

Gateways and Streetscapes Master Plan

What people see, whether they're walking, biking, or driving, has a big impact on how they feel about a place. As such, Rochester Hills also adopted a [Gateways and Streetscapes Master Plan](#) in 2023 to develop a palette of design elements that will be used to create a sense of place and apply a unique, complementary style across the City.

Gateways go beyond enhancing the visual experience by announcing the arrival to the community border or demarcating a special place with the City brand. The City wasted no time implementing the new gateways and began the process to install all recommended gateways and park signs in 2025.

The Streetscapes Master Plan built on the Transportation Master Plan and the city's 2018 Master Plan to ensure that streetscape infrastructure is updated in a manner that creates a safe, comfortable, consistent, and attractive environment throughout the city.

The plan establishes standards for key components of the streetscape, encompassing the pedestrian zone (from curb to sidewalk), the active zone (from curb to curb), and landscaping considerations. These standards will become Rochester Hills' policy to guide

Pedestrian Zone Amenities | *Fencing*

There are several different types of fencing seen throughout Rochester Hills as a safety measure, to protect natural resources, and to provide screening. Certain developments abutting streets require aesthetically pleasing screening to minimize visual pollution and separate space. The stainless steel cable railing and black aluminum railing both currently exist in streetscape treatments. Fencing is context-sensitive but should be functionally appropriate and comply with the requirements of Ordinance Article 12 - Landscaping and Screening.

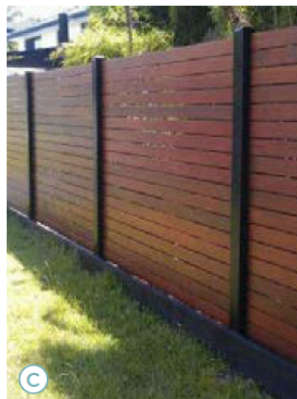
Innovative

- » Type A: Stainless steel cable railing
- » Type B: Black aluminum railing



Nature

- » Type C: Composite wood fencing to replace vinyl over time
- » Type D: Densely planted evergreen landscaping to form a living green wall (minimum height: six feet), where appropriate



departmental projects and private development site plans. The plan develops two design element families, Innovative and Nature, to be implemented depending on area context.

There is also flexibility for modifications, such as for historic areas. Safety standards are incorporated into components of the plan where applicable

Ordinances changes are recommended to require the Streetscape Master Plan elements to be implemented as appropriate in private projects. Implementation is dependent on available funding to complete public projects. It is understood that implementing the Streetscape Master Plan requires investment and funding on behalf of the City to cover additional project costs.

Pathways Plan

Rochester Hills has an extensive network of 8-foot shared use pathways running primarily along its major thoroughfares. This system does not have a number of gaps, which have been identified and mapped by the city. The City plans to ultimately add an additional 27 miles of pathways to complete this system. These additions will provide greater opportunity and convenience for all residents, but will particularly support the participation of Rochester Community Schools and Avondale Schools in the Safe Routes to School program.

Preservation & Sustainability



Preservation and Sustainability

The City of Rochester Hills has natural resources and cultural heritage worth protecting. Here, we focus on strategies to preserve what makes the community unique and special while embracing sustainable practices for the generations ahead. Integrating sustainability as a core principle of the Master Plan will ensure the City of Rochester Hills remains livable, resilient, and economically strong for future generations. Integrating sustainability into the Master Plan as one of the main “filters” positions the City to address critical challenges such as infrastructure resilience, environmental stewardship, economic vitality, and community well-being in a more meaningful way. By bringing sustainability to the forefront, the 2025 Master Plan serves as a roadmap that balances development with resource conservation, enhances quality of life, and positions the City as a leader in responsible planning.

Rochester Hills is known for being “innovative by nature,” which is clear through the City’s emphasis on maintaining its natural resources, preserving cultural and historical assets, and remaining a great place for people to live, work, and raise a family. This section of the Master Plan focuses on describing the City’s goals and objectives of preservation and sustainability community wide. The recommendations ensure that the City will continue to be a leader in innovation and preservation and sustainability.

Why Preservation and Sustainability Matters

A sustainable community meets the needs of the present without compromising the ability of future generations to meet their own needs. It strives to balance environmental health, economic growth, and social well-being as all being equally important for community success. As the City continues to evolve, the City’s long-range plans, in all areas, should support current and future residents and businesses, the natural environment and a healthy social environment. By integrating sustainability into the master plan, the City can:

- Protect natural resources like clean air, water, and green spaces.
- Build strong infrastructure that is efficient, can withstand the changing environment, and can meet future demands.
- Support businesses and jobs that provide long-term economic stability.
- Foster a high quality of life throughout the city, ensuring safe neighborhoods, good transportation options, and healthy lifestyles.

Community Input

Throughout the Master Plan Update community input process, residents, business leaders, and other key stakeholders were able to share their feedback in a variety of ways as fully described in the ***Community Engagement*** section.

Preservation and sustainability were common topics that were mentioned as a top priority by participants throughout the process. In the Staff Visioning survey, open space and

preservation alongside financial stability were seen as strengths for the City. Staff saw opportunities for the City to continue to be a leader in the preservation of open space but also recognized that it is a difficult situation to balance preservation against development or redevelopment pressures for expanded housing options or nonresidential development.

The Community Quality of Life survey asked which environmental issue was the most pressing in Rochester Hills. Over 60% of participants shared that the loss of tree coverage was their main concern regarding environmental issues within the City. In addition, nearly half of respondents shared that the loss of open space was a key issue that the City should address in the future. In each of the small group workshops and key stakeholder meetings, preservation of open space and fiscal stability were common themes found within participants' feedback and were identified as a topic that should be prioritized in the Master Plan. One respondent stated, **“Green space and open space are becoming the most valuable commodities for a community.”** This sentiment was a consistent theme found throughout the community engagement process. Based on the community input and feedback throughout the Master Plan process, the 2025 Master Plan focuses on preserving the City's existing open spaces, historical sites, and remaining a fiscally responsible community for present and future Rochester Hills residents.

Preservation and Sustainability Goals and Objectives

What do we want?

- A city that is naturally beautiful and ecologically healthy
- A city that shares its evolving story with the community and preserves its history for future generations
- A sustainable, energy-efficient community

Why?

- To care for the legacy we leave to future generations
- To tell the story of the community with built and natural environment
- Mitigate the long-term environmental changes and make a community more resilient

How will we do it?

- Use innovative tools to protect wetlands, woodlands, and water resources.
- Implement low-impact design and stormwater management
- Preserve and promote the city's history through key structures and sites.
- Minimize development impacts on historic properties and encourage their reuse.
- Maintain and update historic sites inventory and map.
- Increase awareness and investment in historic preservation.
- Provide zoning flexibility and support for maintaining historic resources.
- Share preservation assistance options with property owners and buyers.
- Create a citywide Sustainability Plan

Preservation and Sustainability Strategies

Natural Features

The City has a long history of protecting natural resources and prioritizing the preservation and restoration of wetlands and woodlands within the City, especially where development impacts natural features. There are several boards and commissions established by the City that actively promote environmental protection and preservation. The City is known for being one of the first communities to adopt wetland and woodland ordinances, providing regulations to minimize impacts to these natural features. The City has a natural features setback regulation, requiring 25 feet of natural area adjacent to water features to prevent intrusion or harm to these features. A steep slope ordinance was also created for these same reasons.

The City has been recognized as a Tree City USA from the Arbor Day Foundation for over 35 years. Because of the numerous programs and resources the City dedicates towards tree preservation, Rochester Hills has also received the Tree City USA Growth Award, which honors communities that demonstrate higher levels of tree care and community engagement during the calendar year.



Initiatives that support the natural resources in the community include:

- [Free Street Tree Program](#)
- [Community Canopy Program](#)
- [Phragmites Treatment Program](#)
- [Plant Native. Rochester Hills!](#)
- [Outdoor Engagement Programs](#)

The City is primarily part of the Clinton River Watershed, which includes 760 square miles and covers 71 communities in five counties. [The Clinton River Watershed Council \(CRWC\)](#) is headquartered in Rochester Hills and is located at the Avon Nature Study Area, which is also home to City Hall. With convenient access to the Clinton River, the CRWC is dedicated to protecting, enhancing, and celebrating the Clinton River and its watershed. As the landlord to the CRWC, Rochester Hills should continue to work with CRWC to evaluate the current location and building and look at options to help this growing organization meet its future needs and the ability to accomplish their important mission.

The City has been a leader in obtaining green space for permanent protection of quality open space for the community. Over 138 acres of properties with prioritized natural features have been acquired by the City as part of a Green Space millage since 2005. The Green Space Advisory Board (GSAB) was established for the purpose of developing strategies and making recommendations regarding the expenditure of millage funds to:

- Permanently preserve natural green spaces, wildlife habitats and scenic views
- Protect woodlands, wetlands, rivers and streams
- Expand the Clinton River Greenway and other trail corridors

In addition to acquiring land, as the next phase of protecting our natural resources, Rochester Hills voters approved a ballot proposal in 2013 to revise the permissible use of tax revenues derived from the Green Space Millage to be used to fund the protection, care and maintenance of, and to improve pedestrian accessibility to and within, green spaces and natural features owned, acquired or controlled by the City. A long term management plan was developed for a [Natural Features Stewardship Program](#) in late 2015.

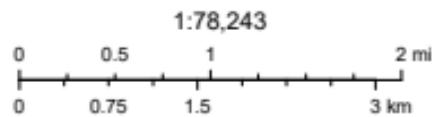
The Master Plan Update recognizes the City's current efforts regarding sustainability and recommends that the City continues to fund, promote and expand these efforts. The City, in partnership with ASTI Environmental, updated its [Natural Features Inventory](#) in 2024. The inventory builds on the 2005 natural features inventory data and sought to understand the current status of the natural features within Rochester Hills and provide insight as to whether ordinances such as the City's natural features ordinances were working. The results of the inventory indicated that despite development over time, the City retained much of its wooded areas and wetlands. The inventory was then incorporated into an award winning, web-based interactive storymap called [Our Environmental Story](#), which provides a wealth of information about the various types and benefits of natural features that are found in the City.

With the 2024 Natural Features Inventory serving as a guide, the city will update wetland mapping on a regular basis as individualized wetland assessments are performed. This information will be utilized to track measurables related to wetland permitting and preservation. In addition, the city will integrate city tree plantings into its tree canopy GIS database and other environmental data to provide a holistic view of environmental features and assets within the city. The city will continue tracking the number of trees removed as a part of the Tree Removal permitting process and compare this data to the number of trees physically planted and with the amount of fees paid into the City Tree Fund.

Woodland & Wetland Areas



- Woodland Area (2024)
- Wetland Area (2024)



Oakland County, MI, Esri, NASA, NGA, USGS, FEMA, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

The Natural Feature Inventory demonstrates the City's commitment to preserving and protecting the city's natural features that help define the identity of Rochester Hills. By utilizing the updated natural features inventory the City is better equipped to understand any potential impacts that future developments may have on the existing natural features, the quality of those natural features, and how those natural features relate to the larger environmental system within the City. In addition to the Natural Features Inventory, the city will utilize GIS, AI, and other innovative computer applications and data sets to make more informed and transparent decisions related to tree canopy coverage, green space, acquisition, and natural resource management. For example, the city will continue tracking the square footage of wetlands that are authorized to be filled and track the linear square footage of natural features setbacks that are allowed to be impacted as result of development. The natural feature inventory will also aid the city's Green Space Advisory Board, in identifying potential areas of land that the city could look to purchase and preserve as open space. The city will maintain the current level of funding for the green space fund and continue appropriate investments to allow the fund to generate enough revenue to pay for planned initiatives and purchases when applicable. The preservation of natural features, as reiterated through the Master Plan's public input sessions, are not only key resources for proper environmental stewardship but also offer residents an opportunity to connect with nature. The city will look to find appropriate ways to integrate sustainability into the overall site plan review process and how projects are presented to the Planning Commission and City Council. An additional way the city will look to protect and preserve natural resources is by studying ways to incentivize or increase penalties for removing or impact wetlands, natural features setbacks, trees, and other natural resources in the highest rated areas that were identified during the Natural Features Inventory. The city will continue its current efforts to protect and preserve those natural areas identified as a part of the Natural Features Inventory, while seeking out new and innovative strategies to keep Rochester Hills as a leader in natural resource preservation and protection.

Infrastructure Management

Managing infrastructure and planning for the future go hand-in-hand. Roads, stormwater management, and pathways and sidewalks were consistently mentioned as forms of infrastructure that participants in the community engagement process would like to see the City continue to make improvements. The City of Rochester Hills offers residents and business owners access to quality infrastructure and actively seeks out new methods and opportunities to improve infrastructure throughout the City. To learn more about roads, pathways, and traffic management in the Master Plan, please visit the ***Transportation*** section of the Plan. In addition, the City's [Capital Improvement Plan](#) (CIP), is a multi-year planning instrument used to identify needs and financing sources for public infrastructure improvements. The purpose of a CIP is to facilitate the orderly planning of infrastructure improvements, to preserve and protect the City's existing infrastructure system, and to provide for the acquisition or scheduled replacement of equipment in order to ensure the efficient delivery of services to the city.

Stormwater runoff is rain or snowmelt from a site that is not absorbed into the ground. This runoff comes from the impervious or hard surfaces such as roofs, driveways, streets and parking areas. It is captured through storm drains and pipes, creeks and basins, where it is released over time to mimic the release prior to development. Stormwater management has increasingly become a topic of concern for many neighborhoods that have aging stormwater systems that may or may not have been maintained properly.

Homeowner Association (HOA) representatives and other residents shared during the planning process that the way stormwater is managed in the City should be reviewed. Currently most HOA's are in charge of the long term maintenance of stormwater infrastructure within subdivisions, including the stormwater ponds and overall collection system. Data from the Great Lakes CAP Team (formerly known as GLISA) demonstrates that precipitation levels and annual average temperature have been steadily increasing over the years. Per the Great Lakes CAP Team, Southeast Michigan has a 21% increase in the total amount of precipitation from 1953 to 2023. In addition, Southeast Michigan has seen its annual average temperature increase by 2.9 degrees from 1953 to 2023. These steady increases in precipitation and temperature over time show that future infrastructure planning in Rochester Hills and the region should account for these changes and trends as more frequent and intense storm events can be anticipated. The city will further implement Best Management Practices (BMPs) to help limit stormwater runoff and to provide additional water quality control measures with each new development and city project. There are currently seven projects identified in the city's CIP exclusively for improved stormwater management. During the CIP review and budget analysis the city will look to implement a weighting factor for projects that implement BMPs and focus on environmental sustainability. By understanding the effect that BMPs and environmental focused improvements have on projects, the city will be better equipped to understand the total cost of projects. These types of projects may not be initially cost effective, but may be cost effective in the long run and provide significant environmental benefits for the city and residents.

The City of Rochester Hills recognizes its role in ensuring that all residents and businesses have access to quality infrastructure, which includes stormwater management. The City will seek new opportunities to invest in improved stormwater management and understand the best course of action within the City's neighborhoods.

Historic Preservation

The City of Rochester Hills has a rich heritage dating back to the early 1800's. In 1978, the former Avon Township established a study committee that evaluated and eventually recommended areas of the township to be designated as historic districts. Upon adoption of the Historic Preservation Ordinance in 1979, several areas were officially designated Historic Districts and a Historic Districts Commission was appointed to guide the preservation and protection of resources within these districts. The City has two main historic districts, Winkler Mill and Stoney Creek, with a third noncontiguous Historic District which comprises a number of independent historic sites throughout the City. The established historic districts serve as a way for the City to preserve its over 200 year history for future generations and

enables residents to build a relationship with the place they call home. The districts also represent the transition of the township toward commercial farms such as Van Hoosen, to the growth of manufacturing represented in the National Twist and Tool Company. Preservation of historic properties throughout the city allows residents to continue to interact with the tangible evidence of the city's history.

Stoney Creek Historic District

The district contains the unincorporated village of Stoney Creek and Van Hoosen Farm. The district is almost wholly residential in character, with houses dating from the 1830s to the 1990s. There are a variety of fencing and stone walls within the district. The Stoney Creek settlement was established in 1823 and developed in the 1830s. Some of the most significant properties in the district include Van Hoosen Farm, the Greek revival house at 1046 East Tienken, the Stoney Creek School, and the Sign of the Black and White Cow.

Winkler Mill Pond Historic District

The Winkler Mill Historic District is an approximately 104-acre district located in the northeast corner of the city. Centered around Winkler Mill road and Winkler Mill Pond, the district has rolling terrain and is heavily forested. The centerpiece of the district is Winkler Mill Pond, all of the properties surrounding it have slopes to the water's edge. A stream runs out of the south end of the pond. The southwest half of the district Winkler Mill Road retains its historic rural setting. The district contains one of the most intact concentrations of historic farm buildings found on the Levi Cole Farm, which dates back to 1825. Other significant properties include the house at 1740 Washington Road, the Von Isser House, and the house at 6425 Winkler Mill Road.

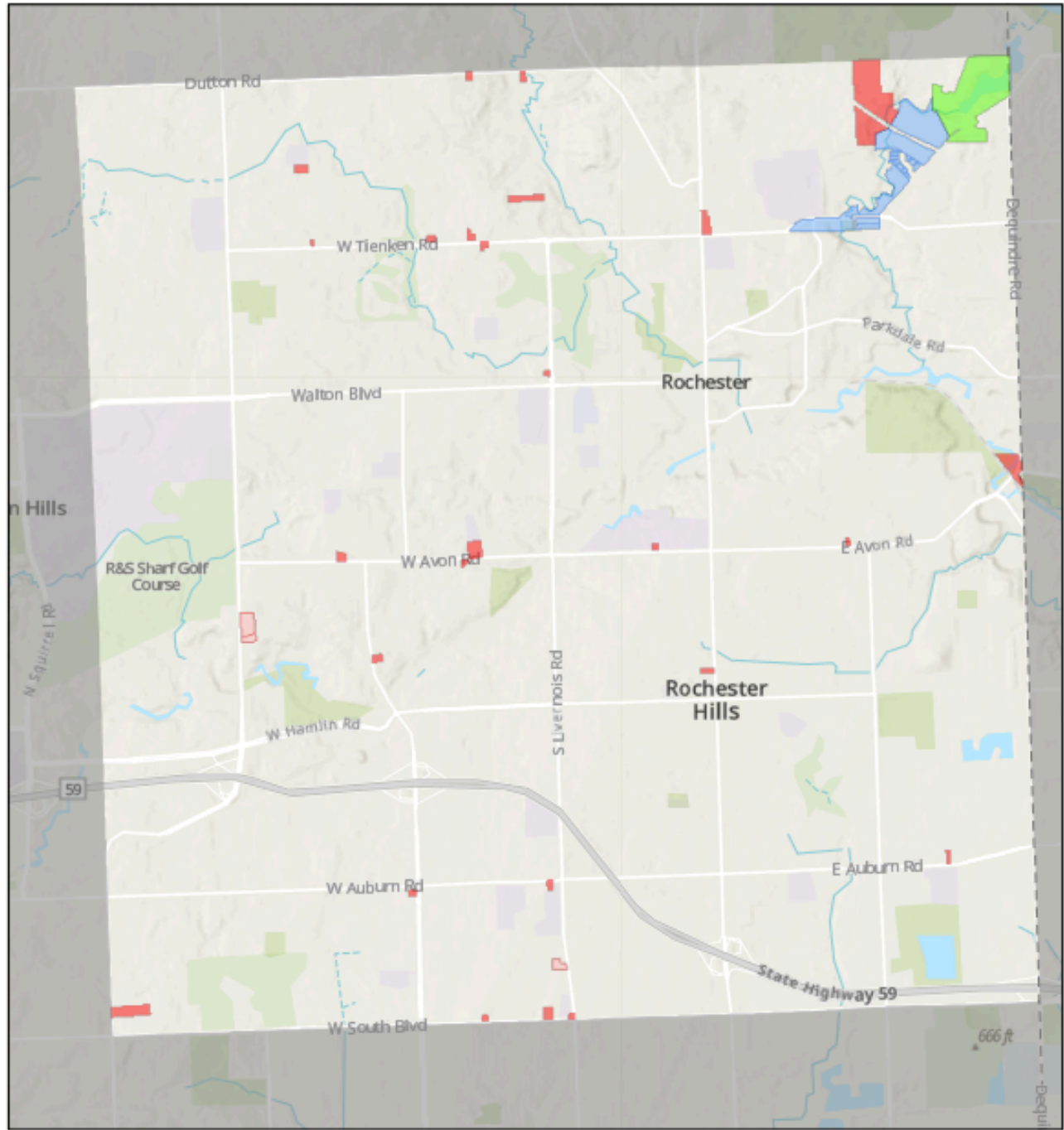
When a community invests in historic preservation and establishes clear guidelines on how to protect these sites, that community is better suited for a stronger sense of community for current and future residents.

Historic preservation was a topic routinely mentioned by participants in the community engagement process and is a key topic for the Master Plan. One resident shared, **“We can promote business investment in the existing business corridors by providing incentives for redevelopment without jeopardizing the undeveloped and historical portions of the city.”** The participant shared that there is a way to balance development with the preservation of open space and historic sites. This sentiment was routinely shared when discussing historic preservation within the City and in the years to come.

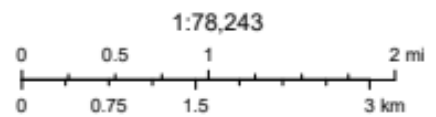
Key objectives of the Master Plan focus on historic preservation and maintenance of historic properties. The City will continue to update its historic site and district maps to ensure that accurate information is displayed for those hoping to learn more about their property. Currently, the City provides a list of resources for historic site property owners and the City will seek out new resources and continue to provide guidance on how to care for historic properties and will seek out potential new historic sites and designations for sites throughout the City.

- Develop specific design guidelines for each of the contiguous historic districts within the City and assess the need for RH specific overall guidelines that would be more generally applicable to the noncontiguous historic district.
- Ensure historic district commission review is fully integrated into the site plan review/development process for nonresidential historic resources in the city.
- Develop ways to further promote the existence of the historic resources in the City and the rules and regulations that are associated with them
- Work with Oakland County to promote historical assets within the community as a potential tourism opportunity.
- Increase communication with those residents that currently reside within the City's historic districts to proactively develop guidelines, regulations and solutions for modernizing historic buildings in a manner consistent with Department of Interior regulations.
- Review how a sidewalk/pathway system servicing the Stony Creek Historic District can be developed to improve safety while minimizing impacts to the integrity of the district.

Historic Districts



- Noncontiguous Under Study
- Winkler Mill Historic District
- Noncontiguous Historic District
- Stoney Creek Historic District



Oakland County, MI. Esri, NASA, NGA, USGS, FEMA, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

Community Amenities



Community Amenities

Great communities are built on great experiences. From parks and libraries to recreation centers and public spaces, this section celebrates the amenities that bring people together and enriches lives. The City of Rochester Hills is well known for the amenities it offers residents and visitors from the region. Whether it's the great system of parks, excellent schools, or high level of service from first responders and City administration, Rochester Hills is a leader in providing outstanding amenities for its residents and has repeatedly been recognized as one of the best places to live, most recently in 2025 as #1 in Michigan and #9 in America as reported by the U.S. News & World Report. The Master Plan recognizes that the current level of access and opportunities to use the amenities offered to residents will continue to be the standard. The City also recognizes that there is a need to innovate and find new opportunities to invest in community assets to remain a great place to live, work, and raise a family for current residents and be a means to attract future residents. By seeking out new opportunities to invest in community assets, Rochester Hills residents' quality of life will continue to be at a high level. In addition, adequate and well-maintained community assets can improve property values, increase economic and environmental resilience, and serve as a way for residents to connect with one another and enhance social connections amongst themselves. This section of the Master Plan will discuss the goals and objectives associated with community amenities and provide a breakdown of topics where the City will look to innovate and enhance the current level of community amenities.

Why Community Amenities Matter

Planning for the future of what community amenities and city administration will look like in the years to come is an important part of the Master Plan Update process. Community input and feedback on the current community amenities available to residents and receiving input on the types of amenities residents would like to see in the future is important. Rochester Hills is a leader in providing adequate community amenities and services for its residents and values the feedback shared by its residents. Understanding what amenities and services residents would like to have access to allows a community to better understand the type of investments it may need to make in the future to attract new residents, but also ensure that current residents continue to have access to updated and state of the art community spaces.

Community Input

Throughout the Master Plan Update community engagement process residents and key stakeholders shared that the City is a leader in the type and level of community amenities and services the City administration provides its residents. Parks, schools, and the city administration were all viewed favorably by residents, staff, and other stakeholders. Parks and open spaces were routinely listed as amenities that residents view most favorably. In the Community Quality of Life survey, participants were asked to share the three most important qualities they look for in the community. Over 450 individuals responded and shared that

schools, access to nature, and city services are the top three qualities they look for in a community. This preference shared by survey takers demonstrates the importance of community amenities and services for a community and illustrates the importance of planning for a future that emphasizes these aspects of a community. City administration and the high-level of service by City employees were routinely listed as reasons why stakeholders enjoyed living and working in Rochester Hills. When asked to list three things that they like about Rochester Hills, one participant shared that the City has “great leadership, management, and staff.” Quality city services and amenities were consistently listed reasons why people want to live in Rochester Hills, but also areas where the City should continue to be a leader in and look for ways to innovate and address any concerns or issues regarding community amenities. The 2025 Master Plan Update recognizes the variety of ways that Rochester Hills provides its residents with access to great schools, parks, and fantastic service from its employees and recommends that the City continue to prioritize these assets into the foreseeable future.

Community Amenities Goals and Objectives

What do we want?

- Parks and recreation facilities and programming for all residents and visitors
- Adequate and well-maintained infrastructure
- Excellent public services

Why?

- To support socially and physically healthy community
- To plan for and budget resources for infrastructure expenditures
- To provide the high level of service city residents deserve and expect

How will we do it?

- Expand recreational facilities to meet residents’ needs.
- Close gaps in the city’s off-street pathway system.
- Partner with schools, and others to share facilities.
- Engage neighborhoods in planning and supporting local parks.
- Connect schools, sidewalks, and parks to the pathway system.
- Upgrade aging infrastructure with state-of-the-art materials.
- Assess and improve Police and Fire facilities as needed.
- Collaborate with neighboring communities and the County on public services.
- Keep recreation and capital improvement plans current.

Community Amenities Strategies

Recreational Facilities

Parks and open space are key community assets and Rochester Hills has no shortage of recreational opportunities for its residents and visitors from across the region. Recreational facilities and open space provide a variety of benefits for residents and the City itself. When people can connect with nature and one another their quality of life can improve through physical exercise and opportunities to visit with friends and family. Properties parks and open space see real benefits in the property values and ability to attract new residents and enrich the livelihoods of existing residents. The City will look to continue its long history of investing in recreational opportunities and seek out new ways to provide residents and visitors with additional access to connect with nature and one another. During the mayor's State of the City address, it was announced that over the next 5 years the City will invest \$35 million aiming to make Rochester Hills's park system among the best in the country. To learn more about access and connectivity within the City and the Master Plan, check out the ***Transportation*** section.

Throughout the community engagement process, parks and recreation and open space were consistently listed as reasons why people enjoy living in Rochester Hills. Many participants shared that continuing to invest in parks and open space should remain a top priority for the City to invest in and seek out innovative methods to improve the quality of parks and improve access to the City's parks and open space. The City of Rochester Hills has an excellent parks system that provides residents and visitors a variety of different programs and experiences when visiting the City's parks. The Rochester Avon Recreation Authority (RARA) provides exceptional recreational programming, including sports, fitness classes, and community events that promote active and healthy lifestyles.

The City's Parks and Natural Resource Department recently updated their Master Plan and Strategic Plan in 2023. These plans can be found in the ***Related Plans*** section.

Additional Amenities

Rochester Hills boasts a rich array of community facilities that serve residents of all ages and interests. The city's public library is a cornerstone of learning and connection, offering a wide range of resources, programs, and events for families and individuals alike. For adults 50 and over, the Older Persons' Commission (OPC) stands out as a vibrant social and activity center, offering enrichment classes, fitness and aquatic programs, travel opportunities, and supportive services to foster engagement and well-being. Additionally, higher education is well represented in the area, with institutions like Rochester University, Oakland University (OU), and Oakland Community College (OCC) contributing to the intellectual and cultural vitality of the region. Together, these facilities and institutions make Rochester Hills a dynamic and supportive place to live, learn, and grow.

City Administration and Public Services

The City of Rochester Hills prides itself on providing residents and businesses with a high level of service and exceptional public services. In the 2023 Resident Survey, residents shared that they had a high-quality of life and highly rated the level of service in Rochester Hills. Additional details regarding the Resident Survey can be found [here](#). The same sentiments regarding the level of service and access to quality public services were shared during the community engagement process. Many respondents mentioned that the level of safety and access to quality public services were reasons they moved to Rochester Hills. The City will continue to maintain and improve its current level of services available to current and any potential residents. During the recent State of the City address, the Mayor shared that the City became debt free, for the first time in City history, in March of 2025, which exemplifies the City's commitment to stability and fiscal responsibility while providing excellent public services for its residents.

Maintaining a high level of safety within the community will continue to be a top priority for the City in the coming years. Currently, Rochester Hills partners with the Oakland County Sheriff's Office, which provides police services for the City. In total there are five fire stations that are strategically placed to cover all parts of the City.

In addition to excellent public safety facilities and services, Rochester Hills is home to two great school districts: Rochester Community Schools and Avondale Schools.

Non Profits and Religious Institutions

Rochester Hills is enriched by a vibrant network of nonprofits and places of worship that play a vital role in community life. Organizations like the Community Foundation of Greater Rochester, Rochester Area Youth Assistance, and the Rochester Regional Chamber of Commerce actively address local needs—from supporting families and youth to fostering economic growth and cultural vitality. Places of worship serve as hubs for fellowship, service, and outreach, often collaborating with the city and local nonprofits on initiatives such as food drives, volunteer programs, and neighborhood events. These partnerships strengthen the City's social fabric, ensuring that residents have access to support, resources, and opportunities to connect. Together, nonprofits, faith communities, and the city work hand-in-hand to create a caring, resilient, and inclusive Rochester Hills.

Collaboration with Neighboring Communities

As the 3rd largest City in Oakland County, and 18th largest in the state,, Rochester Hills plays a key role in the greater Southeast Michigan region. As a City with a great park and school system, it continues to be a desired location for people to live and raise a family. To continue to be a great place to raise a family or start a business, the City will continue to partner with neighboring communities and seek out partnerships that enhance regional services. These partnerships with neighboring communities may include working together to improve infrastructure, providing additional transportation options and traffic improvements, and

attracting new economic development opportunities or looking to redevelopment sites within the City. Rochester Hills has a long history of being a leader within Oakland County and Southeast Michigan and will actively continue to serve as a role model for nearby communities and communities throughout the State of Michigan. For more information, check out the ***regional planning*** section.

Age-Friendly Communities

The City of Rochester Hills is a great community for people of all ages. Additional efforts can improve the livability for its aging residents - and benefit the entire community. Michigan has taken significant steps to become an age-friendly state, making it the first in the Midwest and among the first in the nation to join the AARP Network of Age-Friendly States in October 2019. This designation is part of a broader initiative, also aligned with the World Health Organization's Global Network of Age-Friendly Cities and Communities, to help communities better support residents of all ages—especially as the population ages and the number of adults over 65 is set to outnumber children under 18.

The state's [Age-Friendly Action Plan](#) provides a blueprint for helping adults 50 and older live well and safely in their communities, with a focus on areas such as community and information, respect and social inclusion, social participation, transportation, community and health services, and elder abuse prevention. The plan uses AARP's "Eight Domains of Livability" as a framework—covering outdoor spaces and buildings, transportation, housing, social participation, respect and social inclusion, civic participation and employment, communication and information, and community and health services.

Several Michigan municipalities—including Auburn Hills, East Lansing, Grand Rapids, Jackson, Lansing, Novi, Royal Oak, and Southfield—have joined the Age-Friendly Community network, with many more in the planning stages. These communities are working to implement policies and programs that make neighborhoods more walkable, provide accessible transportation, ensure access to key services, and support affordable, adaptable housing. Using these strategies, framework, and resources available, the City can continue to nurture an environment where people of all ages can thrive and remain engaged for as long as possible.

City Hall
1000 Rochester Hills Drive

Brooksie Way
September 24
www.thebrooksieway.com/

GALAXY®



Implementation



Implementation

Turning vision into action takes teamwork and strategy. This section details the steps, partnerships, and resources needed to bring every part of the master plan to life. The implementation program is based on the goals and objectives discussed earlier. Some of these goals are carried over from the previous Master Plan. A specific Zoning Plan outlines steps that can be taken toward implementation through amendments to the Zoning Ordinance.

The tables that follow assign actions to the goals and objectives, leaving room to establish priority levels for short-term, mid-term, and long-term items as the next step following adoption of this plan. This chapter should be reviewed periodically and at least annually to assess progress and adequately budget for specific strategies. Following plan adoption, the first action step should be to determine the “lead,” a board, commission, group, or individual who is responsible for specific project initiation and coordination.

Zoning Plan

The Zoning Ordinance is one of the primary tools for implementing the Master Plan. Many of the land use recommendations, goals and objectives found in this plan can be aided by amendments to the city’s Zoning Ordinance. Amendments can range from minor changes to text all the way to the creation of new districts.













Future Land Use Designation	Intended Zoning District
Open Space Residential	RE Residential Estate, R-1 One Family Residential
Suburban Residential	R-2, R-3, and R-4 One Family Residential
Neighborhood Residential	Mixed Residential, R-3 and R-4 One Family Residential, and R-5 along major corridors
Multiple Family	RM-1 Multiple Family Residential
Mixed Use	Community Business District (predominantly)

	Note: This land use designation reflects the mix of zoning and uses in these areas
Regional Commercial	Highway Business District
Hybrid Industrial	Industrial District
Light Industrial/R & D	Employment Center District
Public Recreation/Open Space	Varies Note: This land use designation aligns with the location of existing parks and public open space. This designation is primarily located in areas currently zoned for single-family residential.
Conservation Open Space	Varies Note: This land use designation aligns with the location of existing conservation areas.
Institutional/Campus	Special Purpose District

Implementation

The best plans are those that are implemented in a consistent, incremental, and logical manner. The implementation matrix that follows is designed to show how the goals of the Master Plan are fulfilled by the action strategies. All boards, commissions, and authorities are encouraged to read through all of the strategies to understand how they all work together to create a better community to live, work, and play.

Evaluate the need for minimum unit sizes for multiple family units within the FB District. Currently there are no minimum unit sizes and micro units would be allowable at this time.												
Restate the need for residential developments to be interconnected with one another and not include gates or other means of discouraging connectivity.												
Increase communication with those residents that currently reside within the City's historic districts to proactively develop guidelines, regulations and solutions for modernizing historic buildings in a manner consistent with Department of Interior regulations.												
Develop specific design guidelines for each of the contiguous historic districts within the City and assess the need for RH specific overall guidelines that would be more generally applicable to the noncontiguous historic district.												
Develop ways to further promote the existence of the historic resources in the City and the rules and regulations that are associated with them		●										
When new senior orientated housing is proposed as a part of a conditional use, rezoning or planned unit development, ensure fire department capacity is available for the specific Fire State service district in which it is proposed.												
Update the Master Land Use Plan in accordance with state requirements	AF	S	I	RH							●	
Economic Development												
Provide for housing that accommodates new households and downsizing seniors.	RH			RH						●		
Provide for food service and entertainment uses, including shared preparation spaces.				RH						●		
Ensure that Rochester Hills can accommodate growing demand for medical office uses.				RH						●		
Ensure that the zoning ordinance accommodates flexible office, research, development, and maker spaces.			I	RH						●		

	Master Plan			Application Area						Timeframe		
	 Age Friendly	 Sustainable	 Innovative	 City Wide	 Adams	 Stoney Creek	 Rochester East	 Rochester West	 Avondale	 Ongoing	 Short Term (CIP)	 Long Term (Plans)
Transportation and Utilities												
Work with Rochester Community and Avondale School Districts to implement Safe Routes to School recommendations, particularly along key walking routes to elementary and middle schools	AF			RH						●		
Work with City administration to implement traffic calming elements in neighborhoods including planting of street trees, narrowing of roads, and installing chicanes, speed humps, or other best practices		S		RH						●		
Amend city ordinances to allow Class I e-bikes to use pathways, coordinate with other trails and pathways organizations in the city and surrounding communities		S		RH						●		
Monitor experiences of other communities and agencies with e-bikes and e-scooters to determine if other ordinance amendments should be considered				RH						●		
Work with OPC, County, RTA, SMART to evaluate connections to regional transit and destinations, development of mobility hubs within the city				RH						●		
Work with OPC on maintaining and extending transit service within the city	AF	S		RH						●		
Work with MDOT to construct pathways on both sides of Rochester Rd to connect to existing pathways on either side of M-59	AF	S		RH			RE	RW	AV		●	
Work with RCOC, MDOT, SEMCOG to implement new transportation technologies including potential pilots along Walton Blvd and Adams			I	RH						●		
Require a Multi-Modal Transportation Impact Assessment (MMTIA) to be completed with new developments		S		RH								●
Apply access management principles as part of site plan review for new development and redevelopment along major corridors				RH								●

Study the implementation of road diet and bicycle facilities throughout the city to calm traffic and expand the non-motorized transportation network	AF			RH								●
Improve trail crossings along major roadways	AF				AD	SC		RW	AV			●
Install electric vehicle charging stations at City owned parking lots		S		RH							●	
Auburn (Livernois to Rochester) Complete non-motorized route gaps, add turn lanes and increase storage lengths at signalized intersections, and strategically implement access management along commercial clusters							RE	RW				●
Auburn (Rochester to Culbertson) Install two-way left turn lane in strategic locations, strategically implement access management along commercial clusters, enhance pedestrian crossing at Barclay								RW				●
Avon (Old Perch to Rochester) Upgrade the Clinton River Trail pedestrian crossing, complete sidewalk gaps on the north side of the road, increase intersection capacity, and install a two-way left turn lane							RE	RW				●
Avon (Princeton to Grovecrest) Install center left turn lane							RE				●	
Livernois (Avon to Auburn) Complete non-motorized route gaps including crossing over M-59, increase intersection capacity, and signal modernization								RW	AV			●
Rochester Rd (Avon to Tienken) Work with the City of Rochester and MDOT to reconstruct Rochester Rd with improved traffic signals, pavement markings, storm water drainage improvements, sidewalk, ADA ramps, lighting, and signal operations equipment	AF					SC		RW			●	
Rochester Rd (M-59 to Avon) Work with MDOT to resurface Rochester Rd and to improve signing, pavement markings, storm water system drainage improvements and traffic signals	AF						RE	RW			●	
Strategically implement access management along commercial clusters on Rochester Rd, implement roadway safety countermeasures, increase turn lane capacities, and signal modernization						SC	RE	RW	AV			●

Tienken (Adams to Livernois)Install two-way left turn lane throughout corridor, complete non-motorized route gaps on north side of road, examine ways to increase intersection capacity including increased turn lane capacity or roundabout feasibility					AD			RW				●
Rehabilitate John R (Avon to Auburn) and install a continuous center left turn lane							RE				●	
Resurface East Nawakwa (Rochester Rd to Joshua) and construct a pathway along the north side	AF						RE				●	
Rehabilitate Drexelgate (Livernois to Dancer)								RW			●	
Reconstruct Eddington (Farnborough to Windrift) and replace speed humps								RE			●	
Install non-motorized facilities to connect destinations on either side of M-59												●
Implement road diet, complete non-motorized facility gaps, install proposed pedestrian crossings and bicycle facilities on Hampton Circle	AF	S					RE				●	
Install mid-block crossings on Tienken near Medinah and on Walton Blvd near Firewood	AF	S			AD			RW			●	
Implement access management strategies at the SE Auburn and Crooks intersection, increase turn lane storage lengths									AV			●
Implement access management strategies at the SW and SE Auburn and Livernois intersection, intall backplates									AV			●
Continue to study opportunities to improve safety and traffic flow along Adams Road north of M-59					AD			RW			●	●
Examine options to increase the Avon and Crooks intersection capacity including increased turn lane capacity or roundabout feasibility								RW				●
Examine options to improve Avon and Livernois intersection operations								RW				●
Examine need for protected only left turn phase, install backplates, and consider low-level signal for critical movements at the Hamlin and Crooks intersection								RW	AV			●

Implement access management strategies at the NW intersection of Rochester and Auburn, consider low-level signal for critical movements, and signal modernization							RE	RW				●
Implement access management strategies at the SW and NW intersection of Rochester and Tienken, install backplates, consider low-level signal for critical movements, and consider median to prevent direct left turns						SC						●
Implement access management strategies at the NE Rochester and Barclay Cir/Wabash intersection, improve east-west alignment, examine installing right turn lanes, implement roadway safety countermeasures, and signal modernization							RE					●
Examine Walton and Brewster Rd/Maryknoll Rd/Canterbury Tr intersection realignment or signal reconfiguration, install backplates					AD			RW				●
Resurface Clinton River Trail	AF	S									●	
Resurface Paint Creek Trail	AF	S			AD	SC	RE					●
Fill in pathway gaps along the north side of Auburn (Walbridge to Hickory Lawn)	AF	S						RW			●	
Fill in pathway gaps along the south side of Avon (Rainer to Bembridge)	AF	S					RE				●	
Continue to fill gaps in the City-wide pathway system and look for funding sources to increase the amount of pathways that can be constructed each year	AF	S		RH						●		
Continue to fill gaps in the City-wide pathway system and look for funding sources to increase the amount of pathways that can be constructed each year	AF	S		RH						●		
Update the Master Thoroughfare Plan in accordance with state requirements				RH							●	

Work with HOA's to improve drainage in neighborhoods developed prior to 1990 that face stormwater drainage deficiencies and frequent flooding, particularly on Easlawn Dr and in Stratford Knolls, Denison Acres, Elmdale and Juengel's Orchard		S	I	RH			RE	RW	AV		●	
Replace thousands of feet of outdated water mains with ductile iron pipe or high-density polyethylene (HDPE) pipe in the following areas:												
Tienken at Medina, Kings Cove, Dutton Rd (Adams to Wales)		S			AD						●	
Knorrwood Hills		S				SC					●	
Hampton Plaza, Charles Hamlet & Woodside Apartments, London Bridge Dr, E. Nawakwa Rd		S					RE				●	
Fairwood Villas, Oakwood Parks, Eyster's Avon Gardens, University Hills, Bellbrook, Stratford Knolls, Stratford Manor, Rochester Glen, Meadowbrook Valley, Spring Hill South, Great Oaks West, Long Meadows		S						RW			●	
Auburn Rd (Crooks to Livernois)		S							AV		●	

[illegible]

Investigate the purchase of properties with high quality natural features as opportunities arise		S	I	RH						●		
Develop the Nowicki Park Plan, including a dog park, playground and passive recreation	AF	S	I		AD						●	
Improve facilities at Bloomer Park including playground, shelter, and restroom upgrades and investigate new recreation opportunities	AF	S	I			SC					●	
Implement Spencer Park redevelopment plans including additional pavilions and potential water elements	AF	S	I				RE				●	
Install a playground at Yates Park	AF					SC					●	
Continue to implement Innovation Hills development plans including overlooks and art elements			I					RW			●	
Renovate fields at Avondale Pak	AF								AV		●	
Replace the gazebo at Veteran's Memorial Point		S						RW			●	
Stabilize the streambank at Eagles Landing		S						RW			●	
Improve access to the Clinton River, including the addition of parking lot and canoe/kayak launch at Eagle's Landing	AF	S					RW				●	
Evaluate athletic fields on an annual basis and upgrade to keep fields safe and competitive	AF			RH						●		
Develop a plan for passive recreation at the recently purchased Bee Keeper Property		S						RW				●
Develop a plan for passive recreation at the recently donated Eddington Property		S					RE					●
Update the Parks and Recreation Plan in accordance with state requirements				RH							●	

Appendix

The documents found in this section provide an overview of the Planning Neighborhoods and their corresponding data and maps.

Adams 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 "Adams" 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.



Adams - Snapshot of the Planning Neighborhood



Housing



Primary Housing type:
Detached Single-Family
Residential



15,000

Residents



5,400

Households



Multi-Family Residential
Housing at Roanoke
Apartments



Parks & Recreation



46

Acres of dedicated
recreation space

**Tienken Park
Nowicki Park
Paint Creek Trail**

These parks provide diverse opportunities, from biking along the Paint Creek Trail, enjoying nature in Nowicki Park, or taking a stroll through Tienken Park.

Community Services

Brewster Elementary School
Van Hoosen Middle School
Adams High School
Premier Academy
Tienken Park
Nowicki Park
Paint Creek Trail



Goods & Services

This neighborhood boasts diverse services, shops, and entertainment throughout the area and include shopping at The Villages or enjoying a round of golf at Brookwood Golf Club.



Transportation

68

Miles of
Streets

27

Miles of
Sidewalks

9

Miles of
Pathways

NEIGHBORHOOD INPUT

298 people from the Adams Neighborhood participated in the Master Plan Community Engagement process. Participants attended the HOA meeting, Monday with the Mayor at the OPC, hosted their own meeting with the help of the Meeting Toolkit, and shared feedback virtually by responding to the Quality of Life and Thinking About the Future surveys.

2024 Quality of Life Survey



We love Rochester Hills and look
forward to more years in a
beautiful area!



[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 **Adams** 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 **Adams 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.

Adams Neighborhood Goals/Objectives/Action Strategies

	Goals/Objectives	Action Strategies
	Housing: We want attractive, safe, and well-maintained neighborhoods with diverse housing for all ages, so older residents can stay and younger people and families are drawn in. We'll achieve this in the ADAMS planning neighborhood by supporting neighborhood reinvestment, preserving natural spaces, ensuring new development fits the area's character, and including parks and gathering spaces in residential areas.	<ul style="list-style-type: none">• Support maintenance and reinvestment in existing neighborhoods.• Preserve natural features and open spaces to enhance recreation, property values, and buffer development.• Ensure infill and redevelopment align with surrounding architecture and materials.• Include parks and gathering spaces in residential developments.
	Economic Development: We want a thriving local business community, a strong workforce, and a convenient selection of goods and services. In the Adams planning neighborhood, we will focus on infill commercial development in nodes along Walton Boulevard, not strips, for better land use and accessibility.	<ul style="list-style-type: none">• Nothing specific to the Adams neighborhood as it is primarily residential.
	Preservation and Sustainability: We want a city that is naturally beautiful, ecologically healthy, and sustainable, while also preserving its history and sharing its evolving story with the community. In the Adams neighborhood, we'll use innovative tools to protect wetlands, woodlands, and water resources, while implementing low-impact design and stormwater standards.	<ul style="list-style-type: none">• Nothing specific to the Adams neighborhood
	Transportation: We want an efficient and safe multi-modal transportation network that improves traffic safety and reduces congestion by offering non-motorized travel options. In the Adams planning neighborhood, we'll focus on expanding pathways to give residents more travel options, and use traffic calming to improve safety and efficiency.	<ul style="list-style-type: none">• Work with schools on Safe Routes to Schools recommendations.• Resurface Paint Creek Trail• Improve trail crossings along major roadways• Tienken (Adams to Livernois)Install two-way left turn lane throughout corridor, complete non-motorized route gaps on north side of road, examine ways to increase intersection capacity• Install mid-block crossings on Tienken near Medinah and on Walton Blvd near Firewood
	Community Amenities: We want parks, recreation facilities, and programming for everyone, along with well-maintained infrastructure and excellent public services. In the Adams planning neighborhood, we'll work on closing gaps in the city's pathway system, partner with schools to share facilities, and upgrade aging infrastructure as needed.	<ul style="list-style-type: none">• Develop the Nowicki Park Plan, including a dog park, playground and passive recreation

FUTURE LAND USE

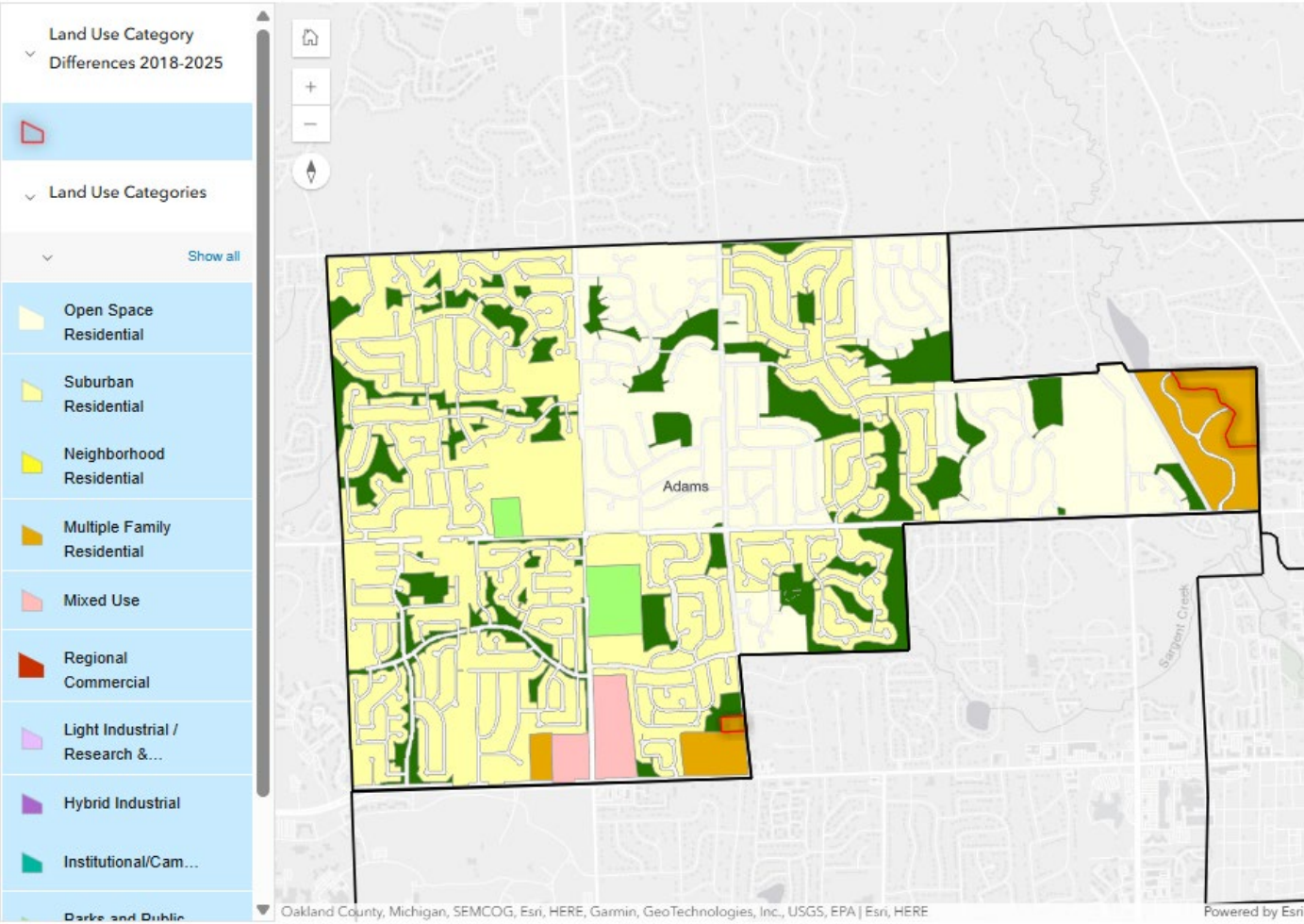
A Future Land Use Map is like the city's game plan for how land should be used in the future. It differs from the zoning map (which sets today's rules for development); instead, it shows the vision for how different areas should develop over time—like where new homes, businesses, parks, and roads should 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 Adams Neighborhood:

- Renaming **Commercial Flex** to **Mixed Use** to support housing and neighborhood-focused services along corridors, while Rochester Rd continues serving broader community 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 accommodates 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.
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?

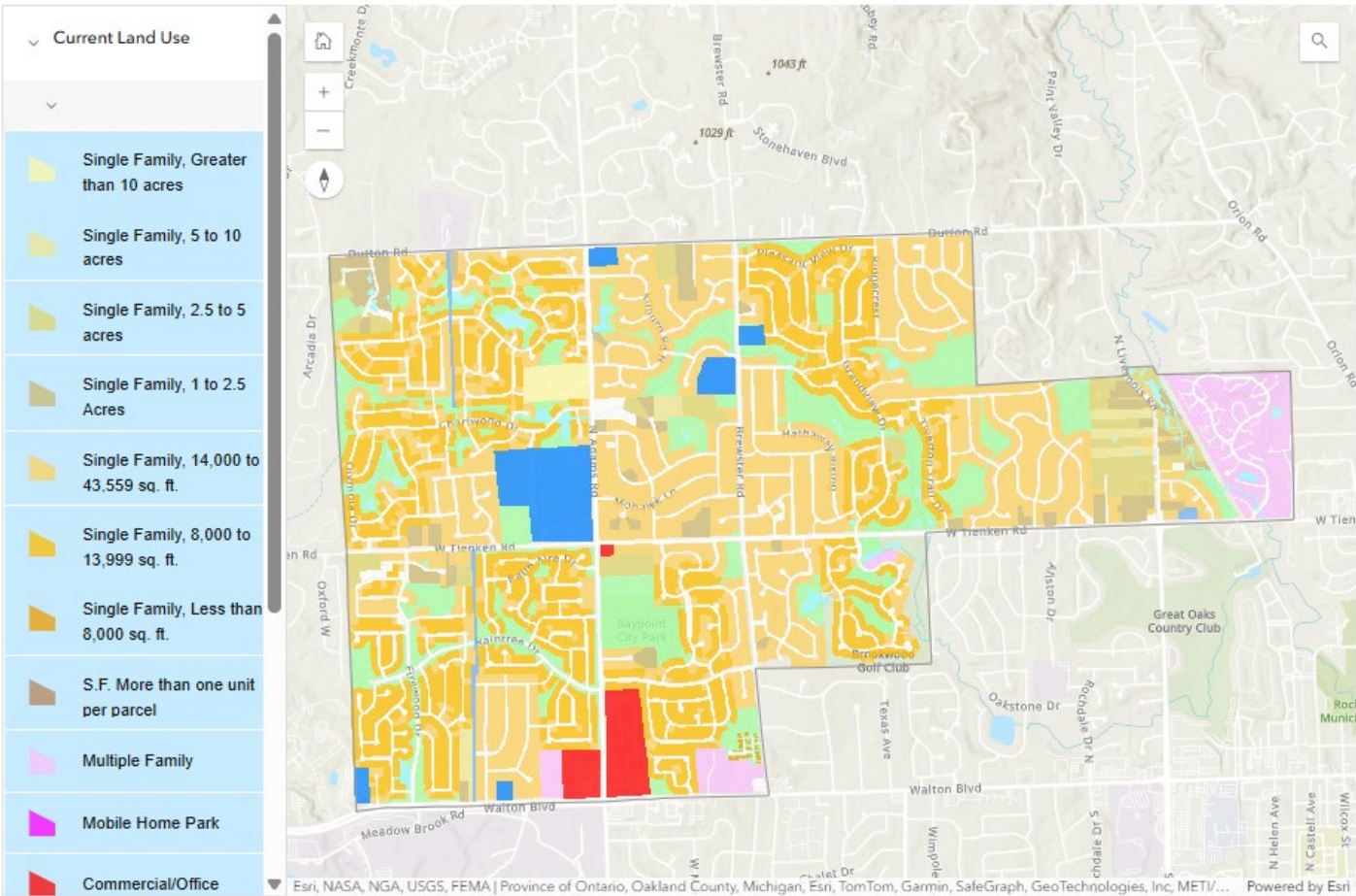
Community participation and understanding existing conditions in the City helped provide the framework for the Master Plan Update.

CURRENT LAND USE

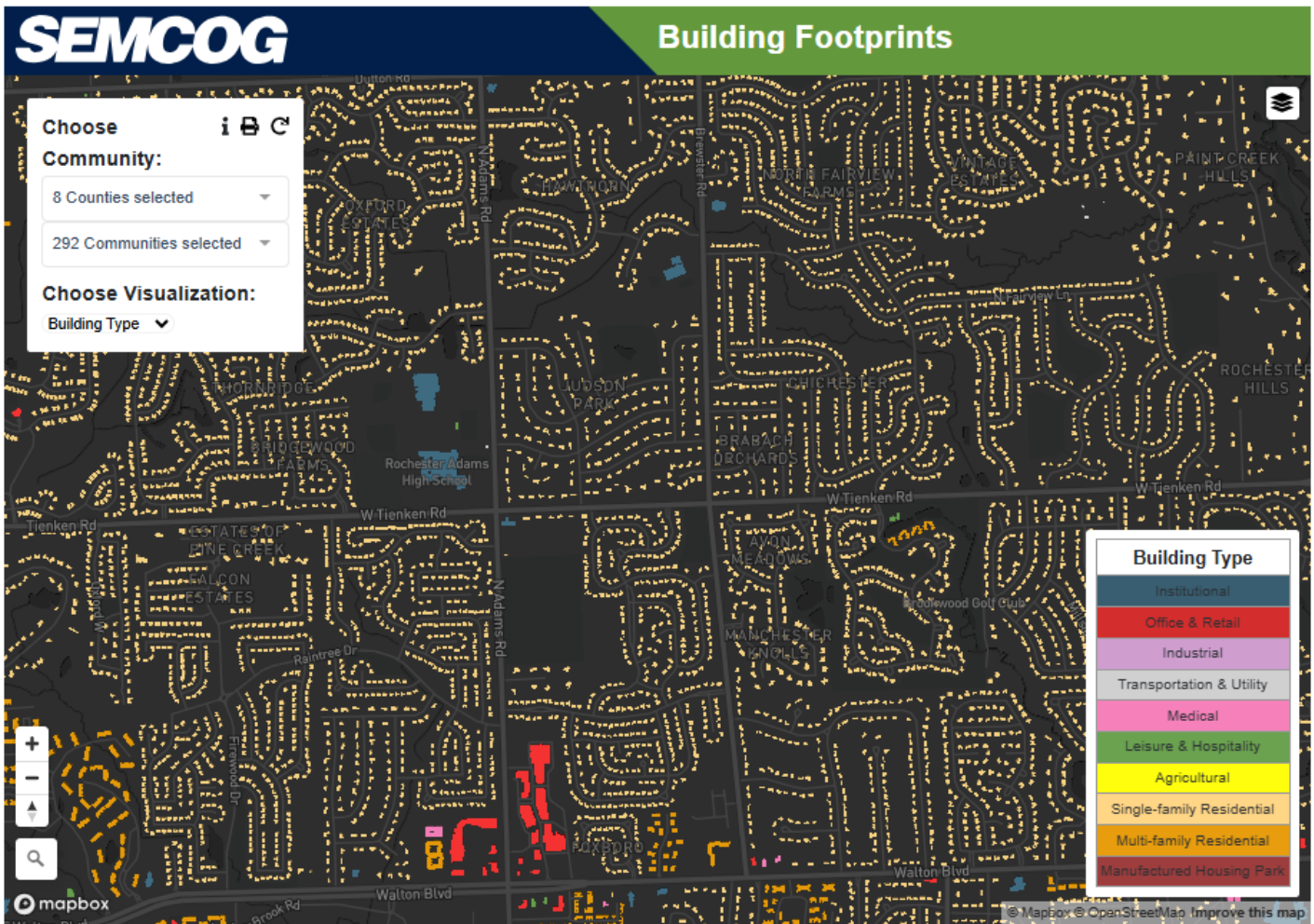
The current land use map is based on data and general categories established by Oakland County, intended to make it easier to compare how land is used across the County.

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:

Adams:

"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: Adams Neighborhood

Area: 4.92 square miles

DOMINANT TAPESTRY SEGMENT



1,525 households are *Savvy Suburbanites*

28.5% 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:

46.1

Median Household

Income:\$144,120

Education:

80.3% College degree (2+ years)

KEY FACTS FOR THIS AREA

Click facts to 'Explore for more' details

15,037

Population

5,358

Households

2.80

Avg Size
Household

283

Wealth Index

139

Housing
Affordability

45

DiversityIndex

\$402,877

Median Home Value

-0.18%

Forecasted Annual
Growth Rate



Savvy Suburbanites

Outline: Adams Neighborhood

Area: 4.92 square miles

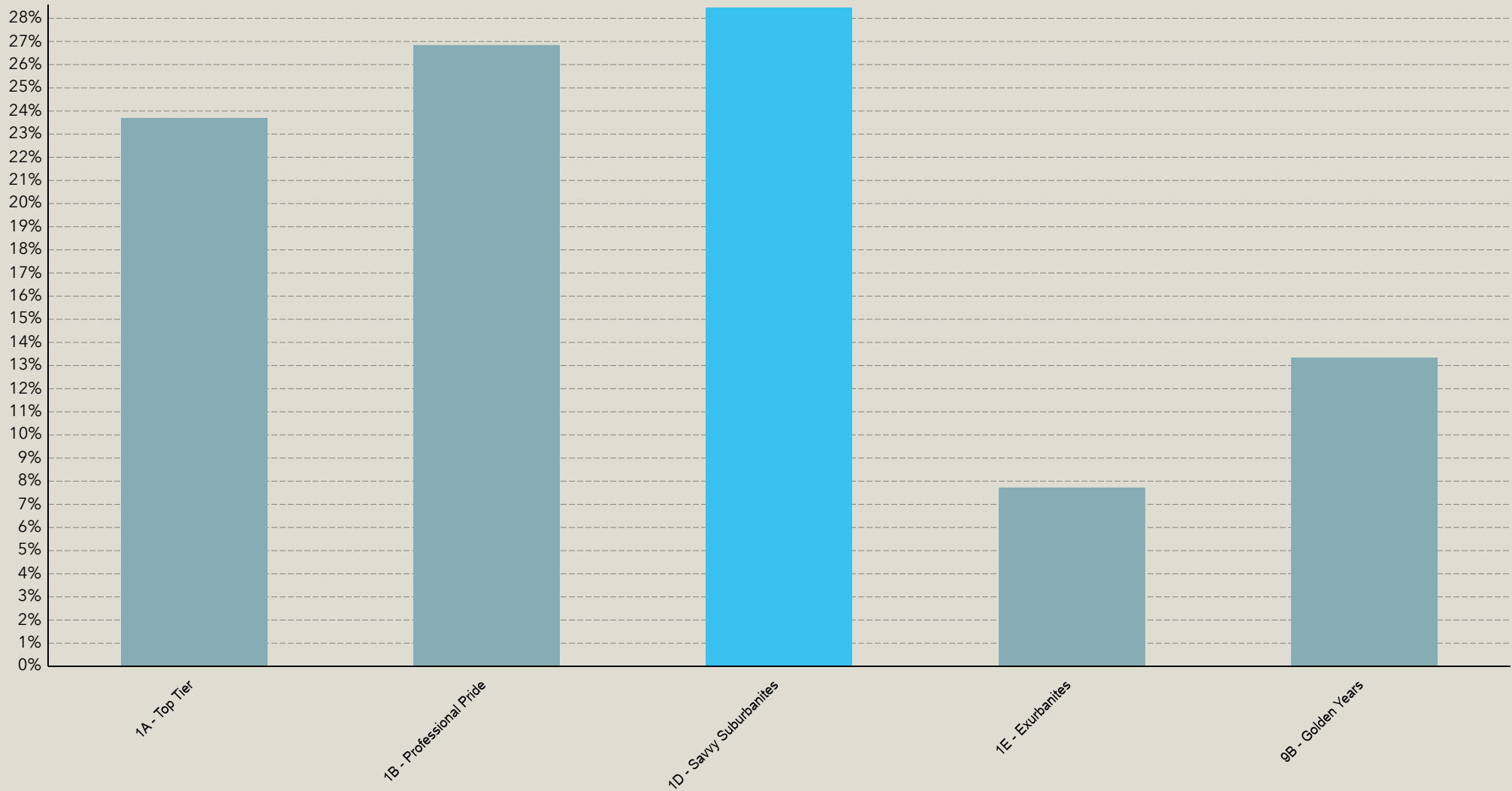
TAPESTRY SEGMENTATION COMPOSITION

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



5,358 total households in this area

1,525 households in *Savvy Suburbanites* - 28.5%





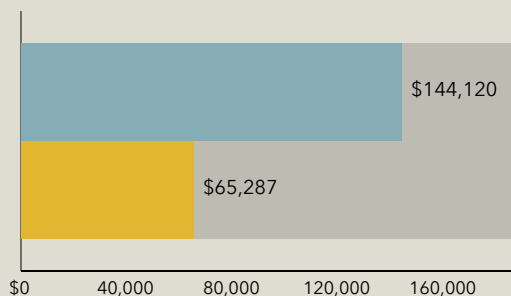
Key Demographic Indicators

Outline: Adams Neighborhood

Area: 4.92 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



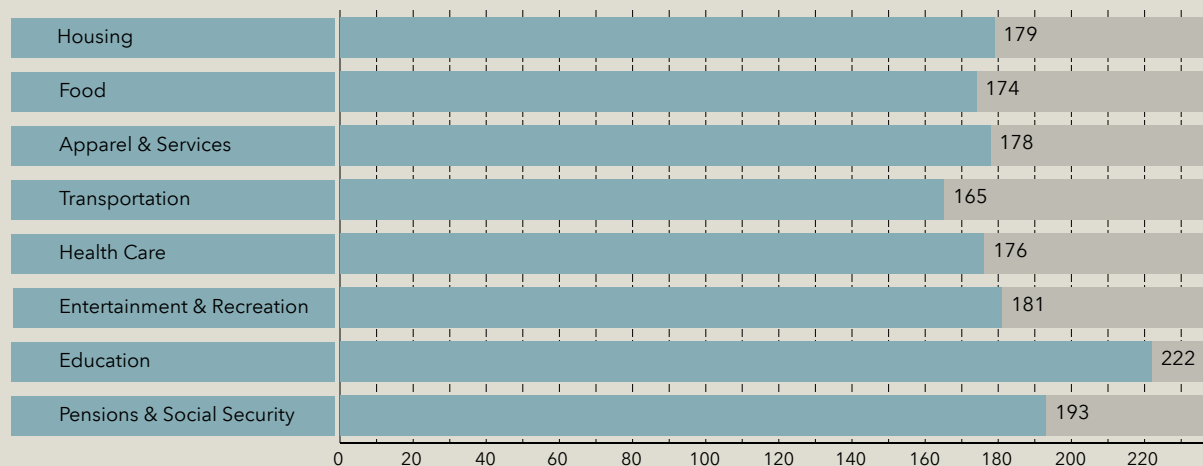
Bars show comparison to

Michigan



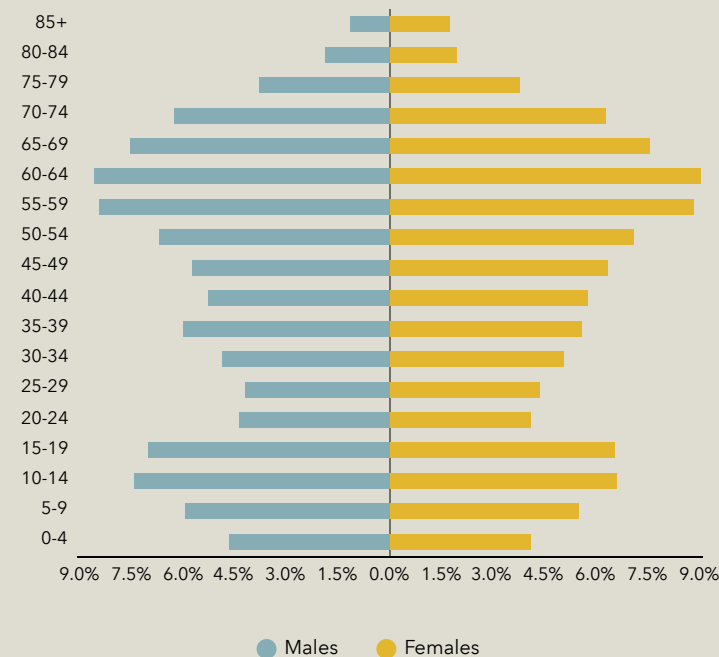
AVERAGE HOUSEHOLD BUDGET INDEX

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: 46.1

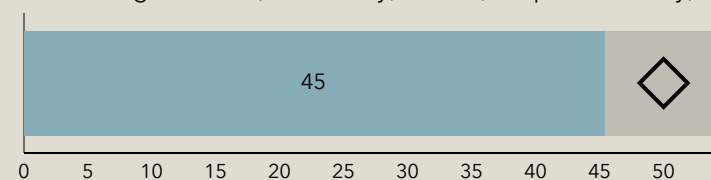


Males

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

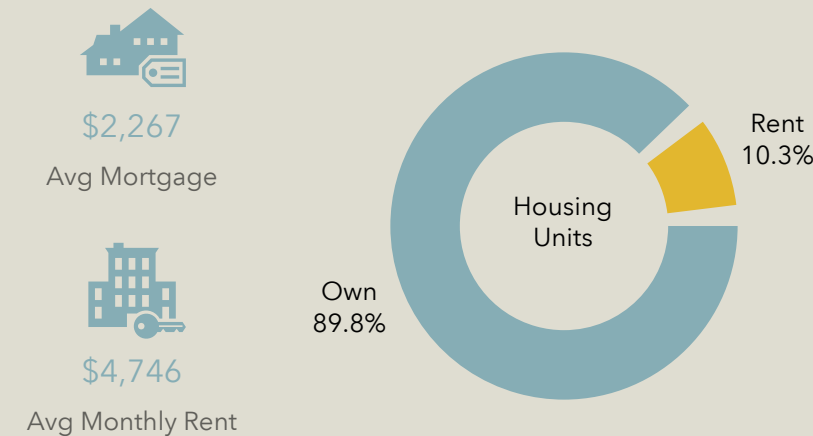
Outline: Adams Neighborhood

Area: 4.92 square miles



HOUSING

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

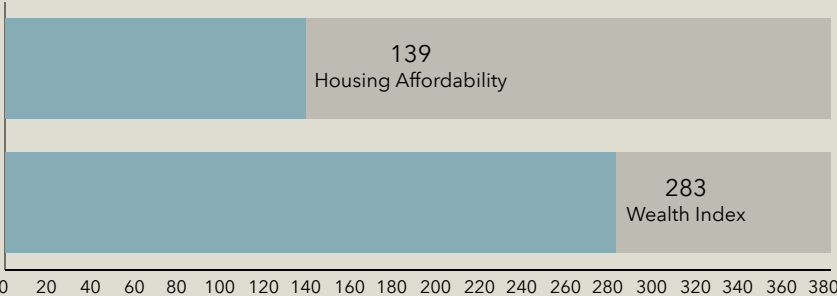


Typical Household Type: Single Family

Median Home Value: \$402,877

ESRI INDEXES

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



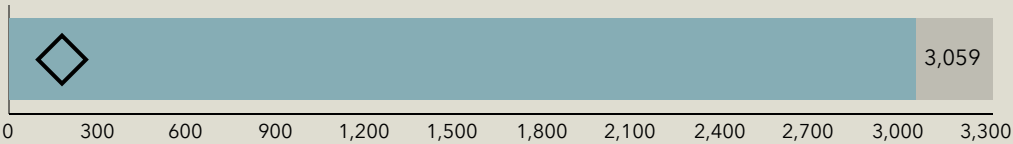
LANGUAGE

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

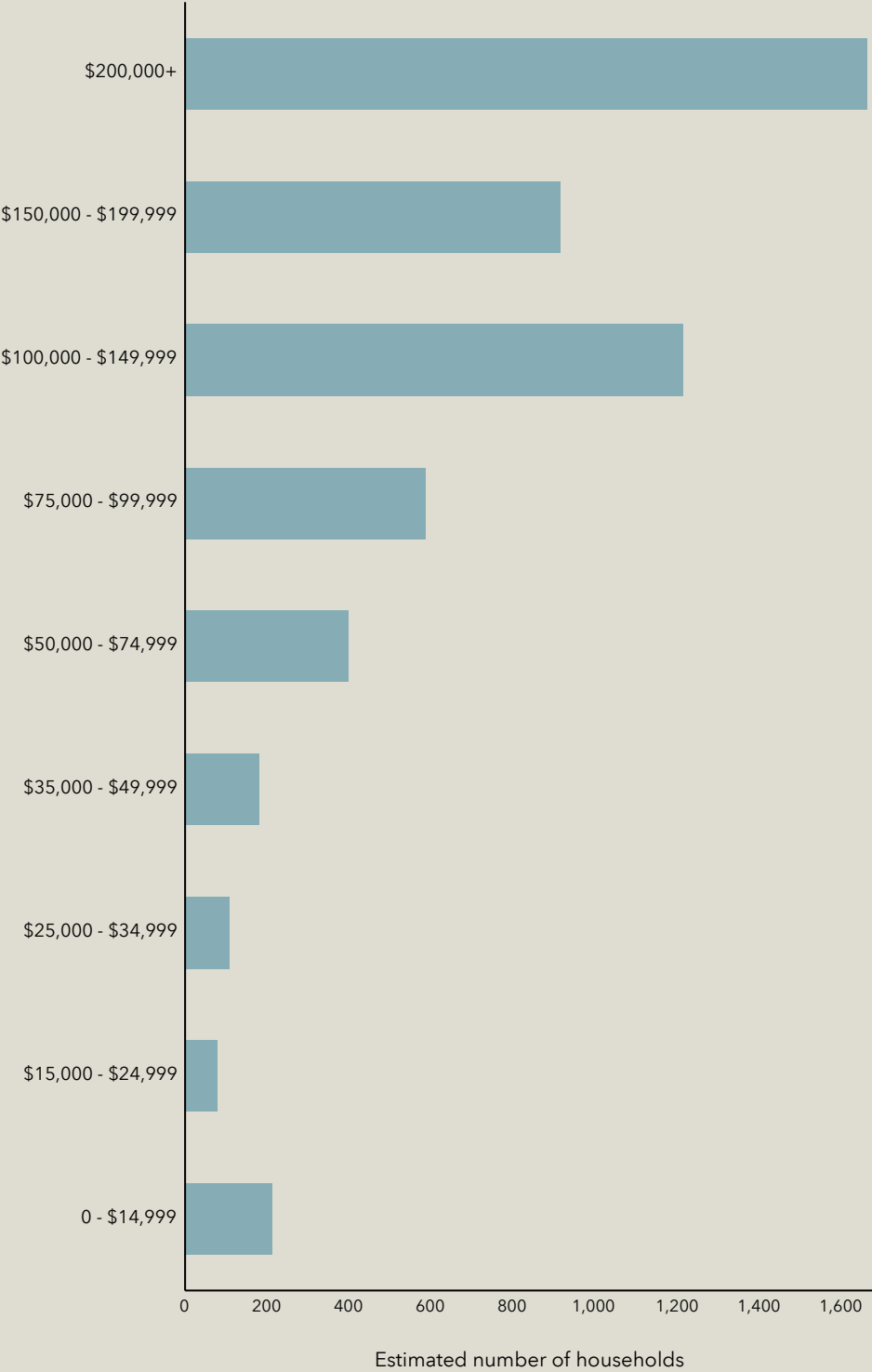
Population by Language	Age 5-17	18-64	Age 65+	Total
English Only	2,491	6,598	2,454	11,543
Spanish	48	162	8	218
Spanish & English Well	48	151	8	207
Spanish & English Not Well	0	11	0	11
Indo-European	494	831	149	1,474
Indo-European & English Well	494	818	122	1,434
Indo-European & English Not Well	0	13	14	27
Asian-Pacific Island	149	825	147	1,121
Asian-Pacific Isl & English Well	144	755	114	1,013
Asian-Pacific Isl & English Not Well	5	33	33	71
Other Language	37	99	0	136
Other Language & English Well	37	89	0	126
Other Language & English Not Well	0	10	0	10

POPULATION DENSITY

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



2023 Number of Households by Income (Esri)

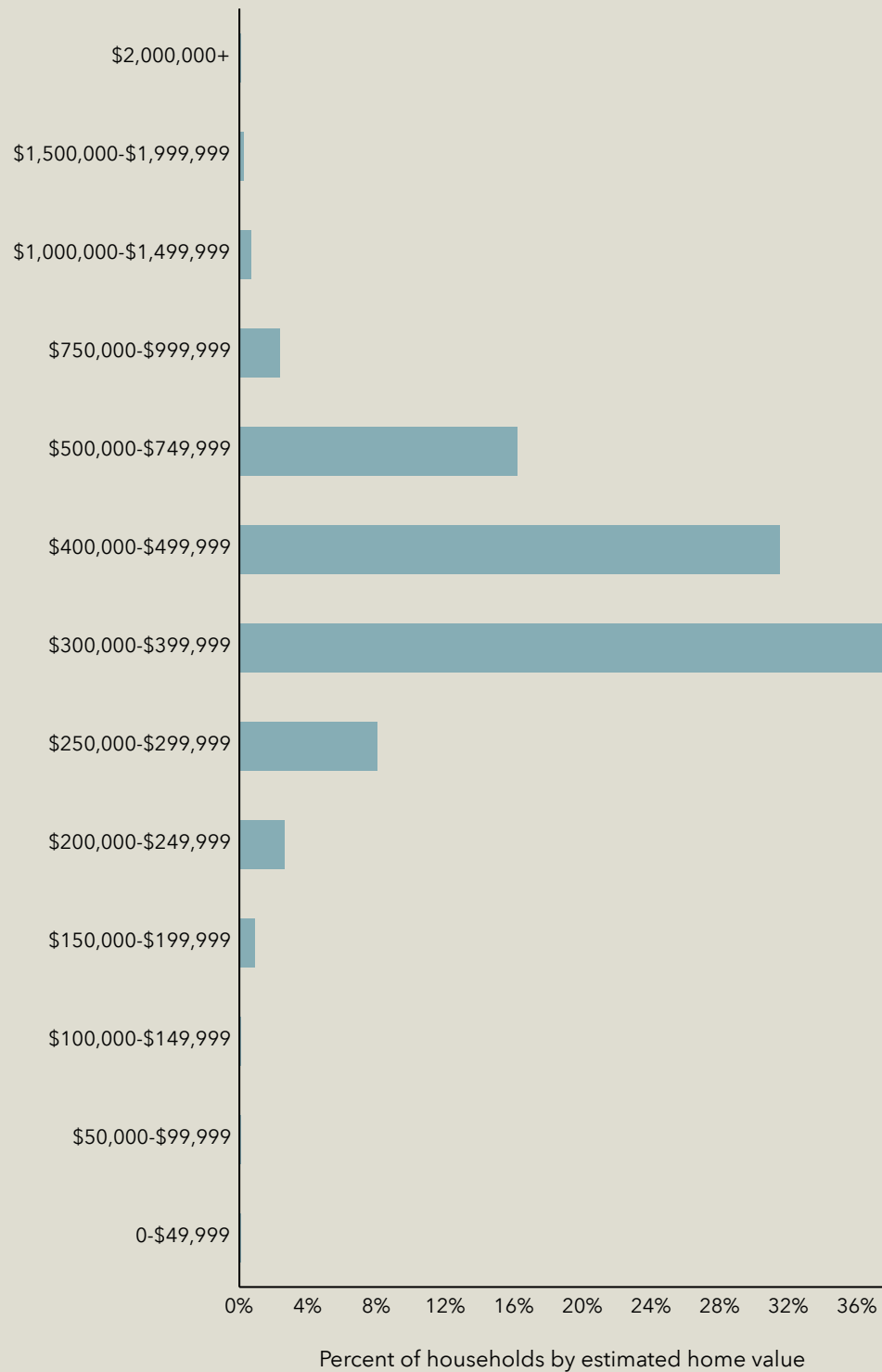


Average Household Size

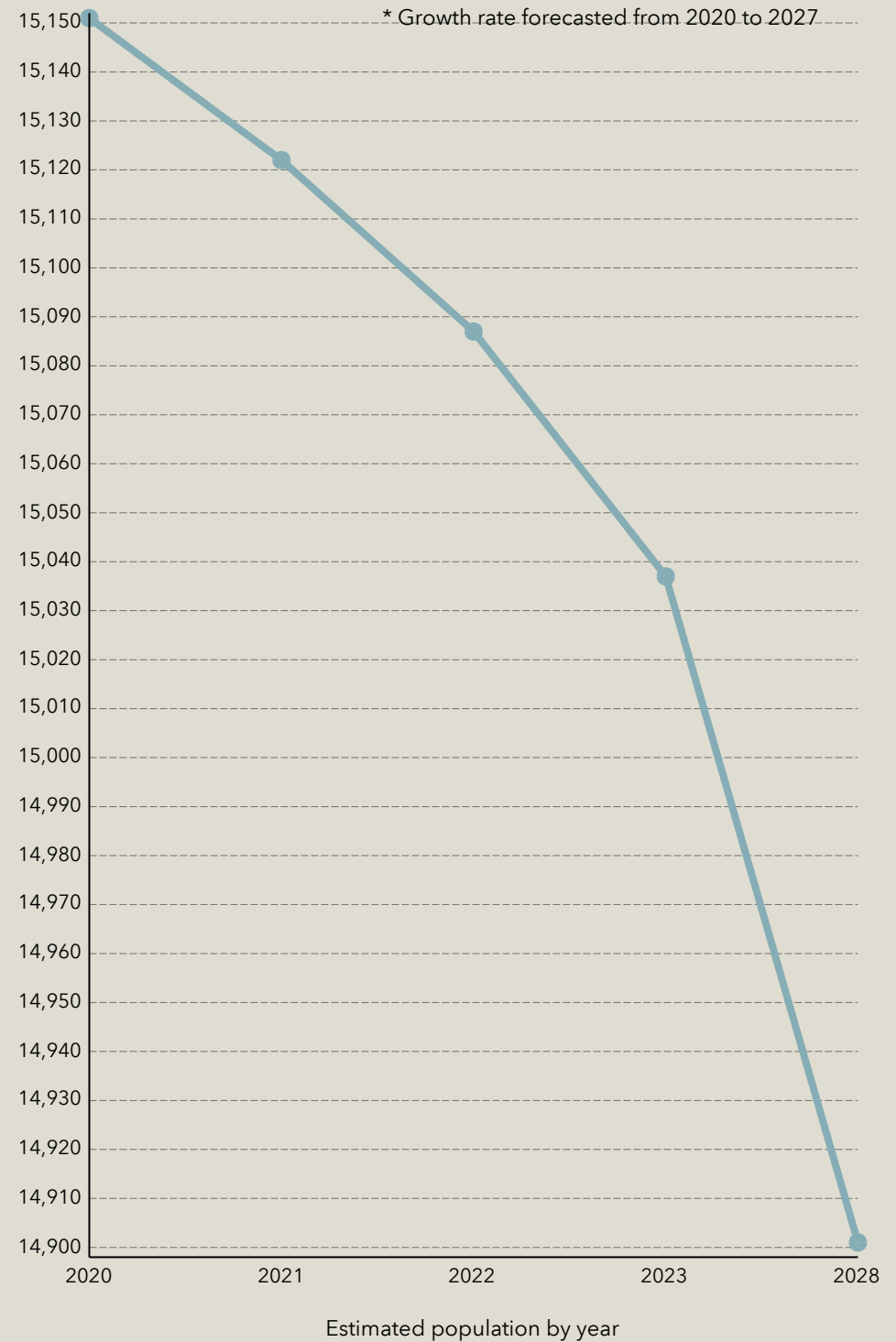
for this area
2.80 which is more than the average for United States

Area	Value ▼	0.00	4.00
This area	2.80	<div></div>	
United States	2.53	<div></div>	
Michigan	2.42	<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



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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).