

Rochester Hills

Preserve

Enhance

Innovate

Master Plan



2025 Master Plan Update Process

- Reaffirms the direction set in the 2018 Master Plan
- Prepared with significant public input
- Will be presented in an online format
 - Allows users opportunities to engage with maps and text as they choose
- Created 5 different planning neighborhood areas based on high school districts to help residents identify with neighborhood level recommendations



2025 Master Plan Update Process

- Focuses on five main components:
 - Housing
 - Economic Development
 - Transportation & Mobility
 - Preservation & Sustainability
 - Community Amenities
- Coordinates with City's other long-range plans to cross-reference all action strategies into one comprehensive tool for implementation.



Plan Themes



Age-friendly



Sustainable



Innovative

- Three “filters” or planning themes were used during each phase of the Master Plan Update
- Used to ensure alignment to public input and discussions with staff and City officials

Plan Vision



- **Timeless Tradition**
 - Maintain stability and suburban lifestyle
 - Single-family housing remains the main housing type
 - Strengthen pedestrian connectivity
 - Preserve natural resources

Community Engagement

- Over 2,000 participants provided feedback and insight
- Five different phases that began in 2024
- Feedback focused on:
 - Increasing walkability and safety
 - Preserving natural features
 - Focusing on single family housing
 - Maintaining stability and high level of satisfaction for residents



Future Land Use

- The Future Land Use Map is the way the City illustrates intended land uses
- Future Land Use is different from zoning and related zoning ordinance, which is legally binding
- The 2025 Future Land Use Map consolidated categories
- Densities have not increased from the 2018 Master Plan
- Better reflects existing developments and conditions



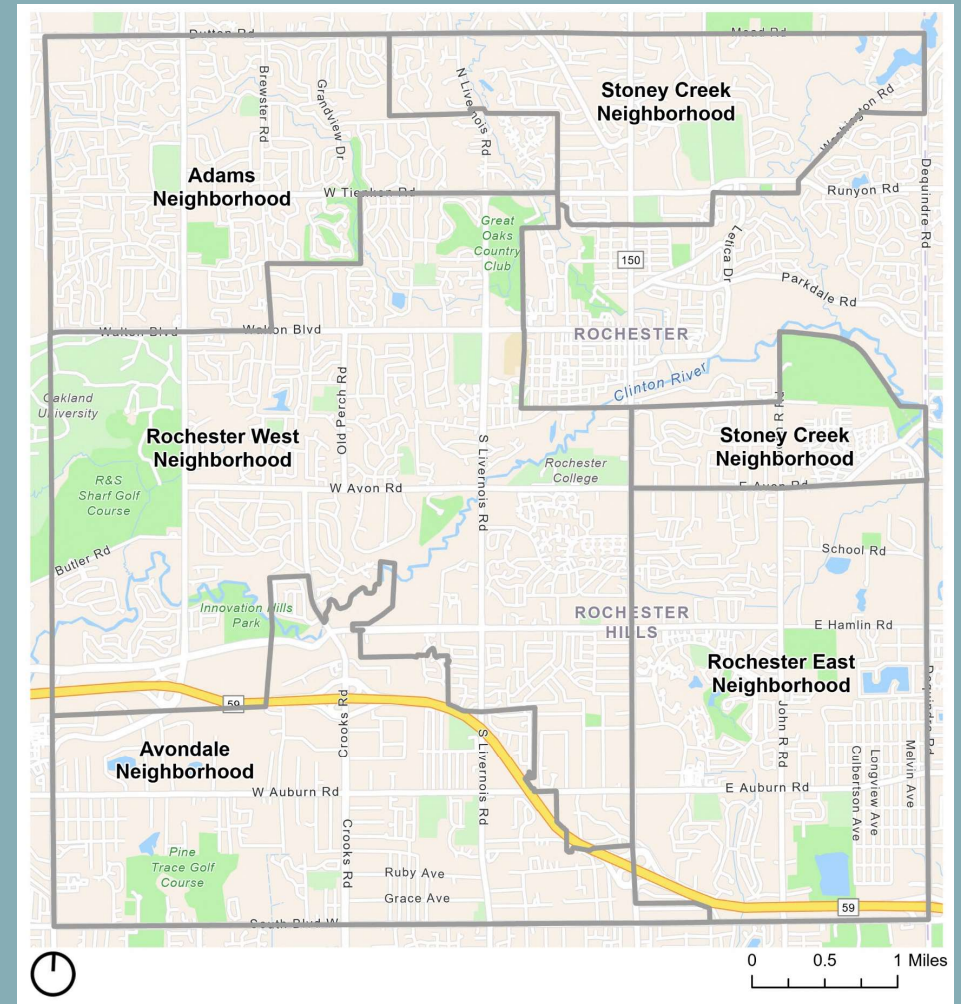
Future Land Use Changes

- Nonresidential categories are designed to align with adopted zoning changes over past few years that consolidated all non-residential zoning districts and FB districts
- Residential categories are designed to better reflect the built environment and the need for additional residences designed for today's market as identified throughout input process, along with innovative ways of potential implementation

2018 Master Plan Categories	2025 Master Plan Categories
Estate Residential, Residential 2, and 2.5	Open Space Residential
Residential 3, and 4	Suburban Residential
Residential 4 and 5	Neighborhood Residential
Mixed Residential Overlay	Removed; some of these areas have been reclassified as Neighborhood Residential.
Multiple Family	No new areas of multiple-family are designated, changes reflect existing land use.
Office M-59 Office A M-59 Office B Small-Scale	The Office category is removed. Changes from previously designated "office" land use areas to Mixed Use Changes from previously designated "workplace" and "Technology and Office Image Corridor" land use areas to "Light Industrial/R&D"
Interchange	Replaced by "Regional Commercial"
Workplace	
Technology and Office Image Corridor	Light Industrial/R&D and Hybrid Industrial
Regional Commercial	No change
Residential Office Flex (formerly Business/Flexible Use)	Mixed Use
Commercial Residential Flex 2 (formerly Business/Flexible Use 2)	
Commercial Residential Flex 3 (formerly Business/Flexible Use 3)	
Industrial	Hybrid Industrial
Special Purpose	Institutional/Campus
Public Recreation/Open Space	Renamed "Parks and Public Open Space"
Private Recreation/Open Space	Renamed "Conservation Open Space"

Planning Neighborhoods

- This plan innovated a new concept: the Planning Neighborhoods
- These neighborhoods align with the Rochester Schools high school district boundaries
- This helps residents think about the future by relating to the areas where they are most familiar

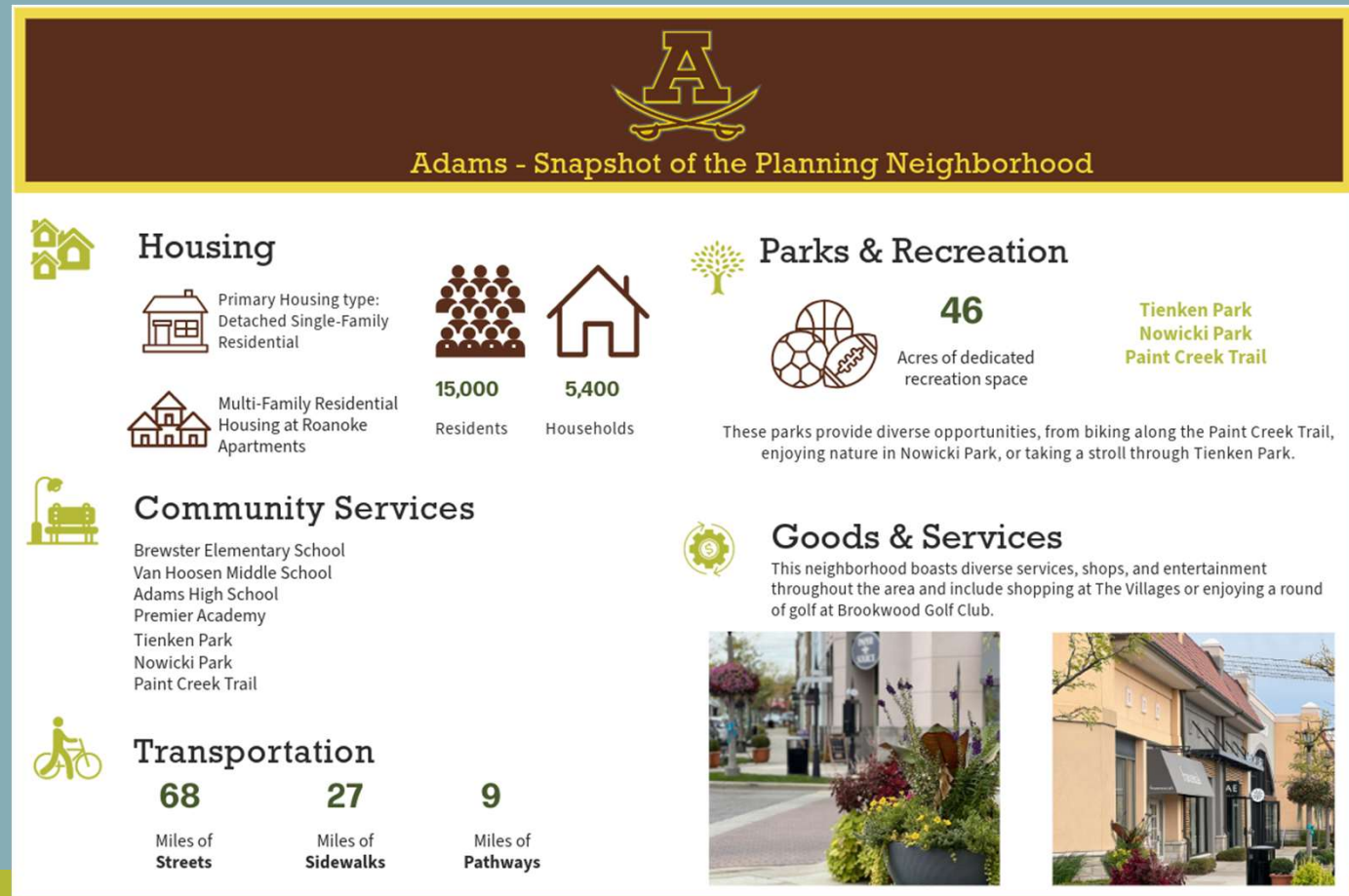


Planning Neighborhoods - Adams

- 298 people participated in the Community Engagement process

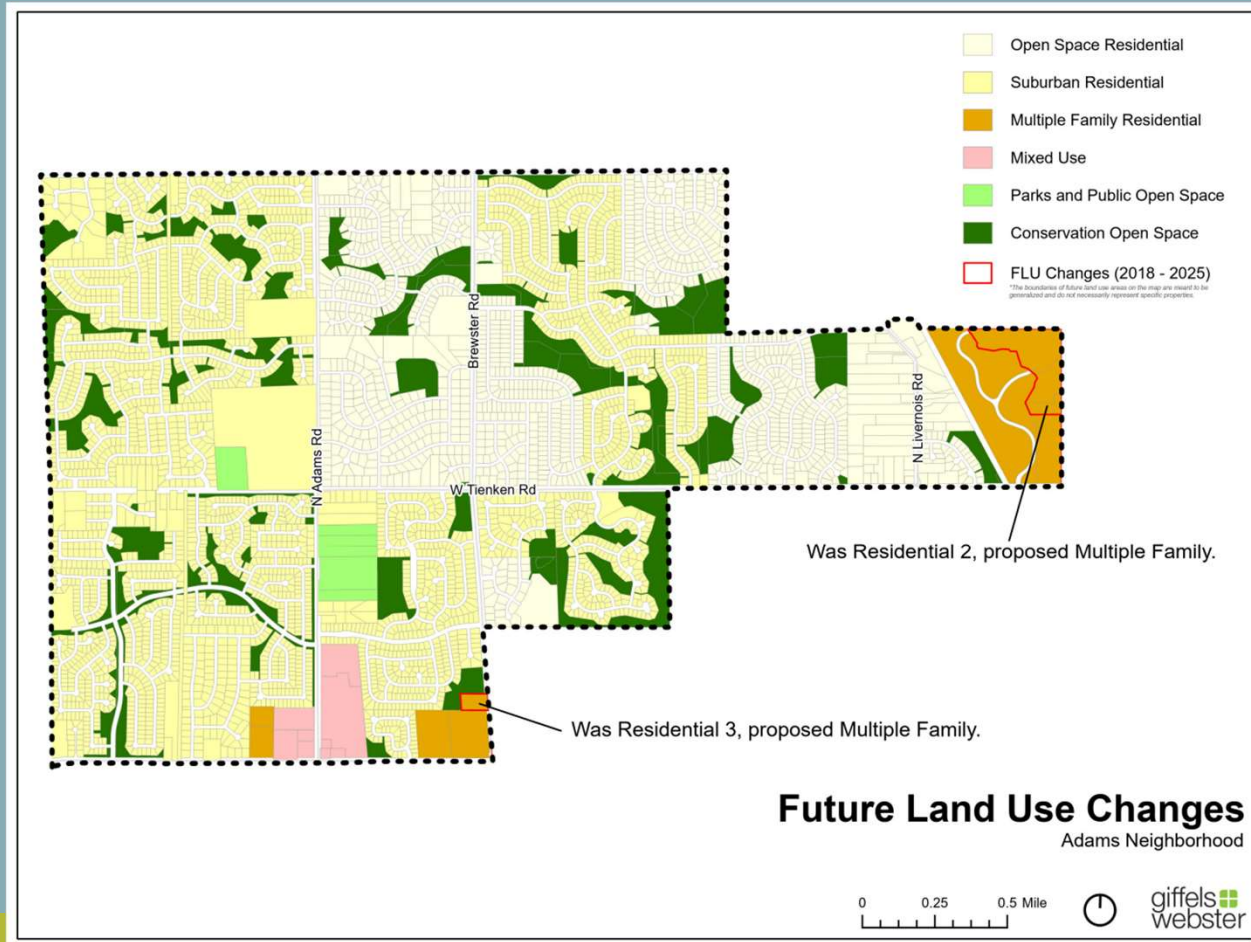
Action Strategies

- Support maintenance and reinvestment in existing neighborhoods
- Preserve natural features, property values, and open spaces
- Work with Safe Routes to School
- Develop Nowicki Park



Planning Neighborhoods - Adams

- Two areas were changed from Residential 2 and Residential 3 to Multiple Family to match the current land use
- Residential categories are designed to better reflect the built environment

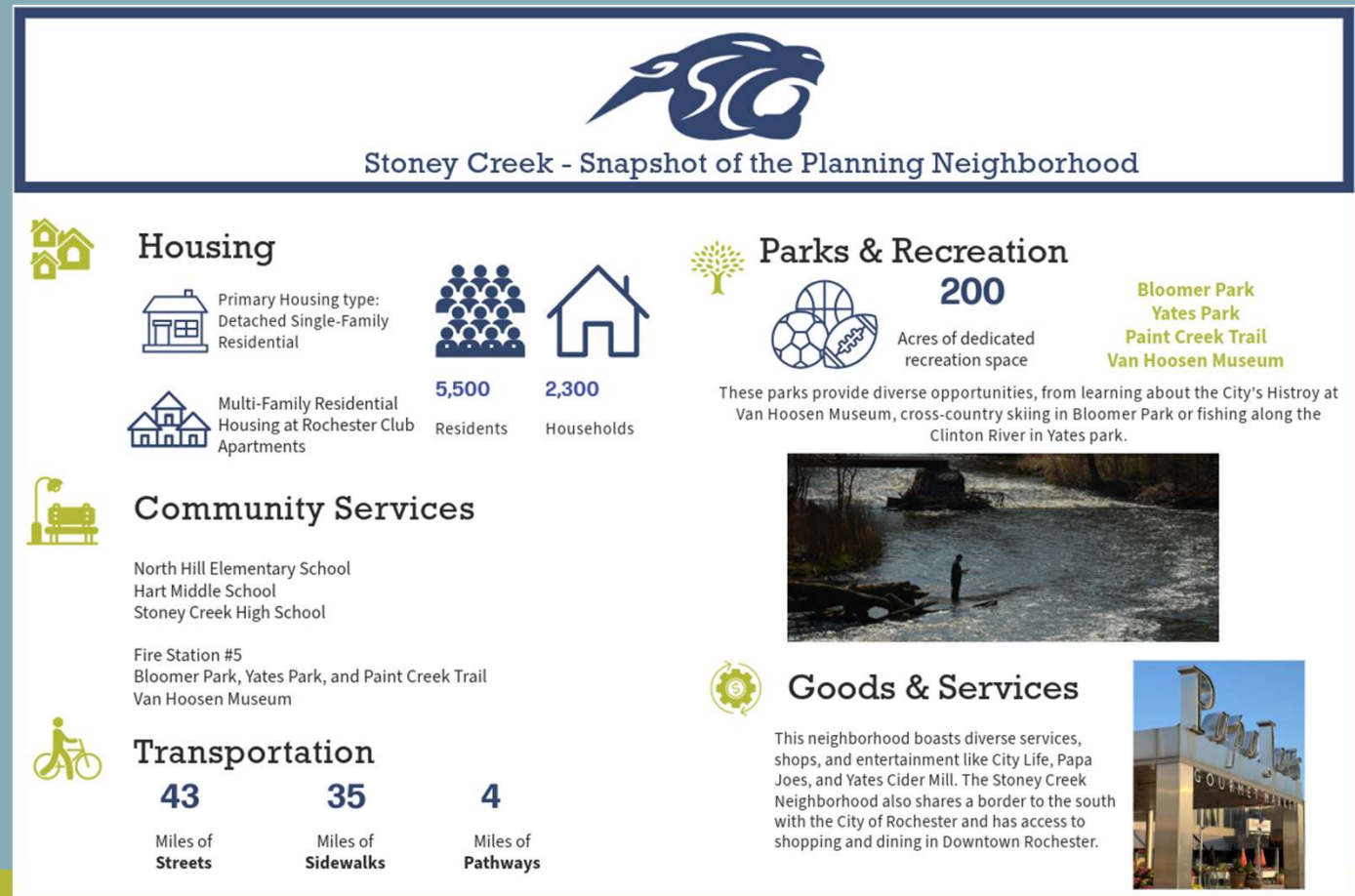


Planning Neighborhoods – Stoney Creek

- 134 people participated in the Community Engagement process

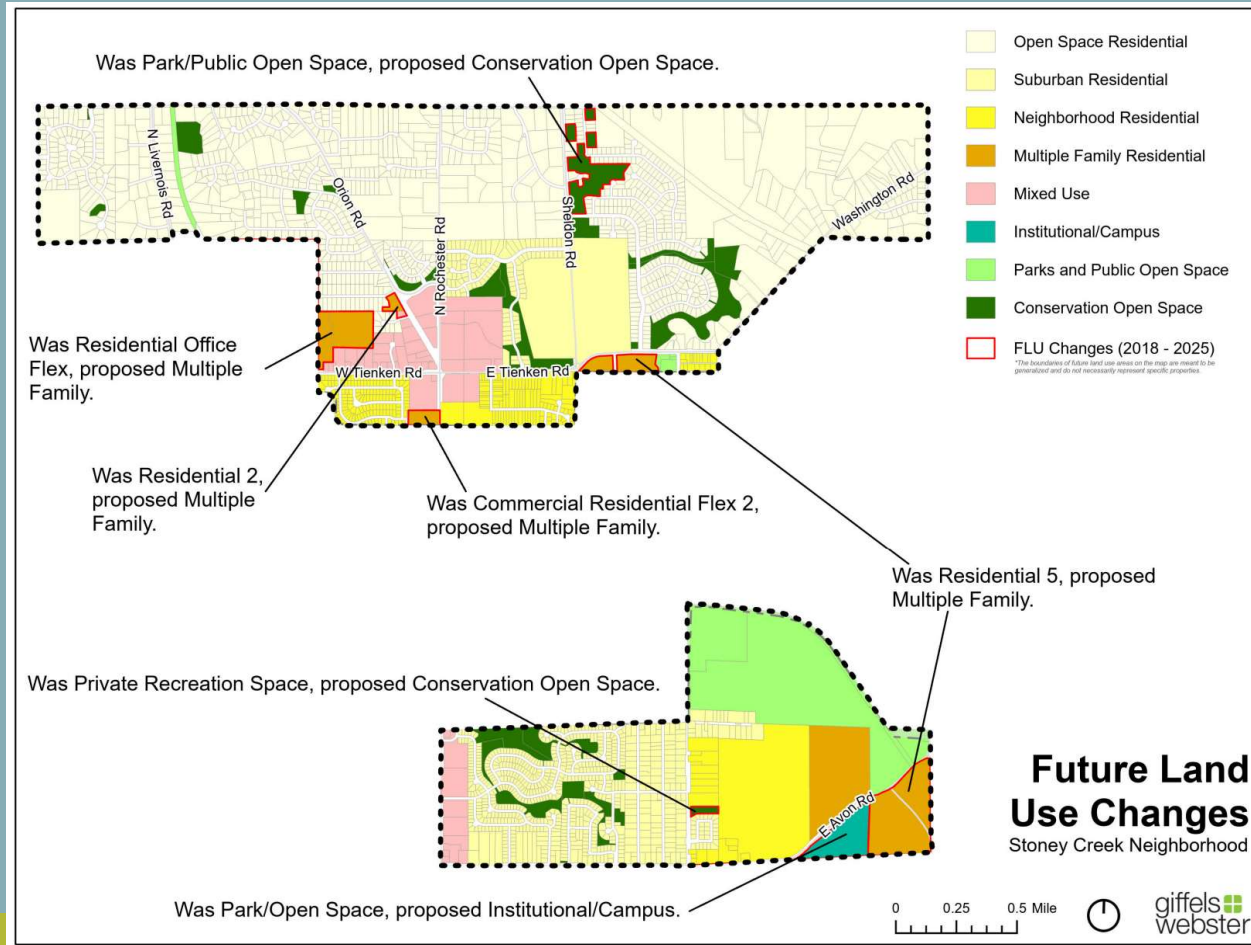
Action Strategies

- Improve facilities at Bloomer Park including playground, shelter, and restroom upgrades and investigate new recreation opportunities
- Install a playground at Yates Park



Planning Neighborhoods – Stoney Creek

- Two areas were changed from Residential 2 and Residential 5 to Multiple Family to match the current land use
- Two areas that were Residential Office Flex and Commercial Residential Flex were changed to Multiple Family to match current land use
- Two areas were changed to Conservation open Space to reflect current land use
- Residential categories are designed to better reflect the built environment



Planning Neighborhoods – Rochester West

- 472 people participated in the Community Engagement process

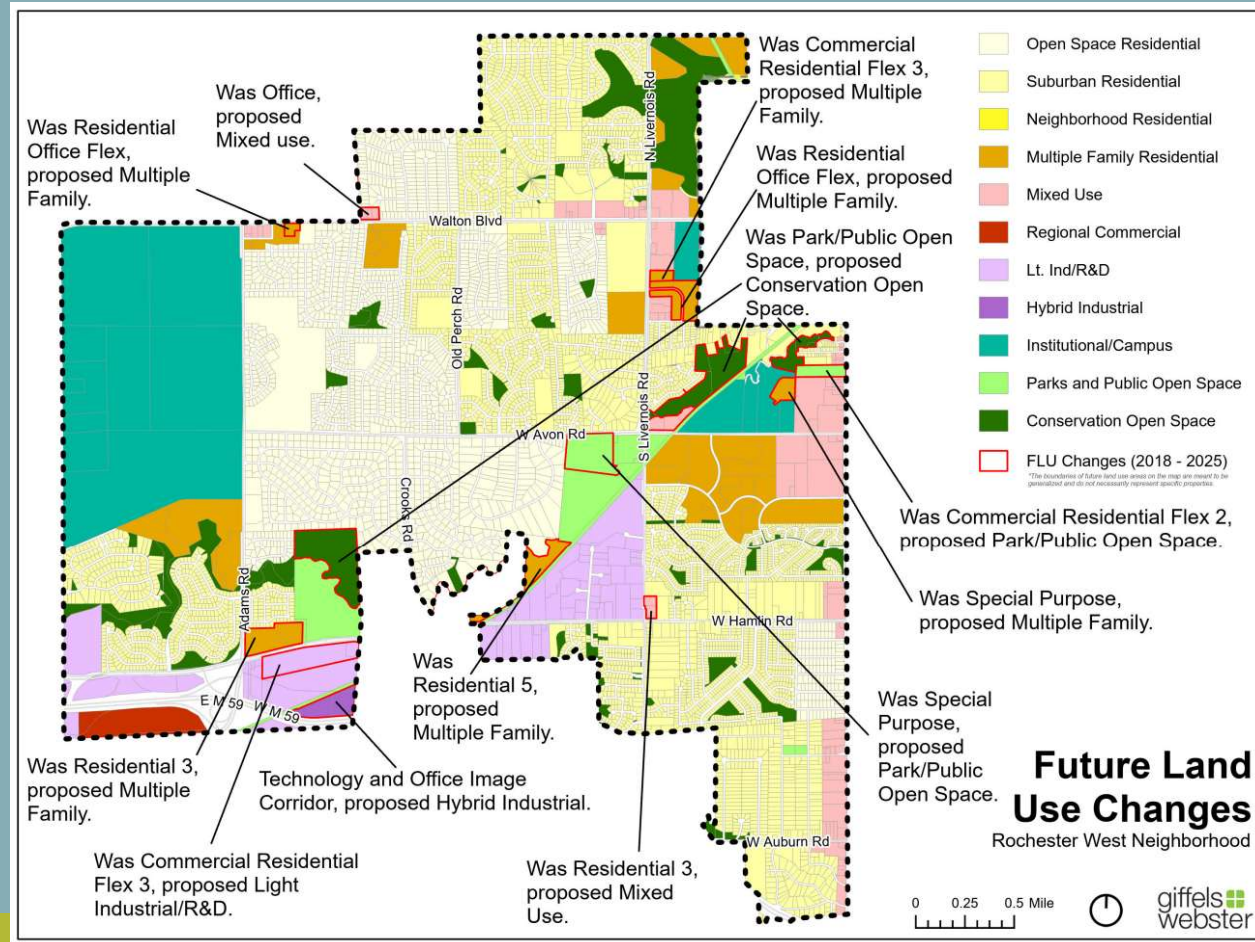
Action Strategies

- Continue to implement Innovation Hills development plans including overlooks and art elements
- Replace the gazebo at Veteran's Memorial Point
- Examine options to increase the Avon and Crooks intersection capacity including increased turn lane capacity or roundabout feasibility



Planning Neighborhoods – Rochester West

- Proposed changes reflect the current land uses and recent changes to Future Land use category consolidation
- Residential categories are designed to better reflect the built environment.



Planning Neighborhoods – Rochester East

- 297 people participated in the Community Engagement process

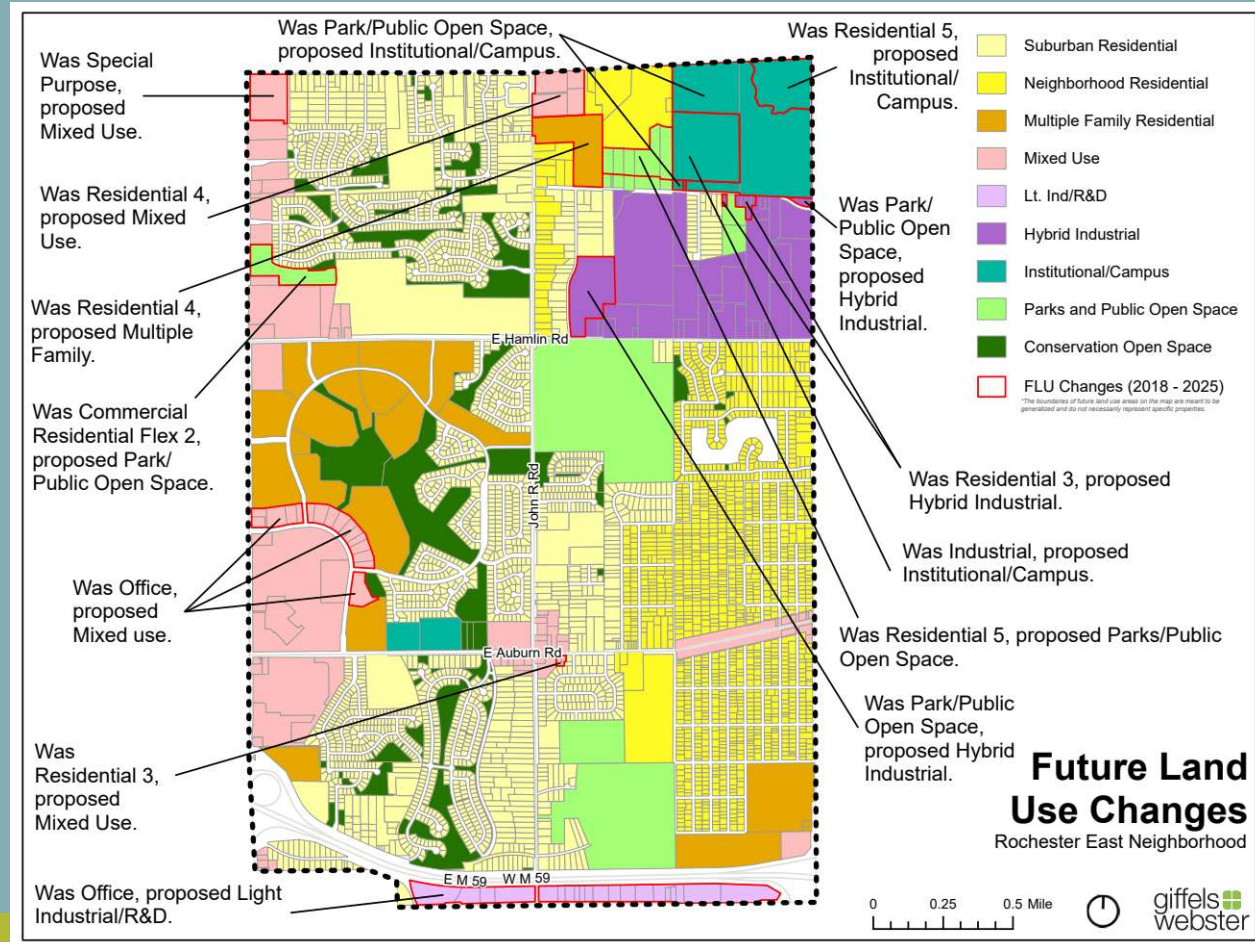
Action Strategies

- Implement Spencer Park redevelopment plans
- Develop a plan for passive recreation at the recently donated Eddington Property
- Work with OPC on maintaining and extending transit service within the city



Planning Neighborhoods – Rochester East

- Proposed changes reflect the current land uses and recent changes to Future Land use category consolidation
- Residential categories are designed to better reflect the built environment

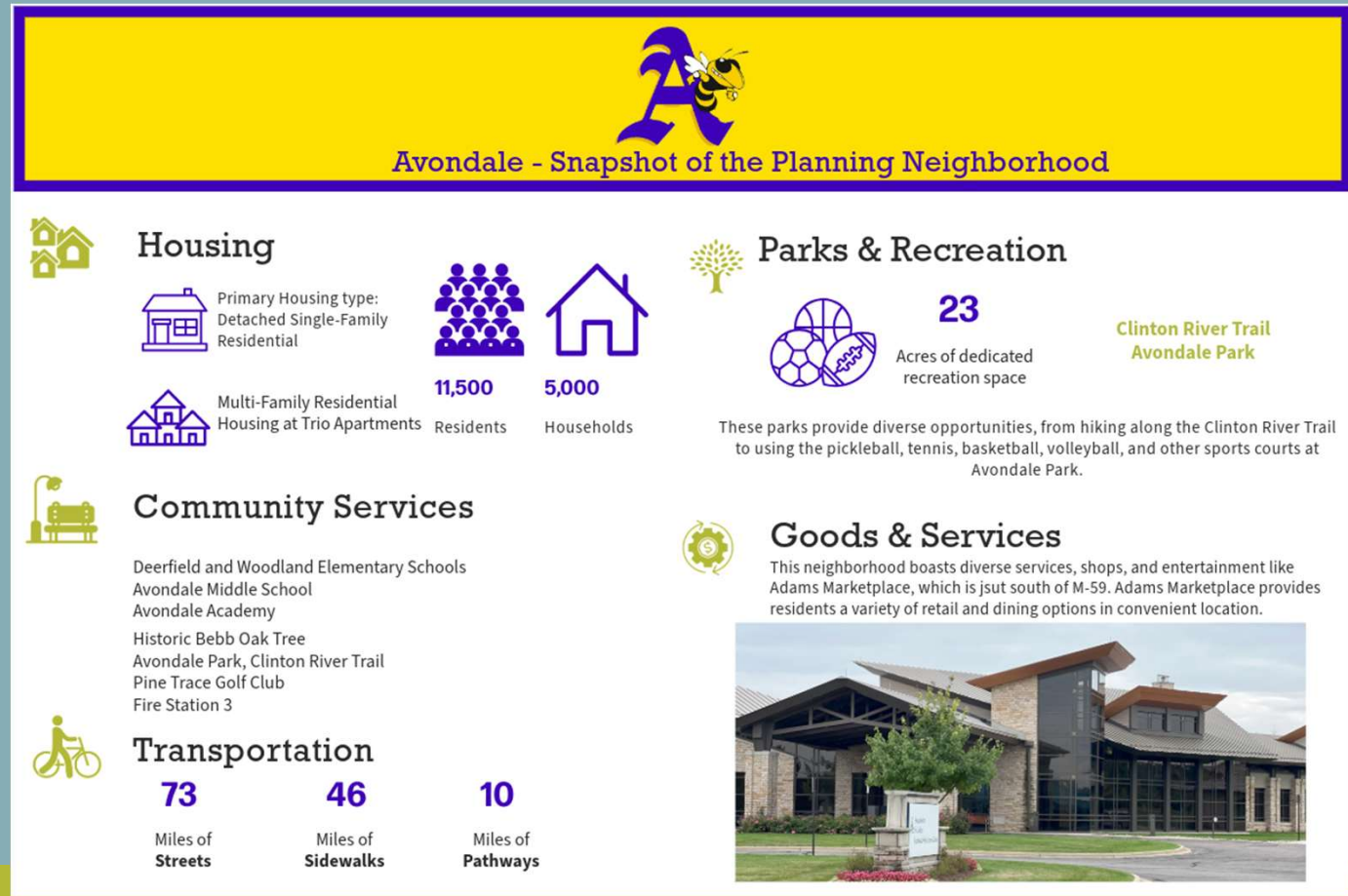


Planning Neighborhoods – Avondale

- 159 people participated in the Community Engagement process

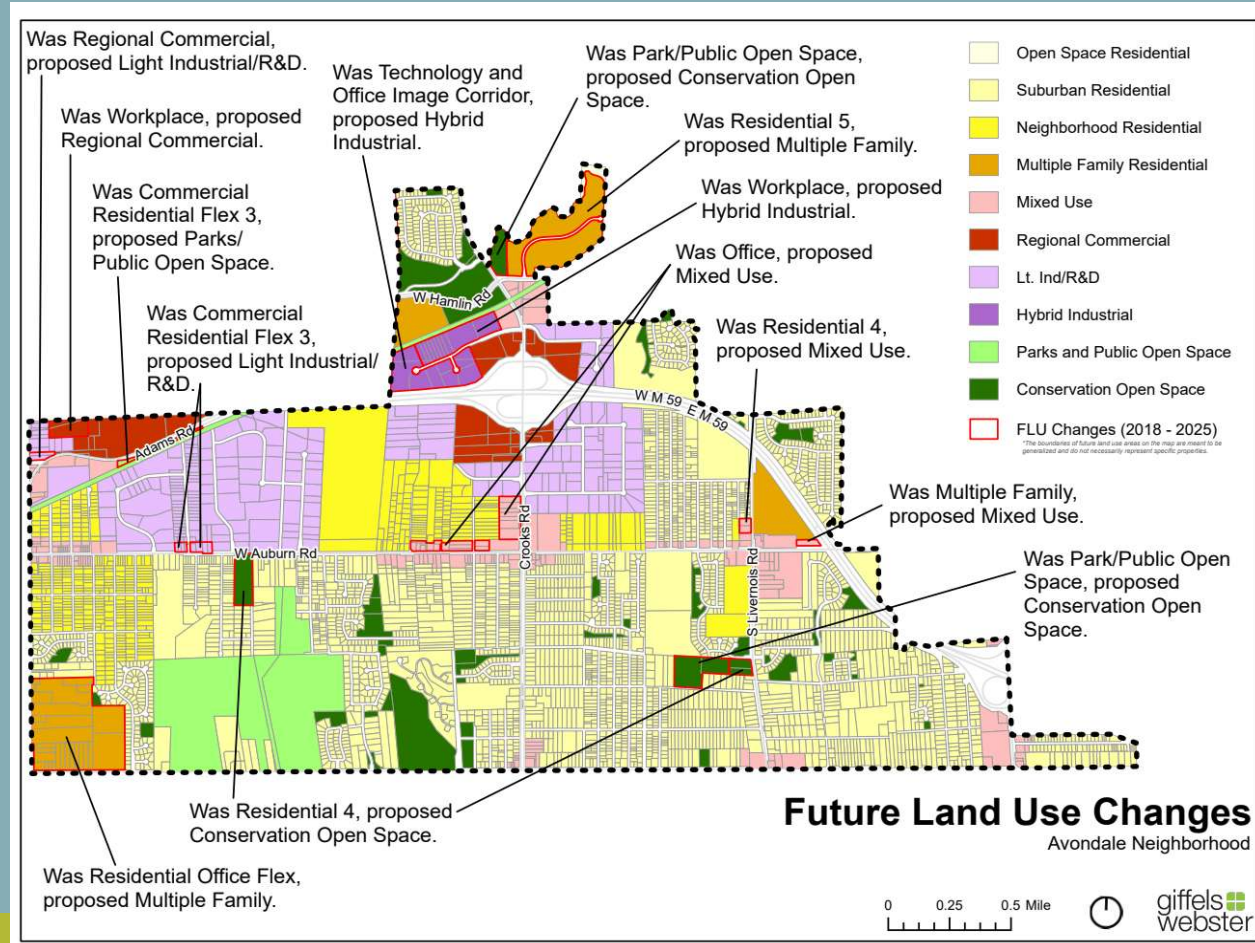
Action Strategies

- Livernois (Avon to Auburn) Complete non-motorized route gaps
- Ensure that the zoning ordinance accommodates flexible office, research, development, and maker spaces



Planning Neighborhoods – Avondale

- Proposed changes reflect the current land uses and recent changes to Future Land use category consolidation
- Residential categories are designed to better reflect the built environment



Plan Highlights

Design Standards

- City can establish a consistent baseline for design quality without constraining future development

Placemaking and Community Identity

- Efforts that strengthen the surrounding character of nearby development

Gateways and Streetscapes Master Plan

- Continue to implement recommendations of the plan



Plan Highlights

Transportation Master Plan & Pathways Plan

- Informed the recommendations and action items regarding connectivity and safety

Preservation of Natural Features

- Focuses on the Natural feature inventory and continuing to preserve open spaces

Historic Preservation

- Ensure that Rochester Hills' character and history are preserved for future generations



Plan Highlights

Redevelopment Strategies – 3 Tier Plan

Tier 1: Facelift or Refresh

- Focuses on the “facelift” or refresh of existing sites that were developed many years ago

Tier 2: Outlot Development

- Involves the development of outlots—smaller parcels adjacent to or within existing commercial centers

Tier 3: Full Redevelopment

- Envisions full-scale redevelopment of underutilized or obsolete sites.



Plan Highlights

Redevelopment Strategies

Tier 2: Outlot Development

- Involves the development of outlots—smaller parcels adjacent to or within existing commercial centers
 - Pedestrian Connectivity
 - Site Design Standards



Plan Highlights

Redevelopment Strategies

Tier 3: Full-scale Redevelopment

- Envisions full-scale redevelopment of underutilized or obsolete sites.
 - Public Infrastructure Investments
 - Traffic and Parking Management



2025 Master Plan Update Process

Next Steps

- August 11th (tonight): Planning Commission recommendation to City Council for plan distribution – City Council consideration of distribution
- August and September: Updates to Master Plan website
- September 2025: Staff reviews public comment and make updates the plan
- Early October 2025: Master Plan Open House at City Hall
- (Tentative) October 21: Planning Commission public hearing and adopts the Master Plan / recommends approval to City Council
- (Tentative) November 11: City Council adopts and approves of the Master Plan.