



CITY OF NOVI CITY COUNCIL
JULY 28, 2025

SUBJECT: Final approval of Feldman Kia, JZ24-32, with Zoning Map Amendment 18.746 to rezone from Non-Center Commercial to General Business with a Planned Rezoning Overlay Agreement.

SUBMITTING DEPARTMENT: Community Development Department, Planning Division

KEY HIGHLIGHTS:

- Rezoning of 4.88 acres on Grand River Avenue to allow an auto dealership development in the B-3 District.
- Redevelopment of a vacant parcel on a commercial corridor.
- Project includes the design and construction of three pedestrian seating areas and an "enhanced sidewalk" along Joseph Drive, as well as two covered seating areas at nearby bus stops.
- The City Council tentatively approved the PRO Plan and directed the City Attorney to draft the PRO Agreement on May 5, 2025.

BACKGROUND INFORMATION:

Feldman Automotive is requesting a Zoning Map Amendment for approximately 4.88 acres of property on the south side of Grand River Avenue, to the west of Joseph Drive, utilizing the Planned Rezoning Overlay option. The site is vacant and was formerly the site of Glenda's Garden Center for many years. The current zoning is Non-Center Commercial.

As shown in the PRO Concept Plan, the applicant proposes to rezone to B-3 General Business and redevelop the property with an auto dealership with accessory outside storage of the inventory vehicles. The proposed dealership building would have a footprint of approximately 18,800 square feet with a mezzanine floor for parts storage. The parking lot consists of approximately 300 spaces.

In this area of Grand River, there are professional offices, small strip retail centers, sit down restaurants and the US Energy fuel supplier. Single family residential homes are located to the south of the property. Current zoning of the surrounding area is I-1 Light Industrial to the north, OS-1 Office Service to the west, NCC Non-Center Commercial to the east, and R-4 One Family Residential to the south.

CONDITIONS PROPOSED BY APPLICANT

The applicant has described restrictive conditions, including providing **greater building and parking setbacks than the B-3 ordinance requires**. Additional operational conditions to reduce noise impacts, such as limiting the hours of operation and delivery of vehicles, are also proposed as shown in the draft motion below.

The applicant also proposes an **enhanced sidewalk along their Joseph Drive frontage**. This includes a **meandering sidewalk with decorative light poles and the construction of three seating areas**.

The applicant has also offered to **build covered shelters with seating at two nearby existing bus stops**. The images provided on Sheet 9 of the PRO Plan show **a paved pad with a shelter at the bus stops approximately 300 feet to the east of the property on Grand River Avenue, one on the north and one on the south**. The applicant will coordinate with SMART and the City to choose the appropriate shelters.

The applicant asserts that, taken together, the conditions result in a project that is in the public interest, whose benefits outweigh its potential detriments.

MASTER PLAN FOR LAND USE

The proposal helps fulfill objectives contained in the Master Plan for Land use, as well as other positive outcomes, such as:

1. The objective to support retail commercial uses along established transportation corridors,
2. The B-3 district is consistent with the Master Plan for Land Use designation for Community Commercial.
3. The impacts on traffic and public utilities are expected to be similar to development under the existing zoning.
4. Submittal of a Concept Plan and any resulting PRO Agreement, provides assurance to the Planning Commission and the City Council of the manner in which the property will be developed, and can provide benefits that would not be likely to be offered under standard development options.

PLANNING COMMISSION

The Planning Commission held a Public Hearing on the formal PRO Plan on April 9, 2025 and recommended approval to the City Council. Comments made at that time are reflected in the meeting minutes included in this packet.

PREVIOUS CITY COUNCIL ACTION

The City Council granted tentative approval of the request at the May 5, 2025 meeting, and directed the City Attorney's Office to prepare a PRO Agreement.

CITY COUNCIL ACTION

The City Council is now asked to consider the actual text of the PRO Agreement and give final approval of the agreement, the PRO Plan, and the rezoning. Following Council's final approval, the applicant will submit for Site Plan approval under typical review procedures, including Planning Commission approvals.

RECOMMENDED ACTION: Approval of the request of Feldman Automotive, for JZ24-32, with Zoning Map Amendment 18.746, to rezone property at the southwest corner of Grand River Avenue and Joseph Drive from Non-Center Commercial to General Business with a Planned Rezoning Overlay Agreement, and corresponding PRO Concept Plan, the conditions of this Motion, and the conditions listed in the staff and consultant review letters, and also subject to any changes and/or conditions as discussed at the City Council meeting, with any final minor alterations required in the determination of the City Manager and City Attorney to be incorporated by the City Attorney's office prior to the execution of the final agreement.

This motion is made for the following reasons, and only upon the assumption that all conditions and requirements of this motion and the PRO Agreement, will be satisfied:

1. The use of the property is a New and Used Car Salesroom, Showroom and Office with a Servicing department and outdoor inventory of vehicles, as typically associated with dealerships.
2. Accessory to the Car Dealership, Outdoor Space for exclusive sale of new or used automobiles will be permitted under the conditions for Special Land Use approval.
3. The applicant shall provide a unique streetscape along Joseph Drive with a winding sidewalk and the installation of a bench node on a concrete platform, decorative light poles, and significant landscaping across the western side of Joseph Drive, as shown on the PRO Plan.
4. The applicant shall construct two covered bus stop shelters along Grand River Avenue to serve the nearby SMART bus stops.
5. The days of operation shall be limited to Monday – Saturday. The business shall not be open on Sundays.
6. The hours of operation shall be limited to the following, as described by the applicant: 7:00 a.m. to 6:00 p.m. on Tuesday, Wednesday and Friday, 7:00 a.m. to 9:00 p.m. on Monday and Thursday, and 8:00 a.m. to 4:00 p.m. on Saturdays.
7. Outdoor speakers for security purposes may be permitted but must be attuned to meet the requirements of the noise ordinance and avoid disturbance of the adjacent residential neighborhood.
8. No outdoor compressors shall be permitted.
9. Automobile transit deliveries shall be limited to 8:00 a.m. to 6:00 p.m. on weekdays and must take place on the site in the designated loading/unloading area. Unloading shall not take place in any public right-of-way. Each instance of unloading in the public right-of-way shall be considered a separate violation and shall be subject to fines and abatement, as permitted by applicable laws and ordinances.

10. Separate and apart from, and in addition to, any traffic enforcement or code enforcement remedies above, for each violation of this provision, Developer shall pay to the City the amount of \$1,000, which Developer agrees represents the minimum cost to the City of enforcement of this provision, per incident. Such payment is to be made within 30 days of invoice by the City and failure to pay shall be a separate violation of this PRO Agreement.
11. The parking setback shall be no less than 53 feet from the property line to the south.
12. The footprint of the building shall be limited to approximately 18,900 square feet, excluding mezzanine space.
13. The overhead service doors shall remain closed except to allow the entering and existing of vehicles.
14. The berm and landscape plantings along the southern property line shall be installed early in construction to protect the residents from the negative impacts of construction.
15. Developer shall be responsible for all excessive false alarm penalties and fees assessed pursuant to Section 22-36 of the City of Novi Code of Ordinances, as amended, and may not appeal assessments of fees and penalties for police department response.
16. Developer shall prohibit test driving vehicles on Joseph Drive. Each instance documented instance of dealership owned vehicles being test driven on Joseph Drive shall constitute a violation of this PRO Agreement, and shall be considered a site plan violation, and a nuisance per se. The City's Code Enforcement officer may issue a ticket for a site plan violation to the Developer. Each instance of test driving vehicles on Joseph Drive shall be considered a separate violation and shall be subject to fines and abatement, as permitted by applicable laws and ordinances.

For all of the foregoing reasons, the proposal will result in an enhancement of the project area as compared to a "straight" B-3 General Business designation, and sufficient conditions have been offered or provided for that it will result in significant benefits to the public that would not otherwise be available and its approval will be in the public interest, and the deviations listed in the Agreement are necessary to secure the enhancements listed above and in the PRO Plan.