

# 2018 Master Plan Update Executive Summary

## Guiding and Influencing Themes

**Preserve. Enhance. Diversify.** The 2018 Master Plan Update was launched with three guiding themes:

**Preserve.** Through the planning process, the community was consistent in the desire to preserve existing neighborhoods, parks and natural open spaces. Housing and development strategies are included to preserve, strengthen, and protect these important elements.

**Enhance.** Traffic concerns were nearly unanimously cited from everyone who participated in the planning process. While the Plan does not address traffic, land use policies and implementation strategies focus on concentrating redevelopment activities and creating more walkable places in the city.

**Diversify.** While many people enjoy the city's existing residential neighborhoods, there was a stated need through the process to diversify the city's housing stock to better accommodate the needs of aging residents.

**Visioning.** Through a series of early visioning sessions with leadership staff, the Rochester Hills Youth Council, Planning Commission and City Council, the following **influencing themes** emerged and are woven into the resulting goals and objectives, redevelopment site concepts and future land use map.

- **Improve community health.** This includes accommodating an aging population, continuing to enhance walkability and promoting active lifestyles for residents of all ages.
- **Support residents of all ages.** Improve walkability, mobility and availability of age-friendly activities. Ensure a variety of diverse housing choices are available.
- **Promote sustainable development.** Support changing modes of transportation, protect natural resources, promote low-impact building techniques and preserve open spaces and natural features.
- **Improve transportation.** Make land use recommendations that limit impacts to the existing transportation network. Accommodate alternative transportation modes, including autonomous vehicles.



## Public Engagement

Public participation is critical to the planning process. During the Master Plan update, several public participation approaches were used to reach a diverse group of residents—from young to old. To engage the community, the city created a webpage specific to the planning process ([www.RochesterHills.org/MasterPlan](http://www.RochesterHills.org/MasterPlan)) and updated it regularly with plan-related information and links to the variety of input opportunities, which included:

- **Public Input Survey.** Online survey focused on potential redevelopment sites, housing needs and wants, and ways to improve the image of Rochester Hills.
- **Picture This!™.** Online platform that for photos and comments about things people like in the city and other communities.
- **Public Open House #1 – April 23, 2018.** Open House at Rochester College
- **Open House Story Map.** Following the open house, an online webpage included the posters and summary of input received and encouraged additional input.
- **Fourth-Grade Surveys.** As part of the annual 4th grade visit to City Hall, students were asked what their favorite places were in the city, what they wanted to see in their neighborhoods, what they wanted near their schools, and if they thought they might want to live in the city when they grow up.
- **Art Contest.** Young people ages 5-18 were asked to consider what makes a Great Place and respond by drawing or painting a picture, writing a poem, or taking a photograph of their favorite Great Places in the City of Rochester Hills. Winning entries are included in the Master Plan Update.
- **Public Open House #2 September 15, 2018, at the Village of Rochester Hills.** Second open house to share the draft Plan, changes to the Future Land Use Map and concepts for the redevelopment sites.
- **Public Hearing.** Planned for December 2018/January 2019.

## Goals and Objectives

To address these broad themes, the 2018 Master Plan goals are broken into the following categories:

- **Land Use Planning**
- **Housing**
- **Economic Development**
- **Transportation**
- **Community Amenities and Services**
- **Preservation and Sustainability**

Within each category, the goals are presented in clear, concise bullet points that address the following:

- What do we want?
- Why?
- Where? (Note: generally, goals apply throughout the city, but the question is included a guide for the future; some goals may apply in specific areas of the city)
- What are the potential obstacles or related considerations that may impact achieving the goal?

## Housing

This plan calls for the continued diversification of the city's housing stock to offer a greater range of sizes, forms, price points, ownership and tenancy models, and configurations. The plan addresses this through the addition of the R-5 land use category and suggests increased density in mixed-use areas, including the Auburn Road corridor, focusing on areas that have redevelopment potential. This will allow the city to address areas appropriate for increased density without compromising the character of its larger lot areas. The concentration of denser housing forms in specific areas also ensures that such developments will have proximity to shopping and employment centers that encourages alternative transportation arrangements such as walking or biking to work.

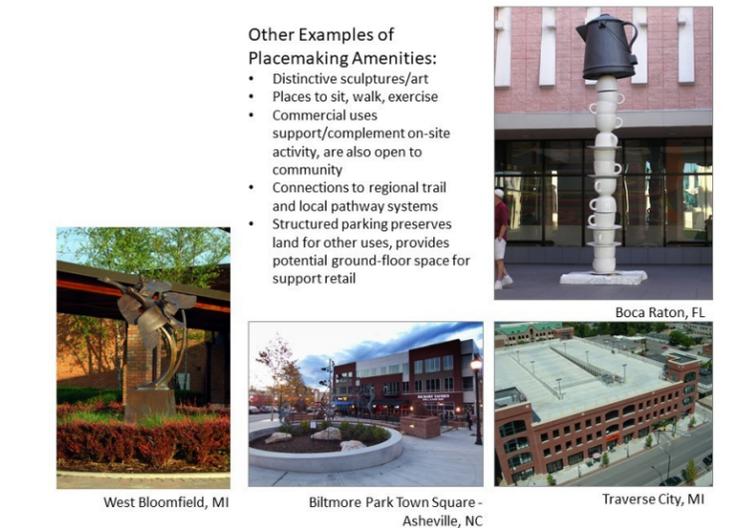


Examples of current housing in the City of Rochester Hills

## Redevelopment Sites

Three redevelopment sites were identified as currently vacant or under-utilized, given their location, unique features, and size. Concepts for redevelopment suggest key components that are envisioned and approaches to facilitate redevelopment.

**Suburban Softball Landfill Area Concept.** Focus on office uses and incorporate walkability and placemaking amenities to attract high-quality development.

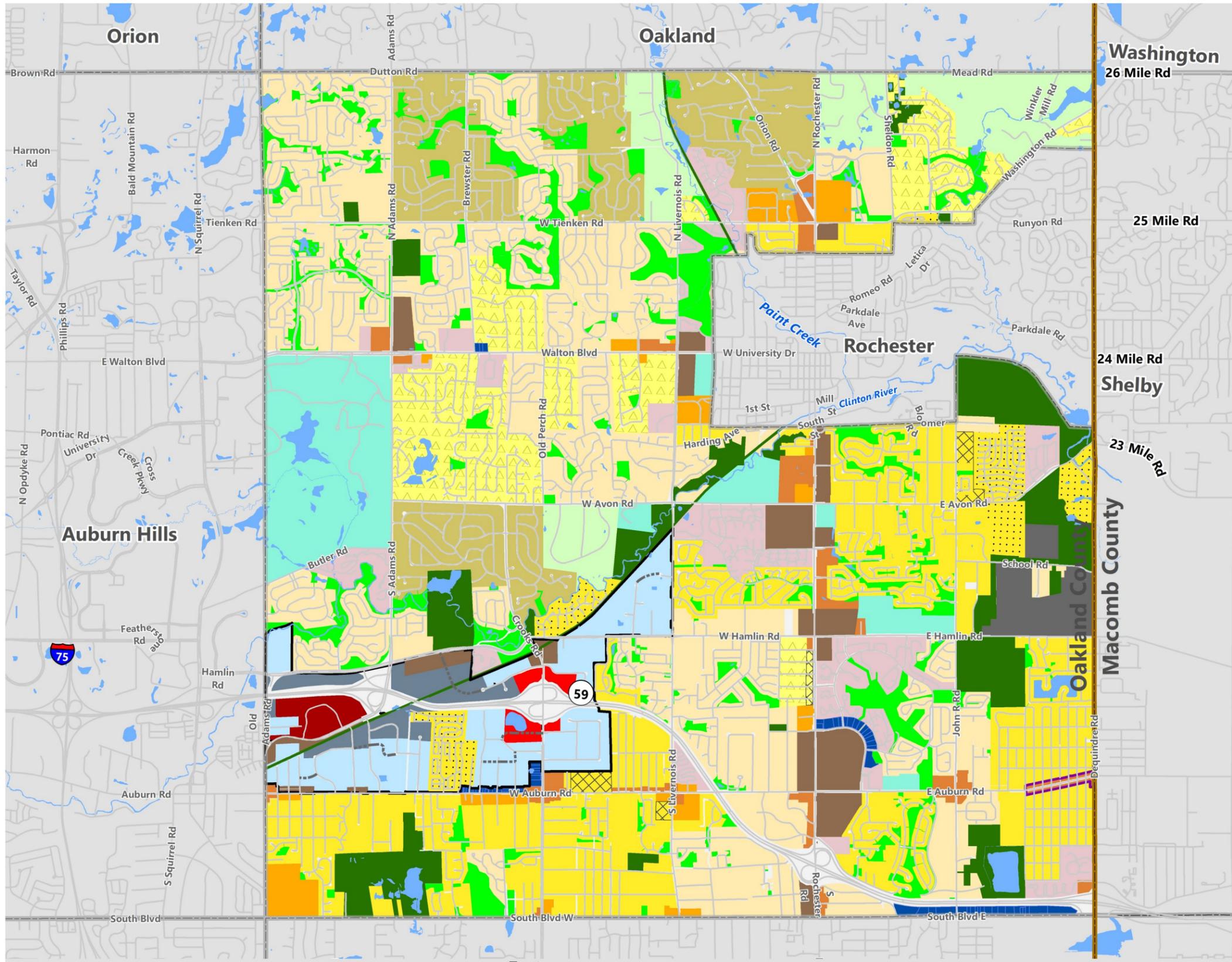


**Hamlin Landfill Area Concept.** Public and private recreation uses that connect to existing recreation areas and area supplemented by energy generation and light industrial businesses.



**Bordine's Concept.** Housing-focused redevelopment that includes supporting retail and commercial uses designed with walkability in mind.





- Estate Residential
- Residential 2
- Residential 2.5
- Residential 3
- Residential 4
- Residential 5
- Mixed Residential Overlay
- Multiple Family
- Residential Office Flex
- Commercial Residential Flex - 2
- Commercial Residential Flex - 3
- Office
- Workplace
- Technology and Office Image Corridor
- Interchange
- Regional Commercial
- Industrial
- Special Purpose
- Public Recreation/Open Space
- Private Recreation/Open Space
- Auburn Road Corridor
- Regional Employment Center
- Future Roads

# Future Land Use Plan 2018 - 2038

City of Rochester Hills  
Oakland County, Michigan



0 4,000 8,000 Feet  
Source: Oakland County GIS, Rochester Hills  
Map Created: January 16, 2019