

PROJECT M4-TB010

MAPS 4 Beautification Master Plan

MAY 2025



The City of Oklahoma City

MAPS4

Prepared By
GUERNSEY & CIVIC BRAND



THE CITY OF OKLAHOMA CITY
APPROVAL SHEET

PROJECT M4-TB010
MAPS 4 BEAUTIFICATION MASTER PLAN

PREPARED BY:

Guernsey
5555 N. Grand Blvd.
Oklahoma City, OK 73112
405.416.8100

Civic Brand
Richardson, TX
214.586.0795



Paul Ryckbost, AICP, PE, PMP
Project Manager

RECOMMENDED FOR APPROVAL

David E. Todd, P.E.
MAPS Program Manager

Debbie Miller, P.E., Director
Public Works/City Engineer

APPROVED by the Council of The City of Oklahoma City this _____ day of _____, 2024.

ATTEST: **THE CITY OF OKLAHOMA CITY**

City Clerk

Mayor

Table of Contents

Introduction

01

Engagement Summary

05

Vision Strategy

10

Beautification Principles

15

Beautification Matrix

24

Project Recommendations

26

Executive Summary

The MAPS 4 Beautification Master Plan is a comprehensive initiative aimed at transforming the appearance and experience of Oklahoma City through targeted beautification projects. This plan, funded by the MAPS 4 program, is guided by community-driven principles that aim to enhance major corridors and public spaces throughout the city. With a budget of \$27.9 million, the plan emphasizes improving the daily experience for residents and creating a welcoming environment for visitors.

Project Overview

MAPS 4 is a debt-free public improvement program that is funded through a temporary penny sales tax approved by Oklahoma City voters in December 2019. A portion of this funding is dedicated to beautification efforts, which include a range of projects such as the creation of gardens, plazas, gateways, pedestrian bridges, public art, and updated landscaping along key corridors. These projects aim to improve the visual aesthetics, promote economic development, enhance community health, and increase property values to ultimately make Oklahoma City a more attractive and livable city.

Key Initiatives and Objectives

The master plan focuses on several key initiatives:

- **Community Engagement:** A robust eight-month engagement process involved over 3,500 residents through surveys, focus groups, and public events. This input was critical in shaping the vision and priorities of the beautification projects.
- **Vision Strategy:** The plan envisions a cohesive beautification strategy that encourages vibrant, people-centered spaces. By focusing on enhancing local culture, supporting tourism, and promoting sustainable practices, the plan aims to create lasting positive impressions on both residents and visitors.
- **Beautification Principles:** The plan is guided by principles that prioritize inclusivity, sustainability, connectivity, and functionality. These principles ensure that projects not only enhance the city’s appearance but also serve practical purposes such as improving pedestrian safety, providing shade and seating, and promoting social interaction.
- **Project List and Prioritization:** The master plan outlines various projects, including city entrance gateways, approaches to Will Rogers World Airport, pedestrian bridges, and key corridors like Route 66. These projects have been prioritized based on their potential impact, cultural significance, and community feedback.

Implementation and Sustainability

The implementation of the MAPS 4 Beautification Master Plan will occur in phases, with projects being rolled out progressively from 2025 to 2028. The plan also emphasizes the use of low-maintenance, sustainable materials to ensure long-term viability and minimal upkeep. A dedicated Beautification Matrix has been developed as a tool to evaluate and guide future projects, ensuring alignment with community values and strategic objectives.

Conclusion

The MAPS 4 Beautification Master Plan represents a transformative approach to urban beautification in Oklahoma City. By leveraging community input and focusing on strategic investments, the plan aims to enhance the city’s aesthetic appeal, encourage economic growth, and improve the quality of life for all residents. As these projects are implemented, Oklahoma City is set to become a model for urban beautification, showcasing the power of collaborative planning and sustainable development.