



500 West Big Beaver  
Troy, MI 48084  
troymi.gov

## CITY COUNCIL AGENDA ITEM

Date: September 21, 2021

To: Mark F. Miller, City Manager  
Robert J. Bruner, Assistant City Manager

From: R. Brent Savidant, Community Development Director

Subject: MASTER PLAN UPDATE

The following is a brief Master Plan update for recently completed and soon to be completed tasks:

### **May 27, 2021 - June 18, 2021: Master Plan Survey Open**

The Master Plan Survey was presented to the public via a full-page ad in the May 27, 2021 edition of the Troy Times, which is delivered to every household in Troy. The ad featured a link to the online survey and a QR code for accessing the survey instantly with a smart phone. The survey was initially proposed to be open until June 18, 2021 but was extended another week to provide more opportunity for resident participation. The following methods were used to encourage participation:

- Multiple postings on the City's FaceBook page (8,997 followers)
- Multiple postings on the City's Twitter page (4,124 followers)
- Link to survey on City of Troy website front page
- Email blast with survey link sent to GovDelivery (10,000+ subscribers)
- Email blast with survey link sent to 30 places of worship
- Two email blasts with survey link sent to 55 Troy Homeowners Associations
- Survey link sent to Boys and Girls Club Board of Directors
- Survey link sent to Historic Society Board of Directors
- Survey link sent to members of Global Troy
- Mayor/City Council members shared survey link on social media platforms
- Press release sent to all local media outlets
- Flyers with QR code distributed to public locations (grocery stores, coffee shops, office foyers, etc.)

For those without internet access and/or a smart phone, hard copies of the survey were provided at a kiosk near the main desk at the Community Center. Approximately 35 hard copies were collected from the Community Center. In total, we received 1,653 responses.

### **June 22, 2021: Preliminary Master Plan Survey results shared with Planning Commission**

See attached Master Plan Survey Results.



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### **July 24, 2021: Joint Planning Commission & City Council Master Plan/Zoning Training**

Planning Commission, City Council and staff attended a Master Plan and Zoning training session, put on by the Michigan Association of Planning. The training provided a background and foundation for attendees as we move forward through the Master Plan amendment process.

### **November, 2021: Planning Commission Walking Tours of Nodes.**

Neighborhood Nodes have been identified as a priority to study in the Master Plan amendment process. Walking tours will allow the Planning Commission to closely study selected Nodes. All walking tours will be advertised as public meetings. Neighbors and residents will be encouraged to attend.

Tentative dates/times/locations are:

- Thursday, November 4: Long Lake & Livernois @ 4 p.m.; Square Lake & Livernois @ 6 p.m.
- Saturday, November 6: John R & South @ 10 a.m.; Crooks & Wattles @ 2 p.m.
- Wednesday, November 10: Long Lake & Rochester @ 4 p.m.; Wattles & John R @ 6 p.m.

### **November/December, 2021: Focus Groups**

Planners from Carlisle/Wortman Associates and City staff will meet via Zoom with up to 10 small focus groups from demographic groups, such as senior citizens, high school students, young families, Troy business owners/managers, etc.

### **Date TBD: Joint Planning Commission & City Council Master Plan Meeting**

This meeting would provide an opportunity for City Council (tasked with adopting the Master Plan) and Planning Commission (tasked with completing a draft document) to meet jointly prior to completion of the first draft of the amended document.

Attachment:

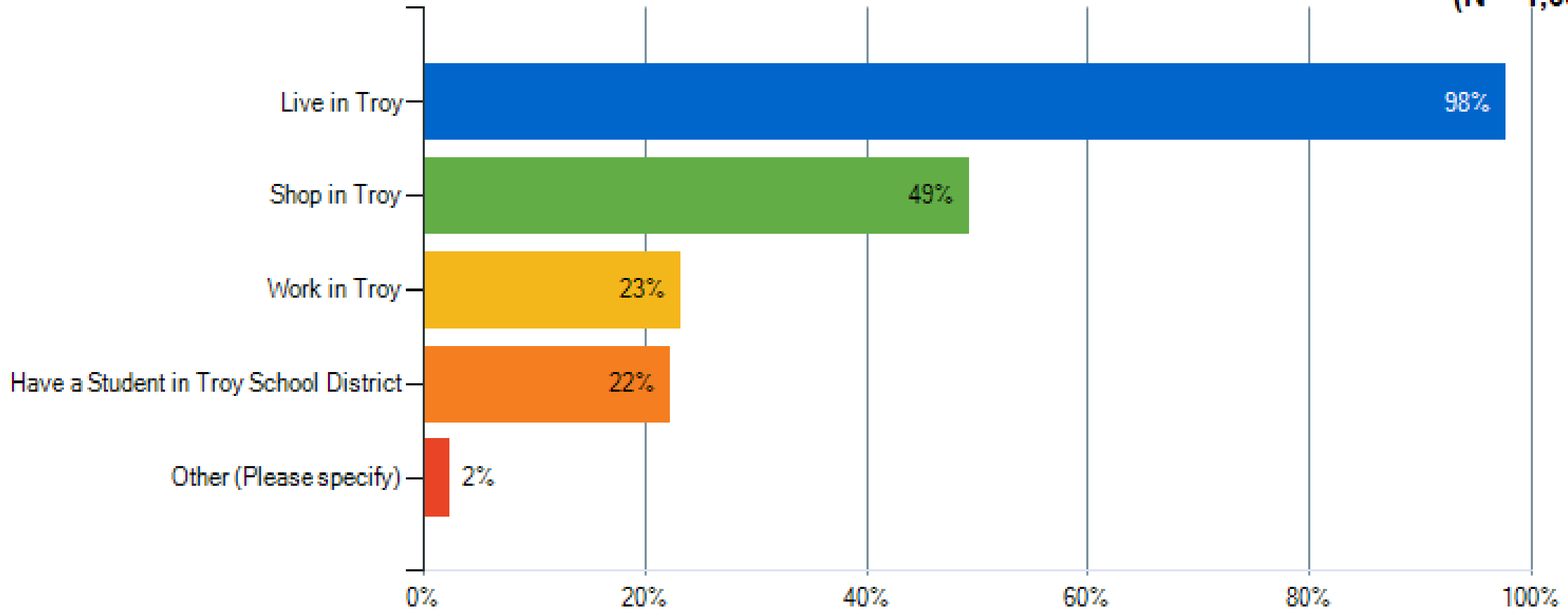
1. Master Plan Survey results.

# Troy Master Plan Survey

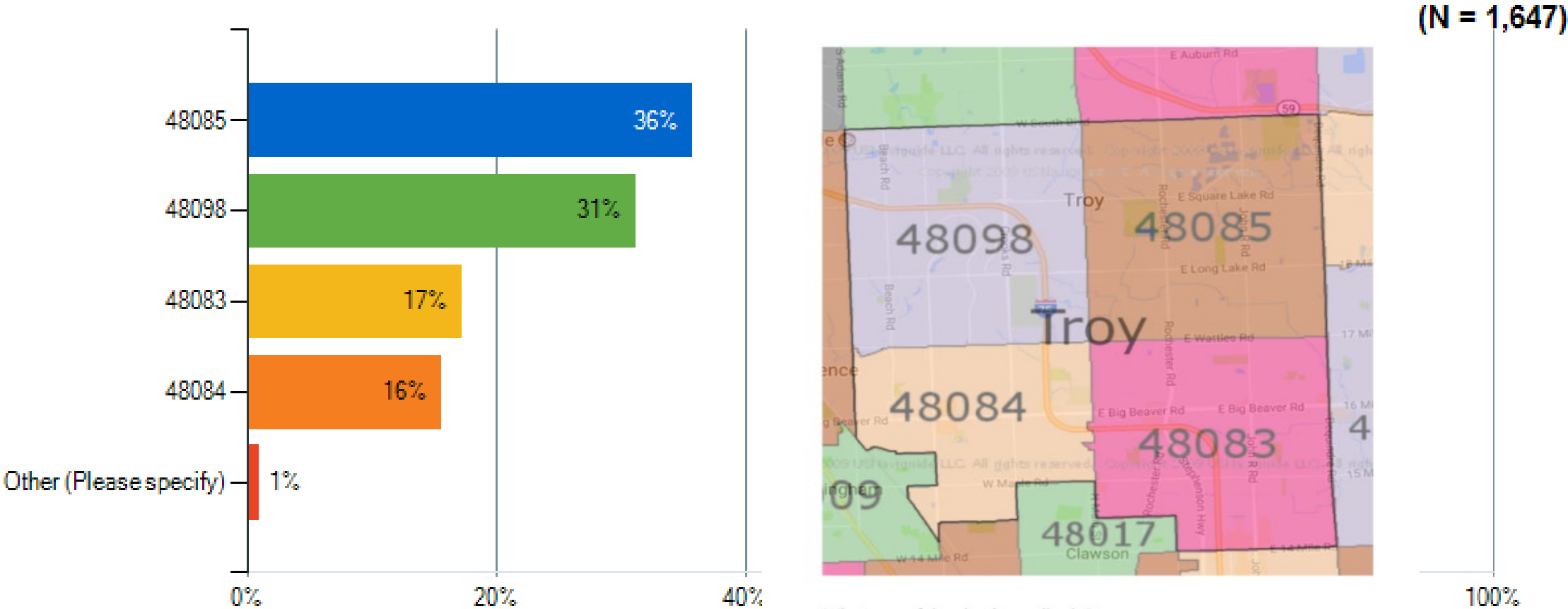
## 7-9-21

Q What is your relationship to the City of Troy?  
Choose all that may apply:

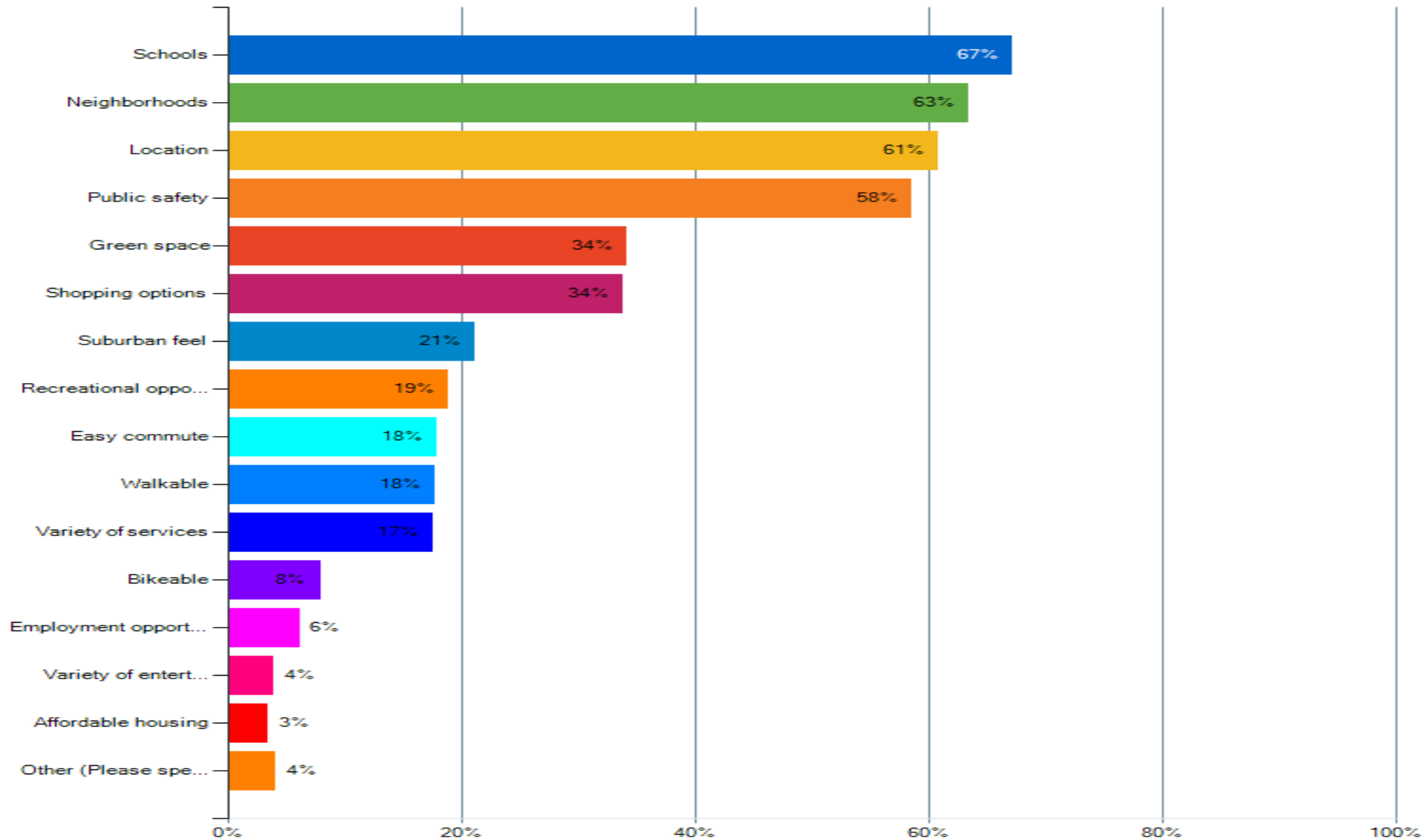
(N = 1,653)



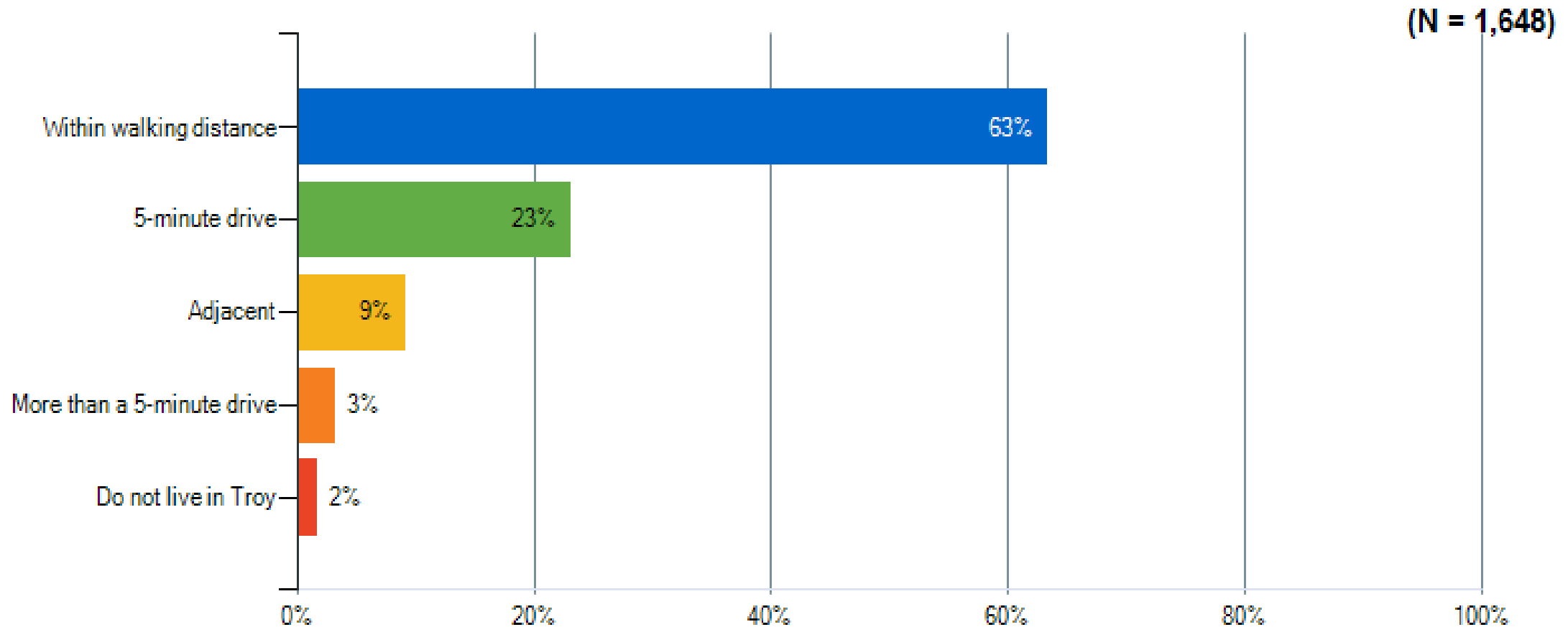
Q What area of the city do you live in?



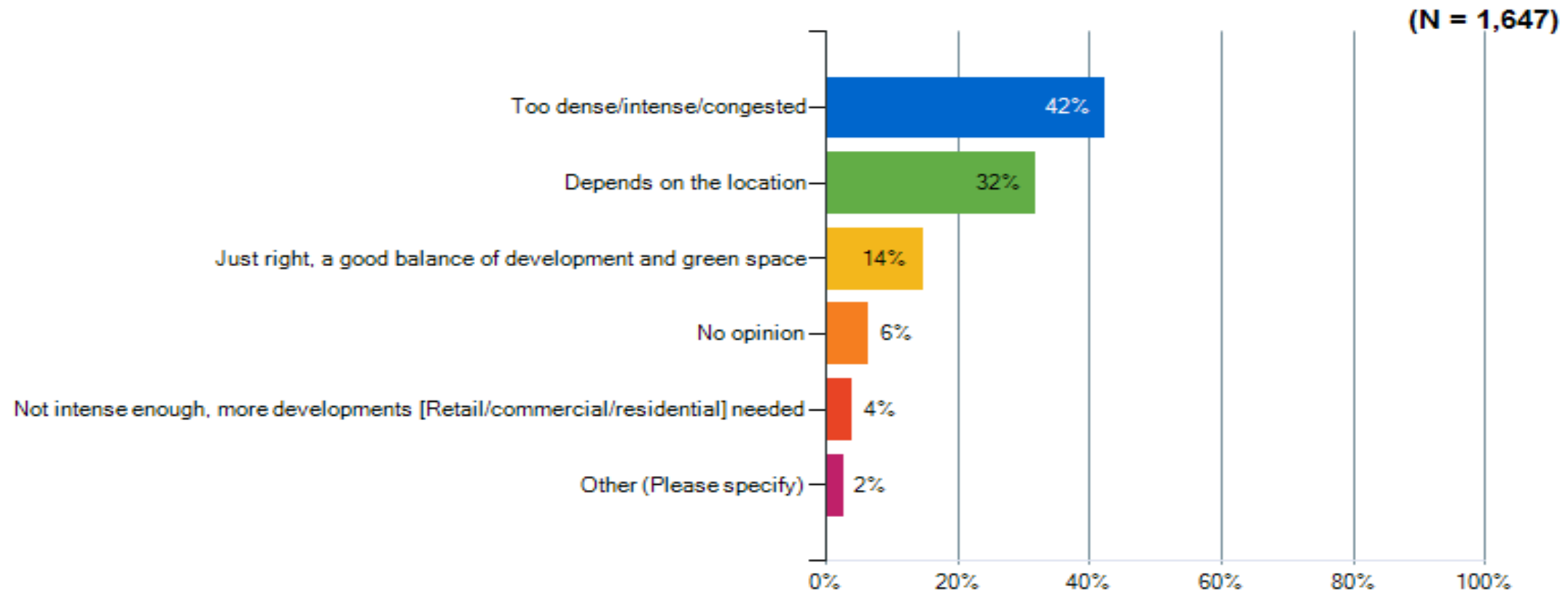
Q What do you like best about Troy? (check at most 5 responses)



Q How close do you live to a Neighborhood Node (intersection of major mile road)?

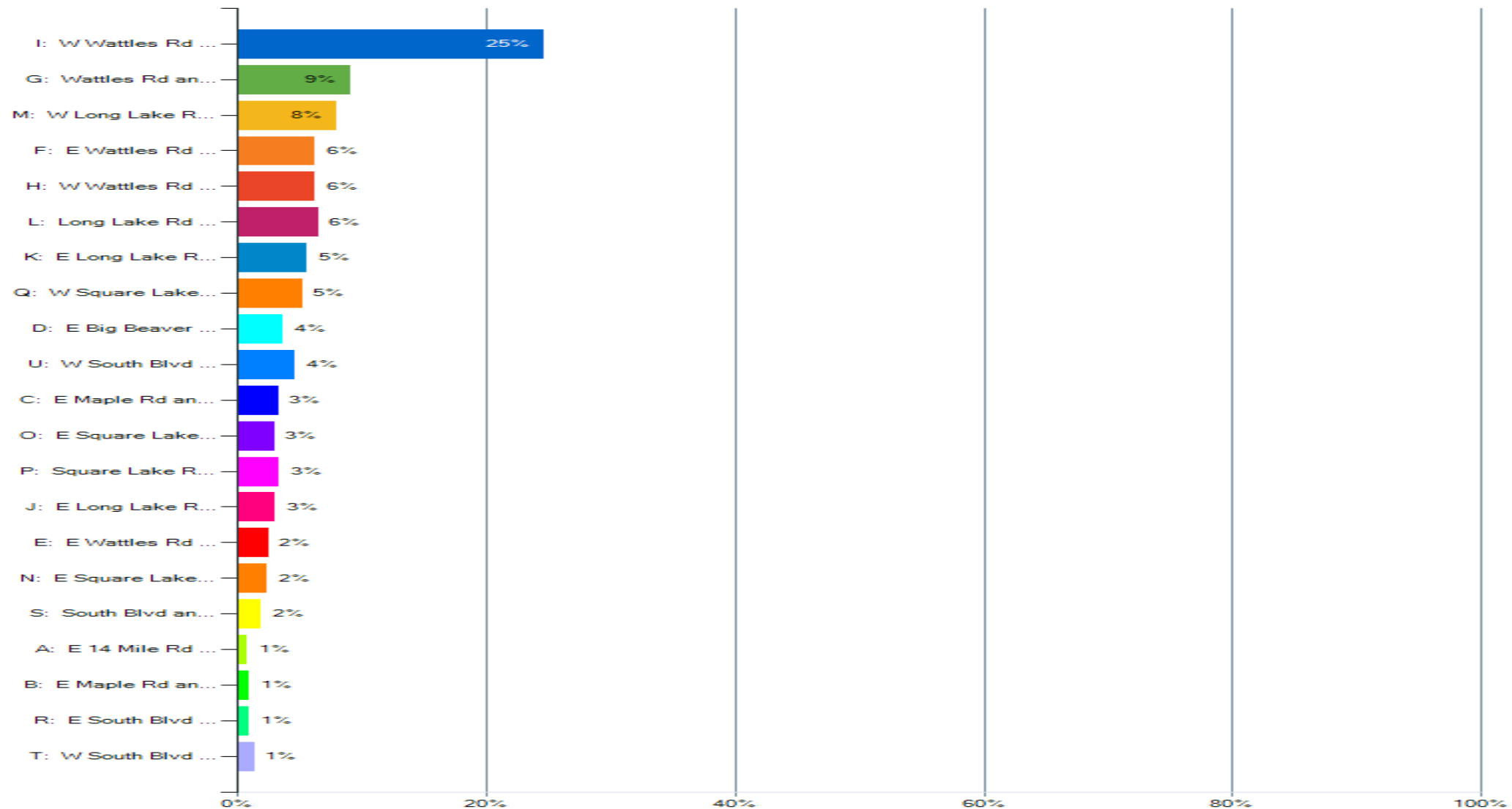


Q Over the last 10 years, how do you think Neighborhood Nodes overall have been developed?





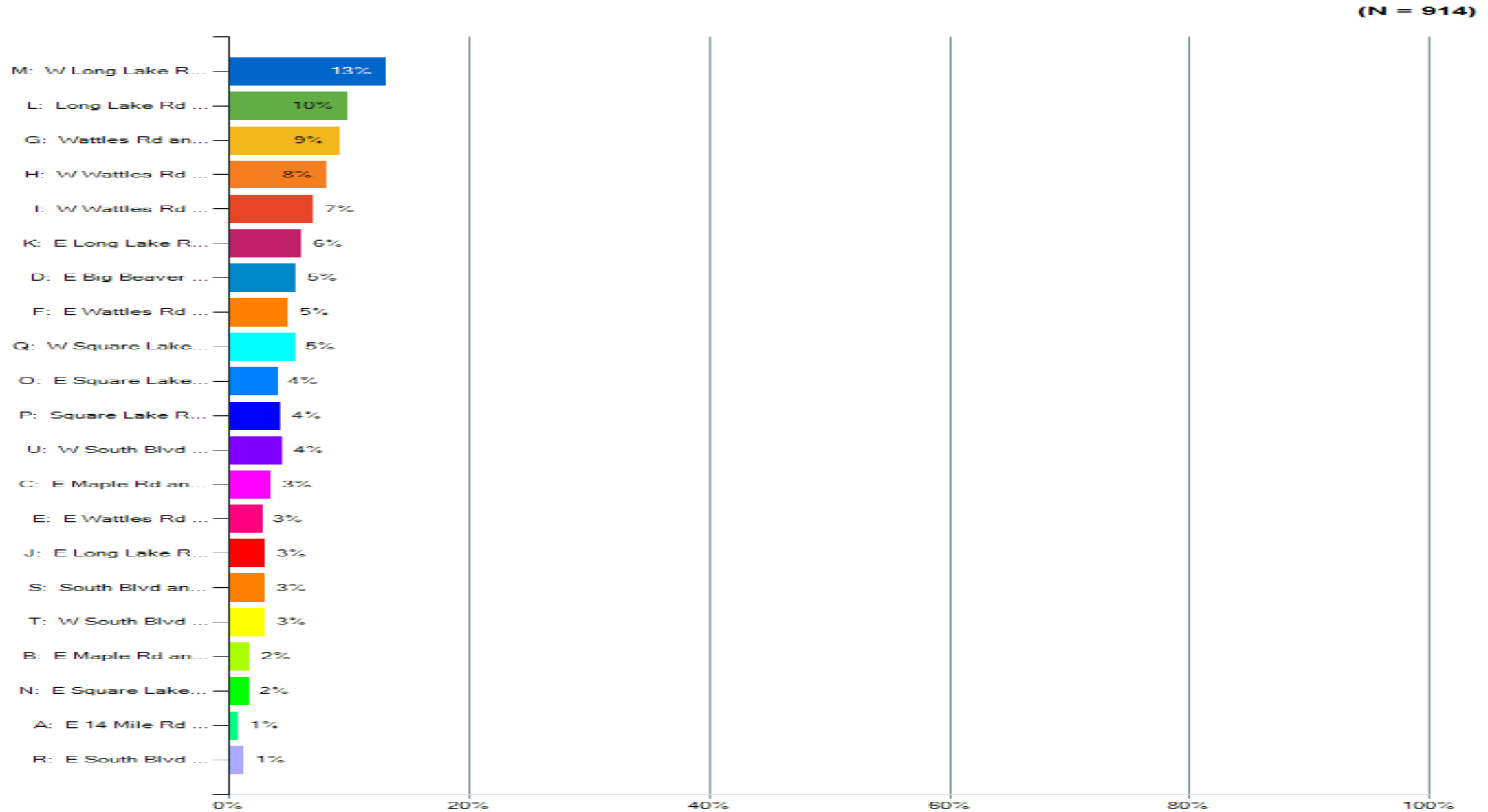
Q With regards to specific Neighborhood Nodes (intersections of major mile roads), how should these areas be planned? (you will be able to rate up to three nodes).



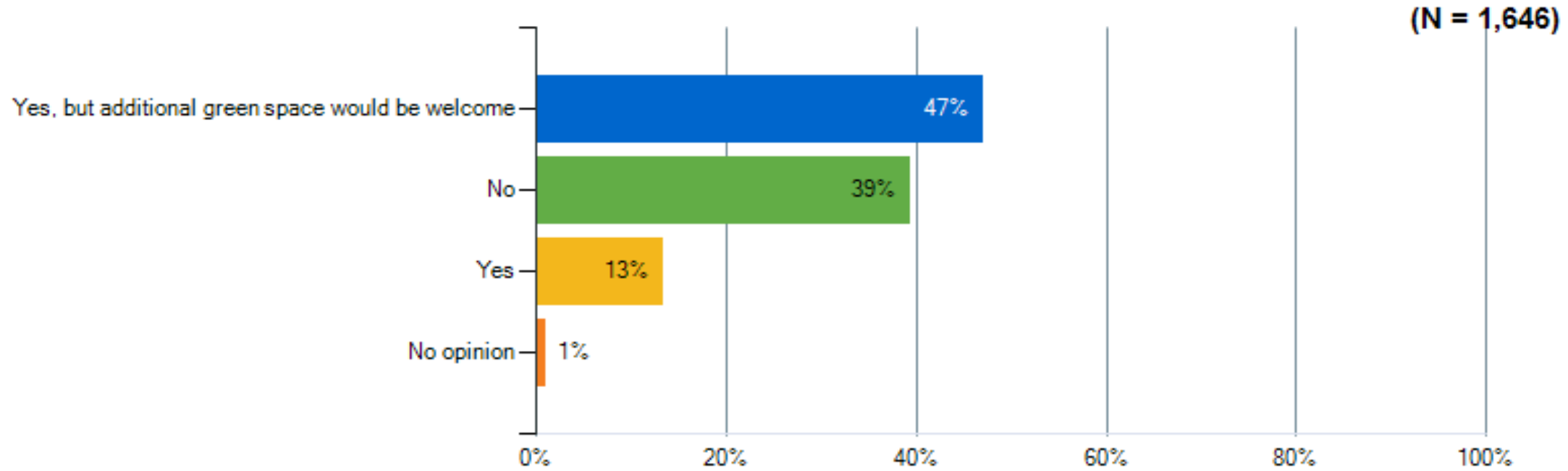
Q Please select a second Neighborhood Node for consideration.



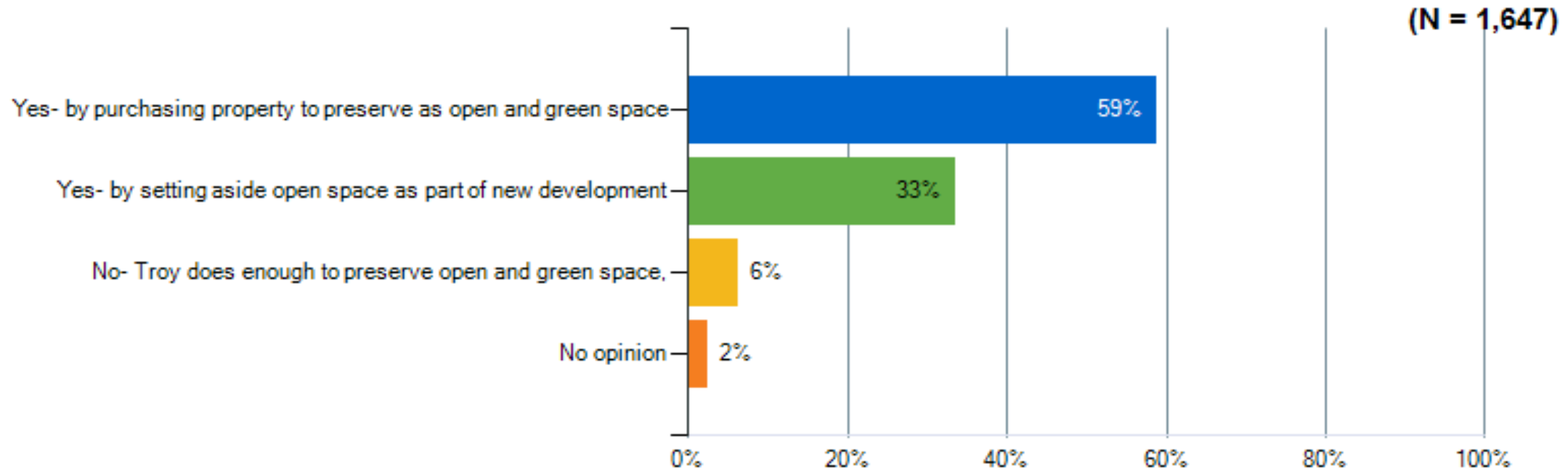
Q Please select a third (final) Neighborhood Node for consideration.



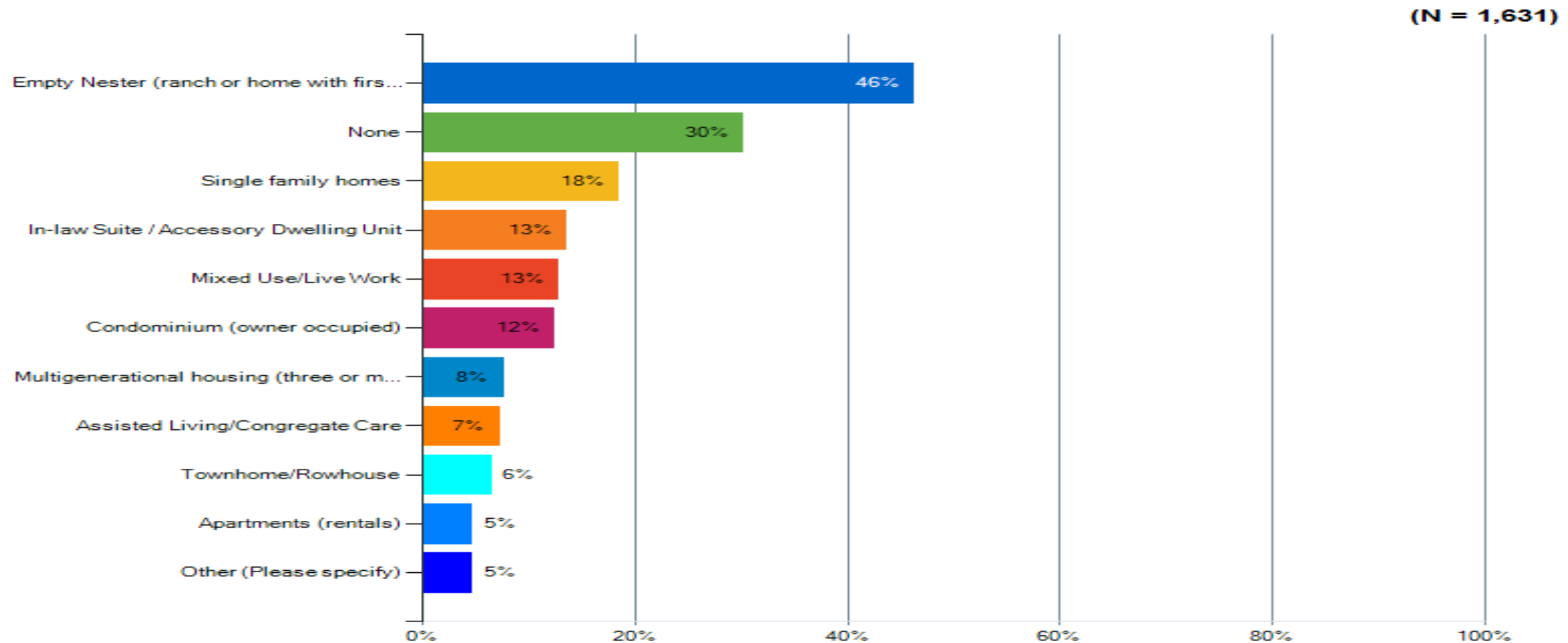
## Q Does Troy have enough open or green space?



Q Should Troy do more to proactively preserve open and green space?

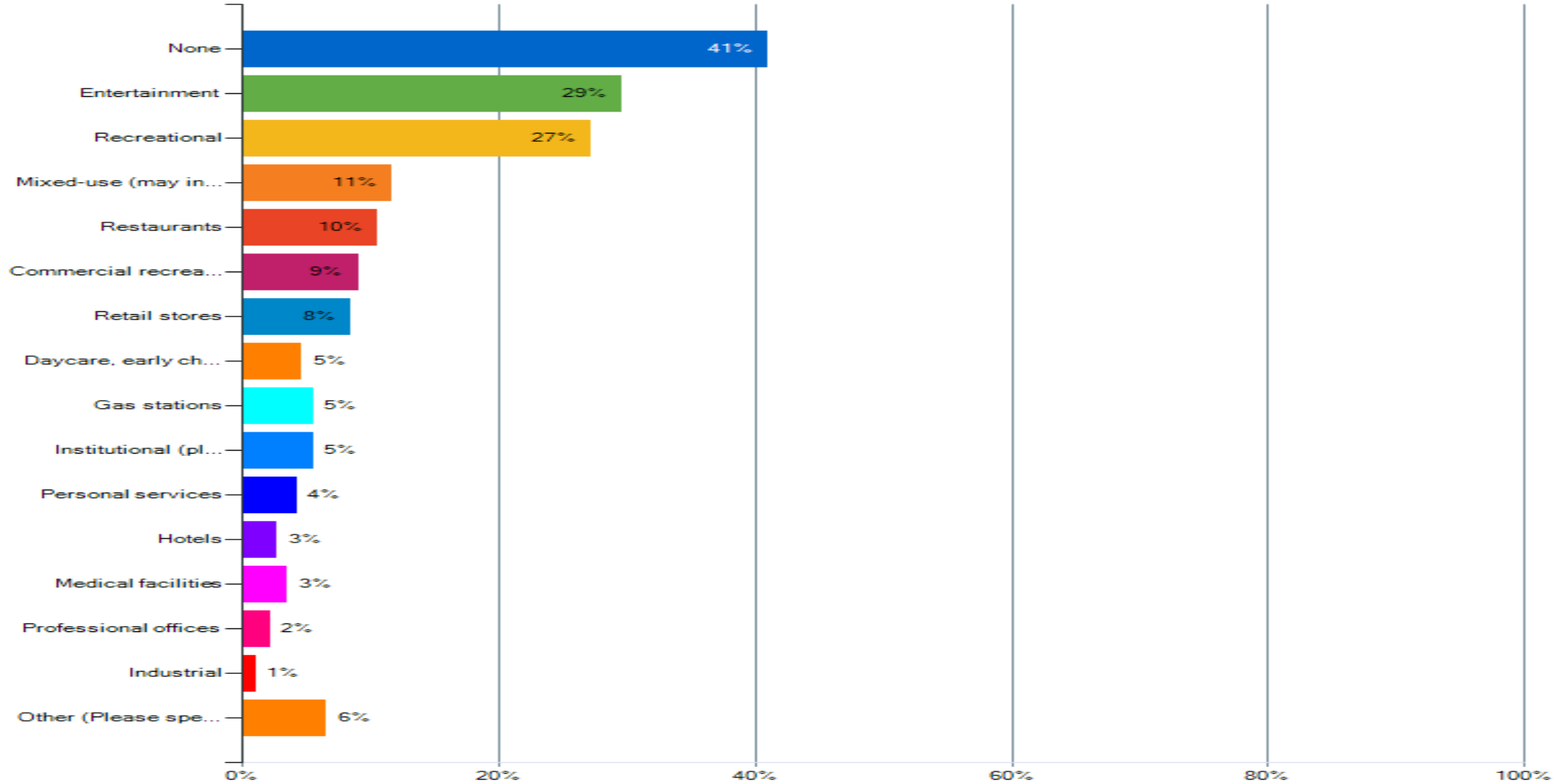


Q What kind of new residential development is missing in Troy? (check all that apply)



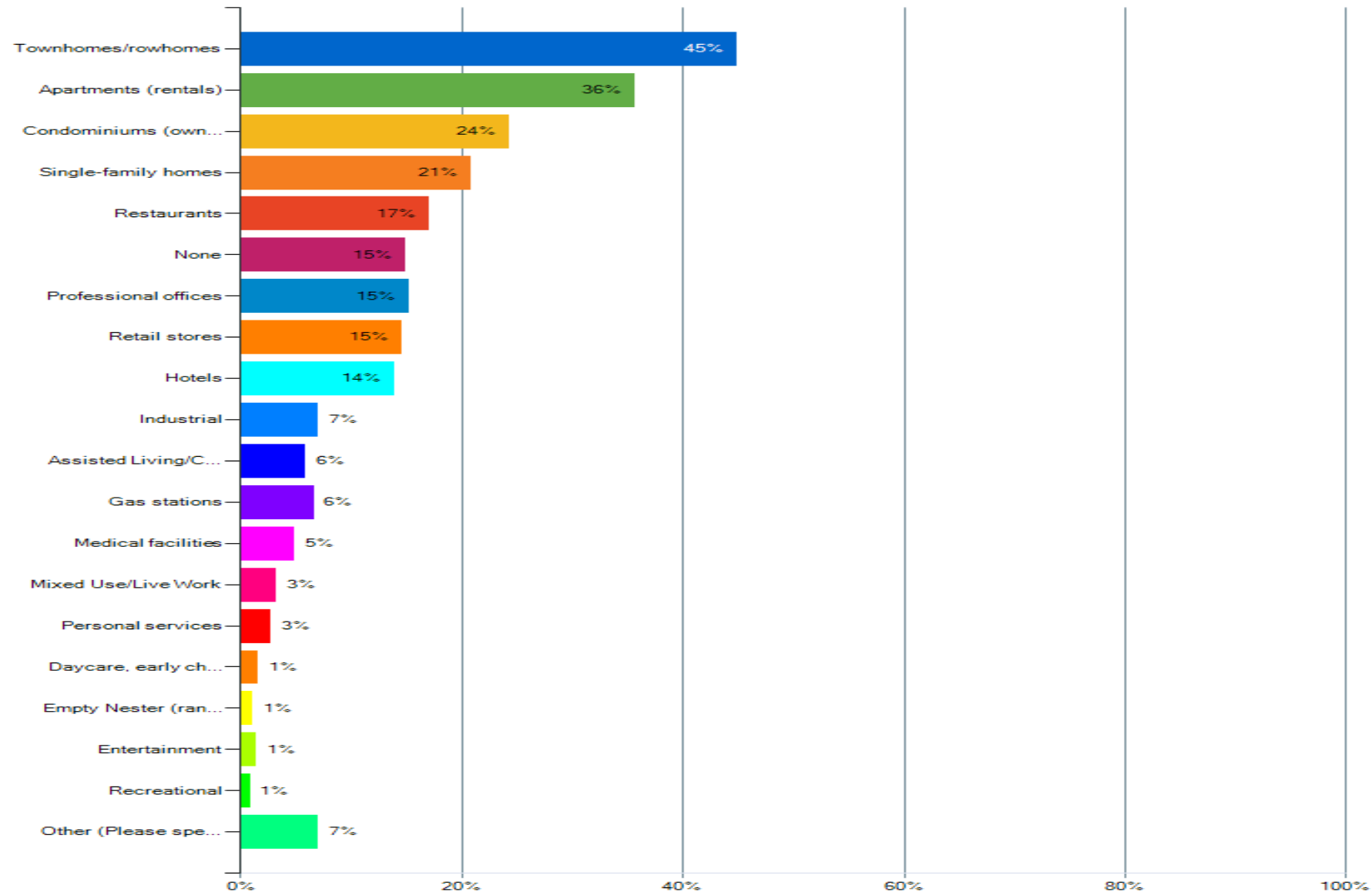
# Q What kind of non-residential development is missing in Troy? (check all that apply)

(N = 1,592)



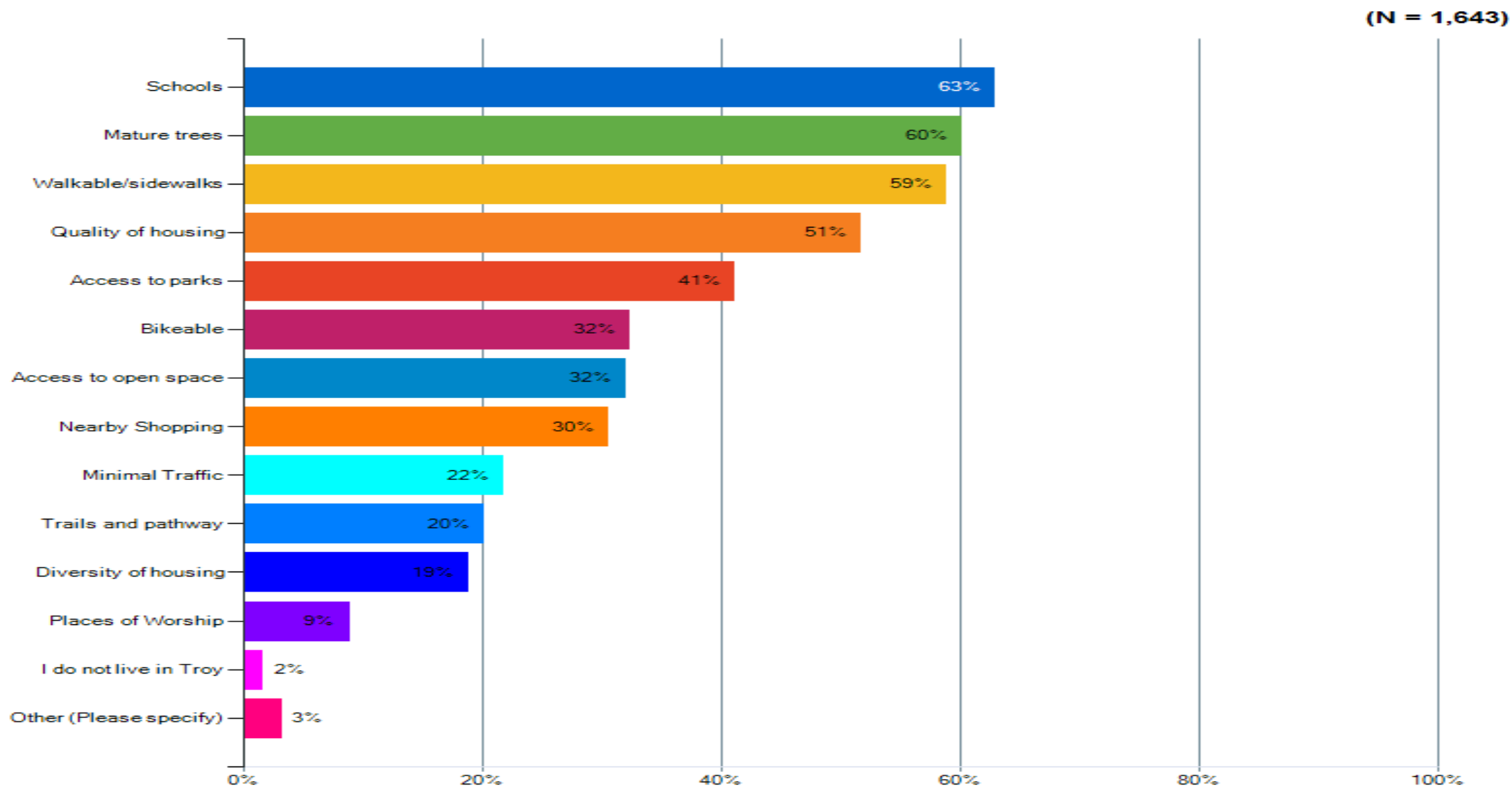
Q Are there any kinds of development that occur too frequently in Troy? (check all that apply)

(N = 1,565)

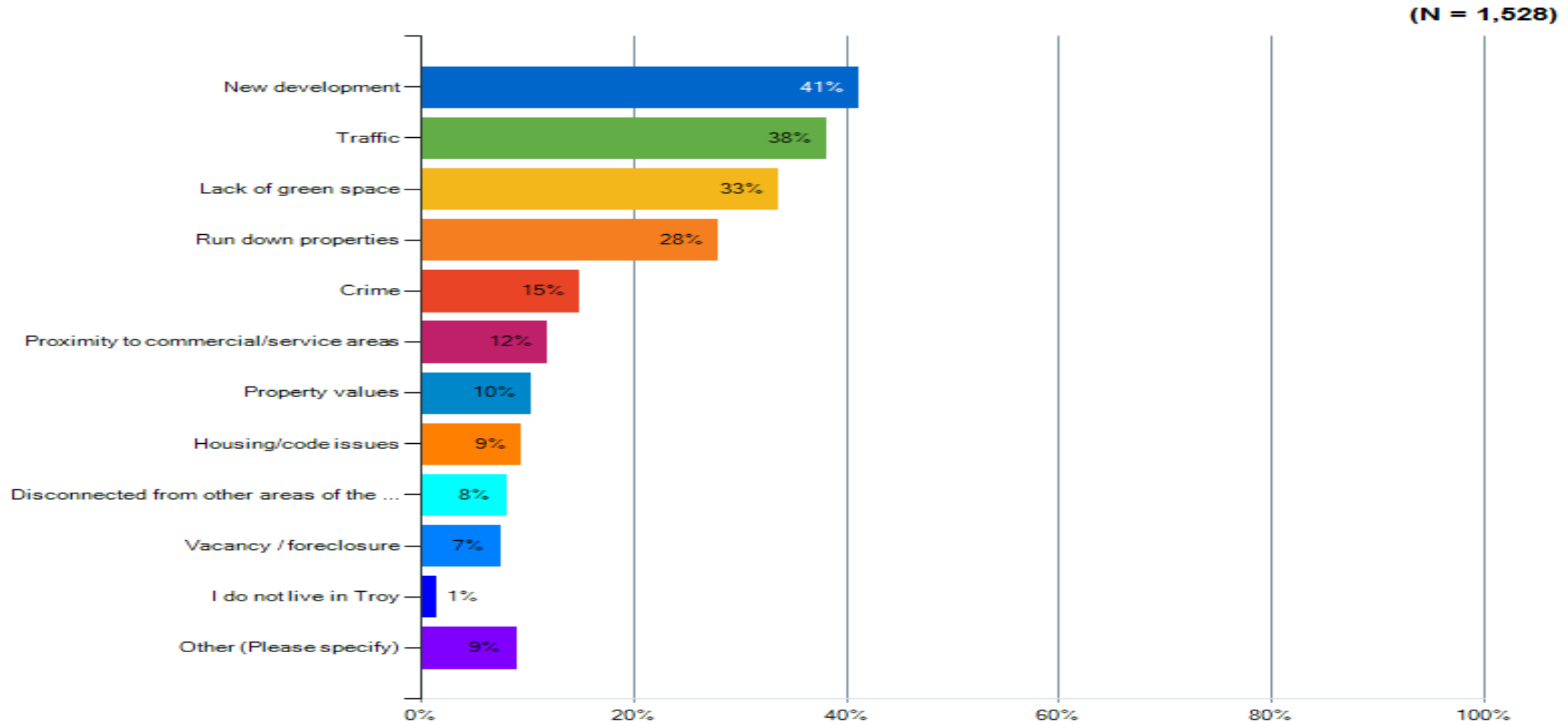




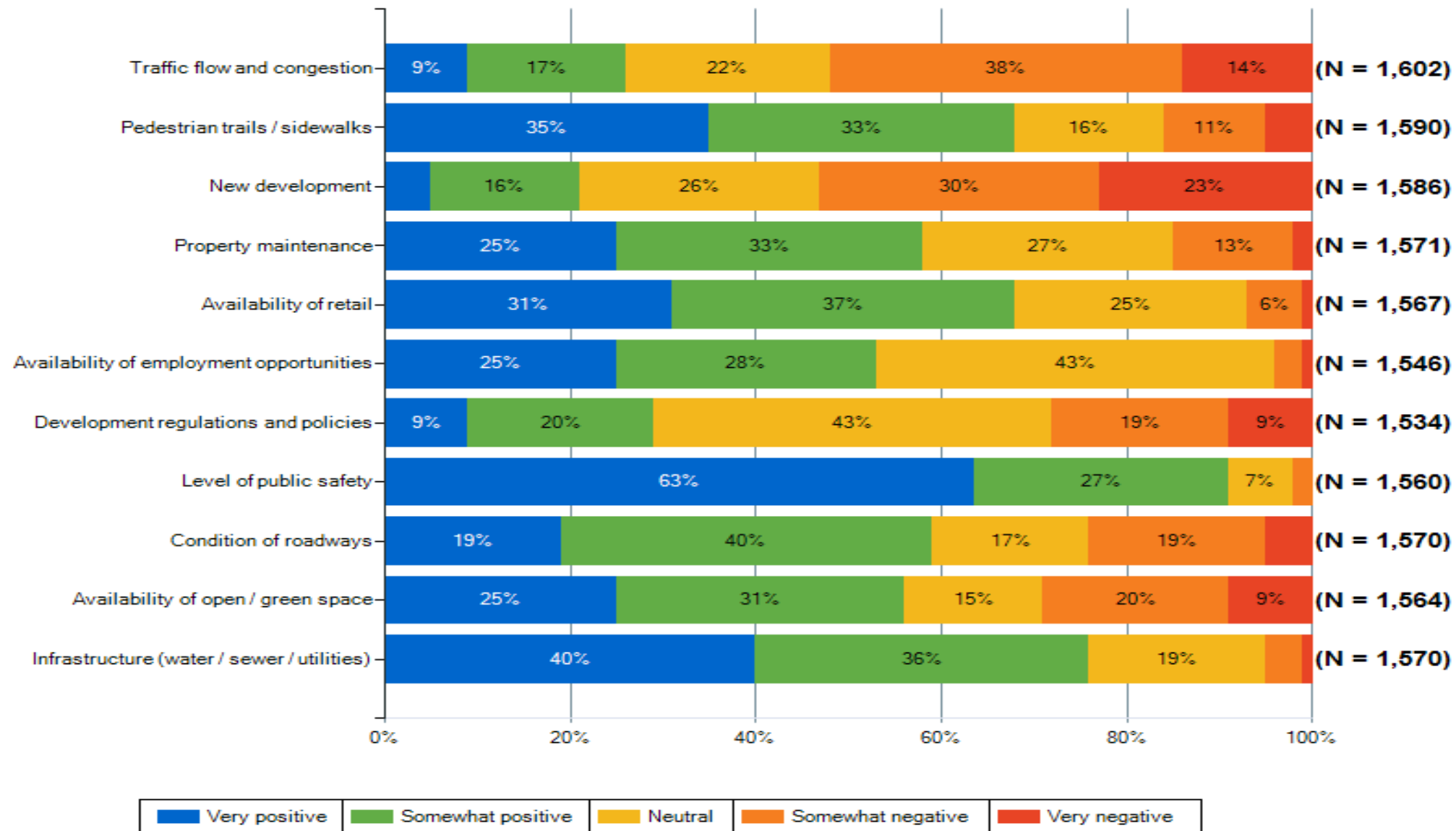
Q What is the biggest asset of your neighborhood? (check all that apply)



Q What is the biggest threat to the viability of your neighborhood? (check all that apply)

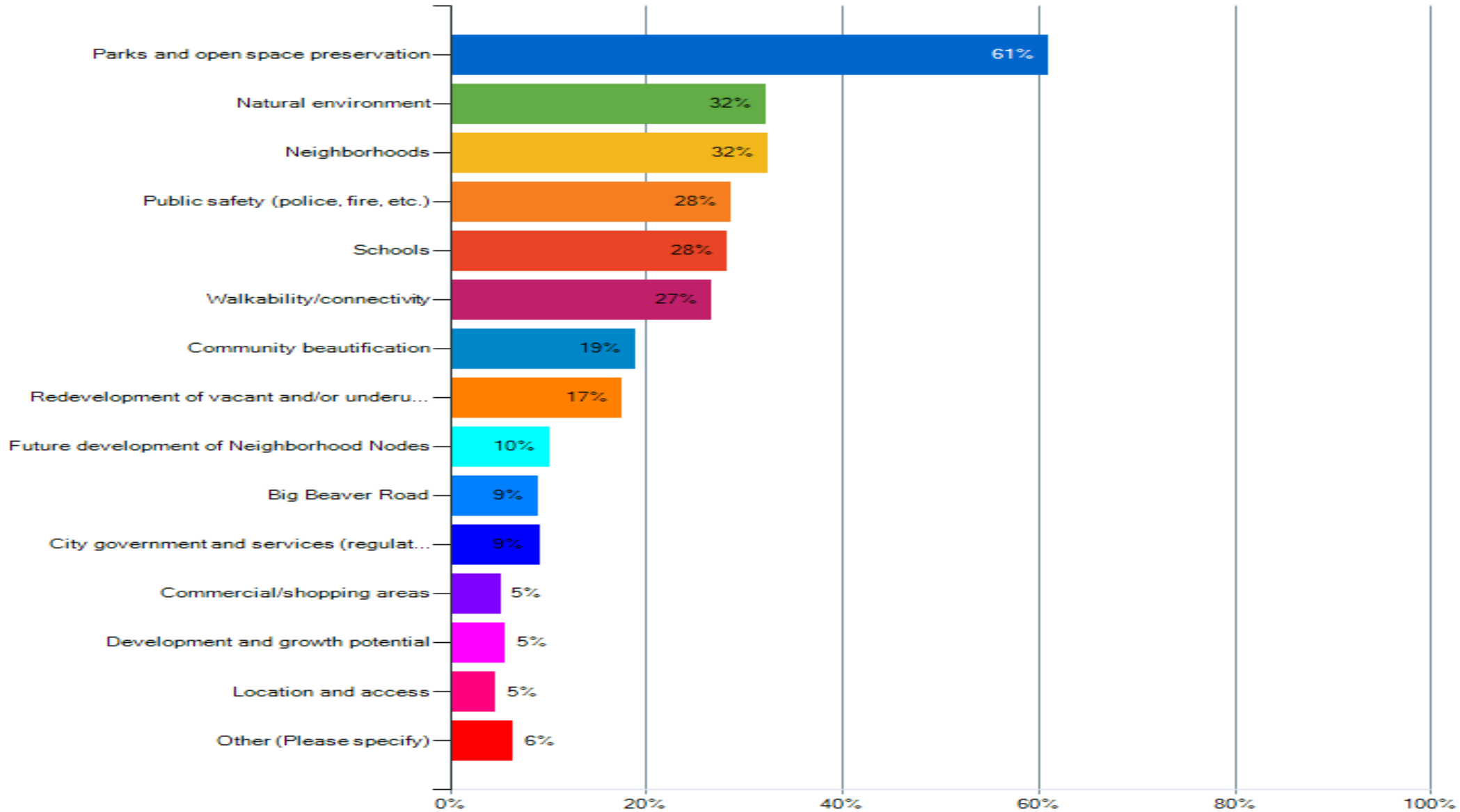


Q: Please rate how each of the following currently contributes to the quality of life in the community.

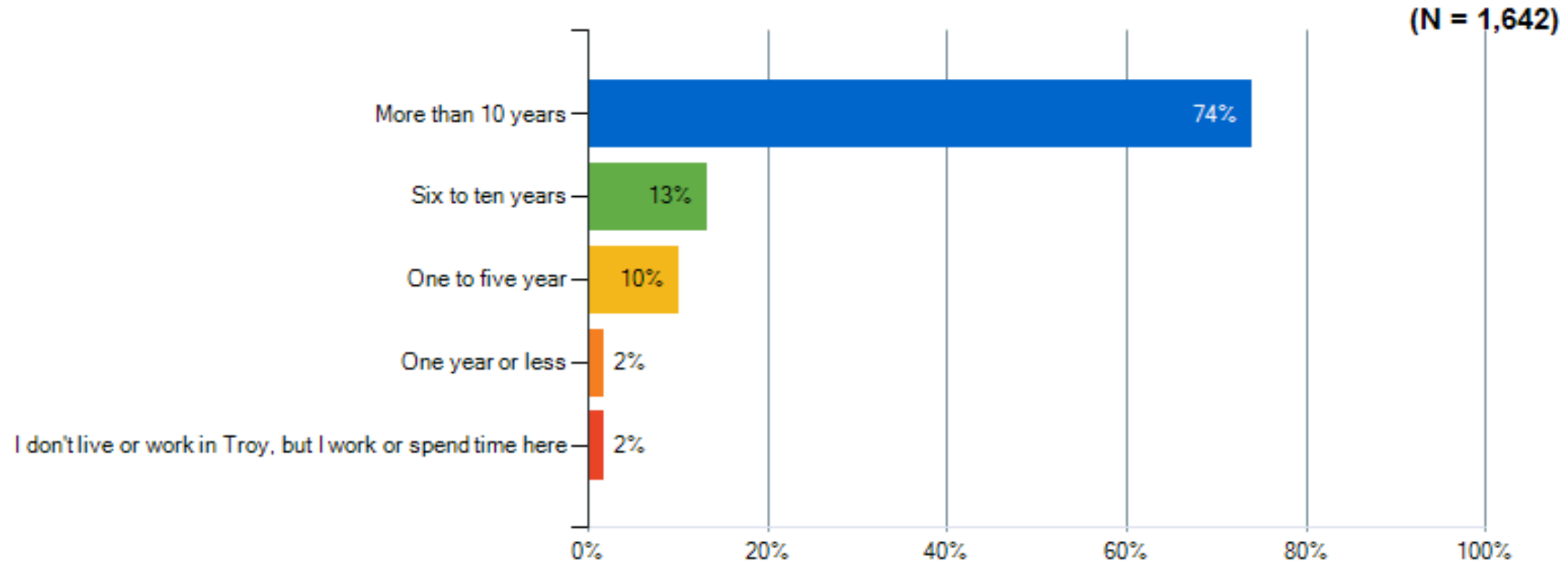


Q What are the top three priorities the Master Plan should focus on? (choose three)

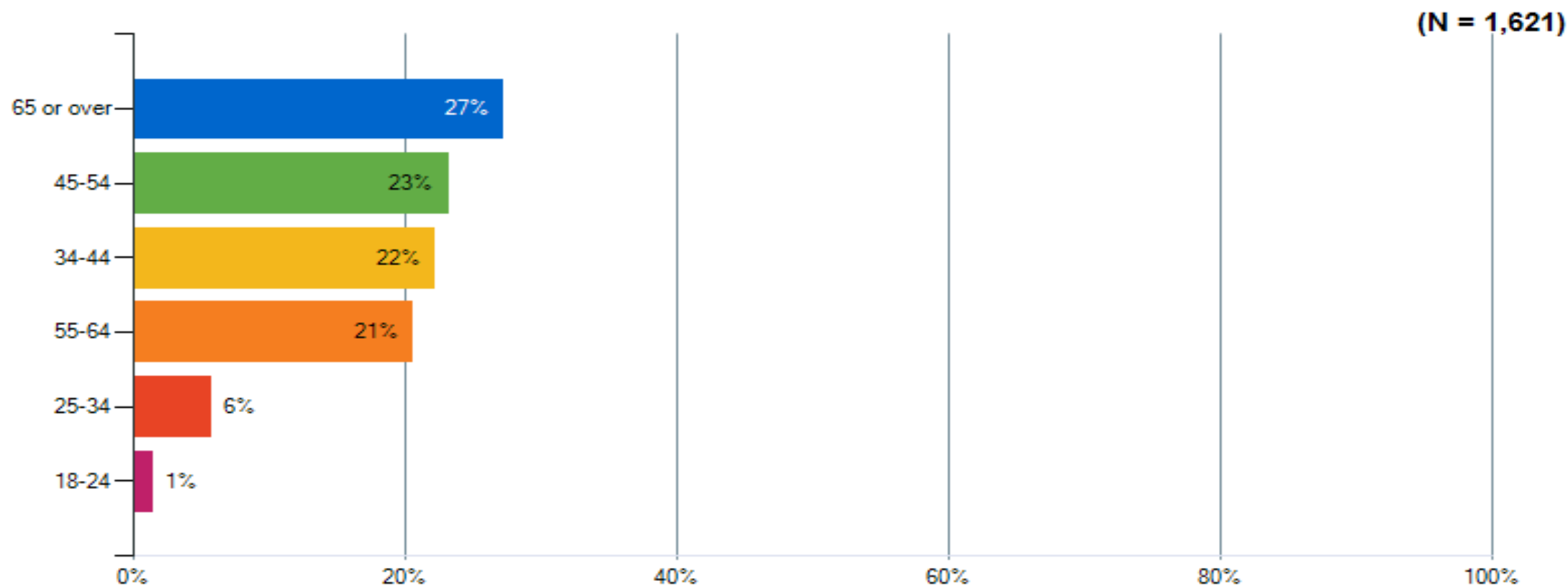
(N = 1,638)



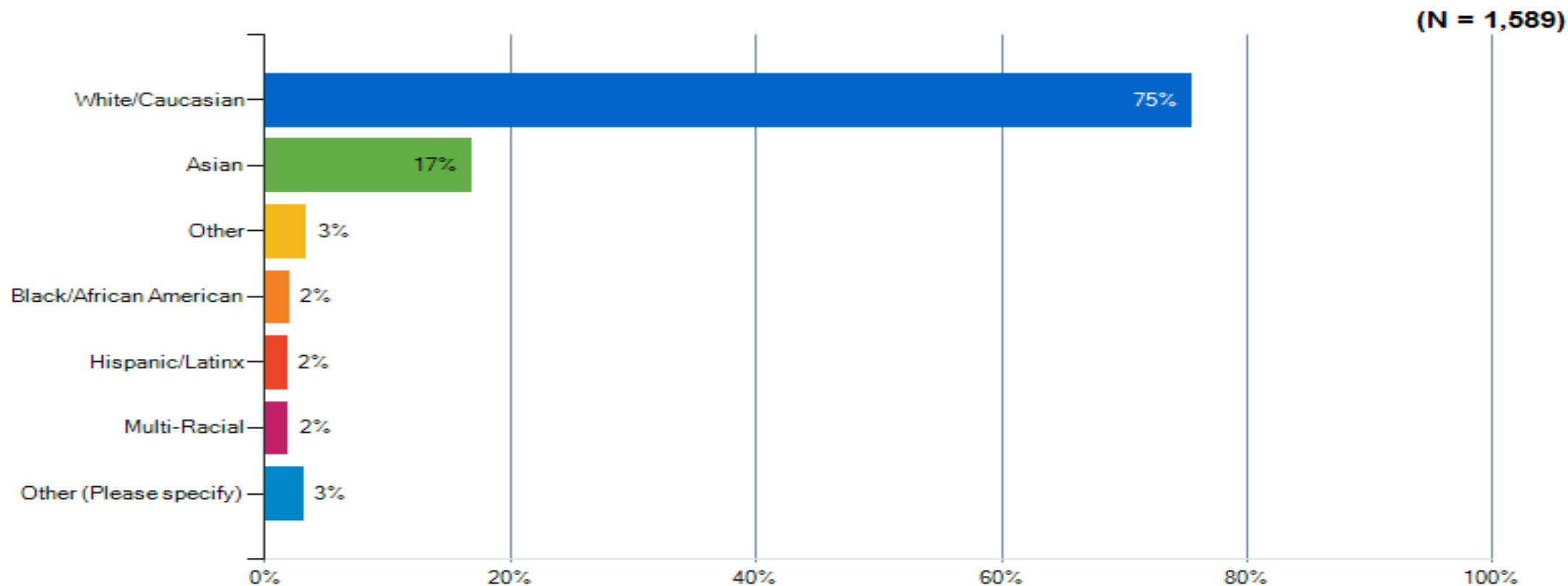
Q If you are a city resident, how long have you lived in Troy?



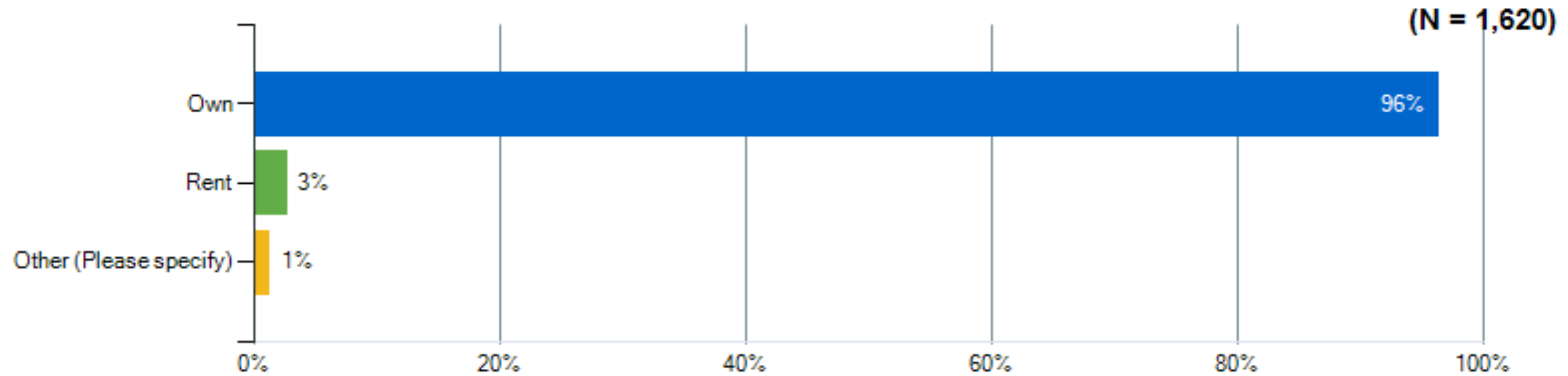
Q If you are a city resident, what is your age group?



Q If you are a city resident, to which group(s) do you consider yourself to belong (check all that apply)?

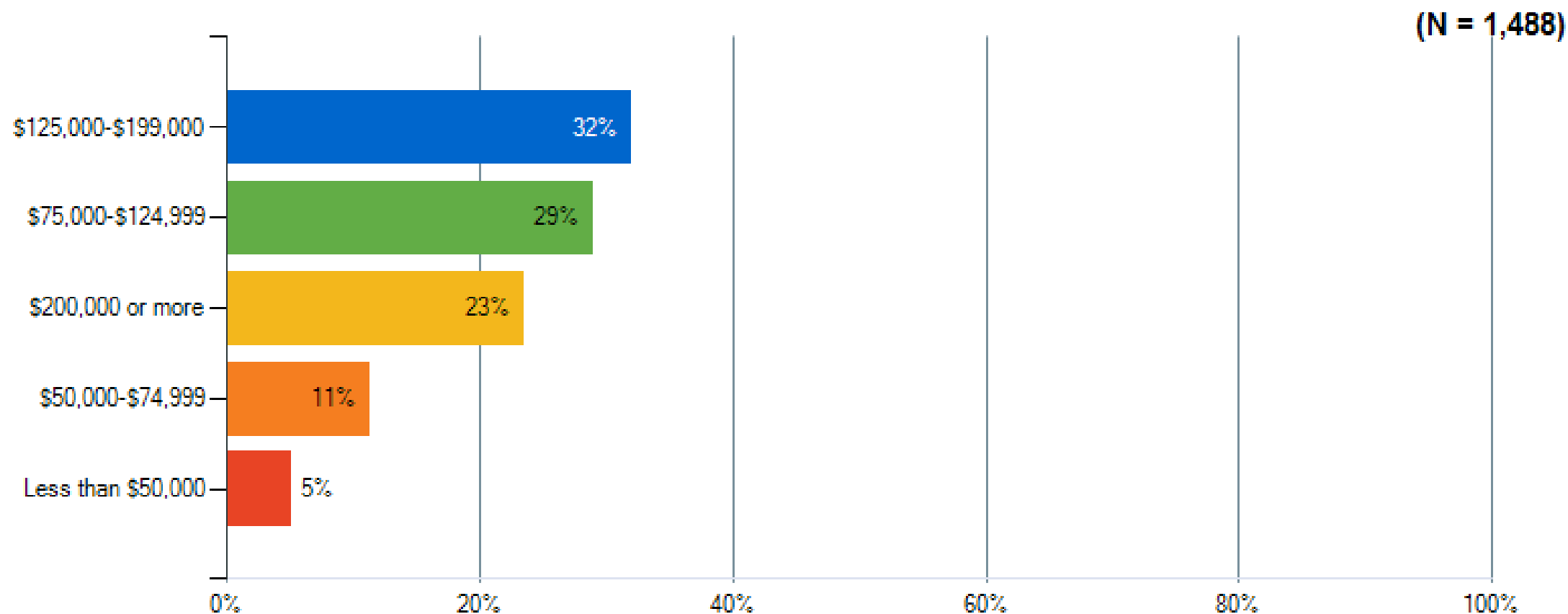


Q If you are a city resident, do you own or rent / lease your residence?

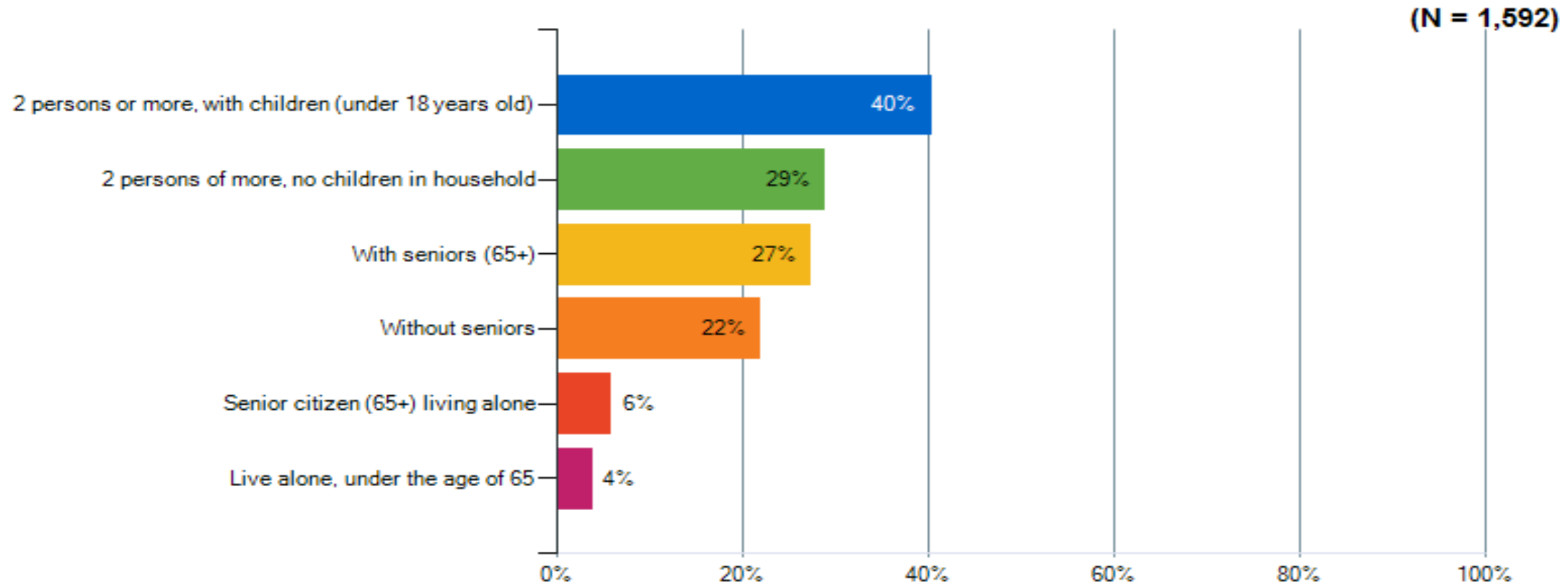




Q If you are a city resident, which of the following categories include your total household income last year?



Q If you are a City resident, which of the following categories describes your household (check all that apply)?



Q For those who do NOT live in Troy but who work or otherwise spend-time in Troy,  
about how much time do you spend here?

