

# PLAN REVIEW CENTER REPORT

## Master Plan Review

### Grand River Avenue and Beck Road Study Area

July 29, 2009

The Grand River Avenue and Beck Road Study Area is uniquely situated for new development. The Study Area is located along both sides of Grand River Avenue, east of Beck Road and south of the I-96 freeway in Section 16 between the recently constructed Rock Financial Showcase (2004) and the Providence Park hospital complex (2005) (see Map 1). The 94 acre (gross) Study Area contains vacant parcels, under-developed parcels and some potentially obsolete buildings. Since the completion of these two large neighboring projects, property owners and developers have expressed an increased interest in providing supporting retail services within the Study Area and on nearby properties. In addition, members of the Planning Commission's Master Plan and Zoning Committee have expressed an interest in permitting mid-rise residential developments in office areas of the City located near the I-96 freeway. For these reasons, this area was selected for study to see if the Office use designation for the entire Study Area was still appropriate and to review and make recommendations on including supporting retail services and mid-rise residential uses in the Study Area.

### **Background**

The Study Area is located in a major transportation corridor that connects the City of Novi with the City of Detroit to the east and the Cities of Lansing and Grand Rapids to the west. Grand River Avenue, which began as a Native American trail, was first improved as a plank toll road in 1853. The Detroit-Howell plank road operated into the 1880s when the road evolved into an extension of the City of Detroit's Grand River Avenue. By 1926 when the route became part of the federal highway system, it was paved and named U.S. 16. The federal highway designation was removed with the opening of the I-96 freeway in the 1950s. I-96 has replaced Grand River as the main inter-city highway, but Grand River Avenue remains an important Oakland County arterial road with the portion of the road within the Study Area being recently improved to 5 lanes.

The Study Area is also includes an important north south transportation corridor. Beck Road runs north and south and connects the City of Novi with the City of Wixom and other locations in Oakland County to the north and the Cities of Northville and Plymouth and other locations in Wayne County to the south.

Road access to the Study Area is good and was recently improved with the completion of the new Beck Road and I-96 freeway interchange.

Over the last 5 years City Staff has had exploratory discussions with individuals about developing property in the Study Area. On the 10 acre southeast corner of the Study Area, the City approved a Final Site Plan for the "Olde Town Office" condominiums that has not been constructed. In 2008, a branch bank was constructed at the northeast corner of Grand River and Beck. City Staff has discussed with an interested party the potential development of the parcel immediately north of the bank as a restaurant. City Staff also has had conceptual discussions with an interested party on developing the frontage on Beck Road north of Grand River for retail and office uses. On the adjacent Providence Park property, City Staff has had preliminary discussions about developing 30,000 to 50,000 square feet of retail and restaurant space.

### **Natural Features**

The Grand River and Beck Study Area is located in both the Rouge River and Huron River watershed. Properties north of Grand River Avenue generally slope to the north and drain into the Davis Drain or Shaw Creek, both tributaries of the Rouge River. Properties south of Grand River Avenue generally slope to the south and drain into the Novi-Lyon Drain a tributary of the Huron River. The Study Area is a headwater area for both stream systems, and the City's Wetland and Watercourse Map indicates that the Study includes about 11 acres of wetlands and water bodies. City regulated woodlands span across the southern portion of the Study Area and extend south across the eastern portion of the Remax parcel and into the open space surrounding the Central Park Apartments. The Study Area does not contain any regulated 100 year flood plains or priority habitat areas (see Map 9).

### **Planning History**

A look at the past Master Plan designations is helpful to understand the existing patterns of land uses and zoning districts in the Study Area. The Master Plan history of the Grand River and Beck Study Area is as follows (see Maps 2-6):

- The 1967 Master Plan depicted the entire Study Area for Industrial uses;
- The 1980 Master Plan for Land Use depicted the entire Study Area for Light Industrial uses;
- The 1988 Master Plan for Land Use depicted the properties north of Grand River for Office uses, the southeast corner of Grand River (about 550 feet of frontage) and Beck (about 350 feet of frontage) was changed to Non-Center Commercial uses and the area due south of the Non-Center Commercial (about 550 feet of frontage on Beck Road) became designated for Single Family Residential uses with a maximum density of 0.8 dwelling units per acre. The balance of the area on the south side of Grand River remained designated for Light Industrial uses.
- The 1993 Master Plan for Land Use depicted the Study Area the same as in 1988

except that the Office use areas included an additional designation of PD-4, noting that these properties should be developed using the Zoning Ordinance's Planned Development Options.

- The 2020 Master Plan for Land Use (1999) changed the Non-Center Commercial and Single Family Residential uses areas to Office uses and the PD-4 note was removed from the Office areas on the north side of Grand River Avenue.
- The Master Plan for Land Use 2004 depicted the entire Study Area for Office uses. This designation is the current designation since this area did not change when the Plan was amended in 2008.

"The Grand River Avenue Geographic Area Plan" was produced by the Planning Commission in 2001 with assistance from Birchler Arroyo Associates, Inc., Linda C. Lemke & Associates, and JCK & Associates, Inc. The Plan included the following recommendations that pertain to the Grand River and Beck Study Area:

- Designating the entire Study Area for Office uses (included in the 2004 Master Plan for Land Use);
- Road improvements to Grand River Avenue (completed in 2004);
- Encouraging the consolidation of driveways and the use of shared driveways;
- Enhancing the landscaping and streetscape along Grand River Avenue, including the use of vertical plantings to calm traffic;
- Maintaining the existing woodlands along the south border of the Study Area to buffer adjacent residential properties; and
- Permitting a limited amount of commercial uses including a limited amount of restaurant and transient residential uses to support the nearby office and Expo uses near Grand River Avenue and Beck Road designed to meet the convenience needs of the office users but limited so as to not compete with established and planned retail centers.

### **Current Land Uses, Future Land Use, and Zoning Districts**

The Grand River and Beck Study Area includes twenty-two parcels which are developed as follows (see Map 1):

- Three parcels are developed with light industrial/ warehouse buildings (Aladdin Heating and Cooling, Michigan Laser and Bell Forklift);
- Five parcels are developed with open yard industrial type uses (Wixom Redi Mix, Precision Demolition, Tony Angelo Cement Products and Jack Anglin Co. (two parcels));
- Five parcels contain small commercial/industrial buildings or older residential dwellings;
- One parcel contains a new bank (Chase Bank);
- One parcel contains a plant nursery business (Shemins Nurseries); and
- Seven parcels are vacant.

The entire Study Area is depicted for Office uses on the City's Master Plan for Land Use's Future Land Use Map (see Map 7). All of the properties north of Grand River Avenue are located in the Office Service Technology, OST, zoning district which matches the Master Plan's Future Land use designation. Properties south of Grand River are in zoning districts that do not match the office use designation. Along the eastern 1,250 feet of the Study Area, the properties on the south of Grand River Avenue are in the Light Industrial, I-1, district. The two parcels located at the southeast corner of Grand River and Beck, owned by the Wards, are in the General Business, B-3, (north 250 feet) and Residential Acreage, RA, districts (south 550 feet) (see Map 8).

**Neighboring Land Uses, Future Land Uses and Zoning Districts**

Neighboring land uses, future land use designations and zoning districts are listed in Table 1 below.

	Neighboring Uses (see Map 1)	Future Land Use Designation (see Map 7)	Zoning District (see Map 8)
North	I-96 freeway right-of-way and north of I-96 light industrial, vacant property and single family homes on large lots	Office	Light Industrial (I-1) and Residential Acreage (RA) north of I-96
East	Rock Financial Showplace exposition center	Office	Office Service Technology (OST) with an EXO overlay
South	Light industrial (Planet Neon and Uniflow), equipment sales and service (Foote Tractor), office (Remax) and vacant land, further south Central Park Estates apartments	Office & Light Industrial at eastern 250 feet, further south Multiple Family Residential	I-1 and Office Service (OS-1), further south Low Density Multiple Family Residential (RM-1)
West	Retail (West Market Square) and medical park with medical offices, hospital, hotel, and planned retail and restaurants(Providence Park)	Community Commercial north of Grand River, Office south of Grand River	Community Business (B-2) north of Grand River and Office Service Commercial (OSC) south of Grand River

**Development Under the Existing Master Plan**

The Grand River and Beck Study Area contains 87 acres net after subtracting road right-of-ways from the gross area. The current assessed value of the properties in the Study

Area is about \$7.4 million. About 82 acres of the Study Area is susceptible to development or redevelopment. These parcels are undeveloped or developed with open yard or older industrial buildings that may lend themselves to redevelopment. Five acres of the Study Area is developed with buildings that are less susceptible to redevelopment.

If all 82 acres of susceptible to development parcels were redeveloped or developed as master planned for office uses, with 8,000 square feet of office space per acre, a total of 650,000 square feet of office space could be developed on the properties. Based on an average of \$122 per square foot for a new office building, the assessed value of these properties could climb to about \$47 million, an increase of about 500%. The floor space and the assessed value could be higher if any of the properties were developed using parking structures and multiple floor buildings. Existing regulated wetlands or other water features on the parcels may reduce the amount of floor space developed. The addition of 650,000 square feet of office space could bring about 2,600 additional office workers to the area.

In addition, properties within the Study Area that are in the OST district could develop with stand alone restaurants, hotels, personal services, banks, day care centers and indoor recreation facilities. It could also develop with restaurants as part of an office building. The Office Service Commercial (OSC) district is also compatible with the current Office future land use designation. This district permits the development of a retail center as an integral part of an office development. The OSC zoning district permits up to 20% of the overall development or a maximum of 150,000 square feet of the floor space to be retail and restaurants. The intent of placing commercial activities in the OSC district is to serve the office complex and the needs of the community in the area.

Currently, retail services for the surrounding developments are provided in the West Market Square just west of the Study Area. It includes several restaurants, a super market, several personal service businesses and several banks. A small restaurant is located just east of the Study Area south of the Rock Financial Center. As an intermediate shopping center, West Market Square also provides community shopping services. Many automobile travel related businesses are located about one mile west of the Study Area near the intersection of Grand River Avenue and Wixom Roads. Four fuel stations and convenience stores, three car washes and six fast food drive through restaurants can be found near the intersection. An additional 30,000 to 50,000 square feet of retail with restaurants, including a drive through restaurant, is planned for ten acres of the Providence Park site. Additional community serving shopping opportunities exist near Grand River Avenue and Wixom Road (Meijer, Target and Sam's Club).

It is likely that at least the 3.4 acres of the Study Area that is currently in the B-3, General Business district and located at the southeast corner of Grand River Avenue and Beck Road will develop with retail services. It appears that this piece has ample

space to develop a typical fuel station with a convenience store and one drive through restaurant.

### **Alternatives**

This report explores the following five future land use alternatives for the Grand River and Beck Study Area. The alternatives are as follows:

- Change the designation of a portion of the Study Area from Office to Commercial and keep the Office designation on the balance of the Study Area (discussed in the Retail Service Overlay section below);
- Include a new "Retail Service Overlay Area" on a portion of the Study Area keeping the underlying Office designation;
- Change a portion of the Study Area from Office to Multiple Family Residential;
- Include a new "Mid-Rise Residential Overlay" use designation on a portion of the Study Area to facilitate a mixed use development that includes residential, office and research and development while keeping the underlying Office designation; and
- Leave entire Grand River and Beck Study Area designated for office uses as currently in the Master Plan.

These alternatives were explored because of the following three reasons:

- The properties at the southeast corner of Beck Road and Grand River Avenue are in the B-3, General Business, zoning district;
- Some property owners in the Study Area have expressed an interest in providing limited retail services in the Study Area;
- The Master Plan and Zoning Committee expressed an interest in allowing some mid-rise residential development in the City near the I-96 freeway; and
- The Master Plan and Zoning Committee expressed an interest in developing a broader mixed use designation for areas of the City in the OST and I-1 zoning districts.

Industrial uses were not considered, since the City has many areas planned for industrial use and many types of industrial uses can locate within the OST zoning district. Transient residential uses (hotels) are not discussed since the office zoning districts permit this use. The analysis and concepts for this Study Area could also be applied to other areas of the City designated on the Future Land use Map for office uses.

### **Retail Service Area Overlay**

The Planning Staff has reviewed the potential of including some retail services in the Study Area and suggests limiting the amount of area for retail services to about 8.3 acres of the Study Area. Although this portion of the Study Area could be assigned the current Master Plan's Community Commercial use designation, the Planning Staff recommends the use of a new Retail Service Overlay designation to provide the

opportunity for retail development and to help keep the retail area focused on serving the employees and visitors to the Study Area and nearby businesses. The entire Study Area would continue to be designated for Office uses with retail uses being an additional development option in the overlay area.

The suggested Retail Service Overlay Area is located in two areas of the Study Area (see map 16 Retail Service Overlay) and would to encourage the development of a limited amount of retail services to serve the employees and visitors of businesses in the Grand River Avenue and Beck Road Study Area and surrounding businesses. The Planning Staff supports adding the Retail Service Overlay Areas for the following reasons:

- The 2001 Grand River Avenue Geographic Area Plan supported including a limited amount of retail in the Study Area;
- A limited amount of retail could make the area more attractive to development;
- The City has a sufficient supply of land for office development;
- The City has a long term need for a limited amount of additional land for retail development by build-out;
- Properties near the intersection of Grand River Avenue and Beck Road are convenient locations to provide retail services to current and future employees of the Study Area and nearby properties;
- A limited amount of retail services is compatible with the neighboring land uses;
- Including a small amount of retail in the Study Area should have little impact upon the City's infrastructure and natural resources if the development follows the guidelines suggested in this discussion; and
- The reduction in potential property value would be minimal.

The Planning Staff's "Office Industrial Floor Space Update" of March 2009 indicates that based on current trends the City has a 20 to 40 year supply of property available for office and industrial activities. Therefore if part of the inventory of land available for office uses was converted to another use, ample supply would still exist.

Although the Planning Staff's "Retail Space Demand Forecast" of March 2009, indicates that sufficient area for retail development exists in the City through 2018, based on the report's housing forecast the additional residential growth as planned through the time of residential build-out could generate the demand for an additional 67 acres of land to be used for retail activities. Since this forecast was completed, the Master Plan and Zoning Committee has recommended changing the use designation of about 30 acres of land near Ten Mile and Novi Roads to Community Commercial uses leaving a potential demand shortage of land for retail activities of 37 acres at build-out.

Both the northeast corner and the southeast corner of Grand River Avenue and Beck Road are well located to serve the employees of the Study Area. Generally, people prefer to shop where it is convenient to access retail services. They like to have these

services locate close to their route to or from work or close to their regional destination so they can quickly get fuel, a snack, lunch, a hair cut or other retail service. Motorists prefer to access services on the right hand side of their route to avoid having to make a left turn. Corner properties have an advantage that two directions of travel can accessed the site via right turns. Ring roads and internal service drives can be designed to serve the same function.

Based on three days of traffic counts, taken by the Road Commission of Oakland County in March 2009, Birchler Arroyo's "Transportation Analysis of Beck/Grand River Study Area" of May 2009, indicates that the Beck Road and Grand River Avenue intersection averages about 30,000 vehicles a day entering the intersection. The largest volume of traffic entering the intersection is heading southbound on Beck Road (11,000 per day average) and the second largest is heading east bound on Grand River (7,500 per day average). Table 3 in the Transportation Analysis provides turning movement data for peak hour traffic. This data indicates that about a third of all vehicles entering the intersection could access the properties on the northeast or southeast corner of Grand River Avenue and Beck Road via right turns, if the properties are developed with driveway or road connections to both Grand River Avenue and Beck Road. Birchler Arroyo's Analysis recommends two new collector roads to serve the Study Area (see Birchler Arroyo's Transportation Analysis of Beck/Grand River Study Area).

If the Study Area is developed almost entirely for office uses as planned, an additional 2,600 employees could come to the Study Area. If part of the Study Area is developed for retail services, then the number of additional employees could be higher. A large share of these new employees are likely to be travelling east bound on Grand River Avenue in the morning to access the new businesses in the Study Area. They would have easy access to the properties at the southeast corner of Beck Road and Grand River Avenue if they could be accessed from Grand River Avenue. In the evening, a large share of these workers could be traveling west bound on Grand River Avenue to leave the Study Area and have easy access to properties at the northeast corner of Grand River Avenue and Beck Road.

The proposed retail uses are compatible with the office and light industrial land uses to the north, east, south and west. Additional retail uses could affect the existing and planned retail uses to the west by increasing the potential of higher vacancy rates in the area. The use of a Retail Services Overlay designation verses the use of a Community Commercial use designation, would help to limit this effect, and to help keep this proposed retail areas focused on serving the employees and visitors to the Study Area and nearby businesses. To accomplish this intent, the Planning Staff proposes a set of permitted uses and conditions to be added to the OST section of the Zoning Ordinance. In addition, since the size of the recommended Retail Service Overlay Areas totals about 8.3 acres, it will limit the amount of competing retail floor space to about 50,000 square feet or less, depending on the mix of specific uses.



To further this proposal, the Planning Staff recommends adding the following land use description to the Master Plan for Land Use:

***Retail Services Overlay***

*This land use is designated with an Office designation and an additional Retail Services Overlay designation to include retail service uses that serve employees and visitors to an office use area, including but not limited to fuel stations, car washes, restaurants (including drive-through) and convenience stores in Office use areas.*

The Planning Staff also recommends amending the Master Plan and adding the following implementation strategy under this current objective:

**Objective:** Continue to promote and support development in Novi's Office Service Technology (OST) District:

*Implementation Strategy:* Investigate amending the Zoning Ordinance to permit retail services within office use areas designated on the Future Land Use Map for Retail Services Overlay.

Specific Zoning Ordinance amendments could include the following amendment to the OST District:

a. *Permitted uses subject to special conditions:*

a. *Retail Services when within areas designated on the Future Land Use Map in the Master Plan for Land Use as "Retail Services Overlay Area" subject to the following conditions:*

i. *Permitted uses:*

1. *Fuel stations;*

2. *Convenience stores associated with fuel stations;*

3. *Restaurants including drive-through; and*

4. *General retail and personal services not to exceed 25% of the total floor space in the specific Retail Services Overlay Area boundary outlined in the Master Plan.*

ii. *Access must be provided from an access road that loops between two arterial or collector roads depicted as proposed roads in the Master Plan for Land Use.*

iii. *Access drives or roads and access easements must be provided to and for neighboring properties.*

iv. *A minimum of 25% of the site excluding any drainage facilities, must be landscaped.*

v. *Must meet all other general requirements, woodland, wetland, landscaping, façade, parking, loading, etc.*

Permitting retail development in the Office use area may reduce potential property taxes. In general, retail buildings are less valuable per square foot than office buildings. Based on discussions with the City Assessor, new office buildings in the City of Novi along Grand River Avenue generally have a taxable value that is about 30%

higher than new retail buildings of the same size. In addition, because parking requirements are greater for retail buildings, the average estimated floor space per acre used for planning purposes is less for stand alone retail than for offices (5,500 square feet per acre verses 8,000 square foot per acre). Since the proposed overlay area is a small percentage of the entire Study Area, the loss of potential taxable value would be minimal even if the entire 8.3 acres within the planned overlay area was developed for retail uses instead of office uses.

### **Mid-Rise Residential Overlay**

Permitting the development of mid-rise residential and mixed use (residential and office) buildings within the Grand River Avenue and Beck Road Study Area could benefit the City. Promoting this option could be accomplished in the Master Plan by incorporating goals, objectives and implementation strategies to promote mid-rise residential uses in office areas. This method could encourage ordinance modifications to permit this use in the OST district. Although a portion of the Study Area could be designated with the current master plan designation of Multiple Family Residential, to facilitate permitting mid-rise residential uses, it would not provide the flexibility to permit mixed use buildings, mixed use developments, offices or research and development uses. Therefore, if the Committee expresses positive consideration to include mid-rise residential uses in the study area, the Planning Staff suggests the use of a Mid-Rise Residential Overlay use designation in the Master Plan and designating a portion of the Study Area with the proposed Mid-Rise Residential Overlay use designation with the entire Study Area continuing to be designated for Office uses. Mid-rise residential uses would be an additional development option in the overlay area.

Although living close to a busy transportation corridor near commercially developed office or research and development properties may not be desirable for everyone, many people may enjoy such a location because of its easy access to the transportation corridors and to places of employment. Additional market research would be conducted by any developer considering such an investment. This type of development could fit into areas master planned for office uses and located close to the freeway for the following reasons:

- The form of a mid-rise residential building is similar to an office building;
- Providing additional area for residential units could provide additional residential options to people seeking to locate in Novi;
- Providing additional development flexibility could accelerate the development of the Study Area;
- Increasing the number of dwelling units in the City could increase the demand for additional retail, office and industrial floor space;
- Multiple family residential buildings generate less trips per day per developed acre than medical offices; and
- Multiple family residential requires less parking spaces per developed acre than general or medical office uses thus larger multiple family residential buildings

could be built than office or medical office on the same site.

The master planned office use areas of the City located between Twelve Mile Road and Grand River Avenue that currently permit mid-rise buildings of up to 115 feet, are located close to the I-96 freeway transportation corridor and are part of the core job generating area of the City, thus making this triangular area a potential location for mid-rise residential development. In addition to locating close to transportation and jobs, consideration should also be given to locating mid-rise residential developments near local, community and regional serving retail services, such as grocery and drug stores, restaurants and entertainment places to encourage walking to these destinations and locating them away from existing industrial, warehouse and open yard businesses that would negatively impact the quality of life of nearby residents. The Planning Staff suggests locating a Mid-Rise Residential Overlay use area within the Twelve Mile Grand River Triangle and within 2,000 feet of community or regional serving retail service development. See Map 17 for Staff's suggested Mid-Rise Residential Overlay area location.

To further this proposal, the Planning Staff suggests that if the Committee would like to include mid-rise residential uses in this Study Area that they may want to add the following land use description to the Master Plan for Land Use:

***Mid-Rise Multiple Family Overlay***

*This land use is designated with an Office designation and an additional Mid-Rise Residential Overlay designation to include Mid-Rise Residential uses in designated Office use areas.*

If the above is included, the Planning Staff also suggests amending the Master Plan by adding the following implementation strategy under this current objective:

**Objective:** Continue to promote and support development in Novi's Office Service Technology (OST) District:

*Implementation Strategy: Investigate amending the Zoning Ordinance to permit mid-rise multiple family residential within office use areas designated on the Future Land Use Map for Mid-Rise Multiple Family Residential Overlay when not located near existing industrial, warehouse and open yard businesses that would negatively impact the quality of life of nearby residents.*

Mid-rise residential buildings can aesthetically fit into an office or research and technology area. From a distance a mid-rise multiple family residential buildings and office buildings can look the same except that the residential development will have less parking spaces. In order to maintain an office building appearance, small residential buildings should be excluded and design restrictions should be instituted to require an office building appearance to any mid-rise residential building. Ordinance language could be developed for the OST District to require the following design guidelines for mid-rise residential buildings:

- Must not be near existing industrial, warehouse and open yard businesses;
- Must be in an area designated Mid-Rise Residential Overlay in the Master Plan;
- Must be part of an overall office development or City development concept plan;
- Must have pedestrian connections to community or regional serving retail service development;
- Minimum height of 4 stories;
- Must average 12 feet per floor; and
- Buildings must be of masonry exterior construction.

Care should be taken not to locate residential buildings near existing industrial, warehouse and open yard businesses that would negatively impact the quality of life of nearby residents. Although the suggested Overlay boundary is adjacent to current open yard businesses, it is anticipated that eventually these properties would be redeveloped for uses permitted in the OST district and then be compatible with residential uses.

Increasing the number of dwelling units that could be built in the City could benefit the City of Novi. A larger number of dwelling units in the City would increase the size of the available workforce and potentially increase demand for retail, office and industrial floor space which could spur additional development inside and outside of the study area. Permitting mid-rise residential at 10 to 40 dwelling units per acre density could increase the range of housing choices available to potential residents of Novi and thus attract more people to Novi. This product is currently not widely available in the City.

Providing a place for higher density residential uses and providing for a mix of uses are principals supported by the American Planning Association, the Smart Growth Network, the Governor's Council on Physical Fitness and the U.S. Green Building Council. Compact mixed use development can reduce the overall footprint of development, encourage healthy living and help protect the environment. In addition, increasing the number of dwelling units increases the potential of additional students for the City's school districts. Recently local school districts have seen a small decline in the number of students and providing for more dwelling units could help reverse this trend.

Based on the Transportation Analysis for the Beck/Grand River and the Eleven Mile/Beck Study Area, mid-rise residential development will have a higher impact than office uses on the adjacent roadways. Their reports estimate that 100 square feet of general office space, 30 square feet of medical office space and 200 square feet of multiple family apartments (assuming 1,500 square feet gross floor space per unit) generate one average daily trip (ADT). Although the number of the average daily number of trips generated per square foot by multiple family residential is less than the amount generated by general office, the number of trips per acre will likely be larger. This is because larger residential buildings can be placed on the same size lot since residential buildings require less parking spaces. Medical offices generate more ADTs per acre than mid-rise residential.

### **Continue With Current Office Use Designation**

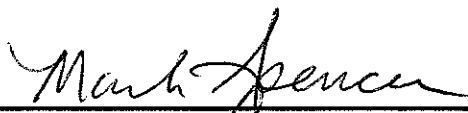
The Master Plan and Zoning Committee could recommend not changing the Study Area's current future land use designation of office although designating portions of the Study Area with use designations could lead to a greater variety and mix of uses. Increasing the ability to develop more different types of products could encourage more development and make the Study Area more attractive to developers and could increase the probability that portions of the Study Area would develop or redevelop quicker. In addition, diverse use areas are more sustainable than mono use areas. The later statement is backed by research conducted by members of the American Planning Association, the Smart Growth Network and many other organizations. As discussed above, the City of Novi's OST, Office Service Technology, and OSC, Office Service Commercial zoning districts, both permit a limited amount of mixed uses.

### **Infrastructure Concerns**

The attached Transportation Analysis explored two development models. The first included developing the entire Grand River Beck Study Area for office uses and the second included 22 acres of retail uses with the balance of the Study Area for office uses. The Analysis indicates that both Grand River Avenue and Beck Road have capacity for additional traffic. The report also indicates that left turns off of Beck Road could be problematic and that using access management standards and constructing new collector roads could reduce the impact of new development. The report also indicates that shopping center uses would generate more than 5 times the number of daily driveway trips than office uses and it states that it would be easier to accommodate retail uses on the southeast corner of Beck Road and Grand River Avenue rather than the north east corner. Since the Planning Staff currently suggests only 8.3 acres of retail verses the potential 22 acres originally contemplated, traffic impacts will be far less than predicted by Birchler Arroyo (see Birchler Arroyo's Transportation Analysis, Beck/Grand River Study Areas).

As with any increase in the intensity of development, additional burdens will be placed on the City's water and sewer system. Increasing the number of dwelling units will accelerate the need for the City to buy additional sewer plan capacity (see City Engineer's Review of Impact on Public Utilities, Beck and Grand River Study Area).

Please contact Mark Spencer at (248) 735-5607 or [mspencer@cityofnovi.org](mailto:mspencer@cityofnovi.org) with any questions or concerns.



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