

Department of  
Planning & Economic Development (PED)

Preserve.

Enhance.

Diversify.



# What's Been Keeping PED Busy

## Master Plan Adoption & Implementation

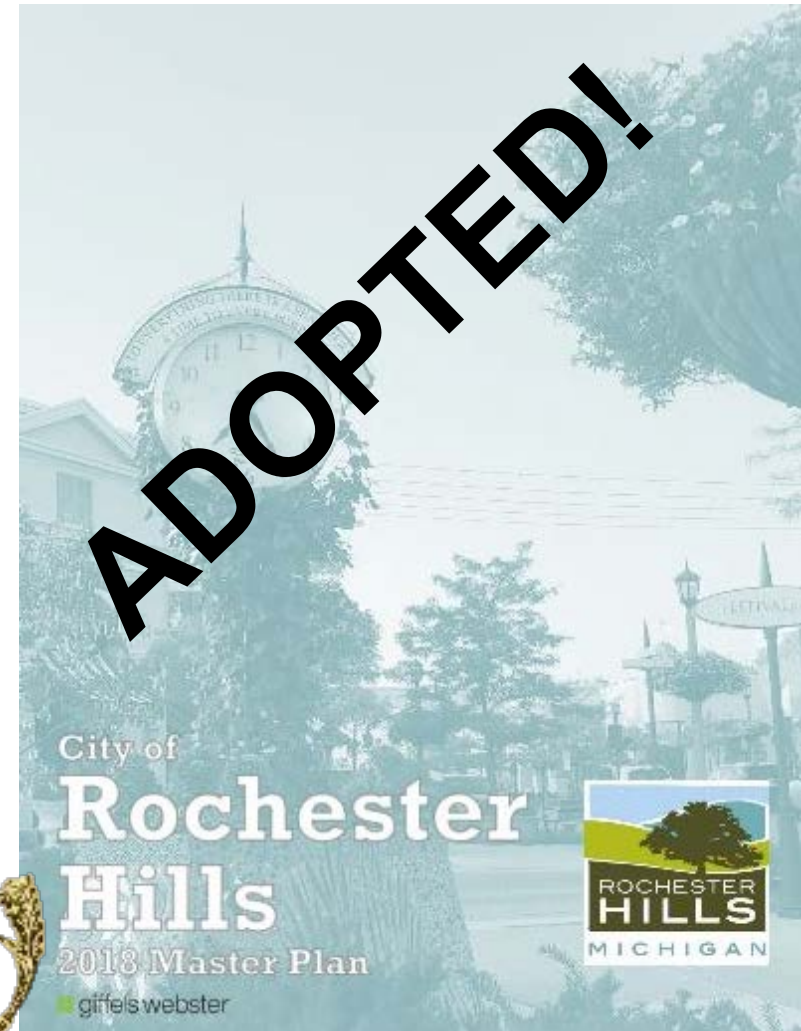
Awarded Excellence in Public Outreach from the Michigan Association of Planning

## Zoning Action Items

Tree Preservation Ordinance Update

R-5 & Brooklands Zoning Districts

Zoning Ordinance Audit



*Public Outreach  
Excellence Award*

# What's Been Keeping PED Busy

Site Plans, Site Plans & More Site Plans

2018

Over 450 residential units  
Nearly 75,000 sq. ft. non  
residential space



# What's Been Keeping PED Busy

## European Business Development Trip = Return on Investment

Kostal announcing \$58 million new N.A. hdqtrs  
Grand Opening of French Corner of AdduXi



## Welcomed Senta Glasewald

New Economic Development Specialist

Updating Economic Development Strategy  
& Marketing Plan

# Leading the Discussion

**Mayor's Business Council & RHISE**

*"Today's Automotive, Tomorrow's Mobility"*

*"Tapping Talent in the U.S. Economy"*

*"Cool Places to Work – Rochester Hills Style"*

*MBC Talent Connect Initiative*



AUBURN ROAD

BUSINESS  
PROMOTION  
PROGRAM



PRESENTS:  
MARKETING  
MONDAYS

MARKET RESEARCH BASICS

MAY 6  
FREE  
MARKETING  
SEMINAR

PICK YOUR FAVORITE WORKSHOP  
TIME AND LEARN HOW TO:



**DO YOUR RESEARCH**

Identify your ideal customer,  
find new customers and  
find your competitors



**DEVELOP A STRATEGY**

Perform a competitive analysis  
and expand to appropriate new  
markets



**IMPLEMENT SMART IDEAS**

Target direct mail campaigns  
and reveal untapped markets



# What will Continue to Keep PED Busy

## Auburn Road Project

Working with individual property owners & businesses

Finalizing plaza & gateway design elements

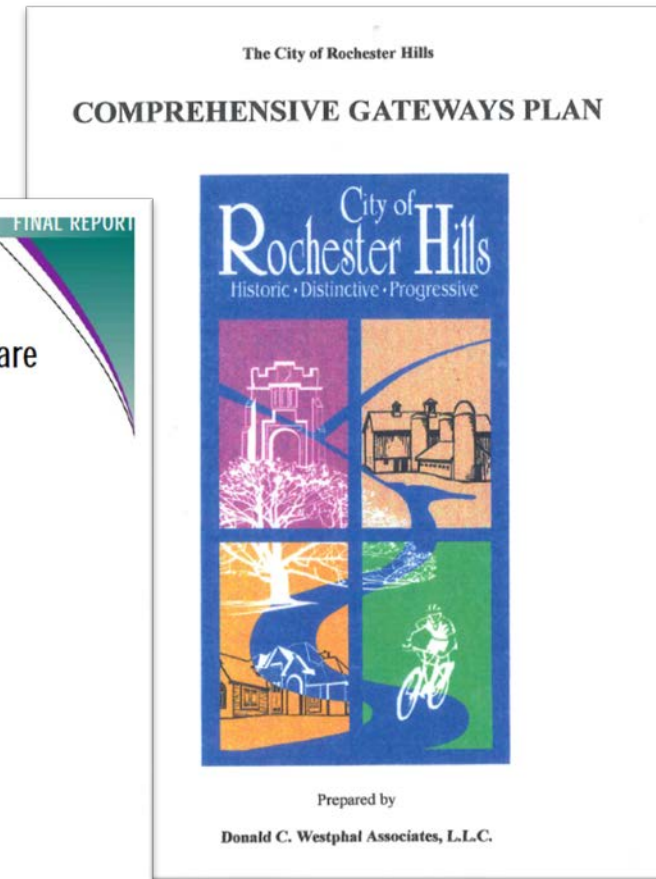
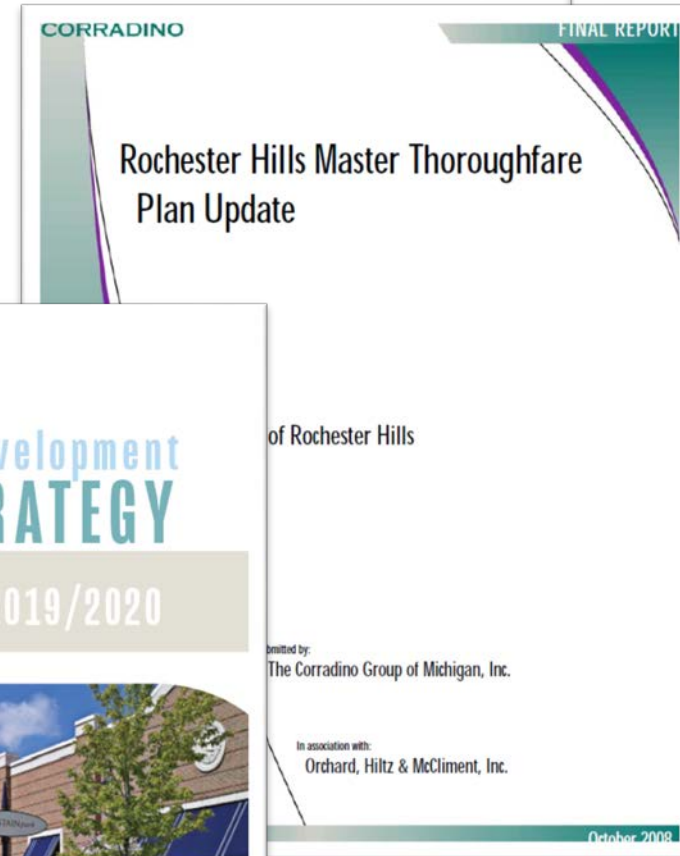
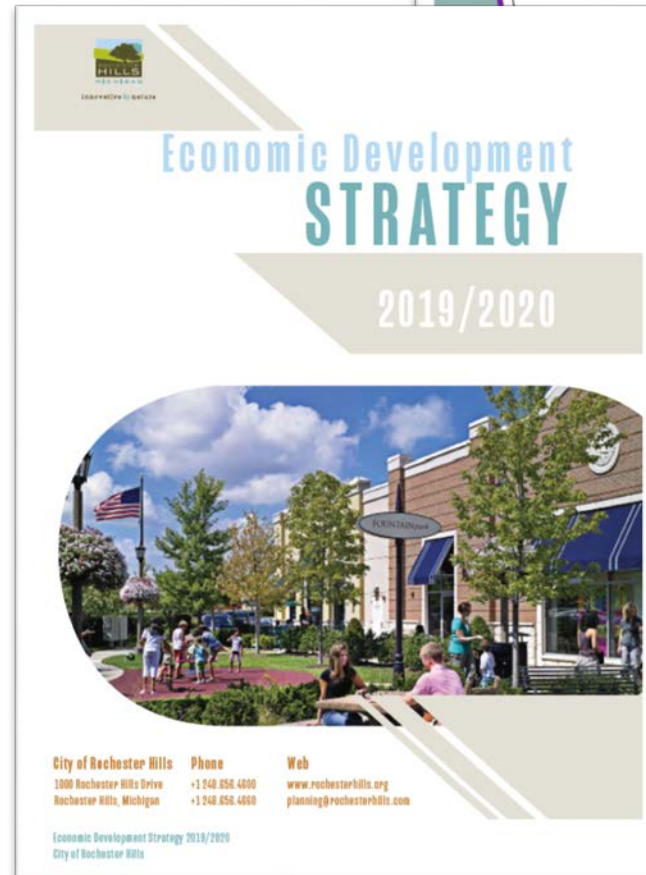
# What 2020 Holds for PED

## More Planning!

- Gateway Plan
- Transportation Master Plan with Engineering

## Implementation!

- Economic Development Strategy/Marketing Plan
- Master Plan Recommendations
- Zoning Ordinance Amendments



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# PLANNING & DEVELOPMENT



Thank  
you  
for your  
support

