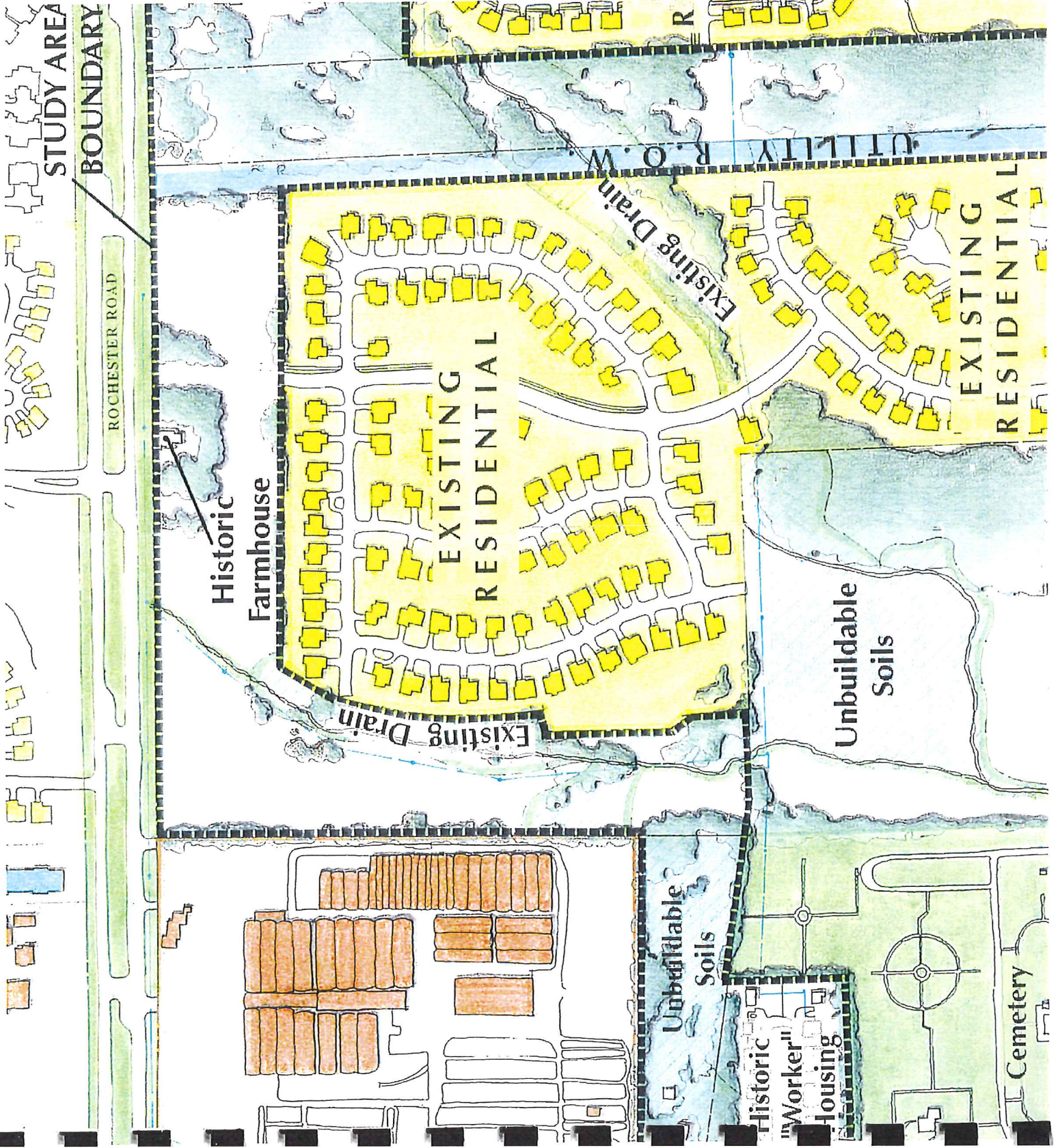


Rochester Road

Corridor Study

Prepared for
the City of
Rochester
Hills
Planning
Commission

KBA/JJR



Road corridor for commercial use. It is likely the single parcel, given parking and setback requirements, would attract a single-purpose business use. The remaining parcels are planned for low-density office development, similar in scale to the neighboring Regal Office Plaza. Likely users are professional and business service offices.

If the properties were developed under the policies described by this plan, there likely would result, an additional 180,000 feet of office use and 25,000 feet of comparison commercial use. These uses would generate additional property taxes. Our review of infrastructure conditions shows there is water and sewer capacity to accommodate this level of development. There are no known environmental conditions which would negatively affect this approach.

Residual Area Two

The second residual area is located north of Hamlin on the east side of Rochester Road and is shown in Figure 22. The property is bounded on the west by Rochester Road, on the south by Bordines, on the north by Rochester Hills Chrysler Plymouth and extends east along the power transmission line. For planning purposes, the Bordines property is included in this residual area. Because Bordines is zoned and master planned for commercial use and there is a possibility current or future owners could change the

existing use, it was decided to look at the residual and Bordines together when considering future land use policies.

The Bordines property is in use as a commercial nursery. It is a large parcel, containing sales sheds, a store and greenhouses as well as paved parking lots and storage areas for plant material and equipment. The residual property, which is vacant, and irregular in shape, with one “leg” extending along the power transmission line.

Residual Area Two Issues

Property-owners as stakeholders along the Rochester Corridor were invited to two workshop sessions to discuss corridor issues as well as issues pertaining to these two residual areas. In addition to the issues listed under the Residual Area One discussion, these issues were identified for Residual Area Two.

- The irregular parcel sizes make the area difficult to plan.
- Single-family residential uses are not desirable on the Rochester Road frontage.

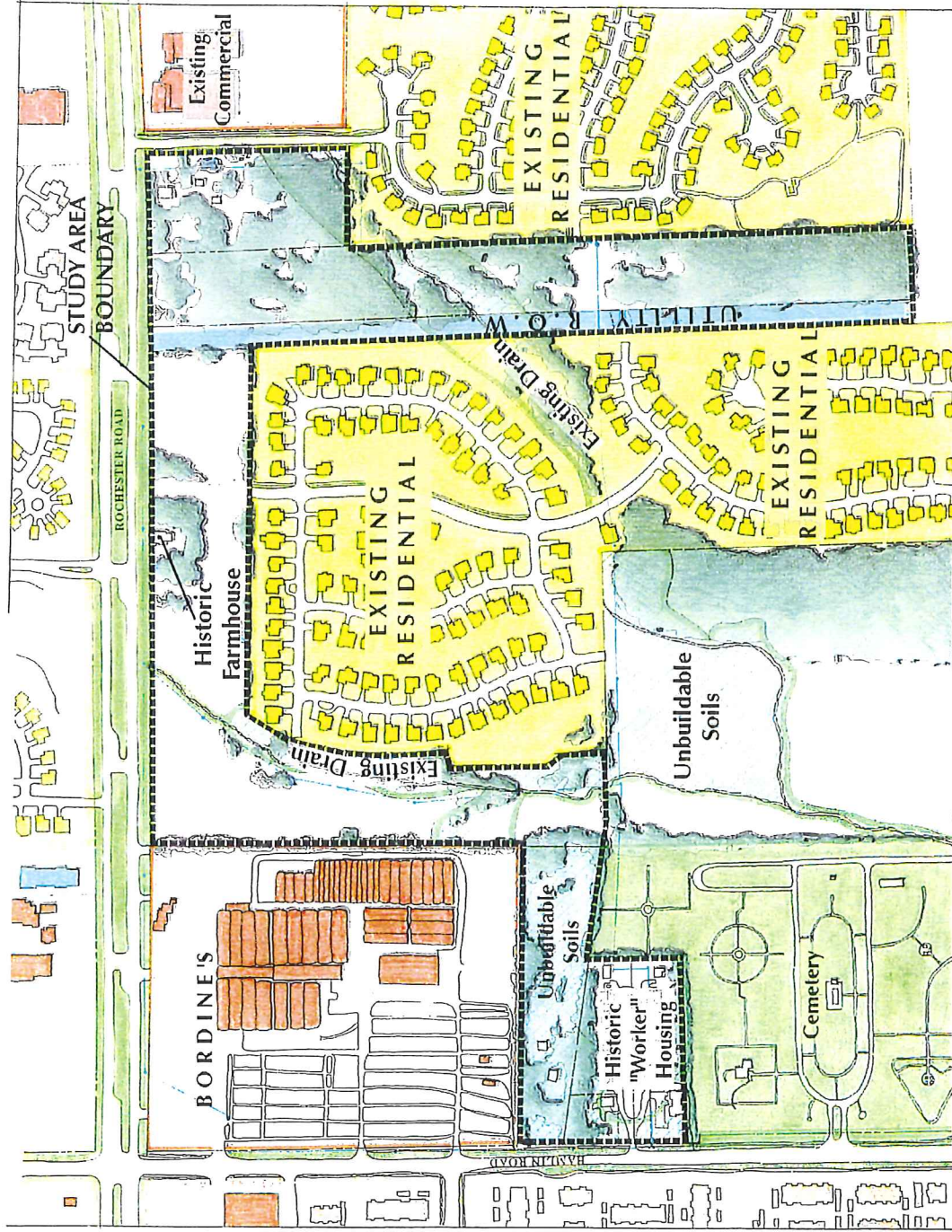


Figure 22 - Residual Area Two Existing Land Use

- Existing zoning moves from retail business to office to single-family on a parcel-by-parcel basis, which limits opportunities to provide shared parking and open space areas.
- The residual parcels in combination with Bordines offer an opportunity to provide for attractive mixed-use development.
- The “leg” which extends along the transmission power line is most suitable for single family residential use.
- The corner containing Bordines can accommodate higher density commercial use.

Residual Area Two Alternatives

Two land use alternatives were evaluated for Residual Area Two. The first looked at the Residual area without including the Bordine’s property. A mix of residential densities was possible with a residential PUD approach. Under this approach, single family and cluster housing would be encouraged in a site plan arrangement which would trade open-space on Rochester Road frontage for cluster density behind the frontage. The “leg” portion of the property, located under the power transmission lines, would be encouraged for single-family use, consistent with the adjacent areas.

In the second alternative, the workshop participants looked at a site plan alternative which put together the Bordine’s property with the residual parcels. Where existing zoning sees three distinct parcels, including single-family residential, office, and convenience business zone districts, the second alternative proposed a mixed-use district. The mixed-use would permit commercial development (retail and/or office), senior housing and a mix of residential and cluster densities.

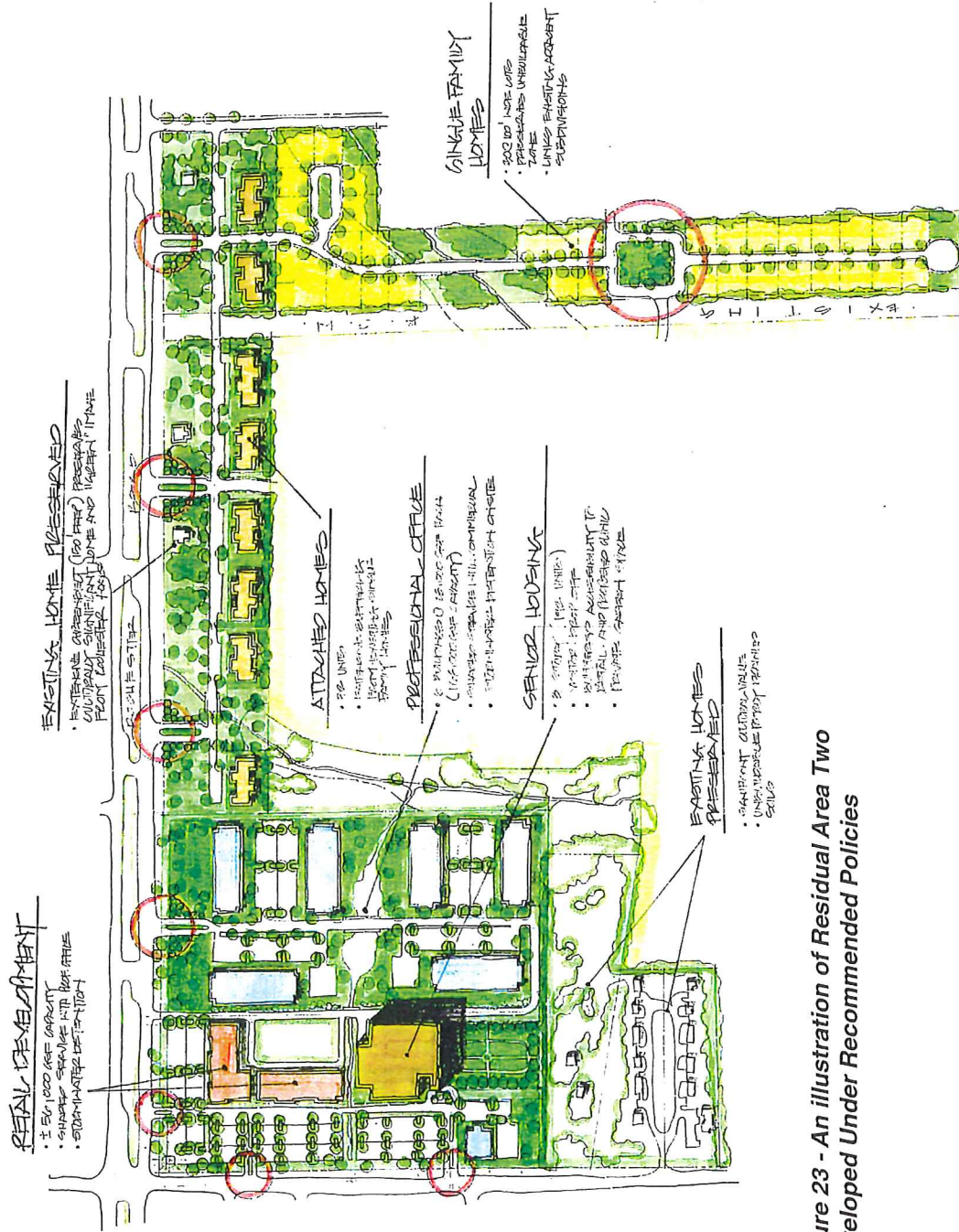


Figure 23 - An illustration of Residual Area Two Developed Under Recommended Policies

Residual Area Two Recommendation

Figure 23 shows an illustration of the land use policies proposed for Residual Area Two properties. The Bordines property and the vacant underutilized residual parcels would be combined into a single mixed-use PUD district. The uses permitted within this area would include single-family residential, cluster housing, senior housing, office and retail. The illustration shown in Figure 23 provides space for 100 units of senior housing, 56,000 square feet of commercial use, 160,000 square feet of office use, 32 cluster homes, and 30 single-family units. Developers of this area would be encouraged to provide for a mix of uses, within the general site boundaries. The most intense highest density uses would be encouraged closest to the Avon/Rochester Road intersection and lower densities would be supported closer to the existing single-family residential areas adjacent to the property.

The existing infrastructure would support this mixed-use approach, with sufficient sewer and water available. Higher density senior housing may require some balancing with lower density to accommodate storm water issues. The property immediately east of Bordines next to Wayside Park is a wetland and is likely not to be developable. This wetland will have to

be taken into consideration in the overall site plan. Also, the area under the transmission power line is only marginally developable because of the line's easement requirements. There may be open space trade-offs in this area which allow a cluster density closer to Rochester Road. An important element of the mixed-use PUD approach in this area is the ability to retain an image of open area along the Rochester Road frontage. It is intended that residential units are not directly accessed from Rochester Road.

Residual Area Two

The next steps toward the implementation of policies recommended for Residual Area Two include the following:

1. Incorporate the land use recommendations in the Master Plan Update.
2. Request Planning Commission staff prepare Zoning Ordinance amendments consistent with the Master Plan Update Policies.
3. Ensure site plan reviews for the area incorporate the principles described in the Master Plan Update and the Zoning Ordinance amendments for the area.