



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

Environmental Impact Statement (EIS)

Project Information

Name	The Highland Room	
Description of Proposed Project	Planning to build Bar and cafe.	
Proposed Use(s)		
Residential	Non-Residential	Mixed-Use
☐ Single Family Residential	☒ Commercial/Office	☐ Describe uses:
☐ Multiple Family Residential	☐ Industrial	
	☐ Institutional/Public/Quasi-Public	

Purpose. The purpose of the EIS is to:

- 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
- 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
- Facilitate participation of the citizenry in the review of community developments
- 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:

- The EIS is intended to relate to the following:
 - Ecological effects, both positive and negative
 - Population results
 - How the project affects the residential, commercial, and industrial needs
 - Aesthetic and psychological considerations
 - Efforts made to prevent the loss of special features of natural, scenic or historic interest
 - Overall economic effect on the City
 - Compatibility with neighborhood, City and regional development, and the Master Land Use Plan
- The EIS must reflect upon the short-term effect as well as the long-term effect upon the human environment:
 - All pertinent statements must reflect both effects
 - All pertinent statements must suggest an anticipated timetable of such effects
- 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.



Department of Planning and Economic Development
(248) 656-4660

Environmental Impact Statement (EIS)

D. Are there important scenic features?

No

E. What access to the property is available at this time?

Front Entrance door

F. What utilities are available?

All utilities are available.
Gas / Water / Electric

Part 2. The Plan

A. **Residential** (Skip to B. below if residential uses are not proposed)

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** (Skip to Part 3. Impact Factors if non-residential/mixed-uses are not proposed)

1. Anticipated number of employees

4 Employees

2. Hours of operation/number of shifts

8:00 am to 11:00 pm

3. Operational schedule (continuous, seasonal, seasonal peaks, etc.)

Continuous operation

4. Description of outside operations or storage

No outside operation



Environmental Impact Statement (EIS)

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

No

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

Existing Structure

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 (*pollution, sedimentation, absorption, flow, flooding*)

N.A

c. Wildlife habitat (*where applicable*)

N.A

d. Vegetative cover

N.A

e. Night light

N.A

2. Social

a. Visual

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

Minimum Traffic

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

All of above

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

Located Nearby



Environmental Impact Statement (EIS)

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 Highland Room Cafe will have an overall positive and lasting impact on the City of Rochester Hills by enhancing the Auburn Road/Brooklands District in line with the City's development vision to create a vibrant, community-focused downtown corridor, replica of Rochester Downtown.

Located in the heart of nearby residential neighborhoods and within walking distance of the splash pad, Beaumont Hospital, and the expanding water park, the cafe will meet the daily needs of local residents, families, and visitors while also drawing new foot traffic to the area.

Our operations will emphasize sustainability through eco-friendly practices, including recyclable waste reduction, energy-efficient systems, community composting, and sustainable sourcing. These efforts will minimize environmental impact, appeal to environmentally conscious consumers, and set a model for nearby businesses.

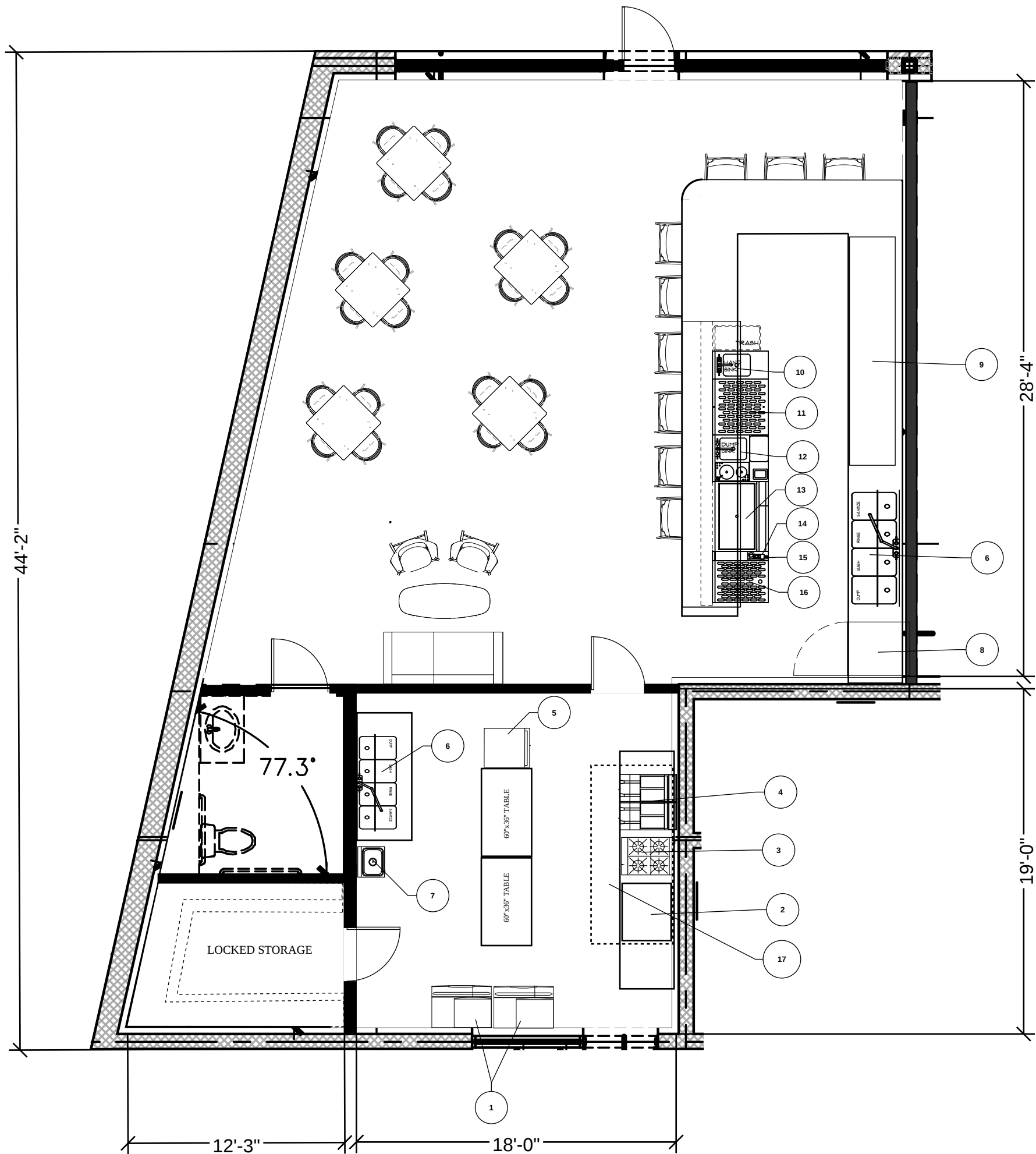
The cafe's design will also incorporate modern, green elements that complement the City's long-term planning and economic development goals.

In addition to providing a unique customer experience that blends specialty coffee, light dining, and Indo-fusion cocktails, The Highland Room Cafe will generate new local employment opportunities, support neighboring businesses, and contribute to the City's tax base.

By establishing itself as a community hub and an anchor for social and family gatherings, the cafe will create lasting value consistent with the City's Master Land Use Plan and the Brooklands District redevelopment strategy outlined in the 2024 brochure.

EQUIPMENT SCHDULE

1	COOLER
2	GRILL
3	OVEN/STOVE
4	FRYER
5	HOT HOLDING CABINET
6	RINSE FAUCET W/SINK FAUCET
7	HAND SINK
8	REACH-IN REFRIGERATOR
9	BACK BAR COOLER
10	BAR HAND SINK
11	UNDERBAR DRAINBOARD
12	DUMP SINK
13	UNDERBAR ICE BIN
14	SODA GUN HOLDER
15	SODA GUN
16	UNDERBAR DRAINBOARD
17	EXHAUST/HOOD SYSTEM



THE HIGHLAND ROOM
Concept Design

DATE: 09/16/2025

Trade Area Delineation and Competitive Context

1. Purpose of Trade Area Analysis

The purpose of delineating the trade area for the proposed Bar & Cafe at Gerald Plaza, 1760 E Auburn Road, Rochester Hills, MI is to identify the geographic area from which the establishment will draw the majority of its customers. This analysis supports the evaluation of market demand, community impacts, and the project's economic feasibility.

2. Methodology

Customer patronage for bars and cafes is strongly influenced by travel convenience. A drive-time methodology was used to delineate the trade area. Three concentric zones were identified:

- Primary Trade Area: 0-5 minute drive - nearby residents, employees, and walk-in traffic.
- Secondary Trade Area: 6-10 minute drive - surrounding neighborhoods and repeat customers.
- Tertiary Trade Area: 11-15 minute drive - occasional visitors, commuters, and special-purpose trips.

Drive-time distances were approximated using local traffic patterns and road networks. Demographic characteristics were estimated based on Rochester Hills census data and city-wide averages.

3. Demographic Profile of Trade Area

Based on best available estimates, the following summarizes the demographic characteristics of each trade area:

Trade Area	Estimated Population	Estimated Households	Median Household Income	Notes
Primary (0-5 min)	~45,500	~17,500	~\$119,000	Closest customer base, high repeat visits.
Secondary (6-10 min)	~182,000	~70,000	~\$110k-\$125k	Broader neighborhood reach.
Tertiary (11-15 min)	~409,000	~157,000	~\$100k-\$120k	Larger regional market, occasional patrons.

4. Competitive Context

Within the 11-15 minute trade area around Gerald Plaza, the following establishments are reasonably close and represent competitive or comparable food & beverage offerings:

Competitor Name	Type / Concept	Approximate Location	Strengths / Notes
Coffee Cafe	Neighborhood cafe	1 mile east of Gerald Plaza	Very close; good local catchment;

convenience for residents along Auburn Rd.

Rommy (Rommy Cafe & Bakery) | Cafe / Bakery & Bubble Tea | 248 E Auburn Rd, Rochester, MI | Offers desserts, bubble tea, bakery items; attractive for dessert-oriented visitors.

Cafe 3:16 of Rochester | Cafe / Coffee & Pastries | Downtown Rochester | Well-established, strong brand; more destination-driven; possibly draws people from farther out.

The Brunch Bar | Brunch / Breakfast / Cafe style | 90 E Tienken Rd, Rochester Hills | Daytime destination; likely attracts weekend and morning visits.

Antonio's Cafe & Grill | Cafe + Full Menu / Grill | Rochester Hills area | Offers more than just drinks - full food service; likely overlaps some lunch/dinner market.

How your proposed Bar & Cafe can differentiate:

- Evening, drinks, and social gathering elements (if included) to complement daytime cafe traffic.
- Specialty menu items or event nights (live music, themed evenings) to draw in from secondary/tertiary trade area.
- Unique ambience or decor to stand out among existing cafes.
- Possibly a hybrid cafe-bar model (if legally permitted) to capture more share from bar customers in the trade area.