



**MASTER PLAN & ZONING COMMITTEE**  
**City of Novi Planning Commission**  
**September 16, 2009 at 6:00 p.m.**  
**Novi Civic Center – Mayor’s Conference Room**  
**45175 W. Ten Mile, Novi, MI 48375**  
**(248) 347-0475**

**Members:** Victor Cassis, Andy Gutman, Michael Lynch and Michael Meyer  
Alternate David Greco  
**Staff Support:** Mark Spencer

1. **Roll Call**
2. **Approval of Agenda**
3. **Audience Participation and Correspondence**
4. **Staff Report**
5. **Matters for Discussion**

Item 1  
Master Plan for Land Use Review

- a) Amendment Alternatives
  - 1) Special Planning Project Area 1 Study Area
  - 2) Eleven Mile and Beck Roads Study Area
  - 3) Grand River Avenue and Beck Roads Study Area
- b) Potential Amendments
  - 1) Transportation
  - 2) Other

6. **Minutes**  
None
7. **Adjourn**

Future Meetings – 9/23, 10/7 & 10/21

# MEMORANDUM



**TO:** MASTER PLAN & ZONING COMMITTEE  
**FROM:** MARK SPENCER, AICP, PLANNER *Mark Spencer*  
**SUBJECT:** DRAFT MASTER PLAN AMENDMENT ALTERNATIVES  
**DATE:** SEPTEMBER 10, 2009

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As you are aware, collecting public input is an important component of the Master Plan review process. As part of the collection process, the Committee previously agreed that displaying graphics with Master Plan amendment alternatives at an open house, other events, in the lobby and on the City's web page, in a similar manner as was done during the 2007 Master Plan review, would be a useful tool to help solicit public comments on possible Master Plan amendments.

Based on the Committee's suggestions and comments from the City's Administrative Staff, I prepared a set of draft displays depicting potential Master Plan amendment alternatives. A memo from the City's Economic Development Director with comments on the possible amendment alternatives is included with this material for your consideration.

Draft display pages with these alternatives are attached for your review. If these alternatives are acceptable, Staff will ask you to forward the alternatives to the Planning Commission for approval by the full Planning Commission before we use them to solicit public comment.

If you have any questions or comments on this matter, please feel free to contact me.

c: Charles Boulard, Director of Community Development  
Barbara McBeth, Deputy Director of Community Development

# DRAFT for Discussion SPECIAL PLANNING PROJECT AREA 1 STUDY AREA

The 2008 Master Plan for Land Use designates the Study Area for:

- Special Planning Project Area
- Office
- Light Industrial

Alternative 1 proposes to designate the "Special Planning Project Area" portion of the Study Area for:

- Office
- Light Industrial

Alternative 1 proposes the same land uses as the 2008 Master Plan for Land Use for the remainder of the Study Area.

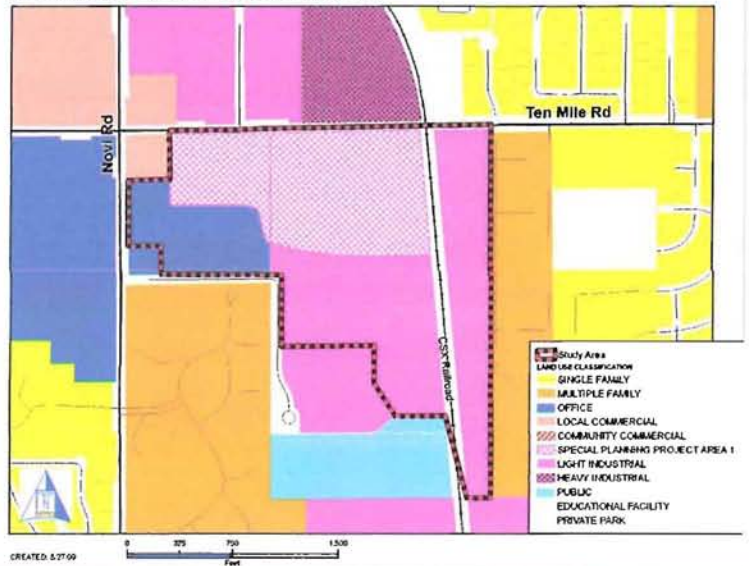
Staff recommendation

Alternative 2 proposes to designate the "Special Planning Project Area" portion of the Study Area for:

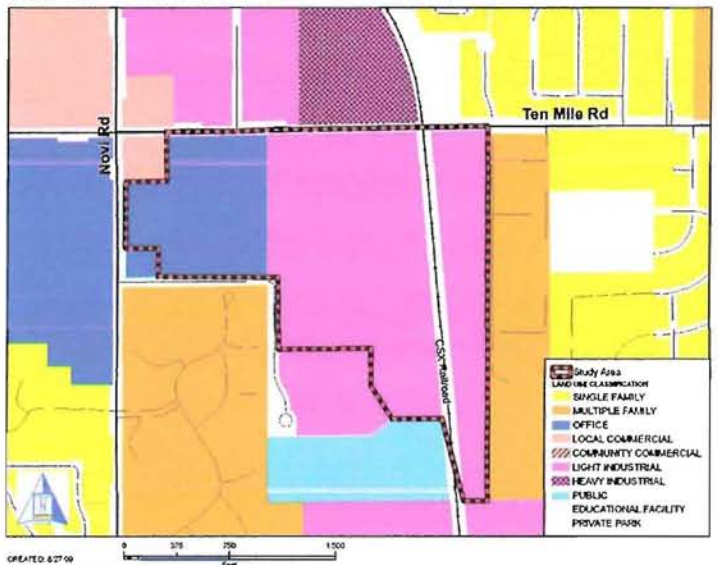
- Community Commercial

Alternative 2 proposes the same land uses as the 2008 Master Plan for Land Use for the remainder of the Study Area.

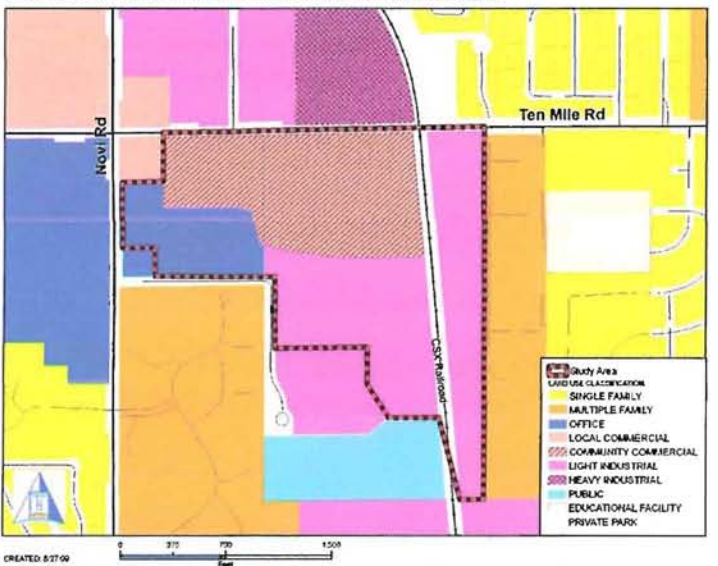
2008 ADOPTED FUTURE LAND USE PLAN



PROPOSED FUTURE LAND USE PLAN - ALTERNATIVE 1



PROPOSED FUTURE LAND USE PLAN - ALTERNATIVE 2



# DRAFT for Discussion ELEVEN MILE and BECK ROADS STUDY AREA

The 2008 Master Plan for Land Use designates the Eleven Mile and Beck Roads Study Area for:

- Single Family Residential
- Office
- Utility
- Public Park
- Educational Facility

Alternative 1 proposes to change designating a part of the "Single Family Residential" portion of the Study Area to:

- Suburban Low Rise (north of Eleven Mile Road)

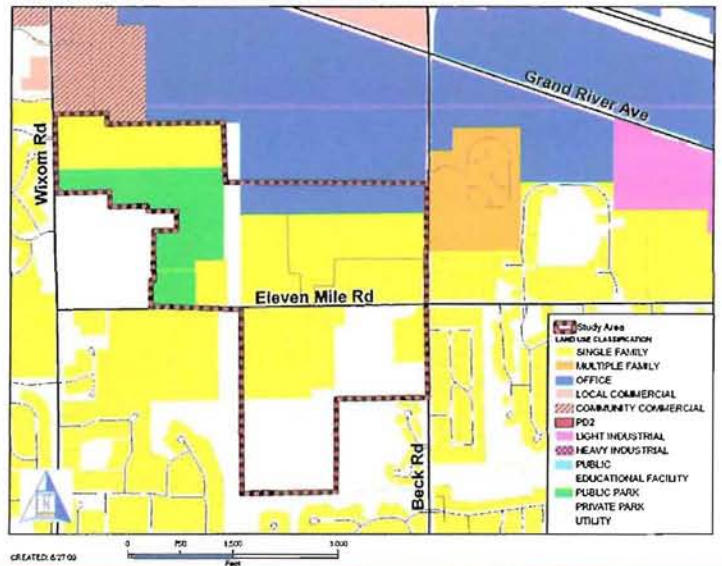
Alternative 1 proposes retaining the same land uses as the 2008 Master Plan for Land Use for the remainder of the Study Area.

Alternative 2 proposes to designate part of the "Single Family Residential" portion of the Study Area (north of Eleven Mile Road and the southwest corner of Eleven Mile and Beck Roads) for:

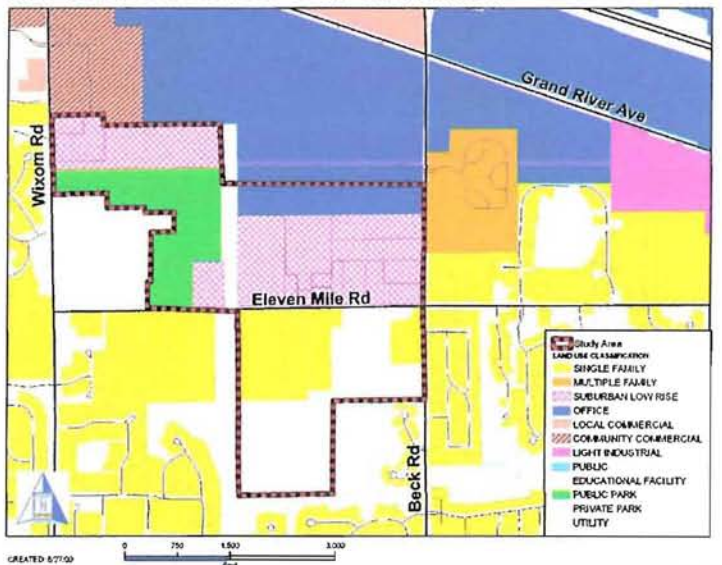
- Suburban Low Rise

Alternative 2 proposes retaining the same land uses as the 2008 Master Plan for Land Use for the remainder of the Study Area.

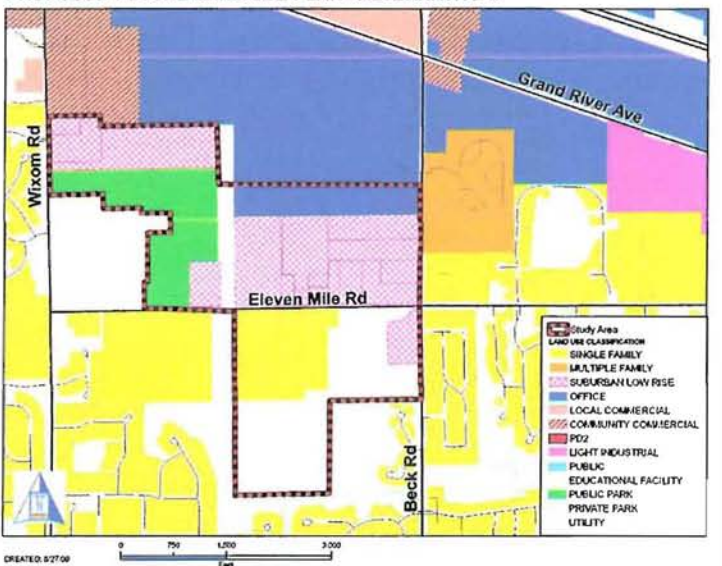
2008 ADOPTED FUTURE LAND USE PLAN



PROPOSED FUTURE LAND USE PLAN - ALTERNATIVE 1



PROPOSED FUTURE LAND USE PLAN - ALTERNATIVE 2



# DRAFT for Discussion ELEVEN MILE and BECK ROADS STUDY AREA

The Master Plan for Land Use amended in 2008 designates the Eleven Mile and Beck Roads Study Area for the following maximum residential densities:

- 0.8 dwelling units per acre
- 1.65 dwelling units per acre
- 4.8 dwelling units per acre

Alternative 1 proposes to designate the following maximum residential densities:

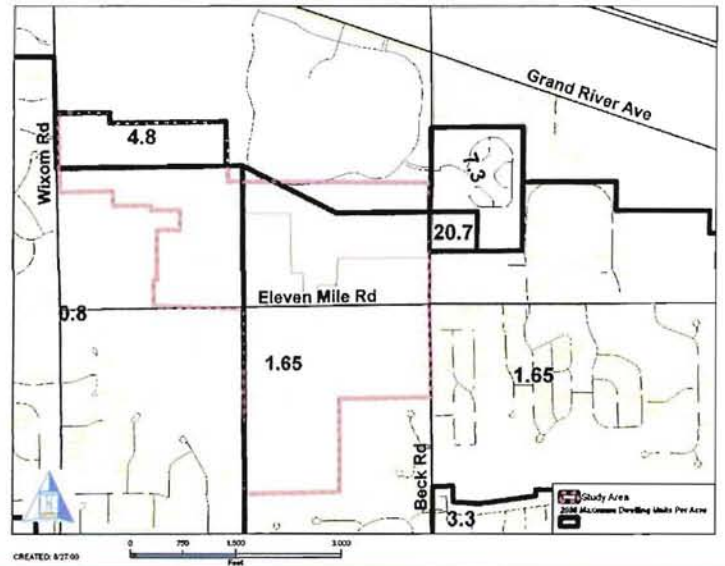
- 1.65 dwelling units per acre
- 3.3 dwelling units per acre
- 4.8 dwelling units per acre
- 7.3 dwelling units per acre

Notes: "Educational Facility," "Public Park" and "Utility" uses areas are designated for residential uses with assigned maximum residential density in case the properties cease to be considered for the listed use. The "Suburban Low Rise" use area proposes attached single family and multiple family residential uses.

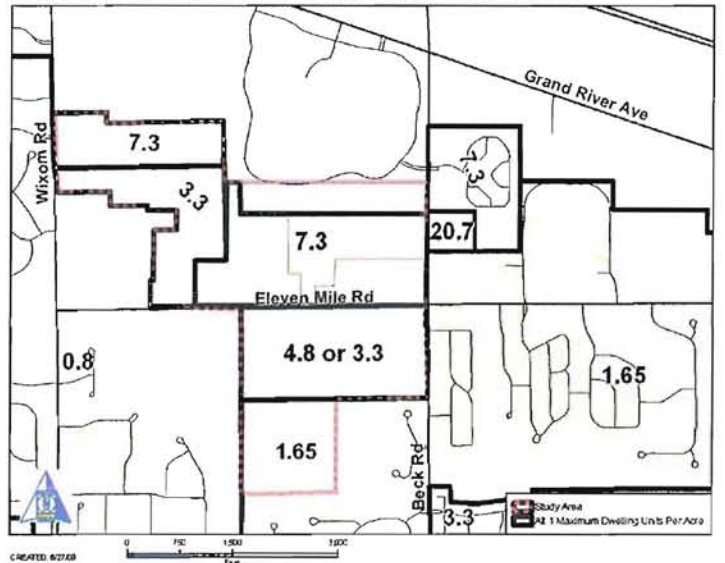
Alternative 2 proposes to designate the same maximum residential densities as Alternative 1 with a slightly larger 7.3 maximum density area that reflects Alternative 2's proposed larger "Suburban Low Rise" use area located at the southwest corner of Eleven Mile and Beck Roads.

- 1.65 dwelling units per acre
- 3.3 dwelling units per acre
- 4.8 dwelling units per acre
- 7.3 dwelling units per acre

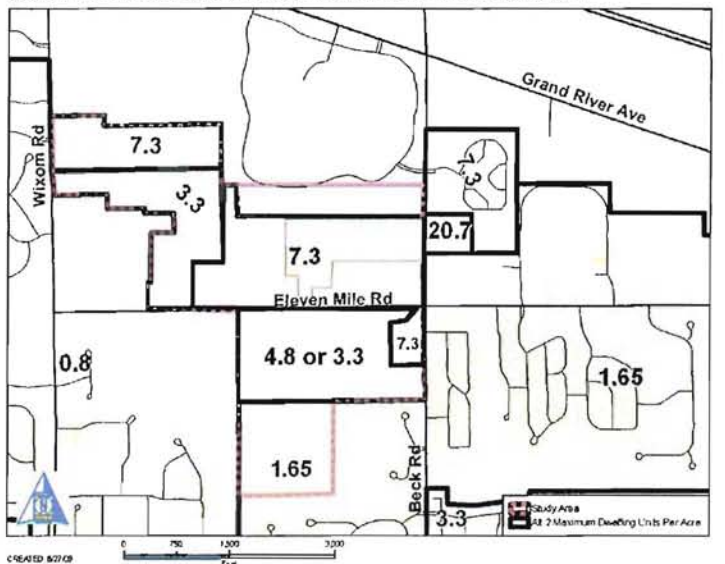
2008 ADOPTED RESIDENTIAL DENSITY PATTERNS



PROPOSED RESIDENTIAL DENSITY PATTERNS - ALTERNATIVE 1



PROPOSED RESIDENTIAL DENSITY PATTERNS - ALTERNATIVE 2



# DRAFT for Discussion ELEVEN MILE and BECK ROADS STUDY AREA

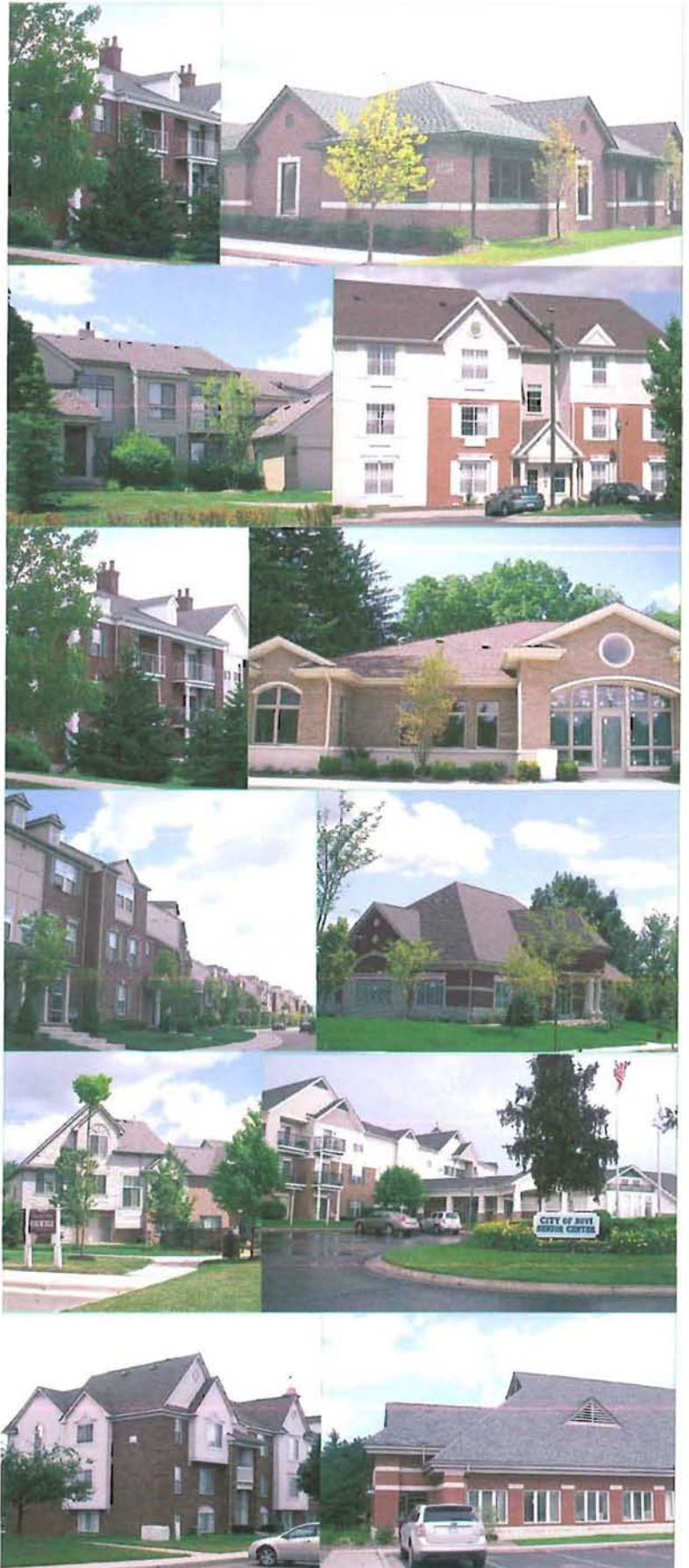
## PROPOSED MASTER PLAN AMENDMENTS

**LAND USE DESCRIPTION “Suburban Low Rise”** This land use is designated for suburban low rise uses including attached single family and multiple family residential, community service, human care and office uses when developed under a set of use and design guidelines to keep the residential character of the area and minimize the effect that the transitional uses would have on nearby single family residential properties.

**GOAL:** Provide for planned development areas that provide a transition between high intensity office, industrial and commercial uses and one-family residential uses.

**OBJECTIVE:** Provide for form-based, low-rise, suburban development options to promote the development of key areas that can provide a transition from higher intensity office and retail uses to one-family residential developments that include access, design and uses standards that promote a residential character to the streetscape and provide increased economic value.

**IMPLEMENTATION STRATEGY:** Create a Planned Suburban Low-Rise form-based zoning district that permits attached single family and low-density multiple family residential, community service, human care, civic, educational, public recreation and office facilities. This new district will provide a transition area from higher intensity commercial, office or industrial areas to one-family residential uses. This district would be located where the natural and built environment provides defined borders to provide separation from one-family residential area. Detached one-family residential uses would not be permitted in this district. The district would be designed to reduce traffic, environmental and visual impacts while providing higher intensity use than detached one-family districts while maintaining a residential character.



# DRAFT for Discussion GRAND RIVER AVENUE and BECK ROAD STUDY AREA

The 2008 Master Plan for Land Use designates the Study Area for:

- Office

Alternative 1 proposes to add a new use overlay to portions of the "Office" use designation:

- Retail Service Overlay

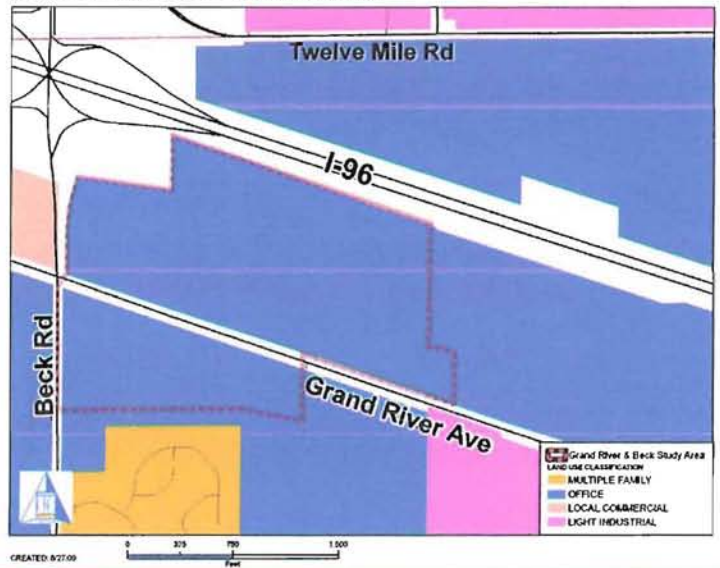
Alternative 1 proposes retaining the same land uses as the 2008 Master Plan for Land Use for the entire Study Area while adding a "Retail Service Overlay" to add retail services to the basket of uses.

Alternative 2 proposes to designate a part of the "Office" use area for:

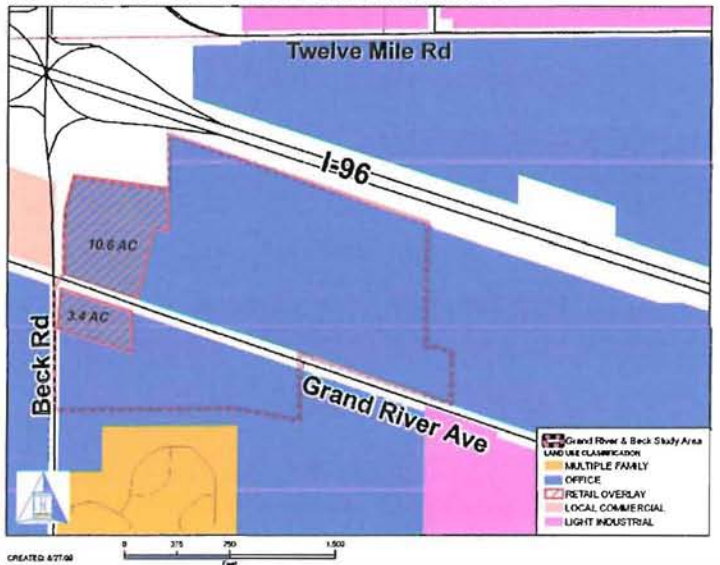
- Community Commercial

Alternative 2 proposes retaining the same land uses as the 2008 Master Plan for the remainder of the Study Area.

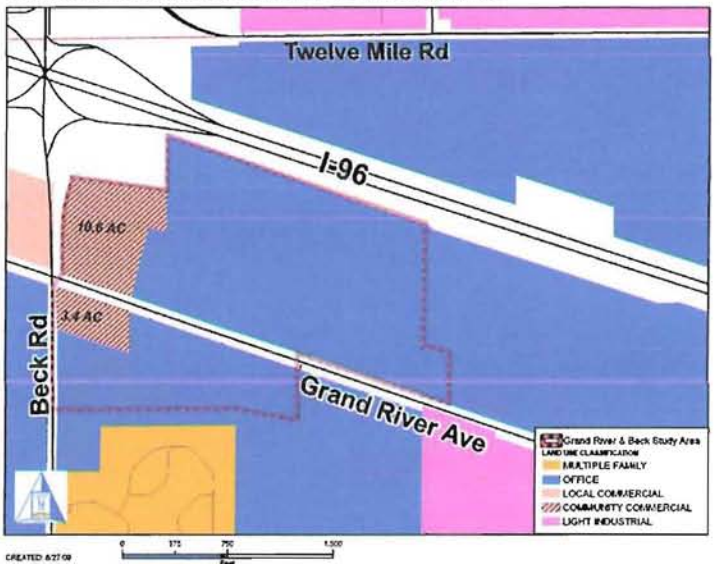
2008 ADOPTED FUTURE LAND USE PLAN



PROPOSED FUTURE LAND USE PLAN - ALTERNATIVE 1



PROPOSED FUTURE LAND USE PLAN - ALTERNATIVE 2



# DRAFT for Discussion GRAND RIVER AVENUE and BECK ROAD STUDY AREA

## PROPOSED MASTER PLAN AMENDMENTS

### LAND USE DESCRIPTIONS

#### “Retail Services Overlay”

This land use is designated with an “Office” designation and an additional “Retail Services Overlay” designation to include retail service uses that serve employees and visitors to an office use area, including but not limited to fuel stations, car washes, restaurants (including drive-through) and convenience stores in “Office” use areas.

### GOALS, OBJECTIVES and IMPLEMENTATION STRATEGIES

**GOAL:** Ensure that Novi continues to be a desirable place for business investment (current).

**Objective:** Continue to promote and support development in Novi’s Office Service Technology (OST) District (current).

**Implementation Strategy:** Investigate amending the Zoning Ordinance to permit retail services within “Office” use areas designated on the Future Land Use Map for “Retail Services Overlay” as a special development option conditioned on restricting access to streets other than arterial or section line streets.

**GOAL:** Develop the Grand River Avenue and Beck Road Study Area in a manner that supports and complements neighboring areas.

**Objective:** Develop the Grand River Avenue and Beck Road Study Area in a manner that facilitates the continuing reinvestment in the area and high quality development.

**Implementation Strategy:** Gradually phase out outdoor storage uses over time as redevelopment occurs within the Study Area.

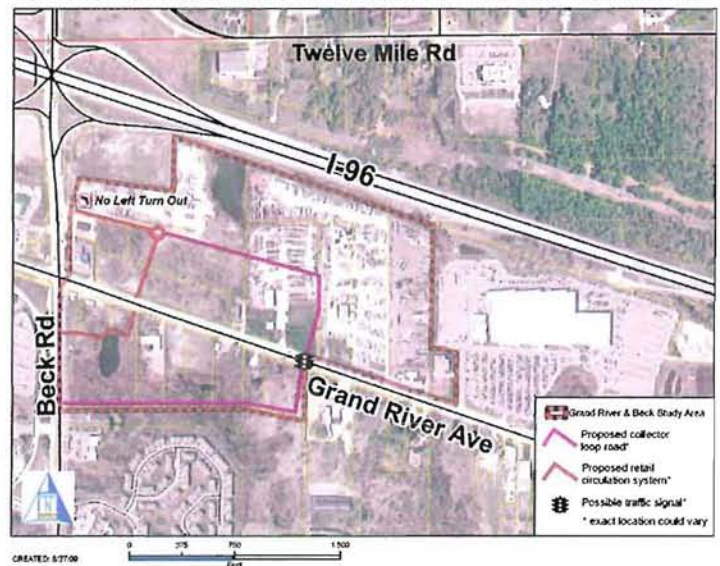
**Implementation Strategy:** Encourage the use of landscaping and other buffering techniques to improve the appearance of the Study Area from I-96, Grand River Avenue and Beck Road.

**Implementation Strategy:** Encourage “Green” building techniques as redevelopment and new development occurs.

**Objective:** Improve traffic circulation in the Grand River Avenue and Beck Road Study Area.

**Implementation Strategy:** Explore developing a new circulation system as depicted on the Grand River Avenue and Beck Road Study Area Transportation Plan to create greater potential for additional development and redevelopment, and reduce conflicts on Beck Road and Grand River Avenue.

PROPOSED GRAND RIVER AVE. BECK RD. STUDY AREA TRANSPORTATION PLAN





# MEMORANDUM



TO: Barbara McBeth, *AICP*, Community Development  
FROM: Ara Topouzian, Economic Development Director *AT*  
SUBJECT: Master Plan for Land Use update  
DATE: September 10, 2009

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Thank you for the opportunity to comment on the Master Plan for Land Use review and update currently underway. It is evident that both the Planning Commission and Community Development Department have put a lot of thought into the plan and its benefits to the business community. I thought that I may be able to add some insight to the three study area proposals as I have discussed land use issues with property owners since I started here at the City of Novi close to three years ago.

For **Special Planning Project Area 1**, based on the two alternatives proposed, my recommendation would be for **Alternative 1**, which shows office and light industrial land uses. While Alternative 2, which shows Community Commercial for most of the property along the south side of Ten Mile Road, between Novi Road and the railroad tracks would provide additional land for retail uses, my discussions with many shopping center managers in Novi is that the owners and managers are chiefly concerned with finding and keeping tenants in the city's existing centers. In this present economy, I believe that existing commercial property owners will suffer from additional tenant losses (with the additional land available for commercial use) and may not be able to make improvements to the many older shopping centers we have in the city.

For the **Eleven Mile and Beck Road Study area**, I believe that both Alternatives have merit, and can appreciate the innovative concept of a new land use category, Suburban Low Rise, for the properties north of Eleven Mile Road. I understand that this category would allow attached single family homes, multiple family residential buildings, and a number of office and medical care facilities under a set of design guidelines that would maintain the residential character and minimize the effect that these transitional uses would have on the nearby residential homes. Alternative 2 seems to allow more options for the property at the southwest corner of Eleven Mile and Beck Road, so my recommendation would be to support **Alternative 2**.

For the **Grand River and Beck Road Study area**, I agree that limited retail uses on both the northeast and southeast corners makes sense, as the properties are close to other retail and service areas and would be convenient to the interchange. The road improvements shown on the plan are also a desirable improvement to this area. Although the Planning Commission has discussed the possibility of residential land uses as an overlay use for part of this area, my opinion is that residential uses at this location would not be economically successful, and I would support **either Alternative** shown, without the residential overlay at this time.

Thank you for the opportunity to provide an economic development viewpoint on these land use updates.

C Clay Pearson, City Manager  
Pam Antil, Assistant City Manager  
Charles Boulard, Community Development Director  
Mark Spencer, Planner

# DRAFT for Discussion TRANSPORTATION ELEMENT

## POTENTIAL MASTER PLAN GOALS, OBJECTIVES AND IMPLEMENTATION STRATEGIES



### Non-Motorized

**Goal:** Continue to promote active living and healthy lifestyles in the City of Novi and continue to achieve a high level of recognition under the State of Michigan's "Promoting Active Communities Program."

**Objective:** Continue to strive toward making the City of Novi a more "bikeable" and a more "Walkable" community.

**Implementation Strategy:** Work with neighboring communities, other agencies, and organizations to plan and build bicycle and pedestrian facilities that connect residential areas with civic, school, worship, park and retail destinations throughout the City including one or more connections across I-96 and with regional destinations in neighboring communities.

**Implementation Strategy:** Plan and build recreational trail facilities that can accommodate bicycles and pedestrians.

**Implementation Strategy:** Provide recreation trails within all new parks and connect all new parks with recreation trails to the City's pathway and sidewalk system.

**Implementation Strategy:** Plan and build way-finding signage for bicycle and pedestrian routes.

**Implementation Strategy:** Establish ordinance requirements to require bicycle and pedestrian connectivity and bicycle parking facilities for new developments.

**Implementation Strategy:** Establish design standards for bicycle lanes for various road designs and recreation bicycle trails that meet national safety standards.

**Implementation Strategy:** Review and update if necessary, City design standards for pedestrian facilities to meet national safety and Americans with Disabilities Act (ADA) accessibility standards.

**Implementation Strategy:** Retrofit existing bicycle and pedestrian facilities to current national safety standards when feasible.

**Implementation Strategy:** Encourage the retrofitting of existing developments and destinations to provide bicycle and pedestrian access and bicycle parking.

**Implementation Strategy:** Review, update and develop maintenance requirements for public and private bicycle and pedestrian facilities through the use of maintenance standards and ordinances.

**Implementation Strategy:** Implement an adopt a trail type program to help maintain City bicycle and pedestrian facilities.

**Implementation Strategy:** Actively pursue public and private grants to plan, build and/or rebuild bicycle and pedestrian facilities.

**Implementation Strategy:** Where practical, encourage the Road Commission of Oakland County and the Michigan Department of Transportation to incorporate bicycle and pedestrian facilities with all major road projects.

**Implementation Strategy:** Implement a trail or route naming program to help obtain funds for the construction and maintenance of bicycle and pedestrian facilities.

**Implementation Strategy:** Continue to complete sidewalk and pathway gaps throughout the City and accelerate the rate of completion if funding permits.

**Objective:** Continue to develop public awareness of the City's existing and planned bicycle and pedestrian facilities and their benefits to the citizens of Novi.

**Implementation Strategy:** Produce maps of pedestrian and bicycle facilities for public distribution.

**Implementation Strategy:** Promote and organize various types of bicycle and pedestrian events.

**Implementation Strategy:** Produce a Bicycle and Pedestrian Master Plan with non-motorized transportation and recreation components.

**Implementation Strategy:** Develop a program to educate residents and businesses of their responsibilities for sidewalk and pathway maintenance and snow and ice removal.

### Rapid Transit

**GOAL:** Ensure that Novi continues to be a desirable place to do business (current goal).



Source: Washington Metropolitan Area Transportation Authority

**Objective:** Support the development of a regional rapid transit hub in Novi as a desirable amenity to help attract additional residents and development to the City.

**Implementation Strategy:** Work with regional governments and entities to develop regional transportation plans that include a rapid transit hub in Novi.

**Implementation Strategy:** Partner with local businesses to develop strategies to maximize the potential benefits of a regional rapid transit hub.