



“What Do You Think” Greater Tulsa Association Realtors (GTAR)? April 24, 2007

On April 24, [Pat Treadway](#) and [Martha Schultz](#) met with the Urban Affairs Committee of the Greater Tulsa Association of Realtors (GTAR). GTAR is an organization serving more than 4000 real estate sales associates and brokers in northeast Oklahoma through training and education programs and multiple listing services.

Here's what they had to say.

What does Tulsa most need to achieve?

1. Support development of infrastructure
2. Catch up, then stay ahead of infrastructure development
 - a. Capital improvements
 - b. Find ways to speed up financing of infrastructure
3. Overall development
 - a. Capitalize on the Arkansas River
 - b. Activities on both sides of the river
4. Regional presence of the City
5. Economic Development
 - a. Work on getting education up to speed for young folks
 - b. Need qualified applicants for good jobs
 - c. Availability of appropriate training for the local economy
6. Cooperation between public schools and City government
7. Cooperation between the City and the community
8. Need an annexation policy
 - a. Guidance/guidelines
9. Cooperation with other cities in the area, specifically regarding:

- a. Transportation (roads, rail, transit)
- 10. Understand how people make housing choice decisions
 - a. People
 - b. Schools
 - c. Types of housing, housing features (size, floor plans, etc.)
 - i. Works with negative views of schools
 - ii. 4 out of 5 buyers are local
 - iii. Local buyers often move to another school district
 - iv. Realtors need to do their part to inform buyers about housing opportunities, other assets within the City of Tulsa
 - d. People vote with their feet!!
- 11. Growth
 - a. Who do we want to be?
 - b. Do we want quality of life and what does that look like?
 - c. How far do we go with growth? We don't necessarily want to become another Dallas.
- 12. Airport
 - a. Needs to be an air traffic hub, to make it easier to get in and out of Tulsa
 - b. More direct flights
 - c. Make the airport better
- 13. Improve Tulsa by working on these things as goals:
 - a. Remove trees; some areas along the River have ugly trees that need to be removed
 - b. City should be well-maintained
 - c. Water in the Arkansas River
 - d. Family-oriented
 - e. Safe city
 - f. Variety of arts
 - g. Healthy and prosperous
 - h. Sports
 - i. Friendly people
 - j. Manageable city
- 14. Infill development is our future!
 - a. Work on it and promote positive infill development
- 15. Tulsa needs to be **A TOWN WITH CLASS!**

What are Tulsa's most valuable or important assets?

16. The Arkansas River
17. Surplus property at airport, suitable for development
18. People like Tulsa

What are Tulsa's most critical issues, problems, or concerns?

19. Infrastructure needs
 - a. Mass transit
 - b. Roads
 - c. Water
 - d. Sewer
 - e. Drainage
 - f. Funding
 - g. Capital improvements
20. Work the River Parks all along Riverside Drive
 - a. Make it look better now
 - b. Maintenance/upkeep
 - c. Additional improvements
21. Improve downtown
 - a. More housing
 - b. More attractive as a place to work
 - c. More attractive as a place to live
 - d. Keep young folks here
22. Downtown development
 - a. Mass transit/rail?
 - b. Address what it will be for the future
 - c. How are people making decisions about being downtown
23. Our City needs to try harder
 - a. We have an "image" problem
 - b. How to turn around this problem
 - c. Tulsa Public Schools (TPS) needs to market its accomplishments, contributions, and successes more effectively. There are outstanding opportunities for students in TPS, but the District does not capitalize on them.
24. North Tulsa should be worked as an asset

- a. Available land makes it okay for redevelopment
 - b. Need to change some perceptions; we (GTAR) need to work on this.
- 25. Competing with suburban schools and the other good things they have (shopping, etc.)
- 26. Quality of schools – physical infrastructure
 - a. Physical condition of schools conveys neighborhood health; improvements here mark the start of neighborhood turnarounds
 - b. Aging TPS facilities have negative effects on neighborhoods and housing, and place the areas at a great disadvantage
 - c. TPS should market the upgrades already implemented