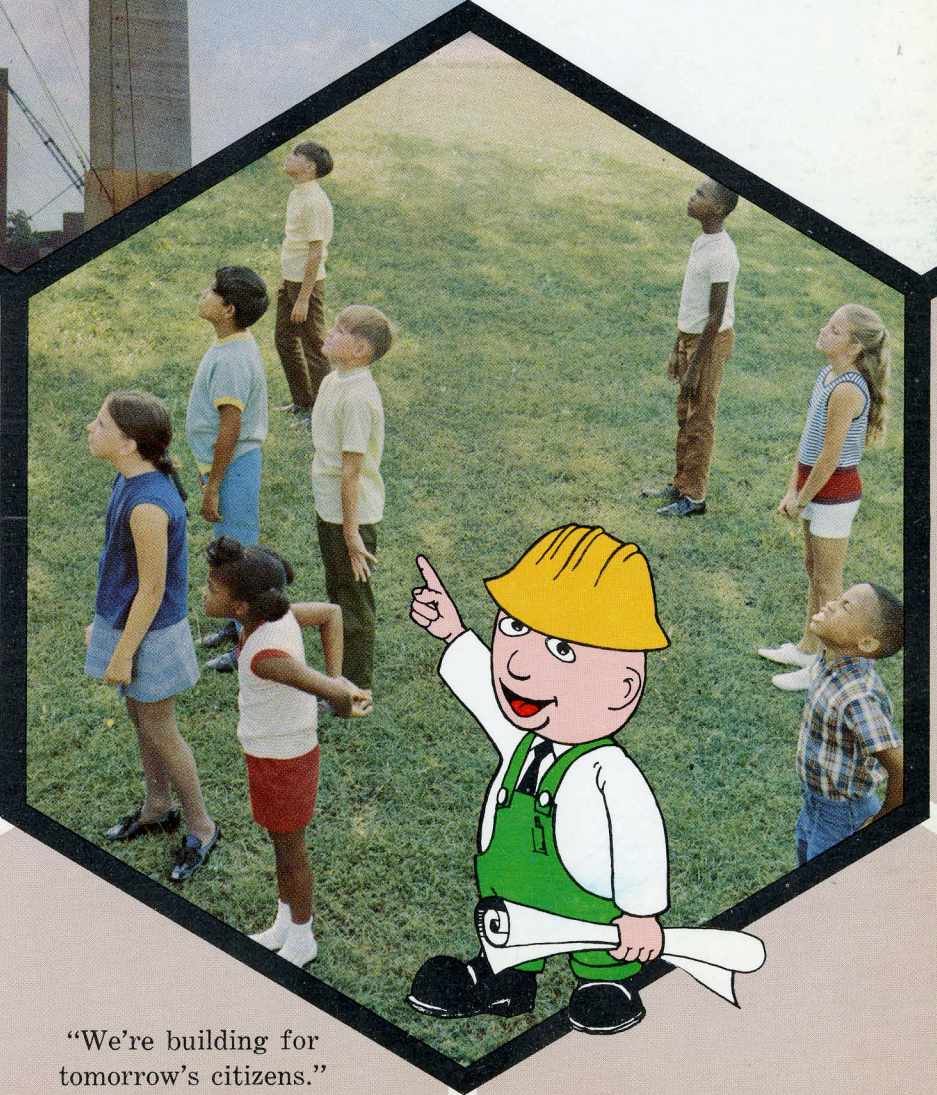


**OKLAHOMA CITY  
URBAN RENEWAL  
AUTHORITY**

**NINTH ANNUAL REPORT**

FOR THE YEAR  
ENDING JUNE 30, 1970



"We're building for  
tomorrow's citizens."

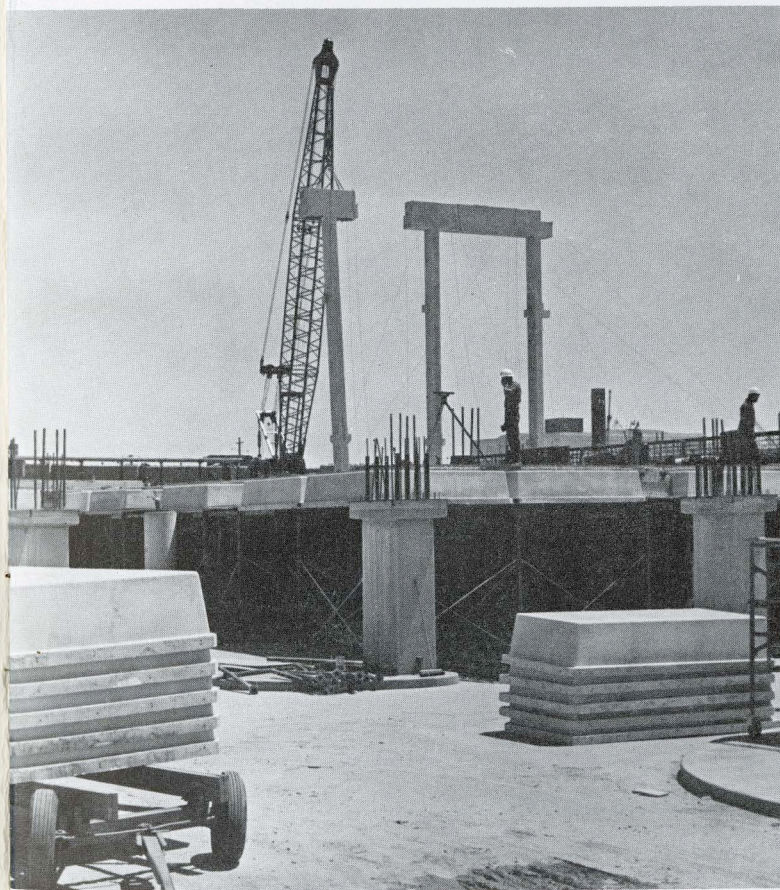
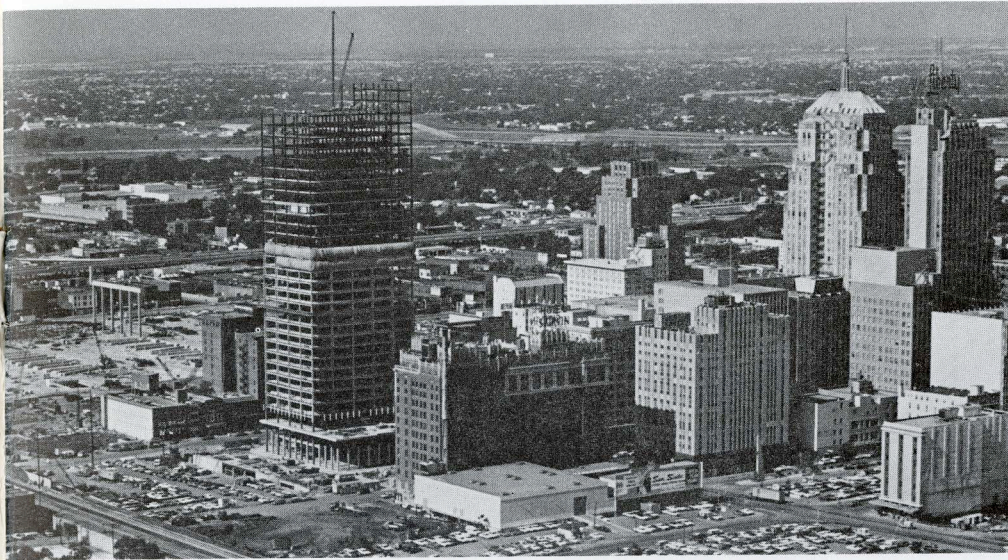
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## On the Cover

As a symbol of urban renewal in Oklahoma City, cartoon character Casey O'Cura proudly points out to youngsters how the redevelopment program is benefiting them and children of future generations. That's the columns of The Myriad rising under the blue skies of the Sooner capital.

# A YEAR OF ACTION



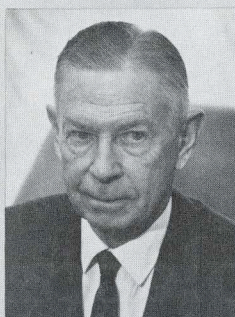
If there were such status as "Urban Renewal Capital of the World," Oklahoma City would have been in contention for the title during the past 12 months. A colossal rebuilding program in the downtown district was the big news maker, and aerial photo, top left, pinpoints some of the major construction. That's the Myriad site at extreme left center and just left of center is Liberty National Bank's skyscraper on the rise. Photo at lower left is closeup of Myriad construction. At top right are workmen relocating utility lines downtown and lower right is new home going up in University Medical Center project.

# the Board of Commissioners for OCURA



**R. A. (DICK) HUNTER**  
CHAIRMAN

Appointed to the board three years ago, he is a public relations consultant.



**HARVEY P. EVEREST**  
VICE CHAIRMAN

A commissioner since 1966, he is chairman of the board at Liberty National Bank & Trust Co.



**W. M. HARRISON**  
SECRETARY

A senior vice president at First National Bank & Trust Co., he has served on the board six years.



**DR. F. D. MOON**

Has served on the board of commissioners since its creation in 1961. He is a long-time educator in the city area.



**E. M. JIM  
LOOKABAUGH**

A commissioner for four years, he is in real estate and investments. He is former football coach at OSU.

The Honorable James H. Norick  
Mayor, City of Oklahoma City  
Municipal Building  
Oklahoma City, Oklahoma

Dear Mayor Norick:

It is a genuine pleasure to submit to you and the City Council this Ninth Annual Report of the Oklahoma City Urban Renewal Authority, covering the fiscal year ending June 30, 1970.

The members of the OCURA Board of Commissioners can look back with considerable satisfaction to many significant advances made during the past year with the support and cooperation of the Mayor and Council. Undoubtedly the most significant can be summed up in the single word, "redevelopment," the ultimate goal of all renewal activities.

While most obvious in downtown Project 1-A, where more than \$100 million in new construction is under way, private development has begun in earnest in the University Medical Center and John F. Kennedy projects, also.

New homes are going up; more are on the drawing boards, and builders are asking for additional lots as fast as they become available. Land is being made ready for the vital Oklahoma Health Center, for extensive low-cost housing and for other major developments.

At the same time we recognize that much remains to be done in building for our children, and for the generations to follow, the best possible City of Tomorrow. The task will require more time, more work, more money, an even greater dedication and, above all, your continued help and encouragement. With these things we cannot help but succeed.

Sincerely,

R. A. Hunter, Chairman

# Central Business District I-A

## 'Downtown is Looking Up'



Everything—and everyone—is looking up in downtown Oklahoma City.

With more than \$100 million in new construction under way or ready to begin, new buildings are reaching skyward throughout downtown Urban Renewal Project 1-A. The rising structures daily draw crowds of sidewalk superintendents who are saved from perennial stiff necks only by the need to glance down occasionally to avoid workmen laying new utility lines beneath the streets.

And if motorists sometimes complain that “you can’t get there from here,” their concern is good-natured. They too are caught up in the excitement of the birth of the City of Tomorrow.

For today’s busy scene, despite its feverish activity, is only the beginning. Most of the work now under way has begun within the last year, and the coming year is expected to bring the start of millions more dollars’ worth of new construction.

Project 1-A itself is a beginning: the first phase of a bold, dramatic plan to rebuild all of downtown Oklahoma City. The Urban Renewal Authority is drawing preliminary plans for the next phase, Project 1-B, and an application for a federal grant to carry out detailed planning of the next project is expected to be submitted by fall.

Meanwhile the progress of the present program has been little short of spectacular. The new \$21½ million Mummars Theatre, destined to be the first new building completed in Project 1-A, will open its doors to playgoers this fall. Steel for the \$18½ million Liberty Bank Tower has topped out at its 35-story height, making it the tallest building in Oklahoma.

A little more than a block to the south of the tower, 80-foot columns are rising at The Myriad, the city’s \$23 million convention center. The vast, 15,000-seat building will cover four blocks of what was once Oklahoma City’s skid row.

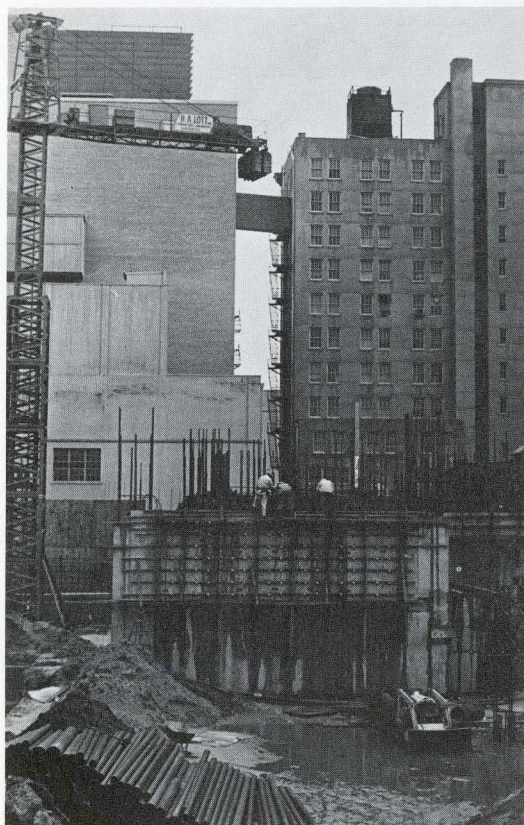
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In top photo the Myriad is a myriad of activity as workmen push ahead toward the completion date on the \$23 million convention center. At bottom a sidewalk superintendent’s view of the high-rising steel framework on Liberty National Bank’s 35-story tower.

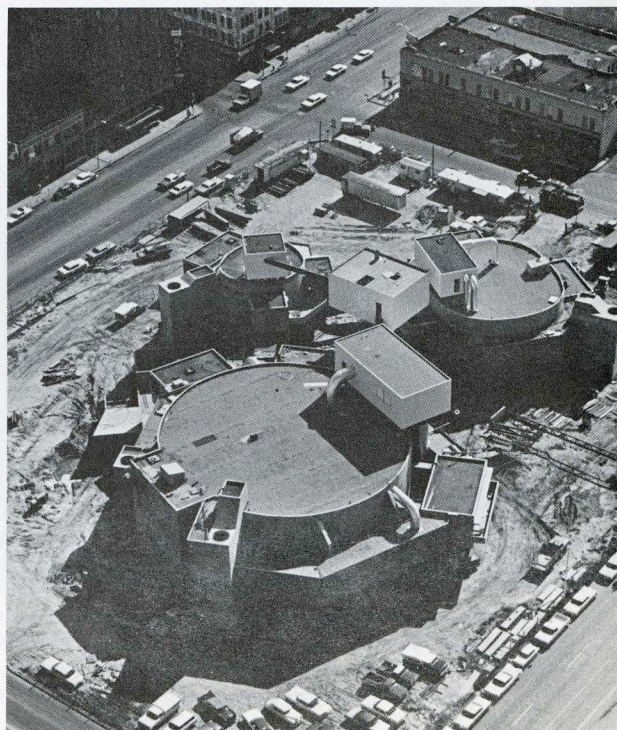
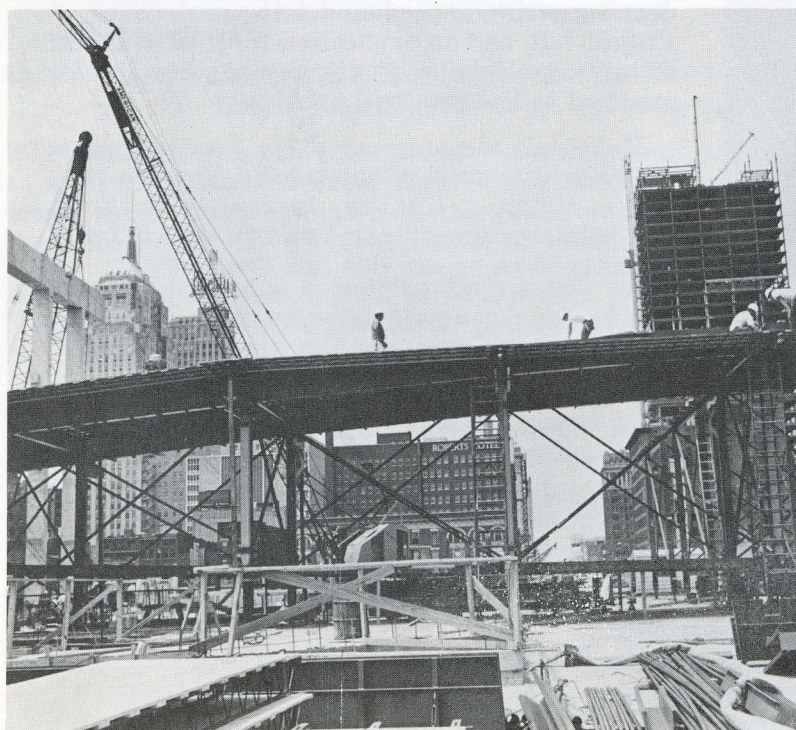
# A City

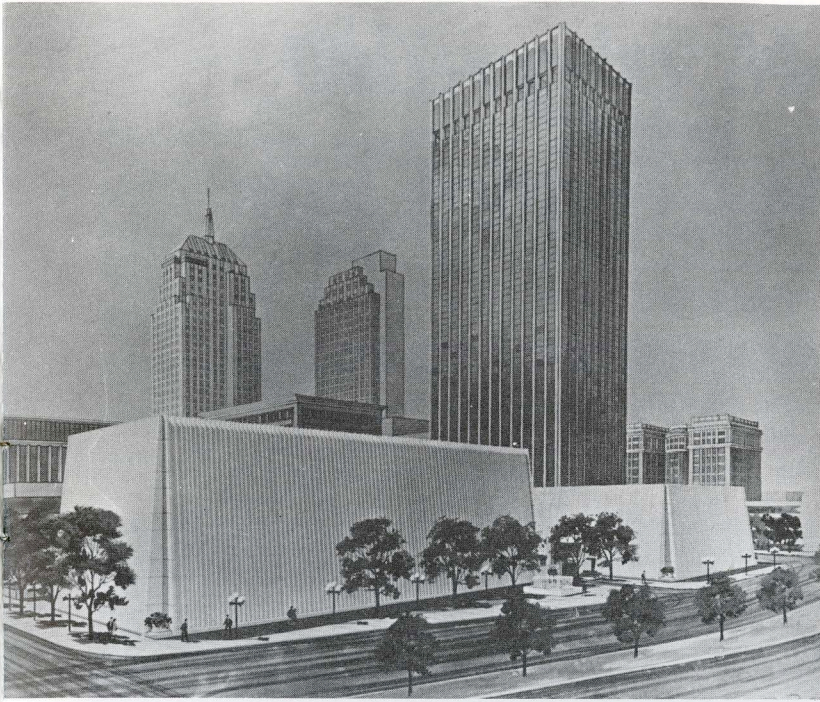


# on the Rise



Casey O'Cura flies high over a downtown district taking on the shape of things to come. At upper left is the Kerr-McGee Center coming out of the ground, and lower left is a shot of the Myriad construction. In lower right photo we get a bird's eye view of the Mummers Theatre, slated for grand opening this autumn.





Immediately east of The Myriad, construction is under way on the new Santa Fe Avenue, a six-lane thoroughfare that will skirt the edge of the Central Business District.

Coming out of the ground on Robert S. Kerr Avenue is the \$20 million Kerr-McGee Center, which will feature a 30-story tower. A block to the west, at Robinson and Kerr, work is under way on the \$9 million Fidelity National Bank and its 14-story office building.

The First National Bank has started construction of its 14-story, \$12 million addition immediately east of the bank, an L-shaped building that will face both Park Avenue and Broadway. A couple of blocks to the north, on the east side of Broadway at Northwest Third, Liberty National is building its million-dollar-plus Motor Bank.

The Transportation and Parking Authority has awarded contracts for the construction of two major downtown parking garages and a screened, landscaped surface lot that together will accommodate some 2,650 vehicles. By the end of the year another 1,000-car structure is expected to be rising in the 100 block of West Main Street. All of the garages will be six stories in height.

The first two buildings will be at the corner of Broadway and Robert S. Kerr, immediately south of the Liberty Motor Bank, and on the west side of the new Santa Fe Avenue between Park Avenue and Main. The full-block surface lot will be immediately south of The Myriad at Reno and Santa Fe.

Excluding the cost of the land it will buy from the URA—but including a surface lot to be constructed near the University Medical Center—the Parking Authority estimates the cost of its planned facilities at \$10.5 million.

(Continued on Page 6)



Top photo is artist's rendering of the Thermal Systems, Inc., plant now going up in the central business district, while lower shot is groundbreaking ceremonies for the project.

The plant will furnish heating and air conditioning for several firms in the downtown area.

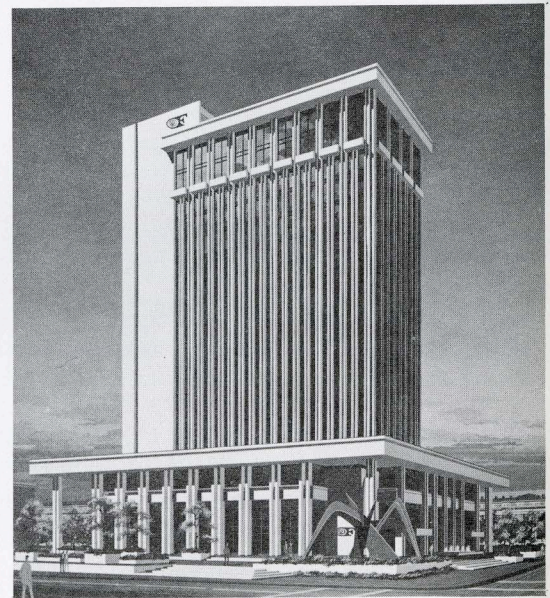
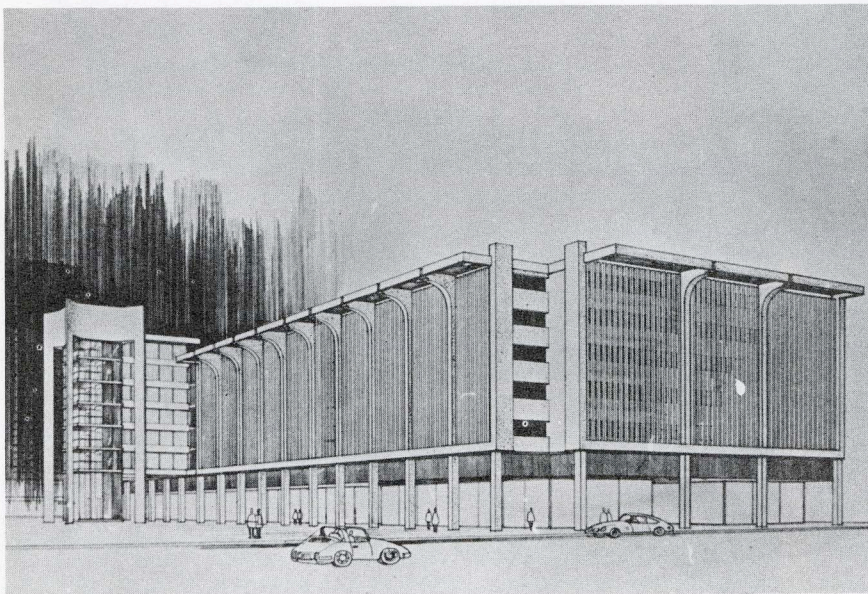
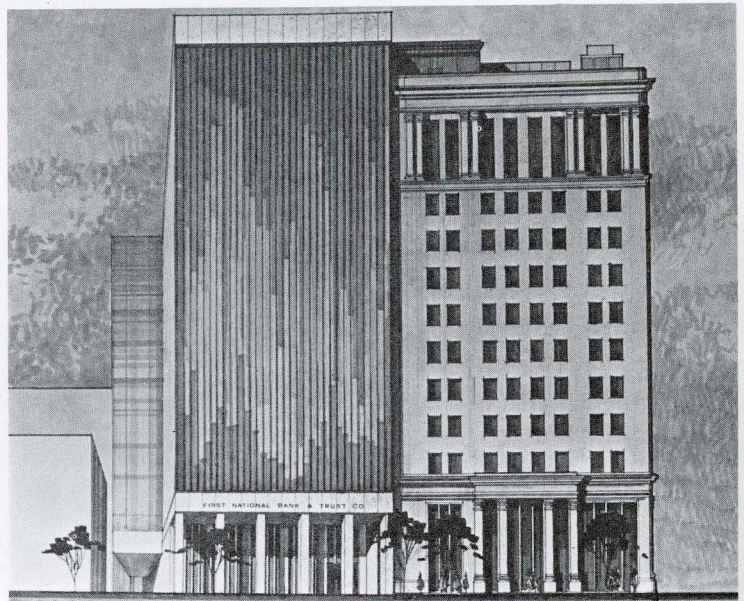
Although Project 1-A is well ahead of schedule, the push for its completion has not slackened. By mid-year 81 per cent of the property to be acquired had been purchased or placed under option, and 54 percent of the 346 buildings to be demolished had come down. The URA now is buying land principally in the first three blocks of what will be the 80-acre Myriad Gardens, immediately east of The Myriad, and in the block that will be the site of a major department store and new hotel.

Although no developer has been selected for the latter block, considerable interest has been shown in the construction of these facilities. They will be located in the site bounded by Robinson, Broadway, Sheridan and Main.

Despite the rapid progress of Project 1-A, with completion now eyed by 1972 instead of in 1975 as originally envisioned, inflation poses a threat to the program. The URA this spring submitted to the Department of Housing and Urban Development an application for nearly \$12 million more in federal funds to go with the \$32½ million already approved.

The additional funds are expected to be needed before the completion of the project to cover primarily the increased costs of public improvements and of demolition, as well as for additional real estate purchases that may become necessary.

Even with the approval of the additional grant, however, the amount of federal funds committed to the project will be less than one-third of the amount of private investment in the area.



Casey exhibits artist's renderings of three major developments in Project 1-A. At top right is North Broadway addition to the First National Bank and Trust Co. In left photo is the Santa Fe Avenue parking garage of Central Oklahoma Transportation and Parking Authority. At lower right is Fidelity National Bank's \$9 million office building.

# University Medical Center and John F. Kennedy Projects

After several years of preparation, full-scale development of new homes and other facilities is under way in Oklahoma City's first two renewal projects.

The University Medical Center and John F. Kennedy projects occupy more than 1,500 acres on the city's near-northeast side. The Medical Center area comprises about 256 acres south and west of the center from which it takes its name. The JFK project, immediately to the east, extends north to Northeast 23rd Street and east to Interstate 35, encompassing some 1,258 acres.

The Medical Center project, where activities recently have been curtailed by the depletion of federally allocated funds, will gain renewed vigor during the next few months. Approval in late June of a \$6.6 million amendatory grant means

that the remaining land between Northeast 8th and 13th streets within the project area can be purchased and cleared for construction of a \$185 million Oklahoma Health Center.

The center, planned as one of the nation's leading medical research and treatment facilities, already is under construction. A \$4 million Basic Sciences Education Building was completed this year, and a \$12 million addition to the University Hospital is under construction.

Work is beginning this summer on a new State Health Department Building between 9th and 10th streets west of Stonewall, and the URA has turned over to the State Board of Regents most of the land required for a central heating and cooling plant that will serve the entire center. The plant will be between 8th and 9th streets from Laird to Kelley Avenue.

(Continued on Page 8)

The newly completed Basic Sciences Education Building and the 200-bed addition being constructed at University Hospital both are visible in this aerial photo of part of the Oklahoma Health Center site.



The Central Oklahoma Transportation and Parking Authority, which eventually will develop a 10,000-car parking area beneath the Health Center complex, has awarded a contract for the construction of a 250-space interim parking lot near the OU Medical Center. It will be built this summer in the block bounded by Lindsay and Phillips avenues and Northeast 12th and 13th streets.

Despite the shortage of urban renewal funds, which has delayed street work and other public improvements, considerable progress has been recorded in the past year in the residential sections (south of 8th Street) of the Medical Center project.

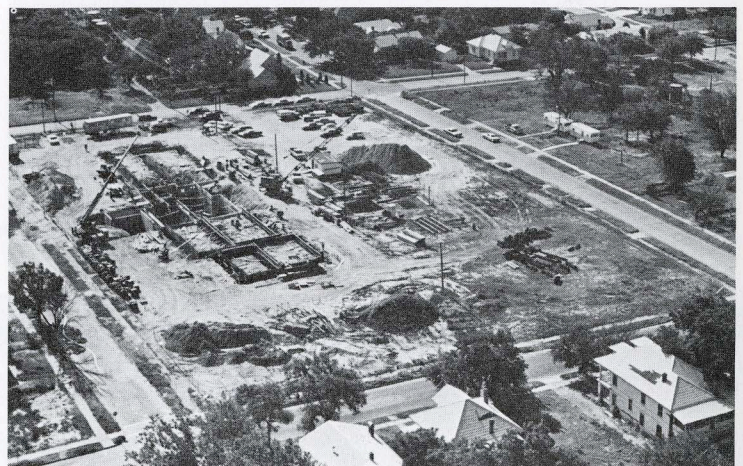
Aided by a \$37,000 loan from the City, the Urban Renewal Authority removed 65 badly deteriorated houses in the area, freeing 40 residential sites for new development. All 40 immediately were purchased by two contracting firms, and construction of new homes is completed or assured on all the lots.

Rehabilitation of existing homes also has moved ahead, and by midsummer more than 70 home-improvement jobs had been completed or were under way in the project area.

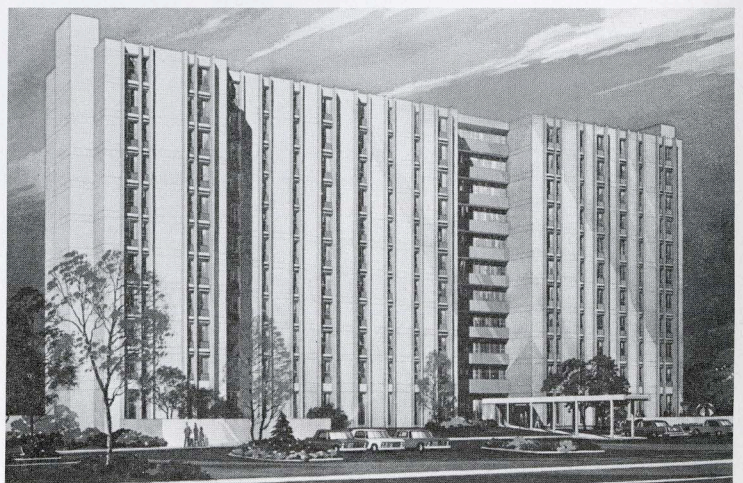
But it is in the sprawling JFK project, with one of the largest rehabilitation programs in the country, that the renovation of private residences is drawing national attention. Aided by urban renewal's low-interest loans and grants, more than 700 property owners have completed or begun the remodeling of their homes. Nearly 300 other applications were being processed by the URA's Rehabilitation Department at midsummer.

Recent broadening of rehabilitation benefits has contributed to the upswing in this program. Property owners in Oklahoma City urban renewal projects may now borrow up to \$12,800 at 3-per-cent interest for the "rehab" of each dwelling unit. Owners with low, fixed incomes may qualify for grants of up to \$3,500 each, or a combination of a grant and loan.

New houses are going up also in the JFK project. Twenty-seven sites have so far been sold to private developers, many of whom have indicated they will buy more as soon as they become available. Among the homes already built are the city's first modular units, assembled at a factory complete with plumbing, wiring, kitchen and bathroom fixtures and other improvements, then trucked to a site and erected.



It's groundbreaking time in top photo for the 11-story Marie McGuire Plaza, a 200-unit complex for elderly persons of low income. At center is aerial shot of construction under way on site in John F. Kennedy Project Area, and lower photo shows artist rendering of the structure. It is being built by the Oklahoma City Housing Authority.





The Oklahoma City Housing Authority has indicated it will purchase about 80 scattered sites in the JFK project for the construction of low-income housing. OCHA also is building the first apartment complex in the area, the 11-story Marie McGuire Plaza at Northeast 12th and Lottie. It will provide 200 living units for elderly persons of low income. Ground was broken May 1 for this development.

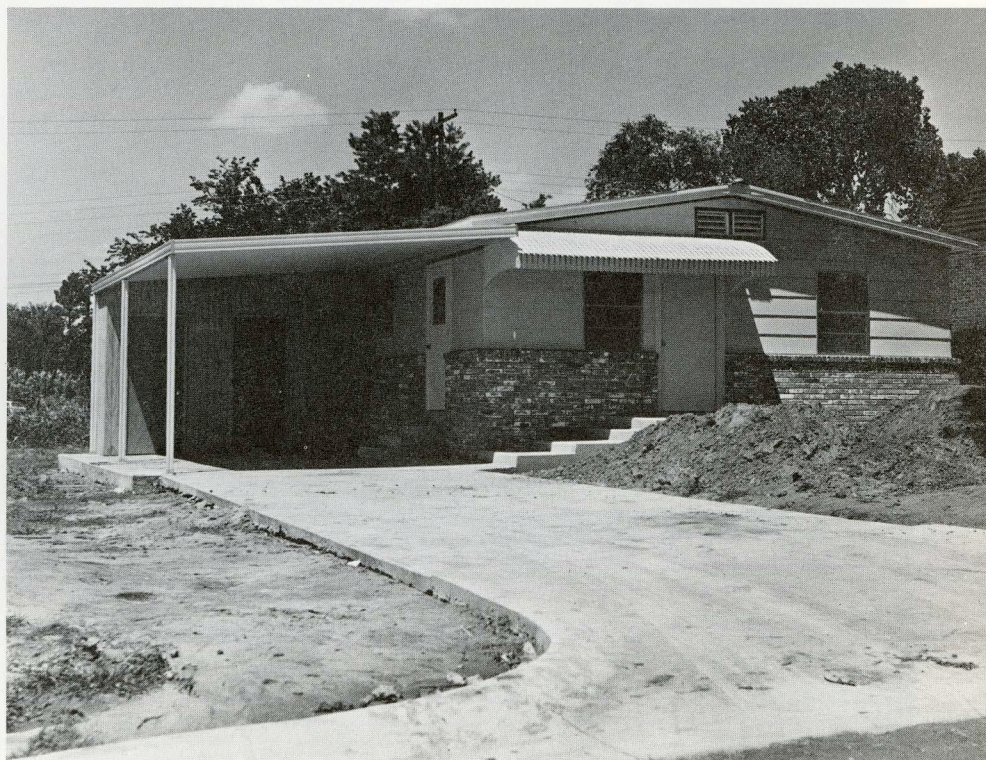
The Oklahoma Health Center will extend into the JFK project, where the University Medical School is buying land for the first student dormitory of the center. It will be located south of 13th Street between Stonewall and Lottie. Eventually all the land between these two streets, from 13th south to 8th, will be cleared for Health Center facilities.

The other major clearance area in JFK, some 74 acres in the southern part of the project, is rapidly being acquired by the URA for development of more than 500 units of low-cost housing. About 75 per cent of this land, bounded generally by Stonewall, Eastern, Northeast 4th and 6th streets, had been acquired or placed under option by midsummer, and much of it had been cleared.

(Continued on Page 10)



In top photo a bunch of busy bricklayers apply the finishing touches to a new home in the University Medical Center project, while lower pictures show the city's first modular home being erected in the JFK project and the same home later, after most of the exterior work had been completed.



## 'A Look at Now and Then'

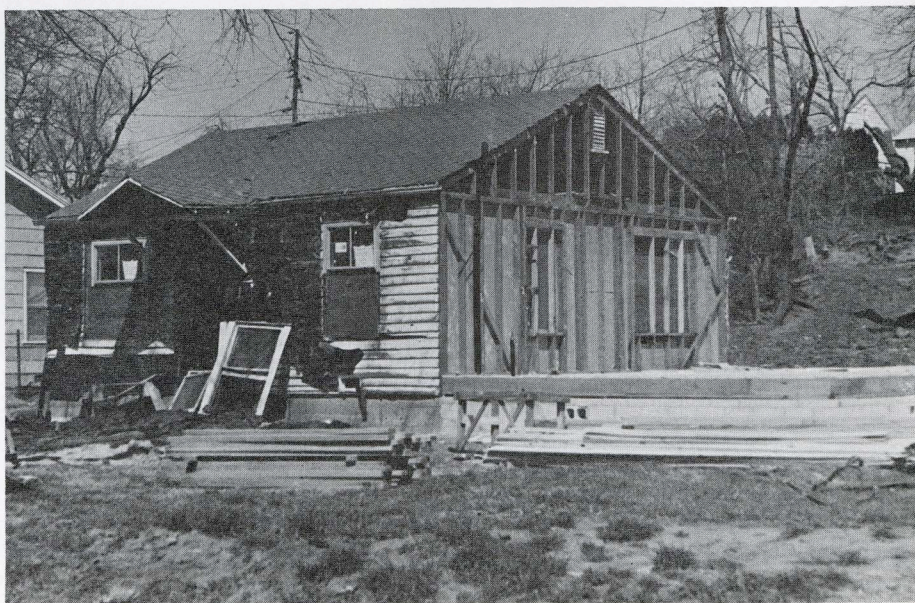
All of the area is expected to be available for development by the Housing Authority by early in 1971.

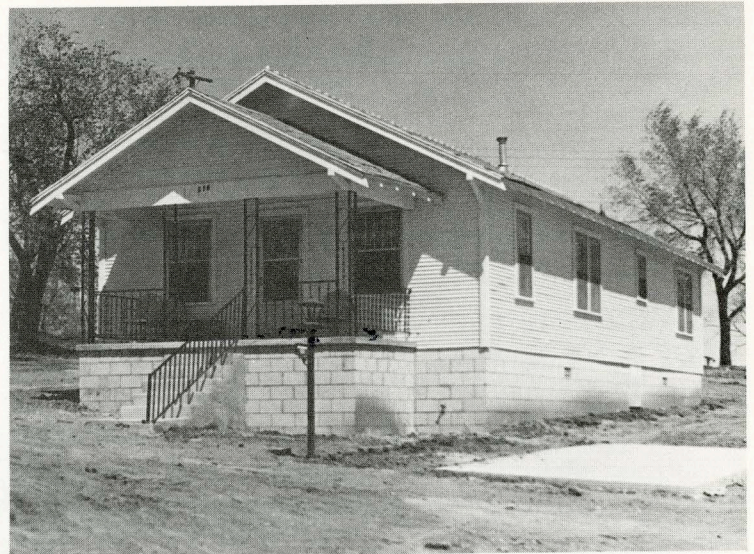
Anticipating the need for more funds to complete the project, the URA this summer applied to the Department of Housing and Urban Development for a supplementary grant of some \$161½ million. Most of the increase is needed to acquire an estimated 850 additional pieces of property.

About half of these, under the original JFK plan, were to be purchased and cleared by the Housing Authority, but budget restrictions eliminated the possibility of the Housing Authority buying the property. The remainder are buildings that have deteriorated to the point they are not economically feasible to repair. They will be demolished and the land made available for the development of new homes.



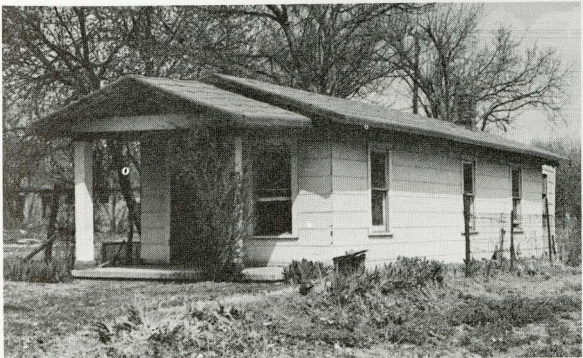
Top photo shows the home that grew from the house seen at right. The owners decided to rehabilitate the structure, and with the addition of rooms, a porch and two-car garage, it emerged as one of the finest homes in the John F. Kennedy Urban Renewal Project.





## It's People Who Count

The well-being of people affected by urban renewal is the foremost consideration in all OCURA operations. Individual problems sometimes require a great deal of ingenuity. The widowed owner of the house (upper left) wanted to keep her home, but it was at the edge of an area being cleared for expansion of a school playground. The OCURA Real Estate and Rehabilitation departments worked out an arrangement under which the house was moved south 100 feet, completely remodeled and reoccupied by the original owner, all without increasing her monthly payments or living costs. The elderly woman (below) was moved by the Relocation Department into this comfortable home from the house (lower left) she formerly had occupied. Her old home is in an area in the JFK Project to be cleared for the construction of new, low-cost housing.

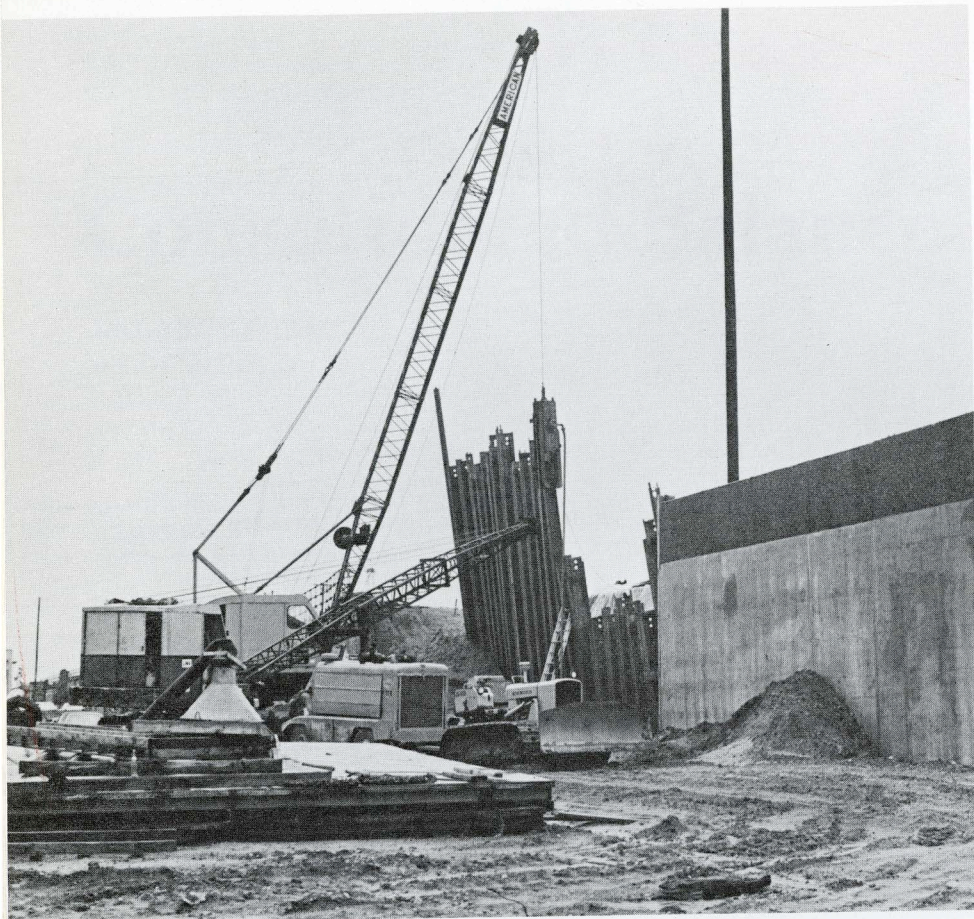


# Consolidated Balance Sheet

**BALANCE SHEET**  
**AS OF JUNE 30, 1970**

	OKLA. R-20 University Medical Center	OKLA. R-30 Central Business District 1-A	OKLA. R-35 John F. Kennedy
<b>ASSETS</b>			
Current Assets:			
Cash in Bank .....	\$ 136,616.46	\$ 263,702.44	\$ 108,536.11
Accounts Receivable:			
Revolving Fund (Joint Activities) .....	5,000.00	60,000.00	70,000.00
Relocation Grants .....	51,781.71	203,624.37	220,269.03
Rehabilitation Grants .....	8,753.64	-0-	81,951.68
Tenants .....	3,662.71	2,028.67	13,539.02
Other .....	-0-	12,070.42	-0-
Total Accounts Receivable .....	\$ 69,198.06	\$ 277,723.46	\$ 385,759.73
Total Current Assets .....	\$ 205,814.52	\$ 541,425.90	\$ 494,295.84
Project Costs to Date:			
Total Item 1 Project Costs .....	\$8,416,502.38	\$26,890,897.86	\$ 9,780,870.23
Less: Sales Price of Land Sold .....	124,702.85	3,480,978.15	48,703.10
Net Item 1 Project Costs .....	\$8,291,799.53	\$23,409,919.71	\$ 9,732,167.13
Relocation Payments .....	\$ 393,222.71	\$ 1,333,999.37	\$ 1,379,467.03
Rehabilitation Grant Payments .....	\$ 53,491.65	-0-	\$ 1,022,781.48
TOTAL ASSETS .....	\$8,944,328.41	\$25,285,344.98	\$12,628,711.48

	OKLA. R-20 University Medical Center	OKLA. R-30 Central Business District 1-A	OKLA. R-35 John F. Kennedy
<b>LIABILITIES &amp; CAPITAL</b>			
Current Liabilities:			
Accounts Payable .....	-0-	\$ 60,851.50	\$ 101,753.39
Trust & Deposit Liabilities .....	\$ 11,165.44	1,375.00	1,943.83
Total Current Liabilities .....	\$ 11,165.44	\$ 62,226.50	\$ 103,697.22
Accrued Interest Payable:			
To HUD .....	\$ 1,796.91	\$ -0-	\$ -0-
To Others .....	189,991.34	562,320.00	244,713.37
Total Accrued Interest Payable .....	\$ 191,788.25	\$ 562,320.00	\$ 244,713.37
Advances & Loans Payable:			
To HUD .....	\$ 150,000.00	\$ -0-	\$ -0-
To Others .....	\$3,686,000.00	\$10,800,000.00	\$ 4,700,000.00
Total Advances and Loans Payable .....	\$3,836,000.00	\$10,800,000.00	\$ 4,700,000.00
Capital:			
Cash Local Grants-In Aid .....	\$ 490,599.37	\$ 301,226.11	\$ 89,569.18
Project Capital Grant .....	3,971,561.00	12,225,573.00	5,201,886.00
Relocation Grant .....	393,222.71	1,333,999.37	1,379,467.03
Rehabilitation Grant .....	49,991.64	-0-	909,378.68
Total Capital .....	\$4,905,374.72	\$13,860,798.48	\$ 7,580,300.89
TOTAL LIABILITIES & CAPITAL .....	\$8,944,328.41	\$25,285,344.98	\$12,628,711.48



## Redevelopment Has Its 'Ups and Downs'

Caught in the path of downtown redevelopment were two aging Oklahoma City landmarks, the Herskowitz Building (right) and the Kingkade Hotel (upper right). The structures were torn down to clear the way for new buildings on the site, which is the block north of Sheridan between Broadway and Santa Fe Avenue.

At upper left a new retaining wall rises along the east side of the Santa Fe Railroad embankment. Workmen removed 600 feet of siding to make room for a new thoroughfare that will channel traffic smoothly through the downtown district.

The 12-story Herskowitz landmark was built about the turn of the century by Max Herskowitz, who arrived in the Sooner capital from Ohio in the late 1890's. The structure originally housed offices and a department store. In later years it was converted to apartments.

The Kingkade Hotel was built in 1910 by Andrew M. Kingkade, who arrived in Norman five days before the Run of 1889. In 1907 he came to Oklahoma City and entered the insurance and farm loan business.

Built near the Santa Fe railroad station, the hotel was a haven for travelers and state legislators. Three floors were added to its original eight stories in 1918.



# Backstage at OCURA



For many OCURA staffers during the past 12 months, the accent has been on youth. And they wouldn't have it any other way.

Caught up in outside activities that involve Boy Scouts, Cub Scouts and Brownies, the staff members have given their time and energy to a program that will have long-range results.

The Boy Scouts came in for most of the action during the year, with such events as Scout-A-Rama and Camp-O-Ree highlighting the schedule. Troop 261 also took part in the Apollo Trail Pageant at Weatherford, where members did rank advancement work and other phases of Scout training.

The Scouts, as well as the Cubs and Brownies are sponsored by the Community Relations Department of OCURA.

Another phase of the youth-accented work handled by the same department was the summer job program sponsored by OCURA with cooperation of several state and federal agencies as well as private firms.

This year 59 students were placed on jobs in Oklahoma City, with 20 of these working for the Urban Renewal Authority itself. It was the third year the program has been handled by OCURA.

Firms and agencies hiring the other 39 students are Western Electric, the Internal Revenue Service, Federal Aviation Administration, Tinker Air Force Base, Oklahoma Corporation Commission, Oklahoma Department of Libraries and the Oklahoma Military Department.

Also the Oklahoma Tax Commission, Veterans Administration Hospital, Oklahoma Highway Department, State Welfare Department, Oklahoma County Clerk's office and the Oklahoma Department of Health.



These Cub Scouts are excited about their upcoming 'Pine-wood Derby,' one of the main events of the year for them. Judy Varbel, left, and Marian Humphrey are Pack leaders.

# Letter From the Executive Director

Open Letter to the Citizens of Oklahoma City:

In this, the ninth year of operations of the Oklahoma City Urban Renewal Authority, the visible signs of growth and redevelopment are all about us. More than \$100 million in new construction is under way in downtown Project 1-A; new homes, apartments, Health Center buildings and other facilities are going up in the University Medical Center and John F. Kennedy projects.

In the excitement of watching the physical evidence of the revitalization of our city, however, we too often tend to overlook the intangible but even more important results of a successful urban renewal program. These are the beneficial effects—financially, spiritually, physically and psychologically—upon the residents of the community. For example:

The new private developments right now under construction downtown—even if not a single other new building were planned—already assures an annual doubling of the tax base in the Project 1-A area. By the time the project is completed, it will pay more than triple the amount of real estate taxes each year it paid before urban renewal operations began. To the home owner, this means simply that the Central Business District is going to ease his tax load by once again paying its fair share of the taxes.

In the Medical Center and JFK projects, more than 700 property owners have completed or are in the process of rehabilitating their homes. The benefits of this program are incalculable. About \$3 million has been paid to more than 60 small contractors and to their carpenters, plumbers, electricians, material suppliers and others in the field. For the most part, this is money borrowed by the property owner from the federal government, which he is repaying with interest.

The owner of the renovated home may enjoy advantages beyond the obvious physical and emotional benefits of living in a sound, modern, comfortable dwelling. Many have been able to borrow enough money at low interest to reduce or pay off burdensome mortgages, so that their over-all living costs now are lower than when they were living in deteriorating, substandard houses.

Their neighbors also benefit—not only from the elimination of a blight that affected their property values, but also from the fact that the rehabilitated homes, like the new structures being built, will bear a greater share of the tax load.

The URA so far has relocated more than 1,200 families, 1,000 individuals and 500 business firms. In virtually every case this has meant better living or working conditions and, for the businesses,



dramatic upturns in their profits. Some of these firms have doubled or tripled their volume and staffs and on an average have added one new employee.

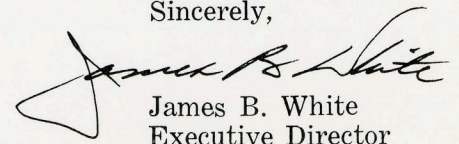
Increased employment, one of the national goals of urban renewal, already is a reality in the many construction and rehabilitation jobs going on. This benefit will continue to increase, even in future years after construction has declined, with completion of the \$185 million Oklahoma Health Center.

Officials of the Health Sciences Foundation have estimated that the center eventually will supply 10,000 jobs, including many for unskilled and semi-skilled labor. This is approximately 4,500 additional employees over and above the present count.

Nationwide, urban renewal has resulted in an average increase of 240 per cent in assessed tax valuations of land and improvements, at a time when our cities are especially hard-pressed for tax revenues. It has brought about the creation of a half million new and permanent jobs. It has generated production of 230,000 units of new and rehabilitated housing, most of it for low and moderate income families. Each \$1 of federal urban renewal funds has stimulated \$5.30 of local private and public investments.

These patterns are being followed or exceeded in Oklahoma City. These are some of the unseen benefits of urban renewal.

Sincerely,

  
James B. White  
Executive Director

AS THE NEW BUILDINGS GO UP - - - - -



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OKLAHOMA CITY URBAN RENEWAL AUTHORITY  
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Oklahoma City, Oklahoma 73102  
Phone (AC) 405 235-3771