

# AUBURN ROAD CORRIDOR STUDY



# PROJECT GOALS

- Strengthen the overall district brand as a unique destination
- Moderately intensify development to maximize the potential of the district
- Calm traffic, particularly in neighborhoods
- Redesign Auburn Road into 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
- Help stimulate desired redevelopment along the corridor
- 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
- Promote city and property owner collaboration to support reinvestment

# PROCESS TO DATE

- Organized Steering Committee
- Stakeholder Interviews (April 2016)
- Committee Meeting #1 (April 12, 2016)
- Public Open House #1 (May 26, 2016)
- Committee Meeting #2 (June 21, 2016)
- Engineering Department Meeting (June 29, 2016)
- Market Survey Overview (August 2, 2016)
- MDOT Meeting (August 4, 2016)
- Joint Planning and City Commission Meeting (September 27, 2016)
- Public Open House #2 (October 10, 2016)
- Public Open House #3 (November 2, 2016)
- Committee Meeting #3 (November 14, 2016)
- Planning Commission Meeting (December 20, 2016)

# PUBLIC OPEN HOUSES

Don't close my street AND Please close my street

Better pedestrian crossings

Favor traffic over parking

Heights should be a maximum of 2 stories

More sit down restaurants and cafes (retail/services).

Wide sidewalks, bike lanes, and gathering spaces are important

Pave the alleys



## WHAT WE'VE HEARD

- Majority support road redesign; but some prefer 5 lanes, others “do nothing”
- Most enthused about a public space along Auburn Road
- Several requests for better lighting and sidewalks along the corridor
- Mixed opinions on street closures; some support, some opposed, some requested more time to consider pros and cons
- Some concerned that alleys can't be blocked by delivery vehicles if intended as circulators to parking
- Additional traffic and stormwater evaluation will be done as part of next steps before anything is constructed
- Some noted problems with code enforcement and noise; desire dense walls as buffers
- Many questions on the timing and funding

## SURVEY RESULTS (158 RESPONSES)

- What are your thoughts on converting specific sites to district parking to ease the residential frustrations with parking and traffic spilling into the neighborhood? (select one)

Answer Choices	Responses
I think it is an appropriate solution as long as it is heavily buffered	<b>70.00%</b> 105
I think it is not needed	<b>16.00%</b> 24
I think it should be located somewhere else along the corridor , such as:	<b>14.00%</b> 21
<b>Total</b>	<b>150</b>

## SURVEY RESULTS CONTINUED

- What are your thoughts on closing off select streets' access to Auburn Road to provide more public space, better pedestrian crossings, reducing turns on Auburn Road, more parking, and to maintain residential neighborhood separation? (select one)

Answer Choices	Responses	
I feel it is helpful and necessary	55.13%	86
I do not like this recommendation	36.54%	57
I would like to see the following street(s) closed instead:	8.33%	13
<b>Total</b>		<b>156</b>

## SURVEY RESULTS CONTINUED

- What is your relationship to the corridor? (select all that apply)

Answer Choices	Responses
I am an Auburn Road business owner	3.80% 6
I am an Auburn Road property owner	10.76% 17
I am a Brooklands resident	68.35% 108
I am a Rochester Hills resident	34.81% 55
I am a corridor patron	13.29% 21
Other (please specify)	12.66% 20
<b>Total Respondents: 158</b>	



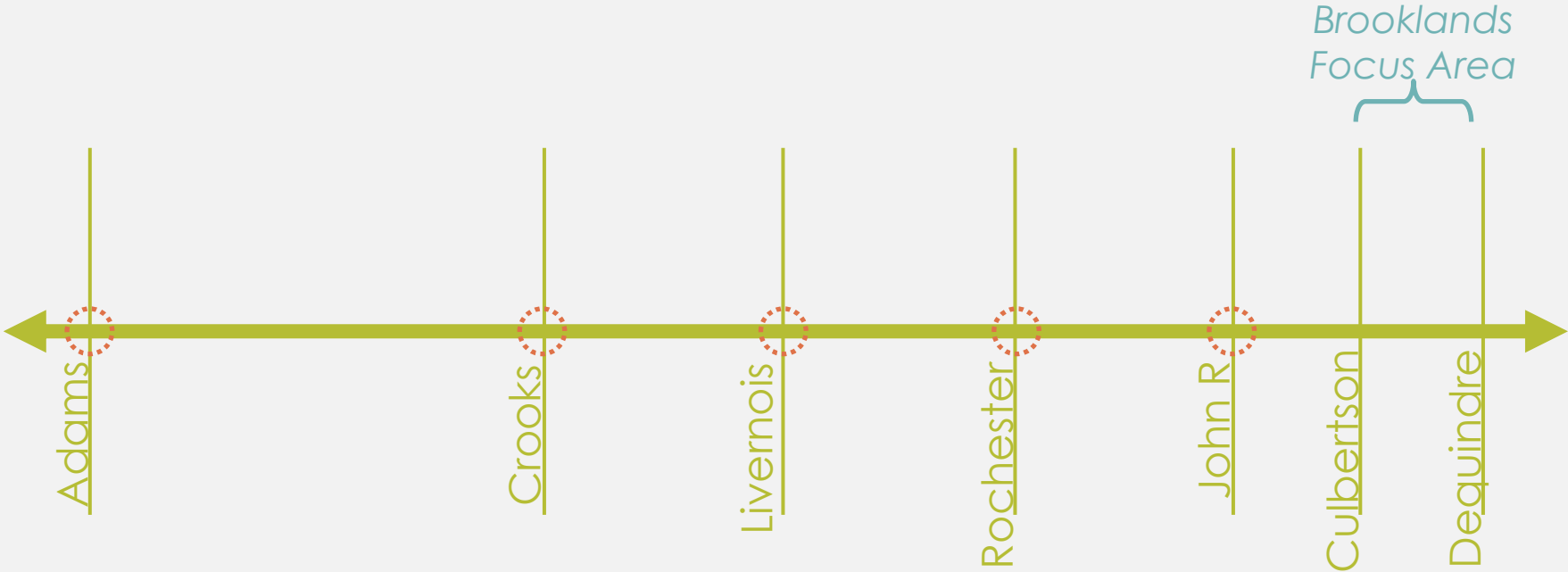
# STAKEHOLDER INTERVIEWS & MARKET STUDY

- Stakeholder interviews:
  - There is a negative perception of the area by shoppers in the market area
  - Property/ business owners are open to redevelopment, desire support from the City
  - Capital improvements to the roads and alleys is critical to stimulate redevelopment
  - Shifting housing demand
    - 7 out of 10 desire 2+ bedroom units
    - For townhouse, duplex or other multi-story units style, 1/2 of units should have 1st floor master BR

## MARKET STUDY RESULTS

- Most patrons to service area live relatively nearby
- Study Area Market Opportunities:
  - Housing: 45-64 new units
  - Office and tech-driven industrial space: 20,500-27,000 Square Feet
  - Retail goods and services: 41,000 Square Feet

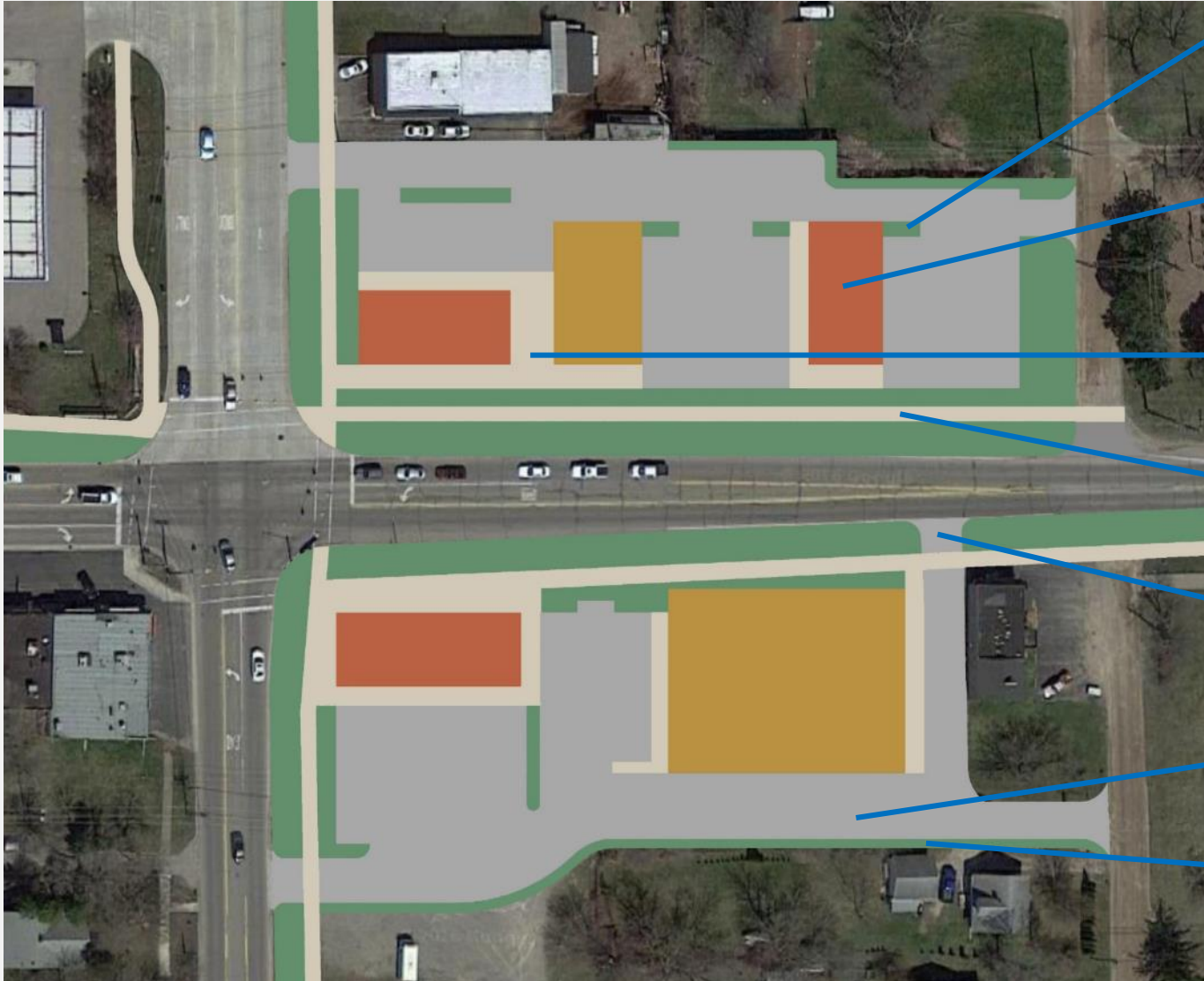
# APPLYING RECOMMENDATIONS ACROSS THE CORRIDOR



*Apply zoning recommendations for Flex Business at intersections*

# OTHER AREA RECOMMENDATIONS

*Adams / Auburn*



Better defined parking with landscaping

Infill buildings closer to street

Outdoor seating amenities

Improved 8' pathway

Driveways spaced away from intersection

Rear shared access

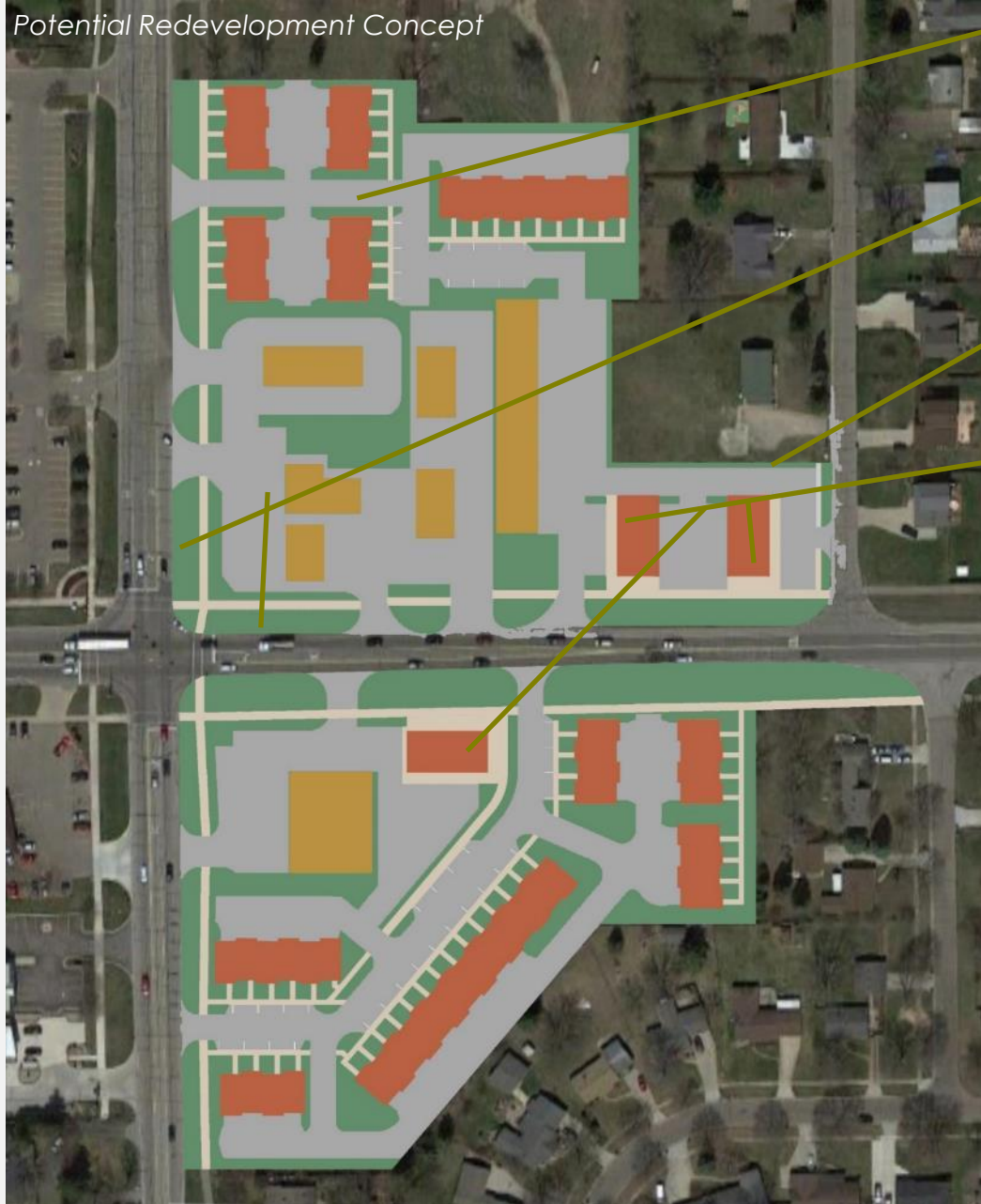
Buffer from adjacent single-family



- Apply Brooklands zoning recommendations to other intersections along Auburn Road
- Consistent design elements throughout streetscape (lighting, street furniture and signage)

*John R/Auburn*

*Potential Redevelopment Concept*



Attached residential units (similar to Barclay Circle)

Close driveways near intersection

Buffer from adjacent single-family

Office/service uses

# OTHER AREA RECOMMENDATIONS

*Existing*



# BROOKLANDS LAND USE & DESIGN FRAMEWORK



# EXISTING BUILDINGS: POTENTIAL FAÇADE IMPROVEMENTS

BEFORE...



...AND AFTER



\*The city is not proposing to make improvements to private buildings, these graphics represent potential rehabilitation

BEFORE...



BEFORE

MKSK

...AND AFTER



AFTER

MKSK



BEFORE

MKSK



AFTER

MKSK

\*The city is not proposing to make improvements to private buildings, these graphics represent potential rehabilitation



## ZONING RECOMMENDATIONS

- Revise district regulations for Brooklands area
- Make overlay mandatory at key intersections elsewhere along corridor
- Adjust front and rear setbacks to align buildings on Auburn Road
- Adjust parking standards (increase them)
- Increase landscaping and buffer requirements to protect residential neighborhoods
- Two-story mixed-use residential/office above
- Limited attached residential

# ACTIVE ALLEYS AND BUFFERS



*Wood and landscape buffer*



LINDEN ALLEY  
SAN FRANCISCO



*Concrete buffer*

# BROOKLANDS RIGHT-OF-WAY DESIGN ALTERNATIVES

Differences:

- MDOT acceptance
- Impact on traffic flow
- Amount of parking
- Aesthetics
- All have wider sidewalks
- Cost similar
- Each may or may not include some street closure



Angled Parking



Parallel Parking



Slip Road

# BROOKLANDS RIGHT-OF-WAY DESIGN RECOMMENDATION

## Goals:

- Calm traffic
- Improve pedestrian design
- Redesign “open” front parking
- Improve safety
- Protect the neighborhoods

## Preferred Choice:

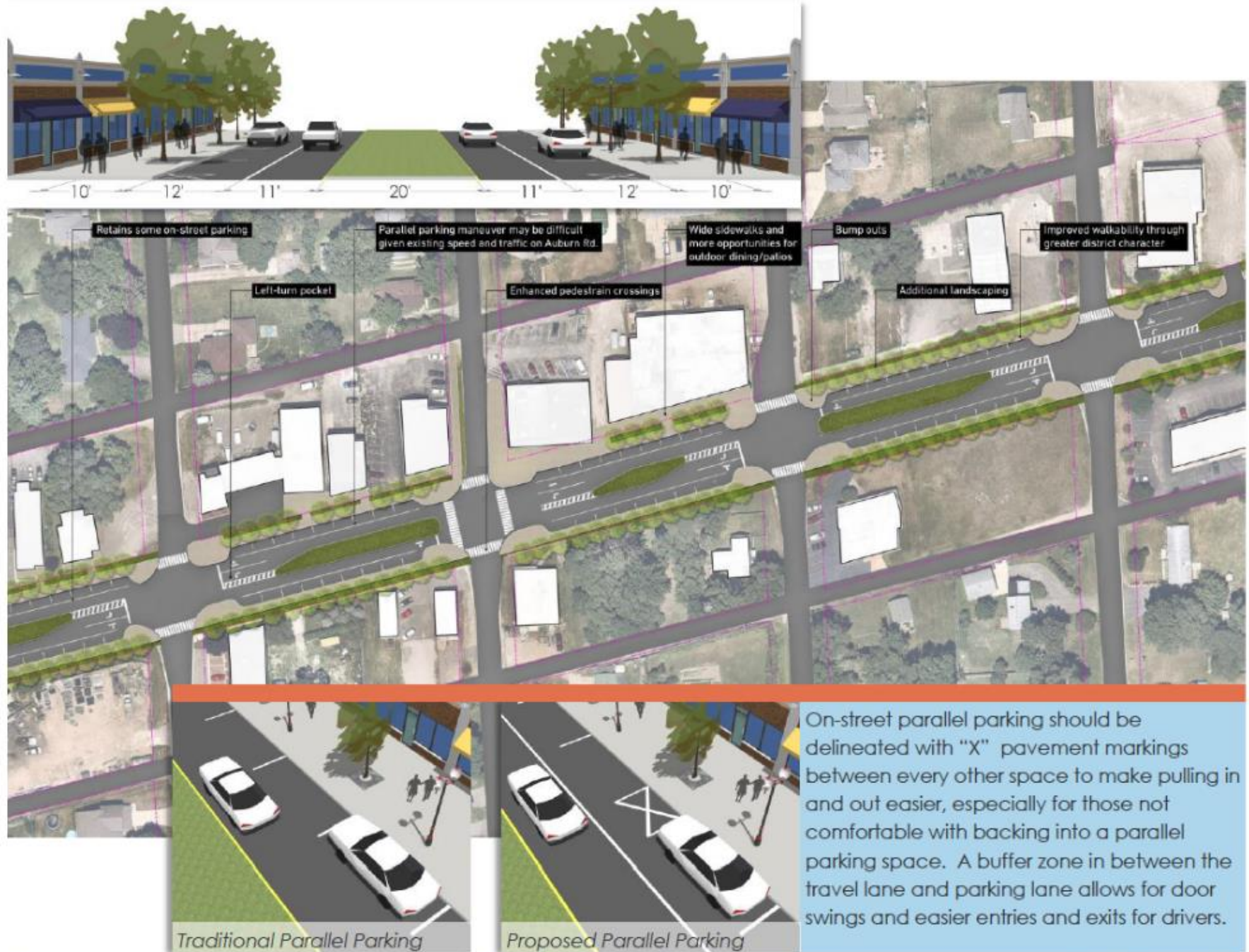
- ✓ Steering Committee
- ✓ Public
- ✓ Engineering/ MDOT



Parallel Parking

# Edits Per Planning Commission

- Added a cross section depicting the layout at the street level
- Showing diagram of “X” parallel parking



# MEDIAN EXAMPLES



# STREET CLOSURES

- Design concept (median, parallel parking, and zoning changes) works without them, but works better with them
- Mixed Reactions: some liked, but some were very vocal against them
- Pros:
  - Improves safety and traffic flow on Auburn Rd
  - Could allow for longer medians
  - Provides additional parking
  - Potential for public space
  - Keeps commercial traffic out of the neighborhood
- Cons:
  - May drive traffic to adjacent roads
  - May pose challenges for busing and plowing
  - May cause diversion to other parallel routes

## STREET CLOSURES CONTINUED

- Considerations for closures:
  - If adjacent alleys are public or private
  - Where parking or public space is most desired or needed
  - Impact on traffic operations
  - Design of closure; one-way, full closure, Auburn Rd or Alley access





# Preliminary Closure Options

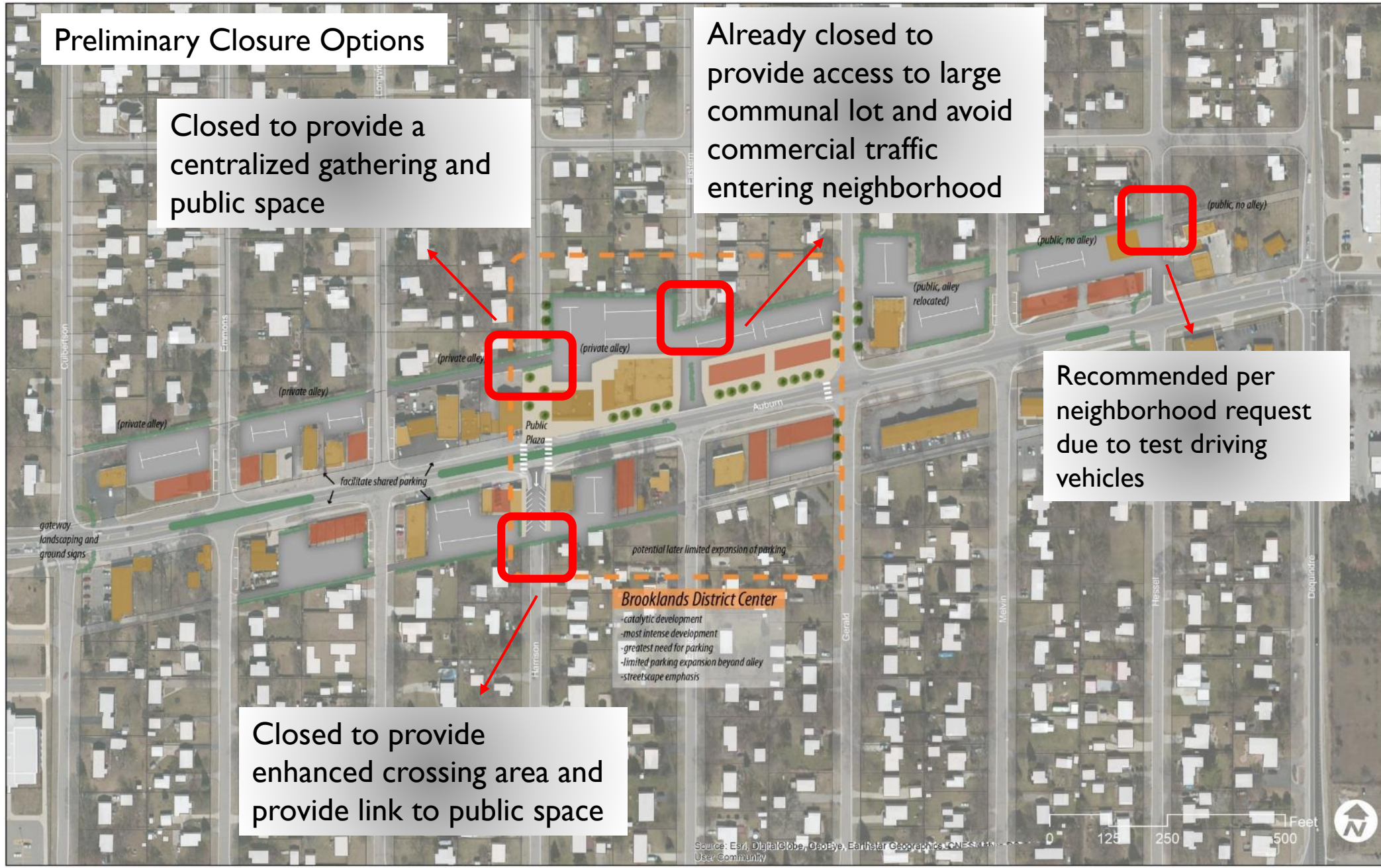
Closed to provide a centralized gathering and public space

Already closed to provide access to large communal lot and avoid commercial traffic entering neighborhood

Recommended per neighborhood request due to test driving vehicles

Closed to provide enhanced crossing area and provide link to public space

**Brooklands District Center**  
-catalytic development  
-most intense development  
-greatest need for parking  
-limited parking expansion beyond alley  
-streetscape emphasis



# GATHERING SPACE EXAMPLES



# PLAZA POTENTIAL RENDERING



ALLEY CONCEPT 3



Parking Accessed from Auburn Road

Harrison Ave

# STREETSCAPE AND GATEWAY RENDERING



## OTHER EDITS FROM PLANNING COMMISSION DRAFT

- Added footnote to overall schematic plan directing readers to street closure pages (p. 8)
- Replaced “alley” terminology with “rear service drive” throughout plan
- Clarification on dedicating private rear service drives as public (p. 20)
- Showed closing additional driveways on John R conceptual design (p. 24)
- Clarified shared parking recommendation (p. 31)
- Stormwater challenges: added implementation language (p. 35)
- Added cost estimate language for road reconstruction (p. 35)
- Removed BID as a suggested implementation tool (p.35)
- Added additional implementation language on coordinating with Oakland County for assistance (p.36)

# ACTION PLAN

- Integrate into city's next Master Plan update
- Traffic operations study with MDOT (closures, key intersections)
- Continue conversations with MDOT
- Amend zoning ordinance
- Brooklands District
  - City incentives such as façade design grants
  - Engineering design, seek funding (internal and external)
  - Formation of Corridor Improvement Authority or Business Improvement District to help fund improvements
  - Develop marketing and promotional materials
  - City staff to provide business district advising

Priority	Action
1	<ul style="list-style-type: none"><li>▶ Right-of-way improvements</li><li>▶ Zoning changes</li></ul>
2	<ul style="list-style-type: none"><li>▶ Formation of a CIA</li></ul>
3	<ul style="list-style-type: none"><li>▶ Redevelopment of City Lot</li></ul>