



## Department of Planning and Economic Development

Staff Report to the Planning Commission

June 11, 2025

### PCU2025-0003

#### Unified Volleyball Conditional Use

REQUEST	Conditional Use Recommendation
APPLICANT	Brian Kim Unified Volleyball 2938 Waterview Dr. Rochester Hills, MI 48309
LOCATION	1655 W. Hamlin Rd., located south off of Hamlin Rd. and east of Crooks Rd., zoned EC Employment Center District, Parcel No. 15-28-126-033
FILE NO.	PCU2025-0003
PARCEL NO.	15-28-126-033
ZONING	EC Employment Center
STAFF	Chris McLeod, AICP, Planning Manager

### Summary

The applicant has filed for a Conditional Use Permit to allow for a health, recreation, and physical education facility to occupy space at 1655 W. Hamlin Road, located south of Hamlin Road, east of Crooks Road. Health, recreation, and physical education facilities require a Conditional Use permit in the EC Employment Center District, after the Planning Commission makes a recommendation and City Council approval.

The proposed use, United Volleyball/Unified Ventures, currently operates a location in the City at 2938 Waterview Drive. The building located at 2938 Waterview Dr. is approximately 15,875 square feet based on City Assessing records.

The proposed use would be a specialized indoor recreational center, specifically designed for volleyball training and practice for youth, amateurs and adults. Based on a review of the applicant's website, classes, leagues, and the like are offered for children starting at the age of 2 and go up to the age of 18 or more. The use would include training for competitive teams, summer camps, and general programming. The subject building was previously occupied by Deborah's Stage Door. Deborah's Stage Door appears to have received a certificate of occupancy from the City in 2010 for this location, prior to the City's adoption of the ordinance requiring conditional use approval for such businesses in the EC zoning district in 2023.

Based on City Assessing records, the building is approximately 29,950 square feet and was constructed in 2007. The floor plan provided shows a total of five (5) potential courts to be located in the clear span area of the building. The other portions of the floor plan show a pro shop, café, garage, supply room, work room and a singular locker room.

The building is located within the one of the City's main industrial use areas along the south side of W. Hamlin. The building is located in the middle of a number of different industrial and quasi-industrial buildings. The site plan provided shows a total of approximately 99 parking spaces. Parking is generally provided on the north, east and south sides of the building via shared access drives with the buildings immediately to the north and south. There are also parking spaces along the immediate north and east sides of the building. The spaces along the south side do not have a direct pedestrian connection to the entrance to the building but are also limited in number.

The City's parking requirements for a gathering type use is one (1) space for each three (3) persons allowed within maximum occupancy. Given the number of parking spaces, just under 300 persons within the building would be permissible given the number of parking spaces onsite. It should be noted that the occupancy permit for Deborah's Stage Door allowed for in excess of five hundred (500) persons within the building.

The applicant's materials also note that the anticipated occupancy of the building at any given time should not exceed 90 individuals, including athletes, coaches and parents. If accurate, the 99 spaces onsite should accommodate the parking needs for the facility. However, the timeframes for session changeover may have increased traffic and parking loads. Proposed hours for the use, as noted in the applicant's submittal materials, would be 5:00 p.m. – 9:00 p.m. in the fall (September through November), 4:00 p.m. – 10:00 p.m. during the winter and spring months (December through June) and 10:00 a.m. – 7:00 p.m. in the summer months of July and August.

At this time, the applicant is not proposing any outdoor operations as a part of the application. Therefore, all operations will be conducted fully within the building. This should limit any impacts to abutting tenants and limit potential safety issues relative to a health, recreation and physical education facility in this district.





<b>Zoning Map</b>	<b>Master Land Use Plan</b>
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| <ul style="list-style-type: none"> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #ffff00; border: 1px solid black; margin-right: 5px;"></span> RE One-Family Residential District</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #ffff00; border: 1px solid black; margin-right: 5px;"></span> R-1 One-Family Residential District</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #ffff00; border: 1px solid black; margin-right: 5px;"></span> R-2 One-Family Residential District</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #ffff00; border: 1px solid black; margin-right: 5px;"></span> R-3 One-Family Residential District</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #ffff00; border: 1px solid black; margin-right: 5px;"></span> R-4 One-Family Residential District</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #ffff00; border: 1px solid black; margin-right: 5px;"></span> RCD One-Family Residential Cluster District</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #ffff00; border: 1px solid black; margin-right: 5px;"></span> RM-1 Multiple-Family Residential District</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #ffff00; border: 1px solid black; margin-right: 5px;"></span> RMH Manufactured Housing Park District</li> </ul> | <ul style="list-style-type: none"> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #ffcccc; border: 1px solid black; margin-right: 5px;"></span> NB Neighborhood Business District</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #ff0000; border: 1px solid black; margin-right: 5px;"></span> CB Community Business District</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #ff0000; border: 1px solid black; margin-right: 5px;"></span> HB Highway Business District</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #0000ff; border: 1px solid black; margin-right: 5px;"></span> BD Brooklands District</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #0000ff; border: 1px solid black; margin-right: 5px;"></span> O Office District</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #0000ff; border: 1px solid black; margin-right: 5px;"></span> I Industrial District</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #0000ff; border: 1px solid black; margin-right: 5px;"></span> SP Special Purpose District</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #0000ff; border: 1px solid black; margin-right: 5px;"></span> EC Employment Center District</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #0000ff; border: 1px solid black; margin-right: 5px;"></span> FB Flex Business Overlay District</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #0000ff; border: 1px solid black; margin-right: 5px;"></span> MR Mixed Residential Overlay District</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #0000ff; border: 1px solid black; margin-right: 5px;"></span> PUD Overlay</li> </ul> |
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| <ul style="list-style-type: none"> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #90ee90; border: 1px solid black; margin-right: 5px;"></span> Estate Residential</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #90ee90; border: 1px solid black; margin-right: 5px;"></span> Residential 2</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #90ee90; border: 1px solid black; margin-right: 5px;"></span> Residential 2.5</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #90ee90; border: 1px solid black; margin-right: 5px;"></span> Residential 3</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #90ee90; border: 1px solid black; margin-right: 5px;"></span> Residential 4</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #90ee90; border: 1px solid black; margin-right: 5px;"></span> Residential 5</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #90ee90; border: 1px solid black; margin-right: 5px;"></span> Mixed Residential Overlay</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #90ee90; border: 1px solid black; margin-right: 5px;"></span> Multiple Family</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #90ee90; border: 1px solid black; margin-right: 5px;"></span> Residential Office Flex</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #90ee90; border: 1px solid black; margin-right: 5px;"></span> Auburn Road Corridor</li> </ul> | <ul style="list-style-type: none"> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #ffcc00; border: 1px solid black; margin-right: 5px;"></span> Commercial Residential Flex - 2</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #ffcc00; border: 1px solid black; margin-right: 5px;"></span> Commercial Residential Flex - 3</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #0000ff; border: 1px solid black; margin-right: 5px;"></span> Office</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #0000ff; border: 1px solid black; margin-right: 5px;"></span> REC Workplace</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #0000ff; border: 1px solid black; margin-right: 5px;"></span> REC Technology and Office Image Corridor</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #ff0000; border: 1px solid black; margin-right: 5px;"></span> REC Interchange</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #ff0000; border: 1px solid black; margin-right: 5px;"></span> Regional Commercial</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #ff0000; border: 1px solid black; margin-right: 5px;"></span> Industrial</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #ff0000; border: 1px solid black; margin-right: 5px;"></span> Special Purpose</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #ff0000; border: 1px solid black; margin-right: 5px;"></span> Park/Public Open Space</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: #ff0000; border: 1px solid black; margin-right: 5px;"></span> Private Recreation/Open Space</li> </ul> |
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Zoning		Existing Land Use	Future Land Use
Site	EC Employment Center District	Vacant	Workplace
North	EC Employment Center District	Corporate Dining Concepts	Workplace
South	EC Employment Center District	Friendship Factory, Advanced Dance, City Electric	Workplace
East	EC Employment Center District	Variety of industrial uses	Workplace
West	EC Employment Center District	Variety of industrial uses	Workplace

## 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:
<p>1 <i>Will promote the intent and purpose of (the Ordinance).</i></p>	<p>The EC Employment Center District does support this type of use when it can be shown that there is safe and adequate parking and circulation for the maximum number of users at one time. The use is similar in nature to the tenant that was located within the building previously (Deborah's Stage Door). In addition, provided the anticipated number of athletes, coaches and parents, there appears to be adequate parking on site for the use. Finally, since no outdoor activity is proposed, the use should have limited impacts on those existing uses that are more of an industrial flavor.</p>
<p>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>	<p>Given the limited anticipated maximum occupancy of 90 people for this business, the conditional use for a health, recreation and physical education facility should not have a significant impact on surrounding properties given the size, nature and intensity of the site, the amount of parking around the building and the fact that at all operations are proposed to be conducted within the building.</p> <p>In addition, the properties in each direction are zoned in a similar fashion to the subject site and include a variety of different uses, although those uses are not directly interconnected with the subject site.</p> <p>There has not been any information identified to reveal any insufficient parking or circulation issues with regard to the previous occupants of the building. The site has a total of 99 parking spaces to service the 29,950 square foot building.</p> <p>Any outdoor use should be re-evaluated by the Planning Commission and City Council as it may have impacts to the tenant spaces within the complex.</p>
<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 responsible for the establishment of the land use or activity shall be able to provide adequately any such service.</i></p>	<p>The overall building has been utilized as a health, recreation and physical education use in the past, albeit a different type of use than currently proposed. Given the number of anticipated athletes, coaches and parents to be within the building at any one time, the addition of a health, recreation and physical education facility should not increase traffic to the site given the size of the tenant being proposed for the use.</p> <p>Also, the subject site has been developed since 2007 based on City records and to the knowledge of the Planning Department, the building has been served adequately by all City services. There is no expansion of the building proposed at this time. Therefore, it is Staff's opinion that any demands placed on the</p>



		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 health, recreation and physical education facility. Again, any proposed outdoor activity should be re-evaluated by the Planning Commission at the time it may be proposed.
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.

## Staff Recommendations

The conditional use was noticed for a public hearing. Staff has not received any comments from abutting tenants or property owners. 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 health, recreation and physical education facility, in the form of a training gym with ancillary content creation, will be harmonious and compatible with the surroundings, below is a motion for approval for your consideration.

## Motion to Recommend Approval of a Conditional Use

**MOTION** by \_\_\_\_\_, seconded by \_\_\_\_\_, in the matter of File No. PCU2025-0003 (Unified Volleyball), the Planning Commission **recommends** to City Council **Approval** of the **Conditional Use** to allow for a health, recreation and physical education facility, based on documents received by the Planning Department on May 11, 2025 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. The limited maximum occupancy of 90 people for this business will be no greater than or even less than the occupancy for a light industrial type user that would be permitted by right and would be less than the health, recreation and physical education facility that previously occupied the building.
3. The proposed addition of a health, recreation, and physical education facility will provide expanded services being sought within the greater Rochester Hills community. The proposed use at this location represents an existing City of Rochester Hills business that is already located in the City and due to its success is seeking a larger, more efficient and effective building.
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, particularly since the previous use that occupied the building was also a health, recreation and physical education type use.

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 building and the surrounding buildings already include several other health, recreation and physical education type uses. Those other uses are of such a nature that they shouldn't necessarily be impacted by the introduction of the proposed use, as there is no proposed outdoor activity area, and the proposed limited number of persons to be serviced within the building do not directly conflict with normal business hours for the existing industrial type tenants.
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 outdoor use areas are proposed or if the intensity of the use increases to include operations such as competitions or occupancy greater than 90 people for other events or uses inconsistent as those presented as part of this application (etc.), 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.