

Master Plan Visioning

As part of the Master Plan process, the City of Rochester Hills explored concepts that impact short-, mid- and long-range policies and strategies. The Master Plan process started with a series of visioning exercises that tapped into the expertise of city staff, the Youth Council, and appointed and elected officials. These exercises resulted in a few guiding themes that continued to be discussed by the Planning Commission, City Council, residents, and business owners during the Master Plan process. The visioning exercises combined self-study and reflection with group discussion. In addition to the focus groups associated with the market assessment, the following visioning sessions were conducted in late 2017 to early 2018:

1. **City Staff Visioning Session.** The City's staff participated in a workshop where Giffels Webster staff facilitated discussion on issues raised in the planning resource packet, prepared by Giffels Webster. Using their expertise and background, the team explored the City's strengths, weaknesses, opportunities, and threats that impact land use planning. Articles and report excerpts provided in this resource packet helped frame the discussion.
2. **Youth Council Visioning Session.** The city's Youth Council participated in an abbreviated study session where the Master Plan process was explained and two exercises were conducted. In addition, some students also participated in the joint workshop of the Planning Commission and City Council.
3. **City Council and Planning Commission Survey.** Using the findings from the staff visioning session, as well as the resource packet, Giffels Webster developed an online survey that encouraged officials to respond to emerging concepts. The survey included multiple choice questions, ranking questions, and open-ended questions.
4. **Planning Commission and City Council Visioning Session.** At this joint workshop, officials discussed the planning resource packet, summary of the staff and youth visioning, and findings from the online survey. The remainder of the time was spent refining key concepts to be used as the guiding principles for the Master Plan.



City Staff Visioning Session

Post-It note exercise -

Strengths and Weaknesses.

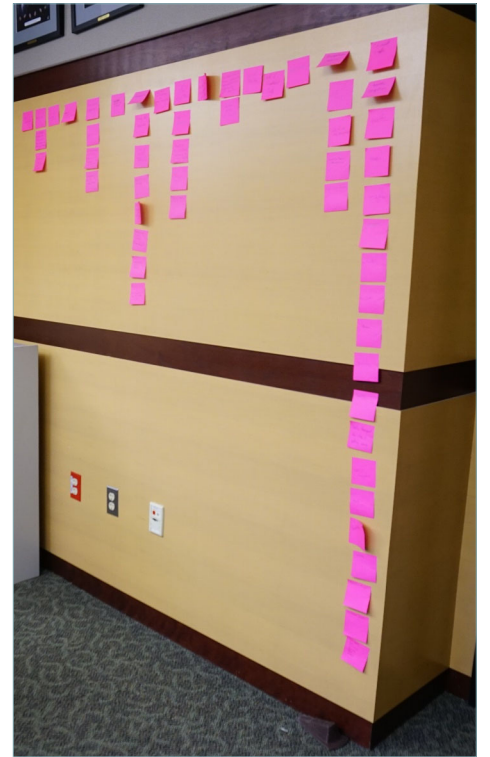
Staff was asked the question, "What are the city's greatest strengths and weaknesses that impact your department or area of expertise within the city?" Each participant was given five post-it notes each for strength and weakness. As each post-it was completed, they were assembled in categories on the wall of the room and grouped according to common responses. They were categorized as noted at right. The number following the item indicates how many times that item was mentioned.

Strengths:

- Trails (10)
- Parks (9)
- Schools (9)
- Natural beauty - trees and wildlife (4)
- Diversity in economic groups (3)
- Reputation of the city (3)
- Financial stability (3)
- Oakland University (2)
- Neighborhoods (2)
- Safe neighborhoods (2)
- Low taxes (2)
- Employment opportunities and high end job market (1)
- Food (1)
- Shopping (1)
- Diversity of cultures and age groups (1)
- Progressive (1)
- Highly educated residents (1)
- Good mix of development (1)
- Well-run community (8)
 - Departments work well together to create great developments
 - Proactive Planning and Development
 - We provide great services to the residents, owners of businesses, and developers
 - Large scale resources with small town service and feel
 - Investments in infrastructure

Weaknesses:

- Traffic (19)
- Affordable housing options (8)
- Transportation options (6)
- Lack of downtown (5)
- Communication/community engagement (4)
- Staffing levels (3)
- Limited areas for growth (2)
- Lack of diversity (1)
- Lack of neighborhood parks (1)
- No indoor recreation facilities (1)
- Not centrally located in metro Detroit (1)
- Dirt roads (1)
- Big focus on residential v small businesses (1)
- Residential is majority of tax base (1)
- No Costco (1)



Small Group Discussion: The team was divided into four groups of 4-5 members each. They were asked, “Using your professional knowledge and expertise, along with the background resources provided, what are the greatest opportunities the city should pursue that will enhance the city’s strengths and address its weaknesses? Are there any threats or potential threats that need to be better understood in terms of long-range impact?”

In addition, the groups were asked to consider emerging issues or trends should be explored as part of the master plan update.

The numbers that follow in this section reflect the number of mentions.

Opportunities

- Potential to address traffic by improving intersections
- Encourage neighborhood parks
- Community/recreation center
- Greater involvement in regional transit; Mass transit – encourage the community to support
- Identify new model of development, consider ways to retrofit existing
- Autonomous vehicles
- Rezoning of residential on mile roads
- Enhance north-south major roads with new technology to improve circulation (smart signals)
- Tiny homes in mobile home parks, elsewhere
- Affordable housing
- Accessory dwellings
- Complete streets – bike lanes in the streets so people recognize them, especially at intersections
- Strengthen partnerships to leverage additional outdoor recreation opportunities

Threats/Potential Threats

- Development pressure impacts on traffic and other infrastructure (3)
- Sustainability of large homes and developments
- Mixed-use – could it be more affordable?
- Backlash from new concepts
- Will future changes in leadership continue the strong relationships between boards, commissions, staff?
- Aging population – concerns over lack of public transportation (also supports Millennials)
- Managing changing household composition – away from families with children
- How to plan for next recession
- Managing diversity in terms of services, communication (especially with language barriers) (2)
- Safety of pedestrians, lack of sidewalks in neighborhoods
- Demand for services compared to revenue sources
- Managing new technology such as drones and autonomous vehicles
- Manage trends of people to leave suburbia



Emerging Issues and Trends

- Autonomous vehicles
- Technology impacts on shift in retail
- Improve governmental transparency and efficient delivery of services
- Environmental innovation in terms of waste, recycling, water consumption, climate change
- Take the lead in adapting buildings with low impact development tools like solar panels, green roofs, rain gardens
- Encourage use of green spaces with additional new partnerships
- Encourage shared work spaces for telecommuters/home-based businesses
- Provide community wifi to support home-based businesses
- Capitalize on trends to encourage manufacturing in the US
- Encourage a balanced approach to growth
- Encourage tiny homes
- Encourage renewable energy programs, like PACE program
- Live-work community centers and planned mixed-use developments
- Adapt to reduced parking demand



Top Five: After the responses were shared, each individual was given dots to please next to the highest priority items in each category. The top five in each category are noted below (number of responses follows):

Opportunities:

1. Enhance north-south major roads with new technology to improve circulation (smart signals) (8)
2. Greater involvement in regional transit; Mass transit – encourage the community to support (6)
3. Identify new model of development, consider ways to retrofit existing (6)
4. Affordable housing (5)
5. Encourage neighborhood parks (5)

Threats:

1. Development pressure impacts on traffic and other infrastructure (10)
2. Affordability of mixed-use (7)
3. Lack of public transportation (6)
4. Safety of pedestrians, lack of sidewalks in neighborhoods (5)
5. Aging population (4)

Emerging Issues/Trends:

1. Encourage a balanced approach to growth (10)
2. Aging population (7)
3. Autonomous vehicles (4)
4. Take the lead in adapting buildings with low impact development tools like solar panels, green roofs, rain gardens (4)
5. Encourage shared work spaces for telecommuters/home-based businesses (3)

Youth Council Visioning Session

Who is the Youth Council? The Rochester Hills Government Youth Council (RHGYC) was established by the city to promote youth involvement in local government through active participation and the mutual exchange of ideas and experience.

There are 13 positions on the youth council, including: two representatives from each City Council district and five at-large members. Youth members serve one-year terms with the opportunity for reappointment and terms run concurrent with the school year, September 1 through August 31. Youth Council members present at the December 2017 visioning meeting represented three high schools and ranged in age from freshman to seniors.

Post-It note exercise -

Strengths and Weaknesses.

The Youth Council was asked the same question posed to city staff, "What are the city's greatest strengths and weaknesses?" three post-it notes each for strength and weakness. As each post-it was completed, they were assembled in categories on the wall of the room and grouped according to common responses. They were categorized as noted at right. The number following the item indicates how many times that item was mentioned.

Strengths:

Village of Rochester Hills/ Commercial uses (11)

- I live close to the village and that is a very fun, family friendly place
- Accessibility to stores and restaurants (ex. The Village)
- Many walkable locations
- Variety of stores and businesses throughout the city.
- The Village
- The multiple areas for people to meet up (public space)
- Variety of retail
- Everything is pretty close together and its easy to get around
- Fun atmosphere (ex. The Village)
- I like the public areas that people can all join together and have fun at (the village).
- Lots of great places to eat and spend time with family
- The Village

Community Parks/Areas (10)

- All the events like the fireworks or turning the lights on downtown
- The parks/recreational areas
- I love our bike/walking trails
- I love finding quiet areas in Rochester like the park, library, coffee shops, etc. and I think we do a great job with that
- Well-kept parks
- All the parks in Rochester, like Borden or Bloomer, or the Rochester Park

- All the trails for biking or walking are very nice
- Green space and parks
- Parks and trails
- Roads

Community involvement (8)

- The city sponsored events like festival of the hills create a strong community
- Lots of city events and gatherings for the entire community
- Ways for people to get involved throughout the city/city events
- The opportunities for students in the community
- Heavily involved community life
- I like all the opportunities everyone has to get involved. Not only people within council and government get to do things.
- The local government is making efforts to involve the community residents, so they are informed and understand what's going on
- Good public safety and public services

Schools (7)

Downtown Rochester (2)

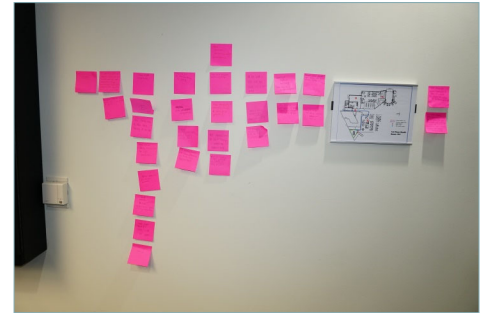
Other (2)

- Diversity
- Social media reach throughout the community

Weaknesses:

Roads (8)

- Dirt roads and certain roads in poor conditions
- Traffic



Things to Do (5)

- Add more youth/high school age friendly stores to the village
- Variety of stores in the village (more stores for a younger demographic)
- We don't have a large venue for a lot of people to go to.
- Not enough open spaces or public spaces for large groups of people

Transportation (4)

- Not many sources of transportation for those who can not drive
- Public transportation (other than school bus)
- Public transportation
- Not a lot of transportation for elderly

Health (4)

- More healthier options for food especially in downtown/village
- Not a lot of public health initiatives
- More mental illness/health awareness
- Prevent older people from falling with better assisted living

Involvement (5)

- Ways of finding out about projects in the city (Maybe some new ways)
- Not enough things for kids to get involved/interact
- Not as many people getting involved in city projects
- Although there are opportunities for people to get involved, sometimes it can be hard to communicate about complaints that you may have
- Not enough advertisement of the city and its plans or ways of getting involved

Other (1)

More support for less wealthy people and families

Planning Commission/City Council Survey and Meeting Summary

Online Survey: In a similar fashion to the earlier exercises, the Planning Commission and City Council were offered an online survey that asked them to consider the city's strengths, weaknesses, opportunities and threats. In addition, they were also asked to consider emerging issues or trends should be explored as part of the master plan update.

Online Survey

Strengths:

- Responsive Government/Financial stability (9)
- Parks and Open Space (8)
- Safety (5)
- Schools (4)
- Neighborhoods/housing choices (4)

Weaknesses:

- Traffic (9)
- Housing variety/condition (5)
- Lack of transportation options (5)
- Communication/community engagement (3)
- Infrastructure/roads (3)
- Perception by others (3)

Opportunities:

- Roads and road funding (9)
- Improve communication (6)
- Redevelop landfills and other older corridors (5)
- More parks and natural areas (3)
- Active parks (3)

Threats:

- Traffic (9)
- Housing variety/condition (5)
- Lack of transportation options (5)
- Communication/community engagement (3)
- Infrastructure/roads (3)
- Perception by others (3)

Trends:

- Autonomous vehicles and other infrastructure challenges
- Potential for big data, social media to change city operations
- Need to shift style of development to accommodate changing tastes, aging population, permit height in absence of land for expansion
- Less land devoted to parking
- Open space: incorporate into new development

Vision for the city in 10 years:

- Improved transportation infrastructure
- Diversified housing stock
- Evolve while maintaining strengths (financial stability, good services, appealing community, safe)
- Denser, more appealing commercial areas
- Tension between maintenance of status quo and adapting to changing times

Visioning Meeting: In addition to the questions on the previous page, the Planning Commission and City Council met on Wednesday, January 17, 2018 to review the Master Plan process and timeline as well as discuss guiding concepts.

January 17, 2018 Visioning Meeting

Small Group Breakout Responses: Guiding Thoughts for the Planning Process

Housing:

- Diverse housing: Focus on younger residents; Baby Boomers
 - ◊ Smaller homes
 - ◊ Ranch homes – one floor living
 - ◊ Lower maintenance
 - ◊ Attract college graduates back home to the city
 - ◊ Limit height of multiple family buildings
- Retrofit single family homes (“front-door” style of thinking)
- Mixed-use
- Diverse portfolio of housing choices
 - ◊ Millennials
 - ◊ Aging population – consider a progression of housing to promote aging in community
- Include housing at a variety of price points
- Housing that is walkable to something: goods and services and entertainment
- Close affordability gap
- Be sensitive to aging population while attracting younger generation
- Housing that supports younger families
- Build a closer relationship with Rochester
- Preserving character of neighborhoods, including trees, natural features
- Mix of housing options
- Encourage aging in place and also students – accessory dwellings
- New ideas for housing and living

Land Use

- Entertainment and recreation uses: skate park, waterpark, splash pad
- More mixed-use: residential, office, commercial (similar to)
- Drop off for autonomous vehicles
- Open space – land banking
- Be mindful of parking in residential neighborhoods
- Coordinate land uses in nearby communities in terms of traffic
- More boulevards – opportunities for green space and landscaping
- Landfills – increase economic viability of these properties; explore innovative financing
- Redevelopment of aging corridors (Auburn Road)
- Reducing setbacks



- With less land, we need more stories/height – pay attention to design and context
- Incorporate autonomous vehicles – circulation/parking
- Ensure flow is cohesive between developments – make everything walkable
 - ◊ Support young and old

Redevelopment Sites

- Potential around Brooklands
- Consider neighborhood character when planning land uses
- Landfill area
- Big box stores – reduce parking and let market define what they need
- Refresh tired office buildings and aging strip malls
 - ◊ Incentivize this redevelopment
 - ◊ Look to Auburn Corridor as template
- Incorporate placemaking and walkability into redevelopments
 - ◊ How to create walkability in places never intended to be walkable
- Encourage walkability – increase demand for walkable places
- New technologies and their impact on the economy
- What structures will be obsolete with autonomous vehicles?
- Obsolete commercial centers – increase density strategically and thoughtfully
- Increase height when appropriate; consider sun/shade, noise
 - ◊ Allow in heavier traffic areas (M59)
- Impact of technology on retail and businesses
- Timeless/Better architecture
- Less parking
- More green space
- Rehabilitate industrial buildings for residential purposes

Other:

- How to take redevelopment west down the Auburn Road corridor?
- Consider where to permit higher buildings/denser development

Influencing themes

- Community health:
 - ◇ Aging population
 - ◇ Exercise and walkability + parks
 - ◇ Walkability
 - ◇ Resources for aging population – branch out to other age groups
 - ◇ Consider needs of younger families and Millennials
 - ◇ Promote active lifestyle – 10-minute walk to a park for everyone
 - ◇ Socially interact with all walks of life
- Age-Friendly
 - ◇ Density
 - ◇ Walkability
 - ◇ Mobility
 - ◇ Diversity of housing
 - ◇ Parks and entertainment – ability to get there
 - ◇ Age in community – lifecycle housing
- Sustainability
 - ◇ Low impact design elements: bioswales, raingardens, green roofs
 - ◇ Changing modes of transportation
 - ◇ Get people to mass transportation/other modes (uber, lyft)
 - ◇ Parks and open space near larger developments
 - ◇ Make city more bikable
 - ◇ Protect natural resources – water, etc
 - ◇ Encourage development to incorporate sustainable building elements
 - ◇ Reduce sea of parking
 - ◇ Park maintenance
- Transportation
 - ◇ Hard to get to destinations on opposite sides of city
 - ◇ Future is autonomous vehicles – impact on infrastructure, parking
 - ◇ More roundabouts

Other:: Ensure all codes are compatible with Master Plan and its implementation

Focus Group Meetings Summary

Focus Groups: The Master Plan includes an update of the market analysis completed in 2016 (in conjunction with the Auburn Road Corridor Study). As a part of this assessment, several small focus group discussions were facilitated by The Chesapeake Group (who also performed the 2016 analysis). The discussions involved the following groups:

- Major private sector employers
- Health care industry employers
- Major private sector employers in health care industry
- Collection of non-chain retailers
- Education and training entities
- Active developers and/or those who may be planning investments.
- Realtors (Residential and non-residential)
- Non Profit organizations providing social services

Synopsis from Interviews

Development - Residential

- Several small residential developments underway (12 to 57 units).
- Decreased demand at the upper end of the price spectrum (\$600K)
- Condos are selling.
- Lot sizes now are smaller than previous developments.
- Mixed-use or mixing of uses most probable in future. "Attached" units being built and sold (condos).
- Redevelopment of old sites, such as former K Mart site, likely to include residential.
- Many of the employees of the manufacturing-oriented interests in the community may have trouble finding affordable housing in Rochester Hills.
- Population in the city is aging, which impacts housing supply and demand.
- Schools continue to be an asset with high achievement on test scores and college placements.
- Cost of building housing (and all other construction) rising, locally, statewide, and nationally. Increased density can offset some costs.

Development - Commercial Interests and Manufacturing/Industrial/Business

- Redevelopment is a key in the future.
- Unlikely to see much added off-campus development in the future by medical industry. Focus on wellness, virtual care, and taking wellness intervention to places of employment, schools, etc. as a way to avoid costly treatment of diseases once they evolve.
- A number of operations have their North American or regional headquarters in Rochester Hills.
- Many of the larger manufacturing employers are largely dependent on the auto industry. Attempts are being made by most to diversify client base.
- Finding quality, trained labor at all ends of the spectrum is a real challenge for many businesses, even when pay is significant.
- Attempts at internship and apprenticeships have met some success, but there are fundamental issues around the short-term return to employers, given the investment of time into training.
- Strong relationship between professional employment in the area and Oakland University (OU).
- There is much greater concern for traffic issues than physical road conditions, including congestion.

- Finding land and/or land assemblage is difficult in the city. There are perceived difficulties with future expansion of manufacturing and other industrial activity.
- Prices/cost of land relatively high compared to some other established and growing jurisdictions.
- OU controls a large amount of undeveloped land and it is likely that housing and related commercial could be expanded on campus, which is located in both Rochester Hills and Auburn Hills.

Emerging Potential Policy Issues

- Nurturing relationships with international manufacturing businesses in Rochester Hills could help not only bring jobs to the city, but also increase cultural opportunities.
- The city's population is aging. Long-term policies may include aging in place and housing options more desirable for seniors. Additional services for seniors in the future should address mobility needs, walkability, continued growth in condos or other ownership options through homeowner or other organizations, and an expanded rental market. This transition will allow opportunities for growth of younger households.
- As a largely built-out community, growth for residential, commercial, and industrial uses will need to take place on formerly developed sites. Policies to encourage redevelopment should be explored to retain growth in the city as opposed to taking place elsewhere.


Preserve.

Enhance.

Diversify.

Master Plan.

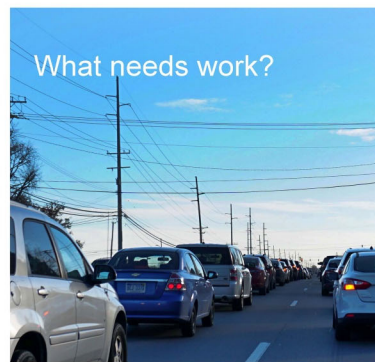
What is worth preserving?



Preserve

Everyone can probably identify at least one thing they love about Rochester Hills. Through the planning process, let's celebrate those things and explore strategies to preserve, strengthen, and protect them!

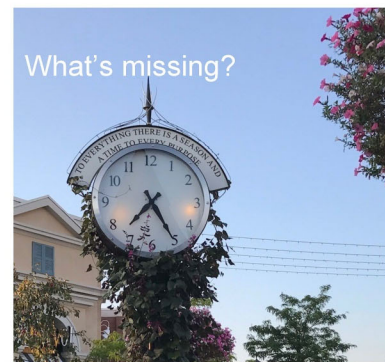
What needs work?



Enhance

There may be areas in the city that need work. What are the things that should be enhanced, improved, and enriched to make the city a better place to live, work, and play?

What's missing?



Diversify

The city offers more than "one size fits all" housing, jobs, and education. What is missing when it comes to offering a variety of cultural, social, and economic opportunities? The Master Plan will include strategies to help the city diversify.

Share Your Thoughts in 2018:

Open Houses + Picture This!TM + Online Survey + Crowd Polling

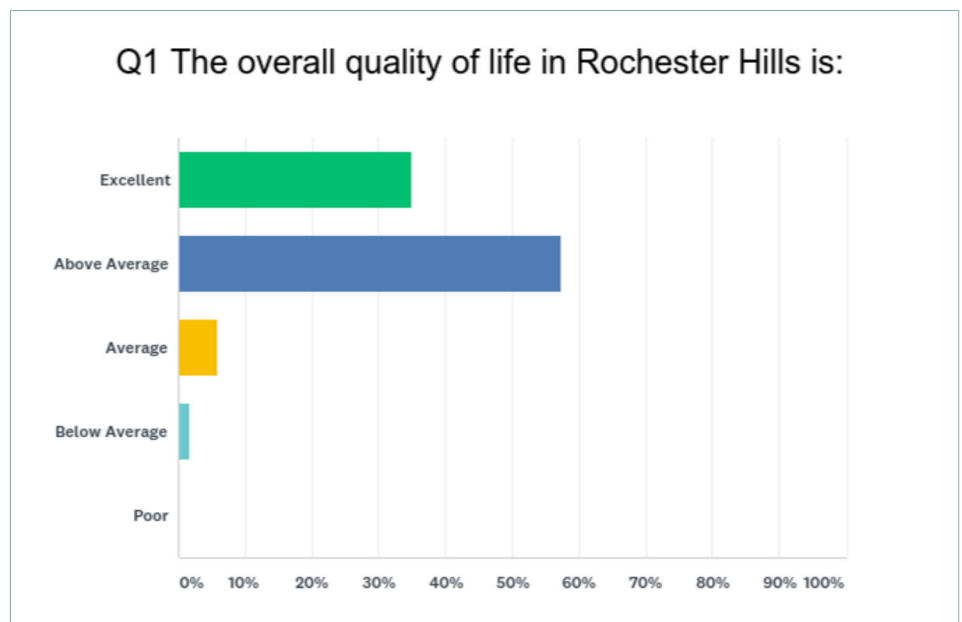
www.RochesterHills.org/MasterPlan



Master Plan Public Input

Online Survey

Over 700 people responded to the Master Plan's online survey. Generally, people are satisfied with the overall quality of life in the city. A summary of the survey results is presented below.



Q2 Please share three things you like most about the City of Rochester Hills:

Green Space Walking Paths Trails Clean Library Trees
 Rochester OPC Downtown Location
 Parks Events Schools Activities
 Shopping Businesses Community Government
 Safety Low Crime Safe Quality of Life Restaurants Services
 Family OPC Neighborhoods Proximity to Rochester Trees
Crime Rate Nature Lots Safety Location
 Green Space Low Crime Trails Shopping
 Parks Clean Schools Friendly Community
Small Town Safe Quality Downtown Stores Library
 Open Spaces
 Library Rochester Hills Proximity Low Crime Trees Stores
 Green Space Restaurants Safety Events Trails
Clean Schools Neighborhoods Parks Family
 Shopping Cleanliness Community City Services
 Downtown OPC Safe Bike Paths Quality Open Space
 Nature Activities

Questions 2 and 3 were open-ended and asked respondents to share three things they like most and three things they would improve in Rochester Hills.

Responses to these questions appear as “word clouds,” where the more frequently used words appear larger. For example, in terms of “likes,” popular responses include:

- Downtown
- Parks
- Schools
- Green space
- Trails
- Safety

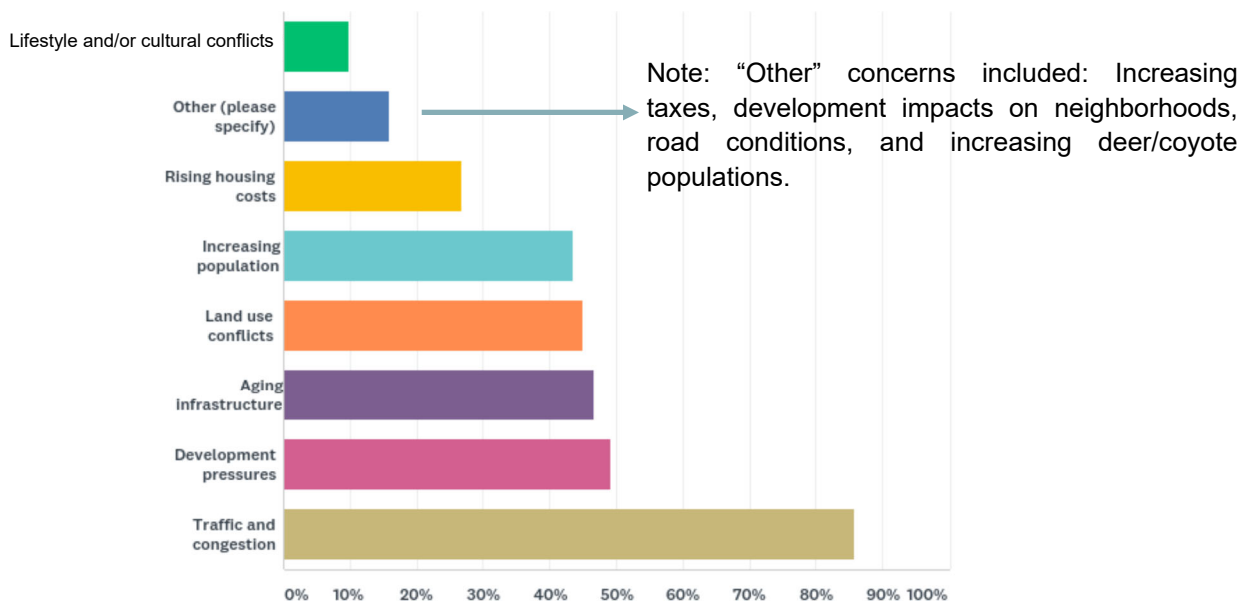
Popular responses to improvements include:

- Traffic
- Development (comments suggested too much)
- Roads
- Sidewalks
- Housing (comments suggested more variety needed)

Q3 What are three things you would improve in the City of Rochester Hills?

Community Deer Lanes Construction Sidewalks
 Infrastructure Lights Stop Building Housing Police
 Development Snow Removal Traffic
 Public Transportation Roads Businesses
 Parks Taxes Rochester Residents
 Green Space Water School Pave Residential
Auburn Rd Neighborhoods
 Property Downtown Area Water Snow Removal Stop Lower Taxes
 Schools Rochester Hills Green Space Strip Malls
 Development Natural Traffic Land
 Roads Trail Parks Public Transportation
 Sidewalks Bike Paths Streets City Services
 Housing Open Space Community Turn Lanes Preservation
 Open Space Auburn Rd Schools Public Transportation
 Residential Shopping Green Space Turn
 Sidewalks Stop Building Development Trees
 Traffic Residents Roads Condos Parks Deer
 Rochester Paths Improve Neighborhoods Livernois
Downtown Area Community Commercial

Q4 What are the major challenges facing Rochester Hills? Check all that apply.



Q5: How satisfied are you with the appearance of the following in Rochester Hills?

	Very Satisfied	Satisfied	No opinion	Unsatisfied	Very Unsatisfied
Commercial buildings	12.40%	64.90%	14.07%	7.38%	1.25%
Industrial and office parks	11.10%	59.64%	20.80%	6.80%	1.66%
Parks	38.72%	50.56%	3.90%	5.99%	0.84%
Neighborhoods	23.22%	64.62%	4.90%	6.15%	1.12%
Rochester Rd commercial corridor (south of Avon Road)	6.57%	41.26%	16.64%	29.65%	5.87%
Tienken/Rochester commercial area	12.15%	54.05%	15.36%	16.20%	2.23%
Livernois/Walton commercial area	6.51%	47.24%	15.98%	24.61%	5.66%
Walton/Adams commercial area	18.82%	55.62%	13.06%	9.55%	2.95%
Adams/M59 commercial area	10.83%	52.04%	19.13%	14.91%	3.09%
Auburn Road (Brooklands)	3.42%	20.09%	41.88%	26.35%	8.26%

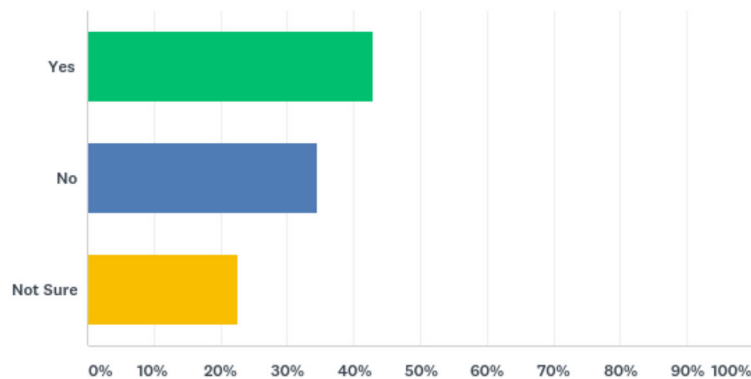
Generally, people tend to be satisfied with most of the city, especially with neighborhoods and parks. The highest response is noted in bold above. People seem to be split on the Rochester Road corridor, and while many do not have an opinion on the Auburn Road area, those who responded were mixed between satisfied and unsatisfied.

Housing

Q6 If you were to consider moving from your current home, does Rochester Hills provide what you want as you look for your next home?

	I can get that in Rochester Hills	I cannot get that in Rochester Hills	Not sure if I can get that in Rochester Hills	N/A
A smaller home	53.32%	19.80%	19.22%	7.66%
A home with less maintenance on home/yard	63.72%	10.01%	20.46%	5.81%
A larger home	80.49%	4.62%	1.88%	13.01%
To live closer to family	28.55%	31.01%	5.07%	35.36%
To live closer to employment or school	44.36%	20.38%	6.21%	29.05%
To live closer to more outdoor recreation opportunities	70.29%	9.57%	10.29%	9.86%
To live closer to more cultural opportunities	39.62%	25.25%	21.34%	13.79%
To live in an area with more transportation options	7.42%	61.57%	19.07%	11.94%

Q7 Based on your answers to Question 6, do you think you could find your preferred housing in your price range in Rochester Hills?



Q8: Please indicate if you would encourage or discourage the following types of residential development in Rochester Hills in the future:

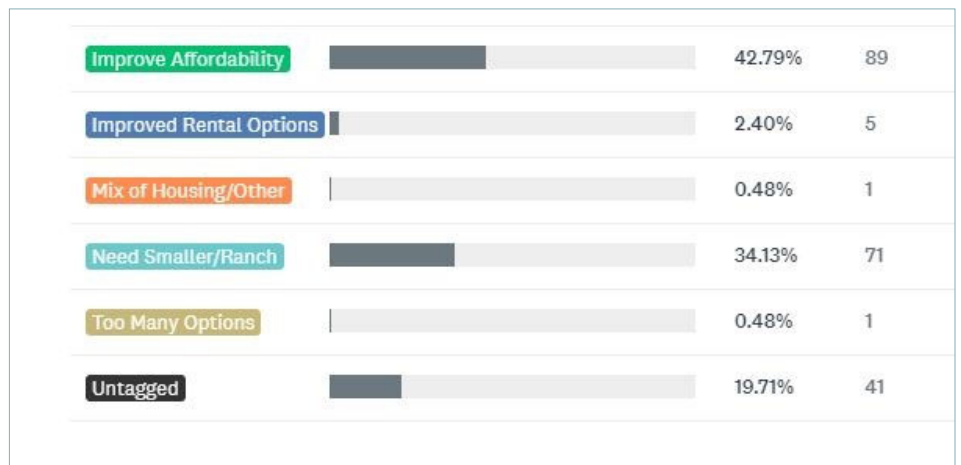
	Encourage	Neither Encourage Nor Discourage	Discourage
Housing for first-time homebuyers	52.46%	32.61%	14.93%
Housing for move-up or second-time homebuyers	65.64%	24.23%	10.13%
Detached single family homes	71.08%	18.46%	10.47%
Attached condominiums/townhouses	34.34%	29.29%	36.36%
Rental apartments	15.13%	25.94%	58.93%
Senior housing	42.24%	36.21%	21.55%
Assisted living	34.83%	40.17%	25.00%
Accessory dwellings (aka "Granny Flats")	25.47%	43.96%	30.57%
Apartments above retail or office uses	42.63%	32.95%	24.42%

Question 9 asked whether the city offered enough housing choices to allow people to “age in community” and stay in the city as long as they wanted to. However, the comments offered by respondents suggested that affordability and appropriate size of housing are still important issues to be addressed.

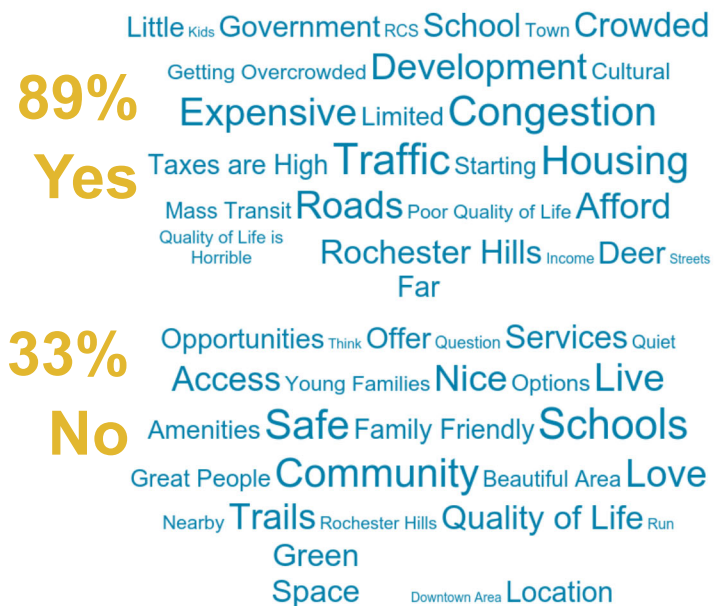
70% Yes

30% No

In response to Question 10, an overwhelming percentage of respondents would recommend the city to friends as a good place to live. However, because people were not restricted to one answer, 33% also said they would not recommend the city, citing common concerns including congestion, housing costs, and the deer population.



Q10 Would you recommend Rochester Hills to your friends as a desirable place to live?

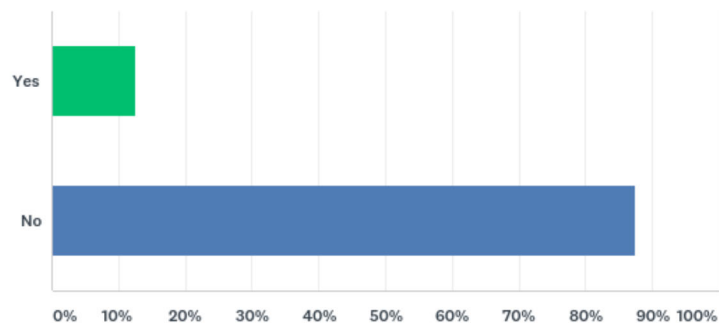


Transportation

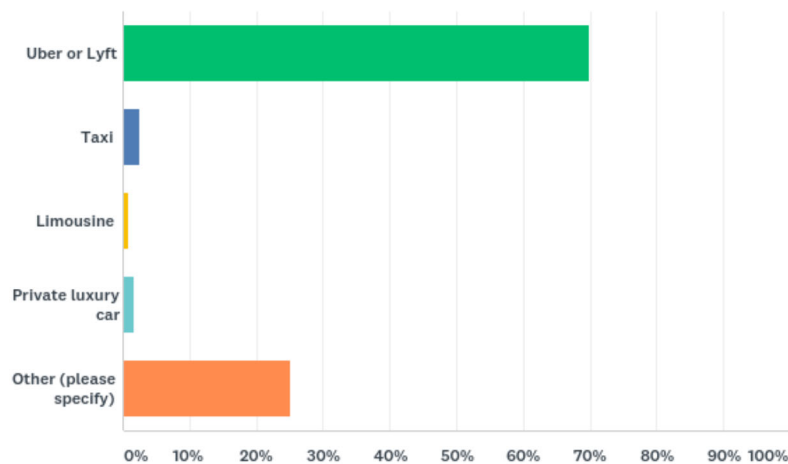
Q11: How often do you access the following destinations by walking or by bicycle, rather than in your car?

	All the time	Sometimes	Rarely	Never
Rochester Hills Municipal Offices	1.59%	9.84%	18.38%	70.19%
Library	8.70%	26.52%	16.23%	48.55%
Rochester Hills Parks	16.40%	39.28%	13.81%	30.50%
Downtown Rochester	16.81%	29.57%	14.20%	39.42%
Stores and Other Businesses	15.42%	30.12%	21.18%	33.29%
Rochester Hills Schools	11.76%	23.37%	15.53%	49.35%
Oakland University	3.32%	13.56%	14.14%	68.98%
Rochester College	1.16%	5.51%	11.45%	81.88%
Homes of family and friends	20.35%	43.00%	13.85%	22.80%

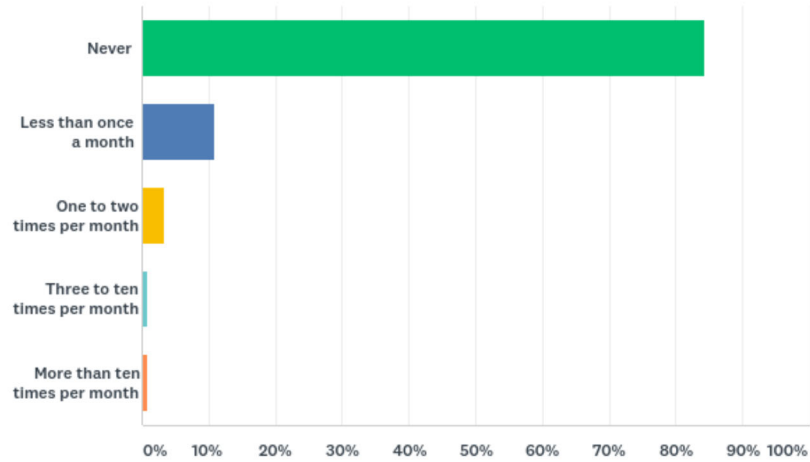
Q12 Do you use a private transportation service to travel in the City?



Q13 If so, which services do you use (Check all the apply):

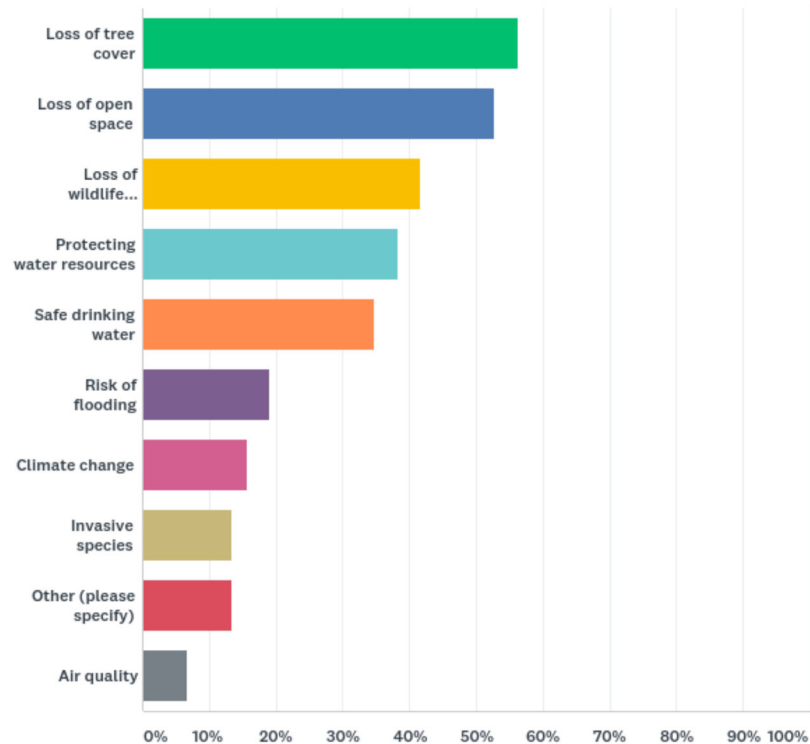


Q14 How many times per month do you use a private transportation service to travel in the city?



Land Use and Natural Features

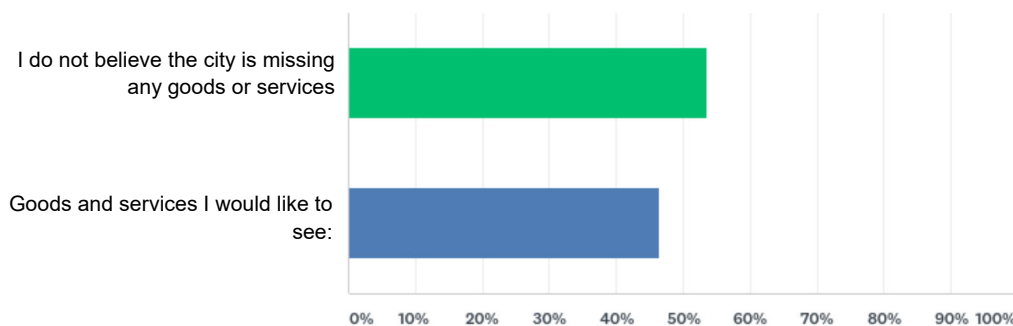
Q15 Which of the following do you feel are the three most pressing environmental issues facing Rochester Hills? Please pick only three.



Q16: Please indicate the extent to which you would encourage or discourage the following land uses in Rochester Hills in the future:

	Encourage	Neither Encourage Nor Discourage	Discourage
Small-scale retail shops	62.92%	23.60%	13.48%
Eating and drinking establishments	72.22%	14.44%	13.33%
Entertainment facilities	63.33%	22.22%	14.44%
Large offices/office parks	19.10%	34.83%	46.07%
Small offices	47.13%	35.63%	17.24%
Parks and open space	92.22%	6.67%	1.11%
Development with a mix of uses, such as townhouses, offices, food, and shops	60.67%	23.60%	15.73%
Public uses such as schools, libraries, and museums	78.65%	13.48%	7.87%
R & D/light industrial	28.41%	31.82%	39.77%
General manufacturing	12.79%	27.91%	59.30%

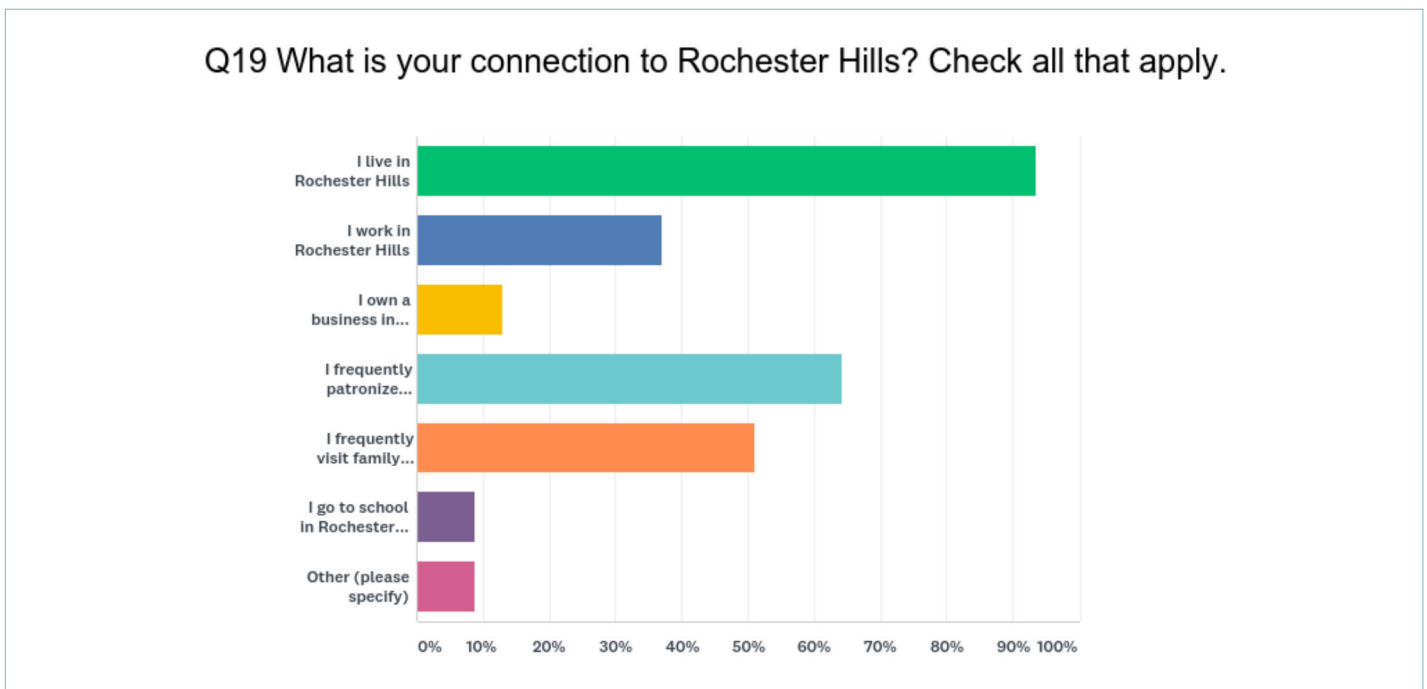
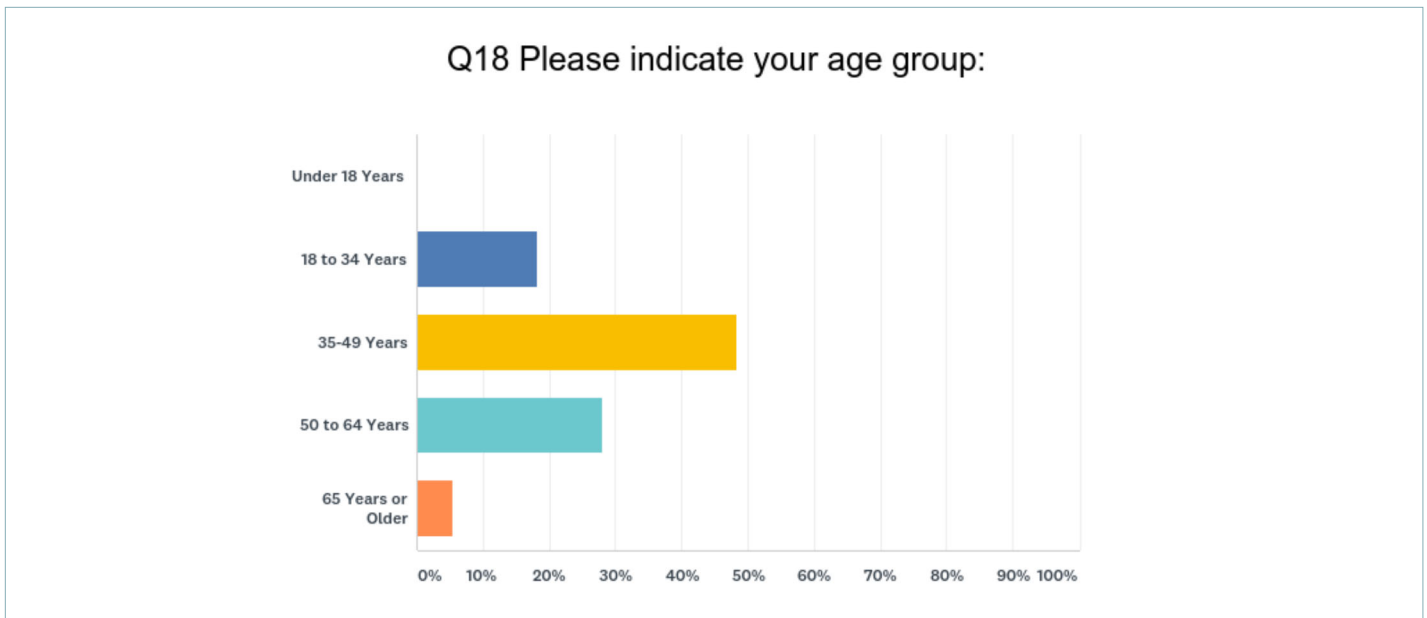
Q17 Are there any goods and services not currently available in Rochester Hills that you would like to see offered in the City?



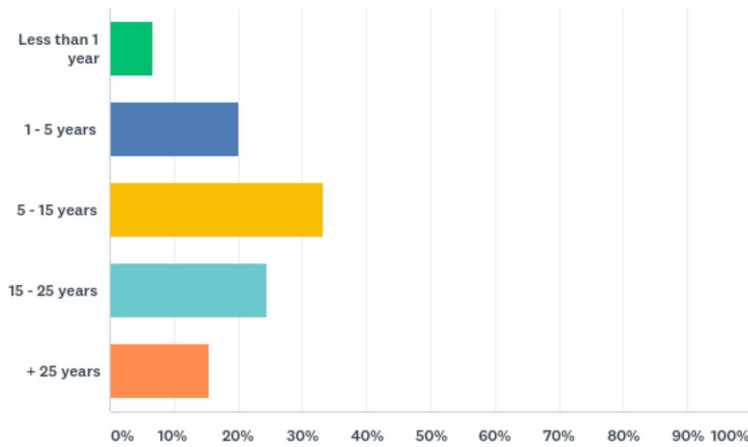
Q17 Are there any goods and services not currently available in Rochester Hills that you would like to see offered in the City?

Splash Pad Water Rochester Hills Dining
 Restaurants SMART Options Public Transit
 Stores Community Costco Run Independent
 Entertainment Public Transportation

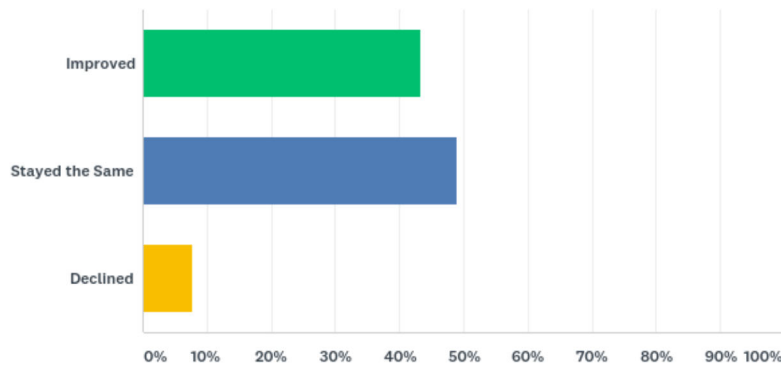
Questions 18-22 asked respondents to share a bit of information about themselves.



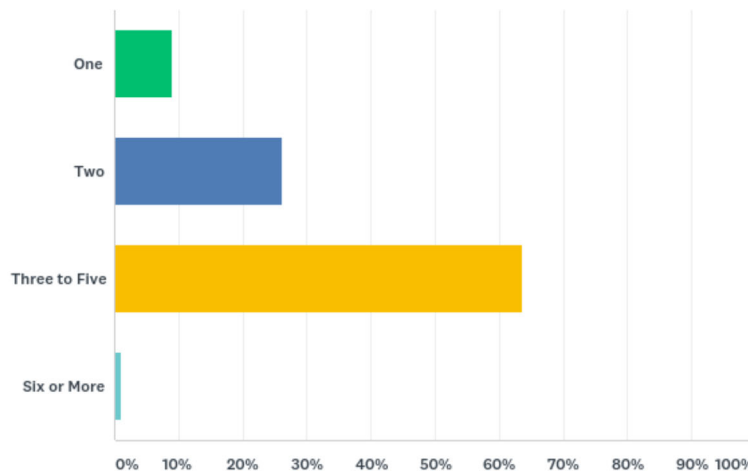
Q20 How long have you lived in Rochester Hills?



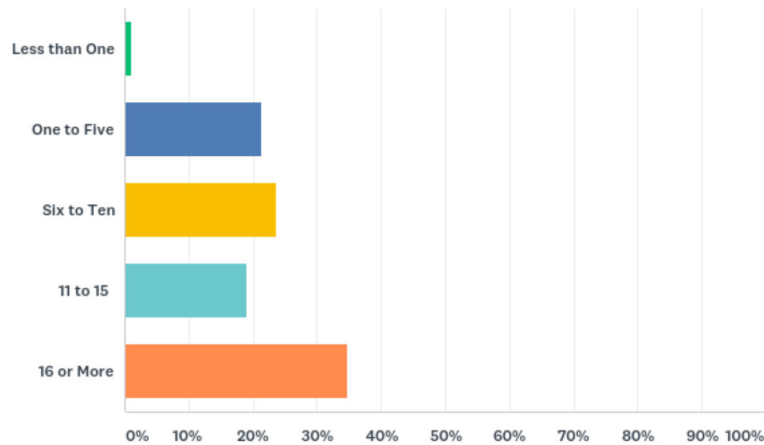
Q21 Since you moved to Rochester Hills, the quality of life in the city has:



Q22 Please indicate how many people live in your home, including yourself:



Q23 Please indicate how much longer (in years) you are likely to live in Rochester Hills:



Q24 What are the most important qualities you look for in a community? Select up to three.

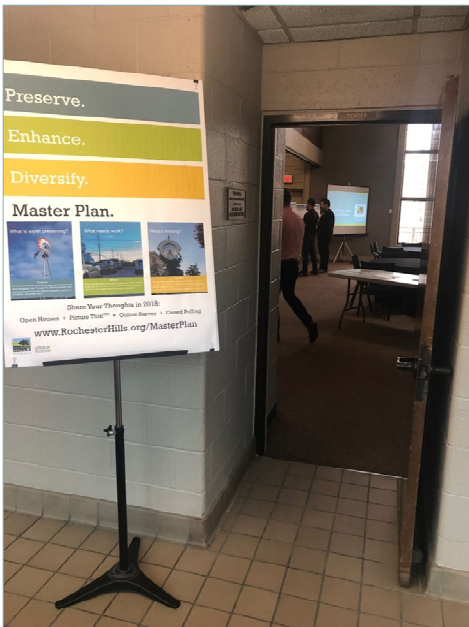


Q25 If you were in charge of Rochester Hills for a day, what is the first thing you would change?



Q26 Please provide any additional comments that may assist the City in updating the Rochester Hills Master Plan:

Premier Academy Pay Attention Expensive Oakland Township
 Options Empty Stores City Council Tax Dollars Park
 Decision Live Splash Pad Development
 Retail Roads Zoning Traffic Population Density
 Rochester
 Hills Clinton River Trail School
 Farmers Market Stop Building Stop Allowing
 Public
 Transportation Younger People Aging
 Apartments



Rochester Hills Public Input Open House #1

The Public Input Open House for the Rochester Hills Master Plan was held on April 23, 2018, at Rochester College. Public notices were advertised on the city’s website and social media pages.

The meeting began with attendees viewing poster board information on subjects including technological and social change, communities for all ages and abilities, demographics, existing housing and national trends, transportation and mobility, housing and employment market assessment, natural features, three redevelopment sites, and previous visioning session summaries. Throughout the meeting, staff and the consulting team guided attendees through the poster board information and a presentation on the purpose of the Master Plan process was given near the end of the meeting. While viewing certain poster boards, participants were asked to provide general comments, as well as specific comments to questions asked about existing conditions, desired housing types, natural features, and the three redevelopment sites. Comments were recorded on note cards at each station and below is a summary of responses received based on each topic.

Natural Features

Maps relating to natural features were presented and two questions were asked. Five responded “Yes” that they value living in a community that protects its natural features. Two responded “Yes” that they believe the community is doing enough to help protect natural features, with two expressing doubt.

Favorite Natural Places/Parks:

- River
- Paint Creek Trail
- Dinosaur Hill
- Innovation Hill
- O.U. wetland
- Borden Park
- “My back yard”

Housing

The housing station summarized existing housing types and presented information about trends in housing choices as well as other housing types that might be beneficial for current and future residents.

Desired Housing Types

- Townhomes/Condominiums – 4 Yes
- Mixed-use communities with commercial on the ground level and residential on upper floors – 4 Yes
- Duplexes/multiple family with a single-family character – 2 Yes
- Accessory dwelling units – 1 Yes
- Senior living communities – 1 Yes

Other Desired Housing Types/Comments:

- Detached middle-market condos
- Low-rise, high-character condos
- Middle-market single-family
- Under \$400K
- Ranch-style
- Triplex and Fourplex
- Convert Carson’s to apartments
- Smaller lot width in south end
- Adults with disabilities





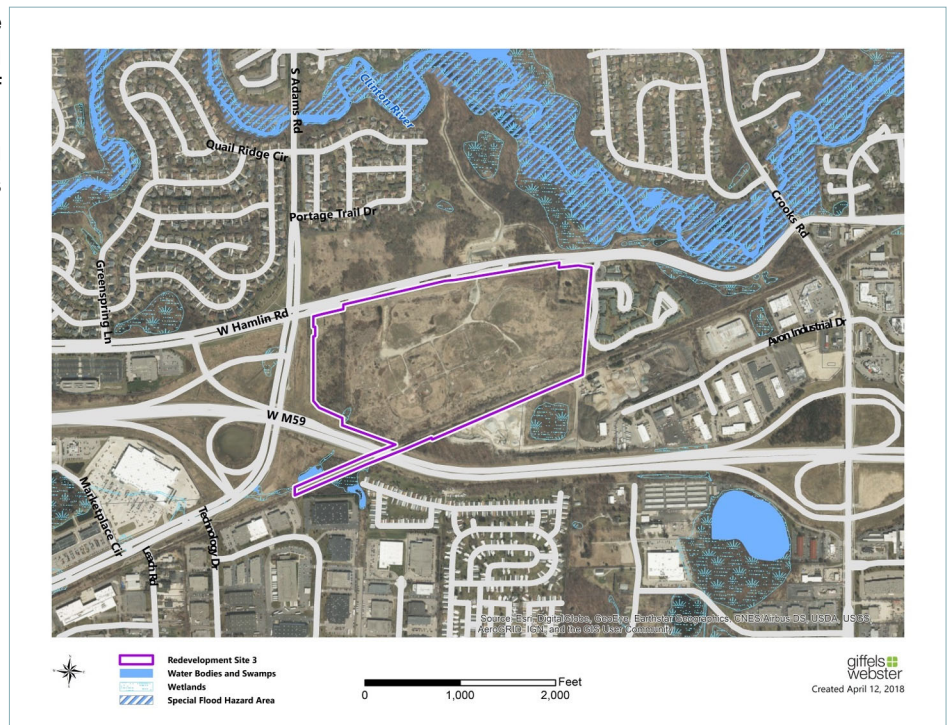
Redevelopment Sites

Three redevelopment sites were identified by city staff and the Planning Commission to be studied as a part of this Master Plan Update. General location, future land use, and zoning maps were presented and attendees were asked to consider the following:

1. How should the Cardinal/Veteran's Landfill Area Redevelop?

- No more big boxes or medical buildings
- Detached condos or ranch homes with manageable yards
- Walkable neighborhood
- Institutional uses or Live/Work

Redevelopment Site #1: Cardinal/Veteran's Landfill Area



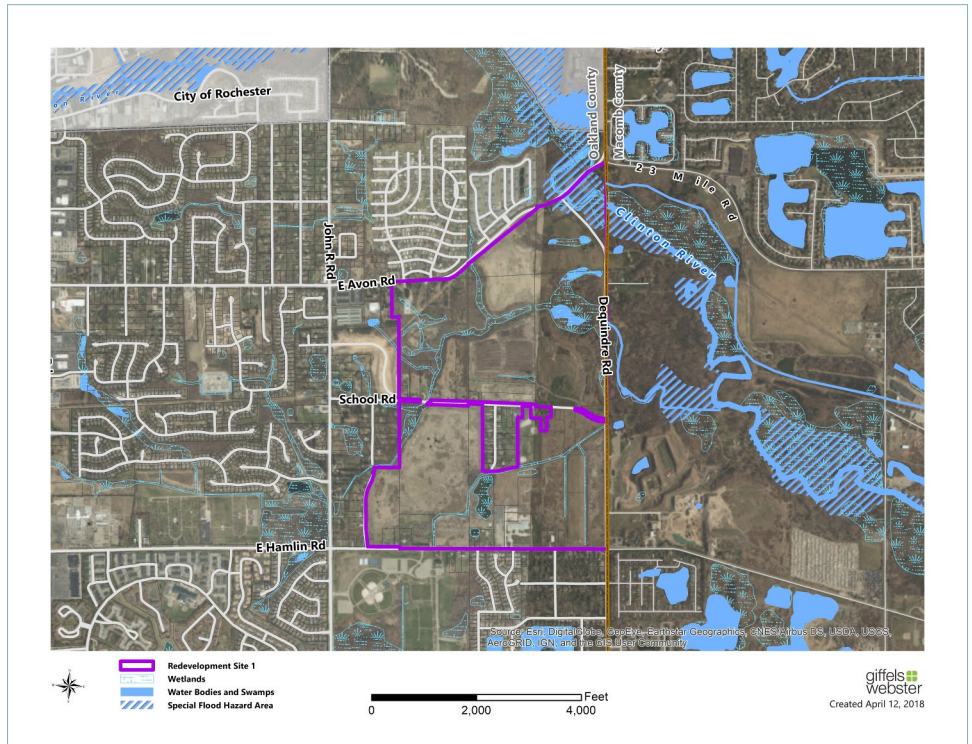
2. How should the Hamlin/Avon Landfill Area Redevelop?

- Revert to greenspace or recreation use
- Greenspace
- Recreation
- Walkways
- Minimize impact on watershed
- Minimize impervious surface
- Residential
- Pedestrian bridges to reduce traffic
- Low-traffic uses
- Residential
- Maintain hometown feel
- Garden plots for use by public and schools

3. How should the Bordine’s Site Redevelop?

- Single-family residential
- Low-density and low-traffic uses

Redevelopment Site #2: Hamlin Avon Landfill Area



Redevelopment Site #3: Bordine’s Site

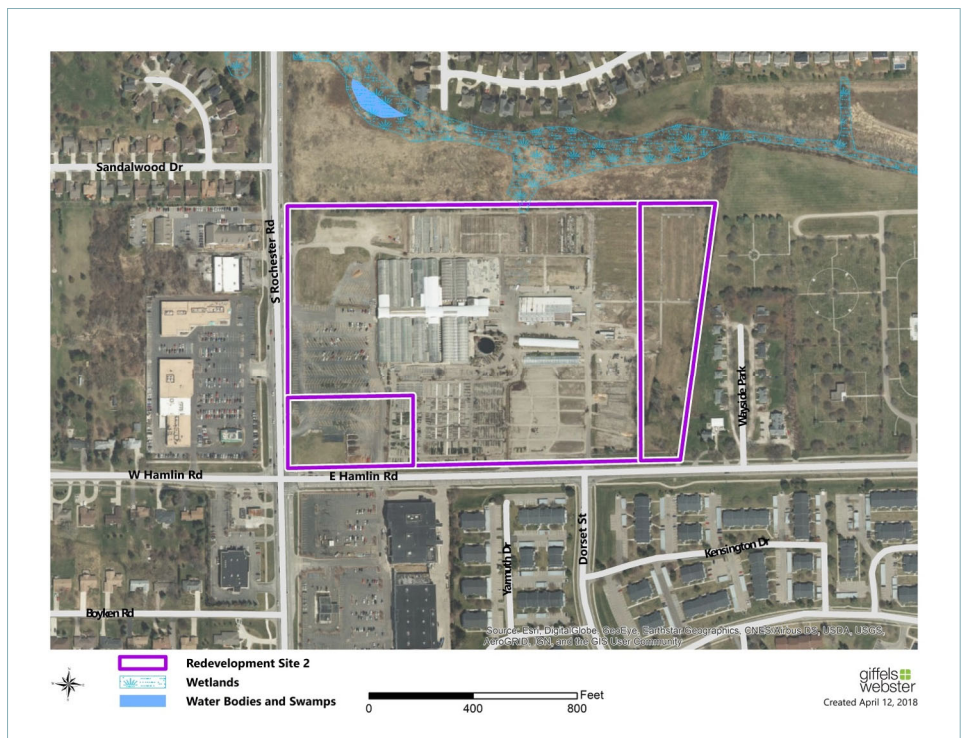
Other comments:

Transportation Comments

- Expand transit
- Expand transportation connected to SMART
- Connect to SEMTA buses
- Historic trolley
- On-demand public transportation
- Privately-funded transit connecting O.U. to shopping
- Rail transit to airports
- Less reliance on Uber and car services
- Autonomous vehicles unlikely

Additional Comments

- Too many “McMansions”
- Need affordable housing
- Love the natural features and hometown feel
- Increase historic preservation efforts
- Community is safe, stable and has natural beauty
- Require LEED for new construction over 10,000 sq. ft.



Rochester Hills Public Input Open House #2

The Public Input Open House for the Rochester Hills Master Plan was held on September 13, 2018, at the Village of Rochester Hills. Public notices were advertised on the city’s website and social media pages.

Poster board stations provided summaries of proposed Future Land Use map changes, housing and redevelopment site concepts. Throughout the meeting, staff and the consulting team guided attendees through the stations. Several members of City Council and Planning Commission attended and helped the planning team engage visitors and answered questions. About thirty-four people attended this event. A short survey asked for specific feedback related to the stations; nine responses were submitted.

As a companion engagement tool, a “virtual open house” was developed as an online platform, providing an opportunity for those who could not attend the open house. Eleven responses were submitted online and an additional 9 responses were inputted for a total of 20 responses. While the total of 20 responses is not statistically significant, the comments made by participants were consistent with those made throughout the Master Plan process. Of particular note were the responses to the Redevelopment Site concepts.

Redevelopment Site #1: Cardinal/Veteran’s Landfill Area

Corporate office park would be appropriate; some workforce housing and/or a mix of uses may be appropriate. Connections to the trail are important.

Question 1. If the City has the opportunity to amend the Consent Judgement in the future, how should this site be developed? (Check all that apply)

- Shopping Center—1 Response
- Keep 2004 Consent Judgment as-is—2 Responses
- Workforce or Live/Work Housing (intended for employees of local businesses)—3 Responses
- Corporate Office/Industrial Park—4 Responses
- Corporate Office Headquarters—5 Responses
- Mixed Use with Corporate Office Focus, Multiple Family Workforce Housing, and Limited Retail—5 Responses
- Other:
 1. “Let it go green with golf course”
 2. “Community center/sports stadium”
 3. “Not for housing”
 4. “Environmental remediation should be a significant consideration to clean the spaces”
 5. “Workforce, small retail, small housing. M-59 and Adams area is already way too busy. Also needs to be a trailhead, bathroom, and improvements to the Clinton River Trail in this area.”



Redevelopment Site #2: Hamlin/Avon Landfill Area

Recreation uses are preferred but energy generation could be appropriate if consistent with the surrounding uses.

Question 2. How should the city guide redevelopment of this site? (Check all that apply)

- Residential—1 Response
- Light Industrial: storage, warehouses, and light manufacturing—6 Responses
- Passive Recreation: open spaces, woodlands—6 Responses
- Energy Generation: solar, wind, and methane—8 Responses
- Active Recreation: indoor/outdoor sports fields, trails—10 Responses
- Mixed Use with Corporate Office Focus, Multiple Family Workforce Housing, and Limited Retail—5 Responses
- Other:
 1. “Would love to see a task force team started to figure out what to do with all these older subdivisions with no sidewalks to make walking and biking safer.”
 2. “All with walkable areas (sidewalks)”
 3. “We should avoid any use that exposes residents to the hazards that lie within or near this space. Homeowners surrounding this area should be made aware of the nearby environmental dangers.”

Redevelopment Site #3: Bordine’s

Respondents continue to support the retail-focused concept proposed several years ago, but many also would support a residential-focused concept.

Question 3. How should this site be redeveloped in the future?

- Suburban Shopping Center—0 Responses
- The Gardens of Rochester Hills concept: 300,000 sq. ft. of retail with a movie theatre and 72 housing units—3 Responses
- Walkable Retail Town Center similar to Village of Rochester Hills—5 Responses
- Other:
 1. “Affordable housing” —2 Responses
 2. “No to a walkable town center; too congested for more housing, traffic is terrible now.”
 3. “The area doesn’t need any of these options, surely not unless Rochester Road is widened.”

Question 4. Are there any other areas of the city that need attention/study?

- Rochester Road Traffic Management
- Area east of Reuter Middle School
- Aesthetics: sidewalks, lighting, street posts, green spaces, character
- Auburn Road from Dequindre to Livernois
- Heavy industry near the Ajax plant
- Lighting and street signs

Question 5. What do you think of allowing alternative housing like accessory dwellings or tiny homes?

- The city should allow only if the homeowner lives in one of the homes—1 Response
- The city should allow—3 Responses
- The city should not allow—5 Responses
- Let each neighborhood offer input regarding whether appropriate—7 Responses
- Other:
 1. “Homes with big lots could have guest house in back.”
 2. “Most lots are not large enough to include.”
 3. Should relate to high residential prices and high-paying jobs.
 4. “If they already exist, allow to stay.”

4th Grade Survey

As a part of their curriculum, the 4th graders in Rochester Hills schools make a visit to city hall each year to learn the basics of local government and how the city works. The Planning Department took this opportunity to share a bit about the Master Plan process and asked for students to give some thought to what they liked best about the city and what improvements they would make. Their top 20 responses are noted follow (including the number of times each response was provided):

What Are Your Favorite Places in the City?		What Do You Want in Your Neighborhood ?		What Do You Want Near Your School ?	
Response	#	Response	#	Response	#
My home/house/barn	61	Pool	82	Pets/animals	69
Parks	45	Park/nature preserve	69	New/better playgrounds/parks	60
The Village	32	Bigger playground	27	Trees	30
Downtown Rochester	23	More trees/pond	27	Stores	20
Library	23	Theme/water park	20	Pool/hot tub	16
Movie theater	21	Baseball/soccer/football field/ basketball court	18	Starbucks	13
Dairy Queen	20	Bigger Houses/lots of houses	15	A ferris wheel	12
Gamestop	15	My friends	7	Arcade/laser tag	10
Starbucks	15	Pets everywhere/dogs	7	Pond/lake	9
My school	14	Starbucks	7	Football /baseball fields	8
Target	14	Sidewalks	6	Nature center	8
Pizza places	13	Arcade	5	Houses, more schools	7
Bakery/Cupcake Station/Knapps	11	Dog park	5	Trampoline	7
McDonald's/Burger King	9	Happy people	5	Dairy Queen/ice cream parlor	6
Hibachi House Restaurant	8	Ice cream shop	5	Fair	6
Restaurants	8	Trails	5	Ga Ga ball pit	6
Woods	8	Animal shelter where you can volunteer to help	4	No dirt roads	6
Dicks	7	Ice cream truck	4	Plants	6
Orange Leaf	7	A School	3	Supplies store	6
Pool	7	Gamestop	3	McDonald's/Fast Food	5

When asked, 45% of the 4th graders say they plan on living in Rochester Hills when they grow up. 28% are unsure and 28% say no.

