

Rochester Hills

Preserve
Enhance
Innovate
Master Plan



RochesterHills.org/MasterPlanUpdate

12/10/2024 PC Study Session: Transportation & Community Health

Community Components

The Rochester Hills Master Plan focuses on five main components of the community:

- **Housing:** The types and affordability of housing options available, impacting residents of all ages and income levels.
- **Transportation:** The network of roads, public transportation, and pedestrian/cycling infrastructure that allows residents to access goods, services, jobs and community facilities.
- **Natural Features:** The parks, waterways, green spaces, and environmental resources that contribute to the community's character and quality of life.
- **Community Health:** The overall physical and mental well-being of residents, influenced by access to healthcare, healthy lifestyles, a safe environment, and social connections.
- **Economy:** The structure and diversity of businesses and industries that provide jobs and generate revenue, impacting the community's overall prosperity.



Planning Filters

Through the process, the following “filters” are ways to measure/assess how policies align with the planning themes discussed at previous meetings:

Age-friendly: An age-friendly community is one that's designed to be welcoming and supportive of people of all ages, from children to older adults. It prioritizes the well-being and needs of all residents, fostering a sense of belonging and connection across generations.

Sustainability: A sustainable community meets the needs of the present without compromising the ability of future generations to meet their own needs. It strives to find a balance between environmental, economic, and social well-being.

Innovation: An innovative community is one that fosters creativity, embraces new ideas, and actively seeks solutions to challenges. It provides an environment where residents and organizations can collaborate and experiment to drive progress.

Scenario Planning

- For the long-range planning process in Rochester Hills, we began by striving to envision a “preferred” future of the City so the Master Plan can support that vision and illustrate the way in which community components are inter-connected.
- Using recent demographic and economic data, community input, and Planning Commission direction, a vision for the future emerged. This vision aims to maintain stability and the suburban lifestyle in Rochester Hills, while strengthening pedestrian connectivity and preserving natural resources.
- The 2025 Master Plan will outline an approach to community elements that accommodates low-impact redevelopment that is desired within this scenario.



Timeless Tradition

- The long-range focus for this Master Plan is preserving the stability and quality of life that centers on the city's desirable suburban single-family neighborhoods.
- The city will maintain its current patterns of land use and development practices. Single-family detached housing will continue to be the preferred choice for residents.
- As a family-friendly community, and one where residents age-in-place, the City will explore housing options that accommodate older residents and promote walkability for residents of all ages.
- Recognizing that the local and regional transportation network primarily supports personal automobile travel, the City will strive to support other transportation modes, focusing on strengthening the City's sidewalk and pathway network.
- Community facilities, parks, and preserved open spaces are key to the City's success; resources will be dedicated to sustainability and the ongoing maintenance of aging infrastructure and public services.

Transportation & Community Health

How the built environment impacts our mobility and well-being



Transportation & Community Health

How are these elements related?

- **Access to Health Resources:** Transportation systems **connect** residents to medical services, healthy food, and recreational facilities.
- **Active Living Opportunities:** Walkable and bike-friendly infrastructure **encourages physical activity**, reducing risks of chronic diseases.
- **Air Quality and Public Health:** Reducing car dependency **lowers emissions**, improving air quality and reducing respiratory issues.
- **Social Connectivity:** Public transportation and pedestrian-friendly areas foster **social interaction**, improving mental health and reducing isolation.
- **Safety Considerations:** Well-planned streets **reduce traffic accidents**, protecting pedestrians, cyclists, and drivers.

Transportation & Community Health

How can the Master Plan address Transportation and Community Health in the promotion of an **age-friendly community**?

- **Mobility for All Ages:** Ensure **transportation options** meet the needs of older adults, families, and younger residents alike.
- **Accessible Design:** Prioritize **safe, barrier-free infrastructure** like sidewalks, crosswalks, and transit stops.
- **Reduced Social Isolation:** Improve **connectivity**, enabling seniors and others to participate fully in community life.
- **Proactive Health Measures:** Support **active transportation** (walking, biking) to promote healthy aging.



Master Plan Meeting at the OPC – April 8, 2024

Transportation & Community Health

How can the Master Plan address Transportation and Community Health in the promotion of a **sustainable community**?

- **Innovative Mobility Solutions:** Explore innovative transportation options to reduce traffic congestion and improve mobility, such as expanded public transit, bike-sharing programs, and ride-sharing services.
- **Healthy and Walkable Communities:** Prioritize pedestrian and cyclist safety with well-connected sidewalks, bike lanes, and greenways.
- **Integrated Land Use:** Connect neighborhood goods and services, parks, and civic facilities with neighborhoods so residents can live, work, and play within a short distance of home.
- **Preserving Natural Spaces:** Protect and enhance the City's natural resources, such as parks, open spaces, and greenways, to provide opportunities for outdoor recreation and improve overall quality of life.

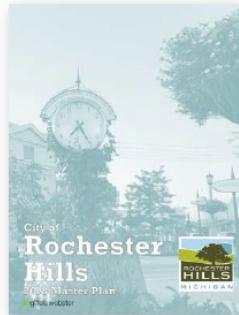


Innovation Hills

Transportation Planning in Rochester Hills

2018 ROCHESTER HILLS MASTER PLAN

- 2021 Transportation Master Plan
 - Incorporated the land use goals of the 2018 Master Plan into action strategies related to physical improvements to make transportation in the city safer, more efficient, and more convenient regardless of mode.



The 2018 Rochester Hills Master Plan was evaluated to pinpoint relevant pieces that impacted the Transportation Master Plan. From the beginning, there was a need to ensure alignment and consistency amongst recent plans, including the visions and overall goals.

Most of the guiding themes in the 2018 Master Plan directly correspond to transportation in Rochester Hills. For example, improving and creating walkable places to enhance the city which will in turn support community health and residents of all ages if mobility options are increased. The plan also discusses accommodating alternative modes of transportation and new technologies.

Additionally, the plan emphasizes building more connections between neighborhoods, schools and parks, closing the gaps in the off-street pathway system, as well as working with adjacent communities.

Guiding/Influencing Themes

- **Enhance.** Land Use policies and implementation strategies should focus on concentrating development to create more walkable places
- **Improve Community Health.** Accommodate for an aging population, walkability, and active lifestyles
- **Support Residents of All Ages.** Improve walkability and mobility, and make age-friendly activities and diverse housing choices available
- **Promote Sustainable Development.** Support changing modes of transportation, protect natural resources, encourage low-impact building techniques, and preserve open space/natural features

Community Amenities and Services Objectives

- Close gaps in the off-street pathway system
- Link schools, neighborhood sidewalks, and parks to the off-street pathway system

Land Use Planning Objectives

- Continue connections between neighborhoods and to schools, parks, civic uses, and goods/services

Transportation Objectives

- Traffic calming and access management
- Expand non-motorized pathway system that links to various land uses and provides choice of mode
- Encourage innovative traffic design and flexible engineering standards for safety and efficiency
- Opportunities for alternative transportation
- Monitor and plan for future trends (i.e. Connected and Autonomous Vehicles)

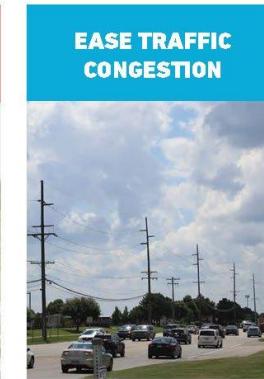
Transportation Planning in Rochester Hills

- 2021 Transportation Master Plan
 - Vision: The transportation system of Rochester Hills will be a **reliable network** that provides **travel options for vehicles, pedestrians, and bicyclists**. The transportation network will emphasize **safe and efficient** travel.

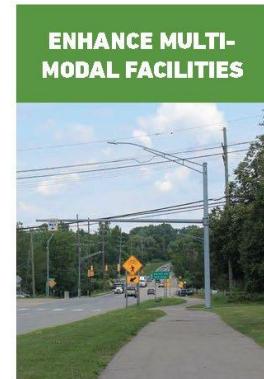
Goals of 2021 Transportation Plan



SAFER
TRANSPORTATION
SYSTEM



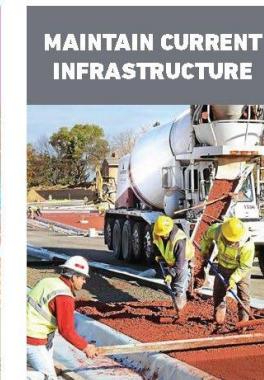
EASE TRAFFIC
CONGESTION



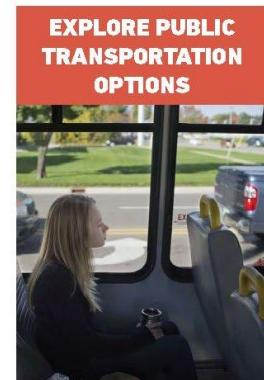
ENHANCE MULTI-
MODAL FACILITIES



PREPARE FOR NEW
TECHNOLOGY



MAINTAIN CURRENT
INFRASTRUCTURE



EXPLORE PUBLIC
TRANSPORTATION
OPTIONS

Transportation Planning in Rochester Hills

- 2021 Transportation Master Plan
 - Recommendations include location-specific strategies to improve:
 - Congestion
 - Safety
 - Non-Motorized improvements
 - Intersection improvements
 - Road Diets
 - Freeway crossing (one at Auburn Road/M59)

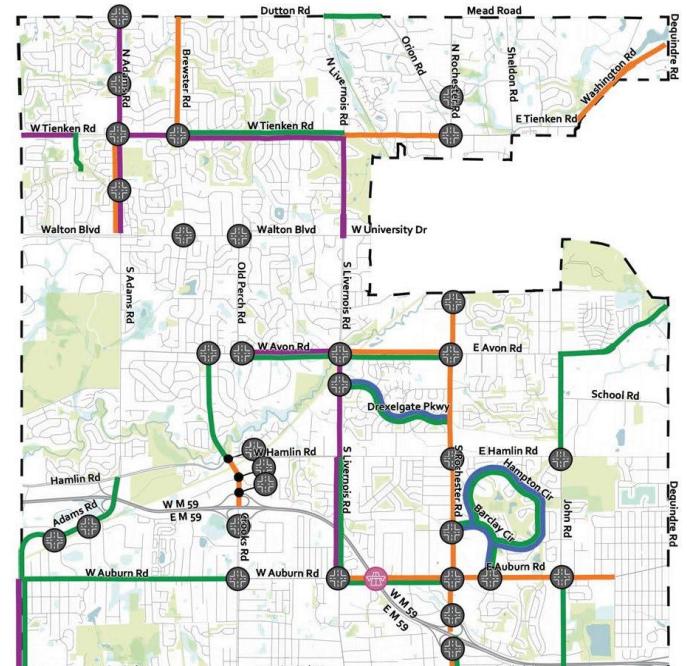
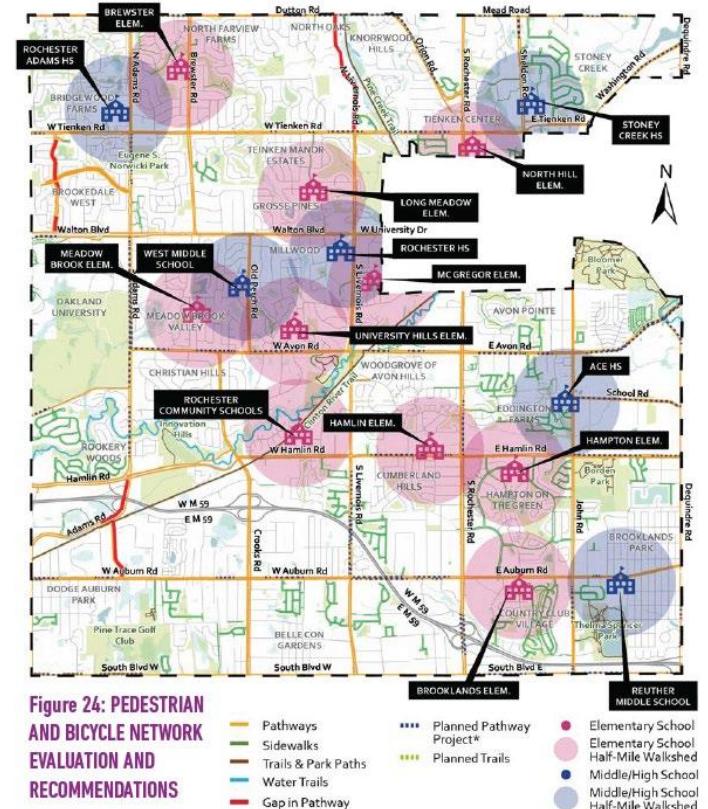


Figure 5: CORRIDOR AND INTERSECTION RECOMMENDATIONS



Transportation Planning in Rochester Hills

- 2021 Transportation Master Plan
 - Non-Motorized Network Recommendations
 - Completing sidewalks/filling gaps
 - Note the “walksheds” in this map – the high schools are identified by blue icons and the blue circle shows the half-mile radius (about a 10-minute walk) from the school. These walksheds do not reflect the sidewalk network.



Public Engagement

Transportation and Community Health



Q2: Please share three things you like most about the City of Rochester Hills

- Answered: 453 Skipped: 52

First Choice

Good open spaces area Innovation hills Low crime use Bike paths low Bike Beautiful
Location home services Cleanliness nature living downtown
Neighborhoods community atmosphere Safety quality city Great
Green space natural Parks safe community trails
spaces Schools environment Safe access neighbors trees
greenspace shopping Proximity people landscape close businesses Clean
Rochester Hills Downtown Rochester walking paths Library Paint creek trail Walking

Third Choice

small town feel Proximity downtown Rochester OPC Low taxes nice Outdoor activity access
community events Rochester Home Friendly Trails areas Bike close things
people businesses Downtown government restaurants Quiet
City Variety Shopping clean Safety Events Parks
schools places community farmers market Safe quality
great etc Good Relatively roads Location Neighborhoods Availability
Library Green space feel School system activities Parks trails services city services
Proximity Low crime

Second Choice

areas Easy access OPC Variety shopping CLOSE Good roads System Sidewalks businesses
food Village Pathways city variety Safe commerce neighborhoods Convenient
Great Availability Community low crime restaurants Excellent
green spaces options Safety Proximity Schools
public Parks services Trails Beautiful shopping cleanliness
Downtown Sense community Good Convenience Clean hills Access
environment Nature Culture library people biking opportunities Lots Downtown area
trees Rochester Hills activities Clinton River downtown Rochester friendly people
Rochester

**The larger the word, the
more frequently it was
mentioned in the survey.**

Q3: Please share three things you would improve in the City of Rochester Hills

- Answered: 453 Skipped: 52

First Choice

lot deer population Adams Traffic management City much building Rochester major much decreased Rochester Road property growth families Add Overdevelopment downtown Diversity Street commercial Dog park restaurants Affordable housing Livernois reduce north space cut new bike lanes apartments Less new Less development apartment complexes many Schools Better large Stop business Less residential development biking Traffic developed roads land parks keep green space widen need allow built new development sidewalks bike paths housing strip malls Traffic flow Stop building every Stop building lights areas Clean Improve Safety Limit Community Public transportation accommodate traffic congestion centers Infrastructure live pedestrian nature construction going Rochester Rd services trees Preservation home open spaces neighborhoods residential areas continuing Road conditions quality

Third Choice

Neighborhood Improve traffic flow activities traffic congestion many Affordable housing Increase Road maintenance much Reduce public crowded light laws business Rd Improve Avon Better intersection Traffic Continue areas space parks bike paths roads traffic lights Noise need Less developing green space residential city Auburn housing upgrades development control Less development Help restaurants current etc Rochester road Infrastructure Public transportation trails enforcement speed limits Dog park

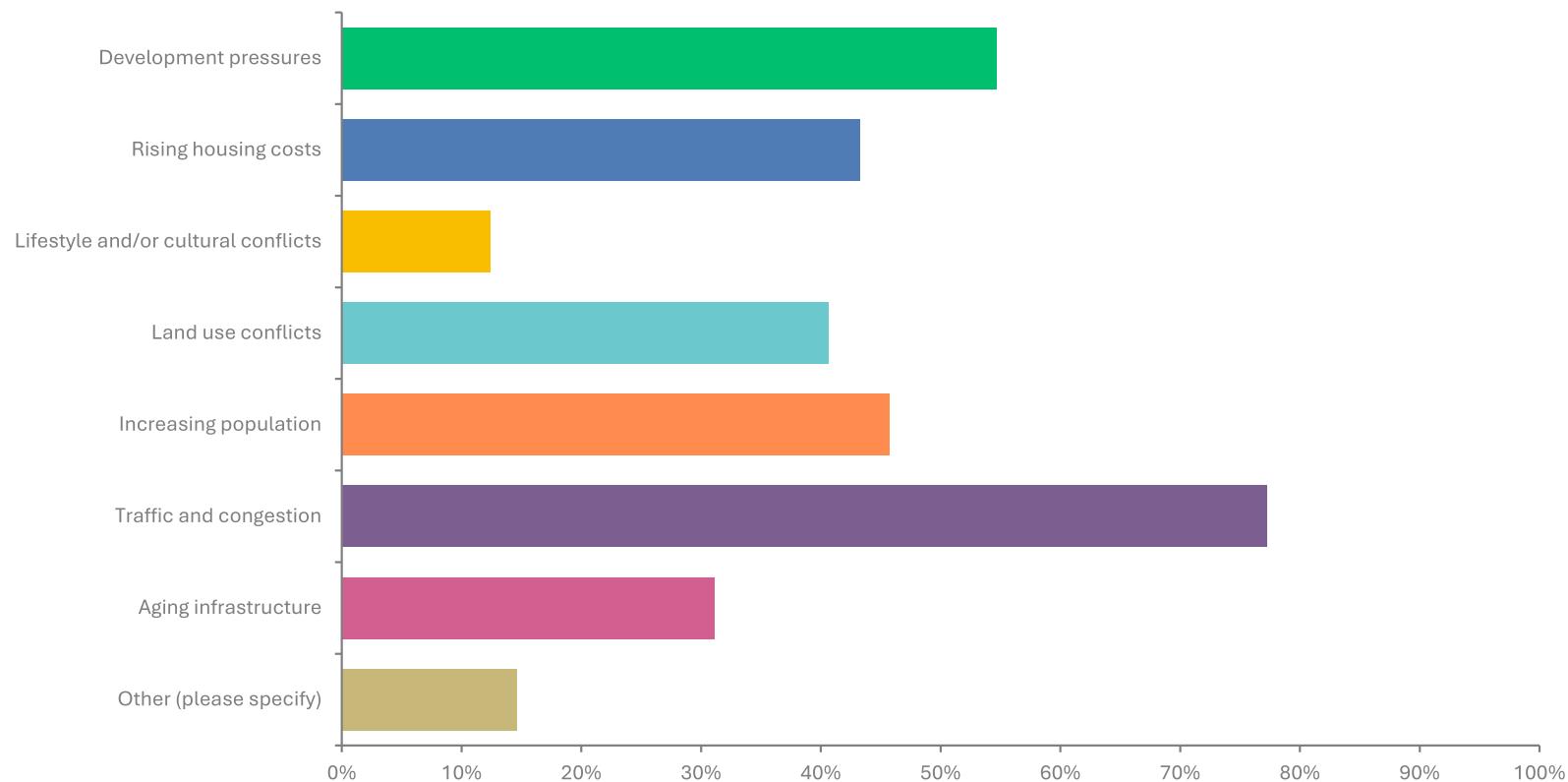
Second Choice

improvements Preserve green space Auburn rochester hills empty apartment buildings Livernois open space Safety Road quality Streets community center Rochester Road main roads much along trails access congestion new busy Left need children Sidewalks apartment green space public reduce Adams increase maintain Less trees building Traffic flow Better traffic lights roads many traffic Less development parks Stop building development areas Lack high Improved Rochester lights intersections construction signage Public transportation shopping Stop slow congested land community pathways Add green areas City Stop developing Keep Clinton river Affordable housing bike lanes develop Condition Roads Limit Traffic congestion family Dog park use Leave green spaces events times

The larger the word, the more frequently it was mentioned in the survey.

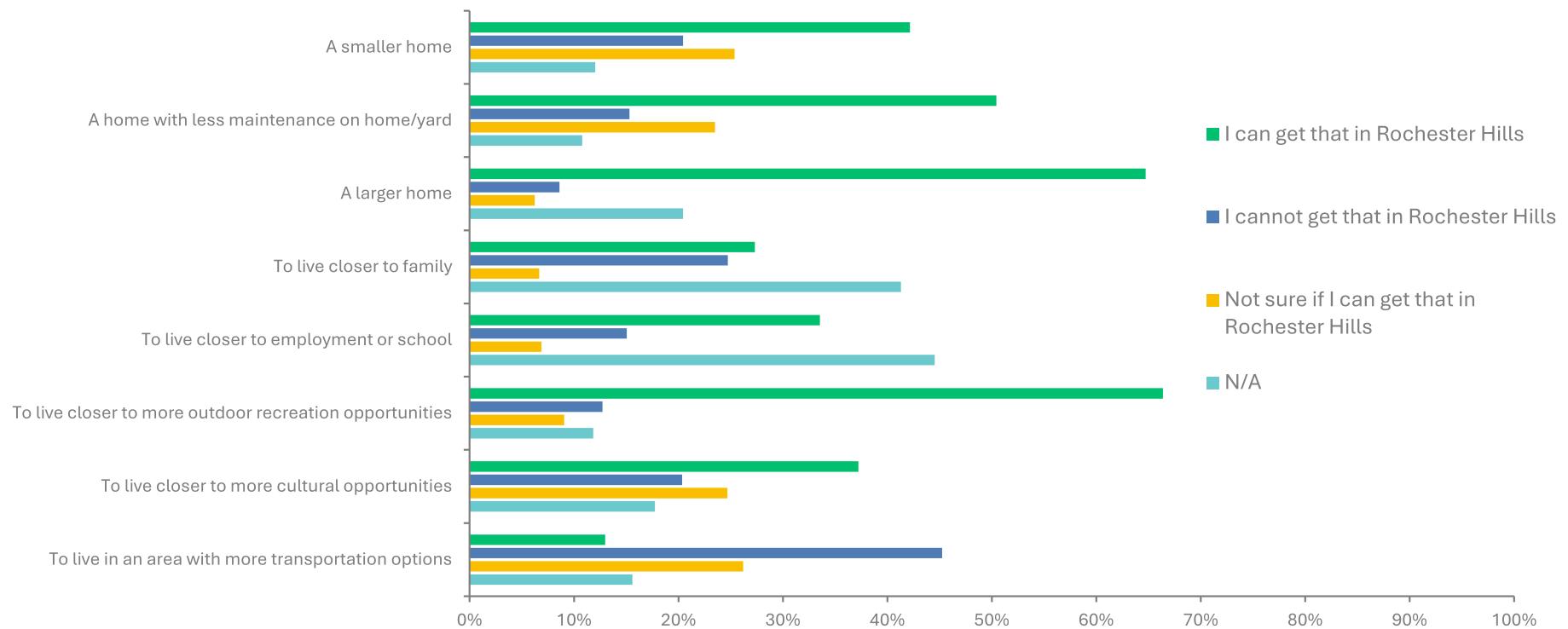
Q4: What are the major challenges facing Rochester Hills? Check all that apply.

- Answered: 492 Skipped: 13



Q6: If you were to consider moving from your current home, does Rochester Hills provide what you want as you look for your next home? Please check one for each response below:

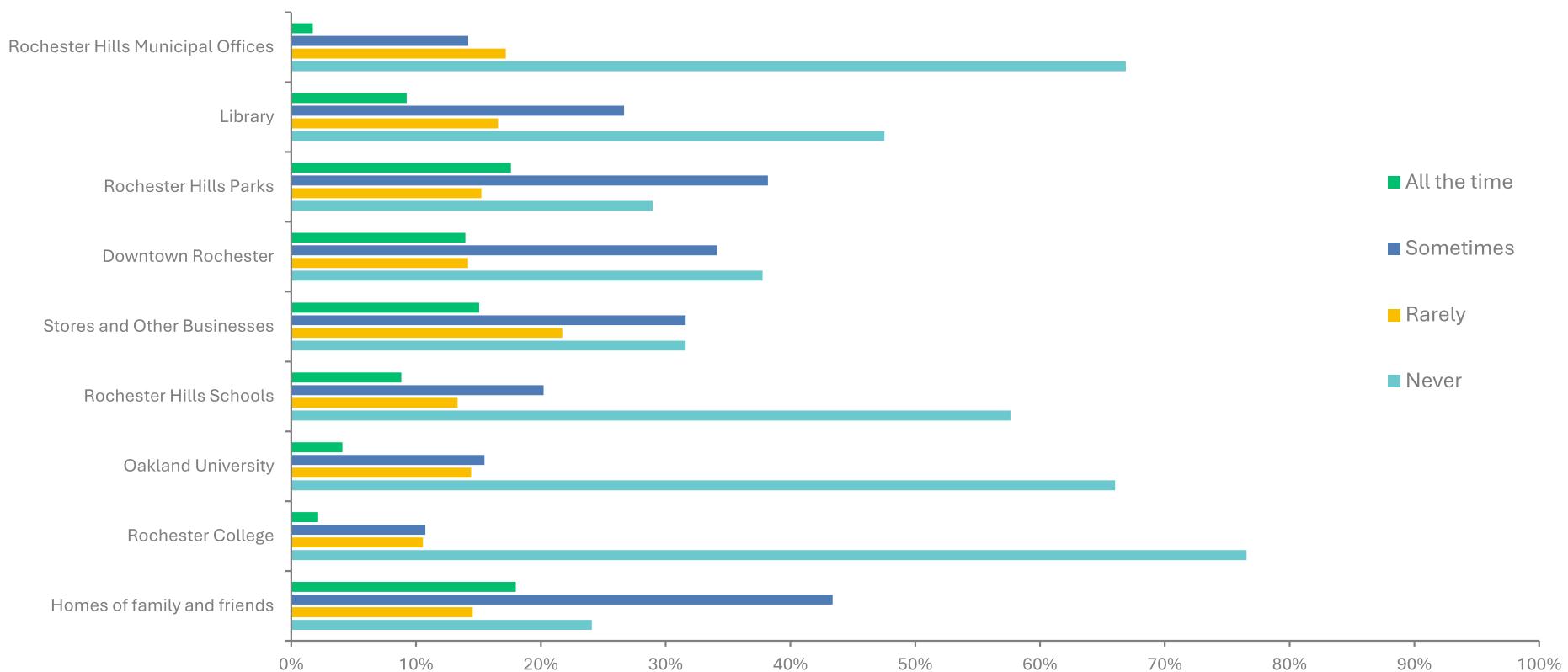
- Answered: 470 Skipped: 35



About 45% of people answering this question said if they were to consider moving from Rochester Hills, they would choose to live in an area with more transportation options.

Q12: How often do you access the following destinations by walking or by bicycle, rather than in your car? Please choose one for each destination.

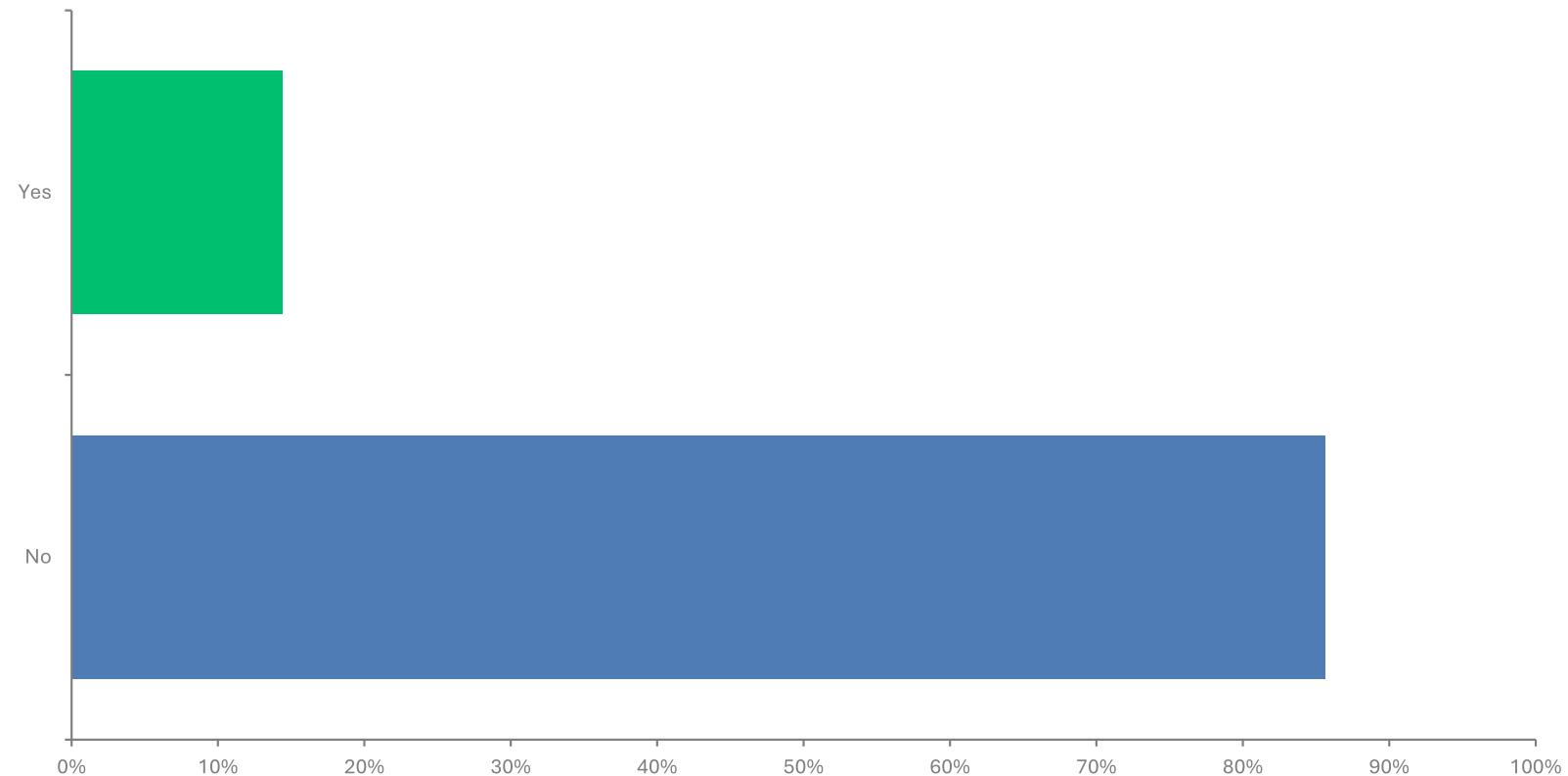
• Answered: 466 Skipped: 39



Most respondents “never” walk or ride a bike to community destinations

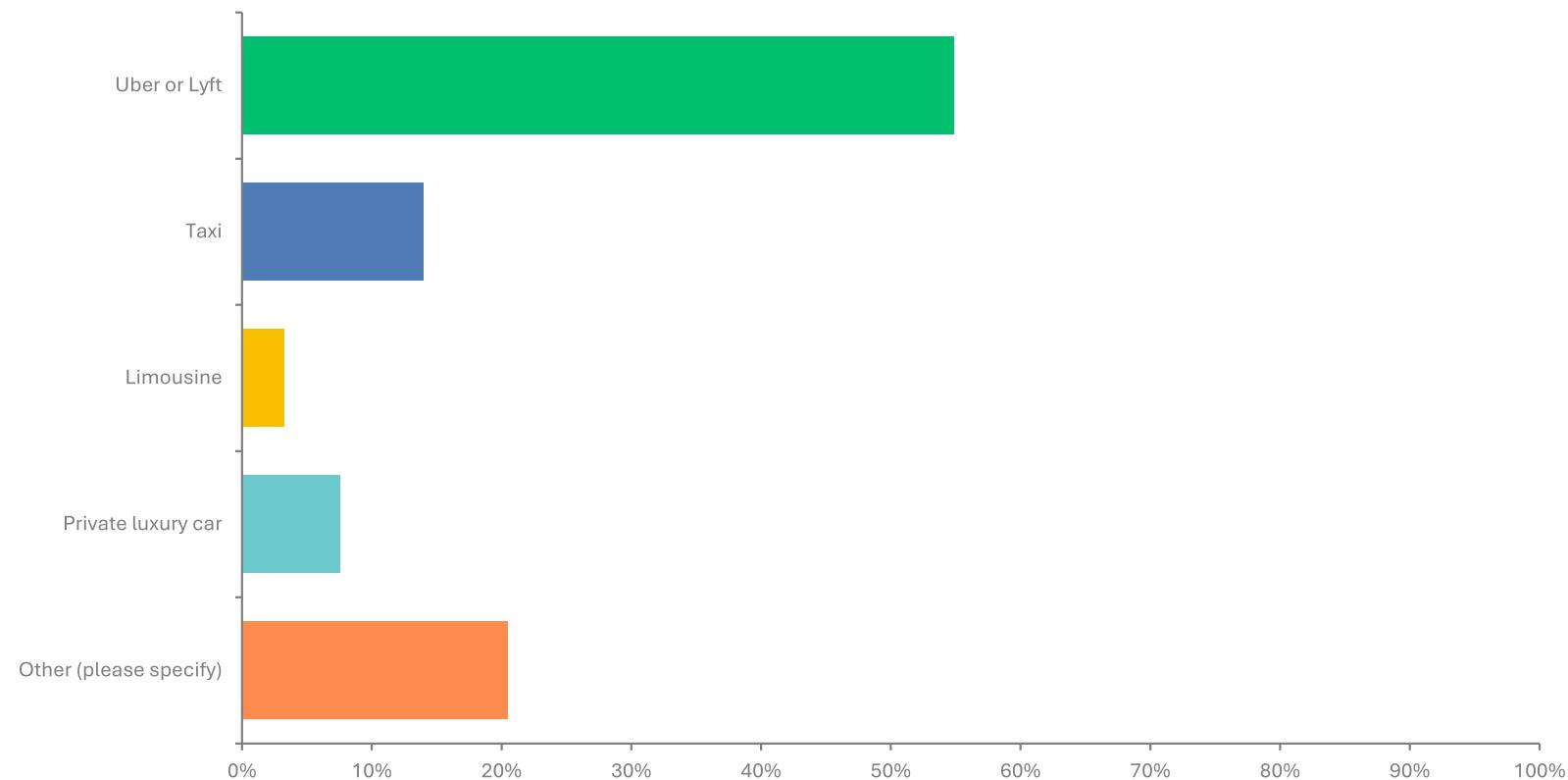
Q13: Do you use a private transportation service to travel in the City?

- Answered: 466 Skipped: 39



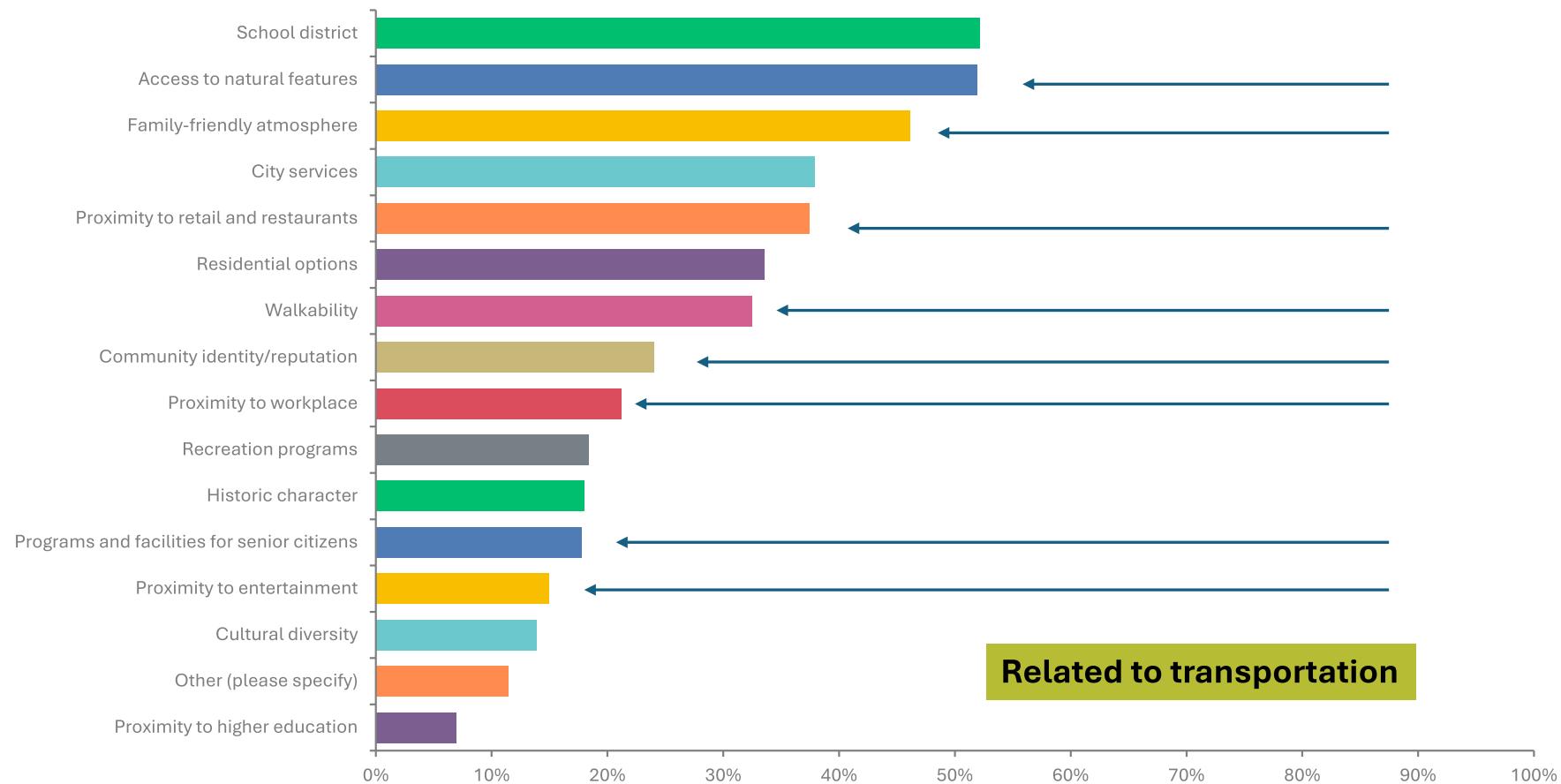
Q14: If so, which services do you use (Check all that apply):

- Answered: 93 Skipped: 412



Q26: What are the most important qualities you look for in a community? Select up to three.

• Answered: 462 Skipped: 43



Q27: If you were in charge of Rochester Hills for a day, what is the first thing you would change?

• Answered: 367 Skipped: 138

Common Themes

- Environmental Preservation and Green Space
 - Preserve existing green spaces
 - Add more parks and green areas
 - Create more walkable neighborhoods
 - Improve park facilities
- Traffic and Infrastructure Management
 - Reduce traffic congestion
 - Improve road conditions
 - Enforce speed limits
 - Better traffic management (ex: install smart traffic lights)

Q27: If you were in charge of Rochester Hills for a day, what is the first thing you would change?

• Answered: 367 Skipped: 138

Common Themes

- Development Control
 - Pause new developments (high-density housing)
 - Focus on utilizing existing structures and repurpose vacant land
- Community Services and Facilities
 - Increase the number of community events
 - Add more dog parks
 - Improve public transportation

Q28: Please provide any additional comments that may assist the City in updating the Rochester Hills Master Plan:

- Answered: 225 Skipped: 280

Common Themes

- Traffic and Infrastructure
 - Increased traffic congestion is a major concern, especially with the potential influx of new residents from proposed housing developments.
 - Suggestions include improving road infrastructure, traffic management, and ensuring that any new development includes adequate parking solutions.
- Open Space and Sustainability
 - Preservation of green spaces and attention to environmental sustainability are recurring themes.
 - Comments reflect a desire for responsible development that minimizes ecological impact and promotes sustainability.

Transportation & Community Health

- Seek opportunities to strengthen and support:
 - Safety
 - Efficiencies
 - Connectivity
 - Maintenance and physical improvements
 - Accessibility
- Mitigate and balance:
 - Congestion
 - Environmental concerns
 - Needs of different population groups
 - Ongoing costs of infrastructure

What's missing?

How do the needs to strengthen/support and mitigate/ balance vary by neighborhood?

Discussion for 12/10 PC meeting

Transportation & Community Health

- Seek opportunities to become more age-friendly:
 - Safe and accessible pathways for pedestrians, cyclists, and users of mobility devices.
 - Public transit is accessible, reliable, and age-inclusive.
 - Network is safe and streets are appropriately sized.
 - Wayfinding signage helps people navigate.
 - Residential land uses are connected to each other and important destinations.

What's missing?

How do the needs to strengthen/support and mitigate/ balance vary by neighborhood?

Discussion for 12/10 PC meeting

Transportation & Community Health

- Seek opportunities to become more sustainable:
 - Many of the same elements as the previous slide to help reduce dependency on cars.
 - Support low-emission, eco-friendly transportation options such as EV infrastructure, bike-sharking, and accommodating electric bikes.

What's missing?

How do the needs to strengthen/support and mitigate/ balance vary by neighborhood?

Discussion for 12/10 PC meeting

Next Steps

- Discussion at the December 10, 2024 PC Study Session
- January study session topic: Environment/Natural Features
- March/April: Review draft: Master Plan drafting
- April/May: Small Group workshops
- May: Open House