

Novi 2050: Trends Shaping our Future

Strategic Planning Workshop

Methodology

Foresight Methodologies

TREND SCANNING

Researching existing, emerging, and potential future trends (including societal, technological, environmental, economic, and political trends, or STEEP) and related drivers of change.

SIGNAL SENSING

Identifying developments in the far future and in adjacent fields outside of the conventional planning space that might impact planning.

FORECASTING

Estimating future trends.

SENSE-MAKING

Connecting trends and signals to planning to explore how they will impact cities, communities, and the way planners do their work.

Source: [PAS QuickNotes No. 94, "Planning with Foresight."](#)

Global Trends

Global Trend #1

Communities are growing older and more diverse

- Populations are aging while racial and ethnic diversity continues to increase.
- Communities must plan for a wider range of household types and generational needs.

Global Trend #2

Housing demand and preferences are shifting

- Housing demand is rising as affordability and production challenges grow.
- Preferences are shifting toward walkable, mixed-use, and flexible housing options.

Global Trend #3

The economy is restructuring

- Job growth is shifting toward service, healthcare, and knowledge-based work.
- Automation and AI are changing how work is done.
- Talent attraction is a growing competitive factor.

Global Trend #4

Mobility, energy, and technology are converging

- Transportation and energy systems are becoming more electric, connected, and diverse.
- Infrastructure must adapt to rapidly evolving technologies.

Global Trend #5

Climate pressures are increasing infrastructure risk

- Extreme heat, heavy rainfall, and climate variability are becoming more common.
- Resilience and adaptation are now core planning considerations.

What this Means for Novi

- These global forces are already influencing Novi's growth, development, and investment decisions.
- Local data shows where these trends are strongest and where they present the greatest opportunities and challenges.

The following section explores how these trends are playing out in Novi today, and what they mean for future planning priorities.

Five Trend Categories

Five trend categories are at the foundation of American Planning Association's (APA) foresight research: societal, technological, environmental, economic, and political trends (STEEP).

Through these five categories, APA connects emerging and potential trends to plan and create guidance on how communities can get future-ready.

Trend Timeframes

Identified trends are grouped depending on their urgency:

ACT NOW

Existing trends planners need to act on today.

PREPARE

Emerging trends planners need to prepare for.

LEARN AND WATCH

Potential future trends or signals planners need to learn more about and keep watching.



Sources & Data

Trend Framework

- American Planning Association (APA), *STEEP Foresight Framework*

Population, Housing, & Schools

- SEMCOG, *2050 Forecasts*
- U.S. Census Bureau
- Novi Community School District projections

Economy & Workforce

- SEMCOG, *Regional Economic Outlook*
- Lightcast, *Talent Attraction Score*
- Michigan Center for Data & Analytics
- Michigan Department of Labor & Economic Opportunity

Technology, Energy, & Transportation

- U.S. Department of Energy (DOE)
- National Renewable Energy Laboratory (NREL)
- McKinsey Global Institute
- APA Foresight Reports

Climate & Environment

- Great Lakes Integrated Sciences + Assessments (GLISA)
- U.S. Climate Resilience Toolkit
- SEMCOG flood risk and infrastructure guidance
- Michigan Department of Environment, Great Lakes, and Energy (EGLE)
- Oakland County CISMA/Michigan Invasive Species Coalition

Policy

- State of Michigan, *MI Healthy Climate Plan*
- State climate, energy, and infrastructure legislation

Societal Trends

Novi is Growing Faster than the Region

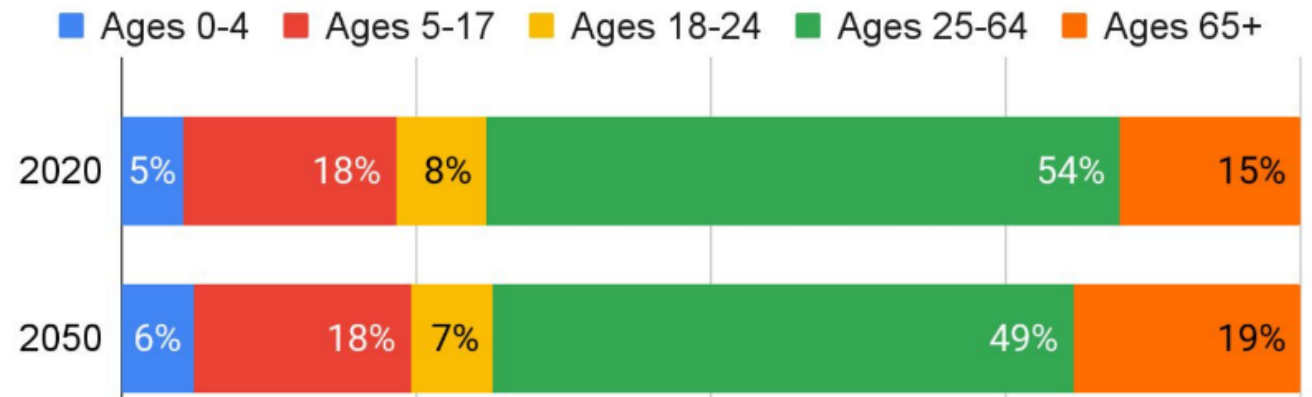
- Novi's population and households are projected to grow faster than Oakland County through 2050, reinforcing its role as a regional growth center.
- Sustained household growth will increase demand for housing, services, infrastructure, and long-term capital investment.

	2020	2050	2020-50 Number Change	2020-50 Percent Change
City of Novi				
Total Pop	66,243	74,081	7,838	11.8%
Household Pop	65,639	73,318	7,689	11.7%
Oakland County				
Total Pop	1,274,395	1,387,838	113,443	8.9%
Household Pop	1,258,123	1,365,814	107,691	8.6%

Novi's Population is Aging

- By 2050, older adults will make up a larger share of Novi's population, while the working-age population declines as a share of residents.
- This shift will increase demand for age-responsive housing, services, mobility, and facilities, as the share of working-age residents declines.

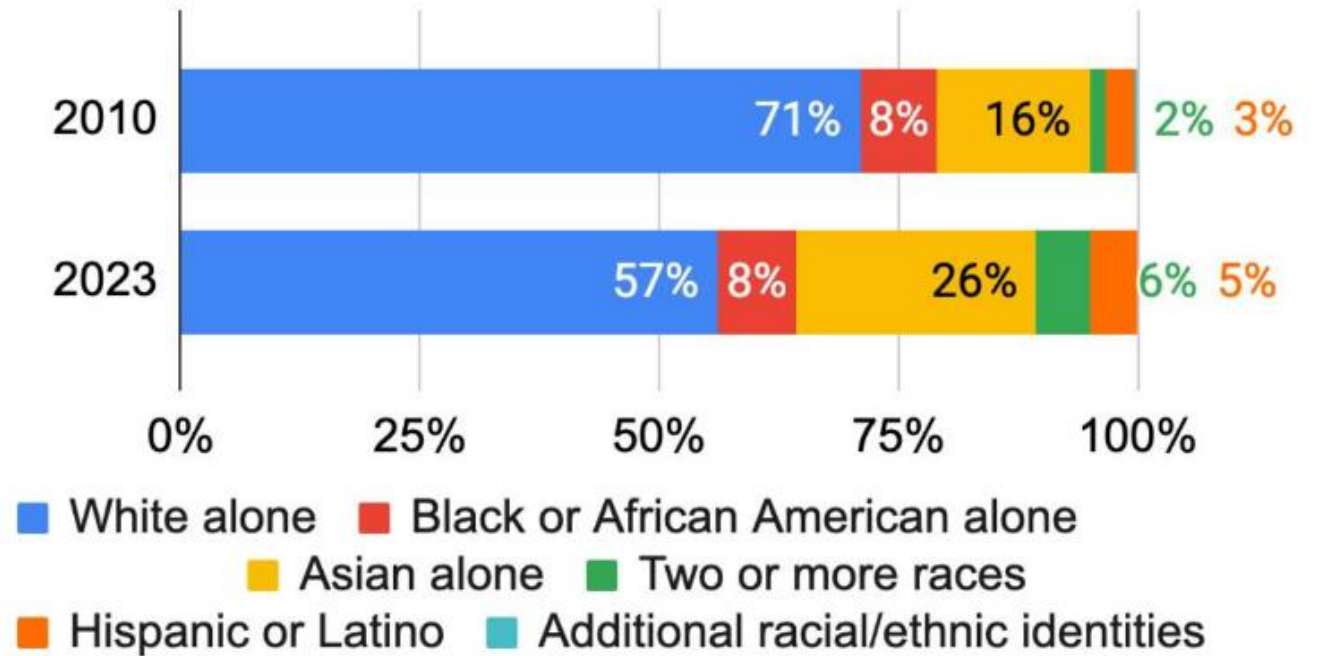
Share of Novi Population by Age Group in 2020 vs. 2050



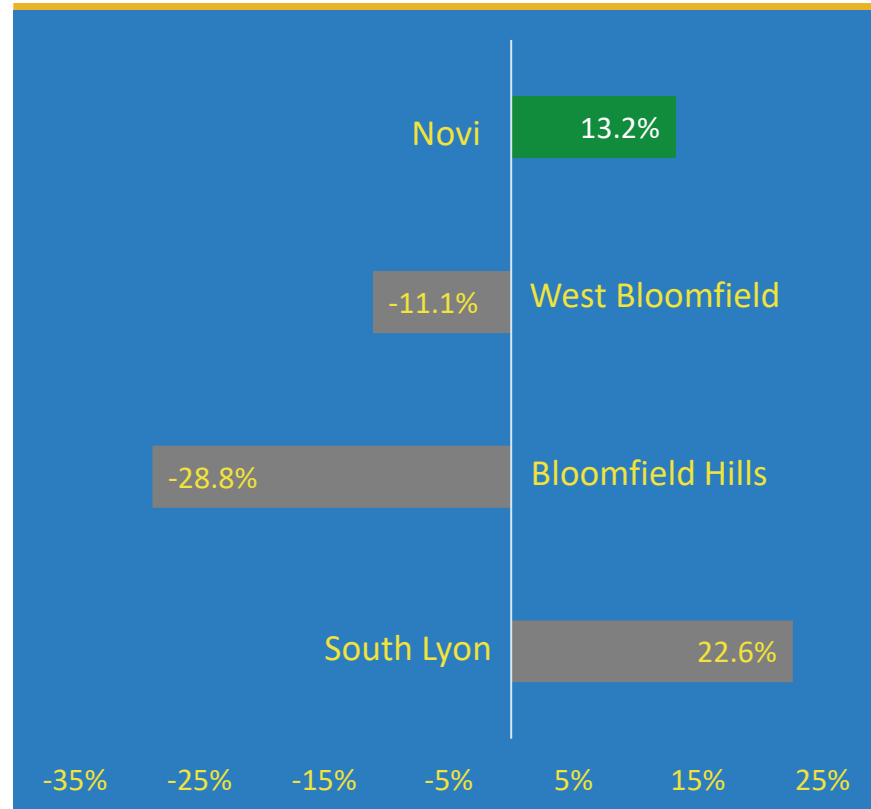
Novi is Becoming More Diverse

- Novi's population has become significantly more racially and ethnically diverse over the past decade, with people of color now representing a substantial share of residents.
- Increasing diversity will shape housing needs, service delivery, community engagement, and how public spaces and amenities are designed.

Share of Novi Population by Race & Ethnicity



More Children, More Demand on Schools



- Novi Community School District enrollment is projected to grow by over 900 students by 2050, standing out among nearby districts that are expected to decline.
- As some surrounding districts shrink, continued enrollment growth in Novi will increase demand for school space, staffing, and education-related infrastructure.

Rising Childcare Costs

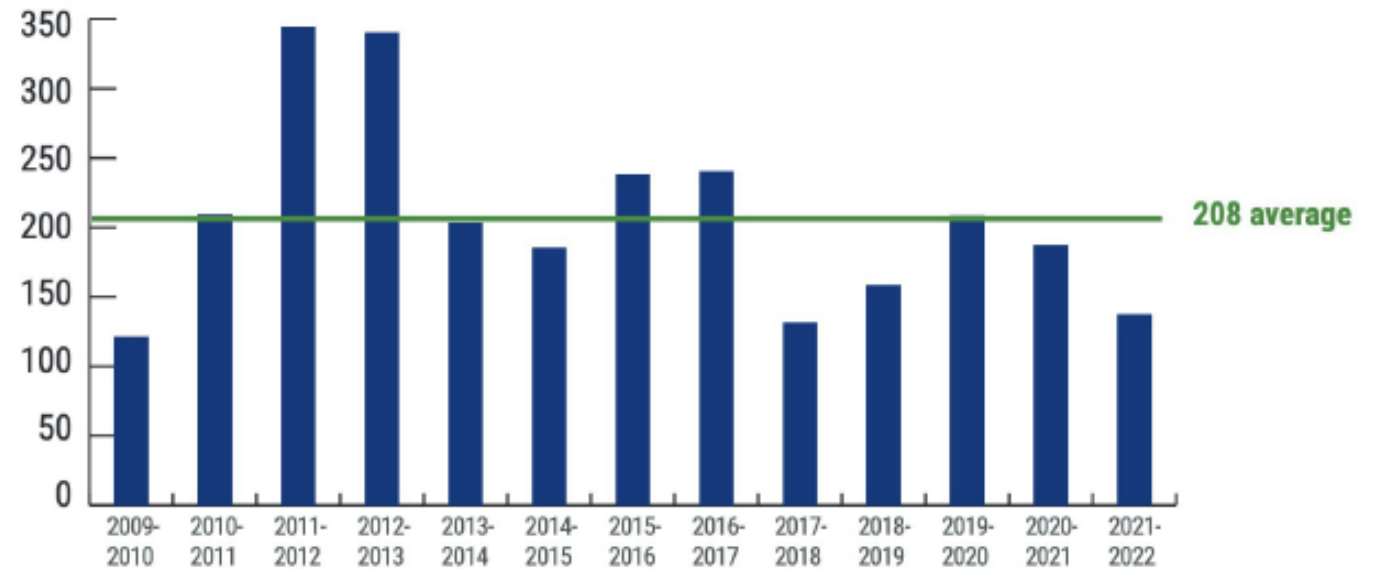
- Average monthly childcare costs rose from \$786 to \$1,061 (2019–2024), creating growing affordability and access challenges as Novi's population grows.
- A minimum-wage worker earning \$10.56/hour would spend about 58% of monthly income on childcare, while reliance on \$24M in state grants and \$33M in federal funding highlights ongoing uncertainty.

Economic Trends

Housing Demand is Rising Faster Than Production

- By 2050, Novi is projected to need approximately 29,000 housing units, an 11% increase from about 26,000 units in 2020, driven by population and job growth.
- Between 2009 and 2022, Novi added an average of 208 housing units per year, a pace that would take more than a century to meet projected housing needs if unchanged.

Combined Housing Units Added



Mixed-Use Redevelopment is Increasing

The Trend

- Retail centers are being redeveloped into mixed-use environments
- Driven by e-commerce pressure and changing consumer behavior
- Demand is rising for walkable, integrated places

What This Means for Novi

- Supports housing growth without large greenfield expansion
- Revitalizes aging commercial areas and strengthens the tax base
- Already visible locally (e.g., Sakura Novi mixed-use project)

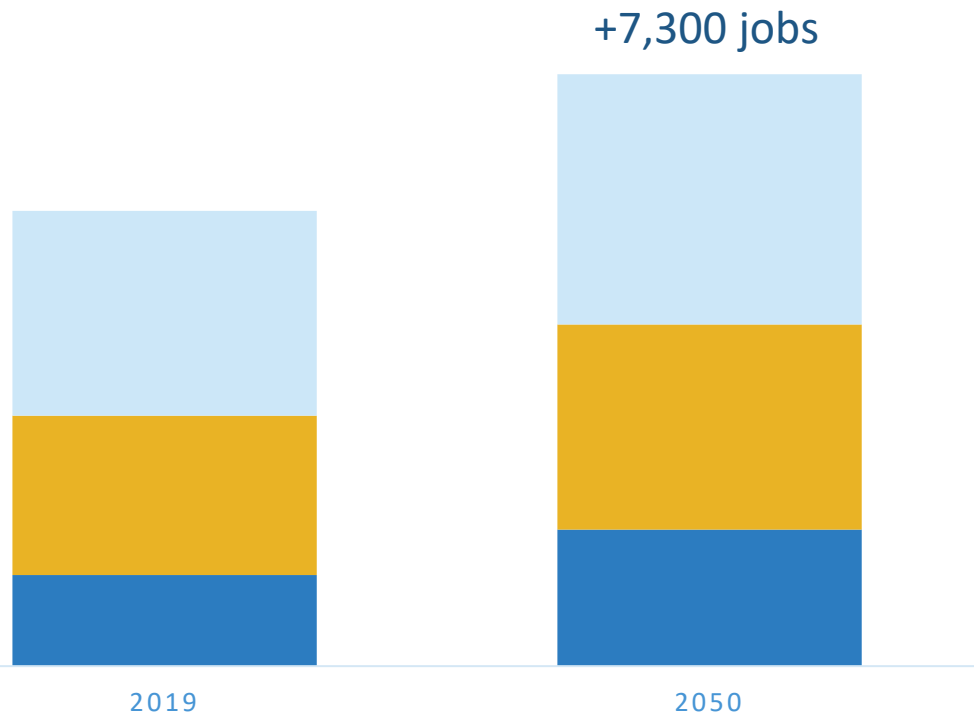
Planning Implications

- Greater need for zoning flexibility and redevelopment-ready standards
- Increased pressure on aging retail centers and corridors

Employment is Growing & Shifting

EMPLOYMENT SHIFTS BY SECTOR

■ Healthcare ■ Service/Knowledge ■ Other



The Trend

- +12.7% employment growth by 2050 (7,300 jobs)
- Growth concentrated in service, healthcare, and knowledge-based sectors

What This Means for Novi

- Job growth increases demand for housing, transportation, and services
- Flexible employment areas matter more than single-purpose districts

Planning Implications

- Support flexible, mixed employment districts
- Coordinate land use and mobility with job growth

Healthcare is a Major & Growing Employer

The Trend

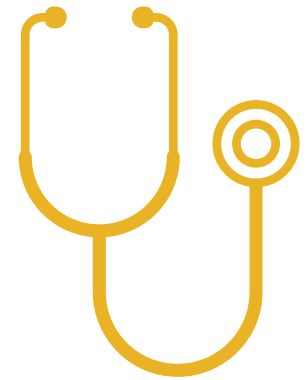
- Healthcare accounts for 18% of regional employment
- Demand is increasing as Novi's population ages

What This Means for Novi

- Healthcare is a stable, long-term job base
- Growth increases demand for nearby housing and mobility access

Planning Implications

- Support healthcare districts with housing, transit, and services
- Plan for workforce needs tied to aging residents



Talent Attraction is Becoming More Competitive

Trend

- Oakland County's talent attraction ranking has declined since 2017
- Peer Michigan counties now rank higher in attracting and retaining talent

What This Means for Novi

- Growth alone does not guarantee access to skilled workers
- Housing choice, transportation, and quality of place influence competitiveness

Planning Implications

- Talent attraction is shaped by land use and community design
- Livability investments support long-term economic resilience

Foreign Investment Remains Strong

The Trend

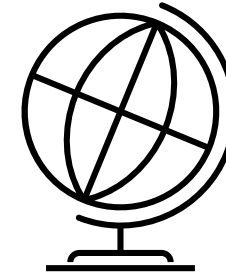
- Michigan remains a national leader in foreign direct investment
- Novi is home to 130+ foreign-owned businesses

What This Means for Novi

- Foreign firms support high-skill jobs and innovation
- Global investment strengthens Novi's economic resilience

Planning Implications

- Predictable regulations and modern infrastructure matter
- Global firms value access to talent, housing, and mobility



Economic Growth is Positive but Slower than the Nation

The Trend

- Southeast Michigan's economy is projected to grow steadily through 2050
- Regional GDP growth is expected to trail the national average

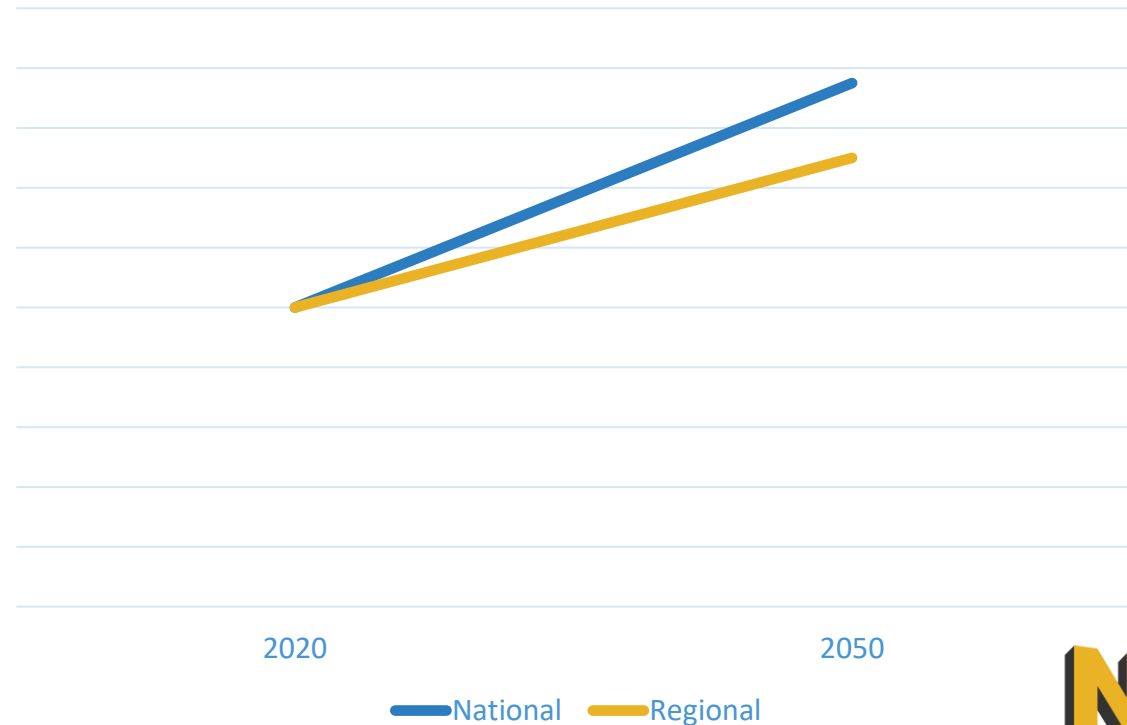
What This Means for Novi

- Growth will continue, but competition for talent and investment remains strong
- Long-term success depends on diversification and productivity

Planning Implications

- Strategic land use and infrastructure investments matter
- Economic resilience requires intentional planning, not passive growth

Regional Growth Trails National Trend



Technological Trends

Transportation Options Are Diversifying

The Trend

- Transportation is expanding beyond private vehicles
- Shared, micromobility, and integrate systems are growing

What This Means for Novi

- Residents may expect more travel choices

Planning Implications

- Streets and infrastructure must support multiple modes



Electrification Is Accelerating

The Trend

- Electricity use is increasing across transportation, buildings and industry
- Non-electric energy use is declining as systems electrify

What This Means for Novi

- Energy demand is shifting, even as efficiency improves
- Electrification affects vehicles, buildings, and infrastructure

Planning Implications

- Charging, grid capacity, and land use must adapt
- Coordination across utilities and development is critical

Energy System Shift



Electric Use
Increasing



Non-Electric Energy
Declining

Auto Industry Transformation is Reshaping the Region

The Trend

- The auto industry is shifting toward electric, automated, and software-driven systems

What This Means for Novi

- Novi's economy is closely tied to automotive R&D and advanced manufacturing

Planning Implications

- Employment areas must support innovation, testing, and collaboration



Environmental Trends

Extreme Heat is Increasing in Novi

The Trend

- Extreme heat is becoming more frequent across Southeast Michigan
- Novi is part of a region experiencing more days over 90°F

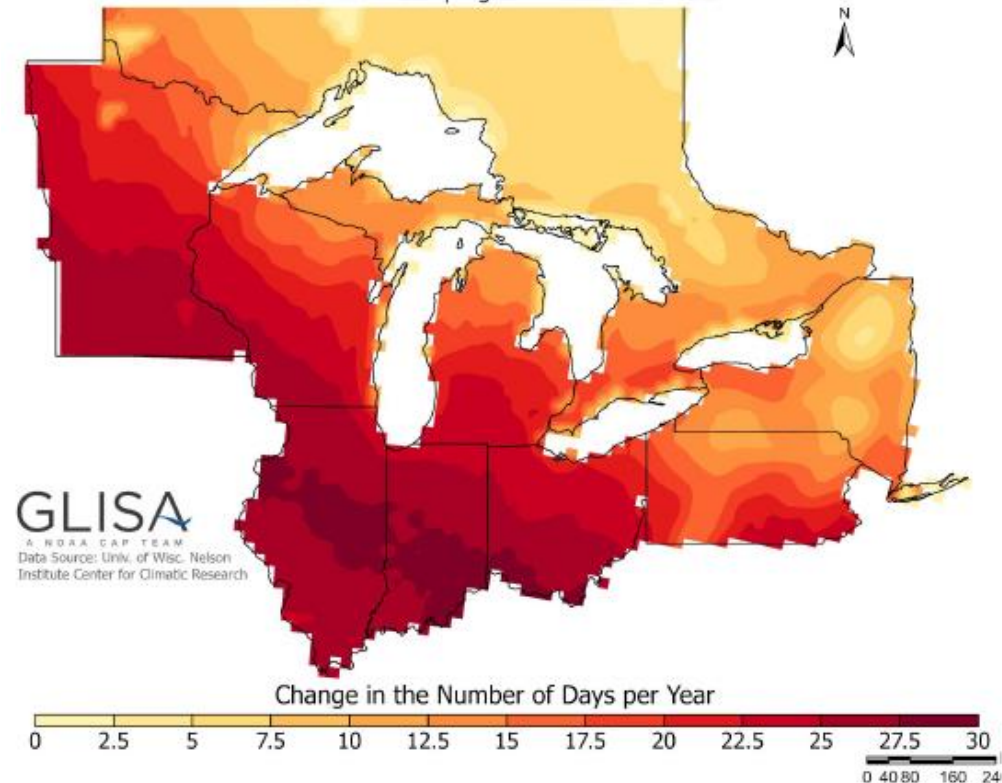
What This Means for Novi

- Hot days are shifting from occasional events to regular summer conditions
- Increased heat affects public health, energy demand, and infrastructure

Planning Implications

- Heat resilience is now a core planning consideration
- Shade, cooling, and building design matter more citywide

Projected Change in the Number of Days over 90°F by Mid-Century
Period: 2040-2059 | Higher Emissions: RCP 8.5



Heavier Rainfall is Increasing Infrastructure Risk

The Trend

- Heavy rainfall events are becoming more frequent and more intense
- Stormwater systems designed for past conditions face increasing stress

What This Means for Novi

- Roads, bridges, and culverts face higher flood and damage risk
- Disruptions are more likely during major storm events

Planning Implications

- Infrastructure design standards must adapt
- Capital planning increasingly requires climate-informed assumptions

Aging Infrastructure Faces Rising Costs

The Trend

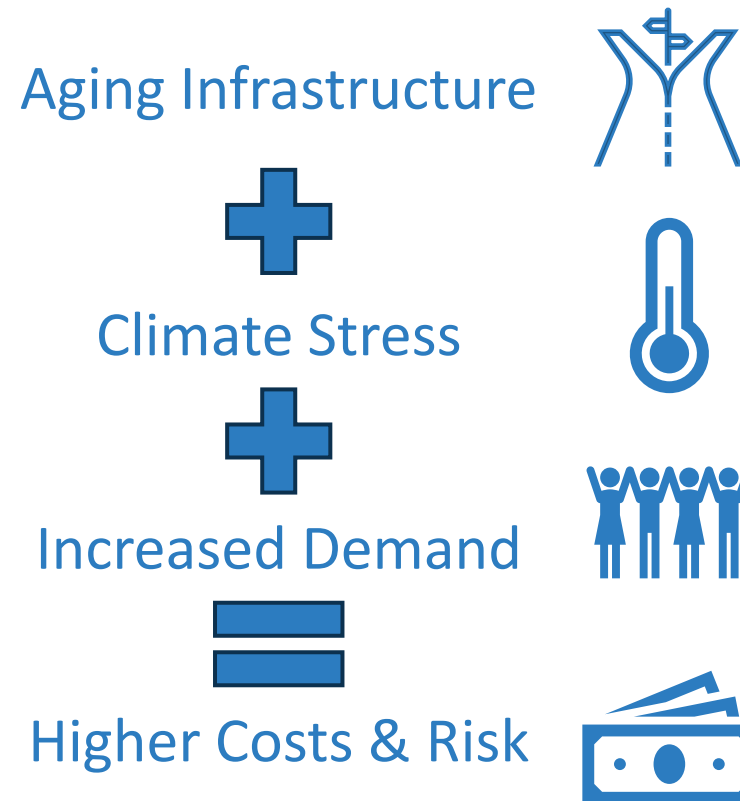
- Much of Novi's infrastructure is aging and nearing replacement cycles
- Climate stress increases wear, maintenance needs, and failure risk

What This Means for Novi

- Infrastructure costs are rising faster than routine budgets
- Deferred maintenance increases long-term costs

Planning Implications

- Capital planning must account for compounding stress and cost
- Prioritization and phasing become increasingly important



Managing Natural Systems Is Becoming More Complex

The Trend

- Changing temperature and precipitation patterns are altering local ecosystems
- Invasive species and environmental stressors are becoming more common

What This Means for Novi

- Parks, natural areas, and stormwater systems require more active management
- Maintenance and operations demands are increasing and evolving

Planning Implications

- Management strategies must become more adaptive and flexible
- Long-term plans must account for ongoing operational impacts, not just capital needs

Frogbit



Stiltgrass

NOVI
2050

SHAPING TOMORROW, TOGETHER

Political Trends

State Climate Policy Is Shaping Local Planning Choices

The Trend

- Michigan has committed to carbon neutrality by 2050
- State policies increasingly guide energy, transportation, and development decisions

What This Means for Novi

- Local plans and investments must align with evolving state requirements
- State funding and incentives influence what projects move forward

Planning Implications

- Flexibility is needed to respond to changing policy frameworks
- Coordination across land use, energy, and transportation is increasingly important



State Policy
(climate goals, laws, funding)



Local Planning
(zoning, infrastructure,
investment)

Let's Discuss
