

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.

Introduction

The MAPS 4 Beautification initiative is a collaborative effort involving local planners, architects, designers, and consultants. This team, commissioned by MAPS 4, worked together to engage the public to create a community-driven Beautification Master Plan that identifies priority areas for beautification projects and details what these projects should include. With the help of OKC residents across all wards, we've developed an inclusive vision for beautification throughout our city!



Project Goal

WHAT IS MAPS 4?

MAPS 4 is a debt-free public improvement program funded by a temporary penny sales tax that will raise a projected \$1.07 billion over eight years.

Oklahoma City voters approved the sales tax to fund MAPS 4 in a special election on Dec. 10, 2019, moving forward with a unique and ambitious plan to transform our community. The temporary penny sales tax funding began in 2020 and ends in 2028.

More than 70 percent of MAPS 4 funding is dedicated to neighborhood and human needs; the remaining funds are for quality of life and job-creating initiatives. The MAPS 4 Citizens Advisory Board and its six subcommittees will guide MAPS 4 planning and implementation by making recommendations to the City Council. The Council has final authority on MAPS 4 projects.

The MAPS Investment and Operating Trust will develop a strategic investment plan to support long-term sustainable funding for MAPS 4 projects’ operational expenses and maintenance.

Visit okc.gov/maps4 for more information.

WHAT IS A BEAUTIFICATION PROJECT?

The MAPS 4 Beautification Master Plan was led by a team of local planners, architects, designers, and consultants commissioned by MAPS 4 to engage the public to identify beautification projects, develop solutions, and determine how those projects should be prioritized. Phase 1 consisted of several months of community engagement, during which we listened to Oklahoma City residents from every ward at open houses, at pop-up events, and online at BeautifyOKC.com. The project team then applied all the community input we received to this document in order to ensure that the MAPS 4 Beautification program is equitable, inclusive, and community-led.

So what is beautification? Beautification is the act of improving the appearance and experience in a place. There are many benefits from beautification, especially when it comes to first impressions and visual aesthetic; however, the community-wide benefits of beautification are the true value. Beautification projects create more interesting places, support community health, increase property values, encourage economic development, and ultimately create a better environment for residents and visitors.

BEAUTIFICATION: PHASE 1

MAPS 4 dedicates \$32.9M to beautification efforts along major corridors across Oklahoma City. MAPS 4 will help transform the appearance of Oklahoma City with targeted investments in beautification. The project will elevate our daily experience as residents and improve our first impression for visitors.

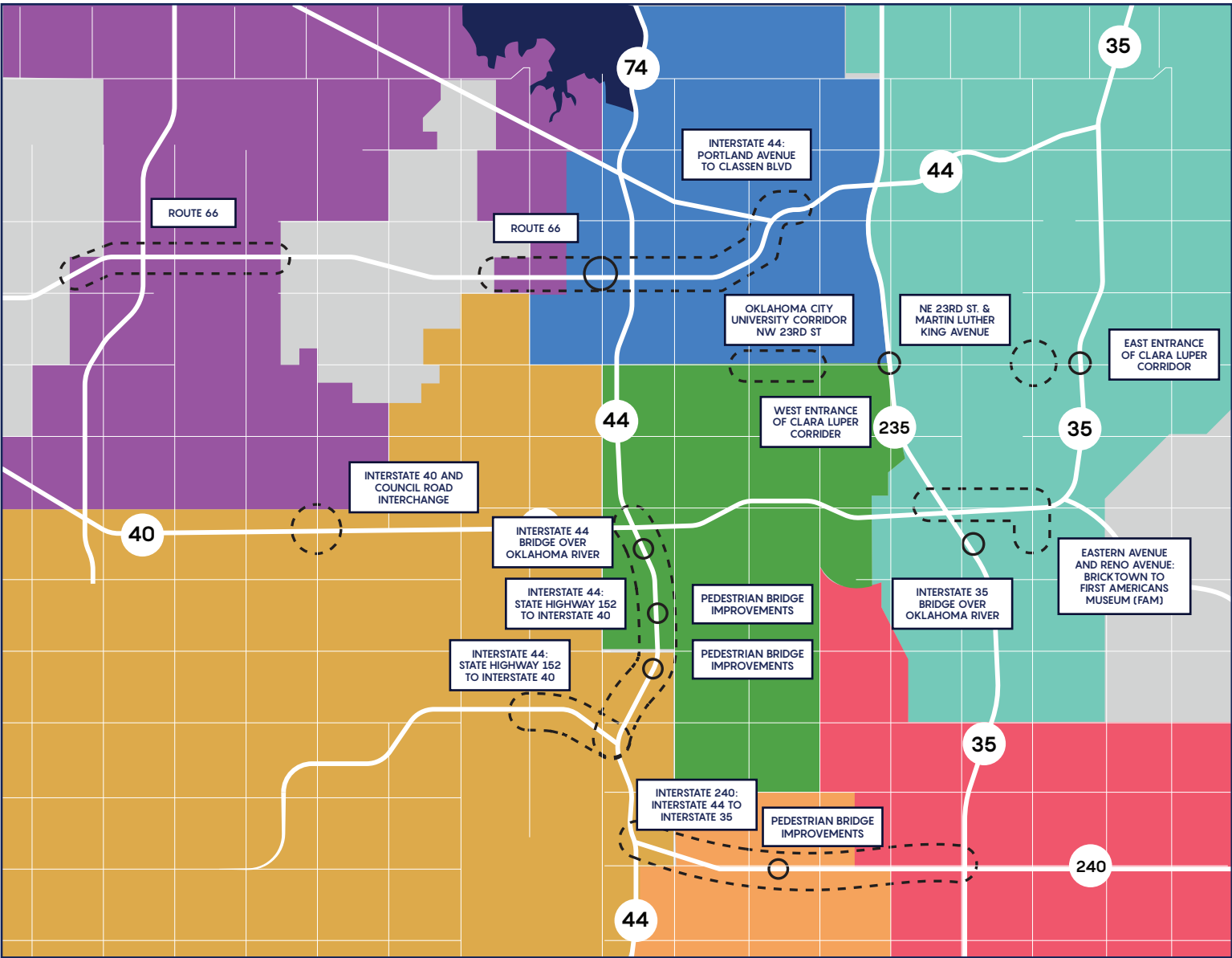
MAPS 4 includes beautification projects, which may include gardens, plazas, gateways, bridge enhancements, murals, landscaping, artwork, and more.

Potential Projects

As stated in the 2019 MAPS 4 Resolution of Intent, City Council allocated \$25 million* for beautification projects along major corridors to transform the appearance of the City, elevate residents’ daily experiences, and enhance the first impression of visitors. These projects may include, as funding allows:

- City entrance gateways along interstates (not shown on adjacent project location map)
- Approaches to Will Rogers World Airport (including the creation of the Bessie Coleman Garden near the airport, State Highway 152 from Meridian to I-44, and I-44 from State Highway 152 to I-40)
- Three pedestrian bridges over the interstates in south Oklahoma City
- I-240 from I-44 to I-35
- East and west entrances to the Clara Luper Corridor
- NE 23rd Street and Martin Luther King Avenue, including up to \$5 million for potential land acquisition and remediation of the northeast corner
- Oklahoma City University corridor along NW 23rd Street
- Reno Avenue and Eastern Avenue corridor between Bricktown and the First Americans Museum
- I-35 and I-44 bridges over the Oklahoma River
- I-44 from Portland Avenue to Classen Boulevard
- I-40 and Council Road
- Route 66
- Public art and/or monuments at key intersections, including a statue of Ralph Ellison
- Updated low-maintenance landscaping along key arterial roads (not shown on adjacent project location map)
- Trees (at least \$1 million) (not shown on adjacent project location map)

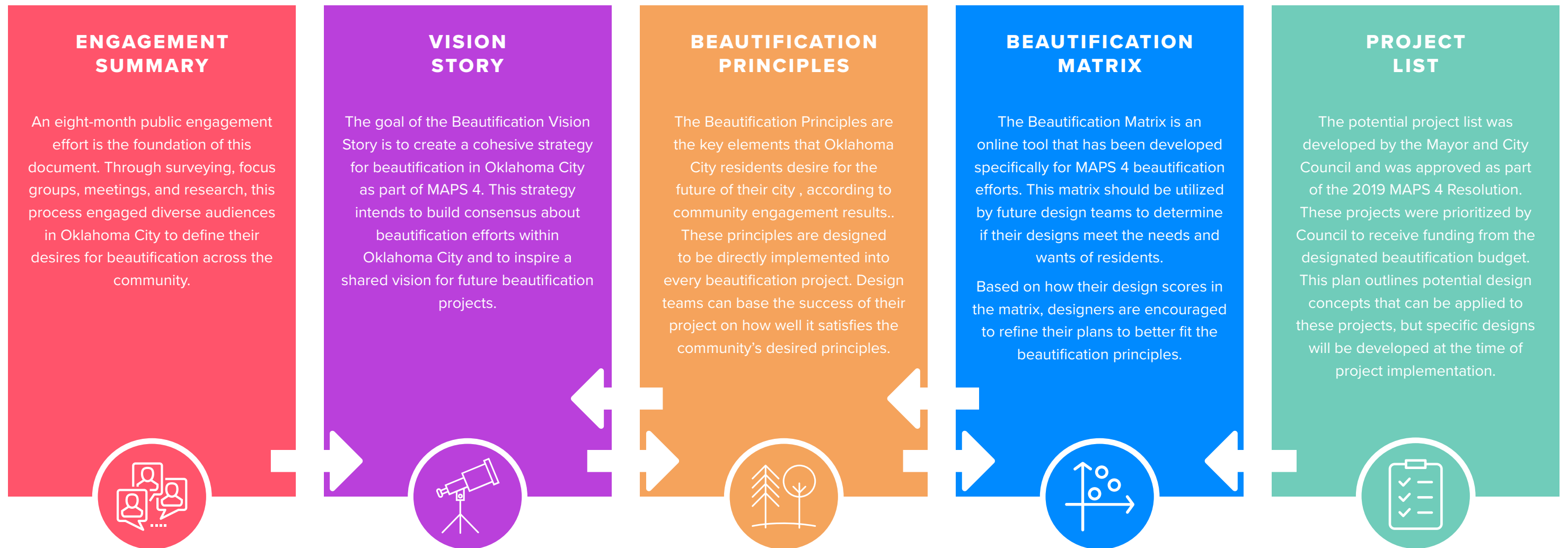
*In 2022, the budget increased to \$27.9 million



Source: MAPS 4 Implementation Plan, adopted by City Council September 14, 2021

How to Use this Master Plan

This master plan is designed to be utilized by design teams for future phases of the beautification project in MAPS 4. The plan should help inform future design teams about the desires and needs of the community. As illustrated below, the Vision Story, Beautification Principles, and Beautification Matrix outlined in this plan were developed according to extensive community engagement, so those themes should be implemented within each project in the MAPS 4 Beautification project. Furthermore, the Beautification Principles and Matrix can serve as guidelines and decision-making tools for beautification projects not associated with MAPS 4 throughout Oklahoma City. However, this master plan is not a replacement for project-specific community engagement; rather it provides a foundation to supplement neighborhood-level engagement.



MAPS4

Engagement Summary

Community Engagement

Public engagement is the foundation of the Vision Story’s process. Our approach to engagement is guided by a quote from the famous activist Jane Jacobs: “Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.” For this process, it was a priority to actively engage and connect with residents and diverse stakeholders throughout the city to gain a deep and authentic understanding of Oklahoma City.

To accomplish this, we took a “roll-up-your-sleeves” approach, which meant walking around downtown, neighborhoods, and districts, attending public events, and talking to business owners, young families, retirees, minority groups, and people from various cultural and ethnic backgrounds. Our goal was to identify what improvements residents and visitors would like to see — what are the commonalities, and what are the differences? What does Oklahoma City look like and have to offer residents and visitors? When visitors fly into Oklahoma City or drive through neighborhoods, what impression does Oklahoma City give? What areas need beautification improvements? How do residents feel about living here? These are just some of the questions that were asked during the engagement process.

The best decisions aren’t made in a vacuum, and that’s especially true for community projects. It’s important to hear from each ward about why they love living, working in, or visiting Oklahoma City. Through a digital platform that hosted a city-wide survey, multiple focus groups, one-on-one meetings, public events, and open houses, we compiled over 3,500 results along with in-person feedback to determine the overall vision for beautification in Oklahoma City.



Photo Sources: Guernsey and CivicBrand Staff

Community Engagement

Community survey

- Available online
- Offered in English and Spanish
- 3,500+ total responses

Canvassing

- Canvassed businesses in all Oklahoma City wards to advertise BeautifyOKC.com

Open houses

- 2 open house events at OKC public libraries

Pop-up events

- Attended 8 community events:
 - ▶ Asian District Night Market Festival
 - ▶ East Side Farmers Market
 - ▶ Ward 7 Town Hall
 - ▶ OKC Farmers Market
 - ▶ Plaza District Festival
 - ▶ Lower Scissortail Park Opening
 - ▶ South OKC Chamber of Commerce
 - ▶ Festival de Vida y Muerte (Day of the Dead Celebration)

Focus groups

- Hosted 3 focus group meetings with 24 local organizations total
 - ▶ Greater OKC Chamber of Commerce

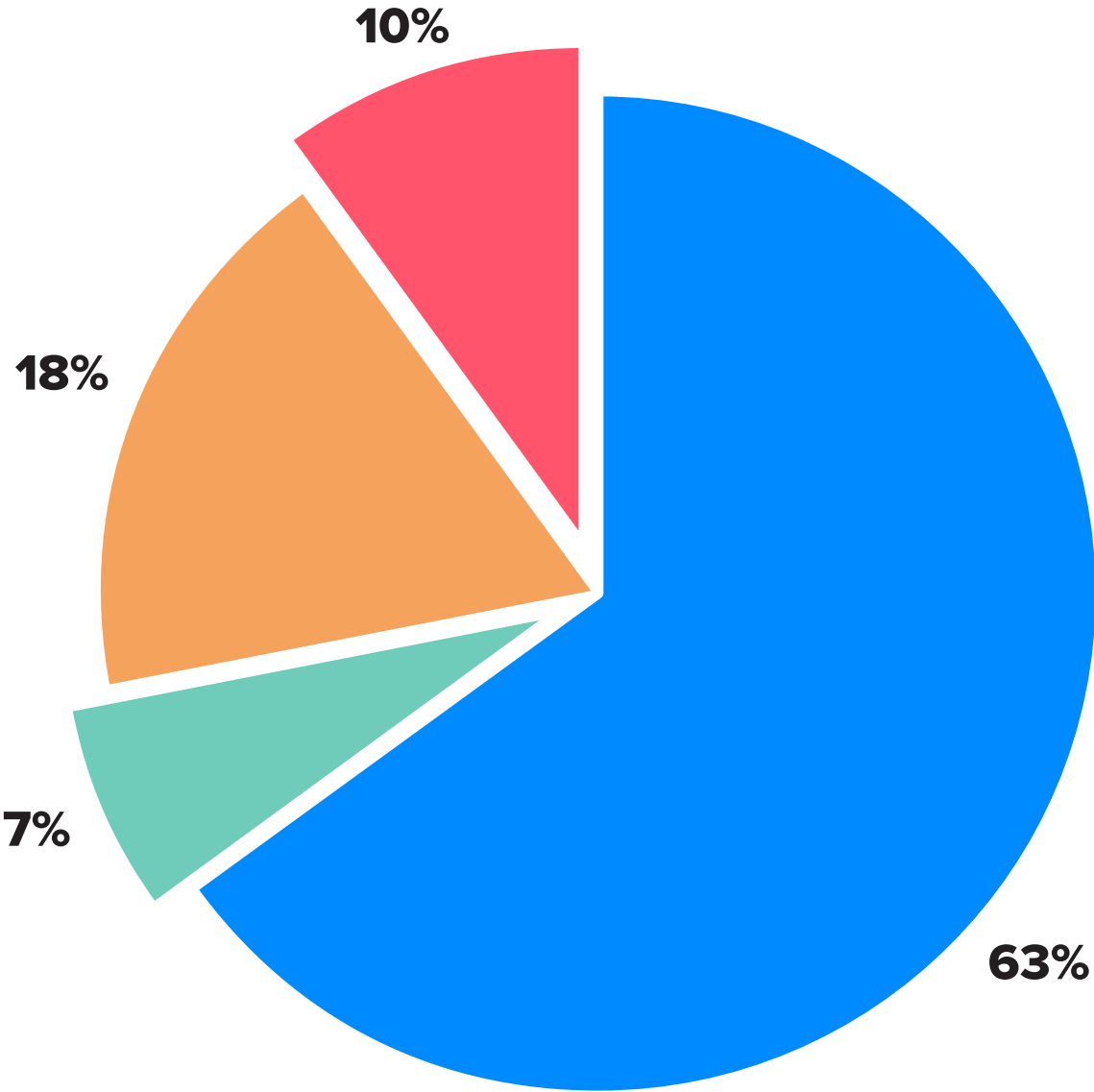
- ▶ The Alliance for Economic Development of OKC/ OCURA
- ▶ NW OKC Chamber of Commerce
- ▶ South OKC Chamber of Commerce
- ▶ Neighborhood Alliance
- ▶ Urban League of OKC Young Professionals
- ▶ OKC Black Alumni Coalition
- ▶ Urban Land Institute of Oklahoma
- ▶ American Institute of Architects Central OK
- ▶ Allied Arts OKC
- ▶ OKC Beautiful
- ▶ OKC Arts Council
- ▶ Scissortail Park Foundation
- ▶ Myriad Gardens Foundation
- ▶ OKC Community Foundation
- ▶ Visit OKC
- ▶ Oklahoma Tourism and Recreation Department
- ▶ National Cowboy and Western Museum
- ▶ OKC National Memorial
- ▶ Myriad Botanical Gardens
- ▶ OKC Museum of Art
- ▶ Ollahoma Contemporary Arts
- ▶ Scissortail Park



Photo Sources: Guernsey and CivicBrand Staff

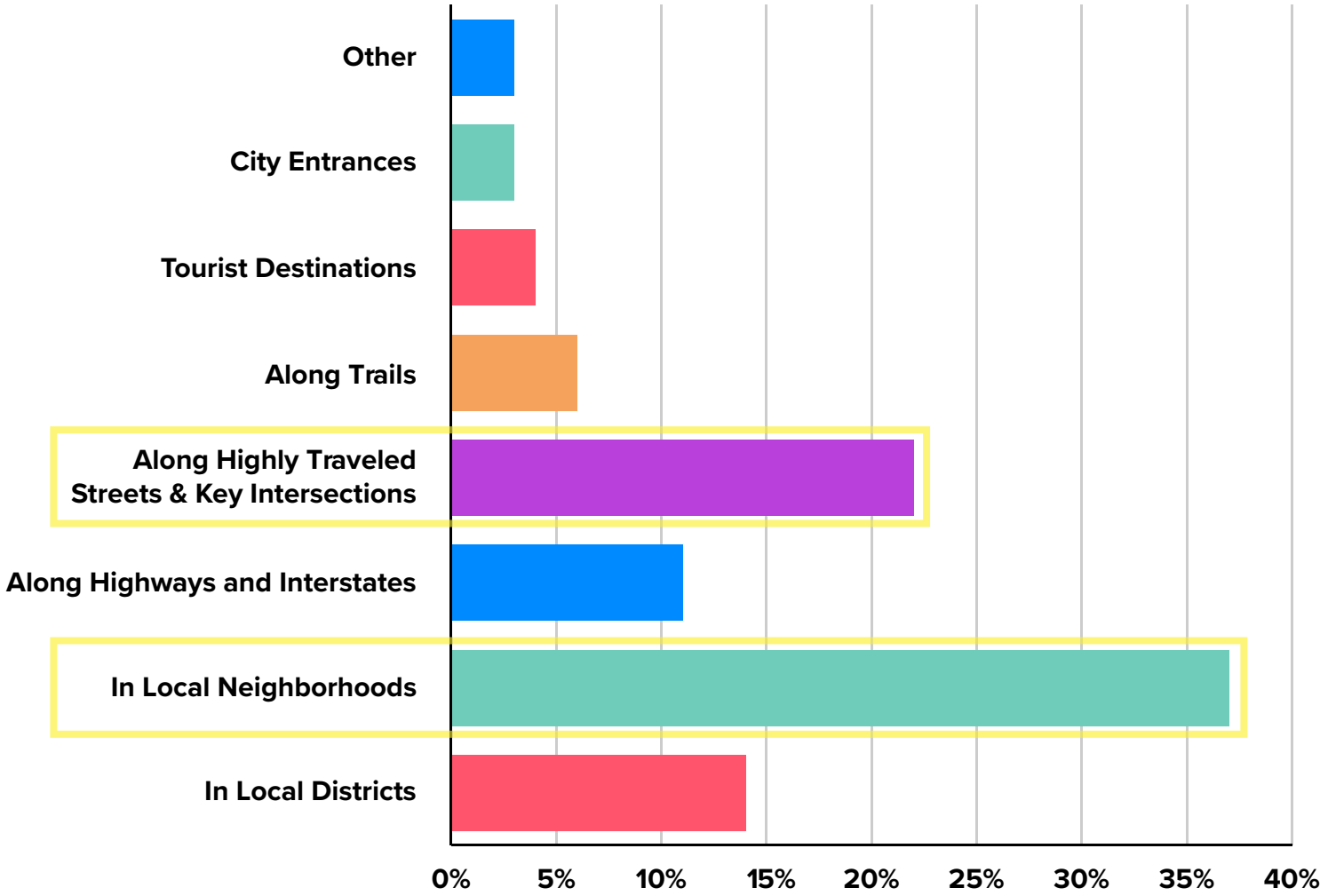
WHERE DO YOU WANT
TO SEE BEAUTIFICATION
IMPROVEMENTS?

- Where I live
- Where I spend free time
- Other
- Where I work



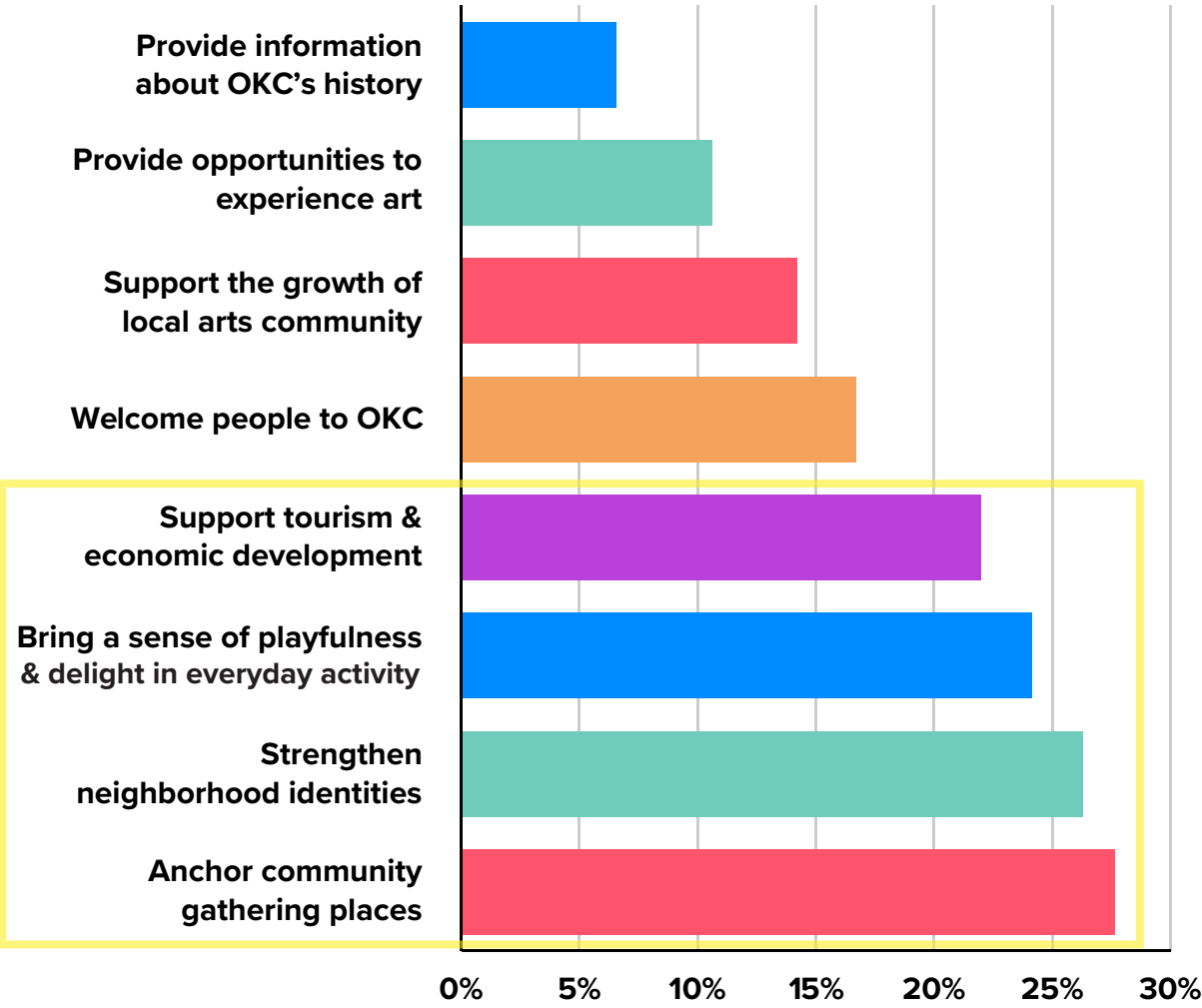
In response to the question, “Where do you want to see beautification improvements?” the majority of respondents selected the category, “Where I live.”

WHERE DO YOU BELIEVE
BEAUTIFICATION SHOULD BE
PRIORITIZED IN OKLAHOMA CITY?



In response to the question, “Where do you believe beautification should be prioritized in OKC?” the categories “In Local Neighborhoods” and “Along Highly Traveled Streets & Key Intersections” were selected the most.

WHAT DO YOU BELIEVE THE ROLE
OF BEAUTIFICATION SHOULD BE IN
OKLAHOMA CITY?



In response to the question, “What do you believe the role of beautification should be in OKC?” the categories “Anchor community gathering places,” “Strengthen neighborhood identities,” “Bring a sense of playfulness & delight in everyday activity,” and “Support tourism & economic development” were selected the most.

MAPS4

Vision Strategy

A Strategy for Beautification in Oklahoma City

The goal of the Beautification Vision Strategy is to create a cohesive strategy for beautification in Oklahoma City as part of MAPS 4. One challenge in creating a community vision strategy for beautification is that the concept can be defined and implemented in various ways. This strategy aims to create consensus and a collective vision for future beautification projects based on community engagement

In simple terms, city beautification means making a city look and feel better. Through the community engagement process, it was revealed that Oklahoma City residents envision bold and solution-oriented beautification. If approached correctly, city beautification can foster greater interaction among neighbors from diverse backgrounds, enhance vibrancy, and create an overall city aesthetic that attracts new residents, improves the quality of life for current residents, supports economic development, and nurtures a sense of community. According to data collected from community engagement efforts, this is the role residents envision for beautification. Beautification can occur citywide or within a neighborhood, but at any scale, the most

effective efforts involve multiple entities, including community members, throughout the curation and creation process.

When considering beautification projects for MAPS 4, the City of Oklahoma City concluded that public art and streetscaping have proven to be successful economic development tools (City of Oklahoma City, *planokc*). Therefore, the city currently prioritizes beautification efforts through streetscaping bond projects, a 1% for art ordinance, partnerships with OKC Beautiful, and special projects like SkyDance Bridge. However, many highway and arterial corridors predate modern beautification efforts. These “left behind” corridors contribute to a negative impression of Oklahoma City’s aesthetic appeal.

As Oklahoma City continues to grow, it faces new challenges in balancing livable spaces that meet the needs of residents and visitors. Land use is under pressure to support various, often competing needs. From housing to open space, economic development to quality of life, cars to pedestrians, and fostering growth while maintaining character, there are

numerous considerations. All these needs must be met with limited resources and done so in a way that promotes public health and well-being while also remaining financially and environmentally sustainable.

To address these challenges and community needs, MAPS 4 Beautification projects should use beautification and placemaking to anchor community gathering spaces, support tourism and economic development, and enhance neighborhood identities. Placemaking should focus on creating attractive, engaging public spaces that foster social interaction and community engagement. Using low-maintenance and sustainable materials can ensure long-term success and impact for beautification projects.

Furthermore, MAPS 4 Beautification projects should consider how to enhance the experience of getting from one place to another. Connecting existing places and destinations with beautification efforts will improve the overall aesthetic of the City and encourage both locals and visitors to travel to more places throughout the City.

Ultimately, the vision of MAPS 4 Beautification is not to create a few one-off projects that appeal to the desires and needs of a few but to create transformative and systematic change for how beautification is implemented in future projects across Oklahoma City.

By creating a shared vision for beautification, Oklahoma City can adopt a collaborative approach to enhance future projects related to beautification, planning, and streetscapes. The MAPS 4 Beautification Vision Strategy is intended to be used as a decision-making tool for enhancing or improving design concepts for MAPS 4 and other city-led projects. The goal of this plan is to elevate design concepts to include community-focused beautification. The following pages will further explain and outline the vision and beautification principles identified through the MAPS 4 Beautification engagement process.

Beautification for Locals is Beautification for Visitors

While a key goal of beautification is to attract and enhance the experience of visitors, the most effective and equitable beautification begins with locals. Locals understand the small details that make a place special, and beautification and placemaking involve uncovering the identity that is already there - even if it only lies in potential - and packaging it in a way that tells the story of what makes Oklahoma City unique. When that story is authentic and built for locals first, that’s what makes a place attractive to visitors: They want to be part of it. Therefore, when identifying beautification design concepts, local preferences should be considered a higher priority than visitor preferences. Tourism will see a positive effect by designing for locals first.

When engaging Oklahoma City residents, Scissortail Park, Myriad Gardens, and the City’s local districts were called out as places residents are most proud of. These places are also the top-promoted locations on the Oklahoma City Convention and Visitors Bureau’s website. While these are large and highly managed spaces, their design and functionality for both residents and visitors serve as an example for the spirit of future beautification projects of many scales.

BEAUTIFICATION CAN ATTRACT TALENT, TOURISM, AND INVESTMENT

AWARENESS

CONSIDERATION

EXPERIENCE

AMBASSADOR

When designing for locals and visitors, beautification projects should employ a funnel stage system that centers a user’s complete experience and relationship with a space. These four stages are awareness, consideration, experience, and ambassadorship. This system will help designers analyze how to improve a user’s awareness, understand the options and considerations different users have, examine how to enhance the experience once they choose a place within Oklahoma City, and finally, create opportunities for the user to share their experience with friends and family. By following this user-centered approach, beautification efforts can not only increase the overall aesthetic of the city but also build ambassadors who promote Oklahoma City as a destination.

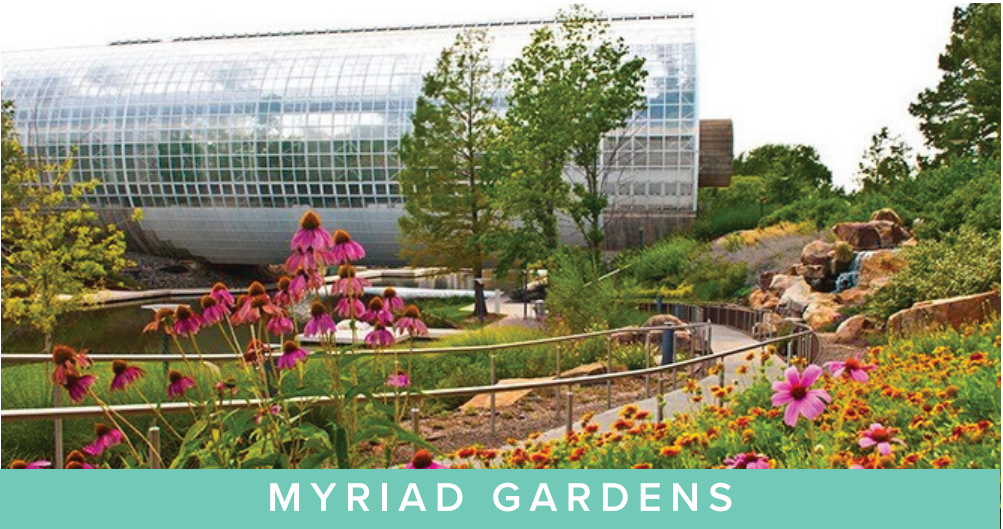


Photo Sources: Greater Oklahoma City Chamber; KeepMoving OKC; Oklahoma City Retail

People-Centered Places

People centric urban design is a process that prioritizes the user experience and needs of individuals. It considers how people use a space, how it makes them feel, and how it can enhance their quality of life. Designing for human flourishing not only improves individual experiences but also attracts more people and community to a place.

To create people-centered places, future beautification and placemaking projects should:

Enhance quality of life: Placemaking and beautification projects can improve residents' quality of life by creating welcoming and enjoyable spaces. Beautifully designed public areas can boost civic pride, foster social connections, and provide a sense of place and belonging.

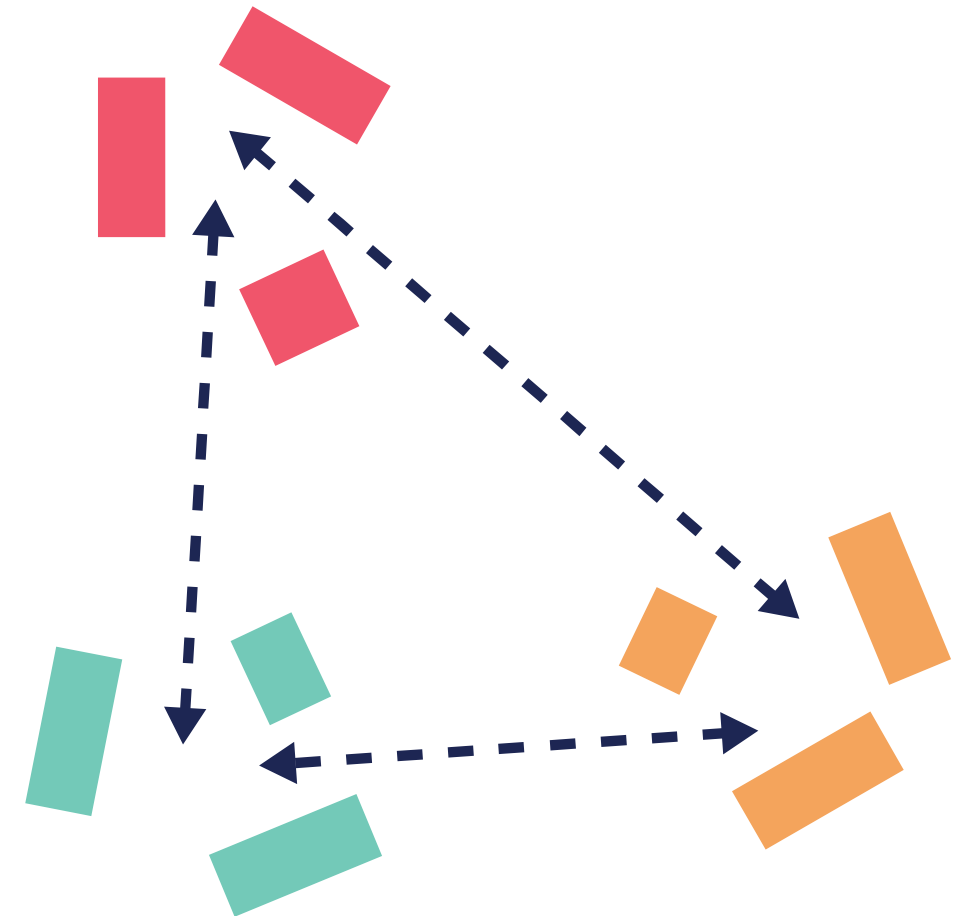
Boost economic development: By creating attractive and engaging public spaces, Oklahoma City can attract more visitors and businesses, which stimulates economic growth. When people feel more connected to their surroundings, they are more likely to spend time and money in local businesses, leading to increased economic activity.

Improve health and well-being: Access to well-designed public spaces positively impacts mental and physical health. Placemaking and beautification support opportunities for outdoor activities and social interaction, helping reduce stress and

promote a healthier lifestyle. Several studies have linked urban green spaces to lower mortality and fewer health complaints (Nguyen).

Foster environmental sustainability: Placemaking and beautification projects can have environmental benefits by utilizing sustainable practices, such as green infrastructure and water conservation. Incorporating greenery and natural elements can reduce Oklahoma City's carbon footprint, creating more resilient, sustainable, and safe communities. Incorporating native plants in placemaking and beautification not only saves money and resources but also benefits the environment in the long run.

Encourage community engagement: When residents are involved in the placemaking and beautification process, they feel a sense of ownership and pride in their community. This involvement leads to greater engagement and participation in local decision-making, ultimately resulting in a stronger and more resilient community. Placemaking and beautification should be more bottom-up than top-down. By empowering residents, you'll find they not only appreciate beautification projects more but also take better care of them. Residents have pride in and take care of the public spaces where they were directly involved in the improvement process because meaningful engagement fosters a sense of communal responsibility.



"What attracts people most, it would appear, is other people."

- WILLIAM H. WHYTE

Great places that attract people are usually never just one thing. They are made up of multiple elements and functions that triangulate the space to make people feel welcome, stimulated and comfortable.

Connecting Great Places

Beautification efforts should be a key component when planning improvements for public spaces and corridors, especially in areas with high pedestrian use. The inclusion of elements such as trees for shade, native landscaping, public art, and other visual enhancements, along with basic features like seating and trash receptacles, has the potential to elevate the user experience in these areas. In particular, beautification efforts should be prioritized along corridors that connect recreational, commercial, and employment destinations within the City to impact the greatest number of people. Enhancing connectivity and beautification along corridors between Oklahoma City districts and destinations will not only improve the user experience, but also make it easier to shop, live, work, and play, all within Oklahoma City. Concentrating beautification on corridors that connect districts and linking them to transportation hubs (such as BRT stations, bike infrastructure, etc.) can uphold and elevate Oklahoma City's unique neighborhoods and commercial districts. Likewise, improving connectivity between Oklahoma City destinations will provide people with better access to jobs, offering residents and visitors a better experience moving around the City, create more opportunities for future development, and potentially eliminate barriers that limit pedestrian access and mobility from one place to another.

Enhancing beautification along connecting corridors not only provides more comfort for pedestrians but can also act as an exploratory wayfinding system for visitors. Following beautification efforts that incorporate landscaping, lighting, signage, and other placemaking elements will encourage visitors and residents alike to explore more of the City and spend additional time in Oklahoma City's commercial districts. Sustainable practices, such as bioswales and a tree canopy, should also be considered for these corridors. These elements can serve multiple functions, not only enhancing the overall look and feel of Oklahoma City but also supports strengthen **okc**, the economic development element of the City's Comprehensive Plan, **planokc**, with the goal of creating a better physical environment through streetscapes and public space investments. Choosing low-maintenance materials and native plantings for corridors can also help ensure long-term success for beautification in these areas.



Source: Jeff Speck, CNU Public Square



Source: Light the Hoan

MAPS4

Beautification Principles

THE BIGGER PICTURE

Beautification is a Brand.

What defines a place’s brand? Is it the appearance, colors, and environmental aesthetics? Or does it relate to the quality of life the place offers? Often, we associate a brand with a logo or visual elements, but it’s much more. A brand is a result of agreed-upon principles, a process that goes beyond visuals. It’s the ‘feeling’ one gets when experiencing it. A place’s brand encompasses all of this. In the case of Oklahoma City, its brand can be enriched through beautification.

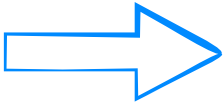
Originally a prairie town fueled by an oil boom, Oklahoma City has gained national attention for its growth, affordability, and central location. With outstanding restaurants, local businesses, trails, and museums, it’s poised to become a prominent American city.

Through MAPS 4, residents approved a part of the budget for beautification, aiming to enhance the City’s livability, workability, and playability. This step allows Oklahoma City to further shape its brand.

Beautification helps form a brand because beautification policies and execution directly reflect a place’s identity and community character. In the engagement process, what beautification means to the people of Oklahoma City was explored, and the results revealed that it’s about functionality, not just aesthetics. Residents want an improved quality of life through walkability and connectivity, beyond focusing solely on highways and infrastructure. This led to five key Vision Principles for any beautification project:

- 1. **People:** Is the place inclusive and enjoyable for everyone?
- 2. **Promotion:** Does it attract others to share the experience?
- 3. **Purpose:** Does it serve functional goals beyond visual improvement?
- 4. **Sustainability:** Are low-maintenance approaches considered?
- 5. **Connection:** How does it enhance “in-between” spaces and pedestrian mobility?

Oklahoma City has a unique opportunity to improve its brand by expanding beautification. Oklahoma City has successfully established a brand image centered around being welcoming and friendly, making it a standout destination known for its warm hospitality and genuine kindness. This unique aspect of the City’s identity not only defines its character but also provides a strong foundation for future beautification efforts. Here’s how this brand aligns with beautification and how the City can tie its beautification initiatives into its welcoming and friendly ethos:



1. Creating Inviting Public Spaces:

Beautification efforts can focus on enhancing public spaces such as parks, plazas, and streetscapes. Incorporating elements that encourage social interaction, such as benches, gathering spots, and public art installations, can amplify the City’s welcoming atmosphere. The goal is to create areas where both residents and visitors feel comfortable and encouraged to engage with one another.

Photo Sources: Del Rio Bani, Arch Daily



2. Reflecting Local Culture and Identity:

Beautification projects should be designed to reflect the local culture and history of Oklahoma City. Public art, murals, and sculptures that showcase the City’s heritage can foster a sense of pride among residents while also providing conversation starters for visitors. This integration of culture into beautification aligns with the city’s friendly brand by offering opportunities for storytelling and connection.



3. Inclusive Design:

Future beautification should prioritize inclusivity, ensuring that public spaces are accessible and enjoyable for everyone. This aligns with the City’s welcoming character, demonstrating its commitment to providing an inviting environment for individuals of all abilities and backgrounds.



4. Engaging the Community:

Involve residents in the beautification process to reinforce the City’s sense of community. Participatory projects, workshops, and art installations can foster a sense of ownership among residents, making them active participants in creating a more beautiful and welcoming city.



5. Green Spaces and Sustainability:

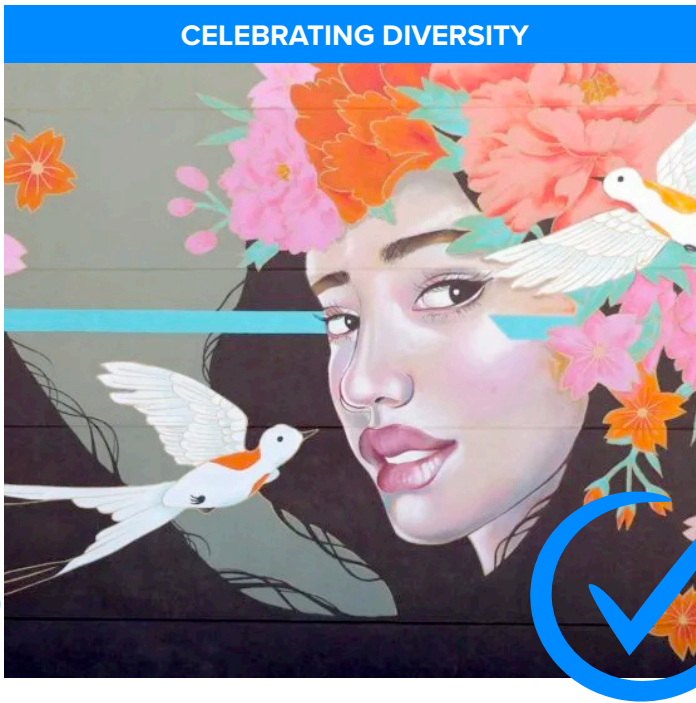
Emphasizing green spaces not only enhances the aesthetic appeal of the City but also promotes a healthy and sustainable environment. Parks, gardens, and sustainable landscaping align with the City’s friendly nature, by creating a physically comfortable and enjoyable environment. This also reflects the city’s commitment to the well-being of residents and visitors.

Photo Sources: The Big Biscuit; Katherine Peinhardt, Project for Public Spaces; CivicBrand Staff; Atlanta Botanical Garden, Garden Design



6. Wayfinding and Signage:

Clear and friendly wayfinding signage can enhance the experience of both residents and tourists. Navigating the City becomes easier and more enjoyable, contributing to the overall perception of Oklahoma City as a welcoming destination.



7. Celebrating Diversity:

Beautification projects can celebrate the City's diverse population through public art, cultural festivals, and interactive installations. This not only showcases the City's inclusivity but also encourages dialogue and understanding among different communities.

IN ESSENCE...

Future beautification efforts in Oklahoma City should be intentionally tied into the City's **welcoming and friendly brand**. By prioritizing the creation of inviting spaces, reflecting local culture, promoting inclusivity, and engaging the community, the City can enhance its reputation while providing meaningful, visually appealing spaces that foster connections and a sense of belonging. These efforts will not only reinforce the existing brand but also **shape a lasting, positive image and experience of Oklahoma City** for residents and visitors alike.

Photo Sources: RSM Design; Camels & Chocolate

1. People

Throughout the engagement process, residents voiced preference for beautification designed around and for people. The leading response from the community survey was for increased beautification where people live. Additionally, residents believe one of the strongest reasons for beautification is to anchor community gathering spaces.

HUMAN SCALE

Beautification efforts should be used to improve the everyday lives of residents in Oklahoma City and enhance the experience of tourists and visitors coming to Oklahoma City.

- 1. Is there adequate space for human interaction?
- 2. Are the objects in the space reasonably sized in relation to the location?
- 3. Does this project continuously engage people on their journey?

COMFORTABILITY

Shade and seating elements should be included in any place designed for pedestrian usage. Research has shown that street trees can reduce temperature by 20 degrees (U.S. Environmental Protection Agency). Seating can include basic elements such as benches, tables, and chairs, or creative materials designed to provide people a place to rest.

- 1. Are there shade structures included in this project?
- 2. Are there seating options included in this project?
- 3. Are elements designed for comfort and relaxation included in this project?

EQUITABLE

Regardless of race, age, ability, and gender, beautification should be accessible to everyone. In a community, each individual deserves access to public spaces that are inclusive, high quality, and dynamic, along with safe, accessible, and comfortable sidewalks, bike lanes, and public transit systems.

- 1. Is this project accessible and enjoyable to all races and genders?
- 2. Is this project accessible and enjoyable to all ages and abilities?
- 3. Does this project impact an underserved or underutilized location?



2. Promotion

Oklahoma City residents take pride in places intentionally designed for gathering and spending time. Consistently, Scissortail Park, Myriad Gardens, and local districts were chosen as locations residents are most proud of in Oklahoma City. There is a strong desire among residents to build a friendly, welcoming community that supports local businesses and tourism.

SUPPORTS TOURISM

Projects should aim to positively shape a visitor’s view of Oklahoma City, making it a memorable and appealing destination.

- 1. Will this project improve a tourist’s visit to Oklahoma City?
- 2. Does this project improve OKC’s tourism market on a regional or national scale?
- 3. Does this project promote tourism at the cost of local users and/or residents?

SUPPORTS ECONOMIC DEVELOPMENT

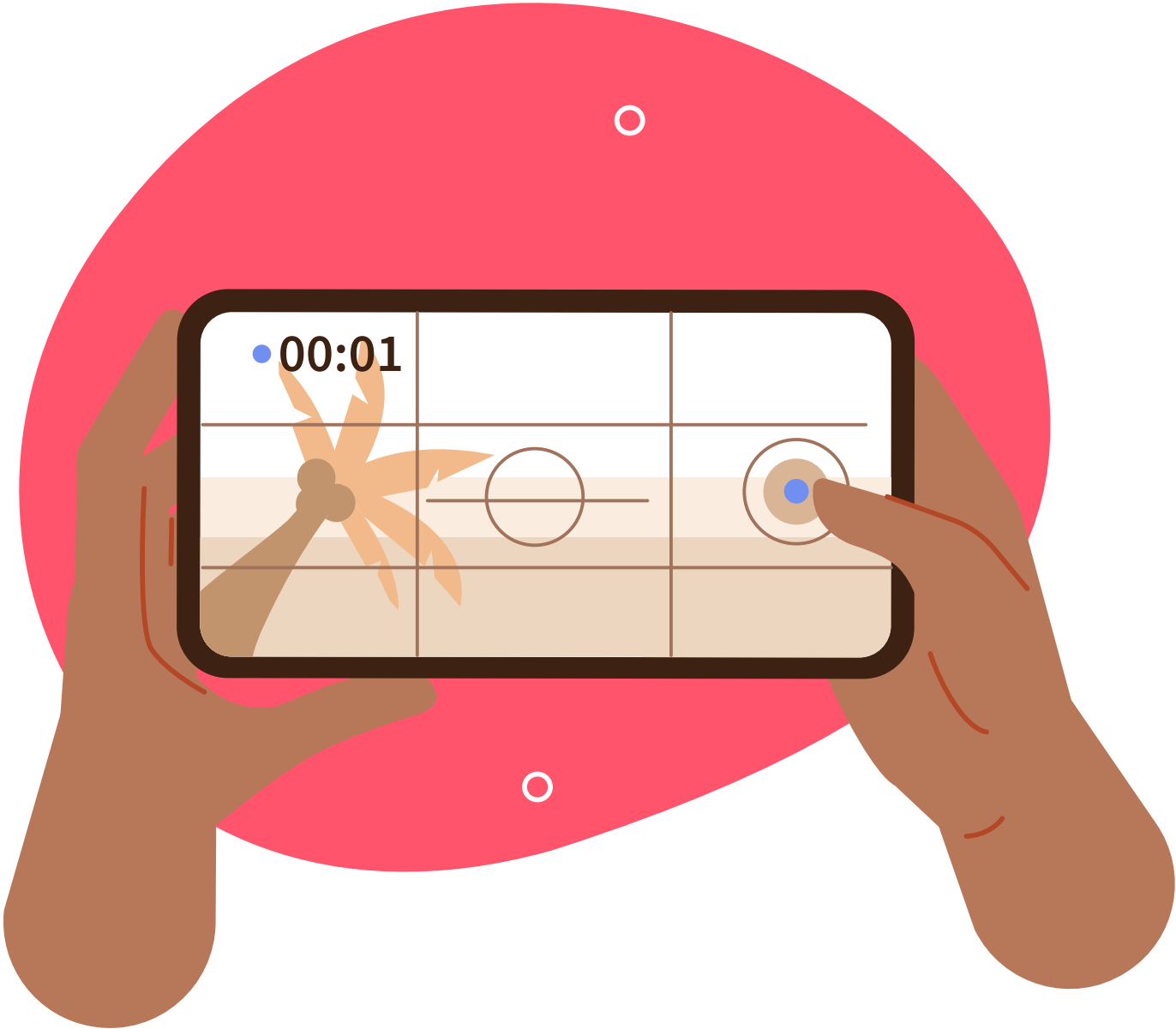
Projects should enhance local businesses, create economic opportunities, and reinforce neighborhood identities, fostering a sustainable local economy.

- 1. Does this project support or improve nearby businesses?
- 2. Does this project create new economic development opportunities?
- 3. Does this project enhance the district or neighborhood brand?

SHAREABLE

Projects should create memorable and engaging experiences, enhancing the city’s appeal through elements of joy and playfulness that connect communities.

- 1. Does this project create an experience to be shared with others?
- 2. Is this project something that may be seen on a social media channel?
- 3. Does this project bring a sense of playfulness and delight to the space?



3. Purpose

Beautification can be designed to serve a function in addition to improving appearances. As illustrated by community engagement results, OKC residents want projects that improve quality of life, create or strengthen community, and are purposefully and strategically implemented.

USAGE

Projects should focus on transforming spaces to be beautiful, functional, and sustainable, ensuring they are shareable and meet community needs with minimal upkeep.

- 1. Does this beautification project enhance or create shareable space?
- 2. Does this beautification project serve a purpose beyond aesthetic improvement?
- 3. Is the beautification project and usable space environmentally sustainable and low maintenance?

PROGRAMMING

Projects should consider how they can be managed and used for events and experiences by entities in the Oklahoma City community. When not being programmed, designs should still allow for pleasant function and experience.

- 1. Does this project create space for programmed activities?
- 2. Does this project create space for everyday use and unprogrammed activities?
- 3. If programmable, are resources and staff properly assigned to maintain the space?

SOLUTION-ORIENTED

Projects should focus on beautifying a space while solving urban challenges, such as improving connectivity, adding green canopy, and ensuring comfort, making spaces more livable and appealing.

- 1. Does this beautification project improve the beauty of the space and improve connectivity of destinations?
- 2. Does this beautification project improve the beauty of the space and include shade or tree canopy elements?
- 3. Does this beautification project improve the beauty of the space and create a more comfortable space for people?



4. Sustainability

Residents and City stakeholders expressed a preference for durable, cost-effective, and low-maintenance beautification projects. Beautification projects that incorporate sustainable elements such as native and drought-tolerant landscaping, energy-efficient lighting, and minimal supplemental irrigation align with sustain**okc** - the future land use element of the City’s Comprehensive Plan, plan**okc** - with the initiative of protecting environmental resources. Once implemented, sustainable projects require minimal maintenance costs and effort because they are built to thrive in Oklahoma’s climate, even in unpredictable weather events.

MAINTENANCE

Projects should consider the required effort, funding, and climate resilience for ongoing upkeep to ensure lasting impact.

- 1. How much continual effort will be required to maintain this project?
- 2. What level of financial resources will be required to maintain this project?
- 3. Is this project climate-tolerant?

ECO-FRIENDLY

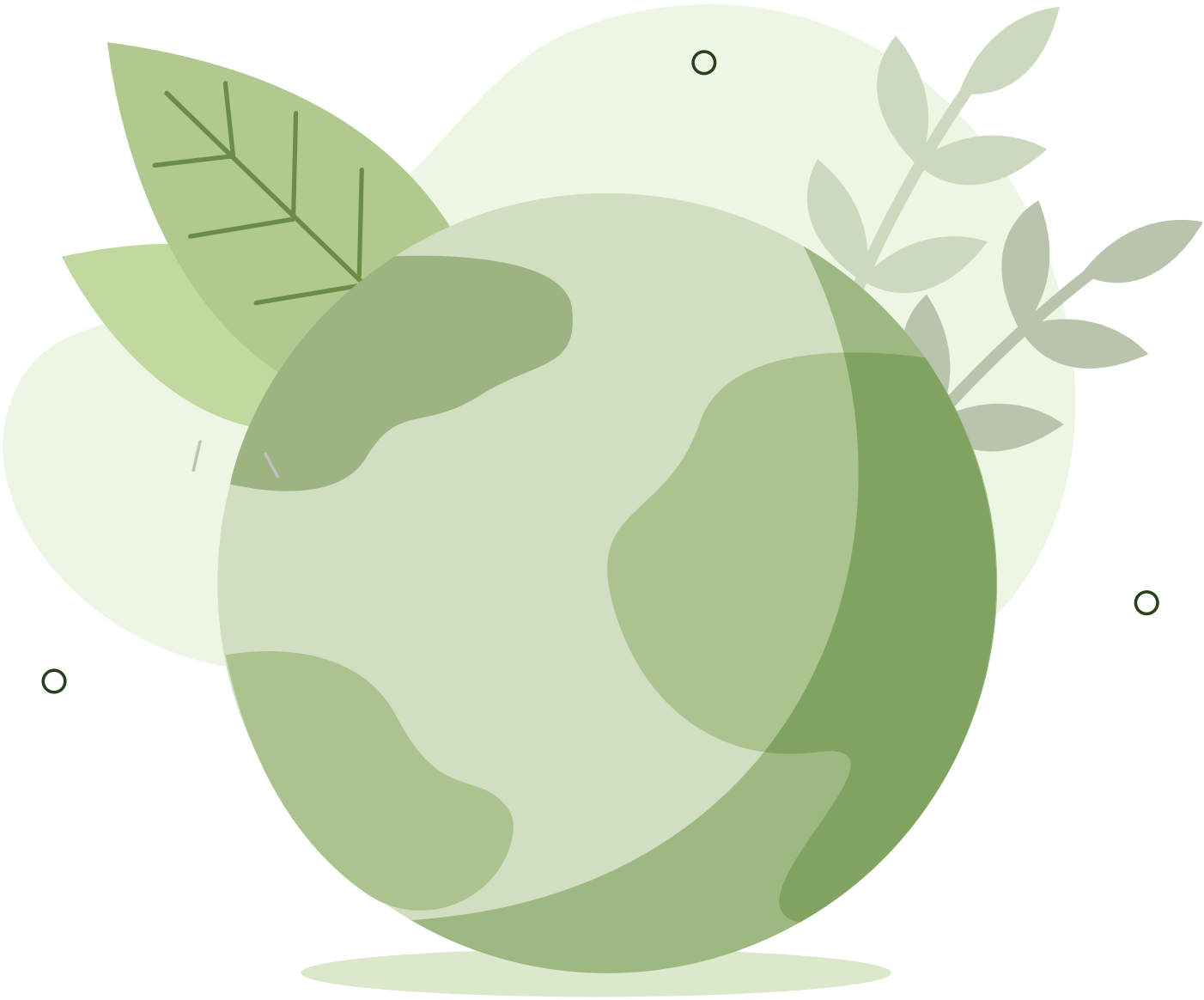
Projects should enhance environmental health by adding trees, implementing sustainable landscaping, and creating community green spaces.

- 1. Does this project increase the supply of trees?
- 2. Does this project include eco-friendly, sustainable landscaping?
- 3. Does this project include green space for community gathering?

LONGEVITY

Projects should use durable, weather-resistant materials and designs to ensure sustainability and long-term benefits.

- 1. Do the elements of this project have a long life-span?
- 2. Is this project climate and weather resistant?
- 3. Are the elements and components of this project sustainable?



5. Connection

Residents take pride in Oklahoma City's local districts. However, they have observed that while beautification efforts are evident within these destinations, the connecting paths and streets -- the 'in-between' spaces -- are in need of beautification. Specifically, residents want to see beautification projects that link districts and neighborhoods, creating beautiful routes that are accessible for multiple modes of transportation.

SAFETY

Projects should enhance pedestrian and cyclist safety, regulate traffic, and ensure proper lighting to foster a secure and inviting outdoor environment.

1. Does this project contain elements that improve safety for pedestrians and cyclists?
2. Does this project contain elements that slow traffic on nearby streets or encourage people to spend more time here?
3. Is there adequate lighting in the area for this project?

MOBILITY

Projects should enhance connectivity for all users, creating seamless links for pedestrians, cyclists, and drivers, and improving access to public transportation, thereby enriching the overall experience of the area.

1. Does this project improve connectivity for pedestrians by creating new linkages to destinations?
2. Does this project improve or account for public transportation options?
3. Does the design of this project improve the experience for auto drivers, pedestrians, cyclists, and visitors?

ACCESSIBILITY

Projects should be accessible and welcoming to everyone, focusing on inclusivity and the maintenance needed to keep spaces open and enjoyable for all ages and abilities.

1. Is this project accessible and enjoyable for people of all ages?
2. Is this project accommodating to people with disabilities?
3. What level of financial resources will be required to maintain the accessibility of this project?



MAPS4

Beautification Matrix

Introducing the Beautification Matrix

The MAPS 4 Beautification engagement and research process have led to a beautification strategy grounded in data, not personal preferences. Like most things “creative,” beautification projects and solutions can easily be designed using personal preference rather than aligning with the city’s overall identity, brand, and goals. That is why this strategy recommends using the Beautification Matrix, not just for proposed MAPS 4 Beautification projects but also as a tool for Oklahoma City planners, architects, and stakeholders for years to come.

The Beautification Matrix validates project proposals by leveraging the feedback gathered during the community engagement process and highlights the strengths and weaknesses of a proposed design based on Beautification Principles. Ideally, architects, engineers, and planners can use this tool to enhance or add elements to design concepts, ensuring they align with a unified vision and strategy for beautification in Oklahoma City.

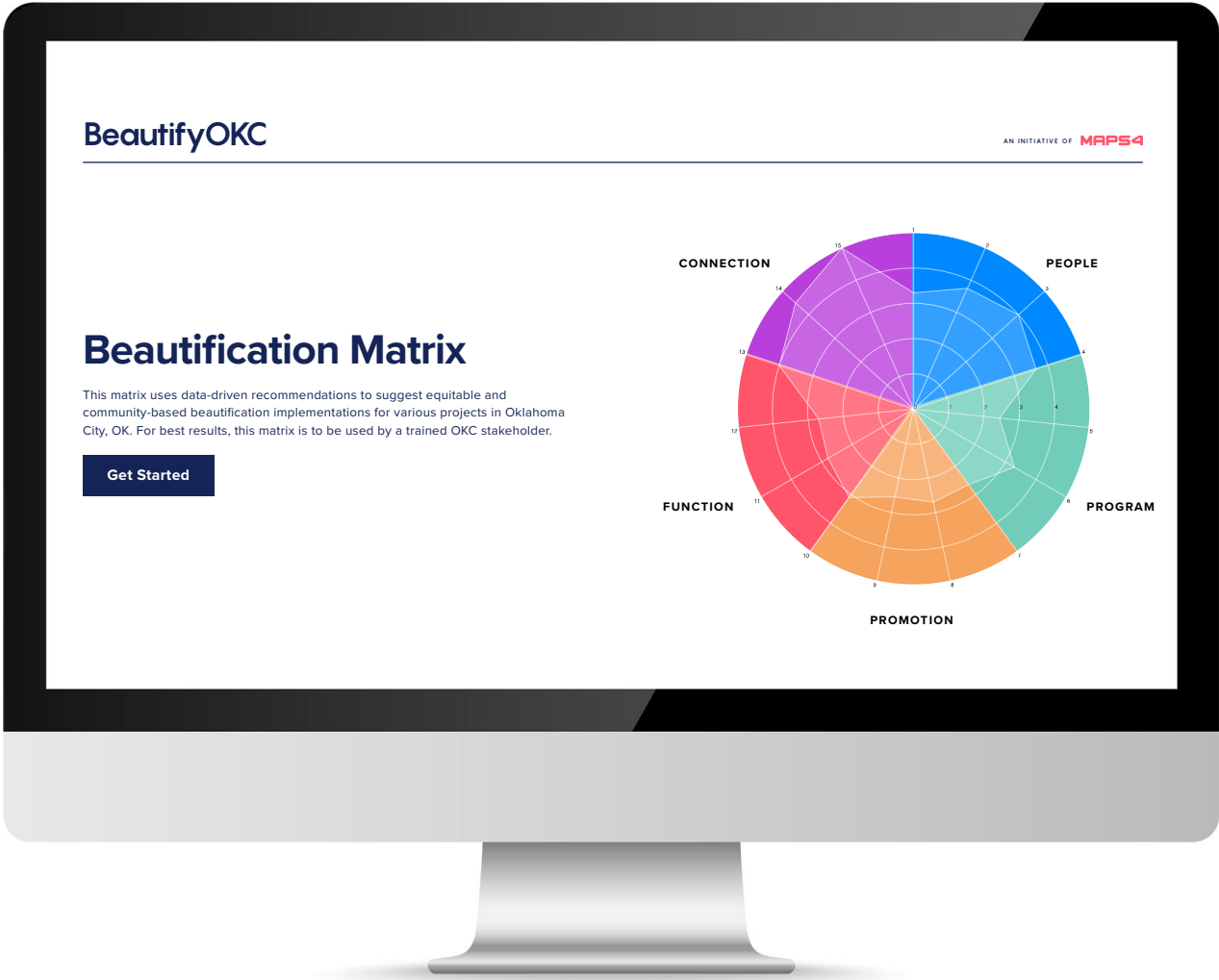
As mentioned in the Vision Strategy, the primary goal of this Beautification Matrix is not to hinder design ideas but rather to guarantee

that any proposed project incorporates the community-led Beautification Principles.

The Beautification Matrix is designed as a step-by-step process through a dedicated website that is accessible to the City and relevant stakeholders 24/7. The website guides users through a series of questions to evaluate a project’s ‘beautification metrics.’ These metrics assess how the project can be utilized by residents and visitors, its contribution to promoting the City, its purpose, its ability to connect people to places, and its sustainability.

The user will receive a score from one to five for each Beautification Principle and an overall score for the proposed project as a whole, which can then be used to improve the project plans and refine designs to better meet the community vision.

This Beautification Matrix enables future consultants to create data-informed designs. It ensures residents will see the beautification they desire throughout their city by designing projects according to the community’s preferences expressed during the engagement process.



To learn more about the Beautification Matrix and see how it works, please visit: <https://beautifyokc.com/surveys/beautification-matrix>

MAPS4

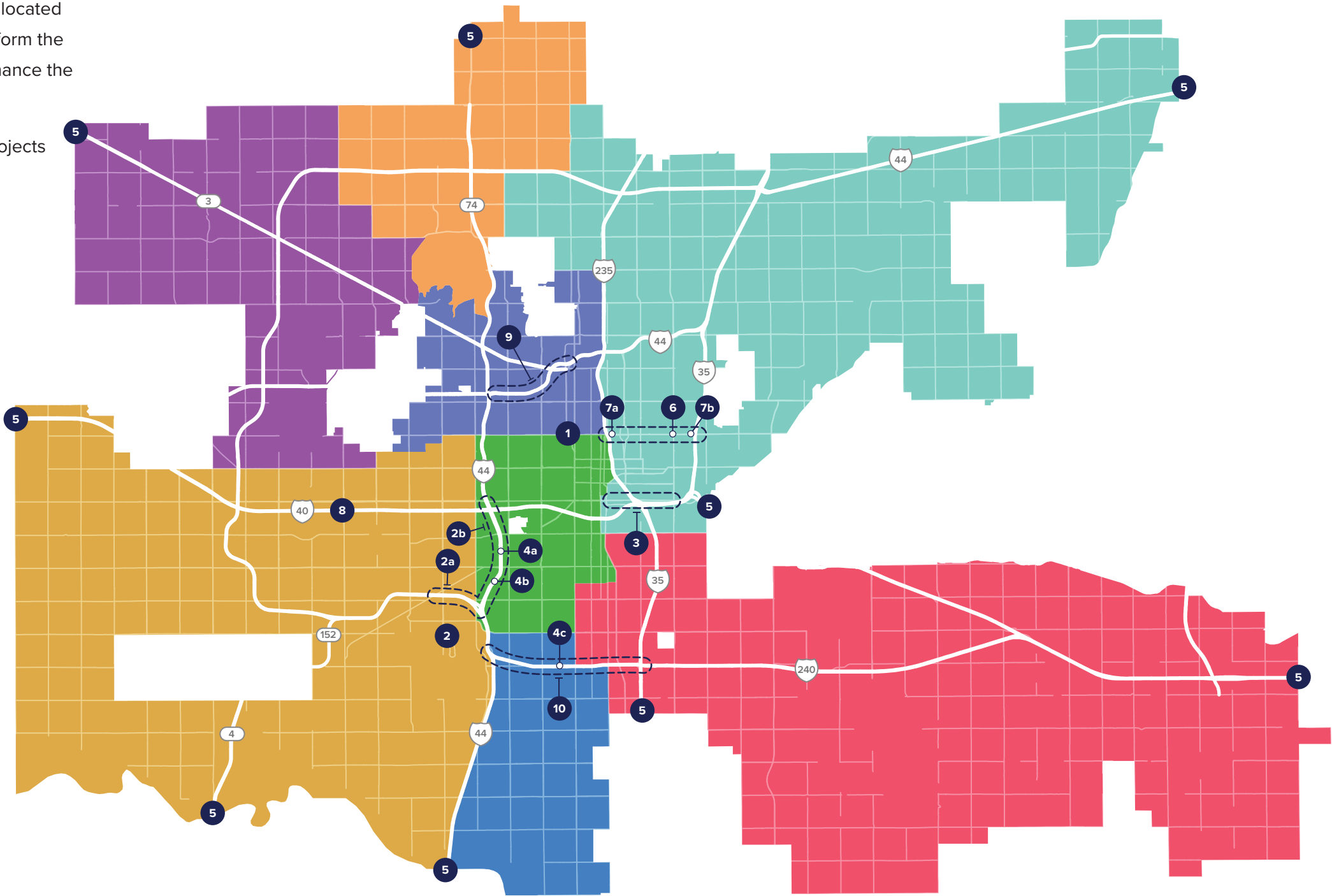
Project Recommendations

Proposed Projects

As stated in the 2019 MAPS 4 Resolution of Intent, the City Council allocated \$25 million* for beautification projects along major corridors to transform the appearance of the City, elevate residents’ daily experiences, and enhance the first impression of visitors.

In 2022, the project budget was increased to \$27.9 million. These projects may include, as funding allows:

- 1. Route 66
- 2. Bessie Coleman Garden & Airport Approaches
 - a. (Airport Approach) State Highway 152: Meridian Ave to I-44
 - b. (Airport Approach) Interstate 44: State Highway 152 to Interstate 40
- 3. Eastern Ave & Reno Ave: Bricktown to First Americans Museum (FAM)
- 4. Pedestrian Bridges
 - a. SW 24th St Pedestrian Bridge Over I-44
 - b. Woodson Park Pedestrian Bridge Over I-44
 - c. Blackwelder Ave Pedestrian Bridge Over I-240
- 5. City Entrances
- 6. NE 23rd St & MLK Ave/Ralph Ellison Statue
- 7. Clara Looper Corridor Entrances
 - a. East Entrance of Clara Looper Corridor
 - b. West Entrance of Clara Looper Corridor
- 8. I-40 & Council Rd Interchange
- 9. I-44: Portland Ave to Classen Blvd
- 10. I-240: I-44 to I-35



Estimated Project Budgets

The table below outlines estimated budget amounts for each of the MAPS 4 Beautification proposed projects. The following budgets were determined by evaluating project feasibility, right of way space, and existing planned projects. Projects with immediate cultural or historical significance, like Route 66, and those enhancing daily life, such as pedestrian bridge improvements, were prioritized. Funding was allocated to maximize community impact and ensure efficient use of resources. Specific costs and designs will depend on studies of the individual sites as well as hyperlocal community engagement at the time of project implementation. The estimated costs, maps, images, and potential partners and funding sources included in this plan are meant to give future designers, project managers, and community planners assigned to each respective project a starting point based on city-wide engagement and goals, and, therefore, are subject to change.

Phase 1 -- which consisted of the development of this master plan -- is complete; therefore, it is not included in the table below.

The Interstate 44 & Interstate 35 bridges over the Oklahoma River were included in City Council’s 2019 MAPS 4 Resolution. However, due to their inclusion in ODOT’s 8 Year Construction Work Plan, they are not included in the table below.

PROPOSED PROJECT BUDGETS AND PHASES					
PROJECT		PHASE 2	PHASE 3	PHASE 4	PHASE 5
Route 66	1	\$1,000,000			
Bessie Coleman Garden & Airport Approaches	2, 2a, 2b	\$1,679,350			
Eastern Ave & Reno Ave: Bricktown to First Americans Museum (FAM)	3	\$2,358,800			
Pedestrian Bridges (3)	4a, 4b, 4c		\$2,179,350		
City Entrances	5		\$2,000,000		
NE 23rd St & MLK Ave & Ralph Ellison Statue	6			\$1,529,350	
Clara Luper Corridor (East & West Entrances)	7a, 7b			\$2,179,350	
I-40 & Council Rd	8				\$1,058,700
I-44: Portland Ave to Classen Blvd	9				\$1,000,000
I-240: I-44 to I-35	10				\$1,250,000
Trees (\$1 Million Total)	11			\$500,000	\$500,000
TOTAL		\$5,038,150	\$4,179,350	\$4,208,700	\$3,808,700

The following start dates for Beautification Project Phases are **ESTIMATES** and are therefore subject to change.

Phase 2: 2025 Phase 3: 2026 Phase 4: 2027 Phase 5: 2028

Beautification Vision Palette

The Beautification Vision Palette serves as both a guide and a source of inspiration for the design of each MAPS 4 Beautification project. Within this Master Plan, we’ve highlighted specific elements that resonate with the feedback and desires shared by residents and the public throughout the community engagement process. These elements are intended to smoothly integrate into each project.

The Vision Palette is structured around the Vision Principles identified during the community engagement process. This organization enables projects to potentially achieve a higher rating within the Beautification Matrix, aligning closely with community expectations.

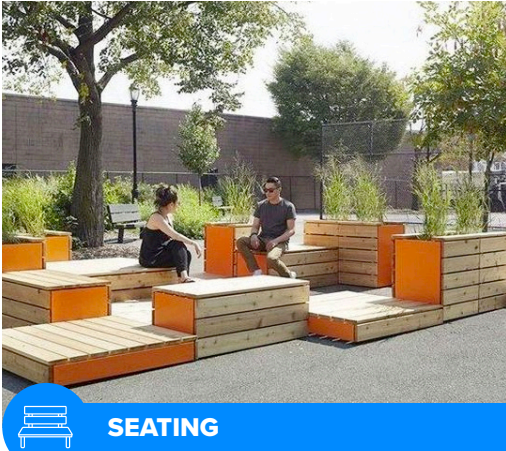
The images accompanying each description are intended to serve as mere illustrations of inspiration and should not be taken literally.

PEOPLE



TREES

Trees: Provide a natural, more comfortable, and safer setting for people to gather, socialize, engage with one another, or just pass through.



SEATING

Seating: Serves as essential communal spaces that encourage outdoor activities, social interaction, and city vibrancy by offering comfortable resting spots, enhancing aesthetics, promoting walkability, increasing accessibility, and fostering a sense of inclusivity and engagement among residents.



SHADE STRUCTURES

Shade Structures: Provide protection from the elements, promote outdoor activities, enhance public spaces, and contribute to the city’s aesthetics and well-being.



PUBLIC PLAZAS

Public Plazas: Serve as the heart of a community, offering spaces for socialization, cultural enrichment, recreation, civic engagement, and economic activity.



GAMES / ACTIVITIES

Games/Activities: Foster healthier, more connected, and inclusive communities by promoting physical exercise, social interaction, and play, transforming public areas into vibrant hubs that prioritize residents and visitors’ well-being and enjoyment.



INTERACTIVE ART

Interactive Art: Engages viewers, transforming public spaces into dynamic, inclusive, and vibrant venues that foster community, creativity, and well-being through direct interaction and participation.

Photo Sources: Pottstown, PA, Tree Fund; Public Art Archive; Wayfair; Curbed; Archello; New World Symphony

PROMOTION



 PUBLIC ART

Public Art: Sculptures and murals elevate a city’s aesthetics, draw in tourists through its uniqueness, and boosts local businesses and the City’s economy through increased visibility and social media engagement.



 CREATIVE SIGNAGE

Creative Signage: Enhances information conveyance, city aesthetics, and tourism appeal, thereby inspiring exploration among both locals and visitors.



 GATEWAY SIGNAGE

Gateway Signage: Utilizes visually striking and informative signs at city entry points to welcome visitors, introduce local attractions, incorporate cultural elements, and create a unique identity that enhances tourism by capturing travelers’ interest.

Photo Sources: The Oklahoman; Smashing Magazine; Trip Advisor; Friends of Architecture Santa Fe; The Detroit News; The Nature Conservatory; Minneapolis 2040; Oklahoma State University Extension Office

PURPOSE



 PUBLIC SPACE IMPROVEMENTS

Public Space Improvements: Involve enhancing accessible outdoor areas with features like seating, landscaping, art, and recreational facilities -- which fosters community, well-being, physical activity, cultural events, and local business growth - while strengthening a city’s aesthetic and identity.



 CREATIVE LIGHTING

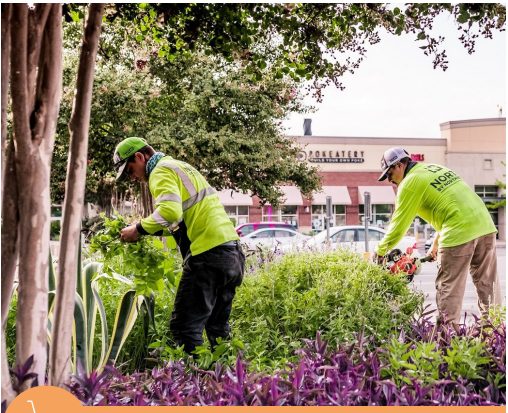
Creative Lighting: Contributes to the City’s unique identity through innovative and artistic illumination, enhancing ambiance, safety, architectural features, and creating captivating atmospheres.

SUSTAINABILITY



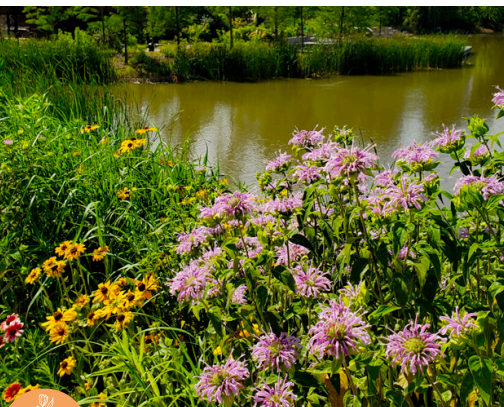
 TREE CANOPY

Tree Canopy: Improves air quality, rainwater absorption, and visual appeal while reducing urban heat island effects, thereby creating a more livable and ecologically balanced urban environment.



 MAINTENANCE

Maintenance: Low-maintenance beautification projects enhance urban spaces’ visual appeal with sustainable designs and materials, minimizing upkeep and resource consumption while promoting resilient and aesthetically pleasing environments.



 NATIVE LANDSCAPE

Native Landscape: Utilizing indigenous plants in urban landscaping enhances sustainability through reduced water usage, minimal maintenance, biodiversity support, soil erosion prevention, and overall ecosystem balance for resilient cities. These features also support fiscal sustainability by requiring fewer resources for long-term maintenance.

CONNECTION



 **MOBILITY IMPROVEMENTS**

Mobility Improvements: Mobility improvements enhance community connectivity by facilitating easier access between and within neighborhoods and districts.



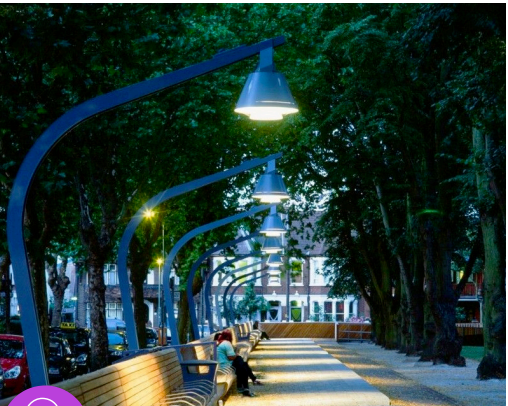
 **SIGNAGE**

Signage: Provides clear navigational cues and information, facilitating smoother movement and interactions for both residents and visitors.



 **WALKABILITY IMPROVEMENTS**

Walkability Improvements: Encourage easy and efficient movement between various destinations, fostering a sense of community and reducing reliance on vehicular transportation.



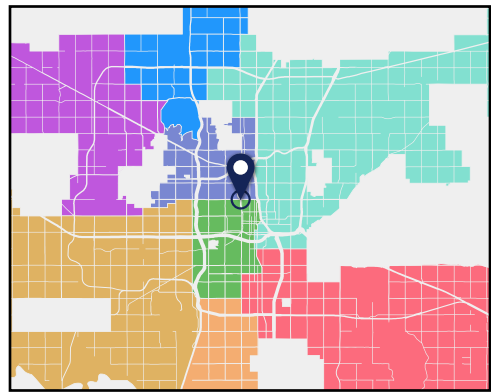
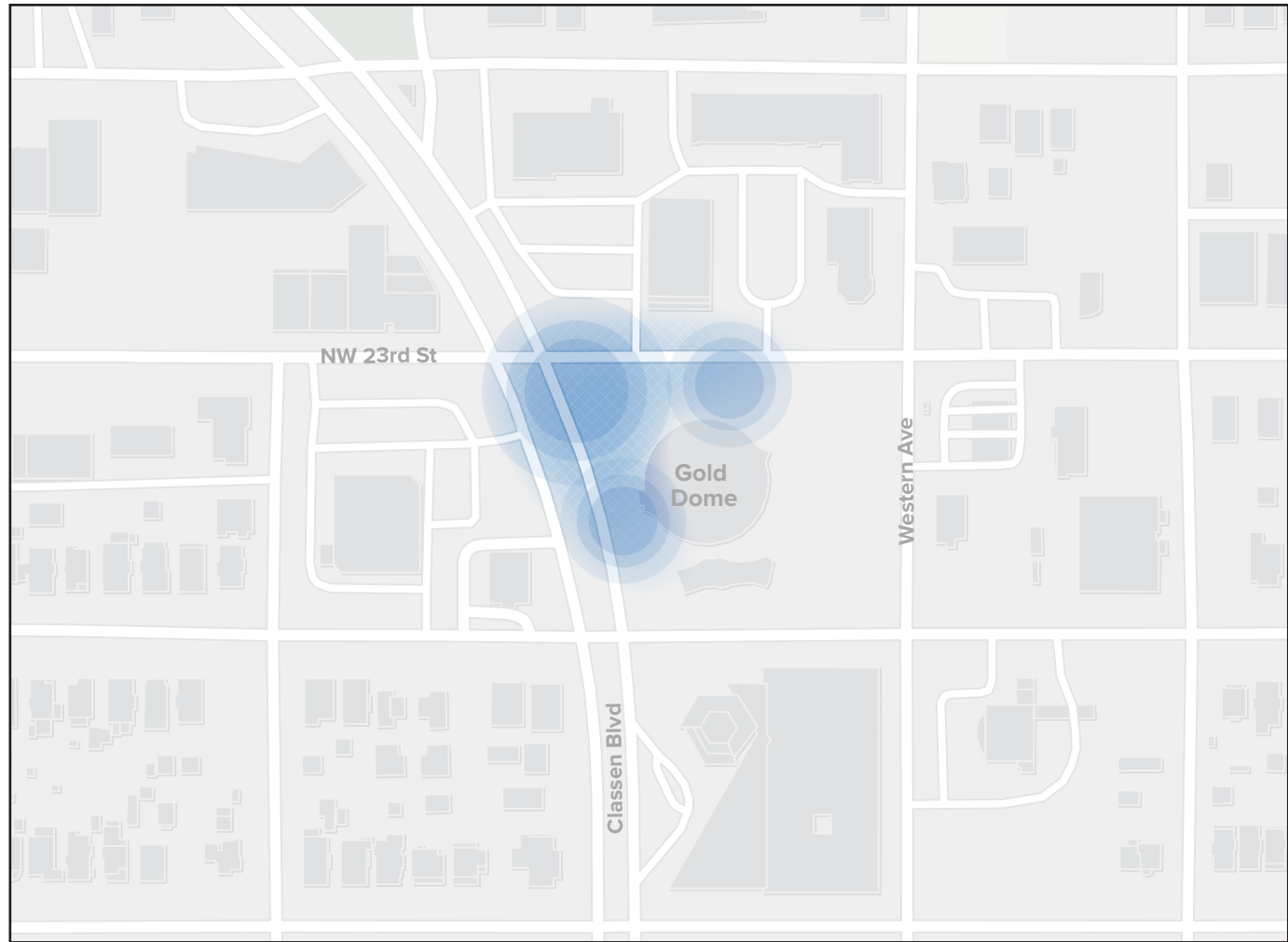
 **LIGHTING**

Lighting: Fosters increased pedestrian and vehicular safety, movement, and accessibility after dark.

Photo Sources: Partnership for Southern Equity Just Communities; Inhabitat; North by Northwest Commercial Landscaping & Grounds Management; PTV Group; RSM Design; Social Life Project; Landezine

Route 66

NW 23RD & CLASSEN BLVD



- PUBLIC ART** Install murals and/or monuments honoring historic Route 66.
- CREATIVE SIGNAGE** Install creative Route 66 signage.
- NATIVE LANDSCAPE** Install landscaping in existing medians using low maintenance and native plantings that provide ecosystem support.
- MAINTENANCE** Regularly maintain landscaping and remove litter along the corridor.

- TREES** Plant trees to improve air quality and reduce urban heat island effect.
- CREATIVE LIGHTING** Install creative LED lighting to enhance the corridor's aesthetic appeal.
- LIGHTING** Improve safety along the corridor by increasing visibility with lighting.
- SIGNAGE** Install wayfinding signage to connect people from Route 66 to nearby recreational opportunities.

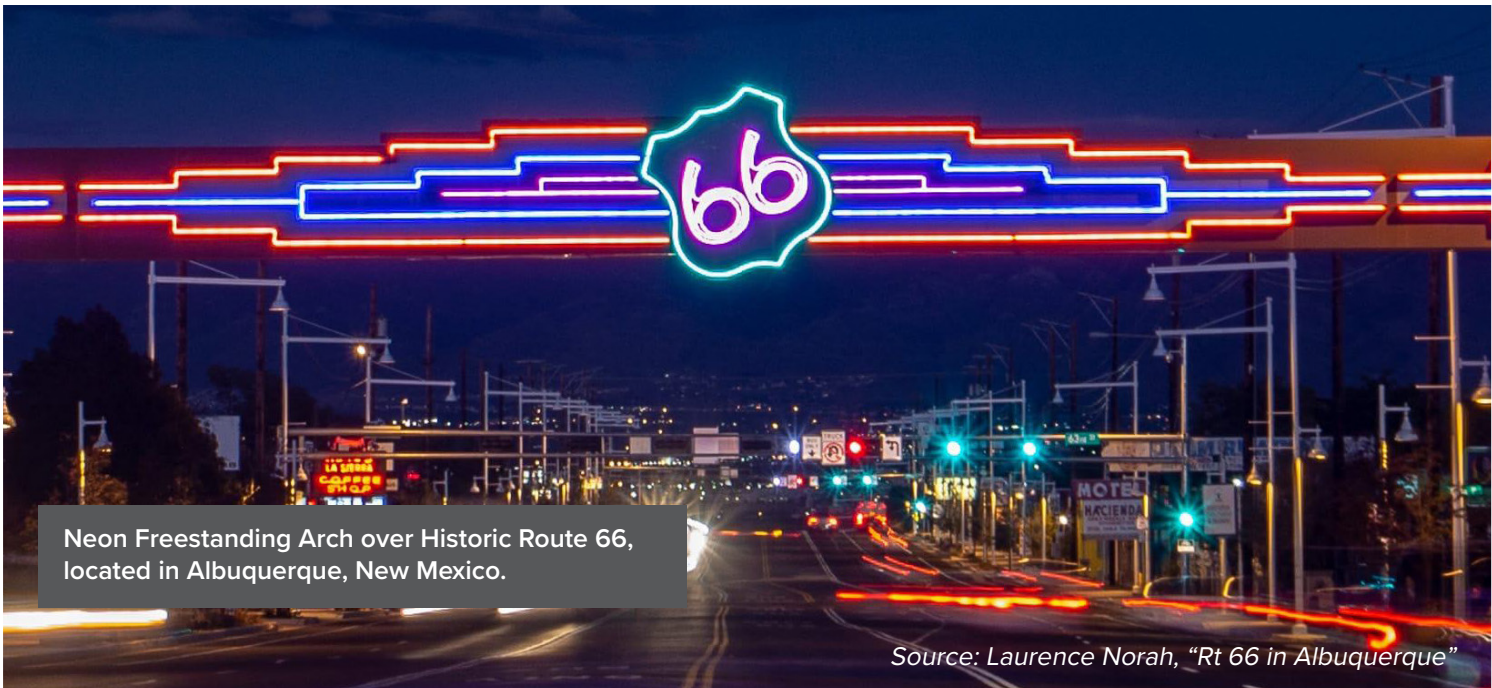
PROJECT DESCRIPTION

The Route 66 corridor project aims to enhance a portion of Oklahoma City’s section of the historically significant route through beautification efforts. Recommendations include adding native landscaping, and Route 66-themed art installation to commemorate the corridor’s legacy and cultural importance.

IMPLEMENTATION

- ESTIMATED TIMELINE**
PHASE 2
- ESTIMATED COST**
\$1,000,000 [TOTAL]
- POTENTIAL FUNDING SOURCES**
GRANTS
- POTENTIAL PROJECT STAKEHOLDERS**
PUBLIC WORKS DEPT, PLANNING DEPT, VISIT OKC

WHERE	WHAT	WHY
WARDS 2 & 6	CORRIDOR IMPROVEMENT	CULTURAL SHOWCASE, TOURISM,
WHO	HOW	LOCAL IDENTITY, BEAUTIFYING
PUBLIC WORKS DEPT, PLANNING DEPT	COORDINATE WITH PLANNING DEPT AND PUBLIC WORKS DEPT	COMMUTES



Route 66

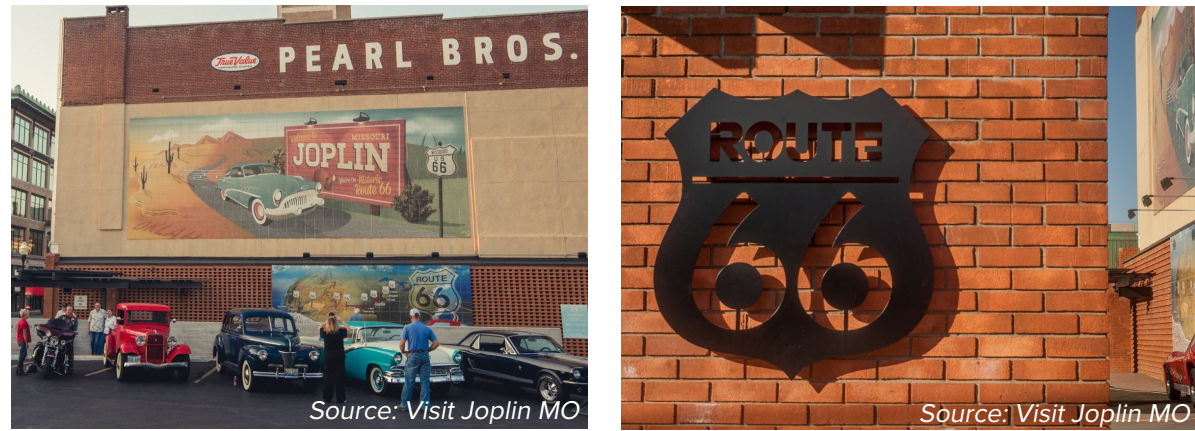
EXISTING CONDITIONS

Route 66, often called the “Main Street of America,” is more than just a road—it’s a legendary artery that connects the heart of the nation, stretching from Chicago to San Diego. As the first transcontinental highway system, this iconic route breathed new life into towns across the country, from Oklahoma City to California, sparking economic growth and creating an array of roadside attractions that continue to captivate travelers today. The intersection of NW 23rd Street and Classen Blvd lies on the original alignment of this historic highway, serving as a key junction between two major thoroughfares. At the southeast corner stands a cherished landmark—the Citizens State Bank building, more commonly known as the Gold Dome. This striking geodesic structure, bathed in golden hues, was completed in 1958 and was added to the National Register of Historic Places in 2003. With daily traffic volumes ranging from 15,000 to 21,000 vehicles in 2022, this high-visibility location is poised to have a significant visual impact, elevating the corridor’s character and appeal.



OPPORTUNITIES

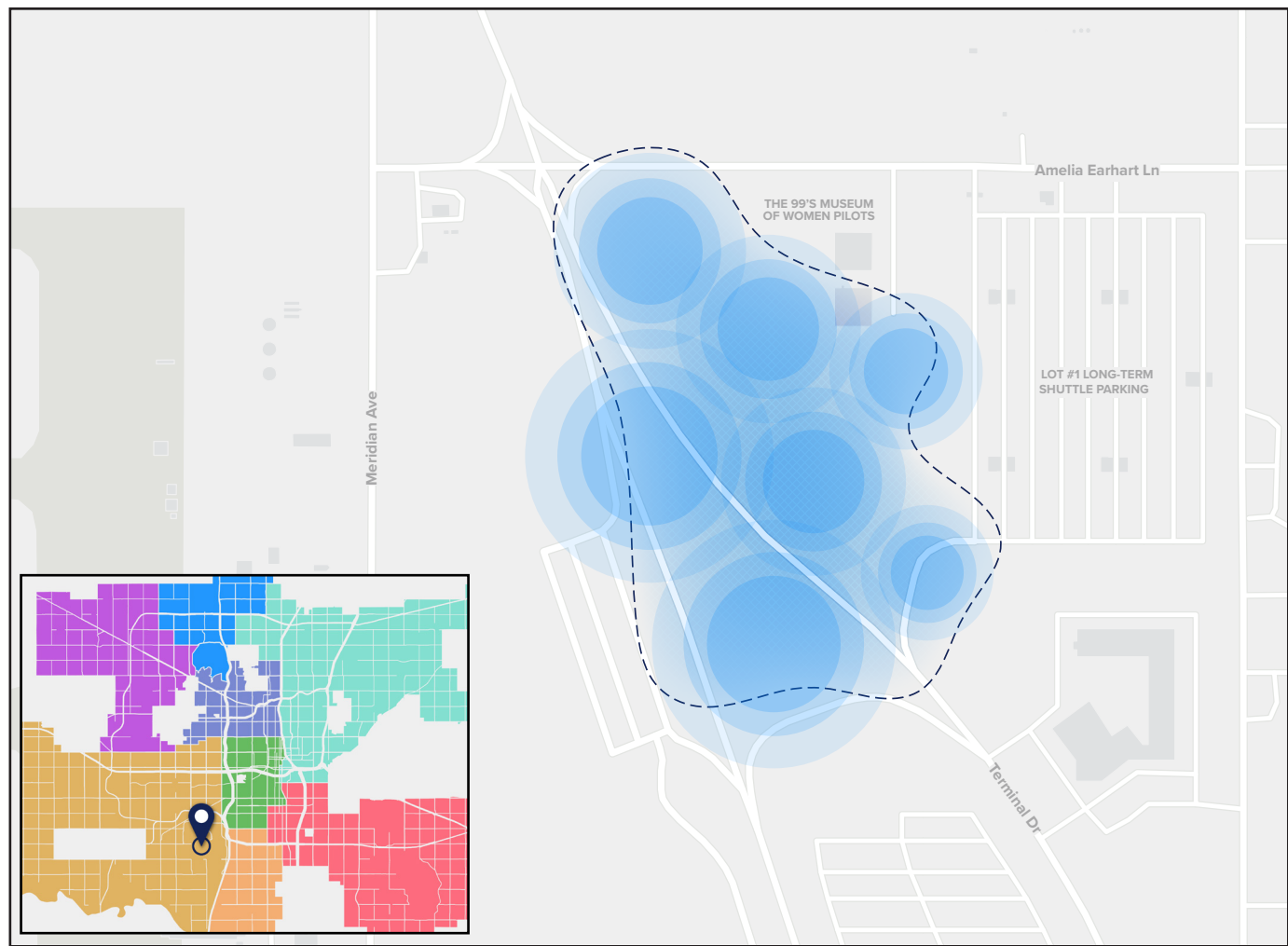
Route 66 is brimming with untapped potential to celebrate and amplify its rich history while enhancing its visual and cultural appeal for both residents and visitors. The intersection of NW 23rd and Classen Blvd is a prime opportunity to create a stunning piece of public art that would not only serve as a visual landmark but also become a vibrant cultural destination. With the upcoming Route 66 Centennial in 2026, there’s no better time to build upon local redevelopment initiatives and reimagine the corridor’s aesthetic, blending past and future in a way that honors its storied legacy. This intersection’s southeast corner, with its 5,000-square-foot triangular planting area, offers a canvas ready to be transformed. It’s a unique space—ripe for lush landscaping, artistic installations, or interactive elements—that could become a signature feature, enriching the neighborhood and contributing to the growing cultural narrative of Route 66.



S.W.O.T. ANALYSIS

- STRENGTHS:**
- Rich historical significance
 - Major tourist attraction
 - High traffic intersection
 - Located near two historic landmark
 - Easily accessible by public transit
- WEAKNESSES:**
- High traffic volumes and speed limit create less pedestrian friendly environment
 - Possible limitations due to utility infrastructure
- OPPORTUNITIES:**
- Ample space for installing commemorative Route 66 theme artwork
 - Enhance surrounding environment with native landscaping
 - Outdoor seating, lighting, and other public amenities
- THREATS:**
- Gold Dome redevelopment project could potentially limit or disturb access to site
 - Site constraints may limit opportunities

Bessie Coleman Garden & Airport Approaches



PROJECT DESCRIPTION

This project focuses on improving the approaches to Will Rogers Airport and creating a Bessie Coleman Garden nearby. Native landscaping, trees, and creative lighting elements could enhance the visual appeal and create a welcoming atmosphere. The garden could feature public art honoring Bessie Coleman’s aviation legacy to add cultural significance to the area and offer a unique experience for visitors.

IMPLEMENTATION

ESTIMATED TIMELINE

PHASE 2

ESTIMATED COST

\$1,679,350 [TOTAL]
(Estimated Construction Cost includes Bessie Coleman Garden, I-44: SH-152 to I-40, and SH-152: Meridian to I-44)

POTENTIAL FUNDING SOURCES

GRANTS

POTENTIAL PROJECT STAKEHOLDERS

OKC AIRPORT TRUST, FAA, ODOT, PUBLIC WORKS DEPT, PLANNING DEPT

WHERE

WARD 3

WHAT

CITY GATEWAYS, COMMUNITY SPACE

WHY

TOURISM, RECREATIONAL SPACE, LOCAL IDENTITY, CULTURAL SHOWCASE, STORMWATER MANAGEMENT

WHO

OKC AIRPORT TRUST, FAA, ODOT, PUBLIC WORKS DEPT, PLANNING DEPT

HOW

ODOT & FAA COORDINATION, ODOT MAINTENANCE AGREEMENT



TREES

Plant trees to provide naturally shaded and cooled areas for visitors to spend time.

SHADE STRUCTURES

Install shade structures to provide shelter from rain and heat.

SEATING

Install seating to encourage people to spend time in the garden.

PUBLIC PLAZAS

Gathering spaces provide recreational areas that also celebrate Oklahoma culture and history.

GAMES/ACTIVITIES

Install games and activities that encourage people to stop and spend time in the garden.

INTERACTIVE ART

Work with local artists to install interactive art that engages visitors.

PUBLIC ART

Collaborate with local artists to install murals and/or statues.

CREATIVE SIGNAGE

Collaborate with residents to design artistic or interactive signage that highlights local history.

GATEWAY SIGNAGE

Install artistic and unique signage welcoming visitors to Oklahoma City.

NATIVE LANDSCAPE

Install landscaping using low maintenance and native plantings that provide ecosystem support.

TREE CANOPY

Install trees to provide environmental benefits, such as stormwater and air quality management.

MAINTENANCE

Regularly maintain landscaping and remove litter.

Bessie Coleman Garden & Airport Approaches

EXISTING CONDITIONS

The establishment of a Bessie Coleman Garden presents an opportunity to create a meaningful tribute while enhancing the visual appeal of the location. With support from the airport and potential for community involvement, this project can transform the area into a significant gathering space. However, the project faces challenges due to property constraints and FAA regulations, which may limit suitable locations for the garden. Addressing these challenges while leveraging available resources will be essential in realizing the vision of the Bessie Coleman Garden as a beautiful and impactful addition to the community.

OPPORTUNITIES

The Bessie Coleman Garden has the potential to become a vibrant community asset, particularly for those interested in learning more about aviation history at the 99s Museum of Women Pilots near Will Rogers World Airport. Integrating native landscaping and trees could add texture and color to the lawn adjacent to the museum, while creative lighting could be used to give the garden a dramatic effect at night. Artistic elements could be incorporated throughout the garden to help tell Bessie Coleman’s story in a way that captivates viewers. This project should not only honor a historical figure but also create an inviting environment that encourages residents and visitors to connect, celebrate, and reflect.

S.W.O.T. ANALYSIS

STRENGTHS:

- Powerful tribute enhancing visual appeal
- Airport support and collaboration
- Potential for community involvement and creating a meaningful gathering space
- Existing gateway signage and art

WEAKNESSES:

- Airport property constraints
- FAA regulations limiting suitable locations

OPPORTUNITIES:

- Serve as a placemaking landmark
- Foster social interaction as a community gathering space

THREATS:

- Challenges with FAA compliance
- Logistical complexities
- Long-term maintenance requirements

EXISTING CONDITIONS

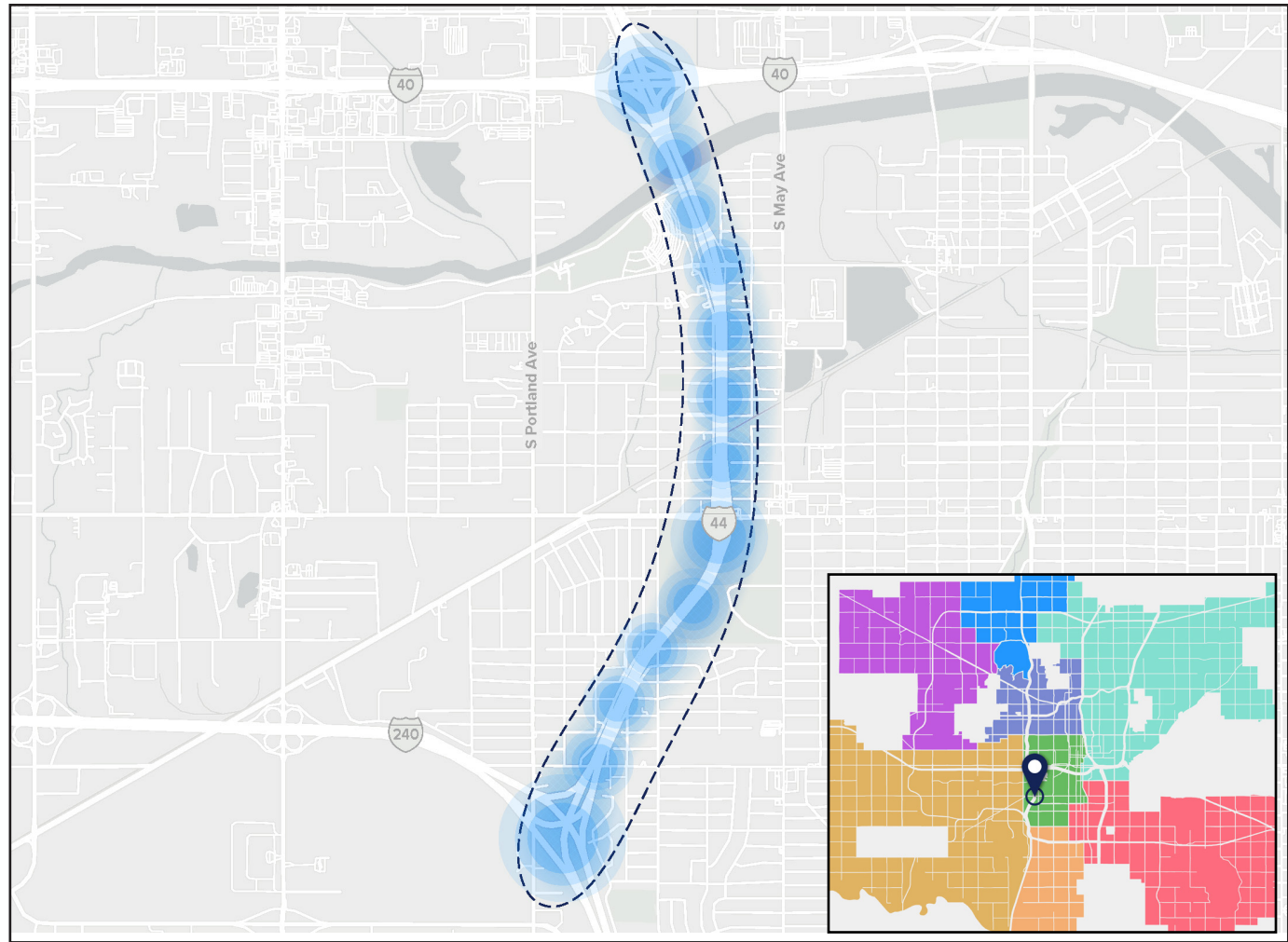


OPPORTUNITIES



I-44: SH-152 to I-40

AIRPORT APPROACH



PUBLIC ART

Collaborate with local artists to install murals and/or statues.

CREATIVE SIGNAGE

Collaborate with local residents to design artistic or interactive signage that highlights local amenities.

GATEWAY SIGNAGE

Install artistic and unique signage welcoming visitors to Oklahoma City.

CREATIVE LIGHTING

Install creative LED lighting for better visibility, safety, and experience.

NATIVE LANDSCAPE

Install landscaping on the lawns along the interstate using low maintenance and native plantings that provide ecosystem support.

TREE CANOPY

Install trees to provide environmental benefits, such as stormwater and air quality management.

MAINTENANCE

Regularly maintain landscaping and remove litter along the corridor.

Projects within Oklahoma Department of Transportation right-of-way are contingent on their cooperation and execution of necessary agreements.

EXISTING CONDITIONS



Looking SW from I-44 toward SW 44th St.



Looking SE from I-44 toward SW 24th St. pedestrian bridge

OPPORTUNITIES



Source: Boulevard CID



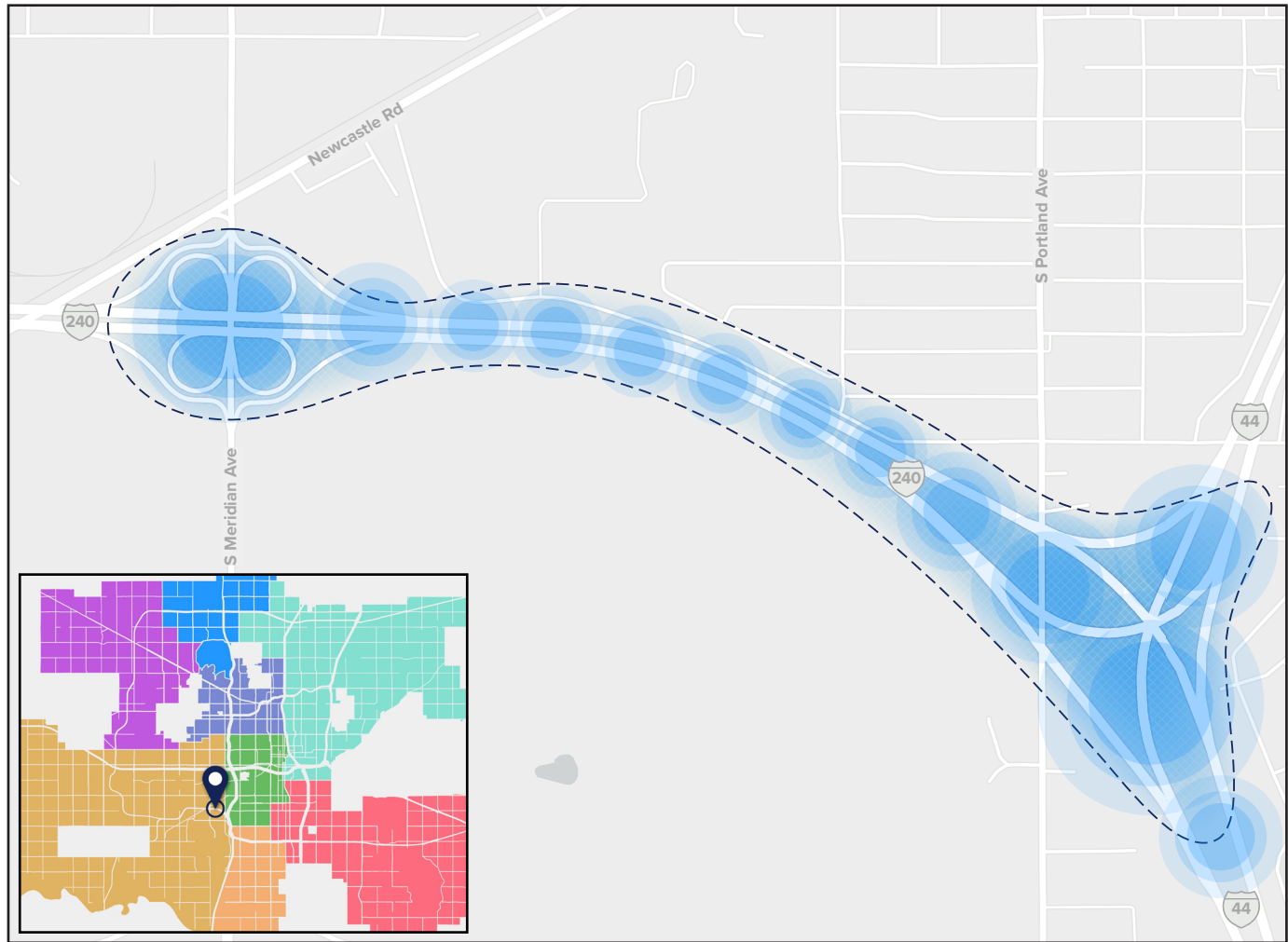
Source: Boulevard CID



Source: NCDOT

SH-152: Meridian to I-44

AIRPORT APPROACH



PUBLIC ART

Collaborate with local artists to install murals and/or statues.

CREATIVE SIGNAGE

Collaborate with local residents to design artistic or interactive signage that highlights local amenities.

GATEWAY SIGNAGE

Install artistic and unique signage welcoming visitors to Oklahoma City.

CREATIVE LIGHTING

Install creative LED lighting for better visibility, safety, and experience.

NATIVE LANDSCAPE

Install landscaping on the lawns along the interstate using low maintenance and native plantings that provide ecosystem support.

TREE CANOPY

Install trees to provide environmental benefits, such as stormwater and air quality management.

MAINTENANCE

Regularly maintain landscaping and remove litter along the corridor.

Projects within Oklahoma Department of Transportation right-of-way are contingent on their cooperation and execution of necessary agreements.

EXISTING CONDITIONS



Looking west from SH-152 toward Meridian Ave.



Looking NW from SH-152 near S Portland Ave.

OPPORTUNITIES



Source: JunoWorks

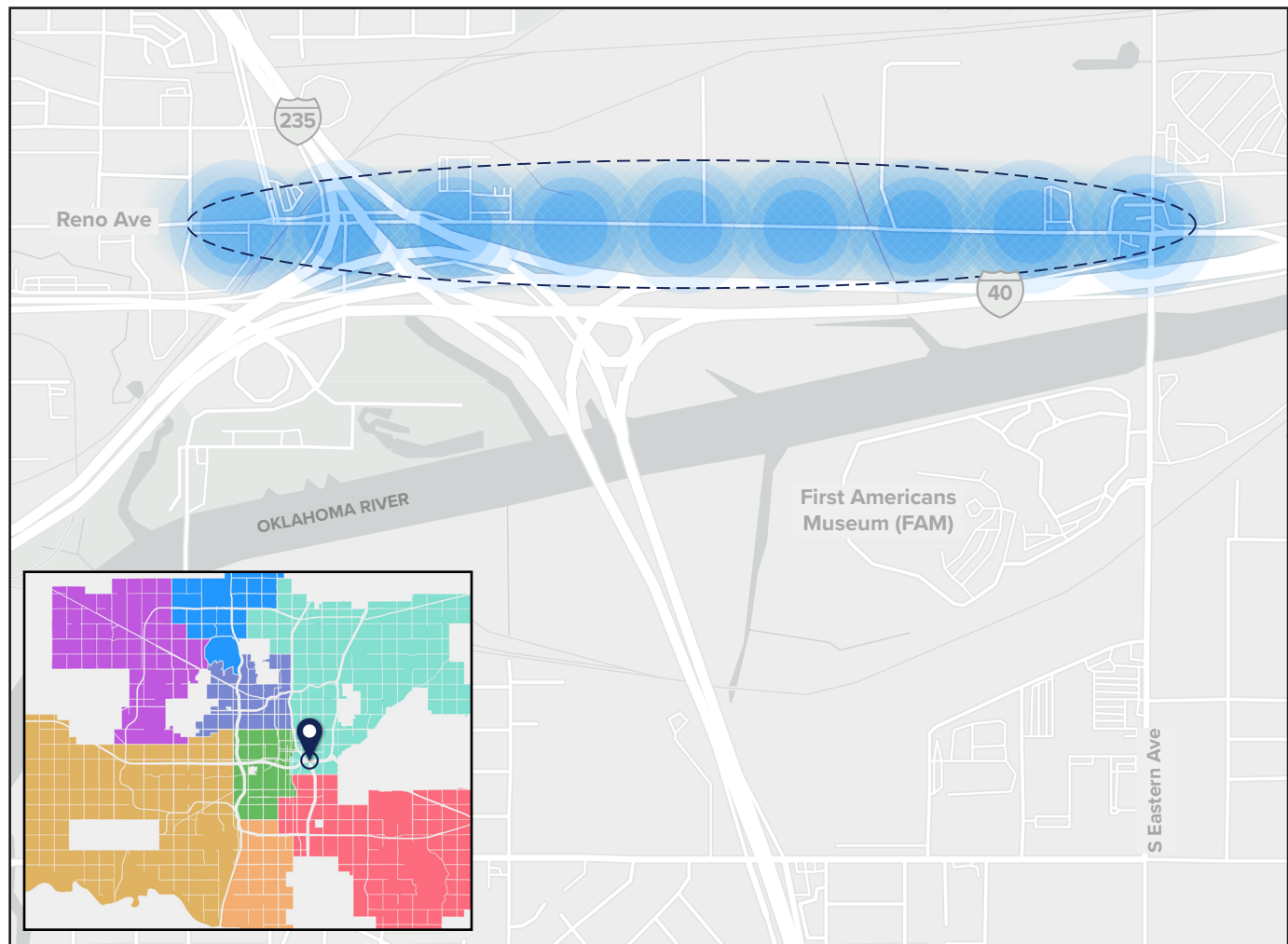


Source: Boulevard CID



Source: NCDOT

Reno/Eastern: Bricktown to First Americans Museum



PROJECT DESCRIPTION

This project aims to enhance the visual appeal along the Reno and Eastern corridors between Bricktown and the First Americans Museum (FAM). Including native landscaping adjacent to the roadways could provide pops of color, while creative lighting and public art on interstate overpasses could add a dynamic and artistic dimension. Special gateway and wayfinding signage near the entrance to the First Americans Museum could serve to establish a unique identity for the area that could be complemented by additional public art elements that celebrate local cultures.

This project should involve coordination with MAPS 4, Planning, and Public Works to efficiently integrate proposed beautification projects with planned streetscape enhancements.

IMPLEMENTATION

ESTIMATED TIMELINE

PHASE 2

ESTIMATED COST

\$1,808,800 [TOTAL]

POTENTIAL FUNDING SOURCES

GRANTS

POTENTIAL PROJECT STAKEHOLDERS

FAM, ODOT, PUBLIC WORKS DEPT, PLANNING DEPT

WHERE

WARD 7

WHO

ODOT, PUBLIC WORKS DEPT,
PLANNING DEPT

WHAT

CORRIDOR IMPROVEMENT

HOW

ODOT COORDINATION &
MAINTENANCE AGREEMENT

WHY

CULTURAL SHOWCASE, TOURISM,
LOCAL IDENTITY, BEAUTIFYING
COMMUTES

PUBLIC ART

Collaborate with local artists and FAM to install murals and/or statues.

CREATIVE SIGNAGE

Collaborate with local residents, businesses, and FAM to design artistic or interactive signage that highlights local amenities.

SIGNAGE

Install wayfinding signage to connect people from Bricktown to FAM and vice versa.

LIGHTING

Increase safety for all users by increasing visibility with lighting.

TREES

Plant trees to provide shade and reduce urban heat island effect.

NATIVE LANDSCAPE

Install landscaping in right-of-way areas using low maintenance and native plantings that provide ecosystem support.

MAINTENANCE

Regularly maintain landscaping and remove litter along the corridors.



Photos Source: The Ticker



Photos Source: The Ticker

Public art, district banners, plaques, and wayfinding signs are currently being installed throughout Traverse City, MI, to honor and bring voice to Indigenous residents while teaching visitors about the Anishinaabe language and culture.

Reno/Eastern: Bricktown to FAM

EXISTING CONDITIONS

The current condition of the Reno/Eastern corridor leading from Bricktown to the First Americans Museum presents both significant potential and notable challenges. As a highly traveled route and main thoroughfare to a prominent cultural destination, this corridor holds substantial promise for transformation into a more visually appealing and welcoming space. However, the existing roadway and adjacent commercial and industrial land uses are unsightly and detract from the overall experience of travelers. Additionally, the high maintenance costs associated with the corridor pose challenges for sustained improvements. Addressing these issues through a well-planned beautification project will be crucial in realizing the corridor’s potential and creating an inviting gateway to the First Americans Museum.

OPPORTUNITIES

This corridor leading to the First Americans Museum offers exciting opportunities for transformation into a welcoming and culturally rich gateway. Embracing a sense of arrival can be achieved through strategic landscaping between median barriers, the installation of decorative streetlamps, and the integration of public art. Collaborating with the First Americans Museum, tribal nations, and Indigenous artists will allow for the incorporation of Native American cultural elements, enriching the corridor’s aesthetic and educational value. These enhancements will not only beautify the corridor but also celebrate and honor the cultural heritage of the region, creating a distinctive and memorable experience for all who travel this route.

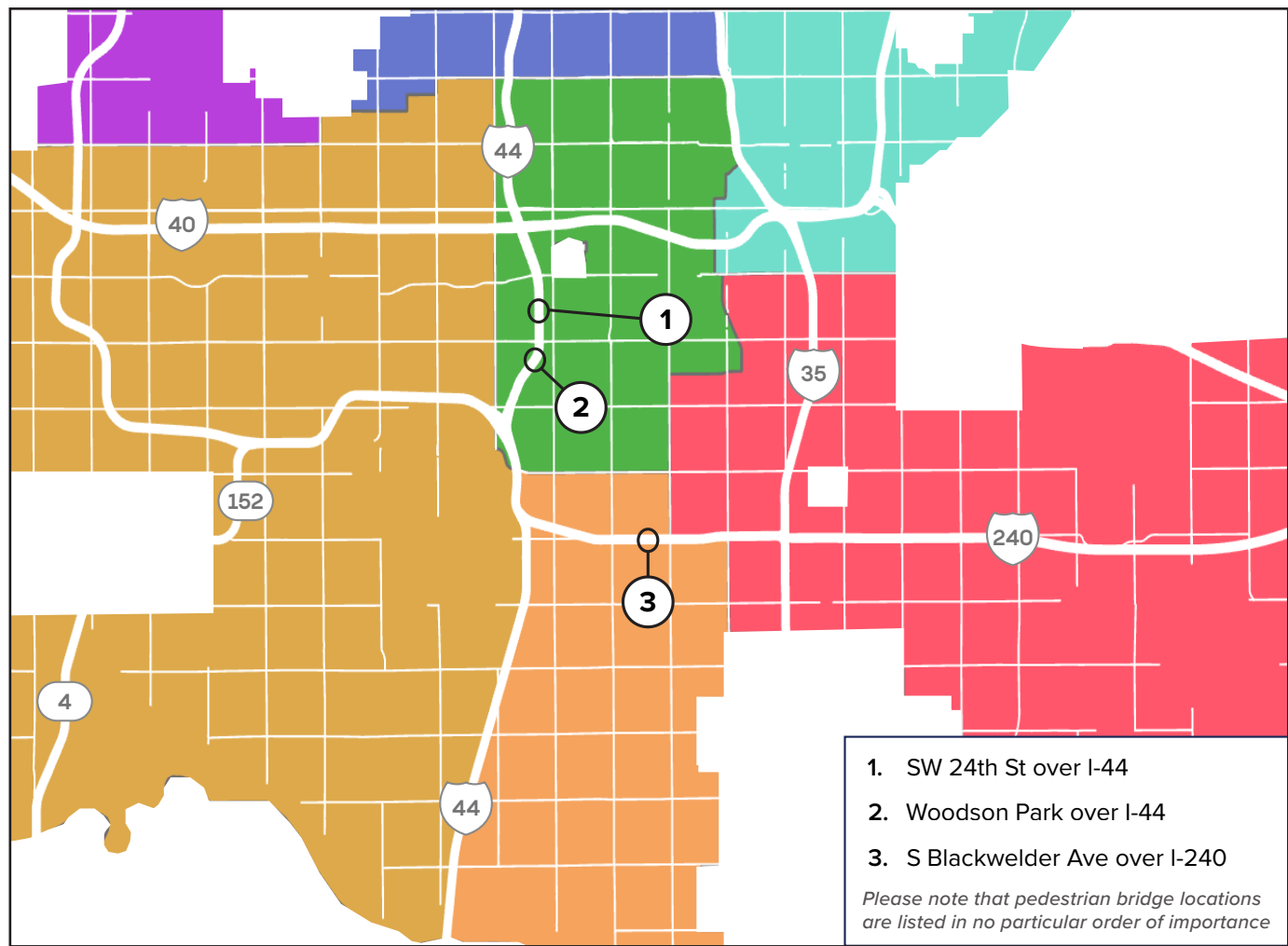
S.W.O.T. ANALYSIS

- STRENGTHS:**
- Highly traveled route to the First Americans Museum (FAM)
 - Potential for significant visibility as FAM continues to develop
 - Connects FAM, Bricktown, Greyhound Bus Station, and other tourism businesses
 - Oklahoma River view
- WEAKNESSES:**
- Unsightly roadways
 - High maintenance costs
 - Unsafe for pedestrians and cyclists

- OPPORTUNITIES:**
- Create a sense of arrival with landscaping, decorative streetlamps, and integrated art
 - Collaborate with FAM, local tribes, and Indigenous artists
- THREATS:**
- Requires ongoing maintenance resources
 - Balancing safety, traffic impact, and potential distractions
 - Oklahoma River may complicate bridge improvements



Pedestrian Bridges Over Interstates



- PUBLIC ART**
Collaborate with local artists to install murals and/or statues.
- CREATIVE LIGHTING**
Install creative LED lighting on the bridge for better visibility, safety, and experience.
- PUBLIC SPACES**
Increase accessibility and comfort of public spaces by installing seating, shade, recreational areas, and art.
- MOBILITY IMPROVEMENT**
Connect the east portion of Woodson Park over I-44 to the west portion for pedestrians.

- LIGHTING**
Install pedestrian level lighting to increase safety of the pedestrian bridge, particularly after dark.
- TREES**
Plant trees to provide shade and protection for pedestrians in Woodson Park.
- SHADE STRUCTURES**
Install shade structures on the pedestrian bridge to protect users from Oklahoma weather.

- NATIVE LANDSCAPE**
Install native plants to provide beautification at a lower cost, with lower maintenance needs, and for ecosystem support.
- TREE CANOPY**
Install trees that provide shade and protection for pedestrians as well as aesthetic and environmental benefits.
- MAINTENANCE**
Regularly maintain landscaping and remove litter along the corridor.

PROJECT DESCRIPTION

This project aims to enhance the functionality and visual appeal of three priority pedestrian bridges located in south Oklahoma City. Each of the bridges were constructed in the 1970s and have been weathered over time. These conditions make the bridges appear neglected and feel uninviting. Beautification enhancements at these locations should strive to create a positive experience for both pedestrians and drivers. This could be accomplished by integrating public art by local artists on the interior and exterior of the bridges to transform them into engaging cultural installations. Additionally, creative LED lighting could be implemented to enhance visibility, safety, and overall user experience. This approach envisions pedestrian bridges as not only practical connectors but also vibrant urban landmarks, enriching the cityscape for all users.

WHERE
WARDS 5 & 6

WHO
ODOT, PUBLIC WORKS DEPT, PLANNING DEPT, PARKS DEPT

WHAT
PEDESTRIAN BRIDGES

HOW
ODOT COORDINATION & MAINTENANCE AGREEMENT

WHY
BIKE/PED CONNECTIONS, TOURISM, LOCAL IDENTITY, CULTURAL SHOWCASE, BEAUTIFYING COMMUTES, PUBLIC SAFETY

IMPLEMENTATION

- ESTIMATED TIMELINE**
PHASE 3
- ESTIMATED COST**
\$2,179,350 [TOTAL]
(Estimated Construction Cost includes all three pedestrian bridges)
- POTENTIAL FUNDING SOURCES**
GRANTS
- POTENTIAL PROJECT STAKEHOLDERS**
ODOT, PUBLIC WORKS DEPT, PLANNING DEPT, PARKS DEPT, SOUTH OKC CHAMBER OF COMMERCE



Pedestrian Bridges Over Interstates

EXISTING CONDITIONS

The three pedestrian bridges included in this plan play a crucial role in supporting various travel modes, visually connecting different areas, and providing a safe passage over busy roadways. They are prominently visible to passing vehicles, emphasizing their importance in the urban landscape. However, these bridges currently suffer from a lack of aesthetic appeal, often appearing neglected and uninviting. The narrow design of the bridges can make them feel confining to pedestrians, detracting from the overall user experience. Addressing these weaknesses through beautification efforts is essential to transform these functional structures into attractive and welcoming spaces that enhance the city’s visual appeal and provide a more pleasant experience for pedestrians.

OPPORTUNITIES

These pedestrian bridges offer significant opportunities for enhancement, transforming these essential structures into visually appealing and functional spaces. By integrating public art, improving walking surfaces and protective barriers, repainting, and incorporating landscaping, these bridges can become attractive features that enhance the city’s aesthetic appeal. Adding creative lighting will further enhance visual appeal for passersby and improve safety for pedestrians, making the bridges more inviting and secure after dark. These enhancements will not only improve the visual and functional quality of the bridges but also contribute to the overall beautification and connectivity of the urban environment.

S.W.O.T. ANALYSIS

STRENGTHS:

- Elevated access allows for high audience reach
- Supports safe multimodal transportation
- Visually and physically connects two separate areas

WEAKNESSES:

- Lacking distinctiveness
- Absence of branding and welcoming elements
- Feels confining and narrow

OPPORTUNITIES:

- Public art
- Lighting
- Landscaping
- Widen to resemble park-like trails

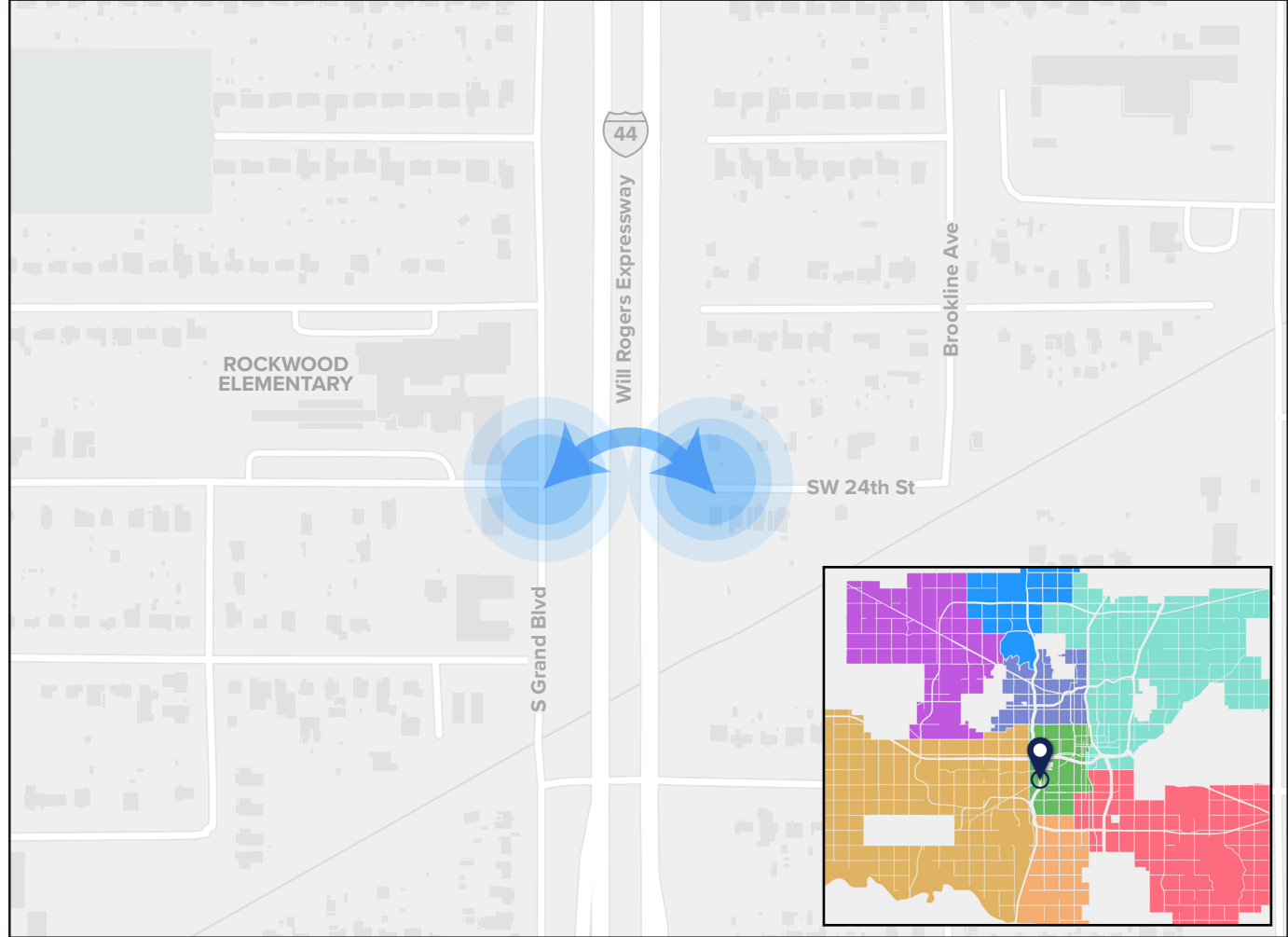
THREATS:

- Maintaining bridges is costly
- Ensuring ADA accessibility requires extra attention early in the design process due to elevated heights



Pedestrian Bridges Over Interstates

SW 24TH ST OVER I-44



PUBLIC ART

Collaborate with local artists to install murals and/or statues.

CREATIVE LIGHTING

Install creative LED lighting on the bridge for better visibility, safety, and experience.

PUBLIC SPACES

Increase accessibility and comfort of public spaces by installing seating, shade, recreational areas, and art.

MOBILITY IMPROVEMENT

Connect the east portion of Woodson Park over I-44 to the west portion for pedestrians.

LIGHTING

Install pedestrian level lighting to increase safety of the pedestrian bridge, particularly after dark.

TREES

Plant trees to provide shade and protection for pedestrians in Woodson Park.

SHADE STRUCTURES

Install shade structures on the pedestrian bridge to protect users from Oklahoma weather.

NATIVE LANDSCAPE

Install native plants to provide beautification at a lower cost, with lower maintenance needs, and for ecosystem support.

TREE CANOPY

Install trees that provide shade and protection for pedestrians as well as aesthetic and environmental benefits.

MAINTENANCE

Regularly maintain landscaping and remove litter along the corridor.

EXISTING CONDITIONS



Looking east from SW 24th St. toward pedestrian bridge over I-44



Looking NE from SW 24th St. toward pedestrian bridge over I-44

OPPORTUNITIES



Source: Adam Hunter/LMN Architects



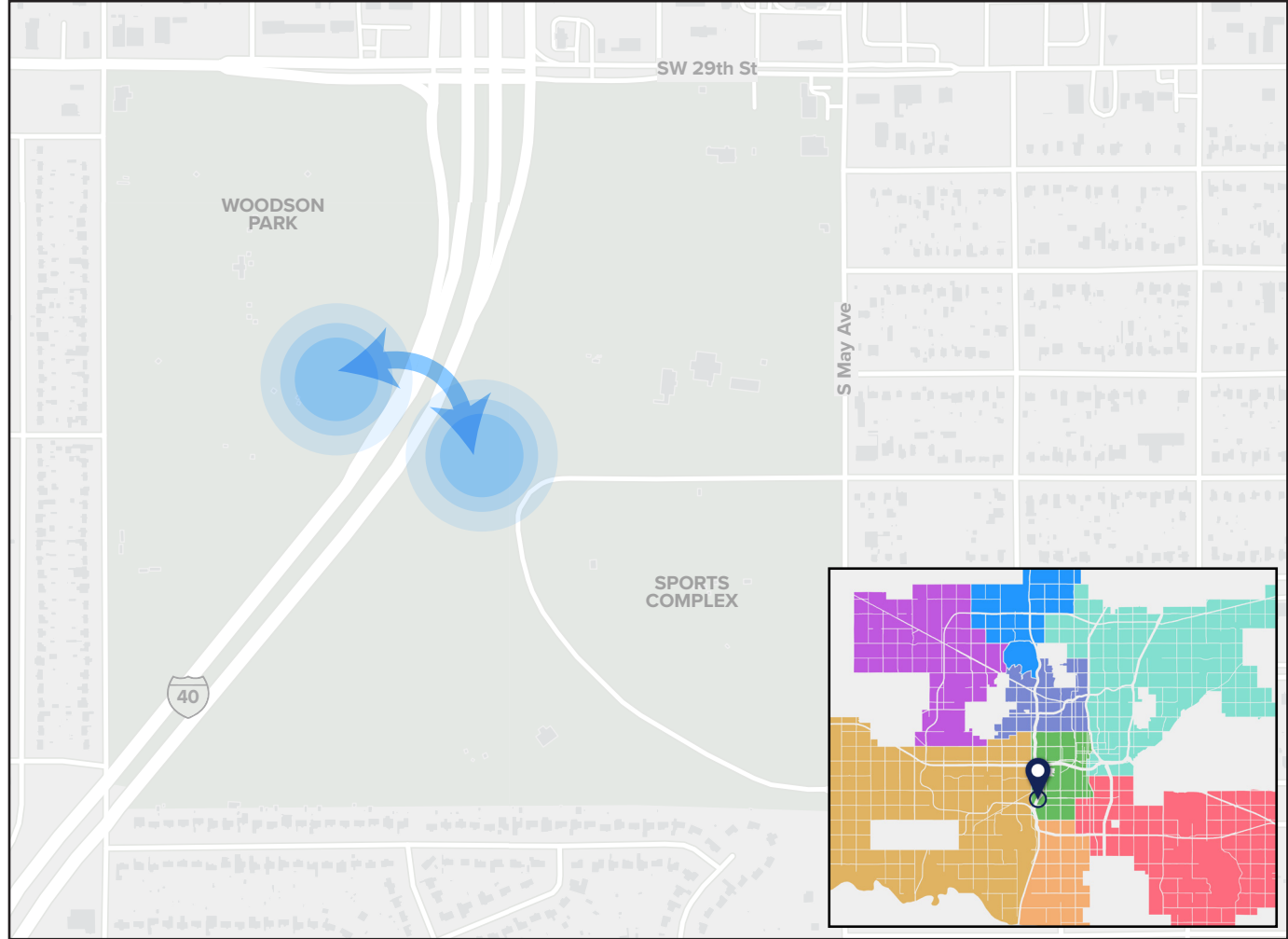
Source: Marianne Dhenin



Source: Bethesda Arts and Entertainment District

Pedestrian Bridges Over Interstates

WOODSON PARK OVER I-44



PUBLIC ART

Collaborate with local artists to install murals and/or statues.

CREATIVE LIGHTING

Install creative LED lighting on the bridge for better visibility, safety, and experience.

PUBLIC SPACES

Increase accessibility and comfort of public spaces by installing seating, shade, recreational areas, and art.

MOBILITY IMPROVEMENT

Connect the east portion of Woodson Park over I-44 to the west portion for pedestrians.

LIGHTING

Install pedestrian level lighting to increase safety of the pedestrian bridge, particularly after dark.

TREES

Plant trees to provide shade and protection for pedestrians in Woodson Park.

SHADE STRUCTURES

Install shade structures on the pedestrian bridge to protect users from Oklahoma weather.

NATIVE LANDSCAPE

Install native plants to provide beautification at a lower cost, with lower maintenance needs, and for ecosystem support.

TREE CANOPY

Install trees that provide shade and protection for pedestrians as well as aesthetic and environmental benefits.

MAINTENANCE

Regularly maintain landscaping and remove litter along the corridor.

EXISTING CONDITIONS



Looking SE from east side of Woodson Park toward pedestrian bridge over I-44



Looking SE from east side of Woodson Park toward pedestrian bridge over I-44

OPPORTUNITIES



Source: Long Beach Post



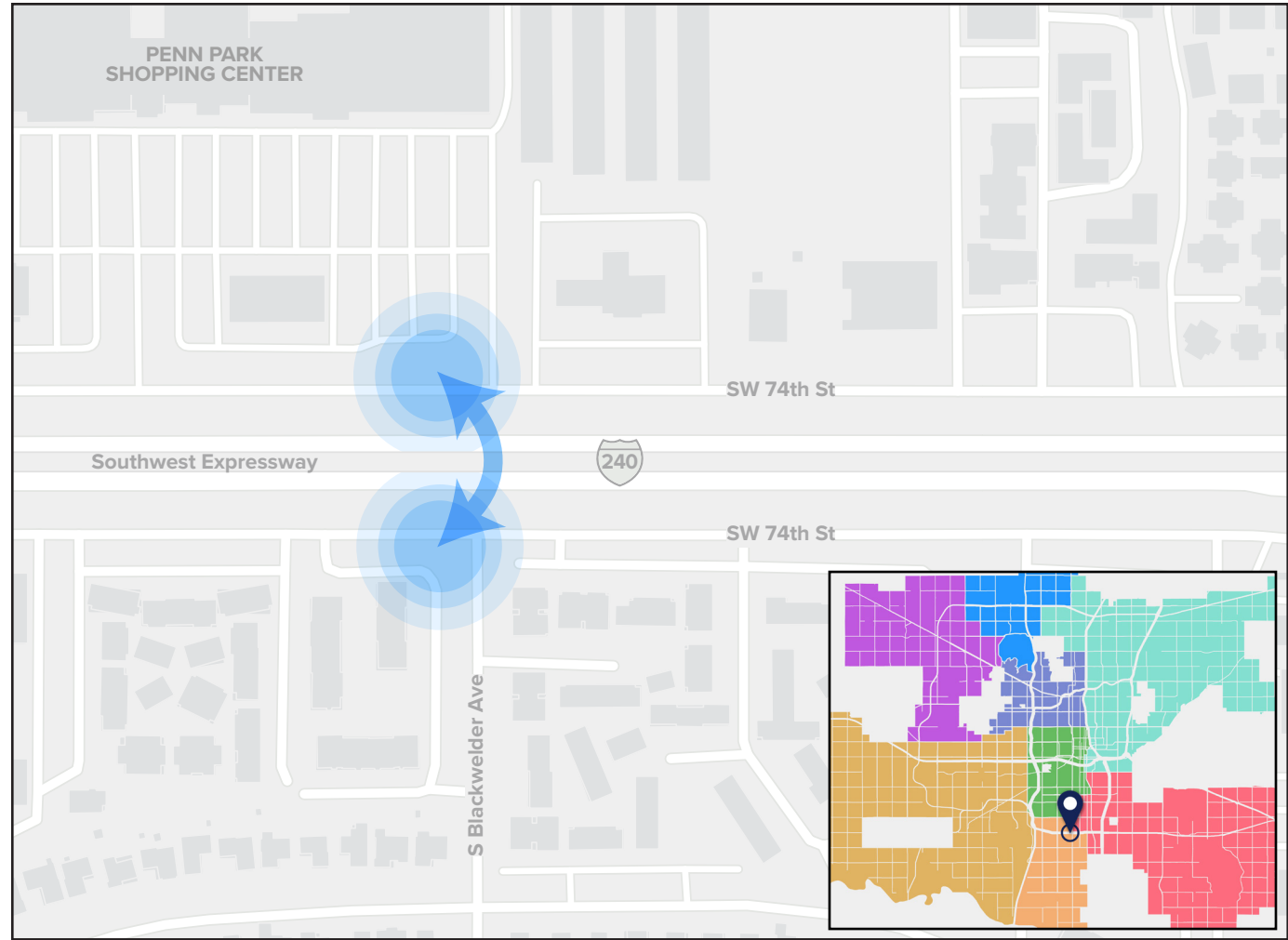
Source: STRUCTURE Magazine



Source: Tribune/Kyle Mills

Pedestrian Bridges Over Interstates

S BLACKWELDER AVE OVER I-44



PUBLIC ART

Collaborate with local artists to install murals and/or statues.

CREATIVE LIGHTING

Install creative LED lighting on the bridge for better visibility, safety, and experience.

PUBLIC SPACES

Increase accessibility and comfort of public spaces by installing seating, shade, recreational areas, and art.

MOBILITY IMPROVEMENT

Connect the east portion of Woodson Park over I-44 to the west portion for pedestrians.

LIGHTING

Install pedestrian level lighting to increase safety of the pedestrian bridge, particularly after dark.

TREES

Plant trees to provide shade and protection for pedestrians in Woodson Park.

SHADE STRUCTURES

Install shade structures on the pedestrian bridge to protect users from Oklahoma weather.

NATIVE LANDSCAPE

Install native plants to provide beautification at a lower cost, with lower maintenance needs, and for ecosystem support.

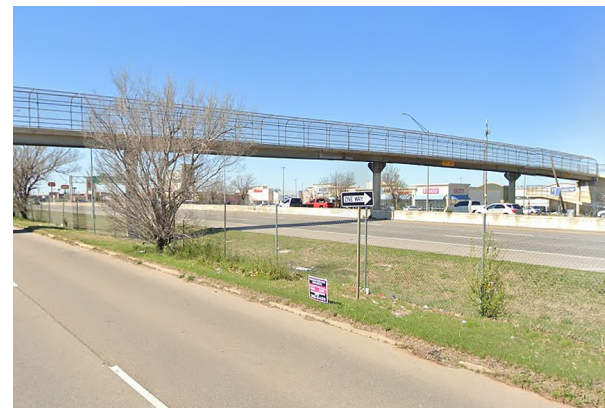
TREE CANOPY

Install trees that provide shade and protection for pedestrians as well as aesthetic and environmental benefits.

MAINTENANCE

Regularly maintain landscaping and remove litter along the corridor.

EXISTING CONDITIONS



Looking NW from eastbound SW 74th St. toward pedestrian bridge over I-44



Looking east from westbound SW 74th St. toward pedestrian bridge over I-44

OPPORTUNITIES



Source: Vicki Scuri SiteWorks




Source: Vicki Scuri SiteWorks




Source: Vicki Scuri SiteWorks

Ralph Ellison Statue

OPPORTUNITIES



Source: Atlanta Office of Cultural Affairs



Source: Town of Chapel Hill



Source: Town of Chapel Hill



Source: Atlanta Office of Cultural Affairs

TREES

Plant trees to provide natural shade and protection from heat, noise, and cars for the plaza.

SHADE STRUCTURES

Install shade structures to provide shelter from rain and heat.

SEATING

Install seating to encourage people to spend time in the plaza.

PUBLIC PLAZAS

Build a plaza with seating, shade, and landscaping that can be utilized for activities and relaxation.

GAMES/ACTIVITIES

Install games and activities that encourage people to stop and spend time in the plaza.

INTERACTIVE ART

Work with local artists to install interactive art that engages visitors.

PUBLIC ART

Install Ralph Ellison statue sitting at one of the tables.
Use art to tell the story of Ralph Ellison and the history of Deep Deuce.

PUBLIC SPACES

Increase accessibility and comfort of public spaces by installing seating, shade, recreational areas, and art.

NATIVE LANDSCAPE

Install landscaping using low maintenance and native plantings that provide ecosystem support.

MAINTENANCE

Regularly maintain landscaping and remove litter.

PROJECT DESCRIPTION

This project aims to install a statue of the acclaimed Oklahoman author Ralph Ellison. This statue could be located within a plaza that offers seating and other amenities, such as native landscaping, creative lighting, and additional public art elements. The goal is to create a focal point that honors Ralph Ellison’s legacy and provides a vibrant space for community engagement.

The final location of the Ralph Ellison statue will be based on input from the community and stakeholders.

IMPLEMENTATION

ESTIMATED TIMELINE

PHASE 4

ESTIMATED COST

\$1,529,350 [TOTAL]


POTENTIAL FUNDING SOURCES

GRANTS

POTENTIAL PROJECT STAKEHOLDERS

RALPH ELLISON FOUNDATION, RALPH ELLISON LIBRARY, PUBLIC WORKS DEPT, PLANNING DEPT

WHERE	WHAT	WHY
TBD	COMMUNITY SPACE	CULTURAL SHOWCASE, TOURISM, LOCAL IDENTITY, GATHERING PLACE
WHO	HOW	
PLANNING DEPT, PUBLIC WORKS DEPT	COORDINATE WITH PLANNING DEPT AND PUBLIC WORKS DEPT	



Source: Harlem Bespoke

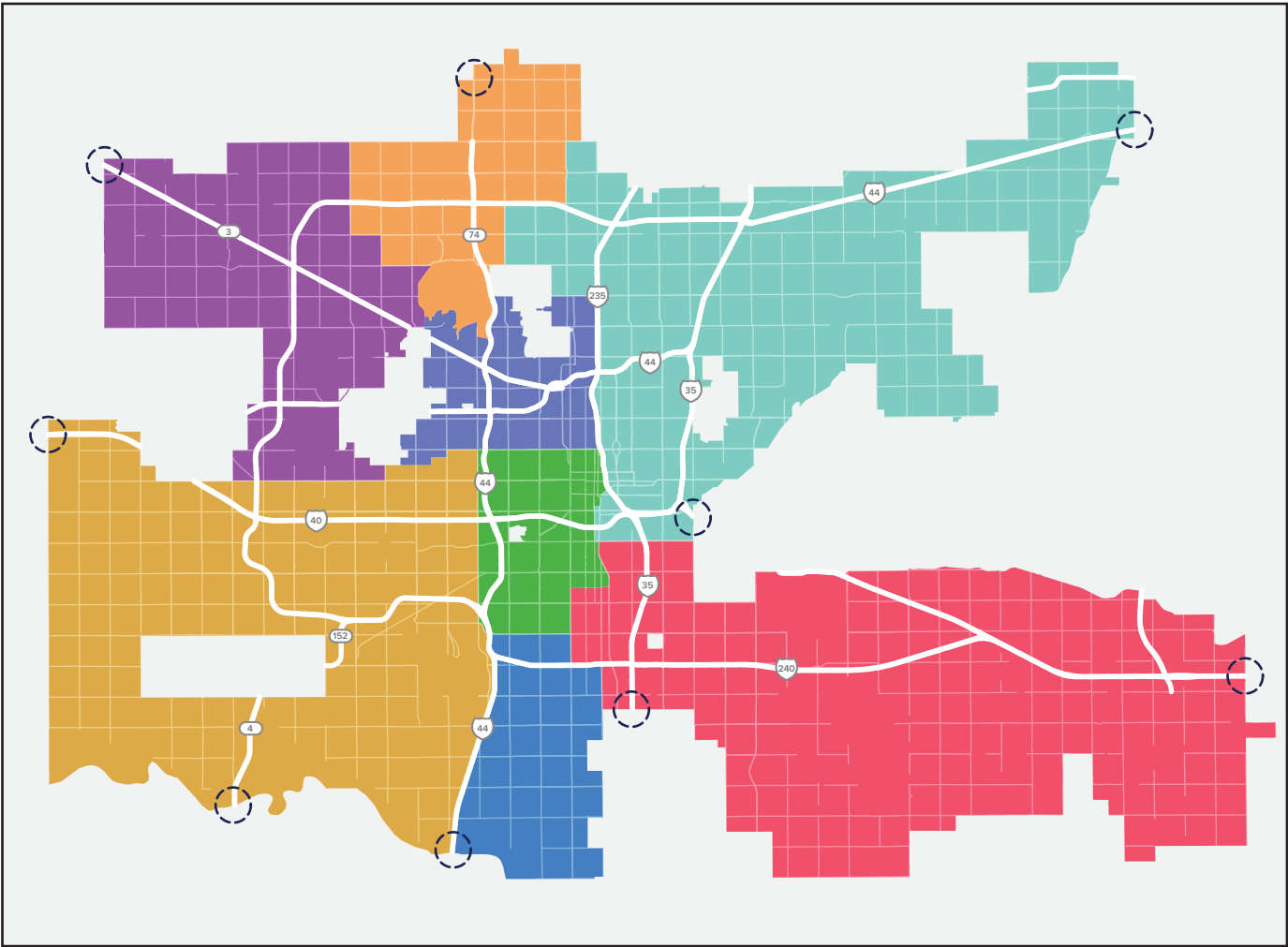
Ralph Ellison Monument located in New York City’s Riverside Park.

Plaza in Kerr Park in downtown Oklahoma City.



Source: Downtown OKC Partnership

City Entrances



The above map identifies POTENTIAL City Entrance project locations at the city limit boundaries along highways and interstates. Final site selection should occur in the pre-design phase.

PUBLIC ART

Collaborate with local artists to install murals and/or statues.

CREATIVE SIGNAGE

Collaborate with local residents to design artistic or interactive signage that highlights local amenities.

GATEWAY SIGNAGE

Install artistic and unique signage welcoming visitors to Oklahoma City.

NATIVE LANDSCAPE

Install native plants to provide beautification at a lower cost, with lower maintenance needs, and for ecosystem support.

TREE CANOPY

Install trees that provide shade and protection for pedestrians as well as aesthetic and environmental benefits.

MAINTENANCE

Regularly maintain landscaping and remove litter along the corridor.

CREATIVE LIGHTING

Install creative LED lighting on the bridge for better visibility, safety, and experience.

PUBLIC SPACES

Increase accessibility and comfort of public spaces by installing seating, shade, recreational areas, and art.

PROJECT DESCRIPTION

Revitalizing city entrances along the interstates, this project aims to create a captivating first impression for travelers. Through the strategic planting of trees, native landscaping, and creative lighting, the roadways will be transformed into visually appealing corridors. Eye-catching gateway signage will not only guide visitors but also establish a distinctive city identity, boosting tourism by piquing the interest of passersby. Additionally, the inclusion of public art elements ensures a cultural touch, turning these gateways into memorable landmarks that residents can be proud of. This comprehensive approach seeks to enhance the city’s allure and leave a lasting impact on those visiting our community.

WHERE

WARDS 3, 4, 5, OR 7

WHO

ODOT, PUBLIC WORKS DEPT,
PLANNING DEPT

WHAT

CITY GATEWAYS

HOW

ODOT COORDINATION &
MAINTENANCE AGREEMENT

WHY

TOURISM, LOCAL IDENTITY,
CULTURAL SHOWCASE, BEAUTIFYING
COMMUTES

IMPLEMENTATION

ESTIMATED TIMELINE

PHASE 3

ESTIMATED COST

\$2,000,000 [TOTAL]

POTENTIAL FUNDING SOURCES

GRANTS

POTENTIAL PROJECT STAKEHOLDERS

ODOT, PUBLIC WORKS DEPT, PLANNING DEPT, VISIT OKC,
OKC CHAMBER OF COMMERCE



City Entrances

EXISTING CONDITIONS

The current city entrances and gateways in Oklahoma City offer elevated access points that ensure high visibility and audience reach, easy maintenance, and notable environmental benefits. These attributes make the gateways functional and relatively simple to manage. However, the existing signs lack distinctiveness and blend in with other signage, which hinders the city’s ability to stand out from neighboring areas. Additionally, there is a noticeable absence of cohesive branding and welcoming elements that would create a memorable first impression for visitors. Addressing these issues through thoughtful design and strategic enhancements will be crucial in transforming these gateways into distinctive, inviting entry points that effectively represent the city’s identity and charm.

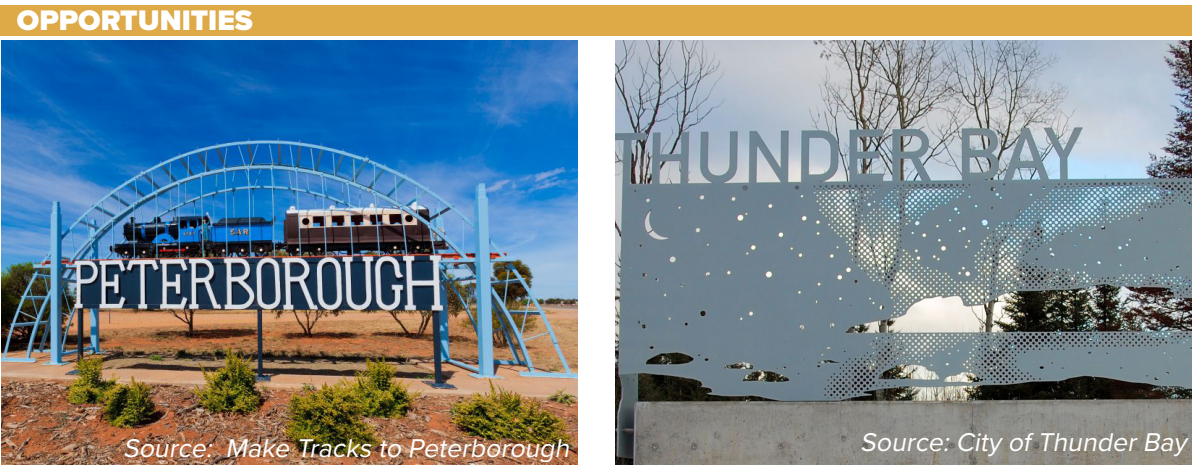
OPPORTUNITIES

Oklahoma City’s existing city entrances and gateways present opportunities for enhancement through strategic beautification efforts. By incorporating distinctive city branding, these gateways can create memorable and welcoming first impressions for visitors. The addition of creative lighting and landscaping will further enhance the visual appeal, making these entry points more inviting and aesthetically pleasing. Moreover, promoting initiatives such as the Monarch Highway project will not only enhance the environmental benefits but also highlight Oklahoma City’s commitment to sustainability and conservation. These opportunities can transform the city’s entrances into vibrant, attractive landmarks that reflect the unique identity and values of the community.

S.W.O.T. ANALYSIS

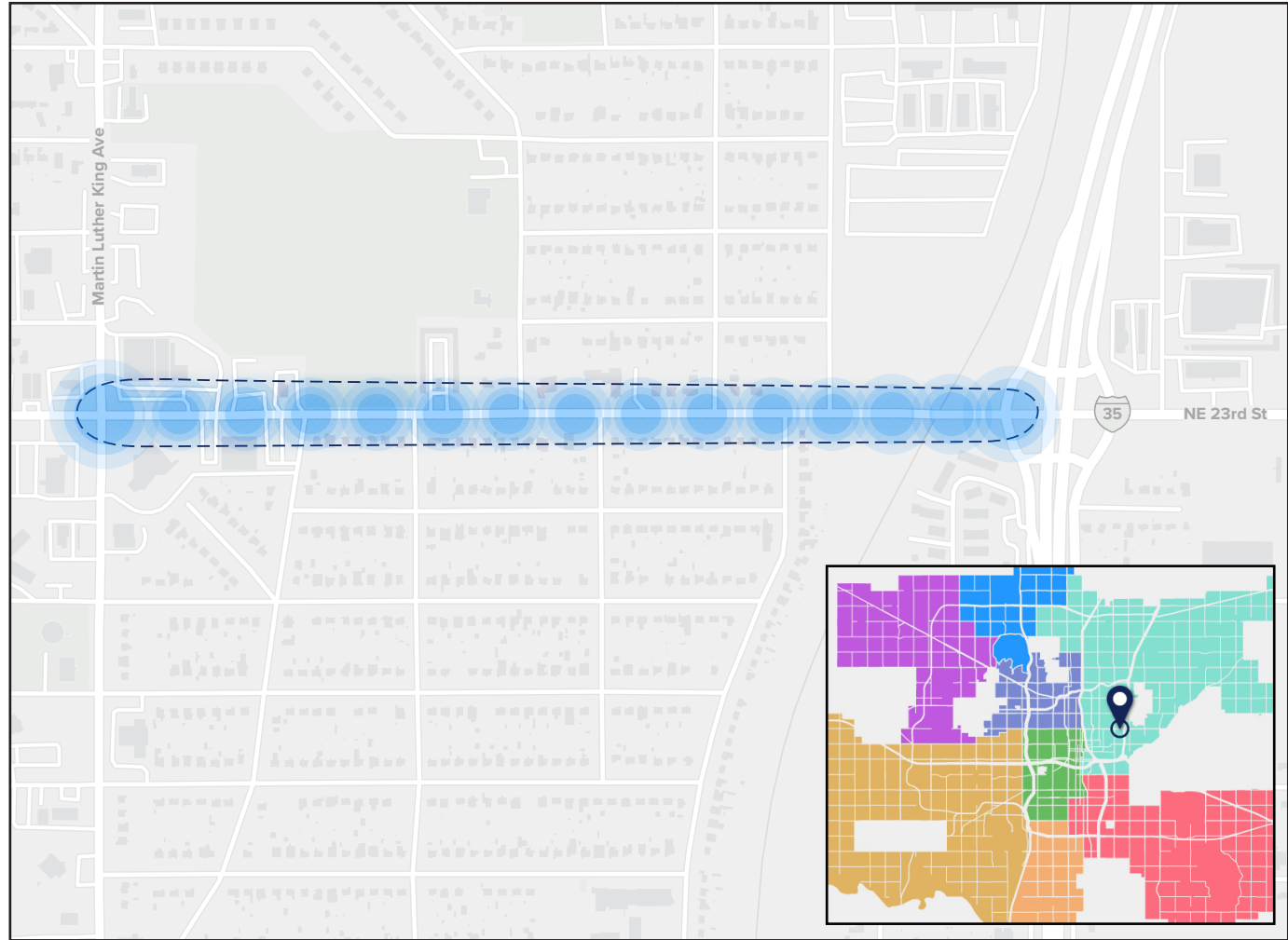
- STRENGTHS:**
- Elevated access allows for high audience reach
 - Easy maintenance
 - Environmental benefits
- WEAKNESSES:**
- Lacking distinctiveness
 - Current signs blend with others
 - Hindering differentiation from neighboring areas
 - Absence of branding and welcoming elements

- OPPORTUNITIES:**
- City branding
 - Lighting and landscaping
 - Promoting the Monarch Highway initiative and similar projects
- THREATS:**
- Limited right-of-way space hampers expansion
 - High travel speeds challenge visibility
 - Introducing art demands careful execution to ensure effective communication amidst distractions
 - Adhering to ODOT’s maintenance policies also poses complexities



Clara Luper Corridor (East & West Entrances)

EAST ENTRANCE



- TREES**
Plant street trees to provide shade and protection for pedestrians as well as trees in empty city-owned lots.
- SHADE STRUCTURES**
Install shade structures to provide shelter from rain and heat.
- SEATING**
Seating allows for pedestrians and cyclists to rest; bus stop seating also helps increase transit accessibility and inclusivity.

- PUBLIC PLAZAS**
Gathering spaces along the corridor provide the community with recreational areas that celebrate civil rights and OKC history.
- GAMES/ACTIVITIES**
Install games and activities that encourage people to stop and spend time in the corridor and to learn about civil rights history.
- INTERACTIVE ART**
Work with local artists to install interactive art that engages visitors.

- SIGNAGE**
Install wayfinding signage to direct people to amenities and landmarks throughout the corridor.
- WALKABILITY**
Connect the surrounding neighborhoods with the corridor with protected and well-maintained pedestrian and bicycle infrastructure.
- LIGHTING**
Increase safety for all users by increasing visibility with lighting.

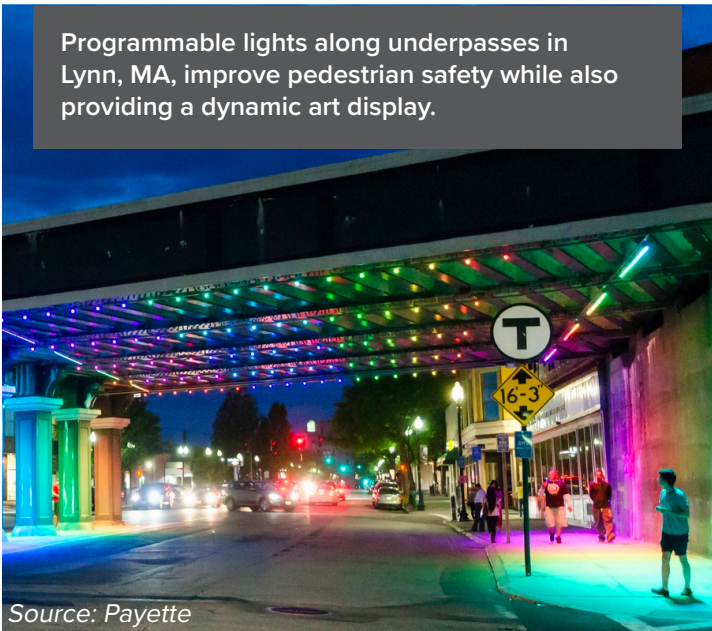
PROJECT DESCRIPTION

This project is intended to enhance the east and west entrances of the Clara Luper corridor. This could be accomplished by adding native landscaping and trees that can offer shade and visual appeal for pedestrians. Including public art that pays tribute to Clara Luper and the corridor’s history could also serve to create welcoming and culturally significant landmarks.

IMPLEMENTATION

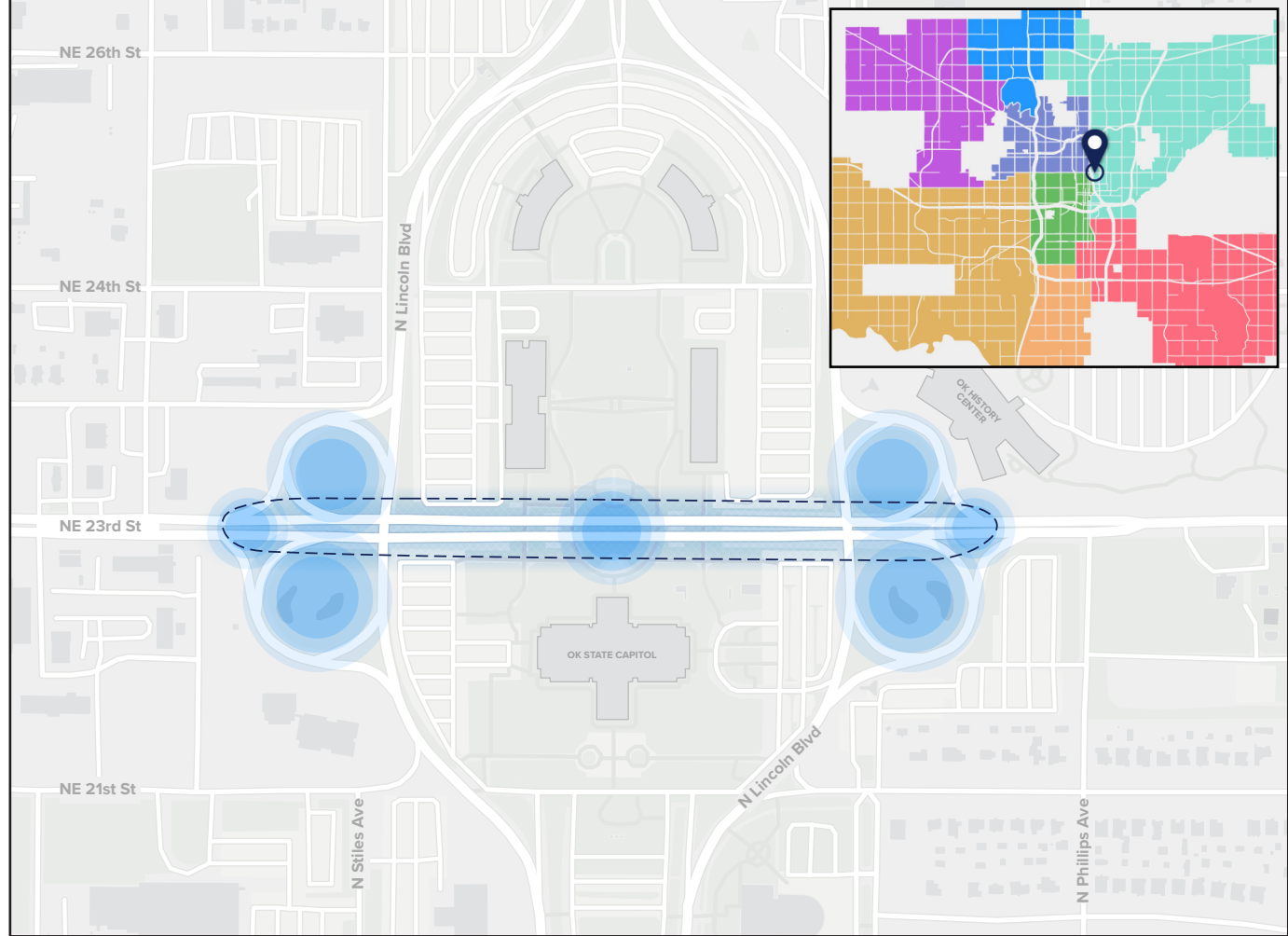
- ESTIMATED TIMELINE**
PHASE 4
- ESTIMATED COST**
\$2,179,350 [TOTAL]
(Estimated Construction Cost includes BOTH West and East Entrances)
- POTENTIAL FUNDING SOURCES**
GRANTS
- POTENTIAL PROJECT STAKEHOLDERS**
FREEDOM CENTER OF OKC, NEOKC NEIGHBORHOOD COALITION, NEOKC RENAISSANCE, ODOT, PUBLIC WORKS DEPT, PLANNING DEPT

WHERE	WHAT	WHY
WARD 7	CORRIDOR IMPROVEMENT	CULTURAL SHOWCASE, MULTIMODAL CONNECTIONS, LOCAL IDENTITY, BEAUTIFYING COMMUTES
WHO	HOW	
ODOT, PUBLIC WORKS DEPT, PLANNING DEPT	ODOT COORDINATION & MAINTENANCE AGREEMENT	



Clara Luper Corridor

WEST ENTRANCE



PUBLIC ART

Collaborate with local artists to install murals and/or statues.

CREATIVE SIGNAGE

Collaborate with local residents to design artistic or interactive signage that highlights local amenities.

GATEWAY SIGNAGE

Install artistic and unique signage welcoming visitors to Oklahoma City.

CREATIVE LIGHTING

Install creative LED lighting on and under the overpass for better visibility, safety, and experience.

NATIVE LANDSCAPE

Install landscaping on the lawns along the interchanges using low maintenance and native plantings that provide ecosystem support.

TREE CANOPY

Install trees to provide environmental benefits, such as stormwater and air quality management.

MAINTENANCE

Regularly maintain landscaping and remove litter along the corridor. Replace damaged/outdated features with more sustainable materials.

WALKABILITY

Improve pedestrian safety and comfort along this corridor with wide, protected sidewalks and other walkability features

MOBILITY IMPROVEMENT

Connect people from throughout the city to Clara Luper Corridor and the Capitol through protected bike lanes and bus routes.

PUBLIC SPACES

Increase accessibility and comfort of public spaces by installing seating, shade, recreational areas, and art.

OPPORTUNITIES



Clara Luper Corridor (East Entrance)

EXISTING CONDITIONS

The east entrance of the Clara Luper Corridor, marked by an existing monument at Miramar Boulevard, serves as a vital link between the NE and NW Oklahoma City communities. This busy area benefits from sidewalks, decorative elements, and buffer spaces that offer significant potential for community enhancement. However, the corridor currently feels desolate and lacks cohesive branding, diminishing its appeal. Overgrown vegetation further detracts from its appearance, while the absence of active pedestrian crosswalks and unsafe traffic speeds hinder pedestrian access and safety. Addressing these issues is crucial to transform the corridor into a vibrant, welcoming space that better serves the community.

OPPORTUNITIES

The Clara Luper Corridor holds numerous opportunities for transformation through strategic enhancements. Introducing wayfinding signage or banners and colorful lighting can significantly improve the visual appeal and navigability of the area. Creating educational and engaging spaces, along with community programming, will foster a sense of place and community engagement. Utilizing adjacent land for community gatherings, civil rights-related installations, and safe multi-modal infrastructure will not only elevate the corridor’s significance but also honor its historical importance. These improvements have the potential to transform the corridor into a vibrant, welcoming, and educational space that serves as a focal point for the community.

S.W.O.T. ANALYSIS - EAST ENTRANCE

STRENGTHS:

- Existing monument
- Busy link between NE and NW OKC communities
- Sidewalks, decorative elements, and buffer space offer potential for enhancement

WEAKNESSES:

- Area feels desolate and lacks branding
- Overgrown vegetation
- Absence of active pedestrian crosswalks and unsafe traffic speeds

OPPORTUNITIES:

- Wayfinding signage or banners
- Colorful lighting and engaging spaces
- Community programming and educational installations
- Utilize adjacent land for gatherings, civil rights installations, and multi-modal infrastructure

THREATS:

- Compromised pedestrian safety due to unwelcoming environment and high-speed traffic
- Narrow, unprotected sidewalks requiring improvements for pedestrian-friendly surroundings

EXISTING CONDITIONS



Looking west from NE 23rd St. near I-35 interchange



Looking west from NE 23rd St. near Katy Trail underpass

OPPORTUNITIES



Source: Public Art GSO



Source: Pittsburgh Murals and Public Art



Looking NW from NE 23rd St. at Miramar Blvd. intersection toward Clara Luper Corridor Marker



Looking west from NE 23rd St. at Miramar Blvd. intersection



Source: Chestnut Hill Local

Clara Luper Corridor (West Entrance)

EXISTING CONDITIONS

The west entrance of the Clara Luper Corridor marker at N Santa Fe Avenue is a key part of Oklahoma City’s Central Corridor, experiencing high traffic volumes and serving as a crucial connecting route for state agencies. This area holds significant historical value as a site of civil rights marches and acts as a gateway to a district currently undergoing revitalization. However, the corridor is marred by unattractive and aggressive characteristics, presenting a cold and dirty atmosphere dominated by excessive concrete. These conditions contribute to a perception of being unsafe and unwelcoming. Addressing these weaknesses through a beautification project is essential to transform the corridor into a vibrant, inviting, and historically respectful space that reflects its importance and potential.

OPPORTUNITIES

The West Entrance of the Clara Luper Corridor offers considerable potential for improvement through well-planned enhancements. Adding color, art, lighting, and landscaping can drastically improve the visual appeal and atmosphere of the area. Widening and securing sidewalks will promote safe, multimodal transportation, making the corridor more pedestrian-friendly. Engaging with the surrounding neighborhoods and the larger Oklahoma City Black community offers a chance to honor the civil rights movement, fostering a sense of pride and historical recognition. These improvements will not only support the ongoing revitalization of the district but also create a vibrant, welcoming space that celebrates the corridor’s rich cultural heritage.

S.W.O.T. ANALYSIS - WEST ENTRANCE

STRENGTHS:

- High traffic volume as part of the Central Corridor
- Serves as a connecting route for state agencies
- Historical significance from civil rights marches
- Gateway to a district undergoing revitalization

WEAKNESSES:

- Unattractive, aggressive, and unsafe characteristics
- Cold and dirty atmosphere due to excessive concrete

OPPORTUNITIES:

- Addition of color, art, lighting, and landscaping
- Widening and securing sidewalks
- Engagement with surrounding neighborhoods and the OKC Black community
- Honoring the civil rights movement
- Supporting safe multimodal transportation
- Encouraging revitalization

THREATS:

- Physical barriers and lack of safe pathways
- Traffic congestion limiting access and connectivity
- State coordination required for beautification enhancements

EXISTING CONDITIONS



Looking SW from NE 23rd St. toward Oklahoma State Capitol



Looking west from NE 23rd St. near N Lincoln Blvd northbound overpass



Looking SE from NE 23rd St. toward Oklahoma State Capitol



Looking SE from NE 23rd St. near N Lincoln Blvd southbound overpass

OPPORTUNITIES

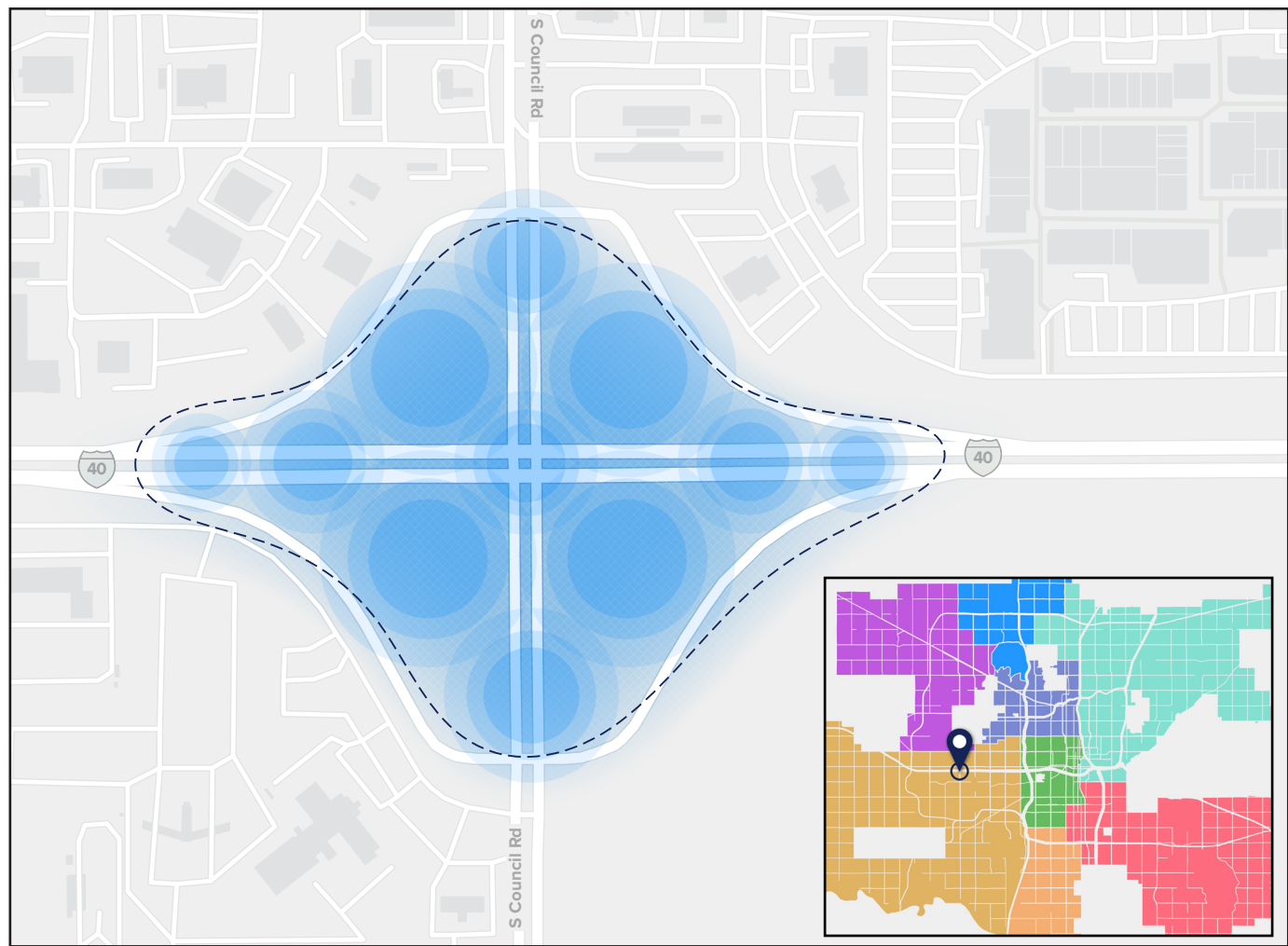


Source: Caltrans San Diego



Source: Caltrans San Diego

I-40 & Council Rd.



- PUBLIC ART**
Collaborate with local artists to install murals and/or statues.
- CREATIVE SIGNAGE**
Collaborate with local residents to design artistic or interactive signage that highlights local amenities.
- GATEWAY SIGNAGE**
Install artistic and unique signage welcoming visitors to Oklahoma City.
- CREATIVE LIGHTING**
Install creative LED lighting on the overpass for better visibility, safety, and experience.

- NATIVE LANDSCAPE**
Install landscaping on the lawns along the interstate using low maintenance and native plantings that provide ecosystem support.
- TREE CANOPY**
Install trees to provide environmental benefits, such as stormwater and air quality management.
- MAINTENANCE**
Regularly maintain landscaping and remove litter along the corridor.

Projects within Oklahoma Department of Transportation right-of-way are contingent on their cooperation and execution of necessary agreements.

PROJECT DESCRIPTION

This project is intended to enhance the Interstate 40 and Council Road interchange through the potential use of creative lighting on overpasses and an eye-catching art installation. Native landscaping and trees can also provide color and add more variety to the existing landscape while providing environmental benefits.

IMPLEMENTATION

- ESTIMATED TIMELINE**
PHASE 5
- ESTIMATED COST**
\$1,058,700 [TOTAL]
- POTENTIAL FUNDING SOURCES**
GRANTS
- POTENTIAL PROJECT STAKEHOLDERS**
ODOT, PUBLIC WORKS DEPT, PLANNING DEPT

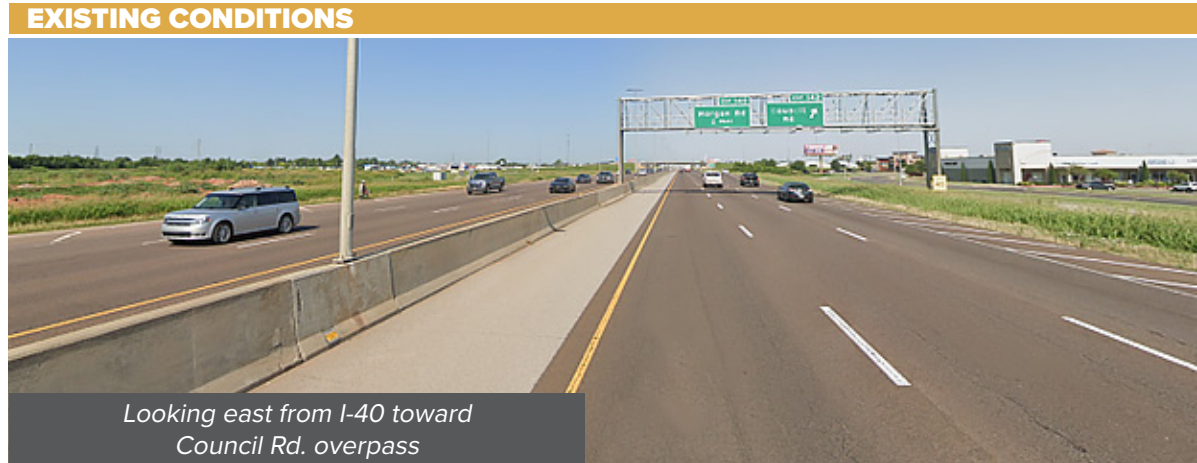
WHERE	WHAT	WHY
WARD 3	INTERCHANGE IMPROVEMENT	TOURISM, LOCAL IDENTITY, BEAUTIFYING COMMUTES, STORMWATER MANAGEMENT, AIR QUALITY IMPROVEMENT
WHO	HOW	
ODOT, PUBLIC WORKS DEPT, PLANNING DEPT	ODOT COORDINATION & MAINTENANCE AGREEMENT	



I-40 & Council Rd.

EXISTING CONDITIONS

The interchange at I-40 and Council Road serves as a crucial gateway to Oklahoma City, with high traffic volumes underscoring its potential for wide-reaching transformation. As one of the city’s primary entry points, this interchange holds significant promise for enhancing the visual and functional appeal of the area. However, the rapid traffic flow presents safety and design challenges, complicating efforts to create a more aesthetically pleasing environment. Additionally, the high maintenance costs associated with this busy interchange pose further obstacles to sustained improvements. Addressing these issues through a strategic beautification project will be essential in unlocking the interchange’s potential, transforming it into an attractive and welcoming gateway for all who travel this route.



OPPORTUNITIES

The interchange at I-40 and Council Road presents significant opportunities for creating a welcoming and visually appealing gateway to Oklahoma City. By embracing a sense of arrival through landscaping enhancements around the retaining walls, the area can be transformed into a more inviting space. The addition of decorative streetlamps and creative lighting will further enhance the visual impact, making the interchange more attractive and safe, especially at night. Integrating public art into the design, along with enhancing the walls and medians, will uplift the overall aesthetics and create a memorable entry point for visitors and residents alike. These improvements will not only beautify the interchange but also promote a positive impression of the city.



S.W.O.T. ANALYSIS

STRENGTHS:

- Highly traveled route and city gateway
- Potential for wide-reaching transformation

WEAKNESSES:

- Rapid traffic flow
- High maintenance costs

OPPORTUNITIES:

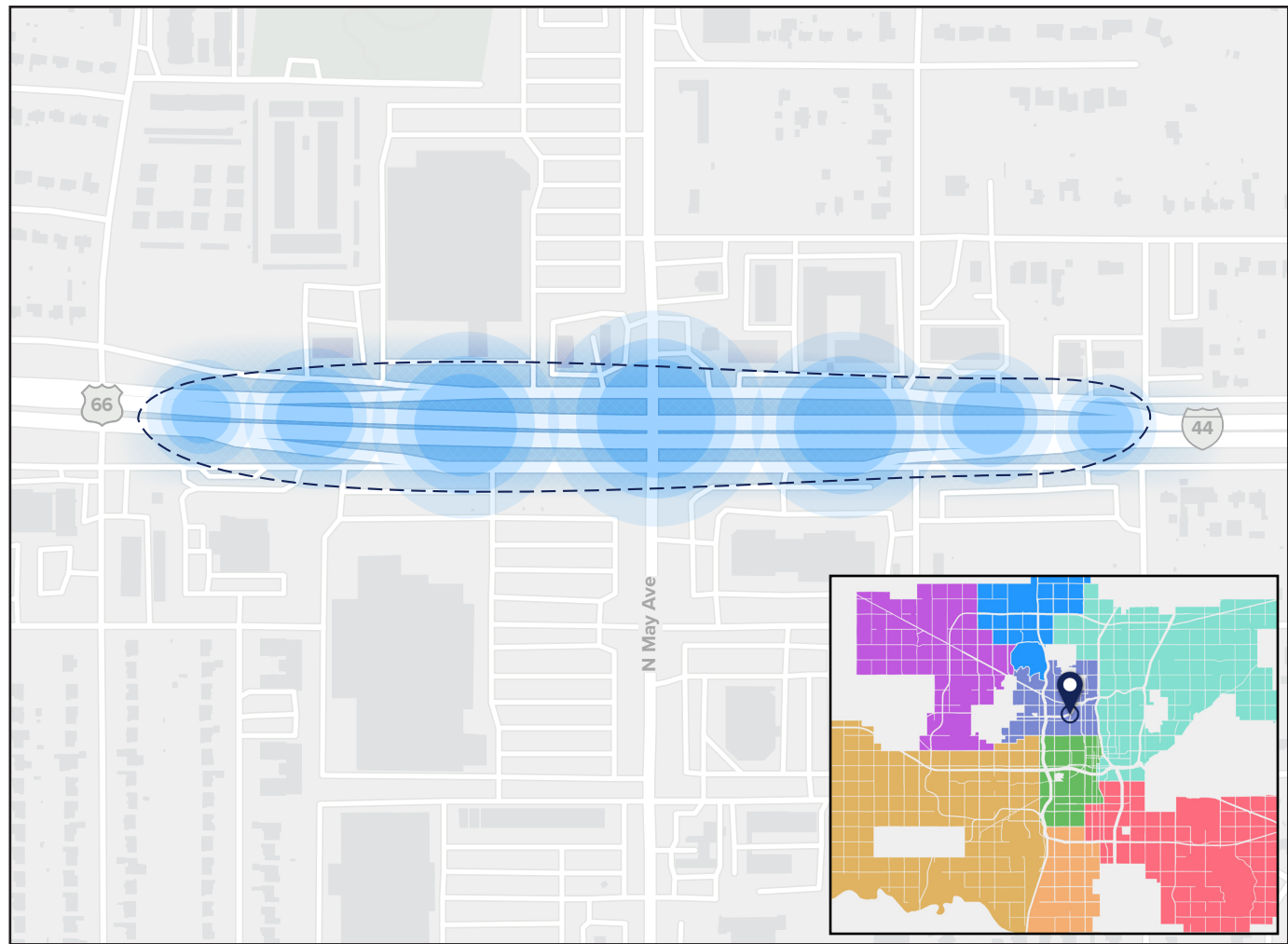
- Landscaping enhancements around retaining walls
- Landscaping in the lawn along the shoulders
- Decorative streetlamps and lighting
- Integrated art to uplift aesthetics

THREATS:

- ODOT’s maintenance jurisdiction
- Balancing safety, traffic impact, wear and tear, and potential distractions

I-44: Portland to Classen

INCLUDES I-44 & N PENN AVE / N YOUNGS BLVD UNDERPASSES



PUBLIC ART

Collaborate with local artists to install murals and/or statues.

CREATIVE SIGNAGE

Collaborate with local residents to design artistic or interactive signage that highlights local amenities.

GATEWAY SIGNAGE

Install artistic and unique signage welcoming visitors to Oklahoma City.

CREATIVE LIGHTING

Install creative LED lighting on the overpass for better visibility, safety, and experience.

NATIVE LANDSCAPE

Install landscaping on the lawns along the interstate using low maintenance and native plantings that provide ecosystem support.

MAINTENANCE

Regularly maintain landscaping and remove litter along the corridor.

Projects within Oklahoma Department of Transportation right-of-way are contingent on their cooperation and execution of necessary agreements.

PROJECT DESCRIPTION

This project should enhance the aesthetic appeal of Interstate 44 from Portland to Classen. This could be accomplished by installing creative lighting and, where feasible, public art installations, such as murals. Landscaping improvements and maintenance would also improve the overall look and feel of the area.

IMPLEMENTATION

ESTIMATED TIMELINE

PHASE 5

ESTIMATED COST

\$1,000,000 [TOTAL]

(Estimated Construction Cost also includes I-44 & N Penn Ave underpass AND I-44 & N Youngs Blvd underpass)

POTENTIAL FUNDING SOURCES

GRANTS

POTENTIAL PROJECT STAKEHOLDERS

39TH ST DISTRICT, ODOT, PUBLIC WORKS DEPT, PLANNING DEPT

WHERE

WARD 2

WHO

ODOT, PUBLIC WORKS DEPT, PLANNING DEPT

WHAT

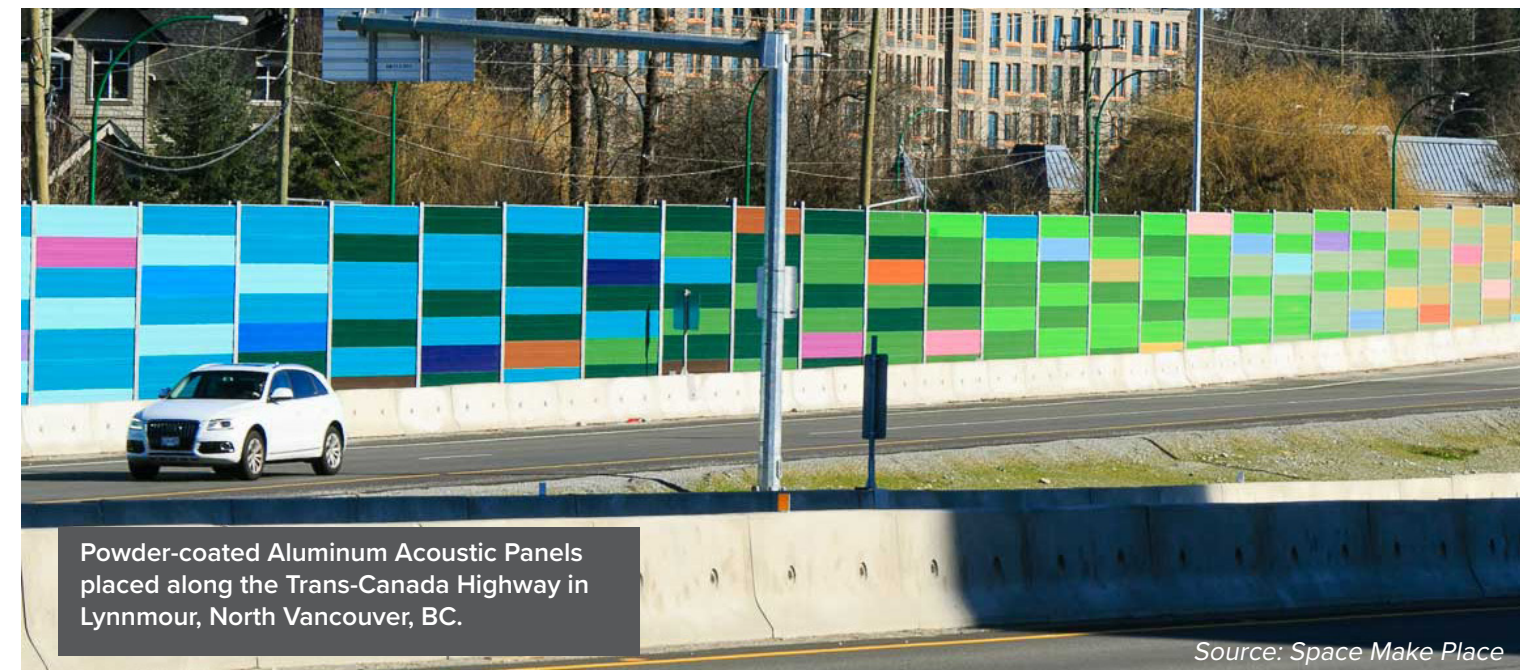
CORRIDOR IMPROVEMENT

HOW

ODOT COORDINATION & MAINTENANCE AGREEMENT

WHY

BEAUTIFYING COMMUTES, TOURISM, LOCAL IDENTITY, CULTURAL SHOWCASE



Powder-coated Aluminum Acoustic Panels placed along the Trans-Canada Highway in Lynnmour, North Vancouver, BC.

Source: Space Make Place

I-44: Portland to Classen

EXISTING CONDITIONS

The I-44 corridor from Portland Avenue to Classen Avenue is a heavily trafficked and centrally located route. Its location underscores its importance as a primary corridor for commuters and visitors, which makes it an ideal candidate for beautification initiatives. However, the corridor’s current conditions do present some challenges. One of these challenges is high-speed traffic flow throughout the proposed project area, which could complicate the visibility of potential beautification efforts. Another challenge is the prevalence of asphalt and limited amount of right-of-way space adjacent to the roadway, which could significantly restrict the scope of possible improvements. Safety is also an issue, as both underpasses included in this project (N Penn Ave and N Youngs Blvd) suffer from inadequate lighting that then creates unsafe travel conditions for users of all modes. However, through careful planning and innovative solutions, these obstacles can be overcome to improve overall user experience.

OPPORTUNITIES

The aesthetics of this prominent corridor could be significantly enhanced by adding elements of light and art. The abundance of asphalt and concrete surfaces that currently make this route feel drab could also be used as canvas. By implementing pops of color on existing barrier walls and medians, this stretch of I-44 has the potential to become a more visually stimulating and welcoming environment. The addition of enhanced lighting elements, particularly at the N Youngs Blvd and N Penn Ave underpasses, would not only enhance safety but also improve the overall appearance of these areas, making them more inviting and secure for pedestrians and drivers alike. Implementing such improvements could offer a chance to foster a more positive perception of the area.

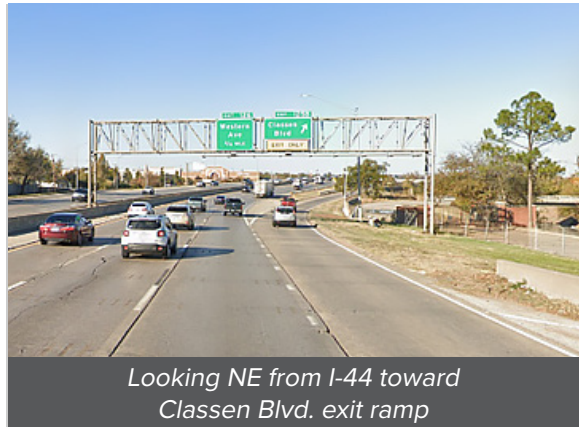
S.W.O.T. ANALYSIS

- STRENGTHS:**
- Highly traveled route
 - Centrally located
 - Potential for impactful transformation
- WEAKNESSES:**
- Rapid traffic flow
 - Limited right-of-way space
 - High maintenance costs
- OPPORTUNITIES:**
- Decorative streetlamps and integrated art
 - Enhancing walls and medians to uplift aesthetics
 - Enhance lighting at N Youngs Blvd and N Penn Ave underpasses
- THREATS:**
- Limited landscape options
 - ODOT’s maintenance jurisdiction
 - Balancing safety, traffic impact, wear and tear, and potential distraction

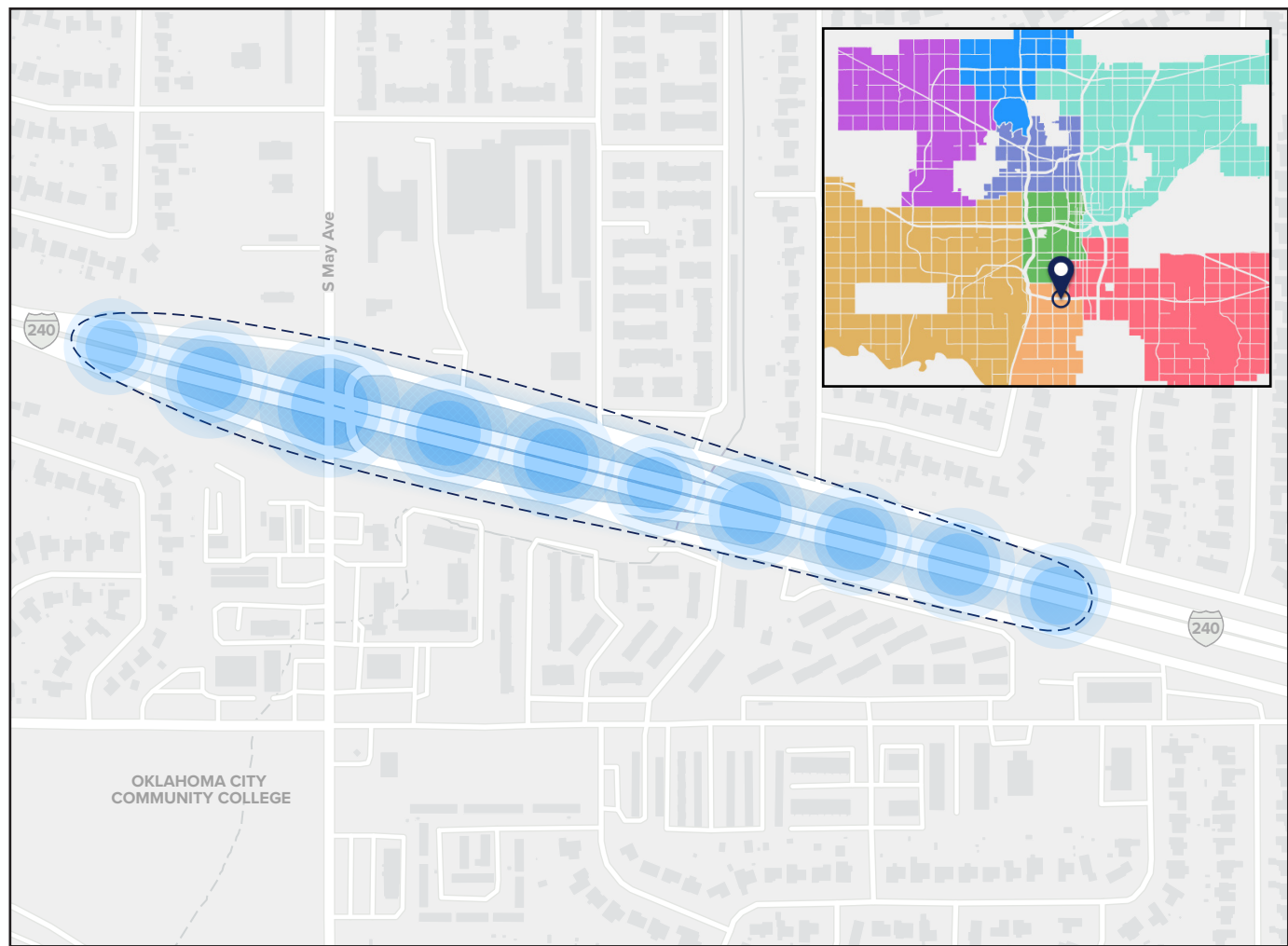
EXISTING CONDITIONS



OPPORTUNITIES



Interstate 240: I-44 to I-35



- PUBLIC ART**
Collaborate with local artists to install murals and/or statues.
- CREATIVE SIGNAGE**
Collaborate with local residents to design artistic or interactive signage that highlights local amenities.
- GATEWAY SIGNAGE**
Install artistic and unique signage welcoming visitors to Oklahoma City.
- CREATIVE LIGHTING**
Install creative LED lighting for better visibility, safety, and experience.

- NATIVE LANDSCAPE**
Install landscaping on the lawns along the interstate using low maintenance and native plantings that provide ecosystem support.
- TREE CANOPY**
Install trees to provide environmental benefits, such as stormwater and air quality management.
- MAINTENANCE**
Regularly maintain landscaping and remove litter along the corridor.

Projects within Oklahoma Department of Transportation right-of-way are contingent on their cooperation and execution of necessary agreements.

PROJECT DESCRIPTION

Targeting Interstate 240 from Interstate 44 to Interstate 35, this project focuses on enhancing beautification for motorists. Creative lighting and native landscaping could be incorporated to elevate the visual appeal of the corridor. The project envisions a vibrant and more aesthetically pleasing stretch of I-240, providing an enhanced experience for those traveling through the area as well as safety benefits through increased visibility.

IMPLEMENTATION

- ESTIMATED TIMELINE**
PHASE 5
- ESTIMATED COST**
\$1,250,000 [TOTAL]
- POTENTIAL FUNDING SOURCES**
GRANTS
- POTENTIAL PROJECT STAKEHOLDERS**
ODOT, PUBLIC WORKS DEPT, PLANNING DEPT

WHERE	WHAT	WHY
WARD 5	CORRIDOR IMPROVEMENT	TOURISM, LOCAL IDENTITY,
WHO	HOW	CULTURAL SHOWCASE, BEAUTIFYING COMMUTES
ODOT, PUBLIC WORKS DEPT, PLANNING DEPT	ODOT COORDINATION & MAINTENANCE AGREEMENT	



Interstate 240: I-44 to I-35

EXISTING CONDITIONS

The I-240 corridor serves as a highly traveled route and key gateway to the city, highlighting its potential for significant improvements. This busy thoroughfare is strategically important, offering substantial opportunities to enhance the visual and functional appeal of the area. However, rapid traffic flow presents safety and design challenges, complicating efforts to create a more pedestrian-friendly environment. Additionally, the high costs associated with maintenance demands pose further obstacles to sustained enhancements. Addressing these issues through a well-planned beautification project will be essential to unlock the corridor’s potential and create a more attractive and welcoming gateway for the city.

OPPORTUNITIES

The corridor offers numerous opportunities for enhancement, creating a welcoming and visually appealing entry point to the city. Embracing a sense of arrival can be achieved through creative lighting design, which will provide a natural and inviting atmosphere. Installing decorative streetlamps and integrating public art will further enhance the corridor’s visual appeal, making it a distinctive and memorable route. Additionally, enhancing the walls and medians will uplift the overall aesthetics, contributing to a more attractive and cohesive urban environment. These improvements will not only beautify the corridor but also create a sense of pride and identity for the community.

S.W.O.T. ANALYSIS

STRENGTHS:

- Highly traveled route and city gateway
- Potential for significant improvements

WEAKNESSES:

- Rapid traffic flow
- High maintenance costs

OPPORTUNITIES:

- Landscaping between median barriers
- Decorative streetlamps and integrated art
- Enhancing walls and medians to uplift aesthetics

THREATS:

- Limited landscape options
- ODOT’s maintenance jurisdiction
- Balancing safety, traffic impact, wear and tear, and potential distractions

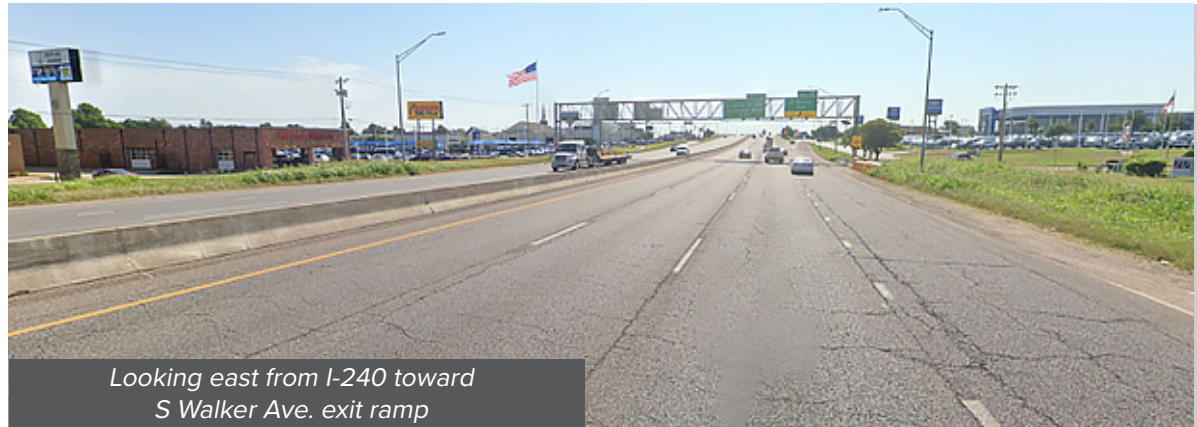
EXISTING CONDITIONS



Looking east from I-240 toward May Ave. exit ramp



Looking SW from I-240 near I-35 interchange



Looking east from I-240 toward S Walker Ave. exit ramp

OPPORTUNITIES



Source: San Francisco Arts Commission



Source: ArchDaily



Source: Color Kinetics

Tree Planting



PROJECT DESCRIPTION

The City of Oklahoma City has allocated \$1,000,000 for planting trees throughout the city, recognizing their environmental, public health, and socioeconomic benefits, as well as the high demand from the community.

Interested parties may request trees for planting in public areas or spaces, provided they sign an agreement committing to a plan for the trees’ ongoing care and maintenance to ensure their long-term health and community benefit.

IMPLEMENTATION

- ESTIMATED TIMELINE**
PHASE 4 & 5
- ESTIMATED COST**
\$1,000,000 [TOTAL]
- POTENTIAL FUNDING SOURCES**
GRANTS
- POTENTIAL PROJECT STAKEHOLDERS**
COMMUNITY GROUPS, BUSINESS/ENTERTAINMENT DISTRICTS, NONPROFIT, ORGANIZATIONS

WHERE
ALL WARDS

WHO
MAPS OFFICE, PUBLIC WORKS DEPT,
PLANNING DEPT

WHAT
TREES FOR PLANTING

HOW
MAINTENANCE PLAN &
CONTRACTUAL AGREEMENT

WHY
SHADE, COOLING, STORMWATER
MANAGEMENT, WILDLIFE SUPPORT,
POLLUTION MANAGEMENT, ACCESS
TO NATURE, PUBLIC HEALTH,
ECONOMIC DEVELOPMENT,



For more information, please visit
<https://www.okc.gov/government/maps-4/beautification>

MAPS4