

## MEMORANDUM

To: Planning Commission

From: John R. Jackson, AICP, LEED-GA  
Vidya Krishnan

Date: March 16, 2011

Subject: Master Plan Update – February 17, 2011 Kick-off meeting notes



There was a brief PowerPoint presentation on local regional demographic trends.

- State and region losing population especially in 24-35 age group.
- Rochester is gaining this population segment
- According to ESRI (The company was founded as Environmental Systems Research Institute in 1969 as a [land-use](#) consulting firm) there is a substantial amount of people in the City that buy things and go to restaurant that are outside of a 5 mile drive time. This is considered leakage and represents a positive opportunity for the City.

235 East Main Street  
Suite 105  
Northville, MI 48167  
**TEL** 248-596-0920  
**FAX** 248-596-0930

There was discussion on issues that should be addressed through this master plan update process including those from the preceding survey.

151 South Rose Street  
Suite 920  
Kalamazoo, MI 49007  
**TEL** 269-382-4443  
**FAX** 269-382-4540

There was discussion regarding the coordination and communication between Planning Commission and City Council. The desire of the group was to solicit input from the Council on the following issues:

- Acceptable Building Heights
- Historic Preservation options
- Development options for the Clinton River Corridor
- Bloomer Park improvements
- Management of the City's downtown parking supply
- Incorporating green technology in future developments
- Development incentives for residential improvements

30 East Mulberry Street  
Suite A  
Lebanon, OH 45036  
**TEL** 513-934-2345  
**FAX** 513-934-2809

The Planning Commission asked for a list of items from the previous master plan and an update on the status of these items. The Planning Commission could then focus on confirming these items and prioritize and refocus on these issues with a more detailed implementation plan.

10 West Streetsboro Street  
Suite 204  
Hudson, OH 44236  
**TEL** 330-528-3342  
**FAX** 330-342-5699

**TOLLFREE** 888-226-4326  
**WEB** [www.mcka.com](http://www.mcka.com)

There was extended discussion regarding establishment of a voluntary historic district or overlay. This would encourage historic preservation without all off the restrictions of a pure historic preservation district.

The group discussed other issues facing the community:

- Improving parks vs. creating new parks given financial constraints and competing priorities
- Bring theatre back to downtown
- The legacy project
- Parking and transportation
- Transportation for seniors
- Create a development/redevelopment checklist to facilitated projects and project reviews
- Schedule a coordination meeting with the City Council in April (third Thursday?)
- Manage municipal parking supply – free surface lots, parking structures, funding sources, etc.
- Identify what is important to those people we want to attract to the City (24-35) and focus on attracting/funding/providing those uses, services, amenities, etc.

There was discussion about what other communities had elements that may fit in Rochester:

Grosse Pointe (not those areas along the lake).

Plymouth

Harbor Springs

State College, PA

Portland, OR

Boulder, CO

The next meeting was scheduled for March 17, 2011.