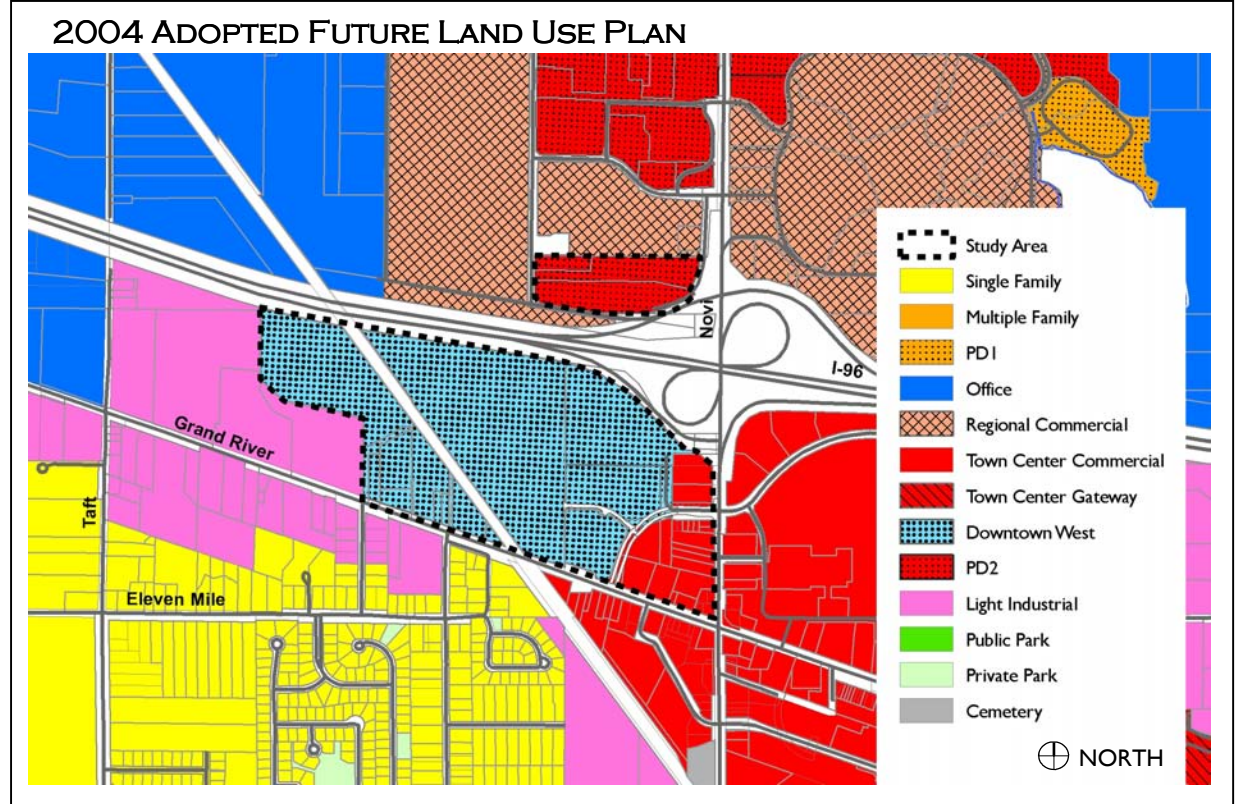


I-96 / NOVI ROAD STUDY AREA SUMMARY

The 2004 City of Novi Master Plan for Land Use designates the I-96 / Novi Road Study Area for:

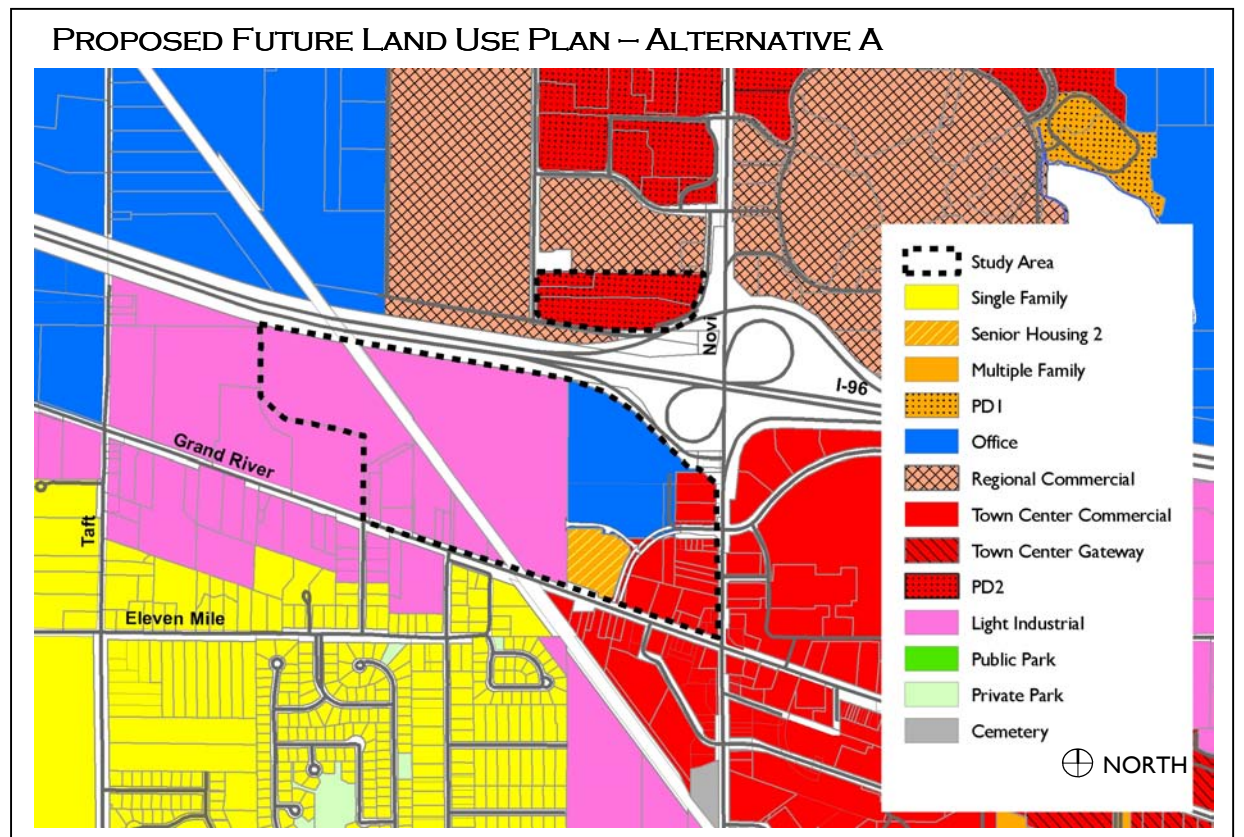
- Downtown West.
- Town Center Commercial.
- PD2.



Alternative A proposes to designate the “Downtown West” portion of the study area for:

- Senior Housing 2.
- Office.
- Light Industrial.

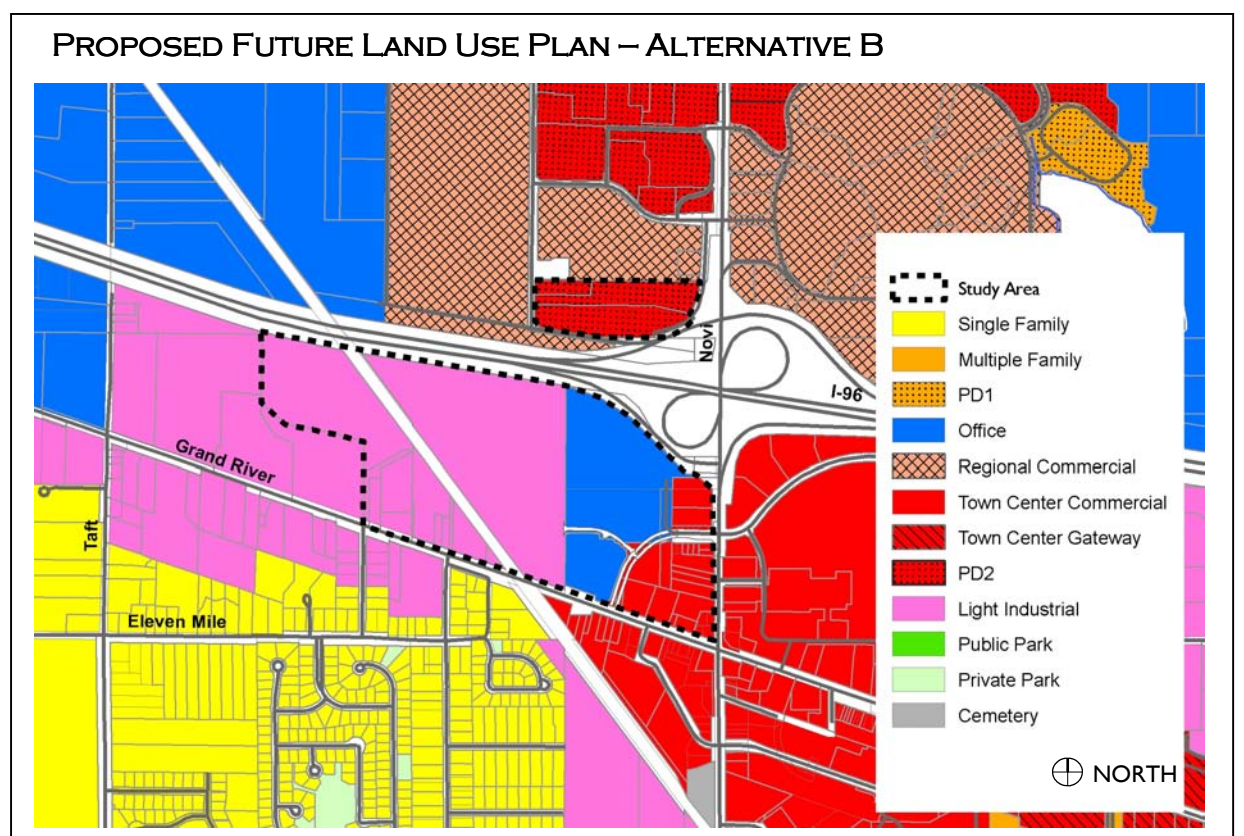
Alternative A proposes the same land uses as the 2004 Master Plan for Land Use for the remainder of the study area.



Alternative B proposes to designate the “Downtown West” portion of the study area for:

- Office.
- Light Industrial.

Alternative B proposes the same land uses as the 2004 Master Plan for Land Use for the remainder of the study area.



I-96 / NOVI ROAD STUDY AREA ALTERNATIVE A

PLANNING FRAMEWORK

- The I-96 / Novi Road study area is currently a mix of light and general industrial, commercial, and office uses.
- The study area has significant exposure to and visibility from I-96 as well as frontage along Novi Road and Grand River Avenue.
- For planning purposes, the study area has been divided into three distinct planning areas: the Conference District, the Ring Road Area, and the Industrial District.
- The City plans to connect Fonda Drive to Grand River to complete the northwest segment of the Town Center “ring road”.
- The former Novi Expo Center occupies approximately 22.5 acres directly adjacent to the I-96 / Novi Road interchange within the Ring Road planning area.
- Many commercial uses along Novi Road within the Ring Road Area developed prior to enactment of the City’s access management standards.
- The intersection of Novi Road and Grand River Avenue, known as “Novi Corners,” holds historical significance within the community.
- The Walled Lake Branch of the Middle Rouge River runs through the Ring Road and Industrial District planning areas.
- The Industrial District is appropriately situated to the east and west of the CSX Railroad corridor on the north side of Grand River.
- The Industrial District is located just west of the Town Center’s western gateway on the north side of Grand River Avenue.
- Access to properties within the Conference District planning area is provided only by Sheraton Drive, with secondary access to the Crown Plaza site via Donelson Drive.
- The Needs Assessment identified that the zip code area associated with the study area could support an additional 308,000 square feet of the additional Novi-generated retail goods and related services demand by 2015.

LAND USE PLAN

CONFERENCE DISTRICT

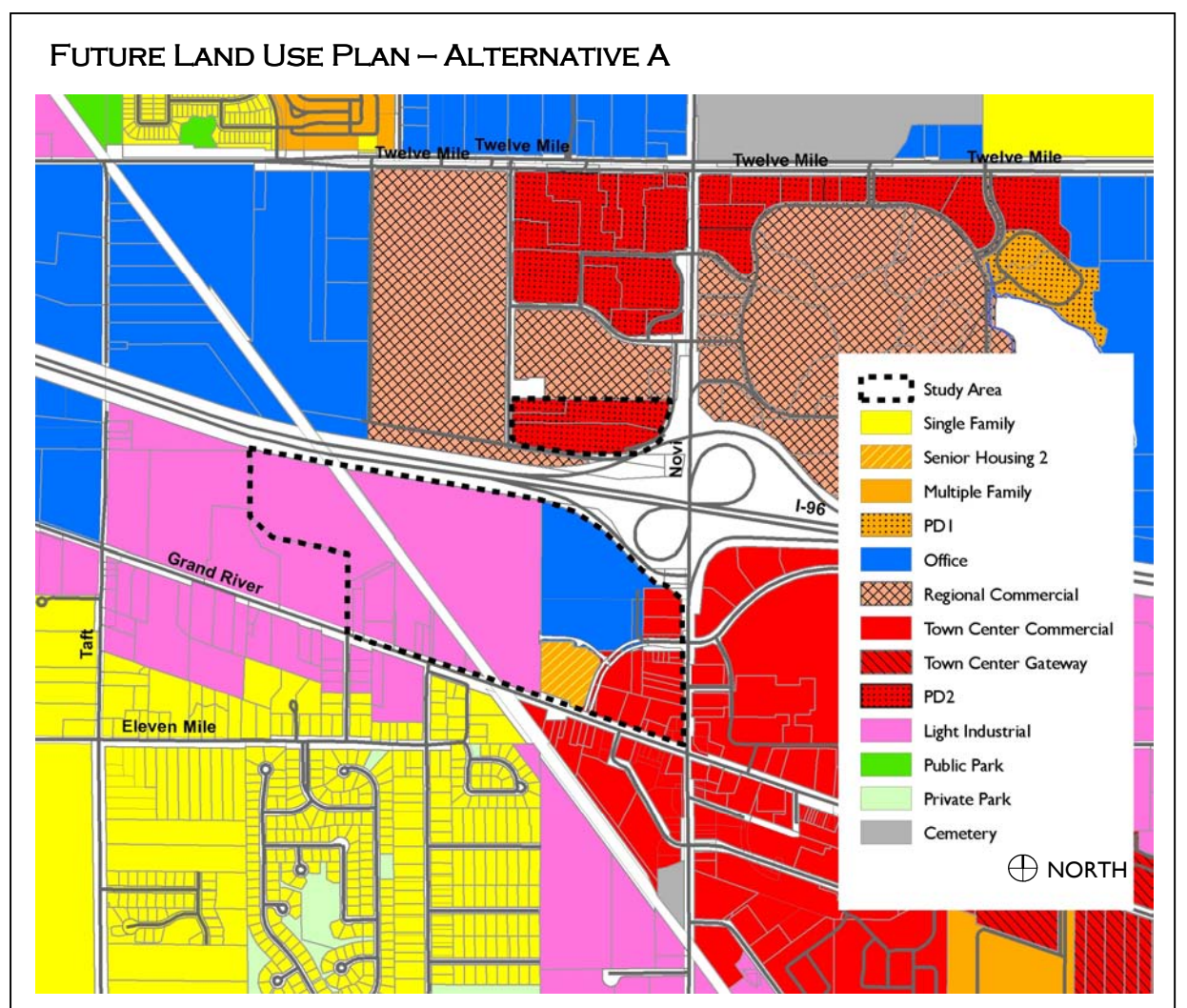
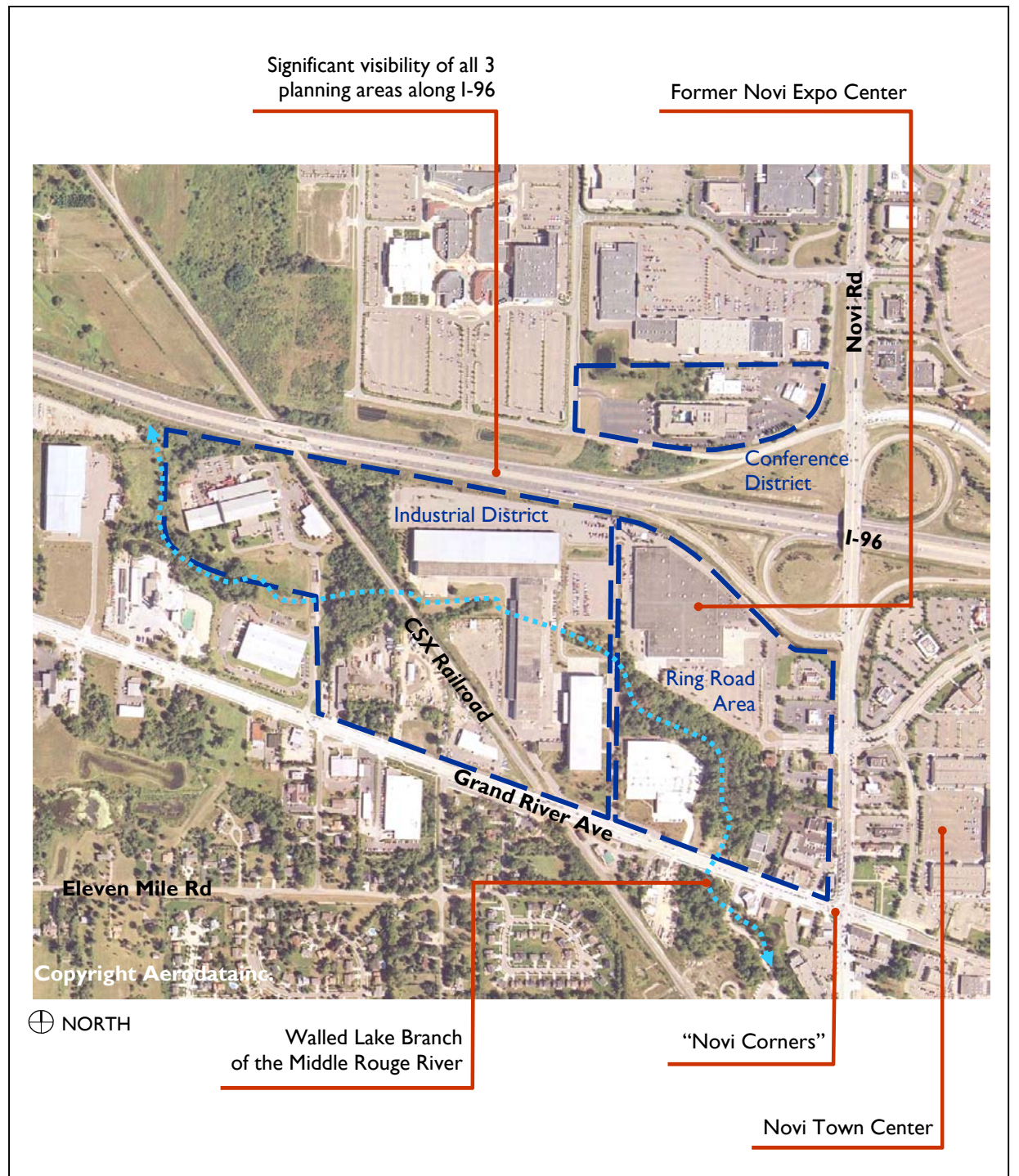
- **PD2.** Continue to plan for PD2 within the study area north of I-96.

RING ROAD AREA

- **Town Center Commercial.** Continue to designate the west side of Novi Road as Town Center which is intended for a variety of uses including retail, commercial, office, residential, civic, cultural, and open space with a pedestrian oriented, urban character.
- **Office.** Plan for large-scale office use within the study area immediately adjacent to the I-96 / Novi Road interchange.
- **Senior Housing 2.** Plan for a medium intensity senior housing complex within the study area.

INDUSTRIAL DISTRICT

- **Light Industrial.** Continue to designate the area adjoining the railroad for office, research and development, light industrial and warehousing uses.

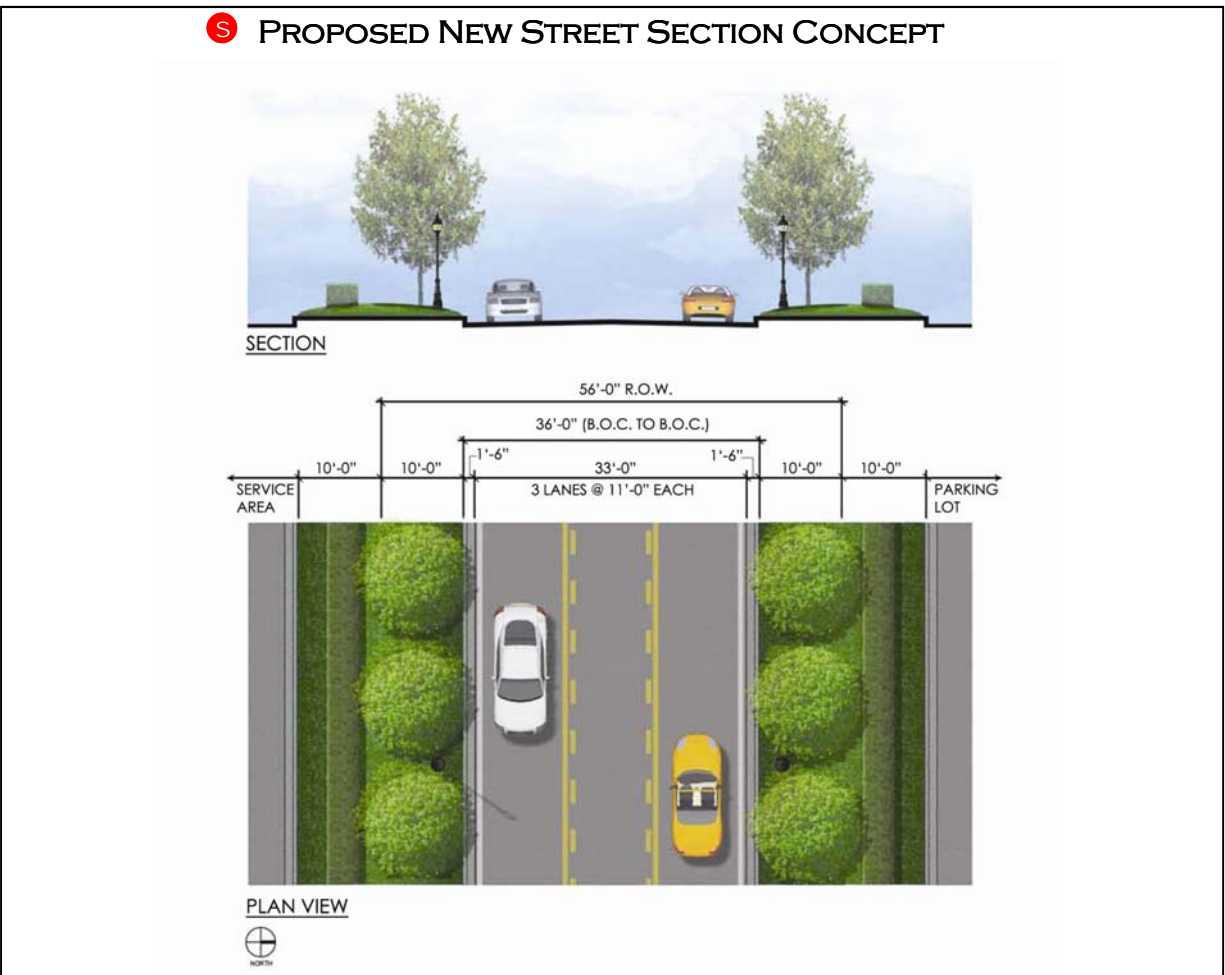
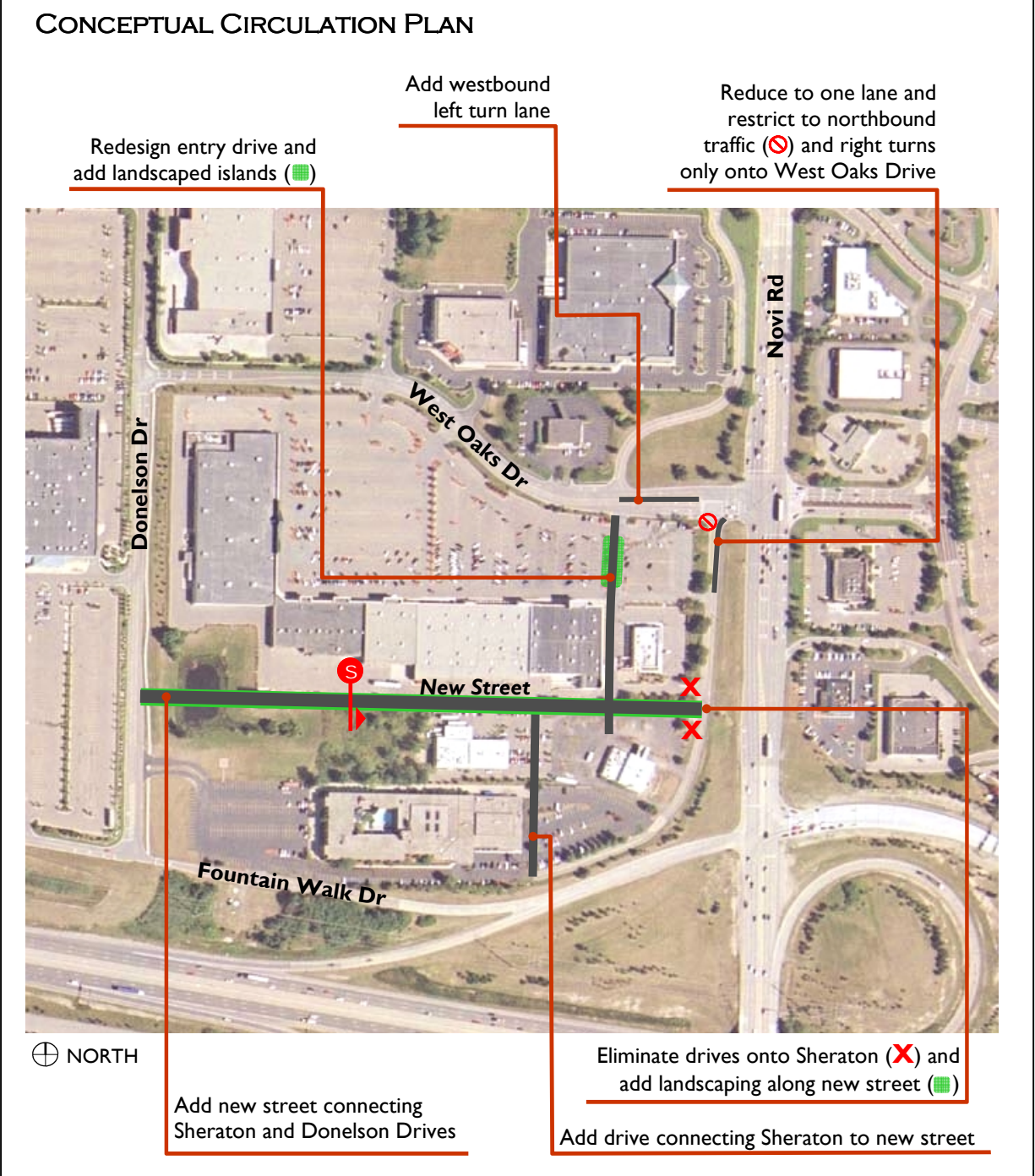


I-96 / NOVI ROAD STUDY AREA ALTERNATIVE A

CONFERENCE DISTRICT

FORM, SITE DESIGN & CIRCULATION

- Redevelopment within the Conference District should take advantage of the area's prominent location and prime I-96 exposure and visibility.
- A new circulation system should be implemented within the Conference District to improve access to existing uses, create greater potential for additional development and redevelopment, and reduce conflicts near Novi Road. Key components of the Circulation Plan are:
 - ◇ A new street south of West Oaks connecting Donelson Drive with Sheraton Drive.
 - ◇ A redesigned entrance drive into the Conference District through West Oaks.
 - ◇ A new westbound left turn lane on West Oaks Drive to access the redesigned entrance drive and eliminate conflicts near Novi Road.
 - ◇ Narrowing of the northern portion of Sheraton Drive to one lane and restricting to northbound traffic and right turns only onto West Oaks Drive.
- The City should explore the possibility of underground stormwater detention in the Conference District.



I-96 / NOVI ROAD STUDY AREA ALTERNATIVE A

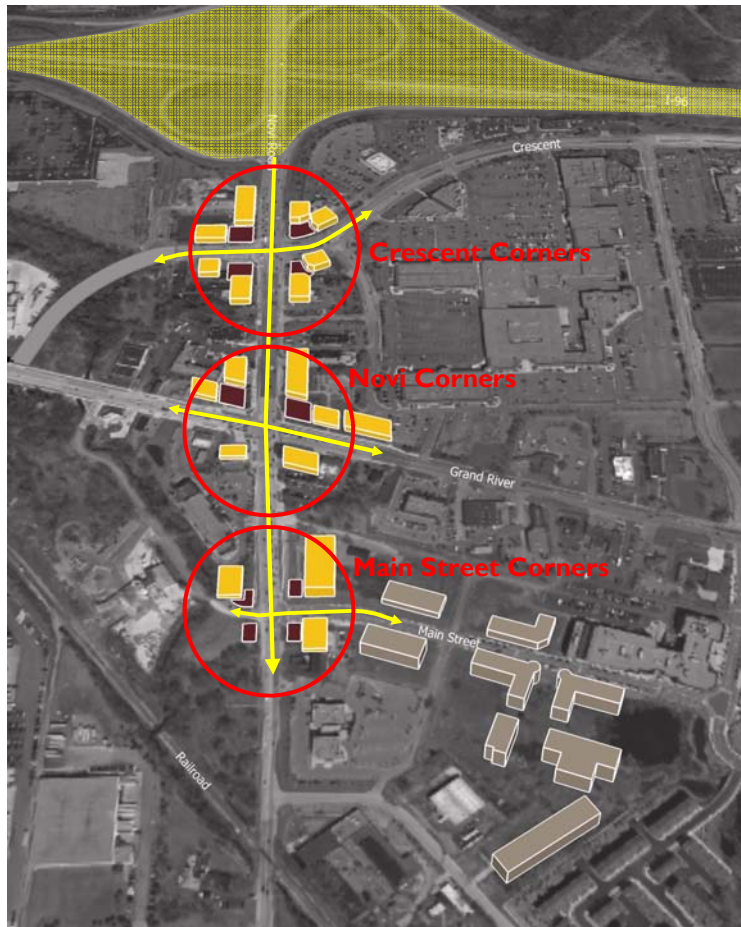
RING ROAD AREA

FORM, SITE DESIGN & CIRCULATION

- The Ring Road Area is envisioned as a mix of uses including retail, residential, and office that complement each other and support the larger Town Center area.
- Development and redevelopment within the Novi Road portion of the planning area should include buildings set close to the roadway to create an edge along Novi Road and define pulses of development.
- Terraces or plazas similar to the northeast corner of Novi Road and Grand River Avenue should be created and enhanced at the intersections to create spaces for pedestrians and public activity.
- The City should evaluate rezoning of properties along Novi Road to facilitate redevelopment consistent with the TC-1 District.
- Large canopy deciduous trees should line both sides of Novi Road and the future ring road to create attractive avenues through the ring road area and to create a buffer between the sidewalk and the roadway.
- The Middle Rouge River corridor should be featured through the planning area as an attractive natural amenity and focal point for the public to enjoy.
- The City should pursue available grant money to assist in the preservation of the river corridor.
- Fonda Drive should be extended to Grand River to complete the northwest segment of the future ring road.
- The City should pursue available grant money to assist in the completion of the planned Town Center area ring road.
- Redevelopment of the Novi Road frontage should include a backage road between the ring road and Grand River, interconnected parking areas, and shared access points onto Novi Road to eliminate individual driveways and minimize traffic conflicts on Novi Road.



Existing view of Walled Lake Branch of the Middle Rouge River at Grand River Avenue



DEVELOPMENT PULSING

The Ring Road Area plan envisions nodes or “pulses” of development along Novi Road south of I-96.

Development at the corners of Crescent Boulevard/Fonda Drive, Grand River Avenue, and Main Street will include buildings set close to the roadway with increased height at the corners.

Terraces or public plazas located at the corners will create spaces for pedestrians and enhance these important intersections at the heart of the Town Center area.

Novi Road will be an attractive avenue lined with a soldier course of large canopy deciduous trees that will give significance to this segment of Novi Road.

Crescent Corners and Novi Corners will be pulses of activity that will draw travelers south from I-96 to Main Street and enhance the pedestrian experience.

RING ROAD AREA DEVELOPMENT CONCEPT – ALTERNATIVE A



The development concept above reflects the recommendations of the Future Land Use Plan. Building heights are based on use of surface parking. Parking areas along Novi Road are based on a mix of uses permitted in the TC-1 zoning district. Provision of structured parking would allow for larger building footprints or greater building height. (Note: proposed street sections are illustrated on following page.)

I-96 / NOVI ROAD STUDY AREA ALTERNATIVE A

RING ROAD AREA

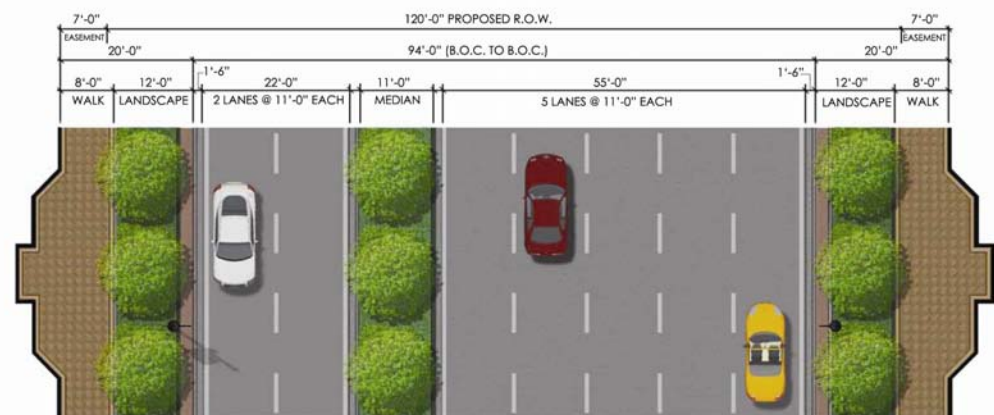


- A median should be added to Novi Road at the southern approach to Crescent Boulevard to provide a refuge for pedestrians and enhance the northern entrance into the City's Town Center.
- Large canopy deciduous trees should line both sides of Novi Road and the future ring road to create attractive avenues through the ring road area and to create a buffer between the sidewalk and the roadway.

PROPOSED STREET SECTION CONCEPTS



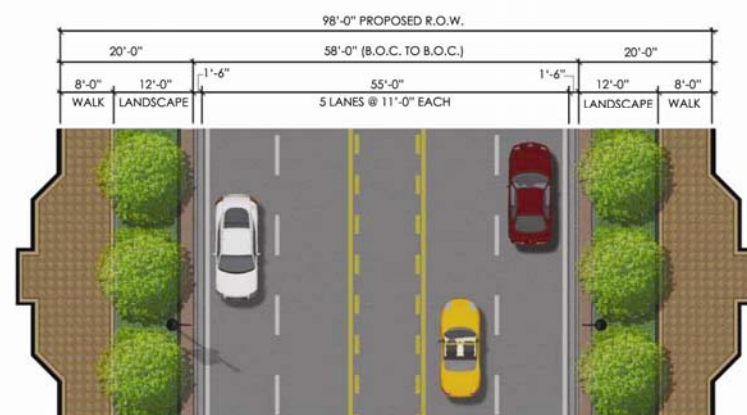
S1 - NOVI RD NORTH - SECTION



S1 - NOVI RD NORTH - PLAN VIEW



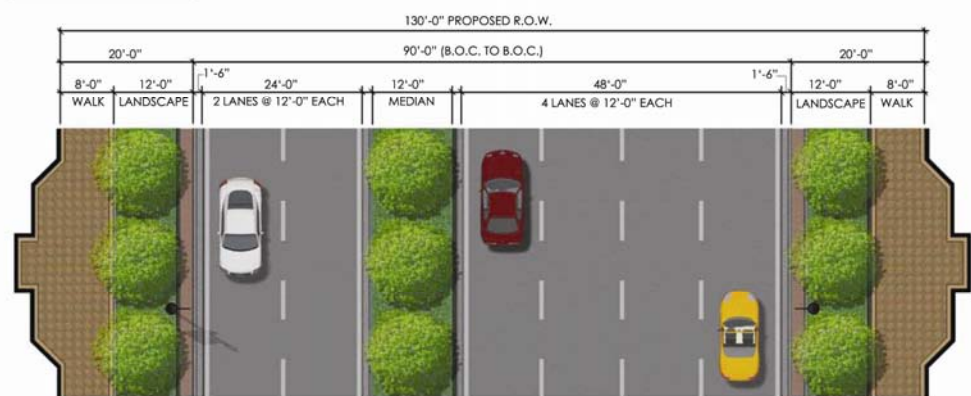
S2 - NOVI RD SOUTH - SECTION



S2 - NOVI RD SOUTH - PLAN VIEW



S3 - RING RD - SECTION



S3 - RING RD - PLAN VIEW

I-96 / NOVI ROAD STUDY AREA ALTERNATIVE A

RING ROAD AREA

- The City should move forward with plans to extend the ring road from Novi Road to Grand River to complete the northwest quadrant segment.
- The City should rezone the former Novi Expo Center property from EXPO to OST to encourage redevelopment of the site for office use. Office development on this site will benefit from the prime location as well as help support the adjacent retail and restaurant uses.
- Future office development within the planning area should be encouraged to take advantage of the increased height limit permitted in the OST District.
- Redevelopment of the former Expo Center site should take advantage of its prime location and visibility and become an icon for the City from I-96. Future development of this site should include:
 - ◇ Additional building height permitted within the OST District.
 - ◇ Benchmark architecture and quality building materials.
 - ◇ Enhancement of the river corridor as a site amenity.
 - ◇ Pedestrian connections to the Town Center area.

EXAMPLES OF BENCHMARK OFFICE BUILDINGS



Office building with structured parking and green roof



Office building adjacent to and fronting on natural area



- Senior Housing 2 development should be permitted within the planning area to add to the mix of uses and broaden the variety of housing within the Town Center, as well as help support the adjacent retail and restaurant uses.
- Future senior housing development along the ring road should include:
 - ◇ Buildings placed close to the road and buildings overlooking the river with heights up to six stories.
 - ◇ Pedestrian connections to the Town Center area.

EXAMPLES OF SENIOR HOUSING 2



I-96 / NOVI ROAD STUDY AREA ALTERNATIVE A

INDUSTRIAL DISTRICT

FORM, SITE DESIGN & CIRCULATION

- Landscaping and other buffering techniques should be utilized to improve the appearance of the Industrial District from I-96.
- Right-of-way plantings, site landscaping, and building facades should be enhanced with high quality materials to improve the appearance of the Industrial District along Grand River Avenue and to provide a better transition into the Town Center from the west.
- Rezoning of properties within the planning area should be evaluated in order to facilitate implementation of the Master Plan.
- Outdoor storage uses are more appropriate elsewhere in I-2 areas. Outdoor storage should be phased out over time as redevelopment occurs within the planning area.
- Development of flexible space buildings that can accommodate office, light industrial, and research uses should be encouraged within the planning area to respond to the growing trend for this type of space.
- As redevelopment occurs, green building techniques, such as green roofs, should be encouraged to reduce energy costs. In addition to energy savings, green roofs could also enhance the view of buildings within the Industrial District from the I-96 freeway.

EXAMPLES OF LANDSCAPING AND SCREENING



EXAMPLE OF A GREEN ROOF



I-96 / NOVI ROAD STUDY AREA ALTERNATIVE B

PLANNING FRAMEWORK

- The I-96 / Novi Road study area is currently a mix of light and general industrial, commercial, and office uses.
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LAND USE PLAN

CONFERENCE DISTRICT

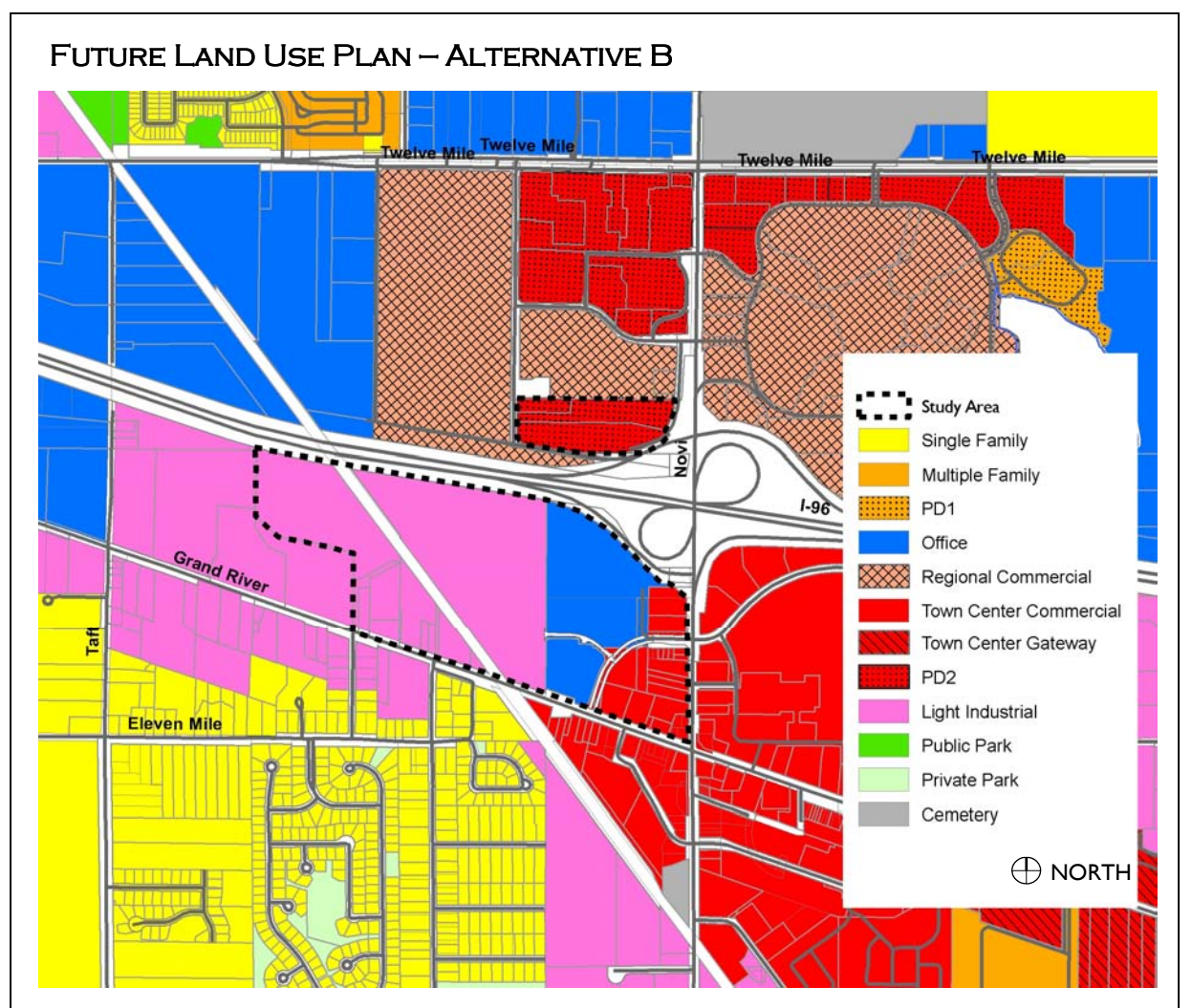
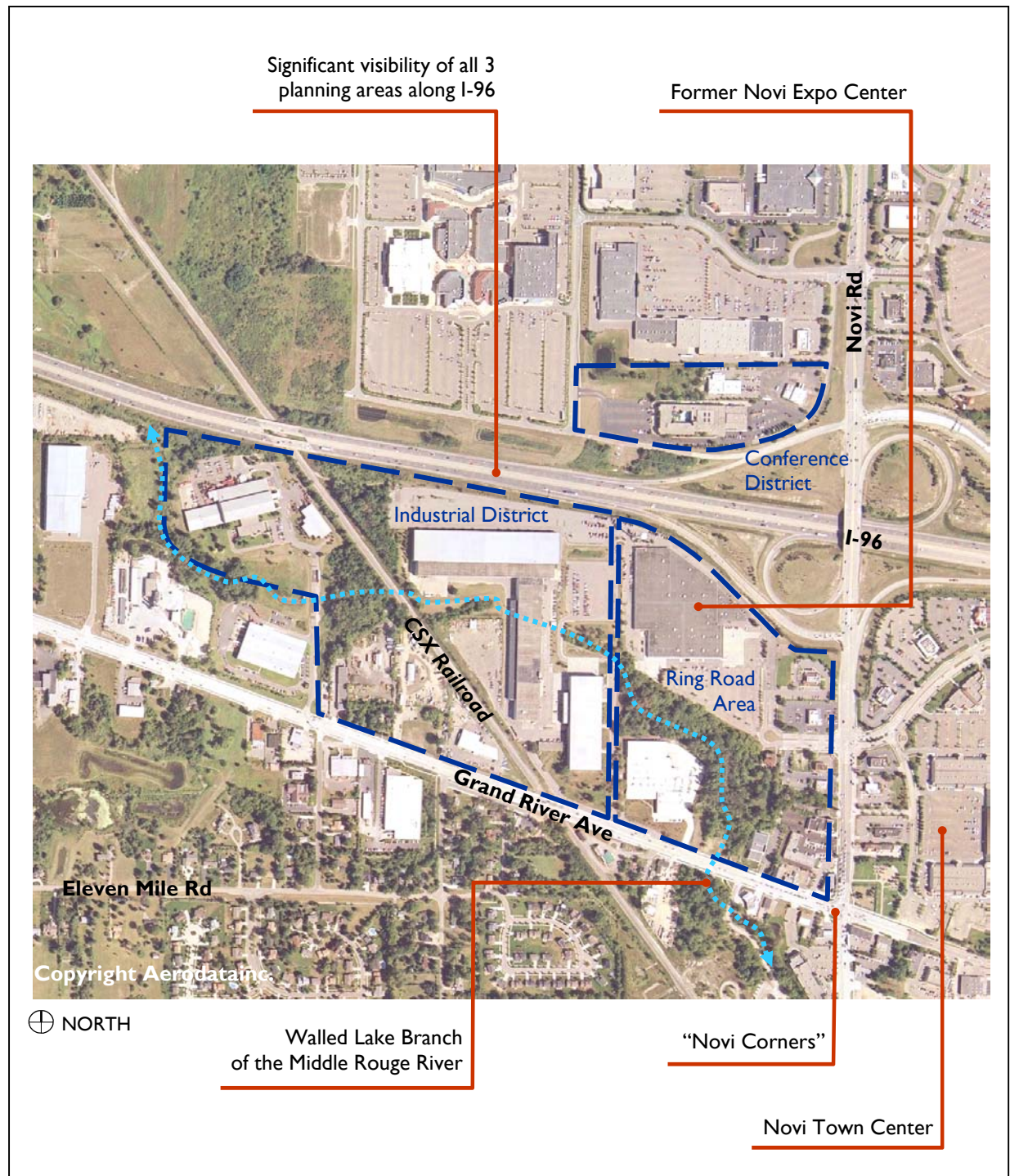
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RING ROAD AREA

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INDUSTRIAL DISTRICT

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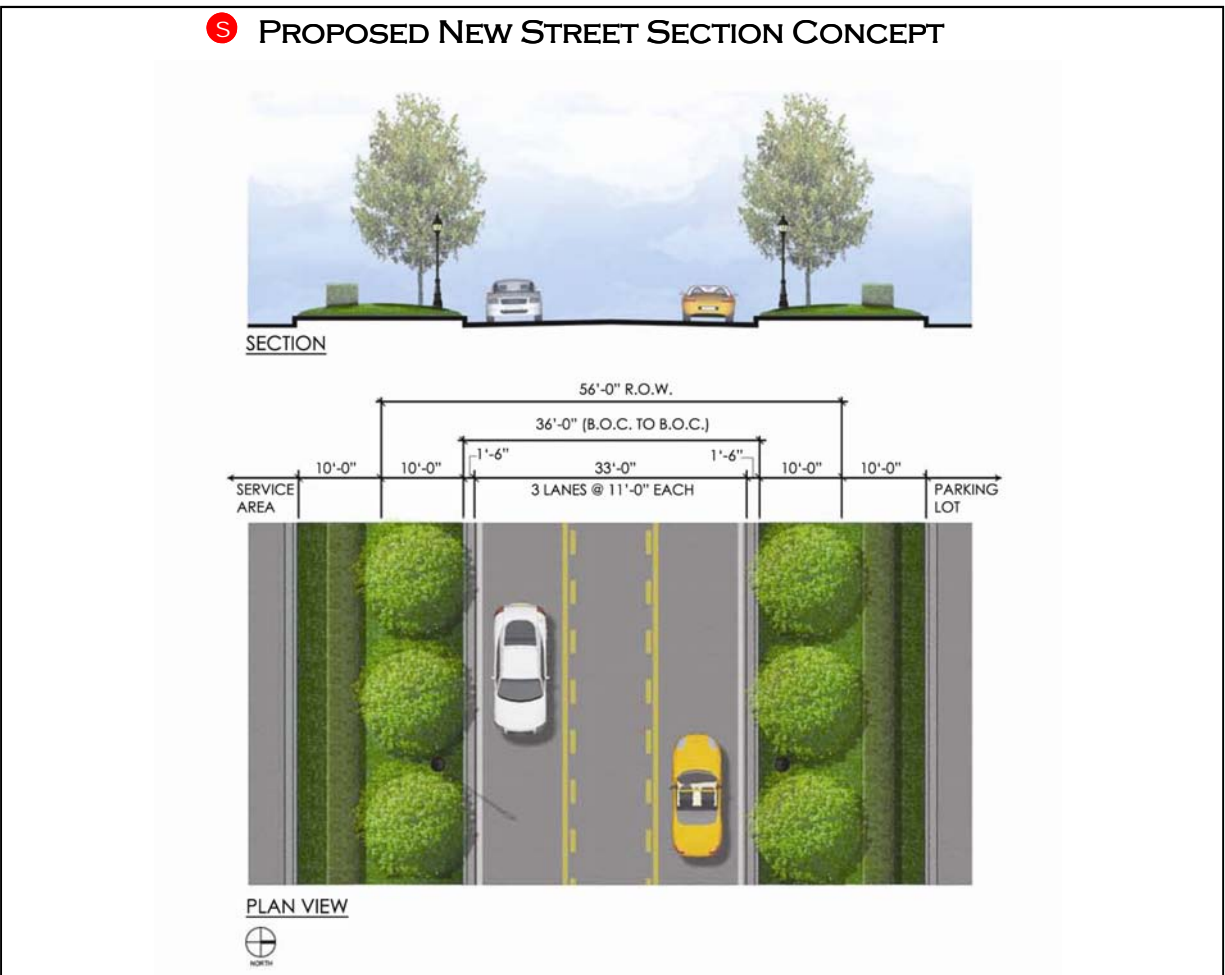
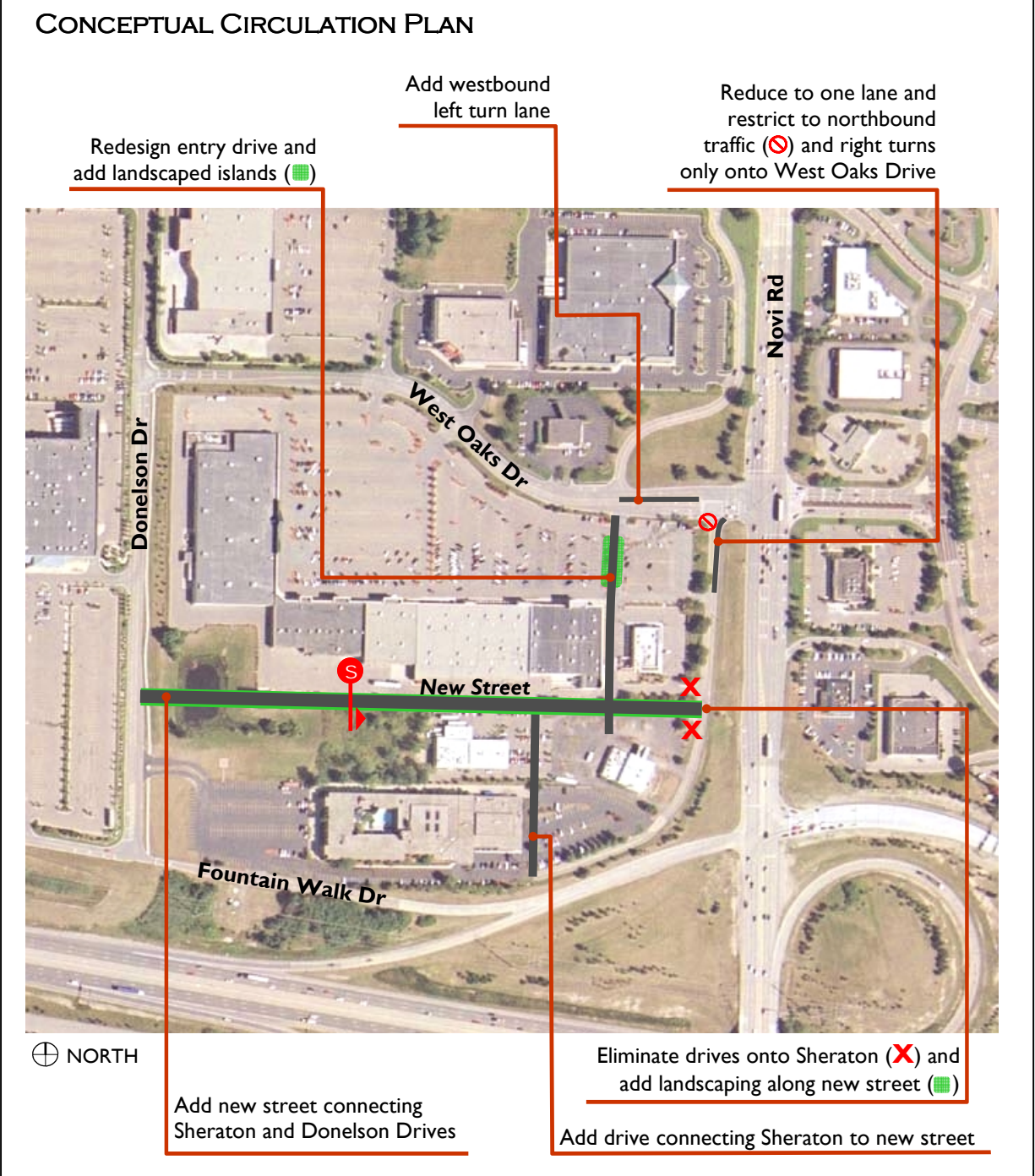


I-96 / NOVI ROAD STUDY AREA ALTERNATIVE B

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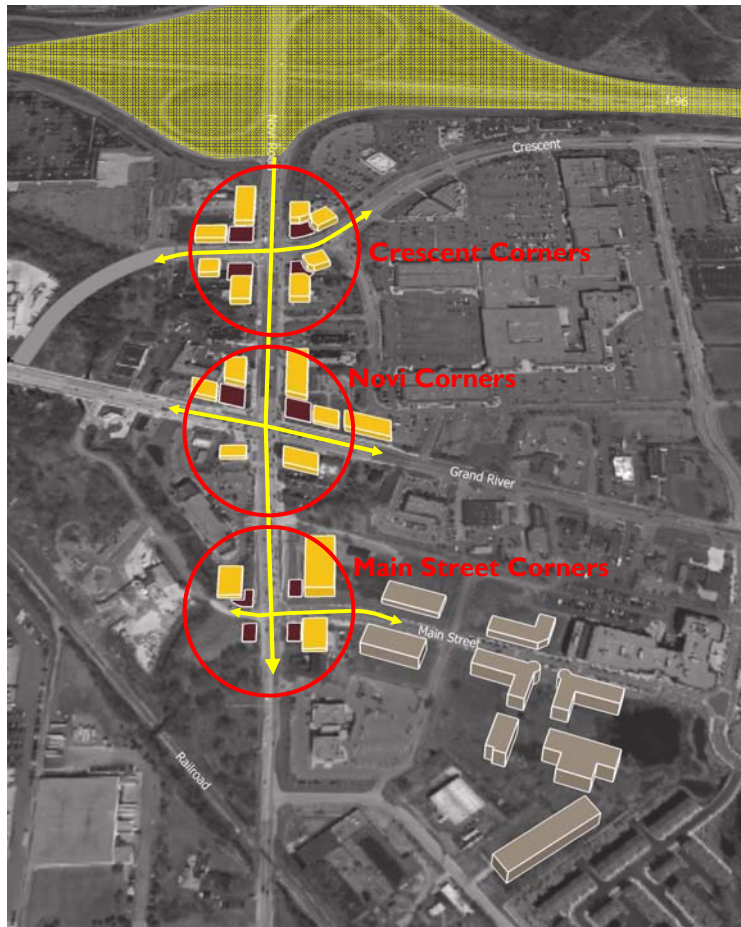
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Existing view of Walled Lake Branch of the Middle Rouge River at Grand River Avenue



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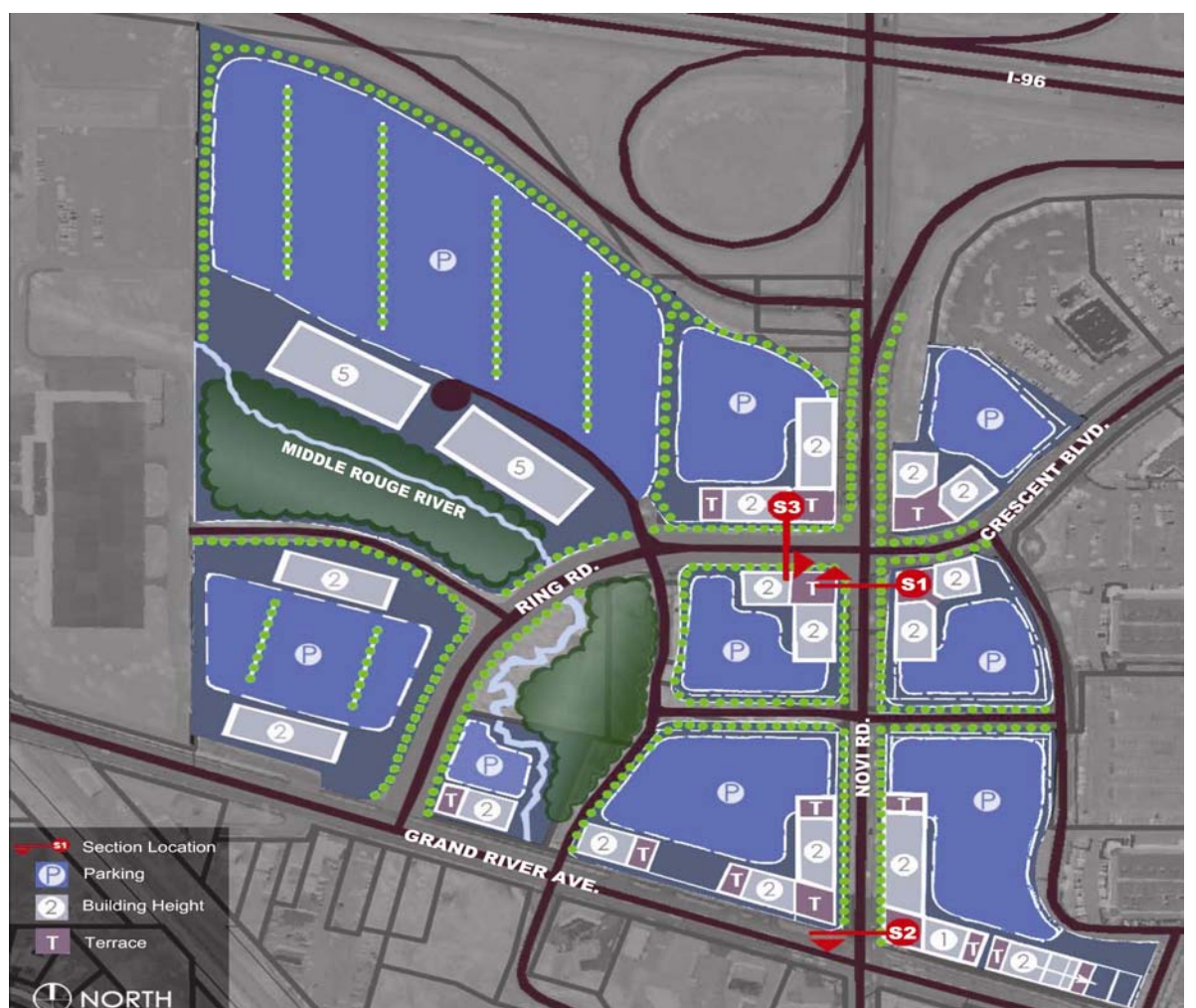
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RING ROAD AREA DEVELOPMENT CONCEPT – ALTERNATIVE B



The development concept above reflects the recommendations of the Future Land Use Plan. Building heights are based on use of surface parking. Parking areas along Novi Road are based on a mix of uses permitted in the TC-1 zoning district. Provision of structured parking would allow for larger building footprints or greater building height. (Note: proposed street sections are illustrated on following page.)

I-96 / NOVI ROAD STUDY AREA ALTERNATIVE B

RING ROAD AREA

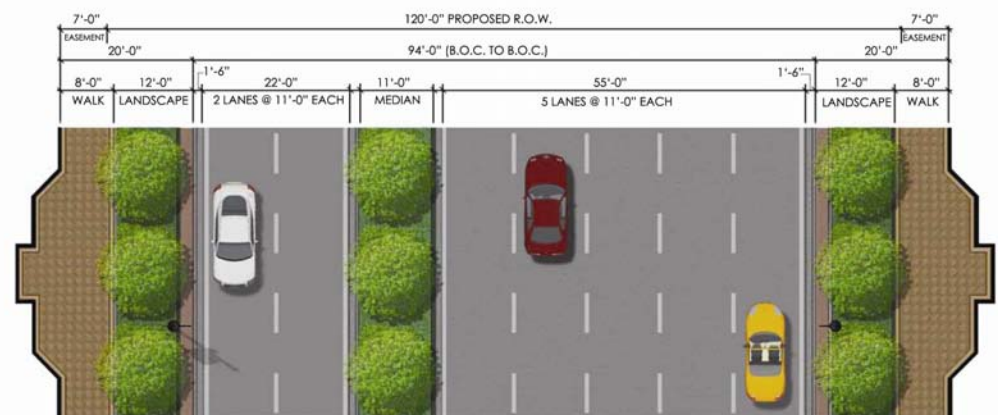


- A median should be added to Novi Road at the southern approach to Crescent Boulevard to provide a refuge for pedestrians and enhance the northern entrance into the City's Town Center.
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PROPOSED STREET SECTION CONCEPTS



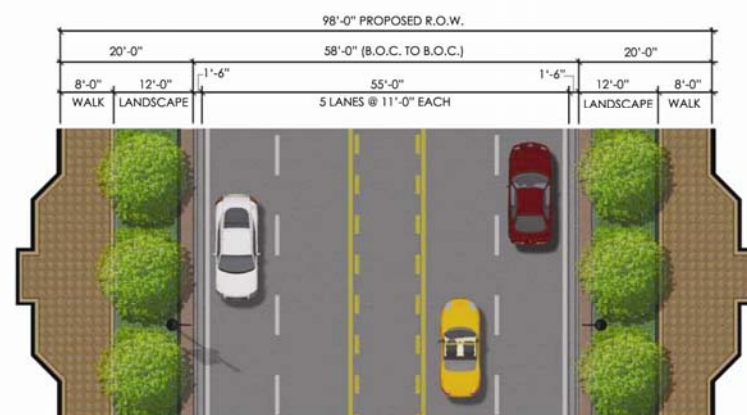
S1 - NOVI RD NORTH - SECTION



S1 - NOVI RD NORTH - PLAN VIEW



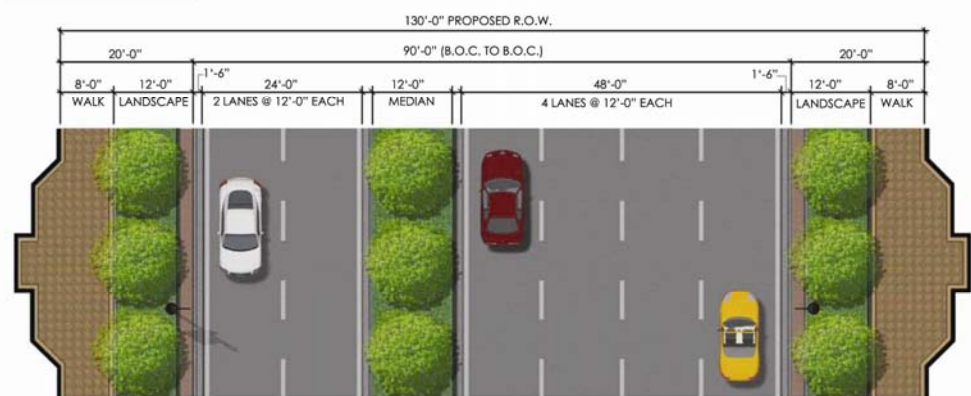
S2 - NOVI RD SOUTH - SECTION



S2 - NOVI RD SOUTH - PLAN VIEW



S3 - RING RD - SECTION



S3 - RING RD - PLAN VIEW

I-96 / NOVI ROAD STUDY AREA ALTERNATIVE B

RING ROAD AREA

- The City should move forward with plans to extend the ring road from Novi Road to Grand River to complete the northwest quadrant segment.
- The City should rezone the former Novi Expo Center property from EXPO to OST to encourage redevelopment of the site for office use. Office development on this site will benefit from the prime location as well as help support the adjacent retail and restaurant uses.
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 - ◇ Additional building height permitted within the OST District.
 - ◇ Benchmark architecture and quality building materials.
 - ◇ Enhancement of the river corridor as a site amenity.
 - ◇ Pedestrian connections to the Town Center area.
- The City should consider OST zoning for the property at the northwest corner of Grand River Avenue and the future ring road. In addition, the zoning ordinance should be evaluated as it applies to this site in order to permit OST uses while allowing building form and placement consistent with the TC-1 District.

EXAMPLES OF BENCHMARK OFFICE BUILDINGS



I-96 / NOVI ROAD STUDY AREA ALTERNATIVE B

INDUSTRIAL DISTRICT

FORM, SITE DESIGN & CIRCULATION

- Landscaping and other buffering techniques should be utilized to improve the appearance of the Industrial District from I-96.
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EXAMPLES OF LANDSCAPING AND SCREENING



EXAMPLE OF A GREEN ROOF

