



MASTER PLAN UPDATE

Presentation of Draft Master Plan to City Council

July, 2016

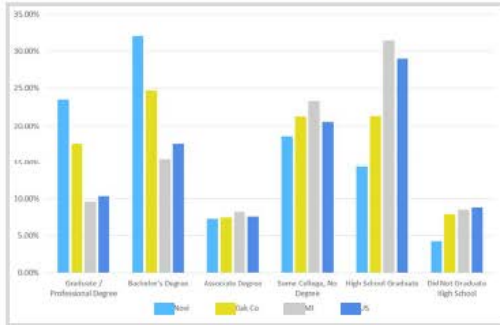
Presentation Overview

- Existing Conditions
- Environment & Open Space
- Market Assessment
- Goals & Objectives/Public Input
- Future Land Use
- Grand River Corridor
- Redevelopment Strategies
- Implementation
- Next Steps



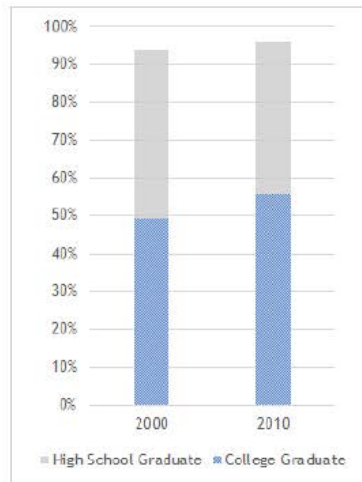
Existing Conditions

HIGHEST LEVEL OF EDUCATION OF NOVI RESIDENTS—2010

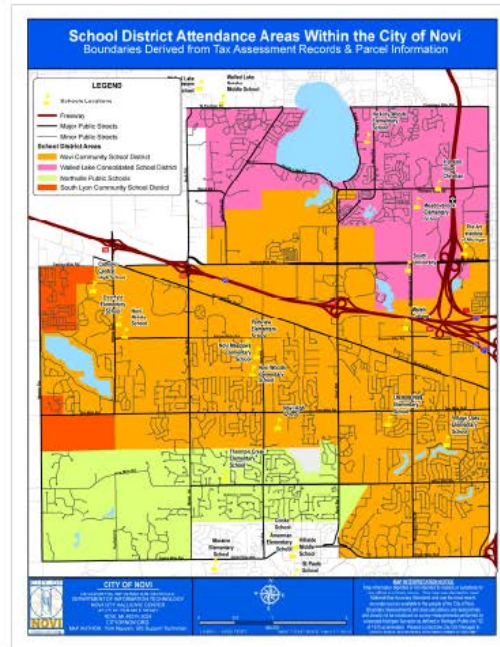


Source: US Census

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 mobile 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.

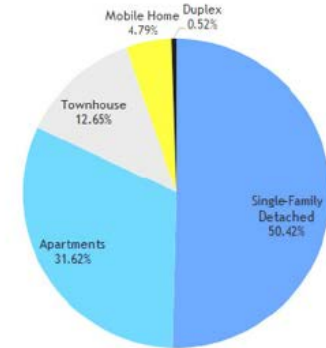
Median rent has increased as well, from \$818 in 2000 to \$944 in 2010, or over 15%. While the City of Novi's median housing value is higher than nearby Commerce Township (\$229,300), Farmington Hills (\$238,300), Livonia (\$182,700), Lyon Township (\$242,400), Walled Lake (\$143,700), and Wixom (\$216,500), 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



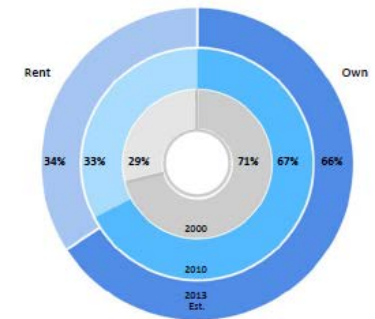
Source: US Census

HOUSING TYPES IN THE CITY OF NOVI—2010



Source: US Census

HOME OWNERSHIP IN THE CITY OF NOVI—2010



Source: US Census

Environment & Open Space

- Update of 2000 study
- Overview of:
 - Soils
 - Surficial geology
 - Topography
 - Surface water and groundwater resources
 - Watersheds, streams, and drains
 - Floodplains
 - Environmental conditions
 - Woodlands
 - Wetlands
 - Green Infrastructure



Market Assessment

- **Key local factors impacting Novi:**

- 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 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 among the largest financially successful event centers in the country.
- Area medical institutions have grown and are likely to continue to grow.

Market Assessment: Housing

- An increasing share of the City's residents and larger market want a different housing pattern in future.
- 50% to 60% of new units should be oriented toward capturing active adults.
- New, smaller market rate units (rentals and owner-occupied) should target the upscale market.

Market Assessment: Economy/Industry

- Creative Clusters with growth potential:
 - Contractors
 - F.I.R.E.
 - Services
 - Education/Training
 - Health & Fitness
 - Food/Beverage Manufacturing
 - General Manufacturing
 - Food Wholesaling
 - Arts & Entertainment

Market Assessment: Retail

- 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.
 - By 2025, the community can support about 590,000 additional square feet of retail goods space. The spending from surrounding areas can support about 200,000 additional square feet of retail goods space.



Image of "Buckhead Atlanta" by OlliverMcMillan

Market Assessment: Entertainment

- The average Novi household spends between \$4,100 and \$4,500 annually on entertainment.
- More than 90% of all entertainment spending by residents occurs outside of Novi.
- There are clear gaps in entertainment opportunities in Novi:
 - Regular performance theater
 - Regular comedy and other club activity
 - Small music and dining

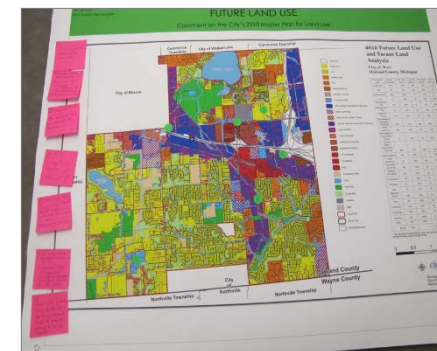
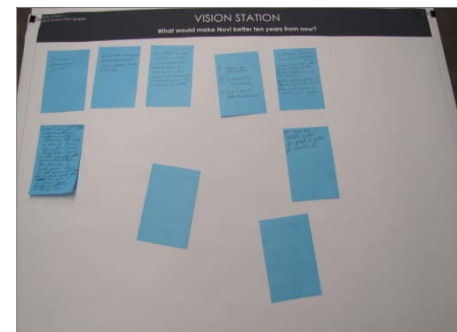
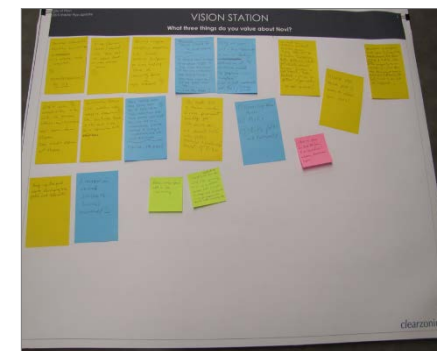
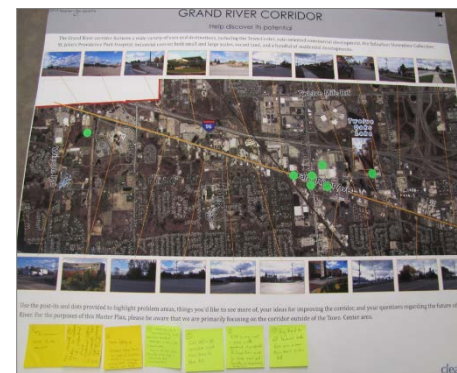
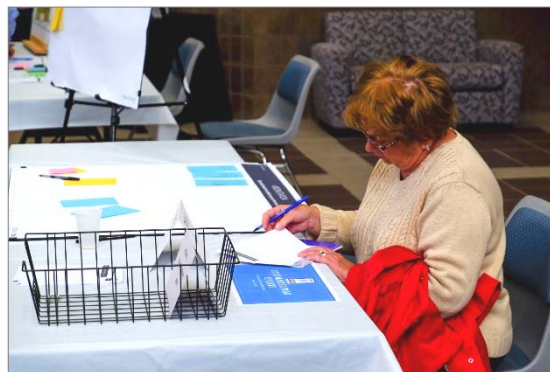


Rockville, Md., Federal Realty Investment Trust/Courtesy of WDG Architecture

Market Assessment: Economic Policies

1. Hold current residents within Novi as they age, including seniors and young adults.
2. Continue to provide for activity that meets the needs of current and future residents.
3. Capture growth opportunities that will enhance short- and long-term viability of the community.
4. Mitigate traffic and transportation issues by providing for alternative modes for intra-city and inter-city travel and commuting.

Goals & Objectives/Public Input

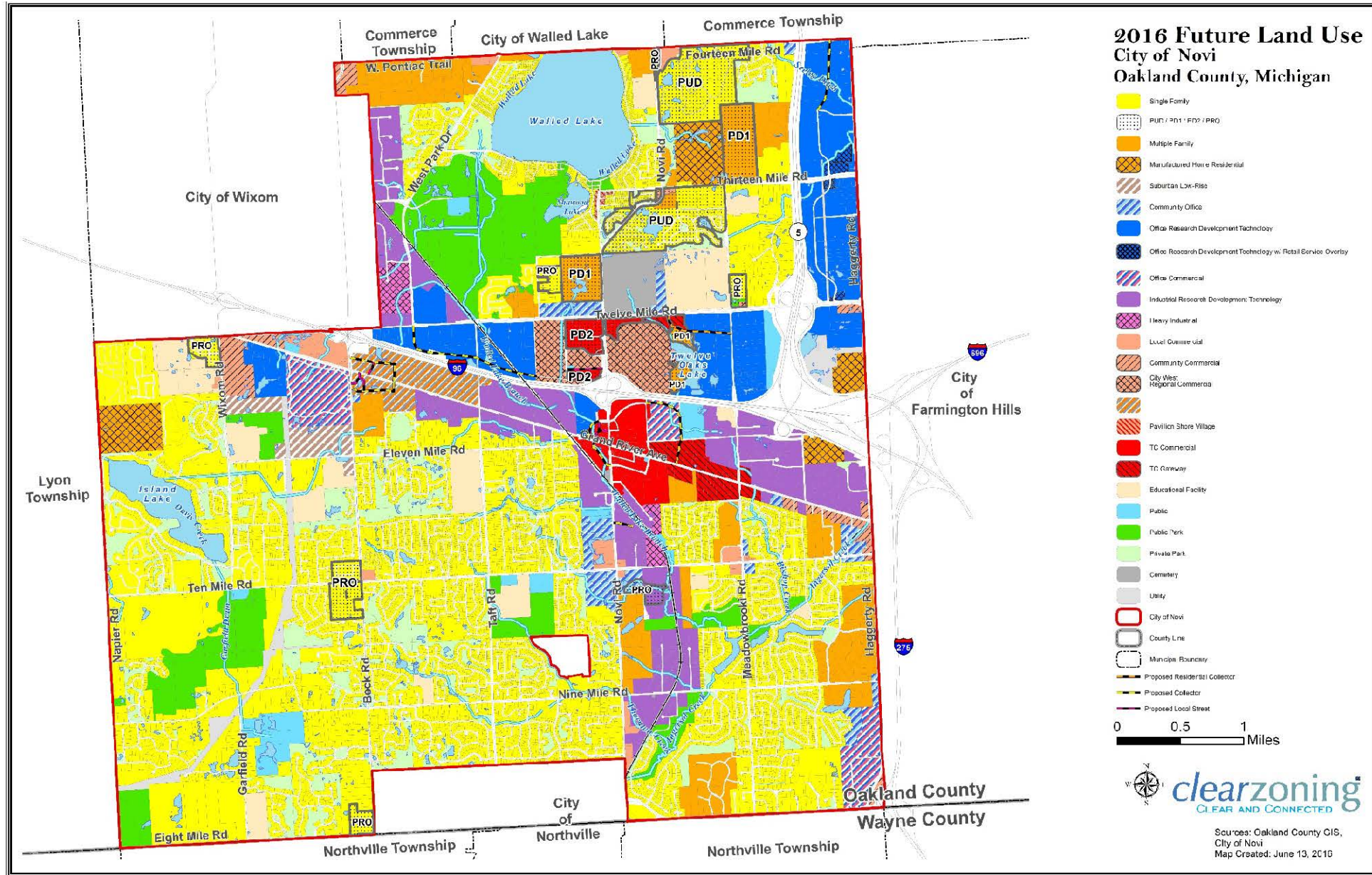


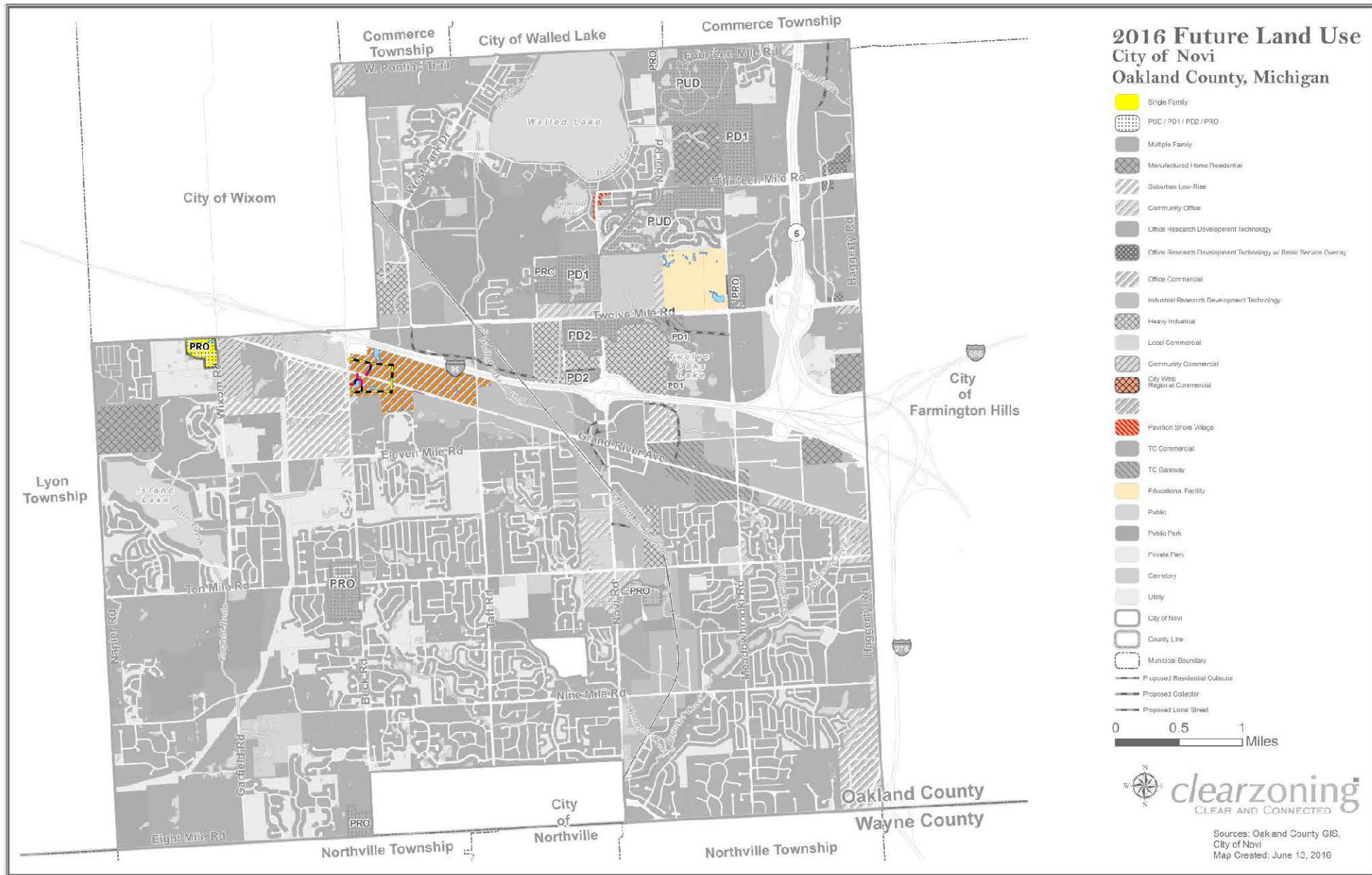
Goals & Objectives/Public Input

2016 Master Plan Goals: Consolidate previous planning goals/objectives into five categories:

1. Quality and variety of housing
2. Community identity
3. Environmental stewardship
4. Infrastructure
5. Economic development

Public input gathered from open house, meetings, and surveys supports these goals.





Future Land Use Map - Changes

City West: This new mixed-use designation replaces the previous “Office, Research, Development and Technology with Retail Service Overlay” designation and occupies a larger portion of the Grand River corridor, much of which was previously planned for office uses only.

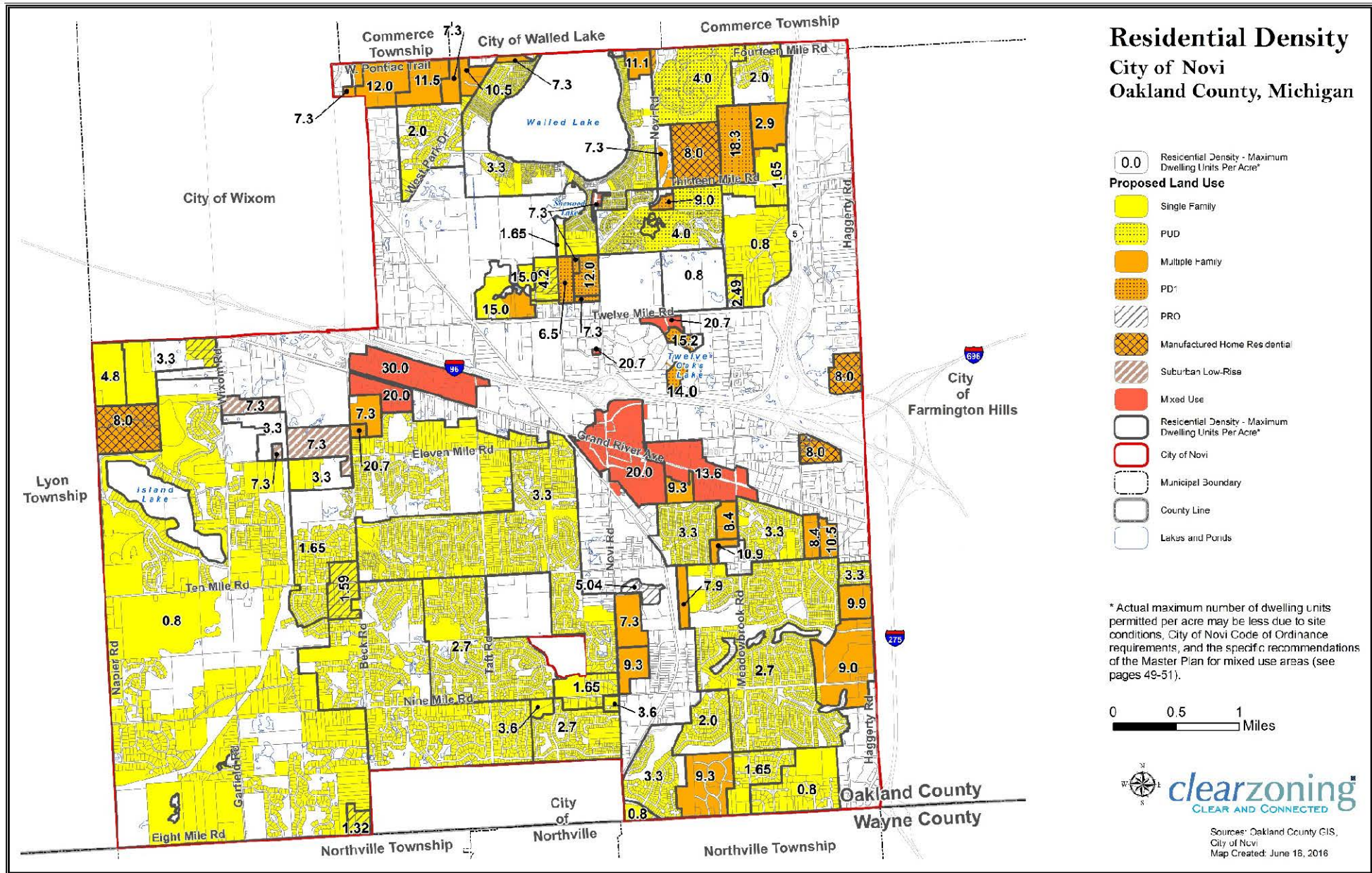
Pavilion Shore Village: This new mixed-use designation is focused on the Old Novi/13 Mile area south of Pavilion Shore Park.

Berkshire Point: An area previously planned for commercial use has been re-designated for residential use to reflect the development of the Berkshire Point subdivision.

Tollgate Farms/Americana Foundation: This land was previously designated residential and has been re-categorized as an educational facility.

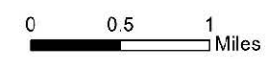
Approved PRO Developments have been added.

Residential Density City of Novi Oakland County, Michigan



- 0.0** Residential Density - Maximum Dwelling Units Per Acre*
- Proposed Land Use**
- Single Family
 - PUD
 - Multiple Family
 - PD*
 - PRO
 - Manufactured Home Residential
 - Suburban Low-Rise
 - Mixed Use
 - Residential Density - Maximum Dwelling Units Per Acre*
 - City of Novi
 - Municipal Boundary
 - County Line
 - Lakes and Ponds

* Actual maximum number of dwelling units permitted per acre may be less due to site conditions, City of Novi Code of Ordinance requirements, and the specific recommendations of the Master Plan for mixed use areas (see pages 49-51).

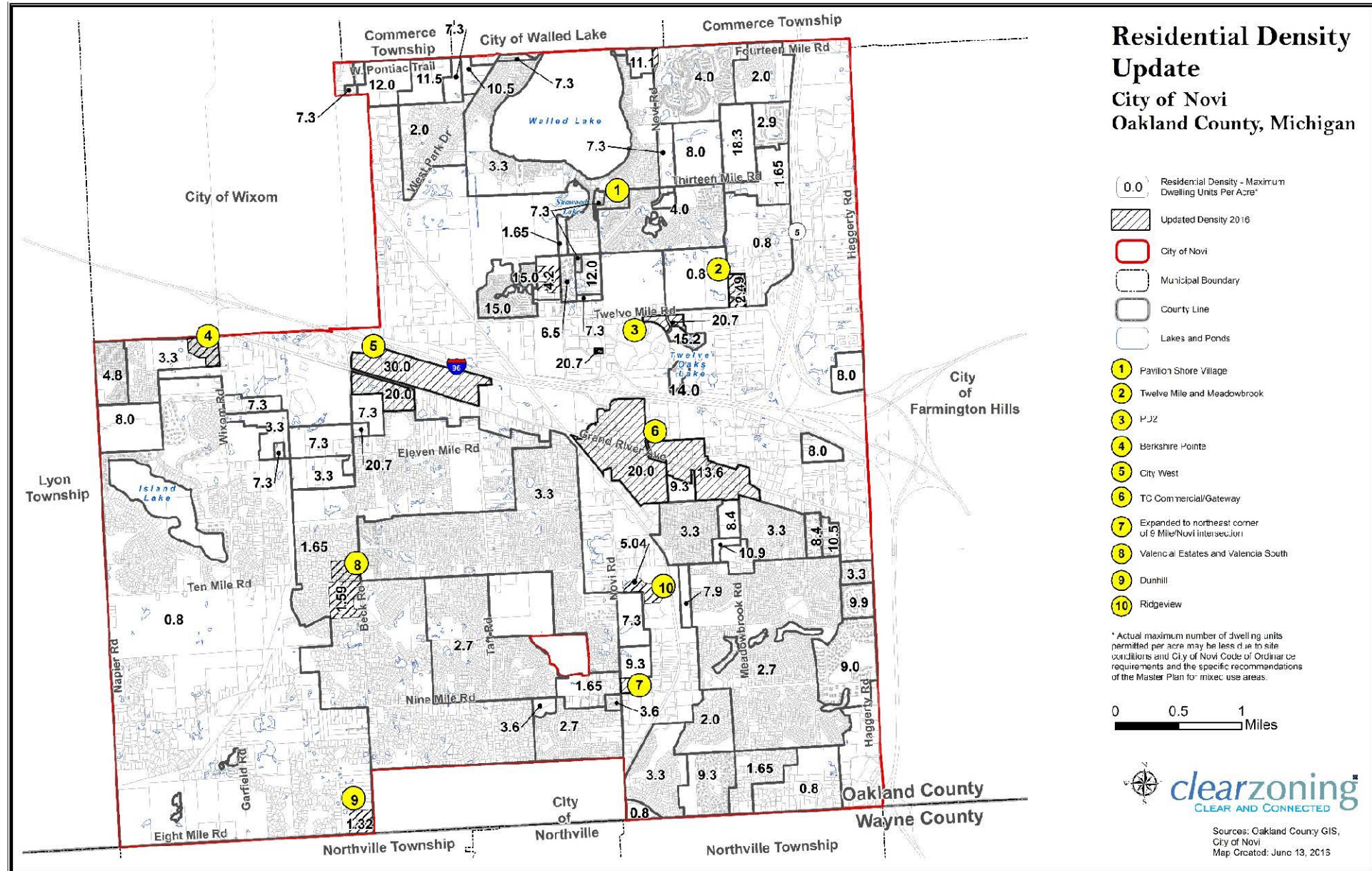


Sources: Oakland County GIS, City of Novi
Map Created: June 16, 2016

Residential Density Update

City of Novi

Oakland County, Michigan



Inclusion of Previous Plans

- **Thoroughfare Master Plan** - The City of Novi is currently in the process of updating
- **Non-Motorized Plan** - The City of Novi adopted its Non-Motorized Plan in 2011.
- **Older Adult Services Strategic Plan (2013-2015)**
- **Strategic Community Recreation and Master Park Plan (2015-2019)**
- **Town Center Area Study (2014)**
- **Sustainability Plan**

Grand River Corridor



Grand River Corridor – General Goals

- Improve Transportation Connections
- Expand and Improve Open Spaces
- Create Pedestrian-Oriented Development
- Create Sustainable Development
- Promote Economic Diversity
- Promote Retail, Entertainment, and Culture
- Provide Housing Options
- Maintain standards for high quality building design and materials
- Create an identity for the City

Grand River Corridor – District Plan

- **Gateway Shopping West:** Enhance western gateway with civic art, signage, lighting, and streetscape treatments in a way that signifies entry into the City.
- **Hospital Center:** Support the growth and expansion of Providence Park Hospital, its affiliated medical offices, and associated housing.
- **City West:** Create a district that offers the densest housing, along with retail, office, and entertainment uses.
- **Flexible Industry Center:** Support the growth and expansion of manufacturing and light industrial uses and accommodate transitional development.
- **Town Center District:** Support the City’s “main street” area per the City’s 2014 Town Center Area Study.
- **Grand River East:** Encourage the ongoing maintenance and utilization of the existing office/industrial buildings in this district, including adaptive reuse.



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



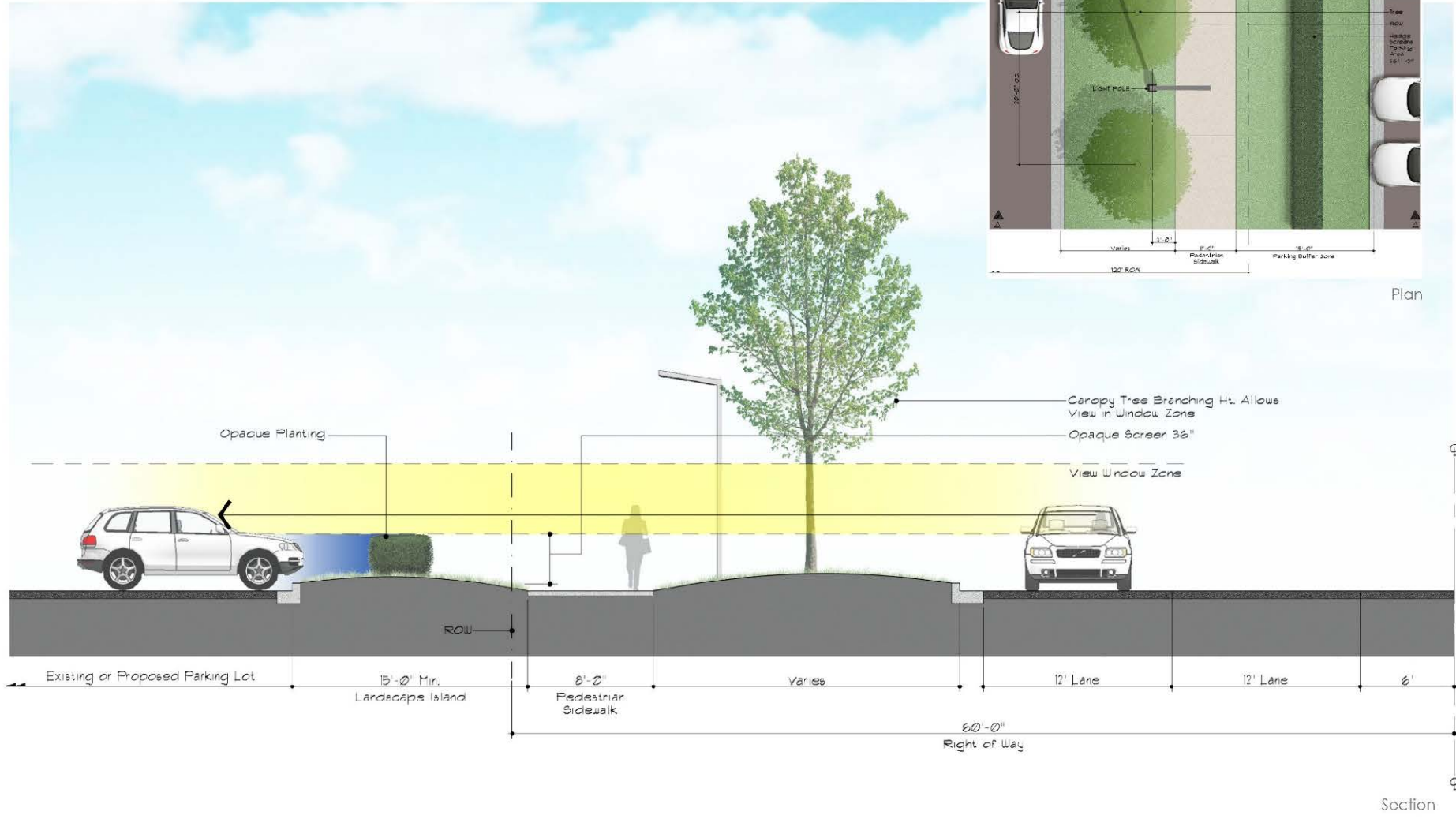
Parking Lot Screening - Hedge



Parking Lot Screening - Wall

STREETSCAPE ENHANCEMENTS

Enlarged Conceptual Streetscape
Cross Sections

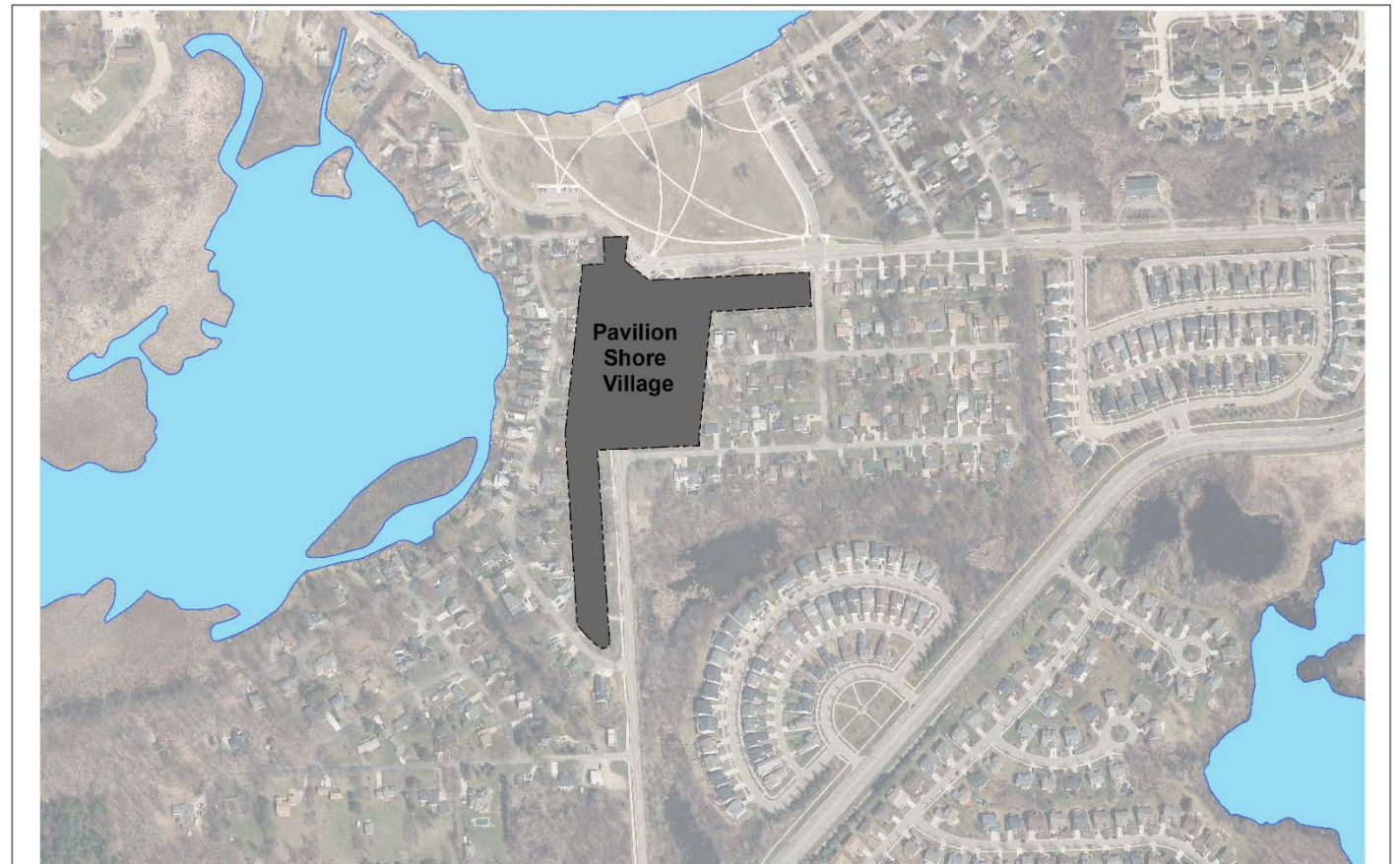


Redevelopment Strategies



Site 1: Pavilion Shore Village

- Establish a unique sense of place at the corner of Old Novi Road and Thirteen Mile Road
- Housing and commercial uses that are inspired by the natural and recreational features of the park and lake.



Site 1: Pavilion Shore Village

- **Housing:**

- Two- to three-story mixed-use buildings oriented to W. 13 Mile and Old Novi Roads
- One-story “cottage court” style homes aimed at young professionals and empty-nesters.

- **Commercial, Restaurant, and Entertainment Uses:**

- Recreation-related goods and services such as equipment sales, service, instruction, and rentals; fitness-related clothing; and healthy food and dining.

- **Sustainability:**

- low-impact development techniques, storm-water mitigation and native, low-maintenance landscaping.



Source: CWD Real Estate



Source: Cottage Company

Site 1: Pavilion Shore Village

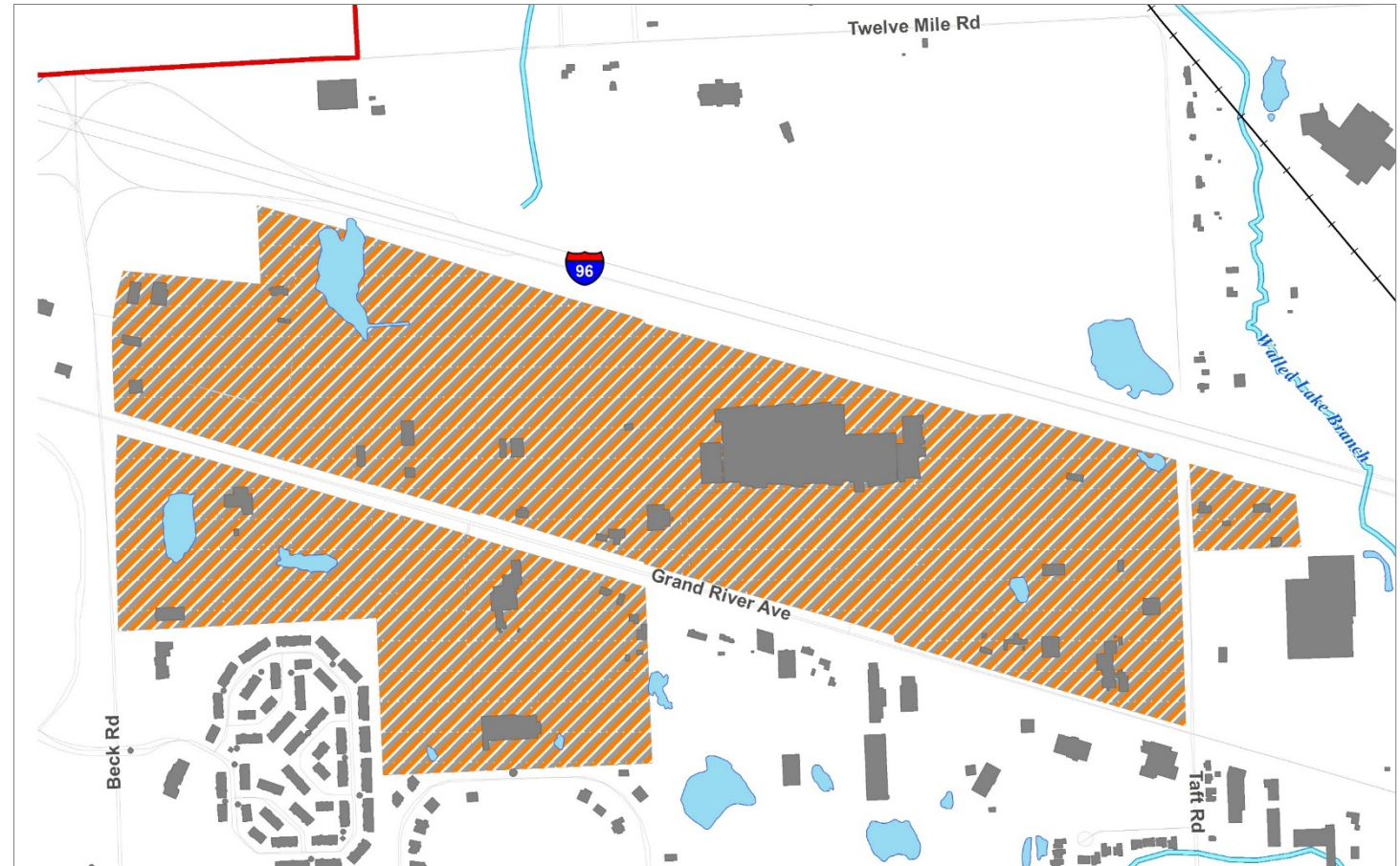
Development of the District

- Create a simple form-based district that defines building forms and architectural elements.
- Prioritize implementation of the Non-motorized Transportation Plan in this area, particularly as it relates to connections with the nearby parks.



Site 2: City West

- Combine entertainment, convention, commercial, office, and residential uses
- Cohesive, high-density, walkable pattern
- Three to five story buildings for most of the area, while buildings with frontage on I-96 may rise as high as ten stories



Site 2: City West

- **Residential Uses:**

- Upper floors of mixed use buildings, row houses, and live-work units with a variety of floor plans, including micro-apartments (small efficiency units) and small one-bedroom units.

- **Commercial, Restaurant and Entertainment Uses:**

- Specialty retail or a cluster of similar uses, such as high-fashion stores or art galleries
- Uses that serve nearby residents

- **Office Uses:**

- Limited to upper floors, serving as a transition from retail and restaurant uses on lower levels to residential uses above.
- **Character of Development & Placemaking:** High quality building materials, landscaping, lighting, public furniture, and signage along with a mix of public plazas and parks.

Site 2: City West

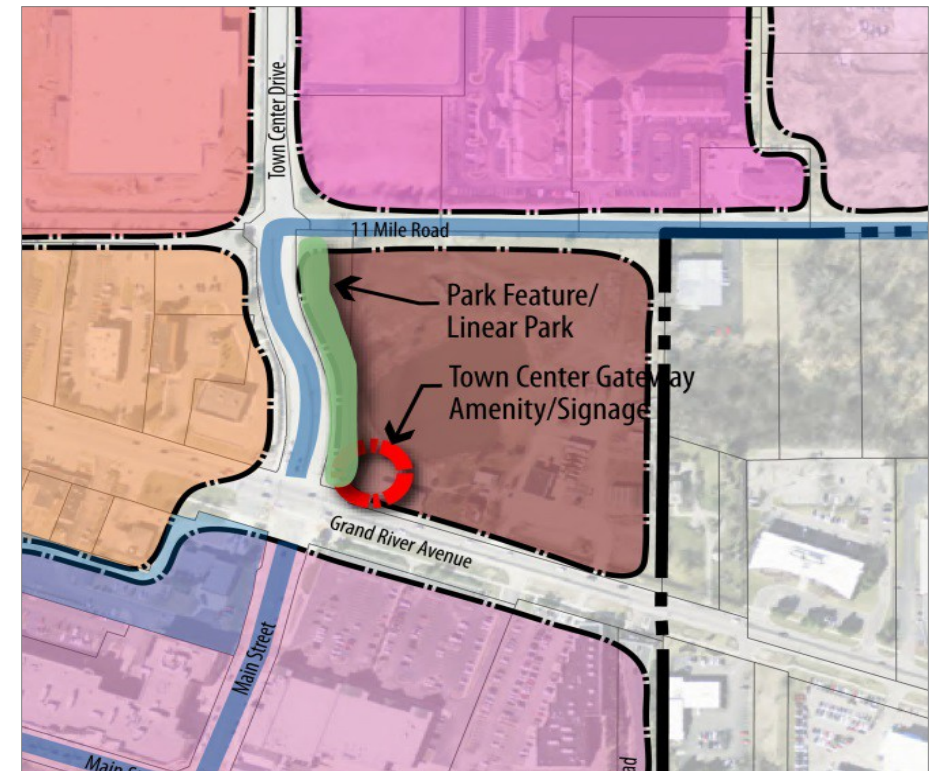
Development of the District

- New zoning classification
- Form-based standards - a stand-alone district rather than as an overlay to existing zoning.



Site 3: The Anglin Property

- A mix of residential, commercial, and office uses in single-purpose or mixed-use structures that are walkable and have a range of services.
- Highlight the pond as unique amenity



Site 3: The Anglin Property

- **Housing**
 - Attached single-family buildings, such as townhomes, multiple-family mid-rise buildings, and as upper floors within a mixed-use building
 - Focus on professional workforce as well as empty nesters
- **Commercial Uses**
 - Limited commercial uses to serve the adjacent office users and residents of the area.



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)

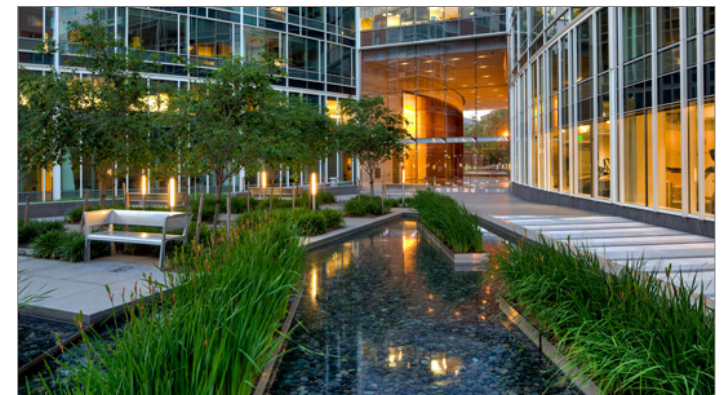
Site 3: The Anglin Property

- **Office Uses**

- Along Grand River in single-purpose, multi-story buildings or as part of mixed use buildings

- **Character of Development & Placemaking**

- Focus on water feature
- Pond overlook areas, boardwalks, and other public and private open spaces should be encouraged
- Connecting pond overlook areas to sidewalks on Town Center Drive and 11 Mile Road



Site 3: The Anglin Property

Development of the District.

- Rezone to TC (Town Center)
- Amend the TC district to fully incorporate creative attached residential alternatives and ensure that reduced setback recommendations are reflected in the district standards.



Implementation



New Implementation Action Items

- **Quality & Variety of Housing**
- **Economic Development/Community Identity**
- **Infrastructure**
- **Economic Development**

Next Steps

- The draft plan has been released to adjacent communities and other agencies for the required 63-day review period, per the direction of City Council.
- Following the review period, the Planning Commission will hold the required public hearing on September 28, 2016, and take action to adopt the Master Plan.