



innovative *by* nature



The — Annual Report —

Planning and Economic Development Department
City of Rochester Hills
Michigan





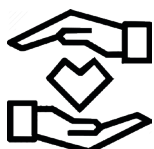
innovative *by* nature

This page is intentionally left blank.

Introduction

The mission of the Planning and Economic Development (PED) Department is to support and promote quality development. By preserving what Rochester Hills already has, enhancing those elements that can be improved and diversifying options, Rochester Hills can continue to be among the nation’s preeminent places to live, work and raise a family for many years to come.

PRESERVE



- ▶ Established neighborhoods
- ▶ Irreplaceable natural environment
- ▶ Healthy business community
- ▶ First-rate quality of life
- ▶ Historical assets

ENHANCE



- ▶ Role as a regional destination
- ▶ Commitment to sustainability
- ▶ Real estate options
- ▶ Pedestrian environment
- ▶ Access to cultural resources

DIVERSIFY



- ▶ Housing choices
- ▶ Transportation alternatives
- ▶ Employment opportunities
- ▶ Businesses and services
- ▶ Tax base

Responsibilities

- ▶ **The PED Department provides relevant zoning and land development assistance** to existing and prospective residents and businesses including guidance to applicants seeking approval for zoning ordinance amendments or rezonings, variances, site plans, planned unit developments (PUDs), wetland use permits, tree removal permits, historic preservation certificates of appropriateness, and brownfield redevelopment plans.
- ▶ **The PED Department assists businesses by establishing and implementing a business stabilization, expansion and retention program**, providing site and facility location assistance, and offering guidance when seeking state and local incentives for establishing and/or locating a business. Introductions to resources that support companies’ talent and business development needs are also services the PED staff provides.
- ▶ **The PED Department provides support to the development-related boards and commissions**, including Planning Commission, Zoning/Sign Board of Appeals, Historic Districts Commission, Mayor’s Business Council, the Historic Districts Study Committee, Brownfield Redevelopment Authority, and Local Development Finance Authority.
- ▶ **The PED Department continues to provide coordination with other City departments**, organizes the Development Review Committee (DRC) and sits on a number of other internal committees. Externally, the PED Department engages with countless local, regional, and state agencies.

Legislative Requirements

Section 125.3819 of the Michigan Planning Enabling Act (Public Act 33 of 2008, as amended) requires the Planning Commission to prepare an annual report documenting its operations and status of planning activities. This report fulfills this obligation and provides information on future planned actions. The PED Department has expanded the scope of the report to further document the activities of all of the boards and commissions staffed by the PED Department and the administrative plan reviews of the PED staff. By doing so, the report provides a more complete picture of the Planning, Zoning and Economic Development activities in the City.

PED in Numbers



115
new
businesses

86,091
sq. ft. light
industrial



30,000
sq. ft. reimagined/
renovated space



4 restaurants
with
alcohol sales



1
childcare
facility



7,600
sq. ft. for 2 car
wash facilities

12
EV stations



1
athletic
field



20
single
family units



7 tree
removal
permits

Department Highlights

PED Gets a Summer Intern

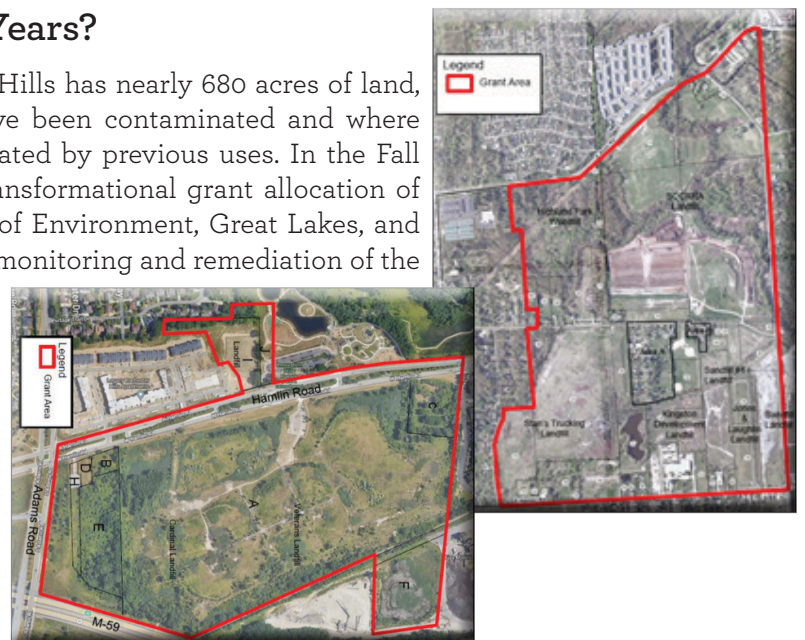
With the immense number of initiatives in the pipeline for the Economic Development Strategy, PED welcomed a summer intern, **Jerry Williams**. As a senior studying marketing at MSU with a strong understanding of market research and communications, Jerry played an essential role in collecting targeted market data, updating numerous marketing materials and creating an understanding and strategy for attracting young talent to Rochester Hills.



We were glad to have you on board, Jerry!

Can We Spend \$75 Million in 4 Years?

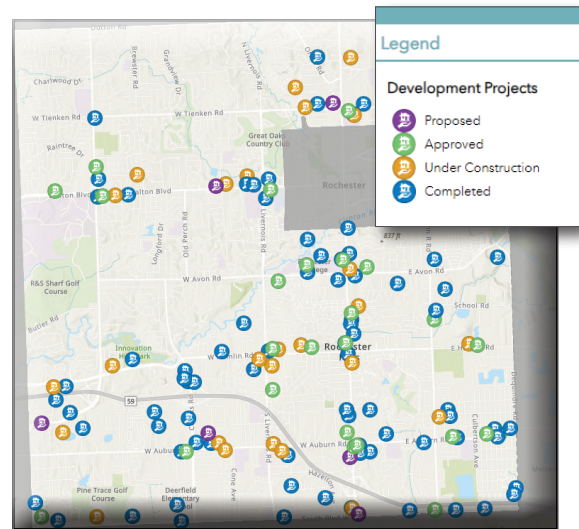
Challenge Accepted! The City of Rochester Hills has nearly 680 acres of land, primarily in two areas of the City, that have been contaminated and where the use of those properties may be complicated by previous uses. In the Fall of 2023, the City was awarded a historic, transformational grant allocation of \$75 million from the Michigan Department of Environment, Great Lakes, and Energy (EGLE) to help with the assessment, monitoring and remediation of the potential environmental issues that may be associated with these properties. The City, over the course of this grant, is dedicated to fostering a partnership between its citizens, landowners, potential developers, and EGLE to financially assist with the extraordinary costs of assessing and remediating impaired properties within specific designated areas of the City.



Department Highlights

Development Map Continues to Evolve

In an effort to bring more information to residents, the PED Department worked with MIS to make some minor changes to one of the City’s best-kept secrets. The Development Project Map that has been available for residents to utilize for several years got an update which allows additional applications to be uploaded to the Map, including Zoning Board of Appeals applications. The map now also allows a user to define the applications they wish to view, either by year or by application type. Previously, the map would show all applications that appeared before the Planning Commission at one time. Regarding the map being the best-kept secret, the PED staff is working on getting the word out that the map is always available for viewing and is a great informational tool.



Public Participation Plan

The City adopted a Public Participation Plan in order to have a clear set of policies, procedures, and methods to apply to various city initiatives to ensure the public has appropriate venues and timing for feedback. Public participation goals for the City include:

- ▶ Involve all residents
- ▶ Utilize effective and equitable engagement tools
- ▶ Educate the community
- ▶ Develop and maintain staff expertise to inform and support participation
- ▶ Provide a transparent record of public engagement

The public engagement activities below summarize some of the outreach efforts the City used in 2023 that went above and beyond what is required by State and local regulations to help meet the Public Participation Plan goals.

Nonresidential Zoning District Consolidation. During the first half of 2023, the City developed a specific website dedicated to the proposed revisions to the Zoning Ordinance, particularly the City’s Nonresidential Zoning Districts. The website included the background as to why the changes were being proposed, draft language as it was developed, a complete listing of properties proposed to be rezoned, a means of providing input directly through the webpage, and an interactive map that allowed property owners to see a full side by side comparison of the proposed changes being made to each property. In addition to the dedicated website, the City also sent out approximately 3,500 notices for the Open House and Public Hearing that were conducted in May, for the proposed zoning changes. City staff fielded a number of phone calls and emails leading into the meetings.

As the end of 2023 approached, the City created similar maps and webpages for review and adoption of a revised wetlands inventory map along with EGLE Landfill Grant Applications that are submitted to the City for review and consideration. Each specific website and map will become active in the first quarter of 2024. The Natural Features page and mapping will provide specific information on the City’s Natural Features Inventory conducted over the last two years, the potential impacts to specific parcels relative to wetlands and woodlands, and methods of providing comments or obtaining additional information during the adoption process. The EGLE Landfill Grant Application website and map also provide an extensive amount of information to prospective applicants as well as to the property owners within the Landfill Planning Areas. As the City receives applications for work to be conducted as a part of the Grant, the grant information will be posted on a site specific map and detail the extent of work approved for each of the City’s landfills.

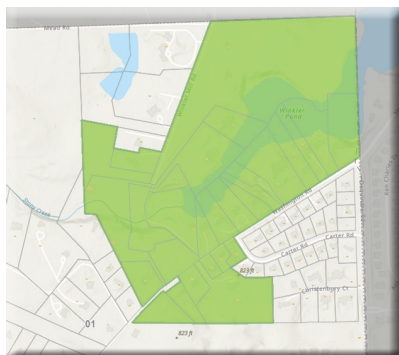
Planning

Improving the Many Front Doors into Rochester Hills

Led by the consultant team at OHM Advisors, the City undertook a complete update of the 2002 City Gateway Plan. The 2023 Rochester Hills Gateways and Streetscape Master Plan lays out the vision for reinforcing the City’s adopted branding through a consistent and attractive series of gateway signs and streetscapes. The Master Plan includes a series of gateway sign designs that are intended to be located strategically throughout the City at key entryways. 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 proposed gateway signs. Complementing the gateways, 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 environment across the city.



Winkler Mill Pond Historic District Study - Resurvey

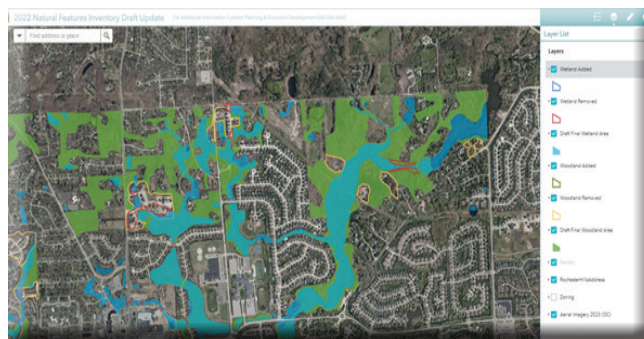


Early in 2023, the Rochester Hills City Council directed the Historic Districts Study Committee (HDSC) to review the Winkler Mill Pond Historic District Resurvey and provide a recommendation as to whether the boundaries of the existing District should be amended to generally remove those properties that have been deemed as non-contributing. Over the course of the year, the HDSC with the help of the PED Department and the City’s Historic Preservation Consultant, reviewed the properties within the Winkler Mill Pond Historic District and after a number of meetings and public outreach sessions, are poised to make a recommendation back to City Council in early 2024 that the District remain unchanged. The Committee determined, and was supported by those residents that participated in the public sessions, that while all the

properties in the District may not be officially contributing to the District based on the strict definition, they all contribute to the character of the area.

Natural Features Inventory

The City’s last Natural Features Inventory was completed in 2005. City Staff in conjunction with ASTI Environmental worked through the year to complete an update of the City’s Natural Features Inventory. ASTI was in the field, mapping the locations of woodland and wetland sites throughout the City verifying their location, size and quality. The end result of the inventory will provide the City with up to date GIS mapping of the location and extent of our precious natural features along with a qualitative assessment of each. In early 2024, the City will be conducting necessary public hearings to adopt those maps as part of our Ordinances. As a part of the anticipated public process, City Staff, with a great amount of help from MIS, developed an interactive map to help show property owners how the new inventory may impact their properties (shown below). An interested party can simply browse the map or search by specific parcel, turning layers on and off and seeing where wetlands and woodlands may have changed over the last 20 years.

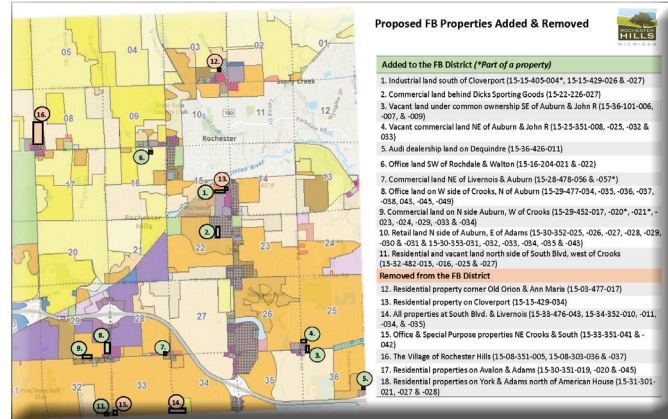


Planning

Nonresidential Zoning District Consolidation

Originally initiated in 2022, the City completed an extensive review of the City's Flex Business Overlay Zoning Districts that were located throughout Rochester Hills. That process led to a consolidation of the districts and substantial changes to the requirements to better reflect the desires of the community. This same comprehensive effort has been undertaken for the City's remaining Nonresidential Zoning Districts. The comprehensive review of these sections of the City's Zoning Ordinance was done to simplify, modernize and consolidate the City's remaining nonresidential uses and districts.

The adopted changes to the Zoning Ordinances include the **REZONING** of a property due to a district being removed, the **RENAMING** of a district to better identify its intent, or the **REFINING** of the permissible and conditional uses.



REZONING includes:

- Removed the Local Business (B-1) district and rezoned parcels to Neighborhood Business (NB)
- Removed the Automotive Service Business (B-5) district and rezoned parcels to Neighborhood Business (NB) or Community Business (CB) as appropriate, given the specific location and surrounding uses
- Removed the Office, Research & Technology (ORT) district and rezoned parcels to Office (O), Employment Center (EC) or Highway Business (HB), given the specific location and surrounding uses
- Rezoned two existing properties at the Auburn and Rochester intersection from General Business (B-2) to Community Business (CB) and three existing properties from Shopping Center Business (B-3) to Neighborhood Business (NB) in alignment with surrounding zoning
- Updated zoning to align with approved consent judgements (court orders) and rezoned one existing public utility property at the Hamlin and Adams intersection from One Family Residential (R-2) to Employment Center (EC)

RENAMING includes:

- Changing the names of the business districts from a numbered system to a naming system for clarity and to more easily reflect their purpose, including:
 - ▶ General Business (B-2) became Neighborhood Business (NB)
 - ▶ Shopping Center Business (B-3) became Community Business (CB)
 - ▶ Business Regional Employment Center - Workplace (REC-W) became Employment Center (EC)
 - ▶ Regional Employment Center - Interchange (REC-I) became Highway Business (HB)

REFINING:

- Along with consolidating and renaming districts, the City looked at the uses permitted in both the current and proposed Nonresidential Zoning Districts with an aim to clarify terms and better align uses with the zoning districts and their intentions.

Planning

Ordinance Amendments

Drive Through Amendments - Approved



Purpose:

Provide additional zoning regulations regarding the layout and operational characteristics of drive-throughs within the City, including:

- ▶ Number of stacking spaces per lane and size of stacking space
- ▶ Appropriate turning radius
- ▶ The minimum size building for a drive through facility
- ▶ Appropriate building design and materials
- ▶ Pedestrian accommodations
- ▶ Landscape buffering from abutting residential uses

Nonresidential District Consolidation - Approved



Purpose:

City Staff in an effort to make the City’s Zoning Ordinance regulations clearer to the end user went through an extensive review of the City’s Nonresidential Zoning Districts. This process led to an elimination of several zoning districts to streamline City Ordinances, renaming many districts to more clearly depict what the intent of the District is, and reviewing the allowable uses, both permissible and conditional, in each district to ensure uses are appropriate and reflective of current trends.

Food Truck Ordinance - Approved



Purpose:

With the increase in popularity of food trucks City Staff determined regulations regarding food trucks were necessary for the City to ensure food trucks were properly sited, licensed and operated in a manner that was consistent with City policies.

The Keeping of Chickens - Discussed



Purpose:

The Planning Commission, as the result of a series of variance requests reviewed the City’s provisions relative to the keeping of chickens, including the minimum lot size. The Commission determined the lot size should not be changed, however, other amendments regarding the conditions upon which the chickens should be kept were recommended. The proposed amendments will be bundled with other administrative amendments in 2024 for review and adoption.

Economic Development

Another Successful Year of Mayor’s Business Council / RHISE Events

This year’s MBC/RHISE members enjoyed a variety of events that focused on technology, talent/workforce development, and the well-liked building relationships. Here are a few snapshots of the events held this year and the Champion Award Recipients.



Compete to Win in Michigan was the topic with guest speaker **Maureen Krauss, President of Detroit Regional Partnership**



Father and son **Bobby & Jeff Schostak** with **Schostack Brothers & Company** shared their thoughts on growing their family-owned business through volatile markets and new investments in our community.



2023 Executive Leadership Award Recipient **Susan Daniels, Leader Dogs for the Blind**



2023 Champion Award Recipients: top left **Molex**; top right **MacKellar & Associates**; bottom left **Serra Rochester Hills**



Speaking of MBC, we asked for feedback from members and received a rave review.

“Keep doing what you are doing!”
- Steve Benedettini, President Spalding DeDecker

“As someone who works with sponsors on a daily basis, I would say that what we are getting for our sponsorship is a great value for the amount of money!”
- Maggie Bobitz, President Rochester Regional Chamber of Commerce

“I think it is a great program, as we feel connected to the leadership folks in the city of our place of business. That is important for us and it gives us a good idea of the direction our community that we work in is headed.”
- Paul Miner, CEO SolvIT

Partnered with Rochester Regional Chamber of Commerce to Host SBA Regional Administrator



In collaboration with the Rochester Regional Chamber, we hosted Geri Sanchez Aglipay, Regional Administrator for the U.S. Small Business Administration. Ms. Aglipay, along with Laketa Henderson, District Director from the SBA, and Wendy Thomas, Michigan Small Business Development Center (SBDC) Regional Director, shared programming offered by their administration to the several local business owners and managers in attendance.

Economic Development

Rochester Hills Gets Aggressive with Business Attraction

Pamela Valentik, Economic Development Manager, has been vigilant in getting in front of businesses to share the growth opportunities within our City. She has also attended several national conferences this year, connecting with a wide variety of companies in the Rochester Hills business community.



MICH auto
Detroit, MI



Washington DC / National Harbor, MD



THE BATTERY SHOW
NORTH AMERICA
Detroit, MI



VTM
VEHICLE & TRANSPORTATION
TECHNOLOGY INNOVATION MEETINGS
MICHIGAN
Detroit, MI



AUTOMATE
Detroit, MI

Rochester Hills company, VISIONERF, (in the French Corner), representing at the show.
L-R: Jerome Bruneteau, Pamela Valentik, Sebastien Paille



Economic Development

FANUC

PRIVATE SHOW
Tokyo, Japan

Pamela Valentik and Mayor Barnett point out FANUC's headquarters in Japan, at the base of Mount Fuji.



FANUC opened its doors to select customers and integrators to showcase their operations.

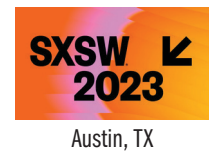


Pamela Valentik and Mayor Barnett get a welcome reception from Mike Cicco, CEO of FANUC North America (located in Rochester Hills).



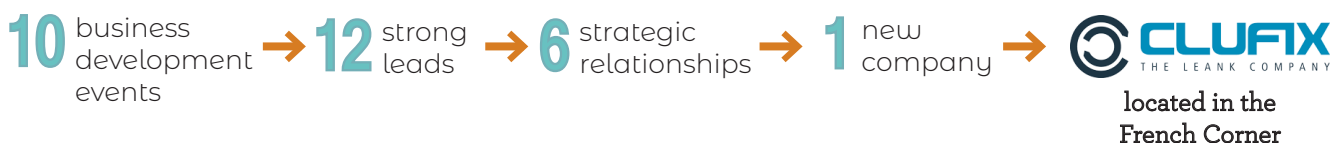
Mayor Barnett with FANUC's leadership
L-R: Joe Cvengros, Kenji Yamaguchi, Mayor, Chairman Dr. Y. Inaba, Mike Cicco

Other conferences/
trade shows include:



Focus Leads to Results in Economic Development

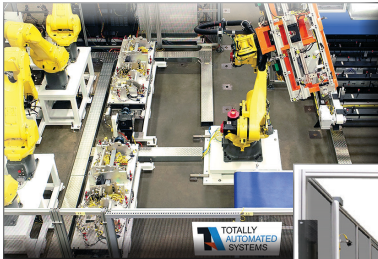
Persistence and determination are key in our strong business community.



Economic Development

Success Story: TA Systems Inc.

It was a great disappointment when the City was notified that Jenoptik was downsizing its operations in Rochester Hills which included selling its properties on Hamlin Road. Fortunately, this building was a perfect fit for an existing Rochester Hills business that was outgrowing its space. TA Systems, Inc. is a designer and fabricator of robotic and automated systems and has operated in Rochester Hills for 40 years. The company had been searching for a larger campus and was in the process of designing a new facility in Auburn Hills but this existing turnkey facility, with land to expand, proved to be ideal and thus TA Systems closed on the purchase of 1500 W. Hamlin Road in November 2023. TA Systems plans to invest an additional \$1 million in building upgrades and retain and create 140



jobs at this new headquarters facility. City Council approved the transfer of the balance of the real property tax abatement on the building (6 years) and exercised the clawback provision of the development agreement, collecting the earlier tax savings from Jenoptik.

TA Systems has big plans for growth and added investment, including the potential to acquire and relocate two similar automation companies to Rochester Hills and construct an addition to the building - creating a state-of-the-art robotics integration center. This project fits well with the City's economic development strategy to attract movers and shakers and build our robotics supply chain.

Oakland County's First Community Showcase was a Success!



In this first ever Community Showcase hosted by Oakland County in the Fall of 2023, Rochester Hills was one of 19 communities that exhibited and discussed opportunities for redevelopment to an audience of over 200 developers, brokers and business owners. The focus centered on the Brooklands, landfill remediation opportunities, and Leach Road. Two meetings were immediately scheduled afterward to discuss the EGLE grant.

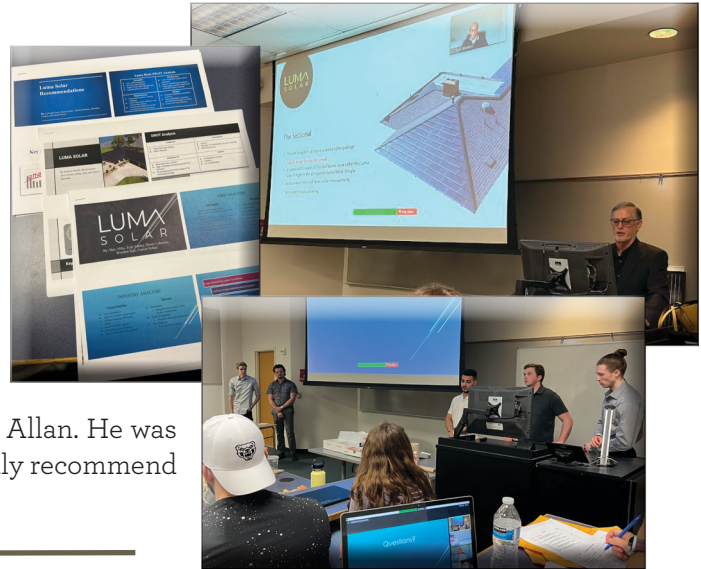
The PED Staff attended the event, including Chris McLeod, Planning Manager (pictured right in center).



Economic Development

Launched Partnership with Oakland University SBA–Management Capstone Case Study

Through a partnership with Oakland University’s School of Business, a pilot program was launched that will use Rochester Hills small businesses as real-world case studies for graduating seniors’ capstone management class. First case: Luma Resources, which builds and installs solar roof systems. The students developed eight growth strategies and presented them to the owner, Robert Allan. He was “impressed beyond his expectations and would highly recommend the experience to other local businesses.”



Diversity of Thought: Helping Leaders Develop Their Talent Toolbox

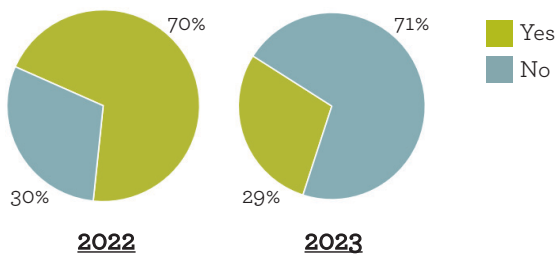


A “listening meeting” was held (thank you for hosting Molex!) for the launch of the Diversity of Thought Development Forum. There were 13 employers represented including our own Rochester Hills Human Resources team. The City has partnered with Oakland University, Rochester University, Oakland Community College, and Leader Dogs for the Blind to develop a full program that will spur diversity of thought among the talented workforce that chooses to work in Rochester Hills. Ideas shared at this meeting include training programs at all levels within the organization and networking forums that bring Rochester Hills HR Directors together to share best practices. Official program to be launched in 2024.

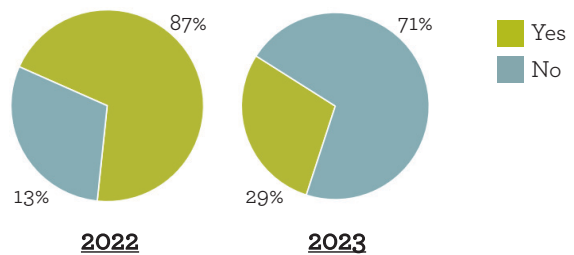
A Lot has Changed in Just One Year: Economic Development Workforce Survey

Originally started in 2022, a survey was taken by MBC members in order to receive insight on their talent/workforce initiatives. From those who responded, they were asked about their position a year later in 2023. Here are a few of the results.

Are you planning to grow your headcount this year?



Do you have open positions to fill this year?



Changes seen in talent acquisitions since 2022 were attributed to factors in 2023 such as:

- Slowdown in manufacturing
- Difficulty finding skilled workers
- Shift of job responsibilities

Ideas from the Toolbox that Rochester Hills companies are implementing into their 2023 HR strategies:

- Internships / Co-ops
- Employee recognitions / bonuses
- Local university recruitment

Boards & Commissions

* The colored bold number at the start of the application description correlates with the number (and color) on the PED Project Map on pag 17.

Planning Commission

1: 2728 S Rochester
-construct auto detailing bldg Jax Car Wash
Approved/Send to CC CU, SP, TRP

2: 800 W Avon
-construct athletic field for Rochester University
Approved SP, TRP, NFSM

3: Cloverport Rezoning
-propose from I to R-4 and I to B-2/send to CC
Send to CC RZ

JAN

4: Walton Oaks
-construct 11 single unit family site condos
Postponed SP, TRP

5: South Oaks-Avon South Blvd
-construct 9 single unit family site condos
Postponed SP,TRP,NFSM,WP

6: 873 W Avon (Bellbrook)
-proposed CU for restaurant/sales-consumption of alcohol w/in existing senior living bldg
Send to CC CU

FEB

Nonresidential Zoning District Consolidation
-proposed amendments to NRZD
Discussed RZ

Food Truck Regulations
-requirements for licensing
Discussed RZ

Drive Through Amds
-proposed zoning amendments, devlpmnt of drive through facilities
Recommend to CC RZ

7: 3035 S Rochester-Bank of America
-renovation of existing bldg
Approved/Send to CC CU,SP

MAR

8: 882 S Rochester
-proposed CU for sales-consumption of alcohol in existing A/R Workshop
Send to CC CU

Nonresidential Zoning District Consolidation
-proposed amendments, NRZD associated rezonings
Discussed RZ

CORH CIP 2024-2029
-proposed CU for restaurant sales-consumption of alcohol w/in existing senior living bldg
Approved S

APR

4: Walton Oaks
-construct 11 single unit family site condos
Approved/Send to CC SP,TRP

5: South Oaks-South Blvd
-construct 9 single unit family site condos
Approved/Send to CC SP,TRP,WJ,NFSM

9: 3230 S Rochester-Oakridge Plaza
-proposed expansion of plaza
Discussed SP

Nonresidential Zoning District Consolidation
-proposed rezonings
Send to CC RZ

Nonresidential Zoning District Consolidation
-proposed amendments to NRZD
Send to CC RZ

MAY

Zoning Board of Appeals

1: 945 S Rochester
-variance for 2 freestanding monument signs
142 sq. ft.
Denied

JAN

2: 695 Red Oak Ln
-variance side/rear/front yard setback and exceed lot coverage
Postponed

3: 2083 Bonnie Brae
-proposed accessory bldg (2 car garage) in front yard
Approved

4: 1731 Oakstone Dr
-proposed accessory structure (ice rink) in front yard
Denied

MAY

Historic District Commission

3 regularly scheduled meetings were held. Meetings generally scheduled for the second Thursday of each month.

1: 1481 Dutton
-request Cert. of Appropriateness/addtn to existing home
Approved

2: Winkler Mill Pond HDSC Report
-request to adopt report/send to CC
Approved

MAR

3: 1025 Washington
-request Cert. of Appropriateness/replace 7 windows
Approved

4: 947 E. Tienken
-barn restoration
Postponed

AUG

5: 1021 Harding
-new construction
Recommend to CC to delist

NOV

12 scheduled meetings were held, with 1 being a joint meeting with City Council and 1 training session. Meetings generally scheduled for the third Tuesday of each month.

10: 1655 E Auburn
-proposed additions/CU for restaurant sales-consumption of alcohol-Juan Blanco's
Approved/Send to CC
CU,SP

JUN

CORH Gateways/ Streetscapes Master Plan
-recommend Master Plan
Recommend to CC S

JUL

11: 1515 S Rochester
-construct 13,586 sq ft child care facility-Primrose
Postponed CU,SP,TRP

11: 1515 S Rochester
-construct 13,586 sq ft child care facility-Primrose
Approved/Send to CC
CU,SP,TRP

AUG

12: 10 E Auburn
-construct 3,677 sq ft car wash building-Clean Express
Postponed CU,SP,TRP

Zoning Ordinance-Keeping of Chickens
-regulations/lot size requirements
Discussed RZ

Winkler Mill Pond HDSC Report
-propose boundary change to reduce existing district
Approved S

12: 10 E Auburn
-construct 3,677 sq ft car wash building-Clean Express
Approved/Send to CC CU,SP,TRP

13: 1841 Northfield-ArtLab J
-proposed CU for health/rec/physical education facility
Postponed CU

14: 90 E Tienken-Brunch Bar
-proposed CU for restaurant sales-consumption of alcohol
Send to CC CU

SEP

Zoning Ordinance-Keeping of Chickens
-regulations/lot size requirements
Discussed RZ

13: 1841 Northfield-ArtLab J
-proposed CU for health/rec/physical education facility
Postponed CU

OCT

15: 1575 E Hamlin
-construct 3-story, 550 unit storage facility
Approved/Send to CC
CU,SP,TRP

NOV

Key

CP	Concept Plan
CU	Conditional Use
NSFM	Natural Features Setback Modification
RZ	Rezoning
S	Study
SP	Site Plan
TR	Tree Removal Permit
WP	Wetland Permit

5 regularly scheduled meetings were held. Meetings generally scheduled for the second Wednesday of each month.

2: 695 Red Oak Ln
-variance side/rear/front yard setback and exceed lot coverage
Approved

JUN

5: 1575 S Rochester
-variance to nonresid. property min. lot area requirement for FB overlay district
Denied

6: 2093 Wentworth
-variance to min. rear yard setback (roof over existing deck)
Denied

JUL

7: 1836 Alsdorf
-variance min. acreage for keeping of chickens
Denied

8: 3367 Crooks
-variance min. acreage for keeping of chickens
Denied

AUG

Historic Districts Study Committee

5 regularly scheduled meetings were held. Meetings generally scheduled for the third Tuesday of each month.

1:Winkler Mill Pond HDSC Report
-request to adopt report/send to CC
Approved

JUN

1:Winkler Mill Pond HDSC Report
-request to adopt final report
Approved

AUG

1: Public Open House for Winkler Mill Pond HDSC Report
No action necessary

SEP

1:Winkler Mill Pond HDSC Report
- Public Hearing: consideration and request adoption of boundary change
Postponed

OCT

1:Winkler Mill Pond HDSC Report
-consideration and request adoption of boundary change
Postponed

NOV

Boards & Commissions

Brownfield Redevelopment Authority

While the BRA did not physically meet in 2023, there are two approved Brownfield Plans that are active and we anticipate will be submitting requests for reimbursement in 2024.

0 regularly scheduled meetings were held. Meetings generally scheduled for the third Thursday of each month.

Local Development Finance Authority

Subcommittee
-Support of Economic Development Strategy
Discussed

JAN

New Board Member
-Welcome Eunice Jeffries
Director of Gov't & Comm Relations, OCC
2023 Capital Projects Advancement
-Adams Rd pedestrian crossing
- Leach Rd reconstruction
Discussed

FEB

New Board Member
-Welcome Peter Arbour and Tony Vernaci
2024-2026 Budget
Approved

JUL

Subcommittee
-Results from 2023 workforce needs survey: showing changes in companies' workforce attraction and retention plans, strategy to pivot priorities to employee retention/training, internship opportunities, talent attraction/labor participation
Discussed

2023 Capital Projects Advancement
-Leach Rd: presented engineering analysis and plan to begin road reconstruction in 2024
Discussed

OCT

3 regularly scheduled meetings and 2 subcommittee meetings were held. Meetings generally scheduled for the second Thursday of February, April, July, and October.

Environmental Permits

Tree Plantings
-per approved site plans

875

Tree Removals
-per approved tree removal permits

365

Wetland Removals
-per approved wetland permits (sq ft)

12,153

Natural Features Setback Modifications
-per approved site plans (sq ft)

998

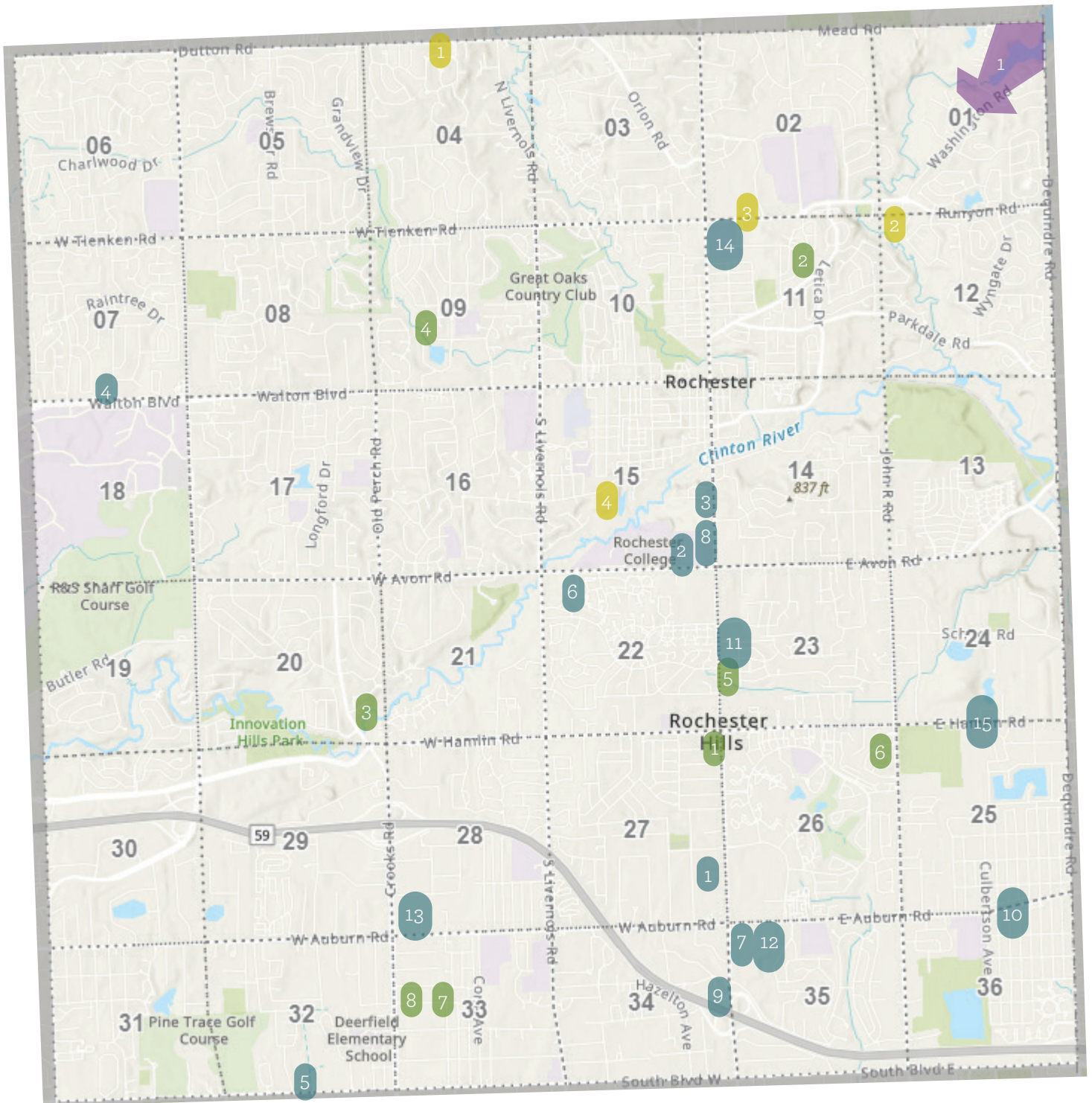
8 approved tree removal permits and 3 approved wetland permits and natural features modifications

Boards & Commissions

PED Project Map

* The number (and color) on the Project Map above correlates with the colored bold number at the start of the application description on pages 14-15.

- Planning Commission
- Historic District Commission
- Zoning Board of Appeals
- Historic District Study Committee



Looking Ahead

One of the purposes of the Annual Report is to look ahead and anticipate those items that the City desires to address or work on over the next year and beyond in the area of Planning and Economic Development. Departmental goals include:



Master Land Use Plan Update

- ▶ Lead a successful and engaging update to the City’s Master Land Use Plan with a focus on sustainability and high quality design of the physical environment.

Implement the Gateways Plan

- ▶ Installation of all primary and secondary gateways and park entrance signs.

Use Technology to improve Communication & Efficiency

- ▶ Elevate the use of BS&A, Bluebeam, Trello and GIS to take the City to the next level in terms of processing, tracking, and visualization of developments.

Implement the Restoration & Remediation EGLE Grant

- ▶ Work with landfill property owners to secure funds for cleanup and redevelopment.

Fostering Entrepreneurship

- ▶ Maintain a strong partnership with the Rochester Regional Chamber of Commerce by supporting and promoting business development programming made possible by RRC, while connecting with its many micro business members. Explore other promotional opportunities to showcase locally owned small businesses including social media, city communications, cross marketing and overall growing our entrepreneurial culture.

Attracting Movers & Shakers

- ▶ Retain and attract “good” companies that are garnering national attention as “Movers and Shakers” within their industry by attending targeted industry events and conferences (robotics, mobility, ICSC retail) and meeting with site consultants to promote Rochester Hills.

Boosting International Business Development

- ▶ Identify and market the community’s attractiveness for international business investment by engaging in international business delegation trips (India or France) and/or hosting visiting delegations with our partners and expanding our role with the many international chambers of commerce.

Welcoming A Talented Workforce

- ▶ Continue to build the **Welcoming a Talented Workforce** toolbox of programs with a focus on talent programs, internships in RH, talent attraction marketing programs and exploring growing RH’s labor participation rate.

Supporting Property Owners & Developers

- ▶ Partner with existing property owners to maintain Class A commercial and industrial real estate and connect with any resources. Promote Rochester Hills’ redevelopment opportunities to innovative developers and businesses with a marketing program targeted towards the Auburn Road corridor and EGLE Remediation Grant properties.

The PED Team

PED is More than Just Planning and Economic Development

In a City with 11 departments and over 200 employees, our Planning and Economic Development team is made of only six people. These talented individuals bring their A-game to the table every day to serve the residents and businesses in the community.

But the PED goes beyond the site plans, business relations, and master plans. They take time to give back to the community, find ways to encourage and uplift each other, create teambuilding experiences, and simply have fun. Here's a glimpse of a few things PED did together in 2023.



The team surprised Chris with a puppy shower to celebrate the adorable addition to his family, a cute corgie named Fritter.



Michelle, Pam and Jerry were given a special tour of PAR Pharmaceutical's behind-the-scenes facilities. New work outfits are being considered.



For 30 Days of Giving, the team adopted two children through Gifts for All God's Children and spent the afternoon wrapping Christmas gifts.



Mary Jo's new desk area was adorned with affection when she changed her role at City Hall from working in multiple departments to only in PED.

Michelle, Pam, Sara, and Jennifer checked out Royal Park Hotel's popup holiday space—and ran into Mary Jo's husband, Mark, who was playing with the Salvation Army band.



For City Halls' decorating theme of "Sweet & Treats," the PED team always thinks outside of the box and chose to focus on sweets that may have different likes and dislikes.



PED's teambuilding can be fun—and a little competitive—while throwing axes!



innovative *by* nature



Planning and Economic Development Team

Contact Information

City of Rochester Hills
Planning and Economic Development Department
1000 Rochester Hills Drive | Rochester Hills, MI 48309
planning@rochesterhills.org
248.656.4660
rochesterhills.org

