



Department of Planning and Economic Development

Staff Report to the Planning Commission

March 31, 2017

Imagine Theatre Expansion

REQUEST	Site Plan Approval
APPLICANT	Tower Construction, LLC 3883 Telegraph Rd., Suite 200 Bloomfield Township, MI 48302
AGENT	Jason Gekiere
LOCATION	200 Barclay Circle, east of Rochester Rd.
FILE NO.	17-004
PARCEL NO.	15-26-351-010
ZONING	B-3 Shopping Center Business with an FB-3 Flex Business Overlay
STAFF	Sara Roediger, AICP, Director of Planning and Economic Development

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Summary

The applicants are proposing to add 15,266 square-foot, one-story addition to the north end of the existing 47,971 square-foot theater on Barclay Circle. The addition, which is larger than 20% of the existing theater and therefore needs Planning Commission approval, will provide two new auditoriums and a party room. The site is part of a 14-acre parcel which has a large shopping mall and various restaurant outlots at the southeast corner of Rochester and Barclay Circle. Due to the proposed height of the addition, the site has been reviewed under the FB-3 regulations, although the original theater was designed under the B-3 regulations which may make full compliance difficult. The building will consist primarily of brick and EIFS to match the existing theater. Refer to section 2 of the Planning memo for details regarding compliance with the FB-3 regulations for Dimension, Design and Building Standards.

Adjacent Land Uses and Zoning

The site is surrounded by commercial and office zoning (B-3 and O-1) with the FB-3 Flex Business Overlay. Hampton Village shopping center is at the southwest; the Oakland County Sheriff's substation is to the southeast and there are office buildings across Barclay Circle to the north and east.

Site Plan Review Considerations

1. **Site Layout.** The site will need modifications from the Planning Commission regarding the setbacks, building frontage build-to areas and building materials required in the FB-3 district as outlined in the planning memo dated March 30, 2017. A pedestrian sidewalk is proposed to connect to the sidewalk on Barclay Circle, and at staff's recommendation, a bike rack and seating bench have been added on site as part of the required outdoor amenity space.

2. **Parking.** As part of the parking for the overall shopping center, ample parking is provided. Approximately 61 parking spaces will be eliminated and 18 added for the addition. Based on the total occupancy, additional barrier free parking spaces are required.
3. **Landscaping/Tree Removal.** The Tree Conservation Ordinance does not apply to the site since the land was platted prior to the Ordinance. The site meets or exceeds the landscape requirements of the Ordinance. The applicant will be required to post a landscape bond in the amount of \$41,080, including irrigation costs.
4. **Exterior Lighting.** A photometric plan meeting ordinance requirements has been provided.
5. **Building Design.** The proposed building is designed to match the existing with brick and EIFS. It is unlikely that the addition, trying to match an existing theater building, will be completely able to meet the requirements for transparency and building materials as outlined in the Planning memo. Please refer to the attached colored elevations.

Site Plan Summary

As part of the technical review for this project, the plans and supplemental documentation have been reviewed by all applicable city departments and consultants. Based on the review comments included in this report or contained within the enclosed information, and if the Planning Commission agrees the theater addition will be harmonious and compatible in appearance with the existing development, staff recommends approval of the following motion relative to City File No. 17-004 (Emagine Theater Expansion).

Site Plan Approval Motion

MOTION by _____, seconded by _____, in the matter of City File No. 17-004 (Emagine Theater Expansion) the Planning Commission **approves** the **Site Plan**, based on plans dated received by the Planning Department on March 20, 2017, 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 various curb cuts into the entire surrounding commercial area, thereby promoting safety and convenience of vehicular traffic both within the site and on adjoining streets. Walkways have been incorporated to promote safety and convenience of pedestrian traffic.
3. The requested front yard arterial and minor setbacks are modified based upon the Planning Commission's determination that the proposed project is consistent with the intent of the form-based district as established in *Section 138-8.100* and will provide activity in an existing, underused parking lot and brings the building closer to the street; the requested option will not negatively impact the potential of adjacent parcel to develop in accordance with the standards of Article 8; the requested option will result in a superior site design or layout than would a permitted improvement or layout.
4. The proposed building façade transparency and materials are modified based upon the Planning Commission's determination that the proposed building, as an addition to an existing theater building, will be unable to completely meet the requirements for transparency and building materials in the district.
5. The building frontage build-to areas are modified upon the Planning Commission's determination that the modifications will meet the intent of the FB district; that evidence has been submitted demonstrating that compliance with the standard makes development impractical; that it is the smallest modification necessary; and that it will permit innovative design.
6. Off-street parking areas have been designed to avoid common traffic problems and promote safety.

7. The proposed improvements should have a satisfactory and harmonious relationship with the development on-site as well as existing development in the adjacent vicinity.
8. The proposed development will not have an unreasonably detrimental or injurious effect upon the natural characteristics and features of the site or those of the surrounding area.

Conditions

1. Provide a landscape cost estimate for landscaping/trees in the amount of \$41,080, plus inspection fees, as adjusted as necessary by staff, prior to temporary grade certification being issued by Engineering.
2. Address all applicable comments from other City departments and outside agency review letters, prior to final approval by staff.

Reference: Plans dated received by the Planning Department March 20, 2017.

Attachments: Assessing Department memo dated 3/1/17; Building Department memo dated 3/27/17; Fire Department memo dated 3/22/17; DPS/Engineering memos dated 3/30/17 and 3/13/17; Planning Memo dated 3/30/17; WRC Letter dated 3/8/17.

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