

MEMORANDUM

DATE: June 15, 2016
TO: Barb McBeth, City Planner
FROM: Rod Arroyo, President
Jill Bahm, Principal Planner
Joe Tangari, Associate Planner
Clearzoning, Inc.
SUBJECT: Draft Master Plan – For Distribution

Over the past year, the City has been working on the 2016 Master Plan Update. The plan includes the following:

1. Introduction
2. Updated demographics and discussion of existing conditions
3. An overview of the city's environment and open space
4. Market assessment
5. Public input summary and updated goals and objectives
6. Future land use plan, including residential build-out and a housing plan; retail goods and services plan; and office technology and industry plan
7. Grand River Corridor – this subarea plan assessed existing conditions and recommends strategies for improving the streetscape and creating a sense of identity for the city
8. Redevelopment strategies to address three specific areas within the city that are ripe for redevelopment
9. Implementation strategies for advancing Master Plan goals and objectives

Existing Conditions

Key findings of this chapter include:

- The city's population is estimated at 60,000
- The median age of Novi residents increased from 35.2 years in 2000 to 39.1 years in 2010 (US Census)
- Between the 2000 and 2010 US Census, the City's median household income rose from \$71,918 to \$80,151 (about 11.5%), compared to the Michigan median household income of \$48,519
- In 2010, approximately 23.6% of Novi residents held a graduate degree, compared to 17.6% of Oakland County residents and 9.6% of all Michigan residents. The US average is 10.3%.
- In 2010, the City of Novi had 24,164 housing units. Of those, about 50% were single-family detached homes.
- The top industries for employment in 2010 were retail trade (20%), knowledge-based services (18%), private education and healthcare (14%), and leisure and hospitality (13%).

- In 2001, the City had 22% vacant land. By 2009, that number dropped to 12.9%. In 2013, the City had 2,371 vacant acres, or just about 12%. It is noted that not all vacant land has the potential for development, however, due to wetlands, woodlands, topography, and other concerns

Market Assessment

The market assessment finds that the addition of entertainment uses offers a significant opportunity to capture the spending of Novi residents within the community. There is also room for an increase in retail uses, provided that there is an increase in housing to support retail spending. The assessment suggests four potential objectives that that could be accomplished through the pursuit of the economic opportunities for Novi:

1. Hold current residents within Novi as they age, both Baby Boomers and young adults who grew up in the community.
2. Continue to provide for activity that meets the needs of current and future residents to the extent possible.
3. Capture growth opportunities that will enhance short- and long-term viability of the community.
4. Mitigate traffic and transportation impacts associated with the capture of the economic opportunities by mitigating commuting and providing alternative transportation options for internal and external commuting.

Public input

All meetings of the Planning Commission and Master Planning and Zoning Committee are open to the public and several meetings included discussions with residents and property owners. In addition, an open house was held in the Novi Civic Center on October 21, 2015. Residents and property owners in attendance were fairly consistent with stating the need for making the city more vibrant to attract young professionals and keep empty nesters. Walkability is important, as is creating an authentic identity for the city.

Goals and Objectives

The 2010 Master Plan Goals and Objectives were refined for clarity. This resulted in five main goals for the 2016 Master Plan:

1. **Quality and variety of housing.** The City of Novi is known for its high-quality residential neighborhoods and should strive to ensure the availability of a wide range of attractive housing choices that are protected from noise, traffic, and other impacts of non-residential development. Encourage the development of neighborhood open space and neighborhood commercial goods and services to minimize motorized travel.
2. **Community identity.** The City's identity is largely based on its high-quality residential neighborhoods and schools, destination retail and convention space, and its parks. The City should supplement that identity by enhancing the preservation of the City's historic resources and expansion of its cultural opportunities. New development of land should continue to be of high-quality design and materials.
3. **Environmental stewardship.** The City of Novi is significantly enhanced by the preservation of natural resources in both residential and non-residential areas. Maintain public and private stewardship of the natural environment through the preservation of open space, protection of woodlands and wetlands, and utilization of low-impact development techniques.
4. **Infrastructure.** Invest wisely into the ongoing maintenance and improvements to existing infrastructure, including utilities and the transportation network. Ensure that new development

minimizes the demands placed on the City's existing infrastructure. Support the City's entire transportation network through the development and enhancement of non-motorized transportation facilities and amenities.

5. **Economic development.** The City's developed land, infrastructure, and natural resources are interconnected and collectively impact the daily lives of the City's residents and business owners. The City should strive to maintain the balance between the economy, the environment, and the community to ensure sustainable development that meets the needs of today while ensuring the needs of future generations can be met.

Future Land Use

The Future Land Use Map has been updated with four changes (Please refer to Map FLU-6 on page 60):

1. 12 Mile/Beck Road: Change from Community Commercial to Single-Family Residential for Berkshire Pointe subdivision
2. Grand River/Beck Road: Change from Office RD Tech, Office RD Tech w Retail Overlay, and Industrial to City West
3. 13 Mile/Old Novi Road: Change from Single-Family Residential to Pavilion Shore Village
4. 12 Mile/Meadowbrook: Change from Single-Family Residential to Educational Facility

In addition to these changes, the residential density map has also been updated to reflect planned rezoning overlay (PRO) that have taken place since the previous Master Plan. It should be noted that the map includes a disclaimer that the "actual maximum number of dwelling units permitted per acre may be less due to the site conditions and City of Novi Code of Ordinance requirements and the specific recommendations of the Master Plan for mixed use areas."

Grand River Corridor

This chapter provides an assessment of the land use, transportation options, and feel for the corridor. Goals for the corridor are presented along with concepts for redevelopment. This corridor offers the city a unique opportunity to create a true sense of identity through streetscape enhancements and other placemaking tools.

Redevelopment Sites

1. **Pavilion Shore Village.** The intersection of Old Novi Road and Thirteen Mile Road has been identified by the City as a potential redevelopment area. It is envisioned that redevelopment of this 8-acre area could establish a unique sense of place at the corner of Old Novi Road and Thirteen Mile Road by providing housing and commercial uses that are inspired by the natural and recreational features of the park and lake.
2. **City West.** Grand River Avenue between Taft and Beck includes the Suburban Collection Showplace, a convention center that plans to expand with additional convention space and an entertainment venue. Other development in this section of the Grand River Corridor is a mix of commercial, office, and industrial uses. Many sites are underutilized, disused, or vacant. This area offers the potential for the creation of a prominent new district combining entertainment, convention, commercial, office, and residential uses in a cohesive, high-density, walkable pattern. Structured parking and diagonal on-street parking along circulation roads will help to reduce the amount of land devoted solely to pavement. This plan envisions three to five story buildings for most of the area, while buildings with

frontage on I-96 may rise as high as ten stories, similar to the city's existing Conference District.

The Anglin Property (Town Center/11 Mile). This site is located at the northeast corner of Grand River Avenue and Town Center Drive and has been known as "The Anglin Property." The property is approximately 10 acres in size and had been used as a car wash and garden supply yard. This parcel and surrounding parcels are part of the Town Center Area, the future land use designation for the parcel is Town Center Gateway, and, as noted in the Future Land Use chapter, it is envisioned as an area "for mixed-use development that provides an appropriate transition and a sense of arrival into the Town Center Commercial land uses." As part of the 2016 Plan's market assessment, this parcel was considered and, despite the challenge of the pond on the site, the vision for future land development on this parcel is refined to recommend a mix of residential, commercial, and office uses in single-purpose or mixed-use structures that are walkable and have a range of services.

Implementation – Action items

This chapter includes action strategies that advance the goals and objectives of the Master Plan. Completed and irrelevant strategies have been removed. The format of the strategies is intended to provide better understanding of the kinds of strategies needed, which bodies might do the work, and allows priorities to be placed on each strategy.

Next steps

The Planning Commission should consider recommending that the City Council approve the distribution of the Draft 2016 Master Plan to adjacent communities and the required reviewing agencies. Following this required 63-day review period, the Planning Commission will hold a public hearing, which will allow residents and property owners the opportunity to provide additional input. Adoption of the Master Plan follows the public hearing and any needed revisions.