

2025

ANNUAL REPORT EXECUTIVE SUMMARY



View the full
[PED 2025 Annual Report](#)

Planning and Economic Development Department City of Rochester Hills, Michigan

The mission of the Planning and Economic Development (PED) Department is to support and promote quality development. By preserving what Rochester Hills already has, enhancing those elements that can be improved, and diversifying options, Rochester Hills can continue to be among the nation's preeminent places to live, work and raise a family for many years to come.



PED in Numbers

Approved

55 single family homes

Approved

80 multiple family units

Master Plan | LDFA Plan | City Gateway Signage

3 major projects completed

5.7% average commercial vacancy rate

105 new businesses opened

21 Rochester Hills businesses competed in RHISE Cup that donated **over 11,000** lbs of food to Neighborhood House

Limited Impact

0.1 acre natural features setback modifications

Limited Impact

917 trees permitted to be removed

1,388 trees permitted to be planted/tree credit

Limited Impact

1.61 acres wetland impact

- #### Boards and Commissions
- 18 Planning Commission/Study Session
 - 3 Historic Districts Commission
 - 0 Historic Districts Study Commission
 - 5 Local Development Finance Authority
 - 7 Zoning Board of Appeals
 - 1 Brownfield Redevelopment Authority

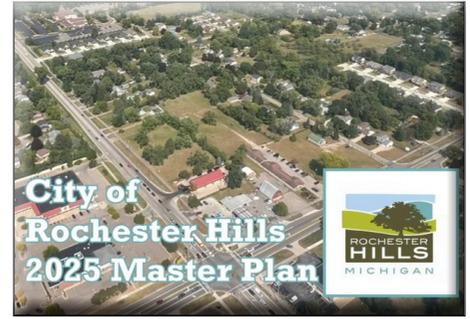
- #### PED Metrics
- 6 Business Retention Visits
 - 18 Zoning/Compliance/Verifications
 - 23 Concept Plan Meetings
 - 11 Land Division Reviews
 - 5 MBC/RHISE Events
 - 17 Site Plan Approvals (Admin)
 - 10 Site Plan Approvals (PC)
 - 5 Conditional Use Approvals



Planning Highlights

Master Plan

The Planning Commission unanimously adopted the [2025 Master Plan](#) at their October 21, 2025 meeting and forwarded the Plan to the City Council for their consideration at their November 10, 2025 meeting, where the Council also approved the Plan. The Master Plan is the product of over 20 different public input opportunities that reached more than 2,000 individuals over the course of the 18 months the Plan was worked on. The Plan is designed to provide users a much more interactive, personalized experience by providing mapping that a user can explore, click and learn about the planned land uses within their neighborhood and throughout the City.



EGLE Grant

In 2023, the City was awarded one of the largest State budget allocations to a specific city ever—\$75 million. This money is intended to help assess and clean known landfills and other identified properties with environmental concerns. Throughout the year, the PED team alongside ASTI continued to work with property owners to complete assessment activities a number of different properties with the hope of transitioning into site remediation efforts in 2026. The City completed three smaller remediation efforts on City owned properties including the Auburn Road Open Space along with a small project on Hamlin Road and the Ruby Property on Livernois. The City Team also worked with EGLE to gain an extension of the overall grant parameters to allow for use of the funds anywhere in the City and to extend the timeframe for implementation. With the extension, the City will continue these historic efforts until the fall of 2031. More [EGLE Grant information and maps](#) can be found on our website.

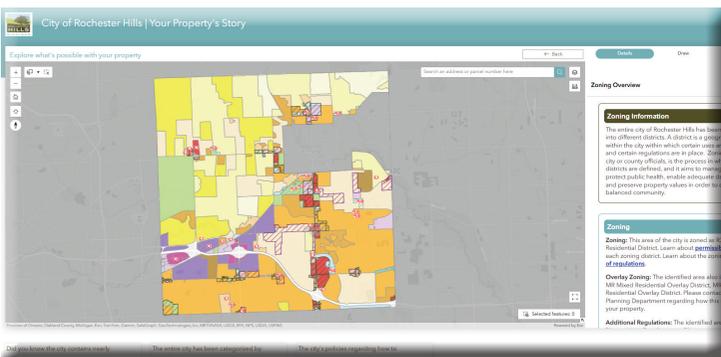
Work Plans Approved	Total Work Plan Amount Approved
Project	Dollars
Sewer Extension Hamlin and Adams	\$456,120
Allen Park	\$70,785
3514 S. Livernois (Rudy Property)	\$113,895
3001 W. Auburn	\$129,781
1406 E. Avon (Highland Woodfill)	\$452,510
Hamlin Road Landfill (Madison Park)	\$1,474,553
St. Theodora of Sihia	\$12,500
1765 Hamlin Rd.	\$26,175
Sandfill Landfill #1 (RISE Development)	
Total	\$2,736,319

Your Property's Story

As the City's GIS Department went through the City's entire map gallery, the PED Department wanted to explore if there was a more meaningful, comprehensive way zoning information could be conveyed to property owners and the general public. This pursuit led to a collaborative effort which produced the [Your Property's Story](#) application. The application allows a user to enter the address they are interested in and

the application provides relevant information pertaining to:

- Property Identification
- Acres
- Zoning Designation
- Whether the property has an overlay zone, is a PUD, or is controlled by a consent judgment
- Natural features to include wetlands, woodlands, floodplains, steep slopes, etc.
- Location in one of the City's historic districts



Adams Road

It was an exciting year for the multi-year Adams Road Corridor PEL (Planning and Environmental Linkage) Study. From the original five road alternatives that were presented in 2024, the design team has since taken all of the input and data gathered and unveiled the Refined Alternative in October of this year which includes three roundabouts, center turn lanes, narrow medians, and additional lanes north of Hillendale Dr. For more information on the study, visit the [Adams Road PEL Website](#).



Economic Development Highlights

Mayor’s Business Council/RHISE Events Bringing keynote speakers and impactful panelists in front of our Mayor’s Business Council (MBC) and Rochester Hills Innovative Senior Executives (RHISE) members is key to building the executive leadership network for the City. This year’s events were very successful. The high attendance is a testament to the innovative and market-focused topics and Mayor Barnett’s speaking invitations to key industry leaders in our community played a significant role in attracting such a strong audience.



MBC Cybersecurity with Former MI Governor Rick Snyder @ Molex



MBC 2nd Diversity of Thought for Talent Attraction & Retention



RHISE Conversations with Former Detroit Mayor & Gubernatorial Candidate Mike Duggan



Holiday RHISE Celebration with MBC Award Recipients
Executive Leadership
Ryan Price (above right)
Champion Award
AdduXi (above)
the Village of Rochester Hills (right)



RHISE Cup 2025 Declares a Champion

Over the RHISE Cup’s seven week program, 21 companies (almost double from 2024) participated in four challenges: physical (bowling), mental (trivia), social (Halloween-themed food drive), and creative (Innovation Forest). Combined, these companies employ about 3,500 people in Rochester Hills. Participation included all levels within companies—from presidents to assistants, engineers to production workers. Teams really showed up in full force. At the end of the Challenge, Mayor Barnett announced the winners and crowned the RHISE Cup Champion . . .



OneMonroe
RHISE Cup Champion

Youth Entrepreneurs Called for the RHising Market

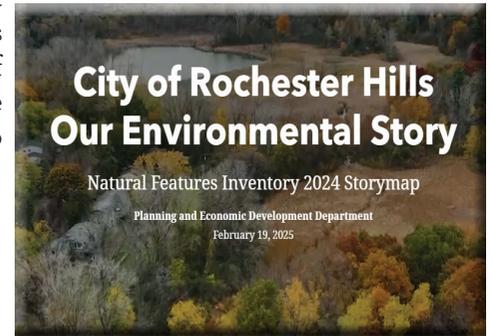
The Economic Development team attended a MSU Extension Conference in 2024, learning many outside-the-box programs that cultivate and connect the business community with other resources in the area. What caught their eye reminded them of their own youth. The idea is simple—provide youth who are entrepreneurs-at-heart to market their goods and services at City events. The RHising Market was first opened at the Brooklands Block Party and then a few youth entrepreneurs were selected to attend the Mayor’s Holiday RHISE event. Everyone loved supporting the kids and their passions. There plans to expand to new events in 2026.



Recognitions

PED and GIS Award

The PED Department, with the help of the City's great GIS Team, won the IMAGIN Best Analytic Presentation award for the ["Our Environmental Story" GIS Storymap](#). PED staff worked with the City's GIS Department to create an online GIS Storymap, including an interactive natural features map that is designed to help educate residents on not only the locations of the City's natural features as they relate to specific property, but also the quality of those features and what City regulations may be applicable to those natural features.



Looking Ahead

Planning & Economic Development Priorities

The PED Team's goals for in 2026 include:

- ▶ Implement Key 2025 Master Plan Recommendations
- ▶ Develop LDFA 2.0
- ▶ Continue Innovative Technology Implementation
- ▶ Further RHISE Cup and Diversity of Thought Momentum
- ▶ Update the Economic Development Strategy
- ▶ Continued implementation of Restoration & Remediation EGLE Grant

The PED Team

MJ Retires With Nearly 20 Years of Service



PED celebrating MJ at the Brooklands new restaurant, Juan Blancos

The Planning and Economic Development Department said goodbye to Mary Jo Pachla this year. The PED Team (and the City as a whole, since she also worked in the Building and Clerk's Offices previously) said a goodbye to one of the greats. Mary Jo, who knew everything about everything will be greatly missed by all. There are not enough Thank You's for everything that she has done for us on the PED Team. Enjoy your retirement! It is well deserved.

A New Team Member Emerges

As we said goodbye to Mary Jo, the PED team began the search for our new full time team member. Out of over 160 candidates, one emerged as the clear favorite. The PED team opened their arms to welcome Olivia Romano in late 2025 (although her first official day was actually right after the new year).



Rochester Hills Planning and Economic Development Team 2026
Olivia, Jennifer, Sara, Pamela, Michelle, Chris



innovative by nature

Contact Information

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