Memorandum

DATE: November 11, 2024

TO: **Rochester** Hills City Council & Planning Commission

FROM: Jill Bahm, AICP, Partner, Joe Tangari, AICP, Principal Planner Julia Upfal, AICP, Senior Planner, Ian Hogg, Staff Planner, Giffels Webster

SUBJECT: Rochester Hills Master Plan – Joint Meeting Check-In

Over the several months, the Planning Commission has been exploring different long-range futures for the city, within the framework of community input and data. The next step in the planning process is reviewing the Future Land Use map/descriptions, considering redevelopment concepts, and updating the list of action items for plan implementation.

This is a good point in the process to reflect on the plan's direction in preparation for the next phase in the planning process.

This packet includes a set of slides that summarize the action to date and provide background for the upcoming joint meeting.

- Slide Deck with Scenarios 1-3 and Pros/Cons

- Summary of community input (October 2024 memo to Planning Commission)

- Supplemental data. Some additional data has been added relating to transportation, housing, and natural features.

Joint Meeting Agenda

The Planning Commission has reached consensus on planning for scenarios 2-3. This means directing needed growth in the city to satisfy housing, transportation, and economic development needs, while protecting and enhancing natural resources. At the upcoming meeting, we will break the council members and planning commissioners into the five neighborhood planning area groups to discuss how the scenario concepts be implemented within each area. The meeting is roughly outlined as follows:

Introduction – Overview by staff/consultants: 10 minutes

Planning neighborhood small group discussions – 30 minutes

Report out to large group – 20 minutes

Reflection – thoughts between groups – 20 minutes

Concluding thoughts and next steps – 10 minutes

Rochester Hills

Preserve

Enhance

Innovate

Master Plan

RochesterHills.org/MasterPlanUpdate

11/18/2024 Joint Meeting – Packet Part 1: Scenarios

Community Components

The Rochester Hills Master Plan focuses on five main components of the community:

- **Housing**: The types and affordability of housing options available, impacting residents of all ages and income levels.

- **Transportation**: The network of roads, public transportation, and pedestrian/cycling infrastructure that allows residents to access goods, services, jobs and community facilities.

- **Natural Features**: The parks, waterways, green spaces, and environmental resources that contribute to the community's character and quality of life.

- **Community Health**: The overall physical and mental well-being of residents, influenced by access to healthcare, healthy lifestyles, a safe environment, and social connections.

- **Economy**: The structure and diversity of businesses and industries that provide jobs and generate revenue, impacting the community's overall prosperity.

Planning Filters

Through the process, the following "filters" are ways to measure/assess how policies align with the planning themes discussed at previous meetings:

Age-friendly: An age-friendly community is one that's designed to be welcoming and supportive of people of all ages, from children to older adults. It prioritizes the well-being and needs of all residents, fostering a sense of belonging and connection across generations.

Sustainability: A sustainable community meets the needs of the present without compromising the ability of future generations to meet their own needs. It strives to find a balance between environmental, economic, and social well-being.

Innovation: An innovative community is one that fosters creativity, embraces new ideas, and actively seeks solutions to challenges. It provides an environment where residents and organizations can collaborate and experiment to drive progress.

Scenario Planning

Scenario planning is a way of thinking about the long-range future of a community. There are a few approaches to this kind of planning.

- Some methods focus on how to achieve a desirable vision for the future (or avoid a disaster)

- Others attempt to forecast multiple futures and prepare for the implications of each.

- For the long-range planning process in Rochester Hills, we are focusing on a "preferred" future or long-range vision for the community that will illustrate the way in which community components are inter-connected.

- This approach will lead to objectives and action strategies that align with the wants and needs of the community, today and in the future.

Scenario Planning

- Based on the 2018 Master Plan, recent data, and community input so far, we have developed three scenarios that reflect varied outcomes for the future.

- These scenarios reflect the balancing of competing interests that may be associated with making changes to different community components.

- There is no one "right" answer; the Planning Commission has discussed the pros/cons of each and the ability to blend two or more concepts together.

- **The key idea is to address the community's future needs with the current wants and recognize the balanced approach to land use policies that are associated with that future vision.**

Scenario #1: Tomorrow as Today

- **Scenario 1: Tomorrow as Today.** The long-range focus is preserving the stability and quality of life centered on the city's existing suburban single-family subdivisions. The city maintains its current patterns of land use and development practices. Single-family detached housing continues to be the preferred choice for residents. Housing values rise, which benefit existing property owners, but make it hard for first time homebuyers and others looking for alternative housing types to live in the city. The transportation network primarily supports personal automobile travel, which is the main way in which people access goods and services. Roads continue to be congested. Community facilities, parks, and preserved open spaces are maintained and improved as funding allows. Financial resources are dedicated to maintaining aging infrastructure and public services.

Scenario 1: Tomorrow as Today.

Pros

- **Property Values**: Rising home prices could benefit current homeowners as their investments grow, and potentially attract higher-income residents.

- **Stability and Continuity**: Residents who value the current suburban lifestyle will appreciate the continuation and preservation of neighborhoods like theirs along with shopping areas and services much like today.

- **Quality of Life**: Maintaining the current setup of community facilities, parks, and open spaces ensures that the quality of life for residents remains high.

- **Low Density Appeal**: Single-family homes continue to offer privacy, space, and a quiet environment, which is often attractive to families.

- **Infrastructure Focus**: Continued investment in maintaining aging infrastructure can prevent future service disruptions and ensure the city remains functional.

- **Sense of Identity**: The community retains its character and identity as a suburban city that focuses on quality of life and the environment, appealing to long-term residents who value tradition.

- **Separation of Incompatible Uses:** Residents continue to enjoy separation between residential and commercial, office, and industrial uses.

Scenario 1: Tomorrow as Today.

Cons 👎

- **Limited Housing Options**: The focus on single-family housing may exclude first-time homebuyers, low- to middle-income individuals, and people who prefer or need smaller or more affordable housing types like townhomes or apartments.

- **Housing Affordability Crisis**: Rising home prices could exacerbate inequality and push out potential new residents, making the community less inclusive and less likely to include older and younger residents.

- **Increased Congestion**: Continuing reliance on personal automobile travel will likely worsen traffic congestion, leading to longer commute times and higher stress levels.

- **Environmental Concerns**: Car-dependent lifestyles lead to higher emissions, greater needs for roadway improvements, and environmental impacts, potentially conflicting with broader sustainability goals.

- **Lack of Innovation**: By maintaining the status quo, the city may miss opportunities to adopt more progressive land-use strategies, technological innovations, or new forms of urban development that may be appropriate or desirable if implemented correctly.

- **Generational Shift**: As younger people may prefer more urban, walkable, and diverse housing options, the city could lose younger residents to more dynamic areas that provide those options.

- **Economic Resilience**: A singular focus on single-family housing might make the city less resilient to economic fluctuations, particularly if there is a downturn in housing demand or housing value.

- **Infrastructure Costs**: Maintaining aging infrastructure without exploring alternatives for growth of the city tax base or efficiency in providing services might be costly and unsustainable long-term.

Scenario #1: Tomorrow as Today

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Bottom line: This scenario has strong appeal for maintaining stability and the typical suburban lifestyle, but there are significant trade-offs, especially around inclusivity, sustainability, and future-proofing the community.

Scenario #2: Enhancing Connections

- **Scenario 2: Enhancing Connections.** Smaller multi-unit housing types in select locations supplement single-family residential housing (which is maintained throughout most of the community). New developments in these select locations create walkable neighborhoods with mixed-use areas that integrate residential, commercial, and office spaces, providing housing opportunities for younger buyers to come to Rochester Hills and those residents looking to downsize an opportunity to stay in the City. Overall housing costs will likely continue to rise. There is a focus on transforming some roads into pedestrian-friendly streets where automobiles are de-emphasized, where appropriate. Bike-sharing programs and on-demand public transportation options increase and sidewalks and pathways are expanded and improved. Traffic congestion may ease with effective and efficient alternative transportation options, which require human and financial resources to implement. Demand for utilities and infrastructure will increase, but new efficiencies will be achieved due to the proximity of more people.

Scenario 2: Enhancing Connections

Pros

- **Diversification of Housing Options**: Introducing smaller multi-unit housing types makes housing more accessible to a broader range of people, including first-time buyers, renters, those looking to downsize, seniors, and lower-income residents.

- **Walkable Neighborhoods**: Creating defined mixed-use, walkable neighborhoods can enhance quality of life by reducing the need for car travel, promoting healthier lifestyles, and fostering a stronger sense of community for those that seek this type of option,

- **Improved Transportation Choices**: Expanding pedestrian-friendly streets, bike-sharing programs, and on-demand public transportation provides residents with more transportation options, reducing reliance on personal cars.

- **Reduced Traffic Congestion**: By shifting focus toward multimodal transport, traffic congestion could be reduced, leading to less time spent in traffic and lower emissions.

- **Sustainability**: Encouraging more sustainable transportation modes like walking, biking, and public transport aligns with environmental goals, helping to reduce the community's carbon footprint.

- **Economic Vitality**: Mixed-use areas combining residential, commercial, and office spaces can lead to increased economic activity, job creation, and vibrancy in the community.

- **Health Benefits**: Walkable neighborhoods and the promotion of active transportation modes (walking, biking) can improve public health by increasing physical activity and reducing pollution-related illnesses.

Scenario 2: Enhancing Connections

Cons

- **Housing Costs Continue to Rise**: Even with more housing options, the overall trend of rising housing prices could persist, making it challenging to find housing for younger residents or those residents looking to downsize.

- **Implementation Costs**: Transitioning roads to pedestrian-friendly streets, expanding public transportation options, and upgrading infrastructure might require significant financial investment and may require additional revenue sources or a reallocation of existing monetary resources.

- **Resistance to Change**: Long-term residents, particularly those who prefer suburban, car-centric lifestyles, may resist changes like reduced car access or increased density in select areas.

- **Displacement Risk**: Introducing mixed-use and walkable developments may drive up property values in some areas, potentially leading to displacement of residents.

- **Maintenance and Management**: Maintaining and operating alternative transportation programs (bike-sharing, on-demand transit) could be complex and require ongoing financial and administrative resources.

- **Traffic Adjustments**: While alternative transportation may reduce car traffic, limiting car access in certain areas could create traffic congestion in other parts of the city or on arterial roads.

Scenario #2: Enhancing Connections

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Bottom line: This scenario presents a progressive, future-oriented vision that could improve connectivity, reduce environmental impacts, and diversify the community. However, it comes with significant financial, social, and political trade-offs, especially related to housing affordability and the challenges of managing transitions.

Scenario #3: Rochester Hills Reimagined

- **Scenario 3: Rochester Hills Reimagined.** The city evolves into a more intense urban-style, diverse and inclusive community with strategic redevelopment of aging commercial areas with a mix of uses and densification to reduce car dependence. Existing single family residential neighborhoods are maintained and supplemented with the addition of "granny flats," duplex, triplex and quadplex homes that fit into the character of the neighborhood, providing new housing types, increasing property values, and adding financial resources to support aging infrastructure like storm water ponds, common landscape areas, and neighborhood sidewalks. The city uses financial resources to support additional public transportation options like regional transit, ride share, and local bike-sharing programs in the areas where they are appropriate and most beneficial, while improving local infrastructure for pedestrians and cyclists. It becomes easier to reach destinations by multiple means, creating new opportunities for people of all ages and abilities, leading to a stronger sense of belonging, civic engagement, and economic opportunity. Parks and open spaces become easier to access for all residents regardless of age and mobility status and play a larger role in modeling sustainability and promoting community identity.

Scenario 3: Rochester Hills Reimagined

Pros

- **Reduction in Car Dependence**: By promoting multi-modal transportation options and the densification of development in appropriate areas, this scenario helps reduce reliance on cars and increases accessibility for all residents. This can lower traffic congestion, reduce carbon emissions, and make the city more walkable and accessible.

- **Diverse Housing Options**: The introduction of "granny flats," duplexes, triplexes, and quadplexes that fit into the character of the neighborhood will add additional housing options, helping to meet the needs of a variety of household types, including multi-generational families, young professionals, and seniors.

- **Financial Resources for Infrastructure**: Increased property values from a variety of development types can generate more tax revenue. This additional revenue can help fund necessary improvements to aging infrastructure, like stormwater systems, sidewalks, and parks, ensuring better maintenance and higher quality of life for residents.

- **Sustainability and Green Spaces**: Making parks and open spaces easier to access and integrating sustainability principles supports environmental goals, promoting healthier lifestyles and fostering a sense of community pride around shared spaces.

- **Transportation Options**: Expanding public transportation options and infrastructure for cyclists and pedestrians creates more options for people of all ages and abilities, fostering greater mobility, community health, inclusivity, and resilience to rising fuel costs or transportation disruptions.

- **Civic Engagement and Economic Opportunity**: With better access to diverse amenities and an improved sense of belonging, the scenario is likely to encourage additional community pride and civic engagement. As a result, new economic opportunities could emerge, benefiting small businesses and local entrepreneurs.

Scenario 3: Rochester Hills Reimagined

Cons

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- **Resistance from Single-Family Neighborhoods**: Although this scenario preserves existing single-family neighborhoods, the addition of additional housing options (granny flats, triplexes, etc.) may face resistance from residents who fear changes in their neighborhoods or increased congestion.

- **Displacement Concerns**: Increased property values may lead to additional strain on housing affordability, particularly in areas near the redeveloped commercial zones. This could exacerbate inequality unless mitigated with housing policies that address housing types and pricing levels.

- **Infrastructure Overload**: While financial resources might be available to improve aging infrastructure, additional development and population growth could strain existing systems like water, sewage, and public services if they are not upgraded concurrently as new development occurs.

- **Public Transit Expansion Costs**: Providing additional public transit options and bike infrastructure can be costly. Securing the necessary funding might require additional revenue sources or reallocating resources from other essential services, which could generate opposition.

- **Loss of Familiar Suburban Identity**: As the city becomes more urbanized, some long-time residents may feel disconnected from the new identity and cultural shifts within some areas of the city. The transformation from a traditional suburb to a more diverse, densified urban environment may be difficult for some to accept.

- **Managing Diverse Interests**: Balancing the interests of various stakeholders (e.g., small business owners, environmentalists, municipal staff) could be challenging, as some groups may prioritize different aspects of the scenario or resist particular changes.

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Bottom line: This scenario reflects a forward-thinking, sustainable vision that addresses key urban issues, such as housing, mobility, and community engagement. However, it requires careful planning to manage resistance from certain groups, mitigate displacement, and ensure that infrastructure improvements keep pace with development.
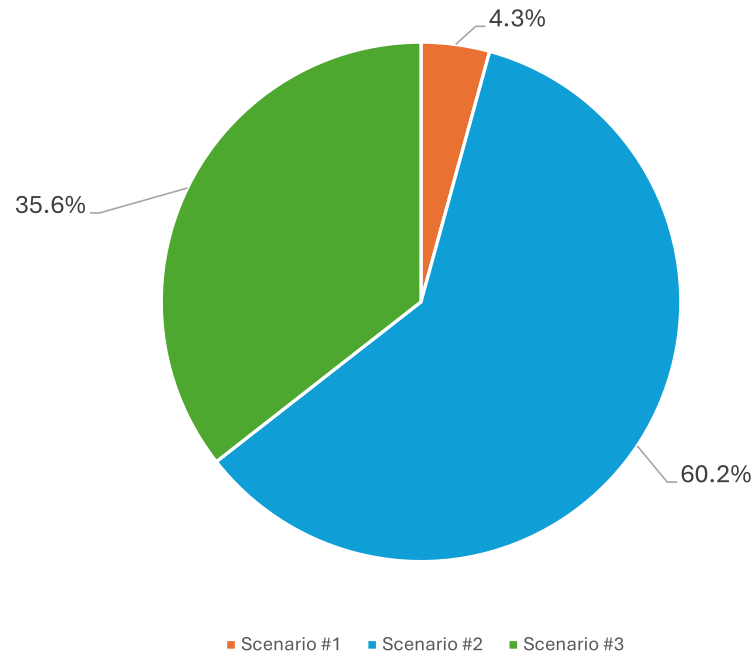
Scenario Planning

PC discussion and community input – consensus is between scenarios 2 and 3.

- The Planning Commission discussed these scenarios at their June, July, September, and October planning workshops.

- Small group discussions (eight groups including the Youth Council and 52 participants)

- "Thinking about the future" survey – (751 responses)
    - Short survey designed to gain insight from the community on the values given to key community elements.
    - Responses suggest that the values stated by participants reflect the need for a balanced approach to development over time.
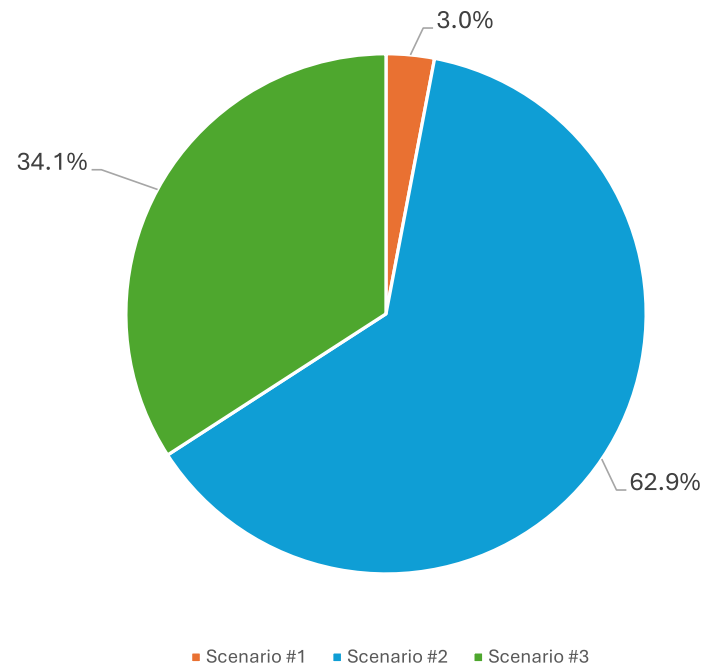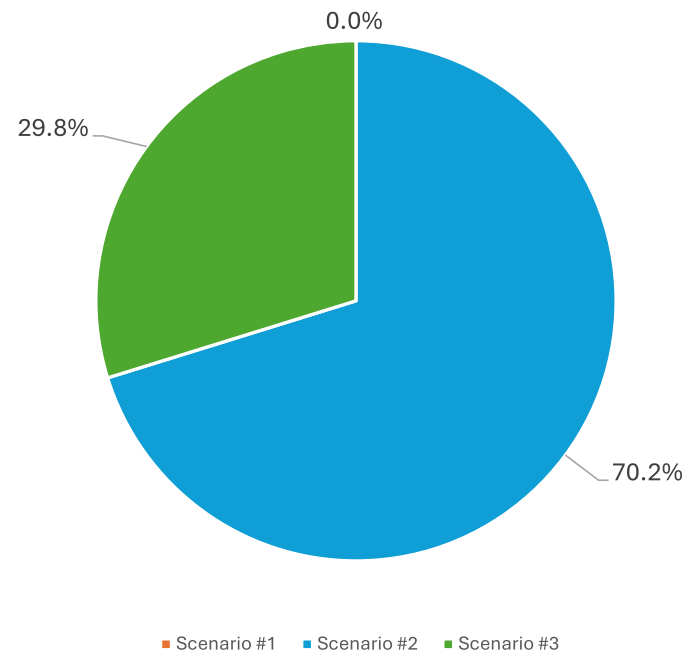
Scenario Planning – Citywide Survey Results

Points	Scenario	Number of respondents	Percent of Responses
1-10 Points	Scenario #1	32	4.3%
11-20 Points	Scenario #2	452	60.2%
21-30 Points	Scenario #3	267	35.6%

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Scenario Planning – Adams Survey Results

Points	Scenario	Number of respondents	Percent of Responses
1-10 Points	Scenario #1	5	3.0%
11-20 Points	Scenario #2	105	62.9%
21-30 Points	Scenario #3	57	34.1%

Scenario Planning – Avondale Survey Results

Points	Scenario	Number of respondents	Percent of Responses
1-10 Points	Scenario #1	0	0.0%
11-20 Points	Scenario #2	33	70.2%
21-30 Points	Scenario #3	14	29.8%

Scenario Planning – Rochester East Survey Results
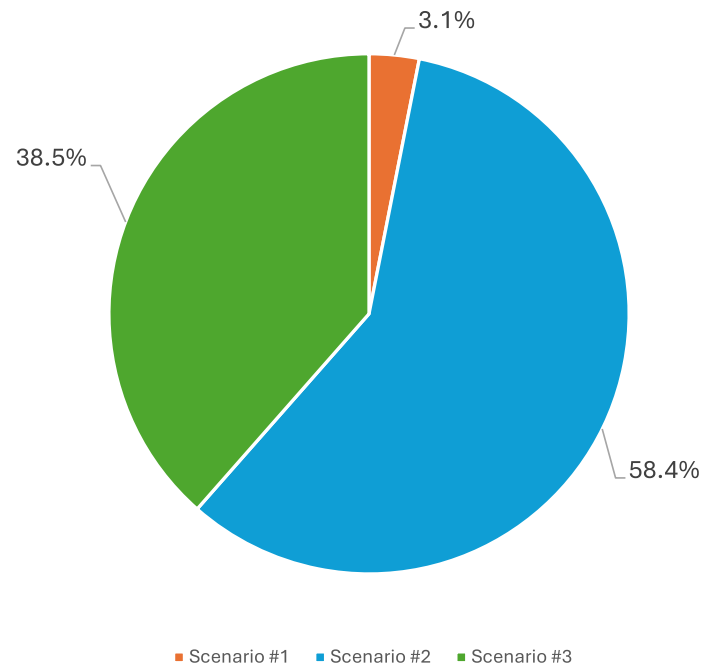
3.1%

38.5%

58.4%

■ Scenario #1   ■ Scenario #2   ■ Scenario #3

Points	Scenario	Number of respondents	Percent of Responses
1-10 Points	Scenario #1	5	3.1%
11-20 Points	Scenario #2	94	58.4%
21-30 Points	Scenario #3	62	38.5%

Scenario Planning – Rochester West Survey Results
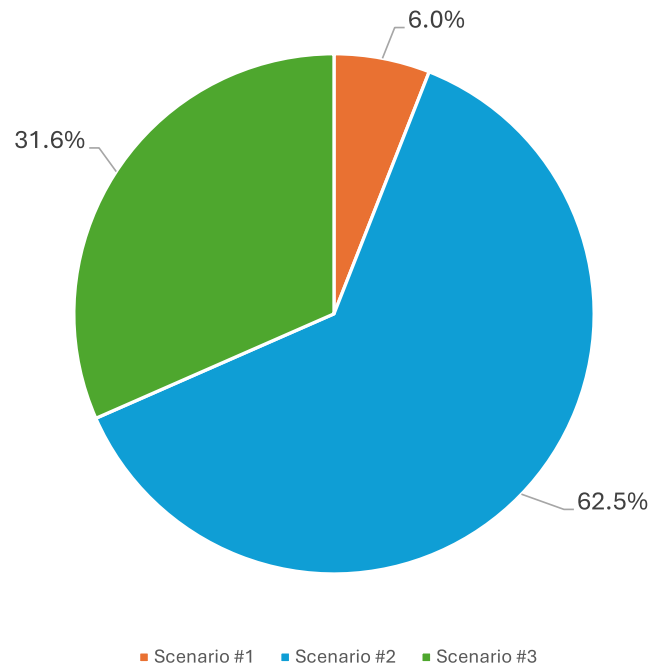
Points	Scenario	Number of respondents	Percent of Responses
1-10 Points	Scenario #1	17	6.0%
11-20 Points	Scenario #2	178	62.5%
21-30 Points	Scenario #3	90	31.6%

Scenario Planning – Stoney Creek Survey Results
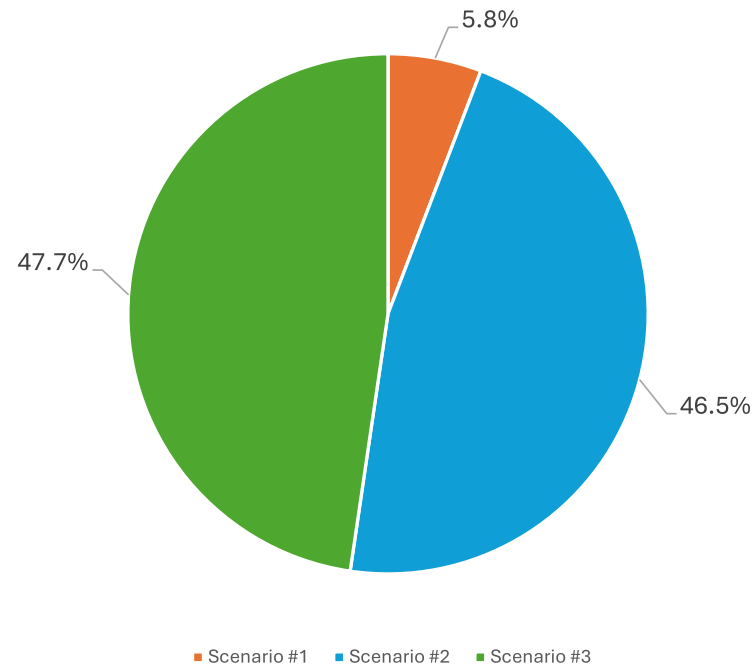
Points	Scenario	Number of respondents	Percent of Responses
1-10 Points	Scenario #1	5	5.8%
11-20 Points	Scenario #2	40	46.5%
21-30 Points	Scenario #3	41	47.7%

Memorandum

DATE: October 9, 2024

TO: Rochester Hills Planning Commission

FROM: Jill Bahm, AICP, Partner, Joe Tangari, AICP, Principal Planner Julia Upfal, AICP, Senior Planner, Ian Hogg, Staff Planner, Giffels Webster

SUBJECT: Rochester Hills Master Plan Scenario Engagement Results

Introduction

The City of Rochester Hills's efforts towards a new Master Plan are well underway and will soon culminate in a framework and policy lens for land use and development in the City over the next 10-15 years. This process is not just about predicting the future but also about understanding how the community's values and aspirations can shape potential outcomes.

Through the scenario planning process, the Planning Commission is encouraging thoughtful conversations about community values and how those values could lead to innovative long-range strategies. Planning in this way helps the City take a proactive approach. Rather than simply reacting as needs and concerns arise, the City can anticipate and prepare for them, ensuring a more sustainable future for the community. Scenario planning helps us:

- **Identify key uncertainties**: By understanding the range of possible futures, we can anticipate challenges and opportunities that may arise in areas such as housing, transportation, community health, economic development, and natural features.

- **Explore trade-offs**: Balancing competing interests, such as economic development and environmental protection, is a complex task. Scenarios provide a framework for considering these trade-offs and making informed decisions that address the needs of our community.

- **Align decisions with values**: Our community's values, as expressed in our Master Plan, are central to our decision-making. Scenarios help us ensure that our actions are consistent with these values and support a vibrant and sustainable community.

Three scenarios were created as a tool to help guide the Planning Commission in setting policy directions for the Master Plan. The Planning Commission has met several times to discuss the three potential scenarios, which are intended to illustrate outcomes based on needs and wants of the community. Additionally, the small groups that met in April were reconvened in September to discuss and share feedback on which scenario they believe should guide the Master Plan. A survey was also created and shared with the community to gauge values and goals for key community indicators. Based on the answers participants provided, they would be matched with one of the three scenarios. An overview of the community engagement regarding the scenarios is provided in the following sections. As a reminder the "bottom line" of the three scenarios are:

Scenario #1: Tomorrow as Today

This scenario has strong appeal for maintaining stability and the typical suburban lifestyle, but there are significant trade-offs, especially around inclusivity, sustainability, and future-proofing the community.

Scenario #2: Enhancing Connections

This scenario presents a progressive, future-oriented vision that could improve connectivity, reduce environmental impacts, and diversify the community. However, it comes with significant financial, social, and political trade-offs, especially related to housing affordability and the challenges of managing transitions.

Scenario #3: Rochester Hills Reimagined

This scenario reflects a forward-thinking, sustainable vision that addresses key urban issues, such as housing, mobility, and community engagement. However, it requires careful planning to manage resistance from certain groups, mitigate displacement, and ensure that infrastructure improvements keep pace with development.

Overview of the Planning Commission Study Sessions

June 18th, 2024 Planning Commission Study Session

An overview of the Preferred Scenarios was presented to the Planning Commission. The three scenarios presented were: Tomorrow as Today, Enhancing Connections, and Rochester Hills Reimagined. Data supporting each of these scenarios was also presented and discussed with the Planning Commission.

July 16th, 2024 Planning Commission Study Session

The Planning Commission participated in an exercise that covered the Preferred Scenarios from the previous meeting. Planning Commission members were asked to list the pros and cons of each scenario and decide which scenario would guide the next phase of the Master Plan Update. The result of the discussion was a decision to continue working on the Preferred Scenario that most closely aligns with the wants, needs, and values of the community.

September 17th, 2024 Planning Commission Study Session

The Planning Commission met again to continue their discussion on which Scenario should guide the Master Plan process. Members of the Commission participated in an interactive work session where they were assigned roles based on different stakeholders in the community. These ranged from young families, senior citizens, and large businesses. The exercise led to a good discussion that resulted in a clearer consensus of which scenario should be used as a guide. Additionally, members of the Planning Commission were interested in receiving the feedback from the small group workshops and the results from the scenario survey.

Summaries of Engagement

Small Group Workshops

On September 23rd, key stakeholders were once again invited to participate in a facilitated discussion on the future of Rochester Hills. The discussion centered on the three scenarios that were presented to the Planning Commission. Participants, many of whom were present for the Phase 1 small group discussions (April 2024), were asked to share their feedback on which scenario should influence the Master Plan process. In the following section a summary of the discussions for each of the groups is provided.

Eight different groups participated in the discussions.

1. Local Business Leaders
2. LDFA Committee Members
3. Places of Worship
4. Key Staff
5. Nonprofits
6. Residents
7. Boards and Commissions

Each small group had a different perspective on the scenarios during the discussion. Summaries of each group's responses are below.

Local Business Leaders

Six local business leaders attended the scenario discussion. There were a variety of different businesses that were represented. These ranged from local restaurants to insurance companies, and retail stores.

Scenario #2 represents a realistic future for the City of Rocester Hills.

During the discussion of the proposed scenarios, the businesses leaders and representatives shared that they view Scenario #2 represented the most feasible and realistic path for the Master Plan to use as a guide. Participants believed this scenario made the most sense and understood that it is difficult to change the pattern of development, but also expressed a desire for the City to advance and meet the needs of the future.

There is interest in implementing new housing types in the community to attract new residents and make housing more attainable.

Housing was a key aspect of the discussion. Many of the participants shared that they were interested in learning more about the housing choices described in Scenario #2 and Scenario #3. They understood that housing is expensive and shared that their employees may not be able afford to live in Rochester Hills if they don't already live in the City. Some of the discussion revolved around looking to examples from other communities in the United States and in other countries to see how they make housing more affordable and attainable.

There are generational shifts occurring in the workforce, especially with younger generations.

The businesses representatives shared they have noticed a shift in the way younger generations work and interact with the world. Scenarios #2 and #3 were seen to address these generational shifts and shifts in preferences by providing more walkable and attainable housing for younger families, but also providing resources and options for seniors. Scenario #1 was viewed as a path of least resistance, but there were concerns about the cons associated with this scenario and not addressing changes in spending and living patterns.

LDFA Committee Members

Three members of the Local Development Finance Authority (LDFA) participated in a discussion of the proposed scenarios.

The three scenarios should be implemented in different parts of the City.

The general consensus of participants was that each of the scenarios could be implemented in different sections of the City. They believed that there were benefits to applying aspects of all three of the scenarios in parts of the City where those details made the most sense and where they were most appropriate.

Redevelopment is an important part of a community's viability, but long-time residents' concerns should be top of mind.

Two of the three participants were long-time residents of Rochester Hills and there were concerns over the potential changes that were listed in Scenarios #2 and #3. However, as members of the LDFA they understood that redevelopment of sites within the community will play a role in the future. They believed that there would need to be a balance of innovating and advancing the community, but long-time residents concerns should be prioritized and be included in any future decision.

Affordability is a concern for current residents and attracting new residents.

The affordability concerns mentioned in Scenarios #2 and #3 are real and the City should look to redevelop and develop in a way that balances the needs of current and potential residents. Downsizing for seniors is difficult with the cost of living and the housing options available to them and the same can be said for potential residents and younger families looking to live in the City. Developments like the Brooklands and the Trio Apartments were mentioned as examples of ways the City could redevelop and address affordability concerns in the future.

Places of Worship

There was only one representative from a place of worship within Rochester Hills. The pastor from First Baptist Church provided insight into which scenario they believed should influence the Master Plan.

Scenarios #2 and #3 provide a way for a wider variety of individuals to have stronger ties to Rochester Hills and their places of worship.

The participant expressed an interest in Scenarios #2 and #3 as they provided a way for a more diverse congregation in their organization. They believed that a congregation that ranges all ages and incomes leads to a stronger community. The pastor also shared that there are a fair number of parishioners that drive and live outside the City and the variety of housing options listed in Scenarios #2 and #3 were seen as a way to bring current members and future members to their place of worship.

Housing affordability and providing housing options for younger generations was a concern.

The pastor shared that he lives just north of the city, and at first preferred Scenario #1, but eventually was drawn to prefer Scenarios #2 and #3 because of the affordability concerns that continue with the first scenario. The participant mentioned that his children were interested in living in Rochester Hills and buying their first home in the City but were not able to afford a home. There was support for providing more housing options and finding ways to attract young people and younger families.

Key Staff

Eleven City Staff members attended the facilitated discussion. Several different departments were represented, with Staff sharing which scenario should be considered for the Master Plan update.

Scenario #1 was seen as the most realistic and feasible from a city administration point of view.

A majority of staff members saw the first scenario as the most reasonable and feasible, however there were a few participants that believed the other scenarios could be implemented. Additional housing and density were a potential concern for public safety staff members as they shared that greater density could make it more difficult to fight fires. Additional building code updates would be required to make sure that residents were safe. There were some concerns over attracting younger families in order to sustain the school system.

Providing different transportation options could potentially address current traffic concerns, but there is no clear answer.

Staff understood that there were traffic issues and safety concerns but were apprehensive to some of the transportation options listed in Scenarios #2 and #3. Regional transit would be difficult without the support of surrounding communities. Advancing the transportation systems in the City is appealing, but how the City does that was unclear and seen to be difficult with the second and third scenarios.

Nonprofits

Ten leaders from local nonprofits attended the discussion on September 23rd. These leaders provided feedback on how non-profit organizations and their point of view interpreted the three proposed scenarios.

A blend of details from Scenario #2 and #3 provides the City with the best opportunity address current issues.

The general consensus of participants was that a mixture or combination of the second and third scenario would best equip the City with the right resources and tools to address current issues. The main issues that needed to be addressed were housing affordability and walkability within the City. There are very few affordable senior living communities and there are limited housing options for seniors looking to downsize. Younger families are also finding it difficult to afford to live in the City. However, there were some concerns over the potential for displacement, which affects people of all ages.

Improving walkability and accessibility needs to be practical and relevant for residents in the City.

Improving overall accessibility, walkability, and mobility were seen as important issues that need to be addressed. However, there were concerns over how these aspects of the community would be improved. Participants shared that they would like to see solutions that connect the community and link isolated sections of the City that are walkable.

Residents

Residents were offered the opportunity to come and participate in the scenario discussion. Two residents from the Streamwood Estate subdivisions attended the discussion. They shared their input on which scenario should guide the Master Plan.

Scenario #2 was viewed as a realistic solution for the City but could potentially be overdone.

The two residents that participated in the discussion expressed an inclination towards Scenario #2. They viewed this scenario as the most realistic and had concerns over maintaining the status quo or the potential of greater density. The first scenario did not appeal to them, they believed the City needs to advance and progress in order maintain its level of services and amenities for residents. The third scenario and its more dense and urban features did not appeal to the participants.

Attracting and retaining younger generations should be a priority for the City.

There were concerns over the current affordability issues surrounding housing in the City and surrounding communities. Younger people and younger families are having a difficult time buying or even renting housing that fits within their price range. The participants expressed a desire for a mix of generations in order to support the school system, City amenities, and way of living. By providing additional housing options and more walkable areas, the City could find a way to bring younger families into the community and retain younger people.

Boards and Commissions

Five members from the Zoning Board of Appeals, Historic Districts Commission, and Avondale School Board were able to attend the conversations and provide their perspective on which scenario the Master Plan should refer to during the update process.

Scenario #2 was viewed as a logical guide for the Master Plan.

Maintaining the status quo was not seen as sustainable and not with the character of the community. Scenario #3 was interpreted as too much a of change and would be difficult to implement. The second scenario provided residents with the most realistic scenario and provided the City with a good balance of maintaining the character while progressing the City. Preserving historical aspects of the community and the community's character should be a priority for any future planning efforts and take into account when decisions are made.

Shifts in the preferences of younger generations will need to be addressed in the future.

Younger generations are prioritizing walkability and are relying less on personal vehicles. More dense and accessible living arrangements are attractive to younger people and Scenario #2 provides a good blend of providing new housing options while maintaining the low density feel of the community. Affordability was a concern especially for the local workforce, which may be unable to afford to live in the City.

Youth Council

14 members of the Youth Council were able to participate in the scenario discussion on October 2, 2024. They were able to share which scenario should be used as a guide for the Master Plan.

Scenario #2 provides a balance between each of the potential scenarios.

Generally, members of the Youth Council believed that Scenario #2 provided the most realistic future while addressing current issues. There was some appeal for the first scenario because the City is a great place to live, but participants believed that some aspect of change will be required. Scenario #3 was viewed as potentially difficult and too much change, but improving walkability, increasing public transportation options, and emphasizing health and wellness were details that appealed to the group. Scenario #2 was deemed to meet the City's motto and desire for innovation and that should be prioritized during the Master Plan process.

Most members expressed a desire to move away after high school but would love to come back and raise a family in Rochester Hills.

When asked if where they see themselves living in the future, many members of the Youth Council shared that they saw themselves living elsewhere while attending college and starting their careers. However, many of them wanted to come back and buy a home in Rochester Hills and start their families here. There was a clear consensus that the members enjoyed growing up in the City and would like to return here one day in the future.

"Thinking About the Future" Survey Results

A survey was designed to gain further insight from the community as to the values given to key community elements. This insight can help the Planning Commission consider which scenario should be used as a guide for the Master Plan process. Each participant was asked to answer a set of questions that covered a variety of planning challenges and select which answer most aligned with their way of thinking. Based on the answers the participant provided they would fall into one of the three scenarios.

Overall, 751 responses were recorded. The first question asked each participant to share which neighborhood/high school district they reside. An overview of the survey results for each of the planning areas is provided in this section. The map to right serves as a reminder of the planning areas used during the Master Plan process.

Each answer was assigned a point value of either 5 points, 3 points, or 1 point. It is important to note, that this was for grouping purposes, and is not intended to indicate "right" or "wrong" answers. When the participant answered all the questions, the total value of their responses was calculated. Their final score was associated with one of the scenarios.

- Scenario #1: 1-10 points
- Scenario #2: 11-20 points
- Scenario #3: 21-30 points

A summary of the survey results is in the following section. The responses suggest that the values stated by participants reflect the need for a balanced approach to development over time; the positions on housing, transportation, and natural features mean that resources and development will be required. For instance, while community values the preservation of natural features, this does not mean that all development is incompatible with other goals. A balanced approach to development can ensure that the City continues to thrive while protecting its natural resources.
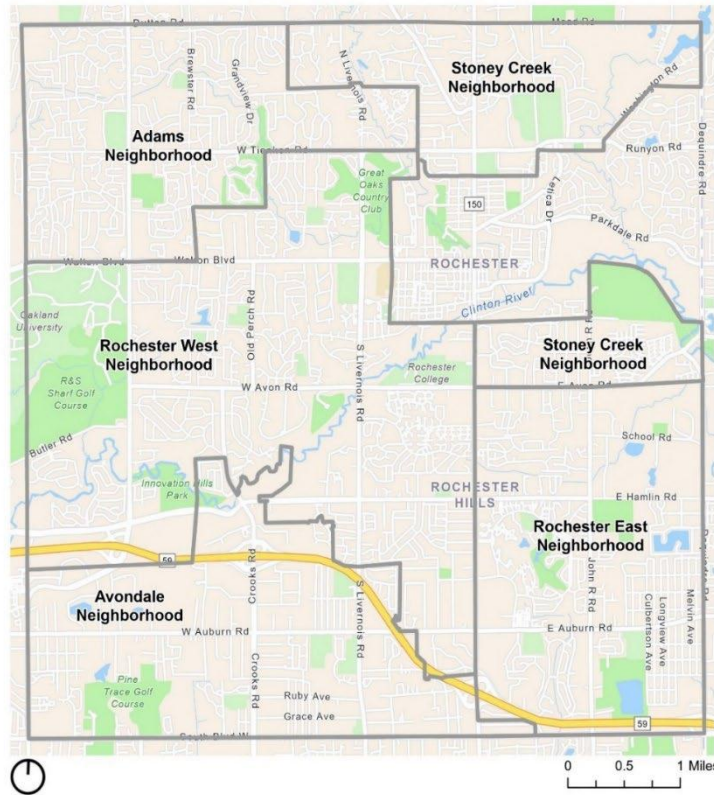
Question #1: For this Master Plan process, we're looking at high school districts as neighborhoods to deepen our understanding of the needs/wants of the community. Please indicate which high school district you live or work in.

746 participants shared which planning area they reside in. Rochester West had the largest share of survey takers, followed by Rochester East, Adams, Stoney Creek, and Avondale.
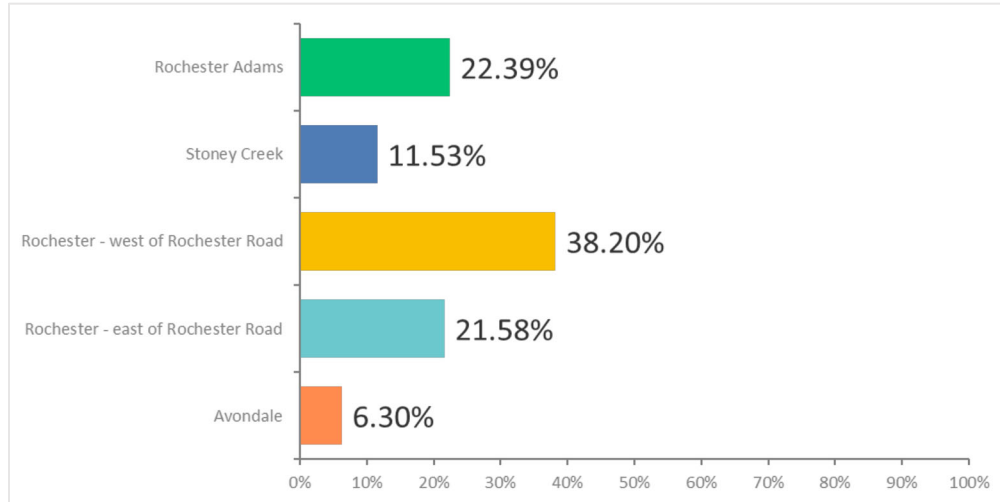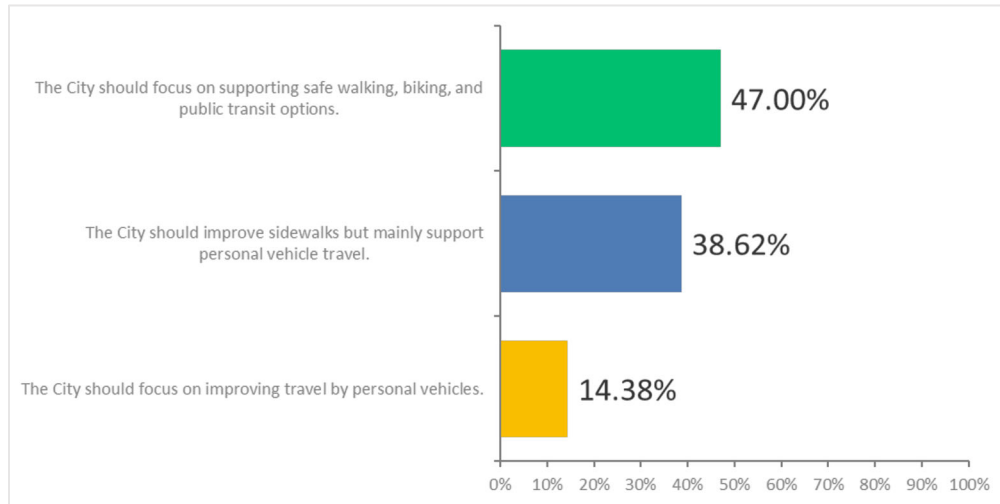

Question #2: What do you think about planning for future housing in the City of Rochester Hills?

Question #2 asked participants to share how they think the City should plan for housing in the future. Just over a quarter (25.90%) of respondents believed the City should focus on a variety of housing types and for housing for all-income levels. The largest share of respondents nearly half (42.56%) shared that the City should have a balance between housing types, but still prioritize single-family homes. Lastly, nearly a third (31.64%) of respondents think the City should only consider and plan for low-density, single-family homes.
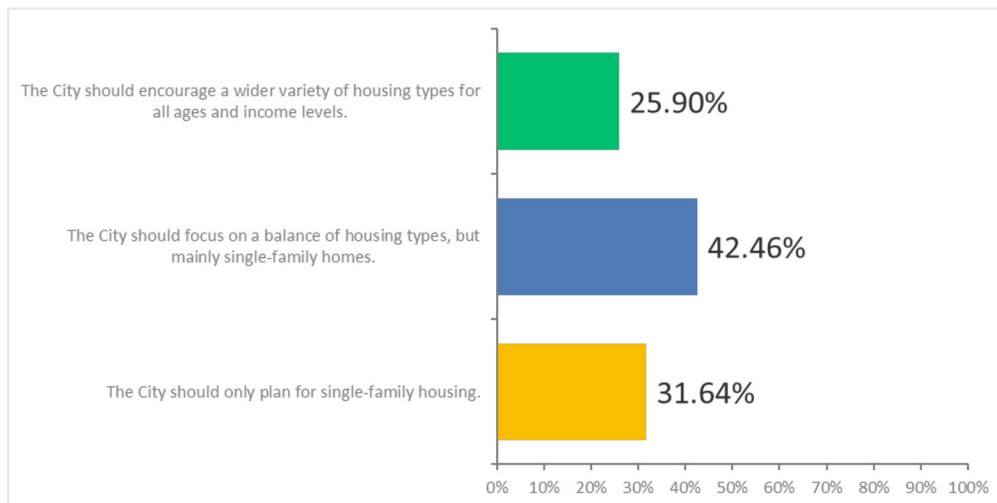
Question #3: What do you think about planning for the City's future transportation?

Question #3 was geared towards asking participants to share how they envision transportation should be planned in the City. Almost half (47.0%) of responses indicated that people think the City should plan and support a variety of walking, biking, and public transit options in the City. Over a third of participants (38.62%) believe the City should implement more sidewalks, but still plan for continued use of a personal vehicle. Lastly, only 14.38% of individuals shared that the future transportation system should solely focus on improving travel by personal vehicles.


Question #4: What do you think about planning for the City's natural resources, like open spaces, wetlands, woodlands, waterways, and parks?

Question #4 focused on asking survey takers to share how they believe natural resources and open spaces should be managed in the future. Most respondents (70%) shared that the City should prioritize protecting and improving natural features. Whereas a quarter of responses (25.87%) indicated that the City should only maintain the natural resources that already exist. A small percentage (4.13%) of participants believe the current level of natural resources is sufficient and no future protections are required.
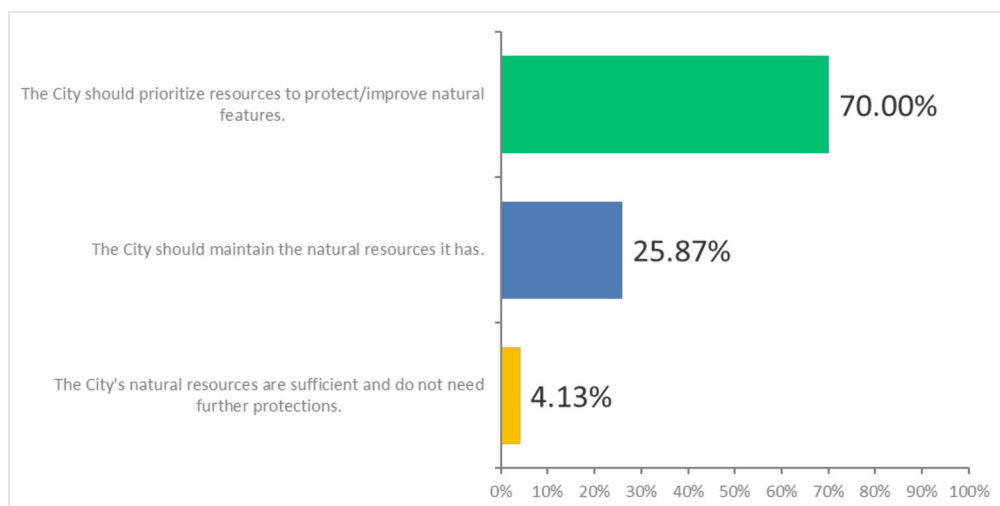
Question #5: How important is it for the City to prioritize health and well-being in future planning and development?

Question #5 asked participants to share how important they believe planning for community health and well-being should be for the City. Just over half (58.80%) of responses showed a desire for the City to focus on creating an environment that is supportive of healthy and active lifestyles for all people. Slightly over a third (33.73%) of participants believe the City should balance community health with other initiatives and priorities. Only 7.47% of respondents shared that the City should not prioritize community health.
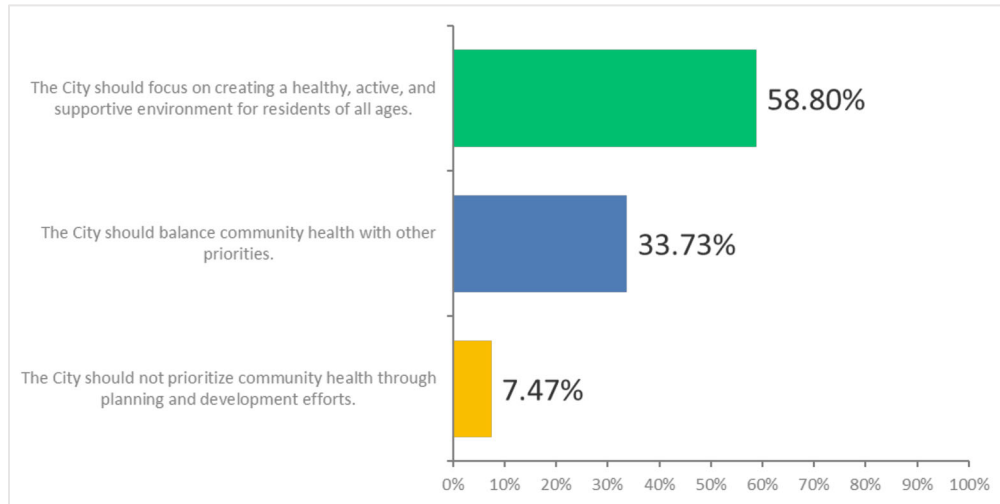
Question #6: How important is it for the City to prioritize local economic development in its long-range planning?

Question #6 asked individuals to share their way of thinking of how the City should prioritize the local economy in their planning efforts. Just under a third (30.57%) of people responded that the City should focus on boosting the local economy. Over half of participants (57.41%) think the City should balance economic development with other initiatives and programs. Only 12.02% of answers fell under the choice that stated the City should defer to market conditions rather than plan in a way that focuses on improving the local economy.
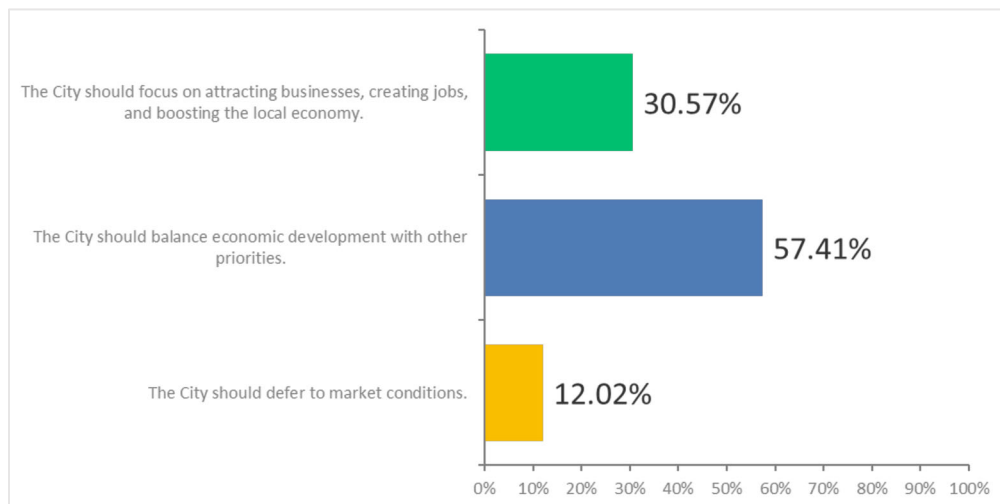
Question #7: How should the City plan for its aging residents?

The last question of the scenario survey asked participants to share how they think the City should plan for its aging population. Nearly half (49.87%) of respondents answered by sharing that the City should plan for affordable senior housing and provide seniors with transportation options. A fifth (20.24%) of respondents indicated that they believe the City should encourage more senior housing and transportation options, but not focus on ensuring that housing is affordable. Just under a third (29.89%) of survey takers shared that the City should rely on existing infrastructure in the region.
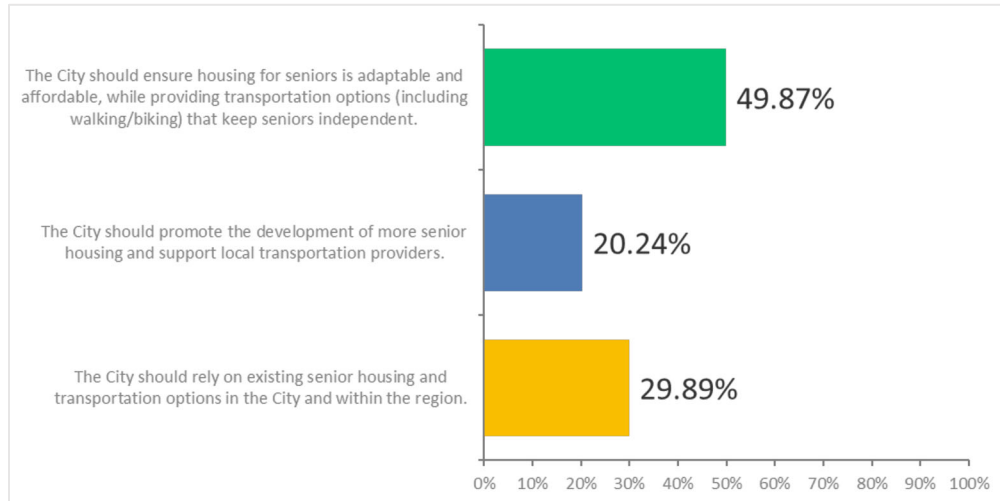
Preferred Scenario by Planning Area

In the following section a breakdown of which scenario participants' answers aligned with. As a reminder, the range of the total points indicated which scenario the participants' final score fell under.

- Scenario #1: 1-10 points
- Scenario #2: 11-20 points
- Scenario #3: 21-30 points

Citywide: Scenario #3

Overall, 57.0% of respondents had a score that aligned with Scenario #3. 41.4% participants' answer choices indicated they prefer Scenario #2. Only 1.6% of participants believed the City should use Scenario #1 as the guide for the Master Plan.
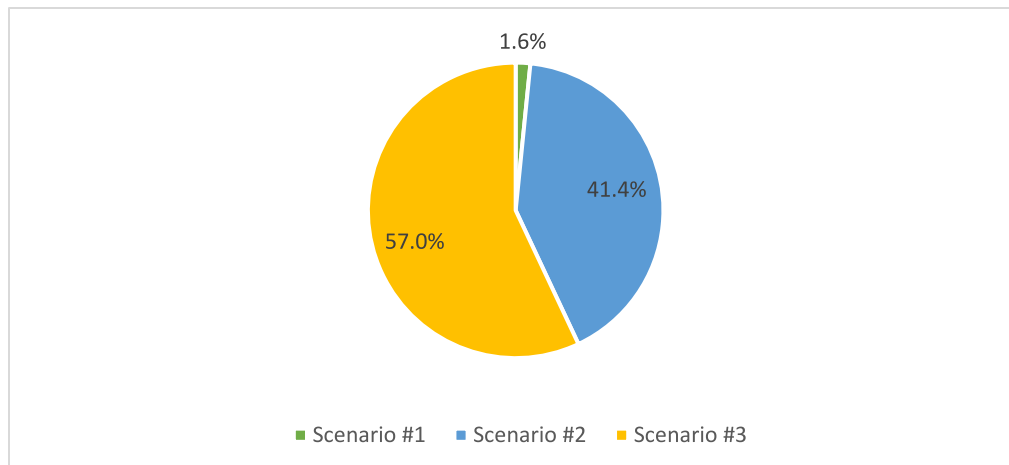
The citywide results mostly align with the feedback that was shared by the small group workshops and meeting with the Youth Council. Participants believe the City should plan in a way that enables the City to advance and innovate. One note regarding the citywide results is that 99 responses were near the threshold between Scenario #2 and Scenario #3. These 99 responses had a score of either 21 or 22 points. If these results were to be included in the Scenario #2 range, the total score breakdown would be 54.6% for Scenario #2 and 43.8% for Scenario #3.

Adams: Scenario #3

Survey participants that shared that they live in the Adams Planning Area had a nearly even split between Scenario #2 and Scenario #3. 49.1% of respondents answered that Scenario #2 should be used as the guide for the Master Plan. Whereas 49.7% of participants answered in a way that indicated that Scenario #3 should be the preferred scenario. Only a small percentage (1.2%) of participants answered in a way that indicated they preferred Scenario #1. This nearly perfect split between Scenario #2 and Scenario #3 implies that residents in the Adams Planning Area have a desire for a blend between the two scenarios.
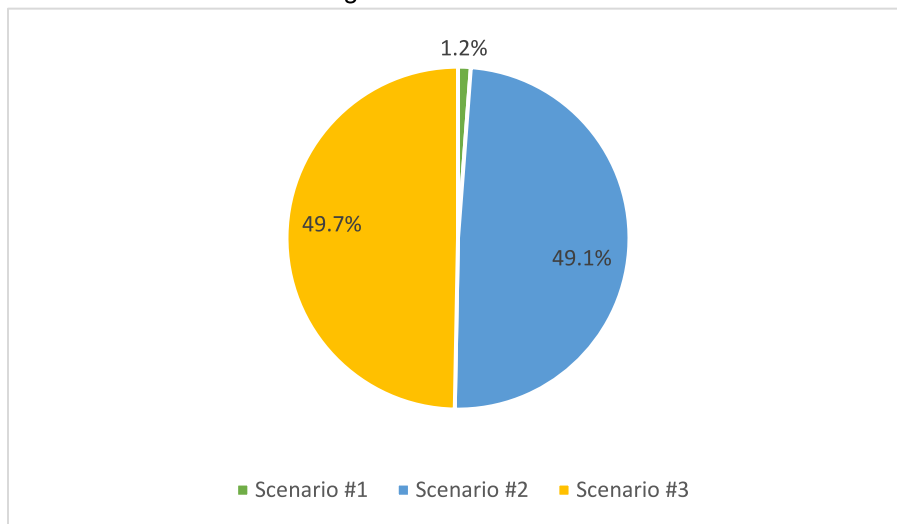
Avondale: Scenario #3

Similar to the citywide results, the answers provided by the residents in the Avondale Planning Area aligned with Scenario #3. With just over half (53.2%) of the responses falling within the range that represented Scenario #3. Scenario #2 received 42.6% of the total responses and Scenario #1 received 4.3% of the total responses. The share of responses shows a desire for the City to move forward and innovate while also maintaining key aspects of Rochester Hills.
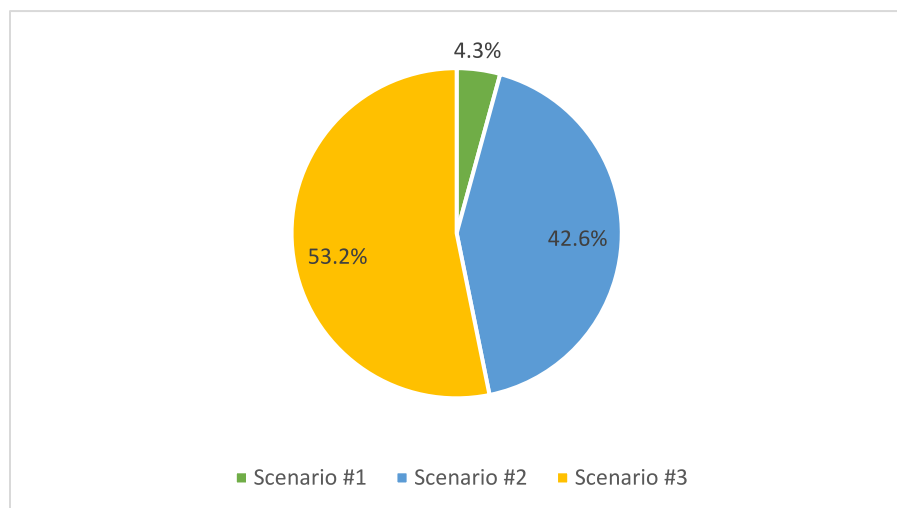
Rochester East: Scenario #3

The results for Rochester East demonstrate that a larger share of the responses aligned with Scenario #3 when compared to the citywide results and other Planning Areas. Nearly two thirds (64.6%) of total scores resulted in participants to align with Scenario #3. Just over a third (34.2%) of respondents' way of thinking aligned with Scenario #2. A small percentage of respondents (1.2%) expressed a desire for Scenario #1. The residents in Rochester East may be more interested in planning efforts that fall under Scenario #3 with some characteristics that include aspects of Scenario #2.
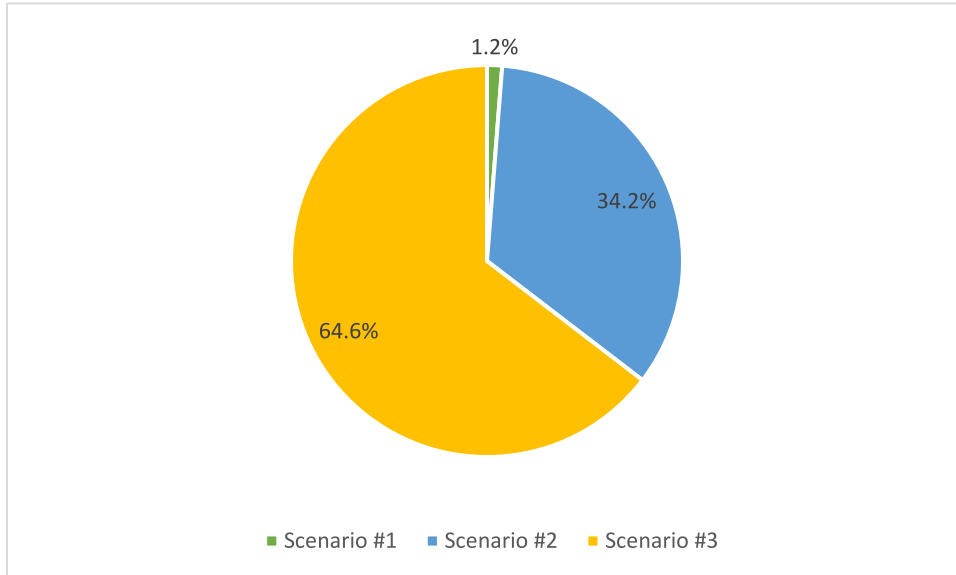
Rochester West: Scenario #3

Residents in Rochester West provided answers that are more closely associated with the citywide results. Over half of responses (54.7%) fit within the range for Scenario #3. A slightly smaller percentage of responses (43.9%) indicated that Scenario #2 is the preferred scenario for the Master Plan. As with other Planning Areas, a small percentage (1.4%) of answers fell within the range for Scenario #1.
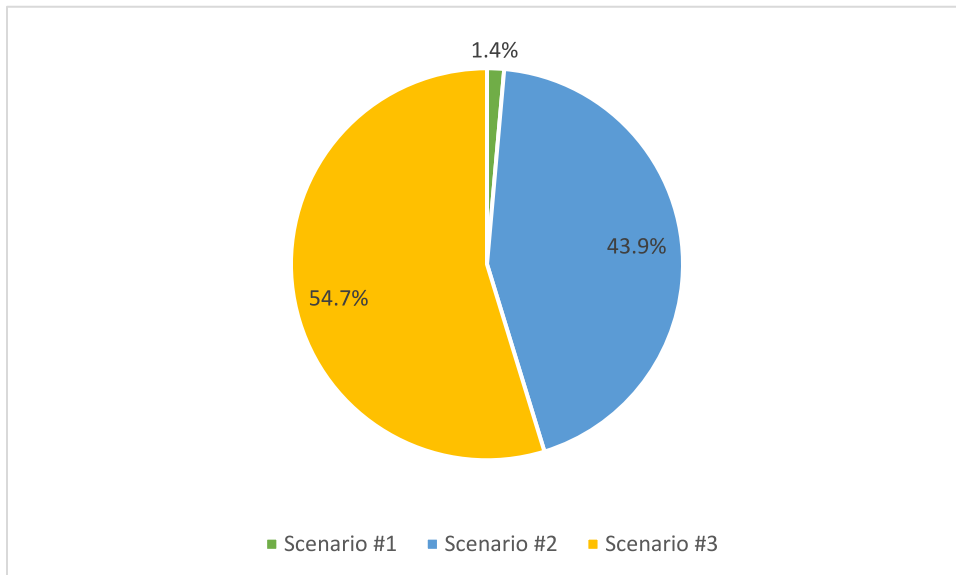
Stoney Creek: Scenario #3

The largest share of responses for any Planning Area that is associated with Scenario #3 was found in Stoney Creek. Nearly a third (65.1%) of answers demonstrate that residents responded in a way that matched Scenario #3. Scenario #2 had a smaller share of response (32.6%) but had a larger share of responses than Scenario #1 (2.3%). Overall, residents in Stoney Creek may prefer that the Master Plan be guided by aspects of Scenario #3 with some details and aspects of Scenario #2.
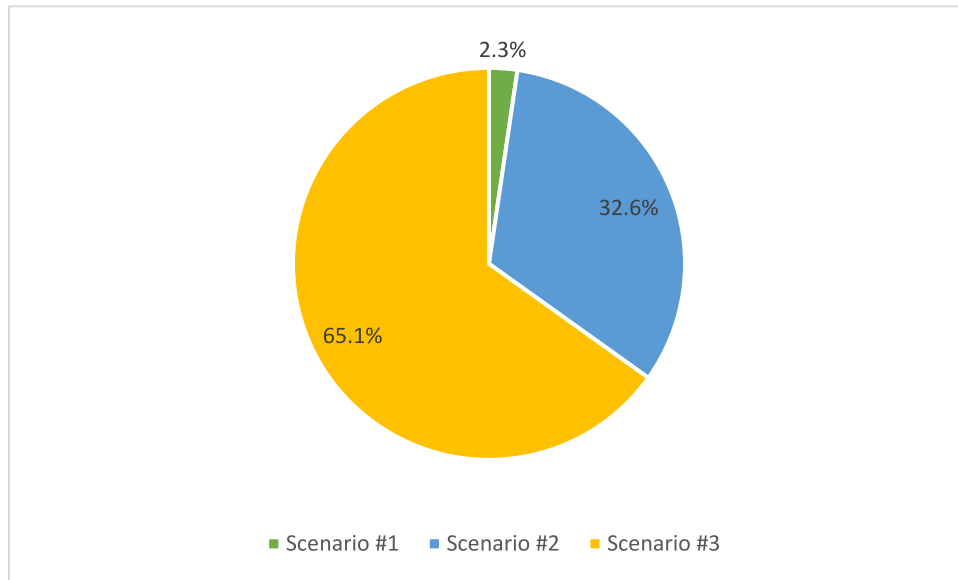
Alternate Survey Results

While the beginning of this survey summary section noted the relationship between values and balanced strategies for the future, we did consider how the question on natural features could have been interpreted by some to imply a higher value on natural features such that development would be minimized in the future. To see how that could impact the results, we reversed the point allocation for question 4, so that the strongest support for prioritizing natural features was given 1 point, reducing the number of total points for that question. The findings with this modification follow.

Citywide Results

Points	Scenario	Number of respondents	Percent of Responses
1-10 Points	Scenario #1	32	4.3%
11-20 Points	Scenario #2	452	60.2%
21-30 Points	Scenario #3	267	35.6%
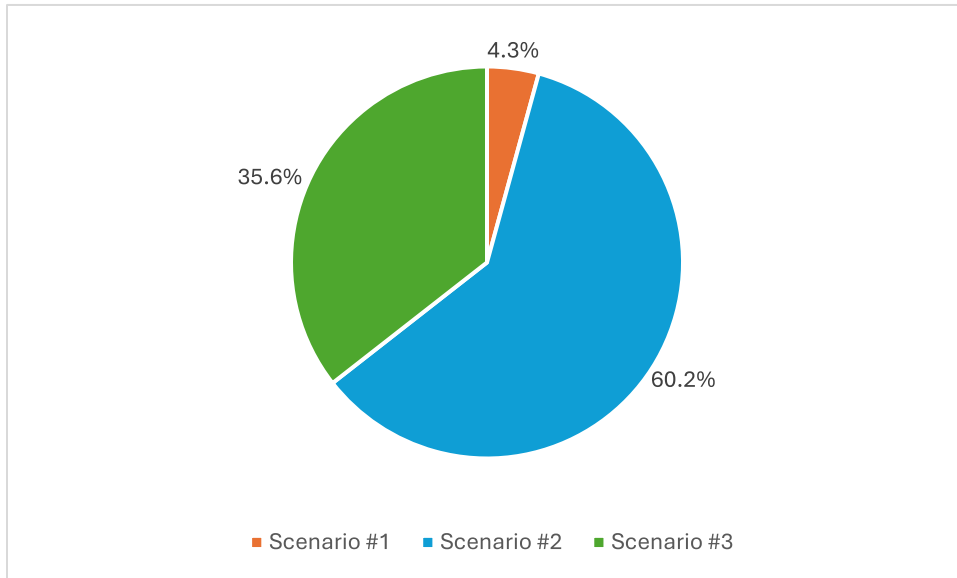
Adams Results

Points	Scenario	Number of respondents	Percent of Responses
1-10 Points	Scenario #1	5	3.0%
11-20 Points	Scenario #2	105	62.9%
21-30 Points	Scenario #3	57	34.1%
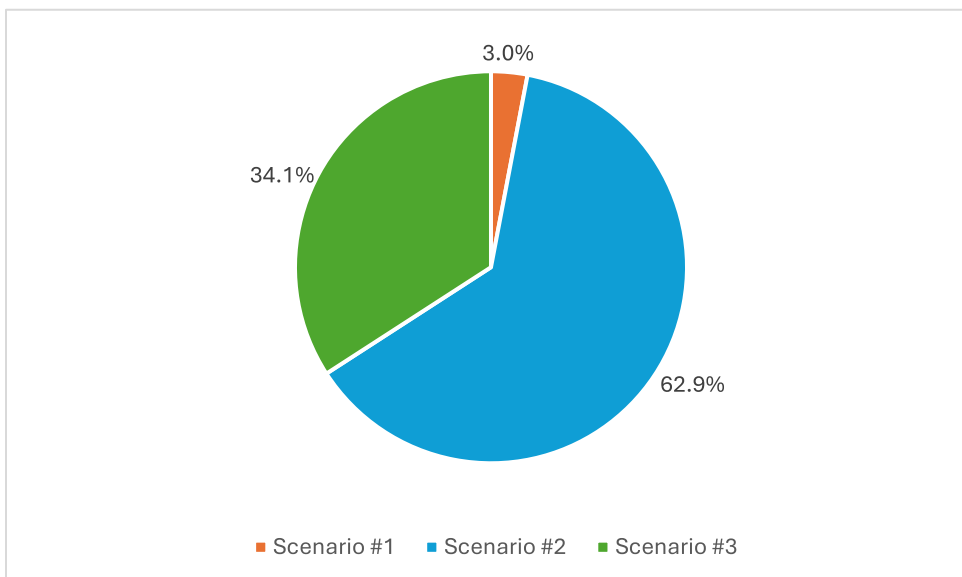
Avondale Results

Points	Scenario	Number of respondents	Percent of Responses
1-10 Points	Scenario #1	0	0.0%
11-20 Points	Scenario #2	33	70.2%
21-30 Points	Scenario #3	14	29.8%
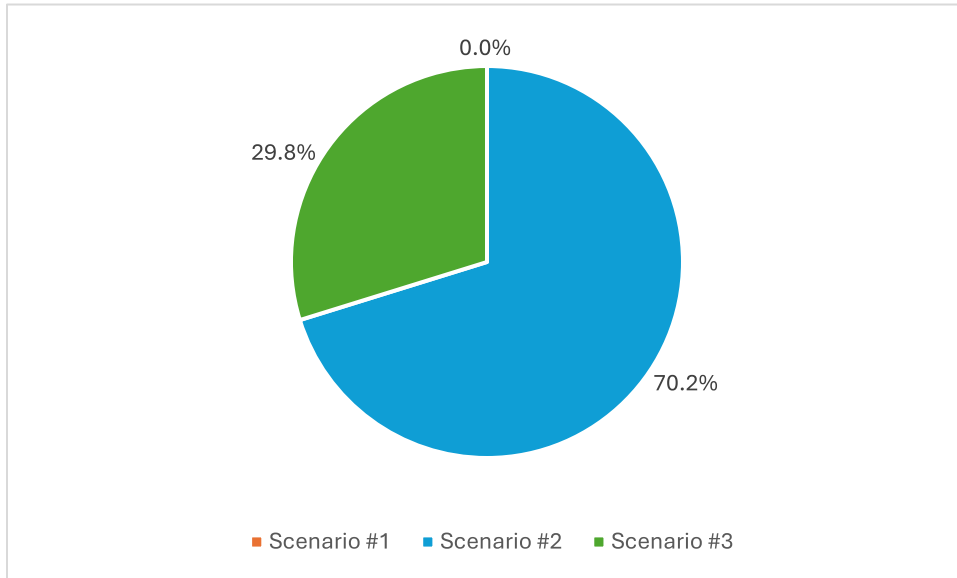
Rochester East Results

Points	Scenario	Number of respondents	Percent of Responses
1-10 Points	Scenario #1	5	3.1%
11-20 Points	Scenario #2	94	58.4%
21-30 Points	Scenario #3	62	38.5%
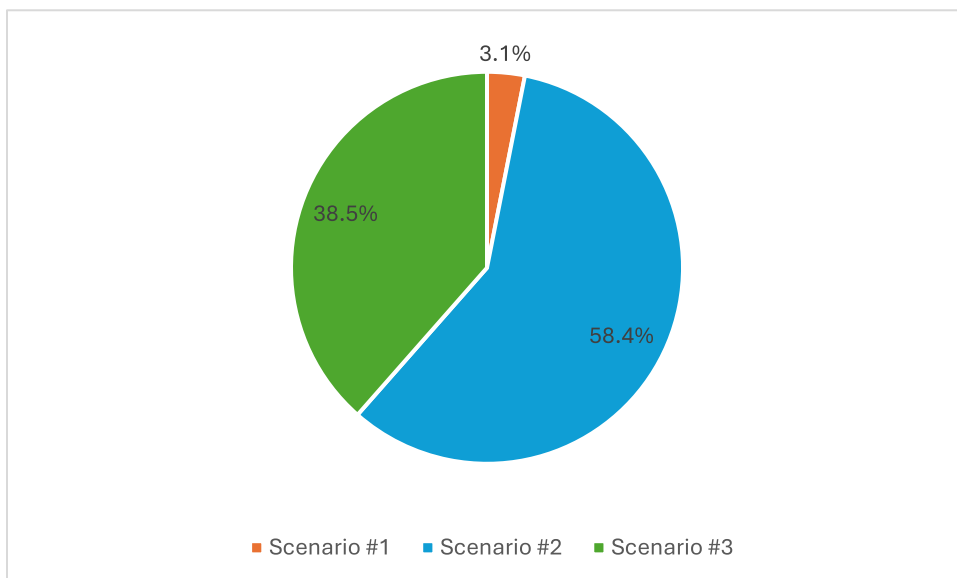
Rochester West Results

Points	Scenario	Number of respondents	Percent of Responses
1-10 Points	Scenario #1	17	6.0%
11-20 Points	Scenario #2	178	62.5%
21-30 Points	Scenario #3	90	31.6%
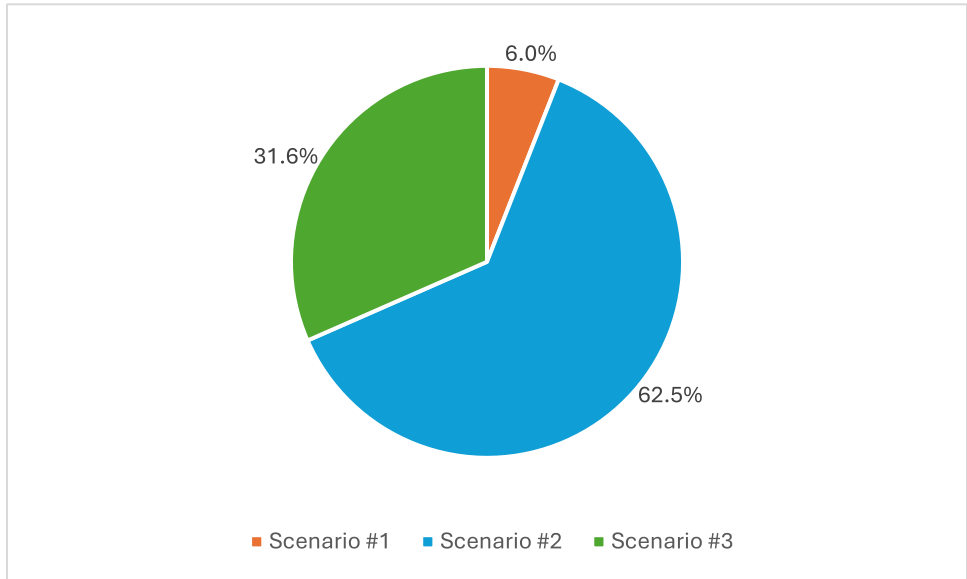
Stoney Creek Results

Points	Scenario	Number of respondents	Percent of Responses
1-10 Points	Scenario #1	5	5.8%
11-20 Points	Scenario #2	40	46.5%
21-30 Points	Scenario #3	41	47.7%
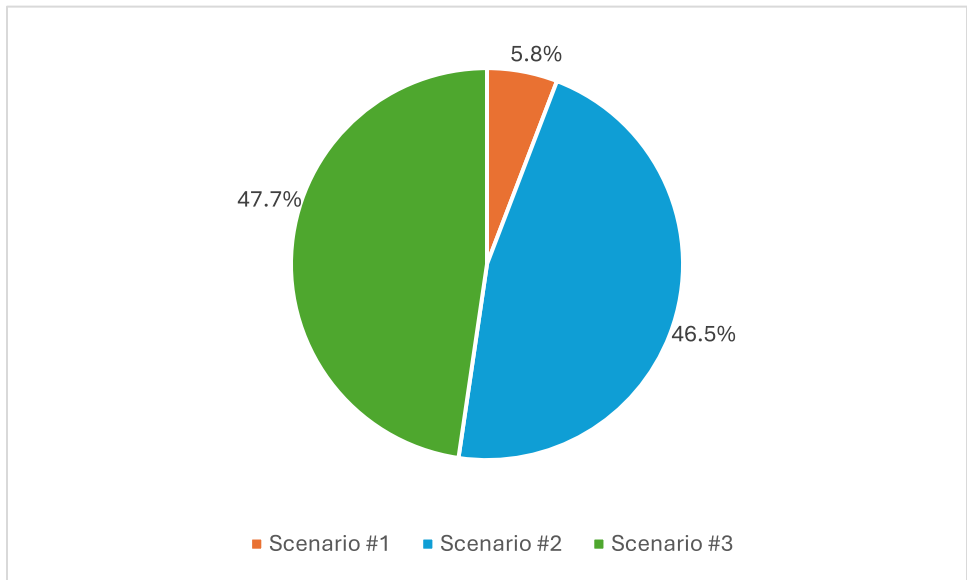
Rochester Hills

Preserve
Enhance
Innovate
Master Plan

RochesterHills.org/MasterPlanUpdate

11/18/2024 Joint Meeting – Packet Part 2: Data Snapshots
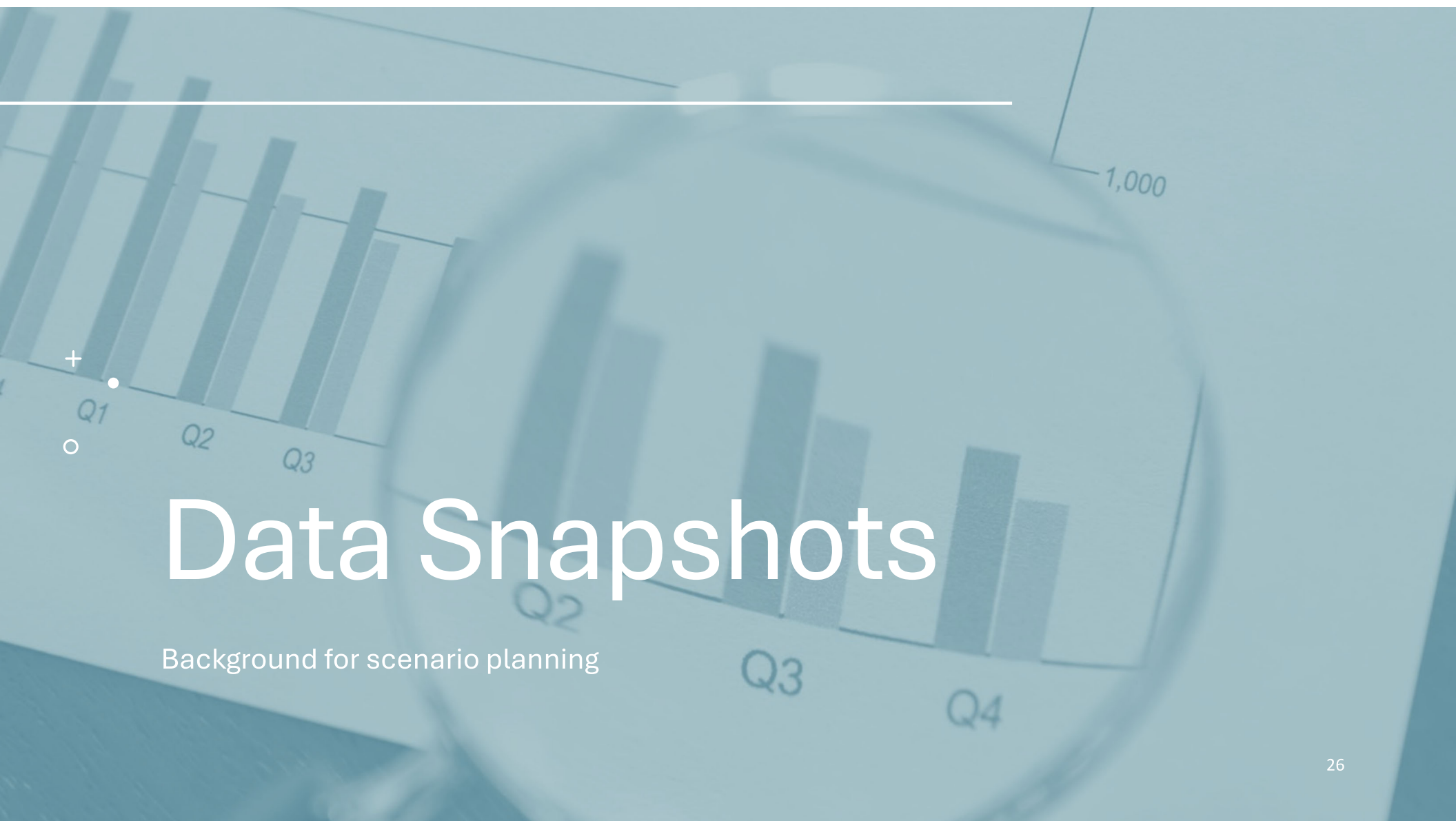
Data Snapshots

Background for scenario planning

Housing

	Rochester Hills	Oakland County
Homeowner Vacancy Rate (2022)	0.4%	0.6%
Rental Vacancy Rate (2022)	8%	7.00%
Percent of overall housing units that are 1-unit, detached structures	65%	67%
Owner Occupied	77%	73%
Renter Occupied	23%	28%
Median Gross Rent (2022)	$1,585	$1,251
Median Value (2022)	$385,800	$330,800

Year Built

	2020 or Later	2010 to 2019	2000 to 2009	1990 to 1999	1980 to 1989	1970 to 1979	Before 1970
Rochester Hills	1%	6%	8%	13%	31%	24%	16%
Oakland County	1%	6%	10%	13%	13%	19%	40%

Year householder moved into unit (% of households)

	Moved in 2021 or later	Moved in 2018 to 2020	Moved in 2010 to 2017	Moved in 2000 to 2009	Moved in 1990 to 1999	Moved in 1989 and earlier
Rochester Hills	13%	18%	32%	42%	20%	9%
Oakland County	15%	22%	26%	15%	12%	9.90%

Housing

Gross Rent as a percentage of household Income (% of all renters)

Category	Rochester Hills	Oakland County
Less than 15.0%	16%	20%
15.0 to 19.9 %	14%	9%
20.0 to 24.9 %	15%	8%
25.0 to 29.9 %	12%	15%
30.0 to 34.9 %	9%	9%
35.0 % or more	35%	40%

■ Rochester Hills ■ Oakland County

2024 Median Sold Price

Bedroom	Price
1 bedroom	$121,200
2 bedroom	$253,400
3 bedroom	$350,000
4 bedroom	$515,000
5+ bedroom	$541,400

Change in Median Sold Price, 2023 to 2024

Bedroom	Change
1 bedroom	8%
2 bedroom	6%
3 bedroom	-2%
4 bedroom	6%
5+ bedroom	-15%

Housing

	Rochester Hills
% of total land zoned for single family residential	80.68%
% of total land future land use planned for residential	87.26%

Number of bedrooms (% of all units)

	No Bedroom	1 Bedroom	2 Bedrooms	3 Bedrooms	4 Bedrooms	5+ Bedrooms
Rochester Hills (% of all units)	1%	10%	20%	33%	33%	4%
Oakland County (% of all units)	1%	10%	23%	39%	23%	4%

Residential building permits by housing type (since 2010)

Single Family	Two-Family	Attached Condos	Multi-family
1,243	0	322	908
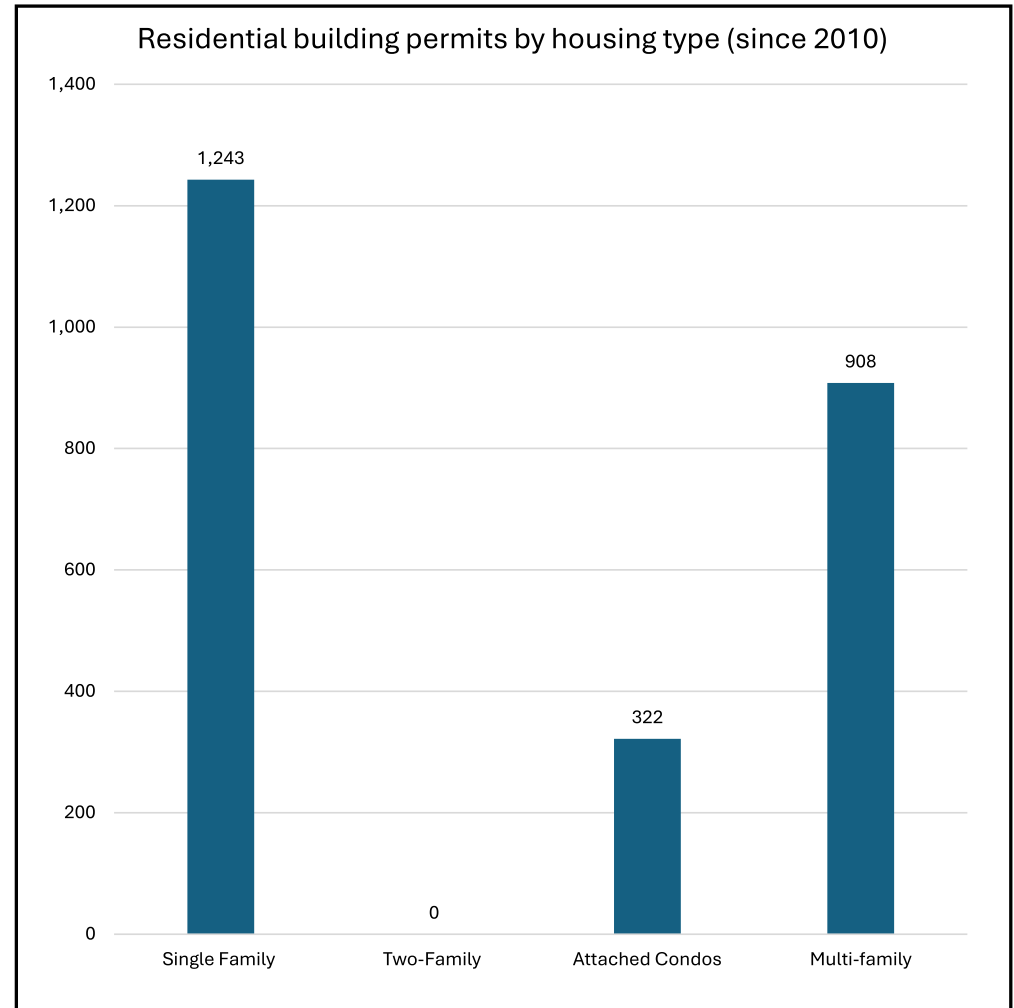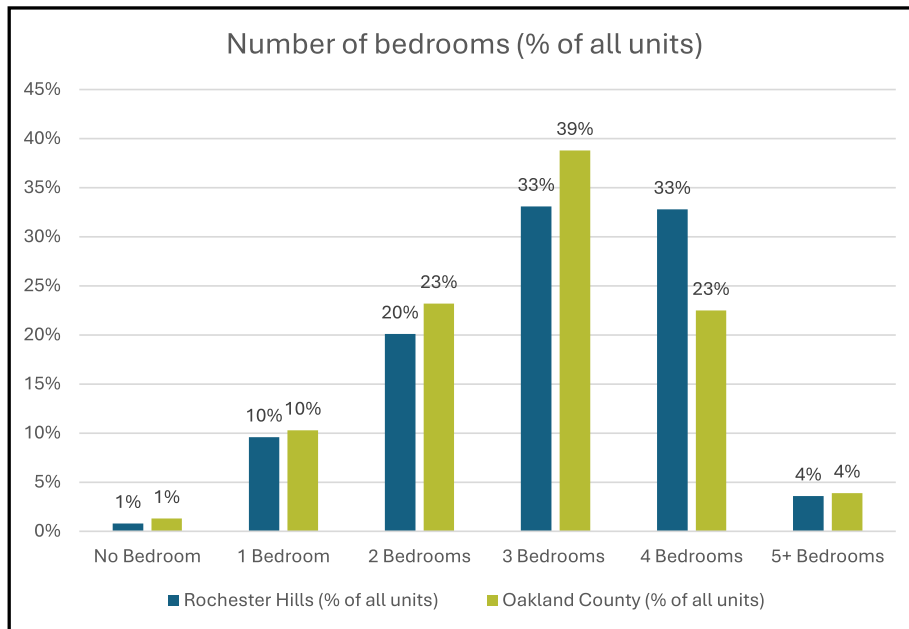
Housing

Housing data and community input suggest the following wants and needs:

- Wants
  - Stable property values
  - Stable neighborhoods
  - Peace/quiet
  - Access to parks & recreation
  - Safety
- Needs
  - Empty nesters
  - Housing variety
  - Young families/1st time buyers
  - Affordability/ Attainability
  - Newcomers

Housing

For planning purposes, we need to know what we have control over:

- Outside Factors
  - Tax laws (MI) and Housing Incentives
  - School enrollment
  - Aging population
  - Population rate – MI
  - Economic conditions
  - Public health
  - Construction costs (labor/material)
- Internal Factors
  - Community pressure (for and against housing)
  - Available land
  - Zoning and land policy

Population

Oakland County, Most Populated Municipalities

Municipality	Population
Troy	87,170
Farmington Hills	83,562
Southfield	76,107
Rochester Hills	76,041
Waterford Twp	70,486
Novi	65,870
West Bloomfield Twp	65,816
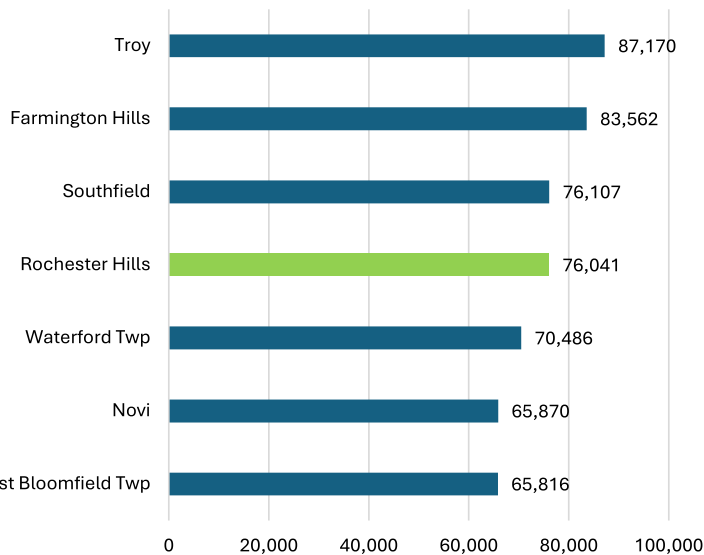
Rochester Hills is the **fourth** most populated municipality in Oakland County

The main component of population change is **migration**. Between 2020 and 2022, annual average population change was +382 residents. The average annual change due to natural increase was +2 residents and the change due to net migration was +380 residents.

Projected Change in Population from 2020-250

Region	Change
Rochester Hills	8.9%
Oakland County	8.9%
Southeastern MI	6.4%

■ Rochester Hills ■ Oakland County ■ Southeastern MI
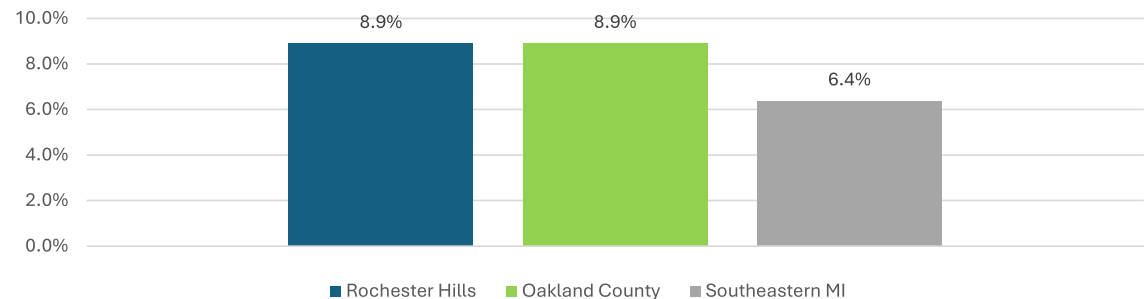
Rochester Hills' population is projected to increase by 8.9% between 2020 and 2050.

Between 2020 and 2050, SEMCOG predicts an influx of 3,505 new households (occupied housing units). Since 2020, 869 new units have been constructed.

32

Population

The average household size remained stable since 2012.

SEMCOG projects that the average household size will stay the same between now and 2050, when a size of 2.46 persons is forecasted.

Average Household Size
(2012-2022)

Detroit-Warren-Dearborn CBSA, MI   Rochester Hills

2.6
2.58
2.56
2.54
2.52
2.5
2.48
2.46

2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022

2.56
2.49
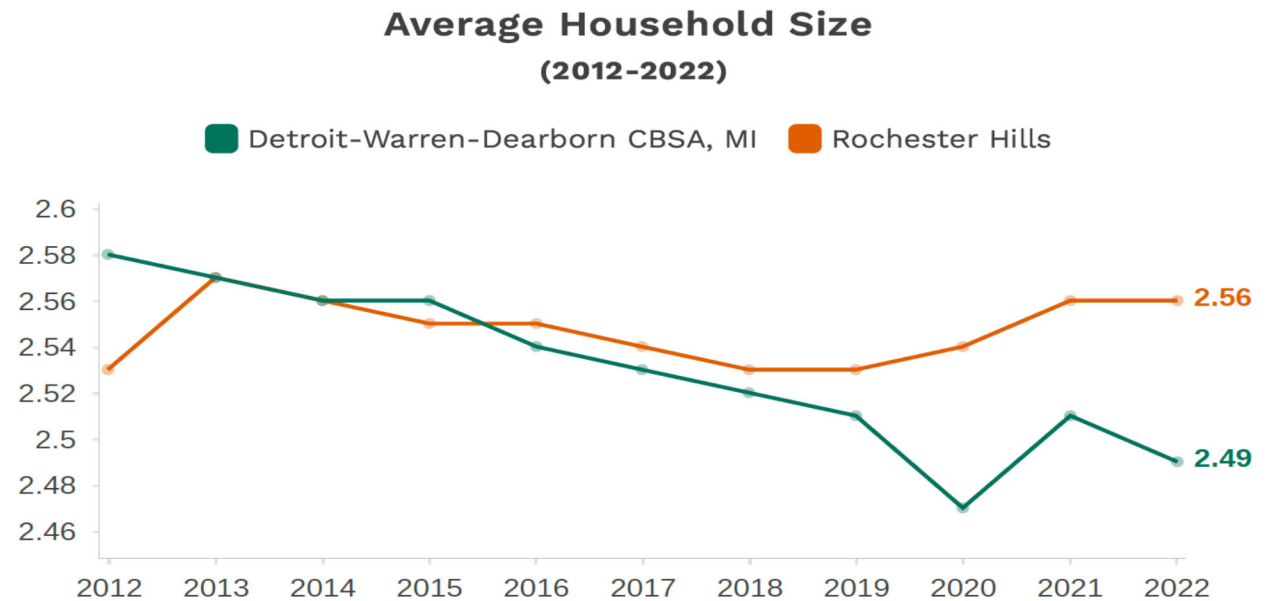
Source: American Community Survey (ACS), US Census Bureau

Population

Household Types			
Household Types	ACS 2022	SEMCOG 2050	% Change 2022-2050
With Seniors 65+	9,725	11,985	23.2%
Without Seniors	19,263	21,231	10.2%
2+ Persons with Children	9,314	9,707	4.2%
2+ Persons without Children	12,072	14,036	16.3%

Today:

Rochester Hills ranks **29/60** of municipalities in Oakland County for the percent of households with children.

Rochester Hills ranks **23/60** of municipalities in Oakland County for the percent of households with seniors 65+.

In the future: the number of households without children and with adults over age 65 is projected to increase by greater percentage than those households with children and without older adults.

Population

The median age in Rochester Hills is 40.9 years (up 2.8 years from 2010), ranking as the 15/60 youngest community in Oakland County.

Oakland County- Youngest Municipal Populations by Median Age

Municipality	Median Age
Royal Oak Twp	32.6
Pontiac	33.8
Auburn Hills	35.2
Ferndale	35.7
Royal Oak	35.9
Wixom	36.3
Hazel Park	37.2
Berkley	37.6
Lyon Twp	37.7
Oak Park	37.9
Farmington	38.4
Oxford Twp	39
Leonard	39.9
Novi	40
Rochester	40
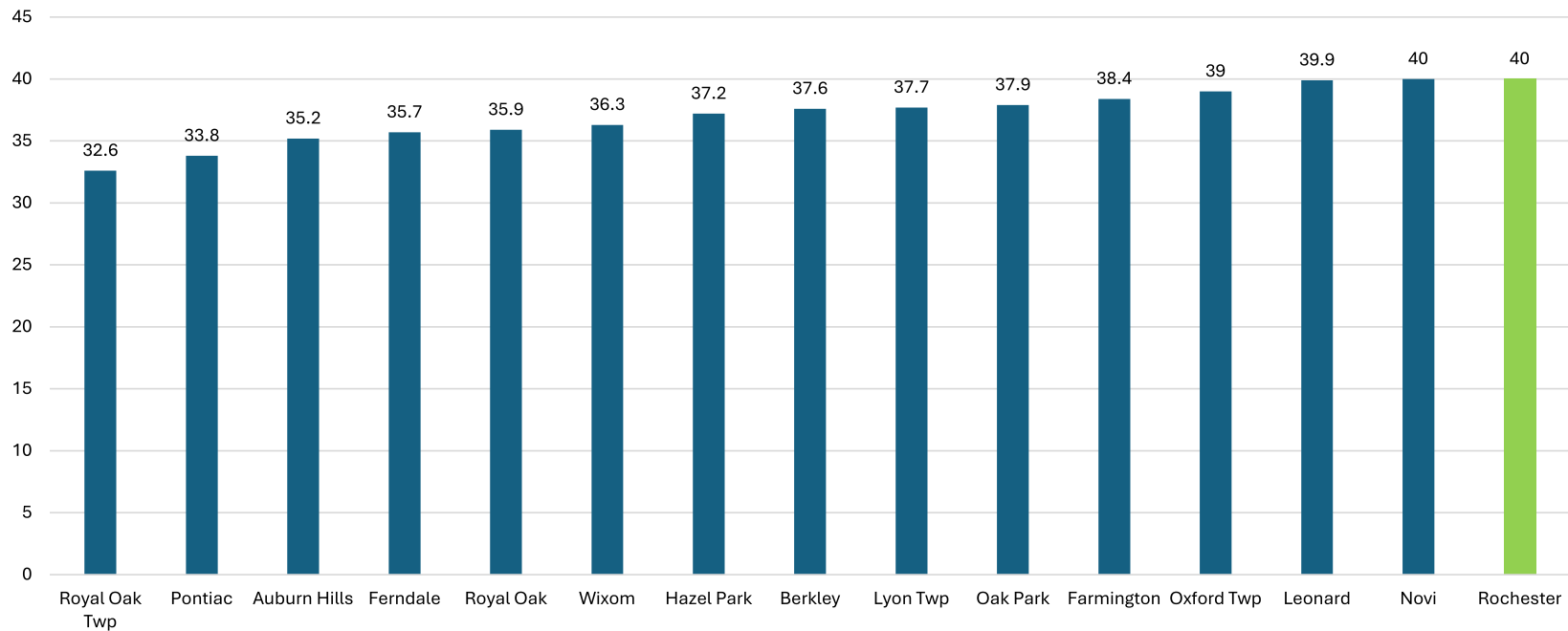
Transportation

Michigan Traffic Data (2022)		
Factor	**Number**	**Note**
Vehicle Miles Traveled (in billions of miles)	95.9	Down 0.9% from 2021
Motor Vehicle Crashes	293,341	Up 3.8% from 2021
Motor Vehicle Fatalities	1,123	28.6% of fatal crashes involved alcohol
Motor Vehicle Injuries	70,280	One of every 143 Michiganders
Deaths per 100 million VMT	1.171	Above 2013-2022 average of 1.047
Source: Michigan Traffic Crash Facts		

VMT = Vehicle Miles Traveled

Transportation

Rochester Hills Transportation Data (2022)	
Factor	**Data**
Miles of public road	386
Mean travel time to work (age 16 and over)	20.5 minutes
Motor Crashes	1,849
Source: SEMCOG, 2022	

Transportation

Figure 12: 2020 AVERAGE DAILY TRAFFIC (Pre-COVID)
- <10,000 vehicles per day
- 10,001 - 20,000 vehicles per day
- 20,001 - 30,000 vehicles per day
- 30,001 - 40,000 vehicles per day
- 40,001 - 50,000 vehicles per day
- No Data
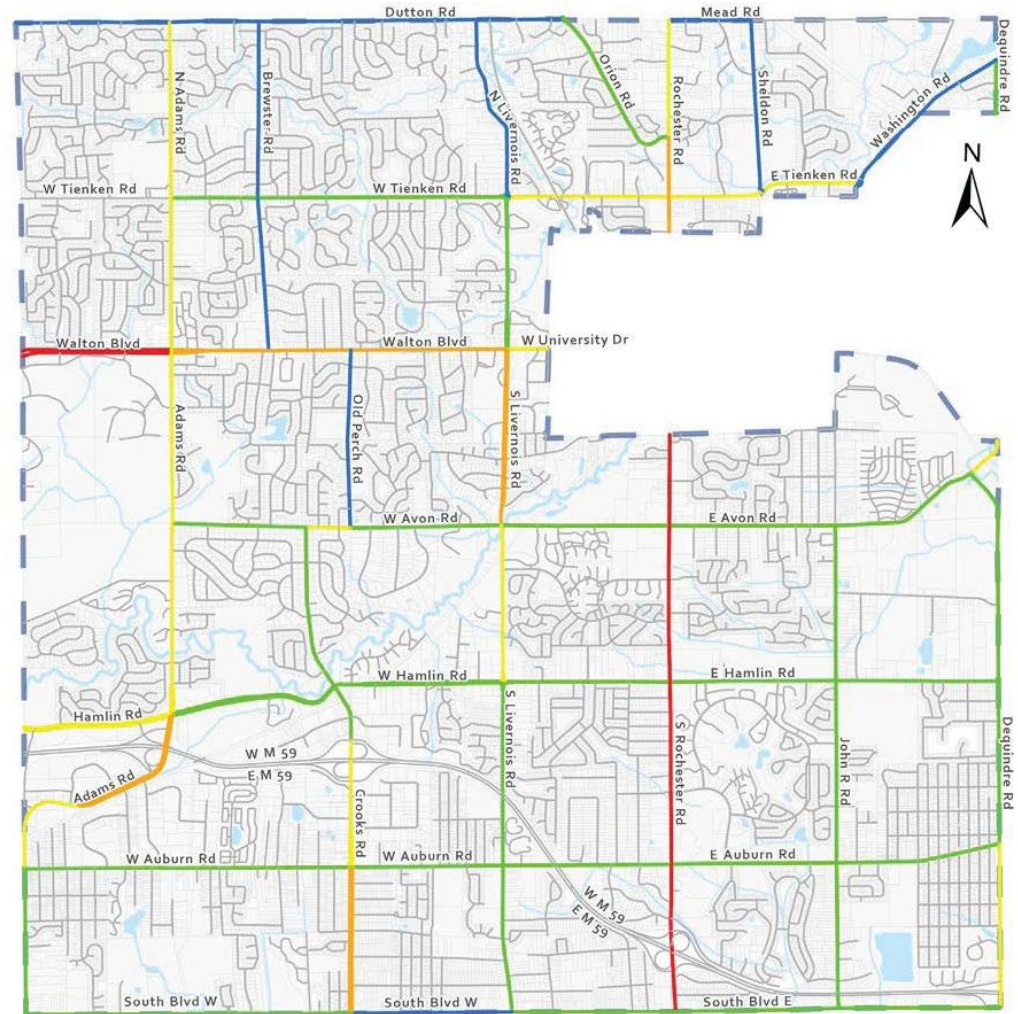
Source: 2021 Rochester Hills Transportation Master Plan

Transportation

Figure 13: 2040 AVERAGE DAILY TRAFFIC

- <10,000 vehicles per day
- 10,001 - 20,000 vehicles per day
- 20,001 - 30,000 vehicles per day
- 30,001 - 40,000 vehicles per day
- 40,001 - 50,000 vehicles per day
- 50,001 or more vehicles per day
- No Data
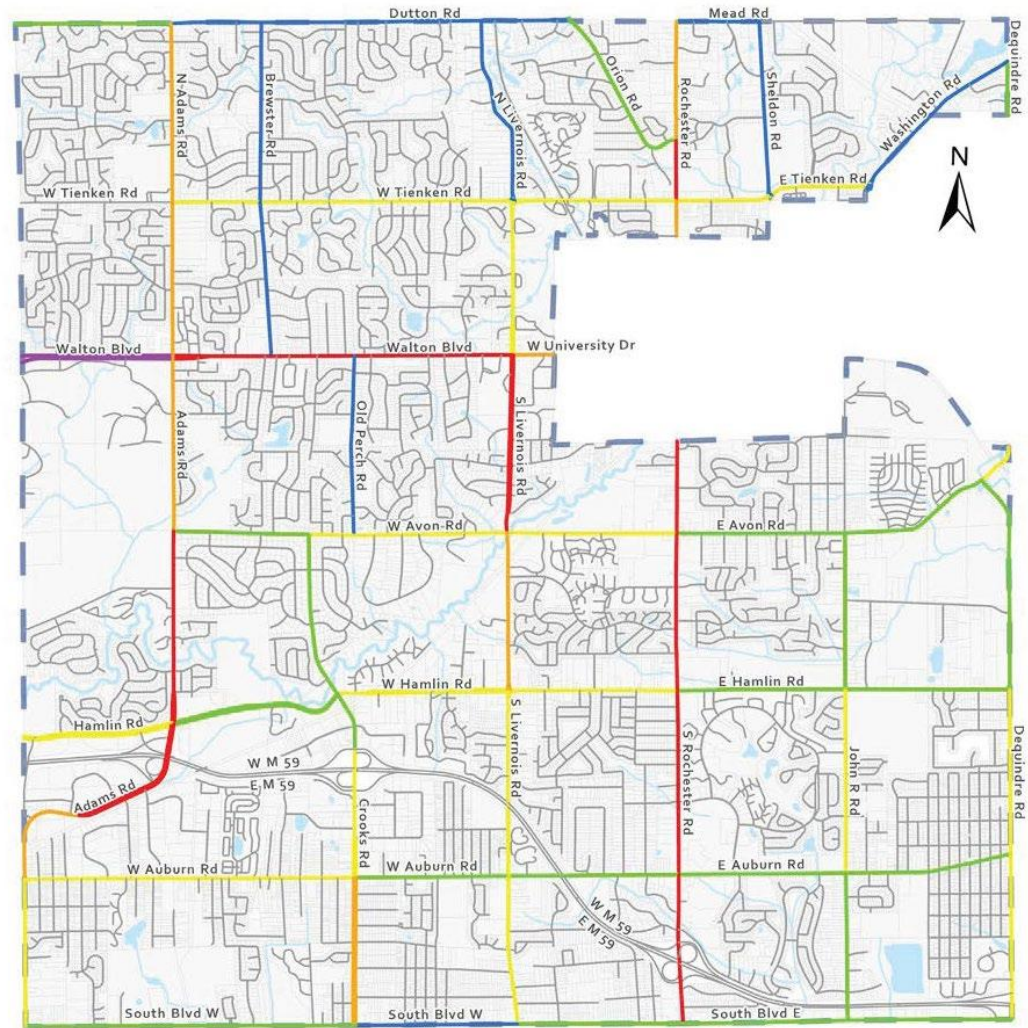
Source: 2021 Rochester Hills Transportation Master Plan

Transportation

Average Daily Commute Time*

2010: 25.6 minutes

2023: 20.5 minutes

Commute time decreased by 5.1 minutes (19.9%) from 2010 to 2023

*for workers over age 16 working outside the home
Source: SEMCOG

Transportation

Where Rochester Hills Residents Work (2016)		
Rank	**Location**	**Percentage (%)**
1	Rochester Hills	18.1
2	Troy	13.5
3	Auburn Hills	11.8
4	Detroit	5.8
5	Warren	5.1
6	Rochester	4.5
7	Sterling Heights	3.6
8	Pontiac	3.5
9	Southfield	3.3
10	Out of the Region (Instate)	2.3
--	Elsewhere	28.6

Source: SEMCOG

Transportation

Southeast Michigan Non-motorized Data (2020)	
Factor	**Data**
Bicycle Mobility Change (2005-2015)	+100% in number of bicycle trips
Pedestrian Mobility Change (2005-2015)	+28% in number of walking trips
Average biking trip distance	2 miles
Average walking trip distance	¼ mile
Driving trips under 2 miles	27%
Source: SEMCOG Bicycle and Pedestrian Mobility Plan for Southeast Michigan	

Transportation

Rochester Hills Crash Severity*						
	2018	2019	2020	2021	2022	% '18-'22
Total Crashes	2,492	2,394	1,404	1,757	1,849	--
Fatal	4	0	0	3	3	0.1%
Serious Injury	4	15	18	16	21	0.7%
Other Injury	390	371	233	252	287	15.5%
Property Damage Only	2,094	2,008	1,153	1,486	1,538	83.7%

*Left column indicates the worst outcome of the crash; a crash that was fatal may also have caused serious injuries, other injuries, and property damage.
Source: SEMCOG/Michigan Dept of State Police

Transportation

Crash Summary 2018-2022

- 42.5% of crashes were rear-endings
- Angle or Head-on/Left-turn were next at 19.7%
- Single-vehicle (17.5%) and sideswipe (14.3%) crashes were the other significant types
- 38.8% of crashes occurred at intersections
- Older (65+) and younger (15-20) drivers were each responsible for just over 20% of crashes
- 13.9% of crashes occurred in or at driveways
- 6.6% involved distracted drivers
- 7.1% involved deer
- 2% involved alcohol

Transportation

Rochester Hills High-Frequency Crash Intersections*			
Intersection	County Rank	Jurisdiction	Annual Avg '18-'22
Hamlin & Livernois	11	County/City	46**
Avon & Rochester	28	State/County	38.4
Rochester & Auburn	42	State/City	32.6
Rochester & Tienken	45	State/County	32.4
Adams & Walton	63	County	29.4
Dequindre & South	72	County	28.2
Rochester & Hamlin	76	State/City	27.4
Rochester & South	94	State/County/City	24.6
Avon & Livernois	100	County	24
Livernois & Walton	143	County	20.4

*Crashes occurred within 150 feet of the intersection
**One roughly every seven days
Source: SEMCOG

Transportation

Rochester Hills High-Frequency Crash Segments				
Road	Segment	County Rank	Jurisdiction	Annual Avg '18-'22
Rochester	**Auburn to Hamlin**	**1**	**State**	**92.8***
Rochester	Hamlin to Avon	7	State	73.2
Rochester	M59 ramp to Auburn	29	State	48.6
Adams	Walton to Tienken	39	County	45.4
Rochester	Avon to Rochester	47	State	44
Tienken	Livernois to Rochester	57	County	41.2
Auburn	Rochester to John R	69	City	39.4
Avon	Livernois to Rochester	86	County	36.4
Adams	Avon to Walton	97	County	34.2
Walton	Old Perch to Livernois	103	County	33.4

*One roughly every four days
Source: SEMCOG

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Crash Map, 2022
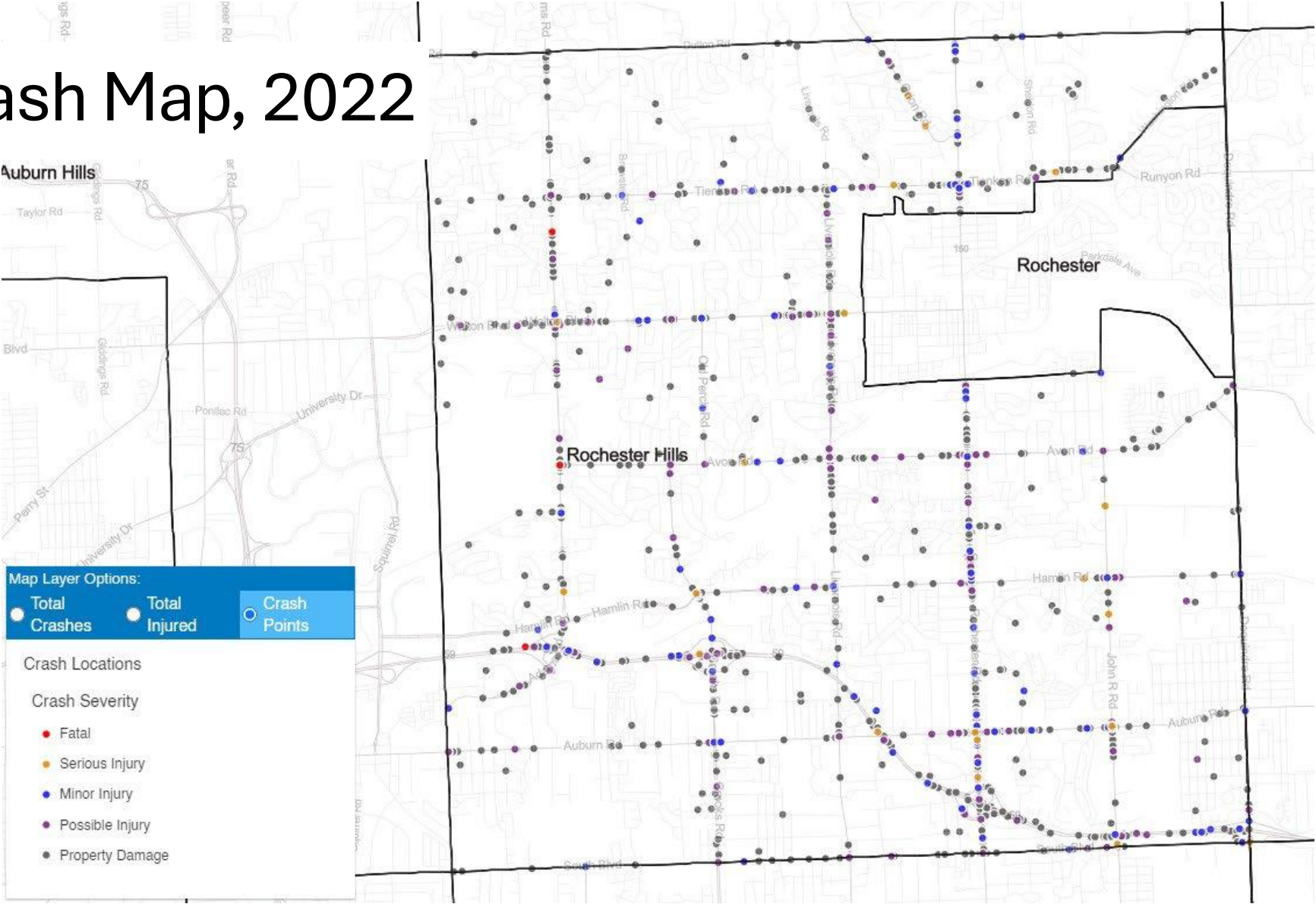
Transportation

Pavement Condition, City-Wide

In 2007, pavement condition was 15% good, 33% fair, 52% poor

In 2021, pavement condition was 45% good, 36% fair, 19% poor

Source: SEMCOG

Transportation

- Wants
  - Walkability
  - Reduced congestion
  - Safety
- Needs
  - Sidewalks
  - Pedestrian crossings
  - Alternatives to driving
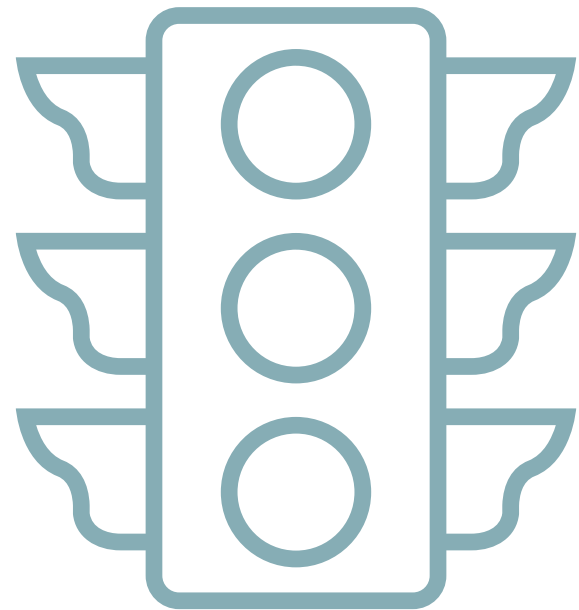
Transportation

- Outside Factors
  - SMART
  - RCOC
  - MDOT
- Internal Factors
  - Financial resources
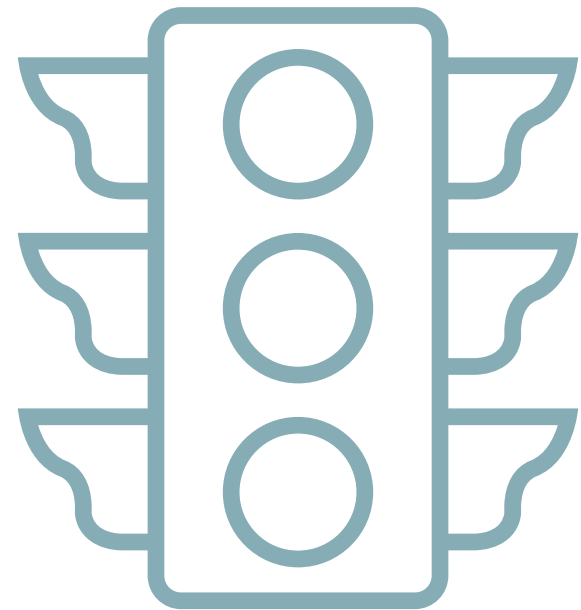
Natural Features

Changes in Precipitation in Southeast Lower Michigan (1953-2023)		
Time Period	**Change in Inches**	**Percent Change (%)**
Annual	+6.4	+21.18
Winter	+1.1	+19.92
Spring	+1.1	+19.20
Summer	+1.8	+19.08
Fall	+1.9	+27.04
Source: GLISA Interactive Climatology Map		

Natural Features

Changes in Temperature in Southeast Lower Michigan (1953-2023)	
Time Period	**Change in Temperature (°F)**
Annual	+2.9
Winter	+4.1
Spring	+2.9
Summer	+2.2
Fall	+2.4
Source: GLISA Interactive Climatology Map	

Natural Features

Factor	Rochester Hills	Oakland County
Open Space	33%	33%
Bare (soil, open fields, etc.)	2%	1%
Water (rivers, lakes, etc.)	1%	6%
Impervious coverage	29%	19.2%
Tree canopy coverage	42%	48.5%
Source: SEMCOG 2020 Land Cover & 2022 Tree Canopy		

Natural Features

Factor	Percentage of Land Use	Acreage
Natural areas	24.66%	5,193.43
Wetlands	9%	1,884.85
Woodlands	16%	3,298.26
Total land area	100%	21,062.70
Source: City of Rochester Hills 2024 Natural Features Inventory Update		

Land Use

2020 Land Use: Rochester Hills

- Single-Family 39%
- Attached Housing 3%
- Multi-Family 3%
- Mobile Home 1%
- Rural Residential 4%
- Mixed Use 0%
- Retail 2%
- Office 1%
- Hospitality 0%
- Medical 1%
- Institutional 4%
- Industrial 4%
- Recreation 9%
- Cemetery 0%
- Golf Course 4%
- Parking 0%
- Extractive 0%
- TCU 1%
- Vacant 8%
- Water 1%
- Not parceled 14%
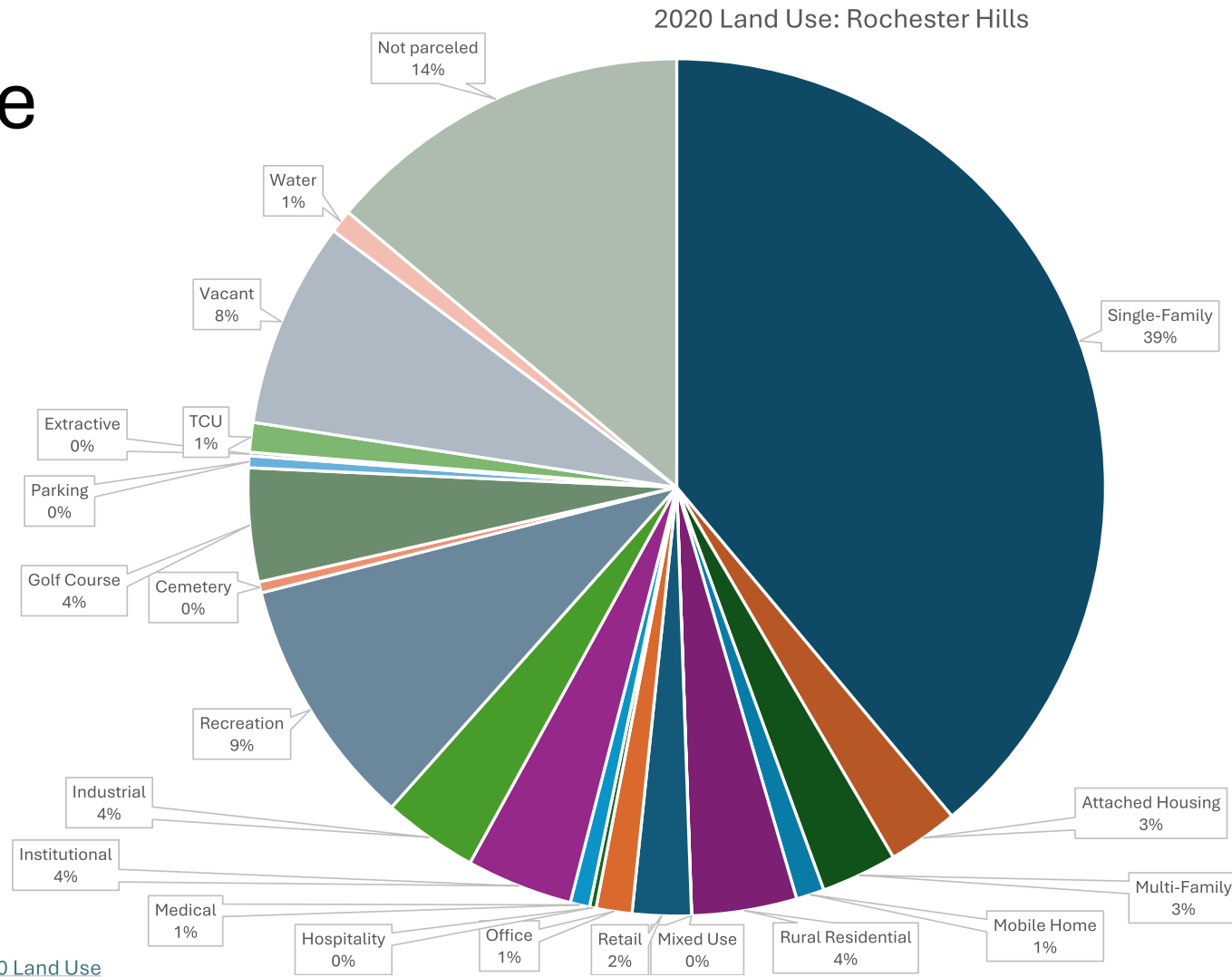
Source: SEMCOG Community Profile: 2020 Land Use

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Environmental Impact – Carbon Footprint

Carbon Footprint: Total greenhouse gas (GHG) emissions caused by human activity

- Measured in carbon dioxide equivalents (CO_2e)

- Avg. U.S household carbon footprint in 48 metric tons of CO_2e per year

- Main sources include:
    - Food
    - Housing
    - Transportation

Source: Center for Sustainable Systems, University of Michigan. 2023. "Carbon Footprint Factsheet." Pub. No. CSS09-05.

Environmental Impact – Carbon Footprint

GHG Contribution by Food Type in Average Diet

- 56.6%
- 18.3%
- 5.9%
- 5.8%
- 2.8%
- 2.6%
- 2.1%
- 1.6%
- 4.3%

■ Meats ■ Dairy ■ Beverages ■ Fish and Seafood ■ Eggs ■ Vegetables ■ Grain products ■ Fruits ■ Other

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Environmental Impact – Carbon Footprint

U.S. Residnetial Energy COnsumption by End Use (2022)

- Space Heating — 33.1%
- Other Uses — 24.2%
- Water Heating — 12.9%
- Space Cooling — 11.5%
- Refrigeration — 3.9%
- Clothes Dryers — 3.1%
- Lighting — 3.0%
- TV's and Other Equipment — 2.4%
- Computers and Other Equipment — 1.6%
- Cooking — 1.3%
- Furnaces and Boilers — 1.2%
- Freezers — 0.9%
- Clothes Washers — 0.5%
- Dishwashers — 0.4%
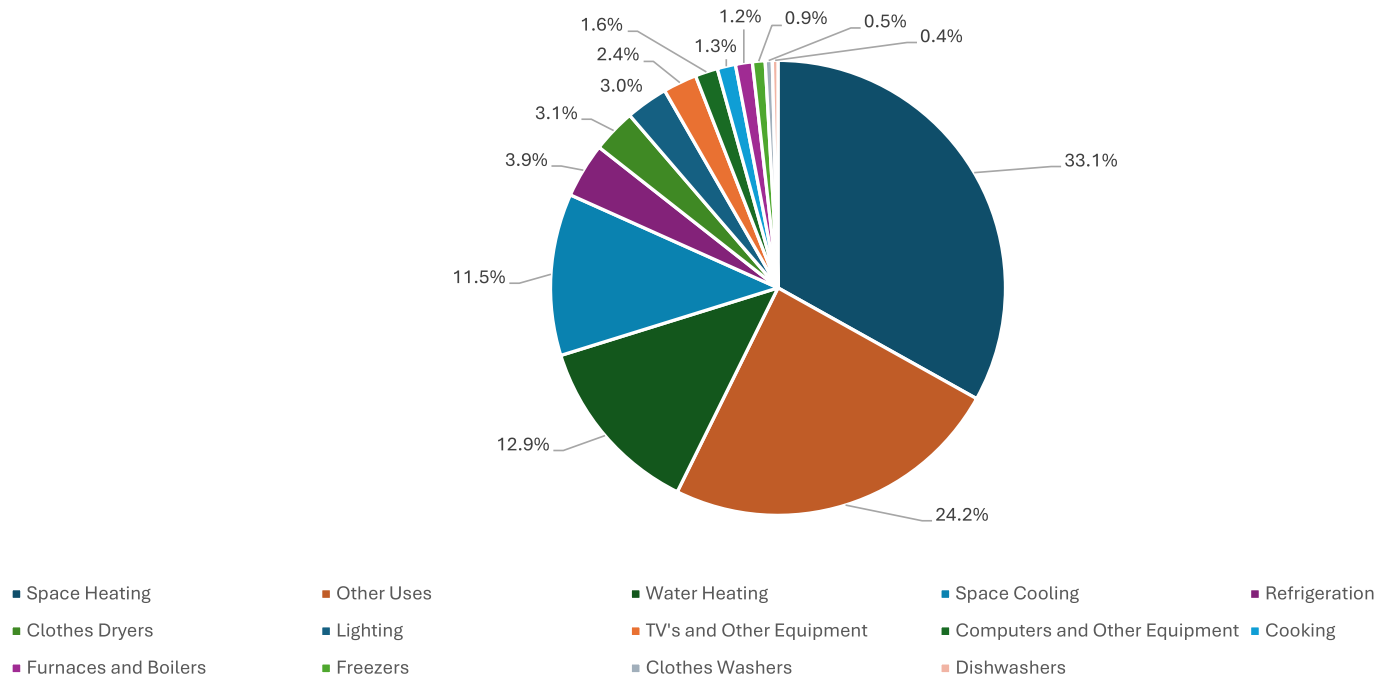
Source: Center for Sustainable Systems, University of Michigan. 2023. "Residential Buildings Factsheet." Pub. No. CSS01-08.

Natural Features

- Wants
  - Preserve
  - Access to public to enjoy
- Needs
  - Improvements to infrastructure/open space
  - Access to public spaces
    - Sidewalks, paths, trails, etc.

Natural Features

- Outside Factors
  - Climate change
  - State/federal laws
    - EGLE, EPA, NEPA, etc.
- Internal Factors
  - Financial resources
  - Property rights

Community Health

Factor	Rochester Hills	Oakland County	US
Asthma	9.7%	10.1%	9.7%
Obesity	27.7%	30%	33%
High blood pressure	28.3%	31.8%	32.7%
Cancer	7.1%	7.4%	7%
High cholesterol	32.4%	33.5%	36.4%
Disability (mobility)	8.5%	10.3%	13.5%
Disability (any)	18.9%	21.6%	28.3%
Health insurance (lack)	4.4%	5.4%	10.8%
No leisure-time physical activity	16.4%	18.9%	23.7%
Persons in poverty	4.3%	7.7%	
Single person households	26%	27%	
Percentage of age 65+ living alone	5.1%	5.2%	

Community Health

Age Group	2020	2025	2030	2035	2040	2045	2050	Change 2020 - 2050	Pct Change 2020 - 2050
Under 5	3,939	3,952	4,423	4,633	4,754	4,700	4,643	704	17.9%
5-17	12,698	12,602	12,419	12,337	12,808	12,956	12,892	194	1.5%
18-24	6,262	6,904	6,972	7,040	6,782	6,657	6,900	638	10.2%
25-64	38,893	37,710	38,691	39,396	39,855	40,465	40,521	1,628	4.2%
65-84	12,525	13,813	14,686	14,980	14,849	14,101	13,930	1,405	11.2%
85+	1,983	1,872	2,305	3,048	3,479	3,968	4,203	2,220	112%
Total	76,300	76,853	79,496	81,434	82,527	82,847	83,089	6,789	8.9%

Forecasted Change in Older Adults and Children in Rochester Hills
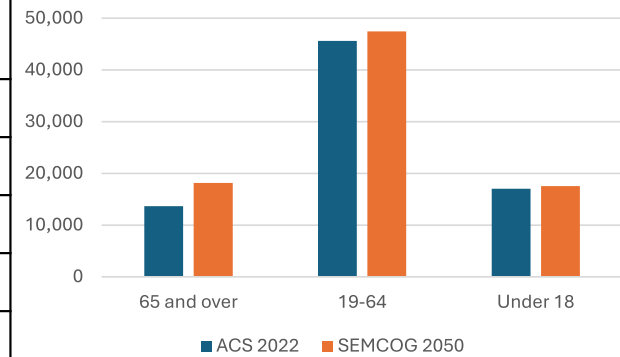
Community Health

- Wants
  - Housing and transportation for older residents
  - Walkability

- Needs
  - Housing and transportation for older residents
  - Improved walkability and access to community facilities, parks, goods, services and healthcare for all residents

Community Health

- Outside Factors
    - Aging population
    - Population rate – MI
    - Economic downturn
    - Public health pandemic
- Internal Factors
    - Financial resources

Economy

Factor	2022	2050
Household income	$115,968	
Households in poverty	4.7%	
Jobs in the city	44,699*	49,916
• Increases in Transportation, Warehousing, and Utilities		31.5%
• Increases in Professional and Technical Services and Corporate HQ		30.9%
• Increases in Healthcare Services		27.8%
• Decreases in Retail Trade		-18.6%
• Decreases in Manufacturing		-3.8%
Daytime population (workers + non-working residents)	64,774	
*SEMCOG uses 2019 as the base year, due to the Covid recession.		

Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health. PLACES Data [online]. 2022

Economy

Industrial: RH Over the Years

	2012	2020 COVID	2022	Change
Vacancy Rate	8.5%	6.8%	1.5%	⬇
Sale Price/ sq. ft.	$41	$71	$85	⬆
Lease Rate	$5.46	$8.28	$8.94	⬆
Months to Lease	27.3	10.2	4.3	⬇

Office: RH Over the Years

	2012	2020 COVID	2022	Change
Vacancy Rate	22.1%	7.3%	7.1%	⬇
Sale Price/ sq. ft.	$105	$117	$119	⬆
Lease Rate	$18.18	$21.30	$21.36	⬆
Months to Lease	12.9	6.6	23.8	⬆

Retail: RH Over the Years

	2012	2020 COVID	2022	Change
Vacancy Rate	7.3%	4.9%	4.1%	⬇
Sale Price/ sq. ft.	$112	$85	$118	⬆
Lease Rate	$18.59	$23.10	$24.62	⬆
Months to Lease	32.1	34	26.3	⬇

Source: City of Rochester Hills, 2022

Economy

- Wants
  - Housing for employees in local businesses
  - Financial resources to maintain and improve community facilities and infrastructure
  - Maintain property values
- Needs
  - Housing for employees in local businesses
  - Financial resources to maintain and improve community facilities and infrastructure

Economy

- Outside Factors
  - Economic conditions in region, state and US
  - State and Federal regulations
  - Technological changes

- Internal Factors
  - Local regulations
  - Desirability of the city – attractive, well-run, community facilities