



City of Rochester Hills  
AGENDA SUMMARY  
NON-FINANCIAL ITEMS

1000 Rochester Hills Dr.  
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Legislative File No: 2023-0349 V2

**TO:** Mayor and City Council Members  
**FROM:** Sara Roediger, Planning and Economic Development Director, ext. 2573  
**DATE:** July 24, 2023  
**SUBJECT:** Request for endorsement of the 2023 Rochester Hills Gateways and Streetscape Master Plan

**REQUEST:**

That City Council endorses the 2023 Rochester Hills Gateways and Streetscape Master Plan as recommended at the July 18, 2023 Planning Commission meeting.

**BACKGROUND:**

Led by the Planning and Economic Development Department along with the Parks and Natural Resources Department and the consultant team of OHM Advisors, the 2023 Rochester Hills Gateways and Streetscape Master Plan lays out a vision for reinforcing the City’s adopted branding through a consistent and attractive series of gateway signs and streetscapes. The Master Plan has been developed by OHM with the guidance of a steering committee that included the Mayor’s office, members of City Council, and the Planning Commission along with City Staff. The steering committee, along with a subcommittee of the larger steering committee, met on a regular basis over the course of the last year to develop a plan that includes a series of gateway sign designs that will be located strategically throughout the City. In addition to specific gateway signs, the plan also provides designs for new parks signage for the City’s larger parks that are consistent in overall design and branding with the proposed gateway signs. The second section of the Master Plan includes two differing design families of streetscape furnishings and infrastructure that are intended to be implemented uniformly to ensure a safe, comfortable, consistent and attractive public environment when public infrastructure projects are undertaken. In addition, these same furnishings can be utilized in private development, when appropriate, to further ensure consistency in the built environment. The final section of the Plan provides a detailed implementation guide for all of the gateway signs, including estimated costs, landscaping, and any additional site specific requirements.

**SUMMARY:**

The Planning Commission reviewed the Plan at its July 18<sup>th</sup>, 2023 Regular Meeting and unanimously voted to recommend endorsement to City Council.

**RECOMMENDATION:**

Staff and the Planning Commission recommend that City Council endorses the 2023 Rochester Hills Gateways and Streetscape Master Plan

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Mayor		

Deputy City Clerk		
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Contract Reviewed by City Attorney     Yes     N/A