



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

Environmental Impact Statement (EIS)

Project Information

Name Perks Pub, LLC		
Description of Proposed Project Restaurant/Pub		
Proposed Use(s)		
Residential	Non-Residential	Mixed-Use
<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 & animal life present?</p> <p>1. Comment on the suitability of the soils for the intended use</p> <p>N/A</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>N/A</p> <p>3. Describe the ground water supply & proposed use</p> <p>N/A</p> <p>4. Give the location & extent of wetlands & floodplain</p> <p>N/A</p> <p>5. Identify watersheds & drainage patterns</p> <p>N/A</p>
<p>B. Is there any historical or cultural value to the land?</p> <p>N/A</p>
<p>C. Are there any man-made structures on the parcel(s)?</p> <p>N/A</p>



D. Are there important scenic features? N/A
E. What access to the property is available at this time? Full Access
F. What utilities are available? All utilities

Part 2. The Plan

A. Residential <i>(Skip to B. below if residential uses are not proposed)</i>
1. Type(s) of unit(s) N/A
2. Number of units by type N/A
3. Marketing format, i.e., rental, sale or condominium N/A
4. Projected price range N/A
B. Non-Residential/Mixed-Use <i>(Skip to Part 3. Impact Factors if non-residential/mixed-uses are not proposed)</i>
1. Anticipated number of employees 10
2. Hours of operation/number of shifts Sunday-Thursday 11am-10pm Friday- Saturday 11am-12am 2 shifts
3. Operational schedule <i>(continuous, seasonal, seasonal peaks, etc.)</i> Continuous
4. Description of outside operations or storage N/A



5. Delineation of trade area	The trade area will primarily include the immediate Rochester Hills area and nearby communities, including surrounding residential neighborhoods and adjacent cities, serving local residents, businesses, and visitors.
6. Competing establishments within the trade area (<i>document sources</i>)	Red Ox Tavern, Jagged Fork, Kruse & Muer in the Village, Bravo! Italian Kitchen, Twin Peaks, Buffalo Wild Wings, PF Changs
7. Projected growth (physical expansion or change in employees)	N/A

Part 3. Impact Factors

A. What are the natural & urban characteristics of the plan?	N/A
1. Total number of acres of undisturbed land	N/A
2. Number of acres of wetland or water existing	N/A
3. Number of acres of water to be added	N/A
4. Number of acres of private open space	N/A
5. Number of acres of public open space	N/A
6. Extent of off-site drainage	N/A
7. List of any community facilities included in the plan	N/A
8. How will utilities be provided?	N/A
B. Current planning status	Remodeling dining room
C. Projected timetable for the proposed project	August 2026
D. Describe or map the plan's special adaptation to the geography	N/A
E. Relation to surrounding development or areas	N/A



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F. Does the project have a regional impact? Of what extent & nature? N/A
G. Describe anticipated adverse effects during construction & what measures will be taken to minimize the impact N/A
H. List any possible pollutants N/A
I. What adverse or beneficial changes must inevitably result from the proposed development? 1. Physical a. Air quality N/A b. Water effects (<i>pollution, sedimentation, absorption, flow, flooding</i>) N/A c. Wildlife habitat (<i>where applicable</i>) N/A d. Vegetative cover N/A e. Night light N/A 2. Social a. Visual EXTERIOR SIGNAGE b. Traffic (<i>type/amount of traffic generated by the project</i>) Minimal c. Modes of transportation (<i>automotive, bicycle, pedestrian, public</i>) All d. Accessibility of residents to recreation, schools, libraries, shopping, employment & health facilities N/A



3. Economic
- a. Influence on surrounding land values
N/A
 - b. Growth inducement potential
N/A
 - c. Off-site costs of public improvements
N/A
 - d. Proposed tax revenues (*assessed valuation*)
N/A
 - e. Availability or provisions for utilities
All utilities available

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?

N/A

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

N/A

L. What beautification steps are built into the development?

Landscaping done by Landlord

M. What alternative plans are offered?

N/A



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 proposed restaurant/pub use within the existing commercial plaza in Rochester Hills is expected to have a net positive or neutral environmental impact. The site is already developed, and no significant ecological disruption is anticipated. The project includes interior remodeling of the existing space, limited to improvements within the dining area, with no major exterior or site alterations planned.

The project supports existing commercial land use patterns and is compatible with surrounding residential, commercial, and mixed-use development, consistent with the City's Master Land Use Plan. It will help meet local demand for dining and hospitality services without creating new infrastructure burdens.

No special natural, scenic, or historic features will be affected, as the site is within an established commercial area. Economically, the project is expected to generate local jobs, increase business activity, and contribute to the City's tax base. Overall, the development is compatible with the surrounding neighborhood and broader regional planning objectives.