



**MASTER PLAN STEERING COMMITTEE**  
**May 4, 2022 at 6:00 p.m.**  
**Novi Civic Center – Activities Room**  
**45175 W. Ten Mile, Novi, MI 48375**  
**(248) 347-0475**  
**MINUTES**

**1. Roll Call**

**Members Present:** *Planning Commission:* John Avdoulos, Ramesh Verma, Ed Roney (Alternate)  
*Staff:* Lindsay Bell, Victor Cardenas, Ben Croy, Barb McBeth, Mike McCready, Rick Meader

**Members Absent:** *Planning Commission:* David Dismondy  
*City Council:* Dave Staudt

**Support/As Needed:** Ben Peacock, Beth Saarela

**Consultants:** Michelle Bennett (Planner), Colleen Hill-Stramska (Engineer)

**2. Approval of Agenda**

The agenda was unanimously approved.

**3. Approval of the March 30, 2022 Committee Meeting Minutes**

The March 30, 2022 minutes were unanimously approved.

**4. Discussion Items**

A. Survey

Consultant Bennett introduced the Community Engagement Survey and explained that she will take the Committee through each question to obtain feedback.

i. Who can take the survey?

Consultant Bennett mentioned that all age groups of those living and/or working in Novi can take the survey. However, question 2 (What age group do you fall into?) will determine which set of questions the survey taker will be presented with.

ii. Required questions

Consultant Bennett noted that all questions with an asterisk next to them means that they are required to be answered by the survey

taker. Since the first question is open ended and broad, it is not required for the survey taker to answer (In one word or phrase, how would you describe the City of Novi?).

Member McBeth offered that it may be more efficient to split question 4 (Why do you live/work in Novi) into two questions that address working and living separately, as some may do one but not the other. The Committee would want to know results for what industry an individual works in, for example.

Consultant Bennett said that census categories could be used as options to answer a question of that nature. It was agreed that question 4 would be replaced with a broader question in order to prevent another diversion at which different answers would lead to a different set of questions.

Member McCready mentioned that families often choose to live in Novi because it is a good investment. There are good schools, a well-run city government, and many parks and recreation amenities. Property values have continued to climb over the years. Businesses chose Novi for similar reasons.

The Committee suggested that maintaining roads and infrastructure be added as an option for question 5 (What are the three biggest challenges Novi faces over the next 10 years?).

Member Verma was concerned about the term 'diverse housing,' as Novi is a very racially diverse city – this term could be misinterpreted to be addressing racial diversity rather than housing diversity. Member Verma was also concerned that the length of the survey would be too long, so many people would not want to complete it fully.

Member McCready asked the Committee as to whether the city should have a minimum size for a home, since multi-family units seem to be on a downsizing trend.

Consultant Bennett clarified that the Master Plan could address micro-units as a trend that is becoming more apparent, and the city could show interest in them via the Master Plan Update. However, specifics on dimensions would likely need to be introduced to the Zoning Ordinance via text amendment. Many of the residential zoning districts currently do have minimum unit sizes.

Member Bell suggested adding a question for homeowners that asks what they would be comfortable paying if they were to move in the near future.

Consultant Colleen Hill-Stramska suggested that 'signal' in question 16 (What are your three main considerations influencing how you travel by automobile through the city?) be clarified to 'traffic signal/light' for those who might be unfamiliar with the term.

Member Verma said that roundabouts should be included as a choice for question 16.

Member Cardenas suggested adding a question that asks whether residents would be willing to pay more in taxes for access to regional public transportation.

The Committee decided to remove question 18 (To what extent do you agree with the following statement "Novi should continue to expand as an employment hub in the region.") and question 19 (What are your top three biggest concerns about expanding Novi as an employment hub?) from the survey. They felt as though it may be irrelevant since the city is already a large hub for employment, and the city is still interested in developing this further.

Member McCready mentioned that Economic Development has been in talks with grocers who are interested in Novi due to the recent residential developments. They have also talked to more upscale restaurants who are interested, but they have an issue with staffing and ordering kitchen equipment.

Member Bell said that an open-ended question following question 21 (What type of retail would you like to see come to Novi?) that would allow survey takers to list a specific company of retail, restaurant, etc. that they would like to see come to the city.

Member Avdoulos said that residents may be looking for outdoor dining spaces that became during the outbreaks of COVID-19 going into the future – perhaps a farmers market environment as well.

The Committee decided to remove question 22 (To what extent do you agree with the following statement, "I would like to start or expand a business, but I'm unaware of resources that could help me do that.").

The Committee decided that question 23 (In general, what type of commercial development do you support?) should be clarified to ask which type of development style the survey taker would like to see in the future. The Committee also thought it would be best to clarify each development type in the answer choices.

Member Cardenas suggested a question be added to ask how long the survey taker's commute to work is or if they work from home.

It was agreed that 'natural features' would be elaborated upon in questions 24 and 25.

Member Meader suggested that 'water quality' in question 25 be reworded as it could be interpreted as drinking water quality rather than quality of water features like lakes and streams.

The Committee discussed that, for the most part, Gen Z is mostly priced out of the housing market in Novi. They are likely to move somewhere they can afford or where their job takes them when they move away from home. Many also choose to work from home.

For question 35 (I plan to move out of Novi...), the Committee chose to add the following options: limited affordable housing options, a downtown atmosphere elsewhere, and limited transportation.

iii. Focus areas

The Committee agreed that it would be too soon to include the focus groups in the survey.

iv. Outreach methods

Member Cardenas mentioned that the city is trying to get this survey distributed as widely as possible. It would almost certainly be sent to the HOAs and the media and QR codes would be set up at many city events. He also mentioned that there could be options to take the survey in various languages, depending on the platform used.

## **5. Next Steps**

### **A. Launch and promote survey**

Member McBeth said that the goal for launching the survey would be in time for the city's Spring Palooza event on May 20th.

### **B. Prepare demographics and housing for next meeting**

Consultant Bennett noted that these items will be discussed at the next meeting.

### **C. Start establishing focus groups**

Consultant Bennett noted that the Committee will begin to establish focus groups at the next meeting as well.

## **6. Audience Participation and Correspondence**

Mike Duchesneau said that Novi's school district is also a large draw to the community. However, there are also 5 high school districts. One of the other big attractions to Novi is Catholic Central High School. Perhaps a question could be added to address which school district residents may be interested in. He also mentioned that the public library is a large draw to the community as well, and that it should be brought out more in the survey. Finally, Mr. Duchesneau discussed the necessity to address the increased demand in live-work units in the city.

Dorothy Duchesneau said that it would be beneficial to include an option in question 4 (Why do you live/work in Novi?) for the desire to live on one of Novi's several lakes.

## **7. Adjourn**

The meeting was adjourned at approximately 7:50 PM.