



Planning and Economic Development

Sara Roediger, AICP, Director

From: Chris McLeod
To: Planning Commission
Date: July 18, 2023
Re: Gateways and Streetscape Master Plan 2023

The City has recognized the importance of gateways as they provide an opportunity for a first impression to convey the City's image to visitors and residents. Gateways were first recommended in the 1999 Master Land Use Plan and the City's first Comprehensive Gateways Plan was prepared in 2003 to improve the variable and undefined treatment of the community entrances. Since that time, only one gateway has been installed and the City has developed an updated branding effort, which needs to be reflected in an updated Gateway and Streetscape Master Plan. The City is also seeking the addition of a comprehensive streetscape element to the plan. As the City makes improvements, and as private developments occur, the City wishes to reinforce its branding through a consistent and attractive streetscape to be applied along major streets and intersections, roundabouts and medians, and City owned properties.

The Gateways and Streetscape Master Plan has been developed by OHM Advisors with the guidance of a steering committee that included the Mayor's office, members of City Council, and the Planning Commission along with City Staff. The steering committee, along with a subcommittee of the steering committee, met on a regular basis over the course of the last year to develop a plan that includes a series of gateway sign designs that will be located strategically throughout the City. The specific sign design is intended to relate to the number of vehicles traveling on the abutting roadways and the surrounding environment. In addition to specific gateway signs, the plan also provides designs for new park signage for the City's larger parks that are consistent in overall design and branding with the gateway signage. Finally, as noted, the Plan also includes two differing design families of streetscape furnishings and infrastructure that are intended to be implemented uniformly to ensure a safe, comfortable, consistent and attractive public environment when public infrastructure projects are undertaken. In addition, these same furnishings can be utilized in private development, when appropriate, to further ensure consistency in the built environment.

The final section of the Plan provides a detailed implementation guide for all of the gateway signs, including estimated costs, landscaping, and any additional site specific requirements.

Staff asks that the Planning Commission endorse the 2023 Rochester Hills Gateways and Streetscape Master Plan and recommend that City Council do the same.

MOTION by _____, seconded by _____, the Rochester Hills Planning Commission hereby endorses the 2023 Rochester Hills Gateways and Streetscape Master Plan.