

OVERALL SITE PLAN



IRONWORKS BUILDING ADAPTIVE REUSE

Scan or Click
for Fly-Through



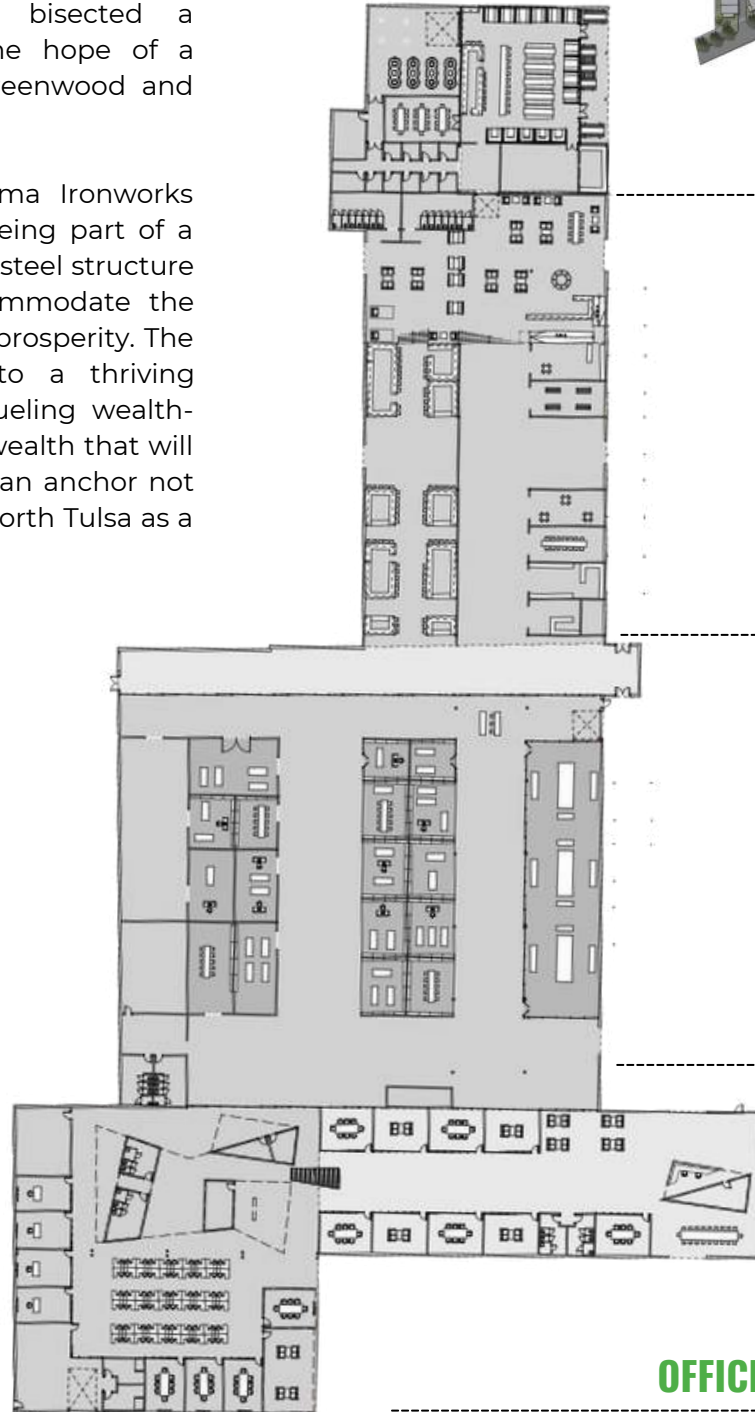
Why preserve and renovate the factory? The Oklahoma Ironworks building was “a witness” to both the flourishing, and the destruction, of a community. The will of a people contributed to a resurgence of Greenwood, only to be set back again by the construction of a highway that bisected a community. This proposal carries the hope of a renewal that finally gives back to Greenwood and North Tulsa and sustains its growth.

The Evans Fintube site and Oklahoma Ironworks building plays an important role in being part of a rebirth of a community. The expansive steel structure and surrounding buildings will accommodate the necessary amenities to fuel economic prosperity. The Factory will again be a witness to a thriving community, with a new purpose - fueling wealth-building as a conduit to generational wealth that will sustain prosperity. This time it will be an anchor not just for the development site, but for North Tulsa as a whole.

The factory finishes, clad in glass and brick, supported by steel, inform the finishes of the surrounding buildings, creating a cohesive palette in support of the project’s mission.



***SEE APPENDIX A FOR VERTICAL
PROGRAMMING TABLES**



**RESTAURANT/
BREWERY**

**FOOD HALL +
RETAIL**

MAKERSPACE

OFFICE + INCUBATOR

IRONWORKS BUILDING ADAPTIVE REUSE

RESTAURANT / BREWERY

The Northmost zone is a Restaurant / Brewery which could have the capacity to seat and hold around 150 occupants. Its orientation and design connect visually to the BMX site via a floor-to-ceiling glazed opening to the north and ample patio seating along the east and west sides.



*Representational Image - Surly Brewing Co, MN



COMMUNITY THEMES

ADDRESSED:

- Entertainment
- Black-owned Businesses
- Economic Opportunity

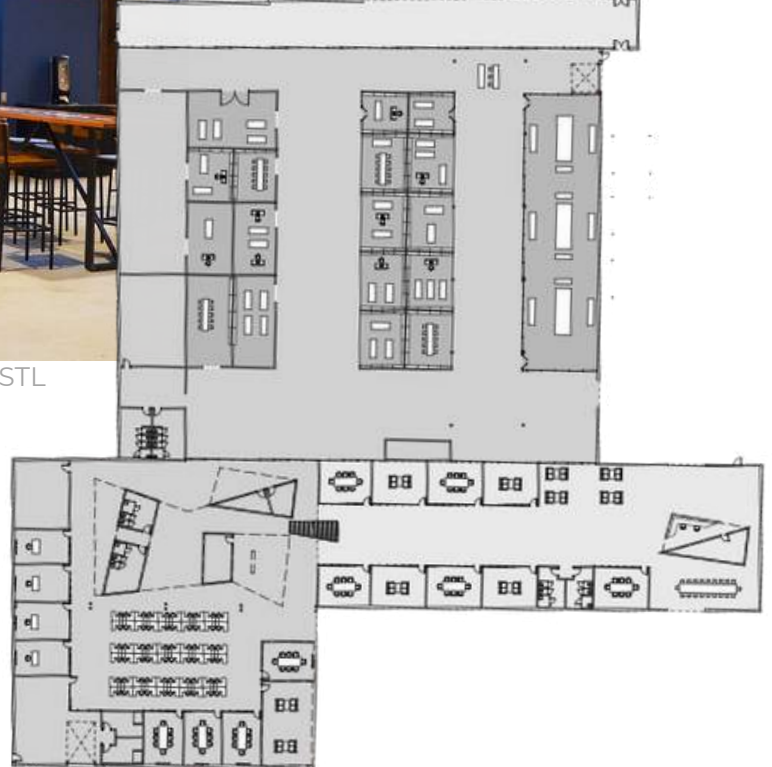
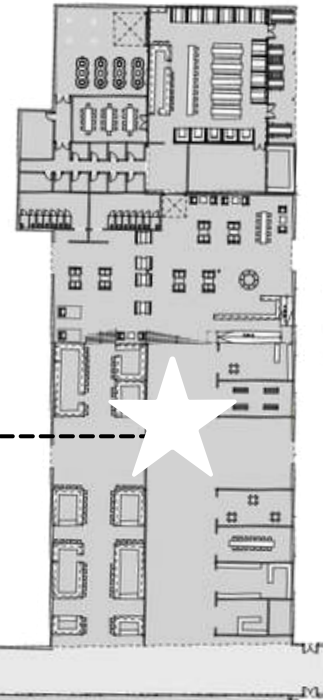
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FOOD HALL + RETAIL

At the heart of every home is a kitchen with some yummy food for sharing and some common time for spending together. This is that place. Lounge seating buffers the Brewery from the Food & Retail space. The western edge provides the opportunity for almost 7,000 sf of potential food vendors, including space for lactation rooms. Six tenant stalls flank the eastern edge, with views out to the core of the site. The center spine of this area is flexible for a myriad of events and pop-up spaces.



*Representational Image - The Foundry Food Hall STL



COMMUNITY THEMES ADDRESSED:

- Retail
- Mother Road Market Equivalent
- Small Business Support
- Black-owned Businesses
- Economic Opportunity

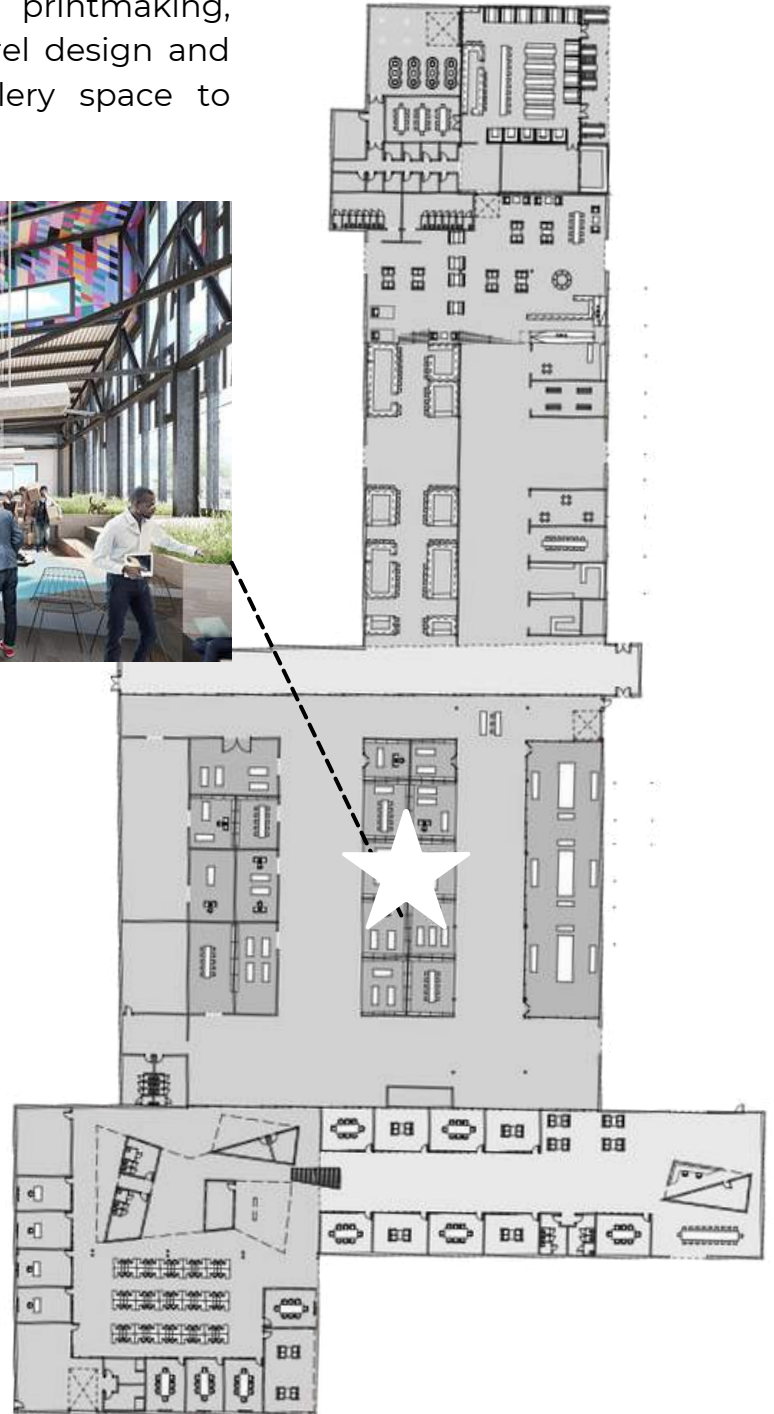
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MAKERSPACE + GALLERY

Just under 40k square feet is a Makers Delight: ample daylighting pouring overhead, studios for a variety of making types - musicmaking, printmaking, screenprinting, arts and ceramics, apparel design and textiles, 3D printing, etc - and a gallery space to showcase and show off.



*Representational Image - Kearny Point, NJ



COMMUNITY THEMES ADDRESSED:

- Entrepreneurship
- Creative Space
- Galleries
- Music/Podcasts
- Black-owned Businesses

IRONWORKS BUILDING ADAPTIVE REUSE

OFFICE + INCUBATOR

The offerings of workspaces are varied and provide individuals or groups the opportunity to connect and grow. In addition to state-of-the-art workspaces is 24hr Technogym access and private garden access - a space to stretch the mind, body, and spirit while on the grind.



*Representational Image - New Lab, Brooklyn



COMMUNITY THEMES ADDRESSED:

- Entrepreneurship
- Wealth Creation
- Mentorship
- Small Business
- Financial Literacy
- Black-owned Businesses

**HISTORIC
PRESERVATION
DESIGN APPROACH**

HISTORIC PRESERVATION DESIGN APPROACH - OKLAHOMA IRON WORKS BUILDING

The Oklahoma Iron Works building is defined by its industrial character – dramatic steel trusses, open interior floor plates, fireproof brick and metal wall cladding supplemented by extensive multi-light glazing to provide light and ventilation to the interior. Other features historically supported and communicated the character and function of the property. A railroad spur arced up from the south splitting in two to run along the east and west sides of the building. To the east of the spur sat a series of small, secondary buildings (now demolished) constructed of steel and brick.

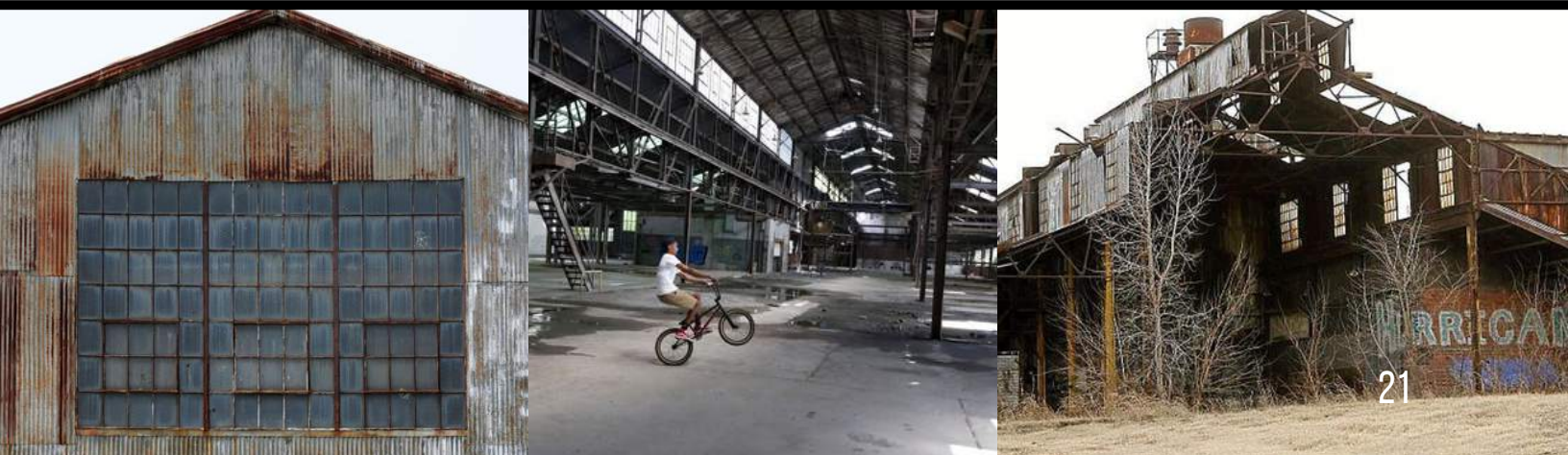
The existing materiality includes structural concrete flooring throughout, masonry loaded wainscoting, several overhead and man doors, safety glazing in non-thermally broken steel frames, equipment mezzanines and steel structure that in some areas is roof structure and in others is for equipment like cranes.

The beauty of this structure is the magnitude in which it exists. The Iron Works Building occupies approximately 100,789 sf at around 608 linear feet of building. Our efforts include both maintaining the experience of being in such an expansive space and upgrading elements to current-day performance standards.

The most invasive component to our buildout will be the plumbing that needs to be trenched. All other services, when possible, will run overhead.

In an effort to maintain the historic designation for this building, we will be replacing parts and pieces as it concerns the performance of the building and not the aesthetic.

The concrete flooring will need to be buffed to office quality standards, any exposed brick will need to be tuck pointed and, wherein food-related spaces, sealed. The glass will be either refurbished or replaced, for thermally broken glazing. The metal panel walls and roof will be replaced with insulated metal panels and rated appropriately to their location. Where required to achieve performance, the structural system will be upgraded, reinforced, or repaired.



HISTORIC PRESERVATION DESIGN APPROACH - NEW CONSTRUCTION

New construction on a historic site is most successful when it follows one of two philosophies to guide its design: it can reflect the architecture and materials of the historic building, or it can complement but diverge from these elements. Both approaches are adopted for different areas of this project.

The first approach is applied at the southern end of the site where new rowhouse buildings will anchor the development along Archer Street with architecture that echoes the massing, materials, and design elements of industrial buildings from the early twentieth century. Their two-story flat-roofed forms, brick walls, and punched openings complement the vocabulary of the Oklahoma Iron Works building. Similarly, the small structures dotting the open green space to the immediate northeast use metal and glass as well as their scale and massing to create a direct link to the historic materials of the Oklahoma Iron Works building. The size and placement of these buildings preserve views of the historic building.

A larger, mixed-use structure is proposed at the northeast corner of the development site. This building takes the second design approach, using common materials in a wholly contemporary way to complement, yet distinguish itself from the historic building. The multi-story brick base with punched openings, the large expanses of glass in the upper stories, and the multi-level sloped roof that rises from the open plaza reinterpret the features that define the Oklahoma Iron Works building.



**STAKEHOLDER
ENGAGEMENT
+ MARKETING**

COMMUNITY ENGAGEMENT STRATEGY

The city of Tulsa, Oklahoma has among the strongest histories of African American achievement anywhere in our nation. In the early 20th century, the Greenwood neighborhood in Tulsa was one of the wealthiest Black communities in the United States. Thriving Black-owned banks, businesses, libraries, and schools, earned the area the nickname “The Black Wall Street”. Then in 1921, the infamous Tulsa race massacre saw the violent looting and burning of Greenwood by white mobs, leaving hundreds of African Americans dead and thousands homeless, along with tens of millions of dollars in property destruction. Decades of painstaking work rebuilding the area were upended with the sweeping “urban renewal” policies of the mid-century. As with many American cities in the 1950s and 1960s, urban renewal left neighborhoods of North Tulsa cut off by highways and isolated from downtown. Whole blocks of family housing were razed to create large industrial lots. Tulsa’s African American community has never fully recovered. Unfortunately, today, North Tulsa's predominately African American neighborhoods suffer from disproportionate levels of poverty, unemployment, and blight.

As the “gateway to Greenwood” the Evans Fintube site sits as the backdrop to history and the launching pad to development in the Northern quadrant of Tulsa.

Prior to the RFQ process beginning, Be Good Development Partners and team members began a process of discovery, listening, asset mapping and community engagement for the Evans Fintube site, and more broadly development in North Tulsa. Since 2020, local developer, Franchell Abdalla, has partnered in and with community to begin visioning again on development opportunities.



STAKEHOLDER INPUT

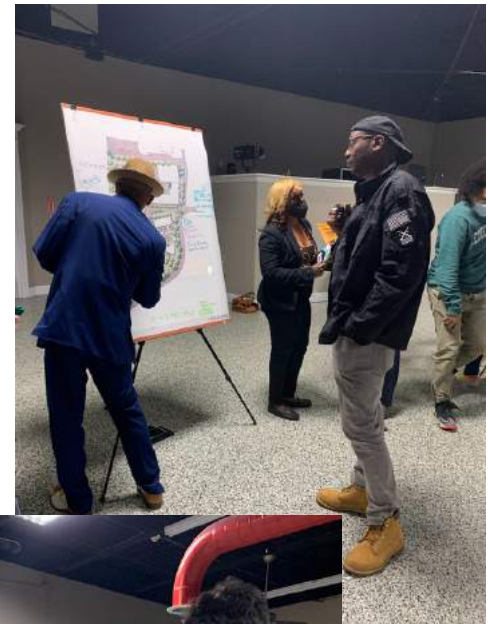
The BGDG team is committed to authentic and meaningful community engagement. In addition to the formal community meetings facilitated by the City of Tulsa/TAEO, we also took the initiative to meet one on one with community members and stakeholders throughout the development of our proposal.

We believe that this proposal provides the tools and infrastructure to accomplish the community's goals.

During the Community Meeting #2, our team provided the opportunity for the community to interact with our initial site layout, and write in their vision and hopes for the development.

Based on the takeaways from the City-provided memos, and the additional feedback that we directly gathered, we identified the following elements to be incorporated in the development:

- OWNERSHIP: "FOR US BY US"**
- REPLACING WHAT WAS LOST**
- SKILLED WORKER TRAINING**
- ENGAGING COMMUNITY'S YOUTH THROUGHOUT THE PROCESS**
- TEACH WEALTH-BUILDING TECHNIQUES**
- OUTDOOR CONNECTION SPACES**
- OPEN GREEN SPACES**



STAKEHOLDER INPUT

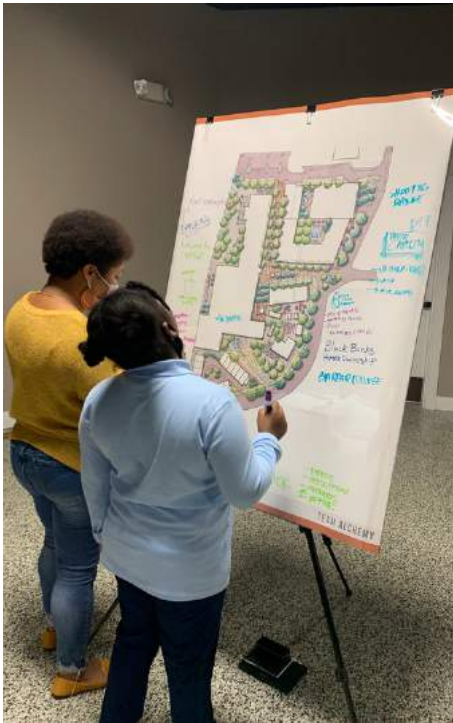
The goal of engagement is to center community voices and co-design a plan with visual representations of what the community needs and desires are for the site. Our team will combine education and research with culturally-focused engagement strategies to collaborate with a recruited tactical committee of residents and stakeholders to identify and actualize priorities, honor tangible and intangible cultural assets and heritage values, and document neighborhood memories and future visions to inform the site.

In order to implement the outlined goals and strategies, we intend to follow the Design For The Just City approach to design and engagement for this development within the first months of project commencement. This approach includes **reflecting** on the justice and injustice of the place, **aligning** values to create a shared vision, and **generating** innovative ideas on how to realize those values and combat injustice.

In addition to the series of City-led community convenings, BGDG met with the following individuals/organizations, which uniquely informed the development concept and subsequent site design:

- Members, District 1 Housing Task Force
- Nehemiah Frank, Descendant and Black Wall Street Times
- Black Wall Street Chamber of Commerce
- Tulsa Black Contractors Association
- John Rogers, Descendant and Ariel Investments
- Stevie Johnson & Ethiopia Habtemeriam, Fire in Little Africa/MOTOWN
- Theastre Gates, Planner and REBUILD Foundation
- Toni Griffin, DESIGN for JUST Cities
- Dr. Tiffany Crutcher, Terrence Crutcher Foundation
- Kristi Williams, Historian
- Members, Historic Greenwood District Main Street
- Bobby Eaton, KBOB Radio Station
- Jerica Wortham, Black Moon Collective
- Michael Reed, Former Tulsa Firefighter and Community Activist
- Ashli Sims and Michael Farber, Build in Tulsa
- Brandon Oldham and Lindsey Corbitt, Blueprint 918
- Host of other community members, activists, descendants and legacy families

STAKEHOLDER INPUT



If awarded, the project team will continue these previous engagement and outreach efforts, working in partnership with Blackspace Oklahoma and Standpipe Hill Strategies, to recruit individuals and stakeholders who have history and/or connection with the site area.

We will develop a recruitment process in collaboration with local members of the project team process and will select members that represent different aspects of the community. Of particular interest to our team will be the inclusion of descendants of the original Greenwood community. We will work with this tactical group through a multifaceted approach; utilizing cultural tools that allow each participant to weigh in on an area of need. Community engagement through this committee will be consistent throughout all phases of the project.



These elements inspired design themes that we incorporated throughout the development in both the programming and in the built environment.

PRODUCE/OWN

WORK/EARN

CREATE/EDUCATE

GATHER/MEET

PRESERVE/HONOR

EXPLORE/NOURISH

EARN/REPAIR

LIVE/THRIVE

PLAY/LIVE



Design For Just Cities

“

"WHEN WE TALK ABOUT JUSTICE IT IS ACTIVE—IT'S A VERB."

-JUST CITY ASSEMBLY PARTICIPANT

”

PHASING + TIMELINE

"A NEW, MULTIDISCIPLINARY AND SYSTEMS-LEVEL APPROACH TO BUILDING WEALTH
AND OPPORTUNITY WITHIN UNDERINVESTED PLACES, WHILE DRIVING CITY AND REGIONAL
ECONOMIC GROWTH AND DEVELOPMENT THAT CENTERS EQUITY AT ITS CORE"

— BROOKINGS INSTITUTE

PHASING + TIMELINE

COMMUNITY-ROOTED ECONOMIC INCLUSION WILL GUIDE BGD'S PHASED DEVELOPMENT APPROACH. INCREMENTALLY BUILDING ON THE SITE PROVIDES FOR GREATER PARTICIPATION OF SBE, MBE AND WBE BUSINESSES, DEVELOPERS, CONTRACTORS, CONSULTANTS, ENTREPRENEURS, COMMUNITY FOLKS AND OWNERS AT EVERY LEVEL. OUR GOAL IS TO BUILD LOCAL CAPACITY AND SPUR EQUITABLE, INCLUSIVE, SUSTAINABLE ECONOMIC DEVELOPMENT GROWTH FOR THE SECTOR AND THE REGION. OUR TEAM HAS THE PROFESSIONAL EXPERTISE, PROJECT EXPERIENCE AND COMMUNITY TRUST NEEDED TO UNEARTH GREENWOOD'S ALCHEMIC POSSIBILITY AND DEPLOY A MULTI-FACETED INNOVATIVE DEVELOPMENT APPROACH.

Phase I - \$44M

- Land Transfer (22-acres) to 1921 Community Land and Preservation Trust - To Be Formed
- Master Planning for Project Site
- In-depth Community Engagement focused on preservation and community-rooted economic inclusion (Participant-led and Financially supported by Master Developer)
- Site Prep and Infrastructure improvements (review of Environmental Assessment)
- Historic Renovation and Adaptive Reuse of Historic Oklahoma IronWorks Building, and Greenwood Innovation Hub
- Placemaking (BMX + "Deep Greenwood Crossing")

Phase II - \$130M

- Acquisition and land transfer of additional parcels of land, adjacent to site for future affordable, missing middle and workforce housing development
- Development of public outdoor and entertainment space
- In-depth Community Engagement focused on the entrepreneurial ecosystem and culture (Participant-led and Financially supported by Master Developer)
- Construction of commercial mixed-use verticals to include: retail, dining, and residential
- Hotel with 1st Floor Indoor Performance Venue (Public Use Building)

PHASING + TIMELINE

Phase III - \$40M

- In-depth Community Engagement focused on placemaking, spatial belonging and public space management (Participant-led and Financially supported by Master Developer)
- Development and construction of an elevated art, culture and community green space
- Reconnected/reintegrated neighborhood site, that's walkable, accessible, and proximate to BRT
- Work | Play | Stay Units
- Connectivity to Osage and Midland Trail
- Streetscaping (Independence-Madison; Archer-Madison)

Estimated TOTAL Project Cost: \$224M

***SEE APPENDIX C FOR DEVELOPMENT TIMELINE**