



Department of Planning and Economic Development

Staff Report to the Planning Commission

September 11, 2024

PSP2024-0026 and PCU2024-0009

Meijer Inc.

REQUEST	Site Plan Approval and Conditional Use Recommendation
APPLICANT	Meijer, Inc. c/o Paul Furtaw, 2350 Three Mile Road NW, Grand Rapids, MI 49544
LOCATION	1495 N. Rochester Rd., located at the southwest corner of Rochester Rd. and Tienken Rd.
FILE NO.	PSP2024-0026 and PCU2024-0006
PARCEL NO.	15-10-226-041
ZONING	NB Neighborhood Business with the FB Flex Business Overlay
STAFF	Chris McLeod, AICP, Planning Manager

Summary

The applicant has filed for site plan approval and a Conditional Use Permit to allow for a drive through facility, which if approved would allow for the existing Hollywood Market to be converted to a new Meijer Fresh store with an ancillary drive through facility for a pharmacy. The site is located at the southwest corner of Tienken and N. Rochester Road. Drive through facilities, ancillary to a permissible use, require a Conditional Use permit in the NB Neighborhood Business District, after the Planning Commission makes a recommendation and City Council approval. It is noted that the site is being reviewed under the standard NB District and not the FB Flex Business Overlay District.

The existing site is occupied by Hollywood Market. Grocery stores are a permissible use in the NB Neighborhood Business District. The existing Hollywood Market site does not have a drive through facility. The proposed Meijer is also considered to be a permissible use, however, the drive through for the pharmacy requires conditional use approval.

The proposed hours as noted by the applicant in the EIS will generally be seven days a week, 6:00 a.m. to 10:00 p.m. For reference, the current Hollywood grocery store is open Monday-Saturday 8:00 a.m. to 9:00 p.m. and Sunday from 8:00 a.m. – 8:00 p.m. Papa Joes to the north, has similar hours to that of the Hollywood Market.

The building square footage dedicated to the Meijer portion of the building will be 47,444 square feet. The Meijer store is proposed to be slightly larger than the existing Hollywood Market (which is slightly less than 47,000 square feet) due to a small expansion at the northeast corner (front corner) of the building. The proposed Meijer store represents Meijer's new store concept that has a much smaller footprint than traditional Meijer stores, which are approximately 200,000 square feet in area.

As a part of the plans submitted, the applicant is proposing to modify the driveway that accesses Tienken Road, immediately in front of the store. This driveway is currently unrestricted and vehicles can turn into the site making both right and left turns. Vehicles exiting the site are also unrestricted in their turning movements. The proposed modification will restrict left hand turning movements for those vehicles exiting and entering the site. Therefore, vehicles exiting the site, from the drive through to the access drive in front of the store, will only be able to turn right onto Tienken. Also, those traveling westbound on Tienken will not be able to turn left into the site, in front of the store. These turning restrictions are designed to limit vehicles trying to cross the multiple travel and turning lanes in front of this driveway in order to promote safety.

With the addition of new islands within the parking lot area to help further define traffic patterns, the site provides a total of 144 parking spaces within the defined Meijer parking field. This amounts to only a portion of the parking available for the entire site. Based on zoning ordinance requirements, a total of one hundred and fifty-eight (158)

parking spaces are required. The interior of the building has significant areas set aside for storage, dedicated employee areas and processing of merchandise that are not open to the general public, which should help limit the need for excessive parking areas. In addition, the site plan proposes the use of dedicated order online parking spaces where individuals who order online and pick up goods without having to park in a parking space and enter the store, thereby limiting the number of spaces that will be dedicated for longer term parking for shopping. From the administration's standpoint, the minor modification to the parking requirement is not objectionable, given the factors noted above.

The drive through facility is proposed to be located on the north side of the building. As a drive through ancillary to a pharmacy (a portion of the larger Meijer store), the drive through stacking lane only requires space for four (4) vehicles. The stacking space lane is also separated from the general drive aisle along the north side of the building. Vehicles will be required to stop as they exit the drive through lane and enter the intersection at the front of the store to help define traffic movements. The parking lot in front of the proposed Meijer store will be further defined with additional parking lot islands at the end of each parking row. This should help reduce vehicle speeds and define traffic movements within the parking lot, and also brings the existing parking lot into greater compliance with current ordinance requirements including the City's drive-through ordinance which was updated in 2023.

The site plan also proposes a new pedestrian connection from the Tienken Road pathway system onto the site and along the front of the store. Pedestrian access from N. Rochester Road to the shopping center was provided with the recently approved North Hill Retail Center that is located along N. Rochester Road in front of the overall shopping center.

The proposed elevations show a revision to the front (east) façade. The proposed façade will largely be brick to match the existing brick on the other facades. The main entrance to the store, however, will be glass. Much of the front façade will also include a metal canopy-like structure that projects outward from the front façade. The north elevation will also include new masonry along the easternmost side of the north façade and will also include the proposed canopy for the drive through facility. Signage will be a part of a separate review through the building department.

Slight modifications are proposed at the rear of the store to realign the existing truck docks slightly and provide additional dumpsters and compactors along the rear façade. The screening along the western property line will be updated with a new 6 ft. tall opaque vinyl privacy fence that will extend along the west property line for the extent of the Meijer tenant space.

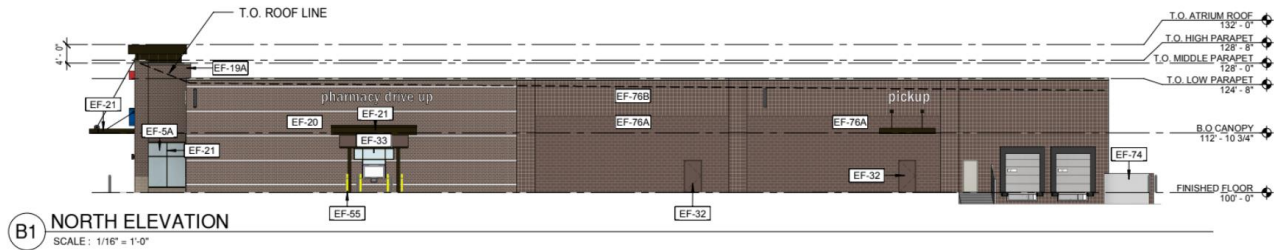
Site landscaping will be upgraded to include additional parking lot trees and right-of-way (street) trees along both Tienken and N. Rochester Road, however the applicant is seeking modifications to the landscaping requirements in both of these locations as described further below.

Along the Tienken Rd. frontage, a total of nineteen (19) deciduous and fourteen (14) ornamental trees are required and the applicant is proposing to maintain the two (2) existing deciduous trees and plant thirteen (13) additional ornamental trees in addition to the six (6) that currently exist. The plans as presented require a modification with regard to the number and types of trees required along Tienken. The modification is requested due to the presence of a limited, existing greenbelt, the presence of overhead utilities and the clearances required for the pathway which restrict possible planting locations.

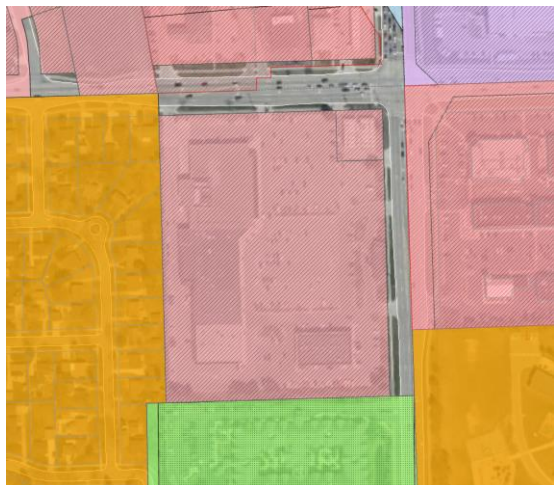
Along the Rochester Rd. frontage, a total of five (5) deciduous and four (4) ornamental trees are required. The N. Rochester Road frontage is limited due to the presence of the abutting gas station and what will be the new North Hill Retail center. The site currently has one (1) deciduous and four (4) ornamental trees and the applicant is proposing an additional three (3) ornamental trees in this location. Therefore, the plans are deficient four (4) deciduous trees, but will exceed requirements by three (3) ornamental trees.

Staff agrees that these modifications to allow for the planting of a total of thirteen (13) additional right-of-way trees along the Tienken frontage and a total of three (3) trees along the Rochester Rd. right-of-way are appropriate given the current conditions onsite.

North Elevation



Zoning Map Master Land Use Plan



- RE One-Family Residential District
- R-1 One-Family Residential District
- R-2 One-Family Residential District
- R-3 One-Family Residential District
- R-4 One-Family Residential District
- RCD One-Family Residential Cluster District
- RM-1 Multiple-Family Residential District
- RMH Manufactured Housing Perk District
- NB Neighborhood Business District
- CB Community Business District
- HB Highway Business District
- BD Brooklands District
- O Office District
- I Industrial District
- SP Special Purpose District
- EC Employment Center District
- FB Flex Business Overlay District
- MR Mixed Residential Overlay District
- PUD Overlay



- Estate Residential
- Residential 2
- Residential 2.5
- Residential 3
- Residential 4
- Residential 5
- Mixed Residential Overlay
- Multiple Family
- Residential Office Flex
- Auburn Road Corridor
- Commercial Residential Flex - 2
- Commercial Residential Flex - 3
- Office
- REC Workplace
- REC Technology and Office Image Corridor
- REC Interchange
- Regional Commercial
- Industrial
- Special Purpose
- Park/Public Open Space
- Private Recreation/Open Space

	Zoning	Existing Land Use	Future Land Use
Site	NB Neighborhood Business District with Flex Business Overlay	Current Hollywood Market	Commercial Residential Flex 2
North	NB Neighborhood Business District with Flex Business and PUD Overlay	Gas station, dental office, bank	Commercial Residential Flex 2
South	Special Purpose with MR Mixed Residential Overlay	Waltonwood Senior Living	Commercial Residential Flex 2
East	NB Neighborhood Business District with Flex Business Overlay	Citywalk, including Hamlin Pub, Walgreens, Comerica Bank	Commercial Residential Flex 3
West	R-4 One Family Residential	Single Family Residential Homes	Residential Flex 4

General Requirements for Conditional Uses

Per *Section 138-2.302* of the Zoning Ordinance, there are five (5) areas of consideration for the Planning Commission for the discretionary decision of a conditional use. Each of the criterion are listed below in italics, followed by staff comments on the proposed conditional use's compliance with each.

Criterion:	Staff Comment:
1 <i>Will promote the intent and purpose of (the Ordinance).</i>	The NB Neighborhood Business District does support this type of use. The proposed use appears to be generally consistent with the use patterns in the complex.
2 <i>Will be designed, constructed, operated, maintained, and managed so as to be compatible, harmonious, and appropriate in appearance with the existing or planned character of the general vicinity, adjacent uses of land, the natural environment, the capacity of public services and facilities affected by the land use and the community as a whole.</i>	<p>Given the proposed hours of operation of seven (7) days a week, from 6:00 a.m. to 10:00 p.m., the conditional use for the drive through facility should not have a significant impact on surrounding properties given the size, nature and intensity of the site and the specific tenant space. The proposed drive through faces Tienken Road and does not directly face the residential housing to the west, thereby restricting glare from headlights from affecting the residential properties (glare will also be restricted by the proposed fence).</p> <p>Questions have been raised as to how traffic will flow along the north façade of the building with the proposed addition of the drive through. The existing two (2) way maneuvering lane will be maintained along the northern façade. In most instances, vehicles will need to enter the site from Tienken at the western most driveway and proceed to the dedicated drive through lane. A drive through facility that is utilized for pharmacy purposes should have limited impacts on traffic flow on a daily basis.</p>
3 <i>Will be served adequately by essential public facilities and services, such as highways, streets, police and fire protection, drainage ways, refuse disposal, or that the persons or agencies</i>	The overall building/complex has been utilized for a retail grocery store for a number of years and the conversion of the use from Hollywood Market to Meijer should not significantly increase traffic to the site given the minimal modification in size of the subject tenant space.

	<i>responsible for the establishment of the land use or activity shall be able to provide adequately any such service.</i>	Also, the subject parcel has been developed since 1957 based on City records and to the knowledge of the Planning Department, the building has been served adequately by all City services. There is a minimal expansion of the building proposed. Therefore, it is Staff's opinion that any demands placed on the public infrastructure are already accounted for by the current use of the site.
4	<i>Will not be detrimental, hazardous, or disturbing to existing or future neighboring land uses, persons, property, or the public welfare.</i>	In regard to the proposed use, there should be no detrimental, hazardous or disturbing activity to the existing or future neighboring uses, persons, surrounding properties, or to the public welfare based on the proposed retail store and ancillary drive through use.
5	<i>Will not create additional requirements at public cost for public facilities and services that will be detrimental to the economic welfare of the community.</i>	There will be no additional requirements at a public cost for public facilities and services that would be detrimental to the economic welfare of the community.

Drive through facilities are also further regulated by Section 138-4.407 Drive Through Facilities. The provisions contained in this section were addressed as a part of site plan review.

Staff Recommendations

The conditional use was noticed for a public hearing. Planning staff has received a limited number of phone calls or questions/comments at the Planning counter. Based on the application provided, Planning staff generally has no issues with the proposed conditional use request. If the Planning Commission agrees that allowing a drive through facility, as an ancillary use to a pharmacy, will be harmonious and compatible with the surroundings, below is a motion for approval for your consideration.

Department	Comments & Waivers/Modifications	Recommendation
Planning	Modification to required parking Modifications to right-of-way landscaping Provide landscape cost estimate, including costs for irrigation	Approval
Engineering	Land Improvement Permit is required Parcel ID to be provided	Approval
Fire		Approval
Building		Approval
Forestry		Approval

Department	Comments & Waivers/Modifications	Recommendation
Assessing		Approval

Motion to Recommend Approval of a Conditional Use

MOTION by _____, seconded by _____, in the matter of File No. PCU2024-0009 (Meijer Inc.), the Planning Commission **recommends** to City Council **Approval** of the **Conditional Use** to allow for a drive through facility, ancillary to a pharmacy, based on documents received by the Planning Department on August 2, 2024 with the following findings:

Findings

1. The proposed use will promote the intent and purpose of the Zoning Ordinance.
2. The existing building and proposed conditional use have been designed and is proposed to be operated, maintained, and managed so as to be compatible, harmonious, and appropriate in appearance with the existing and planned character of the general vicinity, adjacent uses of land, and the capacity of public services and facilities affected by the use.
3. The proposed drive through pharmacy, ancillary to the larger retail grocery store, should provide additional services being sought within the greater Rochester Hills community.
4. The existing development and proposed use are served adequately by essential public facilities and services, such as highways, streets, police and fire protection, water and sewer, drainage ways, and refuse disposal.
5. The existing development and proposed use should not be detrimental, hazardous, or disturbing to existing or future neighboring land uses, persons, property, or the public welfare as the existing tenant space is already a retail grocery store and the proposed ancillary drive through facility is for a pharmaceutical purpose which should have limited usage and traffic patterns. In addition, the associated site plan proposes additional improvements to the site for the purposes of defining maneuvering lanes and controlling traffic movements.
6. The proposal will not create additional requirements at public cost for public facilities and services that will be detrimental to the economic welfare of the community.

Conditions

1. City Council approval of the Conditional Use.
2. If, in the determination of City staff, the intensity of the drive-through changes or increases, in terms of traffic, queuing, noise, hours, lighting, odor, or other aspects that may cause adverse off-site impact, City staff may require and order the conditional use approval to be remanded to the Planning Commission and City Council as necessary for re-examination of the conditional use approval and conditions for possible revocation, modification or supplementation.

Motion to Approve Site Plan

MOTION by _____, seconded by _____, in the matter of City File No. PSP2024-0026 (Meijer Inc.), the Planning Commission **approves** the proposed **Site Plan**, based on plans received by the Planning Department on August 2, 2024, with the following findings and subject to the following conditions:

Findings

1. The site plan and supporting documents demonstrate that all applicable requirements of the Zoning Ordinance, as well as other City Ordinances, standards, and requirements, can be met subject to the conditions noted below.
2. The proposed project will be accessed from Tienken and N. Rochester Road through the existing driveways for the shopping center. Further, the main driveway along the front of the proposed Meijer will be modified to restrict turning movements both for entering and exiting traffic, thereby promoting current and future safety and convenience of vehicular traffic both within the site and on adjoining streets.
3. The parking lot has been modified to increase the number of parking lot islands and the amenities for pedestrians to help further define maneuvering lanes and increase overall maneuverability, thereby avoiding common traffic problems and promoting customer safety.
4. The proposed development and associated improvements should have a satisfactory and harmonious relationship between the development on-site, the existing development in the adjacent vicinity, and the overall development pattern along N. Rochester Road.
5. The proposed landscape improvements help bring the site closer to compliance with required right of way and parking lot landscaping.
6. The proposed development will not have an unreasonably detrimental or injurious effect upon the existing characteristics and features on the site or those of the surrounding area.
7. The parking proposed on the site plan is sufficient for the subject site given the overall size of the building and the amount of space dedicated for storage, receiving and processing.
8. The proposed modifications to the types of trees being proposed along the Tienken and N. Rochester Road frontage are appropriate given the limited clearance to the pathway and utility lines in the area.

Conditions

1. All comments from City departments on the reviewed site plans, this staff report, and outside agency review letters, remain applicable.
2. Provide a landscape bond in the amount of the landscape installation cost estimation shown on the site plan, plus inspection fees, as adjusted by staff as necessary, prior to the preconstruction meeting with Engineering.