

## **Project design objective and public benefit**

The Proposed Sterling Townhouse PUD Development design objective is to create a unique project that will enhance the vibrant Rochester Hills Community by offering a very sought after residential product which is currently missing in the community. Market demand is very strong for this type of product, which can be seen with the success of Barrington, a similar project. The Sterling townhouse project will most likely be more affordable than Barrington, thereby offering more diversity to marketplace; thus meeting the growing market demand for this unique product.

The project will consist of 55 attached townhouse units at approximately 1500 - 2000 sq ft. Each unit will have a private 2 car attached garage on the first floor; a den or flex room will also be located on this floor. The second floor will have a great room, dining room and powder room. The third floor will have two or three bedrooms with 2 full bathrooms and laundry. An option for an elevator will be offered as well to further meet market demand. High quality interior finishes and durable maintenance free exterior materials will be used throughout the project.

The current RM-1 zoning is so restrictive that it does not allow the development of a viable residential project. Also, even the FB-1 is highly restrictive by limiting the number of stories to two (2), which extremely limits important key design flexibility which is required for the success of this unique project. Therefore we are proposing to use the PUD option to allow the city and developer to design a project that fits this site and meets the current market demand while meeting the spirit and goals of the community for quality projects.

### **Key “public benefits” of the Sterling Townhouse Residential development will be:**

- To meet a “Key Missing Market Demand with a New and Unique Product”. First time buyers such as young professionals or young couples just starting their families, or even empty nesters who currently may not be able to afford a home in the city will now be able to, thanks to this unique product.
- To infill and utilize a vacant parcel by bringing additional residents to the community which in turn will support the local businesses and provide an increase to the city’s tax base.
- To provide an excellent streetscape along Auburn Rd with a fresh new architectural product which meets the spirit and intent of the FB overlay district; which encourages buildings to be closer to the road, pedestrian oriented in scale and detailing and walkable, while deemphasizing the automobile and garages by locating them in the rear of the building. The new Townhouses will also act as a wonderful transition from the Auburn Road street front to the existing multi-family to the north.

We believe the proposed Sterling Townhouse Residential Development will be a wonderful addition to the community and we look forward to introducing it to the Planning Commissions at their October 17<sup>th</sup> meeting.