

QUALITY FOR EQUALITY

Jolene Kerr

A green softball with red stitching is positioned in the lower center of the frame, resting on a dirt field. The background is a blurred view of a baseball field with a white base visible in the distance. The entire image has a semi-transparent dark overlay.

PROJECT

Designing **Quality** for **Equality**. The project includes a redevelopment of the Women's College World Series. The area was converted into a sports entertainment district to advocate for women in sports, promote the sport of softball, and bring the community together.





BACKGROUND

PERSONAL CONNECTION

1

An understanding of the sport from an athlete and coaching perspective

2

Life lessons and a sense of confidence

3

Home away from home

4

Special bond with my dad



**WOMEN'S COLLEGE
WORLD SERIES**

1

Large tournament held in Oklahoma City since 1990

2

Iconic within the softball community

3

Sold out crowd every year

4

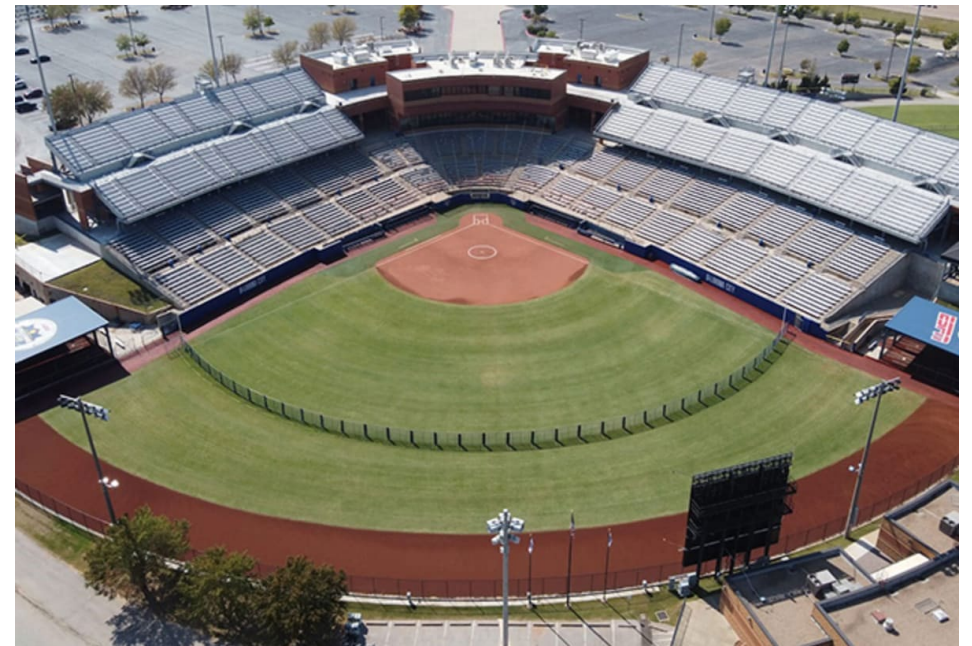
Seven-day tournament

INEQUALITY

Men's College World Series



Women's College World Series



MASSAGES FOR MEN, DOUBLEHEADERS FOR WOMEN

Men's College World Series

12 Days – 3 rest days

Golf Day, massages, parade
and large banquet dinner

\$131 million dollar facility

Women's College World Series

7 Days – 1 rest day

Small meal with appetizers

No showers

VIEWING COMPARISONS

2021 tournaments

Men's College World Series

Average viewers: 755,000

Most viewed game: 1.7 million viewers

Number of games with 1+ million viewers: 6

Number of games with 1.5+ million viewers: 1



Women's College World Series

Average viewers: 1.2 million

Most viewed game: 2.1 million viewers

Number of games with 1+ million viewers: 10

Number of games with 1.5+ million viewers: 6



A photograph of a baseball field, viewed from the pitcher's mound looking towards home plate. The field is brown dirt with green grass on the outfield. A white rectangular box is centered over the infield, containing the word "GOALS" in white, bold, uppercase letters. The background is slightly blurred and has a dark overlay.

GOALS

GOALS



ADVOCATE

Provide the basic necessities, and more, to give the female athletes a space they deserve.



PROMOTE

Bring attention to the game of softball through more media coverage and state of the art facilities



COMMUNITY

Creating a space that teams, officials, media, and fans will want to visit



SITE

OVERALL SITE

- Large iconic site
- Dead vegetation
- Lacks in a grand entry to the area





OVERALL SITE

- Location: Oklahoma City
- Adventure District
- Tourist Destination



LEGEND

-  GOLF COURSES
-  FIRE MUSEUM
-  ZOO
-  CAMPING
-  CASINO/HORSE PARK
-  RESIDENTIAL
-  SOFTBALL SITE
-  OPPORTUNITY AREA

SPORTS SITE

- Space is used for the Women's College World Series and the USA softball team.
- 4 fields – Main field and 3 secondary fields
- Lacks in basic facilities especially for athletes.
- Needs new and improved parking for large crowds



LEGEND

1. PARKING LOT
2. HALL OF FAME MUSEUM
3. MAIN CONCOURSE
4. FIELD 1
5. FIELD 2
6. PLAYER ENTRANCE
7. FIELD 3
8. FIELD 4



AREAS OF OPPORTUNITY

- 1. New and improved facilities for the athletes**
- 2. Improve parking**
- 3. Give a reason for people to stay in the area**



DESIGN SOLUTIONS

PROJECT PHASES

1

SPORTS

- Training Facility
- Main Field
- Secondary Fields (4)



INSPIRATION

2

ENTERTAINMENT

- Live! District
- Outdoor Concert Area
- Plaza



3

COMMUNITY

- Hotel

MASTER PLAN



SPORTS

- 1 MAIN FIELD
- 2 INDOOR TRAINING
- 3 SECONDARY FIELDS
- 4 SOFTBALL MUSEUM

STAY

- 5 HOTEL

FUN

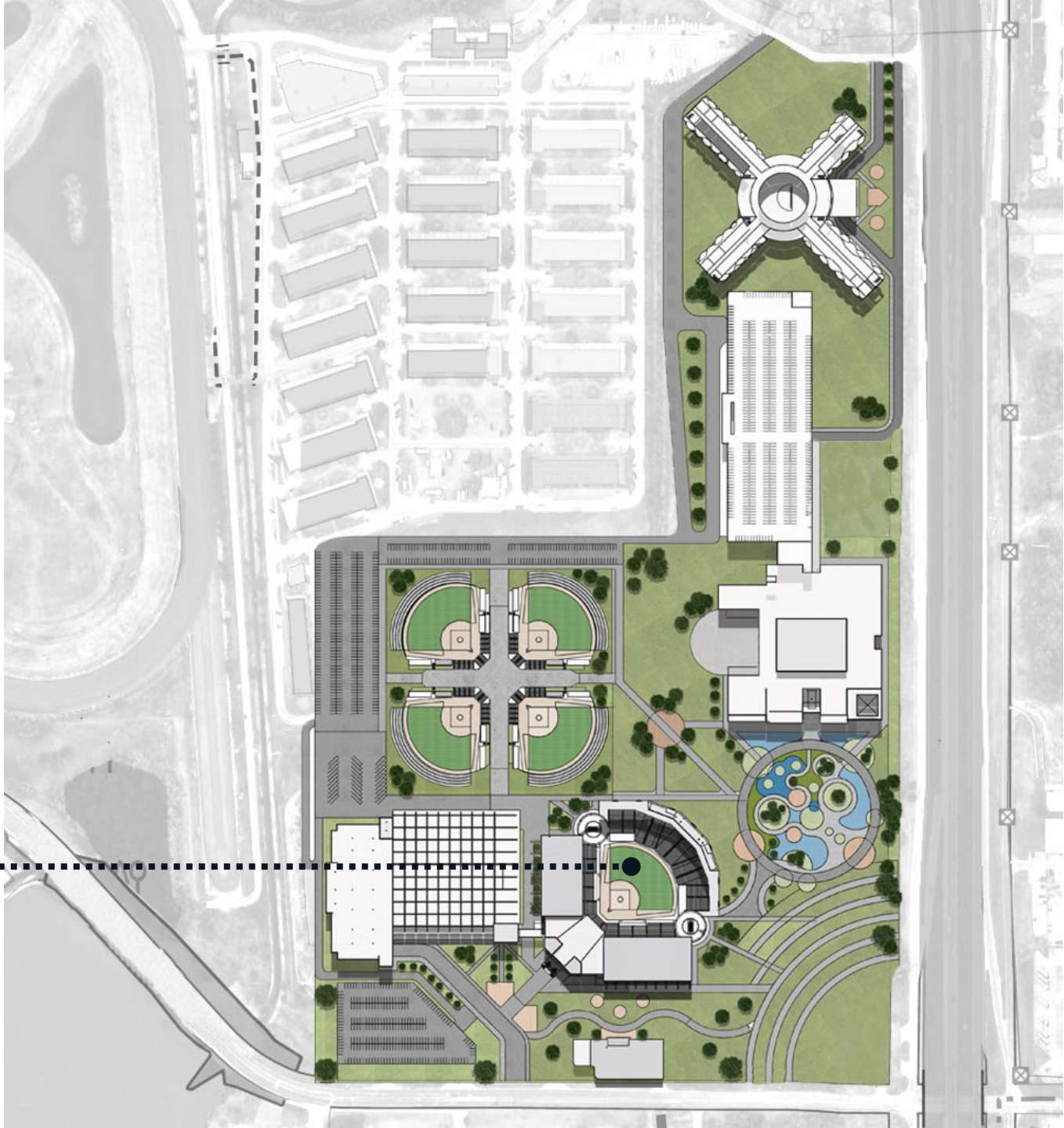
- 6 ENTERTAINMENT AREA

GREEN

- 7 PLAZA/GREEN SPACE

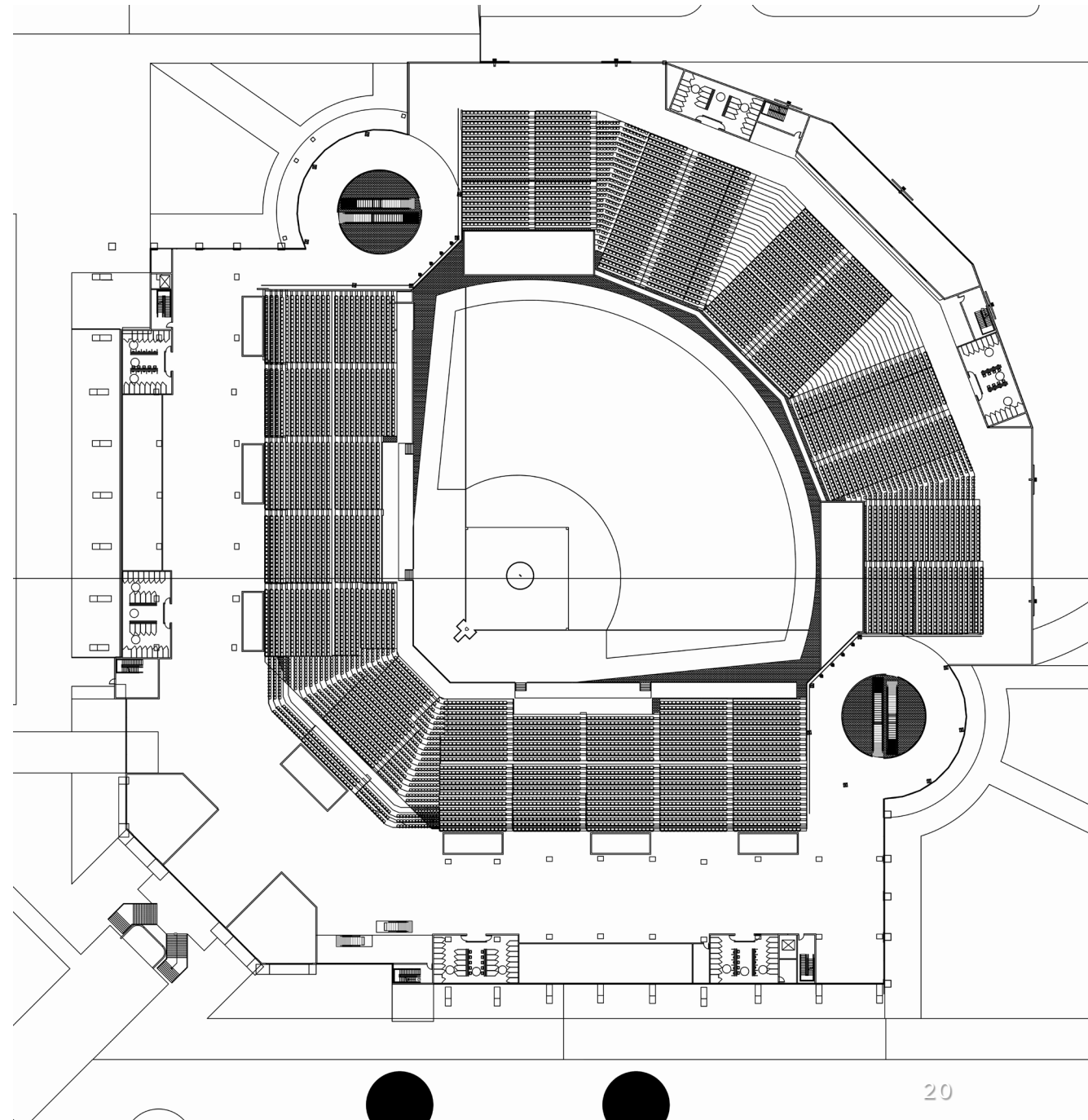
SITE

Main Field



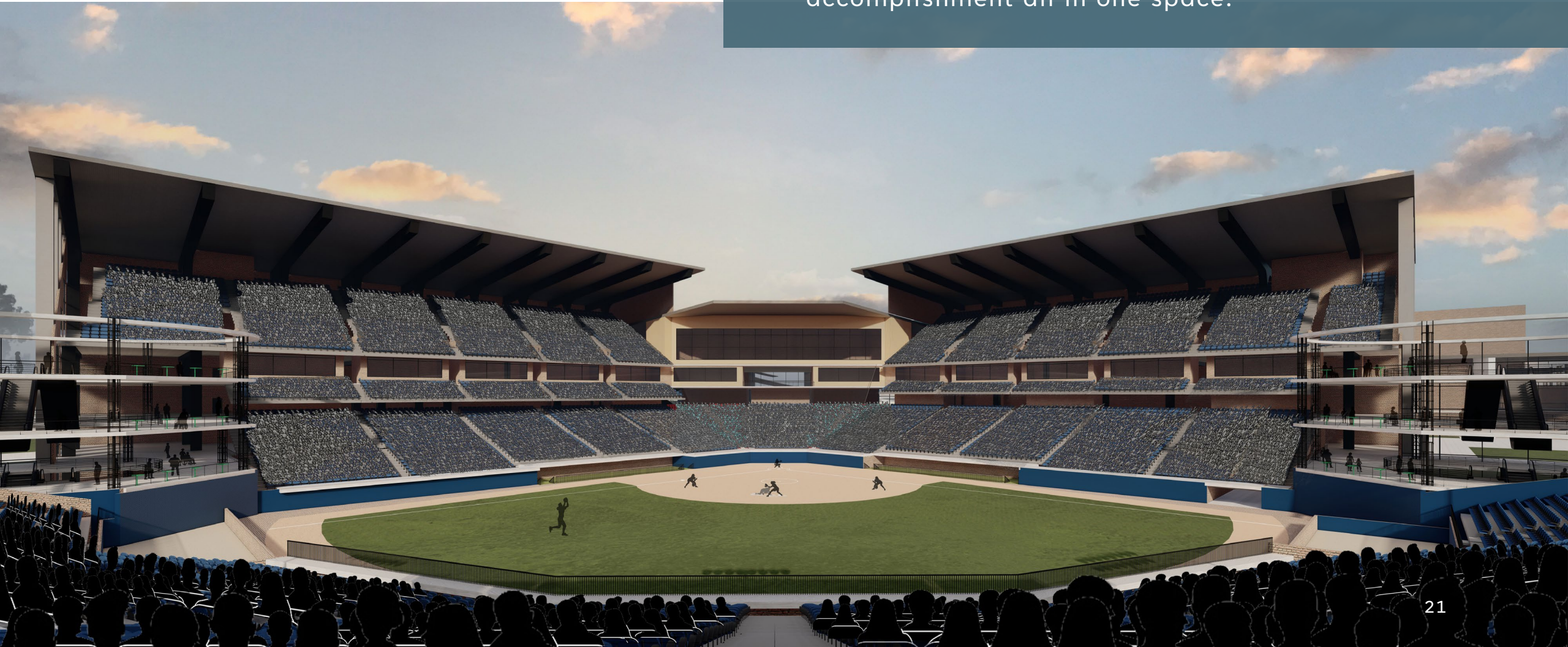
MAIN FIELD

- Large concourse with circulation and concessions
- Approximately 20,000 permanent seats
- 10 Large suites
- Media decks with a jumbotron
- 2 circulation cylinders with viewing decks
- Turf field with a tunnel to the training facility
- Large dugouts and bullpens



MAIN FIELD

A place that will provide the same feeling for everyone walking in. A place with excitement, nerves, happiness, sadness, cheering, tears and accomplishment all in one space.



MAIN FIELD

A fan's point of view walking into the stadium



MAIN FIELD

A player's point of view

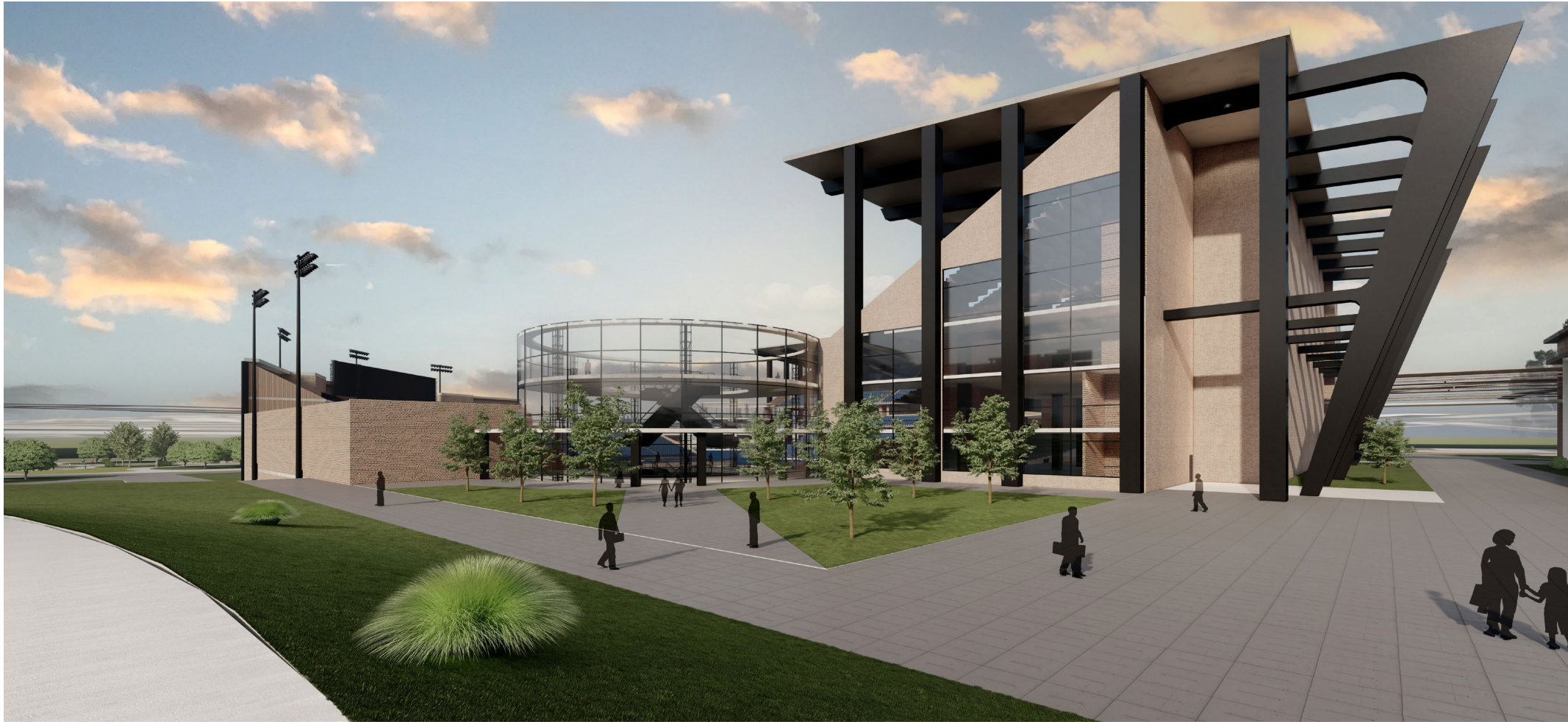


MAIN FIELD

The circular viewing decks are a unique space to view the game on the main field and secondary fields.

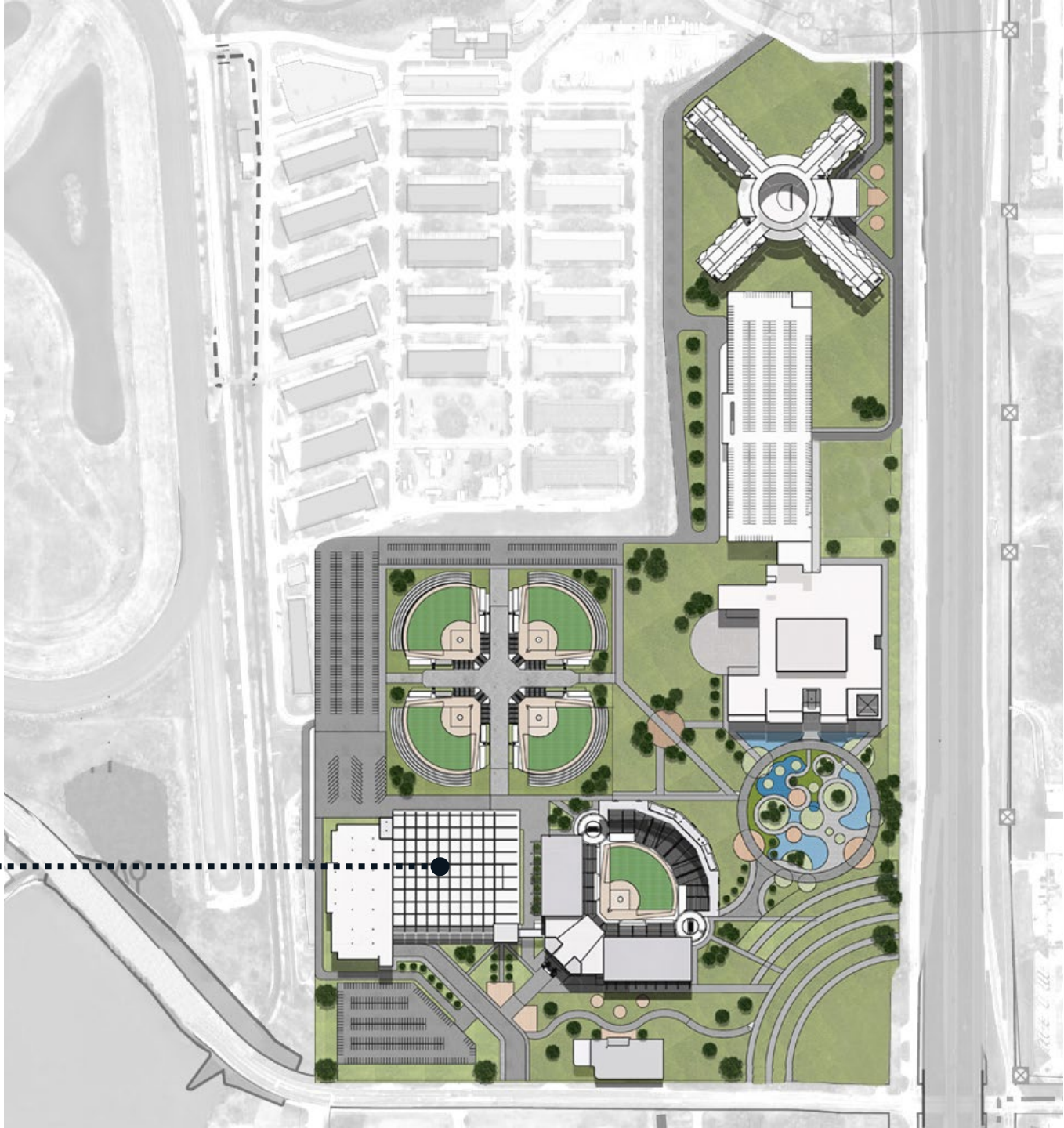


MAIN FIELD



SITE

Training Facility ●



TRAINING FACILITY

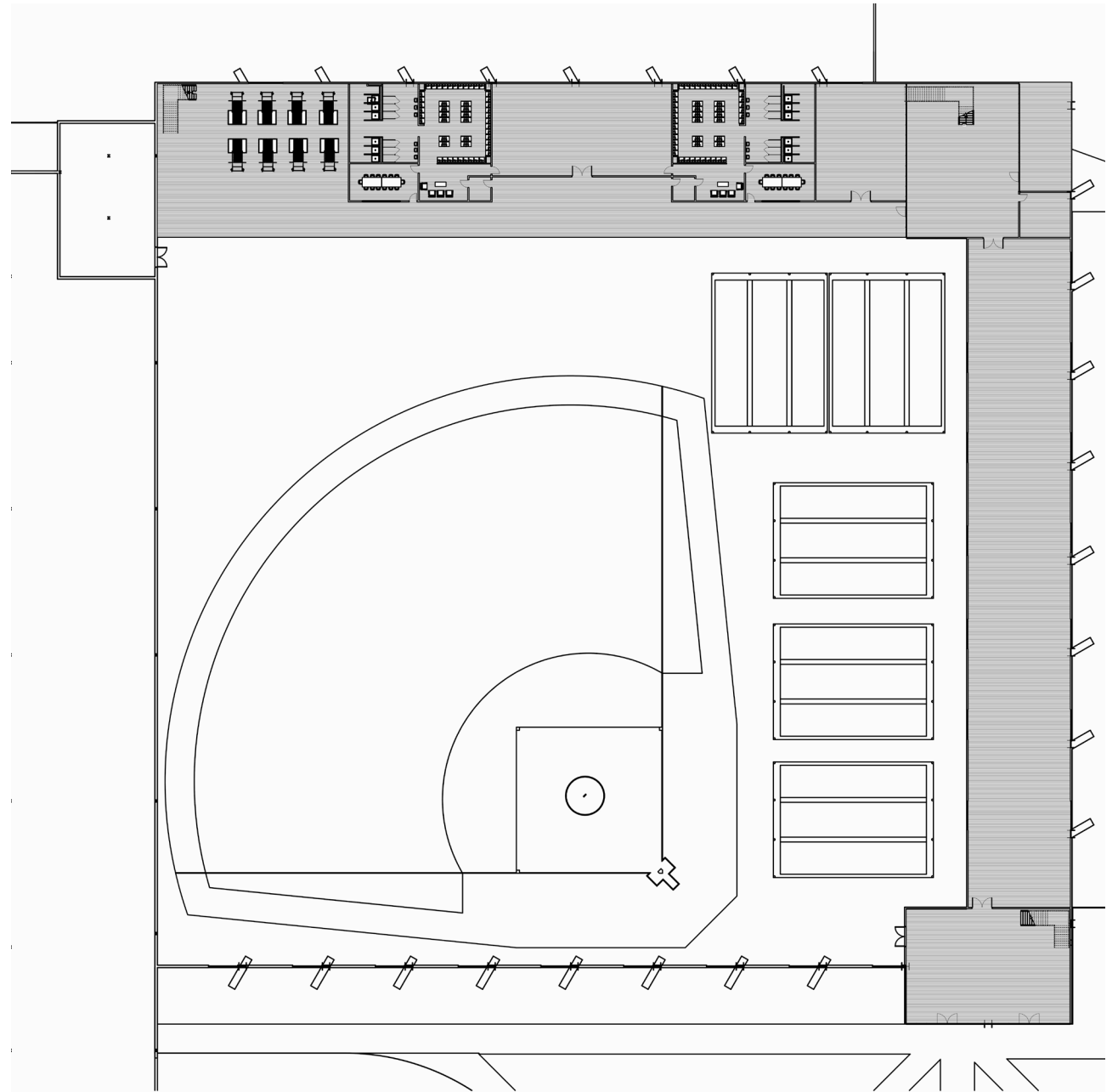
The training facility is a large indoor space capable of hosting multiple teams for tournaments, games, scrimmages, and camps.

The space is open to the public.

Indoor turf field and 16 batting cages.

Two large locker rooms with attached lounge space and meeting rooms

A lifting area and storage space.



TRAINING FACILITY

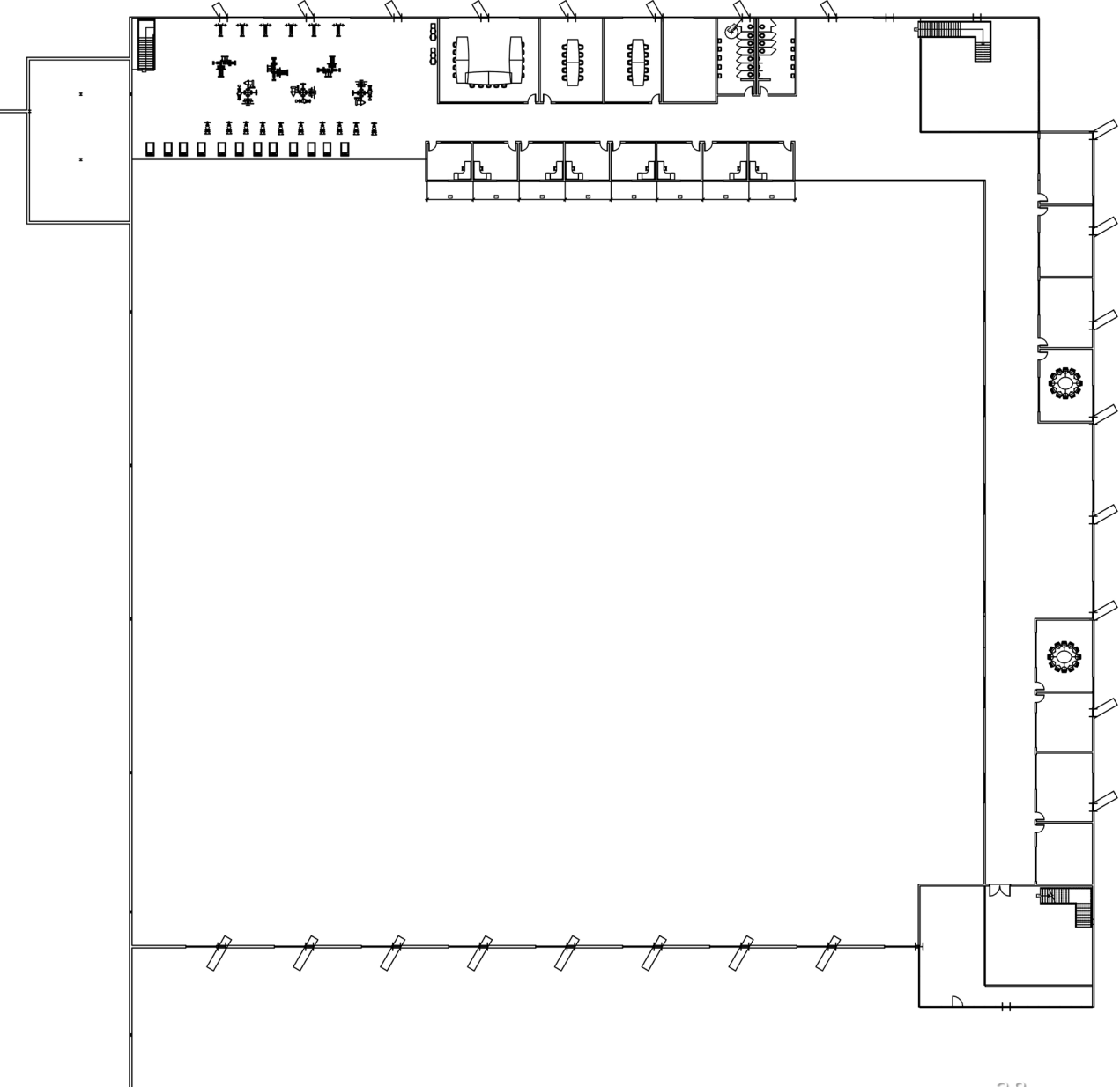
Loft area overlooking field.

Cardio and machine workout space

Multiple meeting rooms and offices.

Dedicated to teams, media, and workers.

Skywalk system connects directly to the media booth at the main field



TRAINING FACILITY

Entry to training facility and path to the secondary fields



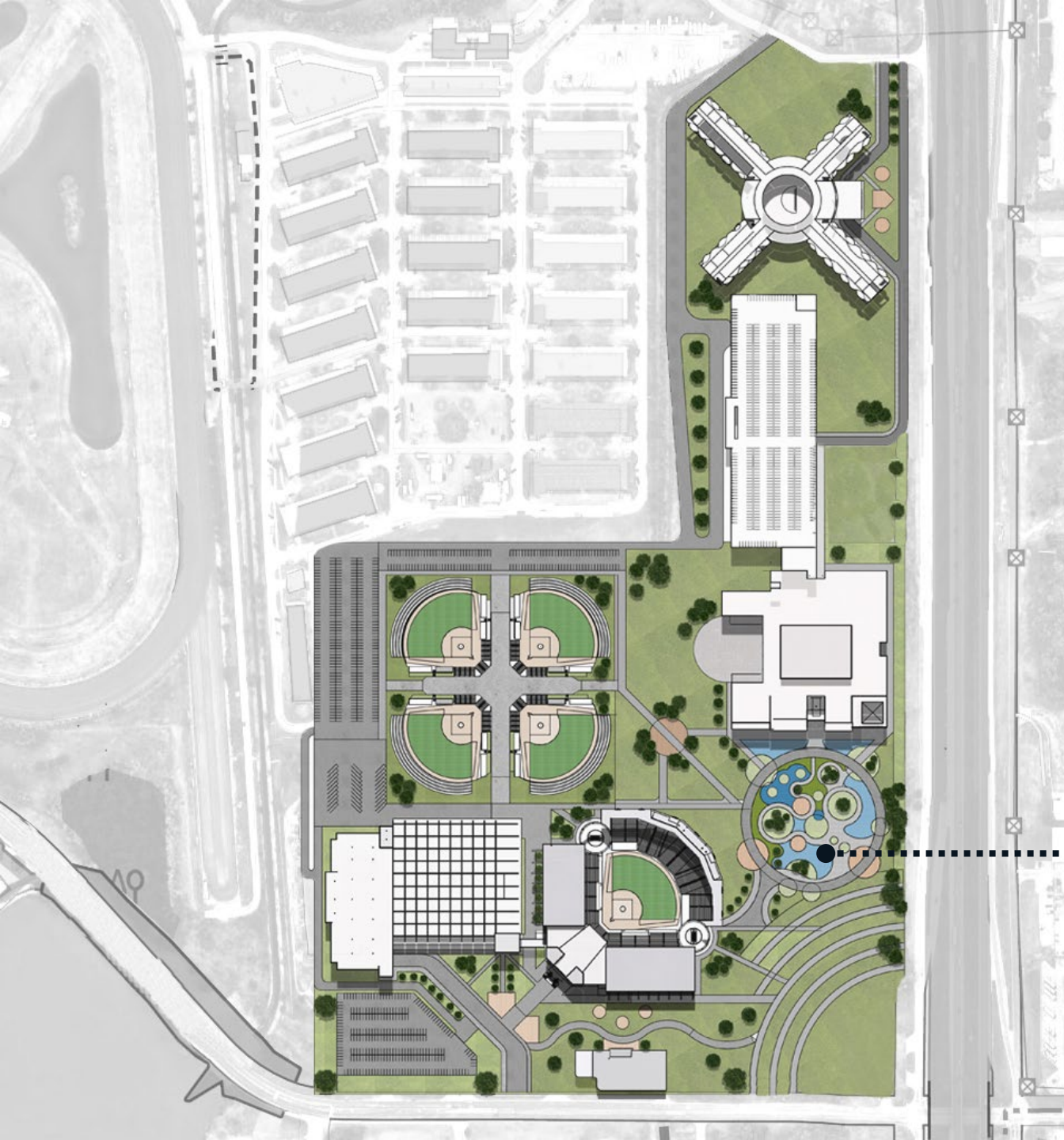
TRAINING FACILITY

Large facility open to the public



TRAINING FACILITY





SITE

● Plaza

PLAZA

Outdoor space
connecting multiple
venues.

New vegetation

Multiple materials with
different textures



PLAZA

Creating a community



PLAZA

Corner of site leading into the site and Adventure District



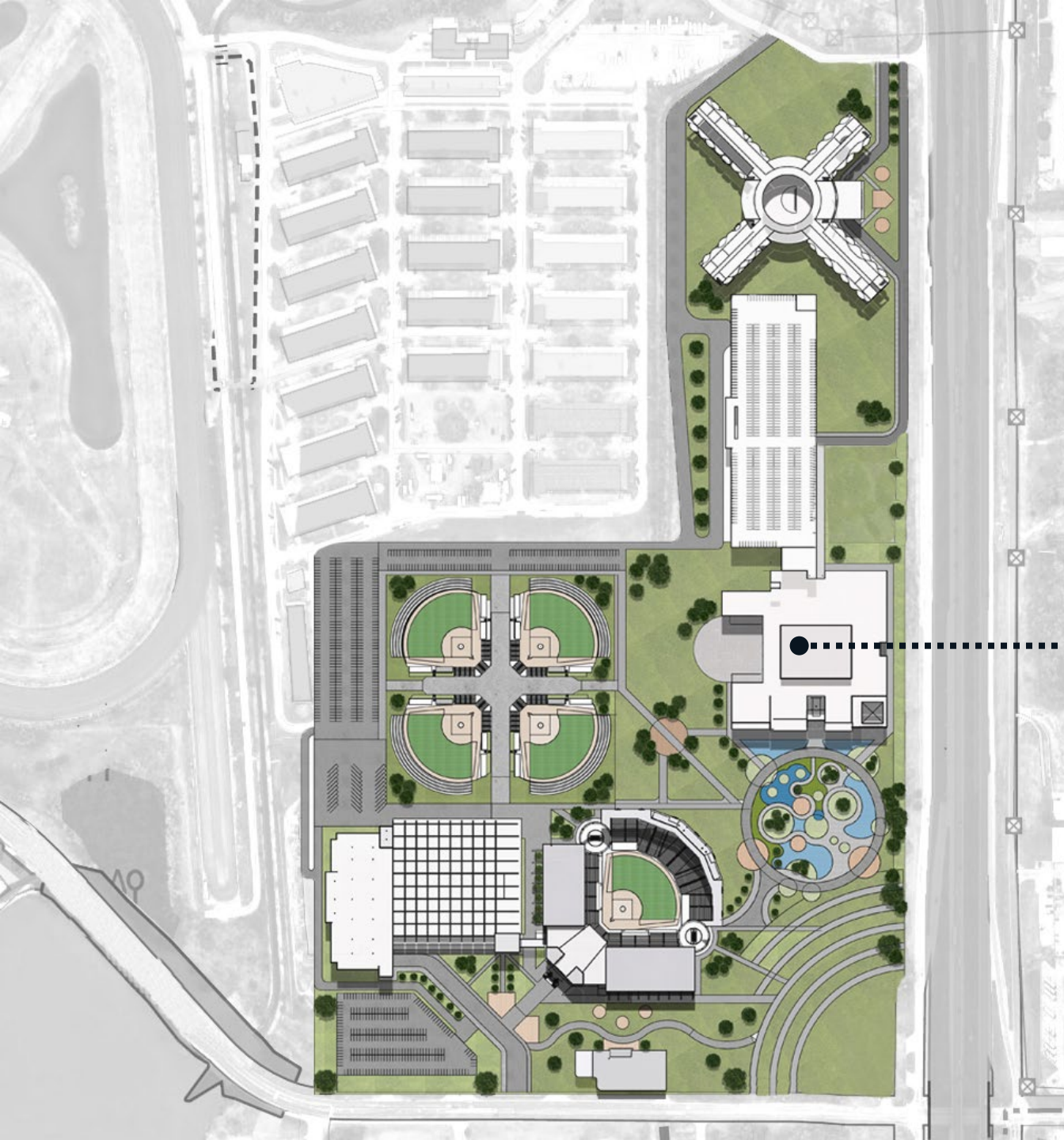
20XX

PITCH DECK

35

PLAZA

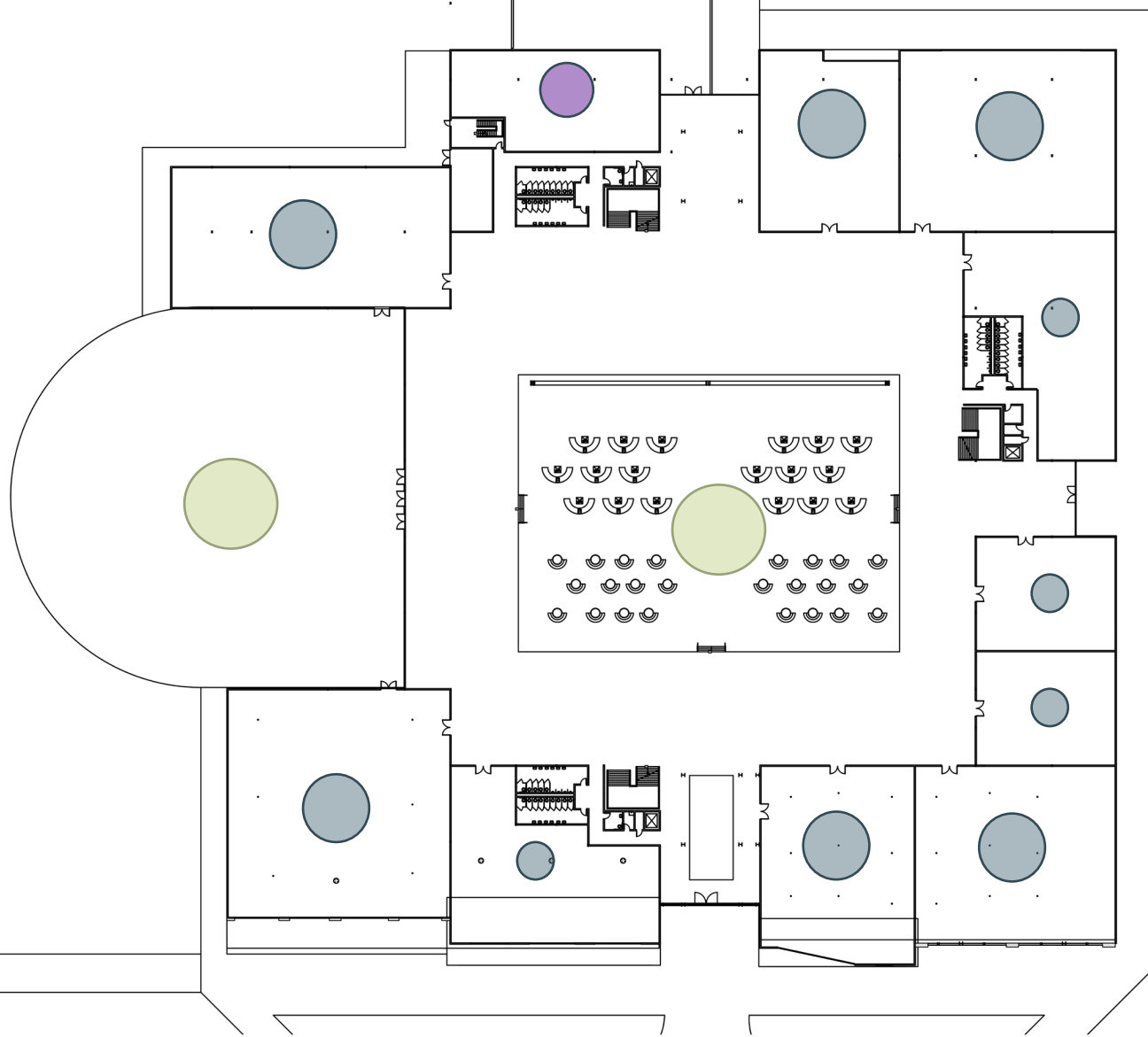





SITE


● Live!

ENTERTAINMENT



 Sports Viewing Area
Concert Area

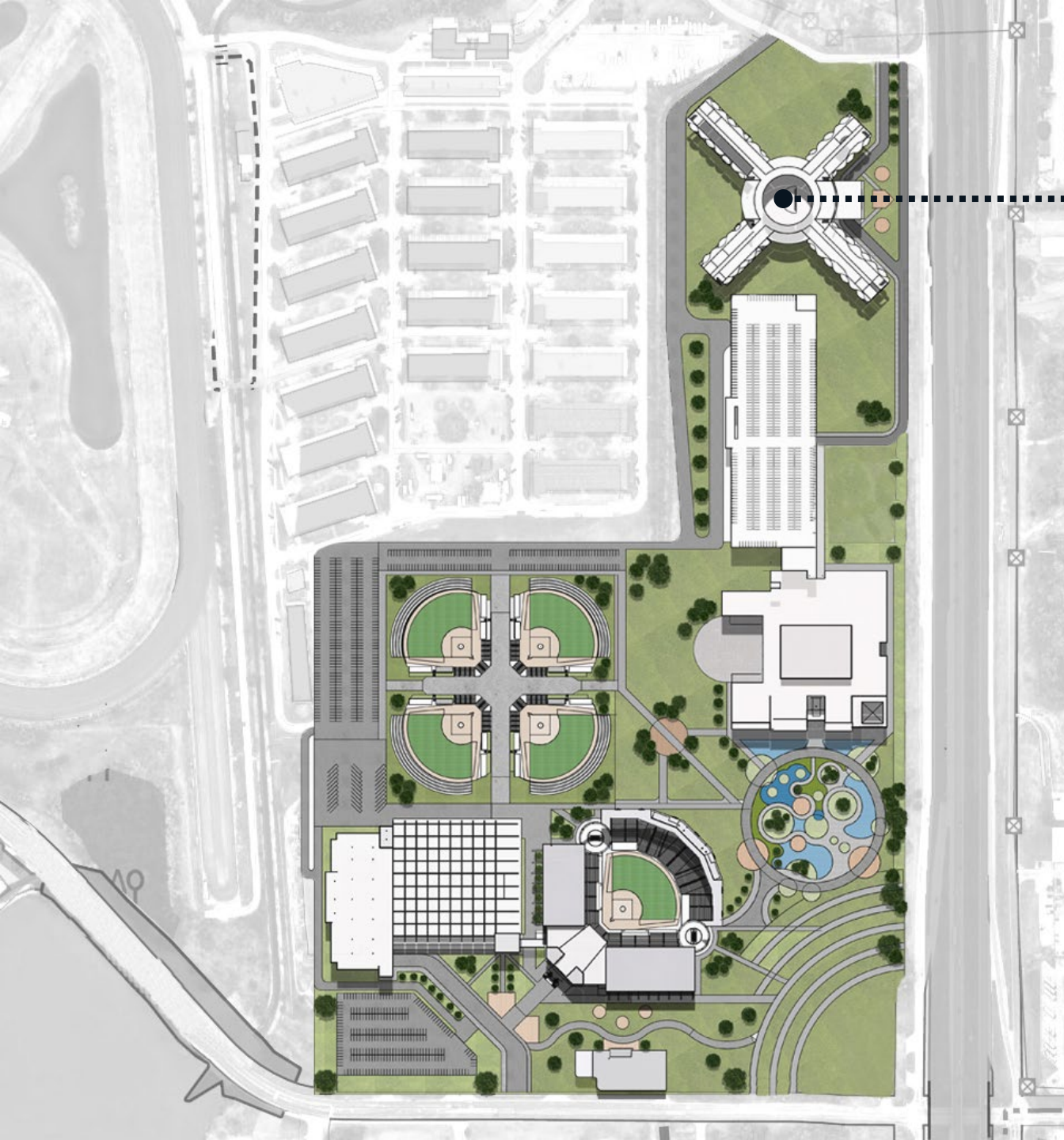
 Restaurants
Bars
Shops

 Services

LIVE!

Entertainment district lined with bars, restaurants, and retail. A space to relax and watch sports.





SITE

● Hotel

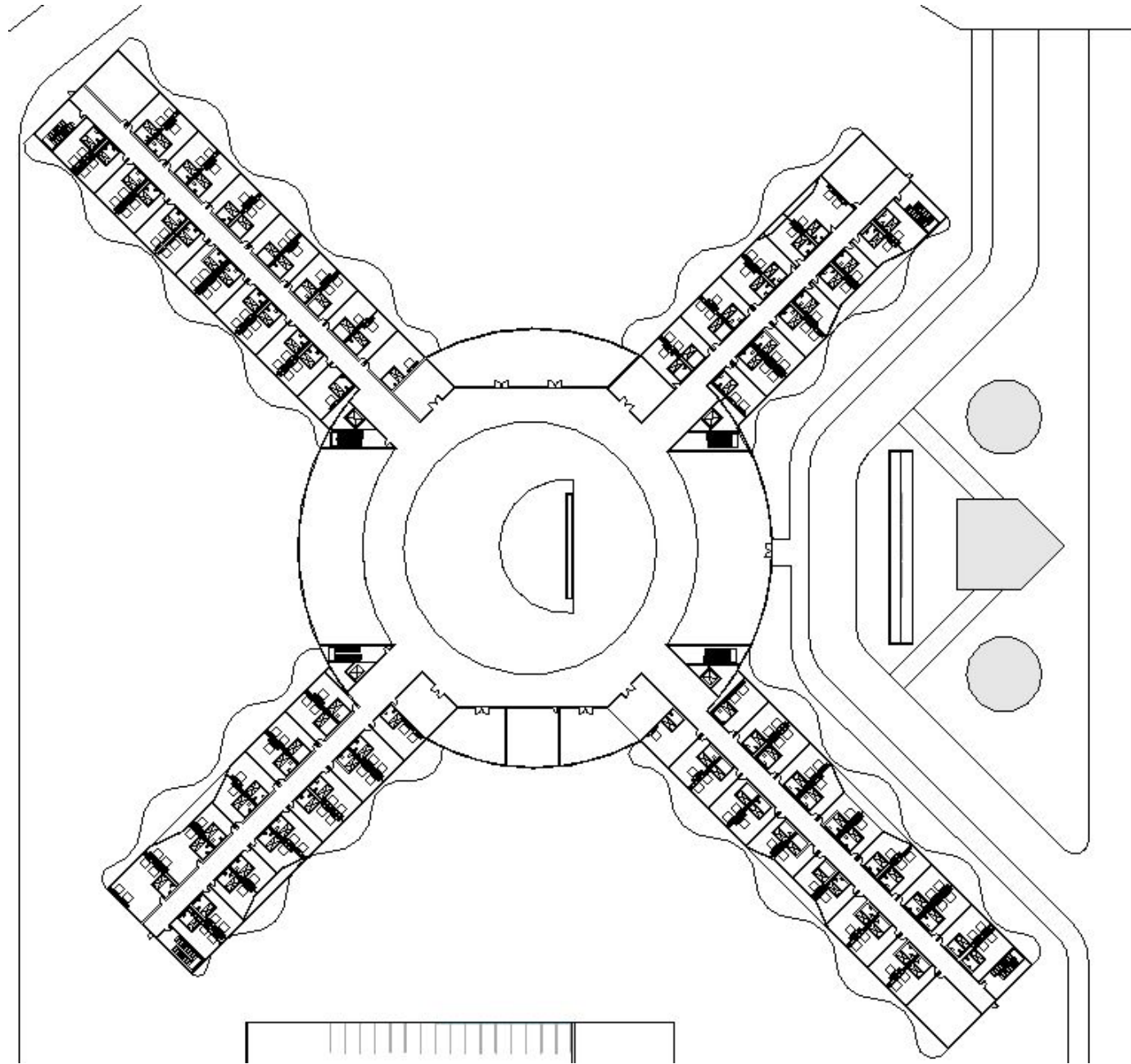
HOTEL

1,000 room hotel

Open lobby with multiple amenities

Banquet and meeting rooms for various events

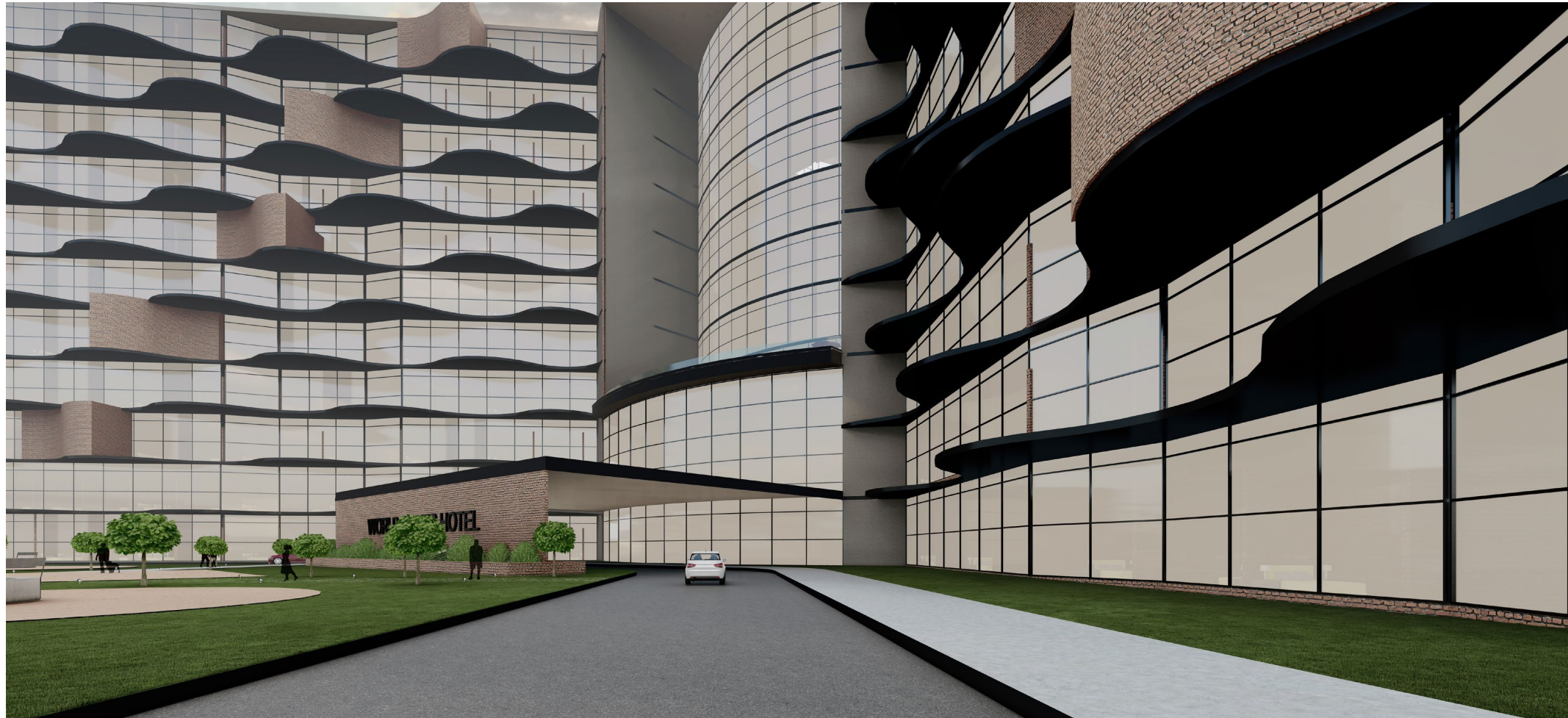
A place for fans, athletes, coaches, and visitors to stay.



HOTEL



HOTEL



THANK YOU

Jolene Kerr