

Meridian Corridor Placemaking Report

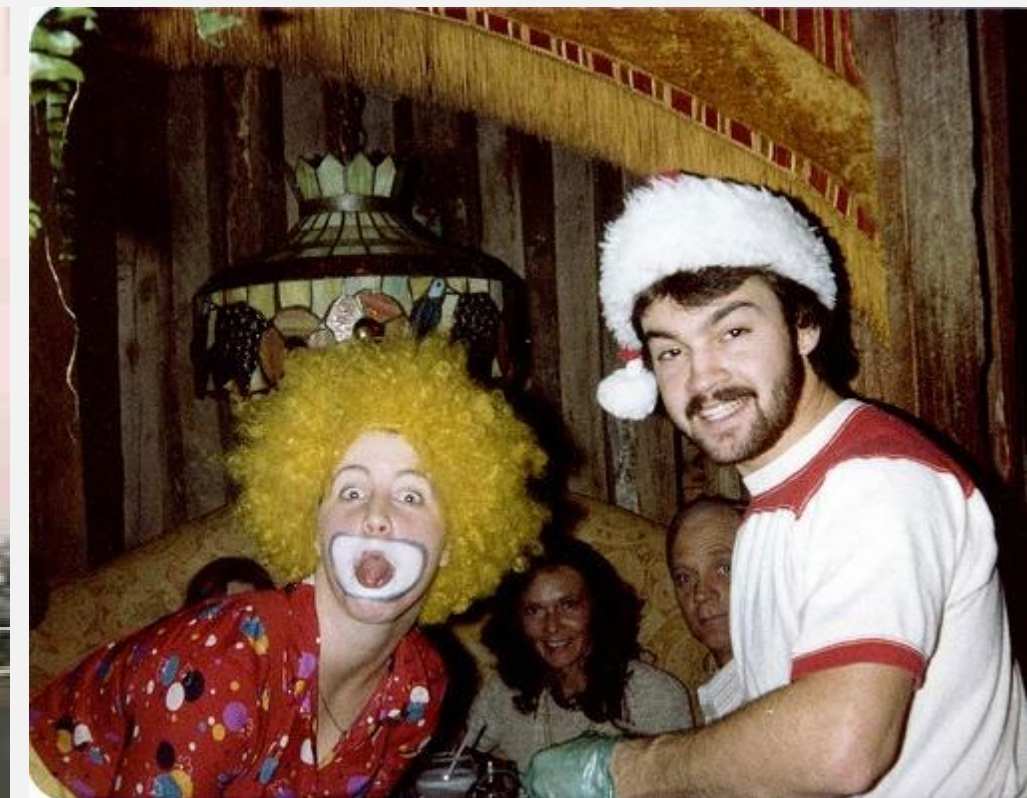


History

Diving into the history of Meridian, and the time of great success

In the mid-20th century, the Meridian Corridor experienced significant commercial development. Retail establishments, restaurants, and hotels began to line the avenue, serving both residents and travelers passing through the city. The corridor became known for its vibrant commercial activity and was a bustling hub of economic activity. Beyond the hotels and restaurants, there were a large number of banks on S Meridian.

Pictured: Molly Murphy's in Oklahoma City. Molly Murphy's House of Fine Repute was a well-known, quirky restaurant in Oklahoma City that was famous for its eclectic decor and costumed staff. Also shown, The Bayou at 2301 Meridian Ave. in 1988.





Pictured: 1986 Hot Rod Street Festival on Meridian, and 1982 view of traffic on Meridian. *Pictures provided by Metropolitan Library Systems.*

Stakeholder Engagement

Outcomes of Public Outreach

Key Stakeholders



City of OKC



Champion Hotels



Visit OKC



Will Rogers
International Airport



Federal Aviation
Administration



OKC Fairgrounds



TINKER Federal
Credit Union



Stakeholder
Business Owners





1

Create a Business Improvement District & Improve Civic Involvement

- Work with the City on interim staffing support.
- Reinstate non-profit corporation for Meridian, establish Board of Directors and pursue an IRS designation.
- Meet regularly with stakeholders, including employers.
- Engage in funding exploration (grants, sponsorships, BID).



2

Branding & Marketing Initiatives

- Develop a strong brand identity (name, logo, markers).
- Leverage digital platforms and social media for promotion.
- Launch loyalty programs or local influencer collaborations.
- Continue conversations with City Staff regarding the 2025 GO Bond.



3

Community Clean-Up & Safety Enhancements

- Partner with OKC Beautiful for regular LitterBlitz clean-ups.
- Engage homeless outreach organizations.
- Organize power washing, painting, or mural installations.
- Improve pedestrian safety with better crosswalks & traffic calming measures.

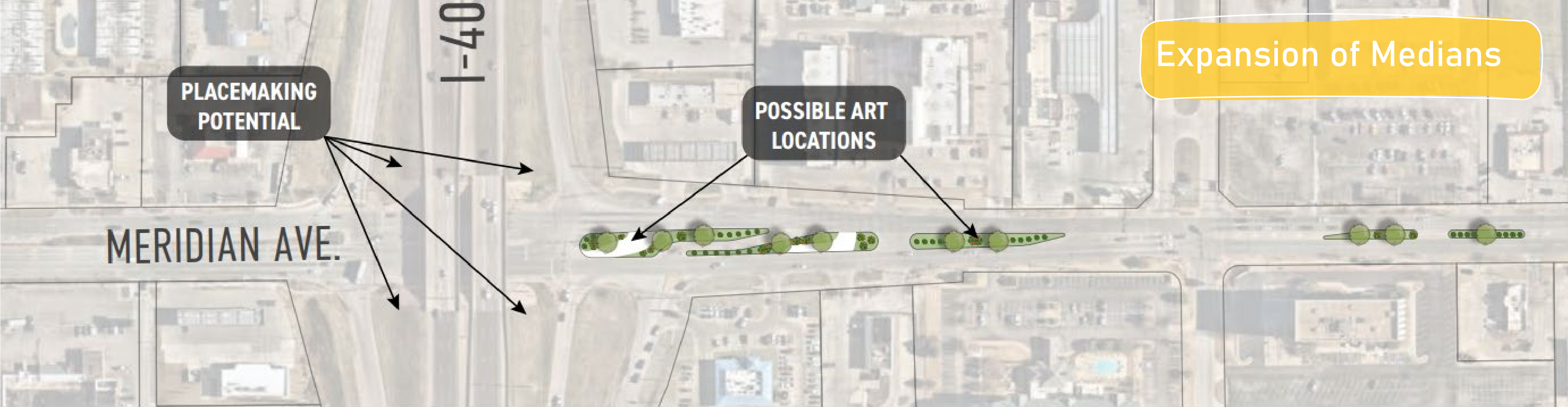


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Infrastructure & Beautification

- Develop a district-wide maintenance plan for landscaping, lighting, & street furniture.
- Encourage property owners to bring parking lot landscaping up to code.
- Work on enhancing underpasses with lighting & public art.
- Improve medians with low-maintenance landscaping & extend existing medians for more green space.
- Remove unnecessary curb cuts/shared driveways to improve walkability & safety.

Expansion of Medians

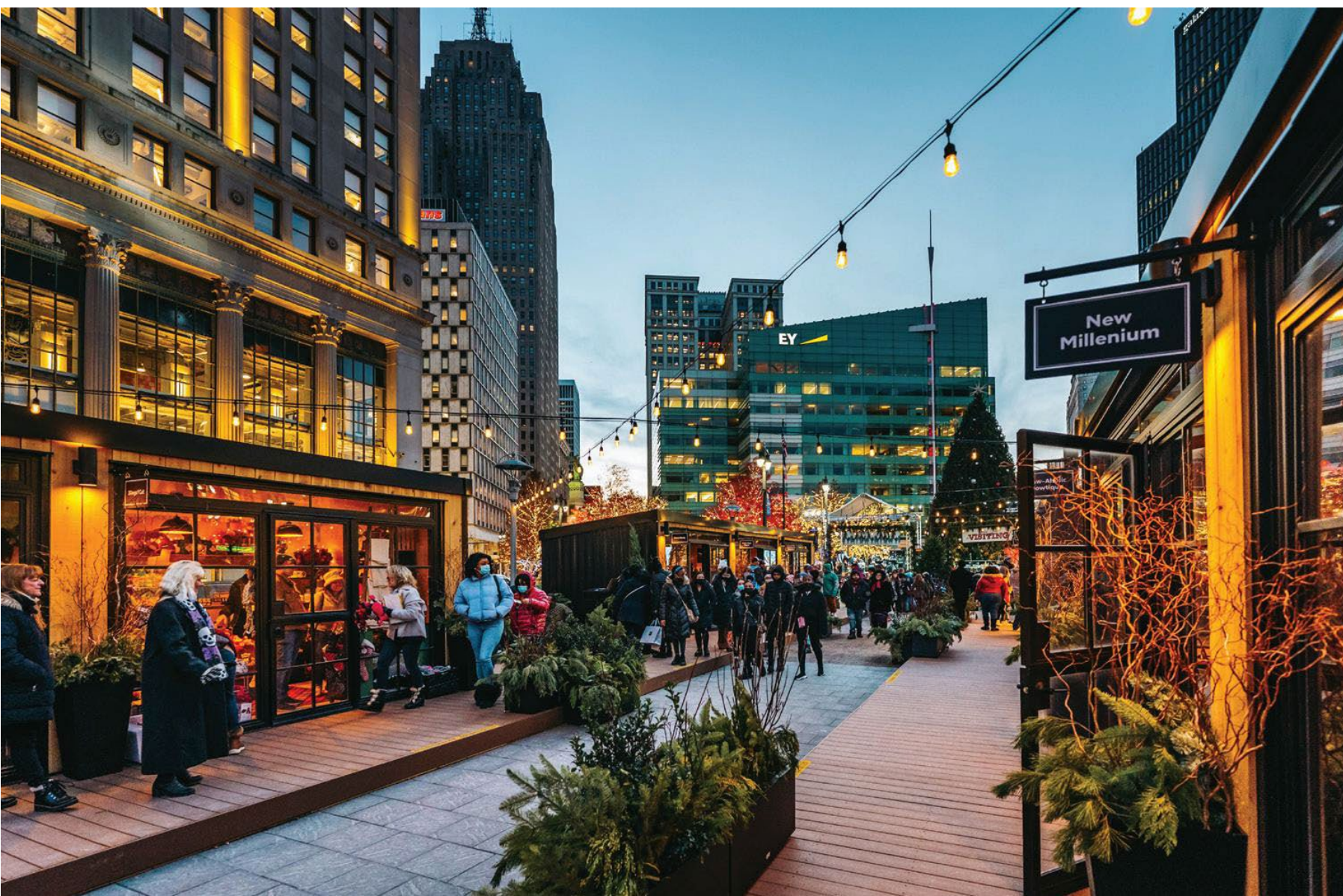




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Events & Public Space Activation

- Partner with the FAA to better engage lunch audiences.
- Host artist invitations for public art installations.
- Organize a large parking lot festival during a major State Fair weekend.
- Set up temporary events in underutilized lots to activate spaces.



6

Property & Business Development

- Identify key properties for redevelopment or city/private acquisition.
- Work with City staff and Alliance to explore tax increment financing (TIF).
- Conduct a hospitality study to determine market demands.
- Provide data points to the brokerage community to encourage redevelopment.
- Increase design standards for industrial redevelopment to improve frontages & landscaping.

Existing Boot Barn Parking Lot



Concept for Property Owner Improvements





7

Major Corridor Enhancements

- Future design considerations to accommodate BRT route.
- Implement significant riverfront enhancements & activations.
- Require properties abutting the river to integrate with trails & public access.
- Work with property owners & City Staff on zoning/code updates for better street frontage & mixed-use allowances.



8

Sustainable Growth & Long-Term Planning

- Develop a sustainable plan for district management with a full-time Meridian District Manager.
- Strengthen partnerships with the Chamber of Commerce and City for long-term development.
- Conduct a competitive analysis of commercial areas to refine Meridian's unique selling points.
- Encourage commercial growth aligned with future land use plans.

Existing Streetscape Condition



Concept for Mid-term Streetscape Enhancements

Adding district ID markers

Median addition

Improved sidewalks with buffers



Concept for Long-term Streetscape Enhancements

Future mixed-use developments

Private property improvements

Future light rail line

Future mixed-use developments



Existing Sidewalk Condition



Concept for Mid-term Sidewalk Enhancements

Adding street furniture
accessible to pedestrians

District ID markers

Private property
improvements

Buffers with
native plants



Concept for Long-term
Sidewalk Enhancements

Future light rail line

New mixed-use
developments

Continuing hotel and
hospitality businesses

Active street front for movement
and a safer environment

Retail and commercial
development at first floor



Existing I-40 Bridge



Concept for I-40 Bridge Transformation



Buffers on both sides

Underpass enhancements

Pedestrian walkway addition

Sculpture/ Public Art

Median improvements

Terraced landscapes and district ID Markers

Landscape improvements and public art

Existing I-40 Bridge



Concept for I-40 Bridge Transformation



Context Map

Revisiting the Pearls

Legend

1

Overholser Pearl linking the lake and residential neighborhoods

2

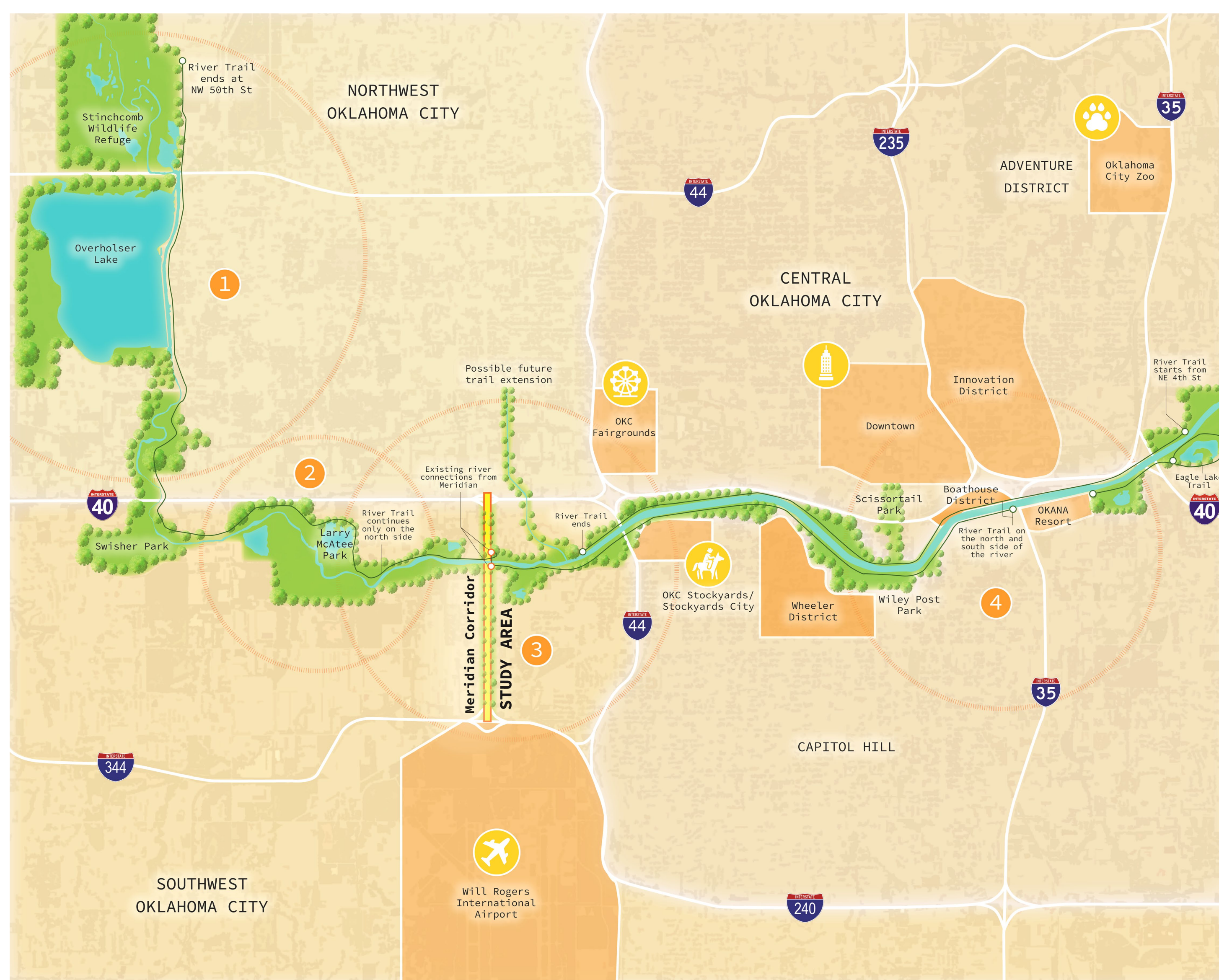
State Pearl linking recreational parks like McAtee and Swisher Parks

3

Future pearl addition of Meridian as an active commercial corridor

4

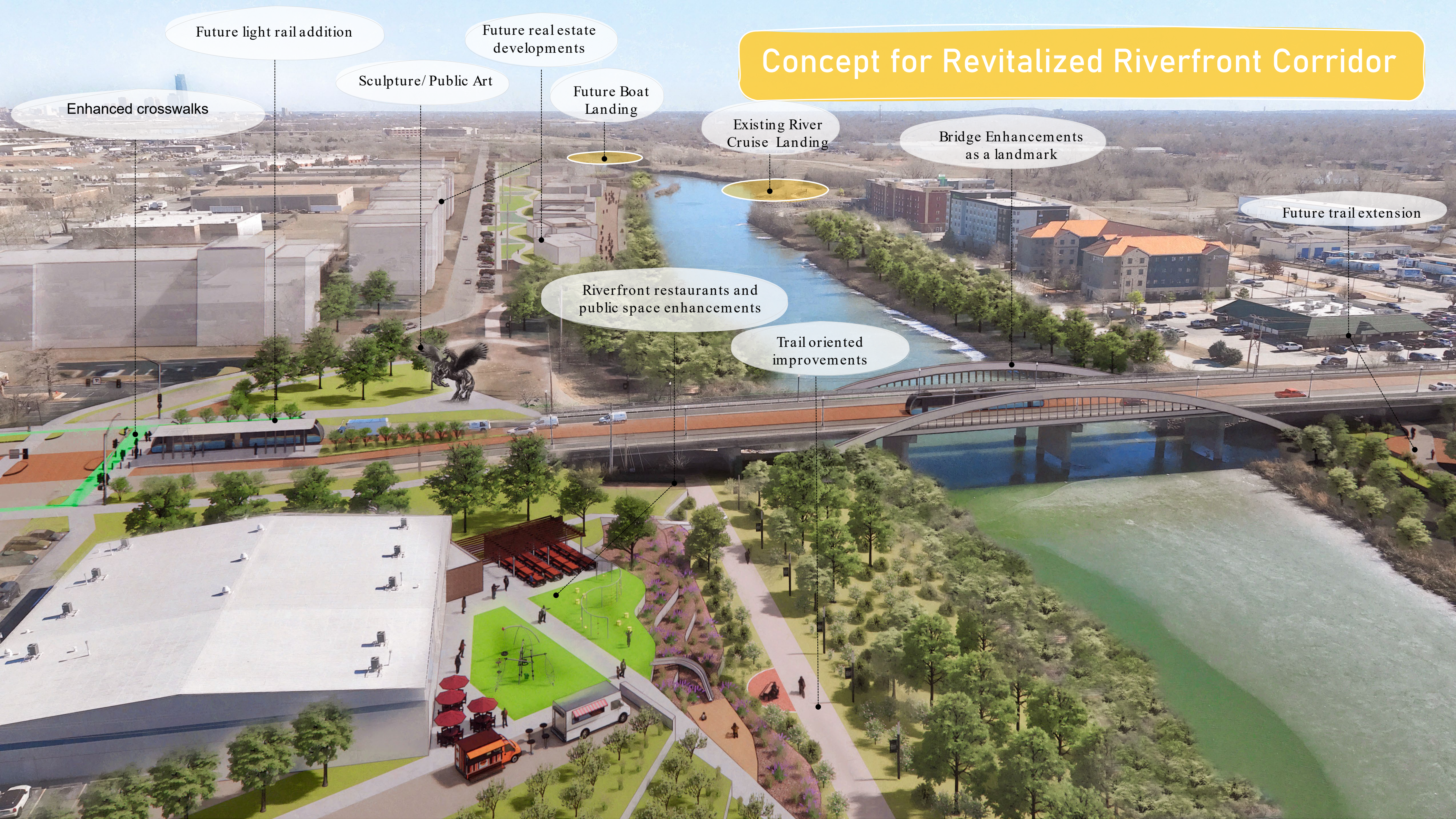
I-40 Pearl connecting OKANA Resort, Downtown, Innovation District and booming residential districts like the Wheeler District



Existing Riverfront Corridor



Concept for Revitalized Riverfront Corridor



Future light rail addition

Future real estate developments

Enhanced crosswalks

Sculpture/ Public Art

Future Boat Landing

Existing River Cruise Landing

Bridge Enhancements as a landmark

Future trail extension

Riverfront restaurants and public space enhancements

Trail oriented improvements

Existing Trail



Concept for Trail Transformation

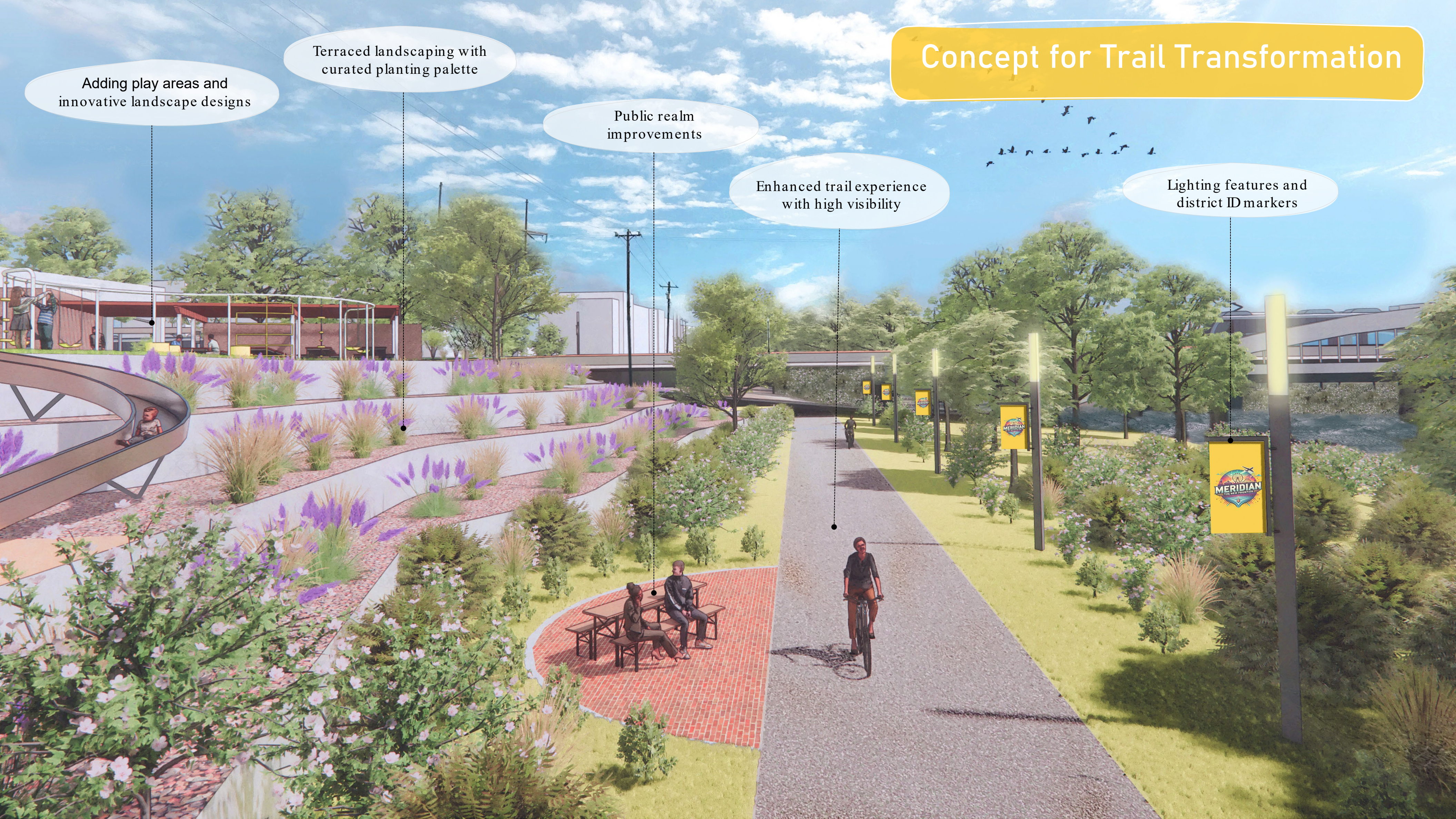
Adding play areas and innovative landscape designs

Terraced landscaping with curated planting palette

Public realm improvements

Enhanced trail experience with high visibility

Lighting features and district ID markers



IMPLEMENTATION MATRIX

Recommendations

Short-Term
(0-5 yrs)

Mid-Term
(5-20 yrs)

Long-Term
(20+ yrs)

Create a Business Improvement District & Improve Civic Involvement



Major Corridor Enhancements



Branding & Marketing Initiatives



Infrastructure & Beautification



Events & Public Space Activation



Property & Business Development

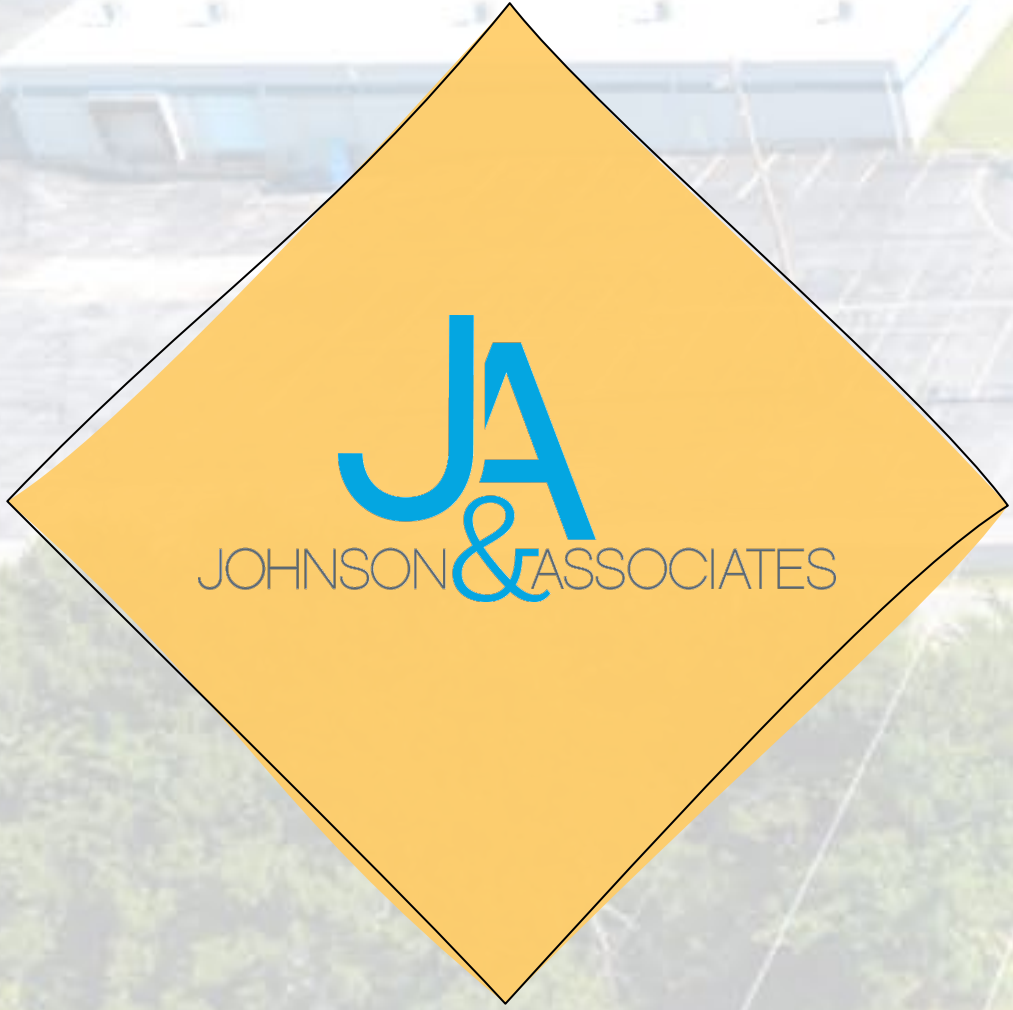


Community Clean-Up & Safety Enhancements



Sustainable Growth & Long-Term Planning





Thanks!

