

Where We Are Now

As of this Planning Commission meeting, the consultant team has conducted background research, preliminary analysis, and a series of initial interviews and public meetings. We have not made any proposals or even discussed the specific issues that we feel the master plan should address. This portion of the process is only about listening and learning. Certainly we know that master plans must address land use, which is very clearly focused on housing, commercial, institutional, industrial, and recreational uses, and is directly linked to the city's transportation systems. We have posed questions - in a survey and in interviews and roundtables - related to these subjects and to the city overall. The purpose is to identify the topics that we should focus our analysis, discussions, education, and problem-solving towards, along with any degree of nuance that we can determine at this point. We've done so with no solutions in mind, despite some public perception to the contrary.

We've heard quite a bit of commonality in areas of focus. Even where there is a lack of agreement on the solution to an area of concern we understand that those issues deserve focus, analysis, and greater clarity for this body and the public to evaluate. So far the common topics, even if controversial, are: housing growth, housing cost, neighborhood preservation, neighborhood services (such as nearby cafes, banks, and other regular non-residential destinations), aging in community, sustainability, parks, downtown character, Woodward character, corridor character, walking and biking safety, traffic speed and volume, transportation alternatives, parks, and stormwater. It is worth noting that these subjects were addressed in the 2012 master plan, with the exception of housing cost.

This section very briefly summarizes high-level areas of focus to help direct our conversation. The remainder of this document provides some of the background analysis and public input received to date, which is lengthy. The demographic analysis has already been posted on the project website, yet additional work will continue ahead of the charrette, and duly shared. We have also included a few of the citywide maps that are in progress, which

will be packaged similarly to the demographics analysis and posted to the project website. The remainder of the document includes summary information from our initial interviews and roundtable discussions, and a few in-progress takeaways from the survey. We will continue to add this information to the website as we complete input steps, such as the survey.

What We Need

We would like the Planning Commission to review this information and assist in directing our focus for the charrette. Are these areas of focus what we should plan to further investigate and develop directions and actions for through the charrette, leading into the master plan? Are there key issues missing? Is there context or further direction specific to these areas of focus that the Planning Commission would like to share ahead of our further analysis and charrette planning?

Areas of focus

- Vision: a clear future vision which drives future land use and zoning
- Housing growth: where, to what extent, and in which formats
- Housing cost: workforce housing, public and private sector solutions, and policies
- Neighborhood preservation: character, scale, and adjacencies
- Neighborhood services: where, to what extent, and in which formats
- Aging in community: accessibility, housing options, and enhancing senior services
- Sustainability: strategies to achieve S-CAP 2050 goals
- Parks: enhance access to parks and advance sustainability in parks

Summary and Direction

- Downtown character: growth, scale, variety, and character of retail and historic buildings
- Woodward character: appearance, safety, parking, and neighborhood encroachment
- Corridor character: appearance, safety, crossings, and the extent of commercial and residential uses
- Walking and biking safety: routes off of major roads, destinations, safe crossings
- Traffic speed and volume: road diet goals and impacts, and traffic calming in neighborhoods as well as major roads
- Transportation alternatives: non-car-based movement opportunities and supportive infrastructure, including real opportunities for transit
- Stormwater: addressing increasing volumes with sustainable strategies

Looking Forward

Over the next two months we'll focus our further analytical efforts and charrette preparations in reaction to the input we have received so far and the direction of the Planning Commission. In May we will hold the charrette, which focuses on visioning, ideation for proposals, and input, to provide direction for the master plan. During the charrette we will gather our multi-disciplinary team to co-create a future vision, study those agreed-upon areas of focus, analyze place-based aspects of the city and potential changes, and share and adjust with public input.

In the meantime, we will seek opportunities to expand participation to more residents, especially those less

represented to date such as younger people and renters. We acknowledge the logistical challenges experienced through the first in-person input sessions, which can be better accounted for through the charrette and in future engagement opportunities.

Additionally, early signs of misunderstanding around the master plan are clear. This has recently become common along with a growing international trend of divergence around planning principles, especially where focused on walkable cities, increasing attainable housing and diversity, addressing sustainability, and promoting pedestrian and cyclist safety. As it relates to this misunderstanding, we must reinforce the process and timeline, and the simple fact that no proposals or decisions have been made to date. We have followed-up on the suggestion to provide information about common planning principles, which we will add to the website. Additionally, the charrette will focus upon design + policy proposals which produces more precise public input.

Lastly, we should endeavor to reinforce the fact that Royal Oak residents love their city, they love their neighborhoods and neighbors, certainly their parks, and they want the best possible future for Royal Oak. This is overwhelmingly clear in survey results, and consistently expressed through in-person interactions. Royal Oak is a wonderful place that does not need to be reinvented, however it can become more sustainable, more accessible, safer, more attainable, more prosperous, and reinforce neighborhood and community identity and relationships.

Demographics Analysis

LandUseUSA is working on a market study that will help guide the Master Plan. We have been working with them on a [Demographic Analysis](#), an [Economic Analysis](#) and a [Real Estate Analysis](#).

First, the [Demographic Analysis](#) supports some hypothesis that we already had about the local market conditions. The existing residents tend to be affluent, relatively young families, and singles that could become families. The majority are owners, but renters are increasing while owners are decreasing. Also, your population is predominantly white without much racial or ethnic diversity. It is important to note that ethnicity and income are directly correlated, and one of the best ways to achieve more diversity is by offering affordable and attainable housing choices and opportunities for small businesses and entrepreneurs. While population growth has been and continues to be projected at a moderate-to-slow rate, households are shrinking in size, requiring more housing units to house the same population. Additionally, rates of home ownership have been decreasing and rentals increasing, which is projected to continue.

That is a segue to the [Economic Analysis](#), where we are finding that there certainly is a gap and market opportunity for retail, including in the downtown, along Woodward Avenue, and smaller neighborhood nodes with services like convenience-oriented eateries and coffee shops, laundromats, banks, and neighborhood food markets, small pharmacies, and independent hardware stores.

There also appears to be an opportunity to strengthen the offering of educational services, such as technical colleges or skilled training or trade centers. At the charrette we hope to have a round table that will include stakeholders in the healthcare industry and other employers to facilitate a discussion about educational services.

Finally, LandUseUSA also is working on a [Real Estate Analysis](#), which will include an inventory of existing housing choices by tenure (owner and renter), building format (houses, townhouses, lofts, duplexes, conventional apartments), and price (value and rent). This will help us gauge the magnitude of change needed in the housing market, including renovation and new construction, along with the housing formats that are in need.

Demographics Analysis

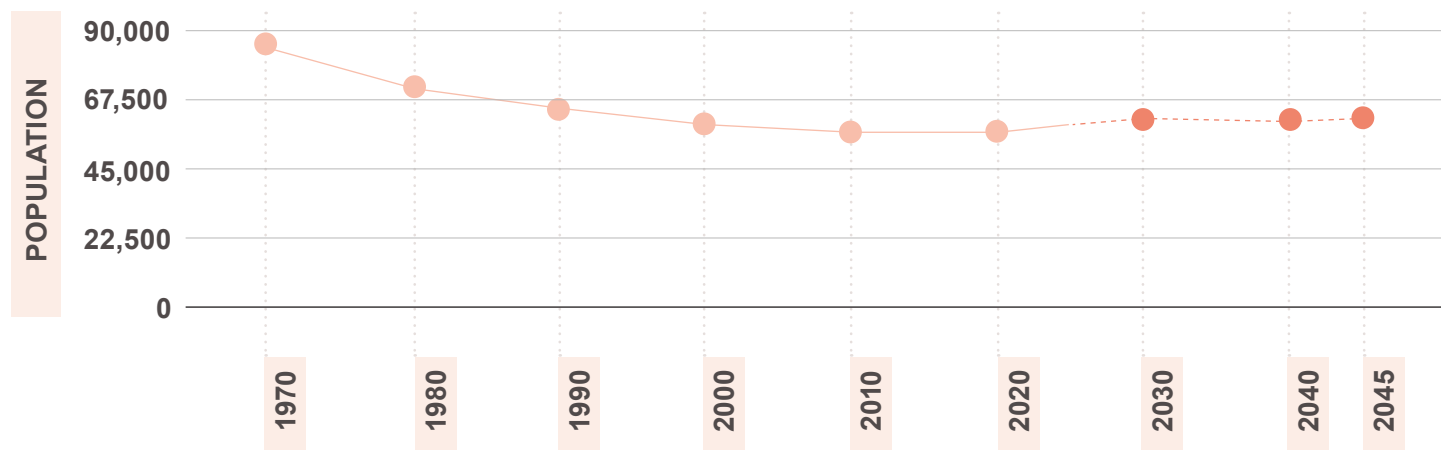
Population



Population Over Time

Decennial Census

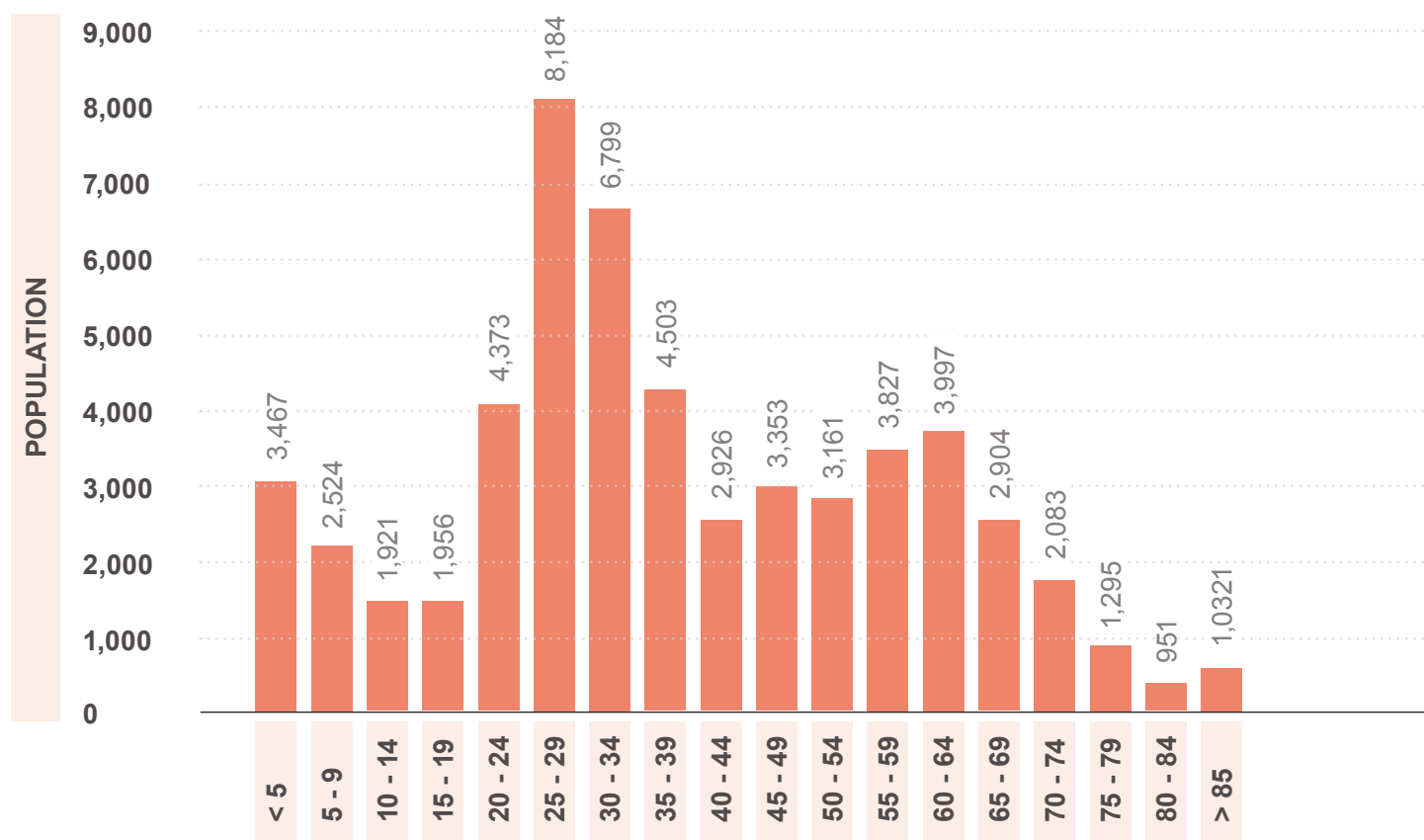
SEMCOG 2045 Forecast



Source: U.S. Census Bureau Decennial Census + SEMCOG 2045 Forecast - Community Profile



Population by Age Brackets



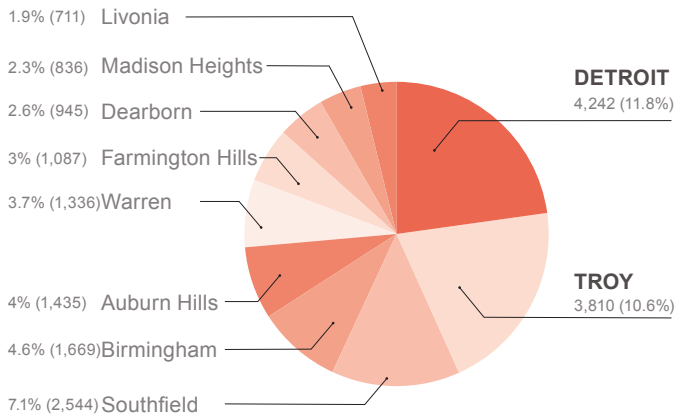
Source: 2020 ACS 5-Year Estimates, U.S. Census Bureau

Demographics Analysis

Employment



Outflow Commuting Patterns (Top 10 Places)



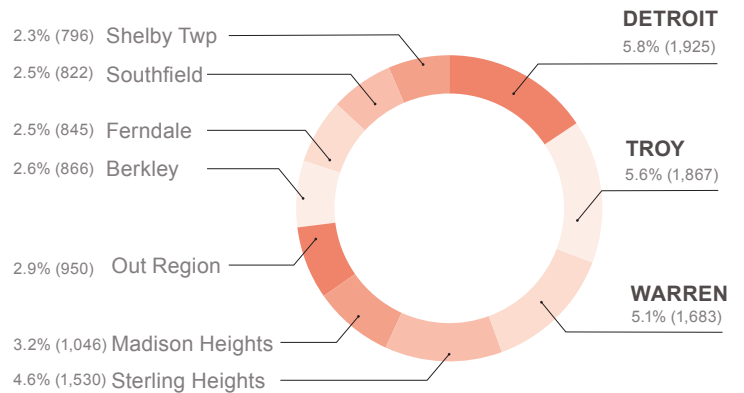
Other:

17.3% (6,241) Work in Royal Oak
31.1% (11,200) Commuting to Elsewhere

Source: SEMCOG 2016 Outflow Commuting Patterns



Inflow Commuting Patterns (Top 10 Places)



Other:

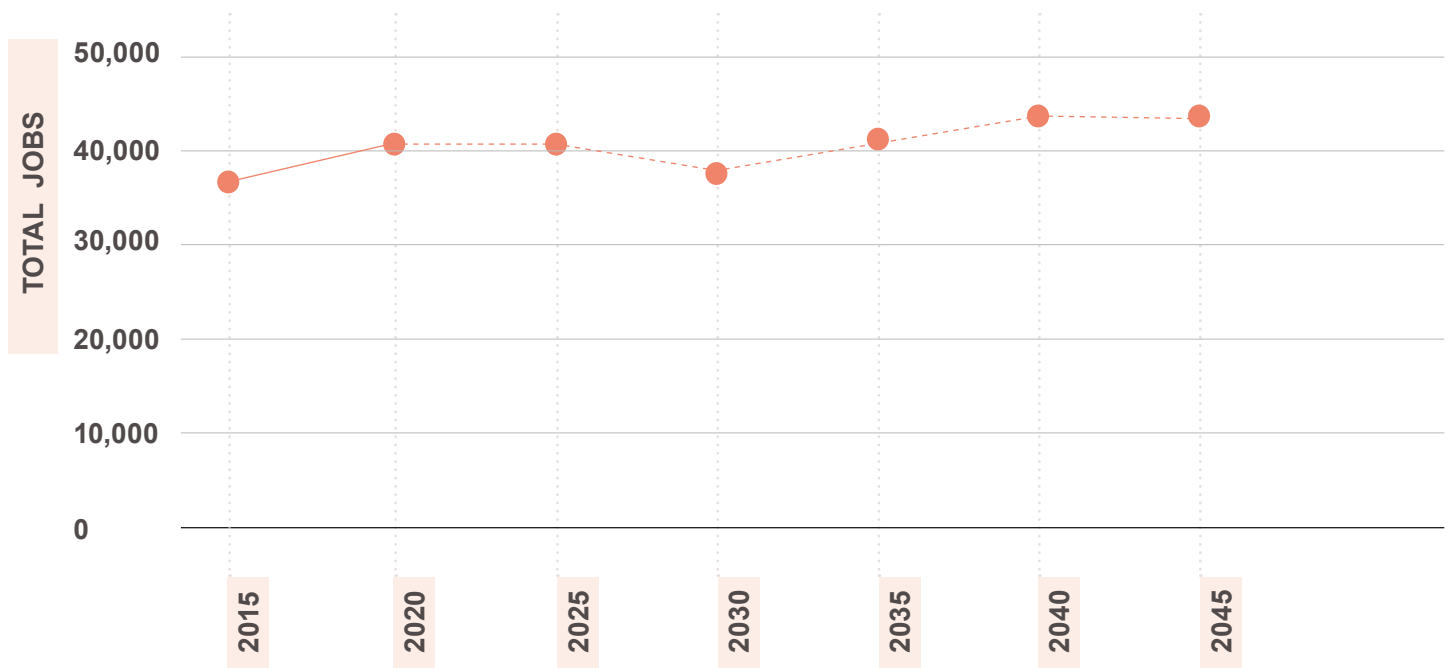
18.5% (6,241) Work in Royal Oak
44.4% (14,612) Commuting from Elsewhere

Source: SEMCOG 2016 Inflow Commuting Patterns



Total Forecasted Jobs

..... SEMCOG 2045 Forecast



Source: SEMCOG 2045 Forecasted Jobs

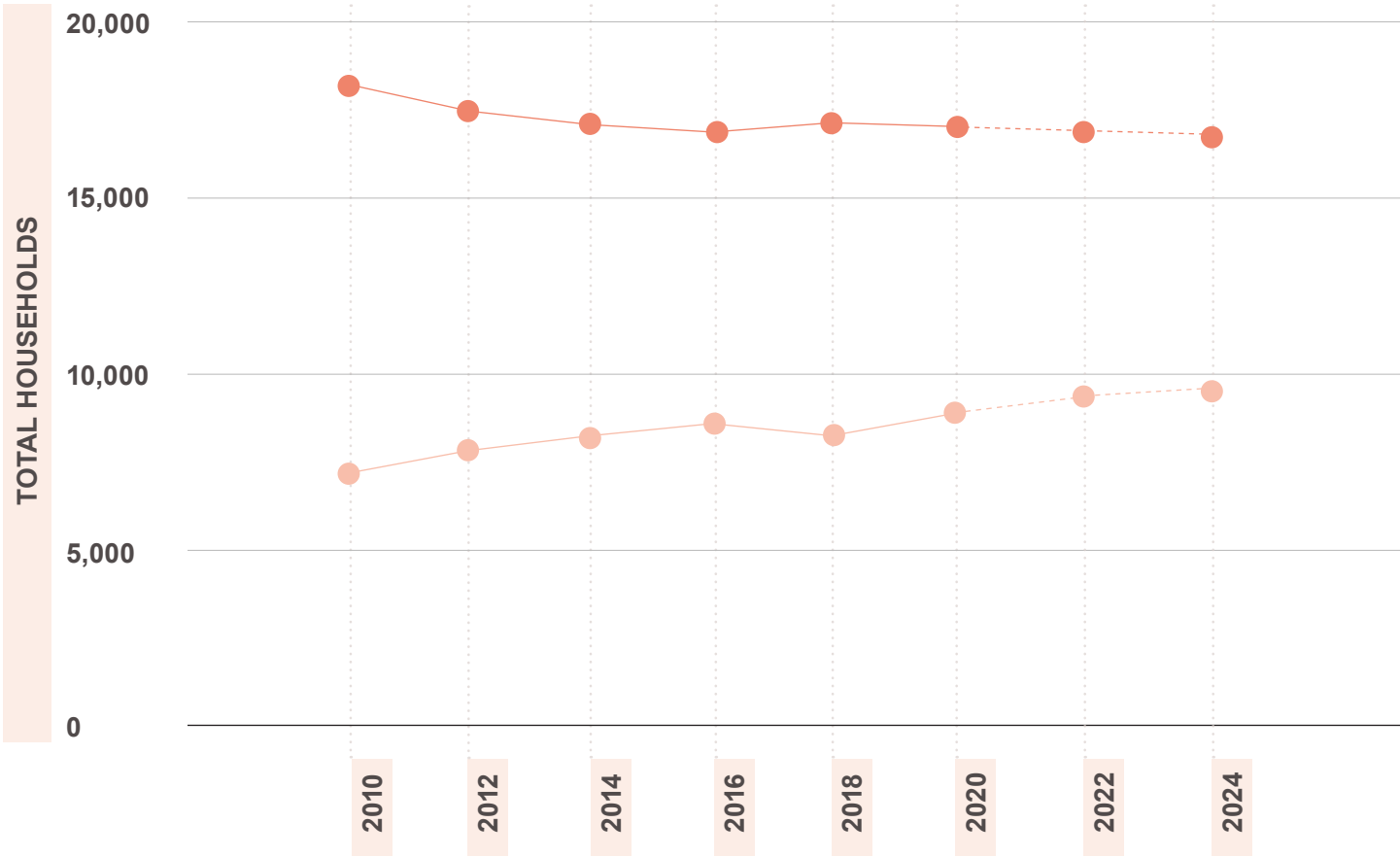
Demographics Analysis

Housing



Households by Tenure Over Time

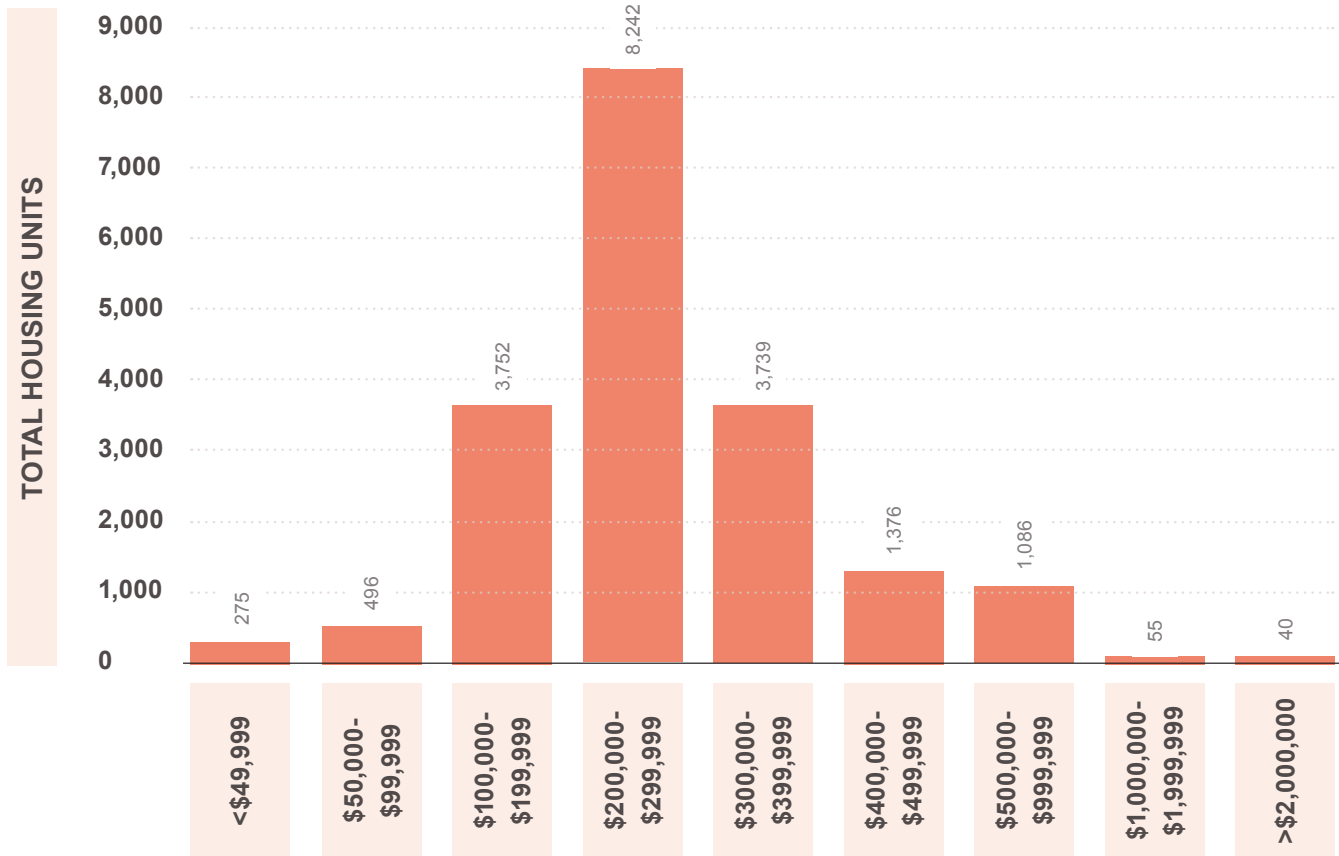
Renter Owner Forecast



Source: 2021 ACS 5-Year Estimates, U.S. Census Bureau



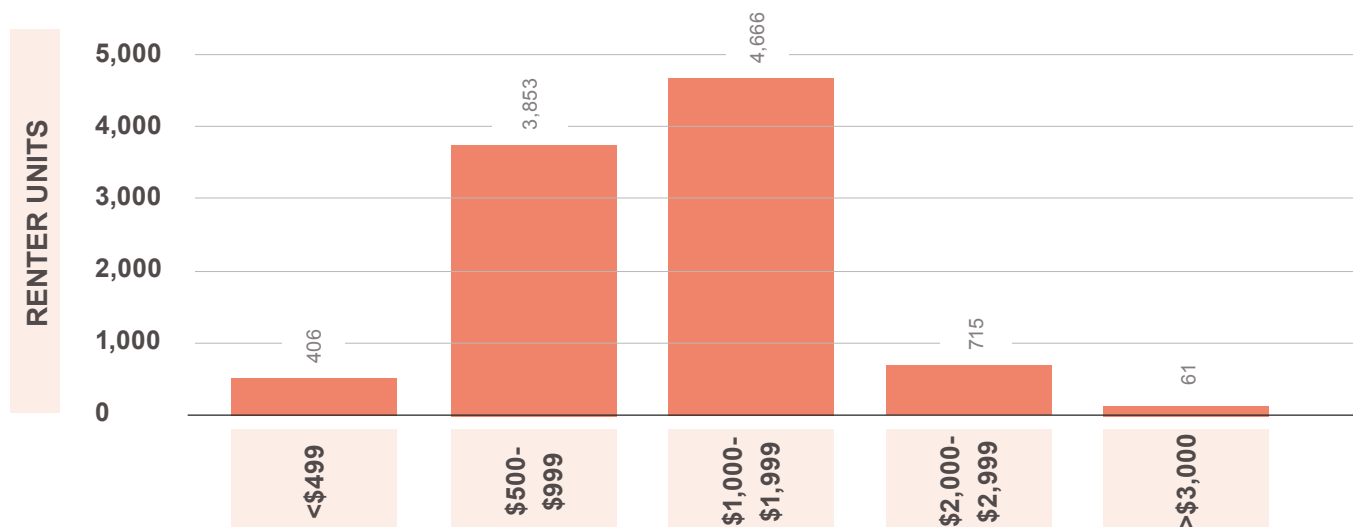
Home Value Brackets



Source: 2021 ACS 5-Year Estimates, U.S. Census Bureau



Contract Rent Brackets



Source: 2021 ACS 5-Year Estimates, U.S. Census Bureau

Initial Mapping Exercises

Summary

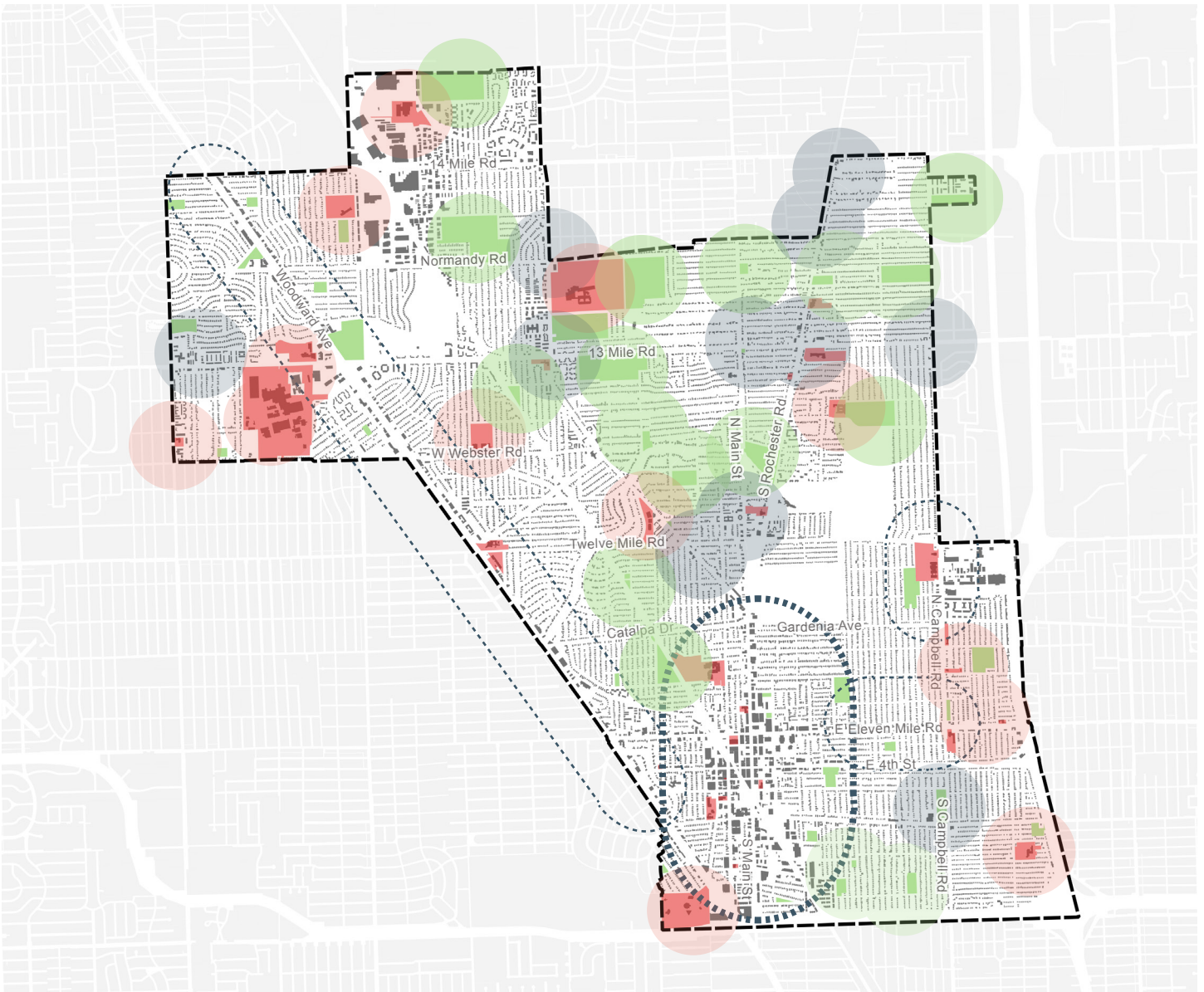
Initial Mapping Summary

We're processing publicly available data and beginning to map relevant physical attributes and demographic data for use throughout the master plan process. Mapping and map analysis is presently a work-in-progress and will continue up to the charrette. As we analyze public input, we will consider ways that map-based analysis may be of assistance as well as which data will be most relevant. Once this background mapping is completed, it will be added to the project website.

These maps include analysis that we typically complete to understand community structure, and issues we already know need to be assessed such as traffic volume, bike facility location and type, distribution of larger and smaller properties, distribution and type of commercial uses, and other such items that will help in analyzing the existing conditions as they relate to land use, sustainability, housing, and other core master planning issues.

Initial Mapping Exercises

Walkshed to Points of Interest



Walkshed to Points of Interest

Walkshed analysis identifies areas in the community that are within a, roughly, 5-minute walk from common points of interest. This helps to identify areas that lack easy access to parks, institutions, shops, and services, a key component of walkability. Areas with dashed outlines are “linear walksheds”, which means that there is a linear collection of points of interest rather than a single destination like a park, school, or shops at an intersection. Where the downtown or linear walksheds include parks and civic points of interest, the map identifies them as part of the common area of interest.

Key

1/4 Mile (5 Minute walk)

● Civic Points of Interest

● Commercial Points of Interest

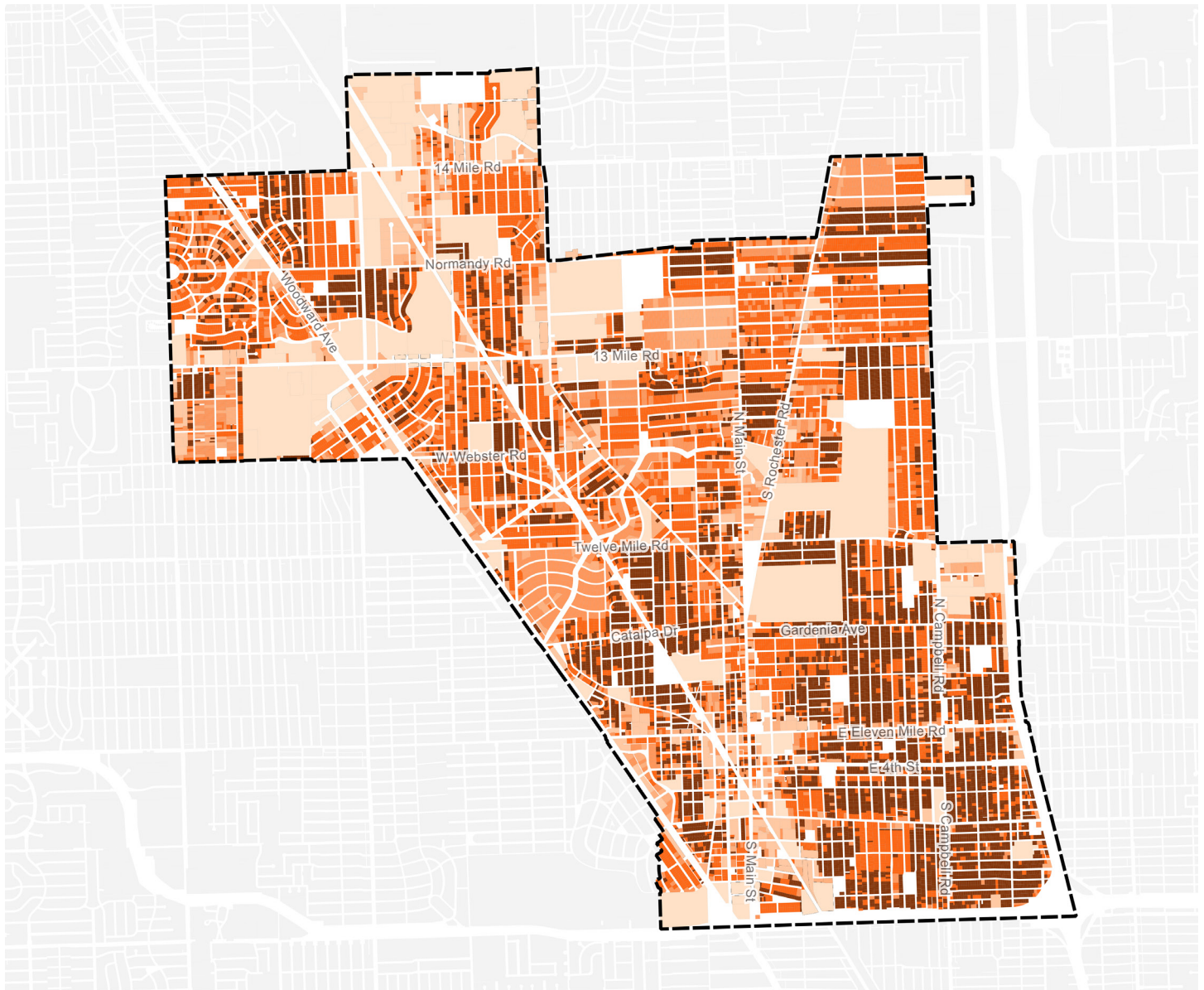
● Park/Open Space Points of Interest

1/2 Mile (10 Minute walk)

● Commercial Points of Interest

Initial Mapping Exercises

Parcels by Size



Parcels by Size

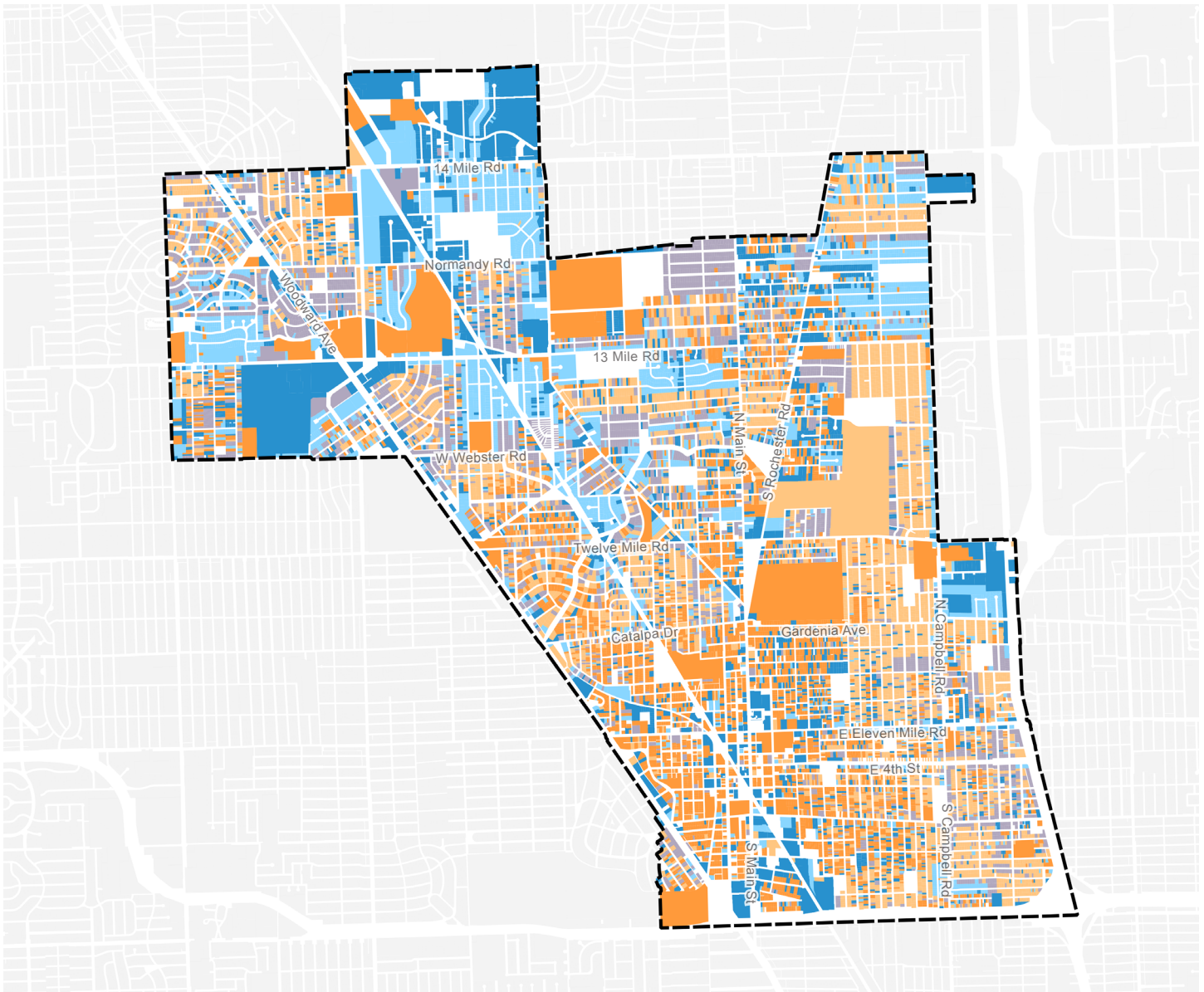
This map shows the size of each Royal Oak property, divided into common categories. Very few areas demonstrate consistency. This mapping will assist in evaluating existing zoning rules and policies related to lot splits. Because the depth of properties in Royal Oak can vary, we will consider mapping the lot width variation across the city, which tends to more accurately indicate changes in neighborhood character.

Key

Dark Orange	<.15 acres
Orange	.15-.25 acres
Light Orange	.25-.5 acres
Very Light Orange	.5-1 acres
Lightest Orange	1-3 acres
Off-white	3 acres +

Initial Mapping Exercises

Parcels by Building Age



Parcels by Building Age

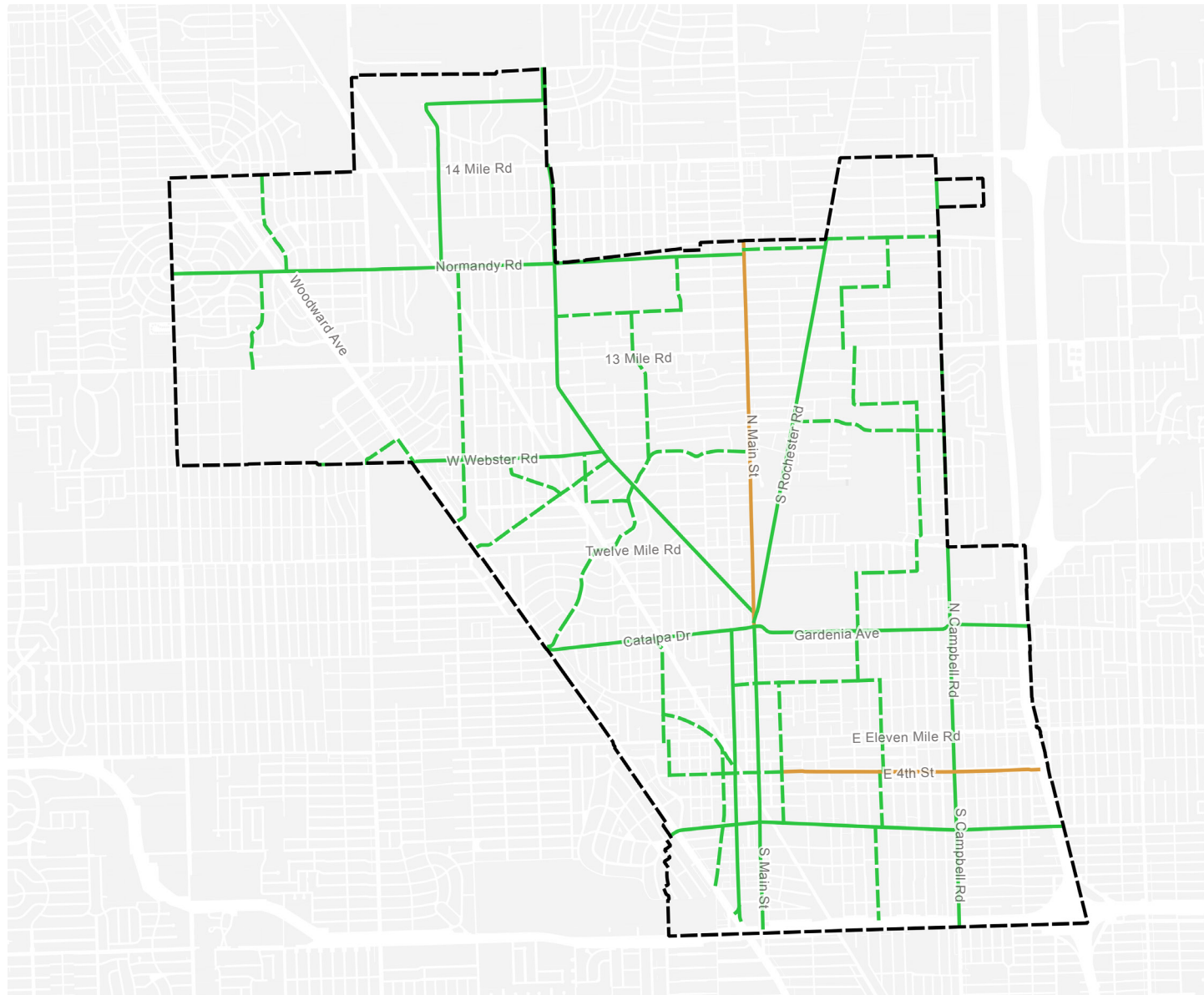
This map identifies the age of buildings throughout the city. Building age is mapped to the property to make it easier to read. This demonstrates that most of the city has seen redevelopment over the past 1/2 century, with very few places remaining consistent relative to building age.

Key

- Before 1938
- 1938 - 1949
- 1949 - 1953
- 1953 - 1963
- 1963 - 2020

Initial Mapping Exercises

Bicycle Network



Bicycle Network

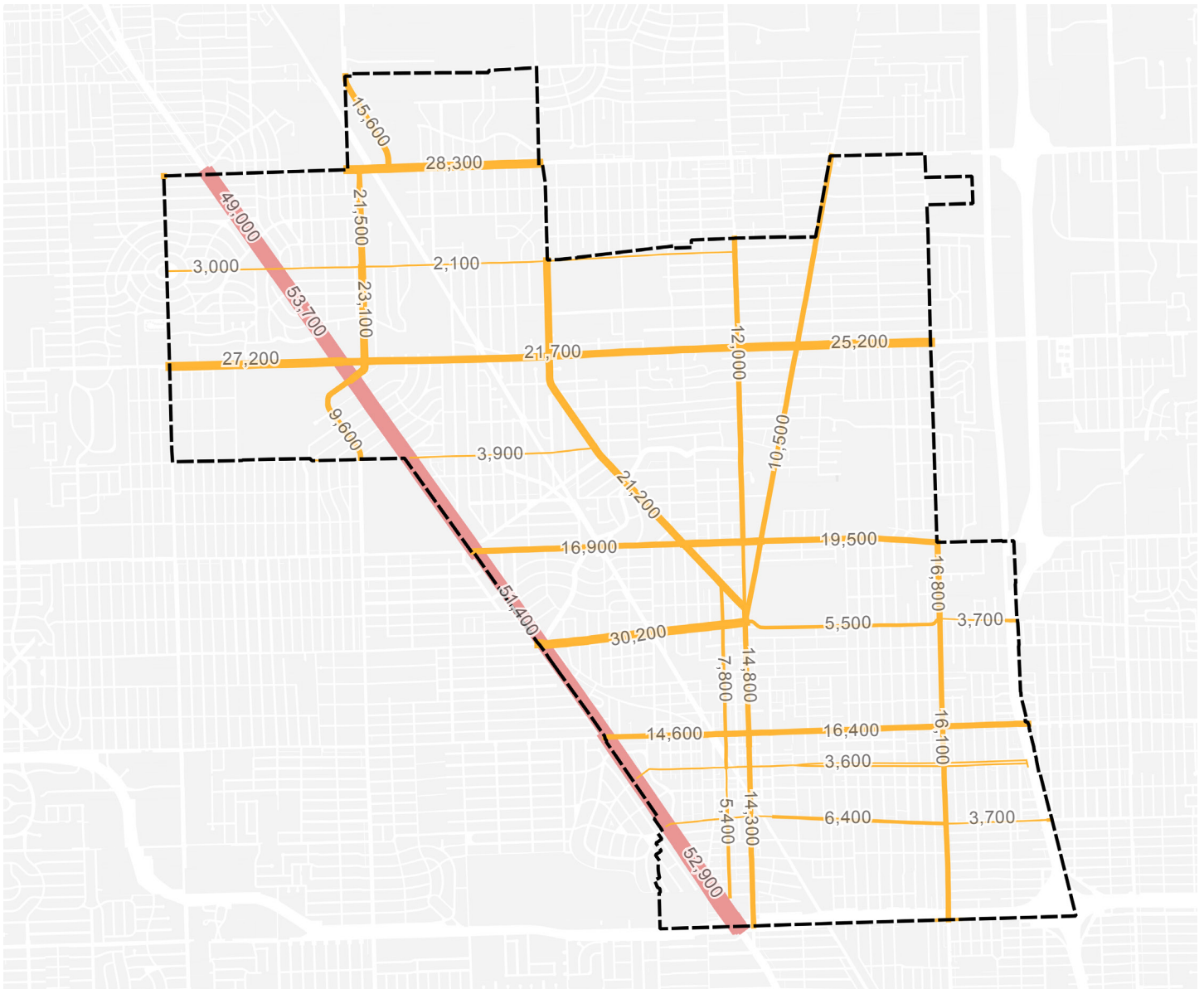
This map identifies the existing bicycle network as reported by existing city maps. When compared with the following traffic volume map, there is very little correlation between the type of bicycle facility and the volume of traffic on the same roadway. For instance, sharrows along Crooks are an inappropriate facility for a road of over 20,000 daily vehicle trips, which may be the result of well intentioned state policy applied in absence of a coherent network. Related, the network is highly fragmented, lacking the clarity needed to encourage and support area cyclists.

Key

- Dedicated Bike Lanes
- Shared Bike Lane (Sharrows)
- - Signed Bike Routes

Initial Mapping Exercises

Traffic Volume



Traffic Volume on Major Roads

This map identifies the amount of average daily traffic (ADT) along roads in Royal Oak. Higher numbers mean more vehicles use that road as compared to others. Traffic volume can change along the length of a road, called segments, which leads to different numbers along the same road. This is useful in analyzing the road configuration (how many lanes), appropriate type of pedestrian and bicycle accommodations, and considerations for safety at intersections and crossing high volume roads.

Key

0_ADT Semcog Collector

<5,000

5,000 - 10,000

10,000 - 15,000

15,000 - 20,000

20,000 - 25,000

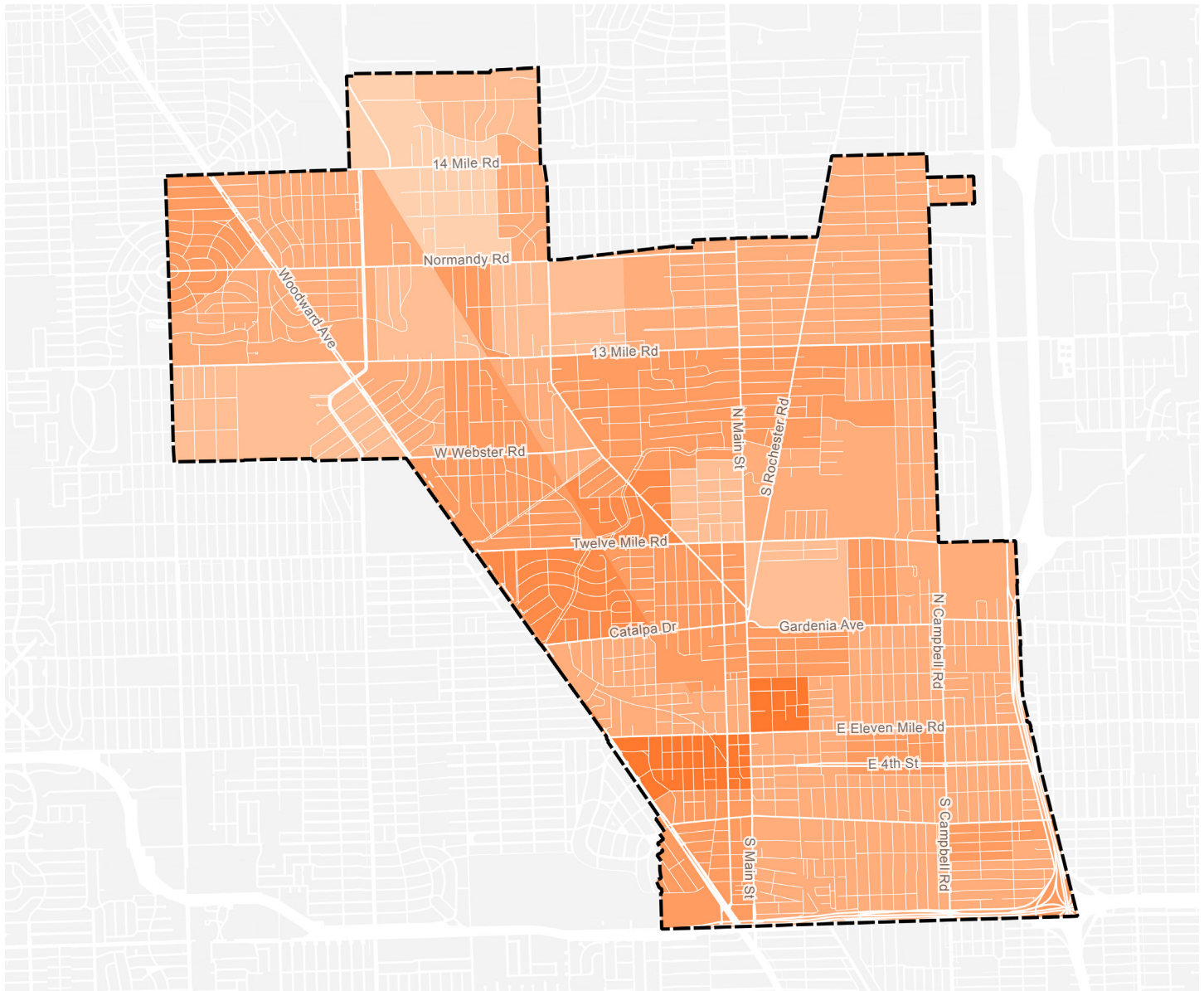
25,000 - 30,000

0_ADT Semcog Regional

Regional

Initial Mapping Exercises

Average Aggregate Household Income



Average Aggregate Household Income

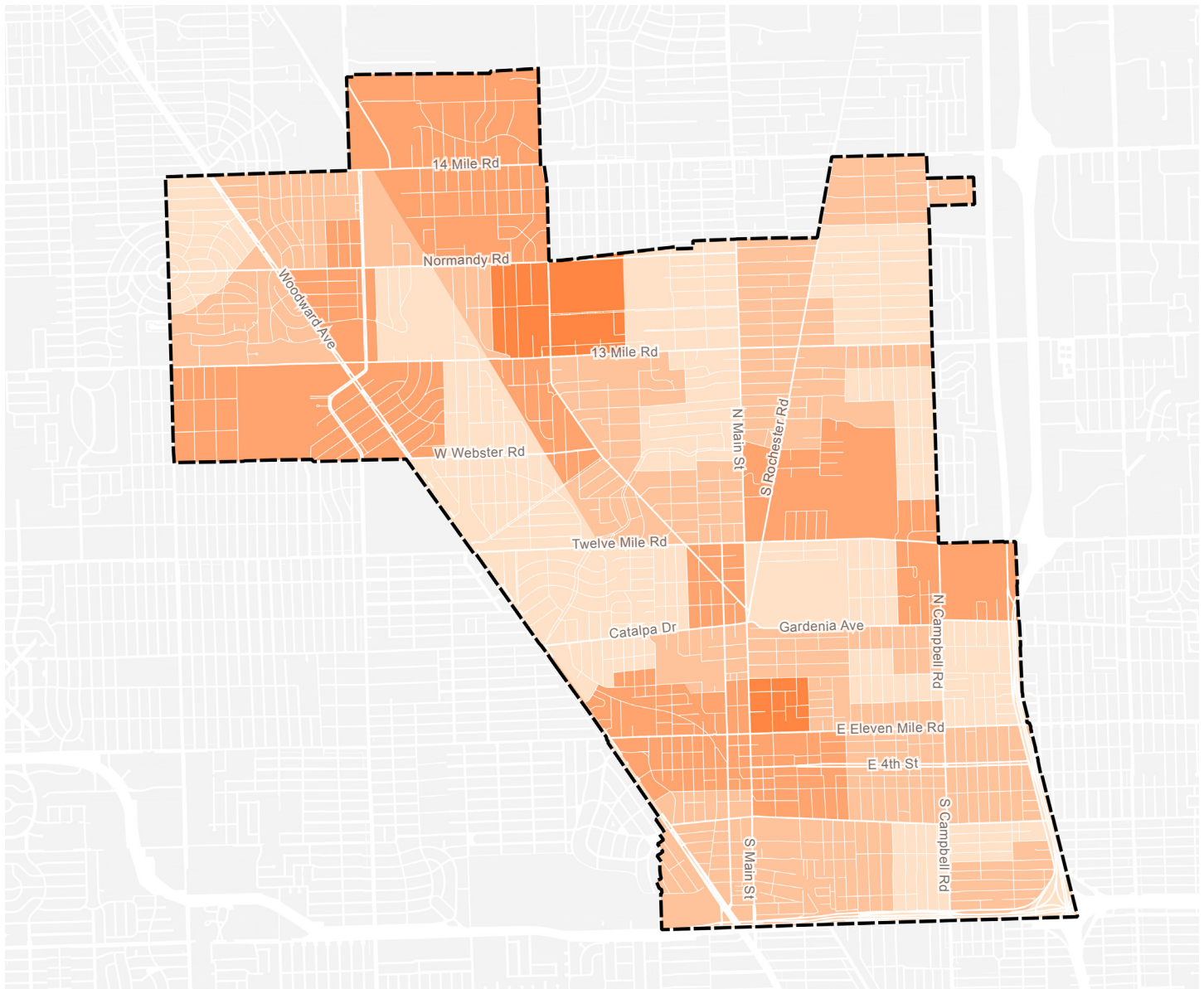
This map identifies the average household income, collected in aggregate, over census blocks. Household income is generally dispersed throughout Royal Oak and does not demonstrate patterns of one quadrant of the city being more or less affluent than another. When considering income and housing choice, compare this map with the rate of renters, which demonstrates a wide range of household income among renters, which is similar to the household income range of home owners.

Key

- <\$25k
- \$25k - \$50k
- \$50k - \$75k
- \$75k - \$100k
- \$100k - \$125k
- \$125k - \$150k
- \$150k - \$200k
- \$200k +

Initial Mapping Exercises

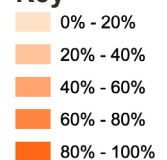
Renter-Occupied Housing Rate



Renter-Occupied Housing Rate

This map identifies the number of renter-occupied housing units by census block, according to census reporting. Residents are often unaware that many people rent, whether renting single-family houses, duplexes, or multi-family housing units. While there are clearly areas of higher renter occupation, they are dispersed throughout the city.

Key



Public Engagement Overview

Summary

Public Engagement Overview

This section summarizes early public input in the Master Plan process. The purpose of this engagement period was to solicit input from a variety of residents, business owners, and elected and appointed representatives and staff to identify the main issues that we should focus our work around as we begin to conceive the Master Plan.

Between December and February, we did the following:

- Launched a project website which includes information on the process, engagement opportunities, contextual documents like the current Master Plan, open public comment submission, and an opportunity to provide ideas.
- Launched an initial survey, which we'll discuss, that has over 1,300 responses to date.
- Collaborated with the Planning Division to identify a list of key stakeholders for one-on-one interviews regarding strategic issues, and conducted 20 such interviews.
- Facilitated seven roundtable sessions:
 - One session to which Royal Oak businesses were invited,
 - One session to which several Royal Oak institutions were invited,
 - One session with Corewell Health Beaumont Royal Oak employees,
 - Four neighborhood meetings

Royal Oak Master Plan Public Engagement to Date

Engagement Method	Number of Participants
Roundtable Discussions and Neighborhood Meetings	Approximately 300
Draw Your Neighborhood Participation and Written Comments	165
One-on-One Key Stakeholder Interviews	20
Online Surveys	1,310
Open-ended Survey Comments and Website Comments	1,600+
Map Comments	257
Emailed and Website Comments	20
Total Estimated Number Participant Engagements (December 2022 – March 2023)	3,672+

20 Elected and Appointed Officials, Institutional Stakeholders

(City Commission, Planning Commission, City Staff, Downtown Representatives)

Key Themes and Takeaways

Topic	Detail
Downtown Royal Oak	<ul style="list-style-type: none">• Desire to attract greater retail diversity to downtown• Potential to expand DDA, especially to help businesses on 11 Mile• Parking: plenty of supply in downtown garages, but in addition to difficulty with the meters, there is a perception issue and hesitation to use structures• Downtown could benefit from further housing development• Enhanced wayfinding would be beneficial to downtown walkability in general, parking structure utilization, farmers market• Support for public art, pedestrian infrastructure• On-street accessible parking is a frequent public concern
Woodward	<ul style="list-style-type: none">• Current parking requirements make business attraction and re-occupancy difficult• Parcel depth makes redevelopment a challenge and raises resident concerns regarding encroachment• Desire to green and 'beautify' Woodward• Much to celebrate about the corridor, but that value is not evident due to its current state
Sustainability	<ul style="list-style-type: none">• Stormwater mitigation is a pressing concern - green stormwater infrastructure is part of the solution, but the problem is broader• Desire for a continued focus on increasing tree canopy, adding protections for heritage trees and formal planting requirements• Explore how to leverage existing green space (especially parks) to advance sustainability goals• Concern expressed regarding sustainability imperatives and their financial impact on commercial development, especially downtown• City is in early stages of preparing for EV - electrification study for municipal fleet is coming

Public Engagement Overview

Summary

Topic	Detail
Neighborhoods and Housing	<ul style="list-style-type: none">• Desire to preserve economic diversity and provide housing availability for a range of ages and income categories• To date there has been strong resistance to densification of single-family neighborhoods• Design standards would be desirable, including for infill development• City should provide for diversity of housing options for aging in place• There is broad support for aging in place initiatives, but also a public desire to see implementation• Walkable and convenient nodes of neighborhood-serving businesses and amenities are desirable - there are several existing examples in Royal Oak, but not all neighborhoods are served by proximate convenience business
Transportation	<ul style="list-style-type: none">• Walkability is imperative, and large portions of Royal Oak are not currently walkable / are walkable 'within' neighborhoods but not between them• Need the Plan to define what conditions of auto-oriented infrastructure need to change and how• Existing nonmotorized amenities are not perceived to be safe, or accessible to all levels of user
Other General Desired Outcomes From Master Plan	<ul style="list-style-type: none">• MP should provide a stronger point of view regarding what the City expects from development and a stance regarding good urbanism and good design• MP should provide guidance for modernization of Ordinances, especially related to current market realities and other factors that drive high volume of variance requests• Engagement process and outcome should be reflective of all citizens, including the traditionally under-represented (young people especially)

Business Stakeholder Roundtable

2/24/23

14 Attendees

- 2 Representatives from the Royal Oak Chamber of Commerce
- 6 Downtown / downtown-adjacent business owners
- 5 Property Owners/ Real Estate Investors / Property Managers (downtown)
- 1 Resident

Key Themes and Takeaways

Topic	Detail
Business-Related Themes and Take-Aways	<ul style="list-style-type: none">• Preserve the character of downtown.• Activate vacant retail.• Beautify Woodward.• Embrace public art.• Strive for balance of uses and types of business downtown.• Design standards are needed for commercial development.
Additional Concerns Expressed	<ul style="list-style-type: none">• Parking system downtown is challenging to downtown businesses in reality and because of what it has done to downtown's reputation.• Recently-developed taller buildings feel out of scale to residents who live near downtown.• Woodward needs to be beautified, it does not compare favorably to the character of the corridor in surrounding areas (e.g., Birmingham) - goal of last Master Plan that was not accomplished but should be carried forward.• Rents downtown have outpaced local/small business' ability to pay.

Public Engagement Overview

Business Roundtable

Topic	Detail
What Do You Value About Royal Oak?	<ul style="list-style-type: none">• Royal Oak has a sense of place, especially because of:<ul style="list-style-type: none">• Downtown• Walkability• Placemaking• Events• Outdoor Dining• Access to Parks (especially Normandy Oaks and Centennial Commons)• Royal Oak embraces art & diversity<ul style="list-style-type: none">• Studio Spaces• Art Walks
Visions for the Future of Royal Oak	<ul style="list-style-type: none">• “Ann Arbor of the East”<ul style="list-style-type: none">• Royal Oak once had a college town feel - that is desirable• Local/small businesses should be encouraged• Balanced Downtown<ul style="list-style-type: none">• Encourage more and expanded retail• Focus on affordability, space for local and small business• Support public art• Support mixed use beyond bars, food• Bring People Together as/in a community<ul style="list-style-type: none">• Incorporate multiple modes of transportation• Connect Royal Oak to the region

Institutional Session 1: Open Invitation

2/24/23

4 Attendees

- Royal Oak Animal Shelter
- Planning Commission
- Oakland County Older Adult Services
- 1 Resident

Key Themes and Takeaways

Topic	Detail
What Do You Value about Royal Oak?	<ul style="list-style-type: none">• Community values - family-friendly• Love the downtown - current leadership are stewards, and are lucky that downtown existed and doesn't have to be built• People are 'bonded' to their neighborhoods• Value neighborhoods as they are, and also recognize that we need to ensure seniors are not forced out, and don't lose all the housing that is attainable across the City• Access to Parks
Animal Shelter-Specific Take-Aways	<ul style="list-style-type: none">• Animal shelter is working to make the RO shelter a hub for south Oakland County, and build a new facility near the old facility on Bellaire• Concern about zoning and preserving this public use• New facility will be more visible and accessible
Additional Concerns Expressed	<ul style="list-style-type: none">• There is no downtown community center• Preservation of historical elements and historical buildings is not currently strong in Royal Oak• Downtown wayfinding needs to be enhanced• Parking decks are perceived to be unsafe

Public Engagement Overview

Institutional Roundtables

Institutional Session 2: Beaumont Corewell Focus Group

2/24/23

Key Themes and Takeaways

Topic	Detail
Housing	<ul style="list-style-type: none">• Corewell as a corporation is advocating/championing increased housing that is attainable for their workforce for both recruitment and retention<ul style="list-style-type: none">• This is a competitiveness issue - Corewell competes to attract employees across socioeconomic sectors• Lower-earning workers prefer to be closer to the hospital but are challenged by a lack of housing they can afford• Participants expressed that there is not enough diversity in the housing market proximate to the Royal Oak campus, as much or all of the new construction is not attainable to much of the workforce• As a 'destination hospital', there is a need for affordable hotel rooms near the campus to enhance patient experience, and Corewell is working with partners to improve this
Transit	<ul style="list-style-type: none">• Corewell is involved in transit advocacy as well, for both patients and the workforce<ul style="list-style-type: none">• Many employees are transit- or carpool-dependent. More reliable and frequent transit access would benefit them.
Employee Experience	<ul style="list-style-type: none">• Anecdotally, employees like working in Royal Oak because of the central location, availability of downtown amenities, community events and gathering (e.g., the Farmers Market)
Partnerships	<ul style="list-style-type: none">• Corewell has a great relationship with the City- Police and Fire cooperation is exceptional• Corewell is embarking on a campus master planning process and is eager to continue to connect with this process

Public Engagement Overview

Neighborhood Meetings: Summary

Neighborhood Meetings

2/25/23

Four Meetings

~300 Attendees Total

Key Themes and Take-Aways

People value Royal Oak and living here. Frequent reasons given are:

- Sense of community
- Affection for respective neighborhoods
- Existing character of neighborhoods
- Access to parks
- Access to downtown
- Royal Oak's regional location

Engaged stakeholders frequently expressed a desire to preserve the residential character of their own neighborhoods.

Many engaged stakeholders have nearby amenities and consider their individual neighborhoods to be walkable, but many others expressed a desire for more proximate 'neighborhood-scaled' amenities.

- While neighborhoods bounded by neighborhood streets are perceived to be walkable and bikeable, access across major streets is a frequently-cited challenge.
- Those who do bike generally stated that the existing bike infrastructure is not conducive to casual users and is not usable because it does not offer enough protection from auto traffic.

Public Engagement Overview

Neighborhood Meetings: Summary

Frequent concerns were expressed about recently completed and anticipated development. This took the form of concern for the following, all of which were expressed across most groups and in each neighborhood meeting:

- A perceived predetermined recommendation for multi-family housing that encroaches into single-family neighborhoods.
- The size and character of new single-family home construction.
- A perceived predetermined recommendation for the addition of lower-priced housing. (There is a general acknowledgment of rising values and cost of housing in Royal Oak, but much disagreement about whether and to what extent this is a problem)

Engaged stakeholders expressed support for efforts to allow residents to age in place, and many desire to age in place.

- Relevant feedback regarding aging-in-place included a desire for more diverse housing products (including single-story, senior-accessible single family homes), and concerns about the availability of accessible parking.

Engaged stakeholders value downtown Royal Oak for the amenity, sense of place, and community gathering places (i.e., Farmers Market, Centennial Commons) that it offers. They expressed concern regarding:

- The amount of vacancy in existing downtown commercial space.
- The balance of downtown commercial offerings, with a frequent desire for more retail. This was generally accompanied by an acknowledgment that national and global shifts away from brick-and-mortar retail makes 'bringing retail back' a challenge.

- Parking on the street is perceived to be challenging, especially for those who are elderly or require wheeled access.
- Concerns were expressed about the perceived safety and accessibility of parking garages as an alternative parking solution.

Feedback regarding Woodward Avenue included:

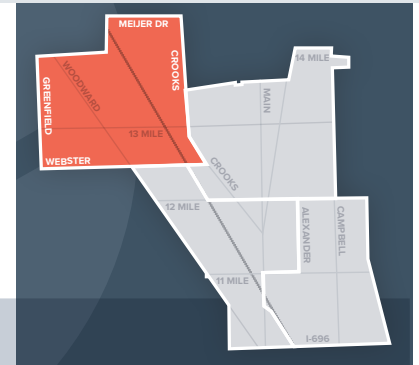
- Concerns regarding the character and condition of the streetscape.
- A desire for increased green space along the corridor.
- A desire to attract and support commercial activity on Woodward.
- Concern regarding encroachment of development on Woodward into single-family neighborhoods.
- Perception of Woodward as a barrier because it is challenging to cross as a pedestrian.
- Vacancy and the character of the existing commercial establishments.
- Concerns about encroachment of new businesses into adjacent neighborhoods.

Public Engagement Overview

Neighborhood Meeting: NW Quadrant

Northwest Quadrant Neighborhood Meeting

Key Themes and Takeaways



Topic	Detail
What do you value about Royal Oak?	<ul style="list-style-type: none">• Multigenerational Neighborhoods• Royal oak is 'livable', navigated by everyone• Walkability (e.g., to Meijer from 14 and Crooks neighborhood, to Woodward Corners)• Lower density housing (single-family) and parks - more neighborhood than downtown• Natural areas, small neighborhood parks
Challenges	<ul style="list-style-type: none">• People don't feel safe in parking structures, desire cameras• All areas of the city aren't senior friendly, especially with regard to parking accessibility• Privacy concerns with the height of multifamily structures
Opportunities and Ideas: Neighborhoods	<ul style="list-style-type: none">• Protect existing neighborhoods and preserve their character• Limit size of new buildings, when tearing down existing homes• Prohibit overnight neighborhood parking (2am-6am)• Encourage ranch/senior friendly housing• Encourage grocery stores and walkable necessities (closer to 13 and Crooks)• Avoid 'cookie cutter' housing• ADU might be ok as a strategy for aging in place, but with many restrictions• Like to see a range of housing options – costs from low to high• Keep small existing homes that cost less than new big homes
Opportunities and Ideas: Transportation	<ul style="list-style-type: none">• Provide smaller, more frequent buses - make places accessible with bike + bus• Encourage bike routes on side streets• Provide better senior transportation

Public Engagement Overview

Neighborhood Meeting: NW Quadrant

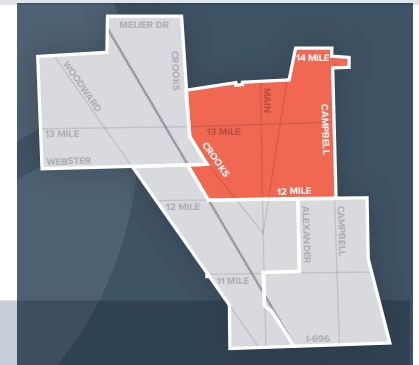
Topic	Detail
Opportunities and Ideas: Woodward	<ul style="list-style-type: none">• Beautify Woodward median, landscaping• Design standards for Woodward corridor• Better maintenance• Maintain volume of traffic capacity• Lessen noise from cars• Make it safer for non-car users• More landscape buffering and better medians• Overall visual upgrade, more welcoming entryway
Opportunities and Ideas: Infrastructure	<ul style="list-style-type: none">• Fund and fix stormwater issues• Use medians to mitigate stormwater
Written Comments: Favorable Characteristics	<ul style="list-style-type: none">• Walkability
Written Comments: Aspects to Improve	<ul style="list-style-type: none">• Transportation<ul style="list-style-type: none">• Add rail line along Woodward, connect to neighboring communities• Limit Bike Lanes on Major Roads with Traffic Congestion (i.e. 13 Mile)• Add Bike Routes• “Rails to Trails” active pathway along the railroad tracks• Streetscaping<ul style="list-style-type: none">• Beautify Coolidge and Woodward• Improve Pedestrian Safety (add/replace crosswalk lights, lengthen time of crosswalks, prevent parking over sidewalks)• Housing<ul style="list-style-type: none">• Preserve “Starter” SF Homes and SF Senior Homes• Attainable Housing• Infrastructure Upgrades – Prepare for flooding and EV vehicle charging• Neighborhood Grocery Stores within walking distance

Public Engagement Overview

Neighborhood Meeting: NE Quadrant

Northeast Quadrant Neighborhood Meeting

Key Themes and Takeaways



Topic	Detail
What do you value about Royal Oak?	<ul style="list-style-type: none">• Sense of community• Tree-lined streets, tree canopy, tree planting program• Availability of parks• Diversity of people, diversity of ages• Quality of schools• Moved to live where there's a 'Main St.'• Walkability• Night life• City services (especially Police and Fire)• Farmers Market• Access to multiple downtowns• Access to schools• Investment in aging in place
Challenges	<ul style="list-style-type: none">• Flooding (perception is it's related to construction of larger houses)• Park maintenance• Parking structures don't feel safe• Parking accessibility downtown• Affordability• Increased height in smaller-scale neighborhoods• Large houses on small lots• Vacancy on Woodward• Pace and scale of change and new development - 'too much, too fast'• Maintaining a 'beautiful' park system• New development perceived to be putting increased challenges on infrastructure• Speeding on Crooks (12 Mile - 13 Mile)

Public Engagement Overview

Neighborhood Meeting: NE Quadrant

Topic	Detail
Opportunities and Ideas: Neighborhoods	<ul style="list-style-type: none">• Don't put multi-family in single-family neighborhoods• Add smaller shops closer to housing• Make permitting easier for improvement of older housing stock• ADU might be ok, tightly controlled, as a means of allowing multigenerational living• More senior-accessible homes within walking distance of amenities
Opportunities and Ideas: Downtown	<ul style="list-style-type: none">• Add unifying design standards• Add wayfinding (e.g., easier to find Library)
Opportunities and Ideas: Transportation	<ul style="list-style-type: none">• Add bike infrastructure on ½ mile roads• Connect the bicycle network with regional networks
Opportunities and Ideas: Sustainability	<ul style="list-style-type: none">• Tree protection ordinance• Increase permeable surfaces• Add requirements for stormwater control• More rain gardens
Opportunities and Ideas: Woodward	<ul style="list-style-type: none">• Increase accessibility to non-motorized users• Attract and support local businesses
Opportunities and Ideas: Infrastructure	<ul style="list-style-type: none">• Make sure we have accessible sidewalk ramps
Opportunities and Ideas: Government	<ul style="list-style-type: none">• Clearer communication on resolution of code enforcement complaints.• Transparency in permitting process.• Greater public input for site plan approvals.

Public Engagement Overview

Neighborhood Meeting: NE Quadrant

Topic	Detail
Opportunities and Ideas: Vision	<ul style="list-style-type: none">• Don't lose the 'small-town' feel (concern about influx of multiple-family housing and resulting density, desire to protect single-family neighborhoods)
Written Comments: Favorable Characteristics	<ul style="list-style-type: none">• Parks• Walkability• Access to Downtown• Large Trees• Sense of Community
Written Comments: Aspects to Improve	<ul style="list-style-type: none">• Streetscaping<ul style="list-style-type: none">• 'Real', safe bike path (written by 3 people)• Add recycling bins downtown and in parks• Housing<ul style="list-style-type: none">• More Senior Housing, Aging in Place Implementation• Allow ADUs and Duplexes in all residential areas• Transparency and Notification of upcoming projects• Do not like the larger SF Houses• Beautify Woodward Ave• No more multi-family
Notable Quotes	<ul style="list-style-type: none">• "Our neighborhood is very close knit. We typically gather at each other's homes. However our proximity to Downtown is one of the best aspects."

Public Engagement Overview

Neighborhood Meeting: SW Quadrant

Southwest Quadrant Neighborhood Meeting

Key Themes and Takeaways

Topic	Detail
What do you value about Royal Oak?	<ul style="list-style-type: none">• Cultural preservation• Tree canopy• Regional location and connectivity (proximity to downtown, Woodward, I-696, I-75)• Quiet neighborhoods• Sense of community, trust among neighbors• The park system• Diversity in residents• Diversity of housing• Character of single-family homes• RO Public Library• Local retail• Walkability• Bikeability• City’s focus on sustainability• Community engagement/involvement• Farmers market• Schools• Access to transit (Amtrak, bus availability at 11 Mile and Woodward)• Access to downtown – restaurants/grocery, shops• Neighborhood schools – more schools are now closed



Public Engagement Overview

Neighborhood Meeting: SW Quadrant

Topic	Detail
Challenges	<ul style="list-style-type: none">• Infrastructure and stormwater capacity• Shift in retail downtown• Accessing schools is not safe, especially without bus access (e.g., biking down Crooks to high school)• Affordability - desire to maintain a range of housing prices• Concerns about multi-family in neighborhood• Need for accessible housing• Accessible parking• Park maintenance• Existing downtown residents are impacted differently by events, downtown development - consider all stakeholders
Opportunities and Ideas: Neighborhoods	<ul style="list-style-type: none">• Some want more townhouses to be available• Regulate short-term rentals• Add design standards to regulate the quality of new construction• Limit increases in housing size
Opportunities and Ideas: Downtown	<ul style="list-style-type: none">• Higher standards for commercial building design<ul style="list-style-type: none">• Encourage character over buildable area• Reduce minimum housing area requirements• Make parking structures safer
Opportunities and Ideas: Transportation	<ul style="list-style-type: none">• Make it safer to cross Woodward, 11 Mile Rd.• Make pedestrian crossing safer in general - crosswalks themselves aren't effective enough• Increase availability of bike lanes, but make them more effective than those that exist• Increase access to transit - if frequent and safe, 'I'd rather take transit than drive and park'• Provide for safer, better, biking
Opportunities and Ideas: Sustainability	<ul style="list-style-type: none">• Create neighborhood partnerships for residential greenspace

Public Engagement Overview

Neighborhood Meeting: SW Quadrant

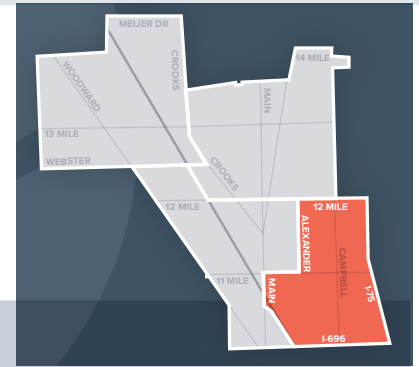
Topic	Detail
Opportunities and Ideas: Woodward	<ul style="list-style-type: none">• Desire to improve, 'beautify' Woodward
Opportunities and Ideas: Government	<ul style="list-style-type: none">• Post notices regarding variance requests• Enhance coordination between County, State and local utilities
Written Comments: Favorable Characteristics	<ul style="list-style-type: none">• Walkability (written by 6 people)• Housing – SF Housing and Preservation of Neighborhoods and Older Homes
Written Comments: Aspects to Improve	<ul style="list-style-type: none">• Streetscaping<ul style="list-style-type: none">• More walkable paths, including in parks• Beautify Vinsetta, 11 Mile, and Woodward Ave• Improve Walk + Bike - ability on Woodward• Enforce Speed Limits on Side Roads• Housing<ul style="list-style-type: none">• Allow ADUs• Ensure Housing Developments Fit into the Neighborhoods• Preserve, Protect SF• Design – Do not like the modern, industrial style

Public Engagement Overview

Neighborhood Meeting: SE Quadrant

Southwest Quadrant Neighborhood Meeting

Key Themes and Takeaways



Topic	Detail
What do you value about Royal Oak?	<ul style="list-style-type: none">• Parks (especially newly-developed parks)• Current housing diversity• Regional location• Unique housing characteristics in established neighborhoods• Safety• Citizen Police Academy, residential academy• Walkability• Farmers Market• Sense of community• Access to retail and services - "Most of what I need is in Royal Oak"• Royal Oak feels "community-minded"
Challenges	<ul style="list-style-type: none">• Parts of south side feel under-invested (e.g., east of Campbell)• Parking in downtown• Traffic flow and back-up lights on 11 Mile• Off-street parking accessibility• Short-term rentals• Commercial vacancy (e.g., 4th street and 11 Mile)• Cut-through traffic / speed in residential neighborhoods• Scale of development - high-rise encroachment into neighborhoods• Lack of residential parking
Opportunities and Ideas: Neighborhoods	<ul style="list-style-type: none">• Allow for more townhouses• Make sure south-end residential in former industrial areas becomes a complete residential neighborhood

Public Engagement Overview

Neighborhood Meeting: SE Quadrant

Topic	Detail
Opportunities and Ideas: Transportation	<ul style="list-style-type: none">• Improve bike infrastructure• Protect neighborhoods from commercial traffic and traffic cut throughs• Control truck traffic on Fourth St.• Timing of lights for ease of movement
Opportunities and Ideas: Infrastructure	<ul style="list-style-type: none">• Maintain sidewalks
Opportunities and Ideas: Sustainability	<ul style="list-style-type: none">• Require tree preservation and replacement
Opportunities and Ideas: Woodward	<ul style="list-style-type: none">• Woodward is appreciated but desire for it to be greener, more active; places people can live and play• Improve Woodward – wider sidewalk, bike infrastructure by sidewalk, landscaping, pedestrian scale and lighting
Opportunities and Ideas: Eleven Mile	<ul style="list-style-type: none">• Encourage development on 11 Mile<ul style="list-style-type: none">• Could be an extension of downtown.• Make sure to do it in a way that protects adjacent neighborhoods
Opportunities and Ideas: Vision	<ul style="list-style-type: none">• Keep downtown competitive, especially with surrounding communities (Ferndale, Detroit, etc.)• Royal Oak can be 'Birmingham +'• Support youth and young families
Written Comments: Favorable Characteristics	<ul style="list-style-type: none">• Walkability (written by 6 people)• Housing – SF Housing and Preservation of Neighborhoods and Older Homes

Public Engagement Overview

Neighborhood Meeting: SE Quadrant

Topic	Detail
Written Comments: Aspects to Improve	<ul style="list-style-type: none">• More diversity in retail and for residents• Streetscaping<ul style="list-style-type: none">• Bicycle Infrastructure - don't like how bike lanes presently used• Request for more, safer bicycle infrastructure• Traffic Congestions downtown• Improve 11 Mile• Add more trails• Conflicting views on Housing Development<ul style="list-style-type: none">• "Big Foot Homes" - do not allow 3000 ft homes in 40 ft lots• Preserve existing, old housing stock ---vs---• Encourage affordable, mixed housing to bring in residents• Allow for duplex and triplex in all residential neighborhoods• Add townhomes on 11 mile• Rental<ul style="list-style-type: none">• Less rentals and AirBnb• Request stronger rental housing monitoring
Quotes Demonstrating Conflicting Viewpoints	<ul style="list-style-type: none">• Housing:<ul style="list-style-type: none">• "I feel like multi-family housing is being forced onto us."• "I support the creation of walkable, sustainable neighborhoods with affordable housing that doesn't take from the city's character (and hopefully, adds to it.)"• Biking:<ul style="list-style-type: none">• "Everyone should be able to walk/bike to the grocery store."• "Many bicyclists ride wherever they wish."

Public Engagement Overview

‘Draw Your Neighborhood’ Exercise

‘Draw Your Neighborhood’ Exercise

At the February 25th neighborhood meetings, attendees were provided a street map of the City with the following prompt:

Draw the boundaries of your neighborhood. If your neighborhood has a name or identity, add that. Note any ‘town square’ places—where do people gather? What place, street, or business ‘identifies’ your neighborhood?

163 attendees completed and submitted a map, these are synthesized below. Their respective drawings are combined onto a singular map on the next page. Any written name to identify the neighborhood was included on the map. The thicker the line on the map, the more people who drew the same boundaries of their perceived neighborhood. Key take-aways relevant

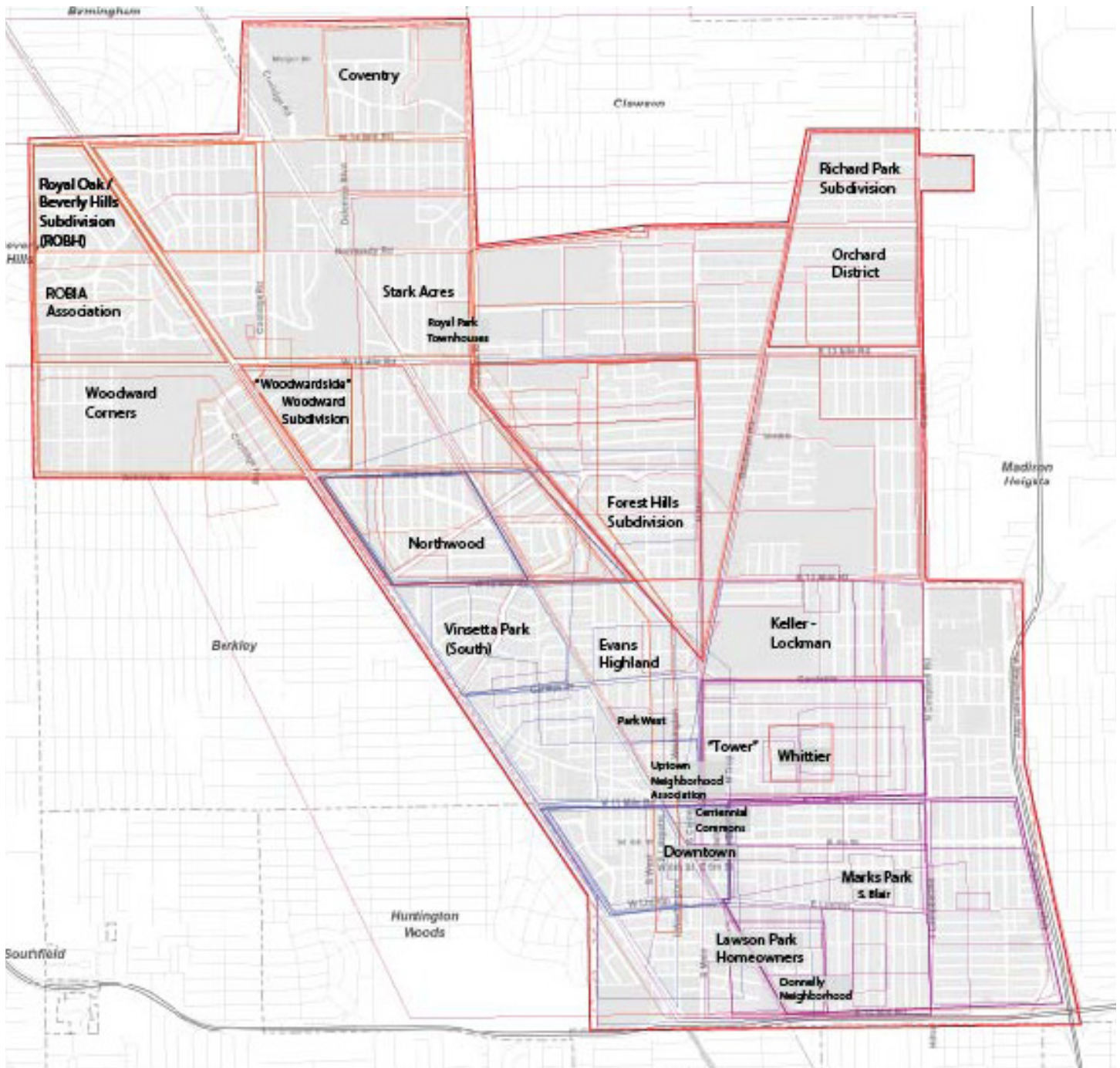
to the Master Plan process gleaned from the input received are:

- The majority of neighborhoods drawn encompassed an area reachable by foot – coinciding with the idea of a 15-minute neighborhood.
- Major roads, such as the mile roads, Woodward, Coolidge, Crooks, Rochester Rd. etc. were commonly the boundaries of neighborhoods.
- The neighborhoods drawn in the southern portion of Royal Oak did not extend north past 12 Mile Road (east of Crooks) or Webster (west of Crooks); however, neighborhood drawn from the morning roundtables for residents from the Northwest and Northeast part of town drew neighborhoods that extended south, such as towards or including Royal Oak’s downtown.

Quadrant	NW	NE	SW	SE
Total Maps Submitted	38	45	31	45
City-Wide	2.5%	7%	0%	0%
Cross Major Roads ^(a)	23.5%	11%	16%	16%
Within Major Roads ^(b)	74%	82%	84%	84%

Public Engagement Overview

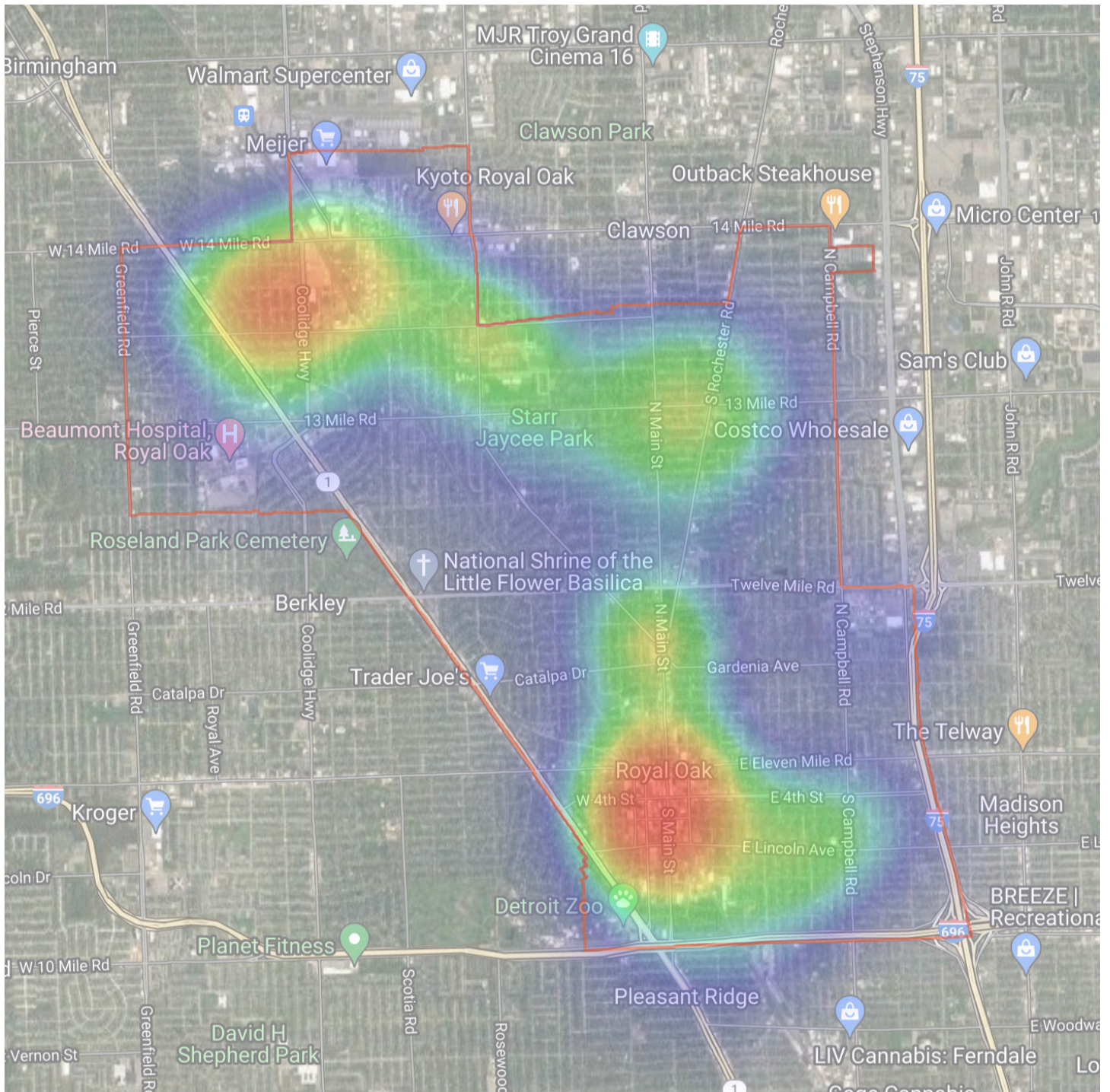
'Draw Your Neighborhood' Exercise



Composite 'draw your neighborhood' map. Thicker lines indicate consistency across multiple maps, lighter lines indicate isolated appearances.

Public Engagement Overview

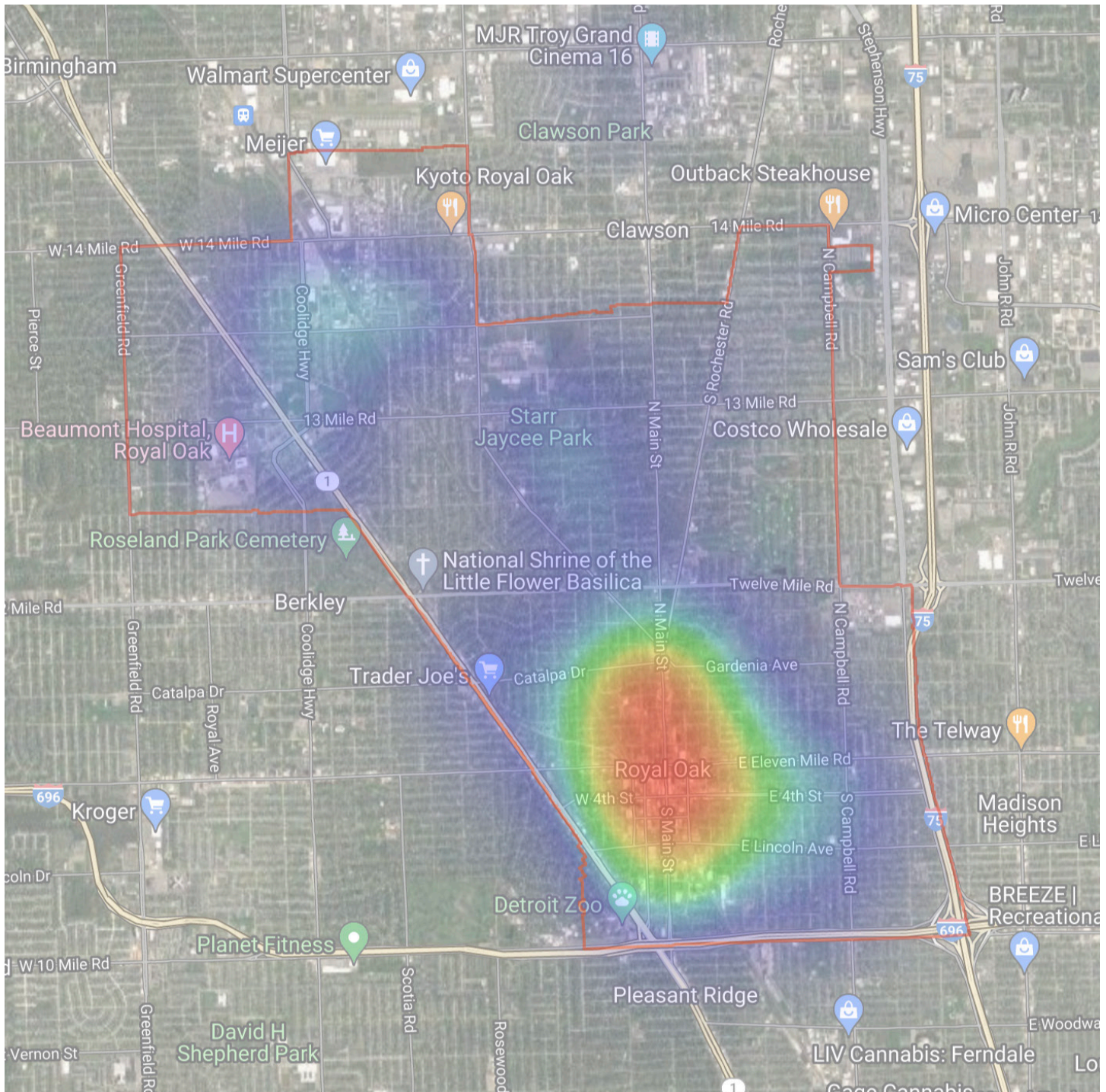
“Future Ideas” Heat Map



Heatmap indicating where participants indicated “future ideas” on the project website. Each idea includes text which has not been fully compiled.

Public Engagement Overview

“What I Love” Heat Map



Heatmap indicating where participants indicated “what I love” on the project website. Most include text which has not been fully compiled.

Public Engagement Overview

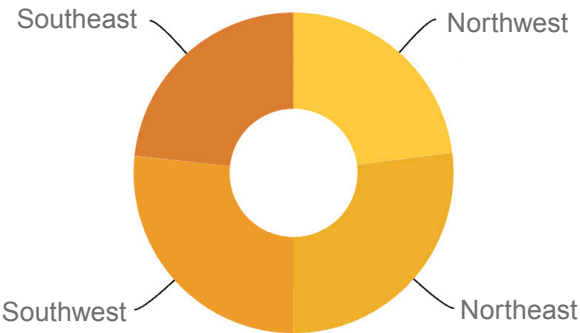
Survey #1 Respondents

Survey #1

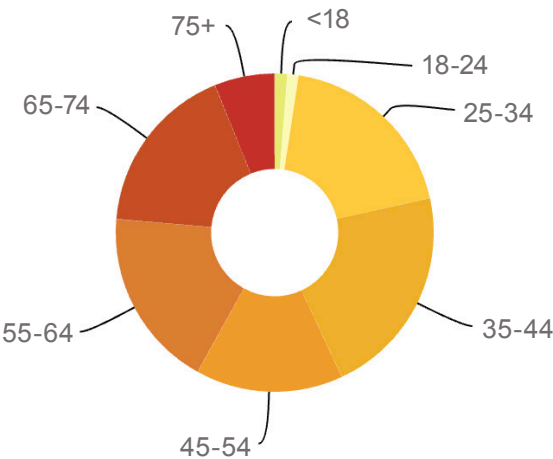
The first survey was launched in early February, focused on resident sentiment about the city, their neighborhood, future growth, safety, and transportation. The survey remains open. The following pages represent a few takeaways from the survey but do not represent a full analysis nor all of the questions posed.

At this time, the survey has been taken by 1,311 respondents, most of whom have added open-ended comments as well. This page provides respondent location, age, and tenure in the city, demonstrating a well balanced distribution with the exception of tenure in the city through which these results represent a large proportion of longterm residents.

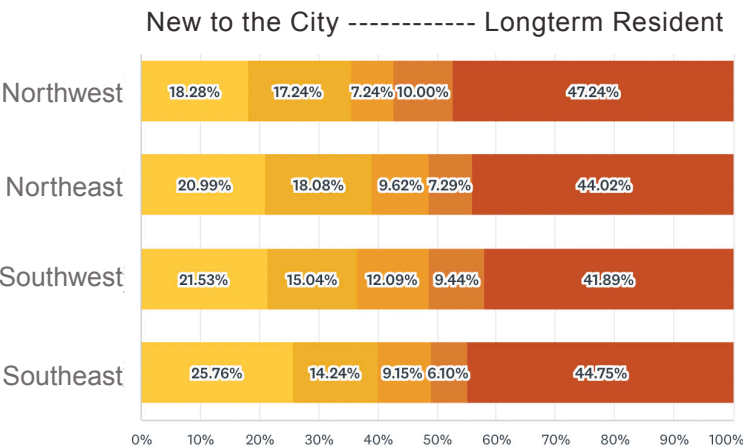
Respondent Location



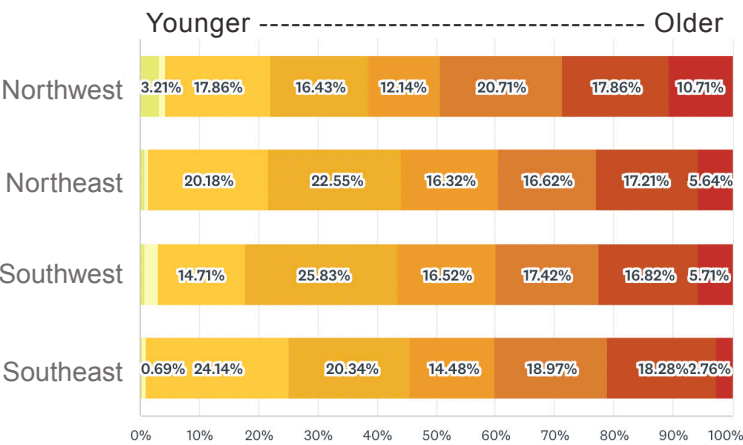
Respondent Age



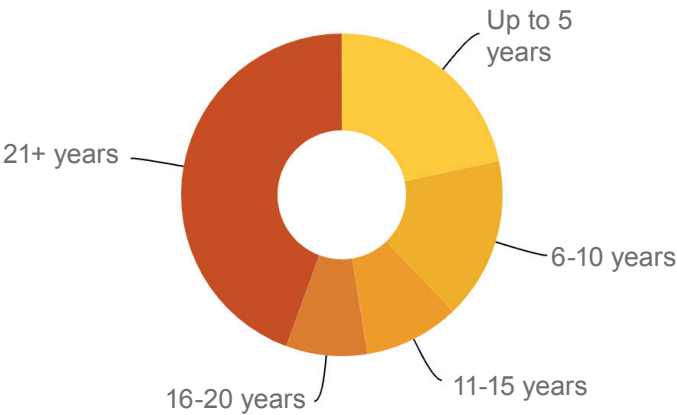
Respondent Tenure in ROMI by Location



Respondent Age by Location



Respondent Tenure in ROMI



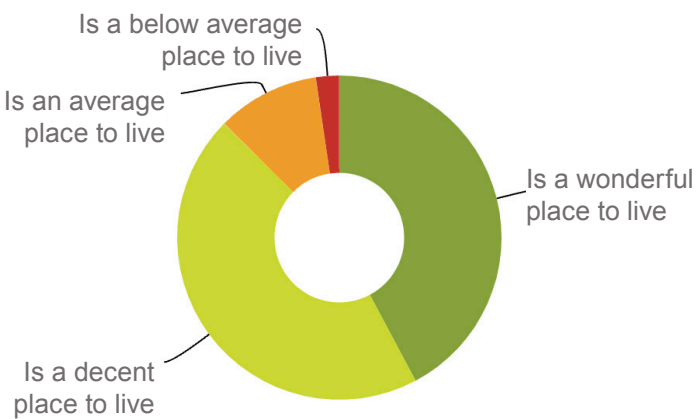
Public Engagement Overview

Overall Sentiment

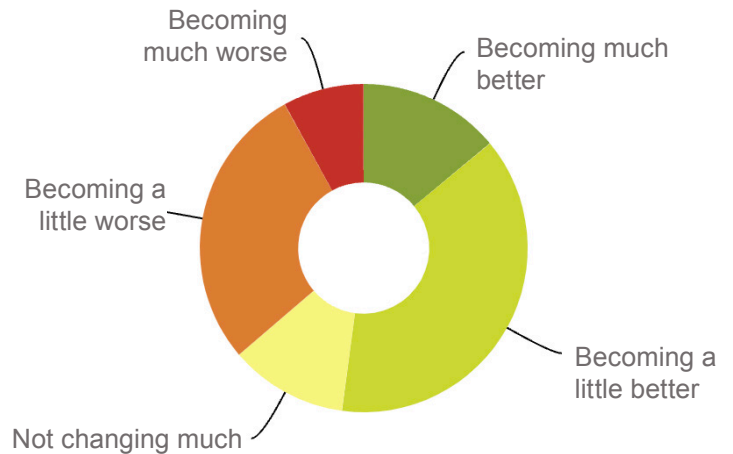
How is Royal Oak now, and how is it changing?

Sentiment: Residents generally feel that Royal Oak is a good place to live and are split the trends around change. There are not significant differences in these sentiments when analyzed by location within the city or by the age of respondent. However, the amount of time respondents have lived in Royal Oak does show a correlation between longer-term residents feeling less confident with the city's direction while more recent residents are more optimistic for the city's future.

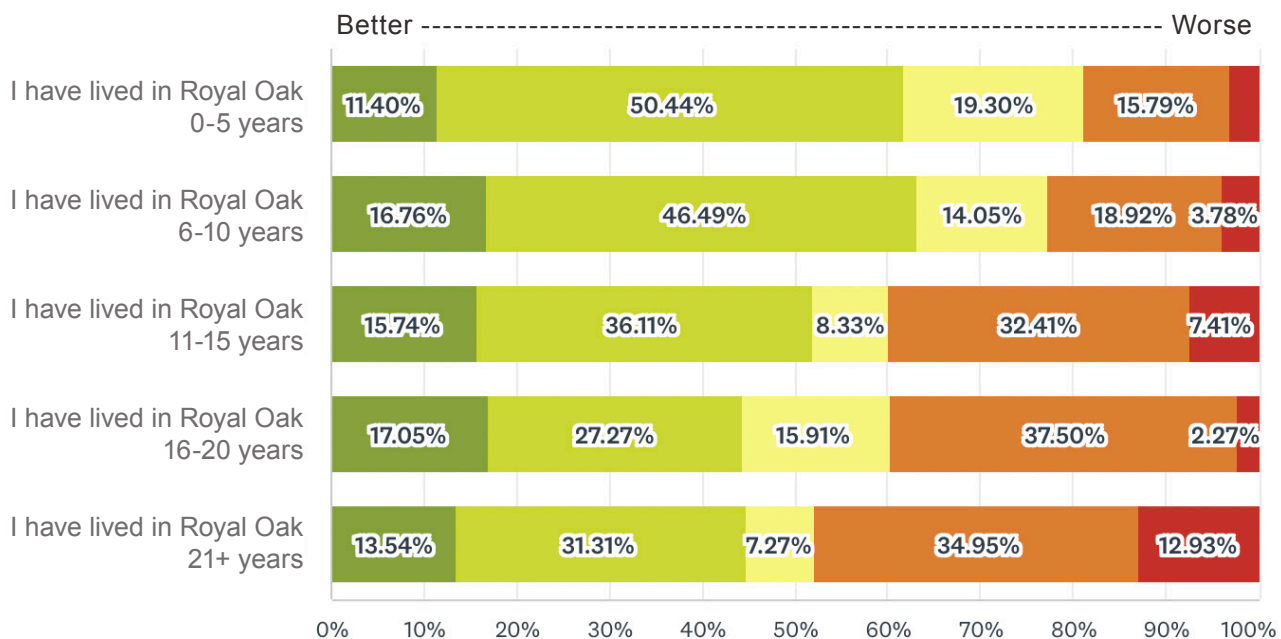
Overall, I feel that Royal Oak is:



I feel that Royal Oak is becoming:



I feel that Royal Oak is becoming:



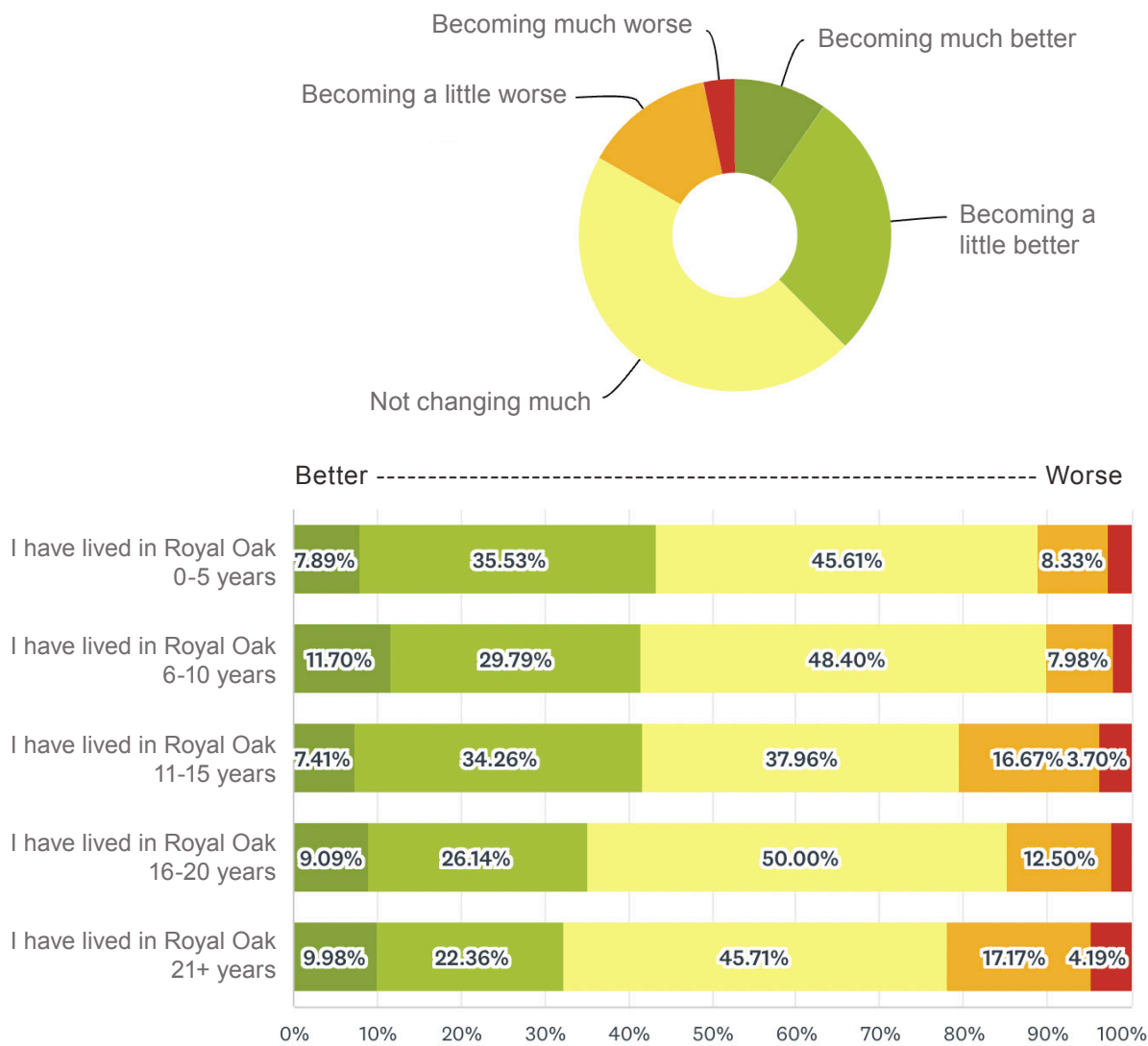
Public Engagement Overview

My Neighborhood

Neighborhood Specific Questions

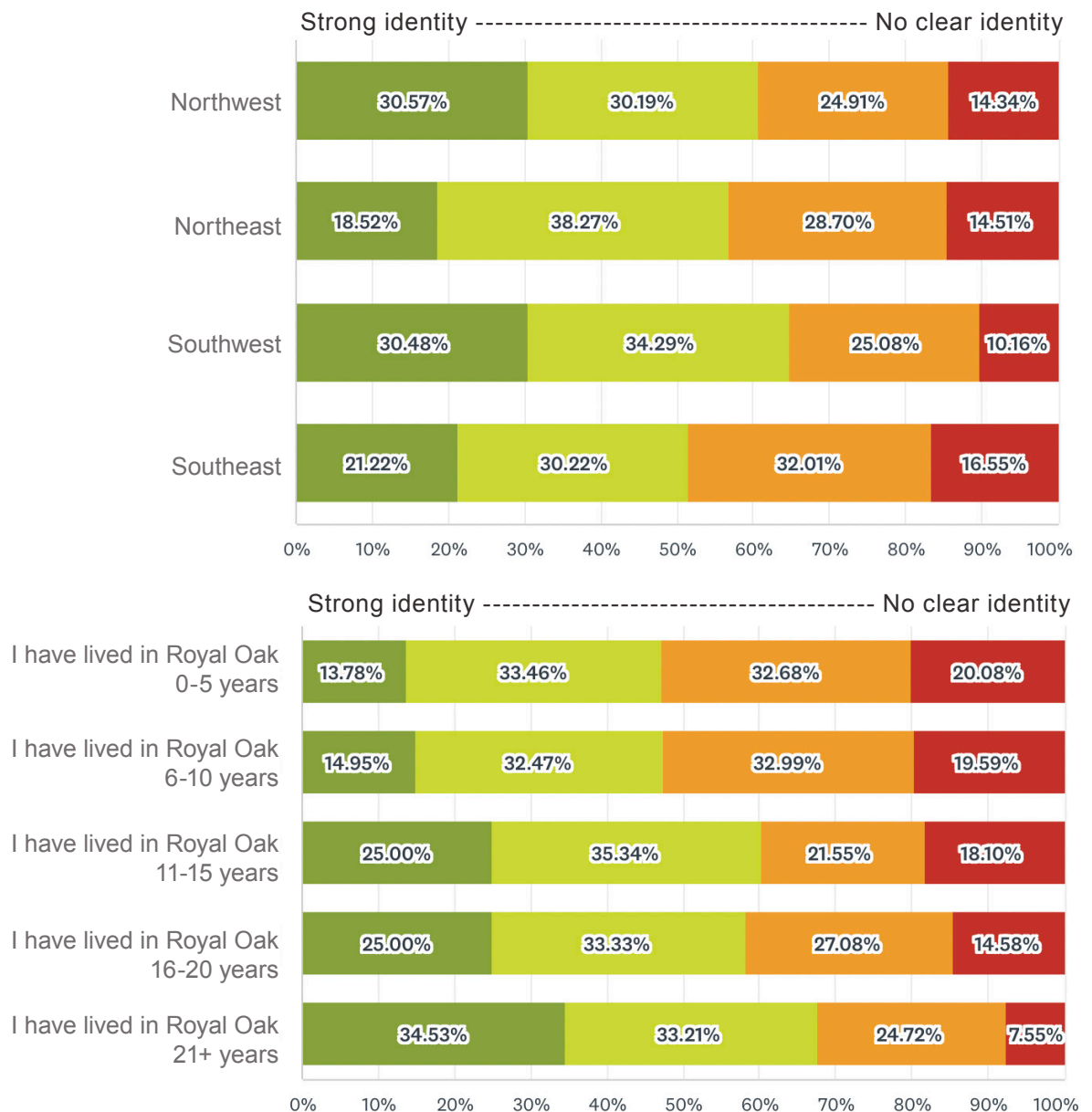
The following questions address the respondents' neighborhoods, concerning overall sentiment, neighborhood identity, and areas where change is desirable. Compared to the city overall, very few people feel that their neighborhood is becoming worse across all categories, including location, age, and tenure in the city.

My neighborhood is becoming:



How Strong is your Neighborhood Identity?

The ways in which people define their neighborhood and its identity are important for community cohesion. Responses regarding strength of neighborhood identity show some minor variation between western and eastern neighborhood with southeastern responses worth further investigation. But evaluating these responses by tenure in the city shows a clear and common trend that more recent residents feel a less clear neighborhood identity compared to residents who have been in Royal Oak much longer.



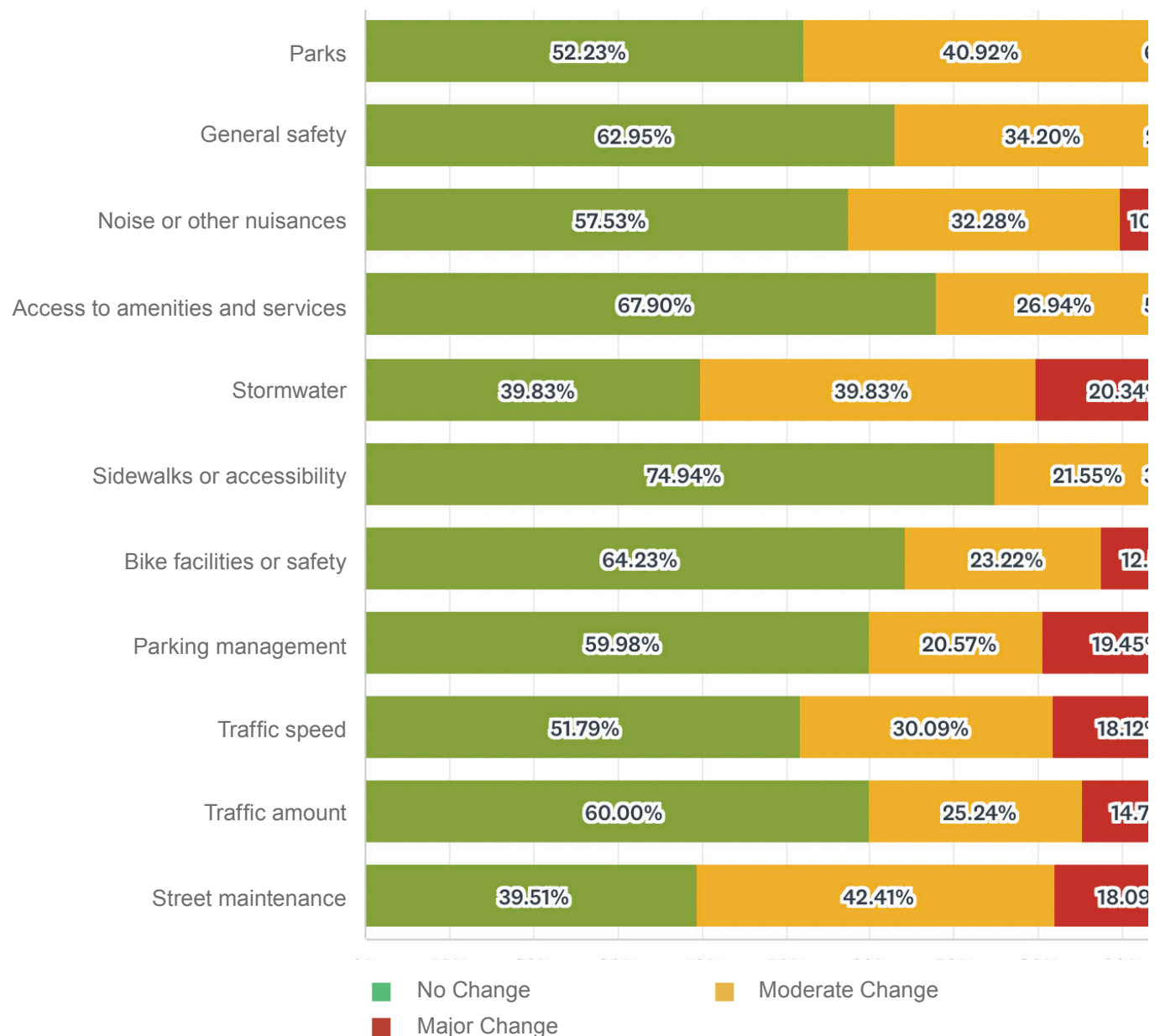
Public Engagement Overview

My Neighborhood

Neighborhood Change

This series of questions, represented by the chart below, asked to what degree the listed topics required major change (in red), moderate change (in orange), or no change (in green). Analyzing the data based upon city quadrant shows little location variation aside from more parking management concerns closer to downtown. In this overall view, stormwater, street maintenance, traffic, and parks are most significant.

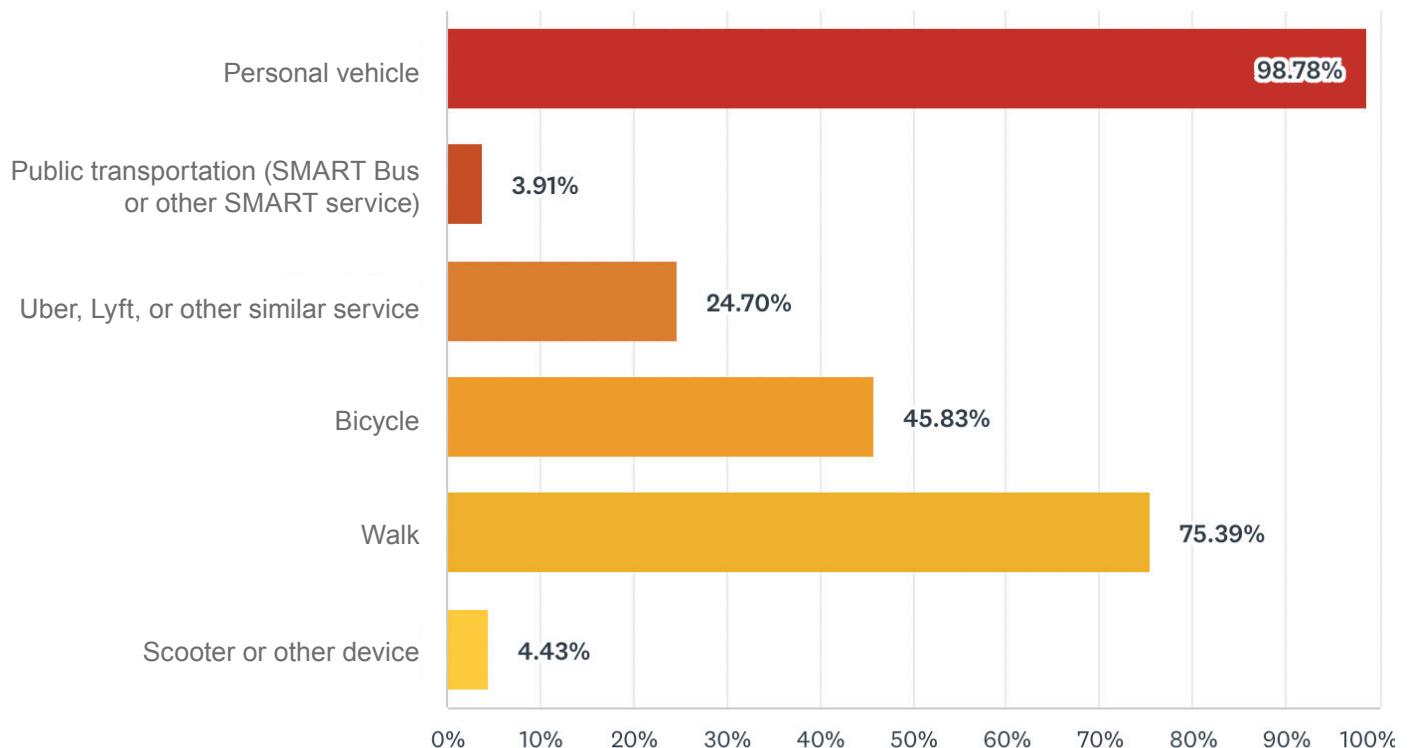
What needs the most change from its current condition in your neighborhood?



Transportation

We asked a series of transportation questions, some included on this and the following page. Concerning general street safety, people overwhelmingly responded that they feel streets are safe in all areas of the city. Concerning traffic congestion, most people deal with occasional congestion-related issues but at a relatively low rate. Concerning transportation modes, below, we asked how people move around Royal Oak. The fact that nearly everybody drives is no surprise, and is presently nearly a necessity in the metro region. However we do see that a large majority of people walk, as has been reported. We also hoped to gauge the prevalence of cycling, which at about 46% of respondents stating that they get around (not solely) by bike is a high percentage. We've heard that bike infrastructure is not currently designed to promote sufficient safety and alternative routes through neighborhoods are not clear, which is proven by analyzing the bike facilities and traffic volume maps.

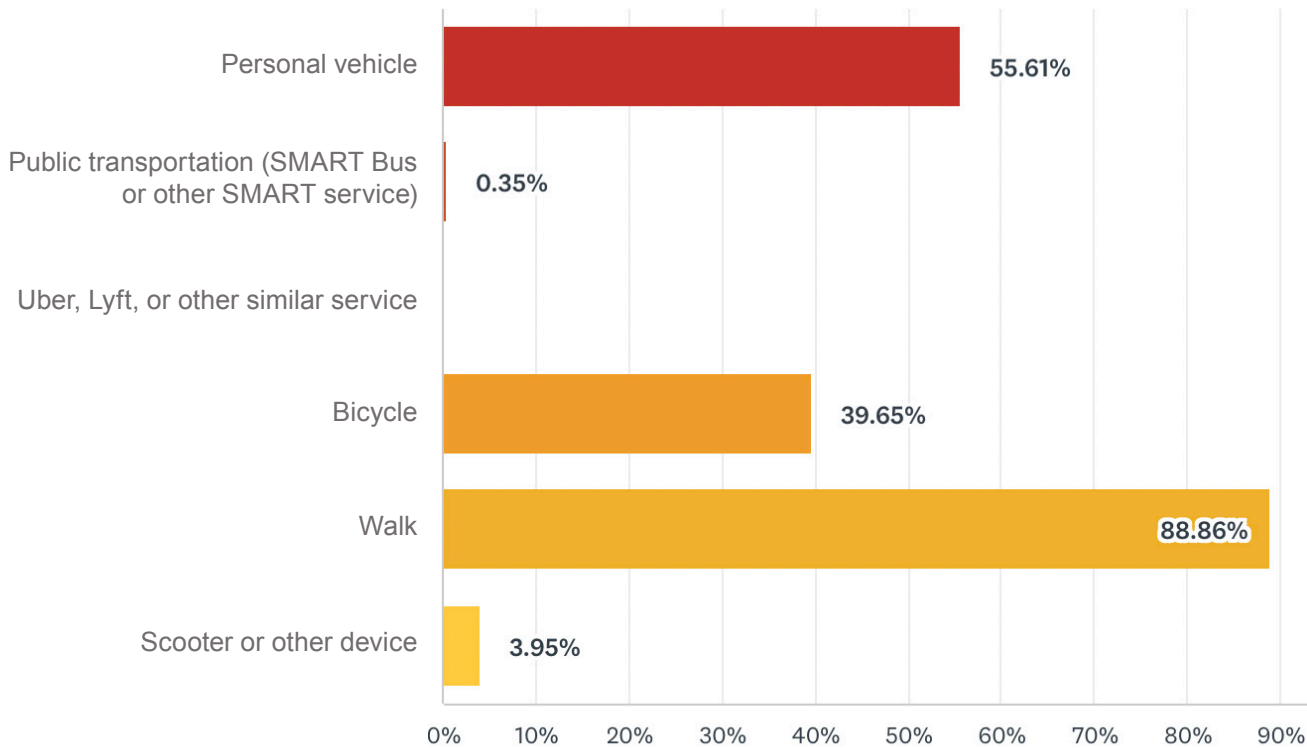
Which methods of transportation do you use to travel within Royal Oak?



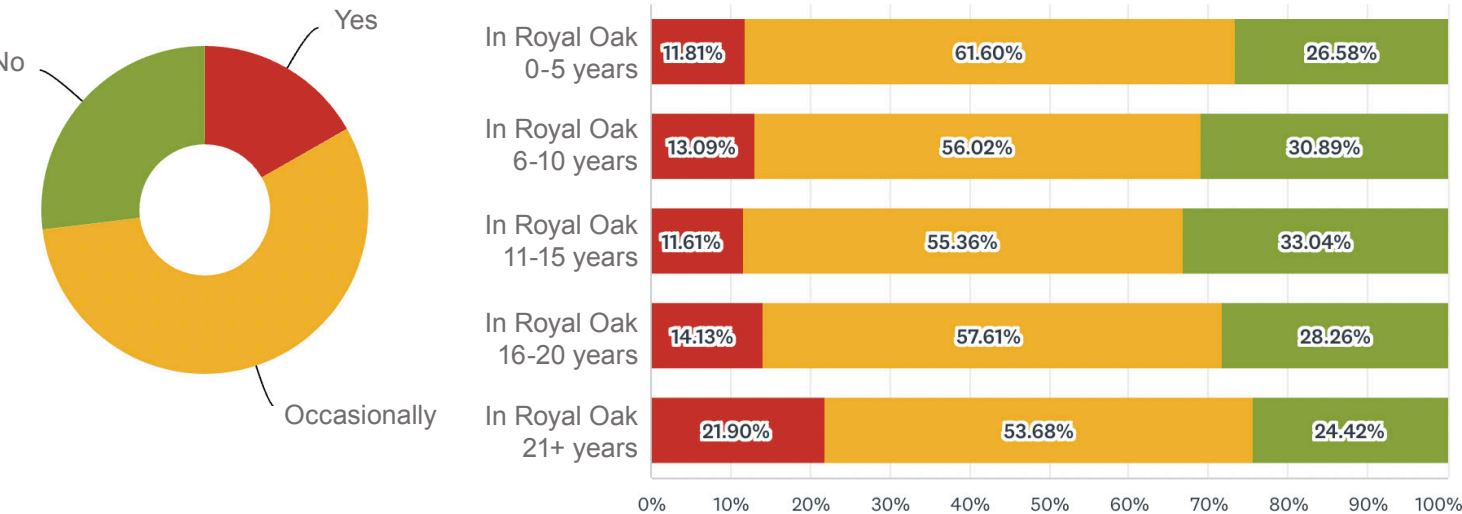
Public Engagement Overview

Transportation

How do you get to parks?



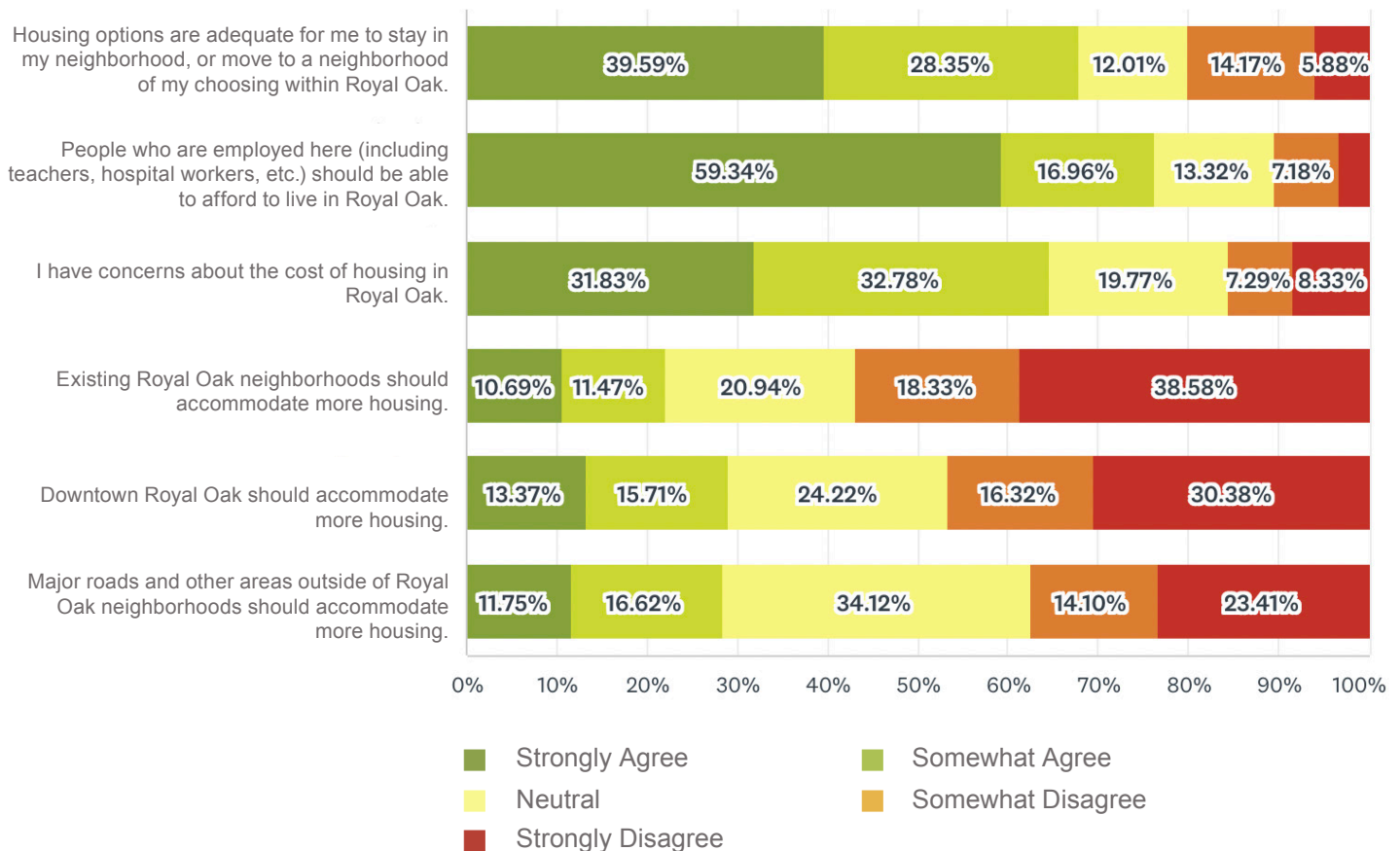
Do you feel that traffic congestion is an issue in Royal Oak?



Royal Oak Housing

We asked a series of housing related questions to gauge a variety of sentiments. The first chart, below, addresses a number of broader questions, while the following page focuses more closely on types of housing. Below, while respondents feel that their housing options are adequate, they also feel strongly that Royal Oak employees (service, municipal, etc) should be able to afford to live in the city and many do have concerns with housing cost. However where more housing should be accommodated requires more attention. On the following page, the first chart reinforces a concern for housing cost among 24% of respondents, and sentiments concerning moving are quite low with some indicating a desire for a larger home. The second chart asks what types of new housing would be appropriate in the respondent's neighborhood. While overwhelmingly focused on single-family homes, accessory dwelling and townhomes show some degree of support. We did find in discussions that many are not familiar with different types of housing, which can be further clarified through the charrette process.

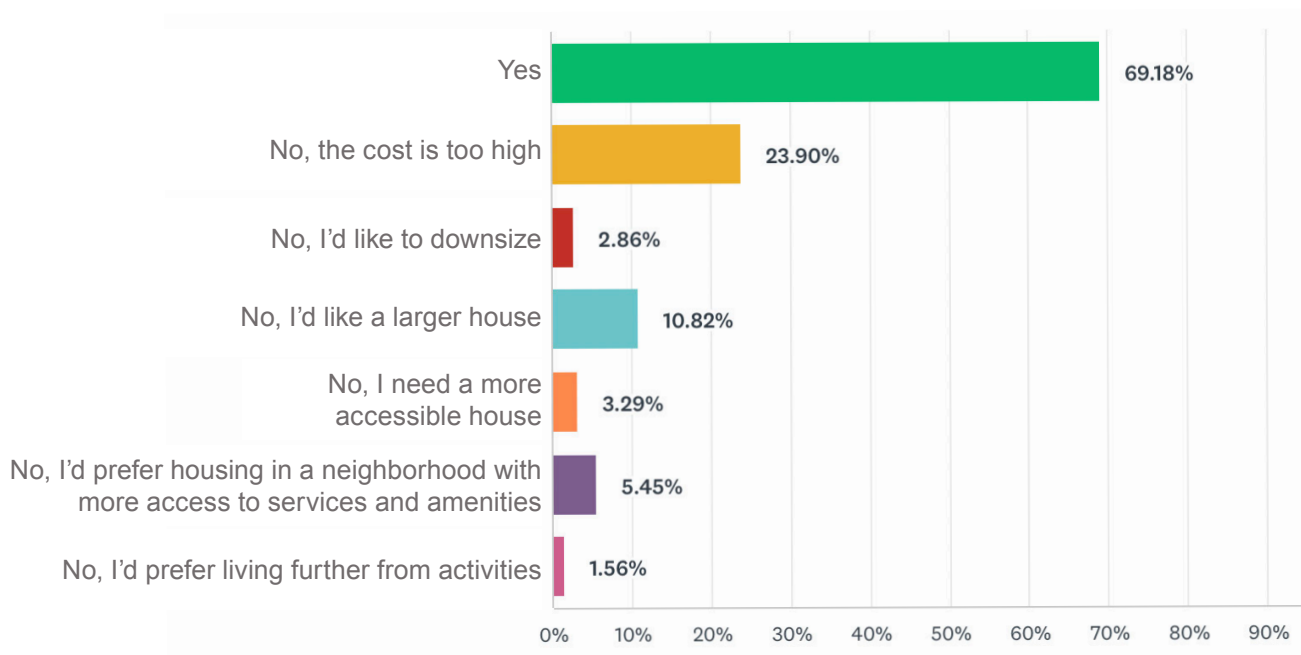
Please indicate the extent to which you agree with the following statements regarding the future of housing options in Royal Oak:



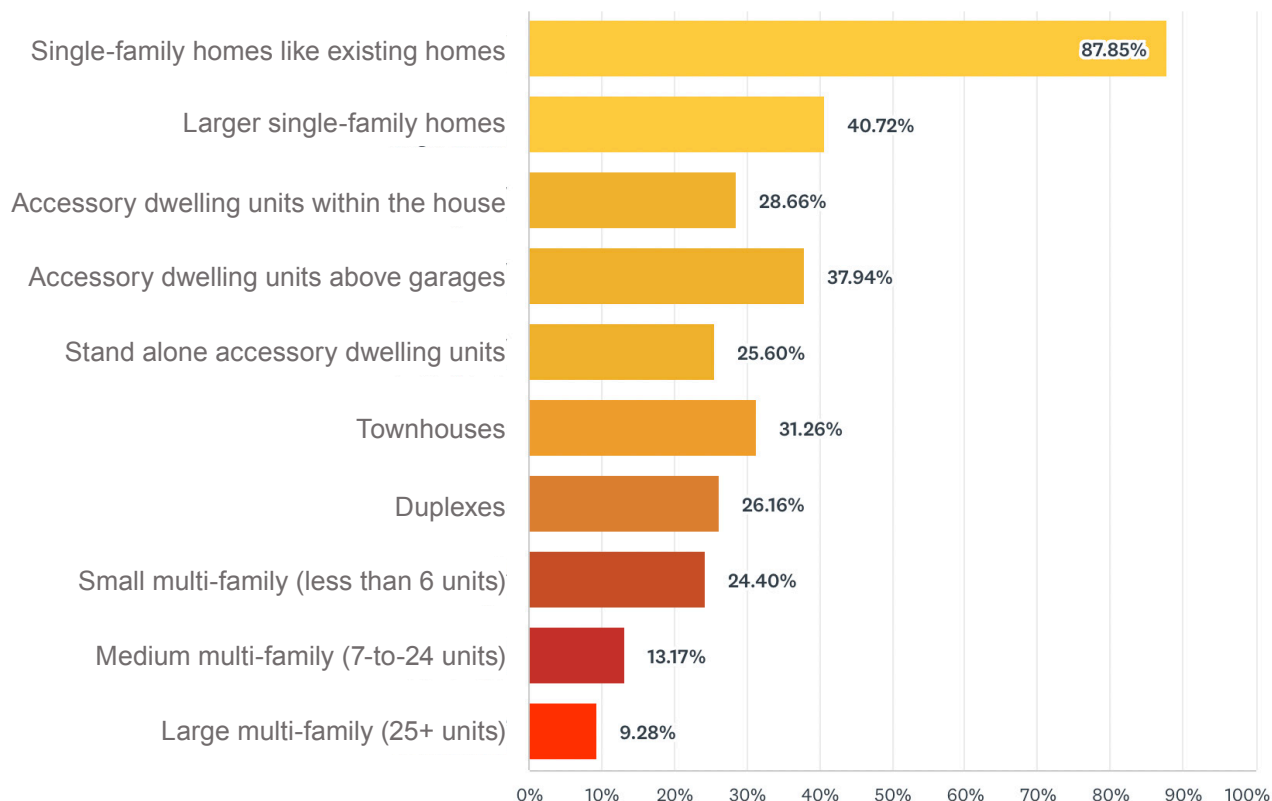
Public Engagement Overview

Housing

Do existing housing options in Royal Oak meet your needs? (can select multiple)



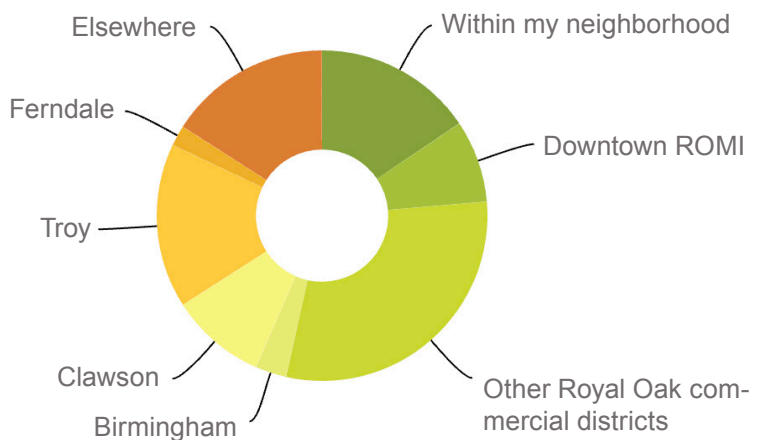
Would you support the following housing types being added to your neighborhood? (can select multiple)



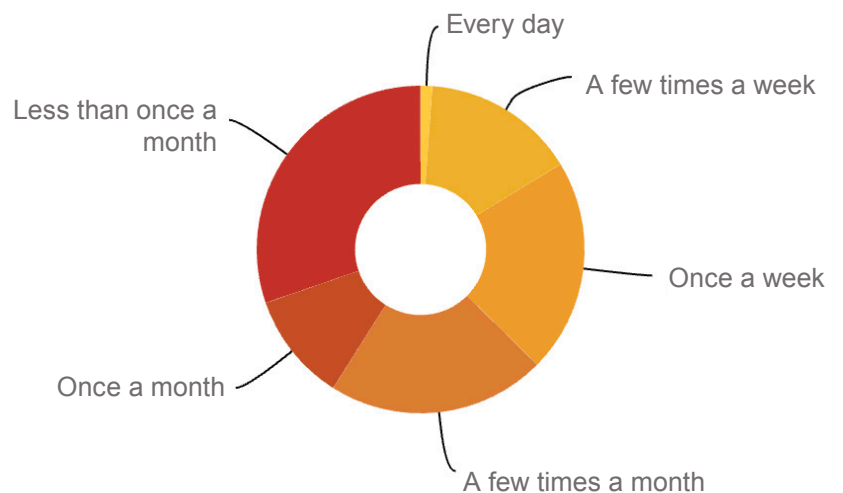
Access to Services

A few questions were posed concerning where and how often people shop and dine within Royal Oak and outside, along with their favorite locations, represented by the word clouds. This is both about liveability and sustainability. Access to frequent needs close to home is convenient, but it can also significantly reduce car trips, lowering total vehicle miles traveled (VMT). Many people report that they shop within Royal Oak, but that they can't get what they want downtown, and they still rely significantly on surrounding communities to fulfill their needs.

Where do you most frequently go for goods and services?



How often do you shop in Royal Oak?



Public Engagement Overview

Access to Services

Favorite Retailers

The following word clouds represent open-ended respondent input. The data has not been modified and as a result contains some redundancy and occasional common words and out of place responses.

What are your favorite shops and restaurants in Royal Oak?



What are your favorite shops and restaurants outside of Royal Oak?

