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2008 Master Plan Amendments Study Areas

Figure 65. 2008 Master Plan Amendments Study Areas
Goals, Objectives and Implementation

2010 Master Plan Amendments Study Areas

Figure 66. 2010 Master Plan Amendments Study Areas
Goals, Objectives and Implementation

Throughout the development of Novi’s Master Plan, issues and concerns were raised by community members. These issues formed the policy direction for the Master Plan. **GOALS** were formed as broad based policy statements that specifically responded to issues that were raised. For those goals, **Objectives** were formulated as to how to achieve the goals and specific **Implementation Strategies** were then developed to execute the objectives to meet the City’s goals.

**LAND USE**

**GOAL:** Continue to protect the character of the southwest quadrant 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.

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

**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.
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 complements 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.

GOAL: Provide residential developments with adequate provisions for neighborhood open space

Objective: Encourage the use of functional open space in new residential developments.

Implementation Strategy: Educate developers on the benefits of using the City’s existing and any future residential development options that use alternative designs in place of standard subdivision design.

GOAL: Make sure that light industrial and residential developments are compatible when located adjacent to each other

Objective: Promote light industrial development, which provides economic value to the community, that properly safeguards neighboring homeowners.

Implementation Strategy: Enforce existing screening and setback requirements for all light industrial developments where it abuts residential neighborhoods.

Implementation Strategy: Attract and promote “clean” developments where light industrial property abuts residential neighborhoods.
Goals, Objectives and Implementation

GOAL: Enhance Novi’s reputation as an attractive community in which to live

Objective: Maintain structurally safe, attractive housing.
Implementation Strategy: Continue to invest federal Community Development Block Grant (CDBG) funds in target neighborhoods for housing rehabilitation.
Implementation Strategy: Support and expand the outreach efforts of the City’s Neighborhood Services Department in communicating with neighborhoods and creating networking opportunities.

Objective: Maintain safe neighborhoods.
Implementation Strategy: Support and expand existing Police Department programs such as Neighborhood Watch and Crime-Free Multi-Housing.

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.

Figure 67. I96/Novi Road Study Area Sub Areas
**Goals, Objectives and Implementation**

- Eliminate drives onto Sheraton (X) and add landscaping along new street.
- Reduce to one lane and restrict to northbound traffic (S) and right turns only onto West Oaks Drive.
- Add west-bound left turn.
- Redesign entry drive and add landscaped islands.
- Add drive connecting Sheraton to new street.
- Add new street connecting Sheraton and Donelson Drives.
- Add landscaping along new street.

*Figure 68. Conference District Sub Area Circulation Plan - Birchler Arroyo Associates, Inc. 2007*
**Goals, Objectives and Implementation**

**Implementation Strategy:** The City should explore the possibility of underground stormwater detention in the Conference District area (see Figure 67) 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 68 and 69) and described below to improve access to existing uses, create greater potential for additional development and redevelopment, and reduce conflicts near Novi Road.
Goals, Objectives and Implementation

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).
Figure 71. Ring Road Area Development Plan Road Cross Sections - Birchler Arroyo Associates, Inc. 2007
Goals, Objectives and Implementation

**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 (see Figure 66) in a manner that adds value to the City’s Town Center and Main Street areas.
Goals, Objectives and Implementation

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 70, 71 and 73) and described below:

◊ Develop nodes or “pulses” of development along Novi Road south of I-96 (see Figure 73) 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.
Goals, Objectives and Implementation

◊ 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.

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.
GOALS, Objectives and Implementation

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.

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 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.

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

Implementation Strategy: Explore developing a new traffic circulation system as depicted on the Grand River Avenue and Beck Road Study Area Transportation Plan (see Figure 74) to create greater potential for additional development and redevelopment, and reduce conflicts on Beck Road and Grand River Avenue.

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.
Goals, Objectives and Implementation

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.
Goals, Objectives and Implementation

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.

COMMUNITY CHARACTER

GOAL: Create aesthetically pleasing developments, especially in residential areas
Objective: Set high standards and promote good examples for use of public property through the City’s actions.
Implementation Strategy: Commit to high standards when maintaining public areas and facilities.
Implementation Strategy: Establish architectural design, signage, and landscaping of key entryway features at the City’s borders to convey Novi’s quality image to visitors.
Objective: Maintain quality architecture throughout the City.
Implementation Strategy: Enforce current ordinances that ensure high quality development.
Implementation Strategy: Establish architectural design, signage, and landscaping to convey Novi’s quality image to visitors.

GOAL: Create a stronger cultural presence and identity for the City
Objective: Create gathering places for residents and community activity.
Implementation Strategy: Initiate a community character study.
Implementation Strategy: Establish guidelines for the development of gathering places that clearly define Novi’s community character.

GOAL: Protect the City’s historic buildings and sites
Objective: Establish a legally defensible process to protect historic buildings and sites.
**Goals, Objectives and Implementation**

Implementation Strategy: Maintain an accurate inventory of historic buildings and sites.

**Implementation Strategy:** Investigate the possibility of grants and/or historic designations for landmarks under programs through such groups as the National Trust for Historic Preservation.

**ENVIRONMENTAL/OPEN SPACE**

**GOAL:** Protect Novi’s remaining woodlands and wetlands

**Objective:** Maintain an accurate inventory of natural areas.

**Implementation Strategy:** Update City Woodlands and Wetlands Maps periodically as boundaries shift due to ongoing land development.

**Objective:** Encourage developers to utilize development options currently available through the Novi Zoning Ordinance that preserve natural features on properties.

**Implementation Strategy:** Develop fact sheets or brochures highlighting the development options and their benefits to developers and residents.

**Implementation Strategy:** Consider incentives for office and industrial developments that preserve natural features.

**Objective:** Protect and maintain open space throughout the community.

**Implementation Strategy:** Assist homeowners associations with technical advice on maintaining open space and natural features.

**Implementation Strategy:** Acquire high-priority sensitive lands and open space to prevent the loss of Novi’s valuable natural features.

**Implementation Strategy:** Support the efforts of private entities such as conservancies to acquire sensitive lands through conservation easements.

**Objective:** Protect and maintain water features throughout the City.

**Implementation Strategy:** Continue to review and update storm water management standards and ordinances to reduce the impact of development on the hydrologic environment.

**Implementation Strategy:** Consider ordinance changes to reduce parking requirements to reduce amount of impervious surfaces in new developments and thus reduce runoff from the site.

**GOAL:** Increase recreation opportunities in the City in the face of diminished open space and funding

**Objective:** Increase Novi’s probability of receiving state and federal grants to fund recreation opportunities.

**Implementation Strategy:** Partner with surrounding communities to purchase land and develop recreational opportunities.

**Implementation Strategy:** Create a comprehensive greenway and trails action plan to serve as a guide for trail planning.

**GOAL:** Continue to promote and implement “Green” building techniques, sustainable design best management practices and energy conservation in the City of Novi.

**Objective:** Encourage energy efficient and environmentally sustainable development through the use of the standards established and published by the United States Green Building
Goals, Objectives and Implementation

Council and the related standards provided by the Leadership in Energy and Environmental Design (LEED) Registered Project Checklist.

**Implementation Strategy:** Review and consider regulatory incentives to encourage environmentally friendly, energy conservation, the use of green technology or LEED certification as part of development or redevelopment projects.

**Implementation Strategy:** Establish ordinance provisions to reduce the number of required parking spaces when bicycle access and bicycle racks are provided and when the applicant can demonstrate, and provide facilities for access by other alternative methods of transportation, i.e. walking or mass transit.

**Implementation Strategy:** Review and develop ordinance provisions to permit the installation of renewable energy systems for residential, industrial and commercial uses.

**Implementation Strategy:** Work with neighboring communities to encourage energy efficient and environmentally sustainable development.

**Objective:** Educate residents and developers on the benefits of green building techniques, sustainable design best management practices and energy conservation strategies.

**Implementation Strategy:** Develop educational material to promote the most desirable green practices the City seeks in development and redevelopment projects.

**Implementation Strategy:** Develop educational materials to encourage reducing waste that end up in landfills, reuse, recycling and energy conservation practices. Materials could include the benefits of such practices and highlight recycling services available, energy conservation techniques and resources for including renewable energy sources in homes and businesses.

**Objective:** Strive to use sustainable design, best management practices and utilize LEED certification criteria, to the extent such criteria and certification are financially, physically and operationally feasible, thereby ensuring that these buildings will be energy efficient and environmentally sustainable when designing or remodeling City owned buildings and facilities.

**Implementation Strategy:** Maintain membership in the United States Green Building Council and other organizations to have continued access to the resources and information leveraged by these organizations.

**Implementation Strategy:** Review and consult the LEED checklist for each City-initiated project and ensure consultants are familiar with LEED certification criteria and sustainable design.

**Implementation Strategy:** Consider the addition of renewable energy generators to the City’s current and future buildings.

INFRASTRUCTURE

**GOAL:** Maintain adequate infrastructure in an environment of limited federal and state funding

**Objective:** Determine the future infrastructure needs of the community, particularly roads, and complete master plans for City utilities – water, sanitary sewer, and storm water.

**Implementation Strategy:** Complete and continually update master plans.

**Implementation Strategy:** Limit the extension of water and sewer service to those areas that can support the long-term costs of providing those services.
**Goals, Objectives and Implementation**

**Objective:** Identify long-term funding sources for community infrastructure.
**Implementation Strategy:** Work with area legislators and other communities to generate support for legislation that would allow communities to use tools such as impact fees, recapture agreements, and adequate public facilities ordinances.

**GOAL:** Make certain that various land uses have no negative impact, physical or fiscal, on community infrastructure

**Objective:** Encourage developers to upgrade infrastructure impacted by their developments.
**Implementation Strategy:** Offer incentives such as density bonuses, streamlined review procedures, or setback allowances, in exchange for needed infrastructure improvements.

**Objective:** Encourage developments that reduce the number of vehicle trips on local thoroughfares.
**Implementation Strategy:** Adopt regulations and incentives to promote mixed-use developments.
**Implementation Strategy:** Utilize access management techniques (e.g. marginal access or frontage roads, rear access roads, shared driveways, etc.) to minimize traffic conflicts and maintain road capacity.

**GOAL:** Promote interconnectivity between neighborhoods to reduce vehicle trips on main roads

**Objective:** Educate developers and residents on the benefits of interconnections.
**Implementation Strategy:** Take advantage of opportunities that are available for interconnecting existing and future residential neighborhoods.
**Implementation Strategy:** Utilize pre-application meetings to inform the developers on the benefits of interconnection.

**GOAL:** Interconnect the City’s pedestrian and bicycle paths

**Objective:** Expedite completion of path connections in a prioritized and timely manner.
**Implementation Strategy:** Adopt the Pedestrian & Bicycle Pathway Phasing Plan.
**Implementation Strategy:** Seek grant money whenever possible to complete pathways.
**Implementation Strategy:** Continue to enforce the Pathway Master Plan with new developments.
**Implementation Strategy:** Incorporate pathways into plans for road improvements.

**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
Goals, Objectives and Implementation

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.
**Goals, Objectives and Implementation**

**ECONOMIC/FISCAL**

**GOAL:** Ensure that Novi continues to be a desirable place for business investment

**Objective:** The City, working with the development community and partners, should continue to foster a favorable business climate.

**Implementation Strategy:** Seek opportunities to enhance and maintain open communication between Novi's business community and residents by maintaining a relationship with the Novi Chamber of Commerce and individual businesses.

**Implementation Strategy:** Investigate streamlined development and permitting processes while maintaining quality reviews.

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

**Implementation Strategy:** Initiate economic development programs in the OST District.

**Implementation Strategy:** Make available and maintain high quality infrastructure — roads, water, and sanitary sewer — to ensure the attractiveness and functionality of the OST District.

**Implementation Strategy:** Consider administrative approval of OST development as an incentive to provide certainty and timeliness for desirable projects that meet ordinance requirements.

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

**Objective:** Attract and maintain quality businesses in a regionally competitive marketplace.

**Implementation Strategy:** Use the Internet, an economical and flexible tool, to market Novi and its assets as a profitable place to conduct business.

**Implementation Strategy:** Consider amending portions of the sign ordinance to provide businesses with better visibility.

**Objective:** Support and strengthen existing businesses, as it is easier to keep a business in the City than attract a new one to fill a vacant facility.

**Implementation Strategy:** Work with Oakland County officials to review Brownfield developments, considering the possibility of County Brownfield Authority incentives to secure investment.

**Implementation Strategy:** Allow for reinvestment and expansion of existing facilities without necessarily requiring compliance with every new ordinance requirement out of proportion with the proposed reinvestment.

**Objective:** Permit existing shopping, office and industrial centers to reinvest without facing all the requirements that could be a disincentive to begin work, and potentially cause zero reinvestment.

**Implementation Strategy:** Allow for reinvestment and expansion of existing facilities without necessarily requiring compliance with every new ordinance requirement. Variances and substantial compliance tests should be used to guide decision-making process.
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.

GOAL: Determine the effect of non-residential development on the City as a whole
Objective: Determine the balance between costs and benefits of commercial and industrial development and plan accordingly.
Implementation Strategy: Initiate a fiscal analysis that evaluates the costs and benefits of various developments and continually evaluate and update as circumstances change.

Objective: Support retail commercial uses along established transportation corridors that are accessible for the community at large, such as along Grand River Avenue, to preclude future traffic congestion.
Implementation Strategy: Limit commercial uses to current locations, current zoning, or areas identified for commercial zoning in the Master Plan for Land Use.
Implementation Strategy: Support the Main Street development as a special community opportunity.
Implementation Strategy: Allow new residential and retail uses to compete and come to Novi, but without incentives or generally without special consideration.
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Bibliography


Bibliography


