



Communities for real life.

What we did:

PLANNING

Parks and Recreation Planning
Public Engagement

Recreation Plan

CITY OF ROYAL OAK, MICHIGAN

Royal Oak has a long history of championing park space. In 2022, the City enlisted McKenna to create a new vision for parks and recreation in the City, one that would be rooted in significant public and stakeholder engagement. The planning process was guided by the additional imperatives of sustainability, accessibility, and fiscal responsibility.

McKenna designed and executed a comprehensive engagement program that offered both virtual and in-person opportunities to relay stakeholders' aspirations for the future of their parks. More than 1,000 community members provided input virtually, and the team met with hundreds more residents in a series of Field Day events, individual interviews and focus-group discussions.

To accurately assess each of Royal Oak's recreational assets, McKenna created a GIS-based facility inventory that documented existing conditions and opportunities for facilities, sustainability and accessibility. Informed by that inventory, technical analysis and the engagement process, the team provided action plan recommendations both system-wide and specific to each individual park.

Underpinned by an authentic, community-supported vision, the plan provides a comprehensive roadmap for stewardship of the Royal Oak parks and recreation system for the next five-plus years.

