

# REQUEST for DEVELOPER QUALIFICATIONS



EAST  
AUBURN  
ROAD,  
BROOKLANDS  
DISTRICT

**Rochester Hills,  
Michigan**



**MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION**



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This document was made possible by a Redevelopment Ready Site grant from the Michigan Economic Development Corporation through its partnership with the Michigan Municipal League, Place + Main Advisors, and Archive DS.



michigan municipal league

**PLACE + MAIN**

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# REDEVELOPMENT OPPORTUNITY

## 9 Parcels on E Auburn Road

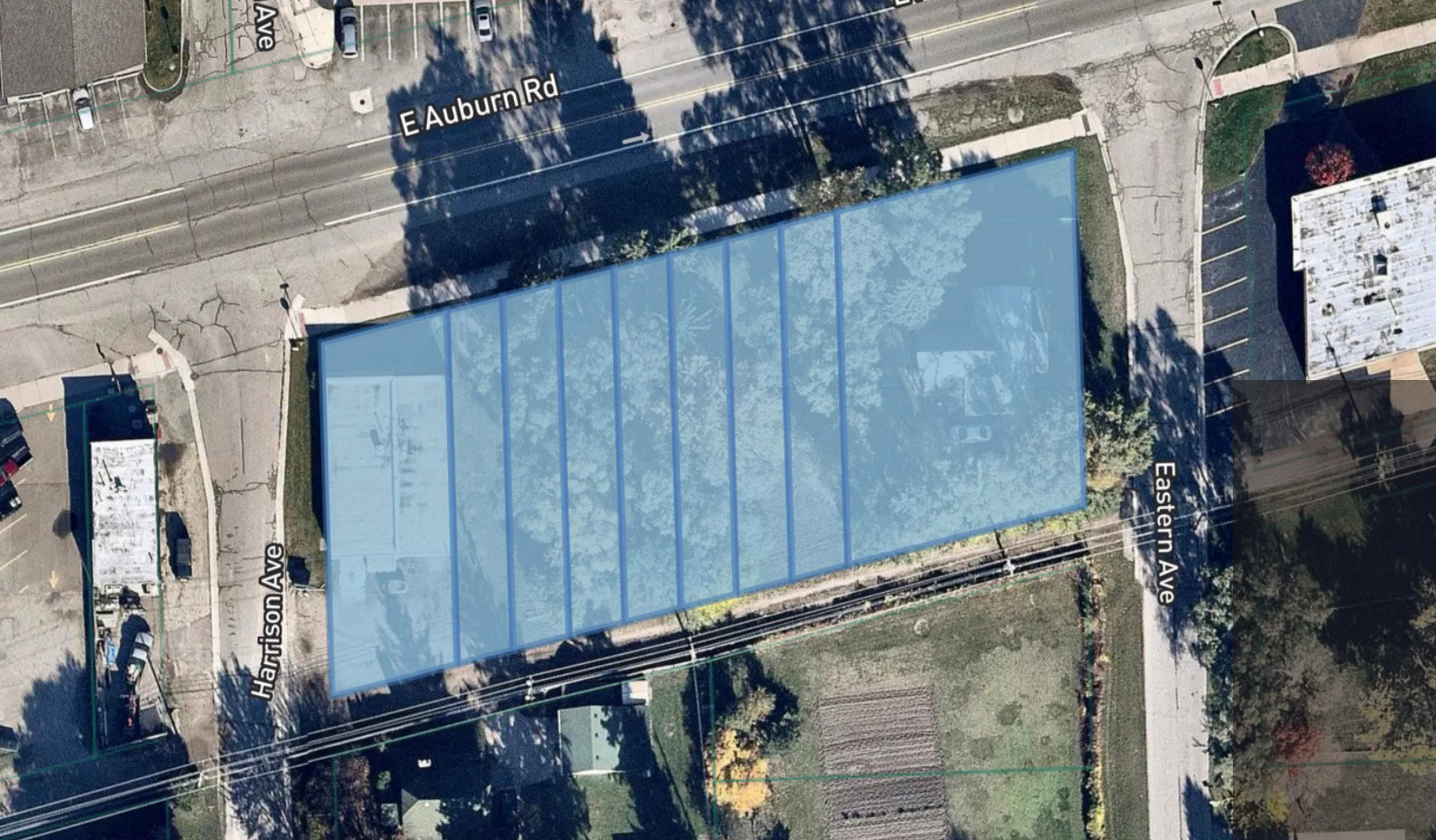
### ROCHESTER HILLS, MI

This site, encompassing nine parcels and including two existing structures, is located along E Auburn Road in the Brooklands District in Rochester Hills.

The Brooklands District is undergoing a dramatic reinvention from an auto-centric commercial strip to a pedestrian-friendly, mixed-use neighborhood. The City of Rochester Hills has made significant investments in this area to slow traffic, widen sidewalks, and create an environment where residents and visitors alike want to come and enjoy local businesses and a sense of place and community. This opportunity represents a major step forward for the community to continue to make this vision a reality.







## SITE OVERVIEW

The 0.74317-acre site is owned by Brooklands Development LLC. The property contains nine parcels and an approximately 2,500 square foot single-story commercial building on the most western parcel as well as a 1,765 square foot single-story ranch house. Neither building is considered historic.

**Asking Price:** \$1,600,000

**Parcel IDs:** 15-36-204-001  
15-36-204-002  
15-36-204-003  
15-36-204-004  
15-36-204-005  
15-36-204-006  
15-36-204-007  
15-36-204-008  
15-36-204-059

**Walk Score:** 66 (2960 E Auburn Avenue)

**Zoning:** Brooklands District



# About City of Rochester Hills

Rochester Hills is one of the jewels of Oakland County. It offers quality city services and infrastructure, proximity to major roadways, a diverse business community, and a dedicated Economic Development Team. The city is ranked as one of the wealthiest in the state, and amongst the 50 most-educated cities in the United States. Rochester Hills features a quality of life focused on people and draws its unique personality from the diversity of its residents. The city is a family-oriented community, which is clearly evident in its many neighborhoods. It is also evident in the quality of education and recreation programs that are available. It is consistently ranked as one of the safest and best places to live in the state.

The award-winning Rochester and Avondale Community Schools provide K-12 education for Rochester Hills. Rochester University, Oakland University, and Oakland Community College are either located in the city or just outside the city.

With over 1,000 acres of parkland, Rochester Hills offers the opportunity for relaxation and recreation few others can match.

Rochester Hills boasts of many cultural assets that enrich the community such as Meadow Brook Hall, Yates Cider Mill, Rochester Hills Museum at Van Hoosen Farm, and the Older Persons Commission. The Village of Rochester Hills lifestyle center and other shopping areas offer excellent opportunities for every possible purchase inclination and the city is host to some of the best dining options in all of Michigan. The City of Rochester Hills is the preeminent place to live, work and raise a family.

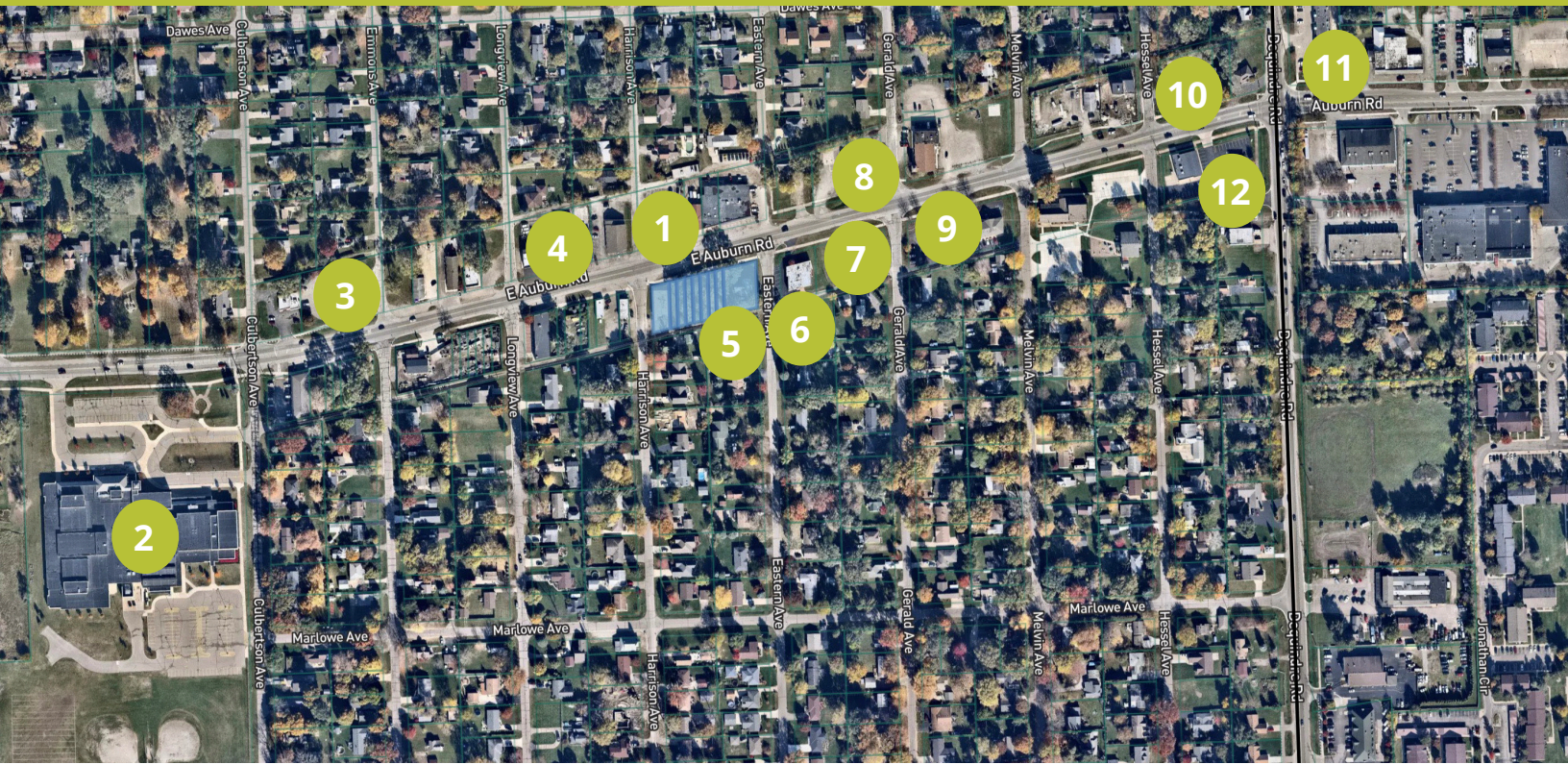


*The City of Rochester Hills received the prestigious Michigan Municipal League's 2021 Community Excellence Award for its Reimaging, Reinventing and Renewing Auburn Road project and was named one of the Top Ten Places to live in America by Money Magazine.*





# NEARBY AMENITIES



1 Johnny Black's Public House (Restaurant)

2 Reuther Middle School

3 Brooklands Plaza and Splash Pad

4 Juan Blanco's Tacos & Tequila (Coming Soon)

5 Public Parking

6 Public Parking

7 The Gerald (Apartment and Retail)

8 Sunoco (Gas Station)

9 Little Caesars Pizza & Chadd's Bistro (Restaurants)

10 Marathon (Gas Station)

11 Shelby Donuts (Restaurant)

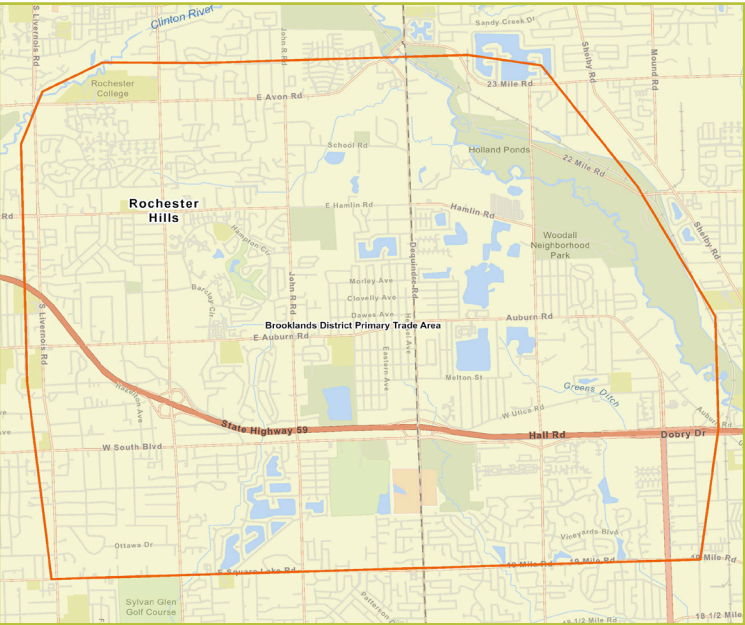
12 North Shack (Restaurant)

In addition to the above, there are roughly a dozen or more small businesses within three blocks of the site.



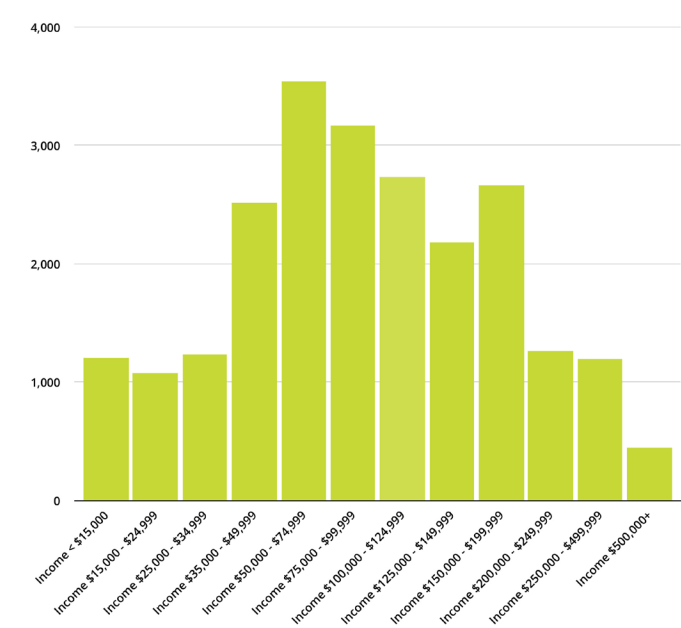
# Brooklands District Primary Trade Area

Using geofencing technology to determine where visitors and residents of the region come from, Rochester Hill’s Brooklands District’s primary trade area was established as outlined below. The data used in this report draws from this primary trade area using data from Claritas and further extrapolated by Place + Main Advisors, LLC. The data contained herein is presented in good faith to help inform potential developers and business owners. This data alone does not guarantee success.



## Population + Household Growth

Year	Population
2010 Census	54,015
2020 Census	56,067
2024 Estimate	56,394
2029 Projection	57,295
Year	Households
2010 Census	21,451
2020 Census	22,911
2024 Estimate	23,223
2029 Projection	23,726



## Household Income

Income Range	Number of Households
< \$15,000	1,204
\$15,000 - \$24,999	1,080
\$25,000 - \$34,999	1,234
\$35,000 - \$49,999	2,517
\$50,000 - \$74,999	3,538
\$75,000 - \$99,999	3,168
\$100,000 - \$124,999	2,737
\$125,000 - \$149,999	2,185
\$150,000 - \$199,999	2,661
\$200,000 - \$249,999	1,259
\$250,000 - \$499,999	1,194
\$500,000+	448

**\$ 116,076.00**

2024 Est. Average Household Income

**\$90,719.02**

2024 Est. Median Household Income

# Retail Demand

Based on Primary Trade Area  
Best Fits for Property Shown

## Pharmacies and Drug Stores (NAICS 44611)

2024 Demand (\$)	\$70,326,280
2024 Supply (\$)	\$41,175,070
Opportunity Gap/Surplus (\$)	\$29,151,210
2029 Demand (\$)	\$78,614,748
Projected 2027 Gap/Surplus (\$)	\$37,439,678
Current Maximum Supportable Sq Ft	46,642
Projected Maximum Supportable Sq Ft	59,903



## Family Clothing Stores (NAICS 44814)

2024 Demand (\$)	\$21,602,756
2024 Supply (\$)	\$14,861,248
Opportunity Gap/Surplus (\$)	\$6,741,508
2029 Demand (\$)	\$21,519,923
Projected 2027 Gap/Surplus (\$)	\$6,658,675
Current Maximum Supportable Sq Ft	29,311
Projected Maximum Supportable Sq Ft	28,951

## Full-Service Restaurants (NAICS 722511)

2024 Demand (\$)	\$64,520,418
2024 Supply (\$)	\$62,238,441
Opportunity Gap/Surplus (\$)	\$2,281,977
2029 Demand (\$)	\$72,343,423
Projected 2027 Gap/Surplus (\$)	\$10,104,982
Current Maximum Supportable Sq Ft	3,741
Projected Maximum Supportable Sq Ft	16,566



Source: Claritas, Place + Main Advisors, 2024

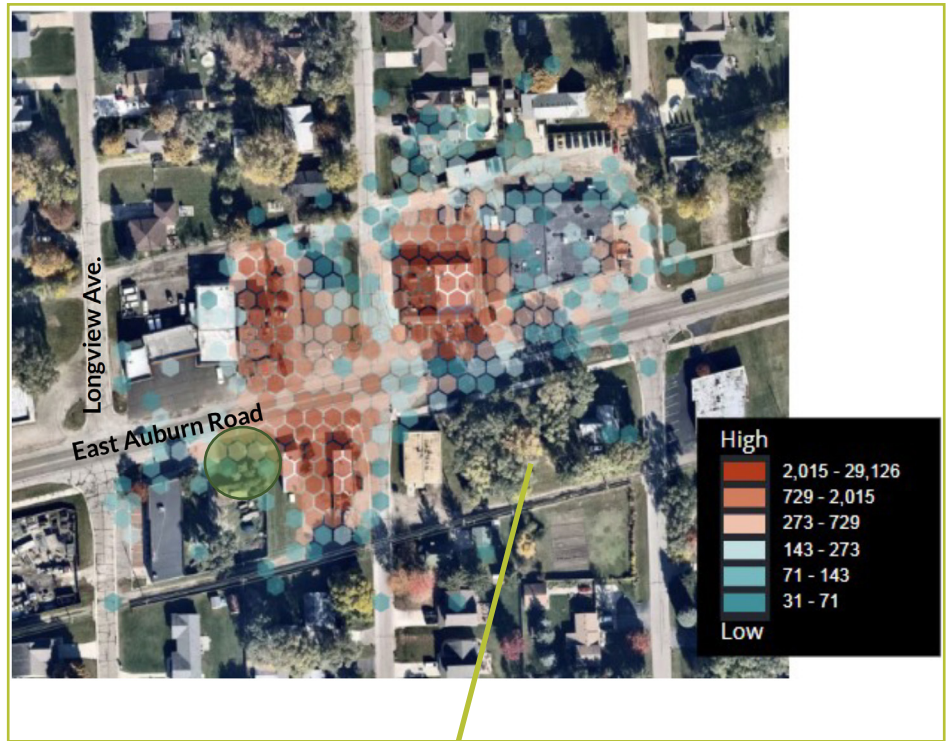


# Brooklands District

## Visitor Data

### Where Visitors Go

The graphic to the right shows the Brooklands District in the form of a heat map. The darker the red on the map, the more visitors frequent the location. As shown, the subject property is located directly across from one of the most highly visited areas in the district. This would give any business located on the property good visibility to a highly trafficked area.



Brooklands Property

### Traffic Counts

(Avg Daily Traffic Volume)



Brooklands Property



# SITE ANALYSIS

## Site Analysis - Overview

Understanding the physical structure of an area is critical to developing appropriate proposals for catalyst sites. In order to gain that understanding the design team analyzed the Auburn Road corridor within the overall context of the Brooklands District. This understanding was critical for shaping the design concepts along with specific design recommendations for the development scenarios. The analysis is executed in a graphics-intensive manner in order to create images that quickly convey essential characteristics and relationships in the area.

The organization of the analysis provides a progressively incisive approach to understanding the assets and functionality of the area as a whole by breaking it into seven key parts:

- Figure Ground Study
- Service Uses
- Residential
- Public Space
- Retail & Retail Services
- Pedestrian Circulation
- Walkability





# SITE ANALYSIS



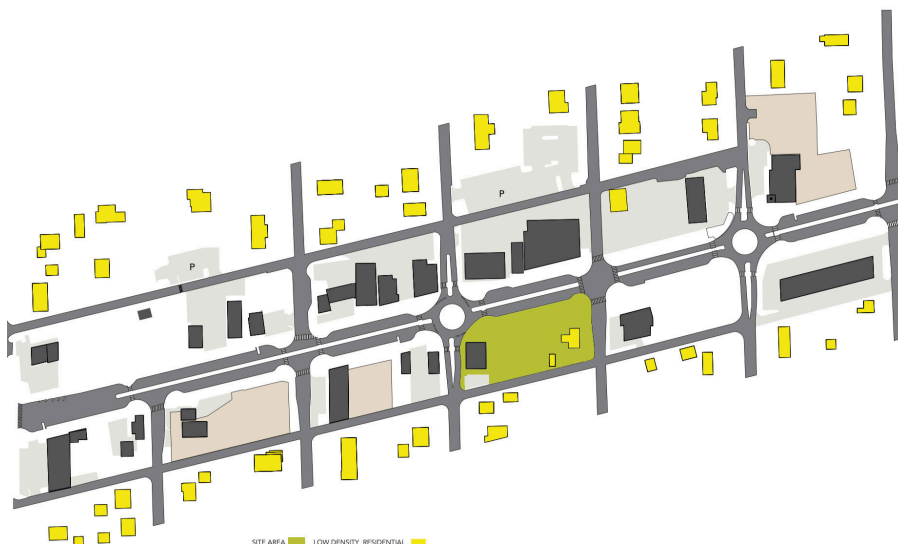
## Figure Ground Study

This graphic illustrates the relative density of the built structures in the overall Brooklands District zone. The drawing provides, at a glance, the strengths and challenges of the existing physical built form and fabric in relation to its varied levels of urban character. The drawing illustrates the synergy of built structure, opportunities for infill, and open space development within the established district.



## Service Uses

There is a variety of commercial activity throughout the district. There is a notable amount of a concentrated cluster of services. Often commercial/office/services, depending on what they are specifically, do not present the most engaging storefronts for pedestrian walkability. Currently, single-use commercial and service activity is predominant along Auburn Road. This provides for the opportunity to augment the commercial with an additional mix of uses.



## Residential

The single-family residential structures located adjacent to the Brooklands District establish the foundation of the city. The overall context includes neighborhoods with an eclectic mix of homes with excellent access to the commercial and retail areas along Auburn Road. This diagram shows that there may also be an opportunity for residential uses along Auburn Road, preferably in mixed-use structures.



# SITE ANALYSIS



## Public Space

The Brooklands Plaza/Splash Pad public space, located on the far west side of the district is an important public space that creates a node and a gathering place for pedestrians and members of the community. There is a potential opportunity to identify a location within the overall district, preferably to the east side, to provide an additional public space that may include other activities that will enhance what is provided at the Brooklands Plaza. The City is currently working on an expansion of the Brooklands Plaza to provide additional space for community gathering and recreation.



## Retail + Retail Services

Along Auburn Road there is a variety of retail activity. These establishments provide important amenities to the area. Currently, focused retail activity along Auburn Road is underdeveloped and limited. There are currently two types of retail uses within the Brooklands District, one incorporates primarily retail uses and also, some structures have retail uses that support a service use, which is the primary business. Auburn Road could physically accommodate more retail space, specifically within potential mixed-use structures as the district develops.

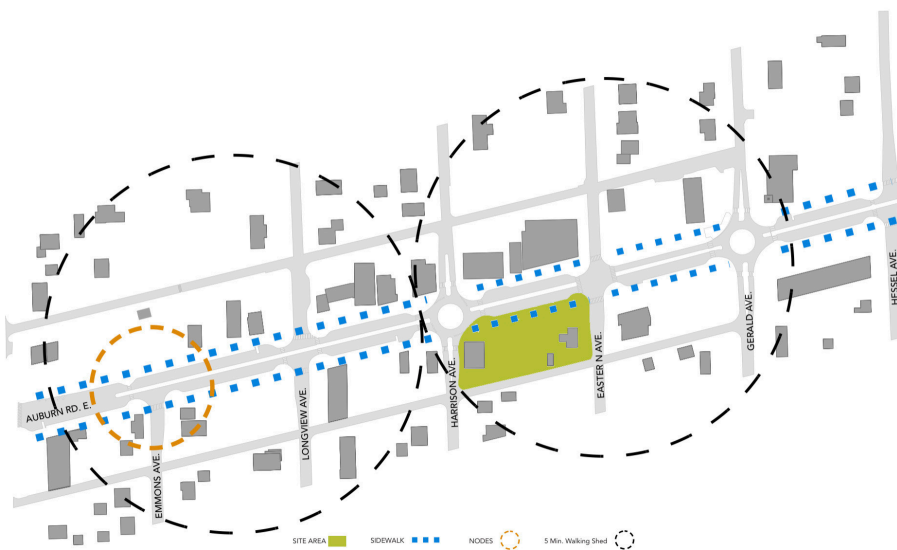


# SITE ANALYSIS



## Pedestrian Circulation

Auburn Road within the Brooklands District has an exceptional pedestrian circulation infrastructure. With the median and narrower travel lanes for automobiles, the traffic is slow, and there are crosswalks at every intersection. This provides easy connection from the north side to the south side of the street and the sidewalks in front of all of the structures create a walkable network that contributes to the mixed-use nature of the district. Additionally, the Brooklands Plaza public space establishes an important node on the west side of the district.



## Walkability

The pedestrian shed walkability and analysis – a five-minute walk or approximately 1/4 mile-radius shown with the black, dotted circles – has traditionally been used as a measure of the distance that the average American will walk comfortably before driving becomes the desired option. This unit of measure has been used by planners to create successful pedestrian-oriented neighborhoods in urban districts, as well as to analyze specific site accessibility to and from area amenities.

Traditionally, this can be seen in older North American cities such as Detroit, which are typically laid out on a 1/2-mile street grid. This mile grid typically denotes major arterials and edges of specific neighborhoods and/or districts. In designing concepts for redevelopment within the project area, this criteria should be considered to promote a walkable environment.



# SITE CONTEXT

## Existing Conditions

The City of Rochester Hills has identified the property fronting Auburn Road, bound by Eastern Avenue on the east and Harrison Avenue to the west, as a top priority site. It is at the key intersection of the Brooklands corridor.

The overall property consists of nine specific parcels, but it essentially brokers into three primary parcels that make up an entire block in the center of the Brooklands District. The site has multiple assets as it is large, in the center of the overall urban district, it has direct access to the proposed parking lot that the city is planning to build, and is adjacent to some of the key businesses in the district. It is an excellent site for redevelopment.

The center parcels are filled with numerous large trees and grass with no physical structures. The parcels also make up the largest portion of the block.

The parcel on the west side of the site has a single-story masonry building on it that has been used primarily for office and small-scale retail/ service use for many years. The building is not considered historic. Demolition of the existing structure is likely, given the intent to maximize the overall site potential.

On the east end of the overall site is a parcel with a small, wood-framed, residential structure, a house. It has been used as a residential home for many decades. The building is not considered historic. Demolition of the existing structure will likely be preferred. The site is not believed to be contaminated.

Essentially, the overall nine-parcel site will be cleared to make way for a large redevelopment, given the increase in zoning in the Brooklands district and the urban vision initiated by the city. The site is not believed to be contaminated.

Immediately to the north of the development property, on the north side of Auburn Road, is a number of service and retail uses. These businesses bring activity to the district and also contributes to the district as a mixed-use district node. The land to the south of the site is a primarily a residential neighborhood of mostly owner-occupied, single-family homes. Existing development to the east and west of the site is a continuation of the mixed-use businesses, service and retail activities that are typical throughout the multi-block Brooklands district.

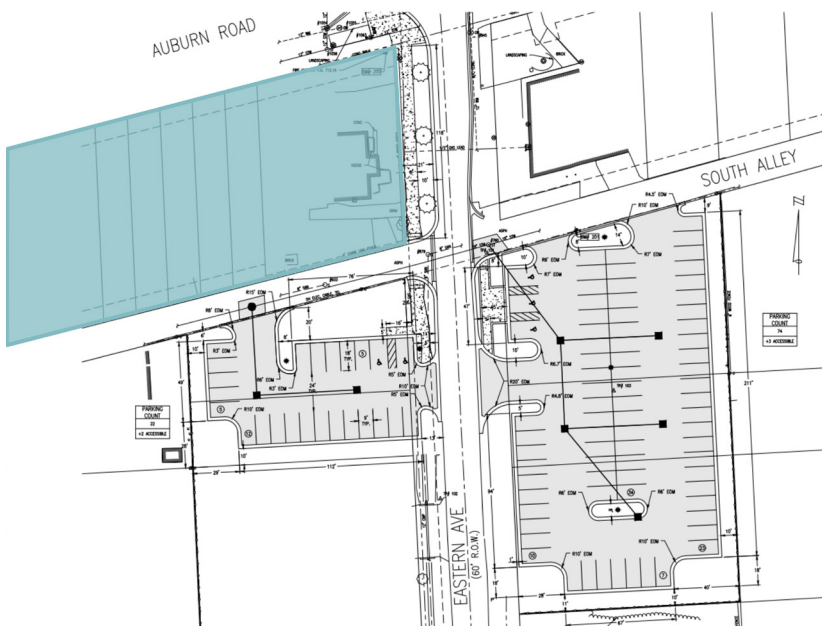




# SITE CONTEXT

## Public Investments

The City of Rochester Hills completed a significant public infrastructure investment along Auburn Road in the Brooklands District. This \$12 million “Reimagining, Reinventing and Renewing Auburn Road” project included traffic calming measures such as a new boulevard, traffic circles, and wider sidewalks along Auburn Road. The goal of this investment was to create a more pedestrian-friendly experience.



The City of Rochester Hills purchased several parcels behind and near the Brooklands property to create over 100 new parking spaces that serve the district. As part of the Brooklands District zoning, parking requirements have become more flexible. Spaces like these are allowed to count toward parking requirements for specific developments.

# Utilities

**Water:** City of Rochester Hills  
**Sanitary Sewer:** City of Rochester Hills  
**Storm Sewer:** City of Rochester Hills

Contact: Tracey Balint  
Public Utilities Engineering Manager  
City of Rochester Hills  
Phone: (248) 841-2504  
Balintt@rochesterhills.org

**Electric:** DTE Energy  
Contact: (855) 383-4249

**Natural Gas:** Consumers Energy  
Contact: (800) 477-5050

**Fiber Internet:** Multiple Providers





# Zoning + Allowable Uses

## **Zoning District: Brooklands District (BD)**

From the Rochester Hills Zoning Ordinance: “The Brooklands District (BD) is intended to apply to certain business properties in the city which require relaxation of site improvement requirements in order to allow and encourage the upgrading and improvement of those properties. The irregularities of the parcels, the closeness of existing buildings to the roadway and adjacent buildings, and the lack of space for on-site parking hamper investment in the properties. Improvement and growth of such areas is determined to be of importance to the city and the general welfare of the area.”

### ***Permitted as of right:***

- A. Retail Stores under 75,000 square feet
- B. Personal Services Establishments
- C. Professional & Medical Offices
- D. Restaurants
- E. Banks & Credit Unions
- F. Health, Recreation & Physical Education Facilities Under 5,000 Square Feet
- G. Places Of Worship Under 5,000 Square Feet
- H. Residential Uses On Second Floor Or Higher Meeting The Following Requirements:
  - 1. Each dwelling unit must contain the minimum number of square feet set forth below based on the number of bedrooms in each unit:
    - a. One bedroom: 600 square feet
    - b. Two bedrooms: 900 square feet
    - c. Three bedrooms: 1,100 square feet
    - d. More than three bedrooms: 1,100 square feet plus an additional 200 square feet for each bedroom over three
  - 2. Each dwelling unit must contain its own separate bath and kitchen facilities. Shared facilities are not permitted.
  - 3. Detached single-family housing and two-family housing shall not be permitted.
  - 4. Dwelling units shall not be located above any establishment engaged in food preparation of any kind involving heating, baking and/or cooking on the premises unless both of the following fire safety measures are in place:
    - a. The establishment is protected by a sprinkler fire suppression system; and
    - b. The dwelling units and all common aisles, corridors, etc. adjacent to the dwelling units are equipped with hard-wired smoke alarms. Battery operated alarms are not permitted.
  - 5. Applicable restrictions under the city fire code and/or fire prevention code shall not be subject to waiver or variance of any kind.
- I. Community Facilities, Including Libraries, Museums & Parks
- J. Primary & Secondary Schools (Public, Private & Parochial)
- K. Existing Automotive Gasoline Service Stations & Associated Retail Uses

# Zoning + Allowable Uses

## Conditional Uses

- A. Small-Scale Breweries, Wineries And Distilleries
- B. Artisan Manufacturing
- C. Places of Assembly
- D. Places of Worship Over 5,000 Square Feet
- E. Alcoholic Beverage Sales (for on-premises consumption) Accessory to a Permitted Use
- F. Existing Drive-Through Accessory to a Permitted Use

## Required Conditions

Except as permitted, all businesses, servicing, storage and processing, except for off-street parking and loading, shall be conducted within a completely enclosed building.

The outdoor sales of goods in the BD district shall require a special events permit from the Building Department and must apply with all applicable city codes and ordinances.

## Area, Bulk, and Development Requirements

### Area and Placement Requirements

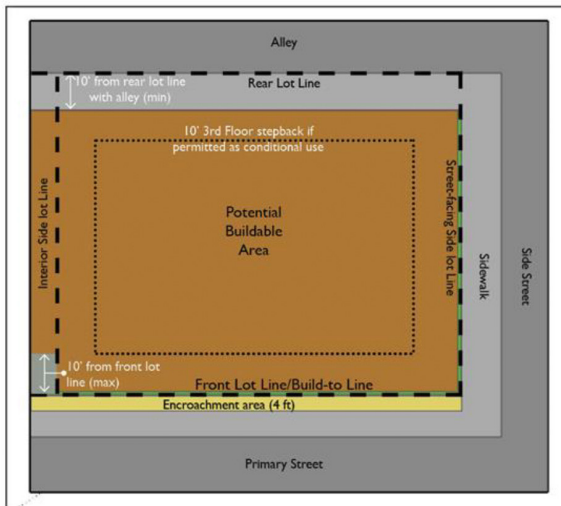
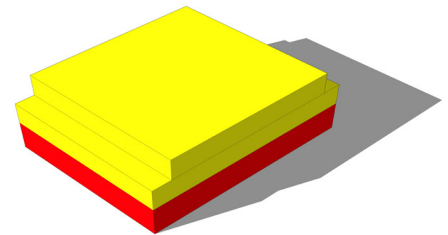
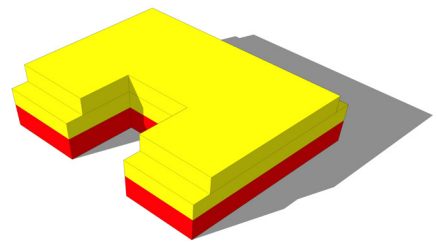


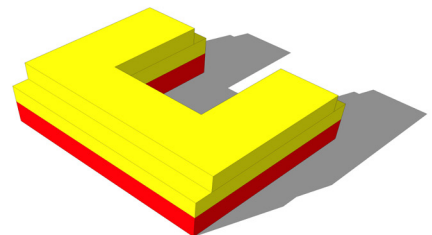
Figure: Setbacks, Façade Abutting Street and Encroachments



The "Block" Building



The "Forecourt" Building



The "Rearcourt" Building

*The example (right) shows possible building configurations based on the City's Area, Bulk, and Development Requirements.*



# Zoning + Allowable Uses

Standard	Requirement
1. Minimum front yard setback	<p>The front lot line is the required build-to line. The façade shall be built to the build-to line for the minimum width specified in subsection 4 below.</p> <p>* To provide for some design flexibility, a maximum front yard setback of 10 feet is permitted.</p> <p>Depth variations that exceed 10 feet may be permitted within the front façade if 80 percent of the building frontage meets the build-to line.</p> <p>Applicants are encouraged to incorporate small courtyards and plazas into site design.</p>
2. Minimum side yard setback	<p>Side yard setbacks are not required and shall only be permitted on one side of the property with the following exception: Structures shall provide a side yard setback of 20 feet, plus the height of the building which exceeds 30 feet in height if allowed by conditional use for each side yard abutting a residential district.</p>
3. Minimum rear yard setback	<p>If an alley is present abutting the rear yard, a setback of 10 feet shall be required. If an alley is not present in the rear yard, a minimum setback of 30 feet shall be required and a 20-foot wide paved access drive shall be provided in the rear yard setback area.</p>
4. Primary Street façade abutting build-to line	<p>Buildings shall be constructed to the build-to line, and the façade of the building shall occupy 80 percent or more of the full width of the parcel. For buildings with forecourts, the minimum required percent of façade abutting the build-to line shall be reduced provided</p> <ol style="list-style-type: none"> <li>1) the combination of forecourt frontage and balance of the building frontage at the same lot line equals at least 80 percent of the total build-to line length and</li> <li>2) the forecourt meets all the requirements specified in this chapter.</li> </ol>
5. Side Street façade abutting street	<p>Buildings shall be constructed to the build-to-line (i.e., the street-facing side lot line), and the façade of the building shall occupy 50 percent or more of the full depth of the parcel along the street-facing side yard.</p>
6. Minimum building depth along a required build-to line	<p>Whenever a build-to line is specified, the minimum depth of a building abutting the build-to line shall be 20 feet.</p>
7. Maximum encroachments	<p>Awnings, balconies without supporting columns/posts, projecting signs, and upper floor bay windows may encroach over the build-to-line by 4 feet.</p> <p>Encroaching balconies and bay windows shall maintain a minimum vertical clearance of 15 feet between the lowest point of the feature and the sidewalk or grade.</p>

# Development Scenarios





# Development Scenarios

Based on the analysis of the site and context, the design team created development scenarios for the Brooklands District Site. The scenarios were generated to capitalize on the opportunities afforded to the site development based on complimentary and supplementary uses that can be accommodated at the site location.

Three specific Development Scenarios were developed, each with multiple variations:

## **Development Scenario A:**

**Size:** Approximately 39,200 SF

**Stories:** 2-3

**Height:** Approximately 35 feet

### **Use:**

1st Floor-Retail and/or  
Commercial

2nd Floor- Residential  
(preferred) - 17 Units or  
Commercial

3rd Floor- Residential - 12 Units

**Parking:** 70 on-site spaces,  
balance shared with municipal  
parking lot per zoning code.

## **Development Scenario B:**

**Size:** Approximately 58,200 SF

**Stories:** 3

**Height:** Approximately 35 feet

### **Use:**

1st Floor- Retail and/or  
Commercial

2nd Floor- Residential  
(preferred) - 26 Units or  
Commercial

3rd Floor- Residential - 22 Units

**Parking:** 65 on-site spaces,  
balance shared with municipal  
parking lot per zoning code

## **Development Scenario C:**

**Size:** Approximately 66,000 SF

**Stories:** 3

**Height:** Approximately 45 feet

### **Use:**

1st Floor- Retail and/or  
Commercial

2nd Floor- Residential  
(preferred) - 24 Units or  
Commercial

3rd Floor- Residential - 23 Units

**Parking:** 50 on-site spaces,  
balance shared with municipal  
parking lot per zoning code.

# Development Scenarios

## Development Scenario A:

Size: Approximately 39,200 SF

Stories: 2-3

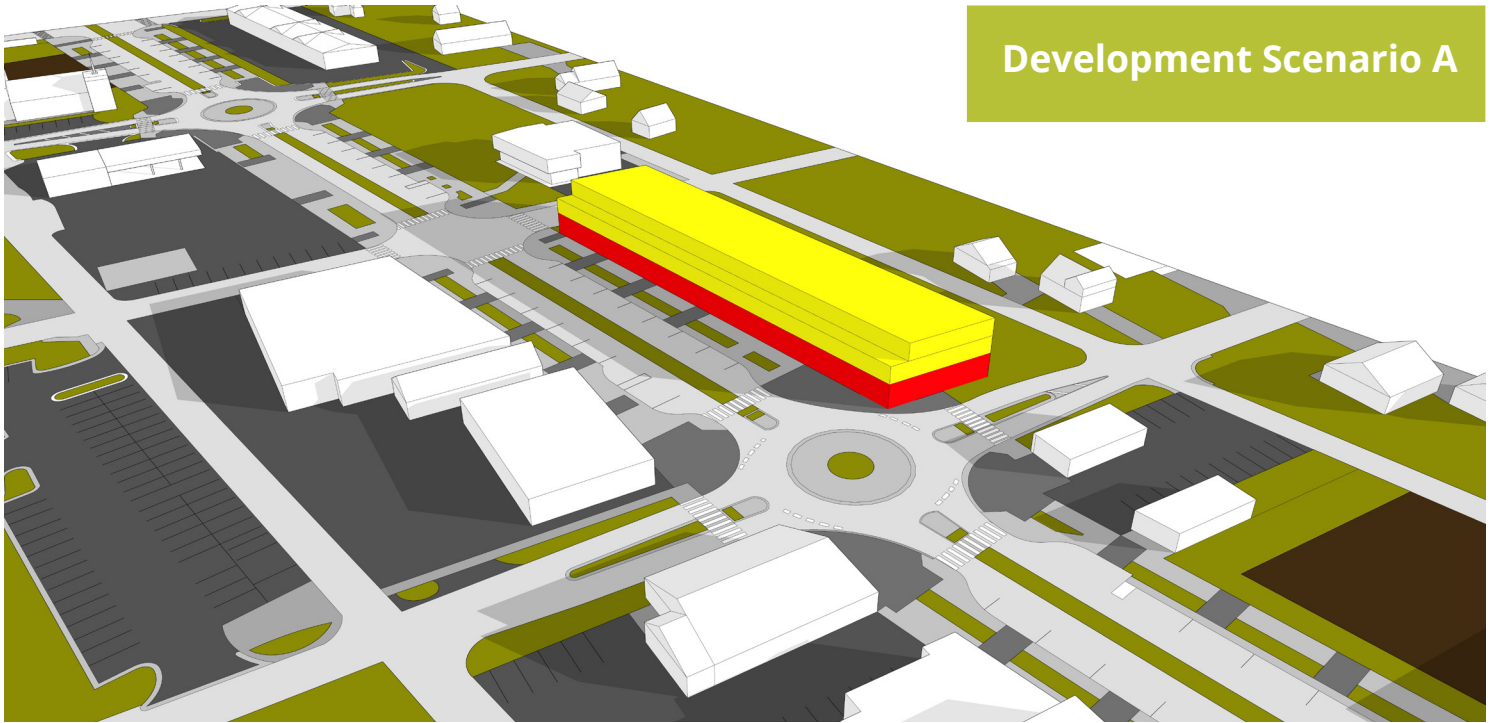
Height: Approximately 35 feet

Use: 1st Floor- Retail and/or Commercial

2nd Floor- Residential (preferred) - 17 Units or Commercial

3rd Floor- Residential - 12 Units

Parking: 70 on-site spaces, balance shared with municipal parking lot per zoning code.



**Development Scenario A**

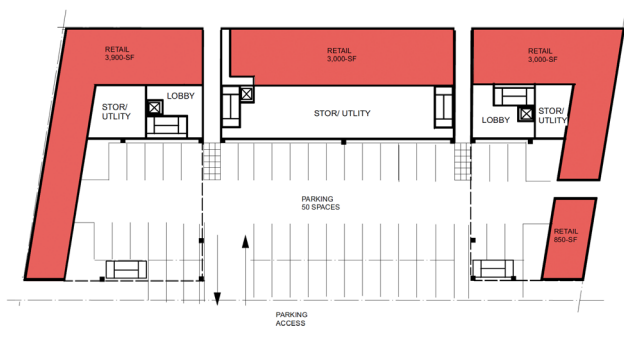


# Development Scenarios

A number of development scenarios are possible given the Brooklands District zoning and maximum building height of three stories. Below are some potential examples of how a new construction project could lay out.

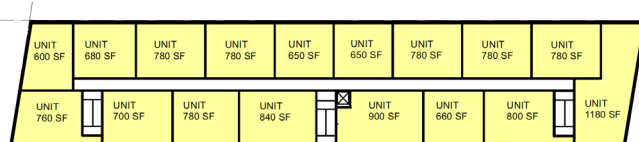
## Development Scenario A

The first floor has several different possibilities, based on local zoning and market demand. The most preferred scenarios are maintaining retail frontage on Auburn Road. The proposed redevelopment would incorporate either two 6,800 square foot bays, ideal for a restaurant or other large space user, or two bays of 3,800 square feet and two 3,000 square feet. This would allow for the bays with Auburn Road frontage to be maintained as retail and could allow for more flexible uses for the rear bays including service or office. The residential market in Rochester Hills is strong. A new redevelopment project is strongly preferred to incorporate residential units in upper floors. The example (below) shows the potential build-out of upper floors.



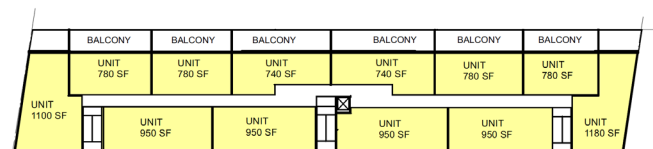
1st Floor- 2-4 Commercial Units

Sq Ft	Units	Total Sq Ft
4,200	2	8,400
2,700	2	5,200
<b>Total</b>	<b>4</b>	<b>13,600</b>



2nd Floor- 17 Residential/Commercial Units

Sq Ft	Units	Total Sq Ft
600	1	600
700	1	700
660	1	660
760	1	760
780	7	5,460
800	1	800
900	1	900
1,180	1	1,180
625	2	1,250
840	1	840
<b>Total</b>	<b>17</b>	<b>13,150</b>



3rd Floor- 12 Residential Units

Sq Ft	Units	Total Sq Ft
740	2	1,480
780	4	3,120
950	4	3,800
1,100	1	1,100
1,180	1	1,180
<b>Total</b>	<b>12</b>	<b>10,680</b>

# Development Scenarios

## Development Scenario B:

Size: Approximately 58,200 SF

Stories: 3

Height: Approximately 35 feet

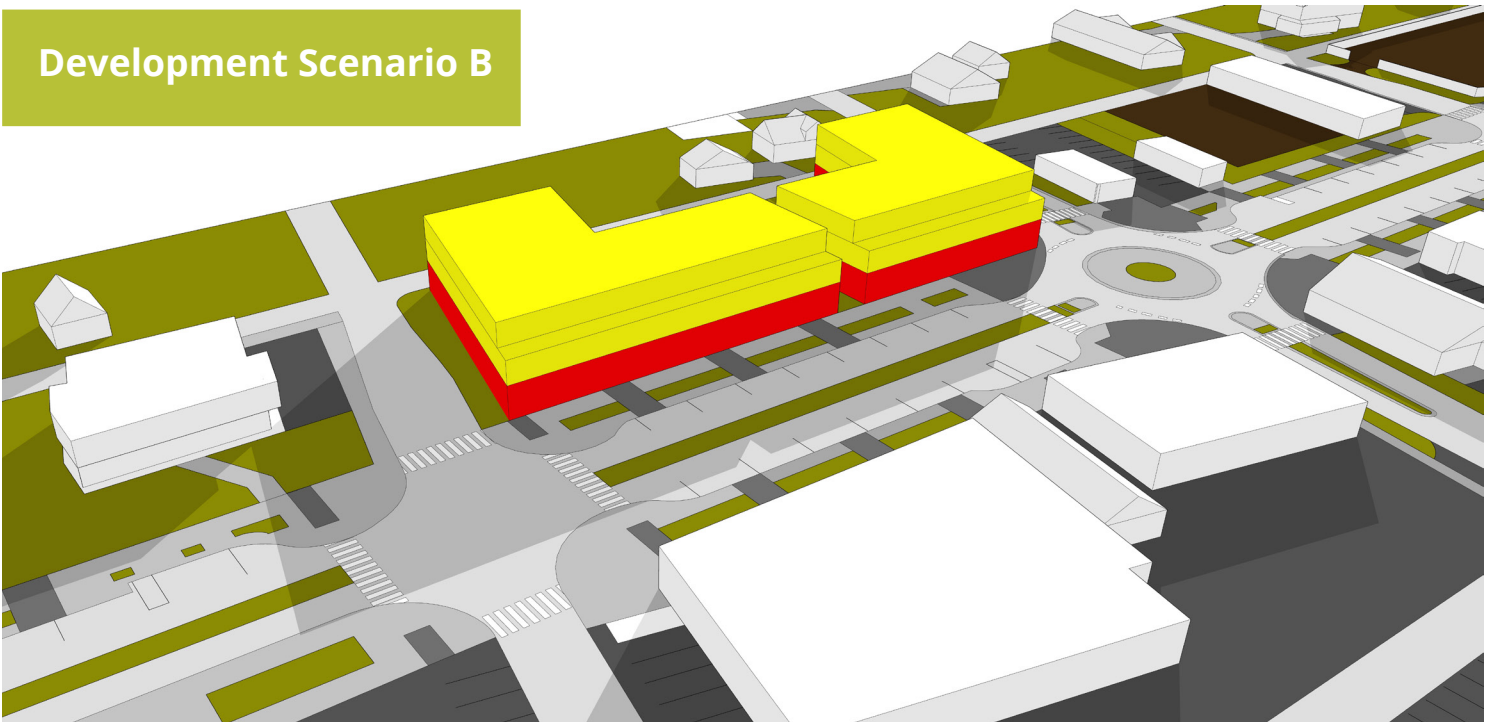
Use: 1st Floor- Retail and/or Commercial

2nd Floor- Residential (preferred) - 26 Units or Commercial

3rd Floor- Residential - 22 Units

Parking: 65 on-site spaces, balance shared with municipal parking lot per zoning code.

## Development Scenario B



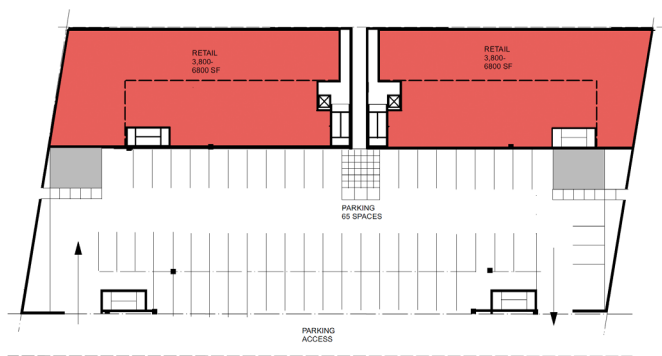


# Development Scenarios

## Development Scenario B

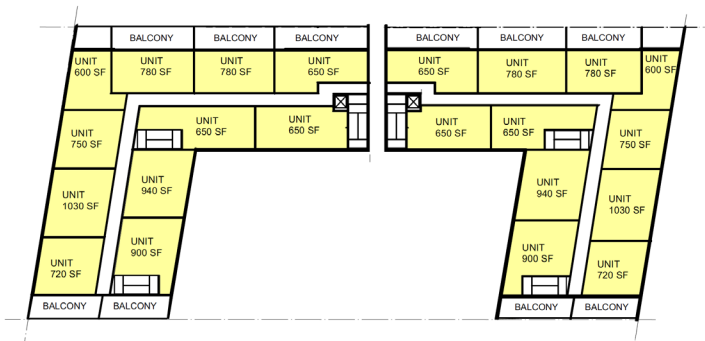
The first floor layout of this scenario is nearly identical to Development Scenario A. The most preferred scenarios are maintaining retail frontage on Auburn Road. The proposed redevelopment would incorporate either two 6,800 square foot bays, ideal for a restaurant or other large space user, or two bays of 3,800 square feet and two 3,000 square feet. This would allow for the bays with Auburn Road frontage to be maintained as retail and could allow for more flexible uses for the rear bays including service or office.

The residential market in Rochester Hills is strong. A new redevelopment project is strongly preferred to incorporate residential units in upper floors. The example (below) shows the potential build-out of upper floors.



### 1st Floor- 4-6 Commercial Units

Sq Ft	Units	Total Sq Ft
3,800	2	7,600
3,000	2	6,000
<b>Total</b>	<b>4</b>	<b>13,600</b>



## 2nd Floor- 26 Residential/Commercial Units

Sq Ft	Units	Total Sq Ft
1,030	7	7,210
750	2	1,500
780	9	8,580
730	3	2,190
700	2	1,400
600	3	1,800
1,050	1	1,050
<b>Total</b>	<b>26</b>	<b>21,390</b>

### 3rd Floor- 22 Residential Units

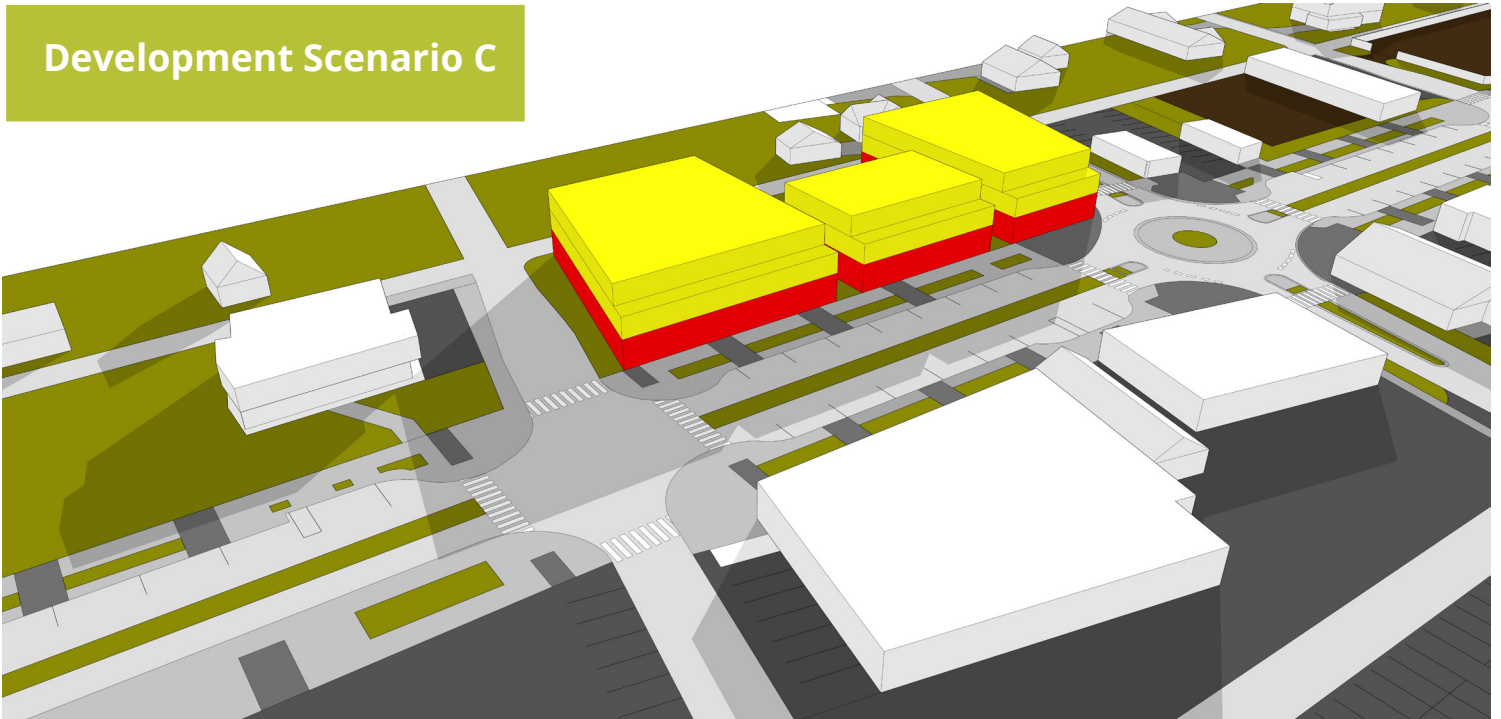
Sq Ft	Units	Total Sq Ft
600	2	1,200
650	6	3,900
720	2	1,440
750	2	1,500
780	4	3,120
900	2	1,800
940	2	1,880
1,030	2	2,060
<b>Total</b>	<b>22</b>	<b>16,900</b>

# Development Scenarios

## Development Scenario C:

Size:	Approximately 66,000 SF TOTAL Phase 1: 24,000 SF Phase 2: 18,000 SF Phase 3: 24,000 SF
Stories:	3
Height:	Approximately 45 feet
Use:	1st Floor- Retail and/or Commercial 2nd Floor- Residential (preferred) - 24 Units or Commercial 3rd Floor- Residential - 23 Units
Parking:	50 on-site spaces, balance shared with municipal parking lot per zoning code.

## Development Scenario C





# Development Scenarios

## Development Scenario C

The first floor has several different possibilities, based on local zoning and market demand. The most preferred scenarios are maintaining retail frontage on Auburn Road. The proposed redevelopment would incorporate up to four retail bays consisting of one 3,900 sq ft; two 3,000 sq ft; and one 850 sq ft. This would allow for the bays with Auburn Road frontage to be maintained as retail.



### 1st Floor- 4 Commercial Units

Sq Ft	Units	Total Sq Ft
3900	1	3,900
3000	2	6,000
850	1	850
<b>Total</b>	<b>4</b>	<b>10,750</b>

### 2nd Floor- 24 Residential Units

Sq Ft	Units	Total Sq Ft
680	1	680
695	1	695
700	4	2,800
720	1	720
730	1	730
800	3	2,400
840	5	4,200
860	1	860
940	1	940
950	1	950
980	1	980
1,015	1	1,015
1,020	1	1,020
1,100	2	2,200
<b>Total</b>	<b>24</b>	<b>20,190</b>

### 3rd Floor- 23 Residential Units

Sq Ft	Units	Total Sq Ft
600	3	1,800
680	1	680
695	1	695
700	2	1,400
720	1	720
730	2	1,460
750	1	750
800	3	2,400
840	3	2,520
850	2	1,700
900	1	900
940	1	940
950	1	950
980	1	980
1,020	1	1,020
<b>Total</b>	<b>23</b>	<b>6,865</b>

# Redevelopment Incentives

Real estate redevelopment incentives may be available for a suitable project. A list of potential incentives is below.

## **Michigan Community Revitalization Fund (MCRP)**

Michigan communities have access to development gap financing with the Michigan Community Revitalization Program (MCRP). The program promotes community revitalization through the provision of grants, loans, or other economic assistance for eligible projects located on properties that are either contaminated (facility), blighted, functionally obsolete, or historic resources.

The amount of support is determined by a needs analysis and funding commitments are expressed as a percentage of the MCRP eligible investment basis. Applicants should explore all other sources prior to applying for MCRP gap financing.

## **Michigan Revitalization and Placemaking (RAP) Program**

The Revitalization and Placemaking program provides access to gap financing for place-based infrastructure development, real estate rehabilitation and development, and public space improvements. Eligible applicants are individuals or entities working to rehabilitate vacant, underutilized, blighted and historic structures and the development of permanent place-based infrastructure associated with traditional downtowns, social-zones, outdoor dining and place-based public spaces.

## **MSHDA Housing Tax Increment Financing (TIF) Program**

The Michigan State Housing Development Authority (MSHDA) Housing TIF Program supports the revitalization, redevelopment, and reuse of brownfield properties. By capturing increased tax revenues from successful developments, this program reimburses up-front costs associated with housing development activities, focusing on affordable, attainable, and subsidized housing. Eligible Housing Development Activities, identified in a brownfield plan, should be reviewed by the local Brownfield Redevelopment Authority and MSHDA. These activities are prioritized statewide and in communities with demonstrated specific housing needs, absorption data, or job growth potential.

## **Property Assessed Clean Energy (PACE) Financing**

Rochester Hills created a PACE district in partnership with Lean and Green Michigan on June 24, 2013. PACE financing is an innovative tool that promotes renewable energy and energy efficiency projects for commercial, office, industrial, and multi-family properties. Rochester Hills created the district and Lean & Green Michigan administers the PACE program.

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# URBAN DESIGN VISION

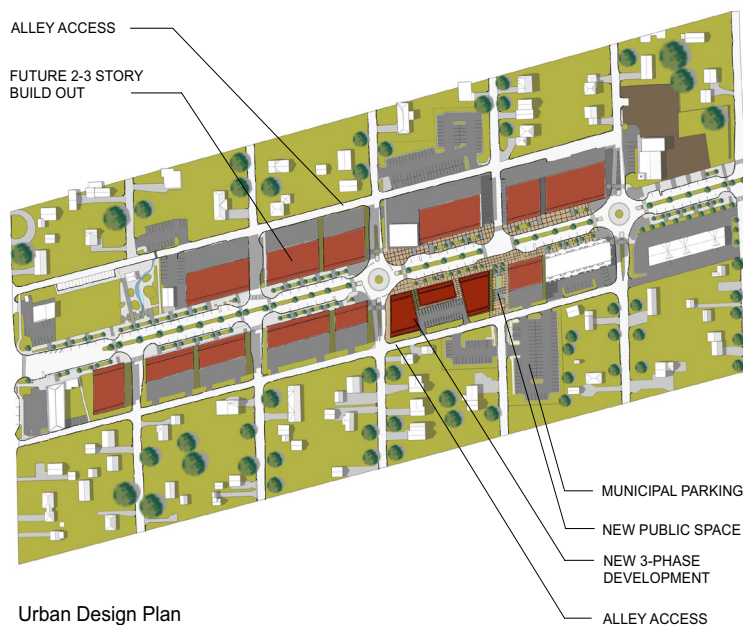
## Urban Design Development

As part of the conceptual design development for the site, the potential urban design vision presented here was created to explore and accentuate the exceptional opportunity that this site offers. This urban design concept builds upon the already completed infrastructure enhancements, and the short- and long-term vision that the City of Rochester Hills has for the Brooklands, which is to eventually become a premier, mixed-use, walkable, urban district, a major asset for the city.

The major infrastructure improvements, the new streetscape, the median, pedestrian enhancements, artwork installations, public parking, and a public park, have been recently implemented. Even though they have not been around for long, they are already creating incentives for new investment in the district. There are both private and public projects currently underway.

One initial redevelopment that is currently under construction along Auburn Road within the Brooklands districts is a proposed three-story, mixed-use building, called The Gerald, it is a private development, located on the southwest corner of Auburn Road and Gerald Street. Another project, is the Eastern Avenue Parking lot project, built by the city to increase the public parking options in the district. The new parking project is located on both sides of Eastern Avenue, just south of Auburn Road. These two projects are additions to the significant amount of urban redevelopment of the Auburn Road infrastructure and streetscape improvements that have set the district up for the future.

Additionally, as part of the urban design vision for the site, there have been considerations for a potential public space or square in the area, if there is a possibility to create one. One option, as a consideration for this new public space, would be on Eastern Street, just south of Auburn Road. This would be possible if Eastern Street was closed between Auburn Road and the alley to the south. The potential public open space would become an important node in the center of the district and establish a base for new development projects.



# BROOKLANDS DISTRICT VISION PLAN

## Information from the City of Rochester Hills Regarding the Brooklands District

"The City has drafted a new mixed-use zoning district and related zoning standards for the Brooklands area that implements the recommendations outlined in the Auburn Road Corridor Plan. The resulting ordinance is intended to promote walkability and encourage the revitalization of the corridor while minimizing impacts to the surrounding residential neighborhood."

### About the Brooklands

The easternmost section of Auburn Road in Rochester Hills, formerly known as "Olde Towne," is one of the oldest areas of what was formerly Avon Township. While commercial development has continued to grow throughout the rest of the city, this district has remained relatively consistent in its "old town" character and vacant sites prime for redevelopment. The two-lane Auburn Road, previously under the jurisdiction of MDOT, but now owned by Rochester Hills, used to lack defined driveways and parking areas.

While there had been previous studies for Auburn Road, and especially a design and new code for the Brooklands District, there had been little implementation. The City undertook this planning process to refresh the previous plans, provide direction for both the roadway and properties along it, and to outline specific actions to implement recommendations.

### Why Rochester Hills Decided to Develop the Brooklands District

- Make Auburn Road a safe and attractive place for vehicles and pedestrians
- Create a more walkable environment that supports nearby residents, local businesses and commerce, and encourages new development opportunities
- Organize parking and provide additional parking supply
- Create clear transitions and borders between the residential neighborhood and the commercial corridor
- Provide safe pedestrian crossings
- Bring more green elements, landscaping, public open space and plazas to the corridor





# Submitting Qualifications

For questions related to, or to submit a response to this Request for Qualifications, Please contact:

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