



The *new* Brooklands



innovative *by* nature

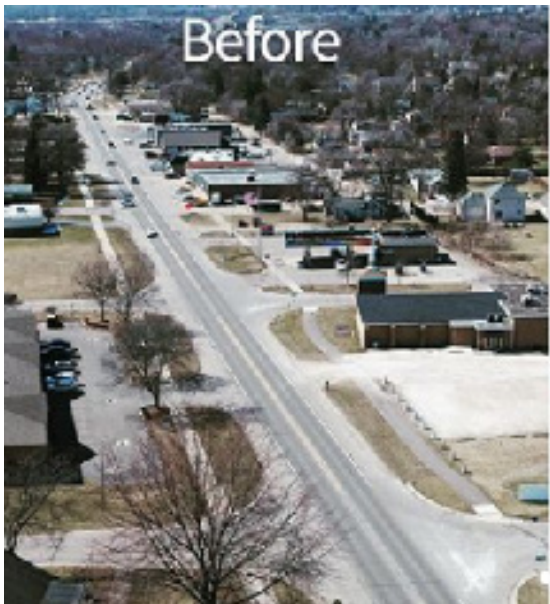
Auburn Road between Culbertson and Dequindre Rd.
Rochester Hills, MI





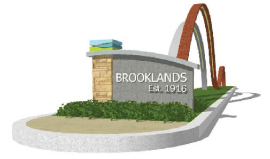
Quick Facts

County	Oakland
City	Rochester Hills, Michigan
Location	Corridor between Culbertson and Dequindre on Auburn Road
Zoning	*New* Brooklands Zoning District (see attachment)
Owner	Multiple owners (info on available property per request)
Utilities	available



Why we did all this

- ◆ to make Auburn Road a safe and attractive place for vehicles and pedestrians
- ◆ to create a more walkable environment that supports nearby residents, local businesses and commerce, and encourages new development opportunities
- ◆ to organize parking and provide additional parking supply
- ◆ to create clear transitions and borders between the residential neighborhood and the commercial corridor
- ◆ to provide safe pedestrian crossings
- ◆ to bring more green elements, landscaping, public open space and plazas to the corridor



More about the Brooklands

The easternmost section of Auburn Road in Rochester Hills, formerly known as “Olde Towne”, is one of the oldest areas of what was formerly Avon Township. While commercial development has continued to grow throughout the rest of the City, this district has remained relatively consistent in its “old town” character and vacant sites prime for redevelopment. The two-lane Auburn Road, previously under the jurisdiction of MDOT, but now owned by Rochester Hills used to lack defined driveways and parking areas.

While there had been previous studies for Auburn Road, and especially a design and new code for the Brooklands district, there had been little implementation. The City undertook this planning process to refresh the previous plans, provide direction for both the roadway and properties along it, and to outline specific actions to implement recommendations.



Redevelopment Ready

Enhanced streetscape and new lighting

Clear crosswalks

Improved landscaping

Defined street edge and pedestrian zone

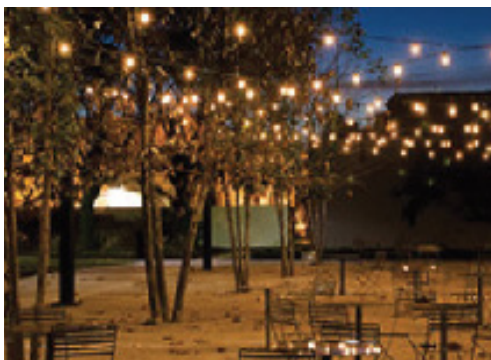
Free on-street parallel parking and public parking lots

New pocket park with splash pad

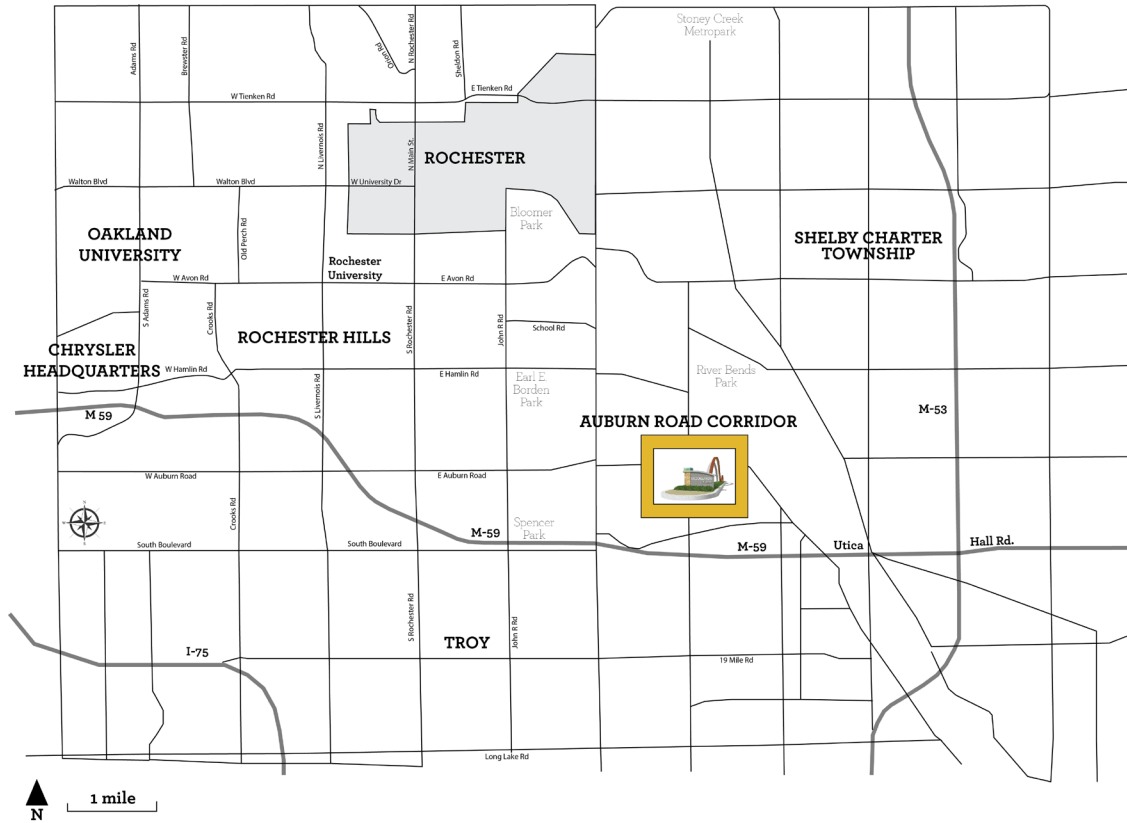
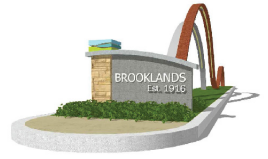
Paved, usable rear service drives

Unified district character

Buffers between district and adjacent neighborhoods



Location Location Location



Brookland Demographics

Employment Rate 2019

within a 1 mile radius	96.85%
in Oakland County	96.56%

Avg. Household Income 2019

within a 1 mile radius	\$ 78,388
within a 3 mile radius	\$ 95,528
within a 10 mile radius	\$ 86,509

Median Age

within a 1 mile radius	38
in Oakland County	41

Total Specified Consumer Spending (\$000s)

within a 1 mile radius	\$ 79,226
within a 3 mile radius	\$ 713,913
within a 10 mile radius	\$8,674,904

Population 2019

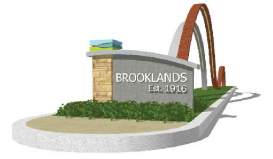
within a 1 mile radius	7,844
within a 3 mile radius	67,345
within a 10 mile radius	783,257

Est. Population Growth 2019 - 2024*

1.5%

*within a 10 mile radius

Splash Pad at Brooklands Plaza



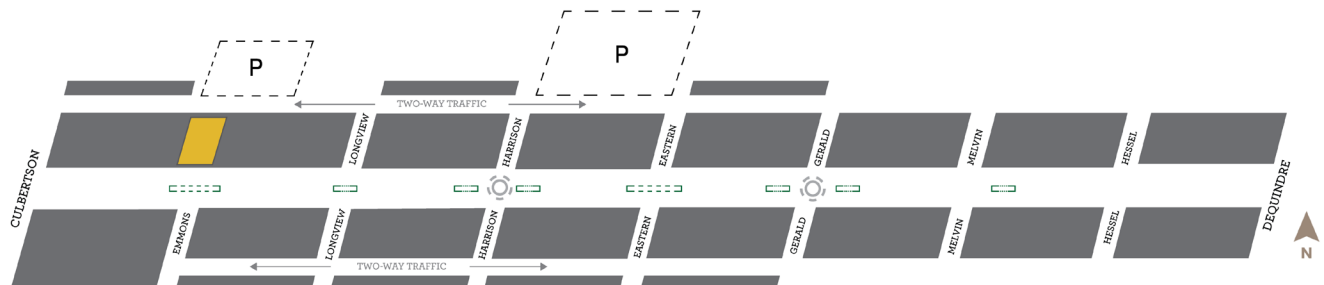
Legend

- Pocket park
- Newly build parking lots
- Median sculptural features
- +

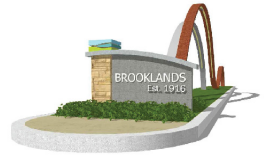
 New roundabouts and focal features



- MAJOR PARK FEATURES:
- RAMPED ENTRY
 - STAIRWAY ENTRY
 - MOUNDED SEATING
 - SHADED SEATING
 - FACILITY BUILDING
 - SPRAY PAD
 - OVERHEAD LIGHTING
 - ADDITIONAL SEATING
 - STREET TREE ALLEE
 - PARKING AREA
 - SEAT WALLS
 - PLANTING BED
 - SHADE TREES
 - ORNAMENTAL TREES
 - BENCHES
 - CHARGING STATION
 - RAIN GARDEN
 - BLUE BRICKS
 - FIBEROPTIC LIGHTS (IN HARDSCAPE)



Available Property



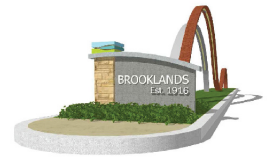
Potential Buildout Recommendations

- ◆ Housing: 45-64 new units
- ◆ Office and tech-driven industrial space: 20,500 - 27,000 sq.ft.
- ◆ Retail goods and services: 41,000 sq. ft.

For information about available properties please call the Rochester Hills Economic Development Team: 248 656 4660 or send us an email: planning@rochesterhills.org



New Zoning Ordinance



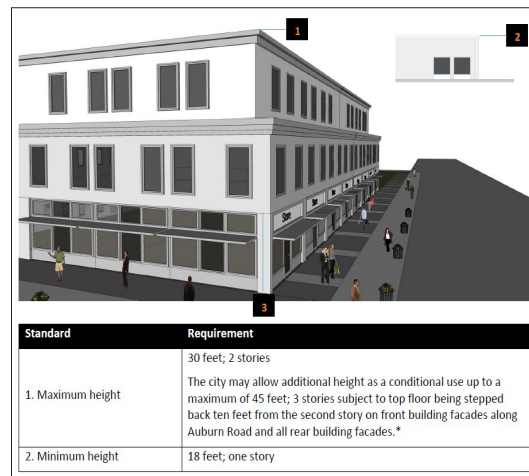
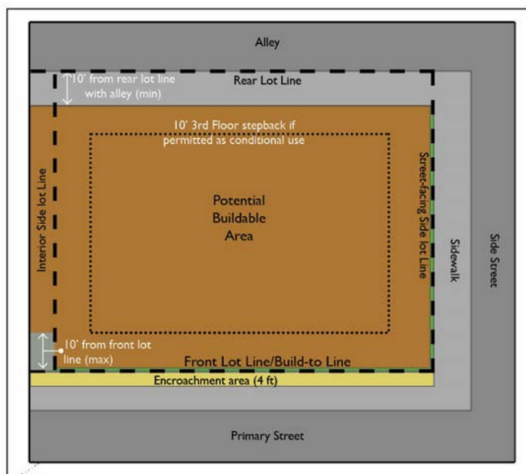
Intention: Relaxation of site improvement requirements to allow and encourage the upgrading and improvement of those properties

Background: The irregularities of the parcels, the closeness of existing buildings to the roadway and adjacent buildings, and the lack of space for on-site parking hampered investment properties

Goal: Improvement and growth of such areas is determined to be of importance to the City of Rochester Hills and the general welfare of the area

Principal uses permitted

- ◆ Retail sales including, but not limited to, specialized food stores, bakeries, department stores, general merchandise stores, pet shops, apparel and accessory stores, drug stores, video rental
- ◆ Residential on upper floors
- ◆ Bookstores
- ◆ Artist studios and galleries
- ◆ Eating and drinking establishments, including bakeries/cafés, restaurants/bars, provided a restaurant/café or other eating and drinking establishment shall not include a drive-through facility or in-the-vehicle services
- ◆ Outdoor Dining Cafés
- ◆ Lodging: Bed and breakfast only
- ◆ Physical fitness facilities such as health clubs or recreation centers
- ◆ Professional or business offices
- ◆ Banks and similar financial institutions



Conditional Uses *

- ◆ Small-scale Breweries, Wineries and Distilleries
- ◆ Makerspaces
- ◆ Professional or business offices located on the first floor
- ◆ Libraries or museums

Prohibited

- ◆ Drive-Through Facilities
- ◆ Lodging: Hotels, Motels and Inns
- ◆ Outdoor Sales

* Uses of a similar and no more objectionable character as the above uses, as determined by City Council following a recommendation by the Planning Commission

About Oakland County



Located in southeast Michigan, Oakland County is known for its prestige, diversity and business friendly environment. As the second most populated county in the state, Oakland County has long been a growing county with the Southeast Michigan Council of Governments (SEMCOG) predicting its population to reach 1.3 million and an employment count of 1 million by 2045.

Oakland County exceeds many other full states metrics in the areas of total exports, total wages and employment. Oakland County has prided itself in having nationally ranked educational systems and population where 46% of residents have a bachelor's degree or higher. Oakland County is also one of the wealthiest counties in the U.S., with a median household income of \$67,475 in 2017 - 20% higher than the national average. The diversity among its residents promotes the county as an ideal place to invest and raise a family.

It is these characteristics of Oakland County that have attracted many large and small companies from all over the world. Over 1,000 international firms from 40 countries have established operations in Oakland County. Oakland County leadership has long valued the importance of a robust, diverse economy and strong economic development strategy. Emerging sectors showing growth potential have been the target of its business development work and they include defense and aerospace; mobility, communications and information technology; life sciences; and robotics.

Even through difficult times, Oakland County has been fiscally strong and responsible, approving 3-year balanced budgets and 5-year forecast, and maintaining Aaa bond rating. For this, Oakland County is the premier place for business growth and exceptional living.



Distance from Rochester Hills in Oakland County

- ▶ Detroit, Michigan 25 miles
- ▶ Windsor, Ontario, Canada 28 miles
- ▶ Lansing, Michigan (State Capital) 80 miles
- ▶ Toledo, Ohio 84 miles
- ▶ Grand Rapids, Michigan 147 miles
- ▶ Cleveland, Ohio 195 miles
- ▶ Columbus, Ohio (State Capital) 229 miles
- ▶ Toronto, Ontario, Canada 230 miles
- ▶ Cincinnati, Ohio 290 miles
- ▶ Chicago, Illinois 295 miles
- ▶ Pittsburgh, Pennsylvania 312 miles
- ▶ Indianapolis, Indiana 306 miles
- ▶ Washington D.C. (U.S. Capital) 550 miles
- ▶ New York City, New York 640 miles

INTERNATIONAL FIRMS



1,040 companies from 40 countries

FORTUNE 500



Almost 60% of all Fortune 500 companies have at least one business location in Oakland County

PATENTS AWARDED



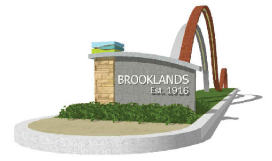
O.C. ranks 9th among U.S. counties for patents issued

SKILLED WORKFORCE



51.4 % of Oakland County residents have a College degree, the national average is 37.2 %

About Rochester Hills



Rochester Hills is one of the jewels of Oakland County. It offers quality city services and infrastructure, proximity to major roadways, a diverse business community, a federal Opportunity Zone and a dedicated Economic Development Department. The City is ranked as one of the wealthiest in the state, and amongst the 50 most educated cities in the U.S. Rochester Hills features a quality of life focused on people and draws its unique personality from the diversity of its residents. The city is a family oriented community, which is clearly evident in its many neighborhoods. It is also evident in the quality of education and recreation programs that are available.



The award winning Rochester and Avondale Community Schools provide K-12 education for Rochester Hills. Rochester University (former Rochester College), Oakland University and Oakland Community College are either located in the city or just outside the city.



With nearly 1,000 acres of parkland, Rochester Hills offers the opportunity for relaxation and recreation few others can match.

Rochester Hills boasts of many cultural assets that enrich the community such as Meadow Brook Hall, Yates Cider Mill, Rochester Hills Museum at Van Hoosen Farm and the Older Persons Commission. The Village of Rochester Hills and other shopping areas offer excellent opportunities for every possible purchase inclination and the City is host to some of the best dining options in all of Michigan. The City of Rochester Hills is the preeminent place to live, work and raise a family.



Data from 2019 states that 74,764 people call Rochester Hills home. According to SEMCOG, the population in Rochester Hills is forecasted to increase to 79,709 by the year 2045. Daytime population in Rochester Hills averages 77,816. Census data such as population by age, educational attainment and race, demonstrates Rochester Hills' ability to attract educated, diverse families from all over the world.





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Contact Information

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Ph: 248.656.4660

