



City of Rochester Hills  
AGENDA SUMMARY  
NON-FINANCIAL ITEMS

1000 Rochester Hills Dr.  
Rochester Hills, MI 48309  
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[www.rochesterhills.org](http://www.rochesterhills.org)

Legislative File No: 2022-0421 V2

**TO:** Mayor and City Council Members  
**FROM:** Sara Roediger, Planning and Economic Development Director, ext. 2573  
**DATE:** September 30, 2022  
**SUBJECT:** Acceptance for First Reading – An Ordinance to amend Chapter 138, Zoning, of the Code of Ordinances of the City of Rochester Hills, Oakland County, Michigan to rezone approximately 3.621 acres of land (a portion of parcel 15-27-477-073) located north and west of Rochester and Auburn Roads, from B-2 General Business District to B-3 Shopping Center Business District for Serra Ford Rochester Hills, Vic Habersmith, Bloom General Contracting, Applicant.

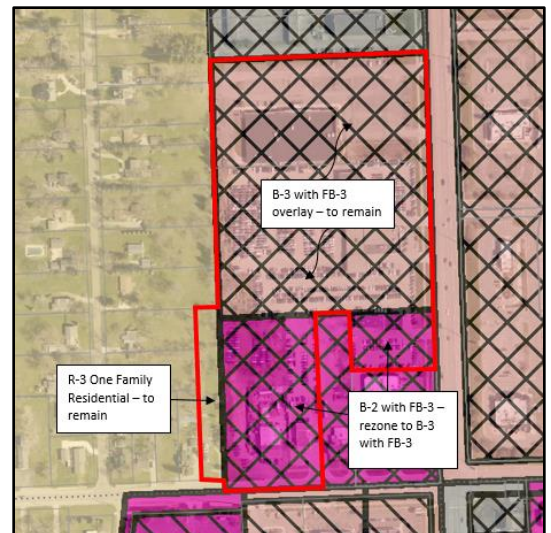
**REQUEST:**

Accept for First Reading an Ordinance to amend Chapter 138, Zoning of the Code of Ordinances of the City of Rochester Hills, Oakland County, Michigan to rezone approximately 3.621 acres of the newly created approximately 12.48 acre parcel (15-27-477-073) from B-2 General Business District with FB Flex Business Overlay to B-3 Shopping Center Business District with FB Flex Business Overlay. The remaining portions of the property are either already zoned B-3 Shopping Center Business District or R-3 One Family Residential. The rezoning request will accommodate an expansion of the Serra Ford Rochester Hills Dealership along the west side of Rochester Road, north of Auburn Road.

**BACKGROUND:**

The applicant has purchased additional properties to the south and west of the existing Ford Dealership to facilitate an extensive expansion and modernization of the existing facility. To accommodate the proposed rebuild of the Ford Dealership, the subject property must be zoned B-3 Shopping Center Business District. Site plans for the new Ford Dealership have been reviewed and approved by the Planning Commission at their September 20, 2022 meeting, contingent upon the approval of the rezoning request. The site plans include the proposed construction of a one-story 61,441 sq. ft. building with associated vehicle display/storage areas. The proposed building will be utilized for sales offices, showroom, customer seating areas, employee and administrative areas, parts storage, and auto service and repair. In addition, the plans also show the removal of the existing northernmost driveway approach on Rochester Rd. the replacement of the two southernmost approaches on Rochester Road consistent with City standards, and consolidation of the multiple driveway approaches on Auburn Rd. into one main central drive servicing the site. Finally, the site will be completely updated and re-landscaped, bringing the site into compliance with City’s requirements. Please see the applicant’s letter outlining the need for additional land for the proposed expansion.

At its September 20, 2022 meeting, the Planning Commission unanimously recommended approval of the rezoning of the subject parcel from B-2 General Business District with FB Flex Business Overlay. Note that the existing R-3 One Family Residential portion of the parcel, located on the south west corner of the site, is proposed to remain as currently zoned, resulting in a split zoned parcel.



**RECOMMENDATION:**

Staff and the Planning Commission recommend that City Council accepts for First Reading of an Ordinance to amend Chapter 138, Zoning of the Code of Ordinances to rezone approximately 3.621 acres of the subject parcel of land, along the west side of Rochester Road, north of Auburn Road, from B-2 General Business District with FB Flex Business Overlay to B-3 Shopping Center Business District with FB Flex Business Overlay.

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APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Mayor		
Deputy Clerk		

Contract Reviewed by City Attorney       Yes       N/A