Potential buildout recommendations across the district:

- Existing building rehab
- Infill redevelopment on underutilized sites
- Shared parking solutions
- Unified district character
- Consistent street treatment
- Paved, usable rear service drives
- Buffers between business district and adjacent neighborhoods

The City of Rochester Hills is working with MDOT on improvements to the roadway and streetscape in the near future.
Plan Goals
The following goals were developed and refined throughout the planning process to provide a framework for the corridor plan:

- Strengthen the overall district brand as a unique destination
- Moderately intensify development to maximize the potential of the district
- Calm traffic, particularly in neighborhoods
- Redesign Auburn Road into a safe and attractive place for vehicles and pedestrians
- Create a more walkable environment that supports nearby residents, local businesses and commerce, and encourages new development opportunities
- Organize parking and provide additional parking supply
- Help stimulate desired redevelopment along the corridor
- Create clear transitions and borders between the residential neighborhood and the commercial corridor
- Provide safe pedestrian crossings
- Bring more green elements, landscaping, public open space and plazas to the corridor
- Promote City and property owner collaboration to support reinvestment

Vision: outdoor public gathering space

The 2016 Market Study shows potential in the trade area for the following:

- Housing: 45-64 new units
- Office and tech-driven industrial space: 20,500-27,000 square feet
- Retail goods and services: 41,000 square feet

A Vibrant, Walkable Brooklands
Plan assistance by LSL Planning, MKSK Studios, The Chesapeake Group, and OHM Advisors

More about the plan

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 is under the jurisdiction of MDOT and the corridor lacks 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.

The process included a market study, stakeholder meetings, and a series of open houses. The plan was ultimately adopted by both the Planning Commission and City Council in January 2017.

The plan is just the beginning.

Now let’s make it happen.