



**MASTER PLAN AND ZONING COMMITTEE**  
**City of Novi Planning Commission**  
**August 26, 2015 at 6:00 p.m.**  
**Novi Civic Center – Mayors Conference Room**  
**45175 W. Ten Mile, Novi, MI 48375**  
**(248) 347-0475**

**Members:** Giacobetti, Lynch, Pehrson

**Staff Support:** Barb McBeth, Sri Komaragiri, Christopher Gruba, Tom Schultz

1. **Roll Call**
  2. **Approval of Agenda**
  3. **Audience Participation and Correspondence**
  4. **Discussion Items**
- A. Master Plan for Land Use Review 2015
1. **Review Scope/Work Program & Timeline** (see attached).
  2. **Review Public Input.** Discuss potential groups that should be included in the public participation process and how we will reach out.
    - i. My Sidewalk – Overview of platform and discussion topics (see attached materials from 8/26 training).
    - ii. Community Open House: October 21, 4 – 7 p.m.
  3. **Review & Discuss Existing Conditions Chapter** (see attached).
  4. **Next Steps.**
    - i. **Website information.** Our team will provide preliminary information for the City's website, including information on the process and meetings, as well draft plan chapters.
    - ii. **Meeting materials.** Complete market assessment and the environment/open space summary
      - i. **Prepare for Open House.** Our team will share information on the existing conditions and above noted meeting materials. We will also share the information collected from MySidewalk.
- B. Approval of the May 20, 2015 Master Planning and Zoning Committee meeting minutes.
5. **Adjourn**

**2015 MASTER PLAN UPDATE**  
**Review Scope/Work Program & Timeline**

## **WORK PROGRAM**

### **Task 1 Kick-off: Base map, website, meeting.**

- a. Meet with the Community Development (CD) staff to kick off project, refine scope as needed, and establish project milestones. Discuss findings and suggestions from recent plans and reports (as discussed on page 2 as well as other historic planning documents that remain relevant).
- b. Discuss potential groups that should be included in the public participation process.
- c. Provide preliminary information for the City's website, including information on the process and meetings, as well draft plan chapters.
- d. Plan Preparation Notices. Coordinate with city staff to prepare and distribute public notices of the City's intent to update the Master Plan as required by State law.
- e. Define the project communications plan. We recommend a weekly phone call or teleconference with CD staff to facilitate communication and meet project milestones.

### **Task 2 Existing Conditions:**

- a. Data collection & Inventory. Compile data and images of the following, to be analyzed in following task elements:
  1. Update and assess economic, housing, and demographic data to understand changes in past five years.
  2. Update additional land use elements, including natural features and open space.
  3. Create an inventory of all recognized businesses in Novi for the market analysis, using available local and federal databases.
- b. Meet with the Planning Commission and City Council to discuss existing conditions, review planning project milestones, and outline the public participation process.

### **Task 3 Public Participation**

Public participation is critical to the planning process. To build upon and reinforce the findings of the 2014 Community Livability Report, the 2013 Business Survey, and the 2014 Placemaking Strategy, our team offers the following public participation approaches in this project:

1. Public Input Survey. Create an online survey tool to gather input from the community about potential redevelopment sites, downtown needs and wants, and ways to improve the image of Novi. This survey will run during the analysis portion of the project.
2. Business Survey. Create an online survey of businesses in the community to obtain current trends and patterns, issues and investment opportunities from the existing operations.

# SCOPE OF WORK

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3. Three focus group Interviews with local groups and agencies, including the Chamber of Commerce and the development community, and those identified in previous tasks. Each focus group will offer 8-10 people the opportunity to share their insights in a 45-minute facilitated discussion.
4. Public Open House. Following data collection, that will include the online survey of residents and business owners, the public will be invited to attend an open house to review the findings and offer additional input.

## **Task 4 Market Analysis.**

Results of the market analysis will inform the land use map and plan strategies. Using the best available data, our partners at The Chesapeake Group will:

- ✓ Assess the trade area population & spending potential as well as the location of competing centers and their business mix
- ✓ Asses the regional trends and related commercial and housing development.
- ✓ Incorporate the findings of public participation as outlined above.
- ✓ Assess non-residential property trends, including sale price and other factors.
- ✓ Assess research and development and emerging technology arenas to enhance tax revenues, development, employment, and entrepreneurial niches without negatively impacting either the current or future environment. Identify those with the greatest promise, based on compatibility, competition, and other factors.
- ✓ Assess the goods and services market using two approaches to define economic opportunities: a cluster analysis using gap methodology and demand forecasting.
- ✓ Identify marketable opportunities for the future based on the economic and physical factors derived from the above analysis and the results of previous tasks noted above.

# SCOPE OF WORK

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## **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. Map land use patterns and residential density patterns, including maximum dwelling units per acre (buildout analysis). The map will be accompanied by a narrative summary that describes the land use and amount of land occupied by each land use.
- c. Develop a build out analysis that is based on projected future conditions as identified in regional planning efforts and in the market analysis.
- d. Master Plan Strategies. Conceptual illustrations will be incorporated into each of the following elements as appropriate to facilitate understanding.
- e. Implementation. The Master Plan Update should be a living document, one that provides guidance and direction for short and mid-term action plans. Realization of the community’s vision, as identified in the Master Plan will only come to fruition through decisive actions that result from an implementation strategy.
- f. Action Items Summary Table: an easy-to-use checklist for prioritizing implementation strategies. Identify a Champion and Partners for each specific action item to ensure implementation success.

# SCOPE OF WORK

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- g. Zoning Plan: Prepare a Zoning Plan to guide short-range zoning decisions. Relate current and new districts to each land use category as necessary. Provide direction for zoning changes needed as a result of the Master Plan.

## **Task 9: Public Hearing & Adoption**

- a. Assist Planning Commission with the Master Plan public hearing. Prepare Resolutions of Adoption.
- b. Assist the City Council with final adoption procedures, as needed.

## **Task 10: Plan Prep & Printing**

- a. Final draft: Prepare document for printing and/or electronic copies on cd and/or website. Print complete document for distribution.
- b. Print & Transmit Adopted Plan: Print Master Plan for final distribution as hard copy and an electronic document in Word/Publisher and PDF format. GIS data from maps created during the process will also be delivered to the City. Coordinate with city staff to ensure the adopted Plan is distributed in accordance with State law.
- c. Executive Summary: Create an Executive Summary brochure or poster of the Master Plan that includes the Future Land Use Plan Map and key concepts, including redevelopment sites. This format provides the City with an excellent, low-cost method of sharing a concise summary of the Master Plan document with the public.

**Timeline**

	Element	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
1	Project Kickoff	S											
2	Existing Conditions												
3	Public Participation		S	My Sidewalk	OH								
4	Market Analysis												
5	Environment & Open Space												
6	Grand River Ave Corridor				S	M							
7	Redevelopment Strategy												
8	Draft Plan							S	M				
9	42-day Review— Public Hearing & Adoption											M	
10	Plan Prep & Printing												D
<b>Project Closeout</b>													

S = Meeting with Staff    M = Meeting w/ Committee or PC    OH= Open House    D=Deliver Final Plan and supporting documents/files.

**2015 MASTER PLAN UPDATE**  
**My Sidewalk – Overview of platform and discussion topics**



# My Sidewalk

Civic Engagement Platform for the City of Novi

## 2015 Master Plan Update



# What is MySidewalk?

- MySidewalk is an online platform for community discussion and dialog.
- Participants create an account and are able to participate in topics raised as part of the Master Plan Update process.
  - Open-ended questions
  - Polls and closed-ended questions
  - Support ideas and ask questions of others
- Feedback gathered on MySidewalk will contribute to the 2015 Master Plan Update process
- Ideas and questions raised may spur additional study and conversation at public meetings and the Master Plan Update open house (in the fall).

# What is MySidewalk?

## Targeted Dialogue

**Wylie Independent School District** received feedback from over 450 individuals about refocusing their curriculum to build better opportunities for education in their community resulting in more math programs for 2015.



March 19  
**Wylie Independent School District** posted

**In our most recent MindMixer poll our community voted that Curriculum should be our top priority at Wylie ISD. Regarding curriculum, in which subject area should we focus our greatest attention?**

#Education in Abilene, TX, Taylor County, TX

Your ideas are important to us at Wylie ISD and we welcome your constructive comments and ideas that will be a part of building better educational opportunities for the children in our community.

Math

216

Language Arts

113

Science

115

Respond

462

Share



**4283** Views

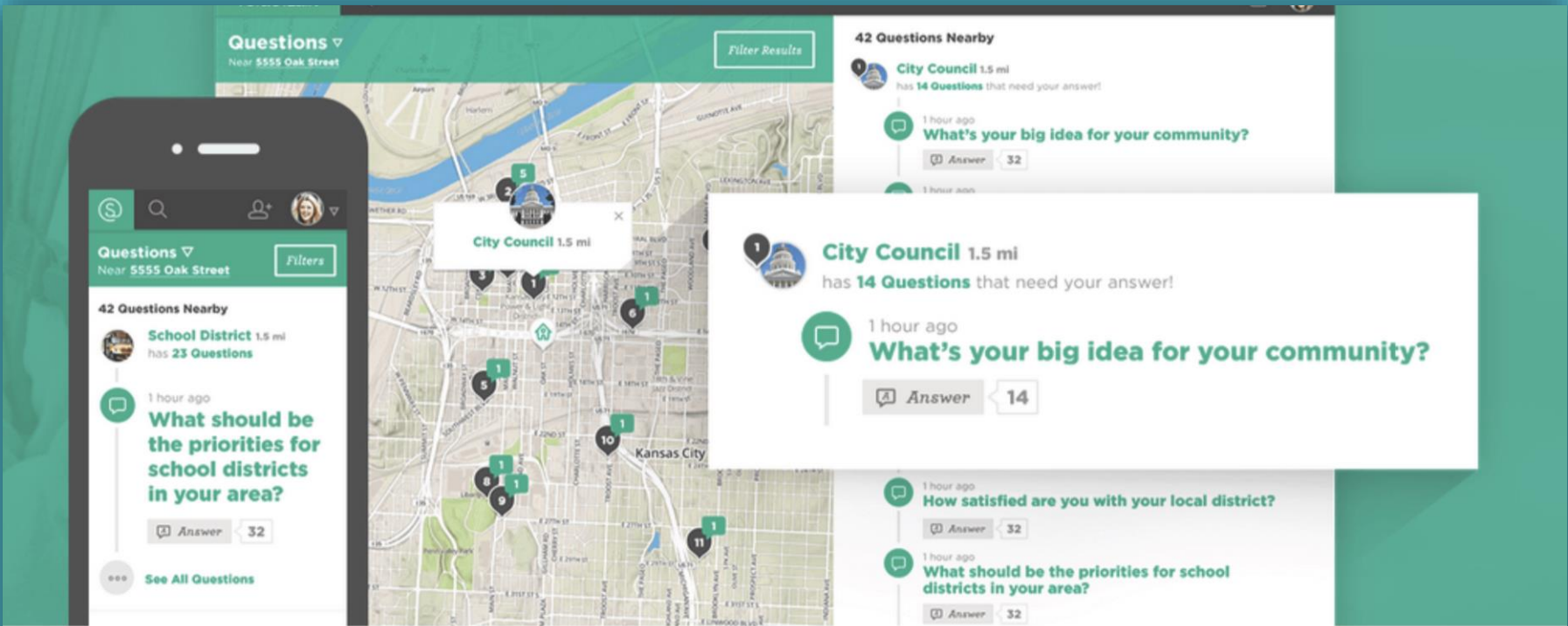


**471** Interactions



**462** Answers

The City of Novi is using this tool as a supplemental way to engage members of the community who may not necessarily participate in the traditional planning process.



**Share ideas.  
Shape your community.**

People can participate on a computer, smartphone, or tablet.

# Example

## Meaningful Input

**North Kansas City** asked residents to weigh in on what they'd like to see initiated in 2015, resulting in over 75 unique responses ranging from expanding the light rail to funding more bike trails.



February 2 · Edited  
**North Kansas City, MO** posted

### The City of North Kansas City needs to...?

#Government, #Livability, #Sustainability in North Kansas City, MO



We want to hear your thoughts about future projects, needs, or directions for North Kansas City. Feel free to share any thoughts and ideas, big or small.

Respond **75** Like **6** Share

**Aaron Weldner** and **5 other people** like this.

#### Load More Responses



**Nina McDaniel** Food trucks at Macken park on Saturdays! Become a venue for outdoor music festivals (we have big, flat parking lots)! Coffee shop. Please!



**Linda Brooks** NKC has done a good job creating community spaces for outdoor activities. Macken Park is a jewel, as are the few bike lanes, connector to the River Market district and downtown KC. I think working to attract or host more 5K (or longer) run/walks - which are all the rage (for good reason) right... [Read More](#)

February 7 Like **1**

In this example, North Kansas City posed an open-ended question that generated 75 responses – and participants were able to show support for various responses by “liking” a post. This gives the City the opportunity to explore a wide variety of ideas.

# Share your ideas. Shape your community.

Find topics of interest near you.

Enter an address, city, or zip.

Go!

## Create an Account

Have an account? [Sign in.](#)

First Name

Last Name

Email Address

Retype Email Address

Password

**Password must be at least 5 characters.**

Minimum length 5 characters.

I confirm that I am 13 years of age or older and have read, understand, and agree to the mySidewalk [Terms of Use](#) and [Privacy Policy](#).

 [Connect with Facebook](#)

 [Connect with Google](#)

 [Connect with LinkedIn](#)

By signing in with Facebook, Google, or LinkedIn you agree to our [Terms of Use](#).

Start by creating an account – or sign in with existing social media account  
Go to [www.mysidewalk.com](http://www.mysidewalk.com)

# Why do I need an account to participate in MySidewalk?

- The best community dialog happens between real people, not anonymous posters.
- MySidewalk allows participants to use an existing social media account, such as Facebook, LinkedIn, or Google +.
- Friends, neighbors, and others in the community are more likely to participate if they understand the forum is a place for reasonable discourse, rather than a place to rant.
- Participants are encouraged to stay engaged in related topics, even after the current project is completed.
- **Only your name is visible, not your email or mailing address.**
- **You cannot be directly contacted – dialog happens on the mySidewalk platform.**
- A photo and/or biography are optional.

# Share your ideas. Shape your community.

Find topics of interest near you.

Enter an address, city, or zip.

Go!

## Create an Account

Have an account? [Sign in.](#)

First Name

Last Name

Email Address

Retype Email Address

Password


**Password must be at least 5 characters.**

Minimum length 5 characters.

I confirm that I am 13 years of age or older and have read, understand, and agree to the mySidewalk [Terms of Use](#) and [Privacy Policy](#).

 [Connect with Facebook](#)

 [Connect with Google](#)

 [Connect with LinkedIn](#)

By signing in with Facebook, Google, or LinkedIn you agree to our [Terms of Use](#).

After creating an account – check your email for confirmation.

Check your spam folder if you don't see the confirmation from mysidewalk within a few minutes.



# Share your ideas. Shape your community.

Find topics of interest near you.

Enter an address, city, or zip.

Go!

## Sign In

Don't have account? [Create one.](#)

nellienovi@gmail.com

.....

[Forgot password?](#)

**Sign In**

**f** [Connect with Facebook](#)

**g+** [Connect with Google](#)

**in** [Connect with LinkedIn](#)

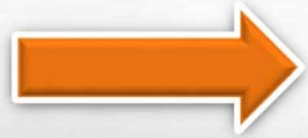
By signing in with Facebook, Google, or LinkedIn you agree to our [Terms of Use](#).

Part of an organization? Find and claim its profile [here](#), or [redeem code](#).

Next time – just hit “sign in” and enter email/password

# mySidewalk

Personalized, local content is what we're all about, so help us create your custom sidewalk by entering your location.

- Novi, MI
- Novi Community School District, Novi, MI
- Novi Street, Northville, MI
- Novi Way, Novi, MI
- Novi Ten Shopping Center, Novi, MI

powered by Google

My Sidewalks  
View & post content within cities you select.

Kansas City, Mo  
Greater Kansas City  
Everywhere

Topics  
See events, conversations and initiatives tagged with your selected topics.

#AllTopics  
#Education  
#Transportation  
#Livability  
+ 7 more

Trending Conversations

Kansas Bio Science Univ.  
How do we get more involved in the local community as mentors?

Borderstar Elementary  
What can be done about the traffic situation?

December 10  
City Transportation Department  
**How can our city improve transit in your community over the next 5-10 years?**  
#Transportation in Kansas City  
The current planning effort is focusing on potential improvements over the next 5-10 years. Tell us about your community and how you think transit should play a role in improving mobility and quality of life for the future.  
Respond 6 Like 24 Share 8

2 days ago  
Samantha Burns  
**How do we get more bikes lanes in across our city streets?**

After signing in for the first time, personalize your local content

The screenshot shows the mySidewalk website interface. At the top, there is a green navigation bar with the mySidewalk logo, a Notifications bell icon, an Invite person icon, and a Search magnifying glass icon. On the right side of the navigation bar, the user's name "Nellie Novi" and a profile dropdown arrow are visible.

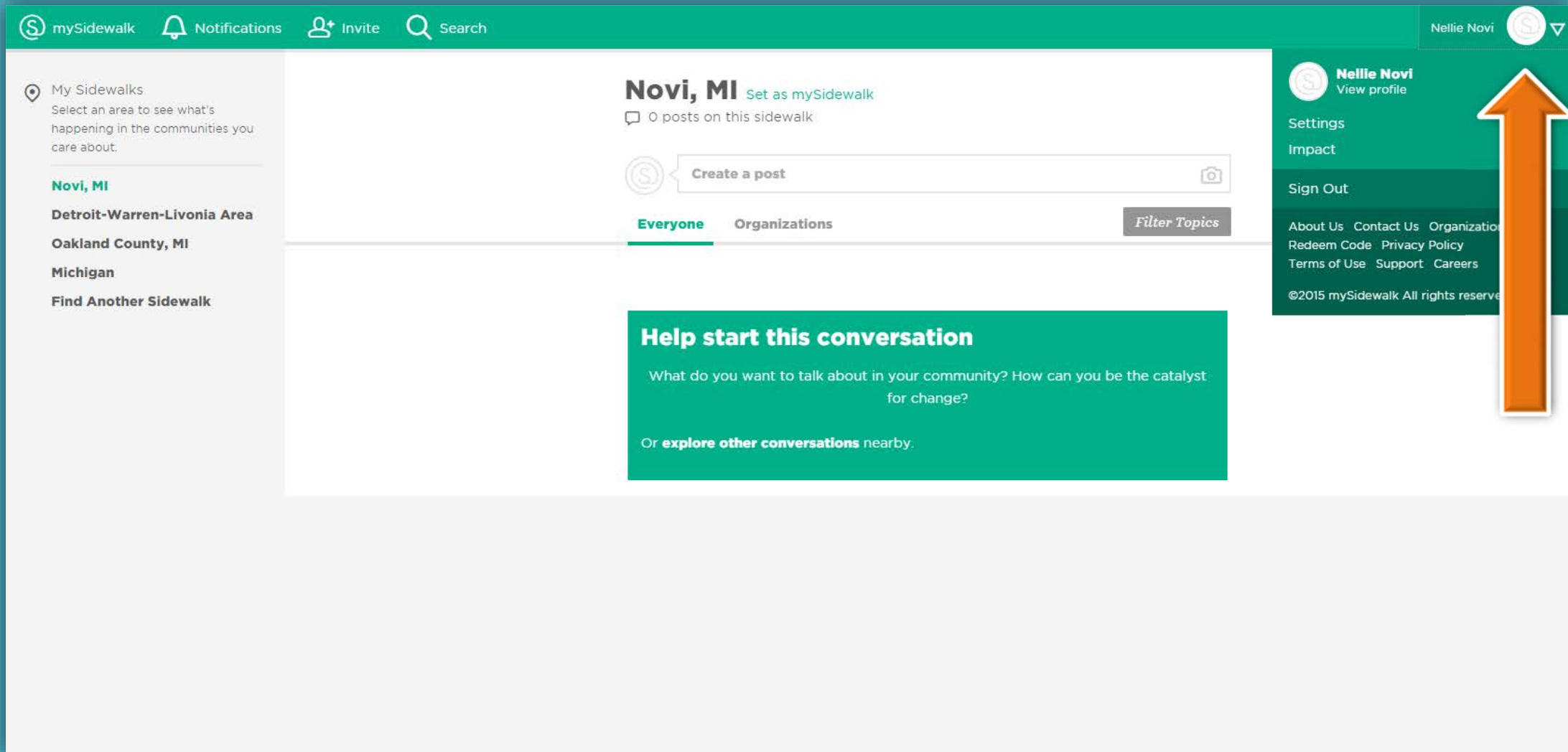
On the left side, there is a sidebar with the heading "My Sidewalks" and a sub-heading "Select an area to see what's happening in the communities you care about." Below this, there are several location options: "Novi, MI" (highlighted in green), "Detroit-Warren-Livonia Area", "Oakland County, MI", "Michigan", and "Find Another Sidewalk".

The main content area is titled "Novi, MI" with a sub-heading "Set as mySidewalk". Below the title, it says "0 posts on this sidewalk". There is a "Create a post" button with a camera icon. Below the button, there are two tabs: "Everyone" (highlighted in green) and "Organizations". To the right of the tabs is a "Filter Topics" button.

Below the tabs, there is a green call-to-action box with the text: "Help start this conversation. What do you want to talk about in your community? How can you be the catalyst for change? Or explore other conversations nearby."

On the right side, there is a user profile card for "Nellie Novi" with a "View profile" link. Below the profile card, there are links for "Settings", "Impact", and "Sign Out". At the bottom of the profile card, there are links for "About Us", "Contact Us", "Organizations", "Redeem Code", "Privacy Policy", "Terms of Use", "Support", and "Careers". At the very bottom of the profile card, it says "©2015 mySidewalk All rights reserved."

Once topics are posted for “Novi, MI,” they will appear on your sidewalk.



In the top right corner, you will find your name and a dropdown arrow that will allow you to personalize your public profile.

mySidewalk Notifications Invite Search Jill Bahm

Search

Lathrup village Search

Locations Organizations People Posts

Search tips

Select a category, type your keyword(s) in the box above and press "Search".

Once you are signed in, take a look around. Search for other “sidewalks” by location, organizations, people, or posts

The screenshot shows the mySidewalk app interface. At the top, there is a green navigation bar with icons for mySidewalk, Notifications, Invite, and Search. The user's name, Jill Bahm, is visible in the top right corner. On the left side, there is a sidebar with a location pin icon and the text "My Sidewalks" followed by "Select an area to see what's happening in the communities you care about." Below this, there are several location options: "Lathrup Village, MI" (highlighted in green), "Detroit-Warren-Livonia Area", "Oakland County, MI", "Michigan", and "Find Another Sidewalk".

The main content area displays the "Lathrup Village, MI" community page. It shows "1 post on this sidewalk" and a "Create a post" input field with a camera icon. Below the input field, there are tabs for "Everyone" (selected) and "Organizations", along with a "Filter Topics" button. A post from "Rev. Louise Ott" dated "July 8" is displayed. The post text reads: "I visited the Frida Kahlo and Diego Rivera Exhibition this week. I would have preferred to ride there and done some walking, rather than circling the one ways to find free parking. How about you?" The post includes hashtags "#Wellness, #Transportation, #Arts in Lathrup Village, MI" and interaction buttons for "Respond 3", "Like", and "Share". A large orange arrow points to the "Respond 3" button. Below the post, there is a "mySidewalk" logo and an "Add your response" input field with a camera icon.

In this example, a resident of Lathrup Village asked a question about transportation. Three people “liked” the post and three others responded.



Rev. Louise Ott posted

**I visited the Frida Kahlo and Diego Rivera Exhibition this week. I would have preferred to ride there and done some walking, rather than circling the one ways to find free parking. How about you?**

#Wellness, #Transportation, #Arts in Lathrup Village, MI



Respond

3

Like

Share

3 people like this.



**Rev. Louise Ott** Let's talk about a truly regional transit system for greater Detroit. Where would you like to go?

July 8 Like



**Patrick Calhoun** Get me up and down Woodward and out to the burbs. Kind of like this Detroit United Railway system map from 1904.



July 14 Like



**Patrick Calhoun** Or at this link:  
[detroitography.com/2014/12/12...](http://detroitography.com/2014/12/12...)

July 14 Like



In the responses, participants can post a picture or a link to more information.

**Rev. Louise Ott** posted

**I visited the Frida Kahlo and Diego Rivera Exhibition this week. I would have preferred to ride there and done some walking, rather than circling the one ways to find free parking. How about you?**


*#Wellness, #Transportation, #Arts in Lathrup Village, MI*

Respond **3** Like Share **3 people** like this.

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**Rev. Louise Ott** Let's talk about a truly regional transit system for greater Detroit. Where would you like to go?  
July 8 Like

**Patrick Calhoun** Get me up and down Woodward and out to the burbs. Kind of like this Detroit United Railway system map from 1904.



July 14 Like **1 person** likes this.

**Patrick Calhoun** Or at this link:  
[detroitography.com/2014/12/12...](http://detroitography.com/2014/12/12...)  
July 14 Like

Feel free to “like” a post




mySidewalk Notifications Invite Search

Find Another Sidewalk

July 8  
Rev. Louise Ott posted  
**I visited the Frida Kahlo and Diego Rivera Exhibition this week. I would have preferred to ride there and done some walking, rather than circling the one ways to find free parking. How about you?**  
#Wellness, #Transportation, #Arts in Lathrup Village, MI  
Respond 3 Like Share 3 people like this.

Rev. Louise Ott Let's talk about a truly regional transit system for greater Detroit. Where would you like to go?  
July 8 Like

Patrick Calhoun Get me up and down Woodward and out to the bur...  
Kind of like this Detroit United Railway system map from 1904.  
  
July 14 Like 1 person likes this.




Patrick Calhoun Or at this link:  
[detroitography.com/2014/12/12...](https://detroitography.com/2014/12/12...)  
July 14 Like




Share this post

**I visited the Frida Kahlo and Diego Rivera Exhibition this week. I would have preferred to ride there and done some walking, rather than circling the one ways to find free parking. How about you?**

Social Embed New

Think more people should see this? Want your friends to weigh in? Use the buttons below to share it.

<https://mysidewalk.com/posts/4283/i-visitec>



Or share a post on social media to get others involved in the conversation. Posts can be shared on Facebook, Twitter, Google+, LinkedIn, or Tumblr. They can also be emailed – or you can copy the link and send your own email.

Let's get started!



**2015 MASTER PLAN UPDATE**  
**Existing Conditions Chapter**

# Introduction

The City of Novi is a thriving community in southeast Michigan. Incorporated in 1969, the City has historic roots as far back as the early 1800's when it was settled as a farming community. It remained relatively rural until the mid-1900's as new transportation networks in the region knitted the then-Village of Novi into the fabric of metropolitan Detroit. When the village became a city in 1969, the population was roughly 9,600. From the 1970's to today, one new subdivision after another made Novi into one of the most popular suburbs in the region with a 2010 population of 55,374. Despite the development of the past forty years, almost 20 historic sites remain in the City.

Despite challenging economic conditions in the late 2000's that extended into the 2010's for many communities in Michigan, Novi continues to grow in terms of population and business growth. Residents enjoy excellent schools and a diverse housing stock that includes everything from apartments to luxury homes. Its location is one of the City's biggest strengths, both from the standpoint of residents as well as businesses. Easy freeway access with interchanges on Interstates 96, 275, and 696 give the City convenient access to Lansing, Detroit, and Ann Arbor as well as Detroit Metropolitan Airport.

The access afforded by the interstates has allowed the City of Novi to attract and retain significant regional commercial development, including a destination retail cluster and a regional convention center. These developments are less than two miles apart and attract thousands of people throughout the year. The City's freeway access also attracts numerous businesses, making the area an important employment center in the region.

The City also maintains a diverse park system that includes a growing trail network along with active and passive recreation opportunities. From its access to 670-acre Walled Lake at the City's north end and community sports fields at the City's south end, residents can enjoy a variety of water and field sports. Playgrounds and nature areas can also be found in the City.

Maintaining and enhancing these strengths will be important to continue the City's success into the future. This 2015 Master Plan Update will explore the City's strengths and weaknesses as well as seek opportunities to enhance the quality of life for its residents.

**What is a Master Plan?**

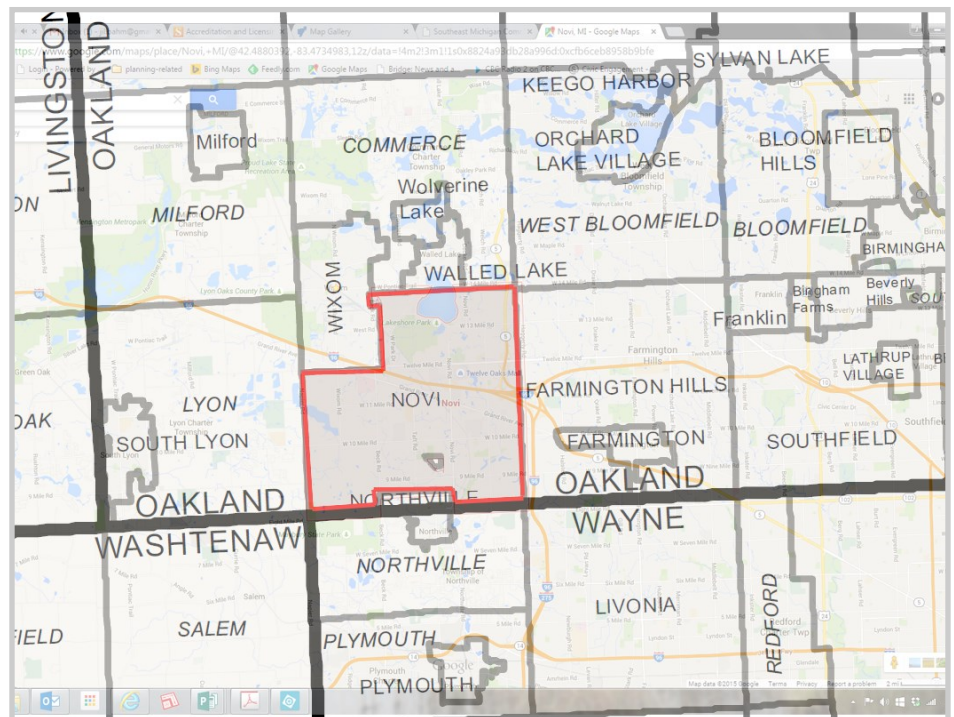
A Master Plan is a community's long-range guide for the future. It is similar to a business plan, in which a business identifies its resources and strategies for success, without mandating rigid procedures that may prove to be unrealistic or outdated when faced with internal and external changes.

Community Master Plans illustrate the vision for the future and contain guiding principles that help a community create land development policies and make land use decisions. In Michigan, the value of the Master Plan is recognized as an important community document, which is why the state requires the Master Plan to be reviewed every five years. This review allows communities to check in on their progress and ensure the vision and guiding principles are still relevant.

Combined with the expertise of City staff and the knowledge of its officials, public input is a key part of the Master Plan process, as well as its implementation. The Master Plan process typically starts with staff and officials building the foundation of the plan – understanding existing conditions and land use patterns as well as forecasts for growth. Sharing this information with residents and business owners allows them to provide input about how these factors impact their lives and businesses. The remaining part of the planning process involves building consensus about where the community wants to go and creating a strategy for how to get there.



**Location Map**—Novi's location on I-96 and I-275 makes transportation convenient for residents and businesses. Detroit Metropolitan Airport is also only 30 minutes away.



**Location Map—Nearby Communities.** This map shows the context of the City of Novi in relation to nearby communities. The City shares borders with the cities of Walled Lake and Wixom on the north, the city of Farmington Hills on the east, the city of Northville and Northville Township on the south, and Lyon Township on the west.



**Photos around the City.** Clockwise from top left: sculpture at the Civic Center, the Public Library, Novi High School, the Suburban Collection Showplace, the historic Township Hall building at Fuerst Park, Providence Park Hospital, and 12 Oaks Mall.



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# Existing Conditions

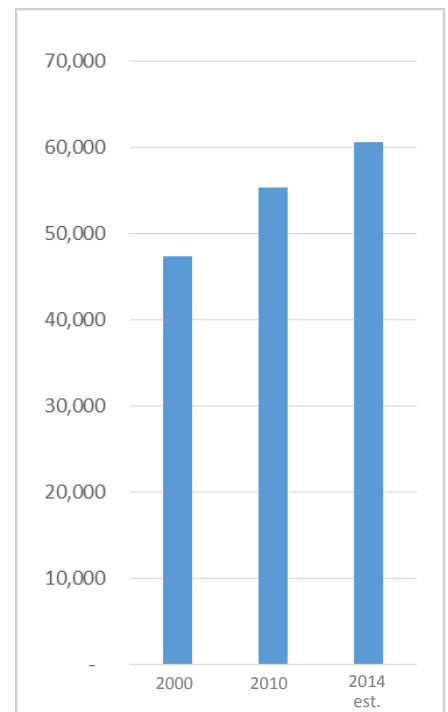
The City of Novi has seen dramatic population growth since its incorporation as a City in 1969 when the population was 9,668. Between 1970 and 1980, the population of the City more than doubled in size, growing to 22,525 by 1980. The population doubled again by 2000 when the population grew to 47,386. While the population growth has slowed in the past ten years, the City still saw an increase of almost 10% with a 2010 population of 55,374. The US Census estimates the 2014 population was around 60,000. As would be expected, similar to population growth, the housing stock grew at the same rapid pace, with only about 30% of the City's housing built prior to 1980 and 24% built between 2000-2009.

## Population & Households

The growth of the City of Novi is consistent with growth in the region. Most nearby communities have seen an increase in population since 2000, although only in Wixom and Lyon Township (both west of the City along I-96) has the population increased more than in Novi (by 12.5% and 19%, respectively). Only one nearby community, Livonia (located to the City's southeast along I-275 in Wayne County) experienced a decline in population between 2000-2010 (a loss of about one and one-half percent).

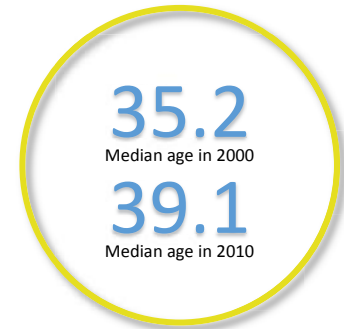
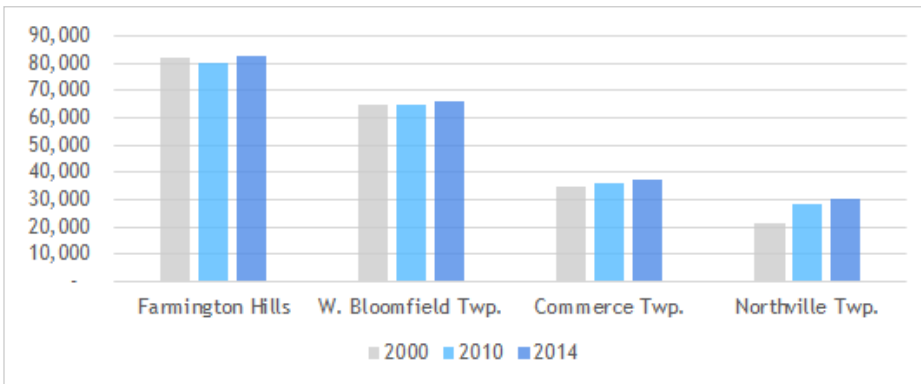
With a population of 60,000, the City of Novi is comparable in size to other Oakland County communities of Farmington Hills (2014 pop estimate: 82,897), West Bloomfield (2014 pop estimate: 66,179), Rochester Hills (2014 pop estimate: 73,556), Royal Oak (2014 pop estimate: 59,016), and Southfield (2014 pop estimate: 75,768).

NOVI POPULATION 2000-2014



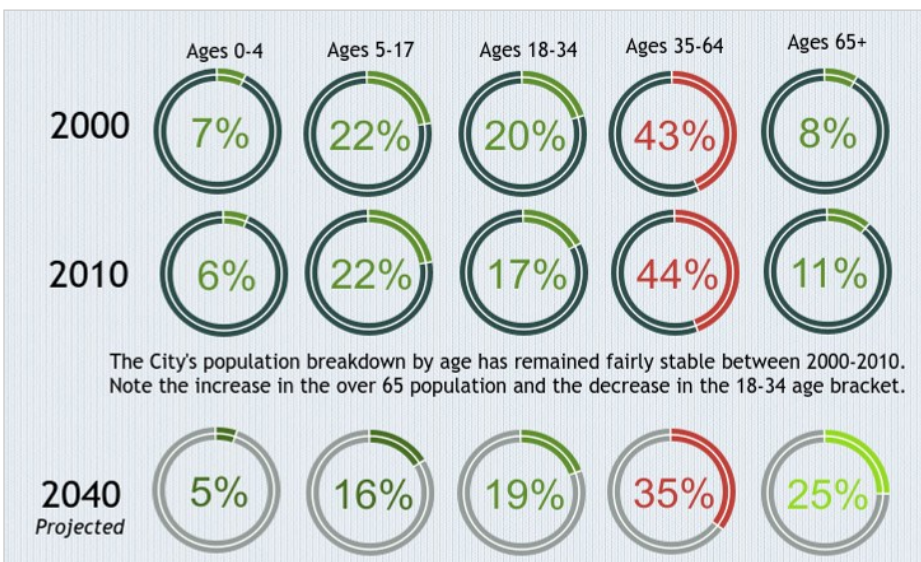
Source: US Census

## POPULATION GROWTH NEARBY COMMUNITIES 2000-2014



With the popularity of the Novi school system, the City has attracted many families over the years. In 2000, the population had roughly the same number of children under four years of age (about seven percent) as adults over 65 (about eight percent). The largest age bracket was people aged 35 to 64 years (about 43%). In 2010, the population has aged, with now twice as many residents over 65 (11%) as children under four (just under six percent). The 35 to 64 age group has remained constant. The median age of Novi residents in 2000 was 35.2; in 2010, the median age increased to 39.1. The population of the City's population is expected to continue to age, similar to other communities in the region and state. The Southeast Michigan Council of Governments (SEMCOG), the seven-county regional planning agency, projects that by 2040, given current trends, the population will stabilize at around 57,837 people, but 25% of the residents will be over 65 years of age.

## NOVI POPULATION BY AGE GROUP 2000-2040



Additional changes in the population involve the number of residents per household. In 2000, there were 2.52 people per household – and 18,726 households total. That number has declined to 2.47 in 2010, while the number of households grew to 22,317 (which explains why the overall population increased). In 2014, the number of households is estimated to have grown to 24,680, while the number of people per household dropped to 2.44. While the number of people per household in 2010 is fairly consistent with communities in the area, it is lower than nearby Commerce, Lyon, and West Bloomfield Townships (2.71, 2.7, and 2.66 respectively), but higher than Farmington Hills (2.36), Northville (2.29), Walled Lake (2.09), and Wixom (2.36).

Source: US Census

## Impacts of an Aging Population

In the United States, the population is living longer, while birth rates have been declining, leading to an overall aging of the population. There is some evidence to suggest the birth rate may be on the increase again as the economy improves; however, the birth rate has not changed enough to change the aging trend at this point.

Suburban communities around the country will be facing similar shifts in their populations and many will also be faced with a housing stock and transportation network that is not well suited for their future older adults. Many residents who moved to the City for a single-family home on an ample lot may find that maintaining such homes is too labor- and time-intensive. Suburban land use pattern of separating single-family neighborhoods from commercial activities means driving for most, if not all, daily needs.

With traffic congestion frequently mentioned as one of the frustrations of living and working in the City, this may be even more difficult for an aging population. Further, according to the National Highway Traffic Safety Administration, the majority of older drivers will outlive their ability to drive by about 7 to 10 years. This means that the demands of alternative forms of transportation are likely to rise.

## HOUSING TYPES IN THE CITY OF NOVI—2010

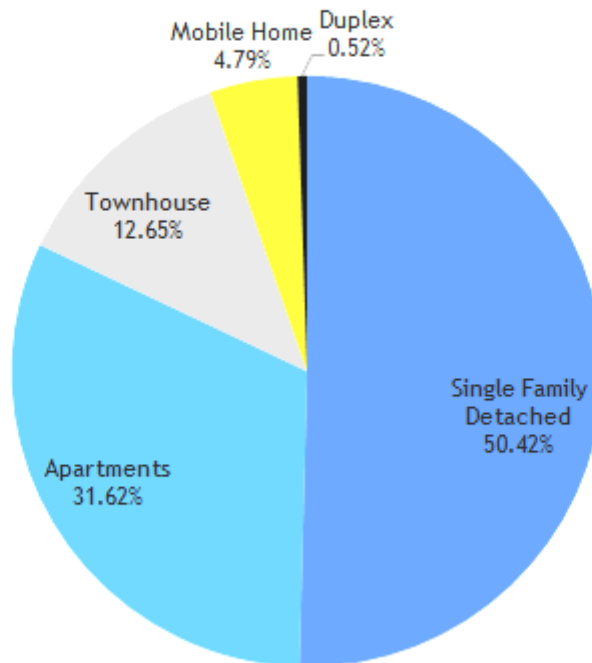
### Housing

In terms of housing, in 2010, the City of Novi had 24,164 housing units. Of those, about 50% were single-family detached homes. Apartments comprise 34% of the housing types, with townhomes (11%) and mobile homes (five percent) make 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.

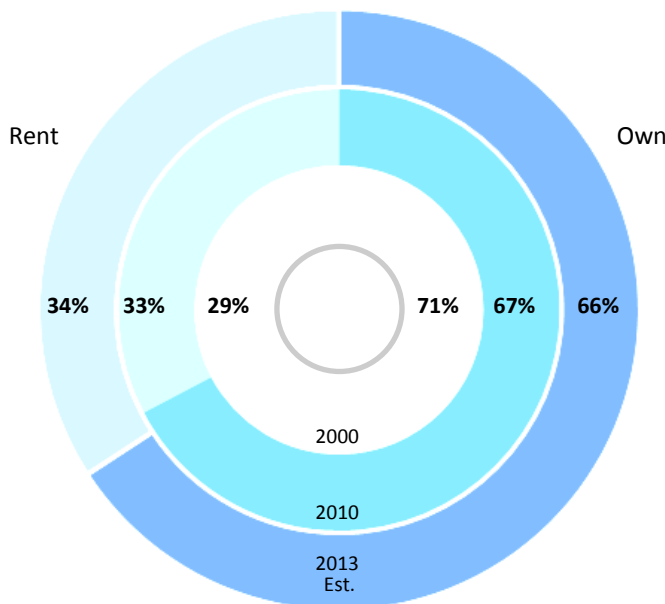
Diversity of housing types is important for a balanced community; while families with children may prefer a single-family detached home in a neighborhood, young professionals and empty-nesters may seek a smaller home with lower maintenance.

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 \$259,656 – a change of over nine percent. The Consumer Price Index (CPI) for the Detroit-Ann Arbor-Flint region increased by 20.8% during this time period, meaning that housing values did not keep up with inflation between 2000-2010.

Rents have increased as well, from \$818 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 (\$238,300), Livonia (\$182,700), Lyon Township (\$242,400), Walled Lake (\$143,700), and Wixom (\$216,500), it is lower than Northville Township (\$350,300) and West Bloomfield Township (\$291,200). Rental rates are higher in Commerce Township (\$1,205), Lyon Township (\$953), Northville Township (\$991), and West Bloomfield Township (\$1,425).



## HOME OWNERSHIP IN THE CITY OF NOVI—2010



## NOVI CHANGES IN MEDIAN HOME VALUE & RENT: 2000-2010



**\$236,300**  
Median home value in 2000

**\$259,656**  
Median home value in 2010

**\$818**  
Median rent in 2000

**\$944**  
Median rent in 2010

Source: US Census

## Value of Housing

In 2012, SEMCOG prepared a regional housing study that noted, “Population, economic, and building trends in the last 10 years have dramatically altered Southeast Michigan’s housing needs. Although the region has lost more than 125,000 residents since 2000, more than 108,000 new housing units have been added. This mismatch of housing supply and demand is one of the region’s core challenges impacting sustainability and quality of life.”

The report found that housing is the largest land use throughout the region, “comprising 45 percent of the land in Southeast Michigan’s seven counties.” This represents an important resource in the region, but it is important to note that Michigan’s population is not expanding rapidly (Michigan is the only state that lost population in the 2010 Census). The report’s critical point is that because “the vast majority of this housing is immobile (fixed in a specific geographic location), durable (most of our housing stock, when maintained at a decent level, can last 100 years or more), and expensive (by and large the greatest expense for a family), it must be a community and a region’s priority to ensure that this housing stock is well maintained, as well as located and constructed to meet the needs of its residents. Unlike many regions across the country that are developing sustainability strategies to manage growth, sustainability in Southeast Michigan will depend on how well our communities manage infrastructure, neighborhoods, and housing that were built to serve a much larger population.”

The report stresses the importance of key regional and local policies that support variety in housing, affordability, and transit.

## Education and Income

Despite the recession, 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. On a per capita basis, income levels have grown from \$35,992 to \$42,456 (18%). While the income levels did increase during the recession, they did not keep pace with the rate of inflation, which grew at 20.8% between 2000-2010.

The high level of educational attainment of Novi’s residents may explain the higher than average income levels. In 2010, 95.8% of the City’s residents completed high school. Compared to nearby communities, most are close to the City’s level, but only Northville Township (96%) exceeds Novi. Over half (55.7%) of Novi residents are college graduates – an increase of 13.4% since 2000.

The growth of college graduates in the region is significant over the decade between 2000-2010. Neighboring communities saw the number of college graduates rise from between 7.3% (Farmington Hills) to almost 24% (Lyon Township). 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%.

Contributing to the education of Novi residents are the four award-winning public school districts that serve the City: Novi Community Schools, Northville Public Schools, South Lyon Community Schools, and Walled Lake Consolidated Schools. Additionally, Novi Christian, Franklin Road Christian Schools, and Detroit Catholic Central High School offer private school options in the area. Locally, Wash College and South University contribute to post-secondary education, while within less than an hour’s drive from the City of Novi are the University of Michigan, Michigan State University, Wayne State University, and Eastern Michigan University.

### CHANGE IN PER CAPITA & HOUSEHOLD INCOME: 2000-2010

**\$35,992**

Median per capita income in 2000

**\$42,456**

Median per capita income in 2010

**\$71,918**

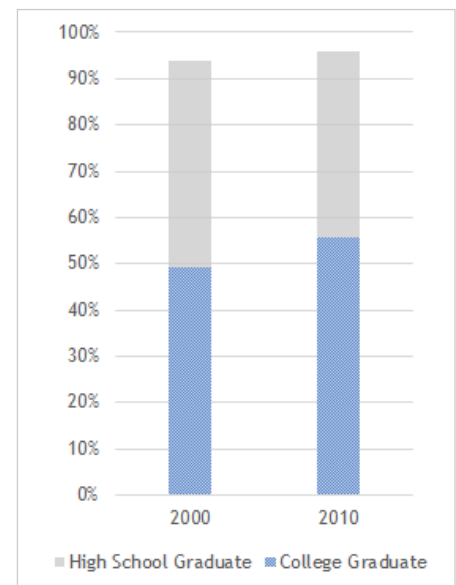
Median household income in 2000

**\$80,151**

Median household income in 2010

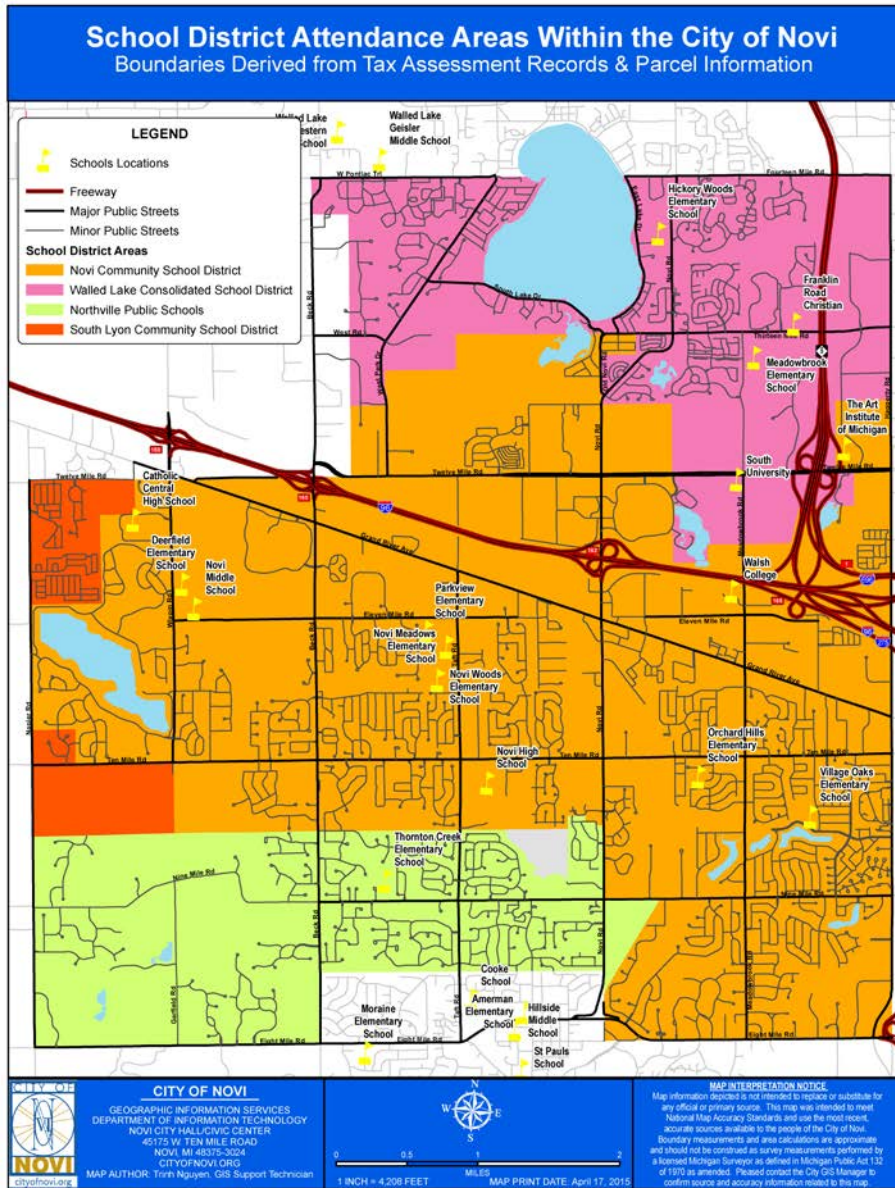
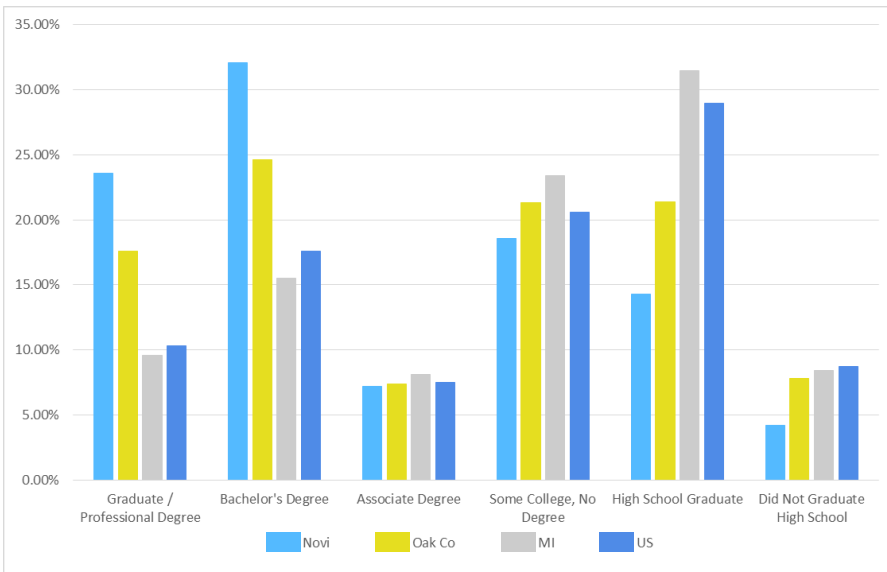
Source: US Census

### EDUCATIONAL ATTAINMENT OF NOVI RESIDENTS—2010



Source: US Census

## HIGHEST LEVEL OF EDUCATION OF NOVI RESIDENTS—2010



## EMPLOYMENT

The recession hit Michigan hard; in 2010, the unemployment for the state was 11%. In Novi, the unemployment rate was lower - 6.5% - but it was still a large increase from 2000, when the unemployment rate was a low 1.7%. City records indicate the unemployment rate in 2013 was down to 4.2%.

The 2010 US Census reports that 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%). According to the City's economic development office, in February 2015, St. John Health/Providence Park Hospital was the City's largest employer, with 1,560 jobs. The Novi Community Schools are the second largest employer, with 950 jobs. With 834 employees, Fox Run Retirement Community is the third largest employer.

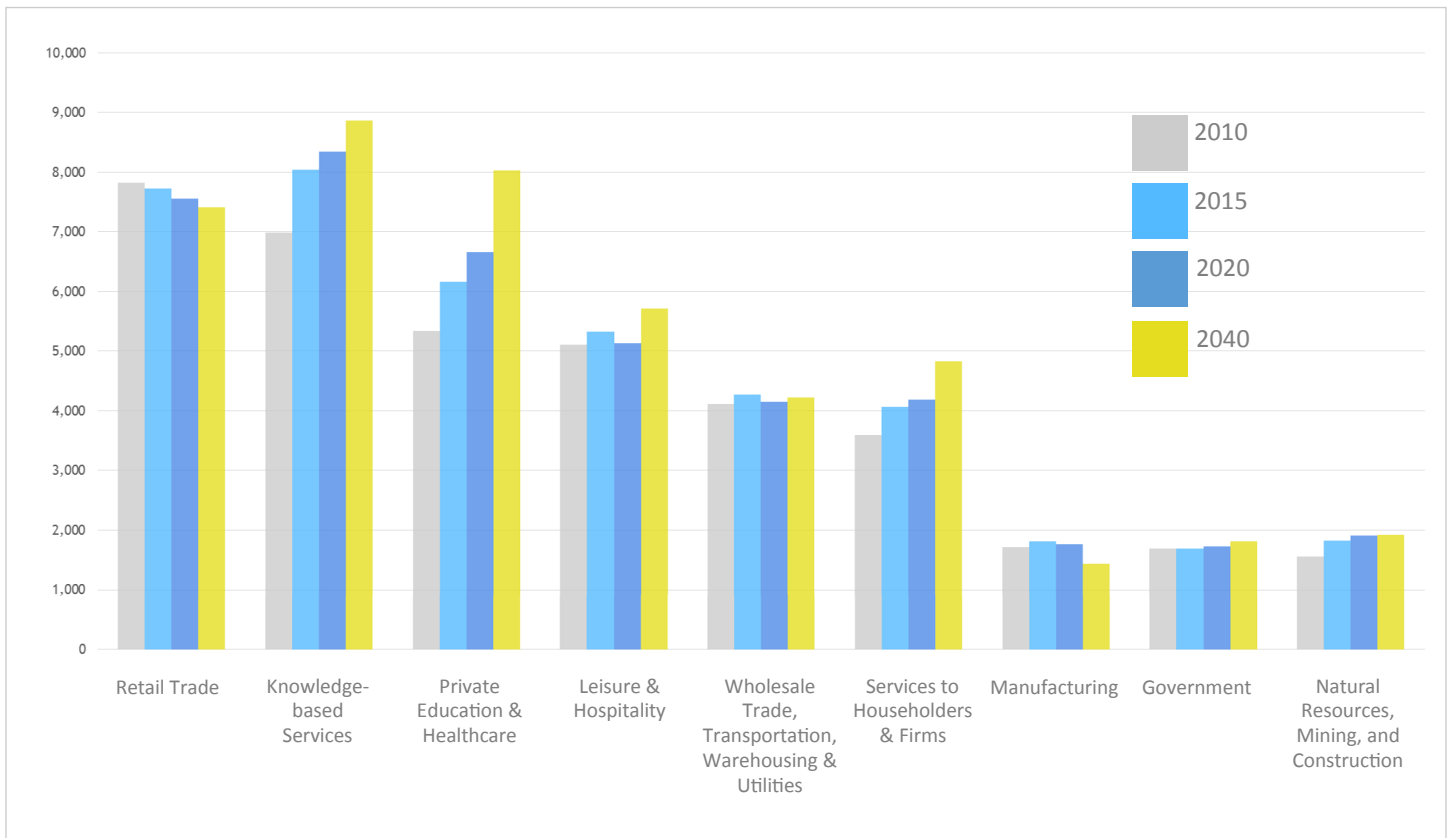
The graph below illustrates current and forecasted industry trends in Novi by number of jobs; this information will be discussed further in the market assessment chapter

### TOP THREE NOVI EMPLOYERS— 2015

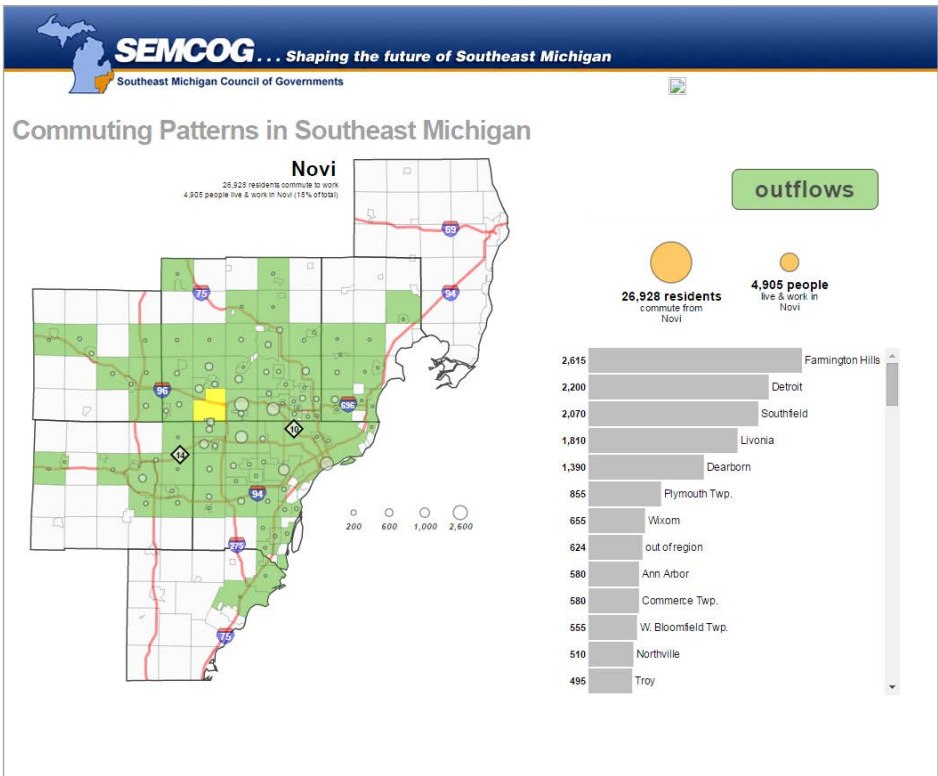
Employer	Jobs
St. John Health/Providence Park Hospital	1,560
Novi Community Schools	950
Fox Run Retirement Community	834

Source: City of Novi

### CURRENT & FORECASTED INDUSTRY TRENDS IN NOVI BY NUMBER OF JOBS: 2010-2040

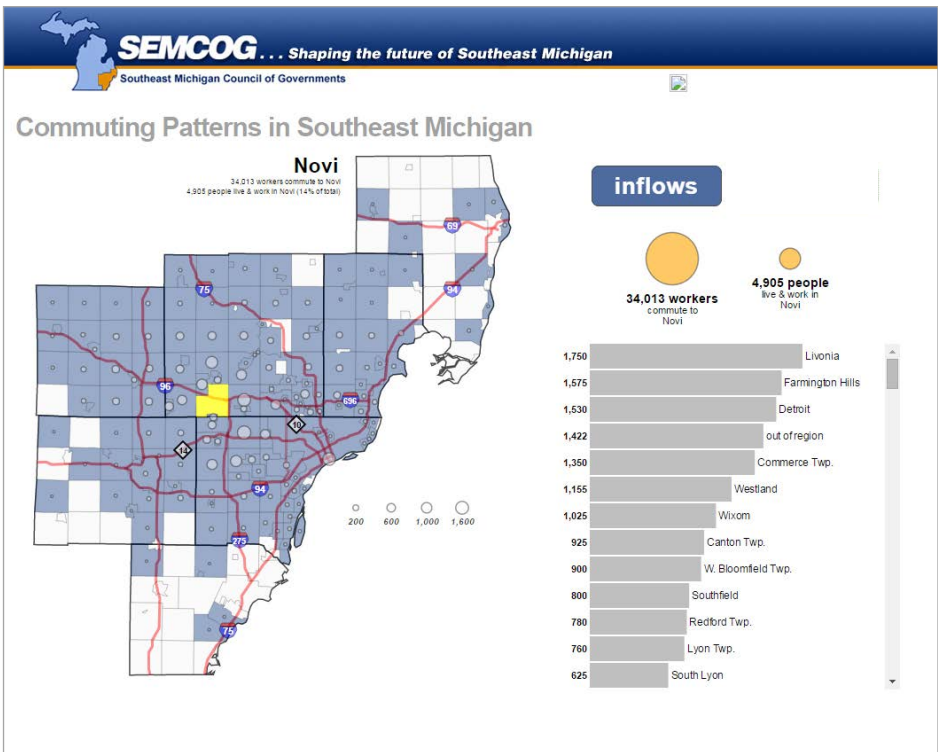


Source: SEMCOG



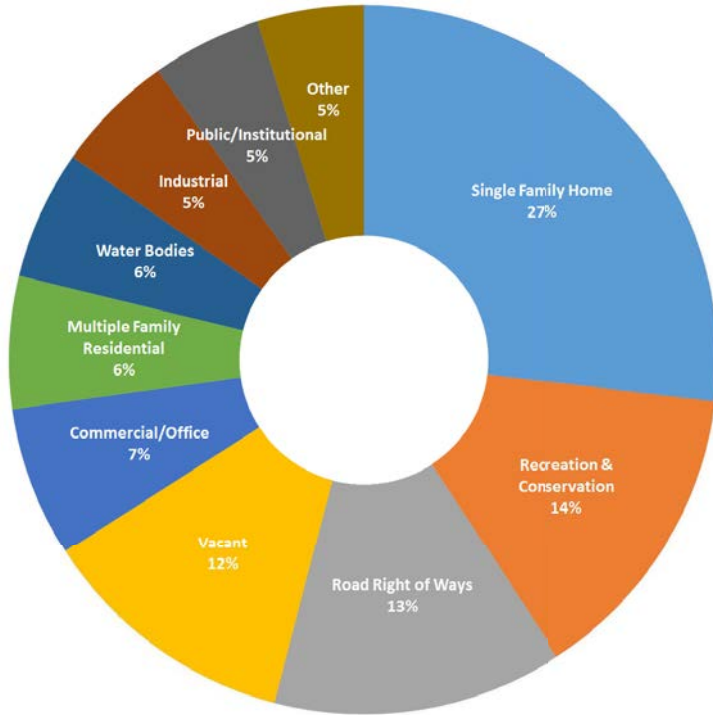
Commuting is a fact of life for most Novi residents. SEMCOG has mapped US Census data that shows how many people commute into and out of Novi for employment. Based on 2006-2010 estimates, the City has 26,928 residents who leave the City for employment, while 4,905 people lived and worked in the City. The top five cities to which Novi residents commute are Farmington Hills, Detroit, Southfield, Livonia, and Dearborn.

Novi also is an employment center in the area, with 34,013 people commuting the City. The top five areas in which these workers live are Livonia, Farmington Hills, Detroit, and Commerce Township. Interestingly, the fourth highest area from which people come is "out of the region," which means outside the seven county area covered by SEMCOG.



Average commute time for Novi residents in 2010—down from 26.6 minutes in 2000.

## 2013 LAND USE BY CATEGORY



### Land Use

The City of Novi is comprised of 21,116 acres. In the 2010 Master Plan, single-family residential was the largest land use in the City, with 24% so developed; 20% of the City’s land area was vacant. By 2013, the amount of vacant land dropped to 13%, while single family residential land use has grown to 27%. The next two largest land uses are recreation/conservation and road rights-of-way; both comprised 11% in 2003 and increased to 14% and 13%, respectively, in 2013.

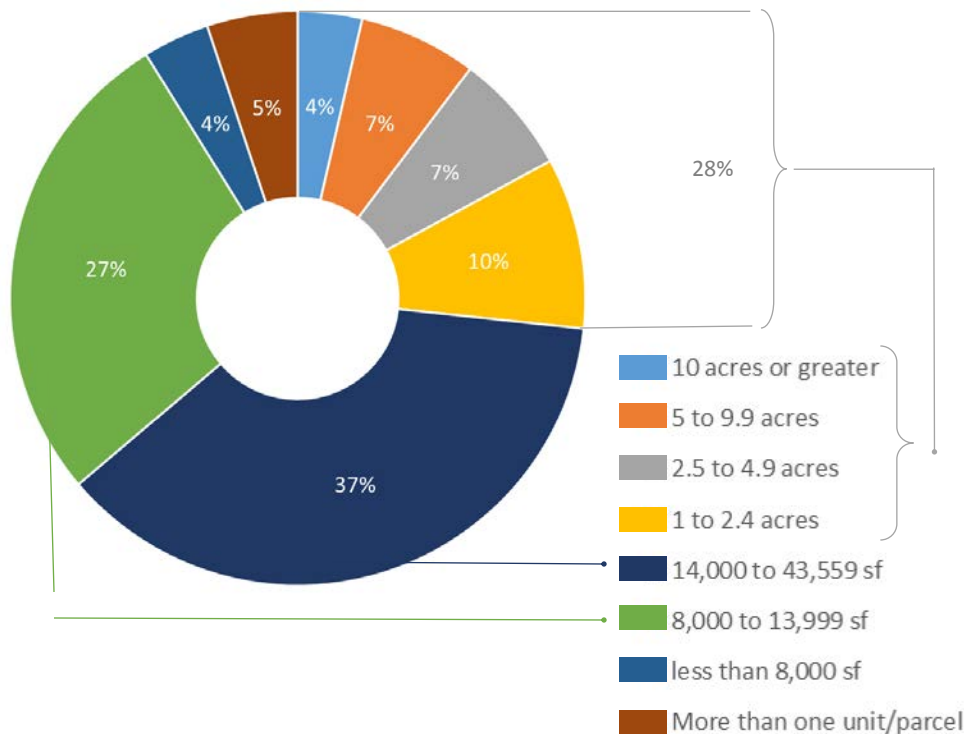
Other land uses, including commercial/office, industrial, and multiple family residential grew by about one percent.

The City’s largest land use, single family homes, can also be understood in terms of the variety of lot sizes that comprise the single family land use. Of the 5,378 acres of single family land, about 37% (1,996 acres) contain lots from 14,000 to just under one acre. While 27% of single family land is made up of lots between 8,000 and 13,999 sf, another 28% is made up of lots larger than one acre in size.

As would be expected in a growing community, the amount of vacant land is decreasing. In 2001, the City had 22% of vacant land. By 2009, that number dropped to 12.9%. In 2013, the City had 2,371 vacant acres, or just about 12%. Not all vacant land has the potential for development, however, due to wetlands, woodlands, topography, and other concerns.

- “Other” is comprised of
  - Transportation, Utility, and Communication (2%)
  - Mobile Home Park (1%)
  - Extractive (less than 1%)
  - Railroad Right of Ways (less than 1%)

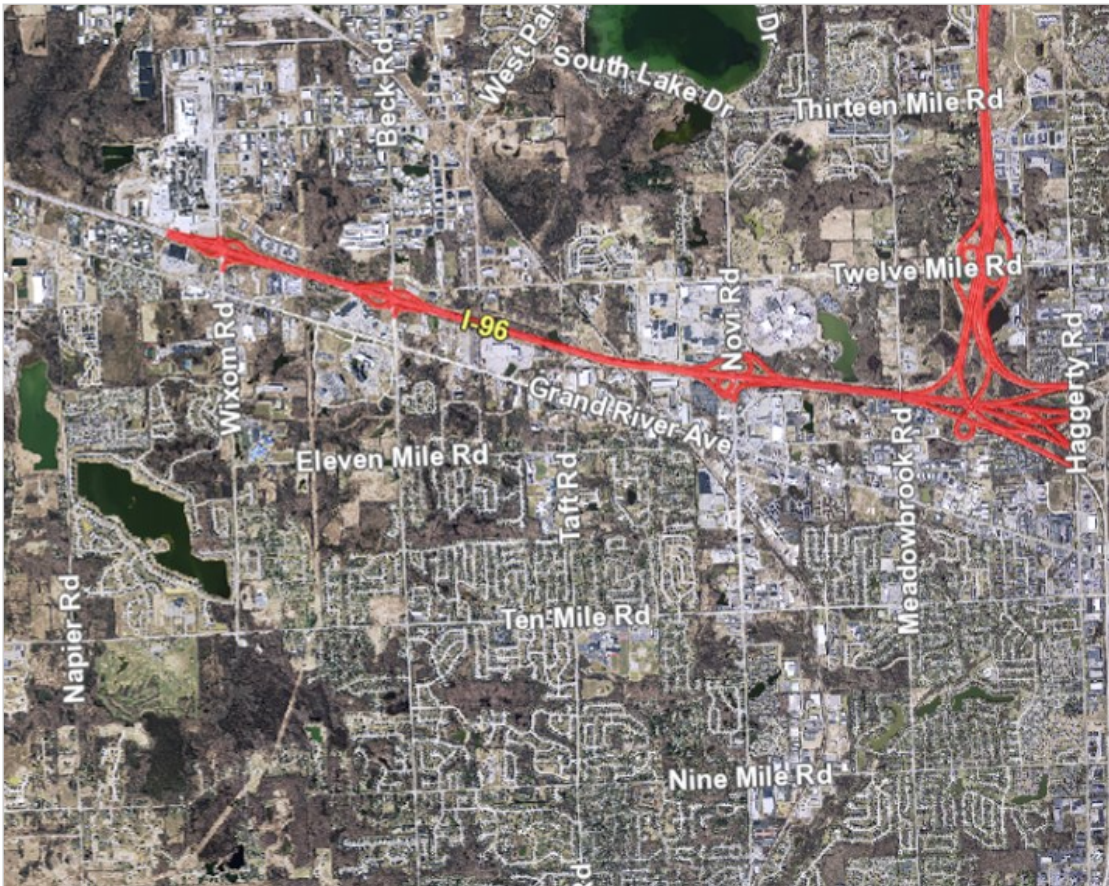
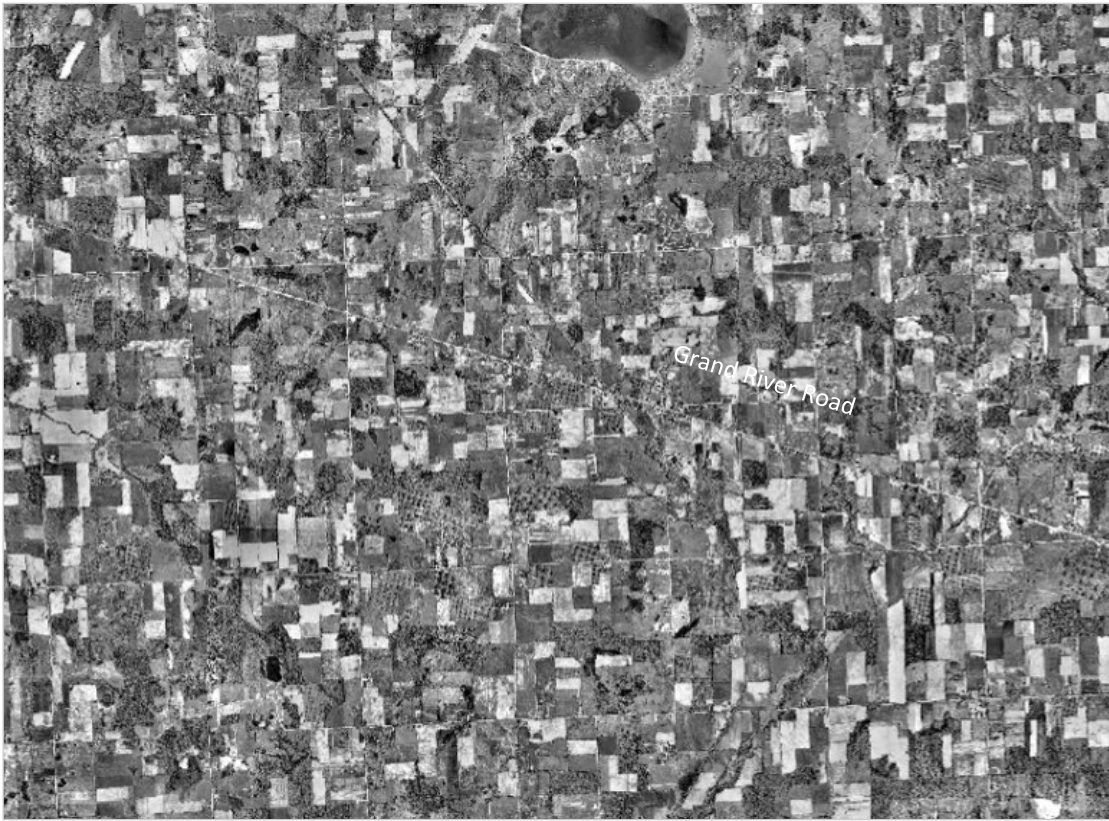
## SINGLE FAMILY RESIDENTIAL LAND AREA BY LOT SIZE—2013



Source: Oakland County



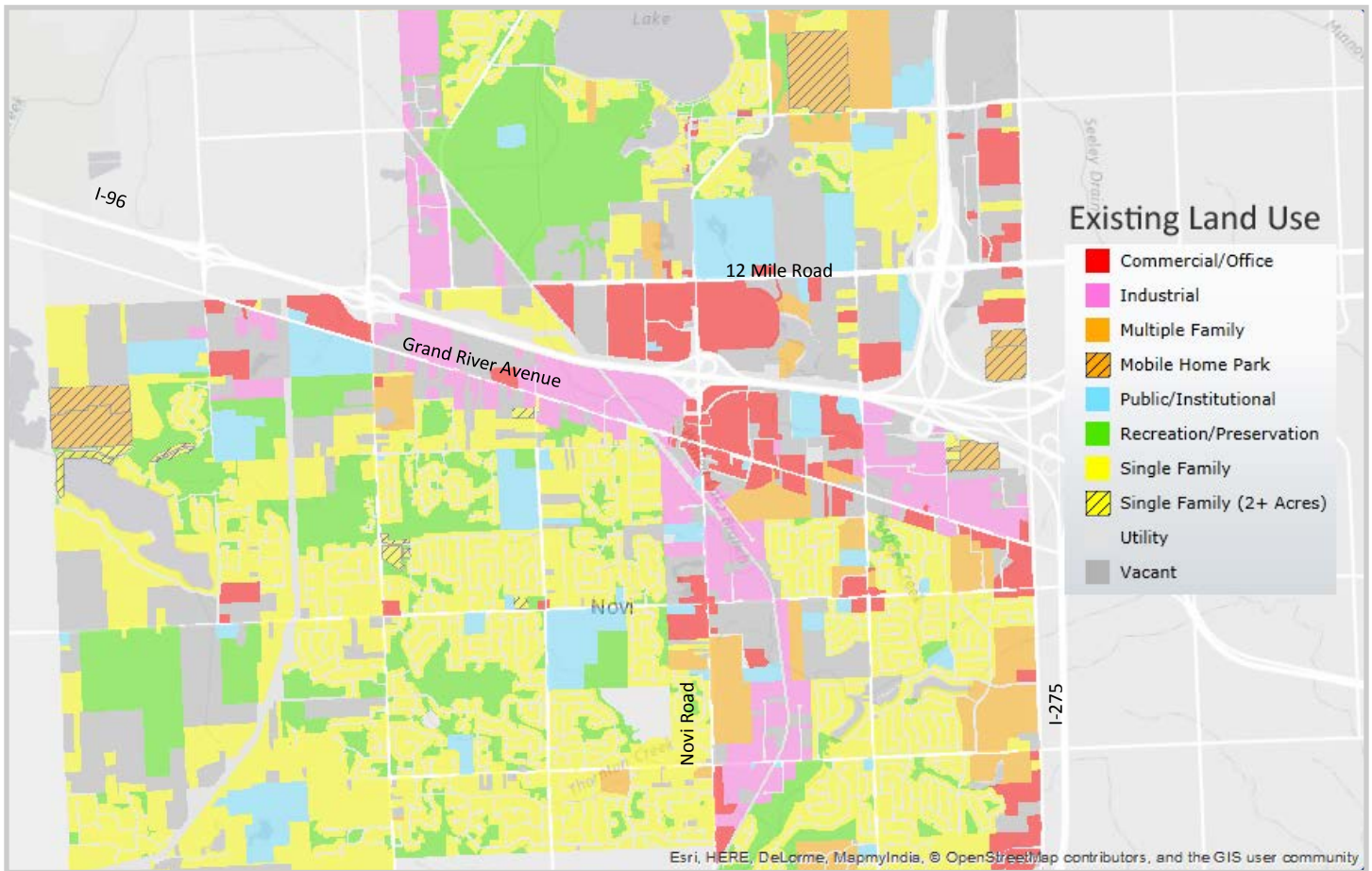
CITY OF NOVI—AERIAL IMAGES FROM 1949 (TOP) & 2012 (BOTTOM)



Source: City of Novi

These aerial images, provided by the City of Novi, illustrate the change in land development in the City between 1949 and 2012. During this time, Novi was transformed from a farming community to a thriving suburb, with access to a regional transportation network that in 1949 only consisted of Grand River Road and the railroad (now operated by CSX Transportation, Inc.).

## CITY OF NOVI—EXISTING LAND USE (2014)

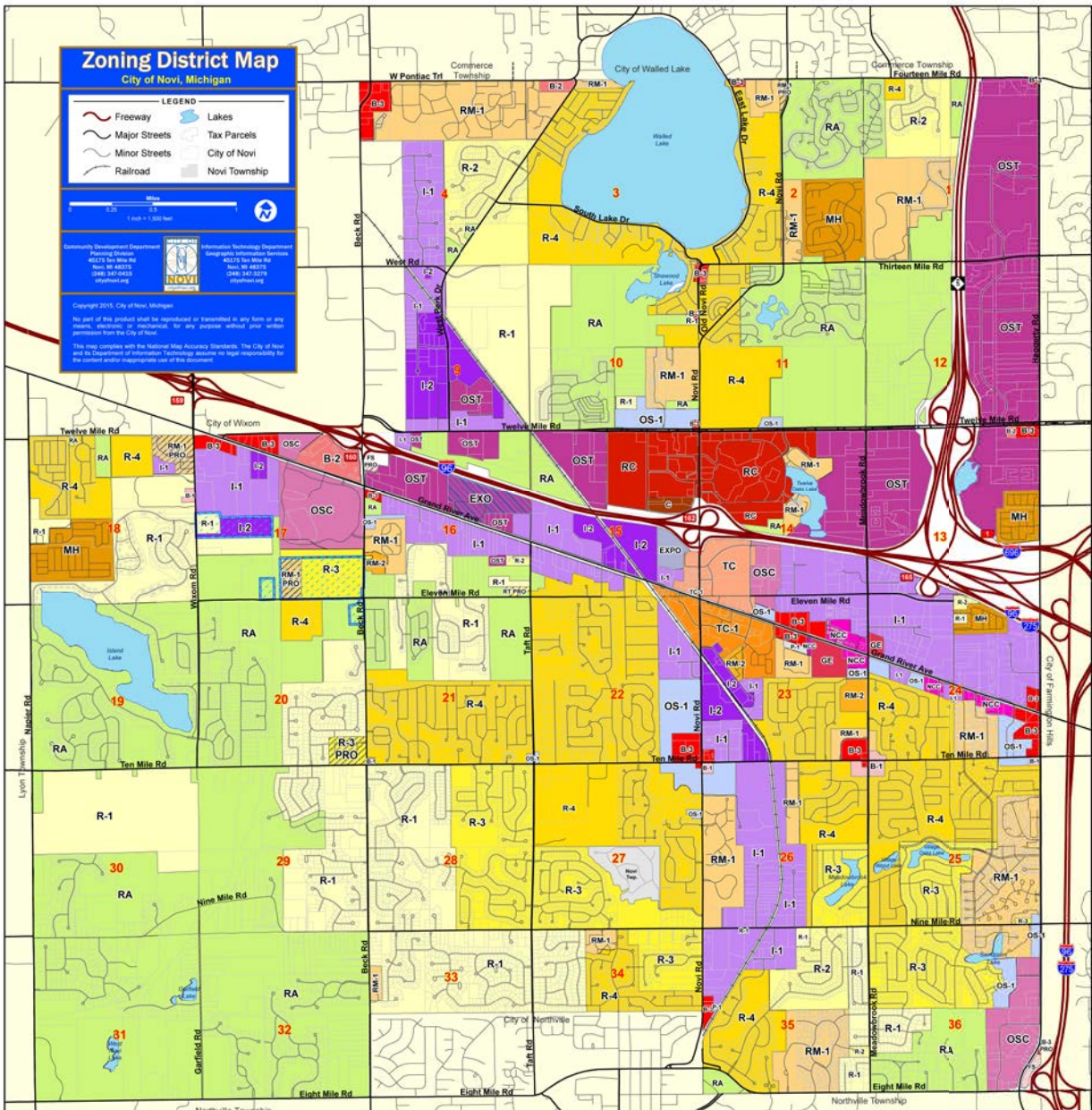


Source: City of Novi

For mapping purposes, the City of Novi consolidates some of its land use categories into broader categories. The map above shows commercial and industrial uses concentrated along Grand River Avenue, Novi Road, 12 Mile Road, and the I-96 and I-275 freeways. There are small pockets of commercial and public/institutional land uses dotted within areas that are primarily single family residential. From this map, it is clear why traffic on and around those commercial corridors tends to be heavy.

The maps on the following pages illustrate factors that impact land use development, including the Zoning Map, regulated wetlands, regulated woodlands, floodplains map, and publicly owned lands. The non-motorized transportation map is also included.

The last map in this chapter is the composite future land use map for Novi, including the border areas in adjacent communities, prepared by Oakland County Planning & Economic Development Services (PEDS). Along the northern border of the City (Pontiac Trail Road) in Commerce Township, Walled Lake, and Wixom, the planned land uses vary widely. In Wixom, at the City's northwestern edge, the future land uses are primarily commercial and industrial. Farmington Hills, along the City's eastern border designates areas north of I-696 as a mix of residential and commercial, while south of I-696, along I-275, the area is designated as commercial and industrial. Community land use plans in the communities adjacent to the City's west (Lyon Township) and south (Northville Township—not illustrated on this Oakland County Map, but highlighted separately) designate those areas mainly as single family residential.



### Zoning District Map

City of Novi, Michigan

**LEGEND**

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

Scale: 1 inch = 1,000 feet

City of Novi  
 Planning Department  
 40175 Beech Rd  
 Novi, MI 48240  
 (248) 947-0424  
 novinfo@novi.org

Information Technology Department  
 40175 Beech Rd  
 Novi, MI 48240  
 (248) 947-0276  
 novinfo@novi.org

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### Map Amendments

ORD NO. 18.542 June, 1996	ORD NO. 18.598 March, 1997
ORD NO. 18.551 June, 1996	ORD NO. 18.557 March, 1997
ORD NO. 18.553 December, 1997	ORD NO. 18.598 December, 1998
ORD NO. 18.558 December, 1997	ORD NO. 18.600 February, 2000
ORD NO. 18.561 November, 1996	ORD NO. 18.607 February, 2002
ORD NO. 18.562 February, 1997	ORD NO. 18.608 August, 2001
ORD NO. 18.568 January, 1997	ORD NO. 18.609 July, 2002
ORD NO. 18.569 June, 1997	ORD NO. 18.610 June, 2001
ORD NO. 18.567 July, 1997	ORD NO. 18.611 November, 2001
ORD NO. 18.568 December, 1997	ORD NO. 18.612 September, 2001
ORD NO. 18.571 December, 1997	ORD NO. 18.613 June, 2002
ORD NO. 18.572 May, 1998	ORD NO. 18.616 February, 2002
ORD NO. 18.573 May, 1998	ORD NO. 18.618 May, 2002
ORD NO. 18.575 June, 1998	ORD NO. 18.619 June, 2002
ORD NO. 18.577 September, 1998	ORD NO. 18.620 May, 2002
ORD NO. 18.578 June, 1999	ORD NO. 18.621 June, 2002
ORD NO. 18.580 January, 1999	ORD NO. 18.622 July, 2002
ORD NO. 18.581 January, 1999	ORD NO. 18.624 January, 2003
ORD NO. 18.582 February, 1999	ORD NO. 18.625 October, 2003
ORD NO. 18.584 June, 1999	ORD NO. 18.629 September, 2003
ORD NO. 18.588 September, 1999	ORD NO. 18.630 April, 2004
ORD NO. 18.589 May, 1999	ORD NO. 18.631 December, 2003
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ORD NO. 18.593-B April, 2000	ORD NO. 18.634 February, 2004
ORD NO. 18.590 May, 1999	ORD NO. 18.635 January, 2004
ORD NO. 18.591 May, 1999	ORD NO. 18.636 February, 2004
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ORD NO. 18.595 May, 1999	ORD NO. 18.638 April, 2004
ORD NO. 18.592-B June, 2000	ORD NO. 18.643 October, 2004
ORD NO. 18.593 May, 1999	ORD NO. 18.644 April, 2005
ORD NO. 18.598 June, 2000	ORD NO. 18.645 July 11, 2005
ORD NO. 18.594 May, 1999	ORD NO. 18.646 July 13, 2007
ORD NO. 18.595-B June, 2000	ORD NO. 18.676 November 13, 2007
ORD NO. 18.595 August, 1997	ORD NO. 18.695 July 12, 2011
ORD NO. 18.597 July 23, 2005	ORD NO. 18.695 July 18, 2011
ORD NO. 18.600 July 23, 2005	ORD NO. 18.701 August 13, 2012
ORD NO. 18.601 August 22, 2005	ORD NO. 18.702 August 13, 2012
ORD NO. 18.603 September 12, 2009	ORD NO. 18.703 December 9, 2012
ORD NO. 18.620 October 10, 2005	ORD NO. 18.994 April 5, 2010
ORD NO. 18.624 November 28, 2005	ORD NO. 18.697 May 9, 2011
ORD NO. 18.625 November 28, 2005	ORD NO. 18.698 July 18, 2011
ORD NO. 18.626 November 28, 2005	ORD NO. 18.699 July 18, 2011
ORD NO. 18.628 November 28, 2005	ORD NO. 18.700 August 13, 2012
ORD NO. 18.629 November 28, 2005	ORD NO. 18.701 August 13, 2012
ORD NO. 18.630 March 20, 2006	ORD NO. 18.702 December 9, 2012
ORD NO. 18.691 April 17, 2006	ORD NO. 18.704 October 28, 2013
ORD NO. 18.693 June 8, 2006	
ORD NO. 18.692 August 14, 2006	
ORD NO. 18.694 September 23, 2006	
ORD NO. 18.695 September 23, 2006	
ORD NO. 18.696 November 27, 2006	
ORD NO. 18.697 March 14, 2007 (Correction)	

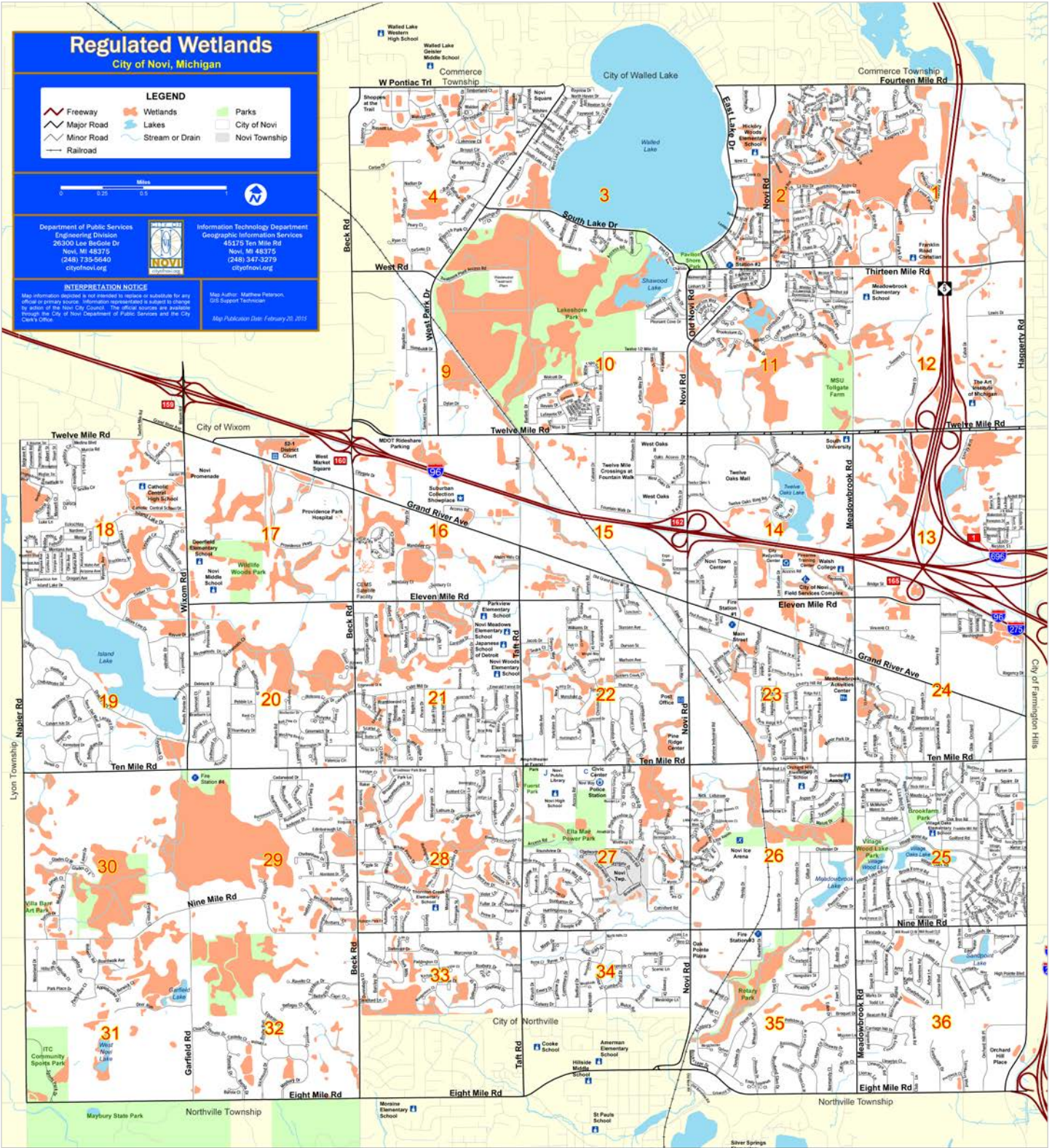
### Zoning Districts

R-A: Residential Acreage	GE: Gateway East
R-1: One-Family Residential	FS: Freeway Service
R-2: One-Family Residential	I-1: Light Industrial
R-3: One-Family Residential	I-2: General Industrial
R-4: One-Family Residential	NCC: Non-Center Commercial
RM-1: Low-Density Multiple-Family	OS-1: Office Service
RM-2: High-Density Multiple-Family	OSC: Office Service Commercial
MH: Mobile Home	OST: Office Service Technology
B-1: Local Business	EXO: OST District with EXO Overlay
B-2: Community Business	RC: Regional Center
B-3: General Business	P-1: Vehicular Parking
C: Conference	TC: Town Center
EXPO: Expo	TC-1: Town Center-1

### Zoning Overlays

Exposition (EXO)	Planned Rezoning (PRO)
Planned Suburban Low-Rise (PSLR)	50-22-02-201-001 (RM-1 PRO)
	50-22-16-176-035 (FS PRO)
	50-22-16-451-076 (RT PRO)
	50-22-17-400-002 (RM-1 PRO)
	50-22-18-200-002 (RM-1 PRO)
	50-22-18-200-003 (RM-1 PRO)
	50-22-18-200-025 (RM-1 PRO)
	50-22-20-400-005 (R-3 PRO)
	50-22-36-476-006 (B-3 PRO)

ADOPTED BY: NOVI CITY COUNCIL  
 OCTOBER 28, 2013  
 EFFECTIVE DATE: DECEMBER 26, 2013  
 MAYOR: BOB CLATT  
 CITY MANAGER: CLAY FEARSON  
 CITY CLERK: MARYANNE CORNELIUS  
 MAP PRINTING DATE: FEBRUARY 20, 2015



# Regulated Woodlands

City of Novi, Michigan

## LEGEND

-  Freeway
-  Major Road
-  Minor Road
-  Railroad
-  Woodlands
-  Lakes
-  Stream or Drain
-  Parks
-  City of Novi
-  Novi Township



Department of Public Services  
Engineering Division  
26300 Lee BeCote Dr  
Novi, MI 48375  
(248) 735-5640  
cityofnovi.org



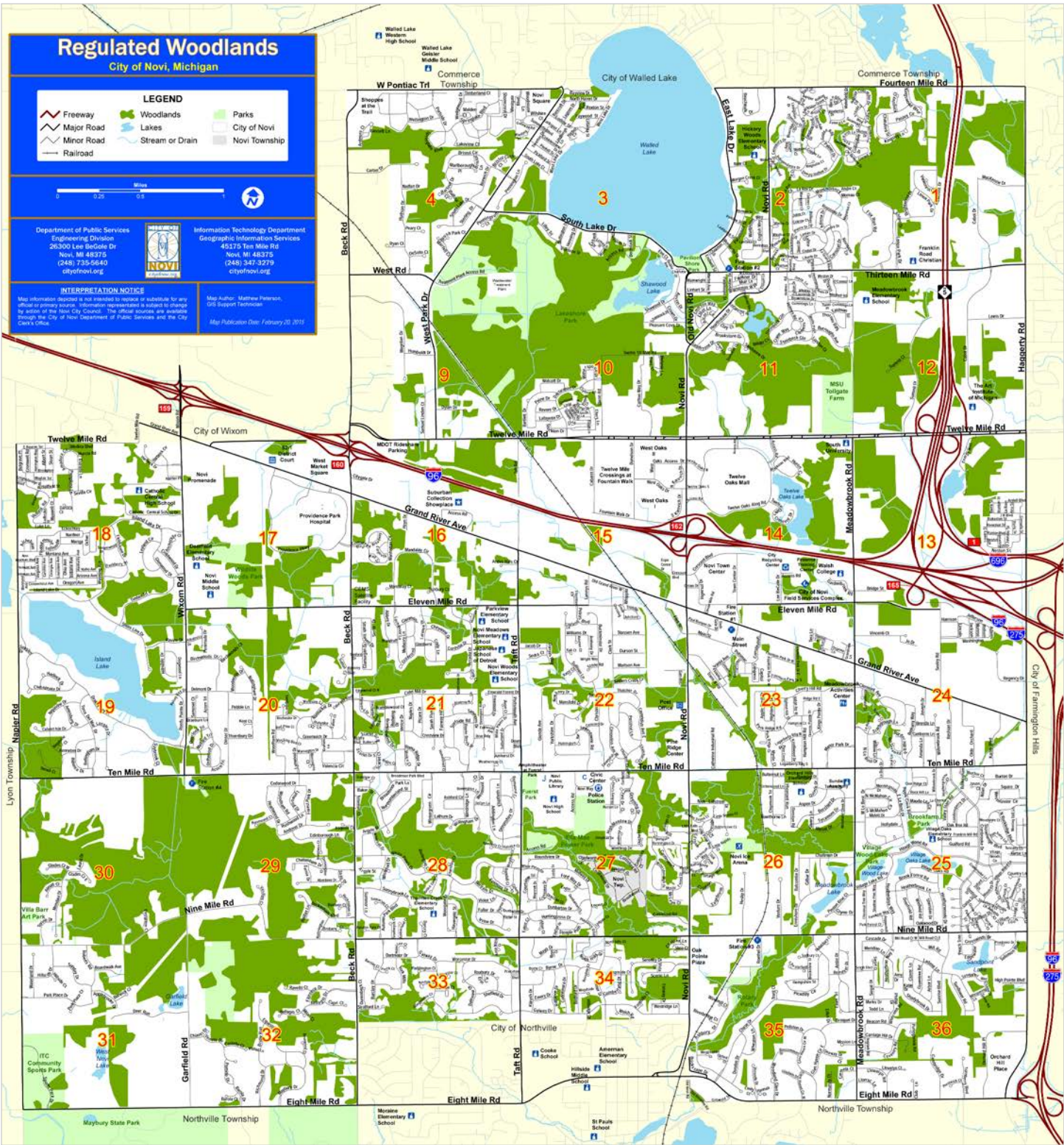
Information Technology Department  
Geographic Information Services  
45175 Ten Mile Rd  
Novi, MI 48375  
(248) 347 3279  
cityofnovi.org

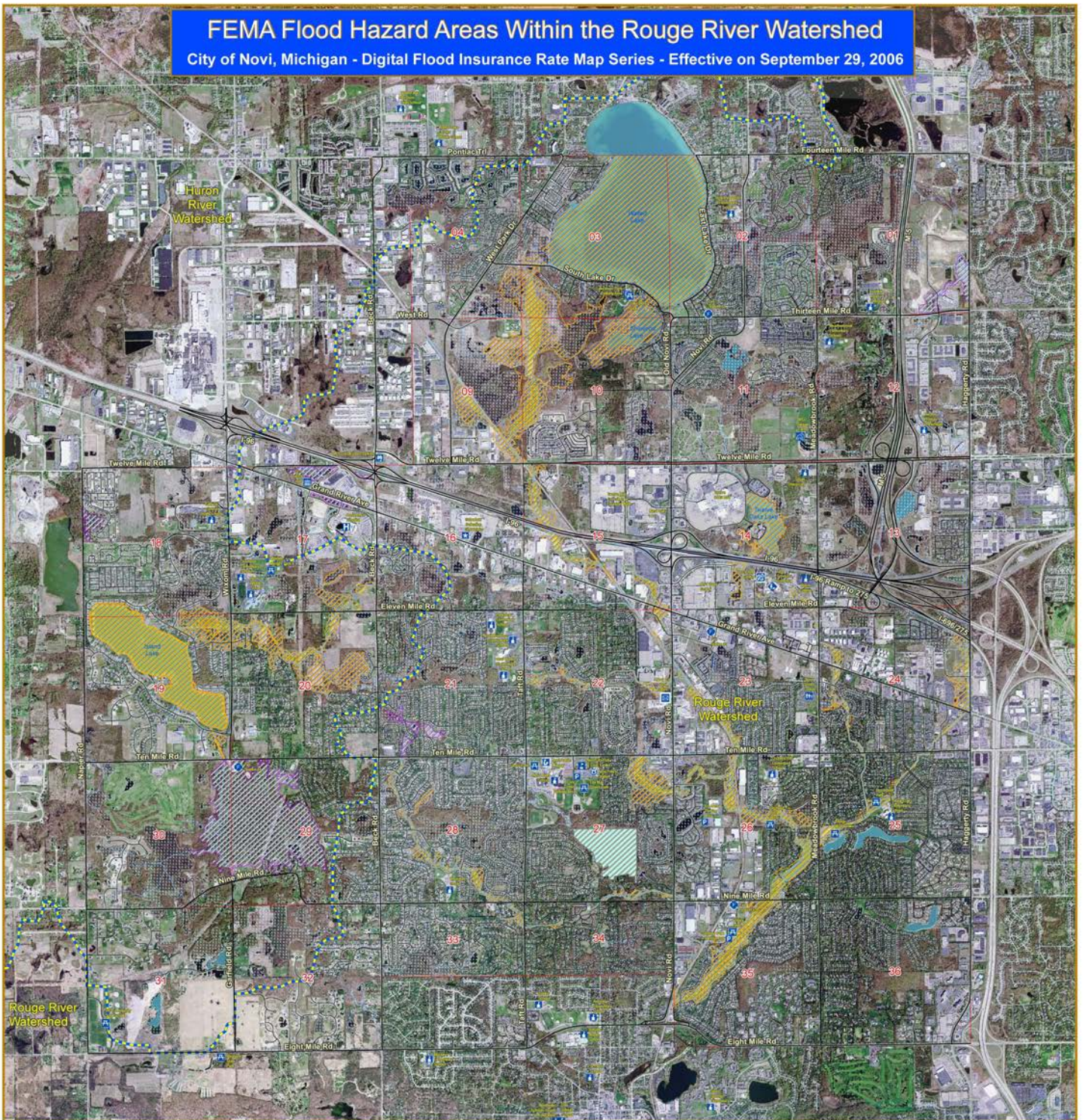
### INTERPRETATION NOTICE

Map information depicted is not intended to replace or substitute for any official or primary source. Information represented is subject to change by action of the local City Council. The official records are available through the City of Novi Department of Public Services and the City Clerk's Office.

Map Author: Matthew Peterson, GIS Support Technician

Map Publication Date: February 03, 2012






Map Author: Christopher Blough, GIS Manager  
 Date: June 27, 2011  
 Project: Community Development Grant Research  
 Version #: 1.0


**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 source 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.

**Map Legend**

<p><b>Transportation Network</b></p> <ul style="list-style-type: none"> <li>— Major Streets</li> <li>— Minor Streets</li> </ul> <p><b>Watershed Boundaries</b></p> <ul style="list-style-type: none"> <li>- - - Rouge - Huron Boundary</li> <li>▨ Novi Township</li> </ul>	<p><b>DFIRM Flood Hazard Areas</b></p> <ul style="list-style-type: none"> <li>▨ 1.0% Chance Flood Zone A</li> <li>▩ 1.0% Chance Flood Zone AE</li> <li>■ 0.2% Chance Flood Zone X</li> </ul> <p><b>Other Features</b></p> <ul style="list-style-type: none"> <li>— Floodway</li> <li>▨ Wetland Areas</li> <li>— Lakes</li> <li>— Watercourses</li> </ul>	<ul style="list-style-type: none"> <li>Ⓜ Civic Center/City Hall</li> <li>Ⓜ Post Office</li> <li>Ⓜ DPW</li> <li>Ⓜ Court</li> <li>♻️ Recycling</li> <li>Ⓜ MSU Tollgate Farm</li> <li>Ⓜ Rideshare</li> <li>Ⓜ Suburban Collection Showplace</li> </ul>	<ul style="list-style-type: none"> <li>Ⓜ Parking Area</li> <li>Ⓜ Police Station</li> <li>Ⓜ Fire Station</li> <li>Ⓜ Hospital</li> <li>Ⓜ Library</li> <li>Ⓜ Ice Arena</li> <li>Ⓜ School</li> <li>Ⓜ Senior Center</li> </ul>
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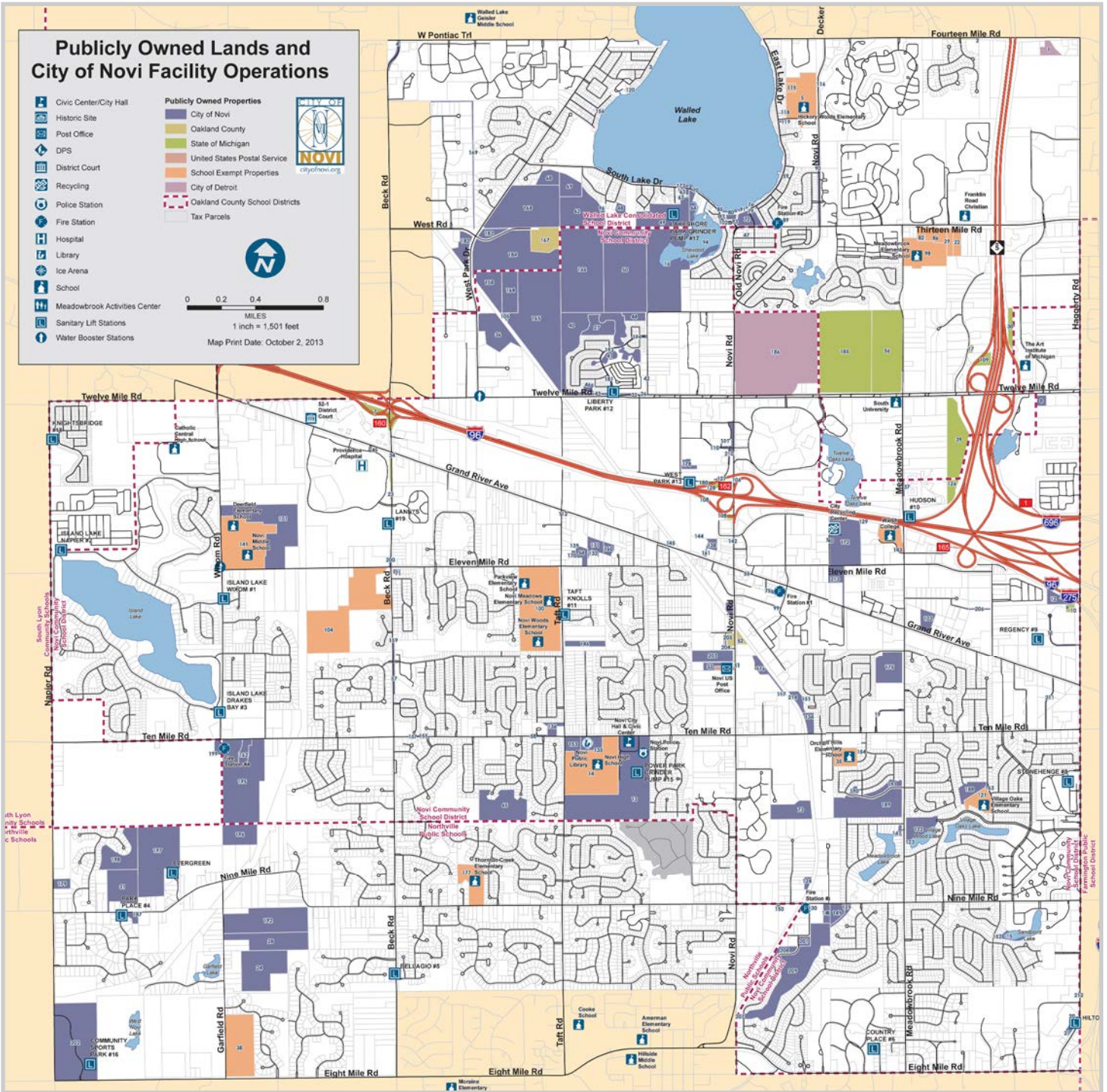


**City of Novi**  
 Geographic Information Services  
 Dept. of Information Technology  
 45175 W Ten Mile Rd  
 Novi, MI 48375  
[cityofnovi.org](http://cityofnovi.org)

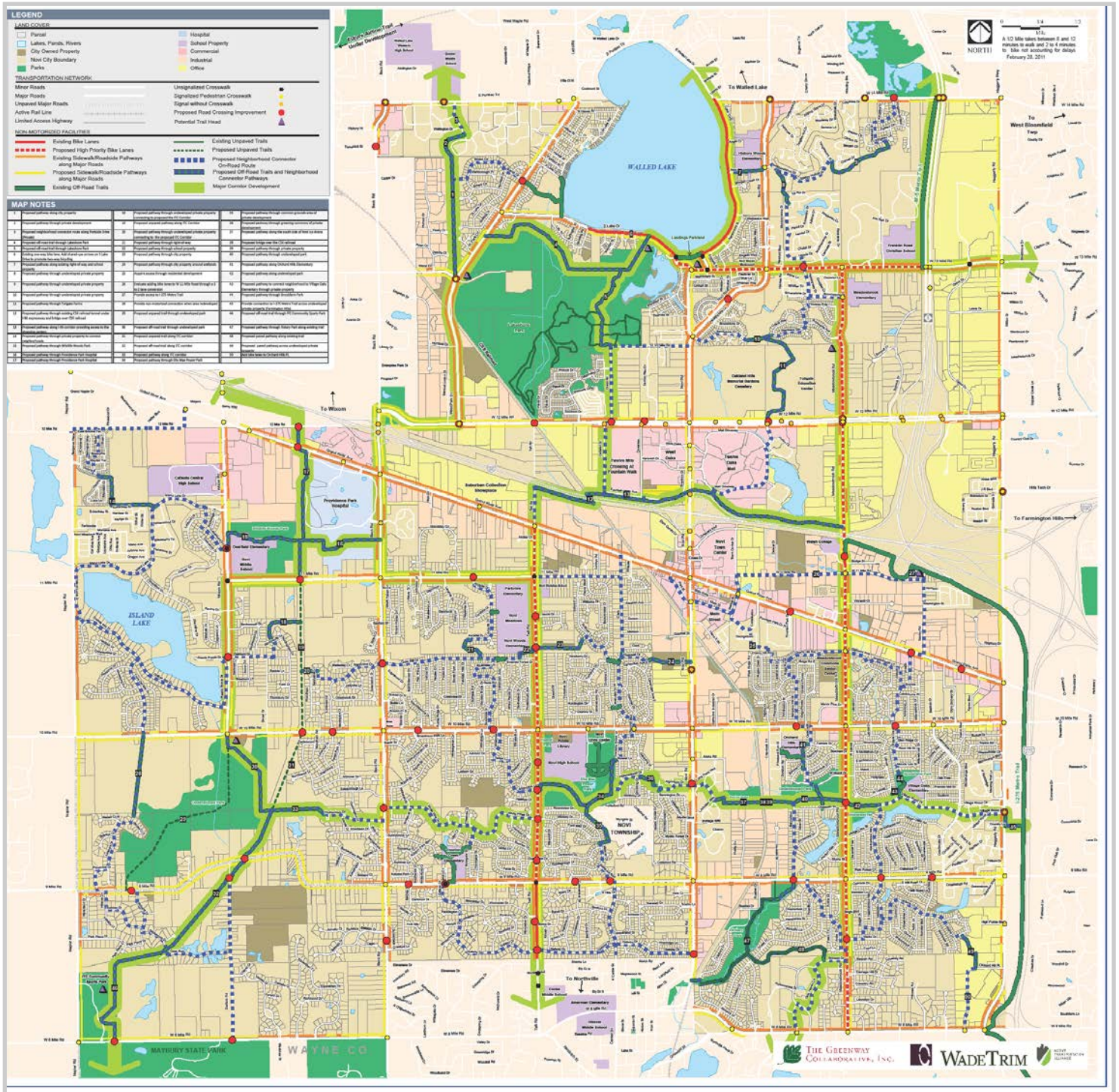


0 800 1,600 3,200 4,800 6,400  
 Feet  
 1 inch = 2,000 feet

CITY OF NOVI—PUBLICLY OWNED LANDS

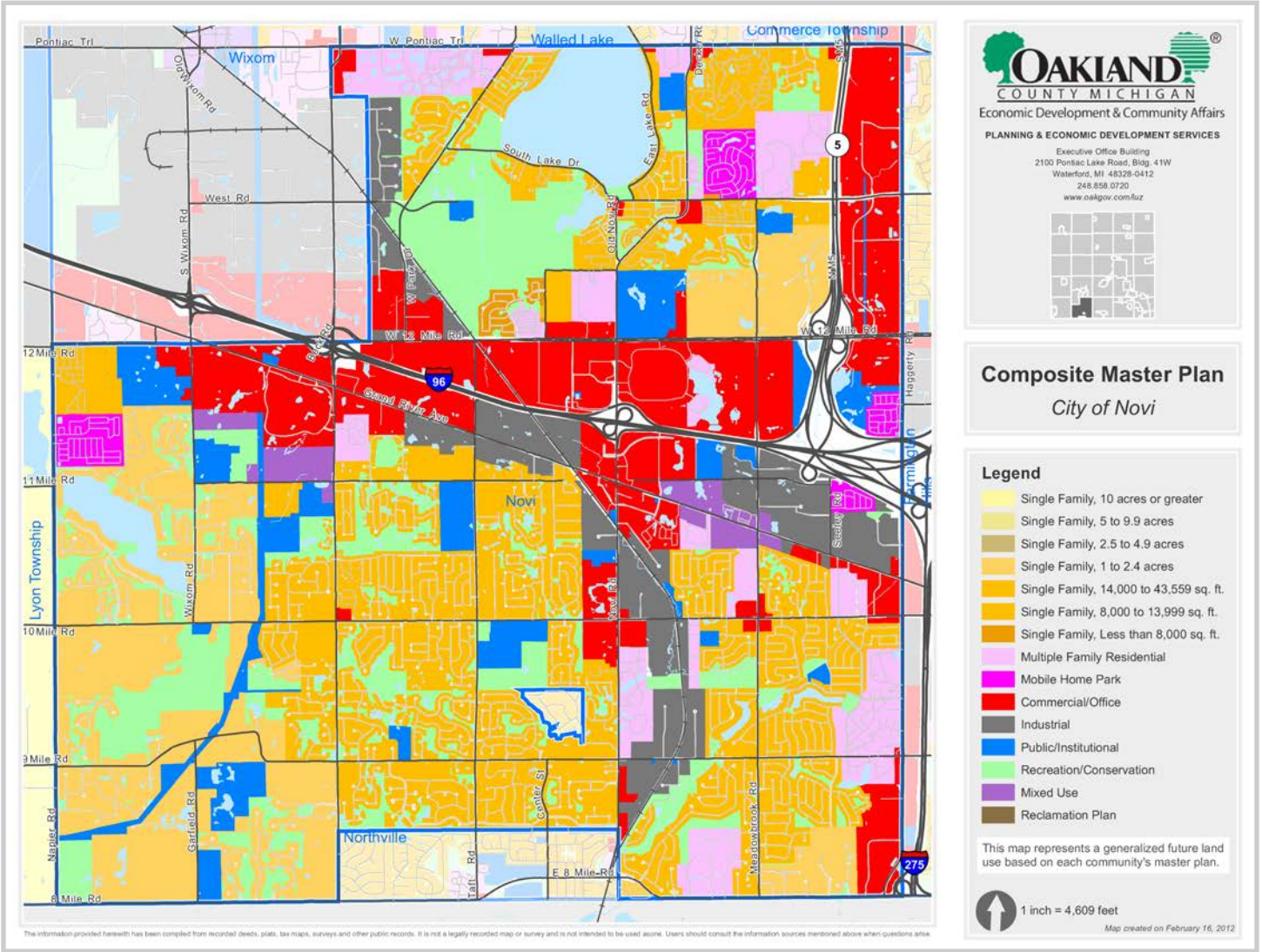


# CITY OF NOVI—NON-MOTORIZED TRANSPORTATION MASTER PLAN





CITY OF NOVI—COMPOSITE MASTER PLAN



**OAKLAND**  
COUNTY MICHIGAN  
Economic Development & Community Affairs  
PLANNING & ECONOMIC DEVELOPMENT SERVICES

Executive Office Building  
2100 Pontiac Lake Road, Bldg. 41W  
Waterford, MI 48328-0412  
248.858.0720  
www.oakgov.com/uz

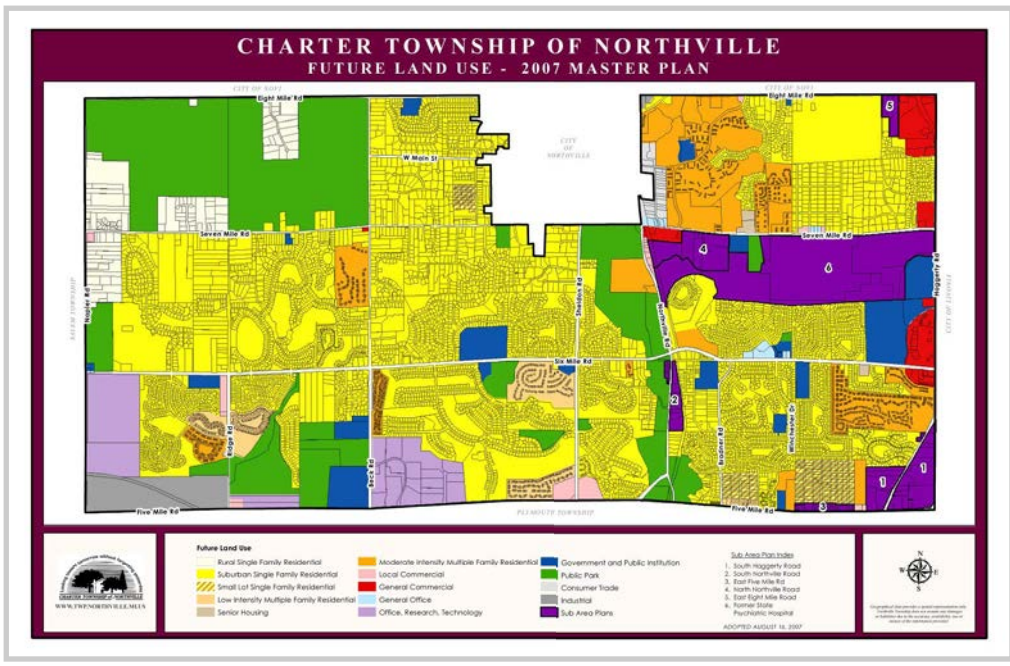
**Composite Master Plan**  
*City of Novi*

**Legend**

- Single Family, 10 acres or greater
- Single Family, 5 to 9.9 acres
- Single Family, 2.5 to 4.9 acres
- Single Family, 1 to 2.4 acres
- Single Family, 14,000 to 43,559 sq. ft.
- Single Family, 8,000 to 13,999 sq. ft.
- Single Family, Less than 8,000 sq. ft.
- Multiple Family Residential
- Mobile Home Park
- Commercial/Office
- Industrial
- Public/Institutional
- Recreation/Conservation
- Mixed Use
- Reclamation Plan

This map represents a generalized future land use based on each community's master plan.

1 inch = 4,609 feet  
Map created on February 16, 2012



**May 20, 2015 Master Planning and Zoning Committee meeting minutes**



**MASTER PLAN AND ZONING COMMITTEE**  
**City of Novi Planning Commission**  
**May 20, 2015 at 6:00 p.m.**  
**Novi Civic Center – Activities Room**  
**45175 W. Ten Mile, Novi, MI 48375**  
**(248) 347-0475**  
**Minutes**

**CALL TO ORDER**

The meeting was called to order at 6:00 p.m.

**ROLL CALL**

Present: Members Mark Pehrson, and Robert Giacobetti

Absent: Member Michael Lynch

Staff Present: Barbara McBeth, Deputy Director Community Development; Sri Ravali Komaragiri, Planner; Gary Dovere, City Attorney; Rod Arroyo, Consultant for Thirteen Mile and Novi Road Study Area

**APPROVAL OF AGENDA**

Moved by Member Pehrson, seconded by Giacobetti.

**VOICE VOTE ON AGENDA APPROVAL MOTION MADE BY MEMBER PEHRSON AND SECONDED BY CHAIR LYNCH:**

A motion to approve the May 20, 2015 Master Plan and Zoning Committee agenda. *Motion carried 2-0.*

**AUDIENCE PARTICIPATION AND CORRESPONDENCE**

No one from the audience wished to speak.

**DISCUSSION ITEMS**

**A. City of Novi 13 Mile/Novi Road Area Study for Land Use Study: Review and provide comments on the final draft prepared by Clearzoning**

Rod Arroyo from Clearzoning Inc. summarized the structure of the report and briefly discussed individual sections of the report. He mentioned that the report presented two alternatives based on their analysis of existing conditions and market research. He brought members attention to 1995 PUD development plan and illustrations from surrounding communities depicting what it could be.

Mr. Arroyo mentioned that analysis the existing conditions and the market research were two important components of the study. Based on the research, a determination was made that the current market cannot support the 170,000 square feet of commercial development, which the consent judgement requires. This is because of various factors such as changes in market, aging population, and patterns of retail consumption. There is a demand for housing for aging population and for young adults, who are looking for options not typically found in a detached single family housing.

Mr. Arroyo then talked about trip generation rates as listed on page 21. Many residents at the open house were concerned about the additional traffic that will be generated from the new development. He said the trip generation numbers for already approved commercial development is considerably higher than the two alternatives suggested the report.

Mr. Arroyo then discussed briefly about the two alternatives suggested in the report. There are a number of possibilities for the development of the area, but the alternatives are narrowed down to two options based on the public input, history of the project and trends influencing what should be

happening in this area. He said that the research clearly does not support the 170,000 square feet of commercial.

One of the options suggests developing up to 18 acres into multi family dwelling units with a density of 9 dwelling units per acre. The other 3 acres could be potentially reserved and developed for mixed use, to bring some cohesiveness to the community. He referred to some examples from Illinois which provided conferencing facilities for paid use, recreational facility or may be plaza-different options to integrate into the development to capture the original PUD vision.

The other option is to use those 3 acres for creating a neighborhood friendly retail that would create an opportunity for community interaction between renters and home owners. It would help with the success of the development.

Mr. Arroyo said the amount of the public input that has been gathered through open house and the emails is very substantial for a project this size. He referred to the supplemental information provided with the draft report is mostly food for thought.

Deputy Director of Community Development, Barb McBeth mentioned that the staff is still receiving comments continually and will be sharing those at the public meeting.

Member Pehrson was curious if the incoming emails have similar opinions as before and staff agreed.

The applicant's attorney, Matt Quinn, said that the 13 Mile Road corridor is intended to be a major non-motorized corridor. Mr. Quinn inquired about a possibility for setting aside some area for a recreational stop that includes amenities such as bike spaces and picnic benches etc.

Mr. Arroyo said that it is a possibility.

Mr. Quinn asked if that is something the City can take over for further maintenance if the developer builds or if the City would expect the developer to maintain.

Ms. McBeth mentioned that City Parks and Recreation and Department of Public Services generally prefer not to maintain small or scattered parks, but this could be evaluated.

Member Giacopetti asked if the owner is willing to donate it to the City. Mr. Quinn mentioned that he does not speak for the applicant, and is curious about alternatives.

Ms. McBeth asked the applicant to provide with a write up of their alternatives and staff can review it further. She mentioned that the Planning Commission will review the two alternatives from the report at the Public hearing on May 27<sup>th</sup> meeting and make a recommendation to the City Council.

Applicant Michael Furnari asked if a recommendation will be made at the meeting. Ms. McBeth confirmed that there could be a recommendation or the Commission may ask for additional revisions to review again at a later date.

Mr. Furnari mentioned that it is very difficult to get financing approved for commercial because the market does not support commercial. He reiterated he can develop the site with a commercial component if financing was not an issue.

Member Giacopetti asked about the implications of illustrations on page 24, if 3-story buildings are part of the recommended alternatives.

Mr. Furnari responded that getting financing for a three story building is difficult. A two story building with apartment is more feasible.

Member Giacopetti said he has policy questions whether City can issue a tax abatement, if the City wants certain areas to look to a certain standards. He mentioned the project changed his assumption that commercial tenants would actively seek such commercial development, attractive

strip malls similar to Plymouth downtown. High rise developments would increase investments and thus the tax base.

Ms. McBeth mentioned that the City Council has been very careful in granting tax abatements. Tax Abatements have been provided very selectively, and have been relatively uncommon in Novi.

Member Giacometti said that the illustration on Page 24 can be more attractive for young professionals and he can understand that financing can be difficult for similar projects and wondered what the City can do to help developers to help the City reach a certain standard of development. If there are any policies that help building extra space that may not be immediately occupied.

Ms. McBeth said that this property is subject to the conditions of a Consent Judgment, and there may be an opportunity to further refine the standard of development. Ms. McBeth mentioned that many comments during open house raised concerns about the rental component of the development, which the Planning Commission does not typically consider, but wondered if the applicant had any comment on this.

Mr. Furnari mentioned that getting financing for owner-occupied condominiums is tough. He believes that the quality of a person does not change with type of ownership.

Member Pehrson asked the attendees for other thoughts.

Member Giacometti mentioned that one option that makes a mark to carve out a portion for future development for commercial, preferably the space between the existing gas station and Thirteen Mile Road. The space may not be used for a mixed use, but for integrating commercial into the proposed residential development.

Ms. McBeth mentioned that if the applicant is willing, the nonresidential or mixed use area can be preserved as open space until developed.

Member Giacometti asked whether City has an Economic Development department. Ms. McBeth responded yes. Lauren Royston is the Director and there is also a retail specialist. The department works closely with Community Relations and the City Manager's Office. The department reaches out to the current businesses and to future developers, informing them about City services, available properties, and discusses various incentives.

Member Pehrson suggested that this may be a good time to reach out and find their thoughts about this development.

Ms. McBeth agreed to follow up with the economic development staff.

Mr. Furnari inquired if the City has Downtown Development Authority. Staff replied that there is not one.

**B. Approval of the March 24, 2015 Master Planning and Zoning Committee meeting minutes.**

**C. Approval of the April 22, 2015 Master Planning and Zoning Committee meeting minutes.**

**VOICE VOTE ON AGENDA APPROVAL MOTION MADE BY MEMBER PEHRSON AND SECONDED BY GIACOPETTI:**

A motion to approve the March 24, 2015 Master Planning and Zoning Committee meeting minutes.  
*Motion carried 2-0.*

A motion to approve the April 22, 2015 Master Planning and Zoning Committee meeting minutes.  
*Motion carried 2-0.*

**ADJOURN**

The meeting adjourned at 6:42 p.m.