

Placemaking in GIS

Taylor Hatchett
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Overview

What We Do

What is Placemaking?

Downtown Oklahoma City Innovation District

Q&A

What We Do

What We Do

Education/Workforce
Development

Government Relations

Marketing

Membership

Tourism

Economic Development



The screenshot shows the homepage of the Greater Grads website. At the top, there is a dark navigation bar with the "GREATER GRADS" logo on the left and various menu items on the right: LIVE IN OKC, INTERN IN OKC, CAREER FAIRS, JOB TIPS, EMPLOYERS, ABOUT, CONTACT, and a search icon. Below the navigation bar is a large, vibrant photograph of the Oklahoma City skyline at night, with lights reflecting off the buildings. Overlaid on this image is the text "LIVE WORK & PLAY IN OKC" in a large, white, sans-serif font.

What We Do

Education/Workforce
Development

Government Relations

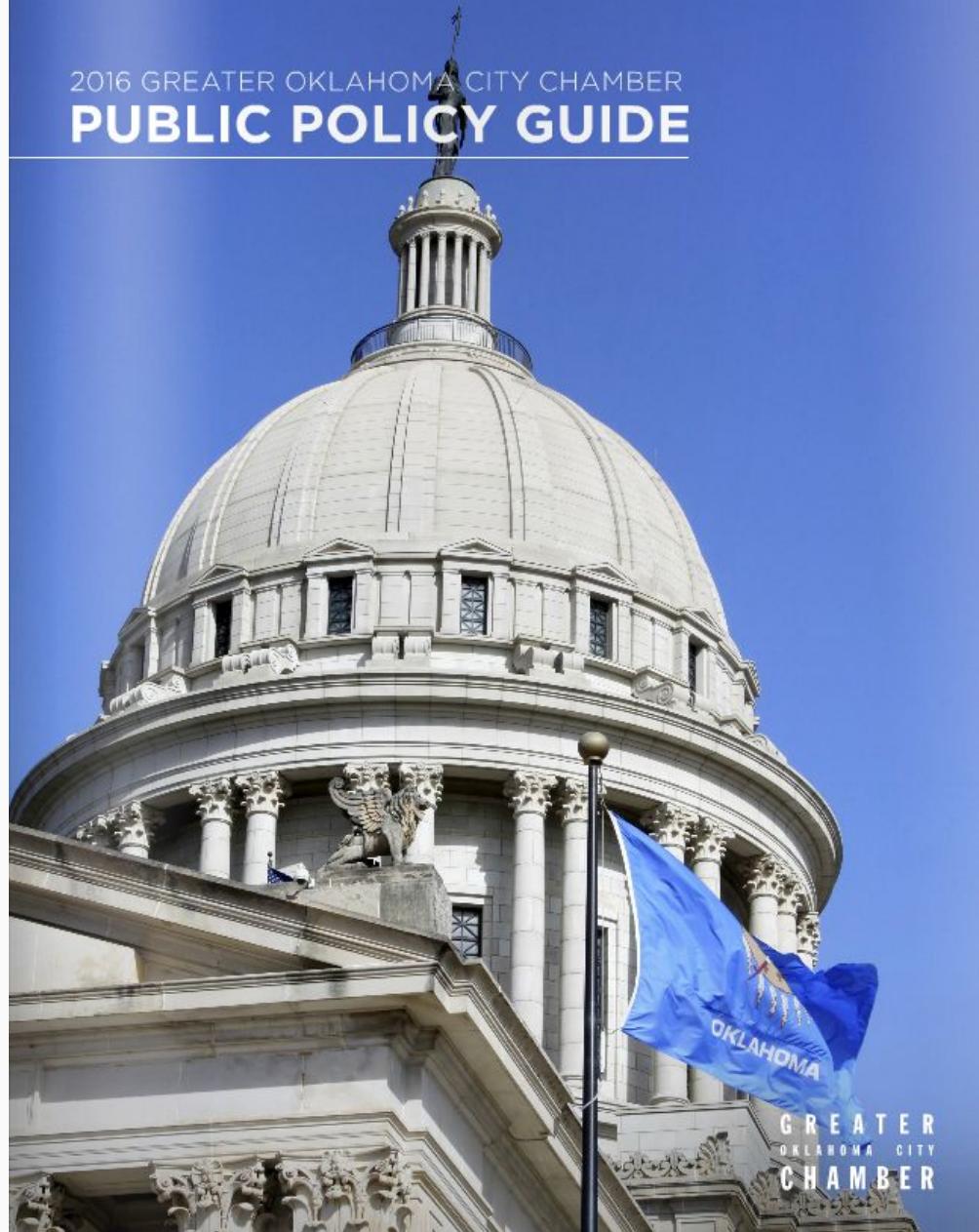
Marketing

Membership

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2016 GREATER OKLAHOMA CITY CHAMBER
PUBLIC POLICY GUIDE



What We Do

Education/Workforce Development

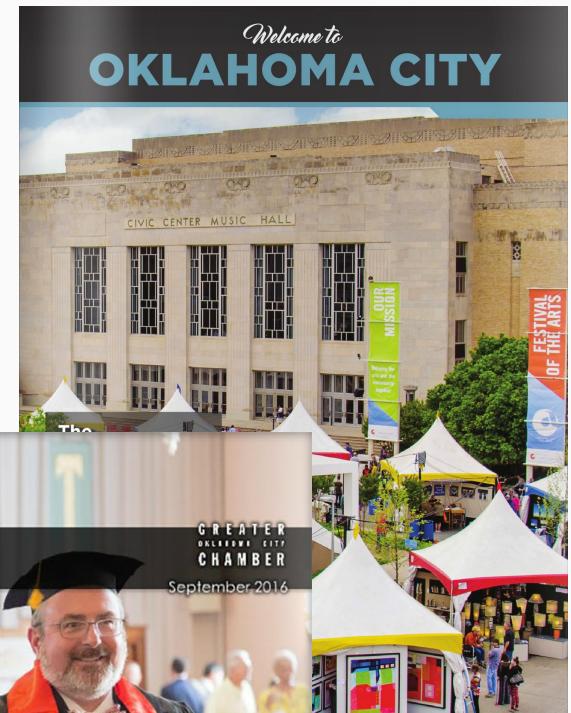
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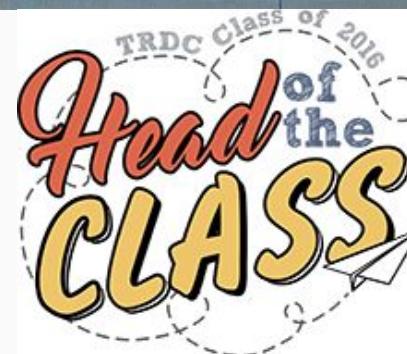
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G R E A T E R
O K L A H O M A C I T Y
C H A M B E R

Thursday, Oct. 27 • 4 to 7 p.m.
State Fair Park • Oklahoma Expo Hall
Free Parking

What We Do

Education/Workforce Development

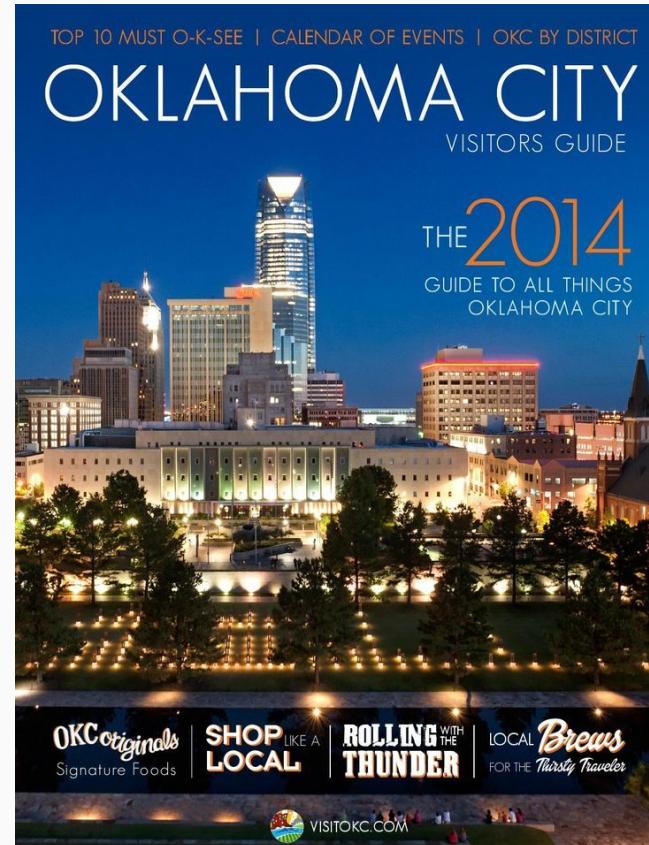
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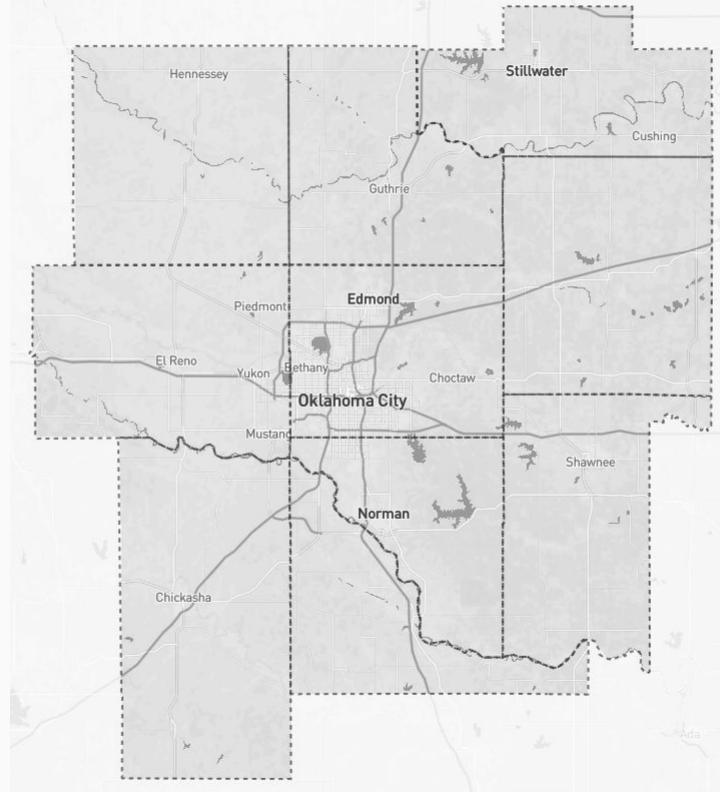
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What We Do in Economic Development

Business Retention & Expansion

Business Recruitment

Retail Recruitment

Business Research



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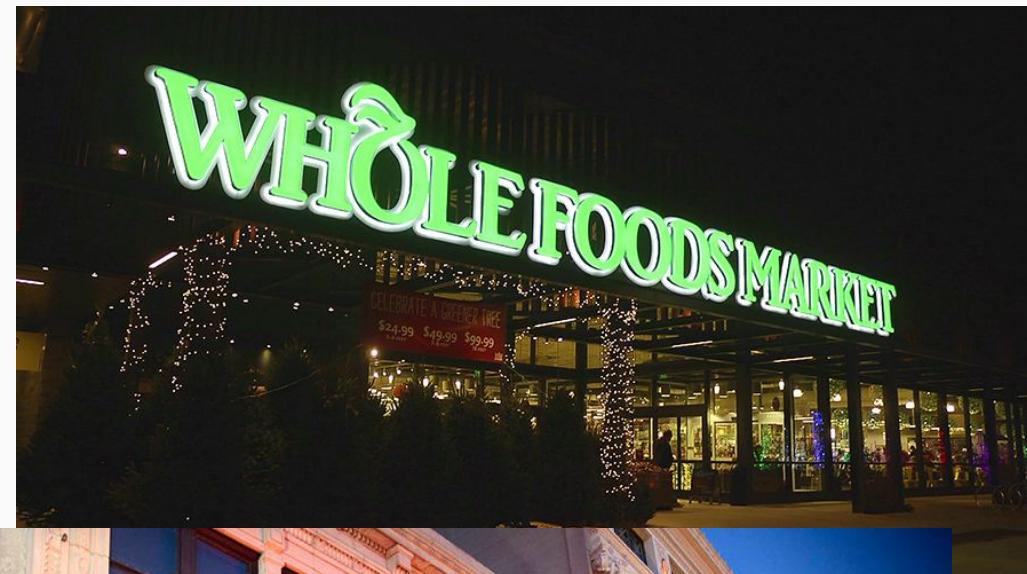
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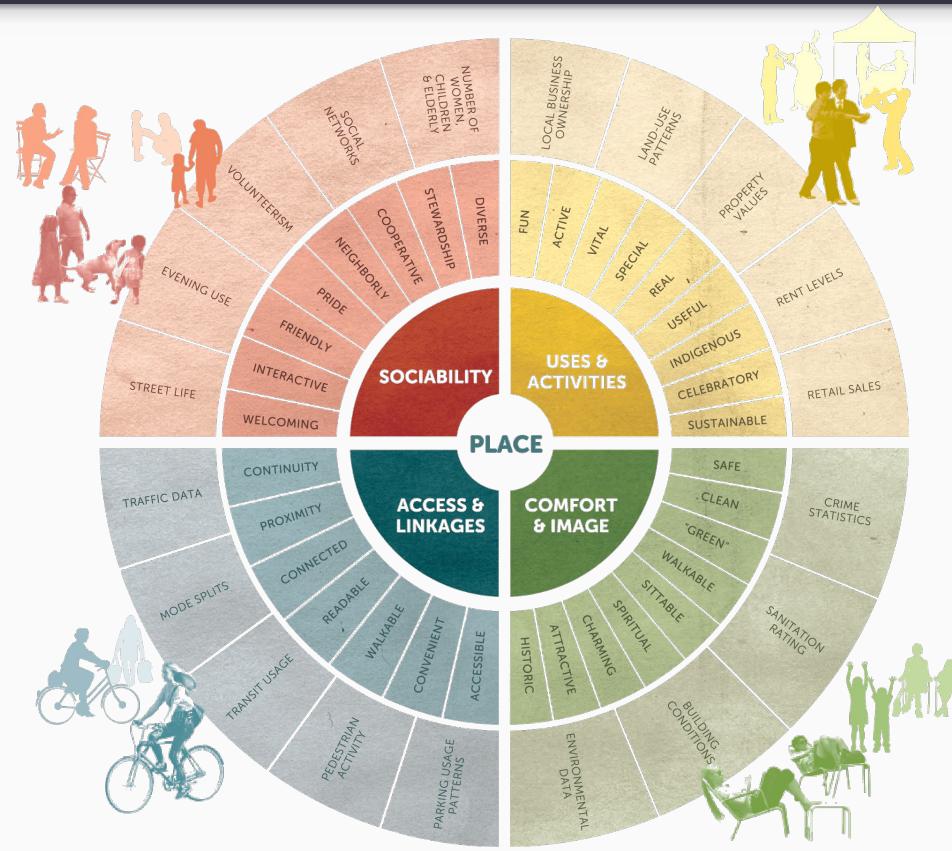


What is Placemaking?

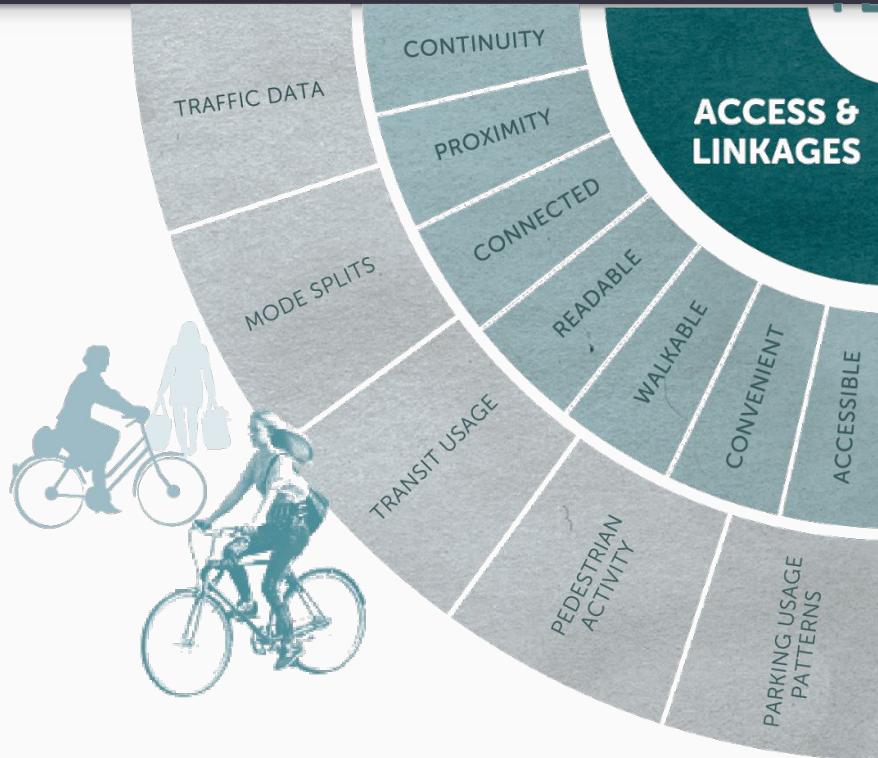
What is Placemaking?

Placemaking is a people-centered approach to the planning, design and management of public spaces.

Community-based participation is at its center, and it capitalizes on a local community's assets, inspiration and potential to create quality public spaces.



What is Placemaking?



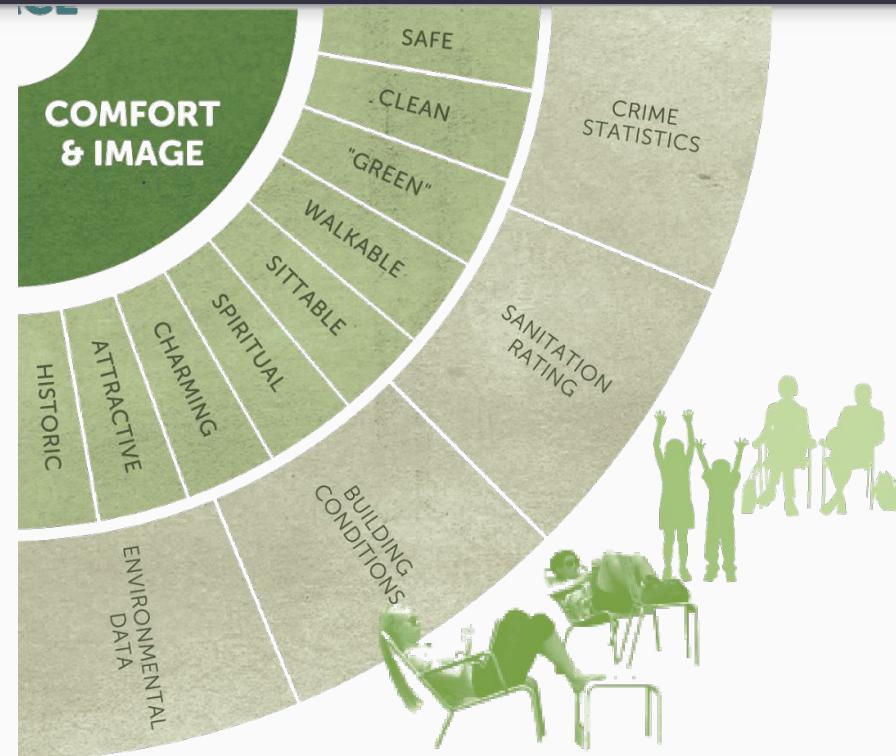
Access & Linkages

- Can people easily walk to the place? Do they have to dart between moving cars to get to there?
- Do sidewalks lead to and from the adjacent areas?
- Can people use a variety of transportation options to reach the place?
- Do the roads and paths through the space take people where they actually want to go?

What is Placemaking?

Comfort & Image

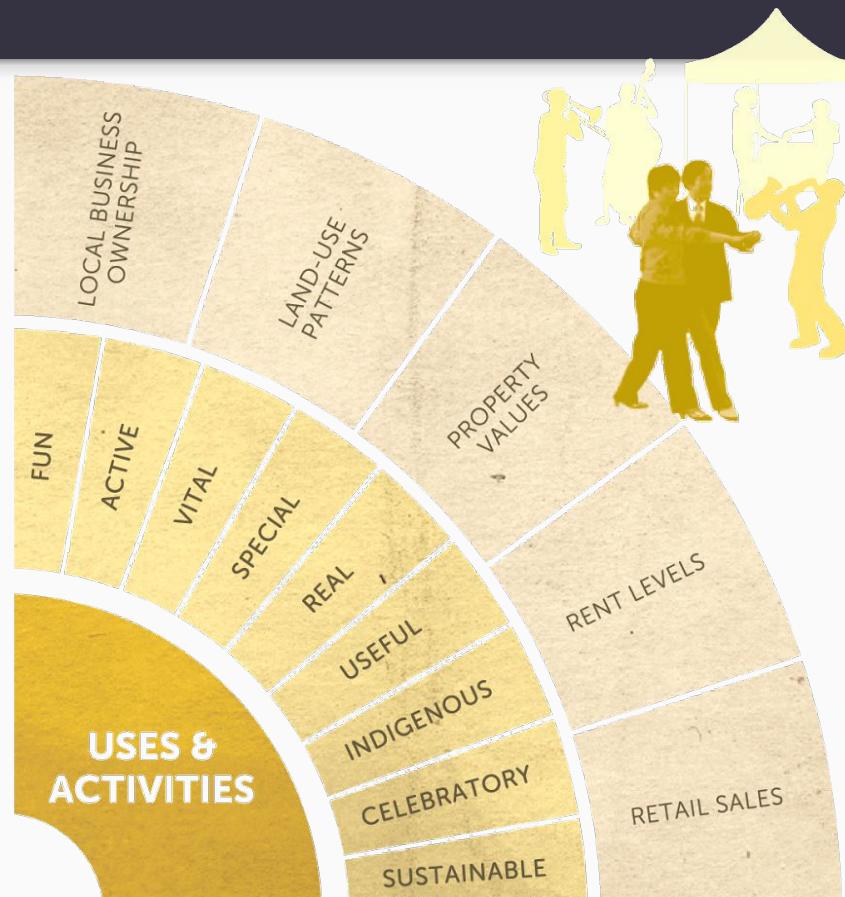
- Does the place make a good first impression?
- Are there enough places to sit? Are seats conveniently located? Do people have a choice to sit either in the sun or shade?
- Are people taking pictures? Are there many photo opportunities available?
- Do vehicles dominate pedestrian use of the space, or prevent them from easily getting to the space?



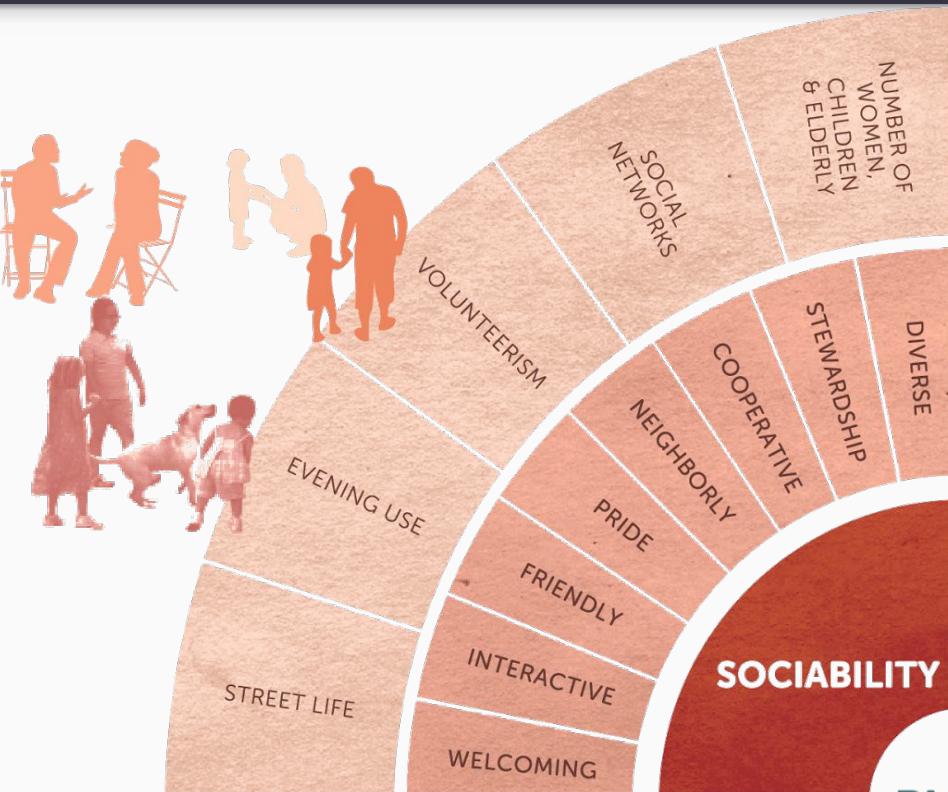
What is Placemaking?

Uses & Activities

- Are people using the space or is it empty?
- Is it used by people of different ages?
- Are people in groups?
- Which parts of the space are used and which are not?
- Are there choices of things to do?
- Is there a management presence, or can you identify anyone in charge of the space?



What is Placemaking?



Sociability

- Is this a place where you would choose to meet your friends? Are others meeting friends here or running into them?
- Do people use the place regularly and by choice?
- Does a mix of ages and ethnic groups that generally reflect the community at large?
- Do people bring their friends and relatives to see the place or do they point to one of its features with pride?

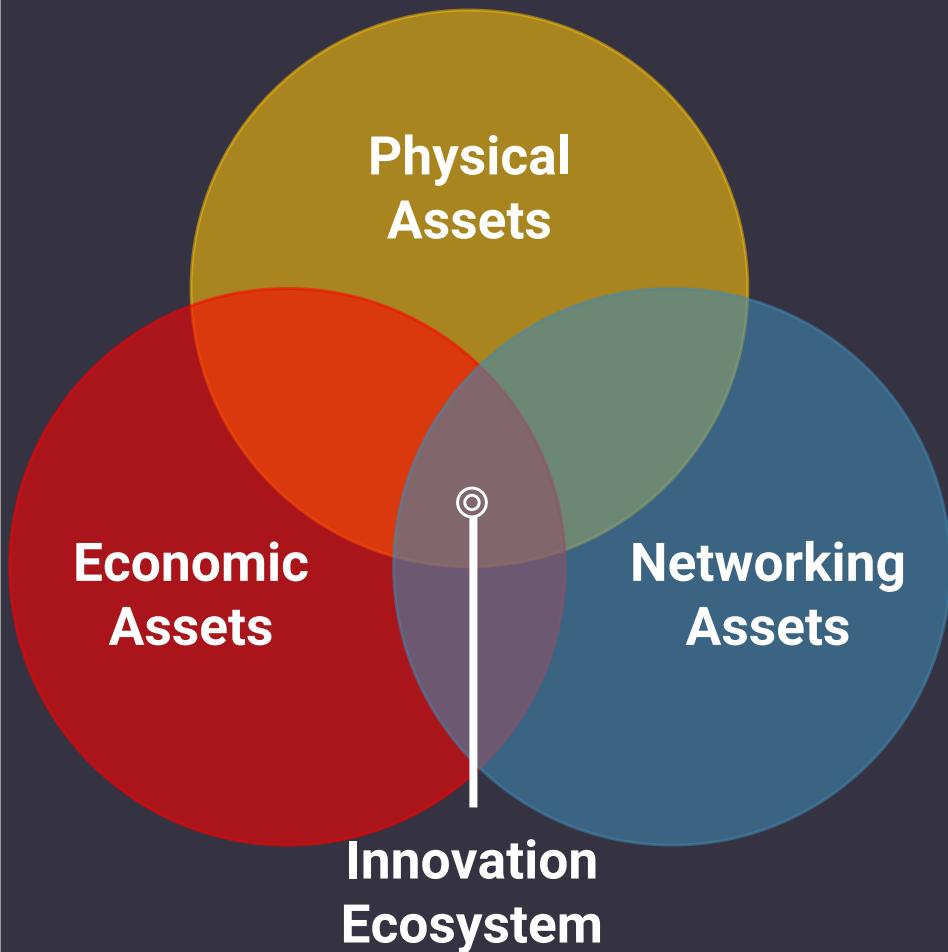
OKC Innovation District

What is an Innovation District?

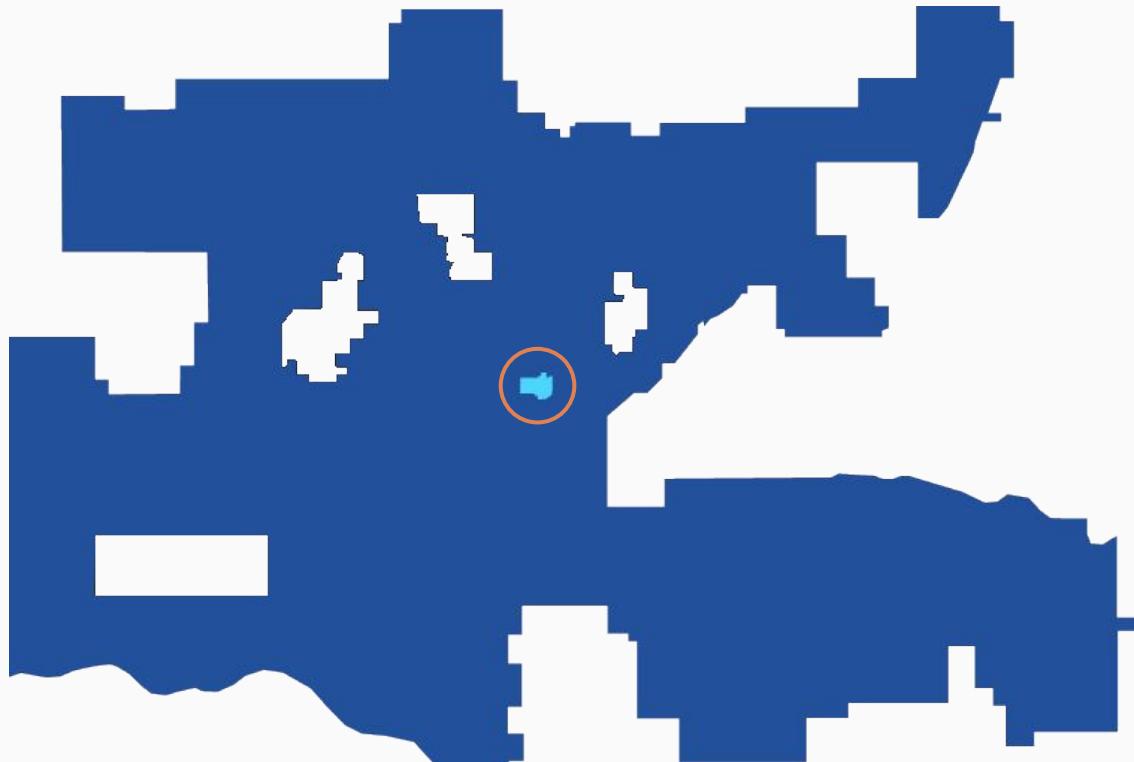
- Defined by a specific geography with a special focus on areas with strong entrepreneur, science, and technology communities
- Mash-up of institutions, schools, mixed-use development, bike sharing, etc.

BROOKINGS

GREATER
OKLAHOMA CITY
CHAMBER



OKC Innovation District

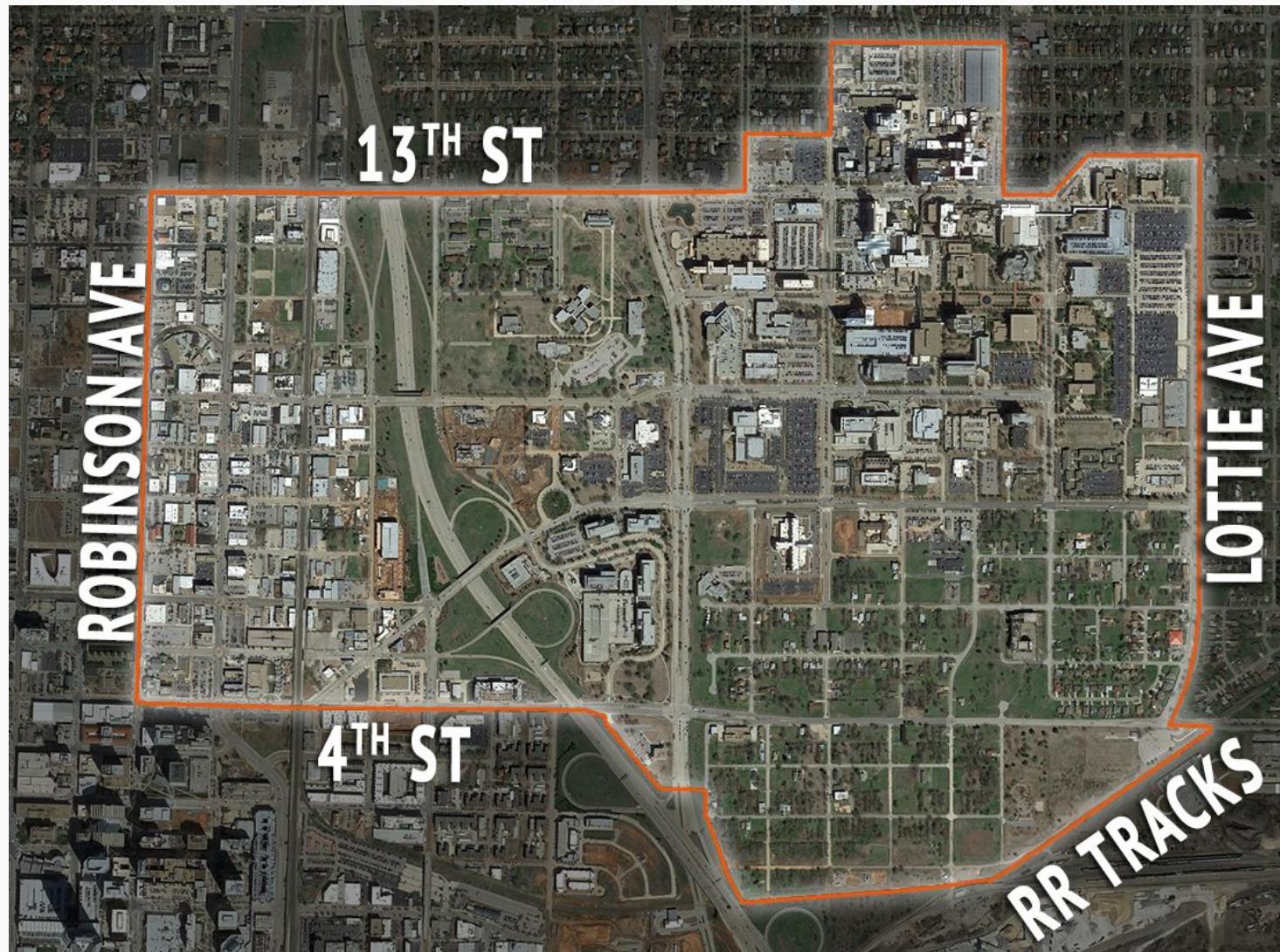


1.31 mi²
(0.2% of OKC land area)

1,200 residents
(0.2% of OKC population)

17,900 jobs
(4.7% of OKC jobs)

OKC Innovation District



Density

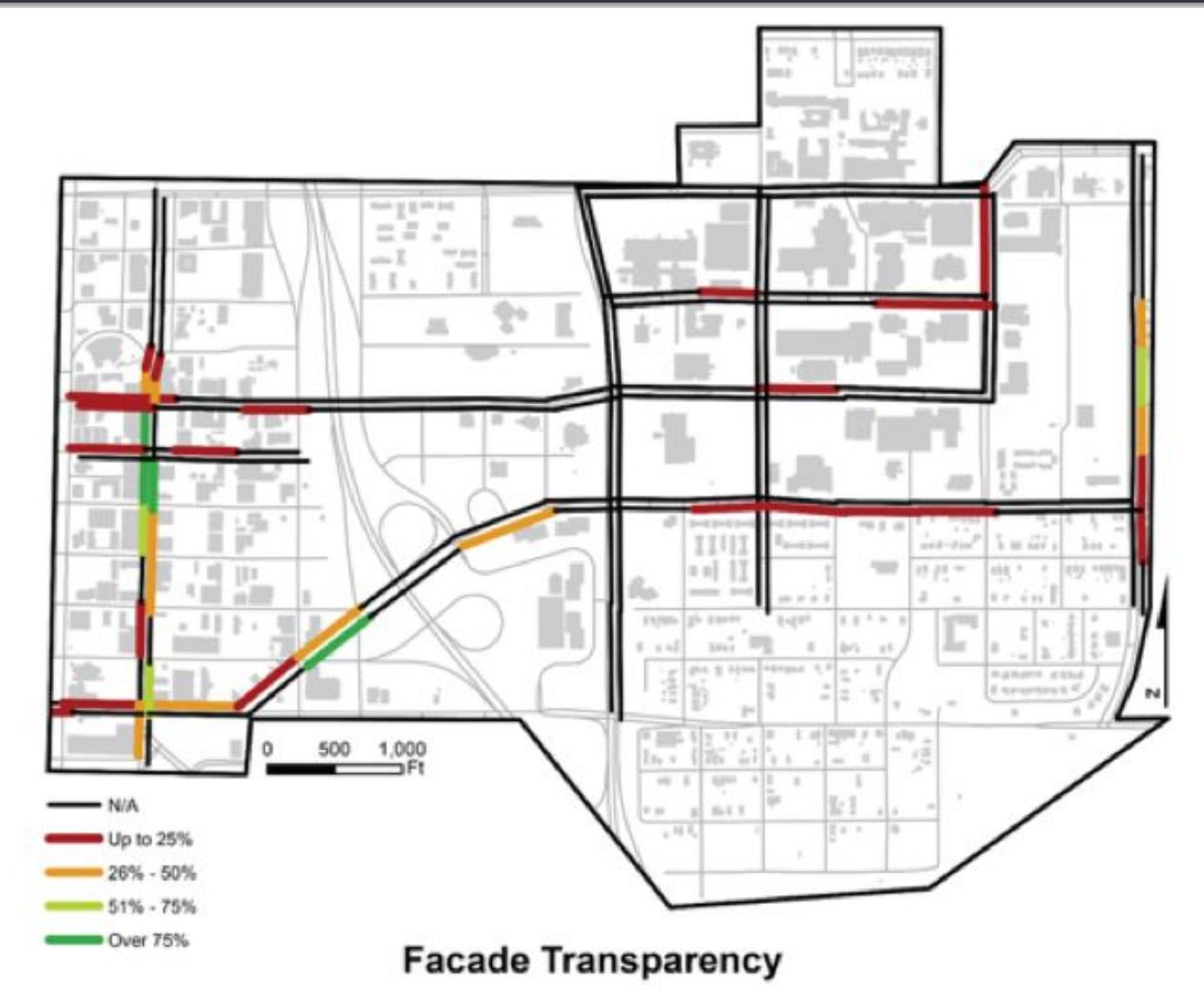
Floor-Ground Ratios

General / Innovation District

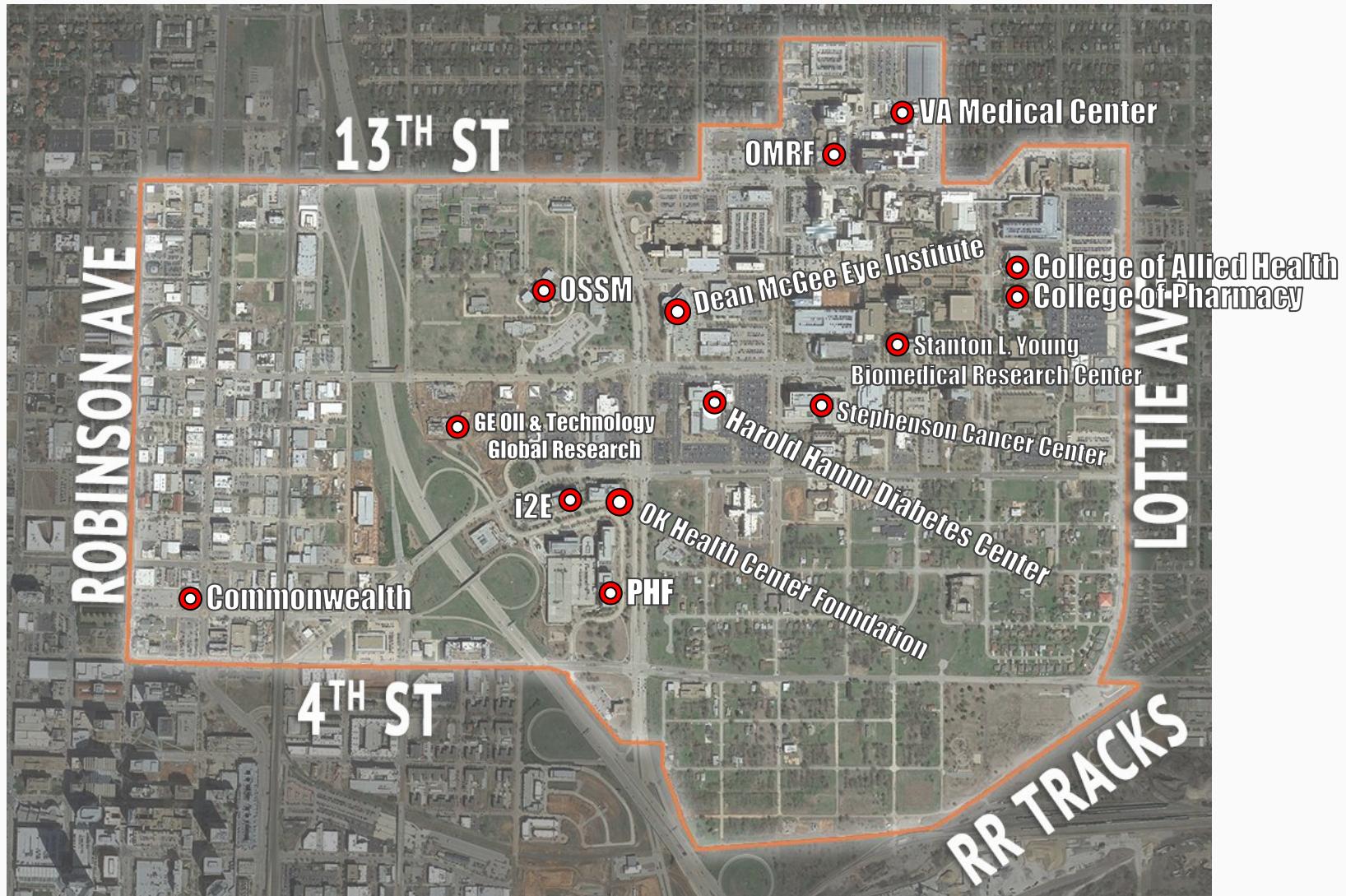
Total Building Area 5,413,568 Sq Ft / 0.2 Sq Mi
Total District Area 30509916 Sq Ft / 1.4 Sq Mi
Ratio 1:7



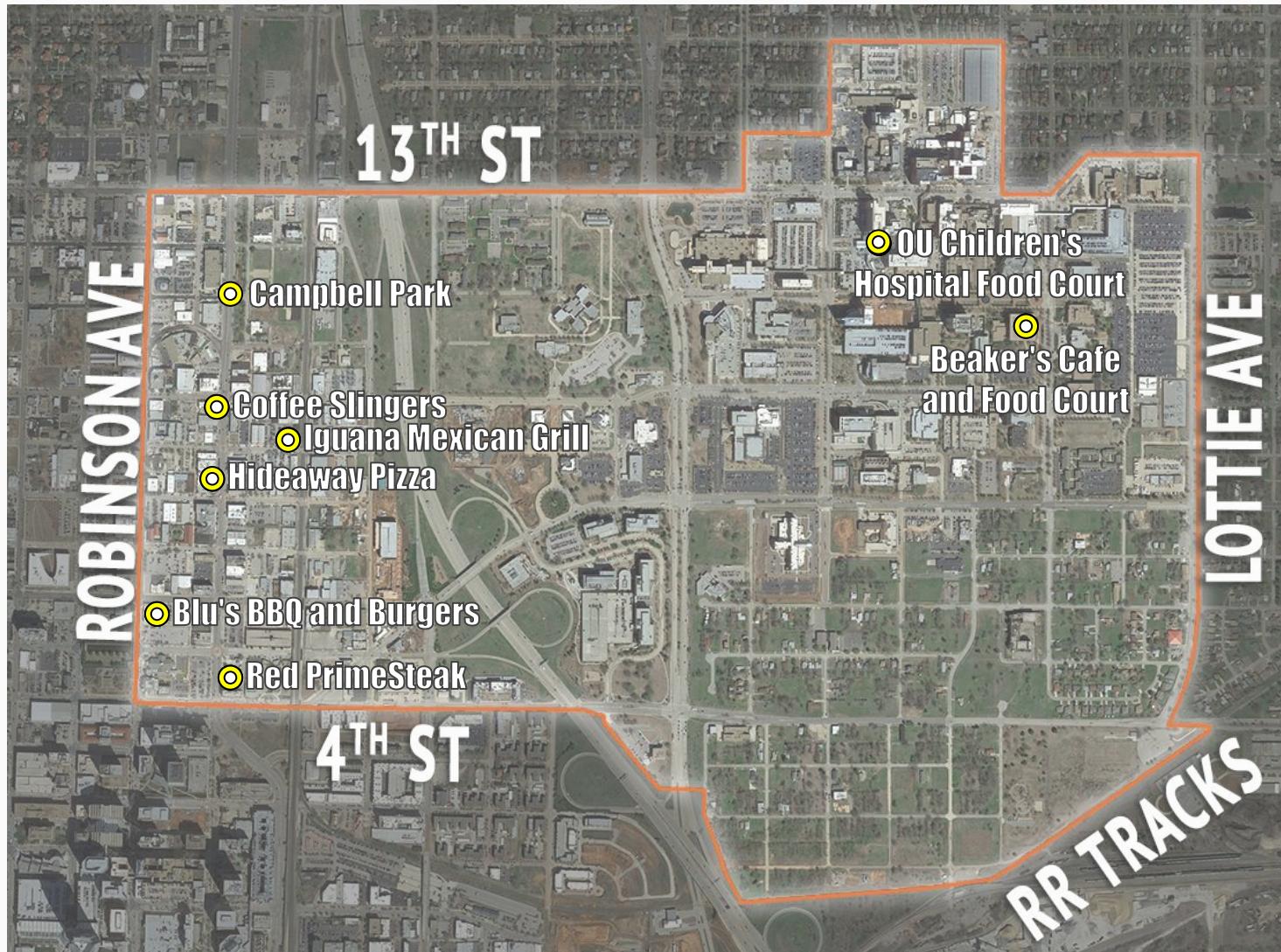
Façade Transparency



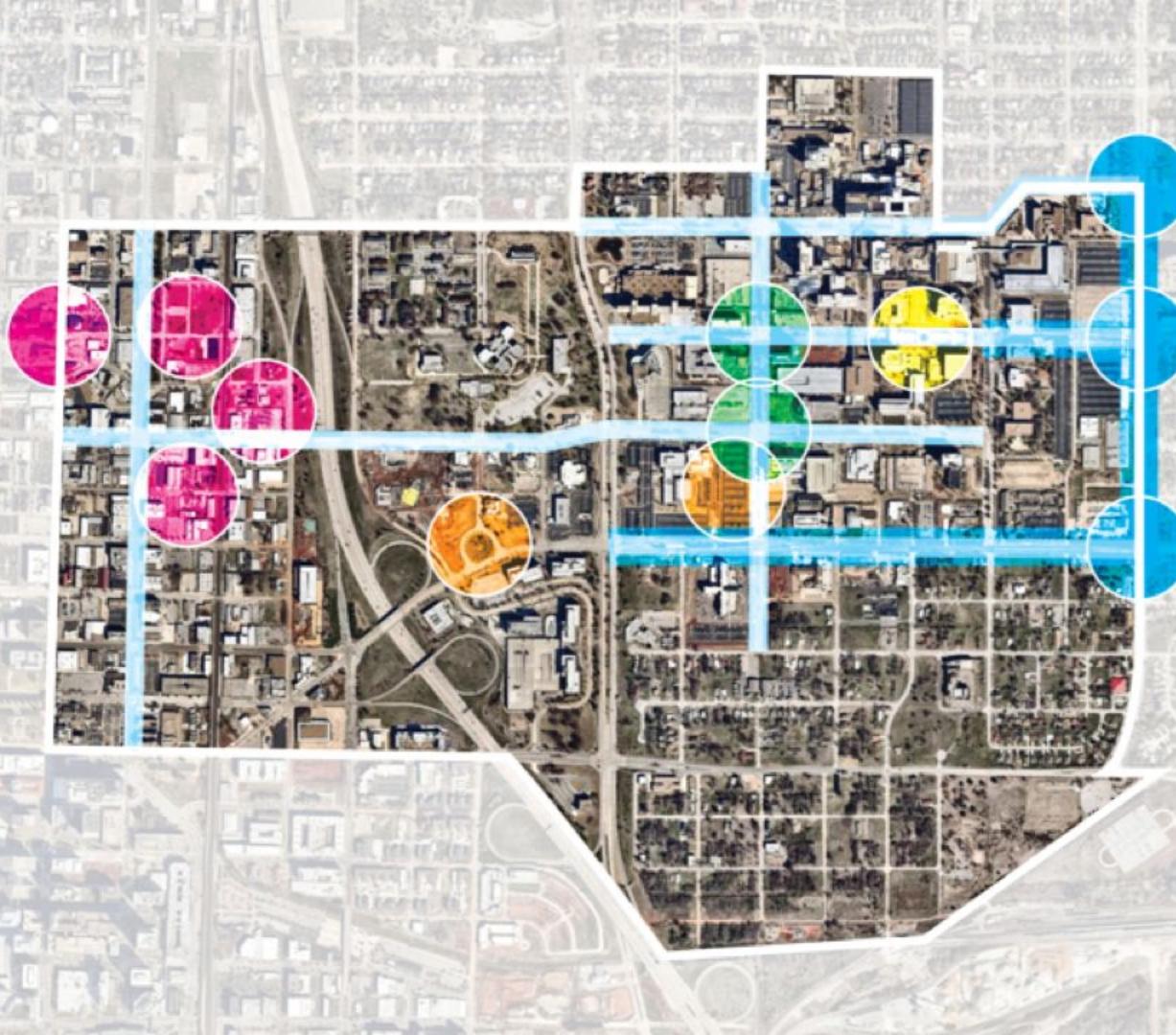
Innovation Assets



Social Assets

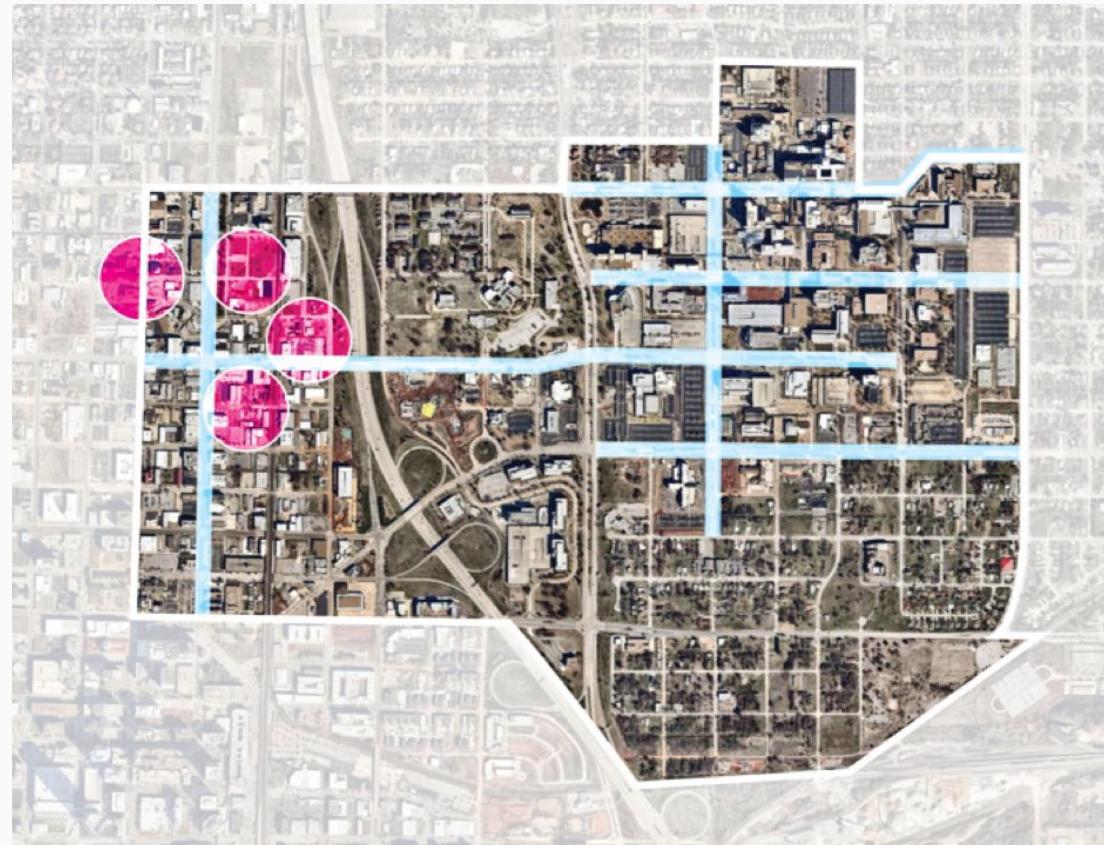


Five Potential “Hubs” of Innovation



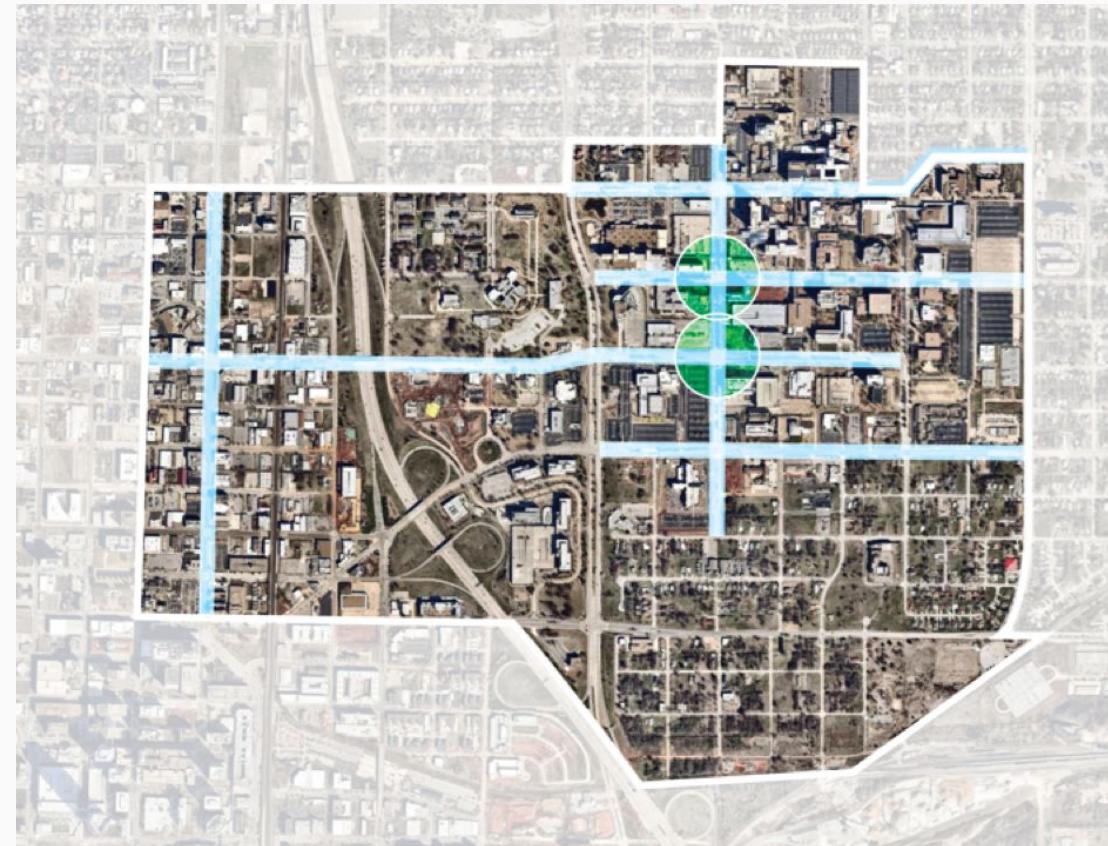
Tech Hub

- Attract more young, small tech companies with low overhead in old buildings, cheap new infill, and programming at coworking spaces
- Capitalize on Automobile Alley's great nightlife as a way to connect people from different firms and industries through targeted programming
- Enhance sidewalks and public spaces with activities and amenities that attract more people all day



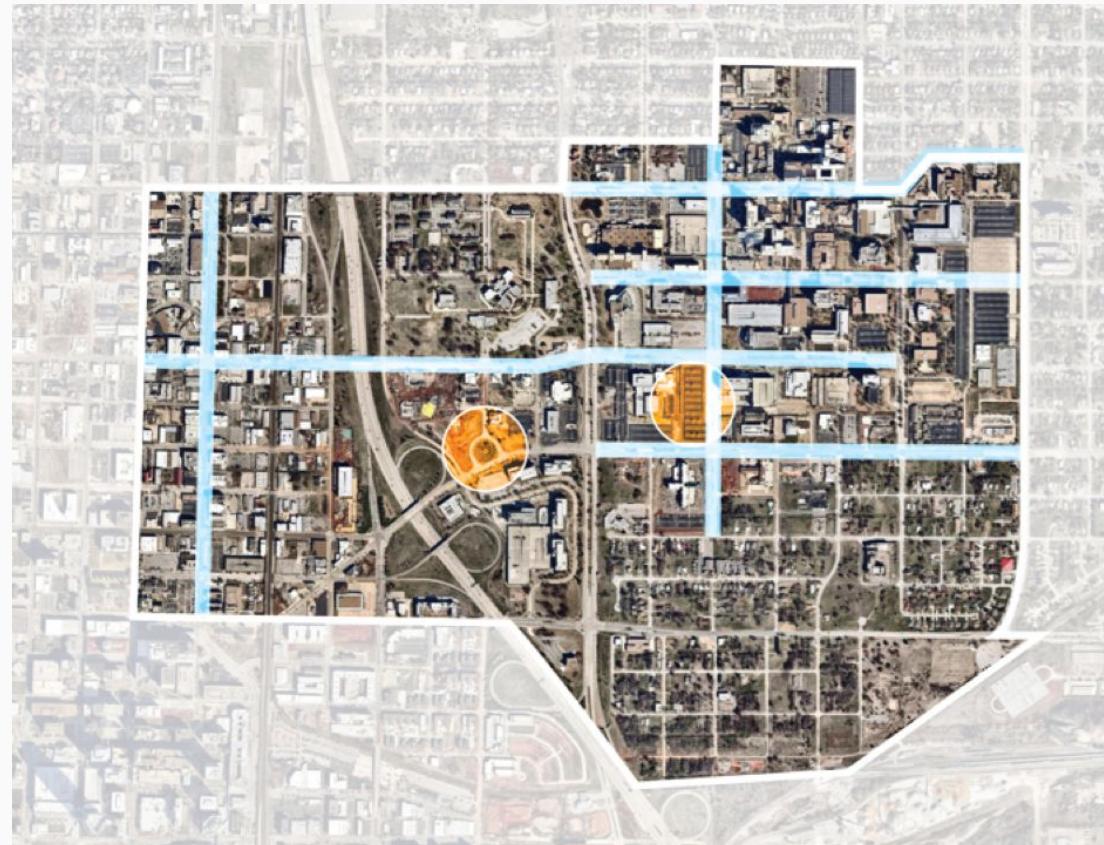
Health Hub

- Use world-class facilities as test beds for cutting edge innovations in clinical care
- Transform “sick buildings” and underused spaces into places of wellness
- Program health-oriented activities in public spaces
- Foster an entrepreneurial culture by linking crucial clinical care and translational research



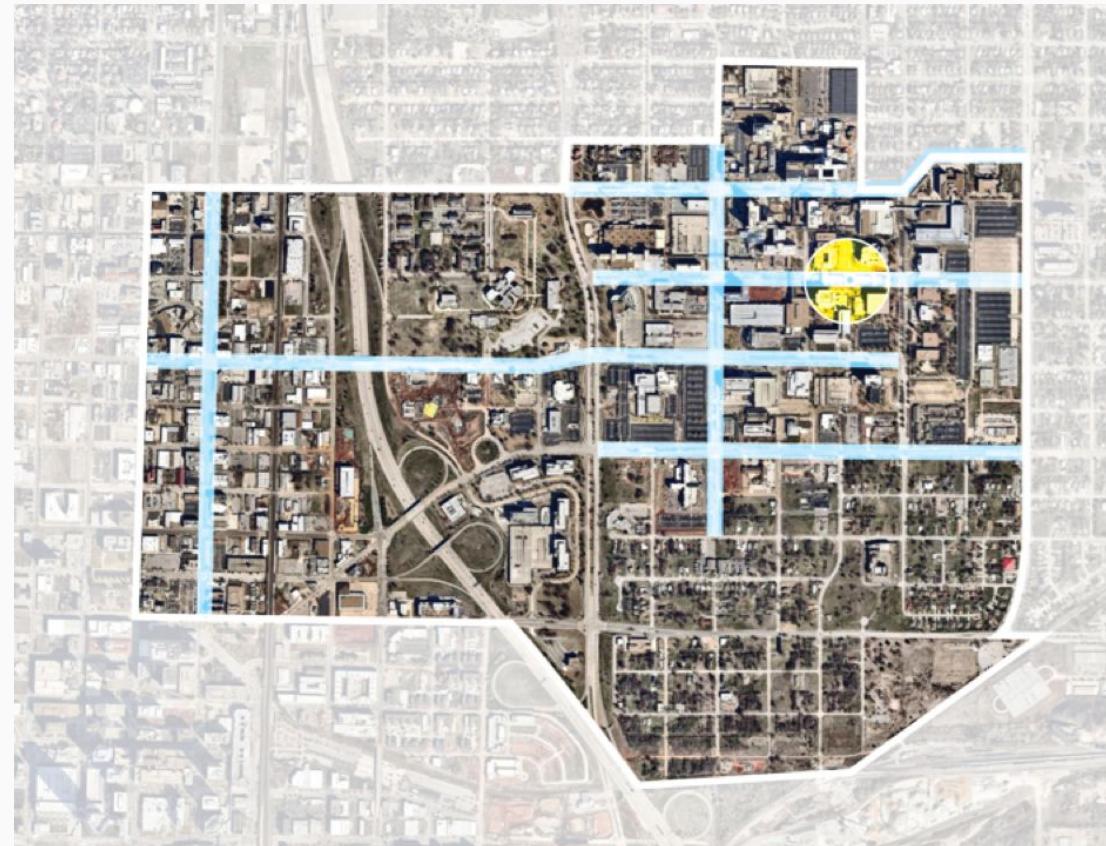
Research Hub

- Develop innovation-oriented programming to promote collaboration among institutions and firms, including G.E.
- Create new spaces and third places for researchers, clinicians, and the public to gather and connect
- Strengthen pedestrian experiences along the corridor



University Hub

- Provide outdoor uses and events to give students and others a reason to gather, linger, and mingle there
- Open up the enclosed walk to adjacent areas
- Add lighter, quicker, cheaper “front porches” to surrounding buildings, connecting them to the space



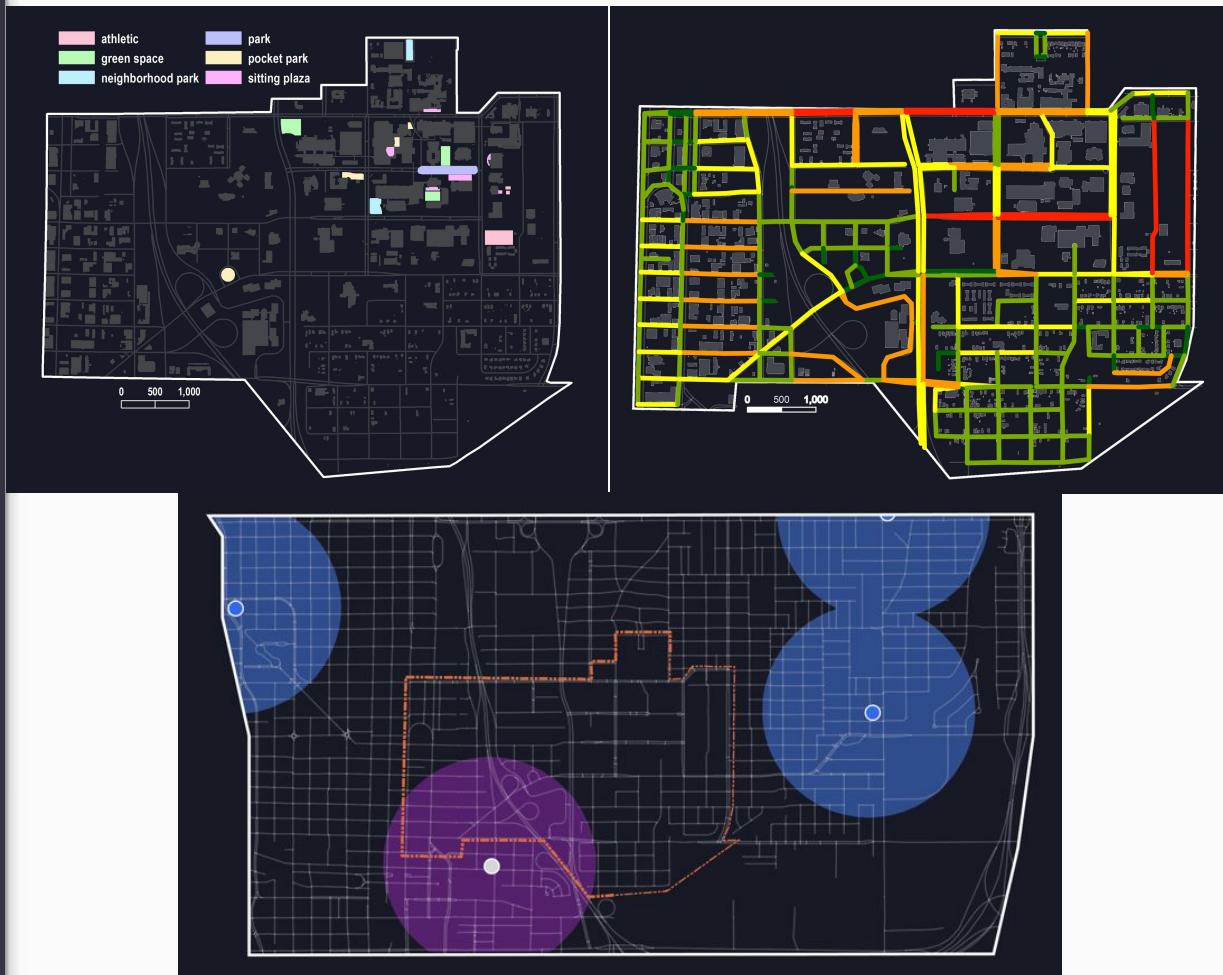
Neighborhood Hub

- Provide retail and social services that can be used by both district workers and adjacent residents
- Create inclusive public space with leisure and recreational uses serving a diverse population
- Focus synergistic job training and education opportunities for residents, and volunteer teaching and mentoring opportunities for workers



Other Analyses Performed

- Walkability
- Local Food Deserts
- Potential Open Spaces



Questions?

Thanks!

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