

Zoning Board of Appeals Application, Items No. 7, No. 9, and No. 10.

7. Indicate ordinance section(s) and variances requested:
9. State the practical difficulties which prevent conformance with the Zoning Ordinance requirements:
10. Describe any unique circumstances regarding the property (i.e. shape, topography, etc.) which are not common to other properties in the area and which prevent strict compliance with the Zoning Ordinance:

**Introduction:** We sought rezoning of this property (please see **Exhibit A**). The diagonal lined area represents all of the property owned by us. The eastern portion of the property is zoned Light Industrial (I-1) and the western portion of the property is zoned Office/Service District (OS-1) (please refer to **Exhibit B**). The Master Plan has the eastern portion of the property designated as Industrial, Research, Development and Technology and the western portion of the property has Community/Office.

**Exhibit C** shows that the existing I-1 property is proposed to be rezoned to B-2 and the Ten Mile frontage of the existing OS-1 zoned property was also proposed to be rezoned to B-2. We submitted this rezoning under the Planned Rezoning Overlay Ordinance. Under that Ordinance, the public benefits we proposed in exchange for the rezoning were as follows:

1. **CONSERVATION OF NATURAL FEATURES AREAS THROUGH THE PLACEMENT OF CONSERVATION EASEMENTS OVER A MINIMUM 3 ACRES OF THE SITE ALONG THE SOUTHERLY LINE OF DEVELOPMENT AND ALONG A PORTION OF CHAPMAN CREEK AT THE NORTHEAST CORNER OF THE PROPERTY.**
2. **IMPROVEMENTS TO PARK AREA AROUND NOVI ICE ARENA: GRADE, SEED AND IRRIGATE A MULTI-PURPOSE FIELD AT EAST SIDE OF THE ICE ARENA, GRADE AND STONE 20 CAR AUXILIARY PARKING SOUTHEAST OF ICE ARENA, PARK ENTRANCE, CHILDREN'S SCULPTURE, AND PARK NAMING. (\$50,000 APPROXIMATELY)**
3. **ON TEN MILE ROAD, EXTENSION OF CENTER TURN LANE BEYOND ORDINANCE REQUIREMENTS. (\$100,000 APPROXIMATELY)**
4. **CONTINUOUS EXTRA LANE ON 10 MILE ROAD IN LIEU OF ACCEL/DECAL LANES. (\$230,000 APPROXIMATELY)**
5. **POCKET PARK WITH GAZEBO TO BE LOCATED ACROSS FROM THE NORTHWEST CORNER OF PROPOSED KROGER.**

6. EXTENSIVE INTERNAL SIDEWALK SYSTEMS WITH PEDESTRIAN ENTRY POINTS INTO THE SITE ABOVE ORDINANCE REQUIREMENTS.
7. EXTENSION OF 8' PATHWAY ALONG TEN MILE ROAD TO EAST OF THE WALGREEN'S ACCESS DRIVE.

The Planning Commission favorably recommended the rezoning with the Planned Rezoning Overlay to the City Council at its meeting of August 25, 2010 by a 5-3 vote. (Planning Commission Minutes attached as **Exhibit D**) The City Council considered the rezoning request at its meeting of October 11, 2010. The City Council voted to deny the rezoning request (see meeting minutes attached as **Exhibit E**).

As we cannot directly appeal a decision of the City Council to the ZBA, we must ask for a "use variance".

### USE VARIANCE REQUEST

Use variances are considered in accordance with the Zoning Board of Appeals Rules of Procedure adopted November 12, 2008 (**Exhibit F**). Section 1.2 Variances states "appeals that are brought before the Board often seek relief from the strict application of ordinances of the City of Novi, and may involve either "use", "variances", or "non-use" (dimensional) variances.


[a] "Use" variances – Seek permission to use land for a purpose not otherwise permitted within the underlying zoning district. As set forth in the zoning ordinance, a petitioner is expected to demonstrate unnecessary hardship, which will include some or all of the following criteria:

(1) The building, structure, or land cannot be reasonably used for any of the uses permitted by right or by special use permit in the zoning district in which it is located.

(2) That the need for the requested variance is due to unique circumstances or physical conditions of the property involved, such as narrowness, shallowness, shape, water, topography, or similar physical conditions and is not due to the applicant's personal or economic hardship.

(3) That the proposed use will not alter the essential character of the neighborhood.

(4) That the need for the requested variance is not the result of actions of the property owner or previous property owners (i.e., is not self-created).

The uses allowed in the I-1 District are set forth in the Novi Zoning Ordinance (**Exhibit G**) and the Uses Permitted in the OS-1 District are set forth in **Exhibit H**. We are asking that the use variance grant us the B-2 Community Business District Uses that are set forth from the Novi Zoning Ordinance and attached as Exhibit I. The principal uses we are seeking are the retail business or service establishments which would allow us to construct a Kroger supermarket of 64,243 square feet, a neighborhood shopping center of four B-2 uses of 40,978 square feet, a building on Building Pad No. 6 of 7,000 square feet for B-2 uses and a building on Pad No. 7 of 3,000 square feet for B-2 uses. All of the above are the use variances requested in the currently zoned I-1 Light Industrial Zoning District. 

Within the OS-1 Zoning District we are asking for the right to use the three building pads, all for B-2 uses. Pad No. 3 of 6,500 square feet, Pad No. 4 of 5,000 square feet and Pad No. 5 of 6,500 square feet.

The total B-2 use variance square footage is 130,871. Of the B-2 uses, we are not requesting any uses under Section 1402 which are gasoline service stations and other uses related to automobile maintenance and repair.

We acknowledge that we have the burden of proof under your Rules of Procedure (**Exhibit F**, Section 1.2 (c)) for our request for a "use" variance. We meet this requirement as follows:

**Rules of Procedure 1.2 [a] (1) under which we must demonstrate unnecessary hardship is as follows:**

"Unnecessary hardship" defined in Black's Law Dictionary is follows:

"Within zoning ordinance so as to authorize granting of variance on such ground if land cannot yield a reasonable return if used only for a purpose allowed in zone, the plight of owner is due to unique circumstances not general conditions in the neighborhood and used to be authorized will not alter essential character of the locality." (emphasis added)

"[a] (1) The building, structure, or land cannot be reasonably used for any of the uses permitted by right or by special use permit in the zoning district in which it is located."

Applicable law demonstrates the following:

The zoning of land is a reasonable exercise of government police power. *Village of Euclid, Ohio v Ambler Realty Co.*, 272 US 365 (1926). Zoning regulations are a legitimate means to protect important property interest and accommodate competing uses of property within a community. *Jesus Center v Farmington Hills Zoning Board of Appeals*, 215 Mich App 54 (1996). However, because zones establish by ordinance will not always reflect the realities of all land controlled by a zoning ordinance, the City and

Village Zoning Act provides a process by which a property owner may seek a variance from the application of an ordinance. A land use variance is, in essence, a license to use property in a way that would not be permitted under a zoning ordinance. *Fredericks v Highland Township*, 228 Mich App 575 (1998).

"In 2 Rathkopf, The Law of Zoning and Planning, the author states that courts have held that a property owner seeking a variance on the ground of "unnecessary hardship" must show credible proof that the property will not yield a reasonable return if used only for a purpose allowed by the ordinance or must establish that the zoning gives rise to hardship amounting to virtual confiscation or the disadvantage must be so great as to provide the owner of all reasonable use of the property allowed by the zoning ordinance.

In the case of *Janssen v Holland Charter Township Zoning Board of Appeals*, 252 Mich App 197 (2002), the ZBA granted a use variance to permit construction of a 250 unit residential development on property zoned agricultural. The ZBA determined that the land owner made the requisite showing of financial hardship and that the compatibility of the proposed use was within the character of the surrounding properties.

The Court of Appeals noted that the plain and ordinary language of the Michigan statute and the ordinance did not set forth any limitations based on the size of the property owner's parcel of land subject to the use variance request. The court held that "whether property used in trade or business or held for the production of income can reasonably be used for a purpose consistent with existing zoning will, no doubt, ordinarily turn on whether a reasonable return can be derived from the property as then zoned. The Court of Appeals held that the ZBA's conclusion that the property cannot reasonably be used in the manner consistent with existing zoning was supported by confident material, and substantial evidence on the record.

Within the case of *Puritan-Greenfield Improvement Association v Leo*, 7 Mich App 659 (1967), the appellate court stated: "It has been said that the function of a board of zoning appeals is to protect the community against usable land remaining idle and it is that purpose which gives definition to "unnecessary hardship" and continuing "since the main purpose of allowing variances is to prevent land from being rendered useless "unnecessary hardship" can best be defined as a situation where, in the absence of a variance, no feasible use can be made of the land".

The same court held that "whether property usable in trade or business or held for the production of income can reasonably be used for a purpose consistent with existing zoning will, no doubt, ordinarily turn on whether a reasonable return can be derived from the property as then zoned."

This project was for 28.73 acres. Kroger was going to purchase 7.02 acres (this is approximately 25%) for \$5,000,000.00. That is a reasonable return. After the balance of the construction of the infrastructure and the buildings, they were expected to produce a return of approximately 15% of the investment. That is also a reasonable return! Further, as this land has been vacant for over 30 years and according to the City's own studies below that it will remain vacant for another 18-48 years, I can assume the property is virtually worthless.

The City Planning Staff performed a vacancy survey (**Exhibit J**) and determined that of the constructed industrial buildings there is a vacancy rate of 18.8%. This is out of a total of 8.3 million square feet of industrial buildings in Novi. So they are saying that currently there is 1,560,000 square feet of vacant completed industrial buildings in Novi.

More importantly, the Planning Staff reported that the supply of existing vacant industrial land is a minimum of 19 years to a maximum of 48 years to build-out. That means they are also saying that our property is not expected to be available for development for a minimum of 19 years up to a maximum of 48 years.

Therefore, in accordance with the definition of "unnecessary hardship" and due to the fact that this property which is being used in the business of land development and therefore for the production of income cannot be reasonably used for the purpose consistent with the existing Zoning Ordinance. As such, the requested relief to allow the B-2 business uses is relevant and will lead to a reasonable return for the productive economic use of this property.

The City of Novi Planning Staff performed a study that showed that of the existing retail buildings there is only a vacancy rate of 8.9% or less (**Exhibit J**). In order to support our intended use of the property for retail purposes, we hired two organizations. The first was the Chesapeake Group, Inc. to perform a market study. This is the same company which the City of Novi hired to do a market study for its previous Master Plan. The purpose of the market study is to show what businesses, if any, are underserved in the market area, specifically on our property. **Exhibit K**, from the Chesapeake Study states:

"The noted proposed development of the site is compatible with and supported by findings of the previous report to the City of Novi, prepared as part of the City's Comprehensive Plan Update.

As noted, the proposed development includes about 150,000 square feet of space associated with neighborhood or community scale retail, including a supermarket. **Ample community and neighborhood shopping demand in this zip code, based only on growth, is sufficient to support the activity...**"

In addition to the market study performed by the Chesapeake Group, we also did additional consumer research and hired the Strategic Edge organization to show neighborhood shopping patterns and preferences (**Exhibit L**). The end result is a recommendation on page 10 of the Strategic Edge Report (**Exhibit M**) of a recommended tenant mix. This includes a supermarket of up to 65,000 square feet, which is what we were proposing, and other associated sub-anchors and ancillary tenants. They conclude, at the bottom of page 10 that based upon the US Census that the City of Novi per capita sales were lower than that of Oakland County of general metro Detroit for the categories of food stores, specifically grocery stores, and gasoline stations. **"This fact further indicates the market support for a grocery anchored center, to curtail leakage out of the market for food shopping. Typically, grocery shopping is done close to one's home, unlike comparison shopping goods shopping."**

Our property is ready for the development of a Kroger supermarket today. Mr. Rick Ragsdale, of the Kroger Corporation, has publicly stated at the Planning Commission that Kroger would like to start this project today if it had approval. This project brings other **community benefits** as follows:

1. A project valued at \$20,000,000.00.
2. The proposed Kroger supermarket is a real, "shovel ready" project.
3. The proposed commercial center represents conveniently placed shopping and services.
4. The City of Novi gains local employment opportunities. Kroger 125+ jobs, other commercial 200+
5. The City of Novi gains local promotion of commerce and revenue.
6. The City of Novi gains tax revenues for benefit of residents – over \$200,000.
7. The site design includes considerable extra land set aside for the construction of an internal east/west private drive which will further reduce traffic to the Novi Road/Ten Mile Road intersection.
8. As with this conveniently placed local shopping and services being located close to residential areas, it will also present opportunities for increased pedestrian traffic (bicycles and walking), and possibly further reduces the need for automobile-based traffic for daily needs and furthermore decreasing the congestion on the other thoroughfares in Novi.

Therefore, with the granting of this use variance and with the immediate construction of a Kroger supermarket, we and the City would be provided with reasonable return from the property.

**Rules of Procedure [a] (3) "The proposed use will not alter the essential character of the neighborhood."**

We state with confidence that the granting of the use variance to the property fronting Ten Mile Road will not alter the essential character of the Ten Mile Road frontage which lies east of Novi Road. As you can see from **Exhibit A**, our property has for its neighbor at our west the Walgreens commercial drug store. On the north side of Ten Mile Road, east of Novi Road, there is first a gas station followed by a bank which is part of a newly rezoned Community Commercial District. Next, to the east, are some Light Industrial buildings followed by some Heavy Industrial buildings followed by Timberlane Hardware as a Commercial use and finally the railroad tracks act as our easterly boundary. As we own all of the property to the south it appears that we will

continue to own that property as vacant Industrial zoned land. Therefore the proposed local commercial uses along Ten Mile Road fit very nicely with the Commercial to the west, to the north and the Light and Heavy Industrial that lies to the north of Ten Mile Road.


**Rules of Procedure [a] (4) That the need for the requested variance is not the result of actions of the property owner or previous property owners (i.e. is not self-created).**

The history of this property is very interesting. The history of our property shows that it has been master planned for local commercial since approximately 1993. Please refer to a letter from our attorney, Matthew C. Quinn, attached as **Exhibit N** which gives an outline of the master plan history. The reason that we started working on this development as a Commercial Retail project was as a result of the City's own recommendations on its master plans; for example, see **Exhibit O**. It was even considered to possibly be Local Commercial on the current Master Plan, **Exhibit P**. We have been working on this retail development since the year 2000 and therefore there is no fact or circumstance that can say that this requested variance is a result of our actions. We have owned this property for over 30 years and it was always intended to become a retail development. Our proposal for commercial rezoning was first submitted to the City in 2004. Please refer to Mr. Quinn's letter of June 15, 2010 (**Exhibit Q**) which outlines the historical facts and the current facts as presented to the Planning Commission.

In conclusion, we respectfully request that this Honorable Body grant the **Use Variance** which will allow the B-2 retail uses within the applicable Ten Mile Road frontages of the existing I-1 District and the OS-1 District for the reasons set forth herein.

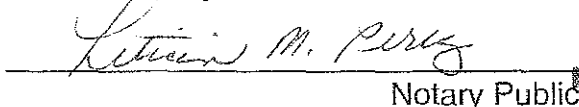
I DECLARE UNDER THE PENALTIES OF PERJURY THAT THE ABOVE STATEMENTS ARE TRUE TO THE BEST OF MY INFORMATION, KNOWLEDGE AND BELIEF.

NOVI TEN ASSOCIATES



By: Dan Weiss

Subscribed and sworn to before me this 12<sup>th</sup> day of November, 2010.

  
Notary Public

**LETICIA M. PEREZ**  
Notary Public, Wayne County, MI  
My Commission Expires June 24, 2015

WAYNE County, Michigan  
My commission expires: June 24, 2015  
Acting in OAKLAND County

## EXHIBIT LIST

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E Council Minutes	2
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N Quinn letter dated 3-8-2004	7
O Prior Master Plan	7
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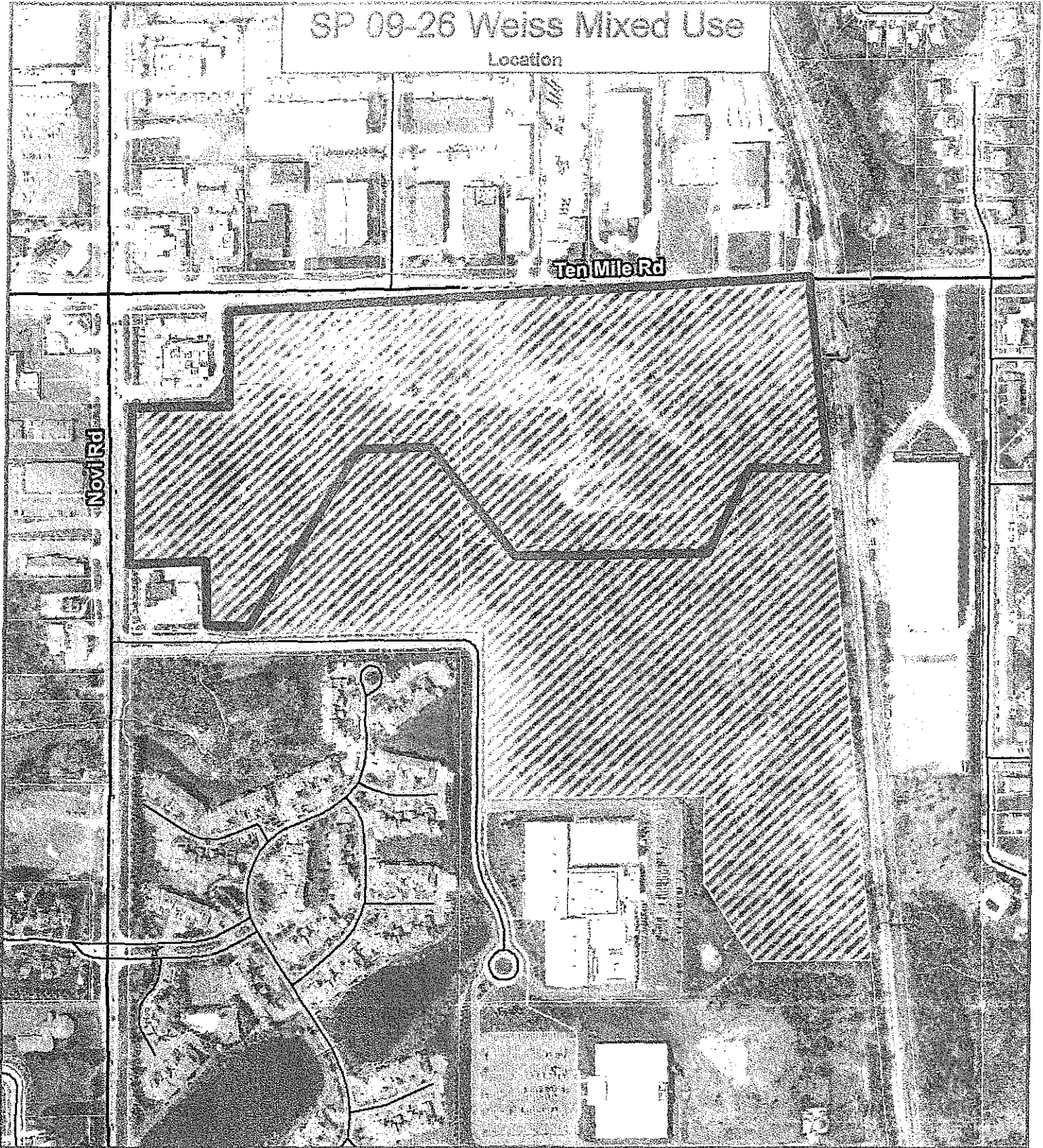


# **EXHIBIT A**

EXHIBIT A

SP 09-26 Weiss Mixed Use

Location



Map Author: Kristen Kapelanski  
 Date: 11/23/09  
 Project: SP 09-26 Weiss Mixed Use  
 Version #: 1.0

Map Legend

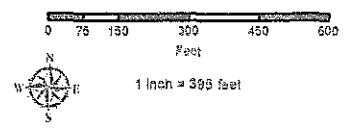
Subject Properties

— Proposed Area of PRO



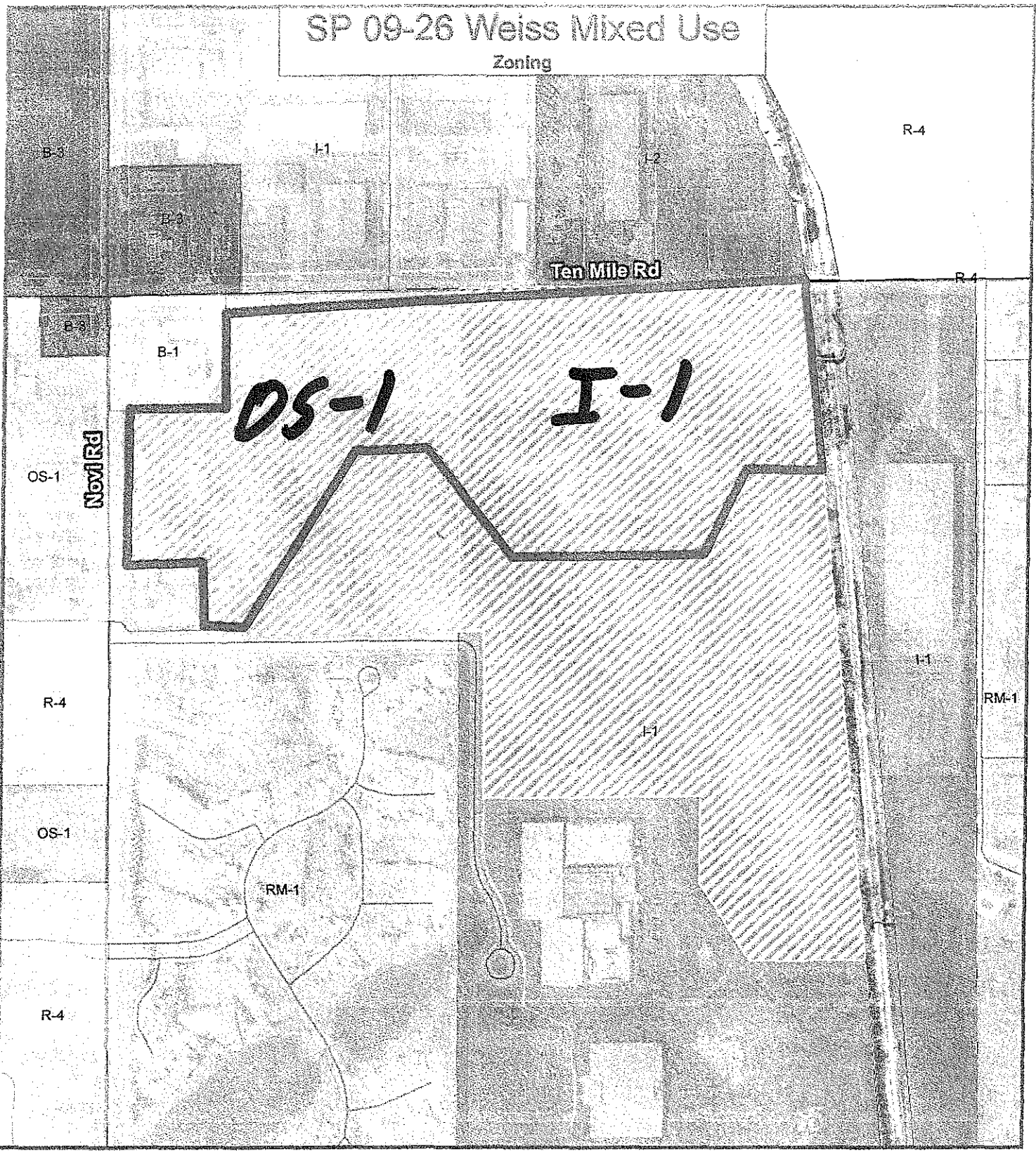
City of Novi  
 Department Division  
 Department Name  
 45175 W Ten Mile Rd  
 Novi, MI 48375  
 cityofnovi.org

**MAP INTERPRETATION NOTICE**  
 Map information depicted is not intended to replace or substitute for any official or primary source. This map was intended to represent National Map Accuracy Standards and use the most recent, accurate sources available to the people of the City of Novi. Boundary measurements and area calculations are approximate and should not be considered as survey measurements performed by a licensed Michigan Surveyor as defined in Michigan Public Act 152 of 1979 as amended. Please advise the City GIS Manager to confirm source and accuracy information related to this map.



# **EXHIBIT B**

# SP 09-26 Weiss Mixed Use Zoning



Map Author: Kristen Kaplanick  
 Date: 11/23/09  
 Project: SP 09-26 Weiss Mixed Use  
 Version #: 1.0

**MAP INTRODUCTION NOTICE**  
 Map information depicted is not intended to replace or substitute for any official or primary source. This map was intended to meet National Map Accuracy Standards and use the most recent accurate sources available to the people of the City of Novi. Boundary measurements and area calculations are approximate and should not be considered as survey measurements performed by a licensed Michigan Surveyor as defined in Michigan Public Act 132 of 1970 as amended. Please contact the City GIS Manager to confirm source and accuracy information related to this map.

Map Legend

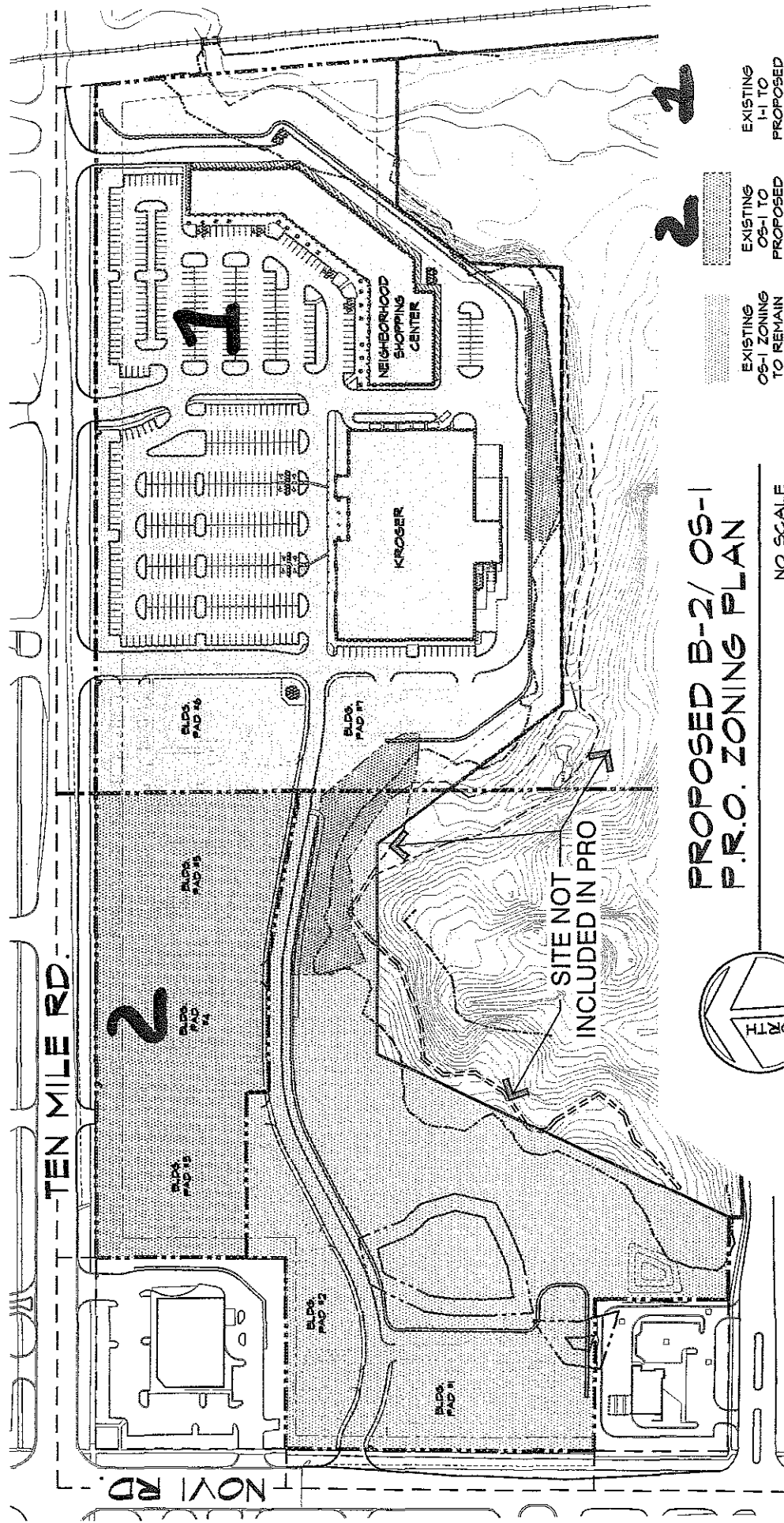
	R-4		Proposed Area of PRO
	RM-1		B-3
			B-1
			I-1
			I-2
			OS-1

**City of Novi**  
 Department Division  
 Department Name  
 45475 W Ten Mile Rd  
 Novi, MI 48375  
 cityofnovi.org

0 75 150 300 450 600  
Feet

1 inch = 395 feet

# **EXHIBIT C**



TEN MILE RD.

NOVI RD.

KROGER

NEIGHBORHOOD SHOPPING CENTER

BLDG. PAD #1

BLDG. PAD #2

BLDG. PAD #3

BLDG. PAD #4

BLDG. PAD #5

BLDG. PAD #6

BLDG. PAD #7

BLDG. PAD #8

BLDG. PAD #9

BLDG. PAD #10

SITE NOT INCLUDED IN PRO

PROPOSED B-2/ OS-1  
P.R.O. ZONING PLAN

NO SCALE



EXISTING  
I-1 TO  
PROPOSED  
B-2 ZONING

EXISTING  
OS-1 TO  
PROPOSED  
B-2 ZONING

EXISTING  
OS-1 ZONING  
TO REMAIN

# **EXHIBIT D**



the City's citizens, promote natural feature protection, foster quality development, encourage investment in the City, and provide design guidance for future transportation improvements; and (4) The proposed amendments foster sound land use planning by including the following new land use goals: (a) Provide for planned development areas that provide a transition between high intensity office, industrial and commercial uses and one-family residential uses; (b) Develop the Grand River Avenue and Beck Road Study Area in a manner that supports and complements neighboring areas; (c) Create, preserve, and enhance quality residential areas in the City; and (d) 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."

Member Baratta asked City Attorney Schultz if in the event that the Master Plan is approved without any modifications and people come in and request a modification to the existing zoning, what type of precedent is the Planning Commission creating.

City Attorney Schultz answered any property owner is permitted to come in and request a rezoning to any district they would like to rezone their property to.

**ROLL CALL VOTE ON ADOPTION OF THE PROPOSED 2010 MASTER PLAN FOR LAND USE AMENDMENTS  
MOTION MADE BY MEMBER CASSIS AND SECONDED BY MEMBER GRECO.**

**Motion to approve a resolution adopting the proposed 2010 Master Plan for Land Use Amendments with the changes proposed by the Master Plan and Zoning Committee on July 7, 2010, including the proposed Future Land Use Map, with no further revisions. This motion is made for the following reasons: ( 1) The Master Plan & Zoning Committee and the Planning Commission, with the assistance of the Community Development Department Planning Staff, reviewed the current Master Plan for Land Use's goals, objectives, and implementation strategies, and the Future Land Use Map use designations for the entire City, and evaluated each of the three Master Plan Study Areas in detail; (2) Public comments regarding the future land uses in the study areas and City at large were solicited and people provided input through answering questionnaires, written comments and in person at City Hall, public meetings and public open houses; (3) The proposed Master Plan for Land Use amendments reflect the desires of the City's citizens, promote natural feature protection, foster quality development, encourage investment in the City, and provide design guidance for future transportation improvements; and (4) The proposed amendments foster sound land use planning by including the following new land use goals: (a) Provide for planned development areas that provide a transition between high intensity office, industrial and commercial uses and one-family residential uses; (b) Develop the Grand River Avenue and Beck Road Study Area in a manner that supports and complements neighboring areas; (c) Create, preserve, and enhance quality residential areas in the City; and (d) 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." *Motion carried 8-0.***

**2. WEISS MIXED USE DEVELOPMENT, SP09-26A WITH ZONING MAP AMENDMENT 18.690**

Consideration of the request of Siegal Tuomaala Associates, for Planning Commission's recommendation to City Council for rezoning of property in Section 26, east of Ten Mile Road, and south of Novi Road, from I-1, Light Industrial District and OS-1, Office Service District to B-2, Community Business District and OS-1, Office Service District with a Planned Rezoning Overlay (PRO). The subject property is approximately 28.7 acres.

Member Cassis asked City Attorney Schultz if the applicant's request was for a change of the Master Plan for Land Use Future Land Use designation for the subject property.

City Attorney Schultz stated that the Master Plan that was approved previously in the meeting is effective.

Member Cassis asked City Attorney Schultz if this matter requires a public hearing.



City Attorney Schultz indicated a public hearing was held on this matter by the Planning Commission several weeks ago and all the Planning Commission needs to do at this point is make a recommendation to City Council on the rezoning.

Planner Kapelanski showed the location map for the property. The applicant is proposing the rezoning with PRO of an approximately 28.7 acre parcel located on the south side of Ten Mile road east of Novi Road from I-1, Light Industrial and OS-1, Office Service to B-2, Community Business and OS-1, Office Service with a Planned Rezoning Overlay. To the north of the property, across Ten Mile Road, are various industrial uses. To the west are office uses. To the south is vacant land and multiple-family residential and to the east is existing industrial.

The subject property is currently zoned I-1 and OS-1. The site is bordered by I-1 and I-2 zoning to the north, I-1 zoning to the east, OS-1 zoning to the west and I-1, RM-1 and OS-1 zoning to the south.

There are existing wetlands on the site, mainly concentrated along the creek. The majority of the site is also part of a regulated woodland.

Planning staff has noted in the review letter that denial of the rezoning is recommended as the proposed zoning is not consistent with existing zoning in the area, recently completed retail studies indicate the City has a surplus of commercially zoned land and the City currently has a retail vacancy rate near 10%. In addition, the rezoning would be contrary to the approved Master Plan for Land Use, which recommends industrial and office uses for the site. The rezoning would also be contrary to an Implementation Strategy listed in the Master Plan for Land Use. The applicant is proposing a 64,000 square foot Kroger store, a 41,000 square foot shopping center and space for additional buildings in the future. There are a number of issues regarding the proposed concept plan. The applicant would need deviations for the proposed building height of the shopping center and the Kroger store, the loading space and dumpster location of the shopping center and façade waivers for both the shopping center and Kroger store. Four driveway spacing waivers would be required, as would various landscape waivers. A PRO requires the applicant propose a public benefit that is above and beyond the activities that would occur as a result of the normal development of the property. The applicant has proposed the grading of a sports field to be located in the existing park behind the Novi Ice Arena. This would also include providing seed for the field, as well as irrigation. Twenty gravel parking spaces would be installed along with a landscaped park entrance way. Included in the packet is a memo from the Parks, Recreation and Cultural Services Department commenting on the proposed public benefit. Since that memo was written, the applicant has proposed to irrigate the field.

The Landscape Review noted landscape waivers could potentially be required for the lack of berms along the road frontage, the lack of perimeter canopy trees, more than fifteen contiguous parking spaces without a landscape island, a shortage of front façade landscaping and the amount of foundation landscape plantings. The applicant has not clearly demonstrated on the concept plan that these requirements can be met.

Planner Kapelanski indicated that the façade review noted a Section 9 waiver is required for the overages of EIFS, C-brick and split faced CMU and the underage of brick on the Kroger and shopping center buildings. Approval of the requested waiver is recommended.

This matter was previously brought before the Planning Commission on June 23, 2010. At that meeting, the Planning Commission postponed their recommendation noting further information was needed regarding the stormwater, the wetlands and woodlands and on how this new store would affect other nearby retail.

The applicant has since submitted a plan to address the stormwater and wetland concerns and the Engineering Department is now satisfied that the stormwater can be adequately handled on site. The City's wetland consultant also noted in the revised review that no substantial outstanding wetland concerns remain and the applicant has reduced impacts so that they are below the threshold for mitigation.

The Woodland Review comments remain, with the letter noting various concerns regarding the large amount of regulated woodlands on site and the fact that impacts will likely be substantial. Dr. John Freeland is also available to answer any woodland questions.

Planner Kapelanski indicated that there were a number of concerns noted in the traffic review although conditional approval was recommended. The City's traffic consultant did go over those concerns in detail at the June 23<sup>rd</sup> Planning Commission meeting and that information has been included in the excerpt of meeting minutes included in the Planning Commission packets. The City's Traffic Consultant, Rod Arroyo of Birchler Arroyo is here this evening to address any questions regarding the traffic review comments.

Matthew Quinn came forward on behalf of Dan Weiss & Associates, the applicant, regarding the proposed mixed use project and indicated the applicant has a good plan and project and one that is going to benefit the City. When this matter was before the Planning Commission on June 23, 2010 there was quite a bit of information presented and that is included in the minutes. A decision on the matter was delayed that night because of five items, all of which have now been addressed.

Stormwater detention issues have been resolved with the City Engineer and a letter indicating that is in the Planning Commission packets.

Wetland mitigation has been satisfied and the plans now show that no mitigation is required because there is so little intrusion into the wetlands.

There was a question on the woodland line not being in the right place and that has been corrected and submitted and is no longer an issue.

Mr. Quinn said, the Planning Commission asked for more public input on the Master Plan on the July 14, 2010 meeting and there was no one that came to that meeting that wanted to comment on the Master Plan.

Mr. Quinn said, the Planning Commission also asked about the effect of Kroger on other retail stores in the area. Once again, the Planning Commission has received nothing from staff regarding that. What the Planning Commission has are the market studies that have been done to show the true situation, that there is demand there whether this Kroger store is built or not built and whether there is a Busch store or no Busch store and there is more than enough demand to handle this project.

Mr. Quinn stated that the Traffic Consultant has recommended approval with some conditions and comments. The natural features basically are approved with conditions. The Fire Department has approved it. The Façade Consultant is recommending approval of the required waivers.

The Staff is on record as saying the building height waivers are supported as are the driveway spacing waivers.

Mr. Quinn said, the public benefits that the City is being offered are on page eleven of the Planning Commission packet. The public benefits include a conservation of natural features area through the placement of a conservation easement over approximately 3 acres of the site and improvements to the park area near the Novi Ice Arena consisting of grading, seeding and irrigating a multi-purpose field. Also, on the east side of the Ice Arena, to grade and stone a 20 car auxiliary parking lot and do a park entrance as well as a children's sculpture and sign at the beginning of the park entrance. The applicant has also proposed extending the center turn lane on Ten Mile Road beyond ordinance requirements. The applicant is going to continue an extra lane on Ten Mile Road in lieu of acceleration and deceleration lanes in excess of requirements. The applicant is going to provide a pocket park located on the northeast corner of the proposed Kroger site and an improved set of architectural elements and materials beyond the ordinance requirements. The applicant is going to provide an extensive internal sidewalk system with pedestrian entry points above ordinance requirements and will extend the eight

foot pathway along Ten Mile Road to east into the Walgreen's access drive, which isn't required. That is the list of public benefits that is being proposed for this PRO.

Now, what other benefits are being provided for this PRO? First of all, twenty million dollars of tax base will be added to the City by the time this project is done in phases. Through Kroger, over 125 new jobs that do not exist today will be added. When the other phases are completed and those additional retail and restaurants are added, there will be more than 100, probably closer to 200 plus additional jobs. These are public benefits and these are benefits to the citizens and to the City as a whole.

Mr. Quinn stated that they have never asked for any special treatment in this situation from when it started in 2004. Some people think this is being rushed, remember, this project was first submitted in 2004. This project was put on hold because the City said to hold up while we improve the intersection of Ten Mile Road and Novi Road so the traffic that is going to be caused by this project could be accommodated.

Mr. Quinn stated that the applicant has complied with every request that the City has made throughout the years. The City has asked for special treatment from the applicant and has not asked for anything.

Novi tries to be business friendly. Novi, through Mayor Landry over his five years in office now, has made a special attempt to be business friendly to new businesses coming into the community. This is a landowner of 30 plus years that is bringing business to the community. How business friendly is Novi going to be to a twenty million dollar project with an excess of 200-300 jobs and how business friendly is Novi.

Mr. Quinn stated he wanted to bring up an argument that has been brought up by the staff multiple times and it has to be mentioned. The argument is these businesses shouldn't be retail because the retail vacancy rate is now at 9.8 to 8.9 percent vacant. A common vacancy rate is seven percent or less. This is not that out of line with the current retail vacancies. Let's look at the industrial vacancies. In the Planning Commission's own document, it shows 18.8 percent vacancy in industrial buildings in Novi. Right next door across the railroad tracks to the east, there is a 107,000 square foot building that has been empty. A mile away on Nine Mile Road, there are two buildings across the street east of Novi Road in excess of 200,000 square feet of industrial space that are empty. The City's own documents said it will remain industrial for about 48 years. The City's studies indicate the City has an eight year reserve of vacant retail land. Does any of that make sense? Why would the City want to leave this industrial? The retail is everything that will make this project work and it is the right thing to do and the Kroger store is needed.

Mr. Quinn said, one final thing I want to talk about is the issue of competition. There have been some comments that if a new Kroger store comes in, it would provide adverse competition to stores in the area. What is America all about if it is not competition? Think about this. There are furniture stores next to furniture stores, tire stores next to tire stores, drive-ins next to drive-ins, restaurants next to restaurants and why? Because they like to be in competition with each other and they draw people to the area. The Kroger store is going to draw people to the area just like the Busch store draws people to the area and competition is good. What else does competition do? First of all, what you're going to have is more competition in food prices and if you have another grocery store, theoretically food prices should go down. What else are you going to have in the shopping centers around? They are going to be better maintained because the owners of those shopping centers are going to want people to come in. People will want to upgrade the same way the Town Center Mall is upgrading now to try to match the other malls across Novi Road. The City will make a better Novi by granting approval of this project.

Architect Marty Smith came forward and stated that he spoke very quickly earlier and would be glad to reiterate anything that was said if any of the Planning Commissioners have any questions.

Architect, Marty Smith stated that Mr. Quinn mentioned a lot of the things that he wanted to talk about and there are a couple of comments that came up regarding vacancy rates. All and all, vacancy rates don't mean anything on this property since there is a user that is self funded, just waiting to put the shovels in the ground and move ahead.

Mr. Smith stated that there were comments made earlier that residential should be protected from commercial and he does not understand that. Mr. Smith is a Planning Commissioner in his town and they believe residential should be intertwined with commercial. In the successful downtowns, the Birmingham, the Royal Oaks, the Ferndales, the Northvilles, the retail, commercial and residential are right on top of each other and it makes for a very vibrant community. If you separate them too far and people have to drive, they are not as successful. This project puts neighborhood retail, neighborhood commercial and neighborhood services closer to a lot of residential neighborhoods that are lacking those services and it will cut down on people going out of the town and possibly on traffic since people will not have to drive through the area to get to another shopping area. As far as the market studies, back in 1999, Novi's own market study prior to the 2020 Master Plan for Land Use indicated that there is a significant shortage of grocery stores and other local type retail.

The Master Plan for Land Use includes new local retail sites for possible grocery stores and similar related development on the southeast corner of Ten Mile Road and Novi Road. In 2004, the Master Plan and Rezoning Committee voted in favor of a commercial project in this location. Then later in 2004, the applicant honored the City's request to postpone their project for the redevelopment of the intersection of Ten Mile Road and Novi Road. In late 2007, Novi conducted another market study by the Chesapeake Group which is in Appendix F of Novi's 2008 Master Plan for Land Use. It says that the retail activity with the greatest potential is associated with convenient shopping, including food purchases and grocery stores. It says the public would be enhanced by the development as many residents now make convenient purchases outside the area in which they live.

Mr. Smith said, in late 2008, Novi Ten Associates hired the same esteemed Chesapeake group to do another market study and that has been submitted several times to the Planning Commission over these last months. It states in there shopping demand is sufficient to support the activity of the noted proposed development of this site and is compatible with and supported by the findings of the previous report to the City as part of the City's comprehensive plan update. Kroger has done a market study and without a doubt they believe their store will be hugely successful with the population as it stands now. They are not relying on growth. The houses, the residents, the apartments are there now for their store to be successful. Regarding the statistics of the site, the deviations and benefits, this project currently has tentative approvals from engineering regarding the detention, tentative approval by traffic with some minor comments, the wetland impact has disappeared, and the façade and fire department have approved the project. There are some technical issues to complete and that will be done as part of the site plan approval process. It's not really related to the zoning. Planning, engineering, landscaping, and woodlands have some issues and that can be sorted out by going through the site plan approval.

Chair Pehrson asked Member Greco to read the correspondence into the record.

Letter sent to Planning Commission, Community Development Department and Consultants on August 18, 2010 from Edward Leininger, 24589 Hampton Court, Novi, MI 48375.

Dear Members,

The proposed rezoning and special land use permit is a major intrusion to the character of the City of Novi. The inventory of land use in the City is master planned to provide a balanced community. Retail zoning is plentiful with both successful and failed projects all around the city.

The land along Ten Mile Road, bounded by the railroad tracks and Novi Road is definitely a difficult piece of property to develop, but certainly NOT Commercial (B-3) uses.

#### Master Plan

The current Master Plan was very careful about this parcel as traffic from two major county roads service the area. With NO county funds and improvement plans to expand these roads it seems foolish to force more traffic on these already over burdened roads. Should you arbitrarily rezone this land to

commercial, then no court in the area will ever uphold any other part of the City of Novi's Master Plan in the future.

#### Land Use

OSC may be the most logical land use with an internal road system with entry and exits on Novi Road only and right turn only entry and exit on Ten Mile Road. OSC allows for increased height (ideal for this property) and a mixed use of office, office services and light retail. But, even this type of development will require major road improvements on the bordering county roads.

#### Overlay Zoning

The overlay option being used to consider this land use shouts of "contract zoning" as the City benefit is minuscule and calls for an increased burden on the City's budget to maintain the fields and parking lots in the future.

We do not need more commercial to balance our land use in Novi, but we do need more office and light industrial business. OSC, OS-1 and OS-2 require the least amount of City services support and maintenance throughout the years.

Commercial is an easy decision especially in light of the depressed economy, but that is very short sighted.

#### Traffic – WOW

How many more cars and trucks do you think Ten Mile Road and Novi Road can handle, even if you convince the county to complete the improvements to full build out? Note: I did not find a current widening project on the county plans anywhere for these roads.

Who is going to pay for the railroad crossing gates and expansion of the road over the tracks? Don't use my tax dollars. Note: The railroad does not have any plans or money to improve the Ten Mile Road crossing.

#### Not in my backyard – NIMBY

An easy acronym to throw around as a negative. But YOU should consider what you would do if it was being proposed in YOUR backyard.

It is impossible to enter or exit the Meadowbrook Glens Subdivision and Novi Meadows Apartments complex and when the industrial building (Wisne Mfg.) is once again in business and Orchard Hills Subdivisions from 7 – 9 AM and 3 – 6 PM now. Over 400 homes in the Meadowbrook Glens Subdivision will be dramatically affected by your decision to arbitrarily change the zoning to B-3.

I have walked and studied this property many times and find it to have a unique topography that actually shouts high-end office and high tech R & D facilities. Terraced winding roadways and multi-level lots will make this property attractive to future premium uses. It does not say, fill and level for a Super Market.

Thank you for your time to review my thoughts and hopefully you will deny this request and consider other non-retail uses for this property as you study the master plan.

Best Regards,

Edward Leininger

34 year resident of Novi

Representative for the Homeowners Association of Meadowbrook Glens Subdivision

Former Novi City Councilman

Letter sent to the Members of the Planning Commission from Citizens of Meadowbrook Glens Subdivision on August 24, 2010 re: Proposed Development of Land, east of Novi Road, west of Meadowbrook Road.

The purpose of this memorandum is to express our concern over the proposed development of a former orchard that is east of Novi Road, west of Meadowbrook Road, and south of Ten Mile Road not far from the Walgreen's Drug Store. The proposed development consists of a "Super Kroger" and some light industrial and office space.

The concerns over this project are many. First, we question the need for this development. There is a Kroger at Grand River Avenue and Beck Road, a Busch's at Ten Mile Road and Meadowbrook Road and a proposed plan to bring a Walmart store to the Novi Town Center. We do not need another grocery store to compete with these stores with the potential of putting any one of them (mainly Busch's) out of business. If this were to happen, we would have another vacant building, one of many unfortunately now in the City, to deal with.

Second, there are traffic concerns. Ten Mile Road is two lanes and cannot handle a large shopping center going in to cause more congestion. Widening the road may alleviate some of the issues, but it would still not deal with all the traffic concerns and would cause many more problems during construction. During the school year, Ten Mile Road is a major thoroughfare for buses traveling to the high school, Novi Meadows, the Middle School and various elementary schools. Having a large shopping center in this location would add to an already stressed traffic area, especially at the end of the day, regardless of how wide the road is.

Third, there is the issue of proper city planning. Members of the Planning Commission should consider what kind of a city we want to have. Do we want a city that has some green space or do we want one that has endless strip malls with stores that often go out of business and then create eyesores for the community to deal with? If another development is needed, the City should consider what existing vacancies we have and put new development there. The Novi Town Center has much potential, yet it consists of numerous vacant store fronts. The Main Street area has numerous vacancies as well. A small grocery store went in on the corner of Meadowbrook Road and Grand River Avenue, only to go out of business and stand empty with a lease sign in front of it. If another grocery store, small retail outlets, and light industrial areas are needed, consider putting them where the development already is. This would be a win/win situation as blight would be reduced from the City and we would be revitalizing areas that need it.

Thank you for allowing us the opportunity to voice our concerns over this project. We hope that these issues will be taken into account when a final decision is made and that you will update us on the status of this proposed development.

Diane Jamrog, 24614 Hampton Hill, Novi, MI 48375

Barb & Dan Phelps, 24548 Hampton Hill, Novi, MI 48375

Robert & Pauline Riley, 24602 Hampton Hill, Novi, MI 48375

Edward Leininger, 24589 Hampton Court, Novi, MI 48375

Beth Covery, 41951 Park Ridge, Novi, MI 48375

Anita Parker, 24724 Highlands, Novi, MI 48375

Alice Morgan, 24581 Hampton Court, Novi, MI 48375

Lisa A. Engels, 24536 Hampton Hill, Novi, MI 48375

Chair Pehrson turned the matter over to the Planning Commission for their consideration.

Member Baratta asked if City Landscape Architect David Beschke and Wetland Consultant Dr. John Freeland could come forward and answer some questions.

Wetland Consultant Freeland stated that he had received a revised plan with additional information regarding wetlands as well as additional information regarding the depiction of the regulated woodland boundary on the property. As far as the proposed wetland impacts go, the wetland impacts have not disappeared, but they have been somewhat minimized to an area below a quarter of an acre, with a quarter of an acre being the threshold requiring mitigation. The woodland issues are basically unchanged compared to the June Planning Commission meeting. The woodland issue is not as trivial as correcting an item on a drawing. There will be very substantial woodland impacts associated with this project. According to a count provided to ECT, the number of regulated trees may be as high as 771 trees and that number will have to be clarified and field checked in the event the project goes to preliminary site plan. In order to build the entire infrastructure associated with this project many trees will have to be taken down.

Member Baratta then asked Mr. Quinn if the project was rushed.

Mr. Quinn stated that the project was started in 2004 and he couldn't say the project was rushed.

Member Baratta stated that he does not believe it was rushed and he agrees with Mr. Quinn's characterization. Member Baratta does not believe that anyone is receiving special treatment and the Planning Commission looks at a project as a project and is it good for the City, irrespective who represents it. From Member Baratta's standpoint, when he reviews this project, and he is sure he speaks for the rest of the Commission, the Planning Commission looks at each project and the benefit it provides to the City and the citizens. There was an issue brought up in prior presentations regarding the Kroger's and possibly closing the store at Beck Road and Grand River Avenue. Member Baratta had an opportunity to look at the way Kroger deployed their stores in targeted markets and some of the other grocery stores and from what he has seen, this is a classic deployment strategy for a grocery retailer. Member Baratta does not believe they are going to close the Grand River Avenue store and Kroger has made that representation several times.

Member Baratta stated that he still had an issue with the traffic and wondered what the applicant was proposing to do to alleviate the traffic generated by this shopping center.

Mr. Quinn indicated that there will be road improvements from the railroad track to Novi Road and there is going to be a center turn lane added that will be provided, instead of the required acceleration lanes and deceleration lanes. In addition, if in fact the traffic warrants require a traffic signal to go at the Kroger entranceway, the traffic signal will be placed. As far as the traffic is concerned, according to the City's traffic consultant and the completed Traffic Impact Study, there will have to be some timing changes at the intersection of Ten Mile Road and Novi Road. It will have to be coordinated with the new traffic signal. People will also be able to use that interior road instead of going out and using Ten Mile Road and Novi Road. The other thing to remember about the traffic is that if this is developed as industrial with a 200,000 plus square foot industrial building and a 100,000 square foot office building and the morning and afternoon peak associated with that kind of development would be tremendous. When you bring in a Kroger store and retail, there is basically little early morning peak traffic and there are people coming and going all day long and there is not a big influx in the morning like there would be with an industrial development and the same way at 5:00pm.

Member Baratta asked who is paying for the road improvements and the traffic signal.

Mr. Quinn answered the applicant would be paying for those improvements as a public benefit.

Member Baratta stated the Planning Commission has seen this project many times and has talked about all the issues, or a great number of issues in great detail and the petitioners have answered the Planning Commission's comments over several presentations. Member Baratta would recommend approval of the project and but would like to give the other Planning Commissioners an opportunity to speak before he makes a motion.

Member Meyer asked City Traffic Consultant Arroyo to come forward and reiterate what Mr. Quinn just said or at least give the Planning Commission his perspective on impacts to the peak hour traffic. Member Meyer wanted to know if additional lanes along Ten Mile Road are planned.

City Traffic Consultant Arroyo answered one of the items that was mentioned in the traffic review letter on page four dealt with the inclusion of an additional westbound through lane serving the center and east driveway which would enable the signal timing, if a signal is put at the center driveway, to better serve and provide a higher level of service to that intersection and potentially shorten the queues that are heading westbound that could potentially impact the railroad tracks. The applicant has not provided that improvement and it is not being proposed at this time. There were some significant delays that were being proposed at that drive and there is also a concern regarding the Ten Mile Road westbound queues. There are many improvements that are being proposed as part of this development but that does not necessarily mean there will be a perfect level of service everywhere. The other question dealt with the comparison of light industrial and office. That is addressed in the traffic review letter as well. Mr. Quinn is correct in terms of the a.m. peak hour that industrial and office would generate substantially more traffic than retail. Generally the a.m. peak hour occurs sometime between 7:00 a.m. and 9:00 a.m. and most retail stores are not open at that time. The comparison that was evaluated in the applicant's traffic impact study shows that the shopping center would generate about close to 150 a.m. peak hour trips and a combination of light industrial and medical office would generate about 458 a.m. peak hour trips and light industrial with general office would generate 467 a.m. peak hour trips. During the p.m. peak hour, it goes the other direction in that the shopping center would generate more p.m. peak hour trips than the light industrial and medical office with the shopping center generating 830 driveway trips.

Member Meyer then stated that Mr. Quinn mentioned that there might be several tire companies in one area or several restaurants where the competition is healthy. I do truly believe that competition holds a key place here. If the City is going to be a City that is business friendly, City officials have to at least hear people out and make their decision. Member Meyer noted Environmental Consultant Freeland stated many trees would need to be removed in order to construct this project. It seems many trees have been taken down in this City for all sorts of developments and those trees are replaced.

Member Meyer asked Environmental Consultant Freeland what the process would be if the applicant were to remove the trees on this site.

Environmental Consultant Freeland answered the City has a Woodland Ordinance and it is strictly a local ordinance and not a state program. The first choice for the replacement of impacts to regulated woodlands is to replace trees on site. It doesn't appear very many trees would be able to be put back on this site because much of the undeveloped site is already woodland. In lieu of replacing the trees, the Ordinance allows for payment into the Tree Fund. At this time, it amounts to at least \$400 per tree credit and the credits are graduated according to the diameter of the tree that is cut down. Again, exact numbers are not ready at this time, but Dr. Freeland would estimate approximately 1,000 tree credits would be required if this site were developed. Compared to other projects Dr. Freeland has seen in Novi, not very many have had such a large woodland impact.

Member Larson asked Mr. Quinn what the hours of operation would be for the Kroger store.



Mr. Quinn stated that the Kroger store will not be a 24 hour store and the hours of operation will be from 6:00 a.m. to 12:00 p.m.

Member Lynch asked for some clarification from Traffic Consultant Arroyo. Member Lynch looked at the traffic review letter. Eventually this site will be developed with something, be it industrial, office, retail, etc. and Member Lynch is concerned with the traffic impacts. In reading the traffic review, it appears traffic will be less impacted by a retail development than an industrial development during the peak hours.

Traffic Consultant Arroyo responded it depends on which peak hour someone is looking at. During the morning peak hour, an office or industrial development would have more of an impact and during the p.m. peak hour a retail development would have more of an impact.

Member Lynch asked if the additional lane is going to mitigate much of the impact.

Traffic Consultant Arroyo stated that the improvements that the applicant is proposing are certainly going to mitigate to a certain extent some of the impact. It doesn't mean it is going to fully mitigate the impacts, but it is going to mitigate the impacts to a certain extent.

Member Lynch stated he understood that the site would eventually be developed and whatever development occurred would cause traffic impacts. Member Lynch's personal feeling says that a Kroger needs to be there. Member Lynch thinks that the east sides of Novi do not get the same benefit as the people in the west. By looking at the analysis on how the Kroger stores are set up, it seems this store will be similar to the existing store at Grand River Avenue and Beck Road but less intense. Member Lynch is struggling with the traffic. It sounds like a lot can be mitigated with the additional lane the applicant is proposing.

Member Lynch said he is envisioning in his mind that traffic is so backed up that someone is stuck in the middle of the tracks. Member Lynch is wondering if this goes industrial, would that possibility still exist?

Traffic Consultant Arroyo answered that it is very difficult to answer that question without knowing the configuration of the site and a lot of it would depend on, for example, the fact that the office generates more traffic per square foot, particularly medical office. If there was more medical office, it would likely increase the impact and increase the likelihood of the need for more of those improvements. Also, the timing of the development would be important. Will there be background growth that will impact that as well? It is difficult to give a precise answer.

Member Lynch stated he did not see a significant difference in traffic impacts between the development of the site as industrial or office and the development of the site as retail. The traffic will probably be similar to the traffic at Beck Road and Grand River Avenue. Sometimes people will have to wait at a light.

Traffic Consultant Arroyo stated that the traffic light is absolutely critical to the operation of this site.

Member Lynch asked if the applicant is going to put in the traffic light.

Mr. Arroyo answered yes, subject to approval from the City and RCOC.

Member Lynch stated that he would like to see any tree removed from the property put back on that property. Even though the tree fund is a good thing, the people in the area are used to seeing those trees in that location and Member Lynch would rather not see the replacement trees put elsewhere.

Environmental Consultant Freeland stated with the proposed site layout and the fact that most of the site is regulated woodland, he did not see a lot of room to put replacement trees on the property. There may be some gaps in the woodland and there may be a few opportunities for replacement on-site and

that is something that would be evaluated during the Preliminary Site Plan review.

Member Lynch stated that he hoped that the trees could somehow be kept on the site, primarily by the residential areas. Member Lynch has seen cases previously where an applicant has put the trees in the tree fund and this does not do the people in the area any good.

Environmental Consultant Freeland stated that he doubted the applicant could replace anywhere near 700 or more trees back on the parcel. In addition to woodland replacement trees, there may be requirements for landscape trees which are a separate part of the ordinance. Landscape Architect Beschke may be able to comment on that and that may allay some of the Planning Commission's concerns of having an area devoid of trees.

Member Lynch stated that he did not want to take an area that is kind of forested now and just thin it out.

Member Lynch said that he felt the City owes it to the people that live in that area to try to make the minimal amount of change to the aesthetics of the area. The traffic issues are still a concern and Member Lynch hopes that somehow and someday traffic impacts could be minimized. Member Lynch asked Mr. Quinn if as many trees as possible will be left on the site.

Mr. Quinn stated that certainly, as far as the trees, it doesn't behoove the applicant to take trees down that do not have to be taken down. It is better to transplant as many trees as possible on site. The figure for this proposed site plan is 53% open space after development. Mr. Weiss also owns all of the property to the south to the Ice Arena and along the railroad track. It seems there should be places to put new trees in that whole area and that would be on the south side where the Chapman Creek goes through there. That is all going to be looked at in the site plan review process.

Member Lynch stated that the point he was making was that he is not a big supporter of the tree fund. He would like to see the trees stay on that property or that area so the people in the area could get the benefit from it.

Mr. Quinn told Member Lynch that he looked forward to being back in front of the Planning Commission when the project goes through site plan approval process.

Member Lynch thinks this is a good development for this site and a benefit to the east side that they do not have right now. Competition is good and the mere development of this site will be good and the right thing to do.

Member Gutman stated that he was in favor of this use and from an economic standpoint, it is a positive thing for the City of Novi and he appreciates all of the additional public benefits. Member Gutman appreciates the work that the applicant has done to allay all of the Planning Commission's fears. It has been a long process and Member Gutman will be looking forward to supporting Member Baratta's motion.

Member Greco stated that like Member Meyer had indicated earlier, this vote is significant and important and the Planning Commissioners have all taken this project and the decision on the Master Plan very seriously and realized they are two separate issues. The Planning Commission can talk about studies and what studies say and what they make inferences about and what may happen in the future and what may not happen in the future. But, studies are not really a substitute for people and the only people who have commented are the residents who have indicated that they do not feel the need for a store. The Planning Commission has not heard from any specific residents that say, I'm glad that there is a Kroger going in down the block from me, only the opposite has been stated. If this store is built, people will come, but that does not necessarily mean that there needs to be a Kroger there when there is a Hiller's and Kroger nearby. As far as consumers, competition is good for consumers in terms of pricing and quality, but as a body, the Planning Commission is not a marketing body. When there are two

banks across from each other, or two tire stores, and a CVS and Walgreens across from each other, Member Greco looks at it as a waste for the members of the community that it is not spread out more among the community. The reason those are there is not because the planners planned this for their community. The reason why it's there is for marketing strategies, for businesses to put each other out of business.

Member Greco stated that the work the applicant has done is good as far as the presentation and everything they've done but Member Greco does not believe it is needed or necessary in that area. There are enough grocery opportunities around the community. It would be silly for the City to plan for two similar services to be across the street from one another and the only reason they end up there is because the City has no choice. Member Greco may be recommending denial of this project.

Member Cassis stated that he has talked about this project for the last three or four sessions and has talked about it at the Committee level. Other members of the Planning Commission have said the City is engineering something for the surrounding community and the City has no right to decide for them whether they want a store there or do not want a store there. Member Cassis sometimes visits the Kroger at Maple Road and Telegraph Road when he visits family in the area. That store was in business and then two months later, it went out of business.

Member Cassis asked Mr. Ragsdale, the Kroger representative, if he was familiar with the Kroger store at Maple Road and Telegraph Road.

Mr. Ragsdale answered yes, he was.

Member Cassis asked if the store was closed.

Mr. Ragsdale answered yes, it is.

Member Cassis asked about the West Oaks Kroger store, what happened to it?

Mr. Ragsdale stated that it was closed and he explained why it was closed the last time this matter was before the Planning Commission.

Member Cassis asked Mr. Ragsdale if he had in his possession any guarantee that he can give the Planning Commission as an affidavit notarized that this Kroger or the Kroger on Beck Road will not be closed.

Mr. Ragsdale stated no and there is not a retailer in the United States of America that could make that guarantee. If they do Mr. Ragsdale would say they are not being honest and forthright with what they have to say. Kroger does have plans to invest money in the store at Beck Road and Grand River Avenue and they wouldn't be doing that if the store were planning to close soon.

Member Cassis asked Mr. Ragsdale if he had any figures to indicate the sales have improved and gone up at the Beck Road store in the last five years.

Mr. Ragsdale said he could not give Member Cassis any figures, but the store is doing well enough to consider future investments in the store.

Member Cassis stated that the Community Development Department said no to this project and they have examined it and they have made their recommendation. In 2001 the Master Plan did say designated to be studied further; however, there was one quotation that said commercial is not recommended. In 2007, the Chesapeake Group said the City currently has a surplus of retail until 2018. The City's Economic Development Director wrote a long exhaustive study where he clearly states that the City does not need any retail in this area. He quoted many people in a big meeting of retailers, supermarket people, planners, some 500 people in that area said retail is going down and that stores

are being shut down and going out of business. Traffic Consultant Arroyo gave a very honest review of the Traffic Study and he clearly says that there are difficulties in that area for this huge retail development. If the Kroger does go in, how long will people have to wait in traffic with a backup? Member Cassis did get the map with all the different supermarkets in the area and there is no guarantee that all those stores will stay there. Kroger has a propensity to move stores around. Another thing, do you know how large Walmart is? The applicant says competition is healthy. When a Walmart comes to town, small businesses go to the meeting to oppose it and the applicant is saying competition is healthy. What about the woodlands and the 770 trees to be cut down. Haven't enough trees been cut down in this community? According to the school district, the district is losing students because the City is losing population. Is this a growing community that there is a need for two Krogers and a Walmart within three or four miles? Many residents have had homes foreclosed. If the population is decreasing why would another Kroger store be needed? The answer was given to the Planning Commission by staff. The City's Economic Development Director said to halt it, do not go ahead, there is surplus. The Planning Commission should not approve this project.

Chair Pehrson stated that he wanted everyone to realize that the reason the Planning Commission is here is because the City is business friendly. This is not just an exercise to make people go through hoops. The citizens do care about the community. The Planning Commission hears from passionate people about their community and how it is going to impact their future. If the Planning Commission were to ask Mr. Quinn directly if this was a business friendly city, hopefully his answer would be yes.

None of the citizens have ever lived in these kinds of economic times and no one has ever had the opportunity to witness the kind of economic downturn the country is currently in. The competition that people insist upon is very fragile at this point in time. Chair Pehrson is not 100% sure that the Planning Commission would be doing the right thing approving this project. It would be detrimental to other businesses that are still trying right now to survive. Maybe if this were 2001, if this were 1990 or ten years ago when this was first conceived, there would probably be a thriving business sitting there right now.

Chair Pehrson is not 100% convinced that this is the right location for a couple of points. Chair Pehrson's habits of purchasing groceries aren't affiliated to one brand or to one store. It is a matter of location and convenience. It's not to go out and find that one particular store and that is part of the problem with this particular location. There will always be traffic no matter what is done. Member Lynch was right by saying that this will be developed one day and it may be developed with a Kroger on it. The applicant has every right to come before the Planning Commission and the City Council and state their case and plead their arguments and have people deliberate at this level, people deliberate at the City Council and the ZBA. This is what people in the audience and the people in the City need to understand, that anyone that owns property can come before the City and ask for certain things.

Utilizing the PRO option extends the applicant the opportunity to overcome some of the hurdles relative to the site itself because some of the things people are trying to develop these days are a little bit more difficult and are not wide open spaces. They do require tree cuts and curb-cuts; there is no perfect piece of land anymore inside the City.

In this case, there are more negatives than positives, relative to sewers, lane changes, etc. The traffic is still going to be an issue. There have been some statements made that are a little bit skewed. The building to the east of this site, the industrial building that has been shut down for ten years has not been shut down for ten years. It was open as recently as 2008 and Chair Pehrson was a member at that company at that time in 2008. Some of the data placed in front of the Planning Commission whether it's surveys by City staff or the applicant gets a little bit skewed.

Chair Pehrson remembers from the previous presentation that 78% of the members that were surveyed would love to shop at a Kroger based on a sample size of about 72-75 people. That is not a statistical summary that is valid. Chair Pehrson is also concerned about the phasing of the project relative to the other retail outlets. How can the City be assured that with each new tenant being brought onto the site that it would be someone like Kroger who had the money, had the backing, had the willingness and had the desire to make the commitment? That would be great, but Chair Pehrson can envision a Kroger

being surrounded by buildings that have those for lease signs in them for quite a period of time.

The Planning Commission is not out to try to take away from the tax base or turn away business. That is not what the City is about here. The Planning Commission is trying to seek what is best for this particular piece of property. The Kroger building might be the best solution for the property, but it is just too large of a building when the impacts to woodlands and wetlands are considered. That is always something that gets swept under the rug. One of the things that this Commission has been pretty steadfast on is looking at the size relative to what is going on on that particular piece of property. This proposal is just a little bit too big.

Chair Pehrson appreciates the effort that has gone forward on everyone's part to bring this to this point today from the Planning Division and the applicant, Mr. Quinn and the people at Kroger. Chair Pehrson hopes there is some common ground to be able to demonstrate the City's business friendliness to the applicant, even though he is not 100% sure in which way he is going to vote or what the vote will be at this particular time.

Chair Pehrson then asked City Attorney Schultz for his comments.

City Attorney Schultz had a question in advance of a motion. Looking at this from the perspective of writing the PRO Agreement and the list of PRO conditions that go along with that, City Attorney Schultz is wondering whether or not the motion or the applicant is addressing the other area of rezoning, the frontage along Ten Mile Road for which he hasn't seen or heard any conditions. From the staff's perspective, if it is just a rezoning with no conditions, then the Planning Commission probably should talk about what the applicant expects, just a straight rezoning with no conditions or whether there is some other plan on the part of the Planning Commission on dealing with those areas in the future. Right now, looking at the draft motion, it does not appear that area, which is about five acres of frontage, has been addressed.

Chair Pehrson asked Mr. Quinn if he could help us understand what City Attorney Schultz stated.

Mr. Quinn told City Attorney Schultz that they would have to go back in the original application. Phase I of this project includes all of the improvements along Ten Mile Road including all the landscaping. It includes the driveways that are on the east side of the property and the access road from Novi Road. The outlots are being constructed as a general condominium and those outlots have not been properly sized. They are to be constructed after the first three phases and the infrastructure is to be put in with the first phase.

City Attorney Schultz stated that the PRO process normally affords the City some ability to say what they like and don't like. However, there are no site layouts or building layouts provided for the area labeled future phases. Staff is assuming that if there isn't going to be a discussion about the buildings or site layouts in the future phases, then it should somehow be indicated they are not addressed and at a minimum, will need to be included as future amendments to the PRO Agreement.

Mr. Quinn stated that City Attorney Schultz is absolutely right. It has been the applicant's plan to show the outlots in the area labeled for future phases within the rezoned B-2 area with the PRO on them. The applicant agrees that whenever the time to develop that area comes, the PRO Agreement would need to be amended.

City Attorney Schultz said the key is that a PRO Plan is what would be amended, not an approved site plan; essentially it would be a series of additional PRO Agreements.

Moved by Member Baratta and seconded by Member Lynch:

**ROLL CALL VOTE ON THE APPROVAL RECOMMENDATION MOTION MADE BY MEMBER BARATTA AND SECONDED BY MEMBER LYNCH.**

In the matter of Weiss Mixed Use Development, SP09-26A with Zoning Map Amendment 18.690, motion to recommend approval to the City Council to rezone the subject property from I-1 (Light Industrial) and OS-1 (Office Service) to B-2 (Community Business) and OS-1 (Office Service) with a Planned Rezoning Overlay with the following ordinance deviations: (a) Ordinance deviation for the excess building height of the shopping center (30' required, 35' provided); (b) Ordinance deviation for the location of the shopping center loading zone in the interior side yard; (c) Ordinance deviation for the shopping center dumpster location in the interior side yard; (d) Ordinance deviation for the overage of EIFS, Concrete "C" Brick and Split Faced CMU on the shopping center façade; (e) Ordinance deviation for the excess building height of the Kroger store (30' required, 38'6" provided); (f) Ordinance deviation for overage of EIFS, Concrete "C" Brick and Split Faced CMU and the underage of Natural Clay Brick on the Kroger façade; (g) Ordinance deviations for the following landscaping requirements: (1) Three foot tall berm along all road frontages, (2) Lack of perimeter trees, (3) More than 15 contiguous parking spaces without an interior landscape island proposed in seven locations, (4) Shortage of 122 linear feet of front façade landscaping for the proposed Kroger, (5) Lack of front façade landscaping on the shopping center, (6) Deficient landscape beds around all buildings, (7) Deficient foundation landscaping around proposed Kroger building (9,392 sq. ft. required, 1,733 sq. ft. provided), (8) Deficient foundation landscaping around proposed shopping center (10,008 sq. ft. required, 1,076 sq. ft. provided); (h) Ordinance deviations for the following driveway spacing requirements: (1) Same-side driveway spacing between the proposed Novi Road driveway and the south Walgreens driveway (230' required, 116' provided), (2) Same-side driveway spacing between the west driveway on Ten Mile Road and the east Walgreens driveway (230' required, 225' provided), (3) Opposite-side driveway spacing between the proposed center driveway on Ten Mile Road and the opposite-side industrial driveway to the east (300' required 65' provided), and (4) Opposite-side driveway spacing between the proposed truck egress on Ten Mile Road and the first opposite-side industrial driveway in either direction (150' required, 4' provided to the west and 200' required, 71' provided to the east). The plan is also subject to the following PRO Conditions (a) Stormwater is to be adequately detained above ground and on the site with no additional discharge into the wetlands; and (b) Applicant shall comply with all of the conditions and items noted in the staff and consultant review letters.

Additionally, as a condition of this motion, the Planning Commission notes that the applicant acknowledged that future PRO Amendments will require review and approval of developments designated as "future phases", and that with this recommendation for approval, no development approvals are granted for any "future phases". Additionally, it is Planning Commission's recommendation to the City Council to ask the applicant to add an additional west-bound lane to Ten Mile Road across the entire frontage, to make a 5-lane cross section for the full length of the property.

This motion is made for the following reasons: Sufficient conditions are included on and in the PRO Plan on the basis of which the Planning Commission concludes, in its discretion, that, as compared to the existing zoning and considering the site specific land uses proposed by the applicant, it would be in the public interest to grant the rezoning with Planned Rezoning Overlay, as the benefits which would reasonably be expected to accrue from the proposal are balanced against, and have been found to clearly outweigh the reasonably foreseeable detriments thereof, taking into consideration reasonably accepted planning, engineering, environmental and other principles. *Motion carried 5-3 (Nays: Pehrson, Cassis, Greco)*


### 3. CVS, 43600 GEN-MAR, SP10-33

Consideration of the request of CVS Pharmacy for Preliminary Site Plan and Storm Water Management Plan approval. The subject property is located at 43600 Gen-Mar Drive, west of Novi Road and south of the CSX Railroad, in the I-1, Light Industrial district, in Section 23. The subject property is 7.16 acres. The applicant is proposing to add about 7900 square feet of office within an existing warehouse building and add 21 net parking spaces.

Planner Spencer stated that the applicant, CVS Pharmacy is proposing to add about 7,900 square feet of office space within their recently purchased warehouse. They are also proposing to build 21

# **EXHIBIT E**

football games, which would be later than 9 P.M. Member Mutch stated that Subsection 3 talked about "yelling, shouting, hooting, whistling or singing on a public street would be prohibited between the hours of 9 P.M. and 8 A.M." He said, example, the Lions win the Super Bowl and people come out of the bars into the street, was that covered by this language. He felt the one that would be the trickiest to enforce was "use of motorized snow blowers, lawnmowers and other lawn landscaping and yard maintenance equipment between 8 A.M. and 9 P.M." He said if there was a good snowfall in Novi, the snow blowers usually start about 5:30 A.M. So, if someone was out before 8 A.M. to snow blow the driveway, they would be in violation of the ordinance. He thought these were areas that might create problems for the City as there were residents that were aware of the ordinance language and they contact the City to have it enforced. He said that had created some issues where the language was clear but the enforcement of it became difficult within a neighborhood situation, which was where most of the language was directed at. He thought they had to be careful to not put rules in place that then the people who were asked to enforce it would have a hard time enforcing it in a fair and equitable basis. Member Mutch stated he would support this going forward on the first reading, but requested feedback from staff on addressing some of those areas. He said regarding people using snow blowers in Michigan, the idea that they could only be utilized during the hours of 8 A.M. and 9 P.M. was just not realistic.

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- 2. Consideration of the request of Siegal Toumaala Associates, for tentative approval of a rezoning of property in Section 26, east of Ten Mile Road and south of Novi Road from I-1, Light Industrial District and OS-1, Office Service District to B-2, Community Business District and OS-1, Office Service District with a Planned Rezoning Overlay (PRO) and subject to approval of a PRO Agreement. The subject property is approximately 28.7 acres.**

Mr. Quinn stated he was present on behalf of Ten and Novi Associates, who were Mr. Weiss and his partners and Rick Ragsdale from the Kroger Corporation. Also, their engineers, architects and staff people were present and available for questions. Mr. Quinn said they were bringing to Council a \$20 million project and asked for a favorable vote with a PRO. Mr. Quinn discussed the details of the proposal at length.

Mr. Pearson stated Ms. McBeth and staff were present and there were significant staff concerns about this project and their recommendation was negative. He said there were three main areas that started on page 198 of the packet on why Council should entertain rejection of the request. He noted it was not in conformance with the existing Master Plan for Land Use, there were concerns about future phases and the ordinance deviations that were outlined. They were requesting a PRO, which was one of the most discretionary items that Council had for consideration and it had to be something that was more favorable to the City than could otherwise be constructed.

Member Staudt said he lived in that area and shopped at Busch's and didn't go anywhere else to shop for groceries. He said they needed a lot of help and improvements but he would be extremely disappointed to see that center fall apart as a result of that tenant leaving. He felt it was a core part of that neighborhood and caused him great concern especially in light of other very large grocery operations opening in Novi in the near future. He stated he didn't want to



see that center sitting empty because that would affect property values. He indicated that he was looking forward to hearing the thoughts of other Council members.

Member Margolis said she appreciated the extensive packet and the background work Council was given by staff and the applicant to make these kinds of decisions. She said she appreciated investment in Novi and believed in economic development. Member Margolis said she was not one to pick winners or losers or to limit competition. She thought the business community made those decisions and lived or died by those decisions. She said she would address the multiple issues she saw in this proposal, which would not allow her to support the proposal. She said first it did not comply with the Master Plan and didn't comply with an implementation strategy, which talked specifically about limiting commercial development to current uses and zoning. Member Margolis said currently there was a surplus of land in Novi zoned retail. She said that was the piece in terms of the zoning. She said this was a PRO application, which was a tool to consider proposals that didn't fit specifically within the zoning. However, it was clear that PRO's had to be approved when the "benefits" which would reasonably be expected to accrue from the proposal shall be balanced against and be found to be clearly outweigh the reasonable foreseeable detriments". She said while looking through the packet, she did her pro and con on is that the case. She said there were multiple detriments to the proposal and the impacts on the City were clearly delineated in terms of the infrastructure needs. She noted that one of the things in the proposal from the applicant was about "this was a great increase to the tax base for the City". She said that was true but what they had to look at was compared to the use that was listed for the property what were the expenses associated with and what were the detriments. She said the infrastructure needs were much higher for this development versus the Master Plan uses for the property. They talked about double utility demands, issues about sewer capacity, which was currently something that the City was in negotiations to try and increase limits just based on the current zoning. She said there would also be significant traffic and woodland impacts and the applicant was asking for a lot of variances from current standards. She said when looking at the benefits it was clear that this would not be an enhancement over the current zoning. One recommendation from the Planning Commission was the idea of five lanes of 10 Mile to the railroad track and that was not included. There was also talk about a playing field but it didn't meet the needs the City had and adding 20 spots of parking to an already crowded parking lot wasn't a huge benefit. She said the pocket park wasn't something she thought was needed in the City. She said one of the real needs for recreation was walking trails and biking paths and those were not included. She said the planning review said that many of the benefits listed in the packet would be required of the project in any case. Member Margolis said that was not a benefit. She noted this proposal required less favorable variances in the area of landscaping, there was no landscaping plan and no specific plan for the entire PRO.

**CM-10-10-137**      **Moved by Margolis, seconded by Fischer; CARRIED UNANIMOUSLY:**  
**To deny Weiss Mixed Use Development, SP09-26A with Zoning Map**  
**Amendment 18.690 to rezone the subject property from I-1 (Light**  
**Industrial) and OS-1 (Office Service) to B-2 (Community Business)**  
**and OS-1 (Office Service) with a Planned Rezoning Overlay, for the**  
**following reasons:**

- The proposed rezoning would be contrary to the recommendations of the Future Land Use Map and Master Plan for Land Use;
- The proposed rezoning would be contrary to an Implementation Strategy listed in the Master Plan, which states: "Limit the commercial uses to current locations, current zoning, or areas identified for commercial zoning in the Master Plan for Land Use";
- Approval of the application would not accomplish integration of the proposed land development with the characteristics of the project area because the proposed concept plan is deficient in a number of landscaping standards listed in the Zoning Ordinance and extensive removal of regulated woodlands is proposed without adequate mitigation;
- Recently completed retail studies indicated the City currently has a surplus of land zoned or planned for retail activities to meet the highest predicted retail demand through 2018;
- The City presently has a retail vacancy rate for existing development near 10%;
- The proposed PRO concept plan contains a number of ordinance deviations, including deviations from the ordinance for accessory structure and loading zone locations as well as a significant amount of waivers from the ordinance landscape standards. The applicant has not established that these deviations, if not granted, would prohibit an enhancement of the development that would be in the public interest. Such deviations are not consistent with the Master Plan and are not compatible with the surrounding area because of the deficiencies in the amount of greenspace and landscaping proposed in the concept plan and the adverse impacts of the requested deviations may be seen to outweigh the enhancement of the public benefit offered to date;
- The application proposes to rezone the frontage along Ten Mile Road to the B-2 District, but proposes no conditions or limitations that would result in an enhancement of the development that would be in the public interest. For example, the application does not propose any limitation on undesirable or inappropriate uses and does not propose additional amenities or features for the public benefit.
- The existing I-1 and OS-1 zoning is consistent with the existing zoning in the area and the proposed project does not result in an enhancement of the area as compared to development under the current I-1 and OS-1 zoning, because new developments under the current zoning would be expected to meet landscaping standards and adequately address (and if necessary), mitigate woodland impacts; and
- Woodland impacts are likely to be substantial.

## DISCUSSION

Mayor Pro Tem Gatt said he would support the motion for the reasons brought forth. He said a PRO had to be something that had such a benefit to the City that they couldn't turn it down. However, what was offered just didn't equal something this Council could embrace as a PRO. He said what he saw was more of a zoning request. He said Mr. Quinn talked about competition and he agreed competition was good and what had made this country and City great; but it had to be fair. Mayor Pro Tem Gatt commented that the people at Busch's, Walgreens, etc. that spent money on their projects did not expect Council to change that zoning. He thought to change it was not fair to the competition. He noted there was another big retail firm coming in in an area zoned for that use that would lend a lot of competition to other retailers in the City. He said he would support the motion to deny. He said a \$20 million project was very difficult to turn down but he believed it was best for the citizens of Novi.

Member Crawford said months ago she started asking residents in the area what they thought about this project and other future projects and a number of people were excited about having another grocery store in the City. She agreed Novi was underserved as far as groceries go. She said she asked those affiliated with Kroger if the Kroger on Beck Road would be kept open, and was given the verbal assurance that it would be. Member Crawford said four days ago Council had received the new Master Plan for Land Use that had been worked on for two years and she knew they had made informed recommendations. Also four days ago, was when the request was received for the development that required a zoning change that was not compatible with the new Master Plan. She noted she was surprised that the Planning Commission, on a vote of 5 to 3, despite the number of concerns they had with the concept, approved the rezoning with the PRO. Member Crawford said the Planning Commission studied and endorsed the new Master Plan but she felt the development just didn't fit. She commented Ten Mile was a traffic problem moving through Novi's borders and it didn't appear there would be any funding help from the county, so widening the road might not be the answer to moving traffic. She agreed with the staff's recommendations based on the nine comprehensive reasons they stated for denial and would vote in favor of the motion.

Member Mutch noted first and foremost the Master Plan process was just completed. He said staff and Planning Commissioners had input from residents, staff and the applicant along the way. He said they were well aware of the plans of this applicant and other plans discussed tonight and approved the Master Plan for the long range vision for the City. He said when they talked about the vacancy rates and the excess capacity of space in the City the thing he wanted to remind people of was that they planned for the long term. If decisions were made on the short term benefit without looking at the long term cost, the City would pay over the long term. He thought what Council had to do and what he thought the Planning Commission did in adopting the Master Plan was look at what made the most sense long term for that location and move forward accordingly. He said many of the public benefits were benefits that would come as a course of the development and were not particularly beneficial to the City as they would have been required to do the improvements in any case. Member Mutch said some of the variances were not variances Council would hold up a project for. However, when they

have the number of variances that were listed beyond the ones he thought could be appropriately addressed, it said to him that they were overbuilding the site with the amount of square footage of buildings in relation to what the site and constraints of the site would support. He said in that situation it was the applicant's responsibility to address those appropriately in their site development process and come to Council with a clean plan with as few variances as possible. He said when there are the number of variances as seen in the staff review it screamed out that too much was trying to be done on the site. Member Mutch thought those key areas supported the case for not approving the rezoning as proposed, the PRO agreement and for those reasons he would support the motion.

Mayor Landry stated he would support the motion and didn't support the project for the following reasons. He said first was the rezoning because it was not compatible with the Master Plan. He stated he couldn't explain away the fact that about 18 months ago Council denied a rezoning at Ten Mile and Beck for retail and Council said no because there was too much retail already. He asked how could they now, two miles down the road, approve more retail. He thought one of the best pieces of evidence was this proposal. He said the proposal was in three phases. He commented that phase one was the Kroger, phase two was the neighborhood shopping, which they found out wasn't going to be built because they didn't have tenants and there wasn't the market for the additional retail. He said what was being proposed immediately was a grocery store but there was another project in the City that was going to build a grocery store and it was a principal permitted use. He said the City had looked at its boundaries and decided where they wanted the uses so with respect to grocery there was a project for grocery in a principal permitted use. So, why would they want to change the zoning and add it to an area where they had already said they didn't need this particular retail area. He said there had been talk of competition, but pure form competition was incompatible with the essence of zoning. He said zoning by its very nature was saying yes here and no here. It's about looking at the City and saying they were going to limit these uses and when they said limit it was not compatible with pure form competition. The reason was pure form competition was short term and zoning was long term of the City. It was also said that their number one obligation was to look at the long term health. He said they had set various areas of the City as commercial retail, people had moved in and invested significant amounts of money and Council had an obligation for the long term health of the City. He noted the proposed Kroger would have a drive through pharmacy and asked what affect it would have on Walgreens next door, which apparently someone invested a lot of money for a drive through pharmacy looking at the adjacent zoning and thinking it would not allow a drive through pharmacy. He said Council had an obligation to maintain the integrity of the zoning process and he understood the applicant had a piece of property and wanted to maximize and had no problem with that. However, Council had a different role to play and it was for the long term viability of the economy of the City, and the essence of zoning was saying yes here and limit these uses here. Mayor Landry said with respect to the PRO it just didn't look like a PRO. He said there were no certainties, the benefit was not there. He said a PRO was entered to get rid of uncertainty and that wasn't here. In phase 3 there were no limits on the uses and no conceptual layouts. He said the only certainty was a grocery store and Council had already decided a grocery store would not be in this area of the City. He said for those reasons he could not support the project and would support the motion.

Roll call vote on CM-10-10-137

Yeas: Margolis, Mutch, Staudt, Landry, Gatt,  
Crawford, Fischer

Nays: None

**3. Approval of Labor contract with full-time Fire Union (Novi Professional Firefighters Union, Local 3232) for agreement July 1, 2009 - June 30, 2012.**

Mr. Pearson said this represented a lot of hard work over a long time on the part of City staff, Ms. Gronlund-Fox, the negotiating team and the members of the full time firefighters union that served on their negotiating team. He thought it represented a step forward with the fire service operations and it opened the door towards one of the strategic goals of providing an integrated fire delivery service system. He said with this agreement they would be able to schedule the fulltime firefighters seven days a week and 24 hours a day. He commented there was more work to be done on the part time side of things and he was looking forward to that discussion. He said it also represented a new day in terms of finances. Mr. Pearson said the full time union, the police command group, had stepped up and met Administration's request to look at their contract and see where they might be able to provide some cost savings. He said they had done that and this agreement represented a package of that on both sides of the equation.

Mayor Pro Tem Gatt thanked everyone for making the contract a reality. He said they had met the challenge and agreed to a contract with concessions. He hoped that soon the economic times would get better and when that day comes everyone at the Council table should remember the sacrifices that were made and hopefully the City could make it right in the future.

**CM-10-10-138 Moved by Gatt, seconded by Staudt; MOTION CARRIED:  
To approve the Labor contract with full-time Fire Union (Novi Professional Firefighters Union, Local 3232) for agreement July 1, 2009 - June 30, 2012.**

**DISCUSSION**

Member Fischer said, in his view that the purpose of the concessions was to insure that employee's wages and benefits were in line with the realities in the work force, and to insure that the City could contain the costs in an environment of declining revenue. He said this contract appeared to make headway with that and they saw that with the elimination of the overtime, increased health care contributions, increased co-pays, increased pension contributions but he had to ask himself at what cost. Member Fischer stated he was very concerned with the ramifications that the letter of agreement that the City would sign. He said he couldn't think of another industry or profession with a guaranteed employment clause that stated "the City will not lay off full time non-probationary bargaining unit members until 11 P.M. June 30, 2012 and then tied it to taxable value declines seen in the fiscal analysis of the City. He commented he understood that there was supposed safeguards tied to taxable value, however Council was elected and the Administration was hired to constantly review and monitor the needs and wants of the citizens. This agreement tied the Administrations and

# **EXHIBIT F**

RECEIVED

OCT 30 2008

CITY OF NOVI  
COMMUNITY DEVELOPMENT

CITY OF NOVI  
ZONING BOARD OF APPEALS

RULES OF PROCEDURE

ARTICLE I  
INTRODUCTION

**Section 1.0** Effective Date of Rules of Procedure: These rules govern the operation of the City of Novi Zoning Board of Appeals, and are effective the date approved by a 2/3 majority of the members of the Board (i.e., 5 members), at a duly authorized public meeting, and signed by the Chairman of the Board. The rules shall continue in full force and effect until modified or amended by the Board, or superseded by statute, ordinance, or a lawful determination by another governmental entity.

**1.1** Purpose: The Board is empowered by the zoning ordinance of the City of Novi and the laws of the State of Michigan to (1) conduct public hearings; (2) adjudicate appeals arising out of decisions of the City's Community Development Department; (3) interpret the zoning ordinance pursuant to powers vested by the ordinances of the City of Novi or the laws of the State of Michigan; and (4) exercise such further discretion specifically delegated to the Board by the City of Novi or the State of Michigan.

**1.2** Variances: Appeals that are brought before the Board often seek relief from the strict application of the ordinances of the City of Novi, and may involve either "use" variances or "non-use" ("dimensional") variances.

[a] "Use" variances – Seek permission to use land for a purpose not otherwise permitted within the underlying zoning district. As set forth in the zoning ordinance, a petitioner is expected to demonstrate unnecessary hardship, which will include some or all of the following criteria:

(1) The building, structure, or land cannot be reasonably used for any of the uses permitted by right or by special use permit in the zoning district in which it is located.

(2) That the need for the requested variance is due to unique circumstances or physical conditions of the property involved, such as narrowness, shallowness, shape, water,



topography, or similar physical conditions and is not due to the applicant's personal or economic hardship.

(3) That the proposed use will not alter the essential character of the neighborhood.

(4) That the need for the requested variance is not the result of actions of the property owner or previous property owners (i.e., is not self-created).

**[b] "Non-use" or "Dimensional" variances** – Seek modification of the strict application of the zoning ordinance, when circumstances unique to the property cause practical difficulties for the property owner. As set forth in the zoning ordinance, a petitioner is expected to demonstrate some or all of the following criteria:

(1) That the need for the requested variance is due to unique circumstances or physical conditions of the property involved, such as narrowness, shallowness, shape, water, topography, or similar physical conditions and is not due to the applicants personal or economic difficulty.

(2) That the need for the requested variance is not the result of actions of the property owner or previous property owners (i.e., is not self-created).

(3) That strict compliance with regulations governing area, setback, frontage, height, bulk, density or other dimensional requirements will unreasonably prevent the property owner from using the property for a permitted purpose, or will render conformity with those regulations unnecessarily burdensome.

(4) That the requested variance is the minimum variance necessary to do substantial justice to the applicant as well as to other property owners in the district.

(5) That the requested variance will not cause an adverse impact on surrounding property, property values, or the use and enjoyment of property in the neighborhood or zoning district.

These factors are to be applied by the Board in a manner consistent with the zoning statutes and applicable case law, including *Puritan-Greenfield Association v Leo*, 7 Mich App 659 (1977) and



*National Boatland v City of Farmington Hills*, 147 Mich App 380 (1985).

**[c] Burden of proof:** The burden of proof with regard to variance relief lies with the Petitioner. The Board does not present evidence; rather, the petitioner is required to submit testimony and evidence sufficient to meet the criteria set forth herein. The Board may, however, ask any other person or entity, including City staff or the City Attorney's office, to provide information or materials in response to the materials submitted by the petitioner.

- 1.3**      **Effect of Rules or Procedure:** Nothing contained in these rules is intended, or shall be construed, to enlarge or expand the statutory powers or authority of the Board beyond the lawful authority conveyed by the ordinances of the City of Novi and the statutes of the State of Michigan. The invalidity of a particular rule contained herein shall not affect the remainder of these rules, which shall continue in full force and effect.
- 1.4**      **"ZBA" or "Board":** At all times herein, reference to the "ZBA" or "Board" shall be construed to refer to the City of Novi, Zoning Board of Appeals.

## **ARTICLE II** **MEMBERSHIP**

- Section 2.0**      **Membership:** The Board consists of seven (7) regular members and one alternate member appointed by the City Council. If required by statute or ordinance, one member shall also be a member of the Planning Commission. The appointments are for such period of time as set forth by statute and ordinance.
- 2.1**      **Vacancies:** Vacancies on the Board are filled by appointment by the City Council as provided by statute. The unexcused absence of any member for three (3) meetings within a 12-month period, either special or regular, without the consent of a majority of the Board present at a meeting shall be considered a notice of voluntary resignation, which shall be effective when and if accepted by City Council. This notice of voluntary resignation shall be communicated to the member and the Novi City Council by the Community Development Director and City Council shall be requested to take such action as it deems appropriate under the circumstances.

A member shall notify the Chair and the Board's Recording Secretary in writing (by letter, facsimile, or electronic communication) seven (7) days

before an expected absence or recusal. The Recording Secretary shall then notify the Chair and the alternate member of the expected absence or recusal. Except in the case of an emergency, failure of the member to give notice of an expected absence from a meeting shall render the absence unexcused.

- 2.2        **Duties of Members:** The duties of members of the Board shall include (1) attendance at all duly scheduled regular and special meetings of the Board; (2) review of all documents or evidence submitted regarding pending appeals, prior to the meeting of the Board; (3) where appropriate, personal inspection of the site, premises, and signs germane to a fair and impartial consideration of the merits of the appeal; (4) active participation in the discussion, evaluation, and consideration of the appeal; and (5) such other duties and obligations required for the efficient administration of the Board.

All members, including the alternate member, are required to attend annual training sessions and seminars/workshops conducted for the ZBA by the City staff or the City Attorney's office on a date to be set as part of the schedule of meetings for each year. Failure to attend these training sessions and seminars/workshops shall constitute unexcused absences.

- 2.3        **Alternate Member:** The alternate member of the Board may be present and seated with the Board during an applicant's presentation of the case and public hearing regardless of the absence or recusal of a regular member. However, the alternate member may vote only in the absence or recusal of a regular member. When sitting in place of a regular member of the Board, the alternate shall have the same duties and obligations as a regular member.

- 2.4        **Oath of Office and Financial Disclosures:** The initial appointment of any Board member shall require execution of an oath of office, and recording of same in the office of the City Clerk. The obligations incident to such oath shall continue until termination of service of the member. Re-appointment of the member that continues the initial term of service shall continue the obligations of said member and re-administration of such oath shall not be required unless otherwise required by law. Every Member shall furnish and disclose such financial information as shall be required by the Novi City Council.

- 2.5        **"New Member " Packet of Information:** The recording Secretary shall be responsible to provide all new Board members with the following information within a reasonable time after such appointment: (1) a list of current Board members; (2) the current year's ZBA meeting schedule; (3) the zoning district map; (4) the zoning ordinance; (5) the sign ordinance;

(6) the ZBA application “packet” provided to petitioners; (7) “checklists” for possible ZBA actions; (8) action summaries from the last three meetings; (9) the most recent ZBA training session packet; (10) organization chart/contact list for City staff; (11) the ZBA rules of Procedure; and (12) an appropriate set of materials relating to Robert Rules of Order applicable to ZBA meetings; and (13) other information as determined by the Board and/or City Staff.

### **ARTICLE III** **OFFICERS AND THEIR DUTIES**

- Section 3.0**    **General Duties:** The officers of the Board shall consist of the Chair, Vice-Chair, Board Secretary, and Recording Secretary. Except as modified herein, all officers shall have the duties normally conferred by rules of parliamentary procedure on such officers.
- 3.1**            **Chair:** The Chair shall open and preside at meetings of the Board. The Chair shall direct and facilitate the presentation of cases by the applicant. The Chair shall have the power to limit the scope or time of discussion and bring public comment or presentations to a conclusion, and shall facilitate the motion and voting process. The Chair shall appoint another member of the Board to read correspondence where appropriate, or may ask the Recording Secretary to do so.
- 3.2**            **Vice-Chair:** The Vice-Chair shall serve in the place of the Chair in the event of absence from the meeting, or under other circumstances required for the efficient administration of the Board.
- 3.3**            **Board Secretary:** The Board Secretary shall assist the Chair with the efficient administration of the hearing, including assistance with the order and presentation of files. The Board Secretary shall administer oaths to all persons providing testimony to the Board provided such oath need not be administered to duly-authorized attorneys-at-law.
- 3.4**            **Recording Secretary:** The Recording Secretary shall be appointed or designated by the Community Development Department to: (1) act as liaison between the Board and the Community Development Department or other agencies of the City of Novi; (2) timely furnish documents related to appeals and other Board matters; (3) insure that an accurate recording and transcription of the minutes of the Board are prepared and submitted to the Board for review and approval; (4) poll Members for roll votes on Board matters; and (5) discharge such other duties reasonably necessary for the efficient administration of the Board.

**ARTICLE IV**  
**ELECTIONS**

**Section 4.0** **Elections:** The election of officers shall be held annually, at the first regular meeting in February, or as soon thereafter as is possible.

**4.1** **Vacancy in Office:** In the event a vacancy involves an officer of the Board, the Board shall conduct an election at or before the next regular meeting to fill the vacant officer position from any regular member of the Board other than the alternate member. No Planning Commissioner sitting on the Board shall serve as an officer of the Board.

**ARTICLE V**  
**MOTIONS**

**Section 5.0** **Approval/Denial of Motions:** A motion to *approve a non-use variance* shall require a minimum of four (4) votes of approval, irrespective of the number of members present. A motion to *approve a use variance* shall require five (5) votes of approval (2/3 of the Board), irrespective of the number of Members present. A motion to *deny a variance* may pass with a simple majority vote. ✓

If less than seven (7) members (i.e., the full Board) are able to vote on a pending matter, the petitioner shall have the right to table the petition until the next regularly scheduled meeting of the Board; provided, however, that this right to table shall be automatically waived if not elected by the applicant before the commencement of the hearing on the particular case.

**ARTICLE VI**  
**MEETINGS**

**Section 6.0** **Meetings:** Regular meetings shall be held as determined by the Board upon adoption of its annual schedule of meetings; in the absence of an adopted schedule, the hearings shall be held as determined by the Chair. Special meetings shall be held as determined by the Chair. A petitioner may request the scheduling of a special meeting. All meetings will normally be held at 7:00 pm, in the City Council Chambers of the City of Novi.

**6.1** **Notice:** Notice of all meetings shall be in accordance with the Michigan Zoning Enabling Act (MZEA), Act 110 of the Public Acts of 2006, as amended, and the Open Meetings Act (OMA), Act 267 of the Public Acts of 1976, as amended. Notice of a regular meeting shall be by informing

the City Clerk of the call at least seventy-two 72 hours before the time set for the meeting, except that the announcement of a special meeting at any meeting at which all members are present shall be sufficient notice of such meeting, subject to appropriate posting of the meeting notice in accordance with the OMA.

- 6.2 **Quorum:** A minimum of four (4) Board members shall constitute a quorum empowered to transact business. Voting shall be by roll call except as to approval of minutes. A record shall be kept showing the vote of each member and the failure to vote of the member absent.
- 6.3 **Public Meetings:** All meetings of the ZBA shall be open to the public, except to the extent closed sessions are permitted under the OMA.
- 6.4 **Public Records:** A record of the proceedings of the Board shall be kept, including a tape recording and minutes of the cases presented, exhibits and files of record, the reasons for recommending or denying variances or exceptions, or for expressing a specific interpretation of the Ordinance in accordance with applicable laws, rules, and/or statutes. Such record shall be filed in the office of the City of Novi Community Development Department.
- 6.5 **Procedure at Meetings:** The rules contained in the current edition of *Robert's Rule of Order Newly Revised* shall govern the Board in all cases to which they are applicable and as to which they are not inconsistent with these rules.

## **ARTICLE VII** **SERVICES**

- Section 7.0 **Services to the Board:** The Board may request assistance or the use of the services of the City Manager or other officials, consultants, attorneys, or employees as needed.
- 7.1 **Services of Community Development Representative:** The Board shall have a standing request for the regular services of a representative of the Community Development Department for the preparation, review or conduct of any hearings or other business as determined by the Board.

## **ARTICLE VIII** **HEARINGS/NOTICE/REPRESENTATION**

**Section 8.0** Notice of Hearings: The Board shall fix a reasonable time for the hearing of a petition and give due notice thereof to all persons to whom any real property, as required by statute and ordinance. The Board may in its discretion require additional notice to effectuate the fair consideration of a petition.

**8.1** Representation of Parties: A petitioner may appear in person or by any agent or attorney.

**8.2** Decisions; Time Limit for Compliance: The Board may reverse or affirm, fully or partly, or may modify, the order, requirements, decision, or determination appealed from and shall make such order, requirement, decision, or determination as in its opinion ought to be made in the premises, and to that end shall have all the powers of the officer from whom the appeal is taken. A notice of all decisions of the Board shall be transmitted to the petitioner and to the Community Development Department. Such decision shall be binding as provided by law.

Decisions of the Board shall become final upon the expiration of five (5) days from the date of transmitting such notice, unless the Board shall find immediate effect is necessary for the preservation of property or personal rights and shall so certify the record. The Board may grant an extension of time for compliance as the Board deems just and proper.

## **ARTICLE IX**

### **GENERAL PROCEDURAL RULES**

**Section 9.0** Signs: Where a variance related to the size of a sign is requested, rendering, specimen, or “mock up” of the proposed sign, as well as a rendering of the size sign permitted by Ordinance (permitting a comparison), shall be available for inspection by the Board prior to consideration of the variance. While in place, the mock up shall be maintained in good condition and in compliance with any and all applicable ordinance requirements.

If a request for a variance related to the size of a sign is approved by the Board, the mock up must be removed within thirty (30) calendar days of the date of the Board’s decision, unless otherwise provided by the Board.

If a request for a variance related to the size of a sign is denied by the Board, or if a lesser variance than was originally requested is approved by the Board, the mock up must be removed within five (5) business days of the date of the Board’s decision, unless otherwise provided by the Board.

The Community Development Director may grant relief from this requirement when placement of the “mock up” sign would be demonstrably unsafe or unreasonably and unusually burdensome. In such case, the petitioner shall provide color renderings of the proposed sign, shown to scale, as well as the sign permitted by ordinance, in the environment in which it is proposed to be installed. The number of colored renderings shall be reasonably determined by the Community Development Director depending upon the nature of the request and the number of surrounding properties affected.

9.1 **Submission of Evidence:** All documents or evidence, other than testimony, shall be filed in accord with the procedures of the City of Novi Community Development Department no event later than twenty-one (21) days before the hearing, except as otherwise authorized by the Board. Any documents or evidence submitted later (or at the time of the hearing) shall be considered or reviewed by the Board in its discretion. ✓

9.2 **Non-appearance:** If a petitioner does not appear in support of the appeal, the Board may move to dismiss the appeal for reason of non-appearance; the petitioner may obtain review of the initial petition by refile, including the payment of necessary filing fees, by the applicant.

9.3 **Tabling/Postponing Case:** A pending application may be tabled or postponed on request of the applicant for good cause provided such request is made seven (7) or more days in advance of the hearing. In the event of good cause, including illness, adverse weather, or the like the Board may table said petition to the next meeting.

The Board may postpone or defer action on a petitioner pending receipt of input from the City, other Boards or employees of the City, or such other third-party resources such as the City Attorney, planning consultants, and the like. The Board may likewise postpone or defer action, or move to deny the relief requested, until a petitioner has complied with necessary administrative requirements of the City of Novi, or until or unless the petitioner has furnished adequate evidence in support of its application.

9.4 **Conflict of Interest:** A Board member shall abstain from participating in discussion or voting on a matter in the event of a conflict of interest, and shall leave the Council Chamber during such discussion and voting. A petitioner who believes that a member has a conflict of interest shall raise the issue when the case is called and before the case proceeds; failure to do so shall be construed as a waiver of such conflict.

9.5 **Case order:** Cases shall generally be heard in the order filed with the City of Novi, with the intention that the earliest filed case will be heard first;

provided, however, that the Board may adjust the schedule and order of cases as it deems appropriate.

- 9.6 **Limitation on Number of Cases:** The Board shall limit cases to twelve (12) per meeting, and may postpone additional cases to the next regularly scheduled meeting. The Chair, in his or her discretion, may increase the number of cases up to a maximum of fifteen (15).

**ARTICLE X**  
**AMENDMENTS AND APPEALS TO THE BOARD**

**Section 10.0 Amendments:** Amendments to these rules shall be by a majority vote of at least five (5) members of the Board, and further provided that said proposed amendments shall have been submitted to the Board for approval at least one meeting in advance of the vote.

10.1 **Appeals to the Board:** Any applicant may file an appeal of right to the Board not later than thirty (30) days from the administrative action that is the subject of the appeal. If this right to appeal expires, an applicant may seek leave to bring a delayed appeal based upon a clear and convincing demonstration of good cause for the delayed appeal. The Board shall vote upon whether or not to consider the delayed appeal prior to consideration of the merits of the petition. ✓

10.2 **Re-Hearing:** The Board may, in its discretion, grant a rehearing of any decision to consider additional matters related to the relief requested, when such rehearing is requested within twenty (20) days of the initial decision of the Board.

Adopted this 12 day of November, 2008



Justin Fischer – Chairperson

  
Linda Krieger – Board Secretary

Amendments approved \_\_\_\_\_, 2008



# **EXHIBIT G**

trances and exits. Occupancy permits shall not be issued until monies have been deposited with the City.

In determining which entrances and exits will be permanent and which will be temporary, the Planning Commission shall generally be guided by a minimum distance of six hundred (600) feet between entrances and exits and the location of existing drives on the opposite side of the street.

3. Site plans shall be prepared in accordance with the requirements of Section 2516 of this Ordinance and shall be subject to approval by the Planning Commission prior to issuance of a building permit.

4. See Article 25, General Provisions, relating to off-street parking, off-street parking layout, landscaping and screening requirements.

5. See Article 24, Schedule of Regulations, limiting the height and bulk of buildings and providing minimum yard setbacks.

6. See Section 2520 of this Ordinance regarding exterior building wall facade treatments, where applicable.

**ARTICLE 19. I-1 LIGHT INDUSTRIAL DISTRICT**

**Sec. 1900. Intent.**

The I-1 Light Industrial District is intended to encourage innovations and variety in type, design and arrangement of land uses, but at all times to protect neighboring residential districts from any adverse impacts. The I-1 District is designed so as to primarily accommodate research, office and light industrial uses, including wholesale activities, warehouses, and industrial operations whose external, physical effects are restricted to the area of the district and in no manner affect in a detrimental way any of the surrounding districts. The District is designed to encourage unified complexes of research, office and light industrial uses, with high tech and multi-use facilities characterized by office, light industrial and warehousing activities in a planned environment. The I-1 District is so structured as to permit, along with any specified uses, the manufacturing, compound-

ing, processing, packaging, assembly or treatment of finished or semifinished products from previously prepared material. It is further intended that the processing of raw material for shipment in bulk form, to be used in an industrial operation at another location, not be permitted.

The general goals of this use district include, among others, the following specific purposes:

1. To provide sufficient space, in appropriate locations, to meet the needs of the City's expected future economy for all types of research, office, light industrial and related uses.
2. To protect abutting residential districts by separating them from manufacturing and related activities by limiting uses which may locate adjacent to such residential districts, by setbacks for buildings and off-street parking, by limitation of location of off-street loading/unloading areas, and by landscape planning/berm/wall screens, and by prohibiting the use of such industrial areas for new residential development.
3. To promote research, office and light industrial development which is free from danger of fire, explosions, toxic and noxious matter, radiation, and other hazards, and from offensive noise, vibration, smoke, odor and other objectionable influences.
4. To protect the most desirable use of land in accordance with a well considered plan. To protect the character and established pattern of adjacent development, and in each area to conserve the value of land and buildings and other structures, and to protect the City's tax revenue.

**Sec. 1901. Principal Uses Permitted.**

All uses in the Light Industrial District shall be subject to the Site Plan requirements as set forth in Section 2516. No building or land shall be used and no building shall be erected except for one or more of the following specified uses unless otherwise provided in this Ordinance:

1. Office buildings, offices and office sales and service activities for any of the follow-

ing occupations: executive, administrative, professional, accounting, writing, clerical, stenographic, drafting, sales and engineering, data processing and for activities related to laboratories research and development; corporate offices and headquarters and office support functions, such as conference rooms, dining facilities, photographic facilities and storage facilities.

2. No accessory buildings, structures and uses shall be permitted unless granted pursuant to Section 1902.14.
3. Publicly owned and operated parks, parkways and outdoor recreational facilities.

**Sec. 1902. Principal Uses Permitted, Subject to Special Conditions When Abutting a Residential District.**

The following uses shall be permitted as principal uses permitted. However, when such uses abut a single-family residential district, they shall be treated as special land uses subject to approval by the Planning Commission in accordance with the additional requirements of Section 2516.2(c) for special land uses, and subject to the public hearing requirements set forth and regulated in Section 3006 of this Ordinance:

1. Research and development, technical training and activities which include medical, computer, robotic, and pharmaceutical research, development, instruction or application, and any uses charged with the principal function of design of pilot or experimental products.
2. Data processing and computer centers including computer programming and software development, training, and data processing services; laser technology and application; communications equipment and the repair, service and sales of such equipment; display and showroom facilities for equipment and products.
3. Warehousing and wholesale establishments.
4. The manufacture, compounding, processing, packaging, or treatment of products such as, but not limited to: bakery goods, candy, cosmetics, pharmaceuticals, toiletries, food products, hardware and cutlery, but not including tool, die, gauge and machine shops.
5. The manufacture, compounding, assembling, or treatment of articles of merchandise from previously prepared materials; bone, canvas, cellophane, cloth, cork, elastomers, feathers, felt, fibre, fur, glass, hair, horn, leather, paper, plastics, precious or semiprecious metals or stones, sheet metal, shell, textiles, tobacco, wax, wire, wood and yarns.
6. The manufacture of pottery and figurines or other similar ceramic products using only previously pulverized clay, and kilns fired only by electricity or gas.
7. Manufacture of musical instruments, toys, novelties, and metal or rubber stamps.
8. Manufacture or assembly of electrical appliances, electronic instruments and devices, radios and phonographs.
9. Manufacturing and repair of electric or neon signs, light sheet metal products, including heating and ventilating equipment, cornices, eaves and the like.
10. Industrial office sales, service and industrial office related uses when located within an existing office building portion of an industrial use.
11. Trade or industrial schools.
12. Laboratories Experimental, film or testing.
13. Greenhouses.
14. Public utility buildings, telephone exchange buildings, electrical transformer stations and substations, and gas regulator stations, other than outside storage and service yards.
15. Public or private indoor recreational facilities, including, but not limited to, health and fitness facilities and clubs, swimming pools, tennis and racquetball courts, roller skating facilities, ice skating facilities,

soccer facilities, baseball and softball practice areas, indoor archery ranges and similar indoor recreational uses, and private outdoor recreational facilities, including, but not limited to, playfields, playgrounds, soccer fields, swimming pools, tennis and racquetball courts and ice skating facilities.

- 16. Other uses of a similar and no more objectionable character to the above uses.
- 17. Accessory buildings and uses customarily incident to any of the above permitted uses and uses in Section 1901.
- 18. Pet Boarding facilities, subject to the following conditions
  - a. The facilities must be located in a building with the pet boarding being the only use
  - b. Up to 10% of the gross floor area may be used for accessory retail sales
  - c. Adequate traffic circulation shall be provided on the site to accommodate the frequent pick-ups and drop-off of animals for the facility
  - d. Outdoor facilities, with the following restrictions:
    - (1) Any outdoor facilities shall not be closer than five-hundred (500) feet from the boundary of the adjacent residential zoning
    - (2) Any outdoor facilities shall be located in the interior side yard or rear yard
    - (3) A six (6) foot tall, solid, obscuring fence or wall shall completely enclose all outdoor facilities
    - (4) The outdoor facilities shall not encroach into any required building setback
    - (5) All animal waste shall be removed from the outdoor area daily and disposed of in a sanitary manner.

(6) Pets shall not be permitted to remain outdoors overnight.

(Ord. No. 18.203, Pt. II, 7-10-06)

**Sec. 1903. Principal Uses Permitted in Locations Not Abutting a Residential District and Subject to Special Conditions.**

The following uses shall be permitted where the proposed site does not abut a residentially zoned district, subject to approval by the Planning Commission in accordance with the additional requirements of Section 2516.2(c) for special land uses, and with the public hearing requirements set forth and regulated in Section 3006 of this Ordinance:

- 1. Auto undercoating shops when completely enclosed.
- 2. Metal plating, buffing, polishing and molded rubber products subject to appropriate measures to control the type of process to prevent noxious results and/or nuisances.
- 3. Uses which serve the limited needs of an industrial district, including:
  - a. Banks, savings and loan associations, credit unions, union halls, and industrial trade schools or industrial clinics.
  - b. Industrial tool and equipment sales, service, storage and distribution.
  - c. Eating and drinking establishments and motels, subject to the following conditions:
    - (1) Such uses shall be on a major thoroughfare and at least five hundred (500) feet from any residential district. Freestanding restaurants shall be located on the periphery of an industrial district at the intersection of either two (2) major thoroughfares or one (1) major thoroughfare and an industrial street serving the district and shall be located no closer than one thou-

sand (1,000) feet from any other freestanding restaurant on the same side of the street.

- (2) Such uses shall be on parcels with a minimum area of two (2) acres and a minimum frontage of two hundred (200) feet on a major thoroughfare. The frontage requirement may be satisfied by two hundred (200) feet of frontage on a side street where the use has some frontage on a major thoroughfare.
  - (3) Eating and drinking establishments must be of a sit-down, fast food sit-down, or fast food carryout type and shall have a seating capacity of at least one hundred (100) seats. A restaurant may have a single drive-through window for carryout service, provided that drive-in restaurants serving food and beverages for consumption in motor vehicles while on the premises shall be precluded.
4. Automobile service establishments and public garages for vehicle repair and servicing, engine tune-ups, brake service, electrical repair, wheel alignments, exhaust system repair, heating and air conditioning repair and service, shock and strut system work, glass and upholstery repair and replacement, and engine and transmission service, but not including

vehicle undercoating, body repair and collision work, painting, tire recapping, or auto dismantling operations:

- a. For any such use on a lot adjacent to a major thoroughfare, the following special requirements shall apply:
    - (1) Minimum site size of two (2) acres.
    - (2) Minimum site frontage of two hundred (200) feet.
    - (3) No vehicle parking in front of actual building setback line.
    - (4) No vehicle parking in required side yard setbacks.
    - (5) No service bay doors shall face a major thoroughfare.
    - (6) No more than one (1) curb cut shall be allowed to the major thoroughfare. Further, where deemed necessary by the Planning Commission, under authority of Section 2516.2.3, marginal access roads may be required pursuant to design standards at Section 1802.2, for said roads. Where marginal access roads are required, minimum front yard setback shall be measured from said road right-of-way or easement line.
  - b. Vehicle parking on site shall be limited to customers and employees, and not for vehicle storage longer than twenty-four (24) hours nor for used car sales.
  - c. No wrecked or partially dismantled vehicles or vehicles without current license plates may be stored outside.
5. Self-storage facilities used to provide temporary storage needs for businesses, apartment dwellers, and other individuals on a self-service basis subject to the following:
- a. The minimum size of the site devoted entirely to such use shall be not less than five (5) acres.
  - b. All ingress and egress from the site all be directly onto a major thoroughfare as designated on the City's Master Plan.
  - c. All yard setbacks established in the I-1 District for buildings shall be complied with, except that setbacks between mini-warehouses on the same site may be twenty-five (25) feet apart, side to side or front to rear.
  - d. Maximum lot coverage may not exceed forty percent (40%).
  - e. Maximum length of any mini-warehouse shall be two hundred and fifty (250) feet.
  - f. No storage of combustible or flammable liquids, combustible fibers, or explosive materials as defined in the fire prevention code, or toxic materials, shall be permitted within the self-storage buildings or upon the premises. A lease agreement between the lessee and lessor shall state (1) that no flammable, combustible or toxic material shall be stored or used on premises, and (2) that the property shall be subject to periodic and unannounced inspections for flammable, toxic and other hazardous materials by City officials.
  - g. No storage outside of the self-storage buildings shall be permitted.
  - h. Except as provided herein, the use of the premises shall be limited to storage only and shall not be used for operating any other business, for maintaining or repairing of any vehicles, recreational equipment or other items, or for any recreational activity, hobby or purpose other than the storage of personal items and business items as hereinbefore set forth.
  - i. The entire site shall be surrounded on all nonresidentially zoned sides by a six (6) foot chain-link fence.

Where the site abuts an office, a recreational facility, a motel/hotel, or restaurant in an I-1 District, screening shall consist of (1) a face brick wall not less than six (6) feet in height or (2) a six (6) foot, chain-link fence and a ten (10) foot wide landscaped greenbelt, except with respect to the side of the property which abuts a public street, including an exterior side lot line, which shall provide a landscaped berm in the required forty (40) foot setback yard space.

- j. A security manager shall be permitted to reside on the premises to the extent required by such use and such residence shall be considered an accessory use as provided at Section 201, Definitions: A—C, 1.
- k. All access aisles, parking areas and walkways on the site shall be graded, drained, hard-surfaced and maintained in accordance with the standards and specifications of the City of Novi.
- l. Limited retail sales to tenants of products and supplies incidental to the principal use, such as packing materials, packing labels, tape, rope, protective covers, and locks and chains shall be permitted on the site devoted to this use.
- m. Access to the self-service storage facility premises shall be restricted to tenants only, by use of an attendant, mechanical or electronic locking device or other entrance-control device.
- n. Fire hydrants and fire suppression devices shall be provided, installed and maintained in compliance with the fire prevention code and any other applicable ordinances.
- o. No building or structure other than the manager's quarters shall exceed fifteen (15) feet in height.
- p. In addition to requirements at Section 2520, Exterior Building Wall

Facade Materials, self-storage facilities, including storage buildings and caretaker's office and quarters, shall be architecturally designed so as not to have a flat roof, and shall instead have a mansard, gable hip or gambrel roof design.

- 6. Retail sales activities when ancillary to an otherwise permitted electrical or plumbing supply business or ancillary to otherwise permitted manufacturing, repair or service of electric or neon signs, light sheet metal products, including heating, ventilating and air conditioning equipment, furnaces, lawn maintenance equipment, cornices and eaves; and the retail sale of home and commercial building components that are to be fabricated into a structure (such as doors, windows, sashes, wall siding, roofing and insulation) when ancillary to an otherwise permitted use, provided that sales are predominantly to building contractors and the trades, as distinguished from a hardware store or home furnishing store having retail sales predominantly to the general public. The space for retail sales activities, including any area which is accessible by customers, shall be limited to ten percent (10%) of the total floor space of the business or two thousand (2,000) square feet, whichever is less. All signage shall comply with the City of Novi Sign Ordinance (Code of Ordinances Chapter 28).
- 7. Central dry cleaning plants or laundries provided that such plants shall not deal directly with consumers at retail unless such use is clearly accessory to the principal use.
- 8. Railroad transfer, classification and storage yards.
- 9. Tool, die, gauge and machine shops.

# EXHIBIT H



the City with the authority, but not the obligation, to enforce and/or undertake the appropriate curative action on the property in the event preservation and/or maintenance is not undertaken as required, and shall provide that they are not to be amended or altered without written authorization of the City. The terms of the covenants and restrictions shall be mutually agreeable to the attorneys for owners of the property and the City consistent with this provision.

12. *Approval Process.*

- a. Approval of an Exposition Overlay District shall require the approval of a Zoning Ordinance amendment to amend the Zoning Map by the City Council, in the exercise of its legislative discretion, following a public hearing held by, and receipt of a recommendation from, the Planning Commission. An applicant seeking approval of an Exposition Overlay District rezoning shall submit a rezoning petition to the City. If approved, the amendment shall place, or overlay, the Exposition Overlay District over the underlying OST zoning district relative to the property which is the subject of the amendment.
- b. An approved Exposition Overlay District shall be designated on the Zoning Map by a dashed line showing the perimeter of the overlay district and a "EXO" label near the center of the Exposition Overlay District.
- c. Submission of a site plan for a development permitted within the Exposition Overlay District may be made after approval of the Zoning Ordinance amendment. The Planning Commission shall review the proposed site plan, and forward its comments and recommendation to the City Council. The City Council shall thereafter approve, approve with con-

ditions, or deny the site plan, with reasons for its decision stated in the minutes.

(Ord. No. 01-18.169, Pt. I, 10-15-01)

**ARTICLE 11. OS-1 OFFICE SERVICE DISTRICTS**

**Sec. 1100. Intent.**

The OS-1 Office Service Districts are designed to accommodate uses such as offices, banks, facilities for human care and personal services which can serve as transitional areas between residential and commercial districts and to provide a transition between major thoroughfares and residential districts.

**Sec. 1101. Principal Uses Permitted.**

In an Office Service District, no building or land shall be used and no building shall be erected except for one or more of the following specified uses unless otherwise provided in this Ordinance:

- 1. Office buildings for any of the following occupations: executive, administrative, professional, accounting, writing, clerical, stenographic, drafting and sales subject to the limitations contained in Section 1103, Required Conditions.
- 2. Medical office, including laboratories and clinics.
- 3. Facilities for human care such as general hospitals, sanitariums, convalescent homes, hospice care facilities and assisted living facilities subject to the following requirements:
  - a. Any such use shall be developed only on sites consisting of not less than five (5) acres except that general hospitals shall be developed only on sites consisting of not less than twenty (20) acres.
  - b. The minimum distance of any main or accessory building from any lot line or street shall be at least fifty (50) feet for all two (2) story struc-

tures. For every story above two (2), the minimum yard setback for any yard shall be increased by no less than twenty (20) feet for each floor over two (2), or the setback requirements of the particular zoning district wherein located, whichever is greater.

- c. General hospitals may exceed the maximum height restrictions of the district provided that all structures shall be limited to five (5) stories and to sixty-five (65) feet in height.
  - 4. Banks, credit unions, savings and loan associations, and similar uses with drive-in facilities as an accessory use only.
  - 5. Personal service establishments including barbershops, beauty shops, and health salons.
  - 6. Off-street parking lots.
  - 7. Churches.
  - 8. Other uses similar to the above uses.
  - 9. Accessory structures and uses customarily incident to the above permitted uses.
  - 10. Publicly owned and operated parks, parkways and outdoor recreational facilities.
- (Ord. No. 99-18.149, Pt. VII, 4-5-99; Ord. No. 99-18.156, Pt. VI, 12-20-99; Ord. No. 2004-18.189, Pt. II, 5-17-04)

**Sec. 1102. Principal Uses Permitted Subject to Special Conditions.**

The following uses shall be permitted by the Planning Commission subject to the conditions hereinafter imposed for each use and subject to the additional requirements of Section 2516.2(c) for special land uses. There shall be held a public hearing by the Planning Commission in accordance with the requirements set forth and regulated in Section 3006 of this Ordinance:

- 1. An accessory use customarily related to a principal use authorized by this Section, such as but not limited to: a pharmacy or apothecary shop, stores limited to corrective garments or bandages, or optical service, may be permitted.

- 2. Mortuary establishments, when adequate assembly area is provided off-street for vehicles to be used in funeral processions, provided further that such assembly area shall be provided in addition to any required off-street parking area. A caretaker's residence may be provided within the main building of mortuary establishments.

- 3. Publicly owned buildings, telephone exchange buildings, and public utility offices, but not including storage yards, transformer stations, or gas regulator stations.

- 4. Day Care Centers and Adult Day Care Centers provided the following conditions are met:

- a. Outdoor recreation areas shall be provided, consisting of at least one hundred fifty (150) square feet for each person cared for, with a minimum total area of three thousand five hundred (3,500) square feet. All such outdoor recreation areas shall be fenced with self-closing gates. The recreation area may extend into an exterior side yard up to twenty-five (25) percent of the distance between the building facade and the property line.
- b. The hours of operation shall be limited to the period between 6 a.m. and 7 p.m. for those facilities abutting residential zoning districts.
- c. Vehicular access to site shall not be directly to or from a major arterial or arterial.
- d. Facilities shall be located either within a permitted office, or commercial structure, or in a freestanding building on a site coordinated with surrounding development (i.e., traffic flow, parking access, drop off areas, architecture and relationship to other buildings).
- e. Not more than fifty (50) percent of front yard or exterior side yard set-

back between the minimum required parking setbacks (35') and building facade line may be used for parking. The balance of this area shall be maintained in lawn and landscaping.

- f. Screening and landscaping of outdoor recreation areas, recreation area fences and parking lots shall comply with Section 2509 and Section 2514.
- g. Off-street parking shall comply with Section 2505.14b(13) and Section 2506.
- h. Facilities abutting residential zoning districts shall be reviewed under the facade standards provided in Section 402.4.b (7).

- 5. Public or private indoor recreational facilities, including, but not limited to, health and fitness facilities and clubs, swimming pools, tennis and racquetball courts, roller skating facilities, ice skating facilities, soccer facilities, baseball and softball practice areas, indoor archery ranges and similar indoor recreational uses, and private outdoor recreational facilities, including, but not limited to, playfields, playgrounds, soccer fields, swimming pools, tennis and racquetball courts and ice skating facilities.

(Ord. No. 2004-18.167, Pt. IX, 4-5-04)

**Sec. 1103. Required Conditions.**

- 1. No interior display shall be visible from the exterior of the building.
- 2. The outdoor storage of goods or materials shall be prohibited.
- 3. Warehousing or indoor storage of goods or material, beyond that normally incident to the above permitted uses, shall be prohibited.
- 4. See Section 2520 of this Ordinance regulating exterior building wall facade treatments, where applicable.
- 5. Access to a site shall be in accordance with Section 2518 of this Ordinance.

6. Site plans shall be prepared in accordance with the requirements of Section 2516 of this Ordinance and shall be subject to approval by the Planning Commission prior to issuance of a building permit.

7. See Article 25, General Provisions, relating to off-street parking, off-street parking layout, landscaping and screening requirements and other sections of the Article as they relate to uses permitted in the district.

8. See Article 24, Schedule of Regulations, limiting the height and bulk of buildings, providing minimum yard setbacks and development options.  
(Ord. No. 2004-18.167, Pt. IX, 4-5-04)

**ARTICLE 12. OSC OFFICE SERVICE COMMERCIAL DISTRICT**

**Sec. 1200. Intent.**

The OSC Office Service Commercial District is designed and intended to accommodate a large office building or, more particularly, a planned complex of office buildings with related commercial retail and service establishments which may serve the area beyond the confines of the office complex itself.

The primary intent of this district is to provide limited areas for office buildings of greater height and more intense land use activity in an otherwise low-density community. Because of the greater building height, intensity of land use and associated higher volumes of vehicular and pedestrian traffic, it is further intended that this district be located only in proximity to areas of major commercial or civic development and have direct access to freeway or major thoroughfares.

The OSC District is designed to encourage the combining of mid-rise and low-rise office and office related uses in planned development and to encourage innovation and variety in type, design and arrangement of such uses.

**Sec. 1201. Principal Uses Permitted.**

In the OSC District, no building, structure or land shall be used and no building or structure

# **EXHIBIT I**

sumer. Central dry cleaning plants serving more than one retail outlet shall be prohibited.

4. Business establishments which perform services on the premises, such as but not limited to: banks, loan companies, insurance offices and real estate offices.
  5. Professional services including the following: offices of doctors, dentists and similar or allied professions.
  6. Post office and similar governmental office buildings, serving persons living in the adjacent residential area.
  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.
- (Ord. No. 99-18.148, Pt. I, 4-5-99)

**Sec. 1302. Principal Uses Permitted Subject to Special Conditions.**

The following uses shall be permitted by the Planning Commission subject to the conditions hereinafter imposed for each use and subject to the additional requirements of Section 2516.2(c) for special land uses. There shall be held a public hearing by the Planning Commission in accordance with the requirements set forth and regulated in Section 3006 of this Ordinance:

1. Mortuary establishments, when adequate assembly area is provided off-street for vehicles to be used in funeral processions, provided further that such assembly area shall be provided in addition to any required off-street parking area. A caretaker's residence may be provided within the main building of mortuary establishments.
2. Publicly owned buildings, public utility buildings, telephone exchange buildings, electric transformer stations and substations;

gas regulator stations with service yards, but without storage yards; water and sewage pumping stations.

**Sec. 1303. Required Conditions.**

1. All business establishments shall be retail or service establishments dealing directly with customers. All goods produced on the premises shall be sold at retail on premises.

All business, servicing, or processing, except for off-street parking or loading, shall be conducted within a completely enclosed building.

2. See Section 2520 of this Ordinance regulating exterior building wall facade treatments, where applicable.

3. Site plans shall be prepared in accordance with the requirements of Section 2516 of this Ordinance and shall be subject to approval by the Planning Commission prior to issuance of a building permit.

4. See Article 25, General Provisions, relating to off-street parking, off-street parking layout, landscaping and screening requirements and other sections of the Article as they relate to uses permitted in the district.

5. See Article 24, Schedule of Regulations, limiting the height and bulk of buildings and providing minimum yard setbacks.

**ARTICLE 14. B-2 COMMUNITY BUSINESS DISTRICTS**

**Sec. 1400. Intent.**

The B-2 Community Business Districts are designed to cater to the needs of a larger consumer population than is served by the Local Business Districts, and are generally characterized by an integrated or planned cluster of establishments served by a common parking area, and generating greater volumes of vehicular and pedestrian traffic than generated by Local Business District uses, and located at the intersection of two major thoroughfares (major arterial, arterial or minor arterial). Although the B-2 Districts permit certain more intensive commercial uses than B-1 Districts, it is intended that automotive

sales and service establishments, drive-through fast-food restaurants, open air retail uses, and similar uses not be established in the B-2 Districts. This goal is established to maintain a more pedestrian-friendly environment and to foster a physical development pattern that is well-planned, supportive of moderately intense commercial uses, and aesthetically appealing from both abutting thoroughfares and from within the District.

#### **Sec. 1401. Principal Uses Permitted.**

In a Community Business District, no building or land shall be used and no building shall be erected except for one or more of the following specified uses unless otherwise provided in this Ordinance:

1. Any retail business or service establishment permitted in the B-1 Local Business Districts, subject to the regulations applicable in the following sections of this Article.
2. All retail business or service establishments uses as follows:
  - a. Any retail business whose principal activity is the sale of merchandise in an enclosed building.
  - b. Any service establishment of an office, showroom or workshop nature of a decorator, dressmaker, tailor, bridal shop, art gallery, interior designer or similar establishment that requires a retail adjunct.
  - c. Restaurants (sit down), banquet facilities or other places serving food or beverage, except those having the character of a drive-in or having a drive-through window.
  - d. Theaters, assembly halls, concert halls, museums or similar places of assembly when conducted completely within enclosed buildings.
  - e. Business schools and colleges or private schools operated for profit.
3. Day Care Centers and Adult Day Care Centers provided that all of the conditions contained within subsection 1102.4 are met.

4. Private clubs, fraternal organizations and lodge halls.
  5. Hotels and motels, provided the site does not abut a residential district.
  6. Office buildings of any of the following occupations: executive, administrative, professional, accounting, writing, clerical, drafting, sales and medical offices, including laboratories and clinics.
  7. Other uses similar to the above uses.
  8. Accessory structures and uses customarily incident to the above permitted uses.
- (Ord. No. 2004-18.167, Pt. XI, 4-5-04)

#### **Sec. 1402. Principal Uses Permitted Subject to Special Conditions.**

The following uses shall be permitted subject to the conditions hereinafter imposed for each use and subject further to approval by the Planning Commission in accordance with the public hearing requirements set forth and regulated in Section 3006 of this Ordinance:

1. Gasoline service station for the sale of gasoline, oil and minor accessories only, and where no major repair work is done, other than incidental services, but not including steam cleaning or undercoating, vehicle body repair, painting, tire recapping, engine rebuilding, auto dismantling, upholstery, auto glass work, and such other activities whose external effects could adversely extend beyond the property line:
  - a. The curb cuts for access to a service station shall not be permitted at such locations that will tend to create traffic hazards in the streets immediately adjacent thereto. Entrances shall be no less than one hundred (100) feet from a street intersection (measured from the road right-of-way) or from adjacent residential districts.
  - b. The minimum lot area for any gasoline station shall be one (1) acre.

- c. Gasoline service stations shall be located on the site so as to minimize its impact on any adjacent residential district, OS-1, OSC or B-1 District. Ample space shall be provided for motor vehicles waiting for service, or which are parked to be mechanically serviced or to be picked up following mechanical service. Sufficient vehicle stacking space shall provide at the pump islands so that vehicles awaiting service will not interfere with vehicles entering the site.
- d. Canopies, when constructed as an integral part of the main building, shall comply with the minimum setback requirements of the district. Detached freestanding canopies shall comply with the requirements of Section 2503 of this Ordinance.
- e. The storage of vehicles overnight shall be prohibited except for working vehicles (wreckers and similar vehicles) and vehicles or trailers for general rental and those awaiting mechanical repair. These vehicles shall be parked in accordance with Section 2505 and Section 2506. Wrecked vehicles may be stored for a period not to exceed twenty-four (24) hours.

#### **Sec. 1403. Required Conditions.**

1. All business establishments shall be retail or service establishments dealing directly with consumers. All goods produced on the premises shall be sold at retail on the premises where produced.

2. All business, servicing or processing, except for off-street parking and loading/unloading, shall be conducted within completely enclosed buildings.

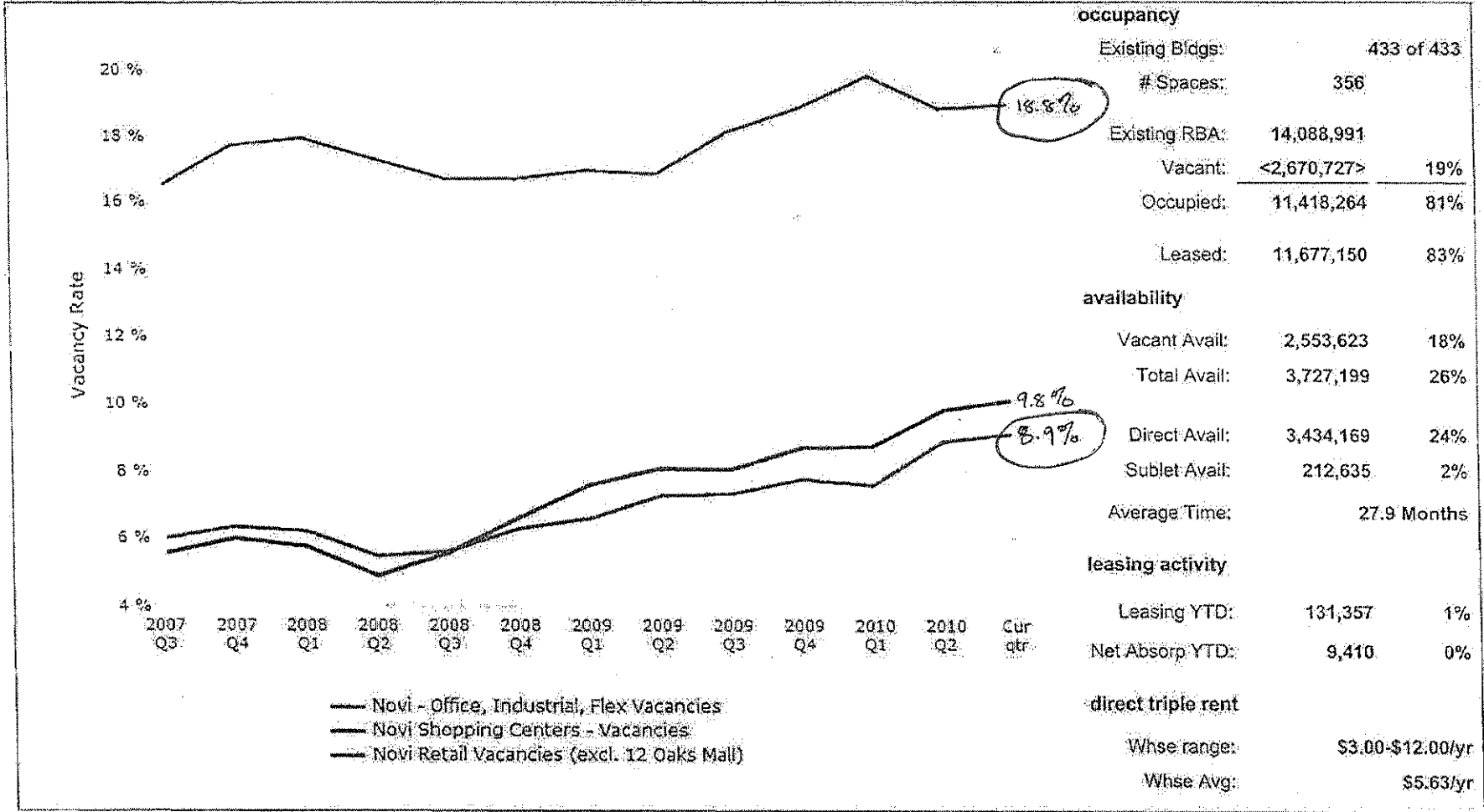
3. See Section 2520 of this Ordinance regulating exterior building wall facade treatments, where applicable.

# **EXHIBIT J**



# City of Novi - Vacancy Comparisons

## Vacancy Rates



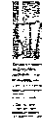
occupancy		
Existing Bldgs:	433 of 433	
# Spaces:	356	
Existing RBA:	14,088,991	
Vacant:	<2,670,727>	19%
Occupied:	11,418,264	81%
Leased:	11,677,150	83%
availability		
Vacant Avail:	2,553,623	18%
Total Avail:	3,727,199	26%
Direct Avail:	3,434,169	24%
Sublet Avail:	212,635	2%
Average Time:	27.9 Months	
leasing activity		
Leasing YTD:	131,357	1%
Net Absorp YTD:	9,410	0%
direct triple rent		
Whse range:	\$3.00-\$12.00/yr	
Whse Avg:	\$5.63/yr	

# **EXHIBIT K**

# SYNOPSIS: MARKET ASSESSMENT FOR MIXED-USE DEVELOPMENT OF THE WEISS SITE IN NOVI, MICHIGAN

WEISS MIXED-USE DEVELOPMENT

NOVI, MICHIGAN



October, 2008

Prepared by

The  
**Chesapeake Group, Inc.**

Building A Foundation For The Future

25 95 Over Lane, Bethesda, Maryland 20814-1025 • (301) 424-1100 • [www.chesapeakegroup.com](http://www.chesapeakegroup.com)

# The Chesapeake Group, Inc.

Building A Foundation For The Future

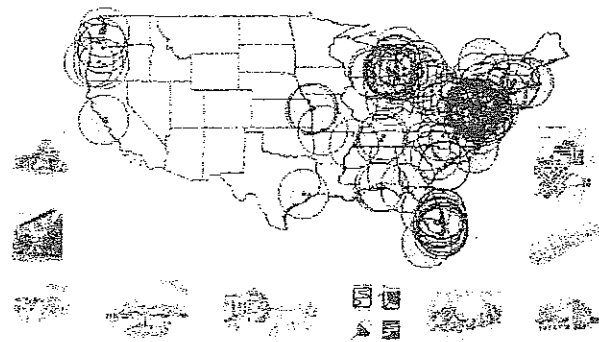
8516 Green Lane Baltimore, Maryland 21244 410-265-1784/(fax)410-521-0480/tcgroup@erols.com

## Introduction

The following is a market assessment focused on commercial opportunities associated with the proposed Weiss Mixed-Use Project at the 10 Mile and Novi Roads intersection in Novi, Michigan. This document was prepared by The Chesapeake Group, Inc.

The Chesapeake Group, Inc. (TCG) is an economic development consulting firm specializing in enhancement of established communities. While based in Baltimore, TCG maintains satellite offices in Michigan and Florida. TCG has been recognized as an expert witness on neighborhood and downtown market analyses in many communities, including several in Michigan. Founded in 1974, TCG has been involved with numerous projects throughout the entire country, including the following areas in Michigan.

Communities Served By The Chesapeake Group

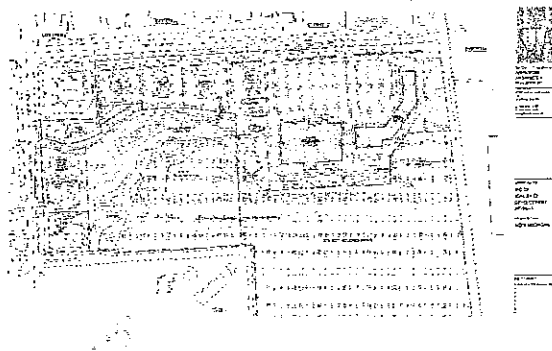


- Huron County
- Branch County
- Montague
- Hudsonville
- Mackinaw City
- Cadillac
- Howell
- Troy
- Clinton Township
- Fennville
- Boyne City
- Zeeland
- Grand Blanc
- Delhi Charter Township
- Muskegon County
- Muskegon
- Warren
- Hastings
- Wixom
- Grand Rapids
- Port Huron
- Spring Lake
- Manton
- Muskegon Heights
- Norton Shores
- St. Joseph County
- Sturgis
- Manistee
- Vassar
- Novi

The information contained in this assessment was generated in 2007 as part of an adopted update of the comprehensive plan in Novi and is, therefore, public record. The analysis associated with the update of the plan included significant primary data derived from field reconnaissance, face-to-face interviews with stakeholders, and surveys of current residents. In addition, computer modeling and significant other forms of research and analysis of secondary information were used to identify and develop opportunities.

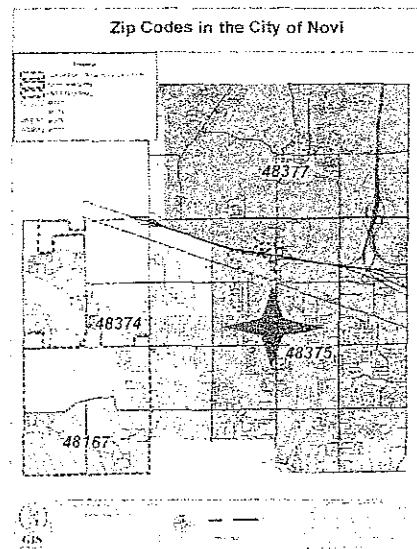
Estimates of demand are considered conservative in nature, tending to understate rather than overstate opportunities. They and all other suggestions and recommendations represent only TCG's opinion based on the previous noted documentation, presented information, and experiences. It is noted that success of any geographic area or site or collection of activity is dependent upon other factors as well as marketability. Some of those other factors are management practices, financial feasibility, and regulations.

In the analyses, names of specific businesses are mentioned. Their inclusion does not represent an endorsement by The Chesapeake Group, nor concurrence or any indication of interest on their part.



The proposed initial development of the site is premised upon neighborhood and community retail services, anchored by a supermarket. The initial phased development of the site calls for about 150,000 square feet of space as designed by Siegal/Tuomaala Associates.

The site falls within zip code area 48375, being relatively central to that area. Definition of the zip code is important since TCG's previous analysis was premised upon overall opportunities and that associated with the major zip codes in the City. Zip codes were used in that analysis because much federal and regional information is available by zip codes versus other potential geographic areas.



## Applicable Information from the Previous Analysis

Two methodologies were employed by TCG in the 2007 effort for the City of Novi's plan update. One was a comparative assessment, while the other was a forecast of demand.

### Comparative Assessment Salient Findings

The comparative assessment was performed at two levels. One level was county-wide, while the other was by zip code. All primary zip codes within Novi were examined, including the previously noted 48375 in which the proposed development is situated.

The comparative assessment methodology involved identifying "like" or similar areas/zip codes around the United States and comparing the business structures within those zip codes and zip code 48375.

As defined in the previous effort, "the non-weighted criteria used to define similar zip codes were similar to the criteria for the county comparisons. The criteria include:

- ✓ The population size and household numbers had to be similar since demand for goods and services are ultimately dependent largely upon the size of the market served.
- ✓ The selected zip code areas all have median household incomes that are comparable to the respective Novi ZCTAs." (Zip Code Tabulation Area)
- ✓ "Transportation and interstate highway access had to be similar and all located inland."

Zip code 48375 was found to be most similar to seven other zip code areas around the country. Those zip code areas are and as found on Page 15 of TCG's submitted report to the City:

53005, Brookfield, WI	02021, Canton, MA
60423, Frankfort, IL	44139, Solon, OH
55345, Minnetonka, MN	19355, Malvern, PA
10901, Suffern, NY	

Also on Page 15, a total of 83 businesses are under-represented in the zip code, representing market gaps that would be considered atypical and could potentially be filled by new business activity. The retail operations included as being under-represented include:

- ✓ Camera and photographic supply stores
- ✓ Confectionary and nut stores
- ✓ Beer, wine and liquor stores
- ✓ Optical goods stores
- ✓ Hobby, toy and game stores
- ✓ Sewing, needlework and piece goods stores
- ✓ Discount department stores
- ✓ Florists
- ✓ Office supplies and stationery stores

A number of these are typically located and found in many established neighborhood and community shopping areas throughout the country.

Also identified as being under-represented are:

- ✓ Certain medical offices
- ✓ Commercial banks
- ✓ Investment Advisors
- ✓ Investment banking and security dealers
- ✓ Grill and other buffets
- ✓ Snack and Non-alcoholic beverage bars
- ✓ Barber shops
- ✓ Nail Salons

These uses are also typically found in neighborhood and community scale shopping areas and centers.

The analysis also identified retail and other activity that was over-represented in the community at the present. The over-represented did not include supermarkets or numerous other neighborhood and community scale operations.

## Retail Demand Forecasts

The second methodology employed involved forecasts of demand. In an effort to generate data on current and future patron spending, a survey of residents of Novi was performed. Salient to the opportunities are the following found on Page 40 of the analysis:

- ✓ Meijer is the primary operation at which more people purchase groceries than any other operation.
- ✓ The three Meijer stores attracting the majority of Novi residents are in Northville, Wixom and Commerce Township.
- ✓ Kroger's, Hiller's Market and Trader Joe's are the other three operations attracting much of the remainder of the residents.
- ✓ Of the locations attracting the majority of the patrons of these operations, most are outside of Novi and include locations in Northville, Farmington Hills, Walled Lake and Commerce Township.

In other words, the substantial majority of residents spend their money on groceries outside of Novi. Thus, the associated jobs, revenues, etc. are exported from the community at the present time. Since groceries are one of the three commodities upon which households spend the majority of their incomes, this loss impacts household perceptions about the convenience of their housing unit and neighborhood.

In addition, on Page 41, the report indicates that:

- ✓ A substantial proportion of the residents frequent all you can eat buffets and like operations for lunch.

Whether ethnic or otherwise, such establishments are increasingly favored and found in neighborhood and community settings because of affordability factors.

Also, when asked to identify new activities or business establishments that residents would like to see attracted to Novi, the largest proportion of residents identified new retail operations.

The analysis prepared for the comp plan update identified specific amounts of existing and new supportable space for retail activity for the city and by zip code area. The analysis identified space within each of the ten major retail categories and by sub-category or types of operations within categories. As stated on Page 45 the ten categories of retail are:

- "Food, such as groceries and related merchandise generally purchased for home preparation or consumption.
- Eating and drinking, consisting of prepared food and beverages generally consumed on the premises or carried to another location.
- General merchandise, including variety stores, department stores and large value oriented retail operators.
- Furniture and accessories, including appliances and home furnishings.
- Transportation and utilities, including the sale of new and used automotive and other personal vehicles and parts and basic utilities for the home.
- Drugstores, including those specializing in health and beauty aids or pharmaceuticals.
- Apparel and accessories.
- Hardware and building materials, including traditional hardware stores and garden and home improvement centers.
- Auto services, including gasoline and vehicle repair.
- Miscellaneous, including a plethora of retail goods and services ranging from florists to paper goods."

The study also indicated that "Some operations fall into more than one category."

Various city-wide and zip code area retail implications associated with the forecast of demand are found on Pages 47 through Page 49 of the report. Salient to the potential opportunities associated with the development of this site are as follows.

- ✓ "Based on the City's projections of about 500,000 square feet of new space in process and expected to come "on board" through 2010, there is retail demand generated by the growth in Novi households alone that will exceed this level by 2015."
- ✓ "The growth in demand generated by the growth in households in Novi will be sufficient to add additional convenience oriented retail space between the present and 2015."
- ✓ To reiterate, "the retail activity with the greatest potential is generally associated with convenience shopping, including that associated with food purchases and consumption, health care products and pharmaceuticals..."
- ✓ "The ... sub-area, associated most closely with zip code areas 48375 ... could support an additional 308,000 square feet of the additional Novi generated retail goods and related services demand." This does not include any regional serving retail.
- ✓ "These estimates assume that the growth in households will be at the lower level or below the defined historic rates indicated in the housing analysis. Should higher levels that matches the historic absorption rate or above be achieved between the present and 2015 be achieved, the following figures are applicable."
  - "462,000 square feet for the ... sub-area, plus any additional regional retail."



# Implications for Site Development

The noted proposed development of the site is compatible with and supported by the findings of the previous report to the City of Novi, prepared as part of the City's comprehensive plan update. ✓

As noted, the proposed development includes about 150,000 square feet of space associated with neighborhood or community scale retail, including a supermarket. Ample community and neighborhood shopping demand in the zip code, based only on growth, is sufficient to support the activity. Furthermore, the development is of sufficient scale to provide a variety of convenience shopping and service opportunities. ✓

Furthermore, based on present commercial use patterns, accommodation of the public would be enhanced by the development as many residents now make what should be convenience purchases outside of the areas in which they live. The development should help to mitigate current exportation of resident dollars and associated jobs and revenues from the City to other jurisdictions, resulting in enhanced convenience and less miles traveled by residents. ✓

The proposed site development calls for a limited amount of office space, likely associated with general office, banking, and medical or health care. This space, roughly 18,000 square feet of the total 150,000 square feet, is well within a reasonable level based on the demand forecast and the gaps identified through the comparative assessment analysis methodology.

# **EXHIBIT L**



# CONSUMER RESEARCH


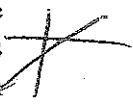
## NEIGHBORHOOD SHOPPING PATTERNS AND PREFERENCES NOVI, MICHIGAN

*Prepared for:*  
**NOVI TEN ASSOCIATES**

*September 27, 2004*

## EXECUTIVE SUMMARY

Novi Ten Associates has a proposed development for neighborhood shopping to serve the residents of Novi, Michigan. The Strategic Edge, a retail and real estate consulting firm experienced in consumer research, conducted an independent feasibility study on this proposed development titled *Retail/Commercial Opportunity Study, Ten Mile Road and Novi Road, Novi, Michigan (January 2004)*. In May of 2004, a random survey of 308 area residents was conducted to help determine current shopping patterns, as well as the level of interest in having a new supermarket and similar neighborhood shops (food, grocery, dry cleaners, coffee shop etc.) at Ten Mile and Novi Roads.

- ❖ Over 78% of the respondents said they were “very likely” or “somewhat likely” to shop at a new supermarket, should it be located at the site at 10 Mile and Novi Roads. 
- ❖ 64% of those surveyed said that the location at 10 Mile and Novi Roads is more convenient than or as convenient as their present supermarket location. Most shoppers identify Meijer as their present primary supermarket (19% at Grand River and Wixom Roads and 20% at Haggerty and 8 Mile Roads), followed by Hiller's in Northville (16%), Farmer Jack at 10 Mile and Meadowbrook Roads (15%), and Kroger at Beck and Grand River Road (also 15%). 
- ❖ Overall, most of the respondents shop at their primary supermarket due to convenience of the location (53%) more than any other single reason, including everyday prices, selection and variety, produce quality and advertised prices, and meat quality.
- ❖ When asked what other convenience oriented retail stores and/or services they would like closer to them, respondents specifically mentioned shops such as a fruit/produce market, video rental, drug store, and women's apparel store.

This consumer survey shows that convenience is the primary factor in consumer choice for grocery and neighborhood type of shopping. Novi shoppers desire and would patronize a conveniently located full-service grocery store and associated neighborhood shopping at Novi Road and Ten Mile Road.

# INTRODUCTION

## BACKGROUND

Novi Ten Associates has a proposed development in Novi, Michigan. The Strategic Edge conducted a feasibility study on this proposed development, *Retail/Commercial Opportunity Study, Ten Mile Road and Novi Road, Novi, Michigan (January 2004)*. In an effort to get city approvals, Novi Ten Associates is interested in additional research to support the feasibility of the proposed development. Some consumer research was conducted as part of the Master Plan process which indicated that residents, generally, did not desire more retail development. Now, Novi Ten Associates is interested in having targeted consumer research conducted which specifically tests the feasibility of neighborhood retail, including a supermarket, at the proposed site.

## METHODOLOGY

In order to address the above issues, The Strategic Edge conducted the following evaluation:

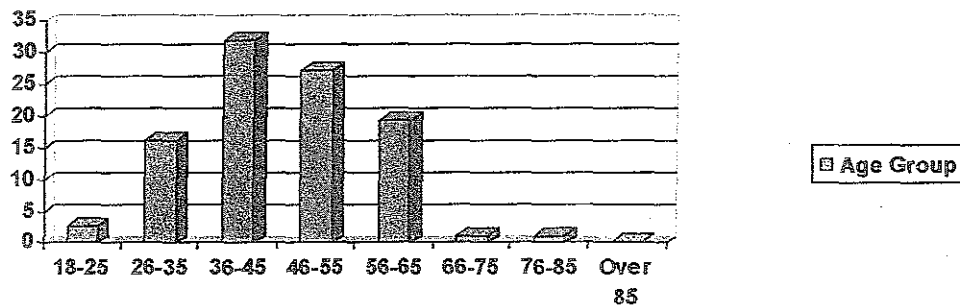
- **Developed Survey Instrument.** Jointly with Novi Ten Associates and Siegal Tuomaala, The Strategic Edge developed an unbiased survey instrument to gather specific relevant data. The survey included questions on people's current shopping habits with a particular focus on supermarket shopping, their likes and dislikes about their current shopping venue, desired changes to the retail, and specific feasibility testing of the proposed shopping center at 10 Mile and Novi Roads. The survey instrument can be found in Appendix I of this report.
- **Established Survey Quota.** The Strategic Edge developed the survey quota by census tract, such that the surveys were random within the eight census tracts which define the trade area. We completed 308 surveys.
- **Conducted Surveys.** The Strategic Edge retained an outside agency, Wilkins Research to administer the surveys. We have worked extensively with Wilkins Research, and they have particular expertise in retail-oriented surveys.
- **Analyzed and Summarize Surveys.** The Strategic Edge analyzed the survey results and summarized the findings relevant to the key issues. The detailed data tables can be found in Appendix II of this report.
- **Presented Research in Bound Report.** The Strategic Edge presented the results of the study in this bound report.

# CONSUMER RESEARCH FINDINGS

## SURVEY BASE

In May of 2004, a random telephone survey was conducted in the Novi, Michigan market to help determine current shopping patterns, as well as the feasibility of a new supermarket at Ten Mile Road and Novi Roads. The survey was conducted by Wilkins Research using the trade area as defined for the shopping center as the base for collecting the data. For the survey, we asked to speak to the primary shopping in the household. In total, 308 persons were surveyed, of which 243 or 79% were female. Most reported two persons living in the household (25%), however the median household size of the respondents was 3.33, with 18% reporting three persons in the household and 23%, 18% and 6% reporting four, five and six or more persons, respectively.

Most of the respondents were aged 36-45 (32%) and the median age reported was 45.9. The following chart details the breakdown of the percentage of respondents by age:



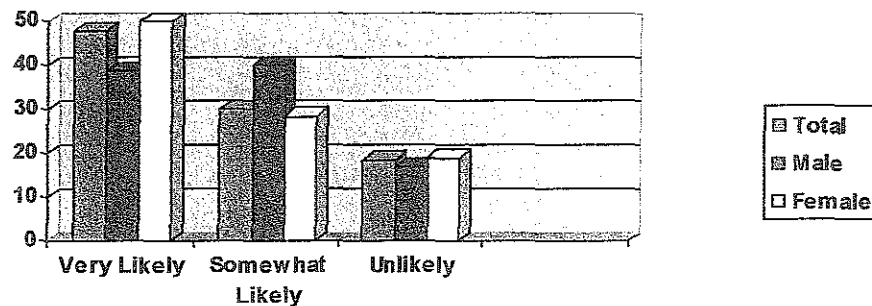
The median total family household income of the respondents was reported as \$88,557, with most having household incomes between \$75,001 and \$100,000 (23%). Less than 13% of the respondents reported household incomes \$50,000 or less, and 15% reported incomes between \$50,001 and \$75,000. Of those income ranges greater than \$100,000, 13% reported incomes between \$100,001 and \$125,000 and 16% reported incomes over \$125,000. Nearly 20% refused to answer the question.

## SURVEY RESULTS

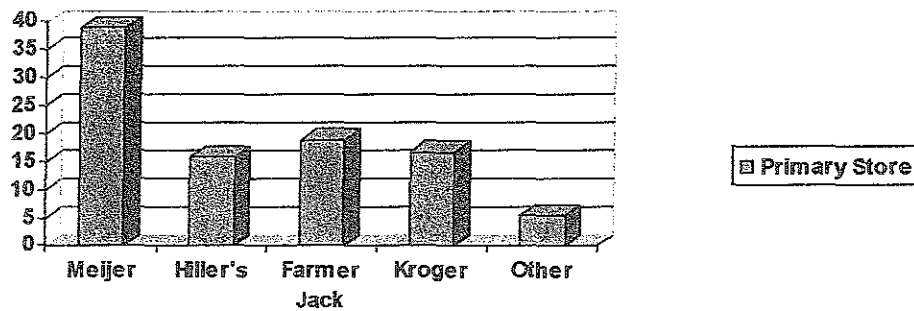
Survey respondents were asked questions concerning their current shopping behavior in the Novi market, as well as projected changes to that pattern should a new supermarket open at the intersections of 10 Mile Road and Novi Road. The following are the results of the study.

**Current Primary Supermarket and Patronage Intentions of a New Supermarket.** The following summarizes interviewees' current supermarket shopping habits, as well as their intention of patronizing a new supermarket.

- Over 78% of the respondents said they were "very likely" or somewhat likely" to shop at a new supermarket, should it be located at the site. Female shoppers (50%) were more likely to state that they would be "very likely" to shop at the new supermarket than male shoppers (38%). Only 19% overall stated they were "unlikely" to shop at the new store as shown below. (Table 1)



- Respondents located in census tracts 137700, 136300 and 136600 were the most likely to say they were "very likely" or "somewhat likely" to shop at a supermarket at the new location (86%, 85% and 84%, respectively). Most of these shoppers also identified Meijer at Haggerty and 8 Mile as their current primary supermarket. (Table 2)
- Currently, most shoppers in the market identify Meijer as their primary supermarket (19% at Grand River and Wixom Roads and 20% at Haggerty and 8 Mile Roads), followed by Hiller's in Northville (16%), Farmer Jack at 10 Mile and Meadowbrook Roads (15%) and the Kroger at Beck and Grand River Roads (also 15%). (Table 3) The following chart shows the primary supermarket by chain:



- Currently, the respondents are very loyal to their primary supermarket, with 42% spending 76% to 100% of their total supermarket expenditures at their primary store. An additional 36% spend 51% to 75% of their food store dollar at their primary store. Of those “very likely” to switch to the new store, slightly more (46%) say they would spend 76-100% at the new store. (Table 4)
- The average (mean) travel time taken to travel to their primary supermarket is currently 7.8 minutes, with most respondents stating 10 minutes (28%) or 5 minutes (also 28%). Approximately 13% drive more than 10 minutes to reach their primary supermarket. Of those “very likely” to switch to the new store, 49% travel currently 10 minutes or more to their primary supermarket, and of those “somewhat likely” to switch to the new store, 33% travel 10 minutes or more to their primary store. (Table 5)
- By far, most respondents stated they shopped at their current supermarket once a week (51%), followed by those who shop twice a week (33%). These are similar to the shopping patterns of those who said they were “very likely” to shop at the new location (56% and 28%, respectively). (Table 6)
- Overall, most of the respondents shop at the primary store due to convenience of the location (53%) more than everyday prices (28%), selection and variety (23%), produce quality and advertised prices (12%) and meat quality (11%). However, Meijer customers rated everyday prices (37-48%) and selection and variety (27-35%) much more important than the total sample base. Hiller’s customers rated produce and meat quality (28% and 33%) as well as selection and variety (26%) much more important than the trade area base. To Farmer Jack customers, the location was much more important (89%). Interesting, the Kroger shoppers mirrored the trade area norms. (Table 7)
- Of those “very likely” to shop at the new store, the primary reasons for shopping at their current primary grocery store are convenience (50%), followed by everyday prices (32%), and overall selection and variety (27%). (Table 7)
- Suggested improvements to the primary supermarkets included more cashiers (13%), improve produce selection (12%), lower prices (11%) and improve overall



selection (9%). More cashiers was a much stronger issue at the Meijer stores, with 19% and 24% of primary shoppers suggesting more cashiers. Hiller's customers were more interested in lower prices (18%), however were the most over-all satisfied as nearly 47% said "nothing". Farmer Jack's customers were looking for better produce selection (26%), more cashiers (15%) and improve overall selection (13%). Kroger shoppers suggested lower prices (16%) and improved product selection (16%) and meat quality (11%). (Table 8)

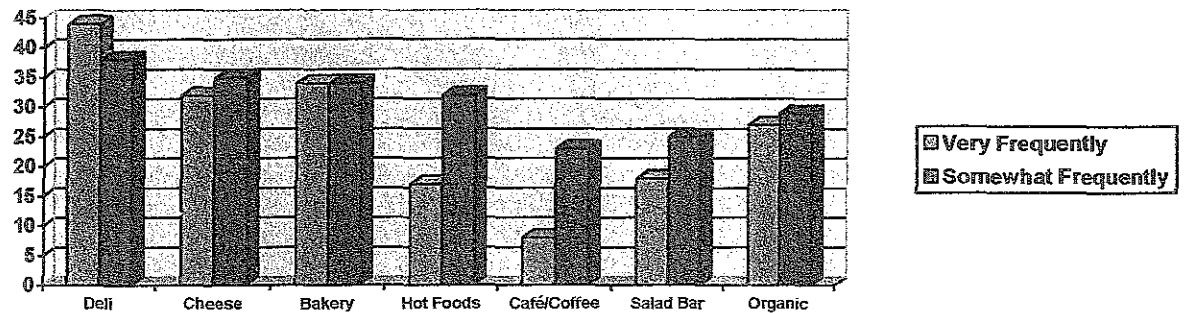
- Of those "very likely" to shop at the new store, most were looking for improved produce selection (17%), improved overall selection (13%), and lower prices and more cashiers (11%). Of those "very likely" or "somewhat likely" to shop at the new store, most were looking for more cashiers (14%), improved produce selection (13%), improved overall selection and lower prices (10%). (Table 8)
- The respondents identifying Meijer as the primary supermarket are most likely overall to shop at the new location. Of those currently shopping the Meijer at Grand River and Wixom Roads, 55% stated they were "very likely" to shop a supermarket at the new location with an additional 28% somewhat likely to make the switch, for a total of 83%. Of those who currently shop the Meijer at Haggerty and 8 Mile Roads, 50% stated they were "very likely" to shop at the new site with an additional 34% "somewhat likely", for a total of 84%. Of the identified Hiller's, Farmer Jack and Kroger shoppers, 76%, 72% and 76%, respectively, said they were "very likely" or "somewhat likely" to shop at the new store. (Table 9)
- The site at 10 Mile Road and Novi Road is more convenient than the present primary supermarket to 43% of those surveyed. An additional 21% said it was about as convenient and 37% reported the site was less convenient. Of those who said they were "very likely" to shop at the new store, 64% said it was a more convenient location. (Table 10)
- When asked about anticipated use of specialty and service departments at the new supermarket, 44% of those "very likely" to shop the store said they would use an expanded deli department "very frequently", with an additional 38% saying "somewhat frequently". (Table 11)

**Specialty Department Patronage.** The following summarizes interviewees' intended patronage of key specialty departments.

- An expanded cheese department would be used "very frequently" by 32% of those who are "very likely" to shop the store and "somewhat frequently" by an additional 35%. (Table 12)
- Of those "very likely" to shop at the new supermarket, 34% stated they would use an expanded bakery department "very frequently", with an additional 34% "somewhat frequently". (Table 13)

- An expanded hot foods department would be used “very frequently” by 15% of those “very likely” to shop at the new store and “somewhat frequently” by 32%. (Table 14)
- Of those “very likely” to shop the new store, a sit-down café/coffee bar would be used “very frequently” by 8% and “somewhat frequently” by 23%. (Table 15)
- Of those “very likely” to shop the new store, a salad bar would be used “very frequently” by 18% and “somewhat frequently” by 25%. (Table 16)
- Organic foods would be used “very frequently” by 27% of those “very likely” to shop at the new store and “somewhat frequently” by 29%. (Table 17)

The following chart details the anticipated usage of the surveyed specialty departments by those who are “very likely” to shop at the new store:



**Other Neighborhood Shopping Patterns.** To better understand interviewees’ other convenience-oriented or neighborhood shopping behavior, we asked several other questions:

- Currently, most of those surveyed shop for their drugstore items at CVS (16% at 10 Mile and Beck Roads, 16% at 9 Mile and Novi Roads and 10% at other CVS units), followed by 12% at Walgreens (10 Mile and Novi Road). (Table 18)
- When asked what other convenience-oriented retail stores and/or services they would like located closer to them, respondents specifically mentioned a fruit/produce store the most (3.9%), followed by video rental (3.2%) and a drug store or dollar store (2.6%). (Table 19)

# APPENDIX I

SURVEY NUMBER: \_\_\_\_\_

DATE: \_\_\_\_\_

TIME: \_\_\_\_\_

### NOVI, MICHIGAN MARKET SURVEY

Good (morning, afternoon, evening), my name is \_\_\_\_\_. I'm with Wilkins Research, and we're conducting an independent survey into grocery shopping habits in your area for the purposes of providing greater convenience and better choices for you. Please be assured that we are not selling anything. This is only a survey. May I speak with the person who does most of the purchasing for weekly items such as groceries in your household?

**[INTERVIEWER NOTE: If different person comes to the phone, reintroduce....**

Good (morning, afternoon, evening), my name is \_\_\_\_\_. I'm with Wilkins Research, and we're conducting an independent survey into grocery shopping habits in your area for the purposes of providing greater convenience and better choices for you.

**(TO PRIMARY FOOD SHOPPER, ASK):** May I please take a few minutes of your time to ask you some questions about your grocery shopping habits? I will not try to sell you anything, but only want your help. **IF IT IS INCONVENIENT, PLEASE ARRANGE A CALL BACK)**

**[INTERVIEWER NOTE: If interviewee objects or person asks, "how can you provide greater convenience or better choices?" RESPOND: "That is precisely why we are doing the survey...to find out what area residents desire."]**

**Q1. At which one supermarket do you do most of your grocery shopping?  
(DO NOT READ)  
(ONE RESPONSE ONLY)**

1. Farmer Jack (10 Mile & Meadowbrook)
2. Farmer Jack (Other)
3. Kroger (Beck & Grand River Ave.)
4. Kroger (Other)
5. Meijer (Grand River & Wixom Rd.)
6. Meijer (Haggerty & 8 Mile Rd.)
7. Meijer (Other)
8. Hiller's (425 Center St. Northville)
9. Other: (Specify) \_\_\_\_\_

**Q2. Of the total amount of money you spend a month in supermarkets, meat or produce stores, or convenience food stores, about what percent is spent at (STORE IN Q1.)?**

**(READ CATEGORIES)  
(ONE RESPONSE ONLY)**

1. 0% - 25%
2. 26% - 50%
3. 51% - 75%
4. 76% - 100%

Q3. Approximately how many minutes does it take you to drive from your home to (Store in Q1)?

**(DO NOT READ)**

- |              |                |                |                          |
|--------------|----------------|----------------|--------------------------|
| 1. 1 Minute  | 6. 6 Minutes   | 11. 11 Minutes | 16. 16 Minutes           |
| 2. 2 Minutes | 7. 7 Minutes   | 12. 12 Minutes | 17. 17 Minutes           |
| 3. 3 Minutes | 8. 8 Minutes   | 13. 13 Minutes | 18. 18 Minutes           |
| 4. 4 Minutes | 9. 9 Minutes   | 14. 14 Minutes | 19. 19 Minutes           |
| 5. 5 Minutes | 10. 10 Minutes | 15. 15 Minutes | 20. 20 Minutes           |
|              |                |                | 21. More Than 20 Minutes |

Q4. How often do you shop at (STORE IN Q1.)?

1. Twice a week or more
2. Weekly
3. Twice a month
4. Monthly
5. Less than once a month
6. Don't know

Q5. Why do you shop (STORE IN Q1.) most often?

**(DO NOT READ)**

**(ALLOW MULTIPLE RESPONSES)**

**(PROBE BY ASKING, "ANYTHING ELSE?")**

- |                                      |   |
|--------------------------------------|---|
| 1. Close or convenient location      | 18. Seafood quality                       |
| 2. Everyday prices                   | 19. Seafood variety                       |
| 3. Special (advertised) prices/sales | 20. Bakery quality                        |
| 4. Meat prices                       | 21. Bakery variety                        |
| 5. Meat quality                      | 22. Coupons                               |
| 6. Meat variety                      | 23. Grocery department                    |
| 7. Produce variety                   | 24. Dairy/frozen departments              |
| 8. Produce quality                   | 25. Has a pharmacy                        |
| 9. Produce prices                    | 26. General merchandise selection/variety |
| 10. Overall selection and variety    | 27. Deli quality                          |
| 11. Overall quality                  | 28. Deli variety                          |
| 12. Cleanliness                      | 29. Store layout                          |
| 13. Fast checkout service            | 30. Store hours                           |
| 14. Overall service                  | 31. Accept credit/debit cards             |
| 15. Store brands or private label    | ( ) Other: (Specify) _____                |
| 16. Newly remodeled                  | ( ) Other: (Specify) _____                |
| 17. Friendly store help              |   |

Q6. What improvements could be made to (STORE IN Q1.) that would make you shop at the store more?

(DO NOT READ – PROBE FOR MULTIPLE RESPONSES)

1. Nothing
2. Better ads
3. Lower prices
4. More cashiers
5. More baggers
6. More specials and sales
7. Improve overall selection
8. Add deli help
9. Improve meat selection
10. Improve meat quality
11. Add service meat
12. Add service seafood
13. Improve produce selection
14. Improve produce variety
15. Increase grocery variety
16. Increase frozen variety
17. Increase dairy variety
18. Add organic foods
19. Add more specialty foods
20. Remodel
21. Expand store
22. More/better parking
- ( ) Other: (Specify) \_\_\_\_\_
- ( ) Other: (Specify) \_\_\_\_\_
- ( ) Other: (Specify) \_\_\_\_\_

Q7. If a new, full-service grocery store were built at the corner of 10 Mile Road and Novi Road, offering a newer, cleaner facility, larger perishable departments (such as produce, meat, bakery, deli) and high quality with competitive pricing, How likely would you be to shop at the store?

1. Very Likely
2. Somewhat Likely
3. Somewhat Unlikely
4. Not Likely at all
5. No Opinion/No Answer

Q8. Would a new, full-service grocery store at the corner of 10 Mile Road and Novi Road be more convenient for you than the supermarket you are currently shopping at?

1. Yes – More Convenient
2. No – Less Convenient
3. About the same

Q9. If a new, state-of-the-art supermarket were built on the corner of 10 Mile Road and Novi Road, how often would you use the following specialty departments and services?

	<u>Very Frequently</u>	<u>Somewhat Frequently</u>	<u>Not Very Frequently</u>	<u>Not At All</u>	<u>Don't Know</u>
a. An expanded deli department	1	2	3	4	5
b. An expanded cheese department	1	2	3	4	5
c. An expanded bakery department	1	2	3	4	5
d. An expanded hot foods department	1	2	3	4	5
e. A sit-down café/coffee bar	1	2	3	4	5
f. A salad bar	1	2	3	4	5
g. Organic foods	1	2	3	4	5

Q10. Where do you currently shop for most of your drugstore items?

(DO NOT READ)

(ALLOW ONE RESPONSE)

- |   |                                     |
|---|-------------------------------------|
| 1. Walgreens (10 Mile and Novi Rds.)        | 11. Meijer (Grand River & Wixom)    |
| 2. Walgreens (other)                        | 12. Meijer (Haggerty & 8 Mile Rds)  |
| 3. CVS (10 Mile & Beck Rds.)                | 13. Meijer (Other)                  |
| 4. CVS (9 Mile & Novi Rds.)                 | 14. Target (Haggerty & 8 Mile Rds.) |
| 5. CVS (Center St. & Dunlap, Northville)    | 15. Target (Other)                  |
| 6. CVS (other)                              | 16. Kmart (Other)                   |
| 7. Rite Aid (10 Mile & Meadowbrook)         | 17. Other: (Specify)_____           |
| 8. Rite Aid (8 Mile & Newburg, Livonia)     |                                     |
| 9. Rite Aid (Grand River, Farmington Hills) |                                     |
| 10. Rite Aid (Other)                        |                                     |

Q11. What other convenience-oriented retail stores and/or services would you like located closer to you?

(DO NOT READ – PROBE FOR MULTIPLE RESPONSES.)

- |                               |  |
|-------------------------------|--|
| 1. Drug Store/Pharmacy        | 23. Fast Food – Asian                      |
| 2. Video Rental               | 24. Fast Food –Other                       |
| 3. Dollar Store               | 25. Diner/Family Restaurant                |
| 4. Beauty Supply              | 26. Casual Restaurant                      |
| 5. Radio Shack/Electronics    | 27. Restaurant – Other                     |
| 6. Card & Gift Shop           | 28. Cleaners                               |
| 7. Florist                    | 29. Shoe Repair                            |
| 8. Book Store                 | 30. Hair Salon/Barber                      |
| 9. Pet Store/Supplies         | 31. Nail Salon                             |
| 10. Sporting Goods            | 32. Tanning Salon                          |
| 11. Apparel Store (Womens)    | 33. Launderette                            |
| 12. Apparel Store (Childrens) | 34. Photography<br>Studio/Camera/Film Shop |
| 13. Apparel Store (other)     | 35. Tax Service                            |
| 14. Shoe Store                | 36. Post Office                            |
| 15. Jewelry Store             | 37. Copy Center                            |
| 16. Art/Frame Shop            | 38. Computer Repair                        |
| 17. Hardware                  | 39. Service - Other                        |
| 18. Retail – Other            | 40. Chiropractor                           |
| 19. Fast Food – Pizza         | 41. Medical Doctor                         |
| 20. Fast Food – Mexican       | 42. Dentist                                |
| 21. Fast Food – Sandwich Shop | 43. Optometrist (Eye Glasses)              |
| 22. Fast Food – Hamburgers    | 44. Medical - other                        |
|                               | 45. Specific Store Name<br>(Specify)_____  |

To complete the survey, I would like to ask a few questions about you and your household.

Q12. How many people, including yourself, are presently living in your home?

(IF "REFUSED" ENTER 99)

Number: \_\_\_\_\_

Q13. Please tell me which of the following categories best describes your age.

1. 18 - 25 Years
2. 26 - 35 Years
3. 36 - 45 Years
4. 46 - 55 Years
5. 56 - 65 Years
6. 66 - 75 Years
7. 76 - 85 Years
8. Over 85 Years
99. Refused (DO NOT READ)



Q14. Would you mind telling me which of the following categories best describes your family's total household annual income.

1. Under \$25,000
2. \$25,000 - \$50,000
3. \$50,001 - \$75,000
4. \$75,001 - \$100,000
5. \$100,001 - \$125,000
6. Over \$125,000
99. Refused (**DO NOT READ**)

Thank you very much for your time. Have a good day/night.

Q. 15 Interviewer Observation

1. Male
2. Female

# APPENDIX II

Novi, MI Grocery Shopping Study, May 2004

Table 1: Gender

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Male	65 21.1%	8 17.0%	10 22.2%	10 17.2%	16 25.8%	9 18.4%	12 25.5%	25 17.1%	26 27.4%	11 19.3%
Female	243 78.9%	39 83.0%	35 77.8%	48 82.8%	46 74.2%	40 81.6%	35 74.5%	121 82.9%	69 72.6%	46 80.7%

Novi, MI Grocery Shopping Study, May 2004

Table 2: Tract:

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
136300	39 12.7%	7 14.9%	5 11.1%	4 6.9%	10 16.1%	9 18.4%	4 8.5%	26 17.8%	7 7.4%	5 8.8%
136500	38 12.3%	10 21.3%	3 6.7%	4 6.9%	8 12.9%	3 6.1%	10 21.3%	18 12.3%	13 13.7%	6 10.5%
136600	53 17.2%	20 42.6%	4 8.9%	7 12.1%	9 14.5%	1 2.0%	12 25.5%	34 23.3%	9 9.5%	6 10.5%
136700	43 14.0%	8 17.0%	2 4.4%	- -	17 27.4%	8 16.3%	8 17.0%	20 13.7%	16 16.8%	6 10.5%
137100	53 17.2%	1 2.1%	17 37.8%	27 46.6%	- -	1 2.0%	7 14.9%	17 11.6%	21 22.1%	13 22.8%
137400	43 14.0%	- -	12 26.7%	14 24.1%	5 8.1%	12 24.5%	- -	19 13.0%	14 14.7%	9 15.8%
137700	14 4.5%	1 2.1%	- -	1 1.7%	5 8.1%	4 8.2%	3 6.4%	8 5.5%	4 4.2%	2 3.5%
137800	25 8.1%	- -	2 4.4%	1 1.7%	8 12.9%	11 22.4%	3 6.4%	4 2.7%	11 11.6%	10 17.5%

Novi, MI Grocery Shopping Study, May 2004

Table 3: Q1. At which ONE supermarket do you do most of your grocery shopping?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Farmer Jack (10 Mile & Meadowbrook)	47 15.3%	47 100.0%	-	-	-	-	-	21 14.4%	13 13.7%	10 17.5%
Farmer Jack (Other)	11 3.6%	-	-	-	-	-	11 23.4%	5 3.4%	4 4.2%	2 3.5%
Kroger (Beck & Grand River Ave)	45 14.6%	-	45 100.0%	-	-	-	-	20 13.7%	14 14.7%	10 17.5%
Kroger (Other)	7 2.3%	-	-	-	-	-	7 14.9%	4 2.7%	2 2.1%	1 1.8%
Meijer (Grand River & Wixom Rd)	58 18.8%	-	-	58 100.0%	-	-	-	32 21.9%	16 16.8%	8 14.0%
Meijer (Haggerty & 8 Mile Rd)	62 20.1%	-	-	-	62 100.0%	-	-	31 21.2%	21 22.1%	7 12.3%
Meijer (Other)	7 2.3%	-	-	-	-	-	7 14.9%	5 3.4%	1 1.1%	1 1.8%
Hiller's (425 Center St Northville)	49 15.9%	-	-	-	-	49 100.0%	-	20 13.7%	17 17.9%	12 21.1%
Other	4 1.3%	-	-	-	-	-	4 8.5%	1 0.7%	1 1.1%	2 3.5%
Bush's (Farmington)	4 1.3%	-	-	-	-	-	4 8.5%	1 0.7%	3 3.2%	-
Costco	2 0.6%	-	-	-	-	-	2 4.3%	-	-	2 3.5%

Novi, MI Grocery Shopping Study, May 2004

Table 3: Q1. At which ONE supermarket do you do most of your grocery shopping?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Sam's	5 1.6%	-	-	-	-	-	5 10.6%	4 2.7%	1 1.1%	-
Hiller's (14 Mile & Haggerty)	5 1.6%	-	-	-	-	-	5 10.6%	1 0.7%	2 2.1%	2 3.5%
Whole Foods	2 0.6%	-	-	-	-	-	2 4.3%	1 0.7%	-	-

Novi, MI Grocery Shopping Study, May 2004

Table 4: Q2. Of the total amount of money you spend a month in supermarkets, meat or produce stores, or convenience food stores, about what percent is spent at your primary grocery shopping location?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
0% - 25%	23 7.5%	5 10.6%	3 6.7%	2 3.4%	3 4.8%	2 4.1%	8 17.0%	10 6.8%	6 6.3%	6 10.5%
26% - 50%	46 14.9%	9 19.1%	8 17.8%	9 15.5%	12 19.4%	6 12.2%	2 4.3%	25 17.1%	13 13.7%	8 14.0%
51% - 75%	110 35.7%	19 40.4%	19 42.2%	17 29.3%	20 32.3%	17 34.7%	18 38.3%	46 31.5%	40 42.1%	18 31.6%
76% - 100%	129 41.9%	14 29.8%	15 33.3%	30 51.7%	27 43.5%	24 49.0%	19 40.4%	65 44.5%	36 37.9%	25 43.9%
Mean	66.0	60.3	63.5	70.3	66.6	70.1	63.4	66.4	65.9	65.1
Median	69.8	63.0	65.6	76.3	70.5	74.8	69.3	71.2	68.3	70.6

Novi, MI Grocery Shopping Study, May 2004

Table 5: Q3. Approximately how many minutes does it take you to drive from your house to your primary grocery shopping location?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
1 Minute	4 1.3%	2 4.3%	- -	- -	- -	1 2.0%	1 2.1%	2 1.4%	- -	1 1.8%
2	11 3.6%	6 12.8%	- -	3 5.2%	1 1.6%	1 2.0%	- -	3 2.1%	4 4.2%	4 7.0%
3	19 6.2%	6 12.8%	6 13.3%	1 1.7%	2 3.2%	3 6.1%	1 2.1%	8 5.5%	6 6.3%	5 8.8%
4	15 4.9%	2 4.3%	2 4.4%	3 5.2%	1 1.6%	7 14.3%	- -	9 6.2%	2 2.1%	4 7.0%
5	86 27.9%	23 48.9%	14 31.1%	9 15.5%	21 33.9%	14 28.6%	5 10.6%	31 21.2%	33 34.7%	18 31.6%
6	9 2.9%	3 6.4%	- -	- -	5 8.1%	- -	1 2.1%	4 2.7%	3 3.2%	2 3.5%
7	20 6.5%	- -	3 6.7%	5 8.6%	4 6.5%	5 10.2%	3 6.4%	8 5.5%	11 11.6%	1 1.8%
8	15 4.9%	- -	3 6.7%	3 5.2%	3 4.8%	2 4.1%	4 8.5%	9 6.2%	4 4.2%	2 3.5%
9	1 0.3%	- -	- -	- -	- -	1 2.0%	- -	- -	1 1.1%	- -
10	87 28.2%	5 10.6%	12 26.7%	23 39.7%	20 32.3%	11 22.4%	16 34.0%	53 36.3%	18 18.9%	14 24.6%
11	1 0.3%	- -	- -	- -	- -	1 2.0%	- -	1 0.7%	- -	- -
12	6 1.9%	- -	- -	4 6.9%	1 1.6%	- -	1 2.1%	3 2.1%	1 1.1%	1 1.8%



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Table 5: Q3. Approximately how many minutes does it take you to drive from your house to your primary grocery shopping location?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
13	2 0.6%	-	1 2.2%	-	1 1.6%	-	-	2 1.4%	-	-
15	22 7.1%	-	4 8.9%	3 5.2%	3 4.8%	3 6.1%	9 19.1%	8 5.5%	11 11.6%	2 3.5%
17	1 0.3%	-	-	1 1.7%	-	-	-	1 0.7%	-	-
18	1 0.3%	-	-	-	-	-	1 2.1%	-	-	1 1.8%
20	5 1.6%	-	-	3 5.2%	-	-	2 4.3%	2 1.4%	1 1.1%	2 3.5%
More than 20 Minutes	3 1.0%	-	-	-	-	-	3 6.4%	2 1.4%	-	-
Mean	7.8	4.7	7.4	9.1	7.6	6.9	11.0	8.2	7.5	7.1
Median	7.0	4.8	6.7	9.7	6.8	5.4	10.0	8.4	6.3	5.3

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Table 6: Q4. How often do you shop at your primary grocery shopping location?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	307	47	45	57	62	49	47	146	95	56
Twice a week or more	100 32.6%	18 38.3%	15 33.3%	24 42.1%	14 22.6%	16 32.7%	13 27.7%	42 28.8%	28 29.5%	28 50.0%
Weekly	157 51.1%	18 38.3%	21 46.7%	29 50.9%	43 69.4%	25 51.0%	21 44.7%	82 56.2%	47 49.5%	22 39.3%
Twice a month	47 15.3%	10 21.3%	9 20.0%	4 7.0%	4 6.5%	8 16.3%	12 25.5%	22 15.1%	18 18.9%	6 10.7%
Monthly	2 0.7%	1 2.1%	- -	- -	1 1.6%	- -	- -	- -	1 1.1%	- -
Don't Know	1 0.3%	- -	- -	- -	- -	- -	1 2.1%	- -	1 1.1%	- -
Mean	5.0	5.0	4.9	5.5	4.7	5.0	4.6	4.8	4.8	5.8
Median	4.6	4.8	4.6	5.4	4.4	4.6	4.1	4.5	4.4	6.0

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Table 7: Q5. Why do you shop at your primary grocery shopping location most often?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Close or convenient location	164 53.2%	42 89.4%	25 55.6%	26 44.8%	32 51.6%	23 46.9%	16 34.0%	73 50.0%	48 50.5%	39 68.4%
Everyday prices	86 27.9%	6 12.8%	10 22.2%	28 48.3%	23 37.1%	1 2.0%	18 38.3%	47 32.2%	29 30.5%	9 15.8%
Special (advertised) prices / sales	36 11.7%	3 6.4%	4 8.9%	8 13.8%	13 21.0%	3 6.1%	5 10.6%	19 13.0%	11 11.6%	6 10.5%
Meat prices	2 0.6%	1 2.1%	1 2.2%	- -	- -	- -	- -	- -	1 1.1%	1 1.8%
Meat quality	33 10.7%	2 4.3%	5 11.1%	3 5.2%	3 4.8%	16 32.7%	4 8.5%	13 8.9%	10 10.5%	9 15.8%
Meat variety	12 3.9%	1 2.1%	2 4.4%	1 1.7%	1 1.6%	4 8.2%	3 6.4%	6 4.1%	4 4.2%	2 3.5%
Produce variety	27 8.8%	- -	2 4.4%	7 12.1%	6 9.7%	7 14.3%	5 10.6%	13 8.9%	11 11.6%	3 5.3%
Produce quality	36 11.7%	2 4.3%	5 11.1%	5 8.6%	7 11.3%	14 28.6%	3 6.4%	18 12.3%	11 11.6%	7 12.3%
Produce prices	8 2.6%	- -	- -	2 3.4%	3 4.8%	2 4.1%	1 2.1%	5 3.4%	2 2.1%	1 1.8%
Overall selection and variety	70 22.7%	4 8.5%	6 13.3%	20 34.5%	17 27.4%	13 26.5%	10 21.3%	40 27.4%	21 22.1%	7 12.3%
Overall quality	23 7.5%	2 4.3%	4 8.9%	1 1.7%	3 4.8%	11 22.4%	2 4.3%	11 7.5%	7 7.4%	5 8.8%
Cleanliness	22 7.1%	1 2.1%	5 11.1%	4 6.9%	1 1.6%	5 10.2%	6 12.8%	8 5.5%	5 5.3%	8 14.0%

Novi, MI Grocery Shopping Study, May 2004

Table 7: Q5. Why do you shop at your primary grocery shopping location most often?

	PRIMARY SUPERMARKET							LIKELIHOOD OF SHOPPING NEW GROCERY STORE		
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Fast checkout service	8 2.6%	1 2.1%	2 4.4%	2 3.4%	-	2 4.1%	1 2.1%	3 2.1%	4 4.2%	1 1.8%
Overall service	15 4.9%	3 6.4%	4 8.9%	1 1.7%	-	4 8.2%	3 6.4%	1 0.7%	7 7.4%	7 12.3%
Store brands or private label	5 1.6%	1 2.1%	3 6.7%	-	-	1 2.0%	-	-	3 3.2%	2 3.5%
Newly remodeled	3 1.0%	-	2 4.4%	-	-	1 2.0%	-	2 1.4%	1 1.1%	-
Friendly store help	19 6.2%	3 6.4%	6 13.3%	3 5.2%	-	4 8.2%	3 6.4%	9 6.2%	4 4.2%	5 8.8%
Seafood quality	1 0.3%	-	-	-	-	-	1 2.1%	-	1 1.1%	-
Bakery quality	2 0.6%	-	1 2.2%	-	-	-	1 2.1%	-	2 2.1%	-
Coupons	1 0.3%	-	1 2.2%	-	-	-	-	-	1 1.1%	-
Grocery department	2 0.6%	-	1 2.2%	-	-	-	1 2.1%	-	1 1.1%	-
Dairy / frozen departments	1 0.3%	-	1 2.2%	-	-	-	-	-	1 1.1%	-
General merchandise selection / variety	27 8.8%	1 2.1%	2 4.4%	6 10.3%	11 17.7%	2 4.1%	5 10.6%	9 6.2%	10 10.5%	6 10.5%
Dei quality	3 1.0%	-	1 2.2%	-	-	1 2.0%	1 2.1%	-	2 2.1%	1 1.8%

Novi, MI Grocery Shopping Study, May 2004

Table 7: Q5. Why do you shop at your primary grocery shopping location most often?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Deli variety	2 0.6%	-	1 2.2%	-	-	-	1 2.1%	-	1 1.1%	1 1.8%
Store layout	11 3.6%	4 8.5%	2 4.4%	-	-	3 6.1%	2 4.3%	2 1.4%	5 5.3%	4 7.0%
Store hours	3 1.0%	-	1 2.2%	-	2 3.2%	-	-	1 0.7%	1 1.1%	-
Accept credit / debit cards	4 1.3%	1 2.1%	2 4.4%	-	-	1 2.0%	-	-	3 3.2%	1 1.8%
Other	6 1.9%	2 4.3%	-	1 1.7%	1 1.6%	1 2.0%	1 2.1%	2 1.4%	2 2.1%	2 3.5%
Reward Program	2 0.6%	1 2.1%	-	-	1 1.6%	-	-	-	2 2.1%	-
No Particular Reason	6 1.9%	2 4.3%	3 6.7%	-	-	-	1 2.1%	2 1.4%	3 3.2%	-

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Table 8: Q6. What improvements could be made to your primary grocery shopping location that would make you shop at the store more?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Nothing	102 33.1%	14 29.8%	17 37.8%	16 27.6%	18 29.0%	23 46.9%	14 29.8%	38 26.0%	38 40.0%	21 36.8%
Better ads	8 2.6%	- -	1 2.2%	3 5.2%	2 3.2%	1 2.0%	1 2.1%	5 3.4%	1 1.1%	2 3.5%
Lower prices	34 11.0%	3 6.4%	7 15.6%	5 8.6%	3 4.8%	9 18.4%	7 14.9%	17 11.6%	6 6.3%	10 17.5%
More cashiers	41 13.3%	7 14.9%	4 8.9%	11 19.0%	15 24.2%	- -	4 8.5%	17 11.6%	17 17.9%	6 10.5%
More baggers	8 2.6%	3 6.4%	1 2.2%	2 3.4%	1 1.6%	- -	1 2.1%	3 2.1%	4 4.2%	1 1.8%
More specials and sales	15 4.9%	- -	3 6.7%	6 10.3%	2 3.2%	2 4.1%	2 4.3%	8 5.5%	3 3.2%	4 7.0%
Improve overall selection	27 8.8%	6 12.8%	2 4.4%	6 10.3%	7 11.3%	1 2.0%	5 10.6%	19 13.0%	4 4.2%	2 3.5%
Add deli help	8 2.6%	1 2.1%	2 4.4%	- -	3 4.8%	1 2.0%	1 2.1%	3 2.1%	4 4.2%	1 1.8%
Improve meat selection	14 4.5%	4 8.5%	2 4.4%	4 6.9%	1 1.6%	- -	3 6.4%	10 6.8%	3 3.2%	1 1.8%
Improve meat quality	17 5.5%	4 8.5%	5 11.1%	4 6.9%	4 6.5%	- -	- -	12 8.2%	3 3.2%	2 3.5%
Add service meat	2 0.6%	1 2.1%	- -	- -	- -	- -	1 2.1%	1 0.7%	1 1.1%	- -
Add service seafood	1 0.3%	- -	1 2.2%	- -	- -	- -	- -	1 0.7%	- -	- -

Novi, MI Grocery Shopping Study, May 2004

Table 8: Q6. What improvements could be made to your primary grocery shopping location that would make you shop at the store more?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Improve produce selection	37 12.0%	12 25.5%	7 15.6%	4 6.9%	6 9.7%	2 4.1%	6 12.8%	25 17.1%	6 6.3%	6 10.5%
Improve produce variety	19 6.2%	6 12.8%	5 11.1%	3 5.2%	1 1.6%	- -	4 8.5%	12 8.2%	4 4.2%	3 5.3%
Increase grocery variety	18 5.8%	5 10.6%	1 2.2%	4 6.9%	4 6.5%	3 6.1%	1 2.1%	10 6.8%	7 7.4%	1 1.8%
Increase frozen variety	2 0.6%	- -	- -	1 1.7%	1 1.6%	- -	- -	1 0.7%	1 1.1%	- -
Increase dairy variety	1 0.3%	- -	1 2.2%	- -	- -	- -	- -	- -	- -	1 1.8%
Add organic foods	9 2.9%	- -	2 4.4%	3 5.2%	3 4.8%	1 2.0%	- -	5 3.4%	2 2.1%	2 3.5%
Add more specialty foods	14 4.5%	3 6.4%	4 8.9%	2 3.4%	2 3.2%	1 2.0%	2 4.3%	9 6.2%	2 2.1%	2 3.5%
Remodel	12 3.9%	6 12.8%	- -	2 3.4%	1 1.6%	- -	3 6.4%	9 6.2%	2 2.1%	1 1.6%
Expand store	10 3.2%	5 10.6%	- -	- -	- -	3 6.1%	2 4.3%	5 3.4%	3 3.2%	2 3.5%
More / better parking	3 1.0%	- -	- -	- -	- -	3 6.1%	- -	- -	2 2.1%	1 1.8%
Other	11 3.6%	1 2.1%	2 4.4%	2 3.4%	3 4.8%	1 2.0%	2 4.3%	4 2.7%	3 3.2%	4 7.0%
Overall Cleanliness	3 1.0%	- -	- -	- -	1 1.6%	- -	2 4.3%	2 1.4%	1 1.1%	- -

Novi, MI Grocery Shopping Study, May 2004

Table 8: Q6. What improvements could be made to your primary grocery shopping location that would make you shop at the store more?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
More/Add Self Checkout	3 1.0%	1 2.1%	-	1 1.7%	-	-	1 2.1%	1 0.7%	2 2.1%	-
Improve Employees	6 1.9%	-	1 2.2%	1 1.7%	3 4.8%	1 2.0%	-	2 1.4%	1 1.1%	3 5.3%
Improve Bakery	3 1.0%	-	1 2.2%	-	-	2 4.1%	-	1 0.7%	2 2.1%	-
Extend Store Hours	2 0.6%	2 4.3%	-	-	-	-	-	1 0.7%	1 1.1%	-
Improve Shopping Carts	3 1.0%	-	-	3 5.2%	-	-	-	1 0.7%	2 2.1%	-
Closer Location	2 0.6%	-	-	-	-	1 2.0%	1 2.1%	1 0.7%	1 1.1%	-



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Table 9: Q7. If a new, full-service grocer store were built at the corner of 10 Mile Road and Novi Road, offering a newer, cleaner facility, larger perishable departments (such as produce, meat, bakery, deli) and high quality with competitive pricing, How likely would you be to shop at the store?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Very Likely	146 47.4%	21 44.7%	20 44.4%	32 55.2%	31 50.0%	20 40.8%	22 46.8%	146 100.0%	-	-
Somewhat Likely	95 30.8%	13 27.7%	14 31.1%	16 27.6%	21 33.9%	17 34.7%	14 29.8%	-	95 100.0%	-
Somewhat Unlikely	21 6.8%	4 8.5%	6 13.3%	3 5.2%	2 3.2%	4 8.2%	2 4.3%	-	-	21 36.8%
Not Likely at all	36 11.7%	6 12.8%	4 8.9%	5 8.6%	5 8.1%	8 16.3%	8 17.0%	-	-	36 63.2%
No Opinion / No Answer	10 3.2%	3 6.4%	1 2.2%	2 3.4%	3 4.8%	-	1 2.1%	-	-	-

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Table 10: Q8. Would a new, full-service grocery store at the corner of 10 Mile Road and Novi Road be more convenient for you than the supermarket you are currently shopping at?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Yes - More Convenient	131 42.5%	11 23.4%	15 33.3%	27 46.6%	32 51.6%	20 40.8%	26 55.3%	93 63.7%	28 29.5%	5 8.8%
No - Less Convenient	113 36.7%	28 59.6%	22 48.9%	18 31.0%	13 21.0%	22 44.9%	10 21.3%	26 17.8%	38 40.0%	46 80.7%
About the Same	64 20.8%	8 17.0%	8 17.8%	13 22.4%	17 27.4%	7 14.3%	11 23.4%	27 18.5%	29 30.5%	6 10.5%

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Table 11: Q9a. An expanded deli department  
Would you use that Very Frequently, Somewhat Frequently, Not Very Frequently, or Not At All?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Very Frequently	84 27.3%	8 17.0%	13 28.9%	20 34.5%	13 21.0%	17 34.7%	13 27.7%	64 43.8%	15 15.8%	3 5.3%
Somewhat Frequently	103 33.4%	19 40.4%	15 33.3%	23 39.7%	20 32.3%	12 24.5%	14 29.8%	55 37.7%	43 45.3%	4 7.0%
Not Very Frequently	73 23.7%	13 27.7%	6 13.3%	11 19.0%	18 29.0%	11 22.4%	14 29.8%	20 13.7%	26 27.4%	22 38.6%
Not At All	41 13.3%	5 10.6%	8 17.8%	4 6.9%	9 14.5%	9 18.4%	6 12.8%	5 3.4%	9 9.5%	26 45.6%
Don't Know	7 2.3%	2 4.3%	3 6.7%	- -	2 3.2%	- -	- -	2 1.4%	2 2.1%	2 3.5%

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Table 12: Q9b. An expanded cheese department

Would you use that Very Frequently, Somewhat Frequently, Not Very Frequently, or Not At All?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Very Frequently	61 19.8%	10 21.3%	8 17.8%	14 24.1%	11 17.7%	9 18.4%	9 19.1%	46 31.5%	11 11.6%	3 5.3%
Somewhat Frequently	80 26.0%	10 21.3%	10 22.2%	18 31.0%	16 25.8%	14 28.6%	12 25.5%	51 34.9%	25 26.3%	2 3.5%
Not Very Frequently	94 30.5%	15 31.9%	11 24.4%	18 31.0%	22 35.5%	12 24.5%	16 34.0%	38 26.0%	36 37.9%	14 24.6%
Not At All	69 22.4%	11 23.4%	14 31.1%	8 13.8%	12 19.4%	14 28.6%	10 21.3%	10 6.8%	21 22.1%	37 64.9%
Don't Know	4 1.3%	1 2.1%	2 4.4%	-	1 1.6%	-	-	1 0.7%	2 2.1%	1 1.6%

Novi, MI Grocery Shopping Study, May 2004

Table 13: Q9c. An expanded bakery department  
Would you use that Very Frequently, Somewhat Frequently, Not Very Frequently, or Not At All?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Very Frequently	64 20.8%	6 12.8%	11 24.4%	13 22.4%	14 22.6%	5 10.2%	15 31.9%	49 33.6%	13 13.7%	1 1.8%
Somewhat Frequently	98 31.8%	16 34.0%	18 40.0%	21 36.2%	20 32.3%	15 30.6%	8 17.0%	49 33.6%	36 37.9%	11 19.3%
Not Very Frequently	87 28.2%	15 31.9%	6 13.3%	15 25.9%	16 29.0%	18 36.7%	15 31.9%	37 25.3%	29 30.5%	15 26.3%
Not At All	55 17.9%	10 21.3%	8 17.8%	9 15.5%	8 12.9%	11 22.4%	9 19.1%	10 6.8%	15 15.8%	30 52.6%
Don't Know	4 1.3%	-	2 4.4%	-	2 3.2%	-	-	1 0.7%	2 2.1%	-

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Table 14: Q9d. An expanded hot foods department  
 Would you use that Very Frequently, Somewhat Frequently, Not Very Frequently, or Not At All?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Very Frequently	30 9.7%	3 6.4%	7 15.6%	4 6.9%	6 9.7%	3 6.1%	7 14.9%	25 17.1%	4 4.2%	1 1.8%
Somewhat Frequently	96 31.2%	15 31.9%	12 26.7%	20 34.5%	15 24.2%	16 32.7%	18 38.3%	47 32.2%	36 37.9%	10 17.5%
Not Very Frequently	94 30.5%	10 21.3%	16 35.6%	20 34.5%	21 33.9%	12 24.5%	15 31.9%	48 32.9%	31 32.6%	12 21.1%
Not At All	86 27.9%	19 40.4%	10 22.2%	14 24.1%	18 29.0%	18 36.7%	7 14.9%	26 17.8%	23 24.2%	33 57.9%
Don't Know	2 0.6%	-	-	-	2 3.2%	-	-	-	1 1.1%	1 1.8%

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Table 15: Q9e. A sit-down cafe / coffee bar  
Would you use that Very Frequently, Somewhat Frequently, Not Very Frequently, or Not At All?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Very Frequently	15 4.9%	2 4.3%	2 4.4%	3 5.2%	1 1.6%	2 4.1%	5 10.6%	12 8.2%	2 2.1%	1 1.8%
Somewhat Frequently	56 18.2%	10 21.3%	8 17.8%	7 12.1%	10 16.1%	11 22.4%	10 21.3%	34 23.3%	18 18.9%	3 5.3%
Not Very Frequently	77 25.0%	6 12.8%	12 26.7%	19 32.8%	17 27.4%	10 20.4%	13 27.7%	41 28.1%	23 24.2%	9 15.8%
Not At All	159 51.6%	29 61.7%	23 51.1%	29 50.0%	33 53.2%	26 53.1%	19 40.4%	59 40.4%	51 53.7%	44 77.2%
Don't Know	1 0.3%	-	-	-	1 1.6%	-	-	-	1 1.1%	-

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Table 16: Q9f. A salad bar  
Would you use that Very Frequently, Somewhat Frequently, Not Very Frequently, or Not At All?

	PRIMARY SUPERMARKET							LIKELIHOOD OF SHOPPING NEW GROCERY STORE		
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Very Frequently	33 10.7%	5 10.6%	3 6.7%	6 10.3%	7 11.3%	2 4.1%	10 21.3%	26 17.8%	5 5.3%	1 1.8%
Somewhat Frequently	73 23.7%	12 25.5%	10 22.2%	9 15.5%	15 24.2%	11 22.4%	16 34.0%	37 25.3%	30 31.6%	4 7.0%
Not Very Frequently	72 23.4%	6 12.8%	13 28.9%	20 34.5%	14 22.6%	12 24.5%	7 14.9%	39 26.7%	21 22.1%	8 14.0%
Not At All	127 41.2%	24 51.1%	19 42.2%	21 36.2%	25 40.3%	24 49.0%	14 29.8%	43 29.5%	38 40.0%	43 75.4%
Don't Know	3 1.0%	-	-	2 3.4%	1 1.6%	-	-	1 0.7%	1 1.1%	1 1.8%



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Table 17: Q9g. Organic foods  
Would you use that Very Frequently, Somewhat Frequently, Not Very Frequently, or Not At All?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Very Frequently	55 17.9%	4 8.5%	3 6.7%	14 24.1%	13 21.0%	9 18.4%	12 25.5%	40 27.4%	10 10.5%	4 7.0%
Somewhat Frequently	70 22.7%	9 19.1%	15 33.3%	9 15.5%	10 16.1%	15 30.6%	12 25.5%	42 28.8%	21 22.1%	5 8.6%
Not Very Frequently	63 20.5%	12 25.5%	11 24.4%	11 19.0%	15 24.2%	5 10.2%	9 19.1%	30 20.5%	24 25.3%	6 10.5%
Not At All	117 38.0%	21 44.7%	16 35.6%	24 41.4%	22 35.5%	20 40.8%	14 29.8%	33 22.6%	39 41.1%	41 71.9%
Don't Know	3 1.0%	1 2.1%	- -	- -	2 3.2%	- -	- -	1 0.7%	1 1.1%	1 1.8%

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Table 18: Q10. Where do you currently shop for most of your drugstore items?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Walgreens (10 Mile and Novi Rd)	36 11.7%	7 14.9%	3 6.7%	5 8.6%	6 9.7%	10 20.4%	5 10.6%	22 15.1%	7 7.4%	6 10.5%
Walgreens (Other)	1 0.3%	1 2.1%	- -	- -	- -	- -	- -	- -	1 1.1%	- -
CVS (10 Mile and Beck Rds)	49 15.9%	3 6.4%	15 33.3%	17 29.3%	5 8.1%	5 10.2%	4 8.5%	20 13.7%	17 17.9%	9 15.8%
CVS (9 Mile and Novi Rd)	48 15.6%	3 6.4%	6 13.3%	5 8.6%	13 21.0%	10 20.4%	11 23.4%	26 17.6%	17 17.9%	4 7.0%
CVS (Center St & Dunlap, Northvl)	15 4.9%	1 2.1%	1 2.2%	- -	1 1.6%	9 18.4%	3 6.4%	4 2.7%	6 6.3%	5 8.8%
CVS (Other)	32 10.4%	11 23.4%	2 4.4%	- -	6 9.7%	4 8.2%	9 19.1%	12 8.2%	13 13.7%	7 12.3%
Rite Aid (10 Mile & Meadowbrook)	17 5.5%	9 19.1%	1 2.2%	- -	2 3.2%	1 2.0%	4 8.5%	8 5.5%	3 3.2%	4 7.0%
Rite Aid (8 Mile & Newburg, Livonia)	1 0.3%	- -	- -	- -	- -	- -	1 2.1%	- -	1 1.1%	- -
Rite Aid (Other)	1 0.3%	- -	- -	1 1.7%	- -	- -	- -	1 0.7%	- -	- -
Meijer (Grand River & Wixom)	24 7.8%	- -	1 2.2%	20 34.5%	- -	3 6.1%	- -	10 6.8%	8 8.4%	6 10.5%
Meijer (Haggerty & 8 Mile Rds)	19 6.2%	2 4.3%	2 4.4%	- -	15 24.2%	- -	- -	6 4.1%	8 8.4%	4 7.0%

Novi, MI Grocery Shopping Study, May 2004

Table 18: Q10. Where do you currently shop for most of your drugstore items?

	PRIMARY SUPERMARKET							LIKELIHOOD OF SHOPPING NEW GROCERY STORE		
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Meijer (Other)	3 1.0%	-	-	-	1 1.6%	-	2 4.3%	2 1.4%	-	-
Target (Haggerty & 8 Mile Rds)	8 2.6%	2 4.3%	-	-	4 6.5%	1 2.0%	1 2.1%	4 2.7%	2 2.1%	2 3.5%
Target (Other)	10 3.2%	-	6 13.3%	2 3.4%	-	2 4.1%	-	7 4.8%	2 2.1%	1 1.8%
Kmart	5 1.6%	3 6.4%	-	1 1.7%	1 1.6%	-	-	4 2.7%	-	1 1.8%
Other	5 1.6%	1 2.1%	-	1 1.7%	1 1.6%	-	2 4.3%	3 2.1%	-	2 3.5%
Costco	10 3.2%	-	2 4.4%	3 5.2%	2 3.2%	1 2.0%	2 4.3%	6 4.1%	2 2.1%	2 3.5%
Farmer Jack's	3 1.0%	3 6.4%	-	-	-	-	-	1 0.7%	2 2.1%	-
Hiller's	3 1.0%	-	-	-	-	2 4.1%	1 2.1%	-	2 2.1%	1 1.8%
Kroger	4 1.3%	-	4 8.9%	-	-	-	-	3 2.1%	-	1 1.8%
Novi Drugs	5 1.6%	1 2.1%	-	1 1.7%	3 4.8%	-	-	4 2.7%	1 1.1%	-
Wal-Mart	5 1.6%	-	2 4.4%	1 1.7%	-	-	2 4.3%	2 1.4%	2 2.1%	1 1.8%
No Particular Location	4 1.3%	-	-	1 1.7%	2 3.2%	1 2.0%	-	1 0.7%	1 1.1%	1 1.8%

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Table 19: Q11. What other convenience-oriented retail stores and/or services would you like located closer to you?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Drug Store / Pharmacy	8 2.6%	2 4.3%	1 2.2%	1 1.7%	3 4.8%	1 2.0%	-	3 2.1%	3 3.2%	1 1.8%
Video Rental	10 3.2%	5 10.6%	1 2.2%	-	2 3.2%	-	2 4.3%	5 3.4%	2 2.1%	3 5.3%
Dollar Store	8 2.6%	2 4.3%	1 2.2%	3 5.2%	1 1.6%	-	1 2.1%	5 3.4%	-	3 5.3%
Beauty Supply	1 0.3%	1 2.1%	-	-	-	-	-	1 0.7%	-	-
Radio Shack / Electronics	1 0.3%	-	-	1 1.7%	-	-	-	-	1 1.1%	-
Card & Gift Shop	3 1.0%	1 2.1%	-	-	1 1.6%	1 2.0%	-	1 0.7%	2 2.1%	-
Florist	7 2.3%	2 4.3%	2 4.4%	-	2 3.2%	-	1 2.1%	5 3.4%	-	1 1.8%
Book Store	5 1.6%	1 2.1%	1 2.2%	-	3 4.8%	-	-	4 2.7%	-	1 1.8%
Pet Store / Supplies	3 1.0%	-	1 2.2%	1 1.7%	-	1 2.0%	-	-	-	3 5.3%
Sporting Goods	1 0.3%	-	-	1 1.7%	-	-	-	-	-	1 1.8%
Apparel Store (Women's)	8 2.6%	1 2.1%	-	1 1.7%	3 4.8%	2 4.1%	1 2.1%	6 4.1%	2 2.1%	-
Apparel Store (Children's)	2 0.6%	1 2.1%	-	-	1 1.6%	-	-	1 0.7%	1 1.1%	-

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Table 19: Q11. What other convenience-oriented retail stores and/or services would you like located closer to you?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Apparel Store (Other)	3 1.0%	1 2.1%	- -	- -	1 1.6%	- -	1 2.1%	1 0.7%	2 2.1%	- -
Shoe Store	3 1.0%	- -	- -	- -	3 4.8%	- -	- -	2 1.4%	1 1.1%	- -
Art / Frame Shop	1 0.3%	- -	- -	- -	1 1.6%	- -	- -	1 0.7%	- -	- -
Hardware	8 2.6%	- -	1 2.2%	1 1.7%	3 4.8%	2 4.1%	1 2.1%	5 3.4%	1 1.1%	2 3.5%
Retail - Other	30 9.7%	5 10.6%	4 8.9%	10 17.2%	2 3.2%	5 10.2%	4 8.5%	16 11.0%	8 8.4%	5 8.8%
Fast Food - Pizza	4 1.3%	- -	2 4.4%	1 1.7%	- -	- -	1 2.1%	1 0.7%	1 1.1%	2 3.5%
Fast Food - Mexican	2 0.6%	- -	2 4.4%	- -	- -	- -	- -	1 0.7%	1 1.1%	- -
Fast Food - Sandwich Shop	2 0.6%	- -	- -	2 3.4%	- -	- -	- -	1 0.7%	1 1.1%	- -
Fast Food - Hamburgers	2 0.6%	1 2.1%	- -	1 1.7%	- -	- -	- -	1 0.7%	1 1.1%	- -
Fast Food - Asian	3 1.0%	- -	2 4.4%	- -	1 1.6%	- -	- -	2 1.4%	1 1.1%	- -
Fast Food - Other	10 3.2%	1 2.1%	1 2.2%	1 1.7%	2 3.2%	1 2.0%	4 8.5%	4 2.7%	4 4.2%	2 3.5%
Diner / Family Restaurant	6 1.9%	1 2.1%	- -	2 3.4%	2 3.2%	1 2.0%	- -	- -	4 4.2%	2 3.5%

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Table 19: Q11. What other convenience-oriented retail stores and/or services would you like located closer to you?

	Trade Area Resident	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE		
		Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Casual Restaurant	5 1.6%	-	-	2 3.4%	3 4.8%	-	-	2 1.4%	1 1.1%	2 3.5%
Restaurant - Other	11 3.6%	-	5 11.1%	2 3.4%	1 1.6%	2 4.1%	1 2.1%	5 3.4%	4 4.2%	1 1.8%
Cleaners	5 1.6%	-	-	1 1.7%	1 1.6%	2 4.1%	1 2.1%	2 1.4%	2 2.1%	1 1.8%
Shoe Repair	2 0.6%	-	-	-	1 1.6%	-	1 2.1%	2 1.4%	-	-
Hair Salon / Barber	2 0.6%	-	-	-	1 1.6%	-	1 2.1%	2 1.4%	-	-
Nail Salon	1 0.3%	-	-	-	1 1.6%	-	-	-	-	-
Tanning Salon	1 0.3%	-	-	1 1.7%	-	-	-	-	-	1 1.8%
Photography Studio / Camera / Film Shop	1 0.3%	-	1 2.2%	-	-	-	-	1 0.7%	-	-
Post Office	3 1.0%	1 2.1%	-	-	1 1.6%	1 2.0%	-	2 1.4%	-	1 1.8%
Copy Center	1 0.3%	-	-	-	1 1.6%	-	-	1 0.7%	-	-
Service - Other	16 5.2%	2 4.3%	3 6.7%	3 5.2%	4 6.5%	3 6.1%	1 2.1%	10 6.8%	5 5.3%	-
Medical Doctor	2 0.6%	-	-	-	-	-	2 4.3%	2 1.4%	-	-

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Table 19: Q11. What other convenience-oriented retail stores and/or services would you like located closer to you?

	PRIMARY SUPERMARKET							LIKELIHOOD OF SHOPPING NEW GROCERY STORE		
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Medical - Other	3 1.0%	-	-	-	2 3.2%	-	1 2.1%	1 0.7%	2 2.1%	-
Specific Store Name	13 4.2%	2 4.3%	3 6.7%	3 5.2%	3 4.8%	-	2 4.3%	8 5.5%	2 2.1%	3 5.3%
Fruit / Produce Market	12 3.9%	3 6.4%	2 4.4%	2 3.4%	2 3.2%	-	3 6.4%	9 6.2%	2 2.1%	-
Meat Market	6 1.9%	2 4.3%	2 4.4%	2 3.4%	-	-	-	6 4.1%	-	-
Organic Food Store	6 1.9%	-	1 2.2%	1 1.7%	2 3.2%	2 4.1%	-	4 2.7%	1 1.1%	1 1.8%
Bakery	2 0.6%	1 2.1%	-	1 1.7%	-	-	-	2 1.4%	-	-
Target	2 0.6%	1 2.1%	-	1 1.7%	-	-	-	2 1.4%	-	-
Kmart	2 0.6%	1 2.1%	-	1 1.7%	-	-	-	1 0.7%	1 1.1%	-
Meijers	2 0.6%	-	-	-	-	-	2 4.3%	2 1.4%	-	-
Sam's	3 1.0%	-	-	3 5.2%	-	-	-	2 1.4%	1 1.1%	-
Wal-Mart	9 2.9%	3 6.4%	2 4.4%	-	2 3.2%	1 2.0%	1 2.1%	5 3.4%	2 2.1%	2 3.5%
Gas Station	3 1.0%	-	1 2.2%	-	1 1.6%	1 2.0%	-	-	3 3.2%	-

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Table 19: Q11. What other convenience-oriented retail stores and/or services would you like located closer to you?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Office Supply Store	2 0.6%	-	-	1 1.7%	1 1.6%	-	-	1 0.7%	1 1.1%	-
Tim Horton's	2 0.6%	-	1 2.2%	-	-	-	1 2.1%	1 0.7%	1 1.1%	-
Trader Joe's	3 1.0%	-	1 2.2%	1 1.7%	1 1.6%	-	-	3 2.1%	-	-
Vick's	3 1.0%	2 4.3%	-	1 1.7%	-	-	-	2 1.4%	-	1 1.8%
Don't Know / Nothing	135 43.8%	20 42.6%	19 42.2%	24 41.4%	27 43.5%	24 49.0%	21 44.7%	52 35.6%	49 51.6%	31 54.4%
Grocery Store	7 2.3%	1 2.1%	2 4.4%	3 5.2%	1 1.6%	-	-	5 3.4%	1 1.1%	1 1.8%
Costco	4 1.3%	-	-	2 3.4%	-	2 4.1%	-	1 0.7%	1 1.1%	2 3.5%



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Table 20: Q12. How many people, including yourself, are presently living in your home?

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
One	32 10.4%	10 21.3%	-	2 3.4%	6 9.7%	3 6.1%	11 23.4%	16 11.0%	11 11.6%	4 7.0%
Two	76 24.7%	12 25.5%	9 20.0%	11 19.0%	14 22.6%	15 30.6%	15 31.9%	28 19.2%	25 26.3%	20 35.1%
Three	55 17.9%	6 12.8%	8 17.8%	12 20.7%	18 29.0%	5 10.2%	6 12.8%	23 15.8%	17 17.9%	14 24.6%
Four	70 22.7%	9 19.1%	14 31.1%	14 24.1%	8 12.9%	16 32.7%	9 19.1%	39 26.7%	23 24.2%	7 12.3%
Five	55 17.9%	8 17.0%	10 22.2%	16 27.6%	9 14.5%	8 16.3%	4 8.5%	27 18.5%	15 15.8%	10 17.5%
Six	16 5.2%	2 4.3%	3 6.7%	2 3.4%	5 8.1%	2 4.1%	2 4.3%	11 7.5%	3 3.2%	1 1.8%
Seven	3 1.0%	-	1 2.2%	1 1.7%	1 1.6%	-	-	1 0.7%	1 1.1%	1 1.8%
Refused	1 0.3%	-	-	-	1 1.6%	-	-	1 0.7%	-	-

Novi, MI Grocery Shopping Study, May 2004

Table 21: Q13. Age

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
18 - 25	8 2.6%	-	1 2.2%	1 1.7%	3 4.8%	-	3 6.4%	4 2.7%	1 1.1%	2 3.5%
26 - 35	50 16.2%	4 8.5%	9 20.0%	12 20.7%	14 22.6%	3 6.1%	8 17.0%	25 17.1%	19 20.0%	5 8.8%
36 - 45	99 32.1%	17 36.2%	15 33.3%	20 34.5%	19 30.6%	16 32.7%	12 25.5%	52 35.6%	27 28.4%	18 31.6%
46 - 55	84 27.3%	13 27.7%	12 26.7%	16 27.6%	17 27.4%	17 34.7%	9 19.1%	42 28.8%	27 28.4%	13 22.8%
56 - 65	60 19.5%	12 25.5%	7 15.6%	7 12.1%	8 12.9%	13 26.5%	13 27.7%	23 15.8%	20 21.1%	15 26.3%
66 - 75	3 1.0%	1 2.1%	1 2.2%	1 1.7%	-	-	-	-	1 1.1%	-
76 - 85	3 1.0%	-	-	-	1 1.6%	-	2 4.3%	-	-	3 5.3%
Over 85 Years	1 0.3%	-	-	1 1.7%	-	-	-	-	-	1 1.8%
Mean	45.9	48.2	44.5	44.7	43.3	48.7	46.7	44.3	45.7	49.5
Median	45.2	47.4	43.8	43.5	42.9	48.7	46.1	44.0	45.7	48.2

Novi, MI Grocery Shopping Study, May 2004

Table 22: Q14. Please tell me which of the following categories best describes your family's TOTAL household annual income.

	PRIMARY SUPERMARKET						LIKELIHOOD OF SHOPPING NEW GROCERY STORE			
	Trade Area Resident	Farmer Jack (10 Mile & Meadowbrk)	Kroger (Beck & Grand Rivr)	Meijer (Grand Rivr & Wixom)	Meijer (Haggerty & 8 Mile)	Hiller's (425 Center Northville)	Other	Very Likely	Somewhat Likely	Unlikely
Base	308	47	45	58	62	49	47	146	95	57
Under \$25,000	12 3.9%	4 8.5%	-	1 1.7%	3 4.8%	-	4 8.5%	4 2.7%	3 3.2%	4 7.0%
\$25,000 - %50,000	27 8.8%	7 14.9%	7 15.6%	4 6.9%	2 3.2%	3 6.1%	4 8.5%	9 6.2%	10 10.5%	8 14.0%
\$50,001 - \$75,000	46 14.9%	9 19.1%	6 13.3%	7 12.1%	13 21.0%	4 8.2%	7 14.9%	21 14.4%	17 17.9%	6 10.5%
\$75,001 - \$100,000	71 23.1%	11 23.4%	5 11.1%	15 25.9%	15 24.2%	9 18.4%	16 34.0%	38 26.0%	21 22.1%	10 17.5%
\$100,001 - \$125,000	41 13.3%	4 8.5%	7 15.6%	13 22.4%	6 9.7%	9 18.4%	2 4.3%	23 15.8%	9 9.5%	7 12.3%
Over \$125,000	50 16.2%	6 12.8%	11 24.4%	10 17.2%	7 11.3%	15 30.6%	1 2.1%	26 17.8%	14 14.7%	10 17.5%
Refused	61 19.8%	6 12.8%	9 20.0%	8 13.8%	16 25.8%	9 18.4%	13 27.7%	25 17.1%	21 22.1%	12 21.1%
Mean	88006.7	75915.1	93750.7	95000.7	84239.7	105625.8	70588.6	92459.3	84460.0	83611.6
Median	88557.0	76136.9	100000.8	96667.4	83333.9	111112.0	78125.5	92434.9	83333.9	86250.6

# QUALIFICATIONS

## **MARKET SCREENINGS**

Identify high profile markets and screen those markets for areas of greatest sales potential for new shopping centers.

## **COMPUTER MAPPING**

Using our Geographic Information System (GIS), display areas of growth or demographic favorability. Sales, expenditure potential, or market share can also be plotted to depict current or potential performance.

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## **FEASIBILITY STUDIES**

Determine the marketing feasibility of traditional, upscale, fashion, discount and off-price shopping centers and malls; as well as factory outlet centers and mixed-use developments. This would include forecasting sales by retail type.

## **TENANT MIX RECOMMENDATIONS**

Recommend the appropriate configuration and space allocation for retail projects.

## **SALES FORECASTS**

Develop quantitative screening and forecasting tools to improve the site selection and evaluation procedure.

## **CONSUMER RESEARCH**

Determine the shopping habits, preferences, spending patterns, media habits, and demographic characteristics of your customers to measure how well your center is serving its clientele and to set the stage for the development of a comprehensive marketing plan.

## **EXISTING CENTER ANALYSIS**

Evaluate existing centers for expansion opportunities or repositioning and renovation programs.

**JOAN E. PRIMO**

Extensive national and international consulting experience in shopping center and mixed-use feasibility and tenant mix studies for property owners, developers, and managers. Much in demand as a shopping center market research seminar leader and instructor, as an expert witness, and for testimony at zoning and other public hearings. Possesses considerable specialty store, department store, and discount department store market research expertise.

Articles published in trade journals including Shopping Center World, Marketing News, AndrewsReport, CarlsonReport, Value Retail News, and quoted extensively in other industry and business publications.

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**EMPLOYMENT HISTORY**

<i>THE STRATEGIC EDGE, INC. Southfield, MI</i>	1989 – Present
Principal	
<i>HOWARD L. GREEN &amp; ASSOCIATES, INC. Troy, MI</i>	1985 – 1989
Vice President	
Associate	
Senior Analyst	
<i>GENERAL MOTORS CORPORATION.</i>	
<i>WORLDWIDE PRODUCT PLANNING, Detroit, MI</i>	1984
Planning Analyst	
<i>AT&amp;T / MICHIGAN BELL, Southfield, MI</i>	1981 – 1983
Account Executive	

**EDUCATION**

<i>MBA, Harvard University</i>	1985
Graduate School of Business Administration	
Boston, Massachusetts	
<i>BA, Wellesley College (Economics and Mathematics)</i>	1981
Wellesley, Massachusetts	

**TRADE AND PROFESSIONAL ACTIVITIES**

Member, Faculty, Seminar and Round Table Leader – International Council of Shopping Centers

**JAY A. WEDEVEN**

Extensive experience in strategic planning, expansion and feasibility planning, and market research for retailers and shopping center developers and owners. Particular expertise in specialty and department store expansion planning, shopping center feasibility, positioning, and divestiture studies.

Articles published in trade journals including Marketing News, Retail Leasing Reporter, Value Retail News, AndrewsReport, and quoted extensively in other industry and business publications.

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<i>HOWARD L. GREEN &amp; ASSOCIATES, INC. Troy, MI</i>	1985 – 1989
Vice President	
Associate	
<i>J.L. HUDSON COMPANY, Detroit, MI</i>	1976 – 1985
Director, Strategic Planning	
<i>DAYTON HUDSON CORPORATION, Minneapolis, MN</i>	1972 – 1976
Manager, Area Research and Planning	
Project Manager, Area Research and Planning	
<i>J.L. HUDSON COMPANY, Detroit, MI</i>	1965 – 1971
Senior Research Analyst	
Research Analyst	

**EDUCATION**

<i>MBA, University of Michigan</i>	1965
Graduate School of Business Administration (Marketing), Ann Arbor, Michigan	
<i>AB, Calvin College (Economics)</i>	1963
Grand Rapids, Michigan	

**TRADE AND PROFESSIONAL ACTIVITIES**

Member, Faculty – International Council of Shopping Centers

# **EXHIBIT M**





*THE STRATEGIC EDGE*

R E P O R T



*THE STRATEGIC EDGE*

**RETAIL/COMMERCIAL  
OPPORTUNITY STUDY**

**TEN MILE ROAD & NOVI  
ROAD**

**NOVI, MICHIGAN**

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*Prepared for:*

**NOVI TEN ASSOCIATES**

*January 2004*

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# INTRODUCTION

## BACKGROUND

Novi Ten Associates controls a parcel of land in the southeast quadrant of Ten Mile and Novi Road in Novi, Michigan. In order to develop the parcel, the property needs to be rezoned from mixed-use to commercial. Although master planned for commercial, the parcel has not been rezoned for commercial. Preliminary plans are for approximately 177,000 square feet of retail/commercial and 9,000 square feet of office. Natural features such as wetlands, topography, pond, etc. influence the amount of square footage which can be developed on the parcel. Novi Ten Associates commissioned The Strategic Edge to conduct a market feasibility study to quantify the amount of retail space, which can be supported at the site from a sales potential perspective.

## METHODOLOGY

To address the above issues, The Strategic Edge, Inc. employed the following methodology:

1. **Evaluated Site.** A thorough evaluation of the site was conducted. This included an evaluation of both the current and proposed site characteristics such as visibility, ingress/egress, parking, and signage.
2. **Evaluated Competition.** Competitive information was gathered and thoroughly evaluated. This included existing or proposed direct competition for the proposed shopping center anchor tenants in the market area as well as nearby power centers and power retailers.
3. **Defined Trade Area.** The trade area was defined based on access patterns, direct and indirect competition, population density, physical and cultural factors, drive times, coupled with our experience with various types of retailing. (The trade area was not defined as a radius).
4. **Developed Trade Area Population and Demographics.** For the defined trade area, we estimated and projected current and future population and households. Sources for the data included the U.S. Census, other private data houses, and local sources (SEMCOG). Based on the unique upscale and growing nature of the area, The Strategic Edge ultimately developed its own estimates and projections. Demographic characteristics such as income, household size, age, and employment, were also gathered.
5. **Determined Trade Area Expenditure Potential.** For the defined trade area, we gathered retail sales data to determine residents' spending potential for the key retail categories, which might be represented at the proposed shopping center. The 1997

Census of Retail Trade was a major source of data in the development of expenditure potential.

6. **Recommended Size and Tenant Mix.** Based on competition, expenditure potential, the size of the site, and our expertise, The Strategic Edge recommended the size and tenant mix (anchor and sub-anchor retail types) that were appropriate for the site.
7. **Projected Sales Ranges.** Utilizing the market share approach, the sales opportunity was forecasted for potential generic major anchors of the shopping center by store category, i.e. not by specific operator.
8. **Estimated Geographic Sales Distribution.** By analyzing competition and expenditure potential by census tract within the trade area, The Strategic Edge estimated the geographic sales distribution of the proposed shopping center. Further, The Strategic Edge estimated the square footage supportable by tract to be used by Novi Ten Associates' traffic engineers.

*This report, analysis, and conclusions represent the opinion of The Strategic Edge, Inc. based on data provided by published sources including U.S. Census agencies, and others, in combination with our own expertise. An effort has been made to obtain the latest applicable data from reliable sources. Any change within the market area, such as unknown developments and changes in economic conditions, could cause significant variations that could influence the projections and conclusions. The possibility of this occurring increases with time. Novi Ten Associates acknowledges that The Strategic Edge, Inc. does not guarantee any result from the use of the analysis or other services performed hereunder, nor shall The Strategic Edge, Inc. be responsible for any loss incurred as a result of the use of said analysis or other services. For these reasons, no representation or warranty, expressed or implied, is herewith being made as to the accuracy or completeness of this report of its contents.*

# THE SITE

## DESCRIPTION

The proposed neighborhood shopping center is located in the southeast quadrant of Novi Road and Ten Mile Road in Novi, Michigan. According to the site plan, approximately 23 acres are proposed for commercial, approximately three acres for office, and 34 acres reserved for residential. The site is pistol shaped with the northern border being Ten Mile Road; Novi Road is the western border; Arena Drive delineates part of the southern border; and the C&O Railroad tracks form the eastern border. A newer Walgreens store occupies the immediate southeast corner of Novi Road and Ten Mile Road and this proposed site wraps around the Walgreens.

The current land use of the site is an undeveloped mix of fields and trees and the topography is flat and rolling. According to the site plan, the site could support 177,543 square feet of commercial space and 9,000 square feet of office. The proposed 98 condominium units are located on the southern portion of the site with the Chapman Creek flowing through the middle of the site splitting the site into two halves. The parking provided on the site plan conforms to requirements.

## CHARACTERISTICS

**Visibility.** The site will have excellent visibility from Ten Mile Road but the commercial part of the site will have almost no visibility from Novi Road.

**Ingress/Egress.** Based on the site plan, primary ingress/egress to the site will be from Ten Mile Road with two proposed access points. Access to Novi Road would be from a proposed point immediately south of Walgreens.

**Access.** Ten Mile Road is a two-lane road in front of the site and widens at the intersection with Novi Road. Novi Road is a two, sometimes three lane route between Nine Mile and the railroad tracks immediately south of Grand River. Novi Road is a heavily traveled road that has plans to be widened to five lanes from Arena Drive north to the railroad tracks south of Grand River. However, local officials indicate that although this project was scheduled to be started in Spring of 2003, a current lack of funding has put this project on hold for the time being.

The grid network of east/west mile roads, Meadowbrook Road and Taft Road would provide additional local access to the site. The closest freeway to the site is I-96, which intersects with Novi Road approximately 1.5 miles north of the site.

# TRADE AREA

## DEFINITION

The trade area for the proposed shopping center at Novi Road and Ten Mile Road extends:

- North to I-96
- East to I-275
- South to 8 Mile Road
- West to Napier Road.

LOWER 2/3 OF  
CITY

Physical barriers and competition were the major factors in defining the trade area. The physical barriers are I-96 to the north, I-275 to the east, and Eight Mile Road to the south. The Twelve Oaks Mall vicinity and other big box developments along I-96 and Grand River Avenue to the north and the retail corridor along Haggerty Road also limit the trade area to the north and east. Population density in the Northville area limits the trade area to the south. Distance and lower population densities define the western boundary.

The trade area was defined by census tracts, and the following table lists the census tracts that comprise the trade area with their respective population and median household incomes according to the 2000 U. S. Census.

Trade Area Census Tracts

Census Tract	Population	Median Household Income
136300	5,025	\$82,577
136500	5,357	\$66,932
136600	6,420	\$71,250
136700	6,007	\$85,684
137100	6,890	\$92,708
137400	5,222	\$142,989
137700	1,729	\$83,228
137800	3,352	\$99,704

Source: 2000 U. S. Census

Please refer to the following map, which shows the trade area boundary and the census tracts.

## POPULATION AND DEMOGRAPHICS

**Population.** According to the U.S. Census Bureau, in 2000, there were 40,157 people and 14,721 households in the defined trade area. The population increased from 30,504 in 1990 at a growth rate of 2.8% per year between 1990 and 2000. The population is expected to continue to increase, with projected growth estimated to be 3.2% per year

**Supermarket Competition**

- F Farmer Jack
- H Hiller's
- K Kroger

**Retail Competition**

*Books*

- B Borders

*Gifts*

- J Jo Ann, etc.

**Discount Department**

- T Target

**Electronics**

- BY Best Buy
- CC Circuit City
- CO CompUSA

**Home Centers/Furnishings**

- BB Bed Bath & Beyond
- CP Cost Plus World Market
- H Home Depot
- L Linens N Things
- P1 Pier 1 Imports
- G The Great Indoors

**Toys/Children**

- BR Babies R Us
- KI Kids R Us
- TO Toys R Us

**Mass Merchant/Promotional**

- JC JC Penney
- KO Kohl's
- KP Kohl's - Proposed
- ME Mervyn's
- S Sears

**Office Supplies**

- O OfficeMax

**Off-Price Apparel**

- ML Marshall's
- TJ TJ Maxx

**Sporting Goods**

- D Dick's Sporting Goods
- GA Galyan's

**Supercenters**

- M Meijer

**Traditional Department**

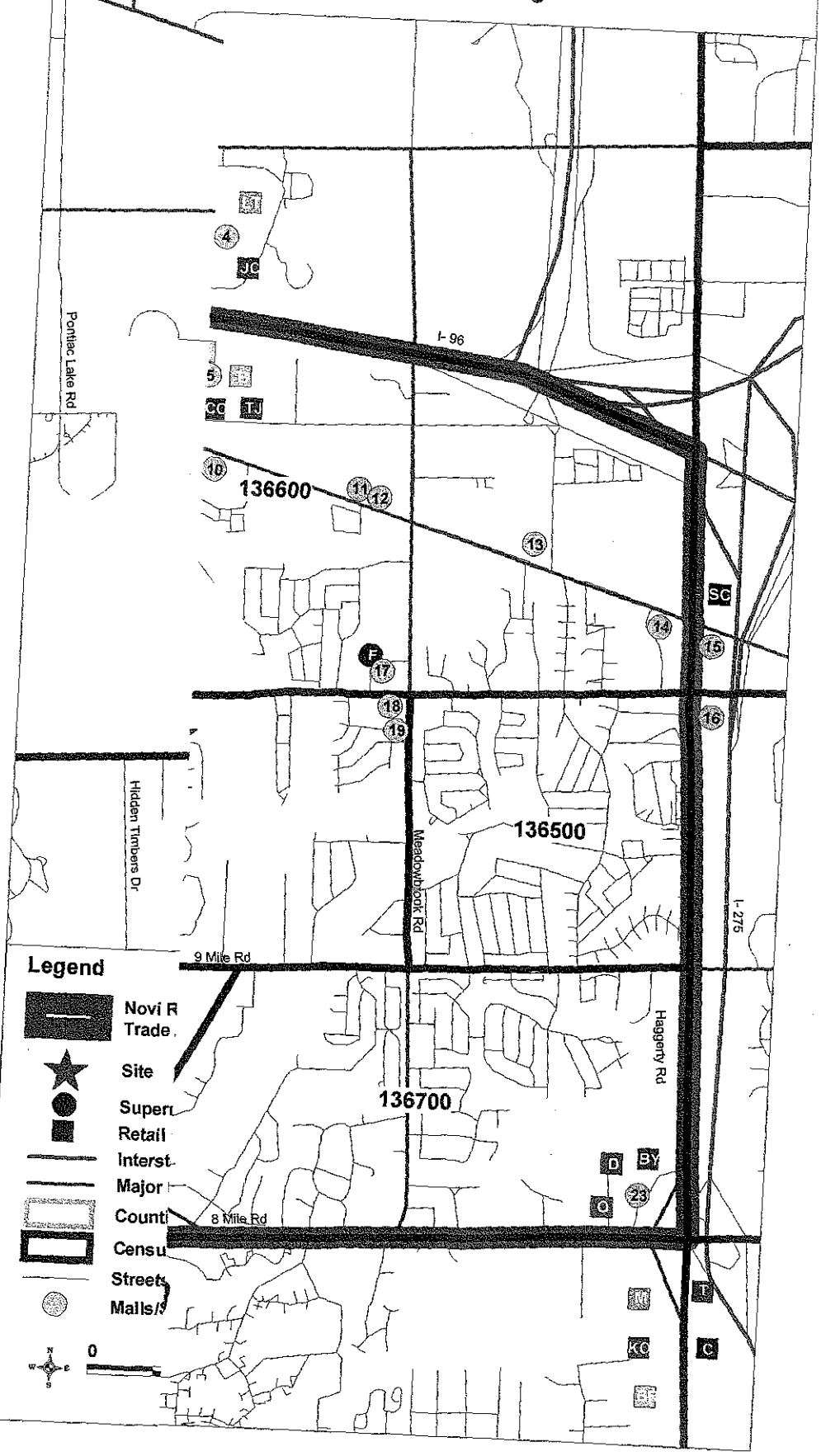
- LT Lord & Taylor
- MA Marshall Field's

**Wholesale Clubs**

- C Costco
- SC Sam's Club

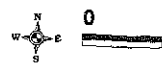
**Proposed Novi Road/Ten Mile Road Shopping Center**

Novi, Michigan



**Legend**

- Novi R Trade
- Site
- Supercenter
- Retail
- Interst.
- Major
- County
- Census
- Street
- Malls





between 2000 and 2005, resulting in approximately 47,000 persons by 2005. In 2000, 87.7% of the population was white and had a median age of 36.5.

### Population Growth

Novi Road - Ten Mile Road Trade Area	
Year	Trade Area
1990	30,504
2000	40,157
2002 est.	42,025
2005	46,970
2007	49,059
2012	54,565

Sources: U.S. Census, SEMCOG, The Strategic Edge.

**Demographics.** According to the 2000 U. S. Census, the median household income of the Novi Road - Ten Mile Road trade area was estimated to be \$87,619, 18% higher than the City of Novi (\$71,918), and 44% higher than the Detroit PMSA (Primary Metropolitan Statistical Area) income level (\$49,175). In the trade area, 87.3% of the 2000 population was white compared to 71.0% in the Detroit PMSA and 86.9% in the City of Novi. In 2000, the median age in the Novi Road - Ten Mile Road trade area was 35.9, slightly higher than the Detroit PMSA (35.5); and the City of Novi at 35.2. According to 2001 estimates, 37.8% of the trade area residents are college graduates compared to 18.2% in the Detroit PMSA and 31.8% in the City of Novi.

In 2000, owner-occupied housing units in the Novi Road - Ten Mile Road trade area represented 77.5% of all occupied housing units. Within the Detroit PMSA, the owner-occupied percentage was 68.4%, and the City of Novi was 67.9%.

The tables below provide additional population and demographic details.

### Selected Demographic Comparisons

2000 Demographics	Novi Road - Ten Mile Road Trade Area	City of Novi	Oakland County	Detroit PMSA	State of Michigan
Per Capita Income	\$38,329	\$35,992	\$32,534	\$24,354	\$22,168
Median Household Income	\$87,619	\$71,918	\$61,907	\$49,175	\$44,667
% Household Income > \$50,000	80.3%*	68.2%	60.7%	49.3%	44.7%
% Household Income > \$100,000	41.8%*	32.1%	25.4%	16.1%	12.7%

Source: U. S. Census. \*R. L. Polk estimates for 2001.

### Population and Demographic Comparisons

	Novi Road - Ten Mile Road Trade Area		City of Novi	
	1990	2000	1990	2000
Population	30,504	40,157	32,998	47,386
Households	11,236	14,721	12,702	18,726
Average HH Size	2.69	2.70	2.58	2.52
Median Age	33.0	36.5	32.0	35.2
% White	95.8%	87.7%	96.1%	87.3%
% Black	0.8%	1.6%	0.8%	1.9%
% Hispanic	1.1%	1.7%	1.1%	1.8%
% Asian	2.9%	8.9%	2.6%	8.7%
% American Indian	0.3%	0.2%	0.3%	0.2%

*Source: U. S. Census.*

### Population and Demographic Comparisons

	Oakland County		Detroit PMSA		State of Michigan	
	1990	2000	1990	2000	1990	2000
Population	1,083,592	1,194,156	4,266,654	4,441,551	9,295,297	9,938,444
Households	410,488	471,115	1,580,063	1,695,331	3,419,331	3,785,661
Average HH Size	2.61	2.51	2.67	2.58	2.66	2.56
Median Age	34.0	36.7	33.0	35.5	33.0	35.5
% White	89.6%	82.8%	75.4%	73.0%	83.4%	81.8%
% Black	7.2%	10.6%	22.1%	23.5%	13.9%	14.8%
% Hispanic	1.8%	2.4%	2.0%	2.9%	2.2%	3.3%
% Asian	2.3%	4.6%	1.3%	2.7%	1.1%	2.1%
% American Indian	0.4%	0.8%	0.4%	0.9%	0.6%	1.3%

*Source: U. S. Census.*

## COMPETITION

**Overview.** Haggerty Road, located two miles east of the site is the dominant north/south retail corridor for this area, followed by Novi Road as the next most important north/south retail corridor. Grand River Avenue, a southeast to northwest route, located approximately 1.5 miles north of the site was the first retail corridor in the area with retail strip developments dating at least 50 years old. Within the City of Novi, Ten Mile Road has established retail developments at its intersections with Haggerty Road, Meadowbrook Road, Novi Road and Beck Road. In addition to the numerous small and neighborhood retail centers near the site, there are major retail nodes within three miles of the site:

- Twelve Oaks Mall, West Oaks, Novi Town Center, Main Street Center and Fountain Walk located 1.5 miles north.
- Meijer, Target, Costco, Home Depot, Kohl's and others located 2.5 miles southeast.
- Downtown Northville located 2.5 miles south.

Please refer to the preceding map for the locations of competitors in and around the proposed trade area.

**Shopping Centers.** Most of the shopping center competition within the trade area is located in the eastern one-third of the trade area or the area along and east of Novi Road. Overall, the shopping centers in the Novi area are not experiencing any problems with ancillary tenant vacancies. There are some high profile vacancies among the big boxes and center anchors. For example, bankruptcy proceedings have claimed the Big K and Service Merchandise in West Oaks, across from Twelve Oaks Mall, and there is also the highly publicized closing of one of Main Street's anchor stores, Vic's World Class Market. It should be noted that Vic's was not a conventional supermarket, but rather a high-end specialty store. ✓

**Big Boxes.** Big box retailers are well represented in the greater Novi area. The big box alignment includes the likes of Target, Kohl's, and Meijer. Many big boxes anchor Novi Town Center, West Oaks, and Fountain Walk.

**Supermarkets.** At the present time, there are only three traditional supermarkets serving the Novi area. A relatively new (2000) Kroger at Grand River Avenue and Beck Road is estimated to have approximately 54,000 total square feet and 39,500 square feet of selling space, which includes a pharmacy. Although the Kroger store is the newest and most attractive of the three supermarkets in the Novi area, its productivity (sales per square foot) does not appear to be the highest. ✓

The supermarket closest to the proposed shopping center is a Farmer Jack at Ten Mile Road and Meadowbrook Road. The Farmer Jack serves as an anchor for Novi-Ten Shopping Center located at the intersection of Ten Mile Road and Meadowbrook Road. The center was opened in 1970. The store is approximately 30,000 square feet. The Farmer Jack is a somewhat dated unit and not nearly as large or attractive compared to the Kroger at Grand River Avenue and Beck Road. Customer traffic levels appeared to be average. ✓

The Hiller's Shopping Center Market is located just south of the trade area in Northville. Similar in size and appearance to the Farmer Jack, the Hiller's unit appears to have the heaviest customer traffic levels of the three supermarkets. Hiller's, with its Downtown Northville location, has access to a close-in, established population base. ✓

Please refer to the following tables for additional information on the shopping centers, big boxes, and Supermarkets.

**Shopping Center/Shopping District Competition  
Novi, Michigan  
October - 2002**

Map Code	Name/Location	Estimated Gross Size (Sq. Ft.)	Anchor Tenants		Tenant Mix								
			Name	Estimated Gross Size (Sq. Ft.)	Shopping Goods	Convenience Goods	Other Retail	Entertainment	Dining & Drinking	Personal Services, Repair, Rental	Office	Vacancy	Total
1	West Market Square NWQ Grand River Ave. & Beck Rd. Novi		Home Depot Kroger	54,000	2	2	1	0	4	6		1	16
2	Fountain Walk SWQ 12 Mile Rd. & Novi Rd. Novi	737,134	Cost Plus World Market Galyan's Trading Co. The Great Indoors	N/A 90,000 156,000	6	1	0	1	2	1	0	0	11
3	West Oaks SWQ 12 Mile Rd. & Novi Rd. Novi	631,257	Bed, Bath & Beyond Circuit City JoAnn, etc. Kids R Us Kohl's Marshall's OfficeMax Toys R Us	60,000 36,316 49,675 24,990 69,460 25,000 21,675 46,530	27	1	0	0	6	3	1	2	40
4	Twelve Oaks Mall SEQ 12 Mile Rd. & Novi Rd. Novi	1,193,000	JC Penney Lord & Taylor Marshall Field's Sears	156,000 123,000 250,000 234,000	113	6	0	0	31	18	0	0	168
5	Novi Town Center NEQ Grand River Ave. & Novi Rd. Novi	444,194	Borders CompUSA Linens N Things Old Navy Mervyn's Pier 1 Imports TJ Maxx	36,416 27,070 41,164 75,000 25,000	31	2	3	1	9	4	4	8	62

**Shopping Center/Shopping District Competition  
Novi, Michigan  
October - 2002**

Map Code	Name/Location	Estimated Gross Size (Sq. Ft.)	Anchor Tenants		Tenant Mix								
			Name	Estimated Gross Size (Sq. Ft.)	Shopping Goods	Convenience Goods	Other Retail	Entertainment	Dining & Drinking	Personal Services, Repair, Rental	Office	Vacancy	Total
6	Wonderland Music Plaza NWQ Grand River Ave. & Novi Rd. Novi				3	2	0	0	1	1	0	0	7
7	City Center Plaza SWQ Grand River Ave. & Novi Rd. Novi		Gateway Country		5	0	0	0	1	0	1	0	7
8	SEQ Grand River/Novi Node SEQ Grand River Ave. & Novi Rd. Novi				4	1	1	0	1	5	5	1	18
9	Main Street Center SWQ Grand River Ave & Market St Novi				3	0	1	0	8	2	2	0	16
10	Main Street East SEQ Grand River Ave & Market St Novi				0	1	1	0	1	0	0	0	3
11	McLaughlin's Thomasville Center At Grand River Ave & Fountain Park Novi				1	1	0	0	2	1	2	0	7
12	Italian Epicure NEQ Grand River Ave & Fountain Park Novi				1	0	0	0	1	2	3	0	7

**Shopping Center/Shopping District Competition  
Novi, Michigan  
October - 2002**

Map Code	Name/Location	Estimated Gross Size (Sq. Ft.)	Anchor Tenants		Tenant Mix								
			Name	Estimated Gross Size (Sq. Ft.)	Shopping Goods	Convenience Goods	Other Retail	Entertainment	Dining & Drinking	Personal Services, Repair, Rental	Office	Vacancy	Total
13	Novi Commerce Center NWQ Grand River Rd & Seeley Rd Novi				2	0	2	0	0	4	1	1	10
14	Pheasant Run Plaza SEQ Grand River Ave & Karim Blvd Novi				2	1	0	0	4	3	1	1	12
15	Pepper Square SEQ Haggerty Rd & Grand River Ave Farmington Hills				2	0	0	0	3	6	4	0	15
16	Tenerty Park SEQ 10 Mile Rd & Haggerty Rd Farmington Hills				0	0	1	0	0	4	1	0	6
17	Novi - Ten NWQ 10 Mile Rd & Meadowbrook Rd Novi	100,357	Farmer Jack	30,400	5	3	1	0	4	5	2	0	20
18	Novi Plaza SWQ 10 Mile Rd & Meadowbrook Rd Novi				0	1	0	0	2	4	2	0	9
19	Peachtree Plaza SWQ 10 Mile Rd & Meadowbrook Rd Novi				2	0	0	0	1	6	2	1	12

**Shopping Center/Shopping District Competition  
Novi, Michigan  
October - 2002**

Map Code	Name/Location	Estimated Gross Size (Sq. Ft.)	Anchor Tenants		Tenant Mix									
			Name	Estimated Gross Size (Sq. Ft.)	Shopping Goods	Convenience Goods	Other Retail	Entertainment	Dining & Drinking	Personal Services, Repair, Rental	Office	Vacancy	Total	
20	Collex Auto Service Node NNEQ 10 Mile Rd & Novi Rd Novi				0	0	0	0	0	0	4	0	0	4
21	Pine Ridge Plaza NWQ 10 Mile Rd & Novi Rd Novi	40,000			3	0	0	0	0	5	3	4	2	17
22	Eaton Center NWQ 10 Mile Rd & Novi Rd Novi				0	0	0	0	0	0	2	3	1	6
23	Highpoint Shopping Center NWQ Haggerty Rd & 8 Mile Rd Novi		Best Buy Dick's Sporting Goods OfficeMax		3	0	0	0	0	1	0	0	0	4
24	Oakpointe Plaza SEQ 9 Mile Rd & Novi Rd Novi	51,000			0	1	1	0	0	3	5	2	0	12
25	Breckenridge Plaza NEQ Galway Dr & Novi Rd Novi				0	0	0	0	0	3	2	1	0	6
26	Hamlet Plaza NWQ Allen Dr & Novi Rd Northville				1	1	0	0	0	1	2	2	0	7

**Shopping Center/Shopping District Competition  
Novi, Michigan  
October - 2002**

Map Code	Name/Location	Estimated Gross Size (Sq. Ft.)	Anchor Tenants		Tenant Mix								
			Name	Estimated Gross Size (Sq. Ft.)	Shopping Goods	Convenience Goods	Other Retail	Entertainment	Dining & Drinking	Personal Services, Repair, Rental	Office	Vacancy	Total
27	Brookside Hardware SWQ Allen Dr & Novi Rd Northville				1	0	1	0	0	2	1	0	5
28	Downtown Northville NWQ Center St & Lake St Northville		Hillier's	30,000	45	10	1	1	16	22	75	2	172
29	Briar Pointe Plaza NEQ 10 Mile Rd & Beck Rd Novi				0	1	0	0	0	1	2	2	6

Sources: Shopping Center Directory; The Strategic Edge, Inc.



**Supermarket Competitive Framework**  
**Novi, Michigan**  
**October - 2002**



Map Code	Name	Location	City	Estimated GLA (Sq. Ft.)
F	Farmer Jack	NWQ 10 Mile Rd & Meadowbrook Rd	Novi	30,400
H	Hiller's	NWQ Center St & Lake St	Northville	30,000
K	Kroger	NWQ Grand River Ave. & Beck Rd.	Novi	54,000

**Selected Free-Standing Big Boxes  
Novi, Michigan  
October - 2002**

Map Code	Type/Name	Location	City	Estimated GLA (Sq. Ft.)
	<b>Discount Department Stores</b>			
T	Target	SEQ Haggerty Rd. & 8 Mile Rd.	Livonia	116,000
T	Target	SEQ Wixom Rd. & Grand River Ave.	Novi	125,000
KO	<b>Mass Merchant/Promotional</b> Kohl's	SWQ Haggerty Rd. & 8 Mile Rd.	Northville	87,000
	<b>Supercenters</b>			
M	Meijer	SWQ Haggerty Rd. & 8 Mile Rd.	Northville	205,000
M	Meijer	NWQ Grand River Ave. & Beck Rd.	Wixom	136,000
BR	<b>Toys &amp; Children</b> Babies R Us	SWQ Haggerty Rd. & 8 Mile Rd.	Northville	
	<b>Wholesale Clubs</b>			
C	Costco	SEQ Haggerty Rd. & 8 Mile Rd.	Livonia	
SC	Sam's Club	NEQ Grand River Ave. & Haggerty Rd.	Farmington Hills	

# THE OPPORTUNITY

## EXPENDITURE POTENTIAL

**Historic Market Expenditures.** The table on the following page summarizes the historic 1997 Detroit PMSA transacted sales. These sales are shown on a per capita basis.

**Trade Area Expenditure Potential.** The table also summarizes the projected trade area per capita and total expenditure potential. Based on the historic Detroit PMSA transacted sales in 1997, in combination with the relative income characteristics and estimated population of the proposed trade area, The Strategic Edge has projected the trade area expenditure potential for the years 2002, 2007, and 2012. The total trade area expenditure potential for categories typically found in neighborhood and community shopping centers generated by residents of the trade area is projected to exceed \$640 million by 2007 and \$770 million by 2012.

## SALES POTENTIALS

Based on the strength of the proposed site, the trade area population and demographic characteristics, and the competitive framework, The Strategic Edge has evaluated a number of potential retail categories as prospective tenant types. Projections of sales potential were done for only selected retail categories, since many categories are not feasible to even consider, such as large general merchandise retailers, because of competition nearby. Depending on the level of competition in the given retail category and the appropriateness of the retail type and the level of potential synergy with other components of the retail development, in combination with our expertise, The Strategic Edge estimated various market share ranges by retail category which might be achievable. These market shares are applied to the expenditure potential by year shown on the following table. In addition, 15% to 25% of sales are projected to come from beyond the defined trade area. Total Projected Sales Potentials are all assumed to be mature-year sales, stated in current dollars. Next, various Sales Productivities or sales per gross square foot were developed by retail category. Dividing the Total Projected Sales Potentials by these Sales Productivities derives Supportable Space. It is critically important to note that the actual market shares and the actual sales generated will depend on the size, merchandising, promotional character, and target customer of the actual operator.

**Per Capita and Total Expenditure Potential  
Proposed Novi Road/Ten Mile Road Trade Area**

NAICS Code	Category	Detroit PMSA		Trade Area			Trade Area		
		1997 Sales/Capita	1997 Per Capita	Trade Area Per Capita Expenditure Potential			Trade Area Total Expenditure Potential (000)		
				2002	2007	2012	2002	2007	2012
4521	Department Stores	\$838	\$1,319	\$1,421	\$1,531	\$1,649	\$ 59,715.4	\$ 75,097.9	\$ 89,981.6
45291	Warehouse Clubs & Superstores	\$535	\$842	\$907	\$977	\$1,053	\$ 38,127.4	\$ 47,948.9	\$ 57,451.8
45299	All Other General Merchandise Stores	\$74	\$116	\$125	\$135	\$145	\$ 5,263.2	\$ 6,619.0	\$ 7,930.8
452	<b>General Merchandise Stores</b>	\$1,447	\$2,277	\$2,453	\$2,643	\$2,847	\$ 103,106.1	\$ 129,665.8	\$ 155,364.2
4481	Clothing Stores	\$372	\$585	\$631	\$679	\$732	\$ 26,497.8	\$ 33,323.6	\$ 39,928.0
4482	Shoe Stores	\$89	\$140	\$150	\$162	\$175	\$ 6,320.0	\$ 7,948.0	\$ 9,523.2
44831	Jewelry Stores	\$87	\$137	\$148	\$159	\$172	\$ 6,221.7	\$ 7,824.3	\$ 9,375.0
44832	Luggage & Leather Stores	\$4	\$6	\$6	\$7	\$7	\$ 267.9	\$ 337.0	\$ 403.7
448	<b>Clothing &amp; Clothing Accessories Stores</b>	\$552	\$868	\$935	\$1,008	\$1,085	\$ 39,307.4	\$ 49,432.9	\$ 59,230.0
4421	Furniture Stores	\$190	\$300	\$323	\$348	\$375	\$ 13,572.1	\$ 17,068.2	\$ 20,450.9
4422	Home Furnishings Stores	\$128	\$202	\$218	\$234	\$253	\$ 9,147.6	\$ 11,504.0	\$ 13,783.9
442	<b>Furniture &amp; Home Furnishing Stores</b>	\$319	\$502	\$541	\$582	\$627	\$ 22,719.7	\$ 28,572.2	\$ 34,234.9
44311	Appliance, TV, and Other Electronics Stores	\$213	\$336	\$362	\$390	\$420	\$ 15,208.9	\$ 19,126.7	\$ 22,917.4
44312	Computer & Software Stores	\$77	\$121	\$130	\$140	\$151	\$ 5,457.1	\$ 6,862.8	\$ 8,222.9
44313	Camera & Photographic Supplies Stores	\$5	\$7	\$8	\$8	\$9	\$ 321.4	\$ 404.2	\$ 484.3
443	<b>Electronics &amp; Appliance Stores</b>	\$295	\$464	\$499	\$538	\$580	\$ 20,987.3	\$ 26,393.6	\$ 31,624.5
45111	Sporting Goods Stores	\$95	\$149	\$161	\$173	\$186	\$ 6,749.7	\$ 8,488.4	\$ 10,170.7
45112	Hobby, Toy & Game Stores	\$65	\$103	\$111	\$120	\$129	\$ 4,663.9	\$ 5,865.3	\$ 7,027.8
45113	Sewing, Needlework, & Piece Goods Stores	\$14	\$22	\$24	\$26	\$28	\$ 1,003.3	\$ 1,261.8	\$ 1,511.9
45114	Musical Instruments & Supplies Stores	\$17	\$26	\$28	\$30	\$33	\$ 1,180.8	\$ 1,484.9	\$ 1,779.2
45121	Book Stores & News Dealers	\$48	\$75	\$81	\$87	\$94	\$ 3,397.7	\$ 4,272.9	\$ 5,119.7
45122	Prerecorded Tape, Compact Disc, & Record Stores	\$36	\$57	\$62	\$67	\$72	\$ 2,596.0	\$ 3,264.7	\$ 3,911.7
451	<b>Sporting Goods, Hobby, Book &amp; Music Stores</b>	\$275	\$433	\$466	\$502	\$541	\$ 19,591.4	\$ 24,638.0	\$ 29,521.0
4531	Florists	\$27	\$43	\$47	\$50	\$54	\$ 1,955.4	\$ 2,459.1	\$ 2,946.4
45321	Office Supply & Stationery Stores	\$111	\$175	\$189	\$204	\$219	\$ 7,940.4	\$ 9,985.9	\$ 11,965.0
45322	Gift, Novelty & Souvenir Stores	\$65	\$102	\$110	\$119	\$128	\$ 4,639.7	\$ 5,834.9	\$ 6,991.3
4533	Used Merchandise Stores (incl Antiques)	\$16	\$25	\$27	\$29	\$31	\$ 1,125.2	\$ 1,415.0	\$ 1,695.5
45391	Pet & Pet Supplies Stores	\$35	\$55	\$60	\$64	\$69	\$ 2,511.2	\$ 3,158.1	\$ 3,784.0
45392	Art Dealers	\$15	\$24	\$26	\$28	\$30	\$ 1,083.1	\$ 1,362.2	\$ 1,632.1
45393	Manufactured (mobile) Home Dealers	\$39	\$61	\$66	\$71	\$76	\$ 2,762.0	\$ 3,473.5	\$ 4,161.9
45399	All Other Miscellaneous Store Retailers	\$49	\$76	\$82	\$89	\$96	\$ 3,458.2	\$ 4,349.0	\$ 5,211.0
453	<b>Miscellaneous Store Retailers</b>	\$358	\$563	\$606	\$653	\$704	\$ 25,475.3	\$ 32,037.6	\$ 38,387.1
444	Building Materials & Garden Equipment & Supplies Dealers	\$825	\$1,298	\$1,398	\$1,506	\$1,623	\$ 58,764.8	\$ 73,902.4	\$ 88,549.2
444	<b>Building Materials &amp; Garden Equipment &amp; Supplies Dealers</b>	\$825	\$1,298	\$1,398	\$1,506	\$1,623	\$ 58,764.8	\$ 73,902.4	\$ 88,549.2
44611	Pharmacies & Drug Stores	\$485	\$763	\$822	\$886	\$954	\$ 34,559.4	\$ 43,461.8	\$ 52,075.5
44612	Cosmetics, Beauty Supplies & Perfume	\$17	\$27	\$29	\$31	\$33	\$ 1,202.9	\$ 1,512.7	\$ 1,812.5
44613	Optical Goods	\$34	\$53	\$57	\$62	\$66	\$ 2,401.4	\$ 3,020.0	\$ 3,618.6
44619	Other Health & Personal Care	\$39	\$61	\$66	\$71	\$76	\$ 2,764.2	\$ 3,476.2	\$ 4,165.1
446	<b>Health &amp; Personal Care</b>	\$574	\$904	\$974	\$1,049	\$1,130	\$ 40,927.9	\$ 51,470.7	\$ 61,671.7
4451	Grocery Stores	\$1,188	\$1,870	\$2,015	\$2,170	\$2,338	\$ 84,671.2	\$ 106,482.2	\$ 127,585.9
4452	Specialty Food Stores	\$64	\$101	\$109	\$118	\$127	\$ 4,594.1	\$ 5,777.5	\$ 6,922.6
4453	Beer, Wine & Liquor Stores	\$98	\$154	\$166	\$179	\$193	\$ 6,971.3	\$ 8,767.1	\$ 10,504.6
445	<b>All Food &amp; Liquor</b>	\$1,351	\$2,126	\$2,290	\$2,467	\$2,658	\$ 96,236.6	\$ 121,026.8	\$ 145,013.1
8121	Personal Care Services (hair, nail, skin, other)	\$62	\$98	\$106	\$114	\$123	\$ 4,451.6	\$ 5,598.3	\$ 6,707.8
8122	Death Care Services	\$53	\$83	\$90	\$97	\$104	\$ 3,766.1	\$ 4,736.2	\$ 5,674.9
8123	Drycleaning & Laundry Services	\$75	\$119	\$128	\$138	\$149	\$ 5,379.4	\$ 6,765.1	\$ 8,105.9
	Travel Agent		\$0						
8129	Other Personal Services (photo processing, parking, other)	\$50	\$79	\$85	\$92	\$99	\$ 3,588.6	\$ 4,513.0	\$ 5,407.5
812	<b>Personal, Laundry &amp; Other Services</b>	\$241	\$380	\$409	\$441	\$475	\$ 17,185.6	\$ 21,612.6	\$ 25,896.0
7221	Full Service Restaurants	\$402	\$632	\$681	\$734	\$791	\$ 28,630.6	\$ 36,005.8	\$ 43,141.8
7222	Limited Service Eating Establishments	\$409	\$644	\$694	\$748	\$805	\$ 29,165.8	\$ 36,678.8	\$ 43,948.2
7223	Special Foodservices	\$89	\$140	\$151	\$163	\$175	\$ 6,349.9	\$ 7,985.7	\$ 9,568.3
7224	Drinking places (alcoholic beverages)	\$49	\$78	\$84	\$90	\$97	\$ 3,512.4	\$ 4,417.2	\$ 5,292.6
	<b>Food/Liquor Services &amp; Restaurants</b>	\$949	\$1,494	\$1,610	\$1,734	\$1,868	\$ 67,658.7	\$ 85,087.4	\$ 101,950.8
<b>GRAND TOTAL</b>		\$7,184	\$11,308	\$12,182	\$13,124	\$14,138	\$ 511,960.9	\$ 643,840.0	\$ 771,442.7

**Sources:**

U.S. Census, 1997 Economic Census, Retail Trade  
U.S. Census, 1997 Economic Census, Accommodations & Foodservices  
U.S. Census, 1997 Economic Census, Other Services.

**Projected Sales Potential and Supportable Space  
Year 2007**

		<u>2007</u>	
<u>Retail Category</u>	<u>Market Share</u>	<u>Sales Potentials(000's)</u>	<u>Supportable Space(GSF)</u>
Clothing & Clothing Accessories	4% - 8%	\$2,428 - \$4,856	10,746 - 21,492
Furniture & Home Furnishings	2% - 4%	\$677 - \$1,353	3,387 - 6,775
Electronics & Appliances	40% - 50%	\$15,082 - \$18,853	21,546 - 26,933
Sporting Goods, Hobby, Books & Music	25% - 34%	\$8,413 - \$11,475	39,290 - 54,816
Miscellaneous Retailers	6% - 8%	\$2,261 - \$3,075	12,406 - 16,745
Health & Personal Care	1% - 2%	\$805 - \$1,208	2,688 - 4,031
Food & Liquor Stores	22% - 26%	\$29,578 - \$35,494	71,835 - 86,202
Personal, Laundry & Other Services	6% - 9%	\$1,417 - \$2,251	6,787 - 10,710
Food/Liquor Services & Restaurants	4% - 7%	\$4,408 - \$7,521	13,353 - 22,819
Total		\$65,070 - \$86,086	182,039 - 250,524

\*Sales from beyond the trade area represent 15% to 30% of sales potentials, depending on the retail category.

**RECOMMENDED TENANT MIX**

The challenge in evaluating a potential shopping center development is to determine an appropriate and feasible tenant mix in light of the projected sales. While we developed forecasts for the above potential retail categories, we must also consider target tenant prospects' prototype sizes, compatibility of uses, site requirements, and minimum sales productivity requirements. Theoretically, there may be support for 182,000 to 250,000 square feet, as developed on the above table. However, there are pragmatic considerations, prototype sizes, the synergy and dynamics of prospective tenants, and other practical considerations. The table on the following page summarizes our tenant recommendations.

### Recommended Tenant Mix

<b>Tenant Category</b>	<b>Gross Square Feet</b>	
	<b>Category</b>	<b>Total</b>
<b>Anchor:</b>		50,000 - 65,000
Supermarket	50,000 - 65,000	
<b>Sub-Anchors (Three of the following):</b>		50,000 - 75,000
Electronics & Appliances	20,000 - 25,000	
Sporting Goods	15,000 - 25,000	
Hobbies/Crafts/Collectibles	15,000 - 25,000	
Pet Store	12,000 - 15,000	
Office Supply	20,000 - 25,000	
<b>Ancillary In-line Tenants and Pad Stores &amp; Restaurants</b>		40,000 - 59,000
Home Furnishings	3,500 - 5,000	
Clothing & Clothing Accessories Stores	5,000 - 7,500	
Cards/Gifts	2,500 - 4,000	
Health & Personal Care	1,500 - 2,500	
Personal Care, Laundry & Other Services	5,000 - 7,500	
Food/Liquor Services & Restaurants	15,000 - 20,000	
Other Retail	2,500 - 5,000	
Offices (Financial & Medical)	5,000 - 7,500	
<b>Total Center</b>		140,000 - 199,000

Based on the above recommendations, a shopping center of 140,000 to 199,000, and easily 177,000 square feet would be supportable in 2007. \*

The geography north of Grand River Avenue in Novi is one of the Detroit area's most dominant retail nodes. This retail node is characterized by national, destination big boxes and department store-anchored shopping centers. As a consequence, no major general merchandise or home center square footage is recommended for the proposed Novi Road-Ten Mile Road shopping center. Furthermore, another consequence is that the amount of space recommended in comparison shopping goods categories such as home furnishings and clothing is modest. In the sub-anchor category, the electronics and appliances and sporting goods store candidates should probably be regional chains, while the hobbies/crafts/collectibles, pet store, or office supply candidates would probably need to be national chains. \*

While the Novi market is an "import" market, by virtue of the density of regional malls, it is an "export" market for a few retail categories. Based on the U.S. Census, the City of Novi per capita sales were lower than that of Oakland County or the Detroit PMSA for the categories of food stores, specifically grocery stores, and gasoline stations. For all other retail categories, the City of Novi per capita sales were higher than either Oakland County or the Detroit PMSA, suggesting the import nature of the City. This fact further indicates the market support for a grocery-anchored center, to curtail leakage out of the market for food shopping. Typically, grocery shopping is done close to one's home, unlike comparison shopping goods shopping. \*

Given the affluent character of the Novi trade area, a significant amount of space is devoted to the restaurant category. On the other hand, the health and personal care space is limited, in recognition of the Walgreen drug store in the immediate southeast quadrant of Novi Road and Ten Mile Road. Fairly typical amounts of space for neighborhood/community shopping centers are recommended for categories such as cards/gifts stores classified as other retail, and financial/medical offices. \*

## GEOGRAPHIC SALES DISTRIBUTION

Based on factors such as competition, population, income and expenditure potential, The Strategic Edge estimated the geographic sales distribution by census tract for the proposed shopping center. The table below displays that information.

**Novi Road – Ten Mile Road Shopping Center  
Geographic Sales Distribution by Census Tract**

<u>Trade Area Census Tract</u>	<u>Estimated Percent of Sales</u>
136300	12.8%
136500	12.8%
136600	17.0%
136700	12.7%
137100	8.5%
137400	12.8%
137700	4.2%
137800	4.2%
<u>Beyond Trade Area</u>	<u>15.0%</u>
Total	100.0%

Next, this sales distribution was translated into the amount of square footage supported by each census tract in the trade area. This analysis is shown in the following table.

**Novi Road – Ten Mile Road Shopping Center  
Square Footage Supported by Trade Area Census Tract**

<u>Trade Area Census Tract</u>	<u>Estimated Sq. Ft. Supported</u>
136300	22,655
136500	22,655
136600	30,100
136700	22,475
137100	15,050
137400	22,655
137700	7,430
137800	7,430
<u>Beyond Trade Area</u>	<u>26,550</u>
Total	177,000

# EXHIBIT N



LAW OFFICES  
COOPER, SHIFMAN, GABE, QUINN & SEYMOUR  
1026 WEST ELEVEN MILE ROAD -- ROYAL OAK -- MICHIGAN 48067-2451

CHARLES Y. COOPER  
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\*ALSO ADMITTED IN FLORIDA

March 8, 2004

Darcy Schmitt  
Planner  
City of Novi  
45175 West Ten Mile Road  
Novi, MI 48375-3024

RE: Master Plan and Zoning Committee  
Property located at Novi Road and Ten Mile Road  
Proposal of Novi Ten Associates

Dear Ms. Schmitt:

The purpose of this letter is to supplement the letter submitted by Mr. Dan Weiss which confirms the existing Master Plan uses for the subject property and which seeks the introduction of the re-zoning of this property to comply with the Master Plan. The additional purpose of this letter is to address two levels of concern for the approximate 66 acres of land owned by my client which fronts both Ten Mile Road and Novi Road and which abuts on its southern boundary River Oaks West, Sports Club of Novi, and the Novi Ice Arena/City Park property. Under current zoning, parcel number 22-26-101-019 contains 44.71 acres and is zoned I-1. Parcel number 22-26-101-021 contains approximately 21.07 acres and is zoned OS-1. My client is seeking a change of zoning which would result in 22.92 acres of B2 zoning along Ten Mile Road and 34.34 acres of RM-2 zoning on the south end of the property abutting River Oaks West and the Sports Club of Novi (Exhibit A). The current Master Plan denotes the Ten Mile Road frontage and the Novi Road frontage as local commercial and justifies the underlying rationale for the request for change of zoning to the B-2 designation. The multiple family condominiums currently lies within the Master Plan light industrial area and, therefore, a Master Plan change is requested. It is presumed that the overall re-zoning request will be accompanied by an application for the Overlay Zoning Ordinance at the request of the applicant, for their benefit and the protection of the City of Novi.

With the above as an overview of the requests, I will now provide the backup information from the City's records and from the applicant's studies which provides the justification for the required Master Plan and zoning amendment changes. Dan Weiss and his associates originally purchased this property from the Erwin family when they concluded their orchard operations over 30 years ago. Thereafter, in 1997, Novi Ten Associates through Dan Weiss, the managing partner, donated

to the City of Novi 18 acres for the construction of the Novi Ice Arena and the land surrounding the ice arena to be used as a park for the benefit of the "children". Later, at the City's request, in 2001, Novi Ten Associates modified the charitable use limitations on the donated property, so that the City could install a cellular tower and the resultant income could then be used to decrease the Novi Ice Arena debt and later to be used for the ice arena operations and other on-site recreational uses for children. As a result of these very charitable acts, Mr. Weiss and his group was awarded a Letter of Commendation from Mayor Clark in January of 2000 (Exhibit B).

The development of this acreage has been under discussions with the City since the 1993 Master Plan (Exhibit C). From that Master Plan the retail and office sector study and plan traced the commercial land use from 1974 through 1990. The City's own study showed that due to the fact that there were very few food stores in the City that there was a net loss of potential retail sales of \$4,341,000.00 as of 1987. Further considerations were the great increase in the inconvenience of obtaining basic food products as well as the number of new jobs which would be created. The same study also showed that the space requirements for retail sales were distorted from conventional planning analysis due to the fact that there were three regional shopping centers located at I-96 and Novi Road. The City, in this study, noted that local businesses missing from the community were defined as convenience shopping with areas of land consisting of relatively compact groups of stores would satisfy the day-to-day shopping needs of the residents. Uses including in that category were food stores, drug stores, personal service stores and other convenience type establishments. The City further defined a local business as serving a trade area consisting of nearby neighborhoods with the population between 5,000 and 10,000 people and with a floor area of up to 100,000 square feet. The principal tenant would be a supermarket.

After the adoption of the 1993 Master Plan, the City took a look at the Novi Road Corridor Plan. I believe this was adopted in June of 2001. Portions of it are attached as Exhibit D. It did acknowledge that the current Master Plan recommendations were to add more local commercial at the southeast corner of Ten Mile and Novi Road and also designated my client's property as a Special Planning Project area. My client assisted in that discussion by bringing forward certain portions of a marketing study that was completed in November of 2002 (portions of which are attached as Exhibit E ) and determined that based upon the year 2000 census that approximately 40,000 people and 14,000 households were in the defined trade area of a proposed shopping center at the location of Novi Road and Ten Mile Road. It showed that there were only three traditional supermarkets serving the entire Novi area. This included the Kroger store at Grand River Avenue and Beck Road which consisted of 54,000 square feet, the Farmer Jack store at Ten Mile and Meadowbrook which was of 1970 vintage and contained approximately 30,000 square feet, and the Hiller's Shopping Market in Northville. This market study further showed that for grocery stores in the year 2002 the total expenditure in the trade area was projected to be \$84,671,000.00, by the year 2007 the sales would equate to \$106,482,000.00 and by the year 2012 the total sales were expected to be \$127,585,000.00. It was projected that by the addition of a grocery store at the subject location that these projections would be met and the portion of the

money staying within the City of Novi would reverse the projected deficit from grocery store sales. Attached is an excerpt from the Executive Summary of the Novi 20/20 Master Plan for Land Use (Exhibit F) and on page iv it showed that there was still a "negative outflow of some retail dollars from Novi residents to other communities due to a shortage of grocery stores and some other retail uses. The Master Plan went on to say:

"the Master Plan for Land Use includes new local retail sites for possible grocery store and similar related development at the southeast corner of Novi Road and Ten Mile Road..."

From that Summary there was a first draft of the 20/20 Master Plan Map and that is attached as Exhibit G. You will note that the area proposed for commercial was limited to more of the corner area of Ten Mile and Novi Road. Later when the final Master Plan for Land Use Map was adopted (Exhibit H), you will note that the area for local commercial designation extended all the way from Novi Road easterly to the railroad tracks and it was boundaried on the south by the natural creek area which resulted in light industrial zoning on the south side of the creek..

At the time that the 20/20 Master Plan was adopted, Mr. Weiss and his representatives were specifically told that they should consider applying for re-zoning and site plan approval on this commercial project when the improvements proposed at the Ten Mile and Novi Road intersection were underway. Therefore, Mr. Weiss has been continuously having his architectural firm, Siegal/Tuomaala Associates Architects and Planners move slowly on this project until they were certain that the intersection improvements were going to occur. WELL, NOW IS THE TIME!! Based upon the City Manager's Second Quarter Performance Report to the City Council, it is specifically noted (see attached Exhibit I) that the Novi Road and Ten Mile Road intersection is noted that the Road Commission of Oakland County is continuing with the design, the right-of-way acquisition is continuing and they anticipate a May 2004 bid letting with completion of the improvements by June of 2005, therefore, the long awaited event upon which the 20/20 Master Plan for Land Use was based is now a reality and the work is scheduled. Therefore, Mr. Weiss and his associates are prepared to comply with the Master Plan and submit their request for re-zonings and later site plan approvals.

Having waited for over ten years to begin this project and given the go-ahead by the Planning Commission with the adopted 20/20 Master Plan of Land Use, tens of thousands of dollars has been expended by my client in doing a thorough and exhaustive investigation of the wetlands of the area, the drainage of the area, the justification for the economic support of a supermarket anchored shopping center and with the immediate market need for sale condominium. My client looks forward to starting this exciting project. I must say, however, that the minutes from an October 14, 2003 meeting of this committee (said minutes were just received by the undersigned in February, 2004) did peek the interest of the undersigned and my clients. (See minutes attached as Exhibit J). It appears from those meeting minutes that the Master Plan and Zoning Committee

Tim Schmitt  
March 8, 2004  
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was not aware of the ten years of study devoted to this 66 acres. Therefore, my client is more than able to assist the Committee in understanding the ten years of work on this project and we look forward to a prompt meeting with the Committee to confirm that the Master Plan will at least continue in its current configuration and perhaps even change to the requested re-zoning configuration and that a positive recommendation on the re-zoning will be included. My client and I are available for attendance at such a meeting at any time other than the week of March 29<sup>th</sup> as I will be on vacation.

Respectfully submitted,

COOPER, SHIFMAN, GABE,  
QUINN & SEYMOUR

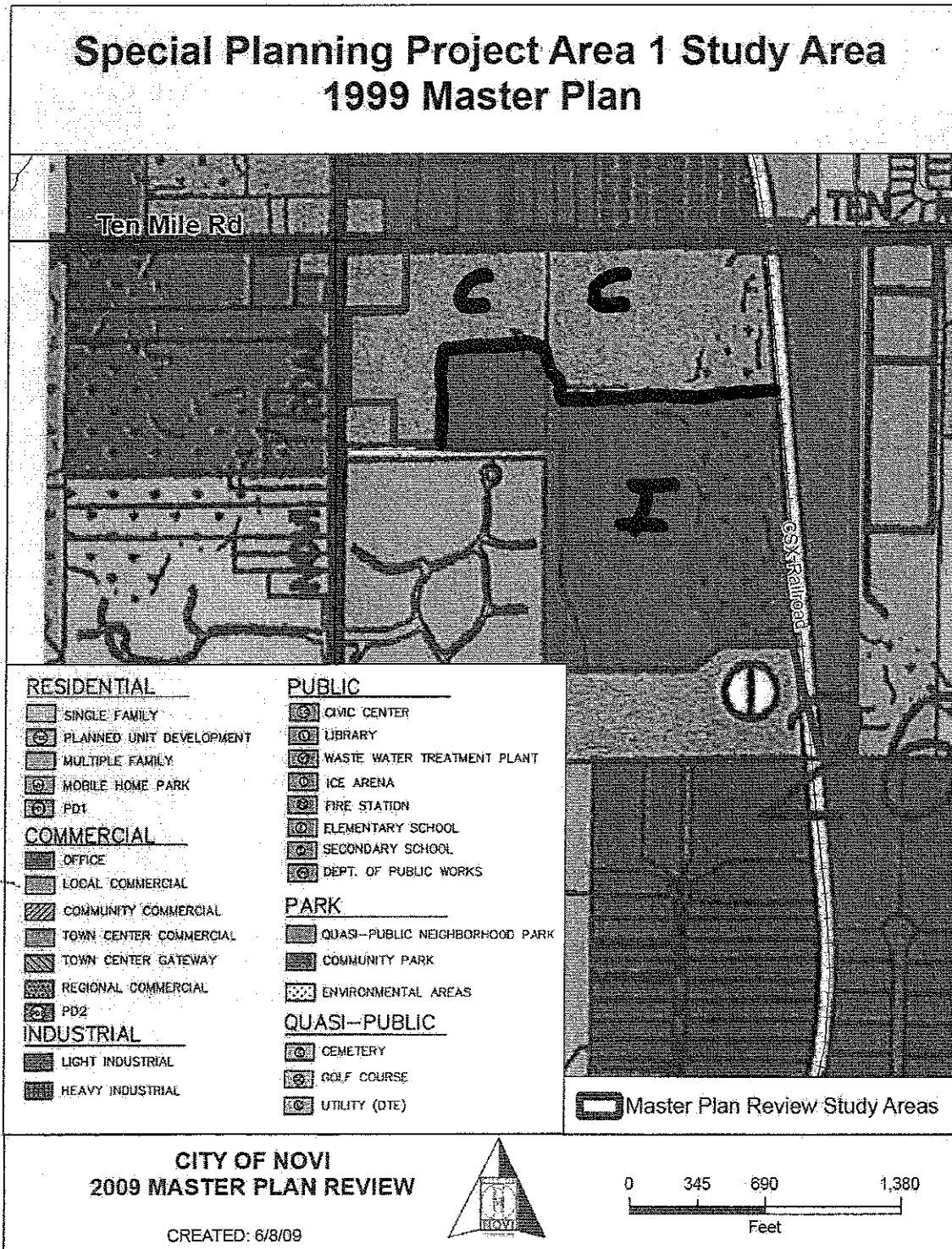


Matthew C. Quinn

MCC/kw  
Enc.  
cc: Dan Weiss  
Leonard Siegal

# **EXHIBIT O**

— Appendix E Special Planning Project Area 1 Study Area —



# EXHIBIT P

— Appendix E Special Planning Project Area 1 Study Area —

Alternative 3: Master Plan Designation to Office and Local Commercial

Alternative 3 proposes designating the Study Area for Office and Local Commercial Uses. This would permit a rezoning to B-1 (Local Business District) or B-2 (Community Business District), as was proposed by the applicant in 2004. In this alternative, the Ten Mile Road frontage would be designated for commercial use with the rear of the property and the Novi Road frontage designated for office use. Local commercial uses permitted would include grocery stores, drug stores, personal service businesses (salons, barber shops, repair shops, etc.), banks, hotels, day care centers and instructional centers for dance, art, etc. If a portion of the Study Area were ultimately rezoned to the B-1 or B-2 District with the balance of the property remaining OS-1, a development of approximately 75,000 sq. ft. of office space and 125,000 sq. ft. of commercial space could be constructed. This scenario also leaves a large part of the southern section of the Study Area undeveloped in order to preserve the natural features on site. This office portion of Alternative 3 would complement the office designation on the western side of Novi Road. The commercial portion of Alternative 3 would provide local commercial services for nearby residents. However, it is important to note that a population of at least 10,000 people would be required to support 100,000 sq. ft. of retail space. There are presently some commercial services available on Ten Mile Road, mainly centered around the intersection of Ten Mile Road and Meadowbrook Road, approximately ¾ of a mile east of the Study Area. The properties on the northeastern, northwestern and southeastern corners of the intersection of Ten Mile Road and Novi Road are master planned for local commercial uses. Please see the updated retail analysis that was prepared by the Plan Review Center for more information about retail needs in the community.



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# **EXHIBIT Q**

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REPLY TO ROYAL OAK OFFICE

June 15, 2010

City of Novi Planning Commission  
45175 West Ten Mile Road  
Novi, MI 48375

RE: SP #09-26A/Rezoning 18.690  
Weiss Mixed Use PRO

Dear Members of the City of Novi Planning Commission:

Mr. Weiss is bringing to the City of Novi an approximate \$20 million commercial/office project. The original PRO was submitted July of 2004 under Site Plan No. 04-41. The resubmission in August of 2009 was assigned Site Plan No. 09-26. After receiving the Novi Planning Commission Staff comments, the PRO re-submittal was completed on March 29, 2010 and assigned Site Plan No. 09-26A.

This is not a new project. It was first submitted to the City in 2004 but had been actively worked on since the 1993 Master Plan designating all of the Ten Mile Road frontage between Novi Road easterly to the railroad tracks with a commercial designation. It is acknowledged that the special planning project area designation was placed during the 2004 Master Plan. The purpose of that designation was to allow further study on a comprehensive plan between the commercial portion and the office portion. Mr. Weiss has accomplished the goal with the resubmission of the PRO which is now pending.

The current PRO further follows the previous recommendations of the City Staff and the Planning Commission. The square footage proposed to be designated as B-2 has been decreased by 12% to 20.16 acres. The retail square footage of 130,871 square feet is a 24% reduction from the 2004 submission. Overall, the office and retail square footage of 148,671 square feet has been decreased by 17% from the 2004 Application. Both Novi Ten Associates LLC and Kroger have together spent hundreds of thousands of dollars in planning for and designing this development. You have previously been advised by Rick Ragsdale of the Kroger Company in his letter of March 24, 2010 that Kroger is ready to begin construction on this project. You have also previously received a letter dated November 5, 2009 from Landmark Commercial Real Estate Services, Inc.

that stated that while there are many big box vacancies available in the regional centers in Novi, there is still a need for local type shops and a well-located supermarket anchored neighborhood center.

It is well documented in the City's planning documents and its paid-for Market Study that Novi needs additional grocery stores. Currently, Novi is served by the Kroger store at Grand River Avenue that was built in 2000. It was a proto-type store, at that time, with 54,000 square feet. **Please note that this store will remain open and is not affected by the new Kroger store in the Weiss PRO.** The only other true grocery store in Novi is the old Farmer Jack/Busch store. This was built in 1970 and it is undersized at only 30,000 square feet. Therefore, the conclusion is that the approximate 54,000 residents of Novi are only served by 84,000 square feet of grocery store located within the City. **The proposed Kroger store of 64,000 square feet, with competitive prices, meets the needs of a large portion of the City of Novi residents.**

The Market Study submitted with this Site Plan was performed by Chesapeake Group Inc., the same company the City used. The Market Study demonstrated that 40 perspective retail category uses were underserved in the trade area for the Weiss PRO. The recommended tenant mix from that number showed 12 specific uses that could support a shopping center between 140,000 and 199,000 square feet which includes a supermarket of 50,000-65,000 square feet. They reported that "based on the US Census, the City of Novi per capita sales were lower than that of Oakland County or the Detroit PMSA for the categories of food stores, specifically grocery stores..." **Further, there is "...market support for a grocery anchored center, to curtain leakage out of the market for food shopping. Typically, grocery shopping is done close to one's home, unlike comparison shopping goods shopping."**

Mr. Weiss hired the Strategic Edge Company to perform customer research on neighborhood shopping patterns and preferences in Novi. This was a random survey of 308 area residents; the goal was to determine current shopping patterns as well as level of interest in having a new supermarket and similar neighborhood shops at Ten Mile and Novi Roads. The results were as follows:

1. **Over 78% of the respondents said they were "very likely" or "somewhat likely" to shop at a new supermarket, should it be located at the site at Ten Mile and Novi Roads.**
2. **64% of those surveyed said that the location at Ten Mile and Novi Roads is more convenient than, or as convenient as, their present supermarket location.** Most shoppers identify Meijer as their present primary supermarket (19% at Grand River and Wixom Roads and 20% at Haggerty and Eight Mile Roads), followed by Hilliers in Northville (16%), Farmer Jack (now Busch) at Ten

Mile and Meadowbrook Roads (15%), and Kroger at Beck and Grand River Roads (also 15%).

3. Overall, most of the respondents shop at their primary supermarket due to convenience of the location (53%) more than any single reason, including everyday prices, selection and variety, produce quality and advertised prices, and meat quality.

**They conclude by determining “this customer consumer survey shows that convenience is the primary factor in consumer choice for grocery and neighborhood type of shopping. Novi shoppers desire and would patronize a conveniently located full-service grocery store and associated neighborhood shopping at Novi Road and Ten Mile Road”.**

The next major discussion area is a comparison of the retail vacancy rate versus the industrial vacancy rate.

The City Staff, through its own survey, established **the retail vacancy rate in the City of Novi at 10%**. Members of the Planning Commission correctly asked the Staff what the vacancy rates are for industrial buildings in the City. The Staff said they did not look at that. While I have! Attached is the vacancy rate schedule for Novi Industrial Building Space that I received from Thomas A. Duke Company. **Novi has 8,323,666 square feet of industrial building space. As of May 24, 2010, 16% of industrial space was vacant and there is a total availability of 21% of all industrial building space located within the City.** Additionally, the Staff reports, at page 53 of the Appendices to the Master Plan Amendments dated February 26, 2010: “available area for office and industrial uses may be a 19 to 48 year supply”.

The City Staff has stated that Novi needs to maintain its supply of vacant industrial land in case a big user wants to come to town. **Remember that east of the Weiss PRO parcel is a vacant 107,000 square foot industrial building that has been vacant for five years or more. Any large user would move into that building rather than go through the time and expense of new construction.**

The same Master Plan report, at page 21 of the Appendices, stated: “without an adequate supply of land for retail space, some retail services that the public wants may not be provided and, if not provided, the public will need to travel outside of the local community to get these services.”

The Staff concluded that there is currently enough retail supply that it will not need more by the year 2018 as the population increases.

FACTS

Industrial Vacancy Rates	16% - 21%
Retail Vacancy Rates	10%
Supply of existing industrial land per City Staff	19 to 48 years
Supply of existing retail vacant land per City Staff	8 years

FACTS

1. Consumer research for neighborhood shopping patterns and references established that over 78% of Novi residents were "very likely" or "somewhat likely" to shop at a new supermarket at Ten Mile and Novi Roads.
2. The Market Study establishes there is market support for a grocery anchored center with ancillary retail uses at Ten Mile and Novi Roads between 140,000 and 199,000 total square feet.
3. The current retail vacancies are at 10% and land zoned for retail which should be used within eight years.
4. The vacancy rate for industrial buildings in Novi is between 15% -21% and the vacant industrial zoned land should be used up within 19 to 48 years.

In conclusion, the facts speak for themselves. Novi residents desire a grocery store with ancillary retail at Ten Mile and Novi Roads. It is supported by Market Study, resident opinions and through a comparison of the vacancy rates between retail and industrial uses. The subject land should not remain as industrial. It should be rezoned as requested to allow for the retail uses as presented. Any other conclusion would not be based upon fact but upon mere emotion and unfounded beliefs.

Respectfully submitted,

GABE, QUINN & SEYMOUR

Matthew C. Quinn  
Attorney for Novi Ten Associates

MCQ/kw  
Enc.