



# Auburn Rd. Corridor Study

- Land Use & Design Plan for entire 6 mile corridor
- Old Towne Trade Area & Market Analysis
- Strategic Implementation Policies





# Auburn Rd. Corridor Study

- Funds identified in CIP & in approved 2015 budget
- RFP went out in fall & 5 proposals submitted
- Review team interviewed 3 firms, determined this was most qualified team

## Revised Schedule

	Feb	Mar	Apr	May	Jun	Jul	Aug
<b>Phase 1: Preparation</b>	→						
1.1 Kick Off: Steering Committee Mtg #1	■						
1.2 Assemble Data							
1.3 Review Plans and Policies							
<b>Phase 2: Understanding</b>	→						
2.1 Land Use and Market Analysis							
2.2 Multi-Modal Transportation							
2.3 Urban Design Review and Analysis							
2.4 Steering Committee Mtg #2		■					
2.5 Stakeholder Meetings			■				
<b>Phase 3: Vision and Plan</b>	→						
3.1 Community Summit: Public Mtg. #1			■				
3.2 Steering Committee Mtg #3				■			
3.3 Concept Design							
3.4 Focus Areas							
3.5 Planning Commission Mtg. #1				■			
3.6 Agency and City Staff Meeting							
3.7 Public Open House #2					■		
<b>Phase 4: Implementation</b>	→						
4.1 Draft Plan							
4.2 Steering Committee Mtg #4						■	
4.2 Plan Adoption - PC Mtg. #2 and Public Hearing							■

# Our team will help you achieve your vision



**Caitlin** (Project Manager)

- Non-motorized
- Public Involvement



**Brad** (Principal-in-Charge)

- Transportation
- Access Management



**Aaron**

- Urban Design
- Developer Perspective
- Public Involvement

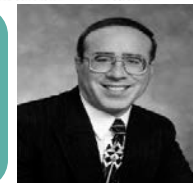


**Steve**

- Roadway Design
- Engineering

**Howard**

- Olde Towne Market Analysis
- Land use "reality check"



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BUILDING A FOUNDATION FOR THE FUTURE

# Multi-Disciplinary Approach

## Expertise

- Strong project leadership
- Collaboration with City
- Experts in specific areas
- Defined roles
- Years working together
- Listen, Explain, Build support
- Technical advisors to RRC, MML, MDOT, Complete Streets Coalition, FBCI

## Blending Key Services

- Access Management
- Complete Streets
- Market Analysis
- Urban Design
- Zoning
- Parking assessment
- Redevelopment & Reinvestment Planning
- Strategic Implementation

# Our Team's Experience

- ✓ Van Dyke Corridor (Shelby Township)
- ✓ Macomb County Non-motorized plan
- ✓ Rochester Road Corridor Plan
- ✓ Grand River Ave (Farmington/Farmington Hills)
- ✓ Michigan Street (Grand Rapids)
- ✓ Findlay Corridor (Ohio)
- ✓ Wilson Bridge Road Corridor (Worthington, OH)
- ✓ Downtown Redevelopment (Auburn Hills)
- ✓ MEDC Redevelopment Ready Communities



# Refocus the Vision

*Long-term plan,  
short-term actions*

- ✓ Audit current Master Plan and Flex Use Districts
  - What to preserve, enhance, and transform from those previous plans
- ✓ Incremental steps
- ✓ Pragmatic, achievable approach
- ✓ Public catalytic capital investment



# Build Support

- ✓ Business & property owner focus groups
- ✓ Stakeholder interviews
- ✓ Business and resident surveys
- ✓ Developer roundtables
- ✓ Engage MDOT (potential turn back) early & often on roadway improvements & design



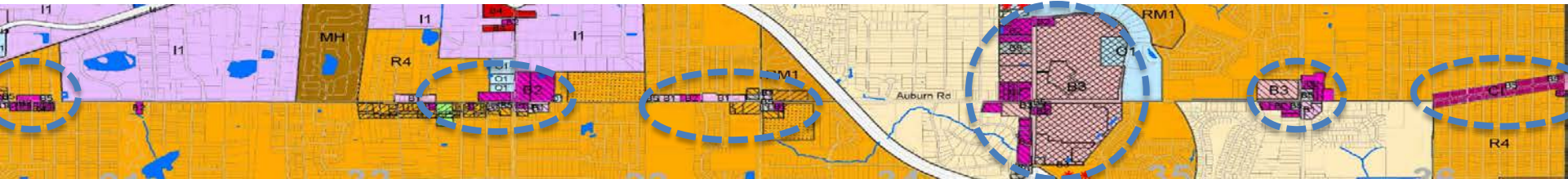
# Applying the Vision to Focus Areas

- ✓ Define and embrace personality/brand for different segments and nodes
- ✓ Capitalize on current momentum
  - Upcoming MDOT projects
  - Changing residential climate

Not a “one-size-fits-all” solution



Grand River Corridor Plan (OHM+ LSL)





# Respond to Market Trends

- ✓ Changing demographics
  - Marketing to baby boomers, young adults
  - New housing trends, demand for quality rental units
  - Desire for walkability
  - Does housing stock/mix represent needs?
- ✓ Different retail shopping trends
  - Internet competition > need to merge retail with “entertainment functions”
- ✓ Increased technology R&D/manufacturing opportunities
  - “Office-Industrial” space demand



*BriHi Square, Dublin, OH (OHM)*

# Grounded in Market Reality

- ✓ Cluster analysis and demand forecasting to define market gaps and opportunities
- ✓ A pragmatic, cost effective and efficient methodology based on realistic assumptions to accomplish redevelopment, rehabilitation or combination.



*BriHi Square, Dublin, OH (OHM)*

# Why are we a good fit for Rochester Hills?

- ✓ **Implementation Focused**
  - Recognized for helping communities create plans and audit codes with directions for implementation.
- ✓ **Local and National Expertise Working Together**
  - Our team has successfully crafted and implemented similar plans in Southeast Michigan and across the country
- ✓ **Corridor Reinvention**
  - Our team is well-equipped to deal with upgrading older retail corridors utilizing the expertise of marketing and design experts.
- ✓ **Targeted Outreach**
  - We will foster meaningful conversations to garner support with those who are critical to moving the vision from plan to reality.
- ✓ **User-friendly, Useful Plan**
  - A consistent track record of creative solutions in a high-quality, graphic, and easy to understand plan.

