



City of Rochester Hills
AGENDA SUMMARY
NON-FINANCIAL ITEMS

1000 Rochester Hills Dr.
Rochester Hills, MI 48309
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Legislative File No: 2026-0096

TO: Mayor and City Council Members

FROM: Ken Elwert, CPRE, Director Parks and Natural Resources
Kelly McBride, Parks Manager Parks and Natural Resources

DATE: March 9, 2026

SUBJECT: Request for Acceptance for First Reading – an Ordinance to amend sections 54-466, 54-467 and 54-472 of Chapter 54, fees, of the Code of Ordinances of the City of Rochester Hills, Oakland County, Michigan, to change the vehicle fee for Bloomer Park, clarify language regarding senior, military, and handicap accessible annual passes, repeal conflicting ordinances, and prescribe a penalty for violations.

REQUEST:

For City Council to accept for First Reading, an Ordinance to amend sections 54-466, 54-467 and 54-472 of Chapter 54, fees, of the Code of Ordinances of the City of Rochester Hills, Oakland County, Michigan, to change the vehicle fee for Bloomer Park, clarify language regarding senior, military, and handicap accessible annual passes, repeal conflicting ordinances, and prescribe a penalty for violations.

BACKGROUND:

Bloomer Park is the City's oldest park and boasts unique opportunities in our suburban landscape to immerse visitors into nature for the last 102 years. Historically Bloomer has required a vehicle entry fee, but due to staffing shortages it has been difficult to always have an employee present in the booth on site, making vehicle entry fee expectations from the public inconsistent. Parks and Natural Resources implemented Park Mobile at Innovation Hills in summer of 2025, and it has been a strong solution to managing paid parking during all hours of operation. Bloomer Park welcomed 204,000 visitors in 2025, ranging from everyday users to large scale 5ks and bike races. This Ordinance change proposes amending the parking fee to \$1.50/hour, per vehicle (changed from daily fee of \$5 per vehicle) so that we may implement Park Mobile to manage parking fees. The other ordinance changes clarify the language used around annual passes and establish existing rates for specific populations. In addition, this prescribes a penalty for violating the Ordinance.

RECOMMENDATION:

That City Council accepts for First Reading, an Ordinance to amend sections 54-466, 54-467 and 54-472 of Chapter 54, fees, of the Code of Ordinances of the City of Rochester Hills, Oakland County, Michigan, to change the vehicle entry fee structure for Bloomer Park and add clarifying language regarding annual passes for Spencer Park, Bloomer Park, and Innovation Hills. To add current senior, military, and handicap accessible pass rates to the ordinance. To repeal conflicting ordinances, and prescribe a penalty for violations.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Mayor		
City Clerk		

Contract Reviewed by City Attorney Yes N/A