

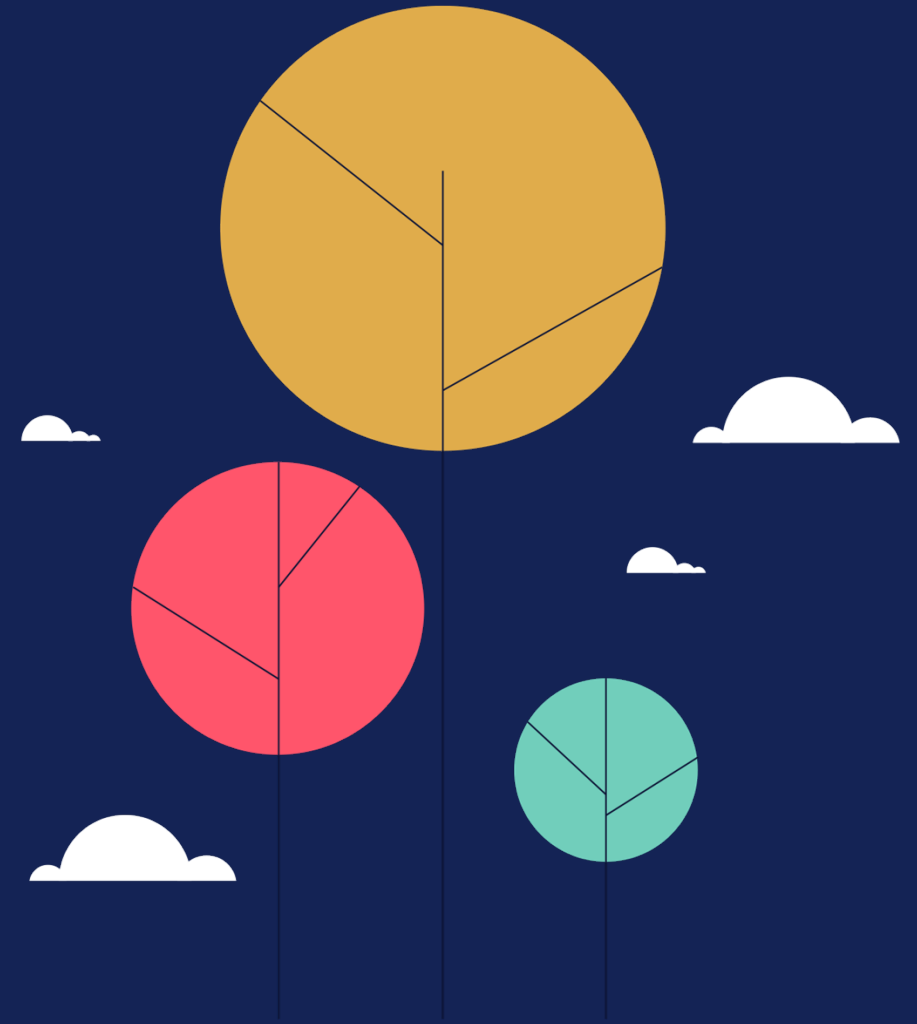
MAPS 4 BEAUTIFICATION MASTER PLAN DEVELOPMENT

PROJECT M4-TB010

MAPS 4 BEAUTIFICATION MASTER PLAN

MAPS4 CITY COUNCIL MASTER PLAN PRESENTATION

SEPTEMBER 10, 2024



Project Team



CivicBrand



The Beautification project dedicates \$27.9M 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.

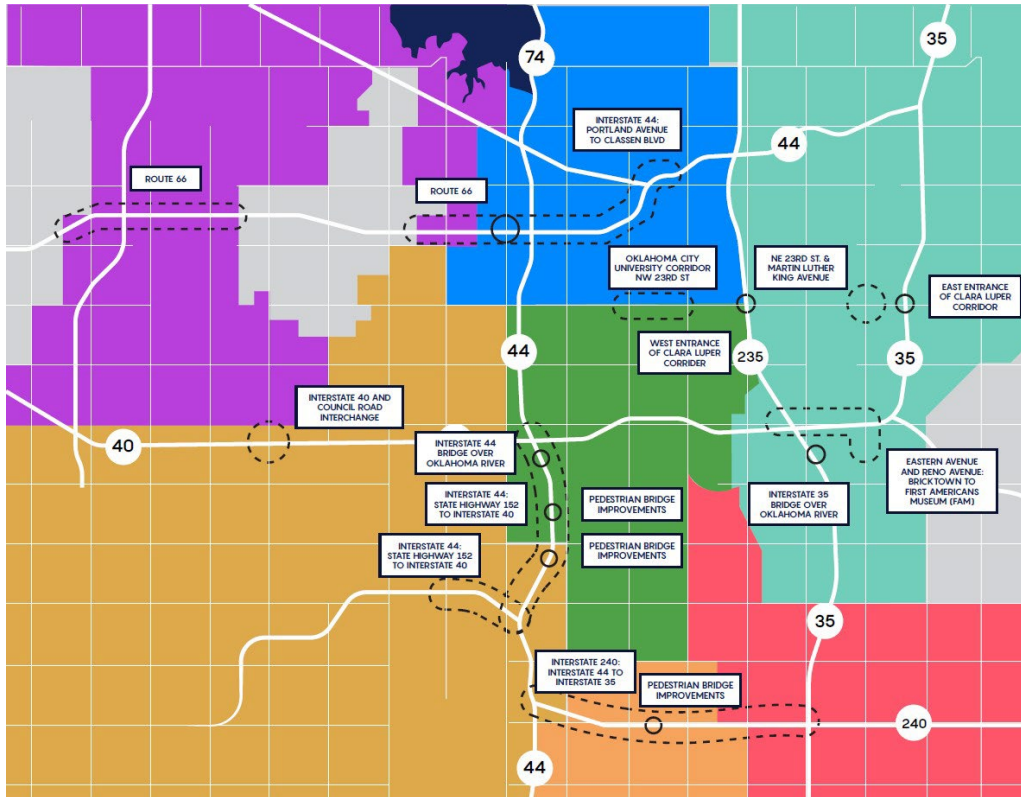


MAPS 4

Beautification Projects

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

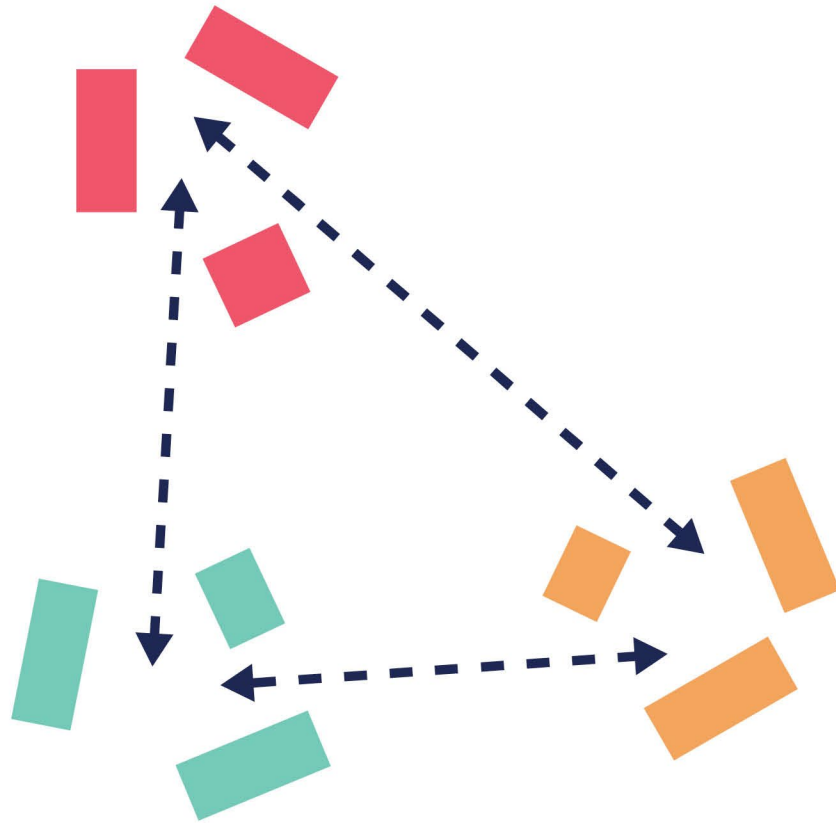
- City entrance gateways along the interstates
- Approaches to Will Rogers World Airport including:
 - Creation of a Bessie Coleman Garden near the airport
 - State Highway 152 from Meridian Avenue to Interstate 44
 - Interstate 44 from State Highway 152 to Interstate 40
- Enhancement of the three pedestrian 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

Vision Strategy

Vision Strategy



**Creating People
Centered Places**

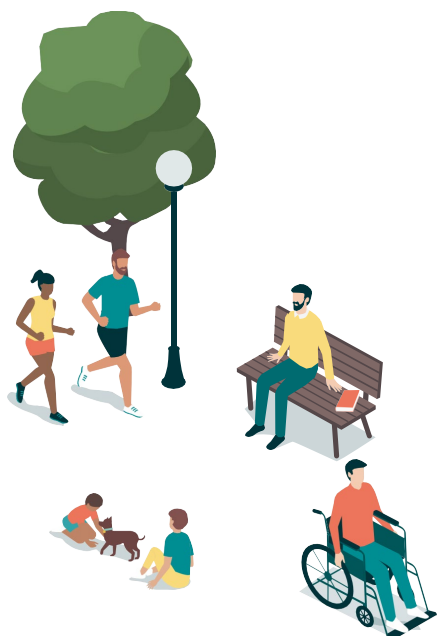


**Beautifying
Connections**

MAPS4

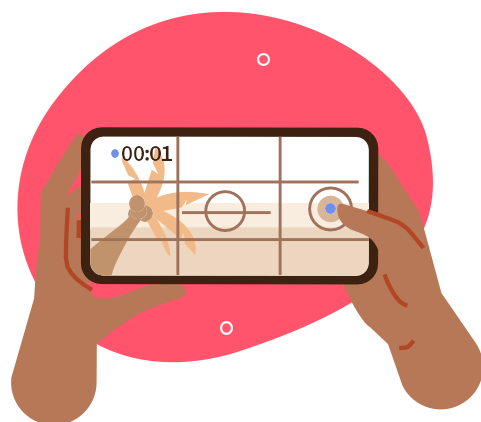
Beautification Principles

Beautification Principles



①

People



②

Promotion



③

Purpose



④

Sustainable



⑤

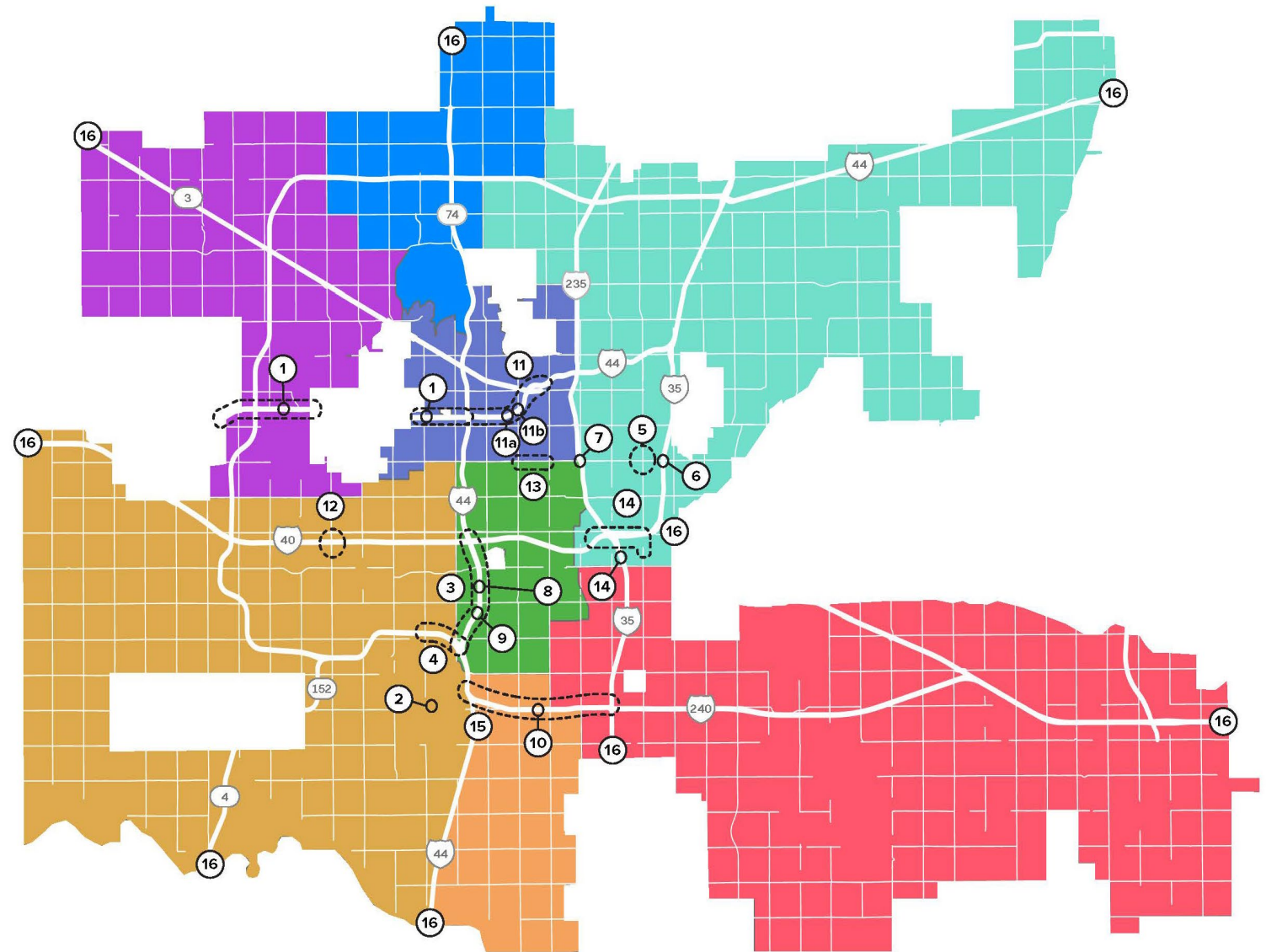
Connection

MAPS4

Proposed Projects

Proposed Project Location Map

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



Estimated Project Budgets

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	PROJECT #'s	PHASE 2	PHASE 3	PHASE 4	PHASE 5
Route 66	1	\$1,000,000			
Bessie Coleman Garden & Airport Approaches	2, 3, 4	\$1,529,350			
NE 23rd St & MLK Ave & Ralph Ellison Statue	5			\$1,529,350	
Clara Luper Corridor (East & West Entrances)	6, 7			\$2,029,350	
Pedestrian Bridges (3)	8, 9, 10		\$2,029,350		
I-40 & Council Rd	12				\$1,058,700
I-44: Portland Ave to Classen Blvd	11, 11a, 11b				\$1,000,000
City Entrances	16		\$2,000,000		
Oklahoma City University Corridor along NW 23rd St	13				\$1,250,000
Eastern Ave & Reno Ave: Bricktown to First Americans Museum (FAM)	14	\$1,808,800			
I-240: I-44 to I-35	15				\$1,000,000
Trees (\$1 Million Total)			\$250,000	\$750,000	
TOTAL		\$4,338,150	\$4,279,350	\$4,308,700	\$4,308,700

THANK YOU!

PROJECT M4-TB010

MAPS 4 BEAUTIFICATION MASTER PLAN

MAPS4 CITY COUNCIL MASTER PLAN PRESENTATION

SEPTEMBER 10, 2024

