

Memorandum

DATE: April 9, 2025
TO: Rochester Hills Planning Commission
FROM: Jill Bahm, AICP, Partner, Joe Tangari, AICP, Principal Planner Julia Upfal, AICP, Senior Planner, Ian Hogg, Staff Planner, Giffels Webster
SUBJECT: Rochester Hills Master Plan – Phase 4

Phase 4 - Plan

The City of Rochester Hills's efforts towards a new Master Plan are nearly complete! The goal of this phase is to develop a Future Land Use Plan Map and supporting recommendations based on the existing conditions analysis, public input, and goals and objectives. A narrative of the intent of each land use category are to be updated. Graphics and implementation details illustrating specific proposals will be included as appropriate.

This packet includes the following materials for discussion at our April 15, 2025 study session:

- Goals and Objectives – Draft
- Future Land Use Map – Draft
- Future Land Use Categories – Draft
- Key Proposed Land Use Changes by Planning Neighborhood

As discussed at the start of the process, this Master Plan will be presented in an online platform, while a short pdf will be available for those interested in that format. **The platform is a work in progress** and will be arranged as follows:

- **Overall Citywide Master Plan.** General plan information will be provided on the home page, with citywide information on the process, themes, and action plan. The
 - Community Engagement
 - Themes/Goals/Objectives
 - Future Land Use
 - Action Plan & Measures of Success
 - **Neighborhoods** – One neighborhood page is underway here: [Rochester East | City of Rochester Hills Master Plan](#). Each neighborhood page (to be added) will include targeted information on:
 - Summary of existing conditions
 - Future Land Use map section
 - Current land use
 - Action plan

Next Steps

This phase also includes community engagement:

1. **Youth Council** – May 7, 2025
2. **Small Group Workshops** – May 19, 2025
3. **OPC** - June 2, 2025

Workshop activities will include discussion of the Future Land Use categories and map, along with review of the action items. We would like to also ask participants to help identify benchmarks, or measures of success, to answer the question: “how will we gauge progress and ensure we’re on the right track?”

The **Planning Commission will meet next on May 20** to further review Master Plan content and presentation. Following the community engagement dates noted above, we are planning a **community open house on June 3** as an event where stations will be set up by planning neighborhood. Following these activities, the **Planning Commission will meet after the open house on June 3 and again on June 17** to finish reviewing the community input and recommend distribution of the draft plan to Council. Following the required 63-day public review period, the Planning Commission will hold a public hearing and consider adoption of the Master Plan. We anticipate this to be in the fall.

Rochester Hills

Preserve

Enhance

Innovate

Master Plan



RochesterHills.org/MasterPlanUpdate

04/15/25 PC Meeting – Goals and Objectives

Housing

- What do we want?
 - Attractive, safe, quiet and well-maintained neighborhoods
 - Diversified range of housing for all ages
- Why?
 - To enable older residents to stay in the city
 - To attract younger residents
 - To attract families

How will we do it?

- Support maintenance and reinvestment in existing neighborhoods.
- Preserve natural features and open spaces to enhance recreation, property values, and buffer development.
- Ensure infill and redevelopment align with surrounding architecture and materials.
- Offer diverse housing options to meet affordability, maintenance, and lifestyle needs.
- Include parks and gathering spaces in residential developments.

Economic Development

- What do we want?

- Thriving local businesses
- Employed workforce
- Convenient selection of goods and services
- Competitive marketplace
- Diverse tax base & resilient economy

- Why?

- To provide high-wage jobs for residents
- To provide entry-level jobs for younger residents
- To offer access to local goods and services for residents

How will we do it?

- Support entrepreneurship and business growth for a balanced economy.
- Offer incentives and flexible zoning to upgrade commercial and industrial sites.
- Promote a mix of commercial, office, and industrial uses to foster collaboration and workforce appeal.
- Focus infill commercial development in nodes, not strips, for better land use and accessibility.
- Strengthen Brooklands as a key retail hub through infill and revitalization.
- Attract office and corporate headquarters to M-59 for visibility and economic impact.

Transportation

- What do we want?
 - An efficient and safe multi-modal transportation network
- Why?
 - To improve traffic safety
 - To reduce traffic congestion by offering non-motorized options for local travel
 - To appeal to residents and businesses looking for a community with a variety of transportation options
 - To provide transportation choices that improve independence for residents of all ages and abilities
 - To improve community health by encouraging non-motorized travel

How will we do it?

- Use traffic calming and access management to improve safety and efficiency.
- Expand safe, connected pathways to give residents more travel options.
- Educate the public on transportation planning and long-term goals.
- Align transportation infrastructure with the Master Plan's land use vision.
- Explore innovative traffic designs and flexible engineering standards.
- Support alternative transportation for those without car access.
- Plan for future trends, including autonomous and connected vehicles.

Community Amenities and Services

- What do we want?

- Parks and recreation facilities and programming for all residents and visitors
- Adequate and well-maintained infrastructure
- Excellent public services

- Why?

- To support socially and physically healthy community
- To plan for and budget resources for infrastructure expenditures
- To provide the high level of service city residents deserve and expect

How will we do it?

- Expand recreational facilities to meet residents' needs.
- Close gaps in the city's off-street pathway system.
- Partner with schools, and others to share facilities.
- Engage neighborhoods in planning and supporting local parks.
- Connect schools, sidewalks, and parks to the pathway system.
- Upgrade aging infrastructure with state-of-the-art materials.
- Assess and improve Police and Fire facilities as needed.
- Collaborate with neighboring communities and the County on public services.
- Keep recreation and capital improvement plans current.

Preservation and Sustainability

- What do we want?

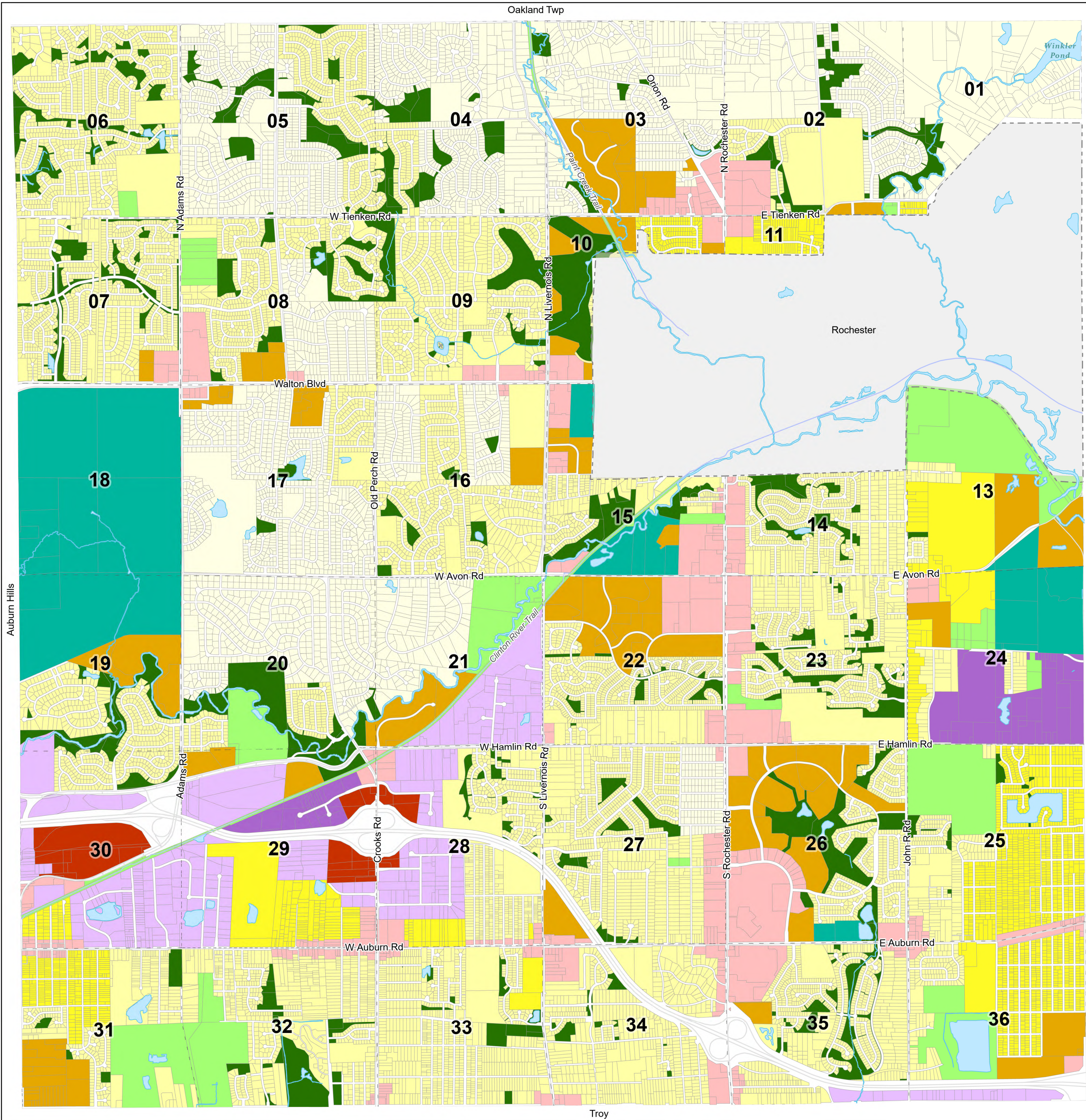
- A city that is naturally beautiful and ecologically healthy
- A city that shares its evolving story with the community and preserves its history for future generations
- A sustainable, energy-efficient community

- Why?

- To care for the legacy we leave to future generations
- To tell the story of the community with the built and natural environment
- Mitigate the long-term environmental changes and make a community more resilient

How will we do it?

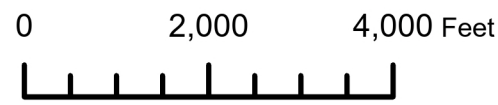
- Use innovative tools to protect wetlands, woodlands, and water resources.
- Implement low-impact design and stormwater management
- Preserve and promote the city's history through key structures and sites.
- Minimize development impacts on historic properties and encourage their reuse.
- Maintain and update a historic sites inventory and map.
- Increase awareness and investment in historic preservation.
- Provide zoning flexibility and support for maintaining historic resources.
- Share preservation assistance options with property owners and buyers.



2025 Future Land Use

- 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

DRAFT 4/10/2025
For internal/staff discussion only



Rochester Hills

Preserve

Enhance

Innovate

Master Plan



RochesterHills.org/MasterPlanUpdate

04/15/25 PC Meeting – Draft Future Land Use Descriptions

Rochester Hills

Preserve

Enhance

Innovate

Master Plan



RochesterHills.org/MasterPlanUpdate

Residential-Related Land Use Categories

Updated version, with markup: The residential category includes ~~a number of districts~~ **several designations that reflect the character of the areas – typically thought of in terms of lot size and the amount of open space between homes or within a residential development.** In many instances, a designation is applied based on existing development patterns, which is often a **function of existing zoning.** ~~based on density in dwelling units per acre.~~ The primary land use in the residential categories is detached single-family dwelling units, while other types of land uses such as schools, churches **places of worship, and parks.** ~~and attached single-family dwelling units, such as townhomes or attached condominiums,~~ are appropriate in certain locations.

In all cases **residential areas**, providing connectivity between adjacent developments **and access to community destinations** is a priority. Stub streets must be provided in all residential developments that abut vacant land or land with redevelopment potential, ~~unless the Planning Commission waives the stub street requirement.~~ At least one stub street must be provided to each property line that abuts such land. **Sidewalks or shared-use paths are expected in all new residential developments; completing the city's non-motorized transportation network is a priority.**

- **Recognizing that “clustering” homes by reducing setbacks is one way to retain meaningful open space while encouraging new housing,** it is intended that **new** development in the residential land use categories ~~be tied to overall density in terms of units per net buildable acre, rather than minimum lot sizes~~ **be compatible with the density of surrounding residential development.** In some areas, along arterial roadways, allowing dwellings to be attached in duplex, tri-plex, or townhouse-style development presents another housing type opportunity for current and future residents that is envisioned to continue aligning with the density of surrounding development. These strategies, further described below, are intended to ~~This will permit greater flexibility in the development and redevelopment of land~~ **with a variety of housing for the community.** ~~and presents an opportunity to create parks and other types of neighborhood features without reducing the overall potential yield on any particular piece of property.~~

Residential-Related Land Use Categories

The residential category includes several designations that reflect the character of the areas – typically thought of in terms of lot size and the amount of open space between homes or within a residential development. In many instances, a designation is applied based on existing development patterns, which is often a function of existing zoning. The primary land use in the residential categories is detached single-family dwelling units, while other types of land uses such as schools, places of worship, and parks are appropriate in certain locations.

In all residential areas, providing connectivity between adjacent developments and access to community destinations is a priority. Stub streets must be provided in all residential developments that abut vacant land or land with redevelopment potential. At least one stub street must be provided to each property line that abuts such land. Sidewalks or shared-use paths are expected in all new residential developments; completing the city’s non-motorized transportation network is a priority.

Recognizing that “clustering” homes by reducing setbacks is one way to retain meaningful open space while encouraging new housing, it is intended that new development in the residential land use categories be compatible with the density of surrounding residential development. In some areas, along arterial roadways, allowing dwellings to be attached in duplex, tri-plex, or townhouse-style development presents another housing type opportunity for current and future residents that is envisioned to continue aligning with the density of surrounding development. These strategies, further described below, are intended to permit greater flexibility in the development and redevelopment of land with a variety of housing with a variety of housing for the community.

Residential-Related Land Use Categories

2018 – Estate Residential



Estate detached single-family development with a maximum density of one dwelling unit per acre. This designation is intended to be the most rural in character, and is intended exclusively for detached single family dwelling units on large lots.

2025 Proposed - **Open Space Residential**

This designation reflects the natural feel of existing neighborhoods, mostly found in the northern part of the City – primarily north of the Clinton River. This category includes four areas zoned Rural Estates as well as areas zoned R1. Many of the older neighborhoods are predominantly ½ - one-acre in size. No new areas are proposed for this zoning designation, as there are few undeveloped parcels sufficient in size for this type of more rural, sprawling development.

Residential-Related Land Use Categories

2018 – Residential 2, 2.5, 3, and 4



These designations are based on the existing single-family development pattern and permit varying densities of detached single-family development based on the established character of the neighborhood. Residential 2 permits a maximum density of two dwelling units per acre, Residential 2.5 permits a maximum density of two and one-half dwelling units per acre, and so forth. The Residential 2, 2.5, 3, and 4 land use areas are intended to coincide with the existing R-1 through R-4 zoning districts.

2025 Proposed – **Suburban Residential**

These designations are based on the existing single-family development pattern and permit varying densities of detached single-family development based on the established character of the neighborhood. These areas typically align with the R-2 (found in the northwest quadrant of the city), R-3 (found in the central part of the city), and R-4 zoning districts (found in the southern part of the city). Lot sizes range from three to four dwelling units per acre, based on existing development patterns.

Residential-Related Land Use Categories

2018 – Residential 5



This land use designation is intended to provide residential areas that accommodate smaller and denser single-family housing than what is permitted in the other single-family areas. These areas support a density of four to six dwellings per acre. Smaller homes in a compact development may be well-suited to empty-nesters and young professionals looking for more affordable housing, home sites with lower maintenance, and housing within walking distance of goods, services and employment centers. This designation replaced the One Family Cluster designation on the 2012 Future Land Use Map.

Manufactured housing communities are also included in this category, although no new communities are planned.

2025 Proposed – **Neighborhood Residential**

This land use designation is intended to provide residential areas that accommodate homes on smaller lot sizes with an expectation that these areas may be well-suited to empty-nesters and young professionals looking for more affordable housing, home sites with lower maintenance, and housing within walking distance of goods, services and employment centers. These areas support a density of four to six dwellings per acre, consistent with surrounding residential development. Manufactured housing communities are also included in this category, although no new communities are planned.

This land use designation aligns with Mixed Residential Overlay, R-3, R-4 and R-5 when located along major thoroughfares. Attached dwellings may be appropriate as a transition along major thoroughfares, or to preserve natural features, when new development meets the density of adjacent neighborhoods.

Residential-Related Land Use Categories

2018 – Mixed Residential Overlay



The Mixed Residential Overlay land use designation is intended to permit the construction of varied residential development types at locations identified on the Future Land Use Map or on parcels greater than 10 acres in area zoned single-family residential. Parcels identified for Mixed Residential Overlay on the Future Land Use Map may also be developed using the conventional standards of the underlying zoning district.

2025 Proposed

Remove category, some areas reclassified as Neighborhood Residential

Office-Related Land Use Categories

Updated version, with markup:

~~This district is intended to accommodate a range of scales of traditional suburban office development. Due to the regional connectivity and visibility provided by M-59, a band of multi-story office use is envisioned to continue to develop along the south side of M-59 within the area bounded by Dequindre Road to the east, East South Boulevard to the south, and Michelson Road/Shell Drake Drive to the west. This area is bisected by John R Road, which helps to define two character areas of existing development. Specific areas in the city have additional goals and objectives based on the findings of the M-59 Corridor Plan.~~

~~Though the office designation and small- to large-scale traditional suburban office development represents a relatively small amount of the total land area of the city, existing and future office development is also envisioned in the Regional Employment Center and Residential/Commercial Flex areas~~

Office-Related Land Use Categories

The updated future land use map removes single-purpose 'Office' designations to allow for greater flexibility in land use. This change reflects the evolving nature of office space demand, encouraging mixed-use development and adaptive reuse to support a broader range of economic and community needs. This does not mean that the City is not planning for more office space/office buildings. Rather, it is recognized that office space may accompany industrial or research/development uses – or that offices could be integrated within shopping centers, mixing in with commercial goods and services in ways that better serve community residents.

Office-Related Land Use Categories

2018 – Office:



This category included the M-59 Corridor Plan’s office descriptions

M-59 Office A: The office area extending west from Dequindre Road to John R Road is envisioned to continue to develop as two- to three-story office buildings with high visibility from M-59 and large parking areas.

M-59 Office B: The existing office area extending west from John R Road to just past Michelson Road is generally envisioned to remain or redevelop as one- to three-story office buildings.

Small-Scale: Small-scale office use is envisioned on sites along the perimeter of Barclay Circle, the west side of Crooks Road north of Auburn Road, and the north side of Walton Boulevard east of Brewster Road.

2025 Proposed - The Office category is removed.

Changes from previously designated “office” land use areas to Mixed Use include:

- Area around Barclay Circle
- Areas along Auburn Road/Crooks
- Walton and Brewster
- South Boulevard, south of M-59

Changes from previously designated “workplace” and “Technology and Office Image Corridor” land use areas to “Light Industrial/R&D” (see next page) include:

- Areas between Hamlin Road and M-59
- Between Hamlin Road and the Clinton River Trail, east of Livernois
- South of M-59 to Auburn Road, between Adams Road and Crooks Road, including the existing development east of Crooks Road.

Business/Flex-Related Land Use Categories

In 2023, the City consolidated multiple non-residential zoning districts in an attempt to simplify the zoning ordinance and offer property and business owners more flexibility for redevelopment. The previous Master Plan's "Flex" designations no longer exist in the same form. However, the Future Land Use Map continues to offer flexibility and includes a Mixed Use category to accommodate a range of residential, office, and commercial uses as standalone uses, or within mixed use buildings or areas. The majority of areas planned for Mixed Use are currently used for commercial uses or have a Flex Business Overlay zoning designation. Existing uses in Mixed Use areas are permitted to improve, develop or redevelop as permitted by the Zoning Ordinance or the flexible use guidelines in this plan. Mixed Use areas are intended to prevent the expansion of strictly commercial parcels beyond their current boundaries. Mixed Use areas may include the following uses: residential, public, institutional, office, business and personal service uses, and retail. These uses may be located within single-use or mixed-use buildings or within a mixed-use area or site designed as an integrated development.

Mixed Use areas provide responsiveness and incentive for property owners to redevelop older commercial developments. A wider range of uses, with careful consideration of appearance, design and function of sites, support the redevelopment of older commercial properties to enhance property values and the overall appearance of the City. In most mixed use areas, this means the injection of residential uses in areas that are currently nonresidential. As a result, existing commercial areas will be equipped to adapt to the changing retail and residential markets as a flexible range of uses will be envisioned on commercial sites.

Regional Employment Center Land Use Categories

2018 –



Interchange: M-59/Crooks Road interchange, which is currently categorized by underutilized strip malls and older or underused industrial properties. Future development should have a street presence featuring high quality design to create a memorable first impression for visitors to the area. Appropriate uses for this area include office, research, retail, and multiple-family residential on the upper floors of mixed-use buildings.

Regional Commercial: Much of the recent commercial development in this area has taken place west of Adams Road and south of M-59 in the Adams Marketplace development. The recently constructed large-footprint and strip-mall style developments are not planned to change and future land use considerations should focus on the stability, visibility and connectivity of the area.

2025 Proposed

Interchange Replaced by “Regional Commercial”

Regional Commercial

Much of the recent commercial development in this area has taken place west of Adams Road and south of M-59 in the Adams Marketplace development. The large-footprint and strip-mall style developments are not planned to change, and future land use considerations should focus on the stability, visibility and connectivity of the area.

Regional Employment Center Land Use Categories

2018 –



Technology and Office: Envisioned adjacent to M-59 and Adams Road. This high visibility corridor is physically separated from existing residential development and offers an opportunity for more intense non-residential uses, featuring taller buildings, up to six stories, with reduced street setbacks.

Workplace: Near single-family residential development south of M-59. These areas are envisioned to evolve over time, with land transitioning from traditional single family uses to more office and research park type uses as land is acquired and rezoned appropriately.

2025 Proposed - Light Industrial/R&D:

Areas designated Light Industrial are employment development areas, or workplace areas, that serve light industrial and R&D users. Areas along the M-59 corridor, where there is high visibility and buffers from residential areas, offer opportunities for more intense uses that seek and establish a presence along the M-59 corridor. Areas without direct access to M-59 are primarily developed as office/research/industrial parks and accommodate a variety of users.

Regional Employment Center Land Use Categories

2018 – Flex Category



Residential Office Flex

Commercial Residential Flex 2

Commercial Residential Flex 3

Note: The corresponding zoning classifications were consolidated in 2023 and there is no need for three flexible use categories.

2025 Proposed - Mixed Use:

Most of the commercial corridors in the City are included in this land use category. It is envisioned that corridors and intersections away from Rochester Road provide goods and services to the local neighborhoods. Properties along the Rochester Road corridor will serve the greater community, given the traffic volume and function of this roadway in the region. Housing is also envisioned in mixed use areas, consistent with the development pattern of local neighborhoods.

Other Land Use Categories

2018 – Industrial



Areas planned for industrial uses are appropriate for light industrial land uses that are characterized by light manufacturing operations that are not of sufficient size or scale to negatively impact surrounding non-industrial use areas. Examples of such light industrial uses include bump and paint shops, warehousing and wholesaling, and light assembly operations. In the Hamlin/Avon Landfill area, light industrial is envisioned to be developed consistent with low-impact design features and/or be businesses that focused on or support sustainability, energy generation and/or recreation.

2025 Proposed - Hybrid Industrial

Areas planned for industrial uses are appropriate for light industrial land uses that are characterized by light manufacturing operations that are not of sufficient size or scale to negatively impact surrounding non-industrial use areas. Examples of such light industrial uses include bump and paint shops, warehousing and wholesaling, and light assembly operations. In the Hamlin/Avon Landfill area, light industrial is envisioned to be developed consistent with low-impact design features and/or be businesses that focused on or support sustainability, energy generation and/or recreation.

Other Land Use Categories

2018 – Special Purpose:



The special purpose land use category includes civic uses (including city hall), colleges and institutional uses such as Ascension Crittenton Hospital, the Humane Society, and Leader Dogs for the Blind. Special purpose land uses account for approximately 4.5% of the total land area of the City. This figure has remained constant since the first land use survey was completed in 1973.

2025 Proposed - Institutional/Campus:

This land use category includes colleges (Oakland University and Rochester University) and institutional uses such as Ascension Providence Hospital. The City's DPS facility is included in this category as well.

Other Land Use Categories

2018 – Public Recreation/Open Space:



The city's publicly owned parks and trail facilities are included in this land use category. In the Hamlin/Avon Landfill area, lands designated for public recreation and open space may include privately-owned recreational facilities when connections such as shared-use paths are provided to adjacent public recreation facilities

2025 Proposed - Public Recreation/Open Space:

The city's publicly owned parks and trail facilities are included in this land use category. In the Hamlin/Avon Landfill area, lands designated for public recreation and open space may include privately-owned recreational facilities when connections such as shared-use paths are provided to adjacent public recreation facilities. Two new parcels were added along Rochester Road between Avon and the Clinton River and another between Hamlin and Eddington

FLU changes 2018 – 2025

Consolidation of the land use categories

Rochester East:

- Reflecting current land use, such as open space east off Rochester Road
- Consolidating single family residential categories from three in this neighborhood to two, while highlighting the new Neighborhood Residential on the east side of John R Road between Hamlin and Avon Roads. These areas support a density of four to six dwellings per acre, consistent with surrounding residential development. This land use designation aligns with MR, R-3, and R-4 when located along major thoroughfares. Attached dwellings may be appropriate as a transition along major thoroughfares, or to preserve natural features, when new development meets the density of adjacent neighborhoods.
- Renaming the Commercial Flex categories into Mixed Use. Most of the commercial corridors in the City are included in this land use category. It is envisioned that corridors and intersections away from Rochester Road provide goods and services to the local neighborhoods. Properties along the Rochester Road corridor will serve the greater community, given the traffic volume and function of this roadway in the region. Housing is also envisioned in mixed use areas, consistent with the development pattern of local neighborhoods.
- Moving away from the single-purpose Office designation to the Mixed Use designation in the area between South Boulevard and M59, between Michelson Road and Dequindre.

Avondale:

- Providing flexibility and consistency along the Auburn Road Corridor between Adams and M-59 by consolidating the various non-residential categories with Auburn Road frontage to Mixed Use. Most of the commercial corridors in the City are included in this land use category. It is envisioned that corridors and intersections away from Rochester Road provide goods and services to the local neighborhoods. Properties along the Rochester Road corridor will serve the greater community, given the traffic volume and function of this roadway in the region. Housing is also envisioned in mixed use areas, consistent with the development pattern of local neighborhoods.
- Reflecting current land use, such as open space south off Auburn Road and expanding an existing area on the west side of Livernois.
- Consolidating single family residential categories, while highlighting the new Neighborhood Residential on the west side of Livernois Road between Auburn Road and South Boulevard. Another area for Neighborhood Residential is on the North side of Auburn Road, east of Crooks Road (replacing the Mixed Residential Overlay). These areas support a density of four to six dwellings per acre, consistent with surrounding residential development. This land use designation aligns with MR, R-3, and R-4 when located along major thoroughfares. Attached dwellings may be appropriate as a transition along major thoroughfares, or to preserve natural features, when new development meets the density of adjacent neighborhoods.

Rochester West:

- Reflecting current land use, such as open space west off Rochester Road between Avon Road and the city limits.
- Consolidating single family residential categories.
- Renaming the Commercial Flex categories into Mixed Use. Most of the commercial corridors in the City are included in this land use category. It is envisioned that corridors and intersections away from Rochester Road provide goods and services to the local neighborhoods. Properties along the Rochester Road corridor will serve the greater community, given the traffic volume and function of this roadway in the region. Housing is also envisioned in mixed use areas, consistent with the development pattern of local neighborhoods.
- Moving away from the single-purpose Office designation to the Mixed Use designation in the area between South Boulevard and M59, between Michelson Road and Dequindre.
- Removing Mixed Residential Overlay from the map as it is not used.

Adams:

- Consolidating single family residential categories.
- Renaming the Commercial Flex categories into Mixed Use. Most of the commercial corridors in the City are included in this land use category. It is envisioned that corridors and intersections away from Rochester Road provide goods and services to the local neighborhoods. Properties along the Rochester Road corridor will serve the greater community, given the traffic volume and function of this roadway in the region. Housing is also envisioned in mixed use areas, consistent with the development pattern of local neighborhoods.

Stoney Creek:

- Consolidating single family residential categories. while highlighting the new Neighborhood Residential on the east side of John R Road between Avon Road and Bloomer Park (replacing the Mixed Residential Overlay). These areas support a density of four to six dwellings per acre, consistent with surrounding residential development. This land use designation aligns with MR, R-3, and R-4 when located along major thoroughfares. Attached dwellings may be appropriate as a transition along major thoroughfares, or to preserve natural features, when new development meets the density of adjacent neighborhoods.
- Renaming the Commercial Flex categories into Mixed Use. Most of the commercial corridors in the City are included in this land use category. It is envisioned that corridors and intersections away from Rochester Road provide goods and services to the local neighborhoods. Properties along the Rochester Road corridor will serve the greater community, given the traffic volume and function of this roadway in the region. Housing is also envisioned in mixed use areas, consistent with the development pattern of local neighborhoods.