUD	30 duplex units	Brewster, north of Walton	Recommended approval	August 20
Auburn Rd. Corridor Rezoning	CI to new B Brooklands District	Auburn Rd. corridor	Recommended approval	October 28
Speedway Rezoning	Rezone 0.37 acres from B-3 to B-5	Avon/Rochester	Recommended approval	December 17

— Subdivision and Site Condominiums —

Name	Units	Location	PC Decision	Date (2019)
Saddlebrook Orchards Preliminary/Final Site Condo	10	Auburn b/w Crooks and Livernois	Recommended approval	Feb. 19
Berkshire Final Site Condo	13	John R, south of St. Mary's	Recommended approval	March 19
Christenbury Preliminary Site Condo and Final Site Condo	2	North of Tienken, west of Dequindre	Recommended approval	July 31 (Preliminary) August 20 (Final)
Cumberland Village Final Site Condo	57	Livernois, south of Hamlin	Recommended approval	July 16

Meetings

The Planning Commission held twelve regularly scheduled meetings in 2019. The meetings were generally held on the third Tuesday of each month. In addition, two special meetings were held in July and October.

Conditional Use Recommendations

Name	Project Description	Location	PC Decision	Date (2019)
Meijer Pharmacy Drive-through	Drive-through pharmacy window addition and redeveloped façade	Auburn/Rochester	Recommended approval	March 19
Campus Corners	8,154 sq. ft. retail/restaurant w/ drive-through	Walton/Livernois	Recommended approval	May 21
Hampton Plaza	8,154 sq. ft. retail/restaurant w/ drive-through	Rochester/Hamlin	Recommended approval	July 16
Lake Michigan Credit Union	4,638 sq. credit union w/ drive-through	Tienken, west of Rochester	Recommended approval	October 15
Level One	2,587 sq. ft. bank w/ drive-through	Rochester/Hamlin	Recommended approval	July 16
Genisys Credit Union	3,528 sq. ft. credit union w/ drive-through	Rochester/Eddington	Recommended approval	July 16
Detroit Chinese Alliance Church	Parking lot addition	Auburn, east of Livernois	Recommended approval	October 15

Tree Removal Permits

Name	Trees Removed	Location	PC Decision	Date (2019)
Saddlebrook Orchards	104	Auburn b/w Crooks and Livernois	Approved	Feb. 19
Brewster Village	234	Brewster, north of Walton	Approved	Feb. 19
Legacy of Rochester Hills	204	Hamlin/Adams	Approved	March 19
Genisys Credit Union	20	Rochester/Eddington	Approved	July 16
Detroit Chinese Alliance	3	Auburn, east of Livernois	Approved	October 15
Rochester Hills Trio	57	Auburn/Livernois	Approved	October 15

- ▶ 299 trees were saved on regulated sites
- ▶ all required tree replacement totaling 622 trees were planted on-site

—Wetland Use Permit Recommendations—

No Wetland Use Permits recommended for approval in 2019.

Natural Features and Setback Modifications

Name	Linear Feet Impacts	Location	PC Decision	Date (2019)
Genisys Credit Union	300	Rochester/Eddington	Approved	July 16
Rochester Hills Trio	1,000	Auburn/Livernois	Approved	October 15

Ordinance Amendments

- ▶ R-5 One-Family Flex Residential District adopted to allow for a greater variety of housing types and lot sizes. This is part of the implementation strategies listed in the Master Plan.
- ▶ BD Brooklands District adopted to allow for redevelopment of the Auburn Rd. corridor. This is part of the implementation strategies listed in the Master Plan.

Miscellaneous Items

Discussion Items:

The Commission also considered a number of items for discussion purposes only throughout the year. These included the following:

- ▶ Rochester Hills Research Park – Office campus at EEI Global
- ▶ Three Oaks Development Inclusive Housing (Livernois south of IAGD) – housing for developmentally disabled adults in a single-family neighborhood setting
- ▶ 6780 Old Orion Ct. – 20 multi-family units on 2.08 acres
- ▶ The Barns Senior Living – 12 resident senior living at 1841 Crooks

Zoning Board of Appeals (ZBA)

Meetings

The Zoning Board of Appeals held seven regularly scheduled meetings in 2019. The meetings were generally held on the second Wednesday of each month.

Dimensional Variances

Address	Request	ZBA Decision	Date (2019)
981 Allston Dr.	(1) Variance of 10.91 ft. from average front setback (61 ft. required) (2) Variance of 0.41 ft. from side yard setback (15 ft. required)	(1) Approved (2) Approved	April 10
3536 Emmons Ave.	Variance of 3 ft. from side yard setback (15 ft. required)	Denied	May 8
307 Michelson Rd.	Variance of 10 ft. from rear yard setback (35 ft. required)	Denied	September 11
2240 Avon Industrial Dr.	Variance of 7-8 ft. from maximum height (42 ft. required)	Approved	November 13
510 Driftwood Ave.	Variance of 3 ft. from side yard setback (20 ft. required)	Denied	December 11

Sign Variances

Address	Request	ZBA Decision	Date (2019)
50 W. Hamlin	1 ft. variance to allow 8 ft. monument sign (7 ft. allowed)	Denied	February 13

Brownfield Redevelopment Authority

- ▶ The Brownfield Redevelopment Authority (BRA) met 2x in 2019, on March 26 and September 16.
- ▶ Meetings were held for reimbursement requests for eligible expenses associated with Legacy of Rochester Hills / Brownfield clean-up. Just over \$4.3 million out of total \$13.4 million has been approved for reimbursement.

Historic Districts Commission (HDC) and Historic Districts Study Committee (HSDC)

Historic Districts Commission Reviews

Address	Request – Certificate of Appropriateness	HDC Decision	Date (2019)
1051 Washington	Remove vinyl siding and restore original wood siding	Approved	May 9
1599 Mill Race	New home construction	Approved	June 13
1877 Washington	Paving extension of Washington Rd.	Approved	October 10
1271 Washington Rd.	New home construction	Approved	December 12

Historic Districts Study Committee

The HDSC considered no official requests in 2019.

Meetings

The HDC held six meetings in 2019. The HDC and HDSC held three joint meetings in 2019 to discuss potential historic survey priorities.

Planning Staff Reviews

Concept Plans

The Planning and Economic Development Department regularly hosts concept meetings for potential applicants. This is an opportunity for applicants to have their initial site design reviewed by the City's development team, who then meet with the applicant's team to go over their comments. By meeting with the applicant before a formal submittal is made, staff is able to identify major site issues for the applicant early in the process, saving time and plan development costs in the long run.

Name	Project Description	Status
BMW Renovation and Addition	5,000 sq. ft. addition and façade renovation	Site plan approved
Detroit Chinese Alliance	Parking lot addition	Site plan approved
Genisys Credit Union	Approx. 6,000 sq. ft. credit union w/ drive-through	Site plan approved
Hamlin Office Building	150,000 sq. ft. spec office/industrial building	Site plan submitted
Jax Car Wash	6,275 sq. ft. rebuild	Concept meeting held
Manole Child Care	Occupy tenant space	Concept meeting held
Speedway Rebuild	4,600 sq. ft. rebuild	Site plan submitted
Tienken Trail Lofts	10 multi-family units	Site plan submitted
Zeenat Plaza	18,951 sq. ft. mixed use building	Site plan submitted



Local Development Finance Authority (LDFA)

- ▶ LDFA held two meetings in 2019
- ▶ LDFA approved its 2020-2022 budget at the July 19, 2019 meeting
- ▶ The LDFA welcomed a new member - Janice Thomas. Ms. Thomas is appointed representative for Rochester Community Schools. She works in the Business Office of RCS and has extensive knowledge of governmental accounting.
- ▶ Under the current plan, LDFA is scheduled to sunset in 2025. While there is the potential to extend the LDFA, the board worked with staff to identify current and future revenues and fund balances and develop a list of capital projects that will involve investment in infrastructure within the district. The list of future projects identified is below:

Name	Project Description	Timeline
Waterview Dr.	Road Reconstruction Installation of sidewalk and street trees	2020/2021
Old Adams/Forester Blvd	Road reconstruction	2020/2021
LDFA District Signs	Construct gateway entrance signs	2023
Bond Street	Installation of sidewalk and street trees	2025
Research Drive	Installation of sidewalk and street trees	2025
Leach Road	Road reconstruction Installation of sidewalk and street trees	Dependent on market demand
Industrial Drive	Obtain jurisdiction Road Reconstruction Installation of sidewalk and street trees	Dependent on market demand

Looking Ahead

One of the purposes of the Annual Report is to look ahead to 2020 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:



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 implement the recommendations of the Master Plan
- ▶ Facilitate a positive conversation about the future of transportation in the City through the Transportation Master Plan process
- ▶ Develop a streetscape and gateway plan that creates a distinguishable and attractive aesthetic to the City of Rochester Hills
- ▶ With the assistance of the PNR Department and the Paint Creek Center for the Arts, begin to create a framework for introducing art into the city through private development, parks, roundabouts, gateways, streetscapes, murals, etc..

Implement the recommendations of the Economic Development Strategy

- ▶ Strive to develop and support an ecosystem that embraces entrepreneurship
- ▶ Retain and attract “good” companies that are garnering national attention as “Movers and Shakers” within their industry
- ▶ Identify and market the community’s attractiveness for international business investment
- ▶ Grow and market Rochester Hills’ talented workforce
- ▶ Partner with existing developers to maintain Class A commercial real estate and promote Rochester Hills to innovative developers

Improve coordination and efficiency within PED and with other City Departments

- ▶ Become RRC Certified
- ▶ Limit the amount of paper that crosses the PED Department by going to electronic plan review.
- ▶ Assist in implementation of the BS&A PZE module to be fully integrated into City Departments associated with plan review and inspections to maximize efficiency and customer service



innovative *by* nature



The Planning and Economic Development Team

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