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February 20, 2011

Rochester Hills Planning Commission  
City of Rochester Hills  
1000 Rochester Hills Drive  
Rochester Hills, MI 48309

Re: McDonald's Restaurant Rebuild  
808 Rochester Road  
D/MA File No: 11002

Dear Planning Commission:

Please consider this letter a request to appear before the Planning Commission at your March 1, 2011 meeting to introduce to the Commission the rebuilding proposal for the existing McDonald's restaurant that was recently closed down as a result of a fire. We are presently preparing a Site Plan Approval package that will soon be submitted to the Planning Department for review and placement on an upcoming agenda.

### **History:**

The McDonald's was constructed approximately 35 years ago and has been successfully serving the community of Rochester Hills until the recent fire in late 2010. After insurance adjusters and evaluations by McDonald's USA and the Owner/Operator, Bill Saputo, Jr., it has been determined that the best course of action would be to rebuild the facility and provide the latest McDonald's with PlayPlace to serve Rochester Hills. In so doing, numerous improvement and amenities will be provided to improve and enhance service, traffic, safety and enjoyment.

### **Site Improvements:**

In discussions with the Planning Department, Fire Department and Traffic Engineering, the following site improvements are being proposed:

- Eliminating the two curbcuts to Rochester Road and combining them to a single curbcut positioned per the Traffic Engineering Department's recommendations,
- Providing a by-pass opportunity at the front of the restaurant so guests can circle the parking lot without having to access Rochester Road – this is a result of the single curbcut,
- Providing a future access to the northerly access road to Lifetime Fitness at the rear of the McDonald's site to enhance entry options to and from McDonald's,
- The new building positioning will provide 7 feet of landscaping adjacent to the parking spaces along the northerly property line and access road where there presently is no landscaping, in addition to providing landscaping adjacent to the south property line,

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- The Fire Department has reviewed our building placement and Fire Truck Turning Path drawing and provided very positive feedback,
- Multiple planting and landscaped areas are being provided on the East, North and South of the building,
- "Two at a time ordering" or "Side-by-Side" will be the drive-thru design for the reconstruction of the McDonald's,
- Lot lighting will be LED in conformance with the zoning ordinance.

#### **Building Improvements:**

- New McDonald's exterior design with cast stone arcade architectural elements on Rochester Road elevation and the north elevation, along with cast stone accents on the west and south elevations also,
- BellaBrik exterior walls with aluminum trellis and metal accent awnings,
- Interior décor will be "upscale" with a variety of seating and table choices - including seating and Children's Restroom in PlayPlace,
- McCafe Coffee and Smoothie Bar along with ample-sized Self-Serve Beverage Bar.

The Owner/Operator and McDonald's are extremely excited and anxious to move rapidly so that McDonald's can begin serving Rochester Hills once again in a new and improved venue. However, in order to provide these major improvements there are a few minor items that need to be considered and supported by the Planning Commission. The size of landscape planting buffers on the north and south property lines along with guest parking space requirements are the two items that will need resolution for approval. McDonald's and the Owner/Operator are very comfortable and excited about the site and building design that will be submitted and they are hopeful that the Planning Commission can envision the vast improvements that will result from this reconstruction.

We have included a Site Plan, Landscape Plan, Floor Plan, Elevations and colored rendition of a similar building depicting exterior materials and design for your review and information.

If I can be of any further assistance in this matter, do not hesitate to contact me at my office.

Sincerely,

Frank Z. Martin, AIA, NCARB  
Dorchen/Martin Associates, Inc.

Enclosures

CC: Michael Kazarian, McDonald's USA, LLC  
Bill Saputo, Jr., McDonald's Owner/Operator

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