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COMMUNITY PROFILE

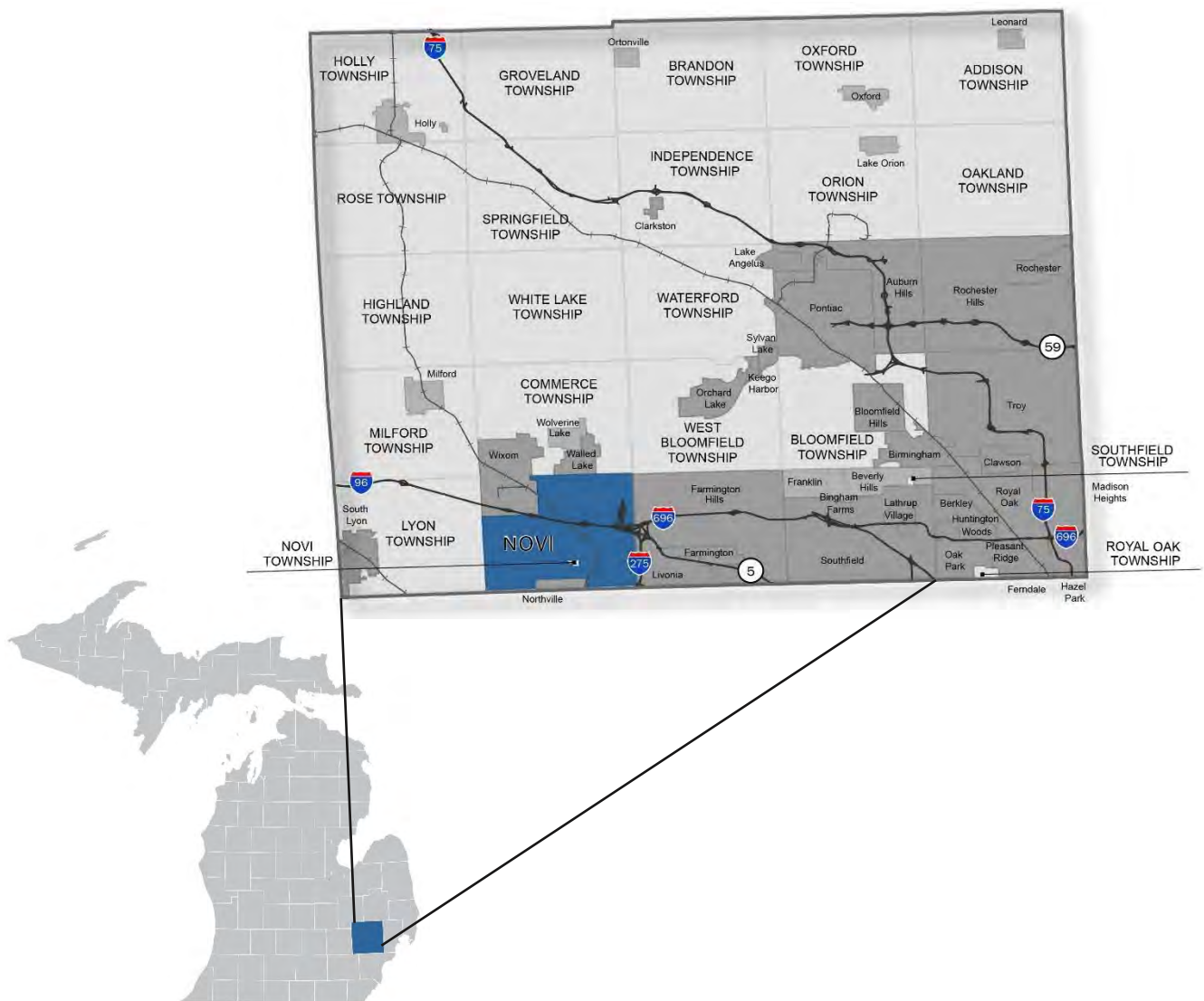
COMMUNITY PROFILE

OVERVIEW

This Plan covers the jurisdiction of the City of Novi. The City of Novi is located along the southern border of Oakland County. The City is a northwest suburb of Detroit, located approximately 25 miles from downtown Detroit. Novi is also located 25 miles northeast of Ann Arbor. The City is easily accessible with Grand River Avenue and I-96 crossing through the City east to west, and having easy access to I-275, I-696, and M-5.

The City is 31.29 square miles. Surrounding communities include Farmington Hills, Farmington, Livonia, South Lyon, Walled Lake, Wixom, Novi Township, Northville Township, Lyon Township, Commerce Township, and West Bloomfield Township.

MAP 1 – LOCATION OF THE CITY OF NOVI



DEMOGRAPHICS

Background information from the U.S. Census Bureau was used to analyze the City's current demographic conditions. This section will examine Census-based data on overall population trends, education, housing characteristics, and economic information in the City to present an overall demographic condition analysis.

The information that is presented in this chapter uses the most recent Census data from 2010 and 2022 American Community Survey (ACS) data which is based on five-year estimates. Understanding the characteristics of the population is helpful when evaluating parks and recreation facilities and needs. An in-depth look at the demographics of the City of Novi compared to Oakland County and Michigan can be seen in Table 1.

TABLE 1 – CENSUS DATA FOR NOVI, OAKLAND COUNTY, AND MICHIGAN

Select Census Data for the City of Novi, Oakland County, and Michigan			
	City of Novi	Oakland County	Michigan
Population			
2010 Population	53,823	1,203,012	9,877,574
2022 Population	66,375	1,269,431	10,034,118
Percent of Population 65 and Older	16.2%	18.5%	18.7%
Percent of Population Under 18	22.2%	20.0%	21.0%
Percent of Disabled Population	10.2%	11.2%	14.3%
Median Age	40.0	41.1	39.9
Education			
Percent with a Bachelor's Degree or Higher	68.1%	50.6%	32.1%
Income			
Median Household Income	\$101,756	\$90,594	\$66,986
Per Capita Income	\$56,818	\$52,953	\$38,151
Percent of Population Below the Poverty Level	5.2%	8.1%	13.4%
Housing			
Average Household Size	2.44	2.37	2.40
Median Housing Values	\$439,900	\$250,000	\$244,000
Renter-Occupied Housing as a Percentage of Total Occupied Units	35.7%	27.5%	26.8%

CITY POPULATION

The City of Novi's population in 2010 was 53,823. As of 2022, the population has grown to 66,375, for an increase of 12,552 (23.32%). According to the Southeast Michigan Council of Governments (SEMCOG) Regional Development Forecast, the City's population is projected to increase to 74,081 by the year 2050, for a 37.63% increase in population from 2010.

TABLE 2 - POPULATION

U.S. Census			SEMCOG Projections	
2010	2022	% Change	2045	% Change
53,823	66,375	23.32%	74,081	37.63%

AGE CHARACTERISTICS

Age characteristics are important for communities when planning recreational offerings, as they help identify necessary facilities and areas for improvement. The types of facilities offered can change over time based on the population's age demographics. Additionally, the location of these facilities should consider the overall age distribution within the community.

TABLE 3 – AGE GROUPS

Age Group	Percent of Total Population
Under 5 years	5.5%
5-9 years	7.4%
10-14 years	8.0%
15-19 years	6.6%
20-24 years	4.8%
25-34 years	12.3%
35-44 years	16.4%
45-54 years	17.6%
55-59 years	5.8%
60-64 years	4.4%
65-74 years	4.9%
75-84 years	4.4%
85 years and older	2.0%

Median Age: 40.0 years

The median age within the City of Novi is 40 years. The City's median age is right on track with both Oakland County (41.1) and the State of Michigan (39.9). Novi's median age is up from 2010, when the median age in the City was 38.7. Additionally, in 1990 the City's median age was 32.5 and rose to 35.2 in 2000. This could suggest more needs for the older population in the future, as the median age has risen significantly since 1990. As of 2020, the median age has risen 7.5 years since 1990.

According to the SEMCOG 2050 Regional Forecast, the 65+ population made up 15.4% of the total population in the City of Novi in 2020. By 2050, it is estimated that the 65+ population will make up 19.3% of the total population. Due to the increasing 65+ population, the City should plan for necessary offerings and facilities. For instance, a community with a larger 65+ population may prioritize passive recreation options, such as paved walking trails and shaded seating areas outdoors, along with indoor spaces for casual socializing and unstructured gatherings.

Table 3 indicates the greatest need is for recreation facilities that serve residents aged between 25 and 54. While this includes many young and middle-aged adults, residents between these ages oftentimes have children of their own. Parks for middle aged and young adults, and children, could include both neighborhood parks and mini parks. Children often benefit from a wide range of programming, such as

activities and events. Providing organized sports leagues, such as basketball, baseball, softball, and soccer is a great way for children to learn the basics of sports and teamwork at a young age. Residents between the ages of 25 and 54 also need programming of their own. Popular adult activities in many communities involve softball leagues, basketball leagues, golf leagues, and pickleball. Additionally, as generations age into the 65+ demographic and are more physically active than before, the demand for programming and recreational activities has increased, reflecting their desire for both active engagement and passive indoor recreation. Developing multi-use paths is a great way to provide recreational assets for residents of all ages. Ensuring accessibility is essential throughout all City parks. This includes features such as closer parking, wayfinding signage, flat grading, ample seating, and plenty of shade to accommodate the diverse needs of the community.



PARTICIPANTS FROM CHAIR VOLLEYBALL PROGRAM

Photo Credits: Emily Elconin, AARP

UNIVERSAL DESIGN

According to the 2022 American Community Survey, 10.2% of the City of Novi's population has a physical, cognitive, or sensory disability, similar to the rest of Oakland County (11.2%) and slightly lower than the state average (14.3%). However, approximately 1 in 4 adults in the U.S. – or 25% - will experience a disability at some point in their lives, according to the Centers for Disease Control and Prevention (CDC). This highlights the importance of creating universally accessible parks to foster an inclusive community. Accessibility benefits everyone, as physical challenges can affect individuals at any stage of life. By ensuring that all parks and recreational spaces are designed without physical barriers, we enhance the quality of life for all residents and promote community engagement, social interaction, and active lifestyles.

CONNECTING CULTURES THROUGH RECREATION

The City of Novi is committed to being an inclusive community that welcomes individuals of all races, ethnicities, and backgrounds. The City recognizes and values the cultural diversity of all its residents and offers a variety of programs and events that celebrate this richness. For example, the library provides a collection of books and periodicals in 15 different languages. Additionally, the City supports activities that bring people together, such as cricket, soccer, and tennis. Novi also features a range of dance groups, including Ballet Folklorico Mexico Lindo and the Polynesian Dancers of Michigan, highlighting the vibrant cultural expressions within our community and creating opportunities for shared experiences. The City of Novi understands that reaching underserved populations is a continual effort and regularly strives to improve the recreation opportunities for all throughout the City.

TABLE 4 – RACE DEMOGRAPHICS

Race/Ethnicity	ACS 2010	Percent of Population	ACS 2022	Percent of Population	Percentage Point Change
White	40,098	74.5%	36,057	54.3%	-20.2%
Asian	8,201	15.2%	18,346	27.6%	12.4%
Black	2,810	5.2%	7,659	11.5%	6.3%
Hispanic	1,596	3.0%	2,796	4.2%	1.2%
Multi-Racial	873	1.6%	1,338	2.0%	0.4%
Other	245	0.4%	179	0.3%	-0.1%
Total	53,823	100%	66,375	100%	0%

EDUCATION AND INCOME

The City of Novi has a much higher percentage of residents with a bachelor's degree or higher (68.1%) compared to both Oakland County (50.6%) and the State of Michigan (32.1%). The City has a median household income of \$101,756. In comparison, this is slightly higher than Oakland County at \$90,594, and significantly higher than the State of Michigan at \$66,986. The poverty rate in the City, 5.2%, is also less than half of that of the state's (13.4%).

HOUSING

Housing statistics are valuable for communities when planning parks and recreation, as park usage can vary depending on where residents live. In the City of Novi, 35.7% of the population are renters. This is much higher than both Oakland County (27.5%) and the rest of the state (26.8%). It is important to keep renters in mind when it comes to parks and recreation, as they tend to have a greater need for open space and public park facilities. Renters are usually not offered large yards or open space in their rental units, so they take advantage of the City's parks and recreation offerings.