MEMORANDUM

TO: MASTER PLAN & ZONING COMMITTEE
FROM: MARK SPENCER, AICP, PLANNER
SUBJECT: GRAND RIVER AND BECK STUDY AREA
RETAIL OVERLAY ALTERNATIVES
DATE: AUGUST 13, 2009

Based on the discussions that occurred at the August 5\textsuperscript{th} Master Plan and Zoning Committee meeting regarding the size of the area proposed for a Retail Overlay, a larger area was explored (see attached maps for comparison). The table below compares the original alternative (1) with the larger alternative (2). A proposed right-of-way was drawn for the retail service drive and a more accurate boundary for Alternate 1 was drawn. This changed the net area used to forecast building areas. Building area calculations are based on a 50/50 mix of retail and restaurant uses. Actual floor area could vary based on amount of wetland preserved and the potential of using off site detention facilities on the north side of Grand River Avenue.

<table>
<thead>
<tr>
<th>Proposal</th>
<th>Gross Area (Acres)</th>
<th>Estimated Net Area (Acres)</th>
<th>Estimated Retail Floor Area @ 6,000 sq. ft. / acre (square feet) 50%</th>
<th>Estimated Restaurant Floor Area @ 3,500 sq. ft. / acre (square feet) 50%</th>
<th>Total Estimated Floor Area (square feet)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alternate 1</td>
<td>9.1</td>
<td>7.9</td>
<td>23,700</td>
<td>13,825</td>
<td>37,525</td>
</tr>
<tr>
<td>Alternate 2</td>
<td>13.0</td>
<td>11.3</td>
<td>33,900</td>
<td>19,775</td>
<td>53,675</td>
</tr>
</tbody>
</table>

Since a lower estimated floor space was generated by assuming 50% restaurants, the Planning Staff is comfortable with expanding the overlay area to about 13 gross acres.
Grand River & Beck Study Area
Proposed Retail Service Overlay
Alternate 1

CITY OF NOVI
2009 MASTER PLAN REVIEW
CREATED: 8/13/09