

**DEMOGRAPHICS
SECOND DRAFT**

INTRODUCTION

Novi is a thriving community in southeast Michigan. Incorporated in 1969, the city has historic roots as far back as the early 1800's when it was settled as a farming community. It remained relatively rural until the mid-1900's as new transportation networks in the region knitted the then-Village of Novi into the fabric of metropolitan Detroit. When the village became a city in 1969, the population was roughly 9,700. From the 1970's to today, new subdivisions have made Novi into one of the most diverse and populous suburbs in the region with a total population of 66,243 in 2020. This Master Plan Update reinforces the city's commitment to keep Novi thriving into the future.

The city's location is one of its biggest strengths, both from the standpoint of residents as well as businesses. Easy freeway access with interchanges on Interstates 96, 275, and 696, along with connections to state highway M-5, give the city convenient access to Lansing, Detroit, and Ann Arbor as well as Detroit Metropolitan Airport. The access afforded by the interstates has allowed Novi to attract and retain significant regional commercial development, including a destination retail cluster and a regional convention center. These developments are less than two miles apart and attract thousands of people throughout the year. The city's freeway access also attracts numerous businesses, including industrial and technology firms, making the area an important employment center in the region.

Residents enjoy excellent schools and a diverse housing stock that includes everything from apartments to luxury homes. The city also maintains a diverse park system that includes a growing trail network along with active and passive recreation opportunities. From its access to 670-acre Walled Lake at the city's north end to its community sports fields at the city's south end, residents can enjoy a variety of water and field sports. Playgrounds and nature areas are integrated into the city's built environment.

Maintaining and enhancing these strengths will be important to continue the city's success into the future. This 2022 Master Plan Update will explore the City's strengths and weaknesses while seeking opportunities to enhance the quality of life for its residents.

WHAT IS A MASTER PLAN?

A Master Plan is a community's long-range guide for the future. It illustrates the vision for the future and contains guiding principles that help a community create sustainable land development policies and make informed land use decisions. In Michigan, master plans are recognized as an important community document, which is why the state requires the Master Plan be reviewed every five years. This review allows communities to check their progress and ensure the vision and guiding principles are still relevant.

Combined with the expertise of city staff and the knowledge of its officials, public input is a key part of the master plan process, as well as its implementation. The master plan process typically

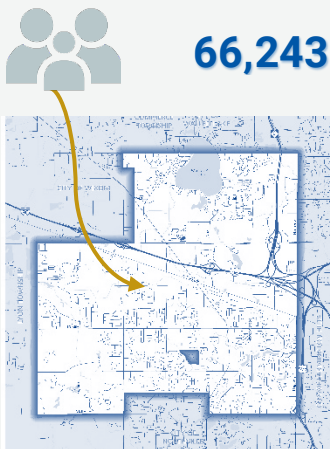
starts with understanding existing conditions such as demographics, market strength, and land use patterns and reconciling them against forecasts for growth. The remaining part of the planning process involves building consensus on where the community wants to go and creating a strategy for how to get there.

DEMOGRAPHICS

A strong understanding of a community’s demographics and its socioeconomic attributes is key to ensure the master planning process culminates in developing strategic goals and actions to guide inclusive growth and development in Novi. Through the medium of a graphic data dashboard, this section will touch on the city’s major trends. In addition to city-wide trends, this section also presents regional comparisons to enable a holistic understanding of large-scale influences on growth and development in the city. To this end, the regional comparison in the plan is divided into two categories; “Surrounding Communities” refers to the municipalities that share boundaries with Novi, and “Similar-sized Communities” refers to proximal municipalities with comparable population numbers. This section uses the data from the decennial censuses, American Community Survey (ACS) and the Southeast Michigan Council of Governments (SEMCOG) Community Profile to analyze Novi’s demographics over time.

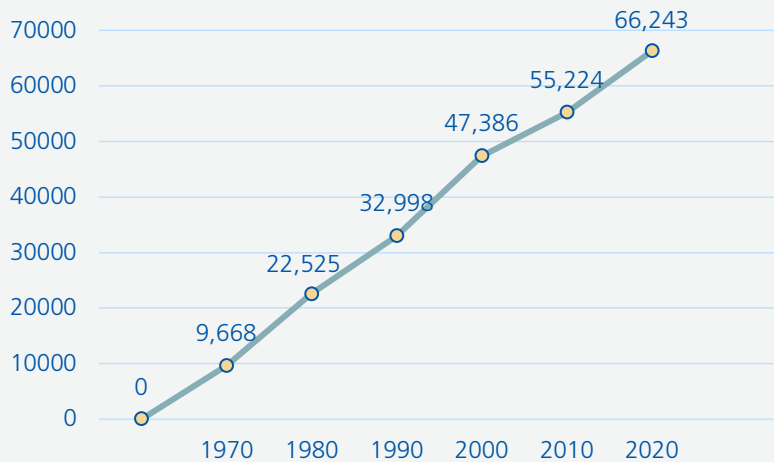
DEMOGRAPHIC PROFILE

Fig xx: Population, 2020



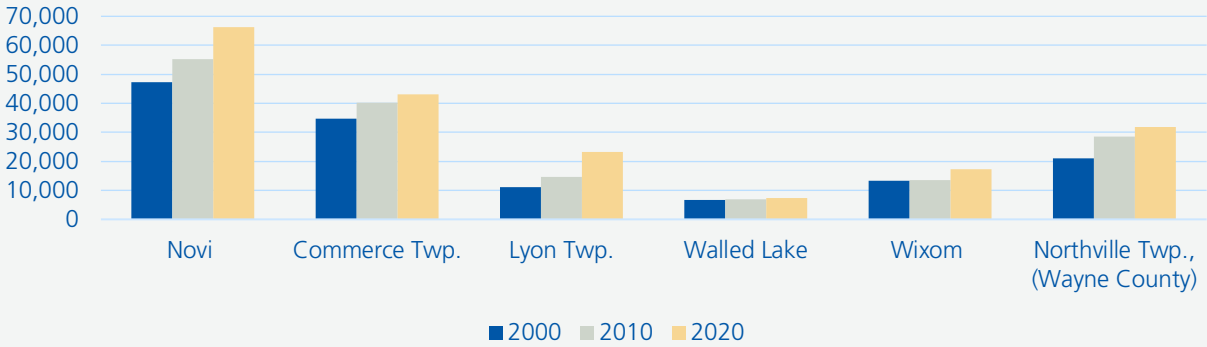
The 2020 census records the total population in Novi to be 66,243.

Fig xx: Population Growth, 1970–2020



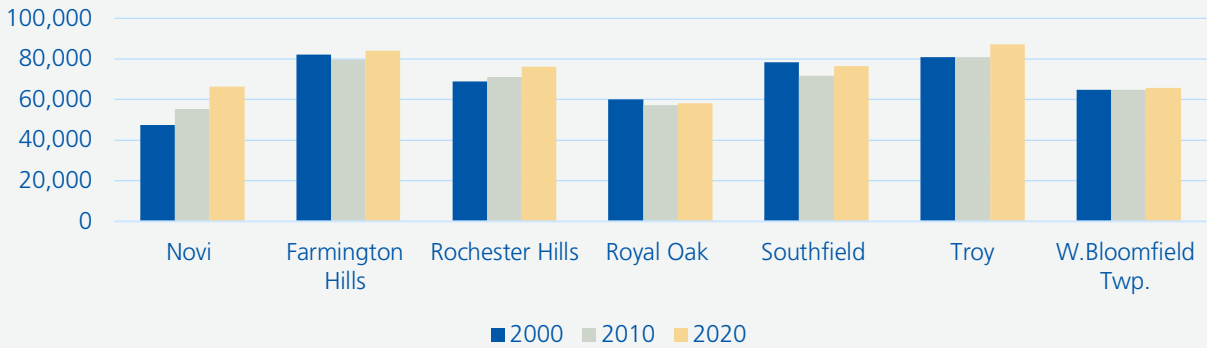
Novi has witnessed dramatic population growth since its incorporation as a city in 1969; over the last decade the population increased by 20% from the 2010 estimates of 55,224.

Fig xx: Population Change: Surrounding Communities, 2000–2020



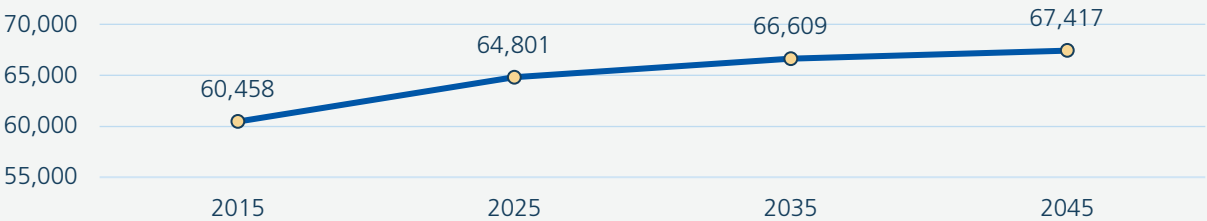
While population increase is consistent across nearby communities, the pace of growth varies; although a much smaller total population the growth rate of Lyon Township (60%) and Wixom City (27%) outpaced Novi (20%) in the last decade. However, with several new construction underway, Novi is expected to capture a significant share of the regional population growth.

Fig xx: Population Change: Similar-sized Communities, 2000–2020



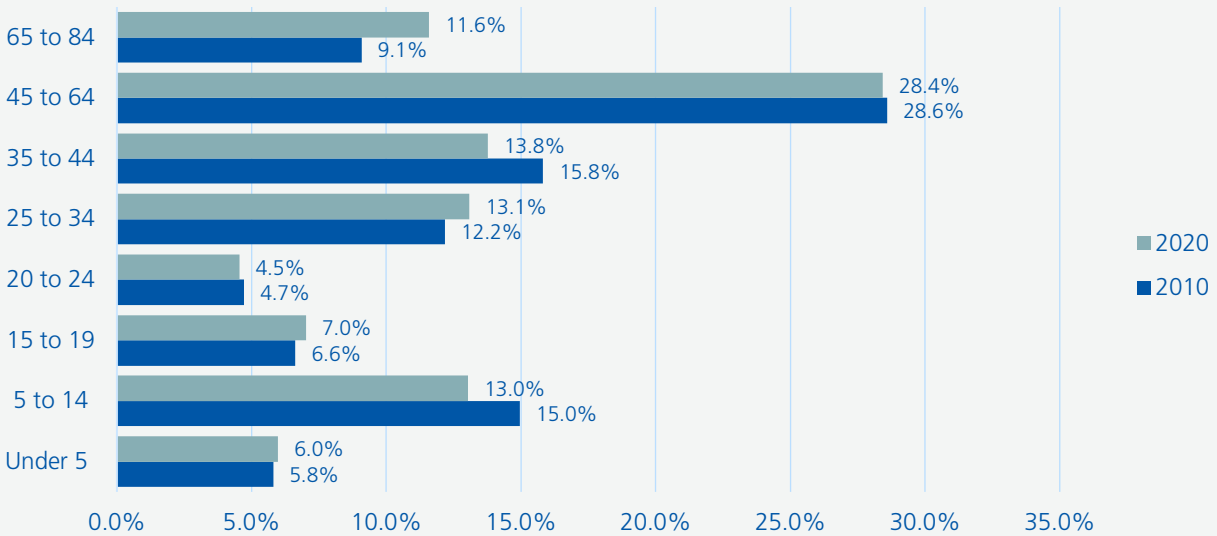
Between 2010 and 2020, Novi outpaced the growth rate of the Oakland County (6%) and other similar-sized communities in the county.

Fig xx: Population Forecast, 2015–2045



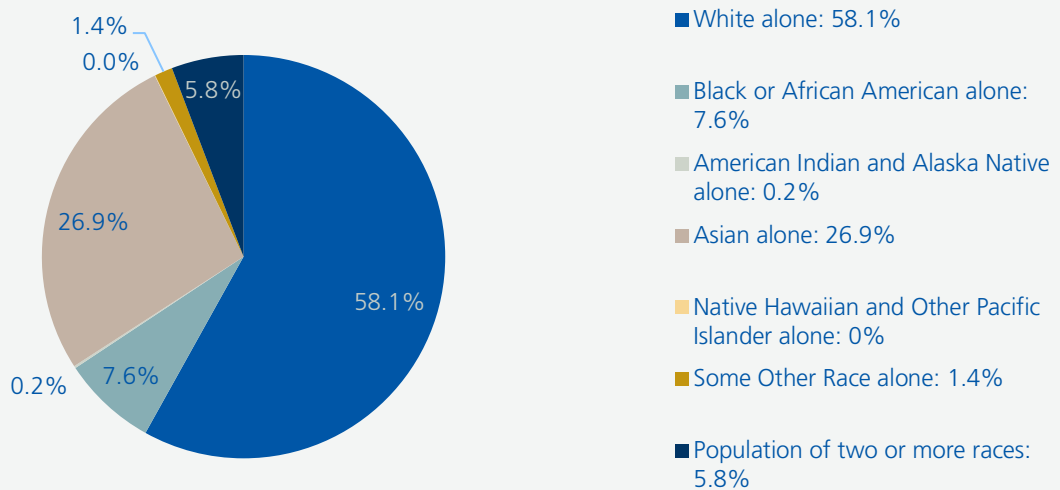
SEMCOG’s population forecasts projected an addition of nearly 7,000 people between 2015 and 2045; However, as of 2020, the city has already surpassed the projections for 2025 and is only about 1,175 less than the 2045 numbers (67,417). With nearly 1,275 new units underway, translating to approximately 3,240 people, the city stands to surpass the 2,045 forecasts in the next few years. In short, Novi is growing at much faster pace than predicted.

Fig xx: Age, 2010–2020



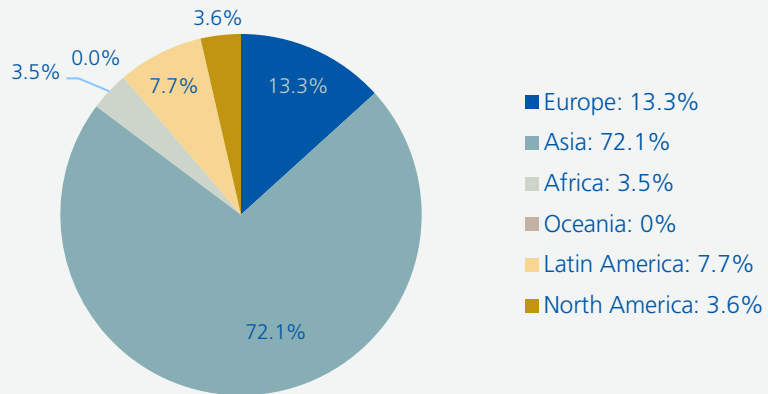
With a median of 39.2 years, Novi’s population is aging; the 45-64 years age cohort is the largest (28.4%) and nearly 40% of the population is above 45 years of age establishing Novi as a place for mature families and experienced working professionals. The school age cohort—aged 5-14—years, is the second largest group likely due to the popularity of the city’s school districts; however, the size of this age group has reduced in the last decade likely correlated to the population decrease in the 35-44 age group, suggesting that families with young kids may be migrating out of the city.

Fig xx: Race, 2020

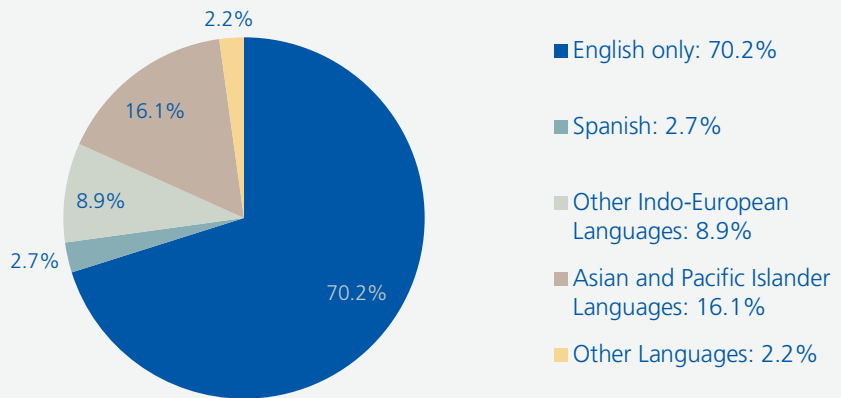


The racial makeup of Novi’s population has changed in the past decade primarily due to the increase in the “Asian alone” population from 15.9% to 26.9% with corresponding decrease in the “White alone” population from 73% to 58.1%.

Fig xx: Foreign-born Population and Language Spoken at Home, 2020



Due to the thriving automotive industry, Novi is a beneficiary of international visitors and foreign-born residents. Consistent with Novi’s population diversifying between 2010–2020, the foreign-born population in the city increased from 18.4% to 24.5% with those born in Asia accounting for approximately 72% of the total.



Corresponding to city’s the diverse population, 29.8% of the population speak languages other than English at home of which more than 50% speak Asian and Pacific Islander languages. The overall change in foreign-born population and languages spoken at home together indicate an influx of immigrant population which in turn impacts the housing market and the local economy.

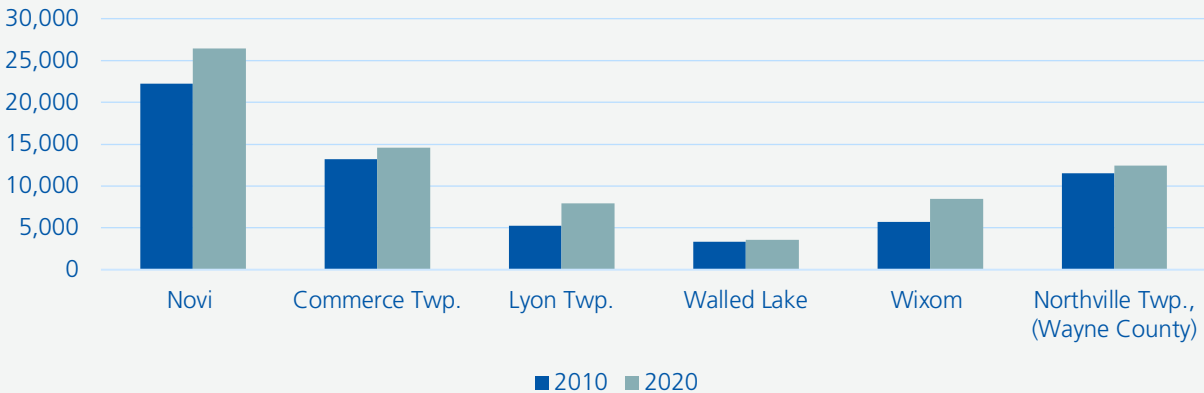
Fig xx: Average Household and Family Size, 2010–2020



2.46 → 2.49

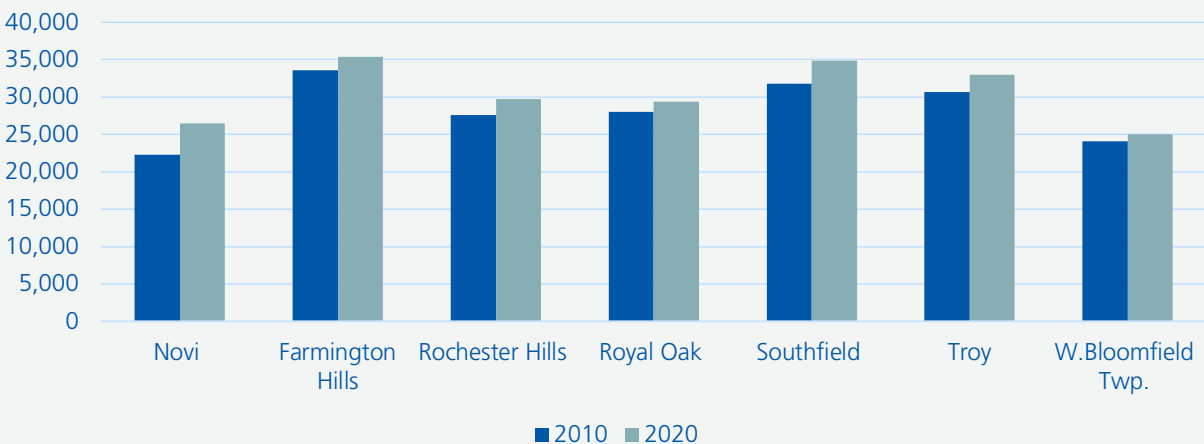
The average household size in Novi increased from 2.46 in 2010 to 2.49 in 2020; this deviates a common trend observed across cities where household sizes are decreasing.

Fig xx: Households: Surrounding Communities, 2010–2020



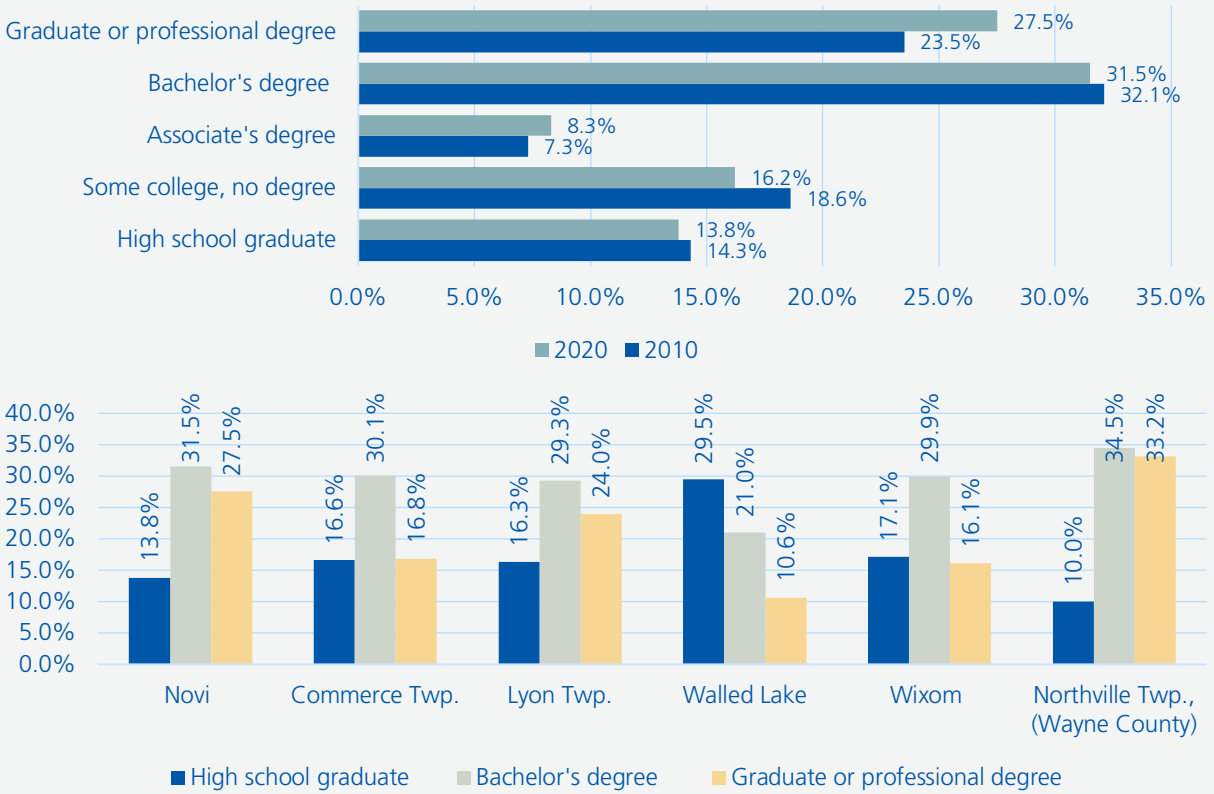
The number of households in Novi increased by 18.9% to 26,458 from the 2010 estimates (22,258); though much smaller in number, the number of households in Lyon Township and Wixom grew at a faster rate (approximately 50%) likely due to easy availability of land for development.

Fig xx: Households: Similar-sized Communities, 2010–2020



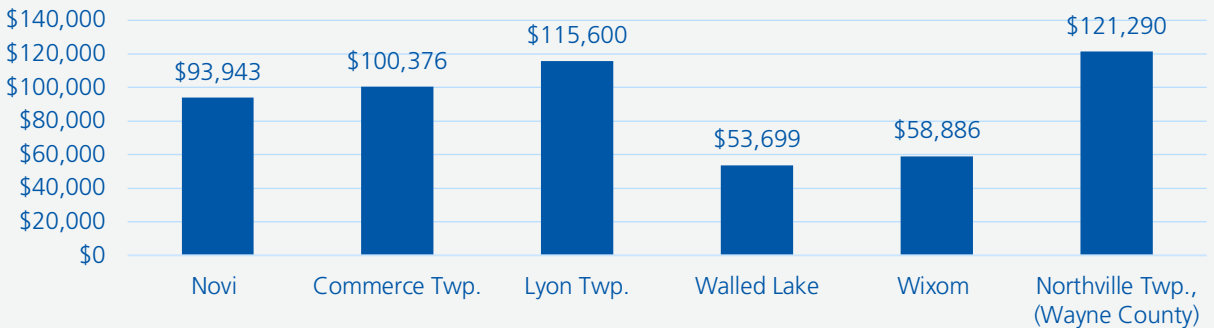
When comparing household growth in Novi with other similar-sized communities, all of them witnessed slower growth rates. The lack of new construction to cater to the housing demand is a major issue in most communities; However, with an increasing number of new builds Novi is able to cater to the regional housing demand attributing to an overall increase in households.

Fig xx: Educational Attainment, 2010–2020



Novi residents are beneficiaries of some of the best school districts in the state and demonstrate overall high educational attainment. Approximately 96% of the population possess at least a high school degree and over 50% of Novi’s citizenry have earned a bachelor’s degree or higher. Among the surrounding communities, only Northville Township shows slightly higher educational attainment levels.

Fig xx: Median Income, Surrounding Communities, 2010–2020



The city’s median household income decreased from \$95,131 in 2010 to \$93,943 in 2020, likely an aftermath of the COVID-19 pandemic; among the surrounding communities all the townships have a higher median household income than that of Novi.