



**City of Rochester, Michigan  
Futures Café Results - October 27, 2011**

COLLECTIVE VISION	GREEN DOTS	RED DOTS
Retain historic character of community	4	2
Maintain and protect the residential neighborhoods and prevent encroachment on the homes	3	
Rochester is a historical, green, beautiful, cultural, entertaining, recreational community destination	1	1
Missing SEMTA public bus transport to connect with other cities and to get around downtown Rochester/Rochester Hills (OPC busses not available to ACC residents)	1	
Vision should be the City vision all others: master plan, dda, fire, etc. Should have mission statement to support City vision	1	
Support Rochester as biking destination (in tandem with other communities)		1
Walkable community w/ public transportation		1
Put the words trail and river in the statement		1
Our community has a lot of capital (people and assets). We need to bring that all together and utilize it. "Community Capital" exists. Keep it strong!		1
To keep our City vibrant, bringing people together is key. We can do this with a focal point in the city proper like a town square and cultural center. Our history is also an avenue to maintain this.		1
Agree with statement		
Destination – Yes		
Vibrant neighborhoods and historic downtown- too much		
Blah – Blah – Blah		
A great place to live, work and play		
If a vision statement is going to be memorable it must be concise		
Marketing vmaster plan – no must be common		
Rochester is - something for everybody		
Do we need one? Why do we need none?		
Cultural – entertainment needed		
(Independent films, etc, small theatres – midnight viewing		
Comprehensive		
PS Elevator is parking structure		
Family-community image		
Promote arts and culture		
Enhance community events		
Enhance cemetery image – New fence/retain historic character		
Community based newspaper		
Focus on trails and rivers		

COLLECTIVE VISION	GREEN DOTS	RED DOTS
More "Rochester" specific		
Emphasize that Rochester is a trailhead for the Paint and Clinton River Trails		
Statement as written needs to be condensed. It is what we already have not what we are looking forward to becoming. Mostly agree with current description Its too generic – fits any number of towns		
Not pedestrian friendly (especially downtown and along Main Street to North)		
Need retail to stay open so people who come to eat have something else to do		
Some feel Rochester is not a destination but we want it to be a destination for dining (already), shopping, entertainment		
Keep historic while encouraging growing economy/diverse		
Focus on some key issues for a vision statement		
Vision statement to include: strong downtown economy, vibrant restaurants and shops, community that serves the City		
The draft is not a vision statement – it's more of a description. Should be reworded as a vision. Good ideas we have lot of it already		
Walkable, safe community brings us all together and keeps us here		
More family activities needed downtown		
Continue to preserve our historical assets – including municipal park, trials, Rochester School admin building, etc.		
More collaboration between schools, library, OPC< etc.		
Maintain bedroom community feel and traditional 2 stay downtown while offering a vibrant and sustainable merchant community and business environment		
Continue to support the DDA marketing programs that attract outside traffic and a family friendly community		
Maintain program for maintaining roads in residential neighborhoods		
Develop parking with clearer approach to finding it, location to be thoughtfully considered, revenue neutral, levels okay, but must respect main street building heights		



**City of Rochester, Michigan  
Futures Café Results - October 27, 2011**

POTENTIAL LAND USES	GREEN DOTS	RED DOTS	Ideas & Strategies
South Street connect area to Elizabeth Street	4	1	Roads and Traffic
Multi Use buildings	2		Residenital Commercial
Movie Theater	1	5	Commercial
River walk concept – along Paint Creek and Clinton to draw people: restaurants, retail/unique shops, natural areas, historic emphasis	1	5	Parks and Recreation Natural Features
Affordable housing for families	1	1	Residential
Reserve green space on both shores of Clinton River and Pain Creek	1		Natural Features
Grocery in the city somewhere		4	Commercial
Connect residential neighborhood with downtown commercial district. Build things that residents want to live “right next door to”		4	Community Character
Consider historic districts to preserve our heritage		4	Community Character
Bike lanes, racks crossings (safety)		3	Parks and Recreation Natural Features
No retail chains downtown		3	Downtown and Commercial
No pawn shops, smoking shops, tattoo parlor		2	Community Character
Farmer’s Market in a covered location		2	Community Character
Attract Oakland University students		1	Community Character
Strengthen light industrial		1	Industrial
Between 1 <sup>st</sup> 3 <sup>rd</sup> Walker Taylor Richard Apartments		1	Residential
Brand name stores		1	Commercial
More variant of evening activity		1	Community Character
Tap into underdeveloped markets (business)		1	Community Character
Town Center or Town Square		1	Downtown
Traditional building materials and timeless design should be improved		1	Community Character
Height restrictions for traditional main street protect main street		1	Community Character Downtown
Rezone North Main street, University, resident – lt. office		1	Commercial
Less expensive eateries			Commercial
Mixed use/Neighborhood stores			Commercial
More access to Paint Creek River – swim/fish boat			Parks and Recreation Natural Features
Clinton River parking lots need stairs up bridge			Parks and Recreation Natural Features
No huge increase in population			Community Character
Diversification tax base			Community Character

POTENTIAL LAND USES	GREEN DOTS	RED DOTS	Ideas & Strategies
Current Land Use adequate			Community Character
N. Main zoning			Commercial
More office – residential is distressed			Commercial
<b>Positive</b>			
Senior citizens increasing: need hospice			Community Character
Developed medical businesses			Commercial
Destination location to attract families			Commercial
Mini “campus martius” move out of industrial to retail/entertainment			Parks and recreation
Dog park			Parks and recreation
<b>Negative</b>			
Industrial			Industrial
Fewer beauty shops			Commercial
<b>Positive Impacts</b>			
Green space and quality of life – loss of revenue			Parks and Recreation
Development of Q of L including rev.			Community character
Shared space			Parks and Recreation
Upgrade existing apartment complex			Residential
Lacking a community (pool) center for all ages with activities			Parks and Recreation
Children’s museum – partner with school district			Community character
Historical museum – perhaps downtown as a welcome center idea – use elevator partner with school district			Community character
Important that things are open when people can use them			Community character
Cultural Center area with museums, theaters, (both drama and cinema) small concert venue			Community character
Rochester’s bedroom community feel is an asset			Community character
Location and operation need to be considered - East side (commercial) West side (residential)			Community character
City is close to 100% built up – consider future job opportunities as guide			Industrial
Venues for “after dinner” music, movie theatre, (Police presence discourages staying after dinner or for a drink) overnight parking and lack of cabs discourages staying to enjoy an evening			Commercial
South street options former sewage treatment plant (land)			Industrial
South Street – light industrial light manufacturing software environment			Industrial
Incentives – Zero tax abatements knowledge base biz, mixed uses, high density increase height			Downtown



**City of Rochester, Michigan  
Futures Café Results - October 27, 2011**

DEVELOPMENT CONSIDERATIONS	GREEN DOTS	RED DOTS	Ideas and Strategies
Town Square as a focal point / meeting place	3	2	Community Character
Movie theater DT	2	7	Commercial
Consideration of residential buffer	1	4	Residential
Give planning commission w/special project, business zoning	1	1	Community Character
Drawing people together	1		Community Character
D.T. Food Store or Market concept		3	Commercial
Heights depend on topography		2	Community Character
Student Housing D.T. (Oakland U./Roch. College, etc.)		2	Residential
• Grocery		2	Commercial
Attract major retailers to D.T.		1	Commercial
Root cause analysis of failures of Kowdor Lofts – 202 Walnut – Mill St.		1	Residential
Farmers Market – year round		1	Community Character
Signs should complement the architecture		1	Community Character
Having a library as an asset within the city should be/could be expanded upon.		1	Community Character
Royal park great examples. Height works – does not over power Main Street.			Community Character
Coming over the south bridge entry to City needs improvement.			Community Character
South East of town has advantage of height not hurting Main Street.			Community Character
New Gateway to City on south side			Community Character
Paint Creek Tavern – please keep it.			Community Character
Majority Main Street attractive – leave historic character			Community Character
Farmers market good			Community Character
Wires, cables, poles			Community Character
Tall building under bridge			Community Character
Promote DT. Housing over shops/stores			Community Character
Attractive development			Community Character
Medical Facilities			Commercial Industrial
• Supplies			
• Durable goods			
• Services			
Enhance/expand Main St.			Community Character
Adjust bldg. codes and planning to encourage success			Community Character
• \$\$/sq. ft.			

DEVELOPMENT CONSIDERATIONS	GREEN DOTS	RED DOTS	Ideas and Strategies
• Market			
• Incitivation			
• Using parking lot property			
• City wide WIFI			
• DDA conduit under sidewalks			
Allow/understand bldg. height changes to encourage parking structure w/ comm. Dev.			Community Character
Look at studies for OU & Crittenden re: Spin-off Business			Industrial
Small town/downtown – Love the “look and feel”			Community Character
Handicapped access			Community Character
Maintain consistency downtown (height)			Community Character
Minimize BIG BOX Home construction			Community Character
Architectural Continuity.			Community Character
4 story limit – varied opinions			Community Character
<b><u>Attractive</u></b>			
Royal Park			Community Character
Library			Community Character
Historic Character (of design)			Community Character
Special Events			Community Character
Big Bright Lights			Community Character
<b><u>Unattractive</u></b>			
Residential under South Hill Bridge			Community Character
Industrial design (replaced Denny’s)			Community Character
Traffic noise and smell downtown			Community Character
Parking on Main Street (get rid of it) expand sidewalk			Community Character
Wow Town – covered bridge			Community Character
Performing Arts Community			Community Character
Library			Community Character
Parks			Parks and Recreation
Biz/Commercial Unused space			Commercial
Involve Rochester Hills and Oakland Township			Community Character
Tasteful signs – we need a way to make sure people know about the businesses and locations			Community Character
Cemetery club			Community Character
Keep trees			Community Character
Keep historical ambiance downtown			Community Character
School District should partner with the library			Community Character

DEVELOPMENT CONSIDERATIONS	GREEN DOTS	RED DOTS	Ideas and Strategies
<p>“Consolidate” land within City particularly along Clinton River &amp; Stoney Creek to be able to establish a consistent integrated “Destination” industry. Do by zoning, planned city land acquisition.</p>			Industrial
<p>“Big Box” development kept to edges (just outside of) City where it is already then have miniature restoration of electric inter urban railway from edges (where many would also park). Tax revenue comes from “Destination” business.</p>			Community Character



**City of Rochester, Michigan  
Futures Café Results - October 27, 2011**

PARK AND RECREATION OPPORTUNITIES	GREEN DOTS	RED DOTS	Ideas and Strategies
Performing Arts Center	3	8	Parks and Recreation
Park and Retail @ Cement Factory property (dining, bars, show)	3	6	Parks and Recreation Commercial
Need safer bike/trail crossings	1	4	Parks and Rereation
River Walk – visit San Antonio for ideas, Municipal Park – Big plus to all needs a walking entrance from Main St., better signage to the Park, Keep up the support (Dinosaur Hill Nature Preserve and Paint Creek Trail/ Clinton River)	1	2	Parks and Recreation Commercial
More green space planted areas	1	2	Natural Features
Wayfinding trails – connect trails better	1	2	Parks and Recreation
Re-claim Clinton River edges for people	1	1	Parks and Recreation
Change cement plant (Diversion) into park	1		Parks and Recreation
Parks	1		Parks and Recreation
More bathrooms !!! 1 <sup>st</sup> priority	1		Parks and Recreation
Outside Amphitheatre (multi-purpose)		3	Parks and Recreation
Cultural Activities, concerts		3	Parks and Recreation
Town Square. It doesn't need to be huge. Not over powering. But a green space to cover a parking structure east of main.		2	Parks and Recreation
Improve existing parks		2	Parks and Recreation
Keep festivals – need more		2	Parks and Recreation
River Trout Creek for fishing, canoe/kayak, Clinton River clean water conscious, Redam River for pond		1	Parks and Recreation
Along Clinton River Trial there are some parcels that could be developed as parks. Historic areas along Clinton River Trail should be preserved. "Bunker Park"		1	Parks and Recreation
Community Garden was a great family experience and use of Scott Street. Wonderful for draining people from all over together.		1	Parks and Recreation
Dog park		1	Parks and Recreation
"Privatize OPC – take it off my taxes"		1	Parks and Recreation
Develop Lions Park into an active park			Parks and Recreation
Develop Scott Street Park (North-Dillman Upton)			Parks and Recreation
City owned property by Clinton River is a gold mine			Parks and Recreation
Green space under bridge			Parks and Recreation
Attract more green space			Parks and Recreation
A park on west side of bridge to encourage commercial development there.			Parks and Recreation
Trails are tremendous asset to community and should be preserved			Parks and Recreation
Skate Park Pros – gives kids place to be other than on streets boarding. Cons – Compete with private company in town (pro & con).			Parks and Recreation
Senior Center is great – there should be something for teens as well.			Parks and Recreation

PARK AND RECREATION OPPORTUNITIES	GREEN DOTS	RED DOTS	Ideas and Strategies
An activity center for all after – not just OPC. (pool, gym, activities)			Parks and Recreation
Disc golf			Parks and Recreation
Continue the great maintenance of our parks and trails.			Parks and Recreation
Collaborative with trail users to determine best surface – asphalt or natural.			Parks and Recreation
Howlett park – needs parking.			Parks and Recreation
Everyone should have access to a neighborhood park and be made aware to them.			Parks and Recreation
Municipal Park is another great asset. Should be maintained.			Parks and Recreation
Attractive			Parks and Recreation
Love bike trails/river			Parks and Recreation
Cleanliness of parks			Parks and Recreation
Playgrounds			Parks and Recreation
Concerts			Parks and Recreation
Good ball parks			Parks and Recreation
<b>Unattractive</b>			Parks and Recreation
Want longer season for concerts in park			Parks and Recreation
Better bandstand			Parks and Recreation
Need cleaner water – swimming			Parks and Recreation
<b>Desire</b>			Parks and Recreation
More paths from river to town			Parks and Recreation
Need safer bike friendly downtown			Parks and Recreation
Emergency phones			Parks and Recreation
School tracks open evenings			Parks and Recreation
Good – Community house play areas			Parks and Recreation
Entrance off Main St. to Park			Parks and Recreation
Promote shelters better			Parks and Recreation
<b>Positive &amp; Attractive Features</b>			Parks and Recreation
Plantings around signs			Parks and Recreation
Seasonal plantings			Parks and Recreation
Become Comm. Brand.			Parks and Recreation
Enhance relations between parks and rec. – RARA – Halbac Field, etc.			Parks and Recreation
Better utilization of cable station			Parks and Recreation
Band Shell in park - \$from donor – Calif. Grant Org.			Parks and Recreation
Bunker Park			Parks and Recreation
Green Space along both rivers.			Parks and Recreation
Encourage philanthropic group park – rotary – lions – etc.			Parks and Recreation
Youth Recreation/Activity			Parks and Recreation
Youth Center			Parks and Recreation
Splash Park			Parks and Recreation
Maintain and preserve parks.			Parks and Recreation

PARK AND RECREATION OPPORTUNITIES	GREEN DOTS	RED DOTS	Ideas and Strategies
Improve connectors between parks			Parks and Recreation
Better signs on trails			Parks and Recreation
Improve Bloomer Park bike trails			Parks and Recreation
More parks			Parks and Recreation
Theme, focus for parks			Parks and Recreation
Sensory Garden/Park			Parks and Recreation
Take advantage of riverfront areas			Parks and Recreation
Bicycle rental/kayak rental			Parks and Recreation
Gathering places			Parks and Recreation

**City of Rochester, Michigan  
Futures Café Results - October 27, 2011**

<b>PARKING</b>	<b>GREEN DOTS</b>	<b>RED DOTS</b>	<b>Ideas and Strategies</b>
Fees parking except district (creates inequalities)	3	3	Infrastructure
Parking decks, it's time... need simple way to pay.	1	2	Infrastructure
Two level parking deck (East St. between 3 <sup>rd</sup> and 4 <sup>th</sup> )	1	2	Infrastructure
Kill meters, widen sidewalk, take over Main Street from State	1	2	Infrastructure
Green modern mass transportation	1		Infrastructure
Kill meters? How much do we make from meters?	1		Infrastructure
Remove parking places and meters from Main Street		3	Infrastructure
Remove main street parking		3	Infrastructure
Less surface or no surface lots		3	Infrastructure
Expand sidewalk		2	Infrastructure
Incorporate more space for outdoor dining with curbside parking reduction		2	Community Character
Pedi-cabs		2	Infrastructure
Improved signage for existing parking.... Easier to find for visitors		2	Infrastructure
Build up and down (above and underground)		1	Infrastructure
Encourage commercial bldgs. with parking structure		1	Infrastructure
Multi-Use parking structure (apartments on top, parking below)			Infrastructure
Bike lanes/Pedestrian lane/vehicle lane			Road and Traffic
Shuttles from outer parking areas to center			Infrastructure
Locations: under South Bridge, behind Chop House, Brewery area			Infrastructure
Don't have capacity in concentrated areas for new growth			Infrastructure
Business owners assume some responsibility			Infrastructure
Free parking is good			Infrastructure
Willing to pay for parking			Infrastructure
Very unobtrusive parking in convenient places "behind" attractive areas			Community Character
Planned positioning of businesses and business types			Community Character
Mechanisms to encourage locals not to park downtown but walk or bikes			Infrastructure
Farmers market better parking			Community Character
Amount of parking is o.k.			Infrastructure
Don't want parking structures/decks			Infrastructure
No preference for street vs. lot parking			Infrastructure
Don't want paid parking (inconvenient need change)			Infrastructure
Unsafe/unsightly			Community Character
Make parking more angled instead of straight.			Infrastructure
More of it			Infrastructure
Make it free			Infrastructure
No parking on the street – make larger walks in front			Infrastructure
More parking on the street			Infrastructure
Parking structures are needed			Infrastructure
Parking structures are not needed			Infrastructure
Make park structures friendly and open			Community Character
Need more parking for trails and library			Infrastructure
Parking structure should be two levels – not high			Infrastructure

PARKING	GREEN DOTS	RED DOTS	Ideas and Strategies
Do not incorporate shuttle parking			Infrastructure
Accessible structures			Infrastructure
Architecturally complimentary			Community Character
Library underground			Infrastructure
Farmer Market area			Infrastructure
Mixed-use – parking, lofts, comm.			Community Character
Remove all the parking meters			Infrastructure
Promote walkability			Community Character
Parking deck – yes in right area not funded by tax dollars			Infrastructure
Sufficient parking – yes			Infrastructure
What would you change?			Infrastructure
Reduce surface parking			Infrastructure
Sufficient parking now – yes			Infrastructure
Would you pay for parking? Maybe, how much? Locational based parking - closer			Infrastructure
Parking shouldn't go above Downtown Rochester			Community Character
Put a structure behind Gus O'Connor's/ east side of main, between 4 <sup>th</sup> and 3 <sup>rd</sup> could have 3 decks and between 4 <sup>th</sup> and 5 <sup>th</sup> you can put 2 decks.			Infrastructure
No parking shortage now, but plan for increased parking need so we are not caught off-guard			Infrastructure
Provide electric charging ports for electric cars.			Infrastructure