Community Components

The 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 previously:

- **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, and the Planning Commission may wish to discuss 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 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 property owners, but make it hard for first time homebuyers and others looking for alternative housing types. 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. Financial resources are dedicated to improving aging infrastructure and maintaining public services.

Scenario #1 – Community Components

- **Housing:** Continue pattern of development focused on large, single-family homes in subdivisions with no new options for multi-family housing. No significant increase in density. Housing costs continue to rise, with a lack of options for young families and seniors to downsize.

- **Transportation:** Continued reliance on cars encourages auto-oriented businesses; traffic congestion increases with limited public transportation options. Non-motorized transportation facilities include the regional trail system and sidewalks in some neighborhoods, but generally, people continue to drive to destinations within the city, except for parks.

- **Natural Features:** Pressure remains to develop privately held open space. Environmental concerns rise. Parks remain a key asset for the community. Limited options for existing greenspace to be preserved, existing parks continue to receive investment and updates.

- **Community Health:** Growing isolation and inactivity for some residents due to car dependence. Residents continue to be satisfied with the current level of services and options for recreation. An aging population puts stress on public health facilities and requires an increase in the number of resources for seniors.

- **Economy**: The city remains a desirable place to do business as highway access continues to provide important regional access. With limited workforce housing and traffic congestion, employers may continue to be concerned about managing quality staff.

Scenario #1 – Filters

- **Age-friendliness:** Reliance on personal automobiles leaves youth and aging residents dependent on others. Many existing housing options not adaptable for mobility limitations. Younger families find it difficult to afford the way of life in Rochester Hills, which may affect the number of school age-children in the school system.
- **Sustainability:** Limited focus on renewable energy or green building practices. High energy consumption, particularly with transportation. Lack of investment in innovative stormwater infrastructure struggles to handle an increase in the number of and intensity of extreme weather events.
- **Innovation**: There is little innovation as the focus for the future is to remain relatively stable and constant. This doesn't mean there are no changes; small changes are still needed for the city to stay the same.

Scenario #2: Enhancing Connections

- **Scenario 2: Enhancing Connections.** Small multi-unit housing types in select locations supplement single-family residential housing. New developments create walkable neighborhoods with mixed-use areas that integrate residential, commercial, and office spaces. Housing costs will likely continue to rise. There is a focus on transforming some roads into pedestrian-friendly streets with limited car access zones ("slow streets"). 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.

Scenario #2 – Community Components

- **Housing**: Multi-unit housing, such as granny flats, duplex, triplex and quadplex homes are permitted in limited areas, offering additional housing choices at different price ranges for residents of all ages.

- **Transportation:** An expanded sidewalk network offers more connectivity for residents. Some neighborhoods pilot "slow streets," with limited car access, while others continue to be more suitable for driving. In some heavily developed areas, like the Rochester Road corridor, bike-sharing and bus service ease traffic congestion somewhat by encouraging walking, cycling and public transportation.

- **Natural Features**: New developments incorporate parks, plazas or community gardens to enhance the walkable environment and connect residents with nature. The expanded sidewalk network offers more residents connections to parks.

- **Community Health**: As the city becomes more walkable, walking, cycling, and spending time outdoors can be promoted leading to improved physical and mental health. Where permitted, mixed-use developments and walkable streets could foster greater interaction among residents, leading to a stronger sense of community. Decreased reliance on cars and lessened traffic congestion could lead to lower stress levels.

- **Economy**: Rising overall housing costs might continue, even with the introduction of diverse housing types. Walkable neighborhoods with mixed-use areas could attract local shops, restaurants, and services, boosting the local economy. With new housing options, businesses may find it easier to attract and retain employees.

Scenario #2 – Filters

- **Age-friendliness:** While improved pedestrian infrastructure and "slow streets" provide safer and easier access for older adults and children, rising housing costs might still make it difficult for older adults to find housing. When available, living closer to schools, shops, services, and healthcare facilities reduces allows for independence and makes daily needs easier to manage.

- **Sustainability:** Even minor improvements to traffic congestion can lead to lower emissions and improved air quality, while adding more people in concentrated areas could put a strain on waste management and resource use. There is the potential for sustainable building practices and energy-efficient designs in new developments that would reduce energy consumption. Increased walkability promotes connection with nature and encourages walking and cycling, reducing reliance on fossil fuels.

- **Innovation**: Scenario fosters a walkable, mixed-use environment, potentially attracting innovative businesses and startups. Rising interest in alternative transportation could lead to development of new on-demand transportation options or shared mobility solutions. New technologies and changes to the housing, the built environment, and transportation systems might encounter resistance from some residents who prefer traditional methods.

Scenario #3: Rochester Hills Reimagined

- **Scenario 3: Rochester Hills Reimagined.** The city evolves into a more urban-style, diverse and inclusive community with redevelopment of previously developed commercial areas with a mix of uses and higher density to reduce car dependence. Existing single family residential neighborhoods are maintained with the addition of "granny flats," duplex, triplex and quadplex homes, providing new housing types, increasing property values, and adding financial resources to support aging infrastructure like storm water ponds and neighborhood sidewalks. The city uses financial resources to support expanded public transportation options like regional transit and local bike-sharing programs, while improving 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 and play a larger role in modeling sustainability and promoting community identity.

Scenario #3 – Community Components

- **Housing:** Diverse mix of housing options, including apartments, multi-unit housing, and smaller single-family homes. An increase in the number of housing options provides more affordable options for young families. Seniors and empty nesters looking to remain in the community can downsize and find housing that meets their needs.

- **Transportation:** Robust public transportation network with efficient service. Complete sidewalk network throughout the city, linking to regional trail systems. Reduced reliance on cars. Innovative approaches to traffic management that are pedestrian oriented are implemented. EV infrastructure is abundant and establishes Rochester Hills as a destination for EV users and businesses.

- **Natural Features:** Protected green spaces accessible throughout the community. Potential for rooftop gardens and urban plazas. Existing parks are enhanced, with an emphasis on accessibility, sustainable design, and connectivity. Empty parking lots are restored to their natural state. Building practices emphasize designing with nature.

- **Community Health:** Increased physical activity due to walkable environment. Greater access by all residents to resources and amenities. Potential for higher population density to foster a vibrant community. A variety of housing options provide young families an opportunity to move to Rochester Hills, which increases the number of school-age children. The school districts remain a factor for attracting new residents and businesses.

- **Economy**: The city remains a desirable place to do business as highway access continues to provide important regional access and local transportation options increase. New housing and more connectivity may alleviate concerns about attracting and retaining a stable workforce.

Scenario #3 – Filters

- **Age-friendliness:** Diverse housing options adapted for different mobility levels. Improved connectivity and easier access to make services and amenities more available for residents of all ages. Social interaction opportunities within the community. Supports older residents while attracting younger people and families to the city. Through innovative approaches to civic engagement, through the use of new technologies, younger residents become more active and participative in the local government process.

- **Sustainability:** Increased focus on energy efficiency and renewable energy sources. Reduced reliance on personal vehicles. Residents are willing to pay for renewable energy projects and green infrastructure projects.

- **Innovation:** Rochester Hills leads by example and is recognized for innovative approaches toward planning for changes in climate and increased numbers of extreme weather events.

Housing Data

	Residential building permits by housing type	Percent of total residential building permits since 2010
Single Family	1,243.00	50%
Two-Family	-	0%
Attached Condos	322.00	13%
Multi-family	908.00	37%
	2024 Median Sold Price	**Change in Median Sold Price, 2023 to 2024**
1 bedroom	$121,200.00	7.80%
2 bedroom	$253,400.00	5.60%
3 bedroom	$350,000.00	-2%
4 bedroom	$515,000.00	6.40%
5+ bedroom	$541,400.00	-15.40%
	Rochester Hills	**Oakland County**
Homeowner Vacancy Rate (2022)	0.40%	0.60%
Rental Vacancy Rate (2022)	8%	7.00%
Percent of overall housing units that are 1-unit, detached structures	64.60%	67%
Owner Occupied	77%	72.50%
Renter Occupied	23%	27.50%
Median Gross Rent (2022)	$1,585.00	$1,251.00
Median Value (2022)	$385,800.00	$330,800.00
Year Built	**Rochester Hills**	**Oakland County**
2020 or Later	1%	1%
2010 to 2019	6%	6%
2000 to 2009	8%	10%
1990 to 1999	13%	13%
1980 to 1989	31%	13%
1970 to 1979	24%	19%
Before 1970	16%	40%
Median Year Built	1983	1976

Housing Data

Gross Rent as a percentage of household Income	Rochester Hills (% of all renters)	Oakland County (% of all renters)
Less than 15.0 percent	16%	20%
15.0 to 19.9 percent	14%	9%
20.0 to 24.9 percent	15%	8%
25.0 to 29.9 percent	12%	15%
30.0 to 34.9 percent	9%	9%
35.0 percent or more	35%	40%
Year householder moved into unit	**Rochester Hills (% of Households)**	**Oakland County (% of Households)**
Moved in 2021 or later	13%	15%
Moved in 2018 to 2020	18%	22%
Moved in 2010 to 2017	32%	26%
Moved in 2000 to 2009	42%	15%
Moved in 1990 to 1999	20%	12%
Moved in 1989 and earlier	9%	9.9%
	Rochester Hills (% of all units)	**Oakland County (% of all units)**
No Bedroom	0.80%	1.30%
1 Bedroom	9.60%	10.30%
2 Bedrooms	20.10%	23.20%
3 Bedrooms	33.10%	38.80%
4 Bedrooms	32.80%	22.50%
5+ Bedrooms	3.60%	3.90%
		Rochester Hills
% of total land zoned for single family residential		80.68%
% of total land future land use planned for residential		87.26%

Housing

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

Housing

- 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

Transportation

Michigan Traffic Data (2022)	
Factor	**Data**
Vehicle Miles Traveled (in billions of miles)	95.9
Motor Vehicles Crashes	293,340,000
Motor Vehicle Fatalities	1,120
Motor Vehicle Injuries	70,280
Source: Michigan Traffic Crash Facts	

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

Rochester Hills Transportation to Work (2010-2022)		
Factor	2010 (%)	2022 (%)
Drove alone	86.7	75.2
Carpooled/vanpooled	6.5	5.5
Public transportation	0.1	0.1
Walked	2.1	1.1
Biked	0.3	0.1
Other means	0.3	0.9
Worked at home	4	17.2
Source: SEMCOG, 2022		

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 Patterns (2005-2015)	+100%
Pedestrian Mobility Patterns (2005-2015)	+28%
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

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

Transportation

- Outside Factors
  - SMART
  - RCOC
  - MDOT

- Internal Factors
  - Financial resources

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		

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

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

- 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

SEMCOG

33
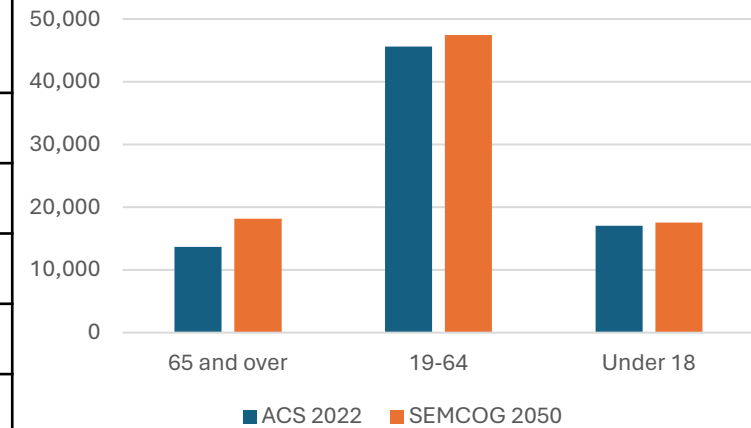
Community Health

- 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.		

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