



Department of Planning and Economic Development  
 1000 Rochester Hills Dr.  
 Rochester Hills, MI 48309  
 (248) 656-4660

## Environmental Impact Statement (EIS)

### Project Information

Name Shake Shack Michigan, LLC d/b/a Shake Shack		
Description of Proposed Project Shake Shack restaurant offering the service of food and beverages, including alcoholic beverages, located at 66 N. Adams Rd., Rochester Hills, Michigan 48309, within the Village of Rochester Hills development.		
Proposed Use(s)		
<b>Residential</b>	<b>Non-Residential</b>	<b>Mixed-Use</b>
<input type="checkbox"/> Single Family Residential	<input checked="" type="checkbox"/> Commercial/Office	<input type="checkbox"/> Describe uses:
<input type="checkbox"/> Multiple Family Residential	<input type="checkbox"/> Industrial	
	<input type="checkbox"/> Institutional/Public/Quasi-Public	

**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 in adequate 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

<p>A. What are the characteristics of the land, waters, plant &amp; animal life present?</p> <p>1. Comment on the suitability of the soils for the intended use</p> <p>Not applicable - existing business renting space within existing building.</p> <p>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</p> <p>Not applicable - existing business renting space within existing building.</p> <p>3. Describe the ground water supply &amp; proposed use</p> <p>Not applicable - existing business renting space within existing building.</p> <p>4. Give the location &amp; extent of wetlands &amp; floodplain</p> <p>Not applicable - existing business renting space within existing building.</p> <p>5. Identify watersheds &amp; drainage patterns</p> <p>Not applicable - existing business renting space within existing building.</p>
<p>B. Is there any historical or cultural value to the land?</p> <p>Not applicable - existing business renting space within existing building.</p>
<p>C. Are there any man-made structures on the parcel(s)?</p> <p>Not applicable - existing business renting space within existing building.</p>



D. Are there important scenic features? Not applicable - existing business renting space within existing building.
E. What access to the property is available at this time? Existing access to the Village of Rochester Hills development.
F. What utilities are available? Existing utilities for the Village of Rochester Hills development.

## Part 2. The Plan

A. <b>Residential</b> <i>(Skip to B. below if residential uses are not proposed)</i>
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. <b>Non-Residential/Mixed-Use</b> <i>(Skip to Part 3. Impact Factors if non-residential/mixed-uses are not proposed)</i>
1. Anticipated number of employees 20-30
2. Hours of operation/number of shifts Full time and part time shifts available to employees Sunday 11AM - 10 PM; Monday - Wednesday 11AM - 9PM; Thursday 11AM - 9PM; Friday & Saturday 11AM - 11PM
3. Operational schedule <i>(continuous, seasonal, seasonal peaks, etc.)</i> Continuous
4. Description of outside operations or storage Seasonal outdoor dining patio as shown on site plan.



5. Delineation of trade area	The Village of Rochester Hills
6. Competing establishments within the trade area ( <i>document sources</i> )	None
7. Projected growth (physical expansion or change in employees)	No growth anticipated at this time.

### Part 3. Impact Factors

A. What are the natural & urban characteristics of the plan?	Not applicable - rented space in existing building
1. Total number of acres of undisturbed land	Not applicable - rented space in existing building
2. Number of acres of wetland or water existing	Not applicable - rented space in existing building
3. Number of acres of water to be added	Not applicable - rented space in existing building
4. Number of acres of private open space	Not applicable - rented space in existing building
5. Number of acres of public open space	Not applicable - rented space in existing building
6. Extent of off-site drainage	Not applicable - rented space in existing building
7. List of any community facilities included in the plan	Not applicable - rented space in existing building
8. How will utilities be provided?	Existing utilities
B. Current planning status	Approved and open for business without the service of alcoholic beverages.
C. Projected timetable for the proposed project	Currently open. Will add the service of alcoholic beverages when all required approvals are issued.
D. Describe or map the plan's special adaptation to the geography	Not applicable - rented space in existing building
E. Relation to surrounding development or areas	Not applicable - rented space in existing building



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<p>F. Does the project have a regional impact? Of what extent &amp; nature?</p> <p>Yes, Shake Shack is a national restaurant chain with a national reputation. This will be the 4th Shake Shack to open in Michigan, and will draw customers from the region to the Village of Rochester Hills.</p>
<p>G. Describe anticipated adverse effects during construction &amp; what measures will be taken to minimize the impact</p> <p>None. Construction is completed, and business is open.</p>
<p>H. List any possible pollutants</p> <p>None</p>
<p>I. What adverse or beneficial changes must inevitably result from the proposed development?</p> <p>1. Physical</p> <p>a. Air quality</p> <p>None</p> <p>b. Water effects (<i>pollution, sedimentation, absorption, flow, flooding</i>)</p> <p>None</p> <p>c. Wildlife habitat (<i>where applicable</i>)</p> <p>None</p> <p>d. Vegetative cover</p> <p>None</p> <p>e. Night light</p> <p>None</p> <p>2. Social</p> <p>a. Visual</p> <p>None</p> <p>b. Traffic (<i>type/amount of traffic generated by the project</i>)</p> <p>Traffic patterns consistent with those anticipated and planned for the Village of Rochester Hills development.</p> <p>c. Modes of transportation (<i>automotive, bicycle, pedestrian, public</i>)</p> <p>Automotive, bicycle, pedestrian, bus, ride share.</p> <p>d. Accessibility of residents to recreation, schools, libraries, shopping, employment &amp; health facilities</p> <p>Not applicable - commercial business.</p>



- 3. Economic
  - a. Influence on surrounding land values  
Positive
  - b. Growth inducement potential  
Positive
  - c. Off-site costs of public improvements  
None
  - d. Proposed tax revenues (*assessed valuation*)  
Personal property taxes to be determined
  - e. Availability or provisions for utilities  
Existing utilities

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?

Not applicable - rented space in existing building

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

Not applicable - rented space in existing building

L. What beautification steps are built into the development?

Not applicable - rented space in existing building

M. What alternative plans are offered?

Not applicable - rented space in existing building



## 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

Shake Shack is an existing restaurant tenant within the Village of Rochester Hills, and would like to offer a select assortment of alcoholic beverages for sale this location, as it does at the vast majority of its other restaurants throughout the Country. The restaurant recently opened, and has been a great addition to this walkable mixed use development. Shake Shack will draw new customers to the Village of Rochester Hills, and will positively impact the vitality of this shopping and dining district.

Shake Shack is located within an existing building, will not have any negative ecological effects on the surrounding area, will not be a strain on any City resources, and will not have a negative impact on any natural, scenic or historic features of this area of the City.

Shake Shack is compatible with the goals Village of Rochester Hills mixed use district, and adding a new unique tenant to the Village of Rochester Hills is consistent with the goals of the City's Master Land Use Plan.