



**“What do You Think”?
Home Builders Association
Developer’s Council
April 10, 2007**

On April 10, [Pat Treadway](#) and [Martha Schultz](#) met with the Developer’s Council of the Home Builders Association (HBA) of Greater Tulsa. The HBA is a an organization of more than 1,000 members, whose mission is to advocate the home building industry while promoting ethical business practices and standards. In addition, the HBA supports the community through education and philanthropic efforts. Here’s what they had to say:

What does Tulsa most need to achieve?

1. Tulsa needs to aspire to greatness.
 - a. We can be and should be special.
 - b. Get back to the glory years, as when we were “The Oil Capital of the World”, the “gem of the prairie”.
 - c. Don’t settle for being classified with cities like Wichita, KS, for example.
2. Need for more industrial diversity
 - a. To stabilize the economy, avoid economic ups and downs.
 - i. Example: Kansas City, with a more diverse economy
 - b. Draw more employers to Tulsa
3. Develop the River and other attractions, to draw people and business to Tulsa.
 - a. Example: San Antonio, which uses the river as a strong asset.
4. Eliminate or minimize barriers that carve up the city. Examples:
 - a. Arkansas River
 - b. Expressways such as I-244

5. Educational Excellence
 - a. In “glory years”, Tulsa and Oklahoma education surpassed the nation. Students moving in from either coast were held back a year, for example. This is no longer the case.
6. Encourage redevelopment/revitalization of older neighborhoods where needed.
 - a. Simplify the process or provide inducements/incentives to do this, particularly for neighborhoods closer to downtown.
 - b. Modernize the zoning code to facilitate redevelopment and revitalization as well as mixed-use development.
7. Expand upon the resources and assets that the City already has (example: University of Tulsa).
8. Infrastructure:
 - a. The City needs to “get in front” of capital improvements.
 - i. City needs great infrastructure to support the future.
 - ii. The current infrastructure needs to be upgraded.
 - b. Upgrade arterial streets to a standard level.
 - c. Develop a fixed assets inventory for the City.
 - i. Need better communication between city departments to keep them better informed about what is going on.
9. Tulsa should become a better partner with neighboring cities
 - a. Transit/light rail would be a good opportunity for this

What are Tulsa's most valuable or important assets?

10. The River
 - a. Needs water, via dams, other improvements
 - b. Plans need to be implemented
11. Strong downtown would be/should be an asset
 - a. Attractions, living spaces, markets.
12. People/leaders and philanthropic individuals
 - a. Example given of Fort Worth, TX, whose revitalization can be largely attributed to private individuals and families.
13. Well-educated work force
14. Higher education in Tulsa
15. High technology and related businesses

- a. Need to be further capitalized, promoted and developed in order to keep workers and attract others.
16. Strong employers
17. Strong, creative proposals on record for River development.
- a. Action is required.

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

18. Leadership issues
- a. We need leaders who:
 - i. Will support ways to fund progress
 - ii. Have a will to implement solutions.
 - b. Leaders need to use the tools available, such as TIFs, etc.
 - c. Willingness of both the leadership and the community to look at and embrace change.
 - d. Get the right plan in place to provide predictability and avoid/minimize conflict
19. Conflict between homeowner groups and the development community
- a. Determine the cause of this ongoing problem
 - b. Work with neighborhoods in advance
20. Engage South Tulsans in “all of Tulsa” dialogue
- a. Balance critical venues across the city
 - b. Find out what is wanted and needed
 - i. In the south, for example
 - ii. For the common good
21. The River can provide cohesion in the region.
- a. Water in the River - with low-water dams, etc. – Visual, aesthetic feature.
22. It's good to THINK BIG. Don't be afraid of this.