City of Novi
Master Plan for Land Use Review
February 14, 2008

Where quality of life is the way of life
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Background
The City of Novi has a long history of land use planning. The first Novi Master Plan was created in 1967 for the Village of Novi. After the City of Novi was incorporated (1969), a revised or updated Master Plan was adopted in 1980, 1988, 1990, 1993, 1999 and 2004. In December 2004, the City adopted the current Master Plan, “Master Plan for Land Use 2004,” following substantial public input, and extensive review and recommendations by City staff. Since 2004, the City of Novi has experienced an increase in population and substantial development activity. A midterm census was conducted in May 2006, revealing a total of 52,231 residents, an increase of 10.2 percent in the six years since the 2000 decennial census. In addition to residential development, significant non-residential development occurred in the City since December 2004, including the Providence Hospital expansion with its associated medical campus; several high tech research and office developments such as the ITC and Ryder Headquarters, several industrial buildings and the reinvestment and expansion of several regional and local shopping centers.

The City’s 2004 Master Plan called for further study of several specific areas of the City. One area is the southwest portion of the City which was identified in the 2004 Plan as an important area for future review and recommended seeking ways to protect and enhance its residential characteristics. One implementation strategy of the 2004 Plan, states, "Initiate a study of existing development options, their relativity to existing residential land use, and their historical use in the community." Another one says "Seek out additional development options that would optimize development without destroying natural features." A second study area identified in the 2004 Master Plan for Land Use is the land west of Novi Road and south of I-96 identified in the 2004 Plan as “Downtown West.” The 2004 plan indicated, "This land use is designated for further study to develop a commercial, entertainment, and cultural connection to the core shopping area." A third and final area is the “Special Project Planning Area 2” shown as the area south of 12 Mile Road and west of Wixom Road. By definition and intent of the 2004 Master Plan, further discussion of the Special Project Planning Area is needed.

Recap of Master Plan Review Process
In the Spring 2007, the opportunity to review the Master Plan for Land Use was initiated when the Planning Commission’s Master Plan and Zoning Committee discussed opening the master plan process to address particular areas of interest and to close out some open issues. After considerable discussion over a series of meetings, the Committee recommended to the Planning Commission that it formally start the process by reviewing identified, specific areas.
The Committee prepared the following resolution that was approved by the Planning Commission as a whole on June 13, 2007:

- *Whereas*, the Master Plan and Zoning Committee of the City of Novi Planning Commission has reviewed the status of the City of Novi Master Plan for Land Use, 2004 regarding Special Planning Areas No. 1 and No. 2, the Downtown West Area, and the Southwest Quadrant of the City; and

- *Whereas*, the Committee found that the Master Plan does not detail the general uses for the following areas: Special Planning Areas No. 1 and No. 2, and the Downtown West Area; and

- *Whereas*, the Southwest Quadrant of the City is also being reviewed by the Committee and Commission for potential Plan amendments.

*Now, therefore*, the City of Novi Planning Commission hereby announces the start of the Master Plan amendment review process and it authorizes its Chairperson to notify the City Council and all entities that are required to receive notice by the State Municipal Planning Act.

Based on the recommendation of the Planning Commission’s Master Plan and Zoning Committee, the Planning Commission further refined the Master Plan Review to three areas of the City. The three areas selected are as follows and depicted in Figure 1:

- **The Southwest Quadrant Study Area** (the four southwest Sections of the City plus the residential zoned properties adjacent to the arterial road corners);

- **The Twelve Mile, Napier & Wixom Roads Study Area** (the area depicted as Special Project Area 2 in the 2004 Master Plan); and

- **The I-96 / Novi Road Study Area** (the area depicted as Downtown West in the 2004 Master Plan, the balance of the area located east of the Downtown West area between I-96, Novi Road and Grand River Avenue and an area at the northwest corner of I-96 and Novi Road located in the Conference Zoning District).
The Planning Commission also directed the Community Development Department’s Planning Staff to work with the Master Plan and Zoning Committee to produce a review of the Master Plan for these three areas and to propose recommendations (if any) for potential Master Plan amendments.

Seeing the need to expedite the process and the value of consulting with a larger group of planning professionals, City staff recommended acquiring the services of a consultant to assist with the Master Plan review. On August 27, 2007, the City Council awarded a contract to a consultant team led by Birchler Arroyo Associates in collaboration with Carlisle/Wortman Associates (planning consultants), Grissim Metz Andriese (landscape architecture and design consultants), and The Chesapeake Group (market research and needs assessment consultants).

Over several months, the Master Plan and Zoning Committee reviewed numerous reports, plans, maps, data and supporting documents researched and prepared by the City’s planning staff and consultant team regarding the three study areas.

The review process also involved considerable public input including the following:
- Public comments at open public meetings;
- Written comments solicited at a display table in the City Administration Building lobby and on the City’s web page;
- An informal survey available in the City Administration Building and on the City web page;
- A Vision Fair open house, held on October 30, 2007;
- A follow-up open house, held on November 13, 2007;
- Informal surveys as part of the Vision Fair;
- A scientific business survey;
- Telephone surveys;
- The posting of reports, data, and schedules on the City’s web site;
- Mailings to affected property owners as part of the Vision Fair process; and
- Interviews with business and civic leaders and homeowner association board members;
- Meetings open to the public with the Master Plan and Zoning Committee.

After analyzing the research and public input, the planning consultant team, in collaboration with the City’s planning staff, produced a “Study Area Alternatives City of Novi Master Plan for Land Use Review” that included two proposed Master Plan alternatives for each of the three study areas. On December 11, 2007, the Master Plan & Zoning Committee reviewed the draft “Study Area Alternatives” and associated packet material, chose an alternative for each area, modified some of the alternative proposals and forwarded a recommendation to the Planning Commission.
At its December 12, 2007 meeting, the Planning Commission reviewed the draft “Study Area Alternatives” prepared by Birchler Arroyo Associates, Inc. that included two alternative plans for each study area. It also reviewed and discussed additional reviews, reports, supplemental information and public input recaps provided by the City’s planning staff and consultants. At this meeting, the Planning Commission agreed upon an amended set of alternatives for each study area and unanimously passed a resolution to direct the Master Plan and Zoning Committee and the City’s planning staff and consultant team to prepare a final Master Plan Review Report and to draft a set of proposed Master Plan amendments based on their recommendations as follows:

![Southwest Quadrant Proposed Future Land Use](image)

**Legend**
- **Southwest Quadrant Study Area**
- **Future Land Use 2008**
  - SINGLE FAMILY
  - OFFICE
  - LOCAL COMMERCIAL
  - PUBLIC
  - EDUCATIONAL FACILITY
  - PUBLIC PARK
  - PRIVATE PARK
  - UTILITY

*Figure 2*
Southwest Quadrant Study Area, no changes to the current Master Plan (see Figures 2 and 3):

a) Single Family Residential: Continue to plan for primarily low density detached Single Family Residential uses throughout the southwest quadrant study area;

b) Local Commercial: Continue to plan for a local commercial area at the northeast corner of Ten Mile and Beck Road to meet the convenience shopping needs of residents in nearby neighborhoods;

c) Public: Continue to designate the city-owned land in the study area for public use;

d) Educational Facility: Continue to plan for a future educational facility at the northeast corner of Eight Mile and Garfield roads;

e) Public Park: Continue to plan for public parks and open space; and

f) Private Park: Continue to designate private parks and open space within residential developments.
Twelve Mile, Napier and Wixom Roads Study Area (see Figures 4 and 5):

a) **Single Family Residential:** Designate the western portion of the study area for Single Family Residential uses at no more than 3.3 dwelling units to the acre;

b) **Community Commercial:** Extend the planned Community Commercial area south along Wixom Road, to include the study area’s Wixom Road frontage, at an intensity not to exceed the B-2 zoning classification; and

c) **Educational Facility:** Plan the central portion of the study area for educational facility use. Allow for underlying residential density of 3.3 dwelling units to the acre.
I-96/Novi Road Study Area (see Figures 6 and 7):

a) Conference District - PD2: Continue to plan for PD2 within the study area north of I-96;

b) Ring Road - Town Center Commercial: Continue to designate the west side of Novi Road as Town Center, which is intended for a variety of uses, including retail, commercial, office, residential, civic, cultural, and open space with a pedestrian-oriented, urban character;

c) Ring Road – Office: Plan for large-scale office use within the study area on the west side of the ring road and immediately adjacent to the I-96/Novi Road interchange and for the property on the northeast corner of the proposed Ring Road and Grand River Avenue; and

d) Industrial District – Light Industrial: Continue to designate the area adjoining the railroad for office, research and development, light industrial and warehousing uses.
Each Study Area has been reviewed and evaluated in detail. This Master Plan Review and proposed Master Plan Amendments also address landscape design, pedestrian and traffic flow, natural feature enhancement, and benchmark development concepts, where appropriate. A primary focus of the proposed implementation strategies is to amend the Novi Zoning Ordinance to make necessary text and map changes that foster development according to the proposed Master Plan for Land Use Amendments.
The Next Steps

After the Planning Commission holds a public hearing and accepts this review and proposed Master Plan Amendments, the Master Plan amendment process will continue with the following steps:

- City Council reviews the final Master Plan Review and any proposed Master Plan Amendments and approves the proposed amendments for distribution;
- Final Review and proposed Amendments sent to the previously notified municipalities and utilities for comments as required by the State Planning Act (40 day comment period);
- Planning Commission, with assistance from their Master Plan & Zoning Committee, reviews comments and if desired modifies the proposed Master Plan amendments;
- Planning Commission holds a public hearing and adopts the amendments; and
- The Master Plan amendments are published.
2. Southwest Quadrant Study Area

As the name implies, the Southwest Quadrant Study area is located in the southwest corner of the City. At 2,703 acres, the Southwest Quadrant Study Area is the largest study area under review. This Study Area includes all of Sections 29, 30, 31 and 32 and a small portion of Sections 19, 20, 21 and 28 that includes property adjacent to major intersections north of Ten Mile and east of Beck Roads.

Natural Features

The Study Area contains a significant amount of woodlands, wetlands and natural features habitat area. The Area predominantly drains into the Huron River watershed with parcels and developments fronting on Beck Road, along Eight Mile Road between Garfield and Beck Road and a small area at the northeast corner of Eight Mile and Napier Roads draining into the Rouge River watershed. With around 508 acres (18.8% of the Study Area) of wetlands and 1,009 acres (37.3% of the Study Area) of City regulated woodlands in the Study Area, this quadrant of the City contains the largest contiguous areas of undisturbed natural features. Overlapping these areas is 766 acres (28.3% of the Study Area) of priority habitat area identified by Oakland County. An additional 250 acres (1,121 acres 41.5% of the Study Area total) has been identified in Oakland County’s Draft Greenways Plan as existing or potential preservation, conservation or open space areas. These areas include existing subdivision open space, utility corridors, the developed City owned Community Sports Park, vacant City owned property and potential connections (links) between the natural feature areas.

The central portion of the Study Area contains several large wetlands that are interconnected to tributary streams of the Huron River. This several hundred acre headwater area drains north into Island Lake and leaves the City via the Novi Lyon Drain. South and east of Nine Mile and Garfield Roads is a 106 acre site owned by the City that contains one of these wetlands, a mitigated wetland created when M-5 was built. An additional portion of this central wetland complex lies in two City owned tracts of land containing 164 acres. A total of 270 acres (about 10.0% of the Study Area) of undeveloped and wetland mitigation land is owned by the City in the Study Area.

The City of Novi has a long history of protecting natural features. From the 1966 inclusion of the Residential Unit Development (RUD) option in the Zoning ordinance that permitted clustering of development to preserve natural features to the 2007 adoption of low impact development (LID) practices in an update to the storm water management ordinance, Novi has developed ordinances to protect natural features throughout its history as a village and later a city. The Wetland and Watercourse Protection and the Woodland Protection Ordinances adopted in the 1980s have facilitated the preservation of many acres of wetlands and woodlands in the City.
Planning History
The Southwest Quadrant has been planned for single family residential uses, parks, open space and public and educational facilities since Novi’s first Master Plan in 1967. The City has maintained a consistent policy of maintaining a low density residential character in the Southwest Quadrant throughout the City’s history of land use planning. The City’s planning policy in this study area is a reflection of its citizen’s desire to protect natural features, reduce City infrastructure costs and to maintain the rural character of the Study Area.

As an evolving document, the current Master Plan includes provisions from previous City Master Plans that support these policies. Roads continue to be planned with rural cross sections in the Study Area including Nine Mile Road which has been designated as a Scenic Drive Road by the City’s Master Plan since 1988. The City’s current and former land use plans reflect a “concentric ring” policy to permit higher densities in the central and eastern portion of the City while applying sequentially lower densities into the western portion of the City. From 1980 to 2004 master planned residential density in the Study Area has only increased slightly. Land designated for 0.8 dwelling units or less per acre in the Master Plan shrunk from about 96% to 85% of the Study Area. The Master Plan also continues to support the use of residential development options to preserve open space and natural features.

Properties adjacent to the Study Area are zoned and master planned for low density single family residential uses and public and private recreation space in South Lyon, Salem and Northville Townships and in the City of Northville

Existing Development
As a reflection of the City’s long term policy to maintain the rural character of the Southwest Quadrant Study Area, most existing development within the Study Area is low density detached single family residential homes. Most recent residential developments in the Study Area were approved under one of the City’s residential development options. The options allowed the clustering of dwelling units which resulted in the preservation of open space, natural features, and wildlife habitat, while maintaining the planned residential density. The City’s special census of May 2006 counted 1,619 people in the four square miles of the City located south of Ten Mile and west of Beck Roads. At that time, except for 143 acres of the Study Area located north of Ten Mile Road and east of Beck Road, the Study Area had a population density of about 405 people per square mile representing low density development compared to other areas of the City. As of January 2008, the Study Area contained 147 vacant lots in developed subdivisions and condominium projects.
Historically, the Study Area has not been planned or zoned for commercial uses except for planned utility corridors. Except for home occupations, the only commercial uses existing in the Study Area are a day care center, a plant nursery, an antique store, the ITC Tahoe substation, and an oil well. A local commercial center is located adjacent to the Study Area at the northeast corner of Ten Mile and Beck Roads. Additional local and community commercial facilities that serve the residents of the Study Area are located along Grand River Avenue near Beck Road and Wixom Roads, along Wixom Road south of Grand River Avenue, and developments in the City of Wixom, Lyon Township, Northville Township and the City of Northville. Additional undeveloped commercially zoned land is located near Grand River Avenue and Wixom Road and Grand River and Beck Road.

Water and sewer service is available to most of the Study Area. Additional volumes of water could be supplied throughout the study area. With new developments, the City will require water mains to be installed with adequate sizing and looping to improve system reliability and performance. Sanitary sewer mains and pumps in the Study Area were planned and built based on the existing and planned residential densities of 0.8 and 1.65 dwelling units/acre. Any substantial increase in flow beyond the flow contemplated in the Master Plan adopted in 2004, could trigger the need for infrastructure improvements to accommodate the additional flow. This Study Area is located in the Huron and Rouge River watersheds and is not served by regional detention basins. All new developments in the study area will be required to meet the stormwater detention requirements as outlined in City Ordinances.

Study Area Review
As part of the Master Plan Review, individual properties were studied to determine the likelihood for change in land use. The Southwest Quadrant Study Area contains 63 parcels, comprising about 964 acres or 36% of the Study Area, that are identified by the Master Plan & Zoning Committee as susceptible to change in the next 20 years. These parcels have a high probability of being developed or redeveloped. About 49 acres are planned for 1.65 dwelling units per acre and 946 acres are planned for 0.8 dwelling units per acre. Based on the maximum permitted density, without subtracting unbuildable areas, 837 dwelling units could be developed on these parcels. This is in addition to the 147 homes that could be built on the previously mentioned vacant residential lots.

Several of the identified susceptible to change parcels may be considered hard to develop due to the shape or small size of the parcel or the amount of wetlands or surface water located on the parcel. The use of the City’s residential development options could provide some ordinance standard relief to make these parcels easier to develop and at the same time encourage the preservation of natural features.
On the parcels. In some cases, variances and/or waivers from the City's Design and Development Standards and/or Zoning Ordinance requirements may be needed to develop the parcels.

The Master Plan Review process collected a large amount of public comments regarding the Southwest Quadrant (see Appendix A, B & C). An overwhelming majority of the respondents indicated that this study area should remain planned for low density single family residential and park uses and opposed other types of uses. The large majority of the respondents also felt that protecting and/or rehabilitating natural resources in the area was important and a large majority indicated that pedestrian and bicycle facilities need to be improved while a smaller majority felt that motor vehicle facilities need improving.

As part of this Review, a Market Analysis and Needs Assessment was conducted. This Analysis and Assessment included extensive data analysis, interviews with community stakeholders, and a telephone survey of 351 residents. The full report (see Appendix D) is one of the background data reports prepared as part of this Master Plan Review. The Analysis and Assessment stated that forecasted housing growth in the zip code areas associated with the Southwest Quadrant Study Area could support an additional 96,000 square feet of floor space for the sale of retail goods and related services by 2015. These zip code areas also includes other portions of the City of Novi, portions of Northville and South Lyon Townships and the City of Northville. Citizen input also indicates that maintaining the low density residential character of the Southwest Quadrant is a high priority for residents; and to preserve that character, residents are willing to travel outside of the study area for goods and services.

**Master Plan Amendment Recommendations**

Based on the following items, no changes to the Master Plan for Land Use Future Land Use Map are recommended for the Southwest Quadrant Study Area for the following reasons:
The Study Area has been planned for low density single family residential uses, parks, open space and public and educational facilities throughout the City’s history of land use planning;

- Existing development within the Southwest Quadrant is primarily low density detached single family residential homes;
- A significant amount of woodlands and wetlands exist within the study area;
- A significant portion of the Study Area is designated as a Core Reserve Area by the 1996 City of Novi Wildlife Habitat Master Plan;
- Most recent developments within the study area have been approved under one of the City’s residential development options, which resulted in the preservation of open space, natural features, and wildlife habitat;
- Sewer service in the study area has been planned based on low residential densities of 0.8 and 1.65 dwelling units/acre;
- The Study Area is adequately served by existing and planned local and community commercial areas located adjacent to the Study Area at Ten Mile and Beck Roads, along Grand River Avenue at Wixom and Beck Roads, along Wixom Road south of Grand River, and nearby in the City of Wixom, Lyon Township, Northville Township and the City of Northville.

- Significant citizen input indicates that maintaining the low density residential character of the Southwest Quadrant is a high priority for residents; and to preserve that character, residents are willing to travel outside of the study area for goods and services.

Although no Future Land Use Map changes are proposed, based on the above findings, this Review is recommending the following Goals, Objectives and Implementation text amendments pertaining to the Southwest Quadrant Study Area:

**Goals, Objectives & Implementation**

**Land Use**

*(existing) Goal: Continue to protect the character of the southwest *(remove quarter)* *(new additional language)* quadrant *(existing)* of the City as this area is home to the majority of vacant land in Novi.*
**Objective:** Provide legally defensible development options through Novi’s Code of Ordinances that maintain the semi-rural character of the southwestern portion of the City **(remove) while allowing developers a reasonable profit.**

**Implementation Strategy:** Seek out additional development options that would optimize development without destroying natural features.

**Implementation Strategy:** Initiate a study of existing development options, their relativity to existing residential land use, and their historic use in the City.

**Implementation Strategy:** Review residential Zoning Ordinance development options, such as the One Family Cluster Option, to permit greater flexibility for development of challenging properties, such as the southeast corner of Ten Mile and Beck Roads, within the density recommendations of the Master Plan.

**Implementation Strategy:** 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.

**Objective:** Maintain the existing low density residential development and natural features preservation patterns.

**Implementation Strategy:** 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, parks, open space, educational facilities and public uses.

**Implementation Strategy:** Continue to monitor the retail needs of the Southwest Quadrant to ensure that adequate nearby retail areas are available to serve the Quadrant.
Implementation Strategy: Encourage future development within the southwest quadrant that preserves the view of natural features and open space from major roadways.

Implementation Strategy: 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.

Implementation Strategy: Encourage future development to be sensitive to the Core Reserve wildlife habitat and wildlife movement corridors within the Southwest Quadrant.

Implementation Strategy: 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.

This Review also recommends the following Future Land Use definitions text amendments to address several designations used in the Southwest Quadrant and Twelve Mile, Napier and Wixom Roads Study Areas:

**Future Land Use Definitions**

**Public**  
*(existing)* This land use is designated for government buildings, fire stations, public utility uses such as wastewater treatment plant, and water storage facility. *(new additional language)* 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**  
*(existing)* This land is designated for private and public educational facilities. *(new additional language)* 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.
(new) Public and Private Parks and Open Space
This land 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.

(new) Utility
This land 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.

These amendments include definitions of use area designations used on the Future Land use Map but not described in the Master Plan for Land Use adopted in 2004. The amendments also provide clarity to the City’s long standing policy of assigning underlying residential densities to use areas that could become obsolete in selected areas of the City.
3. Twelve Mile, Napier and Wixom Roads Study Area

The 130 acre Twelve Mile, Napier and Wixom Roads Study Area is located entirely in Section 18. It is bounded on the north by the City of Wixom along Twelve Mile Road, on the northeast by vacant land, on the east by Wixom Road, on the south by Old Dutch Farms manufactured home park, the Island Lake residential development and Catholic Central High School and on the west by the Knights Bridge Gate residential condominium development. Napier Road is about 1,200 feet west of the Study Area.

Natural Features
This Study Area is entirely located within the Huron River Watershed. Most of the Study Area is former agricultural fields. About 13 acres (10% of the Study Area) of field verified wetlands are located in the central portion of the Study Area. The wetlands ultimately drain north and west into tributaries of the Huron River. The Study Area also contains about 28 acres (21.8%) of City regulated woodlands that are located around the wetlands and along the borders of the Study Area. The Study Area includes 16 acres (12.7%) of priority habitat area identified by Oakland County that is associated with fields, woods and wetlands near its south and eastern border. These habitat areas were truncated from adjacent habitat areas by the development of Catholic Central High School.

The City is processing a concept plan for a 116 acre development that proposes to fill about 5 acres of wetland and build 6 acres of new wetlands to mitigate the filled wetlands. Some of the proposed wetland impacts are located on an adjacent parcel that is not in the Study Area. An undetermined amount of wetland buffer is also proposed to be impacted by this development. The development plan proposes substantial woodland impacts that would require the planting of over 500 replacement trees.

Planning History
In the 1967 Village of Novi Master Plan, the majority of the Twelve Mile, Napier and Wixom Road Study Area was depicted for industrial uses except for the southwest 40 acres that was depicted for residential uses at 1.6 dwellings per acre. This was the least dense designation in this Master Plan.

In the 1980 Master Plan, single family residential densities were reduced to 0.8 dwellings per acre in most of the City’s undeveloped western areas. The single family residential use area was enlarged in the Twelve Mile, Napier and Wixom Roads Study Area in the 1980 Master Plan to include most of the Study Area. The density was depicted for one family residential at 0.8 dwelling units per acre. An approximately 500 foot wide strip of land adjacent to Wixom Road was designated for multiple family residential. In the City’s 1988 Master Plan, the multiple family residential was removed and the entire study area became planned for single family
residential with a density of 0.8 dwelling units per acre.

Residential uses were removed from the entire Study Area in the City’s 1990 Master Plan. As part of the City’s “Grand Plan,” the entire north half of Section 18 except for the northeast 26 acres (that is outside of the study area), was planned for heavy industrial uses with the anticipation of relocating the City’s general industrial uses that were located near Grand River Avenue and Novi Road to this area of the City. The goal was never achieved and the only industrial use to occupy the area since this time was Cadillac Asphalt & Paving (which is closed) who built and operated a plant on the eastern 5 acres of the Study Area adjacent to Wixom Road.

In the City’s 1993 Master Plan, the entire Study Area continued to be depicted for industrial uses but was designated Pd4. This designation was created to provide space for high tech office, research and prototype manufacturing developments. Most of the other areas in the City that received this designation in 1993 are now in the OST (Office Service Technology) zoning district. In 1999, the Pd4 option was dropped from the Master Plan and the Study Area received a split designation with the western half depicted for office uses and the eastern half for light industrial uses.

Due to a number of reasons including poor access, nearby residential development and the properties not being located close to other office and manufacturing areas, the Planning Commission designated the Study Area as Special Project Area 2 in the City’s 2004 Master Plan and the Plan stated that the area needed further study to determine the appropriate use of the property.

**Existing Development**

All parcels in the 130 acre Twelve Mile, Napier and Wixom Roads Study Area are currently vacant except for the club house for the Knights Bridge Gate development, one abandoned home (both located along Twelve Mile Road) and the former Cadillac Asphalt plant on Wixom Road. Currently, the City is reviewing a private school and two-family residential development for 116 acres of the Study Area.

This Study Area is served by one sanitary sewer district and the City is currently undertaking a $2,000,000 project to increase the flow capacity of the district. The design capacity of this project was based on the 2004 Master Plan and existing zoning. Improvements needed to provide service for increased density could be difficult to implement and very expensive. Any rezoning in the Study Area that increases demand beyond the flow that was anticipated when the system was designed would require substantial infrastructure improvements and could require
the purchase of additional sewer capacity at the City’s outlet to Wayne County. In general, sanitary sewer flows would be directed toward existing mains along Wixom Road to avoid adding flow to existing pumps that serve adjacent developments.

Water is available for connection along the perimeter of the Study Area with the installation of minor improvements.

This Study Area is located in the Huron River watershed and is not served by regional detention basins. Because the area is not served by regional detention basins, all new developments in the study area will be required to meet the detention requirements as outlined in City Ordinances.

Study Area Review
Properties in the Study Area are influenced by neighboring property uses. Adjacent development consists of single family and multiple family residential uses, an educational facility, and commercial uses. Non-residential uses in the vicinity include a private high school south of the site, industrial buildings northwest of the site, an automobile dealership, discount stores, a gasoline station, banks and smaller retail facilities on the east side of Wixom Road opposite of the Study Area. Properties north and further south of the Study Area are in Community and Local Business Zoning Districts.

The study area is also influenced by the surrounding residential developments of Knightsbridge Gate (4.76 dwelling units/acre), Old Dutch Farms Mobile Home Park (8 dwelling units/acre), Wixom Leisure Co-op, Meadowbrook Apartments in Wixom, and Wixom Meadows Condominiums (9 dwelling units/acre), and Island Lake (0.8 dwelling units/acre).

The City has received a petition to rezone and develop 113 acres of the Study Area to RT, Two-Family Residential and RM-2 High Density Multiple Family Residential districts. The project includes a private high school and two-family homes.

The Master Plan Review process collected a large number of public comments regarding the Twelve Mile, Napier and Wixom Roads Study Area (see Appendixes A, B & C). A majority of the respondents indicated that single family homes and quasi-public buildings would be the most appropriate uses for the entire Study Area. Opinions were split on allowing commercial or office uses in place of the existing general industrial use adjacent to Wixom Road. The large majority of the respondents also felt that protecting and/or rehabilitating natural resources in the area was important and they indicated that pedestrian and bicycle facilities need to be improved while a smaller majority felt that motor vehicle facilities need improving. Many people stated that development should be limited in the Study
Area to reduce traffic impacts. Residents expressed a desire for new developments to be built in a quality manner that would help protect or increase neighboring property values.

The Needs Assessment discussed in Chapter 2 identified the need for additional retail floor space to serve the projected residential growth in the zip code areas associated with the western portion of the City. This is in addition to the existing commercial development in Novi. Existing and planned commercial areas that serve the western portion of the City are also located in Wixom, Lyon Township and Northville. The City of Novi has also planned for additional commercial development near the Study Area. This includes outlots at West Market Square and supporting commercial uses in the Providence Park hospital development, both located near the intersection of Grand River Avenue and Beck Road, on outlots in the Novi Promenade at the southeast corner of Grand River Avenue and Wixom Road, and 28 acres of business zoned property on the west side of Wixom Road just north of the Study Area.

**Master Plan Amendment Recommendations**

Based on the items discussed above, Master Plan for Land Use amendments are recommended for the Future Land Use Map, Residential Density Patterns Map and Goals, Objectives and Implementation text amendments for the Twelve Mile, Napier and Wixom Roads Study Area:

The Future Land Use map changes proposed include the following (see Figure 4 for proposed map):

- Eliminate Special Project Area 2;
- Add Single Family Residential in the western portion of the Study Area;
- Add Community Commercial by extending the planned Community Commercial area, located north of the Study Area, south along Wixom Road, to include the Study Area’s Wixom Road frontage, at an intensity not to exceed the B-2 zoning classification; and
- Add Educational Facility to the central portion of the study area.

The Residential Density Patterns map changes proposed include the following (see Figure 5 for proposed map):

- Add density of 3.3 dwelling units per acre to Single Family Residential Area; and
- Add density of 3.3 dwelling units per acre to Educational Facility Area.

The later designation is consistent with the density patterns depicted on the Residential Density Patterns map in the Master Plan for Land Use 2004. As an
example, the entire southwest corner of the City is depicted with residential densities even though the Future Land Use map shows the following future land use classifications: Utility, Parks Public, Parks Private, Public and Educational Facilities.

This Review is recommending the following Land use Definitions, Goals, Objectives and Implementation text amendments for the Twelve Mile, Napier and Wixom Roads Study Area:
Goals, Objectives & Implementation

Land Use
(balance of section all new additional language and graphics)
Goal: 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 compliments the natural environment.

Objective: Encourage all residential development in the Twelve Mile, Napier and Wixom Road Study Area to be of high quality.

Implementation Strategy: Future single family residential should be developed with generous lot widths and setbacks including the following minimum standards:
80-foot lot widths
30-foot front setbacks
10-foot side setbacks
35-foot rear setbacks

Implementation Strategy: Consider zoning ordinance amendments to establish residential appearance standards, such as:
• Where possible, require a high percentage of single family homes to have side entry garages;
• Require front facing garages to contain design features that soften their appearance from the street, such as special trim packages, textured garage doors, brackets, and garage door windows; and
• Require housing styles that include masonry materials on the front façade and windows on all four sides.

Objective: Encourage all non-residential development in the Twelve Mile, Napier and Wixom Road Study Area to be of high quality.

Implementation Strategy: Consider zoning ordinance amendments to require non-residential development within the study area to include high quality masonry facades, well landscaped parking areas, and pedestrian connections to neighboring uses.
Objective: Encourage all development to provide safe and interconnected motorized and non-motorized circulation systems.

Implementation Strategy: Continue to require developments to abide by the City’s access management standards.

Implementation Strategy: Encourage the use of shared drives and interconnected parking areas.

Implementation Strategy: Encourage future development within the study area to pave and improve Twelve Mile Road if access to it is provided.

Implementation Strategy: Consider zoning and subdivision ordinance amendments to require pedestrian amenities, such as open space and park areas, sidewalks, and pedestrian connections to surrounding areas.

Future Land Use Definitions

Special Planning Project Area 2
(Remove this designation)

Providing pedestrian scale amenities and quality site and building design can help make development more compatible with the natural and built environment. High quality facades and special landscape features soften geometric building features and make a development more appealing to people. As an example, front facing garages can distract from the residential feeling of a medium density housing
development. A streetscape dominated by three car garage doors gives the impression that the development is oriented toward automobiles and not people. These designs are generally not as appealing as a streetscape dominated by home fronts with pedestrian doors, windows and porches. These type of features are more inviting to people. Today, many home designs are available that utilize side entry garages. Figure 10 demonstrates an home layout example for 80 foot wide lots. Pedestrian amenities in a development will encourage people to walk and enjoy the neighborhood. Figure 11 depicts a few examples of pedestrian amenities.
4. I-96/Novi Road Study Area

Located in Section 15, the 147 acre I-96/Novi Road Study Area is located west of Novi Road and north and south of the I-96 freeway. For planning discussion purposes, the study area has been divided into three distinct planning areas (see Figure 6): the Conference District, the Ring Road Area, and the Industrial District sub study areas (see Figure 6). The Conference District covers three parcels containing 15.7 acres and includes the City’s entire Conference Zoning District. The Conference District is located just north of the freeway and an adjacent electrical transmission corridor, south of the West Oaks II retail development, east of the Fountain Walk retail development and west of the Twelve Oaks Mall and Novi Road. The remaining 131.3 acres, 31 parcels, containing both the Ring road Area and the Industrial district sub study areas are located south of the freeway, north of Grand River Avenue and extend from Novi Road to about 4,000 feet west of Novi Road. This portion of the Study Area is bounded by the I-96 right-of-way to the north; industrial uses to the west and southwest; industrial, residential, and retail uses to the south and retail uses to the east that includes the Town Center retail development. The Ring Road Area comprises the east 1,300 feet of this area and the balance is designated as the Industrial District sub area.

Natural Features

The entire Study Area is located in the Rouge River watershed. The Conference District has no identified natural features. The Ring Road Area and Industrial District in the southern portion of the Study Area is crossed by the Walled Lake Branch of the Middle Rouge River that flows southeast from the northwest corner of the study area. Except for a small amount of woodlands adjacent the CSX Railroad, all of the natural areas in these areas are located adjacent to the Walled Lake Branch and most of these are located in the flood zone of this stream. The 147 acre I-96/Novi Road Study Area contains 19.5 acres (13.3%) of City regulated woodlands and 4.3 acres (2.9%) of potential wetlands. Although a very urbanized area, most of the Walled Lake Branch stream corridor is in a natural state. The largest exception is the almost 500 foot long culvert that takes...
the stream under the Comau Pico building. The Study Area does not contain any priority habitat areas.

Most of the southern Ring Road Area and Industrial District was developed before the City’s newer Storm Water Management Ordinances were in place, thus throughout this portion of the Study Area storm sewers empty directly into the Walled Lake Branch without the benefit of a flow moderating device such as a detention pond.

Planning History
On the 1967 Village of Novi Master Plan’s Commercial Plan map, a civic and business center node was placed at the intersection of Novi Road and Grand River Avenue. This reflected the fact that the land near this intersection included commercial uses since the early 1800s. The area west and south of the former Novi Expo site, excluding the former Expo site, was depicted for manufacturing in the 1967 Master Plan’s Industrial Pattern map. This Plan also included a General Development Plan map that depicted a strip about 500 feet wide adjacent to Novi Road for civic and business center uses and the balance of the area west of Novi Road for industrial uses.

The City’s 1980 Master Plan depicted a proposed ring road from Grand River Avenue to Fonda Drive (see Figure 10). In this Plan, the former Expo Center property and the properties due south of this site and west of the proposed ring road were depicted for future light industrial uses. The remaining further western portion of the Study Area was planned for general industrial uses. The eastern portion adjacent to Novi Road continued to be designated for commercial uses with the south 300 feet of land east of the proposed ring road (at the corner of Novi Road and Grand River Ave.) designated for center commercial uses and the balance of the area east of the future ring road and the former Expo Center depicted for non-center commercial uses.

In the City’s 1988 Master Plan the future land uses for this portion of the Study Area were depicted the same except that the non-center commercial areas were changed to center commercial uses and the general industrial areas were designated as heavy industrial. The future center commercial use areas were included as part of the Master Plan’s “Town Center” planning area based on the Town Center Design and Development Study of 1986. This portion of the Study Area kept the same future land use designations in the 1990 update to the Master Plan. The “Town Center” concept proposes providing pedestrian and design element links between properties on all sides of the intersection of Grand River Avenue and Novi Road.
In the 1993 Master Plan, the location of the proposed ring road was moved west about 300 ft. and the former Expo Center property assigned an exposition center designation. The balance of the area remained the same as in the 1988 Master Plan.

In the City’s 1999 Master Plan, the former Expo Center parcel reverted back to a light industrial designation. In addition, the properties designated commercial in the 1993 Master Plan and the two parcels fronting Grand River just west of these parcels were assigned the new future land use designation of Town Center Commercial.

On the Future Land Use Map for the City’s Master Plan adopted in 2004, all of the previously designated industrial use areas were placed in a downtown west area designation. This use designation was established for future study to explore the possibility of developing a commercial, entertainment and/or cultural connection to the core shopping area the commercial areas remained in a town center commercial area. The town center commercial areas remained the same.

In the early 1990s the City developed a River Walk Plan to link the former Expo Center with Main Street via the Walled Lake Branch stream corridor. Although this project was never built, this type of facility would provide the area with an amenity that could help people appreciate the stream corridor.

The 1967 Master Plan’s General Development Plan map depicted the Conference District portion of the Study Area for medium density residential (residential R-2). In the City’s 1980 Master Plan, the area was designated for non-center commercial with a planned development option. This area kept the same future land use designation through the City’s 1993 Master Plan. In the City’s 1999 Master Plan the area was designated regional commercial with a planned development option on the Plan’s Future Land Use map and it stayed the same in the 2004 Master Plan.

**Existing Development**

The I-96/Novi Road Study Area is a central part of Novi. Ever since the construction of the Grand River Road in the 1800s, and the days of Novi Center, the regions main transportation infrastructure crossed this Study Area. Today, the CSX Railroad, the I-96 freeway, Grand River Avenue and Novi Road are all important transportation links that supply superb access to the Study Area. Commercial development began with the start of these transportation links and commercial and industrial growth accelerated in the Study Area in the 1960s and 1970s with the completion of the Novi area freeways.
Today, most of the parcels in the southern portion of the Study Area that are east of the Walled Lake Branch of the Middle Rouge River and that front on either Novi Road or Grand River Avenue have been developed for commercial uses. Properties west of these were developed for industrial and warehouse uses. The northern portion of the I-96/Novi Road Study area is developed with one hotel, one restaurant and one small office buildings. It also contains a City owned regional detention basin.

Recently, during the Master Plan Review process, the City’s Master Plan and Zoning Committee identified 17 parcels in the Study Area as being susceptible to change. These properties have the potential to be redeveloped or developed in the next 20 years. The largest of these parcels is the 22.5 acre Mohawk Liquor property just west of Expo Center Drive that housed the former Novi Expo Center in a former industrial warehouse building for over ten years.

Road improvements were made to Novi Road and Fonda Drive in the 1990s to facilitate access to this site. Currently, the buildings on the site are largely vacant and under utilized. Road access to the Study Area continues to be improved. The City has developed plans and acquired right-of-way to complete the planned ring road from Fonda Drive to Grand River Avenue, which is included in the City’s Capital Improvement Plan. Funding opportunities are being explored.

The entire Study Area is adequately served by sanitary and public water although some private water systems are still in place. Storm water from the Conference District drains into a regional detention basin that flows ultimately into Bishop Creek and into the Middle Branch of the Rouge River. Storm water from the southern portion of the Study Area drains into in-line regional basins along the Walled Lake Branch of the Middle Rouge River. The City’s Storm Water Master Plan Phase II recommends that all new development sites in the Study Area should be required to fully detain runoff on-site due to flooding problems downstream. As such, additional study will be required to determine the extent to which the regional basins can be used for storage and the ability for any open channel to convey the additional flow.

**Study Area Review**

The I-96/Novi Road Study Area is currently developed with a mix of light and general industrial, commercial, and office uses. The roots of commercial development in the City began at the intersection of Novi Road and Grand River Avenue. Formerly known as “Novi Corners,” this historically significant area continues to be an important commercial area of the City. Today, the intersection of I-96 and Novi Road has become the City’s major crossroad and key gateway to the City. Significant exposure to and visibility from I-96 as well as or frontage along
Novi Road and Grand River Avenue are major factors for attracting non-residential uses to the Study Area. Thus, as growth has occurred in the region, properties in the Study Area continue to be developed and redeveloped.

Access is an important consideration for any business. Western portions of the Ring Road Area and the entire Conference District could benefit from improved access. To provide better access to the western portions of the Ring Road Area, the City has developed plans to connect Fonda Drive to Grand River Avenue to complete the northwest segment of the Town Center ring road as planned since the 1980s. Completing this road could help facilitate the redevelopment of the former Novi Expo Center property that occupies approximately 22.5 acres directly adjacent to the I-96 freeway and other properties along the road.

Many commercial uses along Novi Road within the Ring Road Area developed prior to enactment of the City’s access management standards. Reducing driveway cuts and providing additional rear access to the properties fronting Novi Road and Grand River Avenue could help improve property access and traffic flow. Improving the Novi Road corridor by installing attractive landscaping and building development “pulsing nodes” at Crescent Drive, Grand River Avenue and Main Street could help draw more people south from I-96 which will also help business activity in the Town Center and main Street areas.

Access to properties within the Conference District planning area is only provided by Sheraton Drive, with secondary access to the Crown Plaza site via Donelson Drive. Access improvements could increase the potential for additional development and redevelopment of the area and help reduce conflicts near Novi Road.

The Industrial District is appropriately situated on both sides of the CSX Railroad corridor on the north side of Grand River Avenue. Industrial development in this area started before the City incorporated. With good rail and road access this area is still attractive to industrial ventures.

Ring Road Area properties fronting on Novi Road were included in the City’s previous Town Center design, study and planning projects. These properties are also in the City's Town Center zoning district. The Zoning Ordinance requires development in this District to have a pedestrian orientation and specific design elements. Recent development and redevelopment of these properties have included these features.

The previously identified Needs Assessment conducted for this Review, identified that the zip code area associated with the I-96/Novi road Study Area could support
an additional 308,000 square feet of Novi-generated retail goods and related services floor space demand by 2015. A portion of this growth could occur in the I-96/Novi Road Study Area.

A considerable amount of public comment was received during the review of this Study Area. The majority of the respondents indicated that the they favor the area south and west of I-96 and Novi Road remaining a mix of industrial uses with retail uses along Novi Road and Grand River Avenue. They felt that office and research and development uses would also be appropriate in the existing industrial areas. They also responded that if the area was redeveloped they had a strong desire for a performing arts center and a smaller majority had a desire for office, research and development, retail/commercial and mixed use office, retail and residential buildings in the area. A substantial majority did not want residential buildings in the area. The respondents also wanted the Ring Road properties to continue the pedestrian urban character of the Town Center.

Community input favored improving pedestrian, bicycle and motor vehicle transportation systems to better serve the area. They also indicated that preserving natural features was important and many of them indicated a desire to protect or rehabilitate the natural features located along the Walled Lake Branch of the Middle Rouge River corridor.

Master Plan Amendment Recommendations
Based on the items discussed above, Master Plan for Land Use amendments are recommended for the Future Land Use Map and the Goals, Objectives and Implementation text for the I-96/Novi Road Study Area.

The Future Land Use map changes proposed include the following (see Figure 6 for proposed map):

CONFERENCE DISTRICT
- PD2. Continue to plan for Regional Commercial PD2 within the Study Area north of I-96.

This area continues to be 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 which is important given the access issues associated with this District.
RING ROAD AREA

- **Town Center Commercial.** Continue to designate the west side of Novi Road as Town Center which is intended for a variety of uses including retail, commercial, office, residential, civic, cultural, and open space with a pedestrian oriented, urban character.

- **Office.** Plan for large-scale office/research and development uses within the study area on the west side of the ring road and west of Expo Center Drive immediately adjacent to the I-96 / Novi Road interchange.

- **Downtown West.** With the completion of this Review, and the inclusion of the Office designation in the Ring Road Area, this designation is no longer needed.

Continuing the Town Center designation will encourage new development and redevelopment that complements and strengthens the value of the entire Town Center area. The Zoning Ordinance’s Town Center District associated with this future land use designation provides for a wide range of uses and encourages “downtown” type pedestrian oriented development. Providing nearby office development will strengthen retail and restaurant uses along Novi Road by bringing additional potential customers to the area. Office development is appropriate along the future ring road since it is not as dependent as retail is to having frontage on Novi Road. The Downtown West designation was assigned temporarily until the area underwent further study. With the completion of this Review, the study is complete and this designation is no longer needed in the Master Plan.

INDUSTRIAL DISTRICT

- **Light Industrial.** Designate the area adjoining the railroad Light Industrial for office, research and development, light industrial and warehousing uses.

- **Downtown West.** With the completion of this Review, and the Light Industrial designation for the entire industrial district sub area, this designation is no longer needed.

The Industrial District sub area is further from the I-96 and Novi Road intersection, and thus it is not as accessible to the general public as are properties closer to the intersection. This area is still close enough to freeway access to provide adequate truck access. This area is also served by the CSX Railroad for heavier freight movements. The long term industrial use and continuing reinvestment into these properties, substantiates this area as a viable industrial location. Designating this area for industrial uses will reaffirm to investors the City’s interest in maintaining this investment in the City.

This Review is recommending the following Goals, Objectives and Implementation for the I-96/Novi Road Study Area and Future Land Use definitions text amendments:
Goals, Objectives & Implementation

Land Use
(balance of section all new additional language and graphics)

Goal: Develop the I-96/Novi Road Study Area in manner that reflects the importance of this important gateway to the City.

Objective: Encourage development within the I-96/Novi Road Area to take advantage of the area’s prominent location and prime I-96 exposure and visibility.

Implementation Strategy: The City should explore the possibility of underground stormwater detention in the Conference District area to encourage better utilization of the District.

Implementation Strategy: 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.

Objective: Improve traffic circulation in the I-96/Novi Road Study Area.

Implementation Strategy: The City should explore developing a new circulation system within the Conference District as depicted in the Conference District Circulation Plan (see Figures 13 and 14) and described below 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:
- 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).
Implementation Strategy: Complete the proposed Town Center ring road from Fonda Drive to Grand River Avenue.
Implementation Strategy: The City should pursue available grant money to assist in the completion of the planned Town Center area ring road.

Implementation Strategy: 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.
Implementation Strategy: 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.

Implementation Strategy: Explore private and public funding opportunities to 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.
Objective: Encourage development of the Ring Road sub area of the I-96/
Novi Road Study Area in a manner that adds value to the City’s Town Center and Main Street areas.

Implementation Strategy: Encourage development and redevelopment of the Ring Road sub area of the I-96 Novi Road Study Area in a manner consistent with the Ring Road Development Concept Plan as depicted (see Figures 15, 16 and 17) and described below:

◊ Develop nodes or “pulses” of development along Novi Road south of I-96 (see Figure 18) that will draw travelers south from I-96 to Main Street and enhance the pedestrian experience.

◊ Development at the corners of Crescent Boulevard/Fonda Drive, Grand River Avenue, and Main Street should include buildings set close to the roadway with increased height at the corners.

◊ 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.
◊ Line Novi Road with a soldier course of large canopy deciduous trees that will give significance to this segment of Novi Road.

◊ 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.

◊ Extend the ring road from Fonda Drive to Grand River to complete the northwest quadrant segment.

◊ 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.

◊ Future office development within the planning area should be encouraged to take advantage of the increased height limit permitted in the OST District.

◊ 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:
  ♦ 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.

◊ 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.

**Objective:** Develop the Industrial District sub-area of the I-96/Novi Road Study Area in a manner that facilitates the continuing reinvestment in the area and high quality development.

**Implementation Strategy:** Encourage the use of landscaping and other buffering techniques to improve the appearance of the Industrial District from I-96.

**Implementation Strategy:** 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.

**Implementation Strategy:** Evaluate rezoning of properties within the planning area in order to facilitate implementation of the Master Plan.

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

**Implementation Strategy:** 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.
Office building with structured parking and green roof

Office building adjacent to and fronting on natural area

Figure 19 - Examples of Benchmark Office Buildings - Birchler Arroyo Associates, Inc. 2007
Implementation Strategy: 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.

Future Land Use Definitions
The following Future Land Use definition amendments regarding the I-96/Novi Road Study Area are proposed:

**Downtown West District**
*(Remove this designation)*

*(new additional language)*

**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.

This Review completes the study of the Downtown West area that was requested in the Master Plan for Land Use adopted in 2004. The previously mentioned proposed Future Land Use Map amendments for the I-96/Novi Road Study Area assigned Office and Light Industrial future land use designations to these areas.
Figure 20 Beck Rd. looking north from Ten Mile Rd.

Figure 21 Beck Rd. looking north from Eight Mile Rd.