



Planning and Economic Development

Sara Roediger, AICP, Director

From: Sara Roediger
To: Planning Commission
Date: October 13, 2017
Re: Master Plan Update

As discussed over the past year, it's already time to begin work on the update to the City's Master Plan. As you may be aware, the state requires each municipality to review the Master Plan every five years to ensure the Plan continues to be current and relevant. The existing plan was adopted in early 2013.

Last year the City hired [Giffels Webster](#) as the City's ongoing planning consultant. As part of that contract, the City included the option to work with them on the Master Plan update. Following a presentation on their proposed approach to the update, the City has moved forward and signed an agreement for services to prepare the update over the next twelve months. Please see the attached presentation that outlines their approach and scope of work, but the key points and items of interest to the Planning Commission are highlighted below:

1. Overall arching themes to be addressed throughout the plan include innovation, sustainability, and "PED" (Preserve, Enhance Diversify).
2. Public involvement efforts varied and different than traditional meetings. Elements include:
 - a. Staff visioning session (November)
 - b. Planning Commission and City Council joint visioning session (January)
 - c. Online survey
 - d. Crowdsourc "Picture This": online platform which allows people to upload pictures of things they like/don't like or examples of items elsewhere that they would like in Rochester Hills
 - e. Community Information Kiosks: at key locations such as the OPC, Library, Village, Emagine Theater, etc..
 - f. Handouts to 4th grade tours
 - g. Public Open Houses: one at the beginning to gather ideas and one near the end to get feedback on draft plan
 - h. Crowdsourc Polling: online platform to get feedback on preliminary recommendations
3. Redevelopment Strategy for four sites/areas in the City, three to be selected by Planning Commission, with the landfill area at Dequindre and Hamlin being the fourth.
4. Incorporation of a market analysis, to be completed by Chesapeake Group, the same firm that completed the Auburn Rd. market analysis.
5. Result in a graphic oriented, easy to read document, including web-based summary.

The proposal includes six progress report meetings with the Planning Commission to provide input along the way to help guide the development of the plan, in addition to the joint visioning session with City Council and the public hearing. Instead of proposing six additional meetings, staff is recommending that the Planning Commission hold special work session meetings on the same night as regularly scheduled meetings to start at 6pm, thereby allowing for one hour of discussion dedicated to the Master Plan effort. If additional time is needed, and if the agendas warrant, discussion can continue following the scheduled agenda items.

We look forward to working with the Planning Commission, City Council, Giffels Webster, and the Rochester Hills community to develop a plan that continues to implement the vision of the City and ensures Rochester Hills remains the preeminent place to live, work and raise a family! Feel free to contact me if you have any questions on the Master Plan update.