

**DRAFT GUIDING PRINCIPLES**

**2016 MASTER PLAN GOALS AND OBJECTIVES**

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## Novi Master Plan for Land Use Guiding Principles

Guiding principles are not goals and objectives. Goals define a desired outcome typically in broad terms while objectives are measurable actions used to achieve the goal. Guiding principles are more synonymous with the community's' aspirations and core values. Guiding principles are used to help with decision-making and developing strategies. They are formed after listening and participating in a process, in this case, the preparation of the community master plan.

The guiding principles associated with the **Master Plan for Land Use** include the following.

### Novi is a community that builds on its assets.

The community survey conducted as an initial component of the master plan process revealed that residents consider Novi a safe community to live in with an appreciation for its diversity and sense of community. The four top responses when asked "what do you like about Novi" include the school district, recreation options, diverse community, and quality of municipal services. These assets are foundational for a community that is sought after as a place to reside and attract business.

### A community that celebrates the diversity of its residents.

The diversity of Novi residents is recognized as a community asset. Since 1970, the city has grown from 9,668 residents to 66,243 in 2020 and part of this growth was due to residents of Asian origin choosing Novi as their home. Today, this segment of the population accounts for 27% of Novi residents. Jane Jacobs (1969) in the "Economy of Cities," Richard Florida (2002) in the "Rise of the Creative Class," and Bassett-Jones (2005) in "Creativity and Management" recognize that diverse populations create what is known as the "Diversity Dividend." This dividend is manifested in the skills, knowledge, and labor that a diverse population adds to the local economy, which is an underlying fabric of world class cities.

### A city that demands quality real estate development.

Since its inception as a community, Novi has recognized the importance that quality real estate development plays into the long-term development of the city. Local codes, ordinances, and design guidelines have been instrumental to direct growth and ensure that it is done correctly with an eye toward quality. This attention to detail (building, landscaping, stormwater management, wetland and woodland preservation, and other site amenities) creates a unique sense of place that adds to the value of the development properties and perpetually attracts residents and businesses to the community.

### A place where the built and natural environment coexist for the benefit of its residents.

The city has over 1,400 acres of public park land and recreational facilities with access to an additional 427 acres owned by public/private schools and Michigan State University. Complementing public open space are the vast number of private open spaces and parks that are accessible to residents within their respective subdivisions and residential developments. Together, this network of public and private open spaces and parks creates allows the built and natural environment to coexist.

## A city that embraces the transformation of its existing commercial activity centers.

The community survey and the master plan open houses offered an insight to resident preferences toward commercial activity centers. Overall, residents recognized that the changing retail landscape will likely induce a transformation of existing commercial developments. In both the survey and open houses, residents preferred commercial districts that included a mix of uses, both commercial and residential, with higher densities in a pedestrian-scale atmosphere.

## A community that promotes welfare, health, and safety for its residents.

The City of Novi Police Department is accredited through the Commission on Accreditation for Law Enforcement Agencies (CALEA®) and the Parks, Recreation, and Cultural Services Department is nationally accredited. Similarly, the Novi Fire Department, through its 2022-2027 Strategic Plan is seeking accredited for its service. These three departments play a significant role in promoting the welfare, health, and safety of Novi residents. The Parks, Recreation, and Cultural Services Department engages more than 140,000 users annually and its Older Adult Services Division provides focused recreation, fitness, and wellness activities for “Baby Boomers” and the “Silent Generation.”

## A community that strives to connect neighborhoods and activity centers with nonmotorized access.

The 2017, 2018, 2019, 2020, and 2023 Non-motorized Plans all strive to increase the number and length of non-motorized facilities in the city. As noted in the 2022 Non-motorized Update the City has built approximately 20 miles of non-motorized network, not including those built within private developments. The 2023 Mobility Plan will be proposing additional non-motorized facilities throughout the community with a focus on connecting neighborhoods to activity centers and recreational facilities.

## A city that uses its fiscal resources wisely to advance the community master plan and associated capital improvements program.

The 1993, 1999, 2016, and 2023 Master Plan for Land Use all integrate land use planning with transportation planning. Prior master plans proposed new street connections which made the way into the city's Capital Improvement Program (CIP). Implementation resulted in new development opportunities that consistently advanced planning efforts. The City's CIP is very extensive and enumerates by fiscal year the type, location, amount, and funding sources for a variety of projects that benefit the community and advance the community master plan.

### Citations

Bassett-Jones N, 2005, “The paradox of diversity management, creativity and innovation” *Creativity and Innovation Management* 14 (2)169-175.

Florida R, 2002 *The Rise of the Creative Class: and How it is Transforming Work, Leisure, Community and Everyday Life* (Basic Books, New York)

Jacobs J, 1969 *The Economy of Cities* (Vintage, New York)

## Action Items

Objectives for this 2016 Master Plan Update were drawn in part from previous master plans and updates and have been reorganized to clearly indicate categories of action, such as those that require amending the Zoning Ordinance, or those that are related to transportation. Some action items included in past master plans have been eliminated, as the City has completed them or they have been superseded by other items. **Items in green text are new to this update.** The 2016 Master Plan Goals from Chapter 5 are provided below:

## 2016 Master Plan Goals

1. Quality and variety of housing. The City of Novi is known for its high-quality residential neighborhoods and should strive to ensure the availability of a wide range of attractive housing choices that are protected from noise, traffic, and other impacts of non-residential development. Encourage the development of neighborhood open space and neighborhood commercial goods and services to minimize motorized travel.
2. Community identity. The City's identity is largely based on its high-quality residential neighborhoods and schools, destination retail and convention space, and its parks. The City should supplement that identity by enhancing the preservation of the City's historic resources and expansion of its cultural opportunities. New development of land should continue to be of high-quality design and materials.
3. Environmental stewardship. The City of Novi is significantly enhanced by the preservation of natural resources in both residential and non-residential areas. Maintain public and private stewardship of the natural environment through the preservation of open space, protection of woodlands and wetlands, and utilization of low-impact development techniques.
4. Infrastructure. Invest wisely into the ongoing maintenance and improvements to existing infrastructure, including utilities and the transportation network. Ensure that new development minimizes the demands placed on the City's existing infrastructure. Support the City's entire transportation network through the development and enhancement of non-motorized transportation facilities and amenities.
5. Economic development. The City's developed land, infrastructure, and natural resources are interconnected and collectively impact the daily lives of the City's residents and business owners. The City should strive to maintain the balance between the economy, the environment, and the community to ensure sustainable development that meets the needs of today while ensuring the needs of future generations can be met.

## General Goal: Quality & Variety of Housing

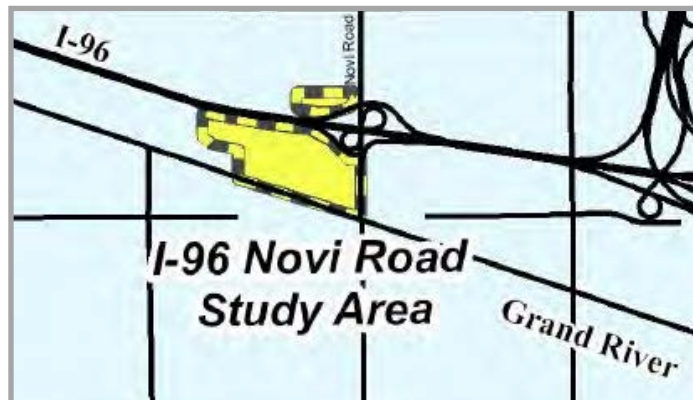
<b>Objective 1 – Southwest Quadrant</b>			
Maintain the semi-rural character of the southwest quadrant of the City that is created by low-density residential development and undeveloped land.			
Goal(s)	Action Items	Lead	Priority/Timeframe
<b>Zoning Action Items</b>			
1	Z.1.1. Review Ordinance requirements to develop alternative forms of access (e.g., shared driveways and “T” turnarounds) to permit greater flexibility for development on challenging properties.	PC	
1, 3	Z.1.2. Continue to rezone properties in the southwest quadrant to zoning districts that limit uses to low density residential uses that match the densities depicted in the Master Plan’s Residential Density Patterns Map.	PC	
<b>Advocacy Action Items</b>			
1,2,3	A.1.1. Encourage future development within the southwest quadrant that preserves the view of natural features and open space from major roadways.	Staff	Ongoing
1,3	A.1.2. Continue to encourage the use of residential development options to further the preservation of open space and natural features within the southwest quadrant of the City.	Staff	Ongoing
3	A.1.3. Encourage future development to be sensitive to the Core Reserve wildlife habitat and wildlife movement corridors within the Southwest Quadrant.	Staff	Ongoing
2, 3	A.1.4. Continue to designate Nine Mile Road west of Beck Road as a Scenic Drive Road; explore designating the road as a Natural Beauty Road and encourage preserving the existing vegetation along the roadway to maintain the unique scenic character of the area and explore grant funding to further the preservation of the character of the corridor.	Staff	
<b>Other Action Items</b>			
1, 3	O.1.1. Identify additional development options that would optimize development without destroying natural features.		
1,4,5	O.1.2. Continue to monitor the retail needs of the southwest quadrant to ensure that adequate nearby retail areas are available to serve nearby residents.		
<b>Objective 2: Provide residential developments that support healthy lifestyles</b>			
Ensure the provision of neighborhood open space within residential developments.			
Goal(s)	Action Items	Lead	Priority/Timeframe
<b>Zoning Action Items</b>			
1, 2	Z.2.1. Consider revising ordinances to further provide incentives for including passive and active recreational facilities in new residential developments.		
<b>Advocacy Action Items</b>			
1, 2	A.2.1. Encourage the use of functional open space in new residential developments by educating developers on the benefits of using the City’s existing and any future residential development options that use alternative designs in place of standard subdivision design; consider creating standards to require the provision of active and passive open space within residential developments.		Ongoing
1, 2	A.2.2. Educate the public and developers on the benefits of making residential developments more walkable and bikeable and encourage developers to build walkable and bikeable residential developments that are connected to the City’s non-motorized transportation system where possible.		Ongoing

Objective 3: Safe housing and neighborhoods			
Enhance the City of Novi’s identity as an attractive community in which to live by maintaining structurally safe and attractive housing choices and safe neighborhoods.			
Goal(s)	Action Items	Lead	Priority/ Timeframe
<b>Other Action Items</b>			
1, 2	O.3.1. Continue to invest federal Community Development Block Grant (CDBG) funds in target neighborhoods for housing rehabilitation.	City Council	Ongoing
	O.3.2. Support and expand the outreach efforts of the City’s Community Relations in communicating with neighborhoods and creating networking opportunities.	City Council	
	O.3.3. Support and expand existing Police Department programs such as Neighborhood Watch and Crime-Free Multi-Housing.	City Council	Ongoing

Objective 4: Maintain existing housing stock and related infrastructure			
Goal(s)	Action Items	Lead	Priority/ Timeframe
<b>Advocacy Action Items</b>			
1, 2	A.4.1. Continue to provide top quality maintenance of public streets and utilities.		Ongoing
	A.4.2. Continue public investment in new and existing pathways, sidewalks, parks and street trees to improve the quality of life in existing neighborhoods.		
	A.4.3. Investigate and develop programs to encourage private investment in new and existing private neighborhood recreation facilities.		Ongoing
	A.4.4. Review, make recommendations and take action toward simplifying and streamlining the permitting process for home improvements.		Ongoing
	A.4.5. Continue to support strong neighborhood associations.		Ongoing
	A.4.6. Maintain existing housing stock and related infrastructure in the southeast quadrant of the city as well as other areas of the city with older housing stock.		
	A.4.7. Evaluate areas of the City where zoning standards restrict redevelopment of existing homes, such as around Walled Lake. Consider zoning amendments that facilitate home renovations and expansions in a context-appropriate manner.		

Objective 5: Provide a wide range of housing options.			
Attract new residents to the City by providing a full range of quality housing opportunities that meet the housing needs of all demographic groups including but not limited to singles, couples, first time home buyers, families and the elderly			
Goal(s)	Action Items	Lead	Priority/ Timeframe
<b>Zoning Action Items</b>			
1, 2	Z.5.1. Consider ordinance changes to permit limited size attached accessory dwelling units with single-family homes.		
	Z.5.2. Consider ordinance changes to permit smaller single-family homes and expanded opportunities for attached single-family homes.		
	Z.5.3. Consider ordinance amendments that encourage residential uses in mixed use developments.		
	Z.5.4. Enable residents to age in place by enabling development of active adult housing in a variety of styles, including single-family homes and mixed use development. Work to complement these developments with entertainment and community recreation opportunities.		
	Z.5.5. Encourage younger residents to remain (or return) by providing housing options within walking distance of shopping, dining, entertainment, recreation, and employment.		
<b>Advocacy Action Items</b>			
1, 2	A.5.1. Consider policies and programs to make housing more accessible to the elderly and mobility challenged individuals.		
	A.5.2. Continue to research and implement programs to promote the development of innovative housing styles including lofts and mixed use developments that serve residents of all ages.		Ongoing
	A.5.3. Continue to provide and improve alternative methods of transportation to serve residential areas.		Ongoing
	A.5.4. Develop policies and programs to facilitate the development of new public and private senior housing facilities to meet the needs of the City’s expanding elderly population.		

Objective 6: I-96/Novi Road Study Area			
Develop the I-96/Novi Road Study Area in a manner that reflects the importance of this gateway to the City in terms of its location, visibility, and role as an economic generator. Mitigate impacts to the City's infrastructure.			
Goal(s)	Action Items	Lead	Priority/Timeframe
<b>Zoning Action Items</b>			
2, 3, 4, 5	Z.6.1. The City should review the Zoning Ordinance to see if it would be appropriate to increase permitted building heights for properties close to the freeway in all non-residential districts.		
	Z.6.2. Develop nodes or "pulses" of development along Novi Road south of I-96 that will draw travelers south from I-96 to Main Street and enhance the pedestrian experience.		
	Z.6.3. Development at the corners of Crescent Boulevard, Grand River Avenue, and Main Street should include buildings set close to the roadway with increased height at the corners.		
	Z.6.4. Provide terraces or public plazas at road intersections to create spaces for pedestrians and enhance these important intersections at the heart of the Town Center area.		
	Z.6.5. Rezone the former Novi Expo Center property from EXPO to OST to encourage redevelopment of the site for office use. Office development on this site will benefit from the prime location as well as help support the adjacent retail and restaurant uses.		
	Z.6.6. Future office development within the planning area should be encouraged to take advantage of the increased height limit permitted in the OST District.		
	Z.6.7. Redevelopment of the former Expo Center site should take advantage of its prime location and visibility and become an icon for the City from I-96. Future development of this site should include: <ul style="list-style-type: none"> <li>Additional building height permitted within the OST District</li> <li>Benchmark architecture and quality building materials</li> <li>Enhancement of the river corridor as a site amenity</li> <li>Pedestrian connections to the Town Center area</li> </ul>		
	Z.6.8. Consider OST zoning for the property at the northwest corner of Grand River Avenue and the future ring road. In addition, the zoning ordinance should be evaluated as it applies to this site in order to permit OST uses while allowing building form and placement consistent with the TC-1 District.		
<b>Other Action Items</b>			
2, 4, 5	O.6.1. <b>Enhance natural features.</b> Feature the Middle Rouge River corridor as an attractive natural amenity and focal point for the public to enjoy; pursue available grant money to assist in the preservation of the river corridor.		
	O.6.2. <b>Improve stormwater detention.</b> The City should explore the possibility of underground stormwater detention in the Conference District area to encourage better utilization of the District.		



I-96 Novi Road Study Area from 2008 Master Plan

Objective 6 (continued): I-96/Novi Road Study Area			
Develop the I-96/Novi Road Study Area in a manner that reflects the importance of this gateway to the City in terms of its location, visibility, and role as an economic generator. Mitigate impacts to the City's infrastructure.			
Goal(s)	Action Items	Lead	Priority/Timeframe
<b>Transportation Action Items.</b>			
4, 5	T.6.1. The City should explore developing a new circulation system within the Conference District as depicted in the Conference District Circulation Plan to improve access to existing uses, create greater potential for additional development and redevelopment, and reduce conflicts near Novi Road. Key components of the Circulation Plan are: <ul style="list-style-type: none"> <li>A new street south of West Oaks connecting Donelson Drive with Sheraton Drive.</li> <li>A redesigned entrance drive into the Conference District through West Oaks.</li> <li>A new westbound left turn lane on West Oaks Drive to access the redesigned entrance drive and eliminate conflicts near Novi Road.</li> <li>Narrowing of the northern portion of Sheraton Drive to one lane and restricting to northbound traffic and right turns only onto West Oaks Drive (The City could evaluate the future elimination of Sheraton Drive)</li> </ul>		
	T.6.2. Complete the proposed Town Center ring road from Crescent Boulevard to Grand River Avenue. Identify and pursue available grant money to assist in the completion of the planned Town Center area ring road.		
	T.6.3. Redevelopment of the Novi Road frontage should include a backage road between the ring road and Grand River, interconnected parking areas, and shared access points onto Novi Road to eliminate individual driveways and minimize traffic conflicts on Novi Road.		Ongoing
	T.6.4. Investigate adding a median to Novi Road at the southern approach to Crescent Boulevard to provide a refuge for pedestrians and enhance the northern entrance into the City's Town Center.		Ongoing
	T.6.5. Install canopy deciduous trees along both sides of Novi Road and the future ring road to create attractive avenues through the ring road area and to create a buffer between the sidewalk and the roadway; explore private and public funding opportunities.		
<b>Advocacy Action Items</b>			
2, 3, 5	A.6.1. Encourage the use of landscaping and other buffering techniques to improve the appearance of the Industrial District from I-96.		
	A.6.2. Encourage the use of right-of-way plantings. Site landscaping, and building facades should be enhanced with high quality materials to improve the appearance of the Industrial District along Grand River Avenue and to provide a better transition into the Town Center from the west.		
	A.6.3. Evaluate rezoning of properties within the planning area in order to facilitate implementation of the Master Plan.		
	A.6.4. Gradually phase out outdoor storage uses over time as redevelopment occurs within the planning area.		
	A.6.5. Encourage the development of flexible space buildings that can accommodate office, light industrial, and research uses to respond to the growing trend for this type of space.		
	A.6.6. As redevelopment and development occurs, green building techniques, such as green roofs, should be encouraged to reduce energy costs. In addition to energy savings, green roofs could also enhance the view of buildings within the Industrial District from the I-96 freeway.		

General Goal: Economic Development/Community Identity

Objective 7: City West/Grand River & Beck Road			
Develop the City West/Grand River Avenue and Beck Road Study Area in a manner that supports and complements neighboring areas			
Goal(s)	Action Items	Lead	Priority/Timeframe
<b>Zoning Action Items</b>			
1-5	Z.7.1. Develop a new form-based City West zoning district or overlay to enable the development of this area in a cohesive manner that results in a walkable, mixed-use district. (see page 118).		
<b>Transportation Action Items</b>			
1-5	Z.7.2. 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.		
<b>Other Action Items</b>			
1-5	O.7.1. Gradually phase out outdoor storage uses as redevelopment occurs within the Study Area.		
	O.7.2. 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 (see City West, Chapter 8).		
	O.7.3. Assess water and sewer capacity pursuant to additional density proposed in this area.		

Objective 8: Pavilion Shore Village			
Develop a cohesive mixed use village that complements the surrounding neighborhood.			
Goal(s)	Action Items	Lead	Priority/Timeframe
<b>Zoning Action Items</b>			
1-5	Z.8.1. Develop a new form-based Pavilion Shore Village district to enable the development of a small mixed-use village in this area that complements the surrounding neighborhoods. (see page 112).		

Objective 9: The Anglin Property			
Foster development of a mixed-use district that complements Novi Town Center.			
Goal(s)	Action Items	Lead	Priority/Timeframe
<b>Zoning Action Items</b>			
1-5	Z.9.1. Rezone this parcel to TC (Town Center) to enable a broader mix of uses and incorporation into the Town Center district.		
1-5	Z.9.2. Consider amendments to the TC district that would permit a greater mix of uses, including innovative attached housing types; amendments may also consider the preservation of some public or open space and the relationship of buildings to the street in order to create a subdistrict that emphasizes walkability.		

General Goal: Community Identity

Objective 10: Maintain quality architecture and design throughout the City.			
Set high standards and promote good examples for use of public property through the City's actions			
Goal(s)	Action Items	Lead	Priority/Timeframe
<b>Zoning Action Items</b>			
2	Z.10.1. Establish architectural design, signage, and landscaping to convey Novi's quality image to		
<b>Advocacy Action Items</b>			
2, 5	A.10.1. Enforce current ordinances that ensure high quality development.		
2, 5	A.10.2. Commit to high standards when maintaining public areas and facilities.		
<b>Other Action Items</b>			
2, 5	O.10.1. Establish architectural design, signage, and landscaping of key entryway features at the City's borders to convey Novi's quality image to visitors.		

Objective 11: Create a stronger cultural presence and identity for the City by preserving historic structures and creating gathering places for residents and community activity.			
Goal(s)	Action Items	Lead	Priority/Timeframe
<b>Zoning Action Items</b>			
2, 5	Z.11.1. Establish guidelines for the development of gathering places that clearly define Novi's community character.		
<b>Advocacy Action Items</b>			
2, 5	A.11.1. Investigate possibility of grants and/or historic designations for landmarks under programs through such groups as the National Trust for Historic Preservation.		
<b>Other Action Items</b>			
2	O.11.1. Initiate a community character study to identify cultural and historic assets within the City. Maintain an accurate inventory of historic buildings and sites.		
2	O.11.2. Establish a legally defensible process to protect historic buildings and sites		

Objective 12: Protect and maintain the City's woodlands, wetlands, natural water features, and open space.			
Goal(s)	Action Items	Lead	Priority/Timeframe
<b>Zoning Action Items</b>			
3	Z.12.1. Explore ordinance changes to lower parking requirements or consider alternate paving materials to reduce the amount of impervious surfaces in new developments.		
<b>Advocacy Action Items</b>			
3	A.12.1. Encourage developers to utilize development options currently available in the Zoning Ordinance that preserve natural features on properties. Develop fact sheets/brochures highlighting the benefits of the different development options.		
	A.12.2. Assist homeowners associations with technical advice on maintaining open space and natural		
<b>Other Action Items</b>			
3, 5	O.12.1. Explore incentives for office and industrial developments that preserve natural features.		
3	O.12.2. Maintain an accurate inventory of natural areas by regularly updating the City's natural resources maps, including woodlands and wetlands maps, to account for boundaries impacted by development.		
3	O.12.3. Identify high-priority sensitive lands and open space; acquire such lands to prevent the loss of Novi's valuable natural features. Encourage and support the efforts of private entities, such as land conservancies, to acquire sensitive lands through conservation easements.		

Objective 13: Increase recreation opportunities in the City			
Goal(s)	Action Items	Lead	Priority/Timeframe
<b>Advocacy Action Items</b>			
3	A.13.1. Partner with surrounding communities to purchase land and develop regional recreation		
<b>Other Action Items</b>			
2, 3	O.13.1. Create a comprehensive greenway and trails action plan to serve as a guide for trail planning. Connect with trails planned and/or built in adjacent communities and with regional trail systems.		
3	O.13.2. Participate in cross jurisdictional regional trails and greenways meetings.		

Objective 14: Encourage energy efficient and environmentally sustainable development through raising awareness and standards that support best practices.			
Goal(s)	Action Items	Lead	Priority/Timeframe
<b>Advocacy Action Items</b>			
3	A.14.1. Encourage energy efficient and environmentally sustainable development through the use of the standards established and published by the United States Green Building Council and the related standards provided by the Leadership in Energy and Environmental Design (LEED) Registered Project Checklist.		
	A.14.2. Work with neighboring communities to encourage energy efficient and environmentally sustainable development.		
	A.14.3. Educate residents and developers on the benefits of green building techniques, sustainable design best management practices and energy conservation strategies by developing educational material to promote the most desirable green practices the City seeks in development and redevelopment projects.		
	A.14.4. Develop educational materials that highlight recycling services available, energy conservation techniques and resources for including renewable energy sources in homes and businesses.		
<b>Other Action Items</b>			
3	O.14.1. Review and consult the LEED checklist for each City-initiated project and ensure consultants are familiar with LEED certification criteria and sustainable design to ensure that City-owned buildings will be energy efficient and environmentally sustainable when designed or remodeled.		
3	O.14.2. Maintain membership in the United States Green Building Council and other organizations to have continued access to the resources and information leveraged by these organizations.		
3	O.14.3. Consider the addition of renewable energy generators to the City's current and future buildings.		



General Goal: Infrastructure

Objective 15: Provide and maintain adequate water and sewer service for the City's needs.			
Goal(s)	Action Items	Lead	Priority/Timeframe
<b>Other Action Items</b>			
4	O.15.1. Identify long-term funding sources for community infrastructure.		
4	O.15.2. Limit the extension of water and sewer service to those areas that can support the long-term costs of providing those services.		
4	O.15.3. Complete and continually update master plans to determine the future infrastructure needs of the community, particularly roads, and complete master plans for City utilities – water, sanitary sewer, and storm water.		

Objective 16: Provide and maintain adequate transportation facilities for the City's needs.			
Address vehicular and non-motorized transportation facilities.			
Goal(s)	Action Items	Lead	Priority/Timeframe
<b>Zoning Action Items</b>			
4	Z.16.1. Adopt regulations and incentives to promote mixed-use developments that reduce the number of vehicle trips on local thoroughfares.		
4	Z.16.2. Utilize access management techniques (e.g. marginal access or frontage roads, rear access roads, shared driveways, etc.) to minimize traffic conflicts and maintain road capacity.		
4	Z.16.3. Establish design standards for bicycle lanes for various road designs and recreation bicycle trails that meet national safety standards.		

Objective 16 (continued): Provide and maintain adequate transportation facilities for the City's needs.			
Address vehicular and non-motorized transportation facilities.			
Goal(s)	Action Items	Lead	Priority/Timeframe
<b>Advocacy Action Items</b>			
4	A.16.1. Educate developers and residents on the benefits of interconnections. Utilize pre-application meetings to inform the developer on the benefits of interconnection.		
4	A.16.2. Work with neighboring communities, other agencies, and organizations to plan and build bicycle and pedestrian facilities that connect residential areas with civic, school, worship, park and retail destinations throughout the City including one or more connections across I-96 and with regional destinations in neighboring communities		
4	A.16.3. Encourage the retrofitting of existing developments and destinations to provide bicycle and pedestrian access and bicycle parking.		
4	A.16.4. Where practical, encourage the Road Commission for Oakland County and the Michigan Department of Transportation to incorporate bicycle and pedestrian facilities in all major road projects.		
4	A.16.5. Implement a trail or route naming program to help obtain funds for the construction and maintenance of bicycle and pedestrian facilities.		
4	A.16.6. Promote and organize various types of bicycle and pedestrian events.		
4	A.16.7. Work with regional governments and entities to develop regional transportation plans that include a rapid transit connection in or near Novi, particularly along <b>Grand River Avenue and the I-275 corridor to Detroit Metropolitan Airport</b>		
4	A.16.8. Outreach with local businesses to develop strategies to maximize the potential benefits of a regional rapid transit hub.		
4	A.16.9. <b>Mitigate traffic and transportation issues by providing for alternative modes for intra-city and inter-city travel and commuting.</b>		
<b>Other Action Items</b>			
4	O.16.1. Take advantage of opportunities that are available for interconnecting existing and future residential neighborhoods.		
4	O.16.2. Plan and build recreational trail facilities that can accommodate bicycles and pedestrians.		
4	O.16.3. Provide recreation trails within all new parks and connect all new parks with recreation trails to the City's pathway and sidewalk system.		
4	O.16.4. Plan and build way-finding signage for bicycle and pedestrian routes.		
4	O.16.5. Retrofit existing publicly-owned bicycle and pedestrian facilities to current national safety standards when feasible.		
4	O.16.6. Review, update and develop maintenance requirements for public and private bicycle and pedestrian facilities through the use of maintenance standards and ordinances.		
4	O.16.7. Implement and adopt a trail type program to help maintain City bicycle and pedestrian		
4	O.16.8. Actively pursue public and private grants to plan, build and/or rebuild bicycle and pedestrian facilities.		
4	O.16.9. Continue to complete sidewalk and pathway gaps throughout the City and accelerate the rate of completion if funding permits.		
4	O.16.10. Incorporate pathways into plans for road improvements.		
4	O.16.11. Implement objectives from Thoroughfare Master Plan and Non-Motorized Master		
4	O.16.12. Encourage "safe routes to school" programming and investigate grant opportunities.		

General Goal: Economic Development

Objective 17: Retain and support the growth of existing businesses and attract new businesses to the City of Novi.			
Goal(s)	Action Items	Lead	Priority/Timeframe
<b>Zoning Action Items</b>			
5	Z.17.1. Consider administrative approval of OST development as an incentive to provide certainty and timeliness for desirable projects that meet ordinance requirements		
5	Z.17.2. Consider amending portions of the sign ordinance to provide businesses with better visibility.		
5	Z.17.3. Allow for reinvestment and expansion of existing facilities without necessarily requiring compliance with every new ordinance requirement. Variances and substantial compliance tests should be used to guide decision-making process.		
5	Z.17.4. Review standards for development in business/office/research/industrial parks, amend as necessary to ensure that these developments maintain high standard for design, landscaping, and buffering.		
<b>Advocacy Action Items</b>			
2, 5	A.17.1. Initiate economic development programs in the OST District.		
	A.17.2. Seek opportunities to enhance and maintain open communication between Novi's business community and residents by maintaining a relationship with the Novi Chamber of Commerce and individual businesses.		
3, 5	A.17.3. Work with Oakland County officials to review Brownfield developments, considering the possibility of County Brownfield Authority incentives to secure investment.		
2, 5	A.17.4. Support the Main Street development as a special community opportunity.		
5	A.17.5. Support retail commercial uses along established transportation corridors that are accessible for the community at large, such as along Grand River Avenue, to preclude future traffic congestion.		
5	A.17.6. Consider strategies to ensure the ongoing sustainability of existing office and industrial		

Objective 17 (continued): Retain and support the growth of existing businesses and attract new businesses to the City of Novi.			
Goal(s)	Action Items	Lead	Priority/Timeframe
<b>Other Action Items</b>			
5	O.17.1. Continue streamlined development and permitting processes while maintaining quality reviews.		
4, 5	O.17.2. Make available and maintain high quality infrastructure -- roads, water, and sanitary sewer - - to ensure the attractiveness and functionality of the OST District.		
5	O.17.3. Initiate a fiscal analysis that evaluates the costs and benefits of various developments and continually evaluate and update as circumstances change. Determine the balance between costs and benefits of commercial and industrial development and plan accordingly.		
2, 5	O.17.4. Capture growth opportunities that will enhance short and long-term viability of the community. <ul style="list-style-type: none"> <li>Develop a marketing effort to attract "creative clusters" with high-quality, flexible work space.</li> <li>Enable development of concentrations of office space blended with residential.</li> <li>Expand entertainment activity and options through business attraction and community programming.</li> </ul>		

General Goal: Economic Development/Community Identity

Objective 18: Compatible Development			
Ensure compatibility between residential and non-residential developments			
Goal(s)	Action Items	Lead	Priority/Timeframe
<b>Advocacy Action Items</b>			
1, 5	A.18.1. Enforce existing screening and setback requirements for all light industrial development where it abuts residential neighborhoods.		
	A.18.2. Promote light industrial development, which provides economic value to the community, that properly safeguards neighboring homeowners.		
	A.18.3. Attract and promote "clean" developments where light industrial property abuts residential neighborhoods.		