

Master Plan Proposal City of Rochester Hills



preserve

enhance

diversify

Rochester Hills: Master Plan

The City of Rochester Hills is preparing to update the Master Plan and is interested in exploring concepts that impact short-, mid-, and long-range land use policies and strategies. We suggest the conversations about these concepts explore the question: How can the Master Plan process lead to land use policies that support city themes of preserve, enhance and diversify?

Plan Goals:

- **Preserve:** Everyone in the community will be able to identify at least one thing they love about the city. Through the planning process, celebrate those things that the community believes are the best things about the city and explore strategies to preserve, strengthen, and protect them.
- **Enhance:** There may be areas in the city that need work. Identify what the community believes should be enhanced, improved, and enriched.
- **Diversify:** The city offers more than “one size fits all” housing, jobs, and education. Identify how the community sees what is working and what needs work when it comes to offering a variety of cultural, social, and economic opportunities. Develop strategies to help the city diversify.

Planning Process Objectives:

- Encourage public participation by utilizing a variety of engagement tools that afford all members of the community the opportunity to provide their input.
- Explore key planning topics, including housing, land use, community health, and what it means to be an “age-friendly” community.
- Provide actionable strategies for advancing Master Plan goals and objectives



Master Plan: Visioning

Visioning: We propose a series of visioning exercises that will first tap into the expertise of city staff, Planning Commission and City Council. These exercises will result in guiding principles that will be more fully discussed by the Planning Commission, City Council, residents, and business owners during the Master Plan process. The visioning exercises will combine self-study and reflection with group discussion.

Proposed Visioning Exercises:

1. **Planning Brief.** Giffels Webster will prepare a short background briefing for city leadership staff, City Council, and the Planning Commission on current land use planning concepts that impact community sustainability including: complete streets, parks & recreation, placemaking, population, housing, and economic trends.
2. **City leadership staff “advance.”** Invited staff will participate in a two-hour workshop where we will facilitate discussion on issues raised in the planning brief. Staff will explore the city’s strengths, weaknesses, opportunities, and threats that impact land use planning.
3. **City Council & Planning Commission Survey.** Using the findings from staff and the planning brief, an online survey will allow officials to respond to emerging concepts. The survey will include multiple choice questions, ranking questions, and open-ended questions.
4. **City Council & Planning Commission Joint Meeting.** At a joint meeting of the Planning Commission and City Council meeting, we will facilitate a 1.5-hour discussion that will include an overview of the planning brief, summary of the staff advance, and findings from the online survey. The remainder of the time will be spent refining key concepts to be used as the guiding principles for the Master Plan.

Objective: Tap into the expertise of city staff and officials while encouraging internal communication and knowledge sharing.

Meetings: One Visioning Session and One joint meeting with Planning Commission & City Council

Deliverables:

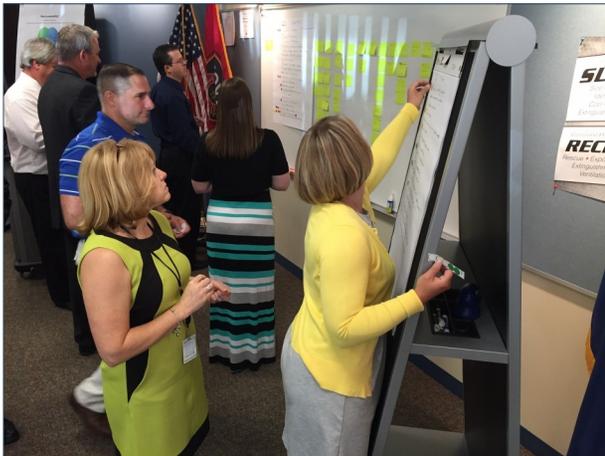
- Planning Brief Resource Packet
- Visioning Session Summary
- Council & Planning Commission Survey Summary

Visioning



Why visioning with staff?

We believe that the city's professional staff has unique insights into how the city functions, and could share with each other how specific industry trends might impact land use and planning issues.



Photos from a 2015 "Leadership Advance" that our team facilitated in the City of Novi. This collection of city staff represented a variety of departments and interests responsible for specific functions in this high-functioning city. Our goal was to encourage dialog and foster communication between departments as well prompt each department to consider how its functions relate to land use.



Master Plan: Public Engagement

Public participation is critical to the planning process. Our team offers several public participation approaches in this project in order to reach a diverse group of residents—from young to old.

Our team will include a public engagement “training” workshop for city staff who will assist community members with the various opportunity to provide input. This will also serve to engage a variety of city staff in the planning process. Our team will include the following tasks:

1. **Public Input Survey.** Create an online survey tool to gather input from the community about potential redevelopment sites, housing needs and wants, and ways to improve the image of Rochester Hills. This survey will run during the analysis portion of the project. Hard copies may be used for those who are not comfortable using a computer.
2. **Crowdsource Story Map—“Picture This!”:** Create an engaging online platform that gives the community the opportunity to submit photos and comments about things people like in the city and other communities (see example next page). This intuitive and user-friendly platform can be used on a computer, tablet, or phone.
3. **Community Kiosks.** Create engaging posters for placement in highly visible locations throughout the City that ask the community to offer their thoughts on the plan themes of “preserve, enhance, and diversify.” Locations could include: City Hall, the Library, and OPC (see example on page 8). This “analog” approach is a companion piece to the online platform.
4. **Public Open House.** Following data collection, the public will be invited to attend an open house to review the findings and offer additional input. This is envisioned to include “stations” on a variety of topics, with our planning team assisting city staff and officials as key planning concepts are discussed and community comments received.
5. **Crowdsource Polling.** Develop an online platform to educate and inform the community about key concepts in the draft plan and offer opportunities for input. (see example page 9)

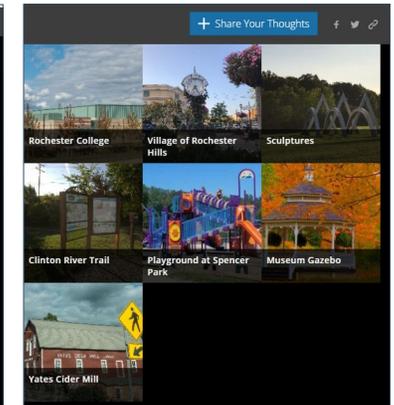
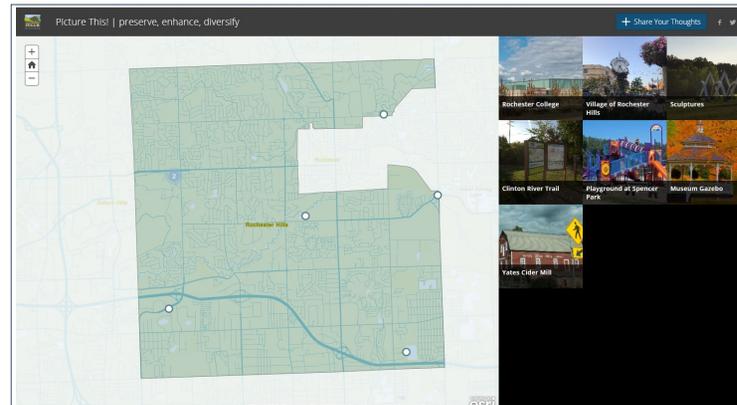
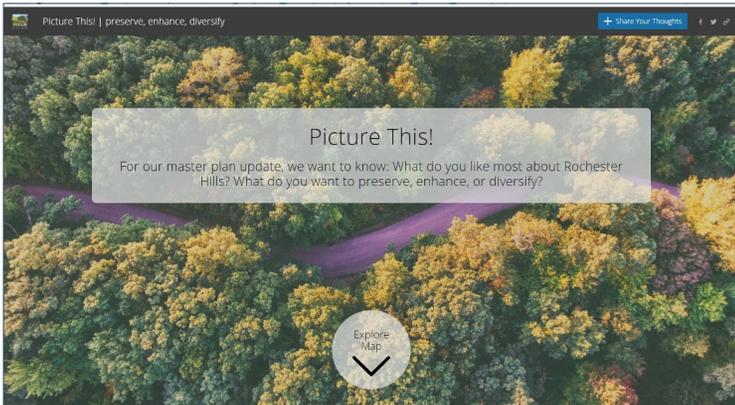
Objective: Offer a variety of opportunities for the city’s residents and business owners to participate in the planning process.

Meetings: One public engagement training workshop for staff, and one public open house

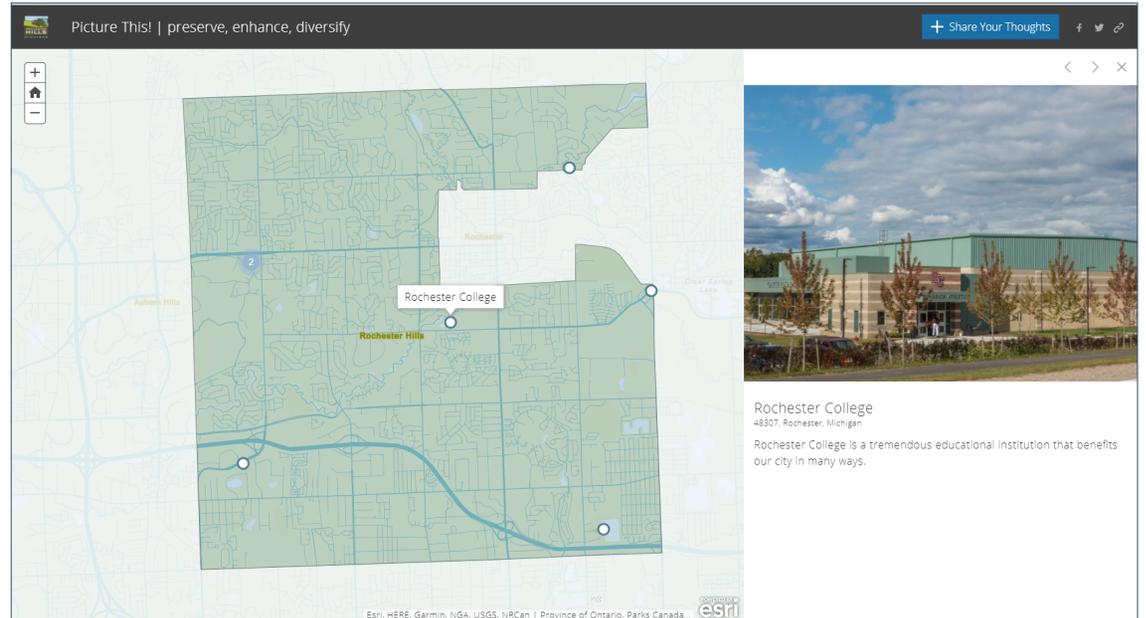
Deliverables:

- Community survey summary
- Summary of story map input
- Summary of kiosk input
- Summary of crowdsource polling

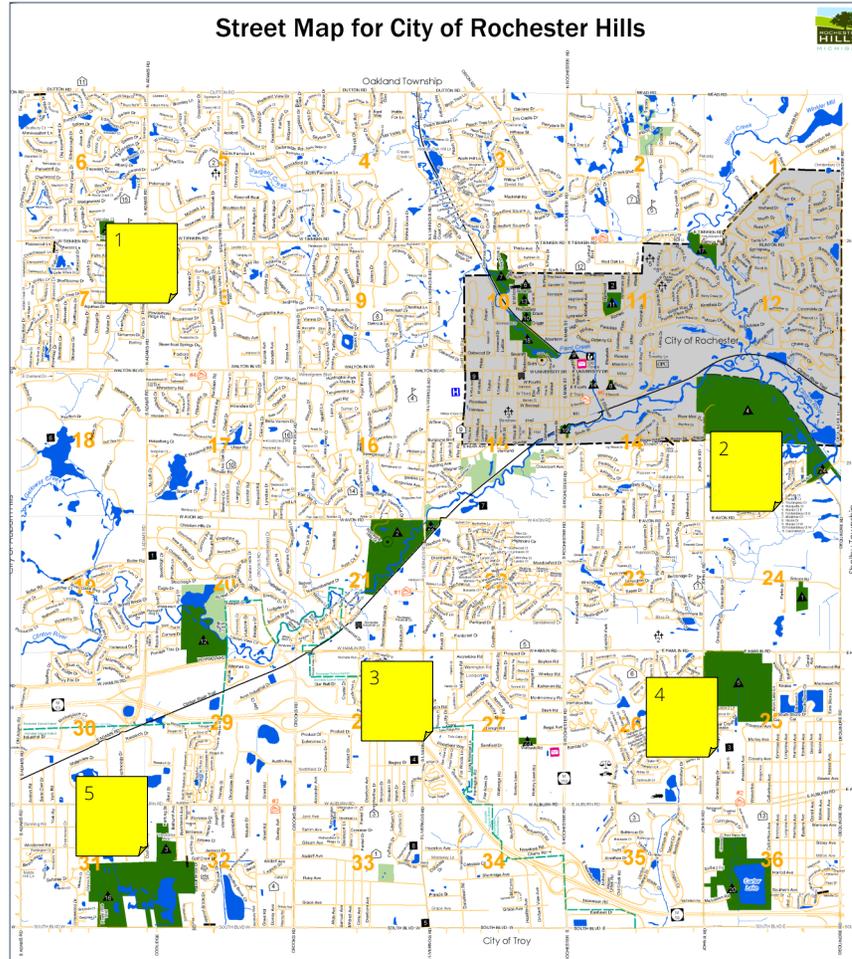
Public Engagement: Crowdsourced Story Mapping—"Picture This!"



What is a story map? For a community planning project, a story map is a tool that uses a variety of media to illustrate key points and concepts. Using geographic information systems (GIS), we can map this data to convey information about the community in a richer, more engaging way. Residents, business owners, and even visitors will be invited to participate in the planning process by adding a photo that is placed on a map. Points on the map appear as circles that grow when multiple images are tagged to that location. Resulting images may be used throughout the planning process.



Public Engagement: Community Kiosks



What are Community kiosks?
Community kiosks are posters that will be placed at City Hall, the Library, and the OPC. People will be invited to participate by adding a note and/or photo that is pinned onto the map.

Public Engagement: Crowdsourcing Polling

Los Angeles Department of City Planning

DTLA 2040: PROPOSED GENERAL PLAN DESIGNATIONS

General Plan Designations express a variety of goals, policies, and zoning tools to support each condition. The proposed General Plan Designations reflect the relationship between land use, physical built form, and functional aspects that differentiate one area from another. Each designation includes a description of the range of intensity, height, and typical uses that characterize an area, contributing to its identity and sense of place.

We want to hear from you! Integrated into the map is a comment function that you are encouraged to use.

Reflecting the input received, this map will be updated with preliminary zoning ranges as part of the development of the draft Downtown Community Plan

TRANSIT CORE

- Maximum FRI: 10:1 – 13:1
- General Uses: Regional mixed use, multi-family residential, entertainment, and office emphasis.

Transit Core areas are dense centers of activity built around regional transit hubs that provide easy access for commuters, transit users, and cyclists to a variety of transportation and recreation options.

Los Angeles Department of City Planning

DTLA 2040: PROPOSED GENERAL PLAN DESIGNATIONS

Enhanced streetscapes, paseos, and alleys create a seamless network of walkable paths that balance the high-intensity built environment. A diverse mix of office, residential, retail, cultural, and entertainment uses makes these places centers of activity around the clock.

Comments

What is crowdsourcing polling? Crowdsourcing polling allows the community to submit comments or feedback on existing plans and proposals. The application is responsively designed to be used on tablets and desktop computers. Our team will develop a future land use map with accompanying text, sketches, photos and/or precedent images that can be used to explain key planning concepts and objectives while encouraging dialog. Residents and business owners will be able to submit comments and/or vote on specific aspects of the land use plan.

Master Plan: Scope of Work

WORK PROGRAM

Task 1 Kick-off: Base map, website, meeting.

- A. Meet with the Planning and Economic Development (PED) staff to kick off project, refine scope as needed, and establish project milestones. Discuss findings and suggestions from the visioning exercises as well as recent plans and reports.
- B. Discuss potential groups that should be included in the public participation process.
- C. Create a project website that will include information on the process and meetings, as well draft plan chapters.
- D. Plan Preparation Notices. Coordinate with city staff to prepare and distribute public notices of the City's intent to update the Master Plan as required by State law.
- E. Define the project communications plan. We recommend a bi-weekly phone call or teleconference with PED staff to facilitate communication and meet project milestones.

Task 2 Existing Conditions:

Data collection & Inventory. Compile data and images of the following, to be analyzed in following task elements:

- A. Update and assess economic, housing, and demographic data to understand changes in past five years.
- B. Update additional land use elements, including natural features and open space.
- C. Meet with the Planning Commission to discuss existing conditions, review planning project milestones, and outline the public participation process.

Task 1 Objective: Confirm staff and our team are on the same page in terms of the planning process scope and methods of communication. Assist staff with legal requirements related to the Master Plan.

Meetings: One daytime meeting with staff.

Deliverables:

- Meeting summary
- Project website

Task 2 Objective: Understand current conditions in the city and share that information with city officials.

Meetings: One meeting with the Planning Commission

Deliverables:

- Summary of existing conditions

Task 3 Market Analysis.

Using the best available data, our partners at The Chesapeake Group will update market data as presented in the 2016 Auburn Road Corridor Plan. This will include the following information:

- A. Update the trade area population & spending potential; location of competing centers and their business mix; understand the financial impact of the daytime (student/workforce) population.
- B. Update regional trends and related commercial and housing development.
- C. Update research and development and emerging technology arenas based on compatibility, competition, and other factors.
- D. Assess the goods and services market using two approaches to define economic opportunities: a cluster analysis using gap methodology and demand forecasting.
- E. Identify marketable opportunities for the future based on the economic and physical factors derived from the above analysis.

Task 4 Housing & Neighborhood Plan:

- A. Review the existing housing profile in terms of types, ownership, and occupancy.
- B. Understand how the housing market impacts and is impacted by land use.
- C. Using GIS mapping, analyze demographics (focusing on age and households with and without children) in conjunction with land use and housing types.
- D. Explore innovative housing types, such as accessory dwelling units, “missing middle” housing, and other housing to serve the aging population so they may remain in the community.
- E. Illustrate new housing concepts and potential locations as well as other land use strategies that improve livability for residents of all ages.

Task 3 Objective: Understand current market conditions in the city that will help inform the planning process.

Meetings: None.

Deliverables:

- Updated market assessment

Task 4: Objective: Understand the current housing options in the city to assess how housing and land use.

Meetings: One meeting with the Planning Commission to review tasks 3 and 4.

Deliverables:

- Summary of housing types and related mapping.

Master Plan: Scope of Work

Task 5 Redevelopment Strategy/Plan:

- A. Based on the existing conditions overview, market analysis, and public input, our team will assist the Planning Commission in identifying and prioritizing three sites, neighborhoods and/or districts that are ready for redevelopment, infill development, or adaptive reuse. We recommend the former landfill area near Dequindre and Hamlin be included as a fourth site.
- B. Outline goals and implementation strategies for the defined locations. Include lead groups and measurable milestones to track achievements.
- C. Develop concept sketches and/or precedent images for the redevelopment areas that reflect the new vision.

Task 6 Plan Preparation:

- A. Goals & Objectives. Based on the existing conditions overview and public input, our team will assist the Planning Commission in updating the Master Plan goals, policies, and objectives
- B. Develop a Future Land Use Plan Map and supporting recommendations based on the existing conditions analysis, public input, and goals and objectives. A narrative of the intent of each land use category will be provided in tabular form. Graphics and implementation details illustrating specific proposals will be included as appropriate.
- C. Master Plan Strategies. Conceptual illustrations and photographs/sketches will be incorporated as appropriate to facilitate understanding (see examples on page 16). The Master Plan will include strategies that reflect the themes “preserve, enhance, and diversify,” for the following focus areas:
 - Housing
 - Redevelopment areas
 - Economic development

Task 5 Objective: Utilize redevelopment sites to illustrate how plan concepts could be applied to advance community goals and objectives.

Meetings: Two meetings with Planning Commission: one to identify redevelopment sites and the second to review recommended strategies.

Deliverables:

- Redevelopment strategies chapter

Task 6 Objective: Assemble the previously completed components into planning document.

Meetings: One meeting with the Planning Commission

Deliverables:

- Draft Plan

Task 7: Implementation

The Master Plan Update should be a living document, one that provides guidance and direction for short and mid term action plans. Realization of the community’s vision, as identified in the Master Plan will only come to fruition through decisive actions that result from an implementation strategy.

- Action Items Summary Table: an easy-to-use checklist for prioritizing implementation strategies. Identify a Champion and Partners for each specific action item to ensure implementation success.
- Zoning Plan: Prepare a Zoning Plan to guide short range zoning decisions. Relate current and new districts to each land use category as necessary. Provide direction for zoning changes needed as a result of the Master Plan.

Task 8: Public Hearing & Adoption

- A. Assist Planning Commission with the Master Plan public hearing. Prepare Resolutions of Adoption.
- B. Assist the City Council with final adoption procedures, as needed.

Task 7 Objective: Guide the city with implementation of the master plan.

Meetings: One meeting with Planning Commission

Deliverables:

- Action Items Summary Table
- Zoning Plan

Task 8 Objective: Assist the city with notice, distribution, and public hearing requirements associated with adoption of a master plan.

Meetings: One meeting with Planning Commission and one meeting with City Council.

Deliverables:

- Final draft plan for public hearing

Master Plan: Scope of Work

Task 9: Plan Prep & Printing

- A. Final draft: Prepare document for printing and/or electronic copies on cd and/or website. Print complete document for distribution.
- B. Print & Transmit Adopted Plan: Print Master Plan for final distribution as hard copy and an electronic document in Word/Publisher and PDF format. GIS data from maps created during the process will also be delivered to the City. Coordinate with city staff to ensure the adopted Plan is distributed in accordance with State law.
- C. Executive Summary: Our team will provide two options for the executive summary of the plan—one web-based and one hard copy—that will provide opportunities for the community to understand the plan contents.
 1. **Story map.** Create a story map summary of the adopted Master Plan that illustrates maps, photographs and/or illustrations, and key concepts.
 2. **Poster.** Create an Executive Summary poster of the Master Plan that includes the Future Land Use Plan Map and key concepts, including redevelopment sites (see example next page).

Task 9 Objective: Assemble the final planning document.

Meetings: None

Deliverables:

- One print copy of the entire Master Plan
- One electronic copy of the plan.
- One electronic copy of the summary poster.
- One story map—web-based summary

What is a Master Plan?

A Master Plan is a community's long-range guide for the future and contains guiding principles that help a community create land development policies and make land use decisions. In Michigan, state law requires the master plan be reviewed every five years. This review allows communities to check in on their progress and ensure the vision and guiding principles are still relevant. The planning process combines the expertise of City staff and the knowledge of officials, residents, and business owners, public input and involves building consensus about where the community wants to go and creating a strategy for how to get there.



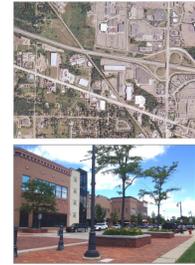
The Master Plan process included an open house to gather input from the community. The open house was held on October 15, 2015 at City Hall.



2016 Master Plan Goals

- Quality and variety of housing.** Strive to ensure the availability of a wide range of attractive housing choices that are protected from noise, traffic, and other impacts of non-residential development. Encourage the development of neighborhood open space and neighborhood commercial goods and services to minimize motorized travel.
- Community identity.** Supplement the city's identity by enhancing the preservation of the city's historic resources and expansion of its cultural opportunities. New development of land should continue to be of high-quality design and materials.
- Environmental stewardship.** Maintain public and private stewardship of the natural environment through the preservation of open space, protection of woodlands and wetlands, and utilization of low-impact development techniques.

- Infrastructure.** Invest wisely into the ongoing maintenance and improvements to existing infrastructure, including utilities and the transportation network. Ensure that new development minimizes the demands placed on the city's existing infrastructure. Support the city's entire transportation network through the development and enhancement of non-motorized transportation facilities and amenities.
- Economic development.** Encourage development and redevelopment while maintaining the balance between the economy, the environment, and the community to ensure sustainable development that meets the needs of today while ensuring that the needs of future generations can be met.



City of Novi 2016 Master Plan Update

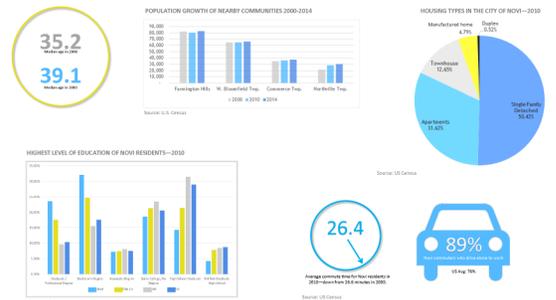
The City of Novi is a thriving community in Southeast Michigan.

Incorporated in 1969, the city has roots as far back as the early 1800's when it was settled as a farming community. It remained relatively rural until the mid-1900's as new transportation networks in the region knitted the then-Village of Novi into the fabric of metropolitan Detroit. When the village became a city in 1969, the population was roughly 9,700. From the 1970's to today, one new subdivision after another made Novi into one of the most populous suburbs in the region with a 2010 population of 55,224.

Novi residents enjoy excellent schools and a diverse housing stock. Its location is one of the city's biggest strengths, for residents as well as businesses. Easy freeway access gives the city convenient access to Lansing, Detroit, and Ann Arbor as well as Detroit Metropolitan Airport. The city maintains a diverse park system that includes a growing trail network along with active and passive recreation opportunities. With access to 670-acre Walled Lake, community sports fields, playgrounds and nature areas, residents can enjoy a variety of water and field sports.

Maintaining and enhancing these strengths will be important to continue the city's success into the future. This Master Plan Update reinforces the city's commitment to keep Novi thriving into the future.

Community Snapshot



The City has a variety of housing options, with single-family detached housing being the most common.

Assisted by Giffels Webbster Associates and The Chesapeake Group

Master Plan Focus Areas Grand River Avenue

Grand River Avenue is one of the most influential and historic thoroughfares in southern Michigan. It was the city's initial thoroughfare of commerce, transporting people and goods through the city and beyond. While many industrial and manufacturing businesses still exist in the corridor, more recent development includes destinations for the region, such as Providence Park Health System and the Suburban Collection Showplace. Opportunities exist to enhance the corridor's function and its appearance, resulting in roadway that creates a community identity for the City of Novi.

Redevelopment Sites

In addition to improvements in the Grand River Corridor, specific focus areas were identified. These sites are currently vacant or under-utilized, given their location, unique features, and size. Redevelopment of these sites offers the opportunity to increase housing and stimulate business activity in concentrated areas of the City, allowing the rest of the City to retain its existing suburban character.



City West Focus Area: A walkable, vibrant, mixed-use district that accommodates a compact form of development. Up to two stories residential density (16 to 20 units per acre) with three to four stories commercial, office, and entertainment uses are envisioned on street fronts, with residential density on higher floors. Funding will be provided to construct and maintain streetlights.

Town Center District: The city's "main street" area and which is to be redeveloped into a vibrant, walkable, and mixed-use district. In accordance with the 2014 Town Center Area Study.

Anglin Property: Situated at the corner of Town Center Drive and Grand River, with potential for a large parcel. The site is currently vacant. Redevelopment opportunities are described in the Redevelopment Sites chapter.

Grand River East: Grand River East is comprised of a variety of goods and service uses that primarily serve the local community. Existing buildings and improvements to the non-motorized transportation facilities will enhance the area for local residents.

Pavilion Shore Village



Source: Fairmont Properties



Source: Cottage Company

Redevelopment Site 1: Pavilion Shore Village

Redevelopment at the intersection of Old Novi Road and Thirteen Mile Road is envisioned to establish a unique sense of place by providing housing and commercial uses that are inspired by the natural and recreational features of Pavilion Shore Park and Walled Lake. The site is bounded on the east and west by medium-density residential development. To the north is Pavilion Shore Park, on the south shore of the 670-acre Mid-Sports Walled Lake. The current land area encompasses a total of 6 acres, which includes 41% vacant, 20% commercial/office, 20% single-family residential, and 11% roadway. The market assessment conducted with this Master Plan Update estimates 300-400 of new units would be oriented towards active adults with housing concentrations that are walkable and have a range of services. The greatest potential assets of the site are the park and lake to the north. Where feasible, development should face the park to enhance the visibility and competitiveness of the commercial uses and desirability of the residential dwellings. Seasonal and year-round outdoor restaurant/entertainment activity is appropriate.

City West



Source: Cottage Company



Source: Cottage Company

Redevelopment Site 2: City West

Grand River Avenue between 14th and Beck includes the Suburban Collection Showplace, a convention center that plans to expand with additional convention space and an entertainment venue. Other development in this section of the Grand River Corridor is a mix of commercial, office, and industrial uses. Many sites are under-utilized, divided, or vacant. This area offers the potential for the creation of a prominent new district combining entertainment, commercial, commercial, office, and residential uses in a cohesive, high-density, walkable pattern. Structured parking and diagonal on-street parking along education roads will help to reduce the amount of land devoted solely to government. This plan envisions three to five story buildings for most of the area, while buildings with heritage on I-75 may rise as high as ten stories, depending on infrastructure capacity and city policies.

Anglin Property



Source: Cottage Company



Source: Cottage Company

Redevelopment Site 3: The Anglin Property (Town Center/Elvira Mile)

This site is located at the northeast corner of Grand River Avenue and Town Center Drive and has been known as "The Anglin Property." The property is approximately 10 acres in size and has been used as a car wash and golden supply yard. It is bounded on the east, west, and south by non-residential development consistent with the auto-oriented nature of Grand River Avenue. To the north, across West Elvira Mile Road, is moderate density residential and undeveloped land. This parcel and surrounding parcels are part of the Town Center Area; the future land use designation for the parcel is Town Center Gateway, and, as noted in the Future Land Use chapter, it is envisioned as an area for mixed-use development that provides an appropriate location and a sense of arrival into the Town Center Commercial load uses. These uses include a mixture of moderate density residential, commercial, and office. A detailed description of development criteria can be found in the Gateway Guidance.

Above: This summary poster we provided for the City of Novi is an effective, low cost method of sharing a concise summary of the Master Plan document with the public

Graphics/Illustrations: Samples

