

MEMORANDUM



TO: JEFFREY MUCK, DIRECTOR OF PRCS
CC: TRACIE RINGLE, DEPUTY DIRECTOR OF PRCS
FROM: GREG MORRIS, RECREATION SUPERVISOR
CHASE ROOT, RECREATION SUPERVISOR
SUBJECT: ITC COMMUNITY SPORTS PARK MASTER PLAN
SURVEY RESULTS UPDATE
DATE: MAY 3, 2023

Mayor and Council –

Please see an update on the ITC Community Sports Park Master Planning Process. **Council will be presented with options in August.**

- Victor

The City's selected consultant, Spicer Group, began the information gathering phase for the ITC Community Sports Park Master Plan by holding stakeholder meetings on February 1. Attendees included representatives from tennis, pickleball, Michigan Jaguars FC, RCX Sports, OAS Advisory Board, Novi Parks Foundation, Novi Youth Baseball League, Michigan Generals Softball, and Detroit Cricket League. Following the stakeholder meetings, an open house was held on February 13 to launch the online community input survey. The survey was posted from February 13 through March 13.

A total of 865 surveys were completed, as well as an additional 202 surveys were partially completed. Novi residents represented 70% of the respondents. The most respondents were ages 40-49 (37%), followed by ages 30-39 (24%) and ages 50-59 (17%). An overview of the results include:

- The most popular activities respondents currently participate in at the park are the playground (48%), ITC Trail (46%), tennis (34%), soccer (21%), and pickleball (18%).
- The most requested additional amenities for the park were lighting (43%), restrooms (41%), trailhead (35%), tennis courts (31%), play structure (29%), and pickleball (25%).
- Respondents preferred food trucks (57%) for large events, followed by concessions (40%) and vending machines (20%).
- The most common write-in responses for changes they would like to see at the park included lighting, more tennis/pickleball courts, bathrooms year-round, more shaded areas, improved soccer fields, and paved parking.
- A slide deck is attached with further survey result details.

Next steps for the project; Spicer Group has scheduled a site meeting on May 10 with local irrigation and fencing contractors, as well as City staff, to discuss current conditions and potentially reusable materials. Spicer Group will utilize the data and feedback to create multiple conceptual plans to present to the PRCS Commission in July. The project is on schedule for Spicer Group to present to City Council for input and future direction in August.