

Rochester Hills

Preserve

Enhance

Innovate

Master Plan

Kicking off the 2025 Community Master Plan Process



Overview

- What is a Master Plan? Master Plan 101
- How will our 2025 Plan be different?
- What did our last plan say? [Hey! We got an award for this!]
- What's happened since 2018 in the city and beyond?
- What do you think? How does that compare to the last time we asked?
- How can you be involved?

Master Plan 101

Getting the Community Engaged!



<https://youtu.be/oM4OjhRdNJU?feature=shared>

A New Kind of Master Plan

Innovations in the process

New Approach

- Neighborhoods map – engaging people where they are in the places that likely mean the most to them.

Adams

Sections: 5, 6, 7 & parts of 3,4, 8 & 9

CC District: 1 & 2

Schools: Adams HS, Van Hoosen MS, Brewster ES, Premier Academy

Community Facilities: Tienken Park, Nowicki Park, Paint Creek Trail

Destinations: Brookwood Golf Club & The Village

Rochester West

Sections: 16, 17, 18, 19, 21, 22 & parts of 8, 9, 10, 15, 20, 21, 27, 28, 29, 30 & 34

CC District: 1, 2 & 3

Schools: Oakland University, Rochester University, Rochester HS, West MS, Meadowbrook ES, Hamlin ES, Long Meadow ES, University Hills ES, McGregor ES, Brookfield Academy

Community Facilities: City Hall, Innovation Hills, Clinton River Trail, Paint Creek Trail, Wabash Park, Fire Station 1 & 4, Ascension Providence Rochester Hospital, Secretary of State, Post Office

Destinations: Meadow Brook Hall & Amphitheatre, Sharf Golf Club, TreeRunner, Great Oaks Country Club, Winchester Mall

Avondale

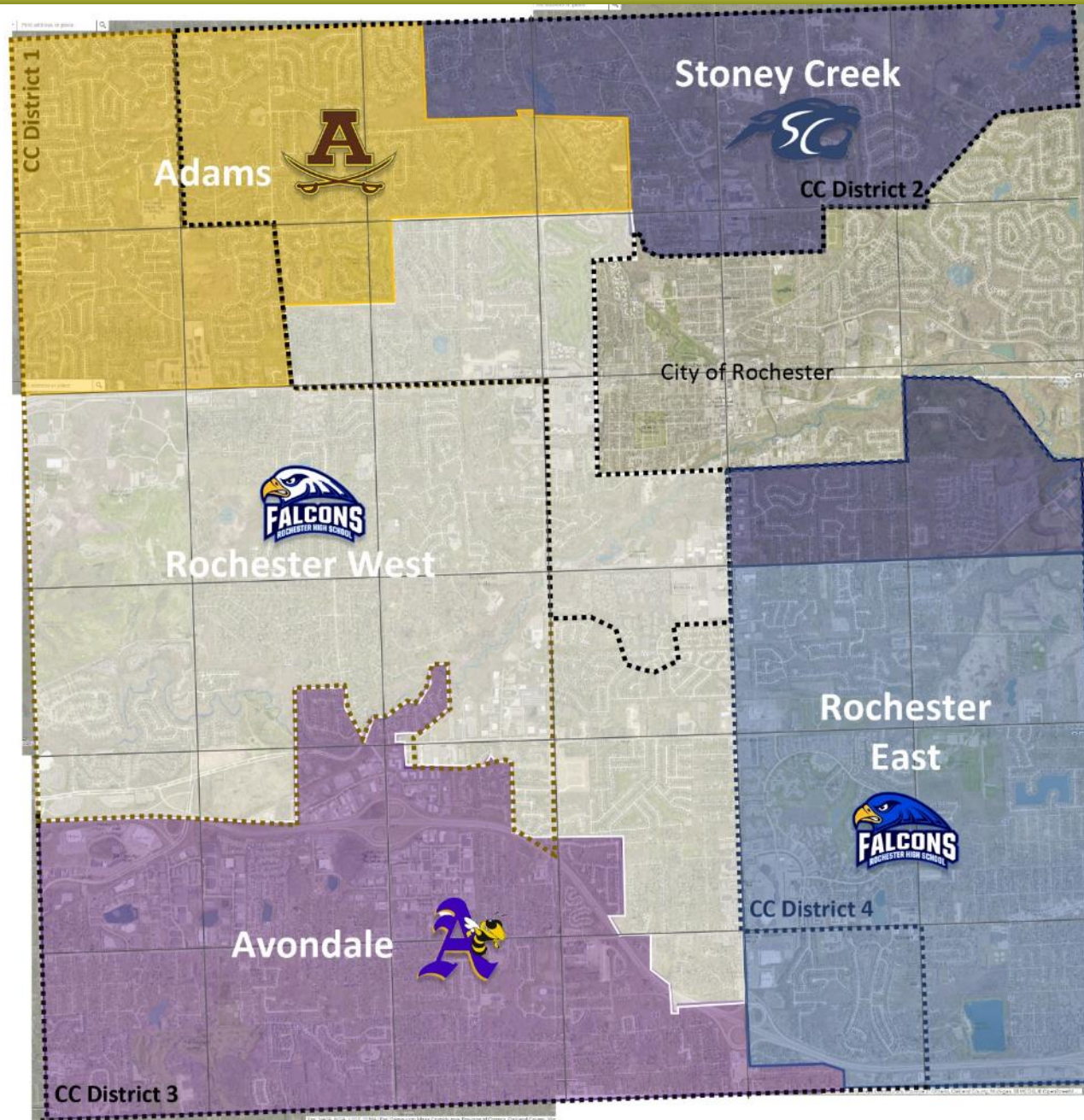
Sections: 31, 32, 33 & parts of 20, 21, 27, 28, 29, 30, 34 & 35

CC District: 3

Schools: Avondale MS, Avondale Academy, Deerfield ES, Woodland ES

Community Facilities: Historic Bebb Oak Tree, Avondale Park, Clinton River Trail, Pine Trace Golf Club, Fire Station 3

Destinations: Adams Marketplace



Rochester Hills Neighborhoods

Stoney Creek

Sections: 2 & parts of 1, 3, 4, 10, 11, 13 & 14

CC District: 2 & 4

Schools: Stoney Creek HS, Hart MS, North Hill ES
Community Facilities: Bloomer Park, Yates Park, Van Hoosen Museum, Paint Creek Trail, Fire Station 5

Destinations: City Life, Papa Joes, Yates Cider Mill

Rochester East

Sections: 23, 24, 25, 26, 36 & part of 35

CC District: 3 & 4

Schools: ACE HS, Reuther MS, Hampton ES & Brooklands ES

Community Facilities: Borden Park, Helen Allen Park, Spencer Park, Brookland Plaza & Splash Pad, Fire Station 2, Oakland Co Sheriff's Substation, 52nd District Court

Destinations: Leader Dogs for the Blind, Hampton Village Centre, Bordines, The Brooklands!



This Master Plan Update **supports** the City's long-standing history of **forward-thinking land use planning**.

Through **robust community engagement activities**, the resulting plan will:

- Reflect recent zoning changes (FB districts and non-residential districts)
- Update market conditions
- Consider various scenarios for the future based on the wants/needs of current and future residents.

This Master Plan will focus on **sustainability** and **placemaking** as important strategies for maintaining the **high quality of life** in the City and keeping it among the top cities for **attracting talent for high-wage jobs**.

The 2025 Master Plan will be primarily a modern **online document** to better **communicate plan goals and strategies with the community**.

Preserve. Enhance. Innovate. Master Plan 2025

Engagement and Communications Strategy

The planning process will offer a **wide variety of opportunities** for the community to participate, through a combination of **in-person** and **online** opportunities, allowing for **individual input** as well as **group discussions**.

Outreach tools will raise awareness of the master planning effort and drive community member participation. These will include:

- Master plan website
- Email blasts
- Partner outreach resources
- Flyers
- Social media posts
- Press releases, videos, etc.



Preserve. Enhance. Innovate. Master Plan 2025

	1 Understand	2 Envision	3 Strategize	4 Plan	5 Act
Goals	 <p>Establish guiding themes for the Plan.</p>	 <p>Understand options/scenarios for the future and consider a preferred vision.</p>	 <p>Planning Commission will consider potential solutions and opportunities towards preferred vision.</p>	 <p>Planning Commission will develop the Master Plan.</p>	 <p>Develop Action items and finalize Master Plan</p>
Engagement	<p>Master Plan 101 (video)</p> <p>Hands-On Online and in-person opportunities to get people thinking about how the built and natural environment impact their daily lives.</p>	<p>Neighborhood Meeting Toolkits Explore what "15-minute neighborhoods" look like in different parts of the City.</p> <p>Focus groups</p> <p>Hands-On Workshop Multi-generational activity</p>	<p>Small group workshops Review/comment</p> <p>Online engagement</p>	<p>Small group workshops Review/comment</p> <p>Open House</p> <p>Online engagement</p>	<p>Public Hearing</p>
Leadership	<p>Joint meeting with Planning Commission and City Council</p>	<p>Planning Commission Meeting to consider future "preferred vision"</p> <p>Joint meeting with PC and CC Discuss "preferred vision"</p>	<p>Six meetings with Planning Commission</p>	<p>Three meetings with Planning Commission</p>	<p>Planning Commission (meeting)</p> <p>City Council (to request distribution)</p> <p>Planning Commission (public hearing/adoption)</p>
	Winter 2024	Spring 2024	Anticipated timeline	Summer – Fall 2024	Winter 2025
					Spring 2025

New Engagement Opportunities

- In-person and online participation
- [Online Platform](#)

Rochester Hills Master Plan

Join us as together we update the City's plan for the future! This 10-15 year vision provides the foundation for land use decisions in the City of Rochester Hills.

Rochester Hills Master Plan

[Project Home](#) [Previous and Related Plans](#) [Community Engagement](#) [Planning Neighborhoods](#)

What is a Master Plan?

A Master Plan is a blueprint, or a roadmap, for how our community should evolve and how it should develop. It guides development in the City by addressing future land uses and community development in a coordinated fashion that is sustainable, resilient and age friendly. It includes a clearly stated vision supported by goals and objectives, and an implementation plan with specific action items that should be continually referred to in our decision-making processes and that will allow us to work towards our vision. If followed carefully, the Master Plan will have a lasting impact on both the built and natural environment by shaping future development to fit our collective vision.

This Master Plan Update will be a continuation of the City's long-standing history of innovative thinking. Through robust community engagement activities and looking at the community through a lens at the neighborhood level, the resulting plan will be derived from scenario planning that assesses different development options, while honoring our history and unique character.

- A long-range vision for the future of the City
- Serves as a guide for how the City can become the place it strives to be
- Provides a framework in making big-picture decisions
- Directs development in different areas of the community
- Promotes and strengthens valued community assets
- Encourages new partnerships and opportunities

Mayor Barnett Kicks off the Master Plan

Timeline

- Phase 1: Understand (January - March 2024)**
 - Review of the 2019 Master Plan
 - Plan Administration
 - Community Engagement (Master Plan 101, community activity)
 - Visioning
 - Market Analysis
- Phase 2: Envision (March - May 2024)**
 - Community engagement (meeting toolkits, small group workshops, hands-on workshop)

New Engagement Opportunities

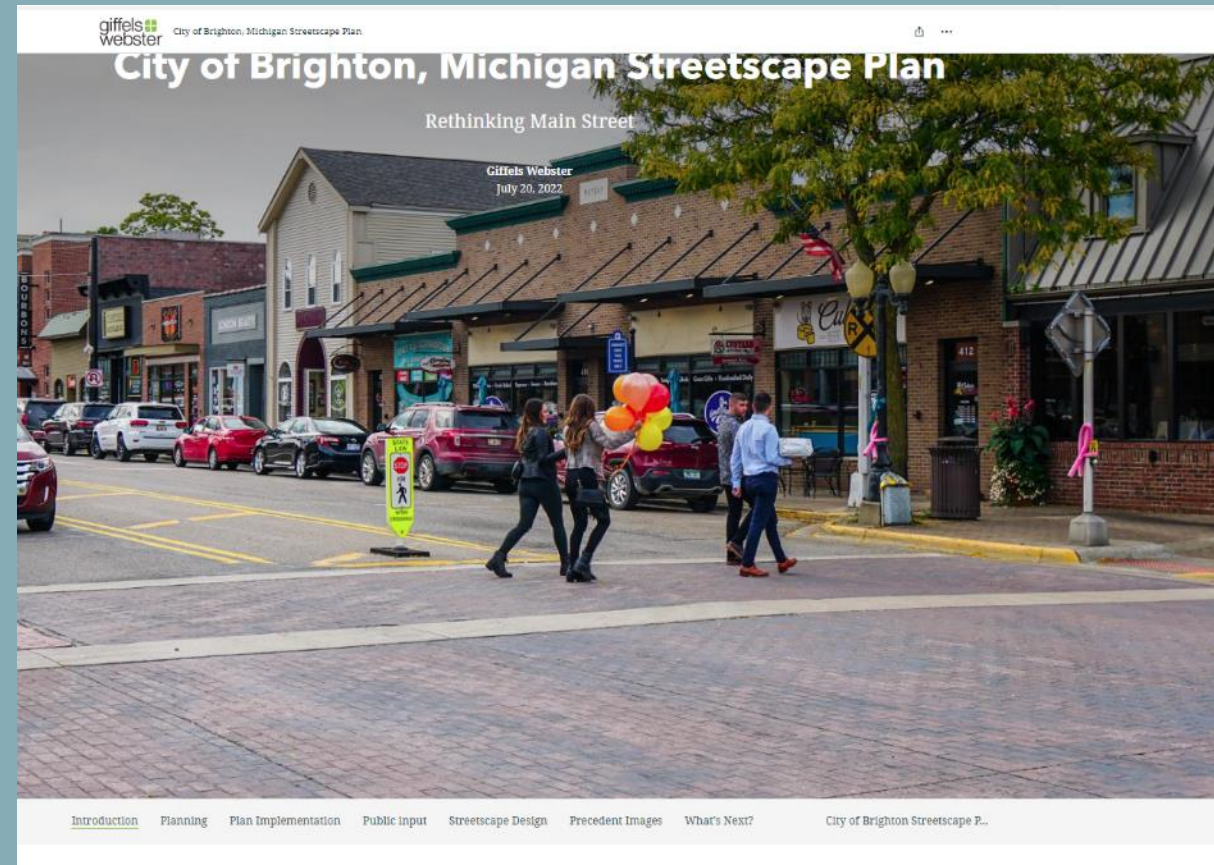
- Meeting toolkits
- 5:30 PC Work Sessions begin in March
- Focus groups/small group discussion



New Format

Online Format

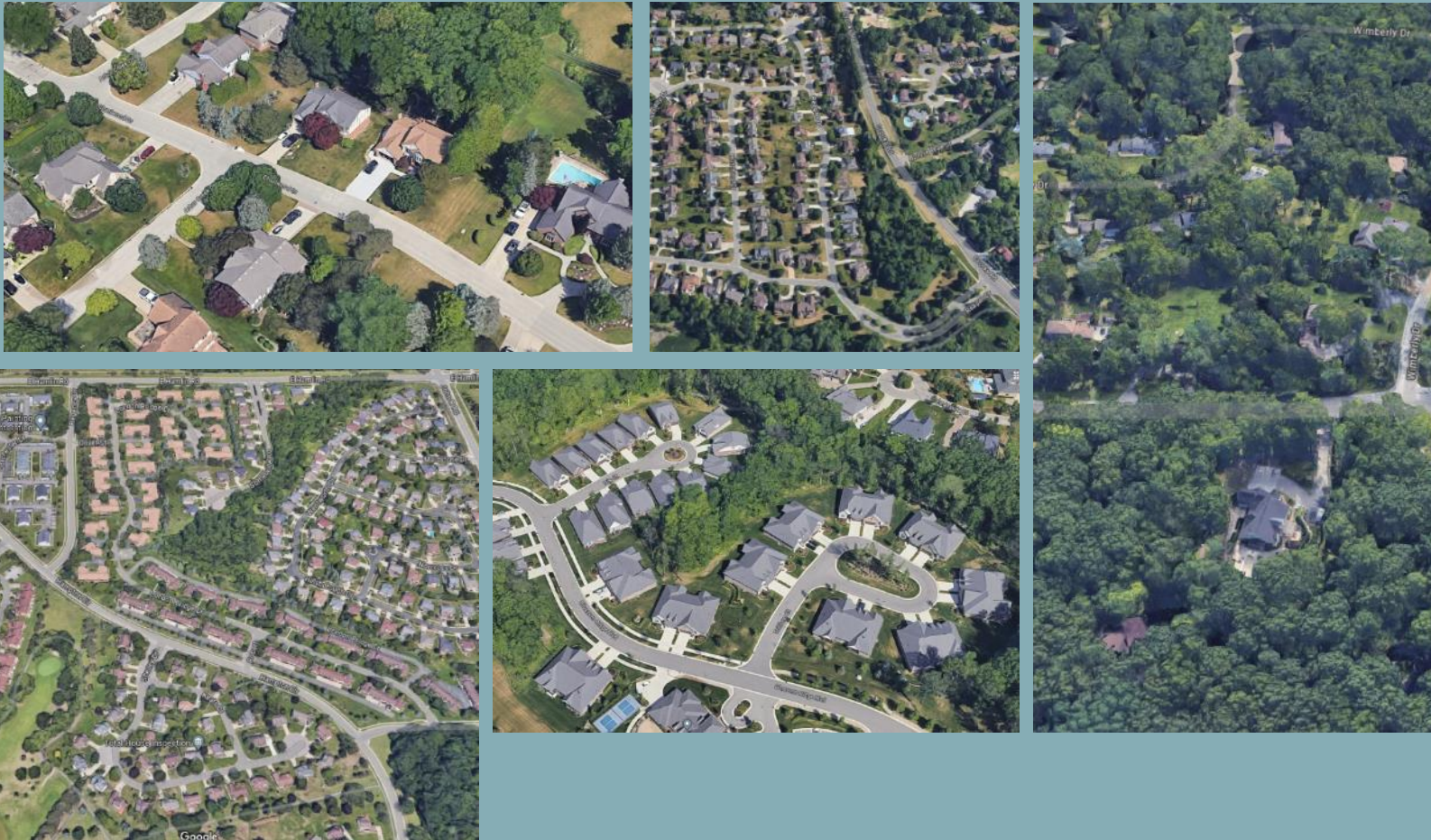
- [City of Brighton Streetscape Plan](#)



2018 Master Plan Highlights & Updates

Building on previous planning

2018 Master Plan Highlights



The 2018 Master Plan Update is influenced by the following themes:

- Improve Community Health
- Create an Age-Friendly Community
- Improve Community Sustainability
- Improve Transportation Choices

These themes guide the plan's goals and objectives for housing as well as direct the Future Land Use Map.

2018 Plan Highlights



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2018 Plan Highlights

Concept: Incorporate placemaking amenities to make this area unique in the region

Example: Creekside Corporate Park – Zionsville, IN

- Traditional office park (500,000 square feet planned) with recreation amenities that connect to the city's trail system



Other Examples of Placemaking Amenities:

- Distinctive sculptures/art
- Places to sit, walk, exercise
- Commercial uses support/complement on-site activity, are also open to community
- Connections to regional trail and local pathway systems
- Structured parking preserves land for other uses, provides potential ground-floor space for support retail



Boca Raton, FL



West Bloomfield, MI



Biltmore Park Town Square -
Asheville, NC



Traverse City, MI

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2018 Plan Highlights

- 2019 Michigan Association of Planning Award for Community Engagement!



YOUTH COUNCIL VISIONING



Mina Nank, Age 13—Great Places in Rochester Hills Youth Art Contest Winner

YOUTH ART CONTEST



CITY COUNCIL | PLANNING COMMISSION | YOUTH COUNCIL KICKOFF

Other Long Range Plans & Resources

- Transportation Plan (2021)
- Gateways Plan (2023)
- Recreation Plan (2023)
- Michigan Natural Features Inventory (soon – 2024)

Changes 2018 to Today

- New developments
- Zoning changes
 - New R-5 residential district for “missing middle housing”
 - New Auburn Road corridor district
 - Refined Flex district zoning
 - Consolidated Non-Residential zoning districts
- A pandemic...



Leadership Visioning

What We Heard from You

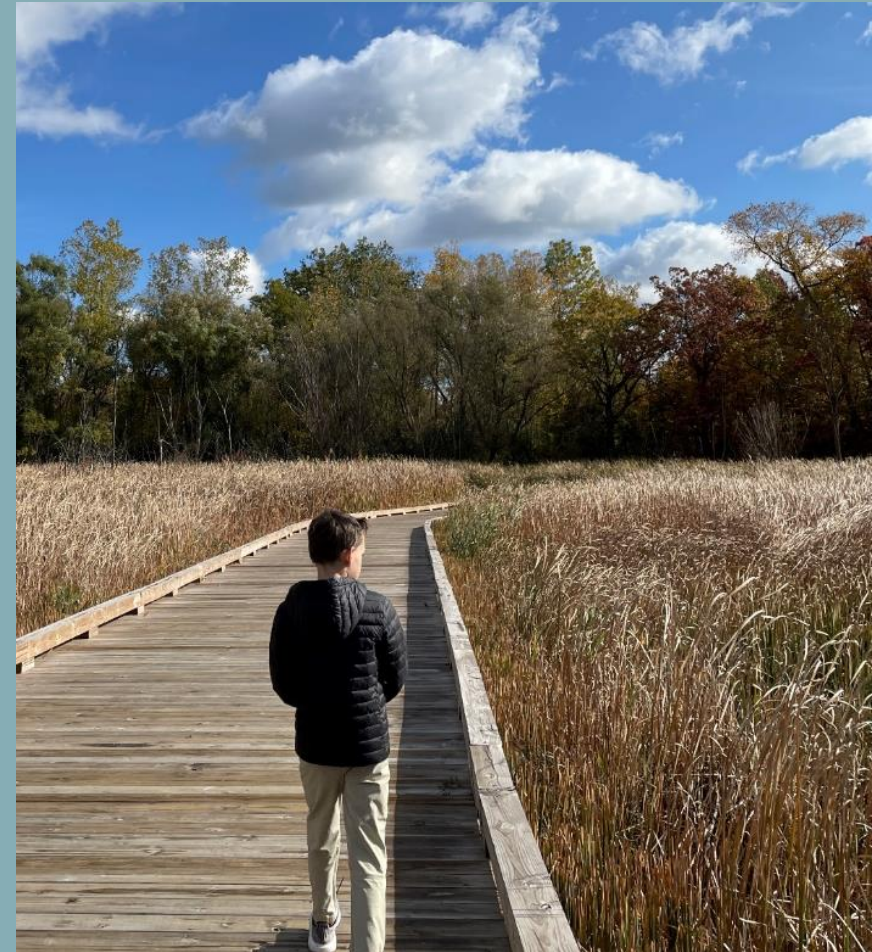
- Generally, perceptions of strengths, weaknesses, opportunities, threats and trends were consistent with 2017.
- In some cases, the emphasis changed.

What We Heard from You: **Development**

- Concerns over “overdevelopment”
- Strain on road network
- Development type and location were also concerns—looking for the right things in the right places
- Loss of open land/green space

What We Heard from You: Open Space

- Generally considered a strength of the city
 - Both parks and general natural environment
- Concern that it is being lost
- If lost, could affect stormwater control
- Concern that loss is tantamount to a loss of city character



What We Heard from You: Traffic

- Traffic remains a top concern/weakness/threat
- A few respondents noted lack of transit as a problem
- Calls for better traffic management
- Need for EV infrastructure



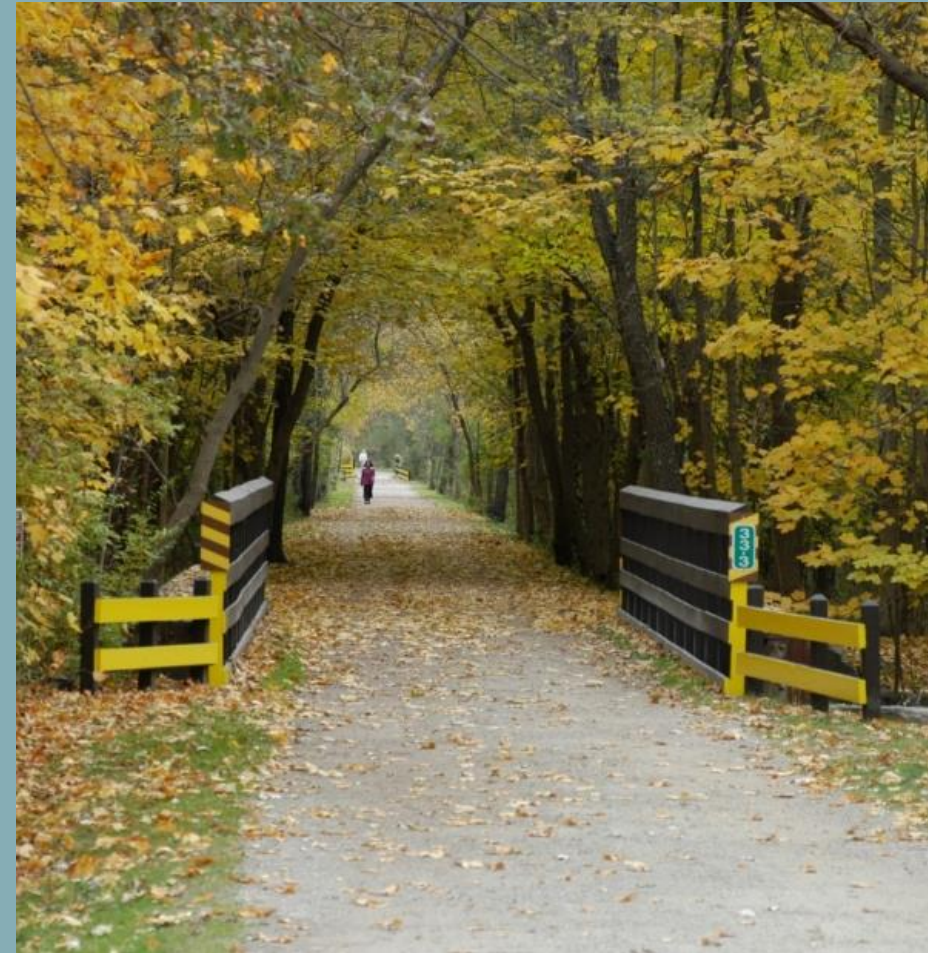
What We Heard from You: Housing & Population

- Concerns with multi-family tied to overdevelopment & traffic concerns
- Concern about aging population
- Some concern about pop. growing too fast
- Others noted MI pop. is not growing
- Concerns about affordability



What We Heard from You: Sustainability

- Concern that growth is not sustainable
- Need to ensure infrastructure keeps pace
- Can green space be maintained even with new development?
- Maintaining fiscal health as city gets older



What We Heard from You: Administration/Community

- Respondents felt city was well-run, to benefit of residents
 - Fiscal responsibility
- City is an example, innovator
- Concern about future changes in leadership
- Customer service, community relations need constant maintenance
- Strong sense of community

What We Heard from You: Trends

- In 2017, we had concerns about drones and autonomous vehicles, but tech-based comments focused on EVs and providing charging this time.



Additional Comments & Questions?

- Did any results surprise or stand out to you?
- Was there anything not mentioned you feel should be highlighted?



Next Steps

Getting the Community Involved

- If a plan represents the community vision, we need to get the community involved!
 - In person at open houses, focus groups and meetings
 - Online through social media, online surveys and web-based platforms



Participate and Spread the Word!

- Information is going out early to raise awareness in the community – share with your contacts and encourage people to participate!

Exciting times are ahead as we begin updating the City of Rochester Hills Master Plan—a blueprint that will shape the future of our community. But what exactly is a Master Plan?

In simple terms, think of it as a roadmap for our community's future. Rest assured this isn't about drastic changes. Instead, it's an opportunity to safeguard and enhance the features we value. Your voice is crucial in this process. Join us for community meetings, surveys, and workshops where your insights will play a key role in shaping decisions.

Throughout the Master Plan planning process, which is led by the city's Planning Commission, there will be numerous opportunities for you to share your thoughts, dreams, and concerns. We're all in this together, and the commissioners want to hear all voices in our community to help shape the future we envision.

Stay tuned for community meetings, surveys, and interactive workshops where your voice will make a real impact. Our city website will be the hub for information and updates. Let's dream big, plan smart, and build a future that reflects the heart and soul of our amazing community.

www.RochesterHills.org

#rochesterhillsmasterplan

Stay Involved!

www.RochesterHills.org/MasterPlan

