

# Memorandum

**DATE:** July 15, 2025

**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 – Plan Text and Adoption Schedule

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The City of Rochester Hills's efforts towards a new Master Plan are nearly complete! The Planning Commission reviewed the draft text of the Master Plan and provided feedback and insight on the content of the plan during the June 17 meeting. During the June 17 Planning Commission meeting, staff and Giffels Webster shared that this shift toward focusing on the text and the content of the plan is the most important part of the planning process. The following next steps for the Master Plan reflect the commitment toward ensuring that the content of the Master Plan is as clear as possible and aligns with the feedback and guidance shared by the Planning Commission throughout the planning process.

The goal of the July 15 Planning Commission Study Session is for the Planning Commission to review the final version of the plan text and provide any final feedback before the joint meeting with City Council in August. The goal of the joint meeting would be for the Planning Commission to recommend the Master Plan text be distributed for the 63-day public review period by City Council at the City Council meeting immediately following the joint meeting.

After discussing with staff, the goal is to only distribute the Master Plan text for public review. As a result, during the public review period of the Master Plan text, staff and Giffels Webster will continue to design and finalize the Master Plan website. The intent behind this is to be as transparent as possible to the public and ensure that residents have a clear understanding of what the Master Plan entails. The ultimate goal continues to create a state of the art, one-of-a-kind Master Plan that is entirely online and easily accessible.

The Master Plan open house will occur prior to the public hearing and include the finalized Master Plan website and stations based on each of the Planning Neighborhoods. The open house will provide residents and City officials with an opportunity to interact with the website and provide any final feedback before the public hearing and adoption of the Master Plan.

The public hearing and adoption of the Master Plan by the Planning Commission to occur in October 2025. In following with the 2018 Master Plan adoption process, the Planning Commission will make a recommendation for City Council to officially approve and accept the Master Plan.

## **Master Plan Schedule**

### **July 15**

The Planning Commission reviews the final version of the Master Plan text and provides any final feedback before the July 21st joint meeting with City Council.

### **August 5<sup>th</sup> or 11<sup>th</sup> (*proposed*)**

The Planning Commission hosts a joint meeting with City Council to discuss the Master Plan text and make a recommendation for City Council to distribute the Master Plan text for the 63-day public review period.

### **August and September 2025**

City staff and Giffels Webster will continue to finalize the design of the Master Plan website with the Master Plan website to be completed by the end of the 63-day review period in September.

### **September 2025**

City staff and Giffels Webster review the public comment feedback and make updates accordingly.

### **Early October 2025**

Master Plan Open House occurs and provides residents and City officials with an opportunity to interact with the completed Master Plan website and Planning Neighborhood stations.

### **October 21 (*anticipated*)**

Public hearing and adoption of the Master Plan by the Planning Commission with a recommendation to City Council to accept and approve the Master Plan.

### **November 10 (*anticipated*)**

City Council adopts and approves of the Master Plan.