



MASTER PLAN AND ZONING COMMITTEE
City of Novi Planning Commission
March 30, 2022 at 6:00 p.m.
Novi Civic Center – Activities Room
45175 W. Ten Mile, Novi, MI 48375
(248) 347-0475
AGENDA

Members: *Planning Commission:* John Avdoulos, David Dismondy, Ramesh Verma, Ed Roney (Alternate)
Council: Dave Staudt
Staff: Lindsay Bell, Victor Cardenas, Ben Croy, Barb McBeth, Mike McCready, Rick Meader

Support/As Needed: Keri Blough, Jeff Muck, Ben Peacock, Beth Saarela, Tom Schultz, Sheryl Walsh

Consultants: Michelle Bennett (Planner), Colleen Hill-Stramska (Engineer)

1. Roll Call

2. Approval of Agenda

3. Appointment of Chair and Vice-Chair

4. Discussion Items

- A. Master Plan process
- B. Steering Committee expectations
- C. Previous planning documents
- D. Scope
 - i. Community Engagement
 - ii. Housing
 - iii. Natural Features and Resiliency
 - iv. Corridors and Infrastructure
 - v. Redevelopment Site – Focus Areas Map
 - 1. Desired Outcomes
 - vi. Goals and Future Land Use
- E. Deliverables
- F. Confirm recurring monthly date for the Steering Committee

5. Next Steps

- A. BRI to start on background research and draft a survey

6. Audience Participation and Correspondence

7. Adjourn

**PRELIMINARY
COMMUNITY ENGAGEMENT PLAN**

City of Novi
Preliminary
Community Engagement Plan

March 22, 2022

DATES TO REMEMBER

- Spring Palooza – May 12th
- Engage Magazine – June 20th
- April Steering Committee Meeting – Survey
- May Steering Committee Meeting – Focus groups

I. Survey (Timeline: April, May, June)

- a. BRI to create postcards with the survey link to distribute
 - i. Comm Relations to review our postcard
 - ii. Create a web page for the Master Plan
- b. Post cards
 - i. Where to distribute post cards?
 1. Library
 2. Civic Center
 3. Police Department
- c. Methods for distribution for online survey
 - i. Engage magazine (31k businesses/homes) – put postcard in an ½ page ad
 - ii. E-newsletter (12K) - monthly
 - iii. Staff at Meadow Brook Commons and Civic Center to assist seniors to take the survey online
 - iv. Spring Palooza – staff can hand out flyers at the event
 1. Master Plan update table – have flyers at the event
 2. Set up visuals for the booth/games for attendees to engage them in the survey
 3. Expecting a lot of residents from Japan, India, and other countries– English is generally sufficient to complete surveys
 - v. Post on social media, NextDoor

II. Focus groups (June or July)

- a. Five themes/priorities that arise from the survey – plant idea for focus groups in May
 - i. Proposed to be organized virtually (flexible)
 1. Targeted, with some residents selected for their knowledge
 - ii. Youth
 - iii. List of stakeholders -regional malls, redevelopment areas

III. Scenario Planning (Summer)

- a. Will be targeted on sub-areas
 - i. Focus area map – send post card to homes/businesses within a buffer
- b. Strategy: target communications to those who work or live nearby
 - i. May include a wider group of residents depending on the site

SCOPE OF WORK

SCHEDULE

Scope of Work

TASK 1: PROJECT INITIATION AND BACKGROUND

1.1 Kick-Off Meeting

Host a kickoff meeting to discuss the final work plan and any special considerations in the planning process. We suggest the formation of a Master Plan Steering Committee, consisting of representatives from elected officials, the Planning Commission, staff, local institutional, and business owners. This meeting will also establish basic attitudes and priorities relative to the community outreach process and methodology. As a part of the kick-off process, the BRI team will take a tour of the community with City staff to visit areas of concern and areas of potential redevelopment.

TASK 2: EXISTING CONDITIONS

2.1 Existing Plans and Documents

Identify with the Steering Committee, existing community and economic development plans or projects which will have a bearing on the direction of the project. Community planning documents will be reviewed including the Zoning Ordinance, 2017 Master Plan, 2016 Thoroughfare Master Plan, 2021 Capital Improvement Plan, 2020 Oakland County Community Economic Development Strategy, and other relevant plans. We request access to GIS parcel data for mapping and spatial analysis tasks.

2.2 Data and Trend Updates

This section of the Master Plan will be treated similarly to an executive summary. It will briefly touch on the highlights of the city's major elements before delving into them more deeply in subsequent sections. BRI will update the demographic (including socioeconomic), housing, and employment sector using 2020 Census data where possible, updated American Community Survey estimates, SEMCOG studies, and Esri reports. Furthermore, BRI will use assessing data to update the Existing Land Use map, work with city engineers to evaluate infrastructure capacity in relation to growth, and map natural features and open spaces to evaluate their presence in the built environment. Commuting patterns and nonmotorized will be also explored. This information will be pulled into the goals and objectives section to convey the connection between the city's people, land, and structures to policy.

OPTIONAL: A condensed version of the existing condition pairs nicely with an online interactive platform for residents to engage with. For those not likely to read the entire Master Plan, this is an intermediary step to introduce the planning process to them. BRI proposes an interactive Master Plan that presents a "highlights reel" of need-to-know information and graphics for the public to follow along with the city's proposed actions.

TASK 3: PUBLIC PARTICIPATION

3.1 Community Survey

A survey would be drafted to understand residents' present attitudes, behaviors, and priorities. A survey postcard, announcing the survey with a link to complete it, will be developed to share online and at sites across the city. A survey summary report will be shared with the Steering Committee. The results will be scattered throughout the plan where relevant, and the full results may be saved in the appendix. The results from the National Survey Community Livability Report

Scope of Work

and other relevant surveys will be also incorporated into the plan's narrative. A strong push to send the postcards to underrepresented groups will be necessary. This will need to be done in conjunction with the city's established networks.

3.2 Focus Groups

As themes arise from the survey and in meetings with the Steering Committee, focus groups will be established around the city's top five priorities (i.e. growth management, housing, shopping centers, sustainability). BRI will help the city convene these groups based on their level of expertise and/or interest in the topic, and a virtual session will be conducted with each group to record concerns and potential strategies. It is BRI's recommendation that one focus group be dedicated to the city's youth - if planning is a future-oriented endeavor, then the youth should be invited to share their thoughts on what attracts them to the places they want to live as young adults.

3.3 Scenario Planning

Scenario planning is a powerful decision-making tool that projects future land use trends and the implications of the potential development scenarios on the population, economy, and environment. Scenario planning is often used to provide decision-makers flexible action strategies that can respond to development patterns as they happen in real time.

- **Identify sub-areas for scenario planning for in-depth analysis.** Potential areas include neighborhoods undergoing significant redevelopment, corridors, or areas with high degrees of vacant land.
- **Create custom land use profiles.** The land use profiles are created based on existing land use categories such as single-family homes or industrial properties. Using existing land use types provide the most accurate scenarios because the underlying land use assumptions are based on reality.
- **Conduct scenario planning community engagement.** During a community engagement session participants will be split into three groups: low density, medium density, and high density. Each group will then be given a printed map showing the sub-areas identified for scenario planning and a series of wooden blocks that signify each of the land use profiles and that reflects their scenario. Groups will be asked to arrange their blocks in each sub area according to their preferred orientation and composition. Then, their scenarios will be analyzed in real time to determine the housing and economic impacts. After results are shared with the groups, they will be given the opportunity to adjust their block orientation and composition without restrictions on the type or number of blocks they can use.
- **Incorporate scenario planning results into the build out and future land use plan.** The results of the scenario planning exercise will be incorporated into the residential build out analysis and will be reflected in the future land use plan.

TASK 4: ENVIRONMENT & OPEN SPACE

4.1 Natural Features and Resiliency

While sustainability is a broad term that can be incorporated into any topic, it couples nicely with natural features and open space. In built out cities, environmental preservation is a challenge but an essential step in building resiliency. This section will discuss the city's sensitive natural features, the ecosystem services they provide, and how to protect and enhance them to strengthen the city's fight against extreme weather through the development process and land use policy.

Scope of Work

Moreover, it will include data about Michigan's renewable energy future and how the city can participate.

TASK 5: MARKET ANALYSIS AND LAND USE

5.1 Market Analysis

BRI will analyze regional and local residential commercial, office, and industrial markets and land use trends to project the future changes to the city's taxable value of existing and vacant property. The future projected revenue will be compared against the projected cost of public services based to calculate the gap between revenues captured and services provided.

5.2 Projected Taxable Value

In addition to projecting the changes to existing property, BRI will project the future taxable value of the future land use plan to highlight how the zoning changes recommended in the Master Plan will impact future taxable value and revenues.

TASK 6: INFRASTRUCTURE PLAN

6.1 Thoroughfare Master Plan

Update the regional transportation model and analyze it for future road needs 5-10 years into the future. This model will include the city's Complete Streets policy for anticipated right-of-way widths.

6.2 Road Committee Discoveries

Review and incorporate the Road Committee Discoveries into the Master Plan regarding public safety, local roads major roads, traffic improvements, design, and long-term planning.

6.3 Walkable Committee

Summarize the major findings of the Walkable Committee's Non-Motorized Master Plan and incorporate actions into the implementation section of the Master Plan.

6.4 Infrastructure Capacity

In conjunction with the city Engineer, BRI and HRC will review the city's water, sewer, and stormwater capacity. Included in this evaluation will be a discussion of infrastructure updates needed to adapt to climate change. With climate variability, other forms of infrastructure will need to be protected, namely in a digital world, our access to the internet. BRI will also review broadband access and the potential impacts of not expanding such a services or leaving it vulnerable to extreme weather.

6.5 Green Infrastructure

Recreational spaces will be discussed in terms of what they offer the community socially, but primarily in how they provide a green form of infrastructure for stormwater capture, carbon sequestration, and soil erosion prevention.

Scope of Work

TASK 7: HOUSING PLAN

7.1 Residential Build Out

Housing is an urgent and controversial issue across Michigan. To help mitigate negative reactions from the community, the results from the subarea scenario planning exercise will be included in the residential build out analysis and extrapolated citywide.

7.2 Housing Type and Affordability

In addition to understanding how many more units need to be supplied for population projections, BRI will also evaluate housing types from the missing middle spectrum and discuss how they match with different demographic groups' needs, namely in terms of affordability. Two groups will be analyzed, those in the city and those living in the region. Using proprietary data, BRI can pull the desired housing format by group and supplement with sales data to determine price thresholds for each group.

TASK 8: ECONOMIC DEVELOPMENT & REDEVELOPMENT STRATEGY

8.1 Economic Trends and Program

Discuss broader economic trends and how they are felt in Novi. This would include employment composition, growing and shrinking sectors, and an evaluation of the city's economic development programs.

8.2 Redevelopment Site Selection and Prioritization

With this basis of information, specific land uses that will benefit the city can be identified and tied to existing redevelopment sites. Using an evaluation matrix, we will collaborate with the Steering Committee to determine priority redevelopment sites and strategize on appropriate redevelopment land uses. A large focus of this section of the plan will be on Novi's regional shopping centers and how to repurpose them in the face of online shopping and the lingering effects of COVID-19. We will use focus group findings, market data, and design best practices to provide a direction for adaptive reuse.

TASK 9: CORRIDOR DEVELOPMENT

9.1 Access Management

HRC will review the Twelve Mile Road Corridor for access management best practices to see if the design plan fits into other corridors in Novi. This analysis will include a look at curb cuts, medians for pedestrian refuge, the Complete Street policy, traffic flow, and other relevant factors.

9.2 Placemaking Attributes

BRI will review the Twelve Mile Road Corridor design for placemaking features such as aesthetics, connectivity, nodes, gateways, and nonmotorized friendliness. Additional recommendations for physical design may be incorporated in the Master Plan.

TASK 10: GOALS, OBJECTIVES, AND IMPLEMENTATION STRATEGIES

10.1 Goal and Action Refinement

The list of goals and actions is relatively fresh, but in need of an update to eliminate actions that have been accomplished and identify barriers that prevent achieving actions. The Steering

Scope of Work

Committee will refine and condense goals so that they are more specific and tied to metrics to measure progress over time. Actions will be phased along a recommended timeline for completion, emphasizing the first five years after adoption but going beyond that threshold to also incorporate long-term change up to 20-years out. Actions can be laid out in a table or in a flowchart to depict next steps should an action not provide the desired outcome. As is outlined in the RFP, the following topics will be included in the Master Plan narrative and in the action plan:

- Regional Mall re-visioning recommendations
- Redevelopment opportunities
- Corridor development and planning
- Review of placemaking centers, nodes, corridors, and appropriate strategies
- Housing needs and strategies

TASK 11: FUTURE LAND USE

11.1 Future Land Use Plan

Pursuant to the Michigan Planning Enabling Act, a final future land use plan and future land use map will address recommendations based upon the plans' overarching goals and objectives and the recommendations from the future land use map. Evaluate existing land use patterns, present trends, and future desired development densities through available data and land use information, utilizing all pertinent information, reports and studies on file, current assessing data, geographic information databases, and other sources to determine which areas are suitable for growth and/or preservation.

11.2 Zoning Plan

Pursuant to the Michigan Planning Enabling Act, a zoning plan and zoning map will address recommendations relative to the number of zoning districts and relocation of zoning district boundary lines based upon current land use and future growth projections.

11.3 Ordinance Review

A review of the Zoning Ordinance will be conducted relative to the goals, objectives, and strategies set forth in this Master Plan. It is anticipated that recommendations for the ordinance review will be encompassed in both the zoning plan and action plan, as any identified strategies for change will be included in these actionable items.

Scope of Work

TASK 12: DELIVERABLES AND ADOPTION PROCESS

12.1 Final Report

Write the Master Plan in accordance with the 2008 Michigan Planning Enabling Act (MPEA). Summarize public input, existing conditions, and a strategic framework.

12.2 Public Review

Post the draft Master Plan and attachments in PDF format on the city and project websites for public review and comment. Disseminate the draft Master Plan to adjacent municipalities, authorities, and boards as specified in the MPEA.

12.3 Public Hearing

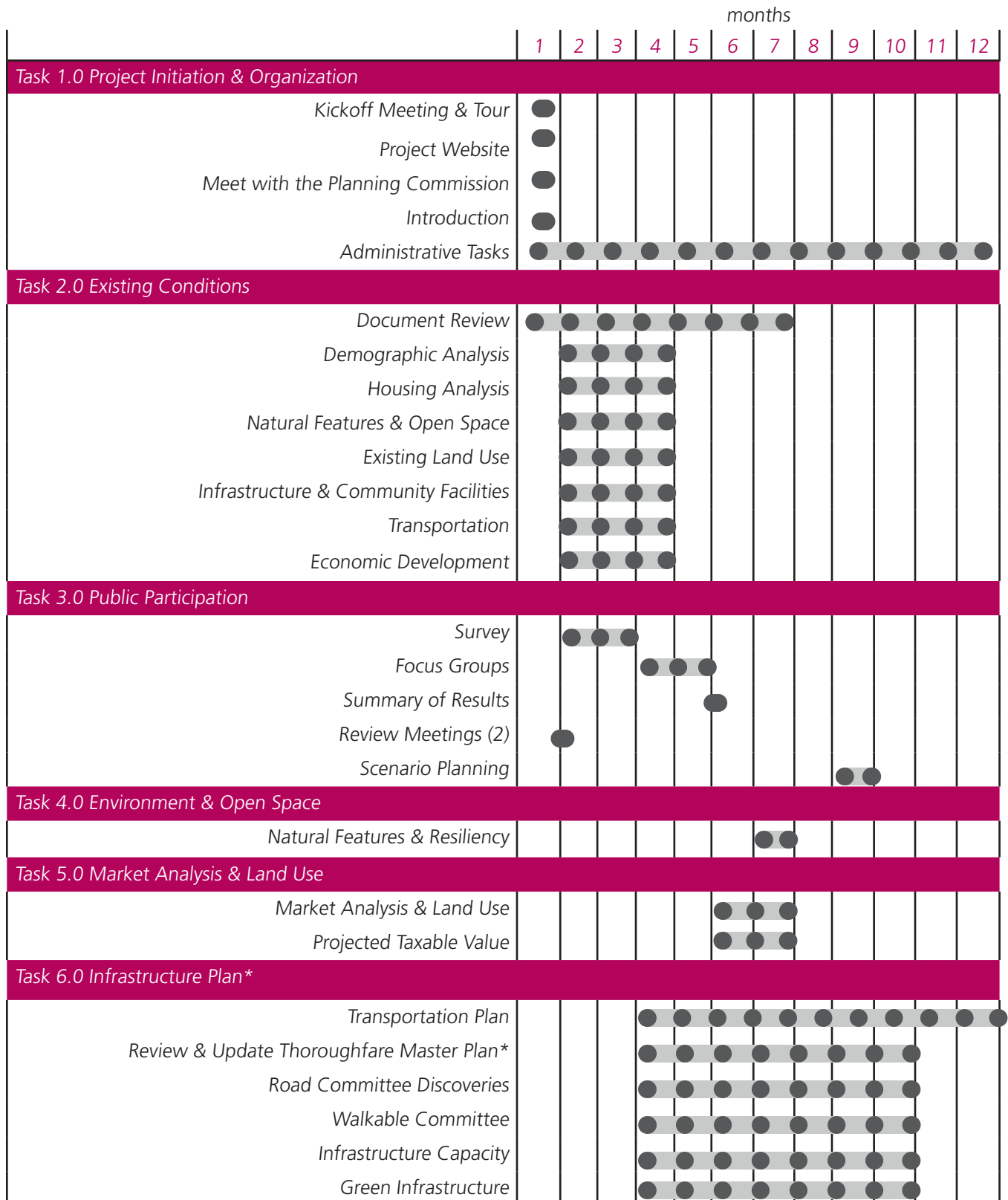
BRI will attend a public hearing and make a presentation on the draft plan to the Planning Commission. Any public input received will be documented.

Deliverables:

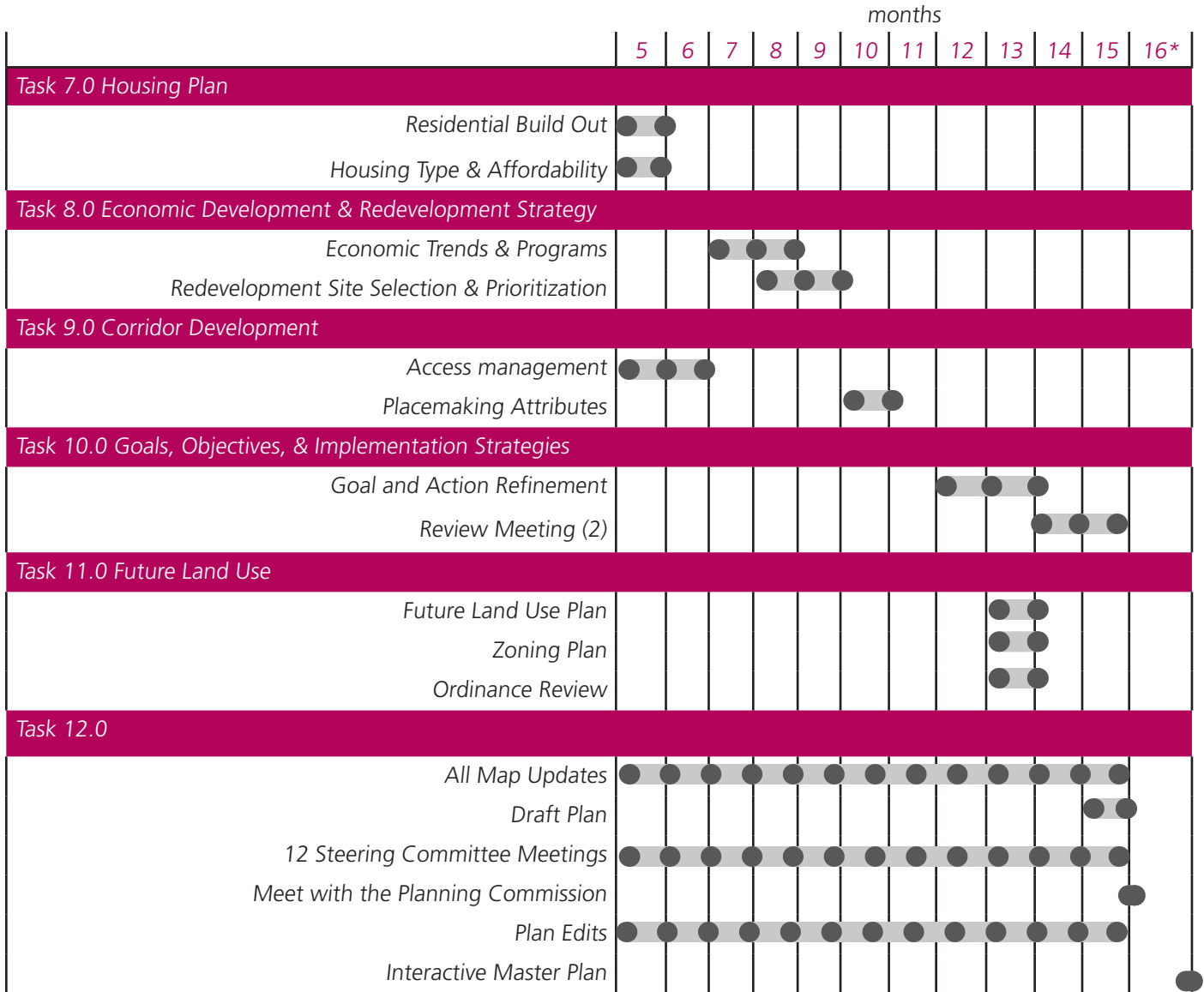
At the end of the project BRI will deliver to the client the following:

- Any input received from the community engagement compiled and summarized in a project memorandum;
- All digital information, documentation, maps, graphics, and educational materials;
- 1 unbound copy of the approved Master Plan and 1 digital version;
- 1 copy of the Future Land Use Map - large format;
- OPTIONAL: Interactive Master Plan (digital);
- Data sets and map layers compatible with the City's GIS system;
- Electronic copies of all text, maps and graphics in the final report and plan in Word/Publisher or comparable format for editing.

Preliminary Schedule



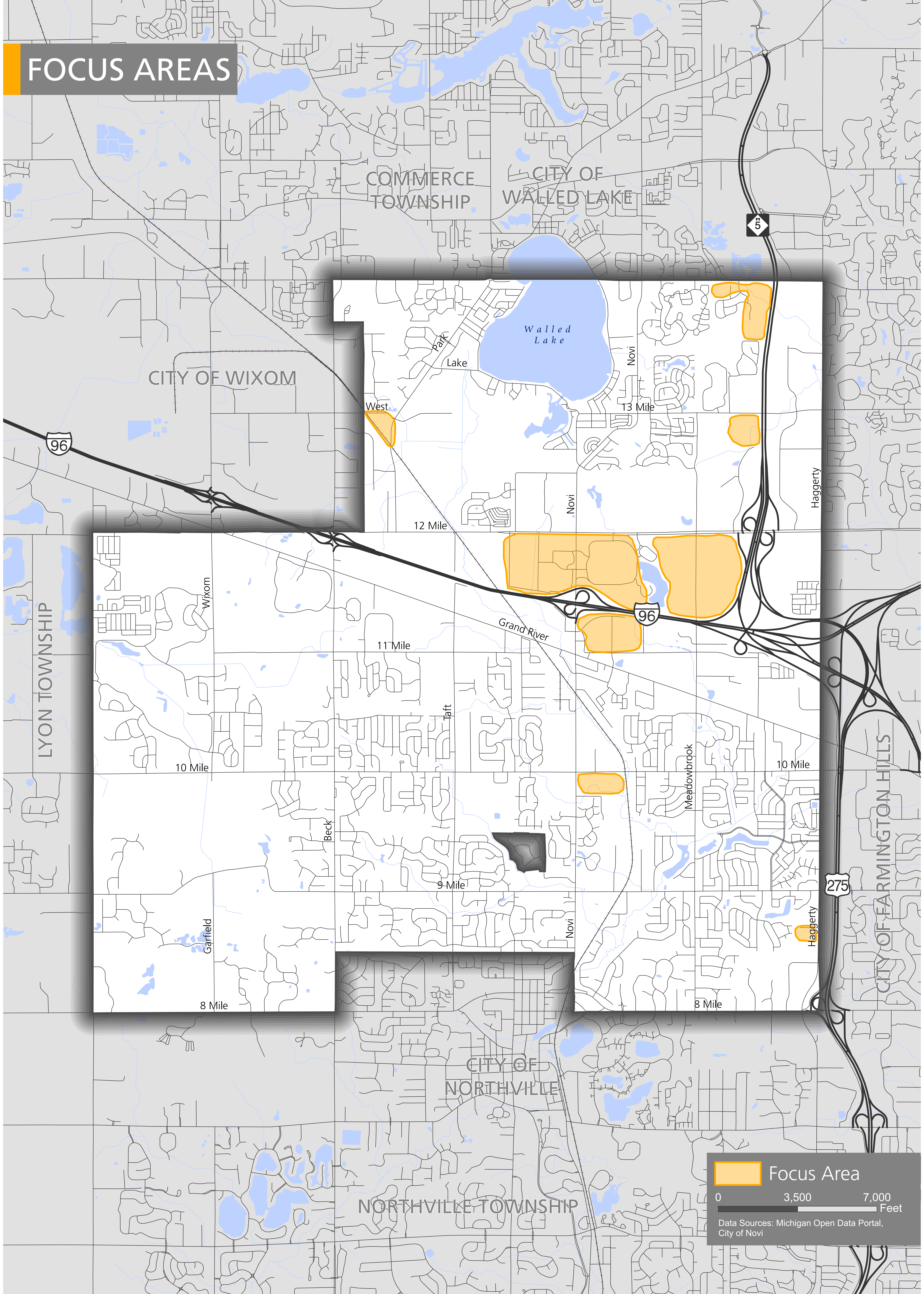
Preliminary Schedule



* At 16 months, the Master Plan enters the mandated 63-day review period, then public hearing, then Council approval so the final deliverables will likely come in month 19.

FOCUS AREAS

FOCUS AREAS



 Focus Area

0 3,500 7,000 Feet

Data Sources: Michigan Open Data Portal, City of Novi

**2022 MEETING CALENDAR
FOR CONSIDERTAION**

2022 CALENDAR

| JANUARY 2022 | | | | | | |
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| MARCH 2022 | | | | | | |
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| MAY 2022 | | | | | | |
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| JULY 2022 | | | | | | |
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| AUGUST 2022 | | | | | | |
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| SEPTEMBER 2022 | | | | | | |
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| NOVEMBER 2022 | | | | | | |
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| DECEMBER 2022 | | | | | | |
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2022 US FEDERAL HOLIDAYS

Jan 01 New Year's Day
 Feb 21 Presidents' Day
 May 08 Mother's Day
 Jun 19 Father's Day
 Oct 10 Columbus Day
 Nov 24 Thanksgiving Day

Jan 17 M L King Day
 Apr 15 Good Friday
 May 30 Memorial Day
 Jul 04 Independence Day
 Oct 31 Halloween
 Dec 25 Christmas

Feb 14 Valentine's Day
 Apr 17 Easter Sunday
 Jun 03 National Donut Day
 Sep 05 Labor Day
 Nov 11 Veterans Day