



# Master Plan 2025

Adopted 11.01.14



# ROCHESTER | MASTER PLAN

Rochester, Michigan

November 1, 2014

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# 1. POPULATION AND HOUSING

## INTRODUCTION

The citizens of a community are the basic ingredient in planning for the future. Historical and current population trends can be used in various ways to illustrate opportunities and provide an indication of probable future needs. Proper planning of future land use, roads, and community facilities, especially recreation areas, must take the composition and characteristics of the future population of citizens into consideration.

The City's population and Master Plan are interrelated. Numerous forces work to determine the total population at any given time. The location of jobs, regional road network, housing supply, local amenities and available land are just a few of the forces that can affect a community's population growth, both positively and negatively.

This chapter will examine three primary aspects of Rochester's population: past historical trends, present composition and future levels based on current trends, correlated with the effects of certain future variables. By analyzing population trends, the Planning Commission hopes to anticipate the needs of the community. Proper land development can result only after the appropriate allocation of future population within the social and physical requirements of the City.

## PAST POPULATION TRENDS

From the turn of the century, the United States' population more than quadrupled, growing from 75,995,000 to 308,745,538. During the same period, the East North Central States (Michigan, Illinois, Wisconsin, Indiana and Ohio) grew at a slightly slower rate, with their population increasing from 16,000,000 persons in 1900 to 46,421,564 by 1990. As a percentage of the United States, the East North Central States decreased by 6.0 percent between 1900 and 2010, dropping from 21.0 to 15.0 percent.

Michigan, as a percent of the East North Central States, in the last 90 years has increased its share of the East North Central States' population from 15.2 percent in 1900 to 21.3 percent in 2010. However, over the most recent past years, Michigan's population has declined.

Broadly speaking, the evolution or growth of the United States can be described in terms of three basic eras:

1. **The Agricultural Era** which ended in the late 1800's.
2. **The Manufacturing Era** which prevailed through the late 1950's.
3. **The Human Resources Era** (or Information Age) which emerged during the early 1960's.

The Agricultural Era relied upon individual strength and manpower. The basic production system was one of self-reliance. Families tended to be very large, and farm size was largely dependent upon how much land the family could till. Areas of urbanization were limited to small cities and towns that provided market places and social and cultural activities for the families in the surrounding farmland.

The Manufacturing Era, or age of industrialization, took people from the farm to jobs in the cities and growing urban centers. One of the most important developments of this era was the beginning of the urbanization movement and improvements in the region's road network. With these improvements it became possible for persons to live in the outlying rural areas while commuting to work in cities.

Unlike the Agricultural and Manufacturing Eras, when most work required physical strength or dexterity, the Human Resources era, or Information Age, requires that an increasing percentage of workers have higher levels of educational achievement and mental development to meet job requirements. The demand for education, greater specialization and the technology of automation and computers is usually evidenced in the growth patterns of a region. The rapid increase in the use of computer based manufacturing processes has caused a rise in the demand for specialized university level training. Many areas that were formally thought of as exclusively manual tasks now require skilled training. Greater reliance upon and use of machines in the manufacturing process has also resulted in a drop in highly paid, skilled manufacturing jobs. The slack is being taken up by



increases in the service sector. Service sector jobs typically earn lower wages, forcing many families to resort to two wage earners in order to maintain their standard of living.

At the same time that farmland was decreasing, the traditional place of employment, the urban core diminished in importance on a regional scale. Over 80 percent of the existing office floor space in the suburbs has been built since 1970. With the introduction of such technological advances as teleconferencing, fax machines and modems, offices may be located even further from the urban cores as communication from almost anywhere becomes easier and more affordable. A person's home – or even car – can serve as an office in this technologically advanced world.

According to the **International Economic Development Council**, the current trend is for young families to choose where they want to live based on quality of life issues. At the top of this list of issues is a sense of place. The desire to locate in a community that has elements and qualities that create a meaningful experience is not limited to young families. It also applies to empty-nesters, young professionals, retirees and seniors.

While young professionals are focused on finding a place with character, they are also interested in well-paying jobs. Knowledge-based jobs that are in the emerging sectors include:

- Advanced Electronics & Controls
- Advanced Materials & Chemicals
- Aerospace
- Alternative Energy & Power Generation
- Communications & Information Technology
- Film and Digital Media
- Robotics & Automation
- Defense & Homeland Security
- Life Sciences
- Water Technologies

Young professionals are also interested in a community that provides an entrepreneurial environment. Entrepreneurial communities contain a critical mass of aspiring and active entrepreneurs that possess different business skills and levels of expertise.

#### What Young Professionals are Looking For:

- Well-paid jobs
- Quality education / life-long learning
- Medical facilities
- Quality and affordable housing
- Low pollution and environmental damage
- Public amenities
- Low crime
- Recreation, entertainment, and intellectual stimuli
- Low cost of living / low taxation
- Aesthetically pleasing built and natural areas

## HISTORICAL GROWTH

The following table shows a comparison of population change from 1960 to 2010 for Rochester and several surrounding communities. Rochester's population increased by about 30% during the 1960's, before remaining relatively unchanged during the 1970's, 1980's and 1990's. There has been a dramatic increase in population since 1990, due to the high rate of new residential development in the City. Rochester's neighboring communities have grown at a considerable pace since the 1960's, with particularly high rates of growth during the 1960's, 1970's and the 1990's. This regional growth has implications for both the future development and character of the City of Rochester.



**TABLE 1**  
**POPULATION COMPARISONS, 1960-2010**

Community	1960 Population	1970 Population (% Change)	1980 Population (% Change)	1990 Population (% Change)	2000 Population (% Change)	2010 Population (% Change)
Rochester	5,431	7,054 (29.9%)	7,203 (2.1%)	7,130 (-1.0%)	10,467 (46.8%)	12,711 (21.4%)
Rochester Hills	15,946	24,513 (53.7%)	40,779 (66.45)	61,766 (51.5%)	68,825 (11.4%)	70,995 (3.2%)
Auburn Hills	8,959	12,646 (41.1%)	15,598 (23.3%)	17,076 (9.5%)	19,837 (16.2%)	21,412 (7.9)%
Troy	19,402	39,419 (103.2%)	67,102 (70.2%)	72,884 (8.6%)	80,959 (11.1%)	80,980 (0%)
Oakland Twp.	2,469	4,793 (94.1%)	7,628 (59.1%)	8,227 (7.9%)	13,071 (58.8%)	16,779 (28.4%)
Shelby Twp.	17,114	29,467 (72.2%)	38,939 (32.2%)	48,655 (25.0%)	65,159 (33.9%)	73,804 (13.3%)
Orion Twp.	9,146	14,189 (11.5%)	19,566 (37.9%)	21,019 (13.3%)	33,463 (59.2%)	32,421 (5.4%)
Washington Twp.	4,701	7,526 (60.1%)	8,637 (14.8%)	11,386 (31.8%)	19,080 (67.5%)	23,386 (36.6%)
Oakland County	690,603	907,871 (31.5%)	1,011,793 (10.3%)	1,083,592 (7.1%)	1,194,156 (10.2%)	1,202,362 (0.7%)

Source: US Census 2010

**TABLE 2**  
**CITY OF ROCHESTER GROWTH**  
**AS A PERCENT OF OAKLAND COUNTY**

Year	Rochester	Oakland County	City Share of County Population	City Share of County Growth
1960	5,431	690,603	0.79%	----
1970	7,054	907,871	0.78%	0.75%
1980	7,203	1,011,793	0.71%	0.14%
1990	7,130	1,083,592	0.66%	-0.10%
2000	10,467	1,194,156	.87%	3.0%
2010	12,711	1,202,362	1.0%	27.3%

Source: US Census 2010

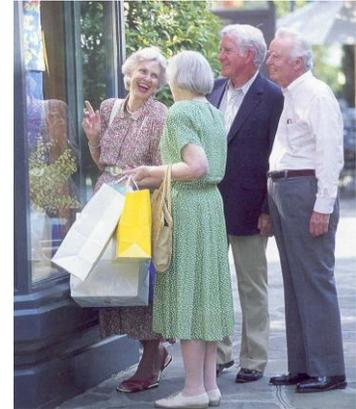
Regarding Rochester's share of Oakland County's *growth*, it increased during the 1960's, before declining through the 1970's and 1980's. The 1990's were a time of high rates of growth in both Rochester and Oakland County. Oakland County's growth slowed in the 2000's, while Rochester's continued to grow, resulting in the City contributing 27% of all the growth of the County at that time.



## PRESENT POPULATION TRENDS

National birth rates were relatively high and increasing after World War II until 1967, which resulted in a substantial increase in the school age groups. During the late 1970's and early 1980's, there was a decline both in birth rates and numbers of school age children. The late 1980's and early 1990's once again saw birthrates increase, with the peak occurring in 1990. As a percent of total population, the age group 65 and over has seen a marked increase due in large part to advances in medical science over the past 30 years which has significantly increased life span for many people. This group will continue to grow as more and more baby boomers enter this bracket.

The high rate of decline in the number of children under 5 years of age coupled with the increased number of women between 15 and 49 resulted in a sharp drop in the fertility rate to 2.3 children per woman in 1970. In 1980, the fertility rate dropped to 1.8, but increased to 2.0 in 1990, due in large part to the number of women in their 30's giving birth for the first time. Over the past 20 years, the rate has increased, but only slightly, to 2.1 children per woman.



## THE BIG PICTURE

Five fundamental demographic trends will significantly affect housing demand over the coming decades:

- The aging of the baby boom generation.
- Explosion in the number of young households.
- Changing household composition.
- Continuing high levels of immigration.
- Growing ethnic diversity.

### Aging Boomers

Members of the baby boom generation were born in the years following the Second World War (1946 to 1964). This generation is the single largest in U.S. history and dramatically influenced the entire economy for the past 50 years. This generation had a major influence on housing choices and settlement patterns for the U.S.

The demographic profile of the U.S. population will change more dramatically over the next 20 years than at any time since the 1970's. After having been dominated by young families for a number of decades, U.S. society is evolving to where every five-year age group younger than 75 will be of roughly equal size. In 2000, for the first time in the nation's history, more than half of U.S. residents were at least 35 years old.

The increase in the number of empty-nest, pre-retirement households represented by people in the age group 55 to 64 group will prove to be one of the most significant market factors for residential developers over the next 20 years. The number of households headed by a person aged 65 and older will grow by 2.9 million between 2000 and 2010. With the first wave of baby boomers reaching age 65 in 2011, an explosion in the number of elderly households has occurred.

Housing developers targeting the senior market must take into account a diversity of housing preferences, among which a number of niches can be identified, including:

- Amenity-rich retirement communities with rental or for-sale units catering to active and relatively affluent households;
- Affordable rental communities offering limited supportive services;
- Fully equipped apartments offering congregate meal plans, activities, and services catering to seniors who are able to live independently;
- Assisted-living facilities catering to frailer elderly persons who do not stand in need of skilled nursing services; and
- Facilities offering skilled nursing services.



## Explosion of Young Households

Throughout the next decade, much of the demand for family housing will come from Generation X (born between the years of 1965 and 1976). Although a smaller group than the preceding baby boom generation or the succeeding Generation Y, the Gen X-er's are well into the process of starting families and buying homes. For families with school age children, the quality of public schools and recreation opportunities will continue to strongly influence location decisions. Non-family Gen X households tend to be more footloose than their parents, basing their housing decisions on a location's lifestyle amenities and convenience.

The formidable Generation Y (born between the years of 1977 and 1994) and the *Millennials* accounted for 26 percent of the nation's population in 2000. Gen Y-er's are different in almost every way from their baby boomer parents. For example, they are more diverse. One in three members of this generation is not Caucasian; one in four lives in a single-parent household; three in four have working mothers. This generation has the potential to increase the demand for multiple family housing. Between 2004 and 2010, four million Americans will turn 18 each year. Not since the baby boom generation in the 1970's have so many people entered adulthood annually.

"One-third [of Millennials] are willing to pay for the ability to walk," Ms. Duggal said. "They don't want to be in a cookie-cutter type of development. ...The suburbs will need to evolve to be attractive to Gen Y."



While Millennials are sometimes used inter-changeably with Gen-Y, they more appropriately describe a segment of the population born between 1980 and 2000.

Table 3, below, illustrates changes in each generation's share of the total population over the 2000-2030 period. The generational shift will inevitably alter development preferences and expectations.

**TABLE 3**  
**GENERAL SHARE OF TOTAL POPULATION, U.S., 2000-2030**

Generational Categories	Decades			
	2000	2010	2020	2030
Next Generation	0%	0%	7%	20%
Millennial	7%	20%	25%	25%
Generation Y	26%	25%	24%	22%
Generation X	17%	16%	15%	13%
Baby Boomers	28%	25%	22%	17%
Depression & WWII	13%	10%	6%	3%
Silent Generation	9%	4%	1%	0%
<i>Total:</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>

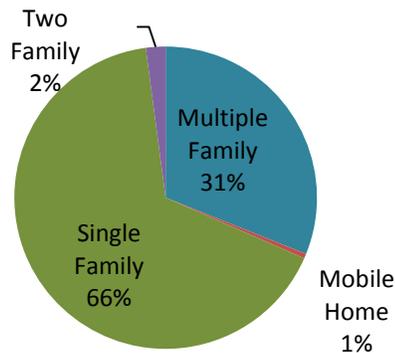
Source: Urban Land Institute

## HOUSEHOLDS AND DWELLING TYPES

The City of Rochester has a variety of housing types, ranging from new single-family dwellings and condominiums on the outskirts of the City to older single-family dwellings and apartment units closer to the downtown. Figure 1 on the following page indicates the number of units per structure for Rochester as of 2010.



**Figure 1 – Dwelling Units By Type**



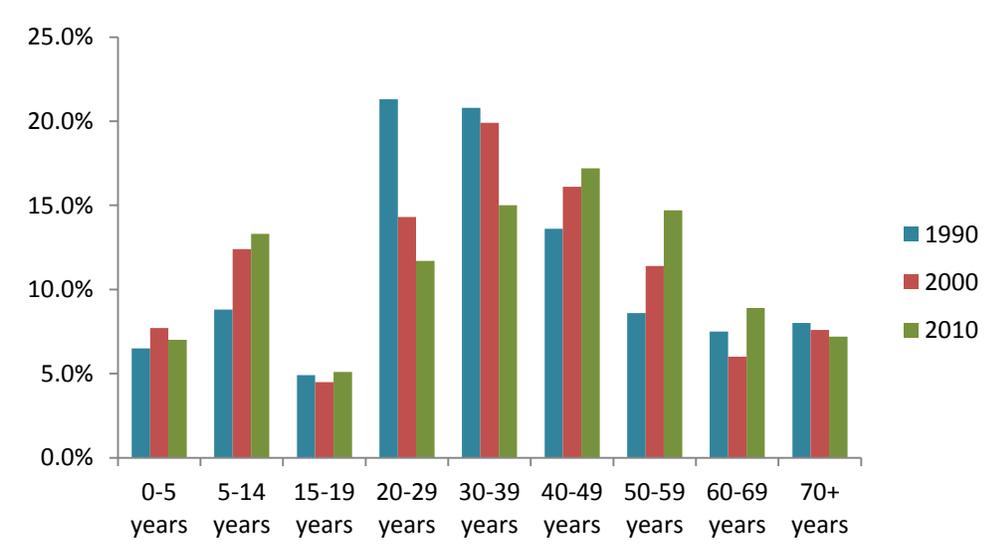
Source: US Census 2010

### Age Groupings

Age groupings generally define several social categories. The preschool group includes those under five years of age. Those from age 5-14 make up the elementary/middle school age group, while the high school sector includes those between 15 and 19 years. The bulk of the work force is found between age 20 and 64, with the 21 to 44 year age group representing family formation years. Individuals from 45 to 64 years of age represent mature families and persons 65 and up represent the retiring population. Figure 2 below shows the age distribution of Rochester's population between 1990 and 2010.

In general, the three decade comparison shows that the City's population is aging somewhat. Growth is especially obvious in the groups between 40 and 49. There is also growth, however, in the pre-high school group.

**Figure 2 – Change in Age Cohorts, 1990-2010**



### Racial Composition

The majority of Rochester residents are white. Of the 11.4 percent that are members of minority groups, 5.5 percent are Asian or Pacific Islander; 3.7 percent are Black; 0.2 percent are either American Indian, Eskimo, or Aleut; and 0.6 percent are other (2010 U.S. Census).



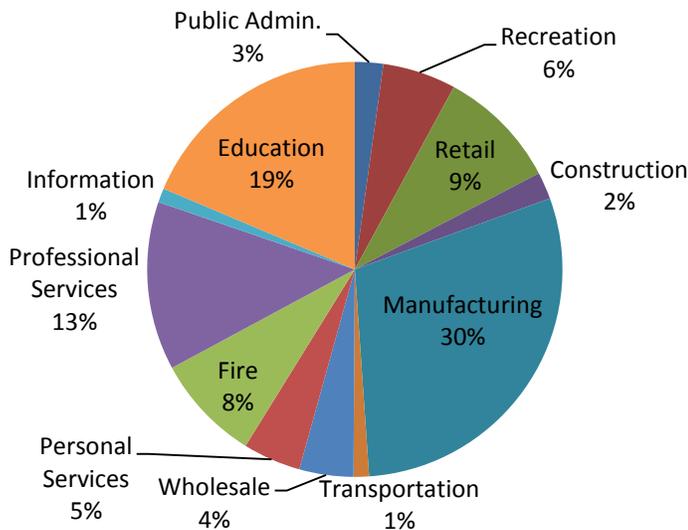
## Employment

According to the 2010 Census, there were a total of 5,624 Rochester residents employed in 2010.

Figure 3 below shows employment by industry according to the 2010 Census. The most common types of employment for Rochester residents were manufacturing, education and services.

The 2010 Census also indicates the mean travel time to work for Rochester residents working outside the home is 28.8 minutes. Commuting times of one hour or more were noted by 7.6 percent of the employed residents. This is compared to the Oakland County average mean travel time to of 26.0 minutes.

**Figure 3 – Employment by Industry 2010**



## EDUCATION

The 2010 Census provides statistics on educational attainment. There are 7,576 Rochester residents that are 25 years old or older, which is 59.6 percent of the total population. Of these, 95.1 percent have received at least a high school education. Approximately 8.0 percent have earned an associate's degree; 29.9 percent have earned a bachelor's degree; and 24.2 percent have earned a graduate or professional degree. Rochester compares favorably to all of Oakland County, where 24.6 percent have earned a bachelor's degree and 17.6 percent have earned a graduate or professional degree.

## INCOME

Table 4 shows the median household income, per capita income and the percent of population below poverty level for Rochester, surrounding communities and Oakland County. The 2010 median household income in Rochester was \$74,959. Per capita income was \$47,804. The poverty rate in Rochester was 6.2 percent, which is less than the 8.7 percent overall poverty rate in Oakland County.



**TABLE 4**  
**2010 Income comparisons**

<b>Community</b>	<b>Median Household Income</b>	<b>Per Capita Income</b>	<b>Population below Poverty Level (%)</b>
Rochester	\$74,959	\$47,804	6.2
Rochester Hills	\$82,346	\$39,393	6.5
Auburn Hills	\$50,086	\$26,005	13.4
Troy	\$89,061	\$40,865	4.6
Oakland Twp.	\$114,015	\$50,171	2.8
Shelby Twp.	\$66,892	\$31,872	6.7
Orion Twp.	\$80,656	\$34,846	6.0
Washington Twp.	\$73,086	\$33,652	7.1
Oakland County	\$67,292	\$36,318	8.7

## Projections of Future Population

Large geographic areas generally have a significant influence on their smaller constituent sub-areas. The growth rate for Rochester is directly influenced by the growth of the larger geographic areas of which it is a part. For this reason, the Oakland County area is discussed in conjunction with the City's future population estimate. SEMCOG's 2040 Economic and Demographic Forecast was completed in April 2012. The estimates for Rochester and Oakland County are as follows:

	<b>2020</b>	<b>2030</b>	<b>2040</b>
<b>Oakland County</b>	1,218,449	1,230,755	1,246,863
<b>Rochester</b>	13,586	13,715	13,760

A number of mathematical methods can be used to project the City's future population. Three methods that seem particularly reasonable and which lend themselves to the available data include the constant proportion, growth rate and increasing proportion methods. All of these methods are based on historical trends.

**The constant proportion method** assumes that the City will maintain the same percentage of the County's projected 2020 and 2030 population as it experienced in 2010. Rochester contained 1.1 percent of the County's 2010 population. Projections for the City using this method are as follows:

	<b>Oakland County</b>	<b>Rochester</b>
<b>2010 Population</b>	1,202,362	12,711
<b>2020 Projection</b>	1,218,449	13,409
<b>2030 Projection</b>	1,230,755	13,538



The **growth rate method** is an alternative method of projection that assumes the 2010-2020 growth rate will be the same as between 2000-2010, and the 2010-2030 growth rate will be the same as between 1990-2010. The results are as follows:

<b>2010 Population</b>	12,711
2000-2010 Change	21.4%
1990-2010 Change	78.3%
<b>2020 Projection</b>	15,431
<b>2030 Projection</b>	22,663

Due to Rochester's rapid growth between 2000 and 2010, this methodology yields projections of dramatic increases in population. These are likely not realistic, as much of the City is already developed.

The **increasing proportion method** assumes that the rural areas and small cities on the fringe of growth centers will expand over the next two decades as these growth centers approach their build-out. The data below assumes Rochester will comprise 1.2 percent of the County population in 2020 and 1.4 percent in 2030. The results are as follows:

	2020	2030
<b>Oakland County Projection</b>	1,218,449	1,230,755
<b>Increasing Proportion Percentage</b>	1.2%	1.4%
<b>Rochester Projection</b>	14,621	17,230

Based on limited available land, but planning policies to encourage dense developments, Rochester's population growth is likely going to track the constant proportion methodology.

## Regional Development Forecasts

The SEMCOG 2040 Regional Development Forecast (RDF) was developed in part to assist communities in their long-range planning efforts. Projecting how a community's population, households and employment (jobs within the community) will likely change over time allows the community to pro-actively plan for the services and facilities needed to support the residents. Table 5 at the bottom shows SEMCOG's RDF projections for Rochester.

SEMCOG's RDF projections fall short of the growth rates experienced by the City between 1990 and 2010. However, the rapid growth during this period is unlikely to continue. Growth will likely come from increased density and mixed use.

**TABLE 5**  
**SEMCOG Regional Development Forecast, Rochester**

	2015	2020	2025	2030	2035	2040
Population	13,650	13,586	13,752	13,715	13,734	13,760
Household	5,678	5,734	5,810	5,803	5,844	5,815
Employment	7,523	7,772	8,077	8,131	8,330	8,566



## CONCLUSION

It is important to have a good estimate of the future population so that planning activities for infrastructure, municipal services and administrative capabilities can be well-managed and directed for the growth and development that does occur. Planning for a population that is less or more than expected renders the community unprepared. For planning purposes during the City's formation of this Master Plan, the following population levels will be assumed to ensure that adequate levels of service are provided. Although the City is not promoting these growth levels, it is essential that the community be prepared for what may occur.

YEAR	POPULATION
2010	12,711
2015	13,000
2020	13,400
2025	13,450
2030	13,500
2035	13,550
2040	13,600



## 2. EXISTING LAND USE

### LAND USE CLASSIFICATIONS

In the fall of 1998, the consultant team completed a parcel-by-parcel survey of existing land use in the City of Rochester. This information was reviewed and revised in the spring of 2012 by the Planning Commission and by City Administration and again in July 2014.

**Vacant Land** – land which is unused or idle.

**Single-Family Residential** – areas containing single-family dwelling units and accessory structures, along with their customary yard areas and private open space.

**Two-Family Residential** – duplexes, flats, townhomes and similar types of dwellings in which two separate units occupy a single building. Some two-family dwellings occupy their own individual lot while others are found in condominium developments where the land is owned in common with the other co-owners of the development.

**Multi-Family Residential** – apartments and multiplex type of units, where three or more separate residential units occupy a single building on a lot. Included in this category are congregate care and assisted living facilities.

**Office** – administrative, professional, medical, financial and service office uses (such as real estate or insurance service offices) when located in a building devoted exclusively to office uses.

**Commercial** – land areas where retail sales and service establishments are found. Includes professional and business offices when located in the same building, particularly on the upper floors. May also include upper story apartments in the Central Business District.

**Central Business District** – outlines the limits of the City's traditional downtown area and may include a variety of existing business, office and residential uses.

**Off-Street Parking** – used to designate public parking lots and similar facilities open to the public, primarily located within the Central Business District.

**Industrial** – Uses with or without buildings where materials are warehoused, processed, fabricated, assembled or manufactured; or where equipment, materials or wastes are stored out-of-doors.

**Research & Development** – uses that incorporate corporate offices with research, product development, engineering and similar activities, usually in a campus-like setting and often involving more than one structure.

**Public** – public schools, libraries, cemeteries and government buildings.

**Quasi-Public** – churches, private lodges or clubs, and meeting halls.

**City of Rochester, Existing Land use**

ELU	Acres	% Acres
Vacant	3.89	0.19%
Single Family Residential	807.29	38.97%
Two Family Residential	107.33	5.18%
Multiple Family Residential	186.51	9.00%
Commercial	64.81	3.13%
Office	28.95	1.40%
Research and Development	125.40	6.05%
Industrial	114.72	5.54%
Off-Street Parking	7.99	0.39%
Open Space	418.44	20.20%
Public	69.29	3.34%
Quasi-Public	66.19	3.19%
Recreation	70.97	3.43%
<b>Total</b>	<b>2071.77</b>	<b>100.00%</b>



**Utilities** – electric, gas and telephone stations, substations and other similar utility uses, and wireless communications towers and facilities.

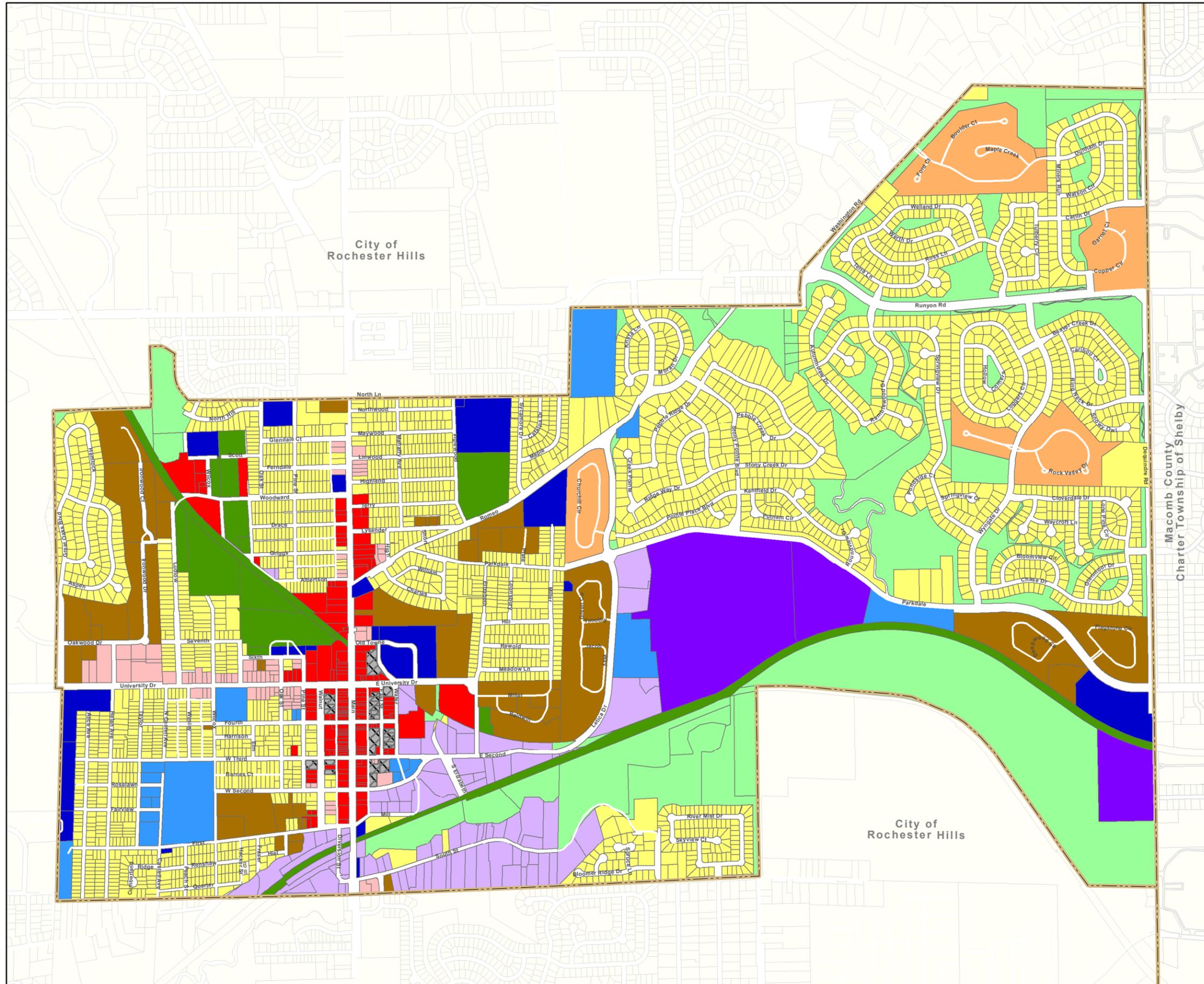
**Recreation** – open space that is being used for City parks and recreational pursuits.

**Open Space** – areas such as flood plains, wetlands, private neighborhood parks and opens spaces, and similar uses.



# Existing Land Use

City of Rochester, Michigan



## EXISTING LAND USE

- Single Family Residential
- Two Family Residential
- Multiple Family Residential
- Office
- Commercial
- Off-Street Parking
- Industrial
- Research and Development
- Public
- Quasi-Public
- Open Space
- Recreation
- Municipal Boundary



November 1, 2014



**MCKenna**  
ASSOCIATES

Base Map Source: Oakland County GIS, 2010  
Data Source: Birchler Arroyo Associates, Inc.



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## EXISTING LAND USE ANALYSIS

The following summarizes general observations regarding the existing land use survey. This information should be referenced when determining future land use recommendations and strategies to implement the goals and objectives of the Master Plan.

### Vacant Land

As shown on the existing Land Use map, there is very little remaining vacant land within the City. The few remaining developable parcels of land are currently in the process of being developed for multi-family residential uses and other mixed use development. Examples: River Place Apartments at Mill Street, First Street Lofts at Walnut-First Street intersection, Trident Letica Development of multi-family high-rise residences. Large tracts of vacant land on the south side of Parkdale Avenue within the RP district are also being considered for redevelopment after being split from existing parcels.

The fact that there is very little vacant land available for development will place pressure on redevelopment of existing sites that are underutilized such as the South street corridor. Another prime example would be the vacant DDA owned parking lots within the CBD district in the downtown.

### Residential Land

The City offers a good mixture of residential land uses, from single-family residential on small, medium and large lots; two-family dwellings in the form of flats; duplexes and townhouses; to several sizable multiple-family apartment complexes.

Single-family land uses are primarily provided throughout the west and east portions of the City. As stated above, a variety of options are available for single-family residential land uses. The City's single-family housing stock ranges from historic heritage homes, to post-World War II ranch-style and one-story cape-cod homes, to contemporary style homes on relatively large lots. Observations from the field survey indicate the condition of the housing stock appears to be in good condition.

Two-family dwellings also occur in a variety of options. In older areas of the City, numerous single-family dwellings have been divided into flats. This is particularly common in the neighborhood south of West University and west of Main Street. More recently, two-family duplexes or townhomes have been constructed in planned condominium developments. These types of two-family dwelling can be found along Letica Drive and on the northeast side of the City.

Multiple-family dwellings are provided primarily on the west side of the City. Five existing large apartment complexes can be found in the following locations: to the south and east of the Great Oaks subdivision; west of the Mount Avon Cemetery; on the south side of Romeo Street across from Howlett Park; to the north and east of the public library; and to the north and east of Elizabeth Park. Smaller apartment buildings are scattered throughout the west side of the City as well. Newer multiple-family residential developments also include the Village Green Apartments on the west side of Letica Drive, Millrace Condos on Mill Street, Condor Lofts on North Main at Romeo, and the Sunrise Senior Living center within the Central Business District (CBD).

### Office and Commercial Land

The City's office land uses are comprised primarily of: small single-tenant buildings scattered along north Main Street; a large office complex near the northwest corner of Main and University; small office buildings and upper story office units within the CBD; and smaller single-tenant buildings along West University.

Commercial land uses within the City are comprised of smaller-scale users. The majority of commercial land uses are concentrated within the traditional downtown setting of the CBD. In addition, all of the City's public off-street parking areas are provided within the CBD to serve the businesses downtown. These uses primarily serve the niche shopping, personal service, dining and entertainment needs of the City's residents and the residents of surrounding communities. Other commercial land uses, which can be found along West University, north Main and Woodward, serve the convenience shopping and personal service needs of residents of nearby neighborhoods.

Due to the small-scale, scattered development of some older office and commercial land uses, additional care needs to be taken to assure proper transition areas and screening are provided between non-residential and residential land uses.



The more recent developments of larger multi-story office buildings near South Main Street and Diversion Street have added to the City's diversity of office space. These buildings provide good examples of potential redevelopment opportunities in the southern areas of the City, with their creative use of natural grade of the land and location between the Clinton River Trail and downtown.

## **Industrial and Research & Development Land**

Industrial land uses are concentrated primarily within the southeast portion of the City along Second, Elizabeth, South and Diversion Streets. A few light industrial and retail uses with an industrial character also exist in the northwest area of the City off Woodward. As found with the office and commercial land uses, most of the City's industrial land uses are located on relatively small parcels. Research and development land uses are comprised of two large parcels off Parkdale. These parcels are occupied by pharmaceutical companies.

## **Public Land**

Public uses are scattered throughout the City and include: the Civic Center off Sixth Street; the Public Library and Post Office off Olde Towne; the Fire Department located between Second and Third; the City's DPW yard off Wilcox; the Municipal Training Center off of Letica, the Mount Avon, Stony Creek, and Van Hoosen cemeteries; the school administration building on West University; the Rochester Avon Recreation Authority on Second Street; and the Older Persons' Commission on Letica.

## **Quasi-Public Land**

Quasi-public land uses are also found throughout the City. Such uses include churches, private schools, Crittenton Hospital and private recreation centers such a swim club, dance studio and an ice skating center at the corner of Dequindre Road and Parkdale.

## **Utilities**

Utility uses within the City include three wireless communication towers along the Clinton River Trail, a wireless communication tower near Dequindre and Parkdale, and the water tower on Parkdale.

## **Public Recreation**

Public recreation uses are found primarily on the west side of the City. Included in this category are the Paint Creek Trailway and River Walk and the following parks: Elizabeth Park, Municipal Park, Halbach Field, Dinosaur Hill Nature Preserve, Community Garden, Jaycee Field, Rotary Park and Howlett Park. The Clinton River Trail traverses the entire southern part of the City. The Rochester Avon Recreation Authority and the Older Persons' Commission are located in the City and managed through Interlocal government agreements. The City has adopted a Parks and Recreation Master Plan, 2012-2016.

## **Open Space**

Most of the City's open space is found on the east side of the City. A large floodplain area, which is unbuildable, is shown along the Clinton River on the southeast side of the City. A large network of open space and recreational areas, privately-owned by subdivision and condominium associations, is provided in the northeast portion of the City. Such areas also include open space buffers along the perimeters of new developments. One of the open spaces includes the historic Mount Moriah site.

## **CONCLUSION**

The City provides a variety of residential land uses. While the housing stock appears to be in good condition, strong code enforcement and maintenance assistance programs should be provided. With little vacant land left in the City, future planning efforts should focus on promoting appropriate development of remaining vacant parcels and infill redevelopment. As new development and redevelopment of non-residential land uses occurs, proper integration with residential land uses, and/or the provision of appropriate transition areas with screening, should be encouraged.



# 3. EXISTING THOROUGHFARES AND UTILITIES

## FUNCTIONAL CLASSIFICATION OF ROADS

Traffic is concentrated on certain roadways due to their physical condition, level of use and direction of travel, as well as the overall land-use pattern in the cities, towns and rural areas they traverse. About 20 percent of the roads carry approximately 80 percent of vehicle miles traveled. Transportation planners established a street classification system in order to set funding priorities for the roads which carry the highest volumes. The figure on the following page illustrates the street classification system concept.

Although there is some variation in their classification, roadways are typically divided into those that carry through traffic and those that carry local traffic. Through roadways provide quick traffic movement, while local roadways provide access to abutting properties. It is desirable to physically separate these two road types as much as possible to eliminate traffic congestion, delays and accidents.

In order to function successfully, the overall traffic circulation system, with both through and local streets, must be carefully integrated. In Rochester, the three basic types of roads are principal arterials, collectors and local streets. The role of each road classification in providing access and mobility is illustrated in the figure on the following page. Generally, as access increases, mobility decreases - and vice versa.

### Major Arterials

Major arterials provide travel routes from one city to another. They are most often used for longer trips as higher speeds are allowed. If a highway or freeway alternative is not available, major arterials can provide routes for lengthy trips. When a surface highway passes through a more populated area, however, it functions more like an arterial. This can lead to congestion and traffic accidents because of turning vehicles conflicting with through traffic. Major arterials are usually several lanes wide, and on-street parking is usually prohibited (except in downtown areas such as the City of Rochester).

### Collector Streets

The intent of a collector street is to collect vehicles from the local streets and distribute them to either local destinations or to a major arterial. The collector street system provides both land access and through traffic circulation.

### Local or Minor Streets

Providing access to adjacent land is the sole function of local streets. Although these streets make up a large percentage of total street mileage, they carry a small portion of vehicle miles traveled. The aim of local neighborhood streets is to provide access to collector streets and through routes, but in such a manner that through traffic is not encouraged to use the minor streets as a shortcut route.

## THOROUGHFARE CONDITIONS

The roadway system has a very significant effect on the pattern of land use and development in a community. In the early 1990's, new development within the eastern portion of Rochester led to the need for roadway improvements to accommodate the City's growth. Since roadways do not work in isolation from one another, these improvements, in conjunction with transportation demands generated by land uses outside of the City, impact the mobility and safety of travelers within Rochester as a whole. This section describes Rochester's existing roadway network, as well as the traffic and safety issues associated with the transportation system.

There are four major thoroughfares in Rochester: M150 (Main Street / Rochester Road), Dequindre Road, University and Parkdale. M150, which runs north to south near the center of the City, is the only arterial under the jurisdiction of the Michigan Department of Transportation. A majority of Rochester's commercial development fronts on M150, including most of the downtown. Traffic volumes along M150, at Olde Towne Road, were measured at approximately 31,180 vehicles per day in 2010. Dequindre Road is the second major north-south thoroughfare. This road forms the eastern border of Rochester with Shelby Township. Dequindre Road is under the jurisdiction of the Road Commission for Oakland County. Traffic volumes along Dequindre at Parkdale were measured at approximately 20,050 vehicles per day in 2010.



West University and Parkdale/Romeo are the major east-west arterials. Parkdale west of Letica is under the jurisdiction of the Road Commission for Oakland County. West University runs from the City's western border at Rochester Hills eastward to Main Street. Parkdale is a thoroughfare located on the east side of Main Street. It serves as one of the major routes between the subdivisions on the east side of the City, the downtown and West University.

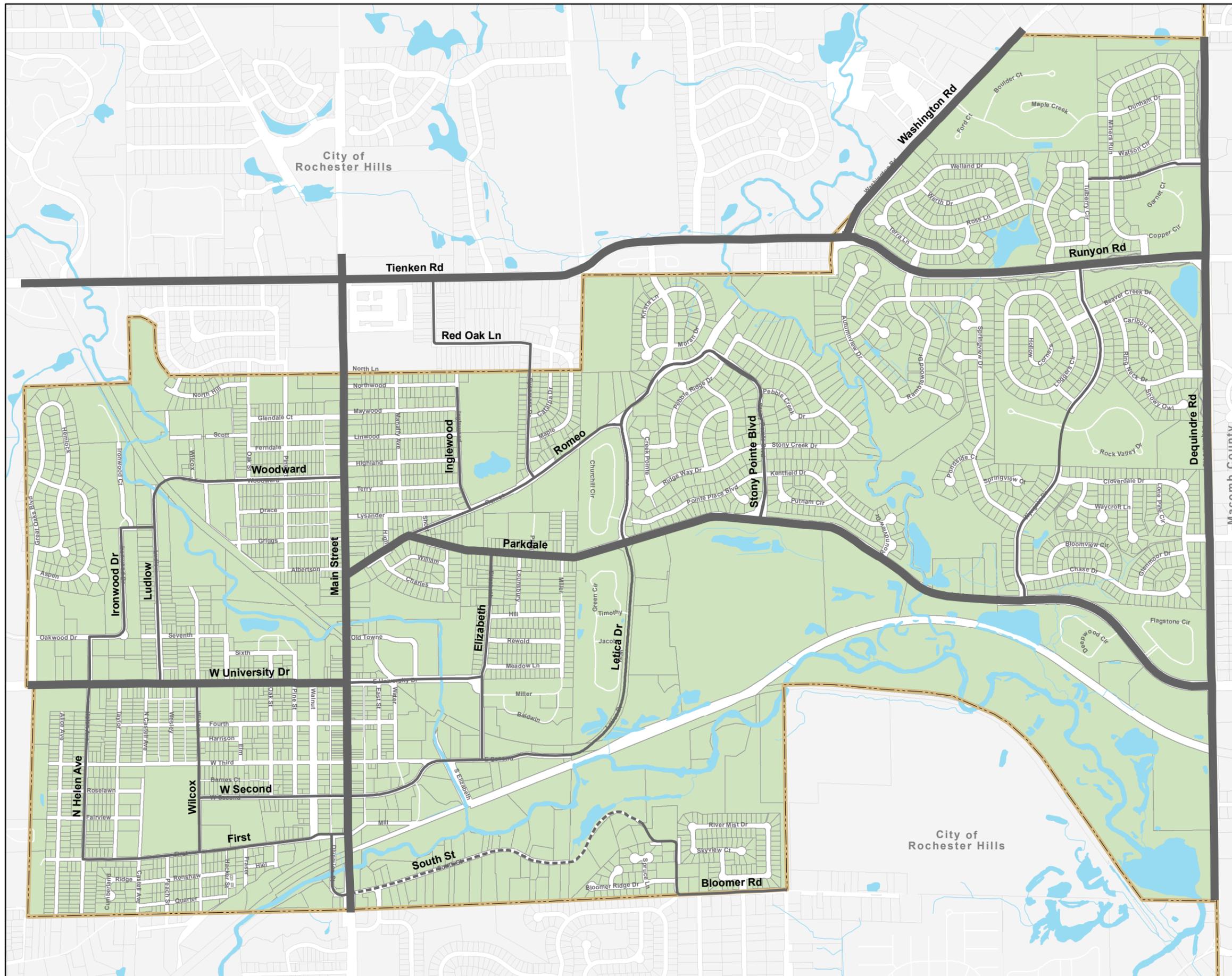
There are several collector streets in the City, all of which are under the jurisdiction of the City of Rochester. With the exception of South Street, these roadways primarily serve as collectors for residential traffic. Many of these collectors are connected with one another before reaching the major thoroughfares and local streets.

South Street serves as an industrial collector for the industry along that roadway. Due to the high volume of truck traffic on this rather narrow roadway and the loading and unloading needs of the adjacent businesses, proper roadway and site engineering/design is necessary in order to maintain safety and the proper functioning of the roadway. This roadway should be reviewed for upgrade in order to support future redevelopment of this area. The Existing Thoroughfares Map and Table 6 both indicate the functional classification of each of Rochester's local streets. Table 6 also indicates the right-of-way range for each non-residential roadway.



# Existing Thoroughfares

City of Rochester, Michigan



## EXISTING THOROUGHFARES

- Major Arterial
- Collector Street
- Industrial Service Collector

## LEGEND

- Municipal Boundary
- Water Bodies



November 1, 2014



**McKenna**  
ASSOCIATES

Data Source: Oakland County GIS, 2010



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**Table 6**

**EXISTING RIGHT-OF-WAY, 1998 CITY OF ROCHESTER**

Roadway	Functional Classification	Right-of-Way
Main Street	Major Arterial	76'-100'
Dequindre	Major Arterial	120'
West University	Major Arterial	66'-93'
Parkdale/Romeo	Major Arterial	120'
Washington	Major Arterial	120'
Tienken/Runyon	Major Arterials	120'
North Helen	Collector	50'
Ironwood	Collector	30'
Ludlow	Collector	80'
Woodward	Collector	40'
Wilcox	Collector	50'
West Second	Collector	60'
First Street	Collector	60'
Diversion	Collector	36'
South Street	Industrial Service	50'
	Collector	
Bloomer	Collector	66'
East	Collector	86'
Second/Letica Dr.		
East University	Collector	120'
Elizabeth	Collector	60'
Romeo, northeast	Collector	60'
of Parkdale		
Inglewood	Collector	50'
Sycamore	Collector	60'
Stony Pointe	Collector	86'
Blvd.		
Wynqate Drive	Collector	86'

The table above indicates that there are several roads whose right-of-way varies. Main Street right-of-way varies between 76 feet and 100 feet, and West University varies between 66 feet and 93 feet. The lack of a consistent right-of-way along these major arterials can pose problems, because it does not provide the opportunity to properly expand the roadway, should it become necessary, without acquiring additional property. It also limits opportunities to create a visual theme along the corridor, since the areas with narrower right-at-ways have a limited amount of space available for landscaping and related amenities. This is of



particular concern on North Main Street, where the City has worked with MDOT to identify specific parcels where right-of-way would need to be acquired in order to improve Main Street from the Paint Creek Bridge to the City's north boundary.

## Traffic Volumes

Table 7 indicates the average daily traffic volumes on some of the major arterials and collectors in the City of Rochester. While these streets compose only a small portion of Rochester's total street system, they carry the highest volumes of traffic. The traffic accident data following this section will discuss how these traffic volumes impact the number of accidents that occur on the roadways.

**Table 7**

### **AVERAGE DAILY TRAFFIC VOLUMES FOR SELECTED STREETS TAKEN IN 2005, 2008, 2010 and 2011 FOR CITY OF ROCHESTER**

	<b>Average Daily Traffic Volume</b>	<b>Date of Volume Count</b>
Main, North of West University	28,004	Jan 2010
Main, South of West University	26,172	Jan 2008
West University	18,107	April 2008
Romeo	7,100	August 2008
Parkdale	8,970	August 2011
South Street	1,240	August 2005
Bloomer	No Data	No Data
Dequindre	20,050	June 2010
Runyon (E. Boundary)	8,470	June 2010

## Traffic Accidents

Maintaining a quality roadway system is critical to achieving a safe roadway system. Roadways which have high volumes of traffic, inadequate traffic control mechanisms, offset intersections, or sight distance problems can increase the potential for accidents, injury and even death. Table 8 ranks the five major intersections by number of accidents for the period from 2009-2011. The intersections are ranked according to the total number of accidents, accident severity and volume rate of accidents. Accident severity is a weighted figure determined by the total number of fatal accidents and serious injury accidents among all of the intersection's collisions. The volume rate is based on the accidents-per-million-vehicles entering the intersection.

Table 8 indicates the average daily traffic volume at the intersections. As can be seen on the chart, the Main-University intersection carries the highest volume of traffic and has the highest accident rating. The Main-Romeo intersection carries the second highest intersection volume and has the third highest accident rate. Volumes at Main-Second and Fourth-Main are also substantial. These two intersections rank number 1 and 2, respectively, for the volume rate of accidents. While traffic volumes are not the sole cause of accidents, one can see there is a correlation between the volume of traffic at the intersection and the number of accidents. As mentioned above, other factors that may contribute to accident frequency include inadequate sight distance, poor intersection alignment, inadequate capacity, deficient traffic control mechanisms and the like.



Table 8 lists the accident rating listings from 2009 to 2011 and the ten intersections in Rochester that had the most accidents during 2011. The number of injuries associated with these accidents also is indicated. There were no fatal accidents in Rochester during 2011

**TABLE 8**

**Intersection Accident Rating Listing, 2009-2011, 3 year totals City of Rochester**

	<b>ACT Volume 1</b>	<b>Total Accidents</b>	<b>Crash Rate</b>	<b>Severity Index</b>
<b>Main / University</b>	42,421	76	1.64	2.11
<b>Main / Second</b>	39,537	44	1.02	1.20
<b>Main / Romeo</b>	30,297	36	1.09	1.33
<b>Fourth / Main</b>	30,859	30	0.89	1.24
<b>Dequindre / Parkdale</b>	23,190	30	1.18	1.58

1 - Average Daily Traffic Volume

**Top Ten Intersections with Accidents, 2011, City of Rochester**

	<b>Accident Count</b>
<b>S Main St / W University Dr</b>	20
<b>S Main St / W Second St</b>	19
<b>N Main St / Romeo</b>	13
<b>S Main St / W Third St</b>	8
<b>Dequindre Rd / Runyon Rd</b>	7
<b>Runyon Rd / Dequindre Rd</b>	7
<b>N Helen Ave / W University Dr</b>	6
<b>Walnut St / W Fourth St</b>	6
<b>W Third St / S Main St</b>	6
<b>W University / S Main St</b>	6

## Complete Streets

“Complete Streets” is the concept that roads should be safe and available for all types of users, not merely automobiles. In many ways, Rochester’s streets already have some “complete streets” characteristics, including sidewalks, bike lanes, and crosswalks. However, improvements can be made. The gaps in sidewalks should be filled in where possible and illegal parking should be curtailed to ensure that cars are not blocking sidewalks.

Providing for safe connections from Main street to the Clinton River and Paint Creek trail way system is a paramount importance. Over the past few years several improvements have been made to the Paint Creek trail connection at the bridge. A connection from Main Street down to Diversion Street at the south entrance to the downtown must be considered for the future.



## UTILITIES

### Water

Water service is available throughout the City of Rochester. The water is provided by two sources: a system of ground water wells operated by the City of Rochester and a connection to the City of Detroit surface water system via a connection with Shelby Township. The wells primarily service the pre-annexation areas of the City, which would be from approximately Letica west to our western city limits. Rochester's primary water assets include a 750,000 gallon water tower, a water treatment plant, and a connection point with a pressure reducing valve.

Ground water system capacity is sufficient to serve the west side of the City into the foreseeable future. With proper maintenance of the equipment, there is not a concern about the viability of the Rochester water system. Adequate capacity exists for those on the system. In the recent past and immediate future, the City has committed funds to improve the efficacy and operation of the water treatment plant.

In 1993/1994, the City of Rochester connected the east side of the City to the City of Detroit surface water system through a contract with Shelby Township. Water service was needed for several major residential developments being built in the eastern portion of the City. Although Rochester does not anticipate having to connect the entire City onto the Detroit system within the foreseeable future, enough capacity was purchased to service the entire City at build out. At the present time, the flow is only limited by the size of the water meter. The primary source for surface water consumed by the City are treated and transported from the City of Detroit Port Huron water treatment facility.

### Waste Water Treatment Plant and Sanitary Sewer System

The entire City is serviced by a sanitary sewer conveyance system. At about the same time that Rochester connected to the City of Detroit water system, it retired its waste water treatment plant and connected to the City of Detroit sanitary sewer system. Rochester has converted the former waste water treatment plant property into a training facility and storage area. Other than pipe replacement and trenchless technology repairs, there are no sanitary sewer collection system expansions planned in the foreseeable future. The City has recently implemented a systematic approach to identifying sources of inflow and infiltration (I&I), with the intent of reducing those sources. In 2007, the City's provider implemented a flow based billing agreement. By reducing I&I, the City expects to better manage its collection system and the cost to provide the service to its customers.

### Storm Sewers

Storm drainage for new development is handled on site. The existing system in the older areas of the City has performed adequately for decades. There are no additional plans for new storm sewers, however, the City is interested in exploring new and innovative best management practices (BMPs) for the treatment of all storm water, including storm water currently being conveyed through the traditional system.

## COMMUNITY FACILITIES

The following briefly outlines the existing, major community facilities in the City of Rochester.

### Police

The Rochester Police Department is located in the Civic Center on Sixth Street. Due to renovations performed in 1990 and the 2012 addition of a garage for equipment storage, the Department has adequate building space to accommodate the force for the foreseeable future. There are 21 full-time sworn officers and 6 full-time civilian officers on the force. The Department owns 13 police vehicles, 1 motorcycle, 3 mountain bikes and 2 Segways. In 2011, the Rochester police received 11,772 calls.



## **Fire**

The Rochester Fire Department is located on Second Street. Forty volunteer fire fighters compose the force, along with a Fire Chief. Building space at the location is not adequate for the future demands of the department. Phase One of an expansion of the Department was completed in 2011. The Department owns 2 engines, 2 rescue trucks, 3 ambulances, 1 aerial device, a four-wheel-drive pick-up for grass fires and utility uses, and one other utility truck. The Fire Department received 1,090 calls in 2010 and 1,452 calls in 2011. With the growth of the east side of Rochester, a second station on that side of the City or the relocation of one primary station may be warranted.

## **Library**

The Rochester Hills Public Library opened in 1992 and is located on Olde Towne Road. The 7.1 acre facility includes the 70,000 square foot library, a 231 space parking lot and Rotary Park along the Paint Creek. There are 145 full and part-time staff members, which is the equivalent of 60 full-time staff. The Library provides a variety of service from "womb to tomb", including reading packages for expectant mothers, reading clubs for people of all ages and shut-in services. Funding for library operations comes from a property tax in Rochester Hills and the general fund in Rochester and Oakland Township. Circulation was 1,964,174 items in 2010 and 1,861,311 items in 2011. The Library is governed by an elected board from the City of Rochester Hills and services the needs of Rochester by contract.

## **Rochester Public and Private Schools**

The Rochester School District's Administration Building is located on West University. As of the fall of 2012, the District was in charge of educating approximately 14,781 students. The students are divided among 13 elementary schools, 4 middle schools, and 3 high schools, 1 alternative high school and 1 adult education school. The only public school partially located within the City of Rochester is McGregor Elementary on First Street which sits on the boundary line of Rochester and Rochester Hills. There are two private elementary schools located in Rochester: St. John's Elementary on West University and Holy Family Elementary on Inglewood.

## **Parks and Recreation Facilities**

The Department of Public Works is in charge of maintenance of the existing facilities. Recreation programming is arranged primarily by the Rochester-Avon Recreation Authority mentioned below. Please refer for the City's Park and Recreation Master Plan, 2012-2016, and a detailed review of existing community facilities.

## **Rochester / Avon Recreation Authority**

The Rochester-Avon Recreation Authority (RARA) operates the on-going recreation and leisure programming for both Rochester and Rochester Hills. The Authority runs a variety of sports teams, summer programs and enrichment activities to complement the offerings of the community education department. In addition to owning their own facilities, they have established an agreement with the school district and both cities to use their facilities.

## **Older Persons' Commission**

The Older Persons' Commission (OPC) owns a facility on Letica Drive. Programming at the OPC is for residents 60 years and older in Rochester, Rochester Hills and Oakland Township. Among other offerings, the Older Persons' Commission provides an adult day care service, transportation for seniors and the handicapped, games, swimming and arts & crafts programming. The Center provides hot meals seven days a week to residents in the above mentioned communities, as well as several other nearby Oakland County communities. The OPC also provides some limited services for residents 50 and older. Over 21,578 unduplicated persons were served by this facility in 2011.

## **Cemetery**

There are three cemeteries in Rochester, but only the Mount Avon Cemetery is owned by the City of Rochester. Stony Creek Cemetery and Van Hoosen Cemetery are owned by the City of Rochester Hills. The Department of Public Works is in charge of burials and general maintenance work at Mount Avon Cemetery. The City Clerk's office administers the records and sales for the Cemetery. Mount Avon includes approximately 15,000 burial plots, a 190 tomb mausoleum and recently added 96 columbarium niches.



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## 4. COMMUNITY CHARACTER

Community character is an important component of quality of life. If a community's character is perceived as a positive trait and is preserved and maintained, it can foster a strong sense of community. The aggregate characteristics of the City of Rochester are derived from a diverse mix of land uses that date from the community's early settlement era up to and including recent contemporary developments. In this chapter, some of the features and traits of Rochester that make the City a unique and distinctive community are identified.

### RESIDENTIAL

As indicated in the existing land use analysis, the City of Rochester offers a wide variety of residential housing options. The character of residential neighborhoods varies based on the location within the City. In general, the area west of Letica Drive can be considered the mature, developed area of the City, while the area east of Letica Drive, especially within the northeast portion of the City, is considered to be more contemporary, with a somewhat suburban character.

Residential land use patterns on the west side of the City generally have the following characteristics:

- Small lots
- Shallow front yard setbacks
- Grid street pattern
- Common open areas consist of public parks
- Small house footprints
- Narrow side yard setbacks
- Alleys (in some areas)
- Mixture of residential land uses and scattered non-residential land uses

The type of architecture varies within the west side of the City as well. While historic homes can be found throughout the City, most examples are found within the neighborhoods directly north and south of West University, west of the Central Business District (CBD). The following photos illustrate just a few examples of historic and older homes found in the City:



As one moves further west and north of the historic neighborhoods near the CBD, the architecture of homes reflects a mixture of historic and more modern styles. In these areas Post WW II designed one story homes are commonly found. Many of these home styles include attached garages, which are often not aesthetically compatible with older homes in the neighborhood. In other cases, newer homes have been constructed throughout the west side of the City with large footprints and/or architecture that is not in character with nearby existing homes.





On the east side of the City, newer developed residential land use patterns are generally characterized by:

- Larger lots
- Deeper front yard setbacks
- Curvilinear street pattern with cul-de-sacs
- Private parks and open space
- Larger house footprints
- Wider side yard setbacks
- Attached garages (many side-entry)
- Some mixture of residential land uses

The style of architecture found in newer neighborhoods is more contemporary. Common features include variations in the roof line and building footprint, prominent entry-way features, attached garages, and use of natural, durable building materials such as brick, masonry, stone and wood. This photo provides an example of the character of the newer residential neighborhoods.

Two-family and multiple-family dwellings can also be found throughout the City. Two-family dwellings are offered in a variety of options. On the west side of the City, older large homes have been split into two dwellings, while in other cases structures were built specifically for duplex living. On the east side of the City, two-family duplexes are provided within a planned condominium development setting.



Multiple-family dwellings are currently found predominantly on the west side of the City. Such developments are offered in large complexes and small to large free-standing buildings

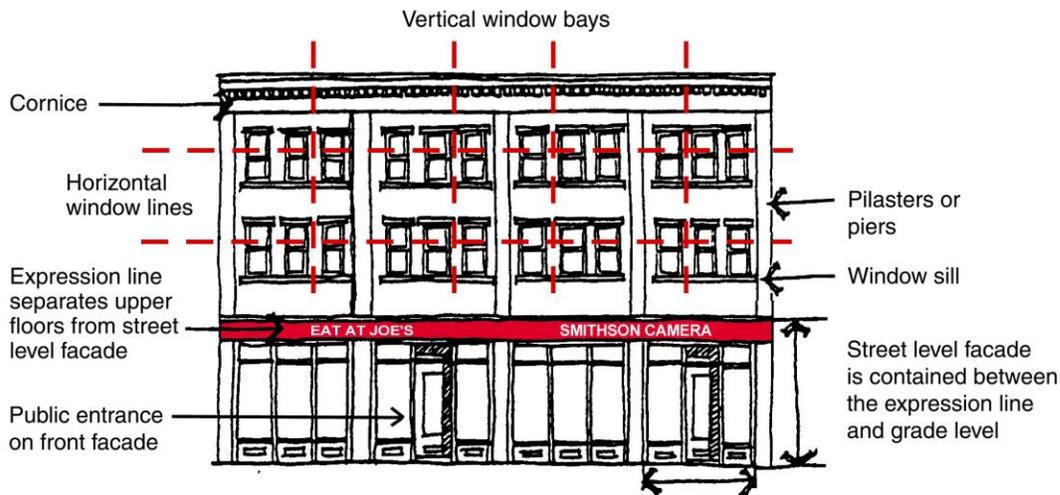


## CENTRAL BUSINESS DISTRICT

The character of the Central Business District (CBD) was in large part established over 100 years ago when the area now known as Rochester was first settled. In the early to mid-1800's, Main Street, between Third and University, developed as the community's major commercial thoroughfare with hotels, banks, grocery and drugs stores, while Walnut Street, to the west, developed with several church structures. These areas of the downtown can be considered as the historic core of the CBD. The pictures below show some of the historic structures that exist within the CBD today.



Many of the retail structures within the historic core of downtown include at least two stories with a storefront lower facade with large display windows, and upper facades with symmetrical windows, a flat roof and a decorative roof parapet. The below shows some of the common features found in traditional commercial buildings. We note that the Downtown Development Authority has developed Design Guidelines for downtown commercial rehabilitation which seek to preserve the historic character of these structures.



As time progressed, the downtown naturally grew beyond Main and Walnut streets, expanding onto Pine, East, University and Olde Towne Streets. For the purposes of this plan, this area is referred to as the expansion area. Provided below are photos of structures within the expansion area of the CBD.



In more recent years, the downtown has expanded further to the west, east and north. Around the Civic Center, office buildings have been constructed, while on the east side of the CBD the old knitting mill has been restored and converted to a brew pub and offices. In addition, other buildings such as the Royal Park Hotel and the Sunrise Senior Living center have been constructed along East University. These areas on the fringe of the CBD can be considered "new expansion" areas of the downtown.

Retail, office, public, quasi-public and residential land uses can be found in close proximity to each other throughout the CBD. Within two-story structures, retail is often provided on the first level and office and residential units on the upper stories. Buildings are generally placed directly on the property right-of-way line, or have very shallow front yard setbacks. Parking is provided along the streets of the downtown and within shared public parking lots located at the rear or alongside buildings. Because of this parking arrangement, many buildings provide an attractive rear entryway.

The "Main Street Makeover" was recently completed, featuring an entirely new concrete road, aggregate sidewalks, two twelve inch water mains, new storm sewers, LED lights, directional signage and an extensive streetscape plan with new trees, planters, bicycle racks and an automated pedestrian crossing system.

## INDUSTRIAL / RESEARCH AND DEVELOPMENT

Most of the City's industrial development can be found in three general areas; along South Street, along Second Street, east of the CBD, and along Woodward on the northwest side of the City. Many of the buildings are placed on relatively small lots, which pose constraints on off-street parking, loading and outdoor storage.

Small lot size results in front yard parking with no greenbelt separation from roadway.

While many of the City's industrial uses are characterized by older, high intensity land uses, renovations of existing structures and construction of new industrial sites can have a positive impact on community character.

Most of the City's Research and Development uses are found in the Parkdale corridor from Letica Drive to Dequindre. Many Research and Development establishments built on large parcels provide a more desirable site layout and architectural design.

## TRANSITIONAL AREAS

Areas that provide transitions from non-residential to lower intensity residential neighborhoods can positively or negatively impact community character and the overall quality of life.



Proper transition areas from the downtown district into the neighborhoods that surround the CBD are important to maintaining the residential character of the neighborhoods. The street frontages of West University and north Main Street are key transitional areas for two reasons: 1) because they are gateways into the downtown, and 2) because they are major thoroughfares with heavy traffic volumes, that can negatively impact some residential land uses. Land uses along West University are dominated by offices, while Main Street, immediately north and south of Romeo, is mainly used for retail uses.

In all areas of the City, care needs to be taken to assure that in locations where non-residential land uses are adjacent to residential land uses, adequate parking and screening is provided and the building size, design and exterior lighting is compatible with the adjacent neighborhood.

## **TRANSITIONAL DEVELOPMENT POTENTIAL**

There are several sites within Rochester that occupy prominent, potential transitional use locations. Some of these have active uses, others house vacant buildings awaiting reuse or redevelopment, some are existing surface parking lots, while still others have been cleared and are available for development. These development and redevelopment opportunities are more specifically addressed in Section 6 of this plan “Potential Intensity Change Areas”.



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# 5. IDEAS AND STRATEGIES

## INTRODUCTION

If long-range planning is to be representative, it must take place in an open forum with opportunities for public participation. The support of the community can also foster improved implementation opportunities. An approach that has been used successfully when planning for the future of a community involves preceding the planning process with an exercise designed to develop "a vision of the future" for the City. The basic components include the following:

- Identify the "stakeholders", that is, those groups and individuals that have a stake in improving the quality of life in Rochester.
- Involve the stakeholders in a process designed to identify what the future should be like in Rochester.
- Build consensus among the stakeholders in setting forth the important characteristics of any new planning program.
- Prepare a vision statement from the stakeholders' input and ideas that will serve as the underlying direction for the Planning Commission's work of updating the Master Plan.

A committee of community stakeholders including representatives from the Planning Commission, City Council, Historic District Committee, City Staff and Consultants met monthly to discuss the character of the community and to develop a series of questions that would help define a vision for Rochester, as well as *Ideas* and *Strategies* to help achieve the vision.

On October 27, 2011, the City of Rochester hosted a community workshop. Approximately 70 individuals representing various neighborhood interests, organizations and businesses in the community discussed their vision, ideas and strategies for the future of Rochester. They focused on:

- A collective vision
- What range of land uses they would like to see in the City
- What new development should look like in order to complement the City's existing character
- How parking should be handled, especially in downtown
- What improvements could be made to the City's park and recreation facilities

The evening began with a written community attitude survey. The participants then divided into groups and discussed these issues in detail. The participants' individual responses to the survey, the notes of the vision groups and the consensus presentations of the groups were aggregated into topics which formed the basis of the vision statement. The ten topics are: overall community character, residential, commercial, downtown, industrial, parks and recreation, natural features, infrastructure, transportation and community facilities. The ultimate purpose of the Vision Statement is to provide significant public input into the formulation of ideas, strategies and policies statements. In that regard, the community workshop was invaluable to the Planning Commission and provides them important policy guidance.

## OVERALL COMMUNITY VISION

Rochester is a destination. The City features vibrant neighborhoods and a historic, traditional downtown. It is stable and safe. Rochester is a modern community with strong leadership, appealing to residents and businesses with progressive policies and quality local services. The City has a commitment to its heritage; a strong sense of community; plentiful natural features; a dedication to sustainability; and desirable recreation, entertainment and cultural opportunities.

Rochester offers a variety of housing options, inviting diverse residents and supporting a vibrant business base attractive to young adults, families and retired persons.

Rochester supports economic development with a pro-active atmosphere, efficient procedures and services, which enable businesses to thrive and grow.



The community is active, accessible and pedestrian-friendly. Its well-maintained, natural features, and many recreation and entertainment possibilities and rich cultural opportunities are highlighted by bright lights and a spirit of community.

## IDEAS, STRATEGIES AND POLICIES

Ideas are general in nature and, as related to community planning, are statements of ideals toward which the City wishes to strive. Ideas also express a consensus of community direction to public and private agencies, groups and individuals. Ideas are long-range considerations that should guide the development of specific objectives.

Strategies and Policies are a means to achieve the overall goals of the Plan. Strategies and Policies take the form of more measurable standards, or identify the methods in which the goals of the plan may be realized. In some instances, they are specific statements which can be readily translated into detailed design proposals or action recommendations.

	IDEAS	STRATEGIES	POLICY
<b>OVERALL COMMUNITY CHARACTER</b>	Maintain and enhance the vibrant, historic character of Rochester.	Maintain the close-knit community atmosphere in Rochester.	Encourage uses which are compatible with existing developments.
			Promote pedestrian-friendly designs and uses throughout the City.
			Promote a focus on the residential neighborhoods to maintain the community-minded feel in the community.
		Protect and promote the historic character of the City of Rochester.	Maintain the integrity of existing historic buildings.
			Encourage use of historic styles and features in new building construction.
<b>RESIDENTIAL</b>	Provide a variety of housing options for City residents in various stages of their lives, while maintaining the historic character and sense of community in Rochester.	Encourage residential developments which are needed by persons of all ages, incomes and household sizes.	Promote a variety of housing choices which include both high-quality rental and owner-occupied options.
			Continue to encourage a variety of mixed-use developments in the downtown area, including apartments and condominiums, to appeal to a range of lifestyles.
			Continue to encourage a variety of single-family dwellings to provide options for households with varying needs.
			Encourage rehabilitation and redevelopment of poorly maintained housing stock, with particular attention on rental properties.
		Maintain the historic character and sense of community in Rochester.	Maintain architectural guidelines which will encourage new residential development to be compatible with the historic structures and character of Rochester.
			Consider developing more stringent controls regarding new residential structures.
		Enforce building standards in order to maintain a healthy and safe housing stock.	



	IDEAS	STRATEGIES	POLICY
			<p>Continue to require developers to provide pedestrian-friendly streets with sidewalks in new subdivisions in order to maintain the sense of community in Rochester.</p> <p>Consider policy options to maintain the current historic buildings and to encourage the preservation of these assets.</p>
<b>COMMERCIAL</b>	Encourage an appropriate mix of new commercial development which is compatible with Rochester's character and needs.	Promote the development of a variety of goods and services establishments within the community to accommodate the needs of Rochester residents.	Encourage the development of commercial uses which are underrepresented or not currently located in Rochester.
			Carefully consider the areas proposed for commercial uses and the relative intensity of the uses permitted in order to designate commercial establishments in their most appropriate places.
			Continue to develop implementation controls, such as buffering requirements and other zoning ordinance standards, to ensure that business development does not negatively impact surrounding land uses, particularly residential dwellings.
			Continue to develop implementation techniques to encourage creative redevelopment.
		Ensure that new and rehabilitated commercial structures represent building mass and design which is compatible with the traditional and historic structures in Rochester.	Implement controls which will regulate the size and mass of new commercial structures to ensure integration with existing structures.
			Develop guidelines that encourage new commercial facades to be compatible with existing structures.
			Encourage the use of design and quality materials compatible with the neighborhood character or in context of building area surroundings.
Ensure existing and future land uses at City entranceways have attractive site and building designs that project a positive image as one enters the City.			
<b>DOWNTOWN</b>	Develop and maintain a variety of retail and entertainment uses with appropriate pedestrian and vehicular access while preserving the character of the downtown.	Design parking areas and circulation patterns in order to accommodate the needs of downtown users without negatively impacting the pedestrian environment of the community.	Continue to study methods to reduce traffic circulation problems.
			Work on parking management strategies.



	IDEAS	STRATEGIES	POLICY
		Actively seek a variety of unique and compatible uses for the downtown which do not negatively impact adjacent land uses.	Carefully consider areas for additional commercial development that do not conflict with neighboring residential development. Implement zoning controls which will require sufficient buffering between the downtown and adjacent residential dwellings. Consider developing entertainment uses for the downtown which can be enjoyed by residents and visitors with a range of ages and interests.
<b>INDUSTRIAL</b>	Locate industrial activity in areas where it will not negatively impact adjacent land uses.	Locate industrial uses appropriately.	Identify appropriate areas for industrial development so that it has the least impact on residential uses. Encourage industrial uses away from water bodies, including the Clinton River, Paint Creek, Stony Creek, and wetlands, and ensure the land uses are compatible with these natural assets. Enhance the appearance of both existing and new industrial uses through appropriate landscaping, buffering and site design.
<b>PARKS AND RECREATION</b>	Provide park facilities for the enjoyment of all residents and visitors.	Improve park facilities in order to maintain them as viable recreation areas.  Enhance Rochester's facilities by developing existing land for parks and recreation.	Implement the Parks & Recreation Master Plan to meet park needs. Continue to seek out grant monies in order to enhance facilities. Continue to review and expanded the regular maintenance program to keep the parks aesthetically appealing. Continue to enhance local and regional recreation facilities. Consider further enhancing the walkways adjacent to the Clinton River Trail, Paint Creek Trail and Stony Creek to protect the natural features and provide aesthetic views within the City. Consider developing a part of the former sewage treatment plant site into an access for enjoyment of the Paint Creek Trail and the Clinton River Corridor. Continue to be aware of opportunities to develop Bunker Park.
<b>NATURAL FEATURES</b>	Preserve, maintain and protect sensitive natural features.	Carefully consider methods to preserve natural features for the enjoyment of the current and future population.	Enforce zoning ordinance standards to protect woodlands and wetlands. Continue requiring tree replacement when existing resources are impacted by development.



	IDEAS	STRATEGIES	POLICY
			<p>Consider preserving open space, water bodies and natural features through a land conservancy or other non-profit organization.</p> <p>Protect the City's water bodies, including rivers, streams and creeks, from degradation and destruction.</p> <p>Enhance the view sheds of woodlands, wetlands and other water bodies.</p>
<b>INFRASTRUCTURE</b>	Maintain a safe and effective infrastructure system.	Repair, replace and expand infrastructure in order to properly serve the community.	<p>Monitor the water and sewer systems to ensure they are functioning properly and provide sufficient capacity to serve the community.</p> <p>When economically prudent, incorporate sustainable and renewable materials and strategies.</p> <p>Develop a strategy to maintain the water system as necessary to provide water of sufficient quantity and quality and economic sustainability to support Rochester's needs.</p>
<b>ROADS AND TRAFFIC</b>	Improve traffic access and flow, and promote the use of pedestrian-friendly and bike-oriented facilities throughout the City.	<p>Promote a pedestrian-friendly atmosphere throughout the community.</p> <p>Develop better methods to control traffic flow through the City.</p>	<p>Evaluate traffic signal placement and enforce speed limits in order to promote a more pedestrian-friendly downtown.</p> <p>Continue development of a pedestrian and bicycle route network as an alternative means of non-motorized transportation.</p> <p>Evaluate and improve traffic signal timing for a more efficient movement of traffic.</p> <p>Improve the public transportation system by working with neighboring communities and educational institutions.</p> <p>Maintain roadways so as to provide safe and efficient access throughout the community.</p> <p>Evaluate developing enhanced roadway access and connectivity from downtown to the southern and eastern areas of the City.</p>



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## 6. FUTURE LAND USE PLAN AND POTENTIAL INTENSITY CHANGE AREAS

Consistent with the Michigan Planning Enabling Act and the Michigan Zoning Enabling Act, the City of Rochester Plan is intended to encourage the use and development of lands in accordance with their character and adaptability, to ensure that uses of land are situated in appropriate locations, to ensure that new development and buildings respect and enhance the areas of the City with historic character, and to facilitate the redevelopment of underutilized areas. These considerations are legitimate governmental interests bearing a substantial relationship to public health, safety and welfare. In particular, the City of Rochester Plan advances the government's interests to acknowledge and protect, within fair and acceptable parameters, the City's historic areas and improve the development capabilities of other areas with consideration for existing trails and creeks..

To that end, the Rochester Plan is rooted in the existing conditions of the City, while recognizing and balancing realistic and reasonable future expectations of land owners. The Rochester Plan confirms a commitment to a coherent and comprehensive development pattern that is both informed by and continues the historic nature of the City's development established neighborhood structure, and from which proper, practical, productive and sustainable growth and development can occur.

Recognizing that the City is largely developed, the Rochester Plan includes three components – Land Use and Character recommendations, Potential Intensity Change Areas (PICA's) and Design recommendations. The Land Use and Character recommendations describe the activities and character that are appropriate for the various areas of the City; the PICA's describe the proposed intensity change for specific areas within the City and the design elements, while the Design recommendations identify specific types of buildings that are appropriate in the various Land Use areas by virtue of the specific attributes of each type of building.

### FUTURE LAND USE CATEGORIES

A summary page for each future land use category is included beginning on page 49. Each summary page includes a description of the overall intent, an image of an appropriate building for that land use category, a table and illustration of recommended development standards and a table of appropriate building types for that land use category.

For convenience, the description and character statement for each Land Use category is described as follows:

**Single Family Residential:** Areas designated as Single Family Residential include recently developed and older single family dwelling areas within the City. The older neighborhoods tend to have smaller lot sizes while the newer developments have larger lot sizes. Appropriate land uses in Single Family Residential areas include detached single family units and uses that can be compatible with single family dwellings such as schools, churches, municipal and civic buildings.

**Two Family:** Areas planned for Two Family Residential about existing Single Family Residential neighborhoods on the north and east sides of the City. Appropriate land uses in Two Family Residential areas include detached single family units, duplexes and uses that can be compatible with single family dwellings such as schools, churches, municipal and civic buildings.

**Multiple-Family Residential:** Multiple Family Residential areas permit apartment-style attached dwelling units. This is the residential land use category that permits the highest density development in the City. Uses that can be compatible with residential development such as schools, churches, municipal and civic buildings are also appropriate for Multiple Family Residential areas.

**Office:** Office areas are intended to accommodate office and service uses that do not depend on or generate large volumes of vehicular or customer traffic. Areas designated for office are intended to provide a transition from major thoroughfares or higher intensity commercial and multiple family uses to single family and public/semi-public uses.

**Downtown Core:** The downtown has traditionally been the visual and economic center of the City of Rochester. Downtown has historic small town character, and is a walkable, predominantly commercial area designed at a pedestrian scale. New buildings in the downtown area should be built along traditional design guidelines without altering the historic character of the surrounding area. A mix of commercial and office uses with limited residential uses on upper floors is appropriate and encouraged. Buildings



should be restricted in floor area to reflect the existing character of buildings in the downtown and to discourage overly large buildings from destroying the historic close-knit fabric of downtown. Emphasis is on walkability, adaptive reuse and preservation of historic assets. Appropriate infill development is encouraged and considered a priority. Drive-through facilities and automotive uses are not allowed, as those uses detract or undermine the attempt to continue the historic character of the Downtown Core.

**General Business:** Areas designated as General Business are designed to accommodate commercial uses that require a higher intensity of vehicular traffic and may not be suitable for the downtown area.

**Mixed Use:** The Mixed Use designation includes areas on either side of Main Street, acting as a buffer for single family neighborhoods from the Downtown Core. The uses appropriate would include a combination of office, low intensity commercial and residential uses.

**Public and Quasi-Public:** Public and Quasi-Public areas are suitable for municipal or governmental uses such as City Government buildings, libraries, museums, schools and other similar publicly-owned and operated buildings.

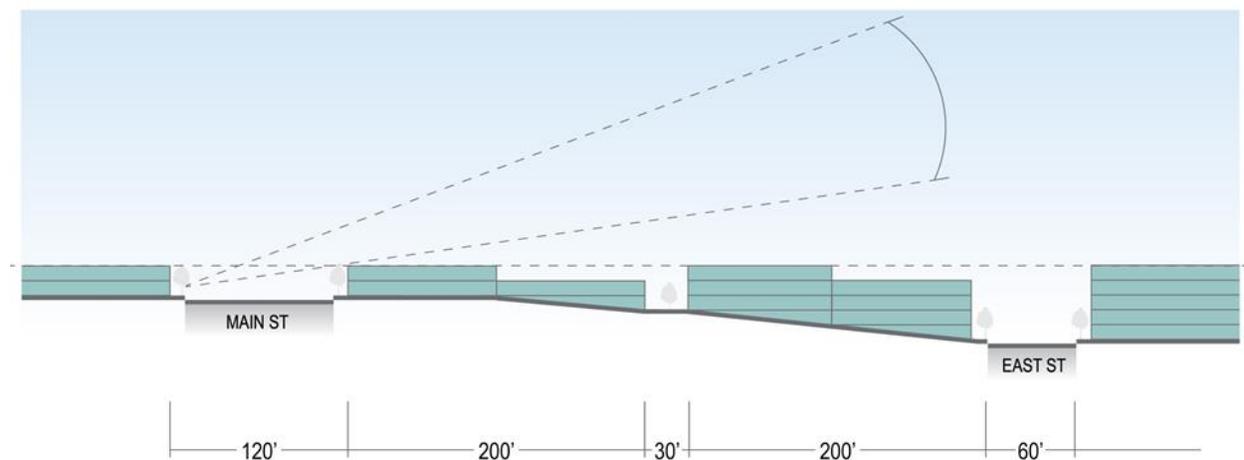
**Recreation and Open Space:** Recreation and Open Space areas are areas of significant natural features in the City, such as wetlands and/or woodlands and areas used as parks. Appropriate uses for these areas include parks and conservation uses, trails, bike paths and other uses that do not require permanent construction of buildings or other structures, unless such structures are to support family-oriented recreational activities. Examples of appropriate development include small-scale buildings or structures ancillary to or essential to a parks or conservation use such as gazebos, amphitheaters and boardwalks. Trail systems are also appropriate in recreation and open space areas.

## POTENTIAL INTENSITY CHANGE AREAS (PICA)

**Downtown Core:** The Downtown Core comprises the main part of downtown along either side of Main Street extending from Olde Towne area to First Street. The district would allow for a mix of a variety of commercial and office uses and loft type residential development.

The height of the buildings are to be limited to two and one-half stories or 35 feet, to allow for variations in roof design, compatible with the historic design within the Downtown Core. The intent in limiting the height is to ensure that the historic character of the existing structures is preserved and existing structures are not torn down to build taller structures.

**Skyline Test:** A general principle to be applied to Downtown Edge 1, Downtown Edge 2, Mixed Use-1 District and Mixed Use-2 District PICA areas is the "Skyline Test." The Skyline Test is a measurement of height of a building based on its visibility from the Downtown Core. Buildings of height greater than the height permitted may be permitted, subject to demonstration through line of sight diagrams that the building will not detract from the appearance of Main Street's skyline. See below example diagram.



**Downtown Edge 1:** The Downtown Edge 1 district extends from W. University Drive to W. Second Street, between Walnut Street and the alley to its east. The uses proposed for this area are similar to the Downtown Core. Building height is limited to 3



stories due to its proximity to residential districts and uses to the west. However, the far north and south ends of the district may be able to support taller structures, using the Skyline Test. The intent of this area is to allow for a mix of commercial and loft style residential uses, and also allow for the accommodation of parking decks to serve the parking needs of businesses on the west side of Main Street. The building design shall be in keeping with the design features required for building within the Downtown Core area.

**Downtown Edge 2:** The Downtown Edge 2 district extends from E. University Drive to Mill Street and takes in all parcels east of the alley to Elizabeth Street. Also included in the district are parcels on the west side of Main Street occupying the block between W. Second and First Streets and Walnut Street and the alley to its east.

The uses allowable in the area are similar to the Downtown Core with allowable building height of 3 stories; however, the drop in grade from Main Street to its east and south may allow for taller buildings that could accommodate a mix of commercial, residential and parking uses, without detracting from the Main Street setting. Buildings of height greater than 3 stories may be permitted, subject to the Skyline Test.

**Mixed Use-1 District:** This Mixed Use-1 district is created to support the maximum number of uses and allow for design flexibility. The boundary of the district extends from E. University Drive to Mill Street and covers all the parcels located east of the Downtown Edge 2 district, extending up to Elizabeth Street.

This district can support a variety of commercial, office and residential uses. There are no residential uses in close-proximity to this area and the grade drops off significantly from Main Street to the east boundary of this district. As a result, the parcels located herein can support 4 to 5 story structures without affecting the skyline of the Downtown Core area. To ensure optimal use of land and prevent construction of single and 2 story structures that may result in roof top mechanicals being visible, minimum building height in this district shall be 3 stories. Buildings of increased height may be permitted, subject to the Skyline Test.

**Mixed Use – 2 District:** The Mixed Use-2 district covers a few parcels of land located west of Main Street and south of the Clinton River Trail.

The use allowable in the area would include a combination of office, low intensity commercial and residential uses. Maximum permitted building height would be 3 stories. Buildings of increased size may be permitted, subject to the Skyline Test. Proximity to other office uses and the trail lends itself to lower intensity mixed uses. The intention is to have any development focus on the advantages or the proximity and beauty of Clinton River and the Clinton River Trail.

**Transition District:** The Transition district includes all parcels located between Walnut and Pine Streets, extending from W. University Drive to W. Second Street. This area acts as a buffer between the higher intensity commercial uses in the Downtown Core and Downtown Edge areas and the single family residential neighborhoods to the west of Pine Street.

The uses supported in this area are a mix of office, commercial and residential uses. Several buildings in this district have historic significance, and the goal is to preserve their historic integrity while making changes for new uses. The design intent for this district is to create a green buffer area and a 15 foot front yard buffer along Walnut Street to maintain a 'residential character'. Side yard setbacks of 10-15 feet shall be required for non-residential uses placed on adjacent parcels, while no side yards would be required for entirely residential developments, such as townhomes. Building height shall be strictly limited to 2 stories near the center of the district. The edge of the district abutting University may support increased size subject to the Skyline Test. Emphasis is on preserving historic structures and allowing for minimal impacts on the single family residential areas by limiting all access to Walnut Avenue only and assuring development will not substantially intrude on the peace and tranquility of the adjoining residential area,

**Mixed Residential District:** The parcels included under this classification are currently used for multiple family uses. However, these areas have the potential for redevelopment. Therefore, they have been classified as the Mixed Residential District.



Mixed Residential areas include a range of residential development types at a density that falls in between single family neighborhoods and multiple family areas. Appropriate land uses in Mixed Residential areas include single family and attached dwelling units and uses that can be compatible with single family dwellings such as schools, churches, municipal and civic buildings. Residential density in Mixed Residential areas is regulated by the total number of units per acre rather than by stipulating a minimum lot width or area.

**Multiple Family Residential District:** Located to the north of the Mixed Use-2 District above, the parcels included in this designation extend from First Street to the Clinton River Trail and west of Main Street to one block short of Fraser Road. The area is currently occupied by apartments and is suitable for multiple family residential uses that will provide for housing options within the City.

The grade drops off south of First Street; therefore, building heights of 2 to 3 stories would be appropriate in this area without detracting from the single family neighborhood to the west. With the location of mixed uses to its south (former cement plant site and surroundings), this district will provide for a reasonable transition into downtown uses to the north and residential uses to the west.

**Multiple Family Residential High-Rise District:** The proposed multiple family high-rise district will occupy parcels of land located on the north and south sides of E. Second Street, extending east of Elizabeth Street. These parcels are currently under-utilized with storage and warehouse type uses that do not take advantage of the recreation amenity offered by the Clinton River Trail that forms the southern border of the district. The drop in the grade of the parcels closer to the Trail, allows for the construction of 4 to 5 story buildings. Creation of multiple family dwelling units will provide a housing opportunity for individuals and families to take advantage of the recreation opportunities offered by the Trail. Proximity of the downtown businesses also makes it suitable for residents interested in walkability. It is anticipated that any multiple family development in this area will make provisions for required parking on-site.

**Office Research Technology District:** The Office Research Technology district is proposed to cover all parcels located to the east of Main Street, bordered on the south by South Street, to the north by the Clinton River Trail. Future access to major thoroughfares would allow for larger scale uses to occupy these sites by providing multiple access routes in and out of the site and allowing for adequate buffers around the site. Further, most of the parcels have frontage onto the river, which makes it ideal for the development of campus type office and research park uses. Primary focus is to include walkability and bicycle accessibility to the waterway in the design of any development.

Allowable building height shall be 3 to 4 stories, which would facilitate the creation of fewer buildings with lots of open space in between. Developments should attempt to integrate the river into the overall design. Watershed Management will be a consideration.

**Light Industrial Service Office District:** The Light Industrial Office Service district encompasses all parcels of land on the south side of South Street east of Diversion Street. The district is bordered by the City of Rochester Hills to the south and existing single family residential development to the east. One of the most under-utilized areas of the City, this district is suitable for uses that cannot be accommodated within other districts in the City. Maximum recommended building height is 3 stories. The difference in grade from the parcels within this district to its south is approximately 40-50 feet, which ensures that even a 3 story structure will not overwhelm the abutting residential uses. A well designed development with consideration given to landscaping, access and screening, can provide a seamless transition from the Office Technology district on the north side of South Street to the light industrial uses within this district.

**Second Street Mixed Residential District:** The Second Street Mixed Residential District is currently characterized by lower density and outdated multiple family units. To encourage the redevelopment of this area it has been designated as Mixed Residential which allows a wider range of higher density, higher quality residential options.

The City is prepared to find and make other incentives available to encourage the redevelopment of this area including: tax incentives, Community Development Block Grant funds for eligible activities, Obsolete Property Rehabilitation (2000 PA 146; 2004 PA 251, 2006 PA 70; M.C.L. 125.2781 et seq) tax abatements, neighborhood stabilization funds, and other programs aimed at providing incentives for residential and neighborhood redevelopment.



## BUILDING TYPES

In addition to describing the kind of land uses that are appropriate in each land use category, the Rochester Plan also presents recommendations for building design and layout. In the past, many land use plans and zoning ordinances would require a series of setbacks, but would not elaborate or provide further guidance or regulation as to how the buildings should look or function. This meant that new buildings would often be out of character with their surroundings. In a community with as much existing history and character as Rochester, it is important to make sure that new buildings are compatible with old ones to preserve and enhance the community's irreplaceable character.

The recommendations provided for each district below are intended to act as guidelines, while designing development to ensure that the types of building proposed are appropriate in each land use area and contribute to the character of the neighborhood.

Refer to page 43 and 44 for a summary of the different building types that are part of this plan.



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BUILDING TYPE	DESCRIPTION	ACCESS and ENTRY	OFF-STREET PARKING	GARAGES	EXPOSURE TO LIGHT and AIR
<p><b>Single Family -1</b></p> 	<p>A building containing one dwelling unit. Smaller lots predominantly located in the west half of the City.</p>	<p>The principal entrance to each dwelling should face the street.</p>	<p>No guidelines.</p>	<p>Garages should be set back a minimum of 25 feet from the front building wall, and garages should be located in side or rear yards. Functional porches can extend into the front yard but maintain a minimum setback of 10 feet from the street.</p>	<p>Each building should have all four sides exposed to the outdoors.</p>
<p><b>Single Family -2</b></p> 	<p>A building containing one dwelling unit. Larger lots predominately located in the east half of the City.</p>	<p>The principal entrance to each dwelling should face the street.</p>	<p>No guidelines.</p>	<p>Attached garages can be located in the front yard but must be designed to integrate into the dwelling's architecture. Functional porches can extend into the front yard but maintain a minimum setback of 10 feet from the street.</p>	<p>Each building should have all four sides exposed to the outdoors.</p>
<p><b>Multiple Unit Single Family</b></p> 	<p>A building containing two to four dwelling units with the appearance and character of a single family building.</p>	<p>A maximum of one exterior entrance should be located on the front façade of the building.</p>	<p>Parking should be located behind or next to the building.</p>	<p>Garages should be located in rear yards.</p>	<p>Each unit should have at least two sides exposed to the outdoors.</p>
<p><b>Townhouse</b></p> 	<p>A group of attached dwelling units where units are located next to each other (not above or below each other) and divided from each other by common vertical walls.</p>	<p>Each unit should have its own separate entrance leading directly outdoors at ground level. Primary entrances should face the street.</p>	<p>Parking should be located behind the building.</p>	<p>Garages on the front building façade should not account for more than 20% of the building width, and should not protrude beyond the front building wall of the unit.</p>	<p>Each unit should have at least two sides exposed to the outdoors.</p>

BUILDING TYPE	DESCRIPTION	ACCESS and ENTRY	OFF-STREET PARKING	GARAGES	EXPOSURE TO LIGHT and AIR
<b>Apartment</b> 	A building containing multiple dwelling units arranged as flats.	Individual units may have entrances directly to the outside or onto an interior hallway.	Parking should be located in side or rear yards, although up to 50% of the front yard may be used for parking.	Garage doors should not account for more than 25% of the width of any façade facing a street.	Each unit should have at least one side exposed to the outdoors.
<b>Live/Work</b> 	A building that can be used for residential, retail, office, or service uses. A live/work building can be used for any configuration of uses, including live/live, live/work, or work/work purposes. Residential units can be located above the ground floor, or attached to the side or rear of a storefront.	Direct access should be provided from the street to the principal entrance of the work portion of the building.	Off-street parking should be located in a side or rear yard. On-street parking for live/work units is strongly encouraged to accommodate customer parking.	Garages should be accessed from the rear of the building.	Each dwelling unit should have at least two sides exposed to the outdoors.
<b>Downtown Mixed Use</b> 	<p>A building that can be used for nearly any purpose. The ground floor should be used for commercial purposes, while upper floors can be used for commercial or residential uses.</p> <p>Automotive service and truck-oriented wholesale uses are not appropriate in a Downtown Mixed Use building, nor are overhead vehicle bay doors on the front façade.</p>	Each building should have a ground floor access on the front façade. Entrances for dwelling units may be accessed from other facades.	Off street parking should be located in the side or rear yard or off-site at a nearby location.	Garages, if present, may only be accessed from a side or rear yard.	Dwelling units should have at least one side exposed to the outdoors.
<b>Office/Retail</b> 	A stand-alone building for major thoroughfare business and service uses.	No guidelines.	No guidelines.	No guidelines.	No guidelines.

BUILDING TYPE	DESCRIPTION	ACCESS and ENTRY	OFF-STREET PARKING	GARAGES	EXPOSURE TO LIGHT and AIR
<b>Civic/Institutional</b> 	Buildings intended to house arts, culture, education, government, public assembly, recreation, and religious uses. These buildings can be located in nearly any land use area.	Each building should have at least one street-facing entrance, and the street-facing entrance should be located within 30 feet of the street.	Parking should be located behind the building, although up to 30% of the front yard may be used for parking in some instances.	No guidelines.	No guidelines.
<b>Light Industrial</b> 	A building that can be used for light industrial and manufacturing uses that typically do not require high volumes of truck traffic or the use of very heavy machinery.	No guidelines.	Must be accommodated on the site with ample landscape screening if parking is in front yard	No guidelines.	No guidelines.
<b>Office Technology</b> 	A building that is designed to accommodate uses of a research and engineering type. Buildings would typically be placed in a campus like setting with uses ranging from pilot projects, offices, research and testing etc.	Each building should have a well design front entrance facing the street or side.	Parking should be located conveniently around the whole site with landscaping to break up expanses and create a campus type setting.	No guidelines.	No guidelines.
<b>Mixed Use</b> 	A building that is designed to accommodate variety of uses. May be a mix of commercial/retail/office with some residential development. Such buildings are well designed with an eye for detail and flexibility in use.	Each building should have a ground floor access on the front façade. Entrances for dwelling units may be accessed from other facades.	Off street parking should be located in the side or rear yard or off-site at a nearby location.	Garages, if present, may only be accessed from a side or rear yard.	Dwelling units should have at least one side exposed to the outdoors.



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# SINGLE FAMILY RESIDENTIAL-1



## DEVELOPMENT STANDARDS

**Minimum Lot Width:** 50- 80 feet

**Minimum Lot Area:** 6,000 to 9,600 sq. ft.

**Maximum Building Coverage:** 30%

**Building Height:** 25 feet or 2-1/2 stories

**Parking:** Garages should not protrude beyond the front façade of the building, and should be located in rear or side yards.

**Front Porches:** Unenclosed front porches should be allowed to encroach up to 8 feet into the front yard setback area.

**Uses:** Single family residential uses are permitted throughout Single Family Residential areas. Civic or institutional uses may be permitted in Single Family Residential areas, but should be located on corner sites.

## DESCRIPTION

Areas designated as Single Family Residential -include older single family dwelling areas within the City and infill development in these areas. The older neighborhoods tend to have smaller lot sizes and widths and are located mostly in the west half of the City. Appropriate land uses for these areas include detached single family units and uses that can be compatible with single family dwellings such as schools, churches, municipal and civic buildings.

## APPROPRIATE BUILDING TYPES\*

RESIDENTIAL BUILDINGS	
Single Family	▪
Multiple-Unit Single Family	
Townhouse	
Apartment	
NONRESIDENTIAL and MIXED USE BUILDINGS	
Live/Work	
Downtown Mixed-Use	
Office Retail	
Civic/Institutional	▪

\*See page 45 for a description of building types

## RECOMMENDED BUILDING SETBACKS

SETBACK	MINIMUM	MAXIMUM
Front	25 feet	25 feet (flexible)
Side (Street)	10 feet	None
Side	5-15 feet	None
Rear	35 feet	None



# SINGLE FAMILY RESIDENTIAL-2



## DESCRIPTION

Areas designated as Single Family Residential-2 include recently developed single family dwelling areas within the City. The newer developments have larger lot sizes and widths and are located predominantly in the east half of the City. Appropriate land uses for these areas include detached single family units and uses that can be compatible with single family dwellings such as schools, churches, municipal and civic buildings.

## DEVELOPMENT STANDARDS

**Minimum Lot Width:** 100 feet

**Minimum Lot Area:** 15,000 sq. ft.

**Maximum Building Coverage:** 25 %

**Building Height:** 25 feet or 2-1/2 stories

**Parking:** Garages attached to the dwelling can be located in the front yard provided it is integrated into the architecture of the dwelling.

**Front Porches:** Unenclosed front porches should be allowed to encroach up to 8 feet into the front yard setback area.

**Uses:** Single family residential uses are permitted throughout Single Family Residential areas. Civic or institutional uses may be permitted in Single Family Residential areas, but should be located on corner sites.

## APPROPRIATE BUILDING TYPES\*

RESIDENTIAL BUILDINGS	
Single Family	▪
Multiple-Unit Single Family	
Townhouse	
Apartment	
NONRESIDENTIAL and MIXED USE BUILDINGS	
Live/Work	
Downtown Mixed-Use	
Office Retail	
Civic/Institutional	▪

\*See page 45 for a description of building types

## RECOMMENDED BUILDING SETBACKS

SETBACK	MINIMUM	MAXIMUM
Front	25 feet	None
Side (Street)	25 feet	None
Side	5-15 feet	None
Rear	35 feet	None



# TWO FAMILY RESIDENTIAL



## DESCRIPTION

Areas planned for two family residential about existing single family residential neighborhoods on the north and east sides of the City. Appropriate land uses in two Family Residential areas include detached single family units, duplexes and uses that can be compatible with single family dwellings such as schools, churches, municipal and civic buildings.

## DEVELOPMENT STANDARDS

**Minimum Lot Area:** 3,200 sq. ft.

**Maximum Building Coverage:** 30%

**Building Height:** 25 feet or 2-1/2 stories

**Parking:** Garages should not protrude beyond the front façade of the building, and should be located in side or rear yards or integrated into the architecture of the building.

**Front Porches:** Unenclosed front porches should be allowed to encroach 8 feet into the front yard setback area.

**Uses:** Single family residential uses are permitted throughout two family Residential areas. Civic or institutional uses may be permitted on corner sites.

## APPROPRIATE BUILDING TYPES\*

RESIDENTIAL BUILDINGS	
Single Family	▪
Multiple-Unit Single Family	▪
Townhouse	
Apartment	
NONRESIDENTIAL and MIXED USE BUILDINGS	
Live/Work	
Downtown Mixed-Use	
Office Retail	
Civic/Institutional	▪

\*See page 45 for a description of building types

## RECOMMENDED BUILDING SETBACKS

SETBACK	MINIMUM	MAXIMUM
Front	25 feet	None
Side (Street)	25 feet	None
Side	5-15 feet	None
Rear	35 feet	None



# MIXED RESIDENTIAL



## DEVELOPMENT STANDARDS

**Maximum Density:** 7-10 units/acre

**Mixture of Units:** Attached units may represent a maximum of 40% of all units in a development.

**Minimum Lot Width:** 60 feet

**Maximum Building Coverage:** 30%

**Maximum Building Height:** 25-30 feet

**Parking:** Garages should not protrude beyond the front façade of the building and should be located in side or rear yards or integrated into the architecture of the building. No more than 30% of the front façade width should contain garage doors.

**Front Porches:** Unenclosed front porches should be allowed to encroach up to 8 feet into the front yard setback area.

**Uses:** Residential uses are permitted throughout Mixed Residential areas. Civic or institutional uses may be permitted in Mixed Residential areas, but should be located on corner sites.

## DESCRIPTION

Mixed Residential areas include a range of residential development types at a density that falls in between single family neighborhoods and multiple family areas.

Appropriate land uses in Mixed Residential areas include single family and attached dwelling units and uses that can be compatible with single family dwellings such as schools, churches, municipal and civic buildings.

Residential density in Mixed Residential areas is regulated by the total number of units per acre rather than by stipulating a minimum lot width or area.

## APPROPRIATE BUILDING TYPES\*

RESIDENTIAL BUILDINGS	
Single Family	▪
Multiple-Unit Single Family	▪
Townhouse	▪
Apartment	
NONRESIDENTIAL and MIXED USE BUILDINGS	
Live/Work	
Downtown Mixed-Use	
Office Retail	
Civic/Institutional	▪

\*See page 45 for a description of building types

## RECOMMENDED BUILDING SETBACKS

SETBACK	MINIMUM	MAXIMUM
Front	25 feet	40 feet
Side (Street)	25 feet	40 feet
Side	20 feet	None
Rear	35 feet	None



# MULTIPLE FAMILY RESIDENTIAL



## DESCRIPTION

Multiple Family Residential areas permit apartment-style attached dwelling units. This is the residential land use category that permits the highest density development in the City. Uses that can be compatible with residential development such as schools, churches, municipal and civic buildings are also appropriate for Multiple Family Residential areas.

## DEVELOPMENT STANDARDS

**Maximum Density:** 14-16 dwelling units per acre

**Minimum Lot Width:** 50 feet

**Minimum Lot Area:** based on density

**Maximum Building Coverage:** 30%

**Building Height:** 25-30 feet

**Parking:** Parking should be located behind the building. Garages should not protrude beyond the front façade of the building.

**Front Porches.** Unenclosed front porches should be allowed to encroach up to 8 feet into the front yard setback area.

**Uses:** All types of residential uses are permitted throughout Multiple Family Residential areas. Civic or institutional uses may be permitted in Multiple Family Residential areas, but should be located on corner sites.

## APPROPRIATE BUILDING TYPES\*

RESIDENTIAL BUILDINGS	
Single Family	▪
Multiple-Unit Single Family	▪
Townhouse	▪
Apartment	▪
NONRESIDENTIAL and MIXED USE BUILDINGS	
Live/Work	
Downtown Mixed-Use	
Office Retail	
Civic/Institutional	▪

\*See page 45-46 for a description of building types

## RECOMMENDED BUILDING SETBACKS

SETBACK	MINIMUM	MAXIMUM
Front	10 feet	25
Side (Street)	10 feet	25
Side	15 feet	None
Rear	25 feet	None



# DOWNTOWN CORE



## DESCRIPTION

The Downtown Core comprises the area of downtown along either side of Main Street extending from the Old Towne area to Second Street. The district would allow for a mix of commercial and office uses and loft type residential development.

The heights of the buildings are to be limited to two and one-half stories or 35 feet, to allow for variations in roof design. The intent in limiting the height is to ensure that the historic character of the existing structures is preserved. To preserve the scale of the Downtown Core, this height may not be increased through the special projects process.

## DEVELOPMENT STANDARDS

**Minimum Lot Width:** None

**Minimum Lot Area:** None

**Minimum Building Width:** Buildings should be at least 90% of the width of the lot.

**Maximum Building Coverage:** 100%

**Maximum Building Height:** 35 feet or 2-1/2 stories (buildings in the downtown core may not exceed the maximum height even through a special project designation)

**Parking:** Parking must be located behind the building or in off-site lots.

**Uses:** Residential, commercial, office, municipal, and civic uses are appropriate.

## APPROPRIATE BUILDING TYPES\*

RESIDENTIAL BUILDINGS	
Single Family	
Multiple-Unit Single Family	
Townhouse	
Apartment	
NONRESIDENTIAL and MIXED USE BUILDINGS	
Live/Work	▪
Downtown Mixed-Use	▪
Office Retail	▪
Civic/Institutional	▪

\*See page 46-47 for a description of building types

## RECOMMENDED BUILDING SETBACKS

SETBACK	MINIMUM	MAXIMUM
Front	0 feet	5 feet
Side (Street)	0 feet	10 feet
Side	0 feet	None
Rear	5 feet	None



# DOWNTOWN EDGE -1



## DESCRIPTION

The Downtown Edge 1 district extends from W. University Drive to W. Second Street between Walnut Street and the alley to its east. The uses proposed for this area are similar to the Downtown Core. Building height is limited to 3 stories due to its proximity to residential districts and uses to the west and may not be allowed to exceed this even through the special project process. The intent of this area is to allow for a mix of commercial and loft style residential uses, and also allow for the accommodation of parking decks to serve the parking needs of businesses on the west side of Main street. The building design shall be in keeping with the design features required for building within the Downtown Core area.

## DEVELOPMENT STANDARDS

- Minimum Lot Width:** None
- Minimum Lot Area:** None
- Maximum Building Coverage:** 100%
- Maximum Building Height:** 3 stories or 35 feet  
(May not exceed line of sight height test even through a special project designation)
- Parking:** Parking can be accommodated on-site as decks or integrated into the building.
- Uses:** Commercial and loft style residential uses are appropriate.

## APPROPRIATE BUILDING TYPES\*

RESIDENTIAL BUILDINGS	
Single Family	
Multiple-Unit Single Family	
Townhouse	
Apartment	▪
NONRESIDENTIAL and MIXED USE BUILDINGS	
Live/Work	▪
Downtown Mixed-Use	▪
Office Retail	▪
Civic/Institutional	▪

\*See page 46-47 for a description of building types

## RECOMMENDED BUILDING SETBACKS

SETBACK	MINIMUM	MAXIMUM
Front	0 feet	5 feet
Side (Street)	0 feet	10 feet
Side	0 feet	None
Rear	5 feet	None



# DOWNTOWN EDGE -2



## DEVELOPMENT STANDARDS

**Minimum Lot Width:** None

**Minimum Lot Area:** None

**Maximum Building Coverage:** 100%

**Maximum Building Height:** 3 stories or 40 feet  
(May not exceed line of sight height test even through a special project designation)

**Parking:** Parking can be accommodated on-site as decks or integrated into the building.

**Uses:** Commercial and loft style residential uses are appropriate.

## DESCRIPTION

The Downtown Edge 2 district extends from E. University Drive to Mill Street and takes in all parcels east of the alley to Elizabeth Street. Also included in the district are parcels on the west side of Main Street occupying the block between W. Second and First Streets, and Walnut Street and the alley to its east.

The uses allowable in the area are similar to the Downtown Core. Building height allowable is 3 stories; however, the drop in grade from Main Street to its east and south may allow for taller buildings that could accommodate a mix of commercial, residential and parking uses. Building height may be increased through the special projects process but may not exceed the line of sight from Main Street.

## APPROPRIATE BUILDING TYPES\*

RESIDENTIAL BUILDINGS	
Single Family	
Multiple-Unit Single Family	
Townhouse	
Apartment	▪
NONRESIDENTIAL and MIXED USE BUILDINGS	
Live/Work	▪
Downtown Mixed-Use	▪
Office Retail	▪
Civic/Institutional	▪

\*See page 46-47 for a description of building types

## RECOMMENDED BUILDING SETBACKS

SETBACK	MINIMUM	MAXIMUM
Front	0 feet	5 feet
Side (Street)	0 feet	10 feet
Side	0 feet	None
Rear	5 feet	None



# OFFICE RESEARCH TECHNOLOGY



## DESCRIPTION

The office technology District is proposed to cover all parcels located to the east of Main Street, bordered on the south by South Street, to the north by the Clinton River Trail and to the east by the future 'connector' for Letica. The sites of Par Pharmaceuticals, Pfizer and Letica Corporation are also included in this category. Most of the parcels have frontage onto the river, which makes it ideal for the development of campus type office and research park uses.

Allowable building height shall be 3 to 4 stories, which would facilitate the creation of fewer buildings with lot of open space in between. Developments should attempt to integrate the river into the overall design. Watershed Management will be a consideration.

## DEVELOPMENT STANDARDS

- Minimum Lot Width:** 200 feet
- Minimum Lot Area:** 40,000 square feet
- Maximum Building Coverage:** none
- Maximum Building Height:** 3 – 4 stories along South Street; 2-1/2 stories elsewhere.
- Parking:** parking can be accommodated on-site with ample greenbelts and landscaping to minimize the impact of large parking areas.
- Uses:** Office and technology based uses that would benefit from a campus like setting.

## APPROPRIATE BUILDING TYPES\*

RESIDENTIAL BUILDINGS	
Single Family	
Multiple-Unit Single Family	
Townhouse	
Apartment	
NONRESIDENTIAL and MIXED USE BUILDINGS	
Live/Work	▪
Downtown Mixed-Use	
Office Retail	▪
Civic/Institutional	▪

\*See page 46-47 for a description of building types

## RECOMMENDED BUILDING SETBACKS

SETBACK	MINIMUM	MAXIMUM
Front	50 feet	None
Side (Street)	50 feet	None
Side	20 feet	None
Rear	50 feet	None



# OFFICE



## DESCRIPTION

Office areas are intended to accommodate office and service uses that do not depend on or generate large volumes of vehicular or customer traffic. Areas designated for office are intended to provide a transition from major thoroughfares or higher intensity commercial and multiple family uses to single family and public/semi-public uses.

The parcels included within this district primarily lie on either side of Main Street, north of the Downtown, to the northern boundary of the City.

## DEVELOPMENT STANDARDS

**Minimum Lot Width:** 100 feet

**Minimum Lot Area:** 20,000 square feet

**Maximum Building Coverage:** None

**Maximum Building Height:** 35 feet or 2-1/2 stories.

**Parking:** parking must be accommodated on-site preferably in the side and rear yards with landscaping to screen from adjacent residential properties.

**Uses:** All office based uses.

## APPROPRIATE BUILDING TYPES\*

RESIDENTIAL BUILDINGS	
Single Family	
Multiple-Unit Single Family	
Townhouse	
Apartment	
NONRESIDENTIAL and MIXED USE BUILDINGS	
Live/Work	
Downtown Mixed-Use	
Office Retail	▪
Civic/Institutional	▪

\*See page 47 for a description of building types

## RECOMMENDED BUILDING SETBACKS

SETBACK	MINIMUM	MAXIMUM
Front	25 feet	None
Side (Street)	25 feet	None
Side	10-20 feet	None
Rear	30 feet	None



# MIXED USE



## DESCRIPTION

The Mixed Use designation includes areas on either side of Main Street, acting as a buffer for single family neighborhoods from the Downtown Core. The uses appropriate would include a combination of office, low intensity commercial and residential uses.

## DEVELOPMENT STANDARDS

**Minimum Lot Width:** 50 feet

**Minimum Lot Area:** None

**Maximum Building Coverage:** 50%

**Maximum Building Height:** 35 feet or 2-1/2 stories (May not exceed line of sight height test even through a special project designation)

**Parking:** Parking must be accommodated on-site and may be included as a surface lot or integrated deck structure.

**Uses:** Office, retail and commercial uses that would benefit from high visibility on Main Street, and not require extensive parking.

## APPROPRIATE BUILDING TYPES\*

### RESIDENTIAL BUILDINGS

Single Family	
Multiple-Unit Single Family	▪
Townhouse	▪
Apartment	▪

### NONRESIDENTIAL and MIXED USE BUILDINGS

Live/Work	▪
Downtown Mixed-Use	
Office Retail	▪
Civic/Institutional	▪

\*See page 45-47 for a description of building types

## RECOMMENDED BUILDING SETBACKS

SETBACK	MINIMUM	MAXIMUM
Front	0 feet	None
Side (Street)	10 feet	None
Side	5 feet	None
Rear	0 feet	None



# MIXED USE – 1



Pic Source: Royal Park Website



## DESCRIPTION

This Mixed Use-1 district is created to support the maximum number of uses and allow for design flexibility. The boundary of the district extends from E. University Drive to Mill Street and covers all the parcels located east of the Downtown Edge 2 district, extending up to Elizabeth Street. This district can support a variety of commercial, office and residential uses. There are no single family residential uses in close-proximity to this area and the grade drops off significantly from Main Street to the east boundary of this district. As a result, the parcels located herein can support 4 to 5 story structures without affecting the skyline of the Downtown Core area. To ensure optimal use of land and prevent construction of single and 2 story structures that may result in roof top mechanicals being visible, minimum building height in this district shall be 3 stories. Buildings of increased height may be permitted, subject to demonstration through line of sight diagrams that the building will not be visible from Main Street. The Height in this district may not be allowed to exceed the line of sight through the special projects process.

## DEVELOPMENT STANDARDS

- Minimum Lot Width:** None
- Minimum Lot Area:** None
- Maximum Building Coverage:** 75%
- Maximum Building Height:** 4-5 stories  
(May not exceed line of sight height test even through a special project designation)
- Parking:** Parking must be accommodated on-site on a surface lot or preferably as an integrated deck.
- Uses:** Any type of commercial, office and residential use including large scale parking garages.

## APPROPRIATE BUILDING TYPES\*

RESIDENTIAL BUILDINGS	
Multiple-Unit Single Family	
Townhouse	▪
Apartment	▪
NONRESIDENTIAL and MIXED USE BUILDINGS	
Live/Work	▪
Downtown Mixed-Use	▪
Office Retail	▪
Civic/Institutional	▪

\*See page 45-47 for a description of building types

## RECOMMENDED BUILDING SETBACKS

SETBACK	MINIMUM	MAXIMUM
Front	0 feet	None
Side (Street)	10 feet	None
Side	5 feet	None
Rear	0 feet	None



# MIXED USE – 2



## DESCRIPTION

The Mixed Use-2 district covers a few parcels of land located west of Main Street and south of the Clinton River Trail, including the property formerly known as the ‘cement plant’ site.

The use allowable in the area would include a combination of office, low intensity commercial and residential uses. Maximum permitted building height would be 3 stories. Buildings of increased size may be permitted, subject to demonstration through line of sight diagrams that the building would fit into the character of the area. Proximity to other office uses and the trail lends itself to lower intensity

## DEVELOPMENT STANDARDS

- Minimum Lot Width:** None
- Minimum Lot Area:** None
- Maximum Building Coverage:** 75%
- Maximum Building Height:** 3 stories (May not exceed line of sight height test even through a special project designation)
- Parking:** Must be provided on-site, pre-dominantly within the rear yard.
- Uses:** combination of office, low intensity commercial and residential uses

## APPROPRIATE BUILDING TYPES\*

RESIDENTIAL BUILDINGS	
Single Family	
Multiple-Unit Single Family	
Townhouse	
Apartment	▪
NONRESIDENTIAL and MIXED USE BUILDINGS	
Live/Work	▪
Downtown Mixed-Use	▪
Office Retail	▪
Civic/Institutional	▪

\*See page 46-47 for a description of building types

## RECOMMENDED BUILDING SETBACKS

SETBACK	MINIMUM	MAXIMUM
Front	0 feet	None
Side (Street)	10 feet	None
Side	5 feet	None
Rear	0 feet	None



# GENERAL BUSINESS



## DESCRIPTION

The general business district borders the central business district and allows for business uses that may or may not be permitted in the downtown area. The uses in this district are more intensive such as auto based uses and activities. In order to ensure compatibility with the adjacent downtown, all activity must be performed within a fully enclosed building and parking must be accommodated in the rear or side yards with the front yard area devote to landscaping.

## DEVELOPMENT STANDARDS

**Minimum Lot Width:** 100 feet

**Minimum Lot Area:** 20,000 square feet

**Maximum Building Coverage:**

**Maximum Building Height:** 35 feet (May not exceed line of sight height test even through a special project designation)

**Parking:** Must be provided on-site and accommodated within the rear and side yards. The front yard between the public right-of-way and the building façade must be maintained as landscaping.

**Uses:** All uses allowed within the downtown, with the exception of residential uses; auto based uses, drive-through uses etc.

## APPROPRIATE BUILDING TYPES\*

### RESIDENTIAL BUILDINGS

Single Family	
Multiple-Unit Single Family	
Townhouse	
Apartment	

### NONRESIDENTIAL and MIXED USE BUILDINGS

Live/Work	
Downtown Mixed-Use	
Office Retail	▪
Civic/Institutional	

\*See page 46-47 for a description of building types

## RECOMMENDED BUILDING SETBACKS

SETBACK	MINIMUM	MAXIMUM
Front	15 feet	None
Side (Street)	10 feet	None
Side	10 feet	None
Rear	10 feet	None



# TRANSITION



## DEVELOPMENT STANDARDS

**Minimum Lot Width:** None

**Minimum Lot Area:** None

**Maximum Building Coverage:** 35%

**Maximum Building Height:** 2 stories or 25 feet

**Parking:** All access must be off Walnut Ave. parking may be in front yard or provided in a public lot/deck.

**Uses:** The uses supported in this area are a mix of office, commercial and residential uses.

## DESCRIPTION

The Transition district includes all parcels located between Walnut and Pine Streets, extending from W. University Drive to First St. This area acts as a buffer between the higher intensity commercial uses in the Downtown Core and Downtown Edge areas and the single family residential neighborhoods to the west of Pine Street. The uses supported in this area are a mix of office, commercial and residential uses. Several buildings in this district have historic significance and the goal is to preserve their historic integrity while making changes for new uses. The design intent of this district is to create a green buffer area approximately 20 feet wide along the rear yards that front on Pine Street and a 15 foot front yard buffer along Walnut St to maintain a 'residential character'. Side yard setbacks of 10-15 feet shall be required for non-residential uses placed on adjacent parcels, while no side yards would be required for entirely residential developments, such as townhomes. Building height shall be strictly limited to 2 stories. Emphasis is on preserving historic structures and allowing for minimal impacts on the single family residential areas by limiting all access to Walnut Avenue only.

## APPROPRIATE BUILDING TYPES\*

RESIDENTIAL BUILDINGS	
Single Family	
Multiple-Unit Single Family	
Townhouse	▪
Apartment	
NONRESIDENTIAL and MIXED USE BUILDINGS	
Live/Work	▪
Downtown Mixed-Use	
Office Retail	▪
Civic/Institutional	▪

\*See page 45-47 for a description of building types

## RECOMMENDED BUILDING SETBACKS

SETBACK	MINIMUM	MAXIMUM
Front	15 feet	None
Side (Street)	15 feet	None
Side	0-20 feet	None
Rear	20 feet	None



# LIGHT MANUFACTURING INDUSTRIAL SERVICE OFFICE



## DESCRIPTION

The Light Manufacturing Industrial Office Service District encompasses all parcels of land on the south side of South Street, east of Diversion Street. The district is bordered by the City of Rochester Hills to the south and existing single family residential development to the east. One of the most under-utilized areas of the City, this district is suitable for uses that cannot be accommodated within other districts in the City.

Maximum recommended building height is 3 stories. The difference in grade from the parcels within this district to its south is approximately 40-50 feet, which ensures that even a 3 story structure will not overwhelm the abutting residential uses. A well designed development with consideration given to landscaping, access and screening, can provide a seamless transition from the Office Research Technology district on the north side of South Street to the light industrial uses within this district.

## DEVELOPMENT STANDARDS

**Minimum Lot Width:** 80 feet

**Minimum Lot Area:** 10,000 square feet

**Maximum Building Coverage:** None

**Maximum Building Height:** 3 stories

**Parking:** Must be provided on-site pre-dominantly within side and rear yard.

**Uses:** Office, light industrial, automotive and other non-heavy machinery uses that cannot be accommodated in any other district.

## APPROPRIATE BUILDING TYPES\*

### NONRESIDENTIAL and MIXED USE BUILDINGS

Live/Work	
Downtown Mixed-Use	
Office Retail	▪
Civic/Institutional	▪

\*See page 47 for a description of building types

## RECOMMENDED BUILDING SETBACKS

SETBACK	MINIMUM	MAXIMUM
Front	25 feet	None
Side (Street)	25 feet	None
Side	15 feet	None
Rear	40 feet	None



# PUBLIC/QUASI-PUBLIC



Areas planned for public uses are suitable for municipal or governmental uses such as City buildings, libraries, museums, schools, and other similar publicly owned and operated uses. Location and building should elevate and give value to commercial areas so they become true town centers.

Such uses should be enhanced with height, mass, and quality building materials and have architectural features that take advantage of the building's location and function.

The building design should convey a sense of permanence and importance and not look like other non-civic buildings in the area.

## DEVELOPMENT STANDARDS

### Location

1. Location should express the central importance and value of community and public life.
2. Location should be highly visible with the potential to be a community focal point.
3. Location should emphasize, define, or terminate vistas.

### Support Functional Needs

4. Location should support community needs by providing proximate locations for community-wide and neighborhood events or meetings.
5. Location should define the City's public space or provide a public place for memorable and significant buildings or events.
6. The building should provide or enhance the area's identity and character.
7. Location should complement commercial and residential uses.

## APPROPRIATE BUILDING TYPES\*

### NONRESIDENTIAL and MIXED USE BUILDINGS

Live/Work	
Downtown Mixed-Use	
Office Retail	▪
Civic/Institutional	▪

\*See page 47 for a description of building types

## RECOMMENDED BUILDING SETBACKS

SETBACK	MINIMUM	MAXIMUM
Front	25 feet	None
Side (Street)	25 feet	None
Side	15 feet	None
Rear	40 feet	None



# RECREATION AND OPEN SPACE



## DESCRIPTION

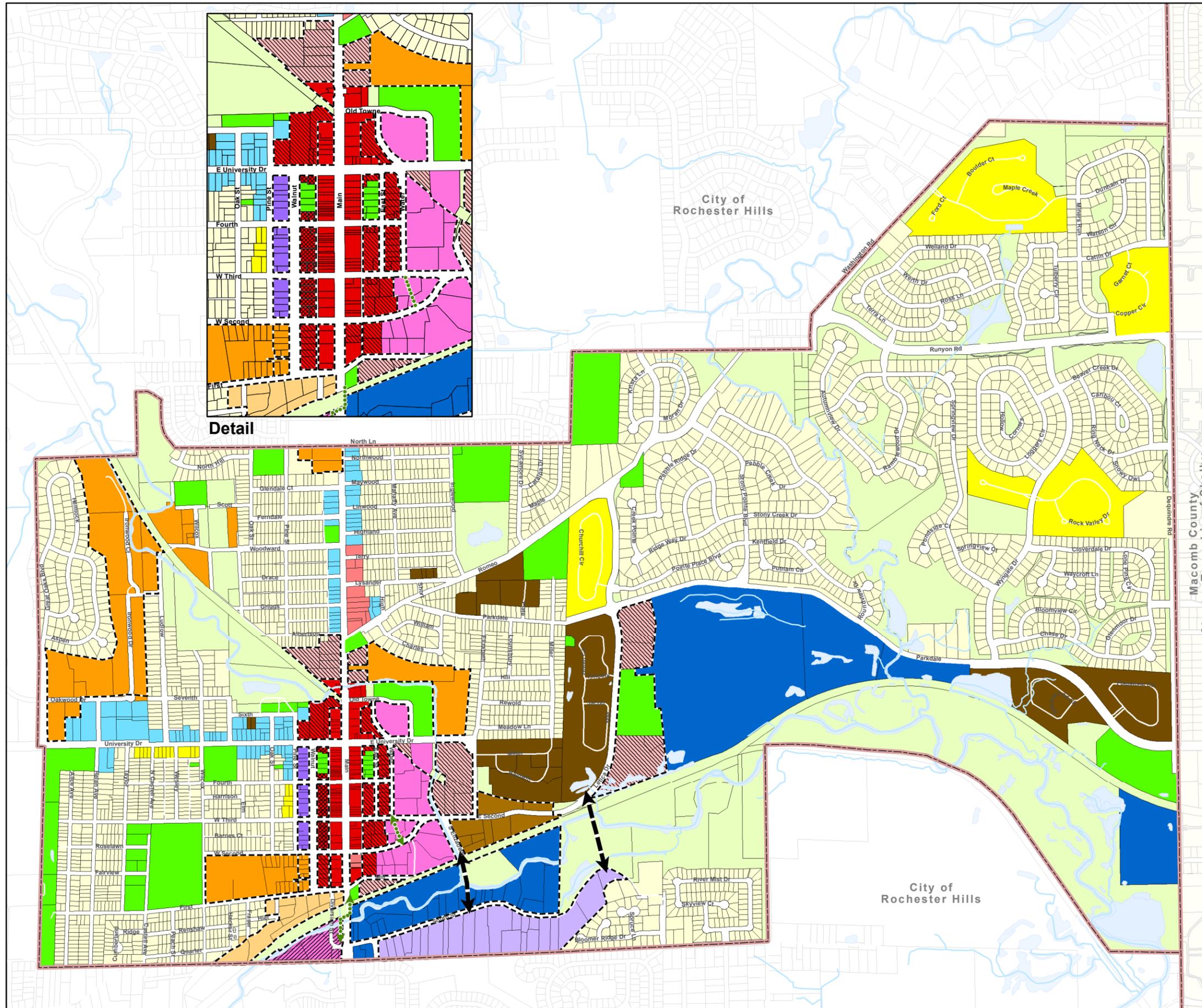
Recreation and open space areas are areas of significant natural features in the City, such as wetlands and/or woodlands. Because of environmental limitations associated with these natural features, these areas are not suitable for commercial or residential development. Appropriate uses for these areas include parks and conservation uses, trails, bike paths and other uses that do not require permanent construction of buildings or other structures. Examples of appropriate development include small-scale buildings or structures related to a parks or conservation use such as gazebos, amphitheaters, boardwalks, or trail systems are appropriate in recreation and open space areas.



# Future Land Use:

## Potential Intensity Change Area Plan

City of Rochester, Michigan



- Proposed Pedestrian Connection
- Special Project Area
- Future Road Connection\*
- Municipal Boundary

### Future Land Use

- Single Family
- Two Family
- Multiple Family
- Office
- Office Technology Research (3 Stories)
- Traditional Downtown Core (2½ Stories or 35')
- General Business
- Mixed Use
- Recreation & Open Space
- Public & Quasi Public

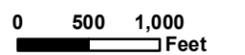
### Potential Intensity Change Areas

- Mixed Residential (2-3 Stories)
- Multiple Family Residential (2-3 Stories)
- Multi-Family Residential Highrise (4-5 Stories)
- Office Technology Research (3 Stories)
- Mixed Use 1 (Min. 3 Stories +)
- Mixed Use 2 (3 Stories)
- Downtown Edge 1 (2 Stories)
- Downtown Edge 2 (3 Stories)
- Light Manufacturing Ind. Service Office (3 Stories)
- Transition District (2 Stories)

\* Only one planned future connection, preferred connection to be determined upon future study.



November 1, 2014



**McKenna**  
ASSOCIATES

Data Source: Oakland County GIS, 2010  
Aerial Data: Oakland County GIS, 2008



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# 7. DESIGN STANDARDS FOR TRADITIONAL NEIGHBORHOODS

## NEW INFILL DEVELOPMENT, REDEVELOPMENT, AND ADDITIONS

Certain design elements give a neighborhood its character and are prominent features that are found on most homes in the neighborhood. The City of Rochester has seen new infill development, redevelopment and additions to existing homes. This new construction should be compatible with the existing character of the neighborhoods. The following is a list of preferred versus incompatible design features to use as a guide for new infill development and additions.

### Preferred Design

**HOUSE FOOTPRINT.** The house is situated on its lot in a manner similar to the surrounding homes. The following are uniform:

- Setbacks
- Building width
- Spacing between buildings
- There is a continuous street edge (see In-Fill Housing examples).

**GARAGE PLACEMENT.** In existing neighborhood where garages are detached or placed in the rear of the house, out of view from the street. The preferred new home employs a **similar design**.

**BULK, PROPORTION, AND SCALE.** The height and number of stories are compatible with the surrounding houses. If the existing neighborhood is mostly one-story homes, an addition to an existing one-story home is placed to the rear, so the view from the street remains **compatible with the existing homes**.

**FORM.** The existing surrounding homes have varied forms. The new home includes elements that provide for variation in shape including elements such as a front porch, wings, and dormered windows.

### Design Policies

In order to maintain and restore the traditional character of the downtown, modern renovations and dated materials should not be introduced. The following overall design policies should guide new development and renovation projects in the original downtown:

Renovations to historic buildings should:

- Identify, retain and preserve the form and detailing of the architectural materials and features that are important in defining a building's historic character;
- Protect and maintain the identified materials and features;
- Repair elements, if necessary, using authentic methods and materials. An example of this is rebuilding of the old knitting mill tower, a character-defining feature, was accomplished using reclaimed materials from the historic structure; and
- Replace important character-defining features with new materials only when beyond repair.



*Rebuilding of the old knitting mill tower, a character-defining feature, was accomplished using reclaimed materials from the historic structure*



New and infill construction should:

- Be of high quality materials that are compatible with those of historic buildings;
- Be an appropriate scale and mass to blend in with surrounding buildings;
- Have storefront windows that open the interior to the street, and tall, evenly or rhythmically spaced second floor windows that indicate upstairs activity;
- Have signage that is consistent in placement, style and materials with the traditional; and
- Be an overall neutral architectural style which portrays a timeless appearance.



*This newer building has all of the right elements.*

## Important Architectural Elements

Because certain architectural features are essential to the downtown's character, maintaining these elements on historic buildings and sensitively applying them, when appropriate, to new construction is key to preserving the downtown's traditional appearance. These important architectural elements include:



*The Holland's Florist building contains all of these important architectural features.*

- Inviting first floor storefronts with large display windows and recessed doors;
- Rhythm and detail of second floor windows that relate to the storefronts below;
- Traditional roof styles, usually flat with a raised parapet wall;
- Detail along the top of parapet walls; and
- Authentic window frames and awnings.



## Architectural Design Guidelines

The downtown area is made up of two distinct sub-components: the historic central business district on Main Street; and the more recent, expanded area of downtown that surrounds it. These two distinct components require separate guidelines for renovation and new construction.

## Historic Renovations

The following Standards for Rehabilitation are based on those developed by the Secretary of Interior and should apply to the renovation of historic buildings in the downtown.

1. A building shall be placed in a use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a building shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize the building shall be avoided.
3. Each building shall be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.

4. Most buildings change over time; those changes that have acquired historical significance in their own right shall be retained and preserved. However, features that simply cover historic features should be removed to expose the most appropriate historic value of the building.

5. Distinctive features, finishes and construction techniques or examples of craftsmanship that characterize a building shall be preserved.

6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

8. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the structure. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the structure and its environment.

9. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic building and its environment would not be impaired.



*Renovations of this historic building have respected its original design and features*

## New and Infill Construction

New construction and infill of new structures on Main Street should be consistent with the following Standards for Infill Construction downtown:



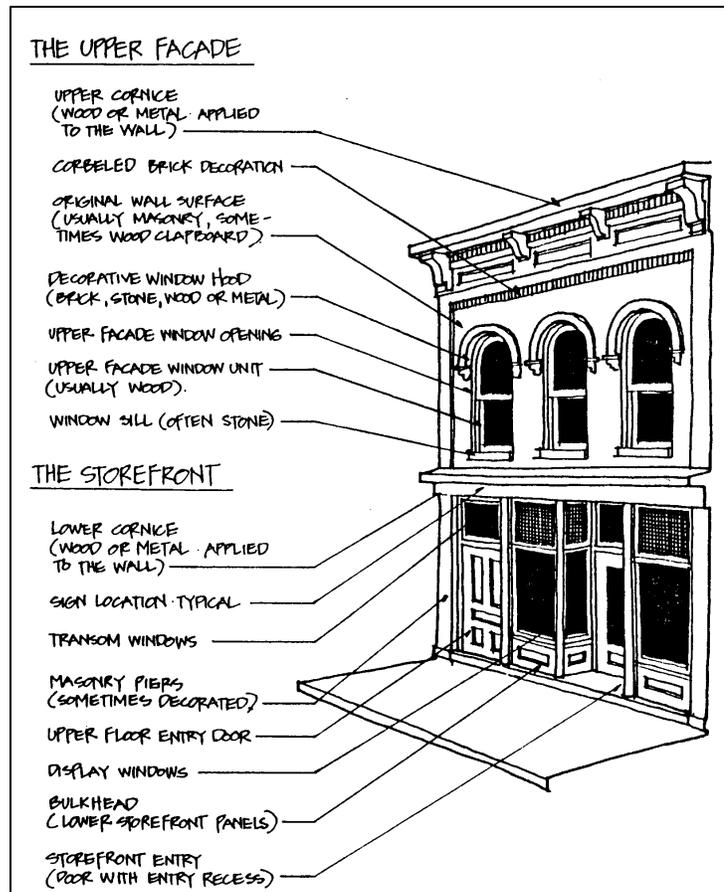
1. New and infill development shall not create a false historical sense by introducing styles that precede the historical development of Main Street.
2. New development should respect the typical building envelope of the historic area, including building heights and number of stories.
3. New development should utilize high quality materials, consistent in color, texture and other visual qualities with those of their historic counterparts.
4. New development shall be

compatible with the basic design features of the historical storefronts, such as recessed entries, constructed to the sidewalk, transparent storefronts with display windows that are open to view from the sidewalk, and sign boards that allow for business identification in a fashion consistent with historic structures.

5. Avoid trendy or fashionable architectural styles that will be easily dated within a few years.



*The architecture of this newer building is out-of-character with the traditional style found downtown. The Colonial style pre-dates Rochester's downtown.*



*Typical Downtown Façade Elements.*



## 8. DESIGN RECOMMENDATIONS: CONNECTING TO DOWNTOWN

### INTRODUCTION

As Rochester continues to gain in popularity with a bustling downtown, additional opportunities for redevelopment in surrounding areas will present themselves. Water Street, South Street, and the former paper mill site are examples of areas where redevelopment is anticipated. To maximize the potential of these redevelopment opportunities, it is critical to provide connections between these areas and the downtown area.

#### Water Street

The departure of ITT-Higbie Automotive from downtown Rochester presented the community with a very unique opportunity. Once the demolition of all the former industrial buildings was completed, the true potential of the former Western Knitting Mills building became apparent. In combination with development of the Royal Park Hotel and the Sunrise assisted living center, the Western Knitting Mills historic renovation emphasizes the need to develop an interesting, attractive connection between Main Street and this burgeoning area east of downtown. With its location at the eastern terminus of Fourth Street and situated immediately south of the library and post office, this area holds significant potential for expanding the mix of businesses, services, residential, and entertainment venues in downtown Rochester.

#### South Street

There are a number of opportunities for physical connections between South Street and the east side of the downtown area. In providing these connections, it is important to include unifying streetscape elements such as gateways, lighting, landscaping, and paving that will encourage people to explore this area outside of the traditional downtown area.

#### Former Paper Mill Site

The former paper mill site is already experiencing pressure for redevelopment with a mix of land uses that will contribute to the retail and entertainment focus of the downtown area. This area is also an opportunity for higher density residential or mixed-use. Just like the South Street and Water Street areas, the paper mill site needs to be woven into the fabric of the downtown to encourage people to venture into this area. Similar physical elements along with appropriate uses and activities will provide that connection.

### ENCOURAGING EXPLORATION

Water Street, South Street, and the former paper mill site are located well outside of the principal shopping area along Main Street. They are separated from Main Street by several large parking facilities and by a mix of existing businesses. The recommendations and sketches included in this chapter are intended to address some of the ways the City might encourage a spirit of exploration in this part of the downtown.

### GATEWAYS

The recommendations of this chapter focus on establishing attractive, inviting gateways that encourage shoppers and diners to continue outside of Main Street, via the downtown riverwalk, Fourth Street, Third Street, Second Street, Walnut Street (south of First, and potential extensions of S. Elizabeth and Letica Drive). The City has already created an archway feature to mark the two existing entrances to the downtown riverwalk in this part of the downtown. One is located between the public library and the heart center office building on Olde Towne Road. This gateway is known as Rotary Park in honor of the service club that funded its construction. The gateway feature includes a brick pillar and wrought iron archway over the Trailway entrance and incorporates the logo of the downtown riverwalk on a circular disk in the arch. The walkway experience has been enhanced by the City's standard Princeton post pedestrian light fixture to illuminate the walkway during evening hours.



The second gateway arch occurs at the east terminus of Fourth Street, at the pedestrian entrance to the Rochester Mills Building development. This landscaped walkway feature includes the brick and iron arch, walkway logo, and connects with the renovated railroad bridge, which is used for pedestrian access across the Paint Creek to the downtown. Similar elements can be used to identify the South Street and former paper mill areas.



# 9. IMPLEMENTATION STRATEGIES AND OPPORTUNITIES

## INTRODUCTION

The Planning Commission's thoughtful preparation and adoption of any plan would all be wasted effort without a program of implementation strategies. Aggressive implementation techniques permit the City to turn potential problems into real opportunities. As an introduction to the implementation strategies proposed by this chapter, a brief review of the statutory basis for the plan and its implementation would be appropriate.

## STATUTORY BASIS

The Michigan Planning Enabling Act, Public Act 33 of 2008 provides that the City Planning Commission and City Council "shall make and adopt a master plan for the physical development of the municipality". This statute provides the legal basis for a City to adopt and implement a master plan.

State law provides for continual oversight by the Planning Commission for both public and private improvements covered by the Master Plan. Review and approval of private development takes place through the procedures associated with rezoning, site plan approval, special exception use permits, special projects, subdivision plats, condominium plans, and planned unit developments, among others. Public improvements such as streets, parks, open spaces, and public buildings shall **not** be "constructed or authorized in the municipality until the location, character and extent thereof shall have been submitted to and approved by the planning commission."

## ZONING PLAN

A zoning plan is required by the Michigan planning and zoning enabling acts. Section 33(d) of the Michigan Planning Enabling Act, PA 33 of 2008, as amended, requires that the master plan prepared under that act shall serve as the basis for the community's zoning plan. The Michigan Zoning Enabling Act, PA 110 of 2006, as amended, requires a zoning plan to be prepared as the basis for the zoning ordinance. The zoning plan must be based on an inventory of conditions pertinent to zoning in the municipality and the purposes for which zoning may be adopted (as described in Section 201 of the Michigan Zoning Enabling Act). The zoning plan identifies the zoning districts and their purposes, as well as the basic standards proposed to control the height, area, bulk, location, and use of buildings and premises in the City. These matters are regulated by the specific provisions in the zoning ordinance.

The zoning plan is a key implementation tool to achieve the vision of the Master Plan. In order to realize that vision, the City must ensure that ordinances and regulations permit the type and style of development recommended by the Master Plan. This section outlines the zoning plan for the City. The zoning districts in the City are described and their relationship to the Master Plan discussed along with recommended changes to the Zoning Ordinance to integrate new land use designations.

## Districts and Dimensional Standards

There are 18 zoning districts in the City, each of which is described in the current Zoning Ordinance. The uses permitted in each district are described. In addition, the Zoning Ordinance's schedule of lot, yard, and area requirements defines specific area, height, and bulk requirements for structures in each zoning district. The Zoning Map is also a part of the Zoning Ordinance and illustrates the distribution of the defined zoning districts throughout the City.

## Relationship to the Master Plan

This Master Plan establishes the vision, goals, objectives, and policies for growth and development in Rochester for approximately the next twenty years. It includes a specific strategy for managing growth and change in land uses and infrastructure over this period, and, as required by statute, will be periodically reviewed and updated at least once each five years. This section, along with the rest of the Master Plan, is intended to generally guide future changes to the Rochester Zoning Ordinance.



The following is a list of proposed Master Plan land use designations and their corresponding zoning district. Not all of the Master Plan's future land use categories will match up with the current location or regulations of the zoning district that they most closely correspond to. Recommended revisions the Zoning Ordinance are discussed below.

Master Plan Future Land Use Designation	Zoning District
Single Family Residential	R-1, R-2, R-3, R-4, R-5
Two Family Residential	RT
Multi-Family Residential	R-M1 and RM-2
Office	O-1 AND O-2
Office Technology Research	RP
Downtown Core	CBD
General Business	B-1
Mixed Use	-
Recreation and Open Space	Under RV and R-1
Public and Quasi-public	Under O-1 and RM-1
Potential Intensity Change Areas	Special Projects

**Single Family Residential** – the future land use plan proposes to maintain all of the single family residential neighborhoods which are currently included under 5 different designations based on lot size. The architectural standards included in the Zoning Ordinance ensure quality development that fits in with Rochester's historic character and the character of newer developments. A few parcels that are currently zoned R-1 are recommended for designation on the future land use map as recreation and open space areas, since they include the City's Municipal Park and Howlett Park.

**Two Family Residential** – Two family zoning is currently limited to a few parcels along Alice, north of Third Street and parcels along parcels along Oka and Pine, north of Second and south of University drive. The Master plan recommends that most of these parcels be included in the single family designation with the exception of a few parcels along the west side of Pine which will enable the transition from the downtown businesses to the residential neighborhoods to the west. The FLU plan also recommends the creation of new two-family designation on several parcels that are currently zoned R-5.

**Multi-Family Residential** – The existing multiple family RM-1 and RM-2 zoned parcels are to be maintained as is, with the distinction of making some of the existing RM-1 zoned areas into mixed residential areas per the FLU. This is identified under the potential intensity change areas on the map. The public library is recommended to be moved to the public/quasi-public designation rather than RM-1.

**Office** – The existing office zoned parcels along N. Main and W. University Drive are to be maintained as is, with the conversion of a few parcels on the south side of W. University, west of Walnut to the office designation.

**Office Technology Research** – The proposed OTR district follows the already established areas of the RP district. Areas abutting the Clinton River Trail on the southeast side of the City are recommended for inclusion in the recreation and open space category.

**Downtown Core** – This land use category encompasses the core downtown area extending on either sides of Main Street from Mill Street to just north of Old Towne Road. This would change the zoning on many parcels located north of University Drive to the core downtown designation. The aim is to preserve the historic character of the City through well-defined limits and set architectural guidelines and historic structures and features preservation ordinances that would help the City achieve this goal. The parcels to the east and west of the core downtown are to be considered "downtown edge" areas which would allow for more developable land while taking advantage of the location and topography. The land on the west side of downtown would be limited to 2 stories to allow for a transition to single family neighborhoods to the west, while the areas to the east of Downtown are ideal for taller 3 story structures that take advantage of the grade and topography.



**General Business** – With the proposed increase of the downtown core footprint, many of the general business zoned parcels would disappear, leaving a small band of parcels on the east side of N. Main Street, extending from Romeo to just north of Terry Street.

**Mixed Use** – The current zoning map does not have any area designated for mixed use development which is a versatile category allowing for innovative design and development. The FLU proposes a simple mixed use category spanning the area on N. Main between the core downtown and general business areas. The PICA proposes that areas currently zoned I-1 and I-2 east of Water Street and at the location of the old cement plant are ideal for a variety of mixed use development with varying heights that takes advantage of the topography of the area.

**Potential Intensity Change Areas** – Due to the unique nature of these areas and challenges associated with redevelopment in a mature community, The City will make their Special Project zoning available for these areas. The Special Project zoning will allow for innovative approaches to create projects that meet or exceed the zoning requirements, meet the intent of the master plan and provide flexibility for developers to offset the challenges of redeveloping existing sites.

## Recommended Changes to Zoning Ordinance

This plan recommends the following changes to the Zoning Ordinance:

- Create recreation and open space district and a public/quasi-public district.
- Expand the footprint of the core downtown.
- Create downtown edge 1 and 2 districts and a transition district that allows for growth for the downtown without adversely impacting the single family residential neighborhoods.
- Create mixed use residential and mixed use development districts as recommended in the PICA.
- Revise the Zoning Map to match the Future Land Use Map where and when appropriate.

## IMPLEMENTATION TOOLS

The City has a wide variety of techniques at its disposal to help implement its long range planning. These tools and techniques include but are certainly not limited to the following:

- Zoning Ordinance Standards and Special Project Designator
- Code Enforcement
- Subdivision & Condominium Regulation
- Special Design Plans and Functional Plans
- Public Utility Policy
- Public - Private Partnerships
- Site Plan and Special land Use Approval/Rezoning Capital Improvements Programming
- Special Millages and Assessments
- Design Guidelines
- Access Management
- Federal and State Grant Programs
- Intergovernmental Cooperation
- Re-Evaluation and Adjustment of the Plan

The following sections will attempt to correlate general plan proposals with appropriate implementation techniques. These techniques should be referred to frequently and used systematically so that the outcome is a consistent program of implementation over whatever period of time is required to achieve the Master Plan proposals.



## Zoning Ordinance Standards

The City's most effective tool to implement the land use arrangement of the Master Plan is zoning standards and districts. A zoning ordinance is not meant to be a static document. The experiences communities undergo in the application of their zoning rules and the review of unusual new land uses constantly change the body of professional knowledge related to planning and zoning standards. Periodic review of the zoning ordinance will result in the application of the most up-to-date standards in the design of new uses and the maintenance of existing developments. Zoning Ordinance standards could be effective in addressing the following:

- Proper screening of industrial service/ storage areas
- Adequate parking for non-residential uses
- Proper building setbacks from streets and neighboring uses
- Uniform landscape and screen wall standards
- New site planning standards for access management
- Gradual elimination of non-conforming uses

In order to encourage a creative mix of quality development within the City, new techniques have been added to the zoning ordinance, including the Special Project designation. This option offers a high degree of development flexibility along with regulatory oversight. The result can be mutually beneficial to the City and developers.

As the Special Project tool has been used to review and approve many projects that have contributed positively to the community, the desire to incorporate a definitive, incentive based method for promoting high quality, sustainable projects has been discussed. One technique for this approach is modeled after an Architectural Design Checklist or a LEED-ND (Neighborhood Development). This approach would involve the creation of a checklist of positive development characteristics including design, historic preservation, environmental elements, community amenities, and other desirable features. This list would then have a corresponding scoring system by which projects could be objectively scored to determine appropriate levels of incentives. Incentives could include density bonuses, shared parking benefits, and relaxation of regulatory standards.

### ARCHITECTURAL DESIGN CHECKLIST

Date/Revision Date of Site Plan	Times Reviewed	Project Name/Location
Reviewed By	Date	Application Number/Community
Applicant/Designer	Telephone Number - Applicant	

**INTRODUCTION**  
The Architectural Guidelines are in the form of a point rating system. The applicant or representative should assess the all facades of the proposed building using this form.

**I. BUILDING MATERIAL**

*Objective:* Select materials possessing durability and aesthetic appeal. Building Materials — Scoring method: The score for each facade shall be averaged with the facade facing a public road, private road, or water body being double weighted.

Alternative materials may be evaluated by the Building Official for consistency and compatibility.

Exterior Wall Material	NR	WFR	Score
<b>Brick masonry</b>			
A minimum of 50% brick on all four sides combined with stone	+16	+16	
A minimum of 50% brick on all four sides	+10	+10	
A brick base 4'-0" or greater above grade on all four sides	+4	+4	
Brick on one side only	-4	-4	
Stone (e.g., limestone, granite)	+12	+12	
Wood (lap, board and batten, shake)	+10	+10	
<b>Vinyl Siding</b>			
Standard	+6	+6	
Architectural grade	+8	8	
<b>Concrete masonry units</b>			
Split face block	+2	+2	
Stucco/Exterior Insulation Finish System (e.g., "dryvit") must be textured to resemble stucco and avoid monolithic appearance and must not exceed 25%. Scoring depends on the location of the finish on the exterior wall as follows:			

### LEED 2009 for Neighborhood Development Project Scorecard

Project Name: \_\_\_\_\_

Yes	?	No	Smart Location and Linkage	27 Points Possible
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Prereq 1 <b>Smart Location</b>	Required
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Prereq 2 <b>Imperiled Species and Ecological Communities</b>	Required
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Prereq 3 <b>Wetland and Water Body Conservation</b>	Required
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Prereq 4 <b>Agricultural Land Conservation</b>	Required
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Prereq 5 <b>Floodplain Avoidance</b>	Required
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 1 <b>Preferred Locations</b>	10
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 2 <b>Brownfield Redevelopment</b>	2
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 3 <b>Locations with Reduced Automobile Dependence</b>	7
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 4 <b>Bicycle Network and Storage</b>	1
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 5 <b>Housing and Jobs Proximity</b>	3
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 6 <b>Steep Slope Protection</b>	1
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 7 <b>Site Design for Habitat or Wetland and Water Body Conservation</b>	1
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 8 <b>Restoration of Habitat or Wetlands and Water Bodies</b>	1
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 9 <b>Long-Term Conservation Management of Habitat or Wetlands and Water Bodies</b>	1
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Neighborhood Pattern and Design</b>	44 Points Possible
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Prereq 1 <b>Walkable Streets</b>	Required
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Prereq 2 <b>Compact Development</b>	Required
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Prereq 3 <b>Connected and Open Community</b>	Required
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 1 <b>Walkable Streets</b>	12
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 2 <b>Compact Development</b>	6
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 3 <b>Mixed-Use Neighborhood Centers</b>	4
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 4 <b>Mixed-Income Diverse Communities</b>	7
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 5 <b>Reduced Parking Footprint</b>	1
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 6 <b>Street Network</b>	2
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 7 <b>Transit Facilities</b>	1
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 8 <b>Transportation Demand Management</b>	2
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 9 <b>Access to Civic and Public Spaces</b>	1
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 10 <b>Access to Recreation Facilities</b>	1
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 11 <b>Visibility and Universal Design</b>	1
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 12 <b>Community Outreach and Involvement</b>	2
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 13 <b>Local Food Production</b>	1
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 14 <b>Tree-Lined and Shaded Streets</b>	2
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Credit 15 <b>Neighborhood Schools</b>	1



## Code Enforcement

Simple code enforcement can often turn the tide with regard to the image of an area and the livability of a neighborhood. More aggressive but fair enforcement of current codes and ordinances could be effective in the following instances:

- Improve housing conditions
- Terminate improperly established, non-conforming uses
- Eliminate open storage in business districts

## Subdivision and Condominium Regulations

Developers of subdivisions and condominiums could be required to permanently preserve recreation or open space areas. Any future local plans for recreational pathways, especially non-motorized pedestrian trails and bike paths could also be components of new subdivision and condominium development.

The approval process for subdivisions and condominium developments empowers the City and the County Road Commission to require right-of-way dedication and road construction for those segments of the major roads that border upon and serve the individual developments. This will be the City's primary tool for accomplishing any necessary road extensions or new streets. Where appropriate, the City and the County may also investigate road grant programs to assist with future road extension.

## Special Design Plans and Functional Plans

Sometimes even a geographic area plan, which is itself concerned with just a portion of the City, must be followed by more detailed design studies in order to illustrate specific concepts that can only be covered briefly in the plan. Functional plans can also help to implement certain ideals outlined in the Plan. The City has recently completed work on a Recreation Plan that will help the City reach its recreation goals. Some grant money may be available to help fund recreation improvements. The City has also recently completed and adopted a Parking Strategy plan and has begun implementation of the recommendations of the plan.

## Public Utility Policy

Much of the Master Plan's basic concept relies upon development densities that are tied to public sewer and water service. The City can direct the timing of many new developments and redevelopments by means of its utility service policies.

## Public Private Partnerships

The most common type of public-private partnerships that Rochester City will see are agreements between developers and the City, principally via the Special Project Areas and the Special Project Standards of the Zoning Ordinance. The City will have opportunities to work with a variety of developers in public-private partnerships. Each of these will present opportunities to implement pieces of the Land Use Plan, particularly extension of utility services, preservation of open space, creation of public access to natural features, historic preservation, management of stormwater and promotion of community character issues in project layout and design.

## Site Plan, Special Exception Use Approval & Rezoning

Many essential components of the Plan will be the subject of a site plan or special exception use application, perhaps preceded by an application for rezoning. **The City should consider making the appropriate zoning district changes following adoption of the Plan only for those areas that are identified by the Commission as critical elements.** Now is the appropriate time to review the community's site plan and special exception use approval processes and standards. The standards should clearly set forth any discretionary powers the City feels it must reserve.

Once such standards are in place, the Planning Commission must adhere to them consistently when reviewing development proposals. The implementation of the Plan could take 20 years or longer. In order to maintain the vision, consistent application of design criteria and development standards will be essential. Many of the Special Project Areas and Potential Intensity Change Areas will likely develop under Special Exception guidelines and conditions.



## Special Millages & Assessments

Special millages can be used when a certain service or facility would benefit all City citizens. A special assessment district can be used to provide a benefit to a specific segment of the City, such as street improvements for a particular neighborhood or shopping area.

## Open Space Preservation Techniques

In a community like the City of Rochester, open spaces are important to maintaining the desired character and sense of community in the City. Even in areas where the Land Use Plan does not specifically call for an Open Space or Recreation use, open space preservation techniques can be used to preserve land for its natural value. The following paragraphs outline various ways in which open spaces can be preserved.

**Conservation Easements.** Conservation easements are a legal restriction on private property which allows only certain described uses, such as farming, grazing, or open space. The easement follows the property, regardless of a change in property ownership. A non-profit conservation organization or a governmental unit usually acquires the easement. Some easements are purchased from the landowner; while some landowners choose to donate their land in order to decrease their property taxes and realize an income tax credit for their gift.

**Deed Restrictions.** Lot lines can be extended so that no open space is held in common among homeowners. Those open space areas can be deed-restricted to ensure that no development will occur on that portion of the property.

**Open Space/Cluster Zoning.** Open space zoning or cluster zoning is a technique in which new homes are grouped together on a portion of the parcel so that the remainder can be preserved as unbuilt open space. Such open space exerts a low visual impact and respects the existing boundaries of important natural or environmental features. Open space developments also minimize the impact on infrastructure needs, especially road improvements. In order to be effective, an open space development needs to meet a minimum area requirement, which can be established by the City Planning Commission. This technique may provide one avenue for development of the area south of Mill Street.

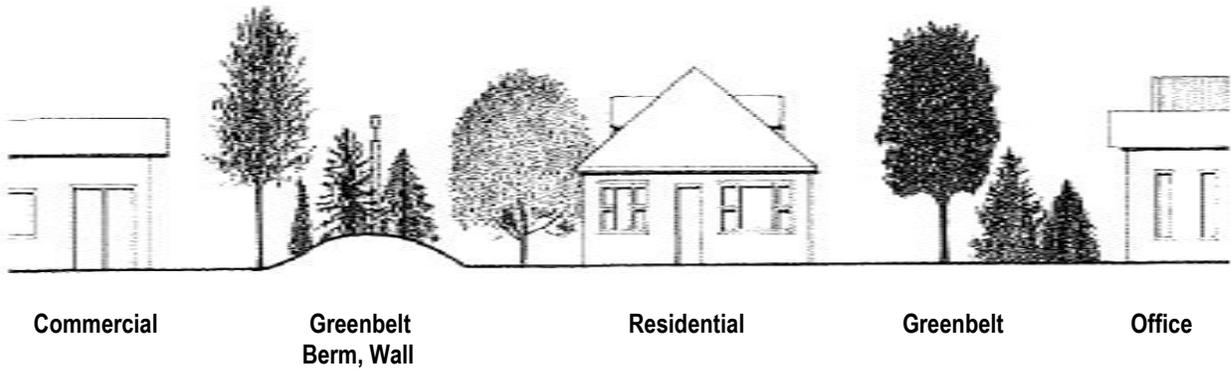
**Local Land Trust or Conservancies.** As land that is valuable for its scenic and recreation use is identified, various mechanisms can be used to acquire and maintain the permanent open space. Perhaps the most secure means of protection would be to grant those lands to a local land trust or conservancy. A land conservancy is a non-profit organization that protects land for its natural, recreational, scenic, or historic value. They are directly involved in land transactions and management, such as accepting donations of conservation easements or land, managing land holdings, and giving preservation advice to landowners. Such an organization acts as caretaker to insure protection and preservation of the land and resources for generations. Technical assistance in this endeavor is available from such organizations as the Land Trust Alliance and the Nature Conservancy, among others. There are also existing local land trusts in Michigan that can provide valuable lessons from their experiences. One such local land trust is the Six Rivers Land Conservancy, located in Oakland Township. Another group that is active in preserving land in Oakland County is the Michigan Nature Association.

## Design Guidelines

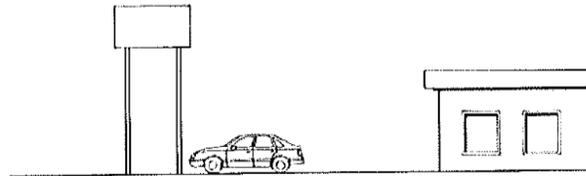
Developers, on their own accord, can design sites so that open space and community character is preserved, and the ideals of the Master Plan are met. Creative designs can save key natural features, provide passive and active recreational space, preserve wildlife habitat, as well as allow adequate space for physical development. Some specific requirements and inducements can be built into the zoning ordinances; however, City officials can also make a concerted effort to encourage developers to produce well-designed projects through their questions and suggestions. The following techniques can be applied with little or no added cost to the developer, while providing tremendous benefit to the community and residents.

**Screening.** When space is at a premium, screening or buffering by means of fences or walls along with landscaping can provide the appropriate transition. The intensity of the buffer is dictated by the relative difference between the neighboring uses. For example, an office use may be compatible with adjoining homesites by installing a modest greenbelt of landscaping. A commercial use, on the other hand, may require a more intensive greenbelt in combination with a raised earth berm and/or a fence or wall. See illustration below. (Screening requirements can be enforced through the zoning ordinance.)

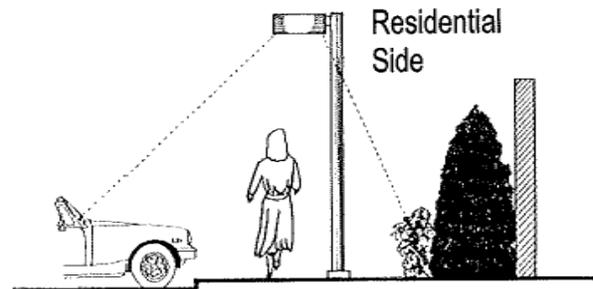




**Signage.** While the zoning ordinance already does provide specific standards for signs, it is important to remember that a particular project can meet the numerical standards of a zoning ordinance without blending into the character of the community. Developers can easily choose designs that reflect community character without added cost.



**Lighting.** Night time lighting should also be restricted to business hours, basic security needs, and pedestrian-oriented fixture heights. Proper shielding from adjoining uses should also be a main consideration. Appropriate lighting levels and shielded fixtures can also help to preserve the beautiful views of the night sky.



## Neighborhood Conservation

Conservation of the quality and character of the City's older neighborhoods became a defining issue during the program of updating the Master Plan. The Master Plan chapter on neighborhood conservation will require further action in order to implement its concepts. The following are possible steps in an implementation approach.

- Promote Design Standards for Neighborhood Conservation
- Develop Neighborhood Conservation Overlay Zoning District
- Reference Design Standards for Neighborhood Conservation in Zoning Ordinance
- Planning Commission Review for Conformity with Design Standards

## Housing Options for the “Missing Middle”

The City of Rochester has a tremendous range of housing options from modern single family homes to historic single family homes, apartments, and new condominiums. The future land use plan has identified a number of sites in the City where redevelopment of dated multiple family projects is encouraged with one desired result being additional opportunities for single family ownership that is obtainable to young professional families – the “missing middle” – that otherwise may have to look outside of Rochester for single family housing options.

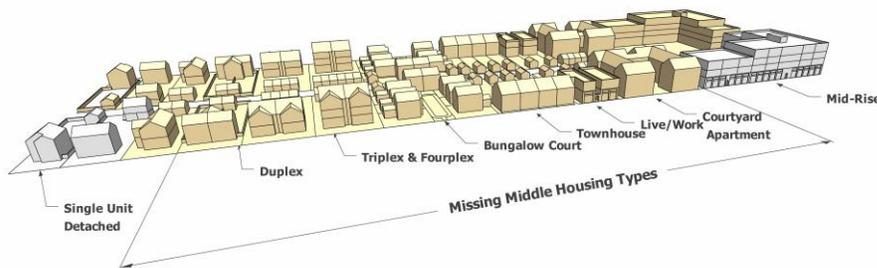
### Better Cities & Towns

*Better places, stronger communities.*

#### Missing middle housing: Responding to demand for urban living

[Blog](#) post by [Dan Parolek](#) on 03 Apr 2012

...the solution is not as simple as adding more multi-family housing stock using the dated models/types of housing that we have been building. Rather, we need a complete paradigm shift in the way that we design, locate, regulate, and develop homes. As What's Next states, “it's a time to rethink and evolve, reinvent and renew.” Missing Middle housing types, such as duplexes, fourplexes, bungalow courts, mansion apartments, and live-work units, are a critical part of the solution and should be a part of every architect's, planner's, real estate agent's, and developer's arsenal.



*Diagram of missing middle housing types illustrating the range of types and their location between single-family homes and mid-rise buildings*

There are a number of approaches that are appropriate for this objective, some zoning and design related and some in the form of financial incentives.

**Pocket Neighborhoods.** Creative infill development such as “pocket neighborhoods” is a great way to provide additional single family opportunities within existing neighborhoods. This approach would include a mix of single family homes and lot sizes with an emphasis on quality design that was consistent with the character of the surrounding neighborhood.





*Pocket Neighborhood with central open space*



*Residential Alley*

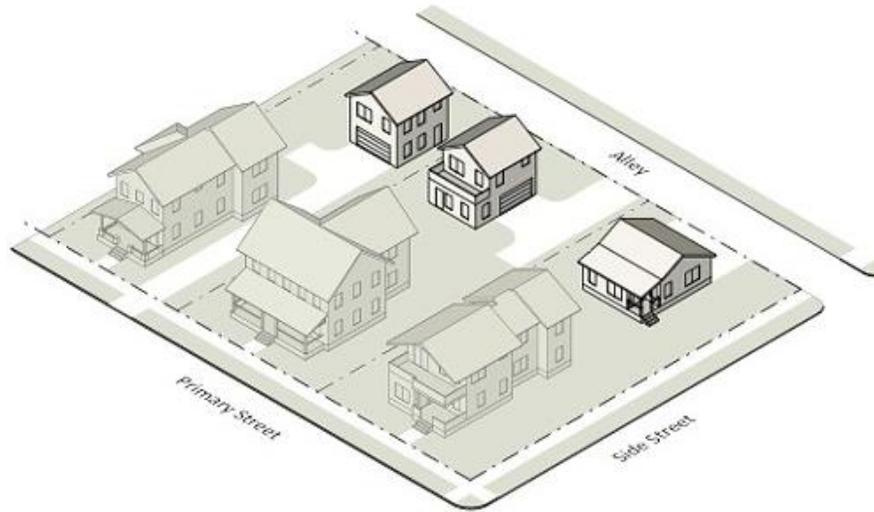


*Second Street Infill Development*



## Accessory Dwelling

**Units.** Another creative approach which could be scattered throughout the community or in specific areas is the concept of “accessory dwelling units”. Accessory dwelling units provide a number of benefits. They allow young professionals to move into existing neighborhoods and they allow empty nesters to “age in place” without having to leave the neighborhoods they have spent many years in. Specific zoning standards would be required to ensure that accessory dwelling units were developed in a way that is compatible with the neighborhood and well managed.



*Accessory Dwelling Units tucked behind single family homes*



*Examples of Accessory Dwelling Units*

**Residential Incentive Programs.** A number of communities including Midtown Detroit and Grosse Pointe Park have established financial incentives to entice young people to stay or move into their communities. While Rochester has no problem attracting people to the community, these same incentives can be used to close the gap between the cost of providing creative housing options and the rent or price young professionals can pay. In the case of Midtown, the incentives are targeted at employees of the major employers in the Midtown area encouraging them to live near where they work. In the case of Grosse Pointe Park, the incentives are targeted at students in an effort to establish a cool place where students will want to live even after they graduate. In both cases the incentives are financed by a collection of public and private sources.

### Grosse Pointe Park Offers Housing Incentives to Students

About a year ago, some Grosse Pointers came up with the idea to create educational housing incentives for university students while also adding vitality to the Grosse Pointe Park rental market and surrounding commercial business districts. Now the Grosse Pointe Housing Foundation grant is available to eligible students for housing expenses of up to 50% of rent not to exceed \$350 per month. They've just started accepting applications within the last month and Dale Krajniak, Grosse Pointe Park's City Manager, says it's really been a home run.

Craig sits down with Mike Stines, Board Member for the Grosse Pointe Housing Foundation, to get more information about this incentive. Information on applying can be found [here](#).





Home Incentives Midtown at a Glance Sample Properties Information Boundaries Contact

## It pays to live in Midtown!

That is...if you work at the Detroit Medical Center (DMC), Henry Ford Health System (HFHS) or Wayne State University (WSU). As if being a moment's walk from one of 10 theaters, nine museums, over 40 restaurants, 12 galleries, charming boutique retail, and more, wasn't enough! Now, there are financial incentives to live here for employees of these three major anchor institutions.

Yes, Live Midtown is a residential living program aimed to entice you, as a DMC, HFHS or WSU employee, to live and invest in a Midtown home. There are four **incentive options** to accommodate those looking to purchase or rent a home, and current homeowners interested in exterior improvements.

Your housing choices are endless – own or rent; condo or rowhouse; low-rise or mid-rise; historic or new construction – so dive into this Web site and learn more about the incentives and how to take advantage of them.

Most importantly, make sure to Live Midtown, where life is art!



**Commercial Rehabilitation Act.** The Commercial Rehabilitation Act (PA 210 of 2005) encourages the rehabilitation of aging commercial and multiple family buildings. The act allows local communities to establish commercial rehabilitation districts and abate all or portion of real property taxes for up to ten years. Project reinvestment must exceed 10 percent of the current value of the property and includes redevelopment on sites that were previously occupied by commercial or multiple family buildings.

### Access Management

The efficiency of the City's road network will depend in large part on proper access management. This is particularly true where regional and local traffic demands on the County road network create a difficult balancing act. The City should consider specific measures in this regard by developing zoning ordinance standards and requirements for traffic impact analysis and access management. Application of these standards as well as development of improved site plan review standards will insure consistent application of access management techniques throughout the City.

The City participates in the Rochester Road Access Management Plan with a number of other communities in an effort to manage access along Rochester Road and to maximize safe and efficient access.



michiganbusiness.org

### COMMERCIAL REHABILITATION ACT

Public Act 210 of 2005 encourages the rehabilitation of commercial property by abating the property taxes generated from new investment for a period up to 10 years. As defined, commercial property is a qualified facility that includes a building or group of contiguous buildings of commercial property that is 15 years or older, of which the primary purpose is the operation of a commercial business enterprise or multifamily residential use. A qualified facility may also include vacant property or other commercial property which, within the immediately preceding 15 years, was commercial property. Types of commercial business enterprises include office, engineering, research and development, warehousing, parts distribution, retail sales, and other commercial activities. Multifamily residential is housing that consists of five or more units. Commercial properties allocated new market tax credits are also considered a qualified facility.

Qualified retail food establishments are considered a qualified facility for purposes of granting the tax abatement. These establishments include a retail supermarket, grocery store, produce market, or delicatessen that offer unprocessed USDA-inspected meat and poultry products or meat products that carry the USDA organic seal, fresh fruits and vegetables, and dairy products for sale to the public. The qualified retail food establishment must be located in a "core community" as defined in the Obsolete Property Rehabilitation Act (PA 146 of 2000) or in an area designated as rural as defined by the United States Census Bureau and is located in an underserved area.

Commercial property does not include property that is to be used as a professional sports stadium or a casino. Land and personal property are not eligible for abatement under this act.

#### WHO IS ELIGIBLE?

"Qualified local government units" mean any city, village or township.

#### WHAT IS REHABILITATION?

Rehabilitation is defined as changes to qualified facilities

that are required to restore or modify the property, together with all appurtenances, to an economically efficient condition. The new investment in the rehabbed property must result in improvements aggregating to **more than** 10 percent of the true cash value of the property at commencement of the rehabilitation of the qualified facility. Rehabilitation includes the following: improvement of floor loads, correction of deficient or excessive height, new or improved fixed building equipment including heating, ventilation, and lighting, reducing multistory facilities to one or two stories, improved structural support including foundations, improved roof structure and cover, floor replacement, improved wall placement, improved exterior and interior appearance of buildings, and other physical changes required to restore or change the property to an economically efficient condition.

Rehabilitation also includes new construction on vacant property from which a previous structure has been demolished and if the new construction is an economic benefit to the local community as determined by the qualified local governmental unit.

Rehabilitation for a qualified retail food establishment also includes new construction.

#### WHAT IS THE PROCESS?

Before the Commercial Rehabilitation Exemption Certificate (i.e. property tax abatement) can be granted to the commercial property owner, the city, village or township by resolution of its legislative body, must establish a Commercial Rehabilitation District. The establishment of the district may be initiated by the local government unit or by owners of property comprising 50 percent of all taxable value of the property in the proposed district. The district must be at least three acres in size unless it is located in a downtown or business area or contains a qualified retail food establishment.

The city, village or township must hold a hearing to establish a Commercial Rehabilitation District. Notification of the hearing must be given to the county



## Federal and State Grant Programs

Federal and State grants are much smaller and more competitive than in their heyday during the 1950's through the mid-1980's. There are still programs in place, however, particularly for pollution abatement (sanitary sewers), pedestrian enhancements (related to roadway projects), and parks and recreation. Proper planning in advance is generally the key to success in securing these grants. Often times the granting agency is particularly interested in innovative projects that stretch the grant dollars or present a concept that is transferable to other communities. Projects that involve collaboration between two or more municipalities often receive priority for funding.

## Intergovernmental Cooperation

Intergovernmental cooperation typically involves developing an Urban Cooperative Agreement with another government entity, a special district, a multipurpose district, or a school district. These Agreements are permitted through the Urban Cooperation Act, P.A. 7 of 1967. Urban Cooperative Agreements assist a community in providing services or developing projects which they may not otherwise have the financial resources or capability to undertake by themselves. In the past, the City has used this type of agreement to create the Older Persons' Commission and the Rochester Avon Recreation Authority (RARA). Many Agreements also involve developing projects which include land within multiple jurisdictions, such as the Paint Creek Trail located within Rochester, Lake Orion, Orion Township, Oakland Township, and Rochester Hills. Other multi-jurisdictional efforts include the Tri-city Sustainability Plan (Rochester, Rochester Hills, and Auburn Hills), and the Rochester Road Access Management Plan.

### **The Tri-City Sustainability Planning Project (Rochester, Rochester Hills, Auburn Hills)**

The City has worked with the cities of Rochester Hills and Auburn Hills to develop a coordinated community sustainability plan. Fishbeck Thompson Carr & Huber FTCH and WARM Training Center are project consultants. The communities were selected through a competitive process based on their demonstrated commitment to sustainability and collaboration. Local actions plans will be developed to integrate economic, community and environmental goals, indicators and targets, and will prioritize existing and needed efforts for advancing local sustainability. Sharing and coordination of services will be emphasized to gain efficiencies.

## Historic Preservation

The historic character of Rochester not only defines its identity, it provides the City with a competitive advantage that other communities cannot replicate. The National Trust for Historic Preservation's policy statement on community revitalization sums up several pro-preservation points: "Revitalizing our historic hometowns and Main Streets is not about nostalgia. It is about reinvesting in our older and historic neighborhoods. Preservation-based community development not only protects our heritage, but also is a viable alternative to sprawl that creates affordable housing, generates jobs, supports independent businesses, increases civic participation, and bolsters a community's sense of place."

Historic preservation also makes economic sense. Studies have shown that investment in historic neighborhoods and commercial centers stabilize property values, encourage redevelopment, stimulate business development, and generates tourist dollars.

In order to protect the valuable historic resources of the community, the City has created a Historic District Study Committee to explore the possibility of establishing a non-contiguous historic district within the City and developing incentives to encourage preservation of the City's historic resources.

### **Oakland County Main Street Program**

The Oakland County Main Street (OCMS) Program is part of the National Trust for Historic Preservation. It follows the Main Street Approach to downtown revitalization, and promotes the use of the approach for communities to revitalize their traditional commercial areas. Main Street serves as the nation's clearinghouse for information, technical assistance, research and advocacy on preservation-based commercial district revitalization.

The City is currently participating in the Oakland County Main Street Program. Developed in February 2000, the Program provides intensive technical service to develop a local Main Street Program and to address specific downtown revitalization issues. MSOC, and its unique Oakland County Downtown Design Studio, provide assistance with physical design, economic restructuring and business development.



A Needs Assessment Report was provided each year by Oakland County Main Street. It includes the principals of the Main Street Program and a history of the Main Street Program in Oakland County. The Needs Assessment analysis also provides observations and recommendations for the City's organizations (particularly the City of Rochester Downtown Development Authority), promotions, design and economic restructuring. These findings are based on the visit of a needs assessment team to the City and a number of interviews and focus group sessions that were held with downtown stakeholders.

The recommendations of the Needs Assessment Report have been incorporated into the decision making process of this plan where applicable. These and other recommendations of the report should be taken into account for future direction of the City and its organizations.

In 2013 the City of Rochester was awarded the Great American Main Street Award (GAMSA) by the National Trust for Historic Preservation, which is the highest national honor a City can receive for its Main Street.

## Environmental Stewardship

The Clinton River and Paint Creek are just two of the incredible natural resources that contribute to the environmental quality of life in Rochester. These resources also contribute to the value of property within the City. According to a study conducted by Michigan State University, there is a \$55,000 average premium for waterfront residential property, \$5,000 to \$16,000 for property located close to a trail or path network, and \$5,000 to \$8,000 for residential property that is close to natural areas or open spaces.

The City has already committed significant resources to the preservation and maintenance of these and other natural resources in the City and continues to pursue these opportunities through programs such as Blue Cities, and organizations such as the Clinton River Watershed Council. Concepts and tools available include:



*Low Impact Rain Garden*

- Green/Blue Infrastructure Planning (interconnected network of open spaces, natural areas and waterways)
- Low Impact Development Principles (minimize disturbance, mimic the natural water cycle, integrate natural systems)
- River Valley District Overlay (protect floodplains)
- Stormwater Management Ordinance (control stormwater runoff)

### Clinton River Watershed Water Towns

CRWC has worked for many years to advance watershed management, the blue economy, tourism, and green infrastructure. Rochester has recently joined the WaterTowns initiative to participate in a community-based effort to develop a vision for the entire watershed, from the headwaters of the Clinton River all the way to coastal Lake St. Clair, highlighting opportunities to maximize the potential of the Clinton River and Lake St. Clair to attract and retain residents and businesses by offering a unique quality of life and sense of place supported by local water resources. Not only do these developments enhance the community, they also provide tourism opportunities that bring prosperity to local business.



The Clinton River landing at Rochester is the pilot project of the Water Towns initiative. In November 2013, the Clinton River Watershed Council presented its report on the project “WaterTowns: Clinton River Landing at Rochester, Master Plan Report” – elements of which will guide the City’s future environment planning decisions.

# WaterTowns

Connecting people and waterways in the Clinton River and Lake St. Clair



## Re-Evaluation and Adjustment of the Plan

### CONCLUSION

Each of these implementation tools will present opportunities to implement pieces of the Plan. The list of implementation tools will grow as the City gains new experience. The suggestions presented in this chapter are offered as actions that should be taken in the short-term in order to set the basic concepts of the Plan in motion. As the City begins the delicate task of negotiating with developers, institutions, public agencies, state and county departments, and the like, additional actions will become necessary in order to maintain the momentum of the Plan.



# 10. Capital Improvement Planning

Each taxpayer in Rochester has invested hundreds or thousands of dollars in community facilities such as roads, parks, drains, buildings, and other capital equipment. One of the most overlooked roles of Rochester staff is to protect this substantial public investment. Part of this role is fiscal, ensuring that the taxpayer receives optimum benefit for the least amount of dollars. Duplication of services and unnecessary expenditures should be avoided.

The management of City facilities and expenditures is an important technique in managing development in Rochester. The investment in new facilities and services should be coordinated with plans for future development and needs.

The foremost emphasis in Rochester should be on maintaining and improving the quality of existing facilities. One of the most effective methods is to develop and utilize an annual Capital Improvements Program.

## Capital Improvement Plan (CIP)

As part of its 2013 Master Plan Process the City developed an updated CIP. This document is also included (and updated) in the City's annual budget document. The format and presentation continues to evolve. Each project is complex and had certain details that are unable to be shown in summary for appropriate for this document. Readers are encouraged to contact the City regarding specific projects to obtain more information. The DDA also has developed a CIP for prioritization and planning of projects within the district.

Each project identified in the CIP represents an opportunity for the City to either: 1) address a critical need; 2) make strategic investment in public infrastructure for the future; 3) improve the level of service the City provides. Each of these opportunities are important, but in order of importance the City considers "needs" as the highest priority; "investments" as the second highest priority; "improvements" as the third level of priority.

Future project funding will be based on project priority, availability of funding (including grant funding) and policy direction by City Council. The CIP is reviewed on an annual basis to determine if new projects should be added and/or if existing projects should remain in the plan. Each year the projects for the following fiscal year are evaluated in detail to determine if funding will be allocated. Projects may be delayed if funding is not available, or moved ahead of schedule if funding is identified.

The following two pages list the projects currently identified in the CIP, each is color coded based on priority:

- 1) Critical Need
- 2) Strategic Investment
- 3) Improved Level of Service



CIP  
FYE 2014 - FYE 2019

	Fund	Notes	FYE 2014	FYE 2015	FYE 2016	FYE 2017	FYE 2018	FYE 2019
			TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL
Romeo Street - Main to Parkdale - Resurfacing	202 - Major Roads	Project linked to Local Road Project	154,025	-	-	-	-	-
South Street - Diversion to 399 South	202 - Major Roads	Projected linked to a Water Project	-	1,502,030	-	-	-	-
South Street - Diversion to 399 South Sidewalk and Lighting	202 - Major Roads	Potential SAD	-	-	564,595	-	-	-
Clinton River Trail Dequindre Crossing	202 - Major Roads	TAP Grant of \$99,970, TriParty Funding of \$62,172, Shelby Twp. funding of \$15,543.	193,220	-	-	-	-	-
Letica to South Street Bridge	202 - Major Roads		-	-	-	3,373,190	-	-
Reconstruction - Ludlow Street (PASER BASED)	202 - Major Roads	Project linked to Water Project	-	-	-	-	279,744	-
Street Bridge Repairs	202 - Major Roads	As identified by the bridge inspection report. None identified as critical	-	-	-	-	-	-
River Mist - Resurfacing	203 - Local Roads		-	92,400	-	-	-	-
Romeo Street - Parkdale to Ingewood - Resurfacing	203 - Local Roads	Project linked to Major Road Project	154,025	-	-	-	-	-
South Street - Bloomer Road - Paving	203 - Local Roads		-	-	-	-	524,758	-
Reconstruction - Sycamore Street (PASER BASED)	203 - Local Roads	Premature failure of the road, Admin researching options	-	-	279,850	-	-	-
Resurfacing - PASER BASED	203 - Local Roads		-	396,000	396,000	396,000	396,000	396,000
Romeo Street - Ingewood to Letica- Resurfacing	203 - Local Roads		291,950	-	-	-	-	-
S2 Sanitary Sewer - SSES	488 - Water/Sewer Capital	\$1,000,000 grant award. Funding in FYE 2013 & 2014	350,000	-	-	-	-	-
Sewer Main Replacement - Anticipated based on SSES	488 - Water/Sewer Capital	For projects identified by the SSES	-	330,000	330,000	330,000	330,000	330,000
South Street - Diversion to 399 South - Water Main Replacement	488 - Water/Sewer Capital	Projected linked to a Road Project	-	468,300	-	-	-	-
Ludlow Street - Water Main Replacement	488 - Water/Sewer Capital	Project linked to Road Project	-	-	-	-	411,546	-
Sanitary Lift Station SCADA	488 - Water/Sewer Capital		20,000	-	-	-	-	-
Tienken Road Waterline Project	488 - Water/Sewer Capital	Project is part of larger RCOC project in RH	-	409,283	-	-	-	-
Water Meter Replacement Project	488 - Water/Sewer Capital	Project to be funded over multiple fiscal years.	585,000	585,000	130,000	-	-	-
Water Reliability Study Update	488 - Water/Sewer Capital		25,000	-	-	-	-	-
Water SCADA Installation	488 - Water/Sewer Capital	5 year implementation. Project started FYE 2012	400,000	250,000	100,000	-	-	-
Water Tank Cathodic Protection	488 - Water/Sewer Capital		-	-	125,000	-	-	-
WTP Well Replacement - #1	488 - Water/Sewer Capital		-	-	-	-	200,000	-
WTP Well Replacement - #3	488 - Water/Sewer Capital		-	-	-	200,000	-	-
WTP Well Replacement - #4	488 - Water/Sewer Capital		-	-	200,000	-	-	-
Cemetery Replace Water Service	499 - Capital		-	-	-	15,000	-	-
Columbarium Project	499 - Capital		-	-	15,000	15,000	-	-
Entrance Gate and Fencing	499 - Capital		-	-	-	-	40,000	-
Replating of flush spaces to monument spaces	499 - Capital		-	14,000	-	-	-	-
Veterans Section Improvements	499 - Capital		40,000	30,000	-	-	-	-
City Hall Renovation	499 - Capital	Project to be planned in multiple phases	-	-	-	-	-	260,000
New Election Precinct Six	499 - Capital	Projected needed based on population growth	-	10,000	-	-	-	-
Replace Election Machines	499 - Capital	Grant funding may be available	-	-	50,000	-	-	-
Branding	499 - Capital		50,000	-	-	-	-	-
Historical Commission Designated Projects	499 - Capital		50,000	50,000	50,000	50,000	50,000	50,000



CIP  
FYE 2014 - FYE 2019

	Fund	Notes	FYE 2014	FYE 2015	FYE 2016	FYE 2017	FYE 2018	FYE 2019
			TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL
Band Shell - Located at Current Sound Stage	499 - Capital	Funds received from an estate for the project	325,547	-	-	-	-	-
Comfort Station - Freestanding East Side of Park	499 - Capital			229,490	-	-	-	-
Basketball Courts at Jaycee Field Resurfacing	499 - Capital		-	20,000	-	-	-	-
Clinton River Trail Signage and Enhancements	499 - Capital	Anticipated 75% grant funded	-	209,000	-	-	-	-
Clinton River Trailhead Parking at Parkdale and Dequindre	499 - Capital	Project would be a public/private partnership if private partner is identified		20,000	-	-	-	-
Comfort Station and Pavilion - West Side of Park	499 - Capital		-	-	192,020	-	-	-
Design for Bunker Park	499 - Capital	Project related to Leticia to South St bridge project	-	-	-	-	-	10,000
Dinosaur Hill Erosion Control	499 - Capital		-	-	50,000	-	-	-
Elizabeth Park Improvements	499 - Capital		10,000	10,000	-	-	-	-
Howlett Park Improvements	499 - Capital		10,000	10,000	10,000	-	-	-
Jaycee/Halbach Fields Improvements	499 - Capital		15,000	10,000	-	-	-	-
Main Street to Municipal Park Connection @ Paint Creek	499 - Capital		-	-	-	-	-	150,000
Municipal Park Improvements	499 - Capital		10,000	10,000	10,000	10,000	10,000	-
Paint Creek Bridge Replacement at Dino Hill	499 - Capital		-	-	-	-	350,000	-
Paint Creek Restoration Project - Dino Hill to Paint Creek Bridge	499 - Capital	Project 100% grant funded. Must be completed during FYE 2014/ FYE 2015	750,000	-	-	-	-	-
Scott Street Park Improvements	499 - Capital		20,000	10,000	-	-	-	-
DPW - Replace overhead doors (insulated)	499 - Capital		12,000	12,000	-	-	-	-
DPW - Roof on the north building	499 - Capital		-	-	20,000	-	-	-
Sidewalk Reconstruction Program	499 - Capital		50,000	50,000	50,000	50,000	50,000	50,000
Financial Software - Upgrade and Replace	499 - Capital		-	110,000	-	-	-	-
Fire Department Building - Decontamination and Quarters	499 - Capital		-	320,000	-	-	-	-
Fire Department Vehicle Exhaust System	499 - Capital		-	-	-	40,000	-	-
Public Safety Training Site Facility Renovation	499 - Capital		-	-	-	-	-	800,000
Development of GIS System	499 - Capital		5,000	5,000	5,000	5,000	5,000	-
Parking Management and Financing System	499 - Capital	No budget at this time. Parking Strategy funding in FYE 2013. Funding may be allocated through CIP and/or budget amendment	-	-	-	-	-	-
Police Patrol Vests	499 - Capital		25,700	-	-	-	-	25,700
Police Records Management	499 - Capital		5,000	5,000	5,000	-	-	-



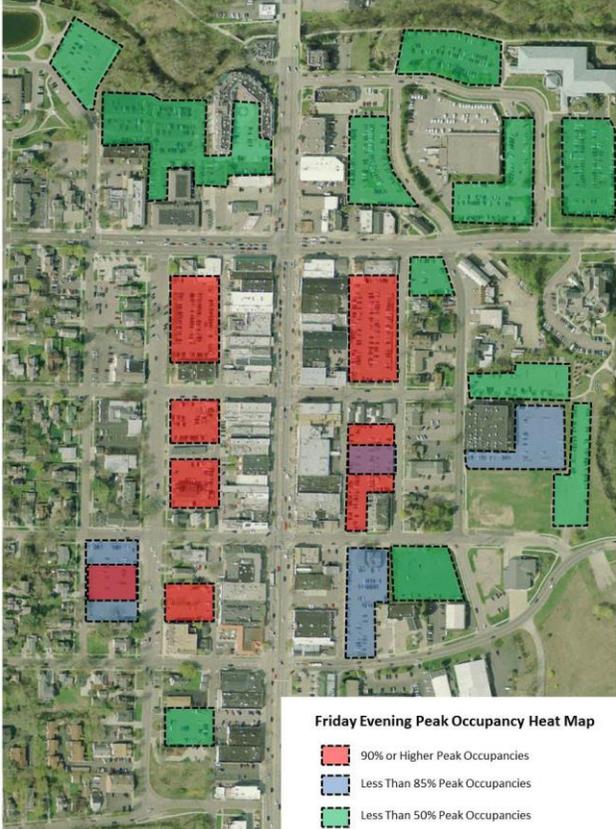
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# 11. Parking Strategy

The City of Rochester and the Rochester DDA initiated a project to analyze current parking conditions in the downtown area and to develop an overall parking strategy. The last time downtown parking supply and demand was fully analyzed was in 2003. At that time, the study results indicated that sufficient parking capacity existed to adequately serve the needs of downtown. It has been nearly ten years since the last detailed parking study was completed for downtown Rochester. In an effort to update the findings of the 2003 parking study and to assess current parking conditions, the City/DDA/Planning Commission commissioned a detailed analysis on existing downtown parking conditions. The 2013 Parking Strategy is closely tied to the policies, recommendations, and plans contained in this Master Plan and is incorporated into the master plan in its entirety by reference. The following is a brief summary of the 2013 Parking Strategy.

The results of the parking analysis show that, although some of the public surface lots currently operate at maximum capacity during peak parking demand periods, there is currently sufficient parking supply in the downtown study area in general to support current business activity.



Findings from the project indicate that parking availability in the most high-demand parking areas could be improved by better managing existing parking assets through new pricing policies, with a more dedicated level of consistent parking enforcement, and through the acquisition of new parking control and parking enforcement technologies.

The comparable downtown analysis shows that Rochester's meter rate of \$.25 per hour is well below the on-street rates charged by other downtowns, and that Rochester's parking enforcement program is not as robust as the other downtowns included in the analysis. The comparable downtown analysis revealed that Rochester is the only city that subsidizes its parking program with direct cash contributions from the general fund. The general fund contribution required to balance the parking fund operational budget for FY2013 is expected to exceed \$111,000 (in addition to a DDA contribution of \$50,000 budgeted for FY2013).

### On-Street Parking

City	Street Meters? #	Hourly Meter Rate	Meter Hours	Free Parking?	Type of Equip.	Charge for Evenings and Saturdays?
Plymouth	None	Free	N/A	Yes	N/A	N/A
Rochester	Yes 294	\$.25	Mon-Sat 8am – 6pm	Bagged Meters	Old Mechanical	Not Evenings
Northville	None	Free	N/A	Yes	N/A	N/A
Grosse Pointe	Yes 200	\$.75 \$.50	Mon-Sat 9am – 9pm	No	Duncan Electronic	Yes
Birmingham	Yes 1,200	\$1.00	Mon-Sat 9am – 9pm	First 2 Hours Free In Decks	POM Electronic Duncan Housings	Yes

### Off-Street Parking

City	Parking Lots	Parking Structures	Total Off-Street Spaces	Parking Rates	Charge for Evenings and Saturdays?
Northville	11	2	1,963	Free	No
Rochester	9	0	914	Free	No
Plymouth	6	0	656	Free	No
Grosse Pointe	7	1	1,034	\$.50/Hr	Yes
Birmingham	4	5	2,000+	\$.50 to \$1.00 Hr	Yes

### Parking Operating Revenues



City	Operating Budget	Net Parking Income	General Fund Support	DDA/TIF Support	Payment In Lieu	Parking Exempt
Plymouth	\$30,000	N/A	In Kind Maintenance	Capital Improvements	Yes \$10,000	No
Rochester	\$185,000	(\$111,893)	Cash Transfer \$111,893	\$50,000	Yes \$13,000	Yes
Northville	\$78,000	N/A	In Kind Maintenance	\$78,000	Yes \$5,440	No
Grosse Pointe	\$650,000	\$300,000	\$0	\$0	Yes \$9,000	No
Birmingham	\$4,100,000	\$890,000	\$0	\$0	No	Yes

#### Parking Enforcement

City	City Or DDA	Paper or Electronic Tickets	Total Tickets Issued	GF or Parking Fund	Notes
Plymouth	DDA	Electronic	2,400	Parking Fund	Just adopted escalating fine structure
Rochester	City	Paper	1,200	Parking Fund	Enforcement decreased significantly over past two years
Northville	City	Paper	Minimal	General Fund	City has not filled PT position in past few years
Grosse Pointe	City	Electronic	8,000	Split	\$35,000 to Parking Fund Balance to General Fund
Birmingham	City	Electronic	27,000	General Fund	City has reduced number of parking tickets issued

The parking budget and financial analysis shows that the parking fund has been operating at year-end deficits every year since the early 2000's, due to artificially low on-street parking rates, free parking in public lots, and a steady reduction in parking enforcement activity over the years. However, the City has maintained parking system operational expenses relatively steady over the past five years.

One of the most pressing decisions the City must address is what to do with its existing parking meters. The existing fleet of old mechanical parking meters is functionally obsolete and in need of replacement (if the decision is made to continue to charge for on-street parking). We have included a number of technology options for the City to consider in replacing its on-street meter fleet, with a summary of equipment costs, along with a summary of the advantages and disadvantages of each technology option.



Similar to the antiquated mechanical parking meters, Rochester's parking enforcement program consists of a non-computerized, paper ticket based system that is not in keeping with current best practices for municipal parking enforcement operations. Potential technology options and costs to address this situation are included in the report document.

As part of a longer term option (five-plus years), the City may wish to consider consolidating public parking away from low use lots and into higher demand areas through the creation of structured parking on existing high demand parking lots. Existing low use lots could then be offered as potential sites for future development projects.

The final chapter of the parking report includes a summary of parking policy options; potential pricing scenarios for customer paid parking, along with potential revenue projections; options for the City to consider for funding future parking facilities (such as payments-in-lieu of parking and a parking special assessment); and a summary of potential locations to consider for structured parking.

The ultimate goal of the final pricing and parking system funding strategy should be the creation of a break even parking program that provides sufficient parking for existing parking and generates sufficient revenues to cover operational costs, but that also generates sufficient reserves to cover the cost of future capital improvements. This system should also allow for expansion of the parking system to accommodate future development.



**Master Plan 2013**

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