



Department of Planning and Economic Development
 1000 Rochester Hills Dr.
 Rochester Hills, MI 48309
 (248) 656-4660
planning@rochesterhills.org
www.rochesterhills.org

Brownfield Program Application

Project Information

Name Rochester/Avalon Retail Development		City Rochester Hills, Michigan		
Number of Parcels 3		School District(s) Rochester Community School District		
<input type="checkbox"/> Attach Preliminary Site Plan				
Parcel	Street Address	Parcel ID <i>(Property Tax Look-Up)</i>	Improvements	Taxable Value
1	975 South Rochester Road	70-15-14-651-012	Not available	\$201,730
2	945 South Rochester Road	70-15-14-351-011	Not available	\$269,200
3	Unaddressed Parcel	70-15-14-351-068	Not available	\$146,090
4				\$
5				\$
Current Use(s) Gas station, commercial building, vacant land		Proposed Future Use(s) Retail and office building		
Current Zoning B-1: Local Business District		Proposed Future Zoning No change proposed		
Detailed Project Description <i>(include description of projects & benefits)</i> <p>The proposed redevelopment will transform one of the City's busier intersections by demolishing an existing 1,407 square foot gas station and a 5,409 commercial office building and redeveloping it into a modern, two-story, 26,575 square foot retail and office building. The first floor of the new building will support tenants that include retail, a drive thru restaurant, a credit union, and medical office space. The second floor will be used for office space. It is estimated that the project will create 100 construction jobs and 70 new permanent jobs in the first three years.</p>				
Describe anticipated schedule, including critical dates <p>Demolition activities are anticipated to begin in the fall of 2021. Construction will continue over a 12-month period.</p>				
Why does the project need incentives? Are there excess costs or market conditions that make investment difficult? <p>The fallout of the COVID-19 pandemic has significantly increased the cost of construction materials. According to an article published by MiBiz, these costs have risen as high as 40% over the past year. Secondly, the contamination on the property associated with the property's prior use as a gasoline station has created additional costs associated with due care response activities that has increased the cost of redeveloping the property.</p>				
Describe the status of permits & applications <p>A final site plan has been submitted to the City of Rochester Hills for review and is pending.</p>				
Describe basis for Brownfield designation under Part 201 <p>The Property is considered "Eligible Property" as defined by Act 381, Section 2 because the parcel located at 975 S. Rochester Road, which is a part of the subject property, has been determined to be a "Property" under Part 213 of P.A. 451, as amended and the rules promulgated thereunder. The unaddressed parcel (PID 70-15-14-351-068) and the parcel located at 945 S. Rochester Road are eligible parcels that are adjacent or contiguous.</p>				



Project Details (Provide information about the type of project)

	Describe End Use	Square Feet/# of Units	Lease/Sale Price
Manufacturing			\$
Commercial/Retail	Restaurant/Retail	12,619 square feet	\$32.50/square foot
Office	Various Office Tenants	13,956 square feet	\$32.50/square foot
Housing	<input type="checkbox"/> Rental <input type="checkbox"/> For Sale		\$
Other			\$

Job Creation (Full time jobs only, not including construction jobs)

	# Jobs Retained 1st Year	# Jobs Created			
		2nd Year	3rd Year	4th Year	5th Year
Manufacturing					
Commercial/Retail	10	5	5		
Office	20	15	15		
Housing					
Other					

Construction Description

	Cost per Square Foot	# Construction Jobs
Manufacturing	\$	
Commercial/Retail	\$ \$245 per square foot	50
Office	\$ \$245 per square foot	50
Housing	\$	
Other	\$	

Misc. Project Information

Will the project promote any of the following (check all that apply)

- Mixed Use Development
 Sustainable Development
 Walkable Communities
 Increased Density

If yes, describe

The proposed redevelopment will transform one of the City's busier intersections by demolishing an existing 1,407 square foot former gas station and a 5,409 commercial office building and redeveloping it into a modern, two-story, 26,575 square foot retail and office building.

Will the project be LEED Certified, Sustainable or "Green"? (check one) Yes No

If yes, describe

Are any other incentives or Overlay Districts being utilized? (check all that apply)

- [Local Development Financing Act \(LDFA\)](#)
 [Neighborhood Enterprise Zone \(NEZ\)](#)
 [New Personal Property Exemption](#)
 [Smart Zone](#)
 [Business Improvement District \(BID\)](#)
 Other (specify): [MUSTA](#)
 [Tool & Die Recovery Zone](#)
 [Industrial Facilities Exemption](#)



CONFIDENTIAL INFORMATION

Investment Information (Include the estimated costs of eligible activities and investments in the tables below. Include an estimated date when tasks in each category will be completed)

	Estimated Costs	Estimated Date Completed
Cost Category: General Activities		
Land Purchase	\$ 3,060,000	7/30/2019
Construction Costs (<i>bricks & mortar</i>)	\$ 6,530,000	
Equipment & Fixtures	\$	
Soft Costs (<i>professional costs & fees</i>)	\$ 535,000	
Incentive Category: Eligible Activities		
Environmental Assessments	\$ 15,325	Completed - ACM Survey in progress
BEA/Due Care	\$	Included in Environmental Assessments
Remediation Planning & Options Analysis	\$	
Remediation, Mitigation, Control	\$ 275,850	Fall/Winter 2021
Additional Response Activities	\$	
Demolition ⁽¹⁾	\$ 120,000	Fall 2021
Restoration	\$	
Lead or Asbestos Abatement ⁽¹⁾	\$ 20,000	Fall 2021
Site Infrastructure Improvements	\$	
Site Preparation	\$	
Other: Brownfield Plan	\$ 15,000	Spring/Summer 2021
Total Estimated Project Cost	\$	
Requested Incentive	Amount Requested ⁽²⁾	
Brownfield TIF	\$ 446,175	
Michigan Strategic Fund	\$	
Other: Contingency (15%)	\$ 62,378	
Total Estimated Incentives	\$ 508,553	

Footnotes:

⁽¹⁾ Additional requirements may apply

⁽²⁾ Ranges may be provided



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Applicant Information

Name	Rochester Avon Partners, LLC (Doraid Markus)		
Address	251 E. Merrill Street, Suite 205		
City	Birmingham	State	MI Zip 48009
Phone	(248) 892-2222	Email	dmarkus@markusllc.com
Applicant's Legal Interest in Property	Owner		

Property Owner Information Check here if same as above

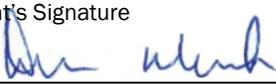
Name	Rochester Avon Partners, LLC (Doraid Markus)		
Address	251 E. Merrill Street, Suite 205		
City	Birmingham	State	MI Zip 48009
Phone	(248) 892-2222	Email	dmarkus@markusllc.com

Applicant's/Property Owner's Signature

I (we) do certify that all information contained in this application, accompanying plans and attachments are complete and accurate to the best of my (our) knowledge.

I (we) understand that if it is determined that the application is not complete, the city shall immediately identify in writing what is needed to make the application complete.

I (we) authorize the employees and representatives of the City of Rochester Hills to enter and conduct an investigation of the above referenced property.

Applicant's Signature 	Applicant's Printed Name Doraid Markus	Date 6/11/2021
Property Owner's Signature 	Property Owner's Printed Name Doraid Markus	Date 6/11/2021

OFFICE USE ONLY

Date Filed	File #	Escrow #



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FOR CITY USE ONLY

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Eligibility Criteria Dated _____						
Need for incentives based on IRR calculations	<input type="checkbox"/>	H	<input type="checkbox"/>	M	<input type="checkbox"/>	L
Risk of project failure without incentives	<input type="checkbox"/>	H	<input type="checkbox"/>	M	<input type="checkbox"/>	L
Mitigation of threats to public health or the environmental	<input type="checkbox"/>	H	<input type="checkbox"/>	M	<input type="checkbox"/>	L
Evaluation Criteria Dated _____						
Amount of property tax generated	<input type="checkbox"/>	H	<input type="checkbox"/>	M	<input type="checkbox"/>	L
Amount of investment	<input type="checkbox"/>	H	<input type="checkbox"/>	M	<input type="checkbox"/>	L
Job retention, creation & quality	<input type="checkbox"/>	H	<input type="checkbox"/>	M	<input type="checkbox"/>	L
Desirability of location based on City plans & objectives	<input type="checkbox"/>	H	<input type="checkbox"/>	M	<input type="checkbox"/>	L
Mitigation of abandoned, blighted, or functionally obsolete buildings	<input type="checkbox"/>	H	<input type="checkbox"/>	M	<input type="checkbox"/>	L
Mitigation of threats to public health or the environment	<input type="checkbox"/>	H	<input type="checkbox"/>	M	<input type="checkbox"/>	L
Catalyst for surrounding area & community as a whole	<input type="checkbox"/>	H	<input type="checkbox"/>	M	<input type="checkbox"/>	L
Other Comments						