

## NEW BUSINESS

### 2025-0237

#### Master Plan Discussion with Staff

*(Memo to Planning Commission dated 5-20-25 had been placed on file and by reference became a part of the record hereof.)*

*Ms. Roediger stated that the planned presentation of the draft Master Plan for this evening's meeting would not take place. She explained that unforeseen delays in finalizing the document, stemming from ongoing collaboration with Giffels Webster, scheduling issues, and other concurrent deadlines, which prevented the completion of a presentable draft. She acknowledged the complexity and time needed to compile the plan, and noted that to refine the plan in its new online format was significant. Consequently, the work session previously scheduled for the evening was canceled to utilize the Commission's time in a more efficient manner.*

*She noted significant progress on developing the website interface for the Master Plan, which she described as cutting-edge and the first of its kind for the City of Rochester Hills. Due to the innovative nature of the plan's presentation format, the process has involved a steep learning curve, especially regarding formatting. While much focus has been placed on technical formatting aspects, the Planning Department's efforts must now shift towards refining the actual content of the Master Plan.*

*Ms. Roediger explained that it was initially intended to present the draft plan to the Commission on this date, followed by a joint session with the City Council and a public open house on June 3rd. However, given the draft plan's delay, Ms. Roediger proposed canceling the June 3rd meetings. She emphasized the importance of the Planning Commission reviewing the plan before a public presentation to ensure proper consideration and input. The revised plan is for a study session to be held on June 17th, during which the draft plan would be presented to the Planning Commission. Depending on the outcome and discussion at the June 17th study session, further scheduling in July will be considered for additional meetings and public engagement. She reassured the Commission that progress had been made on the plan despite the delay. She explained that Mr. McLeod will provide a brief overview of the progress made since the last work session for informational purposes only. She stressed that there is no content for decision and no decisions are required this evening.*

*Mr. Struzik commented that the innovation and this kind of technology making it so accessible and easy to navigate between high level information and drilling in deep gets people involved and engaged in the longer term.*

*Ms. Roediger explained that the Master Plan process involves creating six parallel plans: one citywide and five for specific areas including Adams, Stoney Creek, and Avondale. She noted that these different pages must parallel each other with their content. She highlighted the clarity of the future land use map in Rochester East as an example and invited Mr. McLeod to elaborate.*

Mr. McLeod explained that the interactive master plan allows users to click on different land use designations, such as "suburban residential" or "neighborhood residential," to view them individually. Clicking a designation highlights it on the map and provides detailed information, including acreage and percentage of land use in the neighborhood. The plan also highlights areas with modifications since 2018 using red boxes. Clicking these boxes reveals the specific changes made, such as a change from "park and public open space" to "hybrid industrial." This feature is intended to be transparent and part of the final Master Plan. Further detailed information about these designations will be available, though the exact format is still being developed. The overall goal is to provide easily accessible information through an interactive platform, eliminating the need to flip through pages or rely on static documents. This digital format aims to be more user-friendly and ensure everyone understands the plan's details and origins.

Chairperson Hooper commented that this is great, and noted that it was used this evening to look at Maple Hill Townhomes.

Mr. McLeod added that a feature to search by address will ultimately be enabled.

Ms. Roediger noted that in zooming to a certain level, the aerial will pop up as well, and noted that this will add context to where a property is located within the City and will be very helpful.

Mr. McLeod provided a detailed overview of the interactive Master Plan's features. When zooming into specific areas, the aerial view becomes more prominent, providing context. Each neighborhood section includes an introductory "snapshot view" summarizing key points and then transitions to the future land use plan for immediate access. Changes to the neighborhoods are described in text, and goals and objectives, which might be repetitive, are detailed with specific neighborhood-focused objectives. Action items are presented with a timeline (short-term, long-term, ongoing) and framed within the City's three main lenses: age-friendly, sustainable, and innovative. These action items are connected to the City's Capital Improvement Plan (CIP) and other city plans. The plan allows users to scroll through or click through various action items categorized by topics such as transportation, economic development, housing, and community amenities, using icons for clarity. Background information, surveys, current land use data, and demographics are included for each neighborhood, providing insights into residents' ages, employment, and household income. Users can navigate between neighborhoods, and a glossary and list of related plans are also available, offering access to various City documents. The overall aim is to provide a fully accessible and navigable platform for comprehensive master plan information.

**Discussed**