

ITC Community Sports Park Master Plan

Survey Results



Information Gathering



Stakeholder Meetings on Wed, Feb 1

▪ Attendees

- Tennis & Pickleball
- MI Jaguars FC & RCX Sports
- OAS Advisory Board & Novi Parks Foundation
- Novi Youth Baseball League, Michigan Generals, Detroit Cricket League



▪ Input Received

- Racket Sports Complex: tennis, pickleball, hitting wall, bathrooms
 - Style of construction would include raised walkway (min. 8 courts each)
 - Would also intend to host tournaments
- Soccer fields cannot host high-level games due to field conditions
 - MI Jags offer to financially assist with constructing two turf fields with lights
 - Rather have two turf fields and no other soccer, than what is there now
- Plan should include improved parking (paving & adjusting layout)



Information Gathering

Open House on Mon, Feb 13

- Launched the online survey
- About 30 people came to the open house
- Majority of attendees commented on tennis and pickleball
- Thank you to all those who attended



ITC Community Sports Park
MASTER PLAN

**ITC Community Sports Park
Master Plan
OPEN HOUSE**

Monday, February 13, 6-8pm
Novi Civic Center
45175 W Ten Mile Rd

We need to hear from you!

Located at the corner of Eight Mile and Napier Roads, ITC Community Sports Park is one of Novi's premier recreation destinations and we are seeking input on potential future enhancements.

Stop by to ask questions and give your input on park development.



Not able to attend? The survey will be available online beginning February 13.

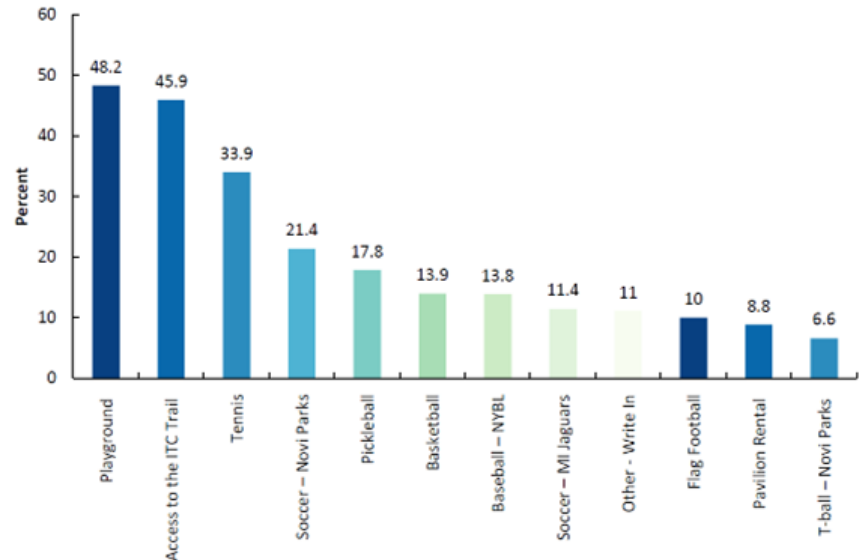
Information Gathering: Community Survey

- **Timeline: Feb 13-Mar 13**
- **Marketing & Promotion**
 - Launched at the Open House
 - Social media & posted on cityofnovi.org
 - Email blasts
 - Posters in park kiosks, Novi Civic Center, & Lakeshore Park Building
- **Demographics of those that took the survey**
 - Total completed surveys: 865
 - 70% are Novi residents
 - Ages 40-49 (37%), Ages 30-39 (24%), Ages 50-59 (17%)

Overview of Survey Results

- Activities respondents participate in at ITC

- Playground: 48%
- ITC Trail: 46%
- Tennis: 34%
- Soccer (Novi Parks): 21%
- Pickleball: 18%
- All others are under 14%



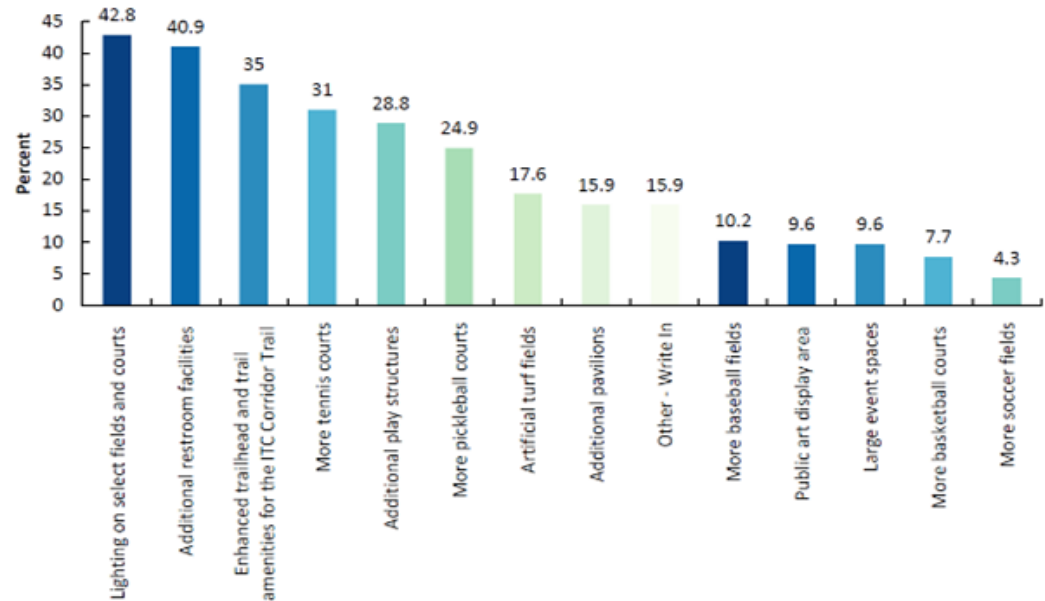
- Rating the master plan goals (very important or important)

1. Improve existing amenities for sport-related activities: 90%
2. Improve pathways and accessibility park-wide: 73%
3. Increase available seating/shaded areas for passive use: 68%
4. Improve amenities for social gatherings: 62%
5. Maintain existing park layout: 44%

Overview of Survey Results

- Most requested additional amenities

- Lighting: 43%
- Restrooms: 41%
- Trailhead: 35%
- Tennis Courts: 31%
- Play Structure: 29%
- Pickleball: 25%



Overview of Survey Results

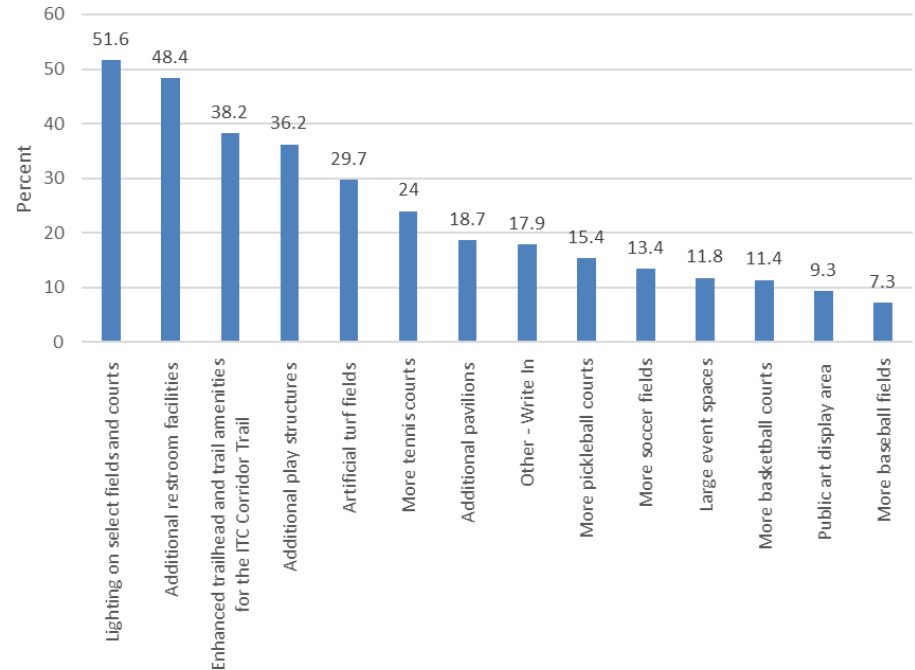
- Preference for food/drink availability
 - Food Truck: 57%
 - Concessions: 40%
 - Vending Machines: 20%
 - ***Dooley Dog Day hotdogs: 100%***
- Prefer additional programs for:
 - Youth: 69%
 - Adult: 50%
 - Senior: 23%
- Feelings about vehicle parking
 - Satisfies needs most of the time: 44%
 - Prefer parking to be paved: 34%
 - It's difficult to find parking: 23%



Survey Results Filtered by Activity

Soccer

- Lights on select fields/courts: 52%
- Additional restrooms: 48%
- Enhanced trailhead/amenities: 38%
- Additional play structures: 36%
- Artificial turf fields: 30%
- More tennis courts 24%



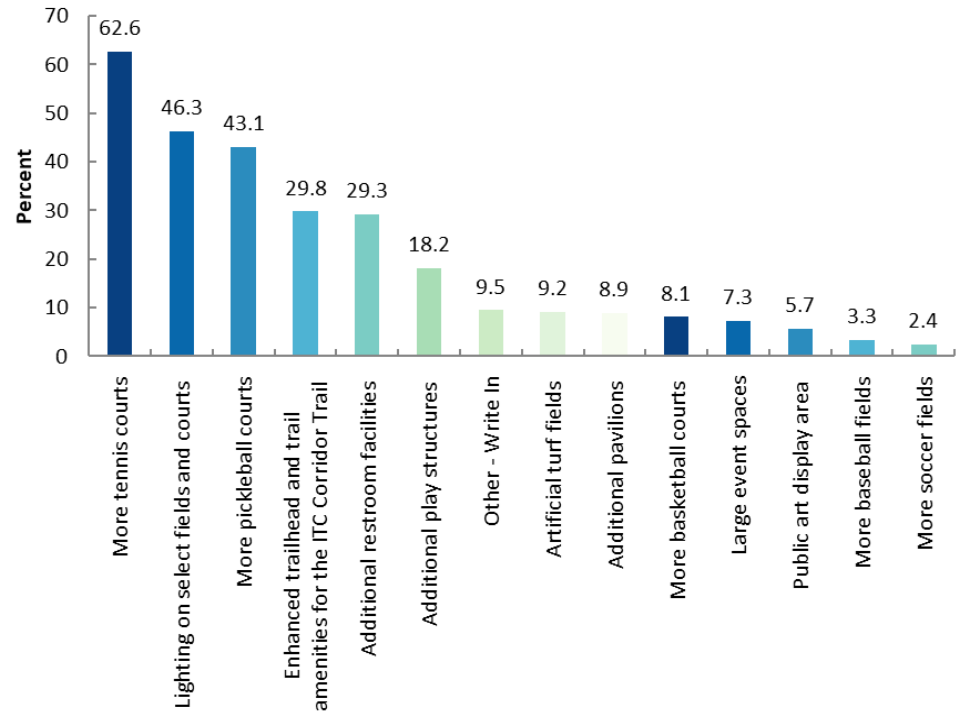
Other Key Findings:

- Soccer participants represented 28% of the 865 completed surveys
- This user category wants future programming in the following areas:
Youth (69%), Adult (50%), Senior (23%) and No Additional Programs (7%)

Survey Results Filtered by Activity

Tennis and/or Pickleball

- More tennis courts: 63%
- Lights on select fields/courts: 46 %
- More pickleball courts: 43%
- Enhanced trailhead/amenities: 30%
- Additional restrooms: 29%
- Additional play structures: 18%



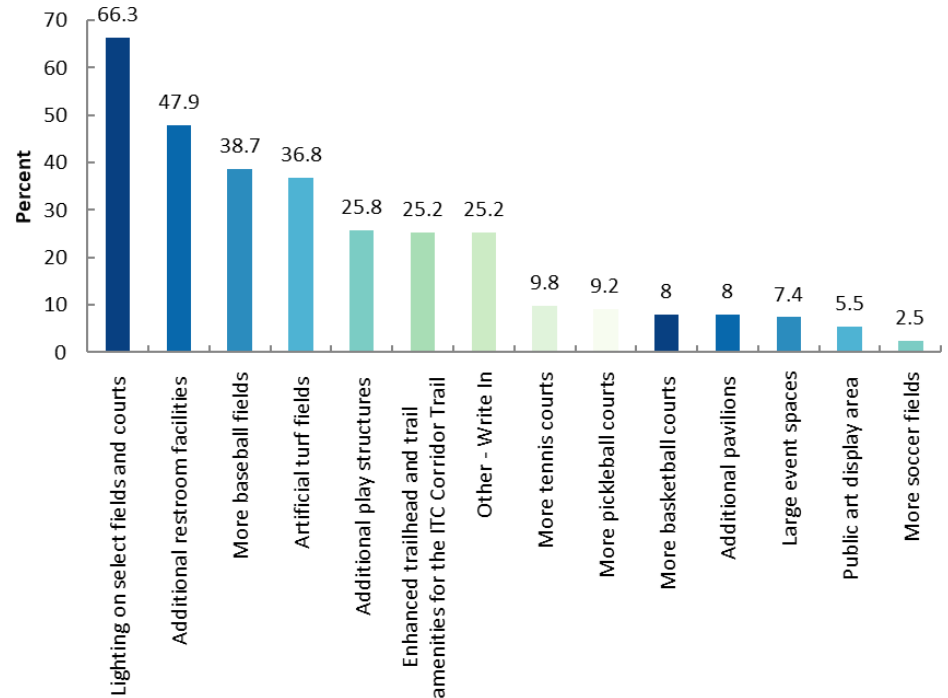
Other Key Findings:

- Tennis and/or Pickleball participants represented 42% of the 865 completed surveys
- This user category wants future programming in the following areas:
Youth (63%), Adult (57%), Senior (27%) and No Additional Programs (6%)

Survey Results Filtered by Activity

Baseball and/or T-ball

- Lights on select fields/courts: 66 %
- Additional restrooms: 48%
- More baseball fields: 39%
- Artificial Turf Fields: 37%
- Additional play structures: 26%



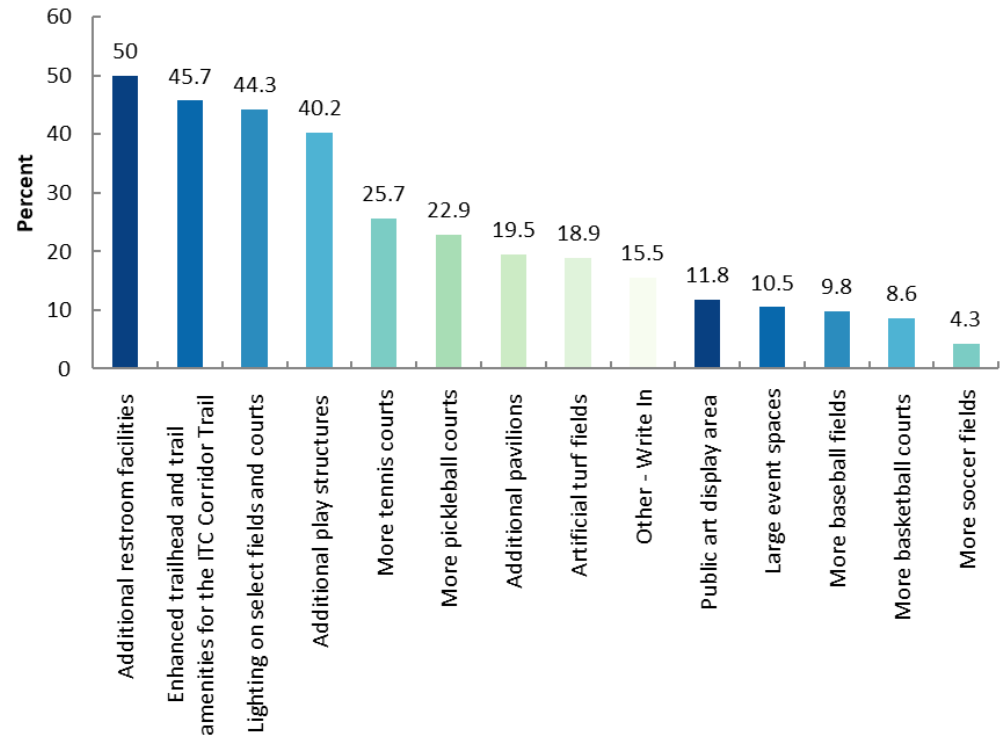
Other Key Findings:

- Baseball and/or T-Ball participants represented 19% of the 865 completed surveys
- This user category wants future programming in the following areas:
Youth (63%), Adult (57%), Senior (27%) and No Additional Programs (6%)

Survey Results Filtered by Activity

Trails and/or Playgrounds

- Additional restrooms: 50%
- Enhanced trailhead/amenities: 46%
- Lights on select fields/courts: 44%
- Additional play structures: 40%
- More tennis courts: 26%



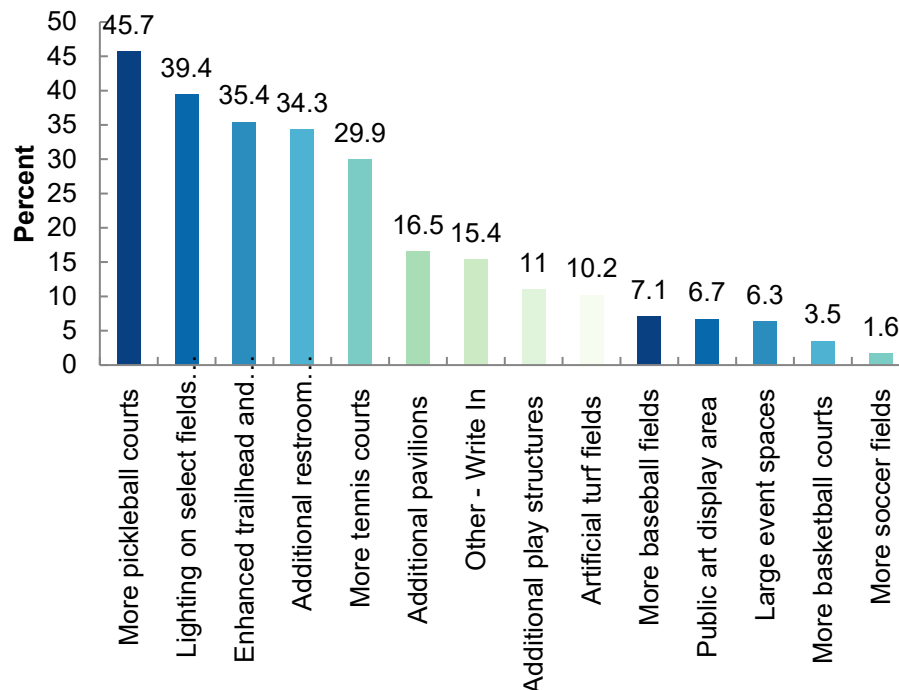
Other Key Findings:

- Trails and/or Playgrounds represented 64% of the 865 completed surveys
- This user category wants future programming in the following areas:
Youth (72%), Adult (50%), Senior (21%) and No Additional Programs (7%)

Survey Results Filtered by Activity

Older Adults (50+)

- More Pickleball Courts: 46%
- Lights on select fields/courts: 39%
- Enhanced trailhead/amenities: 35%
- Additional restroom facilities: 34%
- More tennis courts: 30%



Other Key Findings:

- Older Adults (50+) represented 30% of the 865 completed surveys
- This user category wants future programming in the following areas:
Adult (54%), Senior (49%), Youth (39%) and No Additional Programs (8%)

Next Steps

- Provide feedback from PRCS Commission to Spicer Group after April 19 meeting
- Spicer site visit on Wednesday, May 10 with irrigation and fencing contractors
- Presentation of conceptual plans to PRCS Commission in July
- Present to City Council for input and future direction in August



Questions?

