

Rochester Hills

Preserve

Enhance

Innovate

Master Plan

September 2024: Scenarios - Pros/Cons



RochesterHills.org/MasterPlanUpdate

Scenario #1: Tomorrow as Today

- **Scenario 1: Tomorrow as Today.** The long-range focus is preserving the stability and quality of life centered on the city's existing suburban single-family subdivisions. The city maintains its current patterns of land use and development practices. Single-family detached housing continues to be the preferred choice for residents. Housing values rise, which benefit existing property owners, but make it hard for first time homebuyers and others looking for alternative housing types to live in the city. The transportation network primarily supports personal automobile travel, which is the main way in which people access goods and services. Roads continue to be congested. Community facilities, parks, and preserved open spaces are maintained and improved as funding allows. Financial resources are dedicated to maintaining aging infrastructure and public services.

Scenario 1: Tomorrow as Today.

Pros



- **Property Values:** Rising home prices could benefit current homeowners as their investments grow, and potentially attract higher-income residents.
- **Stability and Continuity:** Residents who value the current suburban lifestyle will appreciate the continuation and preservation of neighborhoods like theirs along with shopping areas and services much like today.
- **Quality of Life:** Maintaining the current setup of community facilities, parks, and open spaces ensures that the quality of life for residents remains high.
- **Low Density Appeal:** Single-family homes continue to offer privacy, space, and a quiet environment, which is often attractive to families.
- **Infrastructure Focus:** Continued investment in maintaining aging infrastructure can prevent future service disruptions and ensure the city remains functional.
- **Sense of Identity:** The community retains its character and identity as a suburban city that focuses on quality of life and the environment, appealing to long-term residents who value tradition.
- **Separation of Incompatible Uses:** Residents continue to enjoy separation between residential and commercial, office, and industrial uses.

Scenario 1: Tomorrow as Today.

Cons



- **Limited Housing Options:** The focus on single-family housing may exclude first-time homebuyers, low- to middle-income individuals, and people who prefer or need smaller or more affordable housing types like townhomes or apartments.
- **Housing Affordability Crisis:** Rising home prices could exacerbate inequality and push out potential new residents, making the community less inclusive and less likely to include older and younger residents.
- **Increased Congestion:** Continuing reliance on personal automobile travel will likely worsen traffic congestion, leading to longer commute times and higher stress levels.
- **Environmental Concerns:** Car-dependent lifestyles lead to higher emissions, greater needs for roadway improvements, and environmental impacts, potentially conflicting with broader sustainability goals.
- **Lack of Innovation:** By maintaining the status quo, the city may miss opportunities to adopt more progressive land-use strategies, technological innovations, or new forms of urban development that may be appropriate or desirable if implemented correctly.
- **Generational Shift:** As younger people may prefer more urban, walkable, and diverse housing options, the city could lose younger residents to more dynamic areas that provide those options.
- **Economic Resilience:** A singular focus on single-family housing might make the city less resilient to economic fluctuations, particularly if there is a downturn in housing demand or housing value.
- **Infrastructure Costs:** Maintaining aging infrastructure without exploring alternatives for growth of the city tax base or efficiency in providing services might be costly and unsustainable long-term.

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Bottom line: This scenario has strong appeal for maintaining stability and the typical suburban lifestyle, but there are significant trade-offs, especially around inclusivity, sustainability, and future-proofing the community.

Scenario #2: Enhancing Connections

- **Scenario 2: Enhancing Connections.** Smaller multi-unit housing types in select locations supplement single-family residential housing (which is maintained throughout most of the community). New developments in these select locations create walkable neighborhoods with mixed-use areas that integrate residential, commercial, and office spaces, providing housing opportunities for younger buyers to come to Rochester Hills and those residents looking to downsize an opportunity to stay in the City. Overall housing costs will likely continue to rise. There is a focus on transforming some roads into pedestrian-friendly streets where automobiles are de-emphasized, where appropriate. Bike-sharing programs and on-demand public transportation options increase and sidewalks and pathways are expanded and improved. Traffic congestion may ease with effective and efficient alternative transportation options, which require human and financial resources to implement. Demand for utilities and infrastructure will increase, but new efficiencies will be achieved due to the proximity of more people.

Scenario 2: Enhancing Connections

Pros



- **Diversification of Housing Options:** Introducing smaller multi-unit housing types makes housing more accessible to a broader range of people, including first-time buyers, renters, those looking to downsize, seniors, and lower-income residents.
- **Walkable Neighborhoods:** Creating defined mixed-use, walkable neighborhoods can enhance quality of life by reducing the need for car travel, promoting healthier lifestyles, and fostering a stronger sense of community for those that seek this type of option,
- **Improved Transportation Choices:** Expanding pedestrian-friendly streets, bike-sharing programs, and on-demand public transportation provides residents with more transportation options, reducing reliance on personal cars.
- **Reduced Traffic Congestion:** By shifting focus toward multimodal transport, traffic congestion could be reduced, leading to less time spent in traffic and lower emissions.
- **Sustainability:** Encouraging more sustainable transportation modes like walking, biking, and public transport aligns with environmental goals, helping to reduce the community's carbon footprint.
- **Economic Vitality:** Mixed-use areas combining residential, commercial, and office spaces can lead to increased economic activity, job creation, and vibrancy in the community.
- **Health Benefits:** Walkable neighborhoods and the promotion of active transportation modes (walking, biking) can improve public health by increasing physical activity and reducing pollution-related illnesses.

Scenario 2: Enhancing Connections

Cons



- **Housing Costs Continue to Rise:** Even with more housing options, the overall trend of rising housing prices could persist, making it challenging to find housing for younger residents or those residents looking to downsize.
- **Implementation Costs:** Transitioning roads to pedestrian-friendly streets, expanding public transportation options, and upgrading infrastructure might require significant financial investment and may require additional revenue sources or a reallocation of existing monetary resources.
- **Resistance to Change:** Long-term residents, particularly those who prefer suburban, car-centric lifestyles, may resist changes like reduced car access or increased density in select areas.
- **Displacement Risk:** Introducing mixed-use and walkable developments may drive up property values in some areas, potentially leading to displacement of residents.
- **Maintenance and Management:** Maintaining and operating alternative transportation programs (bike-sharing, on-demand transit) could be complex and require ongoing financial and administrative resources.
- **Traffic Adjustments:** While alternative transportation may reduce car traffic, limiting car access in certain areas could create traffic congestion in other parts of the city or on arterial roads.

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Bottom line: This scenario presents a progressive, future-oriented vision that could improve connectivity, reduce environmental impacts, and diversify the community. However, it comes with significant financial, social, and political trade-offs, especially related to housing affordability and the challenges of managing transitions.

Scenario #3: Rochester Hills Reimagined

- **Scenario 3: Rochester Hills Reimagined.** The city evolves into a more intense urban-style, diverse and inclusive community with strategic redevelopment of aging commercial areas with a mix of uses and densification to reduce car dependence. Existing single family residential neighborhoods are maintained and supplemented with the addition of “granny flats,” duplex, triplex and quadplex homes that fit into the character of the neighborhood, providing new housing types, increasing property values, and adding financial resources to support aging infrastructure like storm water ponds, common landscape areas, and neighborhood sidewalks. The city uses financial resources to support additional public transportation options like regional transit, ride share, and local bike-sharing programs in the areas where they are appropriate and most beneficial, while improving local infrastructure for pedestrians and cyclists. It becomes easier to reach destinations by multiple means, creating new opportunities for people of all ages and abilities, leading to a stronger sense of belonging, civic engagement, and economic opportunity. Parks and open spaces become easier to access for all residents regardless of age and mobility status and play a larger role in modeling sustainability and promoting community identity.

Scenario 3: Rochester Hills Reimagined

Pros



- **Reduction in Car Dependence:** By promoting multi-modal transportation options and the densification of development in appropriate areas, this scenario helps reduce reliance on cars and increases accessibility for all residents. This can lower traffic congestion, reduce carbon emissions, and make the city more walkable and accessible.
- **Diverse Housing Options:** The introduction of “granny flats,” duplexes, triplexes, and quadplexes that fit into the character of the neighborhood will add additional housing options, helping to meet the needs of a variety of household types, including multi-generational families, young professionals, and seniors.
- **Financial Resources for Infrastructure:** Increased property values from a variety of development types can generate more tax revenue. This additional revenue can help fund necessary improvements to aging infrastructure, like stormwater systems, sidewalks, and parks, ensuring better maintenance and higher quality of life for residents.
- **Sustainability and Green Spaces:** Making parks and open spaces easier to access and integrating sustainability principles supports environmental goals, promoting healthier lifestyles and fostering a sense of community pride around shared spaces.
- **Transportation Options:** Expanding public transportation options and infrastructure for cyclists and pedestrians creates more options for people of all ages and abilities, fostering greater mobility, community health, inclusivity, and resilience to rising fuel costs or transportation disruptions.
- **Civic Engagement and Economic Opportunity:** With better access to diverse amenities and an improved sense of belonging, the scenario is likely to encourage additional community pride and civic engagement. As a result, new economic opportunities could emerge, benefiting small businesses and local entrepreneurs.

Scenario 3: Rochester Hills Reimagined

Cons



- **Resistance from Single-Family Neighborhoods:** Although this scenario preserves existing single-family neighborhoods, the addition of additional housing options (granny flats, triplexes, etc.) may face resistance from residents who fear changes in their neighborhoods or increased congestion.
- **Displacement Concerns:** Increased property values may lead to additional strain on housing affordability, particularly in areas near the redeveloped commercial zones. This could exacerbate inequality unless mitigated with housing policies that address housing types and pricing levels.
- **Infrastructure Overload:** While financial resources might be available to improve aging infrastructure, additional development and population growth could strain existing systems like water, sewage, and public services if they are not upgraded concurrently as new development occurs.
- **Public Transit Expansion Costs:** Providing additional public transit options and bike infrastructure can be costly. Securing the necessary funding might require additional revenue sources or reallocating resources from other essential services, which could generate opposition.
- **Loss of Familiar Suburban Identity:** As the city becomes more urbanized, some long-time residents may feel disconnected from the new identity and cultural shifts within some areas of the city. The transformation from a traditional suburb to a more diverse, densified urban environment may be difficult for some to accept.
- **Managing Diverse Interests:** Balancing the interests of various stakeholders (e.g., small business owners, environmentalists, municipal staff) could be challenging, as some groups may prioritize different aspects of the scenario or resist particular changes.

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Bottom line: This scenario reflects a forward-thinking, sustainable vision that addresses key urban issues, such as housing, mobility, and community engagement. However, it requires careful planning to manage resistance from certain groups, mitigate displacement, and ensure that infrastructure improvements keep pace with development.

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September 2024: Supplemental Data



RochesterHills.org/MasterPlanUpdate

Community Components

The Master Plan focuses on five main components of the community:

- **Housing:** The types and affordability of housing options available, impacting residents of all ages and income levels.
- **Transportation:** The network of roads, public transportation, and pedestrian/cycling infrastructure that allows residents to access goods, services, jobs and community facilities.
- **Natural Features:** The parks, waterways, green spaces, and environmental resources that contribute to the community's character and quality of life.
- **Community Health:** The overall physical and mental well-being of residents, influenced by access to healthcare, healthy lifestyles, a safe environment, and social connections.
- **Economy:** The structure and diversity of businesses and industries that provide jobs and generate revenue, impacting the community's overall prosperity.

Planning Filters

Through the process, the following “filters” are ways to measure/assess how policies align with the planning themes discussed previously:

- **Age-friendly:** An age-friendly community is one that's designed to be welcoming and supportive of people of all ages, from children to older adults. It prioritizes the well-being and needs of all residents, fostering a sense of belonging and connection across generations.
- **Sustainability:** A sustainable community meets the needs of the present without compromising the ability of future generations to meet their own needs. It strives to find a balance between environmental, economic, and social well-being.
- **Innovation:** An innovative community is one that fosters creativity, embraces new ideas, and actively seeks solutions to challenges. It provides an environment where residents and organizations can collaborate and experiment to drive progress.

Scenario Planning

Scenario planning is a way of thinking about the long-range future of a community. There are a few approaches to this kind of planning.

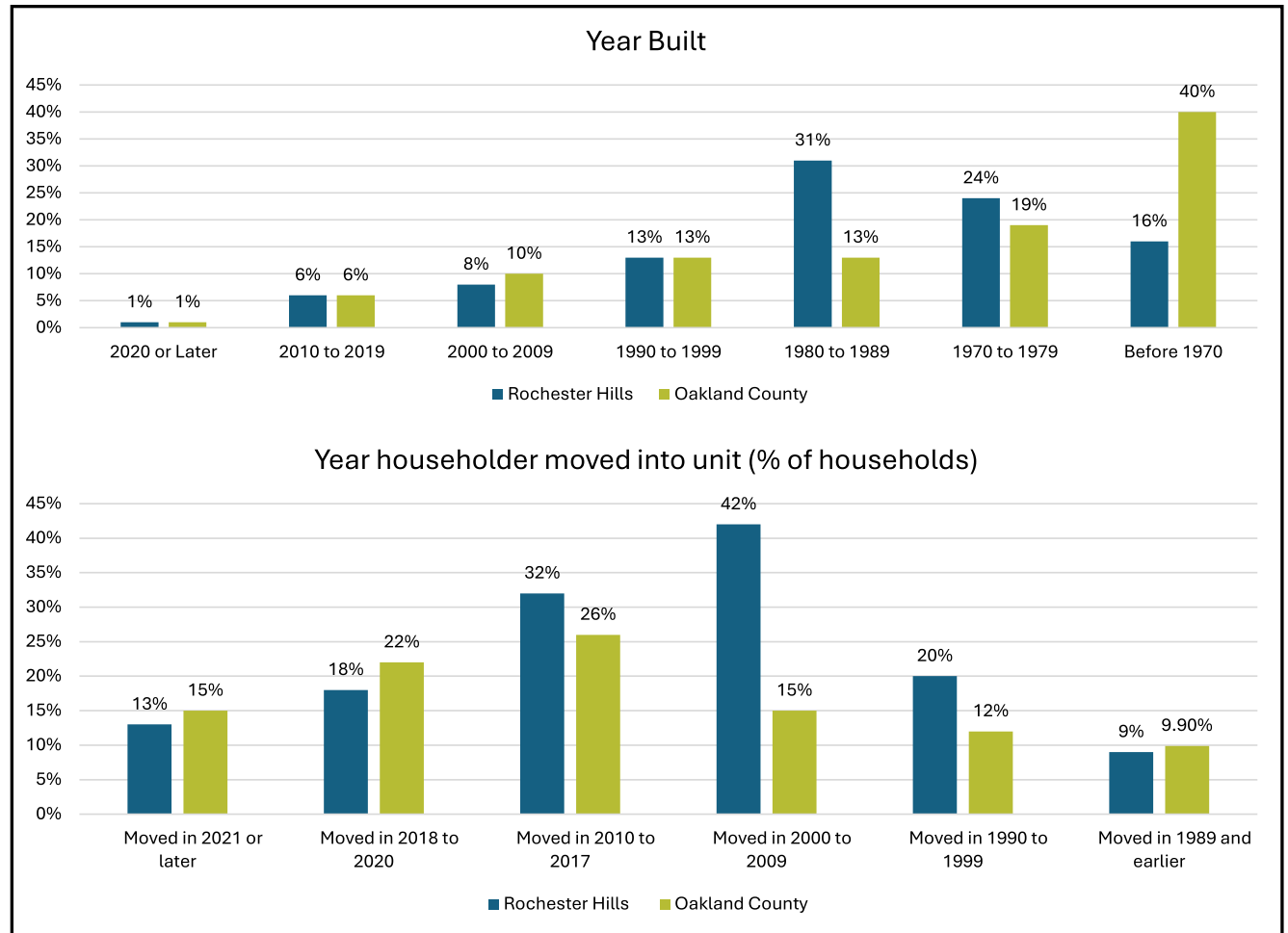
- Some methods focus on how to achieve a desirable vision for the future (or avoid a disaster)
- Others attempt to forecast multiple futures and prepare for the implications of each.
- For the long-range planning process in Rochester Hills, we are focusing on a “preferred” future or long-range vision for the community that will illustrate the way in which community components are inter-connected.
- This approach will lead to objectives and action strategies that align with the wants and needs of the community, today and in the future.

Scenario Planning

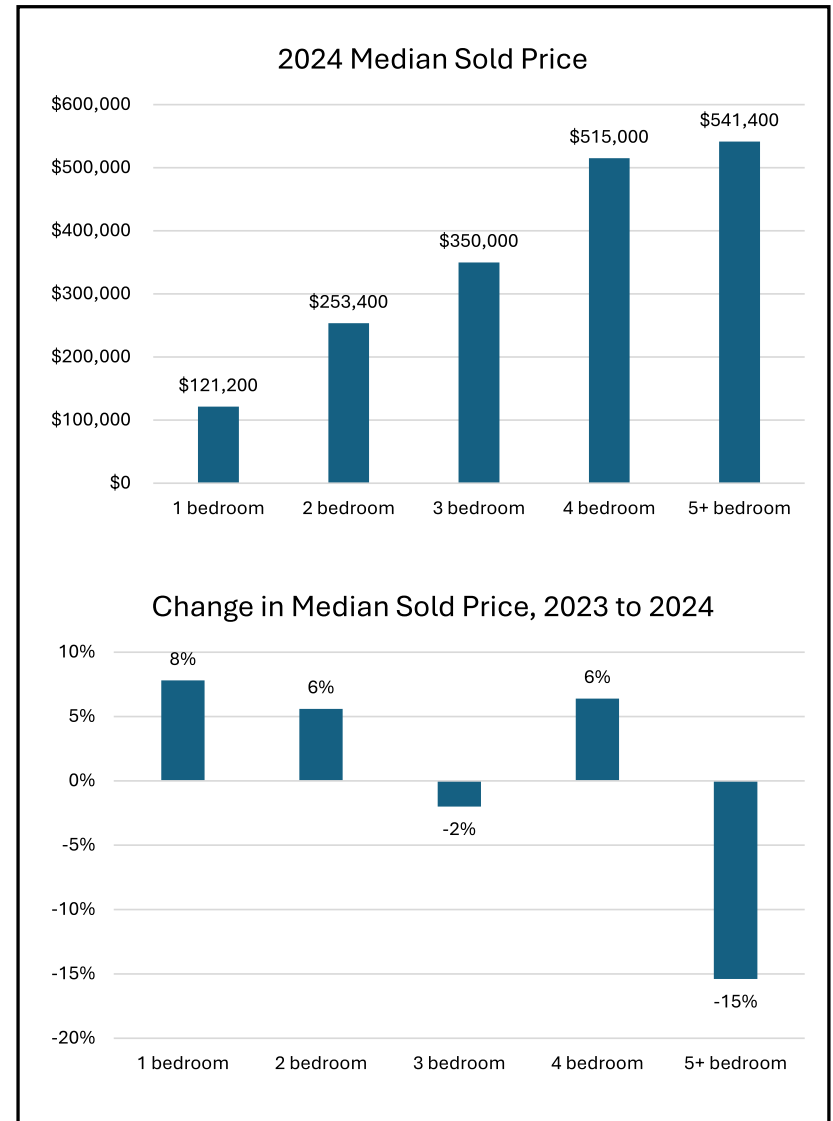
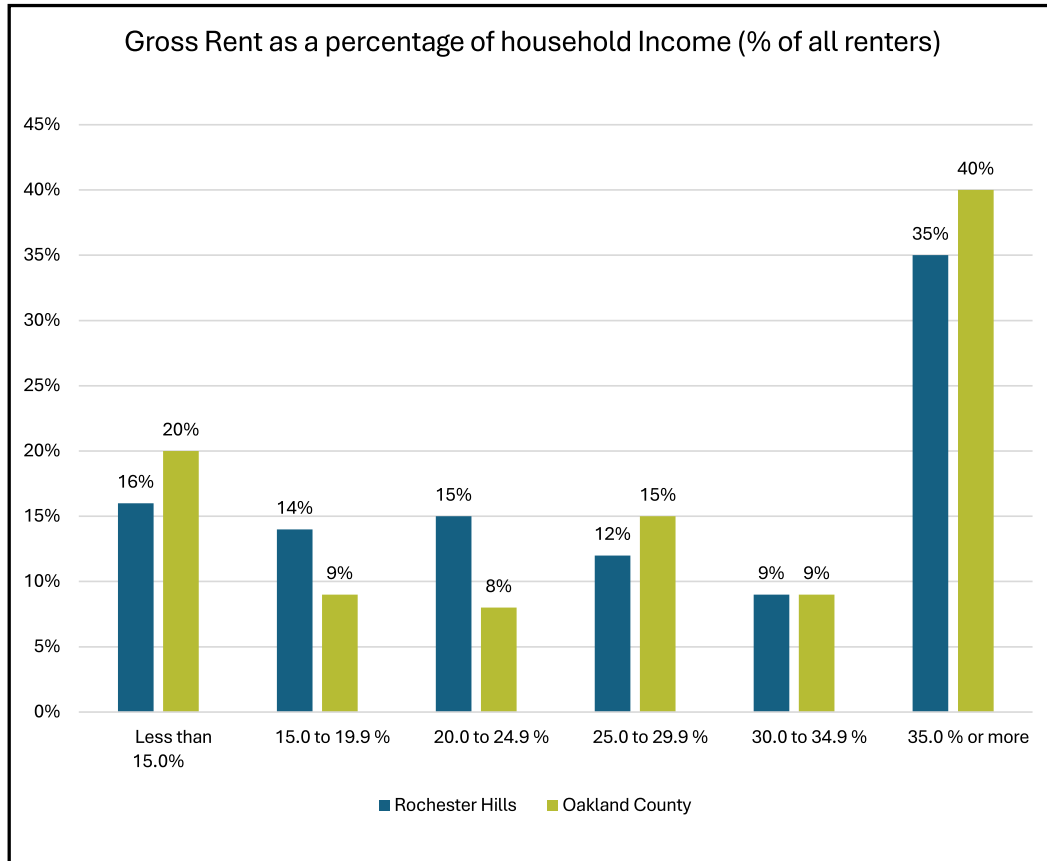
- Based on the 2018 Master Plan, recent data, and community input so far, we have developed three scenarios that reflect varied outcomes for the future.
- These scenarios reflect the balancing of competing interests that may be associated with making changes to different community components.
- There is no one “right” answer, and the Planning Commission may wish to discuss the pros/cons of each and the ability to blend two or more concepts together.
- The key idea is to address the community’s future needs with the current wants and recognize the balanced approach to land use policies that are associated with that future vision

Housing

	Rochester Hills	Oakland County
Homeowner Vacancy Rate (2022)	0.4%	0.6%
Rental Vacancy Rate (2022)	8%	7.00%
Percent of overall housing units that are 1-unit, detached structures	65%	67%
Owner Occupied	77%	73%
Renter Occupied	23%	28%
Median Gross Rent (2022)	\$1,585	\$1,251
Median Value (2022)	\$385,800	\$330,800

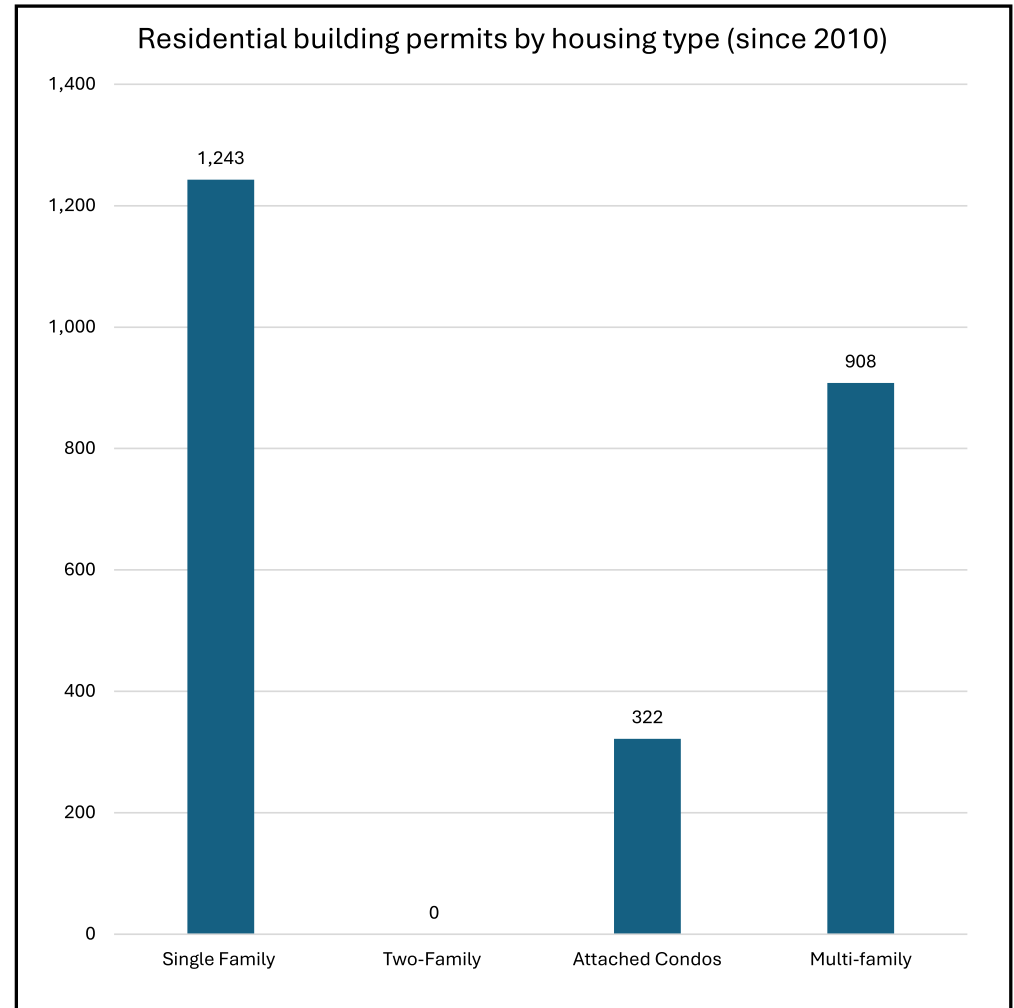
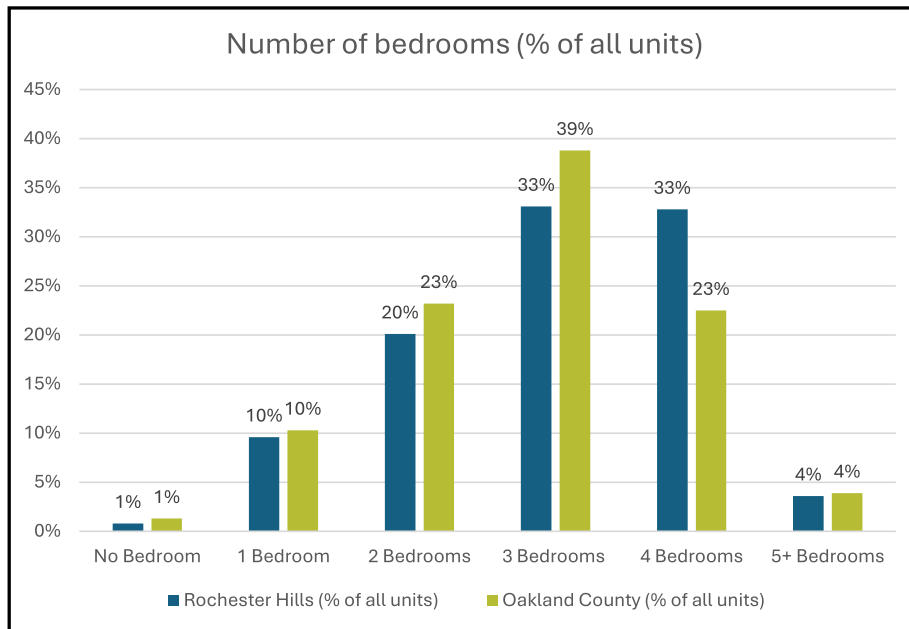


Housing



Housing

	Rochester Hills
% of total land zoned for single family residential	80.68%
% of total land future land use planned for residential	87.26%



Housing

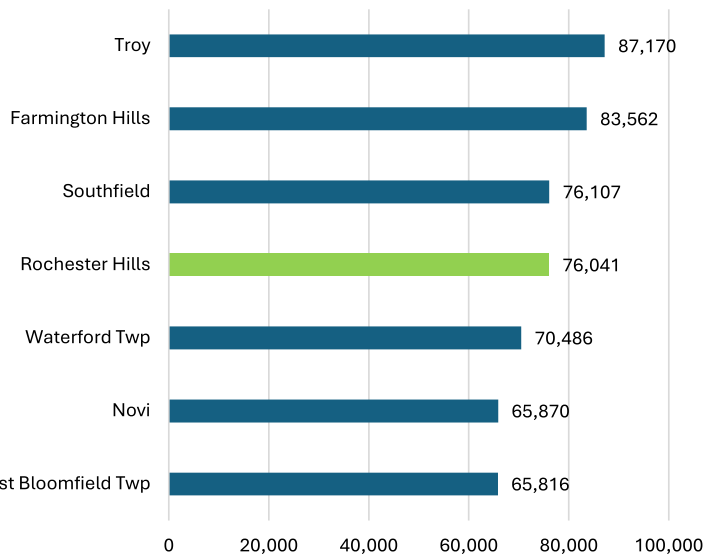
- Wants
 - Stable property values
 - Stable neighborhoods
 - Peace/quiet
 - Access to parks & recreation
 - Safety
- Needs
 - Empty nesters
 - Housing variety
 - Young families/1st time buyers
 - Affordability/ Attainability
 - Newcomers

Housing

- Outside Factors
 - Tax laws (MI) and Housing Incentives
 - School enrollment
 - Aging population
 - Population rate – MI
 - Economic conditions
 - Public health
 - Construction costs (labor/material)
- Internal Factors
 - Community pressure (for and against housing)
 - Available land
 - Zoning and land policy

Population

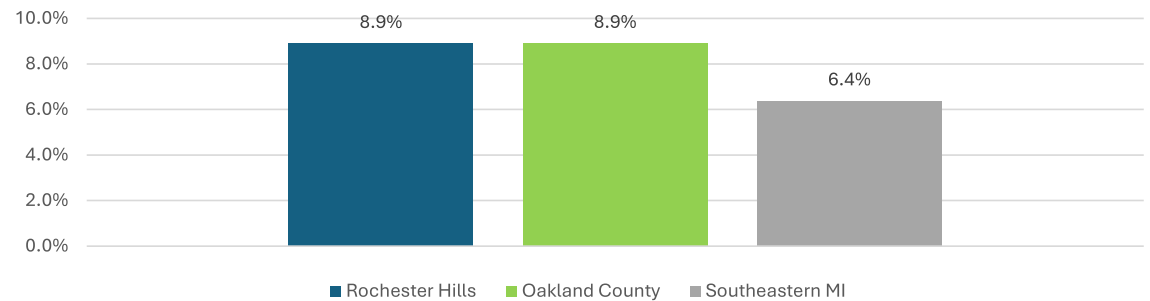
Oakland County, Most Populated Municipalities



Rochester Hills is the **fourth** most populated municipality in Oakland County

The main component of population change is **migration**. Between 2020 and 2022, annual average population change was +382 residents. The average annual change due to natural increase was +2 residents and the change due to net migration was +380 residents.

Projected Change in Population from 2020-250



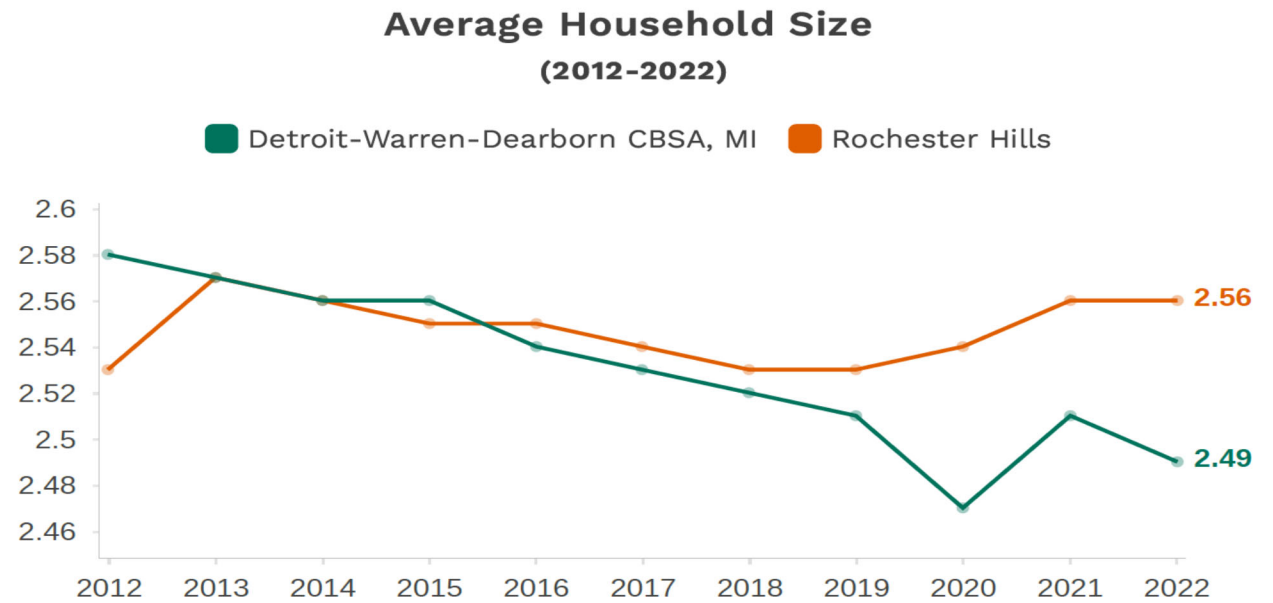
Rochester Hills' population is projected to increase by 8.9% between 2020 and 2050.

Between 2020 and 2050, SEMCOG predicts an influx of 3,505 new households (occupied housing units). Since 2020,

Population

The average household size has steadily declined since 2012.

SEMCOG projects that the average household size will stay the same between now and 2050.



Source: American Community Survey (ACS), US Census Bureau

Population

Household Types			
Household Types	ACS 2022	SEMCOG 2050	% Change 2022-2050
With Seniors 65+	9,725	11,985	23.2%
Without Seniors	19,263	21,231	10.2%
2+ Persons with Children	9,314	9,707	4.2%
2+ Persons without Children	12,072	14,036	16.3%

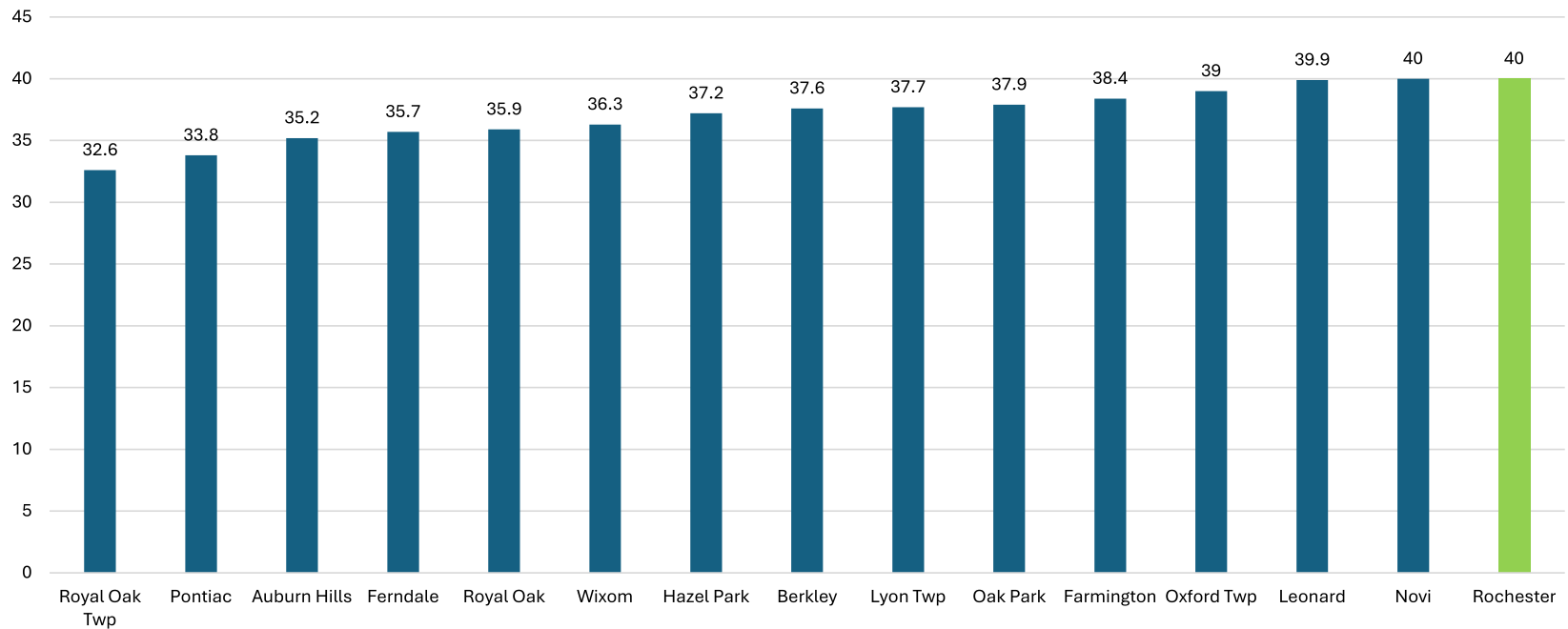
Rochester Hills ranks **29/60** of municipalities in Oakland County for the percent of households with children.

Rochester Hills ranks **23/60** of municipalities in Oakland County for the percent of households with seniors 65+.

Population

The median age in Rochester Hills is 40.9 years, ranking as the 15/60 youngest community in Oakland County.

Oakland County- Youngest Municipal Populations by Median Age



Transportation

Michigan Traffic Data (2022)		
Factor	Number	Note
Vehicle Miles Traveled (in billions of miles)	95.9	Down 0.9% from 2021
Motor Vehicle Crashes	293,341	Up 3.8% from 2021
Motor Vehicle Fatalities	1,123	28.6% of fatal crashes involved alcohol
Motor Vehicle Injuries	70,280	One of every 143 Michiganders
Deaths per 100 million VMT	1.171	Above 2013-2022 average of 1.047
Source: Michigan Traffic Crash Facts		

VMT = Vehicle Miles Traveled

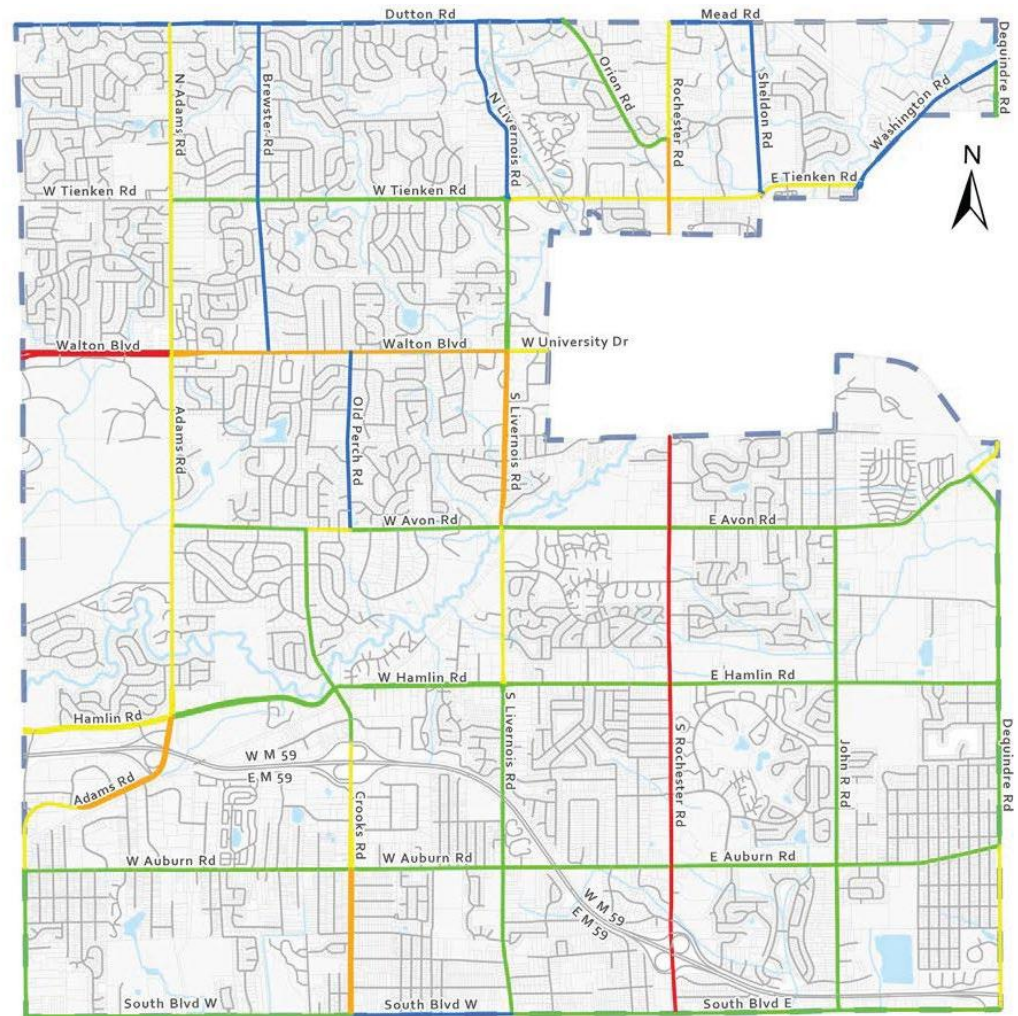
Transportation

Rochester Hills Transportation Data (2022)	
Factor	Data
Miles of public road	386
Mean travel time to work (age 16 and over)	20.5 minutes
Motor Crashes	1,849
Source: SEMCOG, 2022	

Transportation

Figure 12: 2020 AVERAGE DAILY TRAFFIC (Pre-COVID)

- <10,000 vehicles per day
- 10,001 - 20,000 vehicles per day
- 20,001 - 30,000 vehicles per day
- 30,001 - 40,000 vehicles per day
- 40,001 - 50,000 vehicles per day
- No Data

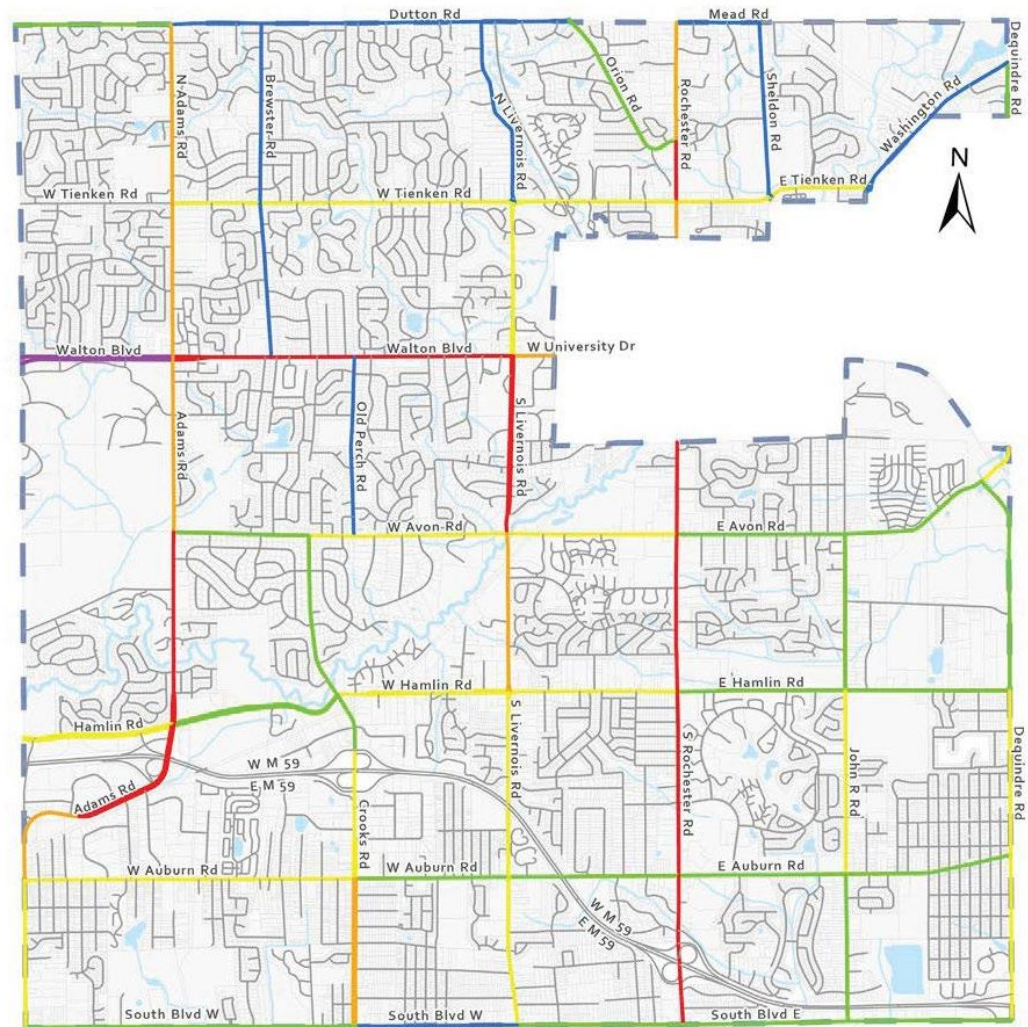


Source: 2021 Rochester Hills Transportation Master Plan

Transportation

Figure 13: 2040 AVERAGE DAILY TRAFFIC

- <10,000 vehicles per day
- 10,001 - 20,000 vehicles per day
- 20,001 - 30,000 vehicles per day
- 30,001 - 40,000 vehicles per day
- 40,001 - 50,000 vehicles per day
- 50,001 or more vehicles per day
- No Data



Source: 2021 Rochester Hills Transportation Master Plan

Transportation

Average Daily Commute Time*

2010: 25.6 minutes

2023: 20.5 minutes

Commute time decreased by 5.1 minutes (19.9%) from 2010 to 2023

*for workers over age 16 working outside the home

Source: SEMCOG

Transportation

Where Rochester Hills Residents Work (2016)		
Rank	Location	Percentage (%)
1	Rochester Hills	18.1
2	Troy	13.5
3	Auburn Hills	11.8
4	Detroit	5.8
5	Warren	5.1
6	Rochester	4.5
7	Sterling Heights	3.6
8	Pontiac	3.5
9	Southfield	3.3
10	Out of the Region (Instate)	2.3
--	Elsewhere	28.6

Source: [SEMCOG](#)

Transportation

Southeast Michigan Non-motorized Data (2020)

Factor	Data
Bicycle Mobility Change (2005-2015)	+100% in number of bicycle trips
Pedestrian Mobility Change (2005-2015)	+28% in number of walking trips
Average biking trip distance	2 miles
Average walking trip distance	¼ mile
Driving trips under 2 miles	27%

Source: [SEMCOG Bicycle and Pedestrian Mobility Plan for Southeast Michigan](#)

Transportation

Rochester Hills Crash Severity*						
	2018	2019	2020	2021	2022	% '18-'22
Total Crashes	2,492	2,394	1,404	1,757	1,849	--
Fatal	4	0	0	3	3	0.1%
Serious Injury	4	15	18	16	21	0.7%
Other Injury	390	371	233	252	287	15.5%
Property Damage Only	2,094	2,008	1,153	1,486	1,538	83.7%
<p>*Left column indicates the worst outcome of the crash; a crash that was fatal may also have caused serious injuries, other injuries, and property damage. Source: SEMCOG/Michigan Dept of State Police</p>						

Transportation

Crash Summary 2018-2022

- 42.5% of crashes were rear-endings
- Angle or Head-on/Left-turn were next at 19.7%
- Single-vehicle (17.5%) and sideswipe (14.3%) crashes were the other significant types
- 38.8% of crashes occurred at intersections
- Older (65+) and younger (15-20) drivers were each responsible for just over 20% of crashes
- 13.9% of crashes occurred in or at driveways
- 6.6% involved distracted drivers
- 7.1% involved deer
- 2% involved alcohol

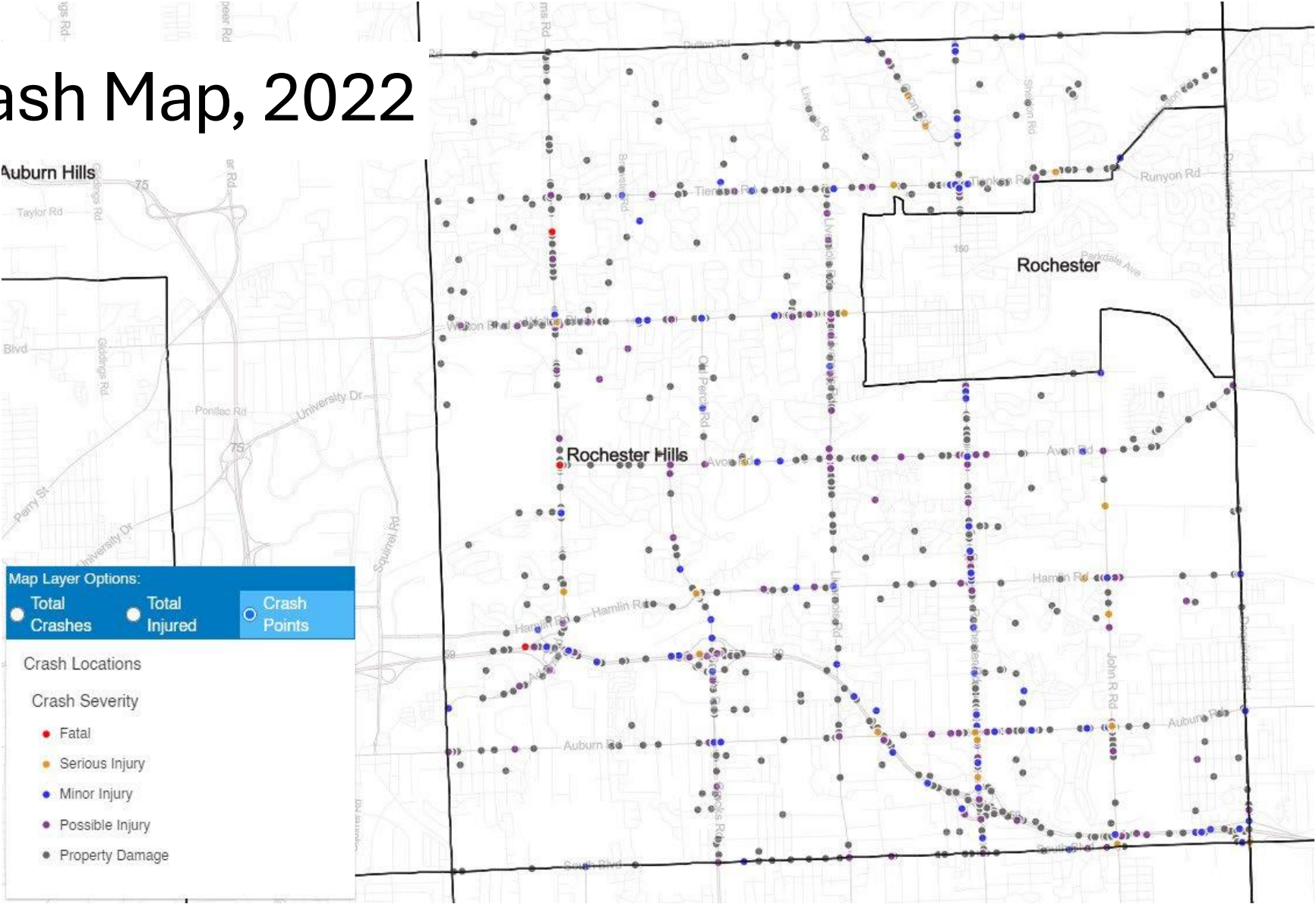
Transportation

Rochester Hills High-Frequency Crash Intersections*			
Intersection	County Rank	Jurisdiction	Annual Avg '18-'22
Hamlin & Livernois	11	County/City	46**
Avon & Rochester	28	State/County	38.4
Rochester & Auburn	42	State/City	32.6
Rochester & Tienken	45	State/County	32.4
Adams & Walton	63	County	29.4
Dequindre & South	72	County	28.2
Rochester & Hamlin	76	State/City	27.4
Rochester & South	94	State/County/City	24.6
Avon & Livernois	100	County	24
Livernois & Walton	143	County	20.4
*Crashes occurred within 150 feet of the intersection **One roughly every seven days Source: SEMCOG			

Transportation

Rochester Hills High-Frequency Crash Segments				
Road	Segment	County Rank	Jurisdiction	Annual Avg '18-'22
Rochester	Auburn to Hamlin	1	State	92.8*
Rochester	Hamlin to Avon	7	State	73.2
Rochester	M59 ramp to Auburn	29	State	48.6
Adams	Walton to Tienken	39	County	45.4
Rochester	Avon to Rochester	47	State	44
Tienken	Livernois to Rochester	57	County	41.2
Auburn	Rochester to John R	69	City	39.4
Avon	Livernois to Rochester	86	County	36.4
Adams	Avon to Walton	97	County	34.2
Walton	Old Perch to Livernois	103	County	33.4
*One roughly every four days Source: SEMCOG				

Crash Map, 2022



Transportation

Pavement Condition, City-Wide

In 2007, pavement condition was 15% good, 33% fair, 52% poor

In 2021, pavement condition was 45% good, 36% fair, 19% poor

Source: SEMCOG

Transportation

- Wants
 - Walkability
 - Reduced congestion
 - Safety
- Needs
 - Sidewalks
 - Pedestrian crossings
 - Alternatives to driving

Transportation

- Outside Factors
 - SMART
 - RCOC
 - MDOT
- Internal Factors
 - Financial resources

Natural Features

Changes in Precipitation in Southeast Lower Michigan (1953-2023)		
Time Period	Change in Inches	Percent Change (%)
Annual	+6.4	+21.18
Winter	+1.1	+19.92
Spring	+1.1	+19.20
Summer	+1.8	+19.08
Fall	+1.9	+27.04

Source: [GLISA Interactive Climatology Map](#)

Natural Features

Changes in Temperature in Southeast Lower Michigan (1953-2023)	
Time Period	Change in Temperature (°F)
Annual	+2.9
Winter	+4.1
Spring	+2.9
Summer	+2.2
Fall	+2.4

Source: [GLISA Interactive Climatology Map](#)

Natural Features

Factor	Rochester Hills	Oakland County
Open Space	33%	33%
Bare (soil, open fields, etc.)	2%	1%
Water (rivers, lakes, etc.)	1%	6%
Impervious coverage	29%	19.2%
Tree canopy coverage	42%	48.5%
Source: SEMCOG 2020 Land Cover & 2022 Tree Canopy		

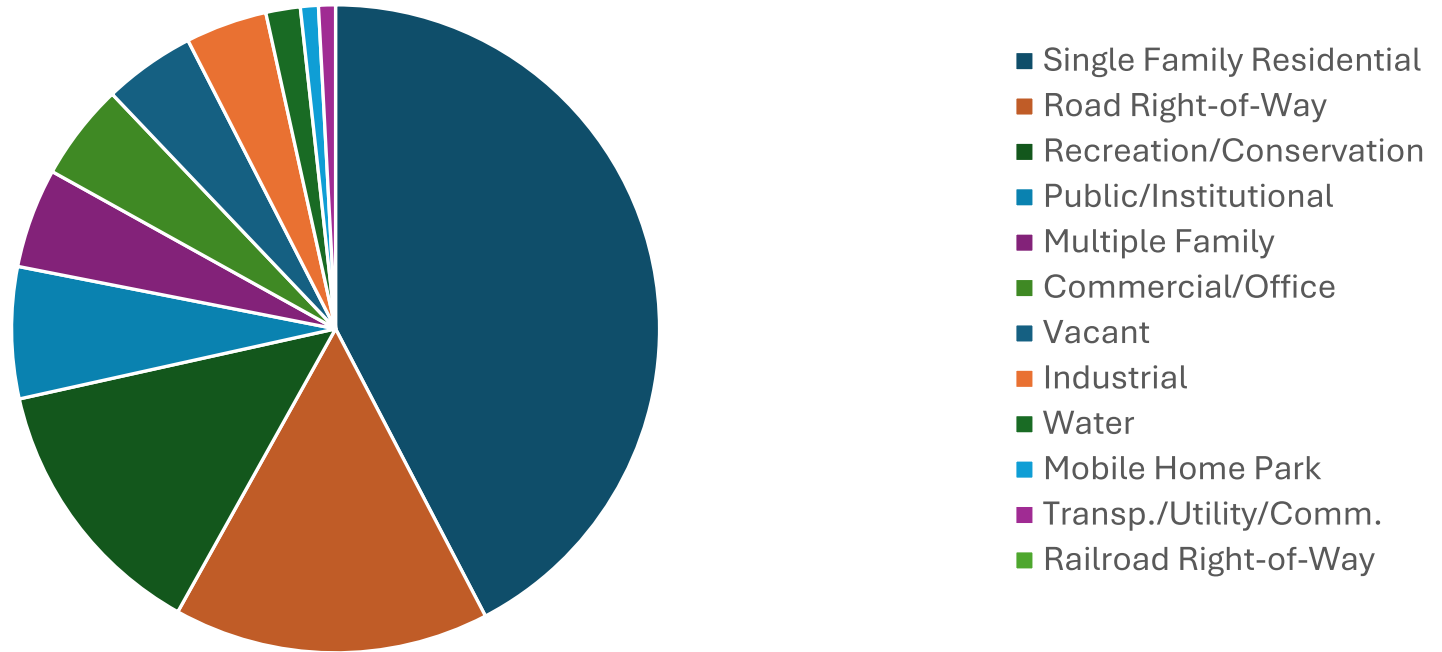
Natural Features

Factor	Percentage of Land Use	Acreage
Natural areas	24.66%	5,193.43
Wetlands	9%	1,884.85
Woodlands	16%	3,298.26
Total land area	100%	21,062.70

Source: [City of Rochester Hills 2024 Natural Features Inventory Update](#)

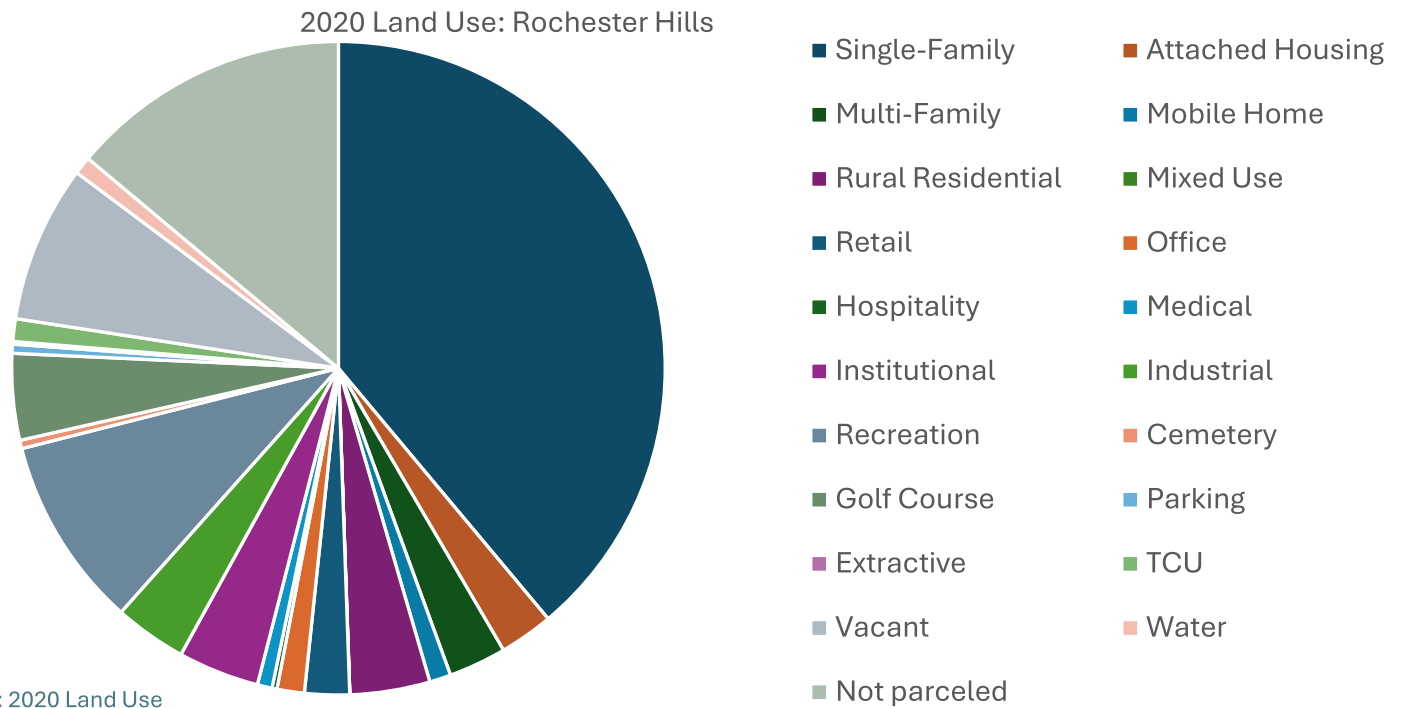
Land Use

2023 Land Use: Oakland County



Source: Oakland County

Land Use



Source: [SEMCOG Community Profile: 2020 Land Use](#)

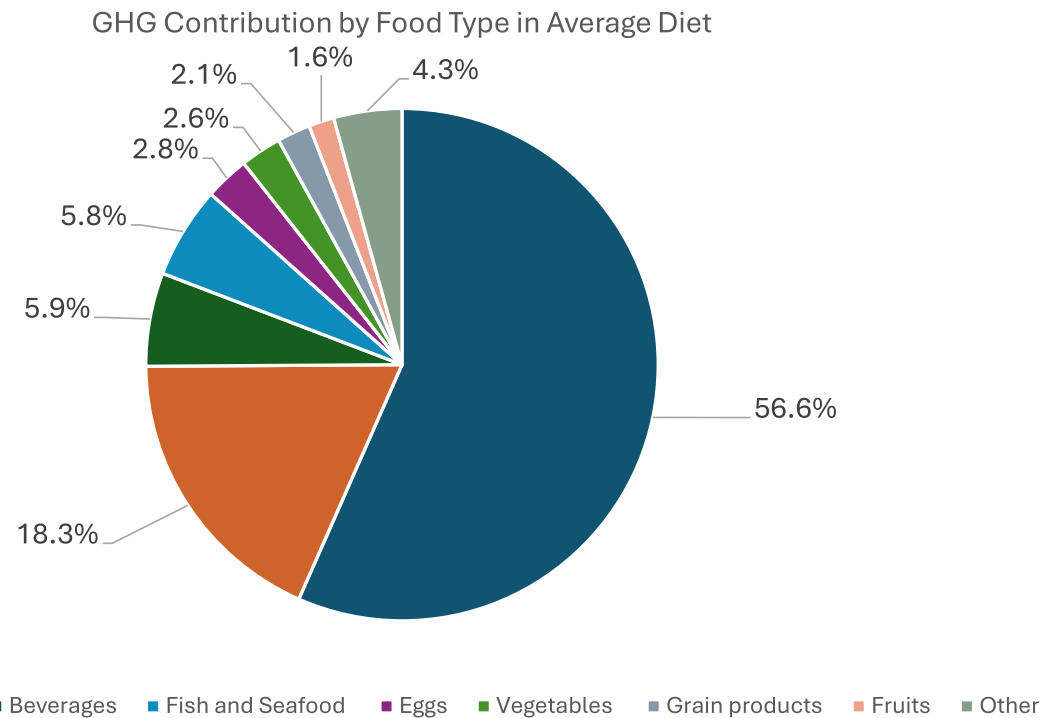
Environmental Impact – Carbon Footprint

Carbon Footprint: Total greenhouse gas (GHG) emissions caused by human activity

- Measured in carbon dioxide equivalents (CO₂e)
- Avg. U.S household carbon footprint in 48 metric tons of CO₂e per year
- Main sources include:
 - Food
 - Housing
 - Transportation

Source: Center for Sustainable Systems, University of Michigan. 2023. "Carbon Footprint Factsheet." Pub. No. CSS09-05.

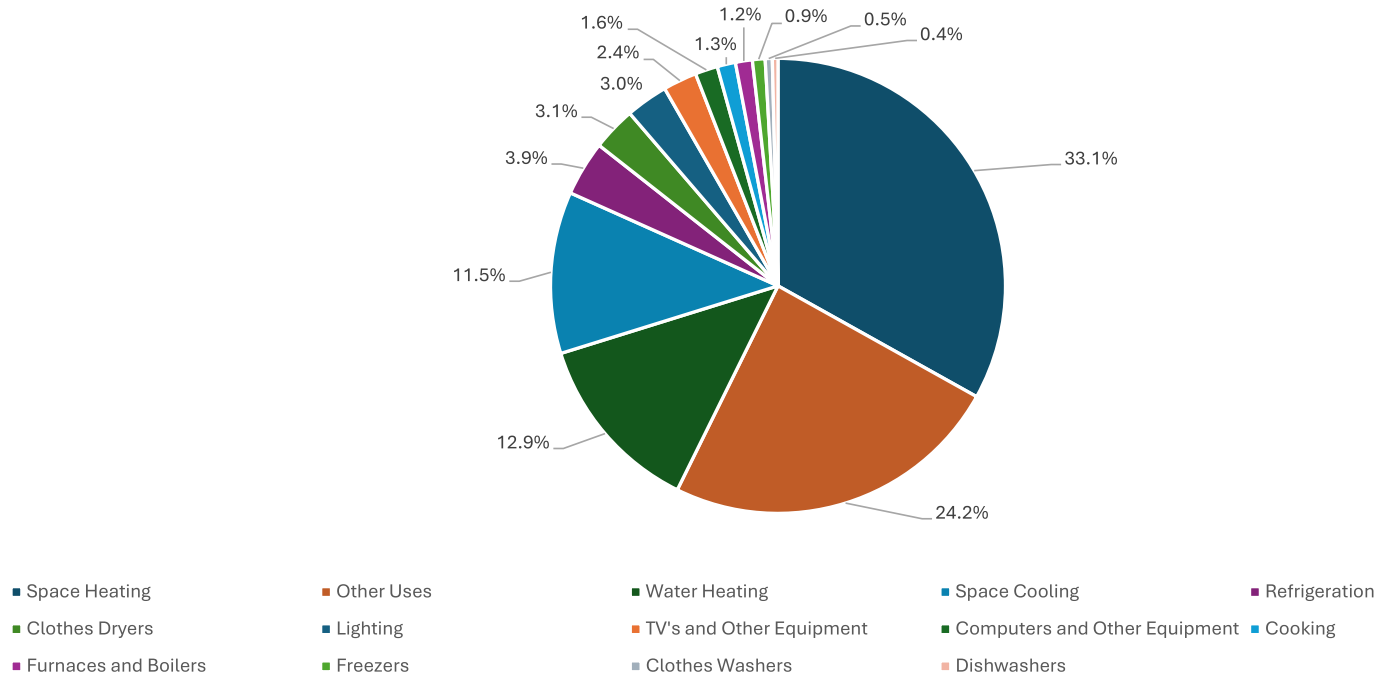
Environmental Impact – Carbon Footprint



Source: Center for Sustainable Systems, University of Michigan. 2023. "Carbon Footprint Factsheet." Pub. No. CSS09-05.

Environmental Impact – Carbon Footprint

U.S. Residential Energy Consumption by End Use (2022)



Source: [Center for Sustainable Systems, University of Michigan. 2023. "Residential Buildings Factsheet." Pub. No. CSS01-08.](#)

Natural Features

- Wants
 - Preserve
 - Access to public to enjoy
- Needs
 - Improvements to infrastructure/open space
 - Access to public spaces
 - Sidewalks, paths, trails, etc.

Natural Features

- Outside Factors
 - Climate change
 - State/federal laws
 - EGLE, EPA, NEPA, etc.
- Internal Factors
 - Financial resources
 - Property rights

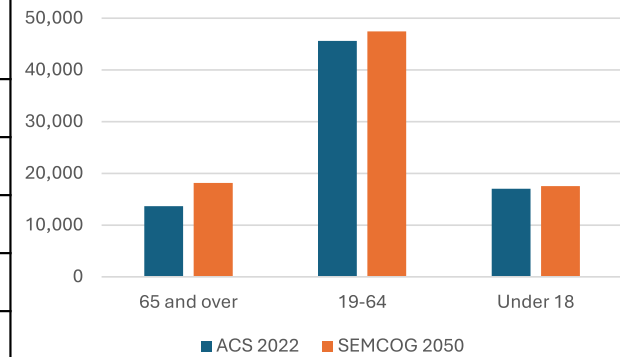
Community Health

Factor	Rochester Hills	Oakland County	US
Asthma	9.7%	10.1%	9.7%
Obesity	27.7%	30%	33%
High blood pressure	28.3%	31.8%	32.7%
Cancer	7.1%	7.4%	7%
High cholesterol	32.4%	33.5%	36.4%
Disability (mobility)	8.5%	10.3%	13.5%
Disability (any)	18.9%	21.6%	28.3%
Health insurance (lack)	4.4%	5.4%	10.8%
No leisure-time physical activity	16.4%	18.9%	23.7%
Persons in poverty	4.3%	7.7%	
Single person households	26%	27%	
Percentage of age 65+ living alone	5.1%	5.2%	

Community Health

Age Group	2020	2025	2030	2035	2040	2045	2050	Change 2020 - 2050	Pct Change 2020 - 2050
Under 5	3,939	3,952	4,423	4,633	4,754	4,700	4,643	704	17.9%
5-17	12,698	12,602	12,419	12,337	12,808	12,956	12,892	194	1.5%
18-24	6,262	6,904	6,972	7,040	6,782	6,657	6,900	638	10.2%
25-64	38,893	37,710	38,691	39,396	39,855	40,465	40,521	1,628	4.2%
65-84	12,525	13,813	14,686	14,980	14,849	14,101	13,930	1,405	11.2%
85+	1,983	1,872	2,305	3,048	3,479	3,968	4,203	2,220	112%
Total	76,300	76,853	79,496	81,434	82,527	82,847	83,089	6,789	8.9%

Forecasted Change in Older Adults and Children in Rochester Hills



Community Health

- Wants
 - Housing and transportation for older residents
 - Walkability
- Needs
 - Housing and transportation for older residents
 - Improved walkability and access to community facilities, parks, goods, services and healthcare for all residents

Community Health

- Outside Factors
 - Aging population
 - Population rate – MI
 - Economic downturn
 - Public health pandemic
- Internal Factors
 - Financial resources

Economy

Factor	2022	2050
Household income	\$115,968	
Households in poverty	4.7%	
Jobs in the city	44,699*	49,916
• Increases in Transportation, Warehousing, and Utilities		31.5%
• Increases in Professional and Technical Services and Corporate HQ		30.9%
• Increases in Healthcare Services		27.8%
• Decreases in Retail Trade		-18.6%
• Decreases in Manufacturing		-3.8%
Daytime population (workers + non-working residents)	64,774	
*SEMCOG uses 2019 as the base year, due to the Covid recession.		

Economy

Industrial: RH Over the Years



	2012	2020 COVID	2022	Change
Vacancy Rate	8.5%	6.8%	1.5%	↓
Sale Price/ sq. ft.	\$41	\$71	\$85	↑
Lease Rate	\$5.46	\$8.28	\$8.94	↑
Months to Lease	27.3	10.2	4.3	↓



Source: City of Rochester Hills, 2022

Office: RH Over the Years



	2012	2020 COVID	2022	Change
Vacancy Rate	22.1%	7.3%	7.1%	↓
Sale Price/ sq. ft.	\$105	\$117	\$119	↑
Lease Rate	\$18.18	\$21.30	\$21.36	↑
Months to Lease	12.9	6.6	23.8	↑



Retail: RH Over the Years



	2012	2020 COVID	2022	Change
Vacancy Rate	7.3%	4.9%	4.1%	↓
Sale Price/ sq. ft.	\$112	\$85	\$118	↑
Lease Rate	\$18.59	\$23.10	\$24.62	↑
Months to Lease	32.1	34	26.3	↓



Economy

- Wants
 - Housing for employees in local businesses
 - Financial resources to maintain and improve community facilities and infrastructure
 - Maintain property values
- Needs
 - Housing for employees in local businesses
 - Financial resources to maintain and improve community facilities and infrastructure

Economy

- Outside Factors
 - Economic conditions in region, state and US
 - State and Federal regulations
 - Technological changes
- Internal Factors
 - Local regulations
 - Desirability of the city – attractive, well-run, community facilities