

Avondale Neighborhood

This Master Plan Update supports the City's long history of forward-thinking land use planning. Unique to this planning process is the focusing in on "planning neighborhoods" that help the community envision land use closer to where they work, live, and play. Each neighborhood aligns with the five high school district boundaries. This page focuses on the "Avondale" planning neighborhood.

Here, you will find general information about this neighborhood, future land use map changes, goals and objectives, and action items related to this neighborhood. Current conditions (current land use, demographics) and community survey results are found at the bottom of this page.



Avondale - Snapshot of the Planning Neighborhood



Housing



Primary Housing type:
Detached Single-Family
Residential



11,500

Residents



5,000

Households



Multi-Family Residential
Housing at Trio Apartments



Community Services

Deerfield and Woodland Elementary Schools
Avondale Middle School
Avondale Academy
Historic Bebb Oak Tree
Avondale Park, Clinton River Trail
Pine Trace Golf Club
Fire Station 3



Transportation

73

Miles of
Streets

46

Miles of
Sidewalks

10

Miles of
Pathways



Parks & Recreation



23

Acres of dedicated
recreation space

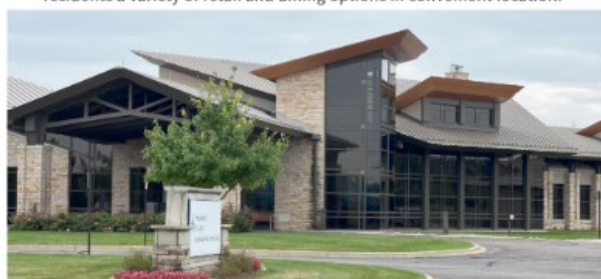
Clinton River Trail
Avondale Park

These parks provide diverse opportunities, from hiking along the Clinton River Trail to using the pickleball, tennis, basketball, volleyball, and other sports courts at Avondale Park.



Goods & Services

This neighborhood boasts diverse services, shops, and entertainment like Adams Marketplace, which is just south of M-59. Adams Marketplace provides residents a variety of retail and dining options in convenient location.



NEIGHBORHOOD INPUT

159 residents from the Avondale Neighborhood provided feedback during the Community Engagement process. They shared their feedback at the HOA meeting at City Hall, Mondays with the Mayor at the OPC, at their own meetings using the Meeting Toolkits, and through their responses captured in the Quality of Life and Thinking About the Future surveys.

2024 Quality of Life Survey



Family-owned small businesses
are vital for the **healthy and
friendly atmosphere** of the
community.

Avondale
Neighborhood Resident



[Click Here for More Survey Results](#)

2024 Scenario Survey



[Click Here for More Survey Results](#)

Where are we going?

The goals, objectives, and action strategies in the **Avondale** planning neighborhood start this section and lead into the Future Land Use map. The future land use map provides a visual representation of the intended development and conservation patterns within a community - focusing in on the **Avondale Neighborhood**. The map serves as a guiding document for planners, policymakers, and the public, ensuring that land use decisions align with the community's long-term vision and goals. The primary goals of the master plan follow the map and address key elements of the community: housing, economic development, transportation, community amenities, and preservation/sustainability.

Avondale Neighborhood Goals/Objectives/Action Strategies

FUTURE LAND USE

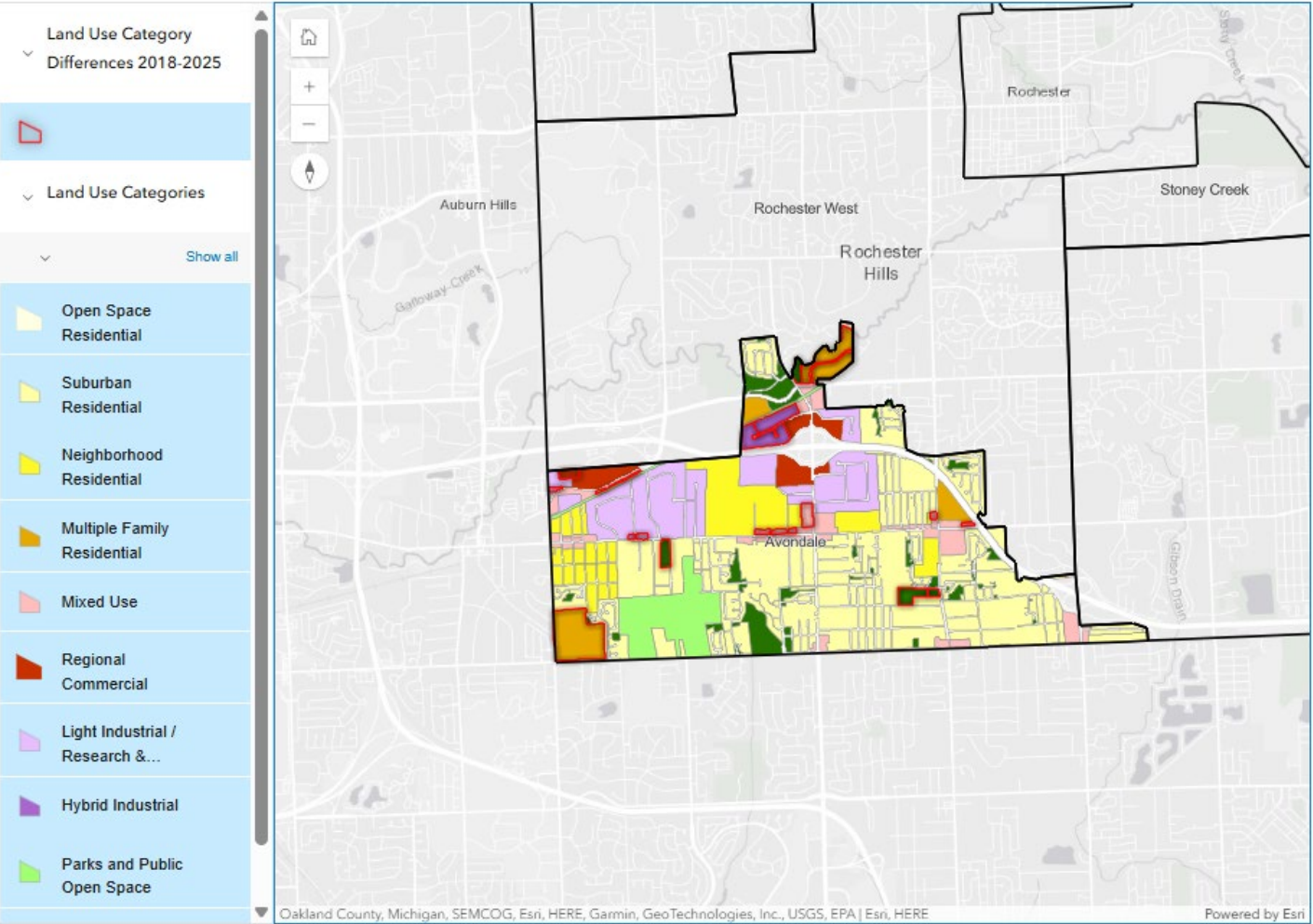
A Future Land Use Map is like the city's game plan for how land should be used in the future. It differs from the zoning map (which sets today's rules for development); instead, it shows the vision for how different areas should develop over time—like where new homes, businesses, parks, and roads should go. The Future Land Use Map is an important tool the City can use to guide decisions about growth, development, and preservation so that things happen in a way that makes sense and benefits the community.

Future Land Use Changes, from 2018 to 2025, for Avondale Neighborhood:

- Unifying **Auburn Road Corridor** land use by consolidating non-residential categories into **Mixed Use** to allow flexibility, support local and regional services, and enable housing options along key corridors.
- Updating Future Land Use map to reflect existing conditions, including **Open Space** south of Auburn Road and expanding the area west of Livernois.
- Reducing three residential categories to two, and introducing **Neighborhood Residential** near Livernois and Auburn, and east of Crooks - supporting 4 to 6 units per acre and allowing attached housing as a transition or conservation tool.

Select from the list of land use categories below to review the city's proposed Future Land Use classifications. Areas outlined in red differ from the 2018 plan. Click within the map to view a pop-up with more details. Table of all descriptions is below the map.

2025 Proposed Future Land Use



Open Space Residential: This designation reflects the natural feel of existing neighborhoods in the northern part of the City, including areas zoned Rural Estates and R1, with residential lots predominantly ½ to one acre in size. No new areas are proposed for this zoning.	Suburban Residential: This designation reflects existing single-family neighborhoods, with varying densities based on established development and aligns with R-2, R-3, and R-4 zoning districts. Lot sizes range from three to four units per acre. New housing on arterial roads may be attached if compatible with surrounding densities.	Neighborhood Residential: This designation is found long major roads and supports housing for empty-nesters and young professionals seeking attached or detached, low-maintenance homes near city amenities, with a density of four to six dwellings per acre. It includes manufactured housing communities, and aligns with MR, R-3, and R-4 zoning.
Multiple Family Residential: This category may accommodate a wide range of development types, including attached single-family dwelling units, senior housing, or apartment complexes.	Mixed Use: Most commercial corridors fall under this category. Development along Rochester Road will serve the broader community due to high traffic, whereas other corridors will serve the local neighborhoods. Housing may be part of a use mix, consistent with local development patterns.	Regional Commercial: This area includes the existing shopping center at Adams/M-59, with the addition of the area around the Crooks Road/M-59 interchange and is intended to serve the larger region.
Light Industrial/Research and Development: This designation includes workplace areas that serve light industrial and research/development users. Some areas, such those south of M-59 are expected to transition to more office and research park uses.	Hybrid Industrial: Areas planned for industrial use are suitable for light manufacturing that won't negatively impact nearby non-industrial areas. In the Hamlin/Avon Landfill area, light industrial development will focus on low-impact design and sustainability, energy generation, or recreation.	Institutional/Campus: This land use category includes colleges and institutional uses such as Ascension Providence Hospital, and Leader Dogs for the Blind as well as the City's DPS facility.
Parks/Public Open Space: The city's publicly owned parks and trail facilities are included in this land use category. There may be some privately-owned recreational facilities included when connections such as shared-use paths are provided to adjacent public recreation facilities.	Conservation Open Space: This land use category includes protected open space that has been preserved in conjunction with development.	

How did we get here?

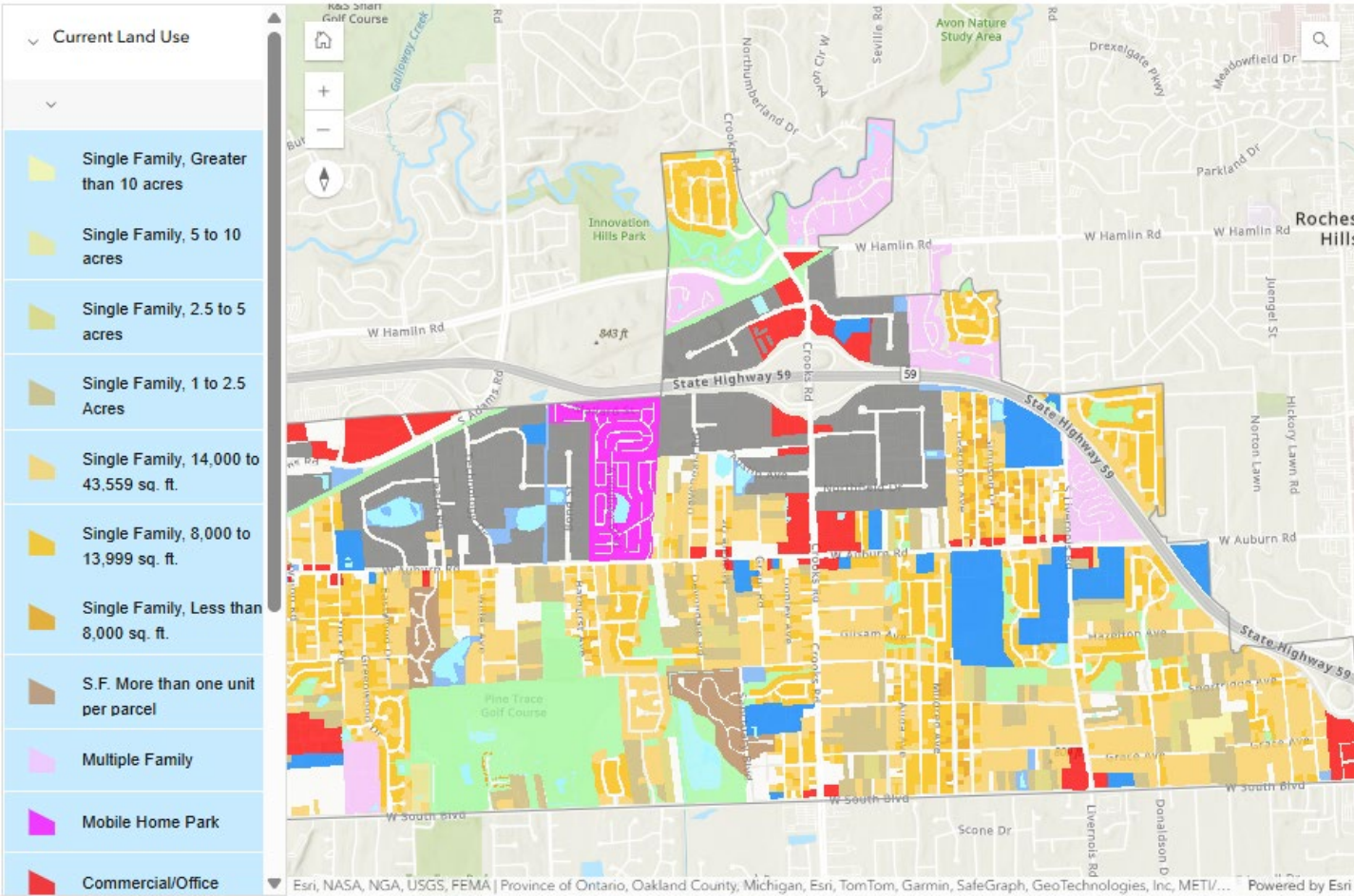
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CURRENT LAND USE

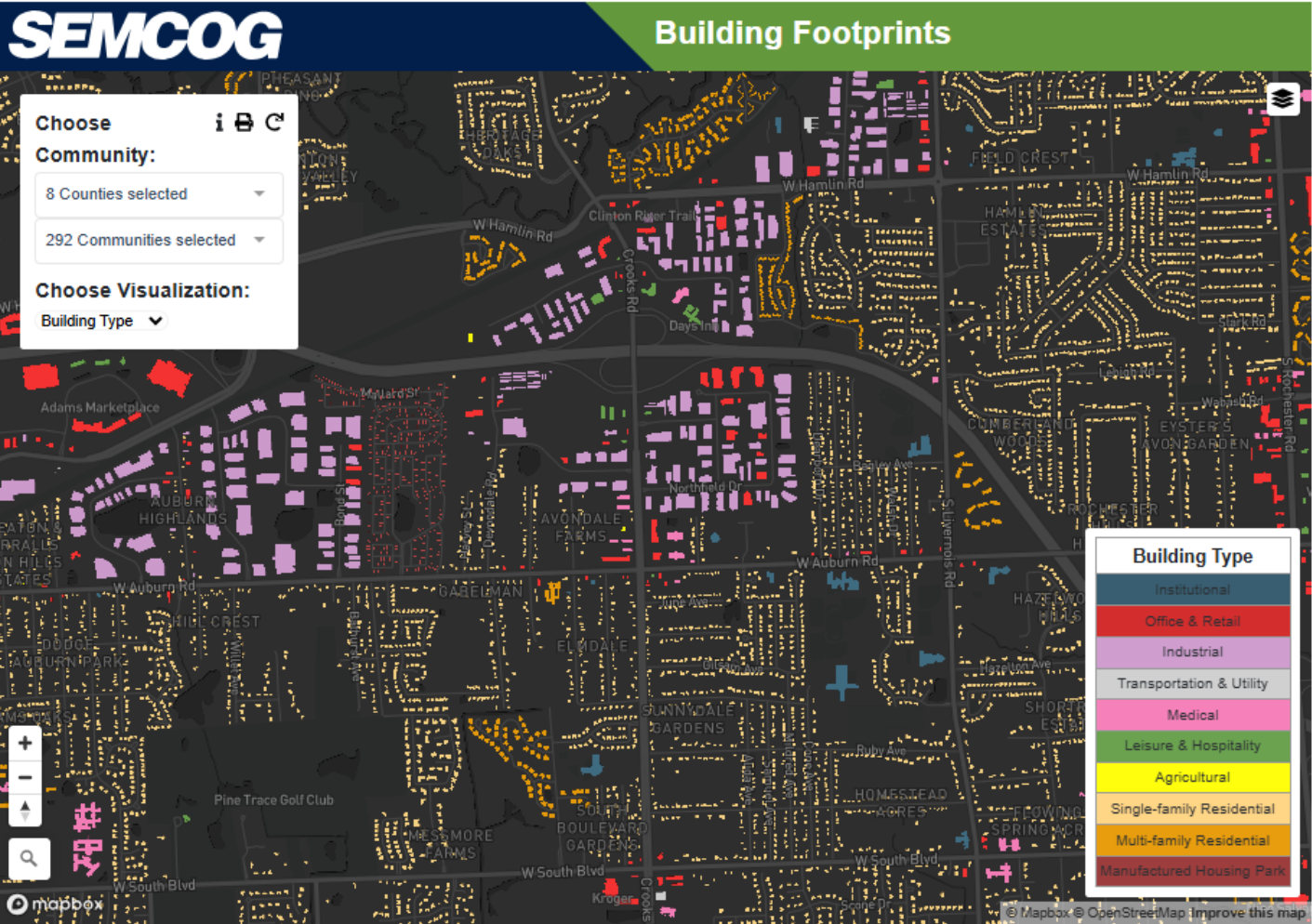
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Current Land Use



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DEMOGRAPHICS

During the planning process, the Planning Commission reviewed data from the US Census, the Southeast Michigan Council of Governments (SEMCOG), and Esri. One tool to understand a market and its demographics is a "Tapestry Segment" by the data company Esri. Certain shared demographic, socioeconomic, and lifestyle characteristics can reveal interesting consumer behavior patterns and can help understand a community's complexity.

Understanding Neighborhood Market Characteristics:

Avondale:
"Green Acres"

This market lifestyle features country living and self-reliance. "Avid do-it-yourselfers, they maintain and remodel their homes with all the necessary power tools to accomplish the jobs."

more...

Click the thumbnails below to jump to another neighborhood or go back to the citywide planning page.





Green Acres

Outline: Avondale Neighborhood

Area: 6.15 square miles

DOMINANT TAPESTRY SEGMENT



1,197 households are *Green Acres*

23.4% of households are in this segment

Green Acres: *Cozy Country Living* LifeMode

The Green Acres lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, with the right tools, tillers, tractors, and riding mowers...

[Learn more...](#)

ABOUT THIS SEGMENT



Residents are active in their communities and a variety of social organizations, from charitable to veterans clubs.



They are cautious consumers with a focus on quality and durability. Purchasing choices reflect Green Acres residents country life.



Income is derived not only from wages and salaries but also from self-employment, investments , and increasingly, from retirement.



Residents pursue physical fitness , from working out on home exercise equipment to playing a variety of sports and eating wholesome food.



Comfortable with technology, more as a tool than a trend. Banking or paying bills online is convenient, but the Internet is not viewed as entertainment.

ABOUT THIS AREA

Household Type:

Single Family

Employment:

Prof; Mgmt

Median Age:

45.1

Median Household Income:\$93,995

Education:

58.8% College degree (2+ years)

KEY FACTS FOR THIS AREA

Click facts to 'Explore for more' details

11,562

Population

5,115

Households

2.23

Avg Size
Household

156

Wealth Index

96

Housing
Affordability

45

DiversityIndex

\$351,295

Median Home Value

0.84%

Forecasted Annual
Growth Rate



Green Acres

Outline: Avondale Neighborhood

Area: 6.15 square miles

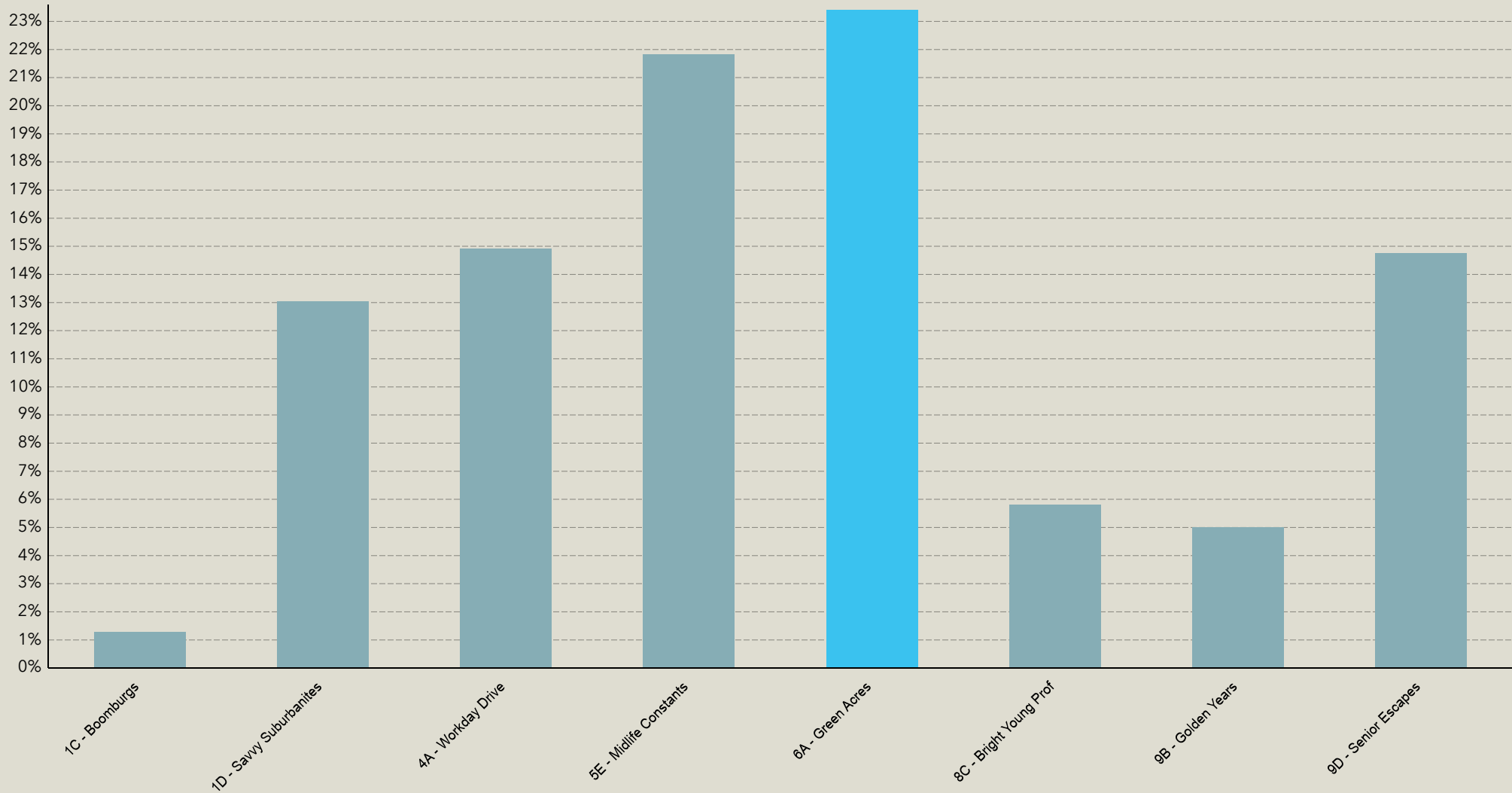
TAPESTRY SEGMENTATION COMPOSITION

This chart displays the percent of households in each segment in this area.



5,115 total households in this area

1,197 households in *Green Acres* - 23.4%





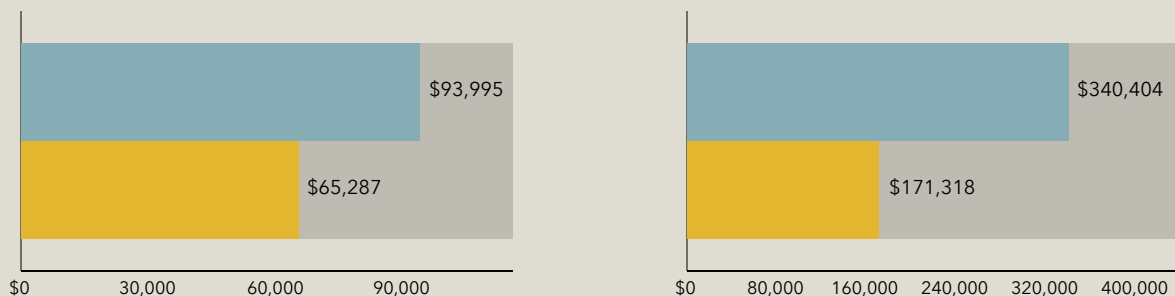
Key Demographic Indicators

Outline: Avondale Neighborhood

Area: 6.15 square miles

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g. mortgages) or unsecured (credit cards) for this area.

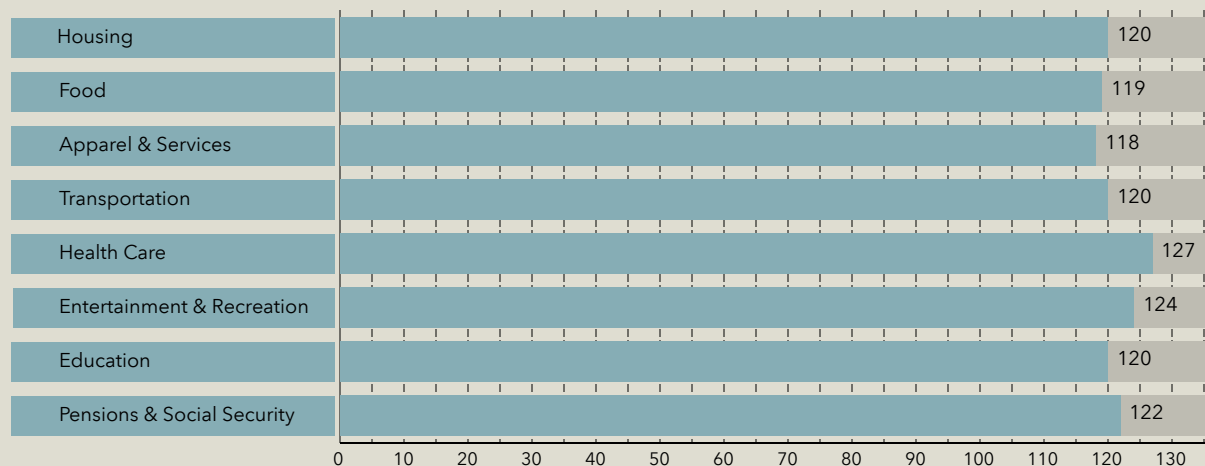


Bars show comparison to Michigan

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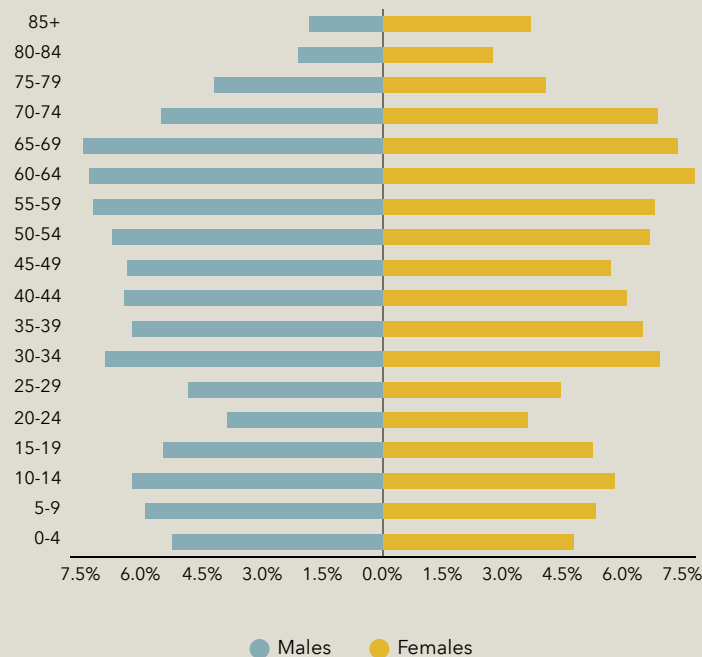
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average.



AGE BY SEX

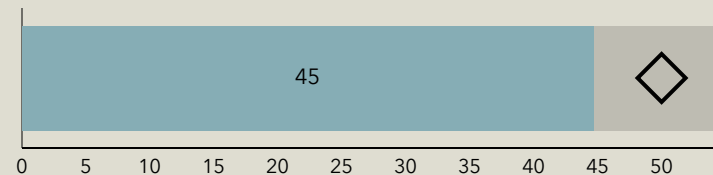
Median Age: 45.1



Males Females

DIVERSITY

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



Dots show comparison to Michigan



Key Demographic Indicators

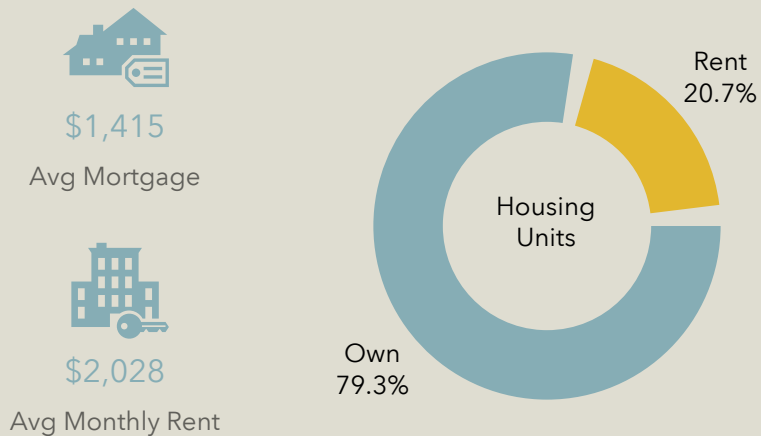
Outline: Avondale Neighborhood

Area: 6.15 square miles



HOUSING

Mortgage, rent and home value are estimated by Esri. Housing type is from the Census Bureau's American Community Survey (ACS).

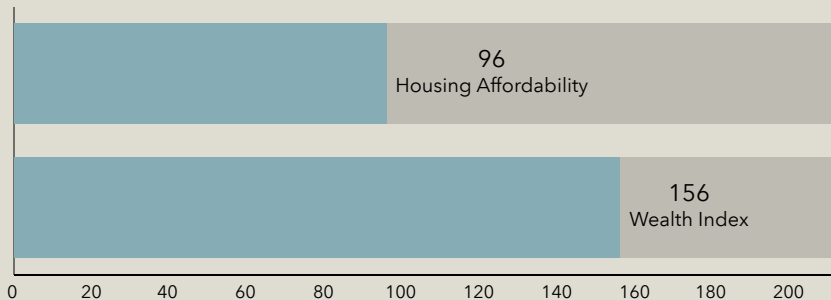


Typical Household Type: Single Family

Median Home Value: \$351,295

ESRI INDEXES

Esri developed these indexes to display average household wealth and housing affordability for the market relative to US standards.



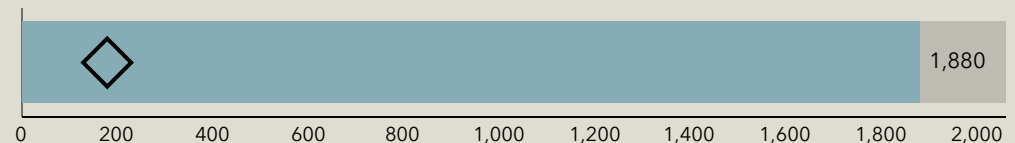
LANGUAGE

American Community Survey (ACS) population by language estimates are based on a rolling sample survey spanning a 60-month period (2017-2021).

Population by Language	Age 5-17	18-64	Age 65+	Total
English Only	1,387	5,726	2,396	9,509
Spanish	4	93	39	136
Spanish & English Well	1	91	19	111
Spanish & English Not Well	2	2	9	13
Indo-European	167	878	128	1,173
Indo-European & English Well	167	750	117	1,034
Indo-European & English Not Well	0	127	10	137
Asian-Pacific Island	54	341	49	444
Asian-Pacific Isl & English Well	54	302	28	384
Asian-Pacific Isl & English Not Well	0	39	21	60
Other Language	26	181	25	232
Other Language & English Well	22	181	16	219
Other Language & English Not Well	2	0	0	2

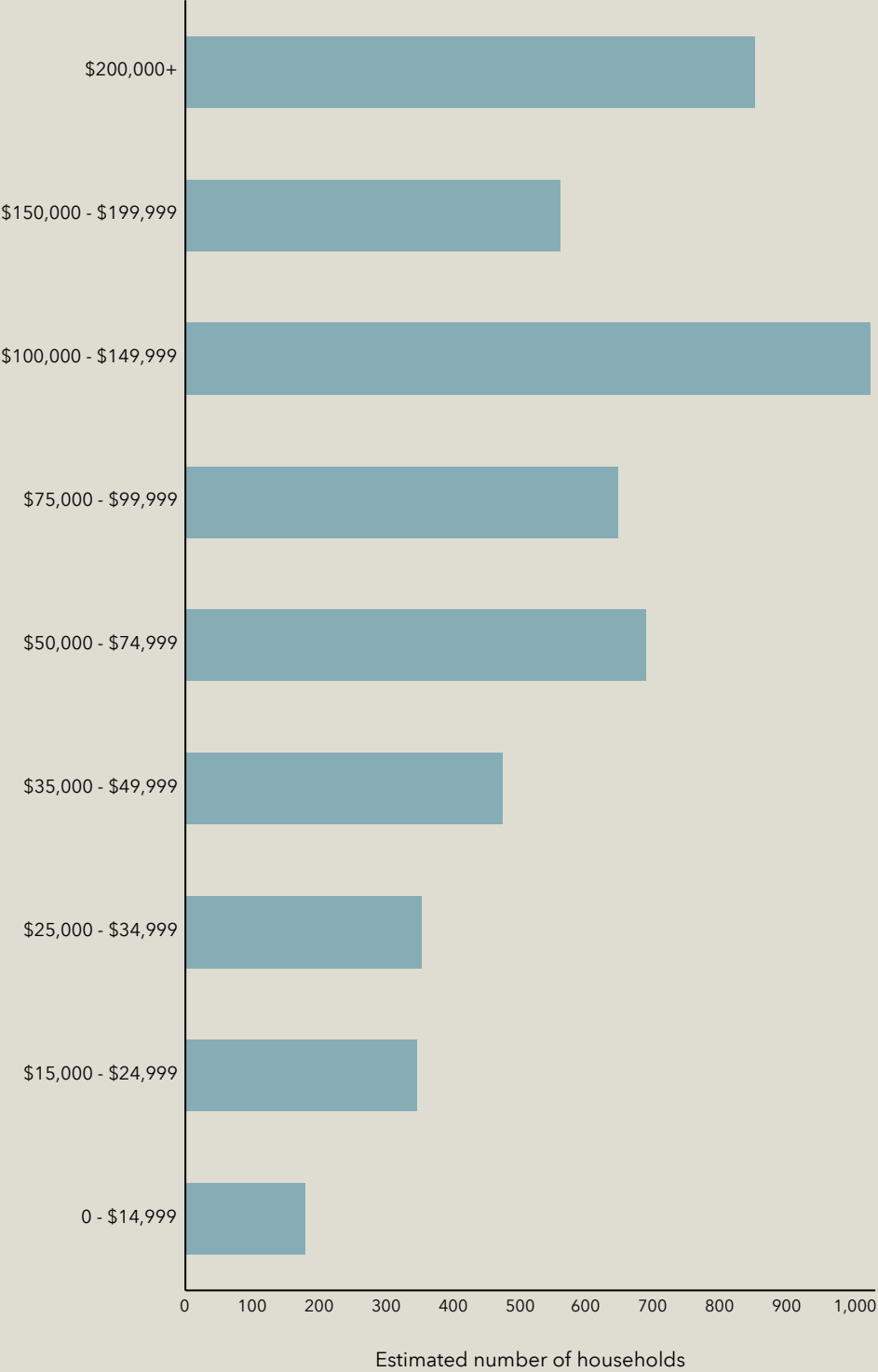
POPULATION DENSITY

Average density (population per sq. mile) is displayed relative to the US or State average.



Dots show comparison to Michigan

2023 Number of Households by Income (Esri)

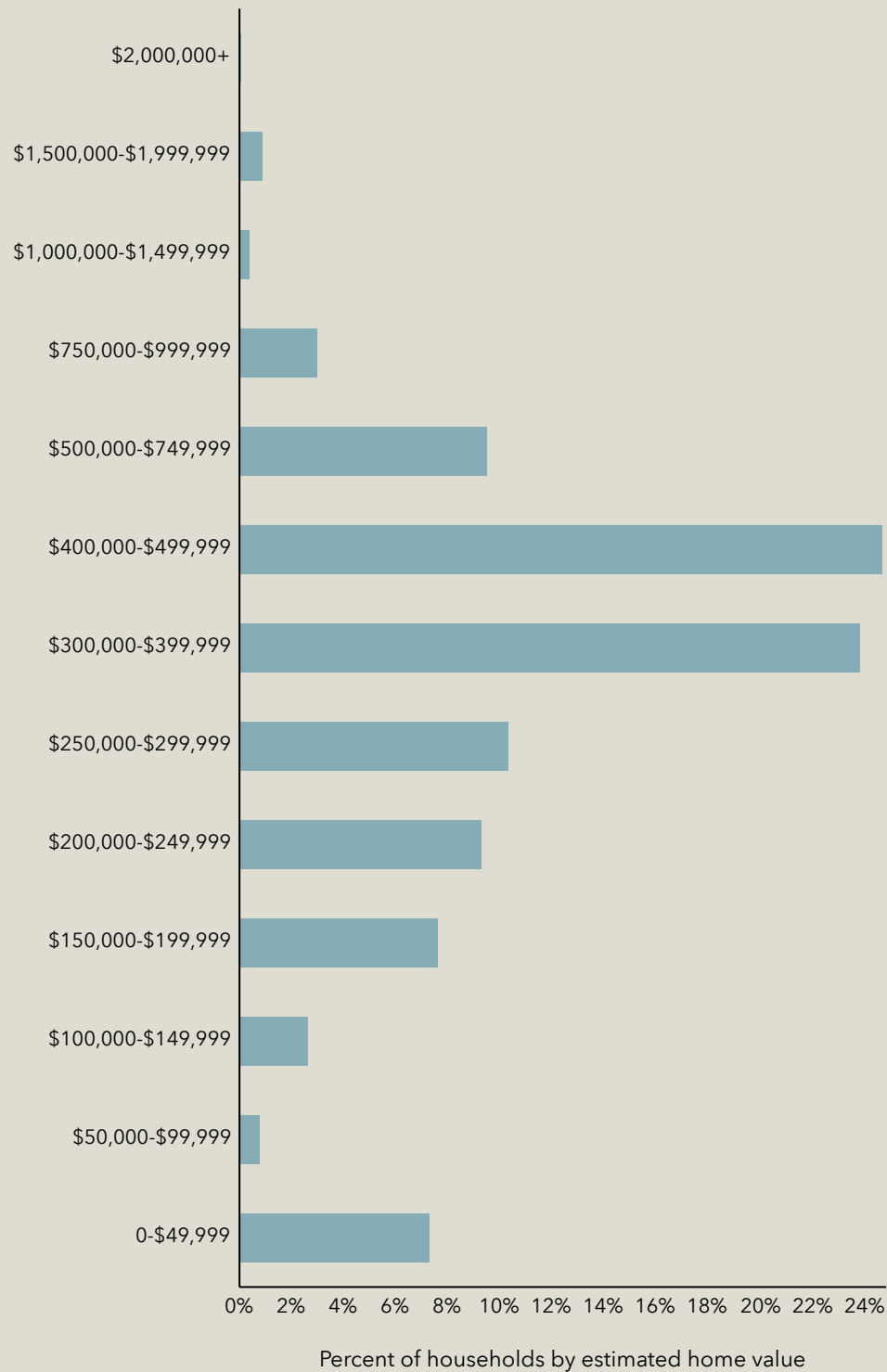


Average Household Size

for this area
2.23 which is less than the average for United States

Area	Value ▼	0.00	4.00
United States	2.53	<div></div>	
Michigan	2.42	<div></div>	
This area	2.23	<div></div>	

2023 Home Value (Esri)



2023 Population Time Series (Esri)



WEALTH INDEX



Esri's **Wealth Index** is compiled from a number of indicators of affluence including average household income and average net worth. The concept of wealth is defined by more than just above-average household income. Wealth also includes the value of material possessions and resources. Esri captures both income and the accumulation of substantial wealth, or the abundance of possessions and resources in its identification of the wealthiest areas in the country.

The index represents the wealth of the area relative to the national level. Values exceeding 100 represent above-average wealth.

[Source](#): This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-U.S. BLS (2023), ACS (2017-2021).

HOUSING AFFORDABILITY INDEX



Housing Affordability Index (HAI) has a base of 100, representing an area where the median income is sufficient to qualify for a loan on a home valued at the median home price and not be cost-burdened. Values > 100 indicate increasing affordability.

Notes:

- HAI is not applicable in primarily rental areas.
- HAI is not reported for areas containing 50 or fewer owner-occupied households.

[Source:](#) This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-U.S. BLS (2023), ACS (2017-2021).

DIVERSITY INDEX



Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

For example, if an area's entire population belongs to one race or ethnic group, then an area has zero diversity. An area's diversity index increases to 100 when the population is evenly divided into two or more race/ethnic groups.

[Source:](#) This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-U.S. BLS (2023), ACS (2017-2021).

ESRI CONSUMER EXPENDITURE DEFINITIONS



Total amount spent on **Housing** includes shelter, and utilities, fuel, and public services. Total spending represents the aggregate amount spent by all households in an area annually.



Total amount spent on **Food** includes food at home or away from home. Total spending represents the aggregate amount spent by all households in an area annually.



Total amount spent on **Apparel & Services** includes mens and women's apparel, children's apparel, footwear, apparel products and services, and watches and jewelry. Total spending represents the aggregate amount spent by all households in an area annually.



Total amount spent on **Transportation** includes payments on vehicles excluding leases, gasoline & motor oil, other vehicle expenses, and public/other transportation. Total spending represents the aggregate amount spent by all households in an area annually.



Total amount spent on **Health Care** includes health insurance and medical care. Total spending represents the aggregate amount spent by all households in an area annually.



Total amount spent on **Entertainment and Recreation** includes live entertainment for catered affairs, rental of party supplies for catered affairs, fees and admissions, TV/video/audio, entertainment/recreation for pets, toys/games/crafts/hobbies, recreational vehicles and fees, sports/rec/exercise equipment, photo equipment/supplies, and entertainment/recreation reading. Total spending represents the aggregate amount spent by all households in an area annually.



Total Amount spent on **Education** includes tuition for college, elementary, high school, vocational & technical schools, and other schools. Also included are finance, late, or interest charges on student loans. Other school expenses such as books and equipment rental, school books and supplies/other supplies, as well as test preparation and tutoring services are also included.



Total amount spent on **Pensions & Social Security** includes payroll deductions for government & railroad retirement, payroll deductions for private pensions, non-payroll deposit for retirement plans, and payroll deductions for social security. Total spending represents the aggregate amount spent by all households in an area annually.

Average Mortgage: Definition



Mortgage/Other Loan Payments & Costs

Total Amount spent on Owned Dwellings - Mortgage/Other Loan Payments & Basics includes the payment of mortgage principal and interest on primary loans, home equity lines of credit, home equity loans, as well as special lump sum mortgage payments, special assessments, closing costs, property taxes, homeowners insurance, and ground rent.

The amount was divided by 12 to return a monthly estimate.

Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-U.S. BLS (2023), ACS (2017-2021).

Average Monthly Rent: Definition



The total expenditure value represents the aggregate amount spent by all households in an area on Rent. The value was divided the number of renter-occupied housing units to estimate average rent payment. The amount was divided by 12 to return a monthly estimate.

Current-year estimate of renter-occupied housing units are based on all occupied housing units which are not owner-occupied, whether they are rented or occupied without payment of rent, are classified as renter-occupied.

Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-U.S. BLS (2023), ACS (2017-2021).

ESRI INDEX DEFINITIONS



Esri's **Wealth Index** is compiled from a number of indicators of affluence that include average household income and average net worth. The concept of wealth is defined by more than just above-average household income. Wealth also includes the value of material possessions and resources. Esri captures both income and the accumulation of substantial wealth, or the abundance of possessions and resources in its identification of the wealthiest areas in the country. The index represents the wealth of an area relative to the national level. Values exceeding 100 represent above-average wealth.



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Rochester East Neighborhood

This Master Plan Update supports the City's long history of forward-thinking land use planning. Unique to this planning process is the focusing in on "planning neighborhoods" that help the community envision land use closer to where they work, live, and play. Each neighborhood aligns with the five high school district boundaries. This page focuses on the "Rochester East" planning neighborhood.

Here, you will find general information about this neighborhood, future land use map changes, goals and objectives, and action items related to this neighborhood. Current conditions (current land use, demographics) and community survey results are found at the bottom of this page.



Rochester East - Snapshot of the Planning Neighborhood



Housing



Primary Housing type:
Detached Single-Family Residential



Multi-Family Residential Housing at Hampton Village



16,000
Residents



6,500
Households



Parks & Recreation



270
Acres of dedicated recreation space

Borden Park
Allen Park
Spencer Park
Brookland Plaza & Splash Pad

These parks provide diverse opportunities, from swimming in Spencer Park's 38-acre lake and splash pad fun at Brooklands Plaza, to participating in organized sports like soccer, baseball/softball, pickleball, and roller hockey at Borden Park.



Community Services

Hampton and Brooklands Elementary Schools
Ruether Middle School
Alternative Center for Education
Fire Station #2
Oakland County Sheriff's Substation
52nd District Court,





Goods & Services

This neighborhood boasts diverse services, shops, and entertainment along Rochester Road, featuring the Leader Dogs for the Blind campus, Hampton Village, and Bordines. The southern area provides access to regional destinations via M-59.

The Rochester East Neighborhood is also home to the developing Brooklands area along Auburn Road, between John R and Dequindre, indicating future growth and change.





Transportation

74
Miles of Streets


68
Miles of Sidewalks

11
Miles of Pathways

NEIGHBORHOOD INPUT


297 people from the Rochester East Neighborhood contributed to the Master Plan Community Engagement process. Residents participated by attending the HOA Presidents meeting, sharing feedback at the OPC during Mondays with the Mayor, hosting their own meeting with the Meeting Toolkits, and responding to two surveys.

2024 Quality of Life Survey




We've lived in Rochester Hills for over 35 years and **we love the community changes** we've experienced.

Rochester East
Neighborhood Resident



[Click Here for More Survey Results](#)

2024 Scenario Survey



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Where are we going?

The goals, objectives, and action strategies in the **Rochester East** planning neighborhood start this section and lead into the Future Land Use map. The future land use map provides a visual representation of the intended development and conservation patterns within a community - focusing in on the **Rochester East Planning Neighborhood**. The map serves as a guiding document for planners, policymakers, and the public, ensuring that land use decisions align with the community's long-term vision and goals. The primary goals of the master plan follow the map and address key elements of the community: housing, economic development, transportation, community amenities, and preservation/sustainability.

Rochester East Neighborhood Goals/Objectives/Action Strategies

FUTURE LAND USE

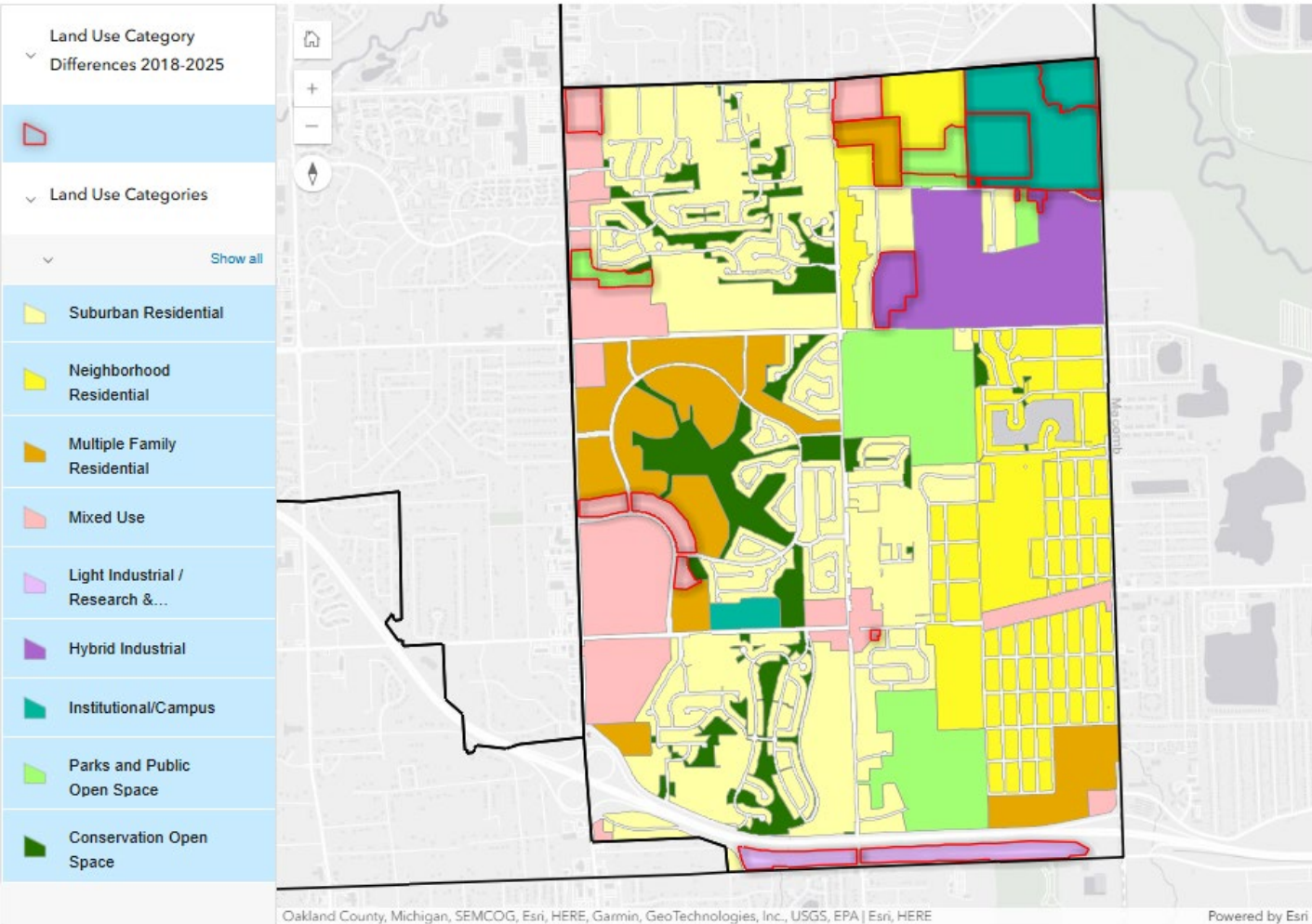
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Future Land Use Changes, from 2018 to 2025, for Rochester East Neighborhood:

- Adjusting land use to match current conditions, like open space east of Rochester Rd.
- Simplifying residential categories, introducing **Neighborhood Residential** (4-6 homes/acre) east of John R Rd. This allows for attached homes as transitions or to preserve natural features.
- Renaming **Commercial Flex** to **Mixed Use** to support local services, with Rochester Rd. serving a broader community.
- Replacing the **Office** designation with **Mixed Use** south of M-59 for more flexibility.

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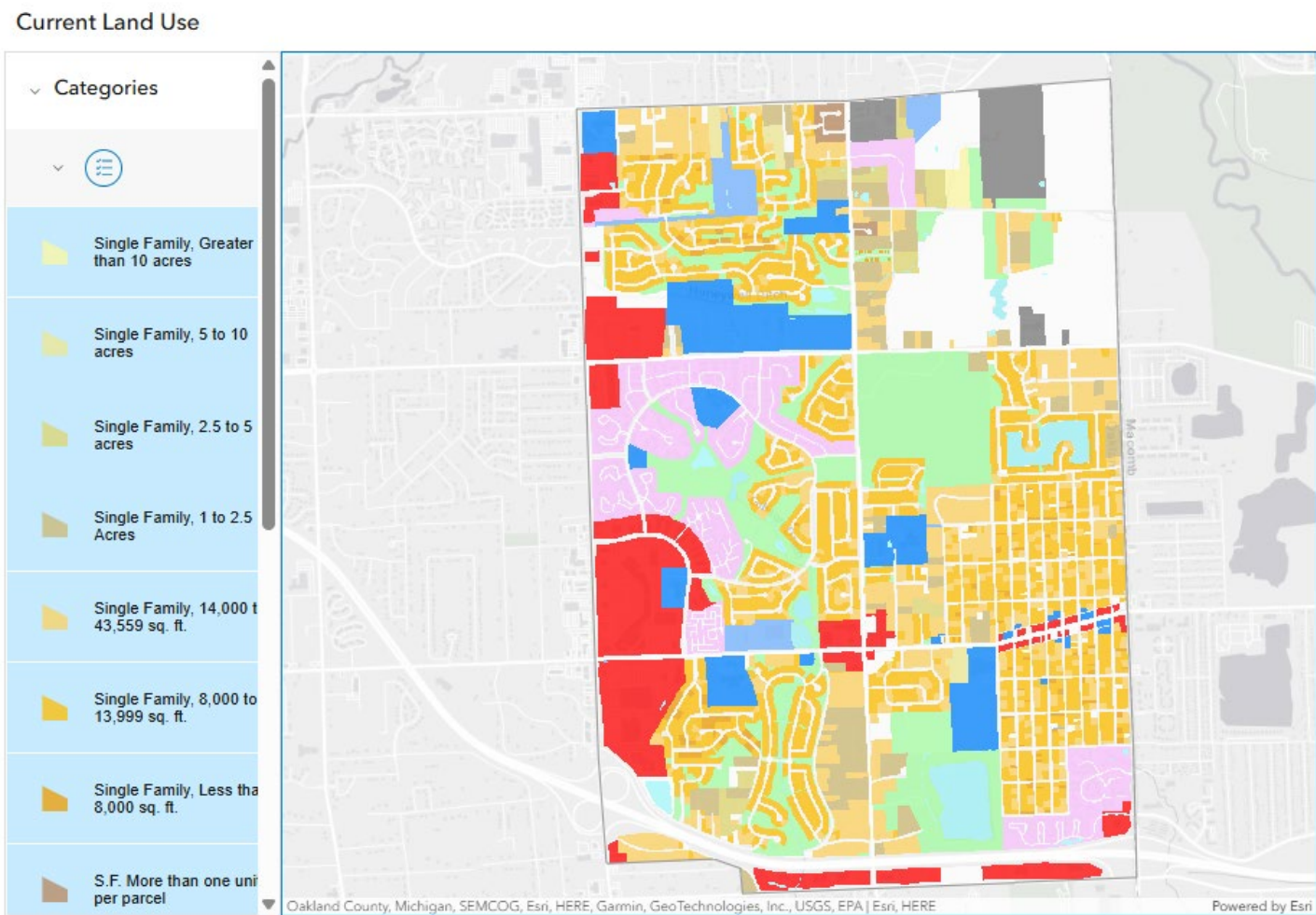
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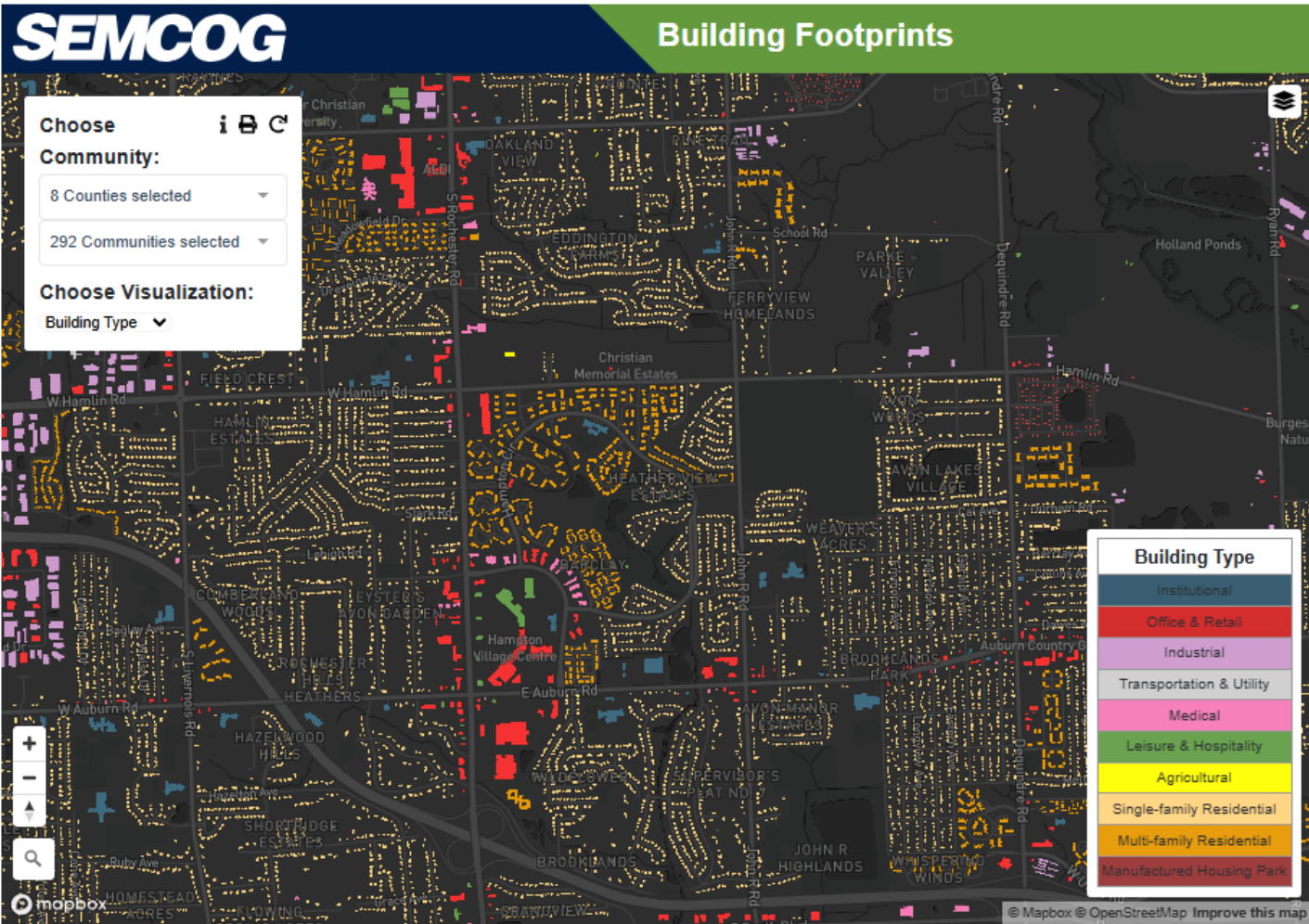
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Understanding Neighborhood Market Characteristics:

**Rochester East:
"Old & Newcomers"**

This market features singles' lifestyles, on a budget. The focus is more on "convenience than consumerism, economy over acquisition...."

[more...](#)

Click the thumbnails below to jump to another neighborhood or go back to the citywide planning page.





Old and Newcomers

Outline: Rochester East Neighborhood
Area: 5.99 square miles

DOMINANT TAPESTRY SEGMENT



921 households are *Old and Newcomers*

14.1% of households are in this segment

Old and Newcomers: *Middle Ground LifeMode*

This market features singles on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring...

[Learn more...](#)

ABOUT THIS SEGMENT



Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle.



Consumers are price aware and coupon clippers, but open to impulse buys.



Vehicles are just a means of transportation. Entertainment features include watching movies and listening to country music.



Food features convenience, frozen and fast food.



They are comfortable with the latest technology. They prefer cell phones to landlines.

ABOUT THIS AREA

Household Type:

Single Family; Multi-Units

Employment:

Prof; Svcs

Median Age:

39.6

Median Household

Income:\$101,584

Education:

66.3% College degree (2+ years)

KEY FACTS FOR THIS AREA

Click facts to 'Explore for more' details

16,601

Population

6,512

Households

2.52

Avg Size
Household

130

Wealth Index

111

Housing
Affordability

60

DiversityIndex

\$342,321

Median Home Value

0.29%

Forecasted Annual
Growth Rate



Old and Newcomers

Outline: Rochester East Neighborhood

Area: 5.99 square miles

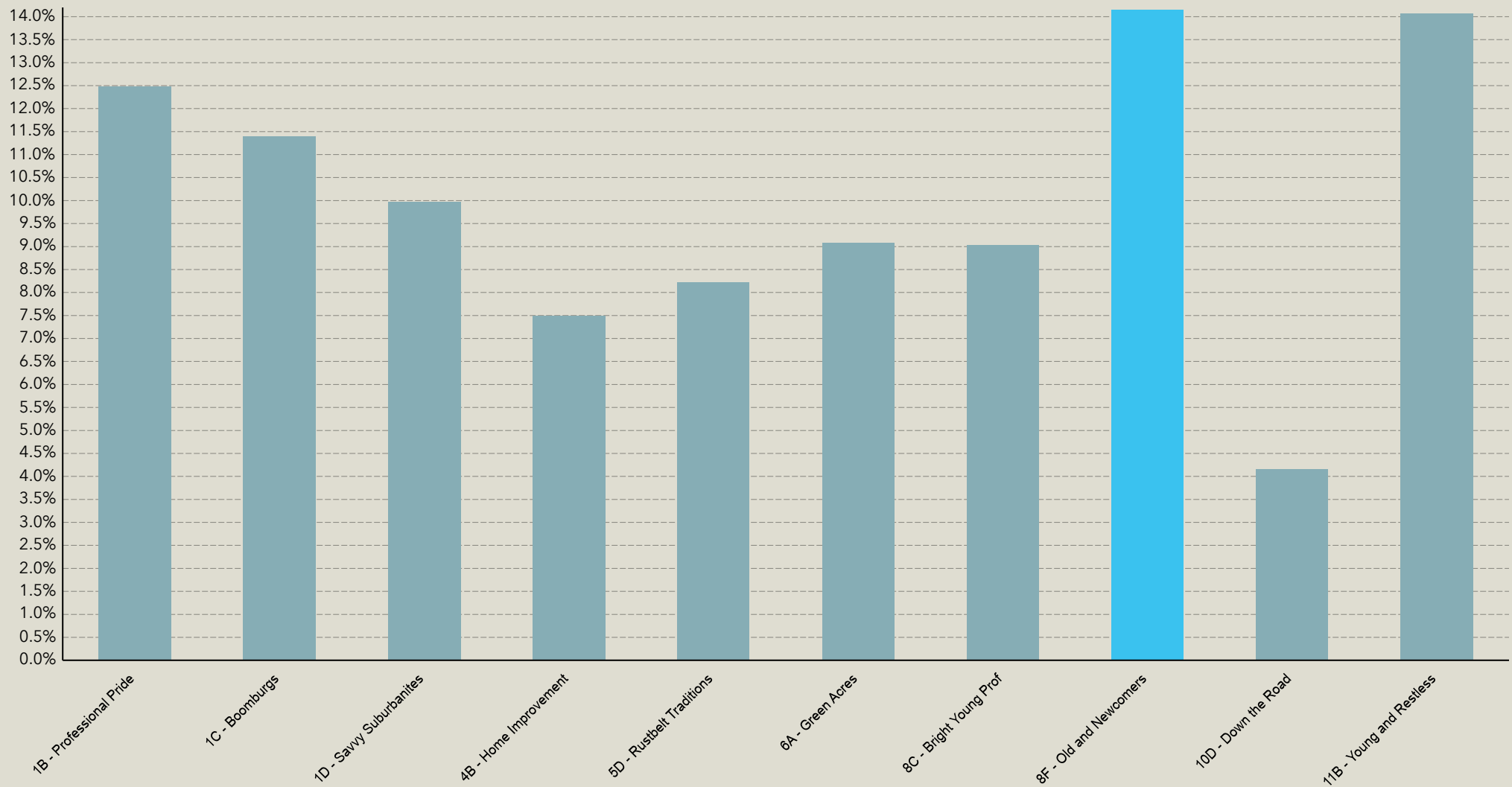
TAPESTRY SEGMENTATION COMPOSITION

This chart displays the percent of households in each segment in this area.



6,512 total households in this area

921 households in *Old and Newcomers* - 14.1%





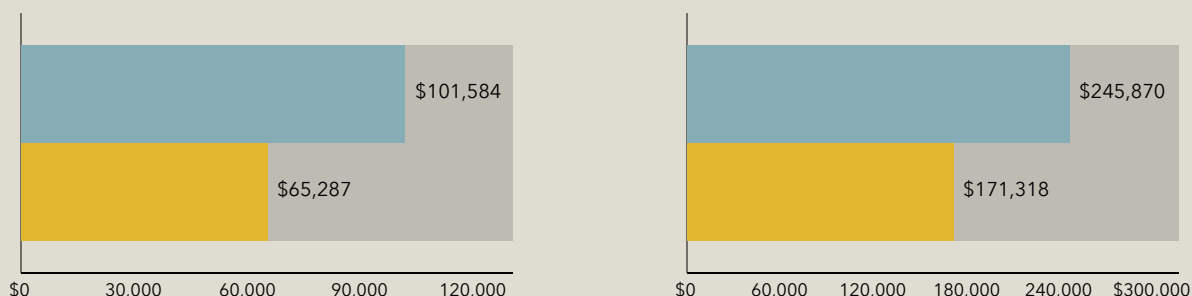
Key Demographic Indicators

Outline: Rochester East Neighborhood

Area: 5.99 square miles

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g. mortgages) or unsecured (credit cards) for this area.



Bars show comparison to

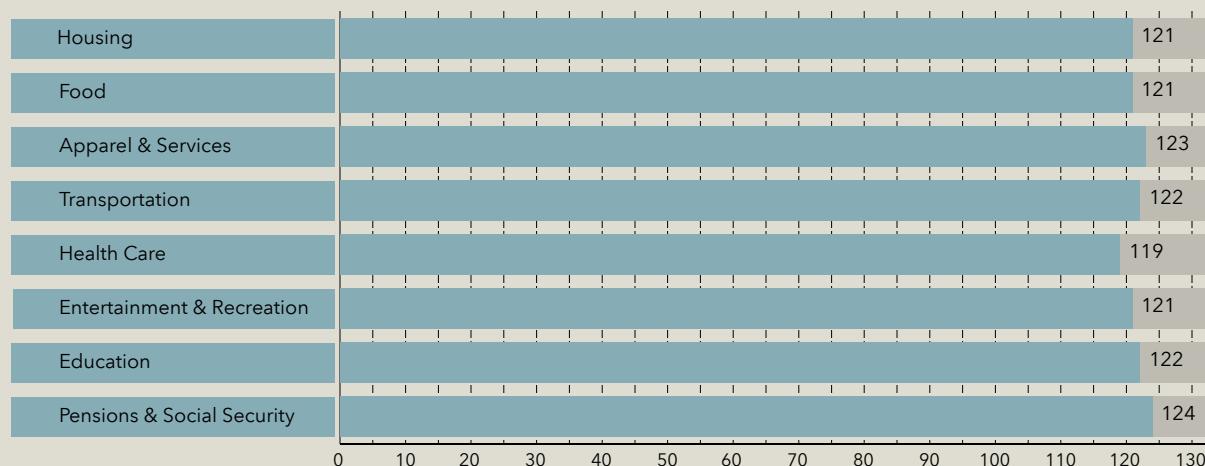
Michigan

Bars show comparison to

Michigan

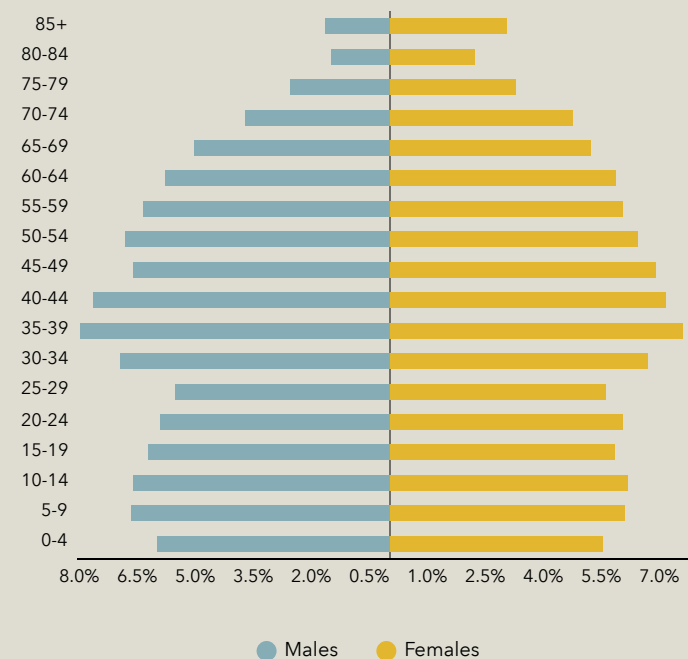
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average.



AGE BY SEX

Median Age: 39.6

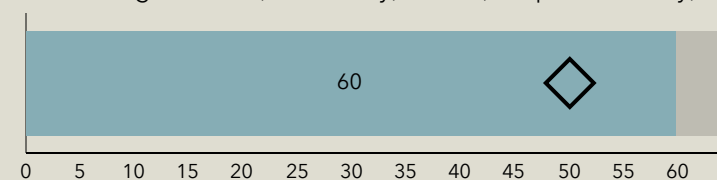


Males

Females

DIVERSITY

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



Dots show comparison to

Michigan



Key Demographic Indicators

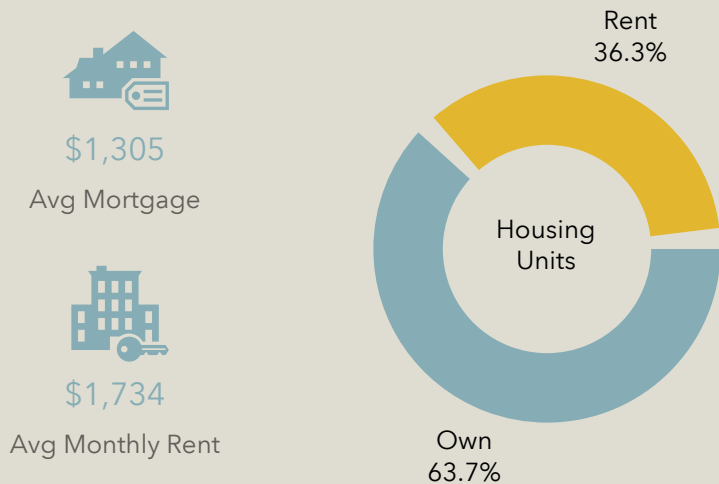
Outline: Rochester East Neighborhood

Area: 5.99 square miles



HOUSING

Mortgage, rent and home value are estimated by Esri. Housing type is from the Census Bureau's American Community Survey (ACS).

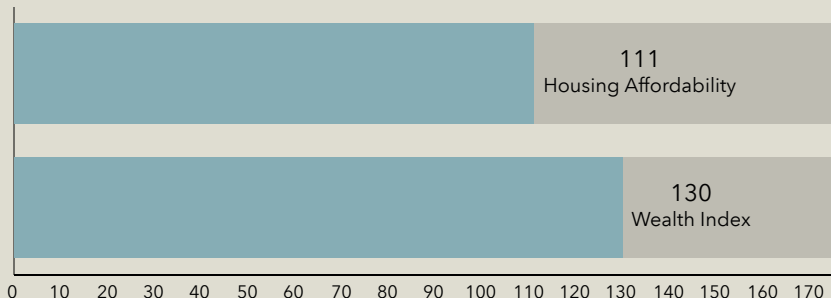


Typical Household Type: Single Family; Multi-Units

Median Home Value: \$342,321

ESRI INDEXES

Esri developed these indexes to display average household wealth and housing affordability for the market relative to US standards.



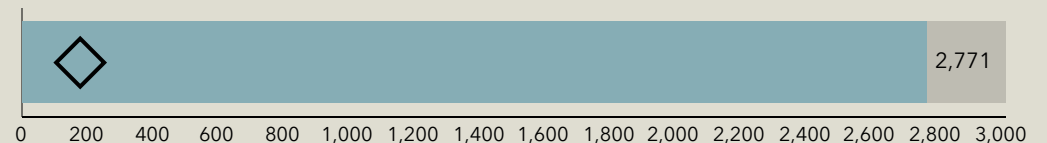
LANGUAGE

American Community Survey (ACS) population by language estimates are based on a rolling sample survey spanning a 60-month period (2017-2021).

Population by Language	Age 5-17	18-64	Age 65+	Total
English Only	1,751	6,139	2,003	9,893
Spanish	49	238	0	287
Spanish & English Well	34	211	0	245
Spanish & English Not Well	15	27	0	42
Indo-European	364	2,149	100	2,613
Indo-European & English Well	364	2,065	85	2,514
Indo-European & English Not Well	0	85	15	100
Asian-Pacific Island	234	1,427	60	1,721
Asian-Pacific Isl & English Well	234	1,304	34	1,572
Asian-Pacific Isl & English Not Well	0	123	0	123
Other Language	32	526	51	609
Other Language & English Well	32	399	33	464
Other Language & English Not Well	0	52	0	52

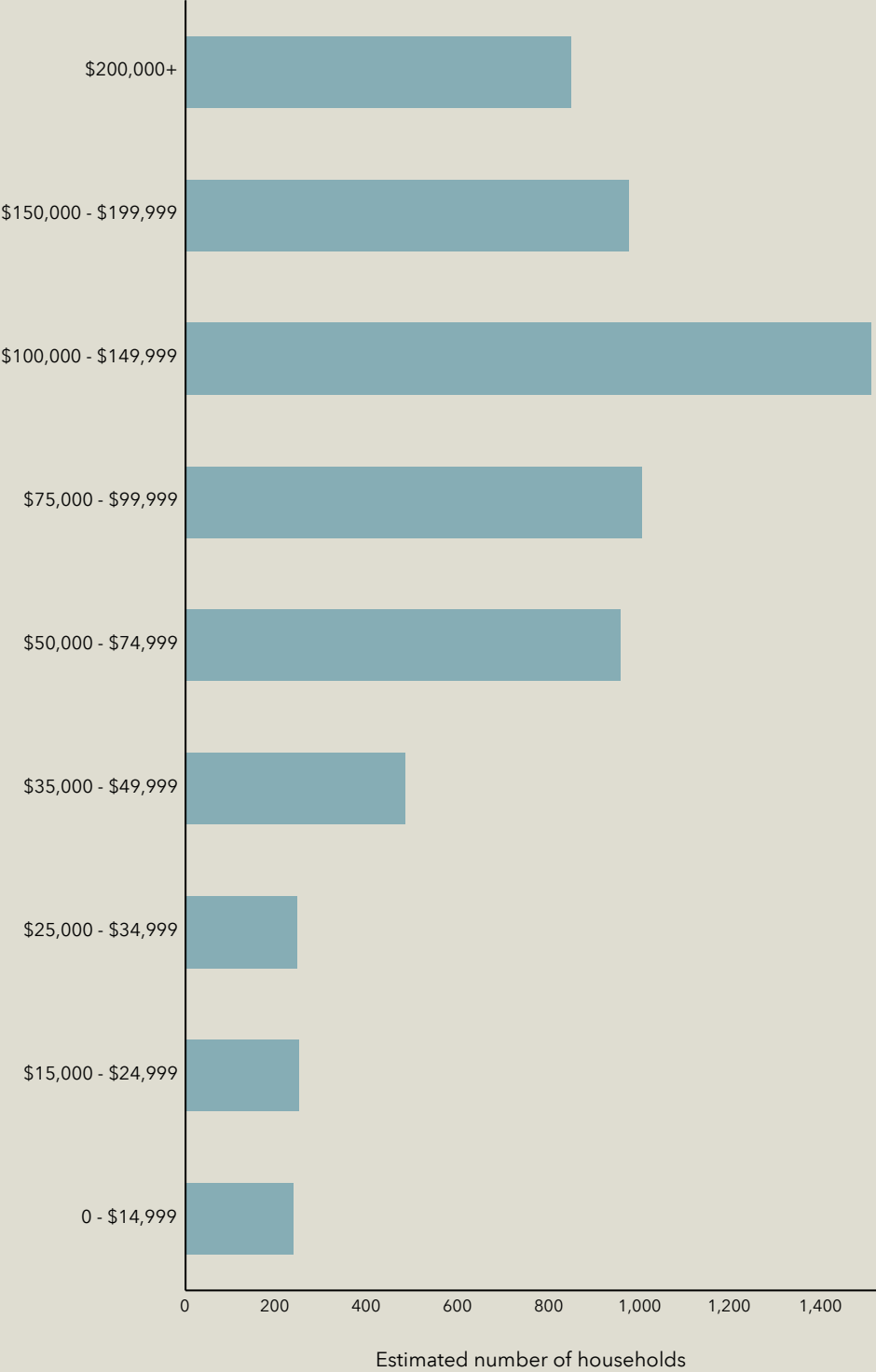
POPULATION DENSITY

Average density (population per sq. mile) is displayed relative to the US or State average.



Dots show comparison to Michigan

2023 Number of Households by Income (Esri)

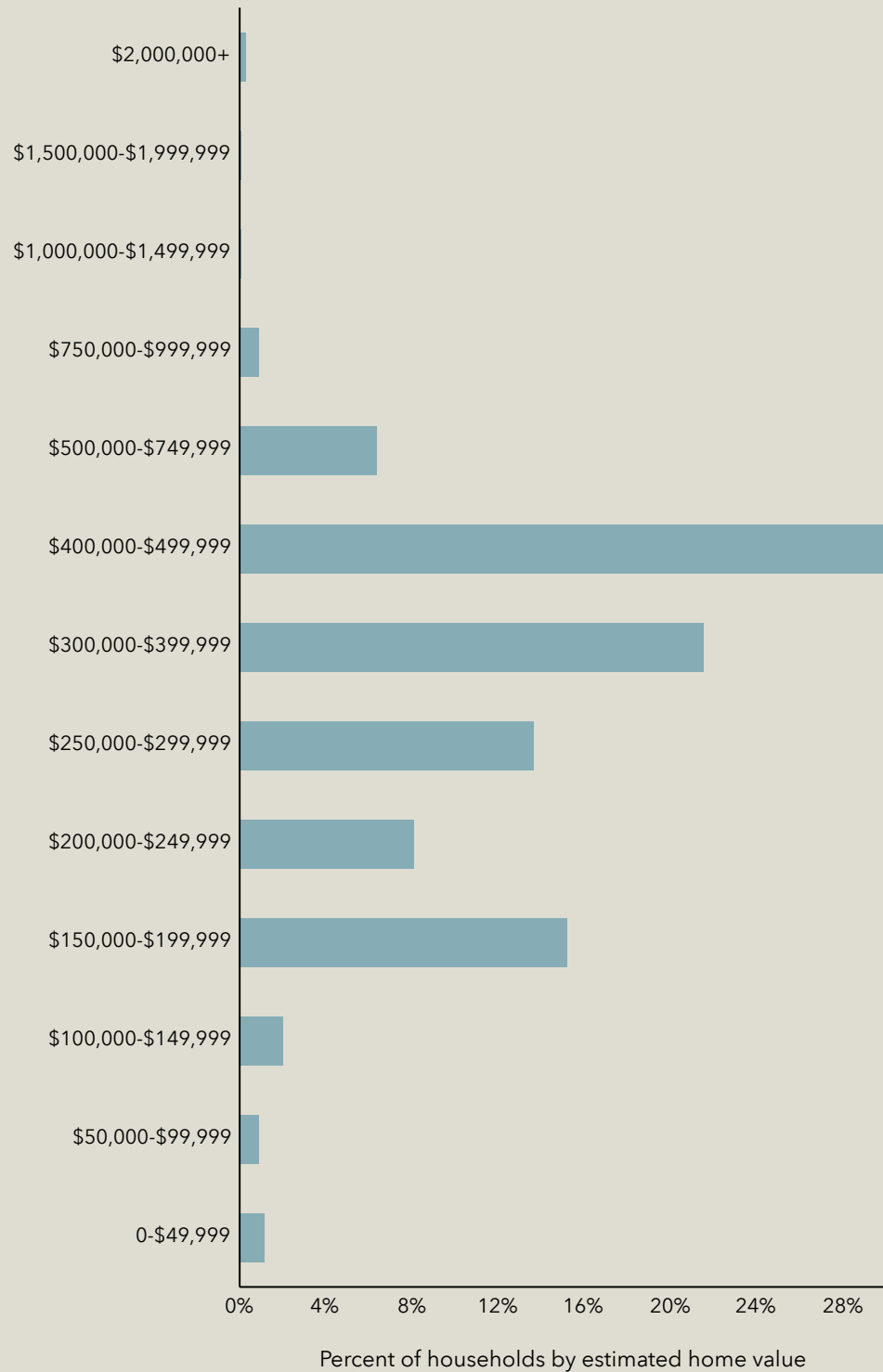


Average Household Size

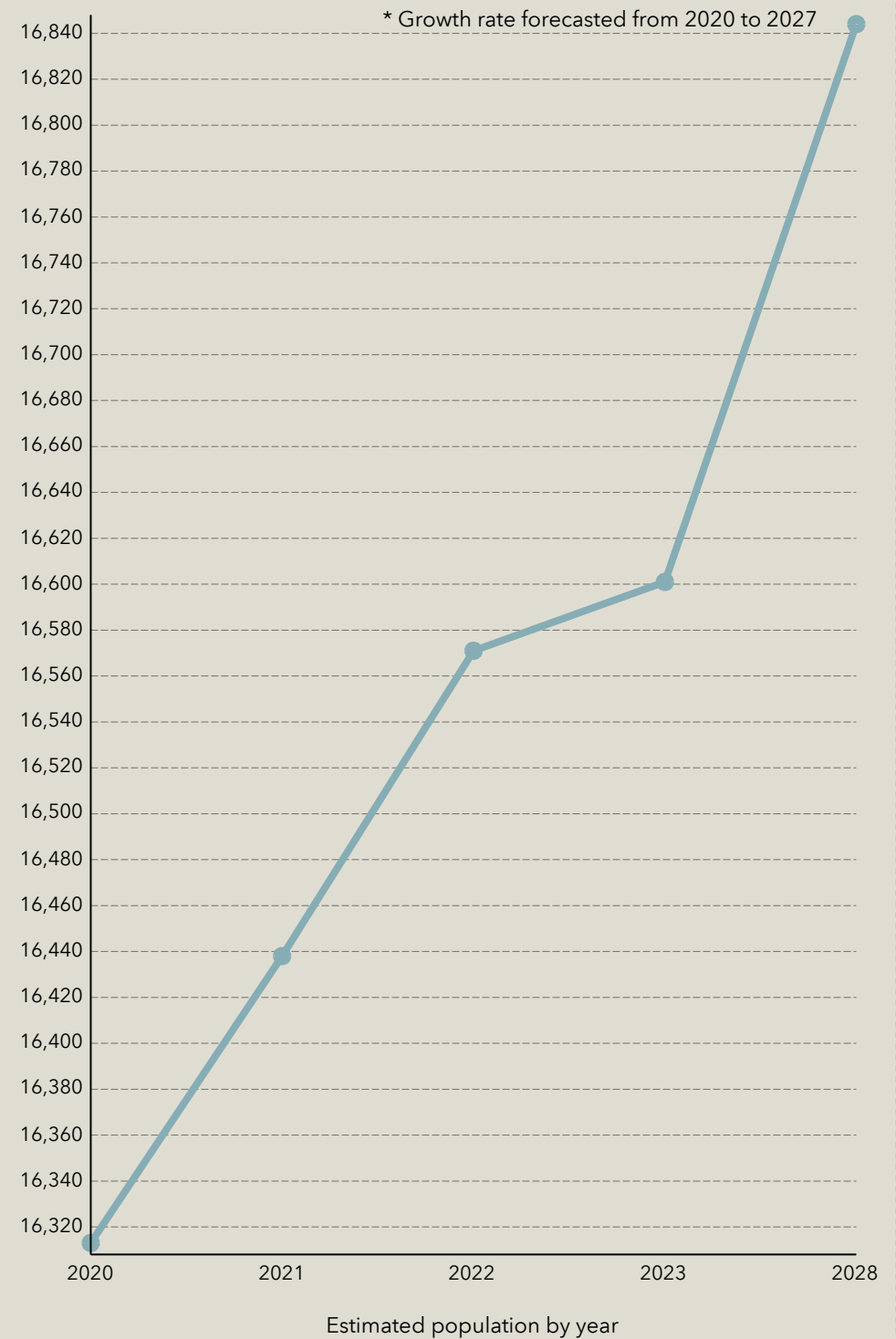
for this area
2.52 which is the same as the average for United States

Area	Value ▼	0.00	4.00
United States	2.53		
This area	2.52		
Michigan	2.42		

2023 Home Value (Esri)



2023 Population Time Series (Esri)



WEALTH INDEX



Esri's **Wealth Index** is compiled from a number of indicators of affluence including average household income and average net worth. The concept of wealth is defined by more than just above-average household income. Wealth also includes the value of material possessions and resources. Esri captures both income and the accumulation of substantial wealth, or the abundance of possessions and resources in its identification of the wealthiest areas in the country.

The index represents the wealth of the area relative to the national level. Values exceeding 100 represent above-average wealth.

[Source](#): This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-U.S. BLS (2023), ACS (2017-2021).

HOUSING AFFORDABILITY INDEX



Housing Affordability Index (HAI) has a base of 100, representing an area where the median income is sufficient to qualify for a loan on a home valued at the median home price and not be cost-burdened. Values > 100 indicate increasing affordability.

Notes:

- HAI is not applicable in primarily rental areas.
- HAI is not reported for areas containing 50 or fewer owner-occupied households.

Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-U.S. BLS (2023), ACS (2017-2021).

DIVERSITY INDEX



Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

For example, if an area's entire population belongs to one race or ethnic group, then an area has zero diversity. An area's diversity index increases to 100 when the population is evenly divided into two or more race/ethnic groups.

[Source:](#) This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-U.S. BLS (2023), ACS (2017-2021).

ESRI CONSUMER EXPENDITURE DEFINITIONS



Total amount spent on **Housing** includes shelter, and utilities, fuel, and public services. Total spending represents the aggregate amount spent by all households in an area annually.



Total amount spent on **Food** includes food at home or away from home. Total spending represents the aggregate amount spent by all households in an area annually.



Total amount spent on **Apparel & Services** includes mens and women's apparel, children's apparel, footwear, apparel products and services, and watches and jewelry. Total spending represents the aggregate amount spent by all households in an area annually.



Total amount spent on **Transportation** includes payments on vehicles excluding leases, gasoline & motor oil, other vehicle expenses, and public/other transportation. Total spending represents the aggregate amount spent by all households in an area annually.



Total amount spent on **Health Care** includes health insurance and medical care. Total spending represents the aggregate amount spent by all households in an area annually.



Total amount spent on **Entertainment and Recreation** includes live entertainment for catered affairs, rental of party supplies for catered affairs, fees and admissions, TV/video/audio, entertainment/recreation for pets, toys/games/crafts/hobbies, recreational vehicles and fees, sports/rec/exercise equipment, photo equipment/supplies, and entertainment/recreation reading. Total spending represents the aggregate amount spent by all households in an area annually.



Total Amount spent on **Education** includes tuition for college, elementary, high school, vocational & technical schools, and other schools. Also included are finance, late, or interest charges on student loans. Other school expenses such as books and equipment rental, school books and supplies/other supplies, as well as test preparation and tutoring services are also included.



Total amount spent on **Pensions & Social Security** includes payroll deductions for government & railroad retirement, payroll deductions for private pensions, non-payroll deposit for retirement plans, and payroll deductions for social security. Total spending represents the aggregate amount spent by all households in an area annually.

Average Mortgage: Definition



Mortgage/Other Loan Payments & Costs

Total Amount spent on Owned Dwellings - Mortgage/Other Loan Payments & Basics includes the payment of mortgage principal and interest on primary loans, home equity lines of credit, home equity loans, as well as special lump sum mortgage payments, special assessments, closing costs, property taxes, homeowners insurance, and ground rent.

The amount was divided by 12 to return a monthly estimate.

Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-U.S. BLS (2023), ACS (2017-2021).

Average Monthly Rent: Definition



The total expenditure value represents the aggregate amount spent by all households in an area on Rent. The value was divided the number of renter-occupied housing units to estimate average rent payment. The amount was divided by 12 to return a monthly estimate.

Current-year estimate of renter-occupied housing units are based on all occupied housing units which are not owner-occupied, whether they are rented or occupied without payment of rent, are classified as renter-occupied.

Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-U.S. BLS (2023), ACS (2017-2021).

ESRI INDEX DEFINITIONS



Esri's **Wealth Index** is compiled from a number of indicators of affluence that include average household income and average net worth. The concept of wealth is defined by more than just above-average household income. Wealth also includes the value of material possessions and resources. Esri captures both income and the accumulation of substantial wealth, or the abundance of possessions and resources in its identification of the wealthiest areas in the country. The index represents the wealth of an area relative to the national level. Values exceeding 100 represent above-average wealth.



Housing Affordability Index (HAI) has a base of 100, representing an area where the median income is sufficient to qualify for a loan on a home valued at the median home price and not be cost-burdened. Values > 100 indicate increasing affordability.

Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-U.S. BLS (2023), ACS (2017-2021).

Rochester West Neighborhood

This Master Plan Update supports the City's long history of forward-thinking land use planning. Unique to this planning process is the focusing in on "planning neighborhoods" that help the community envision land use closer to where they work, live, and play. Each neighborhood aligns with the five high school district boundaries. This page focuses on the "Rochester West" planning neighborhood.

Here, you will find general information about this neighborhood, future land use map changes, goals and objectives, and action items related to this neighborhood. Current conditions (current land use, demographics) and community survey results are found at the bottom of this page.



Rochester West - Snapshot of the Planning Neighborhood



Housing



Primary Housing type:
Detached Single-Family Residential



Multi-Family Residential Housing at Timberlea, Legacy, and River Oaks Apartments



23,000
Residents



9,000
Households



Parks & Recreation



120
Acres of dedicated recreation space

Innovation Hills
Clinton River Trail
Paint Creek Trail
Wabash Park

These parks provide diverse opportunities, from geocaching at Innovation Hills, hiking along the Clinton River Trail, biking along the Paint Creek Trail, or having a picnic at Wabash Park.





Community Services

Meadowbrook, Hamlin, Long Meadow, University Hills, and McGregor Elementary Schools
West Middle School
Rochester High School
Brookfield Academy
Oakland University and Rochester University
Fire Station 1 and 4
Innovation Hills, Clinton River Trail, Paint Creek Trail, and Wabash Park
City Hall, Secretary of State, and Post Office
Ascension Providence Rochester Hospital





Transportation

127
Miles of Streets

68
Miles of Sidewalks

17
Miles of Pathways




Goods & Services

This neighborhood boasts diverse services, shops, and entertainment throughout the Rochester West Neighborhood. These include Meadowbrook Hall & Amphitheatre, Sharf Golf Club, TreeRunner, Great Oaks Country Club, and Winchester Mall.

NEIGHBORHOOD INPUT


472 people from the Rochester West Neighborhood took part in the Master Plan Community Engagement process. Residents provided their feedback on the future of the City during the HOA and OPC meetings, using the Meeting Toolkits to host their own sessions, and responding to the Quality of Life and the Thinking About the Future surveys.

2024 Quality of Life Survey




I'm very happy with the additional green space on Livernois...the sidewalk on Drexelgate, the splash pad at Brooklands, **our family loves living** in Rochester Hills....

Rochester West
Neighborhood Resident



[Click Here for More Survey Results](#)

2024 Scenario Survey



[Click Here for More Survey Results](#)

Where are we going?

The goals, objectives, and action strategies in the **Rochester West** planning neighborhood start this section and lead into the Future Land Use map. The future land use map provides a visual representation of the intended development and conservation patterns within a community - focusing in on the **Rochester West Planning Neighborhood**. The map serves as a guiding document for planners, policymakers, and the public, ensuring that land use decisions align with the community's long-term vision and goals. The primary goals of the master plan follow the map and address key elements of the community: housing, economic development, transportation, community amenities, and preservation/sustainability.

Rochester West Neighborhood Goals/Objectives/Action Strategies

FUTURE LAND USE

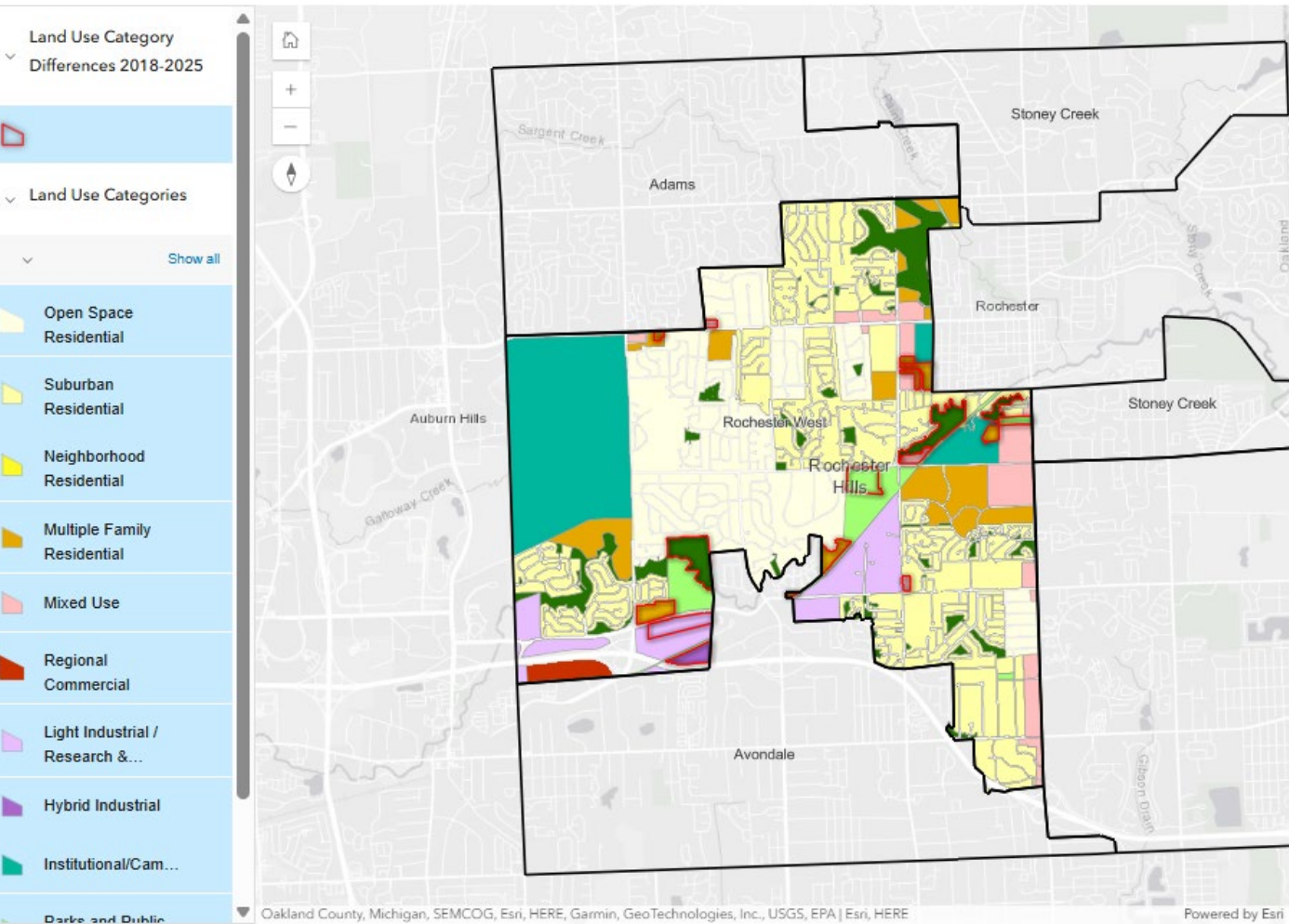
A Future Land Use Map is like the city's game plan for how land should be used in the future. It differs from the zoning map (which sets today's rules for development); instead, it shows the vision for how different areas should develop over time—like where new homes, businesses, parks, and roads should go. The Future Land Use Map is an important tool the City can use to guide decisions about growth, development, and preservation so that things happen in a way that makes sense and benefits the community.

Future Land Use Changes, from 2018 to 2025, for Rochester West Neighborhood:

- Reflecting Current Land Use, such as **Open Space** west of Rochester Rd between Avon Rd and city limits.
- Renaming **Commercial Flex** to **Mixed Use**, allowing flexibility for housing and local services along corridors, with Rochester Road serving broader community needs.
- Removing **Mixed Residential Overlay** from the map as it have been replaced with **Neighborhood Residential**.

Select from the list of land use categories below to review the city's proposed Future Land Use classifications. Areas outlined in red differ from the 2018 plan. Click within the map to view a pop-up with more details. Table of all descriptions is below the map.

2025 Proposed Future Land Use



Open Space Residential: This designation reflects the natural feel of existing neighborhoods in the northern part of the City, including areas zoned Rural Estates and R1, with residential lots predominantly ½ to one acre in size. No new areas are proposed for this zoning.	Suburban Residential: This designation reflects existing single-family neighborhoods, with varying densities based on established development and aligns with R-2, R-3, and R-4 zoning districts. Lot sizes range from three to four units per acre. New housing on arterial roads may be attached if compatible with surrounding densities.	Neighborhood Residential: This designation is found long major roads and supports housing for empty-nesters and young professionals seeking attached or detached, low-maintenance homes near city amenities, with a density of four to six dwellings per acre. It includes manufactured housing communities, and aligns with MR, R-3, and R-4 zoning.
Multiple Family Residential: This category may accommodate a wide range of development types, including attached single-family dwelling units, senior housing, or apartment complexes.	Mixed Use: Most commercial corridors fall under this category. Development along Rochester Road will serve the broader community due to high traffic, whereas other corridors will serve the local neighborhoods. Housing may be part of a use mix, consistent with local development patterns.	Regional Commercial: This area includes the existing shopping center at Adams/M-59, with the addition of the area around the Crooks Road/M-59 interchange and is intended to serve the larger region.
Light Industrial/Research and Development: This designation includes workplace areas that serve light industrial and research/development users. Some areas, such those south of M-59 are expected to transition to more office and research park uses.	Hybrid Industrial: Areas planned for industrial use are suitable for light manufacturing that won't negatively impact nearby non-industrial areas. In the Hamlin/Avon Landfill area, light industrial development will focus on low-impact design and sustainability, energy generation, or recreation.	Institutional/Campus: This land use category includes colleges and institutional uses such as Ascension Providence Hospital, and Leader Dogs for the Blind as well as the City's DPS facility.
Parks/Public Open Space: The city's publicly owned parks and trail facilities are included in this land use category. There may be some privately-owned recreational facilities included when connections such as shared-use paths are provided to adjacent public recreation facilities.	Conservation Open Space: This land use category includes protected open space that has been preserved in conjunction with development.	

How did we get here?

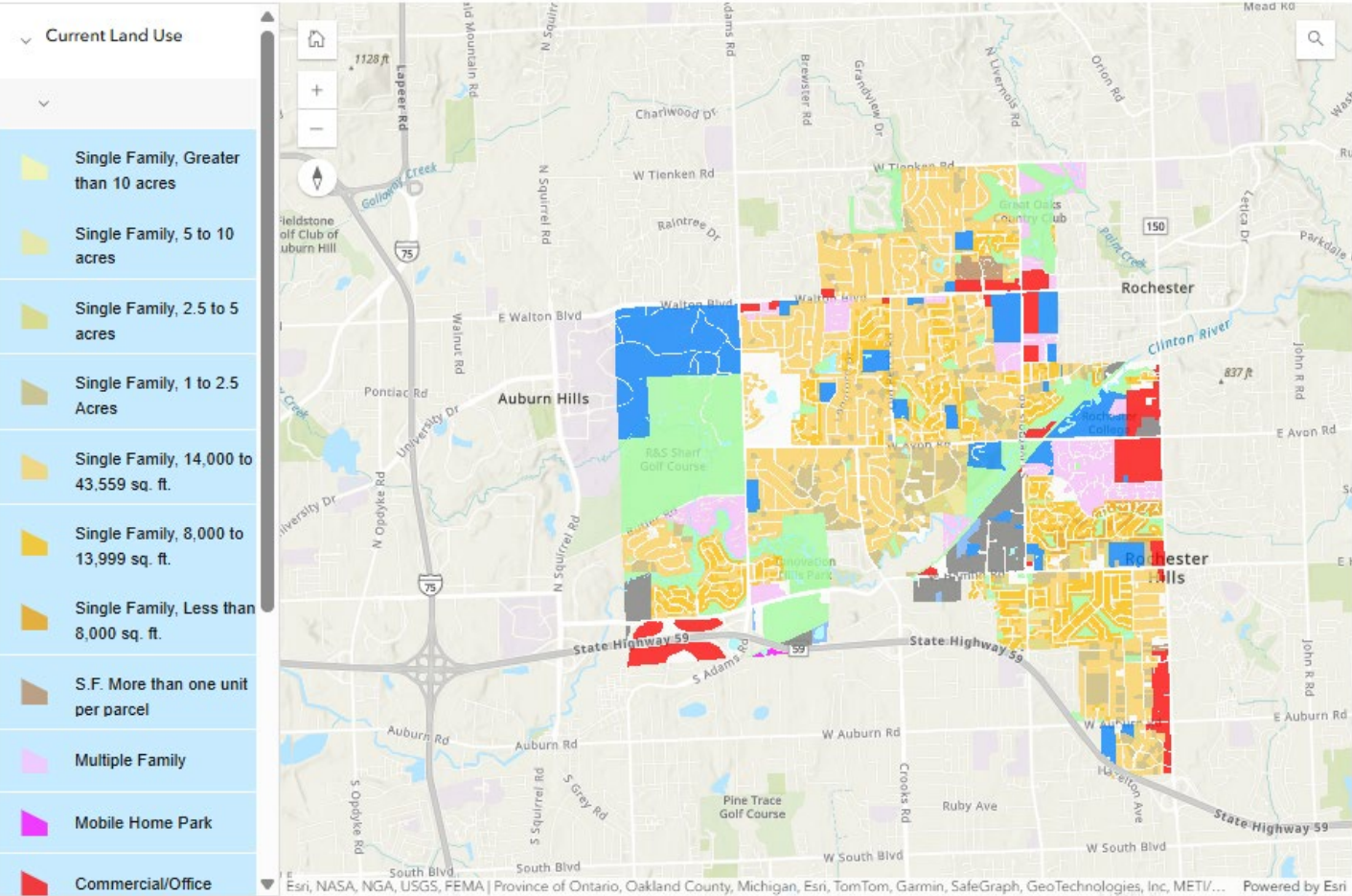
Community participation and understanding existing conditions in the City helped provide the framework for the Master Plan Update.

CURRENT LAND USE

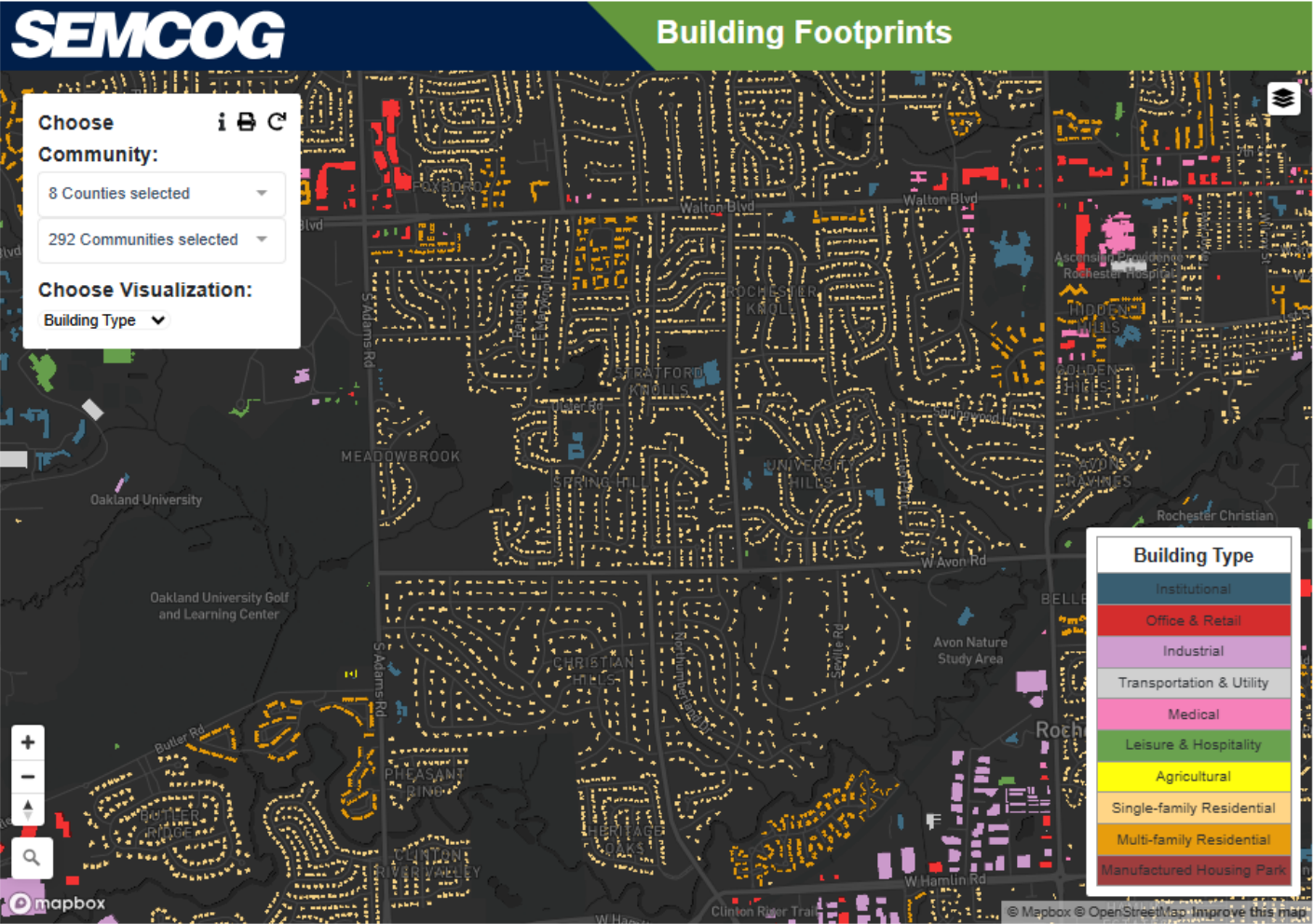
The current land use map is based on data and general categories established by Oakland County, intended to make it easier to compare how land is used across the County.

Select from the list of categories to review the city's current Land Use classifications.

Current Land Use



The Building Footprints map is created by SEMCOG as an inventory of buildings in Southeast Michigan representing both the shape of the building and attributes related to the location, size, and use of the structure. The layer was first developed in 2010 using aerial photography. This process was later repeated imagery in 2015 and 2020 to add recently constructed buildings to the inventory.



DEMOGRAPHICS

During the planning process, the Planning Commission reviewed data from the US Census, the Southeast Michigan Council of Governments (SEMCOG), and Esri. One tool to understand a market and its demographics is a "Tapestry Segment" by the data company Esri. Certain shared demographic, socioeconomic, and lifestyle characteristics can reveal interesting consumer behavior patterns and can help understand a community's complexity.

Understanding Neighborhood Market Characteristics:

Rochester West: "Savvy Suburbanites"

This market includes families, empty nesters, and "empty nester wannabes, who still have adult children at home." Their suburban lifestyle includes home remodeling and gardening, plus the active pursuit of sports and exercise..."

[more...](#)

Click the thumbnails below to jump to another neighborhood or go back to the citywide planning page.





Savvy Suburbanites

Outline: Rochester West Neighborhood

Area: 11.17 square miles

DOMINANT TAPESTRY SEGMENT



2,152 households are *Savvy Suburbanites*

24.1% of households are in this segment

Savvy Suburbanites: *Affluent Estates* LifeMode

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise...

[Learn more...](#)

ABOUT THIS SEGMENT



Residents prefer late model, family-oriented vehicles - SUVs, minivans, and station wagons.



Informed shoppers that do their research prior to purchasing and focus on quality.



Financially active, using a number of resources for informed investing. Many carry second mortgages and home equity credit lines.



Foodies - they like to cook and prefer natural or organic products.



Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.

ABOUT THIS AREA

Household Type:

Single Family

Employment:

Prof; Mgmt

Median Age:

44.5

Median Household

Income:\$105,901

Education:

73.2% College degree (2+ years)

KEY FACTS FOR THIS AREA

Click facts to 'Explore for more' details

23,177

Population

8,927

Households

2.49

Avg Size
Household

175

Wealth Index

118

Housing
Affordability

48

DiversityIndex

\$343,326

Median Home Value

0.43%

Forecasted Annual
Growth Rate



Savvy Suburbanites

Outline: Rochester West Neighborhood

Area: 11.17 square miles

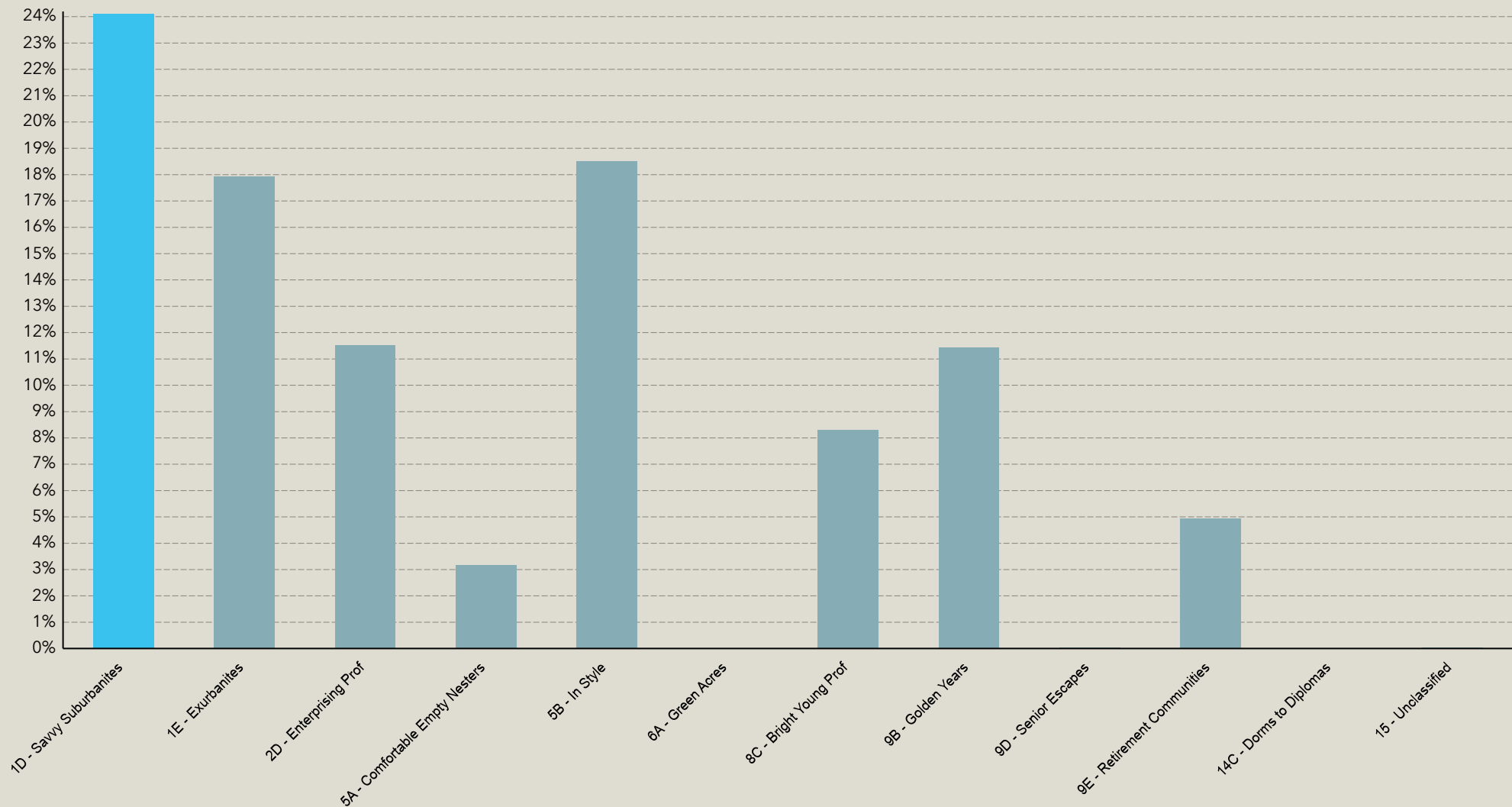
TAPESTRY SEGMENTATION COMPOSITION

This chart displays the percent of households in each segment in this area.



8,927 total households in this area

2,152 households in *Savvy Suburbanites* - 24.1%





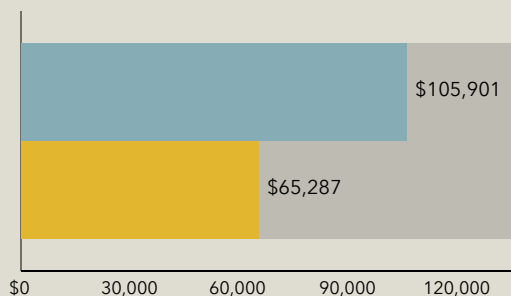
Key Demographic Indicators

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Area: 11.17 square miles

INCOME AND NET WORTH

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Bars show comparison to

Michigan



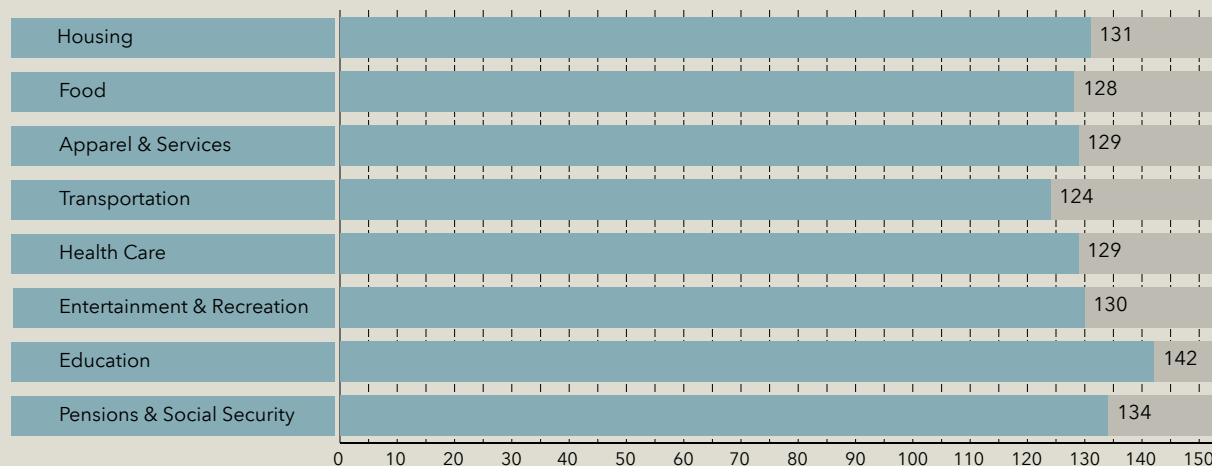
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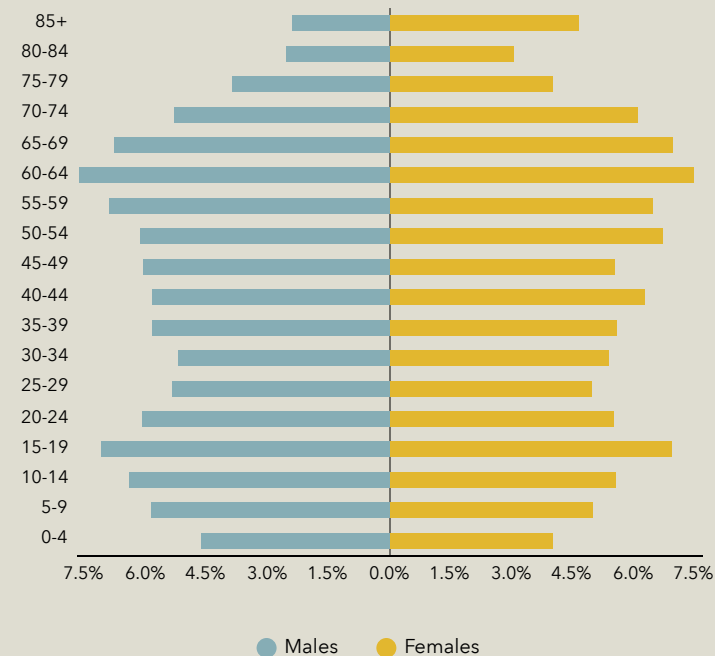
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AGE BY SEX

Median Age: 44.5

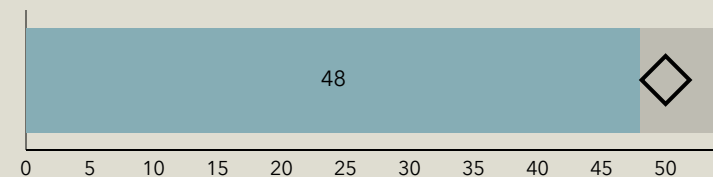


Males

Females

DIVERSITY

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



Dots show comparison to

Michigan





Key Demographic Indicators

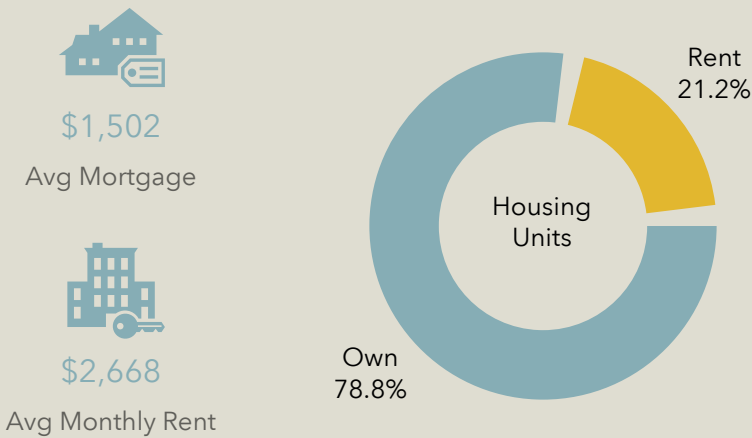
Outline: Rochester West Neighborhood

Area: 11.17 square miles



HOUSING

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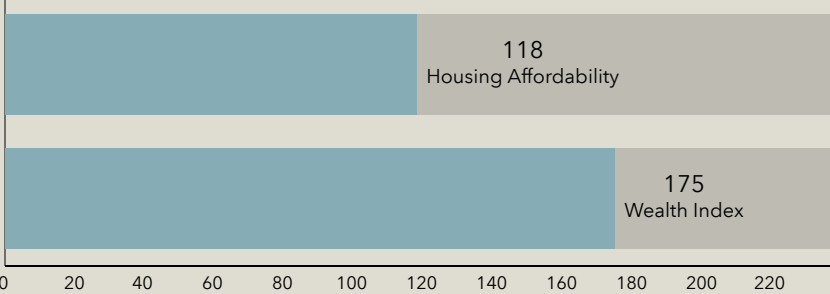


Typical Household Type: Single Family

Median Home Value: \$343,326

ESRI INDEXES

Esri developed these indexes to display average household wealth and housing affordability for the market relative to US standards.



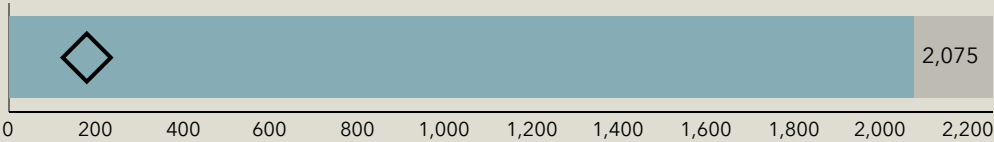
LANGUAGE

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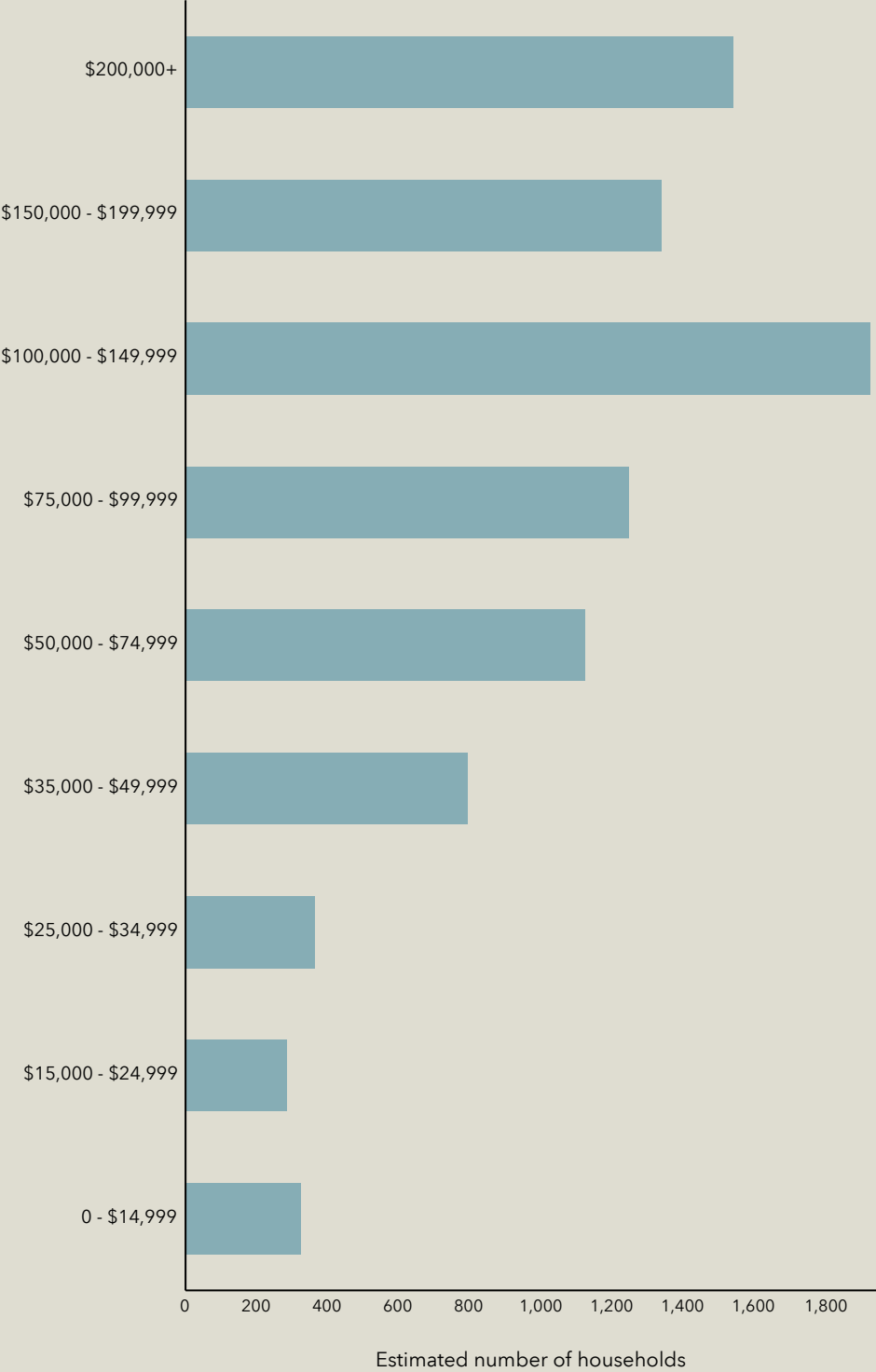
Population by Language	Age 5-17	18-64	Age 65+	Total
English Only	3,216	10,494	3,348	17,058
Spanish	92	324	21	437
Spanish & English Well	74	310	6	390
Spanish & English Not Well	18	14	15	47
Indo-European	198	1,349	325	1,872
Indo-European & English Well	198	1,314	282	1,794
Indo-European & English Not Well	0	35	43	78
Asian-Pacific Island	177	974	89	1,240
Asian-Pacific Isl & English Well	129	833	77	1,039
Asian-Pacific Isl & English Not Well	48	141	12	201
Other Language	91	348	62	501
Other Language & English Well	83	348	43	474
Other Language & English Not Well	3	0	6	9

POPULATION DENSITY

Average density (population per sq. mile) is displayed relative to the US or State average.



2023 Number of Households by Income (Esri)

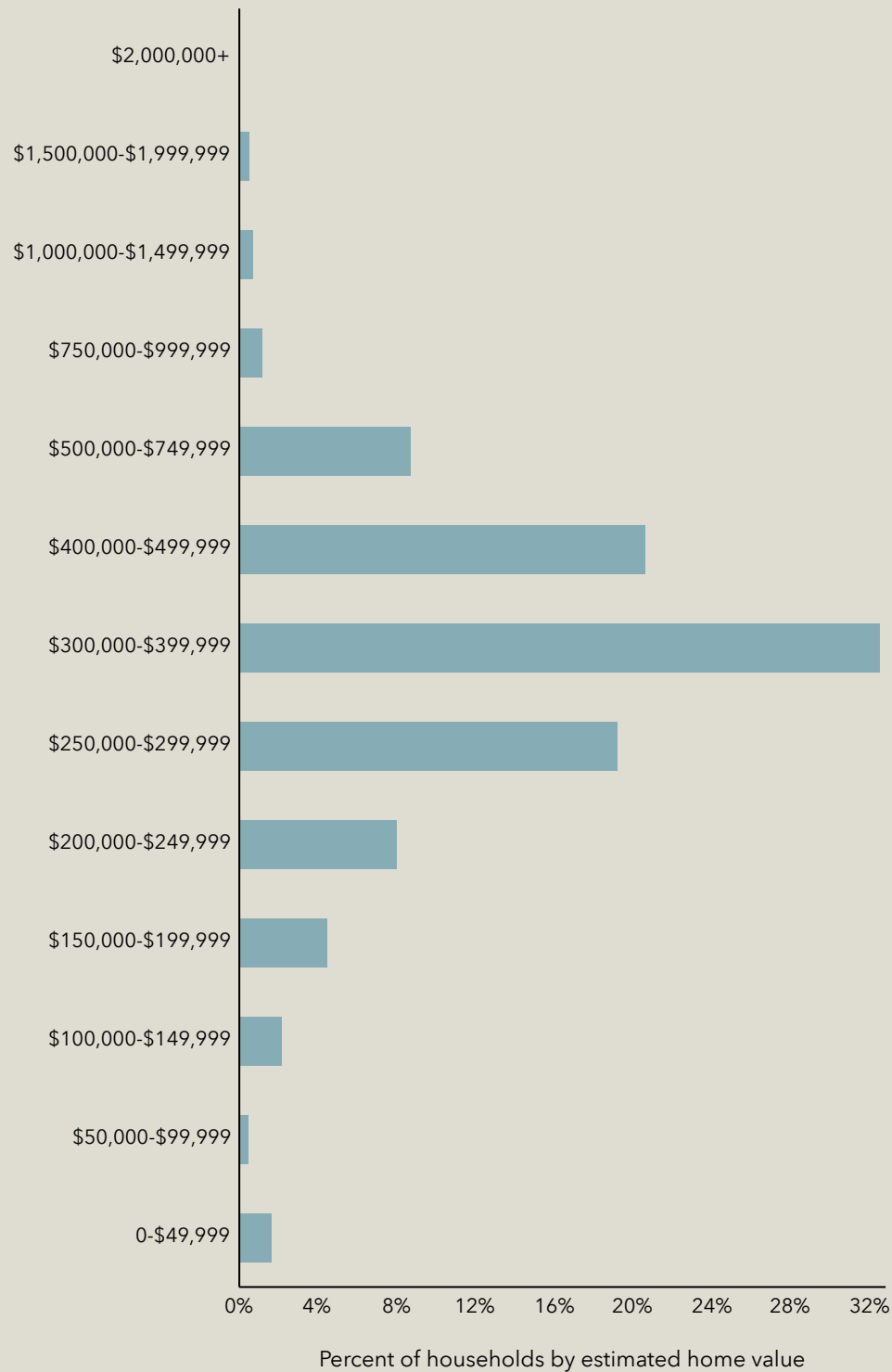


Average Household Size

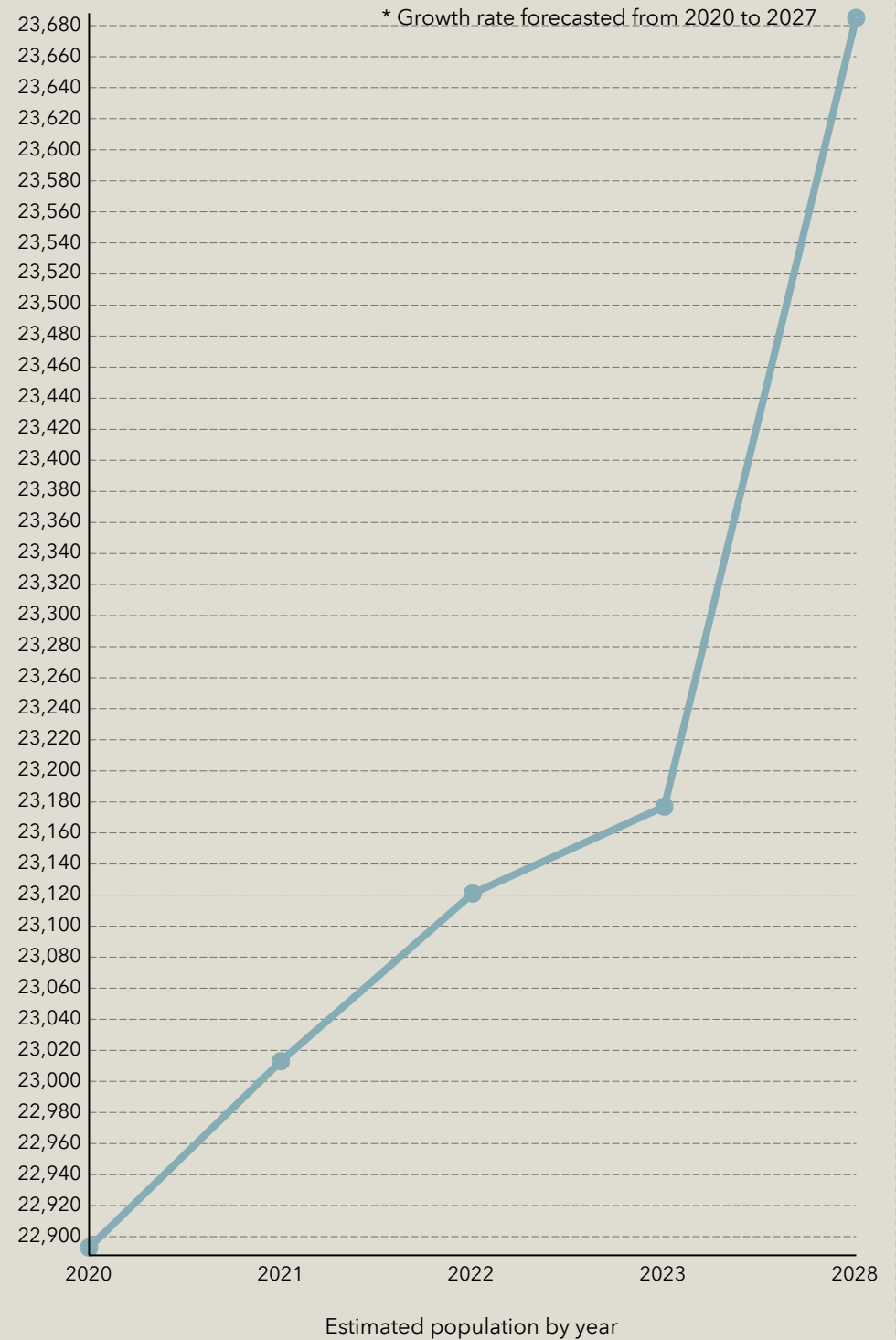
for this area
2.49 which is less than the average for United States

Area	Value ▼	0.00	4.00
United States	2.53		
This area	2.49		
Michigan	2.42		

2023 Home Value (Esri)



2023 Population Time Series (Esri)



WEALTH INDEX



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The index represents the wealth of the area relative to the national level. Values exceeding 100 represent above-average wealth.

[Source](#): This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-U.S. BLS (2023), ACS (2017-2021).

HOUSING AFFORDABILITY INDEX



Housing Affordability Index (HAI) has a base of 100, representing an area where the median income is sufficient to qualify for a loan on a home valued at the median home price and not be cost-burdened. Values > 100 indicate increasing affordability.

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Stoney Creek Neighborhood

This Master Plan Update supports the City’s long history of forward-thinking land use planning. Unique to this planning process is the focusing in on “planning neighborhoods” that help the community envision land use closer to where they work, live, and play. Each neighborhood aligns with the five high school district boundaries. This page focuses on the “Stoney Creek” planning neighborhood.

Here, you will find general information about this neighborhood, future land use map changes, goals and objectives, and action items related to this neighborhood. Current conditions (current land use, demographics) and community survey results are found at the bottom of this page.



Stoney Creek - Snapshot of the Planning Neighborhood



Housing



Primary Housing type:
Detached Single-Family Residential



5,500
Residents



2,300
Households



Community Services

North Hill Elementary School
Hart Middle School
Stoney Creek High School

Fire Station #5
Bloomer Park, Yates Park, and Paint Creek Trail
Van Hoosen Museum



Transportation

43
Miles of Streets

35
Miles of Sidewalks

4
Miles of Pathways



Parks & Recreation

200
Acres of dedicated recreation space

Bloomer Park
Yates Park
Paint Creek Trail
Van Hoosen Museum

These parks provide diverse opportunities, from learning about the City’s History at Van Hoosen Museum, cross-country skiing in Bloomer Park or fishing along the Clinton River in Yates park.





Goods & Services

This neighborhood boasts diverse services, shops, and entertainment like City Life, Papa Joes, and Yates Cider Mill. The Stoney Creek Neighborhood also shares a border to the south with the City of Rochester and has access to shopping and dining in Downtown Rochester.



NEIGHBORHOOD INPUT

134 people from the Stoney Creek Neighborhood shared their ideas on the future of Rochester Hills during the Community Engagement process. Residents offered their insights into the future of the City at the HOA meeting, during Mondays with the Mayor at the OPC, and responding to the Quality of Life and Thinking About the Future surveys.

2024 Quality of Life Survey



Green space and open space are becoming the most valuable commodities for a community.

Stoney Creek
Neighborhood Resident



[Click Here for More Survey Results](#)

2024 Scenario Survey



[Click Here for More Survey Results](#)

Where are we going?

The goals, objectives, and action strategies in the **Stoney Creek** planning neighborhood start this section and lead into the Future Land Use map. The future land use map provides a visual representation of the intended development and conservation patterns within a community - focusing in on the **Stoney Creek Neighborhood**. The map serves as a guiding document for planners, policymakers, and the public, ensuring that land use decisions align with the community's long-term vision and goals. The primary goals of the master plan follow the map and address key elements of the community: housing, economic development, transportation, community amenities, and preservation/sustainability.

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Stoney Creek Neighborhood Goals/Objectives/Action Strategies

FUTURE LAND USE

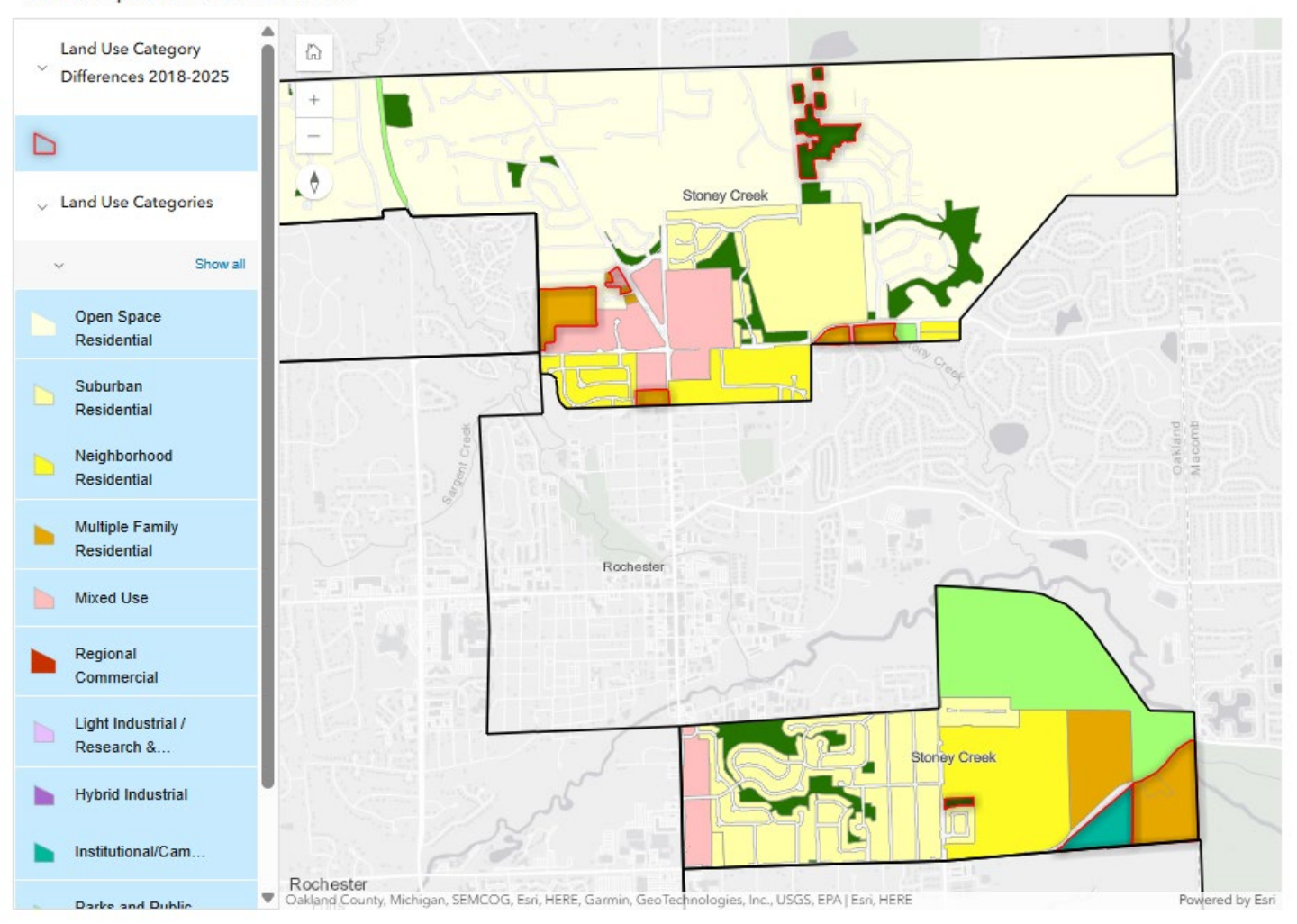
A Future Land Use Map is like the city's game plan for how land should be used in the future. It differs from the zoning map (which sets today's rules for development); instead, it shows the vision for how different areas should develop over time—like where new homes, businesses, parks, and roads should go. The Future Land Use Map is an important tool the City can use to guide decisions about growth, development, and preservation so that things happen in a way that makes sense and benefits the community.

Future Land Use Changes, from 2018 to 2025, for Stoney Creek Neighborhood:

- Introducing **Neighborhood Residential** east of John R. Rd, allowing 4 to 6 units per acre and attached housing where appropriate along major roads or near natural features.
- Renaming **Commercial Flex** to **Mixed Use** to support housing and local services along corridors, with Rochester Rd serving broader regional needs.

Select from the list of land use categories below to review the city's proposed Future Land Use classifications. Areas outlined in red differ from the 2018 plan. Click within the map to view a pop-up with more details. Table of all descriptions is below the map.

2025 Proposed Future Land Use



Open Space Residential: This designation reflects the natural feel of existing neighborhoods in the northern part of the City, including areas zoned Rural Estates and R1, with residential lots predominantly ½ to one acre in size. No new areas are proposed for this zoning.	Suburban Residential: This designation reflects existing single-family neighborhoods, with varying densities based on established development and aligns with R-2, R-3, and R-4 zoning districts. Lot sizes range from three to four units per acre. New housing on arterial roads may be attached if compatible with surrounding densities.	Neighborhood Residential: This designation is found long major roads and supports housing for empty-nesters and young professionals seeking attached or detached, low-maintenance homes near city amenities, with a density of four to six dwellings per acre. It includes manufactured housing communities, and aligns with MR, R-3, and R-4 zoning.
Multiple Family Residential: This category may accommodate a wide range of development types, including attached single-family dwelling units, senior housing, or apartment complexes. In general, the expected density range of development in the multiple family category is expected to be between eight and 12 dwelling units per acre, depending upon the type and design of the project.	Mixed Use: Most commercial corridors fall under this category. Development along Rochester Road will serve the broader community due to high traffic, whereas other corridors will serve the local neighborhoods. Housing may be part of a use mix, consistent with local development patterns.	Regional Commercial: This area includes the existing shopping center at Adams/M-59, with the addition of the area around the Crooks Road/M-59 interchange and is intended to serve the larger region.
Light Industrial/Research and Development: This designation includes workplace areas that serve light industrial and research/development users. Some areas, such those south of M-59 are expected to transition to more office and research park uses.	Hybrid Industrial: Areas planned for industrial use are suitable for light manufacturing that won't negatively impact nearby non-industrial areas. In the Hamlin/Avon Landfill area, light industrial development will focus on low-impact design and sustainability, energy generation, or recreation.	Institutional/Campus: This land use category includes colleges and institutional uses such as Ascension Providence Hospital, and Leader Dogs for the Blind as well as the City's DPS facility.
Parks/Public Open Space: The city's publicly owned parks and trail facilities are included in this land use category. There may be some privately-owned recreational facilities included when connections such as shared-use paths are provided to adjacent public recreation facilities.	Conservation Open Space: This land use category includes protected open space that has been preserved in conjunction with development.	

How did we get here?

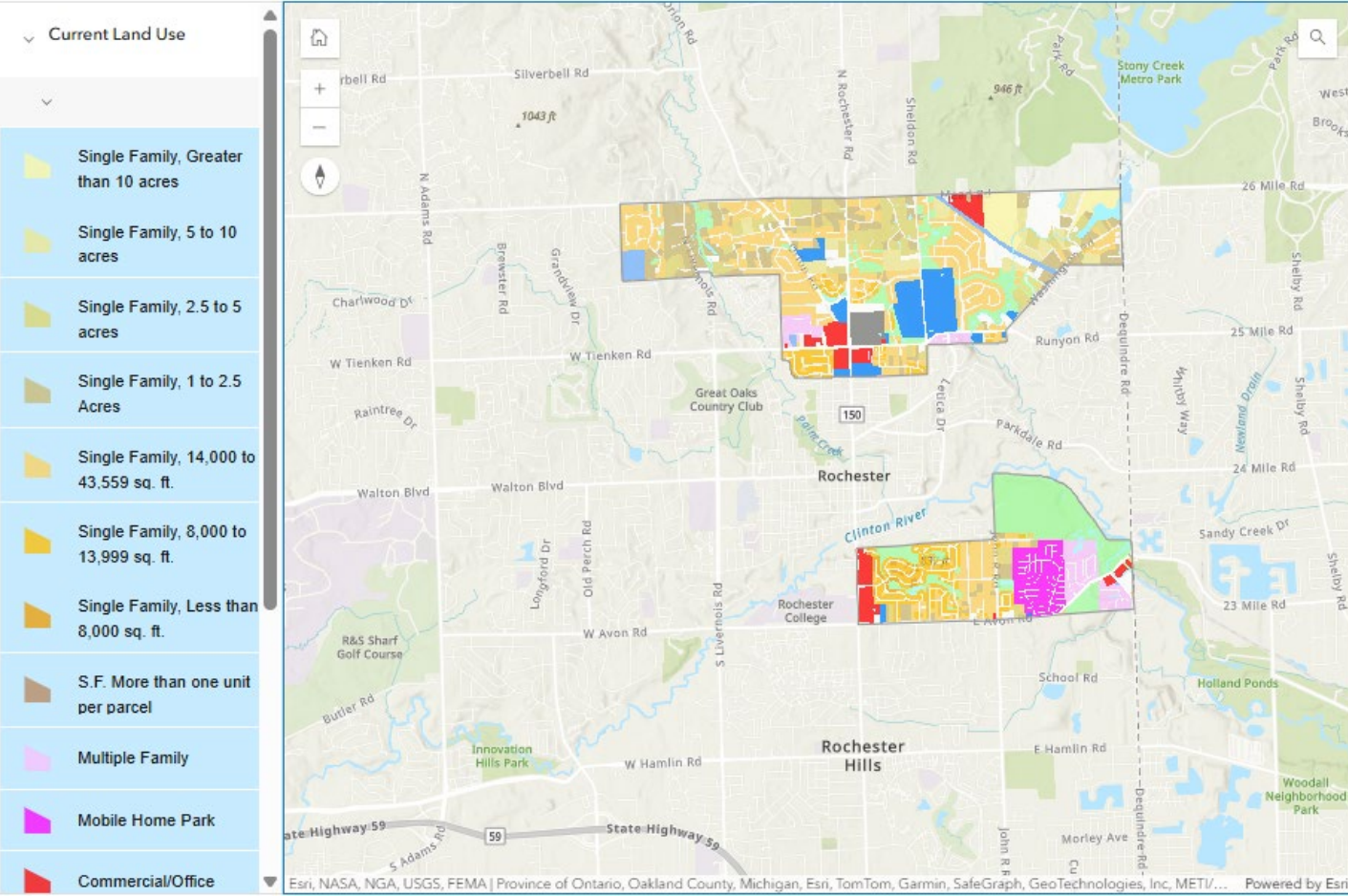
Community participation and understanding existing conditions in the City helped provide the framework for the Master Plan Update.

CURRENT LAND USE

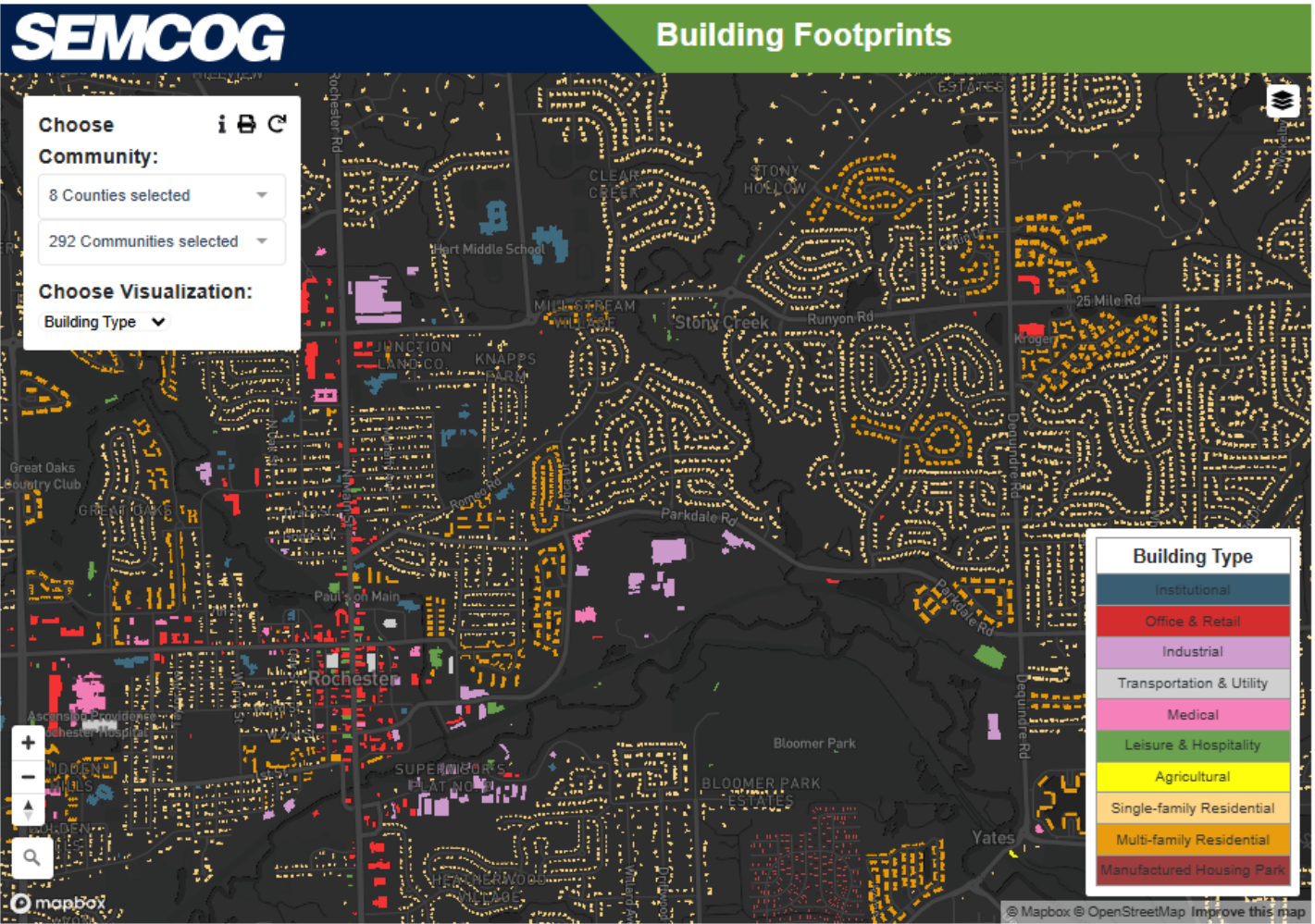
The current land use map is based on data and general categories established by Oakland County, intended to make it easier to compare how land is used across the County.

Select from the list of categories to review the city's current Land Use classifications.

Current Land Use



The Building Footprints map is created by SEMCOG as an inventory of buildings in Southeast Michigan representing both the shape of the building and attributes related to the location, size, and use of the structure. The layer was first developed in 2010 using aerial photography. This process was later repeated imagery in 2015 and 2020 to add recently constructed buildings to the inventory.



DEMOGRAPHICS

During the planning process, the Planning Commission reviewed data from the US Census, the Southeast Michigan Council of Governments (SEMCOG), and Esri. One tool to understand a market and its demographics is a "Tapestry Segment" by the data company Esri. Certain shared demographic, socioeconomic, and lifestyle characteristics can reveal interesting consumer behavior patterns and can help understand a community's complexity.

Understanding Neighborhood Market Characteristics:

Stoney Creek: "Golden Years"

This market features independent, active seniors nearing the end of their careers or already in retirement. They are singles living alone or empty nesters.

[more...](#)

Click the thumbnails below to jump to another neighborhood or go back to the citywide planning page.





Golden Years

Outline: Stoney Creek Neighborhood

Area: 4.69 square miles

DOMINANT TAPESTRY SEGMENT



1,289 households are *Golden Years*

32.1% of households are in this segment

Golden Years: *Senior Styles* LifeMode

Independent, active seniors nearing the end of their careers or already in retirement best describes Golden Years residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations...

[Learn more...](#)

ABOUT THIS SEGMENT



These neighborhoods are found in large metropolitan areas, outside central cities. Active social lives include travel, especially abroad.



They are generous supporters of the arts and charitable organizations. Leisure time is spent on sports (tennis, golf or walking).



Residents maintain actively managed financial portfolios that include a range of instruments such as IRAs and common stocks,.



Good health is a priority. They believe in healthy eating, coupled with vitamins and dietary supplements.



These consumers are well connected. Internet access is used for everything from shopping or paying bills to monitoring investments and entertainment.

ABOUT THIS AREA

Household Type:

Single Family; Multi-Units

Employment:

Prof; Svcs

Median Age:

40.6

Median Household

Income:\$103,631

Education:

71.7% College degree (2+ years)

KEY FACTS FOR THIS AREA

Click facts to 'Explore for more' details

10,233

Population

4,012

Households

2.55

Avg Size
Household

176

Wealth Index

93

Housing
Affordability

50

DiversityIndex

\$379,140

Median Home Value

0.00%

Forecasted Annual
Growth Rate



Golden Years

Outline: Stoney Creek Neighborhood

Area: 4.69 square miles

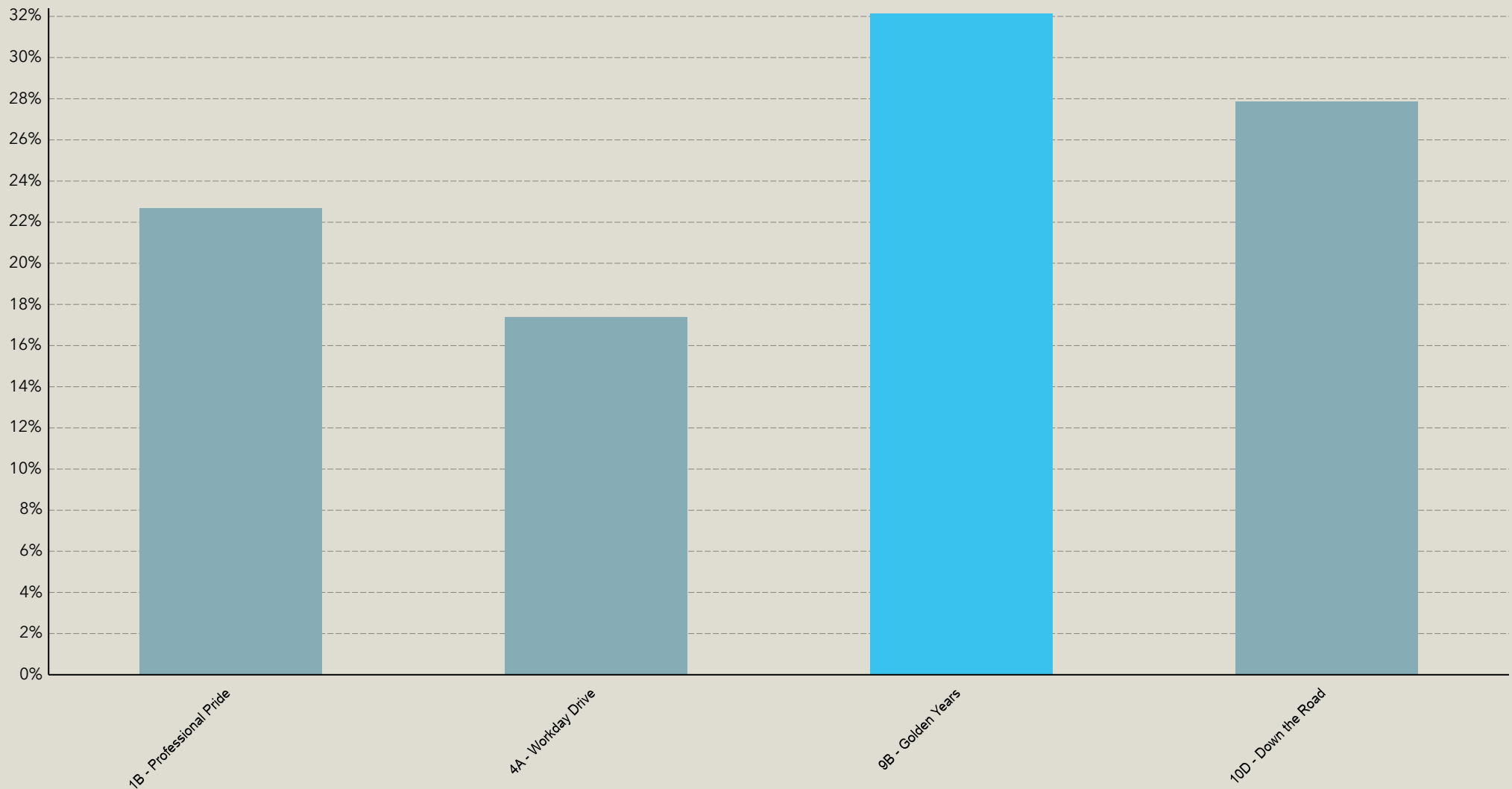
TAPESTRY SEGMENTATION COMPOSITION

This chart displays the percent of households in each segment in this area.



4,012 total households in this area

1,289 households in *Golden Years* - 32.1%





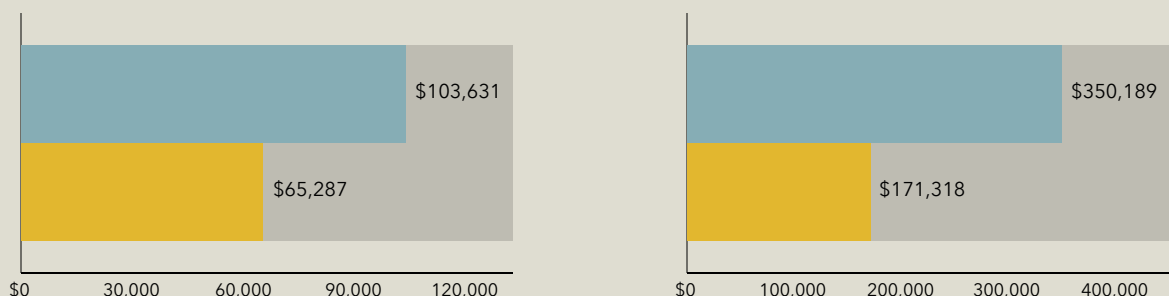
Key Demographic Indicators

Outline: Stoney Creek Neighborhood

Area: 4.69 square miles

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g. mortgages) or unsecured (credit cards) for this area.

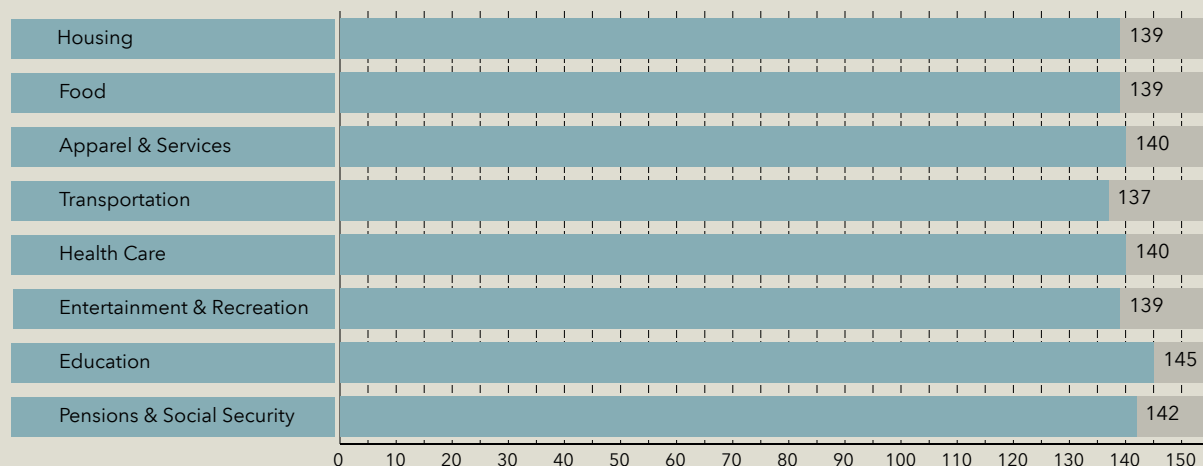


Bars show comparison to Michigan

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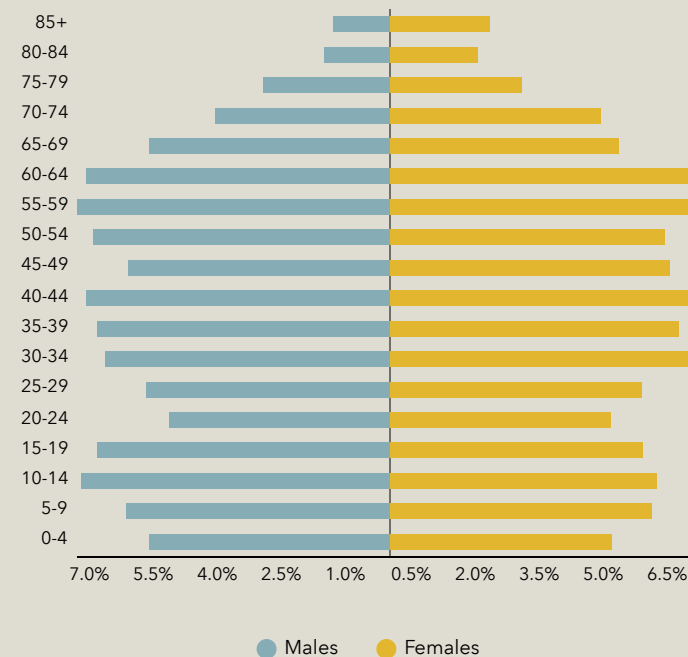
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average.



AGE BY SEX

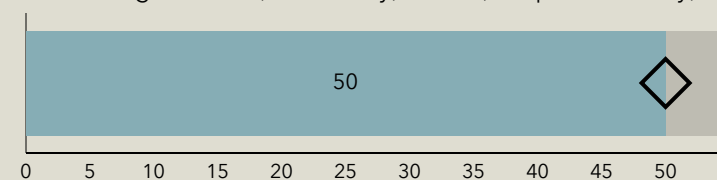
Median Age: 40.6



Males Females

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Dots show comparison to Michigan



Key Demographic Indicators

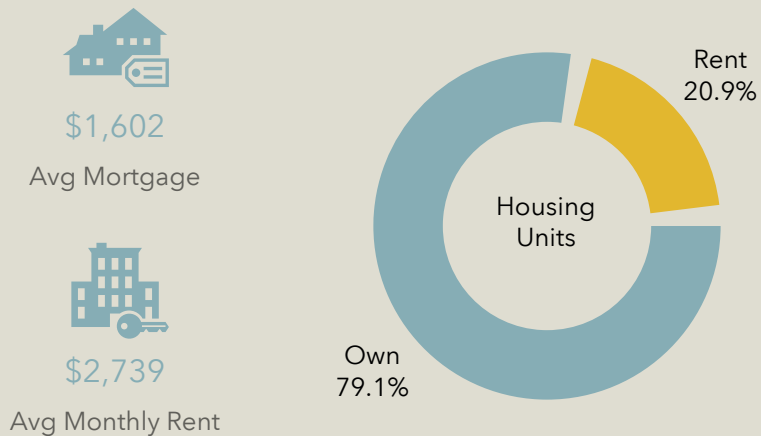
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HOUSING

Mortgage, rent and home value are estimated by Esri. Housing type is from the Census Bureau's American Community Survey (ACS).

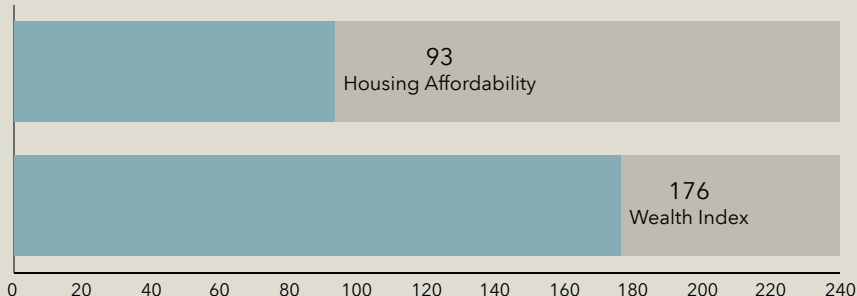


Typical Household Type: Single Family; Multi-Units

Median Home Value: \$379,140

ESRI INDEXES

Esri developed these indexes to display average household wealth and housing affordability for the market relative to US standards.



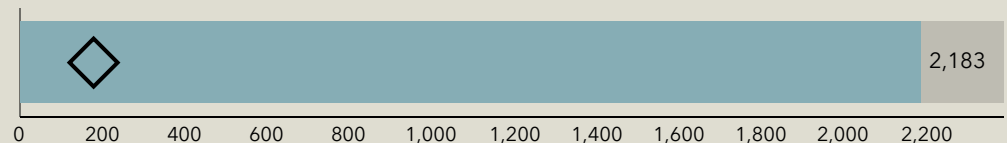
LANGUAGE

American Community Survey (ACS) population by language estimates are based on a rolling sample survey spanning a 60-month period (2017-2021).

Population by Language	Age 5-17	18-64	Age 65+	Total
English Only	1,617	4,684	1,059	7,360
Spanish	315	497	0	812
Spanish & English Well	295	455	0	750
Spanish & English Not Well	20	41	0	61
Indo-European	234	554	79	867
Indo-European & English Well	234	516	65	815
Indo-European & English Not Well	0	38	14	52
Asian-Pacific Island	21	174	73	268
Asian-Pacific Isl & English Well	21	154	73	248
Asian-Pacific Isl & English Not Well	0	20	0	20
Other Language	33	91	10	134
Other Language & English Well	33	91	0	124
Other Language & English Not Well	0	0	10	10

POPULATION DENSITY

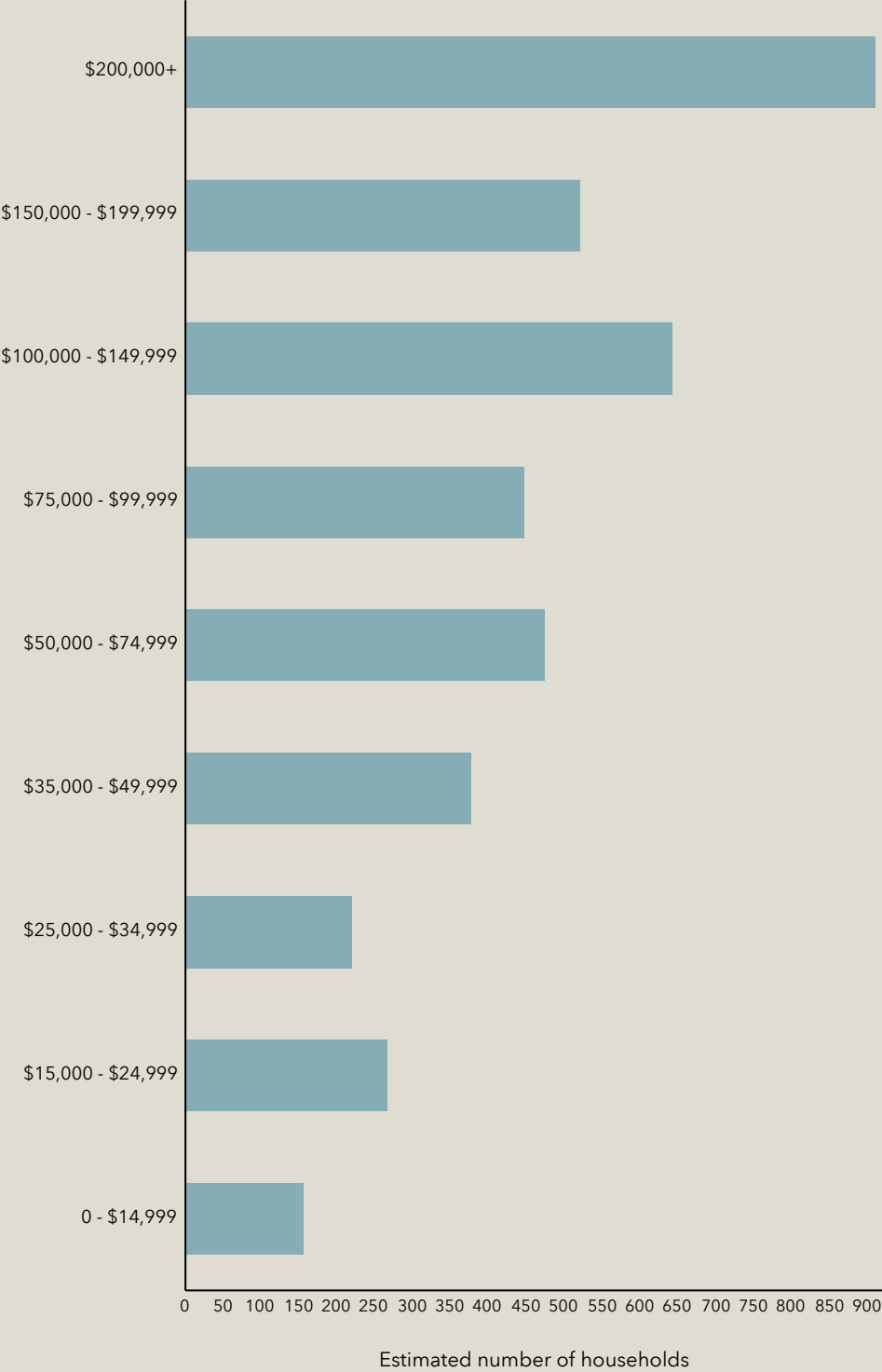
Average density (population per sq. mile) is displayed relative to the US or State average.



Dots show comparison to **Michigan**



2023 Number of Households by Income (Esri)

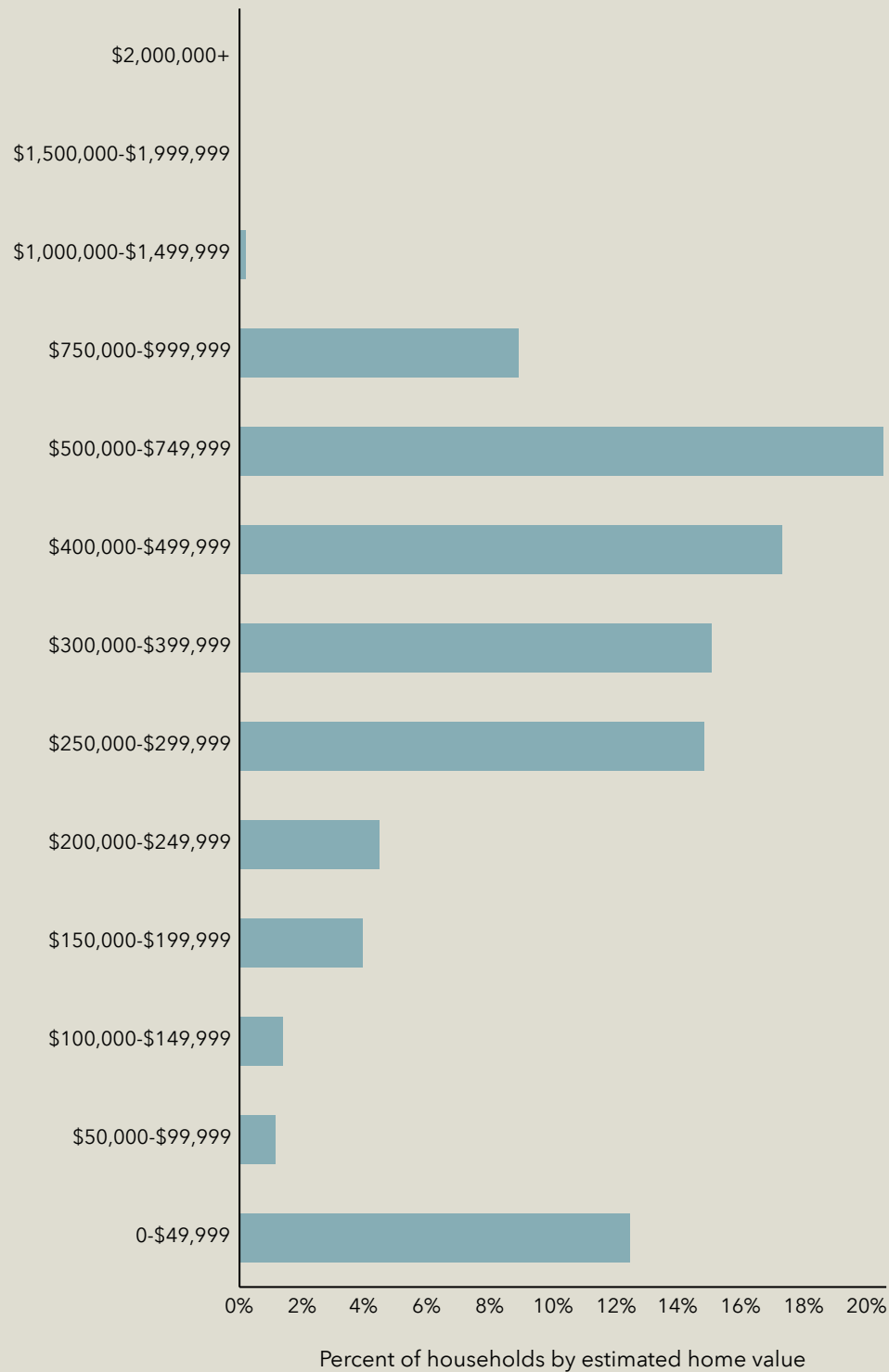


Average Household Size

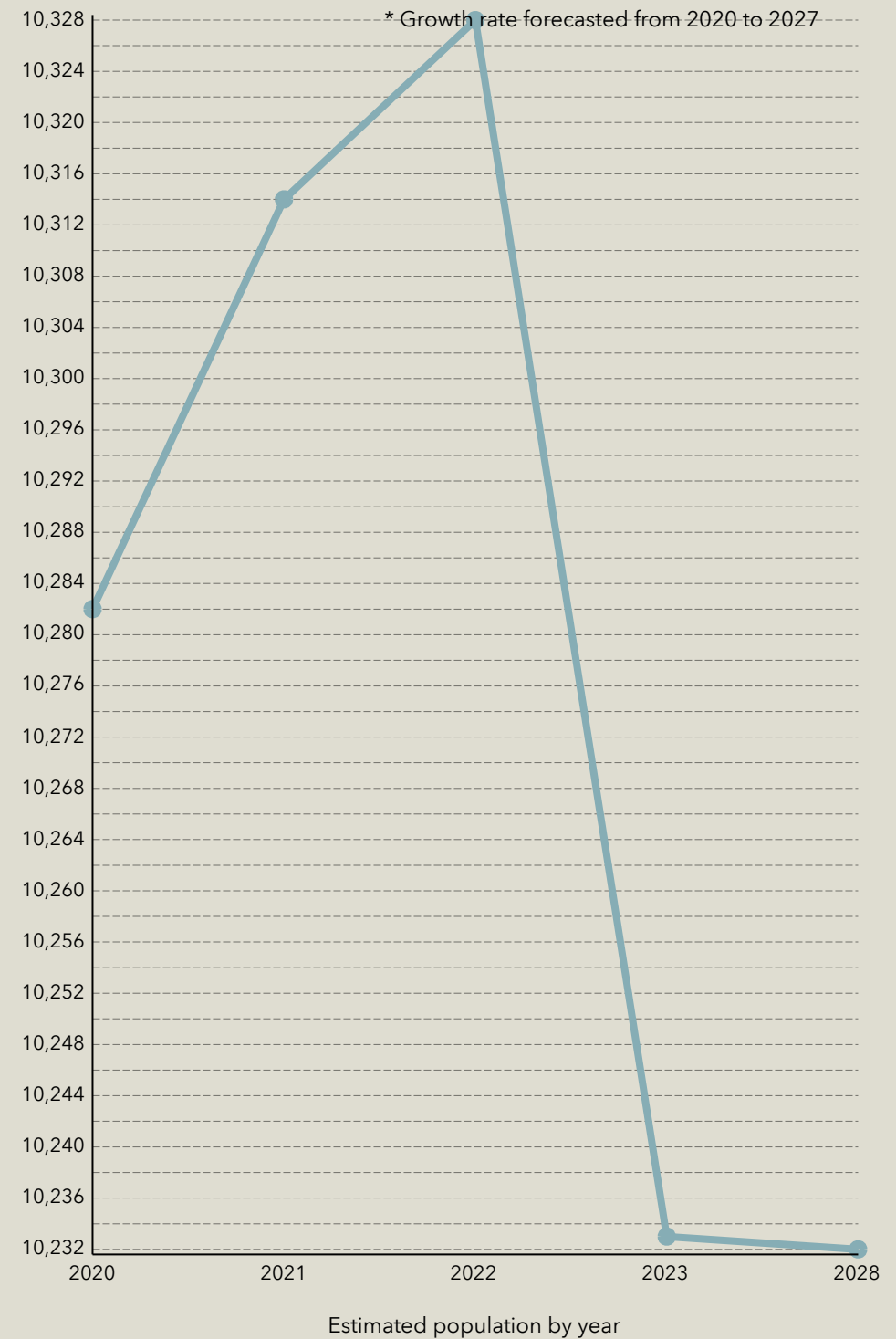
for this area
2.55 which is more than the average for United States

Area	Value ▼	0.00	4.00
This area	2.55	<div></div>	
United States	2.53	<div></div>	
Michigan	2.42	<div></div>	

2023 Home Value (Esri)



2023 Population Time Series (Esri)



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