



Department of Planning and Economic Development

Staff Report to the Planning Commission September 14, 2022

Serra Ford Rezoning

REQUEST	Rezoning recommendation to City Council
APPLICANT	Vic Habersmith, Bloom General Contracting 25601 W. Eight Mile Rd. Redford, MI 48240
LOCATION	2890 S. Rochester Rd., northwest of Rochester and Auburn Roads
FILE NO.	JNRNB2021-0034
PARCEL NOS.	15-27-477-073 (formerly Parcel Nos. 15-27-477-032/120-122 W. Auburn Rd, 15-27-477-062/74 W. Auburn Rd., 15-27-477-063 and 15-27-477-064/94 W. Auburn Rd., and. and 15-27-477-066/2890 S. Rochester Rd.)
CURRENT ZONING	B-2 General Business District with FB-3 Flex Business Overlay, B-3 Shopping Center Business District with FB-3 Flex Business Overlay and R-3 One Family Residential
REQUESTED ZONING	Portions of the newly consolidated parcel are proposed to be rezoned from B-2 General Business District with an FB-3 Flex Business Overlay to B-3 Shopping Center Business District with FB-3 Flex Business Overlay. The R-3 One Family Residential portion of the parcel is proposed to remain as zoned, resulting in a split zoned parcel
STAFF	Sara Roediger, Planning and Economic Development Director

Summary

The applicant is proposing a rezoning in conjunction with a site plan, tree replacement permit (discussed under a separate file) and lot combination (the lot combination has already occurred) for the proposed expansion of the Serra Ford Rochester Hills car dealership, with frontage on both Rochester Rd. and Auburn Rd. A majority of the newly combined parcel, approximately 7 acres, is already zoned B-3 General Business District with the FB-3 Flex Business Overlay and will remain as such, with the future overlay to become the FB Flex Business Overlay with the planned consolidation of the FB zoning districts as described below. The applicant's proposal is to rezone the remaining approximate 4.7 acres of property (southern portion of the site) from B-2 General Business District with the FB-3 Overlay to B-3 Shopping Center Business District with the FB-3 Flex Business District remaining (to become FB Flex Business District). The proposed rezoning is in conformance with the recommendations of the Future Land Use Map in the city's Master Plan.

It should be noted that the FB-1, FB-2 and FB-3 Overlay Districts are proposed to be consolidated under one Flex Business Overlay District under a separately proposed ordinance amendment. This amendment, as part of a revised draft Flex Business Ordinance and multiple rezonings across the city, was accepted for First Reading at the September 12, 2022 City Council meeting and will be scheduled for Second Reading at the September 26, 2022 meeting. Should the amendments and rezonings be accepted for Second Reading at that time, they will become effective on October 3, 2022. Should the Planning Commission make a recommendation to City Council regarding this rezoning request, it would potentially be brought forward to the October 10, 2022 City Council agenda for First Reading, at which time the rezoning would effectively be to consider a rezoning to B-3 General Business District with the FB Flex Business Overlay instead of the FB-3 Flex Business Overlay, which would no longer be in existence.

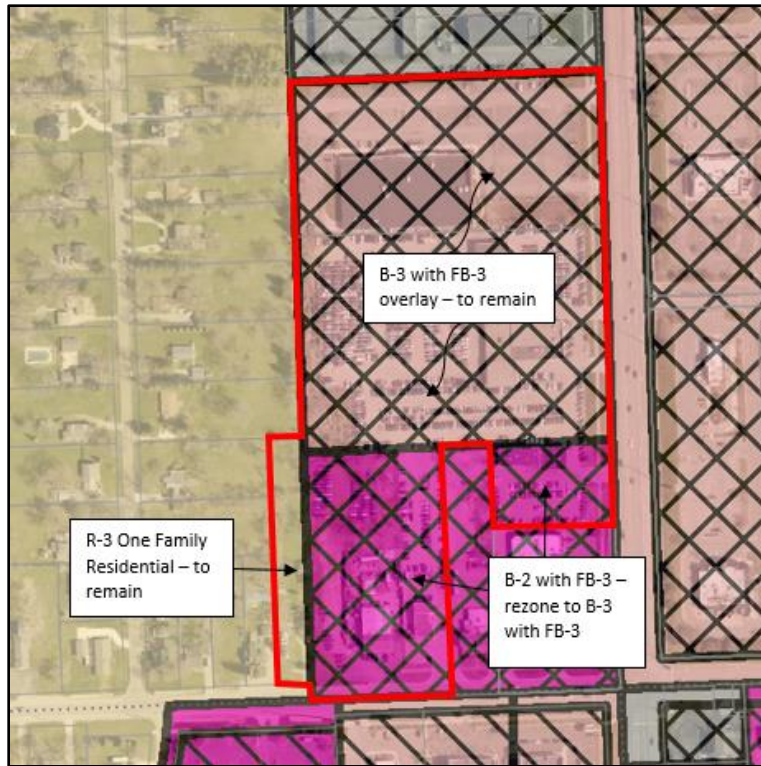
The former five parcels onsite were recently combined into one parcel. The plans include the demolition of the existing four buildings and the construction of a new building one-story 61,441 sq. ft. technical center per the underlying B-3 Shopping Center Business District provisions. The development plans are discussed further in the Staff Report for the Site Plan and Tree Removal Permit.

	Zoning	Existing Land Use	Future Land Use
Site	B-3 Shopping Center Business with FB-3 Flex Business Overlay, B-2 General Business District with FB-3 Flex Business Overlay, and R-3 One Family Residential	Serra Ford Auto Dealership, Rochester Lawn Equipment, and vacant residential land (house was demolished)	Commercial Residential Flex 3 and Residential 3
North	B-3 Shopping Center Business with FB-3 Flex Business Overlay	Barnes & Noble store (approved site plan for Bebb Oak Meadows mixed use development)	Commercial Residential Flex 3
South	B-2 General Business with FB-3 Flex Business Overlay and B-3 Shopping Center Business District with FB-2 Overlay south of Auburn Rd.	Hampton Corners shopping center and Sukho Thai Cuisine, with other retail developments to the south	Commercial Residential Flex 3, and Commercial Residential Flex 2 south of Auburn Rd.
East	B-3 Shopping Center Business District with FB-3 Flexible Business Overlay across Rochester Road	Hampton Village Centre shopping center	Commercial Residential Flex 3 across Rochester Road
West	R-3 One-Family Residential District	Single family residences	Residential 3

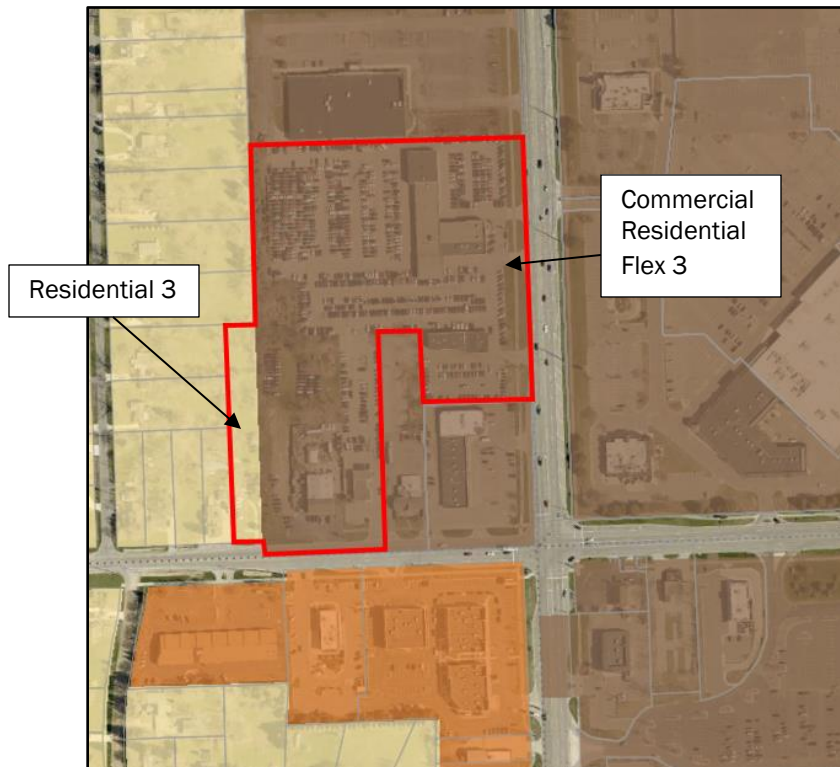
Aerial Photograph



Current and Proposed Zoning



Future Land Use Map



Master Land Use Plan Considerations

The Future Land Use Map calls for Commercial Residential Flex 3 uses on the subject parcel and parcels to the north, south and east, with the exception of the residential portion of the site for which the Future Land Use is Residential 3 (the existing R-3 One Family Residentially zoned property is proposed to remain as zoned and therefore consistent with the Master Land Use Plan). The request for the rezoning is consistent with the Master Plan, as Commercial Residential Flex 3 is intended to be the most intense business use in the City.

Criteria for Amendment of the Official Zoning Map

Section 138-1.200.D. sets forth the criteria for consideration by the Planning Commission and City Council in making findings, recommendation, and decision for a rezoning request. Each of the criterion are listed below in italics, followed by staff comments.

1. *Consistency with the goals, policies and objectives of the Master Plan and any sub-area plans. If conditions have changed since the Master Plan was adopted, consistency with recent development trends in the area shall be considered.* The Master Plan calls for CRF-3 Commercial Residential Flex-3 for this area which recommends community and regional land uses that can serve residents of the community or region. According to the applicant, the “change is necessary to upgrade the use of the consolidated parcel for a single well-planned modern commercial automobile sales and service facility. The overall use of the site as proposed, will be the same continued use as the previously operated Huntington Ford, with significant upgrades and modernization. The change will not be detrimental to the public welfare or property of others, but will substantially upgrade the value of the properties and the immediate neighborhood,” which is consistent with the goals and objectives of the Master Plan.
2. *Compatibility with the site’s physical, geological, hydrological and other environmental features with the uses permitted in the proposed zoning district.* The overall site’s physical characteristics, location and existing/historical uses make it a feasible location for expansion of the current dealership. The majority of the parcel (northern half) has existed as a dealership for many years, while the sites proposed for rezoning (southern half) include tractor and implement sales and car sales area. Given the existing uses,, the proposed use appears to be appropriate at this corner.
3. *Evidence that the applicant cannot receive a reasonable return on investment through developing the property with one (1) or more of the uses permitted under the current zoning.* Information has not been provided comparing different development scenarios. The intent is to develop a cohesive dealership, providing much more extensive services that will have access to both Auburn and Rochester roads.
4. *Compatibility of all the potential uses allowed in the proposed zoning district with surrounding uses and zoning in terms of land suitability, impacts on the environment, density, nature of use, traffic impacts, aesthetics, infrastructure, and potential influence on property values.* The addition of the property formerly used by Rochester Lawn Equipment on Auburn Rd. to the auto dealership property will not add to the density or traffic impacts. The updated auto dealership will improve the aesthetics, and there should be no perceptible impact on neighboring uses or the environment. Closing drives will provide better access management and likely safer travel conditions.
5. *The capacity of the City’s utilities and services sufficient to accommodate the uses permitted in the requested district without compromising the health, safety and welfare of the City.* The proposed rezoning should not result in a development that would have an increase in demand for public utilities and services, since these existing sites are already zoned for business purposes and much of the proposed rezoning area will be automobile display area, and there should be adequate capacity to serve this site. The Engineering and Fire Departments has reviewed the plans submitted and no significant issues have been identified (this is discussed further in the site plan report).
6. *The capability of the street system to safely and efficiently accommodate the expected traffic generated by uses permitted in the requested zoning district.* Access management will be improved for the roads by closing multiple driveways for the existing sites on Auburn Rd. and Rochester Rd., and the street system should be able to safely and efficiently accommodate the anticipated traffic.

7. *The boundaries of the requested rezoning district are reasonable in relationship to surrounding & construction on the site will be able to meet the dimensional regulations for the requested zoning district.* The site is physically capable of accommodating development under B-3/FB-3 dimensional standards as shown by the submittal of the proposed site plan also under consideration separately.
8. *If a rezoning is appropriate, the requested zoning district is considered to be more appropriate from the City's perspective than another zoning district.* The proposed use is consistent with the Master Plan's Future Land Use Map and is therefore considered the most appropriate rezoning.
9. *If the request is for a specific use, rezoning the land is considered to be more appropriate than amending the list of permitted or conditional uses in the current zoning district to allow the use.* While not specifically a conditional rezoning, the applicant intends to develop the southern portion of the site (area subject of the proposed rezoning) as an expansion of the existing automobile dealership which is generally in line with the character of the area. Further, it would not be desirable to amend the B-2 General Business Zoning District to all for B-3 Shopping Center Business District uses.
10. *The requested rezoning will not create an isolated or incompatible zone in the neighborhood.* The portion of the subject parcel proposed to be rezoned will not affect the adjoining single family residential properties to the west, since the residential portion of the site will remain residentially zoned and therefore will act as a natural buffer between the proposed expanded dealership and the existing residences to the west.

Conclusion

The proposed rezoning to the B-3/FB-3 Zoning District(s) would allow portions of the newly created subject parcel to be developed as display of vehicles for an expanded and improved auto dealership and be consistent with the Future Land Use identified in the Master Plan.

Motion to Recommend Approval to City Council

MOTION by _____, seconded by _____, in the matter of File No. JNRNB2021-0034 (Serra Ford Rezoning, 2890 S. Rochester Rd.) the Planning Commission **recommends approval** to City Council of the proposed rezoning of an approximate 4.7 acre portion of Parcel No. 15-27-477-073 from B-2 General Business District/FB-3 Flex Business Overlay to B-3 Shopping Center Business District with FB-3 Flex Business Overlay with following findings:

Findings for Approval

1. The B-3/FB-3 Zoning Districts are appropriate zoning districts at this location as they are compatible with the goals and objectives of the Master Land Use Plan to service residents of the community and the region.
2. Approval of the proposed rezoning will allow for a use that will complement the existing surrounding land uses and will be a logical extension of and improvement to the existing auto dealership site.
3. The proposed rezoning is consistent with the criteria for approval of an amendment to the Zoning Map, listed in *Section 138-1.200.D* of the Zoning Ordinance.

Reference: Reviewed plans, Floor plans & elevations, Photometrics, Response letter, Rezoning letter, Survey, WRC letter, PHN
