

OKC



OWNTOWN

Strategic Development Plan

DRAFT

JULY 2026

ACKNOWLEDGMENTS

Thank you to all who contributed their time, energy, and passion to creating this vision for the future of Downtown Oklahoma City. This plan could not have been created without the input of the community and the following groups and individuals.

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The Alliance for Economic Development of Oklahoma City
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EXECUTIVE SUMMARY



Downtown Oklahoma City sits at the very heart of OKC and Oklahoma. Through the tireless efforts of both the public and private sector, Downtown has been transformed over the last several decades into a national beacon of success for downtown redevelopment, with major investment in civic and social infrastructure, paving the way for tremendous growth. From landing the OKC Thunder to the canals of Bricktown, to the bustling activities in Myriad Gardens and Scissortail Park, Downtown is now a source of community pride and stands as a testament to collective action and hard work.

The Downtown Oklahoma City Strategic Plan aims to do just that. This plan is a long-range planning effort aimed at developing a strategic, implementable vision for Downtown and Bricktown to build a better future for Downtown and its residents and visitors. The plan provides a guide for land use, public infrastructure, and private development decisions to ensure that thoughtful, contextual, and complementary development builds on the momentum of our city's vibrant, growing core. The plan builds on what's already worked and what's already been planned, using key projects to get the most value for the community and ensure all parts of Downtown are working together toward the best possible outcome.

The plan, funded by the City of OKC and conducted in collaboration with innumerable Downtown stakeholders, including the Downtown OKC Partnership, the Alliance for Economic Development, VisitOKC, and the Greater OKC Chamber of Commerce, was a ten-month long planning effort that established strategic goals and actions around topics such as development, urban design, streets, mobility, and parks and open space.

The plan was developed over a ten-month long planning process and establishes strategic goals and actions that are intended to serve as a detailed roadmap and guide for public and private development over the next decade and beyond.

Downtown is defined for this plan as the area bounded by the Oklahoma River to the south, Western Avenue to the west, NW 13th Street to the north, and I-235 and I-35 to the east. This 3.28 square mile area is made up of nine districts, each with their own characteristics and attributes that must be celebrated and serve as the foundation for the ideas highlighted in this plan.

THE VISION

Downtown Oklahoma City is a well-connected, welcoming, vibrant, and authentic hub of people and places, linking residents, workers, students, and visitors to opportunities to thrive, explore, and grow. It is welcoming, safe, clean, walkable, and reflective of a city defined by ambition and action.

The Downtown OKC Strategic Development Plan will:

- **INFUSE OKLAHOMA'S NATURAL LANDSCAPE IN AN URBAN EXPERIENCE**
- **FILL THE GAPS WITH NEW DEVELOPMENT AND DESTINATIONS**
- **BRIDGE BARRIERS AND OBSTACLES**
- **STITCH TOGETHER DISTRICTS, COMMUNITIES, AND HISTORY**
- **EMBRACE DOWNTOWN'S AUTHENTIC PLACES**
- **CONNECT DOWNTOWN TO OPPORTUNITIES AND TO THE REGION**



PROCESS

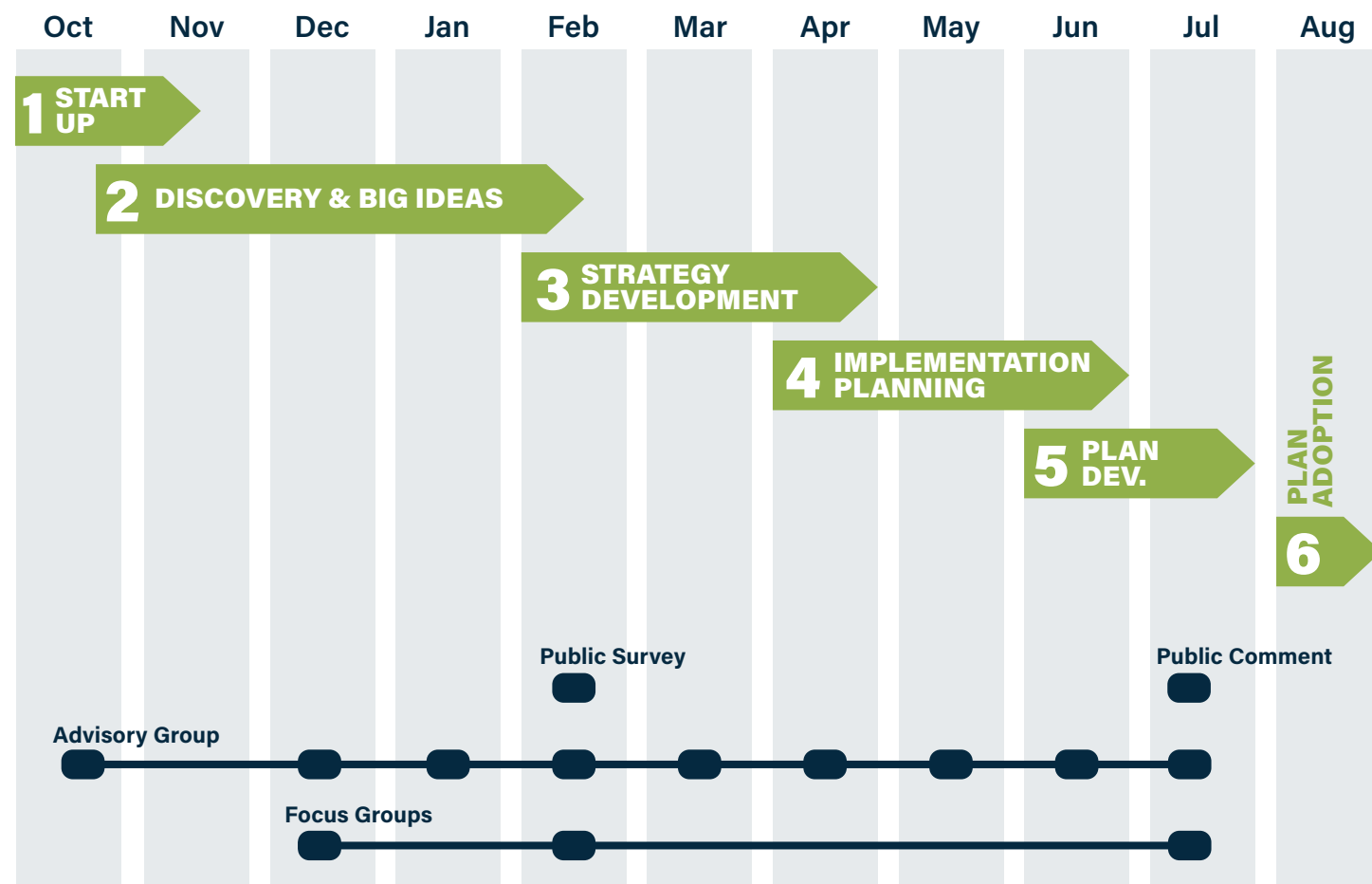
The Downtown OKC Strategic Development Plan process was a 10-month long planning effort that established strategic goals and actions around topics such as development, urban design, streets, mobility, and parks and open space. The planning team and the City listened to thousands of stakeholders and citizens in order to understand their vision and aspirations for the heart of their city.

The iterative planning process was composed of six key phases: Start Up, Discovery and Big Ideas, Strategy Development, Implementation Planning, Plan Development, and Plan Adoption.

WHAT WOULD MAKE YOU WANT TO LIVE DOWNTOWN?

"I would want to live Downtown if it was truly a space where I could walk to everything I need... groceries, healthcare, entertainment, food, public transit, etc."
- Online Public Survey Respondent

SCHEDULE



ENGAGEMENT

The Downtown Plan was guided by community feedback. The planning team consistently met with the project's Advisory Committee and focus groups that were composed of local community leaders and advocates. The planning team also engaged the larger community through an online public survey.

TOUCH POINTS

2,948

Public Survey Responses

9

Advisory Group Meetings

39

One-On-One Conversations

9

Focus Group Meetings



The advisory group was engaged through monthly meetings that informed plan direction. Focus groups made of community and grassroots leaders provided deep input. The broader community was engaged through a public survey that shared the plan vision and priority strategies.



WHAT WOULD MAKE YOU WANT TO LIVE DOWNTOWN?



SURVEY TAKEAWAYS

Top 3 reasons people visit Downtown today:

1. Dining
2. Community events
3. Ticketed sport events

Top 3 biggest challenges people perceive in Downtown today:

1. Lack of daily-life amenities
2. Lack of easy-to-find parking
3. Safety and security

PLAN GOALS

During the Start Up phase of the planning process, the Advisory Committee established key goals for the plan. These goals helped to formulate the vision and guiding principles which serve as both a structure for this plan and a means by which all strategies outlined in this plan should be evaluated. The following are the key goals that emerged from the process. The plan should:

Make Downtown radically welcoming

Tie neighborhoods together

Be implementable, achievable, and grounded in economic realities

Make Downtown the best place for locals *all the time*, as well as for the Olympic Games and tourism.

Identify projects that achieve multiple goals in order to maximize the return on public investment

Expand the Downtown ecosystem to provide amenities and needs that are currently lacking

Focus on both large-scale (vision-oriented) ideas and small-scale (tactical and short-term) interventions

Encourage the utilization of all the assets that exist

Work with private development

DISCOVERY

In order to identify opportunities for enhancements in the future, it was important to evaluate existing conditions, completed during the Discovery phase. Through geospatial analysis, conversations with stakeholders, and a robust market analysis, key takeaways emerged around six big ideas. The most critical takeaways are listed below.



There is potential to harness incoming regional population growth and diversify the housing stock through infill development.



Multiple highways, OKC Boulevard, BNSF Rail, and vacant land create significant barriers for getting into and around Downtown.



Major cultural investments are coming to Downtown, requiring short- and long-term interventions to prepare for growth.



Downtown covers a large area of land and is comprised of nine different districts.

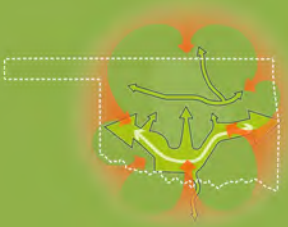


Downtown's location on the Great Plains and access to the riverfront is a defining asset, shaping future growth.



There is substantial planned and proposed transit investment and plenty of existing parking infrastructure.

GUIDING PRINCIPLES + STRATEGIES



INFUSE
Oklahoma Into Downtown



FILL
The Gaps



BRIDGE
Barriers and Obstacles

01 Build a Greenway Through Downtown

02 Deliver New Open Space in Midtown

03 Connect Downtown to the Riverfront

04 Emphasize Horizontal Development

05 Develop Public Land

06 Deliver Neighborhood Serving Amenities

07 Enhance Connections Across I-235

08 Transform OKC Boulevard

09 Improve BNSF Railroad Crossings



STITCH
Together Districts



EMBRACE
Authentic Places



CONNECT
To Opportunities and The Region

10 Establish a Cultural Spine

11 Create an Entertainment Loop

12 Create a New Neighborhood West of Scissortail Park

13 Enhance the Bricktown Canal Experience

14 Support Downtown Retail

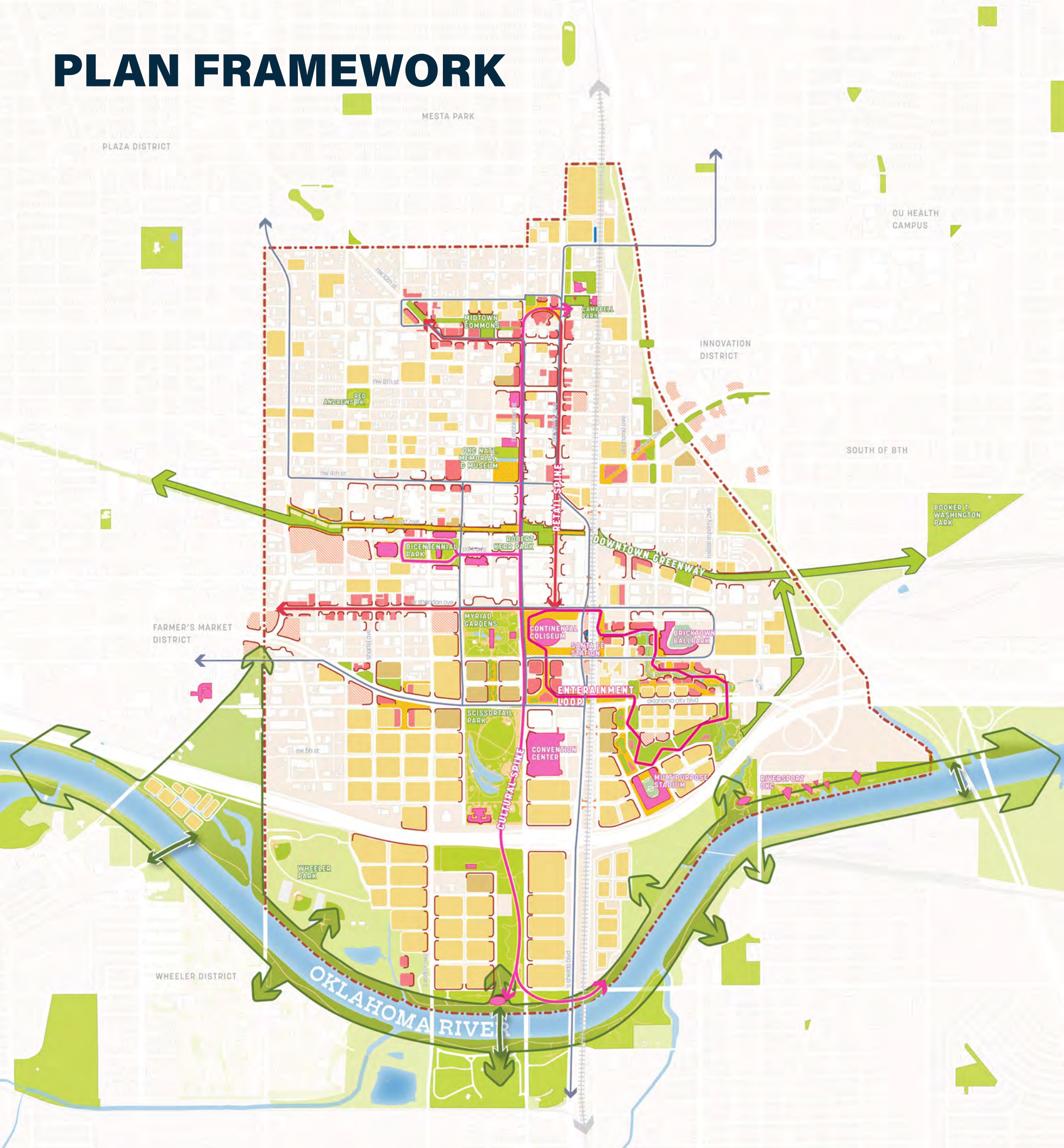
15 Expand Education & Employment Opportunities

16 Prioritize Transit on Key Corridors

17 Establish Santa Fe Station as a TOD

18 Improve Public Parking Functionality

PLAN FRAMEWORK



MAKING IT HAPPEN

This Plan is both a vision and an implementation playbook, designed to align the actions of public, private, institutional, and community stakeholders around a shared future for Downtown. Successful implementation will require ongoing leadership, coordination, and accountability from the City, Downtown OKC Partnership, Alliance for Economic Development, and other partners. The 18 strategies outlined in this Plan will not all be done at once, and so it is important to phase these in a strategic manner. The following four phases capture the reason and strategies that will be targeted during each.

IMMEDIATE 2026 - 2028

To get ready for the 2028 Summer Olympics and to best support new investments slated to open at the same time, there are critical initiatives that need to be started immediately. These quick wins will set the tone for the remainder of plan implementation.

- Emphasize Horizontal Development
- Deliver Neighborhood Serving Amenities
- Create an Entertainment Loop
- Enhance the Bricktown Canal Experience
- Support Downtown Retail
- Prioritize Transit on Key Corridors
- Improve Public Parking Functionality

SHORT-TERM 2029 - 2032

Once the major investments funded by MAPS 4 and the GO Bond, along with the immediate initiatives, have come online, there will be momentum to make some strategic investments that better connect and enhance investments while also beginning investments in new areas.

- Develop Public Land
- Establish a Cultural Spine
- Establish Santa Fe Station as a Transit Oriented Development

MEDIUM-TERM 2032 - 2035

The first two phases of implementation will be capital intensive and require a lot of coordination. Upon substantial completion of those strategies, it will be important to maintain and manage what has been created, while also reflecting and preparing for the next stage of growth.

- Expand Education & Employment Opportunities
- Improve BNSF Railroad Crossings

LONG-TERM 2035 - BEYOND

The final phase of implementation will be the next major round of public investment in Downtown, similar to what MAPS 4 and the latest GO Bond has done. These will be major investments that will require a decade or more of planning, design, and construction.

- Build a Greenway Through Downtown
- Deliver New Open Space in Midtown
- Connect Downtown to the Riverfront
- Enhance Connections Across I-235
- Transform OKC Boulevard
- Create a New Neighborhood West of Scissortail Park

01

INTRODUCTION



WHY DO A DOWNTOWN PLAN?

Downtown Oklahoma City sits at the very heart of OKC and Oklahoma. Through the tireless efforts of both the public and private sector, Downtown has been transformed over the last several decades into a national beacon of success for downtown redevelopment, with major investment in civic and social infrastructure paving the way for tremendous growth. From landing the OKC Thunder to the canal of Bricktown, to the bustling activities in Myriad Gardens and Scissortail Park, Downtown is a source of community pride and stands as a testament to collective action and hard work.

Downtown now finds itself at another critical juncture, with major new investments coming online over the next few years that will change the built environment and experience for all users. As important, Oklahoma City is slated to host key portions of the 2028 Summer Olympic Games, and Downtown will be the centerpiece of the experience for visitors and will be showcased to the entire world.

Now is the time to build on this incredible momentum and put the pieces together to continue to transform Downtown OKC for the next generation! The Downtown Oklahoma City Strategic Development Plan aims to do just that.

The Downtown Oklahoma City Strategic Development Plan provides a guide for land use, public infrastructure, and private development decisions to ensure that thoughtful, contextual, and complementary development builds on the momentum of our city's vibrant, growing core.

This plan is a long-range document aimed at developing a strategic, implementable vision for Downtown and Bricktown to build a better future for Downtown and its residents and visitors. The plan builds on what's already worked and what's already been planned, using key projects to get the most value for the community and ensure all parts of Downtown are working together toward the best possible outcome.

The plan, funded by the City of OKC, the Oklahoma City Economic Development Trust, and the OKC Convention and Visitors Bureau, and conducted in collaboration with innumerable Downtown stakeholders, including the Downtown OKC Partnership, the Alliance for Economic Development, VisitOKC, and the Greater OKC Chamber of Commerce, was a ten-month long planning effort that established strategic goals and actions around topics such as development, urban design, streets, mobility, and parks and open space.

DOWNTOWN IS ESSENTIAL TO A SUCCESSFUL OKC AND OKLAHOMA

Downtown OKC is an essential part of OKC and Central Oklahoma's economy. Although it makes up just 0.5% of the total land area of OKC and 1.4% of the City's total residential population, it includes an estimated 45,000 jobs and saw 24.8M visits last year.

The City and region's success hinges in the health and success of Downtown. Downtown is the heart of arts, entertainment, sports, and recreation. It is the most commonly visited area in the City by visitors, and is home to over 4,600 hotel rooms. It is the visual image outsiders have of OKC. Ensuring that this image is perceived positively and continues to grow and thrive will ensure that the entire region will continue to grow and thrive.

3.28
Square Miles
of Land Area
Downtown
0.5% of OKC
Land Area

10,370
People Live
Downtown
1.4% of OKC
Population

45,100
Jobs in
Downtown
11% of OKC
Jobs

28.1M
Visits to
Downtown
In 2025
1.9% Year Over
Year Increase
from 2024



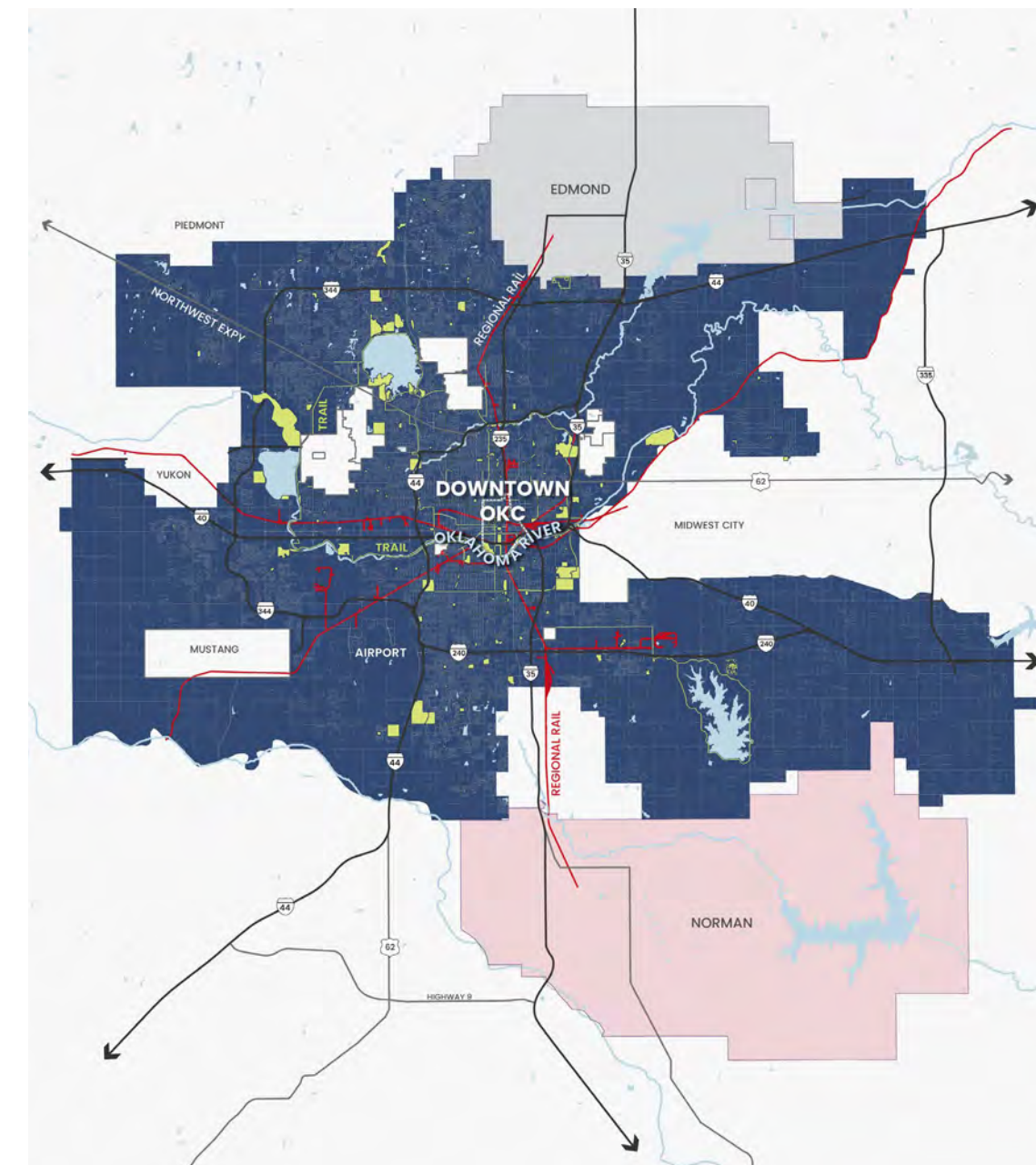
THE STUDY AREA

Downtown Oklahoma City is the historic heart of Oklahoma City.

The arrival of the train in 1887 and the 1889 Land Run saw these fertile open plains rapidly transformed into a thriving urban center for all of Central Oklahoma. Downtown OKC is more than just the tall office buildings, the live music and thriving nightlife of Bricktown, the local shops and small businesses in Midtown and Automobile Alley, or the families enjoying

Scissortail Park. It is a cross-section of OKC as a whole. It is history, place, and opportunity. Downtown OKC is where it all comes together.

Downtown is defined for this plan as the area bounded by the Oklahoma River to the south, Western Avenue to the west, NW 13th Street to the north, and I-235 and I-35 to the east. This 3.28 square mile area is made up of nine districts, each with their own characteristics and attributes that must be celebrated and serve as the foundation for the ideas highlighted in this plan.



ORIGINAL INHABITANTS

The Apache, Arapaho, Caddo, Comanche, Kiowa, Osage, and Wichita tribes inhabit modern-day Oklahoma

1830-1880

Under the 1830 Indian Removal Act, Cherokee, Chickasaw, Choctaw, Muscogee (Creek), and Seminole Nations (Five Civilized Tribes) are relocated to the "Indian Territory", present day Oklahoma

1887

Santa Fe Railway Co built a north-south rail line through the "Unassigned Lands" in Oklahoma with a watering stop at Oklahoma Station



1889

50,000 participants claim land in the "Unassigned Lands" during the Land Run of 1889



EARLY 1900'S

Land Run participants settle around Oklahoma Station, transforming the watering stop into a commercial and transportation hub driven by agriculture, meatpacking, and distribution

New rail lines built Downtown with passenger and freight facilities

1903

First electric streetcar is implemented, running along Broadway from Main St to 13th St

1928

Oil discovery leads to rapid urbanization and an economic boom

1920-1930

Automobile Alley and Film Row are established

Great Depression and Dust Bowl devastated many Downtown residents, especially the Black community living in the vibrant Deep Deuce neighborhood

1947

Streetcar lines cease operation and rail is dug up in Downtown

1970-1980

Many proposed projects in the I.M. Pei Plan are not built, resulting in vacant lots not at human-scale

Low-income, minority neighborhoods (previously redlined) experience most disinvestment and displacement (ex. Eastside and Deep Deuce via I-235 construction)

1988

A city council member declares, "Downtown is dead, and we helped kill it"

2000-2010

Many MAPS are implemented, resulting in more infrastructure investment and Downtown growth I-40 is realigned, redeveloping the raised portion through Downtown into an at-grade street (OKC Boulevard)

2004

The river corridor opens to the public (MAPS), establishing the river as a venue on the world rowing circuit

Downtown population **growth** event

Downtown population **decline** event

2018

Modern streetcar line opens

2022

Scissortail Park and Skydance pedestrian bridge (MAPS) fully open to the public

DOWNTOWN HISTORY

1907

Oklahoma becomes the 46th state

1910

Oklahoma City becomes the state capital

1913

100+ miles of streetcar rail guides population growth and residential and commercial development in Downtown and surrounding neighborhoods

1960'S

I-40 is built and bisects Downtown Suburbanization gains popularity with automobile success and urban renewal

1964

I.M. Pei Plan suggests Downtown must start over, resulting in the destruction of the street grid and nearly 500 structures in Downtown

1980'S

Oil bust further strains Downtown

1990'S

Aerospace and healthcare industries grow following oil bust

1993

MAPS (Metropolitan Area Projects) passes, a one-cent sales tax for infrastructure investment

1995

Alfred Murrah Federal Building is bombed Downtown, resulting in 168 deaths

1998-1999

Two MAPS, the Bricktown Canal and Ballpark, are completed, revitalizing the Bricktown neighborhood in Downtown

2008

OKC Thunder move to Oklahoma City

2009

Oklahoma River is designated the only U.S. Olympic and Paralympic training center

2024

Oklahoma City is selected to stage the canoe slalom event in 2028 Olympics, solidifying the river's emergence as an economic and recreation asset for Downtown

2025

OKC Thunder win first NBA Championship Clara Luper National Sit-In Plaza monument opens Downtown



PAST PLANS

The Downtown OKC Strategic Development Plan builds upon great past planning efforts that serve as the foundation for this plan and visioning effort. Although there are dozens of significant plans and planning efforts dating back over a century, including the 1910 citywide Dunn Parks Plan and the 1965 Downtown Plan conducted by I.M. Pei, the following more recent plans serve as the key foundation for analysis, understanding, and consideration for this initiative.

PLANOKC (2015)



planokc serves as Oklahoma City's guide for policy, infrastructure, and planning decisions. This comprehensive plan is used by city leaders, developers, business owners, and citizens to make decisions about future growth, development, policy, and capital improvements. This Downtown Plan aligns with planokc's land use plan and many of its initiatives for future land use, transportation, environmental and natural resources, communities, preservation and culture, parks and recreation, economic development, and public services. This plan seeks to achieve planokc's Big Ideas in the Downtown context, including developing a transportation system that works for everyone, increasing housing choice and diversity for all lifestyles, building an urban environment that facilitates health and wellness, developing great places that attract people and catalyze development and innovation, ensuring stable, safe, attractive, and vibrant neighborhoods, and developing efficiently to achieve fiscal sustainability and improve quality of life.

BIKEWALKOKC (2018)



bikewalkokc serves as Oklahoma City's bicycle and pedestrian master plan, aiming to transform the transportation landscape for active transportation in OKC. This Downtown Plan aligns with the goals and initiatives outlined in bikewalkokc, such as increasing the availability of pedestrian and bicycle infrastructure, increasing active transportation connections from neighborhoods to the places people want and need to go, adding safe crossings over interstates, major arterials, and water bodies, and providing the needed investment to tip high-opportunity areas toward walkability. The strategies outlined in this Downtown Plan all seek to improve walkability and connectivity for pedestrians and bicyclists across Downtown, better connecting people to parks, trails, jobs, cultural destinations, transit, and one another.



VISION ZERO

Oklahoma City developed a plan to eventually reach zero fatalities and eliminate deadly crashes on public roadways. The Vision Zero Action Plan was adopted in 2025 by City Council and includes countermeasure designs and policy recommendations to reduce fatal crashes and create a safer road network. Many of the strategies proposed by this Downtown Plan seek to achieve these goals by improving access and connectivity for pedestrians and bicyclists.

CORE TO SHORE PLAN (2008)



The Core to Shore Plan was prompted by the relocation of I-40 with the overall goal to create a vision and market-based plan for the 750-acre study area connecting Downtown to the Oklahoma River. The most significant projects to come out of this plan are Scissortail Park and the new

Oklahoma City Convention Center. However, many of the mixed-use, and residential projects from the plan have not come to fruition. This Downtown Plan studies the Core to Shore district with the same purpose as the original plan, to ensure that the development area from the south of Downtown to the river reaches its full economic and quality-of-life potential. To ensure feasibility in this modern climate, this plan proposes new densities and recommendations for this district.

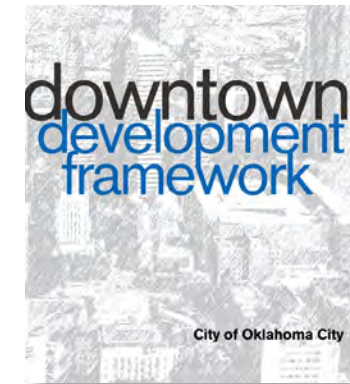
INNOVATION DISTRICT LAND USE PLAN (2021)

The purpose of this land use plan is to provide strategies for a vibrant, active district east of I-235. The emerging Oklahoma City Innovation District is a 1.3-square-mile area encompassing the Health Sciences Center, OU Medical School, other health-related institutions, and private companies doing research and development. Although not directly in the Downtown study area's boundaries, this plan is critical for providing context on the importance of strengthening connections between Downtown and the Innovation District.

DOWNTOWN PARKING MANAGEMENT STUDY (2019)

The Downtown Parking Management Study and its recommendations were designed to be oriented around the community, making more efficient use of existing parking assets, creating a smarter parking system investment process, and defining innovative and creative strategies to address future growth. This study critically highlights the need for improved parking utilization rates in Downtown. This Downtown Plan doubles down on many of the recommendations put forward by the study.

DOWNTOWN DEVELOPMENT FRAMEWORK (2015)



In 2015, the City developed the Downtown Development Framework is a comprehensive effort to define a vision for Downtown Oklahoma City, guiding public and private investment to create a physical environment that defines a world-class Downtown.

The framework includes both policy and design frameworks, providing guidelines for growth that emphasize the connectivity between land use, transportation, and the urban fabric and its various sub-districts. The document outlines policies related to density, land use, street design, parking, and alternative transportation, as well as public and private realm guidelines, that are baked into this Downtown Plan as recommendations.

SOUTH OF 8TH RESEARCH REPORT (2023)

The South of 8th Research Report is a community-led vision project, conducted in response to concern from the South of 8th community for supporting home ownership and maintaining housing affordability. The study looks at how the existing urban grid, to the east of Downtown across I-235, could support additional density. This report sheds light on the history of displacement and important historical roots in Northeast OKC, illustrating the need to reconnect this area west to Downtown and culturally significant areas

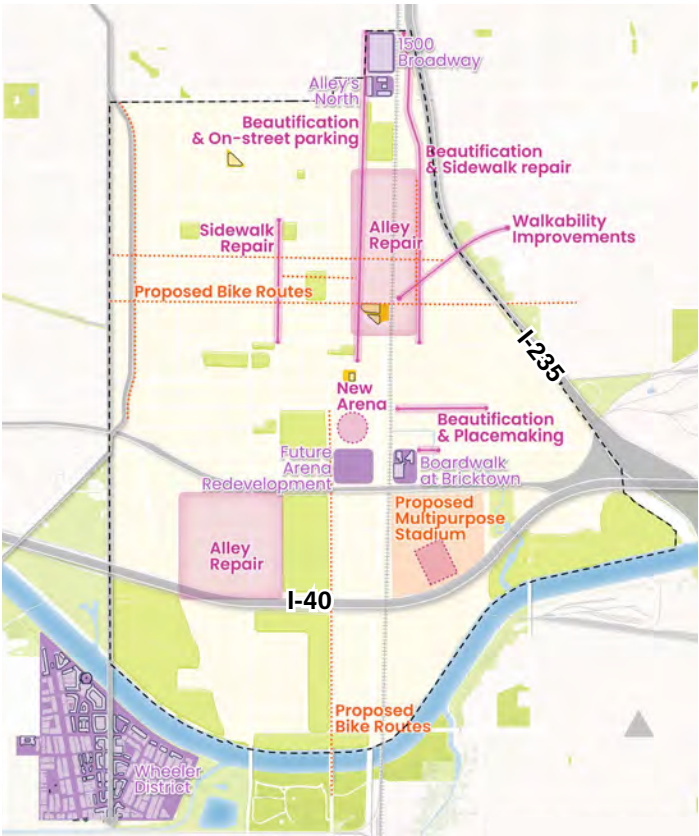
BRICKTOWN STREETS PLAN (2026)

The Bricktown Streets Plan is a community-led initiative to envision strategic improvements to streetscapes and the public realm within the district. The plan highlights the need for enhanced connectivity through widened sidewalks, improved shade, transformed underpasses, and ADA and accessibility upgrades. The plan identifies key improvements such as enhancements to Oklahoma Avenue, E Main Street, and underpasses as a starting point for this Downtown Plan.

UPCOMING INVESTMENTS

GO BOND

Oklahoma City voters approved a historic \$2.7 billion General Obligation Bond in October 2025, funding 547 projects while maintaining the City’s existing 16-mill property tax rate. The package makes significant investments in Downtown Oklahoma City, including improvements to the Chickasaw Bricktown Ballpark, Bricktown Canal, Civic Center Music Hall, Myriad Botanical Gardens, and construction of a new Downtown parking garage replacing the former convention center facility. Additional Downtown investments include exterior improvements to the Ronald J. Norick Downtown Library and citywide economic development and affordable housing programs funded through a \$175 million allocation.

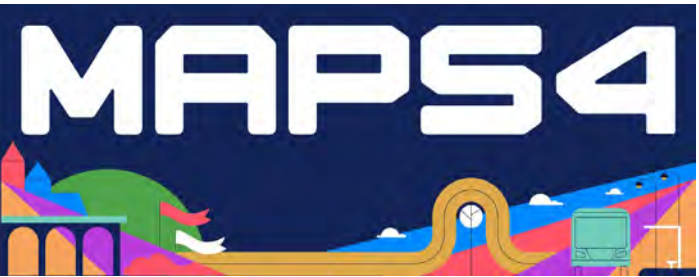


Numerous public and private projects will reshape Downtown over the coming decade.

- GO Bond Projects
- MAPS
- Private Residential Projects
- Private Mixed-Use Projects

MAPS 4

MAPS 4 is Oklahoma City’s voter-approved, debt-free capital improvement program investing approximately \$1.1 billion in transformative projects. Key Downtown investments include a new arena that will serve as the future home of the OKC Thunder, a new multipurpose stadium supporting professional soccer and events, and major transit improvements including Bus Rapid Transit expansion, transit hubs, sidewalk and bicycle infrastructure, and enhanced regional mobility. MAPS 4 also funds upgrades to neighborhood and youth centers, parks, trails, homelessness services, and riverfront amenities. Together, these investments continue the city’s strategy of leveraging public infrastructure and placemaking to strengthen Downtown.

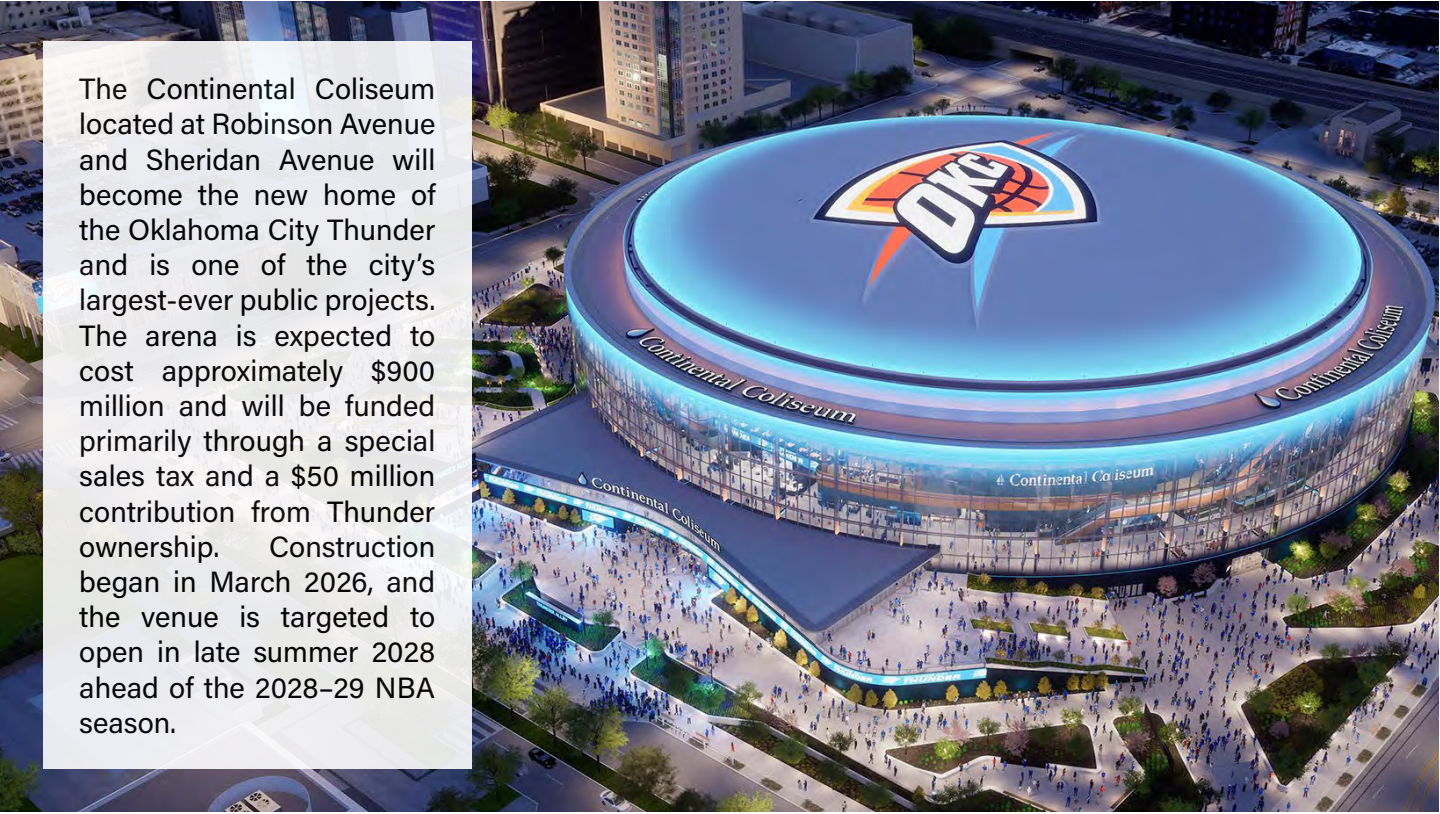


 **2028 SUMMER OLYMPICS**

Although Los Angeles is the official host of the 2028 Summer Olympics, OKC will host all softball and canoe slalom competitions. Competitions will take place at Devon Park north of Downtown and Riversport OKC, in Downtown’s Boathouse District. The two weeks of events is expected to attract 700,000 visitors to the city, with the majority of the fan experience taking place in Downtown around Bricktown and Scissortail Park. While this event presents an incredible opportunity to showcase OKC to the world, it will put pressure on retail, restaurants, hotels, parking, and transit. Key investments and preparations are needed, including:

- Filling inactive retail spaces in key locations such as Bricktown
- Connectivity improvements between Downtown and Bricktown and between Bricktown and the Boathouse District
- Converting vacant properties, surface parking lots, and parks into fan village experiences

CONTINENTAL COLISEUM



The Continental Coliseum located at Robinson Avenue and Sheridan Avenue will become the new home of the Oklahoma City Thunder and is one of the city’s largest-ever public projects. The arena is expected to cost approximately \$900 million and will be funded primarily through a special sales tax and a \$50 million contribution from Thunder ownership. Construction began in March 2026, and the venue is targeted to open in late summer 2028 ahead of the 2028–29 NBA season.

MULTIPURPOSE STADIUM



The Multipurpose Stadium in Downtown Oklahoma City is envisioned as a new sports and entertainment anchor south of Bricktown, serving as the future home of OKC Energy FC while also hosting concerts, community events, and other sporting competitions. The stadium is now expected to cost roughly \$121 million and will seat about 10,000 spectators, with expanded capacity for larger events. Funding comes through the voter-approved MAPS 4 program, Tax Increment Financing (TIF) districts, and other city economic development funds. Construction is expected to begin in 2026, with the stadium targeted to open in early 2028.

02 DISCOVERY

OVERVIEW

Understanding the existing conditions in Downtown Oklahoma City is critical for identifying challenges, barriers, strengths, and opportunities. Various urban systems were analyzed in order to better understand these opportunities and constraints, including parks and open space, transit and mobility, neighborhood identity and culture, economic development and market conditions, and urban design.

These key systems are intricately linked with each other and have served to establish Downtown Oklahoma City as one of the prime urban centers for the State of Oklahoma. Unpacking each of these systems through

geospatial and empirical analysis, along with input from the Downtown community and Stakeholder Advisory Committee, helped to identify key issues that needed to be understood further. Additionally, it helped to shape the emerging vision and six guiding principles that are the core of the Downtown Plan, informing action items and recommendations.

Detailed analysis for each system is summarized in the following chapter, with specific topics around infrastructure and market conditions explored in further detail in the Appendix.

GUIDING PRINCIPLES

The six guiding principles serve as both a structure for this plan and a means by which all projects, public and private, or policies outlined in this plan should be evaluated.

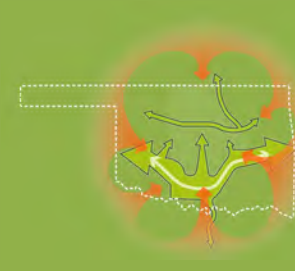
While not every strategy will move the needle on each guiding principle, collectively they should help advance at least one (and ideally more than one) of these guiding principles. This guiding structure will help to ensure that the vision laid out in this plan is achieved and can be monitored and tracked over time.



FILL
The Gaps



EMBRACE
Authentic Places



INFUSE
Oklahoma Into Downtown



BRIDGE
Barriers and Obstacles



STITCH
Together Districts



CONNECT
To Opportunities and The Region

FILL The Gaps

Oklahoma City is defined by its unique history and its rapid growth.

Oklahoma was originally inhabited by the Arapaho, Caddo, Tonkawa, Wichita, Comanche, Kiowa, Osage, and Quapaw tribes. After the Indian Removal Act of 1830, Oklahoma City sat squarely in the “Unassigned Lands,” a new frontier to be re-inhabited.

From the firing of a gun to commence the Oklahoma Land Run in 1889, Oklahoma City has long been at the center of booms and busts. The discovery of oil created an economy that largely hinged on its valuation, leading to the destruction of historic buildings and urban fabric to build new skyscrapers. By the 1980s, Downtown was a disinvested place that was empty at night and on the weekends. This led to a city-wide effort to reinvent and reinvest in Downtown, beginning with the MAPS (Metropolitan Area Projects) tax initiative in the mid 1990s. These new investments in cultural amenities, parks, streets, and transportation have transformed Downtown OKC into what it is today.

And while growth has transformed Downtown on a cyclical basis, it is also important to remember that Downtown and the City as a whole are young when compared with major cities nationally and internationally, and thus these changes are part of the early-adolescent stages of urban growth.

KEY TAKEAWAYS

Downtown has a history of growth and decline, constantly having to reinvent itself with changing economic and population trends. Today, Downtown living is desirable. It will be important to build on strong demand and capture projected regional growth. By embracing a development approach that prioritizes filling the gaps before dense, vertical development, Downtown can simultaneously achieve population density, affordability, and new development that still allows residents to enjoy the natural landscape.

- 1

Historic Gaps
Rapid growth is part of Oklahoma City's story, reshaping Downtown over time while also creating gaps in the urban fabric through urban renewal and large-scale redevelopment initiatives.
- 2

Downtown Population Trends
Downtown is younger, wealthier, and more educated, with a majority of residents living in multifamily units.
- 3

Downtown Living is Desirable
New product is absorbing in the market successfully, and there are relatively low residential vacancy rates Downtown. Multifamily housing currently dominates this housing market.

- 4

Successful Neighborhoods In and Around Downtown
Downtown has multiple desirable neighborhoods with new development at a variety of densities and price points. There is a growing demand for single-family units, similar to mixed-use neighborhoods located just outside of Downtown.
- 5

Infill Potential
There is opportunity for infill development and small-scale development on single city blocks with housing typologies and price points not prevalent in Downtown today.
- 6

Regional Growth
Harnessing the incoming regional growth is an opportunity to define Downtown as a vibrant urban core for the entire region.

BUILDING SOMETHING FROM NOTHING

Oklahoma City has always been a city of transformation, beginning with the Land Run of 1889 in which the City's population grew from 0 to 10,000+ overnight. Rapid growth has continued to be a part of Oklahoma City's story with rapid outward expansion in the early 1900s. Historically, the City has grown through annexation, low cost of living, and economic changes. Throughout the City's history, Downtown has had to reinvent itself constantly in response to this growth.

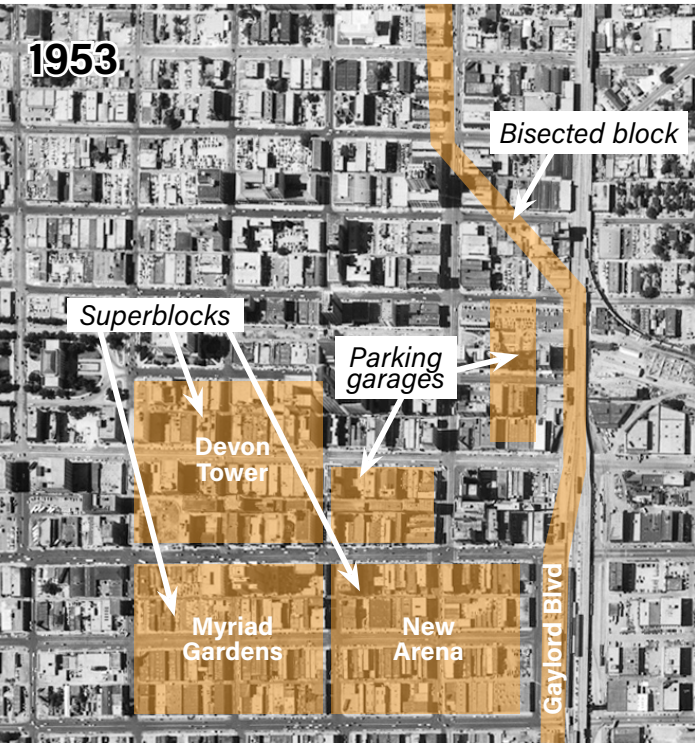


Historic images of Oklahoma City illustrate the overnight growth during the Land Run and rapid annexation that followed.

EVOLUTION OF THE STREET GRID

From the 1950s to 1970s, the popularization of the automobile, highway construction, and urban renewal reshaped Downtown OKC's street grid. Streets were widened, historic buildings torn down and replaced with surface parking lots, and smaller parcels joined to create superblocks. The construction of Interstate 235, in particular, bisected and fundamentally altered largely historically Black neighborhoods, displacing families and fragmenting communities.

These changes to the street grid divided neighborhoods and weakened the pedestrian experience. Today, these challenges present an opportunity to fill the gaps, reconnect neighborhoods, and redevelop at a human-scale.



Pedestrian-scale blocks from the 1950s are now superblocks, making up Myriad Gardens, the new arena site, Devon Tower, etc. Streets like Gaylord Blvd have widened, sometimes bisecting historic blocks. Larger parking garages structures often take up entire blocks.

WHO LIVES DOWNTOWN?

Downtown's population is younger, more educated, and growing faster than Oklahoma City. 50% of residents are between the ages of 20 and 34, 52% of residents have a college degree or higher, and the population is growing 75% faster than the City at large.

Downtown households are also growing faster, smaller, and more likely to rent. Downtown household growth is faster than OKC with a 4.9% average annual growth rate, compared to 1.3% for OKC between 2000 to 2025. However, the average household size in Downtown has shrunk by 75% since 2000 to two per household. The majority of Downtown residents are renters, making up 94% of the Downtown population compared to only 41% throughout Oklahoma City.

MULTIFAMILY HOUSING MARKET

In the past decade, roughly 250 units of multifamily housing have been built annually and the number of multifamily housing units has nearly doubled Downtown. Today, Downtown has over 5,500 multifamily rental units, accounting for 7% of the citywide multifamily rental inventory.

Average rent for units built in the last 10 years in Downtown is significantly higher than in Oklahoma City, and the vacancy rate for new multifamily rental residential units Downtown is almost 50% lower than Oklahoma City's vacancy rate overall. While average rent is relatively high, people want to live Downtown as new multifamily units are leased with a relatively healthy vacancy rate of 8.8% for new product. It will be important to continue to harness and capture this demand, while providing housing choice options.

Over the years, there has been a variety of multifamily rental development densities built in Downtown. Project types include adaptive reuse, Texas-wrap apartments, townhomes, and residential towers. These densities capture a variety of price points, but the price points are more expensive than the broader Oklahoma City housing market.

SINGLE-FAMILY HOUSING MARKET

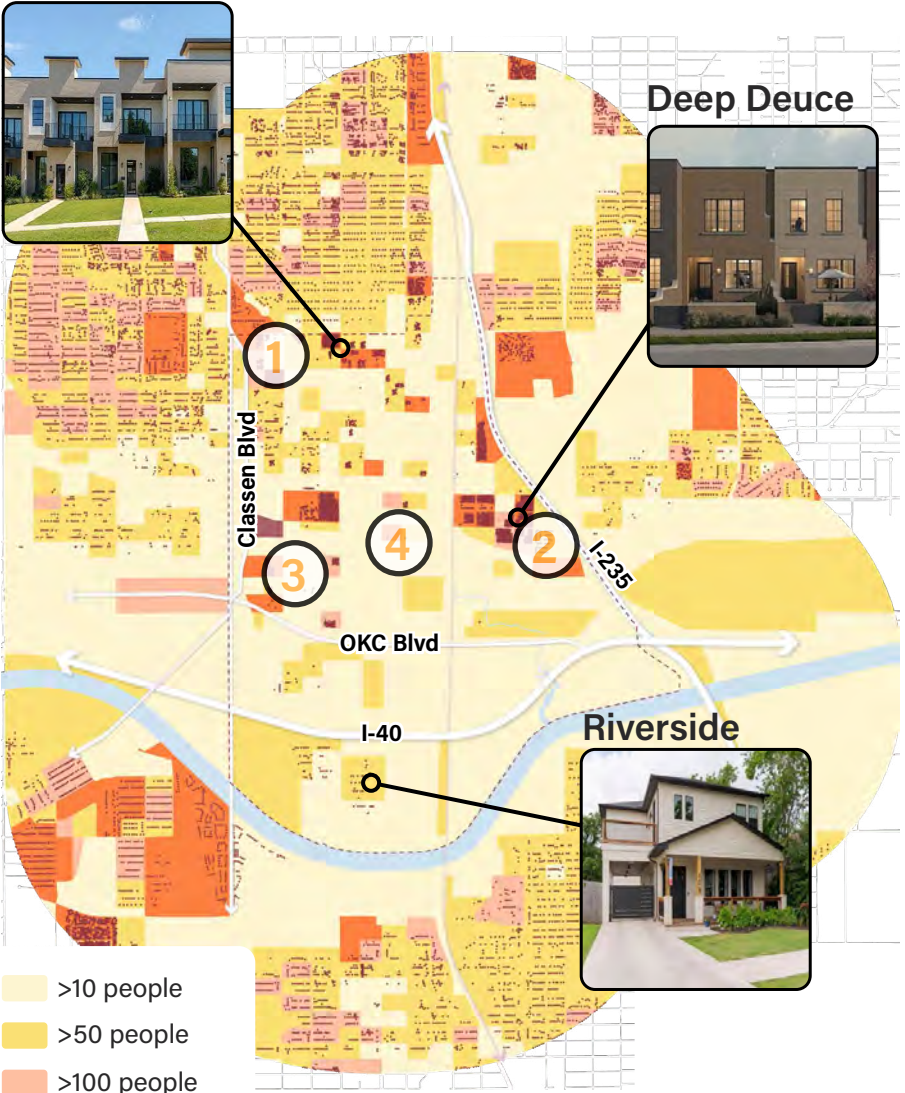
Single-family housing development is occurring more frequently just outside of Downtown in urban neighborhoods like Wheeler District, Blackwelder Cottages, and Classen North Highland Park. Over the last ten years, the number of single-family housing permits issued within one mile of Downtown was nearly double the number issued in Downtown. Downtown sees roughly 20 single-family housing permits per year on average compared to 50 within 1 mile of Downtown.

However, there is a growing demand for single-family units. Since 2015, single-family housing permit clusters have emerged in Midtown, Deep Deuce, and Riverside. Deep Deuce maintains the highest typical home value but is trending to be surpassed by Midtown soon.

Deep Deuce has maintained a steady home value over the past decade, with most new development in the form of smaller townhomes. Midtown's typical home value has grown by nearly \$300k as luxury homes have entered the market. Riverside's home value is relatively low as it has not had the same development activity as other parts of Downtown. However, new homes could threaten gentrification of existing naturally occurring affordable housing.

Today, there are approximately 6,000 housing units in Downtown (2% of all housing units in the city), mainly concentrated in a few key areas, such as City Center, Midtown, and Deep Deuce. Downtown has a high share of multifamily housing and higher average rent and home values. 84% of Downtown's housing stock is composed of buildings with 10 units or more, compared to only 13% of units citywide.

Midtown



There are pockets of density in Downtown, all of which are to the north of OKC Blvd. To the north and south of Downtown, there are more densely populated neighborhoods such as Mesta Park and the Wheeler District.



6,000
Housing
Units in
Downtown

2% of
Housing
Units in the
City

\$1.98/SF
Avg. Rent for
Multifamily
Built Since 2015
Downtown

22% Higher
than New
Product Rents
in OKC

8.8%
New
Multifamily
Rental
Vacancy in
Downtown

50% Lower
than Vacancy
Rate in OKC

9%
of Downtown's
Housing Stock
in Single-
Family

62% Lower
Share than
OKC's
Housing
Stock

20
Single-Family
Housing Permits
Annually in
Downtown

50 Permits
Annually
Within 1 Mile
of Downtown

264K
Avg. Home
Value in
Downtown

\$50K More
than OKC
Average
Home Value

84%
of Downtown's
Housing Stock
in 10+ Unit
Buildings

71% Higher
Share than
OKC's
Housing
Stock

INFILL POTENTIAL

Downtown living does not have to mean high-rise living. Based on recent trends and land availability, there is a huge opportunity for infill and small-scale development. Instead of high-rise apartments, housing development can be designed as narrow-lot single-family homes, townhomes, quadplexes and other housing types that are currently limited within Downtown.

These additional types not only provide housing choices and a variety of price points but also allow residents to have a yard and a car while living in a denser setting than traditional suburban neighborhoods. If the 300 acres of vacant land were developed at the density that exists within the Wheeler District, it could result in 4,500 - 5,000 new housing units, bringing an additional 10,000 new residents to Downtown. There is great opportunity to capitalize on popularity of single-family attached housing through infill development and small-scale development.

REGIONAL GROWTH

Oklahoma City and the Central Oklahoma region is experiencing significant growth, with OKC being one of the country's fastest growing cities in recent years. It will be important for Downtown to capture and harness this growth. The greater regional population is roughly 1.5 million people with Oklahoma City proper having well over 700,000 people. Downtown's population is 10,000 and growing.

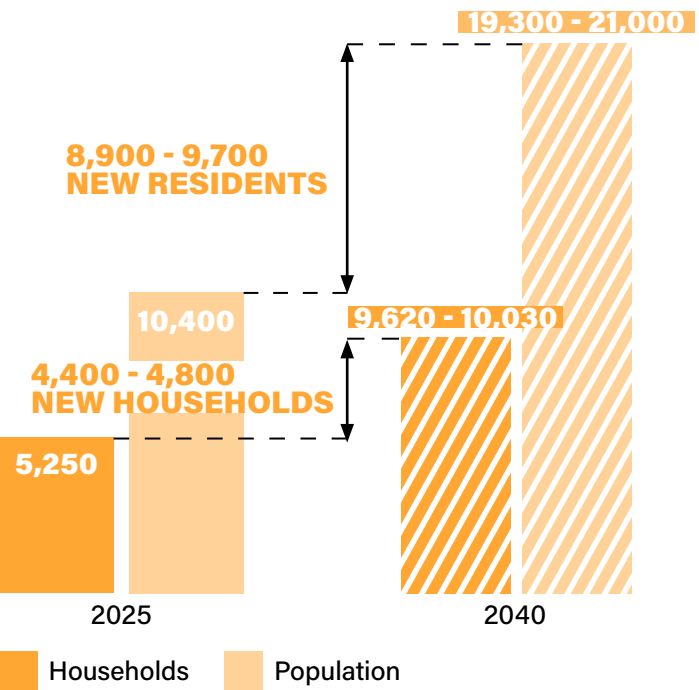
Oklahoma City is expected to add more than 110,000 residents and 50,000-54,000 households by 2040. If Downtown continues to grow its capture of citywide growth to 10% by 2040, Downtown will be projected to add approximately 4,400-4,800 new households and 8,900-9,700 new residents. This growth would nearly double Downtown's current number of households and population, resulting in approximately 10,000 households and 20,000 residents in 2040. Leveraging this growth is an opportunity to define Downtown as a vibrant urban core for the entire region.

DOWNTOWN GROWTH POTENTIAL

Today, Downtown is becoming younger and wealthier. In the last 25 years, 60% of Downtown household growth has occurred in the 25-44 age cohort. Growth in Downtown households is also more prevalent in wealthier households, with nearly half of all household growth occurring in households earning more than \$100,000 annually. Looking ahead and planning to harness regional growth, it will be important to create a mixed-income community in Downtown, ensuring that the household income continues to grow to help attract retail and other amenities.

Downtown can capture a higher share of Oklahoma City's household growth and double its population by 2040 by:

- Continuing its increasingly strong residential market.
- Supporting residential development on available land and through office to residential conversions.
- Fostering desirable mixed-use neighborhoods.



Source: Live West Village OKC

EMBRACE

Authentic Places

Downtown is home to historic buildings, walkable nodes, unique urban design moments, distinct street grid attributes, memorable public art, and cultural anchors that are a beacon for the entire state.

Downtown jobs reflect these authentic places with hotel, leisure, and retail job sectors experiencing significant growth in recent years. Leveraging and reinforcing these placemaking opportunities and strengthening the economy will continue to set Downtown apart from the rest of the region and will help define it as a destination for locals and a draw for people globally. With the 2028 Olympics slated to put all eyes on OKC, now is the moment to lean into and define all that makes Downtown Oklahoma City special.

KEY TAKEAWAYS

Downtown has many unique placemaking opportunities to enhance, including streets and areas of interest, retail corridors, cultural anchors, and a growing hospitality scene. Gateways into and connections within Downtown will be critical to stitch these destinations together. Today, vacant ground level spaces and office buildings and oversized rights-of-way provide an opportunity to make these connections and experiences comfortable and more human-scaled for pedestrians.

1 Downtown in the Context of the Region

Downtown is small in land area but is geographically centered and plays an outsized role as a job center and civic heart.

2 Retail Trends

Experiential retail is popular, but Downtown residents typically shop elsewhere for daily life needs.

3 Job Trends

Private sector office jobs account for a significant portion of Downtown jobs, but there is greater growth in hotel, leisure, and retail sectors.

4 Hospitality Trends

Strong and growing tourism has driven strong demand for hotel rooms. New hotels will be needed in the near future to accommodate demand.

5 Unique Moments

Downtown is full of unique places and moments that can be celebrated and capitalized on.

6 Underwhelming Gateways

The entry points into Downtown need to be reimagined with placemaking, signage, infill, and activation, all helping to establish and reinforce a single Downtown identity.

7 Olympics as a Catalyst

The 2028 Olympic games present an opportunity to reimagine how people perceive Downtown.

REGIONAL IMPORTANCE

Downtown Oklahoma City occupies 3.28 square miles, roughly 0.5% of the city's total land area. Despite its small geographic footprint, it is the most critical district within all of Central Oklahoma. Downtown is home to approximately 10,370 residents - just over 1% of the city's population; it supports 45,100 jobs, roughly 11% of all jobs citywide.

Within the broader region, Downtown sits halfway between Edmond and Norman, two cities with a significant higher education presence. This centers Downtown as a major employment center, cultural destination, and an essential part of the broader regional economy.



Source: Downtown OKC



Source: Sports Destination Management

10,370

Residents in
Downtown

1.4% of OKC
Population



45,100

Jobs in
Downtown

11% of OKC
Jobs



A CENTER FOR VISITORS

Downtown is the center of tourism for Oklahoma City, with 15 museums or cultural anchors and 4,600 hotel rooms. Within Downtown, frequently visited places include recreation and entertainment facilities like Paycom Center and the Oklahoma City Convention Center. Downtown’s most visited place in 2025 was Paycom Center with 1.1 million out-of-market visitors. While many hotels and destinations are concentrated towards the center of Downtown and within Bricktown, connectivity and legibility of movement between these hotels and key destinations is lacking. It will be important to create a legible series of connections between these destinations to improve the visitor experience and to de-emphasize the need for driving between them. Additionally, as OKC grows and becomes an even greater national and global draw, there may be a need for additional hotels and hospitality options. It is critical to locate these in the right location to ensure synergy with adjacent uses and to create a more vibrant district.

DOWNTOWN RETAIL

Downtown has five distinct retail areas with a variety of uses in each, including Bricktown, Automobile Alley, Midtown, City Center, and West Village. Central Business District and Bricktown currently capture the most annual visits, more than half of which are tourists. These nodes struggle with vacant and inactive blocks and a lack of connectivity between them. New construction often requires rents that cannot easily

be supported by local retailers, resulting in struggling ground floor retail spaces. Filling these vacant gaps and stitching together these different streets is necessary to create a unified retail experience.

Downtown residents frequently travel out of Downtown to north and west Oklahoma City to shop, many traveling up to 15 minutes away to grocery shop. Downtown population growth alongside a greater mix of income brackets would better support existing retail and drive demand for additional retail development, including a grocery store.

DOWNTOWN HOSPITALITY

Downtown OKC’s hospitality and tourism market is healthy and positioned for strategic growth, but that future competitiveness will depend on expanding its luxury hotel inventory and creating more predictable development incentives. Hotel occupancy has remained above 60% since the pandemic while average daily rates and revenue per available room reached record highs in 2025, demonstrating sustained demand. The market is currently losing significant convention business—more than 660,000 hotel room nights between 2024 and 2028—primarily because competing cities offer larger, higher-end hotel packages. Addressing this through strategic incentives to support new hotel construction will be critical in the years to come.

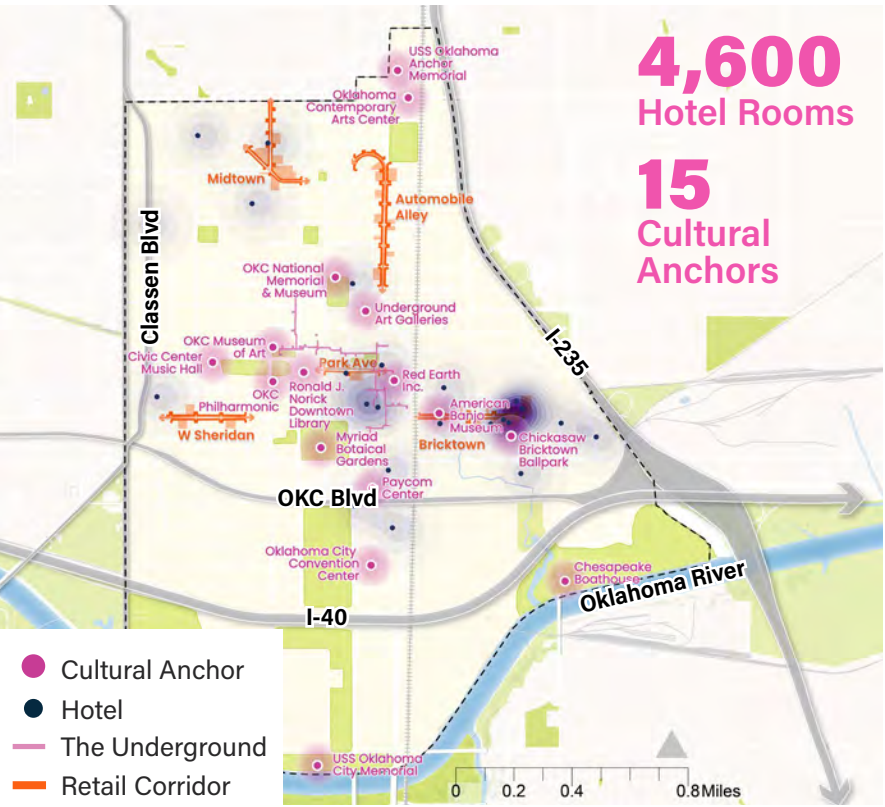
 KEY RETAIL NODES (2025)

	Bricktown	Auto Alley	Midtown	CBD	West Village
Prominent Retail Uses	Dining, Bars, Entertainment, Convenience Stores	Dining, Bars, Personal Services, Specialty Goods	Dining, Bars, Personal Services, Specialty Goods	Dining, Bars, Personal Services	Dining, Bars, Entertainment
Total Annual Visits (2025)	8.2M	2.9M	7.2M	9.0M	2.4M
Distribution by Type of Visitor					
Locals (<10 miles)	19%	32%	31%	21%	35%
Regional (10-50 miles)	23%	32%	31%	24%	33%
Tourists (>50 miles)	58%	36%	38%	56%	32%

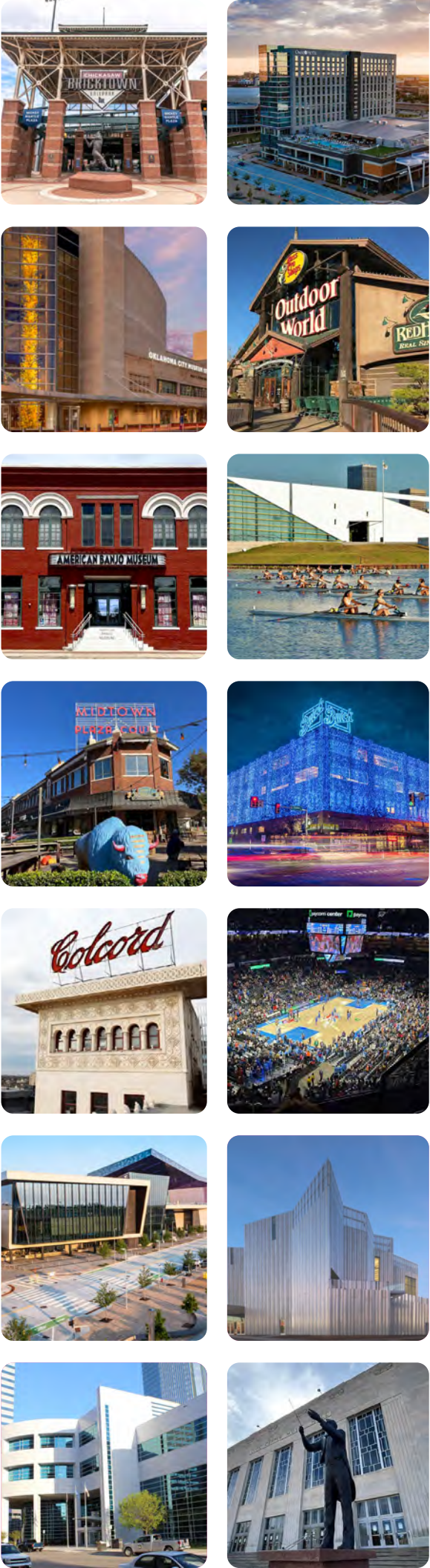
 TOP PLACES VISITED DOWNTOWN (2025)

- 1 Paycom Center **1.1M visitors**
- 2 Bass Pro Shop **907,300 visitors**
- 3 Oklahoma City Convention Center **545,700 visitors**
- 4 Casey’s General Store **464,600 visitors**
- 5 SSM Health St. Anthony Hospital **455,600 visitors**
- 6 Omni Hotel **439,100 visitors**
- 7 Dave’s Hot Chicken **431,200 visitors**
- 8 Myriad Botanical Gardens **349,900 visitors**

Note: Calculated visitors are “out of market” (i.e., excludes residents and workforce) that occurred for longer than 10 minutes in 2025.



The central portion of Downtown has many cultural anchors with hotels to serve these destinations.



DOWNTOWN JOBS

Based on data from 2022, there are 45,100 jobs located in Downtown Oklahoma City. Private sector office jobs account for 36% of all jobs Downtown, followed by institutional sector jobs (e.g. healthcare, public administration) for 30%, hotel, leisure, and retail sector jobs for 20%, and industrial sector jobs for 14%. However, hotel, leisure, and retail sector jobs have grown significantly since 2012. During the decade between 2012 and 2022, Downtown added 3,650 new jobs, 71% of which were in the hotel, leisure, and retail sector, followed by 54% in the private office sector, and 19% in the institutional sector. The industrial sector saw a significant decrease in Downtown jobs during that decade.

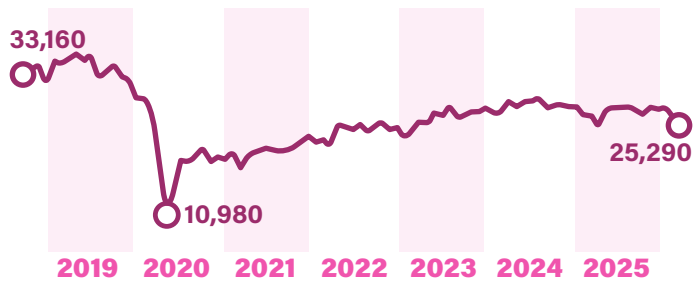
Before the COVID-19 pandemic, Downtown averaged more than 33,000 employees Downtown daily. While many employees have now returned to work, Downtown has yet to fully recover to pre-pandemic levels. A strong daytime population could support additional retail development Downtown to cater to employees' needs. As employees return to work in person, there could also be an opportunity to develop housing to cater to those who want to live and work Downtown.

DOWNTOWN JOBS TRENDS

Jobs by Sector (2022)

16,200 OFFICE	13,360 INSTITUTIONAL	9,170 HOTEL, RETAIL	6,330 INDUSTRIAL
+1,980 SINCE 2012	+710 SINCE 2012	+2,590 SINCE 2012	-1,630 SINCE 2012

Average Daily Employees



OFFICE SUPPLY

There are 15.1 million square feet of office space Downtown, making up 25% of Oklahoma City's office supply. However, vacancy has increased from 9% to 14% since 2015. Larger buildings, over 250,000 square feet in size, and buildings with a majority of space suited for large tenants tend to have the highest vacancy rates among the Downtown office supply.

Recent office development trends indicate office conversions to multifamily residential and hospitality space are both feasible and successful. Converting underperforming office space to residential units could be a pathway to meet future residential demand. Large office spaces with high vacancy could be prime opportunities for near-term conversions to multifamily or hotel.

These recent trends also indicate smaller office space are more likely to succeed, with many smaller buildings built outside of the Central Business District in walkable, mixed-use areas like Midtown and Automobile Alley. Given the demand for smaller office space, converting ground floor retail to small format office could be a way to ease retail woes and support office demand.



The Harlow is a recent Downtown office conversion, transforming the BancFirst and Medical Arts building into a 265 unit luxury apartment building.



The Monarch is a smaller, new office building located in the heart of Automobile Alley. It is 53,350 SF and 0% vacant.

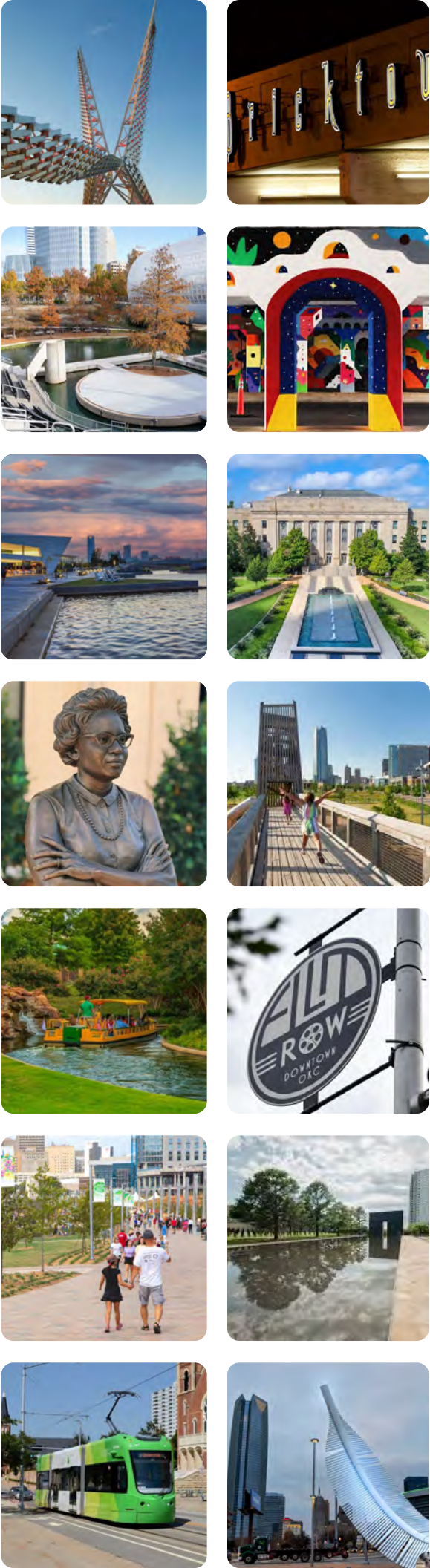
UNIQUE MOMENTS AND GATEWAYS

Within the core of Downtown there are numerous vibrant moments and unique places, including sports and entertainment venues, Myriad Gardens, a streetcar network, and Skydance Bridge. At an even smaller scale, there are moments such as the roundabout in Midtown, the Park Avenue terminated vista on City Hall, and the somber memorial to the Federal Building bombing that shape and define the urban design and experience for users. It is important to identify and build on these key moments to help better define what makes Downtown so special.

Defined gateways into Downtown are part of the ceremonial and physical experience of being within a city's urban core. Today, key gateways lie along major points of entry off I-235, in the NE corner of Midtown, and along points to the south and west. These gateways do not yet indicate to visitors that they have arrived Downtown, presenting arrivers with vacant land and nondescript moments. For example, Harrison Street is a critical corridor in connecting the Innovation District to Downtown, but today it is a forgettable space that is highly uncomfortable for pedestrians.



Example of what the Harrison Avenue gateway could look like with activation, infill, and redevelopment.



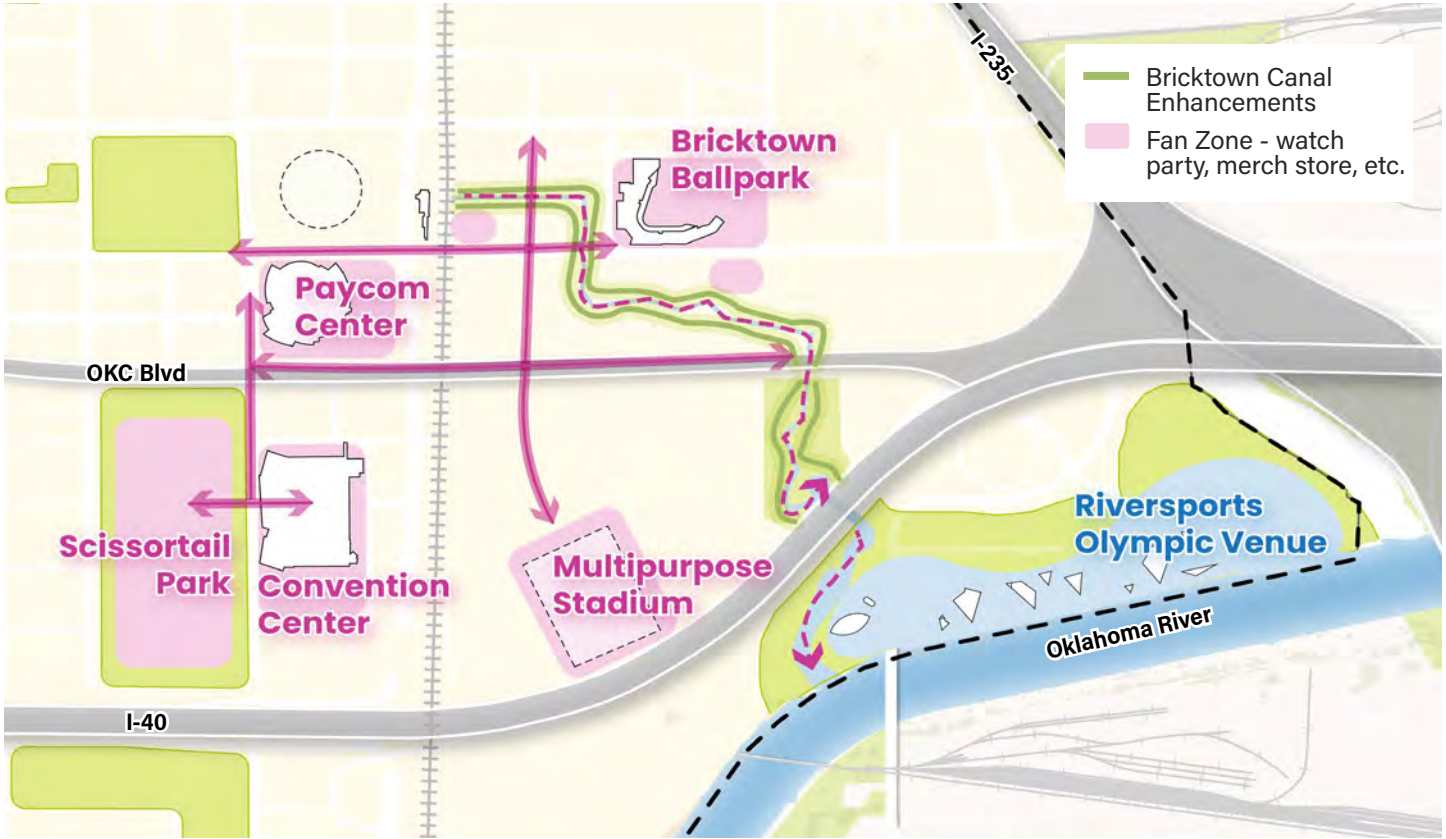
2028 OLYMPICS

The 2028 Olympic games present a once-in-a-lifetime opportunity to showcase to the world what Downtown Oklahoma City has to offer. It is critical to make necessary placemaking and infrastructure improvements prior to the games to put Downtown's best foot forward. These improvements should not just be temporary interventions but instead set up the framework for improvements and new development to come.

Today, challenges exist in mobility between the River and the Boathouse District with Bricktown, where many visitors will be staying. It will be critical to fix this and make seamless movement, considering how fans will move between key destinations and Olympic destinations. Lastly, this presents an opportunity to begin to reimagine the vacant portions of the Bricktown Canal into more vibrant destinations.



The canoe slalom events in the 2028 Olympics will be held at the world-class Riversport OKC venue located in the Downtown Boathouse District.



Enhancements to the Bricktown Canal will be critical for improving connectivity between the riversports Olympic venue and fan zones located at various iconic Downtown destinations.



Source: Visit Oklahoma City

INFUSE

Oklahoma Into Downtown

Oklahoma City is uniquely positioned in the middle of the Great Plains, where the lush tree-dotted rolling hills of eastern Oklahoma become the vast ranch land of western Oklahoma.

The city and its downtown should be deeply connected to this ecological context and help shape its identity in a way that is not abstract but instead visible and tangible. A visit to Downtown should be an urban introduction to the broader landscape: Visit Scissortail Park where you might see a hawk hunting on the prairie, Visit the nearby First Americans Museum and learn about Oklahoma's rich indigenous history, Visit the Land Run Monument and learn about the frontier history of the city.

Oklahoma City's vast amount of land and its open spaces are defining attributes. Growth here should feel connected to the natural landscape, highlighting and drawing on Oklahoma's beauty and ecology. There is a significant opportunity for Downtown to lean into this identity, along the Oklahoma River Corridor and throughout the Downtown urban fabric.

KEY TAKEAWAYS

Downtown's access to nature through streetscapes, parks, trails, and waterways is important to people and quality of life. By infusing Oklahoma's rich natural landscape into Downtown, there is opportunity for Downtown to define itself in a powerful and distinctive way. This approach can help ensure that Downtown grows as a resilient, livable, and forward-looking city, rooted in the landscape that makes it unique.

1

Downtown's Connection to Land and Water
Downtown's location on the Great Plains and access to the riverfront is a defining asset that shapes its character, ecology, and future growth.

2

Strengths of the Downtown Open Space System
Downtown already has an impressive quantity of parks, trails, and access to open space.

3

Gaps in Neighborhood Park Programming
Park amenities are concentrated in Scissortail and City Center, leaving existing residential areas underserved.

4

Environmental Challenges - Water and Heat
Flooding and extreme heat must shape how open spaces and neighborhoods are designed.

5

A Nature-Based Vision for a Resilient Future
Downtown parks and city infrastructure must utilize native Oklahoma species and stormwater systems for resiliency.

OPEN SPACE NETWORK

Oklahoma City has a long history of open space planning. This plan builds upon these past plans and investments in order to imagine what the next chapter might look like. Dating back more than a century, the City first began to think about a broader citywide park system. In 1910, the Dunn Plan envisioned a connected loop of parks and a grand boulevard which has since been bisected and bulldozed by the modern highway system. More recently, Downtown has seen major

park investments, including the construction of Myriad Gardens in 1977 and Scissortail Park, envisioned in the Core to Shore Plan (2008) and constructed in 2019. Currently, Downtown includes approximately 265 acres of parks, more than many of its peer cities. Nearly 77% of Downtown land is within a five-minute walk of a park, and the area contains more than 12 miles of trails. These are significant strengths that provide a strong framework for future improvements.



Larger parks tend to be located to the south near the River while smaller parks serve residents to the north.

PARKS BY THE NUMBERS

264.6 Acres of Parks

12.3 Miles of Trails

4 Metropolitan Parks

9 Special Use Parks

2 Neighborhood Parks



Source: Downtown OKC
Kerr Park, a Special Use Park, recently received a grant to add placemaking elements.

PROJECT 180

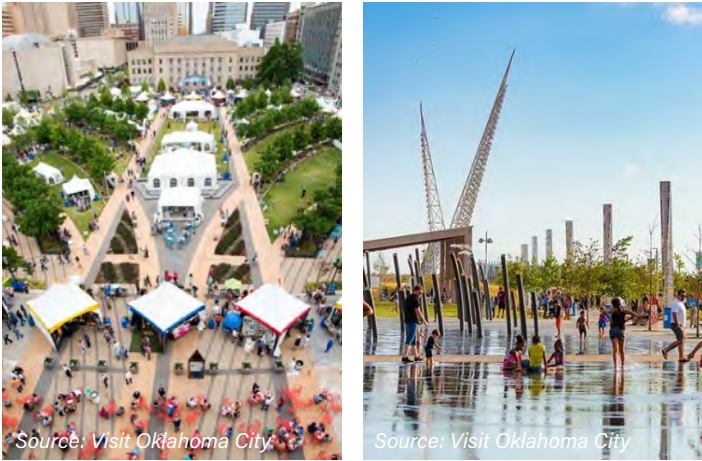
Project 180 transformed 50 blocks of Downtown OKC through a \$180 million investment that converted one-way streets to two-way, widened sidewalks, added bike lanes, public art, and lighting, and expanded on-street parking. The project also established a substantial urban forest, creating a continuous green canopy and dramatically improving Downtown walkability, safety, and public space quality.



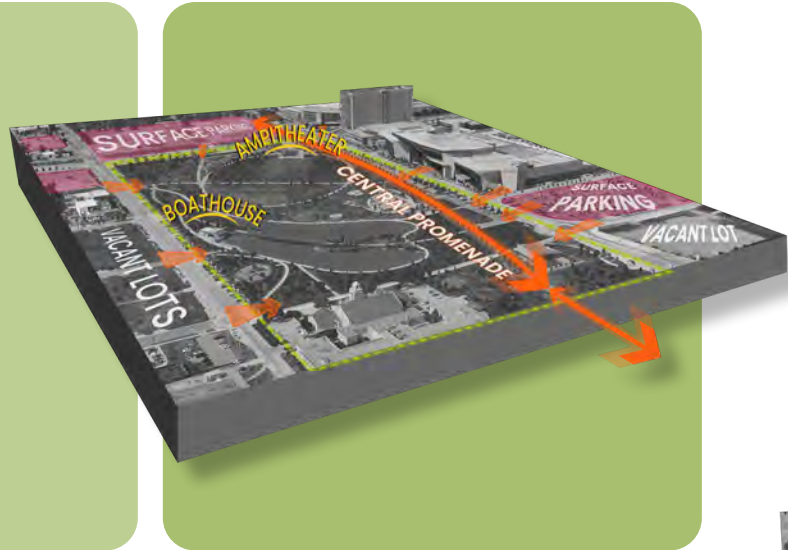
Source: OJB Landscape
Project 180 added over 2,500 trees and native plantings to Downtown streets.

PARK PROGRAMMING

Due to its large size, Scissortail Park hosts a wide range of programming, including playgrounds, sports courts, and a dog park. Unfortunately, the largest residential populations do not live nearby. Currently, the densest downtown residential neighborhoods such as Midtown and Deep Deuce lack everyday park amenities that support daily life. There is a need for improved existing and new neighborhood-scale parks in these areas that include dog parks, playgrounds, sports courts, and other neighborhood-based programming. These new amenities would better serve residents and help attract and support additional housing in Downtown.

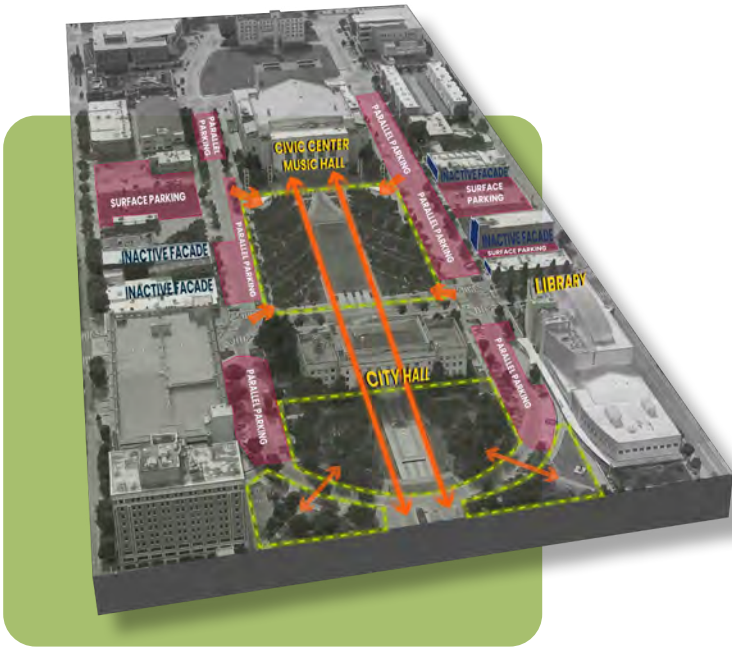


Bicentennial Park (left) and Scissortail Park (right) host some of the most programming of the parks located Downtown.



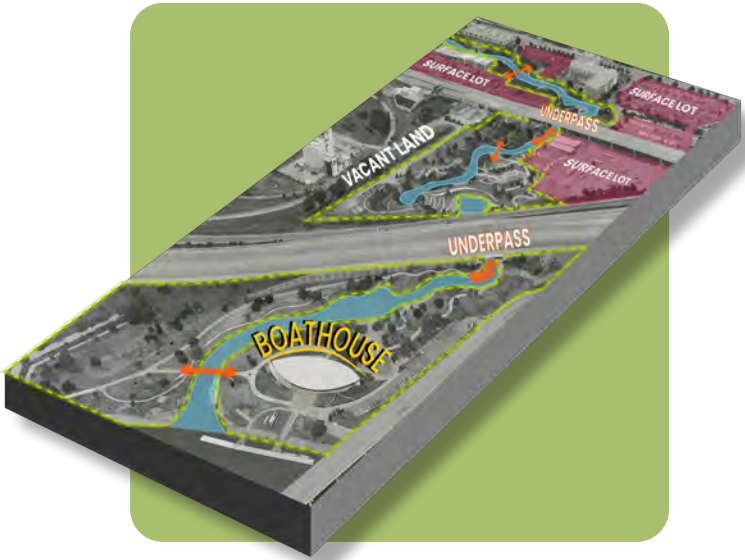
Bicentennial Park

Bicentennial Park forms an important civic and cultural spine, anchored by City Hall and the Civic Center Music Hall, yet its edges are weakened by underutilized parallel parking, surface lots, and inactive facades. With better public realm design and programming, along with strategic infill on existing surface parking lots, this park could become a more vibrant open space anchor for the core of Downtown.



Scissortail Park

Scissortail Park benefits from major cultural anchors such as the Omni Hotel, the Paycom Center, and the Oklahoma City Convention Center. However, large areas of vacant land surround the park, limiting its full potential. Strengthening these edges would further elevate Scissortail Park as a signature open space for Downtown and the city as a whole.

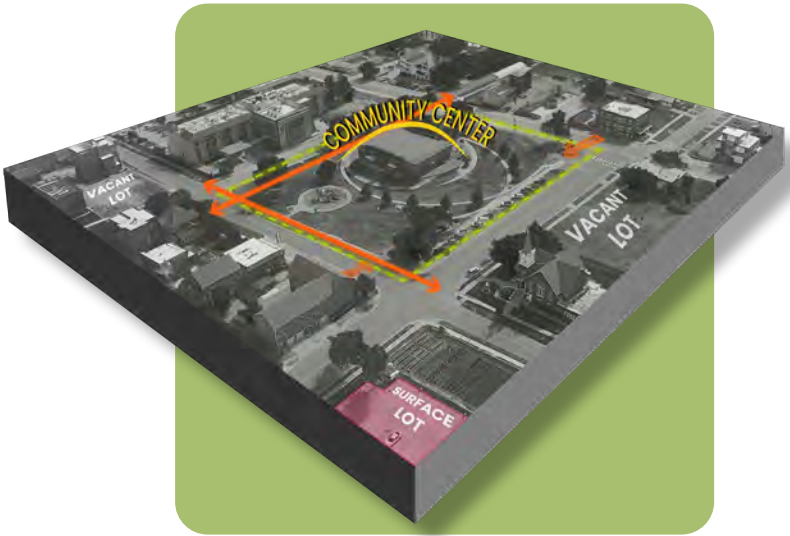


Bricktown Riverwalk Park

Bricktown Riverwalk Park is home to the Land Run Monument, but is also where the excitement and energy of Bricktown disintegrates. Even the recent addition of the Truck Yard has done little to provide strong edges to the open space. The canal and park should be better lined with active uses as new development occurs.

Myriad Gardens

Myriad Gardens is another critical open space at the heart of downtown. Today, its primary active edge is on the north side, with Devon Tower and the Colcord Hotel. Meanwhile, other sides remain bordered by vacant land. The introduction of the new Continental Coliseum to the east will significantly change the park's dynamics and relationship to surrounding context.



Red Andrews Park

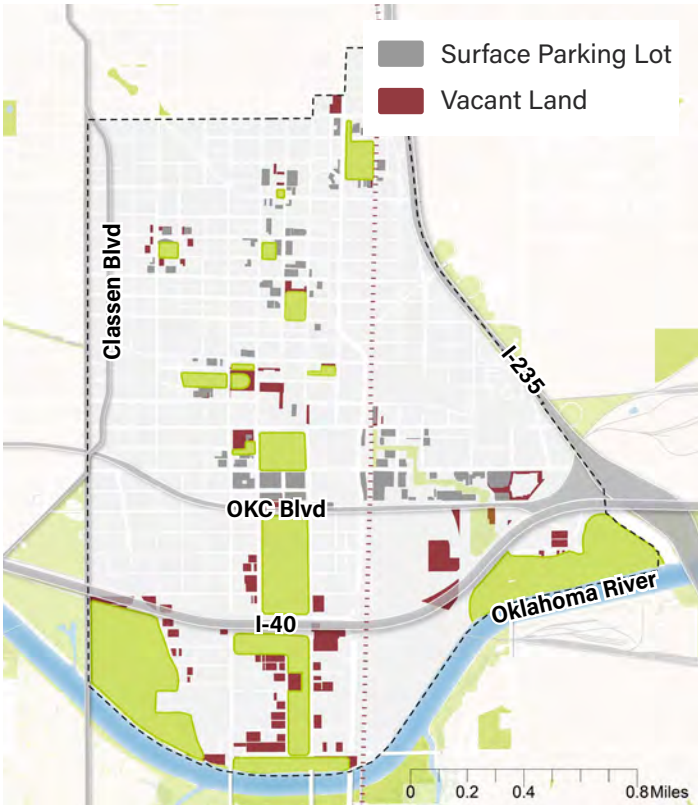
At Red Andrews Park, a heavily used community center sits within a landscape surrounded by vacant land. This presents a real opportunity to reimagine the park and its edges as the heart of a true neighborhood space in Midtown.



Park edges are weakened by adjacent vacant land, presenting both a challenge today and an opportunity tomorrow.

PARK EDGES

Many of Downtown's parks have poor edge conditions, with many edges either vacant or underdeveloped. Within one block of all Downtown parks, there are approximately 91 acres of vacant land and 59 acres of surface parking. While these conditions pose challenges today, they also represent enormous opportunity. Strong, active edges can significantly enhance the performance, safety, and vibrancy of parks. Improving these edges will strengthen Downtown's open space network and reinforce parks as central assets for the entire city.



Most Downtown parks are bordered by surface parking lots and vacant land. More adjacent vacant land can be found south of Oklahoma City Blvd. and more surface parking to the north.

FLOODPLAIN

Approximately 582 acres of Downtown, roughly one-quarter of the area, lies within the 100- or 500-year floodplain. Managing stormwater and mitigating its impacts presents a major design challenge and opportunity. Future open spaces and development, especially within the floodplain, must incorporate stormwater management and resilience design strategies.

Public investment in stormwater infrastructure for undeveloped districts could reduce the cost of delivering new development, unlocking previously undeveloped land. Tanner Springs Park in Portland, Oregon is a successful example of a resilient-focused metropolitan park that provides stormwater capacity for the surrounding district.



Source: GreenWorks PC

Tanner Springs Park in Portland, OR is a great example of an urban park that utilizes natural systems to manage stormwater.

HEAT & CLIMATE

Heat is another critical climate concern. Overall, Downtown is cooler than the rest of Oklahoma City due to relative proximity to open space and tree canopy. However, summers can be extremely hot, making shade, tree canopy, and thoughtful public realm design essential to ensuring comfort and usability throughout the year.

Areas experiencing lower urban heat island impacts are near green spaces and in existing residential neighborhoods with tree canopy. The hottest areas are largely lacking green space and tree canopy. Investment in these areas will be critical.



Source: OJB Studios

BRIDGE

Barriers and Obstacles

Downtown’s greatest strength, infrastructure connections, is also its greatest challenge.

Rail, roadway, and highway infrastructure, along with physical barriers like the Oklahoma River, fragment Downtown and physically isolate and separate it from the rest of the city. While this infrastructure connects people into Downtown, it also makes it difficult for people to move across neighborhoods at its edges.

It will be important to break down these barriers through reimagining adjacent public land, redesigning infrastructure, and incentivizing private investment along these edges. Within Downtown itself, the elevated rail and wide roadways present challenges to connectivity that must be overcome in order to better stitch together its many distinct neighborhoods.

KEY TAKEAWAYS

Downtown is bounded and bisected by significant infrastructure connections. It will be important to enhance district connectivity by breaking down barriers through new and improved existing infrastructure focused on connectivity, reimagining public land, and maximizing private investment around these areas to fill development gaps and stitch together districts.

- 1

Existing Barriers
Highway and vehicle infrastructure, railroad rights-of-way, and excess vacant land all create physical and perceptual barriers to mobility and activity.
- 2

Vacant Land is a Barrier to Success
The nearly 300 acres of vacant land across Downtown create perceived distances and barriers while also draining potential tax revenue for the City and County.
- 3

Extensive New Investment Planned
Substantial new public and private investment is headed to Downtown, ranging from MAPS 4 and GO Bond public realm projects to private residential projects.
- 4

Maximize Incoming Investment
New projects in Downtown need to serve multiple purposes to maximize investment and stitch together an integrated, holistic urban fabric.

RAIL & VEHICLE INFRASTRUCTURE AS BARRIERS

The rise in automobile usage after World War II resulted in the construction of highway infrastructure around Downtown OKC. I-235 (constructed in the 1970’s) and I-40 (constructed in the 1960’s, replaced by OKC Blvd., and moved south) are significant barriers that consume nearly 10% of Downtown’s land area. Large cloverleaf ramps, elevated overpasses, and other roadway infrastructure comprise roughly 200 acres of land.

Railroads create additional barriers into and within Downtown. The BNSF railroad running north-south bisects Downtown and its current underpasses are uncomfortable to cross, dividing City Center from Deep Deuce and Bricktown. Improvements are needed under, over, and through the existing railroad infrastructure.



Downtown is largely lacking crossings over, under, and through the infrastructure barriers that exist, including OKC Blvd., I-40, I-235, the railway, and the Oklahoma River.

HISTORIC CONNECTIONS

Downtown was once the center of a rich urban tapestry of interconnected streets, neighborhoods, and buildings that stretched in all directions from the city center. In the 1970s, the construction of I-235 on the eastern edge of Downtown severed the historic neighborhoods of JFK and Harrison-Walnut from Deep Deuce and the rest of Downtown. This construction isolated these historically Black neighborhoods from one another, preventing the eastern neighborhoods from accessing economic opportunities in Downtown and devastating the intra-community relationships. Repairing the connection between these neighborhoods through new connections is essential to healing the divide and driving new economic growth for these districts.

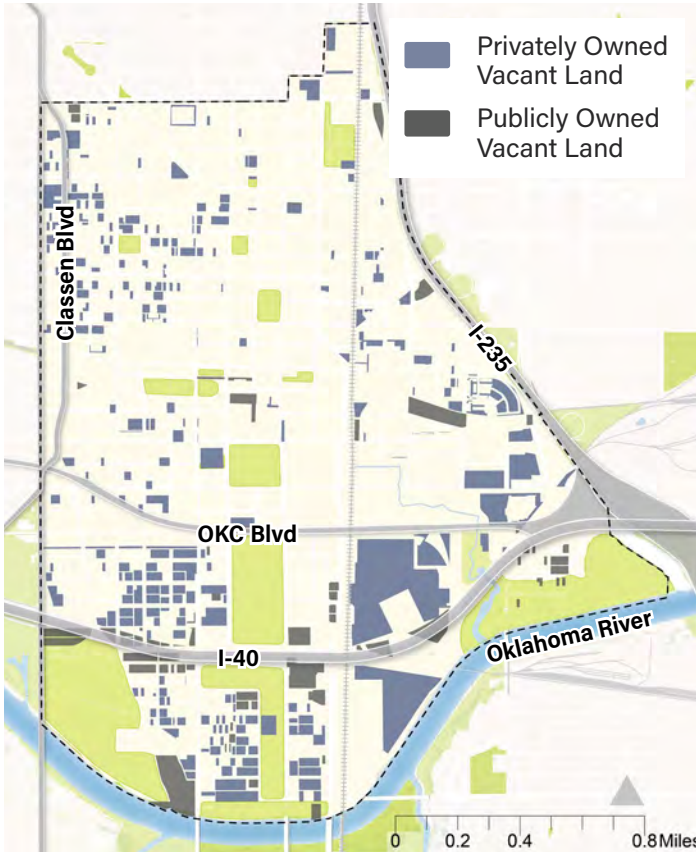


RIGHTS-OF-WAY AS A BARRIER

Another obstacle in Downtown is the wide, over-sized rights-of-way on most streets, with some rights-of-way as wide as 100 feet. Reimagining these spaces to do more than simply moving vehicles can reinforce the human scale that once existed within Downtown. It is possible in this space to provide multimodal transit and a great pedestrian experience while effectively moving traffic through. Each street will need its own approach, and it will be critical to identify different corridors to prioritize different priority modes of mobility instead of having every street trying to solve every problem.

VACANT LAND AS A BARRIER

The vast amount of vacant land in Downtown also presents both a barrier and an opportunity. Today, there are nearly 300 acres of vacant land that create the perception of a lack of activity and make the distances between places feel greater than they actually are. Roughly 100 acres of this vacant land is publicly-owned. Both public and privately-owned vacant land should be prioritized for new development to help fill in gaps in Downtown’s fabric and stitch together neighborhoods and districts.



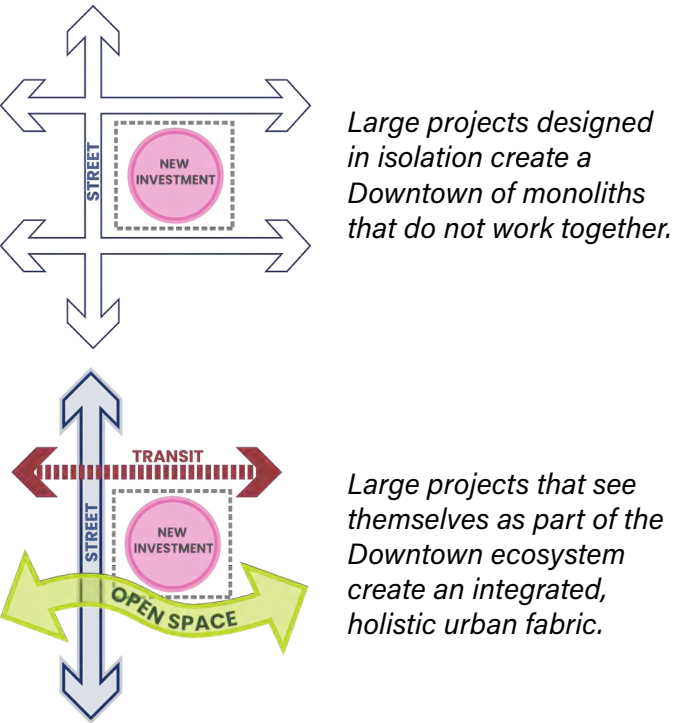
There is a significant amount of vacant land in Downtown, a third of which is publicly-owned.

LEVERAGING PLANNED PUBLIC INVESTMENT

There is a substantial public investment slated for Downtown over the next few years, including billions of dollars from MAPS 4 and GO Bond projects. This investment ranges from public realm and street improvements to the construction of new sports venues. All of these dollars have the opportunity to be leveraged to reduce barriers and improve connectivity between districts. Additionally, planned private investments will continue to drive growth in key areas, including around the Continental Coliseum, Automobile Alley, Midtown, and the Wheeler District. It is essential for the public sector to work with private investments to maximize catalytic impact while also working to achieve broader objectives outlined in this plan.

INTEGRATED, CONTEXT-SENSITIVE DESIGN

In order to overcome existing barriers, it is important for all projects to leverage new investment to serve multiple purposes and maximize their value and return. In short, both public and private projects in Downtown should do more. Large catalytic projects need to be deeply integrated into the urban fabric, helping to make public realm and open space moves and enable transit and economic development, in addition to their primary function.



Source: Populous

STITCH

Together Districts

Downtown Oklahoma City is composed of nine different districts, each with its own characteristics and functions.

These unique areas are what make Downtown OKC so special. It is important to reinforce what makes each district unique. Additionally, improving connections between and within these districts will be essential for their long-term success, since not every neighborhood will be able to provide the same functions or amenities. What is important is that they all collectively contribute to the whole of Downtown and improve Downtown as one single place to live, work, and play.

Today, these districts are :

- City Center
- Bricktown
- Automobile Alley
- Midtown
- West Village
- Deep Deuce
- Riverside + Boathouse District
- Stadium District
- Core to Shore

KEY TAKEAWAYS

Different districts serve different purposes and have different characteristics. Some portions of Downtown should simply be great neighborhood fabric with single-family homes and townhomes while others may emphasize retail and hospitality. Every neighborhood does not have to have the same daily life amenities and open spaces, as long as key resources are strategically located to serve the most people. True success will come with emphasis on the human scale and human experience. It should be comfortable for people to move through the public realm in order to access the experiences and amenities that attract people to want to live, visit, and spend time in Downtown.

1 Downtown is Not Just Its Core
Downtown's land area is much larger in geography and far less densely populated than its peer city downtowns. City Center is OKC's true "Downtown" surrounded by thriving urban neighborhoods.

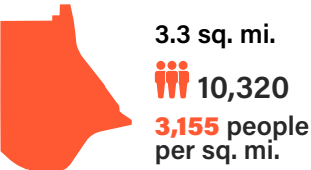
2 1 Downtown = 9 Districts
Downtown is made up of 9 districts, each with a unique identity and functions.

3 Connections Within and Between the Districts
It will be key to embrace the uniqueness of each district/neighborhood and connect them to one another so residents and visitors can access all the amenities Downtown has to offer.

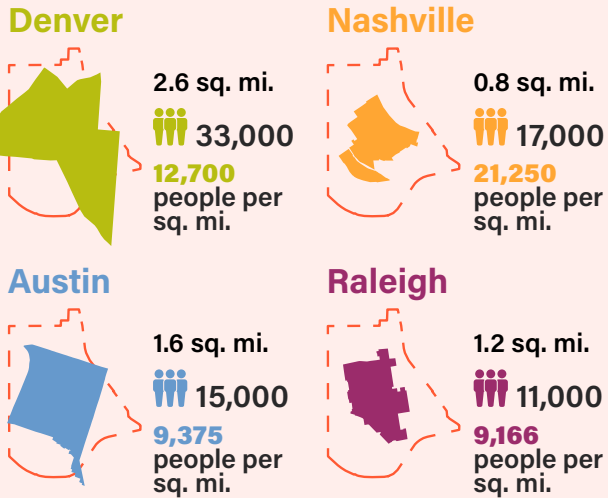
DOWNTOWN IS HUGE

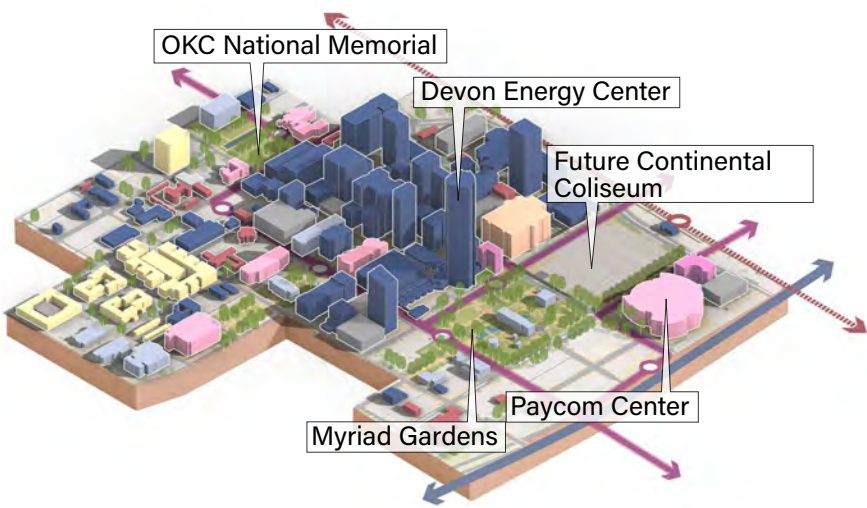
Downtown OKC is 3.28 square miles, which is much larger in geography than all of its peer cities. This plan is more than a plan for Downtown OKC, it is a plan for the entire urban core of Central Oklahoma. Equally important, OKC's peer downtowns have a far greater population density with densities ranging from 9,000 to +20,000 residents per square mile compared to 3,000 residents per square mile in Oklahoma City's Downtown. While this represents an opportunity, it is currently a barrier to success, as there is simply a need for more people and activity in all areas within the urban core.

Oklahoma City



DOWNTOWN COMPARISONS





CITY CENTER

307 Acres

3.1 District FAR

8,300 Parking Spaces

1,920 Dwelling Units

6 Units/Acre



MIDTOWN

345 Acres

1.1 District FAR

11,800 Parking Spaces

2,700 Dwelling Units

8 Units/Acre

BRICKTOWN

115 Acres

1.5 District FAR

3,500 Parking Spaces

450 Dwelling Units

4 Units/Acre



WEST VILLAGE

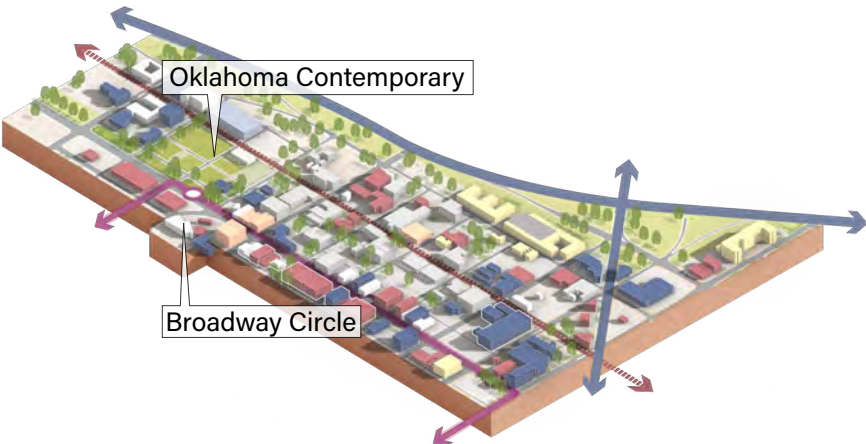
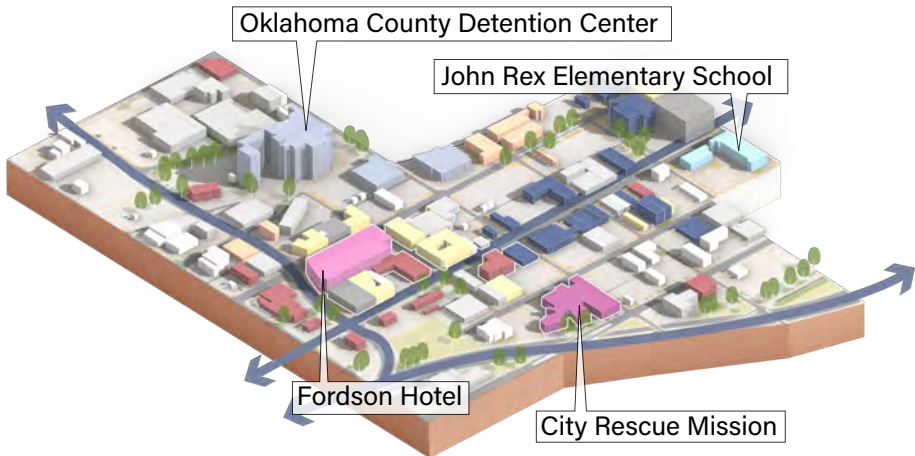
141 Acres

1.4 District FAR

5,600 Parking Spaces

540 Dwelling Units

4 Units/Acre



AUTOMOBILE ALLEY

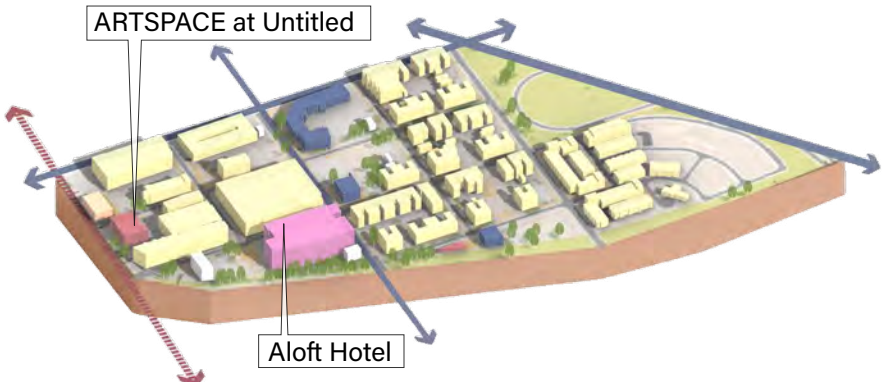
178 Acres

1.1 District FAR

5,600 Parking Spaces

600 Dwelling Units

3 Units/Acre



DEEP DEUCE

72 Acres

2.3 District FAR

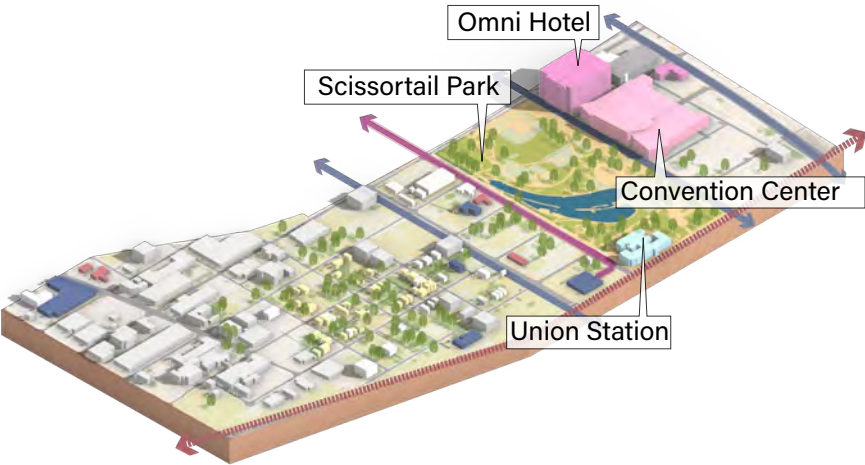
2,300 Parking Spaces

2,600 Dwelling Units

36 Units/Acre

Building Uses

- | | | | | |
|-------------|-------------|-----------|---------------|------------|
| Residential | Hospitality | Culture | Institutional | Office |
| Commercial | Government | Mixed-Use | School | Industrial |



Source: American Heart Association

CONNECT

To Opportunities and The Region

Public transit, most notably the train and streetcar, is part of OKC's DNA.

Before the Land Run of 1889, Santa Fe Railway Co built a north-south rail line through Downtown with a watering stop at "Oklahoma Station". After the Land Run, this watering stop transformed into a commercial and transportation hub. In 1903, the first electric streetcar opened, running along Broadway and guiding growth out of Downtown. In the 1930s, the historic Santa Fe Depot was built to serve passenger and freight rail, connecting Downtown to the region and country, while Union Station served as a passenger hub for the Rock Island and Frisco railroads. Transit has been essential to and has greatly shaped Downtown from the very beginning.

KEY TAKEAWAYS

Downtown has ample potential when it comes to mobility. There is substantial planned and proposed transit investment and plenty of existing parking infrastructure. The key will be to think strategically about how to best utilize these resources in order to maximize investment and physical space.

- 1

Oklahoma City was Built Around the Train
Oklahoma City's roots are tied directly to the train, and it grew outward along streetcar and freight lines.
- 2

Transit Investment Coming
There are numerous planned and proposed transit projects coming to Downtown. It will be important to consider how they work with existing transit, the public realm, existing destinations, and future development.
- 3

Ample Parking Resources
There are over 40,000 parking spaces within the Downtown core and a 43% occupancy at peak hours.
- 4

Existing Parking is Highly Underutilized
It will be critical to better utilize existing parking to reduce the need to build new parking, thus reducing development costs.

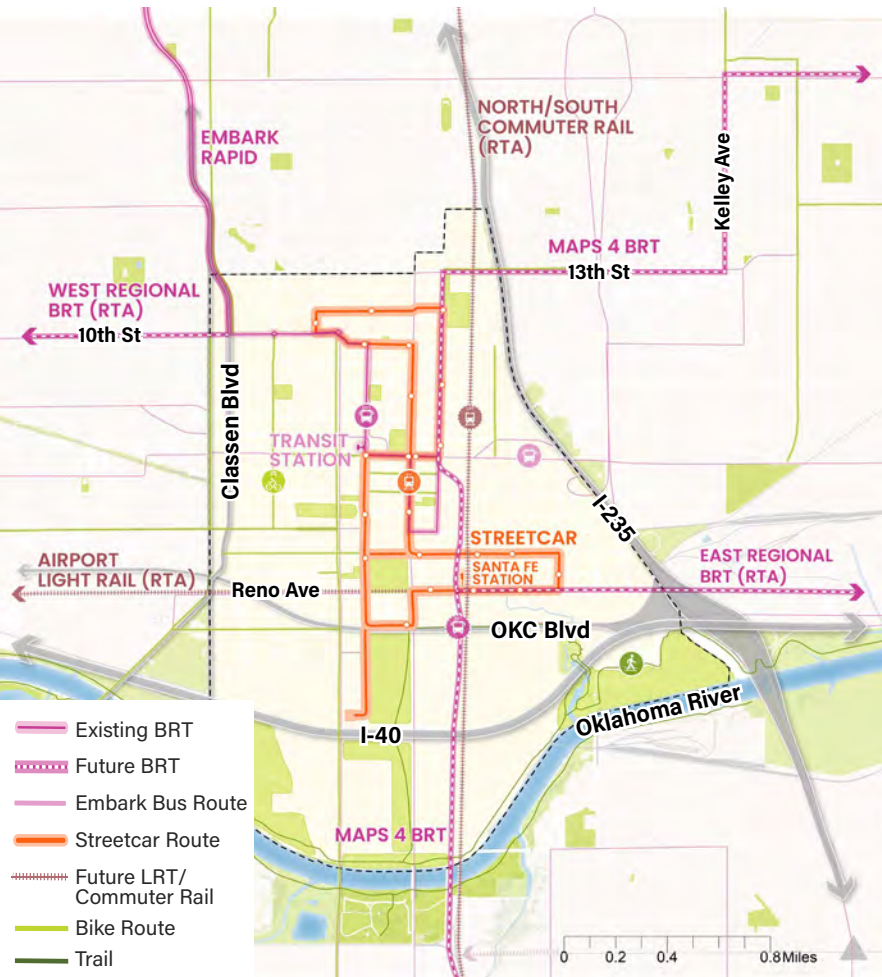
EXISTING AND PLANNED TRANSIT

Downtown was once an interconnected hub for the region along a vast streetcar network. This past network can teach us lessons on how to improve transit for tomorrow. There is significant planned transit investment. Today, there is one operating Bus Rapid Transit (BRT) route, 17 traditional bus routes, and 5 miles of modern streetcar.

There are plans to add an additional 4 BRT routes, build 8 miles of light rail transit (LRT) connecting Downtown to the airport, and build 30 miles of commuter rail connecting Norman through Downtown to Edmond. The substantial incoming investment should be

leveraged for economic development, but must be designed correctly, integrating multiple modes of mobility on consolidated corridors to maximize efficiency and reliability.

Mobility strategies could include consolidating bus routes onto key corridors, considering how passengers transfer from the commuter rail to the bus or streetcar, and ensuring foot and bike mobility works with the broader system. In addition to putting the transit pieces together, surrounding development and destinations must fit into the network, ensuring transit best serves residents and visitors.



Today, Downtown's transportation network is made up of streetcar and bus routes, some BRT, trails, and bike routes. In the future, there will be more BRT and LRT, better connecting Downtown to the airport and region.

TRANSIT BY THE NUMBERS

EXISTING

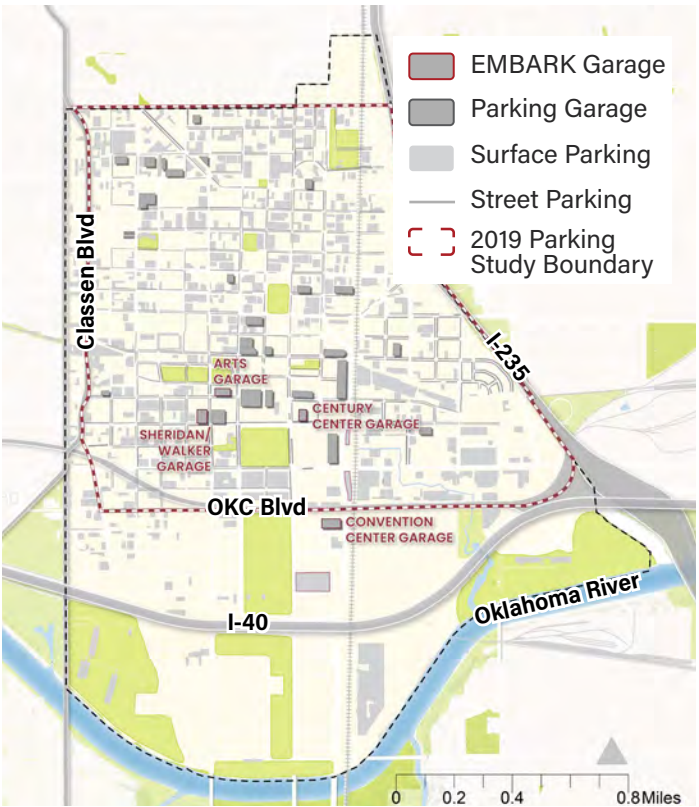
- 1 BRT Route
- 17 Bus Routes
- 5 Miles of Streetcar

PLANNED

- 4 BRT Routes
- 8 Miles of Light Rail
- 30 Miles of Commuter Rail

CARS AND PARKING DOMINATE

Oklahoma City is a highly suburban market where vehicular movement and access must be considered. Historically, getting to Downtown has almost entirely relied on private vehicles, resulting in a large amount of parking infrastructure within Downtown. In the area of Downtown north of Oklahoma City Blvd., there are 228 acres of parking lots, 88% of which is surface parking, equating to roughly 40,000 total parking spaces. As of 2019, this includes +/- 3,600 on-street parking spaces and +/- 37,000 off-street parking spaces. 9% of this parking is public on-street, 9% public off-street, 39% private with public access, and 43% private. The City currently owns four public parking garages.



Detailed parking data falls within the 2019 Parking Study boundary, which includes EMBARK garages, public and private garages, surface lots, and street parking. There is less parking to the south of the boundary but it remains important.

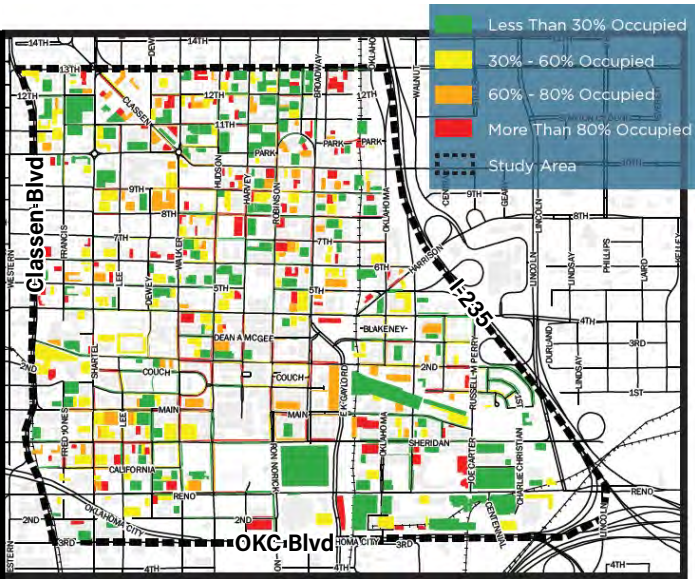
PARKING UTILIZATION

Parking utilization in Downtown is incredibly low. According to the 2019 parking study conducted by Kimley-Horn, there was 43% occupancy at peak hours - before COVID and the rise of hybrid work. This underutilization presents a huge opportunity to rethink how existing parking functions.

Public parking can be used as an economic development incentive. Vacant public and privately-owned land adjacent to underutilized public garages should be prioritized for redevelopment, allowing new development to build zero or little parking, reducing overall development costs. Additionally, improved technologies and predictability in existing public and private facilities should be explored to make existing parking work more effectively. All of the parking utilization strategies should center around a key goal: better utilize the parking facilities you have currently before building new facilities.



EMBARK uses pay-by-plate parking along some Downtown streets.



The Oklahoma City Downtown Parking Management Study (2019) determined levels of parking occupancy across the Downtown study area at peak times.



Source: TAP Architecture



PLAN VISION

After conducting a detailed analysis of conditions related to Downtown Oklahoma City's urban fabric, parks and open space, mobility, economy, and culture and institutions, ideas from the plan advisory group, focus groups, and conversations with community stakeholders brought into focus a central guiding vision for Downtown. This vision statement, outlined below, serves as the core guidance for future investments made within Downtown. It also serves

as the foundation for the 18 strategies outlined in this chapter. Each of the plan's guiding principles contains three key strategies. When combined, these principles and strategies serve to create the Plan Framework. This Framework is intended to be bold yet achievable, flexible yet structured, so that the Downtown Strategic Development Plan can serve as a planning and development tool for years to come.

Downtown Oklahoma City is a well-connected, welcoming, vibrant, and authentic hub of people and places, linking residents, workers, students, and visitors to opportunities to thrive, explore, and grow. It is welcoming, safe, clean, walkable, and reflective of a city defined by ambition and action.

The Downtown OKC Strategic Development Plan will:

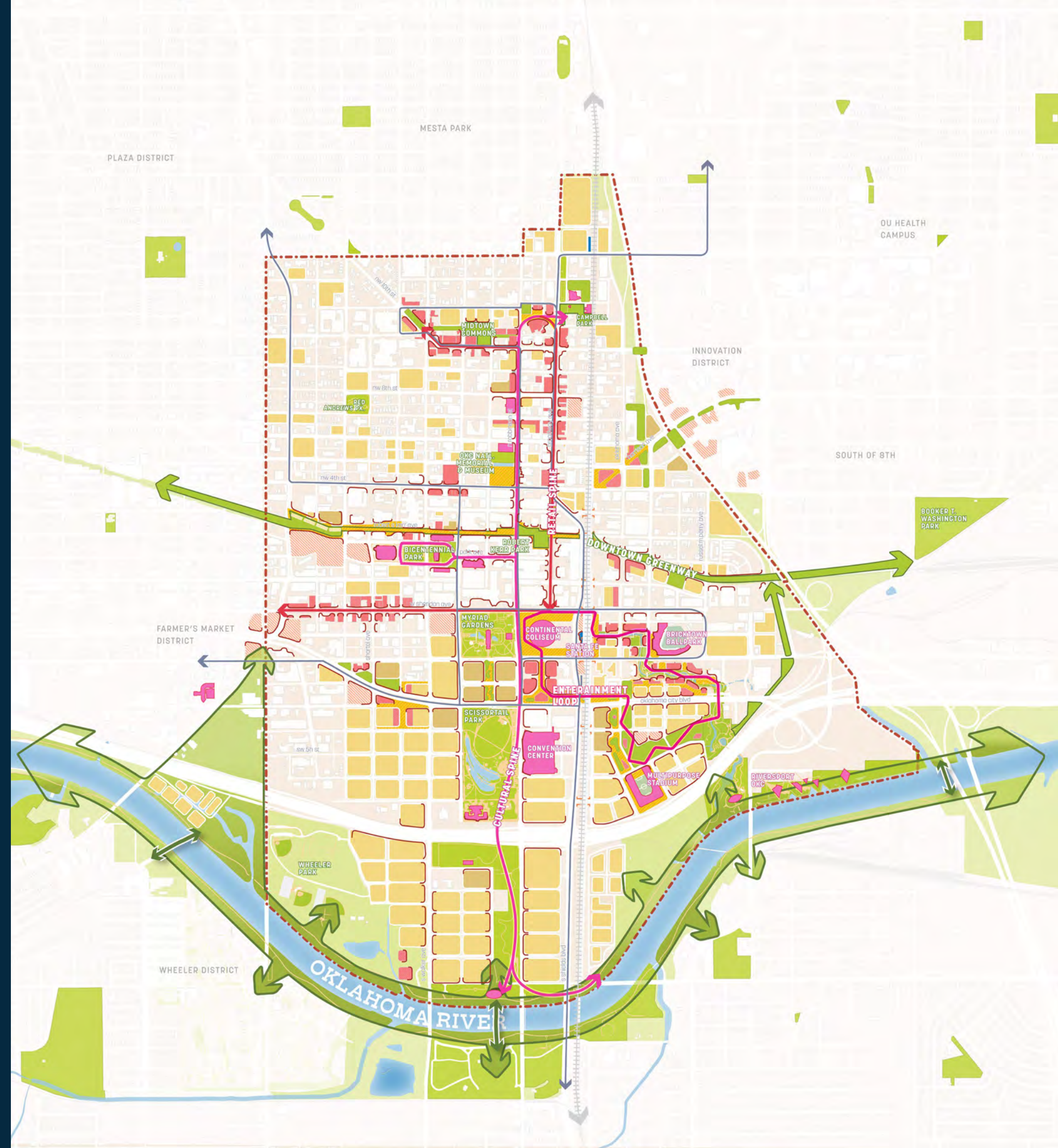
- **INFUSE OKLAHOMA'S NATURE AND LANDSCAPE IN AN URBAN EXPERIENCE**
- **FILL THE GAPS WITH NEW DEVELOPMENT AND DESTINATIONS**
- **BRIDGE BARRIERS AND OBSTACLES**
- **STITCH TOGETHER DISTRICTS, COMMUNITIES, AND HISTORY**
- **EMBRACE DOWNTOWN'S AUTHENTIC PLACES**
- **CONNECT DOWNTOWN TO OPPORTUNITIES AND TO THE REGION**

FRAMEWORK PLAN

The 18 strategies outlined in this chapter come together to establish an overall Framework Plan for Downtown OKC.

This Framework Plan is intended to be flexible yet serve as a guide for future decisions about public and private investment for the next decade and beyond. Physical design and regulatory guidance is outlined in this chapter, whereas detailed information about Implementation is outlined in the following chapter.

- | | |
|--|--|
| 01 Build a Greenway Through Downtown | 10 Establish a Cultural Spine |
| 02 Deliver New Open Space in Midtown | 11 Create an Entertainment Loop |
| 03 Connect Downtown to the Riverfront | 12 Create a New Neighborhood West of Scissortail Park |
| 04 Emphasize Horizontal Development | 13 Enhance the Bricktown Canal Experience |
| 05 Develop Public Land | 14 Support Downtown Retail on Broadway and in Other Key Locations |
| 06 Deliver Neighborhood Serving Amenities | 15 Expand Education and Employment Opportunities |
| 07 Enhance Connections Across I-235 | 16 Prioritize Transit on Key Corridors |
| 08 Transform OKC Boulevard | 17 Establish Santa Fe Station as a TOD |
| 09 Improve BNSF Railroad Crossings | 18 Improve Public Parking Functionality |



01 BUILD A GREENWAY THROUGH DOWNTOWN

WHAT IS THE CHALLENGE?

- ▶ Downtown open spaces are not connected as a contiguous, interconnected network.
- ▶ Proposed trail alignments on the edges of Downtown do not have a connecting link.
- ▶ The abandoned rail line between Deep Deuce and Bricktown is a barrier but has plans to be reimagined as the Legacy Trail.
- ▶ Bicentennial Park is underutilized. It does not have strong active edges to support it and instead has a surplus of on-street parking and surface lots.
- ▶ The County Jail does not create a welcoming gateway to the west side of Downtown.
- ▶ The Robert Kerr Avenue area, particularly its western portion, is susceptible to localized flooding during heavy rain events. The corridor should include low-impact development and green infrastructure improvements as a part of its design to help mitigate localized stormwater challenges.



Existing conditions along Robert S Kerr Avenue.

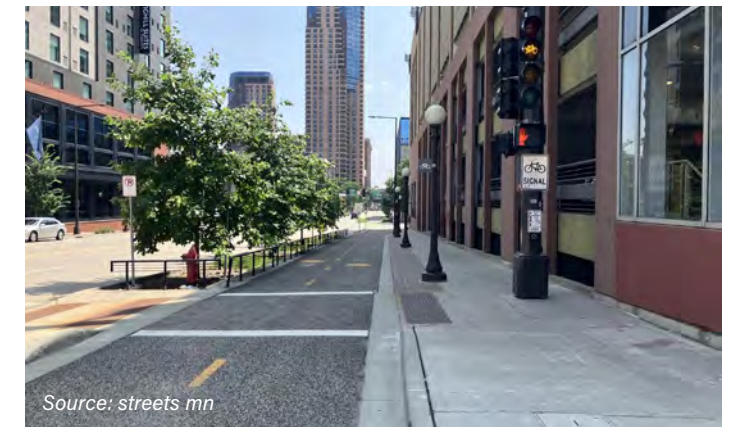
WHAT IS THE GOAL?

A new multimodal Downtown Greenway will serve as an armature for quality of life, providing an open space and a recreation asset through the heart of Downtown that drives economic development and improves the ability to walk and bike. This amenitized, linear greenway will connect proposed trail assets on the east and west sides of Downtown, connecting the core of Downtown to the rest of the region.

- ▶ Convert abandoned rails to trails to connect areas outside of Downtown and extend and enhance the citywide greenway network.
- ▶ Reimagine Robert Kerr Avenue to include a multi-modal trail separated from vehicular traffic.
- ▶ Create a vibrant crossroads of activity in the heart of Downtown around Robert Kerr Park.
- ▶ Create and enhance open space gateways into Downtown from the east and west sides.



The Indianapolis Cultural Trail connects downtown neighborhoods.



A protected bikeway runs through downtown Minneapolis.

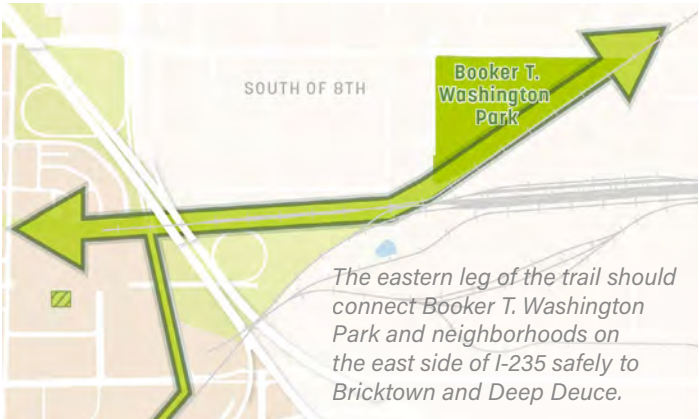


By leveraging publicly-owned land along the route for new infill development, and by connecting existing and proposed open spaces within Downtown, the greenway will create a vibrant, safe, and defining open space feature, transforming the experience of living, working, or visiting Downtown OKC.

GETTING IT DONE

1. Construct a new trail into Downtown along abandoned railroad starting at Booker T. Washington Park

- Purchase or lease existing railroad right-of-way, transforming it into a new multimodal trail.
- Encourage infill development that actively engages the open space, with city-owned land serving as a catalyst for new growth.
- Connect this trail south to Bricktown and the River via an extension along Lincoln Blvd. (See Strategy 13).
- Transform the I-235 underpass to connect neighborhoods to the east to jobs, opportunities, and entertainment in Downtown.

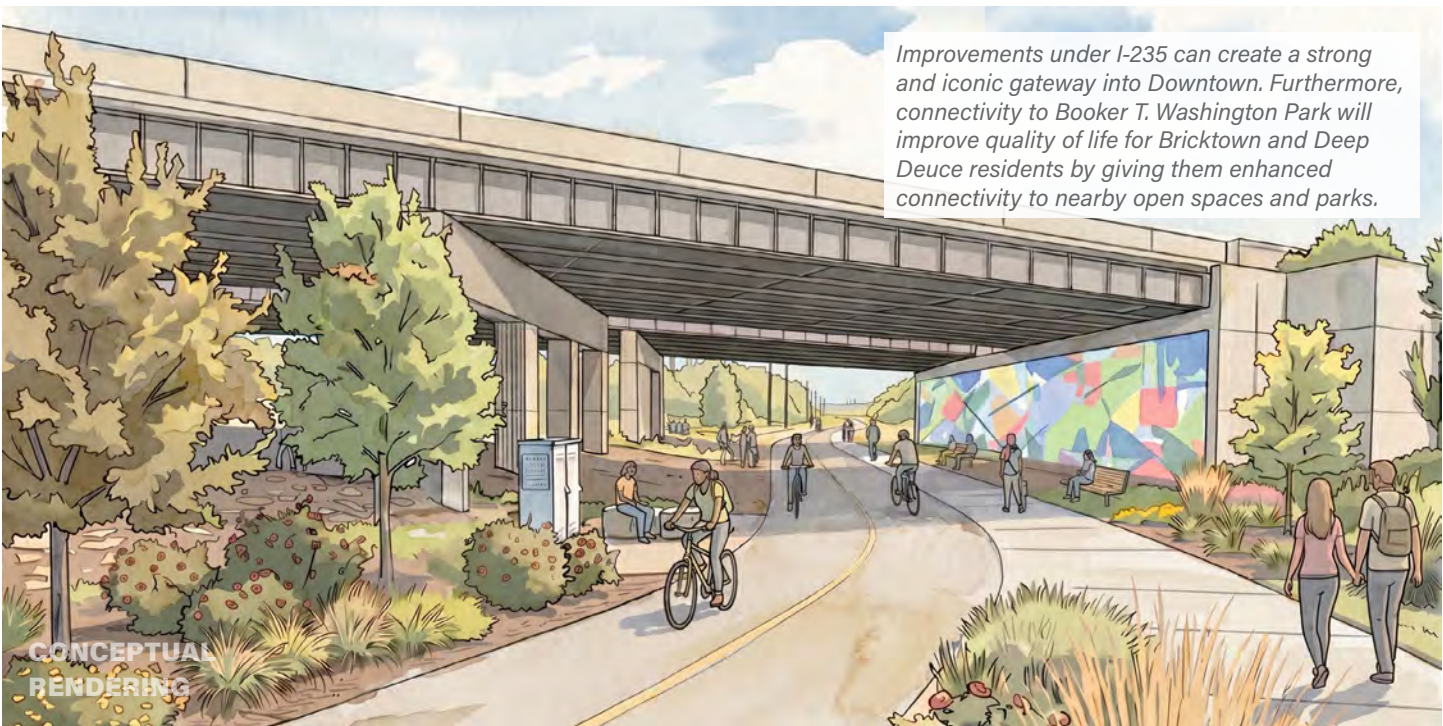


The current I-235 underpass at Lincoln and the abandoned rail spur can be transformed into a new gateway and improve access from nearby neighborhoods to Downtown in the process.



WHAT IS RAILS TO TRAILS?
HOW WOULD IT WORK IN OKC?

Rails to trails converts abandoned railroad corridors into multi-use paths that support recreation, active transportation, and community connectivity. In the area between Deep Deuce and Bricktown, the trail can serve to unite the two neighborhoods, through new plaza spaces, grand staircases, public art, native landscapes, and new development that will create activity along the trail and along the Oklahoma Avenue corridor.



2. Identify opportunity sites for infill along the greenway and strategically redevelop adjacent public land

Trails improve quality of life and attract new development and investment, as people seek to live or work near them. Luckily, there are numerous publicly-owned sites along the proposed trail route that can serve as economic development opportunities.

These sites should be prioritized for public-private partnership and should be designed to ensure high-quality activation and engagement with the trail. This will ensure the trail is active and successful from Day One.



Conceptual rendering of the rails to trails portion of the Downtown Greenway between Bricktown and Deep Deuce, with new development activating its edges.



Potential development sites along the proposed Downtown Greenway.

CASE STUDY
Atlanta Beltline Atlanta, GA



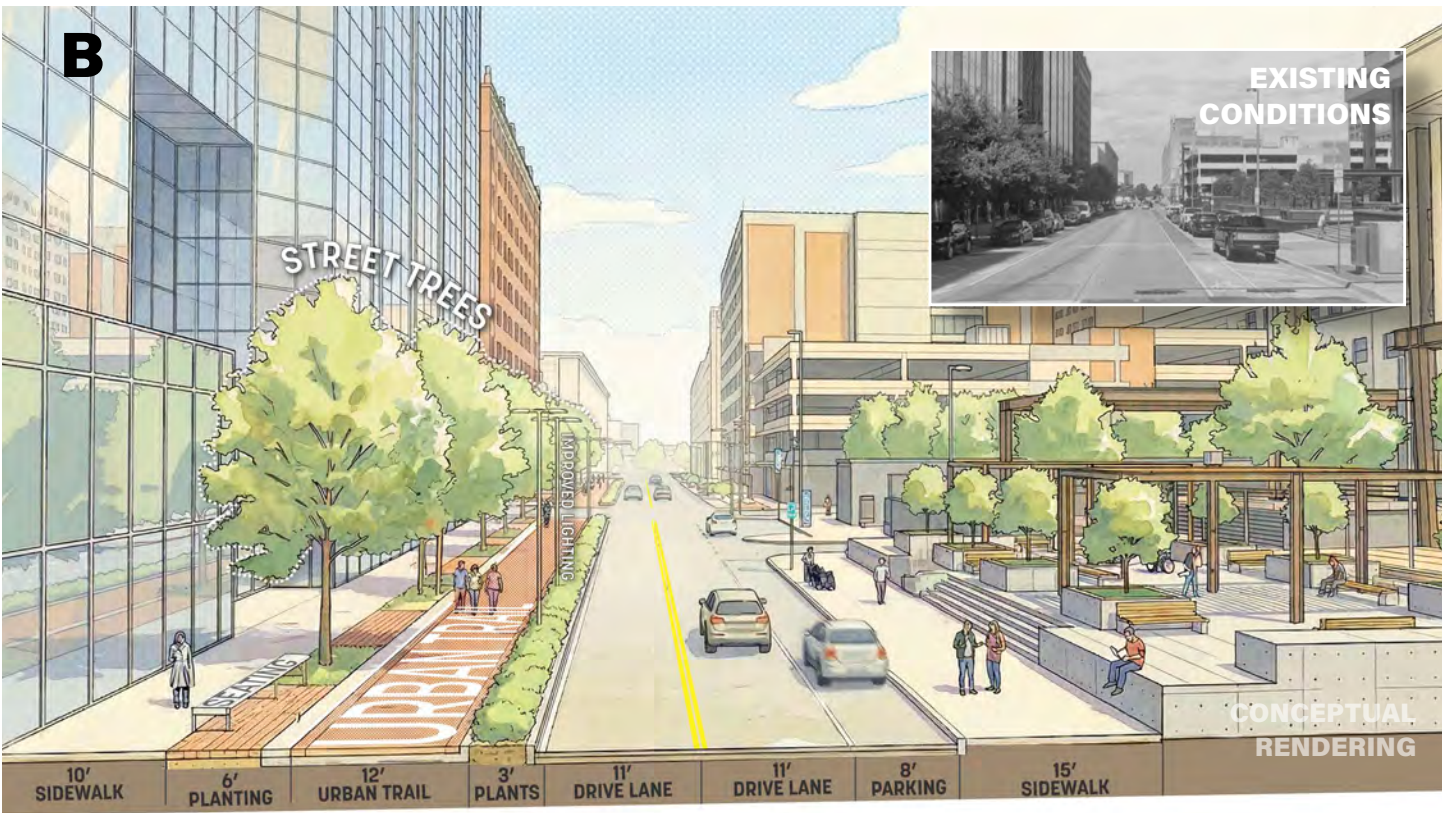
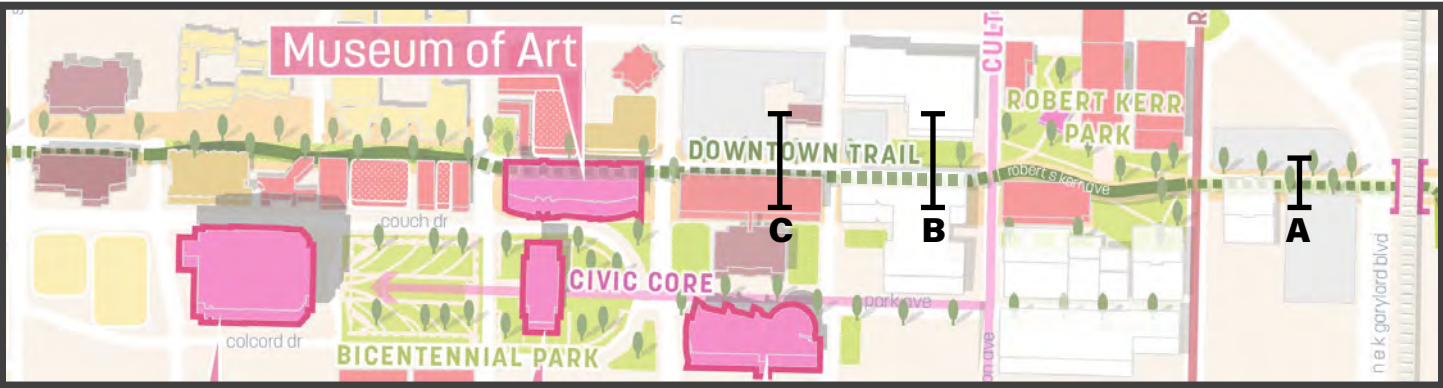
The Atlanta Beltline, a 22 mile trail loop under construction around Downtown Atlanta has leveraged \$776 million in public and project funding to attract \$9 billion in private real estate development along the corridor—a return on investment exceeding 10-to-1. The trail has also spurred intense development activity in formerly underutilized industrial areas, transforming them into high-demand mixed-use neighborhoods.

Proximity to the Beltline has significantly boosted property values and demand, with homes and commercial spaces near the trail commanding premiums due to walkability, amenities, and access to parks and jobs.

3. Reimagine Robert Kerr Avenue as a multimodal-priority street

Today, Robert Kerr Avenue is an underutilized street, moving only a few thousand cars per day. The corridor serves as the backdoor to many existing buildings. However, it also directly connects the terminus of the proposed Legacy Trail with Robert Kerr Park and the proposed rails to trails corridor west of Downtown. Thus, the corridor should be reimaged as a multimodal-priority street that serves to directly link these two trails through an urban trail experience.

Due to existing conditions and different needs for service and access to properties, there will be different methods for redesigning the street. Some blocks will need to maintain two-way vehicular traffic. Others may be able to be reimaged as one-way streets due to limited access needs and low traffic counts. Across all segments, a wide trail for biking, walking, and jogging should be maintained and consistent throughout, with consistent dimensions, lighting, and wayfinding. This will serve as an armature for multimodal mobility through the core of Downtown and a beautiful greenway for visitors, workers, and Downtown residents.



Conceptual rendering of Robert Kerr Avenue with two-way vehicular traffic and a parallel trail.



A

Conceptual rendering of Robert Kerr Avenue with two-way vehicular traffic and a parallel trail.



Conceptual rendering of Robert Kerr Avenue with one lane of one-way vehicular traffic and a widened green space and trail. This scenario could utilize the right-of-way to solve localized stormwater challenges. This would only be utilized where there are no existing access, service, or loading needs.

4. Create a crossroads of activity at Robert Kerr Park and Park Avenue

The intersection of the new greenway on Robert Kerr Avenue and Robinson Avenue (See Strategy 10), centered around Robert Kerr Park and the vibrant retail corridor on Park Avenue, will become the beating heart of Downtown. By reimagining one block of Robert Kerr Avenue between Robinson and Broadway as a shared street, the transformed right-of-way can serve to connect two existing green spaces into a single, unified space. The greenway can move through this expanded green space, while providing the opportunity for food trucks and retail to use portions of the right-of-way, anchoring and activating the trail and park. With Robinson Avenue serving as a north-south cultural spine and Broadway serving as a vibrant retail street, these three Downtown experiences will converge in one location to create a true heart of Downtown OKC.



CONCEPTUAL
RENDERING

5. Create a new green space gateway at the western end of Downtown

On the western side of Downtown, the Downtown Greenway in its urban street condition, will transition back into a rails to trails along railroad right-of-way that extends west away from Downtown towards the Fairgrounds. At this transition point, adjacent to the current Oklahoma County Jail Site, there is an opportunity to provide functional open space as a part of a redevelopment of the jail.

This should include providing park programming, such as a playground or dog park, while providing recreational opportunity for future residents and workers in the area. As with the Bricktown segment of the greenway, new development along this open space should be designed to directly engage and activate the greenway, with retail and patios directly fronting the greenway and green space.



Source: Atlanta Beltline



Source: Wood + Partners

Historic 4th Ward Park in Atlanta, GA connects to the Atlanta Beltline and is surrounded by mixed-use development.



CONCEPTUAL RENDERING

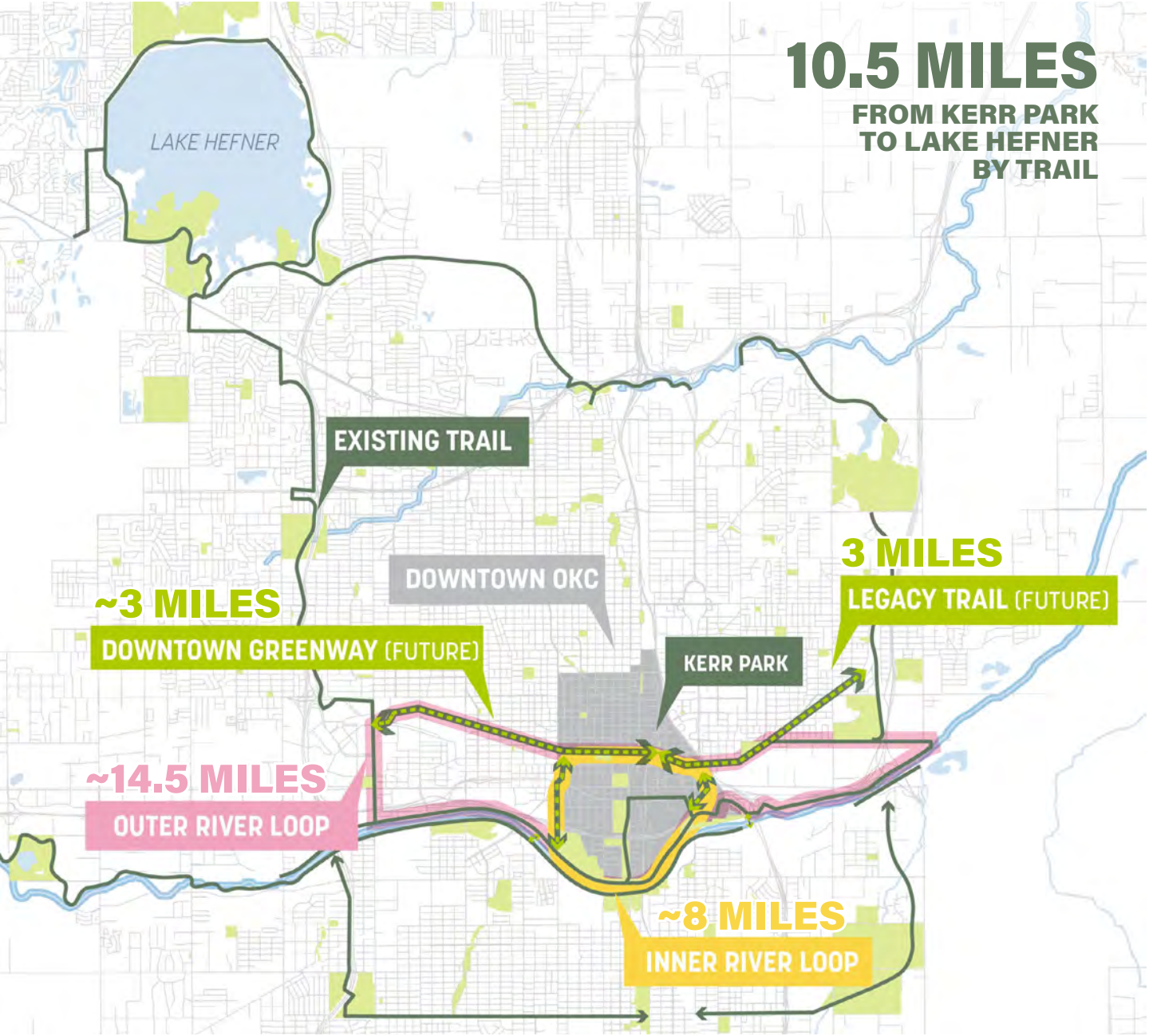
By reimagining Robert Kerr Avenue and the Oklahoma County Jail Site into public open space and mixed-use development, the western side of Downtown will be transformed and local quality-of-life will be enhanced.

6. Construct a greenway along existing railroad right-of-way between the Fairgrounds and Classen Boulevard

Although the Downtown Greenway will improve mobility, economic development, and recreation within Downtown, it can and should be part of a regional connectivity effort. Extending the greenway from the wedge park along the abandoned rail line to May Avenue will create a complete connection to

the larger regional system, creating an opportunity to get from Downtown to other key regional parks and locations entirely by bike on protected trail. It will also create a series of Downtown-specific loops for biking and jogging that can define Downtown recreation. Due to the current land use conditions around this future stretch of trail, it will be critical to provide high-quality lighting and amenities to enhance safety, while also positioning adjacent properties for trail-oriented redevelopment in the future.

TRAILS BY THE NUMBERS



The Downtown Greenway, as a part of the Legacy Trail, will become a critical link in a broader regional trail and open space that centers Downtown at the heart of the recreational experience of Central Oklahoma.

02 DELIVER NEW OPEN SPACE IN MIDTOWN

WHAT IS THE CHALLENGE

- ▶ Midtown lacks enough high-quality open space for its growing residential population, with a need for dedicated public gathering areas, dog parks, playgrounds, and other park programming.
- ▶ This dearth of open space will only become more of an issue as the neighborhood population continues to increase with infill development.
- ▶ While all of Downtown has notable stormwater issues and undersized stormwater infrastructure, the issues are most severe in Midtown.
- ▶ There is a need for holistic reimagination of how public open space can deliver green stormwater infrastructure through integrated design.



Existing underutilized rights-of-way across Midtown and Automobile Alley.

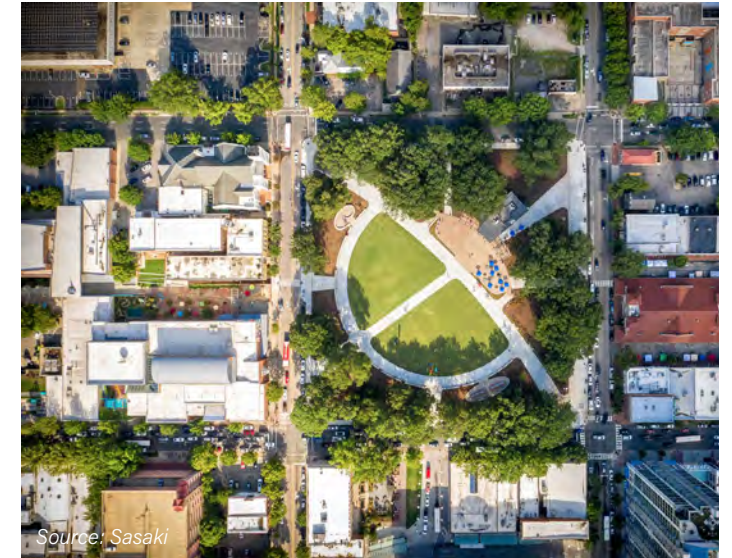


Although Midtown lacks greenspace today, there are ample sites available for new open space. There are also underutilized rights-of-way that make sense to be converted into more functional open spaces.

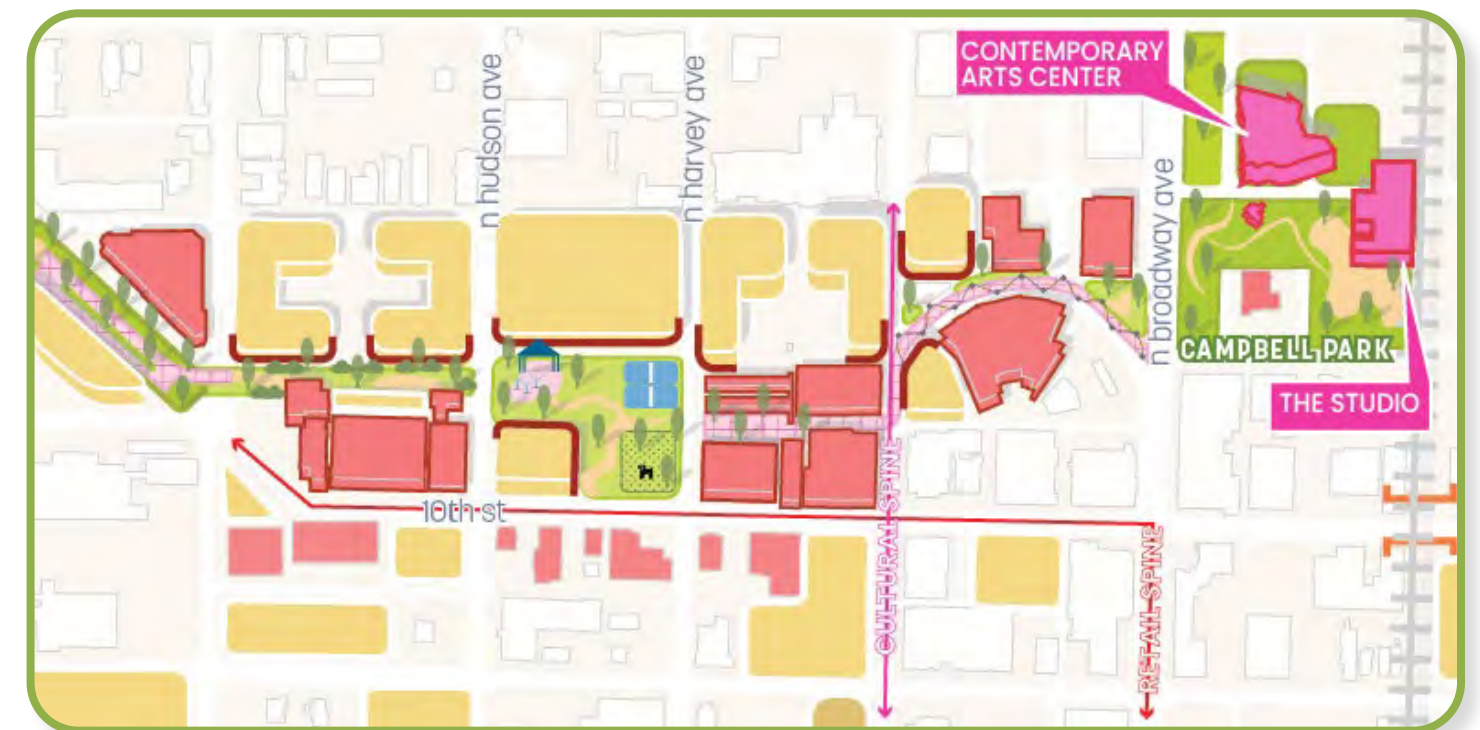
WHAT IS THE GOAL?

Create a network of green spaces or a consolidated green space to serve the Midtown neighborhood that offers community gathering spaces and passive naturalized area and provides critical missing park programming and green stormwater management infrastructure.

- ▶ Close Park Place to cars to create a corridor of green space throughout Midtown.
- ▶ Reimagine North Broadway Circle in Automobile Alley as a shared street with enhanced public realm to extend the corridor to Campbell Park.
- ▶ Establish a unique identity for each block of the corridor.
- ▶ Prioritize water detention and green stormwater infrastructure along the corridor.



Moore Square in Raleigh, NC is an example of a new community green constructed in a growing residential district within Downtown that has served as an anchor for quality of life.



A new network of Midtown open spaces along reimagined city rights-of-way will provide a series of experiences and programming for the community, including dog parks, playgrounds, plazas and gathering areas, and quiet spaces for relaxation and contemplation, while also serving to help mitigate existing infrastructure and stormwater challenges that exist in the area.

GETTING IT DONE

1. Reimagine North Broadway Circle as a shared street with green space

North Broadway Circle is one of Downtown’s most unique urban design moments. Its circular shape, once home to a historic streetcar turnaround, has the opportunity to serve as a northern anchor for the cultural spine and Broadway as a premier retail street, connecting both to the Contemporary Arts Museum and to a broader network of Midtown open spaces. In order for it to be successful, it should be reconstructed with several key urban design goals in mind:

- Reimagine the circle with pavers to match the proposed Midtown pedestrianized open spaces. The street should be designed to be closed to traffic for temporary events such as street fairs.
- Tree canopy and other pocket park moments should be included along the streetscape to help naturalize and soften the space.
- Improvements should include integrated stormwater systems with rain gardens or underground cisterns to help mitigate localized stormwater issues.
- Encourage development in existing parking lots to create a continuous urban edge condition.



Pearl Street in Boulder, CO was pedestrianized and has become the most prominent address in the entire City.



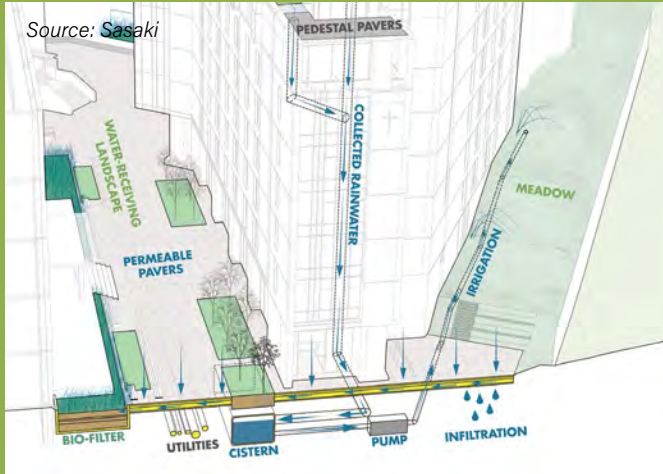
Church Street Marketplace in Burlington, VT.



A conceptual rendering of what a reimaged North Broadway Circle might look like when closed to traffic for a street fair or farmers market.

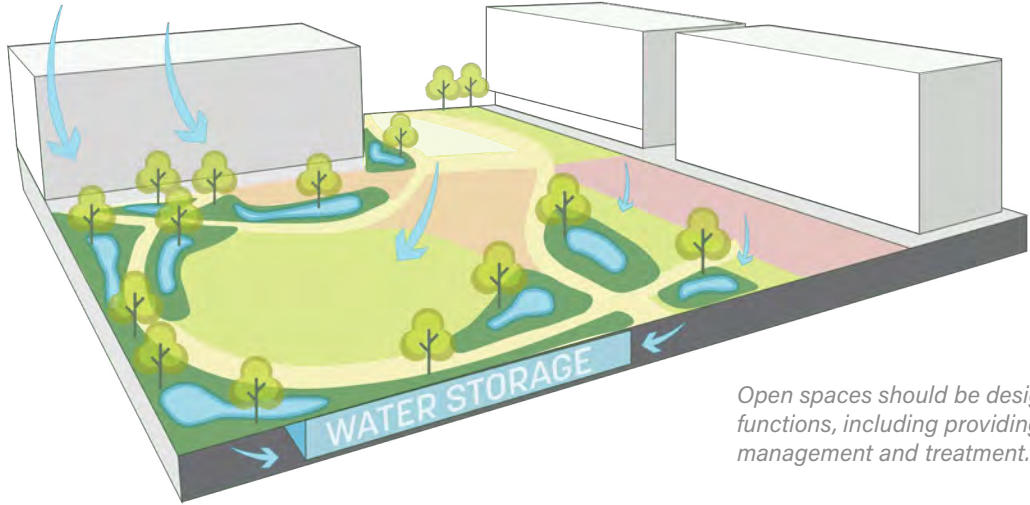
CASE STUDY
Integrated Stormwater System

Georgetown University, DC



Georgetown University's Pedro Arrupe, S.J. Hall has an integrated stormwater management system from rooftop to subterranean level. Targeting LEED Gold Certification, the project serves as a forward-looking model, establishing new campus standards for landscape materials and becoming the first project on campus to comply with the DC Department of the Environment's stringent stormwater regulations. Permeable pavers on the pedestrian street allow for rainwater infiltration into the water-receiving landscape that feed under-road cisterns.

INTEGRATED STORMWATER SYSTEMS WITHIN FUNCTIONING OPEN SPACES AND PUBLIC RIGHT-OF-WAYS



Open spaces should be designed to serve multiple functions, including providing on-site stormwater management and treatment.

North Broadway Circle, other proposed segments of a broader Midtown open space network, and other identified corridors for improvements such as Robert Kerr Avenue and Robinson Avenue must provide enhanced outdoor recreation opportunities for residents while also mitigating existing stormwater challenges in the neighborhood.

By redesigning these rights-of-way with underground cisterns and rain gardens, heavy rainfall events can be handled on-site, slowing and lessening impacts downstream. This can also help to reduce the burden on future infill development. These systems should be designed so that future development can connect into the system and help to solve their on-site stormwater issues at a district scale.

2. Create a central heart that functions as a community gathering area

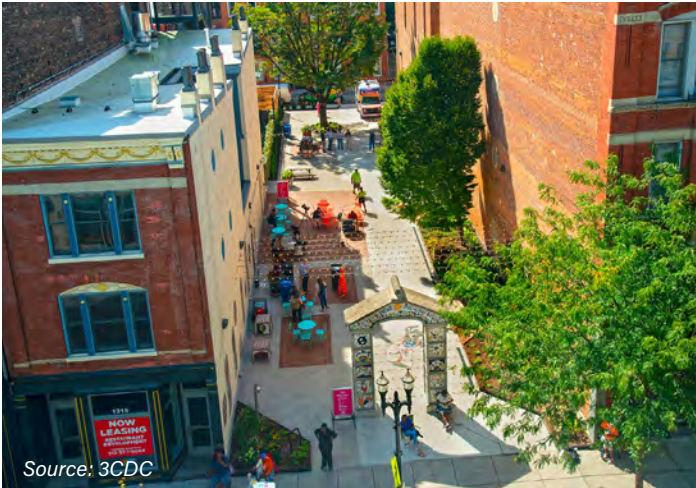
Key to the success of an open space network in Midtown is providing a large enough area for key programming to occur. This should include a dog run and playground, at a minimum. In order to achieve this, a potential location is Park Place and Harvey. By reimagining the existing right-of-way and working with the adjacent property owner(s) to acquire or improve portions, a new central green with necessary recreational assets can be constructed. The open space should be directly activated through ground-level retail on its edges, while integrated stormwater design can help to lessen the need for adjacent properties to provide retention and detention on-site.



Market Square Park in Houston, TX leverages a small amount of space to provide outdoor access for their growing Downtown population.

3. Transform Park Place between Harvey Avenue and Walker Avenue

Instead of working to acquire large amounts of expensive privately-owned land for a new park, existing underutilized alleys and rights-of-way can be transformed into functioning public open spaces. These alleys should provide tree canopy, native landscaping, and be designed with pavers and public art to create a uniform aesthetic. Beneath them, integrated stormwater can help handle district-wide stormwater issues. As growth continues in the area, priority should be given to support infill on surface parking lots along these edges, encouraging development with ground-floor retail and restaurants to activate these reimagined rights-of-way.



Imagination Alley pocket park in Cincinnati, OH has reimagined a small, forgotten public alley into a highly functioning public open space.



A new central open space heart should be constructed along the proposed open space network. One potential location is leveraging Park Place along with the existing improvements made near NW 10th Street and Harvey Avenue.



Park Place, a highly underutilized alley and street in Midtown, should be transformed into a public gathering space with play areas, restaurant patios, and on-site green stormwater management.

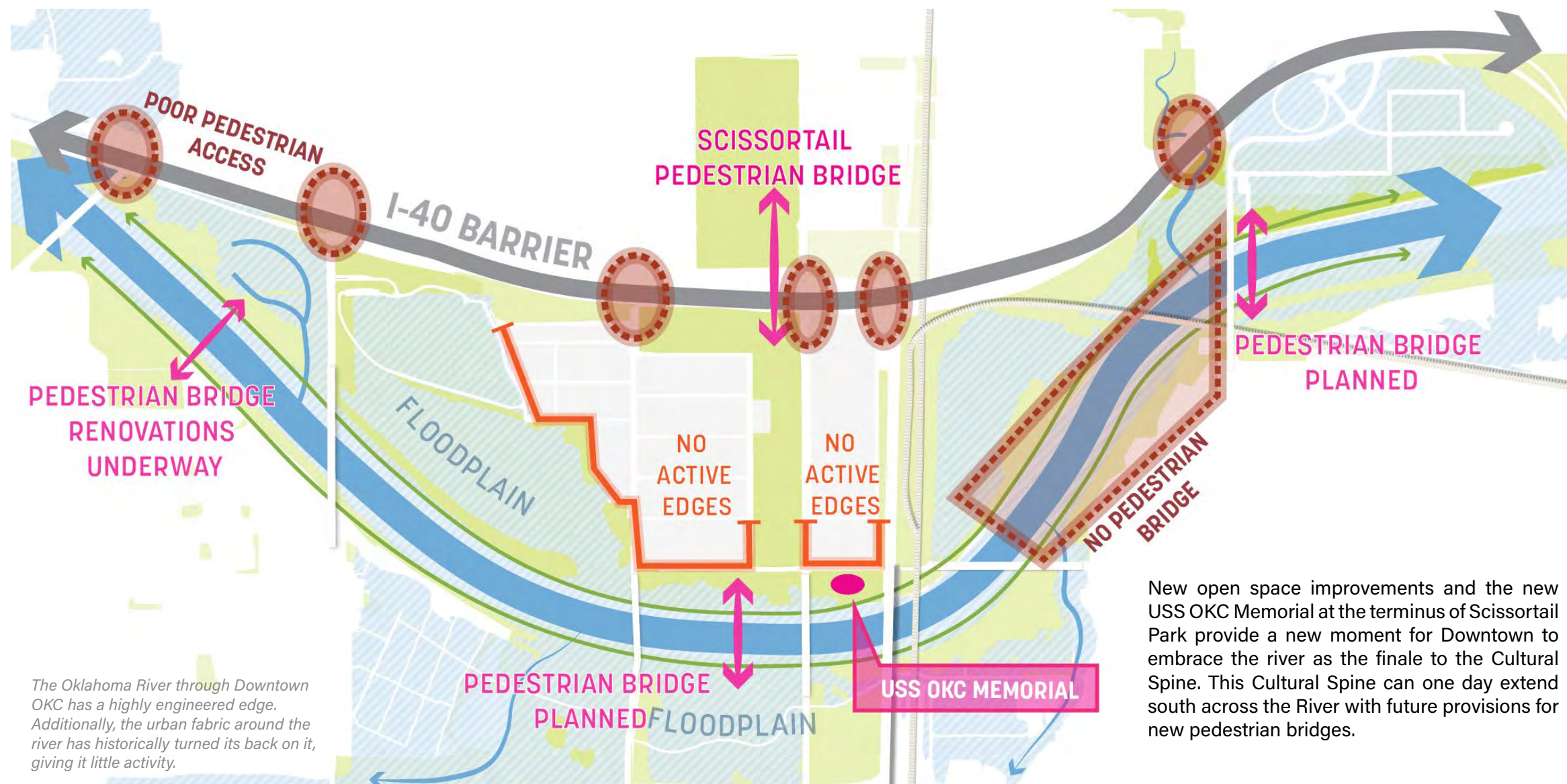
03 CONNECT DOWNTOWN TO THE RIVERFRONT

WHAT IS THE CHALLENGE?

- **ACCESS** - The waterfront lacks pedestrian-focused access to and across the river. I-40 is a huge barrier to the riverfront with few pleasant crossing opportunities for pedestrians. With only one non-ADA pedestrian-only bridge over the river, visitors cannot easily enjoy both sides of the riverfront in one visit. Limited crossings also hinder the multi-modal connection from the south side of the river into Downtown.
- **PROGRAMMING + ACTIVATION** - Once visitors get to the river, there is a lack of unique activities to pull visitors through the site. The majority of activities are more than 400 feet from the water edge, setting visitors away from the waterfront. New recreation opportunities should build off existing programmatic zones to create strong nodes of activity. Additionally, the riverfront lacks food and beverage options which would encourage visitors to linger. Additional study will be needed to understand floodplain considerations, but new development should be explored along the river's edge wherever possible.

- **ECOLOGY + HYDROLOGY** - The riverfront lacks ecological diversity and adequate retention zones. The monotonous, simple landscape is detrimental to the human experience, the wildlife habitat, and ecosystem functioning.

Coordination with the U.S. Army Corp of Engineers will be needed to understand what improvements are permitted and not permitted in the future.



New open space improvements and the new USS OKC Memorial at the terminus of Scissortail Park provide a new moment for Downtown to embrace the river as the finale to the Cultural Spine. This Cultural Spine can one day extend south across the River with future provisions for new pedestrian bridges.



The existing highly-engineered riverfront.



An existing historic railroad bridge is being reconstructed as a pedestrian bridge, which will enhance mobility around and along the river.



Existing underutilized land between the end of Scissortail Park and the river. The space is slated to be transformed with the new USS Oklahoma City Memorial slated to open in late 2026.

WHAT IS THE GOAL?

Establish an extended, connected, and ecologically enhanced riverfront that provides a natural escape for Downtown users. New trails and connections, along with new and reimagined parkland, will improve ecological diversity along the riverfront, enhance ecosystem functionality, and provide habitat for wildlife, while new development along its banks will extend the experience of Downtown to the river's edge.

► **ACCESS** - Create strong north/south connections to the riverfront from Downtown and from the south side of the river to the river. Create pedestrian-first connections over the river to unite the north and south riverbanks.

- **ECOLOGY** - Enhance ecological diversity along the riverbanks to increase ecological function and visitor experience while adhering to Army Corps regulations.
- **PROGRAMMING** - Offer a multitude of programs, activities, and food options for all ages and abilities along the riverfront so that it becomes a center of recreation and relaxation Downtown.
- **NODES** - Create nodes of activity along the riverfront with distinct landscape character to offer a range of experiences for visitors.
- **STORMWATER MANAGEMENT + RESILIENCE** - Enhance water detention capabilities along the riverbank for improved climate resilience.

As population density increases Downtown, new and enhanced open spaces will be increasingly critical for physical, mental, and social health of residents, and the Oklahoma River corridor is a local place for many of these improvements. New growth will also put pressure on existing infrastructure, forcing the need to get creative in how Downtown handles its stormwater. Additional wetland parks along the river's edge will serve as "sponge landscapes" to absorb water during floods, alleviating flood burden on nearby development areas and helping to solve localized stormwater challenges. All of these enhancements can and should provide additional recreation opportunities, including new trails, opportunities for water recreation, hiking, and birdwatching.



New improvements along the Oklahoma River can unlock the River as a connector of neighborhoods to and through Downtown and serve as a crown jewel open space asset for the entire City.

Improvements along the Oklahoma River should aim to address key challenges and achieve the following outcomes:

CREATE A DESTINATION LOOP TRAIL CONNECTING BOTH SIDES OF THE RIVER



By leveraging new and proposed bridges, a series of trail loops can become an outdoor recreation destination for the entire region.

BALANCE ACTIVE AND PASSIVE SPACES



With an open space area as vast as the riverfront, it will be critical for a diversity of experiences along its edge.

IMPROVE THE RIVER AS A WORKING SYSTEM



Changes to the Oklahoma River in the last several decades helped to mitigate localized flooding but damaged the river's health and ecology.

GETTING IT DONE

1. Leverage new bridges to create a new recreational loop around the river

Three pedestrian bridges across the river are currently planned or under construction. Leveraging these bridges to create a unique bike and pedestrian loop system will draw users to the waterside. The three bridges include a renovated trestle upstream from Western Avenue, a proposed bridge connecting the USS OKC Memorial Park to Wiley Post Park, and a new bridge adjacent to I-35. The bridges create a 6.5 mile loop system or two loops at 2.5 miles and 4 miles.



Proposed park and bike lane to improve connectivity across I-40.

CASE STUDY
Providence River
Pedestrian Bridge
Providence, RI



The Providence River Pedestrian Bridge, built in 2019 at a cost of \$21.9 million, transformed former highway infrastructure into a landmark public space that reconnects neighborhoods, spurs economic activity, and serves as a major civic and recreational destination.

2. Improve pedestrian connections over and under I-40 to the waterfront

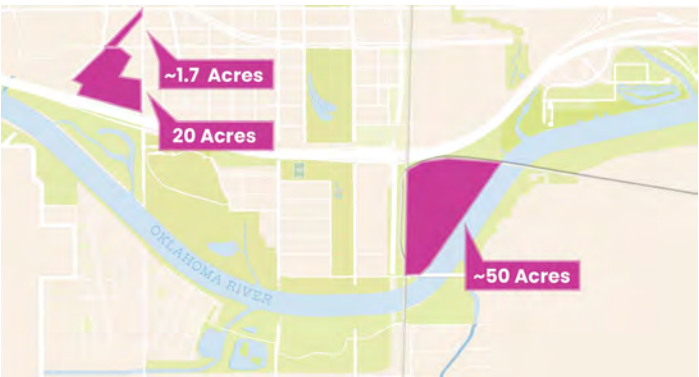
As the riverfront is transformed into a destination amenity, safe and easy access will continue to be increasingly necessary. Improve bike and pedestrian access through widened sidewalk and separated bike lane along the west side of South Western Avenue. This improvement will result in three strong crossings to the riverfront from the north side of I-40, South Western Ave, Scissortail Bridge, and an improved pedestrian experience along Bricktown.



Conceptual rendering of improvements to existing floodplain along the Oklahoma River, transforming these leftover areas into functioning recreational open space with opportunities for residential and commercial development.

3. Acquire waterfront land to serve as wetland park and detention basin

Many properties along the Oklahoma River’s edge are within the 100-Year FEMA floodplain and are thus undevelopable or very constrained. These vacant parcels are opportunities to expand the open space experience of the river, pulling that experience closer to the population center of Downtown. The City should explore strategic acquisition or partnership with property owners in the future to create a more robust open space network that can provide recreation space and help mitigate flooding, while allowing waterfron development when feasible.



Several key, flood-challenged parcels, should be explored for future acquisition.

CASE STUDY
William E. Clark Wetlands
Little Rock, AR



The William E. Clark Wetlands in Downtown Little Rock is a 13-acre restored wetland located along the Arkansas River. Developed as part of the Clinton Presidential Park, the wetlands transform a former drainage area into a thriving natural habitat. A raised boardwalk allows visitors to explore native plants, aquatic ecosystems, and wildlife. The site includes interpretive signage, observation areas, and pedestrian trails. The wetlands serve as both an environmental resource and a peaceful urban escape, demonstrating how ecological restoration can enhance an urban riverfront.

4. Create a key node of activity near the river's edge

Offering food and beverage options along the riverfront will extend the length of time that visitors stay and enjoy the waterside. The area between South Walker Street and Wheeler Park is well suited to provide these commercial options.

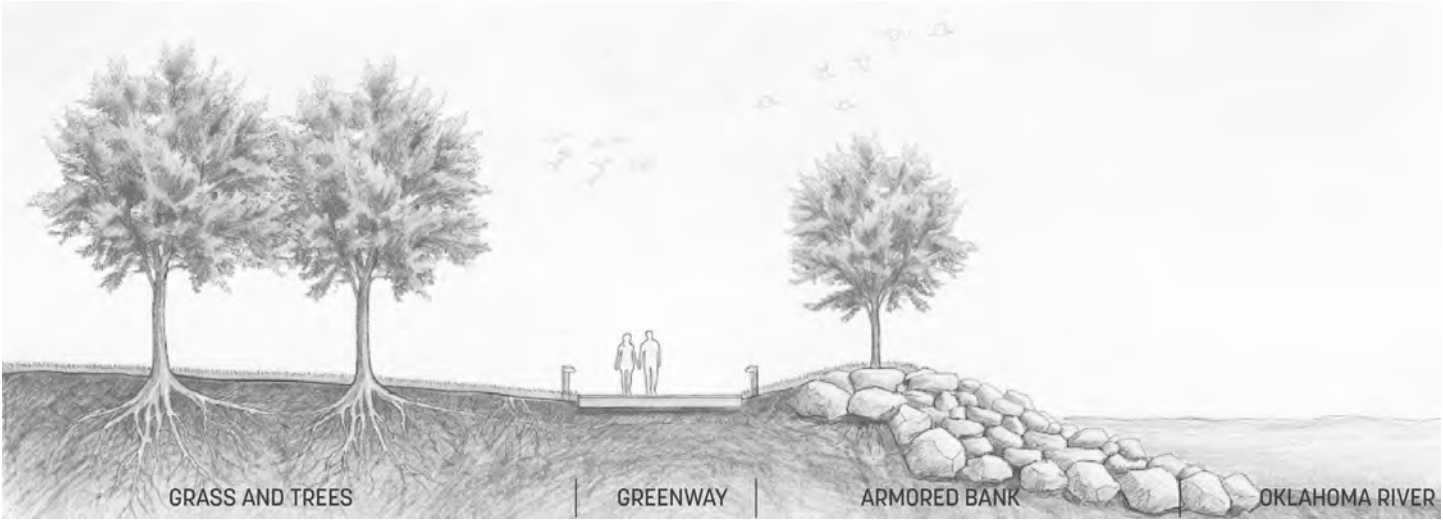
Reimagining existing public land in the area, including the existing highway-style off ramp from Western Avenue, will allow new restaurants to service visitors to Wheeler Park, south Scissortail Park, and the new USS Oklahoma City Memorial. Additionally, this node will connect to public transit lines, making it accessible from Downtown, creating a terminus and destination along the water's edge. Lastly, the potential to redevelop existing city-owned land nearby into residential while also encouraging infill housing in the Riverside neighborhood will help new retail and food and beverage offerings in the area thrive.

CASE STUDY
Scioto Mile Columbus, OH



Source: Landscape Performance Series

The Scioto Mile in Columbus, completed between 2011 and 2015 at a cost of roughly \$40-45 million, transformed the riverfront with parks, trails, fountains, and event spaces hosting concerts, festivals, and daily recreation while helping catalyze downtown revitalization. Anchored by destinations like Scioto Audubon Metro Park and Bicentennial Park, it also restored river ecology and improved flood protection.



Existing cross section of riverfront.



Proposed ecologically enhanced cross section for riverfront.

5. Enhance biodiversity along waterfront

The Oklahoma City Riverfront is an oversimplified landscape. Currently, the waterfront area is lawn dominant with a few trees and shrubs. Reintroducing a native prairie landscape will improve water quality as it drains to the river, increase water-holding capacity of the land, stabilize the soil during storm events, offer improved wildlife habitat, and enhance the visitor experience. The riverfront area is an opportunity to highlight the Cross Timbers mosaic that defines the ecoregion of Oklahoma City.



Source: City of Edmond
Arcadia Lake in Edmond, OK.



Conceptual rendering of a new retail-anchored node along the Oklahoma River near Walker Avenue. This new node could include a destination restaurant, new residential offerings, and a water taxi stop, providing a new activity zone along the water's edge.

6. Create intentional activity nodes that balance active and passive space along the riverfront

Currently, the only true riverfront activation on the north bank is in the Riversports Adventure area downstream of the Bricktown Canal. Creating riverfront nodes of activity will better utilize the amazing asset that is the Oklahoma River. Activity will increase recreational opportunities Downtown, encourage visits from those south of the river and Downtown, support local business, offer new community gathering spaces balanced with nature escapes, and encourage ease of walkability for enhanced health and quality of life.



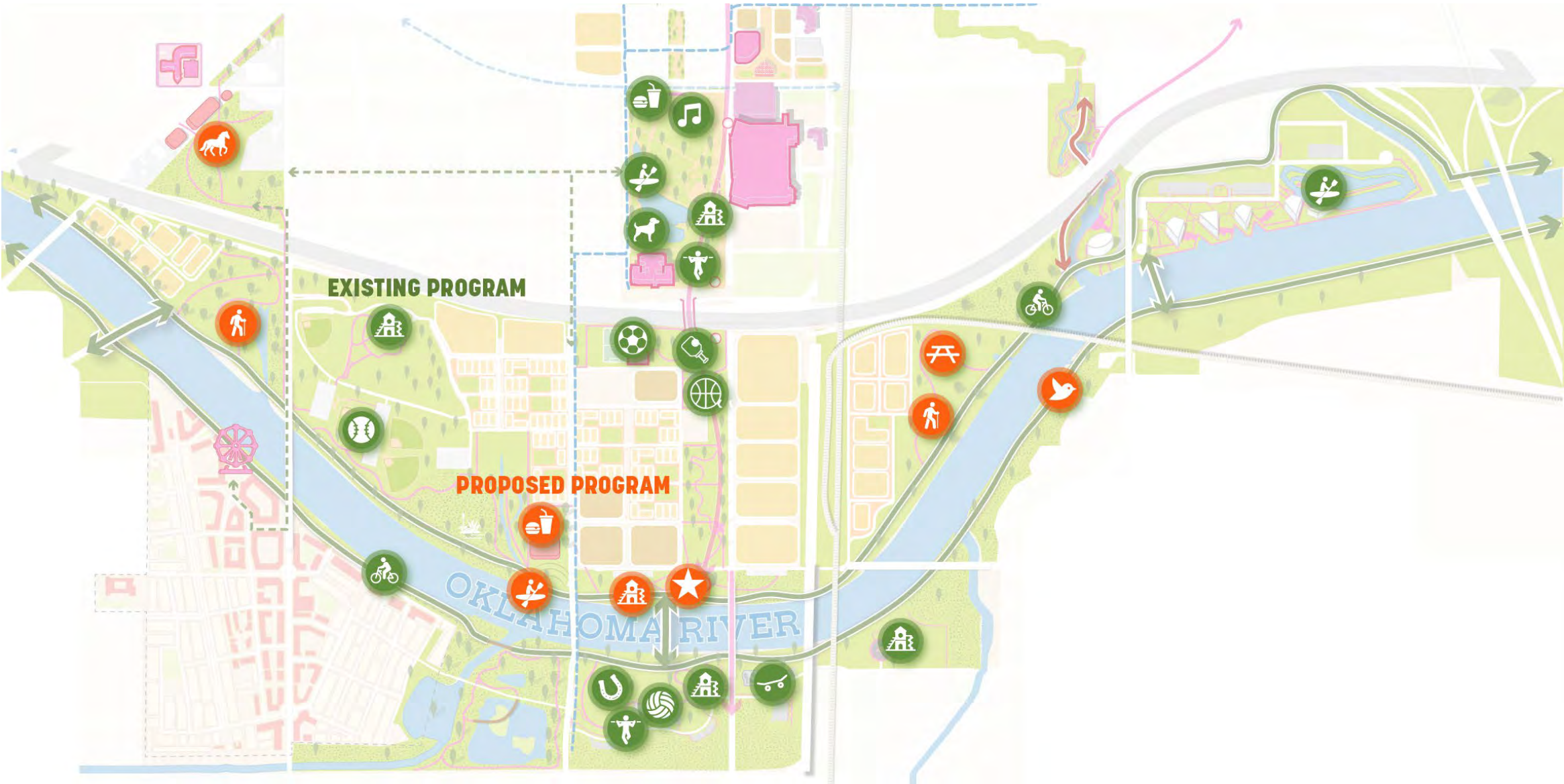
Source: Riverman Trail Rides
Horse riding along trails in Oklahoma.



Source: Terrain Magazine
Kayaking along the Mississippi Water River Trail in St. Louis, MO.



Source: State of Arkansas
Hiking on the William E. Clark Wetlands boardwalk in Little Rock, AR.



New park programming along the river will increase its desirability as a recreational destination.

EXISTING PROGRAM

- | | |
|------------|-----------------|
| Paddling | Outdoor Fitness |
| Cycling | Skate Park |
| Playground | Volleyball |
| Basketball | Horseshoes |
| Soccer | Pickleball |
| Baseball | Food / Beverage |
| Dog Park | Concert Venue |

PROPOSED PROGRAM

- | | |
|---------------|-------------------|
| Hiking | Paddling |
| Picnicking | Food / Beverage |
| Playground | Wetland Education |
| Birdwatching | Horseback Riding |
| Memorial Site | |



In the future, new infill development in the Riverside neighborhood and the completion of the Wheeler District on the south shore will create a thriving residential population around the river. New strategic infill of residential and commercial uses along its edges on city-owned land, where viable given floodplain constraints, can help to transform the Oklahoma River into a part of the Downtown experience.

CONCEPTUAL
RENDERING

04 EMPHASIZE HORIZONTAL DEVELOPMENT

WHAT IS THE CHALLENGE?

- ▶ The size of Downtown (3.5 square miles) is far larger than peer cities.
- ▶ There are large tracts of undeveloped land and surface parking in this area, presenting both a challenge and an opportunity.
- ▶ This land currently contributes little to the city's tax base or housing supply while fragmenting development patterns.
- ▶ Empty stretches of land create a lifeless and empty experience for users, making distances between destinations feel great and reducing connectivity between areas.
- ▶ Oklahoma City's strength has been affordability due to available land, but continual population growth will put pressure on remaining available land resources.

Oklahoma City's urban development pattern has been unique in that it has grown rapidly outward, leaving agricultural and unused land within city limits, creating long stretches of underutilized and vacant land that interrupt the continuity of the urban fabric and limit the City's ability to grow in a cohesive and productive way. This, combined with extensive urban renewal projects and the demolition of historic urban fabric in the heart of Downtown, has created a patchwork of districts with successful areas and vacant, underperforming areas.

Stitching together these areas and filling these gaps is critical for the health and growth of all of Downtown. Any development is better than no development, driving tax growth. Density can and should follow, but new infill of any scale is more important than tall, vertical development. Supporting thoughtful horizontal development can help address this pressure by opening new areas for residential growth, allowing the city to add housing while preserving the cost advantages that make it attractive to new residents and businesses.



Source: Google Earth



Source: Google Earth

Existing undeveloped land across Downtown.



Vacant land and surface parking are the primary land uses within Downtown today.

WHAT IS THE GOAL?

Strategically guide well-designed, lower density development to activate underutilized land, reducing perceptions of emptiness while expanding housing supply and preserving affordability.

- ▶ Reform existing regulations and policies that serve as barriers to residential infill to encourage the development of new low-rise residential neighborhoods on vacant land that can increase housing supply and help maintain affordability.
- ▶ Promote the conversion of vacant land or underutilized surface parking lots into residential or mixed-use developments while consolidating parking into more efficient structured facilities.
- ▶ Prioritize infrastructure upgrades to utilities, street networks, and public services in targeted growth areas to unlock land that may need these improvements but are unable to deliver the financial burden needed.
- ▶ Enhance capacity at the Alliance for Economic Development to support and expand infill on both public and privately-owned land.
- ▶ Support phased horizontal development strategies that allow large tracts of land to gradually transition into complete neighborhoods with housing, open space, and neighborhood-serving amenities.



Emphasizing horizontal urbanism will have positive impacts across all of Downtown, helping to drive infill residential development in areas with large amounts of vacant land. This will help to stitch together districts and destinations that feel disconnected while also creating new tax revenue for the City.

GETTING IT DONE

1. Upgrade infrastructure in key areas

In certain areas of Downtown, existing infrastructure, including stormwater, sanitary, and at-grade infrastructure, such as alleys and streets, are in poor condition and not conducive to new development. To reduce the financial burden for infill housing for smaller-scale development and to make these areas more attractive to future residents, the City should take a proactive approach and upgrade substandard infrastructure. Key areas of focus are Riverside, West Scissortail, and the Stadium District.



Source: The Oklahoman
The Wheeler District just south of Downtown is a medium density with a variety of housing types on narrow-width lots.

2. Increase capacity at the Alliance for Economic Development to assist delivery of new housing and development

The Alliance for Economic Development is a pre-existing quasi-governmental entity responsible for developing public land and helping to execute private land development details. That said, they are a small group with responsibility for all of OKC. Increasing capacity through a new dedicated Downtown-oriented staff position will ensure more efficient and effective development delivery in this area of the City. This new staff position should be responsible for:

- Taking the lead in executing housing development on publicly owned parcels through site-specific RFPs.
- Identifying high-impact disposition sites and work with appropriate entities to move those sites to development-readiness.
- Collaborating across agencies and departments to move projects efficiently from planning to implementation.
- Activating strategic land partnerships for vacant parcel development.
- Identifying key private landowners and creating targeted incentive programs—paired with infrastructure investments—to accelerate the transition of vacant land into productive residential development.

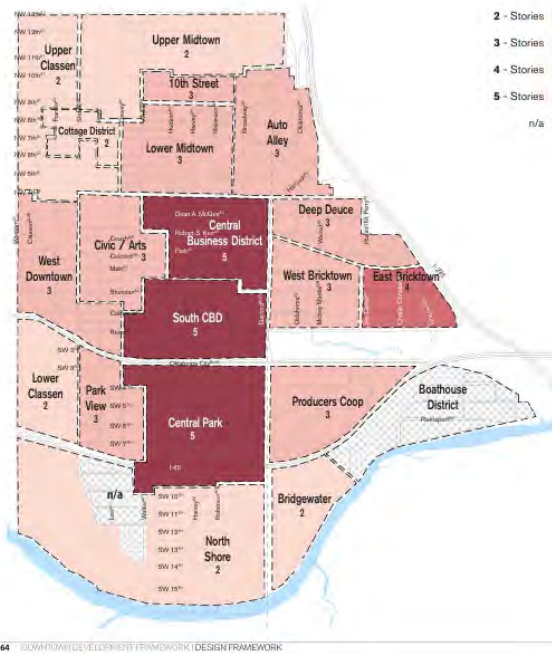
3. Reform existing regulations and policies

There are several key regulations that are hindering housing and infill Downtown. Amending these regulations is a simple step that will help unlock properties that are currently burdened. Key policies to review and amend include:

- Revise the Downtown Development Framework Standards, removing the 3- to 5-story development minimum from the Downtown Framework to allow greater flexibility in building scale and encourage broader participation in development.
- Revise Bricktown Core Development District Bulk Regulation to reduce the minimum height requirements of 3 stories/ 50' for West Bricktown and 4 stories/ 60' for East Bricktown
- Revise Downtown Design District Bulk Standards reducing minimum height requirements for 3 stories/ 50' for DBD and removing minimum height requirements for DTD-1 and DTD-2.

4.6 Minimum Height Guidelines

The vision for development established in the Development Framework means a more detailed examination of expected densities within each Character Subdistrict, as communicated through the number of stories. There are several areas of note: (1) Height guidelines for areas targeted for higher densities like the Central Business District, South CBD and Central Park are increased to a minimum of 5 (as opposed to 3 per the DBD minimum height requirement); and (2) the minimum height guidelines have been increased from 2 to 3 stories in areas of the Downtown Transitional Districts.



Existing Minimum Height Guidelines from the Downtown Development Framework.

- Establish pre-approved residential development plans. This reduces the cost and timeline for delivering infill, shaving months off delivery schedules and reducing the cost of development.
- Change minimum single-family lot width standards. Currently, lower-scale residential zoning districts in OKC have a minimum lot-width requirement that prohibits housing typologies such as townhomes and narrow-lot single family that only need 25' wide lots.
- Explore permitting single-stair residential multifamily typologies to unlock smaller properties in the urban core.

CASE STUDY
3CDC Cincinnati, OH



The Cincinnati Center City Development Corp. (3CDC) is a non-profit corporation focused on strengthening Downtown Cincinnati. 3CDC's operations are funded privately through corporate contributions, management fees, and below-market developer fees. Today, nearly 30 corporate leaders make up 3CDC's Board of Directors. Other partners include the City of Cincinnati, the State of Ohio, etc.

3CDC's goals include creating and managing great civic spaces, creating high density/mixed-use development, preserving historic structures, improving streetscapes, and creating diverse, mixed-income neighborhoods supported by local business. Real estate development projects range from civic spaces to residential to commercial and office but all work towards developing a more vibrant urban core. Since its start in 2004, more than \$2 billion has been invested in redevelopment and new construction projects involving 3CDC in the downtown area.

CASE STUDY
Permit-Ready Building Program Fayetteville, AR



The Permit-Ready Building Design Program in Fayetteville, Arkansas is an innovative approach to streamlining residential development and expanding housing supply. Launched as part of the city's long-range planning efforts, the program provides a catalog of more than 30 pre-approved architectural designs for housing types such as single-family homes, duplexes, townhomes, and accessory dwelling units. These plans are reviewed in advance by the city, allowing builders and property owners to bypass much of the traditional design and approval process. As a result, the program reduces both the time and cost of securing permits, since users can select plans for free and submit them directly for approval with fewer revisions. Initially focused on downtown and Walker Park neighborhoods, the initiative promotes context-sensitive infill development that aligns with existing neighborhood character while increasing housing variety.

4. Establish a housing typology toolkit

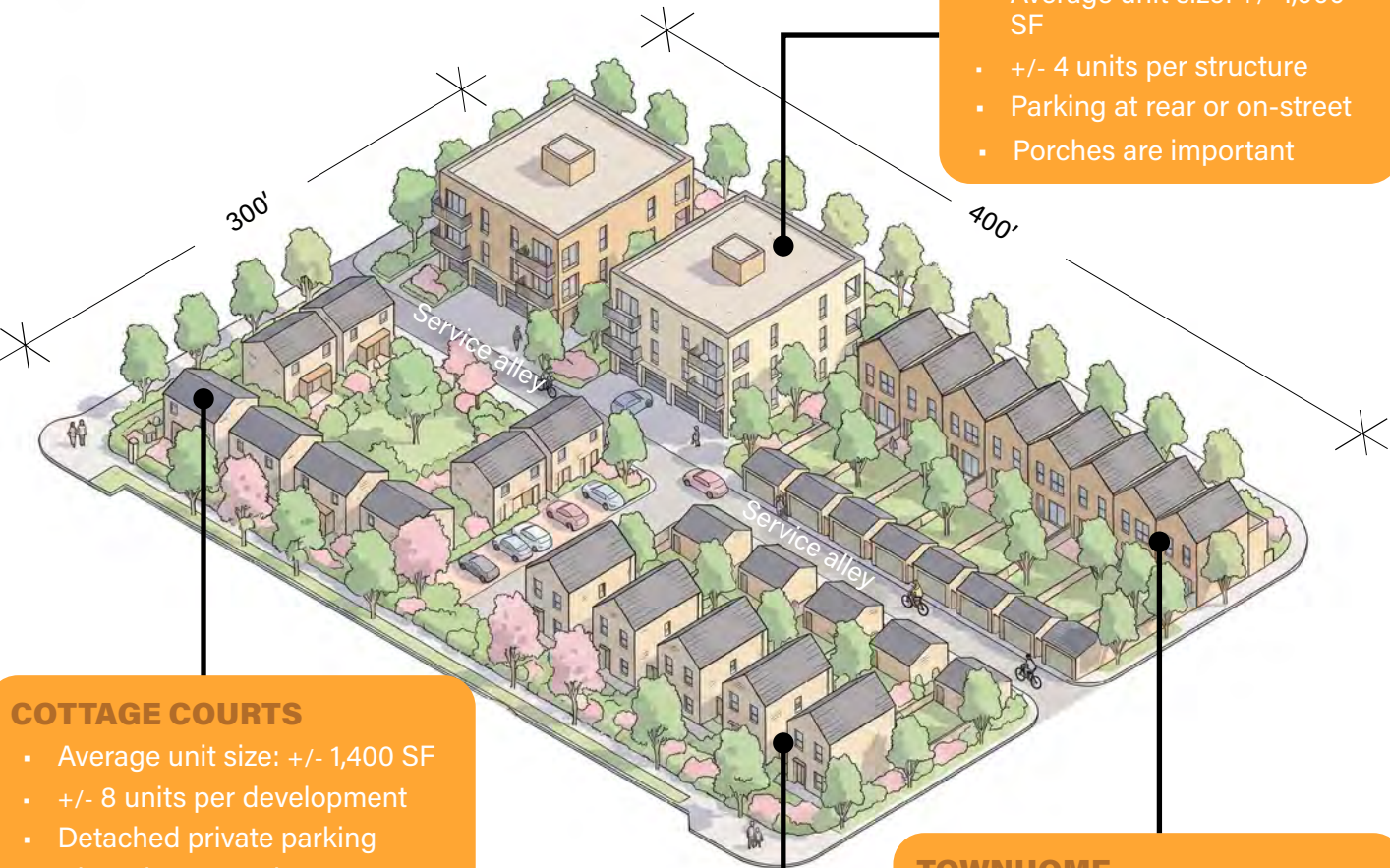
Develop a clear Housing Typology Toolkit of prioritized housing types and explore an expedited permitting pathway to accelerate their design, review, and construction. Critical to the success of delivering new housing Downtown will be to have a diversity of housing typologies. This will ensure a variety of price points and family types that may one day call Downtown home. Traditionally, Downtown has largely delivered multifamily units with support of financial incentives. While that will still be important, having smaller-scale infill housing options will help to drive infill on vacant land and create a more interesting neighborhood character and scale over time. The following eight housing typologies are some of the main options that should be promoted and explored.

WHAT IS A HOUSING TYPOLOGY TOOLKIT?

A housing typology toolkit is a non-regulatory guide that illustrates desired housing and development types, urban design best practices, and key development considerations. It provides guidance, metrics, and examples to help cities, developers, and partners align new projects with community goals while serving as a tool to advocate for and attract high-quality development.

QUADPLEX

- Average unit size: +/- 1,000 SF
- +/- 4 units per structure
- Parking at rear or on-street
- Porches are important



COTTAGE COURTS

- Average unit size: +/- 1,400 SF
- +/- 8 units per development
- Detached private parking
- Shared courtyard

NARROW LOT SINGLE-FAMILY

- Average unit size: +/- 1,800 SF
- +/- 5 units per development
- Detached private garage parking
- Private yard

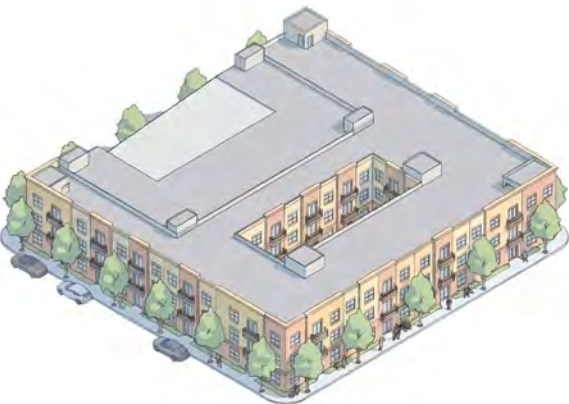
TOWNHOME

- Average unit size: +/- 1,500 SF
- +/- 8 units per development
- Private garage parking off alley
- Private yard optional



GARDEN APARTMENTS

- Average unit size: +/- 900 SF
- +/- 50 - 200 units per development
- Shared common spaces
- Private surface parking
- Ground level residential stoops and direct access from street highly recommended



TEXAS DONUT

- Average unit size: +/- 900 SF
- +/- 200-300 units per development
- Private parking garage
- 4 to 6 level wood structure wrapped around a concrete parking garage
- Ground level retail and amenity spaces recommended on key corridors
- Ground level residential stoops and direct access from street highly recommended wherever possible



4 OVER 1

- Average unit size: +/- 900 SF
- +/- 125-200 units per development
- Private parking garage
- 4 levels of wood construction over one level of concrete parking podium construction
- Ground level retail and amenity spaces recommended on key corridors
- Ground level residential stoops and direct access from street highly recommended wherever possible



5 OVER 2

- Average unit size: +/- 900 SF
- +/- 150-250 units per development
- Private parking garage
- 5 levels of wood construction over two levels of concrete parking podium construction
- Ground level retail and amenity spaces recommended on key corridors
- Ground level residential stoops and direct access from street highly recommended wherever possible



TODAY
+/- 6,000
HOUSING
UNITS



HOUSING MARKET ANALYSIS

Currently, Downtown has approximately 6,000 housing units, with slightly over 10,000 residents. While the residential population Downtown has doubled in the last fifteen years, the overall population density (+/- 2,900 people per square mile) still lags far behind peer cities. In order to drive the kind of vibrancy and daily-life retail desired, it will be critical to substantially grow this population. Fortunately, with the large amount of vacant and underutilized land, there is ample room for future growth. Assuming that development never exceeds seven stories in height (which is all that is feasible from a price and market conditions perspective today), there is an opportunity to add 5,000 new housing units, or roughly 10,000 new residents, in the next fifteen years. This should be a mix of housing types, from single-family homes to mixed-use apartments. That would still leave room for additional growth, with ample space for an additional 12,000 new units to be added on just vacant land and surface parking lots by 2060 or beyond.



Multifamily dominates housing market

Most housing options Downtown are multifamily today, but these projects are slowing down as it is challenging to make deals pencil without public assistance.



Growing demand for single-family

Single-family development is occurring more frequently just outside of Downtown and is gaining traction Downtown in Riverside, Deep Deuce, and Midtown.

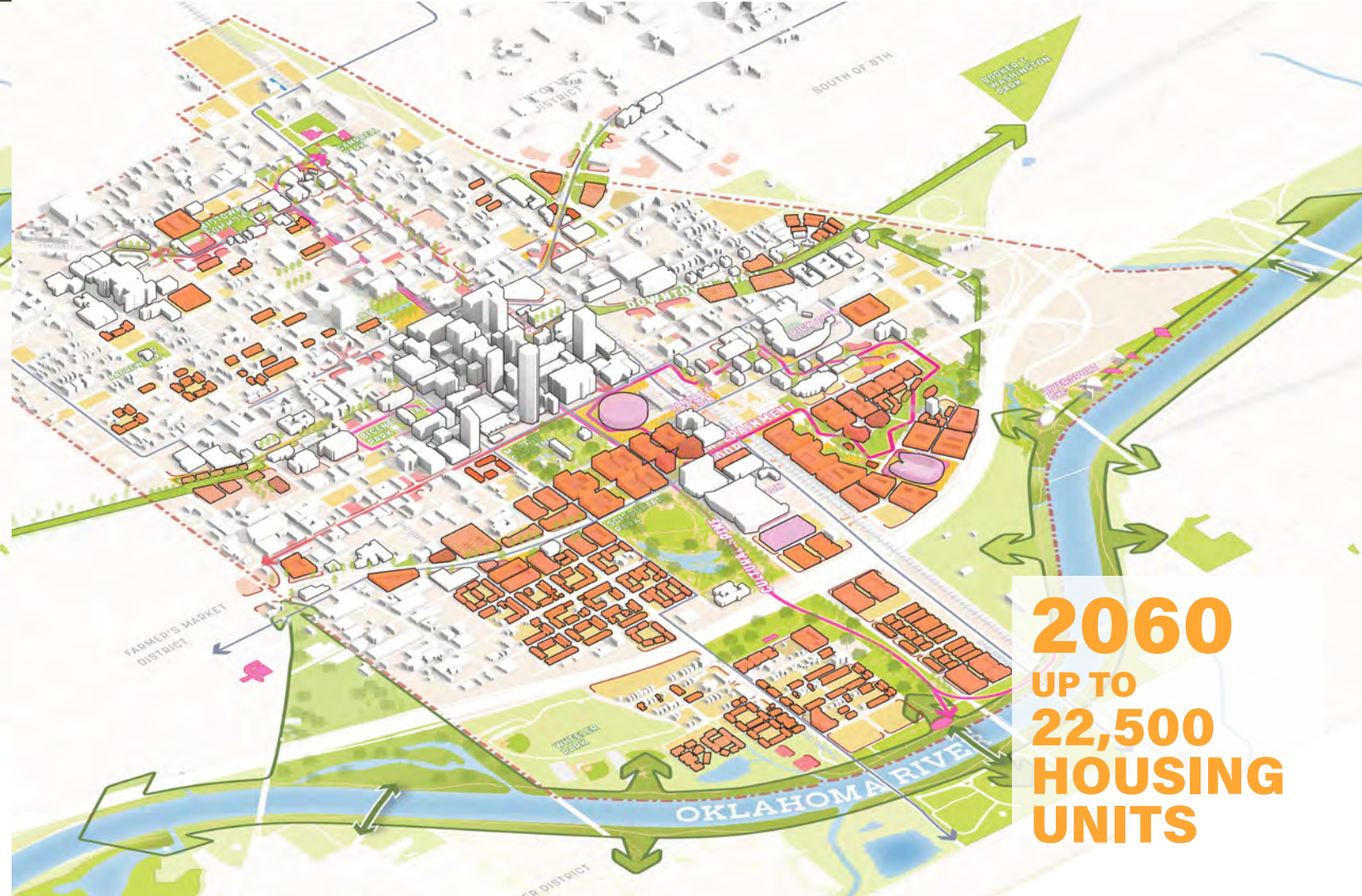


Demand for diverse housing product types

There is demand for diverse housing product types Downtown, such as missing middle housing. By 2040, Downtown should add 600 single-family (attached and detached) and 4,300-4,800 multifamily units.



2040
+/- 10,500
HOUSING
UNITS



2060
UP TO
22,500
HOUSING
UNITS

05 DEVELOP PUBLIC LAND

WHAT IS THE CHALLENGE?

- ▶ There are over 70 acres of publicly-owned vacant land Downtown.
- ▶ Vacant public land generates no tax revenue and detracts from the experience of being Downtown by reinforcing the emptiness and distances between destinations.
- ▶ Much of this vacant public land is located adjacent to park spaces and in vibrant areas, detracting from instead of contributing to those districts.
- ▶ Public agencies can and should be the change they hope to see in Downtown by leading the effort to reimagine their properties.



Downtown has ample vacant publicly-owned land that can be leveraged for infill development.

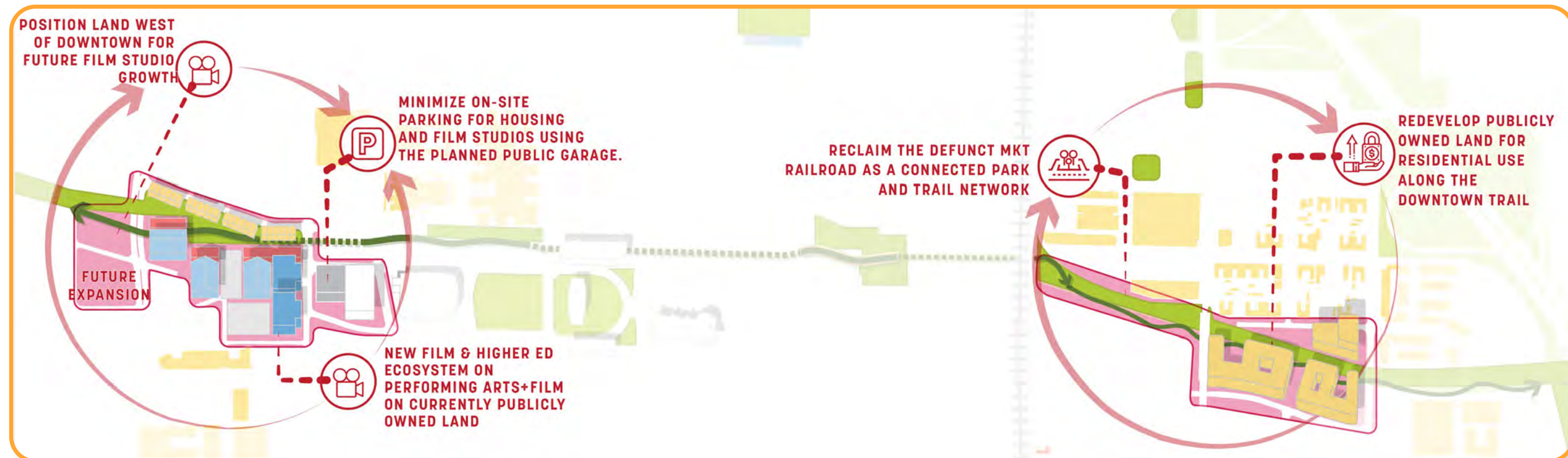
WHAT IS THE GOAL?

Leverage publicly-owned land to help drive catalytic change through infill redevelopment that delivers new housing, employment opportunities, and cultural and daily life amenities for Downtown users.

- ▶ Conduct a property prioritization of all properties in Downtown to identify the highest candidates for redevelopment. This should include excess right-of-way.
- ▶ Initiate conversations with other public agencies including the County, State, and ODOT to identify other public lands that may be available for disposition.
- ▶ Establish a formalized process for disposing of and redeveloping identified properties, with key criteria for new development.



Existing underutilized surface parking lot in Bricktown, adjacent to the Ballpark.



Key to the success of redeveloping publicly-owned land into tax generating mixed-use development is identifying priority sites that will catalyze adjacent privately-owned properties and be part of large infrastructure and programming moves. Two key sites that should be prioritized are existing surface parking lots in Bricktown and the Oklahoma County Jail Site.

GETTING IT DONE

1. Conduct a City of OKC Property Prioritization for Disposition Study

Of the City of Oklahoma City-owned land Downtown, roughly 60 acres are undeveloped or underutilized. Many of these sites provide an opportunity for the City to be a leader to delivering high-quality, walkable, mixed-use development in the core of the City. But various properties may make more sense than others for a number of reasons, including potential future uses, adjacent uses, necessary infrastructure upgrades, and environmental conditions.

In order to determine which properties are most viable, it is first essential for the City to conduct an internal audit and analysis of their properties as a part of a property prioritization study. This will allow the highest priority sites to be identified and advanced first.

Sites that align with recommendations in this plan and have the potential to be most catalytic should be the first to advance. Several key sites that should be explored in greater detail are highlighted below.

POTENTIAL SITES

Bricktown Parking Lot A



Bricktown Parking Lot B



Oklahoma County Jail

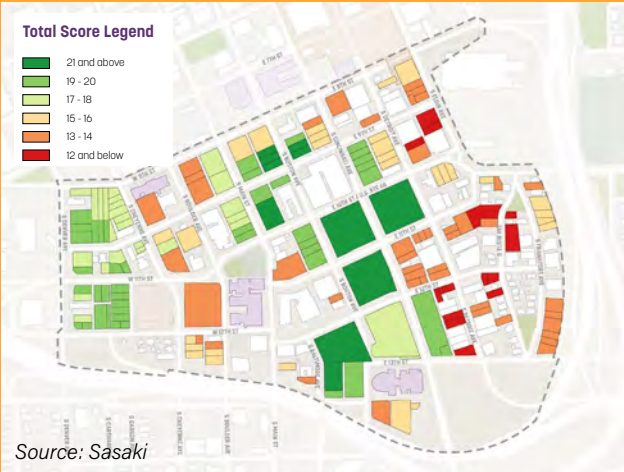


Potential sites for a property prioritization for disposition study include the Oklahoma County Jail site and two surface parking lots in Bricktown.



The Oklahoma County Jail (above) and Bricktown Parking Lot A (below).

CASE STUDY
Tulsa Cathedral District
Predevelopment Study Tulsa, OK



As a part of the Downtown Tulsa Cathedral District Pre-Development Plan, the Downtown Tulsa Partnership developed a Decision-Making Priority Framework to help to score and prioritize sites for redevelopment, including prioritizing receiving public dollars. The Plan outlined key criteria that the City and Downtown Tulsa Partnership could use to evaluate how important different pieces of land were for redevelopment, including location in the neighborhood, ownership willingness to redevelop, current land uses, and the size and shape of each property.

2. Initiate conversations with other public agencies to identify other public lands that may be available for disposition

Beyond the City of Oklahoma City, many other public entities own land Downtown, including the County and the State. This land presents opportunities for future development that may help those agencies achieve their goals or dispose of a property they no longer need. Initiating conversations with these public agencies is key, as each may desire to undergo their own disposition prioritization process. It may be important for the City or a quasi-governmental development entity to support those agencies, as needed, in this endeavor.

3. Establish a formalized process for disposition

Once key sites have been identified, it will be critical for City departments and other agencies to follow a streamlined process. This process will ensure that there are clear expectations for those groups or future private groups they may team with to deliver new development. A potential process is outlined to the right.

POTENTIAL DISPOSITION PROCESS

- 1 Create a vision for key sites (including support from broader public, community groups, and adjacent property owners). This should include both design and development goals and key community benefits redevelopment aims to achieve.
- 2 Conduct initial due diligence to know what it takes to create a development-ready site.
- 3 Create a development-ready site (negotiate rights to any necessary adjacent sites that aren't City-owned) and identify funding source for extraordinary costs.
- 4 Create entitlement framework for the vision, leading any necessary changes (zoning, platting, etc) prior to public procurement.
- 5 Release RFQ/P for each site, either one individual RFP/Q per site or one for a batch of sites. RFPs can include requirements such as types of development, affordable housing and improved urban design.
- 6 Developers submit proposals for how they would develop that property.
- 7 Public entity selects the preferred winner that best meets the criteria outlined in the RFP. Public entity should explore sale/ lease-back of land for below market-value to improve project feasibility. Property would need to be transferred to URA.
- 8 Property is redeveloped, contributing to new development Downtown.

06 DELIVER NEIGHBORHOOD SERVING AMENITIES

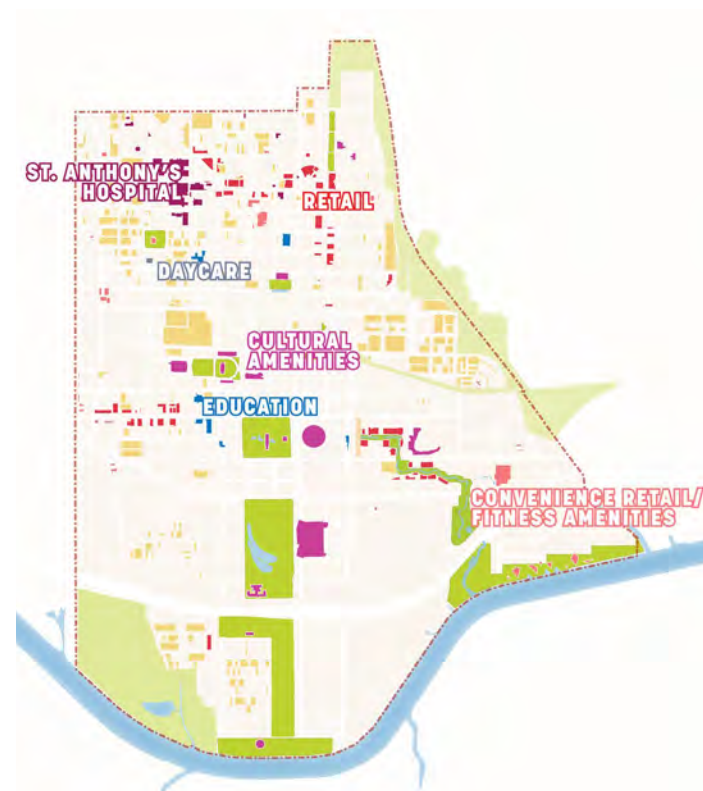


Source: New Markets



Source: Visit Oklahoma City

St. Anthony's Hospital (top), Automobile Alley retail and dining (bottom).



Map of existing neighborhood serving amenities.

WHAT IS THE CHALLENGE?

- ▶ Downtown has a growing residential population but a lack of quality daily-life retail and amenities, detracting from its viability as a high quality-of-life neighborhood.
- ▶ Through community engagement, the need for a Downtown grocery store and other daily retail needs was identified as a top priority.
- ▶ Additional lacking amenities include childcare options, K-12 and Higher Education opportunities, and outdoor recreation programming.
- ▶ Although some of these daily life needs exist sporadically, they are not well located, making access difficult for residents in different corners of Downtown.

Downtown has doubled its residential population in the last decade, and as a part of that, has seen growth in retail and restaurants. Unfortunately, it has not seen new key daily life retail amenities, such as a grocery store, pharmacy, and corner stores. While the key to growing the retail market is new residential population, it may be critical to incentivize key daily life amenities to expand into the Downtown market. The lack of these key amenities was cited by the community as a key reason for not wanting to live Downtown, and thus the residential market may be hindered by these missing amenities.

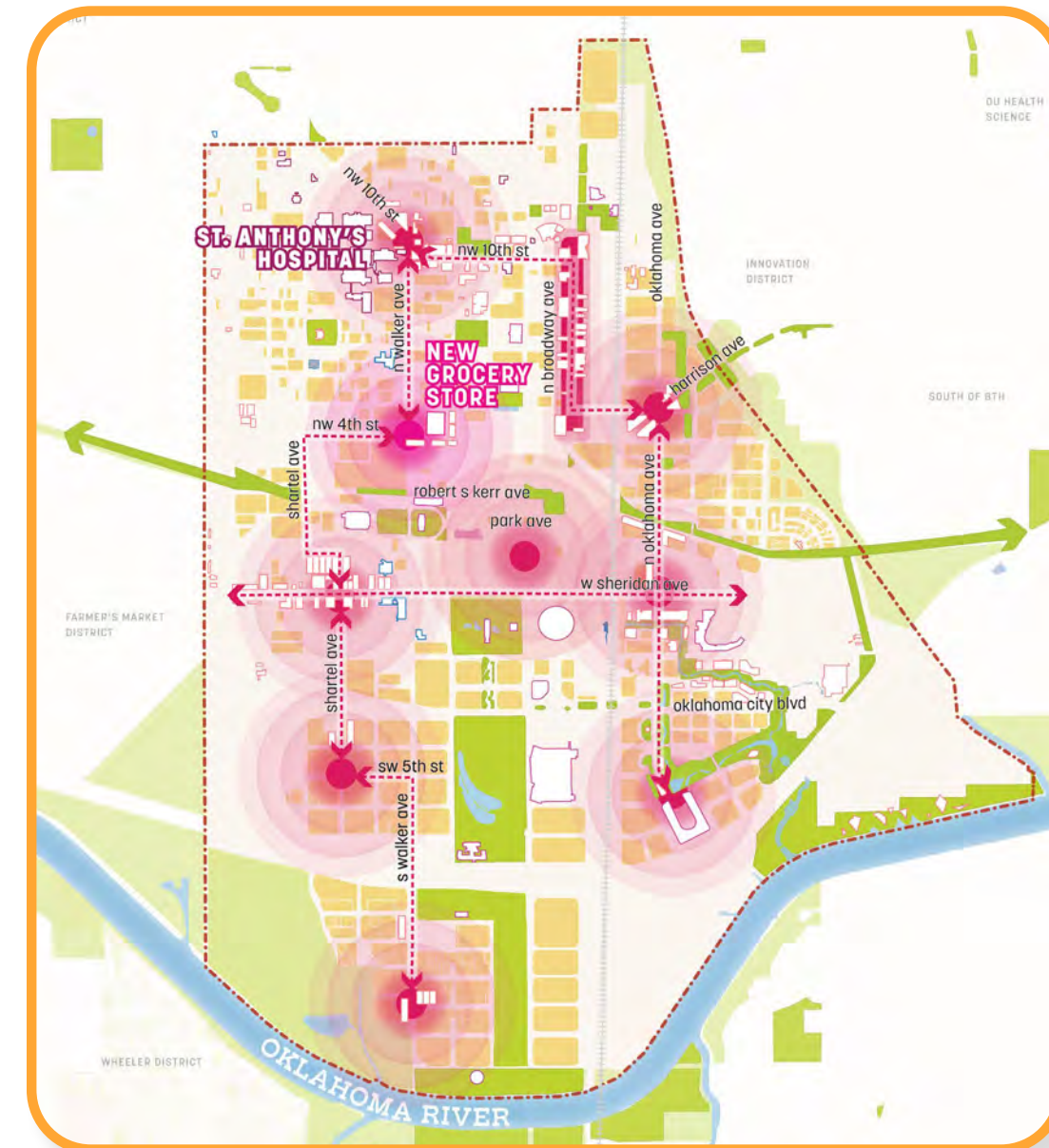


Source: Homes.com

John Rex Charter Elementary School.

WHAT IS THE GOAL?

- ▶ Improve quality of life for all Downtown users by providing essential daily life needs, including retail, recreation, mobility, employment, and education, within close proximity to places that people live, work, and visit.
- ▶ Establish a program that encourages and incentivizes critical daily life needs in key locations, provisioning opportunities for new neighborhood nodes in the future when new areas more fully develop.
- ▶ Deliver a new Downtown grocery store centrally located to existing and future residential areas.



Essential to the success of the districts within Downtown OKC is for each to have essential daily-life needs within walking distance, while ensuring that the entire Downtown has larger daily-life needs, such as schools, childcare, and a grocery store, that service the entire area. These large-scale daily-life amenities should be centrally located and near transit wherever possible.

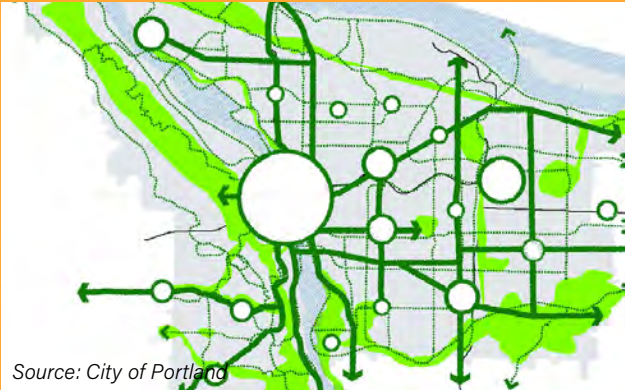
This map highlights locations of existing and potential future neighborhood hearts, including:

- West Sheridan in West Village
- Broadway in Automobile Alley
- Park Avenue in City Center
- 10th Street in Midtown
- Stadium District
- West Scissortail
- Riverside
- "Six Points" on Harrison Avenue near Deep Deuce

GETTING IT DONE

CASE STUDY

20 Minute Neighborhood Program Portland, OR



Source: City of Portland

Rooted in the city's broader commitment to sustainability and livability, the 20-Minute Neighborhood Program builds on decades of investments in compact development, mixed-use zoning, and multimodal transportation. The initiative aligns closely with policies from Portland Bureau of Planning and Sustainability, which identified that a majority of residents already live in areas meeting many 20-minute criteria. Efforts have focused on filling gaps in underserved neighborhoods by improving access to healthy food, expanding safe pedestrian and bicycle infrastructure, and encouraging small-scale commercial development. Key strategies include enhancing neighborhood greenways, supporting local business districts, and prioritizing equitable investments in East Portland, where historic disparities in infrastructure and services exist. The program also integrates with climate action goals by reducing reliance on automobiles and lowering greenhouse gas emissions.

1. Improve existing neighborhood hearts

Downtown OKC already has several areas that are functioning as neighborhood hearts for their immediate vicinities. These include:

- West Sheridan in West Village
- Broadway in Automobile Alley
- Park Avenue in City Center
- 10th Street in Midtown

Each of these locations has some daily-needs retail and function as locations for the surrounding area to shop and gather. That said, each can be enhanced and bolstered to ensure that there are the right amenities for a growing residential population. These neighborhood hearts should focus on the kinds of retail, public realm, and infrastructure improvements that can be accessed within a 5-minute walk. Some of these areas may also provide more district-wide serving (15-minute) amenities.

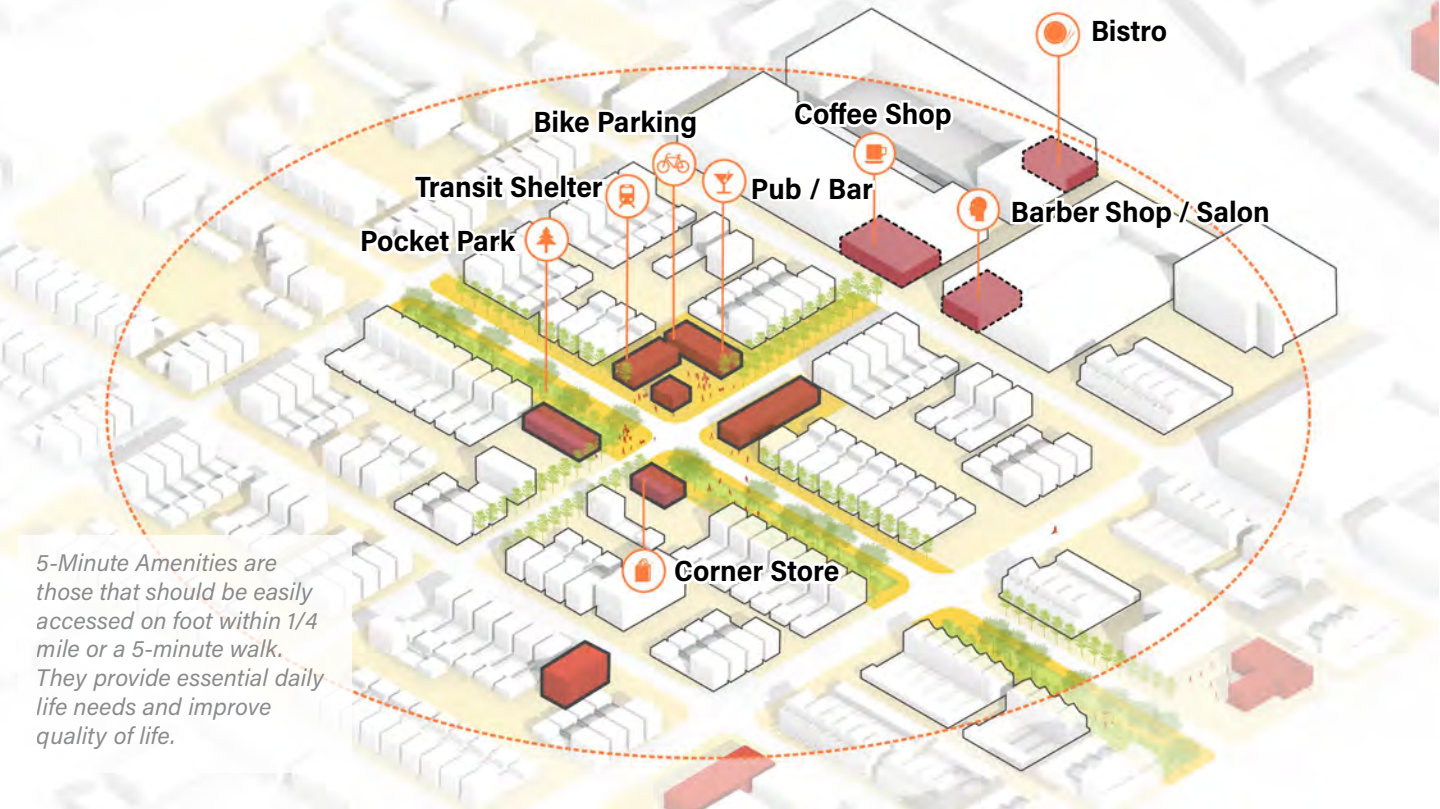
2. Encourage new neighborhood hearts in key locations

In some parts of Downtown, establishing neighborhood hearts will not make sense until those areas more fully develop. Thus, establishing neighborhood hearts at central, key locations will be essential to support those areas to gain momentum and grow. Key locations where future neighborhood hearts likely make sense include:

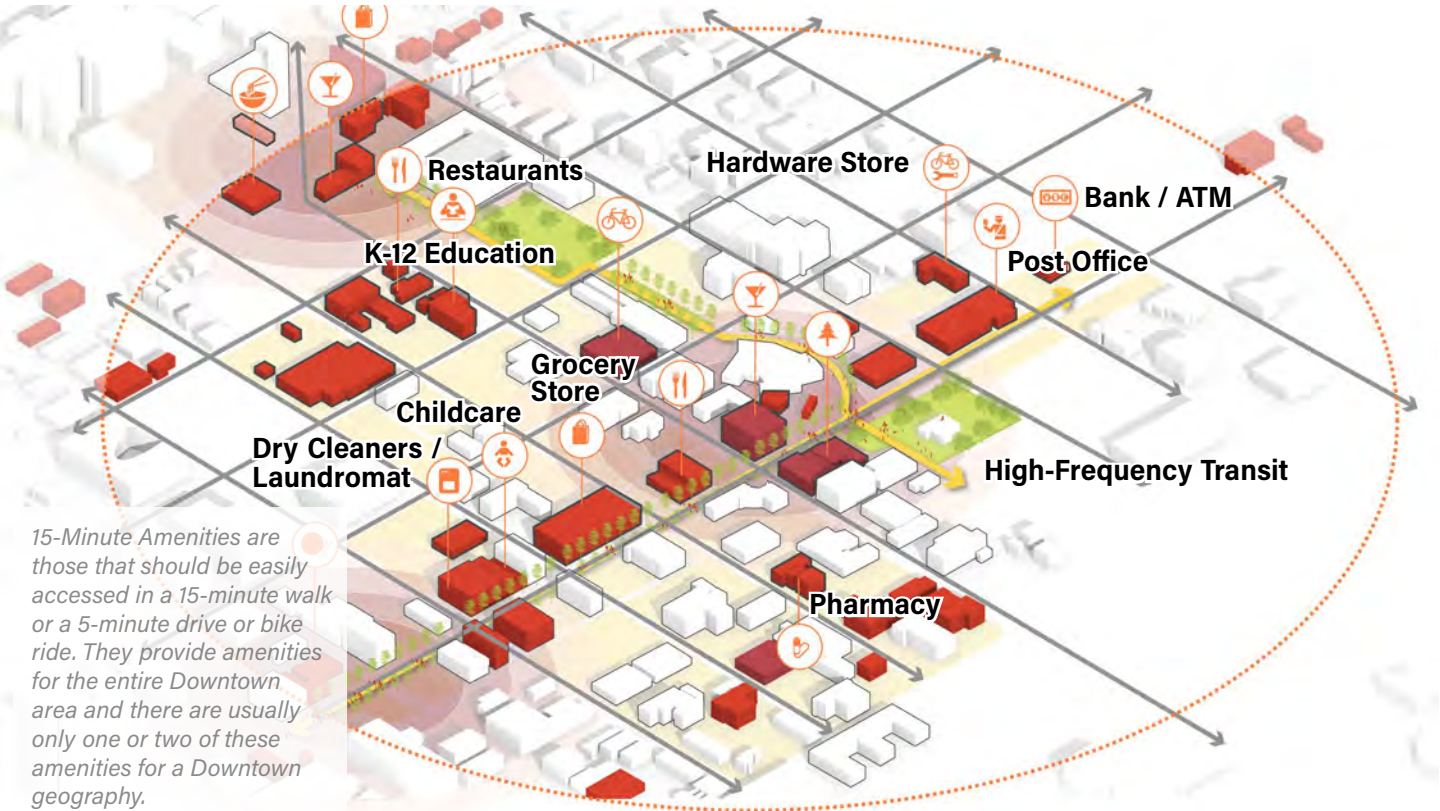
- Stadium District
- West Scissortail
- Riverside
- "Six Points" on Harrison Avenue near Deep Deuce

At each of these locations, infrastructure improvements for sidewalks and infill will be important. New gathering spaces such as pocket parks may be important, depending on the context. Financial incentives and tools (See Strategy 14) may also be applicable, depending on the context.

☕ 5-MINUTE AMENITIES



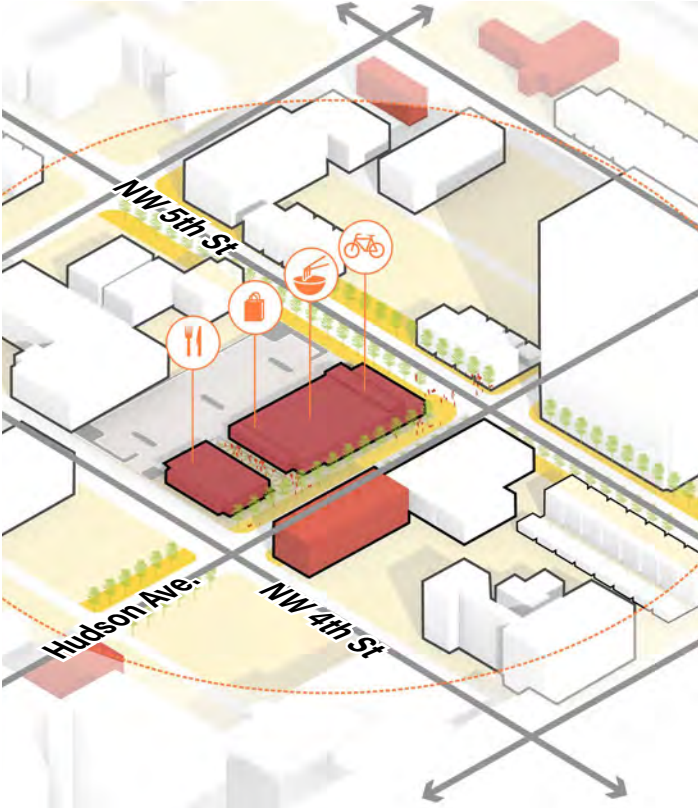
🛒 15-MINUTE AMENITIES



3. Deliver a new Downtown grocery store

One of the highest priorities heard from Downtown community engagement is the need for a Downtown grocery store. The lack of a grocery store is hindering potential residential growth in Downtown. Grocery stores follow rooftops and there are not enough residents Downtown for a full-service grocer at this time. That said, there are various incentives that the City can lead that may attract a new grocer sooner than later.

One key strategy is leveraging existing city-owned land to be the site for a new grocer. A prime site is the current EMBARK transit center, as the current transit center is slated to be relocated in the future. By offloading the land through public-private partnership at far below market value, the economics of the project will be supported. Furthermore, this location is centrally located within Downtown, is located along high-frequency transit, including the streetcar, and could serve as a catalyst for infill development in the area between Midtown and City Center. The site can easily fit a 20,000 square foot grocer, additional retail, and surface parking, making the project economically viable in the near future as residential growth continues.



The EMBARK Transit Center at 4th and Hudson could provide a centrally located grocer location for Downtown's current and future residents. A conceptual rendering and site plan (right) highlight how this redeveloped site might look.



Grocery stores tend to have 10,000 residents or more within a 5-minute drive.



Currently, Downtown is highly underserved by grocers, with the nearest, Homeland, lying north of Downtown. There are 14,110 residents within a 5 minute drive of the EMBARK Transit Center site. This site could fill a missing gap within all of OKC.



07 ENHANCE CONNECTIONS ACROSS I-235



Source: Google Earth

The existing gateway into Downtown Oklahoma City along Harrison Avenue is not a memorable experience.



I-235 serve as a significant barrier, isolating historic neighborhoods from jobs and opportunities Downtown.

WHAT IS THE CHALLENGE?

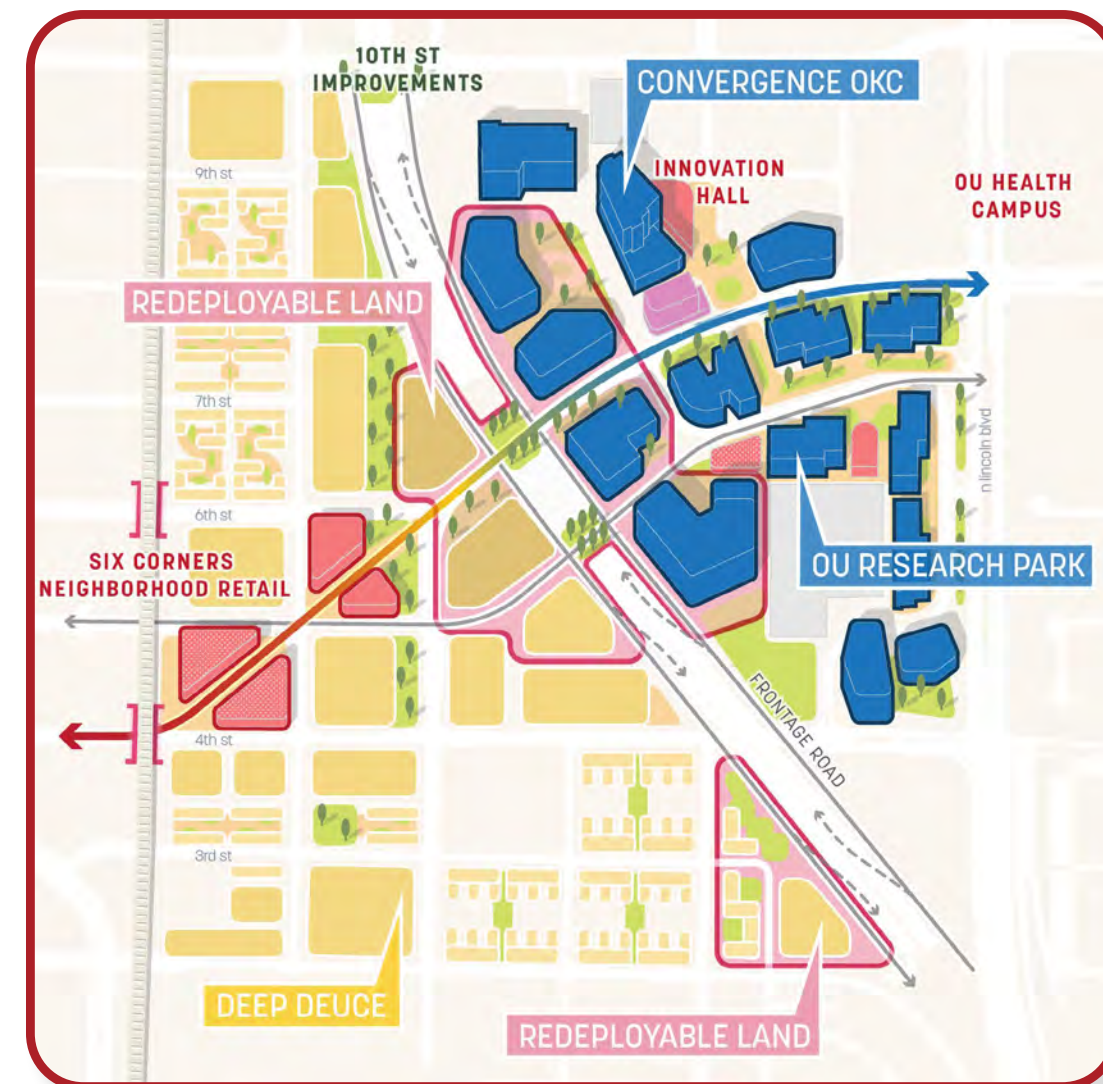
- ▶ I-235 creates physical and psychological barriers, reducing walkability and interactions between Downtown with the OU Health Science campus, the Innovation District, and nearby neighborhoods.
- ▶ Existing on/off ramp infrastructure consumes large land areas and creates irregular parcels that are difficult to develop efficiently.
- ▶ The construction of I-235 has created and reinforced inequities in access and development outcomes for neighborhoods to the east.
- ▶ I-235 creates environmental and quality-of-life impacts, including noise, air pollution, and stormwater runoff, which make adjacent development less desirable unless mitigated.

OU Health Sciences and the Innovation District are major investments and anchors for OKC's economy and should contribute directly to Downtown's success. Unfortunately, I-235 creates a great barrier that isolates them from Downtown. The freeway, constructed in the 1980's, no longer meets modern highway engineering standards, consumes dozens of acres of land, and makes non-vehicular movement highly challenging. Even if the actual distance is short, wide roadways, high speeds, limited crossings, and ramp geometry make it difficult for pedestrians and cyclists to move safely between housing and employment areas. This separation weakens the ability to create a true mixed-use Downtown, where residents can easily access jobs, services, and amenities without relying on a vehicle.

As a result of the freeway's construction, there are numerous fragmented edges, excess surface parking, and inactive ground floors along the corridor—conditions that undermine urban vitality and reduce land productivity. Without intentional coordination, growth on each side of the freeway may reinforce car dependency rather than encourage a cohesive, walkable district. Overcoming this barrier will result in an economically stronger Downtown and support growth and success for both sides of the freeway.

WHAT IS THE GOAL?

- Connect the Innovation and Medical Districts and adjacent housing to Downtown by implementing new and enhanced existing crossings over I-235 to create a safe, continuous pedestrian experience and uninterrupted urban fabric, transforming this barrier into a single new, connected district.
- Correct past actions to improve opportunities and outcomes for nearby neighborhoods. The construction of I-235 severed neighborhoods east of Downtown from the amenities and jobs Downtown provides.
- Create immediate improvements at key locations, while also developing a long-term vision for significant changes to the corridor in the future.
- Redesign I-235's on- and off-ramps, including removing underutilized movements and consolidating traffic onto key corridors, to free up new land for redevelopment.
- Create a new crossings and enhanced existing crossings in the Harrison / 8th St. area and redesigning the cloverleaf ramps to develop a new district that stitches Deep Deuce and Automobile Alley to the eastern side of I-235.



Although improvements along all areas of I-235 within Downtown will improve connectivity and mobility, the Harrison / I-235 area in particular needs to be addressed due to the major investments underway, including the new Innovation District.

By consolidating underutilized off-ramps and constructing new connections across the interstate, new land can be freed up for infill development that can stitch together Downtown and the OU Health Sciences Campus.

GETTING IT DONE

1. Improve an existing bridge

MAPS 4 has already allocated \$14M to improve connectivity over I-235. Improvements should be made to the 10th Street bridge to connect success in Midtown and Automobile Alley with the major job centers on the east side of the freeway. Improvements should include an expanded bridge structure that includes open spaces and widened sidewalks along with enhanced sidewalks from Broadway to Lincoln as well as gateway art, signage, and lighting to indicate arrival in Downtown and the Innovation District.



Source: Perkins & Will
Rendering of the proposed 10th Street bridge across I-235, reconnecting the Innovation District with Automobile Alley and Downtown.



Source: LinkedIn
The 5th Avenue Bridge over I-75/85 in Atlanta is an example of a widened bridge with landscaping that improved connectivity.

CASE STUDY

I-30 Canyon Dallas, TX



Source: D Magazine

As a part of the planned reconstruction of the I-30 Canyon on the south side of Downtown Dallas, TXDOT and the City of Dallas worked collaboratively to establish a vision for how the right-of-way could better function to serve the needs of adjacent neighborhoods while still providing all of the necessary operations for the freeway. Through a two-year process that engaged the Dallas community, a unified vision for the corridors was established that consolidated on/off-ramps, added frontage roads, and provisioned for future deck parks that will reconnect the Cedars neighborhood with Downtown Dallas. Construction on the \$888 million improvements is underway now and is expected to be completed in 2031.

2. Construct a new trail connection along existing rail corridor (as part of the proposed Downtown Greenway)

The proposed Downtown Greenway (see Strategy 1) will transform connectivity between eastern neighborhoods such as the South of 8th to Bricktown and Deep Deuce. This will help to heal and stitch together neighborhoods severed by the construction of I-235 decades ago. As a part of this improvement, substantial improvements should be made at the crossing at Lincoln Boulevard to ensure a signaled and safe crossing for users. Additionally, on the east side of I-235, improvements should be made to infrastructure from existing neighborhoods to the future trail to ensure there is easy and accessible movement. Although this single crossing is not the only solution needed, it is a quicker win to ensure immediate improvements to mobility and access.

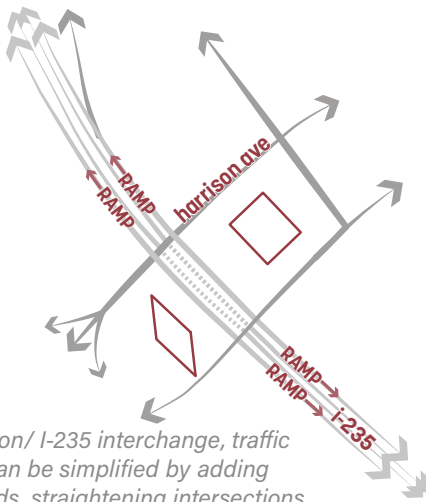
3. Establish a vision for the I-235 corridor in collaboration with ODOT

Changing how freeway infrastructure interacts with the urban fabric of a city is an expensive endeavor that requires significant alignment between the highway department and the city, substantial engagement with surrounding communities, and detailed analysis to understand the impacts of potential changes to streets and access points. Repairing the damaged urban grid and stitching together neighborhoods is worth this effort.

The City of OKC and other agencies, including ACOG, OU Health Sciences, and the State of Oklahoma, should work collaboratively with the Oklahoma Department of Transportation (ODOT) to establish a vision for what future improvements to the corridor might look like. Having this vision endorsed by multiple parties before future improvements are made will help ensure better design outcomes in the future and mitigate issues before they arise. To do so, there are three key steps that this group should collaborate on:

A. RECONFIGURE HIGHWAY ACCESS AND TRAFFIC MOVEMENT PATTERNS

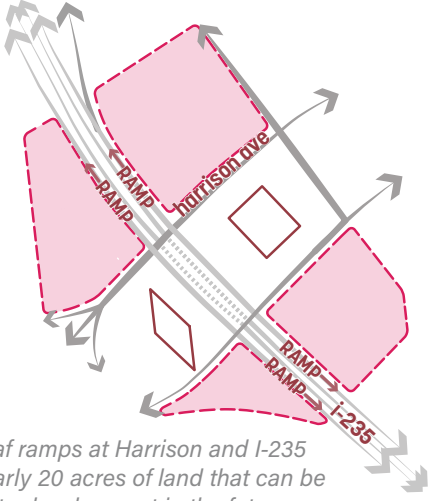
The City and ODOT should conduct a corridor study to evaluate the consolidation or removal of select on- and off-ramps, with the goal of reducing physical barriers and freeing land for redevelopment while maintaining necessary regional access. Frontage roads along the corridor should be explored to separate local circulation from high-speed traffic, improving safety, supporting adjacent development access, and creating structured edges along the corridor.



At the Harrison/ I-235 interchange, traffic movement can be simplified by adding frontage roads, straightening intersections, and adding a new 5th St. bridge crossing.

B. ELIMINATE EXCESS RIGHT-OF-WAY TO FREE UP DEVELOPMENT OPPORTUNITIES

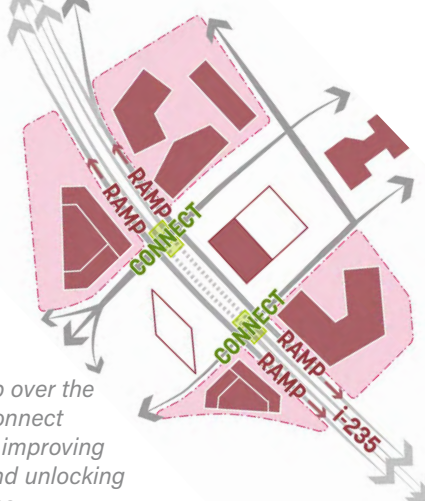
By eliminating land-wasteful cloverleaf ramps, excess right-of-way can be converted into clearly defined, development-ready parcels with regularized block patterns to support mixed-use buildings, housing, and active ground-floor uses. New development will serve to restitch the fragmented urban fabric, creating a seamless experience when moving from the Innovation District into Downtown.



The cloverleaf ramps at Harrison and I-235 consume nearly 20 acres of land that can be converted into development in the future.

C. DELIVER NEW CONNECTION OPPORTUNITIES

Reimagining the corridor should include advanced planning, engineering, funding strategies, and phased implementation for widened bridges, a cap over the interstate or other potential infrastructure that helps reconnect the street grids, supports public space, and enables continuous development across both sides. This new open space can become a destination park and a catalyst to infill development.



Widened bridges or a cap over the interstate will help to reconnect historic street grids while improving access to public space and unlocking development opportunities.

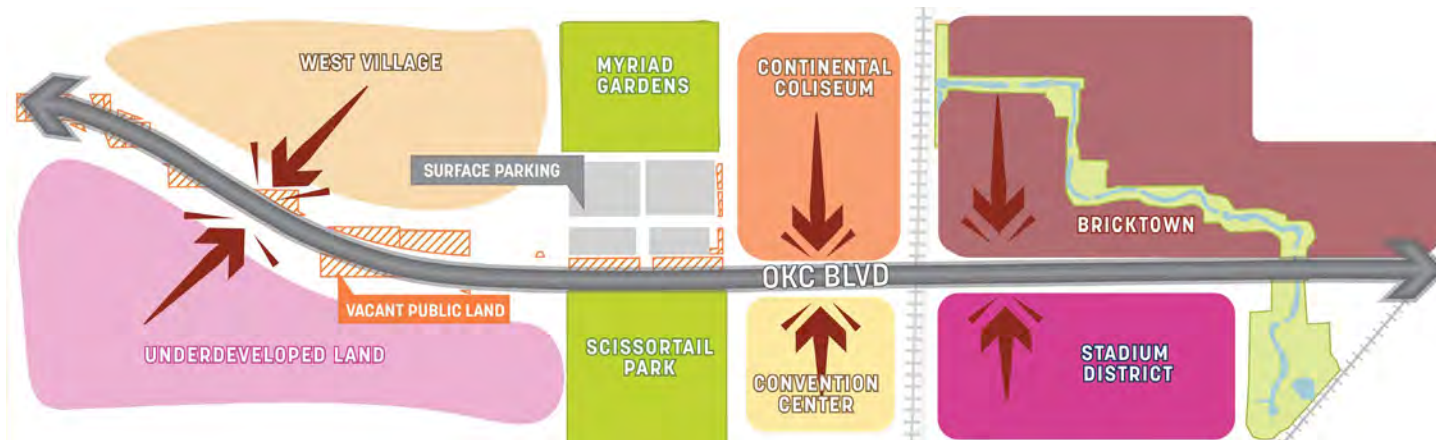
An aerial conceptual rendering of a city development project. The image shows a large, multi-story building complex with a mix of modern and traditional architectural styles. The buildings are surrounded by green spaces, trees, and a network of roads. A prominent road with multiple lanes runs diagonally through the center of the image. The overall scene is a detailed, high-quality architectural visualization of a future urban development.

In the future, through the consolidation of existing on- and off-ramps and the introduction of frontage roads in key locations, new infill development in the form of mixed-use development, housing, and office can work to stitch together two severed neighborhoods. The success and economic growth of the OU Health Sciences Campus should spill directly into the eastern side of Downtown. Additionally, new bridge connections and improvements can better enhance connectivity between these neighborhoods.

08 TRANSFORM OKC BOULEVARD

WHAT IS THE CHALLENGE

- ▶ Although moving I-40 better connected City Center to neighborhoods to the south, the design of OKC Boulevard as a wide, fast roadway continues to sever those areas from the rest of Downtown.
- ▶ The design of the roadway left unusable slivers of public right-of-way and private land that hinder new development.
- ▶ Connectivity across the boulevard is uncomfortable and less safe than it could be, making pedestrian movement between West Scissortail and City Center and between the Stadium District and Bricktown difficult.



Although moving I-40 south reconnected the West Scissortail area with Downtown, the design of OKC Blvd. is still a barrier due to its wide right-of-way, empty edges, and fast travel speeds.

WHAT IS THE GOAL?

Transform Oklahoma City Boulevard into a transit-oriented roadway that connects neighborhoods and becomes a premier roadway into and through Downtown for all modes. Reimagining existing right-of-way can unlock new land for development along a new light rail corridor.

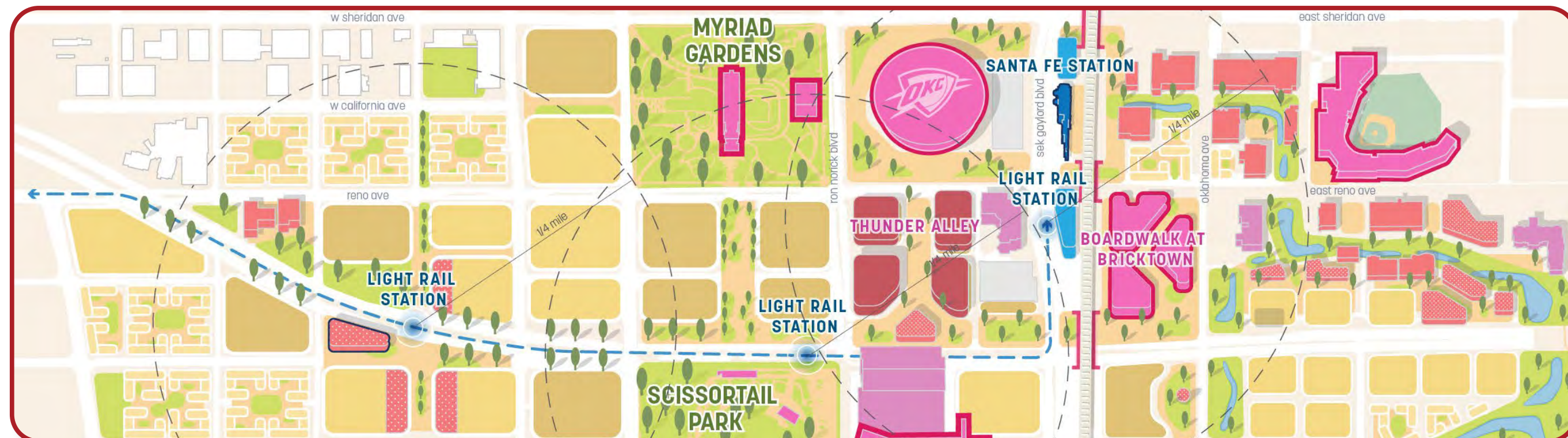
- ▶ Establish Oklahoma City Boulevard as a transit street, with a center-running BRT and/or light rail system.
- ▶ Strategically close underutilized side streets and create new land for redevelopment.
- ▶ Deliver pedestrian improvements between the new arena and Bricktown as a part of the Entertainment Loop.



Source: Valley Metro



Valley Metro light rail system in Phoenix, AZ (top) and TRAX light rail system in Salt Lake City, UT (bottom).



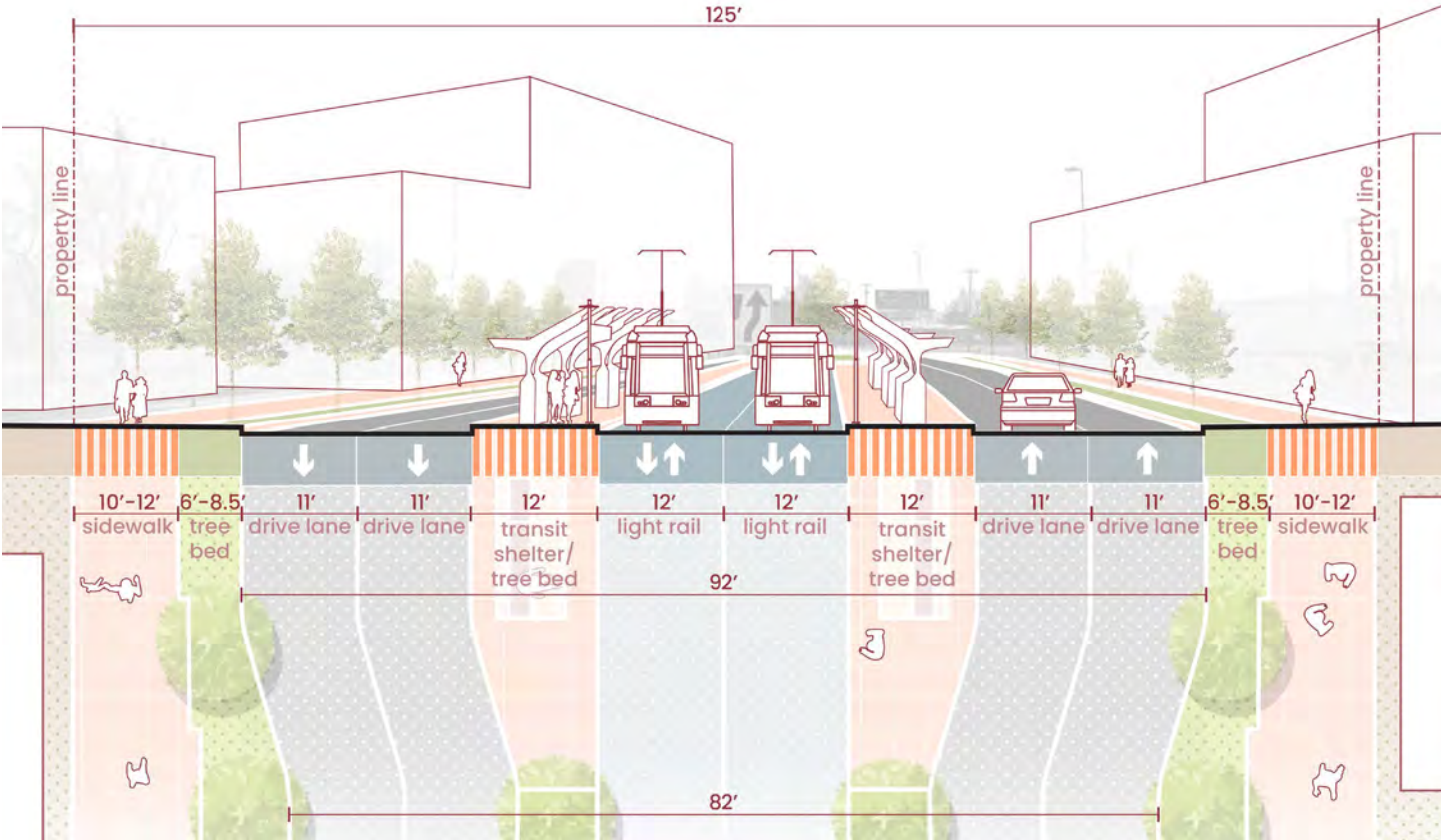
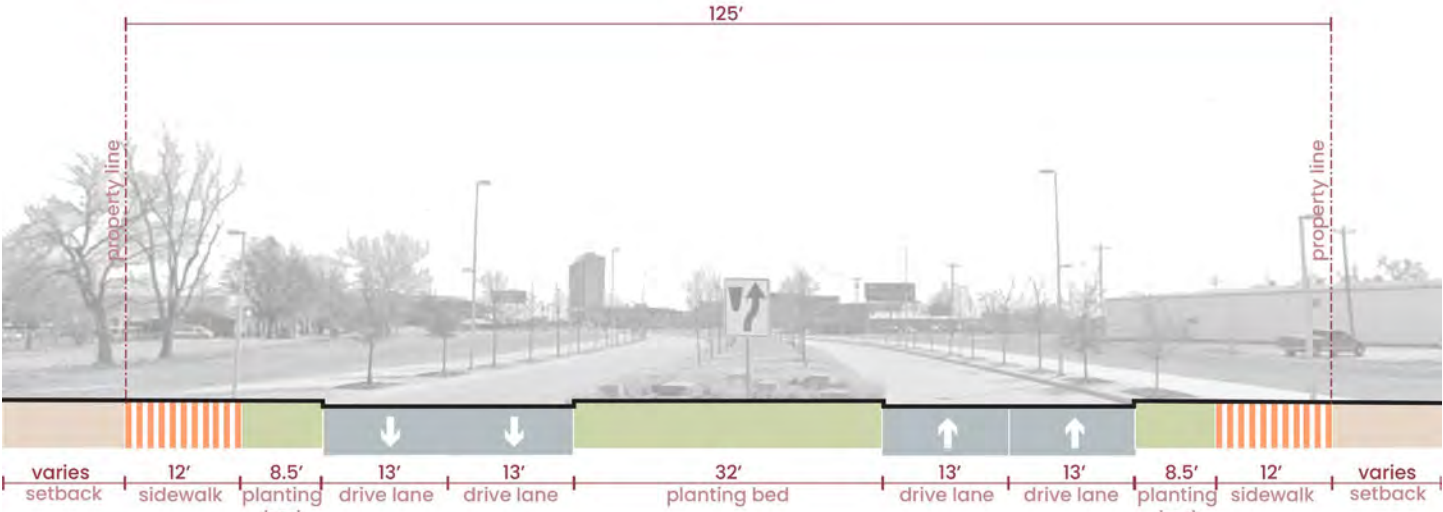
Transforming OKC Boulevard through strategic design changes, the addition of transit, and incentivizing new development along its edges will transform the corridor into an east-west stitch that reconnects divided areas and helps connect the new Stadium District with Bricktown.

GETTING IT DONE

1. Establish OKC Boulevard as a transit street with light rail and BRT

With a 125' wide right-of-way, OKC Boulevard has plenty of room to continue to move its existing traffic volume while providing new mobility options. The wide center median is a perfect location for a center-running bus rapid transit (BRT) and light rail system, phased with BRT first and light rail later. The existing

cross-section can remain in place in most places, with simple changes to the median, while small changes to dimensions would be needed at future light rail stations. The light rail corridor will directly connect Downtown west to the airport, coming from Reno Avenue before terminating near Santa Fe Station. The BRT routes would use the corridor as they navigate Downtown, keeping them separate from Downtown traffic, allowing vehicular traffic to continue to move as it does today.

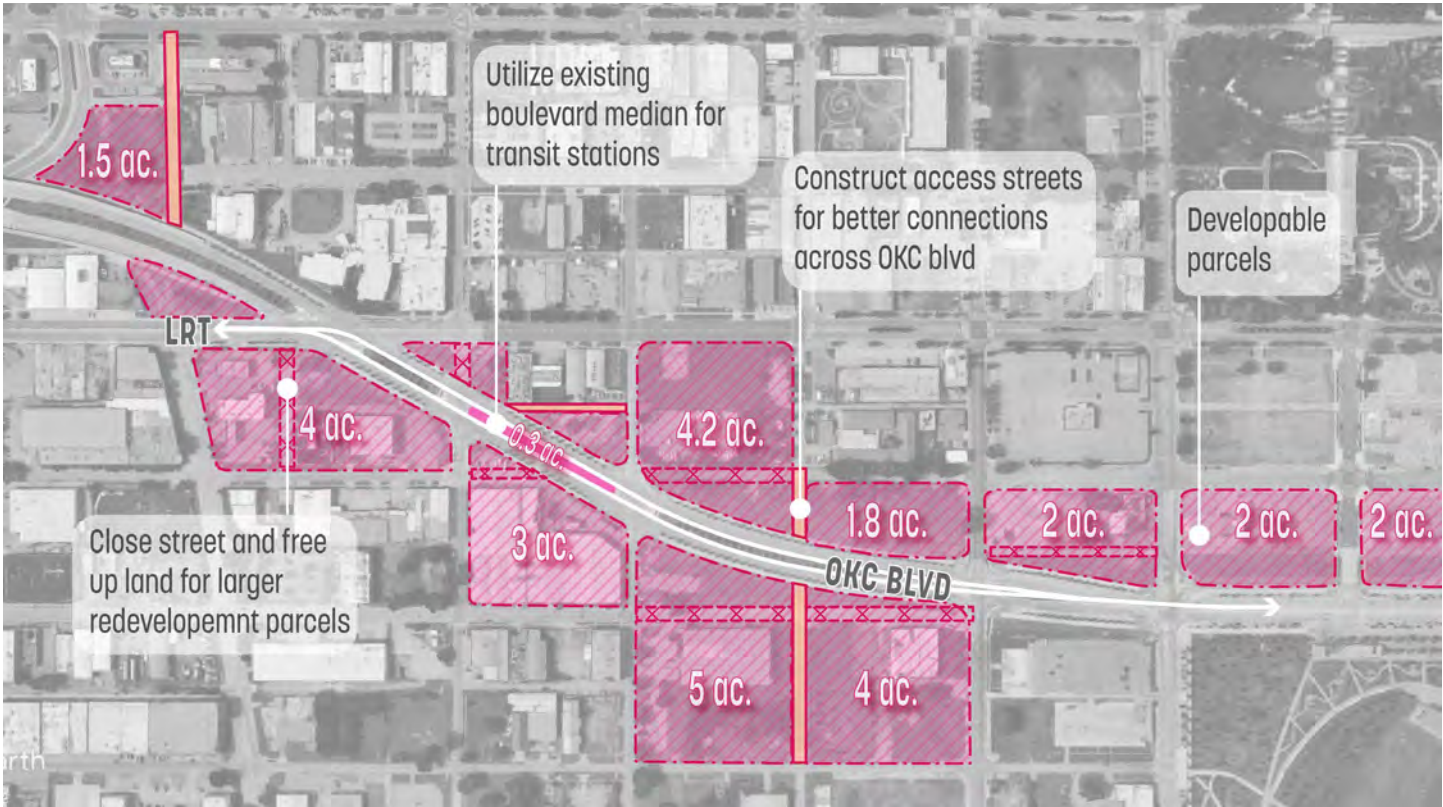


Proposed cross section of OKC Boulevard.

2. Strategically close side streets and reimagine public right-of-way to free up land for larger redevelopment parcels

I-40 severed the historic street grid on the southern end of Downtown. The construction of the Boulevard created awkward interchanges, unnecessary street fragments, and small, undevelopable slivers of left-over city right-of-way and private land. This has resulted in

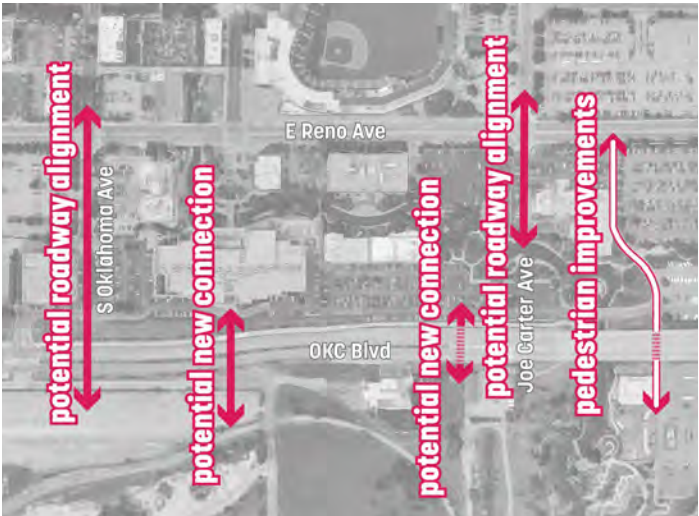
undeveloped edges and a street grid difficult to navigate by car and foot. By closing key segments of streets, such as Shartel between Reno and the Boulevard or SW 2nd Street between Dewey and Lee Avenue, new, larger consolidated parcels can be created that are more viable for infill. Additionally, since many slivers of land and right-of-way are City-owned, the City can and should take the lead in executing public-private partnerships to develop the land, leveraging their land to help the economics of future development.



Closing key underutilized side streets can free up land for larger development parcels.

3. Transform OKC Boulevard between Bricktown and the new arena as part of the Entertainment Loop, reconnecting the historic street grid

I-40 and now OKC Boulevard sever the future Stadium District from the rest of Downtown, forcing it to operate as an island. By reconnecting key streets and creating new intersections and connections, the street grid of Bricktown can flow seamlessly into the future street grid for the Stadium District, allowing the two neighborhoods to feel as one cohesive district and experience.



The OKC Boulevard right-of-way has ample room for existing vehicular capacity while also adding a center-running light rail and BRT system. By repurposing the median and selectively closing excess side-street rights-of-way, the corridor can be transformed into a mixed-use, transit-oriented street that improves mobility into Downtown and improves connections between neighborhoods on opposite sides of the corridor.



09 IMPROVE BNSF RAILROAD CROSSINGS

WHAT IS THE CHALLENGE?

- ▶ The BNSF Railroad, both in its elevated sections and its at-grade sections, divides Downtown in half, isolating neighborhoods.
- ▶ The existing underpasses are uncomfortable for pedestrians, discouraging pedestrian connectivity across short distances.
- ▶ New investments in the arena and stadium will necessitate improvements to connect people to parking, entertainment, and hotels.



The BNSF railroad bisects Downtown and serves as a significant barrier between the Stadium District, Bricktown, Deep Deuce, and neighborhoods to the west.



Source: Google Maps

Existing underpass at SE 4th Street to the future Stadium District does not meet fire access or traffic standards.



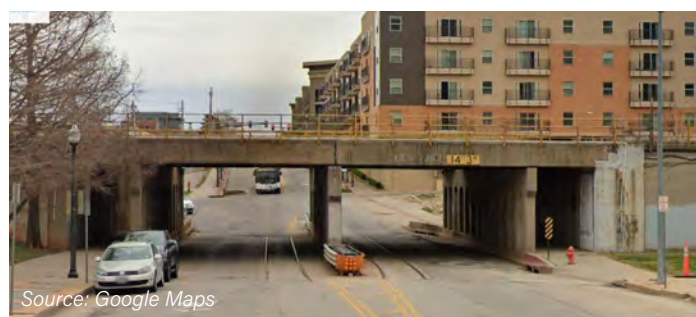
Source: Google Maps

Existing underpass at W Sheridan Street.



Source: Google Maps

Existing underpass at Robert Kerr Avenue.



Source: Google Maps

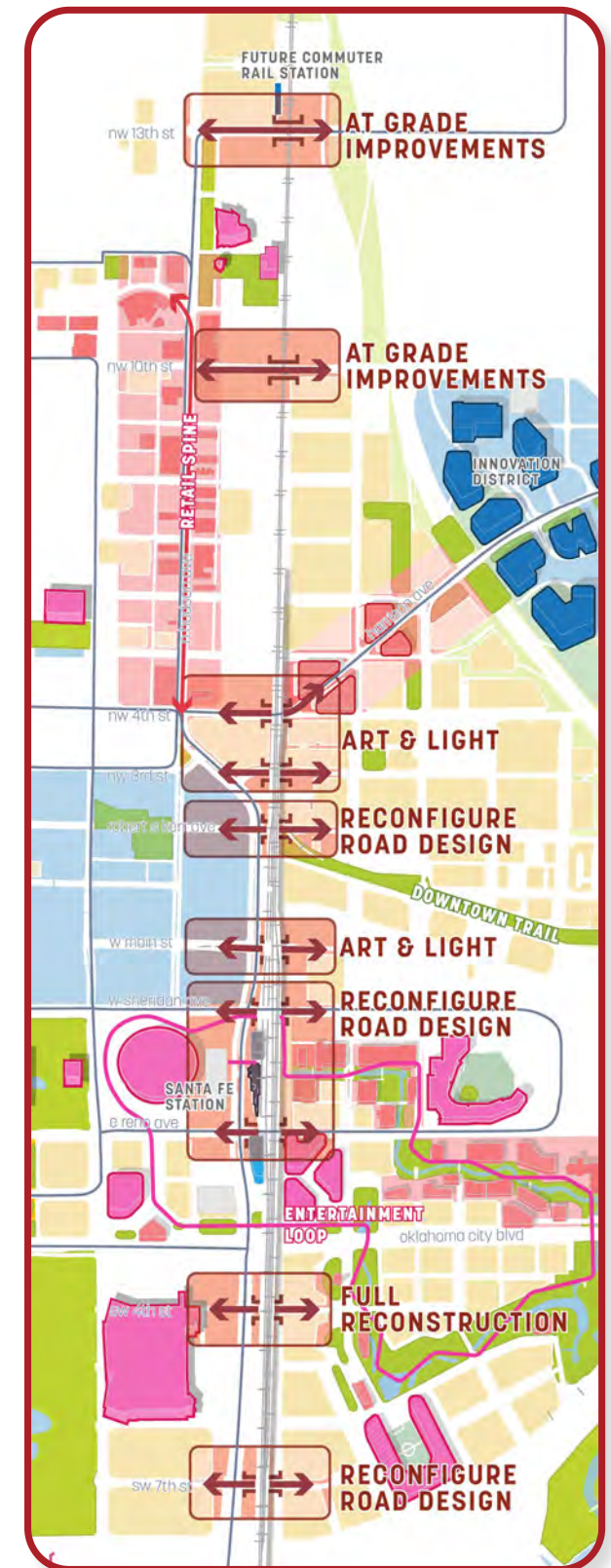
Existing underpass at NW 4th Street.

WHAT IS THE GOAL?

Improve numerous underpasses and at-grade crossings of the BNSF rail to improve pedestrian and district connectivity. This should include fully reconstructed crossings, roadway redesign, and other physical enhancements.

- ▶ **Make at-grade improvements** at 10th Street and 13th Street. This should include ensuring ADA accessibility across the tracks, improving sidewalks between existing developments and on either side of railroad right-of-way, and installing necessary rail crossing safety features for pedestrians and vehicles.
- ▶ **Improve the pedestrian experience through art and light enhancements** at N 3rd Street, N 4th Street, and Main Street. This should include powerwashing, installing gateway art, signage, and murals along existing walls, and ensuring bright lighting to and through the underpasses 24 hours per day.
- ▶ **Reconfigure street design** on Robert Kerr Avenue, Sheridan Avenue, Reno Avenue, and SW 7th Street. Reconfiguring road cross-sections should allocate more space for pedestrians and cyclists, while also installing enhanced lighting, signage, and art to ensure the highest-quality crossing experience.
- ▶ **Fully reconstruct the underpass at SE 4th Street** to ensure proper dimensions are met for safety requirements and vehicular access needs, while ensuring ample room for bike and pedestrian mobility. Improvements should also include new art, signage, and lighting to ensure a safe and comfortable crossing experience between the Stadium District and Scissortail Park.

Improvements to underpasses and at-grade crossings of the BNSF railroad will range in quality and price. Some level of improvements should be made at all crossings to enhance district connectivity.



GETTING IT DONE

1. Make at-grade improvements

Existing at-grade crossings at 10th Street and 13th Street in Automobile Alley need sidewalk and ADA upgrades in conjunction with planned commuter rail and infrastructure investments along the rail corridor. These streets will become critical pedestrian access points to the new station planned at 13th Street, as well as new development in Alleys End. Improvements should not only resolve existing accessibility challenges, but should provide wider sidewalks, improved bike connectivity, and improved lighting. Gateway art and signage should be explored in select locations.



Conceptual rendering of improved public realm crossing the rail at the future 13th Street commuter rail station.



The Argyle Red Line CTA Station in Chicago, IL is an example of a railroad underpass with ample pedestrian space, high quality art and lighting, and adjacent retail that activates the experience.

3. Implement street reconfigurations

Key corridors should reallocate vehicular lane space to widen sidewalks and provide new space for trail connections. Sheridan and Reno Avenues are designed to move up to 40,000 cars daily but only move 5,000 cars and 12,000 cars respectively. As such, there is ample ability to add bicycle and pedestrian infrastructure between Gaylord and Oklahoma Avenues without impacting traffic or existing businesses. By transforming two lanes of traffic that include the streetcar tracks into a multimodal promenade, improvements will create new gateways to Bricktown and to the new arena. As a part of the improvements in these locations, improved lighting, art, and sound mitigation is critical to ensure a comfortable experience for users.



Conceptual rendering of improvements to Robert Kerr Ave. under the BNSF railroad as a part of the Downtown Greenway.

2. Make art and light improvements

Some underpasses are less critical connection points, but substantial lighting and public art enhancements can make them feel safer and more robust. Improvements should be made at 3rd, 4th, and Main Street to improve the experience of moving between Bricktown, Deep Deuce, and City Center. Due to existing low light levels and tight passage spaces, these areas should prioritize lighting all hours of the day to ensure a sense of safety. Improvements should extend beyond the underpasses to ensure a comfortable walking experience along the entirety of the block.

4. Fully reconstruct the SE 4th Street connection into the Stadium District

The SE 4th Street connection into the Stadium District from the Convention Center and Scissortail Park should be fully reconstructed to meet modern safety standards and maximize connectivity. Improvements should include two lanes of vehicular travel with a center turn-lane/median zone, as well as at least 20' for pedestrians and a minimum 10' bike path. This will ensure easy mobility between new amenities in the Stadium District and Convention Center. Coordination with BNSF should begin immediately to ensure reconstruction can occur before substantial development begins on the Stadium District. In addition to the SE 4th Street underpass, new connections and pedestrian underpasses should be explored at Santa Fe Station to ensure improved connectivity between Bricktown and the new arena (See Strategy 17).

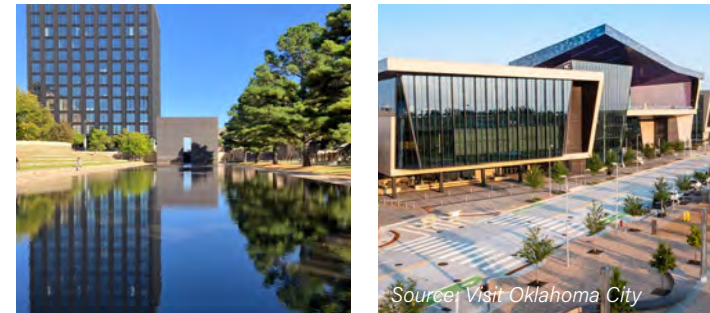


As a part of The Loop Trail, Dallas recently reimaged their I-35 underpass at Hi-Line Drive with wider sidewalks, bike lanes, art, and lighting, making movement between the Design District and Victory Park substantially improved.



Conceptual rendering of a reconstructed underpass at SE 4th Street at S Shields Blvd.

10 ESTABLISH A CULTURAL SPINE



Source: Visit Oklahoma City



Source: Myriad Botanical Gardens

Existing key destinations - Oklahoma City National Memorial (top left), Convention Center (top right), Myriad Gardens (bottom left), Civic Center Music Hall (bottom right).



Robinson Avenue is a critical north-south corridor that connects many key destinations and hotels.

WHAT IS THE CHALLENGE?

- ▶ The distances between key destinations, cultural amenities, and hospitality venues are not great.
- ▶ The lack of clear connectivity between them results in people driving between locations, or else not making the trip at all.
- ▶ There is a lack of a strong north-south multimodal spine in the heart of Downtown, although portions of the network have been built out (such as in between OKC Blvd. and Reno Ave.).
- ▶ Existing wayfinding is outdated, of poor quality, and in locations not conducive for effective navigation.

Downtown is the cultural anchor not only for OKC but for all of Central Oklahoma. Cultural anchors such as the Oklahoma City National Memorial and Museum, the OKC Museum of Art, Civic Center Music Hall, and the Oklahoma Contemporary Arts Center attract people to reflect, remember, and inspire. Other anchors such as the Convention Center, Myriad Gardens, and Scissortail Park are destinations for locals and visitors alike.

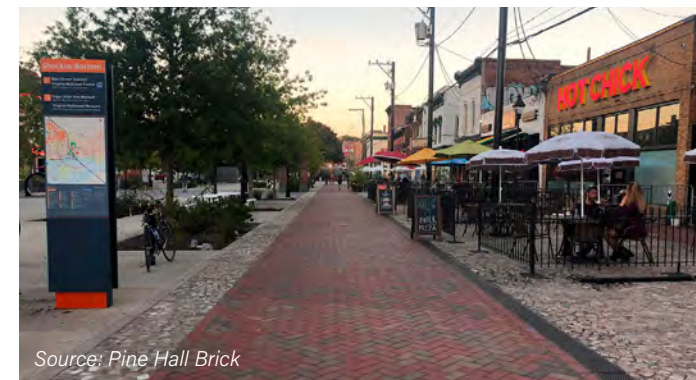
All of these destinations are within 1.5 miles of each other, yet movement between them is limited due to perceived distances, poor pedestrian and multimodal facilities, and a lack of clear wayfinding and signage. Creating a single north-south corridor (or spine) will serve to better define how people experience and understand Downtown.

Critical to this is the proximity of hotels where visitors stay. Downtown has over 4,500 hotel rooms, largely concentrated in City Center and Bricktown. This means that the vast majority of visitors stay along or directly adjacent to this north-south spine. Thus, there is an opportunity to leverage these visitors and better connect them to destinations they may want to visit, through improved wayfinding, signage, branding, and information shared with hospitality anchors so they can better inform their guests.

WHAT IS THE GOAL?

Creating a coherent corridor connecting all of Downtown's many cultural assets will improve the experience for visitors, enhance the legibility of Downtown for everyone, and provide a much-needed north-south multimodal corridor.

- ▶ Transform the streetscape along Robinson Avenue / Ron Norick Boulevard with a strong north-south multimodal trail and streetscape enhancements.
- ▶ Implement new wayfinding, signage, and art along this corridor, including along the key north-south spine of Scissortail Park
- ▶ Locate future cultural amenities, destinations, and major hospitality investments along the corridor to create synergy with existing destinations.
- ▶ Connect the spine across the river to better connect Downtown to destinations and neighborhoods to the south.

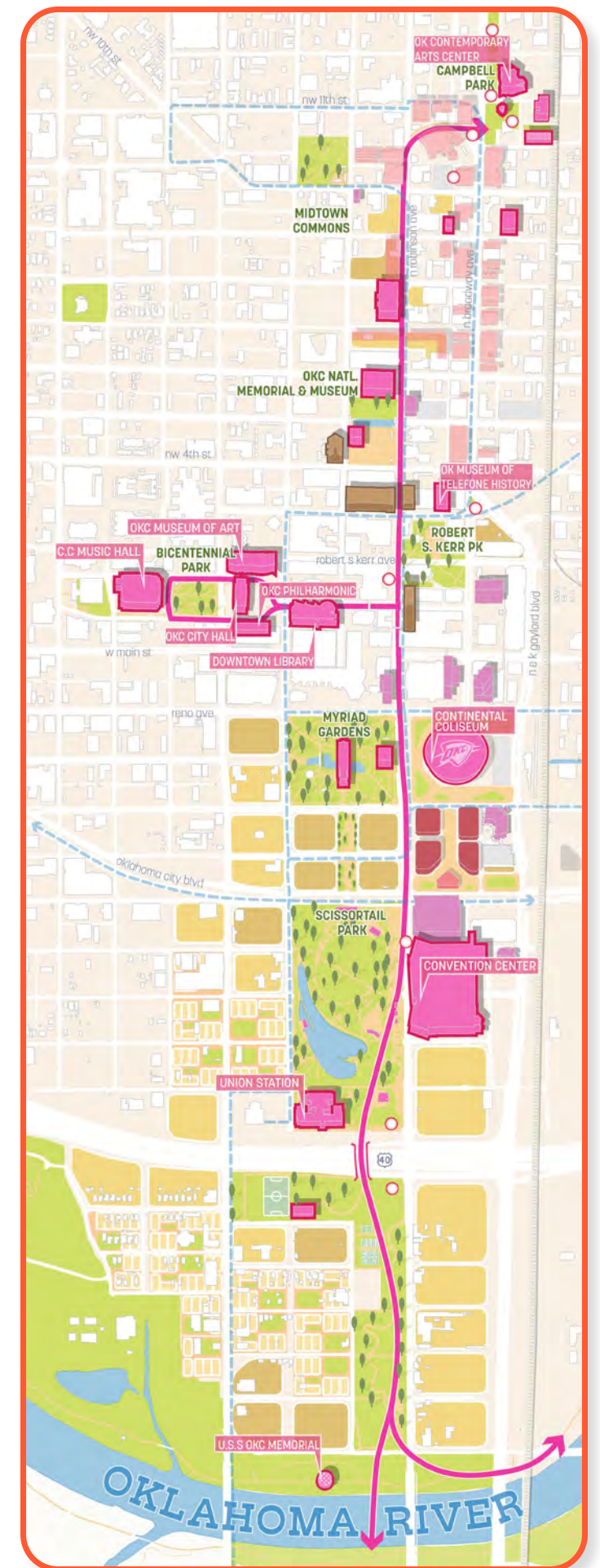


Source: Pine Hall Brick

Public realm and wayfinding improvements in the Shockoe Bottom neighborhood in Richmond, VA.

By reimagining Robinson Avenue, Downtown will become an easier place to navigate, enhancing the experience for visitors, reinforcing positive perceptions about OKC, and helping to attract future tourism growth.

A north-south cultural spine along Robinson Avenue will serve to better connect existing destinations to one another, improving the experience for Downtown visitors, residents, and workers in accessing popular locations. It should act as a single north-south armature for mobility and legibility for all of Downtown.



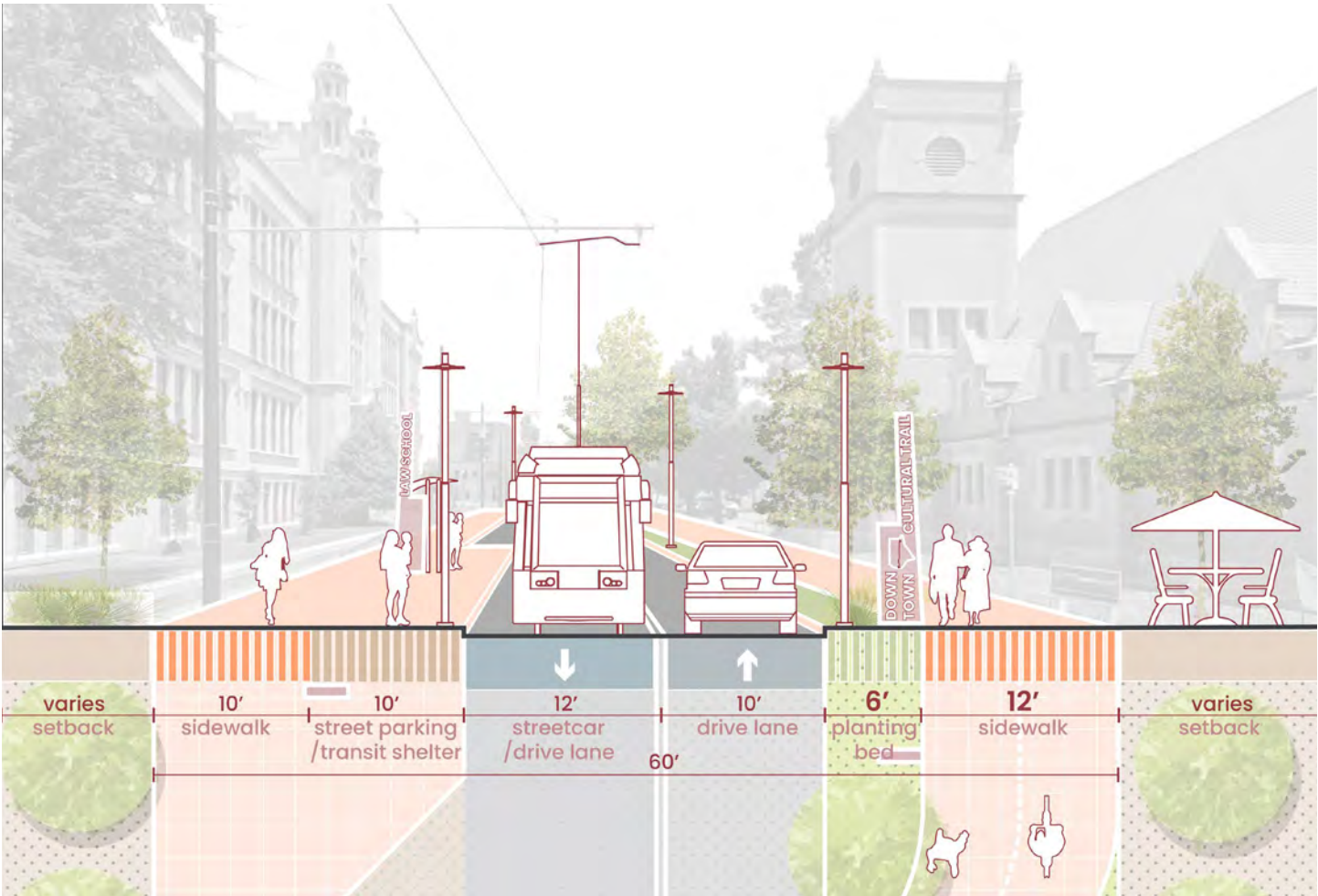
GETTING IT DONE

1. Reconstruct Robinson Ave. right-of-way with a wide sidewalk and/or multimodal trail

Robinson Avenue connects almost all major destinations within Downtown. Although it has one of the narrower rights-of-way in Downtown, simple changes to the cross-section can create ample room for a widened sidewalk and/or multimodal path. On the east side of the street, existing on-street parking should be removed, with the curb extended to the traffic lane. On the west of the street, the majority of the pedestrian realm should remain unchanged due to the streetcar, but areas of existing on-street parking should be removed and replaced with widened sidewalks and/or areas for planting zones and public realm design.

Today, Robinson Avenue has a narrow 60' right-of-way, with half (or more) of that dedicated to vehicular traffic or on-street parking. This results in narrow sidewalks that function but do not encourage active mobility. Knowing that the streetcar tracks must remain in their current location, the primary goal is to reimagine the eastern on-street parking lane as part of the public realm, resulting in a +/- 20 foot wide multimodal path that can be designed with high-quality wayfinding, streetscape, and street trees.

The stretch of the corridor between Sheridan and Reno Avenues will also coincide with the Entertainment Loop (see Strategy 11), creating a moment of synergy and activity. This presents an opportunity to transform that stretch of the corridor to create a great gathering place.



Proposed cross section for Robinson Avenue.

2. Establish consistent wayfinding, signage, and branding along the corridor

A consistent, high quality wayfinding and signage standard centered around a uniform brand that is unique to the corridor but speaks to the broader Downtown and OKC brand is critical. Future wayfinding should specify clear physical parameters. Pedestrian signs should be mounted 7-9 feet above grade with panels sized roughly 18-36 inches wide. Lighting should be uniform and glare-free to maintain legibility at night without overwhelming drivers. Navigation design should place decision-point signage at key intersections, confirm routes mid-block, and align with logical district hierarchies and sight lines so users can orient quickly and move confidently. Additionally, the

City should explore interactive digital signage that can advertise events and provide interactive mapping tools and information on resources.

3. Locate future cultural additions and hotels adjacent to the corridor

Although there are no immediate plans for future cultural amenities or destinations such as a museum or performing arts center, any future plans should locate a new facility along, or directly adjacent to, the north-south cultural spine to create synergy with nearby assets and strengthen this as the primary corridor for culture. This will ensure legibility, improve access to that amenity, and further reinforce the importance of the spine.



Rendering of proposed cultural spine improvements along Robinson Avenue south of 4th Street.

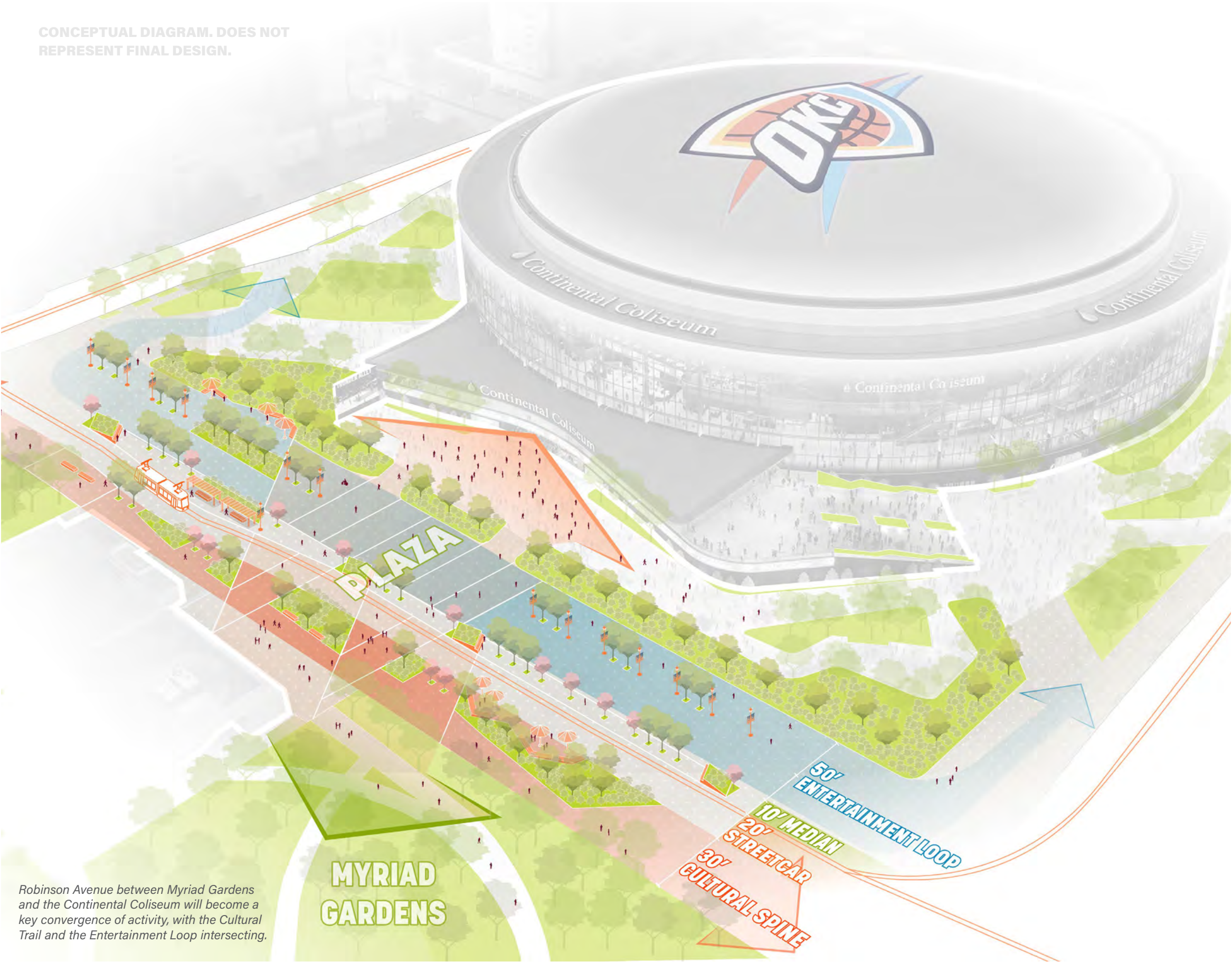
CASE STUDY
Indianapolis Cultural Trail
Indianapolis, IN



The Indianapolis Cultural Trail is an 8.1 mile-long urban greenway and multi-use path connecting downtown neighborhoods and cultural districts. Constructed between 2007 and 2012, it cost approximately \$63 million, funded through a mix of federal transportation dollars and private philanthropy. The trail has generated substantial economic impact, including over \$1 billion in increased property values near the corridor and hundreds of millions in broader investment, with estimates suggesting roughly \$16 in value created for every \$1 spent. It has also driven increased local spending and business growth, with increased foot traffic and retail activity along its route.

The trail features separated bike and pedestrian lanes, specialty paving, and green infrastructure such as stormwater planters, landscaping, and tree canopy buffers that enhance safety, sustainability, and urban cooling. Wayfinding and public art along the trail are critical to both its legibility and its branding.

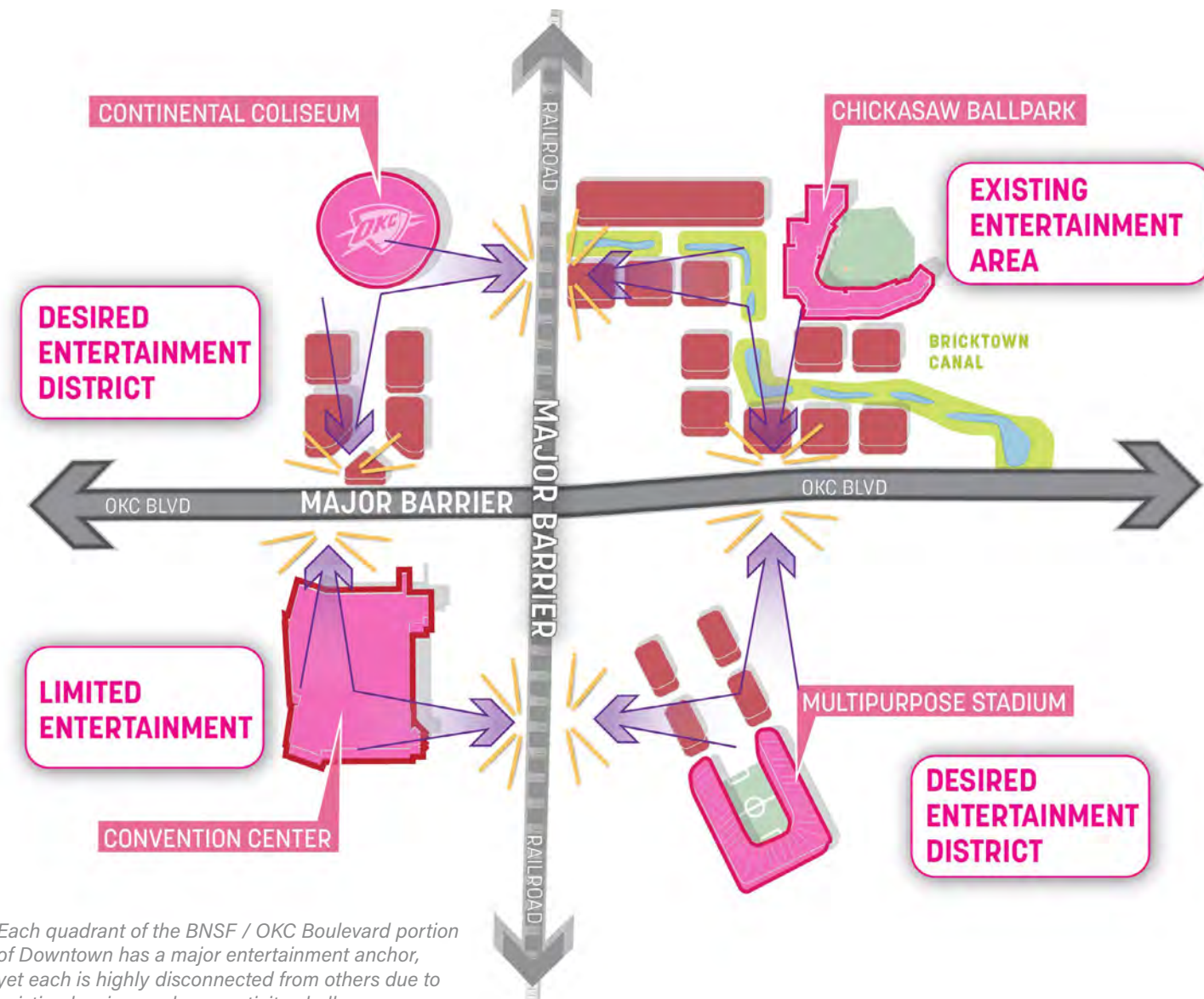
CONCEPTUAL DIAGRAM. DOES NOT
REPRESENT FINAL DESIGN.



11 CREATE AN ENTERTAINMENT LOOP

WHAT IS THE CHALLENGE?

- ▶ The new Continental Coliseum and multipurpose stadium are huge investments that will attract new visitors and investment adjacent to them.
- ▶ These two sports investments will add to the network of entertainment anchors, but the city currently lacks a holistic approach to integrating these new destinations.
- ▶ Vacant land and an unpleasant pedestrian experience further weaken connectivity experiences between existing and new destinations.
- ▶ Unless integrated and thought about holistically, each investment and district has the potential to cannibalize each other's success.



WHAT IS THE GOAL?

- Generate synergy and strength between existing and new investments and entertainment destinations in Downtown, creating defined connections and a unique experience between destinations and across districts.
- Integrate the Stadium District, Bricktown, and the redeveloped Paycom Center site through new street connections, a reimagined Santa Fe Station, public realm enhancements, and new retail.
- Upgrade the Bricktown Canal public realm to be integrated into the broader Entertainment Loop.
- Implement cohesive wayfinding, signage, public art, and public realm design along this Loop.
- Extend the open space network from the Bricktown Canal into the new Stadium District.



Connecting the major existing and new entertainment destinations is critical. By establishing a high-quality public realm "entertainment loop" and by prioritizing key retail and activation moves on its edges, the movement between these key locations will be greatly improved.

GETTING IT DONE

1. Implement cohesive wayfinding, signage, public art, and public realm design along the Loop

Although key destinations along the Entertainment Loop are only short walking distances from one another, the lack of consistent public realm and wayfinding creates a perception of disconnectivity. Creating a single, cohesive brand for the experience is critical. This should be implemented through public art, uniform lighting, wayfinding, and signage standards.

Not only should these improvements be made within the public realm, but new and existing development along the route should incorporate this branding and approach into their public realm design. This will define the experience and sense of place while also helping to navigate visitors.

This will also help with getting conventioners the short distance from the Convention Center to Bricktown, or help Thunder fans as they navigate between the Continental Coliseum and pre- and post-game activities.



Source: WeidnerCA.com



Source: WeidnerCA.com

Grand Park in Los Angeles uses colorful signage, lighting, furniture, and wayfinding to establish a bold, consistent brand that defines the sense of place.

2. Upgrade and enhance the Bricktown Canal public realm

The Bricktown Canal represents one of Downtown's and OKC's most defining placemaking attributes. The nightlife, bars and restaurants, and growing live music scene make it a fundamental place for entertainment in Downtown. As such, making it a core part of the entertainment loop is essential.

Today, the Bricktown Canal does not have a uniform public realm design and has numerous accessibility challenges, including ADA issues, a lack of a cohesive path in key locations, and a bifurcated upper and lower level that disperses activity and creates navigational challenges. Resolving these challenges from the end of the canal at the BNSF railroad to the Truckyard will ensure a more uniform experience.

Additionally, key improvements are needed where the canal terminates near Santa Fe Station. This area should be transformed to create a connection point to the soon-to-be enhanced rail station and the Continental Coliseum, including improved public plazas, space for small vendors, and food trucks.

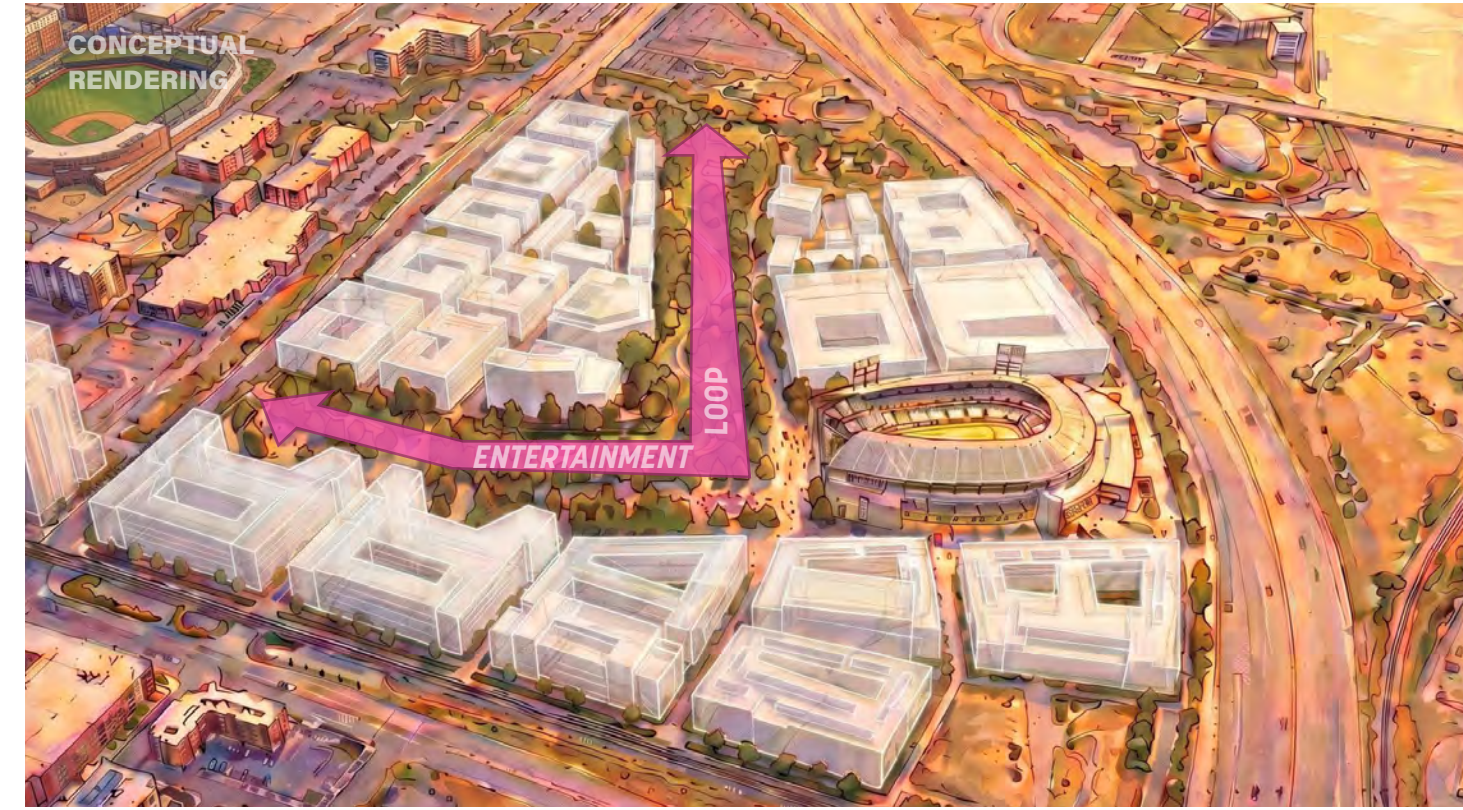
3. Extend Bricktown Canal open space experience into the Stadium District

The terminus of the Bricktown Canal on the eastern end at the Land Run Monument is an uneventful end to a great placemaking experience. By extending an open space armature west from the canal towards the new multipurpose stadium, there is an opportunity to pull activity and vibrancy from Bricktown directly to the front door of the stadium. This new open space will also provide a recreational space and connectivity to the Stadium District, which is expected to add thousands of new residents in the coming decades. This will ensure high-quality of life for those residents by providing them outdoor space and connecting them to the District's broader trail network to the river and to the north at the Downtown Trail.

The design of this new open space should be a linear park with the Entertainment Loop moving through it. It should connect the existing Silos rock climbing gym to the stadium, allowing space for future retail and restaurants to have large outdoor patios and gathering spaces, while also providing space for playgrounds, dog parks, and other park programming.



Conceptual rendering of the upgrades that should be made along OKC Boulevard as a part of the new Entertainment Loop.



Conceptual rendering of a new open space armature in the Stadium District linking OKC Blvd., the new stadium, and the Bricktown Canal.

4. Connect the multipurpose stadium to Continental Coliseum through deliberate public realm and placemaking along Oklahoma City Boulevard

There should be a clear, direct path from the front door of the multipurpose stadium to the Continental Coliseum. This should include a new direct north-south connection from the stadium to OKC Boulevard, substantial improvements along the Boulevard, including underpass improvements (See *Strategy 9*), and new improvements through the current Paycom Arena site. This new direct connection should include a high-quality public realm that is part of the Entertainment Loop to create a cohesive experience across the 0.5 mile distance between the two destinations. Additionally, new development in the Stadium District should provide ample setbacks and room for plazas and open space along this primary connection, letting it serve as a gateway into the district and as an armature for quality of life as a continued extension from the Bricktown Canal experience.

5. Support the redevelopment of the current PayCom Arena site into a mixed-use entertainment hub

Upon completion of the Continental Coliseum, the current Paycom Arena will be obsolete, presenting a tremendous opportunity to deliver a premier mixed-use entertainment experience at the front door of the new arena. This new district should include a primary north-south spine from OKC Boulevard to Reno Avenue that prioritizes pedestrians and serves as a gathering place for fans before and after games and events. This will serve as the final leg of the Entertainment Loop.

New development on the site should include restaurants and retail on the ground-level of buildings, with a focus on delivering housing, hospitality, and office on the site. District-wide parking and transit upgrades should be explored. Financial support and incentives will be necessary to deliver this full experience.



CONCEPTUAL RENDERING OF POTENTIAL FUTURE IMPROVEMENTS. NOT REFLECTIVE OF ANY FINAL DESIGN

12 CREATE A NEW NEIGHBORHOOD WEST OF SCISSORTAIL PARK



Source: Google Earth
Birdseye view of existing land west of Scissortail Park.



Source: Core to Shore Plan
Plan view of West Park neighborhood from the 2008 Core to Shore Plan which proposed a density of 35 units per acre.



Source: Core to Shore Plan
Aerial view rendering of West Park neighborhood looking east toward Scissortail Park from the 2008 Core to Shore Plan.

WHAT IS THE CHALLENGE?

- ▶ The western side of Scissortail Park is largely undeveloped, with nearly 45 acres of vacant land between the Park and Shartel Ave.
- ▶ The land was originally identified for dense development in the Core to Shore Plan, which is no longer feasible due to inflated land values and low demand for high density product
- ▶ Infill development in this area, focused on delivering a variety of housing options, is critical for stitching City Center with Riverside and for activating Scissortail Park.

Before the relocation of I-40, the area west of Scissortail Park was cut off from Downtown. The Core to Shore Plan planned for high density development of wrap apartments and high-rise towers. Land was acquired by development groups at overpriced land values often exceeding \$60 per square foot (twice the average rate Downtown) due to the envisioned development potential. High delivery costs (including construction, materials, and labor), coupled with an inflated land value that must be borne by would-be developers has resulted in no development in the area. Current and foreseeable future market conditions have average rent capture at +/- \$2 per square foot. The conditions created by inflated land values have resulted in projects in the area needing rent capture double or more the current average rate within Downtown.

The City has already offered financial incentives related to public infrastructure, demolition, or other extraordinary costs but these appear to be insufficient to unlock development. Given that other vacant land is available within Downtown at more favorable, market realistic pricing, the City will need to weigh the cost-benefit and justification of increased financial incentives. The City should remain open to entertaining property owners in this area that have more realistic land price expectations as part of a phased redevelopment. This vacant land is a drain on activation in this area of Downtown, creating a dead edge to Scissortail Park and detracting from Downtown's tax base and connectivity.

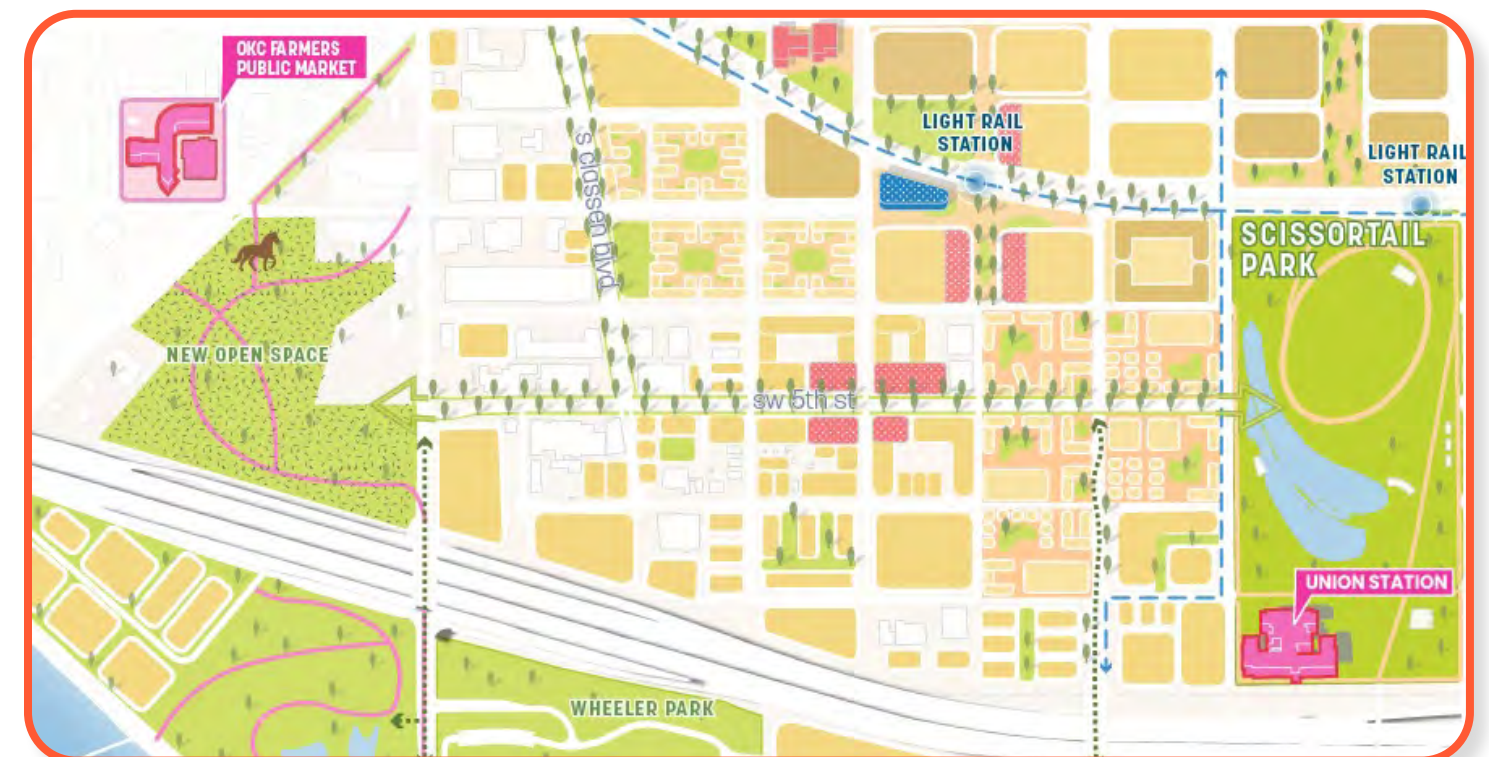
WHAT IS THE GOAL?

Stitch the urban fabric together through the redevelopment of land adjacent to Scissortail Park, improving connections between the core of Downtown and the river. Financial incentives, strategic acquisition, and infrastructure upgrades should be leveraged to create a vibrant new neighborhood with a diversity of housing options that is feasible to build and sensitive to market conditions.

Any new development, activity, and tax generation in the area is better than vacant land. Most critical is for the City and development interests to be realistic about what is possible in this area. There is no demand for high-rise ground-up construction as originally planned and thus the area needs a new vision. This land is a prime location for a true urban neighborhood that delivers a variety of housing products, from narrow lot single-family to townhomes and small wood-

- ▶ Unlock available land for new development through strategic acquisition and/or requisite financial incentives.
- ▶ Leverage infrastructure upgrades (including street reconstruction and new utility improvements) to unlock land for development by lowering costs of delivering new development.
- ▶ Activate the western side of Scissortail Park with new residential and commercial uses, establishing a new neighborhood heart here over time.

construction apartments. Other similar neighborhoods in OKC such as Wheeler District prove this product is in high demand and highly valuable. Transforming this area into a new neighborhood will help to grow Downtown's population and tax base, activate the western side of Scissortail Park, and provide new housing options for families in the heart of the City.



The 45-acres of vacant land can be transformed into a unique variety of urban housing products that provide housing and price point choices. Small retail along SW 5th and near OKC Blvd. will provide daily life amenities to residents.

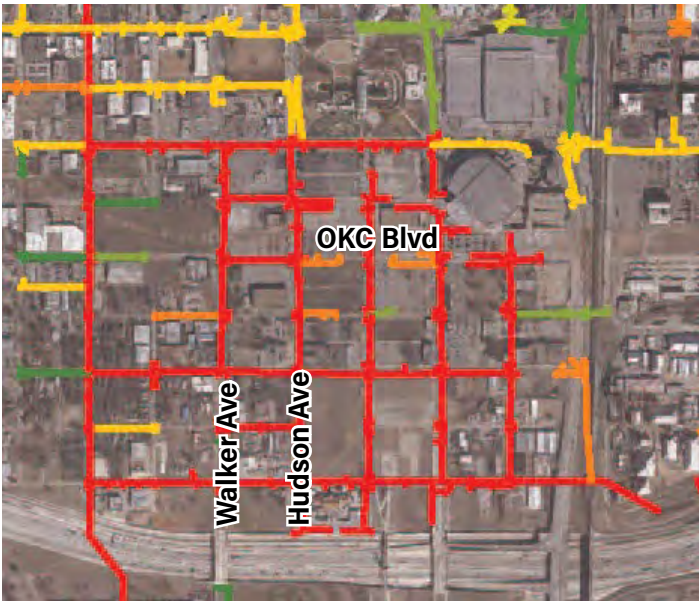
GETTING IT DONE

1. Identify reasonable landowners and lead a public-private partnership effort to purchase the land from existing landowner(s)

It is critical to identify potential sellers of currently vacant land and work to deliver the first phases of development on that land with the assistance of financial incentives. This may require the Alliance for Economic Development to work to acquire the land and support its redevelopment.

2. Leverage planned infrastructure upgrades to deliver development by lowering cost of future development

The recently-passed GO Bond has set aside money for potential infrastructure improvements to utilities, streets, and alleys in this area. There are currently millions of dollars of improvements needed, including upgrading aging water lines, resurfacing old streets and alleys, installing sidewalks and curb and gutter, and replacing electrical and fiber lines. These are expensive endeavors that are yet another financial barrier for would-be development in the area. By taking on the cost of those improvements, the City reduces the financial burden of future development, helping to unlock this land sooner.



The map depicts storm sewer capacity, with red lines illustrating the lowest capacity frequency. Existing infrastructure like this in the area is outdated and undersized for future growth and should be replaced to support new growth.

CASE STUDY
Wheeler District Oklahoma City, OK



The Wheeler District is an urban residential district located just south of Downtown. The neighborhood sits on 150 acres of an old airport sold at auction in 2006. The airport lacked the necessary infrastructure to support a mixed-use community, so, in 2017, a public-private partnership was established to promote development. This partnership resulted in the creation of the Western Gateway TIF district, allowing for a combination of public assistance and private financing to deliver infrastructure. The private developer took on the up-front risk and received reimbursements from the City after the infrastructure was completed. By 2020, residents began to move in and new shops, restaurants, and breweries opened to the public. More planned phases of development are to come to fully build out the entire district.

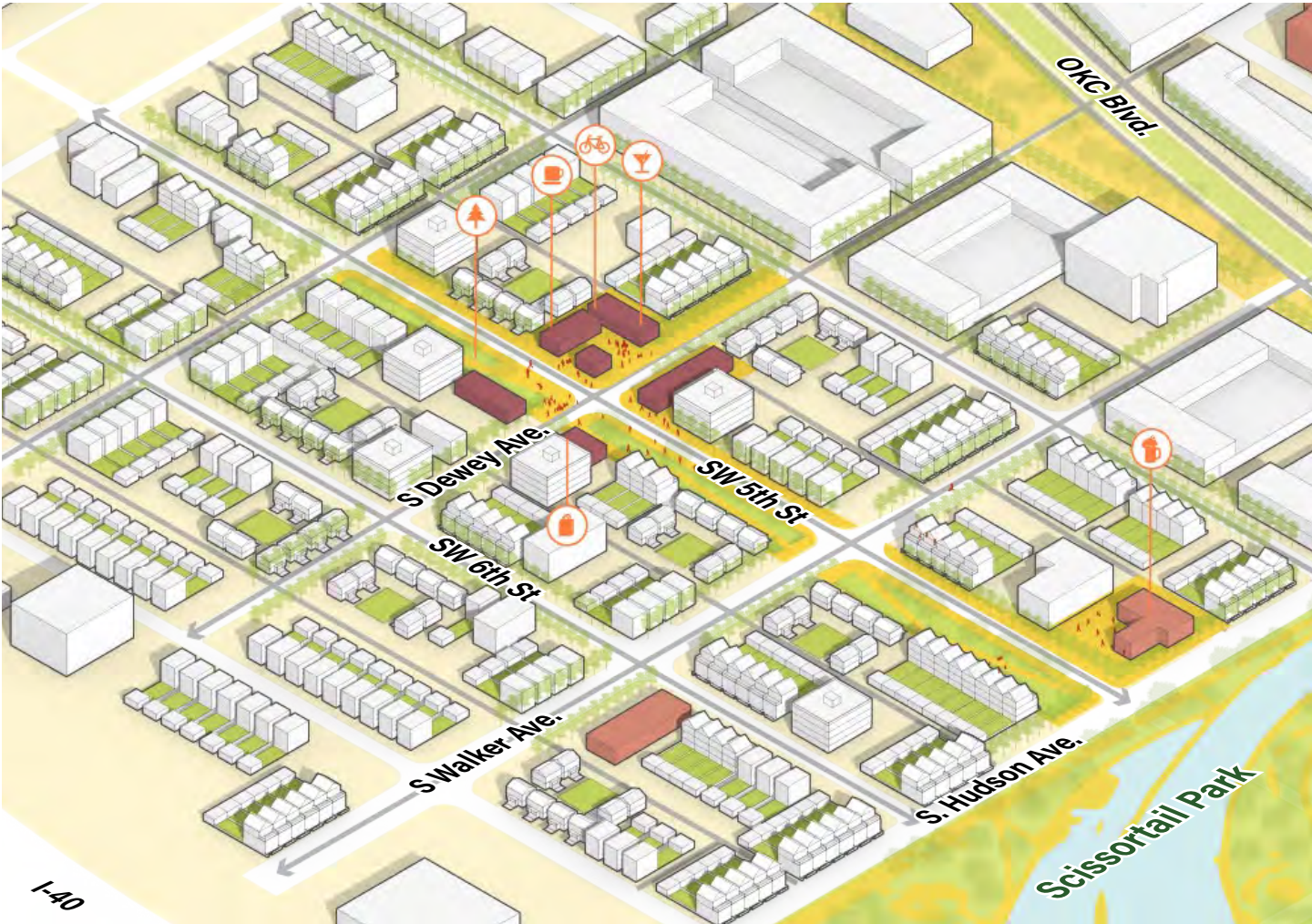
As a part of this strategy, it is critical for infrastructure upgrades to help set the framework for future development. SW 5th Street is a logical east-west connector through the neighborhood for pedestrians and cyclists aiming to get from Scissortail Park to future open space enhancements west of Western Avenue. It is also a desirable location for some localized retail to serve the neighborhood. Designing the streets to accommodate these needs will help establish the framework for growth along this corridor.

3. Deliver market-feasible residential product at scale

Using gap financing tools, market-feasible residential product, including garden apartments, cottage courts, quadplexes, townhomes, narrow-lot single family, and other missing middle housing densities, should be delivered at scale. There is room for upwards of 1,400 new units in the area without ever building taller than three stories. This is roughly 25-30 units per acre, slightly more dense than the Wheeler District but comparable in density to Deep Deuce. Even using cheaper construction typologies, the price of land, labor, and materials creates impediments to new development and infill will need financial support to get started.

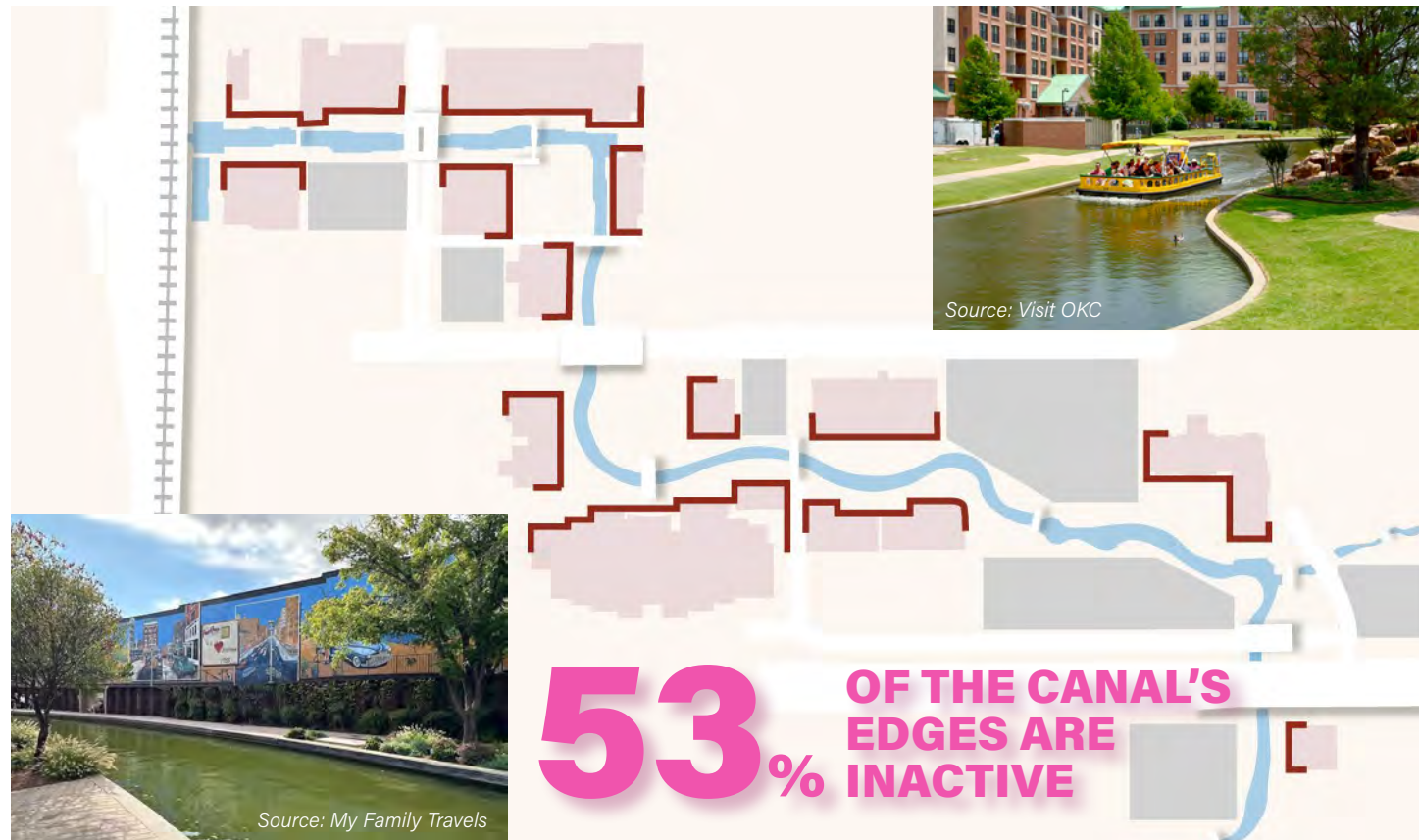


The State Thomas neighborhood just outside Downtown Dallas was a fully-redeveloped urban neighborhood that accommodated small, neighborhood serving retail and a variety of neighborhood-scaled housing products.



Conceptual rendering of what full build out of the neighborhood may one day look like, with a variety of single-family homes, townhomes, and missing middle housing types such as quadplexes and small walk-up apartments.

13 ENHANCE THE BRICKTOWN CANAL EXPERIENCE



WHAT IS THE CHALLENGE?

- ▶ After 30 years as the epicenter of Downtown entertainment, Bricktown is looking to establish a vision for the next generation which considers new investments in sports facilities being made around it.
- ▶ Current zoning requires 50' or 3+ stories in many locations.
- ▶ Currently, there is high vacancy in retail spaces along the canal level and in the upper level of existing buildings.
- ▶ There are numerous "dead edges" where there is no building or experience, leaving large voids in the experience along the canal.
- ▶ Connectivity within the district and from Bricktown into Downtown and through to the Boathouse District is challenging, discouraging walking between these locations.

Bricktown's success and importance to Downtown cannot be overstated. The reimagination of the historic warehouse district into an entertainment hub centered around the canal not only created a new destination for Central Oklahoma, it elevated OKC into the national conversation of cities reinvesting in their urban core. However, as the past investments age and as new development comes online in other areas of Downtown, Bricktown is looking for rejuvenation to reinforce its success and importance.

A new vision for the district is beginning to emerge, centered around live music and performance, building off of Oklahoma's strong history as the home state to world-famous musicians and its existing music institutions. While that may help to strengthen its entertainment component, there will be a need to create a neighborhood in the greater Bricktown area to create vibrancy and support existing and new retailers year-round.

WHAT IS THE GOAL?

Although Bricktown has long been the entertainment heart for Downtown, new planned sports investments and the 2028 Olympic Games will solidify it as a central destination for locals and visitors. Physical enhancements and strategies to improve the district's activation will improve the experience for all users.

- ▶ Improve connectivity within and to the district through new trail connections, improved streetscapes, and new street connections.
- ▶ Create dedicated programs aimed at decreasing vacancy along the canal's edge and in the upper floors of existing buildings.

- ▶ Reduce the amount of inactive edges along the canal through strategic activation and programming that reimagine underutilized spaces and parking lots, with the goal of transforming these into new development in the future.

The proposed enhancements outlined in this strategy are about connecting Bricktown to the rest of Downtown so that investments made on Bricktown's edges, such as the new stadium and arena, contribute to instead of takeaway from Bricktown as an entertainment destination. The 2028 Olympics will put Bricktown front and center for hundreds of thousands of visitors, so making as many of these improvements as possible before Summer 2028 is critical.



Improving the Bricktown Canal experience, including improvements to mobility to and around the Bricktown District, and a strategic effort to activate vacant ground-floor and upper levels, will help to transform Bricktown from a thriving entertainment destination on evenings and weekends to a fully functioning neighborhood everyday, throughout the year.

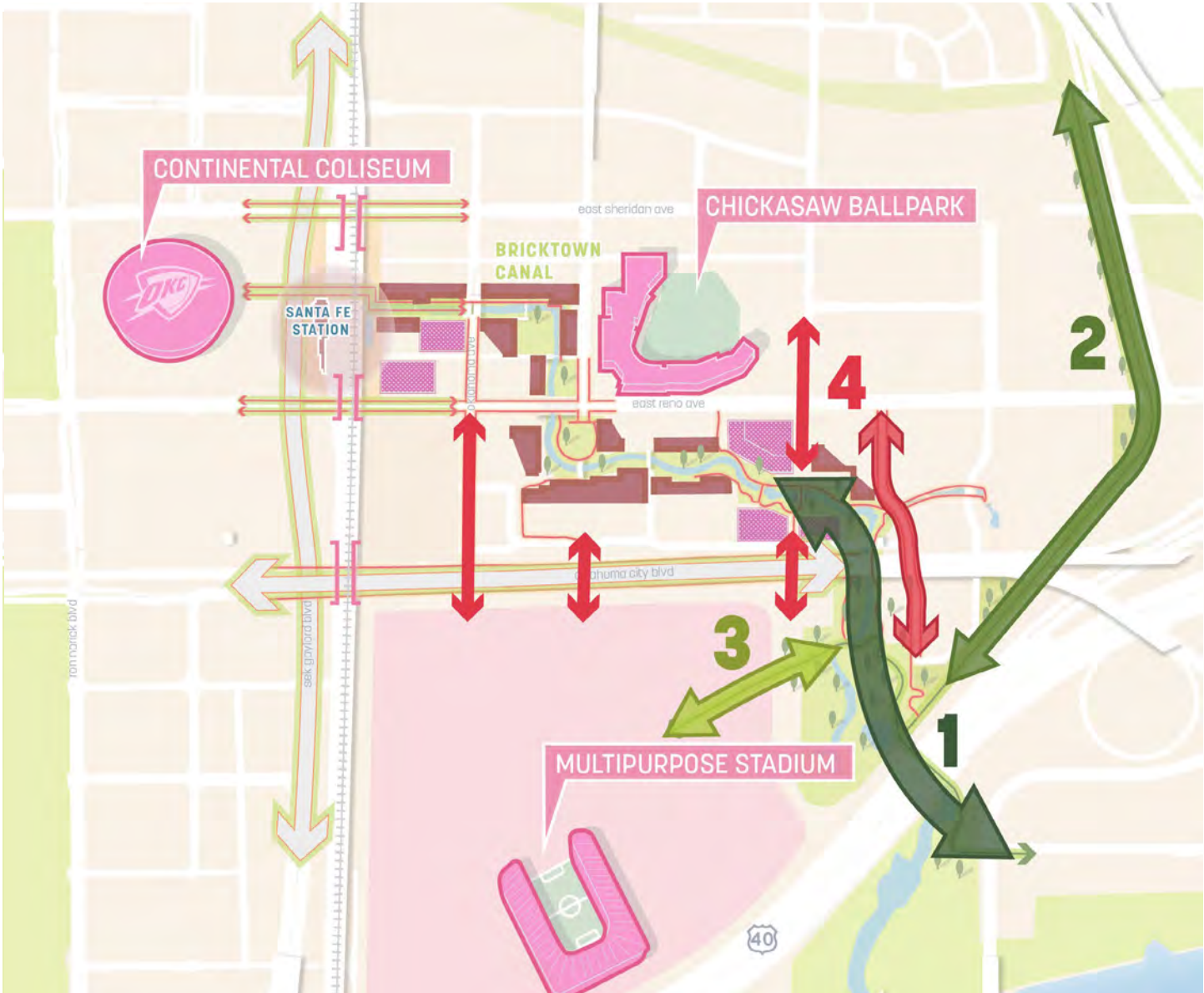
GETTING IT DONE

1. Make necessary physical infrastructure improvements

Overcoming Bricktown's poor connectivity to surrounding districts is critical for its long-term success. In addition to improvements to the streetscape within the district as a whole, key multimodal and streetscape improvements on its edges are needed. These include:

- 1. Simplify and clarify pedestrian movements in Lower Bricktown between Reno Ave. and the Boathouse District. This should include new, straight, accessible paths and clear wayfinding through the Bricktown Riverwalk Park.

- 2. Construct a new trail along existing rail corridor between the Land Run Monument and the proposed Downtown Greenway. This will connect the Downtown Greenway to the River and will connect Bricktown into the broader open space and recreation ecosystem.
- 3. Create new connections across the Canal to the Stadium District, including new bridges, to ensure strong connectivity to existing entertainment and parking on Day 1 of the stadium's opening.
- 4. Formalize improvements along Centennial Drive to improve pedestrian connectivity from Reno Ave. to the Boathouse District and provide other connections across OKC Blvd. where possible.



Connectivity improvements in Bricktown should focus on connecting new and existing cultural anchors, improving access to the canal, and improve access to the riverfront from Bricktown.

2. Activate with cultural placemaking interventions

Although the long-term goal should be to deliver new development on vacant land along the Canal's edge, infill will take time. In the interim, activating these dead zones with lower-cost interventions will create a more vibrant, continuous canal experience for visitors for the 2028 Olympics and in the years following.

- Support temporary activation of existing surface parking lots along the Canal's edge for fan villages and food/beverage/beer gardens for the Olympics that can transition into more permanent establishments over time.
- Create destination open space improvements along the canal, including constructing a new playground, water play features, and outdoor performance spaces on existing vacant land and along underutilized publicly-owned edges. Some of these improvements should be designed to host small concerts and events to reinforce Bricktown as a district to enjoy live music and performances.
- Consider incentivizing cultural anchors such as the Oklahoma Opry and the Banjo Museum to expand their programming to activate the Canal's edges and open spaces. This could include markets, concerts, busking, art, and exhibits. Additionally, consider incentive support for more permanent expansion of existing cultural anchors, but ensure new construction is designed to prioritize activation of the canal edges.
- Offer short-term, low-rent leases for startup businesses or pop-up events that align with the district's growing commitment to music and performance. This will not only help to foster local talent, but will reinforce the district's art and music economy.



Source: Bring Fido

The Midtown Beer Garden in Portland, OR turned an underutilized surface parking lot into a hot spot for food and drink during lunch hours and on the weekends.



Source: The Boston Globe

The Lawn on D in Boston has activated former surface parking lots, with a beer garden and outdoor gathering space adjacent to the city's convention center. The temporary improvements have been so successful they have remained in place for nearly a decade.



Source: San Antonio Riverwalk

Arneson River Theater hosts performances along the San Antonio Riverwalk, providing gathering space along the river's edge.

3. Prioritize adaptive reuse of existing structures

Bricktown’s charm and authenticity is directly connected to the historic building stock - the old warehouses define the experience. Currently, many ground floors and upper levels sit empty. Vacant storefronts along the canal and streets detract from the experience of walking in the district. Additionally, empty upper floors present an opportunity for new residential and office users that can bring greater vibrancy to the district. There are several key strategies that should be deployed to unlock these empty spaces.

- Develop a toolkit for ground-floor improvements to address existing building design challenges.

- Create an incentive program for vacant ground-level retail spaces, prioritizing vacant spaces along the canal first.
- Develop incentives and support public-private partnerships, including tenant improvement and lease subsidies for adaptive reuse of upper levels of existing buildings, prioritizing residential and creative office.
- Establish an expedited permitting process for adaptive reuse projects.
- Create a funding source to support necessary interior and exterior ADA improvements.
- Provide financial and technical support for small businesses and non-profits to locate in Bricktown.

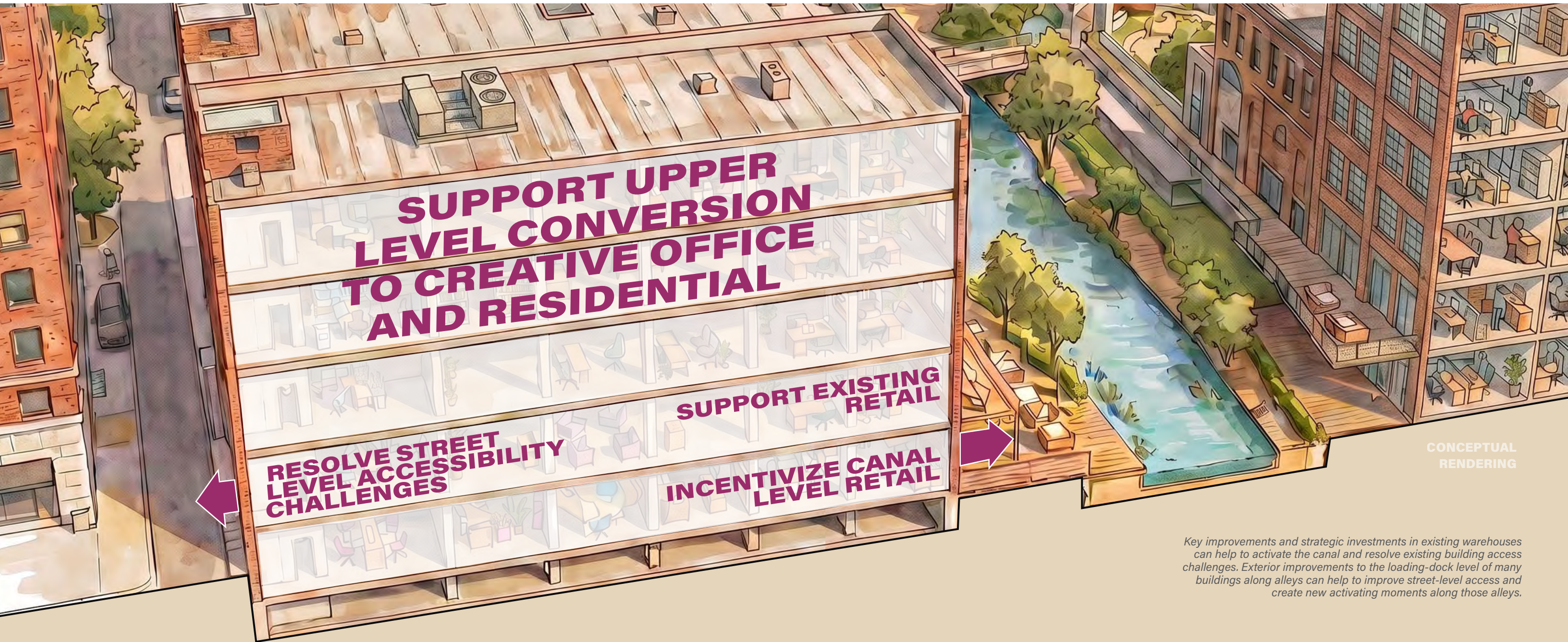
CASE STUDY
DPOB Grant Program Baltimore, MD



Source: Downtown Baltimore

The Downtown Partnership of Baltimore (DPOB) operates several targeted grant programs to spur downtown economic activity, such as the Baltimore Culinary Exchange (BCX). These programs provide direct financial assistance—typically about \$10,000 to \$200,000 per award—funded through public sources like ARPA and local initiatives.

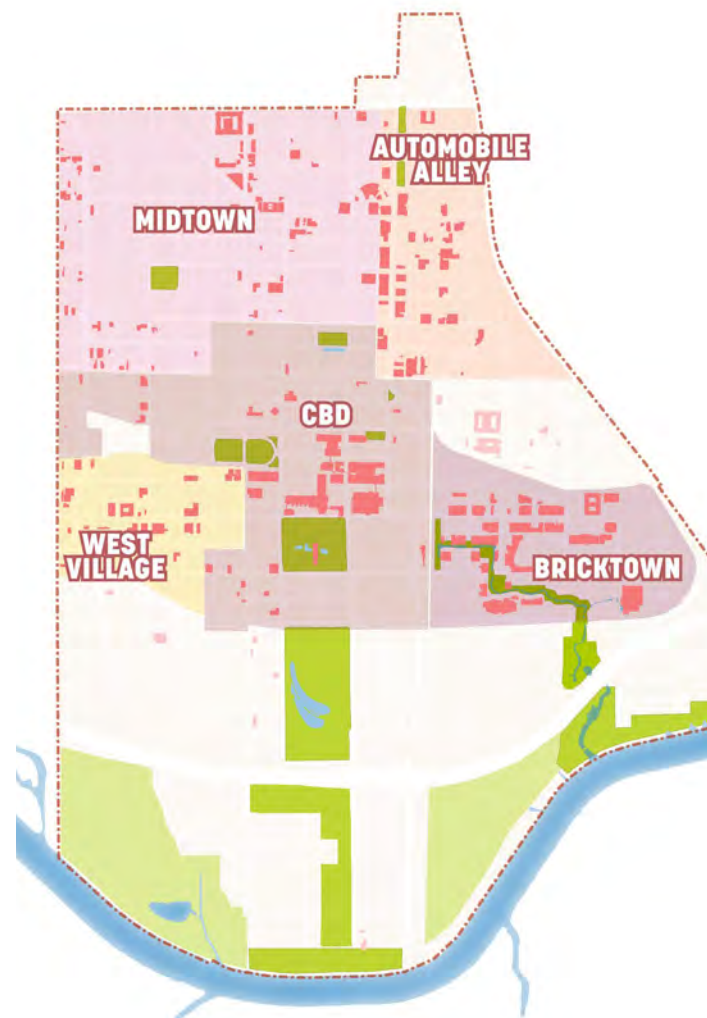
Grants are competitively awarded to small businesses—especially restaurants, food entrepreneurs, and retail startups—within the Downtown Management Authority district, supporting operating costs, tenant build out, and property improvements to activate vacant space and strengthen downtown vitality.



CONCEPTUAL
RENDERING

Key improvements and strategic investments in existing warehouses can help to activate the canal and resolve existing building access challenges. Exterior improvements to the loading-dock level of many buildings along alleys can help to improve street-level access and create new activating moments along those alleys.

14 SUPPORT DOWNTOWN RETAIL ON BROADWAY AND IN OTHER KEY LOCATIONS



Current retail in Downtown is concentrated along Broadway, Sheridan in Bricktown and West Village, along 10th Street in Midtown, and in the heart of the CBD on Park Avenue.

Historically, Downtowns were the heart of commerce and shopping for a city. And while retail patterns have changed over the years and many retailers have left Downtown for the suburbs, a healthy retail market in the urban core is critical. Downtown OKC is home to numerous small, local businesses and restaurants that define the experience and are critical to the economy. Many existing businesses suffered through the COVID pandemic and its after effects and have struggled to get back on their feet. This has left many existing retail spaces vacant due to closure and business relocation.

WHAT IS THE CHALLENGE?

- ▶ Broadway in Automobile Alley is a vibrant and successful retail corridor but has moments of inactivity.
- ▶ The experience along Broadway disintegrates as you head south into City Center, caused by surface parking lots and inactive ground floors.
- ▶ Other retail nodes in Downtown, including 10th Street in Midtown, West Sheridan in West Village and in Bricktown, and Park Avenue in City Center, have their own character and success, but also struggle with vacancy and inactivity that detracts from the experience.
- ▶ Recovery since the COVID pandemic for retail has been slow and support for existing and new retailers is needed.



Source: Google Earth

There are numerous inactive edges (vacant ground-floor and surface parking) along Broadway and Sheridan.

WHAT IS THE GOAL?

Reinforce Broadway and other key corridors, including 10th Avenue, West Sheridan, and Park Avenue, as the primary shopping destinations within Downtown through new retail, improved activation, and an expanded shopping experience.

- ▶ Incentivize new retail in vacant retail spaces, subsidizing tenant improvements for new retailers along the corridor.
- ▶ Create a dedicated funding stream for ground-level improvements in existing buildings for existing and future retail spaces.
- ▶ Simplify the Broadway, Gaylord, McGee intersection to create a larger public realm and improve pedestrian mobility.
- ▶ Leverage TIF to incentivize infill development on under-developed sites, such as drive-through banks or surface parking lots, to create new residential and mixed-use activity along the corridor.
- ▶ Support existing retail through grants and other programs to encourage growth and improvements.

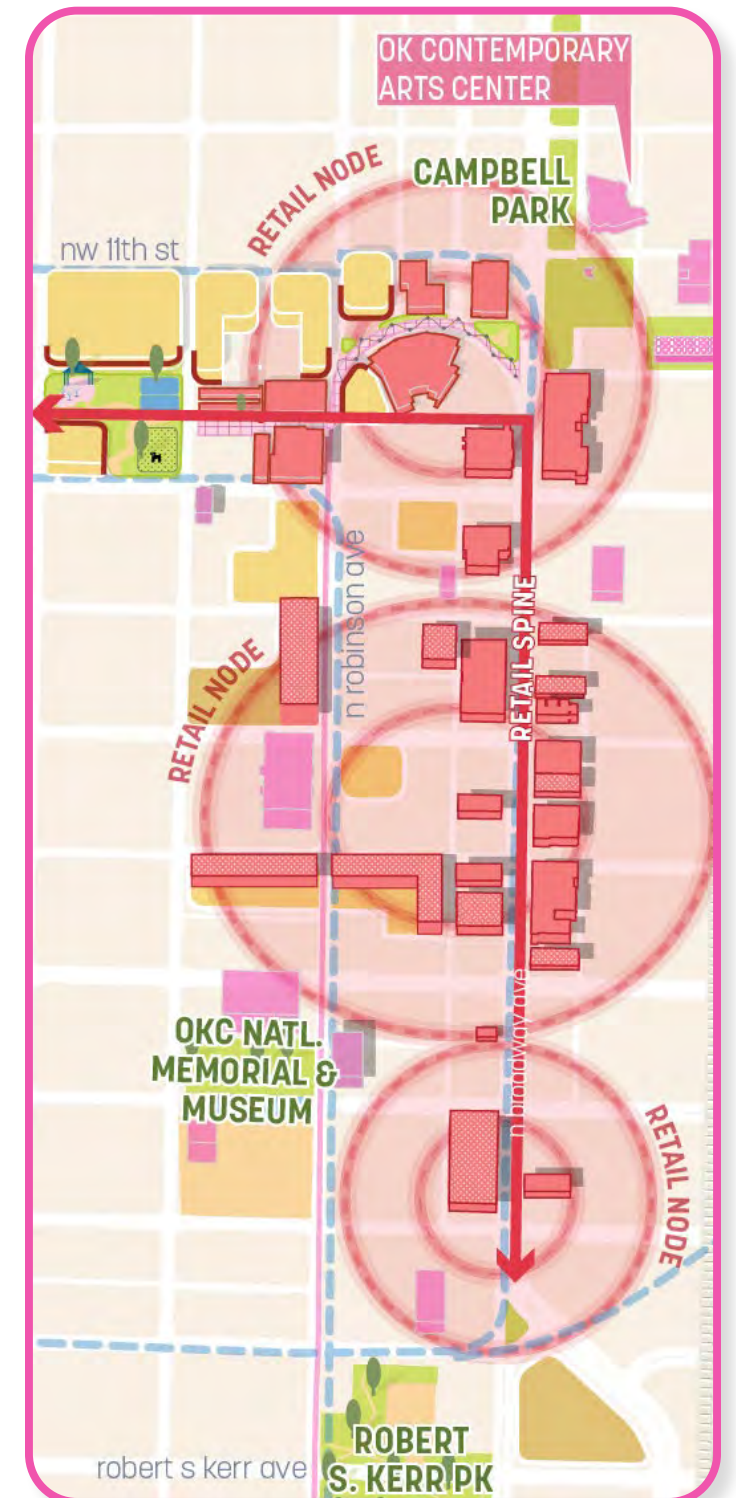
RETAIL MARKET ANALYSIS

Future Retail Sales in All of Downtown OKC

\$840 M IN 2025	+\$190 M BY 2040
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Future Retail Demand in All of Downtown OKC

2.5 M SF IN 2025	+475 K SF BY 2040
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Broadway is one of the most vibrant retail streets in Downtown and should serve as hub for existing and future retail support and growth.

GETTING IT DONE

1. Create a small business grant or loan program for existing and future retailers

A small business grant or loan program for existing and future retailers can provide small amounts of capital that are critical for tenant improvements and other small costs that stand in the way of an existing business closing or a future retailer from opening. There are numerous examples of such programs run by business improvement districts (BIDs) and other entities around the country that have been successful in increasing retail occupancy and generating new foot traffic for Downtowns.

2. Create real estate grants or loans for landlords / developers

Many existing or future retail spaces are in need of various repairs, including facade improvements. By creating a revolving loan program or a grant program for existing building owners, a low-cost but substantial financial burden for activating new retail spaces can be unlocked, helping to flip currently vacant spaces on key corridors such as Broadway and Sheridan, while also helping to support new retail spaces that may be needed in key locations.

3. Better enable shared parking strategies

There is a perception of a lack of readily available parking along Broadway and in other retail areas. That is inaccurate, as there are plenty of public and private lots that are underutilized, but there are legibility challenges for drivers. It is critical to maximize utilization of existing lots (See Strategy 18). Part of this strategy should include making it easier for retailers to enter into shared parking agreements with public and private lots nearby. For example, office buildings may need their parking 8am-5pm on weekdays and restaurants need parking 5pm-10pm on weekdays and weekends. These symbiotic parking needs present an opportunity for the City to better support existing and future retailers, removing their need to deliver their own parking, reducing costs and barriers to entry. Along the Broadway corridor, many small, private lots between buildings are missing teeth in the urban fabric and detract from the experience on the corridor. By removing the need for these lots to exist through better utilization of existing parking lots and garages nearby, these lots can serve as outdoor dining spaces in the short-term, and new development sites in the long-term.

4. Reconfigure the Broadway Ave. / Gaylord Blvd. / McGee Ave. intersection

The vibrant, active urban edge and retail of Automobile Alley recedes between 6th Street and 4th Street. Movement along the corridor is hindered by complicated and pedestrian-unfriendly areas at Broadway, Gaylord, and Dean McGee Avenues. Pioneer Park, a highly

underutilized public plaza, is cut off by a right-turn slip lane on Broadway. By closing this turn movement, the public realm can be increased by over 5,500 square feet, giving space for outdoor dining and vending for existing and future retailers. This improvement will enhance pedestrian mobility and make existing storefronts more viable. This will help to fill a critical gap along the corridor, connecting Automobile Alley to the Downtown Trail and south to the Continental Coliseum.

CASE STUDY

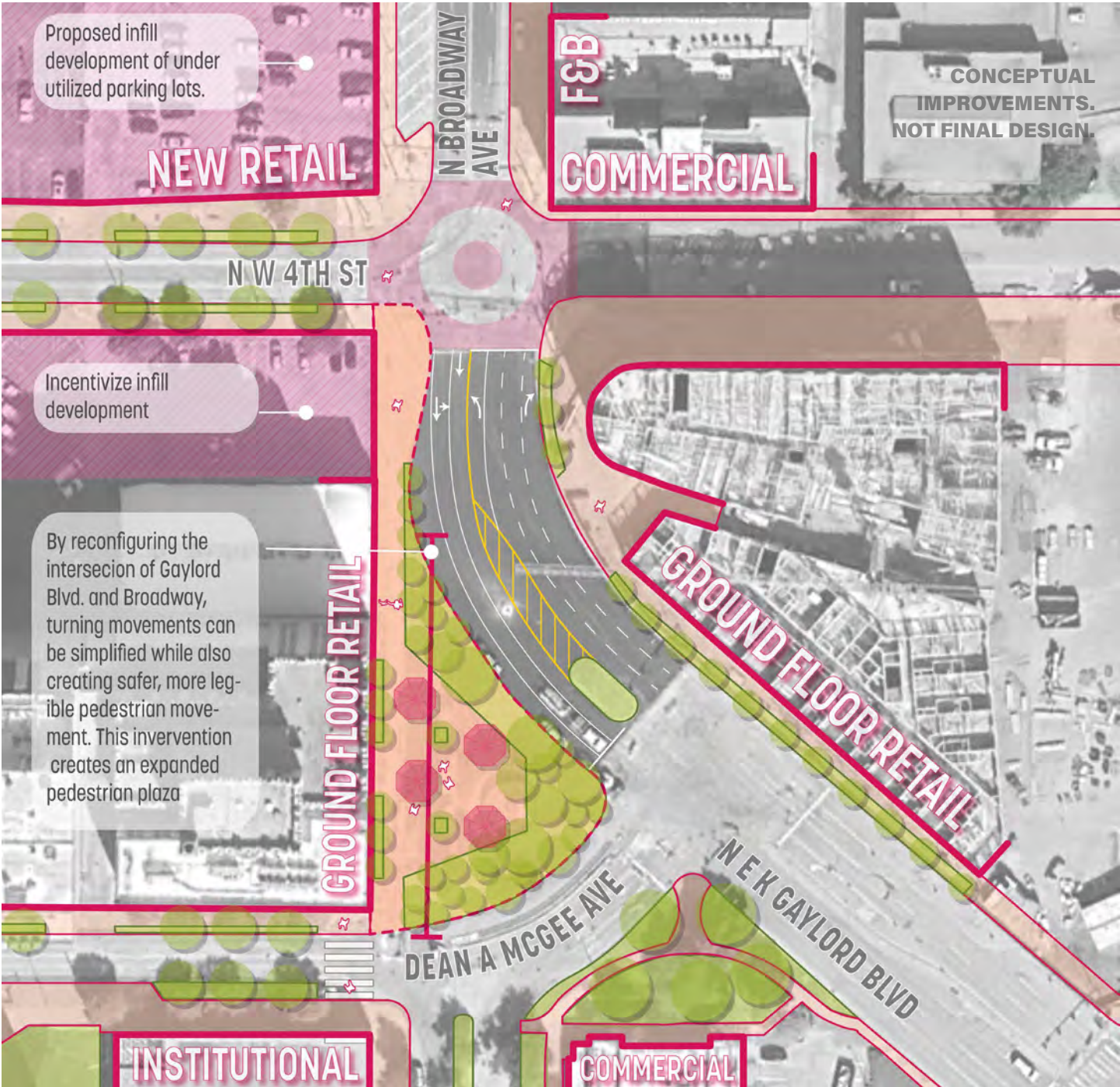
16th Street Denver, CO



Source: Denver Post

The City and County of Denver launched the 16th Street Retail Attraction Incentive Program to attract retail, restaurant, experiential, childcare, and personal service tenants back to the corridor after pandemic-era vacancies and declining foot traffic.

Eligible businesses can receive up to \$25 per square foot annually for four years, with incentives capped at \$450,000 per space. The strategy also includes pop-up retail grants, free-rent partnerships with property owners, streetscape reconstruction, expanded public programming, and recruitment of locally unique businesses intended to increase pedestrian activity, sales tax generation, and downtown vibrancy.



The Broadway / Gaylord / Dean McGee intersection is complicated and unsafe for users today. By closing one turn movement, existing public space can be connected to a larger public realm that gives space for restaurants and retailers to spill out.

15 EXPAND EDUCATION AND EMPLOYMENT OPPORTUNITIES

WHAT IS THE CHALLENGE?

- ▶ There is not a robust Pre-K-12 ecosystem, specifically no major high school to serve Downtown residents.
- ▶ Higher education presence is limited.
- ▶ There are few workforce development opportunities and a lack of an educational pipeline into Downtown jobs.
- ▶ Existing economy is not diverse and relies on a handful of industries.
- ▶ Changes in several major employers could exacerbate office vacancy and highlights the need for a more diversified economy.

Today, Downtown is home to the John Rex Charter School system which consists of an elementary school, intermediate school, and junior high school. This system is missing a charter high school to serve grades 9-12, although one is planned in the near future. Downtown is also home to Emerson North High School, an alternative high school for students in the OKC Public School District. However, an additional high school is needed to serve Downtown students.

The only higher education programs located directly in Downtown are the Oklahoma City University School of Law and the Academy of Contemporary Music at the University of Central Oklahoma. To the east of Downtown are the University of Oklahoma's Medical and Nursing Schools. Downtown is a prime location for students to learn and practice their professions as Downtown higher education facilities better position students by physically locating students near resources, jobs, and transit.

A diverse economy is critical to ensure resiliency during economic change. Today, Downtown is dominated by the oil and gas industry, finance, and healthcare. The gas and oil industry tends to grow and contract due to market conditions, and this volatility is challenging for other Downtown businesses. Downtown must establish a robust education system and diverse employment anchors to serve as a foundation for a stronger economy.



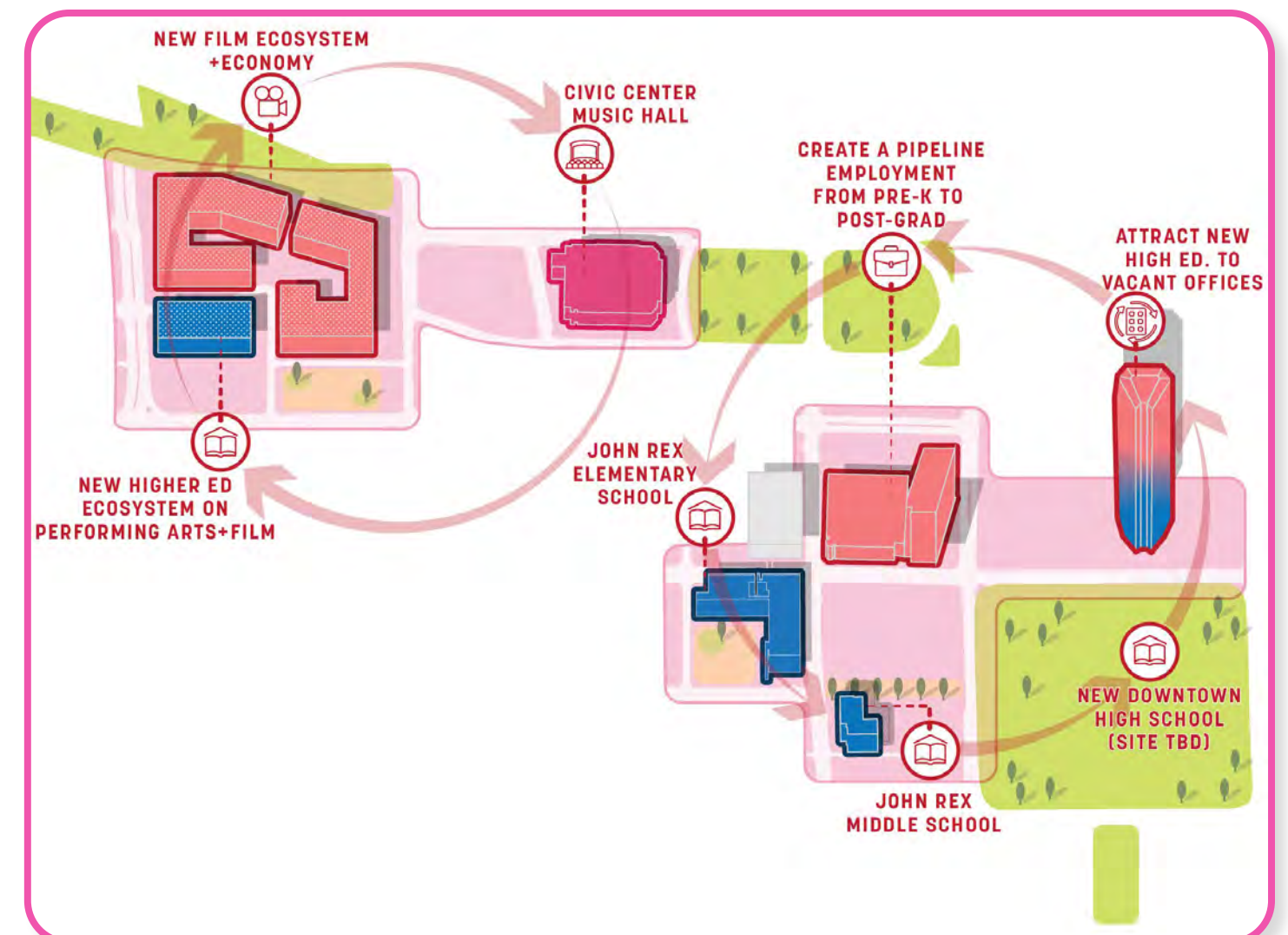
FILM INDUSTRY IN OKC

The film and TV industry presents an intriguing opportunity to diversify Downtown's economy. Beginning in the 1920's, Film Row was known as a major hub for regional film distribution, home to studios like Universal and Warner Brothers. This film exchange industry eventually dissipated, only to give way to a new film and TV industry in the early 2000's. In 2001, the Oklahoma Film Enhancement Rebate Program was created to incentivize film production in the state. The Filmed in Oklahoma Act was passed in 2021, establishing an incentive program rivaling the likes of Atlanta. Over the next decade, Oklahoma is expecting to see tremendous growth in this industry, and some of that growth should be harnessed in Downtown OKC.

WHAT IS THE GOAL?

Expand Pre-K - 12 and higher education systems to create a continuous pipeline into Downtown's employment ecosystem. Align industries to support anchor institutions, diversifying the economy in the process. More education and employment opportunities builds a stronger Downtown economy.

- ▶ Build a new high school as part of the John Rex Charter School system to serve existing and future Downtown residents.
- ▶ Bring Oklahoma-based higher education institution programs and research to Downtown, placing students near employment opportunities.
- ▶ Harness film and live music industry growth to diversify the economy through dedicated film and TV production space and performance venues and a new higher education ecosystem centered around workforce development.



Expanding education opportunities, from Pre-K to higher education, will make Downtown more attractive to more users, while also helping to create a pipeline of talent for existing and new industries, which will strengthen Downtown's job base and ultimately its economy.

GETTING IT DONE

1. Open a new Downtown high school campus for John Rex Charter School

Partner with the John Rex Charter School system to open a new high school campus Downtown to complete the Pre-K - 12 system. The City should work collaboratively to identify publicly-owned sites that would be viable for a future high school. With plans for the new high school currently slated for an office building between Midtown and City Center, and with the current K-8 schools located near Myriad Gardens, future sites would ideally be in close proximity. One potential site would be the EMBARK Transit Center, should that site not be viable for a future grocery store. Other publicly-owned sites should also be explored to help offset land acquisition costs. Additionally, the City should work to identify how available public parking could be used to provide parking resources for the future school.

2. Partner with Oklahoma-based higher education institutions to expand their presence in Downtown

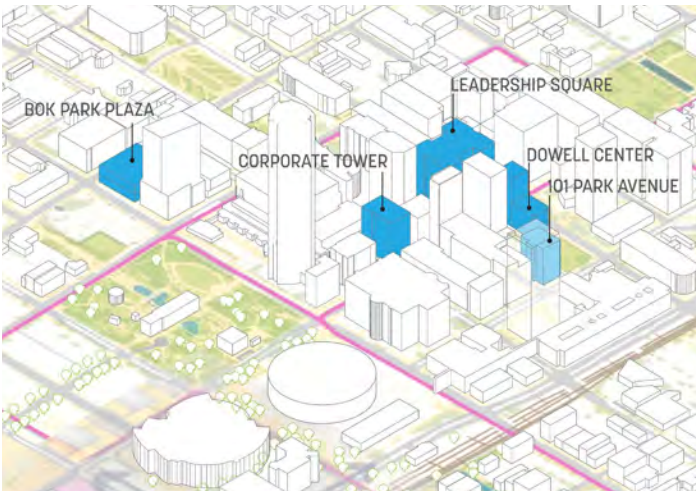
Although Downtown OKC has some higher education presence, including Oklahoma City University's Law School, it lags behind peers in the amount of higher educational presence in the Downtown core. And while the nearby OU Health Sciences campus and Innovation District are critical, a more robust presence directly in City Center is important. Establishing a stronger pipeline from higher education institutions into the Downtown workforce will ensure a continued flow of new workers for existing employers, help to establish stronger partnerships between institutions and employers, and make Downtown a desirable location to live, work, study, and play for students and young professionals. In order to expand Downtown higher education, several key steps are needed:

- Establish an exploratory committee aimed at recruiting Oklahoma public higher education programs and research to Downtown. Key institutions to explore include Oklahoma State University, University of Central Oklahoma, Oklahoma City University, and University of Oklahoma.



Urban high schools (such as the Columbus Downtown High School in Columbus, OH) are designed to promote walkability while ensuring safety and security for students and faculty.

- Work to provide low-cost rent in existing high vacancy towers through TIF or BID subsidies.
- Coordinate local developers with existing and recruited higher-ed institutions to explore opportunities to develop student housing on publicly-owned land Downtown.



Several large office buildings in Downtown have high vacancy and could be strong candidates for new higher education space.

CASE STUDY
Greenville ONE Greenville, SC



Clemson University's Downtown Greenville campus, known as Greenville ONE, is a strategic extension of the university that connects higher education directly with the Upstate's fastest-growing business district. Rather than replicating the traditional undergraduate experience found in Clemson, the downtown campus is designed primarily for graduate education, executive training, professional development, and industry collaboration. The facility places students within walking distance of major employers, entrepreneurial resources, restaurants, hotels, and civic institutions.

Greenville ONE is home to Clemson's MBA Program, graduate programs in Accountancy, Real Estate Development, and Management, and the Clemson University Center for Corporate Learning. Nearly 1,000 Clemson graduate students are immersed in Downtown Greenville's business/finance community with access to networking opportunities, internships, employment opportunities, and professional development. Clemson University also interfaces with local professionals at Greenville ONE through public events, workshops, training programs, and an incubator hub.

The campus exemplifies Clemson University's strategy of embedding education within an urban innovation ecosystem. The result is a mutually beneficial partnership that reinforces Greenville's role as the economic engine of Upstate South Carolina while extending Clemson University's statewide impact.

Greenville ONE:

- Strengthens the regional workforce by producing graduates already working in Greenville, many who choose to remain.
- Generates activity in the urban core by having students living, shopping, and entertaining Downtown.
- Supports business growth and innovation through producing students who are partnering with employers to generate new companies and ideas.

3. Support a film-based economy and ecosystem in Downtown

A growing industry nationally and in Oklahoma is film and media production. The Prairie Surf Studios that occupied the old Cox Convention Center for a period of time showed how successful an urban film campus can be. And while that film studio is gone, there is demand for new film space in urban Oklahoma City. Productions desire to be in close proximity to hotels, restaurants, and entertainment.

The City and County should team together to leverage existing city and state tax credits, reimagining the Oklahoma County Jail site to deliver a state-of-the-art film campus and mixed-use district that allows for substantial productions to be done in Downtown. This new production facility should include a minimum of two major sound stages and supportive infrastructure including mill space, base camp space, and flexible office spaces for productions. This would allow for at least two large-scale productions to occur at any given time.

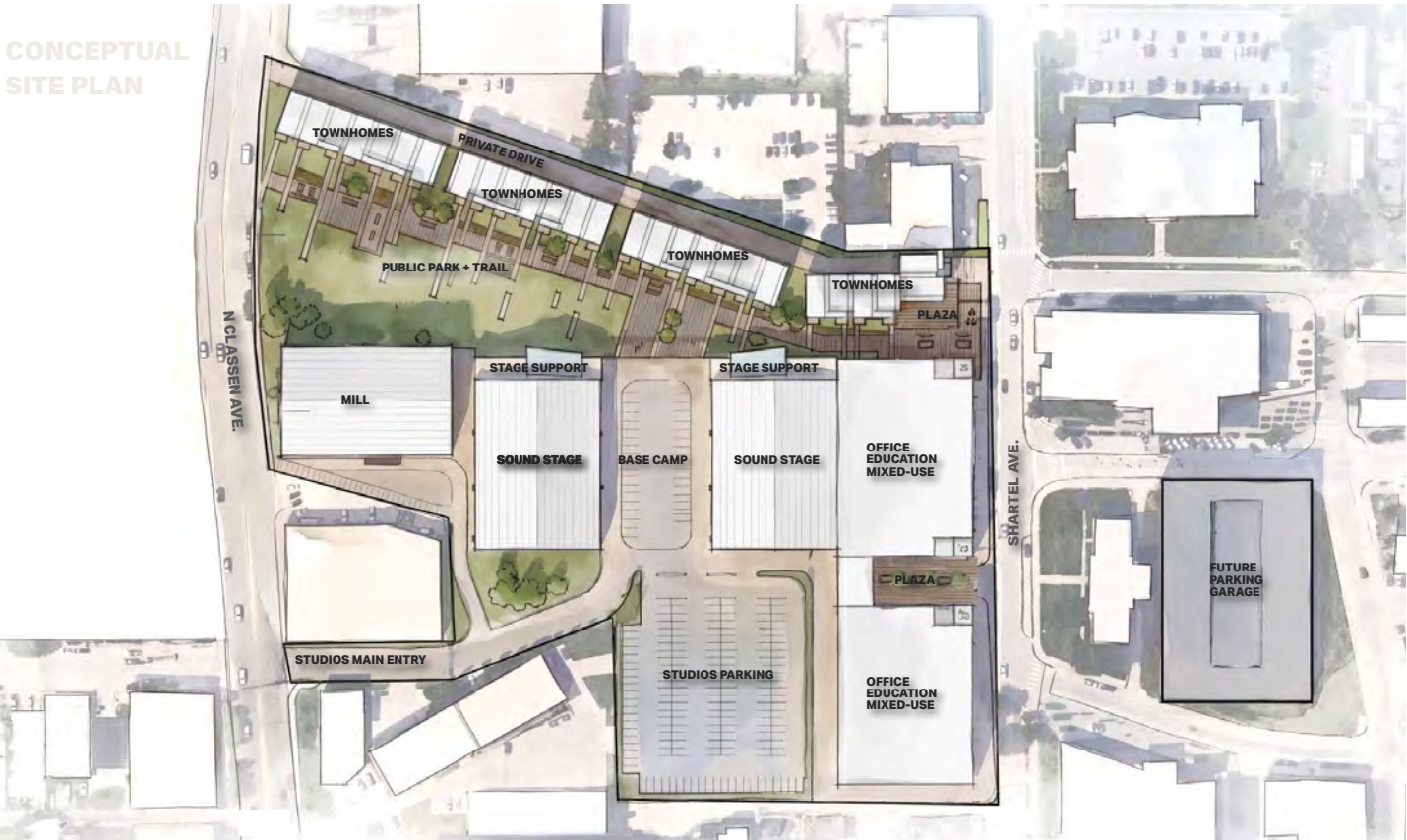
CASE STUDY
West End Production Park

Atlanta, GA



West End Production Park (WEPP) is a successful film and television studio located in the historic West End District of Atlanta, GA. The studio markets itself as having a prime located, just minutes from Downtown Atlanta and the Hartsfield-Jackson International Airport. The WEPP is able to attract and house major film and television projects through its flexible, multi-purpose studio space, production offices, base camps, storage, garage parking, and loading docks. The site is 14+ acres with over 275,000 square feet of production space.

CONCEPTUAL
SITE PLAN



The Oklahoma County Jail Site is a logical location to establish a more permanent film ecosystem within Downtown and can build off the history of film production blocks away in West Village, formerly known as Film Row.

CONCEPTUAL
RENDERING



A conceptual rendering of how the Oklahoma County Jail Site could be reconfigured with sound stages, mixed-use office and retail, and new townhomes and residential, along with a new park as a part of the Downtown Greenway

Additionally, the new development should include a mixed-use office and retail component near Shartel Avenue that can directly engage the future Downtown Trail and provide space for higher education innovation and classroom spaces. This could help reinforce the growing film economy in OKC and allow for other institutions in Oklahoma to have a presence in Downtown.

Lastly, this new development should include a new gateway park (see Strategy 1) that becomes an entry portal into Downtown on the Downtown Greenway. This park should be activated with retail and residential that can provide housing for students, production crews, and residents that desire to be near the action.

4. Support the live music economy, including support for workforce development and expanded venues

Live music is a big part of Oklahoma and OKC's economy. Oklahoma is home to famed acts including Garth Brooks, Reba McEntire, Toby Keith, and The Flaming Lips. The Arts and Creative sector of the economy, including live music and music recording, generates \$5.4 billion in economic activity for the State of Oklahoma, as well as nearly 49,000 jobs. This sector is expected to grow over time. Downtown OKC is well-positioned to take the lead in growing this economy. Doing so will not only reinforce Downtown as a home to arts and entertainment, but will further diversify the economy. Knowing that OKC will not compete on the international stage with a Nashville, it will be important for the City to lean into its authentic regional music identity, supporting and enhancing the local artist pipeline, with the goal of retaining that talent. There are several key steps that should be explored, including:

- Support and attract regional and national live music, talent, and entertainment industry offices, including labels, artist management, publicists, lawyers, and booking agents
- Finance artist and musician-oriented affordable housing. Locations in Bricktown should be prioritized as a part of adaptive reuse efforts (See Strategy 13) and public land disposition (See Strategy 5). Key sites include the old Spaghetti Warehouse building and the City-owned land on Main Street.
- Support local venues and music anchors through financial incentives, including funds for facility improvements.
- Explore grants to attract and retain musical talent to ensure there is a continuous pipeline of talent while also stopping the loss of talent to other markets as their success grows.
- Fund public realm improvements that encourage small performances along the Bricktown Canal. This should include small busking stations and small public greens and amphitheaters.
- Grow local festivals, such as the Bandwagon Music Fest, to foster a music scene and branding for Downtown OKC.



Source: Visit OKC
The Criterion Theater in Bricktown opened in 2016 and has added a major new venue to the Downtown market for local and national touring acts.



Source: UCO
University of Central Oklahoma's Academy of Contemporary Music is a critical anchor in Bricktown and a key to expanding the pipeline of talent for live music in Oklahoma City.



Source: OKCFox.com
The new Oklahoma Opry facility in Bricktown will be a key part of an expanded live music ecosystem in Downtown.

CASE STUDY
Play Tulsa Music Tulsa, OK



Source: Guthrie Green

Tulsa's Play Tulsa Music program is a city-supported live music incentive initiative designed to strengthen the local music economy by subsidizing performances at local venues. Initially funded through CARES Act dollars, the program distributed grants to venues to cover up to 50% of musician and technician fees, supporting hundreds of performances and keeping money circulating through local artists, sound crews, restaurants, bars, and nightlife districts. The program is now funded through local lodging and tourism tax surpluses and philanthropic foundations such as the George Kaiser Family Foundation.

Its success stems from treating live music as economic infrastructure rather than entertainment alone, while lowering barriers for venues to host performances, increasing gig opportunities for local musicians, and activating downtown and neighborhood business districts year-round. The program has distributed \$190,000 to 26 local venues, supporting over 700 live performances in its early phases. A key goal was to keep money circulating locally through support for the workers that are critical for the industry. This helped to activate restaurants, bars, and hotels and thus increase downtown foot traffic, a more holistic philosophy than simply funding one-off concerts or festivals.



Source: KFOR News
The Oklahoma City Philharmonic Orchestra hosted a free concert followed by fireworks for the Independence Day holiday at Scissortail Park.

16 PRIORITIZE TRANSIT ON KEY CORRIDORS



Map of existing bus and BRT transit network in Downtown.

Downtown has long been the heart for EMBARK's transit system. Long home to a substantial bus network, the new OKC Streetcar opened in 2019, adding a new form of mobility for Downtown users. The Transit Center at 4th and Hudson operates as the hub of a spoke-and-hub bus system. While this has made Downtown the easiest location to access in the metro area by transit, it has created challenges for crosstown mobility and has limited ridership and operational functionality. Its growth and success is also limited by the size of the existing transit center, and as such, a parallel study was conducted to explore relocating or reimagining how Downtown transit operations function.

This comes as there are major changes to the spoke-and-hub system planned, along with major new investment in bus rapid transit, light rail, and commuter rail. This new investment is slated to dramatically change the transit landscape of Downtown. The way these systems interact with existing traffic and with each other must be done effectively for there to be major mode shift.

WHAT IS THE CHALLENGE?

- ▶ Oklahoma City is making huge investments in transit to improve access and mobility into and around Downtown. This will quickly and dramatically change the volume of buses traveling on streets.
- ▶ Current transit plans do not account for necessary infrastructure and improvements that will be needed for corridors handling new transit patterns.
- ▶ There is a potential for detrimental impacts on mobility for cars, bikes, and pedestrians unless there are key streets designated for transit mobility.
- ▶ The new streetcar was a great investment, but its route and functionality discourage its use.



Source: OKC Friday

Existing OKC Bus system run by EMBARK.



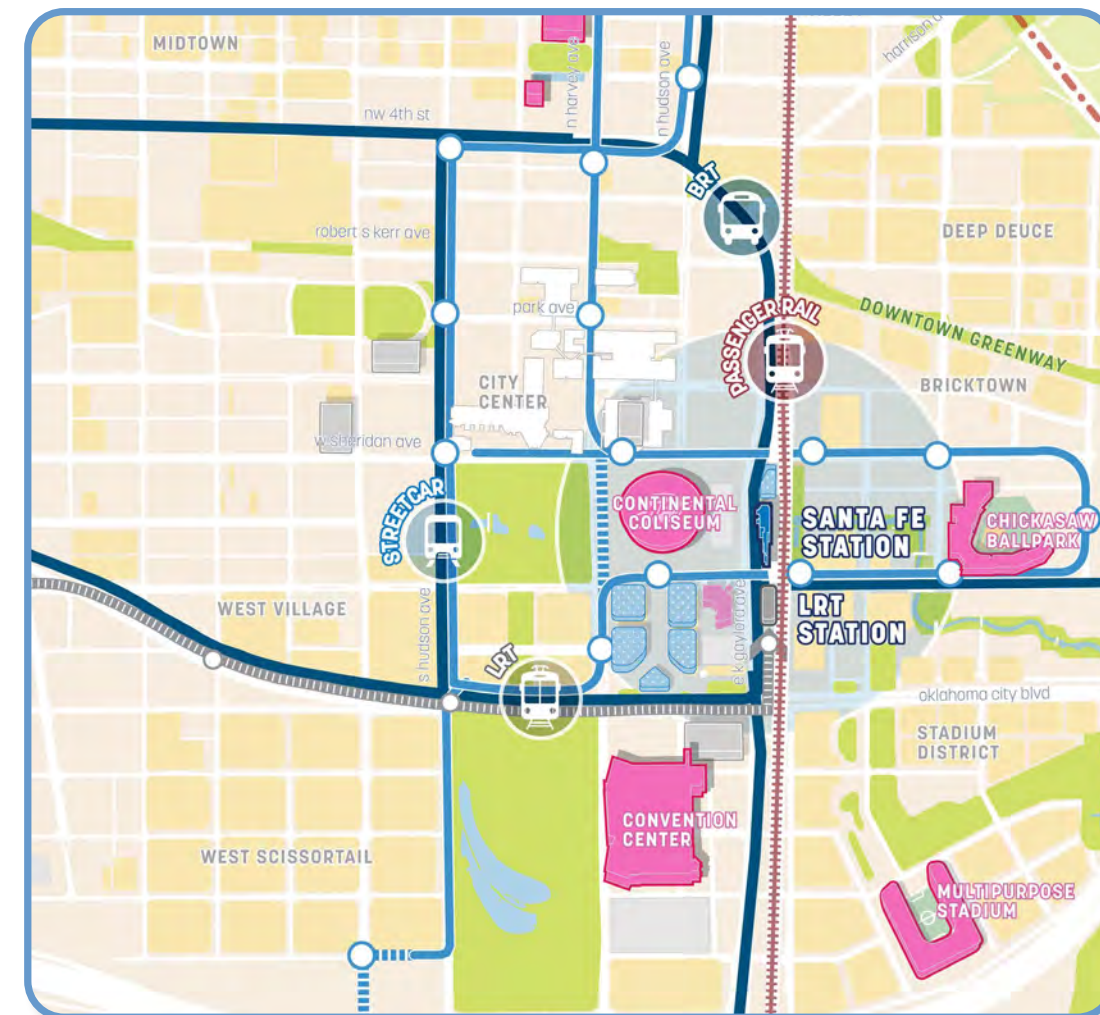
Source: Herzog

Existing OKC Streetcar system run by EMBARK.

WHAT IS THE GOAL?

Consolidating existing and proposed rapid public transit investments onto a small number of streets will improve functionality for the transit system, will enhance mobility for other modes on other streets, and will improve the quality and navigability of the transit system for users.

- ▶ Reimagine priority corridors to provide dedicated space for transit, including bus lanes, new dedicated transit shelters, and transit signal prioritization to improve system functionality.
- ▶ Align changes to the system with plans to relocate the current transfer center. The new system should locate a new single transfer center or a dispersed transit center model, directly along a priority corridor(s).
- ▶ Expand the streetcar and make strategic investments along the existing route to improve its system functionality.



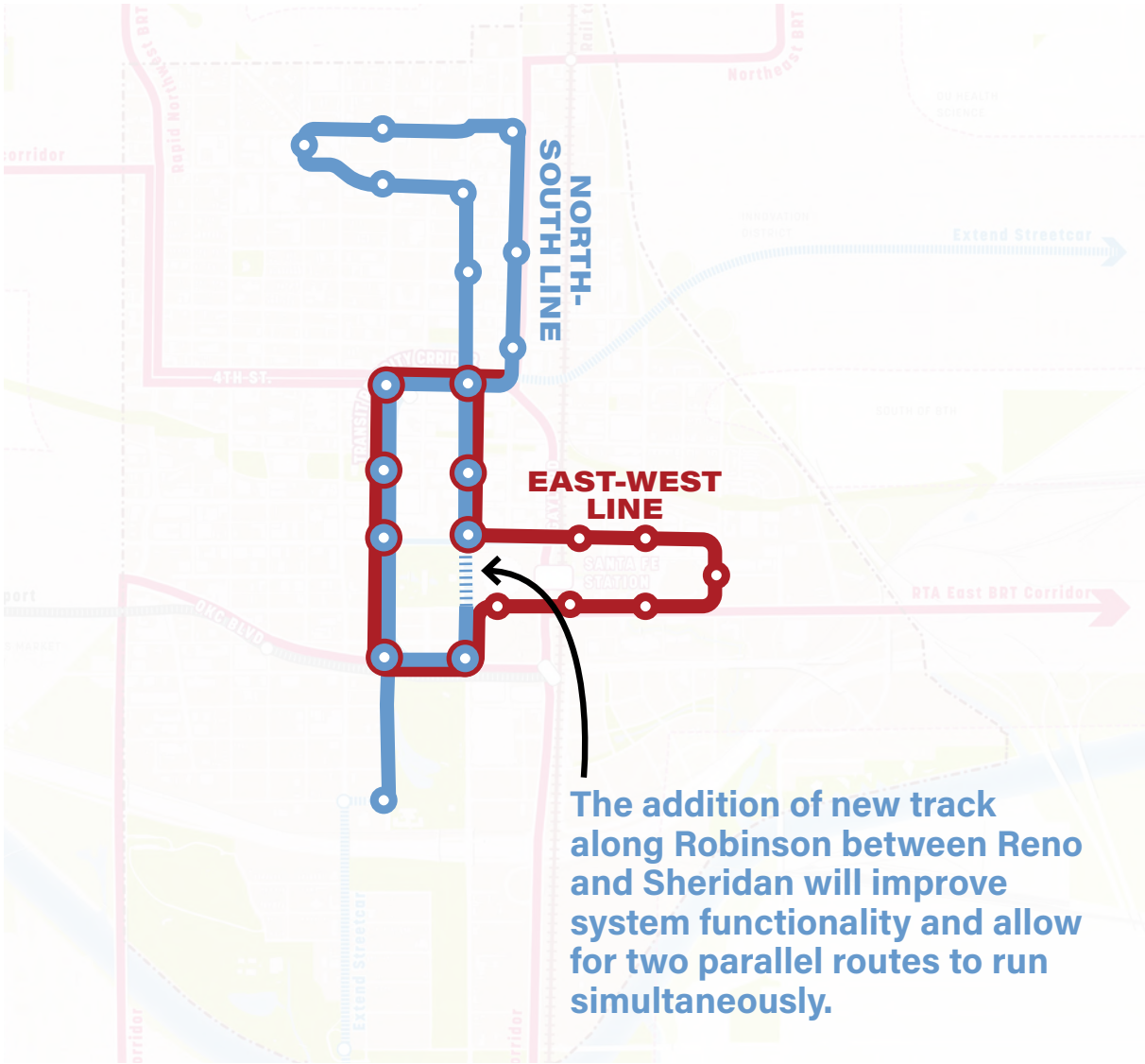
GETTING IT DONE

1. Improve streetcar system functionality

The construction of the OKC Streetcar has been leveraged for mobility and economic development. However, the route alignment for the streetcar was cited by users and the broader public as illegible and slow due to its circuitous route and lack of different routes connecting to different locations. While the streetcar does an effective job in connecting destinations and job centers within Downtown, it does not connect to existing residential areas or key locations just outside of Downtown, meaning it does little in moving residents to jobs. As a result, the system functions largely to move visitors. Lastly, the design of the system and its route is slow, taking 45 or more minutes to run a single circuit. Many people will drive or walk instead of using the streetcar, reducing ridership.

To overcome these challenges, it is critical to reimagine the existing investment through system modifications and expansion that create new routes and connect to new populations of riders.

- Construct a new segment along Ron Norick Blvd. between Sheridan and Reno to allow for the creation of two separate streetcar routes.
- Create a north-south line and an east-west line that allows for greater system functionality, increased headways, and improved access.



2. Create dedicated space for transit

For new BRT and light rail investments to be most effective, they must be able to operate in dedicated space that ensures they are not stuck in traffic, moving as slow as vehicles. This will allow the other streets to function better as no transit will operate on them. In order to do this, it is critical for:

- The City to preserve right-of-way for adopted high-capacity corridors, ensuring this space is available in future roadway improvements. Key corridors include OKC Boulevard, Gaylord Boulevard, 4th Street, and Hudson Avenue. This should be done while preserving existing traffic functions to the greatest extent possible.
- Maintain feasibility for dedicated transit guideways and station platforms on key corridors.
- Support seamless transfers between regional and local services to ensure the most highly effective transit network possible. Particular emphasis should be given to Santa Fe Station and along Oklahoma City Boulevard.

CASE STUDY
Downtown Pittsburgh

Pittsburgh, PA



Downtown Pittsburgh has made significant, coordinated investments in bus rapid transit, transit-only lanes, and passenger infrastructure through its "University Line" project. The \$291 million initiative focused on improving speed, reliability, and rider experience. A key component is the installation of dedicated bus-only lanes on Fifth, Sixth, and Liberty Avenues, forming a downtown loop that allows buses to bypass congestion and operate more efficiently. These lanes are paired with signal and street improvements to prioritize transit movement. The city has also invested heavily in modern BRT stations, including new shelters with seating, lighting, and real-time arrival information, with 20+ stations. Together, these investments—combined with pedestrian upgrades, ADA accessibility, and bike infrastructure—create a high-quality, rail-like transit system within downtown streets, significantly enhancing overall corridor efficiency and rider experience.



The Downtown Transit Mall in Portland, OR (above) and the Pulse BRT system along Broad Street in Richmond, VA (below).

3. Implement transit signal prioritization

As a part of prioritizing transit mobility on several key corridors, it will be critical to implement transit signal prioritization on those corridors to improve the effectiveness and efficiency of bus mobility through Downtown.

Transit signal prioritization (TSP) improves bus and streetcar travel times by adjusting traffic signals when transit vehicles approach intersections. Systems use GPS or connected vehicle technology to extend green lights, shorten red lights, or modify signal timing with minimal disruption to traffic.

TSP is commonly used on high-frequency transit corridors to improve schedule reliability, reduce delays, lower operating costs, and create a faster, more attractive public transportation system for riders. TSP is designed to minimize impacts on general traffic by making only small adjustments to signal timing, such as extending green lights by a few seconds or shortening red phases.



Transit signal prioritization in an urban environment.



Source: City and County of Denver
Bus priority corridor in Denver, CO.



Source: EMBARK
The existing EMBARK transit center at 4th and Hudson.

4. Explore relocating the existing Downtown Transfer Center

In 2026, EMBARK completed a Transit Center Relocation Study that identified constraints that exist at the current transfer center at 4th and Hudson and outlined options for building a new center(s) to provide better functionality for the entire system. Although the study did not identify a specific location for a single new center or a series of dispersed centers, it is critical that any site chosen lies along the four identified priority transit corridors to maximize the efficiency of transit moving to the center. An ideal location for this transfer center would be in close proximity to the Santa Fe Station to maximize transfer between modes (BRT, commuter rail, light rail, and streetcar).

If a single location is chosen, it should provide roughly 100,000 square feet of space for bus movement, office space and employee space for drivers, ticketing space for EMBARK, and restrooms and amenity spaces for riders.

If a dispersed model is chosen, the facilities sizes can be smaller but will need to provide some core functions for EMBARK employees and riders.



Source: Visit Oklahoma City

17 ESTABLISH SANTA FE STATION AS A TRANSIT ORIENTED DEVELOPMENT

WHAT IS THE CHALLENGE?

- ▶ With plans for Santa Fe Station to become a central Downtown station for a future commuter rail to Norman and Edmond, it will soon be transformed into a critical gateway and arrival experience for Downtown.
- ▶ Today, the station is not well integrated with surrounding districts, disconnected by wide roads and the elevated rail.
- ▶ Connections between the depot and nearby areas such as Bricktown have historically been limited.
- ▶ The Station is not well-integrated with the existing transit network, but this will change with the addition of new BRT routes that are planned to have stops at Santa Fe Station.

Successful transit hubs depend on concentrated housing, jobs, and destinations within walking distance. Today there are over 154 acres of vacant land and surface parking lots within 1/2 mile of Santa Fe Station, limiting its viability as a true transit-oriented hub. This presents an incredible opportunity to transform the area around the station into a well-integrated urban district with a diversity of dense, well-designed land uses, but achieving this will require a single unified vision for the broader district across all stakeholders, developments, and public agencies.

Further hampering the station today is its lack of integration with the broader transit network, reducing its effectiveness as a true multimodal hub. Without more deliberate integration between commuter rail and other modes through changes in bus routes, local transit services, and other mobility options, transferring between modes will remain less intuitive, requiring additional walking or navigation through surrounding streets and discouraging use altogether. Multiple modes of transit and mobility can and should converge in this area to make the front door of Bricktown, the Continental Coliseum, and surrounding area the most well-connected area of the entire region.



Source: OKC Home Sellers
Historic Santa Fe Depot was built in the 1930s in the Art Deco era and served both passengers and freight functions.



Source: The Oklahoman
Existing Santa Fe Station is surrounded by barriers, including surface parking, the BNSF railroad, and Gaylord Blvd.



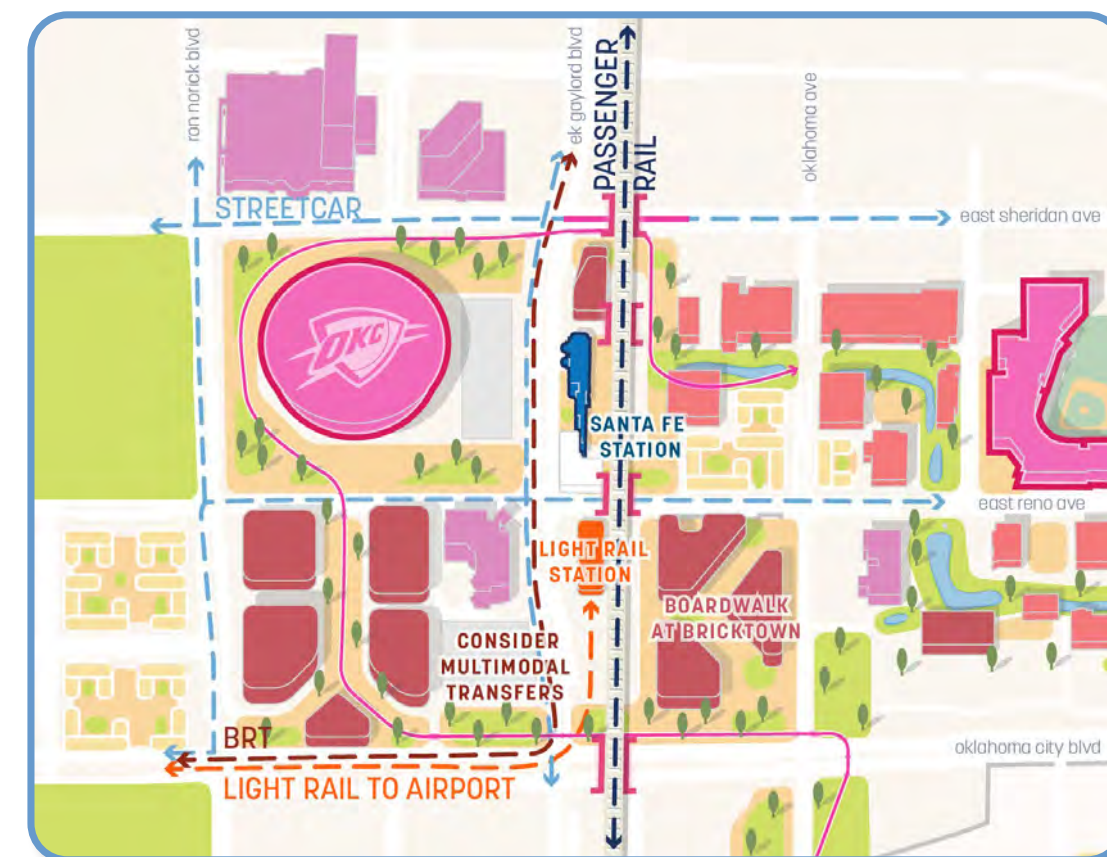
Source: Intermodal Transportation Hub Master Plan
Conceptual rendering of the station from the 2011 Intermodal Transportation Hub Master Plan illustrates the continued need to make improvements at and around Santa Fe Station.

WHAT IS THE GOAL?

Strengthen the role of the Santa Fe Transit Station as a central mobility hub by improving connectivity to surrounding districts, integrating it more effectively with the broader transit network, and supporting development that increases activity and access around the station in Oklahoma City.

- ▶ Reimagine how Santa Fe Station is integrated with Bricktown through improvements to existing streets and new connections under the elevated rail structure.
- ▶ Transform the city-owned land around the station into mixed-use development.

- ▶ Enhance transit connectivity at the station by terminating proposed light rail to the airport at the station.
- ▶ Improve connectivity between the Continental Coliseum and the station through a transformed Gaylord Boulevard and future development.
- ▶ Locate a new convention center hotel in close proximity to the station to support the convention center, the new arena, the Entertainment Loop, and the district as a whole.
- ▶ Encourage infill mixed-use development on existing surfacing parking lots and vacant land within 1/2 mile of the station to ensure a vibrant transit-oriented neighborhood.



The Santa Fe Station area, with the planned investments in transit and new sports destinations, presents a once-in-a-generation opportunity to create a true mixed-use, transit-oriented hub in the heart of Downtown. Downtown will be better connected to the region. The hub will serve as a convergence of many of this plan's strategies in one single location.

GETTING IT DONE

1. Integrate Santa Fe Station and Bricktown through a transformed station and surrounding streets

Today, the BNSF railroad is a major barrier between Bricktown, Santa Fe Station, and areas to the west. All movement is forced through three locations: Sheridan Avenue, Reno Avenue, and OKC Boulevard. The end of the Bricktown Canal is unceremoniously a solid blank embankment wall for the elevated tracks.

It is critical to enhance porosity between Bricktown and the station through enhanced sidewalks along Sheridan and Reno, new underpasses installed beneath the elevated tracks, enhanced lighting, art, signage, and wayfinding as a part of the Entertainment Loop, and protected bicycle routes to create safer and more direct connections between Santa Fe Station and nearby destinations such as Bricktown.

Major changes should be explored for Sheridan and Reno, reimagining the two lanes of travel closest to the station on each street as widened pedestrian promenades. Beyond changing these streets, it is important to add activation near the entrances to the underpasses, including micro-retail and new construction. This will shorten the perceived distance between Bricktown and the station, increasing the desirability of walking.



Past plans and initiatives have proposed a new pedestrian tunnel under the BNSF tracks between the Canal and Santa Fe Station.

2. Transform the Santa Fe Station land into mixed-use development

The new commuter rail planned for Santa Fe Station will transform the sleepy Amtrak station into a front door and front porch for Downtown and the City. Having a well-designed arrival experience is paramount to the success of the entire district.

The existing City-owned surface parking lots on the north and south side of the main station building are underutilized, providing only 38 spaces of parking on some of the highest valued land in the City.

These sites should be prioritized for mixed-use development, with ground-level retail. A central plaza in front of the existing station building should serve as a central gathering space for this new development and an arrival front porch for visitors. This development can be housing, hospitality, or office. The City should support redevelopment through financial incentives, including discounted land sale or leasing, while also utilizing existing nearby parking assets to reduce the need for parking directly on site.

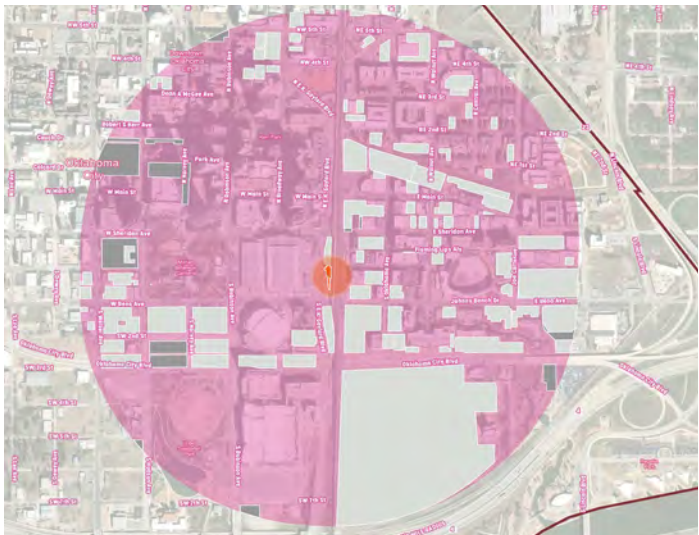
Redevelopment of these sites will reduce the perceived distance between Bricktown and the Continental Coliseum and will provide a strong anchor directly across from the new arena investment.



Currently, Santa Fe Station is flanked with 1/2 acre of underutilized surface parking that is prime land for redevelopment.

3. Encourage and prioritize infill within 1/2 mile of the station

Beyond prioritizing infill development on City-owned land near Santa Fe Station, including existing station surface parking lots and the Paycom Center site, there are nearly 150 acres of additional vacant lots and surface parking lots within 1/2 mile walk of the station. These should be top-priority sites for infill development due to their transit proximity, their adjacency to key assets and new investments, and their potential to be catalytic. Financial incentives can help to fill gaps but long-term market stabilization and growth may make the need for incentives in the future unnecessary.



Vacant land and parking lots within 1/2 mile of Santa Fe Station

4. Locate major hospitality near the station, arena, and convention center

The Convention Center, the new arena and stadium, and growing entertainment and tourism demand in Bricktown and across Downtown have and will result in a need for additional hotel rooms. The long-term success of the Convention Center hinges on the ability to have larger room blocks for larger events. As such, a new 250-300 luxury or upper upscale room hotel is demanded in the short-term. It should be located within a short walk of the Convention Center. An ideal location is on the current Paycom Arena site or immediately to the west on privately-owned land. Landing a major hospitality move on one of these sites will take time so planning should begin immediately. An additional hotel specifically for the convention center is not necessary until future expansion of the convention center occurs.

CASE STUDY
Union Station Denver, CO



A strong comparable example is the transformation of Denver Union Station into a multimodal transit hub as part of downtown revitalization in Denver. Similar to the Santa Fe Station context, the project strengthened connections between rail, bus, pedestrian routes, and surrounding districts while encouraging adjacent development.

The results have been positive. The station now serves as a central transfer point for regional rail, commuter rail, buses, and airport rail service, improving multimodal connectivity. The surrounding area experienced substantial private investment, including housing, hotels, offices, and public spaces, increasing activity and creating a more continuous urban fabric around the station. The project demonstrates how transit integration and coordinated development can transform a rail facility into a district anchor supporting growth and walkability.

5. Ensure maximum connectivity across transit modes, including streetcar, light rail, commuter rail, and bus rapid transit

The planned investment in new transit all converging around Santa Fe Station presents an incredible opportunity to create a transit-rich destination that maximizes user experience and system operability. It is critical that there is seamless transfer between modes.

Light Rail: The planned light rail to the airport should terminate on City-owned land south of Reno, allowing for direct transfer to commuter rail, streetcar, and BRT.

BRT: Planned BRT routes running on Gaylord should utilize off-street facilities, ideally on the current Paycom Arena site, the current Paycom Center garage, or another location to be determined but within one block of Santa Fe Station.

Streetcar: Direct connection from Sheridan Avenue and Reno Avenue streetcar stops to the commuter rail platform above should be provided.

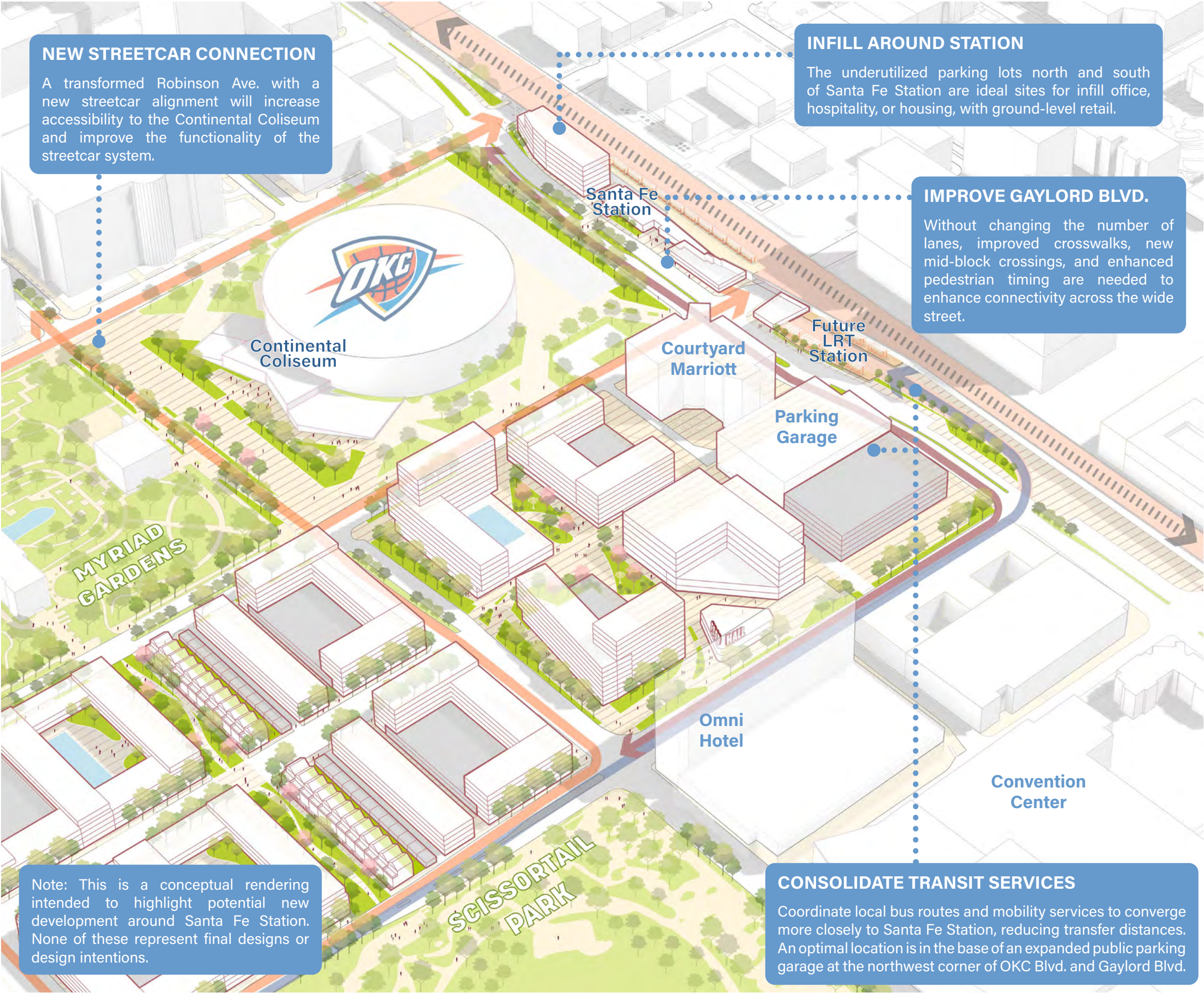
6. Integrate Santa Fe Station with the new arena

Connectivity between the new commuter rail at Santa Fe Station and the arena is critical. Many fans will arrive via rail and want an easy, safe, seamless walk to their seats. Key items to consider include:

Gaylord Boulevard: Today, Gaylord is a wide street that is a barrier to walking. Improvements should aim to lengthen pedestrian crossing times, provide pedestrian islands for safer crossing experiences, and enhanced crosswalks, including a mid-block crossing between Sheridan and Reno.

Arena Parking Lot Design: The proposed parking lot east of the new arena should be designed with high-quality screening and landscape on its edges to create a comfortable pedestrian environment. Additionally, this site should be designed to receive future development to create an urban edge across from Santa Fe Station improvements.

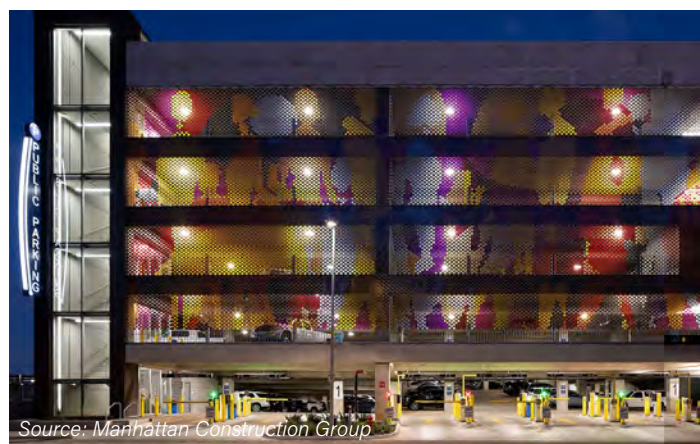
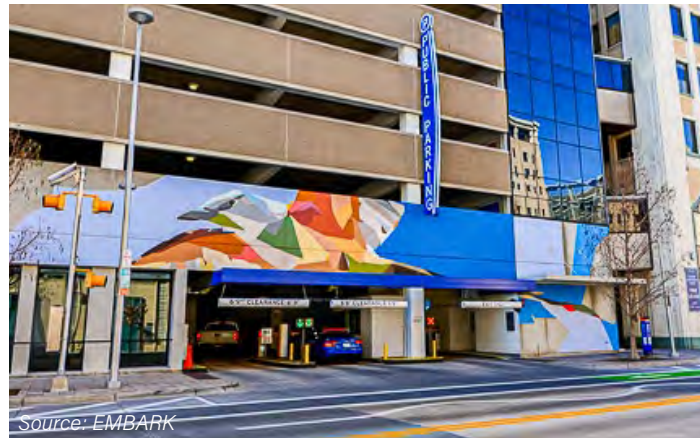
Public Realm Design: The design of the streetscape around the arena, particularly on the northeast corner where service and loading will be, is critical. Wide sidewalks, screening walls, and heavy landscaping should be provided.



18 IMPROVE PUBLIC PARKING FUNCTIONALITY

WHAT IS THE CHALLENGE?

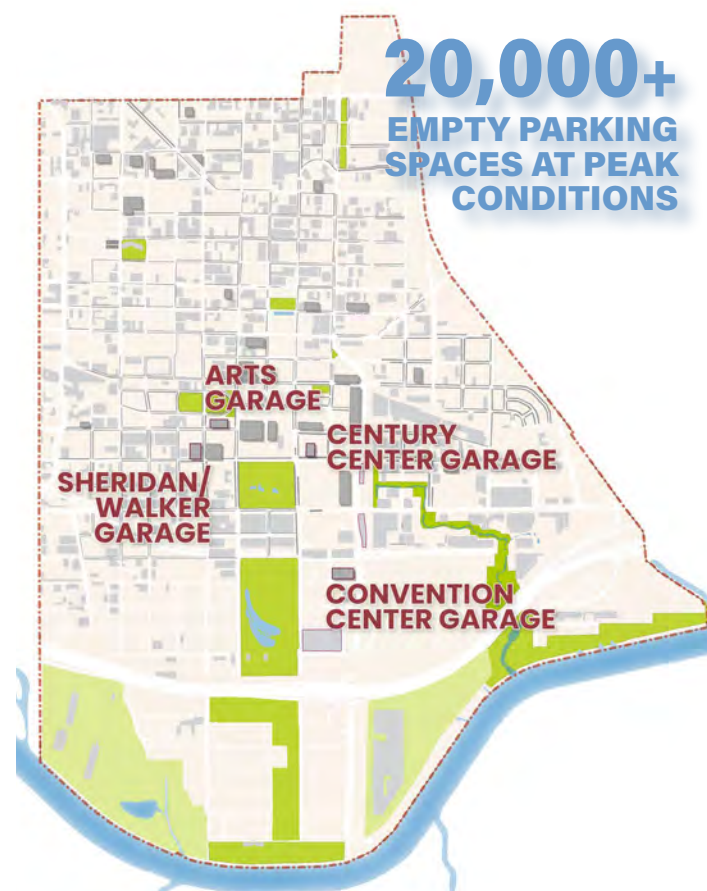
- ▶ Parking utilization is incredibly low, with more than 20,000 empty spaces Downtown at peak utilization conditions.
- ▶ Conversely, public perception is that parking is limited, especially in Midtown/Automobile Alley.
- ▶ There are negative perceptions of parking garages and a preference to park on-street and in surface lots.
- ▶ Parking technology (e.g. payment systems) and wayfinding are outdated, making finding parking difficult.
- ▶ Public parking garages are poorly designed with inactive ground levels that detract from the experience of walking Downtown.



The City of Oklahoma City manages multiple public parking garages including the Sheridan Walker Garage (above) and the Convention Center Parking Garage (below).

The demand and desire for easily accessible, low cost parking was cited through community engagement as a top priority for Downtown. Luckily, there is ample parking already, with over 45,000 spaces Downtown and 20,000+ of these spaces vacant at any given time. The challenge is connecting users with parking through wayfinding, signage, and technology, and then connecting parking lots to key destinations.

Current utilization in public and private garages and surface lots is exceptionally low, meaning that no new parking is needed until there is better utilization of what exists today. This presents a great opportunity to leverage parking as a manageable resource that can support economic development deals and change the financials of projects.



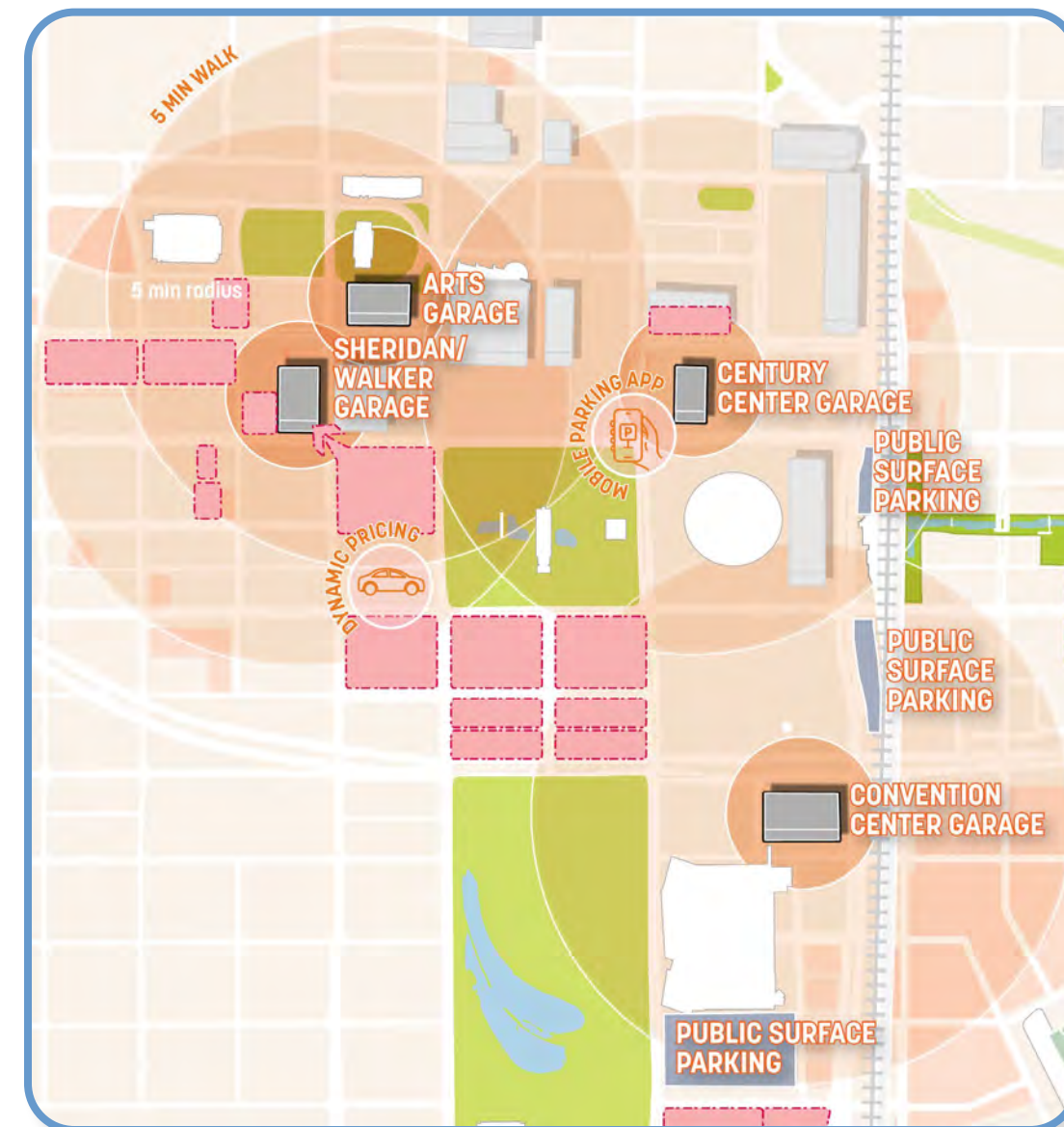
Downtown OKC has hundreds of acres of surface parking and parking garages.

WHAT IS THE GOAL?

Today, Downtown has more than enough parking. The current parking system needs to work better, people need to understand how to use the system, and existing parking should help deliver new development.

- ▶ Establish a financially self-sustaining parking management program to manage public parking Downtown through a shared parking strategy with dynamic pricing, new technology, and clear wayfinding.

- ▶ Treat parking as a public resource / shared utility.
- ▶ Leverage existing publicly-owned parking as an economic incentive tool for new development to limit new parking.
- ▶ Stop the construction of new parking garages until utilization rates improve and update garage design guidelines to activate the ground level.
- ▶ Leverage existing skybridge and tunnel system to better connect parking structures to destinations.



Downtown parking should be treated as a shared, public resource, much in the same way utilities are. Through effective management and strategic development decisions around existing garages, utilization can increase, maximizing the investment already made in these parking structures and reducing the need for new garages in the future.

GETTING IT DONE

1. Establish a Downtown Parking Management program

A centralized parking program that manages parking assets and partners with private garages to assist their operations ensures a streamlined and easy-to navigate Downtown parking system. This program should be managed by EMBARK. This Parking Management program should include several key tenants:

- Must be financially self-sustaining through revenue generation from City-owned parking, including garage, metered, and surface parking, and parking enforcement.
- Build out a digital interactive map of all City managed parking in Downtown, including prices, operational hours, number of parking spots, and accessible parking considerations.
- Develop a new mobile app with the following functions:
 - View interactive parking map
 - Make payments for on- and off-street parking
 - Make payments for parking tickets
- Set data-driven dynamic parking prices depending on type of parking, time of day, and location. Garages should always be the most affordable to incentivize utilization.
- Proactively pursue partnerships with private garage owners to manage those private assets and make them part of the program. This will help to expand the availability of garages to the broader public and improve utilization.

As a part of an expanded parking management program, EMBARK should explore disrupting the parking market by purchasing existing private garages, reducing the number of private parking spaces Downtown and having more control of overall district parking management.

CASE STUDY
Park Tucson Tucson, AZ



Rates	
Weekday	\$1.00 per hour
Weeknight *	\$4.00 flat fee, Sun.-Wed.
Weekend Day	\$4.00 flat fee
Weekend Night *	\$6.00 flat fee (Thur.-Sat.)
Monthly	\$85 + tax (\$87.13 total)
Event	Normal rates apply

*Evening rates begin at 5PM



Source: ParkTucson

Park Tucson is a financially self-sustaining division of the City of Tucson Department of Transportation and Mobility. The division is responsible for managing all public parking assets in Tucson, parking maps, the GoTucson Parking app, and event parking. The division is run by the Park Tucson Commission, composed of 15 members.

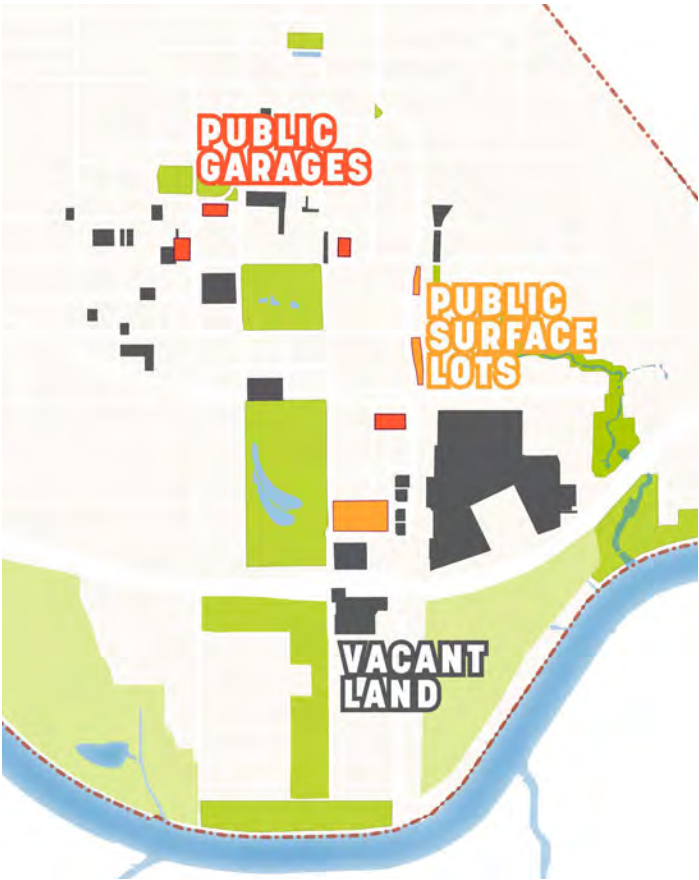
Park Tucson oversees roughly 3,000 parking spots between garages, surface lots, and on-street meters. Spaces cost between \$1/hour to \$6/hour depending on the time of day. These dynamic rates, along with operating hours, height clearance, total spaces, total accessible spaces, garage entrances, and meter time limits (ranging from <1-6 hours) can be found in the interactive parking map.

Public parking uses an easy payment system, allowing users to pay via coins, cards, or the GoTucson app. The Sun Link Streetcar also offers free rides to navigate Tucson's districts, a program established by Park Tucson.

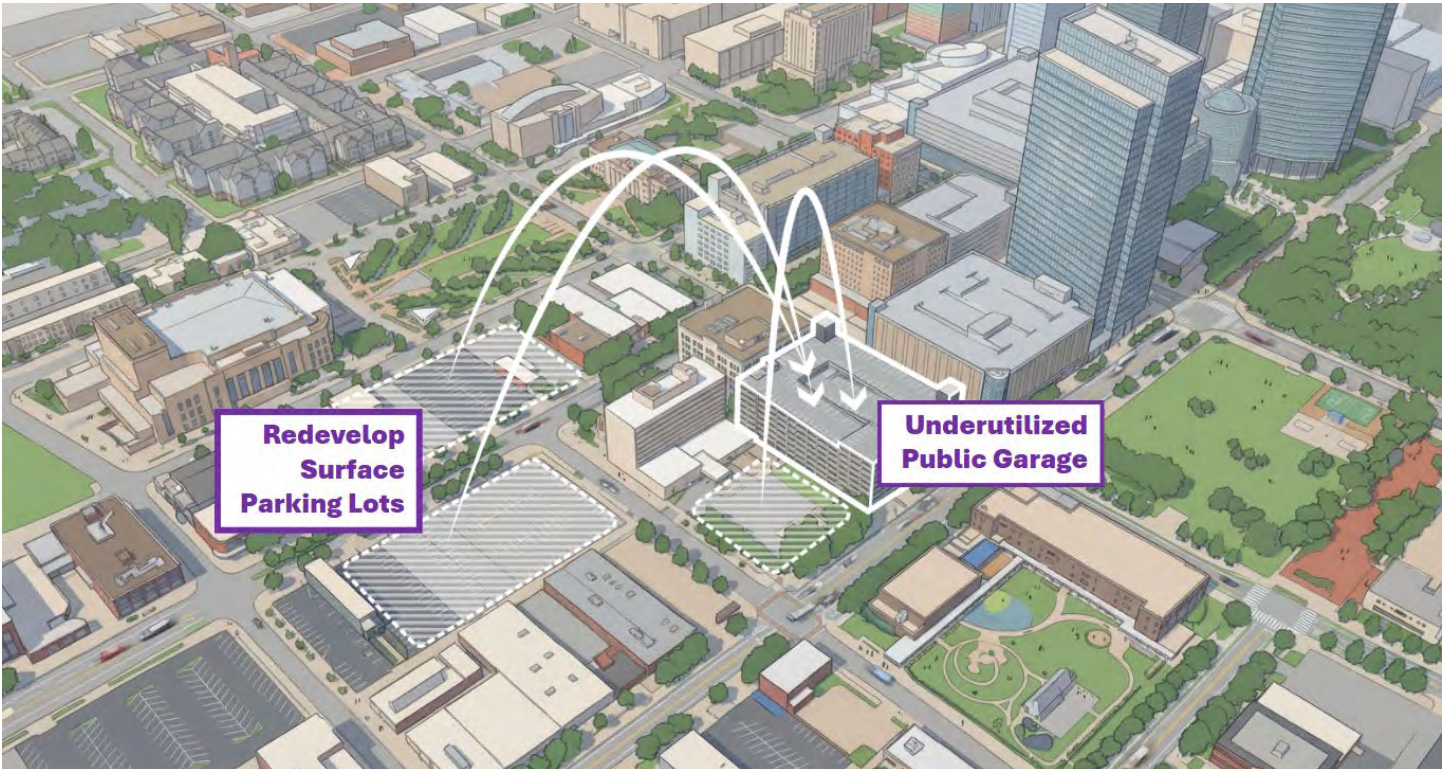
2. Leverage public parking as an economic incentive tool

The cost of building parking, at over \$30,000 per space for a structured garage, is prohibitively expensive and single-handedly kills many would-be projects. Fortunately, Downtown has ample parking already. The City should leverage its existing underutilized parking spaces more effectively. Key strategies the City should explore include:

- Leasing public parking to private developers for new development, eliminating their need to deliver as much or any new parking.
- Leasing public parking to existing retailers on off-hours at a discounted rate to support retail success and viability.
- Prioritizing redevelopment of vacant public land adjacent to publicly-owned parking, using existing garages to park that development.
- Incentivizing redevelopment of vacant private land near publicly-owned parking, using public garages to park some or all of that development.



Within a 1/4 mile of publicly-owned or managed surface parking and parking garages is over 60 acres of vacant land that should be prioritized for redevelopment.



Existing underutilized public garages present an opportunity for a new creative incentive tool to spur infill development on vacant land or surface parking lots.

3. Do not build any new parking garages until utilization in current garages increases

With current Downtown garage utilization at roughly 40%, there is more than enough parking to accommodate substantial growth without building any new parking. Parking garages are expensive so utilizing existing resources first is the most prudent use of tax-payer dollars.

With that in mind, the City should initiate a policy that looks to stop the construction of any new public garages from being constructed until parking utilization improves to 70%. This will ensure a better use of existing resources and tax dollars.

Additionally, the City should discourage the construction of any new private garage-only facilities, working to leverage existing spaces in other public and private parking resources as a first option, providing discounted parking whenever possible.



Santa Monica has a robust public parking garage program that has delivered well-designed, legible, and safe garages throughout the heart of their downtown, eliminating the need for district surface parking.

4. Strengthen public parking garage design guidelines

The design of existing and new garages is essential for creating a walkable and vibrant Downtown. Poorly-designed garages detract from street life, creating unsafe and uncomfortable experiences both on-street and in the garages, and detract from the experience of being Downtown. Detailed parking garage design standards should be strengthened for both public and private garages to ensure that any new facilities maximize their value. These should include:

- Requiring ground-level retail or active uses, including high-levels of transparency to ensure eyes on the street.
- High-quality external wayfinding that makes finding them legible and easy for drivers.
- High-quality internal wayfinding and lighting to ensure a feeling of safety and ease of use.
- Designing them to structurally be able to handle development on top of them in the future, maximizing the value of the air rights they hold.

Do This



Ground-levels of structured parking should provide retail or other active-uses wherever possible.



Parking garages must be built with the potential to build office or residential on top.



Entrances to all parking structures should be well-marked and legible for users on the street. Wayfinding signage should be found throughout the garage.

Not That



Parking garages without ground-level activation are hostile for pedestrians.



Open-air parking structures and structures not designed to carry the weight of an additional structure are not suitable.



Garages lacking wayfinding can be confusing for users and may deter people from utilizing available garages.

5. Leverage the existing skybridge and tunnel system to improve connectivity between parking assets and key destinations

Like many cities, Downtown OKC has an extensive network of skybridges and tunnels connecting existing buildings to each other and to parking garages, primarily in City Center. While these systems have had various iterations, including retail and other uses that add to their value, at their core, both systems exist for public connectivity.

The Underground is managed and maintained through an agreement between Oklahoma County, the City of OKC, and the Downtown BID (Downtown OKC Partnership). The Underground is deemed as its own stand-alone City/BID assessment, and in every instance, is directly tied to a property ratepayer that has street frontage as well. Skybridges are managed through a variety of individual private agreements between building owners. In recent years, property acquisitions and developments are touting connection to the Underground and Skybridges as a benefit-add and are using it in their marketing and/or MLS.

Knowing that these tunnels and skybridges will continue to be a part of Downtown's built environment, there are several key policy and program considerations the City, the County, the Downtown Partnership, and other entities should consider:

- Future expansion should not be emphasized as both systems detract from street-level activity and the viability of ground-level retail due to reduced foot traffic.
- Public financial incentives for retail space in the tunnels should not be prioritized.
- Connections should be leveraged to support parking agreements (between public and private garages to renovated buildings) to improve parking utilization in existing facilities.
- Wayfinding and improved access points from the street-level should be explored to improve the systems functionality. Two key locations that should be considered for new access from the street-level are along Robert Kerr Avenue as a part of the future Downtown Trail and across Sheridan from the new Continental Coliseum to better connect activity at street-level to parking resources.



Source: The Oklahoman

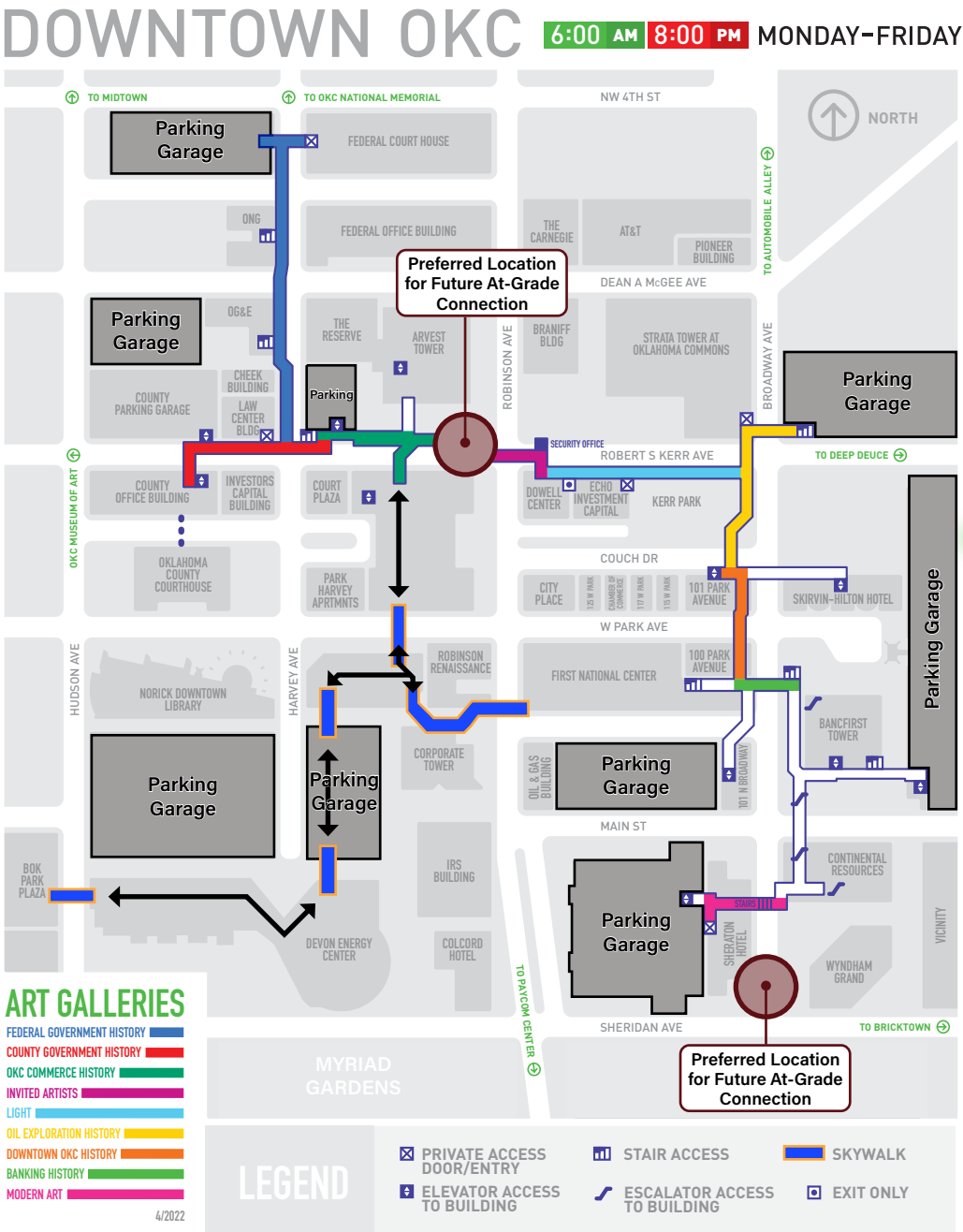


The Downtown Oklahoma City Partnership maintains and manages the tunnels, having recently installed upgraded public art, lighting, and wayfinding in the system.



Source: The Oklahoman

Several skybridges/skywalks have closed Downtown due to structural integrity issues.



Top: Connecting existing parking garage assets to key destinations and renovated buildings will enable these parking facilities to be better utilized by increasing access.

Right: The existing tunnel and skybridge system can be enhanced through new, well-designed and marked portals at street-level, such as the existing portal that exists at the BancFirst Tower on Broadway.





OVERVIEW

This chapter provides a roadmap to the successful implementation of the Downtown OKC Strategic Development Plan. Although this Plan outlines 18 bold strategies, with dozen of strategic action items that should be advanced, not all of those strategies can be completed at once. As such, it is important to establish a structured approach to implementation that reflects community priorities, upcoming milestones, market trends, opportunities in funding and partnerships, and a realistic timeline.

The roadmap on the following pages outlines a potential timeline for achieving these strategies. Some are smaller, quick wins that should be tackled in the near-term and others are large, ambitious undertakings that will take a decade or longer to plan, fund, design, and deliver. Most importantly, it outlines the how, the when, the why, and the who, with clear guidance on who should lead and support each initiative.

This Plan will serve many purposes, but most importantly it is a guide and playbook to coordinate the decision-making of the myriad of public, private, institutional and community stakeholders who will be vital to realizing the plan vision. The strategy outlined in this chapter will require ongoing attention,

maintenance, and accountability from the City, the Downtown OKC Partnership, the Alliance for Economic Development, and other key agencies and stakeholders. Beyond outlining the items needed for each strategy, this chapter also unpacks key cross-cutting themes in further detail. Those include:

- **Building Capacity and Accountability:** It is critical for all identified agencies and groups to include items from this plan in their work plans, while also having ample staff to conduct that work.
- **Public-Private Coordination for Land Disposition of Key Sites and Strategic Policy and Program Implementation:** Delivering new development on publicly-owned land is essential for the success of this plan. That said, many of these projects will be challenging and will require extensive collaboration across multiple entities to become a reality.
- **Strategic Incentive Improvements:** In parallel to this planning effort and implementation, there will be necessary changes to explore related to TIF and other financial incentives to expand funding streams for the outlined public and private projects.

GETTING TO IMPLEMENTATION

This chapter has been divided into three key sections, each a critical item for implementation in order to achieve the vision and goals outlined in this plan. This guidance is intended to serve as a starting point for organizing coordination across different sectors and groups to turn strategies into action.

1 A PLAN FOR ACTION

This section outlines the four implementation phases—**Immediate, Short-Term, Medium-Term, and Long-Term**—spread across the next fifteen years to 2040. Many strategies will take multiple stages of time to accomplish and many may be categorized under one phase but, ideally, having initial planning occurring sooner. Major projects are shown based on the ideal timeline for substantial completion, although initial actions and planning steps can and should begin much more quickly.

For each implementation phase, a detailed breakdown of planning success metrics are summarized to the right. These seven key metrics were deemed to be the most critical measures of success by project leadership. These metrics are for planning purposes only and serve as estimates of the overall impact that each of the 18 strategies will have.

2 SUCCESS INITIATIVES

This section outlines key initiatives that cut across multiple strategies and implementation phases and are essential for implementation success. This guidance is intended to serve as a starting point for organizing, coordinating across different sectors and groups, and turning strategies into projects, programs, partnerships, and policies. This section includes a detailed evaluation of accountability and capacity, strategic moves related to tax increment

financing and other incentives to provide funding for various strategies, a detailed breakdown of the disposition of public land, and overall guidance on monitoring and tracking success over time.

3 STRATEGY PLAYBOOK

This final section provides a detailed breakdown of each of the 18 strategies, outlining success metrics per strategy, action steps, desired goals, lead and support groups for implementation, cost estimates, potential funding mechanisms, and a target timeframe. This section serves as the roadmap for all responsible parties to monitor and track progress on plan implementation over the next decade and beyond.

For several of the 18 strategies, an additional breakdown of key first steps is provided to help unpack immediate considerations, including potential ways in which existing funding may be used or how longer-term strategies may be planned for in the short-term.

A PLAN FOR ACTION

POSSIBLE OUTCOMES BY 2050

Implementation of the full vision outlined in this Plan will require over a decade of hardwork and strategic collaboration between multiple departments, agencies, and private actors. Success will not occur over night. Some strategies will be quick and easy to implement, while others will require regulatory changes now that may take decades to realize.

The following success metrics were used to guide decision-making in identifying a preferred roadmap for implementation. While the possible outcomes are estimates and may fluctuate with changes in economic conditions and other unpredictable factors, they should serve as a north star for evaluating successful implementation of this plan over time.

	New Residential Units:	+/- 12,000
	Value of New Development:	+/- \$6 Billion
	Public Dollars Invested:	+/- 1.9 Billion
	New Annual Property Tax Revenue:	+/- \$54 Million
	New Annual Sales Tax Revenue:	+/- \$11.3 Million
	New Jobs:	+/- 8,700
	New Visits:	+/- 10.3 Million

Note: All values are high-level planning projections and subject to further study and could change due to numerous variables.

IMPLEMENTATION PHASES

The plan's strategies have been grouped into four phases. Some strategies may have portions of work that start earlier or end later, but the categorization aligns with when the majority of that strategy will be substantially completed.

IMMEDIATE 2027 - 2028

To get ready for the 2028 Summer Olympics and to best support new investments slated to open at the same time, there are critical quick wins that need to be implemented immediately. These quick wins will set the tone for the remainder of plan implementation.

SHORT-TERM 2029 - 2031

Once the major investments funded by MAPS 4 and the GO Bond, along with the quick wins, have come online, there will be momentum to make some strategic investments that better connect and enhance investments while also beginning investments in new areas.

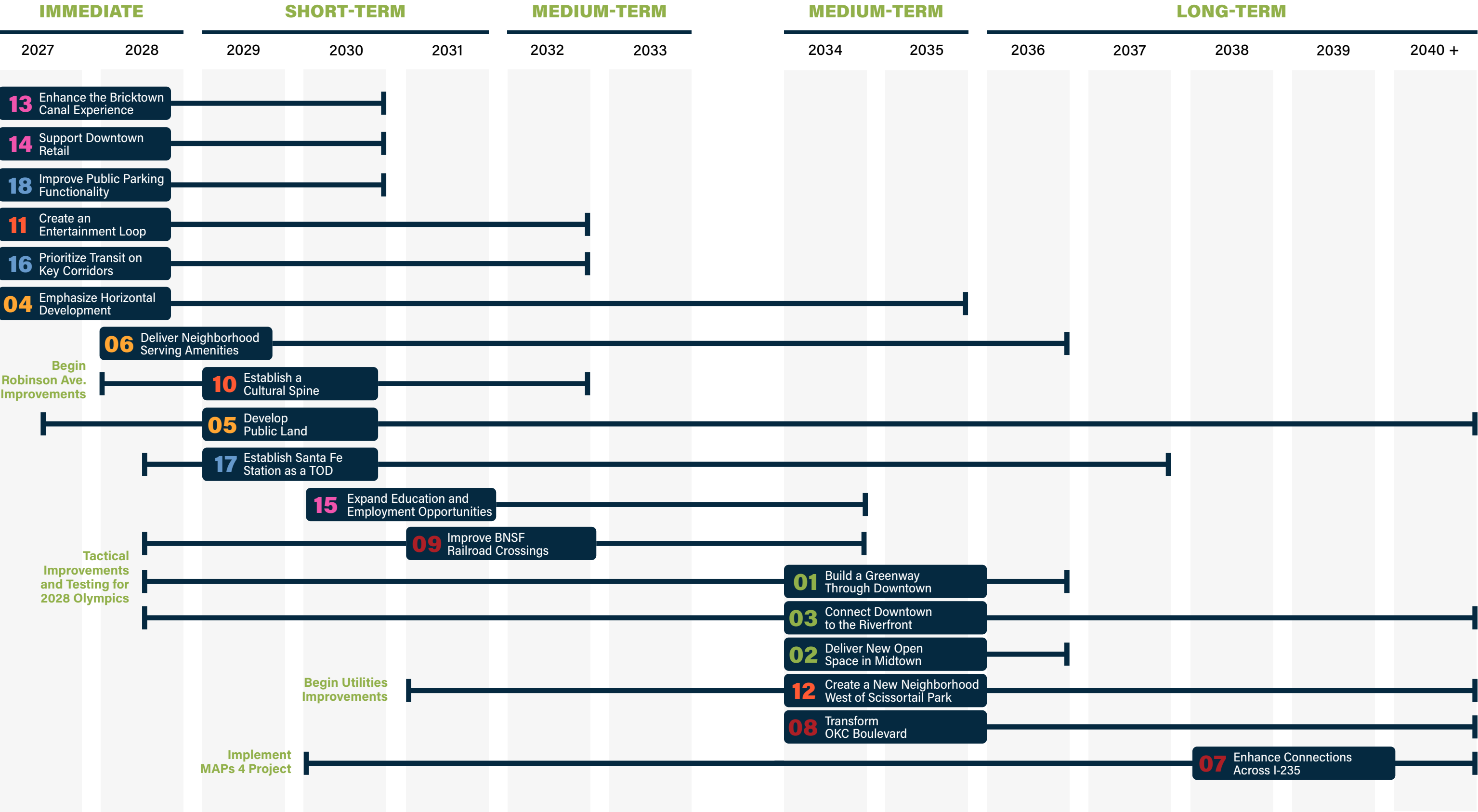
MEDIUM-TERM 2032 - 2035

The first two phases of implementation will be capital intensive and require a lot of coordination. Upon substantial completion of those strategies, it will be important to maintain and manage what has been created, while also reflecting and preparing for the next stage of growth.

LONG-TERM 2036 - BEYOND

The final phase of implementation will be the next major round of public investment in Downtown, similar to what MAPS 4 and the latest GO Bond has done. These will be major investments that will require a decade or more of planning, design, and construction.

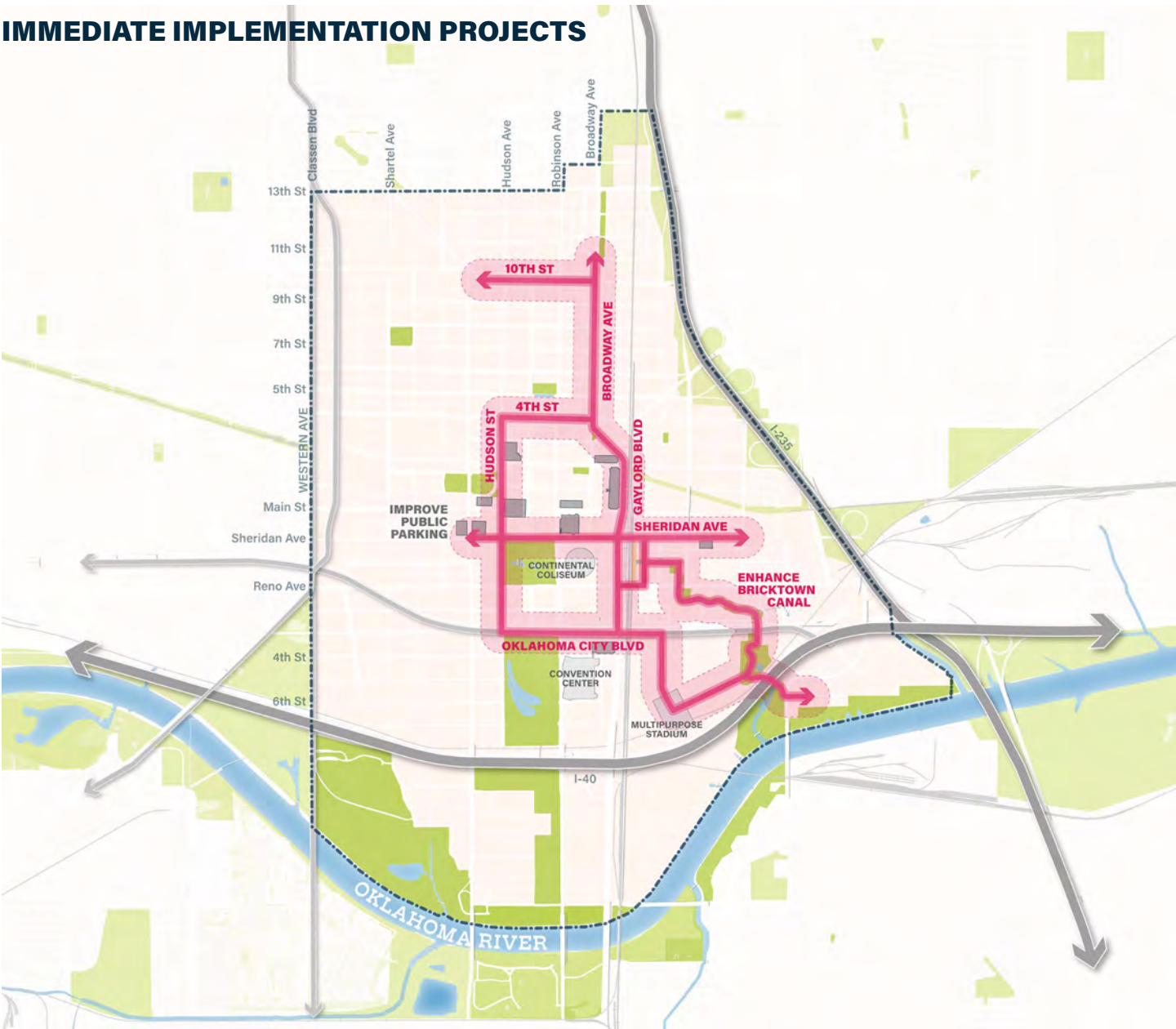
IMPLEMENTATION TIMELINE



IMMEDIATE > SHORT-TERM > MEDIUM-TERM > LONG-TERM

By hosting several Summer Olympic events, the eyes of the world will be on Oklahoma City in July 2028. There will be an estimated 700,000 visitors in OKC during that two-week span, and Downtown will be the epicenter of this activity. Ensuring that those visitors have the best experience possible is essential.

There are several key infrastructure upgrades, along with new programs and policies, that must be executed to ensure the best possible experience and outcome. Seven of the 18 strategies should be fully implemented or begin implementation during this phase. The most critical first steps to achieve in this phase are outlined on the next page.



IMMEDIATE		SHORT-TERM			MEDIUM-TERM	
2027	2028	2029	2030	2031	2032	2033
Enhance the Bricktown Canal Experience						
- Install all feasible accessibility, trail, and street enhancements - Activate priority sites for placemaking and pop-ups - Create ground-floor activation incentive program						
Create an Entertainment Loop						
- Install tactical improvements (lighting, art, wayfinding) on Sheridan, Reno, and OKC Blvd. underpasses and at intersections - Begin design on Phase 1 enhancements along the Bricktown Canal, along OKC Blvd. to the Omni, and along Sheridan Ave. - Develop 30% design documentation for the entire Loop, including guidance on urban design conditions						
Support Downtown Retail in Key Locations						
- Create a small business grant / loan program for existing and future retailers and landlords / developers, with emphasis on Bricktown and Broadway first followed by Park Ave. and Sheridan - Better enable shared parking strategies						
Deliver Neighborhood Serving Amenities						
- Prioritize landing key retail amenities for all Downtown users, most notably a Downtown pharmacy / convenience store - Initiate planning and development work for a grocery store						
Emphasize Horizontal Development						
- Reform existing regulations and policies as outlined in the Vision Chapter - Increase capacity at the Alliance for Economic Development - Establish pre-approved residential development typologies						
Improve Public Parking Functionality						
- Establish a Downtown Parking Management program - Improve wayfinding, signage, and operational technology to existing public garages						
Prioritize Transit on Key Corridors						
- Begin planning and design on Robinson Ave. extension - Install transit-signal prioritization at key intersections - Install upgrades to bus station infrastructure on priority corridors						

IMMEDIATE

SHORT-TERM

MEDIUM-TERM

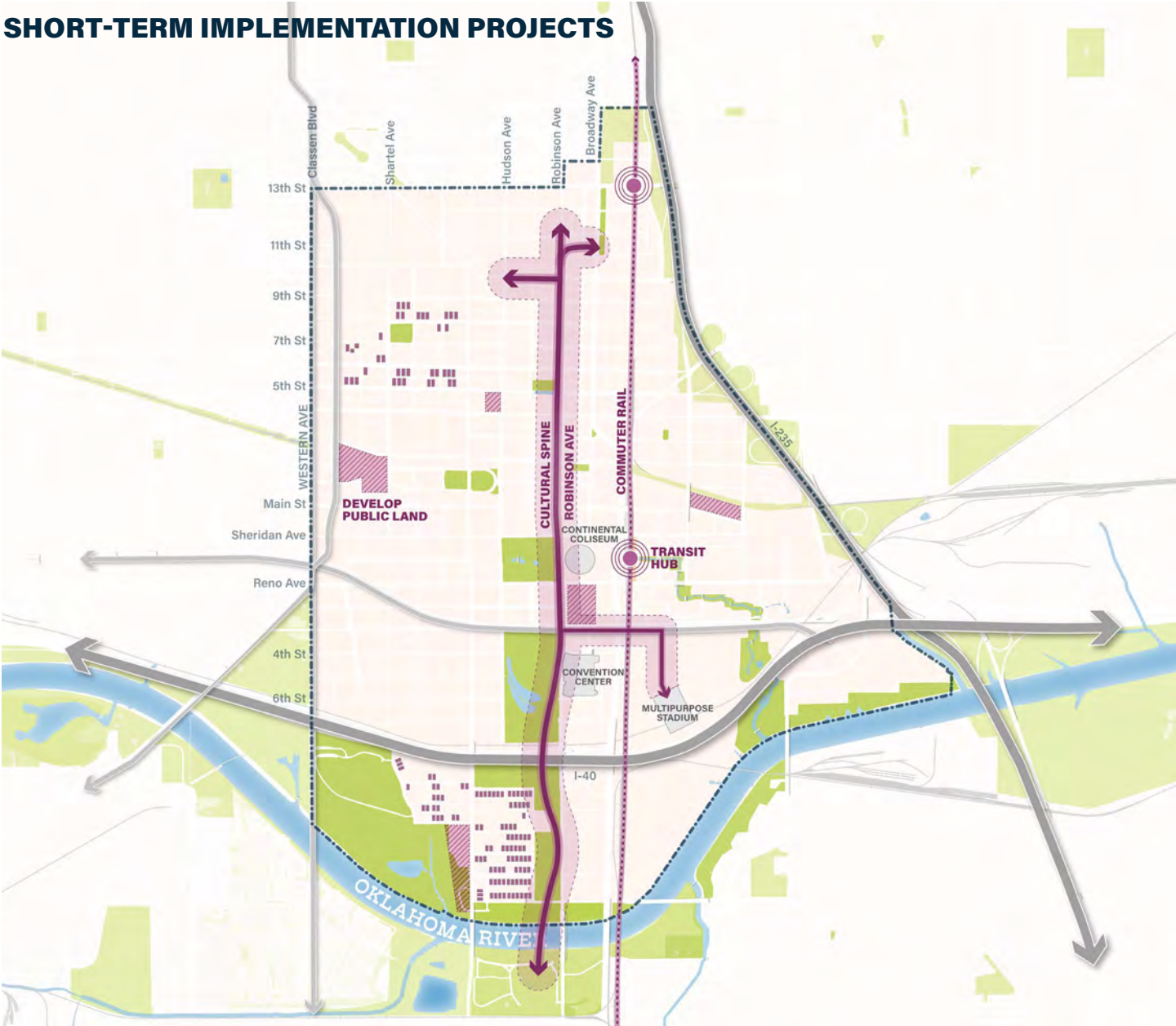
LONG-TERM

The success of the 2028 Olympics, along with the opening of the Continental Coliseum, the multipurpose stadium, and the many other GO Bond and MAPS 4 projects will inject new life into Downtown. There will be excitement and opportunities to build on from that momentum.

This phase focuses on delivering new public realm projects, such as the Cultural Spine and Entertainment Loop, connecting these new investments, while also positioning Downtown for success, with emphasis on starting public land disposition at key sites and supporting growth of the Downtown residential population.



SHORT-TERM IMPLEMENTATION PROJECTS



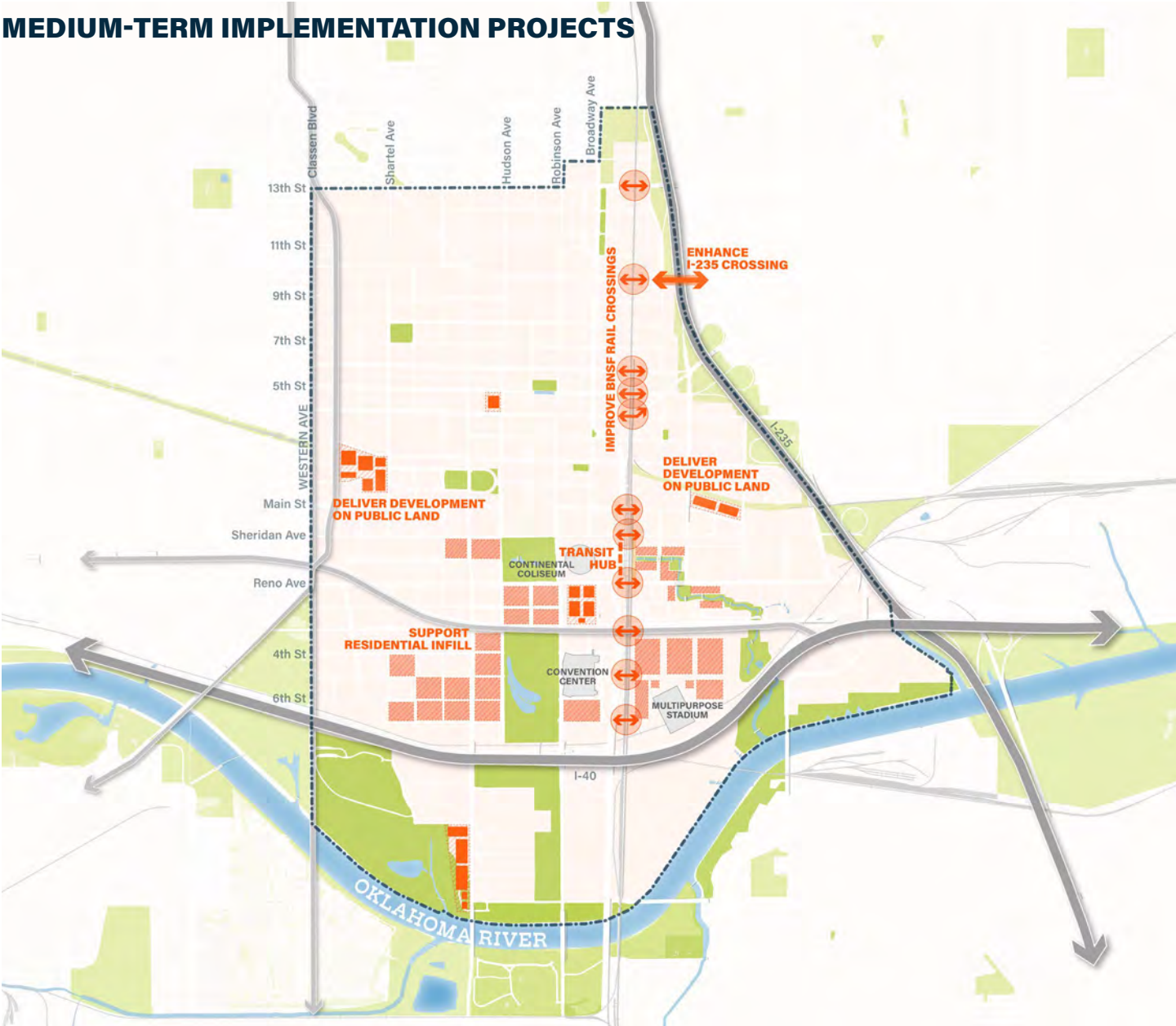
SHORT-TERM

MEDIUM-TERM

2029	2030	2031	2032	2033	2034	2035
Establish a Cultural Spine						
- Initiate pilot project improvements on Robinson for Olympics and as a part of the opening of Continental Coliseum - Begin design on full reconstruction between Reno and Sheridan as Phase 1 by 2028, with Phase 2 north of Sheridan to begin design by 2030						
Establish Santa Fe Station as a TOD						
- Initiate conversations with BNSF to transform the elevated rail between Bricktown and Santa Fe Station with new portals - Initiate development agreement and site preparation for Paycom						
Develop Public Land						
- Having already conducted a city property disposition study, the City should begin the planning process for individual sites - Release RFPs for identified sites by the end of 2029, with the goal of vertical construction being completed by 2032						
Create an Entertainment Loop						
- Construct Phase 1 improvements along Robinson, Sheridan, and OKC. Blvd. - Execute development agreements to implement future phases at Paycom Arena site and Stadium District						
Deliver Neighborhood Serving Amenities						
Identify a priority site for a new grocery store, with the goal of delivering one by 2032 and begin to execute necessary site development items						
Emphasize Horizontal Development						
Price, design, and construct priority infrastructure improvements in key areas, including West Scissortail, Riverside, and the Stadium District						
Prioritize Transit on Key Corridors						
- Construct Robinson Ave. improvements - Initiate planning for bus-priority lanes on Hudson, 4th, OKC Blvd., and Gaylord Blvd.						

IMMEDIATE > SHORT-TERM > MEDIUM-TERM > LONG-TERM

Major infrastructure investments, underway now and continuing to the end of the decade, will be capital intensive and require extensive coordination. By this point, the residential market should be firing on all cylinders, while new public realm investments such as the Cultural Trail and Entertainment Loop should be substantially completed. Redevelopment of key land assets will have increased residential population, and a new grocery store will be coming online. This phase is the time to make strategic investments in education and employment to support workforce development and a diversified economy, while also making tactical, lower-cost improvements to better connect neighborhoods and enhance the experience of living and being in Downtown.



SHORT-TERM

MEDIUM-TERM

LONG-TERM

2031

2032

2033

2034

2035

2036

2037

Improve BNSF Railroad Crossings

- Implement physical enhancements and roadway improvements on Reno, SW 4th, Robert Kerr, SW 7th, 10th, and 13th St.
- Deliver art and light improvements at Main, 4th, 5th, and 6th Streets

Establish Santa Fe Station as a TOD

- Prepare Santa Fe Station parcels for infill development
- Provide financial incentives to key development sites within 1/2 mile of the station
- Design and construct new vertical circulation and connectivity between elevated platform, streetcar, and bus

Develop Public Land

- By 2030, make necessary regulatory changes, site preparations, and construct necessary infrastructure on key sites
- By 2031, as construction on top priority site is underway, begin similar process for second-tier sites

Expand Education and Employment Opportunities

- Acquire land for future John Rex school expansion
- Begin disposition and redevelopment process on Oklahoma County Jail Site for future film or economic development

Deliver Neighborhood Serving Amenities

- Conduct planning for infrastructure and public realm improvements at pre-identified “future neighborhood hearts”

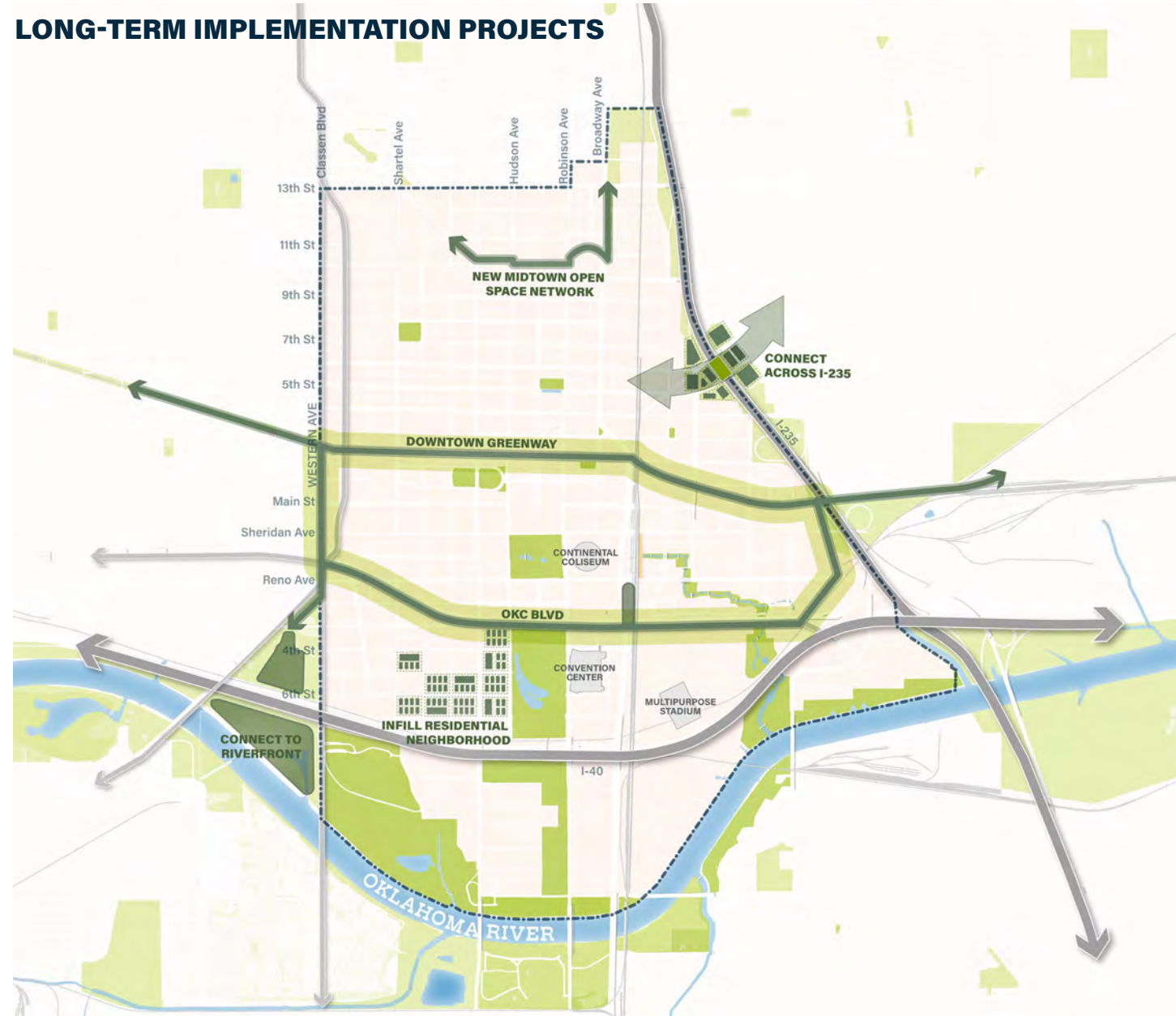
IMMEDIATE > SHORT-TERM > MEDIUM-TERM > LONG-TERM

A decade from now, Downtown OKC will be ready for yet another round of major capital investment, whether through a future MAPS program, a future GO Bond, or other mechanisms. The projects outlined in this phase are large, capital-intensive investments that will require years of planning and coordination before any shovels move dirt.

This phase of capital investment emphasizes improved quality of life, with major investments in transit, parks, open space, and public realm, while also continuing to focus on growing the residential population and better connecting Downtown to its surrounding urban fabric.



LONG-TERM IMPLEMENTATION PROJECTS



MEDIUM-TERM

LONG-TERM

2034

2035

2036

2037

2038

2039

2040+

Build a Greenway Through Downtown

- Tactical activation along Robert Kerr Ave. should be conducted starting in 2028 to test out pilot projects and traffic analysis on the corridor
- Begin land negotiations with railroad to acquire land for eastern trail segment
- Depending on funding and land acquisition opportunities, construction of the rails-to-trails segment should be prioritized prior to 2034, with Robert Kerr Ave. improvements to come with the next major round of public and grant funding

Deliver New Open Space in Midtown

- Secure land acquisition, leases, or easements on key private sites
- Design and construct improvements along public right-of-way portions

Connect Downtown to the Riverfront

- Acquire strategic parcels or secure easements and agreements to implement tactical open space improvements within floodplain areas
- Construct improvements on existing city bridges over I-40 to enhance access
- Working with the US Army Corp, implement tactical shoreline enhancements
- Conduct an RFP process to deliver mixed-use development on city-owned land near the river's edge around Walker and Western Avenues

Create a New Neighborhood West of Scissortail Park

- By 2030, work with existing property owners to acquire or partner with to drive a path to redevelopment
- By 2032, design necessary infrastructure improvements, with the goal of completion by 2034 to allow for vertical construction by 2035

Transform OKC Boulevard

- By 2030, begin planning study on light rail connections to the airport, with detailed analysis on OKC Boulevard
- By 2035, begin design and construction on improvements to the corridor for BRT improvements, with the ability to also include LRT in the future

Enhance Connections Across I-235

- By 2030, conduct necessary traffic analysis to understand the potential for roadway and ramp reconfiguration
- By 2032, conduct a detailed visioning study for the corridor in coordination with ODOT and key stakeholders
- By 2035, begin design on potential improvements as individual projects or as part of full reconstruction of the corridor.

GO BOND PROJECT IMPLEMENTATION

The 2025 GO Bond allocated numerous dollars for specific and general improvements in Downtown. Many of these projects will help to advance specific strategies outlined in the plan in the near-future. It is important for these projects to work together to maximize their return-on-investment and ensure maximum benefits upon completion.

The table on the following page outlines how \$19.5M in pre-dedicated Downtown funding from the GO Bond should be spent. Additionally, other strategies will begin implementation via outlined and proposed GO Bond projects. Those projects are summarized below.



PLAN STRATEGIES SUPPORTED BY GO BOND PROJECTS

Establish a Cultural Spine

Improvements on Robinson Avenue between Reno and Sheridan will be the first constructed phase of the larger spine running from Scissortail to Midtown and Automobile Alley.

Improve BNSF Railroad Crossings

Tactical enhancements along OKC Boulevard, as well as reconstruction and improvements on Sheridan, will dramatically improve the experience of crossing between City Center and Bricktown.

Build a Greenway through Downtown

GO Bond dollars allocated for Kerr Avenue streetscape between Broadway and the BNSF railroad will help build the first phase of the Downtown Greenway and improve the existing underpass in the process.

Create an Entertainment Loop

Designing the full Entertainment Loop to 30% Design will ensure that the City can implement key enhancements in the near-future, using GO Bond dollars and through other capital improvement projects, while also allowing future phases to come online when aligned with planned private development.

Prioritize Transit on Key Corridors

The reconstruction of Robinson Avenue should provision for future streetcar connectivity between Reno and Sheridan and will help achieve one of the key action items outlined in that strategy,

Enhance the Bricktown Canal Experience

There are \$11.5M in 2025 GO Bond funds dedicated to physical and accessibility enhancements along the canal that are slated to begin in the near-future.

Support Downtown Retail

Improvements on key alleys in Automobile Alley, as well as streetscape enhancements in Automobile Alley along Broadway north of Park Place, will enhance business access and parking for existing retailers.



SUCCESS INITIATIVES

PLAN ACCOUNTABILITY AND INCREASING CAPACITY

The expertise required to transform the Plan's vision into a reality already exists in OKC. Many of the key stakeholders involved throughout the planning process will be the implementers of the strategies outlined in this document. Upon adoption of the Plan, an Implementation Team comprised of organizations active in the Downtown should reconvene and allocate immediate and short-term actions to stakeholders. The Implementation Team should be lean, decisive, and capable of executing these strategies in their day-to-day roles. Stakeholders expressed interest in assigning a person who would function as the downtown plan implementation lead. The team could explore using administrative fees collected from downtown TIF districts to fund a full-time employee. The responsibility of this lead would be to draw existing staff resources from the various City and related organizations and advance the plan from vision to implementation.



TRACKING SUCCESS AND MONITORING PROGRESS

The many strategies and individual action items outlined in this plan will require the ability to easily monitor and track them and their success. Since different strategies and action items will be occurring at different times, and many will be ongoing simultaneously, it will be important for each strategy to be connected to a specific Key Performance Indicator (KPI) that can also be tracked and monitored over time.

This will allow for the Plan Implementation Leader to know where strategies are being successful and where others may need more support. Ideally, these KPIs are tied to already-tracked metrics/ items, thus not necessitating the creation of new work but instead the synthesis of ongoing monitoring and tracking efforts.

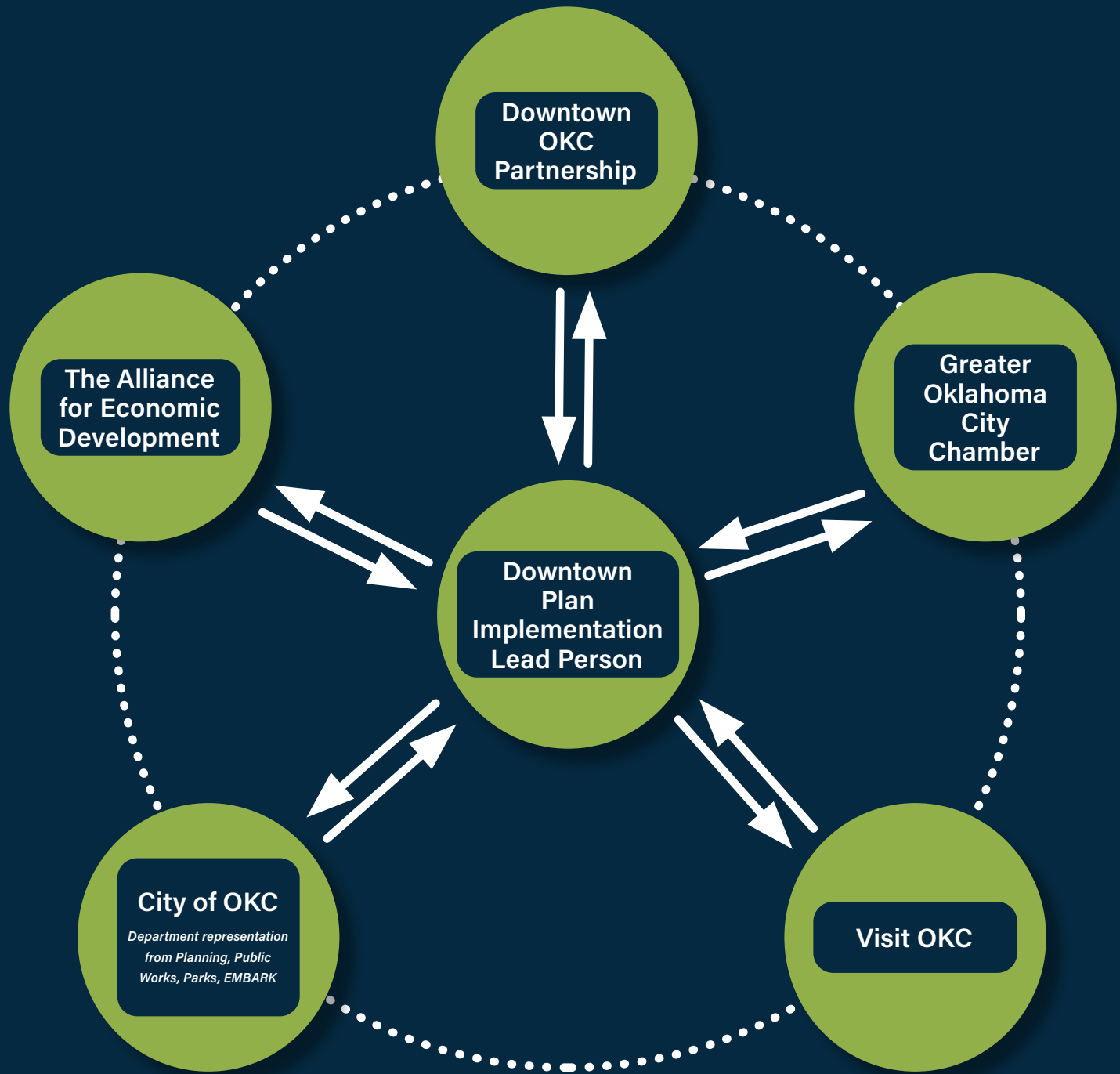
To make sure that this information is easy for all implementing groups and the broader public follow, oftentimes the lead implementation agency creates an online monitoring platform that displays year-over-year (or more up-to-date, if possible) data that shows how implementation is leading to improvements in identified KPIs.



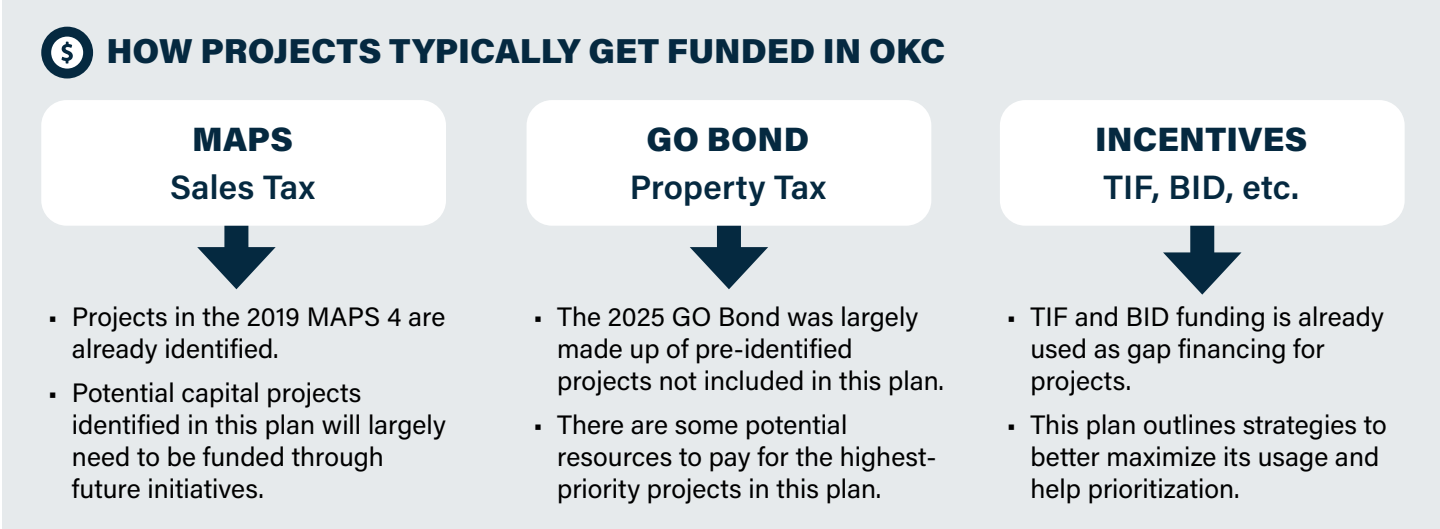
POTENTIAL KEY PERFORMANCE INDICATORS TO CONSIDER

- Number of new TIFs created
- Net new revenues, newly-created retail programs utilization and impacts
- New retail tenants
- Occupancy of retail, office, and residential spaces/ units.

IMPLEMENTATION TEAM



LEVERAGING KEY FUNDS FOR IMPLEMENTATION



The three sources funds typically go towards programs, public infrastructure improvements, gap financing, and strategic acquisition efforts. While many of these projects have already been identified, 2025 GO Bond funds as well as other incentives can still be used to fund items below necessary to advance the Plan.



Programs can provide direct assistance to small businesses. Facade or tenant improvement grants, for example, are commonly used community development tools. These programs help reduce upfront costs for new businesses and support revitalization of commercial spaces.



Funds can support the construction or rehabilitation of infrastructure, parks, transit, and municipal facilities. Funding infrastructure for key public improvements, such as the proposed Entertainment Loop, or near private catalytic projects, can enhance a projects' feasibility and ability to attract additional private investment in the area.



Gap financing is used to catalyze development more quickly than the market may support and subsidize costs that make projects financially challenging, such as environmental remediation or deeply affordable housing. Leveraging public dollars to bridge financial gaps for priority projects ensures projects can achieve financial viability and unlock development.



Strategic acquisition gives the City control over development outcomes. By opportunistically purchasing underutilized property and then selling to qualified developers the city could promote infill development, facilitate horizontal urbanism and fill the gaps between catalytic redevelopment sites.

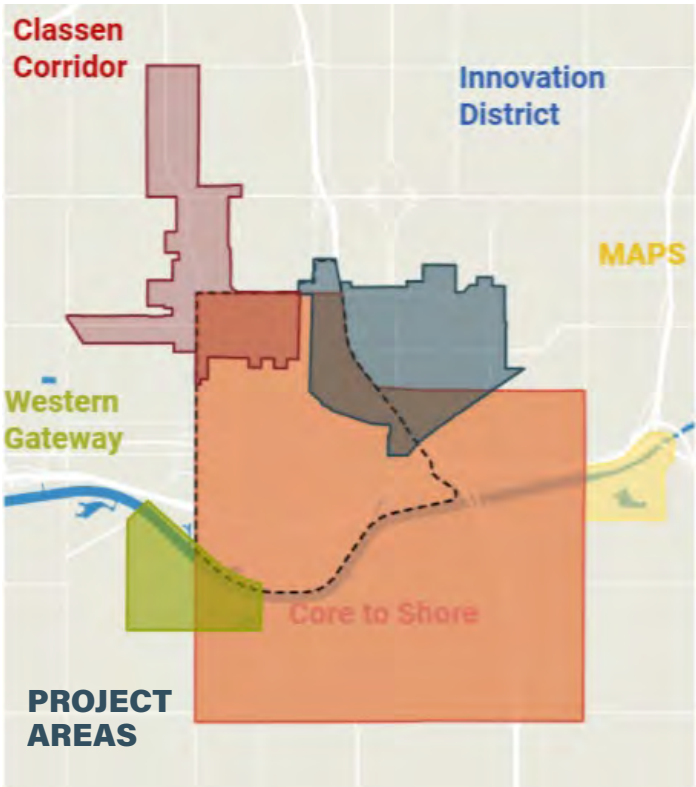
EXPANDING OKC'S TOOLKIT FOR IMPLEMENTATION

1 OPTIMIZE TIF USAGE

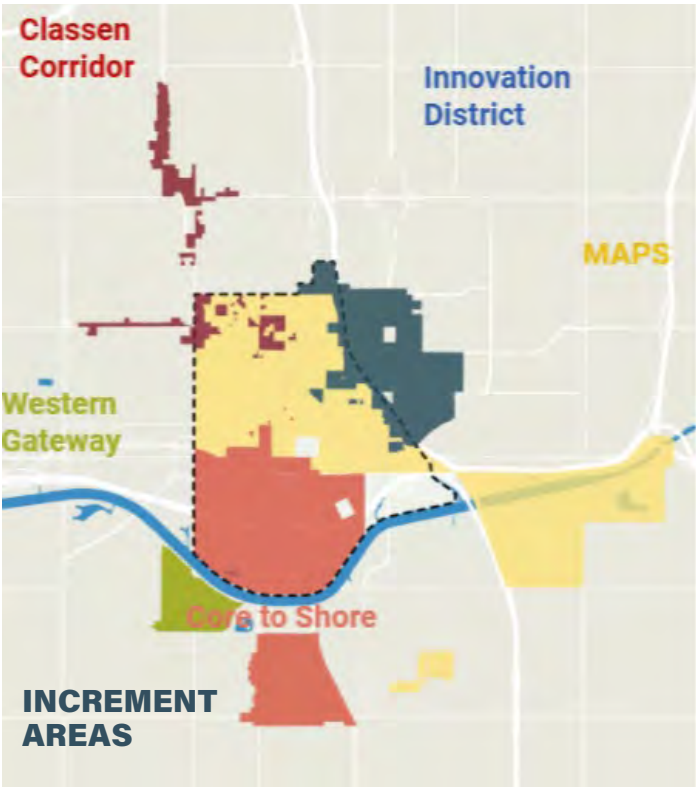
The City already has a history of using TIF to attract private investment, fund public infrastructure, and provide gap financing to private development, leading to a renaissance and transformation of Downtown. Continuing to leverage TIF by proactively activating new increment areas as existing ones expire (like MAPS shown below in yellow, which expires this year) will create future funding streams to prepare for the 2028 Olympics and deliver a more vibrant mixed used Downtown over the next decade that aligns with the goals of this Plan. It is critical to align TIF boundaries to plan priority areas.

These districts need to be strategically established. Key considerations for establishing new TIFs include:

- Boundary:** Inclusion of underutilized parcels in strategic locations which could be ripe for development or are located near catalytic development
- Timing:** Activating increment areas before development occurs



TIF Project Areas are areas where TIF expenditures can be made.



TIF Increment Areas are areas that generate TIF revenue.

\$ USE TIF FUNDS TO ADVANCE STRATEGIES

TIF Plans and redevelopment agreements should allow for the City to capture 5% of all incremental revenues for administrative use, as statutorily permitted, to advance strategies outlined in the plan and potentially hire a staff person to shepherd implementation. See more information about capacity on the previous pages.

2 USE LAND VALUE AS A LEVER FOR DEVELOPMENT

Strategic land acquisition and disposition is a powerful tool available to the City and its partner agencies to shape the trajectory of downtown development. By treating land as an instrument for policy implementation, and not just an asset, the City and its partner agencies can set the stage for transformative investment, close financial gaps for projects that align with Plan goals, and ensure development benefits the community beyond what the market could deliver. Through developing a program of identifying opportunity sites and disposing, acquiring, and/or assembling land, the City can become a proactive player in shaping the market and future of downtown.

Oklahoma state law restricts the general transfer of public land below fair market value. However, the City can transfer land to The Alliance or another public trust who can dispose of that land below fair market value with considerations that benefit the public good. Attaching restrictive covenants to parcels can require certain development outcomes, such as affordable housing, that would allow the land to be appraised at “fair value” based on those limitations.



WHY THERE'S A ROLE FOR THE PUBLIC SECTOR

1

Catalyzing and Attracting Investment

In a market where development can be constrained by thin margins, land costs can be a major variable in determining whether a Project pencils. When the City controls land, it controls that variable. By working with the Alliance or another public trust to acquire and dispose of underutilized publicly owned parcels at below market value pricing with considerations, the City can unlock development that private capital may shy away from. An opportunistic and strategic land acquisition and disposition strategy signals commitment to a corridor or district and reduces risk for private developers.

2

Shaping Outcomes, Not Just Enabling Them

The City or other quasi-public entity retains leverage as the owner of land, and can set criteria and performance benchmarks as conditions for conveyance. These could include land use limitations, affordable housing set-asides, ground floor activation requirements, or design standards, but could also extend beyond what might be possible via regulatory and zoning standards through setting development timelines, job creation hurdles, or other outcome-based metrics.

3

Assembling Development Ready Sites

Fragmented parcel ownership can create a barrier to development. Coordinating the assembly of sites among different owners can be slow, expensive, and uncertain. The City has institutional capacity, time, and resources such as TIF dollars, to see assembly through acquiring sites and eliminating potential conflicts that hold projects back.

4

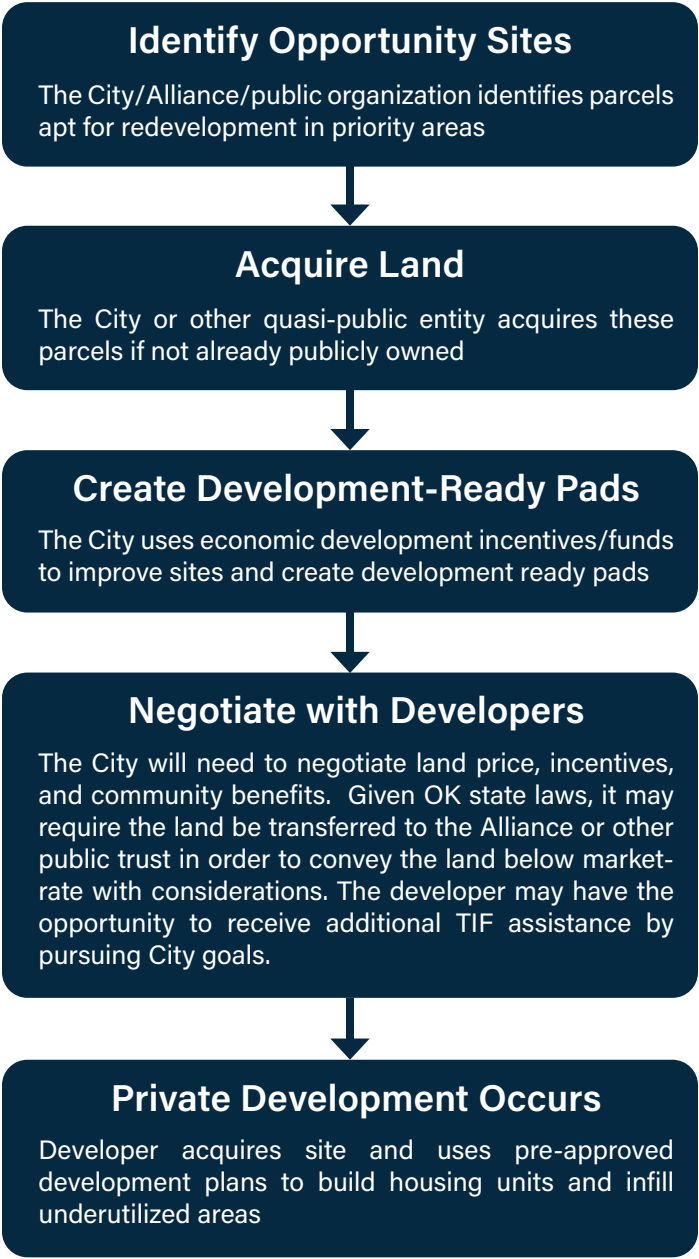
Controlling Timing

Private development follows the market's lead. The City, as a strategic land holder, can influence the timing and sequencing of development in ways that align with simultaneous infrastructure improvements or broader planning goals. Releasing a parcel at the right moment can anchor an entire corridor's transformation and avoid isolated and disjointed development patterns.

APPLYING THE TOOLKIT FOR PLAN STRATEGIES

This section highlights how an expanded economic development toolkit can be applied to advance the Plan's implementation strategies. Utilizing existing tools like sales and property taxes, plus a strengthened approach to TIF and the management of public land, will be key to realizing plan goals such as horizontal urbanism and the development of the Entertainment Loop.

PLAN STRATEGY: EMPHASIZE HORIZONTAL URBANISM



PLAN STRATEGY: CREATE AN ENTERTAINMENT LOOP

The proposed Entertainment Loop connects existing and future assets like Bricktown, Myriad Gardens, Scissortail Park, the Convention Center, the Continental Coliseum and the multipurpose stadium. It will stitch together Downtown's public realm and connect to the region via its adjacency to the Santa Fe transit facility. The City can support both public and private improvements to bring the Entertainment Loop to life. This section outlines how the City's ownership of the existing PayCom Arena can be leveraged as an asset and used to drive redevelopment of the site. The City's involvement in facilitating the redevelopment of the site in addition to using GO Bond funds to enhance connectivity and the public realm in the Entertainment Loop overall can ensure development outcomes benefit the community and prevent the area from falling into disjointed uses.

First, the City should research best practices for establishing entertainment districts across the country. These case studies, along with local context and stakeholder feedback, can inform the future of the Paycom Arena site, which sits at a crucial intersection of assets throughout the Entertainment Loop. Then, the City should establish a development framework alongside the Thunder, since the Thunder have ROFR to develop the site.

The City should establish a flexible entitlement framework that facilitates swift development outcomes. Then, the City and the Thunder can negotiate the deal structure. The fair market value of the site will already be reduced to some extent, based on any demolition costs the Thunder may incur and any fees paid to maintain ROFR. The City could further partner with the Alliance or other relevant entity to either 1) attach restrictive covenants to the land that would require the Thunder to adhere to the agreed upon development framework and outcomes, thereby potentially reducing the value of the land further, or 2) consider whether the parcel qualifies for liquidation, given the continued maintenance of the facility would create undue and unsustainable expenses for the City long term. In addition, the City can also use GO Bond funds to pay for the new user's parking structure, or consider using TIF funds to provide additional incentives. The end result is an approved RDA that enhances the feasibility of redeveloping the site while benefiting the community and advancing the City's policy goals.

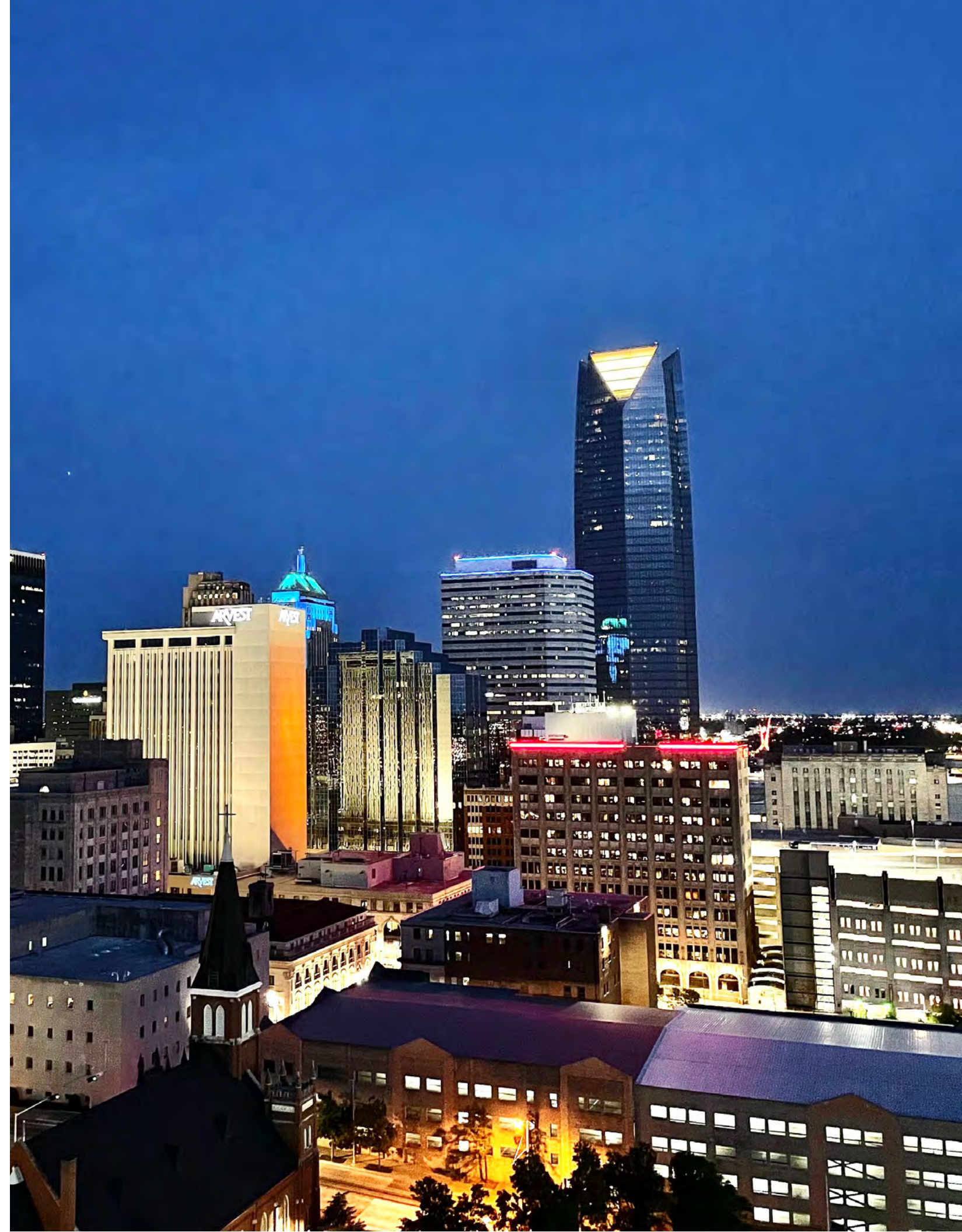
CASE STUDY

Milwaukee Bucks Deer District Milwaukee, WI



Prior to 2018, the Milwaukee Bucks played in the Bradley Center, which was built in 1988 and outdated by modern NBA standards. The arena was in Milwaukee's Park East corridor which sat largely vacant, disconnected from the core of downtown. The State of Wisconsin pledged over \$200 million in bonds to fund the development of the new FiServ Forum and what would become the "Deer District." The City of Milwaukee chipped in nearly \$50 million in TIF revenues, and, as the owner of the land where FiServ Forum stands today, made a deal with the Bucks to transfer the property for \$1. Today, the 30-acre mixed use area includes a public plaza, hotel, residential units, and numerous dining and entertainment options.

In 2023, the City and property owners also worked to establish a Business Improvement District to maintain the area, with objectives of creating an attractive environment for business activity, identifying and advocating for infrastructure improvements, and increasing pedestrian traffic through marketing, advertising, and events. The City provides technical assistance to property owners, applies for outside funds available to public entities to support the District, collect and disburse BID funds, and convene with other units of government to support the success of the District.

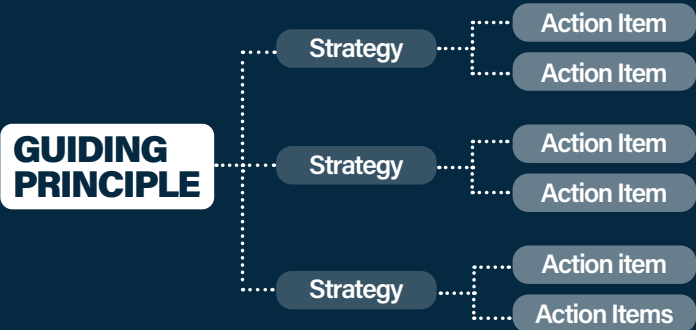


STRATEGY PLAYBOOK

HOW TO USE THIS PLAYBOOK

The strategy playbook is the roadmap to success for the Downtown OKC Strategic Development Plan. Its 6 Guiding Principles, 18 Strategies, and 72 Action Items are a comprehensive set of projects, policies, programs, and partnerships (the 4 Ps) that, when enacted over time, will enable the vision for Downtown to become a reality.

Each Guiding Principle is comprised of three strategies, each with a series of action items and metrics for success. Each action item is assigned its own lead implementer, potential partners in implementation, timeline for implementation, potential funding sources, etc. The metrics, or potential outcomes, are quantifiable measures to track progress.



ACTION ITEM TYPES

PROJECTS

Projects are undertakings that result in permanent physical changes. These are often seen as a catalyst to, or result of, development that affects the built environment.

POLICIES

Policies define requirements and incentive programs to control and influence future changes. They are physically immaterial but affect real-world change.

PROGRAMS

Programs are actions taken to control and influence elements of the Study Area but do not require permanent physical changes. These are tools that can help to generate revenue and maintain investments.

PARTNERSHIPS

Partnerships are arrangements between public, private, and/or non-profit entities to collaborate on the delivery of a desired outcome.



THE GUIDING PRINCIPLES AND STRATEGIES

INFUSE Oklahoma Into Downtown

- 01 Build a Greenway Through Downtown
- 02 Deliver New Open Space in Midtown
- 03 Connect Downtown to the Riverfront

FILL The Gaps

- 04 Emphasize Horizontal Development
- 05 Develop Public Land
- 06 Deliver Neighborhood Serving Amenities

BRIDGE Barriers and Obstacles

- 07 Enhance Connections Across I-235
- 08 Transform OKC Boulevard
- 09 Improve BNSF Railroad Crossings

STITCH Together Districts

- 10 Establish a Cultural Spine
- 11 Create an Entertainment Loop
- 12 Create a New Neighborhood West of Scissortail Park

EMBRACE Authentic Places

- 13 Enhance the Bricktown Canal Experience
- 14 Support Downtown Retail
- 15 Expand Education & Employment Opportunities

CONNECT To Opportunities and The Region

- 16 Prioritize Transit on Key Corridors
- 17 Establish Santa Fe Station as a TOD
- 18 Improve Public Parking Functionality

01 | BUILD A GREENWAY THROUGH DOWNTOWN

A new multimodal Downtown Greenway will serve as an armature for quality of life, providing an open space and a recreation asset through the heart of Downtown that drives economic development and improves the ability to walk and bike. The greenway will connect proposed trail assets on the east and west sides of Downtown, connecting the core of Downtown to the rest of the region.

ACTION STEPS

- 1 Construct a new trail into Downtown along abandoned railroad starting at Booker T. Washington Park
- 2 Identify opportunity sites for infill along the trail and strategically redevelop adjacent public land
- 3 Reimagine Robert Kerr Avenue as a multimodal priority street
- 4 Create a crossroads of activity at Robert Kerr Park and Park Avenue
- 5 Create a new green space gateway at the western end of Downtown
- 6 Construct a greenway along existing railroad right-of-way between the Fairgrounds and Classen Boulevard

POTENTIAL OUTCOMES

- 🏠 Number of New Residential Units: 0
- 💰 Value of New Development: \$250M
- 💰 Public Dollars Invested: \$40M
- 💰 Annual Property Tax Revenue: \$2.3M
- 💰 Annual Sales Tax Revenue: \$275K
- 🚶 Number of New Jobs: 50
- 👥 Number of New Visits: 575K

THE FIRST STEP(S)

Getting people excited for a new multimodal trail can build momentum for the project. To do that, the City should explore pilot projects along Robert Kerr Avenue on good-weather weekend days that get people used to a reimagined street and east-west connecting corridor. It can also be used to measure traffic impacts and study different conditions that may be desired for a reimagined street. Doing this in alignment with the 2028 Summer Olympics should be explored.

Alternatively/additionally, building the rails-to-trails segment is a relatively easy quick-win that can build momentum for further expansion and immediately improve mobility and quality of life. A Phase 1 segment between BNSF and Booker T. Washington Park should be considered in the near-term.



Viva! Streets in Denver closed Broadway through downtown on summer Sundays and became a popular event in the process.

Construct a new trail into Downtown along abandoned railroad starting at Booker T. Washington Park

GOAL
Improve connectivity into Downtown and improve connections between Bricktown and Deep Deuce

RECOMMENDATION TYPE
Project

TARGET TIMEFRAME
Medium-Term but explore improvements in the Short-Term

POTENTIAL LEAD IMPLEMENTERS
City of OKC Planning, City of OKC Public Works, City of OKC Parks

POTENTIAL PARTNERS
DOKC, Railroads

COST ESTIMATES
\$4M

FUNDING
ACOG Grants, BUILD Grants, Existing City Funds, Recreational Trails Program

Identify opportunity sites for infill along the trail and strategically redevelop adjacent public land

GOAL
Activate the edges of the trail and explore leveraging funding generated to finance O&M of the trail

RECOMMENDATION TYPE
Program, Partnership

TARGET TIMEFRAME
Long-Term

POTENTIAL LEAD IMPLEMENTERS
City of OKC Planning, Alliance

POTENTIAL PARTNERS
OKCPD, Oklahoma County, DOKC, COTPA

COST ESTIMATES
Unknown. To Be Negotiated.

FUNDING
TIF, Private Investment

Reimagine Robert Kerr Avenue as a multimodal-priority street

GOAL
Construct a physically grade separated trail connecting through the core of Downtown

RECOMMENDATION TYPE
Project

TARGET TIMEFRAME
Long-Term but explore activation on corridor in Short-Term

POTENTIAL LEAD IMPLEMENTERS
City of OKC Public Works, City of OKC Planning, City of OKC Parks

POTENTIAL PARTNERS
DOKC

COST ESTIMATES
\$20M

FUNDING
ACOG Grants, BUILD Grants, Existing City Funds, Future City Funds, Recreational Trails

Create a crossroads of activity at Robert Kerr Park and Park Avenue

GOAL Leverage the intersection of the trail, the Broadway retail corridor, the Robinson Cultural Spine, and Park Avenue retail to create a thriving central gathering place in the heart of City Center	POTENTIAL LEAD IMPLEMENTERS City of OKC Public Works, City of OKC Planning, City of OKC Parks
RECOMMENDATION TYPE Program, Partnership	POTENTIAL PARTNERS DOKC, City of OKC Special Events
TARGET TIMEFRAME Long-Term	COST ESTIMATES \$5M
	FUNDING BID, TIF, Existing City Funds

Create a new green space gateway at the western end of Downtown

GOAL Create new amenity space for future growth on the west side of Downtown that also serves as a gateway for trails coming from the west	POTENTIAL LEAD IMPLEMENTERS City of OKC Parks & Recreation, City of OKC Public Works, City of OKC Planning
RECOMMENDATION TYPE Project, Partnership	POTENTIAL PARTNERS Oklahoma County
TARGET TIMEFRAME Long-Term	COST ESTIMATES \$5M
	FUNDING OKC Brownfields Program, Future City Funding, TIF

Construct a greenway along existing railroad right-of-way between the Fairgrounds and Classen Boulevard

GOAL Connect Downtown into broader trail, open space, and community networks	POTENTIAL LEAD IMPLEMENTERS City of OKC Public Works, City of OKC Parks & Recreation, City of OKC Planning
RECOMMENDATION TYPE Project	POTENTIAL PARTNERS Railroads
TARGET TIMEFRAME Long-Term	COST ESTIMATES \$6M
	FUNDING ACOG Grants, BUILD Grants, Existing City Funds, Recreational Trails Program

02 | DELIVER NEW OPEN SPACE IN MIDTOWN

Create a network of green spaces or a consolidated green space to serve the Midtown neighborhood that offers community gathering spaces and passive naturalized area and provides critical missing park programming and green stormwater management infrastructure.

ACTION STEPS

- 1 Reimagine North Broadway Circle as a shared street with green space
- 2 Create a central heart that functions as a community gathering area
- 3 Transform Park Place between Harvey Avenue and Walker Avenue

POTENTIAL OUTCOMES

-  Number of New Residential Units: **0**
-  Value of New Development: **\$100M**
-  Public Dollars Invested: **\$23.5M**
-  Annual Property Tax Revenue: **\$875K**
-  Annual Sales Tax Revenue: **\$135K**
-  Number of New Jobs: **350**
-  Number of New Visits: **250K**

Reimagine North Broadway Circle as a shared street with green space

GOAL

Emphasize a unique historic placemaking opportunity that also serves as a strong connector to the Contemporary Arts Museum from Midtown

RECOMMENDATION TYPE

Project

TARGET TIMEFRAME

Long-Term

POTENTIAL LEAD IMPLEMENTERS

City of OKC Public Works, City of OKC Planning

POTENTIAL PARTNERS

DOKC

COST ESTIMATES

\$3.5M

FUNDING

ACOG Grants, BUILDGrants, Existing City Funds, Future City Funds

Create a central heart that functions as a community gathering area

GOAL

Create permanent, usable, functional open space programming for Midtown’s growing residential population, including a playground and dog park

RECOMMENDATION TYPE

Project, Program, Partnership

TARGET TIMEFRAME

Long-Term

POTENTIAL LEAD IMPLEMENTERS

City of OKC Parks, City of OKC Public Works, City of OKC Planning

POTENTIAL PARTNERS

Alliance, DOKC, Private Development

COST ESTIMATES

\$15M

FUNDING

TIF, Existing City Funds, Future City Funds

Transform Park Place between Harvey Avenue and Walker Avenue

GOAL

Transform an underutilized right-of-way into functional community open space

RECOMMENDATION TYPE

Project

TARGET TIMEFRAME

Long-Term

POTENTIAL LEAD IMPLEMENTERS

City of OKC Parks, City of OKC Public Works, City of OKC Planning

POTENTIAL PARTNERS

DOKC

COST ESTIMATES

\$5M

FUNDING

ACOG Grants, BUILD Grants, Existing City Funds, Future City Funds

03 | CONNECT DOWNTOWN TO THE RIVERFRONT

Establish an extended, connected, and ecologically enhanced riverfront that provides a natural escape for Downtown users. New trails and connections, along with new and reimagined parkland, will improve ecological diversity along the riverfront, enhance ecosystem functionality, and provide habitat for wildlife, while new development along its banks will extend the experience of Downtown to the river’s edge.

ACTION STEPS

- 1

Leverage new bridges to create a new recreational loop around the river
- 2

Improve pedestrian connections over and under I-40 to the waterfront
- 3

Acquire waterfront land to serve as wetland park and detention basin
- 4

Create a node of activity near the river’s edge
- 5

Enhance biodiversity along waterfront
- 6

Create intentional activity nodes that balance active and passive space along the riverfront

POTENTIAL OUTCOMES

- 

Number of New Residential Units: **0**
- 

Value of New Development: **\$5M**
- 

Public Dollars Invested: **\$67.7M**
- 

Annual Property Tax Revenue: **\$45K**
- 

Annual Sales Tax Revenue: **\$275K**
- 

Number of New Jobs: **50**
- 

Number of New Visits: **550K**

Leverage new bridges to create a new recreational loop around the river

GOAL Promote Downtown recreation and trail network locally and nationally	POTENTIAL LEAD IMPLEMENTERS City of OKC Parks, VisitOKC
RECOMMENDATION TYPE Program	POTENTIAL PARTNERS DOKC
TARGET TIMEFRAME Immediate	COST ESTIMATES \$200,000
	FUNDING No funding needed

Create a node of activity near the river’s edge

GOAL Create a destination(s) for food and beverage, infill residential, and increased activity along the water’s edge to enhance utilization of and activity at investments made along the river.	POTENTIAL LEAD IMPLEMENTERS City of OKC Parks, City of OKC Public Works, City of OKC Planning
RECOMMENDATION TYPE Project, Program, Partnership	POTENTIAL PARTNERS Alliance, Private Development
TARGET TIMEFRAME Long-Term	COST ESTIMATES \$20M
	FUNDING TIF, Private Investment, Future City Funds, OKC Brownfields Program

Improve pedestrian connections over and under I-40 to the waterfront

GOAL Enhanced connectivity between the core of Downtown and the river	POTENTIAL LEAD IMPLEMENTERS City of OKC Parks, City of OKC Planning, City of OKC Public Works
RECOMMENDATION TYPE Project	POTENTIAL PARTNERS N/A
TARGET TIMEFRAME Long-Term	COST ESTIMATES \$20M
	FUNDING ACOG Grants, BUILD Grants, Future City Funds

Enhance biodiversity along waterfront

GOAL Promote ecosystem health to ensure longterm resilience	POTENTIAL LEAD IMPLEMENTERS City of OKC Parks
RECOMMENDATION TYPE Program	POTENTIAL PARTNERS US Army Corp of Engineers, OKC Storm Water Quality (SWQ)
TARGET TIMEFRAME Long-Term	COST ESTIMATES \$1M
	FUNDING Oklahoma Conservation Commission Wetlands Program Grants (Five Star and Urban Waters Restoration Program; NFWF), Future City Funds

Acquire waterfront land to serve as wetland park and detention basin

GOAL Transform floodplain-encumbered land into productive use	POTENTIAL LEAD IMPLEMENTERS City of OKC Parks
RECOMMENDATION TYPE Partnership, Program	POTENTIAL PARTNERS Alliance, Private Development, City of OKC Planning
TARGET TIMEFRAME Long-Term	COST ESTIMATES \$12.5M
	FUNDING Future City Funds, Philanthropy

Create intentional activity nodes that balance active and passive space along the riverfront

GOAL Creation a more functional riverfront that celebrates it as an open space asset through new development while also protecting its ecological needs and the need for quiet open space moments.	POTENTIAL LEAD IMPLEMENTERS City of OKC Parks, City of OKC Planning, City of OKC Public Works
RECOMMENDATION TYPE Program	POTENTIAL PARTNERS Alliance, Private Development
TARGET TIMEFRAME Long-Term	COST ESTIMATES \$14M
	FUNDING OKC Brownfields Program, TIF, Private Investment, Future City Funds

04 | EMPHASIZE HORIZONTAL DEVELOPMENT

Strategically guide well-designed, lower density development to activate underutilized land, reducing perceptions of emptiness while expanding housing supply and preserving affordability Downtown.

ACTION STEPS

- 1
- Upgrade infrastructure in key areas
- 2
- Establish a new or repurpose an existing quasi-governmental development entity to assist delivery of new housing
- 3
- Reform existing regulations and policies
- 4
- Establish housing typology toolkit

POTENTIAL OUTCOMES

-  Number of New Residential Units: **5K**
-  Value of New Development: **\$1.9B**
-  Public Dollars Invested: **\$50.5M**
-  Annual Property Tax Revenue: **\$16.8M**
-  Annual Sales Tax Revenue: **\$0**
-  Number of New Jobs: **0**
-  Number of New Visits: **0**

Upgrade infrastructure in key areas

GOAL

Provide economic support to future projects by offsetting development delivery costs by funding necessary infrastructure upgrades in key areas

RECOMMENDATION TYPE

Project, Program

TARGET TIMEFRAME

Short-Term

POTENTIAL LEAD IMPLEMENTERS

City of OKC Public Works, City of OKC Planning, Alliance, Relevant Utility Companies

POTENTIAL PARTNERS

N/A

COST ESTIMATES

\$50M

FUNDING

TIF, Existing City Funds, Future City Funds

Increase capacity at the Alliance for Economic Development to assist delivery of new housing and development

GOAL

Improve development outcomes by having a centralized authority to guide processes and decision-making

RECOMMENDATION TYPE

Program, Partnership

TARGET TIMEFRAME

Short-Term

POTENTIAL LEAD IMPLEMENTERS

Alliance, City Council, OKC Chamber

POTENTIAL PARTNERS

N/A

COST ESTIMATES

\$200K annually

FUNDING

No funding needed

Reform existing regulations and policies

GOAL

Make the delivery of new development easier by removing or amending policies that are slowing or preventing development

RECOMMENDATION TYPE

Policy

TARGET TIMEFRAME

Immediate

POTENTIAL LEAD IMPLEMENTERS

City of OKC Planning, City Council

POTENTIAL PARTNERS

N/A

COST ESTIMATES

\$0

FUNDING

No funding needed

Establish housing typology toolkit

GOAL

Support easier deliver-to-market residential options that include pre-approved development typologies

RECOMMENDATION TYPE

Program

TARGET TIMEFRAME

Immediate

POTENTIAL LEAD IMPLEMENTERS

City of OKC Planning

POTENTIAL PARTNERS

City Planning Commission, City Council, Oklahoma City Housing Authority

COST ESTIMATES

\$500K to hire consultant to develop toolkit

FUNDING

Future City Funds

05 | DEVELOP PUBLIC LAND

Leverage publicly-owned land to help drive catalytic change through infill redevelopment that delivers new housing, employment opportunities, and cultural and daily life amenities for Downtown users.

ACTION STEPS

- 1
- Conduct a City of OKC Property Prioritization for Disposition Study
- 2
- Initiate conversations with other public agencies to identify other public lands that may be available for disposition
- 3
- Establish a formalized process for disposition

POTENTIAL OUTCOMES

-  Number of New Residential Units: **800**
-  Value of New Development: **\$390M**
-  Public Dollars Invested: **\$27M**
-  Annual Property Tax Revenue: **\$3.5M**
-  Annual Sales Tax Revenue: **\$400K**
-  Number of New Jobs: **1.1K**
-  Number of New Visits: **575K**

Conduct a City of OKC Property Prioritization for Disposition Study

GOAL

Jumpstart the process of offloading underutilized city properties by evaluating all properties to identify priority sites

RECOMMENDATION TYPE

Program

TARGET TIMEFRAME

Immediate

POTENTIAL LEAD IMPLEMENTERS

City of OKC Planning

POTENTIAL PARTNERS

Alliance, Relevant City Departments

COST ESTIMATES

\$0

FUNDING

No funding needed

Initiate conversations with other public agencies to identify other public lands that may be available for disposition

GOAL

Identify additional public lands that may be available and assist with the disposition of those properties

RECOMMENDATION TYPE

Program, Partnership

TARGET TIMEFRAME

Short-Term

POTENTIAL LEAD IMPLEMENTERS

City of OKC Planning

POTENTIAL PARTNERS

Alliance

COST ESTIMATES

\$0

FUNDING

No funding needed

Establish a formalized process for disposition

GOAL

Have a singular, streamlined process for public land disposition to remove impediments before the process begins

RECOMMENDATION TYPE

Program

TARGET TIMEFRAME

Short-Term

POTENTIAL LEAD IMPLEMENTERS

City of OKC Planning, Alliance

POTENTIAL PARTNERS

N/A

COST ESTIMATES

\$27M (for site prep of up to four priority sites)

FUNDING

TIF, BID, Future City Funds

06 | DELIVER NEIGHBORHOOD SERVING AMENITIES

Improve quality of life for all Downtown users by providing essential daily life needs, including retail, recreation, mobility, employment, and education within close proximity to places that people live, work, and visit.

ACTION STEPS

- 1

Improve existing neighborhood hearts
- 2

Encourage new neighborhood hearts in key locations
- 3

Deliver a new Downtown grocery store

POTENTIAL OUTCOMES

- 

Number of New Residential Units: 0
- 

Value of New Development: \$55M
- 

Public Dollars Invested: \$72.5M
- 

Annual Property Tax Revenue: \$5K
- 

Annual Sales Tax Revenue: \$3.3M
- 

Number of New Jobs: 550
- 

Number of New Visits: 575K

Improve existing neighborhood hearts

GOAL

Support residential neighborhood development by delivering daily life needs near existing thriving neighborhoods

RECOMMENDATION TYPE

Program, Project

TARGET TIMEFRAME

Short-Term

POTENTIAL LEAD IMPLEMENTERS

Alliance, OKC Chamber

POTENTIAL PARTNERS

City of OKC Planning, DOKC

COST ESTIMATES

\$20M

FUNDING

TIF, BID, Future City Funds

Encourage new neighborhood hearts in key locations

GOAL

Support residential neighborhood development by delivering daily life needs near existing thriving neighborhoods

RECOMMENDATION TYPE

Program, Project, Policy

TARGET TIMEFRAME

Medium-Term

POTENTIAL LEAD IMPLEMENTERS

Alliance, OKC Chamber

POTENTIAL PARTNERS

City of OKC Planning

COST ESTIMATES

\$40M

FUNDING

TIF, BID, Future City Funds

Deliver a new Downtown grocery store

GOAL

Deliver a key neighborhood serving amenity to support residential market growth

RECOMMENDATION TYPE

Partnership

TARGET TIMEFRAME

Short-Term

POTENTIAL LEAD IMPLEMENTERS

Alliance, OKC Chamber, EMBARK, City Council

POTENTIAL PARTNERS

City of OKC Planning

COST ESTIMATES

\$12.5M

FUNDING

TIF, BID, Future City Funds, OKC Brownfields Program, Revenue Generated from Land Lease

07 | ENHANCE CONNECTIONS ACROSS I-235

Connect the Innovation and Medical Districts and adjacent housing to Downtown by implementing new and enhanced existing crossings over I-235 to create a safe, continuous pedestrian experience and uninterrupted urban fabric, transforming this barrier into a single new, connected district.

ACTION STEPS

- 1 Improve an existing bridge
- 2 Construct a new trail connection along existing rail corridor (as part of the proposed Downtown Trail)
- 3 Establish a vision for the I-235 corridor in collaboration with ODOT

POTENTIAL OUTCOMES

-  Number of New Residential Units: **900**
-  Value of New Development: **\$320M**
-  Public Dollars Invested: **\$750M**
-  Annual Property Tax Revenue: **\$2.9M**
-  Annual Sales Tax Revenue: **\$275K**
-  Number of New Jobs: **800**
-  Number of New Visits: **925K**

THE FIRST STEP(S)

MAPS 4 identified +/- \$20 Million for improved connectivity over I-235 between Downtown and the Innovation District. This money should be spent to create enhanced pedestrian and multimodal movement between the districts.

In parallel to that planning and design process, the City should begin conversations with the Oklahoma Department of Transportation (ODOT) to start traffic analysis and a visioning process for the corridor. This should include understand existing and future traffic needs, with the goal of prioritizing ramps for removal or relocation.

In Dallas, the City of Dallas and TXDOT conducted the CityMAP initiative, which created a detailed vision for the urban interstates around Downtown, which served as a starting point for future redesign.



The Dallas CityMAP process was a collaborative process that analyzed scenarios for I-345, I-30, and I-35E through Downtown.

Improve an existing bridge

GOAL Deliver improved connectivity across I-235 quickly, using existing MAPS 4 funding	POTENTIAL LEAD IMPLEMENTERS MAPS Office
RECOMMENDATION TYPE Project	POTENTIAL PARTNERS City of OKC Planning, City of OKC Public Works
TARGET TIMEFRAME Short-Term	COST ESTIMATES \$15M
	FUNDING Existing City Funds (MAPS 4)

Construct a new trail connection along existing rail corridor (as part of the proposed Downtown Greenway)

GOAL Deliver improved connectivity across I-235 as a part of the proposed Downtown Trail	POTENTIAL LEAD IMPLEMENTERS City of OKC Public Works, City of OKC Parks, City of OKC Planning
RECOMMENDATION TYPE Project	POTENTIAL PARTNERS N/A
TARGET TIMEFRAME Long-Term	COST ESTIMATES Funded by Downtown greenway improvements
	FUNDING ACOG Grants, BUILD Grants, Existing City Funds

Establish a vision for the I-235 corridor in collaboration with ODOT

GOAL Ensure future improvements on I-235 are well-designed and align with City vision, while also positioning opportunities for tactical improvements in the interim	POTENTIAL LEAD IMPLEMENTERS City of OKC Planning, City of OKC Public Works, ODOT
RECOMMENDATION TYPE Partnership	POTENTIAL PARTNERS Neighborhood Stakeholders
TARGET TIMEFRAME Long-Term	COST ESTIMATES \$735M
	FUNDING Future ODOT Transportation Dollars, BUILD Grants, Reconnecting Communities Grants

08 | TRANSFORM OKC BOULEVARD

Transform OKC Boulevard into a transit-oriented roadway that connects neighborhoods and becomes a premier roadway into and through Downtown for all modes. Reimagining existing right of way can unlock new land for development along a new light-rail corridor.

ACTION STEPS

- 1

Establish OKC Boulevard as a transit street, with light rail and BRT
- 2

Strategically close side streets and reimagine public right of way to free up land for larger redevelopment parcels
- 3

Transform OKC Boulevard between Bricktown and the new arena as part of the Entertainment Loop, reconnecting the historic street grid

POTENTIAL OUTCOMES

- 

Number of New Residential Units: **950**
- 

Value of New Development: **\$325M**
- 

Public Dollars Invested: **\$108M**
- 

Annual Property Tax Revenue: **\$2.9M**
- 

Annual Sales Tax Revenue: **\$680K**
- 

Number of New Jobs: **325**
- 

Number of New Visits: **275K**

Establish OKC Boulevard as a transit street, with light rail and BRT

GOAL

Turn OKC Boulevard into a zipper for connecting neighborhoods and driving new transit-oriented development

RECOMMENDATION TYPE

Project

TARGET TIMEFRAME

Long-Term

POTENTIAL LEAD IMPLEMENTERS

EMBARK, City of OKC Planning, City of OKC Public Works

POTENTIAL PARTNERS

Neighborhood Stakeholders

COST ESTIMATES

\$100M

FUNDING

Future City Funds

Strategically close side streets and reimagine public right-of-way to free up land for larger redevelopment parcels

GOAL

Improve awkward intersections, removing unnecessary rights-of-way

RECOMMENDATION TYPE

Project

TARGET TIMEFRAME

Long-Term

POTENTIAL LEAD IMPLEMENTERS

City of OKC Public Works, City of OKC Planning, City Council

POTENTIAL PARTNERS

Adjacent Landowners

COST ESTIMATES

\$3M

FUNDING

Future City Funds, TIF, OKC Brownfields Program (for private development)

Transform OKC Boulevard between Bricktown and the new arena as part of the Entertainment Loop

GOAL

Enhance connectivity between existing and new investments in the Bricktown and Stadium District areas

RECOMMENDATION TYPE

Project

TARGET TIMEFRAME

Immediate

POTENTIAL LEAD IMPLEMENTERS

City of OKC Public Works, Adjacent Property Owners, BNSF

POTENTIAL PARTNERS

City of OKC Planning, Neighborhood Stakeholders, DOKC

COST ESTIMATES

\$5M

FUNDING

TIF for Stadium District, Future City Funds

09 | IMPROVE BNSF RAILROAD CROSSINGS

Improve numerous underpasses and at-grade crossings of the BNSF rail to improve pedestrian and district connectivity. This should include fully reconstructed crossings, roadway redesign, and other physical enhancements.

ACTION STEPS

- 1 Make at-grade improvements
- 2 Make art and light improvements
- 3 Implement street reconfigurations
- 4 Fully reconstruct the SE 4th Street connection into the Stadium District

POTENTIAL OUTCOMES

- Number of New Residential Units: 0
- Value of New Development: \$35M
- Public Dollars Invested: \$58.5M
- Annual Property Tax Revenue: \$300K
- Annual Sales Tax Revenue: \$0
- Number of New Jobs: 0
- Number of New Visits: 0

Make at-grade improvements

GOAL

Improve connectivity across BNSF tracks to better connect districts and neighborhoods

RECOMMENDATION TYPE

Project, Partnership

TARGET TIMEFRAME

Medium-Term

POTENTIAL LEAD IMPLEMENTERS

City of OKC Public Works, BNSF

POTENTIAL PARTNERS

City of OKC Planning, Adjacent Landowners, DOKC

COST ESTIMATES

\$4M

FUNDING

DOT Railroad Crossings Elimination Grants, Future City Funds, ACOG Grants

Make art and light improvements

GOAL

Improve connectivity across BNSF tracks to better connect districts and neighborhoods

RECOMMENDATION TYPE

Project, Partnership

TARGET TIMEFRAME

Medium-Term

POTENTIAL LEAD IMPLEMENTERS

City of OKC Public Works, BNSF, DOKC

POTENTIAL PARTNERS

City of OKC Planning

COST ESTIMATES

\$4.5M

FUNDING

DOT Railroad Crossings Elimination Grants, Future City Funds, ACOG Grants

Implement street reconfigurations

GOAL

Improve connectivity across BNSF tracks to better connect districts and neighborhoods

RECOMMENDATION TYPE

Project, Partnership

TARGET TIMEFRAME

Medium-Term

POTENTIAL LEAD IMPLEMENTERS

City of OKC Public Works, BNSF

POTENTIAL PARTNERS

City of OKC Planning, Adjacent Landowners, DOKC

COST ESTIMATES

\$25M

FUNDING

DOT Railroad Crossings Elimination Grants, Future City Funds, ACOG Grants

Fully reconstruct the SE 4th Street connection into the Stadium District

GOAL

Improve connectivity across BNSF tracks to better connect districts and neighborhoods

RECOMMENDATION TYPE

Project, Partnership

TARGET TIMEFRAME

Medium-Term

POTENTIAL LEAD IMPLEMENTERS

City of OKC Public Works, BNSF, Robinson Park, Convention Center

POTENTIAL PARTNERS

City of OKC Planning, Adjacent Landowners, DOKC

COST ESTIMATES

\$25M

FUNDING

DOT Railroad Crossings Elimination Grants, Future City Funds, ACOG Grants, TIF

10 | ESTABLISH A CULTURAL SPINE

Creating a coherent corridor connecting all of Downtown’s many cultural assets will improve the experience for visitors, will enhance the legibility of Downtown for everyone, and will provide a much-need north-south multimodal corridor.

ACTION STEPS

- 1 Reimagine Robinson Ave. with a reconstructed right-of-way with a wide sidewalk and/or multimodal trail
- 2 Establish consistent wayfinding, signage, and branding along the corridor
- 3 Locate future cultural additions and hotels adjacent to the corridor

POTENTIAL OUTCOMES

- 🏠 Number of New Residential Units: 0
- 💰 Value of New Development: \$10.3M
- 💰 Public Dollars Invested: \$15M
- 💰 Annual Property Tax Revenue: \$90K
- 💰 Annual Sales Tax Revenue: \$0
- 🚶 Number of New Jobs: 0
- 👥 Number of New Visits: 80K

THE FIRST STEP(S)

Robinson Avenue between Sheridan and Reno (also known as Ron Norick Blvd.) is a critical intersection of the proposed Cultural Spine and Entertainment Loop. Knowing that the roadway will be closed during events at Continental Coliseum, the street should be redesigned to be a first major leg for the Spine and Loop.

Utilizing some of the \$30M funds dedicated in the 2025 GO Bond for public realm improvements around the new arena, Robinson should be redesigned as plaza street connecting the arena and Myriad Gardens, with provisions for a new streetcar alignment on the western side of the right-of-way. Considering the timing of the opening of the new arena for Fall 2028, construction on improvements on Robinson should occur during the NBA offseason no earlier than Summer 2029.



Portland State University contains a right-of-way reimagined as a plaza with streetcar and space for bikes and pedestrians.

Reimagine Robinson Ave. with a reconstructed right-of-way with a wide sidewalk and/or multimodal trail

GOAL
Connect Downtown cultural assets to improve navigability of Downtown for visitors and other users

RECOMMENDATION TYPE
Project, Program

TARGET TIMEFRAME
Short and Medium-Term

POTENTIAL LEAD IMPLEMENTERS
City of OKC Public Works, City of OKC Planning

POTENTIAL PARTNERS
DOKC, Adjacent Landowners, EMBARK

COST ESTIMATES
\$12M

FUNDING
Future City Funds, TIF, BID, ACOG Grants, Oklahoma Tourism Development Act Dollars

Establish consistent wayfinding, signage, and branding along the corridor

GOAL
Improve legibility and navigability of Downtown for visitors and other users

RECOMMENDATION TYPE
Project

TARGET TIMEFRAME
Short-Term

POTENTIAL LEAD IMPLEMENTERS
City of OKC Public Works, City of OKC Planning, DOKC

POTENTIAL PARTNERS
Adjacent Landowners, EMBARK

COST ESTIMATES
\$3M

FUNDING
Future City Funds, TIF, BID, ACOG Grants

Locate future cultural additions and hotels adjacent to the corridor

GOAL
Maximize the return on this investment by ensuring new investments contribute to the corridor and experience

RECOMMENDATION TYPE
Program, Partnership

TARGET TIMEFRAME
Short-Term but explore activation on corridor in immediate future

POTENTIAL LEAD IMPLEMENTERS
City of OKC Planning, DOKC

POTENTIAL PARTNERS
Future cultural amenities / additions

COST ESTIMATES
\$0

FUNDING
No funding needed

11 | CREATE AN ENTERTAINMENT LOOP

Generate synergy and strength between existing and new investments and entertainment destinations in Downtown, creating defined connections and a unique experience between destinations and through districts.

ACTION STEPS

- 1
- Implement cohesive wayfinding, signage, public art, and public realm design along the Loop
- 2
- Upgrade and enhance the Bricktown Canal public realm
- 3
- Extend Bricktown Canal open space experience into the Stadium District
- 4
- Connect the multipurpose stadium to Continental Coliseum through deliberate public realm and placemaking along Oklahoma City Boulevard
- 5
- Support the redevelopment of the current PayCom Arena site into a mixed-use entertainment hub

POTENTIAL OUTCOMES

- Number of New Residential Units: **1.5K**
- Value of New Development: **\$850M**
- Public Dollars Invested: **\$95M**
- Annual Property Tax Revenue: **\$7.6M**
- Annual Sales Tax Revenue: **\$1.4M**
- Number of New Jobs: **1K**
- Number of New Visits: **1.8M**

THE FIRST STEP(S)

As outlined earlier in this chapter, there are up to \$12.5M in GOBond funds available for streetscape improvements, including crosswalk enhancements, wayfinding, signage, lighting, and other safety enhancements. This money should be utilized to finance the design of the entire Entertainment Loop to 30% design, which will allow pieces to advance quickly within city-owned right-of-way, while other pieces can be phased as new development, such as at the current Paycom site or stadium district, come on line. The highest priority segments to design and fund include the underpasses along Sheridan, Reno, and OKC Boulevard, as well as Robinson (see Strategy 10). The design package should include detailed description of wayfinding, lighting, and signage, as well as guidance on how retail and development interacts with the Loop.



Gaylord Blvd. is currently a major barrier to mobility between Santa Fe Station and Bricktown and points to the west.

Implement cohesive wayfinding, signage, public art, and public realm design along the Loop

GOAL

Improve legibility and navigability between key entertainment destinations for visitors and other users

RECOMMENDATION TYPE

Project, Program

TARGET TIMEFRAME

Immediate

POTENTIAL LEAD IMPLEMENTERS

City of OKC Public Works, City of OKC Planning

POTENTIAL PARTNERS

OKC Thunder, Robinson Park, Bricktown Association, Adjacent Landowners, DOKC

COST ESTIMATES

\$5M

FUNDING

Existing City Funds, Future City Funds, TIF, BID, Private Dollars

Upgrade and enhance the Bricktown Canal public realm

GOAL

Enhance mobility within Bricktown and between Bricktown and the new arena

RECOMMENDATION TYPE

Project, Program

TARGET TIMEFRAME

Immediate

POTENTIAL LEAD IMPLEMENTERS

City of OKC Public Works, City of OKC Planning, City of OKC Parks

POTENTIAL PARTNERS

OKC Thunder, Bricktown Association, Adjacent Landowners, DOKC

COST ESTIMATES

\$10M

FUNDING

Existing City Funds, Future City Funds, TIF, BID, Private Dollars, Oklahoma Tourism Development Act Dollars

Extend Bricktown Canal open space experience into the Stadium District

GOAL

Ensure a high quality experience for future residents in the Stadium District by providing outdoor recreation spaces that connect to and are an extension of the Bricktown Canal

RECOMMENDATION TYPE

Project, Partnership

TARGET TIMEFRAME

Short-Term

POTENTIAL LEAD IMPLEMENTERS

City of OKC Planning, Robinson Park, Alliance

POTENTIAL PARTNERS

City of OKC Parks, City of OKC Public Works

COST ESTIMATES

\$80M

FUNDING

TIF, Private Dollars, ACOG Grants, Oklahoma State Land and Water Conservation Fund, Oklahoma Tourism Development Act Dollars

Connect the multipurpose stadium to the Continental Coliseum through deliberate public realm and placemaking along OKC Boulevard

GOAL

Ensure a continuous, high-quality public realm between the Stadium District and Continental Coliseum, using the OKC Blvd. underpass as a key threshold

RECOMMENDATION TYPE

Project, Partnership

TARGET TIMEFRAME

Immediate

POTENTIAL LEAD IMPLEMENTERS

Robinson Park, OKC Thunder

POTENTIAL PARTNERS

City of OKC Planning, City of OKC Public Works

COST ESTIMATES

Funded by BNSF Railroad Underpass Improvements

FUNDING

DOT Railroad Crossings Elimination Grants, Future City Funds, ACOG Grants, Oklahoma Tourism Development Act Dollars

Support the redevelopment of the current PayCom Arena site into a mixed-use entertainment hub

GOAL

Ensure the new Continental Coliseum has a premier adjacent mixed-use development that supports and reinforces the new investment in the arena

RECOMMENDATION TYPE

Program, Project

TARGET TIMEFRAME

Immediate

POTENTIAL LEAD IMPLEMENTERS

OKC Thunder, Alliance, City Council

POTENTIAL PARTNERS

City of OKC Planning, City of OKC Public Works, Private Developers

COST ESTIMATES

Unknown. To Be Negotiated.

FUNDING

OKC Brownfields Program, TIF, BID, Additional sources to be determine

12 | CREATE A NEW NEIGHBORHOOD WEST OF SCISSORTAIL PARK

Stitch the urban fabric together through the redevelopment of land adjacent to Scissortail Park, improving connections between the core of Downtown and the river. Financial incentives, strategic acquisition, and infrastructure upgrades should be leveraged to create a vibrant new neighborhood with a diversity of housing options that is feasible to build and sensitive to market conditions.

ACTION STEPS

- 1
- Identify reasonable landowners and lead a public-private partnership effort to purchase the land from existing landowner(s)
- 2
- Leverage planned infrastructure upgrades to deliver development by lowering cost of future development
- 3
- Deliver market-feasible residential product at scale

POTENTIAL OUTCOMES

-  Number of New Residential Units: **1.4K**
-  Value of New Development: **\$600M**
-  Public Dollars Invested: **\$138M**
-  Annual Property Tax Revenue: **\$5.5M**
-  Annual Sales Tax Revenue: **\$475K**
-  Number of New Jobs: **100**
-  Number of New Visits: **90K**

Identify reasonable landowners and lead a public-private partnership effort to purchase the land from existing landowner(s)

GOAL Unlock previously undeveloped land by acquiring vacant properties and moving them into new development through public-private partnership	POTENTIAL LEAD IMPLEMENTERS Alliance, Existing Landowners
RECOMMENDATION TYPE Partnership	POTENTIAL PARTNERS N/A
TARGET TIMEFRAME Long-Term	COST ESTIMATES \$120M
	FUNDING TIF, Future City Funds

Leverage planned infrastructure upgrades to deliver development by lowering cost of future development

GOAL Lessen the cost of delivering new development by paying for strategic infrastructure improvements, helping to change the financials of future projects	POTENTIAL LEAD IMPLEMENTERS Alliance, City of OKC Public Works
RECOMMENDATION TYPE Project	POTENTIAL PARTNERS City of OKC Planning
TARGET TIMEFRAME Long-Term	COST ESTIMATES \$18M
	FUNDING TIF, Existing City Funds, Future City Funds

Deliver market-feasible residential product at scale

GOAL Ensure a dense, neighborhood-scale district that has a mixture of housing product types to provide a diversity of incomes and family types	POTENTIAL LEAD IMPLEMENTERS City of OKC Planning, Alliance
RECOMMENDATION TYPE Program, Policy	POTENTIAL PARTNERS Private Landowners
TARGET TIMEFRAME Long-Term	COST ESTIMATES Unknown. To Be Negotiated.
	FUNDING TIF (when needed)

13 | ENHANCE THE BRICKTOWN CANAL EXPERIENCE

Although Bricktown has long been the entertainment heart for Downtown, new planned sports investments and the 2028 Olympic Games will solidify it as a central destination for locals and visitors. Physical enhancements and strategies to improve the district’s activation will improve the experience for all users.

ACTION STEPS

- 1

Make necessary physical infrastructure improvements
- 2

Activate with cultural placemaking interventions
- 3

Prioritize adaptive reuse of existing structures

POTENTIAL OUTCOMES

- Number of New Residential Units: **200**
- Value of New Development: **\$50M**
- Public Dollars Invested: **\$40M**
- Annual Property Tax Revenue: **\$425K**
- Annual Sales Tax Revenue: **\$675K**
- Number of New Jobs: **550**
- Number of New Visits: **1.2M**

THE FIRST STEP(S)

With Bricktown slated to be the front porch for much of the 2028 Summer Olympics, activating vacant retail spaces along the Canal and key streets such as Sheridan should be the highest priority. This will help ensure adequate retail offerings for visitors and reduce the perceptions of inactivity along the canal. To do this, the City and Alliance should create a pilot project that leverages TIF funding to provide immediate tenant improvement and facade improvement dollars to landlords and existing/future tenants. This should be expedited to ensure its operational by 2027 and can be implemented before Summer 2028. A similar project was completed in the “Heart of the City” TIF District in Kansas City, which included 50/50 matching assistance grants and low-interest loans, while also paying for architectural design assistance.



The Troost39 Thrift Store in Kansas City benefited from a \$50,000 grant that made facade improvements possible.

Make necessary physical infrastructure improvements

GOAL

Enhance connectivity to and through Bricktown to ensure ease of access to and between key destinations and surrounding districts

RECOMMENDATION TYPE

Project

TARGET TIMEFRAME

Immediate

POTENTIAL LEAD IMPLEMENTERS

City of OKC Public Works, City of OKC Parks

POTENTIAL PARTNERS

Robinson Park, Private Landowners, City of OKC Planning, Bricktown Association, DOKC

COST ESTIMATES

\$25.5M

FUNDING

Existing City Funds, Recreational Trails Program, ACOG Grants, Oklahoma Tourism Development Act Dollars

Activate with cultural placemaking interventions

GOAL

Turn the empty stretches along the Bricktown Canal and throughout the district into vibrant destinations that enhance the experience of visiting and being in Bricktown

RECOMMENDATION TYPE

Program

TARGET TIMEFRAME

Immediate

POTENTIAL LEAD IMPLEMENTERS

City of OKC Special Events, DOKC, City of OKC Planning, City of OKC Parks

POTENTIAL PARTNERS

Bricktown Association, Private Landowners, Oklahoma Opry, UCO ACM, Banjo Museum

COST ESTIMATES

\$4M

FUNDING

Private Investment, Existing City Funds, Future City Funds, TIF, BID, Oklahoma Tourism Development Act Dollars

Prioritize adaptive reuse of existing structures

GOAL

Leverage existing buildings to bring new uses and people to the district, including new residential and office

RECOMMENDATION TYPE

Program, Policy

TARGET TIMEFRAME

Immediate

POTENTIAL LEAD IMPLEMENTERS

DOKC, Private Landowners, Alliance

POTENTIAL PARTNERS

Bricktown Association, City of OKC Planning, DOKC

COST ESTIMATES

\$10.5M

FUNDING

Private Investment, Existing City Funds, Future City Funds, TIF, BID

14 | SUPPORT DOWNTOWN RETAIL ON BROADWAY AND IN OTHER KEY LOCATIONS

Reinforce Broadway and other key corridors, including 10th Avenue, West Sheridan, and Park Avenue, as the primary shopping destinations within Downtown through new retail, improved activation, parking strategies and an expanded shopping experience.

ACTION STEPS

- 1

Create a small business grant or loan program for existing and future retailers
- 2

Create real estate grants of loans for landlords / developers
- 3

Better enable shared parking strategies
- 4

Reconfigure the Broadway Ave. / Gaylord Blvd. / McGee Ave. intersection

POTENTIAL OUTCOMES

- 

Number of New Residential Units: **0**
- 

Value of New Development: **\$60M**
- 

Public Dollars Invested: **\$20M**
- 

Annual Property Tax Revenue: **\$525K**
- 

Annual Sales Tax Revenue: **\$675K**
- 

Number of New Jobs: **125**
- 

Number of New Visits: **230K**

Create a small business grant or loan program for existing and future retailers

GOAL

Strengthen and grow Downtown retail to provide daily life needs and experiences for residents, workers, and visitors

RECOMMENDATION TYPE

Program

TARGET TIMEFRAME

Immediate

POTENTIAL LEAD IMPLEMENTERS

DOKC, Alliance, OKC Chamber

POTENTIAL PARTNERS

Private Development, Retailers

COST ESTIMATES

\$5M

FUNDING

TIF, BID, Future City Funds

Create real estate grants of loans for landlords / developers

GOAL

Strengthen and grow Downtown retail to provide daily life needs and experiences for residents, workers, and visitors

RECOMMENDATION TYPE

Program

TARGET TIMEFRAME

Immediate

POTENTIAL LEAD IMPLEMENTERS

DOKC, Alliance, OKC Chamber

POTENTIAL PARTNERS

Private Development, Retailers

COST ESTIMATES

\$10M

FUNDING

TIF, BID, Future City Funds

Better enable shared parking strategies

GOAL

Increase utilization of existing parking to unlock existing surface parking lots for development or activation, such as patios

RECOMMENDATION TYPE

Program

TARGET TIMEFRAME

Immediate

POTENTIAL LEAD IMPLEMENTERS

City of OKC Planning, OKC Chamber

POTENTIAL PARTNERS

DOKC, Alliance, Private Development, Retailers

COST ESTIMATES

\$0

FUNDING

No funding needed

Reconfigure the Broadway Ave. / Gaylord Blvd. / McGee Ave. intersection

GOAL

Improve connectivity between Automobile Alley and the core of Downtown, enhancing pedestrian safety and legibility

RECOMMENDATION TYPE

Project

TARGET TIMEFRAME

Medium-Term

POTENTIAL LEAD IMPLEMENTERS

City of OKC Public Works, City of OKC Planning

POTENTIAL PARTNERS

EMBARK, Adjacent Landowners

COST ESTIMATES

\$5M

FUNDING

Future City Funds

15 | EXPAND EDUCATION & EMPLOYMENT OPPORTUNITIES

Expand K-12 and higher education systems to create a continuous pipeline into Downtown’s employment ecosystem. Align industries to support anchor institutions, diversifying the economy in the process. More education and employment opportunities builds a stronger Downtown economy.

ACTION STEPS

- 1

Open a new Downtown high school campus for John Rex Charter School
- 2

Partner with Oklahoma-based higher education institutions to expand their presence in Downtown
- 3

Support a film-based economy and ecosystem in Downtown
- 4

Support the live music economy, including support for workforce development and expanded performance venues

POTENTIAL OUTCOMES

- 

Number of New Residential Units: **0**
- 

Value of New Development: **\$125M**
- 

Public Dollars Invested: **\$66M**
- 

Annual Property Tax Revenue: **\$1M**
- 

Annual Sales Tax Revenue: **\$125K**
- 

Number of New Jobs: **1.6K**
- 

Number of New Visits: **1.3M**

Open a new Downtown high school campus for John Rex Charter School

GOAL

Provide a missing link in the education system Downtown, increasing Downtown’s viability for families

RECOMMENDATION TYPE

Partnership

TARGET TIMEFRAME

Medium-Term

POTENTIAL LEAD IMPLEMENTERS

John Rex Charter School

POTENTIAL PARTNERS

City of OKC, Alliance, DOKC

COST ESTIMATES

\$6M (only includes land acquisition costs)

FUNDING

Future City Funds, TIF, Philanthropy, John Rex Funding

Partner with Oklahoma-based higher education institutions to expand their presence in Downtown

GOAL

Provide a missing link in the education system Downtown, creating a stronger pipeline into the job market for graduates

RECOMMENDATION TYPE

Partnership

TARGET TIMEFRAME

Medium-Term

POTENTIAL LEAD IMPLEMENTERS

Oklahoma Higher Education Institutions, OKC Chamber, Alliance

POTENTIAL PARTNERS

City of OKC, DOKC, Private Development

COST ESTIMATES

\$10M

FUNDING

TIF, Future City Funds

Support a film-based economy and ecosystem in Downtown

GOAL

Diversify the Downtown economy through expansion of a growing creative arts industry

RECOMMENDATION TYPE

Partnership, Program

TARGET TIMEFRAME

Short and Medium-Term

POTENTIAL LEAD IMPLEMENTERS

OKC Film and Creative Industries Office, OKC Chamber

POTENTIAL PARTNERS

Alliance, City of OKC, Oklahoma County, OKCU

COST ESTIMATES

\$30M

FUNDING

Future City Funds, Oklahoma County Funds, TIF, State Grants, OKC Film Incentive Dollars, OKC Brownfields Program

Support the live music economy, including support for workforce development and expanded performance venues

GOAL

Diversify the Downtown economy through expansion of a growing creative arts industry

RECOMMENDATION TYPE

Partnership, Program

TARGET TIMEFRAME

Short and Medium-Term

POTENTIAL LEAD IMPLEMENTERS

OKC Film and Creative Industries Office, OKC Chamber, Oklahoma Opry, ACM UCO, Bricktown Association

POTENTIAL PARTNERS

City of OKC, Alliance, DOKC

COST ESTIMATES

\$20M

FUNDING

Future City Funds, TIF, BID, Oklahoma Arts Council Grants

16 | PRIORITIZE TRANSIT ON KEY CORRIDORS

Consolidating existing and proposed rapid public transit investments onto selected streets will improve functionality for the transit system, will enhance mobility for other modes on other streets, and will improve the quality and navigability of the transit system for users.

ACTION STEPS

- 1

Improve streetcar system functionality
- 2

Create dedicated space for transit
- 3

Implement transit signal prioritization
- 4

Explore relocating the existing Downtown Transfer Center

POTENTIAL OUTCOMES

- 

Number of New Residential Units: **0**
- 

Value of New Development: **\$20M**
- 

Public Dollars Invested: **\$37M**
- 

Annual Property Tax Revenue: **\$185K**
- 

Annual Sales Tax Revenue: **\$0**
- 

Number of New Jobs: **0**
- 

Number of New Visits: **250K**

Improve streetcar system functionality

GOAL

Maximize investment by making adjustments that help the streetcar operate more legibly and functionally for users, while also considering future expansion options

RECOMMENDATION TYPE

Project, Program

TARGET TIMEFRAME

Short-Term but explore improvements on Robinson Ave. in immediate future

POTENTIAL LEAD IMPLEMENTERS

EMBARK, ONE Transit

POTENTIAL PARTNERS

OKC Thunder, Adjacent Landowners, City of OKC Planning, City of OKC Public Works, DOKC

COST ESTIMATES

\$8M (only includes new track on Robinson Ave.)

FUNDING

FTA Funding (Section 5309), BUILD Grants, Future City Funds

Create dedicated space for transit

GOAL

Ensure future BRT investments and existing bus and streetcar systems operate efficiently, separately from traffic whenever possible

RECOMMENDATION TYPE

Project, Policy

TARGET TIMEFRAME

Immediate and Short-Term

POTENTIAL LEAD IMPLEMENTERS

EMBARK, ONE Transit

POTENTIAL PARTNERS

City of OKC Public Works, MAPS Office

COST ESTIMATES

\$28M

FUNDING

FTA Funding (Section 5339, Section 5307, CMAQ Program), Future City Funds

Implement transit signal prioritization

GOAL

Ensure future BRT investments and existing bus operate efficiently, separately from traffic whenever possible

RECOMMENDATION TYPE

Project

TARGET TIMEFRAME

Immediate and Short-Term

POTENTIAL LEAD IMPLEMENTERS

EMBARK, ONE Transit

POTENTIAL PARTNERS

City of OKC Public Works, DOKC

COST ESTIMATES

\$1M

FUNDING

FTA Funding (Section 5339, Section 5307, CMAQ Program), Future City Funds

Explore relocating the existing Downtown Transfer Center

GOAL

Ensure a highly operational transit system that maximizes EMBARK operations and rider experience

RECOMMENDATION TYPE

Partnership, Project

TARGET TIMEFRAME

TBD

POTENTIAL LEAD IMPLEMENTERS

EMBARK, ONE Transit

POTENTIAL PARTNERS

City of OKC Planning

COST ESTIMATES

Unknown

FUNDING

TBD (through further study)

17 | ESTABLISH SANTA FE STATION AS A TOD

Strengthen the role of the Santa Fe Transit Station by supporting development that increases activity and access around the station in Oklahoma City.

ACTION STEPS

- 1 Integrate Santa Fe Station and Bricktown through a transformed station and surrounding streets
- 2 Transform the Santa Fe Station land into mixed-use development
- 3 Encourage and prioritize infill within 1/2 mile of the station
- 4 Locate major hospitality near the station, arena, and convention center
- 5 Ensure maximum connectivity across transit modes, including streetcar, light rail, commuter rail, and bus rapid transit
- 6 Integrate Santa Fe Station with the new arena

POTENTIAL OUTCOMES

-  Number of New Residential Units: **1.1K**
-  Value of New Development: **\$800M**
-  Public Dollars Invested: **\$275M**
-  Annual Property Tax Revenue: **\$7.2M**
-  Annual Sales Tax Revenue: **\$2M**
-  Number of New Jobs: **1.5K**
-  Number of New Visits: **1.1M**

THE FIRST STEP(S)

The redevelopment of the Paycom Center into a mixed-use entertainment destination adjacent to the Continental Coliseum represents an incredible opportunity to connect disparate assets and neighborhoods and redevelop city-owned land in a creative new way.

To get there, it will be critical for the OKC Thunder, who have the first right of refusal to purchase the Paycom Arena land, and the City of OKC to identify key priorities that each have for the site in order to develop a development vision that aligns both groups' priorities. This could include the design of the public realm, including the Entertainment Loop through the site, as well as the location of activating ground-level retail, the need for housing, transit, open space, and parking. These priorities will be outlined in an executed development agreement.



The current Paycom Center site will become the most critical and exciting development site in the core of Downtown.

Integrate Santa Fe Station and Bricktown through a transformed station and surrounding streets	
GOAL Improve pedestrian mobility between Bricktown and Downtown, with the station serving as connective tissue between districts	POTENTIAL LEAD IMPLEMENTERS EMBARC, ONE Transit, City of OKC Planning, City of OKC Public Works, BNSF
RECOMMENDATION TYPE Project, Partnership	POTENTIAL PARTNERS DOKC, Bricktown Association
TARGET TIMEFRAME Long-Term	COST ESTIMATES \$25M
	FUNDING BUILD Grants, Future City Funds, TIFIA Loan, FTA Funding (Section 5309)

Transform Santa Fe Station land into mixed-use development	
GOAL Take advantage of underutilized parking lots and excess public land around the station, using these city-owned properties to set the tone for mixed-use development around the station	POTENTIAL LEAD IMPLEMENTERS EMBARC, Alliance, City of OKC Planning, ONE Transit
RECOMMENDATION TYPE Program, Partnership	POTENTIAL PARTNERS City of OKC Public Works
TARGET TIMEFRAME Long-Term	COST ESTIMATES \$50M
	FUNDING TIF, BID, Future City Funds

Encourage and prioritize infill within 1/2 mile of the station	
GOAL Leverage new investment in transit to serve as an economic development catalyst for new development	POTENTIAL LEAD IMPLEMENTERS City of OKC Planning, Alliance, ONE Transit
RECOMMENDATION TYPE Program	POTENTIAL PARTNERS DOKC
TARGET TIMEFRAME Short, Medium, and Long-Term	COST ESTIMATES \$50M
	FUNDING TIF, BID, Future City Funds, OKC Brownfields Program

Locate major hospitality near the station, arena, and convention center	
GOAL The Santa Fe Station area is strategically located near cultural anchors and the convention center, and available land around it is the ideal location for new hospitality growth due to its location near transit, the cultural spine, and the entertainment loop	POTENTIAL LEAD IMPLEMENTERS Alliance, VisitOKC, ONE Transit
RECOMMENDATION TYPE Partnership	POTENTIAL PARTNERS City of OKC Planning, OKC Thunder, City of OKC Special Events, Convention Center
TARGET TIMEFRAME Short, Medium, and Long-Term	COST ESTIMATES \$50M
	FUNDING TIF, Future City Funds, OKC Brownfields Program

Ensure maximum connectivity across transit modes, including streetcar, light rail, commuter rail, and bus rapid transit	
GOAL Seamless movement between transit modes will ensure an efficient and easy-to-use system that will help to shift modes of users into Downtown	POTENTIAL LEAD IMPLEMENTERS EMBARC, City of OKC Public Works, ONE Transit
RECOMMENDATION TYPE Program, Project	POTENTIAL PARTNERS City of OKC Planning
TARGET TIMEFRAME Long-Term	COST ESTIMATES \$30M
	FUNDING BUILD Grants, Future City Funds, FTA Funding (Section 5307, Section 5309, Section 5339)

Integrate Santa Fe Station with the new arena	
GOAL Improvements to streets, crosswalks, and the design of the public realm and new development is critical to get right to maximize return on investment in the new arena and transit while also turning Santa Fe Station into the front porch for Downtown	POTENTIAL LEAD IMPLEMENTERS City of OKC Public Works, City of OKC Planning, OKC Thunder, ONE Transit
RECOMMENDATION TYPE Project	POTENTIAL PARTNERS N/A
TARGET TIMEFRAME Short, Medium, and Long-Term	COST ESTIMATES \$70M
	FUNDING BUILD Grants, Future City Funding, TIFIA Loan, FTA Funding (Section 5309)

18 | IMPROVE PUBLIC PARKING FUNCTIONALITY

Today, Downtown has more than enough parking. The current parking system needs to work better, people need to understand how to use the system, and existing parking should help deliver new development.

ACTION STEPS

- 1
- Establish a Downtown Parking Management program
- 2
- Leverage public parking as an economic incentive tool
- 3
- Do not build any new parking garages until utilization in current garages increases
- 4
- Establish public parking garage design guidelines
- 5
- Leverage the existing skybridge and tunnel system to improve connectivity between parking assets and key destinations

POTENTIAL OUTCOMES

- Number of New Residential Units: **400**
- Value of New Development: **\$170M**
- Public Dollars Invested: **\$10M**
- Annual Property Tax Revenue: **\$1.5M**
- Annual Sales Tax Revenue: **\$600K**
- Number of New Jobs: **575**
- Number of New Visits: **550K**

Establish a Downtown Parking Management program

GOAL

Improve the utilization of existing parking garages to maximize return on the investment already made in them

RECOMMENDATION TYPE

Policy

TARGET TIMEFRAME

Immediate

POTENTIAL LEAD IMPLEMENTERS

EMBARK

POTENTIAL PARTNERS

DOKC, Private Development

COST ESTIMATES

TBD

FUNDING

TIF, BID, Existing City Funds, Future City Funds

Leverage public parking as an economic incentive tool

GOAL

Improve utilization of existing garages while also helping to offload a critical development cost (parking) from development interest, making projects more financially viable

RECOMMENDATION TYPE

Program, Partnership

TARGET TIMEFRAME

Short, Medium, and Long-Term

POTENTIAL LEAD IMPLEMENTERS

EMBARK, Alliance

POTENTIAL PARTNERS

DOKC, Private Development

COST ESTIMATES

\$0

FUNDING

No funding needed

Do not build any new parking garages until utilization in current garages increases

GOAL

Maximize utilization in existing parking garage investments before investing in new, expensive garage construction

RECOMMENDATION TYPE

Policy

TARGET TIMEFRAME

Immediate

POTENTIAL LEAD IMPLEMENTERS

EMBARK, City of OKC Planning, City Council

POTENTIAL PARTNERS

N/A

COST ESTIMATES

\$0

FUNDING

No funding needed

Strengthen public parking garage design guidelines	
GOAL Ensure that newly constructed garages (both public and private) are designed to promote a walkable, well-designed experience	POTENTIAL LEAD IMPLEMENTERS City of OKC Planning, EMBARK
RECOMMENDATION TYPE Policy	POTENTIAL PARTNERS N/A
TARGET TIMEFRAME Medium-Term	COST ESTIMATES \$0
	FUNDING No funding needed

Leverage the existing skybridge and tunnel system to improve connectivity between parking assets and key destinations	
GOAL Connect underutilized garages to new construction and renovated development to improve parking utilization	POTENTIAL LEAD IMPLEMENTERS DOKC, City of OKC Planning, Private Landowners
RECOMMENDATION TYPE Program, Project	POTENTIAL PARTNERS EMBARK
TARGET TIMEFRAME Short, Medium, and Long-Term	COST ESTIMATES \$10M
	FUNDING TIF, BID, Future City Funds

PLAN SOURCES

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Note: All GIS data used to conduct district analysis and mapping courtesy of City of Oklahoma City



SASAKI