

The background of the slide features a large, faint, circular seal of the City of Oklahoma. The seal contains a central shield with various symbols, surrounded by a wreath and the text "SEAL OF THE CITY OF OKLAHOMA".

MAPS 4

Beautification

#maps4

- Beautification through public art & streetscaping has been proven as an economic development tool
- We already prioritize it through our streetscaping bond projects, our 1% for art ordinance, our partnerships with OKC Beautiful, and special projects through the years like SkyDance Bridge
- In recent projects, ODOT has also prioritized beautification





- However, many highway and arterial corridors predate modern efforts to beautify
- Those “left behind” corridors continue to contribute to a negative impression of our city’s aesthetic appeal
- The type of beautification envisioned here would not be addressed through other means, if not MAPS



- \$15-20 million for beautification projects
 - Including:
 - City entrance gateways
 - Corridor from WRWA to the River
 - Key areas along Clara Luper Corridor
 - I-235 to Kelley, intersection of NE 23rd and MLK
 - I-240
 - OCU corridor
 - Reno corridor between Bricktown and AICCM
 - I-35 and I-44 bridges over River
 - Three South OKC pedestrian bridges
 - I-44 from Portland to Classen
 - Public art / monuments at key major intersections
 - New easy-to-maintain landscaping on key arterial medians
 - Trees (at least a \$1 million investment)









- \$5 million for operational fund to perpetually fund 2-3 beautification staff positions
 - By perpetually funding the positions, avoids inevitable pressure to eliminate the positions during economic downturns
 - Positions uniquely focused on beautification
 - Involved in public and private capital projects to promote beautification within those projects
 - Pursue grants
 - Coordinate public-private partnerships for clean-up of public areas
 - Assist and encourage private business to keep their property clean and updated
 - Be troubleshooters for issues like mowing and graffiti
 - Pursue more murals and art
 - Work closely with OKC Beautiful

- Beautification proposal
 - \$15-20 million in projects
 - \$5 million operating fund