

Master Plan Implementation Strategies - 2022 Year End Status Update

Goal: Land Use Planning				
Action Strategy	Lead Body	Time Frame	Supporting Partners	Implementation Status
ADVOCACY ACTION ITEMS				
Implement zoning action items as identified in the Master Plan Update	Staff	Ongoing/ Short	Planning Commission	The City adopted the revised regulations for the FB Flex Business District during 2022. In addition, staff began developing additional zoning ordinance amendments (also discussed during several Planning Commission study sessions) that would further consolidate and streamline the number of zoning districts and uses within those districts that will be presented in early 2023.
Make 2018 Master Plan Update available in a prominent location on the city's website as well as in hard-copy format at City Hall, the library and OPC.	Staff	Complete	Planning Commission	Hard copies of the Master Plan are available and the document has been posted on the City's website.
Ensure the Master Plan Update is referenced when land use policies are developed and/or land use decisions are being made.	Staff	Ongoing	Planning Commission	Master Plan recommendations are continually incorporated into staff recommendations of all development projects, rezonings, etc.
Evaluate the future land use plans of adjacent communities as opportunities arise.	Staff	Ongoing	Planning Commission	Master Plan amendments and updates from adjacent communities are reviewed by City staff as appropriate.
Continue to engage the community in a variety of ways with regards to land use issues.	Staff	Ongoing	Planning Commission	City staff developed a City-wide Parks Master Plan and has begun work on a complete update to the 2003 Comprehensive Gateway Master Plan. In addition, the Adams Road Planning and Environmental Linkage Study also commenced and included a number of public input opportunities. Residents are also able to view and comment on plans for development online as part of the PED Development Status Map. Public Hearing notices have been updated to include QR code links to city information for ease of access.
Review the Master Plan every five years as required by state law, but amend and/or update in part or whole as needed without regard to a strict schedule.	Staff	Medium-to- Long	Planning Commission	The City anticipates updating the City's Master Land Use Plan in Q4 of 2023 after the Parks Master Plan, Gateway Master Plan and current zoning amendments have been adopted/completed.
ZONING ACTION ITEMS				
Review and amend the Zoning Ordinance to provide standards for the Brooklands area that align with the Auburn Road Corridor Plan.	Staff	Complete	Planning Commission	The BD Brooklands District ordinance standards have been adopted and incorporated into the Zoning Ordinance.
Conduct Zoning Ordinance audit to identify areas for improvement.	Staff	Ongoing	Planning Commission	A Zoning Ordinance audit has been completed and staff has been developing zoning amendments on an ongoing basis.
Goal: Housing				
Action Strategy	Lead Body	Time Frame	Supporting Partners	Implementation Status
ADVOCACY ACTION ITEMS				
Raise awareness within the community about available home maintenance and improvement programs.	Staff	Ongoing/ Short	City Council	The City maintains a CDBG website to assist low and moderate income households with home maintenance and includes a list of other resource organizations within the community and Oakland County to assist residents.

Raise awareness within the community about available programs to help aging seniors stay in their homes as long as they want. Promote policies and programs to make housing more accessible to the elderly and mobility challenged individuals.	Staff	Ongoing/ Short	City Council	The Older Person's Commission (which serves Rochester Hills, Rochester and Oakland Township) provides a variety of meal services, transportation options and adult day care services to enable seniors to age in place.
Encourage proactive and positive communication within the city related to housing, particularly within the context of other community goals.	Staff	Ongoing/ Short	City Council	The adoption of the R-5 District and the amended Flex Business District provides for the opportunity to provide a variety of housing types. City Staff will continue to take advantage of opportunities to promote a variety of housing types when applicable.
Work with homeowners' associations on maintenance plans for existing and future open spaces and recreational facilities.	Staff	Ongoing/ Short	City Council	The Building Department regularly maintains contact with Homeowner's Association leadership hosting twice-yearly forums and offers on-site visits to discuss more specific concerns as needed with individual HOA's.
ZONING ACTION ITEMS				
Revise the subdivision control ordinance to include design standards for smaller residential infill parcels that promote connectivity between parcels to prevent isolated and unconnected developments.	Staff	Medium-to- Long	Planning Commission	Not yet started.
Assess and amend the Zoning Ordinance as needed to ensure adequate protection of existing neighborhoods from potential impacts of development, including buffering, screening and traffic mitigation.	Staff	Medium-to- Long	Planning Commission	The completed Zoning Audit has a number of recommendations to address these issues and staff is exploring the possibility of incorporating those items into future Zoning Ordinance updates.
Assess and amend the Zoning Ordinance as needed to require internal connections within housing developments and external connections to city sidewalks, pathways and adjacent development.	Staff	Medium-to- Long	Planning Commission	Five foot sidewalks along all streets that are not covered by the current pathway requirements were added as a requirement in the Zoning Ordinance as part of the 2020 Zoning Ordinance amendments.
Assess and amend the Zoning Ordinance as needed to require open space within housing developments; strengthen the Subdivision Open Space Plan Option provisions to incentivize such development.	Staff	Medium-to- Long	Planning Commission	Staff has assessed the options for expanding required open space and will continue to explore Zoning Ordinance amendments to address this recommendation.
Amend the Zoning Ordinance to add standards that align with the new Residential 5 land use designation. This new district should include form-based elements that foster walkable neighborhoods.	Staff	Complete	Planning Commission	R-5 District adopted and incorporated into the Zoning Ordinance.
Goal: Economic Development				
Action Strategy	Lead Body	Time Frame	Supporting Partners	Implementation Status
ADVOCACY ACTION ITEMS				
Maintain the city's business retention program to support the ongoing health and sustainability of local businesses. Develop annual survey tool to better understand the needs of local businesses and identify areas in which the city can provide support and/or connect businesses to supporting partners.	City Council	Ongoing/ Short	Staff	This past year we re-engaged in-person retention visits with local businesses and found employee recruitment to be the biggest need. We surveyed our businesses on their labor issues and have developed a list of programs that will hopefully meet short and long term talent needs.
Update the city's Gateways Plan and incorporate implementation into the city's Capital Improvements Plan.	City Council	Underway	Staff, Steering Committee	The Gateway/Streetscape Plan was started in the fall of 2022 and should be adopted by fall of 2023.
ZONING ACTION ITEMS				

Raise the minimum landscaping, building design, parking, and other similar zoning requirements to improve the appearance and protect the investment of new development in the city.	Staff	Medium-to- Long	Planning Commission	The 2020 Zoning Ordinance amendments included minor updates to require landscaping and to multiple family parking requirements. Staff will continue to look for additional opportunities for updates and improvements.
OTHER ACTION ITEMS				
Explore the benefits, costs and overall feasibility of implementing a Corridor Improvement Authority for redevelopment in the Auburn Road and Rochester Road corridors. Assess alternative programs, including Commercial Rehabilitation Act and/or other incentives.	Staff	Complete/Ongoing	City Council	The PED Department has explored the possibility of a Corridor Improvement Authority within the City and determined at this point that there is not sufficient benefit. Staff will continue to periodically evaluate this option as the City, and in particular, the Auburn Road corridor redevelops.

Goal: Transportation				
Action Strategy	Lead Body	Time Frame	Supporting Partners	Implementation Status
ADVOCACY ACTION ITEMS				
Update the city's Thoroughfare Plan.	City Council	Complete	Staff, Planning Commission	An update of the Thoroughfare Master Plan was completed in 2021.
Implement strategies associated with the Thoroughfare Plan.	Staff	Medium-to- Long	City Council, Planning	Implementation of the recommendations of the recently updated Thoroughfare Plan will be led by the Department of Public Services and are underway.
Educate the community about the benefits of a strong non-motorized transportation network. Help business owners identify opportunities to support non-motorized travel within the city. Encourage residents to incorporate non-motorized travel into their daily lives to alleviate traffic congestion and improve public health.	City Council	Ongoing/ Short	Staff, Planning Commission	The importance of a strong non-motorized network was a key feature of the recently updated Thoroughfare Master Plan. City Council has approved several road projects that include bike lanes, including Barclay Circle. Staff also encourages developments to include a connection to the non-motorized network and non-motorized amenities, such as bike racks, in all developments.
ZONING ACTION ITEMS				
Review and amend the Zoning Ordinance as needed to improve access and connectivity throughout the city.	Staff	Ongoing/ Short	Planning Commission	The City has adopted Zoning Ordinance amendments that require five foot sidewalks along all public and private roads not requiring larger pathways. Staff will continue to explore options for access and connectivity.
Review and amend the Zoning Ordinance as needed to accommodate autonomous vehicles, ride-sharing and other forms of transportation.	Staff	Medium-to- Long	Planning Commission	Staff will continue to monitor trends and adjust as necessary.

Goal: Community Amenities and Services Goals				
Action Strategy	Lead Body	Time Frame	Supporting Partners	Implementation Status
ADVOCACY ACTION ITEMS				
Explore the creation of an ad hoc committee tasked with evaluation of sharing facilities and services between adjacent communities, schools, the county and private businesses with a goal of providing effective and efficient community amenities and services.	City Council	Ongoing/ Short	Staff, Planning Commission	Not yet started.
OTHER ACTION ITEMS				
Continue to assess the city's infrastructure and plan for updates and improvements as needed.	City Council	Ongoing/ Short	Staff, Planning Commission	The Thoroughfare Master Plan was updated in 2021. Water and sanitary capacity is regularly evaluated, particularly through capacity studies as a part of planned developments.
Ensure that the city's recreation plan is updated every five years, consistent with the requirements of the Michigan Department of Natural Resources.	City Council	Complete	Staff, Planning Commission	The City's Parks Master Plan was updated in 2022 and was approved by City Council on January 10, 2023.
Update the city's Capital Improvement Plan annually.	City Council	Ongoing/ Short	Staff, Planning Commission	The City's Capital Improvement Plan is updated on an annual basis.

Goal: Preservation and Sustainability				
Action Strategy	Lead Body	Time Frame	Supporting Partners	Implementation Status
ADVOCACY ACTION ITEMS				
Educate the development community about the benefits of LEED certification for residential and non-residential buildings.	Staff	Ongoing/ Short	City Council	Not yet started.
Continue to work with the appropriate agencies to restore damaged riverbank areas of the Clinton River, and to protect undamaged areas.	Staff	Ongoing/ Short	City Council	The City regularly communicates with the Clinton River Watershed Council when development projects are located along the Clinton River. Additionally, the City's environmental consultant ASTI carefully reviews and vets any development with wetland or natural features setback impacts.
Educate the community about the city's historic resources and how they contribute to the character of the city.	Staff	Ongoing/ Short	City Council	The Historic Districts Commission holds a Preservation Month Celebration on an annual basis to raise awareness of historic resources.
ZONING ACTION ITEMS				
Update Best Practices for woodland protection and amend the Tree Conservation Ordinance as appropriate.	Staff	Complete	Planning Commission	Tree conservation ordinance amendments have been adopted.
OTHER ACTION ITEMS				
Incentivize LEED certification for new or renovated buildings in the City. LEED standards provide a framework for green development, and are the most fully-developed comprehensive certification system for energy efficient and environmentally friendly construction.	Staff	Medium-to- Long	City Council, Planning Commission	Not yet started.
Maintain the city's 10-year schedule of updating the floodplain map.	Staff	Medium-to- Long	City Council	The City will continue to update the floodplain map on a ten year basis.