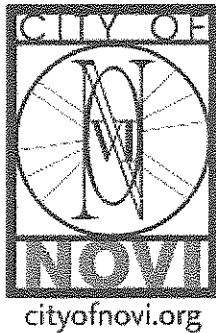


# MEMORANDUM



**TO:** MASTER PLAN & ZONING COMMITTEE  
**FROM:** MARK SPENCER, AICP, PLANNER *Mark Spencer*  
**SUBJECT:** RECOMMENDED MASTER PLAN AMENDMENTS FOR  
SPECIAL PLANNING PROJECT AREA 1 STUDY AREA  
**DATE:** NOVEMBER 23, 2009

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During the Master Plan Review Process, the Master Plan and Zoning Committee has reviewed proposed text and map amendments and amendment alternatives for Special Planning Project Area 1 Study Area. Based on discussions with the Committee members, City Staff and comments from the public, 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. 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 Special Planning Project Area 1 Study Area are listed below with a recap of recommended findings following the proposed amendments.

## 1. FUTURE LAND USE DESIGNATIONS

**Delete**      **SPECIAL PLANNING PROJECT AREA 1** – This land is designated for areas that require further study to determine future land use.

## 2. FUTURE LAND USE MAP RECOMMENDATIONS (see recommended Future Land Use Map)

### Section 26

- SPECIAL PLANNING PROJECT AREA 1 to COMMUNITY OFFICE western portion.
- SPECIAL PLANNING PROJECT AREA 1 to INDUSTRIAL, RESEARCH, DEVELOPMENT AND TECHNOLOGY eastern portion.

## FINDINGS

**Staff recommends that the Master Plan for Land Use provide for future COMMUNITY OFFICE and INDUSTRIAL, RESEARCH, DEVELOPMENT AND TECHNOLOGY land uses as shown on the attached map for the following reasons:**

## **COMPATIBILITY**

- Office development along the east side of Novi Road in the Study Area would complement the office development located along the west side of Novi Road.
- Industrial development along the south side of Ten Mile Road would complement the industrial development along the north side of Ten Mile Road.
- Placing residential uses near the railroad tracks could be problematic due to the noise and vibrations created by freight rail traffic.

## **INFRASTRUCTURE CONCERNS**

- Designating parcels adjacent to the railroad could be important for future industrial development especially as land with rail access becomes more valuable as transportation costs rise.
- City infrastructure is adequate to serve the proposed office and industrial uses.

## **RETAIL FLOOR SPACE DEMAND**

- The City of Novi Retail Center Vacancy Rate Review of March 25, 2009 indicated that in February of 2009 that local and community serving retail centers in the City of Novi had a vacancy rate of 10.7%, and regional serving centers had a vacancy rate of 9.3%, both of which are higher than the regional and national standards.
- Vacant regional serving retail areas could accommodate some community serving retail services.
- The 2009 Retail Space Demand Forecast report stated the following:
  - The City has a surplus of land zoned or planned for retail activities that will accommodate the Retail Space Demand through 2018 based on the high end residential growth forecast.
  - Zip code areas 48375 and 48377 combined have a surplus of land zoned or planned for retail activities that will accommodate the Retail Space Demand through 2018 based on the high end residential growth forecast.
  - The surplus of land available for retail uses could be considerably larger if the housing growth rate is slower or if retail floor space continues to be built at today's floor area per acre ratio.
- The City's Economic Development Director stated in his September 10, 2009 memo to the Community Development Department, that owners and managers of existing shopping centers would likely suffer tenant loss if additional land was made available for retail use and that could reduce their ability to make improvements to existing centers.

## **OTHER REASONS**

- 64% of the 2009 Master Plan Review survey respondents disagreed or strongly disagreed with the following statement: "*Residents want additional shopping choices near their homes including another centrally located super market with connecting shops.*"

- Planning additional land for community commercial uses is contrary to the following Master Plan Objective and Implementation Strategy:
  - *“Support retail commercial uses along established transportation corridors that are accessible to the community at large, such as along Grand River Avenue, to preclude future traffic congestion;”* and
  - *“Limit commercial uses to locations, current zoning or areas identified for commercial zoning in the Master Plan for Land Use.”*

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

**SPECIAL PLANNING PROJECT AREA 1 STUDY AREA RECOMMENDED FUTURE LAND USE**

