

# Brooklands Zoning Survey

**296**

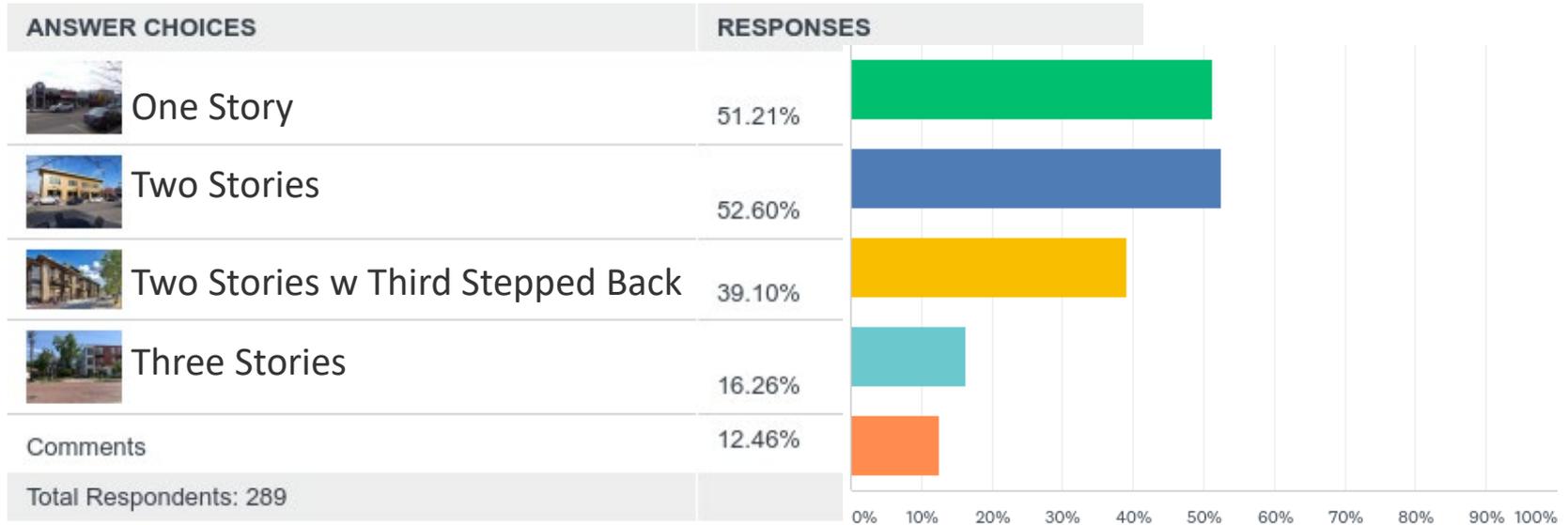
**Total Responses**

Date Created: Friday, August 30, 2019

Date Closed: Friday, October 18, 2019

---

**Q1: Building height.** Currently, most of the corridor is developed with one-story buildings. The City recognizes new construction should bring in a reasonable return on investment; this likely means redevelopment of buildings at least two stories in height as is currently permitted. But while increasing allowable building heights may help encourage redevelopment in the Auburn Road Corridor, the City is concerned about the impact on adjacent residential neighborhoods. Please consider the images below and check all boxes (at top left of the images) that you could envision in the Auburn Road Corridor.



Answered: 289 Skipped: 7

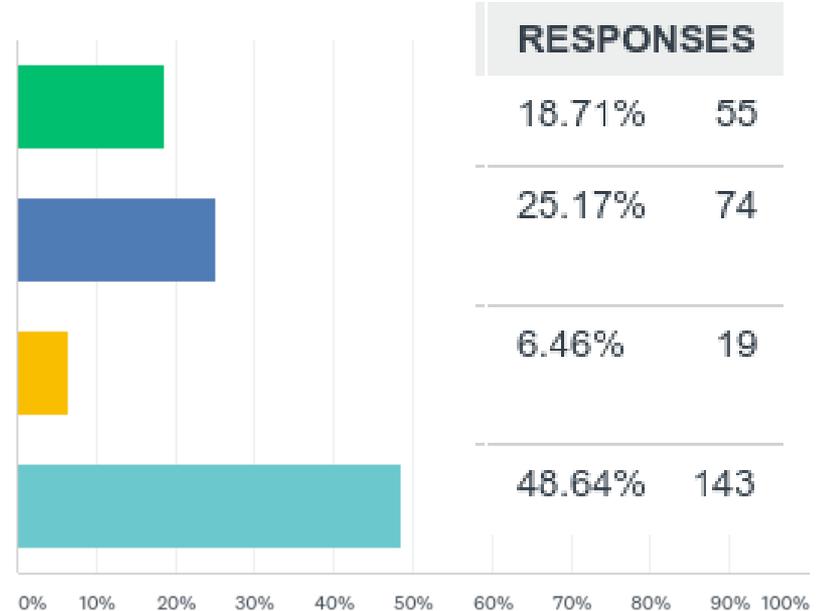
**Q2: Drive Through Uses.** Some communities restrict drive-through facilities in pedestrian-oriented districts because drive-throughs prioritize vehicular traffic over walkability. Drive-throughs typically require sites with ample internal circulation and access to roadways, which may be limited on the properties along Auburn Road in this area. . The City is keeping walkability as a top goal for this district but does not want to limit redevelopment of parcels in the corridor and is considering allowing drive-throughs with standards that address location, access, noise, lighting and stacking of vehicles on site to minimize impacts to surrounding properties. Do you think drive-through uses are appropriate in the Brooklands district?

Yes, all drive through uses should be permitted

Yes, limited drive-through uses should be permitted such as coffee shops, ice cream stores, banks and drug stores, but not fast food restaurants

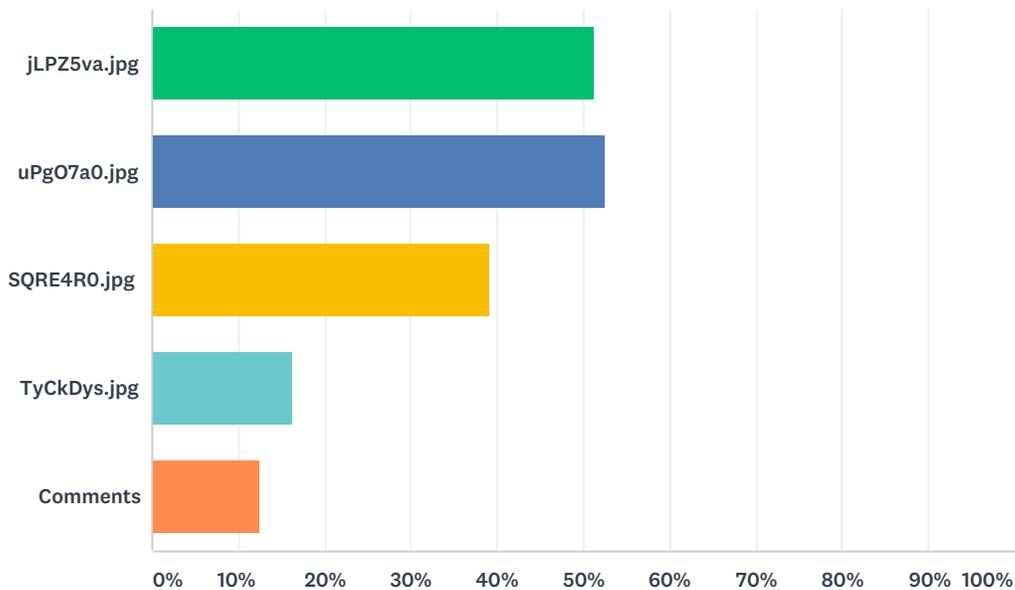
Yes, limited non-food drive-through uses should be permitted, such as banks and drugstores

No, drive-through uses should not be permitted



Q1 Building height Currently, most of the corridor is developed with one-story buildings. The City recognizes new construction should bring in a reasonable return on investment; this likely means redevelopment of buildings at least two stories in height as is currently permitted. But while increasing allowable building heights may help encourage redevelopment in the Auburn Road Corridor, the City is concerned about the impact on adjacent residential neighborhoods. Please consider the images below and check all boxes (at top left of the images) that you could envision in the Auburn Road Corridor.

Answered: 289 Skipped: 7



ANSWER CHOICES	RESPONSES
	51.21% 148
	52.60% 152
	39.10% 113
	16.26% 47
Comments	12.46% 36
Total Respondents: 289	

#	COMMENTS	DATE
---	----------	------

## Brooklands Zoning Survey

1	Most successful walkable areas have a combination of heights and uses based on the “ investors “ who develop their own properties for investments and to get returns on those investments. The city and planners can help guide the cities vision but the only investment is going to be by those investors who have to get a return. Being very restrictive in an area where 98% of the current property owners have NEVER made improvements or investments in their own property will not encourage NEW investors period.	9/23/2019 9:41 AM
2	Allowing 3 stories will create a tunnel effect stopping sun and daylight. Neighbors will loose privacy. 3 story doesnt fit the area. Only the businesses at the end of the street near and at Dequindre have invested any money in their properties in the last 20 years. Those businesses from Emmons to Culbertson will not mix well with a 3 story building.	9/23/2019 9:03 AM
3	Three stories does not fit the neighborhood.	9/22/2019 10:58 PM
4	It's doubtful that enough businesses would open in that area to fill buildings of more than 2 stories. It would be better to have less space there than to have lots of empty storefronts .	9/18/2019 4:04 PM
5	Two story buildings are attractive with options for future business and residential use	9/18/2019 12:26 PM
6	we want it to still have the look and feel of a small town village, the monstrous structures belong on Rochester Roads corridor.	9/17/2019 7:15 PM
7	Why not do 2 story, but the 2nd be living spaces? Especially if you want somewhere accessible, walkable.. have people live there!	9/17/2019 2:28 PM
8	Any development is progress!	9/17/2019 12:09 PM
9	taller buildings will make it feel more like a downtown	9/17/2019 9:44 AM
10	I don't care what you do with height as long as it looks classy. PLEASE get rid of that crappy MetroPCS with its horrible LED lights. It's so gross.	9/17/2019 9:30 AM
11	I feel these heights are appealing and functional.	9/16/2019 11:17 PM
12	No "Modern" style architecture should be allowed on new buildings, new buildings should be aesthetic like downtown Rochester, and have adjoining walls. It will make it more pedestrian friendly.	9/14/2019 9:14 AM
13	Yes we need definitely 3 stories to improve the business, lam in favor of 3 stories	9/13/2019 12:48 PM
14	I didn't choose any of these, not because they are not attractive, but because this area is also known as Olde Town. I was thinking the buildings would be designed more towards that type of architecture.	9/13/2019 12:27 PM
15	I am fine with whatever height so long as it meets the requirements for building look and we aren't creating condos/apartments	9/13/2019 9:59 AM
16	I enjoy the one story veiws of the brooklands neighborhood, sunsets and rises, borden fireworks, meteor showers. Open air and sky views are not something I look forward to in our neighborhood.	9/12/2019 9:36 PM
17	I think one story should be forbidden. We have so many big box one story buildings and it's a waste of resources. If you truly want mixed use, 3 stories that incorporates residential is a much more viable option.	9/12/2019 8:58 AM
18	Un	9/12/2019 7:55 AM
19	Buildngs with more than 2 stories will detract from the neighborhood.	9/12/2019 6:51 AM
20	It would be nice to have housing above the shops.	9/11/2019 10:21 PM
21	Allow roof top access for restaurants and bars	9/8/2019 10:53 AM
22	Do not like the multi story buildings at all	9/8/2019 10:42 AM
23	I think with the limited depth of the lots three story's will attract higher quality investors. It will give the option of a rooftop deck. Combination “Live, Work, and Play” spaces must be allowed.	9/8/2019 9:02 AM
24	Combo of 1 and 2 story	9/7/2019 6:35 PM
25	One story buildings will keep the neighborhood more 'neighborly'.	9/7/2019 5:43 PM
26	This neighborhood is already built up and the larger size buildings do not fit in this community.	9/6/2019 11:28 PM
27	I think all would be appropriate.	9/6/2019 6:41 PM
28	you guys are doing a great job!	9/6/2019 5:27 PM

## Brooklands Zoning Survey

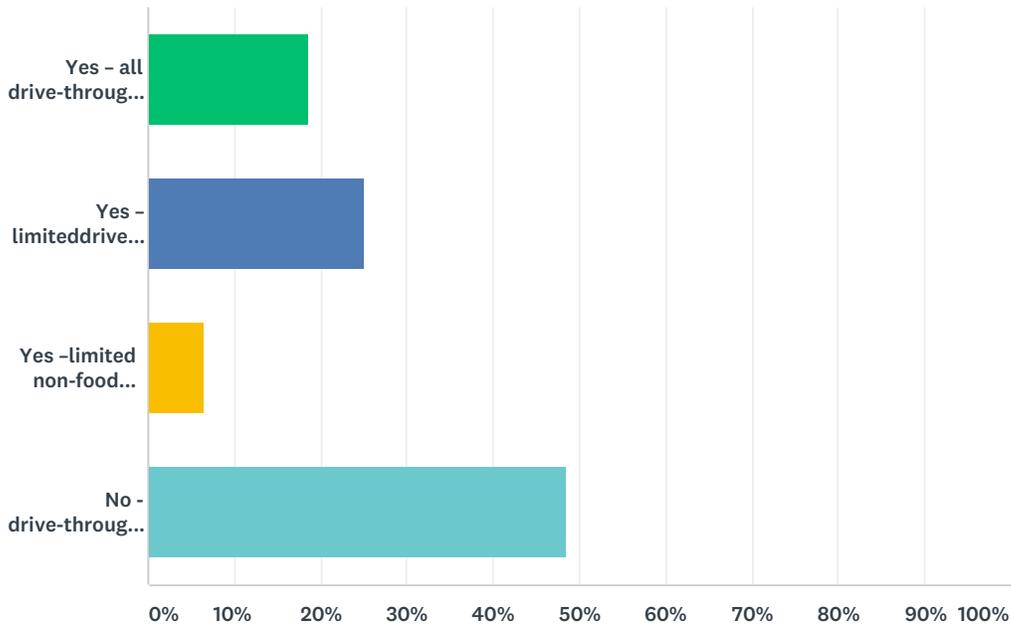
---

29	I have no issues with the building height as long as it meets the requirements for the new look.	9/6/2019 5:01 PM
30	Traffic is already Horrible in the area	9/6/2019 3:48 PM
31	Keep the small town feel while permitting new development. Even with added parking where in the world will all the people coming to the district park if you expand vertically? Will all the houses from auburn to Dawes be cleared to make way for an asphalt paradise?	9/6/2019 3:46 PM
32	Love them all	9/6/2019 3:30 PM
33	NO Parking structures...period.....	9/6/2019 3:15 PM
34	Leave us alone!!	9/6/2019 2:51 PM
35	Three story buildings will block the view of adjacent residential housing.	9/5/2019 2:52 PM
36	As a resident, 2 or 3 story buildings will not be intrusive nor negatively affect the character of the neighborhood IF there are ample, wide sidewalks, nice greenery and trees, park benches and street lamps.	9/5/2019 1:17 PM

---

Q2 Drive Through Uses Some communities restrict drive-through facilities in pedestrian-oriented districts because drive-throughs prioritize vehicular traffic over walkability. Drive-throughs typically require sites with ample internal circulation and access to roadways, which may be limited on the properties along Auburn Road in this area. . The City is keeping walkability as a top goal for this district but does not want to limit redevelopment of parcels in the corridor and is considering allowing drive-throughs with standards that address location, access, noise, lighting and stacking of vehicles on site to minimize impacts to surrounding properties. Do you think drive-through uses are appropriate in the Brooklands district?

Answered: 294 Skipped: 2



ANSWER CHOICES	RESPONSES
Yes – all drive-through uses should be permitted	18.71% 55
Yes – limiteddrive-through uses should be permitted such as coffee shops, ice cream stores, banks, and drug stores but not fast food restaurants	25.17% 74
Yes –limited non-food drive-through uses should be permitted, such as banks and drug stores	6.46% 19
No - drive-through uses should not be permitted	48.64% 143
<b>TOTAL</b>	<b>294</b>

#	COMMENTS:	DATE
1	Preserve residential character!	10/17/2019 9:39 PM

## Brooklands Zoning Survey

2	Coffee shops , or any restaurant serving donuts, fries or convenience foods that use a deep fryer is too restrictive. It seems totally illogical to tell anyone interested in investing how to prepare their food or products . What's next no grilling?	9/23/2019 9:41 AM
3	The no fast food and no drive thru will de-value the existing businesses properties. The improvements were to help the entire area not just those in the middle of the project. The plan should be to improve the area with good solid reasonable ordinance restrictions that control useage with set backs, access and building frontages	9/23/2019 9:03 AM
4	Drive thru should be permitted with proper site planning and approval. All types of food permitted. Too many restrictions discourages investment in the area. Keep it small, container and site planning enforced. Food attracts people and activity. We don't want a ghost area full of empty buildings.	9/22/2019 10:58 PM
5	Drivers who've just come out of a drive-through may be more likely to be distracted and not pay attention to pedestrians crossing the driveway.	9/18/2019 4:04 PM
6	This area is will be too cramped & busy to allow drive through uses	9/18/2019 12:26 PM
7	We don't need more fast food	9/18/2019 7:10 AM
8	All permitted, but with consideration for pedestrian traffic in site plan approvals.	9/17/2019 8:37 PM
9	i would say yes-if they are in a specific location. like chicken shack at the corner. along with the above requirements.	9/17/2019 7:15 PM
10	With the exception of already existing establishments (Northshack)	9/17/2019 4:19 PM
11	Dairy Treat on Auburn Rd. has a drive through but plenty of people walk up to the window and also walk from their homes to have a treat. Rochester Hills is designed in such a way to prioritize vehicular traffic. If we want walkability, we can visit Ferndale or Royal Oak. Thank you for providing this survey online--I think it's an excellent way for residents to voice their opinion on the proposed zoning changes.	9/17/2019 10:17 AM
12	drive through business is very popular and will bring more traffic to the area in a positive way	9/17/2019 9:44 AM
13	Please no.	9/17/2019 9:30 AM
14	Having drive-through will limit walking areas which was laid out as a priority for this project.	9/14/2019 8:25 AM
15	1) Drive-through uses do not match up with your primary goal of making this a walkable district. 2) The residents in the houses adjacent to the alleys will have their quality of life negatively affected with the additional traffic, noise and lighting. 3) There will likely be increased traffic through the neighborhoods permanently - similar to what is happening now during the construction phase. This will make our neighborhoods less safe and this area a less desirable place to live.	9/13/2019 1:14 PM
16	NO please drive - through use will be a problem in Auburn corridor area as it needs lots of space and it will limit the walkability in this corridor, city is doing awesome job and we have to go for walkability as the top goal in auburn corridor	9/13/2019 12:48 PM
17	We checked "all". But hopefully there won't be too many. The number of businesses such as these should be limited. Let's keep it classy.	9/13/2019 12:27 PM
18	Traffic on Auburn is single-lane and will be after the current construction is complete. Any traffic backup on Auburn due to long lines at a drive through facility would bring traffic to a dead stop. UNACCEPTABLE. The one grandfather clause would be for North Shack. They've been in situ for generations and should not be penalized for the changes.	9/13/2019 11:20 AM
19	given small size of the corridor drive thrus waste land space and encourage "stops" rather than "visits" of the downtown.	9/13/2019 10:24 AM
20	There just isn't enough room on the road to accommodate overflows of drive-thrus so I think we should avoid them	9/13/2019 9:59 AM
21	not enough room for drive through stackup. Look at reuther middle school at drop off and pick up times, auburn rd and culbertson are both blocked and backed up.	9/13/2019 9:52 AM
22	To many young children walk back and forth to school.	9/12/2019 11:49 AM
23	I may be okay with some, but EXTREMELY limited, which would be a variance, not all encompassing per use type (i.e. not all coffee shops). Because what happens if there are 3 coffee shops, 2 banks, and 2 drug stores? Now it's just a mess!	9/12/2019 8:58 AM

## Brooklands Zoning Survey

24	North Shack currently has a drive through and since this is pre-redesignation of Auburn Corridor, this business should be grandfathered in, however, new businesses should not be allowed to have drive through.	9/9/2019 1:40 PM
25	Just be very selective of what type of used are permitted	9/8/2019 9:02 AM
26	I would rather allow fast food, coffee shops, food related drive through instead of bank or drug store drive through businesses. We already have 1 fast food restaurant with a drive through. As well as a couple gas stations. Banks tend to only be open limited hours, same with drug stores. Food venues have a broader range of hours and if the intent is to make a bigger walking experience, drawing food places in should help.	9/7/2019 10:26 PM
27	A fast food drive thru would be fine	9/7/2019 5:51 PM
28	Keep Brooklands more walkable.	9/7/2019 5:43 PM
29	the planning of this project is very Poor! Where is the parking to be?	9/7/2019 5:14 PM
30	What was the purpose of making the alley bigger and all the parking if you're talking about putting in drive-throughs now? Keep it simple. There is open land on Auburn south side between Harrison and eastern, make another parking lot or make that a small pocket park.	9/7/2019 3:30 PM
31	Hell No!	9/6/2019 11:54 PM
32	The road does not have the support for the traffic a drive thru would create. If you wanted a drive thru, the roads should have been constructed in an entirely different fashion. Also, noise alone is awful from these drive thru's. Either walkability or drive thru's, you can't have both!	9/6/2019 11:28 PM
33	Drive throughs would just add to congestion and cause more traffic issues, not less. The two roundabouts are supposed to help alleviate traffic and allow for turnaround but adding drive thrus would add undue stress to other drivers.	9/6/2019 6:21 PM
34	drive through on the ends should be fine. off of dequindre	9/6/2019 5:27 PM
35	I think it is too small of an area to allow drive-thrus	9/6/2019 5:01 PM
36	Drive through coffee shop would be wonderful	9/6/2019 3:52 PM
37	Please find someone to buy bozonnas store the building should be torn down it's very dirty inside and it is not a asset to the community	9/6/2019 3:20 PM
38	Leave us alone	9/6/2019 2:51 PM
39	Too close to school - no drive through's!	9/6/2019 12:03 PM
40	Except for North Shack	9/5/2019 1:56 PM
41	As per my comment above, adding 2 or 3 story buildings will not negatively affect the neighborhood, so long as the pedestrian feels comfortable. Having drive-throughs do not prioritize the pedestrian. We want to make this a community where moms with strollers and kids on bikes and scooters will feel safe and have fun. This in turn makes the whole neighborhood safer and more vibrant and makes developers more willing to spend money in the community.	9/5/2019 1:17 PM

### Q3 Other comments related to Brooklands zoning standards:

Answered: 51 Skipped: 245

#	RESPONSES	DATE
1	open a bar on the roof tops	9/27/2019 9:13 AM
2	Building fronts need to be updated to support the updates to the streetscape. Most of the buildings are rundown and while redevelopment is nice, current buildings are likely to exist for some time to come.	9/23/2019 12:03 PM
3	The drive thru restrictions specially aimed at deep frying and no use of a drive thru is only aimed at a specific food preparation method and you have to either allow ALL cooking methods or prohibit ALL cooking methods. It would be wise to better research this ridiculous restriction. Culver's , Tim Horton's, or a Dunkin Donuts either are all great community partners or would be an asset to that area but would be restricted in making a great valuable investment that would benefit the area and specifically the existing and future residents and people patronizing that 1/2 mile area. Too specifically restrictive period.	9/23/2019 9:41 AM
4	Investors wont come if there is not a good mix of business and destinations like good food.	9/23/2019 9:03 AM
5	The idea that of no deep fried food is too restrictive. The people on the board need to learn about business and the food industry. All the restrictive zoning the planning commission can make up will not attract people. Almost all food service business uses a deep fryer even bakeries. If a festival of some sort was held in the corridor, this ordinance would mean few food trucks could participate, or fair type food. When this new park has entertainment are you going to invite food vendors? The Brooklands walkable street scape will be dead before 3 years if this planning commission listens to its Vice President.	9/22/2019 10:58 PM
6	Consider regulations involving the electric scooters that have become popular in other cities. I would want to see them prohibited from the area.	9/18/2019 4:04 PM
7	As a nearby resident, I'm looking forward to this revitalized section.	9/18/2019 12:26 PM
8	Redevelopment will leave To increased businesses therefore people and I fear crime. What is the city going to do to combat this. As a person who lives in the zone I am most concerned about my families safety	9/18/2019 10:00 AM
9	Thanks to the Planning Committee and the City for moving this project forward and for continuing to reach out for community input.	9/17/2019 8:18 PM
10	No public parking road signs, need to be put up on the residential streets. we were told that this project is suppose to have ample parking so they don't need to be parked in front of our residents, leaving us no where to park.	9/17/2019 7:15 PM
11	Whatever you do, think long term vs what will work right now. If you want Rochester Hills to grow, housing is needed. If you want these areas to be walkable little hubs, make spaces for people to live and support the surrounding businesses.	9/17/2019 2:28 PM
12	The newly constructed road is WAY too narrow. Especially in the roundabout. That road infrastructure is not equipped to handle more businesses that are going to back up even more traffic on the road.	9/17/2019 1:34 PM
13	Zoning should be helping businesses not being a constant road block. Work with not against. This project will only work if the neighborhood is kept up with policing and houses being taken care of.	9/17/2019 11:27 AM
14	Can you do some rules about lighting and signage? See above re the abysmal MetroPCS at the end of my street. I would love to see development on Auburn without flashy horribleness. I would also like to restrict lighting on the neighborhood side if the buildings are more than one story, because that's really going to change the whole atmosphere of our street.	9/17/2019 9:30 AM
15	The existing residents preferences should take precedence over developers and tax-hungry officials.	9/17/2019 9:21 AM
16	Zoning should fit the neighborhood. Not conflict with it. Any traffic related to business should stay on Auburn Road - not exit via alleys and the sub division.	9/17/2019 8:00 AM

## Brooklands Zoning Survey

17	Please that a deep look at the Auburn Hills revitalization failures, empty buildings and no foot traffic, before moving forward, learn from others decisions.	9/15/2019 9:41 AM
18	Buildings with adjoining walls will be more pedestrian friendly. Buildings should be required to be aesthetically pleasant and NO "Modern" style architecture should be approved / allowed on new buildings.	9/14/2019 9:14 AM
19	So far everyone is being very open to public input about this project! It is very appreciated! Thank you all!	9/14/2019 8:25 AM
20	Please put a right turn lane on north-bound Culbertson onto east-bound Auburn instead of parallel parking spaces. This will improve traffic flow coming and going to Reuther Middle School. Parking spaces will make it worse.	9/13/2019 1:14 PM
21	We need 3 stories height of 50 ft And NO drive -through for any store as it limits the walkability And I would like to thanks city for doing a great job for auburn corridor plan	9/13/2019 12:48 PM
22	We are hoping for an upgrade to this area. Since Rochester Hills doesn't have an area considered as a downtown, perhaps this could be designed as such.	9/13/2019 12:27 PM
23	Quit messing with our community! You already have messed up putting in roundabouts in this stretch of road.	9/13/2019 10:41 AM
24	I am not sure if EV charging stations are considered but I would recommend against such infrastructure as the financial payoff isn't there and utilization of such spaces is low making for greater parking congestion of all non-EVs.	9/13/2019 10:24 AM
25	It is all a big waste of money, time and an inconvenience for such a short distance.	9/13/2019 10:22 AM
26	I think that in order to create the downtown atmosphere that we all are aiming for we need to limit the type of businesses that we are allowing to occupy these spaces - such as limiting the areas to restaurants, food, retail services and avoiding business services (tax, insurance, law offices) etc. People are not going to walk to downtown to visit business services. To get people involved in downtown, you need to have stores, eateries, unique stores, coffee style places to spend some time.	9/13/2019 9:59 AM
27	Please consider the beauty that one story buildings allow the residents to see when considering this. Blocking these views with multi story buildings would be a very sad day for those of us who have lived in this area for many many years.	9/12/2019 9:36 PM
28	Your example of a two story building almost seems like you do not want residents to choose it.	9/12/2019 11:49 AM
29	I prefer full traffic lights, as they are more restrictive for pedestrian crossing. Unless you're planning to make red lights at every side of every rotary if a pedestrian pushes a button, regular traffic lights are best. Further, the crosswalk on Adams road, just north of Auburn should have a red light installed. The road is too wide and too dangerous for pedestrians.	9/12/2019 8:58 AM
30	The essential character of the Brooklands Neighborhood should be preserved - not turned into a commercial district.	9/12/2019 6:51 AM
31	we do not want excessive structures, or any large buildings which are out of character for the area.	9/11/2019 8:58 PM
32	Love the development!	9/11/2019 6:37 AM
33	I love how everything is looking so far, excited to see what comes next. I just hope that the planning committee takes in consideration how close the neighborhood behind the buildings are, as not to be intrusive in our privacy.	9/9/2019 4:31 PM
34	Updates are good, but please don't forget certain businesses will, of course, bring a good client base and provide a solid revenue for the city, it is still a very small area which may cause an inadvertent response of those residents if their ability to access their homes, pick their children up at school, etc., may be tested should Auburn Road be backed up with traffic due to the newly developed retail establishments. People right now are using the side streets as through ways and some may continue to do so to avoid using Auburn Road once complete causing residents to sell their homes because the quiet neighborhood once enjoyed is now too busy losing the quaintness once known and why people moved here in the first place.	9/9/2019 1:40 PM
35	Industrial/commercial companies should not be permitted.	9/8/2019 2:20 PM
36	This is a residential area, now with roundabouts, I can't see drive throughs and walking being safe at all.	9/8/2019 12:10 PM

## Brooklands Zoning Survey

37	Businesses need additional rear signage Also the district still needs relaxation of the rules for parking spaces needed for new buildings and allow the new public spaces to be considered for any new development.	9/8/2019 9:02 AM
38	No more liquor stores? With the gas stations there are 5 between John R and Dequindre? Another idea to draw more foot traffic, try to get more points designated as Pokestops for Pokemon Go. Look how much foot traffic this generates in Downtown Rochester.	9/7/2019 10:26 PM
39	This is exciting for those of us that live here. Thank you for improving our area!	9/7/2019 10:22 PM
40	I would like to see some loft living. Guaranteed tenants and revenue.	9/7/2019 9:45 PM
41	Brooklands has several children and dogs that enjoy being outside. Lets limit the amount of driving.	9/7/2019 5:43 PM
42	The rezoning issue should have been addressed prior to the roads being reconstructed. The infrastructure is based around walkability and community, not drive thru's and more cars, which is already a concern to everyone in the area.	9/6/2019 11:28 PM
43	I think the area should limited to retail shoos and/food. To create a downtown like atmosphere we need to attract these types of establishments versus banks, accountants, hair salons, etc.	9/6/2019 5:01 PM
44	I would like to see at least one restaurant similar to Grand Tavern or CK Diggs. This type of restaurant attracts all people including families. Thank you for the changes that are being made along this strip it's exciting to watch the progress.	9/6/2019 4:57 PM
45	Enforce the current zoning standards. For instance the 12 car limit at autorite. This survey is useless. Hardly anything is enforced now. EVERYONE does what they want with little or no consequences. Just saying.	9/6/2019 3:58 PM
46	Given the volume of traffic already in this small area and the land that is already designated to foot traffic, larger buildings would bring way more vehicle traffic than the area could/should accommodate.	9/6/2019 3:52 PM
47	There is currently nowhere to walk to. We need businesses to move in the area.	9/6/2019 3:42 PM
48	Leave us alone, you effed up things enough!!	9/6/2019 2:51 PM
49	Use of street parking for sales. Used car lot is storing vehicles in street parking spaces.	9/6/2019 2:49 PM
50	Keep it walk-able. There is enough parking now. Walkers, bikers, skate boarders, etc. need to come first for a change. People over money!	9/6/2019 12:03 PM
51	Very excited to see the growth of this area and finally have walkability prioritized.	9/5/2019 1:56 PM