

CITYSCAPE

December 2013 | Issue 1 | A quarterly update on the progress moving OKC forward

PUBLIC INVESTMENT SPURS PRIVATE DEVELOPMENT

For more than two decades the City of Oklahoma City has been dedicated to investing all across the city through various infrastructure and quality of life improvements. The map featured on pages 4-5 of this issue of *CityScape* highlights the location of that investment (excluding road, sidewalk and utility projects). Not only has the City's investment helped to create quality of life opportunities for its citizens and improved other aspects for citizens, but it has also created a positive environment for private investment and development.

Twenty years ago, when the original Metropolitan Area Projects (MAPS) were being presented to the

voters, city leaders promised that the money spent on nine quality of life projects would be matched by investments from the private sector. Today, the amount of private investment made as a result of those original nine projects has surpassed \$5 billion. And when you look around, it is easy to spot in the Devon Tower and development projects such as Continental Resources, SandRidge Energy and others. Head just south of downtown and the impact is magnified with the river's status as a U.S. Olympic training site, attracting elite coaches and athletes from around the world. The \$10 million OKC National High Performance Center at the Devon Boathouse packs a "wow" factor with world-

class facilities and "world's first" features such as an indoor rowing tank and a hypoxic room (high altitudes), as well as the construction of new boathouses, the SandRidge Energy Sky Trail and even more to come.

But the private investment does not stop at the borders of downtown or exist only on the banks of the Oklahoma River. From districts such as the Plaza District and Midtown to western Oklahoma City near The Outlet Shoppes at Oklahoma City, all across the city areas are seeing investment and rejuvenation as investors put their money and their mark on buildings and lots.

Because of MAPS, OKC's central core has seen 200+ announced, in progress or completed projects and more than \$5 billion in private investment.

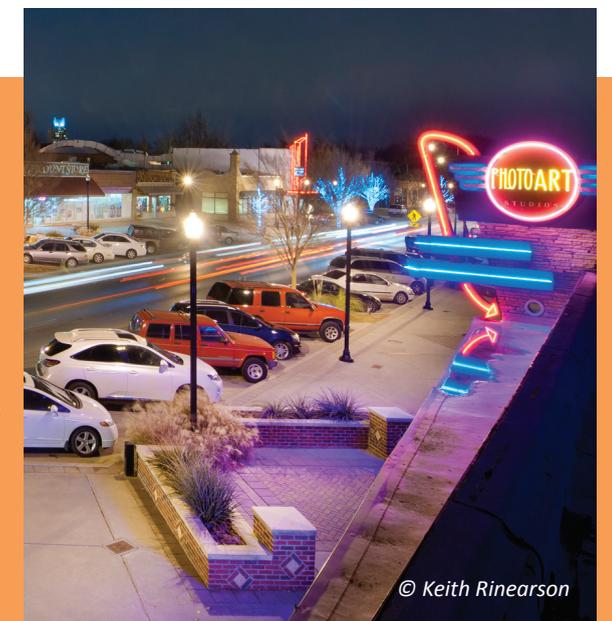
*data from Greater Oklahoma City Chamber study on impact analysis of MAPS

THROUGH THEIR EYES . . . A REFLECTION ON HOW CITY INVESTMENT IS TRANSFORMING AREAS OF OKC

“Lyric moved into our administration building in the Plaza District 1999. The street and the sidewalks in front of Lyric's purchased properties were in bad shape. The City's plan to run a General Obligation Bond to improve the streetscape certainly figured in to the board of director's decision to purchase the property on 16th Street. The transformation over the past 10 years has been phenomenal. From only a few businesses occupying rundown buildings, the district has become almost

100 percent occupied with thriving businesses in remodeled buildings. When Lyric first moved in the sidewalks were empty and they were certainly empty in the evenings. Now, the daytime business is brisk everyday and there are always people walking around in the evenings visiting the restaurants and shops.”

-Paula Stover, Executive Director, Lyric Theatre



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Managing partner,
Norick Investment
Company, LLC;
mayor, City of
Oklahoma City,
1987-1998

Q&A WITH RON NORICK

Of the original nine MAPS projects, which one has been the most transformative?

Each and every project has had a positive impact on our city, but certainly the most transformative was the Oklahoma River. It has gone from being an empty drainage ditch and eyesore to a glittering river that is filled with activity, surrounded by development and is responsible for attracting quality talent – both in the form of athletes and other individuals and families who are seeking quality of life amenities for themselves.



MAPS transformed a drainage ditch into a glistening river in a growing district.

How is the energy in Oklahoma City different today than when MAPS passed in 1993?

I think one of the main reasons we passed MAPS was because the people of Oklahoma City were desperate. Our city was struggling. Our downtown area was dying. Businesses were leaving. We had to do something.

Today nearly everything about Oklahoma City is different except for the city's footprint and the dedication of our

community. People are moving here every day. Businesses are choosing to relocate here. Downtown is full of excitement and activity. MAPS changed the attitude of this city.

Why do you think there are not more cities experiencing development like Oklahoma City?

Oklahoma City is different, we always have been and we always will be. We take pride in that. But if there's one thing that marks Oklahoma City as truly different, it is that we're unified. We've been unified in city efforts such as MAPS to change our future. We were unified every day forward after the bombing. The recent storms showcased our community's unity once again. We are a city and a community that truly believes we can accomplish more together than apart. For the past 20 years our business leadership, our political leadership and our civic leadership have been singing the same tune. It's not because we agree on everything. It's because the people of Oklahoma City know that it's more important that we're working together to move the city forward than to be able to

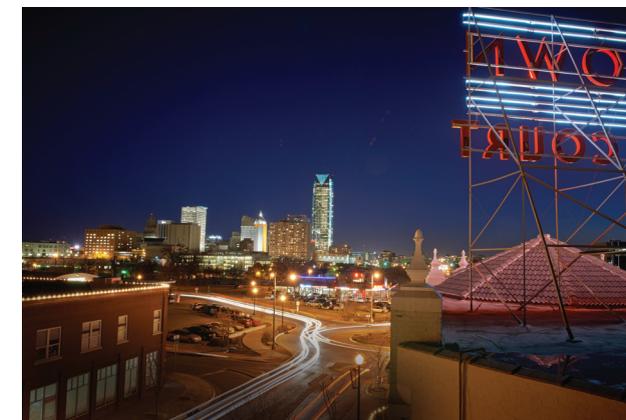
say, "I was right." And so far, while other cities have tried to emulate what we've done and have certainly seen some success, without the unity that we have experienced here, they will never achieve what we have achieved.

What is one thing that could stop Oklahoma City's progress?

A change in direction from the city's leadership. It took 11 years from when we started collecting the sales tax dollars on the original MAPS until we opened the final project. I started the ball rolling, Mayor Humphreys continued it along and saw the opening of the majority of the projects. He also helped us to "finish MAPS right." And Mayor Cornett had taken office when the final piece – the library – was completed. We had a succession of leadership dedicated to finishing what the citizens had said "yes" to. Without their dedication and follow through, Oklahoma City might be in a very different place today.



In August 2004, former Mayor Ron Norick was on-hand for the grand opening of the new downtown library.



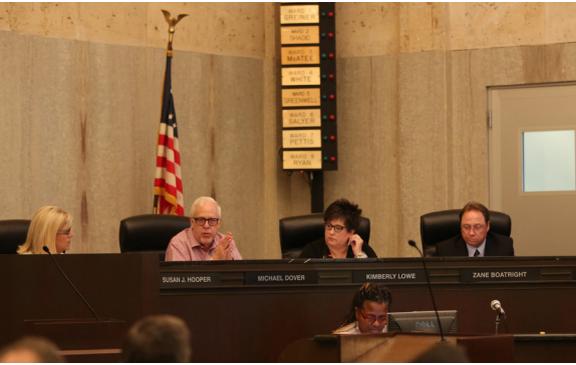
MAPS and its subsequent investment and development have brought a new energy to OKC.

What is your biggest worry about the future of Oklahoma City?

A growing voter apathy. As I said, in 1993, Oklahoma City seemed like it was teetering on the brink of extinction. Our city was dying and we had to do something, so we did and it changed everything. But things are different today. Our city is thriving. Our citizens are excited to live here. But oftentimes, that comes with a sense of contentment and contentment leads to apathy, and that is one thing the citizens of Oklahoma City cannot let happen. As we push forward, it is important that our

citizens stay engaged through conversation, involvement, and most importantly by using their voice in elections.

CITIZEN INVOLVEMENT IS THE HEART OF CITY PROCESSES



Citizen involvement on city committees helps the city make informed decisions and also raises the level of accountability to the public.

With a citizen mayor, citizen representatives for each ward and 100 boards, trusts and committees, the involvement of citizens in the City of Oklahoma City is essential to the City's processes and planning.

"We have one of the most engaged and involved citizen bodies of any major city," said Jim Couch, city manager. "From having council members that represent the different wards to involving hundreds of individuals on boards, trusts and committees, Oklahoma City

has very inclusive processes when it comes to planning and the execution of major projects, and we could not be as successful as we are without this level of involvement."

More than 700 citizens sit on 100 boards, trusts and committees, providing input, guidance and a level of accountability to City processes and planning. These committees exist to review various processes and projects (depending on the committees' purpose) and to submit recommendations to the City Council.

Included in these boards, trusts and committees are: Citizens Committee for Community Development; MAPS 3 Citizens Advisory Board; Metropolitan Area Public Schools Trust; and many others.

Many boards, such as the MAPS 3 Citizen Advisory Board, also have subcommittees to further engage citizens and to provide the opportunity for focused and in-depth discussion on specific projects.

"Our most recently formed citizen board was the MAPS 3 Citizen Advisory Board,"

said Mayor Mick Cornett. "From the time we announced a call for applicants, we saw incredible interest from the citizens. We are lucky to have a community that is so focused on being involved and having a voice in our processes. Their dedication and efforts show through in the success of our City and the end result of our projects."

AN INSIDER'S LOOK AT CITIZEN COMMITTEES

What made you want to be involved on the MAPS 3 Citizen Advisory Board?

MAPS reinvented our city—MAPS 3 likewise will be transformational. When my daughter is grown, I want her to look back with the same wonder and optimism that I do now. Being part of building something like that is really special to me.

How has your involvement on the board changed your perception of the City's processes?

There is much more going on than I could have ever imagined. There are more than 700 citizens volunteering their time to provide input to every corner of city government. It's encouraging to see how empowered citizens are in working out the business of the city.

Describe how you feel about being the voice of Ward 6.

I'm often reminded how much city projects impact our lives, and how important it is to get it right. It's exciting to see everything coming together, and awe-inspiring to think about what our city might look like in another 15 years if our trajectory continues.

How do you ensure that you are best representing your ward?

Being involved in the community, attending downtown and neighborhood events, and talking to people is the best way to have a sense of what's important.

Nathaniel Harding, MAPS 3 Citizen Advisory Board member, talks about the importance of citizen involvement

Which MAPS 3 project do you believe has the most potential to transform Oklahoma City?

I believe the streetcar will be the most transformative project since the canal. We're jump-starting a paradigm shift in transportation in our city and region. You'll see the streetcar integrate into a master plan for equitable and progressive multi-modal transportation. Delivering massive infrastructure debt-free is essential to our long-term growth and will signal to the nation that we are a pacesetter for this generation.



Nathaniel Harding, pictured with his family, serves on the MAPS 3 Citizen Advisory Board.

1993-2013: TWO DECADES OF INVESTMENT IN OKC

Oklahoma City is doing a number of things right in the eyes of other cities, but the one topic that comes up again and again is the City's and its citizens' consistent decision to invest in itself. Since 1993, the City of Oklahoma City has invested more than \$2 billion in special projects, roads, public safety and more, with another nearly \$1 billion already planned to take shape over the next 10 years.

This level of self-investment was not always the natural course of action in Oklahoma City. Recently when speaking to a group during the American Chamber of Commerce Executives' (ACCE) annual convention in Oklahoma City, former Mayor Ron Norick recalled the early days of his time in office and how the City's lack of self-investment was putting the city on a dire path.

"We had not passed a bond issue in Oklahoma City since 1976 and by then it was about 1989. If you go 13 years in your city and don't pass a bond issue, you've got a problem," said Norick. "Your streets are decaying. Your parks are decaying. Everything is decaying."

It was under the leadership of Mayor Norick that the citizens of Oklahoma City began to take steps forward in improving the city both through the passage of the original Metropolitan Area Projects (MAPS)

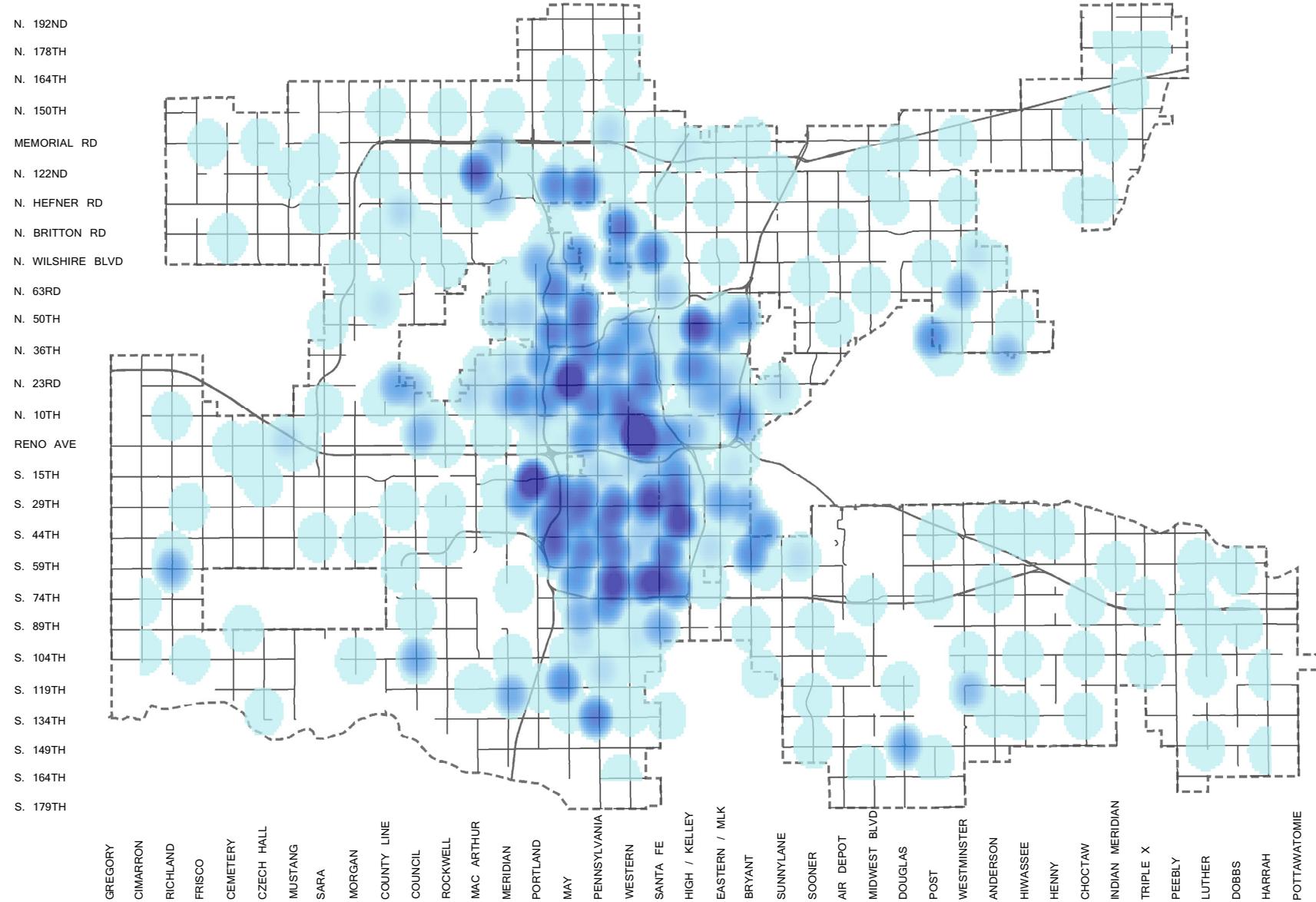
in 1993 and with the passing of a General Obligation (GO) bond in 1995.

Since then, the City has passed another two GO bonds, along with MAPS for Kids, MAPS 3, and the Big League City initiative to help secure the Oklahoma City Thunder.

"The citizens and leaders of Oklahoma City did not like the path our city was on," said Roy H. Williams, Chamber president and CEO. "Through the MAPS initiatives and city bonds, we were able to take some control over our future. I cannot imagine what this city would be like without the investment we have made."

The map to the right highlights the money the City of Oklahoma City has invested in more than 500 quality of life projects (excluding roads, sidewalks, drainage and other utilities) since 1993. This includes projects from MAPS and MAPS for Kids, as well as non-street projects in the 1995, 2000 and 2007 General Obligation (GO) Bonds and the investment in the Chesapeake Energy Arena. The total amount spent on these projects in the past 20 years surpasses \$537 million, with the investment per project averaging \$1,070,537. Not all money collected for the MAPS for Kids initiative money is reflected as a substantial portion was collected for 23 other public school districts that serve Oklahoma City resident students.

Quality of Life Investments in OKC



Number of non-street projects: **502**
 Amount Spent (non-street projects): **\$537,409,660**
 Average Project Cost (non-street projects): **\$1,070,537**
 Smallest Project Cost (non-street projects): **\$24,862**
 Largest Project Cost (non-street projects): **\$35,200,000**

Beginning with the passage of the original Metropolitan Area Projects (MAPS) in 1993, the City of Oklahoma City began a trend of investing in itself to make Oklahoma City a better place to live, work and play. This map highlights that investment (excluding roads, sidewalks, drainage and other utilities which will be included in a later map) to show the distribution of money spent across the City.



The \$700 million MAPS for Kids initiative has renovated or built new schools for Oklahoma City's public school students.



What was once a rundown street in a mostly abandoned warehouse district is now a glistening waterway in Oklahoma City's entertainment district thanks to MAPS.



Renovations to the Chesapeake Energy Arena, home to the NBA's Oklahoma City Thunder, were recently completed, including a new grand entrance.



The Patience S. Latting Northwest Library opened in May 2012 and was the first new Metropolitan Library System location in more than 30 years.

SIDEWALK AND TRAILS CONSTRUCTION UNDERWAY



The fall brought a flurry of progress for two MAPS 3 projects. In August, Oklahoma City celebrated the construction of another MAPS 3 project as new sidewalks began replacing worn grass paths along Western Avenue between Britton and Hefner Roads. That progress has now extended to south OKC. And in November, the City



broke ground on the West River Trail, the first in a series of MAPS 3 trails scheduled for construction. Nearly \$50 million of MAPS 3 sidewalks and trails will be constructed throughout the City as part of the initiative.

SIDEWALKS

“We are seeing tangible progress in our neighborhoods through the MAPS 3 Sidewalks project,” said Mayor Mick Cornett. “These sidewalks will improve many aspects of our city, not the least of which is our health.”

While the MAPS 3 investment in sidewalks is \$9 million, more than \$73 million in 2007 GO

Bond Issue and MAPS 3 funds are being used to build new sidewalks and trails citywide.

“Where we are going with the MAPS 3 sidewalks I think should be one of the most exciting elements of the initiative,” said Cornett. “The idea to connect public buildings and to connect retail and schools with the neighborhoods adjacent to them is not just a once in a lifetime opportunity, but an opportunity that is long overdue.”

Locations in the first two phases of sidewalk construction include:

- Western Avenue between Hefner and Britton Roads
- Classen between NW 34th and NW 49th
- May between Hefner and Quail Creek Road
- Meridian between NW 50th and NW 63rd
- Western between SW 98th and SW 104th
- Pennsylvania between SW 96th and SW 104th
- May between SW 29th and SW 59th
- and others.

TRAILS

MAPS 3 trails will be built in several phases over the next four years with \$39.5 million in MAPS 3 funds. The West River Trail is a scenic seven-mile trail which begins at the southeast corner of Lake Overholser and will connect to the Oklahoma River Trail.

“Once all of the MAPS 3 trails are built, cyclists, walkers, skateboarders and rollerbladers will be able to travel through Oklahoma City’s neighborhoods between Lakes Hefner, Overholser and Draper and the Oklahoma River and back again safely along trails,” Cornett added. “Promoting healthy lifestyles is a priority for the City Council.”

The West River Trail trailhead begins at Northwest 10th Street and Eagle Lane, where the East Lake Overholser Trails ends. The trail will follow the North Canadian River south under Reno Avenue and Interstate 40. It will wrap around the north side of Crystal Lake, then parallel the Oklahoma River and connect to the existing Oklahoma River Trails on the south side of Meridian Avenue near Southwest 15th Street. Find out more about these and other projects at www.okc.gov/maps3.

MAPS 3 RIVER LIGHTING TRANSFORMS ANNUAL REGATTA

Earlier this summer the SandRidge Energy Stars and Stripes River Festival was marked by an extra special occasion – the MAPS 3 River Lighting Ceremony. The lights, the first completed MAPS 3 project, were on full display again at the 2013 Oklahoma Regatta Festival.

“The goal of MAPS 3 is to improve the quality of life in Oklahoma City, so I’d say we are off to a great start with this project,” said Mayor Cornett. “The stadium lights won’t just attract elite Olympic athletes. Families and community groups will have plenty of opportunities to get in the water under the lights. It will be a new way to experience the Oklahoma River.”

The river lighting is just one of the improvements planned at the river. Other projects include a windscreen for the



The River Lighting Ceremony marked the completion of the first MAPS 3 project.

first 500 meters of the racecourse, a starting system, a judging platform, LED lighting, irrigation, buoy and cable improvements, a starting tower and more. Projects also include a whitewater rafting facility and parking.

A LOOK AT ROADS AND MAINTENANCE



STAY UP-TO-DATE ON MAPS 3

Stay up-to-date on the exciting developments of the MAPS 3 projects by subscribing to the MAPS 3 e-newsletter.

Updates in the most recent edition include:

- Fairgrounds Expo Center Preliminary Report Released
- First MAPS 3 trail under construction
- Status of Projects
- And more

Visit www.okc.gov/maps3 to sign up to receive the e-newsletter and stay informed.



PROJECT 180: TRANSFORMING DOWNTOWN OKC



From bike lanes and bicycle designations in streets to improved sidewalks and crosswalks, downtown is becoming more pedestrian- and bicycle-friendly.



The new Bicentennial Park on the east side of the Civic Center Music Hall was recently completed as part of Project 180.



An overhead look of how Project 180 transformed the intersection of Sheridan and Walker Avenues.