

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: BARBARA MCBETH, AICP, CITY PLANNER
SUBJECT: 2025 MASTER PLAN FOR LAND USE
DATE: MARCH 3, 2025

Since 2022, Novi has been in the process of drafting and reviewing an update to the 2016 Master Plan for Land Use. During February's Master Plan Steering Committee meeting, the latest version draft plan was reviewed. The Committee made a motion to forward the Draft Master Plan to the Planning Commission for the next step in the process.

On February 26th, the Planning Commission reviewed the draft plan and made a recommendation to the City Council for approval to distribute the Draft Master Plan to surrounding communities and other public agencies for comment. It is anticipated that the draft plan will be placed on the March 24th City Council agenda for consideration. Once Council's approval to distribute the plan is granted, the City will notify the appropriate agencies, to allow for public comment. Following the 63-day review period, a public hearing will be held to allow for additional community input before the plan is adopted.

What is the Master Plan?

Novi's intent in updating the Master Plan is to guide the future development of Novi - identifying the type and intensity of future development, while balancing the preservation of open space and natural features and insuring the sustainability of the City over the long-term through the establishment of a diversified tax base and smart development practices.

The transportation component of the plan is intended to identify roadway improvements and technology advances that can assist with traffic flow, ensure that the City plans for proper access management, and identify transit and non-motorized improvements that will be needed or desirable.

Plan development process

The process for the Master Plan for Land Use update began with the required written notice to neighboring jurisdictions and other agencies. Outside consultants were brought in to assist with the plan development process, including a Planning Consultant and Traffic Engineering consultant. A Steering Committee, made up of members of the City Council and Planning Commission, and a number of Novi staff, were assembled with the intent to provide guidance for this Master Plan update. Sixteen public meetings of the Committee were held from March 2022 to February of 2025, allowing time for the Committee members to review draft documents, provide feedback and direction, ask questions, and hear comments from the members of the public who were in attendance during the meetings.

During two Open House events at City facilities, the City's staff and consultants provided opportunities for the public to comment on the draft plans and documents. At these events, the public was engaged in discussing land use preferences and redevelopment scenarios

for several locations in the City. Members of the Committee attended the Open House events to hear the comments directly. Separately, a survey was developed and received a total of 842 responses, forming the foundation for community expectations and priorities in the plan. A summary of the survey response is found in the Appendix of the draft plan.

Staff shared components of the draft plan at various City events to seek additional comment. Dedicated spots on the City's webpage provided links to documents as they were drafted and reviewed by the Committee. A video was prepared by Community Relations to provide highlights of the Master Plan efforts and is shared on the webpage.

Key components of the draft plan

Beckett and Raeder, the City's Planning Consultant for the Master Plan started the process by providing an analysis of demographics, natural features, the real estate market, economic development, and land use. As part of the work with the Committee, the total number of land use categories is recommended to be reduced from twenty-two to seventeen categories. Additionally, new mixed-use categories are introduced in response to market trends that favor a variety of uses and walkability. As part of the zoning plan, the draft plan recommends an amendment to include a Planned Unit Development (PUD) option to achieve some of the mixed use the Committee is envisioning.

Hubbell, Roth, and Clark, the consulting engineering firm for the Master Plan worked to develop the traffic and transportation components focusing on growth rates and crash data throughout the City, and the city's efforts to complete sidewalks and non-motorized connections. The recently adopted Active Mobility Plan was reviewed, and certain recommendations from that plan were incorporated into the Action Plan in the draft Master Plan.

Found in Chapter 11, the Action Plan identifies the Guiding Principles of the Master Plan, as well as actions for Novi to consider moving forward. The Guiding Principles are as follows:

Novi is...

- A community that builds on its assets.
- A community that celebrates the diversity of its residents.
- A city that demands quality real estate development.
- A place where the built and natural environment coexists for the benefit of its residents.
- A city that embraces the transformation of its existing commercial activity centers.
- A community that promotes welfare, health, and safety for its residents.
- A community that strives to connect neighborhoods and activity centers with nonmotorized access.
- A city that uses fiscal resources wisely to advance the community master plan and associated capital improvements program.

The draft plan carries over several actions recommended in the 2016 Master Plan, as well as new actions to reflect the findings and recommendations identified in the updated plan.

Next steps

The City Council will be asked to review the draft plan and approve a resolution for the distribution of the plan to surrounding communities and other agencies for a 63-day review period. Following the review period, the plan will return for a public hearing and consideration for approval.