PROJECT 180 – THE RENAISSANCE
OF DOWNTOWN OKLAHOMA CITY

EDUCATION SESSION HANDOUT
ASLA 2013 ANNUAL MEETING & EXPO | BOSTON
MON-B08 10:00 - 11:30 AM
PROJECT 180 — THE RENAISSANCE OF DOWNTOWN OKLAHOMA CITY

Planning and landscape architecture have provided a unique catalyst for economic development in an aging downtown that had little unified focus during its 120-year history. Cathy O’Connor, Russell Claus, and Jereck Boss will present the transformation of downtown Oklahoma City. Speakers will discuss the collaborative approach to the planning, design, and implementation of Project 180’s $90M in improvements along seven miles of downtown streets and the importance of these to future economic development and growth of the City’s Central Business District.

LEARNING OBJECTIVES:

• Planning for a healthy future: the importance of visionary comprehensive planning.

• Understanding the intricacies of TIF (Tax Increment Financing) districts and their potential impacts on the redevelopment and revitalization of urban neighborhoods.

• Project 180 Streetscape: planning, redesigning, phasing, and implementation throughout the Central Business District.

• Projects in the works: parks, plazas, infrastructure, and corporate developments.

• Economic development: the planning and implementation strategies of urban renewal.
SPEAKER BIOS:

CATHY O’CONNOR  President and CEO, Alliance for Economic Development
Cathy O’Connor is the President and CEO of the Alliance for Economic Development of Oklahoma City, a non-profit corporation designed to coordinate public participation in economic development projects. Prior to becoming President of the Alliance, Ms. O’Connor enjoyed a career of nearly 30 years with the City of Oklahoma City serving most recently as Assistant City Manager. Cathy was named the Journal Record’s Oklahoma Woman of the Year in 2009 and received the Stanley Draper Award for Community Excellence from Downtown Oklahoma City, Inc. and a Byliner Award for Economic Development from the Association of Women in Communications.

RUSSELL CLAUS, MCP, AICP  Planning Director, City of Oklahoma City
A native of Brisbane, Australia, Russell has lived in Oklahoma City since 1996. He has been Oklahoma City’s Planning Director since 2008. Russell holds a Bachelor of Science in Environmental Studies from Griffith University (Brisbane, Australia), and a Masters in City Planning (MIT 1994). As Director, Russell oversees community development, including housing and homeless initiatives; urban redevelopment efforts, including downtown planning and development, Business Improvement Districts, commercial district revitalization, and brownfields; and general city planning, including the comprehensive plan, urban design and code development. Russell is a board member of the International Downtown Association of the Oklahoma City Urban Land Institute District Council, and the Foundation for OKC public schools.

JERECK R. BOSS, ASLA  Principal, The Office of James Burnett
Jereck is a licensed Landscape Architect with twenty years of professional experience. Throughout his career he has collaborated on a wide variety of project types including corporate, healthcare and higher education campuses, mixed-use development and urban design projects. He recently completed renovations of the gardens at the ConocoPhillips sixty-three acre campus in west Houston, Asia Society Texas Center and the $90M redevelopment of complete streets for Oklahoma City’s Central Business District encompassing 180 acres. He is currently overseeing the design of 609 Main Place in Houston, Texas, City Line, a mixed-use development in Dallas, Texas, and a new headquarters for a private client.
As principal in the Houston office his responsibilities include marketing, project design, development and management. Jereck received his Bachelor of Landscape Architecture from Utah State University and is currently a Board Member of the Rice Design Alliance.
PRESENTATION OUTLINE:

I. INTRODUCTION
   A. Jereck Boss, ASLA
   B. Russel Claus, Director of Planning OKC
   C. Cathy O’Connor, President and CEO, The Alliance for Economic Development

II. PLANNING FOR A HEALTHY FUTURE
   A. Setting the vision for a twenty-first century city
      1. Downtown planning
      2. Promoting downtown’s image
      3. Impacts of MAPS (Metropolitan Area Projects)
      4. Putting the Pieces in Place
   B. Core-to-Shore Plan
      1. Downtown Streetscape Master Plan
      2. Bicycle Master Plan
      3. Downtown Walkability Analysis and Recommendations
      4. Downtown Strategic Initiatives
   C. Changing the dynamics for Project 180
      1. Short time frame / hard deadlines
      2. New Players and Partnerships
      3. New Tools

III. PROJECT 180 - ANALYSIS, PLANNING, DESIGN AND IMPLEMENTATION
   A. Setting a Vision, Project Goals
      1. Process, Streetscape Steering Committee
   B. Site Analysis
   C. Design Methodology
   D. Planning Overlays
      1. Traffic Diagram
      2. Parking Diagram
      3. Parking Diagram
4. Walkability and Open Space

E. Comprehensive Design, Complete Streets
   1. Street Typology
   2. Kit of Parts, Amenities, materials, systems and enhancements
   3. City Standards

F. Project Implementation
   1. Building a Construction Management Team
   2. Public Awareness
   3. Complete Streets

IV. Urban Development (Current Development)
A. The Myriad Botanical Gardens
B. Bicentennial Park
C. Devon Energy Center
D. Sandridge Energy
E. Downtown School
F. Sky Dance Bridge

V. Economic Development in Oklahoma City
A. Tax Increment Financing (TIF) districts
B. Urban renewal programs and strategies
C. Public-private redevelopment projects
D. Project 180, catalyst for future growth

VI. LESSONS LEARNED
A. Implementation - Design modifications/cost engineering
B. Coordination - Project coordination, phasing, coordination with property owners
C. Maintenance - Plan, standards and responsibilities
D. Leveraging - Maximizing returns on Project 180

VII. Q&A SESSION (REMAINDER OF TIME)
   a. Q&A (moderated)
SESSION SUMMARY:

In 2008, Prevention Magazine named Oklahoma City the “least walkable city in America.” Prior to this ranking Oklahoma City leaders had been busy preparing a series of master plans aimed at setting a vision for a twenty-first century city. Parallel to this planning effort a local energy company was planning to expand their operations by building a new world headquarters in the heart of the central business district. While most other poorly-ranked cities were not in a position to make changes to their cities, Oklahoma City was in a perfect position to revitalize their city. With the formation of a Tax Increment Financing (TIF) district combined with City Bond and Trust monies the foundation was laid to transform the Oklahoma City.

Project 180 presents Oklahoma City with the opportunity to revitalize and completely renew the urban core of the City. The streetscape and street improvements encompass over 180 acres of the Central Business District. Nearly 8 miles of streets will be updated with new intersections, pavement, site amenities, continuous street trees and abundant on-street parking. The project includes the alignments of 17 streets.

The planning and design phase began with the formation of the Project 180 Streetscape Steering Committee. The Committee included key representatives from the City Manager’s Office, Public Works Department, Planning, Parks & Recreation, Transit Services, Central Oklahoma Transportation and Parking Authority, Office of Sustainability, as well as community members, community groups, members of the press and the project design team. Project vision and goals were established to include:

2. A Streetscape that is unique to “Oklahoma City” local context.
3. “Create a New Urban Fabric” that allows for future flexibility, growth.
4. “Create an Accessible Environment.” Automobile, Bicycle, Pedestrian, Users of all abilities.
The outcome of this effort includes the completion of five construction packages with phase six now under construction and future phases planned for 2014 and 2015. The completed or complete streets constitute nothing less than the rebuilding of all streets in the City’s 180-acre downtown core, from building-face to building-face, around the criteria of walkability and accessibility accommodating pedestrians, bicyclists, drivers, and users of all abilities. In addition to the street improvement, additional projects have been funded under Project 180 including The Myriad Botanical Gardens, improvements to the Crystal Bridge, Bicentennial Park and the City Hall Grand Lawn.

REFERENCE | SOURCE MATERIALS

1. www.ojb.com/project/40-Project-180-Streetscape-1/
2. www.okc180.com