The City of Novi has had a long history of instituting plans and goals that foster business development and quality residential neighborhoods. These plans and goals have helped to make Novi a premier location for commercial, office, industrial and residential development. The City’s Planning Commission is now reviewing its Master Plan for Land Use to ensure its plans and goals will best serve the residents and business of today and tomorrow. As part of this review process we would like to receive input from the City’s residents and businesses. Attached are a set of draft Master Plan amendment alternatives regarding future land uses in the City. Your comments on these “Drafts for Discussion” are appreciated.

General information and reports related to the Planning Commission’s 2009 Master Plan Review are available for review at City Hall in the Community Development Department or on the City’s 2009 Master Plan Review web page ......

Contact project manager, Mark Spencer in the Community Development Department at 248-735-5607 or via e-mail at mspencer@cityofnovi.org with any Master Plan Review questions or comments.
**POTENTIAL MASTER PLAN GOALS, OBJECTIVES AND IMPLEMENTATION STRATEGIES**

**NON-MOTORIZED**

**Goal:** Continue to promote active living and healthy lifestyles in the City of Novi and continue to achieve a high level of recognition under the State of Michigan’s “Promoting Active Communities Program.”

**Objective:** Continue to strive toward making the City of Novi a more “bikeable” and a more “Walkable” community.

**Implementation Strategy:** 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.

**Implementation Strategy:** Plan and build recreational trail facilities that can accommodate bicycles and pedestrians.

**Implementation Strategy:** Provide recreation trails within all new parks and connect all new parks with recreation trails to the City’s pathway and sidewalk system.

**Implementation Strategy:** Plan and build way-finding signage for bicycle and pedestrian routes.

**Implementation Strategy:** Establish ordinance requirements to require bicycle and pedestrian connectivity and bicycle parking facilities for new developments.

**Implementation Strategy:** Establish design standards for bicycle lanes for various road designs and recreation bicycle trails that meet national safety standards.

**Implementation Strategy:** Review and update if necessary, City design standards for pedestrian facilities to meet national safety and Americans with Disabilities Act (ADA) accessibility standards.

**Implementation Strategy:** Retrofit existing bicycle and pedestrian facilities to current national safety standards when feasible.

**Implementation Strategy:** Encourage the retrofitting of existing developments and destinations to provide bicycle and pedestrian access and bicycle parking.

**Implementation Strategy:** Review, update and develop maintenance requirements for public and private bicycle and pedestrian facilities though the use of maintenance standards and ordinances.

**Implementation Strategy:** Implement an adopt a trail type program to help maintain city bicycle and pedestrian facilities.

**Implementation Strategy:** Actively pursue public and private grants to plan, build and/or rebuild bicycle and pedestrian facilities.

**Implementation Strategy:** Where practical, encourage the Road Commission of Oakland County and the Michigan Department of Transportation to incorporate bicycle and pedestrian facilities with all major road projects.

**Implementation Strategy:** Implement a trail or route naming program to help obtain funds for the construction and maintenance of bicycle and pedestrian facilities.

**Implementation Strategy:** Continue to complete sidewalk and pathway gaps throughout the City and accelerate the rate of completion if funding permits.

**Objective:** Continue to develop public awareness of the City’s existing and planned bicycle and pedestrian facilities and their benefits to the citizens of Novi.

**Implementation Strategy:** Produce maps of pedestrian and bicycle facilities for public distribution.

**Implementation Strategy:** Promote and organize various types of bicycle and pedestrian events.

**Implementation Strategy:** Produce a Bicycle and Pedestrian Master Plan with non-motorized transportation and recreation components.

**Implementation Strategy:** Develop a program to educate residents and businesses of their responsibilities for sidewalk and pathway maintenance and snow and ice removal.

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**RAPID TRANSIT**

**GOAL:** Ensure that Novi continues to be a desirable place to do business (current goal).

**Objective:** Consider the development of a regional rapid transit hub in or near Novi as a desirable amenity to help attract additional residents and development to the City.

**Implementation Strategy:** Work with regional governments and entities to develop regional transportation plans that include a rapid transit connection in or near Novi, particularly along the I-275 corridor to Detroit Metropolitan Airport.

**Implementation Strategy:** Outreach with local businesses to develop strategies to maximize the potential benefits of a regional rapid transit hub.
The 2008 Master Plan for Land Use designates the Study Area for:

- Special Planning Project Area
- Office
- Light Industrial

Alternative 1 proposes to designate the “Special Planning Project Area” portion of the Study Area for:

- Office
- Light Industrial

Alternative 1 proposes the same land uses as the 2008 Master Plan for Land Use for the remainder of the Study Area.

Staff recommendation

Alternative 2 proposes to designate the “Special Planning Project Area” portion of the Study Area for:

- Community Commercial

Alternative 2 proposes the same land uses as the 2008 Master Plan for Land Use for the remainder of the Study Area.
The 2008 Master Plan for Land Use designates the Eleven Mile and Beck Roads Study Area for:

- Single Family Residential
- Office
- Utility
- Public Park
- Educational Facility

Alternative 1 proposes to change designating a part of the “Single Family Residential” portion of the Study Area to:

- Suburban Low Rise (north of Eleven Mile Road)

Alternative 1 proposes retaining the same land uses as the 2008 Master Plan for Land Use for the remainder of the Study Area.

Alternative 2 proposes to designate part of the “Single Family Residential” portion of the Study Area (north of Eleven Mile Road and the southwest corner of Eleven Mile and Beck Roads) for:

- Suburban Low Rise

Alternative 2 proposes retaining the same land uses as the 2008 Master Plan for Land Use for the remainder of the Study Area.
The Master Plan for Land Use amended in 2008 designates the Eleven Mile and Beck Roads Study Area for the following maximum residential densities:

- 0.8 dwelling units per acre
- 1.65 dwelling units per acre
- 4.8 dwelling units per acre

Alternative 1 proposes to designate the following maximum residential densities:

- 1.65 dwelling units per acre
- 3.3 dwelling units per acre
- 4.8 dwelling units per acre
- 7.3 dwelling units per acre

Notes: "Educational Facility," "Public Park" and "Utility" uses areas are designated for residential uses with assigned maximum residential density in case the properties cease to be considered for the listed use. The "Suburban Low Rise" use area proposes attached single family and multiple family residential uses.

Alternative 2 proposes to designate the same maximum residential densities as Alternative 1 with a slightly larger 7.3 maximum density area that reflects Alternative 2's proposed larger "Suburban Low Rise" use area located at the southwest corner of Eleven Mile and Beck Roads.

- 1.65 dwelling units per acre
- 3.3 dwelling units per acre
- 4.8 dwelling units per acre
- 7.3 dwelling units per acre
PROPOSED MASTER PLAN
AMENDMENTS

LAND USE DESCRIPTION “Suburban Low Rise” This land use is designated for suburban low rise uses including attached single family and multiple family residential, community service, human care 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.

GOAL: Provide for planned development areas that provide a transition between high intensity office, industrial and commercial uses and one-family residential uses.

OBJECTIVE: Provide for form-based, low-rise, suburban development options to promote the development of key areas that can provide a transition from higher intensity office and retail uses to one-family residential developments that include access, design and uses standards that promote a residential character to the streetscape and provide increased economic value.

IMPLEMENTATION STRATEGY: Create a Planned Suburban Low-Rise form-based zoning district that permits attached single family and low-density multiple family residential, community service, human care, civic, educational, public recreation and office facilities. This new district will provide a transition area from higher intensity commercial, office or industrial areas to one-family residential uses. This district would be located where the natural and built environment provides defined borders to provide separation from one-family residential area. Detached one-family residential uses would not be permitted in this district. The district would be designed to reduce traffic, environmental and visual impacts while providing higher intensity use than detached one-family districts while maintaining a residential character.
The 2008 Master Plan for Land Use areas for Public and Private Parks

Alternative 1 proposes to amend the Public and Private Park areas with the following changes:

Add new public park areas
- Orchard Hills undeveloped park
- Village Oaks undeveloped park
- Fuerst Park
- Novi Ice Arena
- Rotary Park addition
- Provincial Glades donation
- Heritage Collision potential parkland

Add new private park areas:
- Additional Island Lake private parks
- Bella Terra private parks
- Tuscany Reserve private parks
- Maybury Estates private park

Remove from private park designation:
- Meadowbrook Lake Sub correction

Remove from public park designation:
- City owned property west side of Novi Road north of Ten Mile Road.
The 2008 Master Plan for Land Use designates the Study Area for:

- Office

Alternative 1 proposes to add a new use overlay to portions of the “Office” use designation:

- Retail Service Overlay

Alternative 1 proposes retaining the same land uses as the 2008 Master Plan for Land Use for the entire Study Area while adding a “Retail Service Overlay” to add retail services to the basket of uses.

Alternative 2 proposes to designate a part of the “Office” use area for:

- Community Commercial

Alternative 2 proposes retaining the same land uses as the 2008 Master Plan for the remainder of the Study Area.
PROPOSED MASTER PLAN AMENDMENTS

LAND USE DESCRIPTION “Retail Services Overlay” This land use is designated with an “Office” designation and an additional “Retail Services Overlay” designation to include retail service uses that serve employees and visitors to an office use area, including but not limited to fuel stations, car washes, restaurants (including drive-through) and convenience stores in “Office” use areas.

GOALS, OBJECTIVES and IMPLEMENTATION STRATEGIES

GOAL: Ensure that Novi continues to be a desirable place for business investment (current).

Objective: Continue to promote and support development in Novi’s Office Service Technology (OST) District (current).

Implementation Strategy: Investigate amending the Zoning Ordinance to permit retail services within “Office” use areas designated on the Future Land Use Map for “Retail Services Overlay” as a special development option conditioned on restricting access to streets other than arterial or section line streets.

GOAL: Develop the Grand River Avenue and Beck Road Study Area in a manner that supports and complements neighboring areas.

Objective: Develop the Grand River Avenue and Beck Road Study Area in a manner that facilitates the continuing reinvestment in the area and high quality development.

Implementation Strategy: Gradually phase out outdoor storage uses over time as redevelopment occurs within the Study Area.

Implementation Strategy: 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.

Implementation Strategy: Encourage “Green” building techniques as redevelopment and new development occurs.

Objective: Improve traffic circulation in the Grand River Avenue and Beck Road Study Area.

Implementation Strategy: Explore developing a new 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.
Draft for Discussion - HOUSING ELEMENT

POTENTIAL MASTER PLAN GOALS, OBJECTIVES
AND IMPLEMENTATION STRATEGIES

GOAL: Create, preserve and enhance quality residential areas in the City.

Objective: Develop and improve strategies to preserve and enhance existing residential neighborhoods.

Implementation Strategy: Continue to provide home repair assistance through the City of Novi’s Minor Home Repair grant program.

Implementation Strategy: Continue to provide top quality maintenance of public streets and utilities.

Implementation Strategy: Continue public investment in new and existing pathways, sidewalks, parks and street trees to improve the quality of life in existing neighborhoods.

Implementation Strategy: Investigate and develop programs to encourage private investment in new and existing private neighborhood recreation facilities.

Implementation Strategy: Review, make recommendations and take action toward simplifying and streamlining the permitting process for home improvements.

Implementation Strategy: Continue to support strong neighborhood associations.

Objective: 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.

Implementation Strategy: Continue to provide land area for new residential development.

Implementation Strategy: Consider policies and programs to make housing more accessible to the elderly and mobility challenged individuals.

Implementation Strategy: Consider ordinance changes to permit limited size attached accessory dwelling units with single family homes.

Implementation Strategy: Continue to research and implement programs to promote the development of innovative housing styles including lofts and mixed use developments.

Implementation Strategy: Continue to provide and improve alternative methods of transportation to serve residential areas.

Implementation Strategy: Consider ordinance changes to permit smaller single family homes and expanded opportunities for attached single family homes.

Implementation Strategy: 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.

Objective: Encourage residential developments that promote healthy lifestyles.

Implementation Strategy: 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.

Implementation Strategy: Consider revising ordinances to further provide incentives for including passive and active recreational facilities in new residential developments.
The adopted 2008 Master Plan for Land Use includes areas for Office, Light Industrial and Heavy Industrial uses.

- **Office**  
  This land use is designated for a variety of office uses. These may range from small-scale, single tenant general and medical offices, to large office buildings or complexes with limited personal service and retail. They may also include facilities for human care, indoor/outdoor recreation and high-tech, research and development operations. There are several large pockets of future office land use located in strategic access areas around the City.

- **Light Industrial**  
  This land is designated for office, research and development, light industrial and warehousing uses.

- **Heavy Industrial**  
  This land is designated for manufacturing, assembly and fabrication operations, often on a relatively large scale.

The Office Areas Alternative proposes to split the Office use areas into three office use designations and include two areas north of Twelve Mile Road as Office uses.

- **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, transient residential, higher education and indoor or outdoor recreation.

- **Office, Research, Development and Technology**  
  This land 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, transient residential, higher education and indoor or outdoor recreation.

The Industrial Area Alternative proposes no changes to the Heavy Industrial use areas and renaming and redefining the Light Industrial use areas to Industrial, Research, Development and Technology use areas. The Alternative also proposes to remove a small area at the northeast corner of Twelve Mile Road and West Park Drive.

- **Industrial, Research, Development and Technology**  
  This land 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 is designated for manufacturing, assembly and fabrication operations, often on a relatively large scale.