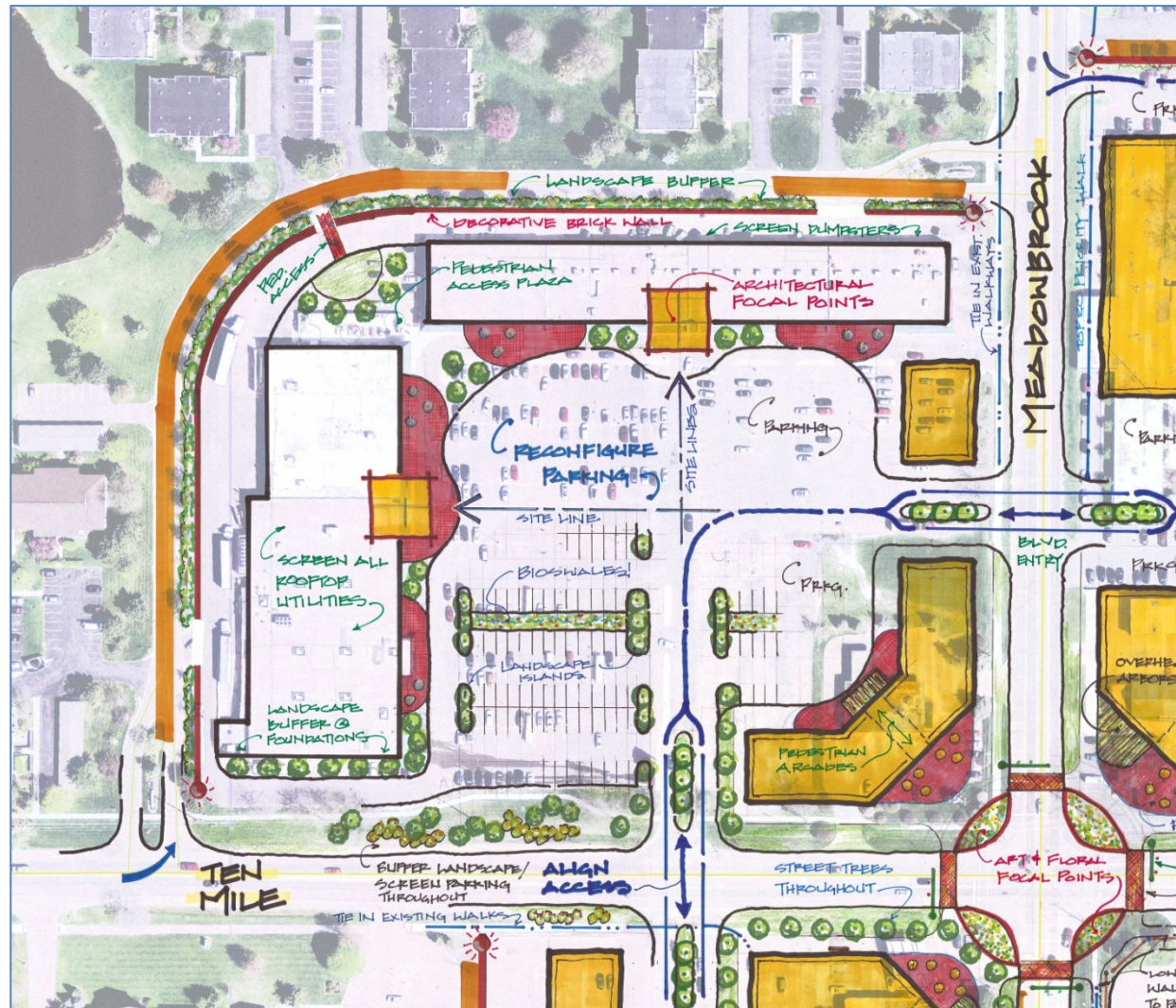


TEN MILE AND MEADOWBROOK COMMERCIAL REHABILITATION AREA PLAN

Created Pursuant to the City of Novi's Tax Abatement Policy for the Ten Mile and Meadowbrook Commercial Rehabilitation Area

DRAFT

Updated March 27, 2012



Prepared by:
City of Novi Community Development Department
DRN & Associates, Architects, PC

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ACKNOWLEDGEMENTS

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Chapter 1. Overview

PA 210 of 2005

In 2005, the Michigan legislature approved Public Act 210 (PA 210 of 2005) which allowed local municipalities to offer qualifying commercial properties a real property tax abatement for a period of 1 to 10 years. The intent of the Act was to provide local municipalities like the City of Novi with an economic development tool that would create an incentive for the rehabilitation and redevelopment of qualifying commercial properties. The incentive would come in the form of abated property taxes for the duration of the abatement, effectively “freezing” the taxable value of a commercial property as it was prior to rehabilitation or redevelopment.

The commercial properties would qualify for the abatement if they were within the established boundaries of a commercial rehabilitation area as determined by the local municipality and if their building or buildings were over 15 years old. PA 210 was amended in July 2011 by Public Act 82 of 2011, which expanded the scope of qualifying commercial properties, most notably to include a new hotel attached to an existing convention center.

As a result of the PA 82 amendment, in the fall of 2011 the City of Novi approved commercial rehabilitation policies for three areas consistent with the standards of amended PA 210. Those areas include:

- The site of the Suburban Collection Showplace (formerly Rock Financial Showplace)
- The site of the former Novi Expo Center (southwest corner of I-96 and Novi Road)
- The four corners of the intersection of Ten Mile Road and Meadowbrook Road

All three policies were developed with criteria specific to their respective areas. The Tax Abatement Policy for the Ten Mile and Meadowbrook Commercial Rehabilitation Area was the only one of the three that applied to more than one parcel, and is the sole focus of this report.

Ten Mile and Meadowbrook Tax Abatement Policy

The Tax Abatement Policy for the Ten Mile and Meadowbrook Commercial Rehabilitation Area was drafted by the City Council's Ordinance Review Committee (ORC), after it was determined that the commercial properties in the vicinity of the intersection were under-utilized given the existing residential development in the vicinity, existing traffic volumes along both Ten Mile and Meadowbrook Roads, and proximity to major thoroughfares. The age of most buildings in the vicinity was determined to be a contributing factor to their under-utilization, and providing an incentive for rehabilitation and redevelopment of commercial properties that met certain criteria would be appropriate to address that under-utilization. Furthermore, the ORC determined that any tax abatement incentive policy would not apply toward minor upgrades or improvements to commercial properties less than two acres in area. **The abatement would be available for a maximum of six years, four years less than the maximum of ten years allowed by PA 210** (see the full text of the Tax Abatement Policy in the Appendix of this report).

The intent of the Policy is to incentivize significant investment in rehabilitation and/or redevelopment, and to do so in a manner consistent with a common theme for the overall area. To limit the tax abatement incentive to major investment in rehabilitation and redevelopment of commercial properties, **the ORC limited the qualifying properties to those over two acres in size.** This limitation would require the assembly and redevelopment of those parcels less than two acres if the tax abatement policy were to apply.

The ORC presented a Tax Abatement Policy for the Ten Mile and Meadowbrook Commercial Rehabilitation Area to the City Council on October 24, 2011. A full draft of that policy is included in the Appendix of this report. The intent of the Policy was to “encourage improvements to the larger existing centers within the Area and also the assembly of smaller parcels for redevelopment”. The objectives of the Policy are as follows:

- A. To encourage and promote significant redevelopment of or improvements to the existing commercial buildings/centers in the area, such that the capital investment will serve as a catalyst for other substantial investments within the community, specifically related to the southeast portion of the city.
- B. To create or retain a significant number of employment opportunities that offer competitive wages within the industry.
- C. To judiciously and prudently use all tools available to improve the quality of life in the City of Novi, in a manner that assures that the long-term benefits of such action outweigh the short-term costs and forgone revenue.

There were several minimum requirements for Policy eligibility that every applicant would have to satisfy, and some of those requirements would dictate the parameters under which the Area Plan would be developed. The eligibility requirements are summarized as follows:

- A. The property must be greater than 2 acres in area; parcels less than 2 acres may be assembled to meet the size requirement.
- B. Project must comply with the Zoning Ordinance, Master Plan for Land Use, and any other requirements.
- C. Applicant must demonstrate that they would not do the improvements without the tax abatement.
- D. Tax abatements will undergo a yearly compliance review.
- E. Rehabilitation/construction value hard costs must be equal to at least 50% of current real property value.
- F. Site plan must conform to all standards within the Zoning Ordinance and any other applicable city ordinances.
- G. Rehabilitated and new structures must comply with the Novi Fire Code and Michigan Building Code.

The Policy was drafted such that, prior to any application for a certificate under PA 210, an Area Plan with a common theme for the entire Ten Mile and Meadowbrook Commercial Rehabilitation Area would be developed under the guidance of the Planning Commission's Master Plan and Zoning Committee. Once complete, that Area Plan would be reviewed and approved by both the Planning Commission and the City Council. The report contained herein is that Area Plan.

The Novi City Council approved the Ten Mile and Meadowbrook Commercial Rehabilitation Area Tax Abatement Policy on October 24, 2011.

Ten Mile and Meadowbrook Area Plan

The first step in implementing the Tax Abatement Policy for the Ten Mile and Meadowbrook Commercial Rehabilitation Area is to develop an Area Plan, the primary objective of which is to "create a common theme" which will guide the improvements and redevelopments the Policy was intended to achieve. The Area Plan has been developed to be consistent with the specific parameters of the Policy, and two parameters in particular: 1) A property must be a minimum of 2 acres to be eligible for the Tax Abatement Policy; properties smaller than two acres must be combined; and 2) Rehabilitation / construction value hard costs must equal at least 50% of the current real property value.

The vision of the Area Plan therefore was developed with two common assumptions: 1) Any parcel less than 2 acres would be assembled with adjacent properties and redeveloped; those over two acres whose existing land use remained appropriate would remain, but with improvements; and 2) Improvements and redevelopment would require significant investment of a scale consistent with the 50% of current real property value threshold established by the Policy.

The intent of the Area Plan was not to pick "winners and losers" from the existing land uses; the intent was to create a cohesive vision of what the Area could be if every property within the Area underwent an improvement that met all eligibility requirements of the Policy. Many if not most of the existing land uses within the Area that are located on properties of less than two acres are thriving and valued members of Novi's business community. The Area Plan was in no way intended to drive those businesses away, nor imply an intent by the City to take those properties and/or condemn those buildings. However, none of the existing uses on parcels less than 2 acres are eligible for the tax abatement incentives the Policy offers. The Area Plan therefore reflects that, with a vision framed by the eligibility requirements of the Policy.

Figure 1-1 displays the location of the Ten Mile and Meadowbrook Commercial Rehabilitation Area within the City of Novi.

Figure 1-1. City of Novi

Intersection of Ten Mile and Meadowbrook Roads

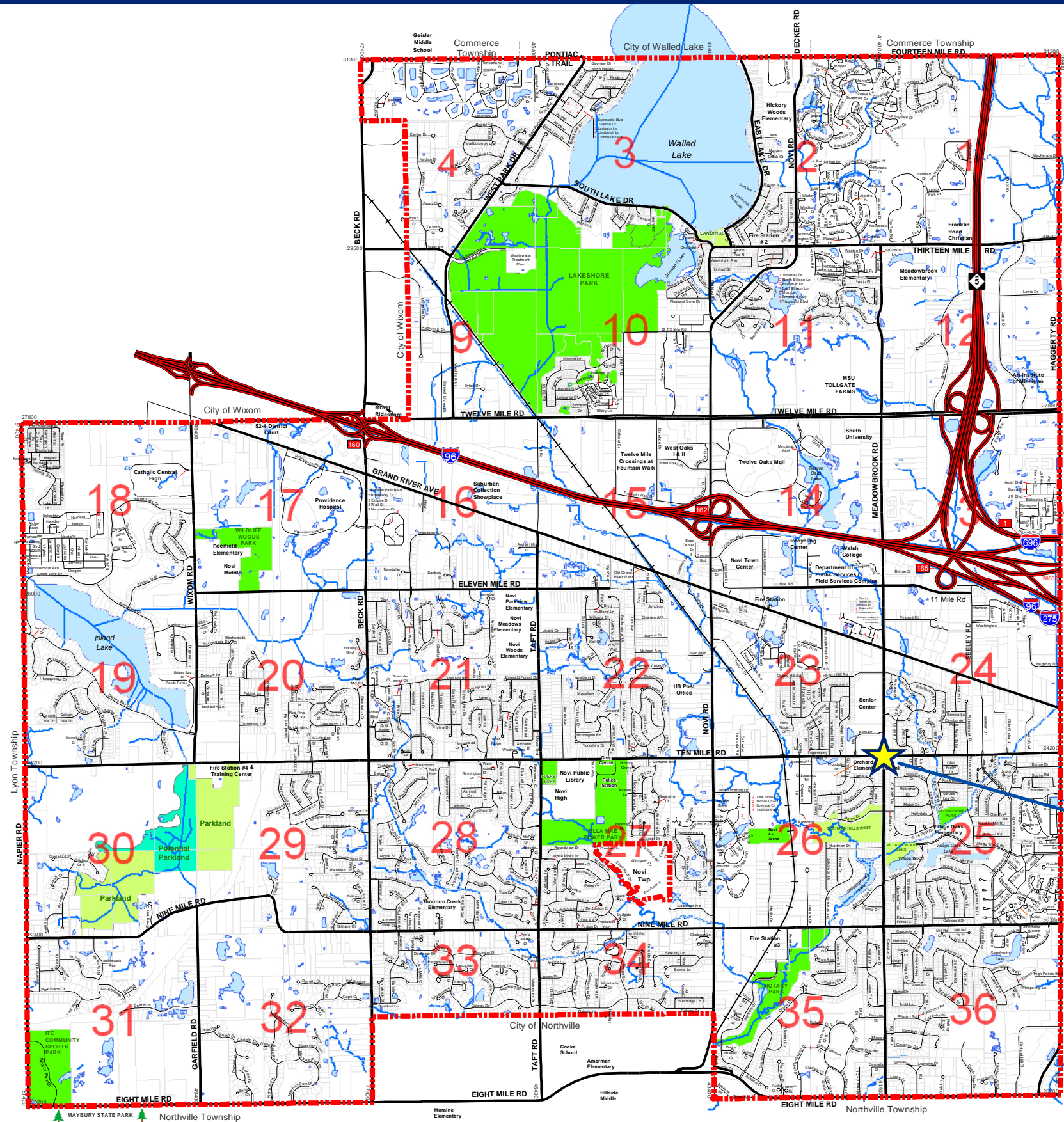


Map Legend

- Freeway
- City Boundary
- Major
- Minor
- Railroad
- Parcels
- Waterways
- Lake or Pond
- Existing Parkland
- Undeveloped Parkland
- Potential Parkland

0 1,100 2,200 4,400 6,600 8,800
Feet

1 inch = 3,800 feet



Ten Mile and Meadowbrook Intersection



City of Novi
 Dept. of Community Development
 City Hall / Civic Center
 45175 W Ten Mile Rd
 Novi, MI 48375
cityofnovi.org

Map Author: Dave Campbell
 Date: March 5, 2012
 Project: Ten Mile and Meadowbrook District
 Version #: 1.0

MAP INTERPRETATION NOTICE

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Chapter 2. Ten Mile and Meadowbrook Commercial Rehabilitation Area

Area Boundaries

The Ten Mile and Meadowbrook Commercial Rehabilitation Area includes all four corners of the intersection of Ten Mile and Meadowbrook Roads. The map in Figure 2-1 displays the Area boundaries as established by the Ordinance Review Committee (ORC) and approved by the City Council. The Area covers nearly 26 acres and encompasses 16 parcels. Figure 2-1 includes the Parcel Identification Numbers (PIN's) for all 16 parcels within the Area. All 16 parcels are developed; while there may be vacant tenant spaces within some of the properties, none of the parcels are undeveloped.

Area Size

The Commercial Rehabilitation Area includes 25.94 gross acres covering all four corners of the intersection. The number of parcels on each corner and their combined respective land area are outlined as follows:

- Northwest corner: 2 parcels totaling 11.83 acres
- Northeast corner: 8 parcels totaling 5.62 acres
- Southwest corner: 4 parcels totaling 5.14 acres
- Southeast corner: 2 parcels totaling 3.34 acres
- **Commercial Rehabilitation Area total: 16 parcels totaling 25.94 acres**

Existing Land Uses

The Area is primarily occupied with retail business uses, restaurants, personal service uses, professional offices, financial institutions, and an assisted living facility. The existing uses on each corner as of February 2012 are as follows:

Northwest corner

- Novi Ten shopping center (grocery store, pharmacy, hardware store, pet supplies store, dollar store, veterinary clinic, sushi shop, sandwich shop, pizza shop, weight clinic, dental office, deli, credit union, dry cleaners, greeting cards shop, sit-down restaurant)
- Drive-through bank

Northeast corner

- Nursing home
- Retail (pizza shop, ice cream shop, golf equipment supplier)
- Personal service (alterations shop, two barber shops, insurance office, massage therapy clinic, framing shop, CPA office)

Southwest corner

- Novi Plaza (Chinese restaurant, dental office, barber shop, meat market, nail salon, martial arts instruction, hair salon, party store, dry cleaners, pizza shop)
- Stand-alone party store
- Service station
- Peachtree Plaza (general office, nail salon, tanning salon, daycare, chiropractor, pizza shop)

Southeast corner

- Drive-through bank
- Multi-tenant office/retail center (including pharmacy)

Zoning

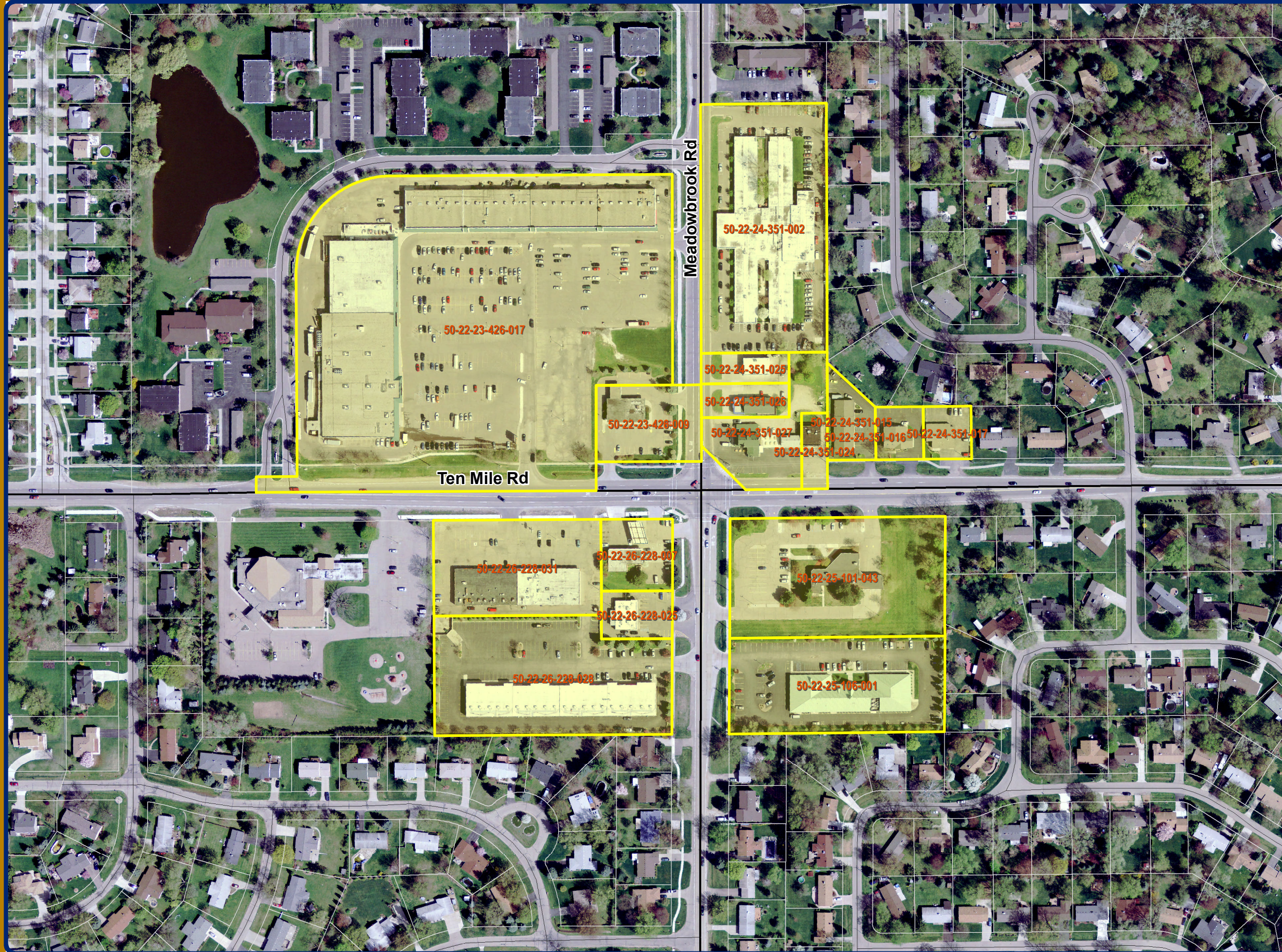
The map in Figure 2-3 displays the existing zoning for the Commercial Rehabilitation Area. Of the 16 properties included, all but one are zoned commercial - either B-1, Local Business District, or B-3, General Business District. The lone exception is The Manor of Novi Nursing Home, which is zoned RM-1, Low Density Multiple Family. The table in Figure 2-2 below displays the principal permitted uses and special land uses permitted in each zoning district:

Figure 2-2. Uses Permitted by Zoning District

	B-1	B-3	RM-1
Principal Permitted Uses (subject to conditions)	<ol style="list-style-type: none"> 1. Generally recognized retail businesses 2. Personal service establishments 3. Dry cleaning establishments 4. Business establishments (banks, loan companies, insurance offices and real estate offices) 5. Professional services (offices of doctors, dentists and similar or allied professions) 6. Post office and similar governmental office buildings 7. Off-street parking lots 8. Instructional centers for music, art, dance, crafts, martial arts, exam preparation and similar instruction 9. Other uses similar to the above uses 10. Accessory structures and uses customarily incident to the above permitted uses 	<ol style="list-style-type: none"> 1. Any retail business or service establishment permitted in B-1 and B-2, either as a principal permitted use or use special land use 2. Auto wash 3. Bus passenger stations. 4. New and used car salesroom, showroom 5. Other uses similar to the above uses 6. Tattoo parlors 7. Publicly owned and operated parks. 8. Accessory structures and uses customarily incident to the above permitted uses 9. Public or private health and fitness facilities and clubs under 2,000 square feet 10. Microbreweries, subject to the following conditions: 11. Brewpubs 	<ol style="list-style-type: none"> 1. All uses permitted and as regulated in the RT Two-Family Residential District 2. Multiple-family dwellings 3. Independent and congregate elderly living facilities 4. Accessory buildings and uses customarily incident to any of the above permitted uses

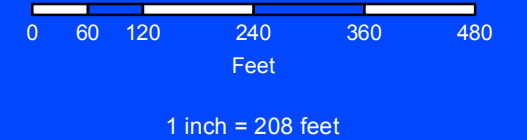
Figure 2-1. Ten Mile and Meadowbrook Commercial Rehabilitation Area

Parcels Included within Commercial Rehabilitation Area



Map Legend

- Parcels within District
- Tax Parcels
- Parcel ID Number



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Figure 2-2 (cont'd). Uses Permitted by Zoning District

	B-1	B-3	RM-1
Special Land Uses (subject to conditions)	1. Mortuary establishments 2. Publicly owned buildings, public utility buildings, etc.	1. Outdoor space for exclusive sale of new or used automobiles, campers, recreation vehicles, mobile homes, or rental of trailers or automobiles 2. Motel 3. Business in the character of a drive-in or open front store 4. Veterinary hospitals or clinics, 5. Plant materials nursery for the retail sale of plant materials and sales of lawn furniture, playground equipment and garden supplies 6. Public or private indoor recreation facilities over 2,000 square feet 7. Mini-lube or quick oil change establishments 8. Sale of produce and seasonal plant materials outdoors 9. Restaurant in the character of a fast food carryout, drive-in, fast food drive-through, or fast food sit down	1. Convalescent homes, assisted living facilities, hospice care facilities and child care centers 2. Accessory buildings and uses customarily incident to any of the above permitted uses

Future Land Use

Figure 2-4 displays the Future Land Use classifications for the entire Area, as designated on the Future Land Use Map within the City's 2010 Master Plan for Land Use. All of the properties within the Area are designated as either Local Commercial or Community Office. The description for each Future Land Use classification within the 2010 Master Plan is as follows:

- Local Commercial - This land use is designated for convenience shopping for residents within nearby neighborhoods. It includes retail, personal service establishments, and small offices.
- Community Office - This land is designated for small and medium scale office uses that primarily serve the residents of the City. The area may also include facilities for human care and indoor and outdoor recreation.

2011 Assessment Information

The table in Figure 2-5 displays the 2011 tax assessment information for each of the 16 parcels within the Area, arranged by their location. Assessment information from 2006 is also included for comparison.

Retail Market Analysis

The potential for new investment or reinvestment within the Ten Mile and Meadowbrook Commercial Rehabilitation Area depends in large part on the viability of the retail market served by the commercial uses within the Area. To better understand the retail market in the vicinity of the Ten Mile and Meadowbrook Commercial Rehabilitation Area, a market profile was created utilizing ESRI Business Analyst. This proprietary service has been used for over 30 years by retailers and marketing agencies to divide and group consumer markets in order to more precisely target their best customers. The market profile was generated by creating a one-mile radius around the intersection of Ten Mile and Meadowbrook Roads, and inventorying the existing households within that radius. The complete report is included in the Appendix of this Area Plan.

Based on US Census data from 2010, there is a population of 10,234 residents living in 4,438 households within a one-mile radius of the intersection. Those households have each been classified within one of 65 "Tapestry Segments" as defined by ESRI. Those 65 Tapestry Segments have been grouped into twelve "LifeMode Summary Groups". 74.5% of the households within one mile of the Ten Mile and Meadowbrook intersection fall into the "In Style" Tapestry Segment, which is part of the "Upscale Avenues" LifeMode Summary Group. As defined by ESRI, "In Style residents are prosperous, and live in affluent neighborhoods of metropolitan areas across the country". The remaining 25.5% of households within one mile of the Ten Mile and Meadowbrook Road intersection fall into the "Boomburbs" Tapestry Segment, part of the "High Society" LifeMode Summary Group. "Boomburbs communities are home to busy, affluent young families. The median household income is more than double that of the US median." A complete description of the demographic, socioeconomic, residential, and preferences characteristics of these two Tapestry Segments is included in the Appendix of this report.

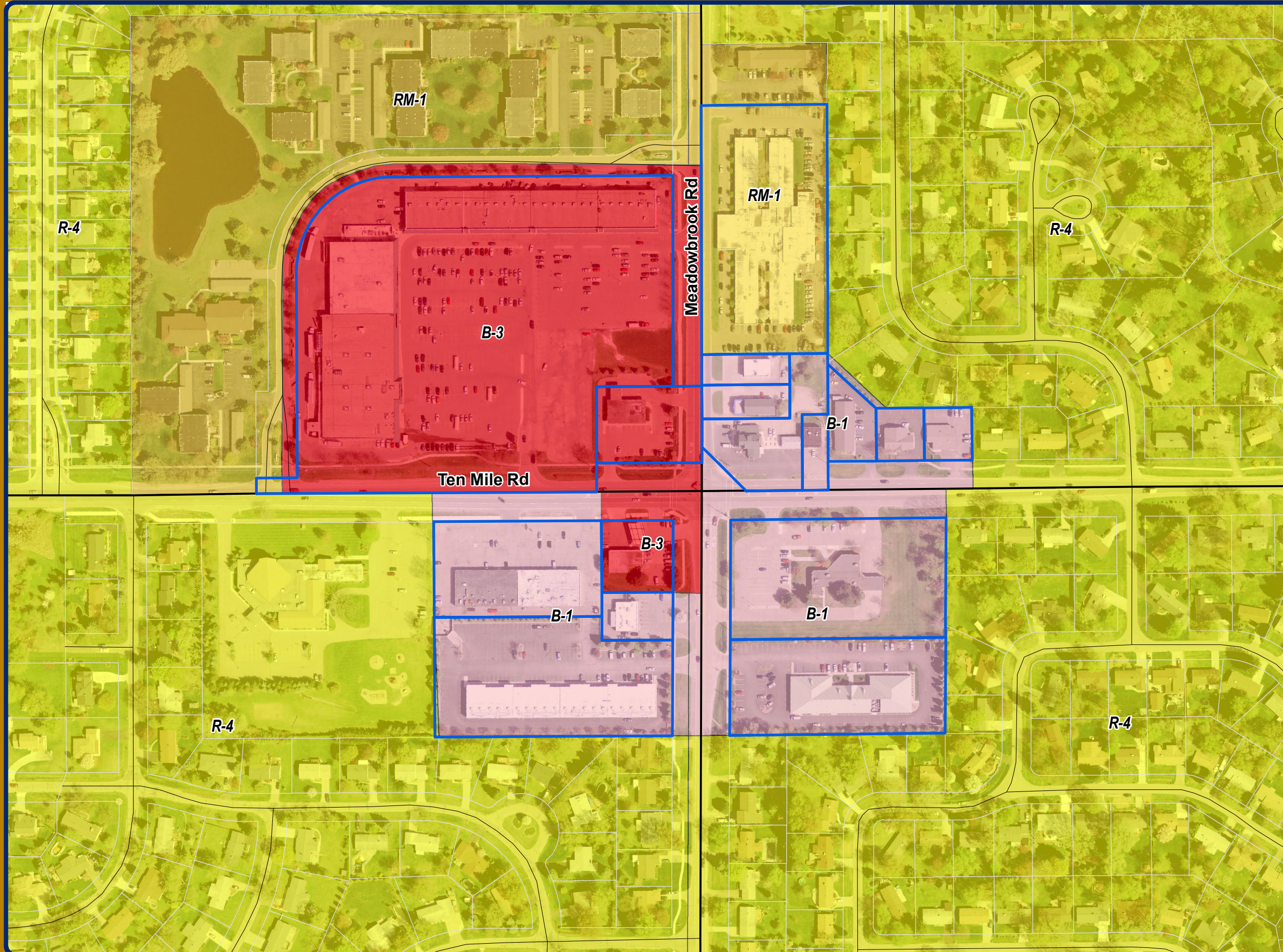
The median household income in 2010 of the 4,438 households within a one mile radius of the intersection of Ten Mile and Meadowbrook Roads is \$83,596, compared to \$54,442 for the United States, \$48,432 for the state of Michigan, and \$60,266 for Oakland County. A valuable indicator of the retail potential of the households in the area is the Spending Potential Index (SPI). An SPI of 100 means the market is spending at the national average; an SPI above 100 means the market is spending above the national average (e.g. a SPI of 150 means the market is spending 50% more than the national average). Below is the SPI for the households within one mile of the Ten Mile and Meadowbrook Roads intersection in certain key commercial categories:

- Food at Home, SPI = 143
- Food Away from Home, SPI = 149
- Retail Goods, SPI = 142

Based on the population and number of households within a one-mile radius of the intersection of ten Mile and Meadowbrook Roads, the desirability (from a retailer's standpoint) of the Tapestry Segments those households fall into, the median income of those households, and the spending potential of those households, it appears the retail market is present to support an investment in improvements to the commercial properties within the Ten Mile and Meadowbrook Commercial Rehabilitation Area.

Figure 2-3. Ten Mile and Meadowbrook Commercial Rehabilitation Area

Zoning within Commercial Rehabilitation Area



Map Legend

- Parcels within District
 - Tax Parcels
- Zoning**
- Zoning Code**
- R-4: One-Family Residential District
 - RM-1: Low-Density Multiple Family
 - B-1: Local Business District
 - B-3: General Business District



1 inch = 208 feet



City of Novi

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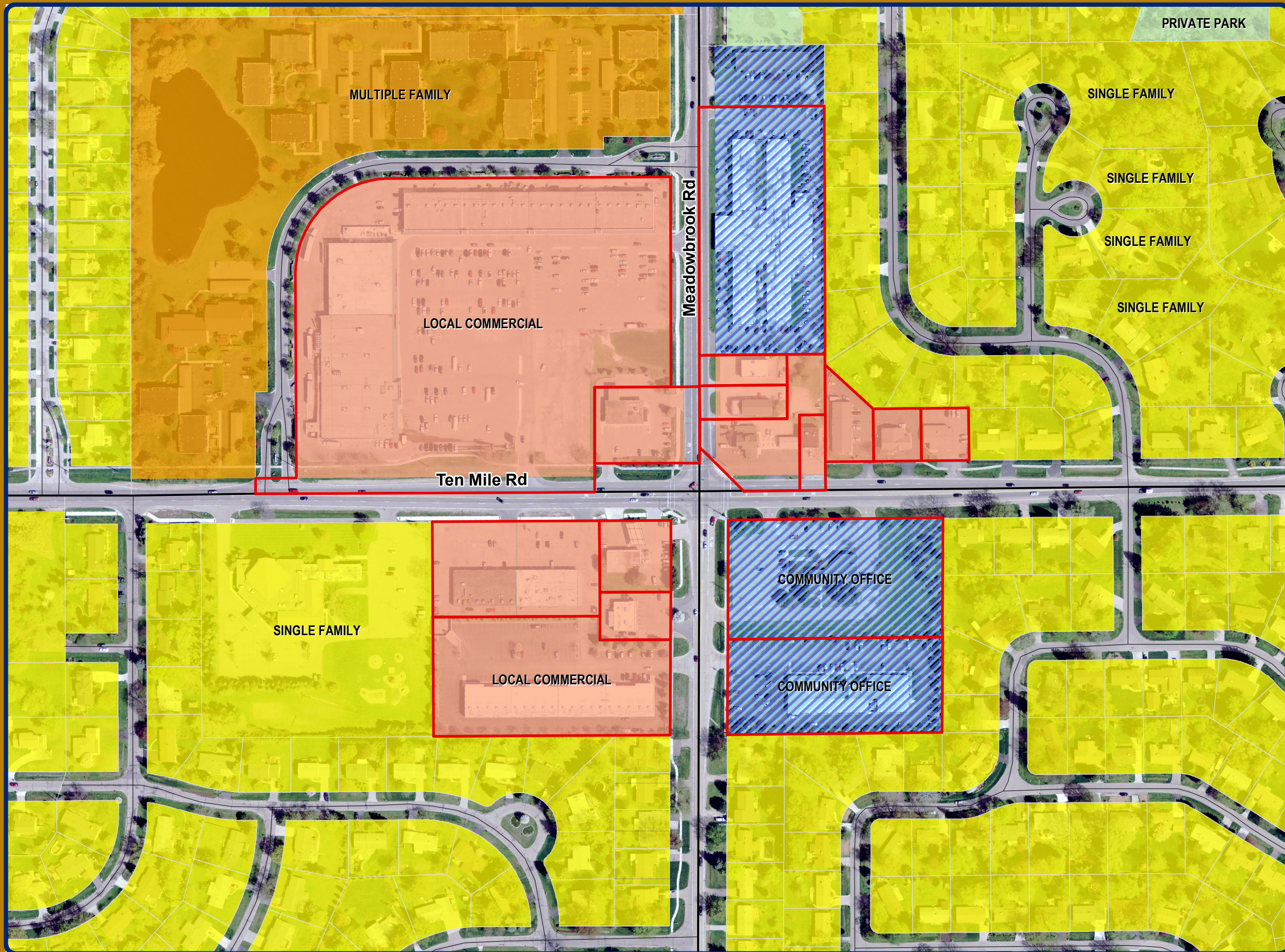
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Figure 2-4. Ten Mile and Meadowbrook Commercial Rehabilitation Area

Future Land Use Designations within Commercial Rehabilitation Area



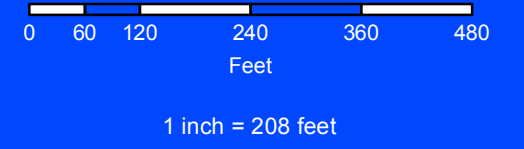
Map Legend

- Parcels within District
- Tax Parcels

Future Land Use (2010)

Proposed Land Use

- SINGLE FAMILY
- MULTIPLE FAMILY
- COMMUNITY OFFICE
- LOCAL COMMERCIAL
- PRIVATE PARK




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Figure 2-5. 2011 Assessed Property Values within Ten Mile and Meadbowbrook Road Commercial Rehabilitation Area (with 2006 Values for Comparison)

Corner	PARCEL ID #	OWNER NAME	ADDRESS	ZONING	ESTIMATED TRUE CASH VALE	TOTAL ACRES	LAND ASSESS 2011	BUILDING ASSESS 2011	CAPPED VALUE 2011	ASSESSED VALUE 2011	TAXABLE VALUE 2011	ASSESSED VALUE 2006	TAXABLE VALUE 2006
NW	50-22-23-426-009	CHARTER ONE BANK, NA	41400 TEN MILE	B-3	\$503,606	0.81	\$88,200	\$161,950	\$290,090	\$250,150	\$250,150	\$314,700	\$260,010
	50-22-23-426-017	NOVI MEADOWBROOK SHOPPING	41600 TEN MILE	B-3	\$5,756,919	11.02	\$960,050	\$1,940,600	\$3,436,290	\$2,900,650	\$2,900,650	\$3,859,050	\$3,336,150
	NW TOTAL					\$6,260,525	11.83	\$1,048,250	\$2,102,550	\$3,726,380	\$3,150,800	\$3,150,800	\$4,173,750
NE	50-22-24-351-002	NOVI SENIOR LEASING LLC	24500 MEADOWBROOK	RM-1	\$3,511,574	3.12	\$340,250	\$1,420,650	\$2,143,880	\$1,760,900	\$1,760,900	\$2,288,550	\$2,188,470
	50-22-24-351-026	LEO SOAVE BUILDING CO	24300 MEADOWBROOK	B-1	\$164,788	0.30	\$32,650	\$49,600	\$98,900	\$82,250	\$82,250	\$116,150	\$107,010
	50-22-24-351-025	SOAVE, LEO	24330 MEADOWBROOK	B-1	\$192,097	0.27	\$29,400	\$67,150	\$114,660	\$96,550	\$96,550	\$131,400	\$107,090
	50-22-24-351-027	GABRIEL, MICHAEL T	41390 TEN MILE	B-1	\$362,955	0.86	\$93,650	\$87,200	\$213,620	\$180,850	\$180,850	\$223,700	\$210,920
	50-22-24-351-024	WOONG, CHUN HAE	41360 TEN MILE	B-1	\$124,556	0.20	\$27,250	\$35,400	\$73,570	\$62,650	\$62,650	\$83,600	\$70,800
	50-22-24-351-015	PFEFFER, ROBERT & WENDY	41300 TEN MILE	B-1	\$279,382	0.36	\$49,300	\$89,400	\$165,770	\$138,700	\$138,700	\$188,200	\$179,660
	50-22-24-351-016	PFEFFER, ROBERT D & WENDY K	41200 TEN MILE	B-1	\$155,983	0.25	\$34,400	\$43,250	\$81,220	\$77,650	\$77,650	\$103,450	\$72,360
	50-22-24-351-017	OTB PROPERTIES. LLC	41160 TEN MILE	B-1	\$183,487	0.25	\$34,400	\$56,950	\$108,510	\$91,350	\$91,350	\$118,450	\$116,360
NE TOTAL					\$4,974,822	5.62	\$641,300	\$1,849,600	\$3,000,130	\$2,490,900	\$2,490,900	\$3,253,500	\$3,052,670
SE	50-22-25-101-043	PNC BANK, NATIONAL ASSOCIATION	41315 TEN MILE	B-1	\$1,096,246	2.58	\$281,250	\$264,700	\$622,550	\$545,950	\$545,950	\$678,350	\$620,620
	50-22-25-106-001	NOAH HOLDINGS, LLC	24100 MEADOWBROOK	B-1	\$522,748	0.76	\$75,150	\$187,050	\$328,490	\$262,200	\$262,200	NA	NA
	SE TOTAL					\$1,618,994	3.34	\$356,400	\$451,750	\$951,040	\$808,150	\$808,150	NA
SW	50-22-26-228-007	THREE K & B LLC	41425 TEN MILE	B-3	\$382,261	0.51	\$56,000	\$136,750	\$193,690	\$192,750	\$192,750	\$292,950	\$172,500
	50-22-26-228-025	SOUTHLAND CORP	24111 MEADOWBROOK	B-1	\$196,139	0.34	\$46,250	\$52,400	\$109,250	\$98,650	\$98,650	\$131,200	\$97,300
	50-22-26-228-031	NOVI MEADOWBROOK CORNERS, LLC	41563 TEN MILE	B-1	\$1,107,299	1.61	\$192,500	\$363,900	\$656,880	\$556,400	\$556,400	NA	NA
	50-22-26-228-028	POLO RUN	24025 MEADOWBROOK	B-1	\$1,536,922	2.68	\$292,050	\$474,200	\$743,540	\$766,250	\$743,540	\$1,008,900	\$662,140
	SW TOTAL					\$3,222,621	5.14	\$586,800	\$1,027,250	\$1,703,360	\$1,614,050	\$1,591,340	NA
OVERALL TOTAL					\$16,076,962	25.94	\$2,632,750	\$5,431,150	\$9,380,910	\$8,063,900	\$8,041,190	NA	NA