KERR PARK

DOWN
TOWN
→ OKC

The Reimagining of Kerr Park

DOWNTOWN OKLAHOMA CITY PARTNERSHIP

Our Mission and Values

CREATE AND PROMOTE A VIBRANT DOWNTOWN THROUGH PLACEMAKING, PROMOTION AND ADVOCACY.

PASSION
INTEGRITY
COLLABORATION
KINDNESS
INCLUSIVITY

Project Goals

IMPROVE UNDERUTILIZED AREA, INCREASE USE

CREATE A WELCOMING PUBLIC SPACE

INCLUDE ALL POPULATIONS

GET NEIGHBORHOOD INVOLVED

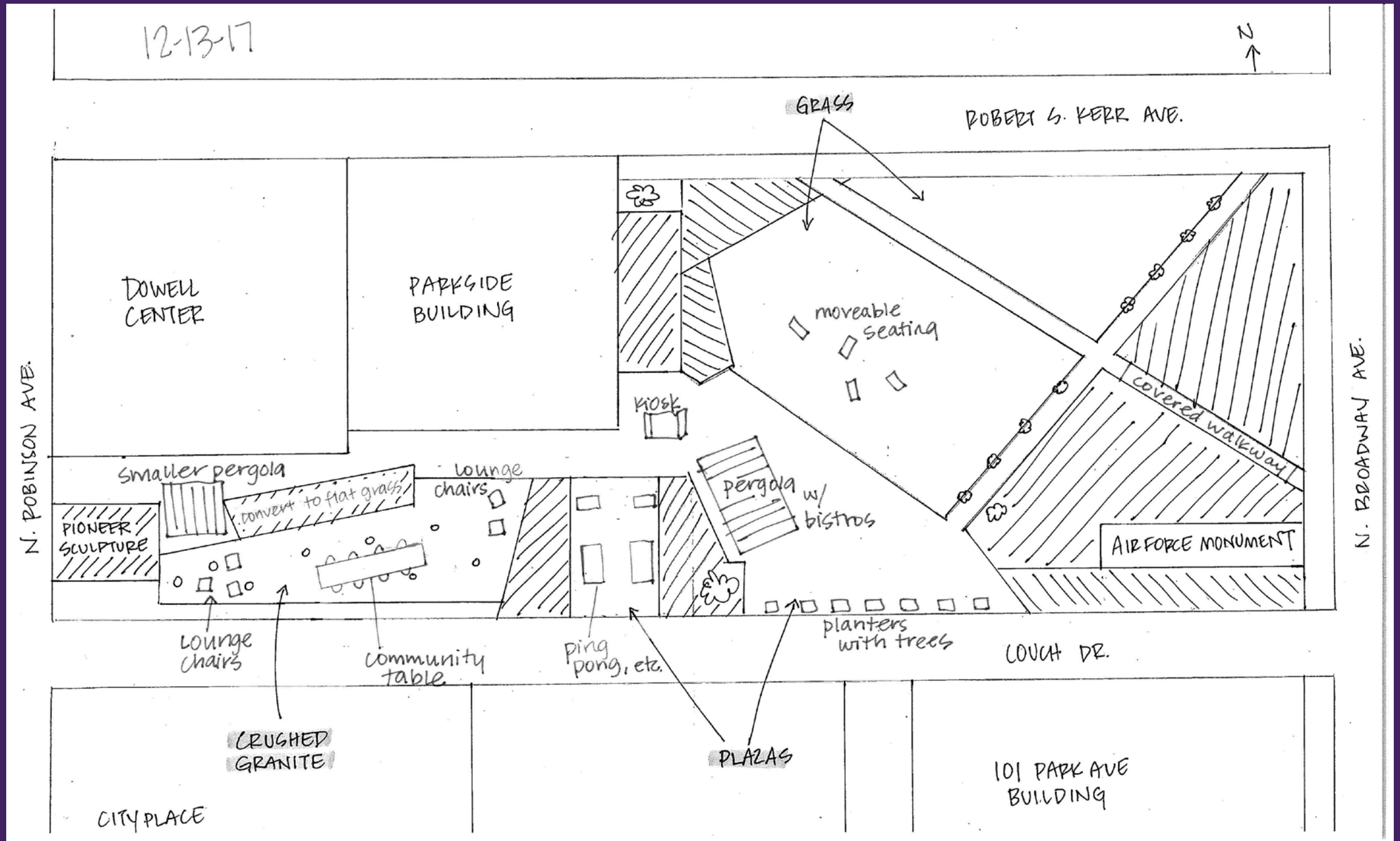
REVITALIZE THE AREA, GIVE ECONOMIC BOOST

Process

PROPOSE PLAN TO PARTNERS
APPLY FOR THE GRANT
HOST WORKSHOPS
MEET WITH STAKEHOLDERS
DESIGN, CREATE & PLACE ORDERS
INSTALL AND LAUNCH
CONTINUE PROGRAMMING & MAINTAINING

Community Engagement

WORKSHOPS
INTERVIEWS
ONLINE SURVEYS
DIRECTED OUTREACH
MEDIA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N
GRASS
ROBERT S. KERR AVE.
DOWELL CENTER
PARKSIDE BUILDING
moveable seating
kiosk
covered walkway
N. ROBINSON AVE.
N. BROADWAY AVE.
smaller pergola
convert to flat grass
lounge chairs
pergola w/ bistros
PIONEER SCULPTURE
AIR FORCE MONUMENT
lounge chairs
community table
ping pong, etc.
planters with trees
COUCH DR.
CRUSHED GRANITE
PLAZAS
CITY PLACE
101 PARK AVE BUILDING

7. THE PARKSIDE PROMENADE
5. LAWN GAMES
4. PING PONG
1. KERR PATIO
11. THE UPPER LAWN
3. FOOD/COFFEE BUS AREA SIDEWALK
7
5
4
3
11
8
6
1
2
10
ALT 1
8. COMMUNITY/LUNCH AREA
6. THE OASIS
10. COMMUNAL AREAS/ AND ART DISPLAY
2. THE PLAZA

Sense of Place

WELCOMING
REMIND COMMUNITY OF ITS LOCATION
INFUSE LOCAL ART
RELAXED, COHESIVE SPACE
MANY USES
TELL A STORY

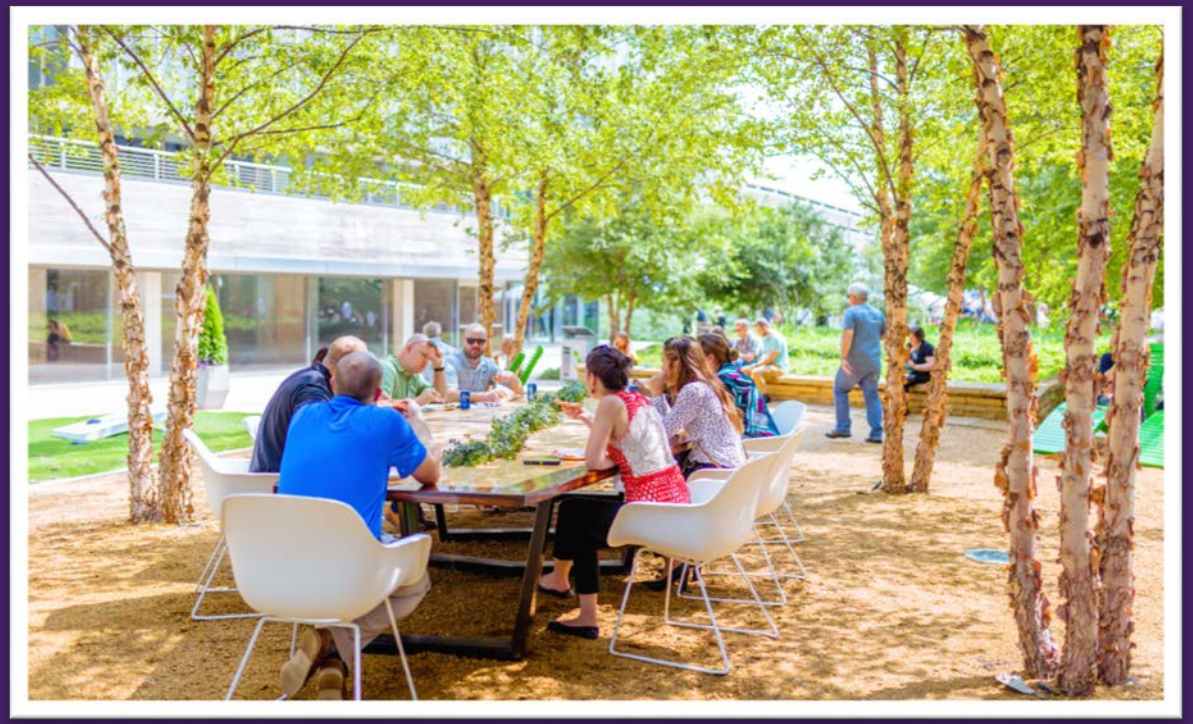
Diversity & Inclusion

AFRICAN-AMERICAN COMMUNITY
NATIVE COMMUNITY
ASIAN COMMUNITY
ALL TYPES OF ABILITIES
ALL AGES
THOSE EXPERIENCING HOMELESSNESS
BEING INTENTIONAL WITH PROGRAMMING

Partners

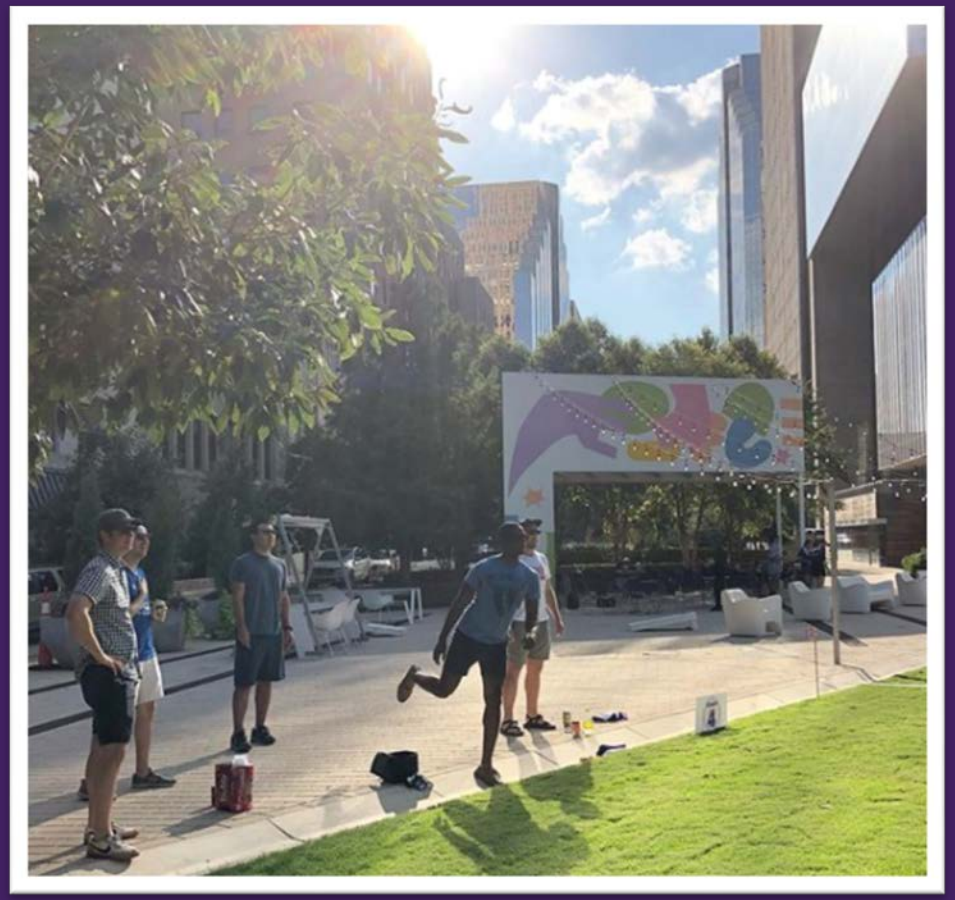
CITY OFFICIALS
LEADERS OF MINORITY GROUPS
SCHOOLS
HOMELESS SERVICE PROVIDERS
BIKE SHARE

Amenities



- Café tables and chairs
- Loungers & benches
- Community table
- Shaded picnic tables
- Pavilion with furniture
- Ping pong table
- Planters
- Trashcans & recycle bins
- Moveable play benches

Programming



- Athletic events
- Movie nights
- Bocce ball tournament
- Flower Fridays
- Happy hours
- Fundraisers for local charities
- Self-programming

Programming

Programming

Challenges

- Not as many representatives of various groups as we had hoped
- Self-programming is slow to take off
- Diffusion of responsibility
- Differentiating this place from other nearby parks
- Newer projects in the area
- Educating neighbors
- Most users are still higher income

Impact

USE RATES

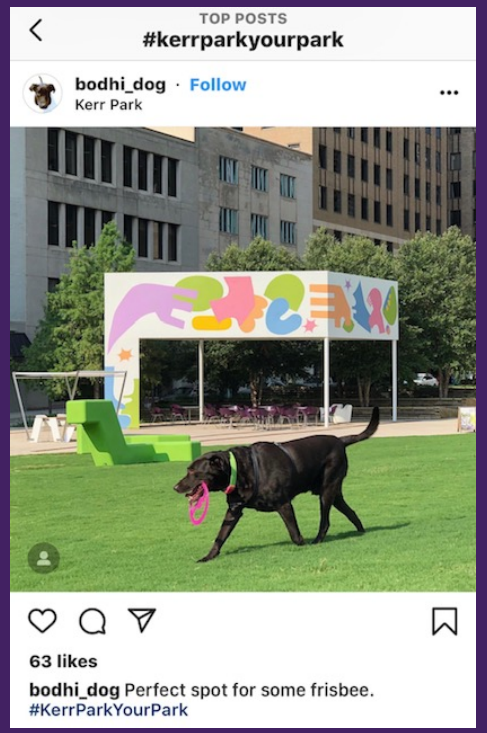
LENGTH OF STAY IN PARK

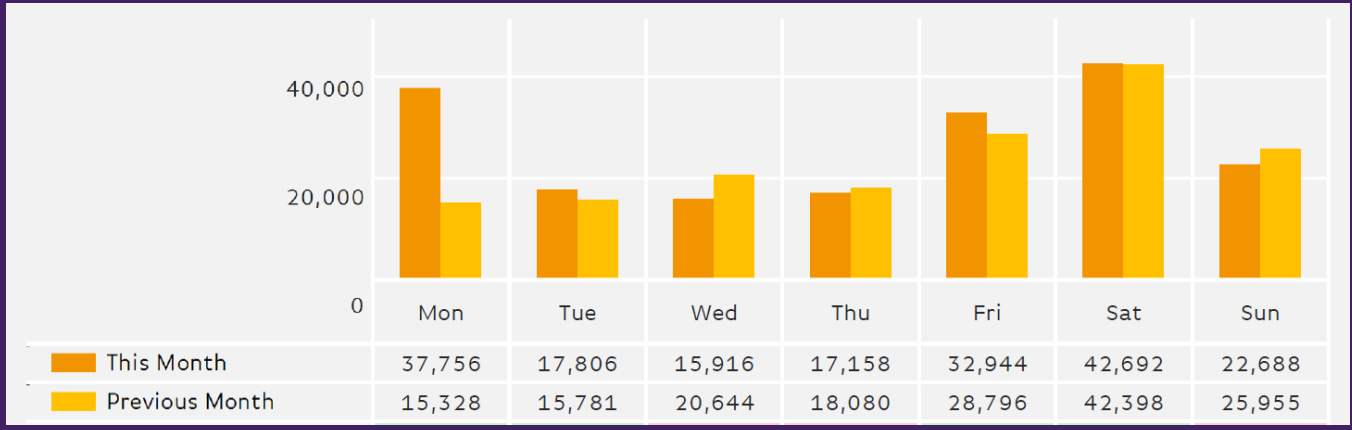
TYPES OF VISITORS

NEARBY BUILDINGS LEASE RATES

NEWS

SOCIAL MEDIA AND PHOTO OPPS





Impact

The Future

DOWN
TOWN
→ OKC

MAINTENANCE
ADAPTING TO NEEDS
PROGRAMS & EVENTS
MORE AMENITIES & ART
GREEN EFFORTS
REPLICATE ELSEWHERE
INSPIRE OTHERS