



The City of
OKLAHOMA CITY

PASS IT ON



*EPA Region 6
Partners Forum*

*April 14-16, 2009
Albuquerque, New Mexico*



Our Story



City of Oklahoma City

EPA Region 6 Partners Forum-Albuquerque, NM



Most Recently



- **Bricktown and MAPS**
- **Enterprise Community**
- **Empowerment Zone**
- **Eastside Reinvestment Area**

City of Oklahoma City

Bricktown in 1936



City of Oklahoma City

EPA Region 6 Partners Forum-Albuquerque, NM



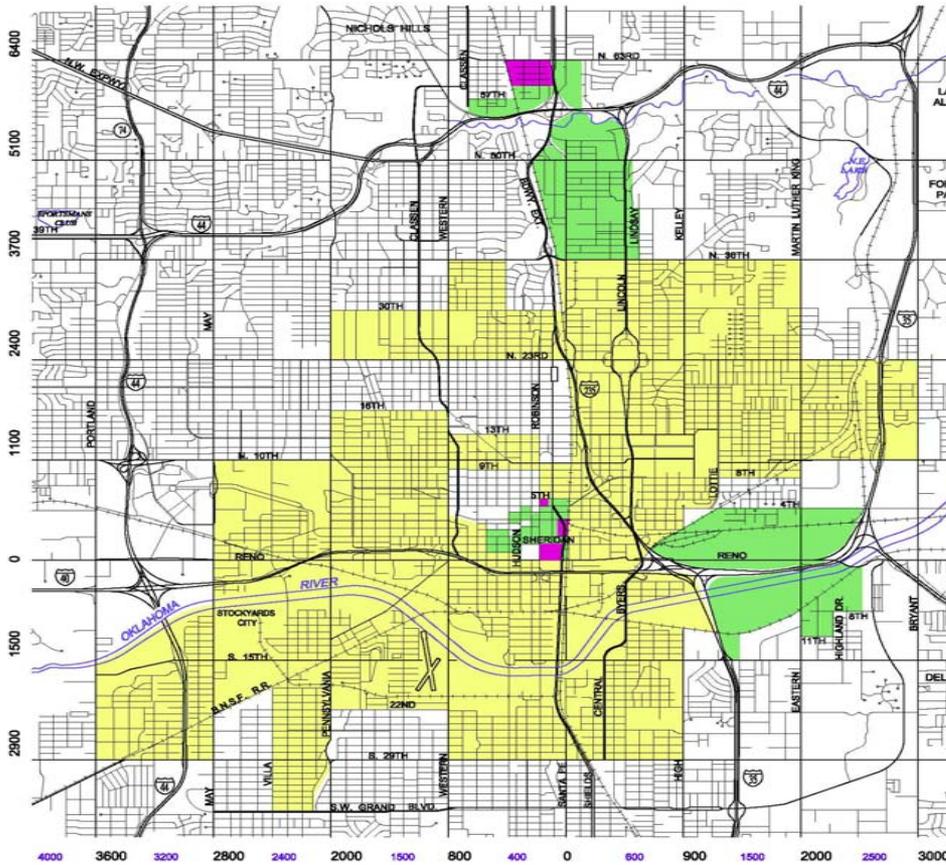
Bricktown Today



- 2000 Assessed values \$29 Million
- 2004 Assessed values \$40.2 Million
- 2009 Assessed values \$142.4 Million
- Aggregate increase of 391% since 2000

Enterprise Community Empowerment Zone

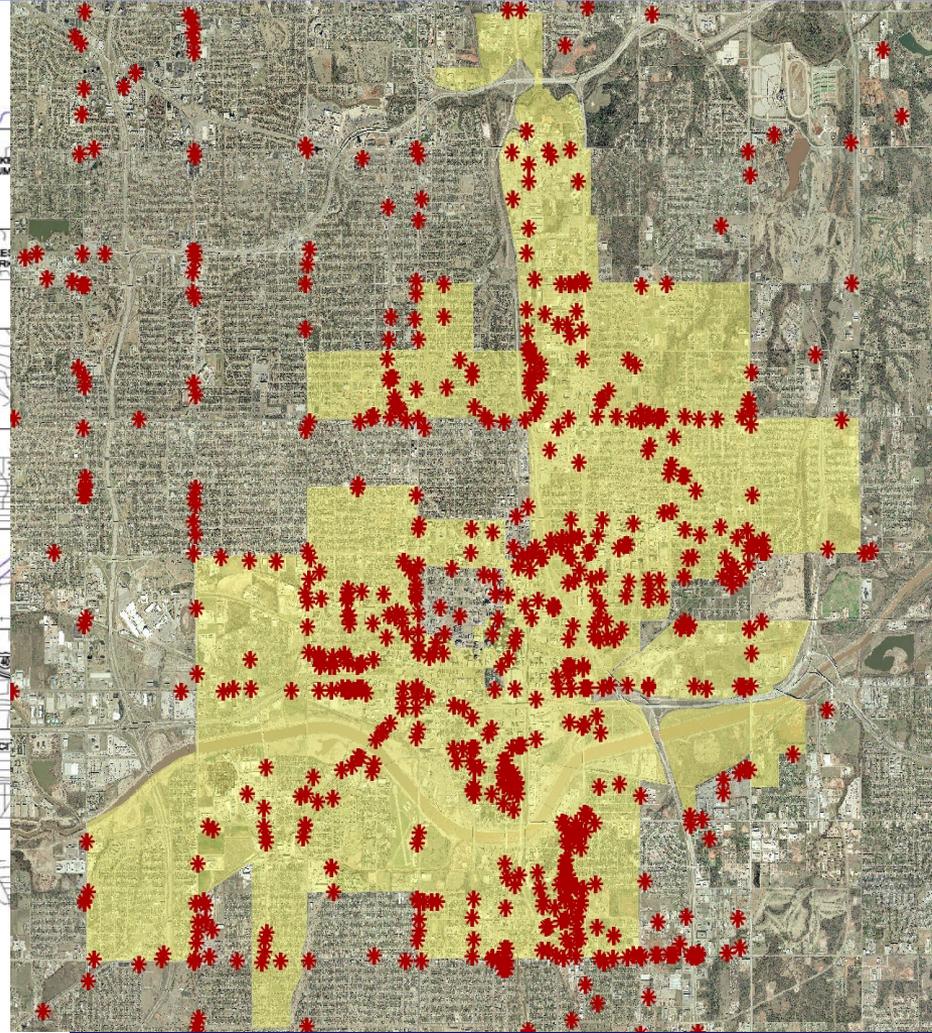
Oklahoma City Empowerment Zone



-  Current Empowerment Zone
-  Developable Sites
-  Amended Area, Effective Dec. 22, 2004



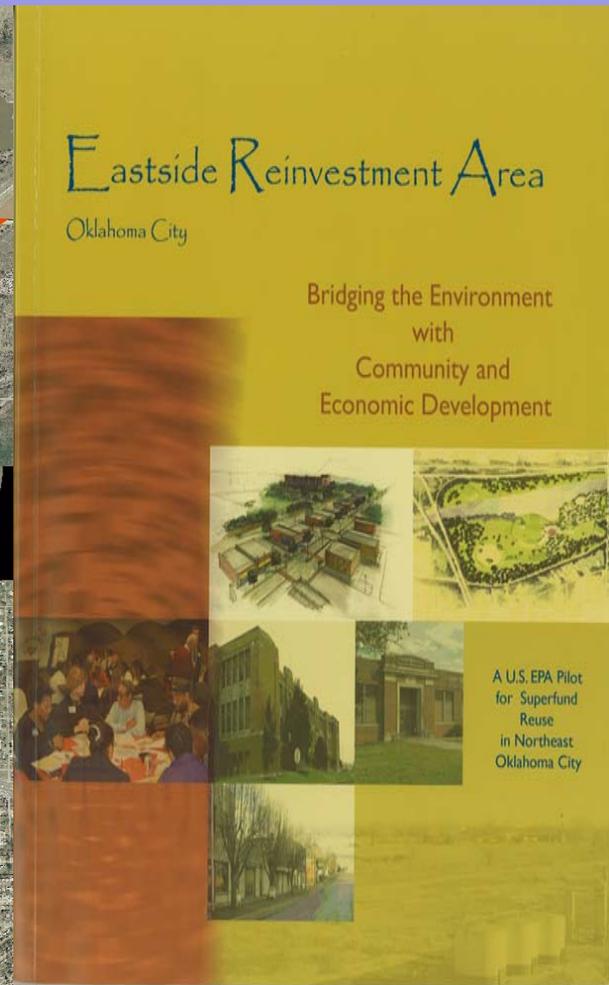
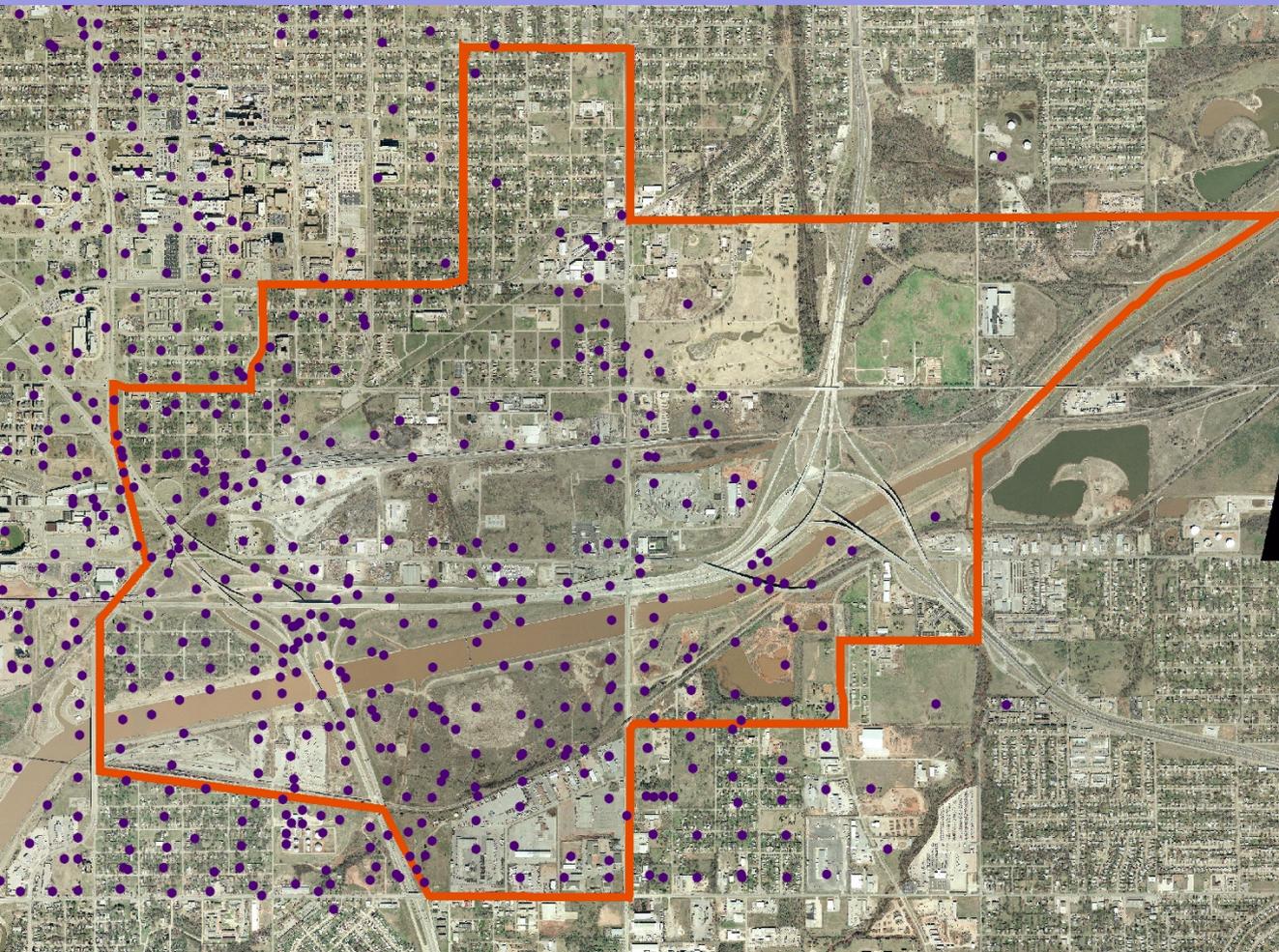
0 .5 1 1.5 miles



EPA Region 6 Partners Forum-Albuquerque, NM



Eastside Reinvestment Area



Successful Grant Applications

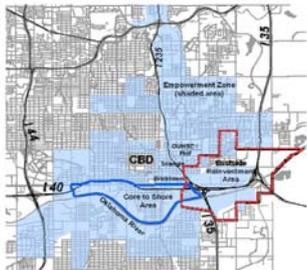
City of Oklahoma City

Brownfields Cleanup Revolving Loan Fund Grant Proposal

October 2007

B. Community Need.

1. The target community for the BCRLF grant is the 19 square-mile Empowerment Zone (shaded area at right), which lies directly in the center of Oklahoma City's sprawling 621 square miles. The Empowerment Zone immediately surrounds the downtown's booming central business district and includes more than 100 potential Brownfields and two Superfund sites. Many old vacant structures, undeveloped land with dumping, and medium to heavy industrial uses abut schools, playgrounds, parks, and occupied family residences. Some portions of the Empowerment Zone have improved drastically in recent years, such as the City's premier entertainment district, known as Bricktown; the large mixed use development area, known as the Triangle; and the sprawling University of Oklahoma Health Science Center / Presbyterian Health Foundation research campus. According to Oklahoma City Planning Department data, there have been over a dozen successful Brownfield redevelopment projects in these areas since 1995 totaling more than \$607 million in public/private investment. It is the City's desire to ensure that other areas within the target community continue to improve, building upon previous success and creating a vibrant and sustainable downtown core.



The Eastside Reinvestment Area, the Core to Shore planning area, and the Oklahoma River shown in the map to the left are three very important sectors of the Empowerment Zone that have been a strong focus of Oklahoma City's Brownfields Program. They have been identified as pivotal growth areas for the long-term success of the city. These areas contain a high density of Brownfields due to a century of industrial activities. The following provides a brief overview of these areas:

- a. **The Eastside Reinvestment Area**—an especially disadvantaged 5 square-mile area within which are three remediated Superfund sites and numerous identified Brownfields. It is one-mile east of Bricktown, and is partially overlapped by the Empowerment Zone.

Designation of the Eastside Reinvestment Area arose from EPA-assisted community-based workshops in November 2003 and January 2004 that established several goals for the area: create affordable new infill housing; promote local business development; improve recreational and open space areas; and develop a process to address Brownfields. **EPA Brownfields funds will not be used for cleanup at the former Superfund sites.**

- b. **Core to Shore Planning Area**—a 1,375 acre area of the target community bordered by the downtown "core" on the north and the "shore" of the Oklahoma River on the south. Since the 1950s, the elevated Interstate 40 has served as the southern barrier to downtown. The Oklahoma Department of Transportation has embarked upon a \$557 million project to relocate Interstate 40 approximately five blocks south of its current location as a below grade interstate highway. The City initiated the Core to Shore master plan to identify the appropriate types of development that should occur in the impacted



Bringing in the Projects



OKLAHOMA CITY
BROWNFIELDSPROGRAM

- Heavy Marketing Efforts
- Building Product Identity through branding
- Creating a client base
- Internal/external communication



Challenges



- Making loans-you can't learn unless you try
- Changing the way a City does business
- Establishing Environmental Ethics

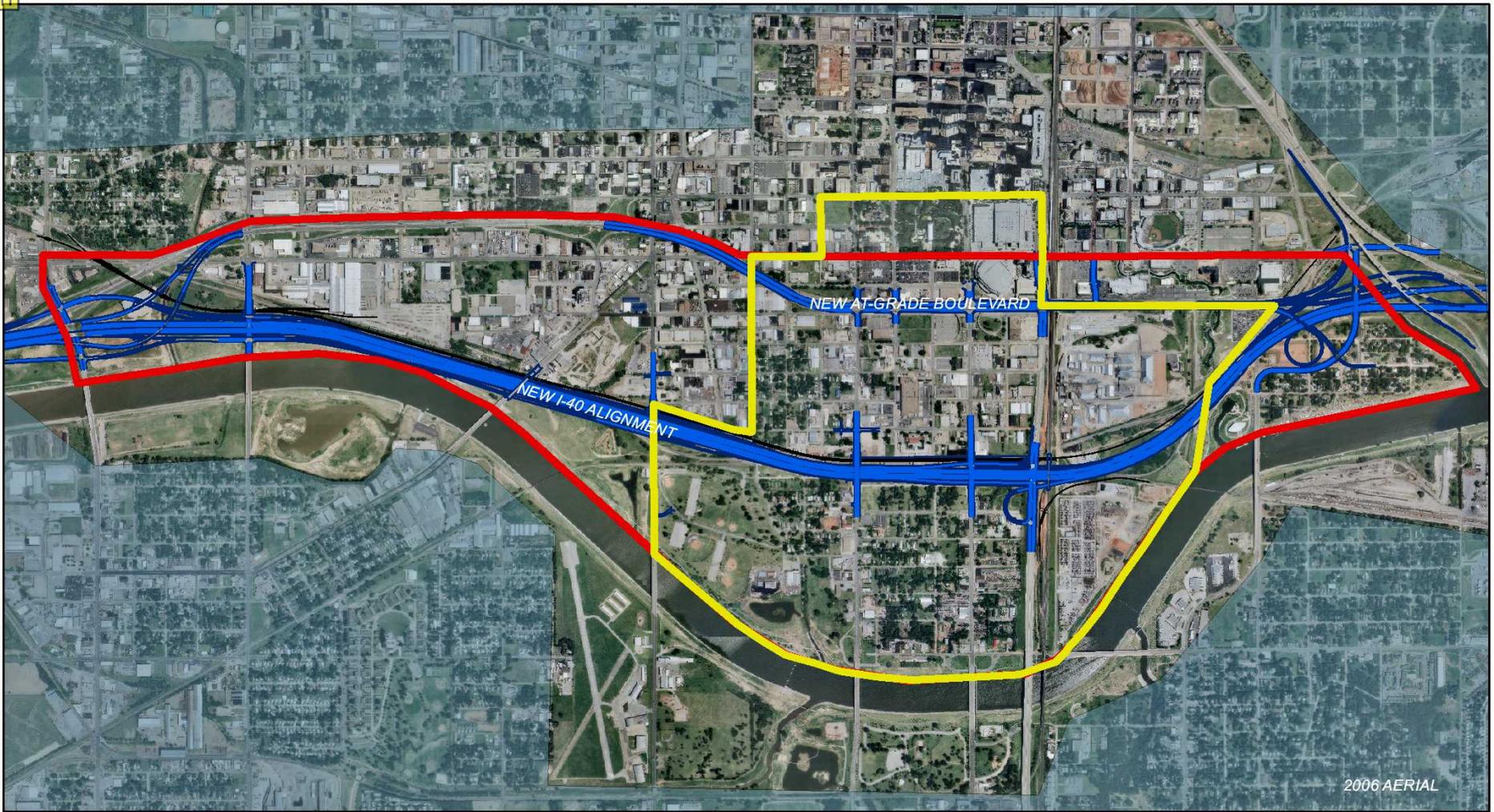


Always Expect the Unexpected



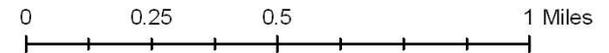
City of Oklahoma City

- Turn the challenge into an opportunity, not an obstacle
- Re-examine priorities
- Where and how can you expand services and delivery?
- Hire accordingly



Core to Shore Planning Areas

- Future I-40 and Boulevard Alignments
- Core to Shore Priority Area - 760 acres
- Core to Shore Planning Area - 1,375 acres



City of Oklahoma City
 Urban Redevelopment Division
 April 20, 2007





Robbie Kienzle
Urban Redevelopment
Director

405/297-1740

robbie.kienzle@okc.gov