

Rochester Hills

Preserve

Enhance

Diversify

Master Plan

October 22, 2018: City Council Meeting



Overview

- **Master Plan Process**
- **Plan Elements**
- **Next Steps**

Process

Visioning



Youth Council



Staff



Planning Commission & City Council

Visioning

- Visioning meetings resulted in the three themes
 - **Age-Friendly Community:** Provide current and future residents of all ages with a variety of options for housing, transportation, goods and services, and community facilities/resources.
 - **Sustainability:** Direct growth, development, and redevelopment in ways that preserve natural features, reduce storm water runoff, and enhance non-motorized transportation.
 - **Transportation:** Support connectivity throughout the city and anticipate how changing technology will impact our mobility.

Review of Background Information

- Demographics
- Market Assessment Update
- Previous Planning Documents
 - Auburn Road Corridor Plan
 - Environmental Concerns Inventory
 - Natural Features Stewardship Program
 - M59 Corridor Study

Public Input

- **Public Input Survey.** An online survey tool gathered input from the community about potential redevelopment sites, housing needs and wants, and ways to improve the image of Rochester Hills. This survey ran during the analysis portion of the project— from January to April 2018. The survey was completed by 748 people.

Public Input

- **Picture This!™** This online tool is an engaging online platform that gives the community the opportunity to submit photos and comments about things people like in the city and other communities. This tool was intended to be intuitive and user-friendly, and to be used on a computer, tablet, or phone. Eighteen people responded on this platform.



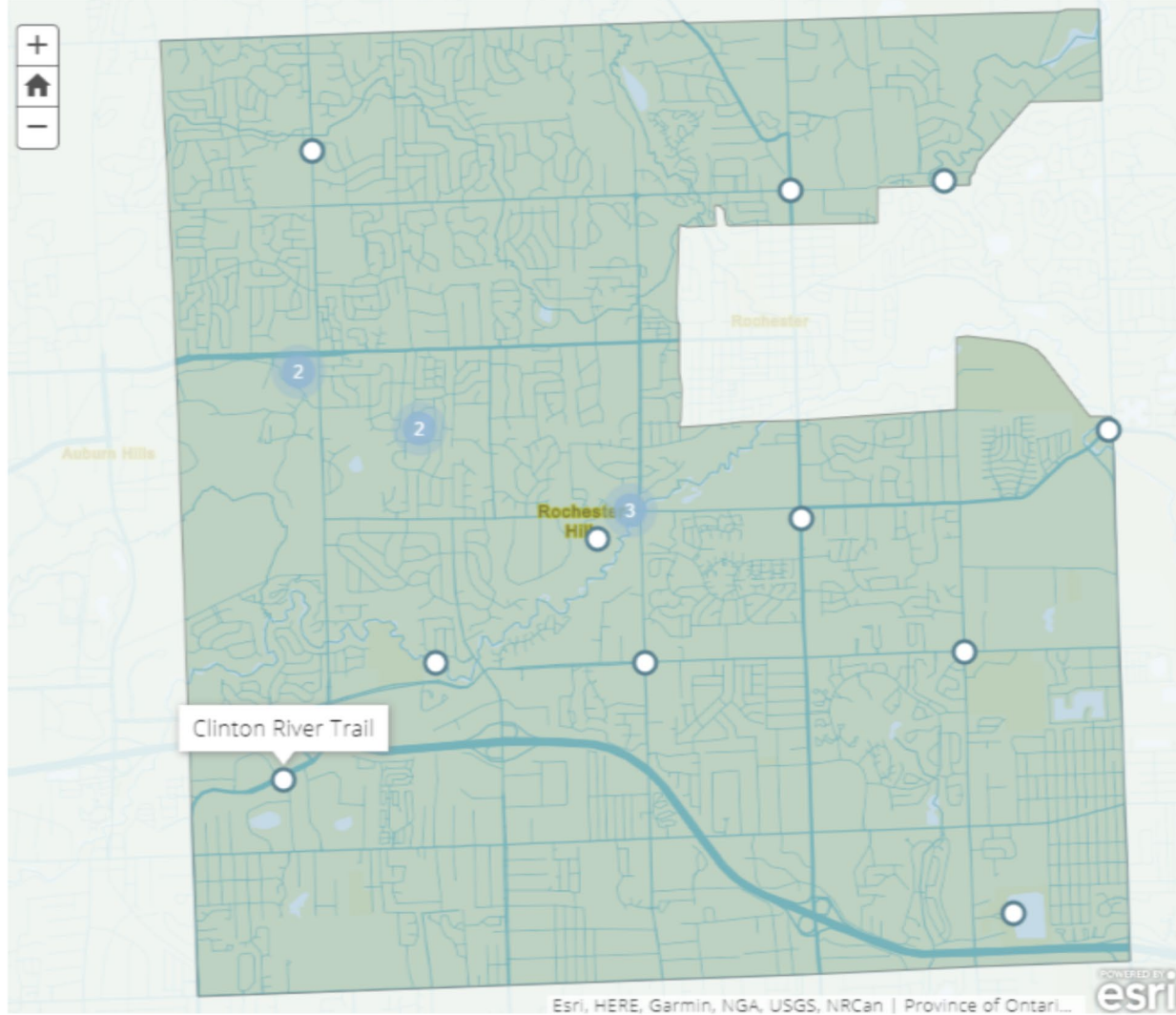
Recycle Bins
Rochester Hills, Michigan

There should be more public recycle containers at public places throughout the city..especially AT parks and city hall!



Picture This! | preserve, enhance, diversify

+ Share Your Thoughts



Clinton River Trail

2401-2529 S Adams Rd, Rochester, Michigan, 48309

This trail is my favorite part of the community.



Public Input

- Public Open House #1 – April 23, 2018. Following data collection, the public was invited to attend an open house at Rochester College to review the findings and offer additional input.
- Stations allowed attendees to spend as much time as they wanted to learn about the city, ask questions, and offer their comments.
- Attendees were generally positive about the direction of the city in terms of land use, but did express concerns over the affordability of housing, traffic, and the preservation of natural features.

Public Input

- **Open House Story Map.** Following the open house, an additional story map was developed that included the posters and summary of input received. Comments were welcomed through this format as well and responses were generally consistent with the open house.

Planning for Change

► Welcome

► **Community for All Ages and Abilities**

How does the community support the concept of being a "community for all ages and abilities?"

How could it improve on these principles?

For an enlarged poster click [HERE](#)

► Planning for Change

A Community for All Ages and Abilities



What is a "community for all ages and abilities"?

A *community for all ages and abilities* is one that is mindful of the very young, the very old, and everyone in between, including those with different abilities.

How is this different from age-friendly and ADA (Americans with Disabilities Act)?

Age-friendly is a term that often refers to amenities complimentary to older citizens and their needs. *Communities for all ages and abilities* incorporates these values, too, and is also mindful of the needs of children, young adults, families, as well as people with different mobility and communication needs, including ADA guidelines.

Principles of *Communities for All Ages and Abilities*

1. Support the development of public facilities that promote connectivity with neighborhoods and other destinations, and enable the most use and benefits by residents, visitors, and employees of all ages and abilities.
2. Support diverse housing options that will allow residents to "age in place." This includes options for young adults and independent individuals, families, empty-nesters, seniors, and those who may need varying levels of assistance. It is also important to have multiple housing options that continue to compliment neighborhood character, such as duplexes, townhomes, and accessory dwelling units.
3. Support a variety of transportation options that meets the needs of all community members. Having public and community transportation options not only assist those who don't have a car, but also those who cannot drive because they are too young or otherwise unable. Access to safe and maintained areas to walk and bike also increase transportation options for all.
4. Include all community members through multiple communication strategies in public-decision making processes. Municipalities benefit from an active, engaged public who feel included and heard in the decision-making process. Inclusive participation contributes to building a strong sense of community and community identity.
5. Provide opportunities for citizens to volunteer and become involved in municipal programs, initiatives, and employment. Participation from all diverse range of residents can strengthen the city's services.
6. Ensure the community has a range of services that addresses the health and social needs of all ages and abilities. This includes accessibility to parks, community education programs, and gathering spaces. Promotion of healthy and active lifestyles for all can be incorporated into public amenities. Partnering with public and private health services can ensure residents have information and access to health

LIVABLE COMMUNITIES ARE GOOD FOR PEOPLE AND BUSINESS

Higher property values, increased economic activity and savings for communities are some of the benefits you'll learn about in **THE LIVABILITY ECONOMY**

LIVABLE COMMUNITIES INCREASE PROPERTY VALUES

- Higher property values: Higher property values are linked to higher property taxes, which can fund better schools and other public services.
- Higher economic activity: Higher economic activity leads to higher property values.
- Higher social connectivity: Higher social connectivity leads to higher property values.

LIVABLE COMMUNITIES INCREASE ECONOMIC ACTIVITY

- Higher economic activity: Higher economic activity leads to higher property values.
- Higher social connectivity: Higher social connectivity leads to higher property values.

LIVABLE COMMUNITIES SAVE MONEY

- Lower transportation costs: Lower transportation costs lead to lower property values.
- Lower housing costs: Lower housing costs lead to lower property values.
- Lower healthcare costs: Lower healthcare costs lead to lower property values.

PEOPLE WANT LIVABLE COMMUNITIES

- 80% of Americans want to live in a walkable neighborhood.
- 75% of Americans want to live in a community with a mix of housing options.
- 70% of Americans want to live in a community with a mix of transportation options.

Source: Smart Growth America's report, "The Livability Economy: How Smart Growth Communities Can Save Money and Increase Property Values." [www.smartgrowth.org](#)



Public Input

- **Fourth-Grade Surveys.** As part of its curriculum, 4th graders in Rochester Hills schools visit City Hall each year.
 - This year, students were asked what their favorite places were in the city, what they wanted to see in their neighborhoods, what they wanted near their schools, and if they thought they might want to live in the city when they grow up. Over 400 children provided feedback.

What Are Your Favorite Places in the City?		What Do You Want in Your Neighborhood ?		What Do You Want Near Your School ?	
Response	#	Response	#	Response	#
My home/house/barn	61	Pool	82	Pets/animals	69
Parks	45	Park/nature preserve	69	New/better playgrounds/parks	60
The Village	32	Bigger playground	27	Trees	30
Downtown Rochester	23	More trees/pond	27	Stores	20
Library	23	Theme/water park	20	Pool/hot tub	16
Movie theater	21	Baseball/soccer/football field/ basketball court	18	Starbucks	13
Dairy Queen	20	Bigger Houses/lots of houses	15	A ferris wheel	12
Game stop	15	My friends	7	Arcade/laser tag	10
Starbucks	15	Pets everywhere/dogs	7	Pond/lake	9

Top 10 responses from 4th Grade Surveys

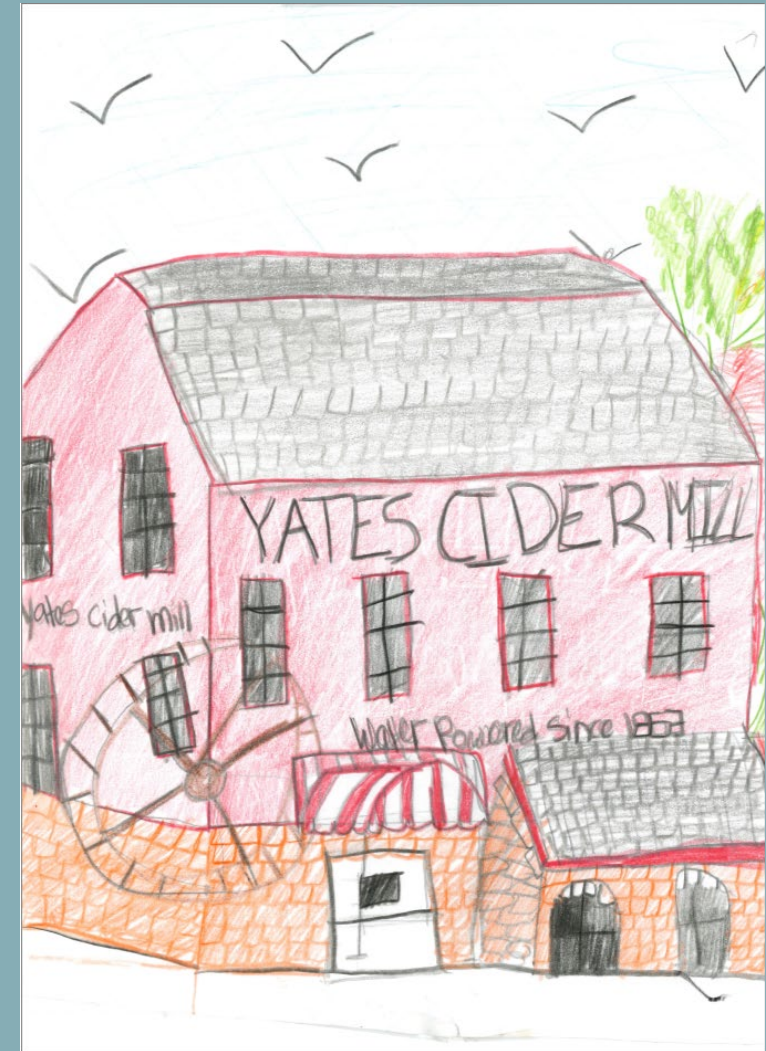
Public Input

- **Art Contest.** Young people ages 5-18 were asked to consider what makes a Great Place and respond by drawing or painting a picture, writing a poem, or taking a photograph of their favorite Great Places in the City of Rochester Hills. Winning entries are included in the Master Plan Update.

Public Input



Katy Wood, Age 6



Elyse Miller, Age 9



Mena Nasiri, Age 13



Abigail Mitchell, Age 9

Public Input

- **Public Open House #2 September 15, 2018, at the Village of Rochester Hills.**
 - Attendees were asked to consider the changes to the Future Land Use Map as well as weigh in on the concepts for the redevelopment sites.
 - Feedback was positive, and no changes were made to the Plan following this open house.

Public Input

- Open House Story Map #2. Following the second open house, an additional story map was developed that included the information shared at the open house.
- An online survey asked the same questions and we received consistent responses with those from the open house.

#5 Housing

This Master Plan Update reaffirms the city's goal of maintaining attractive, safe, quiet and well-maintained neighborhoods as well as providing a diversified range of housing for all ages.

Objectives related to this goal include the following:

- Encourage maintenance of and reinvestment in existing neighborhoods.
- Preserve natural features and open spaces in and around residential areas to soften the impact of



Plan Components

Goals & Objectives

- 2012 Master Plan Goals & Objectives were refined and reformatted to better encapsulate the goals and the big-picture steps needed to achieve them
 - What do we want?
 - Why?
 - What are the potential obstacles/related considerations?

Future Land Use Map

- The changes are summarized on page 74 of the draft Plan.
- The 2012 Master Plan land use categories were refined for consistency with previous planning documents.
- Clarify the “Flex” categories
- Add new residential land use category, R5, to accommodate additional housing types and densities.

Redevelopment Sites

- The Master Plan Update includes site concepts for Bordine's, Suburban Softball/Landfill and the Hamlin Landfill areas
 - Site background
 - Precedent Images
 - Discussion of form and site considerations

Housing Assessment

- The Plan discusses built and planned density of residential dwellings per acre throughout the city.
- Densities range from a low of 0.8 dwellings per acre for single-family residential to a high of 20 dwellings per acre for multiple-family residential.
- Generally, the built density is in alignment with the planned density throughout the city

Housing Strategies

- The Plan discusses desirable housing types that aim to meet the needs of residents of all ages and abilities.
 - Single-family homes
 - Missing middle housing (Walkable, smaller footprint and blended densities)
 - Multiple-family housing
 - Mixed-use housing (Housing in combination with commercial activities)

Next Steps

Timeline

- October 16: Planning Commission reviewed final draft; recommended that City Council authorize staff to distribute to adjacent communities and reviewing agencies as required by state law.
- October 22: City Council authorizes staff to distribute the draft plan.
- October 23 (ish) – December 4: 42-day review period
- December 18: Planning Commission Public Hearing on Master Plan; Adoption of Master Plan.

Stay Involved!

www.RochesterHills.org
/MasterPlan

