



Planning and Economic Development (PED) Annual Report 2018



Introduction to the Planning and Economic Development (PED) Department

The mission of the Planning and Economic Development (PED) Department is to support and promote quality development. By preserving what Rochester Hills already has, enhancing those elements that can be improved and diversifying options, Rochester Hills can continue to be among the nation's preeminent places to live, work and raise a family for many years to come.

Preserve

- Established neighborhoods
- Irreplaceable natural environment
- Healthy business community
- First-rate quality of life
- Historical assets

Enhance

- Role as a regional destination
- Commitment to sustainability
- Real estate options
- Pedestrian environment
- Access to cultural resources

Diversify

- Housing choices
- Transportation alternatives
- Employment opportunities
- Businesses & services
- Tax base

PED staff provide relevant zoning and land development assistance to existing and perspective residents and businesses including guidance to applicants seeking approval for zoning ordinance amendments or rezonings, variances, site plans, planned unit developments (PUDs), wetland use permits, tree removal permits, historic preservation certificates of appropriateness, and brownfield redevelopment plans for Tax Increment Financing.

PED staff also assist businesses by establishing and implementing a business expansion and retention program, site and facility location assistance, providing guidance when seeking state and local incentives for establishing and/or locating a business, and introductions to resources that support companies' talent and business development needs.

PED staff provide support to the Planning Commission, Zoning/Sign Board of Appeals, Historic Districts Commission, Mayor's Business Council, the City Council's Historic Districts Study Committee, Brownfield Redevelopment Authority, Local Development Finance Authority, Economic Development Corporation, and SmartZone™.

The PED Department continues to provide coordination with other City departments, organizes the Development Review Committee (DRC) and sits on a number of other internal committees. Externally, the PED Department engages with various local, regional and state agencies such as Rochester Regional Chamber, Automation Alley, Oakland County, Southeast Michigan Council of Governments (SEMCOG), Michigan Economic Development Corporation (MEDC), Michigan Association of Planning, the Small Business Development Center and the German Chamber of Commerce among others.

Legislative Requirements

Section 125.3819 of the Michigan Planning Enabling Act (Public Act 33 of 2008, as amended) requires the Planning Commission to prepare an annual report documenting its operations and status of planning activities. This report fulfills this obligation for 2017 and provides information on future actions planned for 2018.

The PED Department has expanded the scope of the report to further document the activities of all of the boards and commissions staffed by the PED Department and the administrative plan reviews of the PED staff. By doing so, the report provides a more complete picture of the Planning, Zoning and Economic Development activities in the City.

PLANNING COMMISSION

Site Plans

Total Site Plan Reviews			16
Name	Square Feet / Units	PC Decision	Date (2018)
South Blvd. Office	24,542 sq. ft.	Approved	February 20
Gateway	108 hotel rooms / 28,940 sq. ft. retail	Approved	March 20
RH House	4,411 sq. ft.	Approved	March 20
Candlewood	89 hotel rooms	Denied	March 20
Crestwyk Estates	16 units	Rec. Approval	March 20
Oakridge Dental	3,000 sq. ft.	Approved	March 20
First State Bank	6,100 sq. ft.	Approved	April 17
RH Plaza	Façade & Site Reno.	Approved	May 15
Cedar Valley	Revised Elevations	Approved	June 12
KLM	2,280 sq. ft. addition	Approved	July 17
Hayden Storage	3,500 sq. ft.	Approved	July 17
Detroit Meeting Rooms – South Blvd.	1,370 sq. ft.	Approved	August 21
Breckenridge	12 units	Approved	August 21
633 South Blvd.	Site Reno.	Approved	September 25
Leader Dogs	Prkg. Lot Add.	Approved	October 16
Cedar Valley	Revised Elevations	Denied	December 18

Subdivisions & Site Condominiums

Total Site Condo Reviews			4
Name	# Units	PC Decision	Date (2018)
Woodland Crossing (Prelim. Site Condo)	15 units	Rec. Approval	February 20
Cumberland Village (Prelim. Site Condo)	57 units	Rec. Approval	May 15
Berkshire (Prelim. Site Condo)	13 units	Rec. Approval	July 17
Woodland Crossing (Final Site Condo)	15 units	Rec. Approval	October 16

The Preliminary Site Condo Plan for Woodland Crossing, a 15 unit development on approximately 5 acres on the north side of Auburn, east of John R was approved by the City Council on March 12. The Final Site Condo was approved by City Council on October 22.

Cumberland Village, on the east side of Livernois, just south of Hamlin, proposed 57 units on approximately 23 acres using the lot size averaging option in the R-3 District. The Preliminary Site Condo was approved on June 4. The applicant has yet to submit plans to proceed with the Final Site Condo.

The Preliminary Site Condo Plan for Berkshire, a 13 unit R-4 development on the east side of John R, just north of Auburn was approved by the City Council September 24.

The Planning Commission did not consider any platted subdivision requests in 2018.

Revised elevations for Cedar Valley Apartments were considered by the Planning Commission three times. Consideration was initially postponed on May 15. Revised elevations were approved on June 12. The third consideration on December 18 was denied.

The site plan for Gateway was approved on March 20 after postponement at the February 20 Planning Commission meeting because of resident and Planning Commission concerns.

All other site plans noted above were approved in a single meeting.

Conditional Use Recommendations

Total Conditional Use Reviews				5
Name	Square Feet / Units	PC Decision	Date (2018)	
RH House	4,411 sq. ft.	Rec. Approval	March 20	
First State Bank	6,100 sq. ft.	Rec. Approval	April 17	
Detroit Meeting Rooms – South Blvd.	1,370 sq. ft.	Rec. Approval	August 21	
Breckenridge	12 units	Rec. Approval	August 21	
X-Golf		Rec. Approval	November 7	

RH House received approval from the City Council on July 16 and X-Golf received approval on November 12, both for a conditional use for alcohol sales.

First State Bank was ultimately approved for a drive-through bank on the northeast corner of Rochester and Eddington in the FB-2 district on May 7.

Detroit Meeting Rooms proposed and received approval for the construction of a religious meeting place on the north side of South Blvd. between Grant and Donley Roads, west of Crooks.

Breckenridge, an MR Overlay development, received approval for attached housing units on 3.73 acres on the south side of Hamlin, west of Livernois on September 10.

Tree Removal Permits

Total Tree Removal Permit Reviews					8
Name	Acreage	# Trees Removed	PC Decision	Date (2018)	
Woodland Crossing	5 acres	134	Approved	February 20	
South Blvd. Office	1.4 acres	157	Approved	February 20	
Candlewood	1.88 acres	14	Denied	March 20	
Oakridge Dental	2.1 acres	35	Approved	March 20	
First State Bank	1.31 acres	32	Approved	April 17	
RH Plaza	7.99 acres	13	Approved	May 15	
Berkshire	4.3 acres	40	Approved	July 17	
Breckenridge	3.73 acres	31	Approved	August 21	

All tree removal permits approved by the Planning Commission in 2018 were associated with approved site plans previously noted in this report.

Wetland Use Permit Recommendations

Total Wetland Use Permits				2
Name	Impacts	PC Decision	Date (2018)	
Crestwyk Estates	965 sq. ft.	Rec. Approval	March 20	
Breckenridge	9,671 sq. ft.	Rec. Approval	August 21	

All wetland use permits recommended for approval by the Planning Commission in 2018 were associated with approved site plans previously noted in this report.

Natural Features Setback Modifications

Total Natural Features Setback Modifications				2
Name	Impacts	PC Decision	Date (2018)	
Crestwyk Estates	1,552 sq. ft.	Approved	March 20	
Breckenridge	812 sq. ft.	Approved	August 21	

All natural features setback modifications approved by the Planning Commission in 2018 were associated with approved site plans previously noted in this report.

Rezoning & Planned Unit Developments

Total Rezoning and PUD Reviews				2
Name	Square Feet / Units	PC Decision	Date (2018)	
Crestwyk Estates PUD	16 units	Recommended Approval	March 20	
Brewster Village	30 units	Recommended Approval	December 18	

The Crestwyk Estates Final PUD for 16 units on the east side of John R between Hamlin and School Roads was approved by the City Council on April 9, 2018.

The Preliminary PUD for Brewster Village, a 30 unit general condo development on the west side of Brewster just north of Walton, was approved on January 14, 2019.

Ordinance Amendments

Planning staff proposed several amendments in the past year, along with input from the City's planning consultant Giffels Webster, the City's Building Department and the City Attorney. The Planning Commission recommended these amendments for approval at their May 15 meeting. The City Council approved the first reading on June 4 and the second reading on June 18.

The following amendments were ultimately approved:

- Consistency was addressed in the nomenclature for conditional uses.
- Clarifications were made to note that decision makers should take into account the criteria for discretionary decisions as part of site plan approval review.
- Personal service establishments have been added as a permitted use in the O-1 District.
- The size requirements for outdoor play areas were revised to refer to the standards established by the State of Michigan.
- Provisions for required floor area have been clarified to note that minimum studio and efficiency unit sizes apply only to assisted living facilities.
- Regulations governing roadside stands/markets, Christmas tree sales and temporary outdoor sales and display have been rewritten.
- Standards for temporary outdoor sales, commonly referred to as 'tent sales', have been added.
- References to home occupation conditions have been eliminated from regulations for state residential facilities in accordance with state law.
- References to PUD concept plan have been changed to PUD preliminary plan and PUD contract has been changed to PUD agreement.

- Hotels have been changed from a permitted to a conditional use in the FB-3 district.
- Standards regulating accessory structures and buildings have been amended to address review and enforcement concerns that have arisen in recent years and with the implementation of 2017 ordinance amendments.
- Several changes were made to address challenges that arose as part of the implementation of the 2017 Sign Ordinance amendments.

Miscellaneous Items

Per the Michigan Planning Enabling Act, the Planning Commission approved the Capital Improvements Plan for 2019-2024 at their April 17, 2018 meeting.

The Commission also considered a number of items for discussion purposes only throughout the year. These included the following:

- Mixed use commercial and multiple family residential development near the northeast corner of Auburn and John R;
- Mixed use commercial and multiple family residential development near the northeast corner of Auburn and Livernois
- 30 unit residential development on the west side of Brewster, north of Walton
- 147 ranch units near the southwest corner of Avon and Dequindre
- 72 townhome units on the Rochester College campus on the east side of Livernois
- Mixed use commercial and multiple family residential development on the east side of Adams, south of Forester

Meetings

The Planning Commission held ten regularly scheduled meetings in 2018. The meetings were generally held on the third Tuesday of each month. In addition, three special meetings were held in June, August and November.

ZONING BOARD OF APPEALS (ZBA)

Dimensional Variances

Total Dimensional Variances in 2018			1
Address	Request	ZBA Decision	Date (2018)
3079 Eastwood	1.3 ft. variance - side building setback	Denied	October 24

The singular dimensional variance request was related to a proposed lot split in which the existing house would have been too close to the proposed property line. The request was denied.

Sign Variances

Total Sign Variances in 2018			1
Address	Request	ZBA Decision	Date (2018)
Adjacent to 15-29-228-004	Ext. to allow a real estate sign in the right-of-way	Denied	May 9

The Zoning Board of Appeals (ZBA) also acts as the Sign Board of Appeals for the City and in doing so denied the one sign variance request presented in 2018. The applicant requested an extension of a previously granted variance to allow a sign within the Avon Industrial Drive right-of-way advertising available space in the M-59 Crooks Business Park.

Meetings

The Zoning Board of Appeals held two meetings in 2018, one of which was a special meeting. The meetings were generally held on the second Wednesday of each month.

HISTORIC DISTRICT COMMISSION (HDC) AND HISTORIC DISTRICT STUDY COMMITTEE (HDSC)

Historic District Commission Reviews

Total HDC Reviews in 2018			4
Address	Request	HDC Decision	Date (2017)
6425 Winkler Mill	Certificate of Appropriateness – Window Sash Replacement	Approved	March 8
1271 Washington	Certificate of Appropriateness – Demo Existing House	Approved	August 9
1812 Rochester	Certificate of Appropriateness – Replacement of Fence	Approved	August 15
800 W. Avon	Certificate of Appropriateness – Rehab Rochester College Barn	Approved	October 11

All of the Certificate of Appropriateness requests presented to the Historic District Commission (HDC) in 2018 were considered and approved.

The Certificate of Appropriateness for the replacement of the existing fence at 1812 Rochester Road was considered at two separate meetings. The HDC considered the request initially at the August 9 meeting and asked for additional information. A special meeting was held on August 15 and the Certificate of Appropriateness was granted by the HDC at that time.

Historic District Study Committee

Total HDSC Reviews in 2018			1
Address	Request	HDC Decision	Date (2018)
1100 Mead	Boundary Modification	Applicant withdrew	March 8

The applicant approached the HDSC to change the boundary of the historic designation area at 1100 Mead. An initial discussion was held with the Committee on March 8. Before the City’s consultant could proceed with additional study on the area, the applicant withdrew their application as nearby residents expressed opposition to changing the district boundaries.

Meetings

The HDC held four meetings in 2018. One special meeting was held in August. The Historic District Study Committee held one meeting in 2018.

PLANNING STAFF REVIEWS

Concept Plans

The Planning and Economic Development Department regularly hosts concept meetings for potential applicants. This is an opportunity for applicants to have their initial site design reviewed by the City's development team, who then meet with the applicant's team to go over their comments. Four of the eleven concept plan reviews completed in 2018 went on to have full site plans submitted and in some cases approved.

Minor Amendments to an Approved Plan

The Zoning Ordinance grants the authority to the Planning and Economic Development Department to administratively review and approve site plans in certain instances. These include minor amendments to a previously approved site plan, accessory buildings that meet certain criteria, a minimal increase in the square footage of an existing building and a change in building use. Following is a brief summary of the staff level approvals conducted in 2018.

Total Concept Plan Reviews		11
Name	Project Description	Status
1416 W. Auburn	3,000 sq. ft. addition to pet grooming facility	Concept meeting held
6780 Old Orion	24 unit attached condo	Concept meeting held
Auburn/Livernois Mixed-Use	120 multi-family units & 32,820 sq. ft. retail	Site plan submitted
Brewster Place	30 unit detached condo	Approved by PC/CC
Brookland Park Lofts	77 multi-family units & 20,650 sq. ft. retail	Concept meeting held
EEL Global Campus	3 new office buildings	Site plan submitted
Penelope's Place	115 multi-family units & 3,272 sq. ft. retail	Concept meeting held
Redevelopment of 2800 S. Rochester	120 room hotel & 5,500 sq. ft. restaurant	Concept meeting held
Tim Horton's – Tienken	1,500 sq. ft. drive-through restaurant	Concept meeting held
Timberland Landscape	16,523 sq. ft. office/warehouse	Concept meeting held
The Neighborhood in Rochester Hills	147 attached rental units	Site plan submitted

Total Administrative Staff Reviews			2
Name	Request	Status	
City Life Office & Retail Building	Second story addition to planned office/retail building	Approved	
Great Oaks Country Club Road	Elimination of access road at Great Oaks Country Club	Approved	

LOCAL DEVELOPMENT FINANCE AUTHORITY (LDFA)

Action Items

A number of items were considered by the Local Development Finance Authority (LDFA) in 2018. These are detailed as follows:

- The LDFA 2019-2021 Budget was approved at the June 28 meeting.
- In 2018, the City completed the Technology Drive Pathway Project. Located within the existing right-of-way on Technology Drive in the Rochester Hills Executive Park, the pathway runs from Auburn Road to Adams Road and connects to the Clinton River Trail. This pathway was part of the City's overall Pathway Plan and was fully supported by the Rochester Hills Executive Park businesses, looking to offer a safe means for their employees to enjoy an afternoon walk to other businesses and the trails. The LDFA funded the complete project.



A corridor that's home to many North American headquarters, Hamlin Road, west of Adams Road was reconstructed in 2018

- In 2018, the City also completed the reconstruction of Hamlin Road from Adams west to the city limits. This stretch of Hamlin Road was in terrible condition and not an attractive means for welcoming guests to the major employers located along Hamlin Road. In partnership with the Road Commission of Oakland County, the City reconstructed Hamlin Road. The LDFA provided 1/3 of the project funding.
- The LDFA also welcomed a new member. Rophin Paul is President and CEO of Pari Robotics, North America. Pari Robotics specializes in the design and construction of complete automation systems and is located on Technology Drive – in the LDFA district. Aside from growing a company within the district, Mr. Paul is also a resident of the City of Rochester Hills.

Meetings

The LDFA held a total of three meetings in 2018.

BROWNFIELD REDEVELOPMENT AUTHORITY (BRA)

Meetings

The Brownfield Redevelopment Authority (BRA) held two meetings in 2018. The topics for both of the meetings was to consider a brownfield plan for the remediation of property for a proposed residential apartment development on 28-acres at the northeast corner of Hamlin and Adams (legacy Rochester Hills). The plan was recommended for

approval at the March 6 meeting, and an amended plan was recommended for approval at the April 10 meeting.

ECONOMIC DEVELOPMENT SUMMARY

The mission of the City's Economic Development team is to retain and attract good companies to the area in order to provide jobs for our residents and attract talent to the larger region.

Reaching out to existing businesses to better understand their needs is one way to maintain business retention. In 2018, City staff made 135 retention visits with area companies.

2018 Business Statistics

Business Stats
• 14.5 million sq. ft. of existing commercial space
• 1,600 businesses with a physical presence in the city
• 35,000 jobs created in the community
• 50 international companies
• Represents \$139 million in taxable value

In 2018, the City of Rochester Hills celebrated some successful achievements in its strategy to support international business development. In September, Mayor Barnett and Pamela Valentik embarked on a trade mission to Germany and France to discuss expansion and new business attraction opportunities.



Kostal Group welcomes the City of Rochester Hills to its world headquarters in Germany

- Kostal Kontakt Systemes announced the acquisition of 16 acres of vacant land near M-59 to construction a new North American headquarters and manufacturing facility. This \$58 million investment will involve the construction of a 130,000 state-of-the-art campus for the company, employing up to 206 employees to start. Construction is expected to begin in 2020.

- ARaymond, a French company operating 4 different divisions in the City completed its new North American headquarters. This 153-year old, fifth generation company is experiencing tremendous growth and has plans to bring additional divisions to the U.S. market.



Mayor Barnett tours the ARaymond Museum in Grenoble France with ARaymond President Antoine Raymond

- AdduXi is another French, automotive supplier that chose to open its first U.S. manufacturing operation in Rochester Hills. After outgrowing its space in a short 4 years, the company has committed to expanding into a larger facility. While in France, the President of AdduXi arranged for Mayor Barnett and Pamela Valentik to meet with other French plastics companies that are exploring the U.S. market.

Contemporary Amperex Technology Co. Ltd (CATL) is a global leader in the manufacturing of lithium-ion battery products for the electronic vehicle market and in 2018, CATL selected Rochester Hills, Michigan for its first North American sales and engineering facility. The company plans to create 15 jobs in first year.

All these companies bring high-wage job opportunities to our residents and continue to provide opportunities for expats to move into the area.

Presently, the City's business vacancy rate is 4.7% and the City's unemployment rate is 2.5%, one of the lowest in Michigan and below the national average.

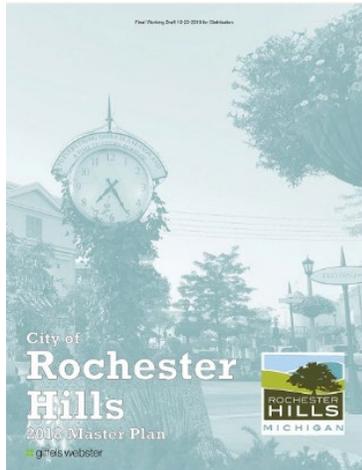
SPECIAL PROJECTS

The PED Department worked on two special projects this year: an update of the Master Plan for Land Use and the continuing implementation of the Auburn Road Project.

Master Plan Update 2018

The Master Plan update was launched at the beginning of 2018 with the three guiding themes of the PED Department: Preserve, Enhance and Diversify. Through a series of early visioning sessions with leadership staff, the Youth Council, the Planning Commission and the City Council, a series of influencing themes emerged.

- Improve community health.
- Support residents of all ages.
- Promote sustainable development.
- Improve transportation.



The resulting plan is built around those ideas with clear, concise goals and objectives that address

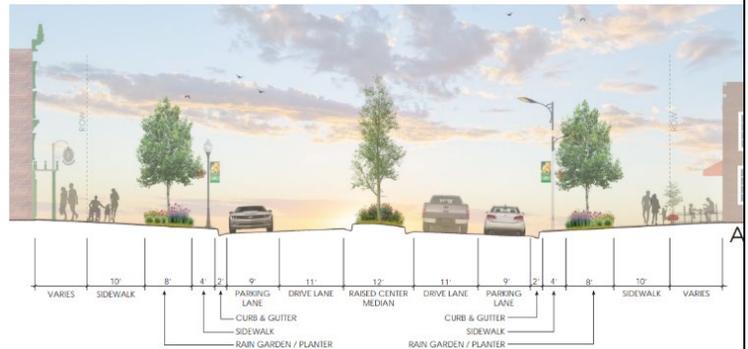
- What we want?
- Where?
- Why?
- What are the potential obstacles that impact achieving that goal?

The plan included a robust amount of public involvement including an online survey, the use of the Picture This!™ app, two public open houses, an art contest, 4th grade surveys, an Open House Story Map and a public hearing. The resulting document also includes a special focus on the continued need for diversification in the City's housing stock and redevelopment options for three specific sites: Suburban Softball Landfill; Hamlin Landfill and Bordine's. The draft is complete and adoption is anticipated in the first months of 2019.

Implementation of the Auburn Road Project

PED staff has spent many resources in 2018 working with the DPS Department, OHM Engineers, and the Auburn Road corridor property owners, businesses, and neighbors refining the detailed engineering and streetscape design for the Auburn Road project. Much effort was devoted to acquiring the required temporary and permanent easements needed to construct the project along with working with property owners on site modifications to accommodate the project.

PED staff has been instrumental in helping define the streetscape elements and plaza that are proposed as part of the project, and worked to purchase and/or accept donation of five parcels to help enhance the project through the additions of the city's first public parking lots and an expanded public plaza to serve the neighborhood. As the project moves into the construction phase in 2019, PED staff will continue to provide support to the DPS Department, along with coordinating communications and offering assistance to the businesses along the corridor.



LOOKING AHEAD

One of the purposes of the Annual Report is to look ahead to 2019 and anticipate those items that the City desires to address or work on over the next twelve months and beyond in the area of Planning and Economic Development. Departmental goals include:

Continue to facilitate the right type of development in the City and maintain the high quality of life for all to enjoy.

1. Investigate changes needed to policies, codes and ordinances to implement the recommendations of the Master Plan as it relates to new or re-development in the City, in particular the Auburn Road corridor and the identified redevelopment sites.
2. Investigate incentives to support diversification of available housing stock, including the encouragement of mixed-use properties.

Engage with the business community to ensure that Rochester Hills continues to be an attractive location to existing and potential businesses.

1. Continue and expand retention visits to proactively meet business needs.
2. Expand communication efforts with the business community.
3. Work with key stakeholders to help bridge the talent gap identified by local businesses.

Improve communication and transparency with public.

1. Use of Thoroughfare Plan process to get people involved in transportation improvements and alternative policies.
2. Better utilize the website to post relevant and timely information.
3. Expand new development notification to ensure that neighboring property owners are advised.

Improve coordination and efficiency with other City Departments

1. Continue to assist in implementation of the BS&A PZE module.
2. Work with Engineering as it relates to traffic issues on development proposals (short term) and in Ordinances, Master and Thoroughfare Plans (long term).
3. Work with Parks & Natural Resources to ensure natural feature preservation, recreation, and art are incorporated into development proposals (short term) and in Ordinances, Master and Park Plans (long term).

Although it is impossible to predict everything that will arise within the upcoming year, it is anticipated that staff will be focused on the following additional items in the near future:

- Continued implementation of the Auburn Road Project
- Continued work on Zoning Ordinance Amendments
- Continued work on redevelopment of brownfield sites
- Assistance on the Thoroughfare Plan
- Implementation of the items recommended by the RRC Evaluation including the development of the following:
 - Development Manual
 - Public Participation Plan
 - Conceptual Review Checklist
 - Development Flow Chart
 - Updated Business Attraction Strategy