

ANY OTHER BUSINESS

2025-0038

Request for Acceptance of the 2024 Planning & Economic Development Department Annual Report

(Memo by McLeod dated 2-12-25 and PED 2024 Annual Report Executive Summary had been placed on file and by reference became a part of the record hereof.)

Mr. McLeod introduced a newly-revamped and revised 2024 PED Annual Report. He explained that so much like with the Natural Features story map, staff tried to do something different this year. He noted that the four-page printed executive summary highlights the entire interactive online report which encompasses over 80 pages if printed out to PDF.

He scrolled through the highlights of the online report, noting that links are provided to all the different types of things that the PED Department strives to do on a yearly basis in terms of the overall City as well as with each one of the Boards and Commissions. He stated that the Annual Report for 2024 provides a comprehensive overview of activities and accomplishments within the Planning and Economic Development Department. He outlined key highlights, categorized into Planning and Economic Development sections for clarity.

Planning

- Development Activity: The report details a range of development projects, including concept plans, administrative site plans, site plan applications, and site condominiums. It also tracks conditional use applications and ZBA applications, providing a visual representation of their distribution through interactive maps.*
- Environmental Permits and Tree Management: The report emphasizes the balance between tree removal and planting, highlighting that 1,817 trees were planted or will be planted to offset the 829 trees approved for removal.*
- Master Plan and EGLE Grant Applications: The Master Plan's progress is tracked, and an interactive map for EGLE Grant applications allows users to visualize approved, in-progress, and pending grant projects.*
- Historic District Commission and Art on Auburn: The report acknowledges the Historic District Commission's work, including the Earl Borden award for Stony Creek Village. It also highlights the Art on Auburn initiative, showcasing winners and future plans for an interactive map.*
- Adams Road Study: The ongoing Adams Road study is discussed, with a focus on potential alternatives for the road's future design, emphasizing that these are plans for a study and not funded projects.*

Economic Development

- Mayor's Business Council and RHISE Events: The Mayor's Business Council's activities are highlighted, including business tours, think tanks, and the RHISE Cup event, which fosters collaboration and networking among local businesses.*

- *Economic Development Strategy: The Economic Development team's "Big Five" strategy is outlined, emphasizing business attraction, retention, and expansion efforts. The team's participation in events and conferences is also noted.*
- *Corporate Puppy Program: The Corporate Puppy program is mentioned, showcasing its success and the ongoing search for new corporate members.*

Additional Information

- *Timeline and Priorities: A timeline of meetings and events is provided, along with a list of future priorities, including the Master Plan, EGLE Grants, and business retention and development.*
- *Team Building and Community Engagement: The report concludes with images highlighting team-building activities and community engagement efforts, such as the 5K run and 30 Days of Giving food drive.*

He noted that overall, the Annual Report for 2024 effectively communicates the department's achievements and future goals, showcasing a commitment to both planning and economic development within the city.

Ms. Roediger commented that the Department has come a long way in developing this report, noting that the first reports were Word documents highlighting the number of meetings held.

Commissioners expressed their appreciation to staff and noted that this is a highly-interactive tool filled with great information and jumping off points. It was mentioned that this is an example of government embracing technology to the fullest to drive value and engagement with residents.

Ms. Neubauer moved to accept the Annual Report and associated Executive Summary. The motion was seconded by Mr. Struzik.

After calling for a roll call vote, Chairperson Brnabic announced that the motion passed unanimously.

A motion was made by Neubauer, seconded by Struzik, that this matter be Approved. The motion carried by the following vote:

Aye 7 - Brnabic, Denstaedt, Dettloff, Gallina, Neubauer, Hetrick and Struzik

Excused 2 - Hooper and Weaver

Resolved, the Rochester Hills Planning Commission hereby accepts the 2024 Annual Report and associated Executive Summary for the Planning and Economic Development Department.