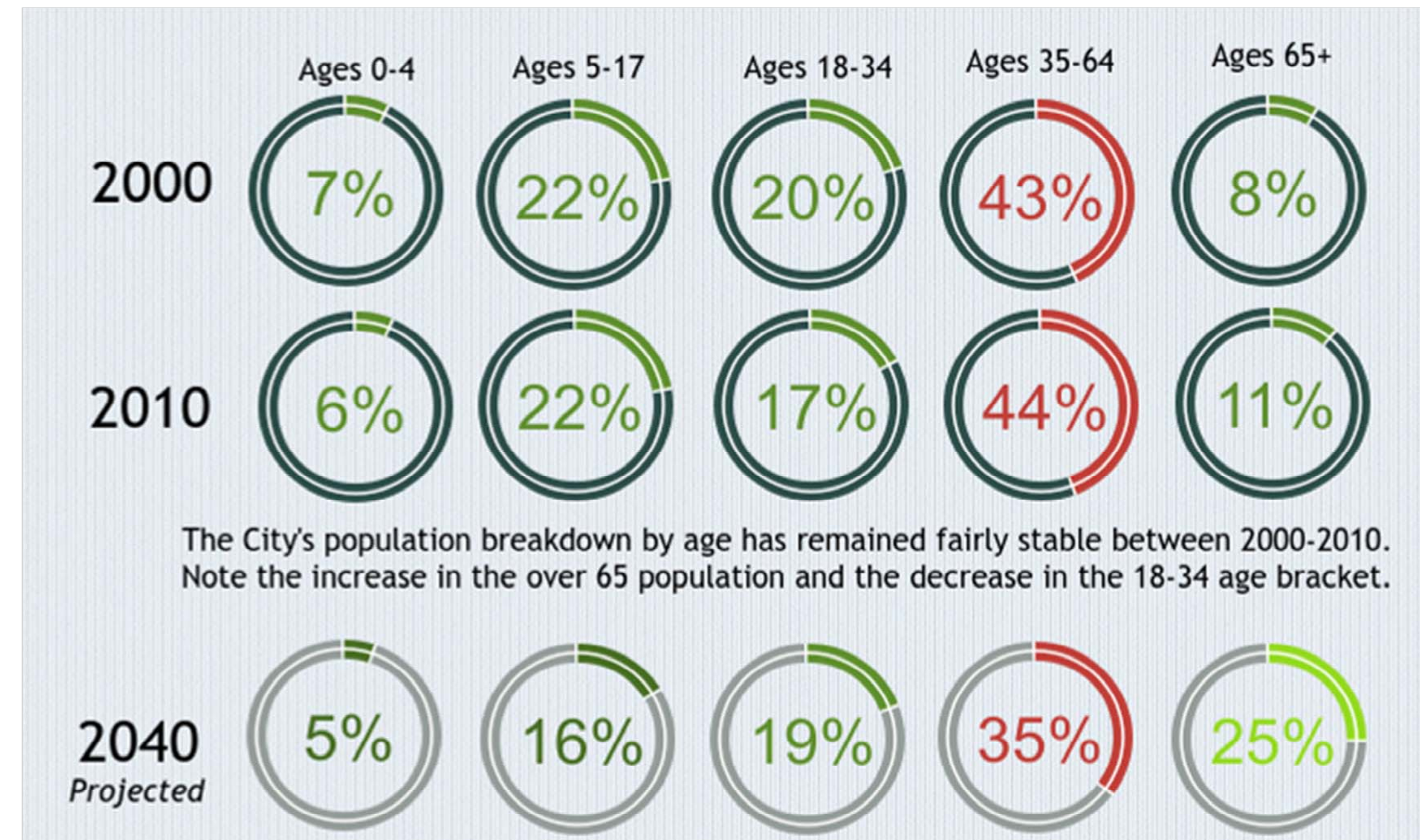


NOVI TODAY

Who we are and what we've built

NOVI POPULATION BY AGE GROUP 2000-2040



In Novi, as in most places in the United States, the overall age of the population is expected to shift upward over the next 25 years. By 2040, SEMCOG projects that fully a quarter of the City's residents will be over the age of 65. Aging populations pose a challenge to communities, as the housing and transportation needs and preferences of older populations differ from those of the population as currently constituted. Thankfully, making a community more accessible for seniors tends to improve access for everyone.

Novi Population, 1970-2010

	1970	1980	% Change	1990	% Change	2000	% Change	2010	% Change	2014 (est.)
Novi	9,668	22,525	133%	32,998	46.5%	47,386	43.6%	55,224	16.5%	58,416
Michigan	8,875,083	9,262,078	4.4%	9,295,297	0.4%	9,938,444	6.9%	9,883,640	-0.6%	9,909,877

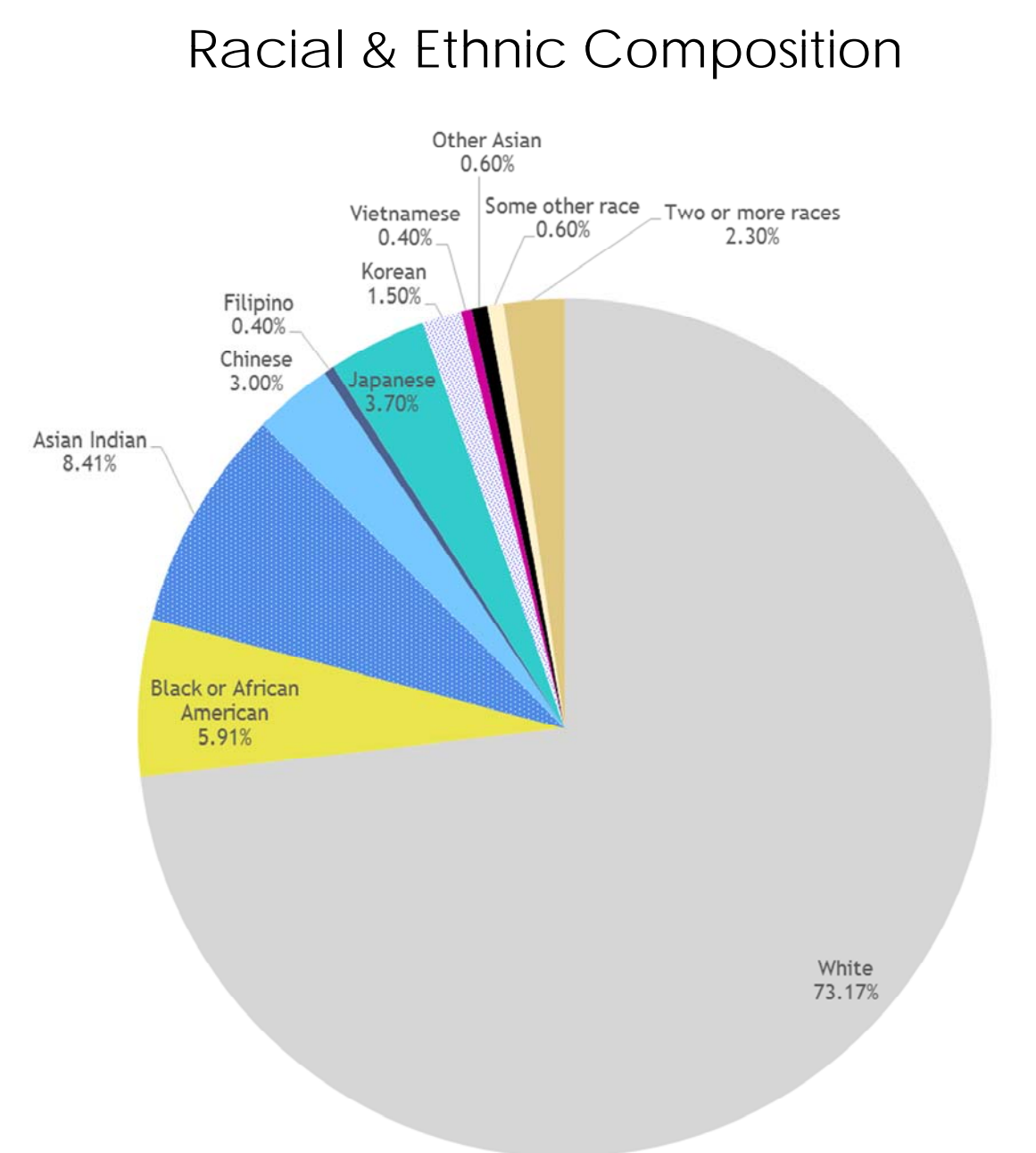
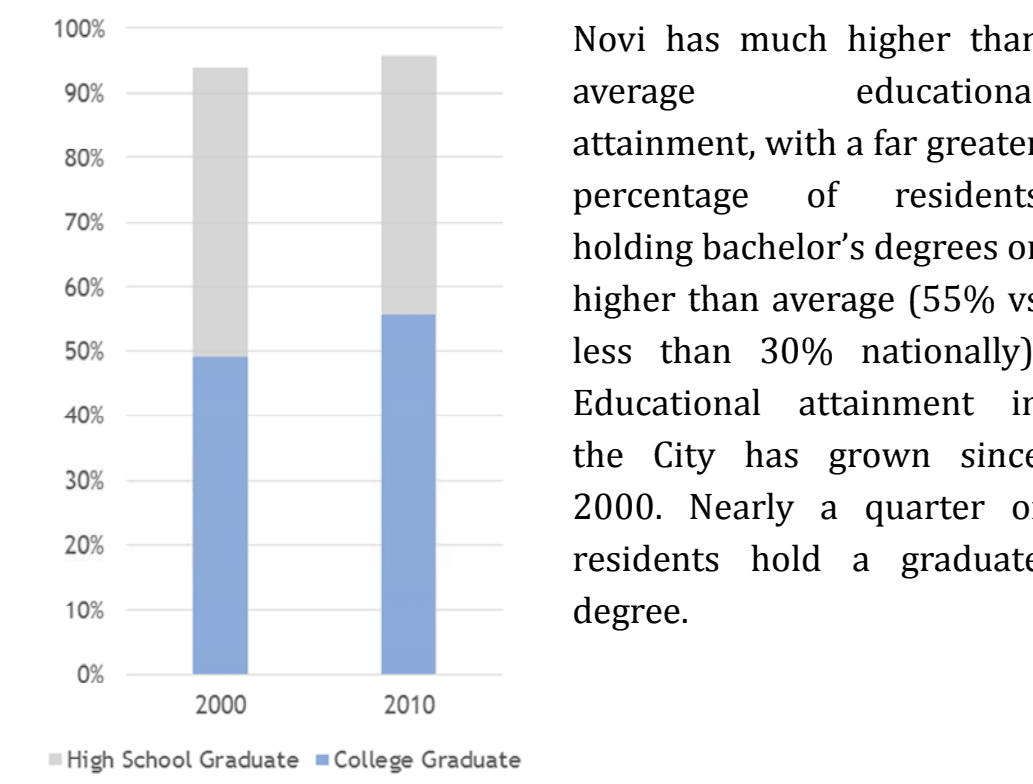
Income, 2000-2010

	2000	2010	% Change
Per Capita	\$45,576	\$42,456	-6.8%
Median Household	\$91,069	\$80,151	-11.9%

*All numbers in 2010 dollars

As occurred across the U.S., the 2008 economic crisis lowered Novi residents' inflation adjusted incomes from 2000 to 2010. The City, however, still has extraordinarily high incomes relative to the rest of the country.

Rising Educational Attainment

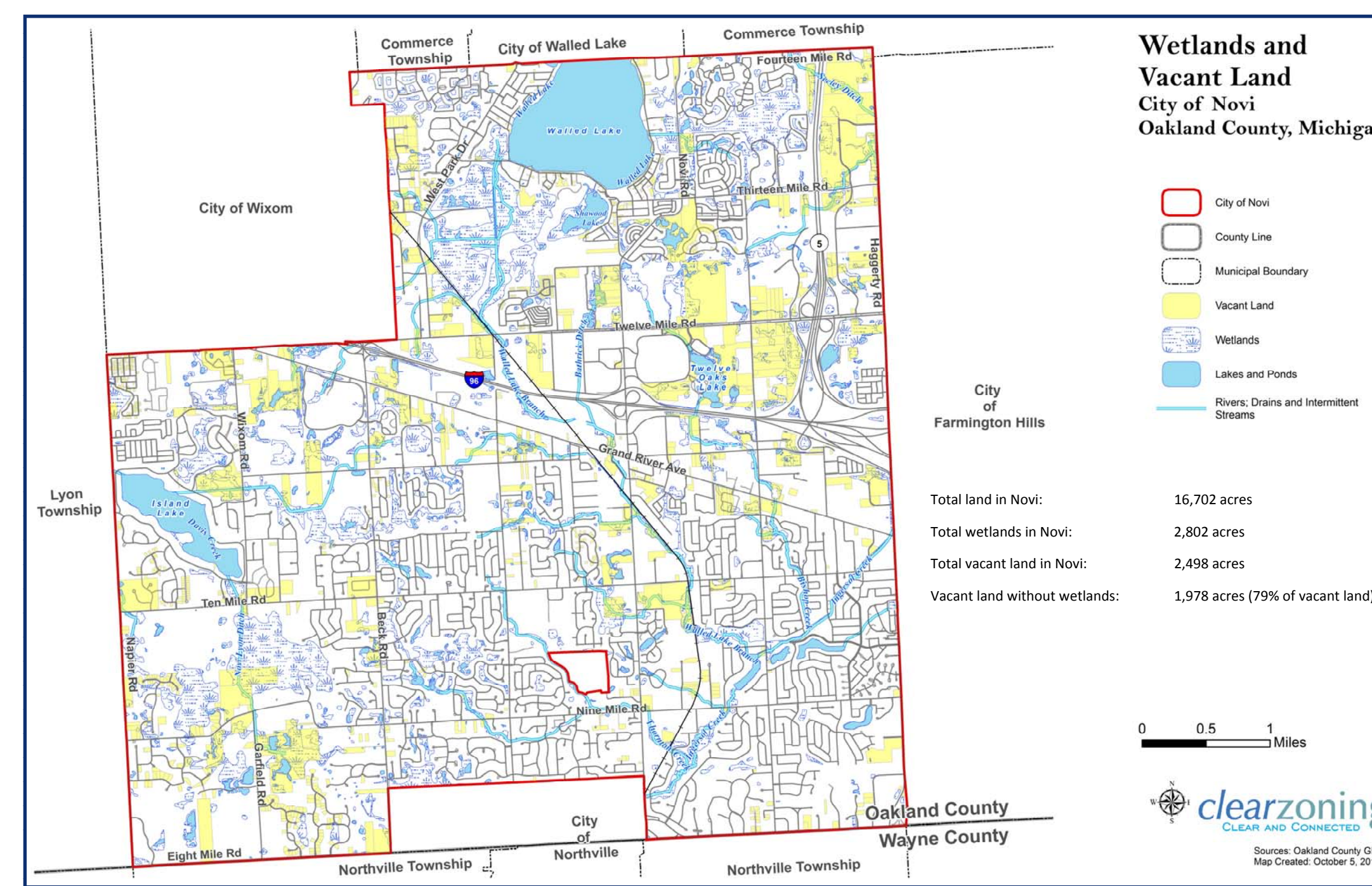
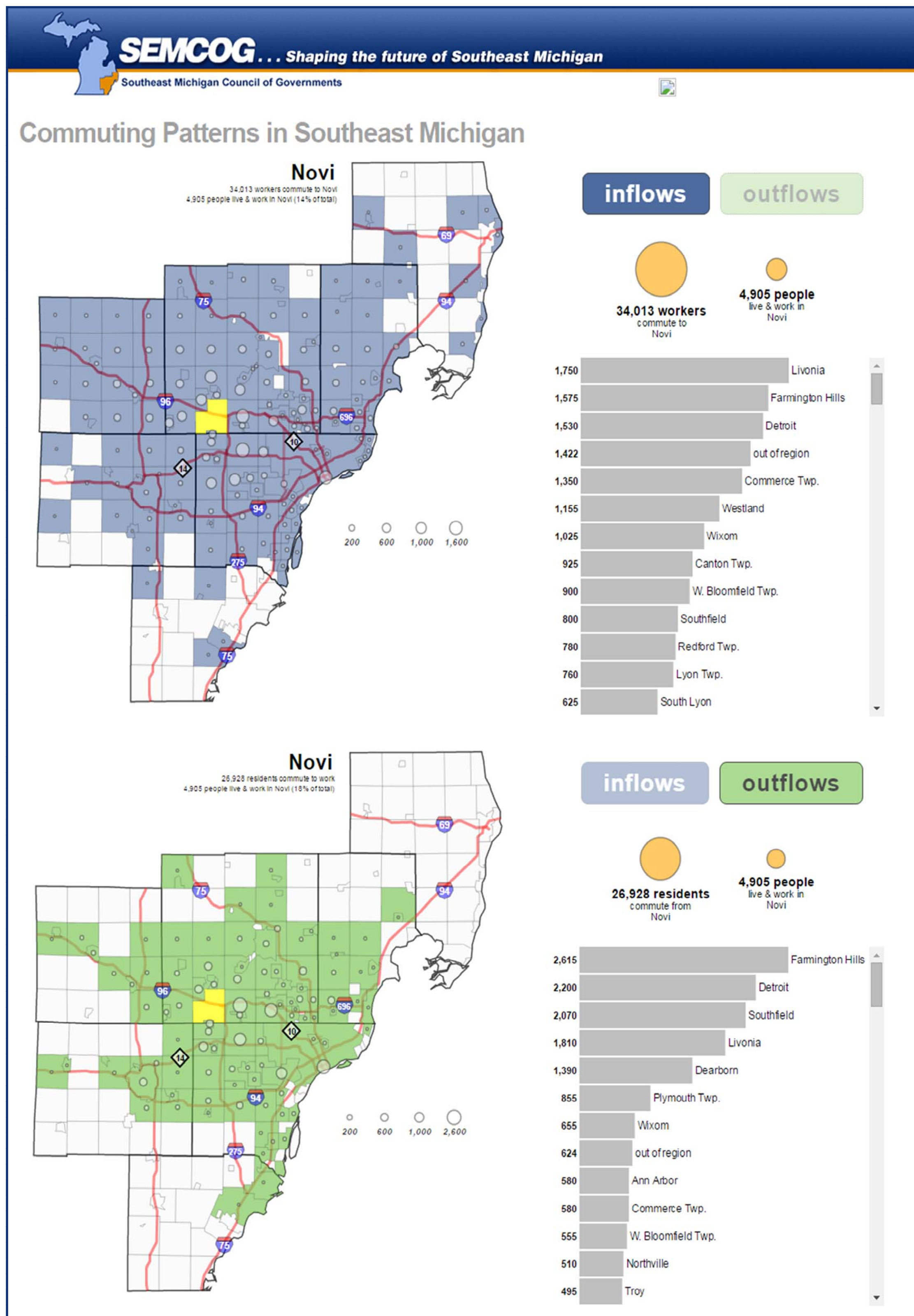
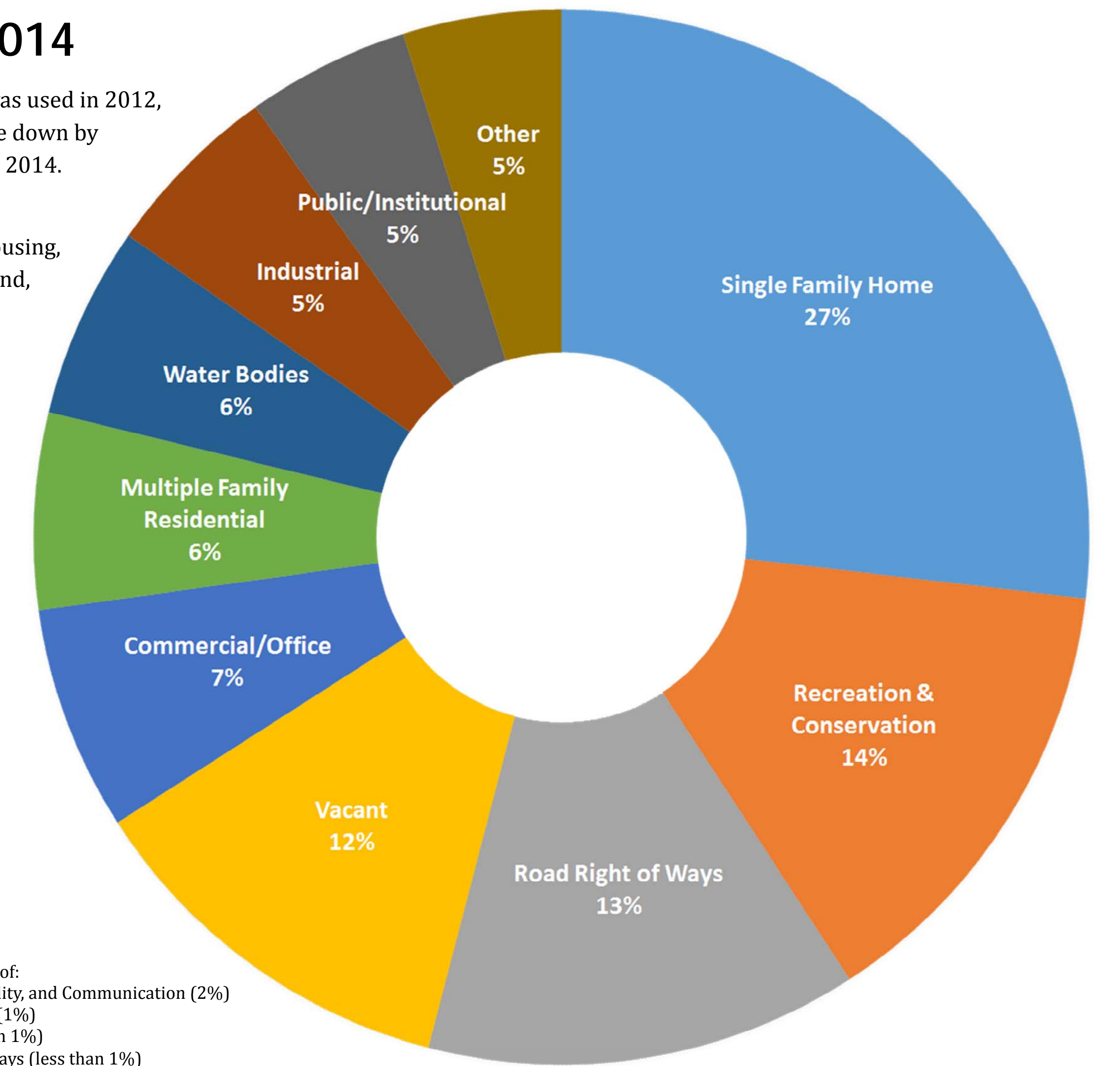


Novi has grown increasingly diverse (it was 87% white in 2000, 73% in 2010), and is a major destination for immigrants from various parts of Asia.

Existing Land Use, 2014

The map below shows how the City's land was used in 2012, while the chart to the right breaks that usage down by percentage of overall land two years later, in 2014.

33 percent of the City's land is devoted to housing, and there remains a fair amount of vacant land, meaning land available for development. How this vacant land is developed is an important consideration, especially as preferences in the office and residential real estate markets continue to shift away from autocratic development patterns.



Development Potential

Not all vacant land in Novi is developable; substantial portions are occupied by regulated wetlands. However, the amount of developable vacant land in the City does not constitute a cap on future development. There are many potential redevelopment sites, and the City must consider how the use of these sites might change in the future to accommodate changing demand, such as the growing need for more alternative housing types.

