



Planning Dept Email <planning@rochesterhills.org>

Auburn Road Corridor Study

Matthew Klein <matt@kleinmotore.com>
To: planning@rochesterhills.org
Cc: Susan Bowyer <bowyers@rochesterhills.org>

Sat, Jan 7, 2017 at 2:32 PM

Good afternoon Planning Committee,

I've enjoyed reading the vision for the Auburn Corridor. Because I'm late to the game when it comes to this concept, not only did I read every word of the report and the appendix, I spent a significant amount of time revisiting the streets that would be affected by this new venture.

While I think concept is very exciting, I am concerned that the report is missing relevant case studies with bright-spots and best practices. I believe that identifying communities where this approach has worked and exposing residents to their stories—immediate and long term results... unforeseen challenges and how they were overcome... etc—will advance the dialogue beyond the fear of the unknown and the NIMBY (not in my back yard) reactions. Perhaps if a successful example is within metro Detroit? If so, consider bussing the neighborhood and business owners to the community for a walk through with presentations from residents and businesses who shared similar fears and resistance to change.

Also, I think that the report is missing a larger vision than stated. How does this fit into the greater vision for Rochester, beyond just elevating the roadside aesthetic of the furthest corner of the city? Is it to provide a space that serves a similar purpose for the southeast as the Village plays for the northwestern residents? Unfortunately, without a greater vision stated, people are left to come up with their own fantasies. And, unfortunately, the human mind often goes to self protection before trust and altruism when asked to plan for the future.

I recently read a book called Switch. It's a really great read for motivating change in individuals and groups. The authors paint a picture of the three roles that impact change—the elephant (heart), rider (mind), and the path (plan). While I think you will find a lot of good application in the book, one concept sticks out as especially applicable for Auburn Corridor. Paraphrasing... often what is seen as rebellion from the elephant is actually lack of a clear plan/path from the rider. Heart, mind and path all have to be clear to make this one of those great stories where the entire community embraces and delivers the end state the city has envisioned.

So:

1. What are relevant case studies?
2. What is the end state? And how will you get the heart and mind of the community engaged and walking together down a common path?

Please don't see this as a wet blanket. Done right, this is a place I would ride my bike to, grab a coffee and take my family. It could be district 4's fourth park—an urban park.

Please let me know if you have any questions. My contact information is below. I'll be in the council meeting, but don't plan on speaking.

Have a great weekend,

Matt.



KLEINMOTORE

Matt Klein
248.229.6377
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Planning Dept Email <planning@rochesterhills.org>

Outstanding Improvements

1 message

savanna.brooks@gmail.com <savanna.brooks@gmail.com>

Tue, Jan 3, 2017 at 1:05 PM

To: planning@rochesterhills.org

To whom it may concern,

I grew up in the Brooklands Subdivisions living on the south side of auburn for 12 years and the north side for an additional 10 years through my entire school age life. I just recently purchased a home and decided on Auburn Hills because of the downtown area, the community feel, and the sidewalks. Safety and community was a top priority for me when choosing a home for my family! Seeing the new light coming to the Auburn Road corridor makes me almost regret my decision to leave the subdivision I grew up in, except for the frequently unpleasant neighbors that are voicing their negative opinions on the Brooklands Subdivision Facebook page that I hope has not swayed any negative impact on improvements on the area. Overall after I reviewed the information provided I agree with the majority of the ideas including additional parking, street closures, and more space and incentives for dining business. With the new addition of Jimmy Johns Field, the need to offer functional, safe, and attractive opportunity at the closest point Rochester Hills reaches to Utica and Shelby Township is high. I look forward to the new development and the improvements that will be made in my home.

Thanks again,
Savanna Brooks



Planning Dept Email <planning@rochesterhills.org>

Road closings in Brooklands

1 message

bobby pray <bobbypray@yahoo.com>

Tue, Jan 3, 2017 at 1:30 PM

Reply-To: bobby pray <bobbypray@yahoo.com>

To: "planning@rochesterhills.org" <planning@rochesterhills.org>

I live in Brooklands. The main concern for most of the residents is the closing of neighborhood streets. For example: Say I live on Longview, if you block Longview off at Auburn I'd be thrilled. Unfortunately, the people on Harrison and Emmons would be forced to deal with added traffic on their streets.

It seems that road closings aren't necessary or wanted by the residents. This has been voiced and ignored. I will do everything I can to make sure that my neighbor's streets aren't closed. I have small children, we don't have sidewalks and people speed down my street enough, I don't need any more of that.

If you close my neighboring streets then I'd insist on speed bumps and I will call the city and police every day until my street is continually patrolled for speeders. It is my right that I will exercise. It is a right that I'll encourage all of my neighbors to exercise. We are becoming more and more organized as we are ignored more and more. We have a facebook page and we are on nextdoor.com. If the city or the planners really cared what we thought they'd know that we are on FB and ND and they wouldn't schedule meetings at obscure times during the holidays. We don't care about Public House and what they want. No street closures!

Robert Pray
248-881-7541



Planning Dept Email <planning@rochesterhills.org>

Brooklands Corridor changes

Diana <pdstover7@yahoo.com>
To: planning@rochesterhills.org

Wed, Dec 14, 2016 at 4:49 PM

I am very impressed with work that has been completed on this project. I am completely in support of the plans. This neighborhood has needed a face lift for ever. I have owned a home here for 20 years. Let's have a neighborhood that truly reflects Rochester Hills and the taxes we pay.

Rev. Diana Stover
Sent from my iPad



Planning Dept Email <planning@rochesterhills.org>

Brooklands old town subdivision

1 message

Diane Morelli <bellamorelli@gmail.com>
To: planning@rochesterhills.org

Mon, Nov 7, 2016 at 10:23 PM

Sidewalks must be built on Dequindre Road, north of Auburn Road. This is for public safety.
Sent from my iPhone



Planning Dept Email <planning@rochesterhills.org>

Survey for Auburn Road

jackie couch <couch.jackie@gmail.com>
To: planning@rochesterhills.org

Mon, Oct 31, 2016 at 12:14 PM

Hi:

I wanted to give an idea I had for the newly designed Auburn Road.

I woke up from a nightmare last week. In my dream, I went down Auburn rd to see yellow tape in front of Brain Freeze because a kid got hit by a car. I think the way people line up outside the counter to wait for ice cream is dangerous & someone is going to get hit.

Currently, people line up at the counter in a north/south line straight toward the busy traffic on Auburn Rd. People, especially kids, seem oblivious that there are cars going 40 mph just feet away. It is made worse if cars are parked in the lot because it creates an additional blind spot to the cars going eastbound on Auburn rd, they have no idea there is a could be a line of pedestrians just feet away from their 40 mph car.

It would be much safer if the pedestrians lined up for Brain Freeze in a east/west line along the sidewalk. It would be much better if a barrier or guardrail should be installed to keep people out of the parking lot area and from mixing with the cars.

Please do something to fix it because I don't want to see anyone get hurt. It is a peril and a major hazard to our residents.

Thanks, Jackie Couch
248-495-9577



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647K

Brain Freeze

Ice Cream Shop

Shops

Sidewalk

Dangerous living!
People everywhere!

Culbertson Rd.

Auburn Rd.
Intersection



Safer:
line up should
be down guard railing
Install protect people
to protect in line!

Ice Cream Shop

Brain Freeze

PIPS

Sidewalk

Install new guard rail

