

**CITY OF ROCHESTER HILLS
OFFICE OF THE MAYOR**

BRYAN K. BARNETT, MAYOR

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ROCHESTER HILLS ADOPTS MASTER PLAN

Plan Provides Roadmap for Future Development -- City Gets to Work

After a year of collaborative research, study and community engagement, the City of Rochester Hills formally adopted its 2018 Master Plan late last month. The Master Plan is the City's big-picture, long-range document that will guide policy and decision-making about how land is used for housing, transportation, commerce and recreation over the next 10 to 20 years.

"The City of Rochester Hills and its predecessor, Avon Township, have engaged in land use planning and policymaking for over 50 years and this is the latest iteration," said Mayor Bryan K. Barnett.

Working with consulting firm Giffels Webster, input for the Plan came from several community visioning sessions, focus groups, an online survey, a youth art contest and two public open houses. From this research, four key themes emerged: Improve Community Health, Create an Age-Friendly Community, Improve Community Sustainability and Improve Transportation Choices.

Rochester Hills' Planning & Economic Development Director, Sara Roediger thanked the community for participating in the process and noted "the City is already hard at work bringing the Plan to life."

These changes include ordinance updates to encourage the development of smaller lot housing in a new zoning district (R-5) and amendments to promote mixed-use redevelopment in the City's Brooklands area. This type of housing, often referred to as the "missing middle," will help meet the growing demand for walkable community living and support the road and streetscape improvements the City is constructing this summer as part of the Auburn Road project.

"Additional opportunities for public input will be welcomed as these plan recommendations are being considered," added Roediger.

Another change already taking place in accordance with the new Master Plan includes crafting an update to the City's Tree Preservation ordinance, which was originally created in the 1980's to better preserve the City's valued tree cover. The City's extensive tree canopy is a coveted asset.

Mayor Barnett applauded the rigor that went into the Master Plan update, noting, “our planning team was recognized for their robust, thoughtful and creative approach to developing the City’s Master Plan at the Michigan Municipal League Conference this past fall and I’m pleased we’ve already begun work executing it.”

The City encourages the public to review the Master Plan Update at <https://www.RochesterHills.org/MasterPlan>. Hard copies are also available at City Hall. For additional information, please contact Sara Roediger at the City of Rochester Hills (roedigers@rochesterhills.org).

About Rochester Hills

Established in 1984, the City of Rochester Hills is a prosperous community offering residents and businesses superior services. Voted one of the top places to live by several sources including CNN Money magazine, Rochester Hills is committed to sustaining its position among the nation’s preeminent places to live, work and raise a family. Through the city’s focus on health, education, and technology, the community continues to attract forward-thinking leaders and businesses.

About Giffels Webster

Giffels Webster is a collection of people — civil engineers, landscape architects, planners, GIS specialists and surveyors — who choose every day to make communities better. The Michigan-based firm serves public, private and institutional clients throughout the United States with their infrastructure and land development needs. Since its inception in 1952, Giffels Webster has evolved to offer a broad scope of services centered on helping clients achieve their project or programming goals, including civil engineering, municipal consulting, planning, land development consulting, landscape architecture, traffic engineering and GIS data creation and management. For more information, visit www.giffelswebster.com.

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