2015 MASTER PLAN UPDATE

Presentation of Draft Master Plan to Planning Commission

May 11, 2016
Presentation Overview

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

5/11/2016
Format of the Master Plan

- Presented in 11 x 17 format, primarily to accommodate the linear concepts for the Grand River Corridor.
Existing Conditions

Housing
In terms of housing, in 2010, the City of Novi had 24,144 housing units. Of these, about 50% were single-family detached homes, apartments comprised 31.6% of the housing types, while townhomes (12.6%) and mobile homes (five percent) made up the rest of the housing stock. This is fairly consistent with the composition of the housing types in 2000. Home ownership declined between 2000-2010 from 71% to 66%. This may be related to the recession as well as the aging population.

Diversity of housing types is important for a balanced community; while families with children may prefer a single-family detached home in a neighborhood, young professionals and empty-nesters may seek a smaller home with lower maintenance.

While the recession took a toll on housing values between roughly 2007 and 2012, it appears that between 2000-2010, the median housing value increased from $236,300 to $254,450—a change of over nine percent. The Consumer Price Index (CPI) for the Detroit-Arboretum region increased by 20.5% during this time period, meaning that housing values did not keep up with inflation between 2000-2010.

Median rent has increased as well, from $615 in 2000 to $944 in 2010, or over 15%. While the City of Novi’s median housing value is higher than nearby Commerce Township ($229,300), Farmington Hills ($258,300), Livonia ($82,700), Lyon Township ($242,400), Walled Lake ($145,700), and Washtenaw ($214,500), it is lower than Northville Township ($350,300) and West Bloomfield Township ($219,200). Rental rates are higher in Commerce Township ($1,200), Lyon Township ($950), Northville Township ($1,191) and West Bloomfield Township ($1,425).

Novi Changes in Median Home Value & Rent 2000-2010
$236,300
$259,656
$818
$944

Source: US Census

Change in Per Capita & Household Income: 2000-2010
$35,992
$42,456
$71,918
$80,151

Source: US Census

School District Attendance Areas Within the City of Novi

Housing Types in the City of Novi—2020

Source: US Census

Educational Attainment of Novi Residents—2010

Housing

5/11/2016
City of Novi Master Plan Update
Environment & Open Space

• Update of 2000 study

• Overview of:
  • Soils
  • Surficial geology
  • Topography
  • Surface water and groundwater resources
  • Watersheds, streams, and drains
  • Floodplains
  • Environmental conditions
  • Woodlands
  • Wetlands
  • Green Infrastructure
Market Assessment

• **Local factors impacting Novi:**
  • The school districts associated with Novi have maintained an excellent reputation.
  • The number and value of residential sales in Novi has increased since the peak of the Great Recession.
  • Manufacturing and related industrial space vacancy rates for the highest quality space have been and continue to be low.
  • There is a diversity of industrial activity that has both national and international linkages.
  • The City has one of the most unique event operations in the entire country, drawing large numbers of people to Novi. It is among the largest financially successful event centers in the country and is privately owned and operated.
  • Area medical institutions have grown and are likely to continue to grow.
Market Assessment: Housing

• An increasing share of the City's residents and larger market want a different housing pattern in future.

• 50% to 60% of new units should be oriented toward capturing active adults.

• New, smaller market rate units (rentals and owner-occupied) should target the upscale market.
Market Assessment: Economy/Industry

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

<table>
<thead>
<tr>
<th></th>
<th>Model A (Low Household Growth)</th>
<th>Model B (Greater Household Growth)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Related Developable Space (square feet)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015-2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service</td>
<td>117,600</td>
<td>132,000</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>205,500</td>
<td>231,000</td>
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<tr>
<td>Other office</td>
<td>73,500</td>
<td>82,500</td>
</tr>
<tr>
<td>Total 2015 to 2020</td>
<td>396,900 sf</td>
<td>445,500 sf</td>
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<tr>
<td>2020-2025</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service</td>
<td>102,400</td>
<td>116,200</td>
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<tr>
<td>Manufacturing</td>
<td>179,200</td>
<td>201,600</td>
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<tr>
<td>Other office</td>
<td>64,000</td>
<td>72,000</td>
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<tr>
<td>Total 2020 to 2025</td>
<td>345,600</td>
<td>388,800</td>
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<tr>
<td>Total: 2015-2025</td>
<td>742,500 sf</td>
<td>834,300 sf</td>
</tr>
</tbody>
</table>
Market Assessment: Retail

- Residents of Novi generated about $1.7 billion in retail goods and related services sales in 2015.
  - These sales are sufficient to support roughly 5.5 million square feet of space.
  - By 2025, the community can support about 590,000 additional square feet of retail goods space. The surrounding areas can support about 200,000 additional square feet of retail goods space.
Market Assessment: Entertainment

- The average Novi household spends between $4,100 and $4,500 annually on entertainment.

- More than 90% of all entertainment spending by residents occurs outside of Novi.

- There are clear gaps in entertainment opportunities in Novi:
  - Regular performance theater
  - Regular comedy and other club activity
  - Small music and dining
Market Assessment: Economic Policies

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

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

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

Public input gathered from open house, meetings, and surveys supports these goals.
Future Land Use Map - Changes

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

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

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

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

• “Well-designed, simple Missing Middle housing types achieve medium-density yields and provide high-quality, marketable options between the scales of single-family homes and mid-rise flats for walkable urban living. They are designed to meet the specific needs of shifting demographics and the new market demand, and are a key component to a diverse neighborhood. They are classified as “missing” because very few of these housing types have been built since the early 1940s due to regulatory constraints, the shift to auto-dependent patterns of development, and the incentivization of single-family home ownership.”

Housing – Missing Middle

- Walkable (homes are set in walkable context)
- Medium density but lower perceived density
- Smaller, well-designed units
- Smaller footprint and blended densities
With its dense, walkable form that provides access to nearby amenities, the Mainstreet Village apartments are an example of Missing Middle housing in Novi.

This example of proposed townhomes by Freed Development in Toronto is designed in the Missing Middle form.
## Retail Goods & Services

<table>
<thead>
<tr>
<th>Future Land Use</th>
<th>Total Acres</th>
<th>Acres Developed</th>
<th>% Developed</th>
<th>Acres Vacant</th>
<th>% Vacant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Commercial</td>
<td>169</td>
<td>140</td>
<td>83%</td>
<td>29</td>
<td>17%</td>
</tr>
<tr>
<td>Community Commercial</td>
<td>194</td>
<td>128</td>
<td>66%</td>
<td>66</td>
<td>34%</td>
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<tr>
<td>Regional Commercial</td>
<td>248</td>
<td>216</td>
<td>87%</td>
<td>32</td>
<td>13%</td>
</tr>
<tr>
<td>Pavilion Shore Village</td>
<td>6</td>
<td>3</td>
<td>50%</td>
<td>3</td>
<td>50%</td>
</tr>
<tr>
<td>PD2</td>
<td>92</td>
<td>74</td>
<td>81%</td>
<td>18</td>
<td>19%</td>
</tr>
<tr>
<td>City West</td>
<td>200</td>
<td>151</td>
<td>76%</td>
<td>49</td>
<td>24%</td>
</tr>
<tr>
<td>TC Commercial</td>
<td>200</td>
<td>176</td>
<td>88%</td>
<td>24</td>
<td>12%</td>
</tr>
<tr>
<td>TC Gateway</td>
<td>134</td>
<td>83</td>
<td>62%</td>
<td>51</td>
<td>38%</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>1,243</strong></td>
<td><strong>971</strong></td>
<td><strong>78%</strong></td>
<td><strong>272</strong></td>
<td><strong>22%</strong></td>
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<tr>
<td>Office Commercial</td>
<td>318</td>
<td>282</td>
<td>89%</td>
<td>36</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Totals with Office Commercial Included</strong></td>
<td><strong>1,561</strong></td>
<td><strong>1,253</strong></td>
<td><strong>80%</strong></td>
<td><strong>308</strong></td>
<td><strong>20%</strong></td>
</tr>
</tbody>
</table>
## Office, Technology, and Industry Plan

<table>
<thead>
<tr>
<th>Future Land Use</th>
<th>Total Acres</th>
<th>Acres Developed</th>
<th>% Developed</th>
<th>Acres Vacant</th>
<th>% Vacant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suburban Low-Rise</td>
<td>127</td>
<td>115</td>
<td>90%</td>
<td>12</td>
<td>10%</td>
</tr>
<tr>
<td>Community Office</td>
<td>232</td>
<td>162</td>
<td>70%</td>
<td>71</td>
<td>30%</td>
</tr>
<tr>
<td>Office Research Development Technology</td>
<td>1,178</td>
<td>628</td>
<td>53%</td>
<td>551</td>
<td>47%</td>
</tr>
<tr>
<td>Office Commercial</td>
<td>318</td>
<td>282</td>
<td>89%</td>
<td>36</td>
<td>11%</td>
</tr>
<tr>
<td>Industrial Research Development Technology</td>
<td>1,160</td>
<td>893</td>
<td>77%</td>
<td>266</td>
<td>23%</td>
</tr>
<tr>
<td>Heavy Industrial</td>
<td>92</td>
<td>89</td>
<td>97%</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>City West</td>
<td>200</td>
<td>151</td>
<td>76%</td>
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<td>83</td>
<td>62%</td>
<td>51</td>
<td>38%</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>3,641</strong></td>
<td><strong>2,581</strong></td>
<td><strong>71%</strong></td>
<td><strong>1,061</strong></td>
<td><strong>29%</strong></td>
</tr>
</tbody>
</table>
Inclusion of Previous Plans

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

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

- **Gateway Shopping West**: Enhance western gateway with civic art, signage, lighting, and streetscape treatments in a way that signifies entry into the City.

- **Hospital Center**: Support the growth and expansion of Providence Park Hospital, its affiliated medical offices, and associated housing.

- **City West**: Create a district that offers the densest housing, along with retail, office, and entertainment uses.

- **Flexible Industry Center**: Support the growth and expansion of manufacturing and light industrial uses and accommodate transitional development.

- **Town Center District**: Support the City’s “main street” area per the City’s 2014 Town Center Area Study.

- **Grand River East**: Encourage the ongoing maintenance and utilization of the existing office/industrial buildings in this district, including adaptive reuse.
OBJECTIVES

- To establish the corridor as a progressive and sustainable symbol of modern commerce
- To create an identity consistent with the commercial importance and scale of the corridor
- To create an image that conveys aesthetic quality, sense of place, celebrates Novi, and that is unique, fresh and artful
- To introduce a diverse range of enhancements that build on existing assets and enhance the corridor as a whole
- To develop a reliable funding source that supports the maintenance program consistent with the quality of the enhanced corridor

OPPORTUNITIES

Supportive of the enhancement objectives, some of the design opportunities include:

- Provide gateways at city limits promoting the Novi brand and a “sense of place”
- Enhance the bridge west of Novi Road, making it an iconic landmark
- Develop a palette of amenities used throughout the corridor reinforcing its unique character
- Incorporate street trees to provide scale and reinforce corridor edges
- Improve pedestrian connectivity, as well as provide places for people to pause
- Create a unified approach for parking lot/service area screening
- Improve the aesthetic appeal of the corridor using landscape, hardscape, lighting and site amenities

LEGEND

- Grand River Corridor Right of Way
- Novi Town Center Boundary (NCT)
- Main Corridor Gateway / Identity
- Corridor Threshold / Significant Intersection
- District Boundary
- Pedestrian Circulation
- Corridor Pedestrian Lighting Locations
- Corridor Pedestrian Seating Locations
- Natural Feature Enhancement
- Visual Screening
- Street Trees
- Bridge Enhancement / Feature
RECOMMENDED TREE SPECIES

Large Trees

Red Maple
Swamp White Oak
Ginkgo

LEGEND

- Grand River Corridor Right of Way
- Novi Town Center Boundary (NCC)
- Main Corridor Gateway / Identity
- Corridor Threshold / Significant Intersection
- District Boundary
- Pedestrian Circulation
- Corridor Pedestrian Lighting Locations
- Corridor Pedestrian Seating Locations
- Natural Feature Enhancement
- Visual Screening
- Street Trees
- Bridge Enhancement / Feature
PRECEDENT IMAGES | Identity / Signage

SIGNs
Examples of large scale text 'identity signage, similar to the "Novi Gateway" concept.
WALLS/SCREENING
Examples of "artful" backdrop walls as proposed for the "Novi Gateway" concept. Perforated masonry screen wall examples shown on the far right top and bottom are possible parking lot screen walls in lieu of planted hedges. Walls to be 30”-36” in height.
These examples illustrate ideas for the bridge enhancement. Images A, B, C, D, and E illustrate the cable supported overhead color panel system as illustrated in the bridge concept. They also show how color is projected from the panel onto the road surface.
STREETSCAPE ENHANCEMENTS

Enlarged Conceptual Streetscape Cross Sections
Grand River Corridor - Implementation

• **Corridor Improvement Authority (CIA):** A primary benefit of forming a CIA is the ability to capture the incremental increase in property taxes that results from improvements in the district to finance public improvement projects within the district, as a means for jumpstarting economic growth.

• **Economic Development & Marketing/Branding:** The City should evaluate its city-wide economic development and marketing/branding strategy and create a specific program for the Grand River corridor.

• **Placemaking:** Utilize public art, signature gateway structures, and lighting and street furnishings to provide a cohesive feel to the corridor. Encourage property owners to enhance front yard landscaping with the addition of benches, art, or unique plantings. Encourage bike- and car-sharing programs to facilitate non-motorized transportation within the corridor.
Redevelopment Strategies
Site 1: Pavilion Shore Village

• Establish a unique sense of place at the corner of Old Novi Road and Thirteen Mile Road

• Housing and commercial uses that are inspired by the natural and recreational features of the park and lake.
Site 1: Pavilion Shore Village

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

- **Commercial, Restaurant, and Entertainment Uses:**
  - Recreation-related goods and services such as equipment sales, service, instruction, and rentals; fitness-related clothing; and healthy food and dining.
Site 1: Pavilion Shore Village

• **Transportation & Parking:**
  - Surface parking lots behind the mixed-use buildings and on-street parking along Old Novi Road.
  - Highlight bicycle parking

• **Character of Development & Placemaking:**
  - High-quality architectural design and natural materials
  - Sensitive to adjoining residential neighborhoods.

• **Sustainability:**
  - low-impact development techniques, storm-water mitigation and native, low-maintenance landscaping.
Site 1: Pavilion Shore Village

Development of the District

- Create a simple form-based district that defines building forms and architectural elements.
- Prioritize implementation of the Non-motorized Transportation Plan in this area, particularly as it relates to connections with the nearby parks.
Site 2: City West

- Combine entertainment, convention, commercial, office, and residential uses
- Cohesive, high-density, walkable pattern
- Three to five story buildings for most of the area, while buildings with frontage on I-96 may rise as high as ten stories
Site 2: City West

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

- **Commercial, Restaurant and Entertainment Uses:**
  - Specialty retail or a cluster of similar uses, such as high-fashion stores or art galleries
  - Uses that serve nearby residents

- **Office Uses:**
  - Limited to upper floors, serving as a transition from retail and restaurant uses on lower levels to residential uses above.
Site 2: City West

- **Character of Development & Placemaking:** High quality building materials, landscaping, lighting, public furniture, and signage along with a mix of public plazas and parks.

- **Transportation & Parking:**
  - Connect to existing and planned non-motorized pathways
  - On-street parking, small surface lots, and structures
  - Safe, secure, and visible bicycle parking
  - Public transportation in the form of bus rapid transit (BRT) can serve the greater corridor and provide expanded mobility options for residents.
Site 2: City West

- **Sustainability:**
  - Stormwater mitigation: rain gardens and bioswales, and permeable pavement.
  - Consider LEED-ND certification
  - Landscaping with native plants
  - Incorporation of alternative energy systems: solar collectors or geothermal heat pumps
  - Accommodate electric vehicles, bicycle facilities, and, mass transit
Site 2: City West
Site 2: City West

**Development of the District**

- New zoning classification
- Form-based standards - a stand-alone district rather than as an overlay to existing zoning.
Site 3: The Anglin Property

- A mix of residential, commercial, and office uses in single-purpose or mixed-use structures that are walkable and have a range of services.
- Highlight the pond as unique amenity
Site 3: The Anglin Property

• Housing
  • Attached single-family buildings, such as townhomes, multiple-family mid-rise buildings, and as upper floors within a mixed-use building
  • Focus on professional workforce as well as empty nesters

• Commercial Uses
  • Limited commercial uses to serve the adjacent office users and residents of the area.

Above and below: Modest setbacks offer opportunities for greenspace and landscaping to create a pleasant walkable space. (Photo above by Opticos Design; photo below by Cypress Real Estate)
Site 3: The Anglin Property

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

• **Character of Development & Placemaking**
  • Focus on water feature
  • Pond overlook areas, boardwalks, and other public and private open spaces should be encouraged
  • Connecting pond overlook areas to sidewalks on Town Center Drive and 11 Mile Road
Site 3: The Anglin Property

• **Transportation**
  - Connect to adjacent sidewalks, roadways and sites
  - Vehicular access and parking for the non-residential uses on Grand River
  - Residential access and parking on 11 Mile Road

• **Sustainability**
  - The use of low-impact design, pervious paving materials, and native landscape materials should be prioritized
Site 3: The Anglin Property

Development of the District.

- Rezone to TC (Town Center)
- Amend the TC district to fully incorporate creative attached residential alternatives and ensure that reduced setback recommendations are reflected in the district standards.
Implementation
### Future Land Use Categories with No Corresponding Zoning District

<table>
<thead>
<tr>
<th>Future Land Use Category</th>
<th>Explanation/Action Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>City West</td>
<td>City West and Pavilion Shore Village are both targeted strategies for the redevelopment of certain specific underutilized areas of the City. Both call for mixed uses and some degree of building form regulation in order to achieve the creation of a cohesive district that supports long-term vitality and projects a sense of place. The Zoning Ordinance should be amended to add two new form-based districts or overlays to accomplish this.</td>
</tr>
<tr>
<td>Pavilion Shore Village</td>
<td></td>
</tr>
<tr>
<td>Environmental Areas</td>
<td></td>
</tr>
<tr>
<td>Public</td>
<td></td>
</tr>
<tr>
<td>Educational Facilities/ Property</td>
<td>Each of these future land use categories is accounted for under other districts in the Zoning Ordinance, and the creation of districts to match these categories is not required.</td>
</tr>
<tr>
<td>Public And Private Parks And Open Space</td>
<td></td>
</tr>
<tr>
<td>Utility</td>
<td></td>
</tr>
</tbody>
</table>
New Implementation Action Items

- **Quality & Variety of Housing**
  - Consider ordinance amendments that encourage residential uses in mixed use developments.
  - Enable residents to age in place by enabling development of active adult housing in a variety of styles, including single-family homes and mixed use development. Work to complement these developments with entertainment and community recreation opportunities.
  - Encourage younger residents to remain (or return) by providing housing options within walking distance of shopping, dining, entertainment, recreation, and employment.
New Implementation Action Items

- **Economic Development/Community Identity**
  - Develop a new form-based City West zoning district or overlay to enable the development of this area in a cohesive manner that results in a walkable, mixed-use district.
  - Develop a new form-based Pavilion Shore Village district to enable the development of a small mixed-use village in this area that complements the surrounding neighborhoods.
  - Rezone this parcel to TC (Town Center) to enable a broader mix of uses and incorporation into the Town Center district.
  - Consider amendments to the TC district that would permit a greater mix of uses, including innovative attached housing types; amendments may also consider the preservation of some public or open space and the relationship of buildings to the street in order to create a subdistrict that emphasizes walkability.
New Implementation Action Items

- **Infrastructure**
  - Mitigate traffic and transportation issues by providing for alternative modes for intra-city and inter-city travel and commuting.

- **Economic Development**
  - Review standards for development in business/office/research/industrial parks, amend as necessary to ensure that these developments maintain high standard for design, landscaping, buffering.
  - Consider strategies to ensure the ongoing sustainability of existing office and industrial buildings.
  - Capture growth opportunities that will enhance short and long-term viability of the community:
    - Develop a marketing effort to attract "creative clusters" with high-quality, flexible work space.
    - Enable development of concentrations of office space blended with residential.
    - Expand entertainment activity and options through business attraction and community programming.
Next Steps

• Planning Commission recommends City Council action to distribute the draft plan to adjacent communities and other agencies for the required 63-day review period.

• Following the review period, the Planning Commission will hold the required public hearing and takes action to adopt the Master Plan.