



Department of Planning and Economic Development
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Environmental Impact Statement (EIS)

Project Information

Name Griffin Claw Brewery		
Description of Proposed Project Demolition of the existing East Side Mario's restaurant and the building a new brewery. The existing BFD restaurant will remain.		
Proposed Use(s)		
Residential <input type="checkbox"/> Single Family Residential <input type="checkbox"/> Multiple Family Residential	Non-Residential <input checked="" type="checkbox"/> Commercial/Office <input type="checkbox"/> Industrial <input type="checkbox"/> Institutional/Public/Quasi-Public	Mixed-Use <input checked="" type="checkbox"/> Describe uses: Mixed Use Separated A-2 Existing BFD Restaurant F-1 / S-1 Factory and Storage H-2 Hazard H-3 Hazard

Purpose. The purpose of the EIS is to:

- A. Provide relevant information to the City Planning Commission and the City Council on the environmental impact of applications for rezoning, platting, site condominium, and site plan approval and other actions that will have a significant effect on the environment
- B. Inject into the developer's planning process consideration of the characteristics of the land and the interests of the community at large, as well as the developer's own interests and those of potential customers
- C. Facilitate participation of the citizenry in the review of community developments
- D. Provide guidelines for standards as required by Section 138-2.204 of the zoning ordinance

Content. The Environmental Analysis Report (Part I and II), the Impact Factors (Part III), and the Summary (Part IV), which together form the EIS, should meet all of the following requirements:

- A. The EIS is intended to relate to the following:
 - 1. Ecological effects, both positive and negative
 - 2. Population results
 - 3. How the project affects the residential, commercial, and industrial needs
 - 4. Aesthetic and psychological considerations
 - 5. Efforts made to prevent the loss of special features of natural, scenic or historic interest
 - 6. Overall economic effect on the City
 - 7. Compatibility with neighborhood, City and regional development, and the Master Land Use Plan
- B. The EIS must reflect upon the short-term effect as well as the long-term effect upon the human environment:
 - 1. All pertinent statements must reflect both effects
 - 2. All pertinent statements must suggest an anticipated timetable of such effects
- C. On developments of 5 acres or more, a topographic presentation indicating slopes 12% and more, depressions, major drainage patterns, wooded areas, flood plains, and wetlands is required

OFFICE USE ONLY

Date Filed	File #	Date Completed

Questions or Clarifications. Please contact the Department of Planning and Economic Development at the contact information above for questions or clarifications.



Guidelines

These guidelines are to be followed by developers desiring to gain approval of proposed plans. The guidelines provide for an in-depth analysis of the site in question considering the past, the present, the proposed plan, and the future expectations with respect to community environmental sanity. The analysis is intended to determine how the proposed plan will meet goals of the community as they are set out separately in the Master Land Use Plan.

The complexity of the EIS must clearly depend upon the scope of the project and the magnitude (in the opinion of the Planning Commission) of the potential impact. It is not the intention of the City to create an unduly burdensome or expensive requirement for the developer. In preparing the EIS in accordance with the outline below, judgment should be exercised to keep the form and extent of responses in proportion to the scope of the project. Each answer is to be as brief as practical.

Where questions or answers are not applicable, please state "Not Applicable". All other data is required, and where incomplete or inadequate data is provided based on the scope of the project and the opinion of the Planning Commission, the lack of such data shall be cause for tabling the application by a majority vote of the body present. The matter will be reopened upon submission of a written report on any questions not properly detailed.

Part 1. Analysis Report: Past and Present Status of the Land

- A. What are the characteristics of the land, waters, plant & animal life present?
 1. Comment on the suitability of the soils for the intended use

Proposed addition to an existing building on a fully developed existing site.

2. Describe the vegetation giving specific locations of specimens of 6" diameter or greater, or areas of unusual interest on parcels of 5 acres or more

Not applicable.

3. Describe the ground water supply & proposed use

Not applicable.

4. Give the location & extent of wetlands & floodplain

Not applicable.

5. Identify watersheds & drainage patterns

Site is an existing fully developed site with an enclosed storm water system handling all drainage

- B. Is there any historical or cultural value to the land?

Not applicable.

- C. Are there any man-made structures on the parcel(s)?

Yes, site has an existing building.



D. Are there important scenic features? Not applicable. None.
E. What access to the property is available at this time? Site is fully accessible.
F. What utilities are available? Site is fully developed and serviced by all utilities.

Part 2. The Plan

A. Residential (Skip to B. below if residential uses are not proposed) N/A
1. Type(s) of unit(s)
2. Number of units by type
3. Marketing format, i.e., rental, sale or condominium
4. Projected price range
B. Non-Residential/Mixed-Use (Skip to Part 3. Impact Factors if non-residential/mixed-uses are not proposed) N/A
1. Anticipated number of employees Brewery = 6 Clubhouse BFD Tap Room= 40
2. Hours of operation/number of shifts Brewery: Monday through Friday 9 am to 5 pm. Occasional minimal staff off shift. Clubhouse BFD Taproom: Tuesday through Sunday 2pm to 12 am
3. Operational schedule (continuous, seasonal, seasonal peaks, etc.) Continuous.
4. Description of outside operations or storage Strictly pickup of brewery product from distributor (early morning so as not to interfere with operations or Clubhouse BFD taproom).



5. Delineation of trade area	We are describing the trade area as the City of Rochester Hills.
6. Competing establishments within the trade area (<i>document sources</i>)	There are no brewery establishments in the area.
7. Projected growth (physical expansion or change in employees)	Projected growth would be the brewery operations. The Clubhouse BFD taproom remains the same.

Part 3. Impact Factors

A. What are the natural & urban characteristics of the plan? Site is fully developed with an existing building and parking lot. There are no natural features.	
1. Total number of acres of undisturbed land	Site is fully developed.
2. Number of acres of wetland or water existing	Not applicable.
3. Number of acres of water to be added	Not applicable.
4. Number of acres of private open space	Not applicable.
5. Number of acres of public open space	Not applicable.
6. Extent of off-site drainage	Drainage is contained on site via existing underground storm water system.
7. List of any community facilities included in the plan	Not applicable.
8. How will utilities be provided?	All utilities are existing. Existing utilities shall be rerouted as necessary around the proposed addition.
B. Current planning status	Proceeding with engineering based on submitted plan.
C. Projected timetable for the proposed project	Commencing demolition as soon as possible. Site utilities in Fall 2016, construction to begin Fall (October) 2016. Duration approximate 9 months.
D. Describe or map the plan's special adaptation to the geography	The building is configured to work with the property setbacks and parking requirements. The resultant building configuration hides the shipping and receiving areas and presents the most dramatic building elevations towards Crooks Road, the M-59 exit ramp, and the neighbors to the east.
E. Relation to surrounding development or areas	The planning of the building took the surrounding areas into consideration by screening and orienting the operational service areas including the trash, emergency generators, transformers, and receiving away from the surrounding developments and presents attractive facades to all sides fronting roads. The orientation of all operational components are sensitive to not impacting the surrounding areas.



F. Does the project have a regional impact? Of what extent & nature?

As a regionally successful brewery, this enterprise and its proposed location and design prominently presents to M-59 showcasing its regional importance. The use does not introduce a public assembly component and therefore is not driving traffic as heavily as the previous East Side Mario's restaurant, even with the anticipated resultant increase in the users of the Clubhouse BFD due to its relationship to the brewery. The proposed location with direct on-off access to M-59 helps keep delivery trucks off of the primary and secondary streets.

G. Describe anticipated adverse effects during construction & what measures will be taken to minimize the impact

We expect no adverse effects during construction. Soil erosion controls will be in place and maintained. The parking lot will be restricted to construction traffic only in work zone.

H. List any possible pollutants

We expect no pollutants to be released.

I. What adverse or beneficial changes must inevitable result from the proposed development?

1. Physical

a. Air quality

Neither.

b. Water effects (*pollution, sedimentation, absorption, flow, flooding*)

Neither.

c. Wildlife habitat (*where applicable*)

Currently not applicable.

d. Vegetative cover

Currently not applicable.

e. Night light

Special care is being taken to not over-light this project. The photometrics indicate low light levels around the building perimeter as the calculations do not take in account the gentle glow of the Kalwall system.

2. Social

a. Visual

Visually, the tired facade of East Side Mario's is being replaced with a high-end successful brewery designed to reflect its prominence in the market. The proposed landscaping and improvements to the entire site, with the focus on aesthetics, results in an attractive refresh of this gateway hub into the city.

b. Traffic (*type/amount of traffic generated by the project*)

Having removed a restaurant for this project and replacing it with the proposed brewery use, peak time user vehicular traffic is being reduced dramatically as approximately 40% of the occupant load has been removed. Truck delivery over the previous East Side Mario's needs increases slightly but is being accommodated on sight. Delivery scheduling will limit the impact on peak morning and evening periods and the provision of parking spaces are in excess of what is required for the combined uses of clubhouse BFD and the brewery providing additional relief for the users of Clubhouse BFD.

c. Modes of transportation (*automotive, bicycle, pedestrian, public*)

Though pedestrian use at this intersection is low, the property finally adds a sidewalk connector to Crooks Road promoting pedestrian and bicycle access. The walk along Starr-Batt is being improved and Clubhouse BFD has the opportunity to provide bike racks. Automotive traffic remains the primary mode of transportation to the site, but with the elimination of a second restaurant at this site, the resultant car volume is being dramatically reduced.

d. Accessibility of residents to recreation, schools, libraries, shopping, employment & health facilities

The proposed use and design does not have a negative impact on the accessibility of residents to local establishments, but it positively impacts in that accessibility for residents to use the meeting and recreation opportunities at Clubhouse BFD.



3. Economic

a. Influence on surrounding land values

The proposed development is being designed reflecting the success of Griffin Claw and establishes an important aesthetic utilizing sensitive design and quality materials. The investment in overall improvements to the site revitalizes this newly rezoned area and enhances the value of the surrounding properties.

b. Growth inducement potential

This project epitomizes the growth for this rezoned area and the first example of numerous opportunities at the Crooks Road and M-59 interchange.

c. Off-site costs of public improvements

Off-site project costs include the improvements proposed for replacing the walk and adding new landscaping along Star-Batt and eliminating an access drive at the east side of the property at the adjacent service drive.

d. Proposed tax revenues (*assessed valuation*)

Current assessments Year 2016:
 Assessment of Clubhouse BFD (70-99-00-250-801) \$ 104,380.00
 Assessment of East Side Mario's (70-99-00-250-800) \$ 34,200.00

e. Availability or provisions for utilities

All utilities are available on site and utility requirements for the project are adequately provided for by the existing infrastructure.

J. In relation to land immediately surrounding the proposed development, what has been done to avoid disrupting existing uses & intended future uses as shown on the Master Land Use Plan?

This is the first project at this newly rezoned area and has been designed specifically to limit the disruption of existing surrounding uses. Automobile and truck traffic is kept away from the adjacent Crittenton Cancer Center and the hotel service drive.

K. What specific steps are planned to revitalize the disturbed or replace the removed vegetative cover?

This property did not have any vegetative cover but for that growing through the asphalt which is in need of repair. The entire southern, eastern, and northern perimeter of the property, and the west side of the property along Crooks Road, is receiving new landscaping.

L. What beautification steps are built into the development?

This project continues the beautification of this property which was started with the renovations of the building which now houses Clubhouse BFD. The current development employs sensitive high quality design and permanent materials touching all aspects of the property including site improvements, lighting, circulation, landscaping and access.

M. What alternative plans are offered?

None.



Part 4. The Summary

Based on the foregoing Analysis Report, state the net environmental impact on the City of Rochester Hills if the proposed plan is implemented. The summary is intended to briefly set forth a basis for the City of Rochester Hills Planning Commission and the City Council to determine the acceptability of proposed development.

It is suggested that the summary be brief and to the point. Make the comments relative to the initial impression and the lasting effect upon the entire community in relation to at least these points of concern:

1. Ecological effects
2. Residential, commercial or industrial needs
3. Treatment of special features of natural, scenic or historic interest
4. Economic effect
5. Compatibility with neighborhood, City and regional development, and the City's Master Land Use Plan

The net environmental impact on the City of Rochester Hills is positive supported by the following points:

1. Ecologically there is no change as the existing development was fully paved and there was no natural or geographical features being impacted.
2. The commercial and industrial needs of the proposed development are accommodated by diminishing some automotive traffic to the site, only slightly increasing the truck traffic to the site while clearly defining the traffic pattern for the delivery users limiting the impact on the adjacent land owners which include transient residential uses. The resultant development improves access for the residents of the city to use the assembly and meeting facilities of Clubhouse BFD.
3. There are no special natural, scenic, or historical features associated with this property.
4. The proposed investment in the site, the quality and sensitivity of design, and the landscaping improvements all result in much needed improvements to the property increasing its and the adjacent property values. This will show the growth potential for this zoning district.
5. Griffin Claw Brewery has proven in the City of Birmingham, that good design, sensitivity to adjacent land owners, both commercial and residential (as occurs in Birmingham) and with the pride associated with being a success in the marketplace reflected in operating sensitivity, that this use is compatible and promotes the success of the area in which it is located. These same principles drive the proposed development in Rochester Hills, resulting in a prime example of what the city is promoting through it's Master Plan.