

**II. Historical Review of Planning in Southwest Quadrant Corners
[Study Area], Mark Spencer**



MEMORANDUM

TO: Master Plan & Zoning Committee Members

FROM: Mark Spencer, AICP, Planner *Mark Spencer*

DATE: June 13, 2007

SUBJECT: Historical Review of Planning in the City of Novi Regarding the Southwest Quadrant Corners of the City

This memo will present a brief discussion of the City of Novi planning efforts regarding the Southwest Quadrant Corners Area. This area encompasses all of Sections 29, 30, 31 and 32, and the south 1/8 mile of Sections 19 & 20.

From 1967 to 2004, the Master Plan has depicted the Southwest Quadrant Corners Area for single family residential uses, parks, open space, utilities, educational facilities and public facilities.. The following table is a recap by Section of the residential densities permitted in each Master Plan.

Section	Master Plan Year Density Permitted (dwelling units/acre)					
	1967	1980	1988	1993	1999	2004
South 1/8 mile Section 19	1.5	0.8	0.8	0.8	0.8	0.8
South 1/8 mile Section 20	1.5 west 2/3 – 3.0 east 1/3	0.8	0.8	East ½ 1.65 West ½ 0.8	East ½ 1.65 West ½ 0.8	East ½ 1.65 West ½ 0.8
Section 29	3.0	NW ¼ of NE ¼ 1.6 – balance 0.8	NW ¼ of NE ¼ 1.6 – balance 0.8	East ½ 1.65 balance 0.4	East ½ 1.65 balance 0.8	East ½ 1.65 balance 0.8
Section 30	North ½ 1.6 south ½ 3.0	0.8	0.8	0.4	0.8	0.8
Section 31	3.0	0.8	0.8	0.4	0.8	0.8
Section 32	3.0	0.8	0.8	West ½ 0.4 East ½ 0.8	0.8	0.8

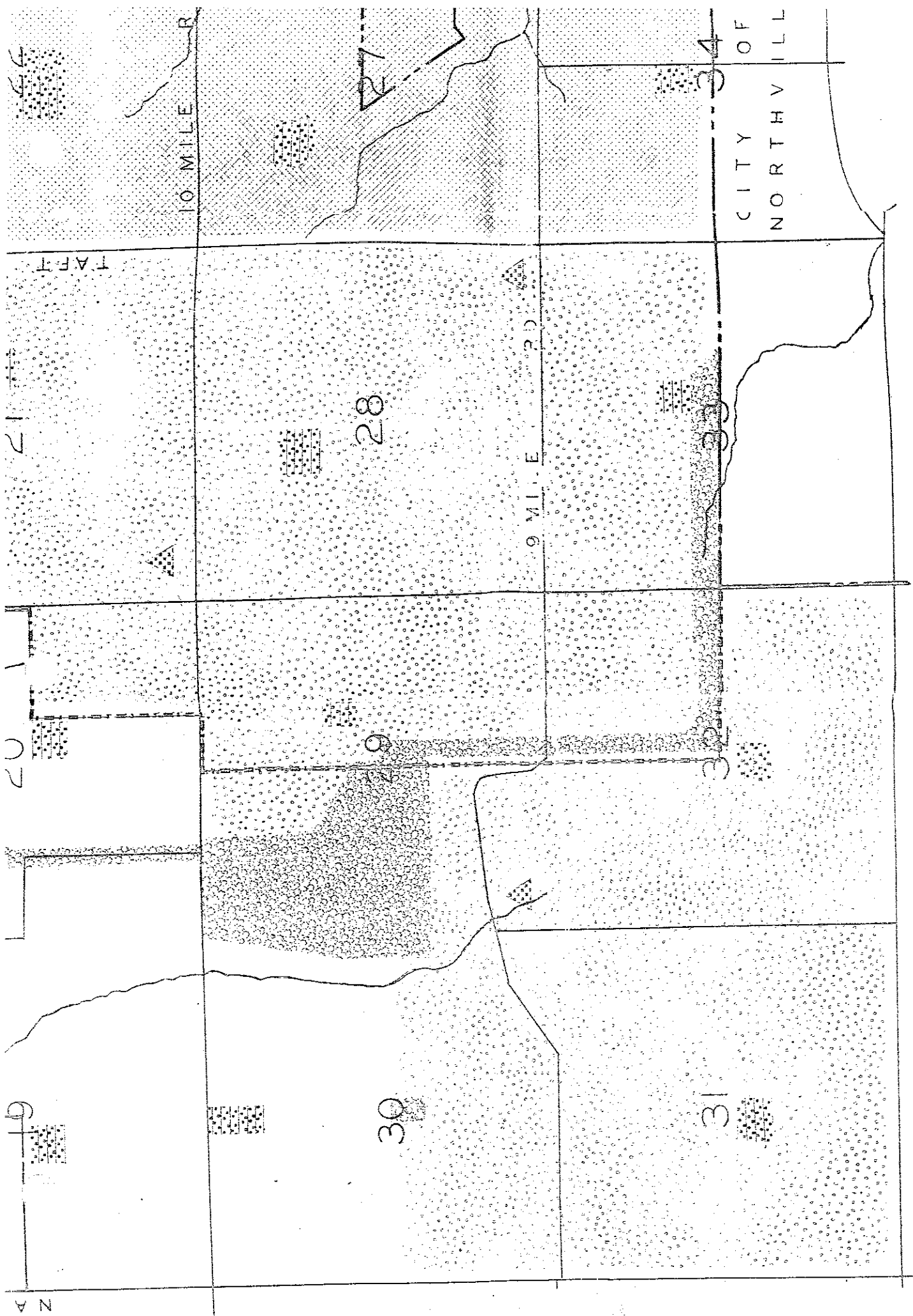
Other highlights of the non-residential designations follows:

- 1980 All residential
- 1988 All residential
- 1990 All residential
- 1993 – Novi Links depicted as Quasi-Public.
Subdivision open space added as neighborhood parks in Section 29.
- 1999 ITC substation parcel Section 29 added as Quasi Public, West ½ of SW ¼ Section 31 depicted as Community Park (Sports Park), NW ¼ Section 32 regional detention (Garfield Lake) depicted as Public and portion of West ½, SW ¼ Section 32 depicted as Public (elementary school site).
- 2004 Sections 19, 29, 31 & 32 Private Park designation for open space, Sections 29 & 31 ITC corridor listed as Utilities, and proposed Legacy Parc and Provincial Glades donation areas depicted for Public Parks.

City Clerk
File Copy

MASTER PLAN 1967

NOVI
OAKLAND COUNTY, MICHIGAN



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CITY OF
NORTH V ILL

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9 MILE R

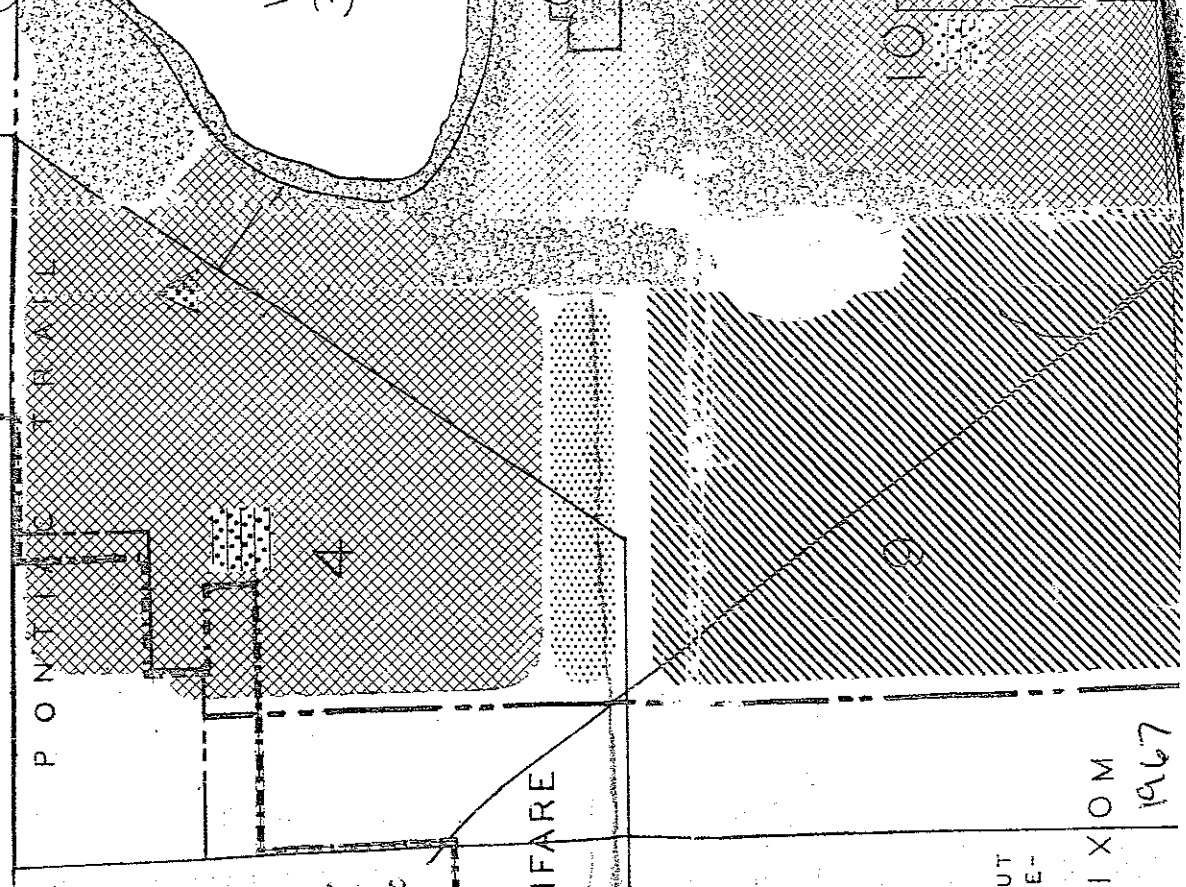
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











1967

N

GENERAL DEVELOPMENT PLAN INCORPORATED AREA OF NOVI OAKLAND COUNTY, MICHIGAN



LEGEND

-  RESIDENTIAL- R-1-F & R-1-E 1.6 D.U./AC.
-  RESIDENTIAL- R-1-H & F-1-S 3.0 D.U./AC
-  RESIDENTIAL- R-1-A & P-1 4.6 D.U./AC
-  RESIDENTIAL- R-2 6.0 D.U./AC.
-  RESIDENTIAL- R-2-A R-3 & R-4 12-15 D.U./AC
-  CIVIC AND BUSINESS CENTER
-  COMMERCIAL-NEIGHBORHOOD & THOROUGHFARE
-  INDUSTRIAL RESEARCH & ENGINEERING
-  COMMUNITY OPEN SPACE
-  NEIGHBORHOOD OPEN SPACE
-  EXISTING SCHOOLS
-  CEMETERIES REGIONAL CENTER
-  MUNICIPAL CENTER

THESE VARIOUS SYMBOLS DO NOT PIN POINT DEFINITE LOCATIONS BUT INDICATE THE NEED AND GENERAL DISTRIBUTION OF THE VARIOUS ELEMENTS OF THE PLAN.

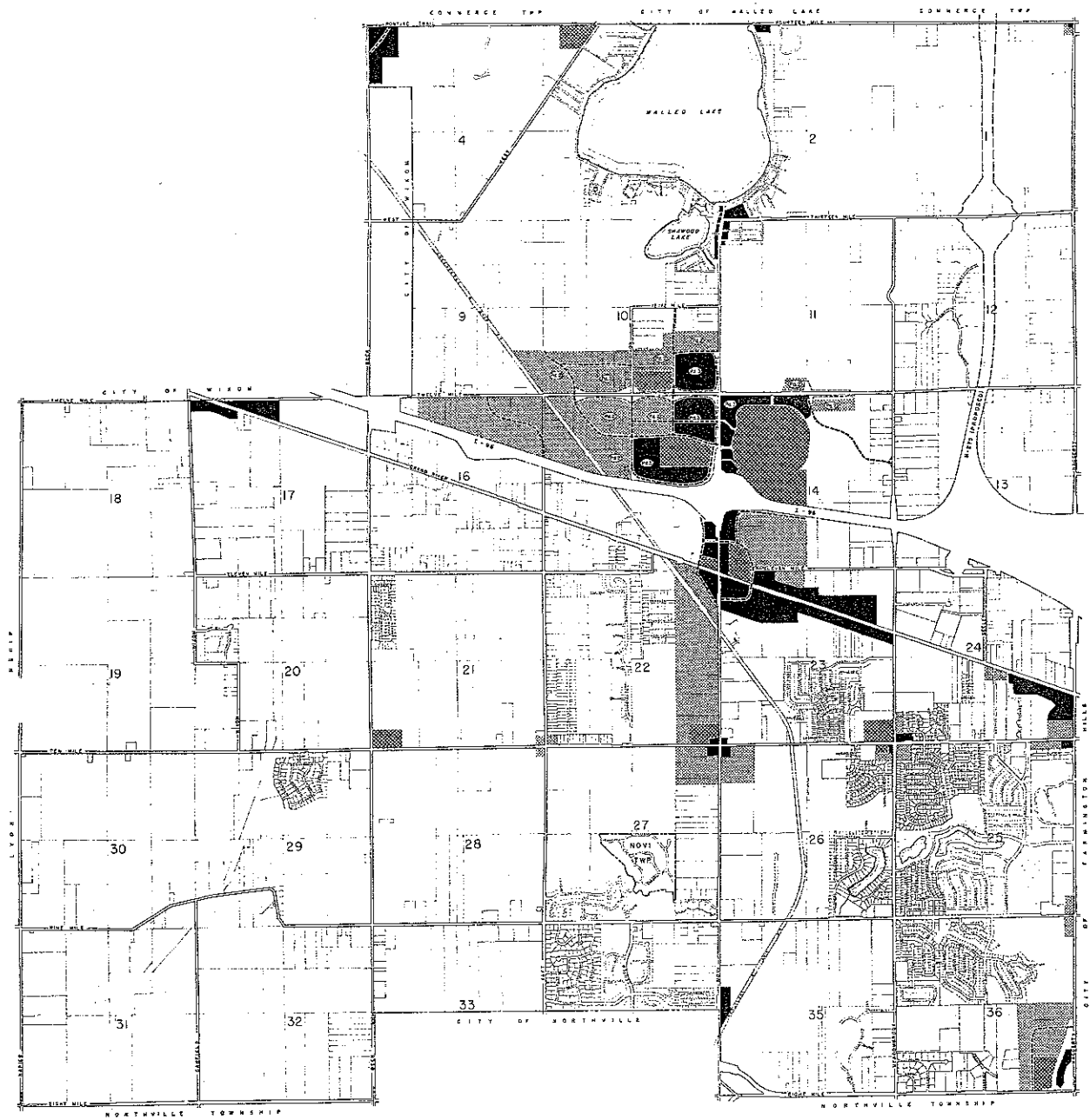
CITY OF WIXOM
1967

MASTER PLAN FOR LAND USE
A GUIDE FOR THE LONG-RANGE
PHYSICAL DEVELOPMENT OF NOVI, MICHIGAN

PREPARED FOR:
NOVI PLANNING BOARD

PREPARED BY:
VILICAN-LEMAN & ASSOCIATES, INC.
COMMUNITY PLANNING CONSULTANTS
29621 NORTHWESTERN HIGHWAY
SOUTHFIELD, MICHIGAN 48034

OCTOBER 1980



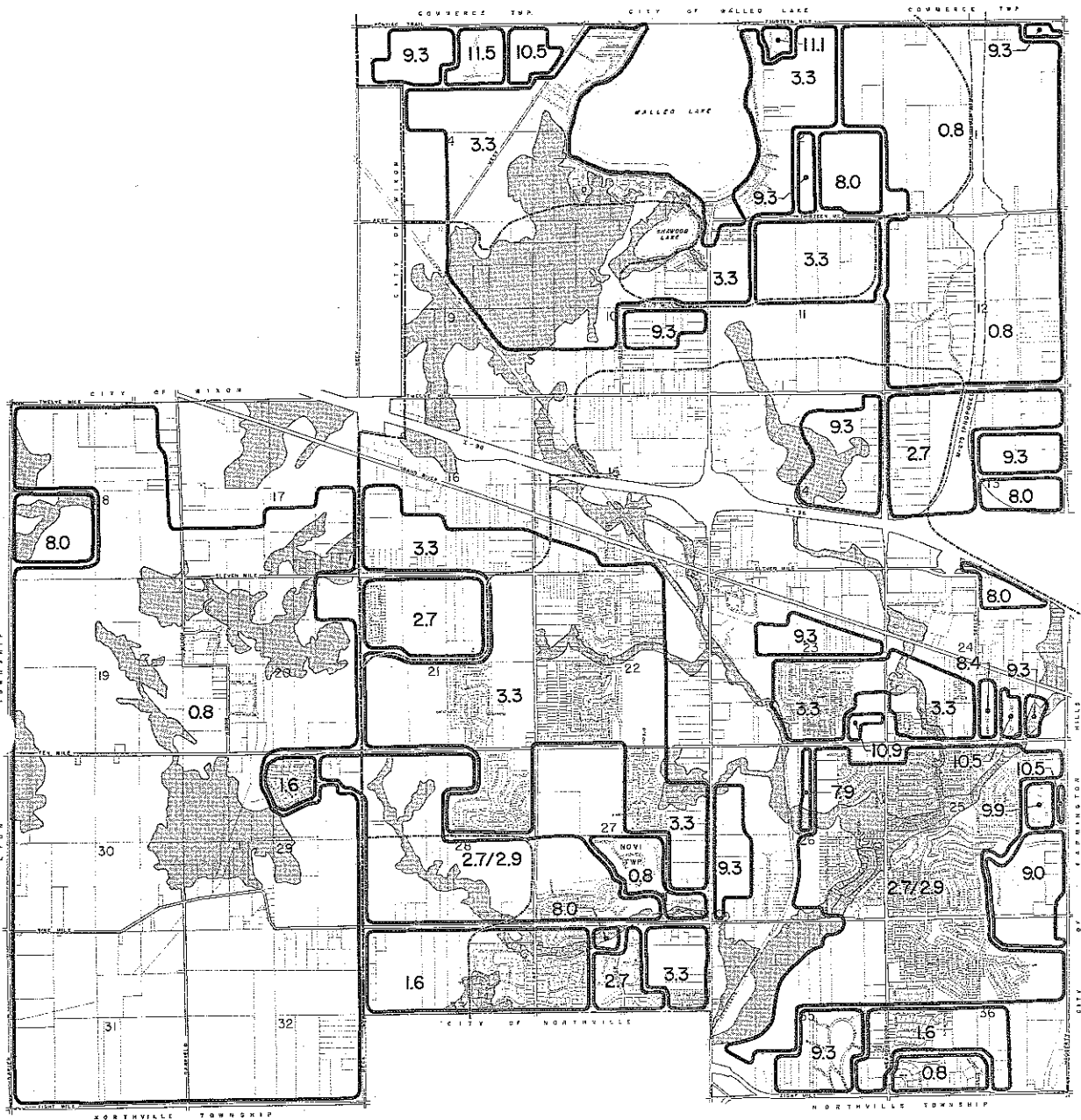
[Pattern] OFFICE
 [Pattern] CENTER COMMERCIAL
 [Pattern] NON CENTER COMMERCIAL
 (P4) PLANNED DEVELOPMENT OPTION AVAILABLE WHERE DESIGNATED



COMMERCIAL AREAS PLAN
 CITY OF NOVI MICHIGAN

villican-lemon & associates inc.
 community planning consultants

1980



- DWELLING UNITS PER ACRE
- CURRENT SANITARY SEWER SERVICE AREA
- POTENTIAL SANITARY SEWER SERVICE AREA
- FLOODWAY & WETLAND AREAS



RESIDENTIAL DENSITY PATTERNS
CITY OF NOVI MICHIGAN

vilcan-jeman & associates inc.
community planning consultants

1980

The bulk of anticipated commercial and office growth is proposed on the Commercial Areas Plan to take place near the geographical center of Novi. Growth for the most part is tied to existing commercial areas including the Twelve Oaks Mall and the Novi Road/Grand River Avenue commercial areas. Another critical factor influencing future commercial and office growth in these areas is accessibility.

Other commercial and office development is proposed for particular areas throughout the City. Some of these areas are intended to serve the specific convenience commercial needs of the area in which they are located.

Center Commercial Areas

Eight center commercial sites are proposed on the Commercial Areas Plan. Of the eight sites, three are expected to be comparison oriented centers. Five are intended to serve as convenience centers.

The three comparison centers would be located as follows:

- Novi Road/I-96 interchange area.
- Eight Mile Road/Haggerty Road area.
- Novi Road/Ten Mile Road area.

The five convenience commercial centers would be located as follows:

- West Road/Pontiac Trail.
- Beck Road/Ten Mile Road.
- Twelve Mile Road/Dixon Road.
- Novi Road/Grand River Avenue area.
- Ten Mile Road/Meadowbrook Road.

The convenience commercial center proposed for the Twelve Mile Road/Dixon Road area is intended to serve the convenience shopping needs of employees in offices proposed for the areas around the designated center. Demand determinants for this particular center should not be felt until substantial office development has taken place in the area. It is possible that commercial outlets on the ground floors of multiple storied office buildings in the area could supplant the need for a convenience commercial center in the designated area.

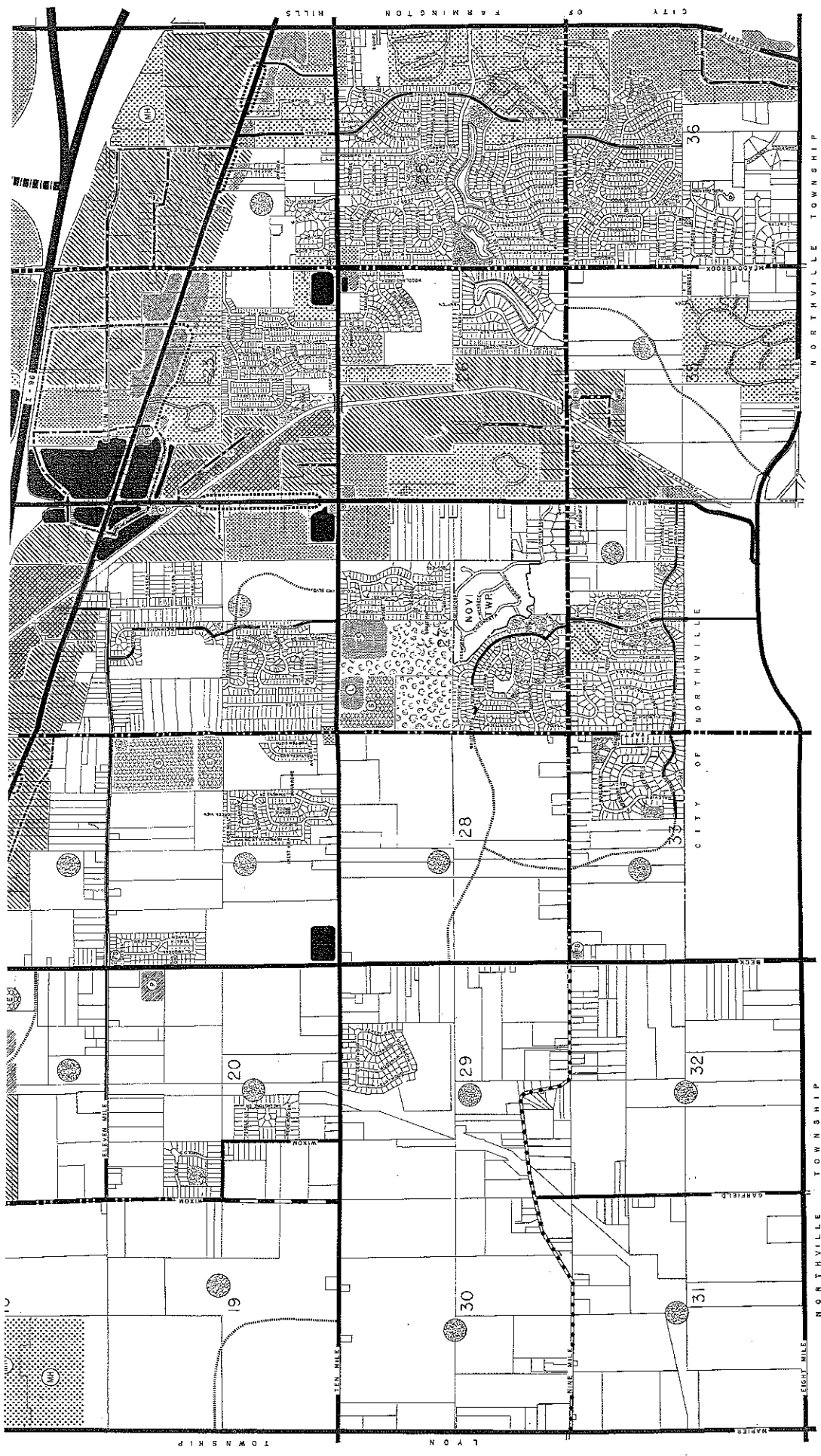
Of the five convenience commercial centers designated on the Plan, only one, the Meadowbrook Road/Ten Mile Road site, exists.

Non-Center Commercial Areas

Non-center commercial land use is proposed on the Commercial Areas Plan at much the same locations as they presently exist.

1980

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MASTER PLAN FOR LAND USE
CITY OF NOVI, MICHIGAN

BRANDON M. ROGERS & ASSO. S. P. C.
 community planning consultants
 REVISED TO: JANUARY 17, 1965
 NOVEMBER, 1960

MASTER PLAN

**CITY OF NOVI
MICHIGAN**

January 1988

**Brandon M. Rogers & Associates, P.C., Planning Consultant
in association with Barton-Aschman Associates, Inc.**

Currently, there is one elderly housing facility in the City - Senior House, a new 112 unit congregate care establishment on West Road south of Pontiac Trail.

There are three pending proposals for senior citizen housing:

1. Westminster Village, west side of Haggerty Road between Ten Mile and Nine Mile Road.
2. South Pointe, south side of South Lake Drive between Novi Road and West Road.
3. Pineview Adult Condominiums, west side of Novi Road, between Nine Mile and Ten Mile Roads.

Considering housing purchase or rental costs, there is an increasing concern for more affordable housing for the elderly. Alternative means to achieve such housing should be further explored and strategies developed for financing.

Future Housing Mortgage Trends

With increasing mortgage interest rates in Fall of 1987, the biggest impact is on residential housing. Purportedly a one percentage point or more knocks out a part of the market that does not qualify for mortgage.⁹ Principal impact is on sales of "starter" homes and modestly priced housing. Availability of adjustable mortgages will soften rising interest rate's impact. The new tax law has also discouraged investment shelters in multiple housing developments. Warning signs in health of the home building industry would be steep discounts in home prices and offers to subsidize interest rates through "creative financing."

Implementation

To implement goals and objectives of the Housing & Density Study, several amendments to the City's Zoning Ordinance and Master Plan have been effected and other revisions proposed. In early 1987, densities for RM-1, RM-2, and

⁹The Wall Street Journal, October 9, 1987, p.6.

RM-1/PD-1 were reduced in the City's Zoning Ordinance. As reference, these changes are reflected in Table 18 which show the new standards and the former standards. Exempted from the density and maximum percent of dwelling unit types were senior citizen housing which is regulated under the SCH special land use Ordinance provisions.

Further, multiple dwelling and cluster housing structures were required to set back further from interior lot lines (75' vs. 30') and provide at least a 45 degree building orientation to such lines.

Also in 1987 densities for cluster housing were reduced to those for conventional single family detached homes (e.g., 3.3 units per acre in R-4 zones). In October 1987 similar reductions to these densities was effected for Open Space Subdivisions and Residential Unit Developments (RUD). Pending are further amendments to introduce Open Space Subdivision and RUD options into the R-A District classification.

In September 1987, the City Planning Commission initiated a series of area-wide rezonings to apply lower residential density district classifications in outlying parts of City with limited City infrastructure and services, reflecting on the City's Philosophy Statement to guide residential development having a distinct character and recognizing creative use of natural features.

The net effect of these Ordinance changes is to lower densities City-wide and encourage more spacious housing sites. Through this policy preservation of woodlands, wetlands and other environmental resources is expected to be furthered and the City's Philosophy Statement followed.

Summary

The present state of housing development in City of Novi reflects a strong market for single family detached home subdivision development and apartment and condo units. Little vacant multiple family zoned or Master Plan designated property remains. Possible new PUD and residential unit developments may occur. Most of the 47 percent of the City's vacant residentially zoned area is currently planned for low density housing and, based upon the proposed Residential Density Plan, would accommodate about 12,303 dwelling units.

TABLE 18

ZONING DISTRICT DENSITIES
CITY OF NOVI, MICHIGAN

Zoning District	Permitted Stories	Dwelling Unit Size (Bedrooms)	Room Count	Maximum Density DU's/gross acre		Maximum Percent of Dwelling Units	
				New Ordinance	Former Ordinance	New Ord.	Former Ord.
R-A	2-1/2	-	-	0.8	1.0 (1 acre)	-	-
R-1	2-1/2	-	-	1.65	1.65 (1/2 acre)	-	-
R-2	2-1/2	-	-	2.0	2.0 (18,000 sq.ft.)	-	-
R-3	2-1/2	-	-	2.7	2.7 (12,000 sq.ft.)	-	-
R-4	2-1/2	-	-	3.3	3.3 (10,000 sq.ft.)	-	-
RT	2-1/2	-	-	4.8	4.8 (7,500 sq.ft.)	-	-
RM-1	1, 2 (35' max.)	Efficiency	1	21.8	28.1	5%	10%
		1 BR	2	10.9	14.1	20%	-
		2 BR	3	7.3	9.4	-	-
		3+ BR	4	5.4	7.0	-	-
RM-2, RM-1/ PD-1	3, 4, 5, (65' max.)	Efficiency	1	62.2	-	10%	-
		1 BR	2	31.1	48.4	33%	-
		2 BR	3	20.7	32.3	-	-
		3+ BR	4	15.6	24.2	-	-

*Ordinance No. 84-18. Compilation by Brandon M. Rogers & Associates, P.C., November 1987.

More specifically, based upon the proposed density plan and assumption of likely housing types, it is forecast that the following housing mix under the ultimate holding capacity for the City would be:

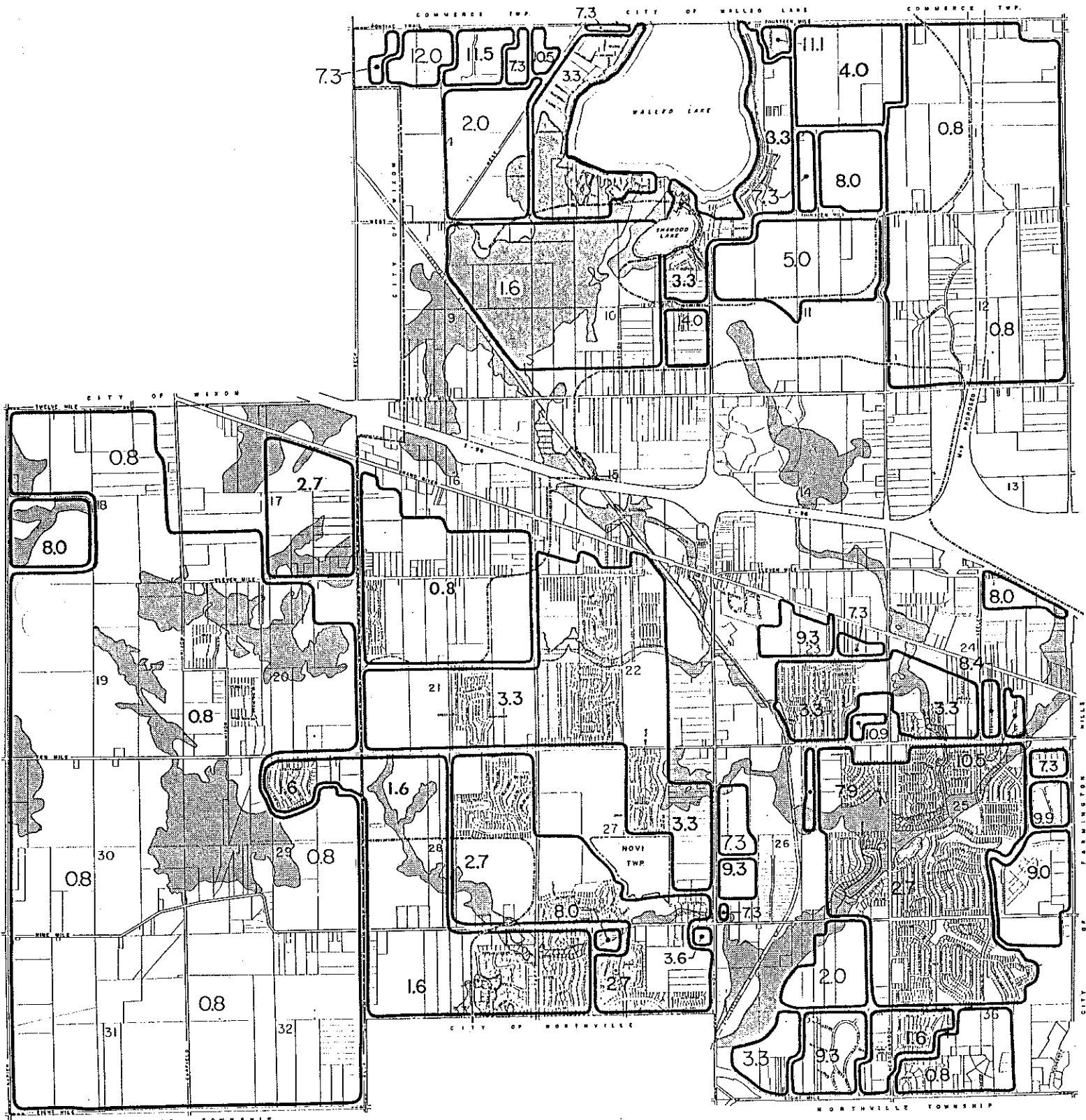
Single family detached houses	- 13,307 (46.4%)
Multiple dwelling units	- 13,376 (46.6%)
Mobile home units	- <u>2,000 (7.0%)</u>
Total	28,683 (100.0%)

It might be noted that based upon (1) the present existing mix of 4,997 single family homes and 5,960 multiple and mobile home units, and (2) the current (1987) projects for 1,641 new single family lots in proposed subdivisions and for 3,837 condo and apartment units, it may be seen that single family homes, not counting Sandstone PUD's single home detached condo units, would comprise about 40 percent of total housing stock.

The Housing and Density Plan reflects a concerted effort to plan a variety of residential densities in the City compatible with available and expected infrastructure, established development patterns and City woodland/wetland protection policies. Further, the Plan provides for a basis for graduated lowering of densities from central parts of City to outlying parts of the City. This partial "concentric ring" theory supports transitional land use planning objectives and deters leap frog development. The overtaxing of roads with vehicular traffic especially those that are unpaved, the allowance of high density developments in outlying areas that may cause increased land assessments for adjacent properties, and untimely utility requirements seems unwise. A planned residential environment, reserving areas for home sites of varying sizes and style, while preserving the natural beauty and resources of the City, seems highly advisable. This is the recommendation of the Housing and Density Plan.

Novi is a balanced community with all types of housing accommodation, more so than most Oakland County localities. Its appearance today is one of

well kept, spacious single family subdivision and new apartment/condo developments. While recent survey statistics reveal that multiple housing units and mobile home units comprise 55 percent of all City dwelling units (1986), they occupy only 3.6 percent of City's land area (736 acres) versus the area used for single family home use of 2,193 acres (10.7 percent). In truth, Novi has housing opportunities for all life styles and seeks to maintain high quality development standards to assure quality, well designed housing facilities.



- 00 DWELLING UNITS PER ACRE
- CURRENT SANITARY SEWER SERVICE AREA
- POTENTIAL SANITARY SEWER SERVICE AREA
- FLOODWAY & WETLAND AREAS

1988



RESIDENTIAL DENSITY PATTERNS CITY OF NOVI MICHIGAN

BRANDON W. ROGERS & ASSOCIATES, P.C.
community planning consultants

MASTER PLAN FOR LAND USE

CITY OF NOVI

MICHIGAN

June 1993

Brandon M. Rogers & Associates, P.C., Planning Consultant
in association with Birchler Arroyo Associates, Inc.

HOUSING AND DENSITY PLAN

INTRODUCTION

One of the important components of an update of the City's Master Plan for Land Use is an inventory and analysis of past housing trends, existing housing characteristics and future needs. The City is currently experiencing a variety of new single family subdivisions, and site condominiums, apartment projects and townhouse developments which will continue to offer a variety of choice to city residents.

As one reviews housing needs, one will need to be aware of the concerns and views of the City of Novi as expressed in the City's Philosophy Statement.³ Concerns of residents, merchants and developers were considered. The statement's references to housing were:

"We will make every effort to preserve our water courses and wetlands, to guard our air and soil from contamination, to protect our natural woodlands, to save as many trees as possible in any type of development, and to plant still more trees along our streets and throughout the City for future generations.

We see room in our community for all types of housing. Despite the urbanization which is to some extent inevitable, we believe there is still room for small farms and large residential lots. It is our commitment to plan and provide for these types of residential uses for a long period of time into the future.

To minimize any possible harm to the integrity of our residential neighborhoods, we propose to centralize nonresidential uses in specific sections of the City. Where distance between residential and nonresidential uses cannot be achieved, our intention is to soften the effect on the residential uses through barriers, buffering, or beautification requirements. In rare instances where it is necessary for the convenience of residents to have commercial services integrated with residential uses, the utmost care must be taken in the placement and intensity of the foreign use."

As was set forth in the Goals and Objectives chapter, objectives to achieve the above Goals were to:

- Review and revise (if necessary) the Residential Areas Density Plan of the Master Plan. Specifically, the distribution of lot sizes and types and housing densities shall be considered in relation to existing conditions, housing demand and development trends, ability to preserve natural resources, sewer capacity, traffic congestion,

³ City of Novi, Philosophy Statement, op. cit.

recreation, and eventually planned size of the City's population.

- Establish a maximum population holding capacity for City which recognizes the need to provide single family and multiple housing neighborhoods with spaciousness and low density housing, and to avoid overcrowding residential areas with housing where existing or proposed feasible infrastructure cannot support such development.
- Guide residential development having a distinct character which sets apart, or identifies, that development as unique in the City of Novi. For example, creative use during development plan review of natural features, landscaping, site layout and architecture are factors which could contribute to establishing such a unique character.
- Improve living amenities in residential neighborhoods through high standards of housing design and construction, privacy and quiet, and access to usable recreation open space.
- Encourage development of all types of single family housing while assuring that the zoning is compatible with environmental conditions.
- Promote the maintenance of residential areas in sound condition and rehabilitation of older residential neighborhoods.

It will be the intent of this study to review past, existing and future housing needs. The future housing needs will be addressed through the establishment of planning areas that will be evaluated as to housing capacity. This will provide the establishment of a cap for each area for population as well as housing units.

The expected type of housing will also be studied to determine dwelling unit requirements as they relate to senior citizens.

HOUSING TRENDS

On Table 11 are listed the top ten communities in the seven county Southeast Michigan region regarding residential construction permits during 1992. Among the top ten, the City of Novi ranked first for total permits (941) for all types of housing, first for single family detached homes (456), and second to Clinton Township for multi-family units (491). This evidenced strength in the housing construction sector is expected to continue strong in 1993.

TABLE 16
 DWELLING UNITS CAPACITIES
 PLANNED RESIDENTIAL NEIGHBORHOODS
 CITY OF NOVI, MICHIGAN*

Planning Area	Total Dwelling Unit Capacity	Existing Dwelling Units	Planned Future Dwelling Units	Total Existing and Planned Dwelling Units	Remaining Capacity (Dwelling Units) ^a
1	1,924	1,154	1,104	2,258	-
2	516	56	-	56	460
3	3,576	1,708	661	2,369	1,207
4	960	194	-	194	776
5	1,193	-	1,193	1,193	-
6	2,570	838	174	1,012	1,558
7	1,725	783	302	1,085	640
8	1,138	546	53	599	539
9	2,445	1,578	77	1,655	790
10	3,131	2,773	56	2,829	302
11	2,499	2,155	366	2,521	-
12	854	820	-	820	34
13	1,798	1,068	157	1,225	573
14	1,926	207	669	876	1,050
15	958	245	196	441	517
16	90	90	-	90	-
TOTAL	27,303	14,215	5,008	19,223	8,446

* Computations by Brandon M. Rogers & Associates, P.C., May 1993.

a. Attainment of proposed densities is subject to actual site characteristics. From experience, densities could be up to 10 percent less owing to parcel and lot size variations. Only planned residential areas included. Some residences exist in non-residential planned areas.

SUMMARY

The present state of housing development in City of Novi reflects a strong market for single family detached home subdivision development and apartment and condo units. Little vacant multiple family zoned or Master Plan designated property remains. Possible new PUD and residential unit developments may occur. Most of the 77 percent of the City's vacant residentially zoned area is planned for low density housing and, based upon the proposed Residential Density Plan, would accommodate about 9,200 additional dwelling units over those existing and expected to be built as pending in December 1991 (Table 12).

TABLE 17

ZONING DISTRICT DENSITIES CITY OF NOVI, MICHIGAN

Zoning District	Permitted Stories	Dwelling Unit Size (Bedrooms)	Room Count	Zoning Ordinance Maximum Density DU's/ gross acre	Maximum Percent of Dwelling Units
R-A	2½	-	-	0.8	-
R-1	2½	-	-	1.65	-
R-2	2½	-	-	2.0	-
R-3	2½	-	-	2.7	-
R-4	2½	-	-	3.3	-
RT	2½	-	-	4.8	-
RM-1	1, 2 (35' max.)	Efficiency	1	21.8	5%
		1 BR	2	10.9	20%
		2 BR	3	7.3	-
		3+ BR	4	5.4	-
RM-2,	3, 4, 5,	Efficiency	1	62.2	10%
RM-1/ PD-1	(65' max.)	1 BR	2	31.1	33%
		2 BR	3	20.7	-
		3+ BR	4	15.6	-

* Ordinance No. 84-18, as amended. Compilation by Brandon M. Rogers & Associates, P.C., March 1993.

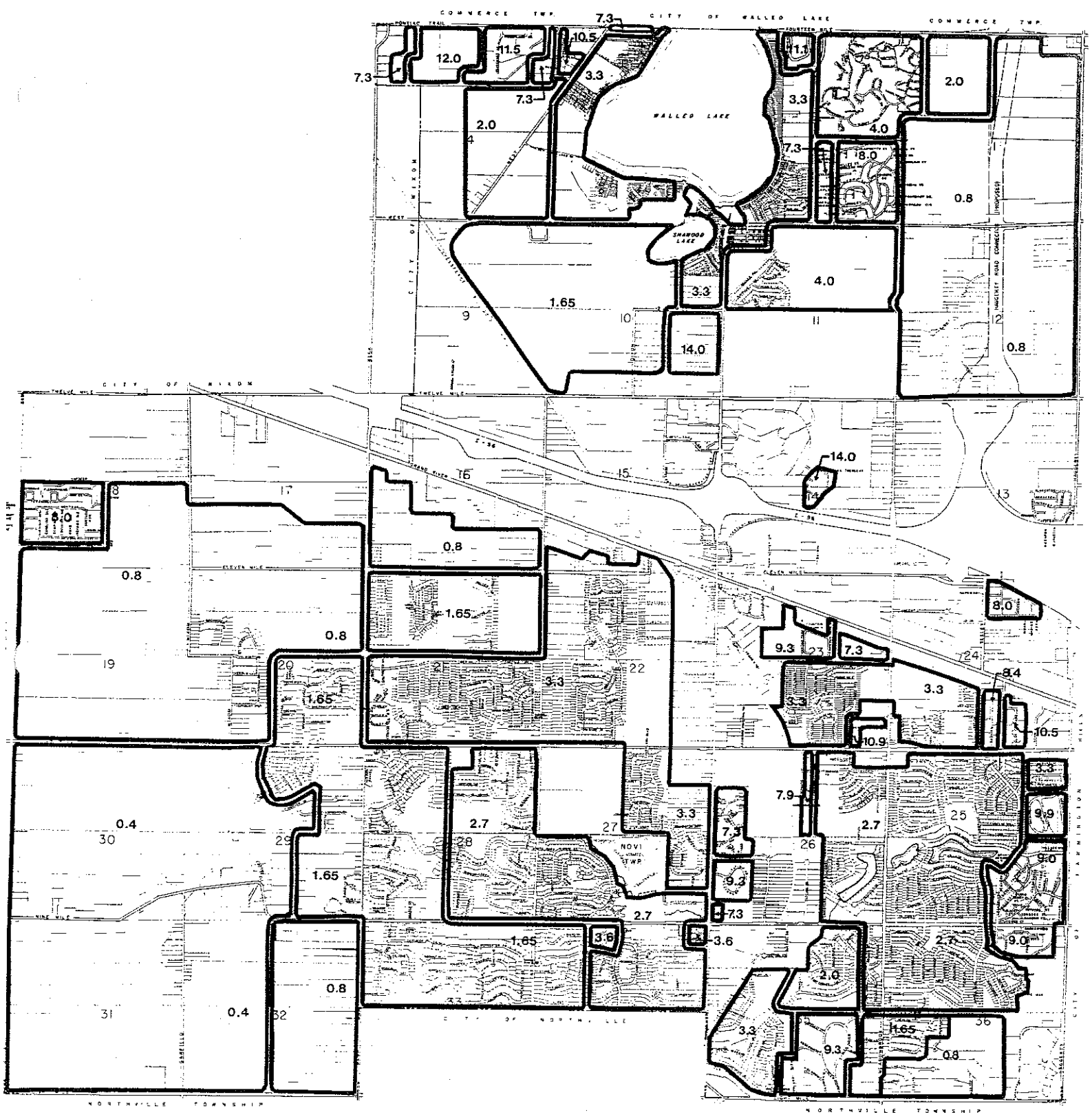
More specifically, based upon the proposed density plan and assumption of likely housing types, it is forecast that the following housing mix under the ultimate holding capacity for the City would be:

Single family detached houses	17,700 (60.8%)
Multiple dwelling units	9,200 (31.6%)
Mobile home units	<u>2,200 (7.6%)</u>
	29,100

It might be noted that upon (1) the present existing mix of 6,546 single family homes, 6,187 multiple and 1,856 mobile home units, and (2) the current (1991-1992) projects for 2,701 new single family lots in proposed subdivisions and 2,585 multiple dwelling condo and apartment units, it may be seen that single family homes would comprise about 46.5 percent of total housing stock, multiple dwellings-44.1 percent, and mobile homes-9.4 percent. The trend to increasing percentage of single family detached homes is expected to continue.

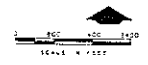
The Housing and Density Plan reflects a concerted effort to plan a variety of residential densities in the City compatible with available and expected infrastructure, established development patterns and City woodland/wetland protection policies. Further, the Plan provides for a basis for graduated lowering of densities from central parts of City to outlying parts of the City. This partial "concentric ring" theory supports transitional land use planning objectives and deters leap frog development. The overtaxing of roads with vehicular traffic especially those that are unpaved, the allowance of high density developments in outlying areas that may cause increased land assessments for adjacent properties, and untimely utility requirements seems unwise. A planned residential environment, reserving areas for home sites of varying sizes and style, while preserving the natural beauty and resources of the City, seems highly advisable. This is the recommendation of the Housing and Density Plan.

Novi is a balanced community with all types of housing accommodation, more so than most Oakland County localities. Its appearance today is one of well kept, spacious single family subdivision and new apartment/condo developments. In truth, Novi has housing opportunities for all life styles and seeks to maintain high quality development standards to assure quality, well designed housing facilities.



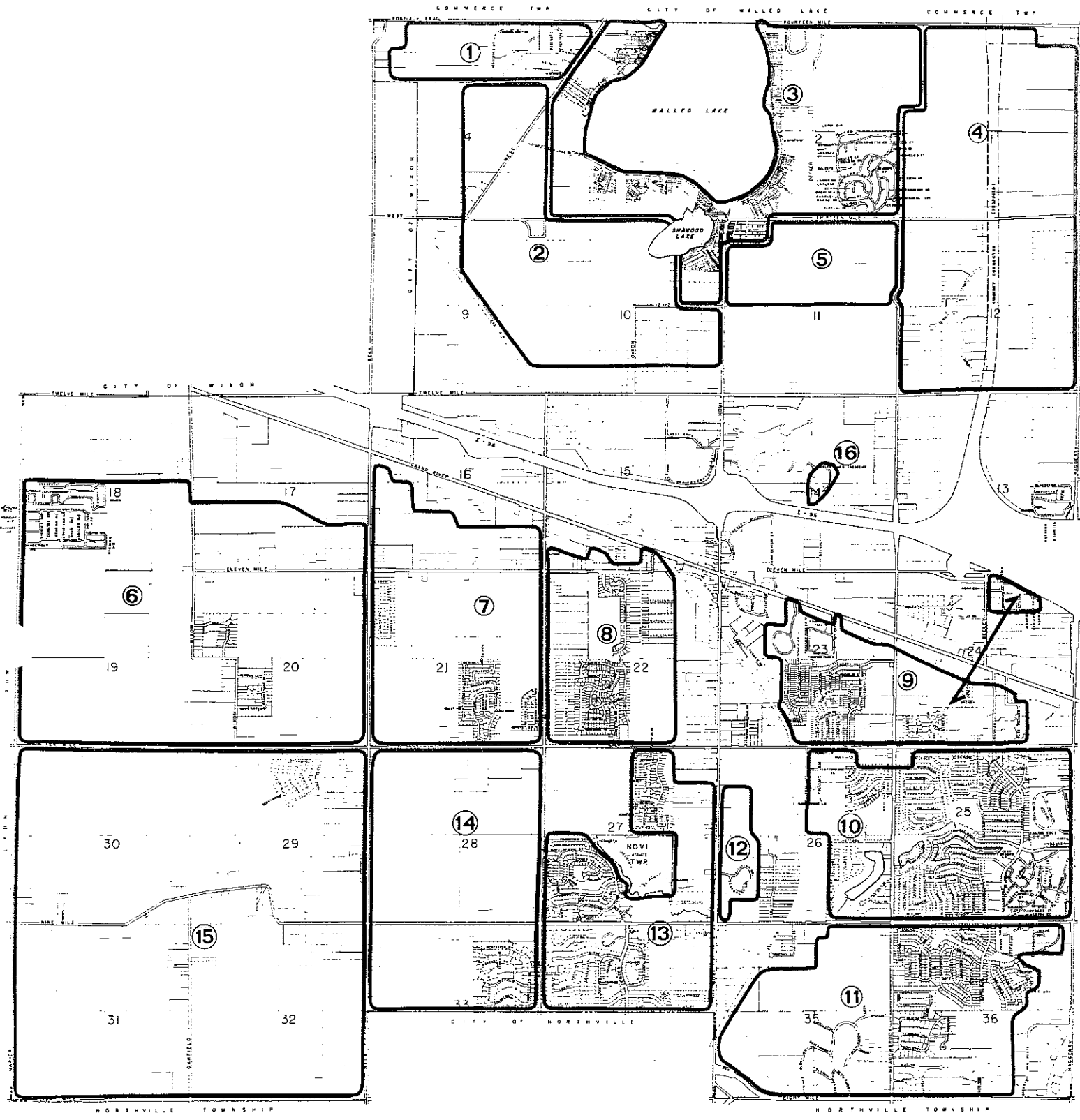
0.0 DWELLING UNITS PER ACRE

1993



RESIDENTIAL DENSITY PATTERNS
CITY OF NOVI MICHIGAN

BRANDON M. ROGERS & ASSOCIATES, P.C.
community planning consultants



00 PLANNING AREA CODE NUMBER

1993



MAY 1993

RESIDENTIAL PLANNING AREAS
CITY OF NOVI MICHIGAN

BRANDON M. ROGERS & ASSOCIATES, P.C.
community planning consultants

Other retail categories which have registered a net inflow of sales in the City are Furniture, Home Furnishings, and Appliance Stores, Eating and Drinking Places, Drug Stores and Related Proprietary Establishments, Gasoline Service Stations and Building Materials, Hardware and Garden Supply Stores. It should be noted that many of the above items may be sold in General Merchandise stores and the sales levels are somewhat understated.

The fact that there are few food stores in the City caused a net loss of potential retail sales (\$4,341,000) in 1987 in the Food Store category. The net loss in sales for Automotive Dealers and Gasoline Service Stations categories in the 1970-1982 period was reversed to a net gain in the 1982-1987 period.

Other trend data analysis for certain census years reveals increasing strength of the Building Materials, Hardware and Garden Supply Stores; Apparel and Accessory Stores; Furniture, Home Furnishings and Appliance Stores; Eating and Drinking Places; and Drug Stores and Proprietary Stores.

In total, the City with its strong retail sector and many shopping centers had in 1987 a cumulative net gain of actual retail sales over potential retail sales of \$345,387,000. It will be of interest to see the data from the 1992 Census of Retail Trade when available. Without question, the advent of several major modern shopping centers in the City has resulted in retail establishments being very competitive in a regional market in most of the Retail Trade categories and in unusually high sales volumes.

Retail Sales/Space Requirements

Analysis was done on estimated retail space needs to serve City's population. Table 36 illustrates potential sales by retail category using 1987 as a base year and considering only purchasing power of the City's resident population. The generated sales of \$173,709,000 could be expected to use 1,013,187 square feet of retail floor space and an equivalent site space of about 116.2 acres. In 1987 there were \$519,096 in actual sales (See Table 36). In 1990, 516 acres of land were used for commercial use. In each retail group - Convenience (Local Business), Comparison (Community Business) and General Business - the City has substantially more land in use than would be needed to serve the City's population. The regional significance of the City's shopping centers distorts conventional planning analysis on future space needs. This is not to say however that the normal market analysis process cannot serve as a statistically

TABLE 35
 POTENTIAL RETAIL SALES/SPACE ANALYSIS
 CITY OF NOVI, MICHIGAN*

Retail Group	Potential Retail Sales ^a (\$1,000)	Retail Sales/ Sq. ft. ^b	Retail Floor Space Supported by City Residents (sq. ft.)	Equivalent Acreage ^d (inc. parking)	Actual Land Use Acres (1986)	
CONVENIENCE (LOCAL BUSINESS)					15.5	58
Food	\$ 30,394	\$359	84,663	9.7		
Drugs	6,541	307	21,306	2.5		
Other Retail ^c	12,970	448	28,951	3.3		
COMPARISON (COMMUNITY BUSINESS)					42.0	245
General Merchandise	24,642	156	157,962	18.1		
Apparel Accessories	8,994	213	42,225	4.8		
Furniture, Home Furnishings and Appliances	8,938	196	45,602	5.2		
Eating/Drinking Places	17,002	140	121,442	13.9		
GENERAL BUSINESS					58.7	213
Automotive	41,447	115	360,409	41.4		
Gasoline Service Station	13,026	121	107,653	12.4		
Building Materials, Hardware, Garden Supply	9,755	227	42,974	4.9		
TOTAL	\$173,709	---	1,013,187	116.2	516	

* Analysis by Brandon M. Rogers & Associates, P.C., March 1993.

a. Based upon Statewide per capita expenditure patterns and estimated 1982 City population.

b. Management Horizons, Chain Store Age Executive, August 1992; Dollars & Cents of Shopping Centers, Urban Land Institute, 1990.

c. Includes liquor, sporting goods, books, stationary, jewelry, hobby/toys, camera/photo, gifts/novelty, luggage/leather goods, florist and sewing/needlework/piece goods stores.

d. Floor space plus 5x multiplier for site improvements.

reliable community planning base to predict future market performance. For local markets, statistical analysis and assumptions on potential spending available for a given geographic area and expected consumer desire to shop in said area (based upon accessibility, available parking and aesthetic attractiveness) can be useful in justifying the decision to develop a specific shopping facility. Existing and planned shopping center sites are addressed below.

1988 Master Plan Recommendation

The City's 1988 Master Plan for Land Use made a firm recommendation to centralize commercial land use in the vicinity of I-96 and Novi Road in the center of the City. Center Commercial and Non-Center Commercial (PD3) areas were planned in an approximate one square mile core area.

Elsewhere in the City smaller planned commercial areas were proposed at:

- Ten Mile Road and Meadowbrook Road
- Ten Mile Road and Novi Road
- Ten Mile Road and Beck Road
- Novi Road at south City limits
- Beck Road at Pontiac Trail
- Pontiac Trail west of West Road
- Fourteen Mile Road at East Lake Drive
- Novi Road at Thirteen Mile Road
- East Grand River between Novi Road and Haggerty Road
- West Grand River east of Wixom Road
- East side of Haggerty Road northerly of Eight Mile Road.

Proposed Commercial Projects

There are new shopping centers and retail business projects planned in the City which should be open in the 1993-94 period. These are:

1. **Oak Pointe Plaza** (51,375 sq. ft.), east side of Novi Road, southerly of Nine Mile Road.
2. **Briarwood Plaza** (30,000 sq. ft.), northeast corner of Ten Mile Road and Beck Road.

3. Several restaurants (i.e., Grady's American Grill, The Olive Garden, Red Robin) along Crescent Boulevard, east of Novi Road; Cooker's south side of 12 Mile Road westerly of Haggerty Road; Fuddrucker's, north side of Grand River Avenue, easterly of Novi Road; and Boston Chicken, southwest corner of Novi Road and Expo Drive.
4. **Novi Auto Mall**, west side of Haggerty Road between Grand River Avenue and Ten Mile Road.
5. **Lou Stanford Lincoln Mercury**, south side of Grand River Avenue, east of Wixom Road.

Other retail projects expected to be developed or started in the 1993-95 period are:

1. **Sandstone PUD** (80,000 sq. ft.), north of Twelve Mile Road, easterly of Novi Road.
2. **Maples of Novi PUD** (60,000 sq. ft. retail, 20,000 sq. ft. office), southeast corner of 14 Mile Road and Decker Road.
3. **Twelve Oaks Mall** (approximately 550,000 sq. ft., of additional space to the 1,200,000 sq. ft. of existing center) at southeast quadrant of Novi Road and Twelve Mile Road.
4. **Main Street complex** in Southeast Quadrant of Town Center at Grand River Avenue and Novi Road.

Future Retail Trade Potential and Space Needs

The City of Novi has a strong Retail Trade sector. New commercial development is planned which will further strengthen the tax and employment base of the City. However, traffic generated from these retail uses will place demands upon City, County and State agencies to upgrade the transportation system. Further, the concentration of many of the retail trade establishments near the I-96/Novi Road intersection based upon the City's Master Plan for Land Use (Map 20) will require special attention. In the final analysis, the City's ability to optimally capture its economic potential becomes a question of whether such items as accessibility, traffic control, parking and urban design and beautification are properly handled by the City, other governmental agencies and commercial developers.

As earlier presented, the City of Novi has a central business district serving not just the City but a large surrounding region. Access to this district is facilitated by a freeway network focusing on the City. Pressures to further intensify this concentration must be carefully weighed so that the attractiveness and functioning of the City as a good place in which to live and shop

is not diminished.

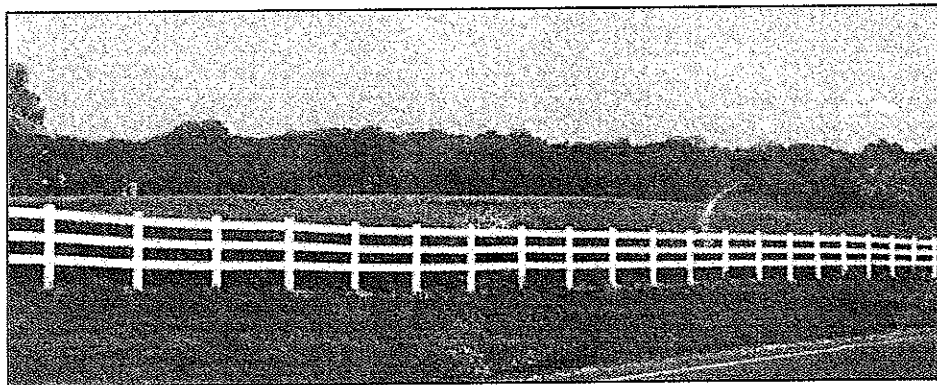
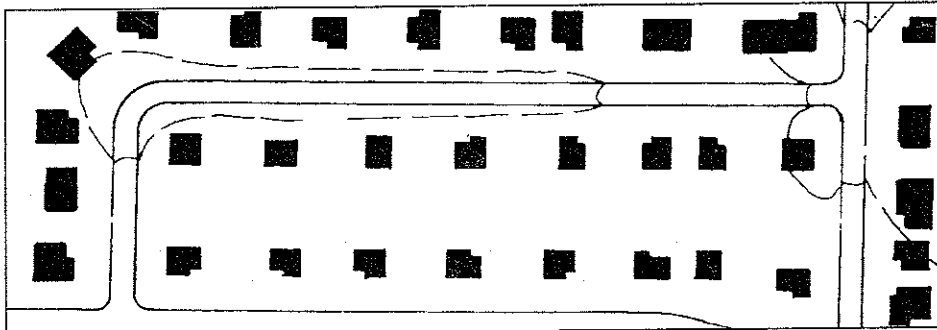
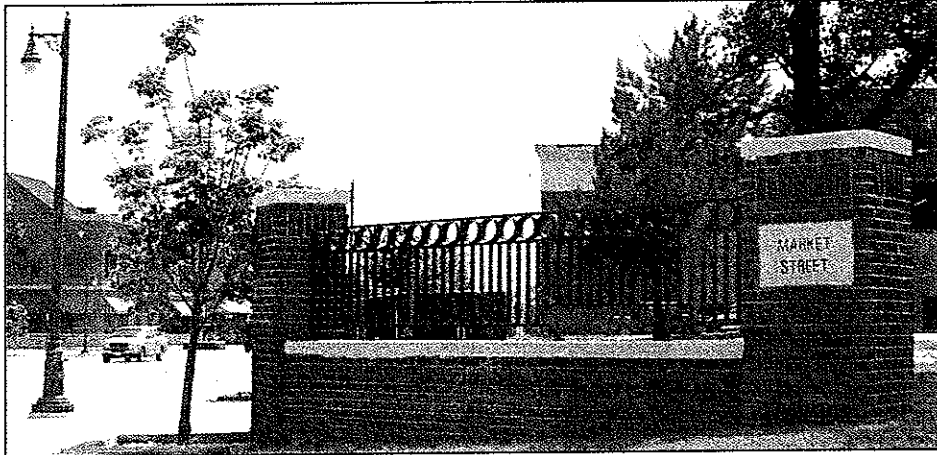
Considering shopping center classification, reference is made to Table 36. It is again evident that the City's major shopping centers (Twelve Oaks, West Oaks I, West Oaks II, Novi Town Center), comprising approximately 2,300,000 sq. ft. of floor space and several department stores, more than meet City residents' future needs.

Several convenience shopping centers exist in the City including convenience-type stores in the major shopping centers. These centers, augmented by the proposed imminent commercial projects noted earlier and future development on planned commercial sites, plus shopping centers near the City (e.g., Meijer's in Northville Charter Township at Haggerty and Eight Mile road, downtown City of Northville, new shopping centers in Commerce Charter Township and the City of Farmington Hills in vicinity of Haggerty and Fourteen Mile Roads, and Meijer's new store on north side of Grand River Avenue, west of Wixom Road in City of Wixom) are planned and intended to provide convenient local business services to City residents in the future.

It is concluded that no new convenience shopping center sites are needed to serve the expected City population by Year 2010. The Ten Mile Road/Beck Road and the Wixom Meijer's shopping center sites are well located to serve the west side of the City and the low density housing expected. The Ten Mile Road/Novi Road and Ten Mile Road/Meadowbrook Road area shopping centers, as well as similar centers along Grand River Avenue and on Novi Road, south of Nine Mile Road, are suitably located to serve the southeast part of City. The planned Sandstone PUD commercial area, the planned Maples of Novi PUD commercial area at southeast corner of Fourteen Mile Road and Decker Road, business along Novi Road south of Thirteen Mile Road, and the commercial sites at Pontiac Trail/West Road and Pontiac Trail/Beck Road serve the north part of City. Finally, as noted earlier, the Twelve Oaks/West Oaks/Novi Town Center complex provides many convenience shopping services. (Refer to Map 20, Master Plan for Land Use, for proposed commercial areas.)

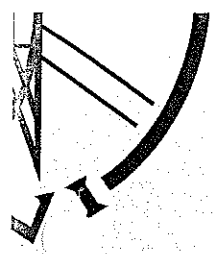
NOVI 2020

Master Plan for Land Use



Prepared by:
City of Novi Planning Commission

Assisted by:
Birchler Arroyo Associates, Inc.

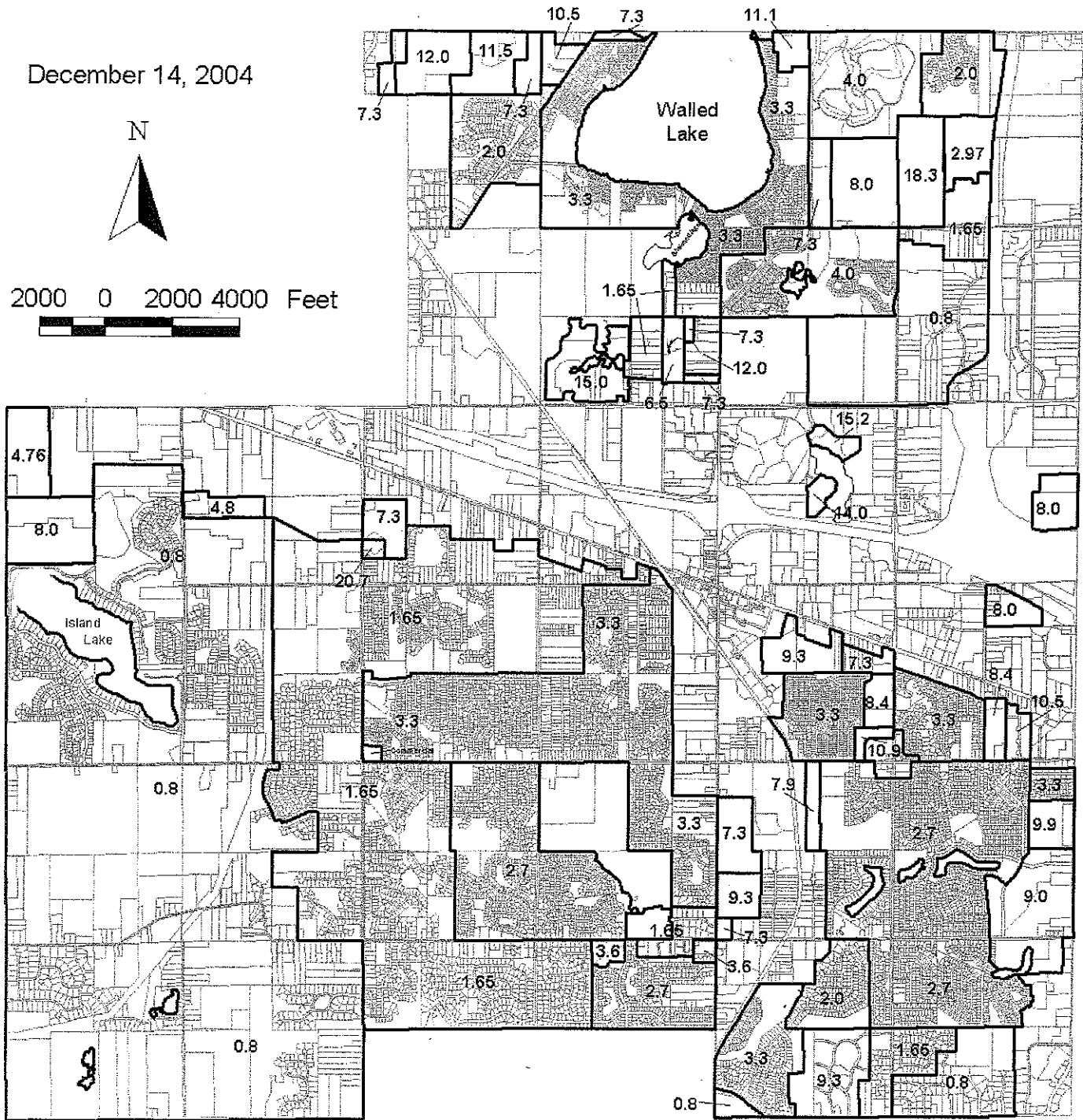


RESIDENTIAL DENSITY PATTERNS

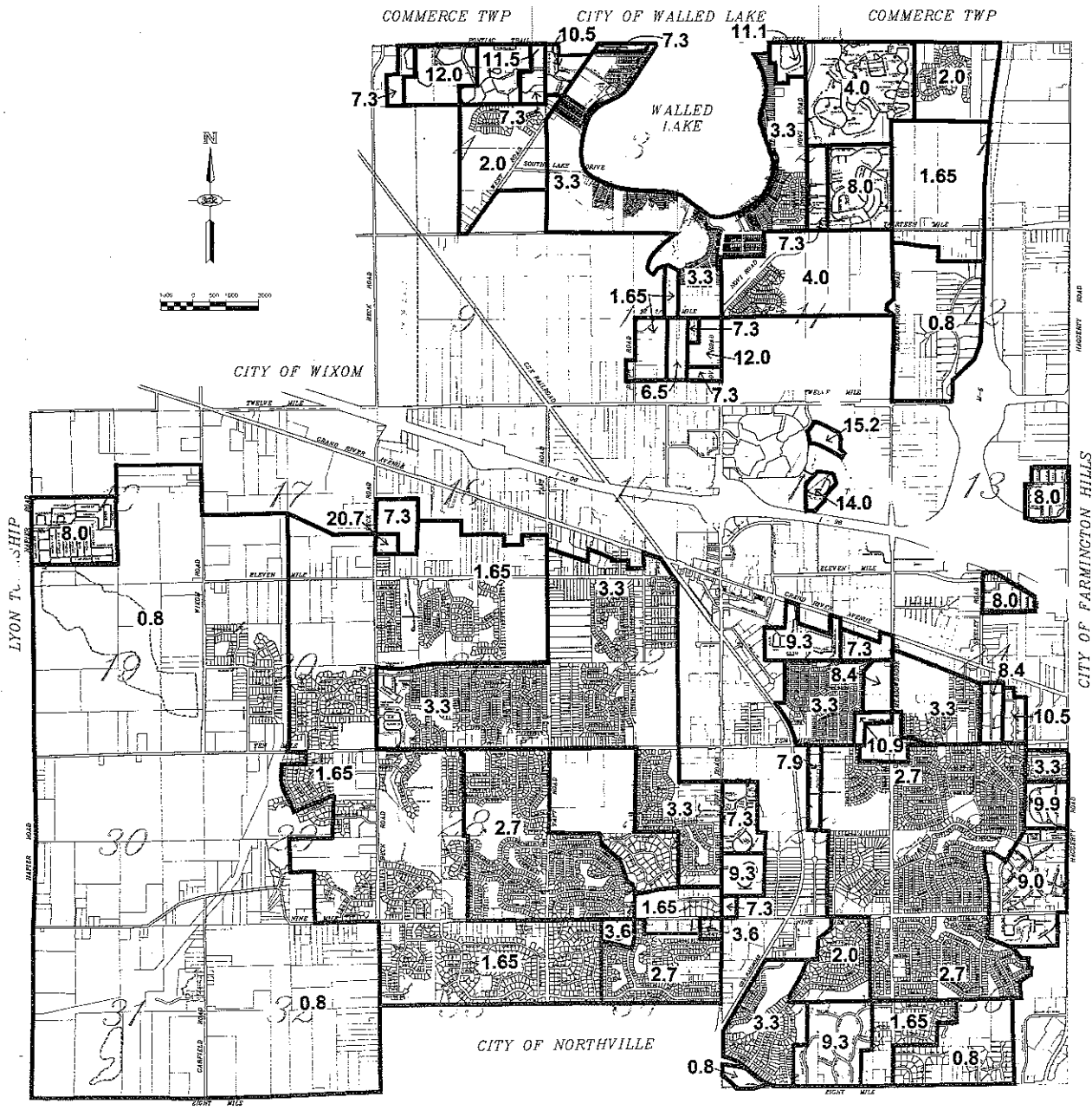
December 14, 2004



2000 0 2000 4000 Feet



2004



CITY OF NOVI

RESIDENTIAL DENSITY PATTERNS

Base Map Prepared by:
JCK & Associates, Inc.



BIRCHLER ABBOTT
ASSOCIATES, INC.

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