Bloomfield Township
Master Plan
Amendment

Area Plan for
Squirrel Road and South Boulevard

Adopted by the Planning Commission: November, 29, 2017
Adopted by the Township Board: July 23, 2018

With assistance from
RESOLUTION OF ADOPTION

Master Plan Amendment by Charter Township of Bloomfield Planning Commission

WHEREAS, the Bloomfield Township Planning Commission may prepare and adopt a Master Plan for the physical development of the Township, as empowered by the Michigan Planning Enabling Act of 2008, and

WHEREAS, the Charter Township of Bloomfield has contracted with a professional planning consultant to assist the Planning Commission with the technical assessments necessary to make the Master Plan Amendment for the Township, with a focus on the southwest corner of South Boulevard and Squirrel Road, and

WHEREAS, the Planning Commission has held a public hearing on its proposed Master Plan Amendment on November 29, 2017,

NOW THEREFORE BE IT RESOLVED that the Bloomfield Township Planning Commission hereby adopts this Master Plan Amendment for the Township, along with the text, maps, charts, graphs, and other descriptive materials contained in the Plan, subject to concurring approval and adoption by the Township Board.

Motion by Salz Supported by Barnett

AYES: Salz, Barnett, Atto, Mintz, Selik, Petinga

NAYS: None

ABSENT: Seneker

APPROVED THIS 29th DAY OF NOVEMBER 2017.

Chairperson, Bloomfield Township Planning Commission
RESOLUTION OF ADOPTION

Master Plan Amendment by
Charter Township of Bloomfield
Board of Trustees

WHEREAS, the Bloomfield Township Planning Commission may prepare and adopt a Master Plan for the physical development of the Township, as empowered by the Michigan Planning Enabling Act of 2008, and

WHEREAS, the Charter Township of Bloomfield has contracted with a professional planning consultant to assist the Planning Commission with the technical assessments necessary to make the Master Plan Amendment for the Township, with a focus on the southwest corner of South Boulevard and Squirrel Road, and

WHEREAS, the Planning Commission has held a public hearing on its proposed Master Plan Amendment on November 29, 2017,

WHEREAS, the Planning Commission passed a resolution of adoption for the Master Plan Amendment on November 29, 2017,

NOW THEREFORE BE IT RESOLVED that the Bloomfield Township Board of Trustees hereby adopts this Master Plan Amendment for the Township, along with the text, maps, charts, graphs, and other descriptive materials contained in the Plan.

Motion by: Schostak Supported by: Barnett

AYES: Barnett, Roncelli, Savoie, Schostak

NAYS: Buckley, Walsh

RECUSED SELF: Kepes

APPROVED THIS 23rd DAY OF JULY 2018

Jan Roncelli, Clerk
Charter Township of Bloomfield
Intentionally blank
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>5</td>
</tr>
<tr>
<td>Existing Conditions</td>
<td>9</td>
</tr>
<tr>
<td>Goals/Objectives</td>
<td>19</td>
</tr>
<tr>
<td>Public Input</td>
<td>27</td>
</tr>
<tr>
<td>Future Land Use Plan</td>
<td>29</td>
</tr>
<tr>
<td>Implementation</td>
<td>39</td>
</tr>
</tbody>
</table>

Appendix
Bloomfield Township will remain a premier residential community, offering its citizens pristine water features and woodlands, exceptional educational opportunities, exemplary municipal services and a vibrant, diverse and upscale business community. Bloomfield Township will remain Michigan’s most desirable community in which to live.

Vision Statement from 2007 Master Plan
INTRODUCTION

Bloomfield Township is an Oakland County suburb that is mainly comprised of single-family residential homes in stable neighborhoods. There are successful commercial nodes along major thoroughfares in the township, including areas with office and retail development.

A recent development application submitted to Bloomfield Township proposes to redevelop a 10.75-acre site in the northeast portion of the township with approximately sixty multiple-family residential units (townhouse style), 8,000 sf of retail space, and 5,300 sf of restaurant space. Because dwellings are not permitted under the current zoning, a rezoning of the site would be necessary under typical conditions. Complicating considerations for these parcels is a Consent Judgment that binds the township and the property owner to specific development requirements. A Consent Judgment may be modified when the property owner and Township Board agree on the changes. It has been the township’s policy to modify a Consent Judgment when it is in general alignment with community goals and objectives.

Zoning—the legal framework that regulates building and site development—is based upon a long-range Master Plan, which in this case envisions only commercial development in this area. The township’s 2007 Master Plan supports the zoning by designating this area as commercial.

In May 2017, the Township Board received a land use study involving this area and directed the Planning Commission to prepare an amendment to the 2007 Master Plan to address future development in this area of the township.
What is a Master Plan?

The Master Plan addresses future land use, housing, transportation, and community development and other community features in a coordinated fashion. It portrays a clear statement of community goals and objectives, establishes a vision of the future, and includes plans to achieve the vision. If followed carefully, the Master Plan will have a lasting impact on the built and natural environment. Decisions made when the Plan is developed will likely be implemented over many years.

The Master Plan is long-range in its view and intended to guide development in the City over a period of 10 to 20 years. The information and concepts presented in the Master Plan are used to guide local decisions on public and private uses of land and the provision of public facilities and services. A sound Master Plan promotes a land use pattern that is consistent with a community’s goals. It establishes long-range, general policies in a coordinated, unified manner, which can be continually referred to in decision-making.

The Master Plan defines the community’s vision, with consideration to the current and future needs for housing, commerce, employment, and community health. In Michigan, communities are required to review their Master Plans every five years and determine whether the vision and policies set forth in the plan continue to reflect the needs of the community. Factors that affect long-range planning include demographic shifts (such as the continuing aging of the population), economic shifts (such as the Great Recession), trends in employment (such as smaller offices and working at home), trends in housing (such as changes in home ownership patterns), and development in adjacent or regional communities that may influence local development.
Relationship between the Master Plan and the Zoning Ordinance

Zoning is a regulatory mechanism for controlling the classification and regulation of land use. It has the force of law. The Zoning Ordinance controls land uses based on today’s conditions.

The Master Plan is not an ordinance, it does not change the zoning of anyone’s property, and it does not have the force of law. It is a set of policies and strategies to enhance and improve a community over a long planning horizon. While the Zoning Ordinance and Zoning Map regulate current and proposed land use, the Master Plan and its maps and policy statements are intended to guide land use decision-making for 10-20 years. The Master Plan is a community’s “vision,” while the zoning ordinance governs the path to that vision. State law requires that the zoning ordinance be based on a plan. Therefore, the Master Plan forms the basis upon which zoning decisions are made. With a valid Master Plan in place, zoning decisions consistent with the plan and ordinance are presumed by the courts to be valid.

The Future Land Use Plan Map shows generalized land use and does not indicate precise size, shape or dimension of parcels of land. In addition, the recommendations of the Land Use Plan have a long-range planning horizon.
EXISTING CONDITIONS

This Master Plan Amendment considers previous planning goals and objectives in conjunction with conditions that exist in the study area, township, and region. These conditions include demographics and current land uses.

Demographics

Population

In 2016, Bloomfield Township’s population was estimated to be 42,112. This is an increase of 2.5% from 2010, when the population was recorded at 41,070. The Southeast Michigan Council of Governments (SEMCOG) projects that the township will have a population of 44,338 by 2040, which exceed the peak population of 43,023 in 2000. Comparative to its neighbors in SEMCOG’s projections, Bloomfield Township is expected to grow now through 2040, as shown in Table 1.

<table>
<thead>
<tr>
<th>Community</th>
<th>2010</th>
<th>2016</th>
<th>2040</th>
<th>16-40 % Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bloomfield Twp.</td>
<td>41,070</td>
<td>42,112</td>
<td>44,338</td>
<td>5%</td>
</tr>
<tr>
<td>Birmingham</td>
<td>20103</td>
<td>22358</td>
<td>21800</td>
<td>-2%</td>
</tr>
<tr>
<td>Troy</td>
<td>80,980</td>
<td>83,181</td>
<td>82062</td>
<td>-1%</td>
</tr>
<tr>
<td>Rochester Hills</td>
<td>70,995</td>
<td>72791</td>
<td>73528</td>
<td>1%</td>
</tr>
<tr>
<td>West Bloomfield Twp.</td>
<td>64690</td>
<td>65144</td>
<td>66056</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: Southeast Michigan Council of Governments (SEMCOG)

Households

There were a total of 16,466 households in the Township in 2010. The average household size was 2.45 persons. Households with children made up 34%, while those without made up 44% of the total number of households. This is a shift from previous years, resulting in a 10.2% decrease in households with children from 2000. Households with seniors rose 22% from 2000, resulting 36% of 2010 households. Twenty-two percent of households consist of people living alone, with half of those representing seniors living alone.
Age and Ethnicity

The median age in 2010 for the township was 48.1, which higher than the Oakland County average of 40.2 and Michigan’s average of 38.9.

The age group composition of Bloomfield Township has remained relatively steady from 2010 to 2015, as shown in Chart 2 below. Table 2 displays SEMCOG’s projections for the township. The two age groups that are expected to experience the most growth are young adults and the senior population.

![Chart 2: Bloomfield Township Population by Age Cohort, 2010 and 2015](image)

**Table 2: Bloomfield Township Population by Age Cohort Projections to 2040**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2010</th>
<th>2015</th>
<th>2020</th>
<th>2025</th>
<th>2030</th>
<th>2035</th>
<th>2040</th>
<th>Change 2010 - 2040</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 5</td>
<td>1,626</td>
<td>1,759</td>
<td>1,803</td>
<td>1,904</td>
<td>2,098</td>
<td>2,134</td>
<td>2,194</td>
<td>568</td>
</tr>
<tr>
<td>5-17</td>
<td>7,604</td>
<td>7,163</td>
<td>6,868</td>
<td>6,865</td>
<td>6,907</td>
<td>7,177</td>
<td>7,518</td>
<td>-86</td>
</tr>
<tr>
<td>18-24</td>
<td>2,005</td>
<td>2,425</td>
<td>2,702</td>
<td>2,709</td>
<td>2,777</td>
<td>2,757</td>
<td>2,928</td>
<td>923</td>
</tr>
<tr>
<td>25-34</td>
<td>2,435</td>
<td>3,053</td>
<td>3,259</td>
<td>3,384</td>
<td>3,470</td>
<td>3,599</td>
<td>3,507</td>
<td>1,072</td>
</tr>
<tr>
<td>35-59</td>
<td>15,082</td>
<td>14,776</td>
<td>14,300</td>
<td>13,923</td>
<td>13,651</td>
<td>13,791</td>
<td>14,418</td>
<td>-664</td>
</tr>
<tr>
<td>60-64</td>
<td>3,391</td>
<td>3,747</td>
<td>3,966</td>
<td>3,823</td>
<td>3,379</td>
<td>2,996</td>
<td>2,654</td>
<td>-737</td>
</tr>
<tr>
<td>65-74</td>
<td>4,525</td>
<td>5,283</td>
<td>5,804</td>
<td>6,130</td>
<td>6,098</td>
<td>5,673</td>
<td>5,122</td>
<td>597</td>
</tr>
<tr>
<td>75+</td>
<td>4,402</td>
<td>4,242</td>
<td>3,766</td>
<td>4,188</td>
<td>4,803</td>
<td>5,522</td>
<td>5,997</td>
<td>1,595</td>
</tr>
</tbody>
</table>

Source: SEMCOG
People who identified as white (non-Hispanic) continue to make up the predominate demographic in the township in 2015, followed by those of Asian ethnicity.

Education and Income

Bloomfield Township residents are highly educated, with nearly 38% having earned a graduate/profession degree and 34% obtaining a bachelor’s degree in 2015. This means that the majority of the township’s population has completed at least a 4-year college or university. The resident population with college degrees has increased since 2010, while those who have not graduated high school or have completed some college, no degree, have fallen.

The median household income in 2015 was $112,154, a rise of 5% from 2010. The per capita income was $65,136 (American Community Survey 2015 Estimates).

<table>
<thead>
<tr>
<th>Race and Hispanic Origin</th>
<th>2015</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Hispanic</td>
<td>41,044</td>
<td>98.10%</td>
</tr>
<tr>
<td>White</td>
<td>33,126</td>
<td>79.20%</td>
</tr>
<tr>
<td>Black</td>
<td>2,983</td>
<td>7.10%</td>
</tr>
<tr>
<td>Asian</td>
<td>3,579</td>
<td>8.60%</td>
</tr>
<tr>
<td>Multi-Racial</td>
<td>1,086</td>
<td>2.60%</td>
</tr>
<tr>
<td>Other</td>
<td>150</td>
<td>0.60%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>792</td>
<td>1.90%</td>
</tr>
<tr>
<td>Total</td>
<td>41,836</td>
<td></td>
</tr>
</tbody>
</table>

Source: American Community Survey 2015 Estimates
Unemployment

The unemployment rate in the township was 4.8% in 2015, a decrease from 6.4% in 2010. The Township has kept an unemployment rate lower than that of Oakland County, which has a rate of 7.5% in 2015 and 9.1% in 2010.

Economic Sectors

The largest industries in the township are knowledge-based services and services to households/firms, followed by private education/healthcare. These sectors are expected to continue to maintain the largest portion of jobs in the community through 2040. Manufacturing, wholesale trade/transportation/warehousing/utilities, and retail trade are sectors that are expected to experience job losses over the next two decades.

<table>
<thead>
<tr>
<th>Table 5: Forecasted Jobs by Industry in Bloomfield Township thru 2040</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Forecasted Jobs By Industry</strong></td>
</tr>
<tr>
<td>Natural Resources, Mining, &amp; Construction</td>
</tr>
<tr>
<td>Manufacturing</td>
</tr>
<tr>
<td>Wholesale Trade, Transportation, Warehousing, &amp; Utilities</td>
</tr>
<tr>
<td>Retail Trade</td>
</tr>
<tr>
<td>Knowledge-based Services</td>
</tr>
<tr>
<td>Services to Households &amp; Firms</td>
</tr>
<tr>
<td>Private Education &amp; Healthcare</td>
</tr>
<tr>
<td>Leisure &amp; Hospitality</td>
</tr>
<tr>
<td>Government</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Source: SEMCOG
Commuting

The majority of residents drive alone to work, though 6.3% of the population worked from home in 2015, a slowly rising trend. The average township resident commuted 23.8 minutes to work in 2015 (American Community Survey 2015 Estimates). Nearly 18% of community residents have their place of employment with Bloomfield Township.

Housing

In 2015, the township had 17,900 units. The majority were single-family detached units, followed by apartments.

The median housing value was $350,600 in 2015, and the average rent was $1,118 per month. While home prices decreased 8% from 2010, rents have increased 16%.

The majority of units continue to be owner-occupied units. However, in 2010, 14,377 units were owner-occupied, compared to 14,359 units in 2015. Meanwhile, there were 2,089 renter-occupied units in 2010, compared to 2,289 renter-occupied units in 2015. Vacant housing units have decreased from 1,333 in 2010 to 1,252 in 2015.

Chart 4: Housing Unit Type, 2015
Land Area Overview

The subject land area is comprised of two parcels totaling approximately 10.75 acres at the southwest corner of Squirrel Road and South Boulevard at the Township’s northern border with Auburn Hills. The approximately 8.45-acre corner parcel with frontage on Squirrel Road and South Boulevard is zoned B-1, Local Business. The remaining approximately 2.3 acres sits behind a vacant bank, has no direct frontage to South Boulevard, and is zoned O-1, Office Building. This portion of the site has never been developed. The larger parcel of the site was previously developed with a shopping plaza anchored by a Kroger along with a free-standing bank.
In 1973, a dispute involving development of the parcel and adjacent parcels to the south resulted in a consent judgment (CJ) involving the larger site. This CJ limited development to that which was permitted under the B-1 Local Business District zoning standards, allowing commercial uses up to 80,000 sf. Attached single family residential dwellings were included, up to 112 one- and two-story units. The CJ was amended in 1978 regarding the compliance with the approved landscape plan, and again in 1980 to reflect a change from attached dwellings to detached single family homes, which were built as Bloomfield North Estates Subdivision. The last modification to the CJ was in 2007 to permit the renovation of Kroger, a small retail outlot and other site improvements.

Over the years, the site fell into disrepair. In the early 2000's, the property owner recognized the need to upgrade the whole plaza, but no site-wide improvements were made. At the time, traffic and circulation was a challenge, particularly due to the lack of access to Squirrel Road (soil conditions and the consent judgment on the site presented challenges). Kroger moved out of the plaza and the entire site continued to fall into disrepair. The shopping plaza has been demolished but the former bank building still stands on the site.

Over the last 10 years, there have been several redevelopment proposals for the site, but none has been able to overcome the issues on site, including soil conditions, access, removal of existing building materials (above and below grade), and compatibility with the Zoning Ordinance and Master Plan.
Current Built Environment

The study area is largely developed, with little to no vacant land available, except for the subject site. Most of the surrounding parcels are occupied, except for the subject parcels, which are unoccupied. The aerial photo below illustrates the built environment in the study area, with the land uses in both the Township and Auburn Hills identified as shown below. The colored boxes in this illustration represent the applicable zoning district (provided in the composite zoning map on the next page).
Current Zoning

Auburn Hills Zoning

- R-1A One Family Residential
- R-1 One Family Residential
- R-3 Multiple Family Residential (Low Rise)
- R-2 General Business
- R-4

Bloomfield Township Zoning

- R-M Multiple Family Residential
- R-1 One Family Residential
- O-1 Office Building
- B-1 Local Business
- R-2 One Family Residential

Map of South Blvd and Squirrel Rd Special Study Area - Zoning, Bloomfield Township, Oakland County, Michigan

Created December 1, 2016
Intentionally blank
GOALS & OBJECTIVES

This Master Plan Amendment will consider how the goals and objectives from 2007 compare with the accepted 2017 Land Use Study.

These goals and objectives are summarized as noted on this and the following pages. An assessment of how these goals and objectives mesh with current conditions in the study area are also addressed.

2017 Goals Assessment

Housing Goals

These goals are still applicable generally in the township and specifically in the study area. In particular, the goal of meeting the housing needs of the community in terms of an aging population was noted in the 2017 Land Use Study.

It should be noted that although this area is on the edge of the township, there is as much need for quality residential development here as well as elsewhere. Further, supporting and strengthening neighborhood character is also important.

Bloomfield Township Goals and Objectives – 2007 Master Plan Update

HOUSING & NEIGHBORHOODS

Goal: Preserve existing high-quality, distinct, attractive neighborhoods and their character for existing and future generations.

- Review ordinances to ensure high-quality development, redevelopment, and maintenance for all residential structures.
- Provide information and resources to homeowners on proper and appropriate maintenance for historic architectural elements.
- Update ordinances where needed to allow residents to modernize residential structures while complying with size, scale, and setbacks.
- Review and updated enforcement practices for efficiency.

Goal: Ensure new developments that are harmonious with existing developments and character, as well as meet the needs of the community.

- Promote new developments that respect the character of the surrounding area
- Mixed-use and alternative developments that are compatible with the neighborhood setting and promote walkability should be considered.
- Housing options for older residents, single, and small families should be provided to allow community members at any stage in life to have local living opportunities.
Goal: Maintain and enhance neighborhood streetscapes and infrastructure, which supports the neighborhood environment.

- Roadways, sidewalks, street trees, and lighting must be included in all development and redevelopment projects.
- Perform regular infrastructure inspections and makes repairs and replacements as needed.

LOCAL ECONOMY AND MARKETPLACE

Goal: Encourage and facilitate a healthy and prosperous economy by promoting an array of businesses that will capitalize on the township’s unique economic character.

- Prioritize opportunities for redevelopment of underperforming, older, and less attractive commercial sites.
- Promote the business park north of Square Lake Road, along Telegraph and Franklin Road, to clean industry and of clean industry and new medical facilities.
- Market the existing strengths of the community’s economic climate, as well as attractive tenant spaces, to potential business industry gaps.

Goal: Ensure new and existing developments in commercial and industrial areas is appropriate, attractive, unique, organized, and sustainable through design and building layout standards.

- Review, update and enforce building and design standards to uphold quality buildings.
- Consider overlay districts and flexible design elements to promote increase building heights and mixed-used developments where appropriate.
- Ensure proper buffering and landscaping between different uses, specifically residential uses, to protect and promote harmony.

2017 Goals Assessment

Local Economy and Marketplace

While these goals are still relevant, it is noted that the study area was not specifically identified as an area in which to promote and enhance commercial activity. The 2017 Land Use Study supports modest commercial activity in this area. Redevelopment of the former shopping center site at South Boulevard and Squirrel Road would improve the appearance of the area.

High quality commercial development should be expected throughout the township.
Goal: Encourage development and infrastructure that will support commercial, office, and industrial areas, as well as neighboring uses.

- Consider mixed-use developments that would encourage a work-live-play lifestyle, as well as serve as a transitional area between commercial and single family uses.
- Encourage maintained sidewalks links between neighborhoods and commercial area.
- Non-motorized and transit-friendly designs could increase activity in commercial areas, especially those traveling on foot, by bike, or other option aside from driving a personal vehicle.
- Work with MDOT to promote transit-friendly design, as well as traffic calming and efficiency efforts along high-volume corridors.
- Pedestrian use should be prioritized by parking layouts that promote safety and parking lot cross access
- Parking policies should be examined to promote enhanced green spaces, proper stormwater handling, and shared spaces to reduce the amount of pavement that goes unused.
- Ensure quality landscape design to enhance the environment.
- Adopt a high-quality, attractive wayfinding system to help community members, visitors, and local employees explore the township and its offerings.

2017 Goals Assessment
Development and Infrastructure

This goal speaks to a mix of uses that both buffer adjacent residential uses as well as encourages non-motorized transportation in the township. New development should be focused on walkability, with not only sidewalks and pathways, but also creating a safe, comfortable, and convenient site layout and design. This includes plentiful and well-maintained landscaping, adequate lighting, and high quality building materials.
NATURAL FEATURES

Goal: Preserve and protect Bloomfield Township’s unique natural resources.

- Sensitive environmental features should be prohibited from any use other than open space.
- Continue to practice efforts to protect water quality, such as public awareness for alternatives to fertilizer and public awareness and appropriate water-recreation uses.
- Continue to support organizations that protect natural features.
- Encourage natural vegetation buffer along waterways through providing information to the public, as well as requiring such buffers for new waterfront developments.
- Continue to participate in the Clinton-Main Subwatershed Advisory Group
- Continue to protect wetlands with the township’s wetland ordinance, which protect a variety of sensitive and unique ecosystems.
- Promote methods and practices and discourage invasive species.
- Consider woodland protection through the adoption of a tree protection, removal, and replacement regulations.
- Protect wildlife in the township through by warning drivers of wildlife crossing areas as well as by introducing wildlife crossing culverts that facilitate animal movement under the road rather than across it.

2017 Goals Assessment

Natural Features

While this goal is still relevant, there is a limited amount of natural features in the study area.
2017 Goals Assessment

Transportation

Transportation goals remain relevant in the township generally and also apply in the study area. Land use and transportation are linked in terms of encouraging a mix of uses that provide opportunities for safe, convenient, and comfortable transportation, especially non-motorized travel.

Transportation

Goal: Ensure that Bloomfield Township transportation routes are appropriate for the movement of people, fit in with the character of the township, and support redevelopment. Transportation as it applies to Bloomfield Township includes not only the road system, but also pathways and transit.

- As appropriate, the township may need to advocate aggressively on behalf of its transportation improvement goals.
- Maintain Natural Beauty Road designations on Wing Lake Road and Echo Road in terms of maintenance and significant natural beauty characteristics. Development along these roads must also respect the natural beauty characteristics.
- Provide a separate system for non-motorized travel to improve accessibility throughout the community, to promote a healthy lifestyle for its residents, and to help relieve congestion on the roads.
- Encourage transit-oriented design, which is an approach that assures pedestrian-friendly and bus-friendly locations and maneuverability. Transit routes should continue to coincide with existing and planned key destination points in the Township including shopping nodes and community facilities along these routes.
- Ensure that street character is appropriate for the township in terms of street width and scale, presence of on-street parking and sidewalks, block length, building setbacks, design speed, street trees and pavement markings and signs.
- Utilize entryway signage and landscaping at points that represent where the heaviest traffic flow around the Township’s edge.
- A comprehensive wayfinding system is recommended.
- Manage traffic through a variety of tools that reduce vehicle trips or lessen their impact.
- Adopt traffic calming measures to help keep speeds at an appropriate level.

2017 Goals Assessment

Transportation

Transportation goals remain relevant in the township generally and also apply in the study area. Land use and transportation are linked in terms of encouraging a mix of uses that provide opportunities for safe, convenient, and comfortable transportation, especially non-motorized travel.
Community Services and Facilities

Goal: Continue to maintain community facilities and utilities for the longevity of a thriving community.

- Continue to evaluate and assess the capacity and quality of the water and wastewater facility services.
- Continue to identify and eliminate illicit stormwater connections and discharges through landowner awareness education and enhanced mapping capabilities.
- Encourage the use of green infrastructure techniques that offer a more natural means for handling storm water.
- Promote careful planning of future infrastructure to protect community aesthetics and promote safety by planning for well-sited and well-designed personal wireless service facilities that fit unobtrusively in the Bloomfield Township environment.
- The Township should continue to work closely with all four School Districts – especially the Bloomfield and Birmingham Districts, which have school property in the Township – and non-profit organizations to identify ways for improving recreational opportunities on school sites and to ensure that recreational needs continue to be met in the event that school sites are no longer available.
- Ways to satisfy recreation/open space needs for all ages should be studied and implemented, including providing connections to existing sidewalks and pathways through public/private partnerships and requiring private recreation facilities and open space in conjunction with new residential developments.
- Every effort should be made in the coming years to keep pace with technology and the desire for residents to easily access and understand information pertaining to Township matters.
- The extensive number of school sites and places of worship in the Township require the consideration of a long-range land use planning policy to accommodate expansions to these facilities as well as redevelopment.
- Encourage the use of private recreation facilities that provide valuable recreational opportunities that currently cannot be offered by the Township due, in part, to land availability.

2017 Goals Assessment

Community Services and Facilities

While these goals generally apply throughout the township, there are no community facilities, public or private, in the study area.
Residents have had several opportunities to provide input on development in this area over the past year. A public open house was held on December 7, 2016 as a part of the Land Use Study. Approximately 60 people attended. Following a brief presentation about the land use study, the interested developer shared his concepts for the redevelopment of the property. Then the attendees were able to view background material and ask questions at various stations regarding Township zoning, land use, and demographics. The developer had a station to show conceptual plans. Comment cards were available at each station. Copies of all materials received from the public were reviewed and considered as a part of this study.

While many nearby residents expressed concerns about the proposed residential density and quality of the development, there were some residents concerned about the viability of continuing commercial uses at this location. Others suggested that the Township purchase the property and maintain it as open space or develop it as parkland.

This input has been incorporated into this Master Plan process. On August 16, 2017, the Planning Commission invited the public to provide additional input and comment on the subject area. Nearby residents continue to express concerns about the viability of commercial activities in this location, but generally support the type of attached housing presented as part of the development application.
Intentionally blank
The Future Land Use Plan component of the Master Plan document identifies action strategies designed to achieve the long-range goals and objectives of the Township.

Preferred Growth

As stated in the 2007 Master Plan Update, the Future Land Use Map is based upon the following influential factors:

- **Existing Land Use.** Extensive changes to the existing land use pattern are not proposed as the township is primarily developed; therefore, the plan focuses on redevelopment opportunities. Vacant properties were generally assigned the prevalent land use of the surrounding occupied properties. The community land use patterns have evolved in a relatively orderly manner and are built upon, with slight modification, rather than altered in a significant manner.

- **Existing Zoning.** Existing zoning designations were a factor considered in preparing the Plan. However, there is no “vested interest” that guarantees existing zoning will remain unchanged. In fact, several changes are suggested based on modifications to future land uses in the Plan. All changes were carefully considered to ensure the general development arrangement remains consistent and landowners will retain a reasonable use of their land.

- **Relationship of Incompatible Uses.** This amendment is considering the impact of development in this location on adjacent residential land uses, ensuring compatibility by offering guidance on land use and buffering as well as connectivity.

- **Existing Master Plan.** The existing plan has been a guiding document in the development of future land use in this area.

2017 Update to Influential Factors Specific to the Study Area:

- **Existing Land Use:** The study area has been vacant for many years, allowing the township the opportunity to consider a variation in future development options.

- **Existing Zoning:** As noted above, there is an opportunity to reconsider the zoning within the study area based upon the findings of the Land Use Study and this Master Plan Amendment.

- **Relationship of Incompatible Uses.** This amendment is considering the impact of development in this location on adjacent residential land uses, ensuring compatibility by offering guidance on land use and buffering as well as connectivity.

- **Existing Master Plan:** The existing plan has been a guiding document in the development of future land use in this area.

The Future Land Use Plan component of the Master Plan document identifies action strategies designed to achieve the long-range goals and objectives of the Township.
2017 Update to Influential Factors Specific to the Study Area:

- **Infrastructure and Public Facilities/Services.** The intensity of uses depends on the availability and capability in the township of the community’s infrastructure. The potential for public water and sewer service or dependence on well and septic affects future development intensities. The road network limits the types and intensity of uses that may be effectively served in an area of the township without adversely impacting traffic operations. The availability of community facilities such as schools or police and fire protection must be considered when determining future land uses.

- **Existing Market Conditions.** Existing market conditions and opportunities were evaluated, although they will likely change during the time frame of this Plan. Future updated plans should reevaluate market opportunities to ensure that the township’s near term economic development goals adjust to its successes and external influences.

- **Land Use Patterns in the Area and Other Communities.** Surrounding land uses in the City of Auburn Hills, directly north of the study area, is considered in terms of compatibility.

- **Desires of the Township.** The public has had numerous opportunities in public meetings and open houses to provide input on the future land use of this study area.

- **Infrastructure and Public Facilities/Services.** The intensity of uses depends on the availability and capability in the township of the community’s infrastructure. The potential for public water and sewer service or dependence on well and septic affects future development intensities. The road network limits the types and intensity of uses that may be effectively served in an area of the township without adversely impacting traffic operations. The availability of community facilities such as schools or police and fire protection must be considered when determining future land uses.

- **Existing Market Conditions.** Existing market conditions and opportunities were evaluated, although they will likely change during the time frame of this Plan. Future updated plans should reevaluate market opportunities to ensure that the township’s near term economic development goals adjust to its successes and external influences.

- **Land Use Patterns in the Area and Other Communities.** Land use patterns for neighboring communities and similar suburbs in the Metro Detroit area were considered to ensure that the new Plan would be compatible with those patterns.

- **Desires of the Township.** The land use pattern desired by township decision makers has been expressed through numerous public forums, public meetings, and a public hearing.

This Master Plan Amendment addresses the conditions, vision, and goals for the study area within the context of the township’s overall Master Plan framework.
Future Land Use

The Master Plan and Future Land Use Map are tools to be used by the Planning Commission and Township Board during land use decision-making, capital improvement planning, development review, and ongoing reevaluation and refinement of the township’s ordinances. Implementation of the general recommendations and specific action strategies will occur over time and will depend upon many factors, including the overall economic climate, changing development and demographic trends, availability of infrastructure, local budget constraints, and political priorities.

The Future Land Use Map is a representation of the township’s preferred long-range future land use arrangement, and this map specifically focuses on the study area at South Boulevard and Squirrel Road. The map identifies general locations for various land uses in this plan. The Future Land Use Map, along with the entire Master Plan document, is a guide for local decisions regarding land use.

The boundaries reflected on the map are not intended to indicate precise size, shape or dimension. In addition, the Future Land Use Map does not necessarily imply that rezoning is imminent; rather, the recommendations set a long-range planning goal. The following are descriptions of the future land use categories illustrated on the map (page 35). For this amendment, the township has focused on the land use categories found in the study area. Additional action strategies are addressed in the Implementation chapter.

Single Family Residential

General Location. Single Family Residential is the predominant land use in the township, occupying all areas of the community with the exception of some of the land along the busiest traffic corridors.

Intended Land Uses. The Single Family Residential land use designation is intended to accommodate strictly single-family residential development. Accessory and support uses may be permitted such as churches, parks, schools, home occupations and small-scale care facilities. Existing schools and churches are separately designated as Institutional/Civic; however future development is permitted in Single Family Residential areas provided they maintain the scale and character of the neighborhood.
General Character Description. Development in the Single Family Residential areas will encourage design diversity and modernization while assuring that the building’s mass remains relatively in character with the neighborhood’s bulk characteristics. In general, neighborhood streetscapes should include an interconnected street system where feasible, sidewalks, especially along busy streets to make connections with Commercial areas, street trees and some lighting. New garage “snouts” that protrude well in front of the front façade of a residence should be discouraged. Landscaping is encouraged to establish a street edge. In-fill and redevelopment in these areas should be closely monitored to ensure it is compatible with the surrounding environment.

Key Changes. Other than infill of vacant lots, no changes are proposed in this Master Plan Amendment.

Attached Single Family Residential

General Location. Attached Single Family Residential is found in scattered locations along the I-75 corridor in the township’s northeast quadrant, along the east side of Telegraph Road between Lincoln Drive and Lone Pine Road, and around Wabeek Country Club along the township’s western edge.

Intended Land Uses. The Attached Single Family Residential land use designation is intended to accommodate duplex, condominium and townhouse development. Accessory and support uses may be permitted such as churches, parks, schools, home occupations and small-scale care facilities. Existing schools and churches are separately designated as Institutional/Civic; however future development is permitted in the Attached Single Family Residential areas provided they maintain the scale and character of the neighborhood.

General Character Description. Redevelopment in the Attached Single Family Residential areas will encourage design diversity and modernization while assuring that the building’s mass remains relatively in character with the neighborhood’s bulk characteristics. In general, neighborhood streetscapes should include an interconnected street system where feasible, sidewalks, especially along busy streets to make connections with Commercial areas, street trees and some lighting. New
garage “snouts” that protrude well in front of the front façade of a residence should be discouraged. Front facades should align and help form a residential building line. In-fill and redevelopment in these areas should be closely monitored to ensure it is compatible with the surrounding environment. An appropriate buffer as provided for in the existing zoning ordinance should be provided between attached dwellings and detached single family residential dwellings.

**Key Changes.** No new Attached Single Family Residential is proposed with this Master Plan Amendment.

### Multiple Family Residential

**General Location.** Multiple Family Residential areas are scattered throughout the Township, adjacent to the busiest traffic corridors such as Telegraph Road and Woodward Avenue. Other areas exist in far northeast with access from South Boulevard and near the Maple/Inkster intersection.

**Intended Land Uses.** Permitted land uses within Multiple Family Residential areas include a variety of multiple-family and attached single-family developments, with a focus on apartments. Townhouses and condominiums are also encouraged.

**General Character Description.** The majority of Multiple Family Residential sites have already been developed. Redevelopment of Multiple Family Residential areas will encourage design diversity and modernization while assuring that the building’s mass remains relatively in character with the neighborhood’s bulk characteristics. Loft apartments, townhouses, stacked condominiums, and attached ranch dwellings are examples of what is encouraged in these areas.

**Key Changes.** This Master Plan Amendment designates a portion of land in the study area as Multiple Family Residential. While access would be afforded onto South Boulevard, and potentially Squirrel Road, the majority of the newly designated land area will be buffered from commercial activity and traffic by office and limited commercial uses (see page 37). The General Character Description provided above has been refined to include attached ranch units—a horizontal form of multiple family residential dwellings as pictured at right.
Commercial

General Location. Commercial development exists and is planned for core areas along major thoroughfares in the township. These locations are primarily at major intersections along Telegraph Road, Woodward Avenue and Maple Road, with small areas along Orchard Lake and South Boulevard. Large, suburban style commercial is the focus along Telegraph Road, north of Square Lake; along Woodward Avenue at its intersection with Square Lake; and, at the intersection of Telegraph and Maple. These locations may have “big box” and other destination oriented retail, service and restaurant opportunities intended to attract visitors from outside the immediate area and beyond the township. Other locations are considered neighborhood commercial with uses intended to serve nearby residential areas.

Intended Land Uses. Commercial uses tend to cater to automobile traffic from a broad market area and may include retail stores, hotels and motels, sit-down restaurants, automobile sales and services, and personal service establishments. North of Square Lake along Telegraph Road, the uses may be expanded to include large format retail, with outlots that include drive-through banks and restaurants, along with the other uses listed herein.

General Character Description. Because much of this area is already developed, the challenge will be in encouraging redevelopment and consistently requiring site upgrades as development occurs, including improved site design, access management, building facades and landscaping.

Key Changes. This Master Plan Amendment envisions a reduction in the land designed as commercial within the study area (see page 37). A limited amount of commercial area is retained in this location to serve residents of the immediate area. Uses in this location should be focused on neighborhood goods and services. Non-motorized pathways and sidewalks should be included to accommodate and support walkability in this area.
Office

*General Location.* Office uses are limited to stretches of Woodward Avenue and Telegraph Road, as well as other major intersections in the township. Office uses are also scattered in locations near I-75 and along Maple Road.

*Intended Land Uses.* Professional and basic medical offices such as doctors, dentists, physical therapists, lawyers, accountants, investment services, and insurance offices. It is not intended for advanced medical usage, research or high technology uses, which should locate in the Technology Park/Light Industrial area.

*General Character Description.* Office areas are predominantly developed, so redevelopment should include site upgrades and enhanced buffers between incompatible uses, along with improved site design, access management, building facades and landscaping.

*Key Changes.* The office designation in the study area has been reduced in its depth along South Boulevard, given the limited visibility of the parcel behind the existing development (see page 37). It is envisioned that the South Boulevard frontage will continue to support small office activities.

Recreation

*General Location.* The township’s five golf courses make up the Recreation land use category. Other recreation activities are available to one extent or another on school property, shown as Institutional/Civic, and inside Commercial uses. The township stands ready to pursue acceptance of land donated for public park purposes and may conduct a Parks and Recreation Study to better understand the community’s parks and recreation needs and opportunities.

*Intended Land Uses.* Golf courses and other land set aside for typical parks and recreational activity.

*General Character Description.* The Township’s golf courses are private and require membership. Typical parks and recreation areas can be passive, with trails and benches, or active, with playscapes and sports fields.

*Key Changes.* No changes are included as part of this Master Plan Amendment.
Institutional/Civic

*General Location.* Institutional/Civic uses consist of existing schools, library, utility, civic and religious uses that are scattered throughout the township.

*Intended Land Uses.* Institutional/Civic uses include all places of worship, community buildings, and schools both public and private that serve the immediate community. This designation also may include senior housing facilities and associated medical facilities, and day care operations.

*General Character Description.* Local Institutional/Civic uses should have buildings and sites that promote a neighborhood scale and character, or the character of the most restrictive adjacent land use. This includes building design that emulates residential structures, sidewalk connections to neighborhoods and minimization of parking areas. Landscape areas should also promote natural open space areas similar to residential yards.

Existing local institutions should be preserved as they are and re-used as such if a current operation ceases. Federal and state preemptions may limit some local control over places of worship and public school property.

*Key Changes.* No new Institutional/Civic locations are identified in this Master Plan Amendment. However, all of the allowed uses are allowed in residential districts. New uses with spiked site specific and time-specific impacts, such as schools or places of worship, should locate on or near major roadways. Good site design can help reduce the impacts of all Institutional/Civic uses.
IMPLEMENTATION

This Bloomfield Township Master Plan Amendment specifically targets the area of Squirrel Road and South Boulevard. Implementing this plan will require the specific actions relating to zoning; however, the 2007 Master Plan also contains implementation strategies that may apply in this area. The actions listed in the table below will help Bloomfield Township implement the updated future land use plan. The tables below are from the 2007 Master Plan, specifically included as they relate to this study area. Each section of the table is divided into three categories: Action, Priority and Responsibility to help focus attention on the most important and most effective strategies. Although successful implementation will involve effort from the entire community, the third column identifies key responsibility.

In all master plan chapters, “Short term” is used to assign a sense of immediacy and assumes action within 12 to 18 months. “Midterm” is assigned to those actions occurring in one to five years. “Long term” assumes a timeframe in excess of five years. “Ongoing” actions require regular monitoring or updating.

<table>
<thead>
<tr>
<th>General Township Master Plan Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Action</strong></td>
</tr>
<tr>
<td>Reference the land use plan and sub-area plans for rezoning reviews, and other application procedures</td>
</tr>
<tr>
<td>Actively promote Bloomfield Township and pursue developers to build the recommended land uses</td>
</tr>
<tr>
<td>Update the zoning ordinance to more strongly influence the township’s land use pattern and development character in accordance with the recommendations of this plan, in particular to promote mixed use developments</td>
</tr>
<tr>
<td>Complete a comparative analysis of the zoning map and the future land use map and determine which zoning changes should be pursued by the Township to implement the plan.</td>
</tr>
</tbody>
</table>

PC= Planning Commission,  PBO= Planning, Building and Ordinance Department

* The Township Board will have a greater or lesser role in all of the above.  Their degree of involvement will vary by project.
Since the majority of the change to the Future Land Use map relates to housing, the strategies from the housing section of the 2007 Master Plan are provided below. These strategies may apply to the study area and adjacent residential neighborhoods.

<table>
<thead>
<tr>
<th>Housing Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Actions</strong></td>
</tr>
<tr>
<td>Update standards to ensure that new and redeveloped residences are architecturally diverse and of high quality, and are consistent with the scale and setbacks of other residences within the neighborhood or nearby established neighborhoods.</td>
</tr>
<tr>
<td>Examine ways to assure the installation, maintenance and replacement of trees in rights of way.</td>
</tr>
<tr>
<td>Strengthen the livability of neighborhoods through improved safety, reinvestment and community involvement.</td>
</tr>
<tr>
<td>Encourage individual private property owner pride and initiative in keeping neighborhoods strong through continued public education efforts.</td>
</tr>
<tr>
<td>Continue to support active homeowner associations in the township.</td>
</tr>
<tr>
<td>Increase homeowner association participation by encouraging their role in architectural review within their neighborhoods and the addition of a sign-off requirement for any improvements to residences/properties within their association area.</td>
</tr>
<tr>
<td>Explore alternative residential ownership options for the empty nester segment, such as condominium and town home ownership.</td>
</tr>
</tbody>
</table>

*PC= Planning Commission, PBD= Planning, Building and Ordinance Department, DPW=Department of Public Works, HA=Homeowners Association
*To a greater or less extent the Township Board may be involved in all of the above implementation.*
Zoning Plan and Matrix

Zoning is one of the Township’s most effective tools for implementing the recommendations of the Master Plan; however, there is not always a direct correlation between the Plan’s future land use designations and the township’s current zoning districts. The reason for this is that the Future Land Use Map represents the township’s preferred long-range land use arrangement, while the Zoning Ordinance regulates specific use and development of property today. As an implementation tool, the Zoning Matrix illustrates how the future land use designations generally correspond to the existing zoning districts.

<table>
<thead>
<tr>
<th>Future Land Uses</th>
<th>R-1</th>
<th>R-2</th>
<th>R-3</th>
<th>RM</th>
<th>B-1</th>
<th>B-2</th>
<th>B-3</th>
<th>B-4</th>
<th>O-1</th>
<th>OR-1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family</td>
<td>❖</td>
<td>❖</td>
<td>❖</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attached Single Family</td>
<td>❖</td>
<td>❖</td>
<td>❖</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multiple Family</td>
<td></td>
<td></td>
<td></td>
<td>❖</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>❖</td>
<td>❖</td>
<td>❖</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>❖</td>
<td>❖</td>
<td>❖</td>
<td>❖</td>
<td></td>
</tr>
<tr>
<td>Institution</td>
<td>❖</td>
<td>❖</td>
<td>❖</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recreation</td>
<td>❖</td>
<td>❖</td>
<td>❖</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Appendix

- Sign-in sheets from Open House
- Developer-provided information
# Bloomfield Township Meeting Sign-In Sheet

**Date:** December 7, 2016  
**Subject:** South Boulevard/Squirrel Rd. Open House

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mike Quinn</td>
<td>1719 Squirrel Valley</td>
</tr>
<tr>
<td>Ron Benda</td>
<td>2182 Cost Tree</td>
</tr>
<tr>
<td>Susanna &amp; Sean Bogue</td>
<td>1141 Foxwood Ct (off Squirrel)</td>
</tr>
<tr>
<td>Diana Stewart</td>
<td>4584 Steeple Chase Ct.</td>
</tr>
<tr>
<td>Basil Considine, Jr.</td>
<td>45 &amp; Steeple Chase Ct.</td>
</tr>
<tr>
<td>Tom Lloyd</td>
<td>2420 Lakes Tree Way Dr. B.H.</td>
</tr>
<tr>
<td>Vicki Johnson-Ford</td>
<td>1848 Fairfield Dr. B.H.</td>
</tr>
<tr>
<td>Rick Ford</td>
<td></td>
</tr>
<tr>
<td>Stuart Anderson</td>
<td>1053 Clear Point Ct.</td>
</tr>
</tbody>
</table>
# Bloomfield Township Meeting Sign-In Sheet

**Date:** December 7, 2016  
**Subject:** South Boulevard/Squirrel Rd. Open House

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Craig Rooney</td>
<td>1637 Squirrel Valley Drive</td>
</tr>
<tr>
<td></td>
<td>Bloomfield Hills</td>
</tr>
<tr>
<td>Emily Haine Stewart</td>
<td>458 Steeple Chase Court</td>
</tr>
<tr>
<td></td>
<td>Bloomfield Hills, Michigan</td>
</tr>
<tr>
<td></td>
<td>48304</td>
</tr>
<tr>
<td>Tom Goodale</td>
<td>1525 Brandywine Dr.</td>
</tr>
<tr>
<td>Joan Julius</td>
<td>1735 S. Hill Blvd. 48304</td>
</tr>
<tr>
<td>Michael Barratt</td>
<td>551 Sedgefield Dr. 48304</td>
</tr>
<tr>
<td>Doug McDonald</td>
<td>1161 Foxwood Dr. 48304</td>
</tr>
<tr>
<td>Anita Barratt</td>
<td>551 Sedgefield Dr. 48304</td>
</tr>
</tbody>
</table>
# Bloomfield Township Meeting Sign-In Sheet

**Date:** December 7, 2016  
**Subject:** South Boulevard/Squirrel Rd. Open House

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wayne Domine BBD</td>
<td>4200 Teleswol Bln</td>
</tr>
<tr>
<td>Pierre Delpha</td>
<td>1265 Robson Ln.</td>
</tr>
<tr>
<td>Anthony Starcherki</td>
<td>1110 Ashburn</td>
</tr>
<tr>
<td>Debrae Bosja</td>
<td>2817 Hunters Way</td>
</tr>
<tr>
<td>David L Clough</td>
<td>1701 Brookview Cir.</td>
</tr>
<tr>
<td>Robert Esnault</td>
<td>1021 Oak Tree Ln.</td>
</tr>
<tr>
<td>Tom Petrella MD</td>
<td>2384 Heronwood Dr.</td>
</tr>
<tr>
<td>Geri Walsh</td>
<td>7130 Wing LK Rd</td>
</tr>
<tr>
<td>Dani Walsh</td>
<td>7130 Wing LK Rd</td>
</tr>
<tr>
<td>Brian M Comik</td>
<td>1226 Peverell Rd.</td>
</tr>
<tr>
<td>Arthur Kaye</td>
<td>1984 Hunters Bridge Dr</td>
</tr>
<tr>
<td>Tracy Rumpe</td>
<td>245 Applewood Lane</td>
</tr>
<tr>
<td>Danielle Brent</td>
<td>1577 Hickory Bark Ln.</td>
</tr>
<tr>
<td>Name</td>
<td>Address</td>
</tr>
<tr>
<td>---------------------</td>
<td>------------------------------</td>
</tr>
<tr>
<td>Baren Lintell</td>
<td>2941 Woodcreek Way</td>
</tr>
<tr>
<td>Terry Radloff</td>
<td>1345 Ashbourne St.</td>
</tr>
<tr>
<td>Jamshed Bhatena</td>
<td>1866 Gladbury Road Hills</td>
</tr>
<tr>
<td>Judy Pinekes</td>
<td>1878 Forest</td>
</tr>
<tr>
<td>Dick Weir</td>
<td>1816 Brookview Circle</td>
</tr>
<tr>
<td>Judy Weir</td>
<td>1879 &quot; &quot;</td>
</tr>
<tr>
<td>Nick Kapelan</td>
<td>1879 &quot; &quot;</td>
</tr>
<tr>
<td>Jeff Salz</td>
<td>3114 E. Bradford Dr.</td>
</tr>
<tr>
<td>Bill Seng</td>
<td>1815 Squirrel Valley Dr.</td>
</tr>
<tr>
<td>Jimmy George</td>
<td>4162 Orchard Rd.</td>
</tr>
<tr>
<td>Bob Lalain</td>
<td>1752 South Hill Blvd.</td>
</tr>
<tr>
<td>Mark Drake</td>
<td>32500 Telegraph Pkwy.</td>
</tr>
<tr>
<td>Joan Kern</td>
<td>1337 Ashover Ct. Bloomfield</td>
</tr>
<tr>
<td>Connie Chaff</td>
<td>425 S. Spinnaker</td>
</tr>
<tr>
<td>Karen Roach</td>
<td>915 S. Squirrel Rd.</td>
</tr>
<tr>
<td>David Down</td>
<td>1325 Ashover Drive</td>
</tr>
<tr>
<td>Addison + Derby</td>
<td>1160 Fordwood Ct.</td>
</tr>
<tr>
<td>Name</td>
<td>Address</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>JAMES M. Queen</td>
<td>1155 Ashover Dr</td>
</tr>
<tr>
<td>Tom Kuntz</td>
<td>6382 N. Adams</td>
</tr>
<tr>
<td>Leslie Lazzarin</td>
<td>Bramblehush Run</td>
</tr>
<tr>
<td>Margo L. Herdes</td>
<td>1013 Oak Tree Lane</td>
</tr>
<tr>
<td>Tom Kohut</td>
<td>1223 Foxwood Court</td>
</tr>
<tr>
<td>Joan Fark</td>
<td>1815 Ledbury Dr</td>
</tr>
<tr>
<td>Paula + Don Martin</td>
<td>1829 Ledbury Dr</td>
</tr>
<tr>
<td>Mark Bokey</td>
<td>1325 Ashover St</td>
</tr>
<tr>
<td>Pam Borthner</td>
<td>1856 Ledbury Dr</td>
</tr>
<tr>
<td>Bill Berndt</td>
<td>2276 Park Ridge</td>
</tr>
<tr>
<td>William Seger</td>
<td>1348 Ashover Dr</td>
</tr>
<tr>
<td>Britta Anderson</td>
<td>1756 Brookview Circle</td>
</tr>
<tr>
<td>Nuch Anderson</td>
<td>1756 Brookview Circle</td>
</tr>
<tr>
<td>Harold Delgraff</td>
<td>1735 Squirrel Valley Dr</td>
</tr>
<tr>
<td>Jeffrey Art</td>
<td>3821 CRESTAKE Drive</td>
</tr>
<tr>
<td>Ph. 1 + Tanya Hubbard</td>
<td>1880 Shaker Heights Rd</td>
</tr>
</tbody>
</table>
QUESTIONS FOR TOWNSHIP OPEN HOUSE

1. Does the master plan require amending or opening to re-zone this parcel? 
   YES: What are the steps the developer must follow to change the master plan so this project can proceed? 
   NO: What are the steps to change the zoning of these parcels so this project can proceed? 

2. Why hasn’t commercial development been pursued? 

3. Why isn’t commercial development viable? 

4. Why not make entire parcel residential? 

5. Why is rental property being proposed? What data does the developer have that renting the proposed units is best for this project and Bloomfield Township when rental units are not welcomed in residential areas? 

6. Why does the developer believe the current plan for these property parcels is the best for Bloomfield Township? What data does the developer have that proves his belief? 

7. Why isn’t density lower to increase ‘green space’ and improve appearance? 

8. What is potential for rental units to become owned condominiums? 

9. Could the 5/3 Bank property become part of the development? 

10. What is the process for the proposal to receive approval? 

11. What are the opportunities for public input as the proposal proceeds? 

12. How is the developer held accountable to meet the approved project? 

13. If changes are requested from the developer for the approved project when is public input sought? 

14. Since a Bloomfield Township Trustee owns one of the parcels in this project, isn’t that a conflict of interest? Should trustee be made to divest the parcel? 

15. What is the name of the management company the developer plans to use to manage these rental units ensuring they are maintained to the standards that the current local residential properties are? 

16. What criteria will the management company use to vet anyone renting these properties to ensure they have the necessary financial backup so we minimize if not eliminate defaults? 

17. Are there plans to have our federal or local governments subsidize these rental units for low income families or for refugees from other countries? 

18. What are the building and use restrictions the developer plans to have in place to ensure the rental management company makes the renters follow them? 

19. In the previous Township Trustee meeting that was televised, it is apparent that the options in Question 1 are intertwined and the explanation given at this meeting was confusing. So it would be beneficial if the Township would put the explanation into writing so all could read and try to understand the ramification of which comes first, the Master plan or the rezoning for this project to proceed?
BLOOMFIELD TOWNSHIP OPEN HOUSE POSITION PAPER
(Generated by the Burlington Plaza Development Concerned HOA's)
12-7-2016

Foremost, any development should enhance or at least maintain property values of nearby homes. Residential developments must be synonymous with surrounding neighborhoods.

Development Preferences

- Rental units may lower values of surrounding properties. This in turn will lower revenues to township based on property taxes. If units are initially to be rented due to financing issues, then all units should be converted to owner occupied within 5-8 years of completion e.g. Condominiums.
- Overall density of proposal (7 units/acre) is high. Therefore, density should not exceed 5.3 units per acre. This is double the density of adjacent residences. This would promote green space and upscale appearance as promoted by developer.
- Residential units should blend with and enhance the surrounding subdivisions.
- Developer’s proposal asks that North East corner of property be kept at B-1/2 commercial zoning. Since previous commercial property failed 100% of development should be residential. What is feasibility of including the 5/3 bank building? i.e. Community building.
- Exterior of buildings should contain at a minimum 40% brick and/or natural stone in line with deed restrictions for adjacent residences.
- Maximum number of 4 units per building to avoid row house appearance and a minimum of 4 different elevations to promote upscale appearance.
- All units should have varying landscaping and not be repetitive to promote upscale appearance.
- Deed restriction that residents must be 55 or older. Bloomfield Township’s demographics shows that by 2030, 31% of the residents will be 65 so it would appeal to our current residents. Also, developer is targeting this group. This demographic group is less likely to be transient.
- Current wall separating BNE and development site must be replaced with a more attractive structure and maintained properly by owner or association. Where there is no wall, natural landscaping to separate BNE and development. Developer, future owner, or association should maintain (not BNE).
- Bloomfield Township should conduct regular inspections of the development to avoid the deterioration that was prominent with previous development.
Concerns:

- Per a previous discussion with Township Supervisor and Director of Planning Department, there are no other rental units as proposed in our Township. All such rentals were converted to owner occupied. The only examples provided were of the assisted living facilities on Telegraph. Therefore, this is an experimental development with no experience with success for this type in our Township.
- What recourse is available to address plan revisions after approval (i.e. additional units, exterior changes, material downgrades, road construction).

Presented by:
Michael Quinn
1719 Squirrel Valley
Coordinator of the Burlington Plaza Development Concerned HOA's

HOA's Involved:

- Adams Square
- Bloomfield Manor Condos
- Bloomfield North Estates
- Chapel Hill Estates
- Fox Hill's Community Assoc.
- Foxwood Nature Association
- Hampton Hills
- Shaker Heights
- South Hills of Bloomfield Condos
- Whisper Woods

December 5, 2016
BNEHA, which borders the area directly, with 98 homes, along with several other subdivisions nearby, has a strong interest in the future of this property.

We also have serious concerns about the plan proposed by developer.

We want a solution that will be win-win for city - neighboors - developer.

Mary Sanhagiri
248-495-7629
President BNEHA
I represent Foxwood Nature Association. My H.O.A. is against the development of a strip mall within a 3 minute drive from Squirrel & S. Blvd. We have (1) Sit Down Restaurants, (4) Fast Food Rest., (7) Gas & Auto Service Shops, (6) Barber/Beauty Shops, (2) Drug Stores, (3) Dry Cleaners, (1) Bank, (1) Hardware Store, (1) Grocery Store, (4) Doctors/Dentist, (1) Nail Salon, (24) Miscellaneous Businesses. Why do we need another strip mall? What business or service are we lacking? Foxwood supports a development on the property without the retail OR the right business, i.e. upscale grocery (Ethnic Grocery if possible)

From the Residential Development Side.
Less Density
More Green Space
Accuracy in the Site Plan (Gates & Landscaping)
No Concrete Patios Allowed
Higher Percentage of Brick & Stone Building Materials
Comments

Date: December 7, 2016
Subject: South Boulevard/Squirrel Rd. Open House

What happens if the owner can't get the rent of $2,000 per mo?

How can a family be turned away if there are no restrictions on who can rent?

Why haven't commercial interests succeeded in the past?
Comments

Date: December 7, 2016

Subject: South Boulevard/Squirrel Rd. Open House

- Commercial area is the same as space currently available near you. There are many stores unoccupied (old have been for many years).

- Data shown (income and average home price) do not reflect that of the nearby surrounding residential area. That data makes a lowering of standard to what currently exists.

- Density is right

- Why not build for purchase?

- What if you can't meet the $2K/month rental amount?

- What is the thinking about real estate values in the nearby areas? Residents have invested a lot in their homes. Believe in real estate.
Comments

Date: December 7, 2016

Subject: South Boulevard/Squirrel Rd. Open House

The proposed mixed-use change to the Master Plan of Bloomfield Township is unacceptable to me and all the neighbors I have contacted with. Once the principle of mixed-use residential/commercial zoning was introduced into the township, it will only be a matter of time before other parcels of land which might be deemed "開發" or "any" begin to change. Only from strictly residential or strictly commercial. The mixed-use change to the Master Plan long-term will change the character and nature of Bloomfield Hills, from our stable bedroom community. It is no secret the Detroit area has suffered tremendous hardships with evictions in the submarket. The last thing in the world the metro-Detroit area needs is the loss of Bloomfield Hills as one of the only two high-end residential areas throughout southeast Michigan. A city is to survive, therefore to be bedroom communities like Bloomfield Hills and Bloomfield Township to attract homeowners with incomes that help sustain local business or, change Bloomfield Township and eventually turn it into a bedroom of Southfield. Traditionally B1.Twp & B1.Hills have had a "hands-off" policy for commercial development. This has served the residents and the greater Detroit area well. Remove that "jewel in the crown" and you eliminate a prized attraction for wanting to locate here. Mixed-use changes will not garner anything for the communities and only serve to provide a quick buck for the developers. Township Board members until a financial interest and the current property owner, a resident, completely reject the current proposal at Squirrel Rd & South Blvd, and the arguments being made by the developers & Board in its favor.
Comments

Date: December 7, 2016
Subject: South Boulevard/Squirrel Rd. Open House

Consider Township sponsored recreational use. That will benefit the community. Avoid changing master plan.

Basil Considine, Jr.
458 Steeple Chase Ct.
Comments

Date: December 7, 2016
Subject: South Boulevard/Squirrel Rd. Open House

1. Is the "Project" sound from an economic standpoint? $200,000 seems too low to support & I question the real return the developer/investor will get. Therefore his financial plan needs to be carefully evaluated.

2. What costs will the community incur? Additionally, school rooms? Water & sewer lines? Police & fire? Other City/Community services to include health care?

3. What influence will the condo have on my taxes?

4. Does the developer/investor have money set aside for maintenance & upkeep? Let alone emergencies. I own condo on North & we must maintain at least a 10% "Rainy Day" Fund.

Based on what I learned tonight, I hope the Board will reject the developer's plans as suggested.
Comments

Date: December 7, 2016

Subject: South Boulevard/Squirrel Rd. Open House

Do not change the classification/zoning.

No rental home without stay you will get $2000, if you don't you will have to lower the rent and that will lower my house value.
Comments

Date: December 7, 2016
Subject: South Boulevard/Squirrel Rd. Open House

Since the township has NO public parks, couldn't this vacant land be easily converted to that use?

The township supervisor has advised that no consideration is made in regards to tax revenue from this proposed development. So a park would serve the entire community.
Comments

Date:   December 7, 2016
Subject:   South Boulevard/Squirrel Rd. Open House

Leave it commercial.

We could use a lovely restaurant with an attached Beperge - there are not good bakeries in the area.

The restaurant could be unique with outdoor seating - beautiful garden, etc.

Do not like idea of Condos preserved. Condos are too close together & do not like only one exit entrance.
Comments

Date: December 7, 2016

Subject: South Boulevard/Squirrel Rd. Open House

Any housing development for older residents should include some sort of open space/health option such as a tennis court and/or weight room/community room/lap pool/Spa – maybe open to neighboring houses for a membership fee?

Dislike the idea of commercial area having an entrance to Squirrel right before the light at South.

Commercial area appears very small - maybe a Starbucks? No fast food, no pizza is needed in the area.

Yes, I would walk or bike there if there was something like a Starbucks or other coffee shop or bakery.

Sure hope these houses are not going to sink into the black muck ten years from being built.

Think apartments (as opposed to condos) will lower the neighborhood property values which are already lower than the rest of Bartram due to Avantale Schools.


Project Proposal is too dense
- no green space, play area for residents

- being in their "target" market, I would not consider the "condo" / "apt"
Comments

Date: December 7, 2016

Subject: South Boulevard/Squirrel Rd. Open House

1) Street access - The township Board advised us that the street plan shown will not pass the EIR Marshall. Will the plan be modified to have cul-de-sacs versus T shaped streets.

2) With multiple failed commercial enterprises on this site previously, why have ANY commercial development.

3) If the developer insists they are marketing to "empty nesters" why will they not agree to age restrictions for their renters?

4) Is ANY of the proposed siding vinyl?

5) Why can the township NOT require a surety bond to make sure the project is completed as proposed?

6) Please provide specific study statistics regarding the NSCN for this number of rental units at the stated rent in this area.
The major concern is the surrounding sub division's impact on the value of our homes because of this development. The retail units (stores & cafes) need to be upscale, not fast food.

The residential units are to be leased at $2,000/month. What happens if they are not all leased? What will the tenant do? What will happen to the property?

Dw could breathe
248 646 5305
Comments

Date: December 7, 2016

Subject: South Boulevard/Squirrel Rd. Open House

I'd like to see less units so the area can have more green yard space.

As for commercial buildings, a nice set down restaurant, not the multiple business as shown in drawing.

Also, I do not favor rental units!!
Comments

Date: December 7, 2016

Subject: South Boulevard/Squirrel Rd. Open House

1. **Access from Squirrel Ave. with sub to east causes concern.**
2. Appears to cause decrease to surrounding property values.
3. Already empty business sites currently in area.
4. Area currently marred by concern about rental cost being too high and then becoming a lower cost unit bringing in a low income user.
5. Develop area all commercial.
Comments

Date: December 7, 2016

Subject: South Boulevard/Squirrel Rd. Open House

1. Concerned that the Commercial property has an exit directly across from ashorts which will end up being a three far to Adams.

2. How will the maintenance be done — who is responsible for grass cutting, etc.

3. What do know specifically what the Commercial site is — around about date a single owner if ever goes in one of the buildings.

4. Is there a conflict of interest in a board member owning some of the property.

5. What happens if the units don’t get rented? Will you lower the price?

6. What happens to our property value with this rental community?
Comments

Date: December 7, 2016

Subject: South Boulevard/Squirrel Rd. Open House

- No multi-family homes
- Too many houses per the parcel size.
- Need a food store like a Kroger.
- Need a few restaurants in this area.
- The view of this plan looks like a city project housing.
- We are not impressed with this plan.
- Do not change the zoning!
Comments

Date: December 7, 2016

Subject: South Boulevard/Squirrel Rd. Open House

FROM BILL SEN C (1815 S VALLY DRIVE)

1) NO RESIDENTIAL DEVELOPMENT UNLESS YOU RESTRICT TO 2 OR 3 UNITS PER ARE - THE CURRENT RATIO OF SURROUNDING AREAS

2) PUSH FOR COMMERCIAL DEVELOPMENT ONLY

3) FULL DISCLOSURE IF TOWNSHIP OFFICER HOLDS TIMBERS WATER IN PART THE DEVELOPMENT, INCLUDING LAND SWAPS

(a) WHAT IS THE GAIN FOR THE TOWNSHIP OFFICER.

BOTTOM LINE - I HAVE A 400-500,000 HOMES AND I DO NOT WANT A RESIDENTIAL DEVELOPMENT THAT WILL AFFECT PROPERTY VALUES.

Bill Sen
Comments

Date: December 7, 2016

Subject: South Boulevard/Squirrel Rd. Open House

I am very concerned that the increased and alarming
unnecessary building (which has caused considerable
damage) to the grounds. This is a completely unsafe situation caused and
would not have been done. It has already taken damage to
the original character of the landscaping at the corner of
the Senior First on the top of Squirrel Road. The stoop itself
caused the a problem that would have been diminished if the
apparatus was not on the property. The brush is planted.

The amount of this disturbance is to mock

Signed: Emily Stewart

December 7th, 2016
Comments

Date: December 7, 2016

Subject: South Boulevard/Squirrel Rd. Open House

- Festive residents to 55 and over as robots the target market
- Why has Eurore reduced the size of rental units down to 1400 range? In both presentations to HOA board members in 2015, Michael indicated 1,600-1,800 sq ft.
- Lot size should not be of paved concrete homes backing up to what would appear to be new income.
- Roof line of development appears to be repetitious. Should vary
- Density should be no more than twice adjacent neighborhood
- Exterior materials should be at maximum 40% brick and/or natural stone
- Properties should be owner occupied as owner has vested interest in maintaining property value & appearance

- Format & time of open house was inappropriate. Plan your own demographics, serve area, high concentration of homes. You asked them to stand for 1.5 hours & those of us who are physically challenged had difficulty seeing presentations.
Comments

Date: December 7, 2016

Subject: South Boulevard/Squirrel Rd. Open House

- **RENTALS**
  - Boulevard Entrance
  - Limit # of units and write it in CJ
  - Get some committed occupants before building
  - Is this a potential lead?
  - What does M DEQ say about lead?

- **RETAIL**
  - What makes this more viable than Rochestervills
  - Moisee Stripmall? There are vacant sites.
  - Can sideline entrance with retail?
  - Who pays to demolish when this fails?
landscape plan for: "Manchester of Bloomfield"
- a planned mixed-use commercial/residential community
Bloomfield Township, Michigan

scale: 100'
Commercial Development

REVIEW: 02 AUG. 16
REVIEW: 09 AUG. 16
SUBMITTED FOR SITE PLAN REVIEW: 22 MAY 17
REVISED: 12 JUN. 17
REVISED: 13 SEPT. 17

DECORATIVE WALL SCONE
CLEAR ANOD. ALUM.
STOREFRONT (TYP.)

BURNISHED BLOCK BASE
THRU WALL MASONRY UNIT (C-BRICK)

FABRIC AWNING
PREFIN. METAL COPING

EIFS CORNICE
THRU WALL MASONRY UNIT (C-BRICK)

INDICATES POSSIBLE SIGN LOCATION (TYP.)

BURNISHED BLOCK ACCENT
PREFIN. METAL COPING

EIFS CORNICE

NOTE: ROOF TOP UNITS SHALL BE SCREENED BY BUILDING PARAPET WALLS (TYP.)

PROPOSED RETAIL
4,392 S.F.
PROPOSED RESTAURANT
2,500 S.F.