



# CITY of NOVI CITY COUNCIL

**Agenda Item P**  
**November 23, 2015**

**SUBJECT:** Approval to expand the scope of the Master Plan for Land Use Contract to include a study of entire Grand River Avenue corridor, including the area west of the Novi Road intersection to Twelve Mile Road/Wixom Road in an amount not to exceed \$23,250.

**SUBMITTING DEPARTMENT:** Community Development *Barb*

**CITY MANAGER APPROVAL:** *[Signature]*

<b>EXPENDITURE REQUIRED</b>	\$ 23,250
<b>AMOUNT BUDGETED</b>	\$ 121,280 (\$77,700 PREVIOUSLY COMMITTED)
<b>APPROPRIATION REQUIRED</b>	\$ 0
<b>LINE ITEM NUMBER</b>	101-807.00-816.000

## BACKGROUND INFORMATION:

On June 8, the City Council approved a contract for professional services with Clearzoning to review the Master Plan for Land Use and to facilitate a Vision Plan, in an amount not to exceed \$77,700. The amount that had been budgeted for the project was \$125,000, but a very reasonable quote was received from Clearzoning that also met the expectations of the Request for Proposals (RFP). The review of the Master Plan for Land Use is underway: the Planning Commission's Master Plan and Zoning Committee has been reviewing information provided to date; a resident survey has been completed; a business survey currently underway; stakeholder meetings have been held; and an Open House was held in October to for additional public participation.

In addition to a complete review and refresh of the Master Plan, the RFP called for:

- Market Analysis of Land Use Needs,
- Future Land Use Plan,
- Build-Out Analysis, and
- Public Participation components

As originally requested and approved, a Corridor Plan for the Grand River Avenue is being prepared for the section of Grand River Avenue from the intersection at Novi Road extending east to Haggerty Road. The Corridor Plan is intended to identify and incorporate community character aspects, seek to promote economic vitality, and help to recognize opportunities for development and redevelopment throughout the study area. A key concept will be to identify opportunities for mixed-use development, consistent with the areas planned for Town Center and Gateway East. Pedestrian-oriented and transit-oriented elements are being reviewed, taking into consideration the recommendations of the Town Center Area Plan.

Following discussions with key stakeholders and business owners along the Grand River Avenue Corridor, including representatives of the Suburban Collection Showplace and the

Michigan State Fair, City staff and our consultants learned about potential investments and redevelopment activities that are on the drawing board and under discussion by these key property owners extending west from the Suburban Collection Showplace. It would make sense at this time for the Planning Commission to carefully review the entire Grand River corridor as a part of the Master Plan Review and Update in order to identify appropriate land uses, community character aspects, and economic development opportunities for the full length of Grand River in advance of reviewing the anticipated development plans. Extending the Corridor study west from Novi Road to the western City limits at Twelve Mile/Wixom Road, will allow the planning process to incorporate findings for this key area of the City in the 5- year planning process.

The attached quote from Clearzoning indicates that with the additional 3.1 miles of study area added to Novi's total 5.2 mile long Grand River Avenue corridor, an additional \$23,250 will be needed to complete the work, including participation from Grissim Metz (Planners and landscape architects) and the Chesapeake Group (marketing surveys and assessments). The core Town Center Area (near Grand River and Novi Road) was studied in detail in 2014, and the findings of that study will be incorporated in the Grand River Avenue Corridor Plan.

**RECOMMENDED ACTION:** Approval to expand the scope of the Master Plan for Land Use Contract to include a study of entire Grand River Avenue corridor, including the area west of the Novi Road intersection to Twelve Mile Road/Wixom Road in an amount not to exceed \$23,250.

	1	2	Y	N
<b>Mayor Gatt</b>				
<b>Mayor Pro Tem Staudt</b>				
<b>Council Member Burke</b>				
<b>Council Member Casey</b>				

	1	2	Y	N
<b>Council Member Markham</b>				
<b>Council Member Mutch</b>				
<b>Council Member Wrobel</b>				

PROJECT AREA MAP

EAST PORTION AS IDENTIFIED FOR STUDY

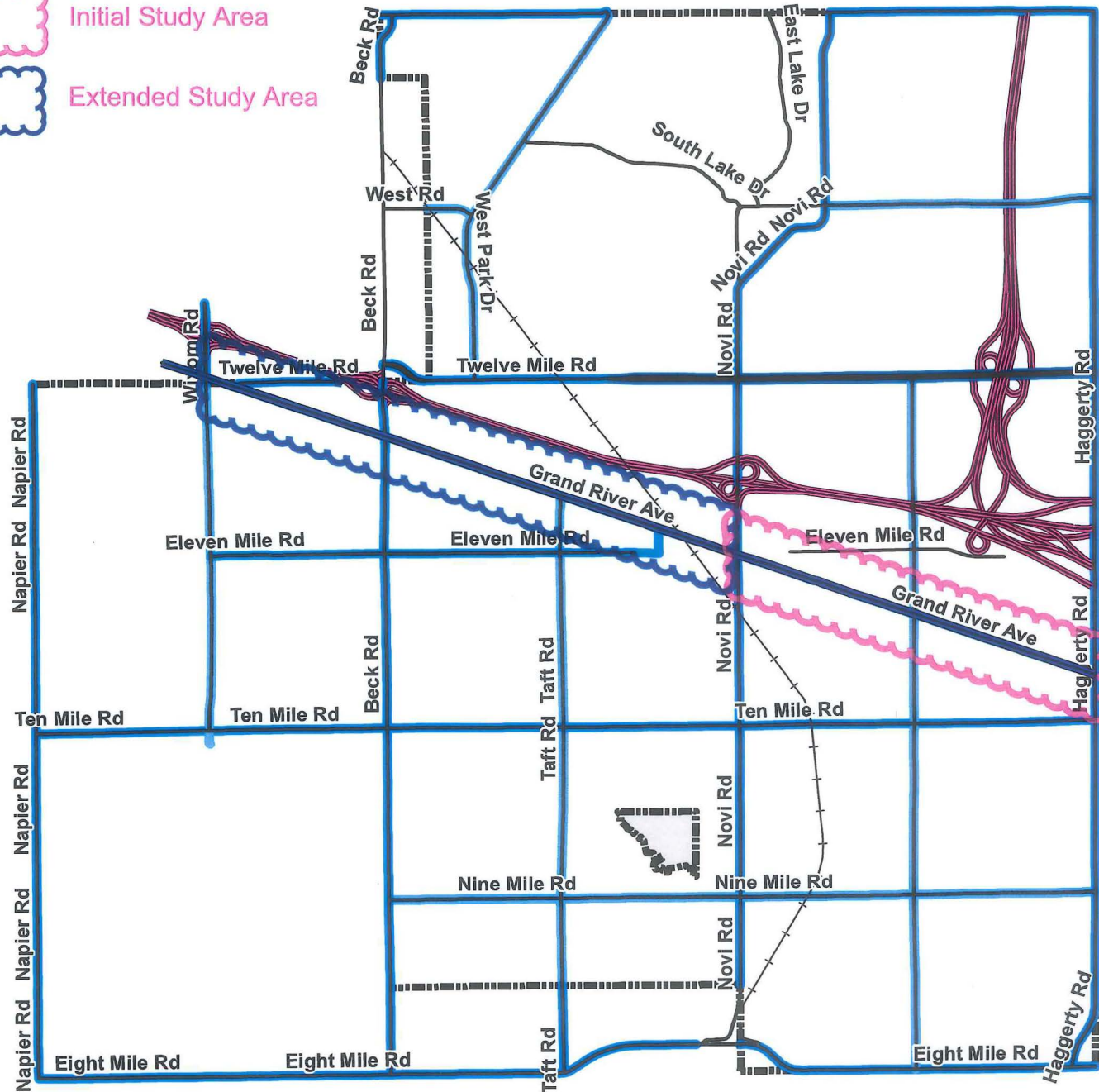
WEST PORTION – EXPANDED AREA OF STUDY



# 2015 Master Plan for Land Use Update

Grand River Corridor Study: Location

-  Initial Study Area
-  Extended Study Area



## Map Legend

-  Freeway
-  Major Streets
-  Minor Streets
-  Railroad
-  Freeway
-  Major Arterial
-  Arterial
-  Minor Arterial
-  City of Novi
-  Novi Township



**City of Novi**  
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[cityofnovi.org](http://cityofnovi.org)

Map Author:  
 Date:  
 Project:  
 Version #:

Amended By:  
 Date:  
 Department:

### MAP INTERPRETATION NOTICE

Map information depicted is not intended to replace or substitute for any official or primary source. This map was intended to meet National Map Accuracy Standards and use the most recent, accurate sources available to the people of the City of Novi. Boundary measurements and area calculations are approximate and should not be construed as survey measurements performed by a licensed Michigan Surveyor as defined in Michigan Public Act 132 of 1970 as amended. Please contact the City GIS Manager to confirm source and accuracy information related to this map.

INITIAL DESCRIPTION  
SCOPE OF WORK  
(EAST PORTION OF GRAND RIVER AVENUE)



# SCOPE OF WORK

GRISSIM  
METZ ASSOCIATES  
ANDRIESE

Grissim Metz Andriese developed an innovative program called "Less Maintenance by Design." It is a specialized landscape and irrigation evaluation service that is developed to promote site sustainability and site maintenance cost savings.

The objectives are to:

- ✓ Provide significant short and long term maintenance cost savings
- ✓ Maintain the brand image as a benchmark of quality
- ✓ Enhance a site's image, making it attractive to patrons, tenants and anchor stores as well as enhancing the community
- ✓ Promote the longevity and sustainability of the landscape investment
- ✓ Promote 'green' market-ability and visibility

## Task 5 Assessment of Environment and Open Space:

- a. Review previous studies on the city's natural features and open space to understand the potential threats to these natural resources.
- b. Develop sustainable development policies and other strategies, such as the GMA program, "Less Maintenance by Design," described at left, aimed to limit the impact of development on the city's natural resources.

## Task 6 Grand River Avenue Corridor Development:

- a. Assess the appearance and economic vitality of the corridor in terms of land use mix, streetscape, circulation (motorized and non-motorized), and building appearance.
- b. Develop recommendations related to development and redevelopment opportunities, which may include mixed use and/or transit-oriented development. Include strategies to address vehicular and pedestrian circulation and design standards.



## Task 7 Redevelopment Strategy/Plan:

- a. Based on the existing conditions overview, market analysis, and public input, our team will assist the Planning Commission in identifying and prioritizing sites, neighborhoods and/or districts that are ready for redevelopment, infill development, or adaptive reuse.
- b. Outline goals and implementation strategies for the defined locations. Include lead groups and measurable milestones to track achievements.

## Task 8 Plan Preparation:

- a. Goals & Objectives. Based on the existing conditions overview and public input, our team will assist the Planning Commission in updating the Master Plan goals, policies, and objectives
- b. Develop a Future Land Use Plan Map and supporting recommendations based on the existing conditions analysis, public input, and goals and objectives. A narrative of the intent of each land use category will be provided in tabular form. Graphics and implementation details illustrating specific proposals will be included as appropriate.

QUOTE FROM  
CLEARZONING

November 16, 2015

Barb McBeth, Deputy Director  
Via email

Barb,

You requested that the Grand River study area be expanded from approximately 1.5 miles (our original scope) to 5.2 miles (the entire length within the City). The original Grand River Plan Element was budgeted at \$14,000 or \$9,333 per mile. Applying that same per mile rate would be \$48,522. In this case, we believe the core Town Center area (roughly 0.6 miles) can be removed and there will be some economies of scale with the balance being added. So with 3.1 miles of additional study area in the total corridor, the *additional* cost will be \$23,250.00 (3.1 X \$7,500 per mile). This cost includes the participation of Grissim Metz and the Chesapeake Group.

Please let me know if you have any questions.

Thank you,

A handwritten signature in black ink, appearing to read "Rod Arroyo". The signature is fluid and cursive, written over a white background.

Rod Arroyo, AICP  
President