

RECEIVED

ENVIRONMENTAL IMPACT STUDY  
MEIJER – 3175 ROCHESTER ROAD  
May 15, 2015

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PLANNING DEPT.

PART I

A 1-5. This is an existing development with a Meijer store currently in operation. There are no wetlands or significant vegetation on site. There is an existing detention basin to the South of the site. The rest of the site is covered with landscape and parking.

B. Not applicable; existing development.

C. There is an existing 193,086 SF Meijer retail store with Garden Center on site.

D. Not applicable

E. Property is accessed by drives to Rochester Road (West) and Auburn Road (North).

F. The site is served by all utilities. A 12" water line and 10" sanitary service line connect from Auburn Road. On site storm water runoff is captured and then treated under the parking lot before being discharged to a detention pond to the South of the store. Electric, gas, and telcom are on site as well.

PART II

A. Meijer plans to implement its Curbside program to stores within the region. The Curbside program capitalizes on a remote order philosophy where the customer creates a virtual shopping list, submits the order, and visits the store at their convenience. This approach to customer service capitalizes on the existing assets within Meijer stores with minimal impacts to the site and interior. This particular store aims to capitalize on the existing parking area with restriping to accommodate the request.

On this site, we are utilizing technologies which are less intensive from a noise perspective than other drive thru facilities in the area. Customer pick-ups are more constant and do not spike during the day like a fast food drive thru, which can cause traffic to back up on the roads surrounding those sites. While the store operates 24 hours per day, the Curbside Program is planned to be open from 7 AM to 9 PM. The offering is staffed by two to three attendants and a nominal amount of additional traffic will be produced as customers using this offering are already destined for Meijer to obtain their items.

B. Not applicable. At this time, the applicant is unaware of other curbside related applications in Rochester Hills within the Meijer Trade Area.

PART III

A. Not applicable. This offering will not increase any impervious pavement, deviate from any drainage patterns, etc.

B. The current planning status is approved. The applicant is asking for a slight modification to the previously approved plan. The use, retail, is appropriate in the B3 Zoning District. There is no change to the use; just another option for providing goods to customers.

C. If approved by Planning Commission, the Curbside Pick Up program would be constructed and operational later this summer.

D. Not applicable – Existing business.

E. Not applicable. Use is harmonious with other retailers in the B3 zone.

F. Not applicable. - Existing business.

G. All construction will occur within areas that are not accessible by customers as the back of house will be modified slightly to accommodate areas to procure orders. Dust partitions will be used to guard against the spread of debris. All work will be completed in accordance with all City Ordinances.

H. Not applicable.

I1. Not applicable – Existing development.

I2. The Curbside Pickup program will be staged near the Northeast corner of the existing building, in the parking lot. The only exterior addition will be the addition of several directional signs and canopies where customers will call and wait for their pre-ordered items to be brought out to them. The pickup area is segregated from the remainder of the parking lot so as to not cause disruption to the regular parking flow. Accessibility to the site for residents will not change. In fact, this will provide residents with a more convenient, timely and innovated way to purchase goods from Meijer.

I3. The Curbside Pickup program will help to bolster the net worth and economic potential of an already key taxable resource for the City of Rochester Hills by capitalizing on another potential customer type and revenue stream. There are no public infrastructure upgrades required because of this project.

J1. Not applicable – the existing use and proposed alteration are approved and in compliance with the current zoning and comprehensive land use plan.

J2. Not applicable – no vegetative cover will be disrupted.

J3. There are no exterior alterations with the exception of the canopies, which are intended to blend harmonious with the existing structure.

J4. There are no alternative plans to the proposal at this time due to the timing and small valuation of the project.

#### PART IV

Based on the numerous points made in the analysis above, coupled with the fact this request is for an alteration to an existing facility, we feel the net Environmental Impact to this site is extremely limited. As mentioned previously, our proposal does not change access, increase utility demands or add blight to the neighborhood and is in compatibility with the Comprehensive Plan.

Respectfully Submitted,

A handwritten signature in blue ink, appearing to read 'Brian Lorenz', is written over the printed text.

WD Partners  
Brian Lorenz, AICP, LEED AP