



Planning and Economic Development

Sara Roediger, AICP, Director

From: Chris McLeod, Planning Manager
To: Planning Commission
Date: October 15, 2025
Re: 2025 Master Land Use Plan

In December of 2023, the City contracted with Giffels Webster to begin the process of updating the City's Master Land Use Plan, an evaluation required every five years by State Law. The goal was to develop a shared vision for the future of the community and a Plan that included long range goals and objectives intended to guide development and ensure that the quality of life currently enjoyed by City residents and business owners was maintained and improved upon. Finally, the plan was to ensure that the planning foundation established in previous versions of the Master Land Use Plan was carried forward.

The success of the Master Land Use Plan depends a great deal on the efforts to inform and educate the citizens about the Plan and the need for measures to implement the Plan. Every attempt has been made to include all interested parties and incorporate comments from residents, property owners and business owners. This included over 2,000 points of public contact during the year and one-half process. The last step prior to consideration for adoption is for the Planning Commission to hold a Public Hearing, which has been addressed for the October 21, 2025 meeting. After the public hearing has been held, assuming there are no further revisions necessary, the Planning Commission is free to adopt the 2025 Master Land Use Plan.

The packet provided includes a memo from the City's consultant, Giffels Webster, regarding the adoption and implementation of the Master Plan. The Master Plan, in its new web-based format, is available online: [Link to Draft Master Plan.](#)

A Resolution of Adoption by the Planning Commission is also included in the packet. Following adoption by the Planning Commission, the City Council typically considers adoption at a subsequent meeting and staff anticipates forwarding the plan to the Council for adoption at their November 10, 2025 meeting.

Motion

MOTION by _____, seconded by _____, to approve the Resolution to Adopt the City of Rochester Hills 2025 Master Plan.