

CITY WEST ZONING DISTRICT
MEMO TO COMMITTEE
MAPS
MASTER PLAN GUIDANCE

MEMORANDUM



TO: MEMBERS OF THE IMPLEMENTATION COMMITTEE
FROM: LINDSAY BELL, *A/CP*, SENIOR PLANNER
THROUGH: BARBARA MCBETH, *A/CP*, CITY PLANNER
SUBJECT: OFFER GUIDANCE FOR TEXT AMENDMENT 18.296
DATE: MAY 10, 2021

The City of Novi 2016 Master Plan Update included recommendations for redevelopment of three sites within the City that were considered vacant or under-utilized given their location, unique features and size. One of the sites identified was named City West. The area is located east of Beck Road, along the north and south sides of Grand River Avenue. Staff has developed draft City West North and City West South Zoning District text in response to the Master Plan recommendation for this area.

The area identified as City West in the Master Plan is approximately 200 acres. Of that area, approximately 144 acres are north of Grand River Avenue with 21 parcels included. The majority of the area, 128.13 acres, is currently zoned OST Office Service Technology. There is an EXO Exposition Overlay District over a 55-acre portion of the Suburban Collection Showplace property. Approximately 14.06 acres are zoned I-1 Light Industrial. One 1.81-acre parcel near the freeway on-ramp fronting on Beck Road is zoned FS Freeway Service. The vision described in the Master Plan would make City West north of Grand River the highest intensity district in the City of Novi, with buildings up to ten stories and residential density of 30 units per acre.

To the south of Grand River Avenue, the City West area includes 17 parcels totaling 57 acres. The current zoning of the majority of the area is I-1 Light Industrial. One area located at the southeast corner of the intersection of Beck Road and Grand River Avenue is zoned B-3. Fronting on Beck Road, one 6.4 acre area is zoned RA Residential Acreage, and a 3.4 acre parcel is zoned OS-1 Office Service.

Based on the guidance in the Master Plan, and using the existing text of the Town Center districts as a model, staff has been working to draft an Ordinance to achieve the type development envisioned for this area, but we would like to get some thoughts from the Committee before it is presented. While we started off with one City West district, eventually it became clear that the type of development closer to the freeway and convention center would be much different from the type of development on the south side of Grand River, which would need to serve as a transition to the single family residential uses bordering to the south. Therefore Staff is recommending two sub-districts.

The development standards will be crafted to ensure that new development complements the existing community character, promotes walkability, and enhances the overall quality of life in the City.

City West North Zoning District is intended to provide for standards that encourage the creation of an urban neighborhood characterized by higher density and walkable mixed-use development in which a variety of retail, commercial, office, and residential uses and open spaces are permitted. Each use shall not have an adverse impact upon adjacent street capacity and safety, utilities, and other City services. Flexible regulations regarding streetscape and landscape design, provisions for parking facilities, architectural and façade design, multifamily residential dwelling units, and setback standards are incorporated into this district. Because the Suburban Showcase property already has an overlay district to address its unique purpose and needs, Staff recommends that property remain zoned as OST, meaning the CWN district text would not apply to that property. The Committee will be asked to also provide input on whether the one parcel east of Taft Road should be included in CWN. If it is, should the parcel south of it also be included?

City West South is directly adjacent to areas designated for multi-family and single-family residential. Therefore, this district should provide a moderate-density transition to the surrounding uses, with buildings between 2 to 5 stories tall. Within 300 feet of existing single family residential areas to the south, buildings shall be 2 to 3 stories in height to ensure a proper transition and prevent undue impact on the existing neighbors. Townhome buildings are permitted in this area. This district shall meet specific design standards to ensure future development is cohesive and walkable. Shared off-street parking facilities are encouraged. Along Grand River Avenue, the City West South district permits a mix of uses, including office, commercial, and various housing types.

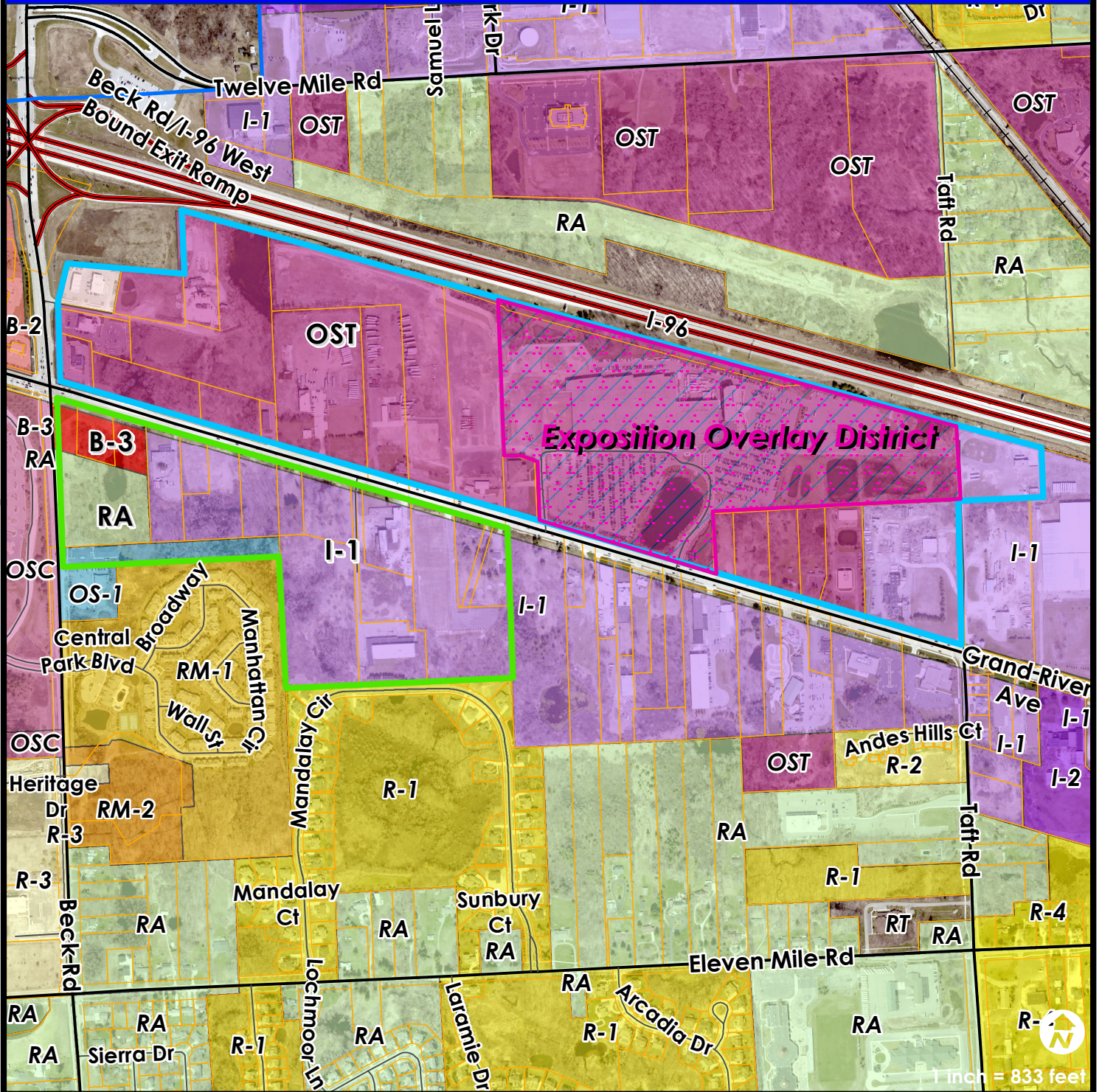
At this point in the development of the City West text amendment, the Committee is asked to focus on the general direction of the District:

- Are the boundaries defined in the Master Plan correct for the Zoning District?
- How should density be defined? Floor Area Ratio (FAR)? Dwelling units per acre for residential? Building height only?
- Do you agree that the North and South should be separate subdistricts?
- How do we ensure coordinated development of the district? Are more detailed standards for building materials, street scape design, sustainability, mix of uses, landscaping treatments, public spaces, etc needed to achieve the vision described in the Master Plan?
- Is this the right time to introduce a high-intensity district in the City?

The Committee is asked to review the this memo and attachments and offer guidance to Staff as we continue to craft these districts. In the coming months we will then present these text amendments to Planning Commission to ask them to set a public hearing.

Before the hearing, staff will share the proposed ordinance amendment with those property owners within and adjacent to the district, with a letter explaining the process. Following the public hearing, the Planning Commission will be asked to make a recommendation to the City Council on the proposed ordinance amendments. Please contact Lindsay Bell 248.347.0484 or lbell@cityofnovi.org with any questions or concerns.

CITY WEST DISTRICTS Current Zoning



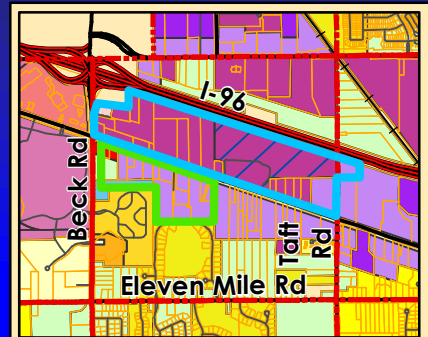
City of Novi

Community Development
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45175 W Ten Mile Rd
Novi, MI 48375
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Map Author: Lindsay Bell
Date: 8/12/19
Project: CITY WEST
Version #: 1

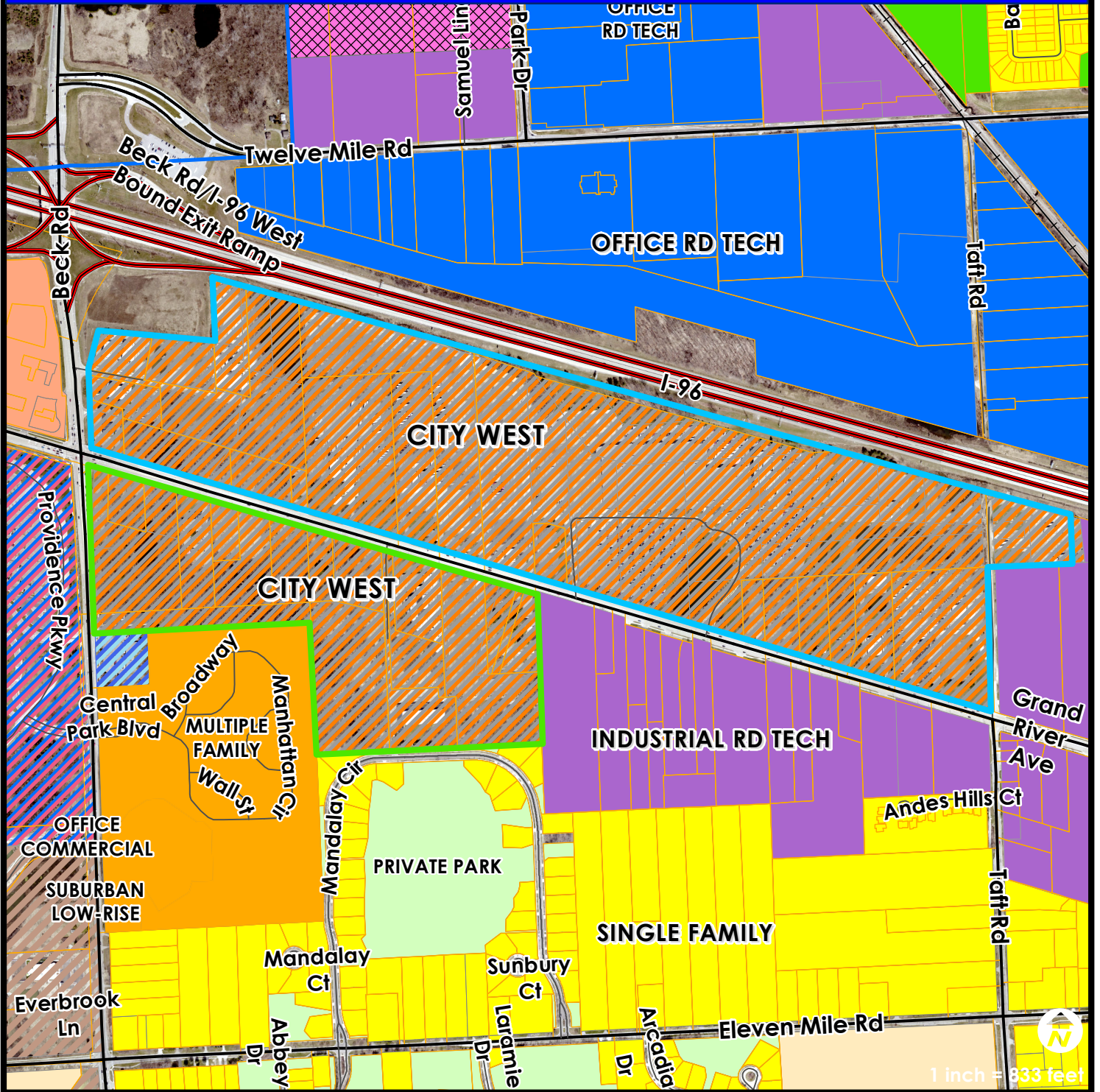
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CITY WEST DISTRICTS

Future Land Use



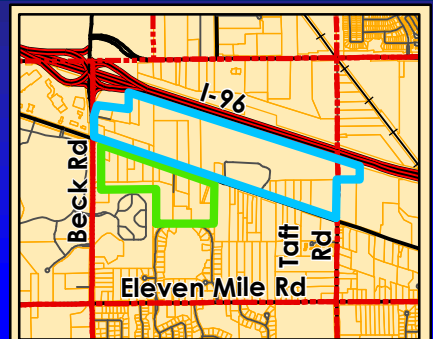
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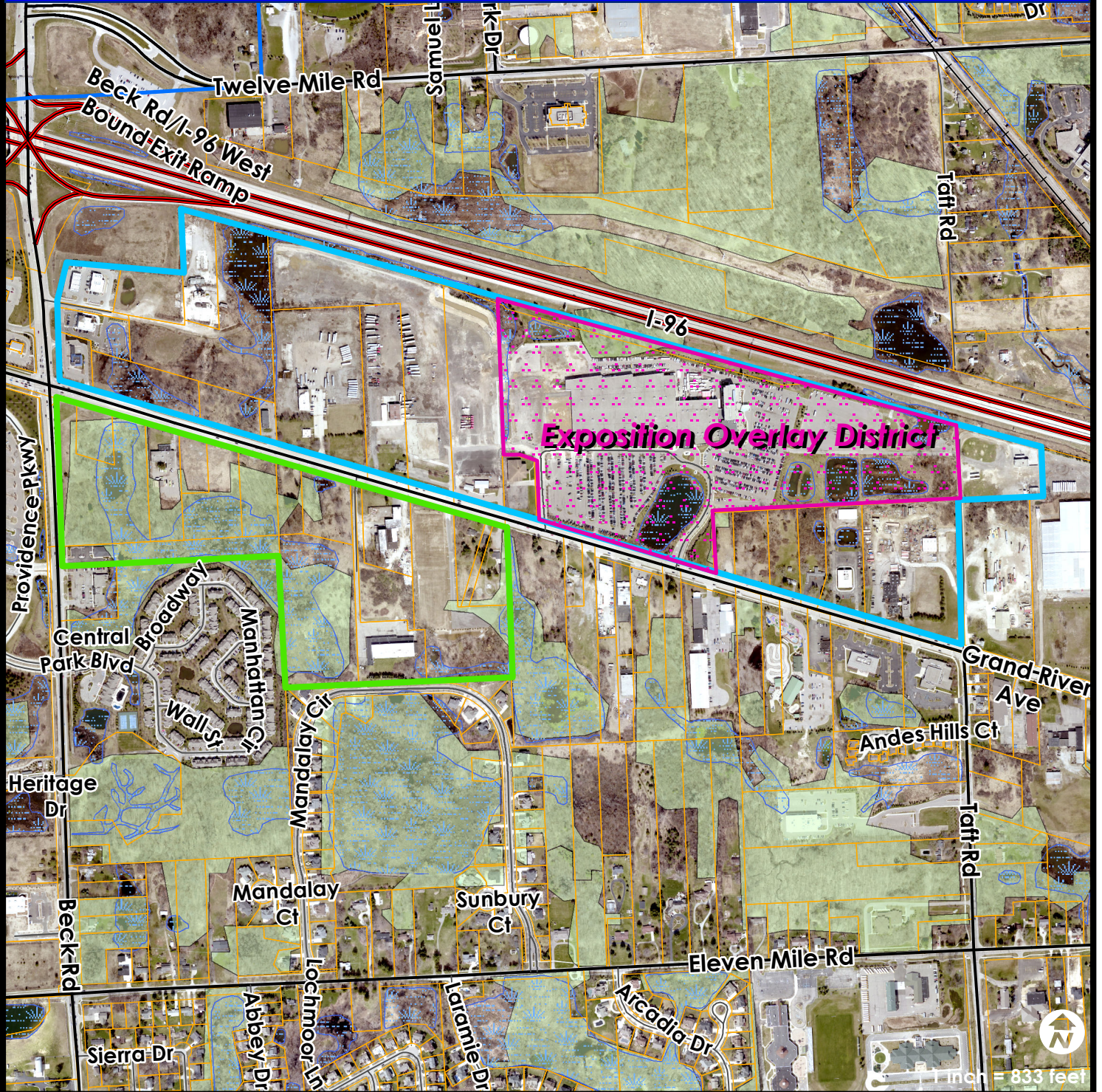
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Natural Features



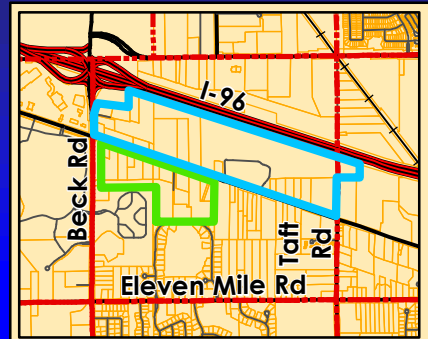
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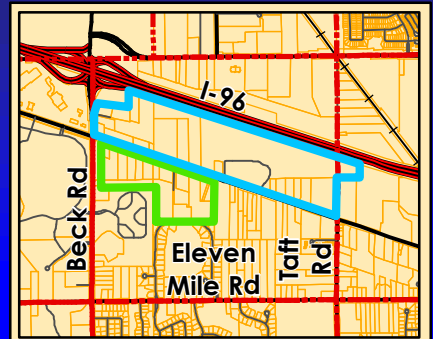
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Redevelopment Site 2: City West

Grand River Avenue between Taft and Beck includes the Suburban Collection Showplace, a convention center that plans to expand with additional convention space and an entertainment venue. Other development in this section of the Grand River Corridor is a mix of commercial, office, and industrial uses. Many sites are underutilized, disused, or vacant. This area offers the potential for the creation of a prominent new district combining entertainment, convention, commercial, office, and residential uses in a cohesive, high-density, walkable pattern. Structured parking and diagonal on-street parking along circulation roads will help to reduce the amount of land devoted solely to pavement. This plan envisions three to five story buildings for most of the area, while buildings with frontage on I-96 may rise as high as ten stories.

Components of the District

Residential Uses

The residential components of City West should provide unique housing types, with an emphasis on types currently undersupplied in the City. In general, residential uses will be located above commercial uses, and all residential north of Grand River should be on the second floor or higher. Some ground floor residential uses such as row houses may be appropriate south of Grand River on the edge of the district as a transition to nearby neighborhoods. Live-work units may be an appropriate use as well, particularly if City West develops as an arts and entertainment district. Microapartments (small efficiency units) and small one-bedroom units may be an appropriate and viable development model for this area, especially given the needs of frequent business travelers and temporary residents at nearby Providence Park Hospital.

Commercial, Restaurant and Entertainment Uses

The district is envisioned as a distinct neighborhood as well as a complement to major nearby uses such as the Suburban Collection Showplace and the hospital. Commercial uses in this area could include specialty retail or a cluster of similar uses, such as high-fashion stores or art galleries, in addition to uses that serve nearby residents. Personal service uses would likely constitute a portion of the overall commercial picture in City West. Creating a vibrant restaurant and entertainment scene that spills into outdoor patios and open spaces, is a major goal of this redevelopment strategy.

Office Uses

Office uses in City West should be mostly limited to upper floors and, in vertically mixed buildings, may serve as a transition from retail and restaurant uses on lower levels to residential uses above.



Above, left: Map of City West land use planning area, including footprints of existing buildings. The largest building, at center, is the Suburban Collection Showplace, which is planning to expand. Above, right (clockwise from upper left): public art and gathering space amid high density mixed development in Asheville, NC; high quality building materials and ornamental landscaping in West Bloomfield, MI; finished alley with small retail use in Fort Collins, CO; public plaza and dense, mixed development in Princeton, NJ

Character of Development & Placemaking

For City West to become a true district, development must follow a unified approach. This could be achieved through the development of design standards or a form-based code to establish district-wide standards for building massing and location, streetscape, and public spaces. Building materials, landscaping, lighting, public furniture, and signage can all be addressed in standards for City West. These standards could also establish sub-districts (for instance, north of Grand River versus south of Grand River). To the extent possible, utilities should be buried.

The planned development of the City West district should include a mix of public plazas and parks that provide gathering places, as well as wide sidewalks that can accommodate outdoor dining. Programming of public spaces is encouraged to promote placemaking and strengthen the identity of the district.

Transportation

City West should be a walkable district that accommodates all road users and provides connections to Novi's existing and planned non-motorized pathways. Parking should be a mix of on-street spaces, small surface lots in side and rear yards, and, where density supports the investment, structures. Parking structures may stand alone or be integrated into other buildings, but in all cases, they should be designed to the same standards as other buildings in the district. Ground floor liner uses should be incorporated where possible. Parking plans should consider emerging trends in the automotive market such as the rapidly growing number of plug-in vehicles on the road, as well as the growth of car-sharing.

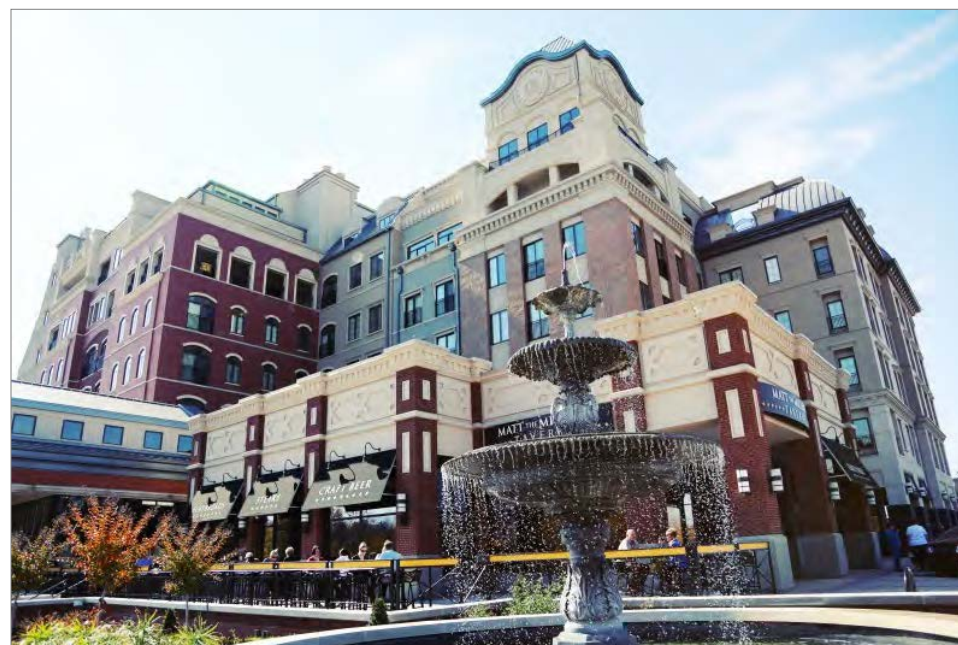
Walkability should be aided by compact development and frequent crossing locations on all internal streets, as well as signal protection at major intersections. Bicycle parking should be provided throughout the district, and sheltered where possible. Finally, if developed to its full potential, City West, with support from the hospital, could play a powerful role in the future development of mass transit on Grand River Avenue, serving as the westernmost destination point for bus rapid transit (BRT). The City should work with its neighbors to determine the feasibility of mass transit to serve the greater corridor and provide expanded mobility options for residents. The cities of Farmington and Farmington Hills have incorporated the potential for BRT along Grand River into their long-range plans.



Source: Roark Premier Team



Source: Elvert Barnes, Wikimedia Commons



Source: Carmel City Center



Source: Central Coast Low Impact Development Initiative

Clockwise from top left: Event in public space, North Hills development, Raleigh, NC, which includes a mix of low-profile buildings and taller structures, including a ten-story hotel; Main North in downtown Royal Oak, MI, is a ten-story mixed-use development with associated structured parking next to two movie theaters; Bioretention swale in Paso Robles, CA, which accomplishes some filtering of runoff before it enters the stormwater system; Carmel City Center in Carmel, IN, is a mixed use development located near the city's downtown Arts & Design District and was developed as part of Carmel's Range Line Road Corridor Plan; Arlington, VA's Pentagon Row project mixes commercial and residential uses around planned, multi-use public spaces.

Sustainability

The development of a new district presents a prime opportunity to consider development from a holistic standpoint. Development of City West should consider mitigating stormwater runoff through bioretention systems such as rain gardens and bioswales, and alleviating concentration of runoff through the use of permeable pavement. Should

development proceed in a coordinated fashion, the City and its partners may consider pursuing LEED-ND certification through the United States Green Building Council; this certification not only provides confirmation that developers have adhered to sustainable development practices, but also serves as a marketing tool for the district. Landscaping with native plants, incorporation of alternative energy systems such as solar collectors or

geothermal heat pumps into building designs, accommodations for electric vehicles, bicycle facilities, and, ultimately, integration with mass transit are all steps that can be taken to build a district that adheres in the long term to basic principles of environmental sustainability. When well-implemented, these measures can also help to limit certain long-term operational costs.



Above: Conceptual rendering of potential development of City West. This image is intended to show building massing, including one ten-story building, and provide an example of how buildings might interact with sidewalks and other public spaces. On-street parking spaces line every block, and most parking is concentrated in structures to the right of the image. Frequent programming of public spaces is encouraged

Development of the District

To facilitate and guide development of the City West district, development of a new zoning classification will be necessary. Form-based standards for the district should be considered as one method of achieving the desired development pattern. The district would likely be more effective if adopted as a stand-alone district rather than as an overlay to existing zoning.



Above: Image, based on development in St. Charles, Missouri, showing the type of streetscape that might characterize City West, along with the three-to-five story buildings envisioned for most of the area north of Grand River. Ground floor retail, space-efficient diagonal parking spaces, and upper floors devoted to office and residential uses combine with an aesthetically pleasing public realm to create a vibrant, pedestrian-friendly district that feels like a cohesive neighborhood.