



Planning and Economic Development Department City of Rochester Hills, Michigan

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.

For the full PED Annual Report visit rochesterhills.org/PEDannualreport2024

ANNUAL REPORT EXECUTIVE SUMMARY

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

PED in Numbers

Boards and Commissions

PC Regular Meetings	14
PC Work Sessions	8
HDC Meetings	3
HDSC Meetings	3
LDFA Meetings	3
ZBA Meetings	3
PC Joint Meetings (w/ CC)	2
BRA Meetings	1

PED Metrics

Business Retention Visits	26
Zoning/Compliance/Verifications	17
Concept Plan Meetings	14
Land Division Reviews	13
MBC/RHISE Events	5
Site Plan Approvals (Admin)	3
Site Plan Approvals (PC)	3



36
single family units



115
new businesses



7 tree removal permits



68,400
sq ft new/repurposed retail



Walton Oaks is **1st** IDD Development in Oakland County
Angara Oaks will be **2nd**



48 multiple family units



12 company teams in the inaugural RHISE Cup that donated **4,000** lbs food to a local charity



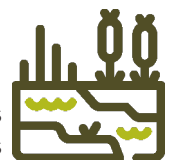
2 community centers



0.9 acres wetland impact

4.4% average vacancy rate

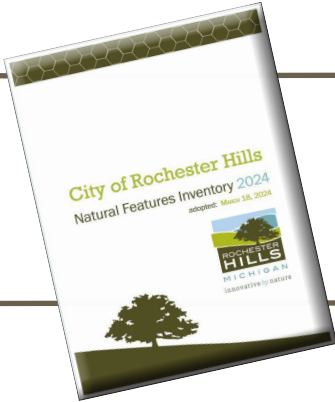
0.5 acres natural features setback modifications



Planning Highlights

Master Plan

The Planning Commission continued their work on the City's [Master Plan 2025 update](#). The Planning Team held a number of public input session, small focus groups, and conducted several online surveys. As 2024 came to an end, the Planning Commission began work on specific sections of the Master Plan, including housing, transportation, and community health.



Natural Features Inventory

The City started work on the update to the Natural Features Inventory in 2022 through 2023. At the March 19, 2024 meeting, the City Council adopted the updated [City of Rochester Hills Natural Features Inventory](#).

Art on Auburn 2

[Art on Auburn 2](#) is a community art project that brings unique, local art to the Brooklands neighborhood. A total of 20 pieces of artwork were selected by a jury and community members to be installed in the soon to be renovated and expanded Brooklands Plaza. The first "Art on Auburn" took place in 2021 and features 25 pieces of student artwork that were applied directly to the surface of Auburn Road.



Adams Road

2024 was an exciting year for the multi-year Adams Road Corridor PEL (Planning and Environmental Linkage) Study. Five road alternatives were presented, including a no build option, and the public had a number of opportunities to weigh in on their thoughts on all of them. The design team has since taken all of the input and data gathered thus far and will unveil the recommended alternative and draft plan in 2025.

For more information on the Study, visit the project website at mksk.mysocialpinpoint.com/visioningadamsroad.

Approved Developments

Residential

- Angara Oaks, Walton Oaks

Commercial

- Meijer Fresh (Tienken/Rochester Rds.) and restaurants to include The Dime Store, The Brunch House, The Jackson, and Taziki's Mediterranean Cafe

Mixed Use

- The Gerald

Angara Oaks and **Walton Oaks** represent the first two Intellectual and Developmental Disabilities (IDD) residential developments in Oakland County. These developments integrate traditional housing and catered design specifically for IDD residents.



Visit the [Status of Development Projects Map](#) on the Rochester Hills Planning & Development webpage to learn more.

Economic Development Highlights

Diversity of Thought Efforts to get this project off the ground came to fruition in 2024. The first Mayor’s Business Council Diversity of Thought Talent Forum was held with over 20 Rochester Hills company human resource directors and community resource partners in attendance. There was so much collaboration and new ideas shared, even over friendly games of Cornhole and Jenga! Everyone greatly enjoyed the event and said they will definitely participate in next year’s event.



Ginny - Corporate Puppy Program The team at Spalding DeDecker welcomed Ginny, a lovable yellow lab, to their team through the Leader Dogs for the Blind Corporate Puppy Program. After hosting a Lunch & Learn with Leader Dogs for their employees to learn about the puppy raiser program, three employees stepped up to share the joy and responsibility of raising a future service dog. Employees voted on the name and already other Spalding DeDecker offices are asking for the opportunity to host a puppy, too. The PED staff purchased treats and toys to present to Spalding DeDecker and Ginny on behalf of Rochester Hills. One down, many more to go.



MBC/RHISE gathered for impactful events Bringing keynote speakers and impactful panelists in front of our MBC and RHISE members is key to building the executive leadership network for the City. This year, our events were highly attended due to the innovative topics and key industry leaders in our community.



MBC Concept to Reality: Building a Car, a Theme Park, & a Family Business @ Prefix



MBC Diversity of Thought for Talent Attraction & Retention



RHISE Innovation & Interns @ Oakland University’s SCSE Research & Innovation Ctr.



Holiday RHISE Celebration with MBC Award Recipients

Inaugural Year for the RHISE Cup A community program that was over a year in the making kicked off in September and wrapped up in October with the [RHISE Cup](#). Twelve companies participated in four challenges: physical (cornhole), mental (trivia), social (food drive that **collected over 4,000 pounds of non-perishable food that will serve a family of four, three meals a day for over nine months**), and creative (displays commemorating Rochester Hills 40th Birthday). Every company shared their immediate love and appreciation for this program, explained how it positively grew their workplace culture, and committed to participating in 2025.



Conferences attended 2024 proved to be an incredible year to continue initiatives implementing the City of Rochester Hills [Economic Development Strategy’s The Big Five](#). Through the various conferences attended, each generated opportunities to further advance partnerships and new developments.



THE BIG FIVE

- Foster Entrepreneurship
- Attract Movers & Shakers
- Boost International Business Development
- Support Property Owners/Developers
- Welcome Talent/Workforce

EGLE Grant Program

EGLE Grant	
Work Plans Approved	(\$)
RH Hamlin Sewer (1&2)	456,120
Madison Park (1)	946,769
RH Livernois Open Space (1&2)	97,877
RH Auburn Open Space (1)	173,605
Highland Park Woodfill (1&2)	294,760
SOCRRA/Allen Park Properties (1)	74,200
St. Theo Properties (1)	in process
TOTAL	2,288,190

In 2023, the City was awarded one of the largest State budget allocations to a specific city ever—\$75 million. This money was intended to help assess and clean known landfills and other identified properties with environmental concerns. In 2024, the Planning Team along with ASTI processed applications for seven different locations for assessment and potential cleanup. These applications earmarked a potential total of \$61 million for assessing, cleaning, and monitoring nearly 150 acres within the City. The City will continue these historic efforts over the next several years, until the grant sunsets in the fall of 2027, unless an extension is granted. Additional information for the EGLE grant program can be found at rochesterhills.org/eglegrant.



Looking Ahead

Planning & Economic Development priorities in 2025 include:

Master Land Use Plan Update

Wrap up a successful and engaging update to the City's Master Land Use Plan.

Implement the Gateways Plan

Install the primary and secondary gateways and park entrance signs.

Use Technology to Improve Communication & Efficiency

Elevate the use of technology to take the City to the next level in terms of processing, tracking, and visualization of developments and plans.

Implement the Restoration & Remediation EGLE Grant

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

The Economic Development The Big Five

Update the Economic Development Strategy.

Support Property Owners and Developers

Develop an updated LDFA Plan to guide the future of this Board.

Boost International Business Development

Develop a bi-annual international travel plan.

Welcome a Talented Workforce

Build upon the success of the inaugural Diversity of Thought and RHISE Cup events.



Rochester Hills Planning and Economic Development Team

Contact Information

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