

City of Novi 2016 Master Plan Update



Adopted DATE

clearzoning



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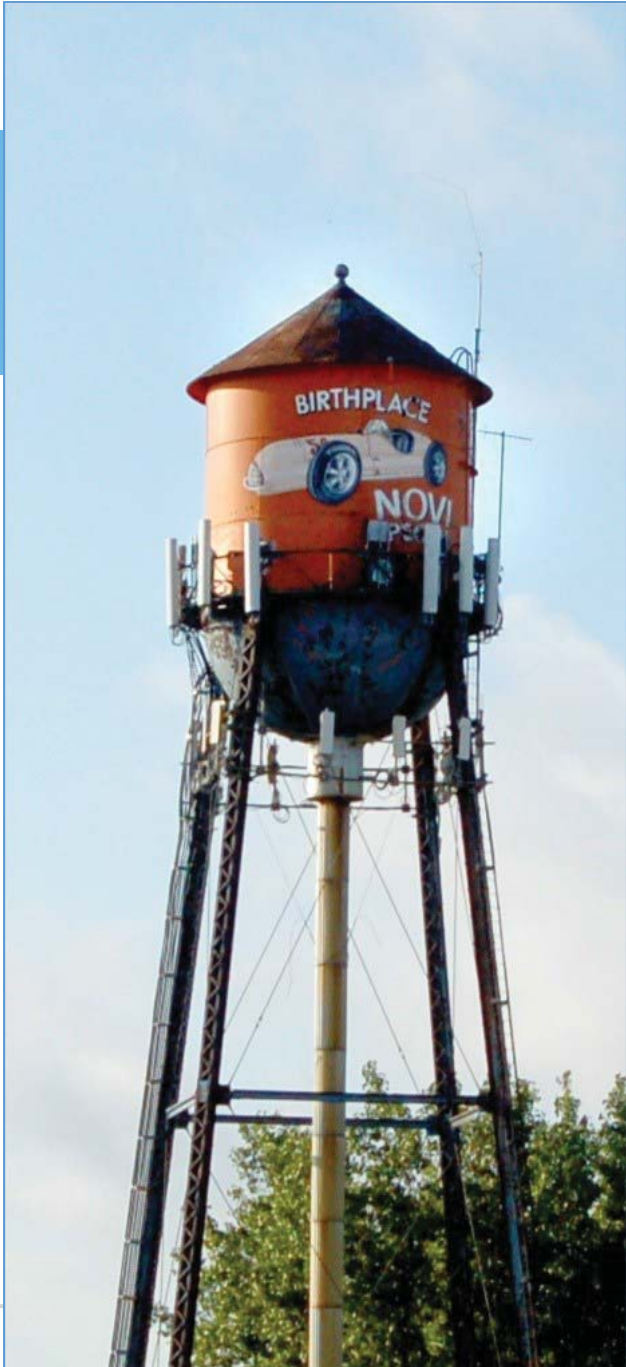



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“ Observe always that everything is the result of change, and get used to thinking that there is nothing Nature loves so well as to change existing forms and make new ones like them. ”

- **Marcus Aurelius**, emperor of Rome (121-180 AD)

1: Introduction

The City of Novi is a thriving community in Southeast Michigan.

Incorporated in 1969, the City has historic roots as far back as the early 1800's when it was settled as a farming community. It remained relatively rural until the mid-1900's as new transportation networks in the region knitted the then-Village of Novi into the fabric of metropolitan Detroit. When the village became a city in 1969, the population was roughly 9,700. From the 1970's to today, one new subdivision after another made Novi into one of the most populous suburbs in the region with a 2010 population of 55,224. This Master Plan Update reinforces the City's commitment to keep Novi thriving into the future.



Photos around the City. Clockwise from top left: sculpture at the Civic Center, the historic Township Hall building at Fuerst Park, the Public Library, and Novi High School.



Despite challenging economic conditions in the late 2000's that extended into the 2010's for many communities in Michigan, population and business growth have continued in Novi. Residents enjoy excellent schools and a diverse housing stock that includes everything from apartments to luxury homes. Its location is one of the City's biggest strengths, both from the standpoint of residents as well as businesses. Easy freeway access with interchanges on Interstates 96, 275, and 696, along with connections to state highway M-5, give the City convenient access to Lansing, Detroit, and Ann Arbor as well as Detroit Metropolitan Airport.

The access afforded by the interstates has allowed the City of Novi to attract and retain significant regional commercial development, including a destination retail cluster and a regional convention center. These developments are less than two miles apart and attract thousands of people throughout the year. The City's freeway access also attracts numerous businesses, including industrial and technology firms, making the area an important employment center in the region.



The City also maintains a diverse park system that includes a growing trail network along with active and passive recreation opportunities. From its access to 670-acre Walled Lake at the City's north end to its community sports fields at the City's south end, residents can enjoy a variety of water and field sports. Playgrounds and nature areas can also be found throughout the City.

Maintaining and enhancing these strengths will be important to continue the City's success into the future. This 2016 Master Plan Update will explore the City's strengths and weaknesses while seeking opportunities to enhance the quality of life for its residents.



Photos around the City. Images at left, starting from the top: Twelve Oaks Mall, the Suburban Collection Showplace, and Providence Park Hospital.

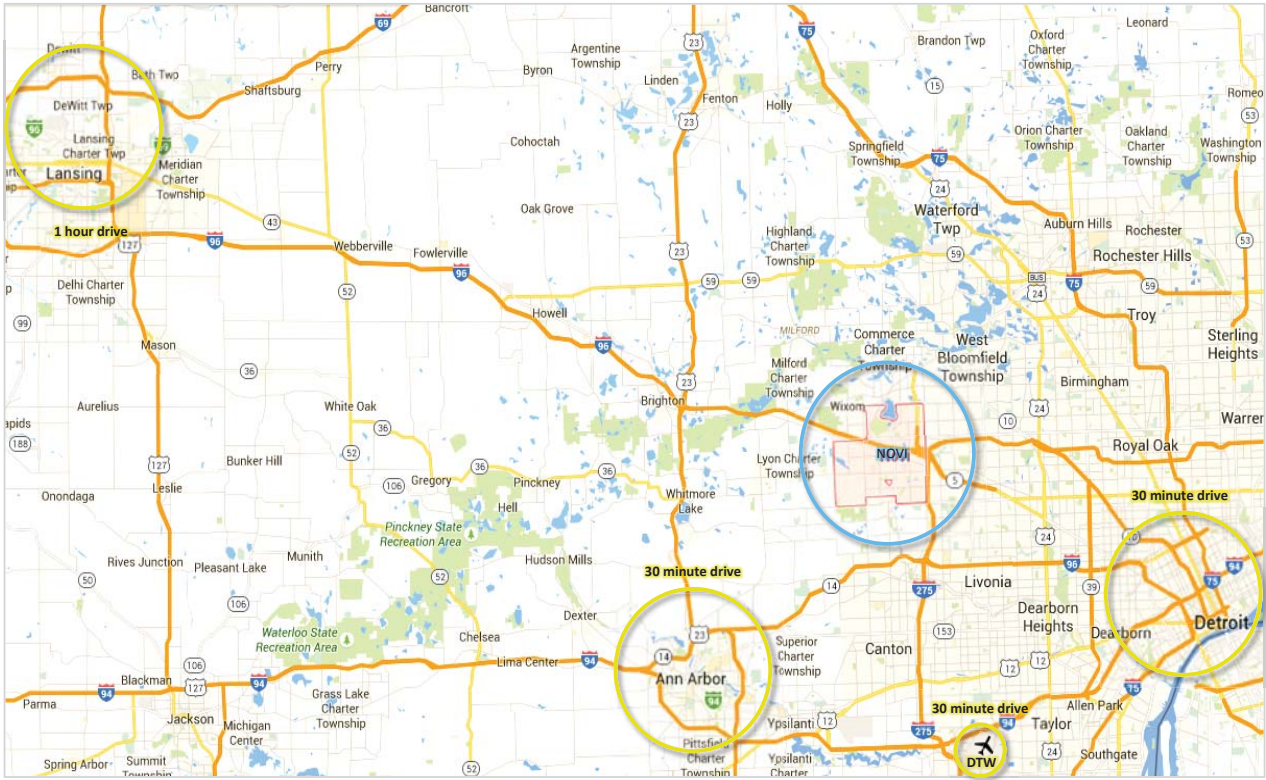
What is a Master Plan?

A Master Plan is a community's long-range guide for the future. It is similar to a business plan, in which a business identifies its resources and strategies for success, without mandating rigid procedures that may prove to be unrealistic or outdated when faced with internal and external changes.

Community master plans illustrate the vision for the future and contain guiding principles that help a community create land development policies and make land use decisions. In Michigan, the value of the master plan as an important community document is recognized, which is why the state of Michigan requires the master plan be reviewed every five years. This review allows communities to check in on their progress and ensure the vision and guiding principles are still relevant.

Combined with the expertise of City staff and the knowledge of its officials, public input is a key part of the master plan process, as well as its implementation. The master plan process typically starts with staff and officials building the foundation of the plan - understanding existing conditions and land use patterns as well as forecasts for growth. Sharing this information with residents and business owners allows them to provide input about how these factors impact their lives and businesses. The remaining part of the planning process involves building consensus about where the community wants to go and creating a strategy for how to get there.

2: Existing Conditions



Location Map—Novi’s location on I-96 and I-275 makes transportation convenient for residents and businesses. Detroit Metropolitan Airport (DTW) is only 30 minutes away.

The City of Novi has seen dramatic population growth since its incorporation as a City in 1969, when the population was 9,668.

Between 1970 and 1980, the population of the City more than doubled in size, growing to 22,525 by 1980. The population doubled again by 2000, growing to 47,386. While the population growth has slowed in the past ten years, the City still saw an increase of almost 10% with a 2010 population of 55,224. As would be expected, similar to population growth, the housing stock grew at the same rapid pace, with only about 30% of the City’s housing built prior to 1980 and 24% built between 2000-2009.

Population & Households

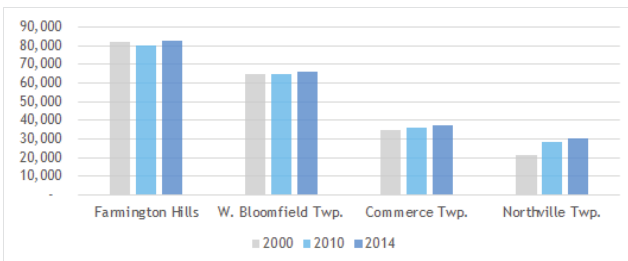
The growth of the City of Novi is consistent with growth in the region. Most nearby communities have seen an increase in population since 2000, although only in Wixom and Lyon Township (both west of the City along I-96) has the population increased more than in Novi (by 12.5% and 19%, respectively). Only one nearby community, Livonia (located to the City's southeast along I-275 in Wayne County), experienced a slight decline in population between 2000-2010 (a loss of about one and one-half percent).

With an estimated population of 60,000, the City of Novi is comparable in size to the Oakland County communities of Farmington Hills (2014 population estimate: 82,897), West Bloomfield (2014 population estimate: 66,179), Rochester Hills (2014 population estimate: 73,556), Royal Oak (2014 population estimate: 59,016), and Southfield (2014 population estimate: 75,768).

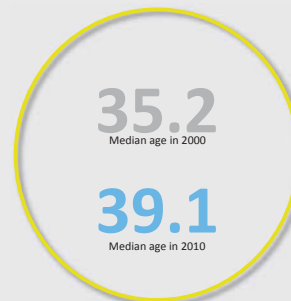
With the popularity of the public school systems serving Novi, the City has attracted many families over the years. In 2000, the population had roughly the same number of children under four years of age (about seven percent) as adults over 65 (about eight percent). The largest age bracket was people aged 35 to 64 years (about 43%). In 2010, the population has aged, with now twice as many residents over 65 (11%) as children under four (just under six percent). The 35 to 64 age group has remained constant. The median age of Novi residents in 2000 was 35.2; in 2010, the median age increased to 39.1. The City's population is expected to continue to age, in a manner similar to other communities in the region and state. The Southeast Michigan Council of Governments (SEMCOG), the seven-county regional planning agency, projects that by 2040, given current trends, the population of Novi will stabilize at around 58,000 people, but 25% of the residents will be over 65 years of age.

Additional changes in the population involve the number of residents per household. In 2000, there were 2.52 people per household – and 18,726 households total. That number has declined to 2.47 in 2010, while the number of households grew to 22,317 (which explains why the overall population increased). In 2014, the number of households is estimated to have grown to 24,680, while the number of people per household dropped to 2.44. While the number of people per household in 2010 is fairly consistent with communities in the area, it is lower than nearby Commerce, Lyon, and West Bloomfield Townships (2.71, 2.7, and 2.66 respectively), but higher than Farmington Hills (2.36), Northville (2.29), Walled Lake (2.09), and Wixom (2.36).

POPULATION GROWTH OF NEARBY COMMUNITIES 2000-2014



Source: U.S. Census



Impacts of an Aging Population. In the United States, the population is living longer, while birth rates have been declining, leading to an overall aging of the population. There is some evidence to suggest the birth rate may be on the increase again as the economy improves; however, the birth rate has not changed enough to change the aging trend at this point.

Suburban communities around the country will be facing similar shifts in their populations and many will also be faced with a housing stock and transportation network that is not well-suited for their future older adults. Many residents who moved to the City for a single-family home on an ample lot may find that maintaining such homes is too labor- and time-intensive. Suburban land use patterns of separating single-family neighborhoods from commercial activities mean driving for most, if not all, daily needs.

With traffic congestion frequently mentioned as one of the frustrations of living and working in the City, this may be even more difficult for an aging population. Further, according to the National Highway Traffic Safety Administration, the majority of older drivers will outlive their ability to drive by about 7 to 10 years. This means that the demands for alternative forms of transportation and land use patterns are likely to rise.

Education and Income

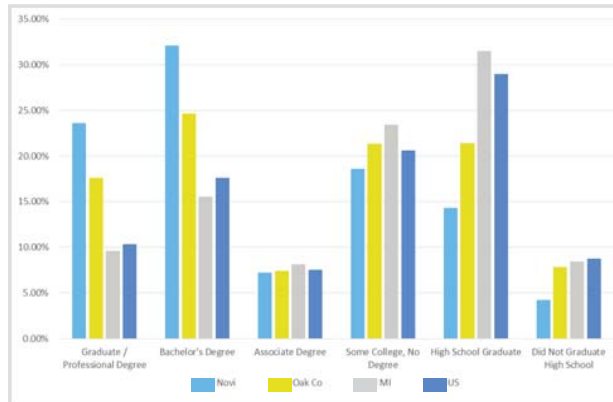
Despite the recession, between the 2000 and 2010 US Census, the City’s median household income rose from \$71,918 to \$80,151 (about 11.5%), compared to the Michigan median household income of \$48,519. On a per capita basis, income levels have grown from \$35,992 to \$42,456 (18%). While the income levels did increase during the recession, they did not keep pace with the rate of inflation, which grew 20.8% between 2000-2010.

The high level of educational attainment of Novi’s residents may explain the higher than average income levels. In 2010, 95.8% of the City’s residents completed high school. Compared to nearby communities, most are close to the City’s level, but only Northville Township (96%) exceeds Novi. Over half (55.7%) of Novi residents are college graduates – an increase of 13.4% since 2000.

The growth of college graduates in the region is significant over the decade between 2000-2010. Neighboring communities saw the number of college graduates rise from between 7.3% (Farmington Hills) to almost 24% (Lyon Township). In 2010, approximately 23.6% of Novi residents held a graduate degree, compared to 17.6% of Oakland County residents and 9.6% of all Michigan residents. The US average is 10.3%.

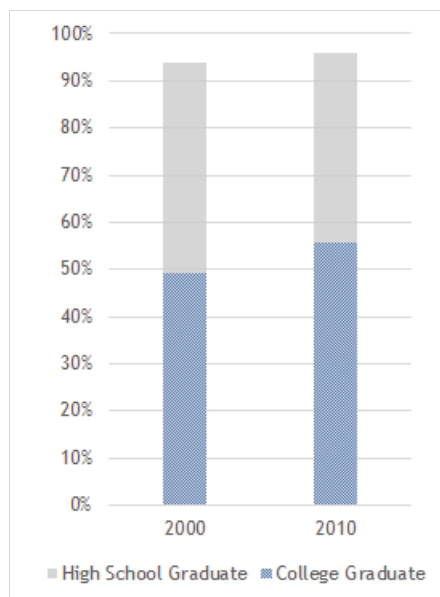
Contributing to the education of Novi residents are the four award-winning public school districts that serve the City: Novi Community Schools, Northville Public Schools, South Lyon Community Schools, and Walled Lake Consolidated Schools. Additionally, Novi Christian, Franklin Road Christian Schools, and Detroit Catholic Central High School offer private school options in the area. Locally, Walsh College, the Art Institute of Michigan, and South University contribute to post-secondary education, while within less than an hour’s drive from the City of Novi are the University of Michigan, Michigan State University, Wayne State University, and Eastern Michigan University.

HIGHEST LEVEL OF EDUCATION OF NOVI RESIDENTS—2010

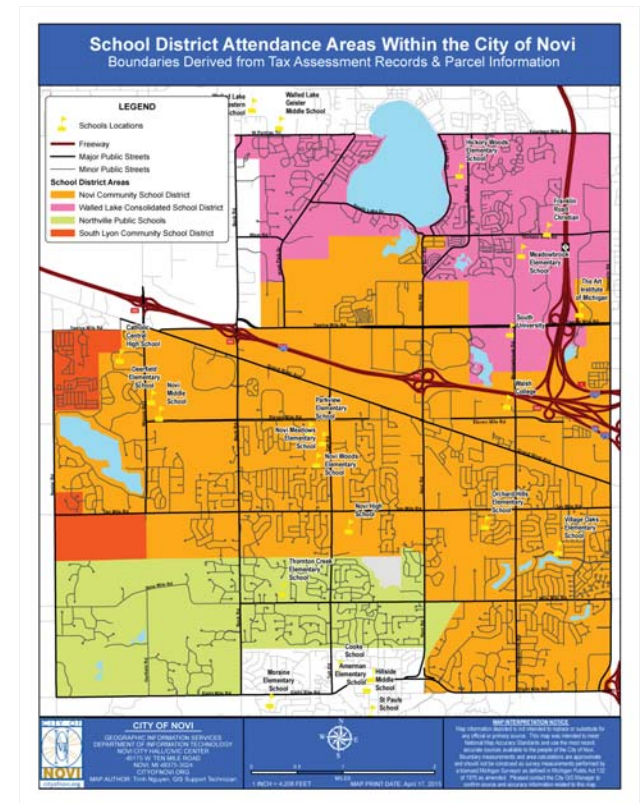


Source: US Census

EDUCATIONAL ATTAINMENT OF NOVI RESIDENTS—2010



Source: US Census



CHANGE IN PER CAPITA & HOUSEHOLD INCOME: 2000-2010



Source: US Census

Housing

In terms of housing, in 2010, the City of Novi had 24,164 housing units. Of those, about 50% were single-family detached homes. Apartments comprise 31.62% of the housing types, while townhomes (12.65%) and manufactured homes (five percent) make up the rest of the housing stock. This is fairly consistent with the composition of the housing types in 2000. Home ownership declined between 2000-2010 from 71% to 66%. This may be related to the recession as well as the aging population.

Diversity of housing types is important for a balanced community; while families with children may prefer a single-family detached home in a neighborhood, young professionals and empty-nesters may seek a smaller home with lower maintenance.

While the recession took a toll on housing values between roughly 2007 and 2012, it appears that between 2000-2010, the median housing value increased from \$236,300 to \$259,656 – a change of over nine percent. The Consumer Price Index (CPI) for the Detroit-Ann Arbor-Flint region increased by 20.8% during this time period, meaning that housing values did not keep up with inflation between 2000-2010.

Median rent has increased as well, from \$818 in 2000 to \$944 in 2010, or over 15%. While the City of Novi's median housing value is higher than nearby Commerce Township (\$229,300), Farmington Hills (\$238,300), Livonia (\$182,700), Lyon Township (\$242,400), Walled Lake (\$143,700), and Wixom (\$216,500), it is lower than Northville Township (\$350,300) and West Bloomfield Township (\$291,200). Rental rates are higher in Commerce Township (\$1,205), Lyon Township (\$953), Northville Township (\$991), and West Bloomfield Township (\$1,425).

NOVI CHANGES IN MEDIAN HOME VALUE & RENT: 2000-2010



\$236,300
Median home value in 2000

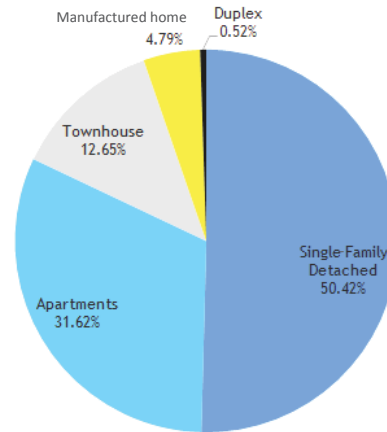
\$259,656
Median home value in 2010

\$818
Median rent in 2000

\$944
Median rent in 2010

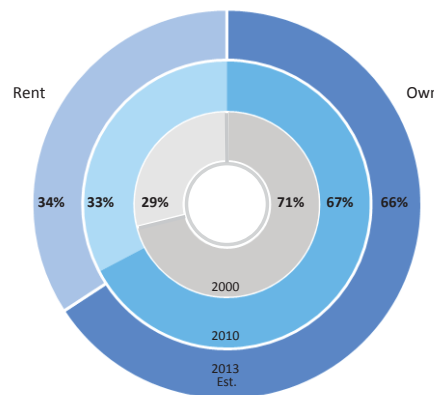
Source: US Census

HOUSING TYPES IN THE CITY OF NOVI—2010



Source: US Census

HOME OWNERSHIP IN THE CITY OF NOVI—2010



Source: US Census

Value of Housing

In 2012, SEMCOG prepared a regional housing study that noted, "Population, economic, and building trends in the last 10 years have dramatically altered Southeast Michigan's housing needs. Although the region has lost more than 125,000 residents since 2000, more than 108,000 new housing units have been added. This mismatch of housing supply and demand is one of the region's core challenges impacting sustainability and quality of life." The report stresses the importance of key regional and local policies that support variety in housing, affordability, and transit.

The report found that housing is the largest land use throughout the region, "comprising 45 percent of the land in Southeast Michigan's seven counties." This represents an important resource in the region, but it is important to note that Michigan's population is not expanding rapidly (Michigan is the only state that lost population in the 2010 Census). The report's critical point is that because "the vast majority of this housing is immobile (fixed in a specific geographic location), durable (most of our housing stock, when maintained at a decent level, can last 100 years or more), and expensive (by and large the greatest expense for a family), it must be a community and a region's priority to ensure that this housing stock is well maintained, as well as located and constructed to meet the needs of its residents. Unlike many regions across the country that are developing sustainability strategies to manage growth, sustainability in Southeast Michigan will depend on how well our communities manage infrastructure, neighborhoods, and housing that were built to serve a much larger population."

Employment

The recession hit Michigan hard; in 2010, the unemployment for the state was 11%. In Novi, the unemployment rate was lower - 6.5% - but it was still a large increase from 2000, when the unemployment rate was a low 1.7%. City records indicate the unemployment rate in 2013 was down to 4.2%.

The 2010 US Census reports that the top industries for employment in 2010 were retail trade (20%), knowledge-based services (18%), private education and healthcare (14%), and leisure and hospitality (13%). According to the City's economic development office, in February 2015, St. John Health/Providence Park Hospital was the City's largest employer, with 1,560 jobs. The Novi Community Schools are the second largest employer, with 950 jobs. With 834 employees, Fox Run Retirement Community is the third largest employer.

Commuting is a fact of life for most Novi residents. SEMCOG has mapped US Census data that shows how many people commute into and out of Novi for employment. Based on 2006-2010 estimates, the City has 26,928 residents who leave the City for employment, while 4,905 people lived and worked in the City. The top five cities to which Novi residents commute are Farmington Hills, Detroit, Southfield, Livonia, and Dearborn.

Novi is an employment center in the area, with 34,013 people commuting to the City. The top four local communities in which these workers live are Livonia, Farmington Hills, Detroit, and Commerce Township. Interestingly, the fourth highest area from which people commute is “out of the region,” which means outside the seven county area covered by SEMCOG.

TOP THREE NOVI EMPLOYERS—2015

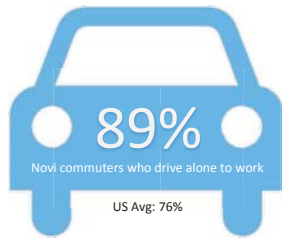
Employer	Jobs
St. John Health/Providence Park Hospital	1,560
Novi Community Schools	950
Fox Run Retirement Community	834

Source: City of Novi

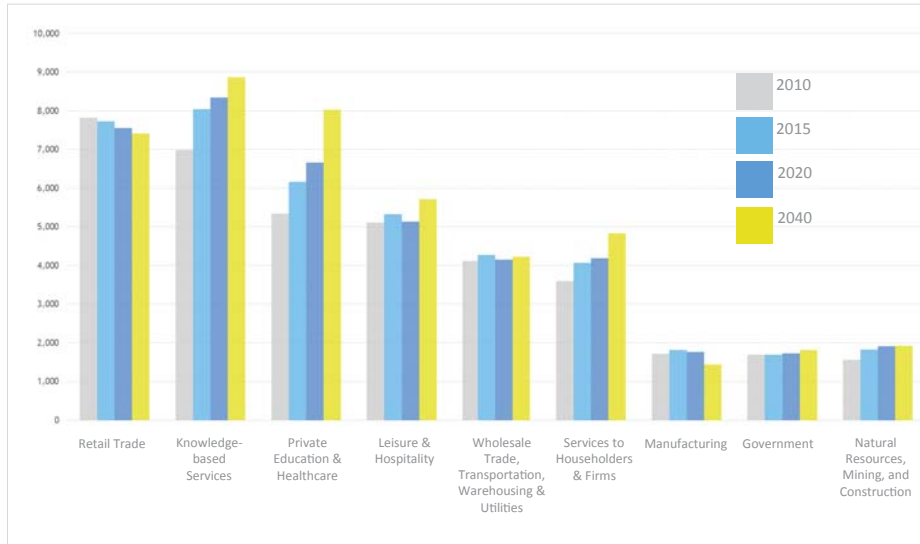


Average commute time for Novi residents in 2010—down from 26.6 minutes in 2000.

Source: US Census



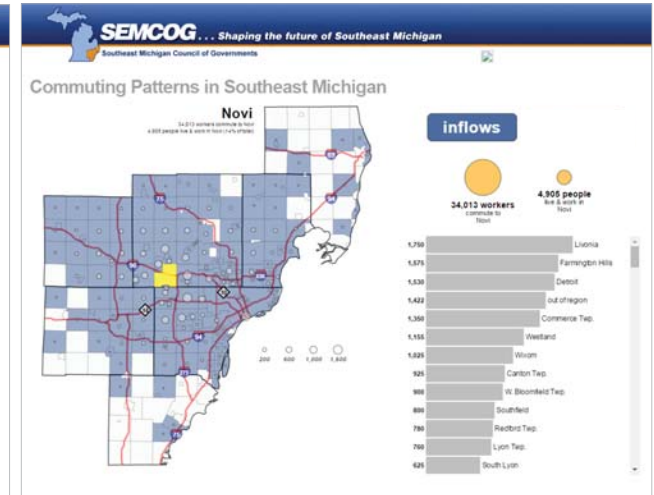
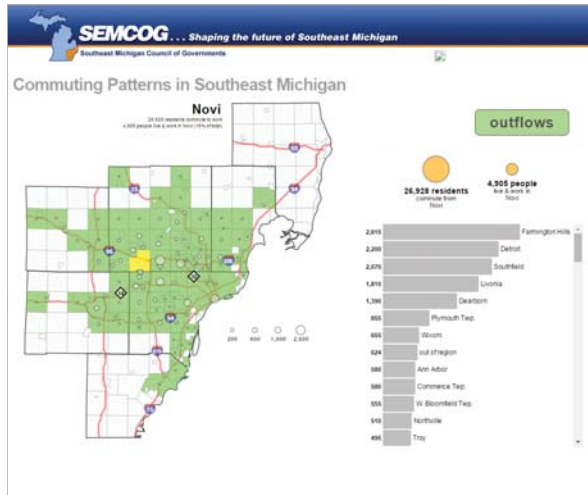
CURRENT & FORECASTED INDUSTRY TRENDS IN NOVI BY NUMBER OF JOBS: 2010-2040



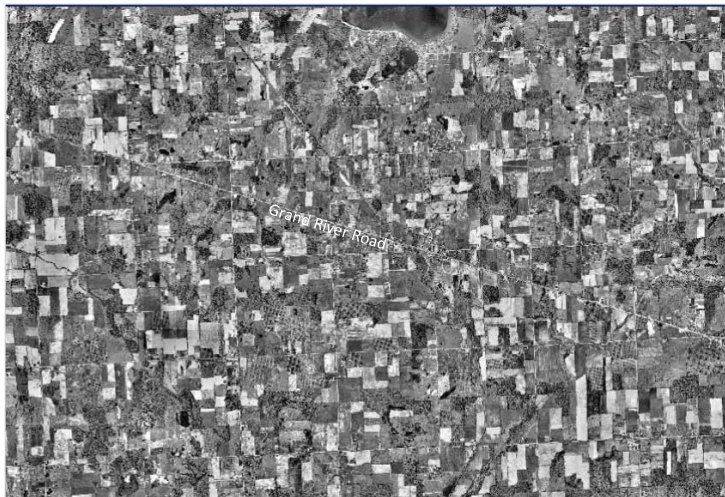
Source: SEMCOG

The graph at left illustrates current and forecasted industry trends in Novi by number of jobs; this information will be discussed further in the market assessment chapter.

COMMUTING PATTERNS INTO AND OUT OF NOVI

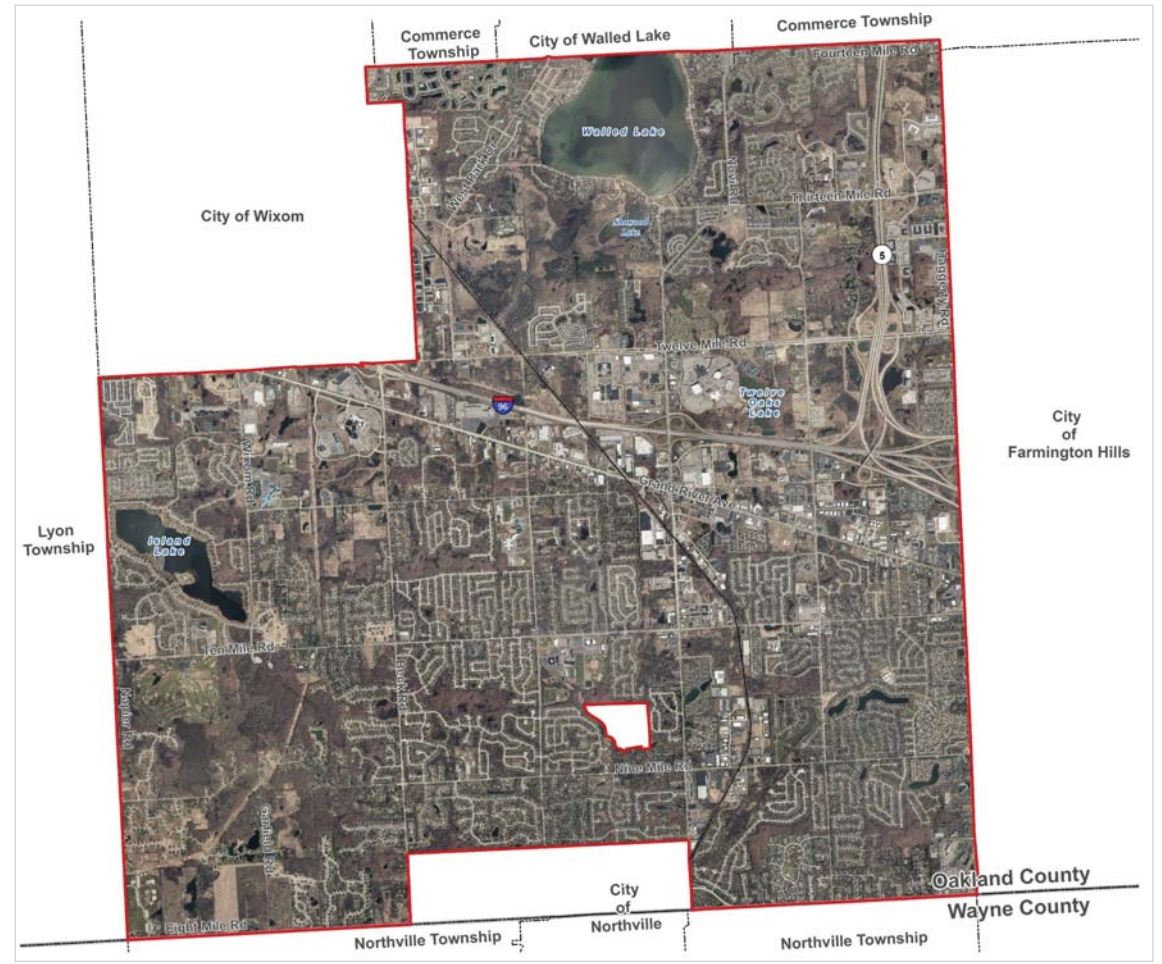


CITY OF NOVI—AERIAL IMAGES FROM 1949 (BELOW LEFT) & 2015 (BELOW RIGHT)



Source: City of Novi

These aerial images, provided by the City of Novi, illustrate the change in land development in the City between 1949 (above) and 2015 (right). During this time, Novi was transformed from a farming community to a thriving suburb, with access to a regional transportation network that in 1949 only consisted of Grand River Road and the railroad (now operated by CSX Transportation, Inc.).



Land Use

The City of Novi is comprised of 20,001 acres, approximately 3,300 of which are water or rights-of-way. In the 2010 Master Plan, single-family residential was the largest land use in the City, with 24% so developed; 20% of the City's land area was vacant. By 2013, the amount of vacant land dropped to 12%, while single-family residential land use had grown to 27%. The next two largest land uses are recreation/conservation and road rights-of-way; both comprised 11% in 2003 and increased to 14% and 13%, respectively, in 2013.

Other land uses, including commercial/office, industrial, and multiple-family residential grew by about one percent.

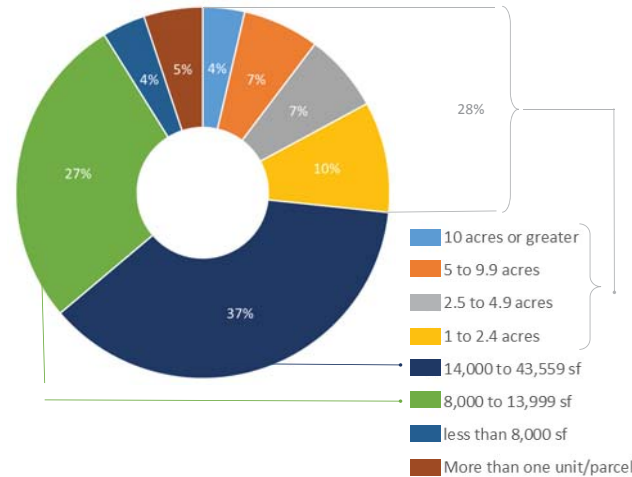
The City's largest land use, single-family homes, can also be understood in terms of the variety of lot sizes that comprise the single-family land use. Of the 5,378 acres of single-family land, about 37% (1,996 acres) contain lots from 14,000 square feet to just under one acre. While 27% of single-family land is made up of lots between 8,000 and 13,999 square feet, another 28% is made up of lots larger than one acre in size.

As would be expected in a growing community, the amount of vacant land is decreasing. In 2001, the City was 22% vacant land. By 2009, that number dropped to 12.9%. In 2013, the City had 2,371 vacant acres, or just about 12%. Not all vacant land has the potential for development, however, due to wetlands, woodlands, topography, and other concerns.

For mapping purposes, the City of Novi consolidates some of its land use categories into broader categories. **The Existing Land Use Map EC-1** shows commercial and industrial uses concentrated along Grand River Avenue, Novi Road, 12 Mile Road, and the I-96 and I-275 freeways. There are small pockets of commercial and public/institutional land uses dotted within areas that are primarily single-family residential. From this map, it is clear why traffic on and around those commercial corridors tends to be heavy.

The Oakland County Composite Future Land Use Map EC-2 shows future land uses in the border areas in adjacent communities, prepared by Oakland County Planning & Economic Development Services (PEDS). Along the northern border of the City (Pontiac Trail Road) in Commerce Township, Walled Lake, and Wixom, the planned land uses vary widely. In Wixom, at the

SINGLE-FAMILY RESIDENTIAL LAND AREA BY LOT SIZE—2013

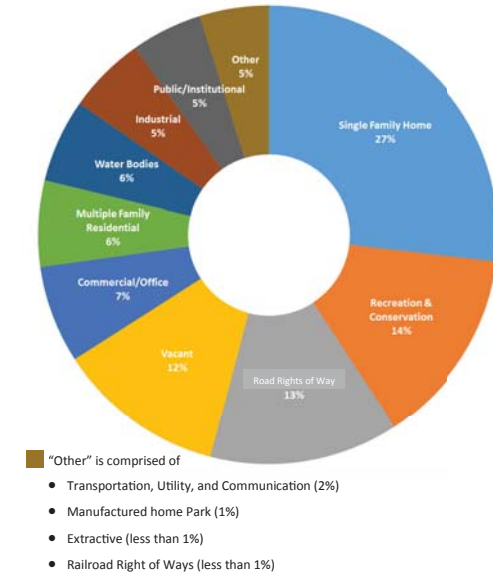


Source: Oakland County

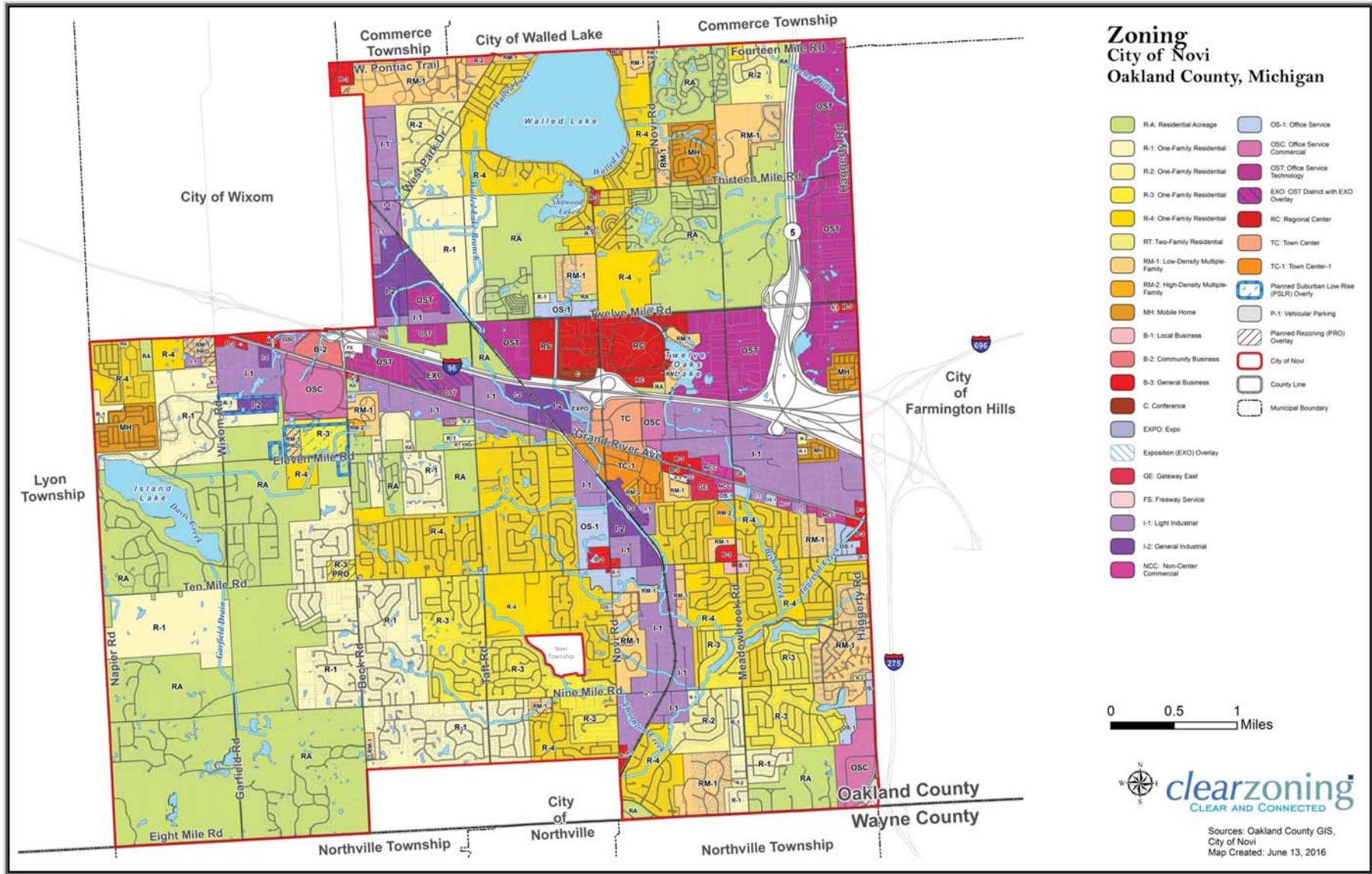
City's northwestern edge, the future land uses are primarily commercial and industrial. Farmington Hills, along the City's eastern border designates areas north of I-696 as a mix of residential and commercial, while south of I-696, along I-275, the area is designated as commercial and industrial. Community land use plans in the communities adjacent to the City's west (Lyon Township) and south (Northville Township—not illustrated on this Oakland County Map, but highlighted separately on the **Northville Township Map EC-3**) designate those areas mainly as single-family residential. Future land use will be discussed in greater detail in the chapters ahead.

The maps on the following pages illustrate other factors that impact land use development, including the **Zoning Map EC-4**, publicly owned lands and the **City's Non-motorized Transportation Map EC-5**. Natural features, including regulated wetlands, regulated woodlands, floodplains map, and maps will be discussed in more detail in the next chapter, Environment & Open Space.

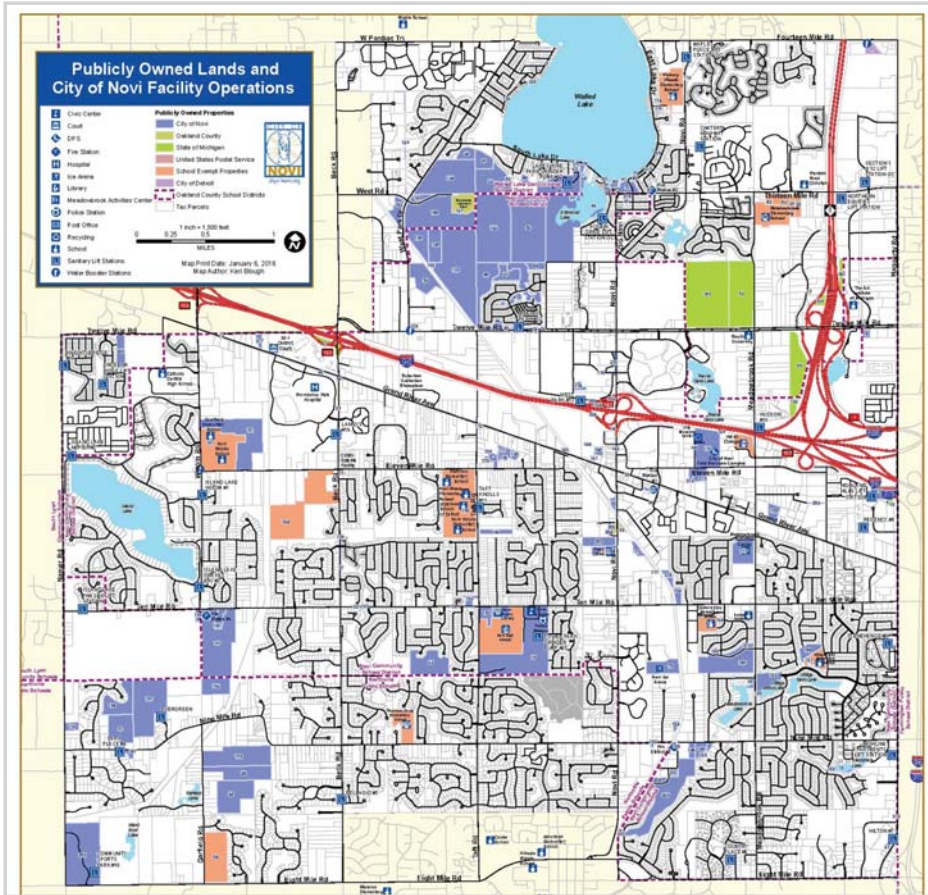
2013 EXISTING LAND USE BY CATEGORY



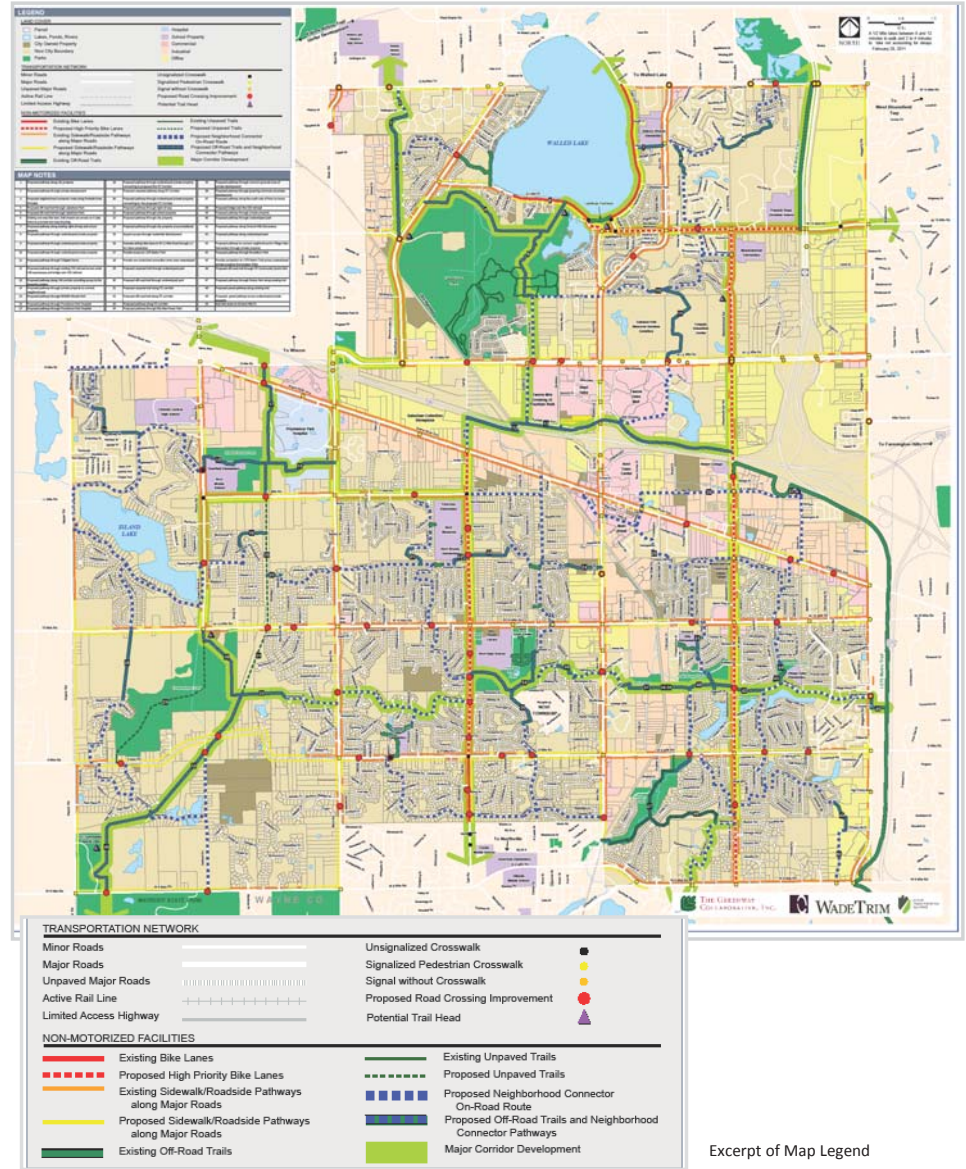
Source: Oakland County



MAP EC-5 CITY OF NOVI—PUBLICLY OWNED LANDS



MAP EC-6 CITY OF NOVI—NON-MOTORIZED TRANSPORTATION MASTER PLAN



Excerpt of Map Legend

3: Environment & Open Space



People often think of sustainability in terms of energy conservation and recycling, but community sustainability involves a broader perspective.

A community is comprised of both the natural environment such as wetlands, woodlands, and watercourses as well as the built environment that includes buildings, roads, and sidewalks. A master land use plan looks at developed and undeveloped lands individually but also envisions a comprehensive, integrated approach to preservation, conservation, and development. This approach recognizes environmental, social, and economic benefits that result in healthy and sustainable communities.

Environment & Open Space

In 2000, the City of Novi prepared an extensive study of natural features. This study inventoried the City's natural resources, including soils, groundwater, topography, watersheds, drains, streams, flood prone areas, woodlands, wetlands, and other wildlife habitats. Such features contribute greatly to the character of a community, and they can be used to enhance development and improve the quality of life. Mapping of these natural features and environmental threats that can have a negative effect on the overall natural ecosystem has been updated in 2015 and is summarized below (where updated data is available).

Soils

Novi has a wide variety of soil types that can be grouped into four categories. The most predominant soil types are the Marlette and Capac sandy loams, whose maximum slopes do not exceed 12%. These soils depicted on **Soils Map ENV1** are located in their greatest quantities between Eleven and Twelve Mile Road (Sections 13-18), and between Nine Mile Road, Eleven Mile Road, Beck Road, and Novi Road (Sections 21, 22, 27, and 28). While both Marlette and Capac soils present severe restrictions for local streets and roads, due to the low strength of these soils, there are also severe restrictions for building any type of structure on Capac soils. A "severe" limitation may require special studies of the area to determine the feasibility of the development.

The Glynwood and Blount loams are located in areas where the slopes do not exceed 6%. They are located in the southern part of the city. Both soils have severe restrictions for constructing local roads and streets. Blount soils severely restrict the building of structures due to wetness. A "moderate" limitation is one in which specialized design, planning, and/or engineering work would be required in order to make the site usable for structures or roadways.

Oshemo-Boyer loamy sands are predominantly on the north side of 10 Mile Road, between Meadowbrook and Haggerty Roads and west of Beck. This soil has only a slight limitation for constructing either structures or roadways, and therefore

makes it more conducive to supporting new development than the soil types discussed above.

There are several classifications of muck in Novi that may be found scattered around the entire City. There are some large areas of Houghton and Adrian soils south of Ten Mile Road near Garfield. Another large area is bound by Twelve Mile, West Road, the railroad tracks and Walled Lake. Thomas muck can be found along Novi Lyon Drain and in small areas of Sections 16, 21, 22, and 27. All of these associations are similar because they are very low strength soils, with frequent ponding, so these soils are unable to easily support a foundation or a road. Therefore, they pose a severe limitation to supporting any type of development (structures, roads, etc.).

Surficial Geology

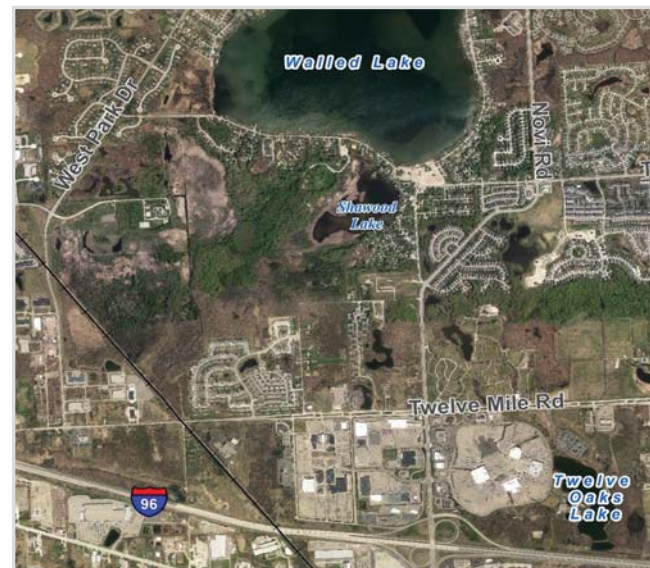
Knowing about the surficial geology and groundwater flow within the City helps with an understanding of how materials in one area can migrate and affect the groundwater in other areas over time.

The majority of the City is composed of end moraines of medium-textured till as depicted on the **Surface Geology Map ENV2**, which is material that was deposited by the glaciers as they retreated from the area. These end moraines are located near the western border of the city, south of 11 Mile Road; the western border between approximately 11 Mile and 13 Mile Road, and a wide band extending north and slightly east from the border with Northville to the northeast corner of the city. A band of medium-textured glacial till is located from Walled Lake nearly due south to Nine Mile. These medium-textured tills have a wide variety of topographic relief and drainage characteristics.

The remainder of the city is composed of glacial outwash sand and gravel and postglacial alluvium. Given the larger size of these materials, liquids can pass through them at a faster rate than the other surface materials. Therefore, these areas may be the quickest to provide groundwater recharge and the transfer of surface contaminants.



The City's soils and surficial geology attracted the cement industry many years ago and some still remain operational today. The aerial image below illustrates the impact of soil conditions and land ownership on development between 12 Mile Road and Walled Lake.





The residential community of Island Lake, on the City's west side, was created as result of sand and gravel mining activity that ended in the 1990's.



Walled Lake is located in northern Novi and offers passive and recreational opportunities. It is also part of the Middle Rouge Watershed.

Topography

Novi has a varied topography, with some areas of the city being nearly level while others have some steep slopes. As the **Topography Map ENV3** indicates, one of the lowest elevations is 826 feet, off of Novi Road near the border between the cities of Northville and Novi. The elevation generally increases to the northwest, with one of the highest elevations being 1,010 feet, located on the northeastern side of Walled Lake in Section 2.

Smaller areas with significant topographic relief are between Nine Mile Road and Ten Mile Road, just west of Napier Road, and along Nine Mile Road between Taft Road and Novi Road. Large areas which have a relatively level surface, and which may be better suited for development, can be found in the southern part of Novi, south of Eleven Mile Road. Steeper slopes can be found in the northeast corner of the City, north of Twelve Mile Road and east of Walled Lake.

The hilly areas in Novi help to form the character of the city, by providing aesthetic views and variation in the land surface. Significant topographic relief can pose a challenge for construction activities, due to the grading and engineering work that would be necessary. Consequently, areas with steeper slopes and topographic relief may best serve as open space. This can be accomplished with good site planning and efforts to limit mass grading.

Surface Water and Groundwater Resources

The City of Novi is primarily served by surface water from the City of Detroit Water System. According to the City of Novi, the City purchased 1,842,752,472 gallons of treated water from the Detroit Water and Sewerage Department (DWSD) in 2014 to serve approximately 14,200 customer accounts on the Novi water distribution system. DWSD withdraws source water from the Detroit River and Lake Huron. There are two intakes in the Detroit River: one near Belle Isle, and one at the south near Lake Erie. A third intake is located at the south end of Lake Huron.

There are two groundwater aquifers serving areas of the community that are not served by DWSD. A 1987 study on the City's aquifers found that the two underground resources were

able to yield several millions of gallons of water per day. The shallower of the two aquifers extends to approximately 100 feet below ground surface, and is the primary water source for individual private wells. The deeper aquifer, approximately 270 feet below ground surface, is within a gravel bed that underlies most of Novi. This deeper aquifer provides water for the municipal well systems. As development continues in Novi, construction activities must be carefully monitored so as not to negatively impact the artesian pressures and possibly cause dewatering of the wells.

Watersheds, Streams, and Drains

A watershed is defined as the land area that contributes stormwater drainage to a specific waterway. As rain falls and snow melts, water travels across the land into soil, wetlands, creeks, streams, rivers, Great Lakes, and eventually the sea. Where water interacts with the built environment, there is a potential for contamination that impacts humans as well as wildlife.

The City of Novi is located within the Rouge River Watershed and the Huron River Watershed. The majority of the City of Novi is within the Rouge River watershed, with small areas along the City's western and northern boundaries located within the Huron River watershed. The subwatersheds for these rivers are shown on the **Subwatershed Map ENV4**. The City of Novi contributes approximately 13,795 acres of drainage area to the Middle Branch tributary of the Rouge River and 1,435 acres of drainage to the Upper Branch tributary of the Rouge River. The majority of the land in the City of Novi is a part of the Middle Rouge River subwatershed, which has an outlet above the Johnson Drain located in the City of Northville north of 7 Mile Road. The eastern portion of the City contributes stormwater drainage to the Upper Rouge River watershed, while the southeast corner of Novi has the Belle Branch of the Rouge. The watershed for Davis Creek, a tributary of the Huron River, is located along the far western boundary of the city. The City of Novi contributes approximately 4,725 acres of drainage area to the Huron River Watershed, which includes the Novi- Lyon Drain and its tributaries.



There are five county drains that remain in the jurisdiction of the Oakland County Drain Commissioner. These include the Davis Drain, Novi-Lyon Drain, Randolph Drain, Seeley Drain, and Townline Drain.

Floodplain Areas

An integral component of the natural systems are floodplains which includes the waterway and the land adjacent to watercourses that experiences occasional or periodic flooding. The **Special Flood Hazard Areas Map ENV5**, depicts the area of the floodplain which indicates the flood-prone areas in the city within the 100- year flood plain. These are the areas that have a 1 percent chance of being flooded within any given year. These are low-lying areas that are scattered throughout the city, with the majority of the flood prone areas located east of Taft Road, along the Walled Lake Branch of the Middle Rouge River and its tributaries including Miller Creek, Thornton Creek, Ingersol Creek, Bishop Creek, and Munro Creek. Knowing the extent of flood-prone areas is critical when planning for a community.

While floodplains can serve as a great viewshed for development or provide an aesthetic area for parkland or open space, development should be severely limited within the floodplain. The City of Novi is a participant in the National Flood Insurance Program, which means that the City has to maintain the minimum floodplain protection requirements in

order to remain in the program. The City of Novi also requires a Local Floodplain Use Permit application and process to protect the floodplains and help ensure that new development meets the federal, state, and local requirements regarding floodplains.

Uses that have a greater potential for contaminating a site, such as industrial facilities, should be located away from the flood prone areas. Due to the potential impact of individual sites on the floodplains, it is critical that site plan review procedures include appropriate standards to minimize the impact of these uses on the environment.

Environmental Conditions

It is important to identify the location of contaminated sites since they can be a source of pollution to a site and surrounding natural system areas and may impact future development activities. Toxic chemicals from industrial, agricultural, or other uses, have the potential to infiltrate to the groundwater and contaminate water downstream, thereby impacting other sites and communities.

Based on the Michigan Department of Environmental Quality (MDEQ) **Environmental Sites ENV6**, the majority of the contaminated sites are concentrated in the eastern portion of Novi and along the Grand River Corridor. Historically, these areas have received the most intensive development and have some of the oldest uses in the City. Consequently, these areas likely have the greatest environmental impact within the city. The location of known contaminated sites in the City is indicated on the map using data collected by MDEQ on a variety of databases from the federal and state government.

As the map indicates, there are many sites that are located in close proximity to waterways and flood zones, particularly those sites located off of Grand River and Novi Roads. Toxic materials used at these sites could easily contaminate the watercourse, spreading the contamination downstream and thereby impacting other sites and wells.

Consideration should be made for how abandoned and existing uses can be improved in order to reduce the likelihood that they will either contaminate or further contaminate the area. High standards must be implemented in order to ensure that future developments are doing what is necessary to reduce the risk of pollution.

Woodlands

Woodland areas provide many benefits wherever they are located in the City. Areas of woodland ameliorate the extremes of climate, providing heat during the coldest months while cooling the warmest months. They reduce wind velocity and reduce the evaporation of soil moisture thereby reducing soil erosion and runoff. They provide important wildlife habitat for a variety of mammals, reptiles, amphibians, insects, and birds in addition to smaller organisms such as insects and fungi, 90 percent of which have not yet been discovered. Woodland areas are critical for groundwater recharge areas and watershed protection, aid in visual and audio screening, and provide air and noise pollution filtration. Woodland areas are a resource for plant communities from forbs and wildflowers to all types of successional forest species. Furthermore, woodlands offer a variety of seasonal aesthetic beauties.

For natural woodland areas the greatest threat is destruction, followed by degradation or fragmentation. Reducing natural woodland into smaller and more isolated units destroys the habitat of many species, modifies habitat of others and creates new habitat for some species. Reduced area of woodlands allows undesirable species to take over the woodland species and weaken the basic diversity of species, both plants and wildlife that contribute to the particular type of forest ecosystem.

In addition, this affects the ability of woodlands to regenerate and continue succession. High quality woodland areas need to be buffered from adjacent activity. It is important to maintain large areas of contiguous woodlands with no or little fragmentation.

An inventory of existing woodlands is one effort in protecting one of the most valuable natural resources within the City of Novi. An inventory of woodland areas depicted on the **Woodlands and Tree Canopy Coverage Map ENV7**, totaled 4,872 acres of tree canopy. This is equivalent to 24% of the total area in the City of Novi that is under tree canopy coverage.

The preservation of woodlands as part of any development is vital to maintaining the natural community character. The City of Novi maintains a Regulated Woodland Map that serves as a general guide toward environmentally sound and responsible land development. Recently, City staff have completed an extensive assessment of the woodlands, revised the map based on woodland status updates, and accordingly made amendments to the woodlands ordinance.

Wetlands

Wetlands are transitional areas between aquatic ecosystems and the surrounding upland areas. They are also low areas which are intermittently covered with shallow water and underlined by saturated soils. Vegetation which is adapted to wet soil conditions, fluctuation in water levels and periodic flooding can be found in wetlands.

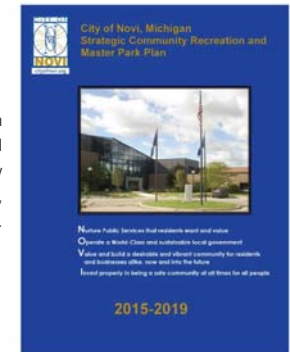
Wetlands provide many important functions. They may serve as a storm water holding area to reduce flooding; provide for the settling of sediments and pollutants from surface water runoff; reduce streambank erosion caused by storm water runoff; and provide habitat for fish and wildlife. Wetlands protect basic watershed quality.

As the City continues to grow and develop, continued protection of this resource is needed. Thus far the City of Novi has invested considerable effort to help provide guidance regarding these natural resources. Guidance is provided by the City of Novi wetland ordinance. The City also has a regulatory map of existing wetlands which depicts the regulated wetlands within the city and has aided many development projects. Close to 2,000 acres, as displayed on **Wetlands and Vacant Land Map ENV8**, are available in the City that offer opportunities for development projects without impacting wetlands and thus avoiding costly wetland mitigation requirements. Wetlands and watercourses within the community are also regulated by the State under the Natural Resources and Environmental Protection Act. Regionally, Novi has been an active participant in watershed planning and local long range planning for many of the natural resources involved within its borders and beyond.

Green Infrastructure

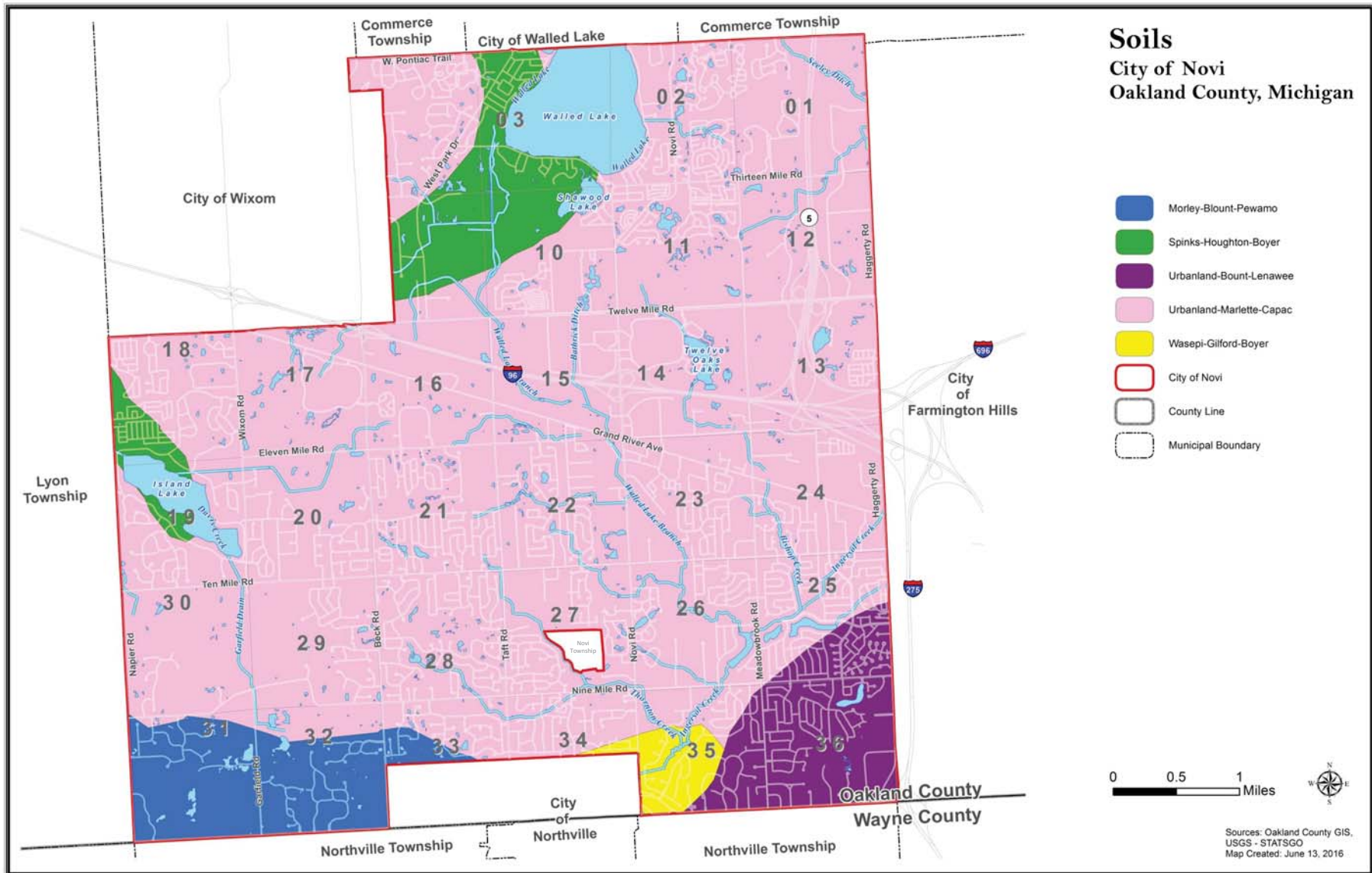
Similar to woodlands, the fragmentation of natural resources and degradation of the wildlife movement corridors continue to be the two most prevalent concerns. Reducing wildlife areas into smaller and more isolated units destroys the habitat of many species, modifies habitat of others and creates new habitat for some species. These species are often undesirable species that prey on, displace, or colonize the more diverse desirable species. It is important to maintain sufficiently large and undisturbed areas of natural habitat to sustain a diversity of species. These areas need to be buffered, interconnected by corridors, and allowed to interact with surrounding habitats.

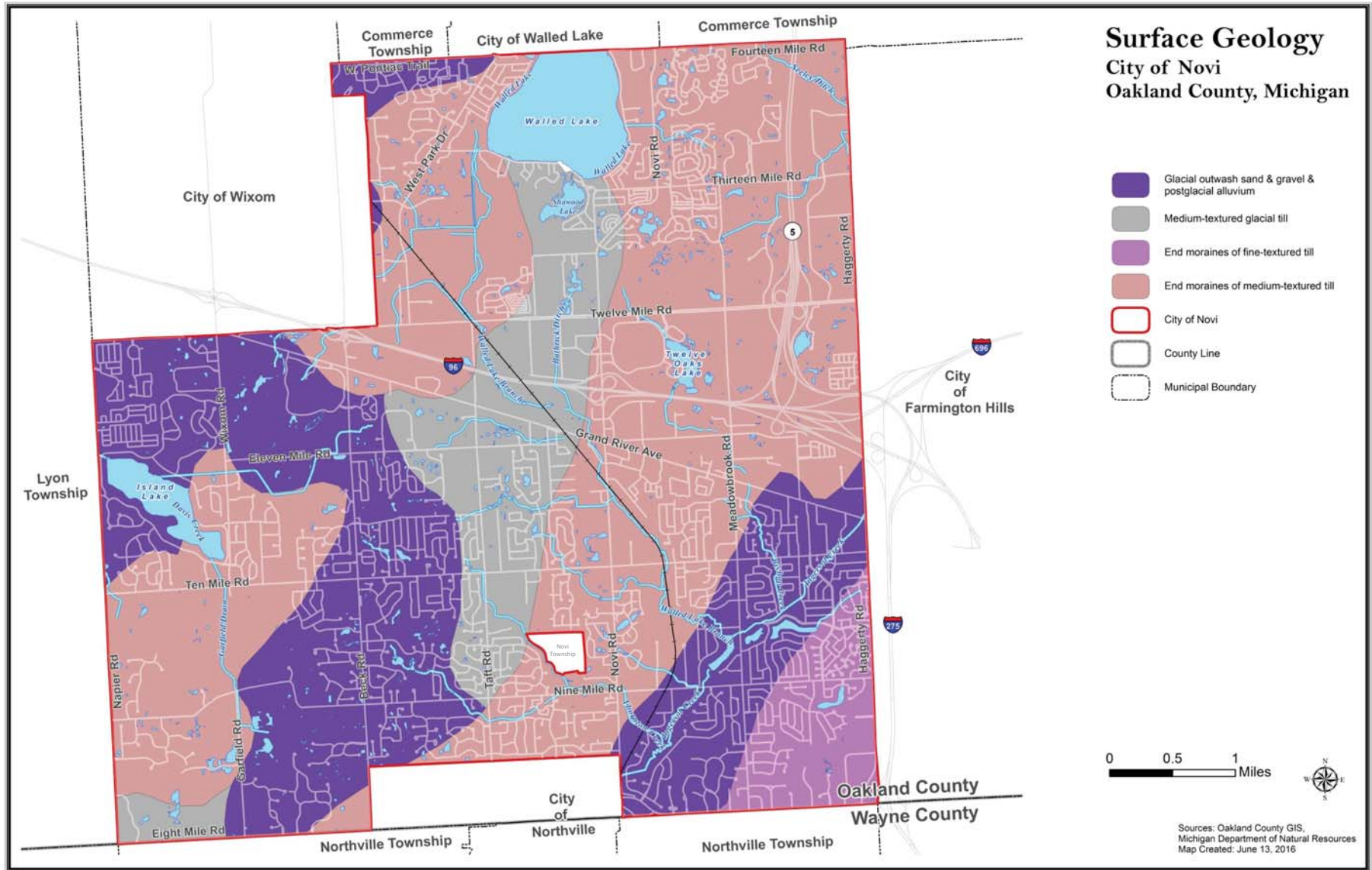
In reviewing the **Green Infrastructure Map ENV9**, there are essential components including hubs, sites, and links that have been saved and are important to the City from a wildlife habitat perspective. These include both hub areas in Section 9, 10 and 29, 30, 31 and many east to west connection linkage areas such as through the center of Sections 21, 22, 27, and 28. Consideration of the interconnectedness of woodland, wetland, and habitat areas need to all be an integral part of any decisions to remove woodland areas. Previous recommendations from the Wildlife Habitat Study recommended no loss of core habitat areas and minimal impacts on valuable habitats and wildlife movement corridors. Restoration within any disturbed areas or edges of habitat areas is essential. Areas most susceptible to development pressures are found within Sections 9, 10, 29, 30, 31, 32. Sections 1, 12 (west side), 17, and 20 are also susceptible.

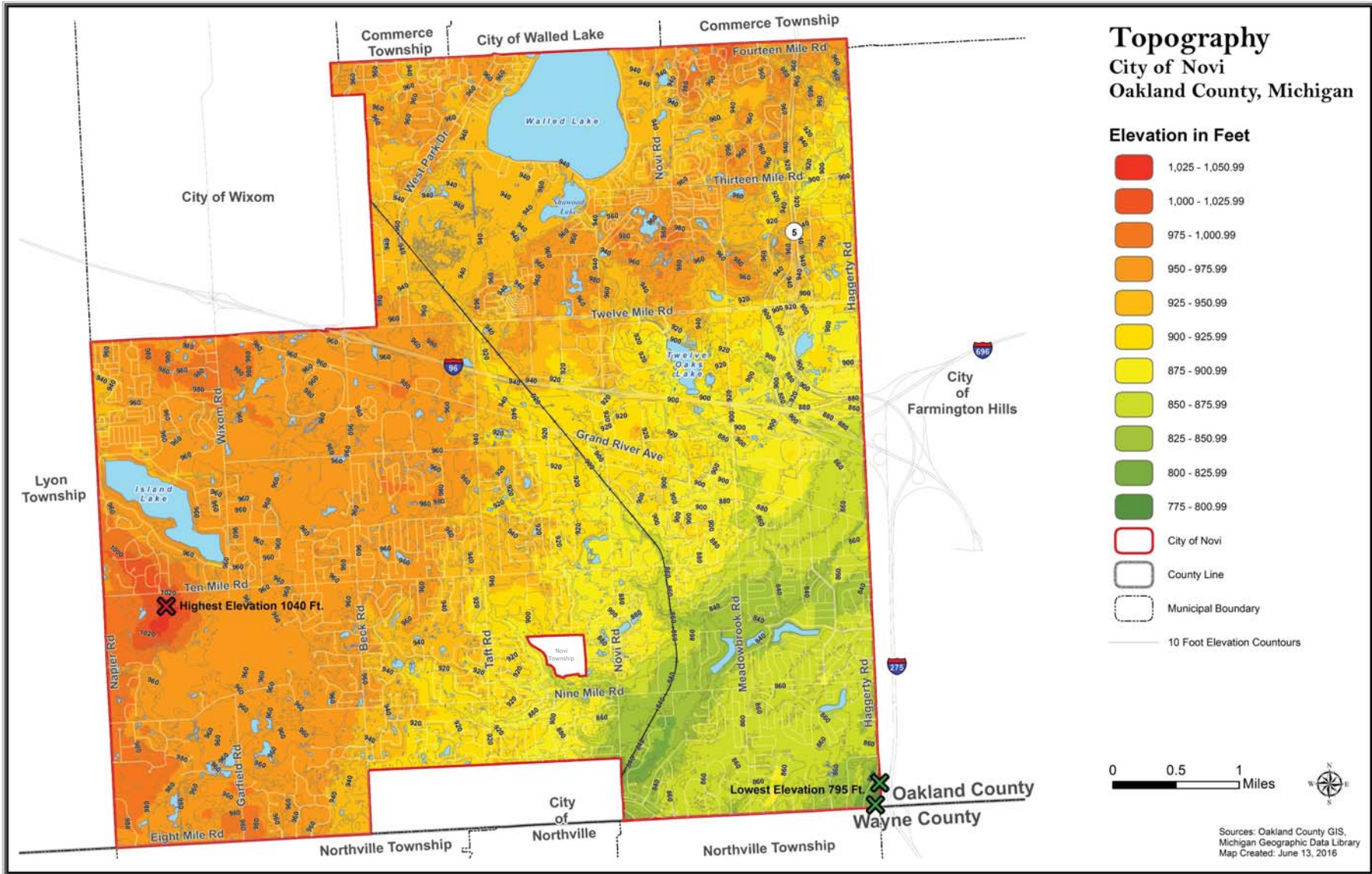


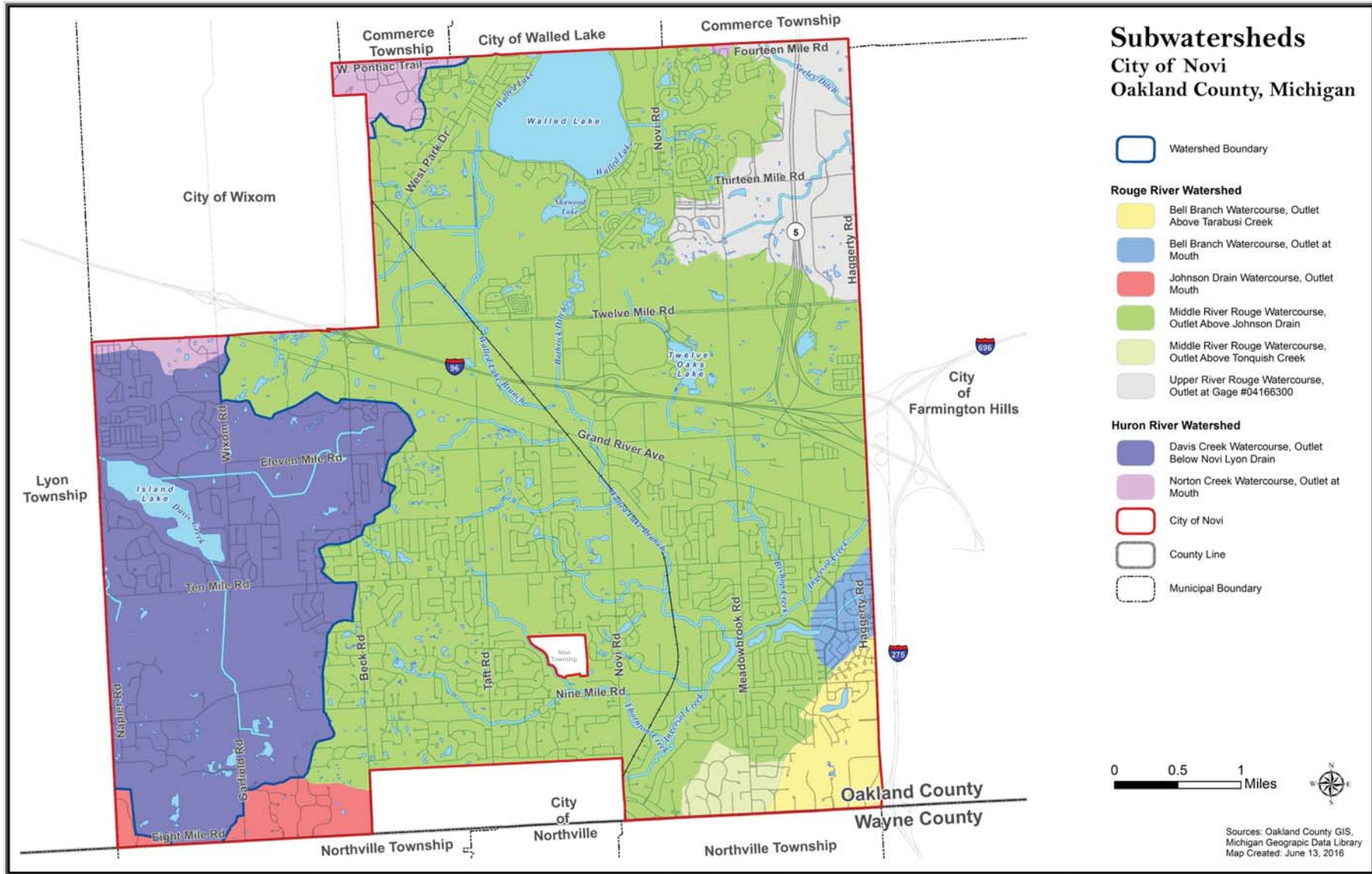
Additional information on recreational lands may be found in the City's Strategic Community Recreation & Master Park Plan, which is updated every five years.

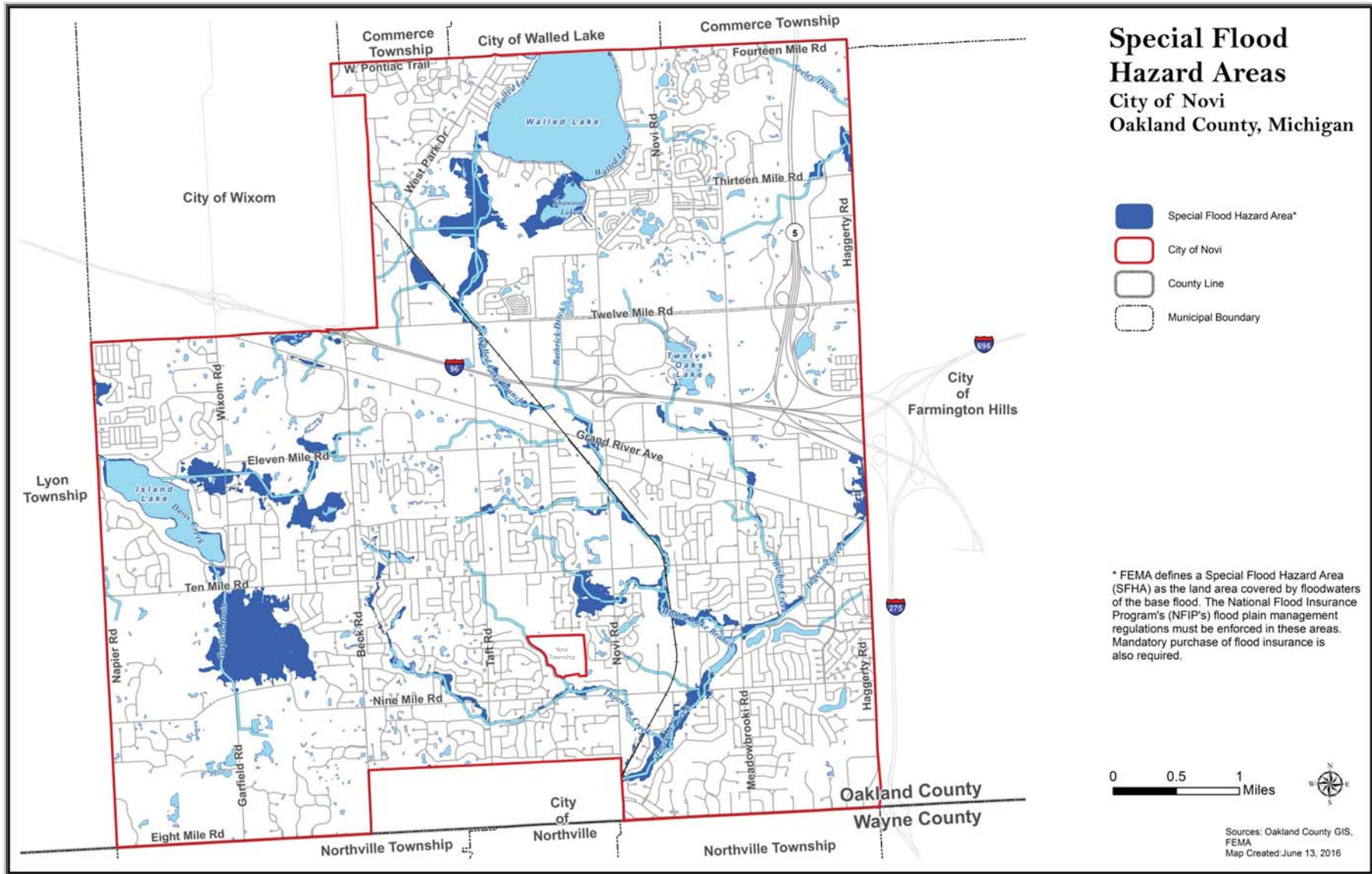


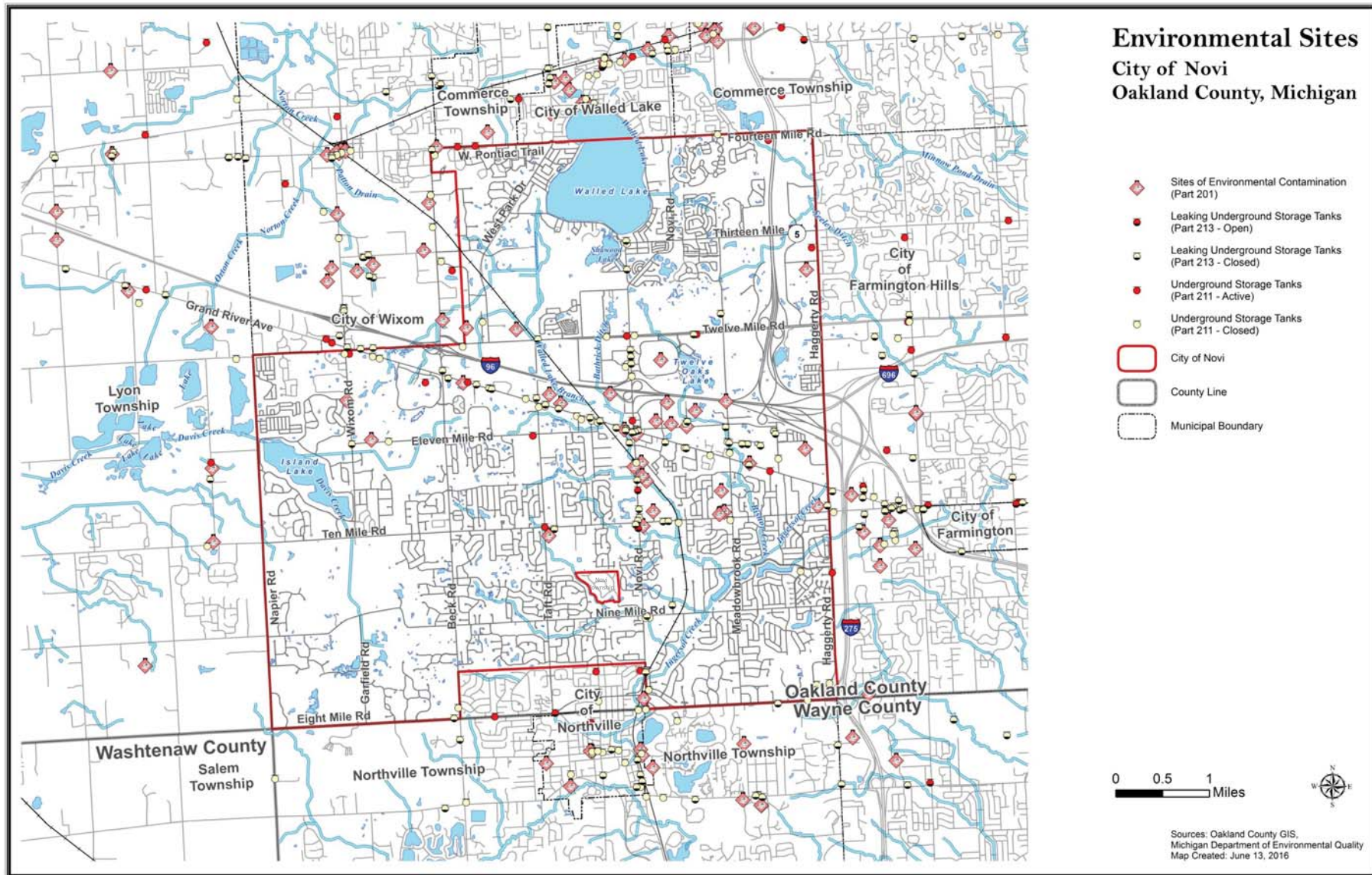


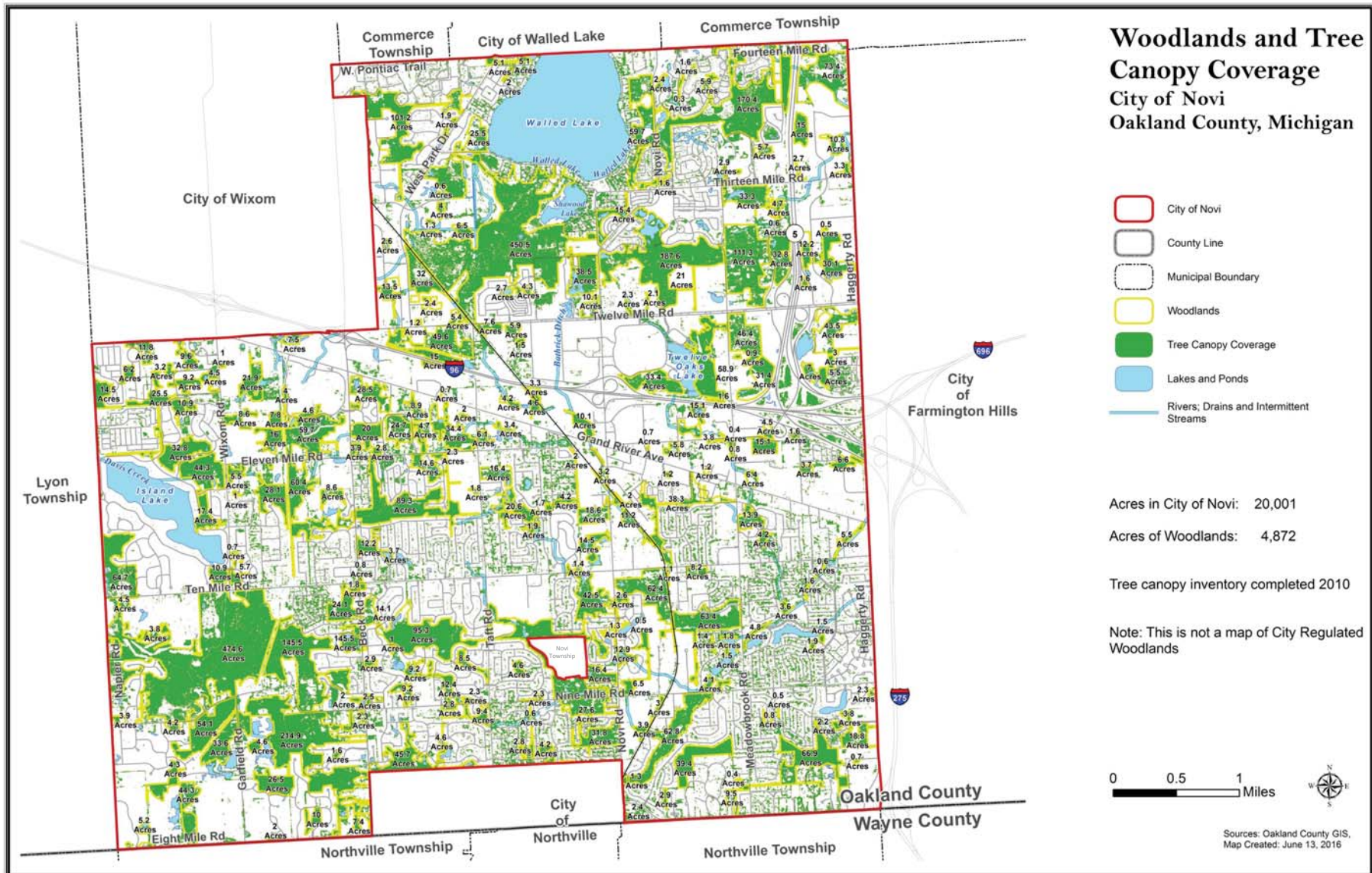


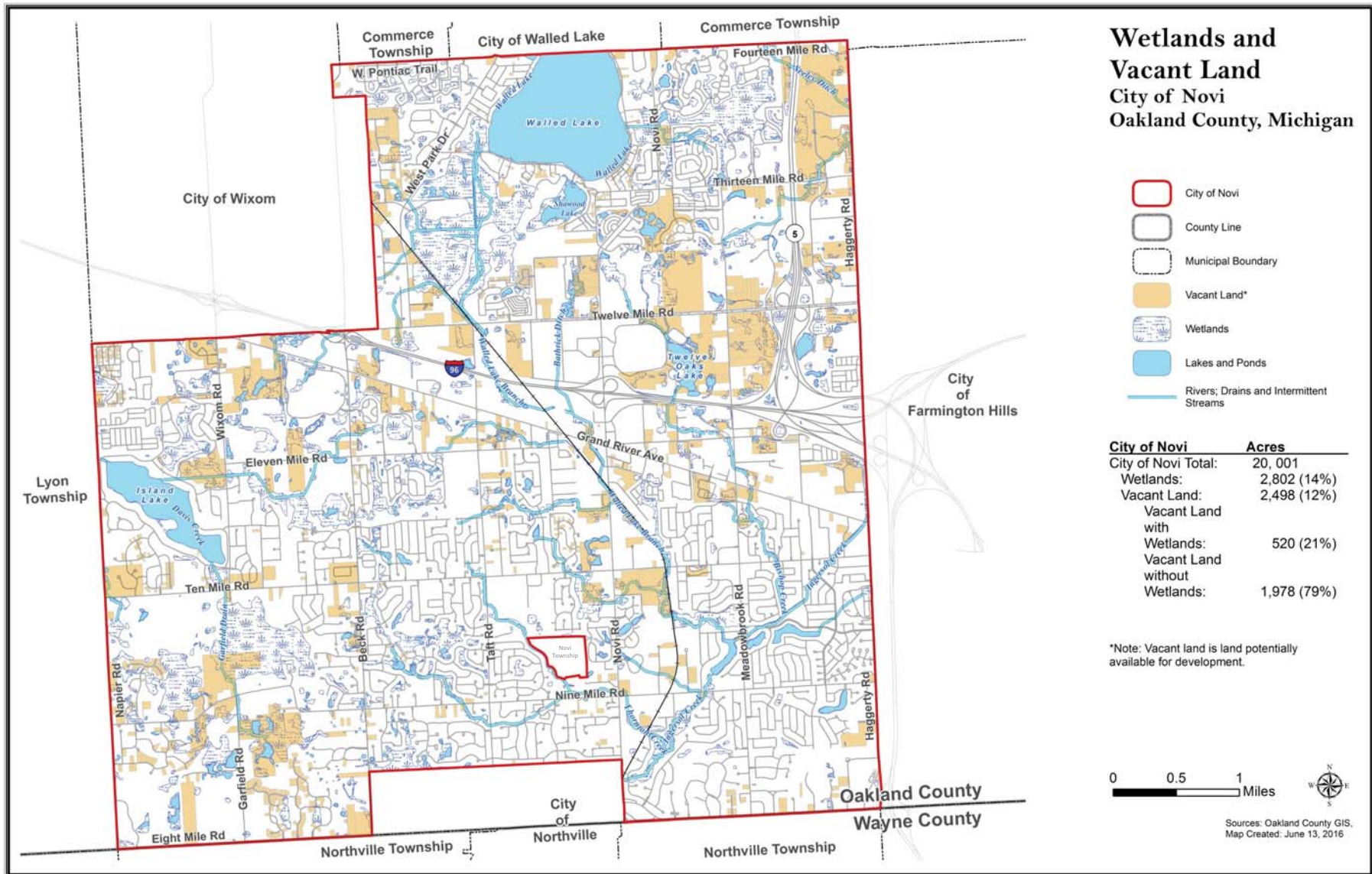


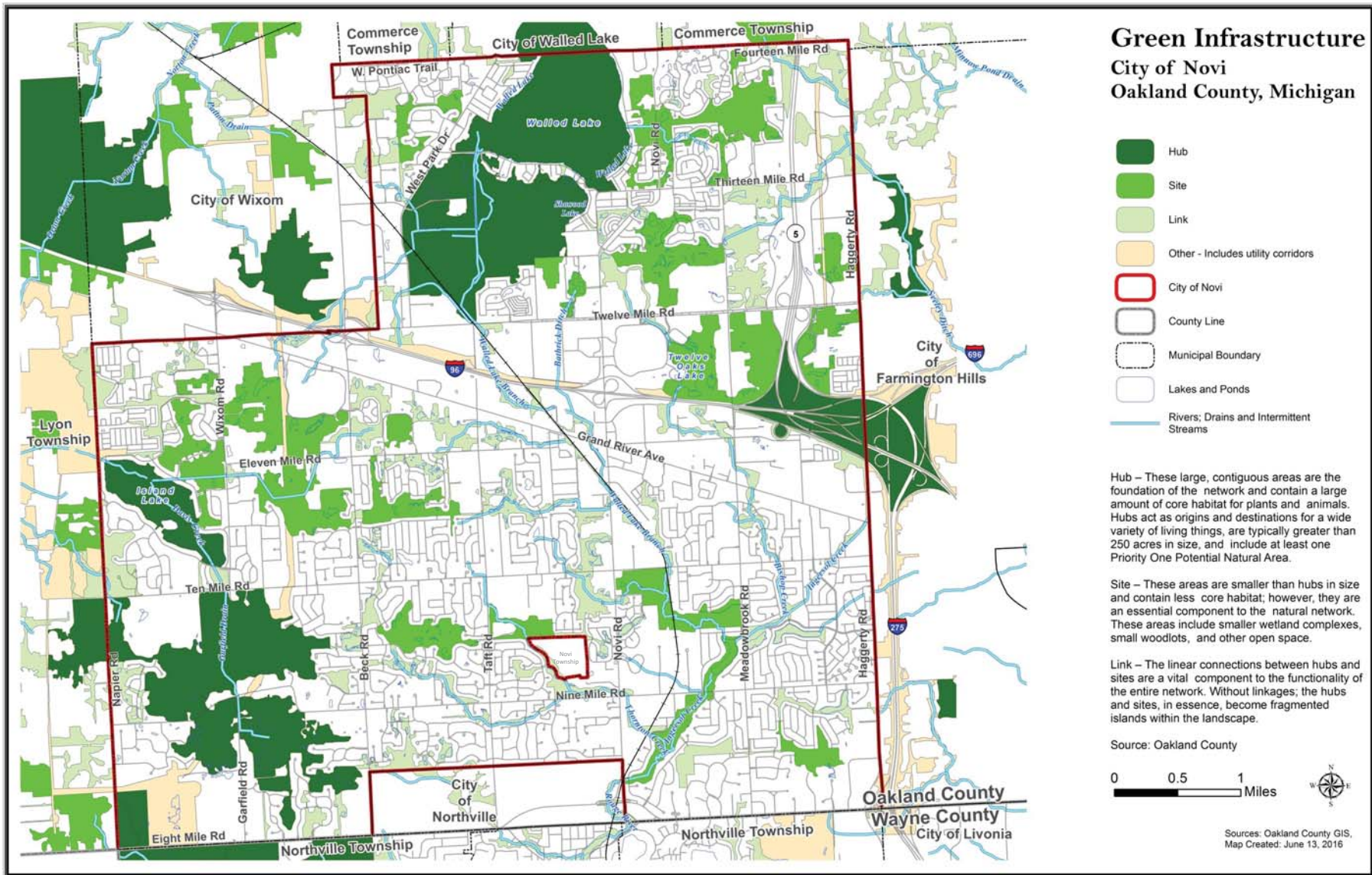












4: Market Assessment



Novi is recognized as one of a handful of successful regional areas in southeast Michigan.

The Novi Road/I-96 interchange is a destination shopping area that includes Twelve Oaks Mall along with other “big -box” retail shopping, dining, and entertainment opportunities.

Beyond these retail goods and services, however, the City is an employment hub for a wide variety of industries, including financial services, health care, and manufacturing. This diverse economy makes the City an attractive place to live, as well. While the City is known for its large homes in single-family neighborhoods, it also offers many opportunities for smaller-scale dwellings, including condominiums and apartments.

The challenge for the City moving forward is to recognize how the population and economy are changing and to set economic policies that continue to make the city an attractive and vibrant place to work, live, shop, and explore.

Photos of businesses and employment centers around the City. Clockwise from top left: Hyatt Hotel at the Suburban Showplace, the interior of Twelve Oaks Mall (photo by Twelve Oaks Mall), West Oaks Shopping Center (photo by West Oaks), Novi Town Center (photo by Novi Town Center), Providence Park Hospital, and the Emagine Theater at the Fountain Walk Shopping Center (photo by Emagine Theater).



The City of Novi has many successful retail centers that serve both a local population, as shown in the example above, and as regional destinations.

The market assessment developed for the City of Novi is based on information gathered through a variety of means including:

- A review of secondary information, independent research, and proprietary computer modeling.
- Interviews with stakeholders.
- A survey of residents of the Novi area.
- A survey of area businesses.

The assessment summary includes salient information on national and local factors that impact the future, property trends, demographics, current and future housing, and the economy as well as related opportunities associated with each.

Context

There are demographic and other changes within the United States and Michigan that impact the current and future opportunities for the City of Novi. These issues are highlighted in the Existing Conditions chapter, and include the following:

- Birth rates have fallen to the lowest level in the history of the country. Fertility rates are at the lowest or near lowest level in history as well.
- The marriage rates continue to decline and are also at the lowest level in the country's history.
- The average age of residents continues to increase. "Baby Boomers" are seeking different housing options, shopping experiences and environments than those associated with past generations of seniors.
- Manufacturing is changing significantly through changing technology, technology application and the introduction of new materials. Manufacturing changes will impact retail and related space in significant ways in the future.
- More buying will be based on "on demand" production methods. In the short-term, countering the previous two factors is the trend among major box stores and others to fulfill online orders from stores versus warehouses.
- Higher education costs continue to rise.
- The two fastest growing components of the population - the Baby Boomer and younger adult households - are increasingly seeking and participating in passive and other recreational activity and new forms of entertainment.
- The young adult population relocates and shifts employment at a faster pace than any previous generation.
- Growing household income differences will further market segmentation.



Changes in manufacturing technology, including 3D printing, shown above, are changing employment opportunities, products, and product delivery. Photo by Subhashish Panigrahi, Wikimedia Commons.

Changes in manufacturing and technology within the United States and Michigan

- Manufacturing is changing significantly through innovative technology and technological applications.
- Internet sales will continue to grow at a rapid pace.
- Additive manufacturing, or 3D printing, has applications in both manufacturing of wholesale parts as well as retail goods. The additive manufacturing process will diminish the need for inventory storage on-site at retail operations.
- On-demand production will change the basic retail fabric.

Manufacturing and technology. Technological advances are dramatically changing the way goods are processed and assembled. One newer revolution is additive manufacturing (3D printing). This breakthrough production technology enables functional end-products or product features to be built from materials such as conductive inks and metal powders in a layer-wise manner. The approach is inherently more efficient and flexible than subtractive manufacturing methods; the benefits are compelling in terms of reduced manufacturing and material costs, reduced process time, reduced environmental impact and improved product performance.

Another new technology that is replacing twentieth century manufacturing tool and die methodologies is a high-volume process for manufacturing superhydrophobic (SHP) nano-structured surfaces to enhance water repellency, boiling heat transfer and condensation heat transfer. The image transfer can be achieved via plastic injection molding, stamping, forging, dye-casting and pressing. Hydrophobic or water repelling surfaces are increasingly important in applications to reduce corrosion, drag, biofouling and other undesirable effects of water exposure.

European companies are leading the way in manufacturing of metal powder bed fusion systems used in dental copings. A coping is the metal structure for dental crowns and bridges. Acetabular (hip) cups have been manufactured using electron beam melting powder bed fusion systems. These are standard, off-the-shelf products that come in a range of sizes. More than 30,000 of these parts have been implanted into patients.

Other companies are focused on the accessibility and rapid adoption of desktop 3D printers. There are now significant collections of downloadable digital designs for making physical objects. The app numbers are expected to grow exponentially. Products and apps are increasingly used by professionals, including engineers, designers, and architects, and by manufacturers, entrepreneurs and individuals, including for personal applications.

Retail. The face of retail is changing. The National Retail Federation predicts that in 2016, retail sales will grow by 3.1% overall, with online sales projected to grow 6-9%.¹ The growth rate is expected to exceed the 10-year average of 2.7% growth. The International Data Corporation (IDC) estimates that 3.2 billion people, or 44% of the world's population, will have access to the Internet in 2016. *Retailing Today*, an online resource for the retail trade, discusses the impact of technology on the form of retail. They project that smart mobile devices will increasingly enable consumers to shop online anywhere and anytime.²

Other technological innovations such as electronic payment, rapid delivery by drone, and virtual reality enhancements such as virtual showrooms and 3D display of merchandise will continue to change the shopping experience and drive future expansion and growth.

¹<https://nrf.com/news/nrf-forecasts-retail-sales-grow-31-percent-2016>
²<http://www.retailingtoday.com/article/online-retail-growth-focus-new-index>



Local factors impacting Novi

- The school districts associated with Novi have maintained an excellent reputation.
- The number and value of residential sales in Novi has increased since the peak of the Great Recession.
- Manufacturing and related industrial space vacancy rates for the highest quality space have been low and continue to be low.
- There is a diversity of industrial activity that has both national and international linkages.
- The City has one of the most unique event operations in the entire country, drawing large numbers of people to Novi. It is one of if not the largest financially successful event centers in the country and is owned and operated by the private sector.
- Area medical institutions have grown and are likely to continue to grow.

Current & Future Housing

General findings:

- An increasing share of the City's residents and larger market want a different housing pattern in the future.
- It is estimated that 50% to 60% of the new units would be oriented toward active adults.
- New smaller units, both rental and ownership, would be upscale, market rate housing.



Novi has a variety of housing options, although the majority are detached single-family homes.

Novi has grown in the past and continues to see substantial housing unit growth. According to published information from the Southeast Michigan Council of Governments (SEMCOG), the number of permits issued for new housing in Novi since the 2010 Census exceeds 1,400. For the four years prior to the last census, including the peak of the Great Recession, only 717 permits were issued.

There are certain demographic factors mentioned earlier in this plan that impact housing:

- The average age of primary income earners in the City is just over 50.
- As much as one-half of all current Novi residents are likely to move in the next five years because of many personal, employment and other factors. More than a quarter of the households likely to move would seek smaller units than those that they currently occupy in Novi
- 30% of households has at least one person employed in the City of Novi which is a substantial proportion of those employed and atypical of the majority of region's communities.
- Only 1% of those who do work in Novi bike or walk to work

Based on historical permit patterns and the residential survey findings, between 2,450 and 2,750 new households in new housing units would be marketable between 2016-2025. It is noted that there is a high probability that many of the new units could be absorbed by the local population currently residing within the City. The following table provides the composition of new units relative to the current housing stock in Novi:

Composition of New Units Relative to Current Novi Housing Stock		
Size of Unit Relative to Typical Novi Housing	Conservative Projection 2016-2025 (units)	Optimistic Projection 2016-2025 (units)
Smaller than typical	710	798
Larger than typical	620	696
Average	782	877
Market Uncertain	338	379
Total	2,450	2,750



The following provides a breakdown of the general size of unit and the income range of the market by age cluster.

1. **65 years of age and older active adults** - Virtually all households in this group generally desire smaller units than are typically found in Novi at the present time. Walkability is the key to capturing the market segment.
2. **55 to 64 of years of age and older active adults** - Six out of ten people in this group generally desire smaller units than are typical of Novi at the present time, many of which would be single-family units with small or zero lots. Potentially 25% of the market would be non-single-family units. Walkability is the key to capturing the market segment.
3. **45 to 54 years of age cluster** (empty and approaching empty nesters) - 60% of all units would be as described above with other units of similar scale to that found in Novi at present. Income levels for the market segment are higher than those 55 or older, ranging from \$100,000 to \$200,000. Walkability is a key to capturing the market segment.
4. **25 to 44 years of age cluster** - 80% of all units would be at the same scale or larger than the current units in Novi. The remainder would prefer large/larger units than are traditional in Novi.
5. **25 years of age or younger cluster** - About one-third of the households in this cluster would seek small/smaller units with walkability being a consideration.

Cottage Court



East Beach, Norfolk, VA: Allison Ramsey Architects

Example of "cottage court" housing units.

An increasing share of the City's residents and larger market want a different housing pattern in the future. It is estimated that 50% to 60% of the new units would be oriented toward capturing active adults. Creating the desired active adult housing would facilitate the purchase of existing homes by young families and help maintain the quality of the school system. With relatively high incomes for the potential segments of the market that could be captured or held in Novi, the new smaller units, both rental and ownership, would be upscale, market rate housing. The example shown above of a "cottage court" development illustrates how smaller units, clustered together, could potentially be added in well-chosen locations in the City.

Current & Future Overall Economy

Cluster analyses were performed to identify economic gaps which could be served by Novi. The analyses were performed at both the zip code and county levels. In addition, an analysis of evolving research & development activity was also performed to identify opportunities. These clusters contain businesses that generally do similar things and are interconnected in some way. Identifying gaps involves assessing the number of jobs in the region and anticipated growth rates. Locational, workforce, and wage demands are then factored into the analysis. In the City of Novi, there is a potential for growth within the following industry clusters. It is noted that several clusters involve substantial creativity whether industrial, manufacturing, or art and culture:

- **Contractor Cluster**, including Residential Remodelers, Framing Contractors, Finish Carpentry Contractors, etc.
- **F.I.R.E. Cluster**, including Real Estate Credit, Securities Brokerage, Insurance Agencies and Brokerages, Consumer Lending
- **Services Cluster**, including Interior Design Services, Graphic Design Services, Janitorial Services, General Automotive Repair, Environmental Consulting Services, Child Day Care Services, Automotive Repair
- **Education/Training**, including Cosmetology and Barber Schools, Fine Arts Schools, Language Schools
- **Health & Fitness**, including Medical Labs, Home Health Care Services, Fitness/Recreational Sports Centers
- **Food/Beverage Manufacturing Cluster** (Food Theme), including Commercial Bakeries, Breweries
- **General Manufacturing Cluster** (Creative Theme), including Textile and Fabric Finishing Mills, Prefabricated Metal Building and Component Manufacturing, Fabricated Structural Metal Manufacturing
- **Food Wholesaling Cluster** (Food Theme), including Packaged Frozen Food Merchant Wholesalers, Dairy Product (except Dried or Canned) Merchant Wholesalers)
- **Arts & Entertainment Cluster** (Creative Theme), including Theater and Dance Companies, Sports Teams

Projected Future Non-Retail Goods and Related Service Space: 743,000-834,000 square feet. Based on the anticipated employment growth associated with the growth in new households, which is projected to range from 2,750 to 3,090 by 2025. This may be broken down as follows:

Projected Future Non-Retail Goods and Related Service Space 2015-2025		
Related Developable Space (square feet)	Model A (Lower Household Growth)	Model B (Greater Household Growth)
2015-2020		
Service	117,600	132,000
Manufacturing	205,800	231,000
Other office	73,500	82,500
Total 2015 to 2020	396,900 sf	445,500 sf
2020-2025		
Service	102,400	115,200
Manufacturing	179,200	201,600
Other office	64,000	72,000
Total 2020 to 2025	345,600	388,800
Total: 2015-2025	742,500 sf	834,300 sf

Commercial Demand & Entertainment Spending

Retail Goods & Related Services

Potential demand for additional retail goods and related services space was analyzed in this study. The forecasting of retail goods and related services space is based on the objective of meeting the needs of the current and future residents of Novi. The forecasting of retail goods and related services space concluded:

- Residents of Novi generated about \$1.7 billion in retail goods and related services sales in 2015.
 - ◊ These sales are sufficient to support roughly 5.5 million square feet of space.
 - ◊ The sales and supportable space are associated with many locations both within and outside of the Novi, surrounding areas, county, region and beyond.
- As the number of households increase, new demand for goods and services is created. By 2025, the community can support about 590,000 additional square feet of retail goods space at any and all locations. Capturing the newly generated demand would provide the opportunity for infill concentrations and filling of vacancies.
- Residents of the immediate areas around Novi associated with the identified primary zip codes generate about \$590 million in retail goods and related services sales in 2015.
 - ◊ These sales are sufficient to support roughly 1.9 million square feet of space.
 - ◊ The sales and supportable space are associated with many locations both within and outside of the Novi, surrounding areas, county, region and beyond.
 - ◊ By 2025, the surrounding areas can support about 200,000 additional square feet of retail goods space at any and all locations.
- Novi is a regional hub for retail activity. It is dominant in the county and is recognized as one of a handful of regional areas. Total regional demand for retail goods and related services is estimated at \$48.9 billion supporting

152.8 million square feet of space at any and all locations both within and outside of the region in 2015.

- Increases in online shopping, changes in household characteristics, changes in on demand production and other factors, mean that the total supportable space associated with retail is not expected to increase in the future within the region and will likely decline. Attracting a greater share of regional dollars in Novi than at present would be difficult for other than retail blended with entertainment venues.

Entertainment

- Total entertainment dollars spent by Novi residents at any and all locations is estimated at \$45.2 million in 2015. The dollars spent is expected to grow by \$4.7 million by 2020. More than 90% of all entertainment dollars spent by residents go to entities located outside of Novi at present. While unlikely to capture the majority of the dollars exported, doubling or tripling current local spending represents an achievable objective.
- Additional opportunity is particularly strong for food service activity often blended with entertainment. The average Novi household spends between \$4,100 and \$4,500 annually on entertainment.
- There are clear gaps in the range of entertainment activity found in Novi. These gaps include collections of regular performance theater and show activity, regular comedy and other club activity, and small music and food option operations along with concentrations of food services under one roof.
- Entertainment uses include Indoor recreation establishments as well as uses food establishments that offer live evening entertainment.

Retail Sales and Supportable Space Generated by Residents of Novi at any and all Locations						
Category	2015 Sales	2015 Space (Square Feet)	2025 Sales	2025 Space (Square Feet)	2015-2025 Sales Growth	2015-2025 Space Growth (Square Feet)
Food	\$251,695,000	400,378	\$278,540,000	443,080	\$26,845,000	42,703
Eat/Drink	205,033,000	488,174	226,901,000	540,240	21,868,000	52,067
General Merchandise	275,286,000	1,633,897	304,647,000	1,808,162	29,361,000	174,263
Furniture	30,183,000	69,470	33,402,000	76,879	3,219,000	7,410
Transportation & Utilities	260,021,000	852,183	287,754,000	943,075	27,733,000	90,891
Drugstore	127,842,000	125,335	141,477,000	138,703	13,635,000	13,368
Apparel	65,743,000	182,408	72,754,000	201,860	7,012,000	19,454
Hardware	151,433,000	617,085	167,584,000	682,900	16,151,000	65,816
Vehicle Service	194,799,000	474,235	215,575,000	524,814	20,776,000	50,579
Miscellaneous	172,596,000	689,270	191,004,000	762,782	18,408,000	73,512
Total	\$1,734,631,000	5,532,435 sf	\$1,919,638,000	6,122,495 sf	\$185,008,000	590,063 sf

Retail Sales and Supportable Space Generated by Residents of Areas Immediately Surrounding Novi at any and all Locations						
	2015 Sales	2015 Space (Square Feet)	2025 Sales	2025 Space (Square Feet)	2015-2025 Sales Growth	2015-2025 Space Growth (Square Feet)
Total	\$589,806,000	1,881,124 sf	\$652,337,000	2,080,565 sf	\$62,533,000	199,445 sf

Total Household Spending on Entertainment by Novi Residents

Year	Primary Market	Secondary Market
2015	\$125,990,000	\$42,839,000
2020	\$132,709,000	\$45,097,000
2025	\$139,428,000	\$47,381,000



Photos above from the Novi Town Center (left), Twelve Oaks (center), and West Oaks II (right)

2015 Regional Supportable Square Footage of Retail Goods & Related Services Space	
Category	2015 Space (sq. ft.)
Food	11,054,210
Eat/Drink	13,478,245
General Merchandise	45,111,013
Furniture	1,918,010
Transportation & Utilities	23,528,356
Drugstore	3,460,449
Apparel	5,036,137
Hardware	17,037,435
Vehicle Service	13,093,376
Miscellaneous	19,030,351
Total	152,747,582

Economic Opportunity Policy Issues

There are four potential objectives that that could be accomplished through the pursuit of the economic opportunities for Novi:

1. Hold current residents within Novi as they age, both Baby Boomers and young adults who grew up in the community.
2. Continue to provide for activity that meets the needs of current and future residents to the extent possible.
3. Capture growth opportunities that will enhance short- and long-term viability of the community.
4. Mitigate traffic and transportation impacts associated with the capture of the economic opportunities by mitigating commuting and providing alternative transportation options for internal and external commuting.

To achieve these objectives, land use/development pattern should provide:

- Active adult housing concentrations that are walkable and have a range of services composed of single-family structures.
- Active adult housing concentrations that are walkable and have a range of services composed of mixed structures.
- Creation of a marketing effort based on attracting "creative clusters" composed of high quality space.
- Creation of concentrations of office space blended with residential.
- Expansion of entertainment activity and options.
- Maintaining high standards for development in business parks some of which has been accomplished in areas of Novi.

Sample Images of Walkable Communities



Image of "Buckhead Atlanta" by OlliverMcMillan



Rockville, Md., Federal Realty Investment Trust/Courtesy of WDG Architecture



Dodson Place in Geneva, IL. by Shodeen Residential

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5: Goals & Objectives



Goals describe the community's vision for the future.

Objectives describe how the community can achieve the goals. This Master Plan Update considered goals and objectives from the previous Master Plan, in conjunction with public input and current demographic and economic data to refine goals and objectives for the future.

The goals and objectives that follow are generally consistent with those from the previous Master Plan, but are presented in an organized fashion that allows for easier reading and cross referencing. Action items will be presented in the Implementation Chapter, at the end of this Plan.

2016 Master Plan Goals

1. **Quality and variety of housing.** The City of Novi is known for its high-quality residential neighborhoods and should strive to ensure the availability of a wide range of attractive housing choices that are protected from noise, traffic, and other impacts of non-residential development. Encourage the development of neighborhood open space and neighborhood commercial goods and services to minimize motorized travel.
2. **Community identity.** The City's identity is largely based on its high-quality residential neighborhoods and schools, destination retail and convention space, and its parks. The City should supplement that identity by enhancing the preservation of the City's historic resources and expansion of its cultural opportunities. New development of land should continue to be of high-quality design and materials.
3. **Environmental stewardship.** The City of Novi is significantly enhanced by the preservation of natural resources in both residential and non-residential areas. Maintain public and private stewardship of the natural environment through the preservation of open space, protection of woodlands and wetlands, and utilization of low-impact development techniques.
4. **Infrastructure.** Invest wisely into the ongoing maintenance and improvements to existing infrastructure, including utilities and the transportation network. Ensure that new development minimizes the demands placed on the City's existing infrastructure. Support the City's entire transportation network through the development and enhancement of non-motorized transportation facilities and amenities.
5. **Economic development.** The City's developed land, infrastructure, and natural resources are interconnected and collectively impact the daily lives of the City's residents and business owners. The City should strive to maintain the balance between the economy, the environment, and the community to ensure sustainable development that meets the needs of today while ensuring the needs of future generations can be met.

Objectives

Objectives are grouped by general goal. In many cases, the objectives align with more than one goal. In the Implementation chapter, these alignments are provided as cross-references.

General Goal: Quality and Variety of Housing

1. **Southwest Quadrant.** Maintain the semi-rural character of the southwest quadrant of the City that is created by low-density residential development and undeveloped land.
2. **Twelve Mile-Napier-Wixom Roads Study Area.** Develop the Twelve Mile, Napier, and Wixom Roads Study Area with a mix of residential, educational, and commercial uses in an aesthetically pleasing manner that is compatible with neighboring land uses and complements the natural environment.
3. **Provide residential developments that support healthy lifestyles.** Ensure the provision of neighborhood open space within residential developments.
4. **Safe housing and neighborhoods.** Enhance the City of Novi's identity as an attractive community in which to live by maintaining structurally safe and attractive housing choices and safe neighborhoods.
5. **Maintain existing housing stock and related infrastructure.**
6. **Provide a wide range of housing options.** Attract new residents to the City by providing a full range of quality housing opportunities that meet the housing needs of all demographic groups including but not limited to singles, couples, first time home buyers, families and the elderly.

General Goal: Economic Development / Community Identity

7. **I-96/Novi Road Study Area.** Develop the I-96/Novi Road Study Area in a manner that reflects the importance of this important gateway to the City in terms of its location, visibility, and economic generation. Mitigate impacts to the City's infrastructure.
8. **City West/Grand River & Beck Road.** Develop the City West/Grand River Avenue and Beck Road area in a manner that supports and complements neighboring areas.

9. **Pavilion Shore Village.** Develop a cohesive mixed use village that complements the surrounding neighborhood.
10. **The Anglin Property.** Foster development of a mixed-use district that complements Novi Town Center.

General Goal: Community Identity

11. **Maintain quality architecture and design throughout the City.** Set high standards and promote good examples for use of public property through the City's actions.
12. **Create a stronger cultural presence and identity for the City by working with the Novi Historical Commission and other groups to preserve historic structures and creating gathering places for residents and community activity.**

General Goal: Environmental Stewardship

13. **Protect and maintain the City's woodlands, wetlands, water features, and open space.**
14. **Increase recreational opportunities in the City.**
15. **Encourage energy-efficient and environmentally sustainable development through raising awareness and standards that support best practices.**

General Goal: Infrastructure

16. **Provide and maintain adequate water and sewer service for the City's needs.**
17. **Provide and maintain adequate transportation facilities for the City's needs.** Address vehicular and non-motorized transportation facilities.

General Goal: Economic Development

18. **Retain and support the growth of existing businesses and attract new businesses to the City of Novi.**

General Goal: Economic Development / Community Identity

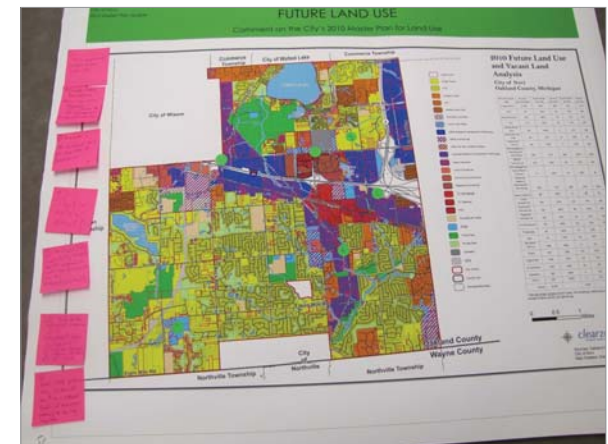
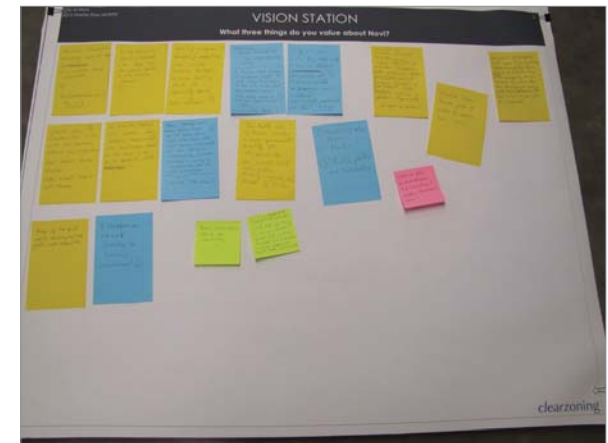
19. **Compatible Development.** Ensure compatibility between residential and non-residential developments.

Public Input

An open house was held in the Novi Civic Center on October 21, 2015. Several stations were featured, allowing participants to focus in on specific areas, including understanding existing conditions and demographics, future land use, and the Grand River Corridor. A “visioning” station allowed participants the opportunity to respond to 1) What three things do you value about Novi? and 2) What would make Novi better ten years from now? Comments collected during this open house are provided in the Appendix. A sampling of the feedback is summarized below:

- There are other cities in the region that attract the Millennial group; Novi needs to take steps to become more vibrant.
- The City should provide more activities and shopping within walking/cycling distance, such as cities like Ann Arbor or Northville or Plymouth offers.
- Consider areas in the City for agricultural land use to help improve access to healthy food and green space,
- Add more mid-range priced housing stock for Millennials and young families that are mixed into existing developments.
- Add walkable destinations near areas where seniors are currently concentrated.
- Provide separate pedestrian and bike lanes in the Grand River corridor or something to separate walking traffic from possible future cycling use.
- Provide more outdoor open shopping experiences like Partridge Creek in the east side or in Rochester Hills.
- Provide more housing in active areas of the City to attract younger people.
- Concentrate similar uses together, such as is done with Novi High and Novi Public Library to further establish a feeling of community.

- Develop the Grand River Corridor with a mix of uses for an aging population, younger folks just out of college, and people with special needs.
- Provide a recreation center similar to the one in Livonia.
- Add and maintain parks and green spaces.



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6: Future Land Use Plan

The Future Land Use Map designated property in the City into categories of land use based on various studies, demographics information, and community input.

The following pages describe the land use categories designated on the Future Land Use Map. It is good to remember that the City of Novi's Master Plan is a set of policies and strategies to enhance and improve the community over ten to twenty years. While the *Zoning Ordinance and Zoning Map* regulate current and proposed land use, the Master Plan and its maps and policy statements are intended to guide land use decision-making for 10-20 years. The *Future Land Use Map* shows generalized land use and does not indicate precise size, shape, or dimension of parcels of land. In addition, the recommendations of the Land Use Plan have a long-range planning horizon and do not necessarily imply that short-range rezoning is appropriate.



Photos of sights around the City. Clockwise from top middle: Pavilion Shore Park, entrance monument for Mainstreet Village, Novi High School, Main Street, Island Lake; Center: intersection of Town Center Drive and Grand River Avenue

Future Land Use Descriptions

The **Future Land Use Map FLU-1** is shown on page 47. Land use designation descriptions modified in this 2016 Master Plan Update are indicated in **green text and are referenced in the overall Map FLU-6 at the end of this chapter.**

Single-Family Residential

This land use is designated for single-family detached residential. The recommended density or the number of dwellings per acre varies throughout the City. Higher density residential land use is designated in areas that transition to commercial or light industrial developments. Refer to the **Residential Density Map FLU-2** for specific density recommendations. **The property now developed as Berkshire Pointe has been changed from a designation of Community Commercial to Single-Family Residential.**

Manufactured Home Residential

This land use is designated for housing within a manufactured housing community, created according to the regulations in the Manufactured home Commission Act. Housing in these areas is manufactured in a factory, brought to the site, and in most cases placed on property leased from a park operator.

Multiple-Family Residential

This land use is designated for multiple-family residential dwellings in a variety of settings, ranging from two-family dwellings to low-rise and high-rise apartment complexes. Refer to the Residential Density Map for specific density recommendations.

Suburban Low Rise

This land use is designated for suburban low rise uses including attached single-family residential, multiple-family residential, institutional and office uses when developed under a set of use and design guidelines to keep the residential character of the area and minimize the effect that the transitional uses would have on nearby single-family residential properties.

Community Office

This land use is designated for small- and medium-scale office uses that primarily serve the residents of the City. The area may also include facilities for human care and indoor or outdoor recreation.

Office Commercial

This land use is designated for a variety of medium-scale and large-scale general and medical office buildings or complexes with limited personal service and retail uses. The area may also include facilities for human care, hotels, motels, higher education and indoor or outdoor recreation.

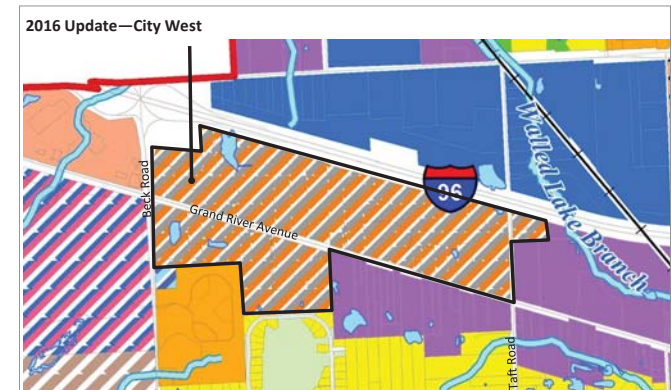
Office, Research, Development and Technology

This land use is designated for a variety of medium-scale and large-scale general and medical office buildings or complexes and research, development and technology facilities, with or without related manufacturing or warehouse facilities. The area may also include facilities for office, research and development support services, human care, hotels, motels, higher education and indoor or outdoor recreation. **In addition, this designation incorporates the former Office, Research, Development, and Technology with Retail Service Overlay (see text that follows) that may allow a limited amount of retail services in appropriate locations to serve the employees and visitors of these use areas, including but not limited to fuel stations, car washes, restaurants (including drive-through) and convenience stores as implemented through the Zoning Ordinance.**

Office, Research, Development and Technology with Retail Service Overlay—Deleted (2016 update) This land is now a part of the City West land use planning category.

City West (2016 update)

This land use is designated to accommodate a mix of uses in a dense, walkable setting. It is anticipated that this area will attract young professionals and empty nesters looking for more dense housing options along with vibrant retail, restaurant, entertainment, and office uses. Typical building heights will range from two to five stories. Additional building height, up to ten stories, is envisioned along the I-96 frontage. This may require structured parking and enhanced pedestrian linkages will be important. A system of local and collector streets will be established to connect sites and provide additional parking. Ground floor retail, restaurant, and entertainment uses are envisioned throughout the area, and should be included in structured parking to maintain an interesting, continuous street life for pedestrians.

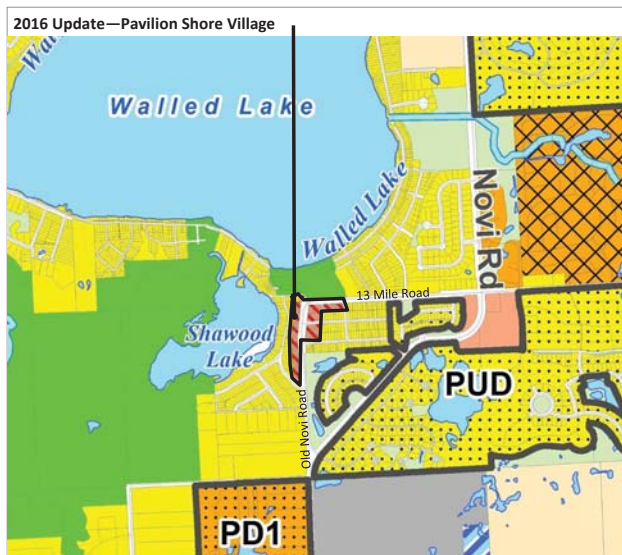


Local Commercial

This land use is designated for convenience shopping for residents within nearby neighborhoods. It includes retail, personal service establishments, and small offices.

Pavilion Shore Village (2016 Update)

This small area is situated south of Pavilion Shore Park on W. 13 Mile and Old Novi Roads. With the adjacency of the park and Walled Lake, this land use designation directs growth toward active adults with moderate density housing concentrations that are walkable and have a range of services. Development should face the park, where possible, to enhance the visibility and competitiveness of the commercial uses and desirability of the residential dwellings. Two to three story buildings of high quality design and materials are envisioned. Seasonal and year-round outdoor restaurant-entertainment activity is appropriate.



Community Commercial

This land use is designated for comparison-shopping needs of a larger population base. They are along major thoroughfares and roadway intersections.

Regional Commercial

This land use is designated for higher intensity commercial uses that serve not only the comparison shopping needs of the entire community, but cater to a regional market as well.

PD2

This land use is designated with a Regional Commercial designation and the additional PD2 designation to direct development to use the Zoning Ordinance's Planned Development Option. This Option provides greater site plan design flexibility for key properties.

Industrial, Research, Development and Technology

This land use is designated for a variety of office, research and development, light industrial and warehousing uses. These uses may range from a single use site to a large mixed use complex. The area may also include facilities for office, research, development and manufacturing support services, higher education and indoor recreation.

Heavy Industrial

This land use is designated for manufacturing, assembly and fabrication operations, often on a relatively large scale.

Environmental Areas

This land use is designated for regulated wetlands of 5 acres or more that are likely to pose constraints for development.

Public

This land use is designated for government buildings, fire stations, public utility uses such as the wastewater treatment plant, and water storage facility. If the area ceases to be considered for public uses, residential uses are appropriate if the area is assigned a density on the Master Plan's Residential Density Patterns Map.

Educational Facilities/Property

This land use is designated for private and public educational facilities. If the area ceases to be considered for educational facility uses, residential uses are appropriate if the area is assigned a density on the Master Plan's Residential Density Patterns Map.

2016 Update: In recognition of the mission of The Tollgate Farm and Education Center (refer to page 57), the designation for this area has changed from single-family residential to educational facility.

Public and Private Parks and Open Space

This land use is designated for public and private parks and open space. If the area ceases to be considered for public and private park or open space uses, residential uses are appropriate if the area is assigned a density on the Master Plan's Residential Density Patterns Map.

Utility

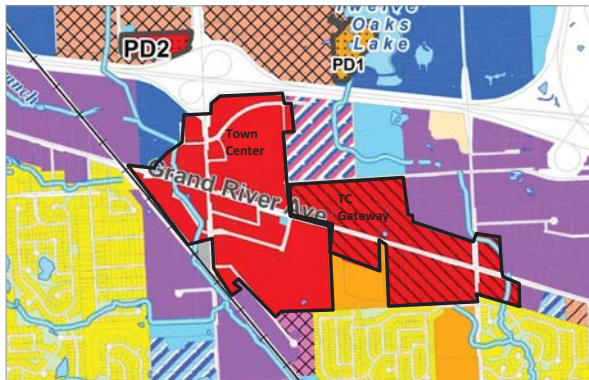
This land use is designated for non-municipal public utility uses. If the area ceases to be considered for utility uses, residential uses are appropriate if the area is assigned a density on the Master Plan's Residential Density Patterns Map.

Town Center Commercial

This land use is designated for pedestrian oriented, community focal point area with a variety of uses including retail, commercial, office, residential, civic uses, and open spaces with an urban character.

Town Center Gateway

This land use is designated for mixed-use development that provides an appropriate transition and a sense of arrival into the Town Center Commercial land use. These uses include a mixture of moderate density residential, commercial, and office. A detailed description of development criteria can be found in the Gateway Ordinance.

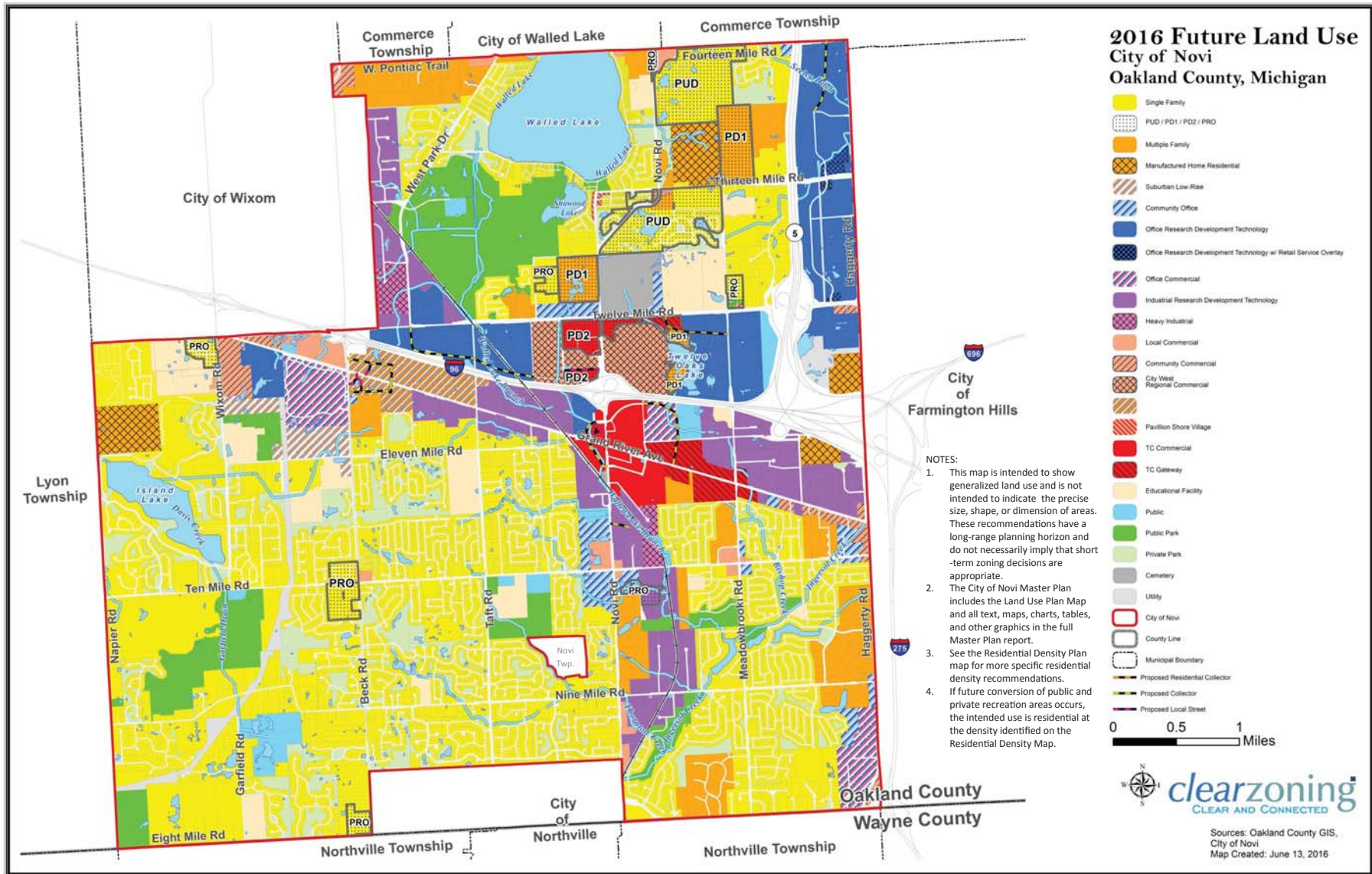


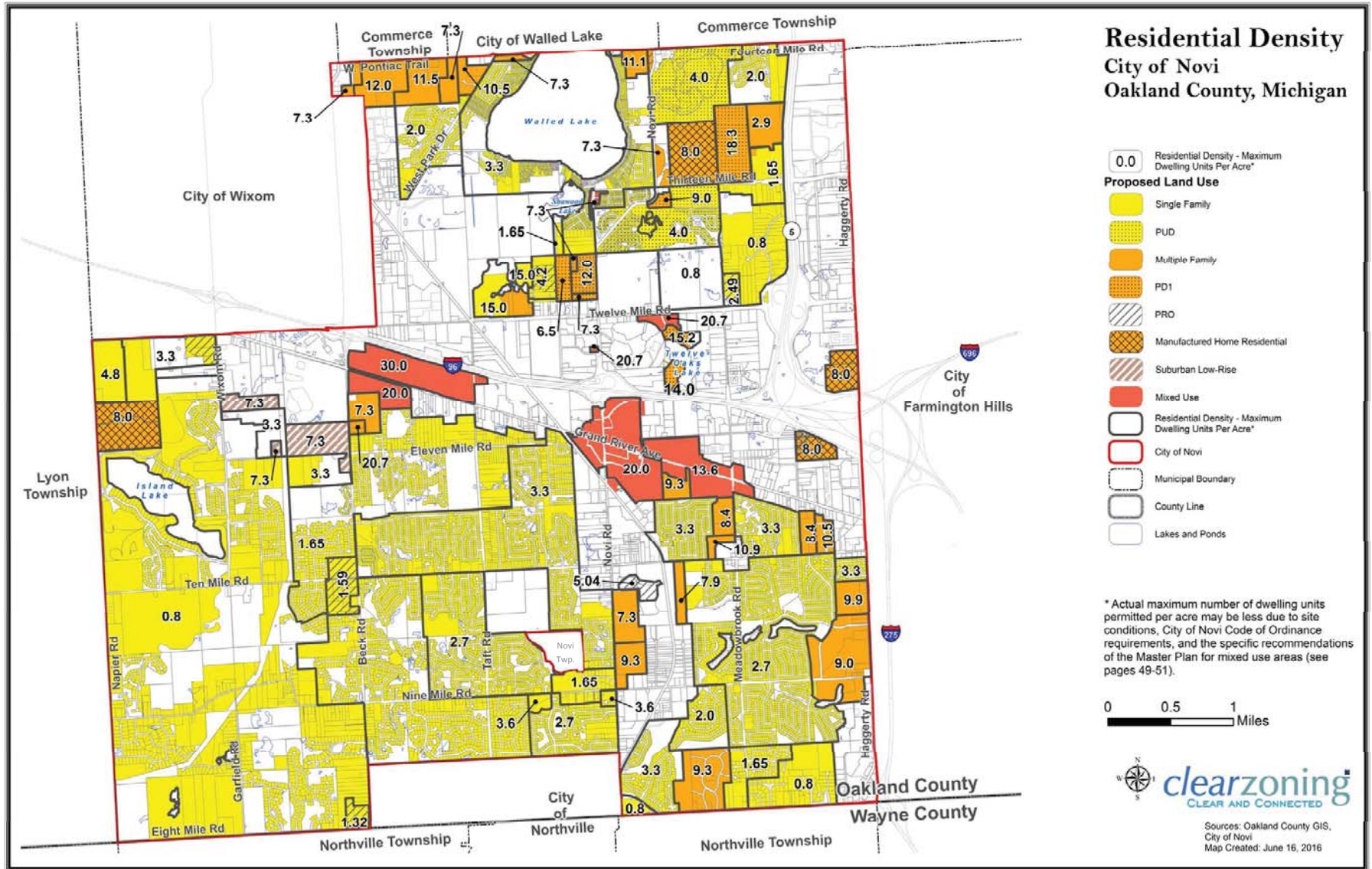
The changes to the Future Land Use Map are highlighted on Map FLU-6

Future Land Use and Fiscal Impact

A number of studies indicate that different types of land uses demand various levels of municipal services, such as schools, fire and police protection, sewer and water, road infrastructure, etc. Because of this range in demand for services and in turn municipal expenditures, it is important for communities to evaluate the composition of their tax base. The costs of services and infrastructure must be balanced against revenue. There have been various studies that show that residential land uses (especially multiple-family residential with a high number of bedrooms) typically demand more services than they pay for in tax revenues. Generally, these studies conclude that open space, office, industrial, and some commercial facilities generate more in municipal tax revenues than public expenses and that most residential development generally does the opposite. Although these studies are generalized and should be used with caution, as every community is different in terms of its fiscal stability, they do provide an additional consideration for land use planning in the City.

However, cost is not the only issue Novi needs to consider when determining an appropriate mix of land uses. Fiscal considerations do not serve as the sole catalyst behind land use policies. Most communities strive to balance their mix of open space, residential, and nonresidential land uses not only to provide a more even flow of revenues and expenditures, but also to address quality-of-life issues and compatibility of new land uses with established land uses.





Build-Out Analysis

The **Residential Density Map FLU-2** illustrates the envisioned density of residential dwellings per acre throughout the City. Densities range from a low of 0.8 dwellings per acre for single-family residential to a high of 12 dwellings per acre for multiple-family residential. The mixed use areas along Grand River Avenue (Town Center Gateway, Town Center Commercial, PD2, and City West) envision the highest density for residential dwellings with a range of 13.6 to 30 dwellings per acre.

Developable acreage is the total vacant acreage designated for residential use on the future land use map, minus wetlands, floodplains, and a typical twenty percent of total area for internal roadways.

The City may anticipate its residential build-out based on the planned dwellings per acre and the number of developable vacant acres available for all types of residential development. Currently, there are 604 acres of total vacant land available, planned, and zoned for single- and multiple-family residential development. Build-out according to the residential density map will result in an estimated 1,399 new dwelling units. These new dwellings will range from small attached units to large detached homes.

Within in the areas designated for mixed use, including City West, Pavilion Shore Village, TC Commercial/Gateway, and PD2, there are another 59 acres of vacant land available for development that is anticipated to include residential dwellings. For the purpose of the build-out analysis, it was assumed that 50 percent of the developable vacant land designated for mixed use would be developed for residential uses. This could result in an additional 1,099 residential dwelling units.

The **Residential Density Update Map FLU-3** depicts areas of residential density change for the 2016 Master Plan update. These areas identify opportunities for diversity of housing stock and address affordability. The City will continue to ensure new housing can accommodate for different household size and types of all income levels.

Residential Future Land Use	Vacant Acres	Total Units	% of Total Units
Single-Family	521	636	46%
PUD	35	292	21%
PD1	25	228	16%
Multiple-Family	23	243	17%
Manufactured home Park	0	0	0
Totals	604	1,399	100%

Mixed Use Residential Future Land Use	Vacant Acres	Total Units	% of Total Units
City West	18	440	40%
TC Gateway	20	272	25%
TC Commercial	10	199	18%
Pavilion Shore Village	3	22	2%
PD2	8	166	15%
Totals	59	1,099	100%



Example loft style condo / live work units in Mill Quarter, Central Oregon that would meet the recommendation of TC Gateway dense multiple-family housing.

Housing Plan

Housing Pattern. The Residential Density Map proposes future land use to maintain the majority of the existing pattern of single-family residential development throughout the City. Low density residential is maintained in the southwest quadrant of Novi.



Top: existing pattern of single-family residential subdivision; Bottom: Berkshire Pointe, a more recent residential development with higher density.

Missing Middle. The 2016 Master Plan Update encourages a range of housing options including multi-unit or cluster housing characterized as “Missing Middle” housing, a term coined by Daniel Parolek of Opticos Design, Inc. in 2010. Parolek defines this type of housing as follows:

“Well-designed, simple Missing Middle housing types achieve medium-density yields and provide high-quality, marketable options between the scales of single-family homes and mid-rise flats for walkable urban living. They are designed to meet the specific needs of shifting demographics and the new market demand, and are a key component to a diverse neighborhood. They are classified as “missing” because very few of these housing types have been built since the early 1940s due to regulatory constraints, the shift to auto-dependent patterns of development, and the incentivization of single-family home ownership.”

Missing Middle characteristics include:

- Walkable (homes are set in walkable context)
- Medium density but lower perceived density
- Smaller, well-designed units
- Smaller footprint and blended densities

Implications for Novi

While the term “Missing Middle” indicates a gap in housing stock, Novi’s housing inventory does include examples of many of the forms included in the term. Duplex, townhome, and apartment developments comprise a modest but substantial portion of the City’s housing options.

In some cases, these developments feature walkable environments within their boundaries, but non-motorized access to other sites is often limited. The City’s pathway plan partially addresses this by envisioning and providing off-street facilities for pedestrians and bicyclists. However, distance will continue to pose a challenge to casual non-motorized connectivity. This has particular implications for individuals with compromised mobility and little or no ability to drive, a category that includes many seniors and is likely to grow accordingly.

This plan calls for the continued diversification of Novi’s housing stock to offer a greater range of sizes, forms, price points, ownership and tenancy models, and configurations. By and large, this plan calls for this expansion of options to be concentrated in portions of the Grand River Corridor that have redevelopment

potential, allowing the City to address areas of need without compromising the rural character of its larger lot areas. The concentration of denser forms in specific areas also ensures that such developments will have proximity to shopping and employment centers that is likely to aid alternative transportation arrangements such as walking or biking to work.



Townhomes proposed by Freed Development in Toronto designed in one of the many the Missing Middle forms.



In order to provide for a greater variety of housing types, the 2016 Master Plan update provides seven notable changes to the residential density map. These changes are highlighted on Map FLU-4 on the following page.

1. **Pavilion Shore Village.** This area, located at 13 Mile and Old Novi, is envisioned to accommodate medium-density residential and commercial development and is further described in the Redevelopment Strategies chapter.
2. **12 Mile/Meadowbrook.** Density increased from 0.8 to 2.5 dwelling units per acre at the northeast corner of Twelve Mile Road and Meadowbrook Road due to a recent development proposal project that aligns with the City of Novi housing goals and objectives. The residential development plans to support healthy lifestyles by setting aside open space for a trail head, pedestrian and bicycle paths, and a small park, while incorporating natural features with wetland enhancement and a context-sensitive greenbelt along Meadowbrook Road.
3. **PD2.** Not included on the 2004 density map, this area is planned for 20.7 units per acre to permit development that complements the high-intensity commercial uses nearby.
4. **Berkshire Pointe.** This area was once designated for commercial use and has been added to the residential density map to reflect rezoning and development that occurred after the previous plan.



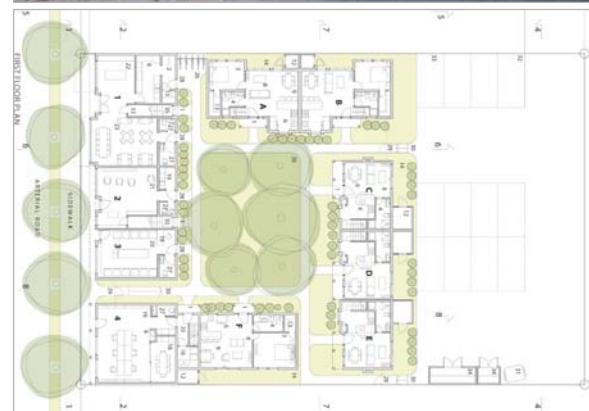
Dense and walkable with access to nearby amenities, Mainstreet Village is an example of Missing Middle housing in Novi.

5. **City West.** The future land use designation City West provides for mixed use development, including a high residential density of 20 dwellings/acre south of Grand River and 30 dwellings/acre north of Grand River near the freeway. This density accommodates the proposed mix of uses including residential in a dense and walkable setting. This area is further describes in the Redevelopment Strategies chapter.
6. **TC Commercial and TC Gateway.** Changes to the residential density map reflect the recommendations of the 2014 Town Center Area Study, which calls for dense multiple-family housing in the form of loft-style condominiums, townhouses, or mixed use of commercial, office, and residential buildings. The study also recommended consideration of residential uses on the first floor and live-work buildings in the Town Center.
7. **Nine Mile/Novi Road (northeast corner).** The density of this corner has been increased from 7.3 units per acre to match the adjacent density of 9.3 dwellings per acre.

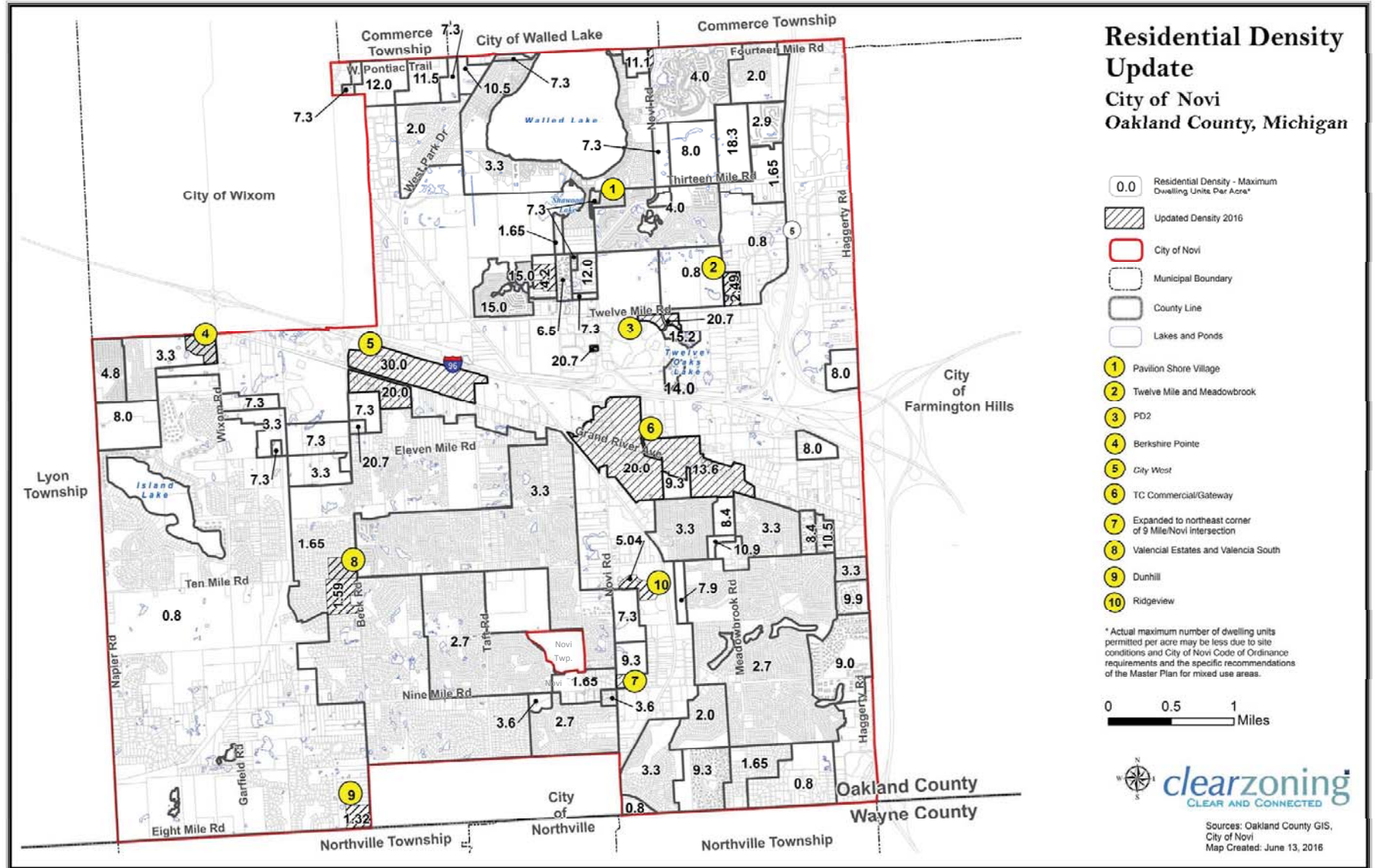
As noted in the Build-Out Analysis and the Residential Density Update map (FLU-3, following page), high density mixed use areas such as City West and TC Gateway are planned to permit concentrated density in selected locations, but there is a limit to the number of new units based on infrastructure limitations and City policy. See page 49 for residential unit limits in mixed use areas.



The existing Hyatt Place hotel at the Suburban Collection Showplace is similar in scale and impact on utility service as many of the use options proposed for the interstate-adjacent portion of City West.



Images above: This courtyard development with adjacent live-work units designed by Niko Tiula won Opticos Design's Michigan Missing Middle Housing design competition in 2015. It offers higher density and mixed use at a modest scale.



Neighborhood Preservation

As noted previously, proposed changes in permitted densities, housing forms, and scale of development are concentrated in specific areas of the City already characterized by more intense development and existing conditions provide opportunity.

Planned residential densities will remain the same in most neighborhoods. This plan recognizes that the preservation of existing neighborhoods and the way of life they provide is key to preserving the character of Novi, even as the City embraces new and varied models of development.

In particular, the neighborhoods of southeastern Novi and the Walled Lake area predate most other development in the City. In both areas, the City should seek to develop a framework under which these neighborhoods can continue to evolve in a changing residential market without the loss of the basic atmosphere that makes them distinctive.

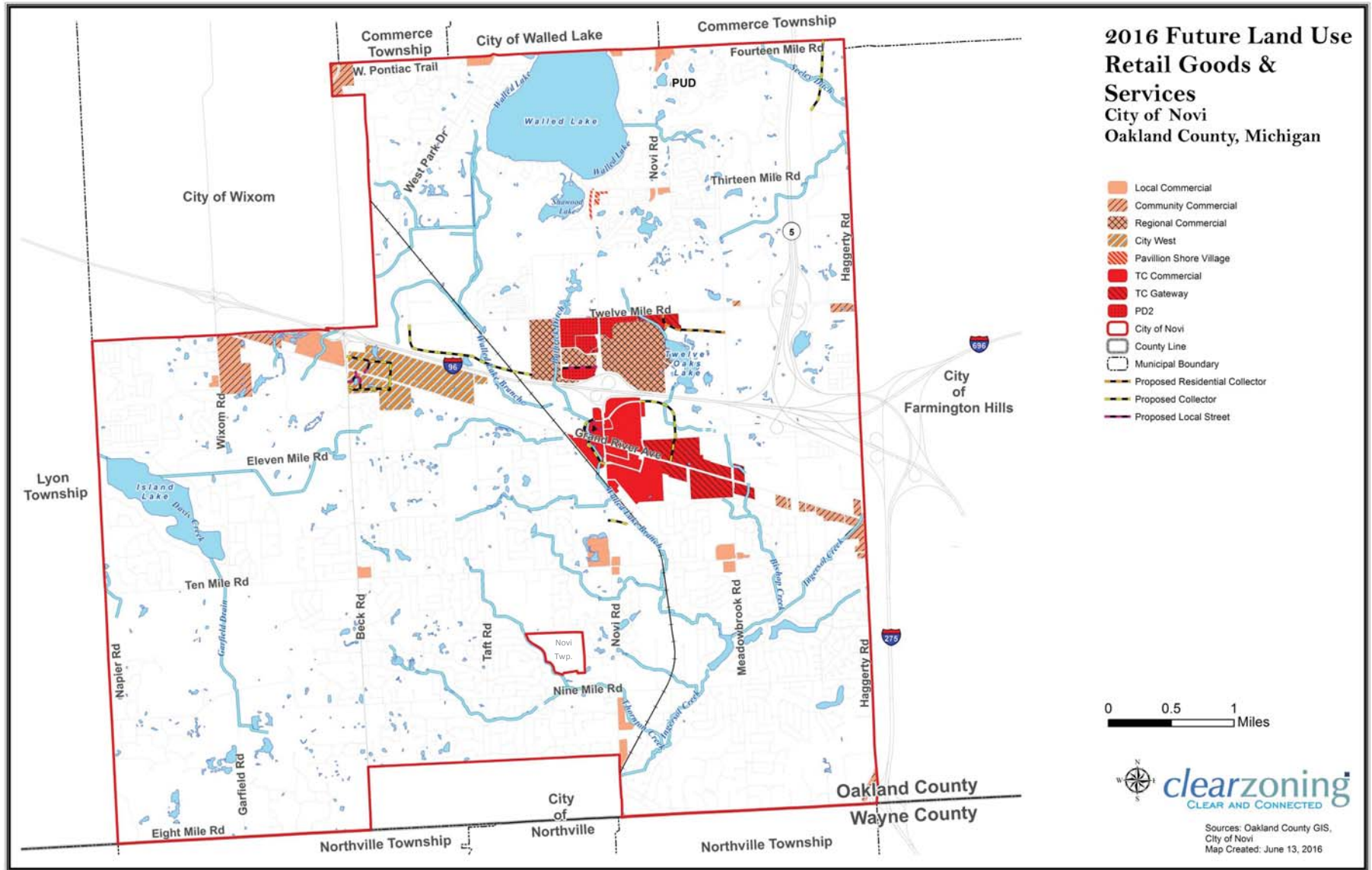
Southeastern Novi's neighborhoods generally feature modestly sized homes on wooded lots, including mid-century ranches and colonials. Streets are uncurbed, drainage is handled by swales, and sidewalks are not always present. A framework for this area should address maintaining existing housing stock, upgrading infrastructure where upgrades are desired, and providing for redevelopment that does not outscale existing homes.

The Walled Lake area features many of the smallest single-family lots in the City and is generally an eclectic neighborhood, with many architectural styles and homes built in many different eras. Improving and expanding home without sacrificing the shoreline community character that makes it attractive is the biggest challenge in this area. Further study is needed to develop a framework that enables context-sensitive change.



Top to bottom: the contrast between newer housing and older cottages is striking; redevelopment of a single family lot in progress; a well-kept home with mid-century proportions.

Top and middle: well-kept older homes in the southeastern portion of Novi illustrate typical styles and lot configurations; bottom: many developments in southwestern Novi features larger homes on estate-style lots.



Retail Goods and Services Plan

The Retail Goods and Services category includes land use designations that accommodate commercial activity, including retail stores, personal and business services, restaurants, entertainment, and medical offices. These areas are isolated in the **Retail Goods & Services Map FLU-4**. This category includes all mixed use areas. The category overlaps with the Housing category in the Town Center Commercial, Town Center Gateway, PD2, City West and Pavilion Shore Village designations; all of which are designed to encourage a mix of residential and commercial uses. There is also some overlap with the Office, Technology and Industry category in the Commercial Office designation. This designation accommodates medical offices, hotels, and some retail and restaurant uses.

The acreage totals provided in the table below suggest the amount of new development that may occur in these categories. The total acreage of the City, not including water and right-of-way, is 16,701. Almost six percent of this is designated solely for commercial and commercial office use, and an additional 3.78% is designated for mixed use that may include commercial components. These areas planned for mixed uses would balance retail goods and services with residential and office uses.

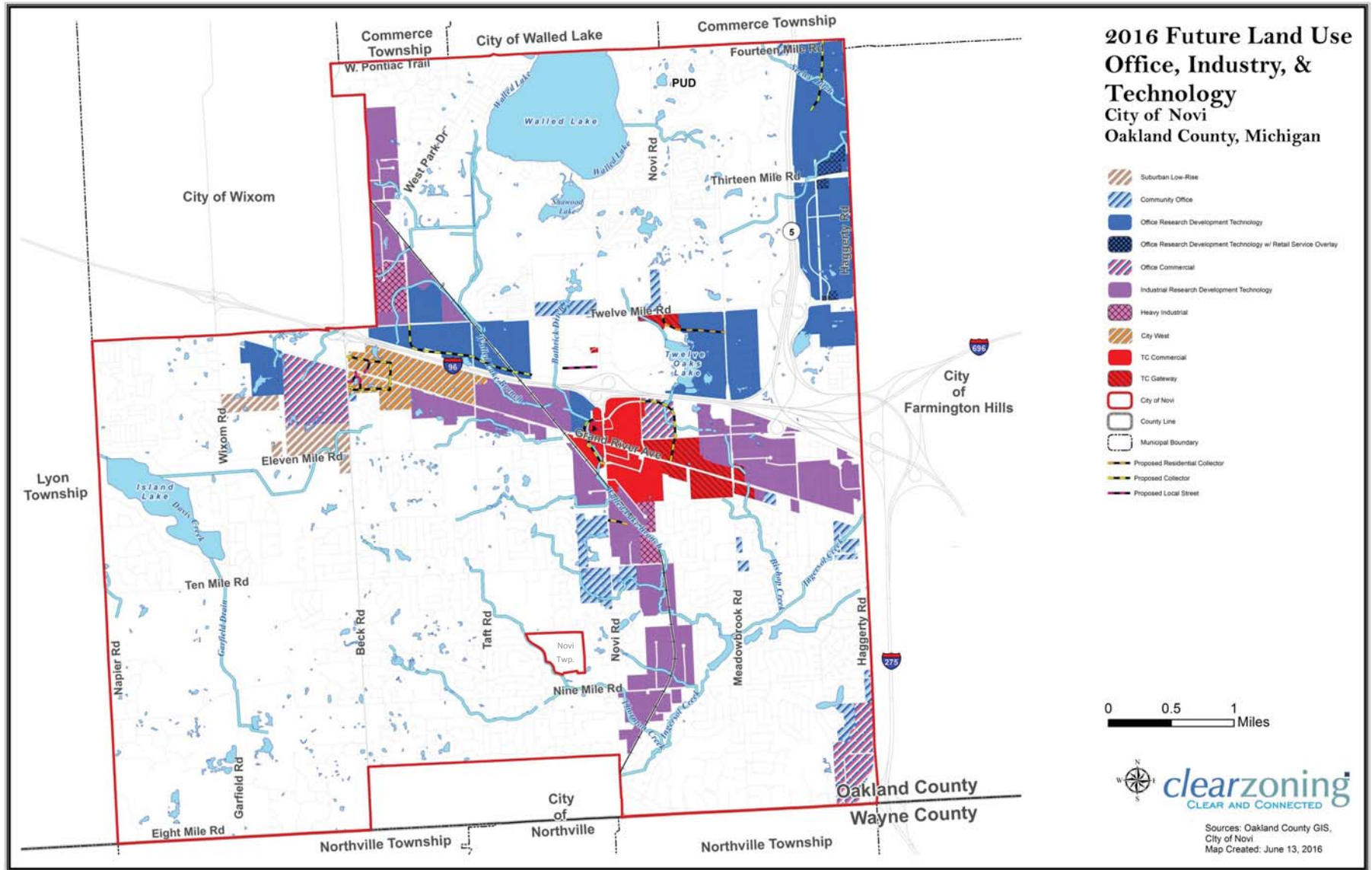
The market assessment performed during this Master Plan update identified the arts and entertainment, food and beverage manufacturing, health and fitness, and education and training clusters as potential areas for growth in the local economy. The redevelopment plans in Chapter 8 of this Master Plan update, addressing the Pavilion Shores, City West, and the Anglin property, each offer development concepts that could dovetail well with two or more of these potential growth areas. Overall, the assessment determined that future retail uses in Novi will likely stand the best chance of success if developed in tandem with entertainment uses. The redevelopment plans referenced above each encourage mixing of commercial uses with other use categories

The market assessment estimates demand for between 742,500 and 834,300 square feet of new retail goods and related service space from 2015 to 2025, depending on population growth. The total vacant acreage in the various commercial land use categories, including those planned for mixed uses, is sufficient to accommodate this level of growth in commercial square footage.

Future Land Use	Total Acres	Acres Developed	% Developed	Acres Vacant	% Vacant
Local Commercial	169	140	83%	29	17%
Community Commercial	194	128	66%	66	34%
Regional Commercial	248	216	87%	32	13%
Pavilion Shore Village	6	3	50%	3	50%
PD2	92	74	81%	18	19%
City West	200	151	76%	49	24%
TC Commercial	200	176	88%	24	12%
TC Gateway	134	83	62%	51	38%
Totals	1,243	971	78%	272	22%
Office Commercial	318	282	89%	36	11%
Totals with Office Commercial Included	1,561	1,253	80%	308	20%



Commercial development in Novi features a range of typologies, including malls (not pictured), large suburban strip centers with parking entirely in front (top), small strip commercial with limited front yard parking (middle), and the Main Street district, which is patterned on more traditional downtown development (bottom). This last approach has recently returned to prominence and will likely continue to grow in the future.



Office, Technology, and Industry Plan

The overall category of Office, Technology, and Industry generally incorporates land use designations that accommodate office buildings and office parks, flexible space, research and development uses, and industrial and light manufacturing facilities. These areas are isolated in the **Office, Industry, and Technology Map FLU-5**. Land designated for mixed use development is also included when office uses are envisioned. There is not much change in this 2016 Master Plan Update to the total figures for these land use categories; however the general categorization described here incorporates some mixed use areas. The table below illustrates the acreage designated for this general category:

Future Land Use	Total Acres	Acres Developed	% Developed	Acres Vacant	% Vacant
Suburban Low-Rise	127	115	90%	12	10%
Community Office	232	162	70%	71	30%
Office Research Development Technology	1,178	628	53%	551	47%
Office Commercial	318	282	89%	36	11%
Industrial Research Development Technology	1,160	893	77%	266	23%
Heavy Industrial	92	89	97%	3	3%
City West	200	151	76%	49	24%
TC Commercial	200	176	88%	24	12%
TC Gateway	134	83	62%	51	38%
Totals	3,641	2,581	71%	1,061	29%



This existing office complex on Grand River near Haggerty (above) appears to be largely vacant. The City should consider strategies to ensure buildings like this continue to be utilized to the fullest extent possible.



Demand for office space is likely to continue in the area surrounding Providence Park Hospital, which already includes significant medical office space and lodging.

The acreage totals provided at left suggest the amount of new development that may occur in those categories. This does not include any future consolidation, reorganization, and redevelopment of land that may occur in some of these areas over time. With an overall total of 16,701 acres in the City, about 19% is generally designated for office, technology and industrial uses.

While the total in the table includes land use categories that anticipate a mix of uses that may include some office and limited technology, the totals do not reflect the proportion of uses that may be mixed in the City West, Town Center Commercial, and Town Center Gateway land use designations. When included, together the land use categories have the potential to contribute about 22% of the City's land for office, technology, and industrial uses.

This 2016 Master Plan Update changes the land use designation from Office Research Development Technology (ORDT) and ORDT Retail Service Overlay in the Grand River/Beck area to the new category, City West. This new land use designation envisions the addition of retail, entertainment, and residential to office, research and technology uses, and is consistent with the findings of the market assessment discussed earlier.

The Novi market for office, flex, and industrial was negatively impacted during the recession, but is recovering. According to research provided by Newmark Grubb Knight Frank, in the last quarter of 2015, the City had approximately 3.9 million square feet of office space, with an 11.9% vacancy rate. Flex space (a general term for a mix of industrial/office space within a building) totals approximately 2.7 million square feet and had about a 10% vacancy rate. Industrial space totals approximately 7 million square feet and is fairly well occupied, with a 3.7% vacancy rate.

As new office and industrial buildings are developed, existing buildings may continue to see vacancies unless the demand increases. The City should consider strategies to ensure the ongoing sustainability of existing office and industrial buildings.

Over the past five years, the City of Novi has prepared a variety of planning documents, summarized below, that pertain to the long-range planning for the City.

Thoroughfares and Transportation

The City of Novi is currently in the process of updating its Thoroughfare Master Plan. Accordingly, this Master Plan for Land Uses element includes a brief overview of thoroughfare planning concepts. Refer to the adopted Thoroughfare Plan for specific updates to transportation planning recommendations.

Access Management

Access management has long been a planning goal of the City. There are many access management techniques that can be implemented, ranging from adequate driveway spacing to shared access driveways. These techniques are usually implemented through the site plan and plat review process. The principal goal of access management is that all developments should be provided with safe and reasonable access from public streets using the minimum number of access points (driveways) necessary to achieve this goal. Access through a shared driveway, frontage road or rear service road (located in rear yard) should be encouraged along busy corridors. If these techniques are not feasible, one (1) two-way driveway or two (2) one-way driveways (one inbound and one outbound) should be the rule unless a development is so large that volumes or emergency access requirements warrant additional driveways.

Deceleration/Acceleration Tapers and Lanes

When motorists turn into driveways and intersecting streets, it can cause significant disruption to through traffic. Providing a deceleration taper or taper and turn lane combination can improve the time it takes a right turning vehicle to exit the through traffic stream, thereby improving road capacity and reducing delay. Center left turn lanes provide a similar benefit, removing the turning traffic from the through traffic stream.

The City of Novi and the Road Commission for Oakland County have established warrants for determining when turn lane improvements are warranted. This should be implemented and updated on a regular basis.



City plans address both vehicular and non-motorized transportation facilities

Internal Site Design

Regardless of the types of limitations placed on driveway design, spacing and location, congestion and safety concerns can still be caused by poor internal circulation. Parking lot and internal driveway layouts must be coordinated with the access points to the public right-of-way to ensure a smooth transition from the public road to the "private road network."

The review of site plans should include the following:

- Internal turning radii and driveway width should be reviewed using the same concepts applied to main driveways: provide for safe and adequate circulation.
- Smooth internal circulation requires a design conducive to passenger cars and service vehicles. If semi-trucks will serve the site, the internal tracking route must be specially designed to accommodate larger turning radii. Emergency vehicle access must also be considered.
- Sight distance at internal intersections is as important as at driveway intersections with public streets. End islands and proper landscaping can improve sight distance.

Conclusion

The Thoroughfare Master Plan is designed to provide for a road network that addresses both the need for mobility and access to property. Refer to the separate Thoroughfare Master Plan document for recommendations and functional classification policies. The access management section noted above includes a number of techniques that can be used to maximize the road network's capacity, by reducing the impact of development abutting the major road network. The Michigan Department of Transportation's [Access Management Guidebook](#) is another resource for techniques to enhance safety and capacity. As with any plan, periodic re-evaluation is important to keep the concepts and goals up-to-date.

Non-Motorized Plan

The City of Novi adopted its Non-Motorized Plan in 2011.

Highlights of the plan include:

- The City seeks to encourage an active and healthy lifestyle through extensive pathway and sidewalk connectivity
- Novi is a four-time winner of Promoting Active Communities Gold Award
- The City of Novi includes 225 miles of public pedestrian paths, bike paths, and bike routes.
- 90 miles of proposed paths are in the works for the City

The City has several existing policies that guide the development of additional non-motorized transportation facilities in the City:

- Complete Streets
- ADA and Transition Plan
- Safe Routes to School
- Maintenance of non-motorized facilities
- Sidewalk/roadside pathway completion
- Engineering Design Manual, Chapter 7.4 for Non-Motorized Facilities
- Annual update of non-motorized prioritization

In addition to these policies, the City is pursuing design guidelines for the development of pathways to ensure safety and ease for pedestrians, cyclists, and motorists. Outreach and education are also important to raise awareness of the City's existing and planned non-motorized facilities.

Older Adult Services Strategic Plan (2013-2015)

In 2010, the City of Novi prepared an Older Adult Services Strategic Plan to promote quality programs and services for its older adult residents. Led by the Parks, Recreation, and Cultural Services department, this plan includes the following strategies:

- Engaging a wider audience with programs and activities specific to their needs
- Encouraging community through volunteer opportunities
- Increase program awareness through effective and efficient communication
- Provide and promote social service focused programming
- Transportation to help residents stay active in their community and reach a variety of destinations
- The process of creating the 2016-2021 Older Adult Services Strategic Plan is underway

Strategic Community Recreation and Master Park Plan (2015-2019)

In 2014, the City of Novi developed a Strategic Community Recreation and Master Park Plan to guide the development and programming of the city's parks and recreation facilities. The report indicated that Novi residents use and enjoy the city's parks (83% survey participants rated parks excellent to good; 80% of households visited park/recreation facility in the past 12 months; and 46% of residents participated in recreation programs). Key planning goals include adapting facilities for an aging population; providing more diverse programming and facilities; and planning for a more sustainable environment (also refer to the Older Adult Services Strategic Plan and the Sustainability Plan, noted below). Important planning objectives include:

- Achieve National Accreditation from Commission for Parks and Recreation Agencies (CAPRA)
- Serve as lead for Barr Property Plan
- Enhance cultural arts
- Develop and maintain quality park infrastructure
- Support and educate on inclusive opportunities
- Develop a plan that serves the entire Novi population

In this planning document, the city's local and regional recreation facilities are included; however, there is one community resource that was not identified in the document that does have regional significance.

The Tollgate Farm and Educational Center is located on an original 160-acre farmstead dating back to the first generation of European settlers in the area. First farmed in the late 1830's, the farm originally included a log cabin constructed from logs cut from woods on the property. A large Greek revival farmhouse, built between 1840 and 1855, has been restored and still stands on Meadowbrook Road. The original 160-acre tract was reassembled by Adolf and Ginger Meyer starting in 1951 and the Americana Foundation was created with a mission of preserving the farm in perpetuity. In 1987, the Americana Foundation donated sixty acres to Michigan State University to help further their joint missions of agricultural education. The Tollgate Farm and Education Center provides a wide variety of educational programs to people of all ages and serves as a meeting place for local organizations and passive recreation.



The barn at Tollgate Farm (photo by Michigan State University Extension)

Town Center Area Study (2014)

The 2014 Town Center Area Study contained specific recommendations for the areas identified in these two land use categories. A summary of future land use is provided below and the complete study is contained in the Appendix. Action items from that study are included in the Implementation chapter.

Guiding Principles for Land Use in the Town Center Area:

1. Land uses should be mixed and work together to establish a city center for Novi that provides an attractive, mixed-use hub of activity.
2. Residential land uses should encourage development of varied styles of residential development, including mid-rise, townhouse, loft-styled or others to attract young professionals, families and seniors, and supply patrons for nearby businesses
3. Private and public development should include community gathering spaces that provide venues for events that attract visitors, as well as green space for area residents.
4. Existing natural features (streams, wetlands, ponds), while limited, should be incorporated into private and public developments to create an attractive environment for pedestrian-scaled uses.

"Development of the Town Center Study Area will create a dynamic, attractive city core that provides residents and visitors with unique opportunities to participate in active community life and meet their needs for goods, services, housing, and entertainment."

—2014 Town Center Area Study

Sustainability Plan

The City of Novi adopted "Green Novi" in its Master Plan Update in 2010. Accordingly, this Master Plan for Land Uses element includes a brief overview of sustainable planning concepts. Refer to the adopted "Green Novi" for specific updates to sustainable planning recommendations.

Natural Features

The City of Novi has a long history of protecting natural features. The goal of environmental stewardship is achieved through a variety of implementation techniques. Residential clustering of development, adoption of low impact development (LID) practices, and local ordinances regulating wetlands, watercourses, and woodlands provide the necessary guiding framework in protection of natural resources and conservation practices for a sustainable Novi.

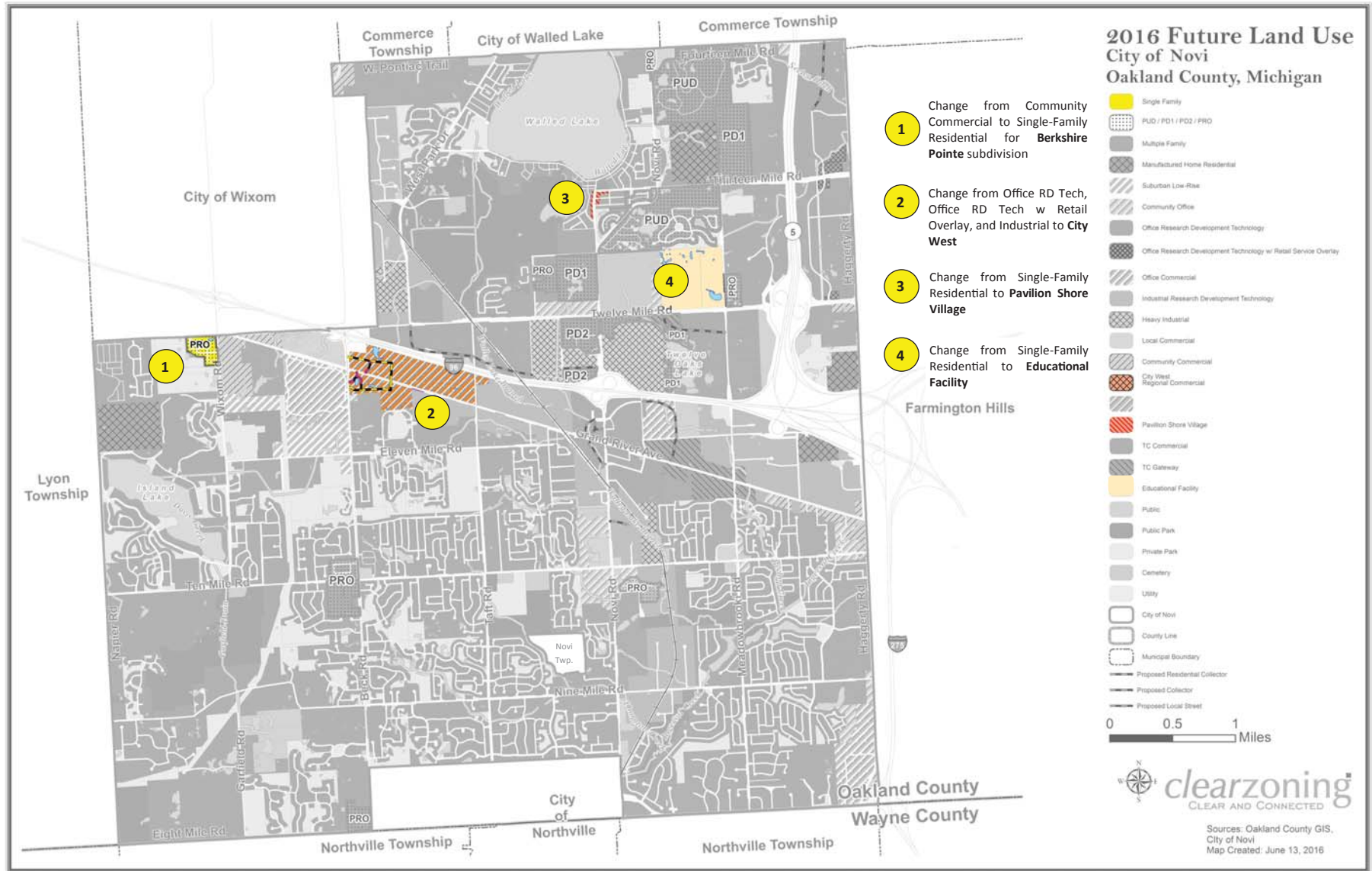
Clean Technologies in Buildings, Energy, and Business

Sustainable development and redevelopment projects are addressed with the commitment of clean technologies that will improve the use of renewable energy, promote sustainable design, and lessen the carbon impact for our community and its integration with the natural systems.

The City of Novi encourages both private and public projects to follow standards set forth by the Leadership in Energy and Environmental Design (LEED), as well as continue to attract businesses to locate in the City of Novi that promote emerging clean energy technologies, including solar and wind energy.

Integration of Land Use, Infrastructure, and Transportation

The development patterns of the City will continue to be guided by sustainable goals in land use, infrastructure, and transportation. Implemented through local policies and regulations, the City will continue to provide a high quality of life for both current and future generations.



7: Grand River Corridor

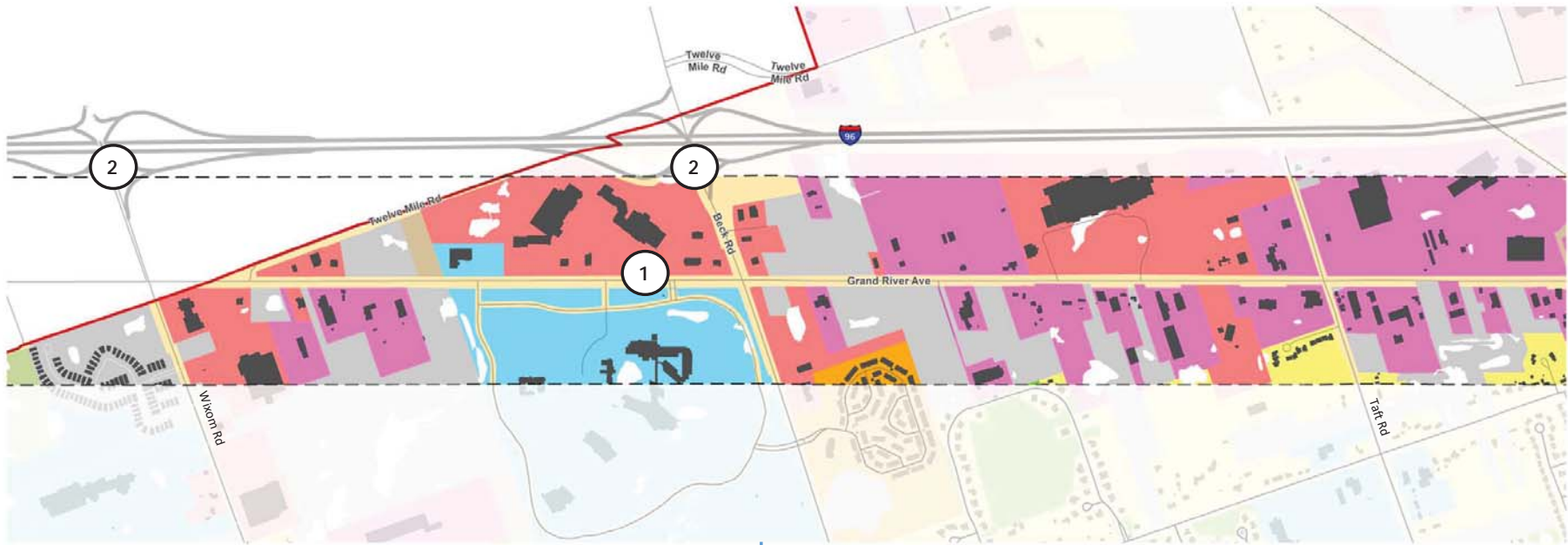


Grand River Avenue is one of the most influential and historic thoroughfares in southern Michigan.

Grand River has roots dating back to Native American days when it was used as a travel route between the Straits of Detroit and Lake Michigan. There are only a handful of routes still active today that can claim service to people on foot and horseback as well as in covered wagons and early automobiles.

As it runs through the City of Novi, Grand River was the initial thoroughfare of commerce, transporting people and goods through the City and beyond. While many industrial and manufacturing businesses still exist in the corridor, more recent development includes destinations for the region, such as Providence Park Health System and the Suburban Collection Showplace. Opportunities exist to enhance the corridor's function and its appearance, resulting in a roadway that creates a community identity for the City of Novi.

Photos in the Grand River Corridor. Clockwise from top left: industrial building near the railroad; vacant property; shopping at Meadowbrook and Grand River; the Suburban Collection Showplace; a restaurant with outdoor seating between Haggerty and Meadowbrook; Providence Park Hospital.



CORRIDOR LAND USE

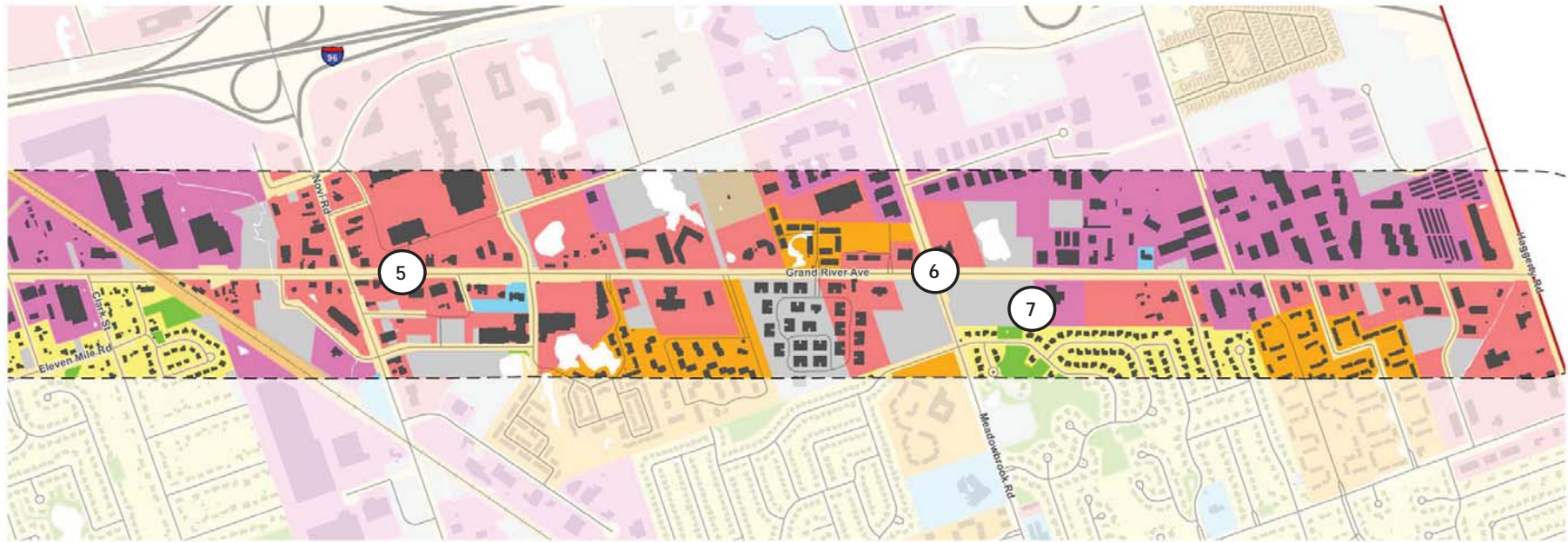
LEGEND

Grand River Corridor	Recreation/Preservation
Agricultural	Single-Family Residential
Commercial/Office	Utility
Industrial	Extractive
Multiple-Family Residential	Railroad right-of-way
Public/Institutional	Road right-of-way

Existing Conditions Analysis

Wixom Road to Taft Road

- 1** Land use patterns tend to be less dense than the eastern segment of the corridor; newer development tends to feature large setbacks from the road.
- 2** Proximity of interstate highway interchanges provides regional access for this segment of the corridor. Newer land uses in this segment tend to serve a regional population.
- 3** Considerable vacant land provides opportunities for development; underutilized parcels exist, but may not be redeveloped as easily as vacant land.
- 4** There are not many housing developments in this portion of the corridor. Single-family developments exist to the south. There are opportunities to add denser housing types in this area.

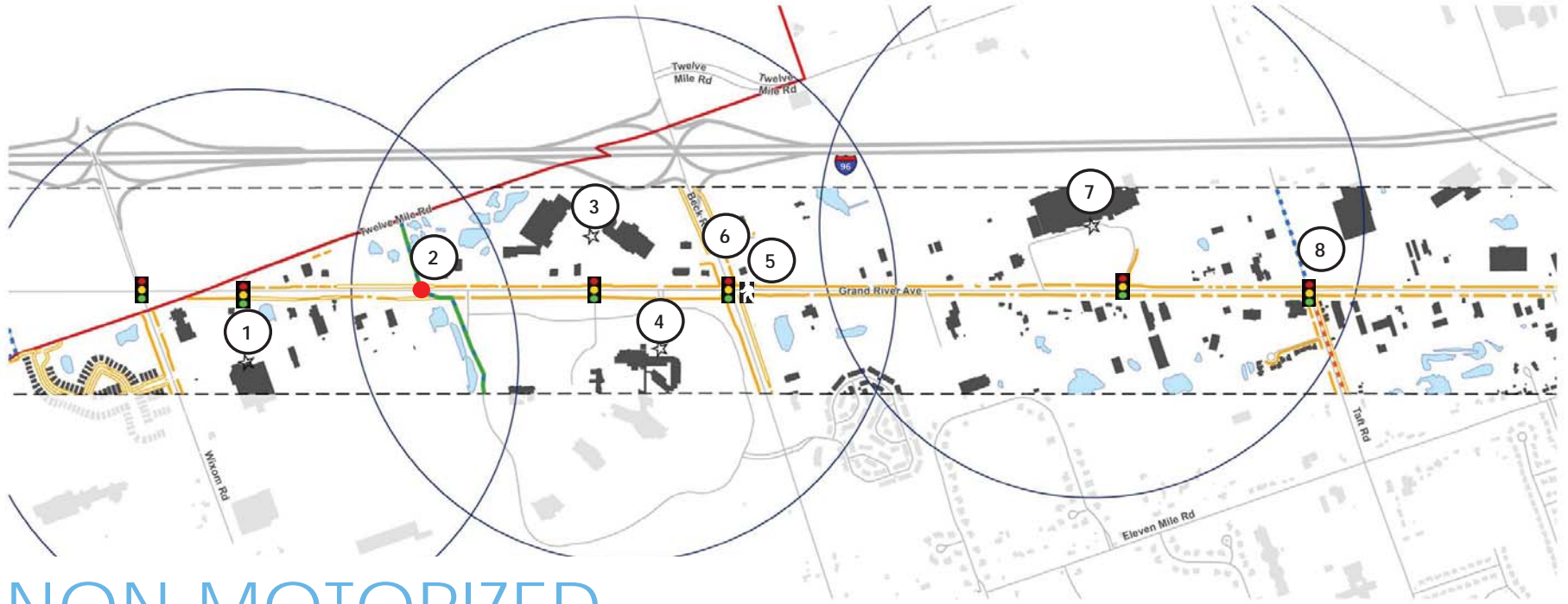


Existing Conditions Analysis

Taft Road to Haggerty Road

- 5** **Town Center Area: Denser development.** Land use patterns tend to be denser with smaller buildings than in the western segment.
- 6** **Local market.** Land uses in this area tend to target a local market. There is limited interstate access in this section of the corridor.
- 7** **New development.** Some vacant parcels could offer development opportunities. Development is more likely to occur on vacant parcels before redevelopment of underutilized or obsolete parcels.

2012 Existing Land Use in the Grand River Corridor		
Land Use	Acres	% of Acres in Corridor
Industrial	358.0	28.1%
Commercial / Office	338.7	26.6%
Vacant	196.5	15.4%
Road Right-of-Way	143.3	11.2%
Single-Family	58.6	4.6%
Public / Institutional	58.3	4.6%
Multiple-Family	56.2	4.4%
Water	34.8	2.7%
Transportation / Utility / Communication / Railroad	21.5	1.7%
Recreation / Conservation	5.6	0.4%
Agriculture	3.8	0.3%
Total	1,275.3	100.0%
















NON-MOTORIZED TRANSPORTATION

Existing Conditions Analysis

Wixom Road to Taft Road

LEGEND

-  Pedestrian Crosswalks
-  Signal
-  Activity Center
-  Sidewalks
-  Proposed Road Crossing
-  Proposed Bike Lanes
-  Proposed Off Road Trails/Neighborhood Connectors
-  Proposed Neighborhood Connector On Road Route
-  Proposed Sidewalk/Roadside Pathways
-  Town Center District
-  Grand River Corridor
-  Lakes and Ponds
-  1/2 Mile Walking Radius

- 1** **Wixom Road and Grand River Shopping Center**
Residential Population Density: 1,203 persons per square mile within 1/2 mile
Working/Daytime Population Density: 1,951 persons per square mile within 1/2 mile
- 2** **Potential pedestrian enhancements.** Mid-block crossing, off-road trails, and neighborhood connectors as identified in the City of Novi Non-Motorized Plan. Neighborhood connector routes are characterized by traffic calming, public art, rain gardens, and historic feature elements that can be linked with the Grand River corridor.
- 3** **Providence Park Hospital and Grand River Shopping Center** (considered one activity center due to close proximity)
- 4** Residential Population Density: 624 persons per square mile within 1/2 mile
Working/Daytime Population Density: 675 persons per square mile within 1/2 mile

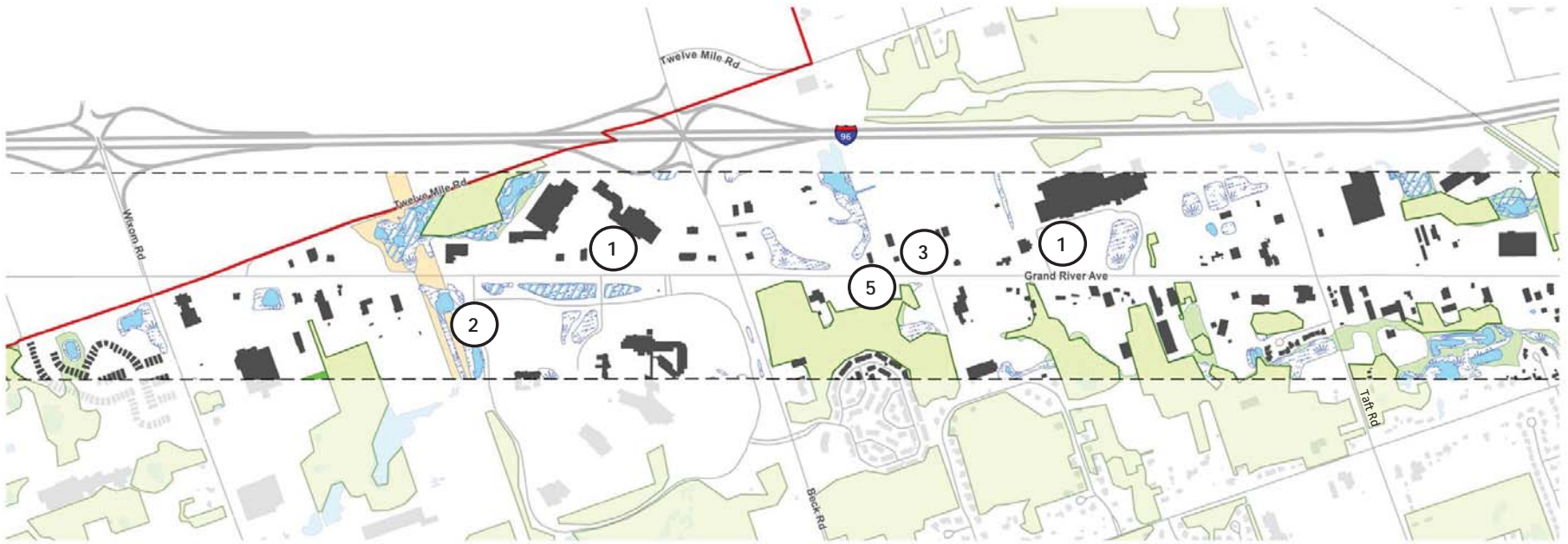


Existing Conditions Analysis

Taft Road to Haggerty Road

- 5 Non-Motorized Opportunity.** Beck Road runs north and south and connects with Grand River; identified as a major non-motorized corridor in the City of Novi Non-Motorized Plan.
- 9 Town Center District**
Residential Population Density: 2,053 persons per square mile within ½ mile
Working/Daytime Population Density: 3,827 persons per square mile within ½ mile
- 6 Regional Trail Connection.** One proposed north-south regional trail connection known as the “ITC Trail” is identified crossing Grand River at Beck Road.
- 10 Non-Motorized Opportunity.** Meadowbrook Road runs north and south and connects with Grand River; identified as a major non-motorized corridor in the City of Novi Non-Motorized Plan.
- 7 Suburban Showplace**
Residential Population Density: 1,220 persons per square mile within ½ mile
Working/Daytime Population Density: 1,135 persons per square mile within ½ mile
- 11 East of Town Center to Haggerty Road (city limits)**
Residential Population Density: 2,295 persons per square mile within ½ mile
Working/Daytime Population Density: 3,599 persons per square mile within ½ mile
- 8 Non-Motorized Opportunity.** Taft Road runs north and south and connects with Grand River; identified as a major non-motorized corridor in the City of Novi Non-Motorized Plan.
- 12 Sidewalk Gaps.** Sidewalks are provided in much of the corridor (see maps that illustrate locations), however, a total of 1.1 mile of sidewalk gap exists east of Town Center .

Sources: Oakland County GIS, City of Novi, SEMCOG
 Map Created: February 10, 2016





NATURAL FEATURES

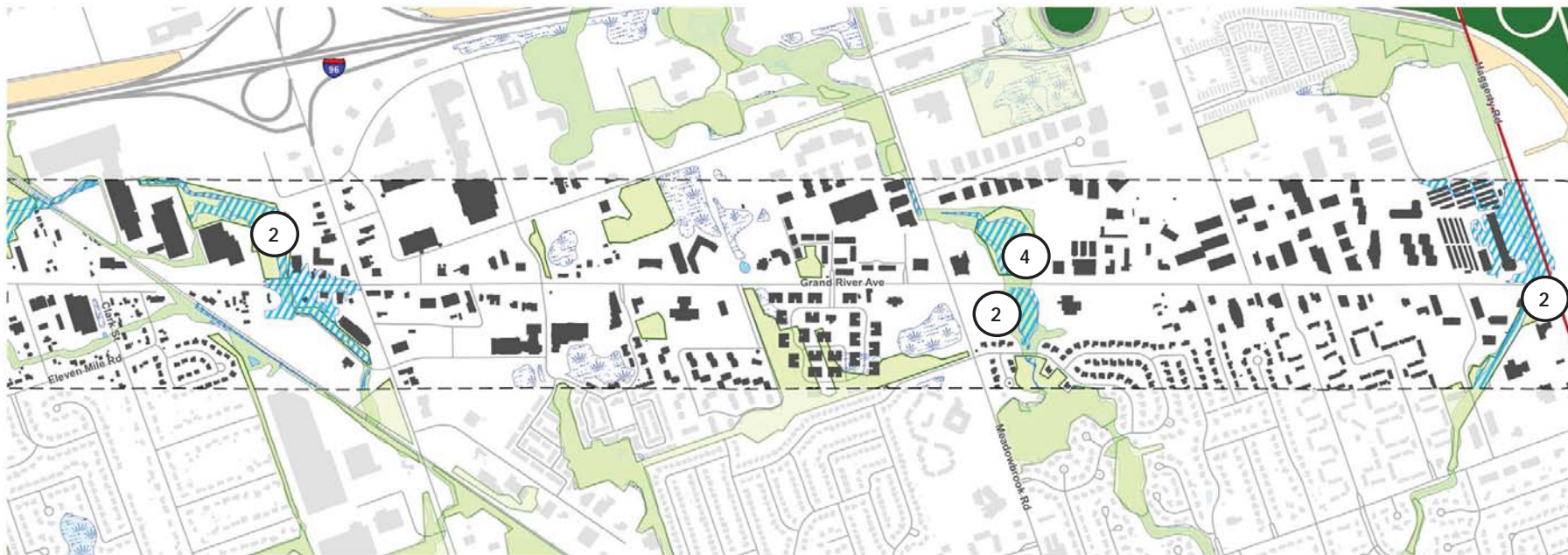
LEGEND

 Grand River Corridor	 Hub- Core Habitat for Plants and Animals
 Lakes and Ponds	 Site- Essential component of natural network
 Woodlands	 Link- Linear connection between hubs and sites
 Wetlands	 Other- Includes utility corridors
 Special Flood Hazard Areas	

Existing Conditions Analysis

Wixom Road to Taft Road

-  **1** **Wixom Road to Taft Road.** A vast amount of open space is impervious parking lot, negatively impacting watershed management.
-  **2** **Potential Green Infrastructure Corridors.** Identified as north-south green infrastructure corridors with opportunities to protect and preserve existing natural features.

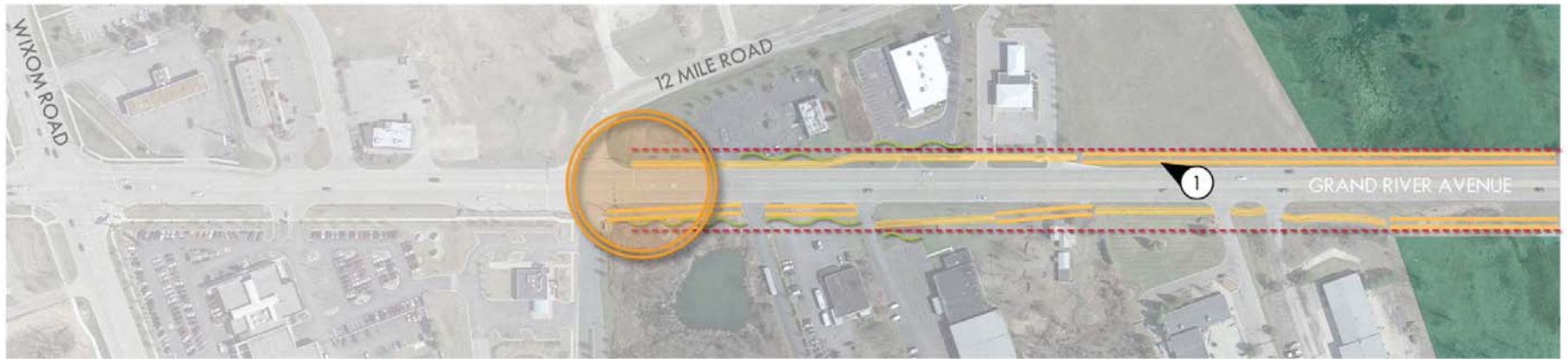


Existing Conditions Analysis

Taft Road to Haggerty Road

- 3** **Low Impact Development.** Opportunities with new development projects to implement low impact development techniques along Grand River corridor for water quality improvements.
- 4** **Natural Feature Improvements.** There are some limited areas where natural features abut or are in view of Grand River Avenue. There may be opportunities to provide enhanced visibility of these areas. Incorporate native plantings and maintenance specific to Grand River corridor conditions to promote, protect, and enhance the natural features.
- 5** **Natural Feature Buffers.** Provide natural feature setbacks to provide buffer and protect, preserve, and maintain quality of woodlands, wetlands, and streams within the corridor.

Sources: Oakland County GIS, City of Novi, SEMCOG
Map Created: February 10, 2016



CORRIDOR LANDSCAPE

Existing Conditions Analysis
Wixom Road to Beck Road



1 Lack of spatial definition along corridor



2 Existing wetland/woodland edges offer opportunities



3 Preserve areas with existing parklike character



4 Lack of street trees to define corridor edge



ANALYSIS

The existing corridor lacks the following:

- An identity and a positive municipal image
- Gateways and portals at city limits
- Amenities promoting a unique corridor character
- Places for people and consistent pedestrian connectivity
- Spatial definition
- Street trees and landscape plantings
- Unified parking lot/service area screening

LEGEND

- Grand River Corridor Right of Way
- Novi Town Center Boundary (NIC)
- Gateway Opportunity
- Pedestrian Circulation - Existing
- Pedestrian Circulation - Opportunity
- Existing Tree Locations
- Visual Screening Needed
- Natural Areas / Enhancement Opportunity



CORRIDOR LANDSCAPE

Existing Conditions Analysis
Beck Road to Taft Road



5 Trees located within utility easements will require specific mature heights



6 Areas lacking quality image need to be addressed











7 Need for screening of existing parking lots and service areas

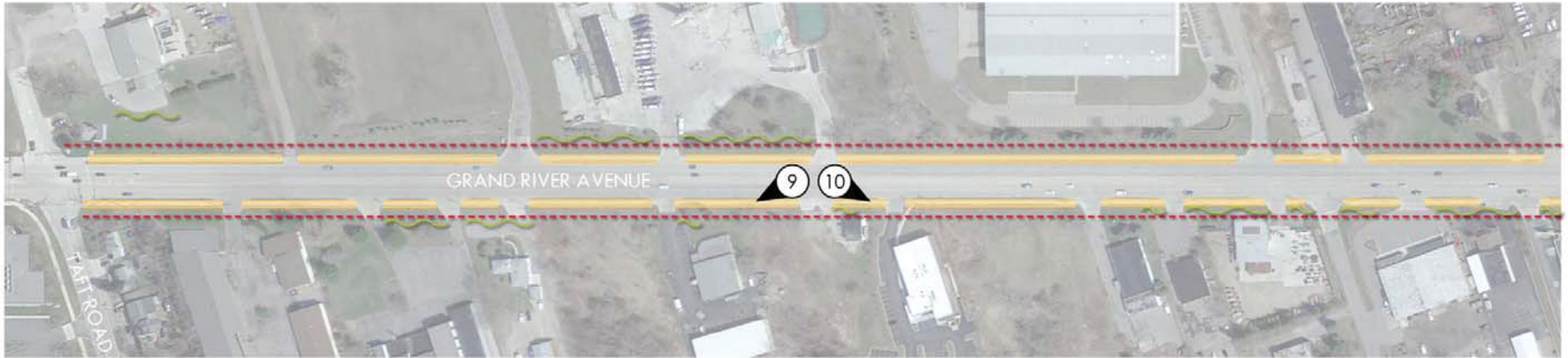


8 Lack of street trees to define the pedestrian corridor and buffer traffic lanes



LEGEND

-  - Grand River Corridor Right of Way
-  - Novi Town Center Boundary (NIC)
-  - Gateway Opportunity
-  - Pedestrian Circulation - Existing
-  - Pedestrian Circulation - Opportunity
-  - Existing Tree Locations
-  - Visual Screening Needed
-  - Natural Areas / Enhancement Opportunity



CORRIDOR LANDSCAPE

Existing Conditions Analysis
Taff Road to Novi Road



9 Large trees significantly buffer adjacent non-retail uses



10 The corridor lacks unifying characteristics








11 The corridor lacks amenities such as pedestrian lighting



12 The bridge offers gateway opportunities and needs enhancement



LEGEND

-  - Grand River Corridor Right of Way
-  - Novi Town Center Boundary (NIC)
-  - Gateway Opportunity
-  - Pedestrian Circulation - Existing
-  - Pedestrian Circulation - Opportunity
-  - Existing Tree Locations
-  - Visual Screening Needed
-  - Natural Areas / Enhancement Opportunity



CORRIDOR LANDSCAPE

Existing Conditions Analysis
Novi Road to Meadowbrook Road



13 The width of pavement visually dominates the scale



14 Lack of street trees to help separate pedestrians from traffic lanes



15 Areas of the corridor lack defined edges/boundaries



16 Lack of street trees to define human scale



LEGEND

- Grand River Corridor Right of Way
- Novi Town Center Boundary (NIC)
- Gateway Opportunity
- Pedestrian Circulation - Existing
- Pedestrian Circulation - Opportunity
- Existing Tree Locations
- Visual Screening Needed
- Natural Areas / Enhancement Opportunity



CORRIDOR LANDSCAPE

Existing Conditions Analysis
Meadowbrook Road to Haggerty Road



17 Opportunities to enhance and engage natural edges are present in many locations.



18 Need for screening of service areas and parking lots









19 A singular tree illustrates the importance of trees defining human scale and street character



20 Lack of a significant identity and gateway image



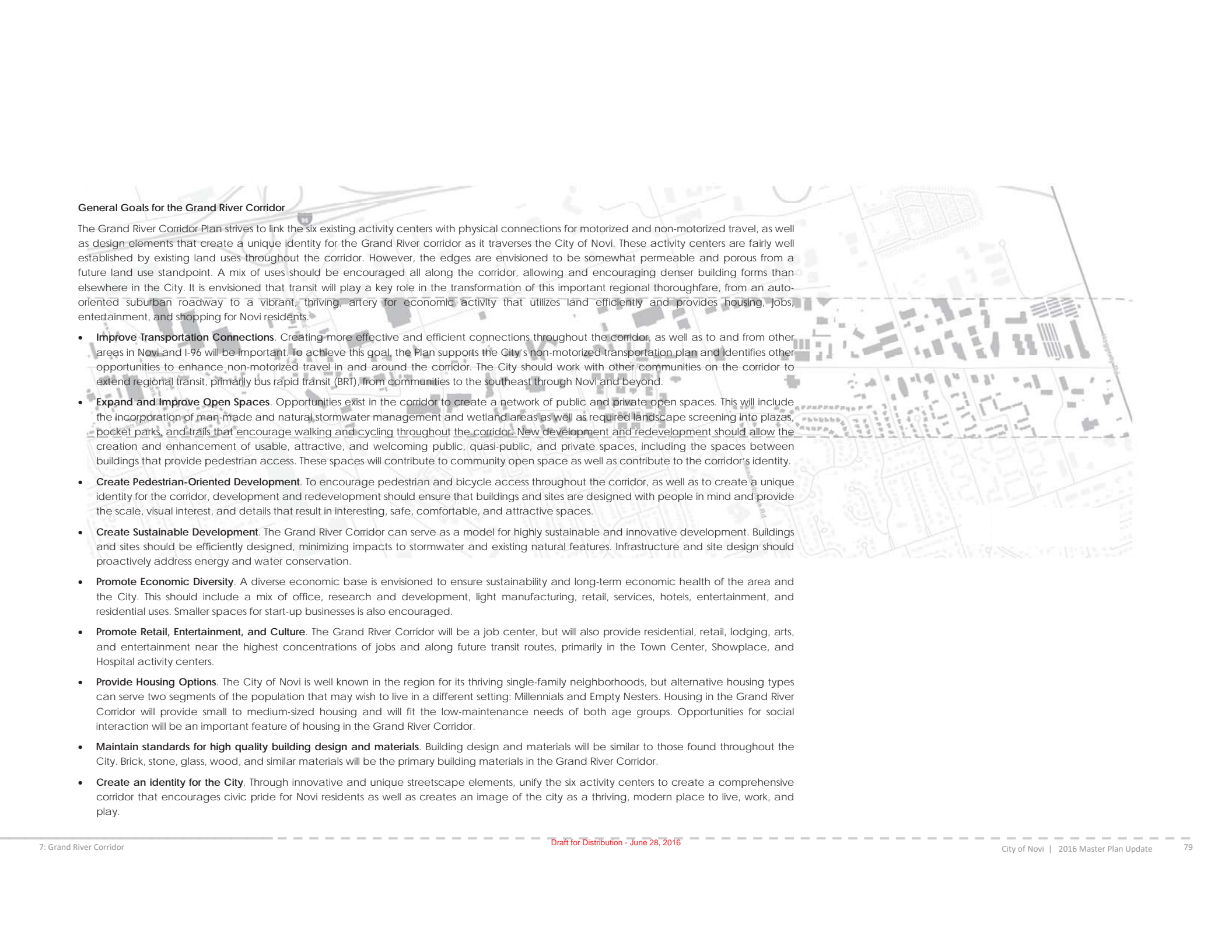
LEGEND

-  - Grand River Corridor Right of Way
-  - Novi Town Center Boundary (NIC)
-  - Gateway Opportunity
-  - Pedestrian Circulation - Existing
-  - Pedestrian Circulation - Opportunity
-  - Existing Tree Locations
-  - Visual Screening Needed
-  - Natural Areas / Enhancement Opportunity



CORRIDOR CONCEPTS

General Goals



General Goals for the Grand River Corridor

The Grand River Corridor Plan strives to link the six existing activity centers with physical connections for motorized and non-motorized travel, as well as design elements that create a unique identity for the Grand River corridor as it traverses the City of Novi. These activity centers are fairly well established by existing land uses throughout the corridor. However, the edges are envisioned to be somewhat permeable and porous from a future land use standpoint. A mix of uses should be encouraged all along the corridor, allowing and encouraging denser building forms than elsewhere in the City. It is envisioned that transit will play a key role in the transformation of this important regional thoroughfare, from an auto-oriented suburban roadway to a vibrant, thriving, artery for economic activity that utilizes land efficiently and provides housing, jobs, entertainment, and shopping for Novi residents.

- **Improve Transportation Connections.** Creating more effective and efficient connections throughout the corridor, as well as to and from other areas in Novi and I-96 will be important. To achieve this goal, the Plan supports the City's non-motorized transportation plan and identifies other opportunities to enhance non-motorized travel in and around the corridor. The City should work with other communities on the corridor to extend regional transit, primarily bus rapid transit (BRT), from communities to the southeast through Novi and beyond.
- **Expand and Improve Open Spaces.** Opportunities exist in the corridor to create a network of public and private open spaces. This will include the incorporation of man-made and natural stormwater management and wetland areas as well as required landscape screening into plazas, pocket parks, and trails that encourage walking and cycling throughout the corridor. New development and redevelopment should allow the creation and enhancement of usable, attractive, and welcoming public, quasi-public, and private spaces, including the spaces between buildings that provide pedestrian access. These spaces will contribute to community open space as well as contribute to the corridor's identity.
- **Create Pedestrian-Oriented Development.** To encourage pedestrian and bicycle access throughout the corridor, as well as to create a unique identity for the corridor, development and redevelopment should ensure that buildings and sites are designed with people in mind and provide the scale, visual interest, and details that result in interesting, safe, comfortable, and attractive spaces.
- **Create Sustainable Development.** The Grand River Corridor can serve as a model for highly sustainable and innovative development. Buildings and sites should be efficiently designed, minimizing impacts to stormwater and existing natural features. Infrastructure and site design should proactively address energy and water conservation.
- **Promote Economic Diversity.** A diverse economic base is envisioned to ensure sustainability and long-term economic health of the area and the City. This should include a mix of office, research and development, light manufacturing, retail, services, hotels, entertainment, and residential uses. Smaller spaces for start-up businesses is also encouraged.
- **Promote Retail, Entertainment, and Culture.** The Grand River Corridor will be a job center, but will also provide residential, retail, lodging, arts, and entertainment near the highest concentrations of jobs and along future transit routes, primarily in the Town Center, Showplace, and Hospital activity centers.
- **Provide Housing Options.** The City of Novi is well known in the region for its thriving single-family neighborhoods, but alternative housing types can serve two segments of the population that may wish to live in a different setting: Millennials and Empty Nesters. Housing in the Grand River Corridor will provide small to medium-sized housing and will fit the low-maintenance needs of both age groups. Opportunities for social interaction will be an important feature of housing in the Grand River Corridor.
- **Maintain standards for high quality building design and materials.** Building design and materials will be similar to those found throughout the City. Brick, stone, glass, wood, and similar materials will be the primary building materials in the Grand River Corridor.
- **Create an identity for the City.** Through innovative and unique streetscape elements, unify the six activity centers to create a comprehensive corridor that encourages civic pride for Novi residents as well as creates an image of the city as a thriving, modern place to live, work, and play.



1. Gateway Shopping West

2. Hospital Center

3. Showplace Center

4. Flexible Industry Center

CORRIDOR CONCEPTS

Activity Centers



Activity Centers in the Grand River Corridor

The vision for the Grand River Corridor includes developing a cohesive corridor with an identity that is unique to Grand River Avenue as it traverses through the City of Novi. Within the City's portion of Grand River, there are six unique activity centers, primarily based on general land use and development forms. Future land use designations respond to and enhance the activity centers, which differ in their physical character, form, development intensity and scale.

1. **Gateway Shopping West.** This activity center is at the western gateway to the City of Novi and contains discount department store shopping and automobile-oriented uses that serve the local and nearby populations with access to I-96. The center is generally developed with stand-alone uses and parking.
2. **Hospital Center.** This activity center is located between the Gateway Shopping West center and Beck Road. It contains Providence Park Hospital and medical-related uses, including offices, and clinics. It has a large community shopping center and senior living center. It is a regional destination with easy access to I-96.
3. **Showplace Center.** This activity center is located on Grand River, between Beck and Taft Roads, and contains the Suburban Collection Showplace, a regional convention center that draws thousands of visitors each year to the area. The center contains the exhibition/convention center, lodging, and fairgrounds for the Michigan State Fair. Office, industrial, and retail uses are also found nearby.
4. **Flexible Industry Center.** This activity center is located around Taft Road and is comprised of a variety of office, light industrial, and manufacturing uses that pre-date most of the development in the area of Grand River, west of Novi Road.
5. **Town Center District.** This activity center is focused around Novi Road and contains a mix of retail, restaurant office, and residential uses in a walkable setting.
6. **Grand River East.** This activity center extends from Town Center to the eastern gateway to the City of Novi at Haggerty Road. Generally, uses in this area are a mix of office, restaurant, personal services, and retail aimed at Novi residents. Access is primarily provided along north-south roads including Meadowbrook and Haggerty Roads.



CORRIDOR PLAN

Defining the Corridor

Grand River Corridor Future Land Use 2016 City of Novi Oakland County, Michigan





District Plan for the Grand River Corridor

The District Plan strives to create an identity for the Corridor as it runs through the City that is based on the existing activity centers. Future land use designations remain fairly unchanged; however, one new district, City West, will replace the former Office Research Development Technology with Retail Service Overlay. This is also discussed in the Future Land Use chapter.

1. **Gateway Shopping West.** This is the western gateway to the City of Novi and should be enhanced with civic art, signage, lighting, and streetscape treatments in a way that signifies entry into the City. This area will remain generally designated as Community Commercial on the Future Land Use map.
2. **Hospital Center.** Providence Park Hospital and its affiliated medical offices continue to grow and expand to meet the needs of a regional population. The Future Land Use map generally depicts this area as Office Research Development Technology and Office Commercial. Housing for medical professionals and staff as well as limited commercial uses could also be added into this district to encourage walkability and reduce commuting.
3. **Showplace Center.** A new future land use designation, City West, applies to this district, which generally runs from Beck Road to Taft Road on the north side of Grand River and Beck Road east about a half mile on the south side of Grand River. It is envisioned that this district will offer the most dense housing, along with retail, office, and entertainment uses.
4. **Flexible Industry Center.** Future Land Use designations for this area remain Industrial Research Development Technology to accommodate the growth and expansion of manufacturing and light industrial uses, some of which are anticipated to evolve over time into less intensive uses.
5. **Town Center District.** This district remains the City's "main street" area and discussed in greater detail on the City's 2014 Town Center Area Study.
6. **Grand River East.** This area is primarily designated for Industrial Research Development Technology on the north side of Grand River, with a Community Commercial designation for most of the south side. This district is fairly well developed, but the south side could see some redevelopment if parcels could be assembled. Additional strategies and incentives should be considered to encourage the ongoing maintenance and utilization of the existing office/industrial buildings in this district.



CORRIDOR PLAN

Highlighting
Focus Areas



1 City West Focus Area. A walkable, vibrant, mixed use district that accommodates a compact form of development. Up to ten stories is envisioned along I-96, with three to five stories elsewhere. Commercial, office, and entertainment uses are envisioned on lower levels, with residential dwellings on higher floors. Parking will be provided on-street and within structured decks.



2 The Town Center district remains the City's "main street" area and efforts to fill underutilized storefronts and offices and enliven public spaces should continue, in accordance with the 2014 Town Center Area Study.



3 The Anglin Property is situated at the corner of Town Center Drive and Grand River, with additional frontage on 11 Mile Road. This ten-acre parcel includes a large pond and offers a unique redevelopment opportunity as described in the Redevelopment Sites chapter.



4 Grand River East is comprised of a variety of goods and service uses that primarily serve the local community. Screening, landscaping, and improvements to the non-motorized transportation facilities here will enhance this area for Novi residents.



CORRIDOR LANDSCAPE

Enhancement Concept
Wixom Road to Beck Road



OBJECTIVES

- To establish the corridor as a progressive and sustainable symbol of modern commerce
- To create an identity consistent with the commercial importance and scale of the corridor
- To create an image that conveys aesthetic quality, sense of place, celebrates Novi, and that is unique, fresh, and artful
- To introduce a diverse mix of enhancements that promote development opportunities and beautifies the corridor as a whole
- To develop a permanent funding source for a maintenance program consistent with the quality of the enhanced corridor

OPPORTUNITIES

Supportive of the enhancement objectives, some of the design opportunities include:

- Provide gateways at city limits promoting the Novi brand and a 'sense of place'
- Enhance the bridge west of Novi Road, making it an iconic landmark within the corridor
- Develop a palette of amenities used throughout the corridor reinforcing its unique character
- Incorporate street trees to provide scale and reinforce corridor edges
- Improve pedestrian connectivity, as well as provide places for people
- Create a unified approach for parking lot/service area screening
- Improve the aesthetic appeal of the corridor using landscape, hardscape, lighting and site amenities

LEGEND

- Grand River Corridor Right of Way
- Novi Town Center Boundary (NIC)
- Main Corridor Gateway / Identity
- Corridor Threshold / Significant Intersection
- District Boundary
- Pedestrian Circulation
- Corridor Pedestrian Lighting Locations
- Corridor Pedestrian Seating Locations
- Natural Feature Enhancement
- Visual Screening
- Street Trees
- Bridge Enhancement / Feature



CORRIDOR LANDSCAPE

Enhancement Concept
Beck Road to Taft Road



RECOMMENDED TREE SPECIES

Large Trees



Red Maple















Swamp White Oak



Ginkgo

LEGEND

-  - Grand River Corridor Right of Way
-  - Novi Town Center Boundary (NIC)
-  - Main Corridor Gateway / Identify
-  - Corridor Threshold / Significant Intersection
-  - District Boundary
-  - Pedestrian Circulation
-  - Corridor Pedestrian Lighting Locations
-  - Corridor Pedestrian Seating Locations
-  - Natural Feature Enhancement
-  - Visual Screening
-  - Street Trees
-  - Bridge Enhancement / Feature



CORRIDOR LANDSCAPE

Enhancement Concept
Taft Road to Novi Road



RECOMMENDED TREE SPECIES

Compact Trees (Power Line Easements)



Snowdrift Crabapple















Thornless Cockspur Hawthorn



Hedge Maple

LEGEND

-  - Grand River Corridor Right of Way
-  - Novi Town Center Boundary (NIC)
-  - Main Corridor Gateway / Identify
-  - Corridor Threshold / Significant Intersection
-  - District Boundary
-  - Pedestrian Circulation
-  - Corridor Pedestrian Lighting Locations
-  - Corridor Pedestrian Seating Locations
-  - Natural Feature Enhancement
-  - Visual Screening
-  - Street Trees
-  - Bridge Enhancement / Feature



CORRIDOR LANDSCAPE

Enhancement Concept
Novi Road to Meadowbrook Road



RECOMMENDED TREE SPECIES

Compact Trees (Power Line Easements)



Crabapple















Tree Lilac



Hedge Maple

LEGEND

-  - Grand River Corridor Right of Way
-  - Novi Town Center Boundary (NIC)
-  - Main Corridor Gateway / Identity
-  - Corridor Threshold / Significant Intersection
-  - District Boundary
-  - Pedestrian Circulation
-  - Corridor Pedestrian Lighting Locations
-  - Corridor Pedestrian Seating Locations
-  - Natural Feature Enhancement
-  - Visual Screening
-  - Street Trees
-  - Bridge Enhancement / Feature



CORRIDOR LANDSCAPE

Enhancement Concept
Meadowbrook Road to Haggerty Road



RECOMMENDED TREE SPECIES

Wetland Edge Trees



Bald Cypress



Yellow Birch



Dawn Redwood















Princeton Elm



Tamarack

LEGEND

-  - Grand River Corridor Right of Way
-  - Novi Town Center Boundary (NIC)
-  - Main Corridor Gateway / Identity
-  - Corridor Threshold / Significant Intersection
-  - District Boundary
-  - Pedestrian Circulation
-  - Corridor Pedestrian Lighting Locations
-  - Corridor Pedestrian Seating Locations
-  - Natural Feature Enhancement
-  - Visual Screening
-  - Street Trees
-  - Bridge Enhancement / Feature



Before



After

PRECEDENT IMAGES

D19 - Howell, MI Streetscape Enhancements



Before



After

The above before and after images illustrate the dramatic transformation of the R.O.W. streetscape, incorporating similar design components (street trees, lighting, and hedge screening) as proposed for the Grand River Corridor



PRECEDENT IMAGES

Identity / Signage

SIGNS

Examples of large scale text identity signage, similar to the 'Novi Gateway' concept.



WALLS/SCREENING

Examples of 'artful' backdrop walls as proposed for the 'Novi Gateway' concept. Perforated masonry screen wall examples shown on the far right top and bottom are possible parking lot screen walls in lieu of planted hedges. Walls to be 30"-36" in height.



A



B



C



D



E

PRECEDENT IMAGES

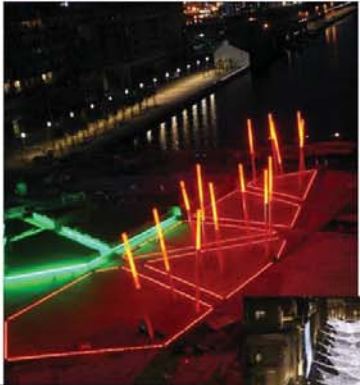
Identity / Bridge Enhancement

OVERHEAD

These examples illustrate ideas for the bridge enhancement. Images A, B, C, D, and E illustrate the cable supported overhead color panel system as illustrated in the bridge concept. They also show how color is projected from the panel onto the road surface.



F



H



J



G



I



K

LIGHTING/WALL ENHANCEMENTS

Examples of lighting ideas/concepts suggested for the bridge enhancement (images F, G, H, I). Images J and K are examples of exterior grade wall paper that would transform the concrete guardrails on each side of the existing bridge.



PRECEDENT IMAGES

Identity / Amenities

AMENITIES

Grand River is proposed as a modern corridor, as such, the amenities should reflect this concept with respect to street and pedestrian pole/ bollard lighting, benches, and wetland boardwalks.



SECONDARY GATEWAYS

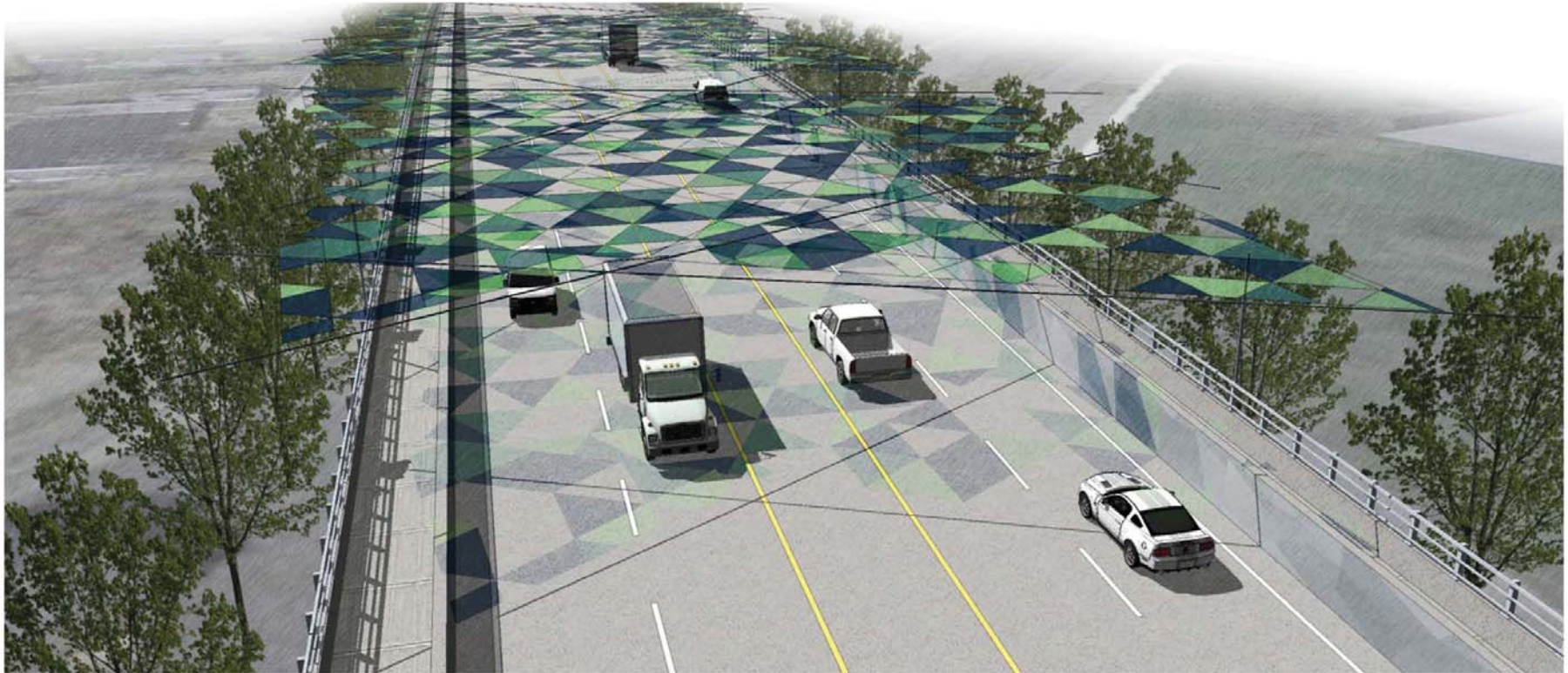
The secondary gateways could incorporate identity elements as illustrated above to compliment the major east/west gateways and establish a visual connection from the exits off I-96 at Beck Road and Novi Road to the Grand River Corridor.



West Grand River Gateway at 12 Mile Road

CORRIDOR ENHANCEMENTS

Major Gateway Design Concept



Grand River Avenue Bridge



Overhead
clearance to follow
road commission
requirements

Bridge Section



Parking Lot Screening - Hedge



Parking Lot Screening - Wall

STREETSCAPE ENHANCEMENTS

Enlarged Conceptual Streetscape
Cross Sections



IMPLEMENTATION | Key Strategies

Implementation Strategies for the Grand River Corridor

The vision for the Grand River Corridor includes developing a cohesive corridor with an identity that is unique to Grand River Avenue as it traverses through the City of Novi.

Zoning Changes

- Create new form-based zoning district for the City West land area that incorporates goals and objectives relating to Grand River (see also: Redevelopment Sites for additional details).
- Amend landscape requirements for parking lot screening to ensure that vehicles are adequately screened while minimizing large evergreen screening and berms that may limit safety and merchant visibility.
- Review bicycle parking and design standards.
- Create flexible zoning standards for the corridor that allow the adaptive reuse of underutilized office space for residential, recreation, and entertainment uses.

Transportation

Facilities

- One proposed north-south regional trail connection known as the "ITC Trail" is identified crossing Grand River along the ITC corridor. Improve pedestrian road crossing at this location west of Providence Park Hospital.
- Add sidewalk gaps along Grand River to the Sidewalk and Pathway Prioritization Analysis and Process.

Policies

- Review 5-year Non-Motorized Improvement Plan as it relates to non-motorized facilities under the Road Commission of Oakland County (RCOC) jurisdiction.
- Review funding options and grants such as the Surface Transportation Block Grant Set-Aside Program (STBG) for non-motorized transportation with future land use improvements, including Safe Routes to School grants.
- Coordinate with transit agencies in order to qualify for Federal Transit Administration (FTA) funding for transit to compliment the non-motorized network and relieve traffic problems.

- Work with Farmington. Farmington Hills, the Regional Transit Authority, and other communities and agencies to establish Grand River as a future bus rapid transit (BRT) corridor. Plan appropriate transit stops based on the six identified activity corridors.
- Continue outreach and education efforts as identified in the City's Non-Motorized Transportation Plan.

Corridor Improvement Authority (CIA)

The cities of Farmington and Farmington Hills have created a joint CIA and CIA Development Plans for the portion of Grand River that runs through their communities. The plans identify specific public and private projects to help achieve planning goals of the cities.

The City of Novi should consider creating a Corridor Improvement Authority (CIA) as a funding mechanism for corridor improvements. A CIA is authorized under the Corridor Improvement Authority Act (PA 280 of 2005) and is governed by a Board of Directors whose primary purpose is to correct and prevent deterioration and promote economic growth within the corridor. Other purposes of a CIA include reversing declining property values, improving the overall business climate, and increasing employment opportunities. A primary benefit of forming a CIA is the ability to capture the incremental increase in property taxes that results from improvements in the district. Local school taxes are not captured by the Authority. The captured revenues are used to finance public improvement projects within the district, as a means for jumpstarting economic growth. This Master Plan chapter may serve as a foundation for a Grand River Corridor Improvement Plan.

Economic Development & Marketing/Branding

The City should evaluate its city-wide economic development and marketing/branding strategy and create a specific program for the Grand River corridor. This strategy should include the following:

- Establish a business retention and recruitment program. One of the best economic development strategies is to help grow the City's existing businesses. Creating an entrepreneurial and collaborative culture is critical.

- Develop a collective marketing program, where businesses in the district pool funds to foster a stronger marketing campaign than individual businesses could achieve.
- The City should make a concerted effort to raise awareness within the local, state, and national development communities of the City's vision for the corridor. Highlight development opportunities in the corridor and directly recruit developers capable of executing the City's vision.
- Partner with property owners in the Grand River Corridor to help market available property on the City's website.
- Share the Grand River Corridor Plan with all property owners and businesses in the corridor to raise awareness of redevelopment opportunities.

Placemaking

- Create a public art program to encourage the placement of art in public spaces along the corridor.
- Create signature gateway structures for both ends of Grand River; create complementary pieces for other locations in the corridor that signal entry to the City (e.g., Beck Road/I-96). Tie these elements into the Corridor Marketing/Branding strategy.
- Develop standards for lighting and street furniture in the public right-of-way to provide a cohesion to the corridor.
- Work with the Road Commission for Oakland County to allow the installation of the canopy structure over the railroad on Grand River.
- Create a grant or revolving loan program to encourage property owners along Grand River to enhance front yard landscaping with the addition of benches, art, or unique plantings near the right-of-way.
- Create an annual recognition program for landscape, building, and site improvements to highlight reinvestment in corridor properties.
- Encourage bike- and car-sharing programs to facilitate non-motorized transportation within the corridor.

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8: Redevelopment Strategies



As outlined in this 2016 Master Plan Update, the City of Novi seeks to maintain its high quality single-family neighborhoods, preserve natural features, support business growth, improve traffic, and create an authentic identity.

To implement this vision, three specific redevelopment sites have been identified by the City that are currently vacant or under-utilized, given their location, unique features, and size. Redevelopment of these sites offers the opportunity to increase housing and stimulate business growth in concentrated areas of the City, allowing the rest of the City to retain its existing suburban character.

Redevelopment Site 1: Pavilion Shore Village

The intersection of Old Novi Road and Thirteen Mile Road has been identified by the City as a potential redevelopment area. It is envisioned that redevelopment of this area could establish a unique sense of place at the corner of Old Novi Road and Thirteen Mile Road by providing housing and commercial uses that are inspired by the natural and recreational features of the park and lake.

Conceptually known as the Pavilion Shore Village, the site is surrounded on the east and west by medium-density residential development. To the north is Pavilion Shore Park, on the south shore of the 670-acre all-sports Walled Lake. The current land area encompasses a total of 8 acres, which includes 41% vacant, 28% commercial/office, 20% single-family residential, and 11% roadway. The recently upgraded Pavilion

Shore Park north of the intersection provides a desirable park and green space connection adjoining the mixed use redevelopment. The market assessment conducted with this Master Plan Update estimates 50%-60% of new units would be oriented towards active adults with housing concentrations that are walkable and have a range of services. The greatest potential asset of the site is the park and lake to the north. Where feasible, development should face the park to enhance the visibility and competitiveness of the commercial uses and desirability of the residential dwellings. Seasonal and year-round outdoor restaurant-entertainment activity is appropriate.

Components of the District

Housing

Given the proximity to the lake and residential nature of the area, housing is envisioned in either two- to three-story mixed-use buildings oriented to W. 13 Mile and Old Novi Roads or as one-story “cottage court” style homes. Smaller, market-rate housing units, either for sale or rent will offer unique housing for young professionals and empty-nesters.

Commercial, Restaurant, and Entertainment Uses

All-sports Walled Lake, Pavilion Shore Park, and nearby Lakeshore Park offer passive and active recreation amenities that draw Novi residents and those from surrounding communities. Commercial uses could tap into the needs of these recreation users and offer related goods and services such as equipment sales, service, instruction, and rentals; fitness-related clothing; and healthy food and dining.



Source: Fairmont Properties



Source: CWD Real Estate



Source: Cottage Company



Source: Cottage Company

Above, left: Map of Pavilion Shore Village planning area, in context with existing land use. Above, right (clockwise from upper left): unique townhomes in Hudson, Oh; Gaslight Village mixed use in Grand Rapids, MI; Eriksen Cottages on Bainbridge Island, WA; Danielson Grove, Kirkland, WA

Transportation & Parking

Vehicular parking could be provided in surface parking lots behind the mixed-use buildings and allow on-street parking along Old Novi Road. Accommodations should be made for bicycle parking to encourage the connections between the nearby recreation facilities. Safe, comfortable, and attractive non-motorized transportation facilities should be provided that connect this site with surrounding neighborhoods, as well as activities and shopping at Twelve Oaks Mall and West Oaks 1 and 2 Shopping Center.

Character of Development & Placemaking

High-quality architectural design and natural materials that visually and physically connect to the natural environment are encouraged. Landscaping elements should be integrated into site design to provide walkable connectivity with the adjoining Pavilion Shore Park. All development should be sensitive to adjoining residential neighborhoods through screening of parking areas, orientation of commercial uses to W. 13 Mile and Old Novi Roads, and by incorporating a mid-block pass through development on W. 13 Mile Road that allows visual and physical connectivity with the park and lake.

Sustainability

The attraction of this redevelopment area is the proximity to Walled Lake and related City parks. An emphasis should be placed on low-impact development techniques as this area redevelops. Sites should be designed to mitigate storm-water runoff and landscaping should be comprised of native, low-maintenance plants that do not require chemical treatments for long-term health.

Development of the District

The creation of a simple form-based district that defines building forms and architectural elements should be considered to encourage redevelopment of this area as envisioned.

The City should also prioritize implementation of its Non-motorized Transportation Plan in this area, particularly as it relates to connections with the nearby parks.



Source: Jim Hess



Source: Neumann Smith



Source: Real Building Consultants

Clockwise from top left: Example of walkable environment assisted with sidewalk landscape amenities (East Grand Rapids); Paved pathways in Pavilion Shore Park that continues for miles with a regional network of non-motorized connectivity; Example of green infrastructure surface parking lot in rear of commercial; Attractive shopping and entertainment activities within walking/biking distance; Grand opening in 2014 of fishing pier at Pavilion Park.

Redevelopment Site 2: City West

Grand River Avenue between Taft and Beck includes the Suburban Collection Showplace, a convention center that plans to expand with additional convention space and an entertainment venue. Other development in this section of the Grand River Corridor is a mix of commercial, office, and industrial uses. Many sites are underutilized, disused, or vacant. This area offers the potential for the creation of a prominent new district combining entertainment, convention, commercial, office, and residential uses in a cohesive, high-density, walkable pattern. Structured parking and diagonal on-street parking along circulation roads will help to reduce the amount of land devoted solely to pavement. This plan envisions three to five story buildings for most of the area, while buildings with frontage on I-96 may rise as high as ten stories.

Components of the District

Residential Uses

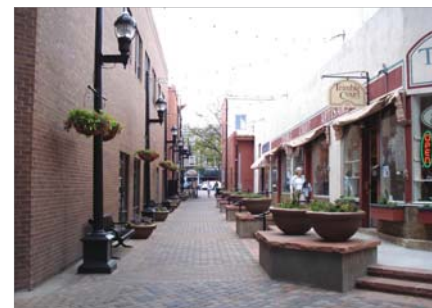
The residential components of City West should provide unique housing types, with an emphasis on types currently undersupplied in the City. In general, residential uses will be located above commercial uses, and all residential north of Grand River should be on the second floor or higher. Some ground floor residential uses such as row houses may be appropriate south of Grand River on the edge of the district as a transition to nearby neighborhoods. Live-work units may be an appropriate use as well, particularly if City West develops as an arts and entertainment district. Microapartments (small efficiency units) and small one-bedroom units may be an appropriate and viable development model for this area, especially given the needs of frequent business travelers and temporary residents at nearby Providence Park Hospital.

Commercial, Restaurant and Entertainment Uses

The district is envisioned as a distinct neighborhood as well as a complement to major nearby uses such as the Suburban Collection Showplace and the hospital. Commercial uses in this area could include specialty retail or a cluster of similar uses, such as high-fashion stores or art galleries, in addition to uses that serve nearby residents. Personal service uses would likely constitute a portion of the overall commercial picture in City West. Creating a vibrant restaurant and entertainment scene that spills into outdoor patios and open spaces, is a major goal of this redevelopment strategy.

Office Uses

Office uses in City West should be mostly limited to upper floors and, in vertically mixed buildings, may serve as a transition from retail and restaurant uses on lower levels to residential uses above.



Above, left: Map of City West land use planning area, including footprints of existing buildings. The largest building, at center, is the Suburban Collection Showplace, which is planning to expand. Above, right (clockwise from upper left): public art and gathering space amid high density mixed development in Asheville, NC; high quality building materials and ornamental landscaping in West Bloomfield, MI; finished alley with small retail use in Fort Collins, CO; public plaza and dense, mixed development in Princeton, NJ

Character of Development & Placemaking

For City West to become a true district, development must follow a unified approach. This could be achieved through the development of design standards or a form-based code to establish district-wide standards for building massing and location, streetscape, and public spaces. Building materials, landscaping, lighting, public furniture, and signage can all be addressed in standards for City West. These standards could also establish sub-districts (for instance, north of Grand River versus south of Grand River). To the extent possible, utilities should be buried.

The planned development of the City West district should include a mix of public plazas and parks that provide gathering places, as well as wide sidewalks that can accommodate outdoor dining. Programming of public spaces is encouraged to promote placemaking and strengthen the identity of the district.

Transportation

City West should be a walkable district that accommodates all road users and provides connections to Novi's existing and planned non-motorized pathways. Parking should be a mix of on-street spaces, small surface lots in side and rear yards, and, where density supports the investment, structures. Parking structures may stand alone or be integrated into other buildings, but in all cases, they should be designed to the same standards as other buildings in the district. Ground floor liner uses should be incorporated where possible. Parking plans should consider emerging trends in the automotive market such as the rapidly growing number of plug-in vehicles on the road, as well as the growth of car-sharing.

Walkability should be aided by compact development and frequent crossing locations on all internal streets, as well as signal protection at major intersections. Bicycle parking should be provided throughout the district, and sheltered where possible. Finally, if developed to its full potential, City West, with support from the hospital, could play a powerful role in the future development of mass transit on Grand River Avenue, serving as the westernmost destination point for bus rapid transit (BRT). The City should work with its neighbors to determine the feasibility of mass transit to serve the greater corridor and provide expanded mobility options for residents. The cities of Farmington and Farmington Hills have incorporated the potential for BRT along Grand River into their long-range plans.



Source: Roark Premier Team



Source: Elvert Barnes, Wikimedia Commons



Source: Carmel City Center



Source: Central Coast Low Impact Development Initiative

Clockwise from top left: Event in public space, North Hills development, Raleigh, NC, which includes a mix of low-profile buildings and taller structures, including a ten-story hotel; Main North in downtown Royal Oak, MI, is a ten-story mixed-use development with associated structured parking next to two movie theaters; Bioretention swale in Paso Robles, CA, which accomplishes some filtering of runoff before it enters the stormwater system; Carmel City Center in Carmel, IN, is a mixed use development located near the city's downtown Arts & Design District and was developed as part of Carmel's Range Line Road Corridor Plan; Arlington, VA's Pentagon Row project mixes commercial and residential uses around planned, multi-use public spaces.

Sustainability

The development of a new district presents a prime opportunity to consider development from a holistic standpoint. Development of City West should consider mitigating stormwater runoff through bioretention systems such as rain gardens and bioswales, and alleviating concentration of runoff through the use of permeable pavement. Should

development proceed in a coordinated fashion, the City and its partners may consider pursuing LEED-ND certification through the United States Green Building Council; this certification not only provides confirmation that developers have adhered to sustainable development practices, but also serves as a marketing tool for the district. Landscaping with native plants, incorporation of alternative energy systems such as solar collectors or

geothermal heat pumps into building designs, accommodations for electric vehicles, bicycle facilities, and, ultimately, integration with mass transit are all steps that can be taken to build a district that adheres in the long term to basic principles of environmental sustainability. When well-implemented, these measures can also help to limit certain long-term operational costs.



Above: Conceptual rendering of potential development of City West. This image is intended to show building massing, including one ten-story building, and provide an example of how buildings might interact with sidewalks and other public spaces. On-street parking spaces line every block, and most parking is concentrated in structures to the right of the image. Frequent programming of public spaces is encouraged

Development of the District

To facilitate and guide development of the City West district, development of a new zoning classification will be necessary. Form-based standards for the district should be considered as one method of achieving the desired development pattern. The district would likely be more effective if adopted as a stand-alone district rather than as an overlay to existing zoning.



Above: Image, based on development in St. Charles, Missouri, showing the type of streetscape that might characterize City West, along with the three-to-five story buildings envisioned for most of the area north of Grand River. Ground floor retail, space-efficient diagonal parking spaces, and upper floors devoted to office and residential uses combine with an aesthetically pleasing public realm to create a vibrant, pedestrian-friendly district that feels like a cohesive neighborhood.

Redevelopment Site 3: The Anglin Property (Town Center/11 Mile)

This site is located at the northeast corner of Grand River Avenue and Town Center Drive and has been known as “The Anglin Property.” The property is approximately 10 acres in size and had been used as a car wash and garden supply yard. It is surrounded on the east, west, and south by non-residential development consistent with the auto-oriented nature of Grand River Avenue. To the north, across West 11 Mile Road, is moderate density residential and undeveloped land. This parcel and surrounding parcels are part of the Town Center Area, the future land use designation for the parcel is Town Center Gateway, and, as noted in the Future Land Use chapter, it is envisioned as an area “for mixed-use development that provides an appropriate transition and a sense of arrival into the Town Center Commercial land uses. These uses include a mixture of moderate density residential, commercial, and office. A detailed description of development criteria can be found in the Gateway Ordinance.”

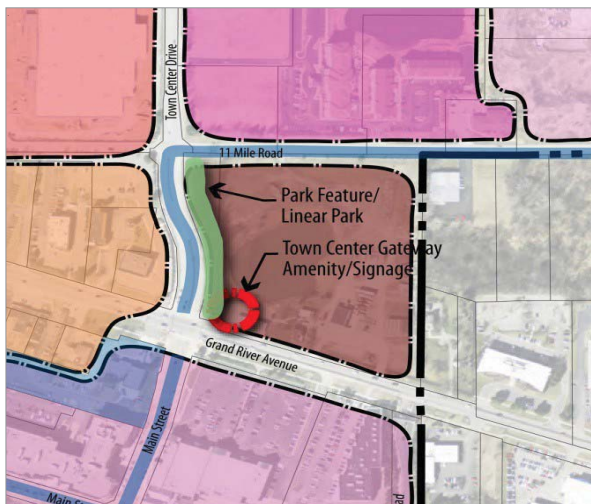


Image from the 2014 Town Center Area Study

2014 Town Center Area Study

The 2014 Town Center Area Study considered this parcel as one of the ten subareas in the Town Center Area. This study proposed that “the Anglin Area is intended to serve as the eastern ‘gateway’ into the Grand River/Novi Road Business and Main Street areas. A wide variety of permitted uses and pedestrian-oriented form will activate the area and provide a logical entranceway. Future development should utilize the existing pond as a site amenity.” Preferred land uses include: retail, professional office, and research and technology. Other land uses to be considered include: personal service establishments, municipal services, restaurants (including drive-thru), and a park feature for community events and access to the pond.

Additional recommendations from the 2014 study suggest that the form of buildings along Grand River should be pedestrian-oriented with reduced front setbacks. Pedestrian paths should connect to the Town Center, Grand-River/Novi Road Business, Hotel/Office, and Main Street Areas. The pond and wetland area should be used as a focal point for the new commercial or office space. This green space could also be used to host community events, and the pond used as an outdoor ice rink.



Aerial view of the site

2016 Master Plan Update

This Master Plan Update incorporates the 2014 Town Center Area Study (contained in the appendix). As part of the Plan’s market assessment, this parcel was considered and, despite the challenge of the pond on the site, the vision for future land development on this parcel is refined to recommend a mix of residential, commercial, and office uses in single-purpose or mixed-use structures that are walkable and have a range of services.

Components of the District

Housing

Residential uses are envisioned in attached single-family buildings, such as townhomes, multiple-family mid-rise buildings, and as upper floors within a mixed-use building. These residential units would likely serve the City’s professional workforce as well as empty nesters and other older City residents looking to downsize from large single-family homes.

Commercial Uses

It is anticipated that some limited commercial uses would comprise a portion of this redevelopment site, and those would be focused along Grand River. These uses would serve the adjacent office users and residents of the area.

Office Uses

Office uses in this redevelopment area should be placed along Grand River. Office uses could be developed in single-purpose, multi-story buildings or as part of mixed use buildings with office and commercial uses on lower levels and residential uses above.

Character of Development & Placemaking

As with the Pavilion Shore Village area, the most striking element of this parcel is the water feature. While perhaps challenging for development of the site, it is envisioned that the pond can be used as a character-building element, particularly in this heavily paved area of the City. Pond overlook areas, boardwalks, and other public and private open spaces should be encouraged. Development should include pedestrian paths connecting pond overlook areas to sidewalks on Town Center Drive and 11 Mile Road.

Transportation

All parts of the site should be served by non-motorized transportation facilities that connect to adjacent sidewalks, roadways and sites. It is anticipated that vehicular access and parking for the non-residential uses will be focused on those buildings along Grand River, while residential access and parking would be provided along 11 Mile Road.

Sustainability

The unique amenity of the pond suggests a framework for sustainable building and site design practices. The use of low-impact design, pervious paving materials, and native landscape materials should be prioritized.

Development of the District.

Zoning for the parcel is currently OS-1 (Office Service) and OSC (Office Service Commercial). This parcel should be rezoned to TC (Town Center) so that it can be better incorporated into the Town Center. It may be necessary to amend the TC district to fully incorporate creative attached residential alternatives and ensure that reduced setback recommendations are reflected in the district standards.



Above: a concept plan for waterside enhancements in the City of Edmonton, illustrate how boardwalks and overlooks can enhance a water feature, and make it a focal point for the development. Source: City of Edmonton



The images above illustrate examples of mixed use development that incorporate water features into the site in ways that create attractive spaces that also assist with stormwater development. From top: Discovery Green (by DiscoveryGreen.com), the Avenue (by Sasaki), and Dockside Green in Victoria, BC (DocksideGreenSales.com)



Above and below: Modest setbacks offer opportunities for greenspace and landscaping to create a pleasant walkable space. (Photo above by Opticos Design; photo below by Cypress Real Estate)



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9: Implementation & Action Items



The City's thoughtful preparation and adoption of any plan would be of diminished value without a program of implementation strategies.

The implementation strategies of this chapter will assist the City in putting the key recommendations of the Master Plan to work. The implementation program is based on the goals and objectives established in Chapter 5 of the Master Plan. Many of these goals are carried over from the 2004 Master Plan and its subsequent updates in 2008, 2010, and 2012. A specific Zoning Plan outlines steps that can be taken toward implementation through amendments to the Zoning Ordinance.

The tables that follow assign actions to the goals and objectives, leaving room to establish priority levels for short-term, mid-term, and long-term items. This chapter should be reviewed periodically and at least annually to assess progress and adequately budget for specific strategies. Each action should have a "lead," a board, commission, group, or individual who is responsible for project initiation and coordination.

Implementation strategies for the Grand River Corridor are included in Chapter 7.

Photos from around Novi. Center: Novi High School; Clockwise from bottom middle: Grand River Avenue between Lannys Road and Taft Road, Main Street, Statue at Public Library, Hyatt Place hotel at the Suburban Collection Showplace, Grand River Avenue between Beck road and 12 Mile Road, Pergola and playground in the Vistas of Novi subdivision, Island Lake

Zoning Plan

The Zoning Ordinance is one of the primary tools for implementing a Master Plan. Many of the land use recommendations, goals and objectives found in this plan can be accomplished aided by amendments to the City's Zoning Ordinance. Amendments can range from minor changes to text all the way to the creation of new districts.

This Zoning Plan compares the City's existing zoning districts with the land use categories found on the Future Land Use map. In some cases, the Future Land Use map categories are more general than the districts. For instance, the Single-Family Residential category includes all of the City's five One-Family Residential districts (see the Residential Density Plan in Chapter 6). Some special types of land use, such as convention and exposition facilities, are governed by specific districts in the Zoning Ordinance but are not specifically identified on the Future Land Use map.

Aside from the modification of existing districts and the possible creation of new districts, some objectives of the Master Plan are best addressed with text amendments. The implementation tables that follow in this chapter identify the amendments that are necessary to move the City toward its goals.

Specifically, Objectives 1, 2, 3, 6, 7, 8, 9, 10, 11, 12, 14, 15, 16, 17, 18, and 19 all call for some form of amendment to the Zoning Ordinance. Zoning amendments are also called for in the Grand River Corridor Plan and the redevelopment strategies for the Pavilion Shore Village and City West areas. Changes to the residential density map noted on Page 51 of this plan may also require changes to the Zoning Map.

How Zoning Districts Correspond with Future Land Use Categories	
Zoning District	Future Land Use
R-A: Residential Acreage	Single-Family Residential *
R-1: One-Family Residential	
R-2: One-Family Residential	
R-3: One-Family Residential	
R-4: One-Family Residential	
RT: Two-Family Residential	Multiple-Family Residential *
RM-1: Low-Density Multiple-Family	
RM-2: High-Density Multiple-Family	
MH: Manufacture Home	Manufactured Home Residential *
B-1: Local Business	Local Commercial
NCC: Non-Center Commercial	
B-2: Community Business	Community Commercial
B-3: General Business	
GE: Gateway East	
FS: Freeway Services	Regional Commercial
RC: Regional Center	
TC: Town Center	
TC-1: Town Center-1	Town Center Commercial *
OS-1: Office Service	Community Office
OSC: Office Service Commercial	Office Commercial
OST: Office Service Technology	Office, Research, Development and Technology
C: Conference	No equivalent
EXO: Exposition Overlay	
EXPO: Expo	
I-1: Light Industrial	Industrial, Research, Development & Technology
I-2: General Industrial	Heavy Industrial
PSLR: Planned Suburban Low-Rise Overlay	Suburban Low Rise *
P-1: Vehicular Parking	No equivalent
Planned Development Options	PD2 *

*See Residential Density Map, Chapter 6

Future Land Use Categories with No Corresponding Zoning District	
Future Land Use Category	Explanation/Action Needed
City West	City West and Pavilion Shore Village are both targeted strategies for the redevelopment of certain specific underutilized areas of the City. Both call for mixed uses and some degree of building form regulation in order to achieve the creation of a cohesive district that supports long-term vitality and projects a sense of place. The Zoning Ordinance should be amended to add two new form-based districts or overlays to accomplish this.
Pavilion Shore Village	
Environmental Areas	Each of these future land use categories is accounted for under other districts in the Zoning Ordinance, and the creation of districts to match these categories is not required.
Public	
Educational Facilities/Property	
Public And Private Parks And Open Space	
Utility	

Development of Pavilion Shore Village

Development of the Pavilion Shore Village district or overlay should consider the mix of residential and commercial uses called for in the redevelopment strategy. Form-based code elements should guide development in this area toward the creation of a cohesive, walkable district that responds to its location near a well-designed waterfront park within one of Novi's oldest neighborhoods.

Development of City West

A City West district should use form-based code elements to guide the development of a dense, walkable, unified district featuring a mix of arts, entertainment, retail, restaurant, hotel, convention/exposition, office, and residential uses. Standards for streetscape design, sidewalks, public amenities, and structured parking should all be considered. Sub-district permitting different maximum building heights should be established, permitting lower heights south of Grand River, and higher maximums near I-96.

Action Items

Objectives for this 2016 Master Plan Update were drawn in part from previous master plans and updates and have been reorganized to clearly indicate categories of action, such as those that require amending the Zoning Ordinance, or those that are related to transportation. Some action items included in past master plans have been eliminated, as the City has completed them or they have been superseded by other items. **Items in green text are new to this update.** The 2016 Master Plan Goals from Chapter 5 are provided below:

2016 Master Plan Goals

- Quality and variety of housing.** The City of Novi is known for its high-quality residential neighborhoods and should strive to ensure the availability of a wide range of attractive housing choices that are protected from noise, traffic, and other impacts of non-residential development. Encourage the development of neighborhood open space and neighborhood commercial goods and services to minimize motorized travel.
- Community identity.** The City's identity is largely based on its high-quality residential neighborhoods and schools, destination retail and convention space, and its parks. The City should supplement that identity by enhancing the preservation of the City's historic resources and expansion of its cultural opportunities. New development of land should continue to be of high-quality design and materials.
- Environmental stewardship.** The City of Novi is significantly enhanced by the preservation of natural resources in both residential and non-residential areas. Maintain public and private stewardship of the natural environment through the preservation of open space, protection of woodlands and wetlands, and utilization of low-impact development techniques.
- Infrastructure.** Invest wisely into the ongoing maintenance and improvements to existing infrastructure, including utilities and the transportation network. Ensure that new development minimizes the demands placed on the City's existing infrastructure. Support the City's entire transportation network through the development and enhancement of non-motorized transportation facilities and amenities.
- Economic development.** The City's developed land, infrastructure, and natural resources are interconnected and collectively impact the daily lives of the City's residents and business owners. The City should strive to maintain the balance between the economy, the environment, and the community to ensure sustainable development that meets the needs of today while ensuring the needs of future generations can be met.

General Goal: Quality & Variety of Housing

Objective 1 – Southwest Quadrant			
Maintain the semi-rural character of the southwest quadrant of the City that is created by low-density residential development and undeveloped land.			
Goal(s)	Action Items	Lead	Priority/Timeframe
Zoning Action Items			
1	Z.1.1. Review Ordinance requirements to develop alternative forms of access (e.g., shared driveways and "T" turnarounds) to permit greater flexibility for development on challenging properties.	PC	
1, 3	Z.1.2. Continue to rezone properties in the southwest quadrant to zoning districts that limit uses to low density residential uses that match the densities depicted in the Master Plan's Residential Density Patterns Map.	PC	
Advocacy Action Items			
1,2,3	A.1.1. Encourage future development within the southwest quadrant that preserves the view of natural features and open space from major roadways.	Staff	Ongoing
1,3	A.1.2. Continue to encourage the use of residential development options to further the preservation of open space and natural features within the southwest quadrant of the City.	Staff	Ongoing
3	A.1.3. Encourage future development to be sensitive to the Core Reserve wildlife habitat and wildlife movement corridors within the Southwest Quadrant.	Staff	Ongoing
2, 3	A.1.4. Continue to designate Nine Mile Road west of Beck Road as a Scenic Drive Road; explore designating the road as a Natural Beauty Road and encourage preserving the existing vegetation along the roadway to maintain the unique scenic character of the area and explore grant funding to further the preservation of the character of the corridor.	Staff	
Other Action Items			
1, 3	O.1.1. Identify additional development options that would optimize development without destroying natural features.		
1,4,5	O.1.2. Continue to monitor the retail needs of the southwest quadrant to ensure that adequate nearby retail areas are available to serve nearby residents.		
Objective 2: Provide residential developments that support healthy lifestyles			
Ensure the provision of neighborhood open space within residential developments.			
Goal(s)	Action Items	Lead	Priority/Timeframe
Zoning Action Items			
1, 2	Z.2.1. Consider revising ordinances to further provide incentives for including passive and active recreational facilities in new residential developments.		
Advocacy Action Items			
1, 2	A.2.1. Encourage the use of functional open space in new residential developments by educating developers on the benefits of using the City's existing and any future residential development options that use alternative designs in place of standard subdivision design; consider creating standards to require the provision of active and passive open space within residential developments.		Ongoing
1, 2	A.2.2. Educate the public and developers on the benefits of making residential developments more walkable and bikeable and encourage developers to build walkable and bikeable residential developments that are connected to the City's non-motorized transportation system where possible.		Ongoing

General Goal: Quality & Variety of Housing

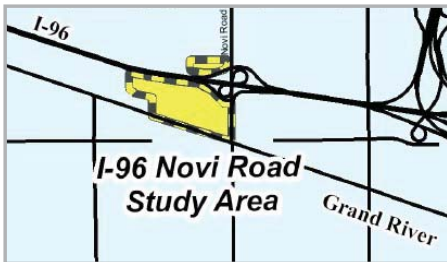
Objective 3: Safe housing and neighborhoods			
Enhance the City of Novi's identity as an attractive community in which to live by maintaining structurally safe and attractive housing choices and safe neighborhoods.			
Goal(s)	Action Items	Lead	Priority/Timeframe
Other Action Items			
1, 2	O.3.1. Continue to invest federal Community Development Block Grant (CDBG) funds in target neighborhoods for housing rehabilitation.	City Council	Ongoing
	O.3.2. Support and expand the outreach efforts of the City's Community Relations in communicating with neighborhoods and creating networking opportunities.	City Council	
	O.3.3. Support and expand existing Police Department programs such as Neighborhood Watch and Crime-Free Multi-Housing.	City Council	Ongoing

Objective 4: Maintain existing housing stock and related infrastructure			
Goal(s)	Action Items	Lead	Priority/Timeframe
Advocacy Action Items			
1, 2	A.4.1. Continue to provide top quality maintenance of public streets and utilities.		Ongoing
	A.4.2. Continue public investment in new and existing pathways, sidewalks, parks and street trees to improve the quality of life in existing neighborhoods.		
	A.4.3. Investigate and develop programs to encourage private investment in new and existing private neighborhood recreation facilities.		Ongoing
	A.4.4. Review, make recommendations and take action toward simplifying and streamlining the permitting process for home improvements.		Ongoing
	A.4.5. Continue to support strong neighborhood associations.		Ongoing
	A.4.6. Maintain existing housing stock and related infrastructure in the southeast quadrant of the city as well as other areas of the city with older housing stock.		
	A.4.7. Evaluate areas of the City where zoning standards restrict redevelopment of existing homes, such as around Walled Lake. Consider zoning amendments that facilitate home renovations and expansions in a context-appropriate manner.		

Objective 5: Provide a wide range of housing options.			
Attract new residents to the City by providing a full range of quality housing opportunities that meet the housing needs of all demographic groups including but not limited to singles, couples, first time home buyers, families and the elderly			
Goal(s)	Action Items	Lead	Priority/Timeframe
Zoning Action Items			
1, 2	Z.5.1. Consider ordinance changes to permit limited size attached accessory dwelling units with single-family homes.		
	Z.5.2. Consider ordinance changes to permit smaller single-family homes and expanded opportunities for attached single-family homes.		
	Z.5.3. Consider ordinance amendments that encourage residential uses in mixed use developments.		
	Z.5.4. Enable residents to age in place by enabling development of active adult housing in a variety of styles, including single-family homes and mixed use development. Work to complement these developments with entertainment and community recreation opportunities.		
	Z.5.5. Encourage younger residents to remain (or return) by providing housing options within walking distance of shopping, dining, entertainment, recreation, and employment.		
Advocacy Action Items			
1, 2	A.5.1. Consider policies and programs to make housing more accessible to the elderly and mobility challenged individuals.		
	A.5.2. Continue to research and implement programs to promote the development of innovative housing styles including lofts and mixed use developments that serve residents of all ages.		Ongoing
	A.5.3. Continue to provide and improve alternative methods of transportation to serve residential areas.		Ongoing
	A.5.4. Develop policies and programs to facilitate the development of new public and private senior housing facilities to meet the needs of the City's expanding elderly population.		

General Goal: Economic Development/Community Identity

Objective 6: I-96/Novi Road Study Area			
Develop the I-96/Novi Road Study Area in a manner that reflects the importance of this important gateway to the City in terms of its location, visibility, and economic generator. Mitigate impacts to the City's infrastructure.			
Goal(s)	Action Items	Lead	Priority/Timeframe
Zoning Action Items			
2, 3, 4, 5	Z.6.1. The City should review the Zoning Ordinance to see if it would be appropriate to increase permitted building heights for properties close to the freeway in all non-residential districts.		
	Z.6.2. Develop nodes or "pulses" of development along Novi Road south of I-96 that will draw travelers south from I-96 to Main Street and enhance the pedestrian experience.		
	Z.6.3. Development at the corners of Crescent Boulevard, Grand River Avenue, and Main Street should include buildings set close to the roadway with increased height at the corners.		
	Z.6.4. Provide terraces or public plazas at road intersections to create spaces for pedestrians and enhance these important intersections at the heart of the Town Center area.		
	Z.6.5. Rezone the former Novi Expo Center property from EXPO to OST to encourage redevelopment of the site for office use. Office development on this site will benefit from the prime location as well as help support the adjacent retail and restaurant uses.		
	Z.6.6. Future office development within the planning area should be encouraged to take advantage of the increased height limit permitted in the OST District.		
	Z.6.7. Redevelopment of the former Expo Center site should take advantage of its prime location and visibility and become an icon for the City from I-96. Future development of this site should include: <ul style="list-style-type: none"> Additional building height permitted within the OST District Benchmark architecture and quality building materials Enhancement of the river corridor as a site amenity Pedestrian connections to the Town Center area 		
	Z.6.8. Consider OST zoning for the property at the northwest corner of Grand River Avenue and the future ring road. In addition, the zoning ordinance should be evaluated as it applies to this site in order to permit OST uses while allowing building form and placement consistent with the TC-1 District.		
Other Action Items			
2, 4, 5	O.6.1. Enhance natural features. Feature the Middle Rouge River corridor as an attractive natural amenity and focal point for the public to enjoy; pursue available grant money to assist in the preservation of the river corridor.		
	O.6.2. Improve stormwater detention. The City should explore the possibility of underground stormwater detention in the Conference District area to encourage better utilization of the District.		



I-96 Novi Road Study Area from 2008 Master Plan

Objective 6 (continued): I-96/Novi Road Study Area			
Develop the I-96/Novi Road Study Area in a manner that reflects the importance of this important gateway to the City in terms of its location, visibility, and economic generator. Mitigate impacts to the City's infrastructure.			
Goal(s)	Action Items	Lead	Priority/Timeframe
Transportation Action Items.			
4, 5	T.6.1. The City should explore developing a new circulation system within the Conference District as depicted in the Conference District Circulation Plan to improve access to existing uses, create greater potential for additional development and redevelopment, and reduce conflicts near Novi Road. Key components of the Circulation Plan are: <ul style="list-style-type: none"> A new street south of West Oaks connecting Donelson Drive with Sheraton Drive. A redesigned entrance drive into the Conference District through West Oaks. A new westbound left turn lane on West Oaks Drive to access the redesigned entrance drive and eliminate conflicts near Novi Road. Narrowing of the northern portion of Sheraton Drive to one lane and restricting to northbound traffic and right turns only onto West Oaks Drive (The City could evaluate the future elimination of Sheraton Drive) 		
	T.6.2. Complete the proposed Town Center ring road from Crescent Boulevard to Grand River Avenue. Identify and pursue available grant money to assist in the completion of the planned Town Center area ring road.		
	T.6.3. Redevelopment of the Novi Road frontage should include a backage road between the ring road and Grand River, interconnected parking areas, and shared access points onto Novi Road to eliminate individual driveways and minimize traffic conflicts on Novi Road.		Ongoing
	T.6.4. Investigate adding a median to Novi Road at the southern approach to Crescent Boulevard to provide a refuge for pedestrians and enhance the northern entrance into the City's Town Center.		Ongoing
	T.6.5. Install canopy deciduous trees along both sides of Novi Road and the future ring road to create attractive avenues through the ring road area and to create a buffer between the sidewalk and the roadway; explore private and public funding opportunities.		
Advocacy Action Items			
2, 3, 5	A.6.1. Encourage the use of landscaping and other buffering techniques to improve the appearance of the Industrial District from I-96.		
	A.6.2. Encourage the use of right-of-way plantings, site landscaping, and building facades should be enhanced with high quality materials to improve the appearance of the Industrial District along Grand River Avenue and to provide a better transition into the Town Center from the west.		
	A.6.3. Evaluate rezoning of properties within the planning area in order to facilitate implementation of the Master Plan.		
	A.6.4. Gradually phase out outdoor storage uses over time as redevelopment occurs within the planning area.		
	A.6.5. Encourage the development of flexible space buildings that can accommodate office, light industrial, and research uses to respond to the growing trend for this type of space.		
	A.6.6. As redevelopment and development occurs, green building techniques, such as green roofs, should be encouraged to reduce energy costs. In addition to energy savings, green roofs could also enhance the view of buildings within the Industrial District from the I-96 freeway.		

General Goal: Economic Development/Community Identity

Objective 7: City West/Grand River & Beck Road			
Develop the City West/Grand River Avenue and Beck Road Study Area in a manner that supports and complements neighboring areas			
Goal(s)	Action Items	Lead	Priority/Timeframe
Zoning Action Items			
1-5	Z.7.1. Develop a new form-based City West zoning district or overlay to enable the development of this area in a cohesive manner that results in a walkable, mixed-use district. (see page 118).		
Transportation Action Items			
1-5	Z.7.2. Explore developing a new traffic circulation system as depicted on the Grand River Avenue and Beck Road Study Area Transportation Plan to create greater potential for additional development and redevelopment, and reduce conflicts on Beck Road and Grand River Avenue.		
Other Action Items			
1-5	O.7.1. Gradually phase out outdoor storage uses as redevelopment occurs within the Study Area.		
	O.7.2. Encourage the use of landscaping and other buffering techniques to improve the appearance of the Study Area from I-96, Grand River Avenue and Beck Road (see City West, Chapter 8).		
	O.7.3. Assess water and sewer capacity pursuant to additional density proposed in this area.		

Objective 8: Pavilion Shore Village			
Develop a cohesive mixed use village that complements the surrounding neighborhood.			
Goal(s)	Action Items	Lead	Priority/Timeframe
Zoning Action Items			
1-5	Z.8.1. Develop a new form-based Pavilion Shore Village district to enable the development of a small mixed-use village in this area that complements the surrounding neighborhoods. (see page 118).		

Objective 9: The Anglin Property			
Foster development of a mixed-use district that complements Novi Town Center.			
Goal(s)	Action Items	Lead	Priority/Timeframe
Zoning Action Items			
1-5	Z.9.1. Rezone this parcel to TC (Town Center) to enable a broader mix of uses and incorporation into the Town Center district.		
1-5	Z.9.2. Consider amendments to the TC district that would permit a greater mix of uses, including innovative attached housing types; amendments may also consider the preservation of some public or open space and the relationship of buildings to the street in order to create a subdistrict that emphasizes walkability.		

General Goal: Community Identity

Objective 10: Maintain quality architecture and design throughout the City.			
Set high standards and promote good examples for use of public property through the City's actions			
Goal(s)	Action Items	Lead	Priority/Timeframe
Zoning Action Items			
2	Z.10.1. Establish architectural design, signage, and landscaping to convey Novi's quality image to visitors.		
Advocacy Action Items			
2, 5	A.10.1. Enforce current ordinances that ensure high quality development.		
2, 5	A.10.2. Commit to high standards when maintaining public areas and facilities.		
Other Action Items			
2, 5	O.10.1. Establish architectural design, signage, and landscaping of key entryway features at the City's borders to convey Novi's quality image to visitors.		

Objective 11: Create a stronger cultural presence and identity for the City by preserving historic structures and creating gathering places for residents and community activity.			
Goal(s)	Action Items	Lead	Priority/Timeframe
Zoning Action Items			
2, 5	Z.11.1. Establish guidelines for the development of gathering places that clearly define Novi's community character.		
Advocacy Action Items			
2, 5	A.11.1. Investigate possibility of grants and/or historic designations for landmarks under programs through such groups as the National Trust for Historic Preservation.		
Other Action Items			
2	O.11.1. Initiate a community character study to identify cultural and historic assets within the City. Maintain an accurate inventory of historic buildings and sites.		
2	O.11.2. Establish a legally defensible process to protect historic buildings and sites		

General Goal: Environmental Stewardship

Objective 12: Protect and maintain the City's woodlands, wetlands, water features, and open space.			
Goal(s)	Action Items	Lead	Priority/Timeframe
Zoning Action Items			
3	Z.12.1. Explore ordinance changes to lower parking requirements or consider alternate paving materials to reduce the amount of impervious surfaces in new developments.		
Advocacy Action Items			
3	A.12.1. Encourage developers to utilize development options currently available in the Zoning Ordinance that preserve natural features on properties. Develop fact sheets/brochures highlighting the benefits of the different development options.		
	A.12.2. Assist homeowners associations with technical advice on maintaining open space and natural features.		
Other Action Items			
3, 5	O.12.1. Explore incentives for office and industrial developments that preserve natural features.		
3	O.12.2. Maintain an accurate inventory of natural areas by regularly updating the City's natural resources maps, including woodlands and wetlands maps, to account for boundaries impacted by development.		
3	O.12.3. Identify high-priority sensitive lands and open space; acquire such lands to prevent the loss of Novi's valuable natural features. Encourage and support the efforts of private entities, such as land conservancies, to acquire sensitive lands through conservation easements.		

Objective 13: Increase recreation opportunities in the City			
Goal(s)	Action Items	Lead	Priority/Timeframe
Advocacy Action Items			
3	A.13.1. Partner with surrounding communities to purchase land and develop regional recreation opportunities.		
Other Action Items			
2, 3	O.13.1. Create a comprehensive greenway and trails action plan to serve as a guide for trail planning. Connect with trails planned and/or built in adjacent communities and with regional trail systems.		
3	O.13.2. Participate in cross jurisdictional regional trails and greenways meetings.		

Objective 14: Encourage energy efficient and environmentally sustainable development through raising awareness and standards that support best practices.			
Goal(s)	Action Items	Lead	Priority/Timeframe
Advocacy Action Items			
	A.14.1. Encourage energy efficient and environmentally sustainable development through the use of the standards established and published by the United States Green Building Council and the related standards provided by the Leadership in Energy and Environmental Design (LEED) Registered Project Checklist.		
	A.14.2. Work with neighboring communities to encourage energy efficient and environmentally sustainable development.		
3	A.14.3. Educate residents and developers on the benefits of green building techniques, sustainable design best management practices and energy conservation strategies by developing educational material to promote the most desirable green practices the City seeks in development and redevelopment projects.		
	A.14.4. Develop educational materials that highlight recycling services available, energy conservation techniques and resources for including renewable energy sources in homes and businesses.		
Other Action Items			
3	O.14.1. Review and consult the LEED checklist for each City-initiated project and ensure consultants are familiar with LEED certification criteria and sustainable design to ensure that City-owned buildings will be energy efficient and environmentally sustainable when designed or remodeled.		
3	O.14.2. Maintain membership in the United States Green Building Council and other organizations to have continued access to the resources and information leveraged by these organizations.		
3	O.14.3. Consider the addition of renewable energy generators to the City's current and future buildings.		

General Goal: Infrastructure

Objective 15: Provide and maintain adequate water and sewer service for the City's needs.			
Goal(s)	Action Items	Lead	Priority/Timeframe
Other Action Items			
4	O.15.1. Identify long-term funding sources for community infrastructure.		
4	O.15.2. Limit the extension of water and sewer service to those areas that can support the long-term costs of providing those services.		
4	O.15.3. Complete and continually update master plans to determine the future infrastructure needs of the community, particularly roads, and complete master plans for City utilities – water, sanitary sewer, and storm water.		

Objective 16: Provide and maintain adequate transportation facilities for the City's needs.			
Address vehicular and non-motorized transportation facilities.			
Goal(s)	Action Items	Lead	Priority/Timeframe
Zoning Action Items			
4	Z.16.1. Adopt regulations and incentives to promote mixed-use developments that reduce the number of vehicle trips on local thoroughfares.		
4	Z.16.2. Utilize access management techniques (e.g. marginal access or frontage roads, rear access roads, shared driveways, etc.) to minimize traffic conflicts and maintain road capacity.		
4	Z.16.3. Establish design standards for bicycle lanes for various road designs and recreation bicycle trails that meet national safety standards.		

Objective 16 (continued): Provide and maintain adequate transportation facilities for the City's needs.			
Address vehicular and non-motorized transportation facilities.			
Goal(s)	Action Items	Lead	Priority/Timeframe
Advocacy Action Items			
4	A.16.1. Educate developers and residents on the benefits of interconnections. Utilize pre-application meetings to inform the developer on the benefits of interconnection.		
4	A.16.2. Work with neighboring communities, other agencies, and organizations to plan and build bicycle and pedestrian facilities that connect residential areas with civic, school, worship, park and retail destinations throughout the City including one or more connections across I-96 and with regional destinations in neighboring communities		
4	A.16.3. Encourage the retrofitting of existing developments and destinations to provide bicycle and pedestrian access and bicycle parking.		
4	A.16.4. Where practical, encourage the Road Commission for Oakland County and the Michigan Department of Transportation to incorporate bicycle and pedestrian facilities in all major road projects.		
4	A.16.5. Implement a trail or route naming program to help obtain funds for the construction and maintenance of bicycle and pedestrian facilities.		
4	A.16.6. Promote and organize various types of bicycle and pedestrian events.		
4	A.16.7. Work with regional governments and entities to develop regional transportation plans that include a rapid transit connection in or near Novi, particularly along Grand River Avenue and the I-275 corridor to Detroit Metropolitan Airport		
4	A.16.8. Outreach with local businesses to develop strategies to maximize the potential benefits of a regional rapid transit hub.		
4	A.16.9. Mitigate traffic and transportation issues by providing for alternative modes for intra-city and inter-city travel and commuting.		
Other Action Items			
4	O.16.1. Take advantage of opportunities that are available for interconnecting existing and future residential neighborhoods.		
4	O.16.2. Plan and build recreational trail facilities that can accommodate bicycles and pedestrians.		
4	O.16.3. Provide recreation trails within all new parks and connect all new parks with recreation trails to the City's pathway and sidewalk system.		
4	O.16.4. Plan and build way-finding signage for bicycle and pedestrian routes.		
4	O.16.5. Retrofit existing publicly-owned bicycle and pedestrian facilities to current national safety standards when feasible.		
4	O.16.6. Review, update and develop maintenance requirements for public and private bicycle and pedestrian facilities through the use of maintenance standards and ordinances.		
4	O.16.7. Implement and adopt a trail type program to help maintain City bicycle and pedestrian facilities.		
4	O.16.8. Actively pursue public and private grants to plan, build and/or rebuild bicycle and pedestrian facilities.		
4	O.16.9. Continue to complete sidewalk and pathway gaps throughout the City and accelerate the rate of completion if funding permits.		
4	O.16.10. Incorporate pathways into plans for road improvements.		
4	O.16.11. Implement objectives from Thoroughfare Master Plan and Non-Motorized Master Plan.		
4	O.16.12. Encourage "safe routes to school" programming and investigate grant opportunities.		

General Goal: Economic Development

Objective 17: Retain and support the growth of existing businesses and attract new businesses to the City of Novi.			
Goal(s)	Action Items	Lead	Priority/Timeframe
Zoning Action Items			
5	Z.17.1. Consider administrative approval of OST development as an incentive to provide certainty and timeliness for desirable projects that meet ordinance requirements		
5	Z.17.2. Consider amending portions of the sign ordinance to provide businesses with better visibility.		
5	Z.17.3. Allow for reinvestment and expansion of existing facilities without necessarily requiring compliance with every new ordinance requirement. Variances and substantial compliance tests should be used to guide decision-making process.		
5	Z.17.4. Review standards for development in business/office/research/industrial parks, amend as necessary to ensure that these developments maintain high standard for design, landscaping, buffering.		
Advocacy Action Items			
	Initiate economic development programs in the OST District.		
2, 5	Seek opportunities to enhance and maintain open communication between Novi's business community and residents by maintaining a relationship with the Novi Chamber of Commerce and individual businesses.		
3, 5	Work with Oakland County officials to review Brownfield developments, considering the possibility of County Brownfield Authority incentives to secure investment.		
2, 5	Support the Main Street development as a special community opportunity.		
5	Support retail commercial uses along established transportation corridors that are accessible for the community at large, such as along Grand River Avenue, to preclude future traffic congestion.		
5	Consider strategies to ensure the ongoing sustainability of existing office and industrial buildings.		

Objective 17 (continued): Retain and support the growth of existing businesses and attract new businesses to the City of Novi.			
Goal(s)	Action Items	Lead	Priority/Timeframe
Other Action Items			
5	O.17.1. Continue streamlined development and permitting processes while maintaining quality reviews.		
4, 5	O.17.2. Make available and maintain high quality infrastructure -- roads, water, and sanitary sewer - - to ensure the attractiveness and functionality of the OST District.		
5	O.17.3. Initiate a fiscal analysis that evaluates the costs and benefits of various developments and continually evaluate and update as circumstances change. Determine the balance between costs and benefits of commercial and industrial development and plan accordingly.		
2, 5	O.17.4. Capture growth opportunities that will enhance short and long-term viability of the community. <ul style="list-style-type: none"> Develop a marketing effort to attract "creative clusters" with high-quality, flexible work space. Enable development of concentrations of office space blended with residential. Expand entertainment activity and options through business attraction and community programming. 		

General Goal: Economic Development/Community Identity

Objective 18: Compatible Development			
Ensure compatibility between residential and non-residential developments			
Goal(s)	Action Items	Lead	Priority/Timeframe
Advocacy Action Items			
	A.18.1. Enforce existing screening and setback requirements for all light industrial developments where it abuts residential neighborhoods.		
1, 5	A.18.2. Promote light industrial development, which provides economic value to the community, that properly safeguards neighboring homeowners.		
	A.18.3. Attract and promote "clean" developments where light industrial property abuts residential neighborhoods.		

