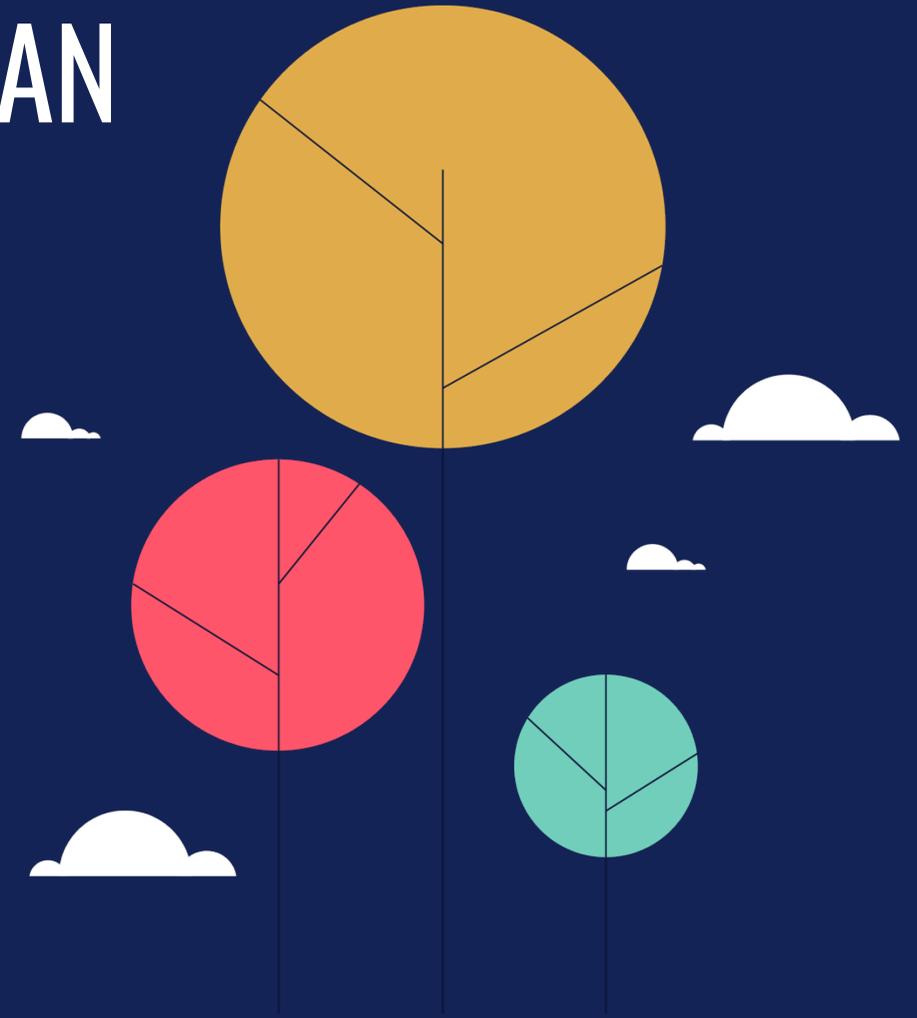


# PROJECT M4-TB010

## MAPS 4 BEAUTIFICATION MASTER PLAN

MAPS 4 PRESENTATION  
MAY 2025



# Project Team



**CivicBrand**



**The Beautification project dedicates \$32.9M to beautification efforts along major corridors across Oklahoma City. The goal is to improve the overall appearance of the City and to transform the first impression we give visitors.**

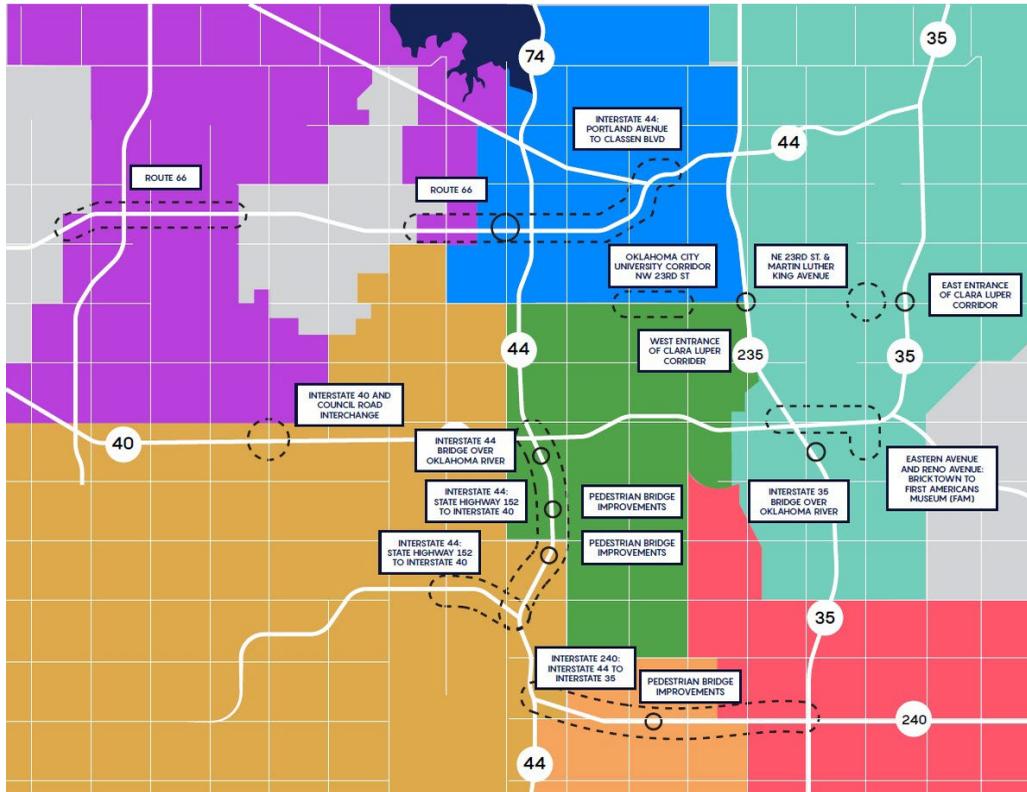
**A list of potential locations included in the MAPS 4 Resolution identified possible projects including key interstate corridors, gateways, pedestrian bridges, key arterials and intersections.**



# MAPS 4

## Beautification Projects

Per language included in the MAPS 4 Resolution, Beautification projects may include, but are not limited to:



- City entrance gateways along the interstates
- Approaches to Will Rogers World Airport including:
  - Creation of a Bessie Coleman Garden near the airport
  - State Highway 152 from Meridian Avenue to Interstate 44
  - Interstate 44 from State Highway 152 to Interstate 40
- Enhancement of the three pedestrian bridges over the interstates in south Oklahoma City
- Interstate 240 from Interstate 44 to Interstate 35
- East and west entrances to the Clara Luper Corridor
- Intersection of Northeast 23rd 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 Northwest 23rd Street
- Reno Avenue and Eastern Avenue corridor between Bricktown and the American Indian Cultural Center
- Interstate 35 bridge over Oklahoma River
- Interstate 44 bridge over Oklahoma River
- Interstate 44 from Portland Avenue to Classen Boulevard
- Interstate 40 and Council Road interchange
- Route 66
- Public art and/or monuments at key intersections around city, including a stature of Ralph Ellison
- Updated and low maintenance landscaping along key arterials
- Trees (a minimum of a \$1million allocation)

**MAPS4**

# Engagement Summary

# Engagement Summary

## Community Survey:

- 3,500+ total survey responses

## Attended 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
- Canvassed Businesses to Advertise BeautifyOKC.com



# Engagement Summary

## HOSTED FOCUS GROUPS WITH LOCAL ORGANIZATIONS:

- 09/03 -Civic Based Focus Group
- 09/04 -Culture Based Focus Group
- 09/04- Tourism Based Focus Group

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



# Engagement Summary

## PUBLIC OPEN HOUSE #1

Thursday, November 3

4-7pm

Downtown OKC Library



## PUBLIC OPEN HOUSE #2

Monday, November 7

4-7pm

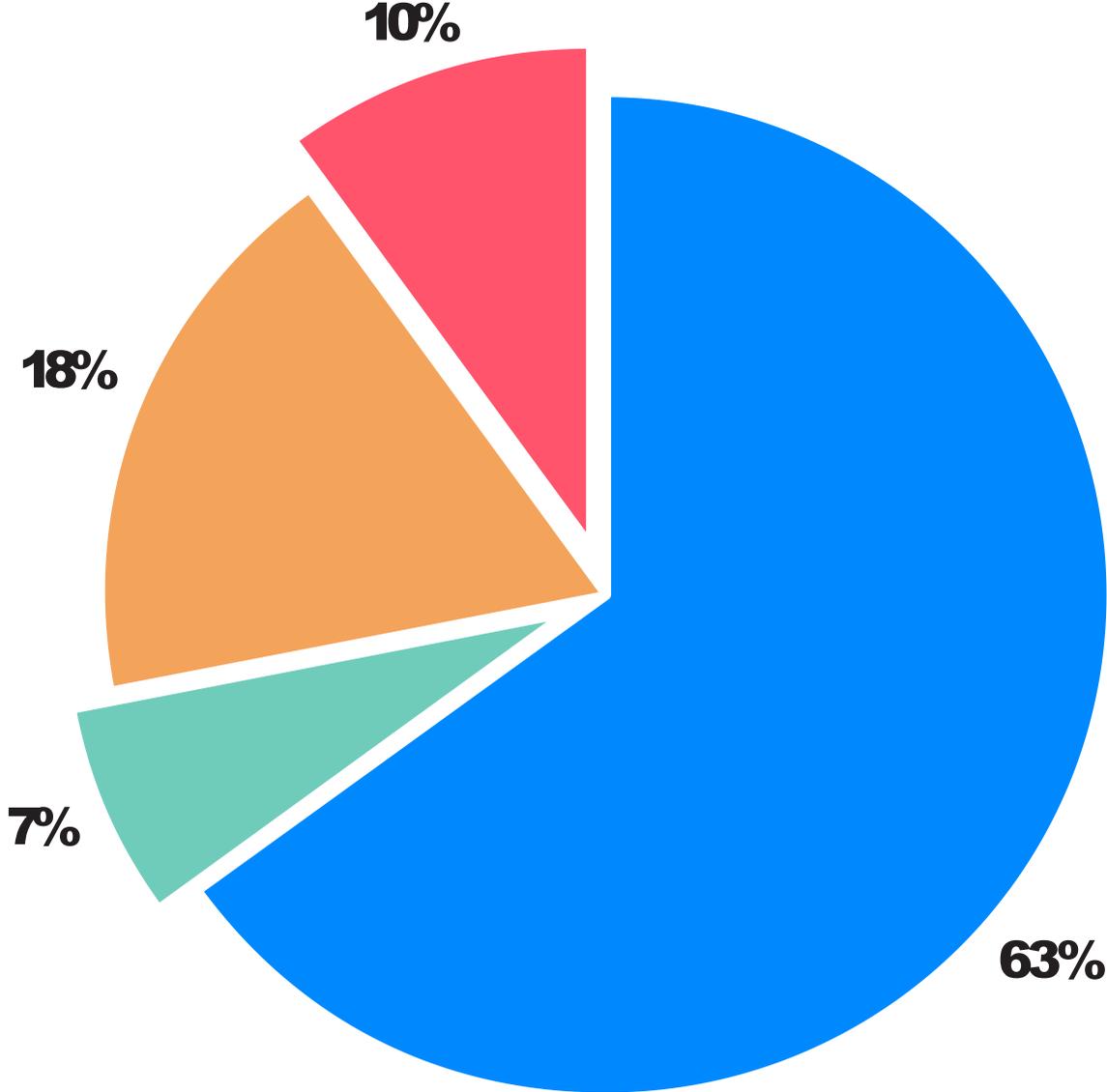
Capitol Hill Library



# Engagement Summary

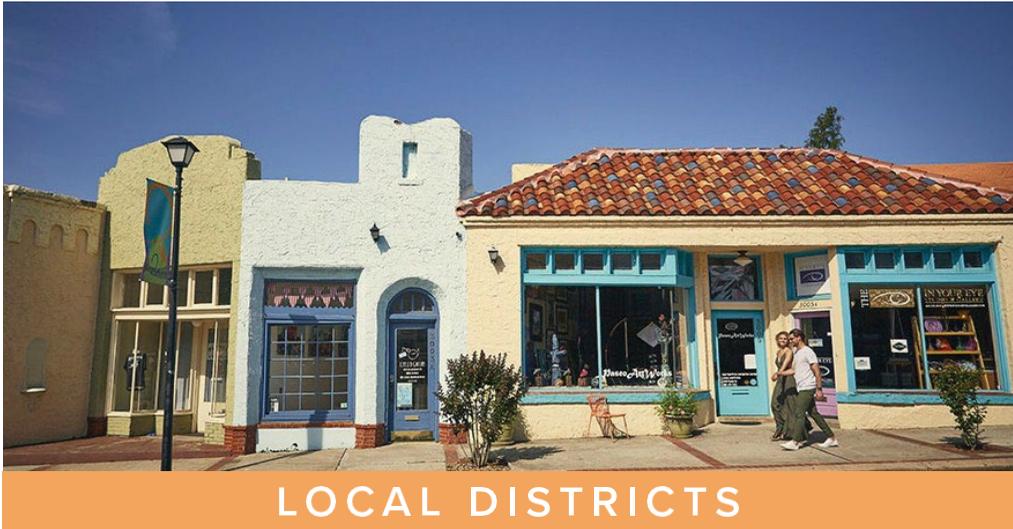
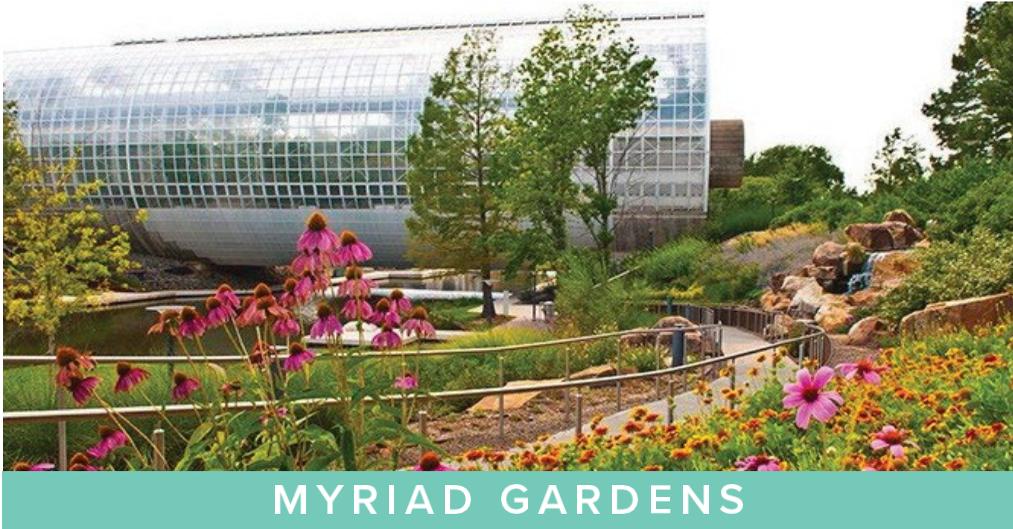
**WHERE DO YOU WANT TO SEE BEAUTIFICATION IMPROVEMENTS?**

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



# Engagement Summary

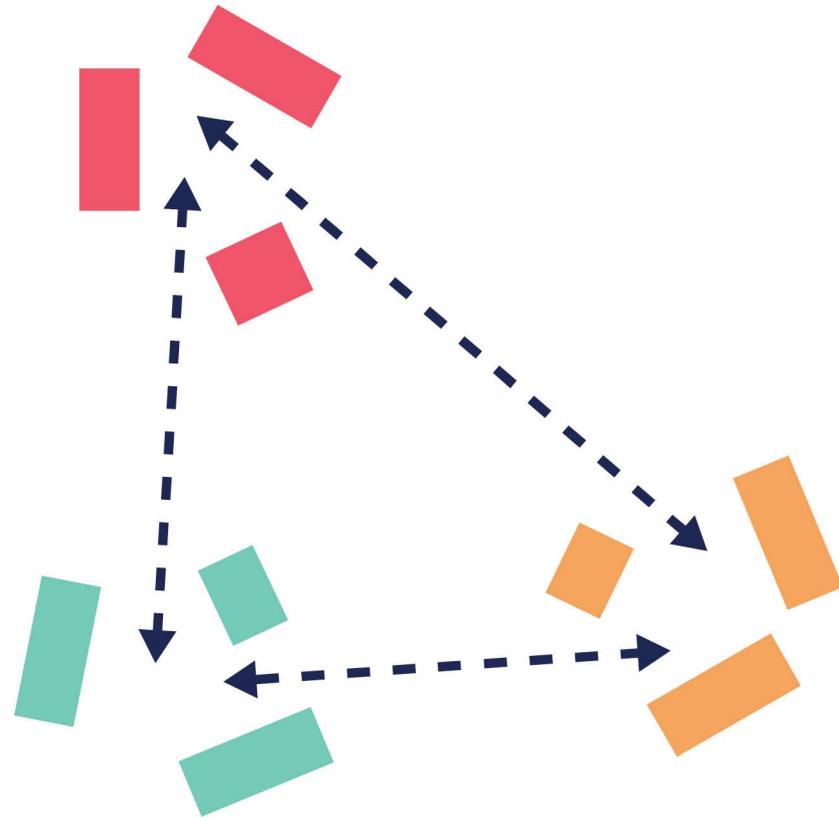
WHERE IN OKLAHOMA CITY ARE YOU  
MOST PROUD OF?



MAPS4

# Vision Strategy

# Vision Strategy



**Creating People  
Centered Places**

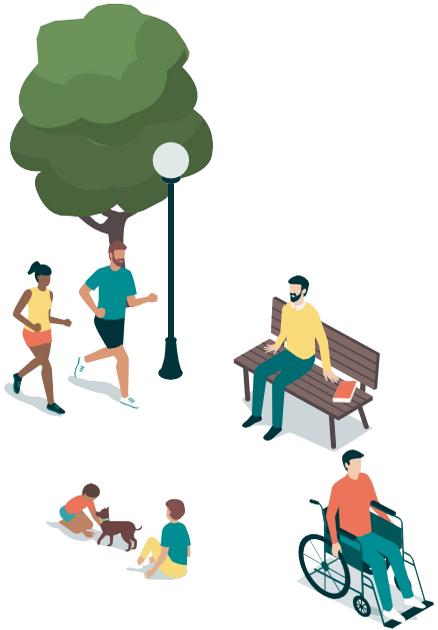


**Beautifying  
Connections**

**MAPS4**

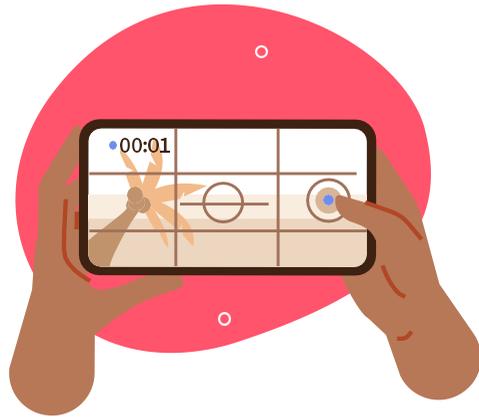
# Beautification Principles

# Beautification Principles



1

**People**



2

**Promotion**



3

**Purpose**



4

**Sustainable**



5

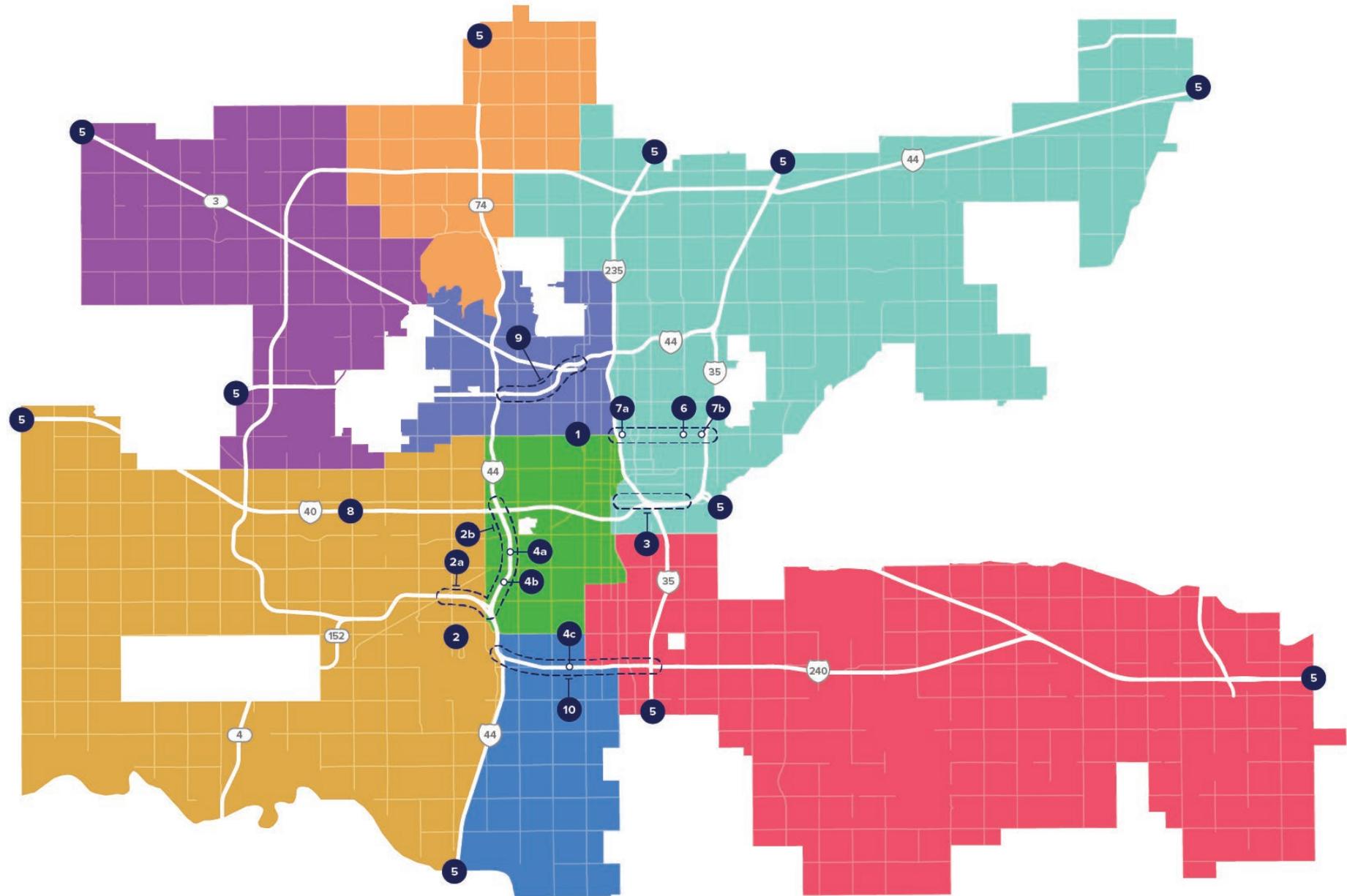
**Connection**

**MAPS4**

# Proposed Projects

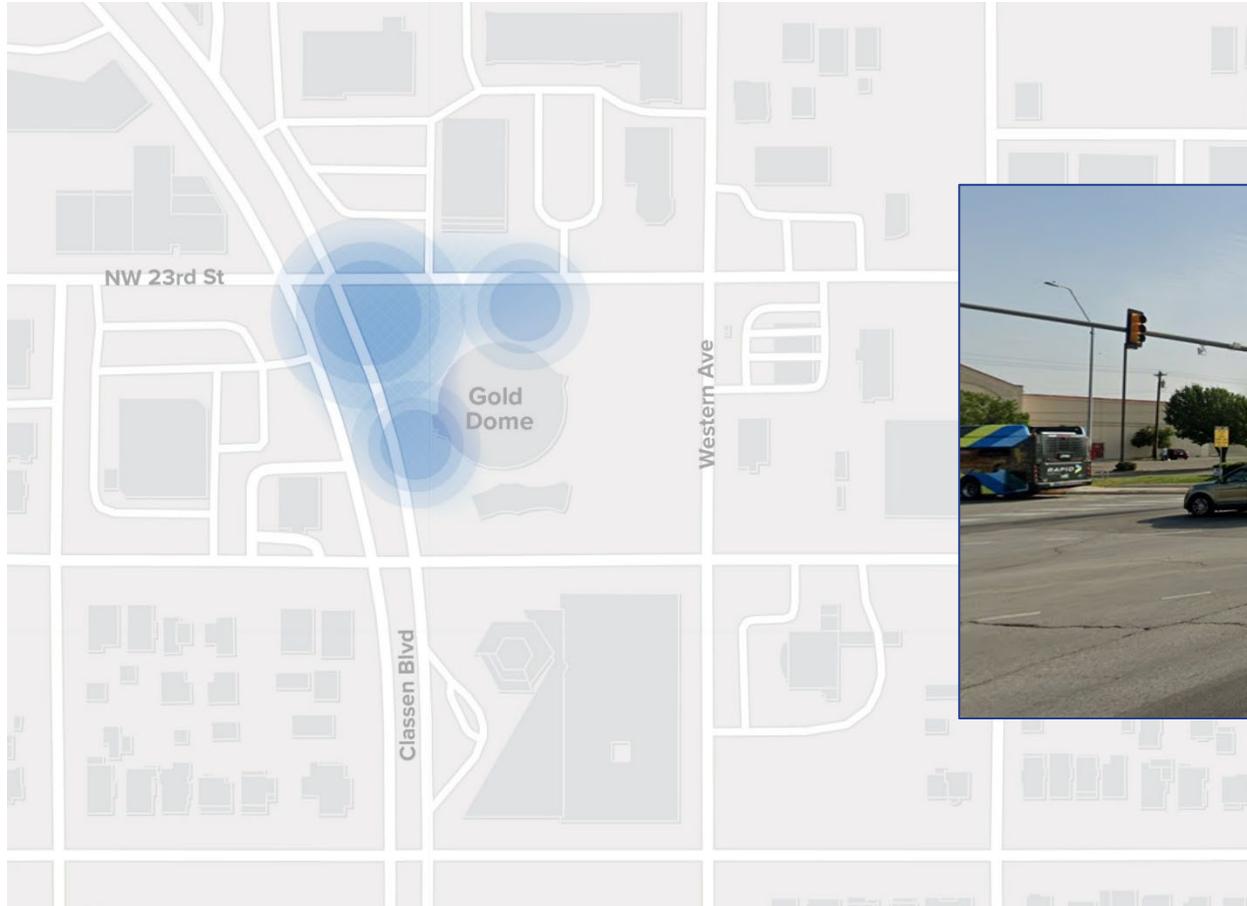
# Potential Project Location Map

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



# Route 66 Project

**PHASE 2**  
Est. Cost: \$1,000,000



**WHAT**  
Corridor Improvement

**WHERE**  
NW 23<sup>rd</sup> & Classen Blvd

**WHY**  
Tourism  
Local Identity  
Beautifying Commutes  
Cultural Showcase

## PROMOTION

Public Art  
Creative Signage  
Gateway Signage

## PURPOSE

Creative Lighting

## SUSTAINABILITY

Native Landscape  
Tree Canopy  
Maintenance

# Route 66 Opportunities



# Bessie Coleman Garden Airport Approach

**PHASE 2**  
Est. Cost: \$1,679,350  
*Total Cost of 3 Projects*



**WHAT**  
City Gateway  
Community Space

**WHERE**  
Terminal Dr and  
Amelia Earhart Ln

**WHY**  
Tourism  
Local Identity  
Recreational Space  
Cultural Showcase  
Stormwater Management

## PEOPLE

Trees  
Shade Structures  
Seating

Public Plazas  
Games/Activities  
Interactive Art

## PROMOTION

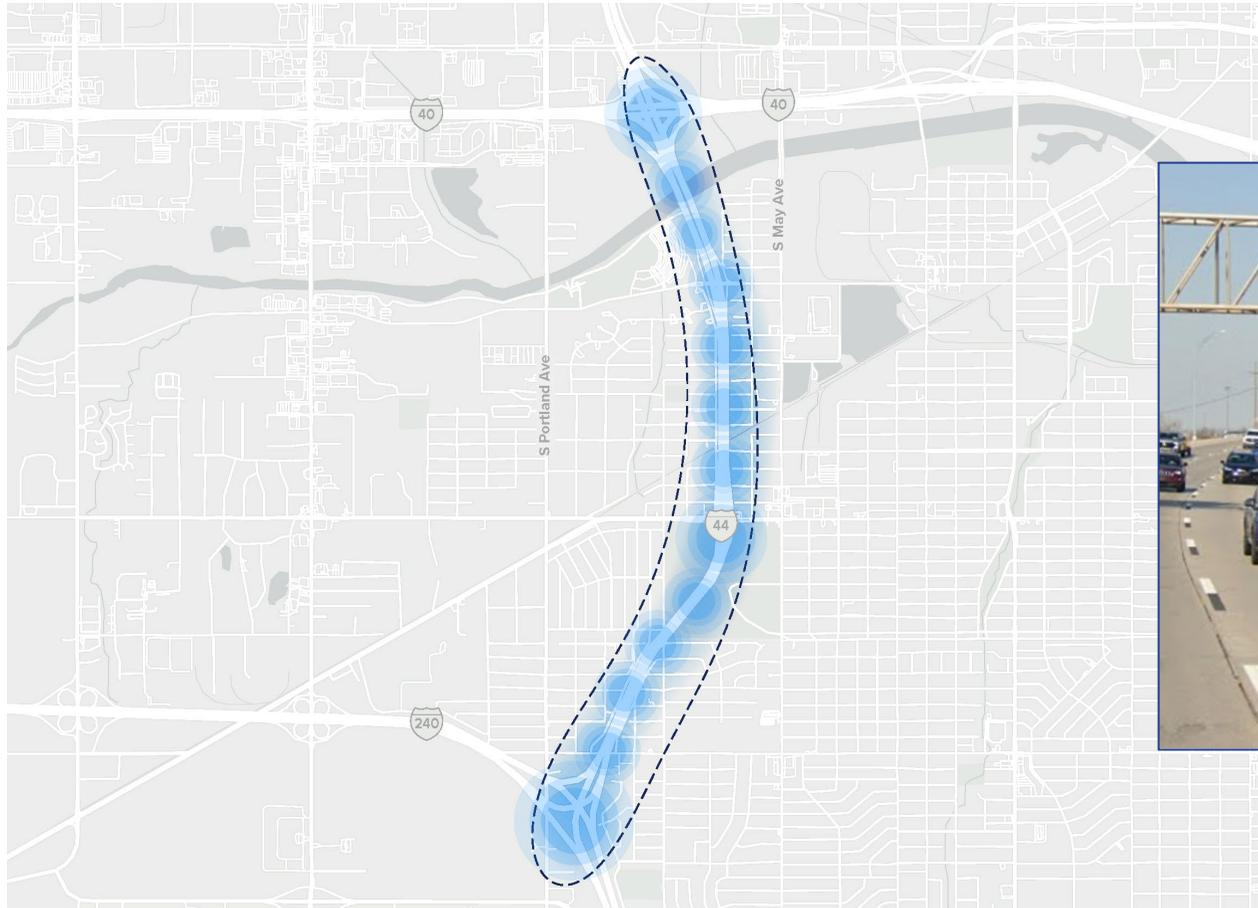
Public Art  
Creative Signage  
Gateway Signage

## SUSTAINABILITY

Native Landscape  
Tree Canopy  
Maintenance

# I-44 Airport Approach

**PHASE 2**  
Est. Cost: \$1,679,350  
*Total Cost of 3 Projects*



**WHAT**  
City Gateways  
Corridor Improvement

**WHERE**  
SH-152 to I-40

**WHY**  
Tourism  
Cultural Showcase  
Local Identity  
Stormwater Management

**PROMOTION**  
Public Art  
Creative Signage  
Gateway Signage

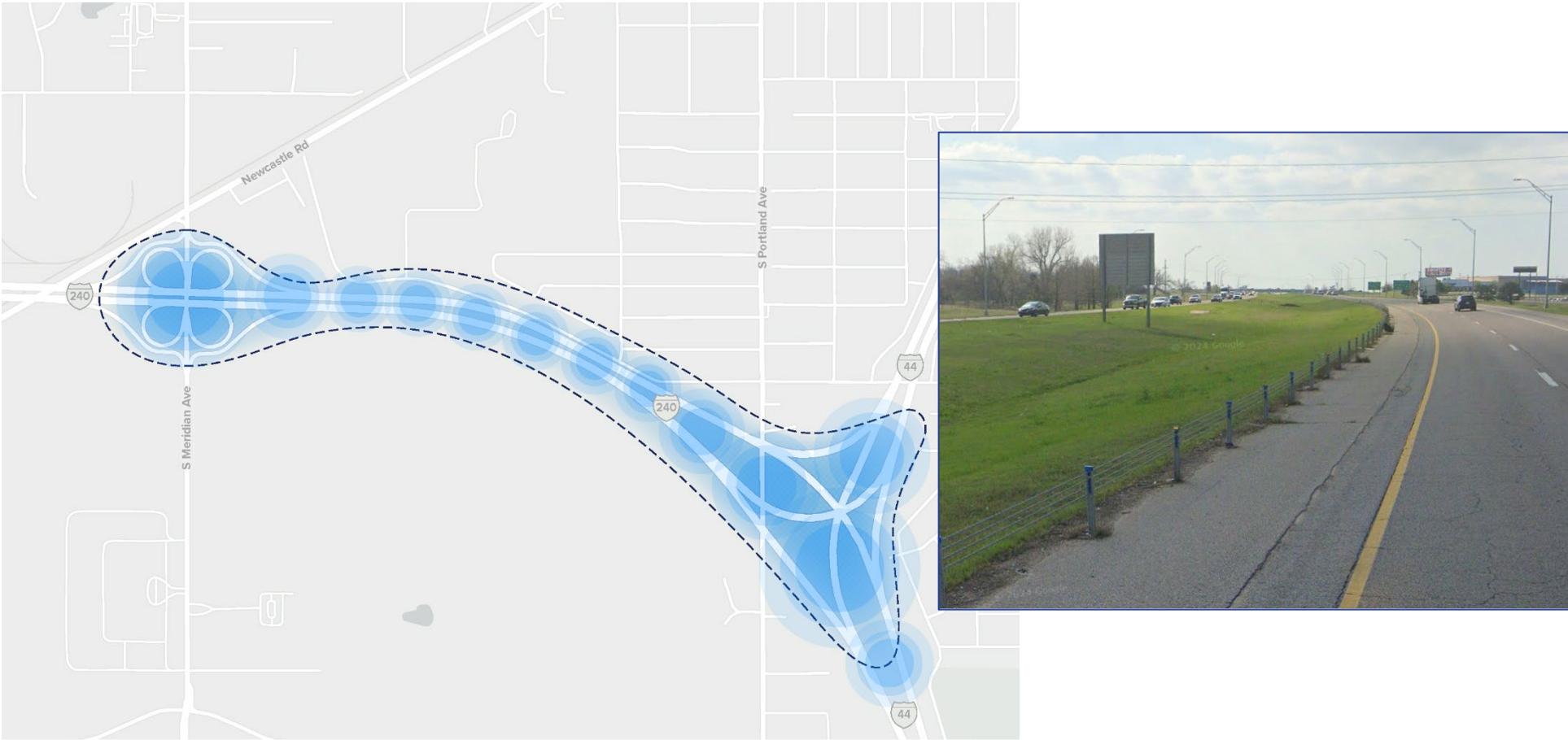
**PURPOSE**  
Creative Lighting

**SUSTAINABILITY**  
Native Landscape  
Tree Canopy  
Maintenance

# SH-152 Airport Approach

**PHASE 2**  
**Est. Cost: \$1,679,350**

*Total Cost of 3 Projects*



**WHAT**  
City Gateways  
Corridor Improvement

**WHERE**  
SH-152 to I-40

**WHY**  
Tourism  
Cultural Showcase  
Local Identity  
Stormwater Management

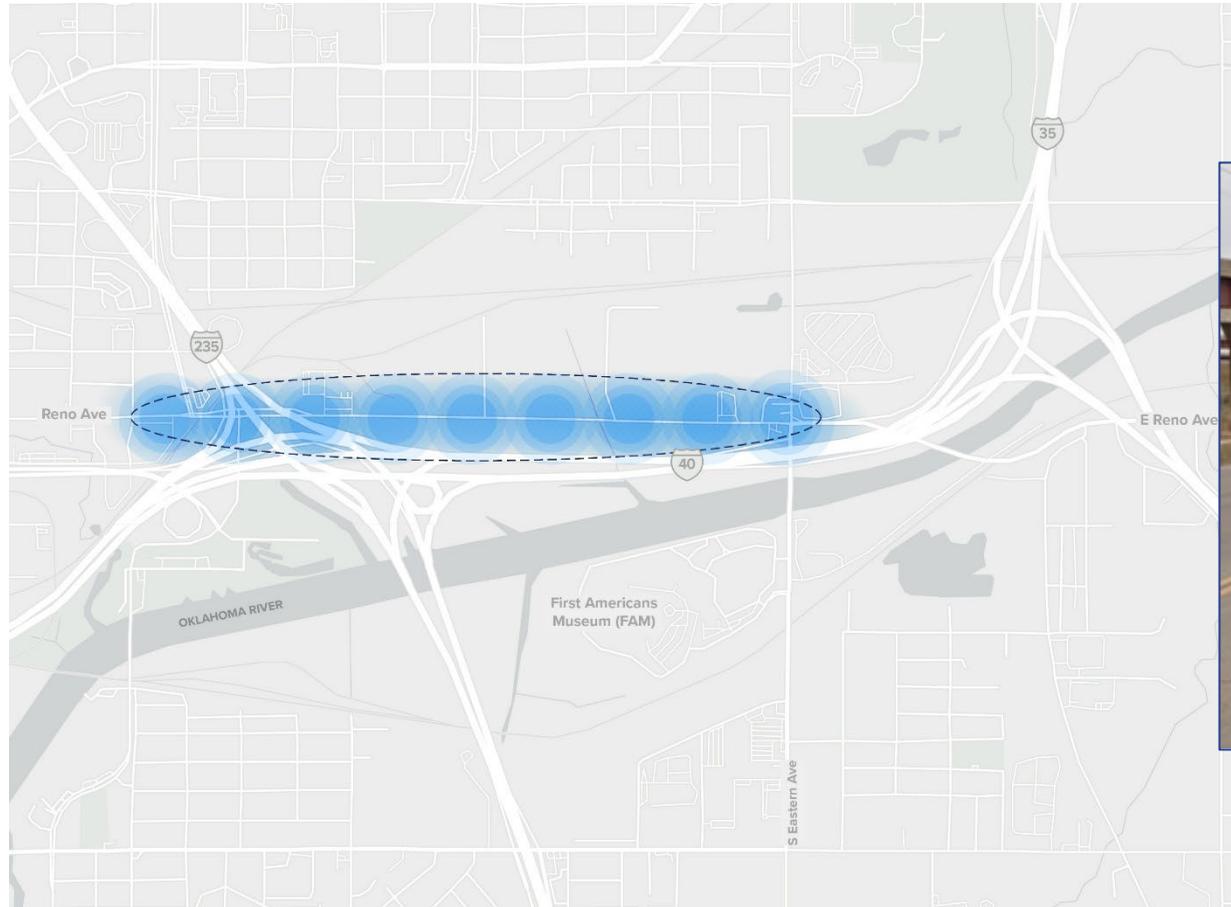
**PROMOTION**  
Public Art  
Creative Signage  
Gateway Signage

**PURPOSE**  
Creative Lighting

**SUSTAINABILITY**  
Native Landscape  
Tree Canopy  
Maintenance

# Reno/Eastern: Bricktown to FAM

**PHASE 2**  
Est. Cost: \$2,358,800



**WHAT**  
Corridor Improvements

**WHERE**  
Eastern and Reno

**WHY**  
Cultural Showcase  
Tourism  
Local Identity  
Beautifying Commutes

## PEOPLE

Seating  
Shade Structures

## PROMOTION

Public Art  
Gateway Signage

## SUSTAINABILITY

Native Landscape  
Maintenance

## CONNECTION

Mobility Improvement  
Lighting  
Walkability  
Signage

# Bricktown to FAM Opportunities

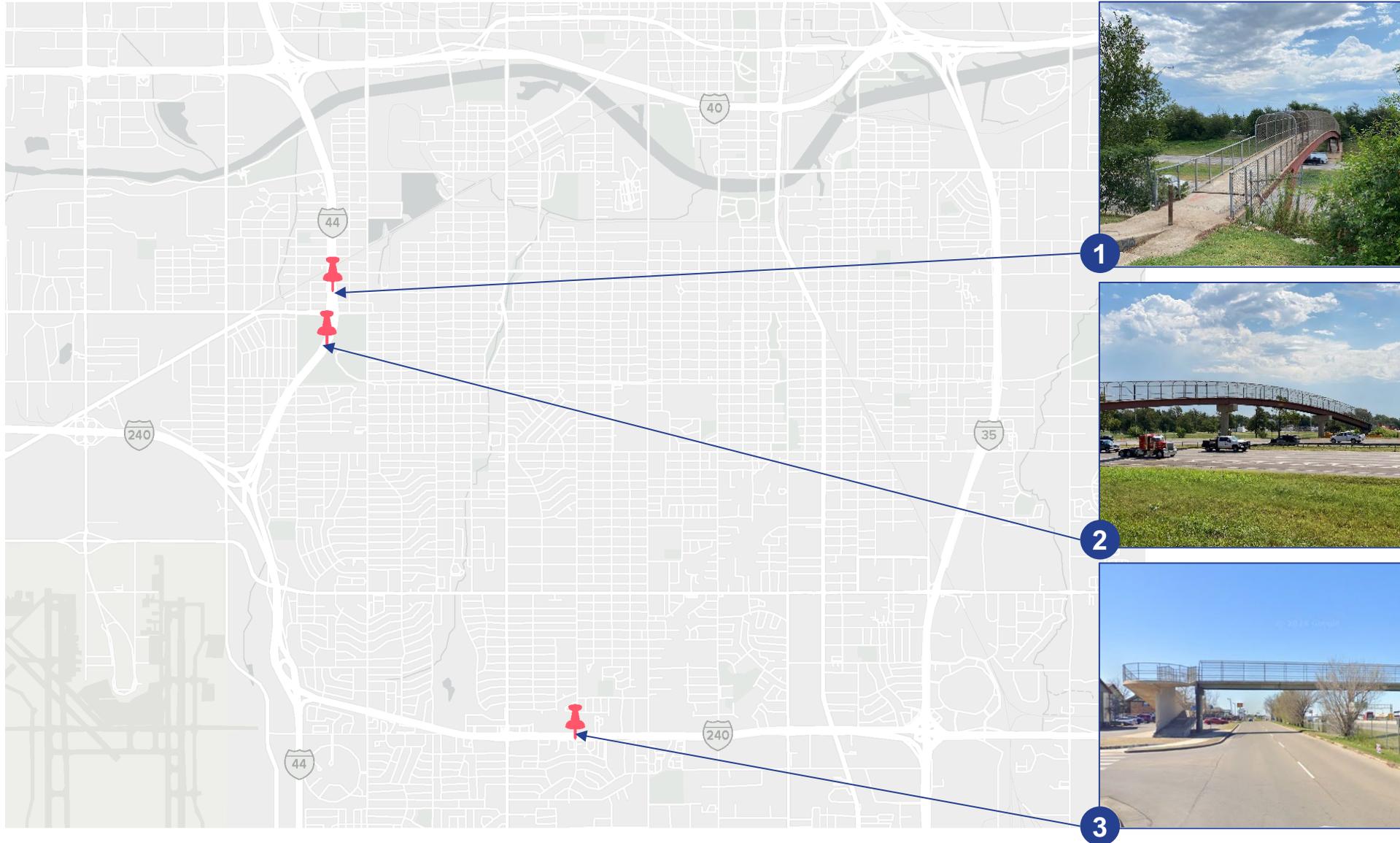


# Pedestrian Bridges Over Interstates (3)

**PHASE 3**

Est. Cost: \$2,179,350

*Total Cost of 3 Projects*



## WHAT

Pedestrian Bridge Enhancements

## WHERE

SW 24<sup>th</sup> over I-44  
Woodson Park over I-44  
Blackwelder over I-240

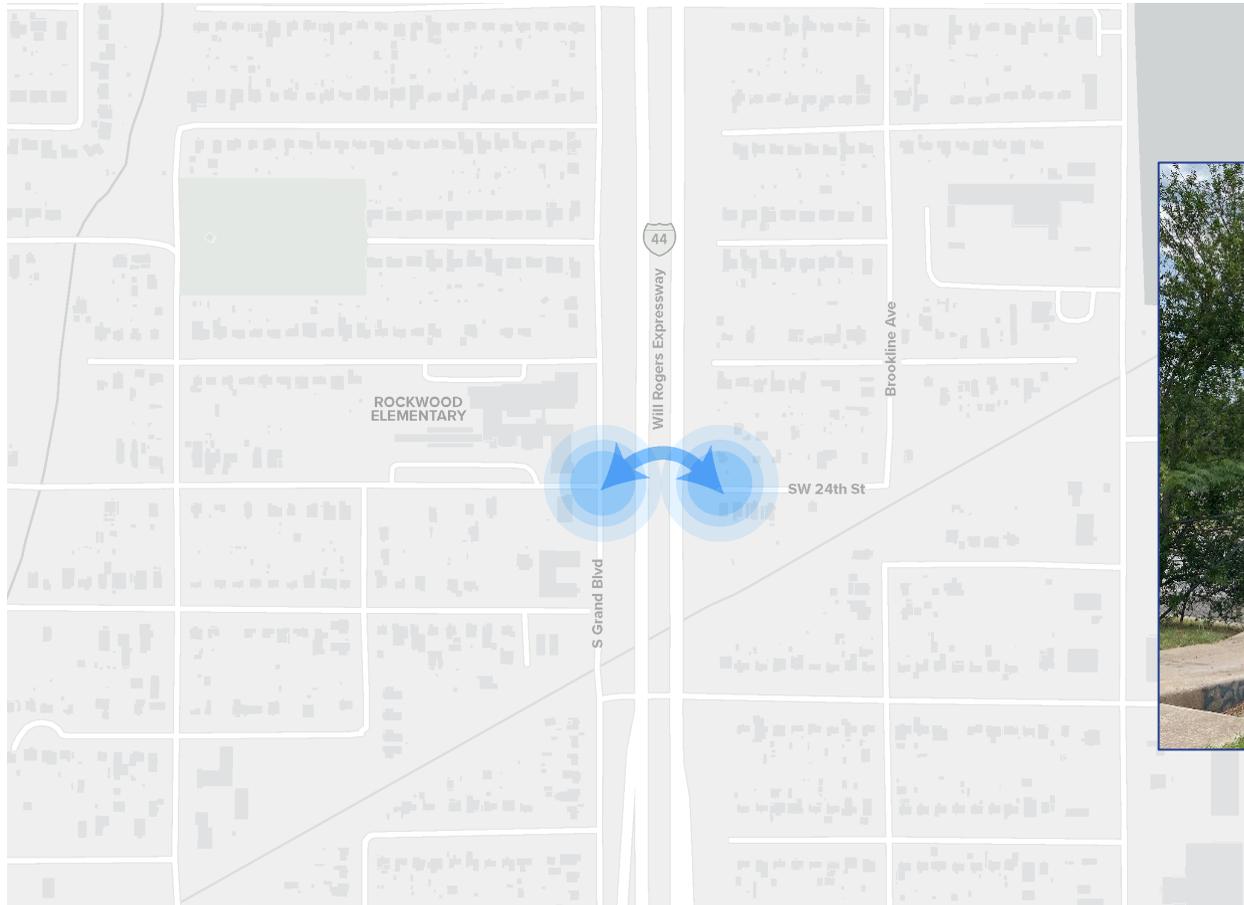
## WHY

Cultural Showcase  
Multimodal Connections  
Local Identity  
Beautifying Commutes

# Pedestrian Bridge #1

**PHASE 3**  
Est. Cost: \$2,179,350

*Total Cost of 3 Projects*



## WHAT

Pedestrian Bridge Enhancements

## WHERE

SW 24<sup>th</sup> St over I-44

## WHY

Multimodal Connections  
Tourism  
Cultural Showcase  
Local Identity  
Beautifying Commutes  
Public Safety

## PEOPLE

Trees  
Shade Structures

## PROMOTION

Public Art

## PURPOSE

Creative Lighting  
Public Spaces

## SUSTAINABILITY

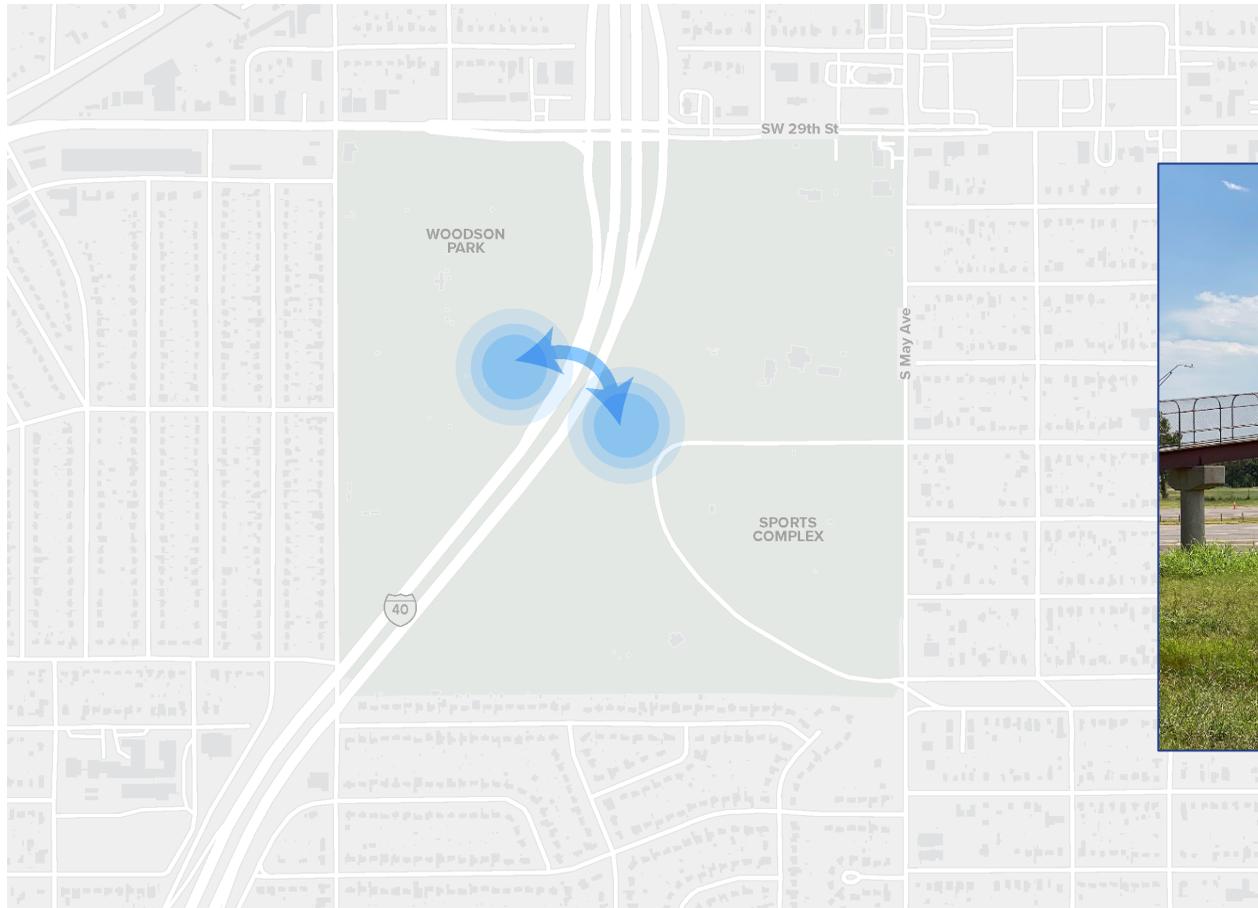
Native Landscape  
Tree Canopy  
Maintenance

## CONNECTION

Mobility Improvement  
Lighting

# Pedestrian Bridge #2

**PHASE 3**  
**Est. Cost: \$2,179,350**  
*Total Cost of 3 Projects*



**WHAT**  
Pedestrian Bridge  
Enhancements

**WHERE**  
SW 24<sup>th</sup> St over I-44

**WHY**  
Multimodal Connections  
Tourism  
Cultural Showcase  
Local Identity  
Beautifying Commutes  
Public Safety

## PEOPLE

Trees  
Shade Structures

## PROMOTION

Public Art

## PURPOSE

Creative Lighting  
Public Spaces

## SUSTAINABILITY

Native Landscape  
Tree Canopy  
Maintenance

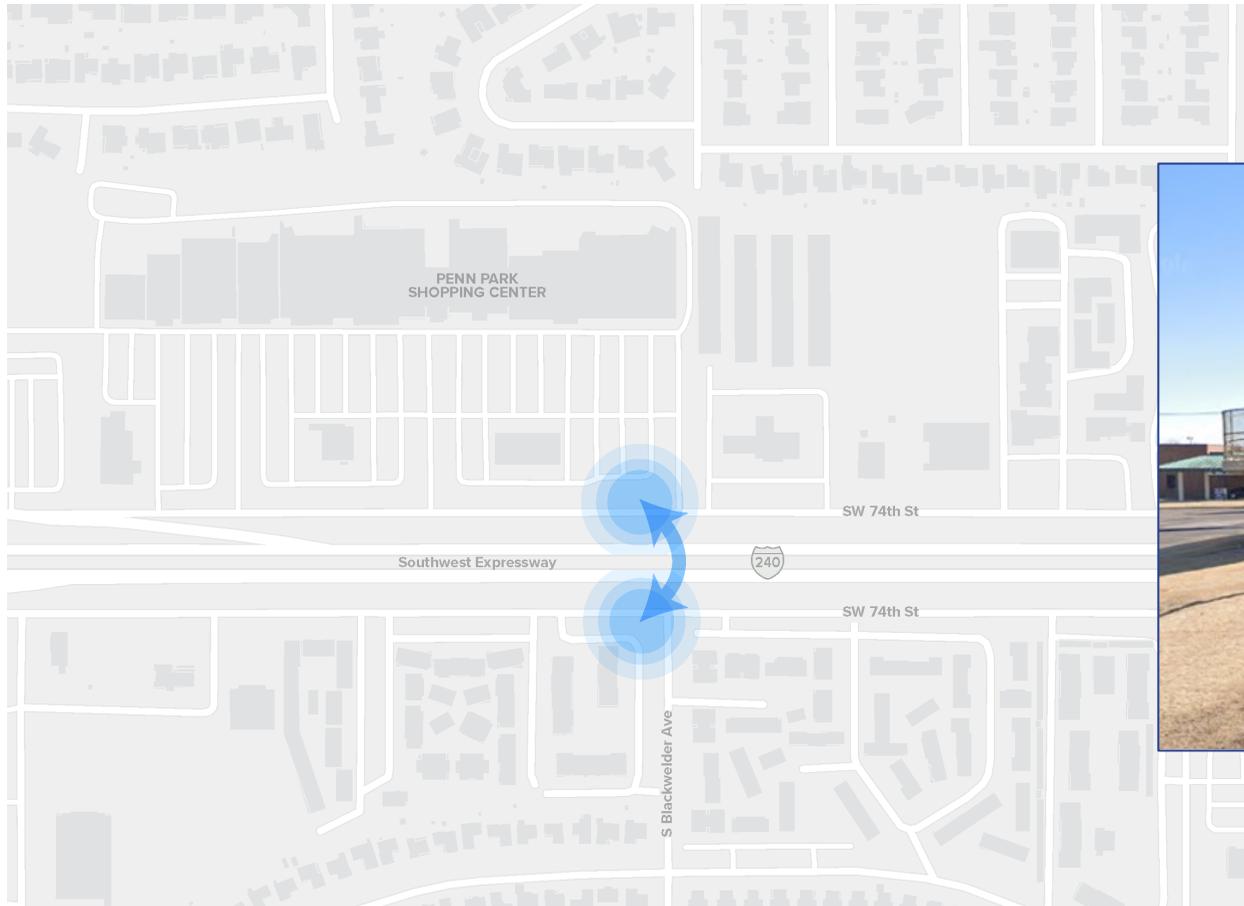
## CONNECTION

Mobility Improvement  
Lighting

# Pedestrian Bridge #3

**PHASE 3**  
Est. Cost: \$2,179,350

*Total Cost of 3 Projects*



## WHAT

Pedestrian Bridge Enhancements

## WHERE

S Blackwelder Ave over I-240

## WHY

Multimodal Connections  
Tourism  
Cultural Showcase  
Local Identity  
Beautifying Commutes  
Public Safety

## PEOPLE

Trees  
Shade Structures

## PROMOTION

Public Art

## PURPOSE

Creative Lighting  
Public Spaces

## SUSTAINABILITY

Native Landscape  
Tree Canopy  
Maintenance

## CONNECTION

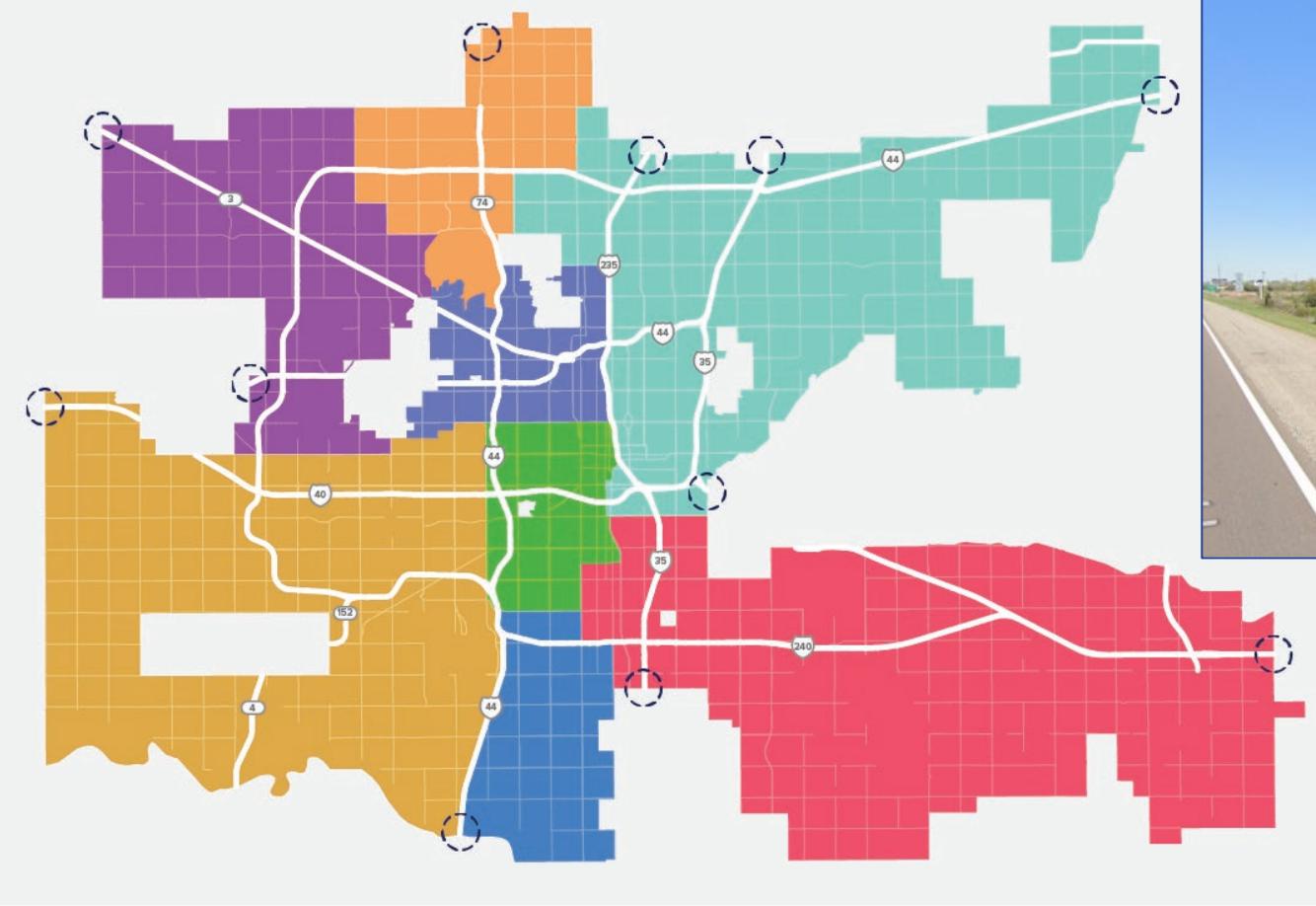
Mobility Improvement  
Lighting

# Pedestrian Bridge Opportunities



# City Entrances

**PHASE 3**  
Est. Cost: \$2,000,000



*Typical City Entrance*

**WHAT**  
City Gateway

**WHERE**  
High Volume Traffic  
Gateways at City Edges

**WHY**  
Tourism  
Local Identity  
Beautifying Commutes  
Cultural Showcase

**PROMOTION**  
Public Art  
Creative Signage  
Gateway Signage

**PURPOSE**  
Creative Lighting

**SUSTAINABILITY**  
Native Landscape  
Tree Canopy  
Maintenance

# Ralph Ellison Statue

**PHASE 4**  
Est. Cost: \$1,529,350



**WHAT**  
Community Space

**WHERE**  
TBD

**WHY**  
Cultural Showcase  
Tourism  
Local Identity  
Gathering Space

## PEOPLE

Trees  
Shade Structures  
Seating

Public Plazas  
Games/Activities  
Interactive Art

## PROMOTION

Public Art

## PURPOSE

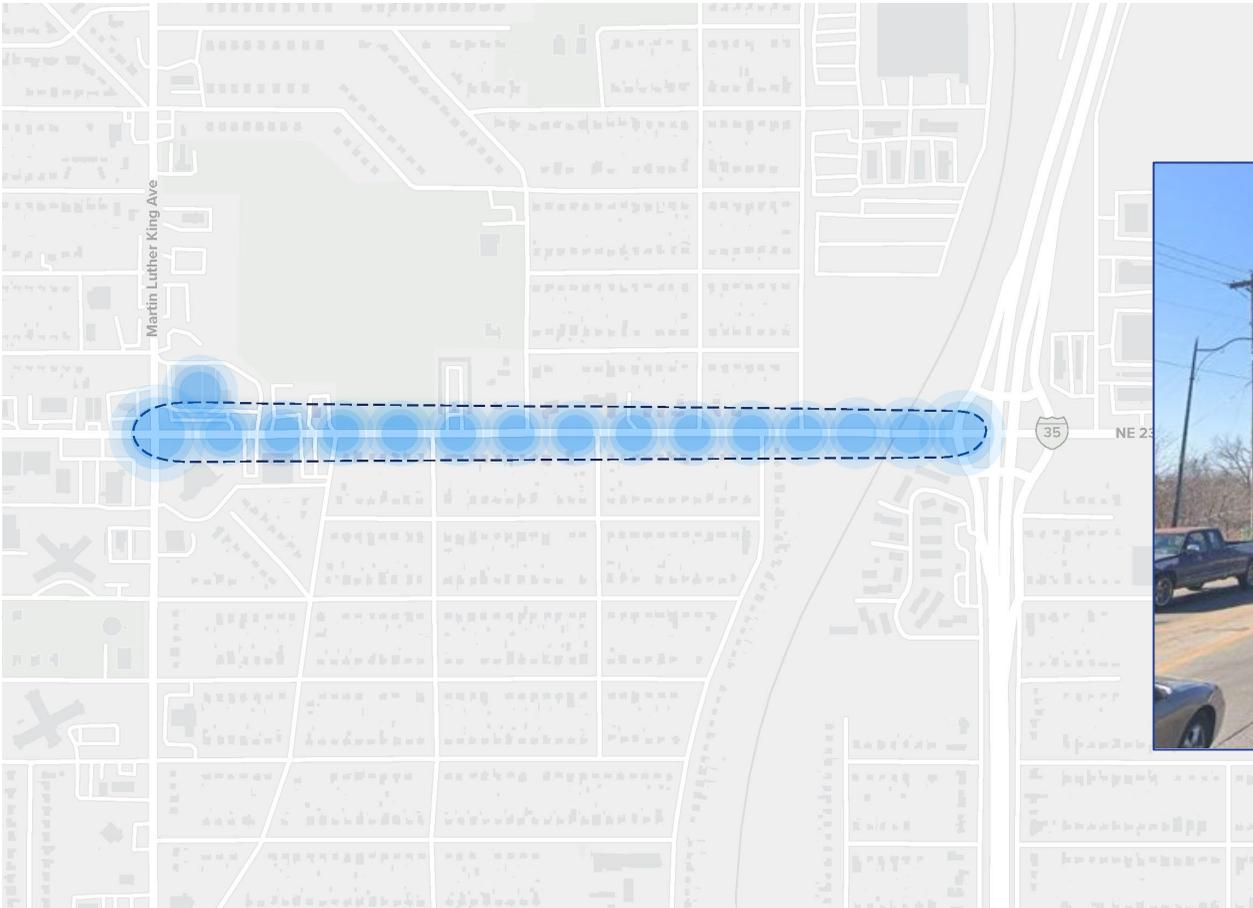
Public Space

## SUSTAINABILITY

Native Landscape  
Maintenance

# Clara Luper Corridor (East)

**PHASE 4**  
Est. Cost: \$2,179,350  
*Total Cost of 2 Projects*



**WHAT**  
Corridor Improvement

**WHERE**  
NE 23<sup>rd</sup> St from MLK  
to I-35

**WHY**  
Cultural Showcase  
Multimodal Connections  
Local Identity  
Beautifying Commutes

## PEOPLE

Trees  
Shade Structures  
Seating

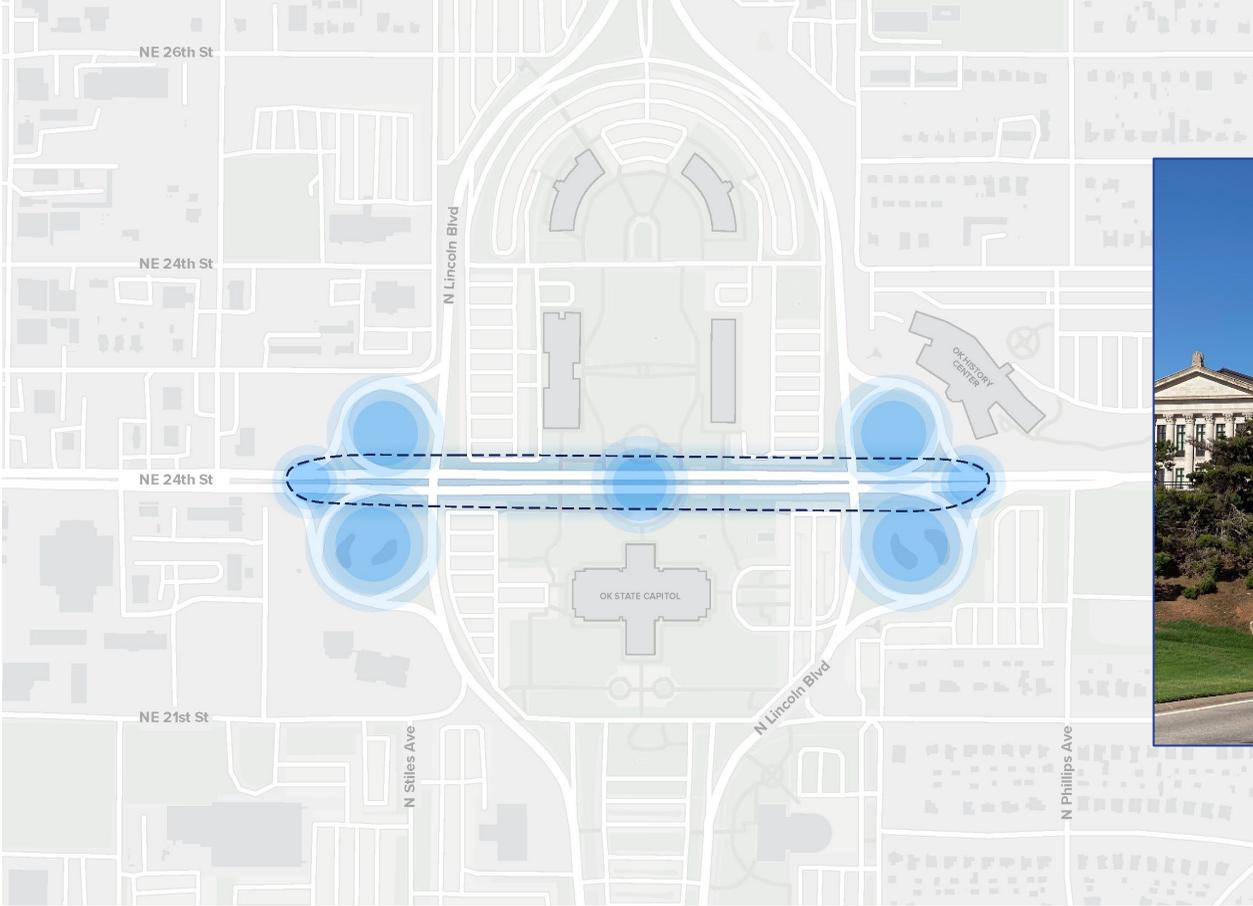
Interactive Art  
Games/Activities

## Connection

Signage  
Walkability  
Lighting

# Clara Luper Corridor (West)

**PHASE 4**  
**Est. Cost: \$2,179,350**  
*Total Cost of 2 Projects*



**WHAT**  
Corridor Improvement

**WHERE**  
NE 23<sup>rd</sup> St from MLK to I-35

**WHY**  
Cultural Showcase  
Multimodal Connections  
Local Identity  
Beautifying Commutes

**PROMOTION**  
Public Art  
Creative Signage  
Gateway Signage

**PURPOSE**  
Creative Lighting

**SUSTAINABILITY**  
Native Landscape  
Tree Canopy  
Maintenance

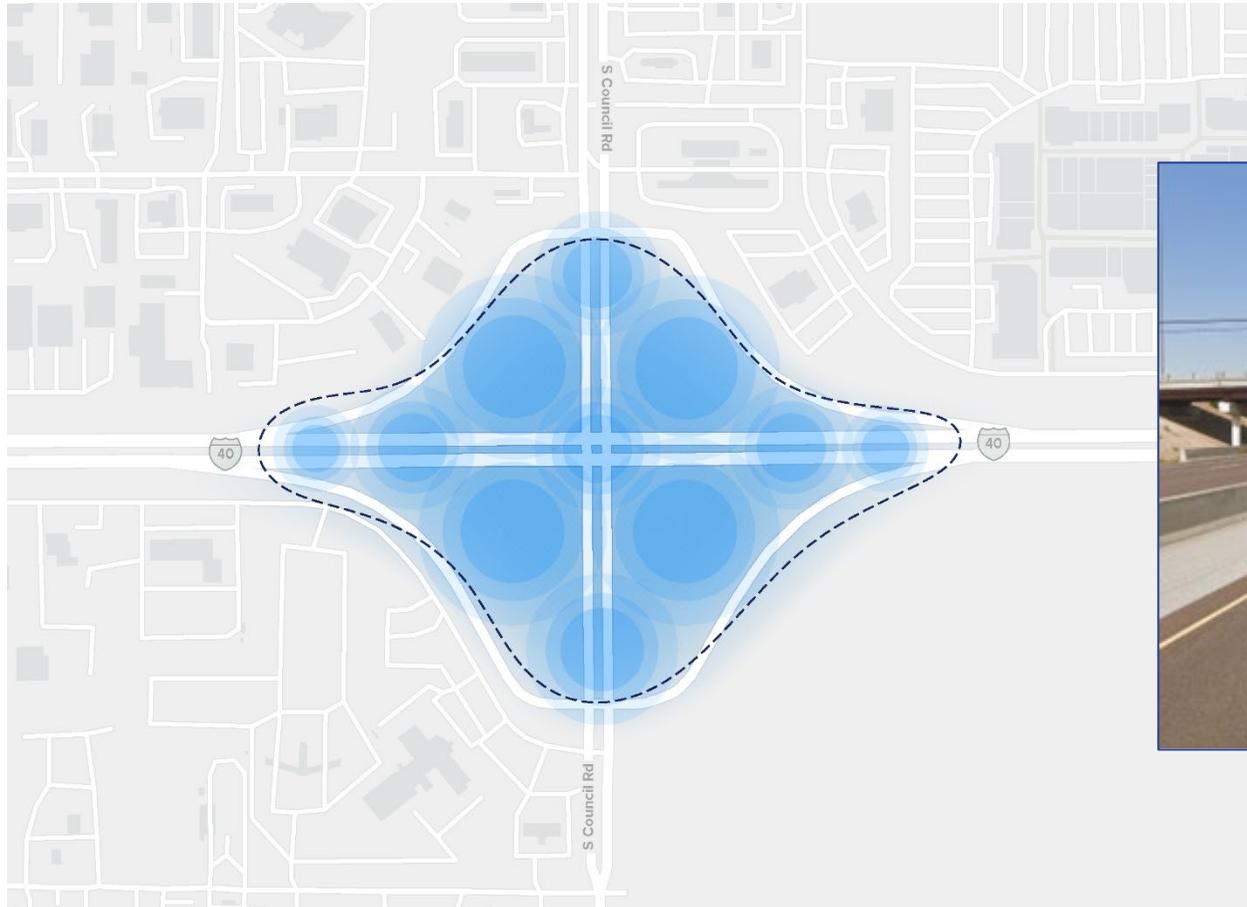
**CONNECTION**  
Mobility Improvement  
Walkability

# Clara Luper Corridor Opportunities



# I-40 & Council Rd.

**PHASE 5**  
Est. Cost: \$1,058,700



**WHAT**  
Interchange Improvements

**WHERE**  
I-40 and S Council Rd

**WHY**  
Tourism  
Local Identity  
Beautifying Commutes  
Stormwater Management  
Air Quality Management

## PROMOTION

Public Art  
Creative Signage  
Gateway Signage

## PURPOSE

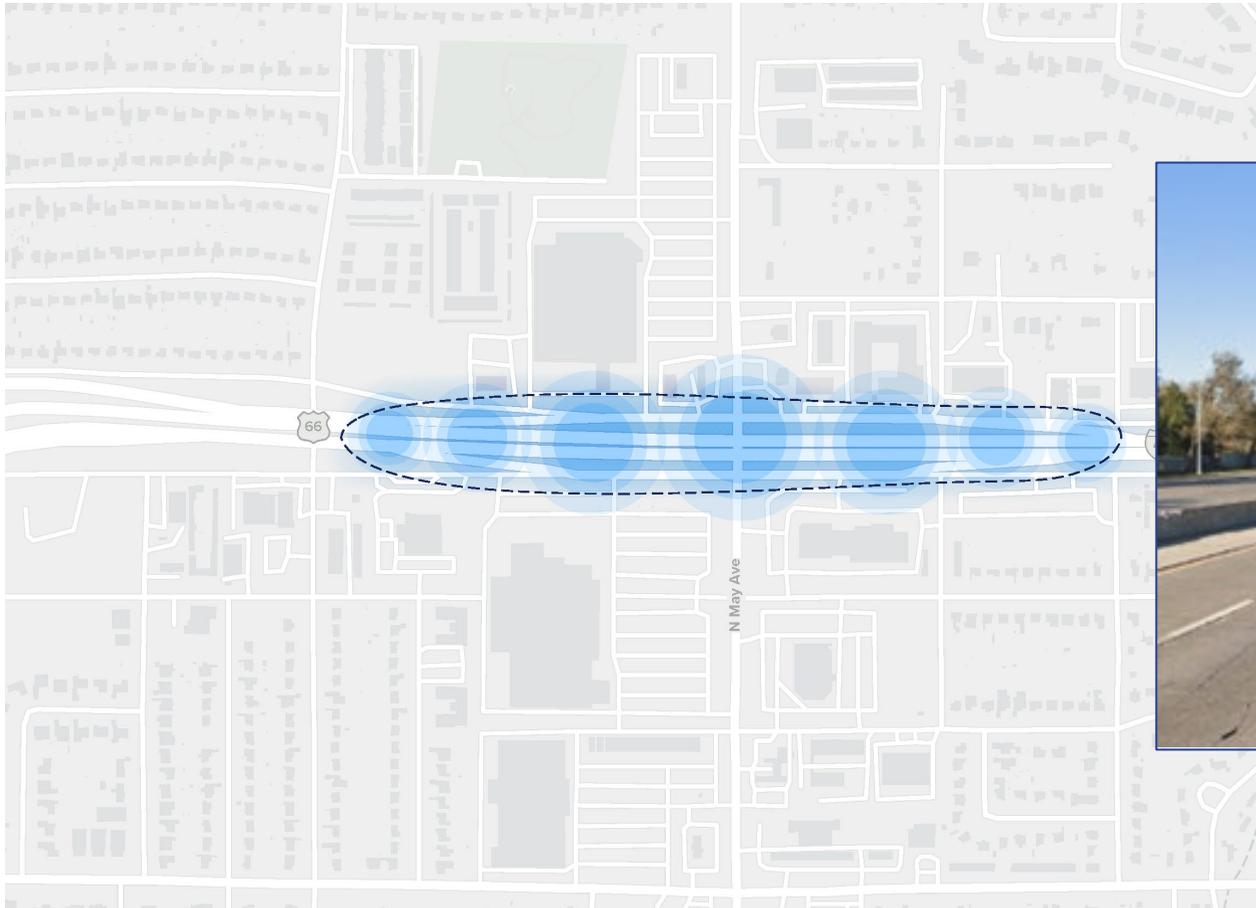
Creative Lighting

## SUSTAINABILITY

Native Landscape  
Tree Canopy  
Maintenance

# I-44: Portland to Classen

**PHASE 5**  
Est. Cost: \$1,000,000



**WHAT**  
Corridor Improvements

**WHERE**  
I-44 Portland to Classen

**WHY**  
Tourism  
Local Identity  
Beautifying Commutes  
Cultural Showcase

## PROMOTION

Public Art  
Creative Signage  
Gateway Signage

## PURPOSE

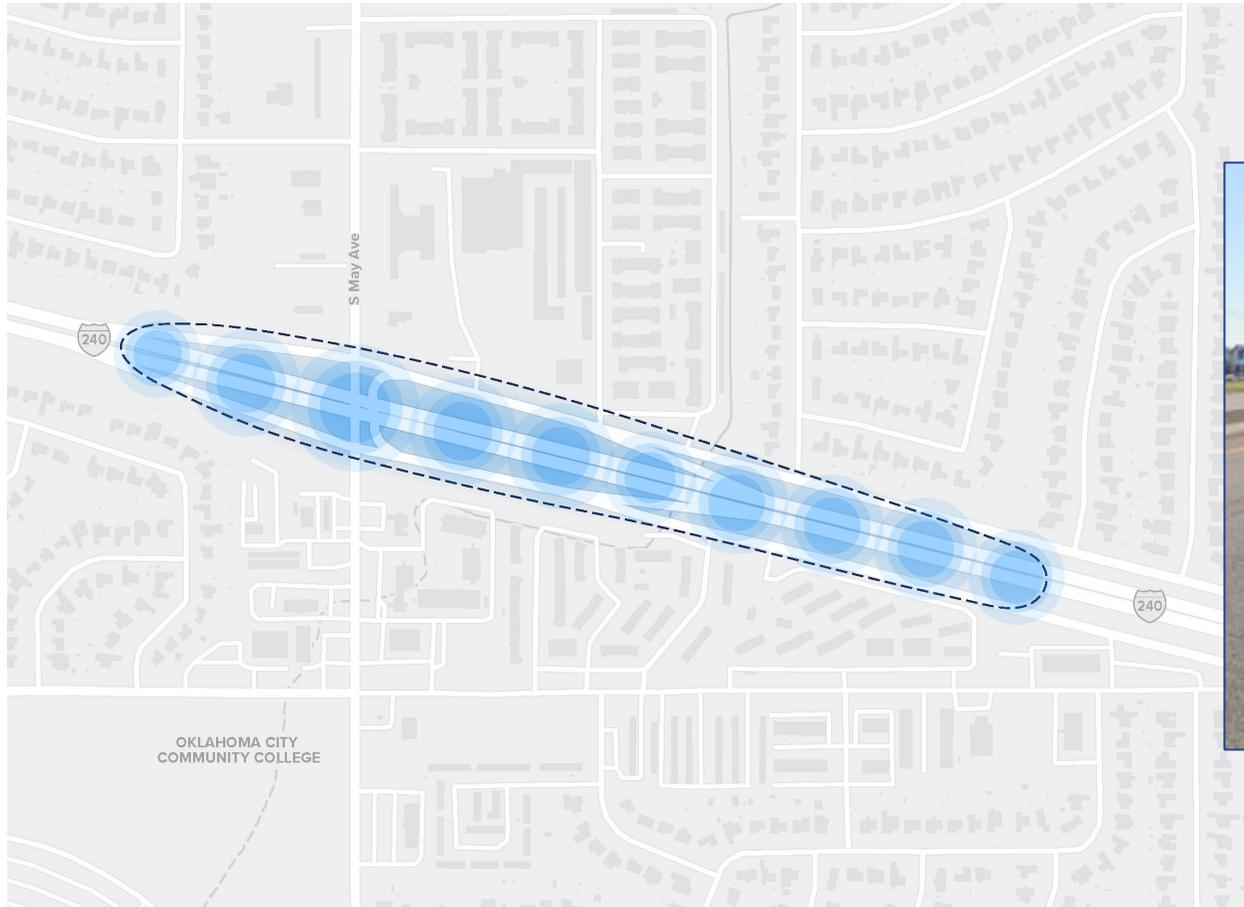
Creative Lighting

## SUSTAINABILITY

Native Landscape  
Tree Canopy  
Maintenance

# Interstate 240: I-44 to I-35

**PHASE 5**  
Est. Cost: \$1,250,000



**WHAT**  
Corridor Improvements

**WHERE**  
Interstate 240 from I-44 to I-35

**WHY**  
Tourism  
Cultural Showcase  
Local Identity  
Beautifying Commutes

## PROMOTION

Public Art  
Creative Signage  
Gateway Signage

## PURPOSE

Creative Lighting

## SUSTAINABILITY

Native Landscape  
Tree Canopy  
Maintenance

# Estimated Project Budgets

**Phase 1 -- which consisted of the development of this master plan and the purchase of land at NE 23<sup>rd</sup> and Martin L. King Blvd -- 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
<b>TOTAL</b>		<b>\$5,038,150</b>	<b>\$4,179,350</b>	<b>\$4,208,700</b>	<b>\$3,808,700</b>

# THANK YOU!

MAPS 4 PRESENTATION  
MAY 2025

