

Memorandum

DATE: October 31, 2025
TO: Rochester Hills City Council
FROM: Jill Bahm, AICP, Partner, Joe Tangari, AICP, Principal Planner, Julia Upfal, AICP, Senior Planner, Ian Hogg, Associate Planner, Giffels Webster
SUBJECT: Rochester Hills Master Plan – 2025 Master Plan Adoption and Overview

Master Plan Adoption

The 2025 Master Plan was adopted by the Planning Commission at their October 21st, 2025 meeting after hosting a public hearing and receiving feedback as a part of the required 63-day review period. During the review period, the Master Plan was distributed to adjacent communities and asked each community to review the Plan. The City of Sterling Heights and Oakland County shared their feedback and complimented the Master Plan on its format and content. The Planning Commission reviewed the final version of the 2025 Master Plan and adopted the Master Plan in accordance with the Michigan Planning Enabling Act of 2008. City Council will be asked to review the 2025 Master Plan at the November 10, 2025 meeting and consider adopting the finalized version of the Master Plan.

Master Plan Overview

In line with the City's effort to be a leader in innovation, the 2025 Master Plan will be entirely available online and in an interactive website format. This format will allow individuals an unprecedented level of interactivity with the Master Plan's content. The website format will make the Rochester Hill's 2025 Master Plan a one of kind plan in the state of Michigan. The Master Plan is based on five planning neighborhoods, which align with the high school districts. The Planning Neighborhoods are: **Adams, Stoney Creek, Rochester High West, Rochester High East, and Avondale**. These planning neighborhoods provide residents a better understanding of what the future of their neighborhood will look like and what the Master Plan recommends for that area of the City.

The 2025 Master Plan Community Engagement process began on January 29, 2024 with a joint meeting between the Planning Commission and City Council. The Community Engagement process was broken down into five phases.

Each phase involved different community engagement opportunities for individuals to share their feedback on the future of Rochester Hills. Over 2,000 people participated in the Master Plan process, which included 23 in-person events, 11 public meetings, five community surveys, four small group meetings, and three large group meetings. The result of the community engagement process led to the vision of the Master Plan: **Timeless Tradition**. This vision focuses on maintaining and preserving the suburban lifestyle, while seeking out ways to improve pedestrian connectivity and preserving natural resources.

The community engagement process ended with the Master Plan Open House on October 7, 2025 where members of the public were invited to view the final version of the Master Plan. Residents were able to see the final details of the plan and interact with the Master Plan website. Participants shared that they appreciated the interactivity of the Master Plan website and the layout of the Plan, especially the idea of the Planning Neighborhoods.

Throughout the process three themes were interwoven into the discussions held and the content of the Master Plan. These are: **Age-friendly, Sustainable, and Innovation**. These topics provided a backdrop for each discussion and topic area within the Master Plan. The goals and objectives included these three themes and were divided into five different topic areas. The topic areas included: **Housing, Economic Development, Transportation, Preservation and Sustainability, and Community Amenities**. Each of these topic areas include goals and objectives that outline how the City will look to develop and innovate over the course of the next 10-15 years.

Next Steps

At the November 10th City Council meeting, the City Council will be asked to deem if the Master Plan is complete and ready for adoption. If the City Council believes the Master Plan is ready for approval, they will approve a resolution of adoption at the November 10th meeting.