



Planning and Economic Development

Sara Roediger, AICP, Director

From: Sara Roediger
To: Planning Commission and City Council
Date: January 26, 2022
Re: Annual Joint Planning Commission and City Council Meeting

As is now tradition in Rochester Hills, the PED staff is excited to once again meet with you for this annual joint meeting. This meeting is an essential one to get these two bodies together to discuss overarching policies and direction that guide the development of the city. This year, the topics for discussion focus on art and land use, two very important place making topics that have impacts on the city's physical landscape.

We have a lot to discuss and will be using [menti.com](https://www.menti.com) at the meeting to gain insight as to the thoughts of the majority of the attendees. This is a simple website that allows for instant, anonymous polling ([feel free to check it out here beforehand](#)). A code to access the questions will be provided at the meeting that you can access from your computer or smartphone. If you want to see how it works click [here](#) for an example and use code 25579343. If you have any questions in advance of the meeting, please do not hesitate to reach out to me at roedigers@rochesterhills.org. Looking forward to a lively discussion!

Parks and Natural Resources Update

The Parks and Natural Resources Department (PNR) is about to embark on the update of the Park and Natural Resources Master Plan which is required every five years and a 10 year departmental wide Comprehensive Plan which will take most of this year. Ken Elwert will make some brief comments on these processes and the opportunity for involvement by both the Planning Commission and City Council. In addition, this year the PNR Department will evaluate the City's tree ordinance in light of recent court cases to determine recommended edits to ensure our ordinance remains enforceable. Lastly Ken will introduce a new non-profit, regional art organization that he is a founding member of called the Create Collective which seeks to enhance art in participating communities. Any questions you may have regarding these items be directed to Ken Elwert at elwertk@rochesterhills.org.

Murals

A topic of discussion for quite some time now, the City administration has a strong desire to enhance its art presence throughout the City and would love to start with the addition of a mural (or multiple murals?). A seemingly simple topic that can easily get complicated, the administration proposes a pilot program that the City organizes, thereby having the ability to select the art that gets installed, as we did in the very successful Art on Auburn program. Please refer to the attached memo from Giffels Webster as a starting point for our discussion.

Non-Residential District and Use Evaluation

The bulk of our discussion will focus on an evaluation of many of the City's non-residential zoning districts. With eleven different districts, some of which occupy a very small portion of the City, the City administration felt that on the heels of COVID it was a good idea to re-examine where our business districts lie and more importantly where do we permit various uses in the different districts. Are we keeping pace with trends and with the desires of the City? Pamela Valentik will begin with an overview of the economic snapshot and trends of industrial, retail, and office uses in Rochester Hills and the region. This will help frame the discussion on possible changes the City should consider in the land uses we permit in our various districts. Please refer to the attached memo from Giffels Webster as a starting point for our discussion.

Flex Business (FB) Overlay District Evaluation

Another set of districts that the administration recommends re-evaluating are the Flex Business Overlay Districts. Now that we have seen just over a dozen projects go through the review process for the FB Overlays it is a good idea to look back and see what is working and what isn't. Are there ways to simplify these regulations, modify where they are applied, and/or change some of the parameters to ensure that the resultant development is aligned with the goals of the City? Please refer to the attached memo from Giffels Webster as a starting point for our discussion.

PED Annual Report

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. 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 PED staff. By doing so, the report provides a more complete picture of the Planning, Zoning and Economic Development activities in the City. The attached Annual Report fulfills the state obligation for 2021 and provides information on future goals and priorities planned for 2022.

Staff asks that the Planning Commission and City Council review the attached Annual Report and asks the Planning Commission to accept the 2021 Planning and Economic Development (PED) Annual Report at the joint meeting, and the City Council will be asked to accept it at a future regularly scheduled City Council meeting. Below is a motion for consideration for acceptance:

MOTION by _____, seconded by _____, the Rochester Hills Planning Commission hereby accepts the 2021 Annual Report for the Planning and Economic Development Department.