# 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 crossreference all action strategies into one comprehensive tool for implementation.







### Plan Themes







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

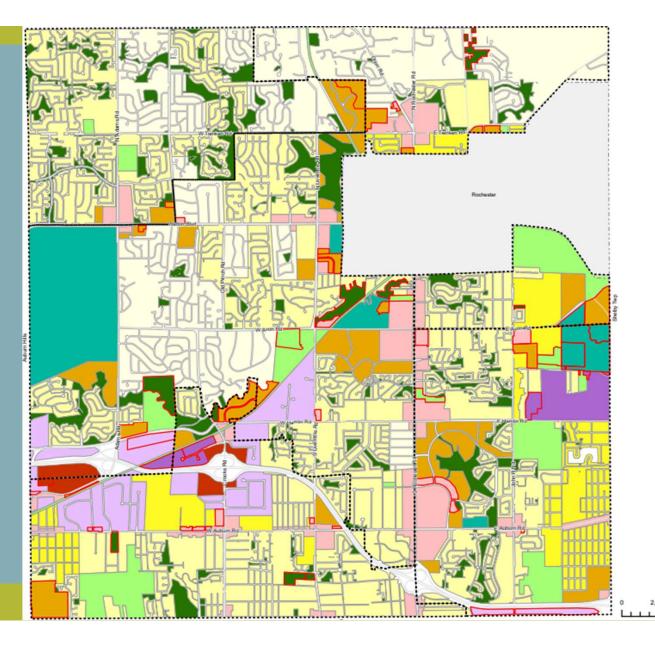
- Over 2,000 participants provided feedback and insight
- Five different phases that began in 2024
- Feedback focused on:
  - Increasing walkability and safety
  - Preserving natural features
  - Focusing on single family housing
  - Maintaining stability and high level of satisfaction for residents



### **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





- Open Space Residential
- Suburban Residential
- Neighborhood Residential
- Multiple Family Residential
- Mixed Use
- Regional Commercial
- Lt. Ind/R&D
- Hybrid Industrial
- Institutional/Campus
- Parks and Public Open Space
- Conservation Open Space
- ☐ FLU Changes (2018 2025)

"The boundaries of future land use areas on the map are meant to be generalized

### 2025 Future Land Use Plan

City of Rochester Hills





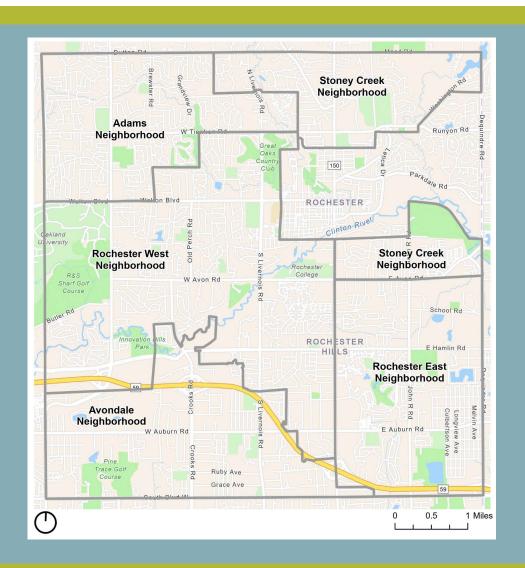
## Future Land Use Changes

- 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.
	The Office category is removed.
Office	Changes from previously designated "office" land use
M-59 Office A	areas to Mixed Use
M-59 Office B	Changes from previously designated "workplace" and
Small-Scale	"Technology and Office Image Corridor" land use areas
111	to "Light Industrial/R&D"
Interchange	Replaced by "Regional Commercial"
Workplace	Light Industrial/R&D and Hybrid Industrial
Technology and Office Image	
Corridor	
Regional Commercial	No change
Residential Office Flex (formerly	Mixed Use
Business/Flexible 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**



Adams - Snapshot of the Planning Neighborhood



#### Housing



Primary Housing type: Detached Single-Family Residential

Multi-Family Residential Housing at Roanoke



15.000 5.400







#### Parks & Recreation



46 Acres of dedicated recreation space

Tienken Park Nowicki Park **Paint Creek Trail** 



#### **Community Services**

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

Apartments



#### Transportation

68

27

Miles of Miles of Streets Sidewalks

Miles of **Pathways** 



#### 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.

These parks provide diverse opportunities, from biking along the Paint Creek Trail,

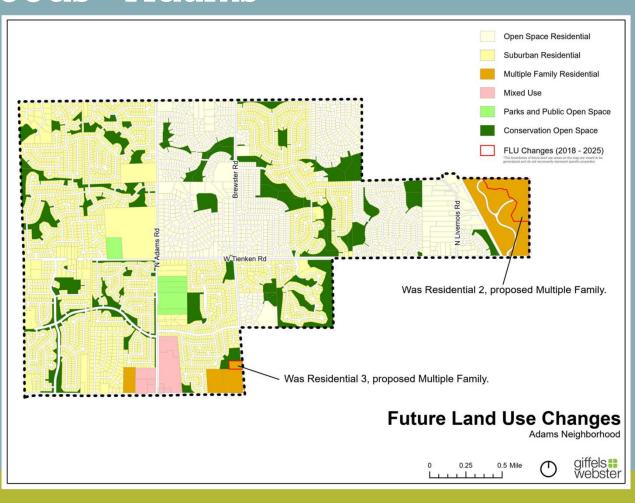
enjoying nature in Nowicki Park, or taking a stroll through Tienken Park.





## 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



Stoney Creek - Snapshot of the Planning Neighborhood



#### Housing

Apartments



Primary Housing type: Detached Single-Family Residential

Multi-Family Residential

Housing at Rochester Club



Residents

2200

2,300

Households



#### Parks & Recreation



Acres of dedicated recreation space

200

Bloomer Park Yates Park Paint Creek Trail Van Hoosen Museum

These parks provide diverse opportunities, from learning about the City's Histroy at Van Hoosen Museum, cross-country skiing in Bloomer Park or fishing along the Clinton River in Yates park.





#### **Community Services**

North Hill Elementary School Hart Middle School Stoney Creek High School

Fire Station #5 Bloomer Park, Yates Park, and Paint Creek Trail Van Hoosen Museum



#### Transportation

43

35

4

Miles of Streets Miles of Sidewalks Miles of Pathways

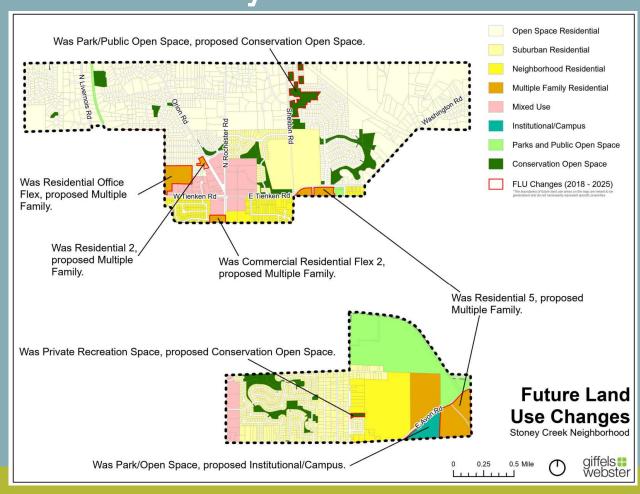
#### Goods & Services

This neighborhood boasts diverse services, shops, and entertainment like City Life, Papa Joes, and Yates Cider Mill. The Stoney Creek Neighborhood also shares a border to the south with the City of Rochester and has access to shopping and dining in Downtown Rochester.



## 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



Rochester West - Snapshot of the Planning Neighborhood



#### Housing



Primary Housing type: Detached Single-Family Residential



Multi-Family Residential Housing at Timberlea, Legacy, and River Oaks Apartments



23,000 9,000

Residents Households



### 🌞 Parks & Recreation



120 Acres of dedicated recreation space

**Innovation Hills Clinton River Trail Paint Creek Trail** Wabash Park



#### **Community Services**

Meadowbrook, Hamlin, Long Meadow, University Hils, and McGregor Elementary Schools West Middle School

Rochester High School **Brookfield Academy** 

Oakland University and Rochester University

Fire Station 1 and 4 Innovation Hills, Clinton River Trail, Paint Creek Trail, and Wabash Park City Hall, Secretary of State, and Post Office Ascension Providence Rochester Hospital





These parks provide diverse opportunities, from geochaching at Innovation Hills, hiking along the Clinton River Trail, biking along the Paint Creek Trail, or having a picnic at Wabash Park.





#### Goods & Services

This neighborhood boasts diverse services, shops, and entertainment throughout the Rochester West Neighborhood. These include Meadowbrook Hall & Amphitheatre, Sharf Golf Club, TreeRunner, Great Oaks Country Club, and Winchester Mall.



127

68

Miles of Streets

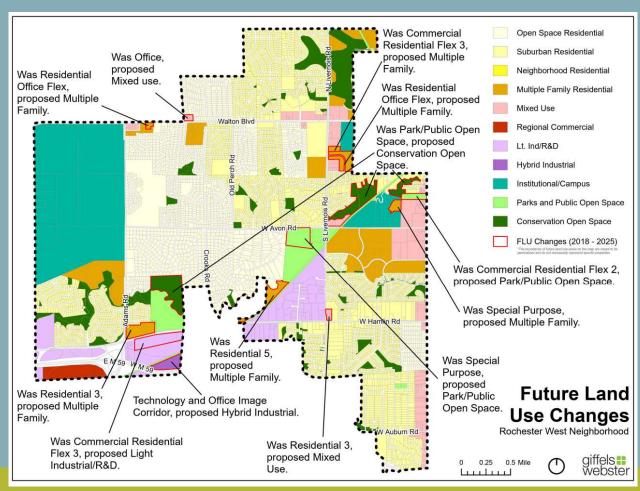
Miles of **Pathways** 

17

Miles of Sidewalks

## 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





#### Housing



Primary Housing type: Detached Single-Family Residential



Multi-Family Residential ninini Housing at Hampton Village







270 Acres of dedicated recreation space

**Borden Park** Allen Park Spencer Park Brookland Plaza & Splash Pad

These parks provide diverse opportunities, from swimming in Spencer Park's 38-acre lake and splash pad fun at Brooklands Plaza, to participating in organized sports like soccer, baseball/softball, pickleball, and roller hockey at Borden Park.



#### Community Services

Hampton and Brooklands Elementary Schools Ruether Middle School

Alternative Center for Education Fire Station #2

Oakland County Sheriff's Substation 52nd District Court.





#### Transportation

74

Miles of Streets

68

Miles of Sidewalks

Miles of **Pathways** 



#### Goods & Services

Parks & Recreation

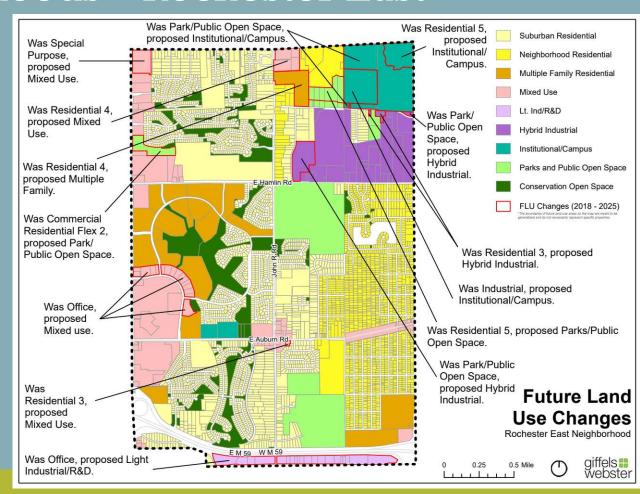
This neighborhood boasts diverse services, shops, and entertainment along Rochester Road, featuring the Leader Dogs for the Blind campus, Hampton Village, and Bordines. The southern area provides access to regional destinations via M-59.

The Rochester East Neighborhood is also home to the developing Brooklands area along Auburn Road, between John R and Dequindre, indicating future growth and change.



## 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



Avondale - Snapshot of the Planning Neighborhood



#### Housing



Primary Housing type: Detached Single-Family Residential

Multi-Family Residential

Housing at Trio Apartments Residents



11.500

5,000

Households



#### Parks & Recreation



Acres of dedicated recreation space

Clinton River Trail Avondale Park



#### **Community Services**

Deerfield and Woodland Elementary Schools Avondale Middle School Avondale Academy

Historic Bebb Oak Tree Avondale Park, Clinton River Trail Pine Trace Golf Club Fire Station 3



#### Transportation

73

46

10

Miles of Streets Miles of Sidewalks Miles of Pathways These parks provide diverse opportunities, from hiking along the Clinton River Trail to using the pickleball, tennis, basketball, volleyball, and other sports courts at Avondale Park.



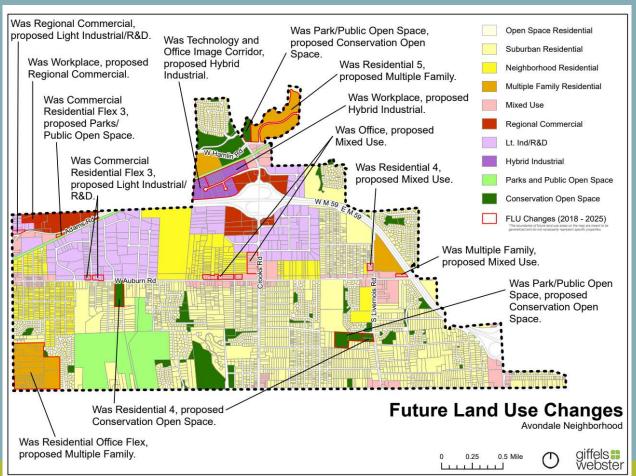
#### Goods & Services

This neighborhood boasts diverse services, shops, and entertainment like Adams Marketplace, which is jsut south of M-59. Adams Marketplace provides residents a variety of retail and dining options in convenient location.



## 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



### **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



# **Transportation Master Plan & Pathways Plan**

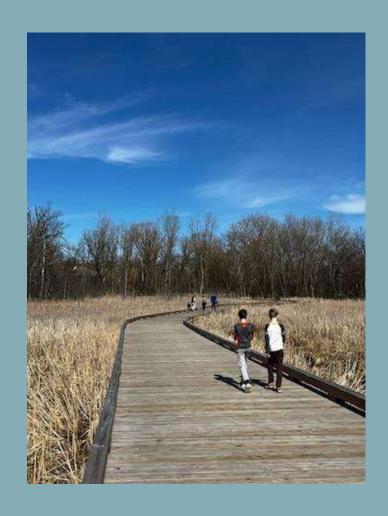
 Informed the recommendations and action items regarding connectivity and safety

### **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



### Redevelopment Strategies - 3 Tier Plan

### Tier 1: Facelift or Refresh

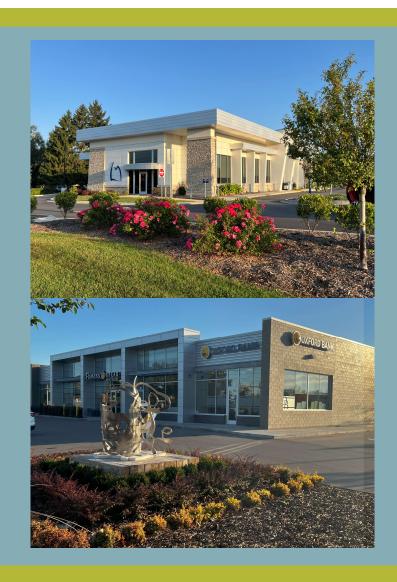
 Focuses on the "facelift" or refresh of existing sites that were developed many years ago

### **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.



**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





**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.