

**DRAFT
MASTER PLAN SURVEY
FOR DISCUSSION**



CITY OF NOVI

MICHIGAN

City of Novi Master Plan Survey

Welcome to the City of Novi Master Plan Survey!

The City of Novi is updating its Master Plan - a long range planning document that guides development patterns, standards, and land use policies over the next 10 years. One major component of the Master Plan is to engage the community, hear residents' perspectives, and incorporate the community's ideas into the final plan.

Questions marked with an asterisk (*) are required, and the survey will not advance until you answer that question. Please answer the following questions candidly; there is no identifying information that can link your responses to you as an individual. If you're assisting someone with a survey, please answer from their perspective. The questionnaire should take less than 15 minutes to complete.

Thank you for taking the time to provide valuable input through this survey.

1. In one word or phrase, how would you describe the City of Novi?

* 2. What age group do you fall into?

Under 18

45-54

18-24

55-64

25-34

65+

35-44



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General

* 3. What is your connection to the City of Novi? (Please select all options that apply)

- I live in Novi
- I own property in Novi
- I work in Novi

* 4. Why do you live/work in Novi? (Please select all options that apply)

- Quality of municipal services
- Arts, culture, and historical character
- Cost of living
- Entertainment options (shopping, restaurants, theatres etc.)
- School district
- Recreation options (Parks, trails etc.)
- Employment opportunities
- Surrounding natural beauty
- Housing availability
- Diverse community
- Housing affordability
- Close to family and friends
- Access to healthcare services
- Convenient location for commuting
- Access to childcare providers
- Other (please specify)

* 5. What are the **three** biggest challenge Novi faces over the next 10 years?

- Overpopulation
- Maintaining public infrastructure
- Traffic congestion
- High cost of living/lack of affordability
- Loss of natural features
- Lack of diverse housing options
- Poor quality development (appearance)
- Lack of pedestrian connectivity (sidewalks, trails)
- Retaining youth population
- Over development
- Retaining young families/professionals
- Other (please specify)



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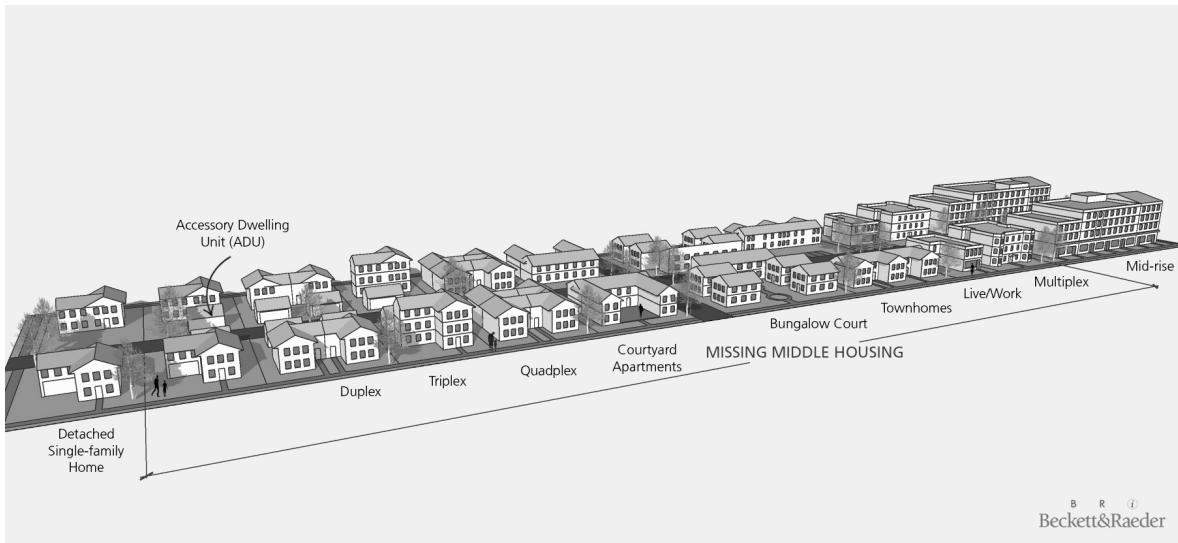
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Housing

The following questions are about residential land use and housing in Novi.

* 6. What type of housing do you live in currently? (Please refer to the image below)

- Detached single-family home
- Duplex
- Triplex / Quadplex
- Courtyard building/bungalow court
- Townhouse / Rowhouse
- Mid-rise apartment/condominium building (4 stories or less)
- Mixed-Use (residential above commercial use)
- Manufactured/mobile homes
- High-rise apartment/condominium building (5 stories or more)
- Senior living apartments
- Other (please specify)



* 7. What type of housing would you like to live in 10 years from now? (Please select all options that apply)

- Detached single-family home
- Duplex
- Triplex / Quadplex
- Courtyard building/bungalow court
- Townhouse / Rowhouse
- Mid-rise apartment/condominium building (4 stories or less)
- Mixed-Use (residential above commercial use)
- Manufactured/mobile homes
- High-rise apartment/condominium building (5 stories or more)
- Senior living apartments
- Accessory dwelling unit (ADU)

* 8. What are the top **three** factors are preventing you from living in your desired housing type? (Please select all options that apply)

- Lack of housing supply
- Housing affordability (owner or renter)
- Inconvenient location (not near schools, employment, services, etc.)
- Housing size is too small for my needs
- Other (please specify)
- Housing size is too big for my needs
- Lack of amenities (pet friendly, open space, garage, etc.)
- Cannot save enough for a down payment/deposit
- Nothing is preventing me from living in my desired housing type

* 9. To what extent do you agree with this statement "I can age in place in Novi." (i.e when I become an empty nester or retire, I can find the housing and resources I need in this city - I do not have move elsewhere)

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 10. Changing demographics and housing preferences have made higher density housing developments a popular trend statewide and nationwide. Smaller units can help to offer more variety and different price points to residents, which Novi may consider during this planning process. If you are concerned about higher density residential units, what are your top **three** biggest concerns?

- Increased traffic
- Blighted/lower-quality housing
- Encroachment on single-family neighborhoods
- Declining property values
- Increase in renter-occupied housing
- Increased demand on public services
- Strain on existing infrastructure
- Impacts on the schools (classroom size, availability of resources)
- Lack of open space/natural features
- I don't have any concerns.

* 11. What is your housing tenure status?

- I am a renter
- I am homeowner
- I am not personally responsible for my housing costs



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Renters

The following questions are for the renters in Novi

* 12. What price range do you feel financially comfortable paying for monthly rent?

- Less than \$1,000
- \$1,000 - \$1,499
- \$1,500 - \$1,999
- \$2,000 - \$2,499
- \$2,500 - \$2,999
- \$3,000 - \$3,499
- Over \$3,500

* 13. How strongly do you agree with the following statement "with my current household income, I feel homeownership in Novi is financially attainable."?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- I am not interested in becoming a homeowner

* 14. What price range would you feel financially comfortable buying a home?

- Below \$200,000
- \$200,001 - \$300,000
- \$300,001 - \$400,000
- \$400,001 - \$500,000
- \$500,001 - \$600,000
- \$600,001 - \$700,000
- \$700,001 - \$800,000
- \$800,001 - \$900,000
- \$900,001 - \$1,000,000
- Over \$1,000,000
- I am not interested in buying a home in Novi.



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Homeowners

The following questions are for homeowners in Novi

* 15. If your housing needs were to change (i.e. you needed a smaller/larger home, less expensive mortgage, different neighborhood) and you were to buy another home, how strongly would you agree with the following statement "There are sufficient housing options in Novi to meet my future housing needs."?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- I don't know



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Mobility

The following questions are about mobility in Novi.

* 16. What are your **three** main considerations influencing how you travel by **automobile** through the City?

- Signals
- Signage
- Quality of roads
- Congestion/traffic
- Other (please specify)
- Speed limits
- Road safety (i.e. potential for collision)
- Parking availability
- Lack of public transportation option

* 17. What are **three** main considerations influencing how you travel by **walking/biking** through the City?

- Safety (i.e. potential for collision)
- Connectivity of sidewalks
- Connectivity of bicycle lanes
- Quality of sidewalks
- Quality of bicycle lanes
- Other (please specify)
- Lack of public transportation options
- Signals
- Signage
- Quality of streetscapes (tree canopy, street furniture etc.)



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Local Economy

The following questions are about the local economy in Novi.

* 18. To what extent do you agree with the following statement "Novi should continue to expand as an employment hub in the region."

- Strongly agree Disagree
 Agree Strongly disagree
 Neither agree nor disagree

* 19. What are your top **three** biggest concerns about expanding Novi as an employment hub?

- Increased traffic and noise Increased demand on housing facilities
 Increased demand on public services Influx of population
 Strain on existing infrastructure Competition for employment opportunities
 Competition for local businesses None of the above

* 20. What types of services/spaces would you like to see in Novi, and how often do/would you frequent them on average? (Please leave blank if you think there are sufficient spaces of a given use)

	Daily	Weekly	Monthly	A few times a year	Never
Restaurants/cafes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bars/entertainment venues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Banquet and event space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Co-working space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional services (lawyer, accountant, dentist etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal service (salons, spas etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreation/public spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

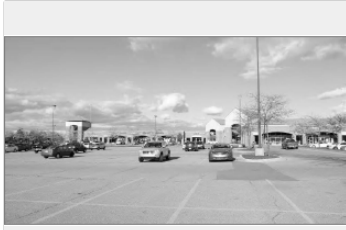
21. What type of retail would you like to see come to Novi and how often do/would you frequent each storefront on average? (Please leave blank if you think there are sufficient spaces of a given use)

	Daily	Weekly	Monthly	A few times a year	Never
Apparel stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building materials, Garden equipment & supply stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronic & appliance stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Florists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food & beverage stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Furniture & home furnishing stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gasoline stations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General merchandise stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health & personal care stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Auto service, motor vehicle & parts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurant & drinking establishments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting goods, hobby, book & music stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 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."

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Not Applicable

* 23. In general, what type of commercial redevelopment do you support?



Large strip mall



Small strip mall



Downtown



Large regional mall



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Focus Areas - CONFIRM MAP AREAS



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Natural Features

The following questions will be about Novi's natural features. Natural features include wetlands, trees, open space, and water features.

* 24. To what extent do you agree with the following statement: "Natural features are an asset in Novi."?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- I don't know

* 25. To what extent do you agree with the following statement: "City funds should be spent to better protected these natural features."?

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	Don't know
Tree canopy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wetlands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open Space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 26. What do you do in Novi's open spaces? (Please select all option that apply)

- Walk
- Bike
- Play sports
- Bird watch
- Other (please specify)
- Photography
- Rest/Relax
- Use playground facilities



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* 27. How did you hear about the survey? (Please select all options that apply)

- Post card
- Word of mouth
- City website
- Other (please specify)
- Newspaper
- Social media

* 28. What year did you move to Novi?

- Between 2020 -present
- Between 2015-2019
- Between 2010-2014
- Between 2000-2010
- Before 2000
- I was born here, left, and moved back
- I was born and raised here, and have never left

29. What race or ethnicity do you identify with?

- American Indian or Alaska Native
- Asian or Asian American
- Black or African American
- Bi-racial or multi-racial
- Hispanic or Latino
- Native Hawaiian or other Pacific Islander
- White or Caucasian
- Other
- Prefer not to say

30. How many members of your household are under the age of 18?

- 0
- 1
- 2
- 3
- More than 3



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Gen Z

The following questions are for Novi's Gen Z population

* 31. What are top **three** characteristics of the place you want to live in?

- Affordable housing options (rent or homeownership)
- Employment opportunities
- Diverse retail/entertainment/recreation opportunities
- Diverse community
- Other (please specify)
- Availability of public transit; no need for a car
- Walkability
- Presence of younger like-minded people
- None of the above

* 32. What are your plans in the next few years?

- I plan to stay in Novi
- I plan to move away



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33. In the next few years, I plan to:

- Take some time to evaluate my options and next steps
- Pursue higher education in the region but live in Novi
- Other (please specify)
- Find employment in the area
- Find employment outside of the area, but work remotely in Novi

* 34. If you plan to work in Novi, which sector do you wish to be employed in?



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* 35. I plan to move out of Novi...

- to pursue higher education
- to live somewhere more rural
- to find better employment opportunities
- to travel
- to live in a bigger city
- Other (please specify)

* 36. Do you plan on returning to Novi in the future?

- Yes
- I don't know
- No



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* 37. What are the top **three** reason you would return to Novi?

- Employment opportunities
- Access to nature
- Good housing/neighborhoods
- Raise a family
- Proximity to family and friends
- Quality of school districts
- It's a safe community
- Entertainment/recreation opportunities
- Convenient location for commuting
- Other (please specify)



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* 38. What are the top **three** reasons you don't wish to return to Novi in the future?

- | | |
|--|---|
| <input type="checkbox"/> Limited job opportunities within my area of expertise | <input type="checkbox"/> City is too small |
| <input type="checkbox"/> No family or friends living in the city | <input type="checkbox"/> City is too large |
| <input type="checkbox"/> Better opportunities to raise family elsewhere | <input type="checkbox"/> No public transportation options |
| <input type="checkbox"/> Limited/unaffordable housing options | <input type="checkbox"/> Limited entertainment/recreation opportunities |
| <input type="checkbox"/> Limited access to nature | |
| <input type="checkbox"/> Other (please specify) | |



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Thank you for taking the time to participate in the Novi Master Plan Survey!

39. If you have additional comments you would like to provide related to the Master Plan please enter them below.

40. If you would like to stay involved in Novi's Master Plan process, please enter your email address below. You will be notified about upcoming community engagement, public hearings, and adoption of the plan.