

MEMORANDUM



TO: MASTER PLAN & ZONING COMMITTEE
FROM: MARK SPENCER, AICP, PLANNER *Mark Spencer*
SUBJECT: GRAND RIVER AVENUE AND BECK ROAD STUDY AREA
RECOMMENDED MASTER PLAN AMENDMENTS
DATE: NOVEMBER 17, 2009

The Master Plan and Zoning Committee has reviewed several proposed Master Plan for Land Use text and map amendments and amendment alternatives for the Grand River Avenue and Beck Road study area. Based on discussions with the Committee members, City Staff and comments from the public, the Staff recommends the following Master Plan for Land Use amendments for the Committee's consideration as recommended amendments to be forwarded to the Planning Commission for approval. Upon full Planning Commission approval of the recommended amendments, Planning Staff will finalize the amendments and Master Plan Review for approval by the Master Plan and Zoning Committee and the Planning Commission. A copy of the Master Plan Review and proposed Master Plan amendments will be forwarded to the City Council to approve the distribution of the proposed amendments.

Staff's recommended amendments for the Study Area are listed below with a recap of findings for the Study Area.

Amendment categories include the following:

1. Future Land Use Designations
2. Future Land Use Map Changes
3. Goals, Objectives and Implementation Strategies

1. FUTURE LAND USE DESIGNATIONS

Delete **OFFICE** - This land use is designated for a variety of office uses. These may range from small-scale, single tenant general and medical offices, to large office buildings or complexes with limited personal service and retail. They may also include facilities for human care, indoor/outdoor recreation and high-tech, research and development operations. There are several large pockets of future office land use located in strategic access areas around the City.

Add **OFFICE, RESEARCH, DEVELOPMENT AND TECHNOLOGY with RETAIL SERVICE OVERLAY** - This land use is designated with an Office, Research, Development and Technology 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 Research, Development and Technology use areas.

2. FUTURE LAND USE MAP RECOMMENDATIONS (see attached Grand River Avenue and Beck Road Study Area Recommended Future Land Use and Transportation Plan maps)

Section 16

- OFFICE to OFFICE, RESEARCH, DEVELOPMENT AND TECHNOLOGY with RETAIL SERVICE OVERLAY 3.4 acres at southeast corner and 10.6 acres at the northeast corner of Beck Road and Grand River Avenue.
- Balance of OFFICE areas to OFFICE, RESEARCH, DEVELOPMENT and TECHNOLOGY.
- Add proposed non-residential collectors and local roads linking Beck Road with the north and south side of Grand River Avenue from proposed Grand River Ave. and Beck Rd. Study Area Transportation Plan.

3. GOALS, OBJECTIVES AND IMPLEMENTATION STRATEGIES RECOMMENDATIONS

Add the following new **GOALS**, Objectives and Implementation Strategies under the listed general Goals, Objectives and Implementation categories. Existing goals, objectives, implementation strategies and general categories are highlighted in *yellow and in italics*.

LAND USE

GOAL: Develop the Grand River Avenue and Beck Road Study Area in a manner that supports and complements neighboring areas.

Objective: Develop the Grand River Avenue and Beck Road Study Area in a manner that facilitates the continuing reinvestment in the area and high quality development.

Implementation Strategy: Gradually phase out outdoor storage uses as redevelopment occurs within the Study Area.

Implementation Strategy: Encourage the use of landscaping and other buffering techniques to improve the appearance of the Study Area from I-96, Grand River Avenue and Beck Road.

Objective: Improve traffic circulation in the Grand River Avenue and Beck Road Study Area.

Implementation Strategy: Explore developing a new traffic circulation system as depicted on the Grand River Avenue and Beck Road Study Area Transportation Plan to create greater potential for additional development and redevelopment, and reduce conflicts on Beck Road and Grand River Avenue.

(insert Grand River Avenue and Beck Road Study Area Transportation Plan map)

ECONOMIC/FISCAL

GOAL: Ensure that Novi continues to be a desirable place to do business.

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" as a special development option conditioned on restricting access to streets other than arterial or section line streets.

4. STUDY AREA FINDINGS SUPPORTING STAFF'S RECOMMENDATIONS FOR THE GRAND RIVER AVENUE AND BECK ROAD STUDY AREA

Staff recommends Office, Research, Development and Technology land uses for the entire Study Area with a Retail Service Overlay on select properties near the intersection of Beck Road and Grand River Avenue to provide for a limited amount of retail services as an additional set of expected uses.

- The I-96, Grand River Avenue and Beck Road vicinity has a limited amount of retail services to serve visitors and employees that travel through the area.
- Allowing a limited amount of retail services in the Study Area, as suggested in the "Retail Services Overlay" designation, and beyond what is permitted in the Office, Research, Development and Technology land use designation, may encourage the development or redevelopment of neighboring properties.
- A "Retail Service Overlay in a limited area to serve the employees and visitors of nearby properties that travel through the area would have little effect upon existing commercial uses in the area.
- A limited amount of retail services could be designed to be compatible with nearby office, research and development and industrial uses in and around this Study Area.
- Requiring retail service developments to have access to both Beck Road and Grand River Avenue will reduce traffic impacts of any retail development on Beck Road, especially by eliminating left turns out onto Beck Road north of Grand River Avenue as recommended in the Traffic Engineering review letter of November 17, 2009.
- A new collector road system could facilitate the development of the existing deep lots fronting along Grand River by providing additional road frontage.
- Re-designating the Office land use area in the Study Area to Office, Research, Development and Technology use designation will support the OST Zoning district and help promote these areas as an attractive place for new and existing businesses to locate.
- The 2001 Grand River Geographic Area Plan supported a limited amount of retail in the Study Area.
- Including a limited amount of retail services in the Study Area would have little impact upon the City's infrastructure.

- 55% of the 2009 Master Plan Review survey respondents strongly agreed or agreed that it is important to provide retail services to serve the motoring public in areas of the City that have a high volume of visitors and employees that travel through the area.
- 94% of the 2009 Master Plan Review survey respondents strongly agreed or agreed that it is important for new developments to have good internal road and driveway systems to minimize their impact upon the existing road system.

If you have any questions on this material or these findings, please feel free to contact me.

c: Barb McBeth, Deputy Director Community Development
Charles Boulard, Director Community Development