



“the
TOTAL
approach...”

the
Oklahoma City
Urban Renewal
Authority

SIXTH

ANNUAL
REPORT

For the fiscal year ended June 30, 1967



Because of Oklahoma City's total approach to Urban Renewal, these youngsters won't have to grow up in today's slums.



W. M. Harrison, chairman of the Oklahoma City
Urban Renewal Authority

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

Dear Mayor Norick:

The Oklahoma City Urban Renewal Authority takes pleasure in submitting to you and the City Council this Sixth Annual Report, covering the fiscal year ending June 30, 1967.

At a time when some renewal programs have run into difficulty because of their slowness or limited scope, we are proud to report that Oklahoma City's program appears

to measure up in every respect to the more rigid standards prescribed by the Department of Housing and Urban Development. We are, in fact, becoming a model for other cities to emulate in many aspects of urban renewal.

The eventful year just past has seen Council approval of Project 1-A, the first phase of the downtown renewal plan, and its forwarding to HUD for final review. Authorization to begin the early acquisition of some sites in this project followed soon after. We have high hopes that the coming year will see full-scale activities in this project well under way.

In the University Medical Center project, operations have progressed to the point that we are now seeking proposals for the first redevelopment. Even before the John F. Kennedy project was funded in January, more than 200 property owners had notified OCURA of their readiness to begin property rehabilitation. This program now is well under way.

These three projects alone will bring into Oklahoma City nearly \$55 million in federal grants. Far more significant is the fact that redevelopment of these projects will mean the investment of private capital conservatively estimated at \$154 million. And most important of all, it will result in better living and working conditions for nearly 30,000 Oklahoma City residents.

The other Commissioners join me in thanking you, the City Council, Planning Commission and other officials and residents of the city for your continued confidence in the Urban Renewal Authority.

Sincerely,

W. M. Harrison, Chairman

Letter From The Chairman

"People, Planning and Building"

The eyes of the nation are upon Oklahoma City's "total approach" to urban renewal.

Reflecting the intent expressed by Congress, the Department of Housing and Urban Development (HUD) is insisting that a community's renewal programs attack the full range of its problems, while at the same time safeguarding the rights and emphasizing the welfare of the individual.

HUD Secretary Robert C. Weaver, in a visit to Oklahoma City in May, stressed that renewal activities "involve people, planning and building."

"We are now using the rehabilitation method more than the bulldozer," he said. "We're dealing with people. We're dealing with rehabilitation in terms of hope, capabilities, motivation, opportunities and involvement."

He found Oklahoma City already working toward these goals and pioneering many aspects of a broad, balanced program.

The Urban Renewal Authority's regard for the individual was pointed up this spring, when it established one of the first Community Relations departments of any renewal agency in the nation. Headed by a trained director, with supervisors and counselors working in the field, this department focuses all its efforts on identifying the personal problems of the project residents and helping them find solutions.

In terms of area and number of buildings, OCURA also has one of the largest property rehabilitation programs in the nation. More than 3,000 structures in two projects are to be repaired and renovated, and procedures developed here are causing the manuals to be rewritten.

In relocation of families and businesses that must be moved, Oklahoma City is blazing other new trails. The services of Oklahoma City University's Business Research Center, an OCURA consultant, are unique to urban renewal anywhere. This program, offering aid to all businesses in project areas, has attracted the interest of renewal officials throughout the country.

To help provide decent, attractive homes for displaced families, OCURA is pioneering a program of saving the sound homes located in areas that must be cleared. These homes will be moved and remodeled by a redeveloper and rented or sold to families with low to moderate incomes.

Dr. Weaver emphasized also that cities' renewal programs, to survive in the face of tightened budgets and public scrutiny, must reflect a balance of planned improvements to downtown, residential and institutional areas.

Oklahoma City's central business district renewal plan is one of the most comprehensive and imaginative in the country. Its residential projects cover nearly 1,500 acres and 8,000 homes and will aid the projected development of one of the nation's major medical science centers.

This balance, coupled with innovations in procedure and deep commitment to the human element, makes Oklahoma City's total approach a model for renewal programs everywhere.



Public hearing on Project 1-A.

(COPYRIGHT 1966 OPUBCO)



1-A will cause this scene to change.



Citizens turn old houses into new homes with low-interest loans available to residents of Urban Renewal projects.

Oklahoma City's first urban renewal project, in which operations began on February 14, 1966, has moved ahead steadily during the past year.

Of property scheduled to be acquired, approximately 80 per cent had been purchased or was under option by June 30, 1967. Some 420 families, 209 individuals and 39 businesses, or well over half the total original workload, have been relocated.

Rehabilitation counselors were working with the owners of nearly 80 per cent of the approximately 145 buildings scheduled to be improved, and remodeling of 28 homes had been completed or was under way. Of the 640 substandard structures to be removed, about 45 per cent had been cleared by the end of the fiscal year.

But the ultimate goal of urban renewal, of course, is the redevelopment of a run-down area. The Urban Renewal Authority this summer began seeking proposals for the major redevelopment projects called for by the Medical Center renewal plan.

Those projects will consist of the construction of 234 townhouse-style apartment units for low- to moderate-income families, expansion of a neighborhood shopping center adjacent to the apartments and the carrying out of a program believed to be the first of its kind in the nation.

Known as "colonization," this new program is aimed at saving the sound homes in areas that must be cleared, moving them to other sites within the project and remodeling them for rent or sale to families of limited income. This work, like construction of the apartments and shopping center, will be done by private enterprise.

In an effort to illustrate many of the activities of urban renewal, OCURA last winter launched "Project Pride," a full-block demonstration of home improvement, public works, clearance and, hopefully, new construction. Project Pride is the block between Northeast 5th and 6th streets immediately east of Durland Avenue.

Legal snags in the purchase of some property in the block have delayed completion of Project Pride. But the dozen newly remodeled homes in the block form a dramatic example of improvements that can be made through urban renewal. And across the street from Project Pride, Phillips Petroleum Co. and the Urban Renewal Authority have joined forces to demonstrate that even such unsightly objects as an oil rig and tank battery can be beautiful to benefit the neighborhood.

In the spring, the Medical Center project office was moved from 601 NE 5th to a more functional building at 601 NE 8th. The field staff is directed by Joe Simmons, project coordinator. The remodeled former school also houses the temporary field office of the John F. Kennedy project.

While OCURA and private property owners have been at work in the project area, the city and other public agencies have not been idle. As part of its participation in the program, the city has completed installation of a new water line and this fall will begin street repaving, sewer line installation, tree planting and other public improvements.

Work in the area by the city, Board of Education and other public bodies will account for nearly \$1 million of the one-third local share of the \$8.4 million originally estimated as the net cost of the project.

This cost and other aspects of the original plan are expected to change, however, if proposed amendments to the plan are approved. A restudy of the project, ordered by the City Council at the request of the Oklahoma Health Sciences Foundation, is nearing completion.

The foundation has announced plans for a \$185 million health sciences complex that would occupy parts of both the Medical Center and JFK renewal areas. The proposed center would extend south to 8th Street and west to the Capitol Expressway right-of-way that borders the west side of the Medical Center project.

The expressway right-of-way generally follows the center line of Durland along the west edge of the project. Other boundaries are Northeast 4th Street on the south, Stonewall Avenue on the east and Northeast 13th on the north.

The University Medical Center Project

The John F. Kennedy Project

Rehabilitation is the key word for the sprawling John F. Kennedy urban renewal project in northeast Oklahoma City.

Of some 6,000 buildings — most of them residences — in this 1,258-acre area, around 1,000 are sound, standard structures. Nearly 3,000 more are subject to rehabilitation, or repair and remodeling, to bring them up to the standards set for the project.

Both in total acreage and in the number of buildings to be improved, the project is one of the largest in the nation.

Work in the JFK area got under way last February after federal funds for the \$21 million project were released late in January. A field staff, headed by Delmas C. Jackson Jr. as project coordinator, presently is housed in the Medical Center office at 601 NE 8th but is expected to move soon to its own headquarters within the project.

In contrast to the relatively slow start of rehabilitation in the Medical Center project, where a program of explanation and persuasion was required, more than 200 property owners in JFK had requested home-improvement programs even before the project was funded. By July 1, "rehab" counselors had inspected and made work write-ups for more than 100 homes, and the first remodeling jobs had begun.

Meanwhile purchases of the first property were getting under way. The plan calls for a new elementary school south of Northeast 20th between Kate and Prospect Avenues, 200 apartment units for the elderly on a two-block site bounded by Stonewall, Northeast 11th, Lottie and Northeast 12th, and 200 general-occupancy housing units on some 11 blocks between Eastern and Jordan Avenues and between Northeast 4th and 6th Streets. The purchase of these three sites has been given first priority.

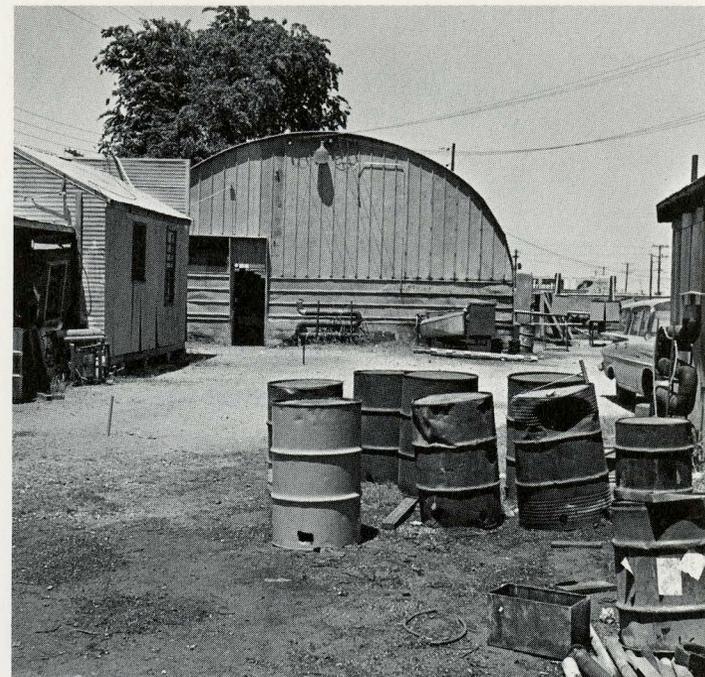
Both the elderly and general-occupancy housing will be built by the Oklahoma City Housing Authority, which also will buy and rehabilitate at least 200 homes in the JFK and Medical Center projects. The OCHA, in addition, has requested authorization to build 500 dwelling units on sites scattered throughout JFK.

Since the six-year project was authorized last July, all operations and projected activities have been watched closely by a six-member advisory committee appointed by the mayor. Composed of three residents of the area and one representative each from the City Manager's office, City Planning Department and Urban Renewal Authority, the committee currently is studying several proposed minor changes in the JFK plan.

The committee also was instrumental in bringing about a decision to change a regional transportation study that proposed a high-speed expressway splitting the JFK residential area. After objections by the committee and the OCURA Board of Commissioners, the traffic planners agreed to eliminate or reroute the expressway.

The JFK project borders the University Medical Center project on the west between Northeast 4th and 13th Streets. North of 13th, the west boundary follows Lottie Avenue. The north boundary is Northeast 23rd, while Interstate 35 borders the project on the east. The southern boundary is an irregular line between Northeast 4th and the MK&T Railroad tracks south of Northeast 2nd.

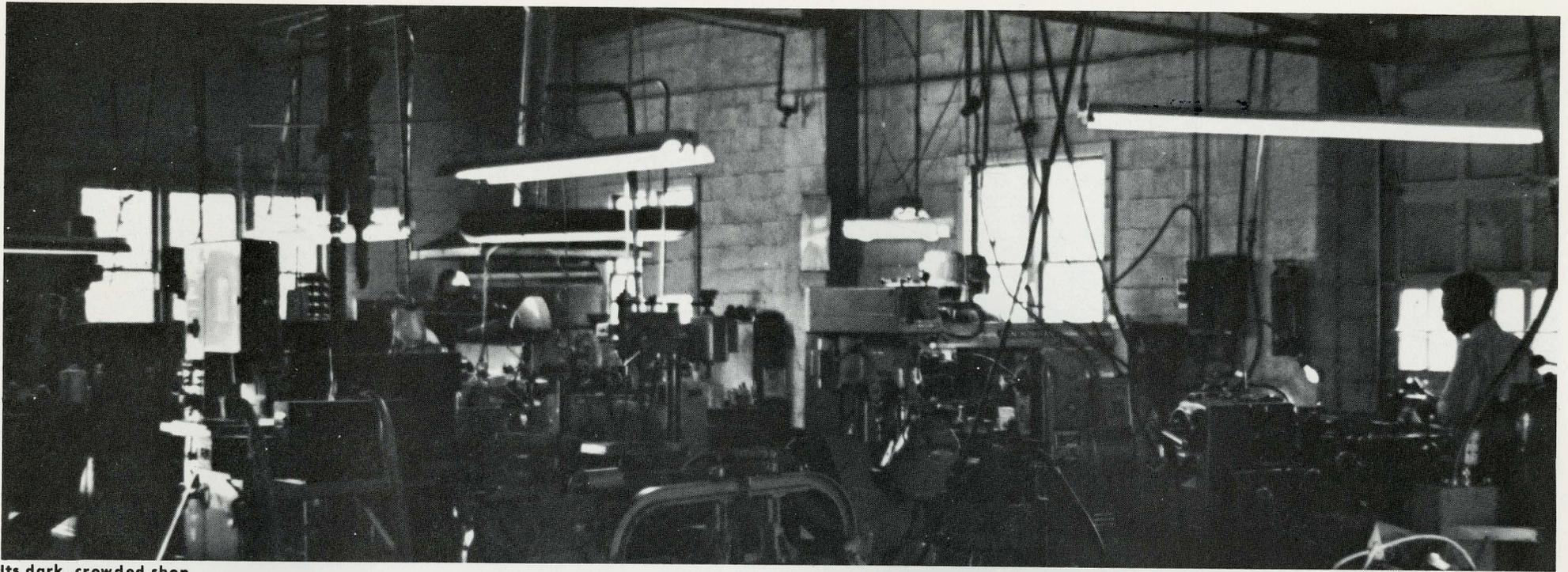
Excluded from the project area are Douglass High School and its expansion area east of Eastern and south of Northeast 10th.



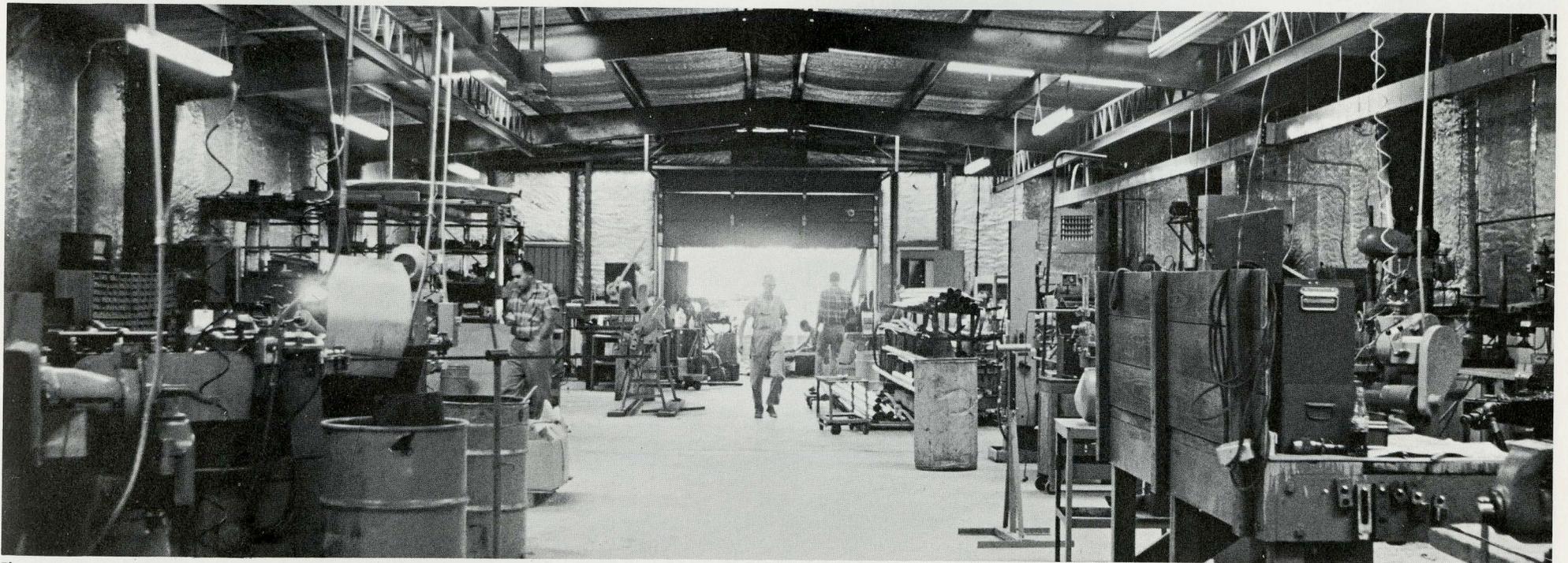
One firm's old home.



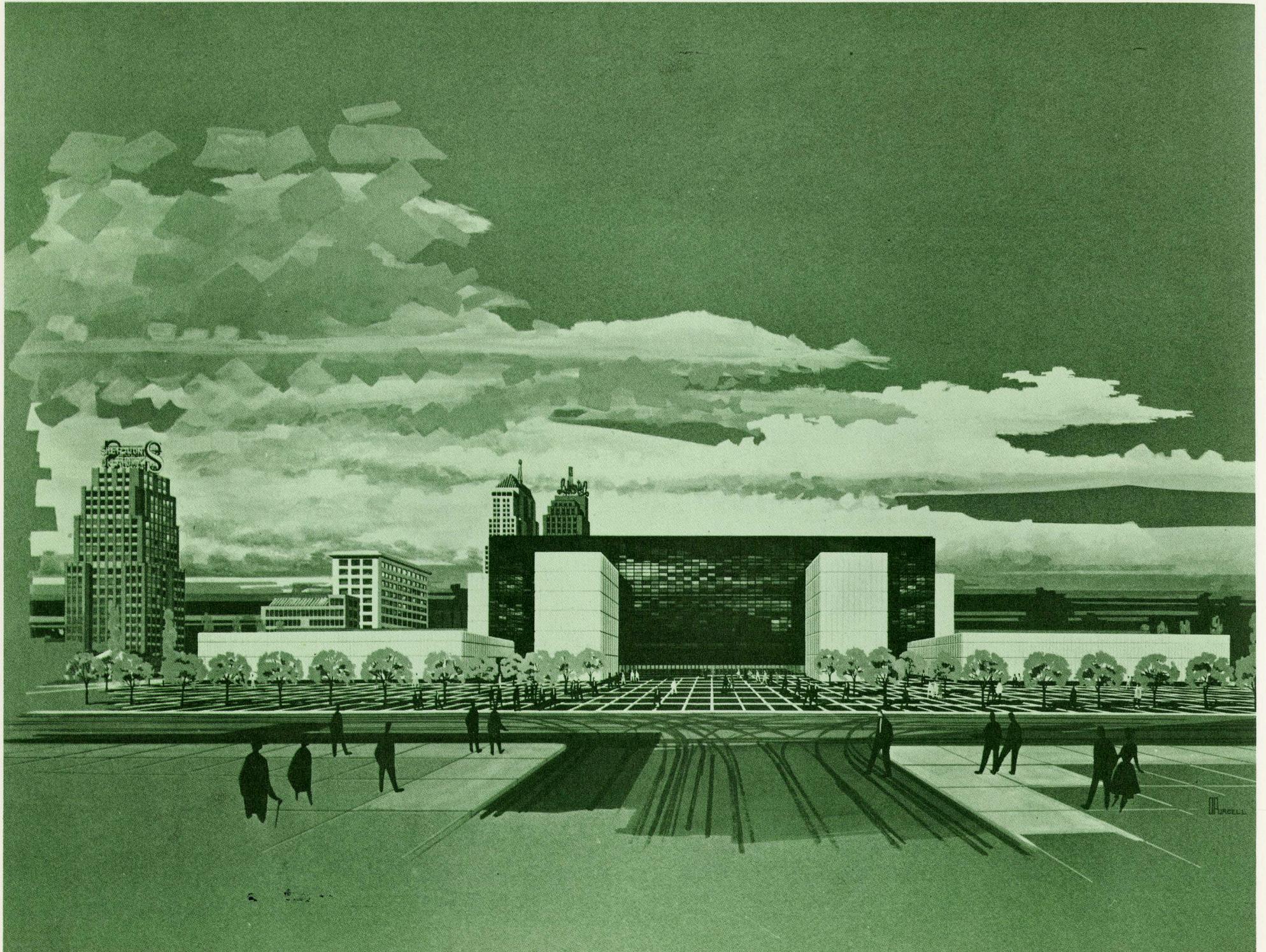
The spacious, new home.



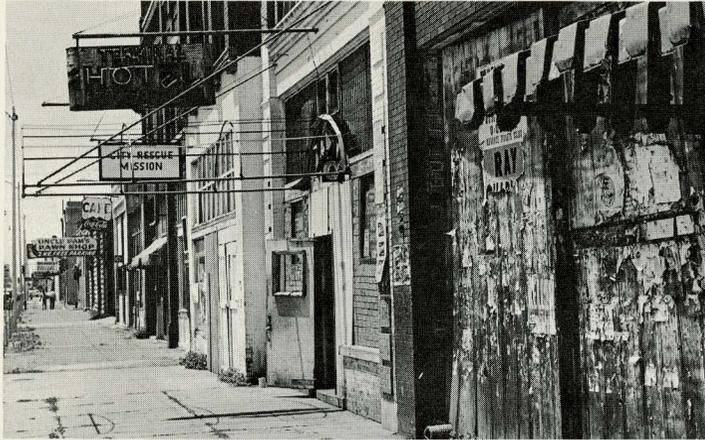
Its dark, crowded shop.



The new shop after urban renewal helped company move.



Architect's drawing of convention center.



Downtown today.



First bricks fall in ceremony symbolizing start of downtown renewal activity. Mayor James Norick removes brick from building in Mummers site as former mayor George Shirk looks on.

Few urban renewal programs anywhere have attracted the attention or stirred imaginations as strongly as the General Neighborhood Renewal Plan for the redevelopment of downtown Oklahoma City.

Project 1-A, the first, \$48 million phase of this plan, was approved by the City Council in December and forwarded to the Department of Housing and Urban Development for its review. Approval is hoped for before the end of this calendar year.

Meanwhile, however, activity in the project already is under way. The federal government in March authorized the Urban Renewal Authority to proceed with the purchase of three key sites in the area, provided local funds were made available for the purpose. HUD authorized the spending of up to \$8.9 million for urban renewal activities in the three sites, with the money to be reimbursed from project funds after 1-A is approved.

The three sites are the block bounded by Sheridan, Hudson, California and Walker, intended as the location of a new repertory theater; the site of a 15,000-seat Convention Center, four blocks bounded by Reno, Robinson, Sheridan and the Santa Fe Railroad right-of-way, and the land for a 30-to 40-story office tower and plaza in the block between Main and Park Avenue immediately east of Broadway.

The Urban Action Foundation of Oklahoma City, a private, non-profit group dedicated to the betterment of the community, enabled the land purchases to begin. It underwrote the necessary expenditures, as it had done in several renewal projects, for the purchase of the theater site. Negotiations for this block, which Mummers Theatre, Inc., proposes to develop, began early in July.

In the meantime another redeveloper, the Park Avenue Plaza Corp., was given a green light to begin construction of the office tower. The corporation already owns enough property in the site to accommodate the building.

The City Council has approved preliminary plans for the Convention Center, which is expected to cost around \$18 million. It will have 1,260 underground parking spaces, part of the more than 8,000 to be provided in Project 1-A. The appraisals of property and negotiations for purchase of this site are awaiting a go-ahead from the Council.

Project 1-A occupies about 138 acres in the southeast corner of the central business district. Bordered on the south by Interstate 40 and the east by the Santa Fe tracks, it extends north between the tracks and Broadway to Northeast 4th Street. The western boundary is irregular, extending as far west as Walker at one point to take in the repertory theater site.

In addition to the theater, Convention Center and office tower and plaza, major redevelopment in Project 1-A will include a new retail area in the block between Main and Sheridan on the east side of Broadway, a bus terminal and parking structure immediately south of the Convention Center and acquisition of about the first three blocks of land for the Cultural and Recreational Park west of the Convention Center between Sheridan and Reno.

A new, six-lane thoroughfare is to be constructed along the west side of the Santa Fe right-of-way; other streets will be widened; the jog in Robinson at Sheridan is to be eliminated, and other major street improvements will speed traffic flow and provide landscaped open space.

Project 1-A

Urban Renewal = Human Renewal

Oklahoma City's total approach to urban renewal has as its foundation the policy made clear by Housing and Urban Development Secretary Robert C. Weaver: "adequate, humane and sympathetic treatment" of the people affected.

The Oklahoma City Urban Renewal Authority this year became one of the first renewal agencies in the nation to set up a Community Relations Department. Headed by Director Matthew A. Mason, the department's basic function is to inform every individual within every project of how urban renewal will affect him, and to provide help for every person who needs it.

In each project are a Community Relations supervisor and several counselors who spend their time in the field, calling upon each resident to help give him a clear understanding of urban renewal, learn of his problems, refer him to the proper agency for assistance, if needed, and to follow up later to make sure help has been provided.

Whether his needs are in the field of education, job placement, child care, health, home management or other areas, the Community Relations Department, working with other local and state agencies, will provide assistance.

Another example of OCURA's emphasis on human renewal is the service supplied businessmen of project areas by the Business Research Center of Oklahoma City University.

This program, pioneered by Oklahoma City, offers each business help in the fundamentals of buying, marketing, bookkeeping and other aspects of merchandising. If a business must be relocated, expert counselors will work with the owner in finding the best site and helping him adjust to the new location and changed market conditions.

Through the use of its computers, OCU also maintains a current inventory of relocation resources for businesses, families and individuals, another "first" in urban renewal.

Many families to be relocated from slum areas will, for the first time, be living in homes equipped with indoor plumbing, modern kitchen appliances and other conveniences. To help them adjust to the better environment, OCURA and the Community Action Program have inaugurated another new program.

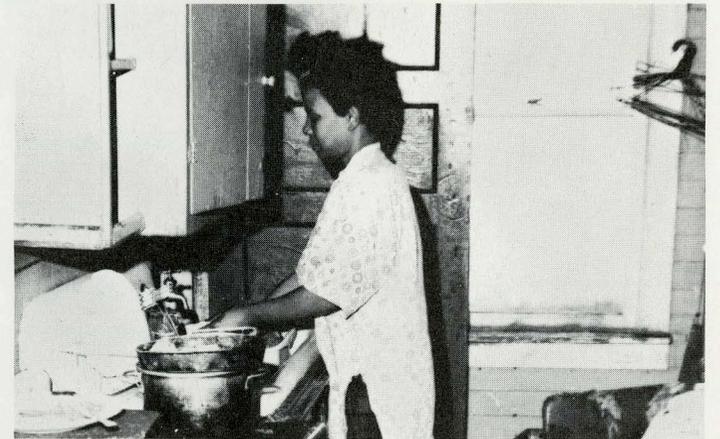
Many of these families, before moving to their permanent homes, will live for a week or so in demonstration houses leased to CAP by the Urban Renewal Authority. CAP personnel will instruct each family in the proper use and care of a modern home. Community Relations counselors will provide follow-up services for the families after they move to their permanent homes.

Other counselors, members of the Relocation Department, also work in the field with every family, single person and business that must be relocated. These staff members help identify problem areas and work closely with the Community Relations Department and with service and welfare agencies.

To help keep project residents informed of renewal activities affecting them, OCURA's Public Information Office publishes a monthly newsletter, "The Renewal Reporter," that is distributed door-to-door throughout the University Medical Center project and most of JFK.



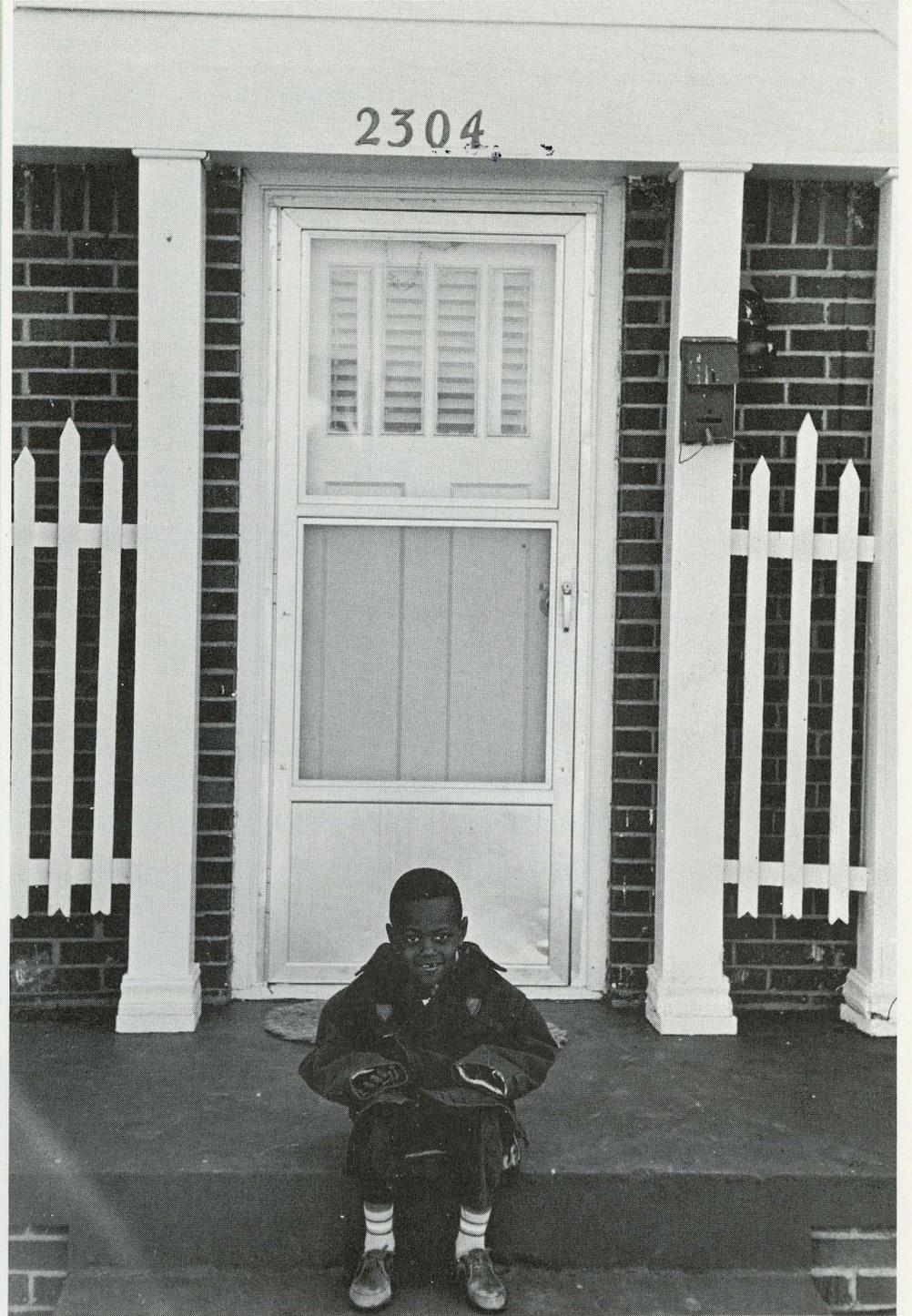
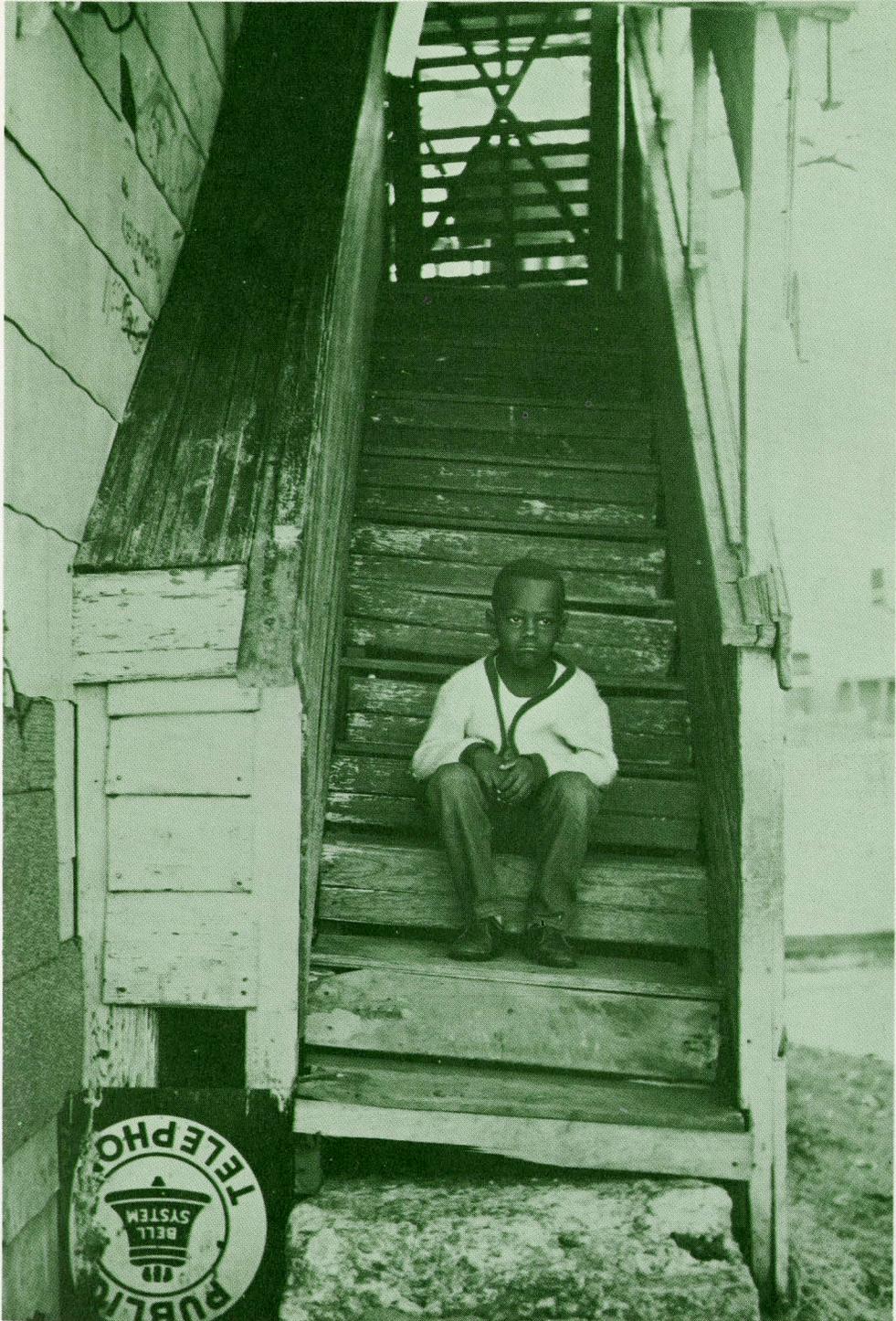
Business Relocation Counselor Ralph Bradshaw discusses move with downtown businessman.



Human renewal moved this woman from here. . .



. . . to here.



Human renewal made it possible for this little boy to leave a slum apartment and move to an attractive three-bedroom home.

Operationally Speaking. . .

The appointments of a commissioner, a new director and of other key personnel have highlighted expansion of the OCURA staff during the last year.

W. M. Harrison was named chairman of the five-member Board of Commissioners in January upon the retirement of Ralph L. Bolen, a commissioner since 1963. The mayor appointed Harvey P. Everest to the board to replace Bolen. Other members are Dr. F. D. Moon, vice chairman; C. Harold Thweatt, secretary, and Jim Lookabaugh.

James T. Yeilding, the Authority's first executive director, resigned effective November 1 and was replaced temporarily by Dowell Naylor, executive director of the Urban Action Foundation of Oklahoma City. In January, the board appointed as permanent executive director James B. White, former general counsel of the Oklahoma City Chamber of Commerce.

Horace Huskerson, formerly with the regional office of the Department of Housing and Urban Development in Fort Worth, was named deputy director at the same meeting.

Other department heads who have joined the staff during the last year are W. R. Walker, operations coordinator; Raymond P. Parr, relocation officer; Matthew Mason, director of community relations; Joe E. Parris, personnel director, and Joe Simmons, coordinator of the University Medical Center Project. Simmons replaced Delmas C. Jackson Jr., who took over direction of the John F. Kennedy project.

With more than \$77 million in projects under way or awaiting final approval, the OCURA staff has expanded steadily, and more space was required in both the central and project offices. Additional area was leased in the 22 Park Avenue Building, and the University Medical Center project staff moved from 601 NE 5th Street to 601 North-east 8th, a former parochial school building.

The JFK project staff also is housed temporarily in the 8th Street office until field headquarters can be obtained in the JFK project.

Another operational milestone was passed this year when the Oklahoma Supreme Court upheld the constitutionality of the state's Urban Redevelopment Law. Two suits — one against the Tulsa Urban Renewal Authority and one against OCURA — had been consolidated in this case. The plaintiffs have filed a petition for a writ of certiorari as the first step in seeking a review by the U.S. Supreme Court.

The outcome of a third anti-urban renewal suit, filed by S. D. Rorem in Oklahoma City, hinges on the final decision in the other two cases.

A declaratory judgment suit involving the Oklahoma Natural Gas Co. is expected to come to trial soon in the District Court of Oklahoma City. This case will determine the liability for the cost of terminating gas service connections to property purchased by OCURA.

Several condemnation suits for the acquisition of property in the University Medical Center project also are pending in District Court. A number of these were required in order to clear titles to the property, and less than 2 per cent of the property purchases in the area so far have required the use of eminent domain.



James B. White,
executive director



Horace Huskerson,
deputy director

ACKNOWLEDGEMENTS

The Oklahoma City Urban Renewal Authority owes its thanks to a number of individuals and organizations for their help in planning and executing urban renewal activities in Oklahoma City.

Special thanks for financial assistance and cooperation are due Secretary Robert C. Weaver of the Department of Housing and Urban Development; Don Hummel, assistant secretary for renewal and housing assistance; Robert E. McCabe, deputy assistant secretary for renewal and housing assistance; William W. Collins Jr., administrator of HUD's Region V; Leonard E. Church, deputy administrator, Region V; Jack D. Herrington, assistant regional administrator for renewal assistance, Region V; H. Earl Rosamond, assistant regional administrator for program coordination and services division, Region V, and to their respective staffs.

Others to whom OCURA is indebted include the City Council, the office of the city manager and its staff, the Oklahoma City Chamber of Commerce, the Urban Action Foundation, University Medical Center officials and staff, the Capitol and Medical Center Improvement and Zoning Commissions and the Oklahoma Health Sciences Foundation.

Also due thanks are the consultants for the various projects. They include I. M. Pei and Associates, Carter and Burgess, Barton-Aschman Associates, Morton Hoffman and Co., the Oklahoma City University Business Research Center, Larry Smith and Co., Edith Rogers and the Thompson Engineering Co.



The Board of Commissioners in session.

**Consolidated
Balance Sheet
as of June 30, 1967**

	Okla. R-20 University Medical Center	Okla. R-30 Central Business District 1-A	Okla. R-35 John F. Kennedy	Okla. City Urban Renewal Authority
ASSETS				
Current Assets:				
Cash in Bank	\$ 40,348.13	\$ 1,325.75	\$ 303,147.28	\$360.74
Accounts Receivable:				
Revolving Fund (Joint Activities)	\$ 45,499.00	\$ 4,000.00	\$ 40,000.00	-----
Relocation Grants Tenants	90,655.96 9,852.05	----- -----	3,908.25	----- -----
Other	109.70	564.00	35.00	-----
Total Accounts Receivable	\$ 146,116.71	\$ 4,564.00	\$ 43,943.25	
Total Current Assets	\$ 186,464.84	\$ 5,889.75	\$ 347,090.53	\$360.74
Investments Held:				
U.S. Treasury Bills (At Cost)	\$ 549,315.74	-----	\$3,840,682.54	-----
Project Costs to Date	\$5,167,279.54	\$668,429.46	\$ 647,033.07	-----
Relocation Payments	\$ 156,137.96	-----	\$ 3,908.25	-----
Rehabilitation Grant Costs	\$ 14,843.00	-----	-----	-----
TOTAL ASSETS	\$6,074,041.08	\$674,319.21	\$4,838,714.39	\$360.74
	Okla. R-20	Okla. R-30	Okla. R-35	Okla. City Urban Renewal Authority

	Okla. R-20	Okla. R-30	Okla. R-35	Okla. City Urban Renewal Authority
--	------------	------------	------------	--

LIABILITIES AND CAPITAL

Current Liabilities:

Accounts Payable	\$ 36,711.13	\$ 17,789.67	\$ 36,161.09	----
Trust & Deposit Liabilities	14,792.68	----	29.49	----
Total Current Liabilities	\$ 51,503.81	\$ 17,789.67	\$ 36,190.58	----

Accrued Interest Payable:

To Department of Housing and Urban Development - Advances	----	\$ 35,498.54	----	----
To Others	\$ 4,565.23	----	\$ 6,596.69	----

Advances and Loans Payable:

To Department of Housing and Urban Development - Advances	----	\$621,031.00	----	----
To Others	\$3,339,972.00	----	\$4,792,018.87	----

Uncommitted Fund Balance	----	----	----	\$360.74
--------------------------	------	------	------	----------

Capital:

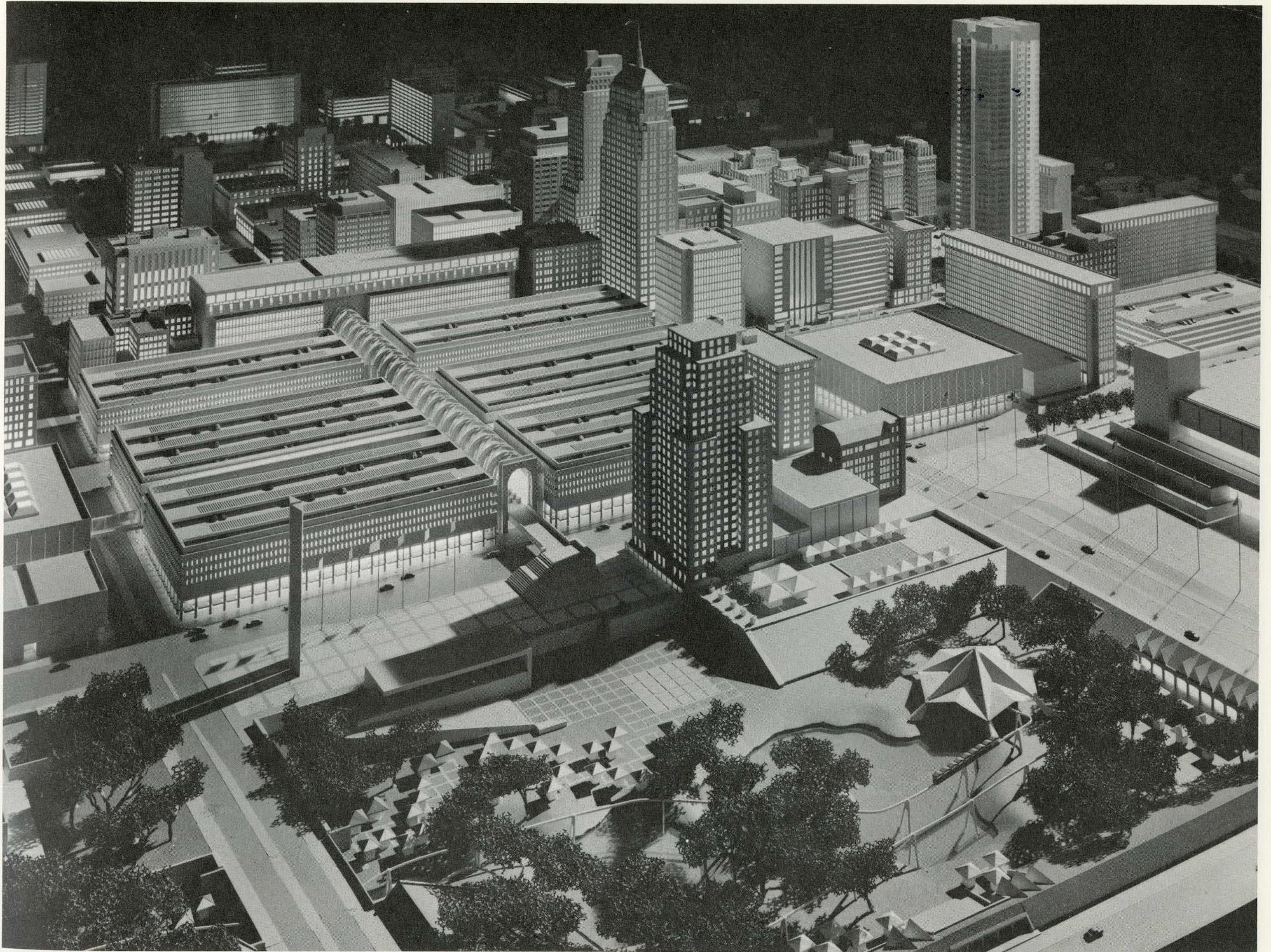
Local Cash Grants-In-Aid	\$ 408,844.08	----	----	----
Project Capital Grant	\$2,113,018.00	----	----	----
Relocation Grant	156,137.96	----	\$ 3,908.25	----

TOTAL LIABILITIES &
CAPITAL

	\$6,074,041.08	\$674,319.21	\$4,838,714.39	\$360.74
--	----------------	--------------	----------------	----------



Your central business district as it looks today.



The same area in Pei's Oklahoma City of Tomorrow.

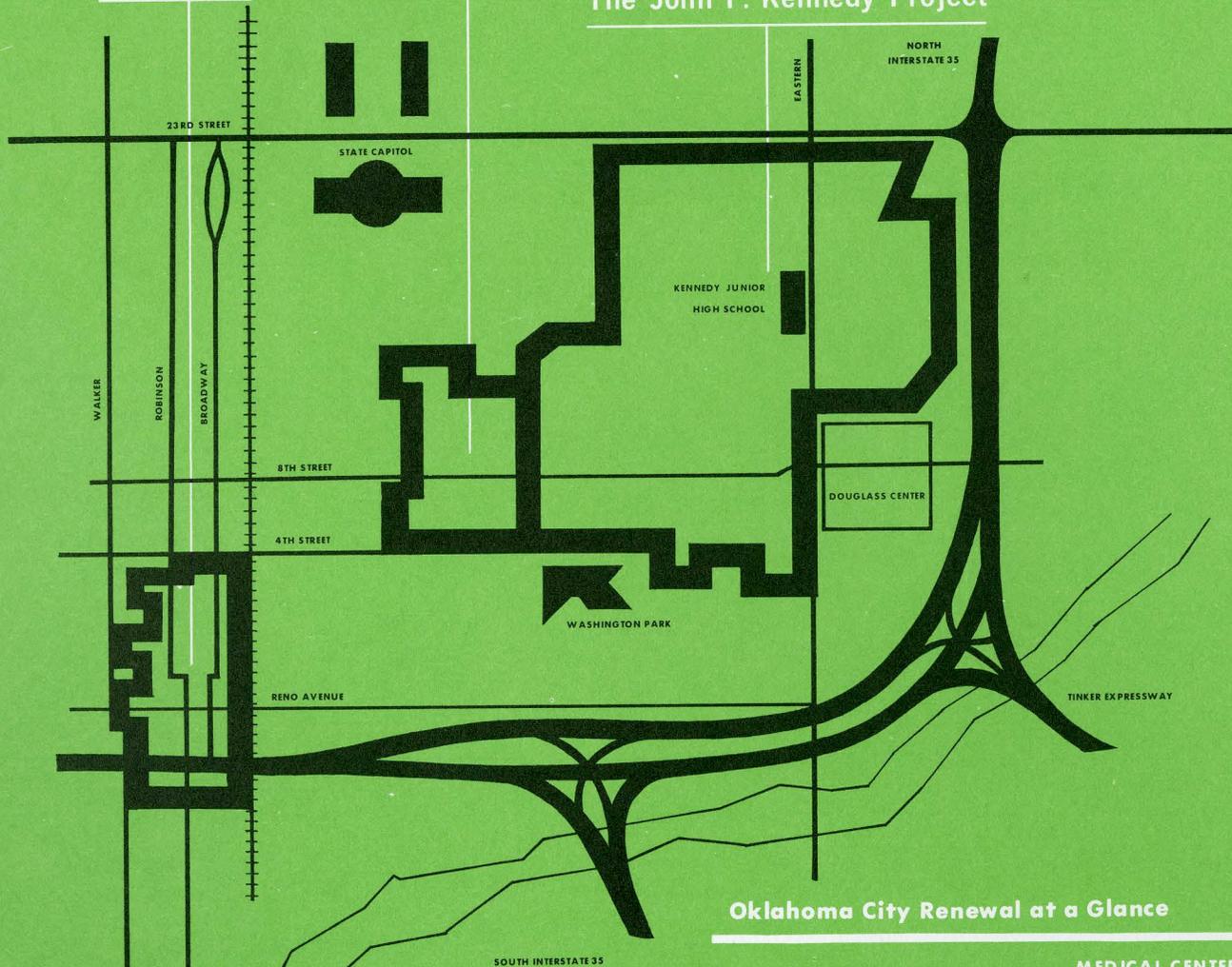


Community Relations Counselor John Dungee talks things over with family in JFK project.

The University Medical Center Project

Project 1-A

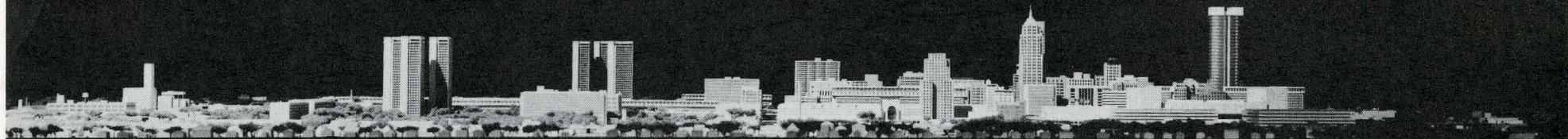
The John F. Kennedy Project



Oklahoma City Renewal at a Glance

	MEDICAL CENTER	JOHN F. KENNEDY	1-A	TOTALS
Size in acres	240	1,258	138	1,636
Net cost	\$8,403,128	\$20,987,955	\$48,097,702	\$77,488,785
Total buildings	1,343	6,028	427	7,798
Standard buildings	198	1,095	95	1,388
Buildings to be rehabilitated	256	2,898	20	3,174
Buildings to be purchased	889	2,035	346	3,270
Families to be relocated	815	1,573	97	2,485
Individuals to be relocated	332	563	806	1,701
Businesses to be relocated	150	197	524	871

CITY OF TOMORROW



OKLAHOMA CITY URBAN RENEWAL AUTHORITY

22 PARK AVENUE OKLAHOMA CITY, OKLA., 73102

PHONE CE 5-3771