



# The Brady Arts District

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## A SMALL AREA PLAN

*An Amendment to the Tulsa Comprehensive Plan*

August 2012







## **ACKNOWLEDGEMENTS**

We would like to acknowledge the assistance of the Brady Arts District Owners Association, George Kaiser Family Foundation, Wallace Engineering, the ONEOK Ballpark Trust, Howell & Vancuren Landscape Architects, Selser Schaefer Architects, the Tulsa Beautification Foundation, the City of Tulsa Planning Division, SWA Group, Stonebridge Construction Consultants and other Tulsans who shared their expertise, feedback, and knowledge to make this small area plan and associated design guidelines and streetscape projects possible.

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## **OVERVIEW OF THE SMALL AREA PLAN**

The “Brady Arts District – A Small Area Plan” is comprised of three major document sections.

The first section is the Executive Summary containing the description of the Brady Arts District, area characteristics, vision, goals, actions, area context, and overall design guidelines compiled from the major study efforts conducted for the Brady Arts District area. The Executive Summary compiles in one section all policies and recommendations from the Brady Arts District planning studies.

Section two contains the “Brady Arts District – A Small Area Plan” report which includes the planning study process, history and description of the district, and recommended vision, goals, actions, and strategies for achieving the recommendations for the district.

The final section contains findings and recommended from the “Brady Arts District Streetscape – Summary Report” which includes overall development guidelines for the district’s streetscape elements including those for designated primary streets within the small area.



# The Brady Arts District

## A SMALL AREA PLAN

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### *EXECUTIVE SUMMARY*

August 2012





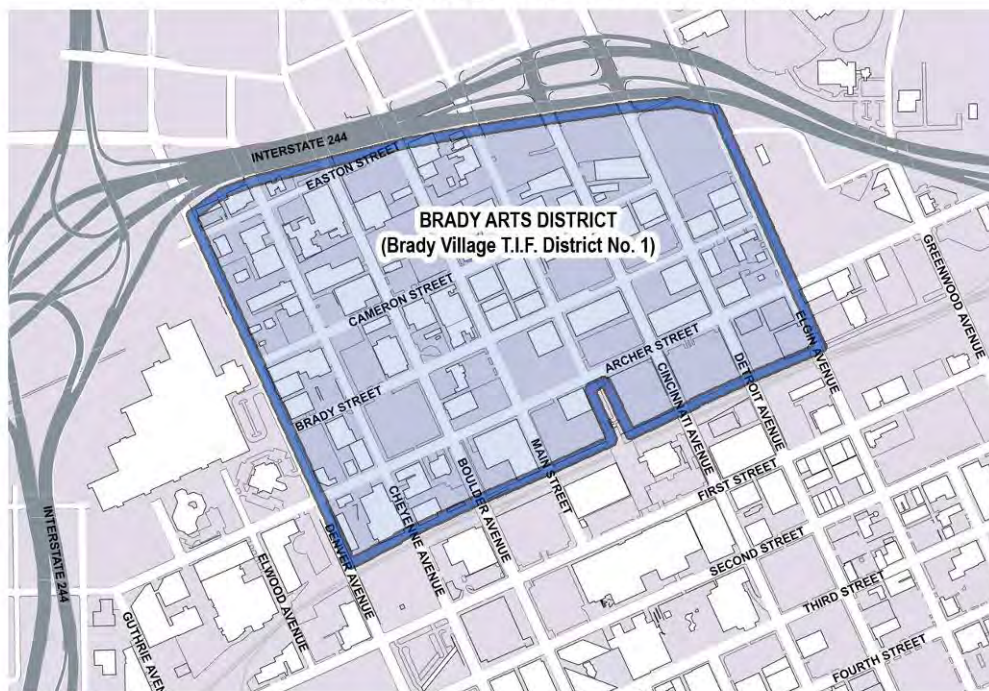
## EXECUTIVE SUMMARY

The following is a summary of the vision, goals, objectives, policies, actions and guidelines of the “The Brady Arts District – A Small Area Plan” and the accompanying “Brady Arts District Streetscape Summary Report” and portions of the previously adopted “Brady Village Infill Development Design Guidelines ‘ for the Brady Arts District area of Downtown Tulsa Oklahoma.

### PLAN AREA:

The area for which the following Vision, Goals, Actions and Guidelines are intended to apply is the area defined as the boundaries of the Brady Arts District Tax Increment Finance District No. 1 and also referenced to as the Brady Arts District (refer to Exhibit 1). Note that other areas adjoining the Brady Arts District are depicted in exhibits, figures and maps; and plans and improvements suggested for these areas are encouraged to develop in a manner which provides a cohesive and coherent connection between Brady Arts District and these areas of downtown Tulsa.

### BRADY ARTS DISTRICT (Brady Village T.I.F. District No. 1)



  
Planning Department  
Community Development &  
Education Division  
City of Tulsa, Oklahoma



Design: sdc  
Date: 11.02.2010

**Exhibit 1**

## **VISION:**

To develop and foster an active, pedestrian-friendly, mixed-use neighborhood boasting a historic feel and identity as an arts and entertainment destination.

## **GOALS:**

Goal 1 - Create and maintain a historic and aesthetically distinctive area.

- Preserve/restore historic structures and other assets
- Develop public art and gateways to enhance the historic character and creative spirit.
- Install streetscaping and green-spaces complementing the character.
- Encourage unique, locally-owned retail, restaurants, and other businesses.

Goal 2 - Maintain and build upon district entertainment and cultural venues and activities.

- Establish consistent name, image, and brand to represent the district's character.
- Promote existing venues including Cain's, Brady Theater, artist studios/galleries, nightclubs, bars.
- Build complementary programming relationships with ONEOK Ballpark, John Hope Franklin Memorial, Greenwood Cultural Center, Living Arts, Philbrook/Adkins Collection, Arts & Humanities' Visual Art Center, Oklahoma Jazz Hall of Fame, OSU-Tulsa, Langston University, and other area attractions.
- Assist in development of new assets such as festivals, galleries, farmers' market, museums and venues featuring music, energy and regional history.

Goal 3 - Encourage amenities that benefit a mixed-use community.

- Attract grocery and daily retail and services.

- Develop attractive and useful public spaces.
- Provide accessibility by multi-modal transportation.
- Create safe pedestrian crossings and connections.
- Develop adequate and appropriate street and structured parking.

Goal 4 - Create a safe environment for residents and visitors.

- Install good lighting and way-finding systems.
- Slow traffic, add semaphores, create safe crossings.
- Add police patrols.
- Increase 18-hour pedestrian presence.

Goal 5 - Connect and cooperate constructively with neighboring assets.

- Facilitate easy movement through multi-modal transportation options.
- Create identifiable transitions to Downtown, Greenwood, Blue Dome, BOK Center, OSU-Tulsa, and Langston University.
- Mitigate presence of jail, social service facilities, and vacant properties.

Goal 6 - Provide mixed income residential and live/work options.

- Develop live/work options for artists and craftspeople.
- Develop housing for downtown workforce.
- Develop housing options for students

Goal 7 - Create a model energy efficient, sustainable community.

- Utilize the park or other public realm spaces for geothermal energy.
- Promote alternative energy sources for existing and new structures.
- Encourage energy efficiency retro-fitting of existing buildings.
- Encourage energy efficient new construction using state of the art technologies.

Goal 8 - Develop and support active management, promotion, and advocacy for The Brady Arts District.

- Empower and strengthen an existing or new entity to coordinate and speak for Brady interests.
- establish internal communication tools to connect Brady stakeholders.
- Establish vehicles for communication of Brady planning and activity externally.
- Advocate actively with the city in relation to service allocations and other needs and concerns.
- Highlight Brady organizations and businesses through ongoing marketing and the coordination of activities, events, and promotions.

Goal 9 – Include general design guidelines supportive of cohesive, quality infill development for the district.

- Parking.
  - Customer and tenant parking have been historically provided on-street, in the rear of buildings, in off-street parking lots or adjacent parking lots. This pattern is to continue with the addition of off-street parking structures placed behind primary land uses. Major parking structures are intended to be mixed use with non-parking uses fronting at street level to adjoining streets.
  - Provide additional off-street parking facilities through private, public or joint private-public partnerships.



- Urban Design.
  - Avoid and reduce conflicts between utility poles, lines and equipment and pedestrians and vehicles.
  - Respect adjacent buildings through consideration of mass, rhythm, scale, setback, height, building materials, texture and related design elements when developing or redeveloping in the area. Appropriate infill development includes consideration of the following:
    - ✓ Scale: Relate size and proportions of new infill development to adjacent buildings.
    - ✓ Height: Relate overall height and typical number of stories.
    - ✓ Setback: Conform to existing and historical patterns of building setback.
    - ✓ Rhythm: Some variety of wall areas with doors, windows, cornices, and architectural features is appropriate when in character with existing area buildings.
    - ✓ Massing: Conform generally to size and amount of open space consumed by adjacent buildings. Avoid monolithic buildings which dramatically dominate space.
  - Establish a strong sense of entry into and out from the Brady Village area. Techniques that are recommended include provision of intersection improvements and special pedestrian crossing treatments; provision of special lighting, landscape and/or murals at the Interstate 244 bridge underpasses; improved maintenance painting at the Interstate 244 bridge underpasses; and special murals, banners and signs at appropriate entry points into Brady Village.
  - Refuse containers for business operations will be placed from public view or screened with appropriate materials and gated to allow closure from public view and to control the spreading of trash. Appropriate screening includes wooden fences with cap-rails and base-rails, landscaping, or masonry walls or any combination of the above, so long as the refuse containers are appropriately screened from view and provide ready access for the businesses.
  - Coordinate way-finding signs within the district with the adopted Way-Finding System for Downtown Tulsa.
  - Coordinate landscape plans within the district with the “Downtown Streetscape Master Plan” prepared for Downtown Tulsa and adopted by the Downtown Coordinating Council.

## **ACTIONS:**

### Establishing Historic Districts...

1. Proceed to establish Nationally Registered Historic Districts as recommended and supported by the Brady Village Owners' Association, the City of Tulsa, and the Oklahoma Historic Preservation Office.
2. Research district preservation grants and other resources available.
3. Organize educational events/symposia for stakeholders, property owners, and residents within the Brady Historic Districts regarding financial opportunities, preservation, and heritage issues.
4. Involve local arts and creative community in projects and activities to increase awareness of built heritage and the importance of understanding it and building on it.
5. Explore and develop a fund for building facade improvements in keeping with district character.

### Animating the District...

6. Work cooperatively to strengthen and attract complementary and viable cultural assets and activities.
7. Carefully choose events and strictly manage the brand of the district.
8. Articulate a clear mission/purpose for public art for Brady; seek adoption by Tulsa Arts Commission.
9. Develop an ongoing entity to plan, implement and maintain public art projects.
10. Develop a functional description for an ongoing overall coordination & marketing entity for Brady.
11. Maintain relationships with cultural organizations in adjacent districts to maximize cooperation, scheduling, collaborative marketing, and other opportunities.

## Placemaking...

12. Rebuild Boulder Bridge with pedestrian and transit capacities.
13. Improve appearance and lighting of Boston pedestrian bridge; study structural rehabilitation.
14. Implement branding including public art and banners as part of streetscaping.
15. Develop Brady Town Square as multi-purpose public amenity (refer to Exhibit 2 this section). Goals and parameters were set for the creation of a central gathering place for The Brady Arts District. A site was selected, goals were set, and a concept design commenced.

### Brady Town Square Goals:

- Provide a green urban park at the heart of the Brady Arts District.
- Contribute to pedestrian-friendly character and active street life of the district.
- Offer venues for community gatherings including art exhibits, farmers' markets/craft fairs, outdoor performances; more informal activities such as picnics; and public art.
- Fulfill requirements of energy grants by accommodating geothermal well-field and associated infrastructure; provide public understanding through interpretive displays or design treatments; set a high standard for sustainability.
- Support character and function of adjacent and nearby properties including Mathews Building,

**Exhibit 2 - Concept Plan for New Brady Town Square**



Griffin Communications, new ballpark, and other businesses and properties.

- Provide cost-effective design approach

16. Phase streetscaping to extend from ONEOK Ballpark and Greenwood into Brady and connecting with downtown, Blue Dome District, BOK Center, etc.
17. Alter Detroit and Cincinnati to become two-way streets with signaling and traffic calming.
18. Install lighting for safety and aesthetic improvement in character with historic district.
19. Implement bike path plan to improve multi-modal access to area.
20. Explore security enhancements, including police substation and bike patrols.
21. Improve lighting and visual appearance of inter-state overpasses on north side of Brady Arts District, and improve pedestrian access to OSU-Tulsa and Langston University campuses.

#### Building, Owning & Investing...

22. Establish 3-year residential population goals for Brady, linked with downtown housing study.
23. Offer mixed urban lifestyle options and other strategies to attract new residents.
24. Continue efforts to renovate upper levels of historic buildings for housing.
25. Conduct a formal parking survey to understand current district wide supply and demand and the future impacts of Proposed shared parking facilities, diagonal on-street parking, and the impacts of a parking permit system for residents and workers.
26. Develop "Welcome Package" for new residents and connect them to food & beverage establishments.
27. Pursue grants to develop energy and recycling systems to make Brady a demonstration area.

28. Establish development objectives for new construction housing projects, including “walk-up” row house or town home options.
29. Develop strategies to bring capital partners to the table to encourage investing.
30. Develop and implement a fund for storefront improvements.
31. Encourage and support development of grocery store.

#### Getting it Done...

32. Formalize BVMA as a membership organization, including owners and others in governance.
33. Prioritize annual program of activities.
34. Develop a business plan for support of the Association including key annual income-generating events.
35. Explore implementation of a Main Street Program.
36. Establish formal internal communication network among members and with broader community.
37. Form committees as needed around marketing, partnerships, events, advocacy, and investing.
38. Set up a one-stop shop for development incentives for the neighborhood, either online or in a storefront.
39. Seek City Council adoption of this plan as a Small Area Plan within the Tulsa Comprehensive Plan.
40. Schedule quarterly review of this plan by the Brady Arts District Owners Association.

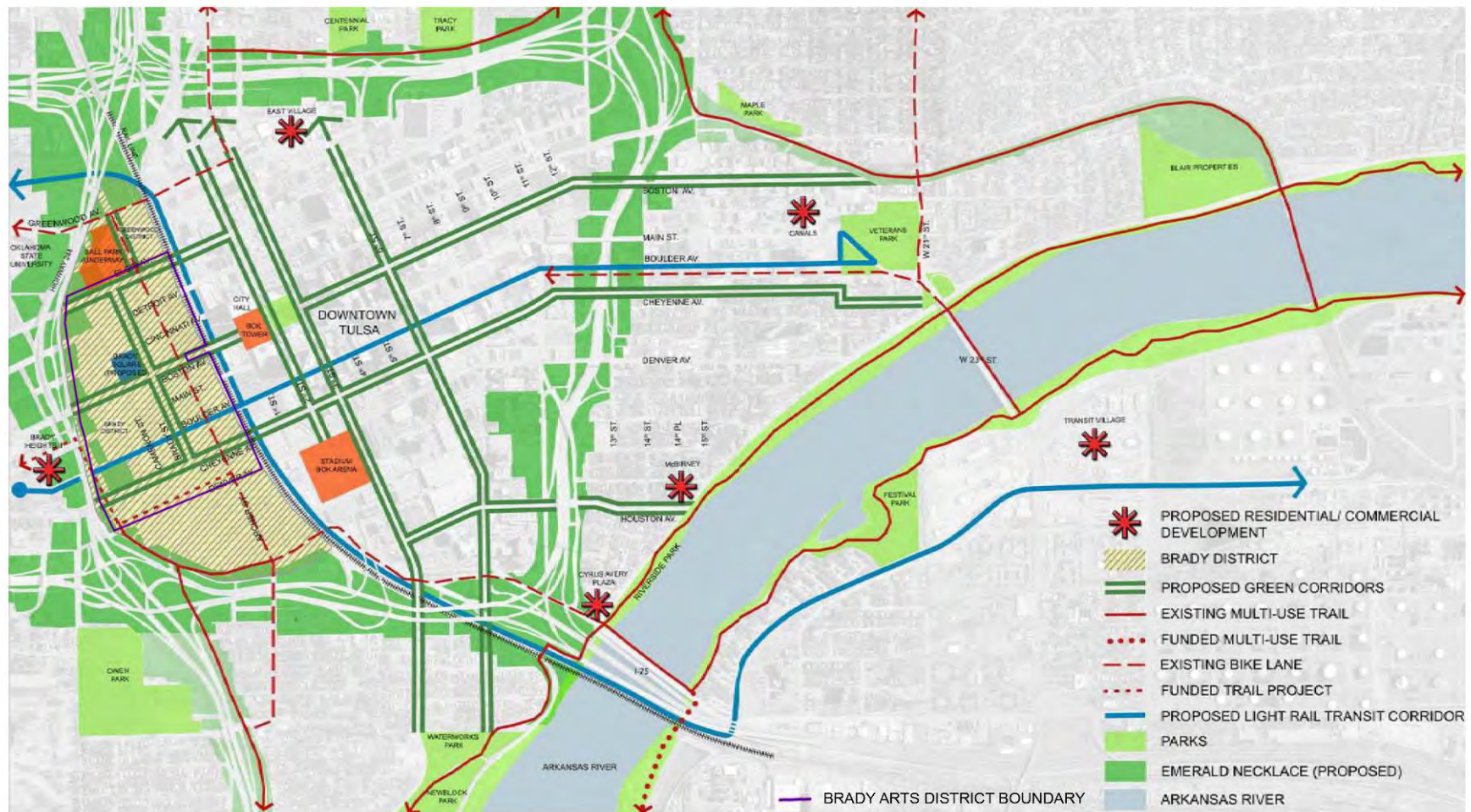
## **SITE CONTEXT**

The Brady Arts District is located in the northernmost portion of downtown Tulsa separated by the BNSF rail lines from the Central Business District (refer to Exhibit 1). The District encompasses portions of what have been traditionally considered the Brady and Greenwood neighborhoods and totals approximately 120 acres bounded by the I-244 freeway to the north and



east, the rail line to the south, and Denver Avenue to the west. For purposes of this report, the study area also includes the extension of primary streets (Cheyenne, Boston and Elgin Avenues) into the northern sector of downtown Tulsa. This area is depicted in Figure 1.

**Figure 1: City-Wide Context (Downtown, Near Downtown and Arkansas River Connections)**



City-Wide Context (Downtown, Near Downtown and Arkansas River Connections)



## OVERALL STREETSCAPE GUIDELINES

The following addresses design proposals applicable to all streets in the Overall Streetscape Area as defined by Exhibit 1 and depicted generally in Figures 2 and 3, including provisions for parking, paving, planting, lighting, site furnishings, and public art. The subsequent information represents more detailed designs for specific primary street segments.

### Goals and Purpose

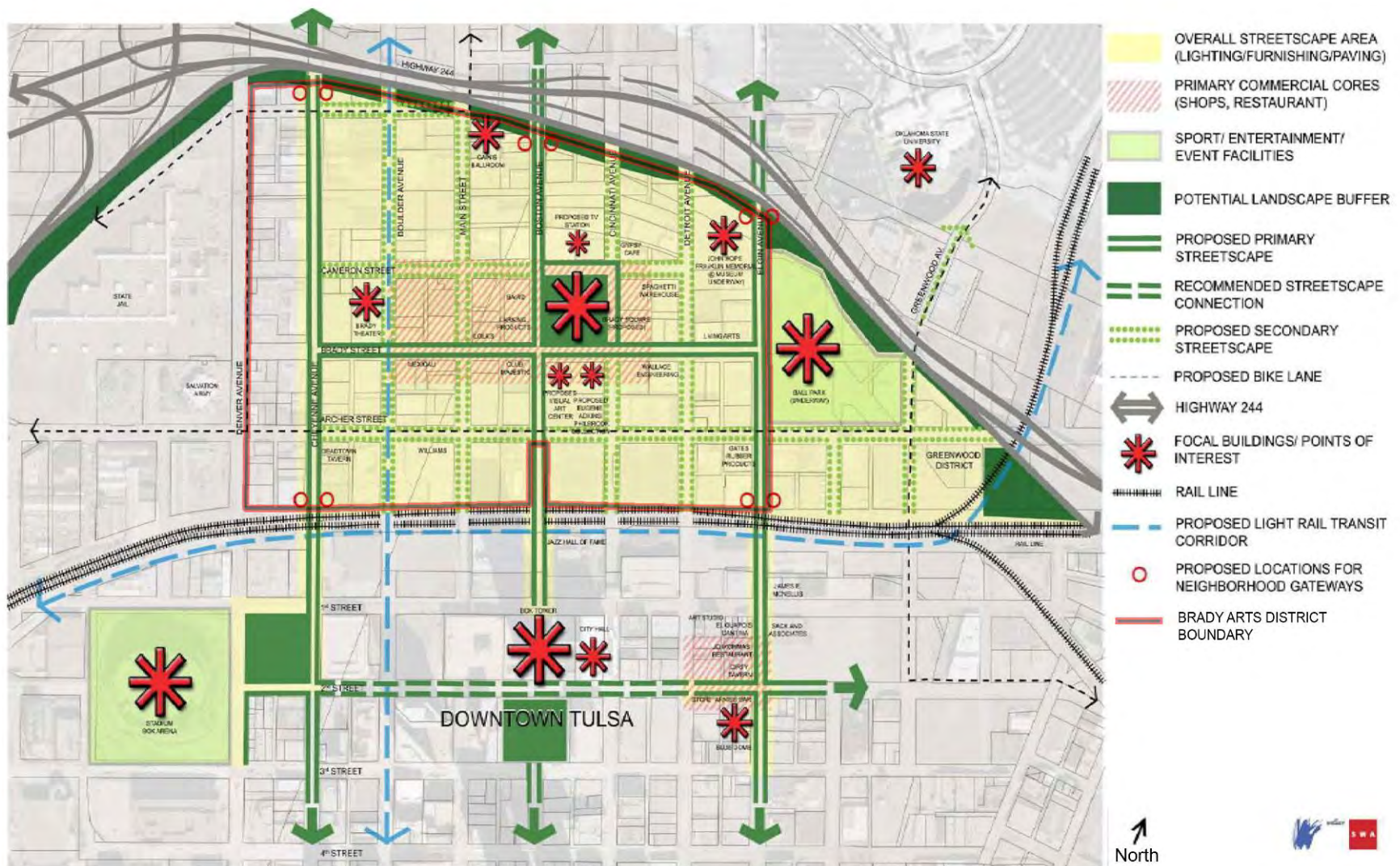
The public-private initiatives, community outreach, and investments described above set the stage for identification of a framework for Brady Arts District revitalization (see Figure 2: Destinations & Corridors). Streetscape improvements will play a critical role in this mission. Key goals for streetscape are as follows.

- Contribute to a pedestrian-friendly character and a safe, appealing, and vibrant street life.
- Establish Brady Arts District as a model for sustainable urban revitalization and satisfy requirements of the State Energy Grant.
- Create a strong connection between the BOK Arena and ONEOK Field ballpark and an active frontage for Brady Town Square.
- Establish Brady Street as a primary corridor that will be attractive to retail businesses, restaurants, galleries, and other pedestrian-friendly activities.
- Enhance the character and value of properties including the Mathews Building, Griffin Communications, and other existing and future businesses, homes and properties.
- Create strong pedestrian connections to the Blue Dome Entertainment District, Greenwood, Downtown, and Brady Heights.
- Establish a consistent family of lighting, street furnishings, and paving elements for a unified neighborhood identity.
- Maximize the width of sidewalks.
- Maintain or increase available on-street parking.

- Provide a cost-effective design approach adaptable for phased implementation.
- Incorporate plans for bicycle and light rail transit routes.

At present, Brady District streets represent highly variable conditions of travel lanes, centerlines, curb alignments, sidewalk widths, materials, lighting, and furnishings. The project addresses these conditions by proposing changes to street sections and layout of curbs, sidewalks, parking, trees, and other key elements (refer to Figure 9).

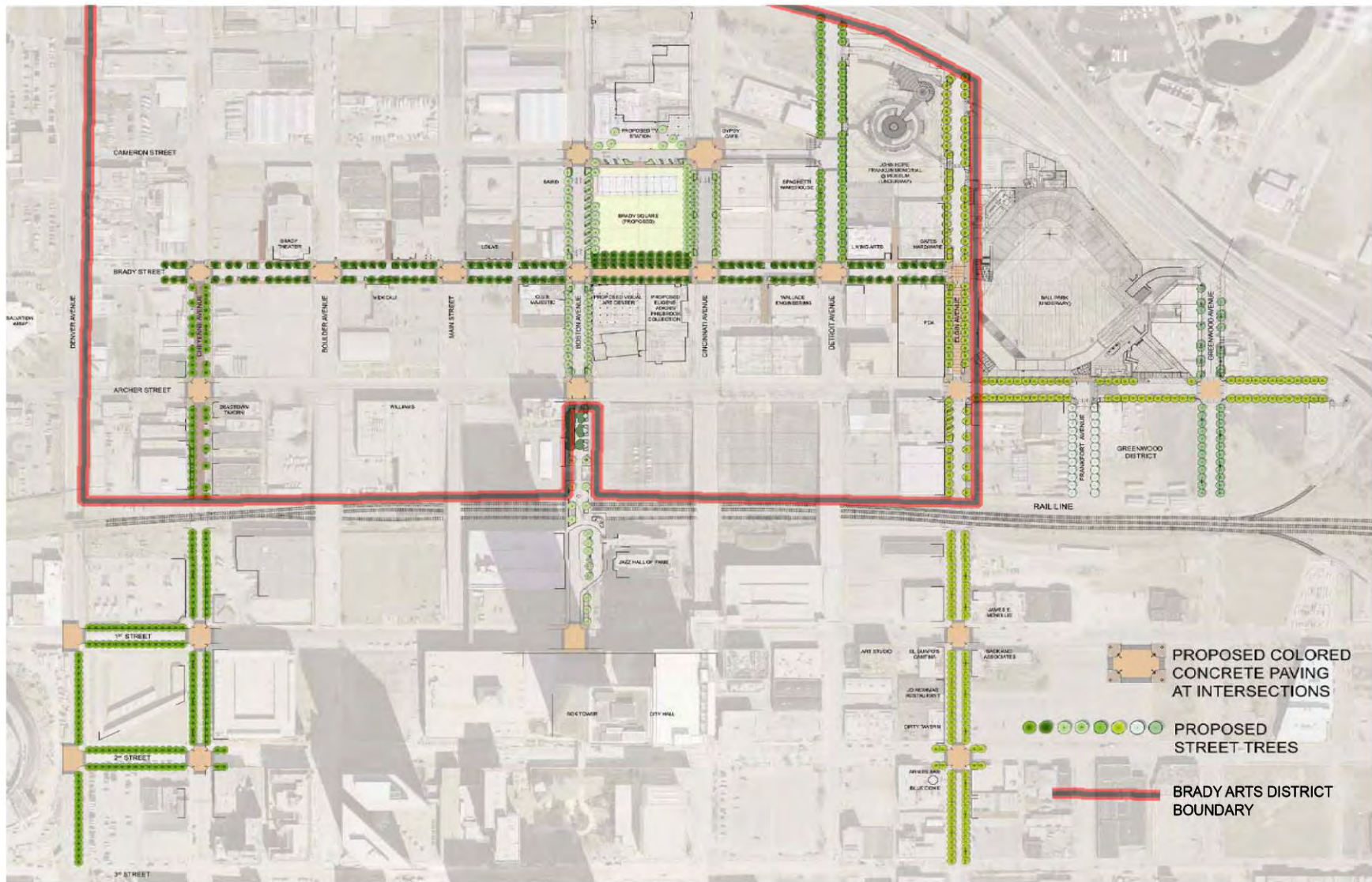
Figures 2, 6 and 8 present streetscape concepts for 30 blocks within the overall area. These street segments represent the framework for achieving project goals, including enlivening the Brady Street corridor, strengthening the connection between the BOK Arena and ONEOK Field Ballpark, and connecting to the Blue Dome district. Design proposals included here are subject to change as part of more detailed studies, including more careful, case-by-case verification of specific site conditions and ownership requirements.



## Destinations & Corridors

**Figure 2: Destinations & Corridors**





Brady Arts District Streetscape Plan and Adjoining District Connections

**Figure 3: Brady Arts District Streetscape Plan and Adjoining District Connections**

## Phasing

Phasing, as represented in Figure 4, is intended to coordinate with other construction projects, establish an early identity along Brady Street and a strong connection between the BOK Arena and the ONEOK Field ballpark, and comply with requirements of the State Energy Grant. The phasing plan is subject to change; preliminary assumptions are as follows.

*Ballpark:* Construction documents are complete for the initial phase of streetscape improvements associated with the Ballpark. Those improvements incorporate the streetscape furnishings and criteria addressed in this report.

*Phase 1:* Brady Town Square, including the contiguous streetscape of Brady Street, Boston Avenue, Cameron Street, and Cincinnati Avenues, measured to the outside edge of parking stalls adjacent to the Town Square.

*Phase 2:* Brady Town Square streets, including the vehicular lanes and street edges across from the Town Square (excluding the west edge of Boston Avenue and the east side of Cincinnati Avenue).

*Phase 3:* Brady Street from Cheyenne Avenue to Boston Avenue, and from Cincinnati Avenue to the Ballpark.

*Phase 4:* Remaining portions of Ballpark area streets that were not completed as part of initial Ballpark construction. Phase 4-a includes the east edge of Detroit Avenue along the John Hope Franklin Memorial Park, for which more detailed design documents were prepared as part of the Ballpark project.

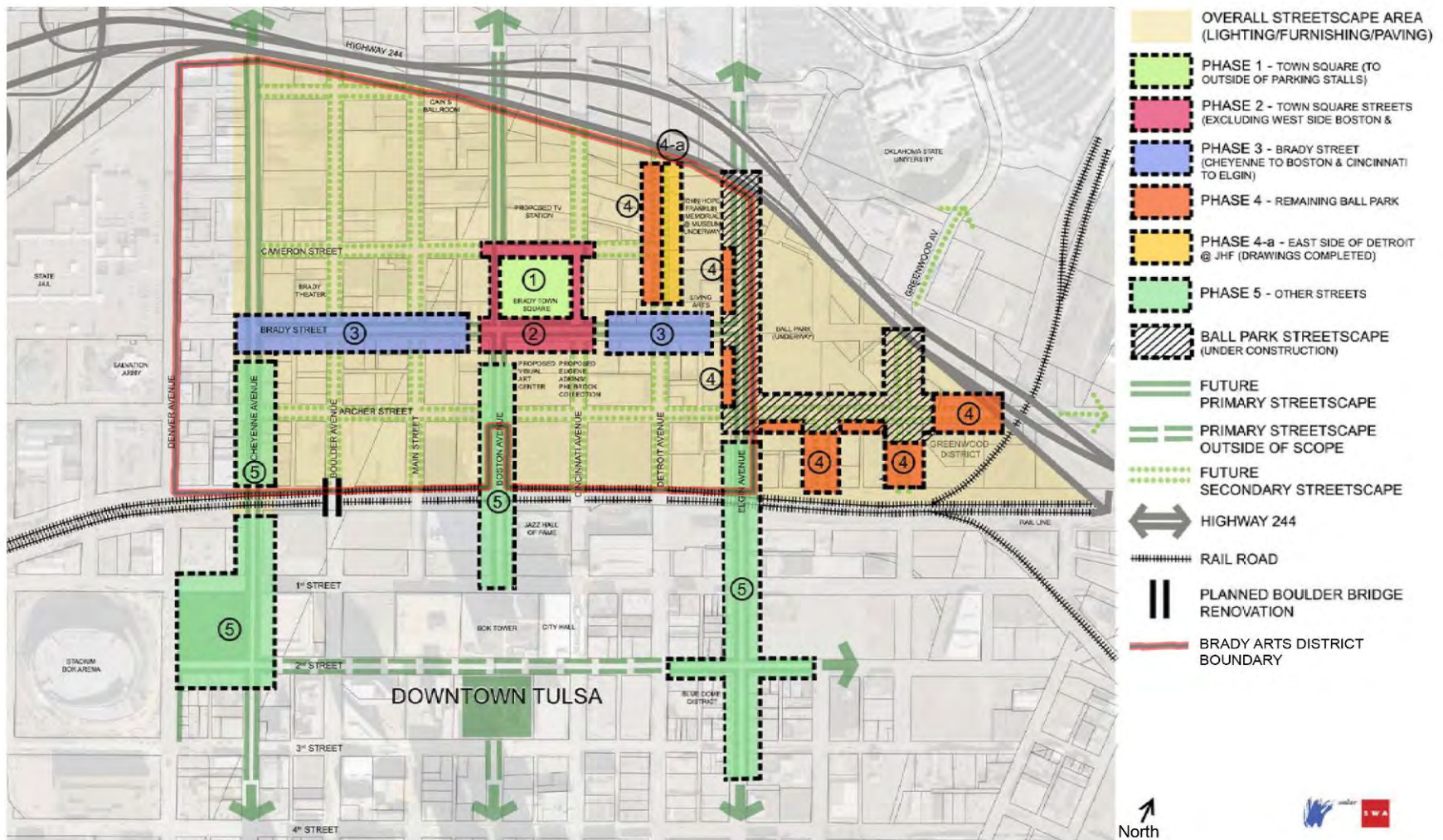
*Phase 5:* Other streets identified as part of the Brady Arts District and adjacent downtown streetscape.

## Parking

Brady District owners and residents have expressed major concerns about the provision of adequate parking for existing and future development. Therefore, this project recommends maintaining or increasing on-street parking as part of streetscape improvements wherever possible. This may be achieved by increasing the amount of diagonal parking and/or narrowing vehicular travel lanes to create added space for parking while still maintaining comfortable sidewalks. Both of these strategies offer the added benefit of slowing motorists and enhancing the pedestrian setting.

Figure 5 illustrates the anticipated changes to on-street parking for Brady Street between Cheyenne and Elgin Avenues as a result of proposed streetscape improvements, which includes diagonal parking on the north side of Brady Street and parallel parking on the south. Based on schematic design, this approach increases the total amount of on-street parking from 81 to 108 spaces. This number is subject to change based on more detailed design.

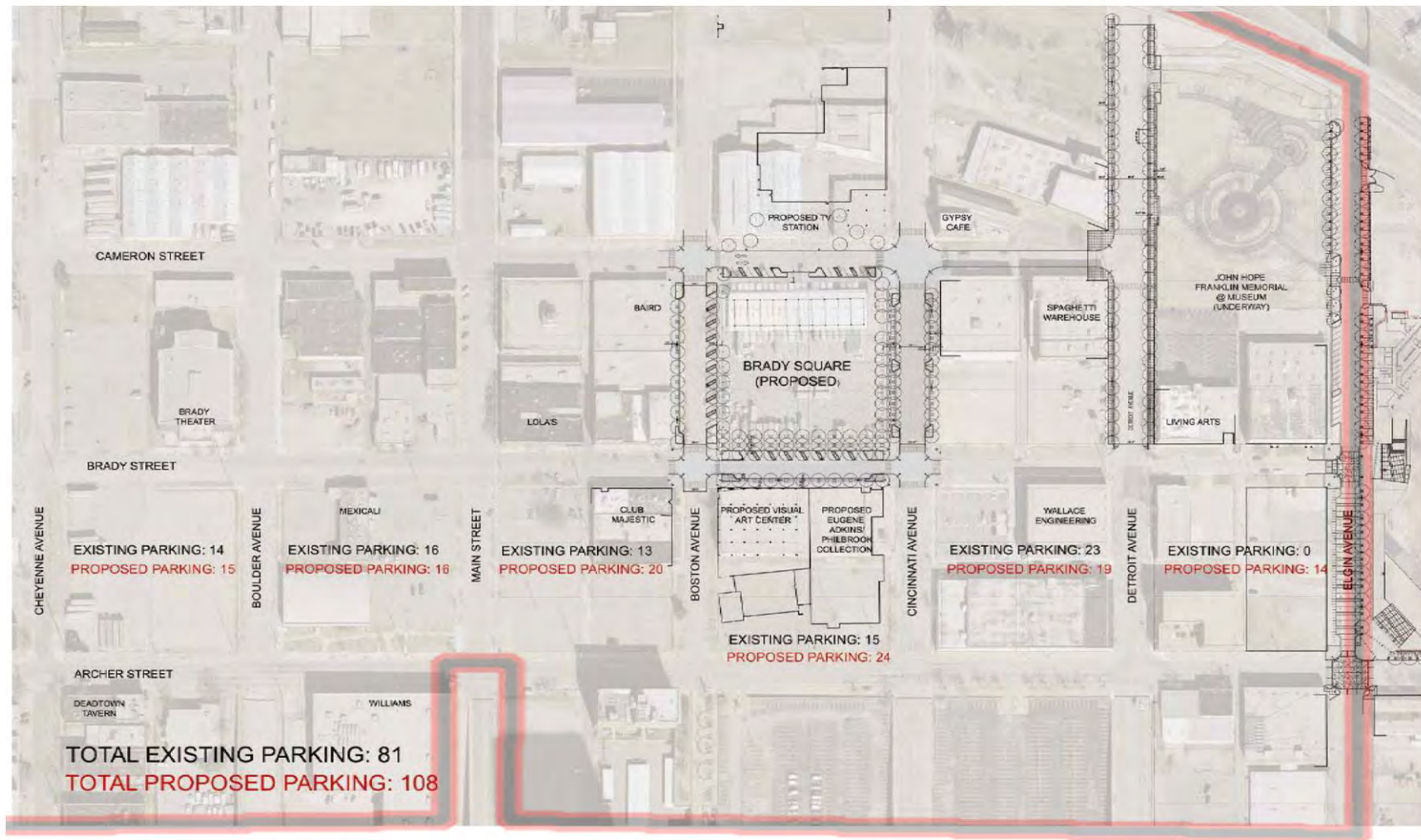




Phasing Diagram

Figure 4: Phasing Diagram





Parking Plan for Brady Street

 BRADY ARTS DISTRICT BOUNDARY

**Figure 5: Parking Plan for Brady Street**

## Intersections

To improve pedestrian safety and aesthetics, curbs should be extended outward at intersections (see Figure 6: Sidewalk and Intersection Treatments). This “pinching” of the intersections also slows traffic and provides space for additional planting area, special paving, and location of intersection lighting and street furnishings such as kiosks.

## Paving

Paving for streets and sidewalks is proposed as follows (see Figures 6 and 7). Refer to the City of Tulsa’s “Standards and Specifications for Alternative Improvements within Public Right-of-Way” for specific requirements.

*Vehicular travel Lanes:* Asphalt.

*Intersections:* Colored concrete with decorative tool joints; color to match brick sidewalk/paving strip.

*Crosswalks:* Gray concrete with decorative tool joints.

*Sidewalks:* Three different treatments are proposed for the sidewalk and curb edge to reflect the hierarchy of streets and to create safe and attractive sidewalks (see Figure 6).

- *Primary Streets/Brady:* Continuous brick sidewalks along both sides of Brady Street from Cheyenne Avenue to Elgin Avenue.
- *Primary Streets/Elgin, Boston, Cheyenne and Archer (east of Elgin):* Continuous brick strips between curb and sidewalk on both sides of these streets; brick aligned with tree grates
- *Secondary Streets (all other streets):* concrete with 6” o.c. tool joints; color to match sidewalk.

## Street Trees and Overhead Utilities

The Brady District’s State Energy Grant includes requirements to reduce heat gain by planting continuous street trees that will provide continuous shade canopy. As shown on Figures 8 and 9, each street has been assigned a distinct species to provide identity and diversity; the exception is the use of specific tree species for both Archer and Elgin in order to establish a consistent appearance adjacent to the Ballpark. In addition to being approved by the City of Tulsa for use on streets, tree

types were selected to avoid conflict with overhead utilities. Figure 8 indicates the overhead utilities that are currently located on all or portions of Cheyenne Avenue, Archer Street, Brady Street, Detroit Avenue, and Elgin Avenue. The three types of lines are each located at a different height, as follows: transmission lines (50-70'), distribution lines (30'), and communication lines (20-25').

Three options are proposed to accommodate trees on streets with overhead utilities.

- *Option A:* Small trees on both sides of the street to achieve a balanced, cohesive streetscape. Trident maple (*Acer buergerianum*) is an example of a small tree that has proved successful on streets with overhead utilities.
- *Option B:* A small trees on the side where overhead lines exist, with a taller specie on the other side.
- *Option C:* Overhead lines are raised or buried to allow for taller species on both sides. This is the recommendation for Brady Street, where undergrounding of utilities is currently under consideration.

Based on these considerations, recommended tree species for Brady Arts District streets are as follows. Trees will be located in tree grates or, at diagonal parking aisles, in planting areas (refer to Figures 6, 9 and 11).

*Brady Street:* London Plane Tree (*Platanus acerifolia*) if overhead utility lines are removed; otherwise Shantung Maple (*Acer truncatum*).

*Cheyenne Avenue and BOK Arena area:* Callery Pear (*Pryus calleryana* 'Cleveland').

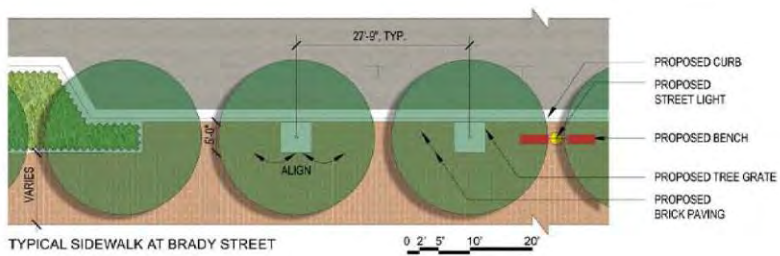
*Elgin Avenue and Archer Street:* Trident Maple (*Acer buergerianum*).

*Boulder Avenue:* Chinese Pistache (*Pistacia chinensis*).

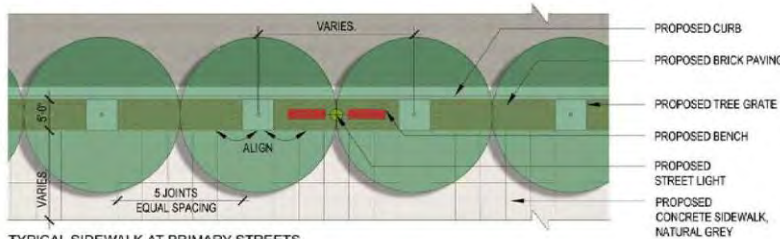
*Main Street:* Shumard Oak (*Quercus shumardii*).

*Boston Avenue:* Sugar Maple (*Acer saccharum* 'Legacy').

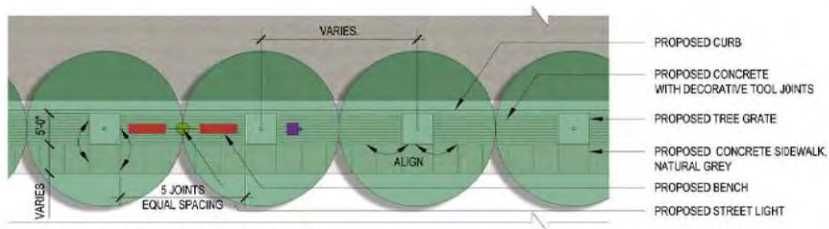
*Cincinnati Avenue:* Japanese Zelkova (*Zelkova serrata* 'Green Vase').



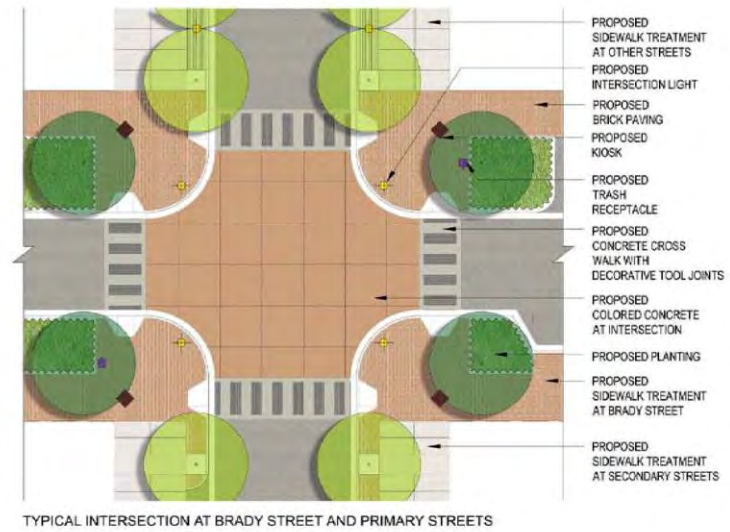
TYPICAL SIDEWALK AT BRADY STREET



TYPICAL SIDEWALK AT PRIMARY STREETS

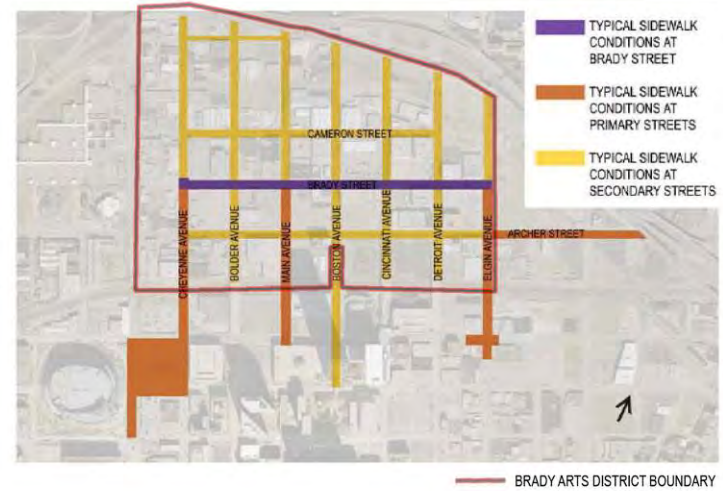


TYPICAL SIDEWALK AT SECONDARY STREETS



TYPICAL INTERSECTION AT BRADY STREET AND PRIMARY STREETS

#### PLAN VIEW



### Sidewalk and Intersection Treatments

**Figure 6: Sidewalk and Intersection Treatments**

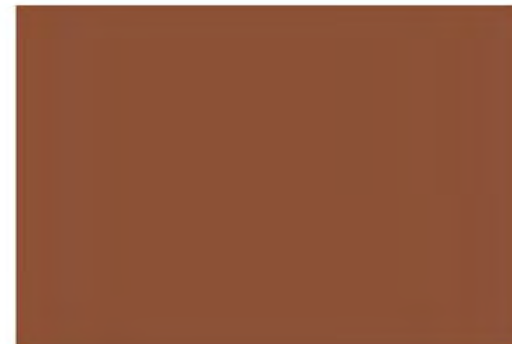




**EXAMPLES OF BRICK PAVERS LAYOUT/STREET TREATMENT**



**BRICK PAVERS  
MANUFACTURER: ENDICOTT CLAY PRODUCTS  
TYPE: MEDIUM IRONSPOT #46 AND #77  
SIZE: PEDESTRIAN 2-1/4" X 4" X 8"**



**COLORED VEHICULAR CONCRETE  
COLOR: DAVIS  
NAVAJO RED 160**

**Figure 7: Paving Materials**

## **Lighting**

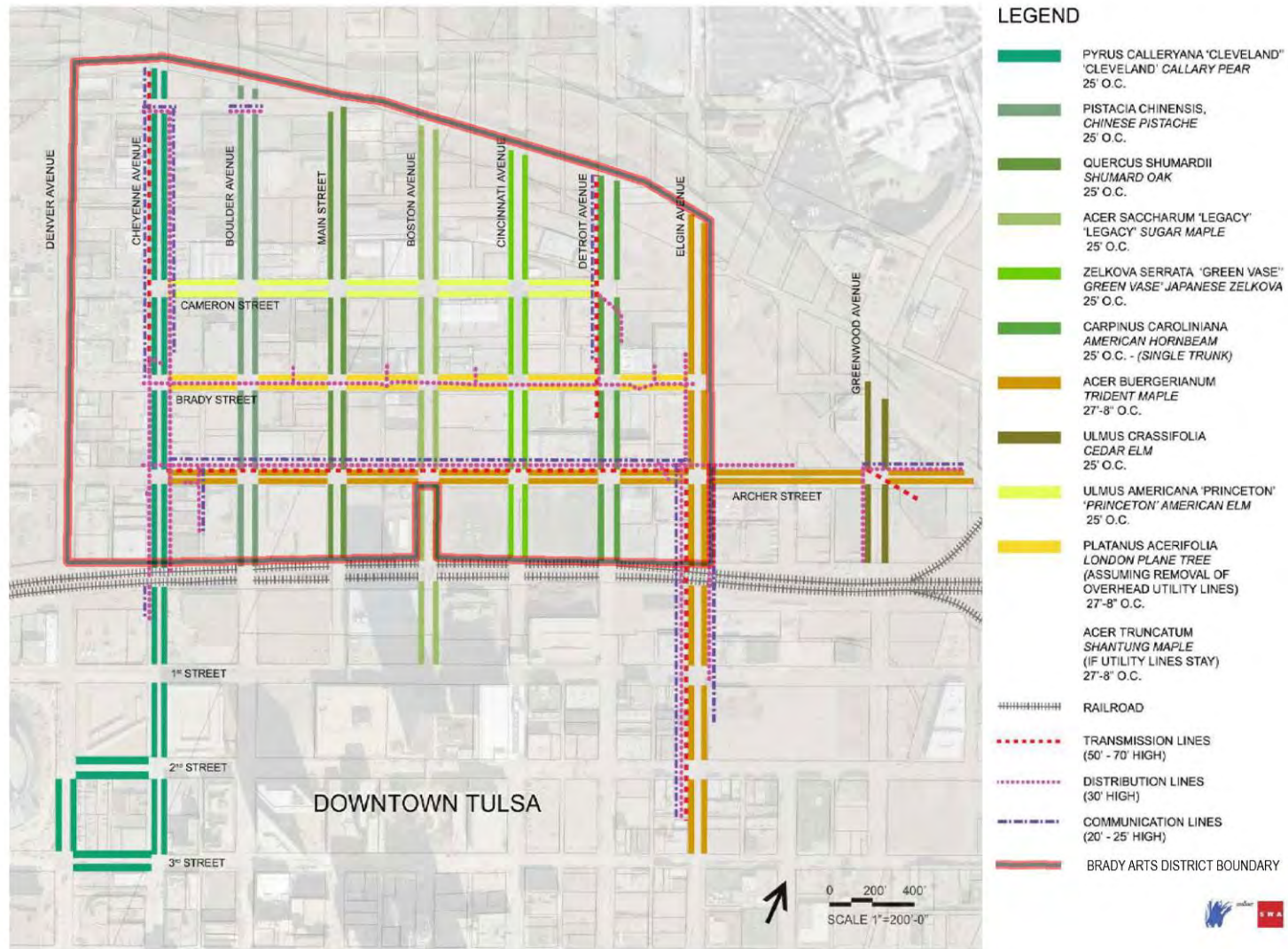
Street lighting is a key element for safety and identity within the Brady Arts District. At present, the area includes several different types of street lighting fixtures and types. This project narrows the selection to two LED fixtures that reflect the character of the district, are dark-sky friendly, and meet requirements of the State Energy Grant. Tentative selections for fixtures are illustrated in Figure 10; these selections are subject to change. Intersection lights will be on 22-foot tall poles. Pedestrian lighting along sidewalks will be on 15-foot tall poles.

Spacing and illumination levels should be calibrated to achieve IESNA standards (e.g., a 0.5 foot candle level for sidewalks in medium pedestrian activity areas), and City of Tulsa requirements, based on photometric studies prepared as part of detailed design submittals for each street. Refer to the City of Tulsa's "Standards and Specifications for Alternative Improvements within Public Right-of-Way" for specific requirements.

## **Site Furnishings**

Site furnishings for the Brady Arts District have been selected to create a unified family of elements that reinforces the historic character of the area, achieves goals for sustainability, and provides long-term durability and cost-effectiveness. These site furnishings are recommended for all streets within the district. Within Brady Town Square or other park areas, however, custom furnishings or art-driven designs may be appropriate.

Figures 10 and 11 describe manufacturer and model selections for paving materials, trash receptacles, bicycle stands, tree grates, bollards, and benches. If these specific products become unavailable, a similar product should be identified. Refer to the City of Tulsa's "Standards and Specifications for Alternative Improvements within Public Right-of-Way" for specific requirements.



Street Tree Diagram

**Figure 8: Street Tree Diagram**



**Figure 9: Trees and Overhead Utilities**



ACER BUERGERIANUM  
TRIDENT MAPLE



ACER SACCHARUM 'LEGACY'  
LEGACY SUGAR MAPLE



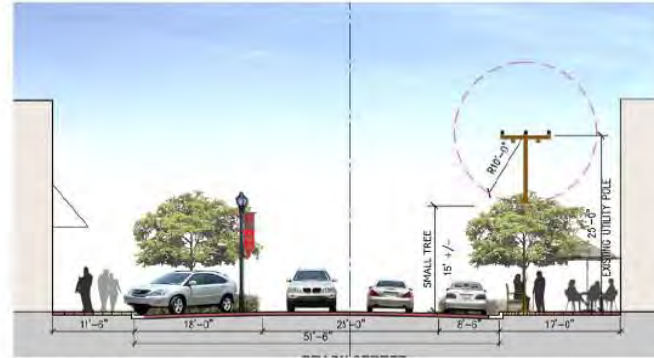
CARPINUS CAROLINIANA  
AMERICAN HORNBEAM



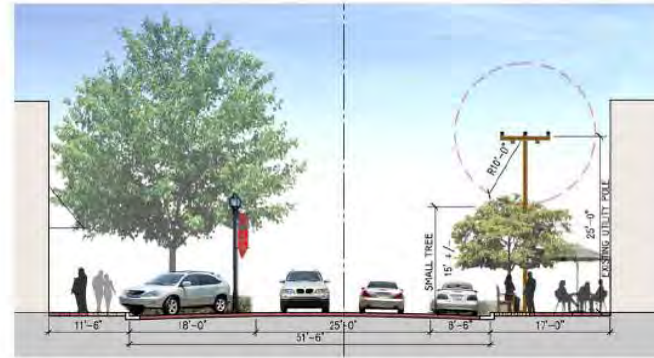
PISTACIA CHINENSIS  
CHINESE PISTACHE



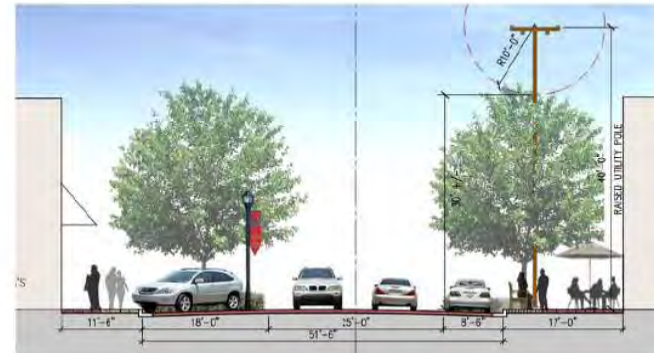
PLATANUS ACERIFOLIA  
LONDON PLANE TREE



**OPTION A - SMALL TREES ON BOTH SIDES OF STREET WHERE OVERHEAD TRANSMISSION & DISTRIBUTION LINES OCCUR**



**OPTION B - SMALL TREES AT OVERHEAD TRANSMISSION & DISTRIBUTION LINES ONLY, DIFFERENT SPECIES AT OTHER SIDE OF STREET**



**OPTION C - RAISE OR BURY OVERHEAD TRANSMISSION & DISTRIBUTION LINES**



PYRUS CALLERYANA 'CLEVELAND'  
'CLEVELAND' CALLARY PEAR



QUERCUS SHUMARDII  
SHUMARD OAK



ULMUS AMERICANA 'PRINCETON'  
'PRINCETON' AMERICAN ELM



ULMUS CRASSIFOLIA  
CEDAR ELM



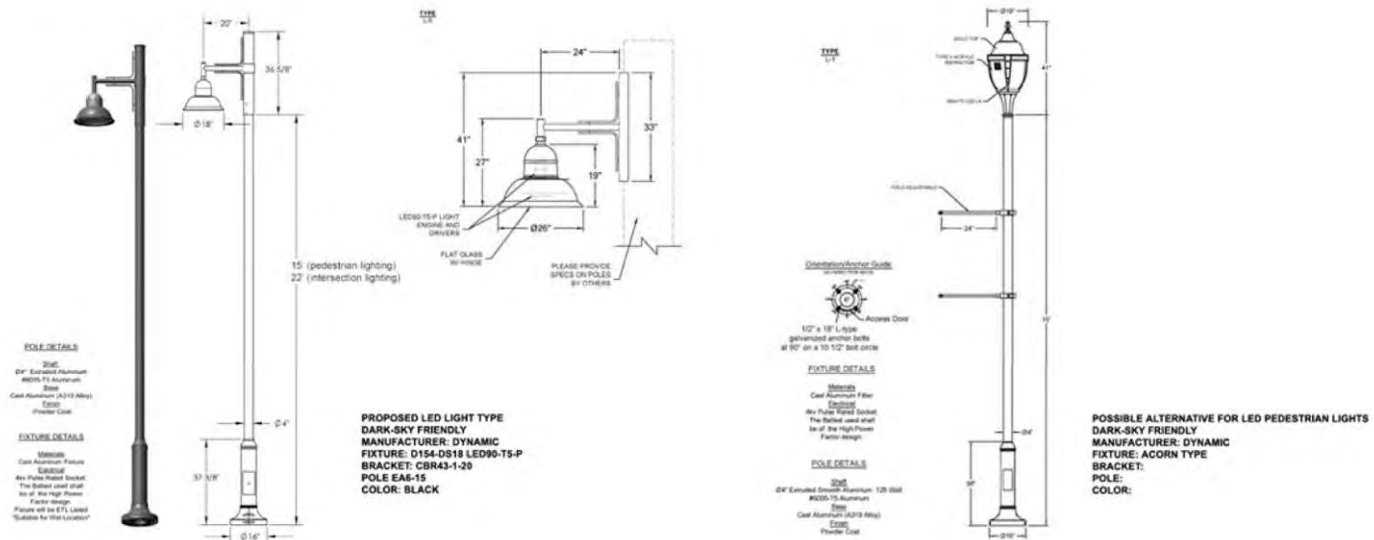
ZELKOVA SERRATA 'GREEN VASE'  
'GREEN VASE' JAPANESE ZELKOVA



## EXISTING LIGHTING FIXTURES



## PROPOSED LIGHTING FIXTURES



(NOTE: Final fixtures selection is subject to change)

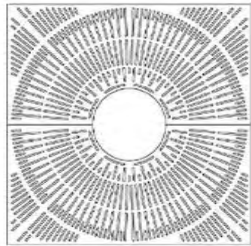
**Figure 10: Lighting**

## **Public Art**

Figures 11 and 12 provide concepts for banners and kiosks; both of these elements could be designed as part of Brady Arts District art competitions or public art events. Banners will be hung from light poles along Brady Street and on street edges contiguous with the Ballpark; however, banners could be considered for other primary streets, such as Cheyenne Avenue, to reinforce connections and celebrate special events.

Kiosks may be used to display Brady Arts District and City-wide events, history, maps, and/or donor recognition. Kiosks are proposed for Brady Street intersections and should also be located at key intersections of Cheyenne Avenue, Elgin Avenue, and other streets where needed to provide pedestrian orientation and information.

In addition to kiosks, neighborhood gateway features should be considered for the entry points into the Brady Arts District, such as the locations identified in Figure 5: Destinations & Corridors. Gateway features can provide opportunities for public art expressions and/or local art events, and should provide distinct elements that celebrate the culture and identity of the district.



60" SQUARE STEEL TREE GRATE  
MANUFACTURER: EAST JORDAN IRONWORKS  
MODEL: 8667  
COLOR AND FINISH: NATURAL

#### TREE GRATES



36" HIGH, 6" Ø, STEEL BOLLARD  
MANUFACTURER: FAIRWEATHER SITE FURNISHING  
MODEL: B-4-SA2, EMBEDDED AND REMOVABLE  
COLOR: BLACK, POWDER COATED

#### BOLLARDS



BENCH TYPE 1 - WITH BACK  
MANUFACTURER: SITESCAPES  
MODEL: CV1-1001 - 6' W/ INTERMEDIATE ARMREST  
COLOR: BLACK



BENCH TYPE 2 - BACKLESS  
MANUFACTURER: SITESCAPES  
MODEL: CV1-1101 - 6' W/ INTERMEDIATE ARMREST  
COLOR: BLACK

#### BENCHES



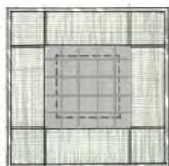
36 GALLON TRASH CAN  
MANUFACTURER: CREATIVE PIPE INC.  
MODEL: 'FVT-FBS-36-F-P-FC-AU',  
TOP MOUNTED ASH TRAY  
COLOR: BLACK

#### TRASH RECEPTACLES

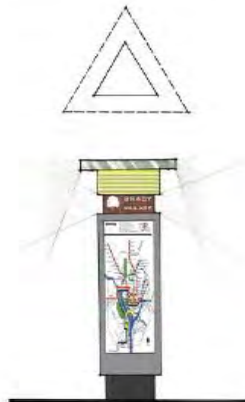


STEEL BICYCLE STAND  
MANUFACTURER: SITESCAPES  
MODEL: AP2-02-EM, EMBEDDED MOUNT  
COLOR: BLACK

#### BICYCLE STANDS



#### CONCEPTS FOR KIOSKS



**Figure 11: Site Furnishings**





**Figure 12: Brady Street Perspective View (at Town Square)**



# The Brady Arts District

## A SMALL AREA PLAN

---

*Proposed Amendment to PLANiTULSA, the Tulsa Comprehensive Plan*

February 2010



## THANKS...

This report was guided by the Brady Planning Group, made up of residents, owners and others representing various organizations:

1st Street Lofts  
American Residential Group  
Arts & Humanities Council  
Boston Artist's Studio  
Brackett Realty  
Brady Theater  
Cain's Ballroom  
Cains Museum  
Caz's  
City of Tulsa  
Club 209 - The Arts Bar  
Davis Brothers  
Downtown Tulsa Unlimited  
Flintco  
George Kaiser Family Foundation

Griffin Communications  
Gypsy Coffee House  
Howell & Vancuren  
New Medio  
Omni Lighting  
One Architecture  
PPG /Potroh Lofts, L.L.C.  
Selser Schaefer Architects  
Sharp Development  
Tulsa Community Foundation  
Tulsa Glass Blowing Studio  
Tulsa HUB  
Wallace Engineering  
WRT Realty



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Brady Village Merchants Association  
Brady Village Owners' Association  
City of Tulsa  
George Kaiser Family Foundation  
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Tulsa Artists Coalition  
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Walsh Associates   Tulsa   [www.walshbranding.com](http://www.walshbranding.com)  
Kerry Walsh, Carl Brandvold





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# The Brady Arts District

## A SMALL AREA PLAN

*Proposed Amendment to*

*PLANiTULSA, the Tulsa Comprehensive Plan  
www.TheBradyArtsDistrict.com/SmallAreaPlan*

Brady has become one of the strongest urban arts and cultural destinations in Oklahoma, and has potential to become one of the most exciting in the U.S. It is nurturing an emerging regional and national identity as an artist district with an authentic character that is incubating part of Tulsa's creative economy. With previous planning and community development efforts in mind, neighborhood, philanthropic, business and city leadership came together in 2008 and 2009 to articulate a cohesive and exciting vision for the future of Brady, and to bring into alignment a variety of heretofore independent planning efforts. With broad-based community input and many planning group meetings, a vision statement was carefully crafted. Eight specific goals were set to achieve the vision. Several specific planning, design and management objectives were coordinated with each of the eight goals, eventually culminating in a list of specific actions.

Through the process of developing this plan, key stakeholder groups, the owners and business associations proceeded to agree on and establish a district identity.



## Vision

To develop and foster an active, pedestrian-friendly, mixed-use neighborhood boasting a historic feel and identity as an arts and entertainment destination

## Goals

**Goal 1** Create and maintain a historic and aesthetically distinctive area

- preserve/restore historic structures and other assets
- develop public art and gateways to enhance the historic character and creative spirit
- install streetscaping and greenspaces complementing the character
- encourage unique, locally-owned retail, restaurants, and other businesses

**Goal 2** Maintain and build upon district entertainment and cultural venues and activities

- establish consistent name, image, and brand to represent the district's character
- promote existing venues including Cain's, Brady Theater, artist studios/galleries, nightclubs, bars
- build complementary programming relationships with ONEOK Ballpark, John Hope Franklin Memorial, Greenwood Cultural Center, Living Arts, Philbrook/Adkins Collection, Arts & Humanities' Visual Art Center, Oklahoma Jazz Hall of Fame, OSU-Tulsa, Langston University, and other area attractions
- assist in development of new assets such as festivals, galleries, farmers' market, museums and venues featuring music, energy and regional history

**Goal 3** Encourage amenities that benefit a mixed-use community

- attract grocery and daily retail and services
- develop attractive and useful public spaces
- provide accessibility by multi-modal transportation
- create safe pedestrian crossings and connections
- develop adequate and appropriate street and structured parking

**Goal 4** Create a safe environment for residents and visitors

- install good lighting and wayfinding systems
- slow traffic, add semaphores, create safe crossings
- add police patrols
- increase 18-hour pedestrian presence

**Goal 5** Connect and cooperate constructively with neighboring assets

- facilitate easy movement through multi-modal transportation options
- create identifiable transitions to Downtown, Greenwood, Blue Dome, BOK Center, OSU-Tulsa, and Langston University
- mitigate presence of jail, social service facilities, vacant properties

**Goal 6** Provide mixed income residential and live/work options

- develop live/work options for artists and craftspeople
- develop housing for downtown workforce
- develop housing options for students

**Goal 7** Create a model energy efficient, sustainable community

- utilize the park or other public realm spaces for geothermal energy
- promote alternative energy sources for existing and new structures
- encourage energy efficiency retro-fitting of existing buildings
- encourage energy efficient new construction using state of the art technologies

**Goal 8** Develop and support active management, promotion, and advocacy for The Brady Arts District

- empower and strengthen an existing or new entity to coordinate and speak for Brady interests
- establish internal communication tools to connect Brady stakeholders
- establish vehicles for communication of Brady planning and activity externally
- advocate actively with the city in relation to service allocations and other needs and concerns
- highlight Brady organizations and businesses through ongoing marketing and the coordination of activities, events, and promotions

# Actions

## Establishing Historic Districts...

1. Proceed to establish Nationally Registered Historic Districts as recommended and supported by the Brady Village Owners Association, the City of Tulsa, and the Oklahoma Historic Preservation Office
2. Research district preservation grants and other resources available
3. Organize educational events/symposia for stakeholders, property owners, and residents within the Brady Historic Districts regarding financial opportunities, preservation, and heritage issues
4. Involve local arts and creative community in projects and activities to increase awareness of built heritage and the importance of understanding it and building on it
5. Explore and develop a fund for building facade improvements in keeping with district character

## Animating the District...

6. Work cooperatively to strengthen and attract complementary and viable cultural assets and activities
7. Carefully choose events and strictly manage the brand of the district
8. Articulate a clear mission/purpose for public art for Brady; seek adoption by Tulsa Arts Commission
9. Develop an ongoing entity to plan, implement and maintain public art projects
10. Develop a functional description for an ongoing overall coordination & marketing entity for Brady
11. Maintain relationships with cultural organizations in adjacent districts to maximize cooperation, scheduling, collaborative marketing, and other opportunities



*Figure: Concept Plan for the new Brady Town Square*

## Placemaking...

12. Rebuild Boulder Bridge with pedestrian and transit capacities
13. Improve appearance and lighting of Boston pedestrian bridge; study structural rehabilitation
14. Implement branding including public art and banners as part of streetscaping
15. Develop Brady Town Square as multi-purpose public amenity
16. Phase streetscaping to extend from Ballpark and Greenwood into Brady and connecting with downtown, Blue Dome District, BOK Center, etc.
17. Alter Detroit and Cincinnati to become two-way streets with signaling and traffic calming
18. Install lighting for safety and aesthetic improvement in character with historic district
19. Implement bike path plan to improve multi-modal access to area
20. Explore security enhancements, including police substation and bike patrols
21. Improve lighting and visual appearance of inter-state overpasses on north side of Brady, and improve pedestrian access to OSU-Tulsa and Langston University campuses

## Building, Owning & Investing...

22. Establish 3-year residential population goals for Brady, linked with downtown housing study
23. Offer mixed urban lifestyle options and other strategies to attract new residents
24. Continue efforts to renovate upper levels of historic buildings for housing
25. Conduct a formal parking survey to understand current district wide supply and demand and the future impacts of proposed shared parking facilities, diagonal on-street parking, and the impacts of a parking permit system for residents and workers
26. Develop "Welcome Package" for new residents and connect them to food & beverage establishments
27. Pursue grants to develop energy and recycling systems to make Brady a demonstration area
28. Establish development objectives for new construction housing projects, including "walk-up" row house or town home options
29. Develop strategies to bring capital partners to the table to encourage investing
30. Develop and implement a fund for storefront improvements
31. Encourage and support development of grocery store

## Getting it Done...

32. Formalize BVMA as a membership organization, including owners and others in governance
33. Prioritize annual program of activities
34. Develop a business plan for support of the Association including key annual income-generating events
35. Explore implementation of a Main Street Program
36. Establish formal internal communication network among members and with broader community
37. Form committees as needed around marketing, partnerships, events, advocacy, and investing
38. Set up a one-stop shop for development incentives for the neighborhood, either online or in a storefront
39. Seek City Council adoption of this plan as an update to the March 2003 Brady Plan, and as a Small Area Plan within PLANiTULSA
40. Schedule quarterly review of this plan by the BVOA



# About this Document

This plan document is about the future of The Brady Arts District. Chapter One is a short history, describing the evolution of Brady in Tulsa, providing context for recent planning. Five chapters then challenge us to look forward, detailing various important design, policy and management recommendations for historic preservation, arts & cultural programming, branding & identity, public realm, development & leadership.

This plan was developed through cooperative working relationships among Brady’s many stakeholders. With assistance of partners, it relies on those ongoing relationships to implement it. Though wide ranging and extensive, the plan is neither exhaustive nor comprehensive in the issues covered.

This document is intended to be used as a summary of the community-based planning done in 2009, distilling the shared vision for a new Brady Arts District, promoting a guiding framework of vision, goals and actions. It is also proposed to serve as the district’s Small Area Plan, a proposed amendment to PLANiTULSA, the Tulsa Comprehensive Plan.

The document has been organized to assist key audiences involved in the future of Brady:

Chapter Two...	historic preservation
Chapter Three...	arts, culture, events (animation of the district)
Chapter Four...	public realm, infrastructure, public sector
Chapter Five...	private sector development, district ‘investors’
Chapter Six...	leadership







# Chapter 1

## Understanding The Brady

It's not perfect. Always less refined, it's been an intensely useful place throughout its economic evolutions. Brady has changed its shape one building at a time to support commerce - with yards and storage facilities to service ranching, farming, oil, railroad and trucking industries. The story of this place is the highly kinetic intersection of the American free market and the American west, but also the story of the unique people and culture of Tulsa.

It is a place to work and to relax. It is a place to make sound. And, Brady has been a cultural crossroads as lively and loud as the cattle yards and trains. Whether it be the native Creek to early African Americans, to ranchers, cowboys, or workers with Oil Fever...they all brought their music and their culture with them. Some of it stayed, some of it left when they did. The Brady incubated its own unique brand of American music. Artists living and making work there continue to create some of the region's most important art contributing to Tulsa's rich cultural scene.

The streets, blocks and buildings are used to hard work and to change. They are used to the noise of a vibrant, productive city.

Brady is a natural place to begin nurturing and serving a creative new economy – especially an economy with capital that craves genuine, authentic places to inspire creative production.





## A Short History of Brady

...an excerpt taken from *Downtown Tulsa Intensive- Level Historic Resources Survey* (2009) by Cathy Ambler, Ph.D., Preservation Consultant & Rosin Preservation LLC...

In Tulsa's early days, the Brady area was part of a small Tulsa community in an area belonging to the Creek Nation. When the Frisco arrived in 1882, the train's daily appearance became an event for the town. It brought news from the outside world, supplied goods to the small community, provided convenient travel, and accessed a broader market for the area's agricultural products. Almost all economic activity was soon focused along the railroad tracks or along Main Street, where houses were scattered across the townscape. If the railroad was Tulsa's lifeline to the outside world, Main Street was the primary internal artery for the community. At this time Tulsa had few proper streets and alleys. As in other Western towns, Main Street (laid out by a railroad engineer with an orthogonal orientation to the tracks) soon developed with small commercial establishments lining both sides of the street.

In addition to a smattering of scattered houses, the Brady area had cotton, flour and corn mills, lumber and feed yards, liverys, and businesses selling agricultural equipment. All of these reflected the area's economic dependence on the Frisco Railroad. The Frisco shipped trail herds from Texas east to Tulsa, where live animals or meat was processed and shipped out again in refrigerated cars cooled by Tulsa ice. Lumber yards were trackside so they could easily unload construction materials received by rail. For businesses that relied on railroad transportation, access to the tracks decided where they would locate.

The KATY railroad ran tracks to Tulsa after the 1901 Red Fork oil strike. Soon trains were arriving regularly filled with new residents and with oil field goods moving to and from Tulsa suppliers. The volume of people and supplies travelling to Tulsa by rail only increased after the 1905 Glenn Pool strike. Grocers, confectioners, plumbers, drug stores, printing shops, barbers, and cobblers came to North Main Street. Hotels and rooming houses sprang up quickly to address housing needs. It is difficult to imagine how busy the Brady

area was, as hurriedly erected tents provided street-side meals. Eventually more substantial buildings appeared along North Main Street as the Brady area became dense with rail-related businesses.

Just ten years after Glen Pool, the Brady area had a large concentration of oil-related industries. The comings and goings of trains supplied the oil-economy, and freight deliveries meant that pipe and equipment storage yards preferred locations near the tracks. In the 1920s commercial and industrial buildings displaced many early residences.



By the 1940s, wholesale warehouses flourished in Brady as the area transitioned from railroad to trucking. While the railroads still brought goods to town, fleets of trucks distributed the goods locally. The number of wholesale buildings and warehouses multiplied. During the 1950s, as construction of interstate highways made trucking a more convenient system by which to haul goods,

railroads experienced a national decline in significance. The Brady area measured this change by an increased in transfer, storage and trucking depots.

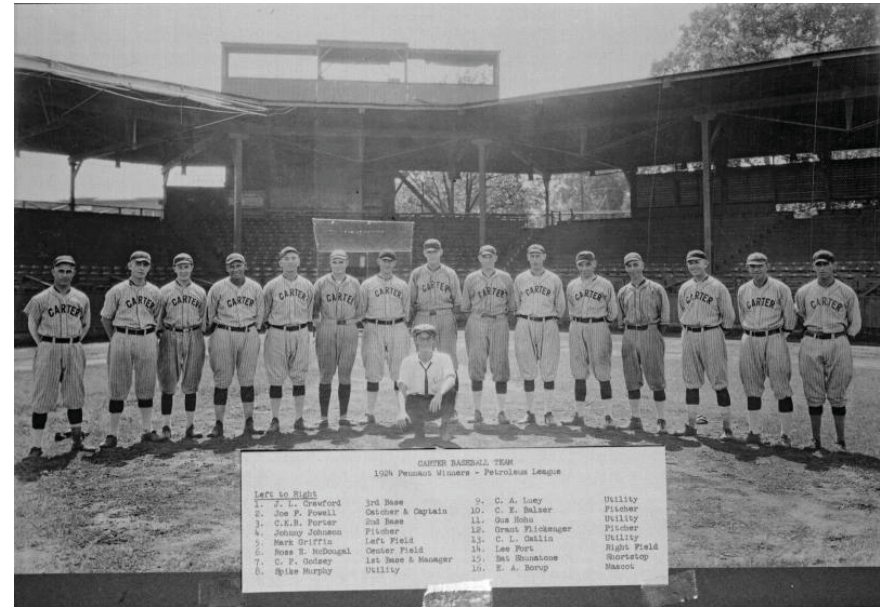
Brady still retained many oil-related companies and small shops, but the area declined in value to Tulsans in tandem with the railroads decline in value. Companies that once might have built near rail lines now built in suburbia where it was easier for their trucks to access highways. The center of Tulsa had moved south and east, but the Brady area remained associated, physically and mentally, with the city's industrial railroad past.

From the 1960s through the 1980s the Brady area waited for a renaissance in use. The KATY railroad tracks and most spurs were torn out in 1964 when construction of the Keystone Dam cut off railroad access to the west. Bargain basement, resale and rummage shops mixed with the remaining industrial buildings. From the city's planning perspective, the area was to remain a wholesale and distribution center.

In the late 1970s and early 1980s, there was renewed interest in Brady, as investors bought old buildings and closed the liquor stores. The clientele that had been using the Brady area began to leave when the arts community, including theater and music groups, began to move in.

Today, the renaissance of the Brady area is underway as property owners rehabilitate warehouses and commercial structures for new uses. Interest in housing close to downtown has prompted developers to see Brady as a prime area for residential investments. State and federal tax credit programs provide incentives to rehabilitate the area's historic buildings too. The Brady area is known today as an arts district with a distinct historic character in one of the city's oldest areas.

Please also see **'The History of Brady'**, a longer pictorial architectural history of Brady by Cathy Ambler, Ph.D., Preservation Consultant, located in the Appendices.



Top: Carter Oil Baseball Team Photo – 1924 Pennant Winners of the Petroleum League  
Bottom: ONEOK Ballpark is scheduled to open in early 2010, bringing more activity.



## Brady Today

By many, Brady is thought of as the north part of downtown. However, in contrast to the modern architecture casting long shadows, Brady has retained its older urban scale, and is considered a great asset for its character, its location and its potential.

“...Threads of Tulsa’s Native American heritage and oil boom days are still visible in the city’s historic fabric. As the city grows and develops in its second century, downtown will continue to capitalize on the potential in the historic buildings, existing infrastructure, and ample room to grow downtown...”

– *Downtown Area Master Plan (draft September 2009)*

The character of Brady could be described as informal, creative, historic, and urban – active day and evening. Workers, visitors, and residents comfortably interact on the street. They tend their shops, enjoy a meal, shop, engage in conversation. Brady Village exists in sharp contrast to the classic and modernist skyscrapers, formal spaces, and business attire of downtown – just a short walk across one of multiple bridges and pedestrian pathways.



The pace is slower. Young people and families browse, stroll, talk. They arrive before or after an art opening, sporting event, performance, concert, or club night; they enjoy the eclectic and easy going atmosphere, partake of various food or retail options - all of which feature unique and highly creative fare. They eventually walk to their home, a transit stop, or car.



*Photos: Aerial from northeast (left). Lola's with downtown in the background (above).*

## Cultural Context

Brady's history reflects the dynamism of Tulsa's economy, as well as the challenges of his human history. The energetic, and at the same time difficult, formation of Tulsa compares to that of many US cities during the early 20<sup>th</sup> Century. Brady's history contains strife, conflict, hard work, hope, opportunity, success, and failure. Most of all, it exemplifies creativity and progress.

Many have left their imprint on the Brady district. Many have lived, worked, and celebrated here. High on the list of those leaving an impression is Tate Brady. His positive imprint on its economic development parallels, for many, his negative imprint on tragic racial relations with the once large and prosperous African American community in Greenwood, immediately to the east, where a thriving business node recalls its history. The Brady district has served, nonetheless, as a place where people and cultures have come together and where visitors to Tulsa have found some of its unique creations and offerings.

It's this creative energy that best exemplifies Brady's identity, the kind that comes from the "collisions" of people and cultures. A tension continues while the boundaries of Brady remain unclear for some. Historically, Greenwood extends west to Detroit Ave. Some City maps (see way finding map to the right) reflect Greenwood ending at Elgin. Existing as part of Greenwood or as part of Brady still matters in the 21<sup>st</sup> Century but more as a commitment to understanding Tulsa's turbulent social history and its dynamic future.

Partnerships between Brady, Greenwood and other neighboring districts foreshadow an inclusive vision for Tulsa. Placing a high value on culture, the arts, and the creative energies propels the city towards that vision and a prosperous future.



*Figure: Brady's 'position', shown on a new way-finding sign.*

Understanding Brady's potential means understanding it as a cultural & creative centerpiece of Tulsa's new economy, as a major asset in attracting, retaining, and rejuvenating human capital to the City and the region. With this exciting vision in mind and with the foundation of previous planning efforts underfoot, Brady leaders and stakeholders now look forward together.

## Current Planning

The City of Tulsa through its Planning Department has actively planned for the Brady district for the past decade. Downtown planning has included Brady. Other interested groups, including local owners, philanthropies, and nonprofit organizations have also demonstrated interest in Brady through formal and informal planning activities.

In late 2008, the George Kaiser Family Foundation, sponsor of some planning work for Brady, recognized that greater input from community stakeholders and further coordination



of planning efforts would better serve the community. Creative Community Builders, a Minneapolis-based planning and consulting firm, was engaged to convene and coordinate various stakeholders in Brady to consolidate and bring more efficacies to the multiple planning efforts. In doing so, a review of existing and in-progress planning efforts was conducted and is summarized here.

*Figure: February 2009. Brady stakeholders participate at the Creative Placemaking Workshop*

2003

Brady Village Infill Development Design Guidelines (a component of The Brady Village Neighborhood Detailed Implementation Plan)

2008

International Downtown Association Report

2008-2010

PLANiTULSA, the Tulsa Comprehensive Plan Update

2009

City of Tulsa Downtown Area Master Plan

2009

Tulsa Beautification Foundation Design Work

2009 (October)

Downtown Tulsa Intensive-Level Historic Resources Survey

2008-present

Community Based Planning & Design Process

Creative Placemaking Workshop

District Mapping & Analyses

ONEOK Ballpark Area Streetscape Design

Brady Arts District Streetscape Summary Report *12/09 Draft*

Brady Town Square (& Streetscape) Design

Assembling this Small Area Plan

Ongoing Monthly Planning Group Meetings



March 2003

## Brady Village Infill Development Design Guidelines

A Component of the Brady Village Infill Neighborhood Detailed Implementation Plan



### “PURPOSE

The City of Tulsa identified the Brady Village area as an *Infill Development Study Area* and one of three pilot studies for infill development planning. The purpose of this document is to present infill development guidelines for the anticipated development and redevelopment of the Brady Village neighborhood study area (refer to Exhibit 2).

Brady Village continues to demonstrate substantial infill development and redevelopment potential. The study’s recommendations provide assistance and direction for maintaining, improving and enhancing the Brady Village neighborhood. Their adoption and application will serve as an

important step incorporating community preferred solutions to community defined issues in Brady Village....” – page 1

### “...PREFACE AND PLANNING FRAMEWORK

Tulsa has reached its one hundredth birthday and, with respect to American urban places, Tulsa is a young child. Yet even in this youth, we are encountering what older urban centers have experienced for some time. Tulsa has already reached in many places the physical limits to where our community can grow. Land for development has been greatly consumed and outward growth is blocked by surrounding suburban communities. As our community looks for new development opportunities, it must look inward at the older existing urban form. Tulsa leaders responded to this and other related urban issues by stating:

“As Tulsa continues to mature as a city, infill development will become more important as land on the perimeter is no longer available for development. Infill will no longer be the exception; it will be the rule in terms of predominant types of development. Support and encouragement of infill development are strongly recommended and should be implemented through City regulations, policies and philosophies in order to ensure quality and consistency in future development.”

This is the opening statement of the 1999 Tulsa report on infill development, *A Report of the Infill Development Task Force*, prepared by the Tulsa Infill Development Task Force for the Mayor and the Tulsa Metropolitan Area Planning Commission. The Tulsa Infill Development Task Force recommendations are serving as the foundation for infill planning initiatives in the City of Tulsa.” - Page ix

“...The Plan report ... contains the vision for Brady Village. It presents the optimum physical improvement envisioned by Brady Village businesses, merchants and property owners and prescribes guidelines for maintaining and enhancing Brady Village’s distinctive urban form. It provides a practical, realistic plan of the Brady Village built environment and practical strategies and actions to achieve Brady Village’s goals.

In summary, the vision is to keep and improve the Brady Village area as Tulsa’s 24/7 Urban Village. This 24/7 Urban Village is to be a mixed use, vital urban environment consisting of the arts, culture and entertainment, communications, teleports and technology, business and industry, and distinctive downtown living. The Brady Village plan seeks to assist and assure that development in Brady Village is of optimum quality and to represent all Brady Village interests equitably, fairly and with vibrant imagination. ...” - page xiv

#### “...OVERALL DESIGN POLICIES

The Brady Village area is an urban village with its own special identity, sense of community, pattern of development and unique characteristics. The protection, preservation and enhancement of this higher density urban village is of paramount importance. This urban village is intended to be an area of business, entertainment and residential activity associated with a vibrant, colorful atmosphere and character 24 hours a day, 7 days a week (A24/7"). There are certain design policies and standards appropriate for improvements in the study area...

- ...(A) Overall ...
- ...(B) Land Use...
- ...(C) Transportation ...
- ...(D) Parking ...
- ...(E) Urban Design ...
- ...(F) Location of key Design Elements ...”

Pages 5-12 containing the Overall Design Policies are included in the Appendix of this document. The full 2003 report can be found online at [www.tulsadevelopmentauthority.org/plans\\_brady\\_infill.html](http://www.tulsadevelopmentauthority.org/plans_brady_infill.html)

November 2008

International Downtown Association

Advisory Panel Report

Page 2... "...The agreement between the City of Tulsa and the International Downtown Association states that the purpose of the panel is as follows:

The City of Tulsa seeks to create an organization that can coordinate, plan, direct and manage a wide range of downtown revitalization functions, including the integration and implementation of downtown plans, management of downtown public/private partnerships, support for downtown business groups, and support and management of programs as designated by the City. Possible functions include parking management, management of downtown business improvement district programs, event functions, and other downtown operations.

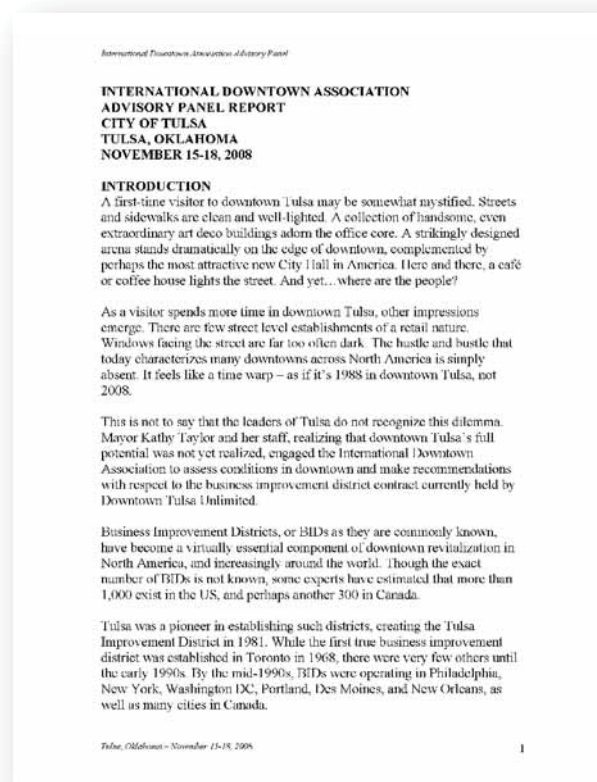
The IDA Advisory Panel will examine and assess the current organizations, agencies and programs focused on the revitalization of downtown Tulsa, including the relationship between the City of Tulsa, Downtown Tulsa Unlimited and various stakeholders; discuss and compare best practices and successful strategies employed by other similar business districts in terms of organizational structure, functions, and programs, particularly with regard to functions within the scope of a downtown management organization; review and make recommendations regarding any appropriate organizational development strategies; examine advantages and disadvantages of collaborative planning and funding strategies, especially in business improvement districts; and recommend ways that programs, if initiated, can be sustained.

The Panel was led by David Feehan, President and CEO of the International Downtown Association....

## IDA Panel Observations

Panelists divided observations into six categories: Physical, Organizational, Political, Economic, Management, and a final category, called Other Observations, for those that did not fit neatly or well into the first five categories..."

The IDA report is referenced in this report in order to provide context for recent decisions regarding downtown organizational and political issues, as well as to profile several of the opinions regarding the built environment that were developed by the panel, which are occasionally cited throughout this plan.





September 2009 (draft)

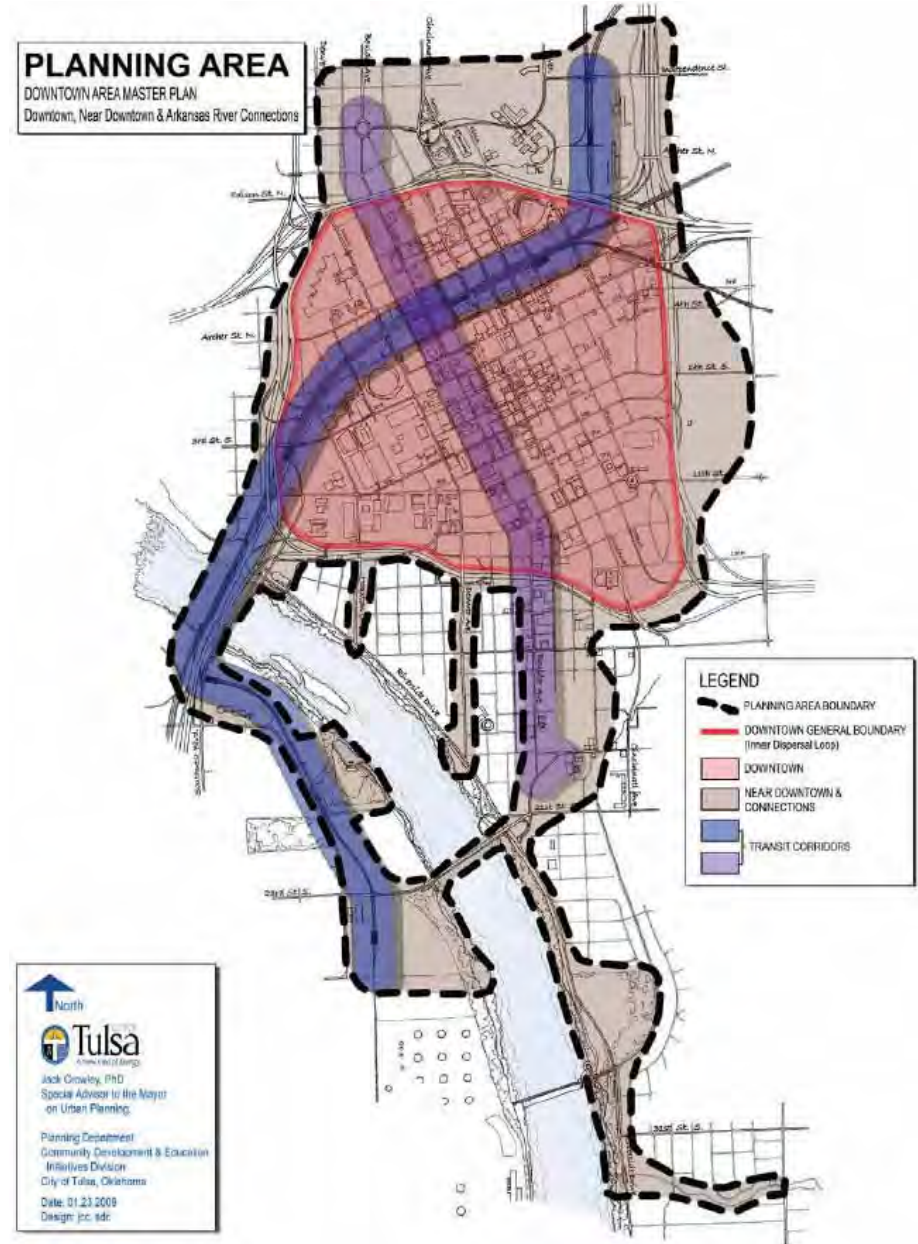
## City of Tulsa Downtown Area Master Plan

Excerpt from page 13:

“...Following the development of the initial elements of Vision 2025 in downtown Tulsa and in order to maximize existing initiatives, the City began development of an updated Downtown Tulsa Master Plan. This study effort is based previous master plans, district plans and other studies and emerging private and public development and redevelopment in the Central Business District area, near downtown neighborhoods, and connections to the Arkansas River. The purpose is to continue the established momentum by preparing a plan that connects the Vision 2025 initiatives to existing and planned development and to recommend infill projects that leverage new public-private and private investment. The three major targets of the plan are to:

- Revitalize the downtown
- Connect it to the Tulsa River Park’s system
- Initiate Rail Transit extending outward from the downtown to the beginnings of future rail corridors serving the city and the region

The Downtown Tulsa Master Plan includes all lands within the “Inner Dispersal Loop” (IDL), the O.S.U. and Langston Campus, the Evans-Fintube site to the north, edges of the adjacent neighborhoods to the east and west including close in areas of the Pearl District and Crosbie Heights, and a corridor of Business Developments extending southward to Veteran’s Park at 21st Street and Boulder Avenue.



2009

## PLANiTULSA, The Tulsa Comprehensive Plan

[www.planitulsa.org/...](http://www.planitulsa.org/...)



The following excerpts are from PLANiTULSA, snapshots of citizen attitudes about the future of Tulsa. Understanding the larger consensus for the direction of Tulsa provides important context. PLANiTULSA is undergoing final approvals just now at the writing of this plan, so it holds great currency as appropriate big picture backdrop to the focused efforts in Brady. Brady planners employed a citizen based approach, similar to the spirit of openness structured into PLANiTULSA's planning process. The comp plan information is particularly helpful to review to the extent that the Brady planning, as presented in this

document, is proposed to function within the City of Tulsa Comprehensive Plan as a Small Area Plan for the Brady district.

"...Our Vision for Tulsa lays out concepts for how the City of Tulsa will look, function, and feel over the next 20-30 years. This vision is the guiding document for Tulsa's comprehensive plan update, PLANiTULSA, and describes the kinds of places, economy, housing and transportation choices, parks, and open spaces that the city's policies should be designed to create.

The Vision Map (see Figure) is a product of unprecedented public engagement, developed with the guidance of thousands of Tulsans, stakeholders, City staff, and a volunteer Citizens' Team. Through this vision, Tulsans are setting our city on a new course.

With help from surveys, workshops, and growth and transportation scenarios, the shared vision for Tulsa's future is emerging. Five key themes have surfaced..."

### City wide polling results: Perceptions vs. Realities

The following are excerpts from PLANiTULSA: Research Overview Pre-Final Report for Community Discussion July 10, 2008, compiled by Fregonese Associates, Collective Strength, & City of Tulsa:

Perception is that big disconnect between city leaders, stakeholders and various segments of the City. Reality is that tremendous consensus exists around a clear and unified vision of top priorities – these revolve around a basic services agenda – street repair, education, and health care.

- ✓ need for new jobs, training and support for entrepreneurs
- ✓ balanced transportation investment and need for choices
- ✓ widespread understanding of which areas need resources and attention first

### View from the Next Generation

Within PLANiTULSA polling, the opinions of those 18-34 are generally consistent with the total population, which included a significant focus on:

- ✓ More entertainment venues (50-35%)
- ✓ Local independent retail (43-31%)
- ✓ Downtown getting too little (40-31%)
- ✓ Adding bike lanes, sidewalks (55-48%)
- ✓ North Tulsa as top priority for the future (43-34%)

### Message to PLANiTULSA Team from Polling

- ✓ Focus on how physical infrastructure can support the consensus around a basic services agenda

- ✓ Connect healthy city planning concepts like infill and retail to basic services
- ✓ Reframe transportation investment to a balance between street repair and gas saving alternatives like rail, streetcar, bus, bike
- ✓ Help people participate in the plan all along the way
- ✓ Keep the plan transparent and protect it from the perception that special interests will do what they want no matter what

- ✓ Don't listen to those who believe Tulsa is "already built out". People are open to development in both new and existing areas.
- ✓ Build a future for Tulsa that keeps your young people here and attracts jobs to benefit the whole city, starting with North Tulsa and extending to all areas.

## Guiding Principles of PLANiTULSA

### Community and Housing

- Tulsans want a city where newcomers can move, buy a home and join the community.
- Future development should protect historic buildings, neighborhoods and resources while enhancing urban areas and creating new mixed-use centers.
- Tulsa residents envision a city with pockets of density to provide for a more livable, pedestrian-friendly and cost-efficient community.
- Tulsa should permit opportunities for a full range of housing types to fit every income, household and preference.

### Transportation

- A variety of transportation options should serve the city, so that all Tulsans can go where we need to go by driving if we want, but also by walking, biking or using public transit.
- Transit should be designed as a consumer good, to attract people without a vehicle, as well as people who do, with its quality & benefits.
- Employment areas also should provide nearby access to services such as child care, groceries and restaurants.

### Economy

- Downtown Tulsa should act as a thriving economic engine and cultural center for the entire region.
- Entrepreneurs, small businesses and large employers should find Tulsa an easy place to do business.
- Adequate space for expanding businesses into downtown, along main streets, or in employment centers should be easy to find.



Figure: PLANiTULSA's Vision Map dated September 9, 2009.

## Message to Citizens of Tulsa from Polling

- ✓ Do whatever it takes to move beyond the perceived disconnect fragmentation and fears of the past.
- ✓ Recognize the consensus that exists among diverse parts of the city and use it to strengthen a unified community sense of purpose.
- ✓ See Tulsa's multicultural mix as a unique and compelling strength.



- The city should invest in the critical infrastructure necessary to develop a robust and diversified economy.
- The city should have the ability to monitor trends, spot key opportunities and meet challenges strategically.

### Equity and Opportunity

- Tulsans want a cohesive city where we have the ability to create safe, healthy lives for ourselves and our families.
- Tulsans want civic, business and government institutions to ensure that everyone has equal opportunity and access to housing, employment, transportation, education and health care, regardless of background, ethnicity, or neighborhood.
- Schools should be safe, easy to walk to, and part of a world-class education system.

### Environment

- Tulsans expect our city to become a leader in sustainability & efficiency.
- Residents expect easy access to parks and natural areas.
- City parks should provide open space, available to each neighborhood, with access to fields, natural areas and greenways for outdoor relaxation and recreation.
- New buildings should meet high standards for energy and water efficiency while delivering high quality spaces and architectural design.

### Planning Process

- Tulsans expect city planning and decision-making to be an inclusive and transparent process.
- Once adopted, city-wide and neighborhood plans should be funded, implemented and monitored for performance.
- Development and zoning policies should be easily understood, workable and result in predictable development.
- Residents should have a voice in solving their community's problems today and be a part of planning for tomorrow.

2009

### Tulsa Beautification Foundation

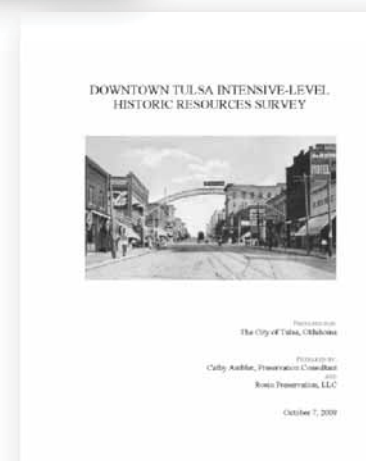
This initiative included efforts to develop design ideas for gateways and connections along the IDL (Inner Dispersal Loop) boundary. This work is further profiled in Chapter 4 – Placemaking. *(Designs by Alaback Design Associates.)*



October 2009

### Downtown Tulsa Intensive-Level Historic Resources Survey

This document forms the basis for much of Chapter 2 - Establishing Historic Districts. *(Completed by Cathy Ambler Ph.D. Preservation Consultant, as Principal Investigator, with Elizabeth Rosin and staff of Rosin Preservation)*





## 2008-2010

### Community Based Planning & Design Process

During the latter part of 2008, about 40 stakeholders in Brady Village, including property and business owners, artists, nonprofit leaders, residents, city planners, and others met under the auspices of the Brady Village Owners Association and the George Kaiser Family Foundation. The group was chaired and hosted by Tom Wallace, owner of Wallace Engineering. Representatives of adjacent Greenwood, Blue Dome, and the downtown business district also participated.

Ren Barger	Tulsa HUB
Jim Brackett	Brackett Realty
Tom Borrup	GKFF Consultant, Creative Community Builders
Ken Busby	Arts & Humanities Council
Stephen Carr	City of Tulsa - Planning
Jeff Castleberry	Caz's
Linda Clark	Tulsa Glass Blowing Studio
Mel Cornshucker	Boston Artist's Studio
AmandaDeCort	City of Tulsa - Preservation
Sarah Diggdon	Tulsa Glass Blowing Studio
Stanton Doyle	GKFF
Sherrell Evans	Resident / Flintco
Bradley Garcia	Gypsy Coffee House
Steve Ganzkow	American Residential Group
Greg Gray	Club 209 - The Arts Bar
Kerry Joels	Cains Museum
Catheryn Mason	Tulsa Glassblowing Studio
Peter Mayo	Brady Theater
Missy McGowan	City of Tulsa-Economic Dev
Julie Miner	City of Tulsa-Economic Dev
Rachael Navarro	One Architecture
Jim Norton	Downtown Tulsa Unlimited
Jeff Olsen	Omni Lighting
Mike Partain	Davis Brothers
Scott Rodehaver	Wallace Engineering
Alice Rodgers	Cain's Ballroom



Michael Sager	1st Street Lofts
Bob Schaefer	Selser Schaefer Architects
David Sharp	Sharp Development
Marvin Shirley	Griffin Communications
Tori Snyder	PPG /Potroh Lofts, L.L.C.
Jeff Stava	Tulsa Community Foundation
George Sutton	GKFF Consultant, Sutton + Associates, Inc.
Arlin Vancuren	Howell & Vancuren
Brian Walker	Wallace Engineering
Susie Wallace	Wallace Engineering
Tom Wallace	Wallace Engineering
Dennis Whitaker	City of Tulsa-Planning
Dave Wilson	WRT Realty
Chris Zenthoefer	New Medio
Steve Zenthoefer	New Medio

Participants agreed to a series of monthly meetings and an extended evening planning session to which a wider group of stakeholders were invited.

## Together to a Shared Vision

The 2009 planning efforts proceeded under the guidance of the core group, incorporating artists, residents, business and property owners, city planners, nonprofit leaders, and others. Under the sponsorship of The George Kaiser Family Foundation, Minneapolis consultants Creative Community Builders (Tom Borrup) and Sutton + Associates (George Sutton) facilitated the process. Selser-Schaefer Architects and SWA Group Landscape Architects provided design services. Peter Musty LLC of Minneapolis compiled results into the completed planning document. The process yielded several results:

- ✓ completed an interactive community-based effort to understand the physical and cultural heritage, culture, uniqueness and opportunities of Brady Village, documenting the values and preferences of major stakeholders

- ✓ completed analyses of the urban form, character and physical systems of the district
- ✓ completed identification of a consensus vision, set of goals and unique promotional brand for the district
- ✓ relocated Living Arts, a prolific artist-based contemporary arts organization, into the Greenwood district immediately adjacent to Brady
- ✓ rehabbed and fully leased 8 new subsidized housing units
- ✓ engaged with key leaders in adjacent districts to coordinate streetscaping and connectivity
- ✓ completed identification of recommended actions, with benchmarks for specific projects
- ✓ began an ongoing rhythm of leadership meetings, work teams & research by professionals & volunteers
- ✓ coordinated streetscape designs with ONEOK Ballpark in adjacent Greenwood (opening 3/ 2010)
- ✓ began development of capacities in arts and cultural organizations
- ✓ expanded First Friday art openings and related events
- ✓ produced collaborative Halloween events involving over a dozen businesses and nonprofits



- ✓ continued the ongoing dialogue regarding urban design, parking, housing issues, sustainable infrastructure, financing tools and preservation
- ✓ developed a brand identity and communications tools for The Brady Arts District

These accomplishments were made possible by the individual and collective efforts of multiple Brady stakeholders collaborating in unprecedented ways.

## February 2009 Creative Placemaking Workshop

Citizen values were documented at the Creative Placemaking Workshop on February 19, 2009. A cross section of citizens and stakeholders were present. The three-hour evening session brought nearly 100 people together at the Greenwood Cultural Center. Greenwood leader, Rueben Gant, former City Councilor Eric Gomez, and George Kaiser Family Foundation President Ken Levitt welcomed participants who worked through small group consensus-building exercises and creative planning activities.

Compiled and synthesized later by Creative Community Builders and Selser-Schaefer Architects, results of the session included a statement of values and vision, a series of goals, amenities and activities, as well as identifying priorities for infrastructure and development uses. The 40-member Brady Planning Group reviewed, revised and agreed upon the goals and priorities.

Brady Village stakeholders overwhelmingly expressed a desire for an active, pedestrian-friendly, mixed-use neighborhood boasting a historic feel and identity as an arts and entertainment destination. Stakeholders declared an appetite for basic services for residents and visitors alike including a grocery, urban park, and multiple restaurant and entertainment options.

They declared interest in an area that is aesthetically rich with restored older structures, eclectic infill, and distinctive public art. The presence of artists,

craftspeople, and experiential educational activities ranked highly. The neighborhood should be safe with affordable housing options, well-linked to downtown and adjacent areas, served by pedestrian and bicycle connections, public transit, and freeway access.

Lists of paraphrased ideas were assembled from small group discussion at ten round tables. Each table then identified its priorities, which were then compiled and ranked.



### ...*Assets We Value:*

included artists/craftspeople/ artisans (9 tables)  
old/historic/brick buildings (7 tables)  
pedestrian friendly character/street life (7 tables)

### ...*We Also Like:*

Cain's (3 tables), Brady Theater (3 tables)  
arts district (2 tables)  
entertainment (2 tables)  
proximity to Downtown (2 tables)

### ...*Some Also Like:*

unique venues  
freeway access  
wide streets  
eclectic mix  
livable feeling

### *...Don't Like In Brady:*

Jail (8 tables), vacant property /empty land (3 tables), social services (2 tables), Cheyenne near grade crossing (1 table), bail bond shops, and the perception of being unsafe.



### *...Would Like In Brady's Future:*

People wanted to see a greater mix of housing and services, highlighted by multiple votes for a grocery store (6 tables), new/affordable residential options (4 tables), more mixed use/infill (3 tables), locally owned shops/restaurants (2 tables), gas station on edge (2 tables), a hotel, and a movie theater.

Civic, arts & cultural features that garnered support included outdoor performance venue (3 tables), a new ball park (3 tables), memorial park (2 tables), farmers market (2 tables), Living Arts in Bed Check Bldg., railroad museum, amusement park, interactive galleries, artisan galleries, & festivals. Indian Presence was also mentioned.

Several public realm amenities were identified: park/green space (5 tables), iconic gateways/public art (5 tables), good lighting (3 tables), trolley/light rail stations (3 tables), restored/enhanced bridges (3 tables), trees (3 tables), parking structures (2 tables), and more sidewalks.

A greater sense of safety (4 tables) was clearly important, with several ideas listed: bike/horse police patrol, slower traffic, wider sidewalks, two-way streets, semaphores at Brady & Cincinnati.

A list was developed of improved pedestrian connections: BOK Center to ONEOK Ballpark, to Blue Dome, to Greenwood, to Downtown, to Boulder Bridge, and to Brady Heights.





February 2009

## District Mapping & Analyses

The following pages represent a professional analysis of the district provided by consultants early in the process, based on community input:



**NEEDS / OPPORTUNITIES**  
**DESTINATIONS**  
**CIRCULATION**

To download the analyses developed by Selser Schafer Architects, visit:

[www.thebradyartsdistrict.com/smallareaplan](http://www.thebradyartsdistrict.com/smallareaplan)

2009

## Ballpark Area Streetscape Design

Detailed design and engineering commenced in 2009 for streets around ONEOK ballpark.

2010

## Brady Arts District Streetscape Summary Report

This document forms the basis for much of Chapter 4: Placemaking.



See more about this report in Chapter 4. The entire document is located in the Appendix. For highest quality download:

[www.thebradyartsdistrict.com/smallareaplan](http://www.thebradyartsdistrict.com/smallareaplan)



2010

## Brady (Town) Square

### Programming & Concept Design

Detailed planning, design and engineering have begun – a collaboration of consultants, the City of Tulsa and important stakeholders.

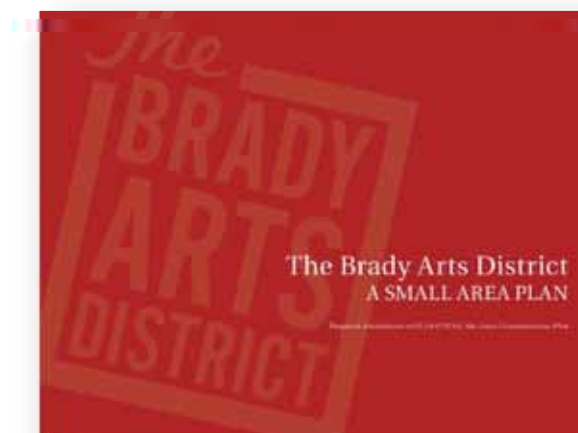


See more about this report in Chapter 4. The entire document is located in the Appendix. For highest quality download: [www.thebradyartsdistrict.com/smallareaplan](http://www.thebradyartsdistrict.com/smallareaplan)

2009-2010

## Assembling this Small Area Plan

PLANiTULSA is structured into four components: Vision, Policy Plan, Monitoring, and Strategic Implementation. In the Strategic Implementation Plan component, the City of Tulsa Planning Department is directed to:



### “...Step 4: Conduct Neighborhood and Small Area Planning in Key Areas

Tulsa already has a strong tradition of neighborhood-level planning. Small area or neighborhood plans can serve a range of places, from single corridors to districts of thousands of homes and businesses. The City of Tulsa Planning Department should lead the neighborhood planning process in key areas where redevelopment will help move the city toward the vision.

Because so much of Tulsa’s future development will take shape

as redevelopment and reinvestment, working with existing residents and stakeholders will be an important part of achieving the vision. The neighborhood planning function should continue its use of citizen engagement, visioning, and design and enhance it with additional techniques developed during the PLANiTULSA process. Neighborhood plans should include an implementation and funding plans consistent with PLANiTULSA, and be supported by a cross-departmental team to move them forward. ...”

This report will be submitted for consideration for adoption, in part or in full, as the Small Area Plan for the Brady Arts District.

## 2008 - Ongoing Brady Planning Group Meetings

Planning group meetings were held throughout much of 2009 to drive activities, and coordinate several work teams that have been charged to take action. Brady Village Owners Association and Brady Village Merchants Association each continue monthly meetings with unprecedented levels of participation and of collaboration between the two.









## Legend

NR Listed  
Resource

NR Contributing  
Resource

NR Contributing  
Resource

Vintage  
Resource

Not NR Eligible

Urban Renewal  
Resource

Less than  
50 Years Old

\*The term "Vintage" describes historic resources that do not retain adequate integrity or significance to be listed in the National Register; regardless, they enhance our understanding of the history and development of downtown Tulsa. The eligibility status of these resources might change if additional research identifies an area of significance or an important historical association or if the removal of existing alterations reveal historic materials and resources integrity.

# Findings of the Downtown Tulsa Intensive-Level Historic Resources Survey

Prepared by Cathy Ambler and Rosin Preservation for the City of Tulsa, Oklahoma



# Chapter 2

## Establishing Historic Districts

---

### Brady Arts District Goal #1

Create and maintain a historic and aesthetically distinctive area

- preserve/restore historic structures and other assets
  - develop public art and gateways to enhance the historic character and creative spirit
  - install streetscaping and green spaces complementing the character
  - encourage unique, locally-owned retail, restaurants, and other businesses
- 

*Map on previous page: cropped and reassembled map from Downtown Tulsa Intensive-Level Historic Resources Survey, prepared by Cathy Ambler and Rosin Preservation for the City of Tulsa, Oklahoma.*

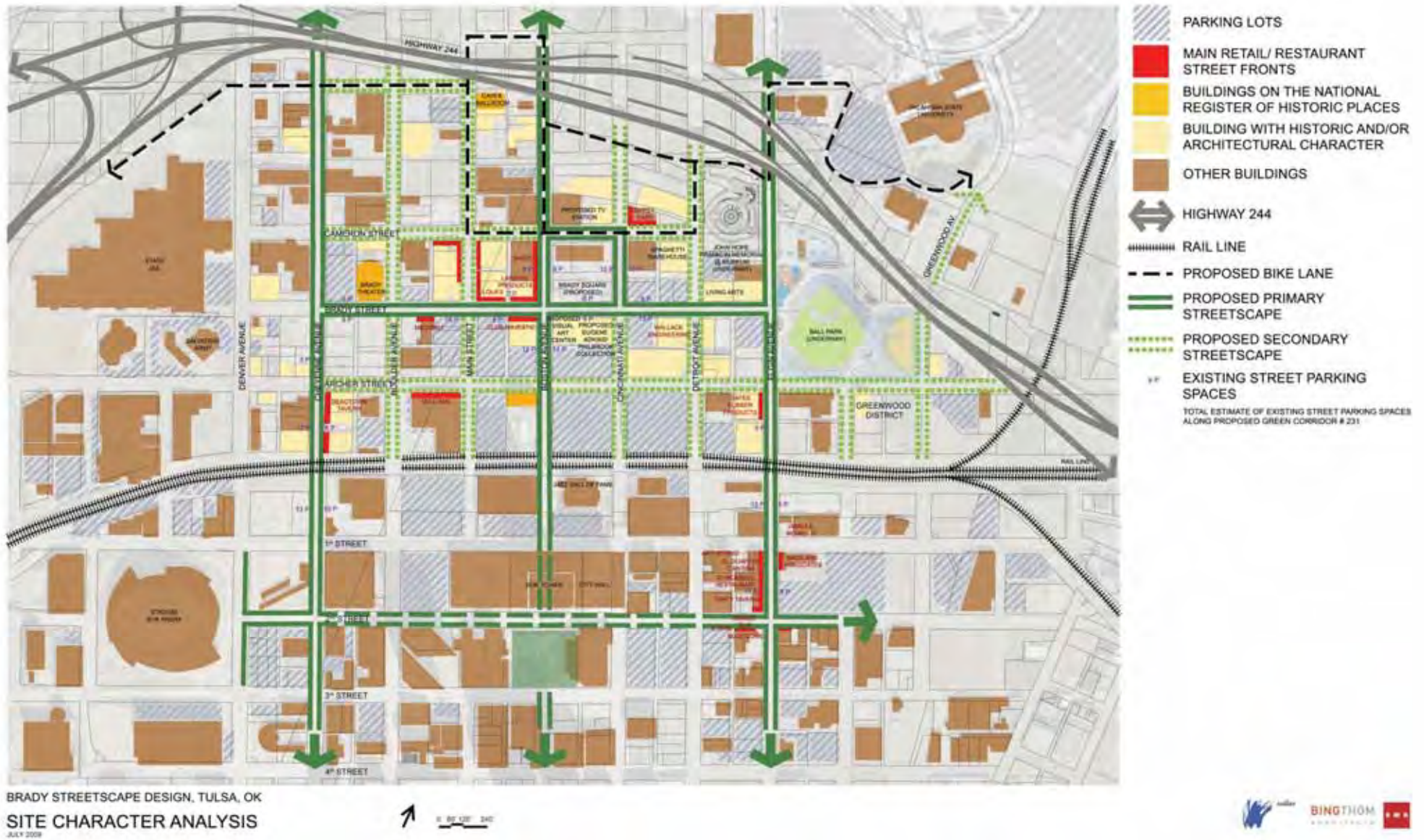
Early on during the 2009 planning process, there was a Site Character Analysis completed that identified ... ‘Buildings (already) on the National Register of Historic Places’, and informally identified ‘Buildings with Historic and/or Architectural Character’. This analysis preceded a larger and more formal study (published later in 2009) that is mentioned later in this chapter.

### National Register of Historic Places

The National Register of Historic Places is our nation’s list of buildings, sites, and structures worthy of preservation. The National Register provides a way to identify historic places based on nationally recognized standards. Buildings with exceptional historic or architectural significance can be listed in the National Register of Historic Places individually. Contiguous groups of buildings with a shared historic context or architectural style can be listed in the National Register as a district.

See Site Character Analysis on the following page.

For high quality download: [www.thebradyartsdistrict.com/smallareaplan](http://www.thebradyartsdistrict.com/smallareaplan) .....



Listing in the National Register of Historic Places allows property owners to apply for significant tax credits to rehabilitate their buildings in compliance with National Park Service standards. Both individually-listed properties and those which contribute to historic districts can qualify for certified rehabilitation tax credits. This program has spurred major reinvestment around the country, including more than 20 million dollars of credits claimed in Tulsa in recent years.

More than 50 buildings in Tulsa have been individually listed in the National Register. There are three buildings individually listed in the National Register in the Brady District:



Cain's Dancing Academy (Cain's Ballroom)  
Built 1924  
423 North Main



Tribune Building (Tribune Lofts)  
Built 1924  
20 East Archer Street



Tulsa Convention Hall (Brady Theater)  
Built 1914  
105 West Brady Street

Listing in the National Register enables protection of buildings chiefly by enabling qualification for helpful tax credits that require compliance with Secretary of the Interior Standards for Historic Preservation. There are no additional buildings in the Brady Arts District being considered for individual listing in the National Register at this time. While no buildings are currently nominated, there are multiple buildings now individually eligible which the following pages show.

More information about each National Register building is at [www.tulsapreservationcommission.org/nationalregister/](http://www.tulsapreservationcommission.org/nationalregister/)

Tulsa has 15 listed National Register historic districts as of 2009. The City of Tulsa recently identified three potential historic districts within the Brady Arts District, as detailed in the following pages. After Brady leadership and property owners explored the benefits and potential drawbacks to listing these districts, a contract was let to write the nominations in Brady, approved by the Brady Village Owners Association. Listing will allow numerous contributing buildings to participate in the historic tax credit program, and will be helpful in protecting the character of transitioning districts that are under pressure to grow or change.

In consultation with Brady community leadership and property owners, the City of Tulsa is now in the process of National Register Listing for all three Brady Historic Districts. These districts should be officially listed in the National Register by the end of this year (2010), though property owners can begin pursuing tax incentives immediately.



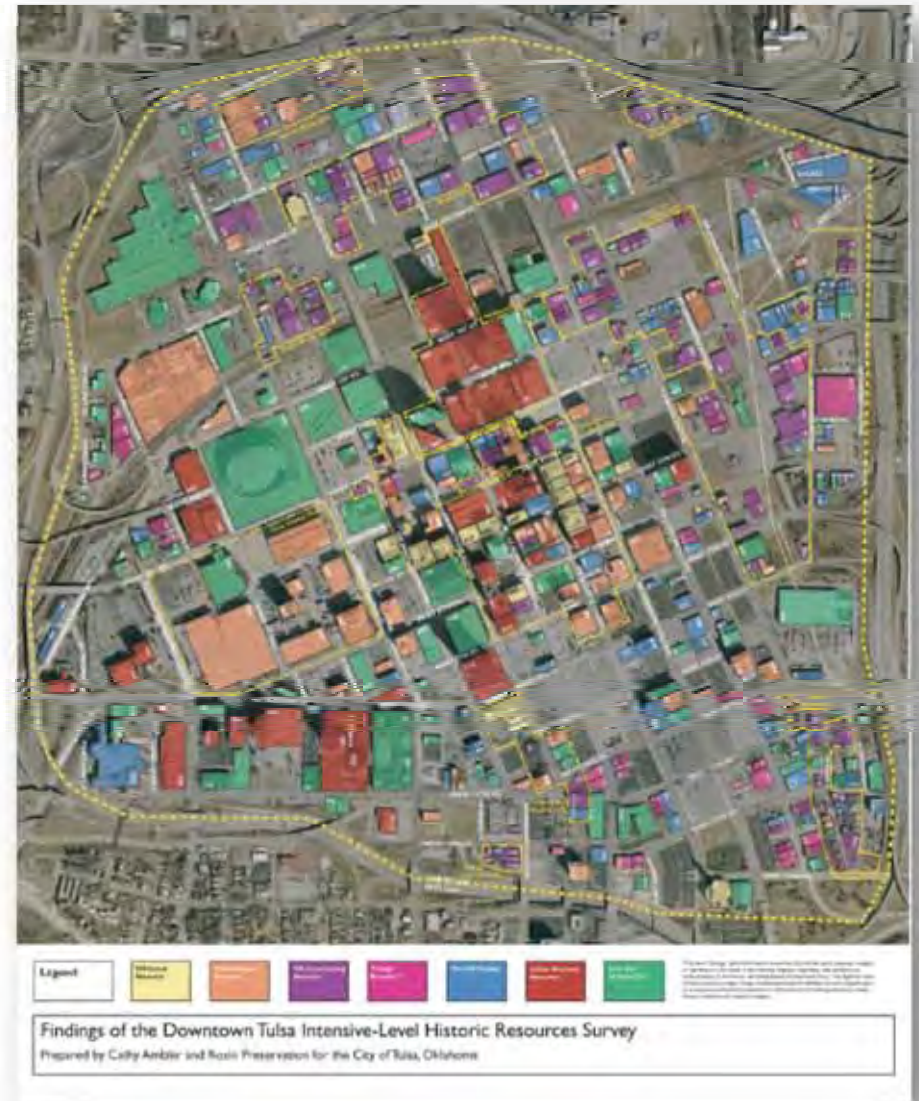
## Downtown Tulsa Intensive-Level Historic Resources Survey

Prepared for the City of Tulsa, the Downtown Tulsa Intensive Level Resources Survey was completed by Cathy Ambler Ph.D. Preservation Consultant, as Principal Investigator, with Elizabeth Rosin and staff of Rosin Preservation. The 119 page report presents the findings of the intensive level survey of Tulsa's downtown buildings, sites, structures and objects within the Inner Dispersal Loop (IDL), including the Brady district. The survey, conducted between January and July 2009, expanded upon the reconnaissance survey completed during the summer of 2008. The survey report provides an analysis of the findings and describes the resources that have the potential to be eligible for the National Register of Historic Places, either individually or as contributing resources within a historic district.



## Survey Findings: Three Historic Districts in Brady

From the survey report: "...There are three potential historic districts within the Brady area that share a context and development patterns that reflect the evolution and importance of transportation systems in Tulsa's history. Each of these areas contains a unique collection of commercial and/or industrial property types that are transportation-related. The districts are eligible under Criteria A and C and have significance in the areas of Architecture, Commerce, Entertainment, Industry, Community Planning and Development, Transportation, and Social History.







### Brady Historic District

36 buildings  
1 National Register listed  
7 Individually Eligible  
20 Contributing  
8 Non-Contributing  
Period of Significance: 1906-1965

#### Associated Architectural Styles and Property Types:

Late 19th and Early 20th Century Revival Styles (Mission/Spanish Colonial Revival, Classical Revival)  
Late 19th and Early 20th Century American Movements (Commercial Style)  
Modern Movement (Art Deco, Moderne)  
Other (No Distinctive Style)  
One-part Commercial Block; Two-part Commercial Block  
Two-part Vertical Block  
Temple Front; Warehouse/Light Industrial



### North Brady Historic District

11 buildings  
1 National Register listed  
6 Individually Eligible  
3 Contributing  
1 Non-Contributing  
Period of Significance: 1910-1962

#### Associated Architectural Styles and Property Types:

Late 19th and Early 20th Century American Movement (Commercial Style)  
Modern Movement (Moderne, Art Deco)  
Other (no distinctive style)  
One-part Commercial Block; Two-part Commercial Block  
Warehouse/Light Industrial



### South Brady Historic District

12 buildings and 2 structures

1 Individually Eligible

9 Contributing

5 Non-Contributing

Period of Significance: 1920-1962

#### Associated Architectural Styles and Property Types:

Late 19th and Early 20th Century Revivals (Mission/Spanish Colonial Revival)

Late 19th and Early 20th Century American Movement (Commercial Style)

Modern Movement (Moderne)

Other (no distinctive style)

One-part Commercial Block; Two-part Commercial Block

Warehouse/Light Industrial





“...The 1962 *Sanborn Fire Insurance Maps* document that vacant space (parking and empty lots) in the Brady districts is sometimes historic. The vacant space provided truck parking, access to warehouses, etc. District nominations should take into consideration the historic open space that contributes to their significance. ...” – *Downtown Tulsa Intensive Level Resources Survey (2009)*

### Historic Preservation Zoning (City of Tulsa)

There are currently five Historic Preservation Zones in the City of Tulsa, which is a local zoning overlay implemented only upon the request of residents. The primary regulation of HP zoned neighborhoods in the Certificate of Appropriateness (COA) process administered by the Tulsa Preservation Commission. No areas within The Brady Arts District are being considered for Historic Preservation Zoning at this time.



### Tulsa Preservation Commission

[www.tulsapreservation.org/...](http://www.tulsapreservation.org/...)

“The Tulsa Preservation Commission administers Historic Preservation Zoning, identifies and nominates properties to the National Register of Historic Places, and produces educational material describing Tulsa historic resources...”

### Historic Assets

“...Information about Tulsa’s historic neighborhoods, individual buildings, National Register listings, and Art Deco heritage...”

### Zoning

“...Maps, design guidelines, forms, dates and information about the Certification of Appropriateness review process...”

### Resources

“...Rehabilitation tips, preservation incentives, and general resources for historic building owners and enthusiasts...”

### Contact Person

“...The Tulsa Preservation Commission is staffed by professional planners in the City of Tulsa Planning Department. Primary contact listed:

Amanda DeCort

Preservation Planning Administrator

[adecort@cityoftulsa.org](mailto:adecort@cityoftulsa.org)

(918) 576-5669

Ms. DeCort acts as Tulsa’s Historic Preservation Officer and oversees the Certified Local Government program. She is responsible for program planning and grant administration as well as providing primary staff support to the Tulsa Preservation Commission. ...“



nps.gov

National Park Service  
U.S. Department of the Interior



The National Register of Historic Places [www.nps.gov/...](http://www.nps.gov/...)

## How are Properties Evaluated?

To be considered eligible, a property must meet the National Register Criteria for Evaluation. This involves examining the property's age, integrity, and significance.

- Age and Integrity. Is the property old enough to be considered historic (generally at least 50 years old) and does it still look much the way it did in the past?
- Significance. Is the property associated with events, activities, or developments that were important in the past? With the lives of people who were important in the past? With significant architectural history, landscape history, or engineering achievements? Does it have the potential to yield information through archeological investigation about our past?

## Benefits & Owner Information

Listing in the National Register of Historic Places provides formal recognition of a property's historical, architectural, or archeological significance based on national standards used by every state. Benefits include:

- Becoming part of the National Register Archives, a public, searchable database that provides a wealth of research information.
- Encouraging preservation of historic resources by documenting a property's historic significance.
- Providing opportunities for specific preservation incentives, such as:
  - > Federal preservation grants for planning and rehabilitation
  - > Federal investment tax credits
  - > Preservation easements to nonprofit organizations
  - > International Building Code fire and life safety code alternatives

- Possible State tax benefit and grant opportunities. Check with your **State Historic Preservation Office** for historic property incentives available within your state.
- Involvement from the **Advisory Council on Historic Preservation** when a Federal agency project may affect historic property.
- Find out information on the care and maintenance of your historic property through various **NPS Preservation Briefs** and **Tech Notes**.
- **Network with other historic property owners**, tour historic areas, or chat with preservationists through Conferences, Workshops, and Preservation Organizations.
- Celebrate your listing by ordering a **bronze plaque** that distinguishes your property as listed in the National Register of Historic Places.

## Your Property Rights

- National Register listing places no obligations on private property owners. There are no restrictions on the use, treatment, transfer, or disposition of private property.
- A property will not be listed if, for individual properties, the owner objects, or for districts, a majority of property owners object.
- National Register listing does not automatically invoke local historic district zoning or local landmark designation.
- **Federal Regulation 36 CFR 60** authorizes the National Register of Historic Places.
- Contact your **State Historic Preservation Office (SHPO)** for any specific state rules or regulations"

## Recommended Actions: Preservation

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1. Proceed to establish National Registered Historic Districts as recommended and supported by the Brady Village Owners Association, the City of Tulsa, and the Oklahoma State Historic Preservation Office
2. Research district preservation grants and other resources available
3. Organize educational events/symposia for stakeholders, property owners, and residents within the Brady Historic Districts regarding financial opportunities, preservation, and heritage issues
4. Involve local arts and creative community in projects and activities to increase awareness of built heritage and the importance of understanding it and building on it
5. Explore and develop a fund for building façade improvements in keeping with district character









# Chapter 3

## Animating The Brady Arts District

### Brady Arts District Goal #2

Maintain and build upon district entertainment and cultural venues and activities

- establish consistent name, image, and brand to represent the district's character
- promote existing venues including Cain's, Brady Theater, artist studios/galleries, nightclubs, bars
- build complementary programming relationships with ONEOK Ballpark, John Hope Franklin Memorial, Greenwood Cultural Center, Living Arts, Philbrook/Adkins Collection, Arts & Humanities' Visual Art Center, Oklahoma Jazz Hall of Fame, OSU-Tulsa, Langston University, and other area attractions
- assist in development of new assets such as festivals, galleries, farmers' market, museums and venues featuring music, energy and regional history

*Photo on this page: Crowd watching Rocky Horror Picture Show, photo by Amy Frost*

*Photo on previous page: Performance, photo courtesy of Living Arts*

Artists, creative businesses, and cultural activities have come to define the Brady District since the 1980s. The neighborhood's character has built upon a growing mix of:

- Artist and young professional residents
- Artist and crafts studios and workshop spaces
- Music and visual arts venues
- Restaurants and coffee shops catering to the creative class
- Nightclubs and bars attracting people preferring alternative/creative lifestyles
- Creative sector employers such as advertising and engineering firms



Mixed with the above, the district includes warehouse and trucking enterprises and light industry, as well as vacant and/or underutilized property and buildings. Together they speak to possibility and a creative environment.

The Brady “ecosystem” remains fragile. The critical mass of creative businesses and artists is great enough to establish a district identity but not sufficient to stabilize real estate or an economy. In other words, a major incongruous industry or commercial development could potentially alter the character of Brady.

Property owners and stakeholders invested in the district voluntarily came together in a formal process in 2008 and 2009 to develop consensus around the district's identity, future vision, and a slate of projects that would more firmly establish the neighborhood's character and mix of uses. These include several

cultural, entertainment, and educational organizations as well as housing catering to artists and creative workers.

Two developments adjacent to Brady offer new possibilities and at the same time threaten the district's character: the opening of the BOK Arena just outside the district's southwest corner, and the March 2010 opening of ONEOK Ballpark in Greenwood, just outside the northeast corner of Brady. Such developments raise property values and make a variety of new uses possible. The vision for Brady leverages these "bookend" developments to retain its creative edge.

The planning effort presented a great opportunity to develop cultural and arts programming in parallel with an urban design process for the entire district. This goes beyond fostering street life through design, coordination of events and programming for public spaces. For instance, there was a chance to discuss and integrate public art in the context of new streetscape projects. Further, there is a chance to select or commission street furniture that supports the character and 'brand' of the district and to protect the character of the street.

Key to achieving the broader vision for The Brady Arts District is to leverage the current creative energy into a broader array of community amenities and vibrant street life. There is opportunity to capitalize on the intrinsic capacity of people in the district to organize cultural events, and to engage in specific design and visioning to support cultural and entertainment projects such as artists housing, the ballpark, Cains ballroom, Halloween parade, etc.

Brady business owners, nonprofit leaders, artists, and residents have organized a variety of cultural and social activities in recent years to attract visitors, stimulate business and elevate the profile of the district. With recent growth of business and cultural enterprises in the neighborhood, the Brady Village Merchants Association (BVMA) has stepped up to coordinate an expanding roster of events.



*Photo: Dia de los Muertos celebration on Brady Street outside Living Arts (photo courtesy of Living Arts)*

The district is primed to continue to grow its activity levels and identity with the planned relocation of additional cultural organizations into Brady. It also has close proximity to the downtown business district, a high level of accessibility via highways and surface streets from all directions, and it is adjacent to the BOK Arena, ONEOK Ballpark, OSU-Tulsa, and Langston University. At the same time, stakeholders and city planners have expressed strong interest in retaining and nurturing the district's historic, pedestrian, and artistic character. Too much traffic or activities incongruous with this character could derail the community's goals.

## Downtown Priority: More Life on the Streets!

In their November 2008 report, a panel of the International Downtown Association weighed in:

*"...Downtown is mostly a 9 to 5 place; but should it be 24/7? More than 30,000 people are reported to work downtown every day; but most leave after work for home and don't come back in the evening unless for a special occasion or event. This means that downtown, with the exception of the Brady arts district and the Blue Dome district, is relatively lifeless after 5 pm.....As more people rent apartments and buy*

condos in downtown, the possibilities for a 24/7 place increase. But other cities have experienced a whole new set of problems as nightlife returns to downtown streets. Panelists heard several people advocate for a 24/7 downtown, but did not hear much thought given to the implications of achieving this goal.

The City of Tulsa's Downtown Area Master Plan (draft September 2009) states on page 16...

**“...Principle Finding and Primary Focus of the Plan**

The 8 A.M. to 5 P.M. vitality of downtown Tulsa is very good. The 5 P.M. to 8 A.M. population is the target for improvement.

Tulsa has a vibrant workday population in the downtown, and while employment can and will likely grow in small increments over the next twenty-five years, it will not be the primary “player” in new efforts to revitalize downtown.

...most important to the revitalization of downtown are the initiatives to attract a population to activate it between the hours of 5 P.M. to 8 A.M. as well as weekends. A “24/7” downtown will also address the amenities to increase convenience and quality of life. The principal foci include residences, entertainment, conventions and visitors. All are enhanced by connecting the downtown to its region by multiple modes of transportation...”

## Cultural Assets & Opportunities

Brady stakeholders assessed existing assets in the areas of arts organizations, public art, and cultural activities. Opportunities for each of these areas were then outlined as well as preliminary action steps.



Figure: Design for Visual Arts Center (by Selser Schaefer Architects)



## Current Arts and Entertainment Assets...

... include Tulsa Artist Coalition (TAC), Tulsa Glassblowing Studio, Boston Artists Studio, CFC Chocolatier, Theater Tulsa, Tulsa Violin Shop, The Brady Theater, Cain's Ballroom, Gypsy Coffeehouse, Club 209, Club Majestic, The Marquee, Soundpony, Crystal Pistol, and Caz's Bar, as well as many individual artists and artisans.

### Assets Immediately Adjacent to Brady...

... include the Oklahoma Jazz Hall of Fame, Living Arts, Greenwood Cultural Center, OSU-Tulsa, and Langston University.

### Pending Arts & Entertainment Opportunities...

... in Brady include: Tulsa Arts & Humanities Visual Arts Center, The Philbrook Museum's Adkins Collection and Modern Art and Design Collection, Tulsa University Gallery, Brady Square Park, and other music history groups.

### Existing Activity Assets...

- First Friday gallery openings
- May Fest (adjacent)
- Halloween Celebration

### Activity Opportunities...

- Festivals (Tulsa International Festival, May Fest in Brady)
- Buskers – street performers of special occasions, weekends
- Additional art or studio walks/events



*Photo: Tents in front of Mathews Warehouse (photo courtesy of Arts & Humanities Council)*





## Cultural Destinations

- A Cain's Ballroom
- B Brady Theatre
- C Living Arts
- D Tulsa Glassblowing Studio
- E Boston Artists Studio
- F Tulsa Artists Coalition

- G The Marquee
- H Gypsy Coffeehouse
- I Soundpony
- J Crystal Pistol

## Coming Soon...

- K Cain's Museum
- L AHCT Visual Arts Center
- M Brady Square
- N "Tulsa University Arts Center"?

- O Philbrook's Adkins Collection & Modern Art and Design Collection
- P John Hope Franklin Memorial Park
- Q ONEOK Ballpark

## Marketing Brady: Image, Naming & Brand Symbol

*From a report by Walsh Associates...*

The Brady District is one of the oldest sections of Tulsa. It is rich with cultural icons such as the Cain's Ballroom and the Ole Lady of Brady. The buildings in the area that are still standing are primarily red brick and have been utilized as warehouses. The Brady District name derives from Wyatt Tate Brady who arrived in Tulsa in 1890 as a shoe salesman and quickly opened one of the town's first mercantile stores. Brady was one of the original incorporators of Tulsa and is considered a pioneer, promoter and developer of the area having built Cain's Ballroom and the first hotel with indoor baths, the Brady Hotel. He was also the first member of the Democratic National Committee after Oklahoma became the forty-sixth state in 1907.



Today, there is a faction of Tulsans who take issue with some of the associations and choices that Tate Brady was involved with, but there is no

denying that he was a huge supporter of Tulsa and played a very big part in its early development.

## Currently in Brady

Over the past twenty years, the area has morphed into an eclectic collection of bars, restaurants and arts establishments. There has been some revitalization with a few buildings renovated into new office space while still remaining true to their historic past.

Although homelessness is a problem facing inner-city areas, it has not deterred visitors from the Brady District. The county jail is located on the West outer edge of the Brady District close to several bail bonds establishments and a few blocks from the Tulsa Day Center for the Homeless.

A new baseball park—ONEOK Field is under construction on the East edge of the District in the Greenwood District. The Blue Dome District, which has steadily developed as a new area for nightlife with bars and dance clubs is on the South edge of the Brady and Greenwood Districts. Williams Plaza and Tulsa City Hall are directly south of the District along with the Performing Arts Center and the Jazz Hall of Fame / Union Depot building. The New BOK Arena is a few blocks southwest of the Brady District on Denver.

*Photo: Johnny Lang performing at Cain's Ballroom, Photo courtesy of [www.cainsballroom.com](http://www.cainsballroom.com), [photopyle.com](http://photopyle.com)*

## Making Plans for Living, Working, and Playing

Our primary goal is to establish and develop the Brady District as an overall cultural / arts venue where people can live, work and play. A plan has been developed that will implement many different ideas in order to revitalize and shape the area in this direction.

New endeavors are planned for the location to complement the existing



cornerstones of the Brady Theater and the historic Cain's Ballroom. These will include refurbishing the Mathews Warehouse to house the Arts and Humanities Council Visual Arts Center. In addition, historic Philbrook Museum will develop a downtown gallery / museum. A Living Arts Center and rental units for Teach for America participants are being developed next to the new ballpark. In addition, a central park and music stage venue will be created as main points of interest and to attract visitors to gather for events. The Tribune II lofts project will expand the units available for downtown living.

Continued development of office space, residential units, restaurants and businesses is expected. An overall beautification plan and district look will be established and implemented with lighting, sidewalks, plant materials and consistent district signage.



## Creative Work Plan

### Target Audiences

- Entrepreneurs looking for opportunities to tie into the community and develop businesses.
- Young professionals and couples without children looking for an urban residence.
- Residents of the Tulsa area and out-of-town visitors who enjoy arts and cultural experiences of all kinds, unique urban dining, eclectic shopping venues and working or living in an exciting downtown environment.

### Key Fact

The Brady District is one of the oldest areas of Tulsa and already has an established history for the cultural arts with the Brady Theater and Cain's Ballroom. A plan has been researched and created to further develop the area and brand it as an arts district.

### The Situation

The new ballpark is under construction and opportunities to attract and develop small businesses, restaurants and shops are extremely fertile. A vibrant urban landscape to live, work and play within will become a reality in the not too distant future.

### Problem to Solve

Eliminate any lingering perceptions that the Brady District is located on the wrong side of the tracks and is just a rundown area of downtown filled with warehouses. Stop the "brain drain" as some young professionals are being lured away from Tulsa to larger urban cities thought to have a better business and lifestyle environment.

## Brand Objective

Establish a clear identity and image for the Brady District as the arts and cultural universe for Tulsa. An area defined by its warehouse architecture, icons, shops, businesses and intense appreciation for art, culture and community celebration. Give Tulsa another venue to help retain young workers from migrating out of state by creating an environment rich in business, lifestyle and cultural opportunities.

## Positioning

The Brady District is Tulsa's downtown community / center of the universe for arts and cultural events, venues, celebrations, entrepreneurial business opportunities and unique urban residential living.

## Promise

The Brady District will inspire, enlighten and entertain patrons with its eclectic arts and cultural environment.

## Naming Options

The Brady District  
**The Brady Arts District**  
 The Brady District for Arts  
 The Brady Arts Village  
 A/C Village  
 The Brady Arts Borough  
 Brady Square  
 The Brady Village  
 The Brady Ward  
 Brady Old Town  
 Brady Archer  
 Brady Arts Quarter  
 Brady Town

Old Town  
 BAM Square  
 Brady Zone  
 The MBA District  
 Brady Uptown  
 Brady Arts Region  
 A/C District  
 The CA District  
 North Loop District  
 Brady Parish  
 The A/C  
 The Art Depot District

## Recommended Name

# The Brady Arts District

The reasoning behind this is based on the following determinations:

- It is an advantage to keep the existing equity built to date with the Brady District name.
- The addition of the word Arts efficiently and quickly communicates what the area is about.
- The name is short and flows well. It is not cumbersome and too much to absorb.
- It plays to the history of the area concerning the arts—the Brady Theater and Cain's Ballroom.
- It positions and relates to the main street that runs through the district.
- Historical facts are that Tate Brady was one of Tulsa's leading pioneers and developers.



- The usage of “District” implies a sense of importance to the area.
- The name displays a sense of charm and has an inviting feel.
- The name is easily retained and absorbed.

During the last quarter of 2009, the Brady Village Owners Association and the Brady Village Merchants Association, along with other stakeholders, provided input and reviewed the Brand Development and Naming Report. They reviewed various options for the name and brand identity. Both organizations fully supported ‘The Brady Arts District’ and the image developed.

## Brand Symbol

*From a report by Walsh Associates...*

The Brady Arts District brand symbol was developed in accordance with and to accompany to the district’s official title (The Brand Arts District) and further establishes the area as an individual brand within the City of Tulsa.



The result of The Brady Arts District brand symbol creative adheres to a set of basic brand symbol guidelines.

The new signature, or brand, must be truly unique to the area and reflective of the area’s current residents and those to come. The symbol must have the quality of adaptability for ease of application and be flexible to work within all requirements that come with the multifunctional nature of the area. The symbol must be timeless. It must convey the sense of history that comes from the streets and buildings that have nurtured Tulsa’s creative community for more than 100 years. And finally, it must also be active and forward-thinking as it will serve as the symbol representing a creative and community-focused urban village for years to come.

The Brady Arts District has a rich history as the center of industry in Tulsa. But, as the railroad ushered in the outside world to trade in the corn, lumber, feed and oil industries, culture and music was ushered in right alongside sparking the cultural crossroads and planting the seed for the creative spirit found in the district today. This creative and industrial production happening side by side is the unique signature of the area.

- The clean look was designed to be easily recognizable, an immediate call-out to the district as a destination and aesthetically distinct within the larger context of Downtown Tulsa. It represents the The Brady Arts District’s:
  - Historic character
  - Creative spirit
  - Entrepreneurial growth
  - Urban revitalization
- The symbol boldly reflects the area’s eclectic combination of culture and industry.
- The approachable character allows for and welcomes all the unique views of what the symbol can/should represent including: galleries, restaurants, bars, music venues, residences, parks and merchants.
- The symbol is a strong combination of modern and industrial flavors that pay homage to the district’s original brick architecture.

- The purposeful simplicity of the symbol allows for immediate equity among merchants and vendors and ease of use regardless of context.
- The symbol's adaptability allows for both playful and sophisticated use with color and placement blending seamlessly for festivals and farmer's markets to fundraisers and new business development proposals.
- The timeless nature of the symbol is inviting, welcoming all ages without boundaries to enjoy all the district has to offer.

## Public Art

More than just beautifying the urban landscape, art in public places creates an engaging and interesting environment and enriches the world in which we live. It is a chance to express shared cultural values, to tell stories, and to reveal unique local identity of a place and a people. It reflects the pride we have in our community, cultivates an active arts area, and attracts residents, businesses, and visitors. In recent years American cities have centered the renovation of their historic districts on the activities of local artists and the creativity of the local community.

The 2003 Brady Village Infill Development Design Guidelines specify...

**“... Public Art and Monuments.** It is also recommended that public art or monuments be incorporated into the Brady Village area where appropriate, but particularly at the entries into the Brady Village area. Public improvements serve many purposes which include enhancement of public image, stimulation of economic development, provision of prestige, and the recognition and fostering cultural life. Public improvements in Brady Village, including public safety projects, should seek to achieve these same purposes. Improvements to streets, drainage facilities, and public buildings are particularly visible and should include specific features which add interest, character and identity to the area. Monument signs and bridges are examples of public improvements in Brady Village that can be provided that, with special design emphasis, can give additional character of the area. It is intended that such art and/or monuments be provided to further enhance, establish and create a unique identity and interest for the Brady Village area. Additionally, entry arches are suggested for the bridges crossing over the railroad tracks on Boulder Avenue, Main Street, Boston



*Above: Proposed Street Banners.*

Avenue (refer to I.L.P. Lighting System and Exhibit 21), Cincinnati Avenue and Detroit Avenue. The underpasses for I-244 at Cheyenne Avenue, Boulder Avenue, Main Street, Boston Avenue, Cincinnati Avenue, Detroit Avenue, and Elgin Avenue should all be repainted and properly maintained by the State of Oklahoma. These underpasses provide an excellent opportunity to provide murals that highlight the character, history, activities and events located in Brady Village. It is also suggested that special lighting be provided at these underpasses to increase pedestrian and vehicle safety, enhance the pedestrian environment, and establish attractive entries and identity for the area. ...”

## Workshop Results

From the 2009 Creative Placemaking Workshop came several ideas that were later formalized by a work team of the Brady Planning Group, The Brady Public Art Task Force.

### Current Assets...

- Tulsa Arts Commission – (has established funding mechanism, adjudication process, and relationships with City departments to facilitate installation)
- Adjacent public art on Boston bridge and Greenwood.

### Opportunities...

- Gateway locations for automobiles/northern and southern boundaries
- Gateway locations for pedestrians
- Gateway to ballpark
- Boulder Bridge
- Elgin
- Cincinnati
- Bike trail
- Permanent or revolving art on key commercial /pedestrian corridors – integral to streetscape design

## The Brady Public Art Task Force

The following are recommendations to the Brady Planning Group from the Brady Public Art Task Force. Task Force members include: Anne Brackett, Ken Busby, Stanton Doyle, Kerry Joels, Steve Liggett, Kathy McRuiz, Julie Miner, Donna Prigmore, Jeff Stava, Susie Wallace, and Tom Wallace. The Task Force reviewed models from other cities, and guidelines from the Tulsa Arts Commission and Oklahoma Art in Public Places.

## Recommendation: Establish a Brady Public Art Committee

The Task Force recommendation is to establish a Brady Public Art Committee. Following are the suggested Vision, Purpose and Strategy for such a committee:

### Vision

Brady Public Art is forward-looking art in an historic place. Art creates a vibrant contemporary cityscape that celebrates the diverse cultural and architectural past of The Brady Arts District, and embraces innovative art forms that engage visitors in new ways.

### Purpose

The purpose of the Brady Public Art Program is to create a comprehensive public art design within The Brady Arts District that distinguishes the neighborhood as an arts and entertainment destination.

The design will develop high-quality public art and gateways appropriate to the character of the area. It will achieve a singular identity while remaining mindful of development in adjacent districts. The program will create an aesthetic environment that attracts tourists, enhances the lives of residents, improves the work environment for businesses, encourages education, supports artists, and expands the experience for citizens and visitors.

### Strategy

In close coordination with the Tulsa Arts Commission, the Brady Public Art Committee will:

- identify public art sites
- commission and select public works of art

- identify and seek funding sources for purchasing and maintaining art
- pursue opportunities to inform the public regarding art
- oversee production and installation, documentation, maintenance and conservation, and deaccessioning and relocation

#### Public Art Opportunities

Major projects should be open to national and international commissions.

Other projects should seek local and regional artists.

- Gateways
- Sculpture
- Key commercial and pedestrian corridors
- Murals and mosaics
- Street furniture
- Utility covers
- Trash can covers
- Tree grates
- Bike trail
- Banners on light posts
- Way finding markers

#### List of Ideas

- Brady Arts District is a clearly defined arts district
- Public art should be
  - sensitive to the character of the neighborhood
  - inviting for all ages
  - eclectic, whimsical, contemporary
- Public awareness events should build on existing events such as Day of the Dead and First Friday Art Crawl
- Public art could emphasize temporary and permanent light installations and murals and brand the District as the *Light District*
- The area should remain affordable to artists
- Neighboring and overlapping districts should be considered
  - Planners should communicate with leadership from the Greenwood and Blue Dome Districts as well as OSU-Tulsa and Langston University

- Streetscaping should be complementary to neighbors'
- Tulsa Public Schools students should be targeted for engagement in the overall project
  - Teach for America teachers and their students should be invited to participatory activities
- Monies spent by the state to build the Oklahoma Pops Museum will require 1½ % for public art
- Main & Archer Park should be considered for an update
- Bike stands should be in the street rather than on sidewalks

Please see Chapter 4 for further discussion and recommendations regarding gateway locations.





### Recommended Actions: Animating the District

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6. Work cooperatively to advance most complementary and viable cultural assets and activities
7. Carefully choose events and strictly manage the brand of the district
8. Articulate a clear mission/purpose for public art for Brady; seek adoption by Tulsa Arts Commission
9. Develop an ongoing entity to plan, implement and maintain public art projects
10. Develop a functional description for an ongoing overall coordination & marketing entity for Brady
11. Maintain relationships with cultural organizations in adjacent districts to maximize cooperation, scheduling, collaborative marketing, and other opportunities







# Chapter 4

## Placemaking

### Brady Arts District Goal #3

#### Provide appropriate amenities for a mixed-use community

- attract grocery and daily retail and services
- develop attractive and useful public spaces
- provide accessibility by multi-modal transportation
- create safe pedestrian crossings and connections
- develop adequate and appropriate street and structured parking

### Brady Arts District Goal #4

#### Create a safe environment for residents and visitors

- install good lighting and way finding systems
- slow traffic, add semaphores, create safe crossings
- add police patrols
- increase 18-hour pedestrian presence

### Brady Arts District Goal #5

#### Connect and cooperate constructively with neighboring assets

- facilitate easy movement through multi-modal transportation options
- create identifiable transitions to Downtown, Greenwood, Blue Dome, BOK Center, OSU-Tulsa, and Langston University
- mitigate presence of jail, social service facilities, vacant properties

*Photos on previous page: Sidewalk in front of Cains Ballroom & SoundPony*

*Photos on this page: Denver Avenue underpass connecting to BOK Center*



The urban pattern found in Brady is a simple grid of 300' x 300' blocks and 80' right of ways, with major thoroughfares and/or railroad corridors forming its boundaries on all sides. The major through thoroughfare is Archer Avenue, which connects The Brady Arts District to the west and to Greenwood to the east. The chief north south connections are Detroit and Cincinnati.

Several streetscape, public realm and infrastructure projects have been identified in the planning effort and are documented within the report. Plans for a new Brady Town Square have been developed; a full block park between Brady and Cameron, and between Boston and Cincinnati. Several streetscape renewal projects have been designed to make the district safer for cyclists and generally more walkable.

## Placemaking Workshop & District Analysis

The more formal district goals and recommendations set by the Planning Group in the last year were based on early community input addressing several key issues important to citizens:

- Emphasize linkage to adjacent neighborhoods
- Create a pedestrian friendly urban environment
- Minimize the physical barriers between Brady and adjacent neighborhoods (rail line, highways, etc).
- Increase the public use of sidewalks for cafes, restaurants, art galleries.

*Figure: The analysis board is among materials provided by Selser Schaefer Architects as part of the Creative Placemaking Workshop held on February 19, 2009. For downloads of this analysis, go to [www.bradyartsdistrict.com/smallareaplan](http://www.bradyartsdistrict.com/smallareaplan)*



Subsequently, design consultants led by SWA Group of Sausalito, California, and commissioned by George Kaiser Family Foundation, formally analyzed the district systems, then addressed the interconnected issues of streetscape design and mobility within the district, and walking, biking, busing and commuting access to and from the district and its' surrounding areas. In addition to developing specific streetscape designs, concept design and engineering proceeded for public realm improvements near the ballpark, and now are currently underway for Brady Town Square. Designers based much of their work on citizen input (as documented), the guidance of the Brady Planning Group, and collaboration with City staff and key stakeholders.

## Stakeholder Consensus: More Comfortable, Safe Multi-modal Places, Streets & Transitions

Citizens and leaders would like to see better connections to surrounding districts, and street improvements within the district that improve walkability and also accommodate a wider range of transportation modes, including biking and transit. Encouraging multi-modal streets (for walking, biking, transit & autos) emerged as a theme in the Brady planning, and has emerged as an element mandated within District Goal #3 and #5, cited at the beginning of this chapter. Streetscape designs and planning for district wide improvements were developed and illustrated by consultants during the 2008-2009 planning. They exhibit a hierarchy of interconnected multi-modal streets, very much aligned with City Policy encouraging multi-modal networks.

## Attractive, Useful Public Spaces & Walkable Streets

The members of the Brady community want to promote neighborhood development that is green, energy efficient, and pedestrian friendly. A district priority that has achieved broad consensus within the community planning and design work is the need and desire for a sophisticated hierarchy of very green and walkable streets throughout the district.



Detailed street designs and streetscape guidelines were developed over the course of 2009 to this end by SWA Group. The proposed streetscaping design includes elements such as street trees, wider sidewalks, narrower streets, bike racks, benches, crosswalks and angle-in parking to help slow traffic and promote walking. The landscaping will beautify the neighborhood and reduce energy demand by cooling the sidewalks and buildings. New LED lighting will reduce energy usage while providing better visibility for pedestrians. Bioswales and the reuse of run-off water for irrigation will help reduce water usage and contribute to cleaner groundwater.



Figure: Detailed streetscape plans and sections (developed by SWA Group).

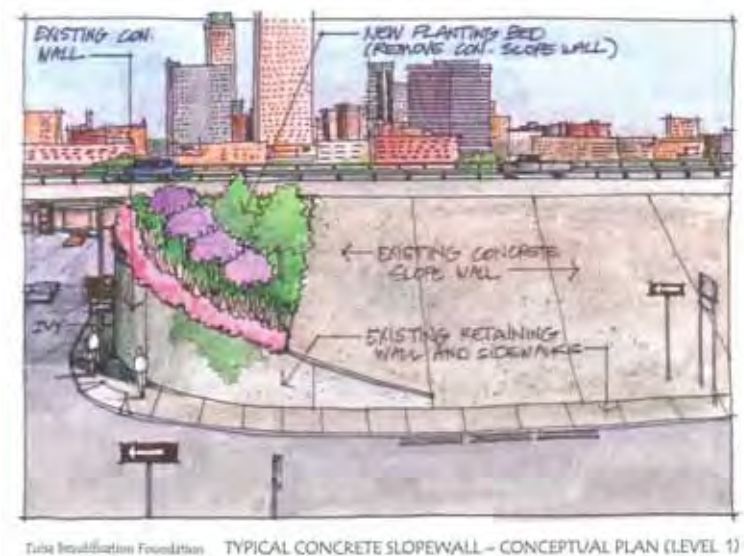
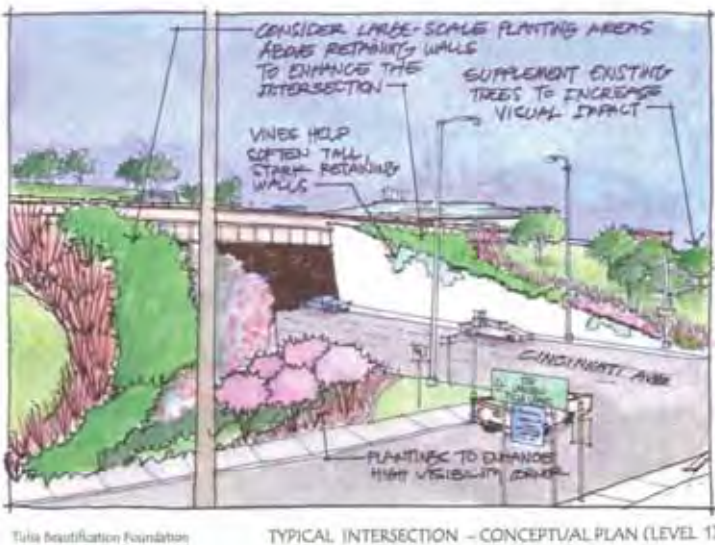
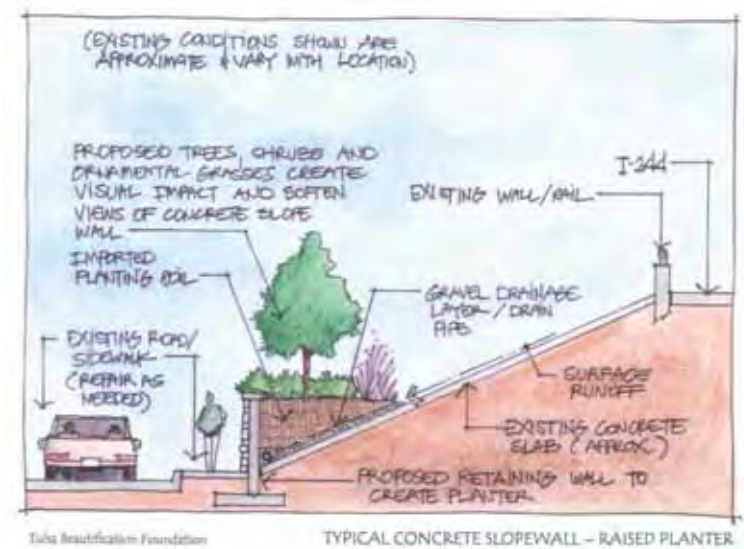
The street trees and landscaping will be specifically designed to increase biodiversity and to reduce heat on the sidewalks and around buildings to reduce cooling costs and to capitalize on run-off water for irrigation purposes.



Figure: Proposed Streetscape Plan (developed by SWA Group).

## Better Connections & Transitions

Although no detailed design or engineering has yet been done for connections to and from Brady, nor at specific gateway locations, the Brady Arts District Streetscape Summary Report identifies suggested locations for such connections and gateways. Specific connections and gateway locations are called out in the recommendations at the end of this chapter. The Public Art committee, discussed earlier, is also very active in promoting improvements at 'gateway' locations. The Tulsa Beautification Foundation also has conducted conceptual planning regarding gateways. (See Figures)



Figures: Perspectives showing proposed landscaping at underpasses and bridge approaches.  
(courtesy Tulsa Beautification Foundation, design by Alaback Design Associates)

Figures: Sections and perspectives showing proposed landscaping at underpasses.  
(courtesy Tulsa Beautification Foundation, design by Alaback Design Associates)



In their November 2008 report, a panel of the International Downtown Association weighed in:

***“...Major attractions are not yet connected***

*Downtown Tulsa boasts one of the most striking new arenas in the US. The Cesar Pelli-designed BOK Center is a major asset and a dramatic symbol that Tulsa is committed to its downtown. Likewise, the new baseball park will add significantly to downtown’s level of activity and to its appeal. Most new facilities such as these in other cities have been located in close proximity to one another, but in downtown Tulsa, the BOK Center is west of the core, while the new baseball park is in the Brady Arts District north of the core and several blocks away.*

*The Vision 2025 plan acknowledges this distance and proposes some solutions through the Downtown Events Linkage Plan. Panelists applauded Tulsa’s efforts to ensure and strengthen connections and hoped that future major projects would be sited as close as possible to the core rather than close to freeways, noting that attendees at events are more likely to stay in downtown for dining and additional entertainment when major venues are not next to freeway interchanges. ...”*

***“...IDL creates physical barriers***

*When interstate highways were first conceptualized, planners envisioned them as connecting cities but not penetrating them. However, in the 1950s and 1960s as the interstate system was being built, local elected leaders and planning directors saw freeways as an opportunity to connect downtowns and growing suburbs, and at the same time accomplish slum removal. The end result was that many cities like Tulsa created freeway rings around their downtowns. These new freeways had an unanticipated effect – they made it even easier for downtown workers to escape rapidly to “safe” suburban environments for shopping, dining, and recreation. Cities were becoming increasingly unsafe and undesirable. Furthermore, the elevated and*

*depressed freeway rings created massive barriers, both perceptually and real, cutting off downtown from adjoining neighborhoods. Some experts believe this was intentional, because inner city neighborhoods were viewed as the source of much criminal behavior.*

*Today, close-in neighborhoods are seen much differently. As urban crime has waned, these neighborhoods have become highly desirable, diverse and walkable places where downtown workers see opportunities to reduce commute time and expense.*

*While surface streets do penetrate the visual barriers presented by the IDL, panelists saw these massive structures as challenges Tulsa’s leaders should*



*recognize and address....”*

*Figure: Plan showing ideas to soften transitions and create connectivity at the North edges of Brady and Greenwood. (provided by Tulsa Beautification Foundation, design by Alaback Design Associates)*

***“...Railroads are seen as a barrier and an important issue***

*A major rail line separates the Brady Arts District and the Greenwood District from the core area of downtown. This line not only creates a physical barrier, but many see it as a barrier to further residential development in the downtown zones close to the tracks. Trains are required to sound their horns as they approach grade crossings, and they must maintain a slow pace through downtown, blocking traffic for several minutes. Panelists were told that efforts are underway to create a “quiet zone” through downtown by installing gates at each intersection....”*

## Expanded Transportation Alternatives

The theme that came from 2009 planning is general support for increased transit alternatives within and through Brady, creating greater access to the district. This aligns with City of Tulsa goals to increase and diversify modes of transit.

The City of Tulsa Comprehensive Plan identifies proposed transit routes through Brady.

The Brady Arts District Streetscape Summary Report (2010) in the Appendices identifies proposed bike routes, proposed trolley stops, proposed trolley routes, proposed transit connections, proposed light rail routes, and proposed light rail stops... as documented by consultants for the Creative Placemaking Workshop and in work done later in the year with oversight of the Planning Group.

## Addressing Public Safety

District Goal #4 calls for installation of good lighting and way finding systems, slowing traffic, adding semaphores, creating safe crossings, adding police patrols, and increasing 18-hour pedestrian presence.

Recommended Actions #18 and #20 call specifically to:

- Install lighting for safety and aesthetic improvement in character with historic district
- Explore security enhancements, including police substation and bike patrols

## Relevant Design & Policy Documents

- #1 Brady Arts District Streetscape Summary Report (2010)
- #2 Brady Village Infill Development Guidelines (2003)
- #3 Tulsa Comprehensive Plan (Working Draft 12/16/09)
- #4 Tulsa Downtown Area Master Plan (draft Sept 2009)

The following pages briefly profile each document, and highlight relevant issues to recent planning. Overall, there is great alignment in the plans on many specific issues, although each deal with similar issues at different scales.



## Brady Arts District Streetscape Summary Report (2010)

by SWA Group

The report is presented in its entirety in the Appendix of this document.



### Intersections

To improve pedestrian safety and aesthetics, curbs should be extended outward at intersections (see Figure 11: Sidewalk and Intersection Treatments). This "placemaking" of the intersections also slows traffic and provides space for additional planting area, special paving, and local furnishings such as kiosks.

### Paving

Paving for streets and sidewalks (see Figures 11 and 12).

Materials and Colors: As shown in the color-coded map, the streets and sidewalks should be paved with different materials and colors to create a sense of place and identity.

- Primary Street/Block: sides of Brady Street
- Primary Street/Block: continuous brick strip sides of these streets
- Secondary Street/Block: joint, color to match

Brady Arts District Streetscape Summary Report  
December 2010 (SWA)

### Street Trees and Overhead Utilities

The Brady District's State Energy Grant includes requirements to reduce heat gain by planting continuous street trees that will provide continuous shade canopy. As shown on Figure 13, each street has been assigned a distinct sequence of planting identity code.

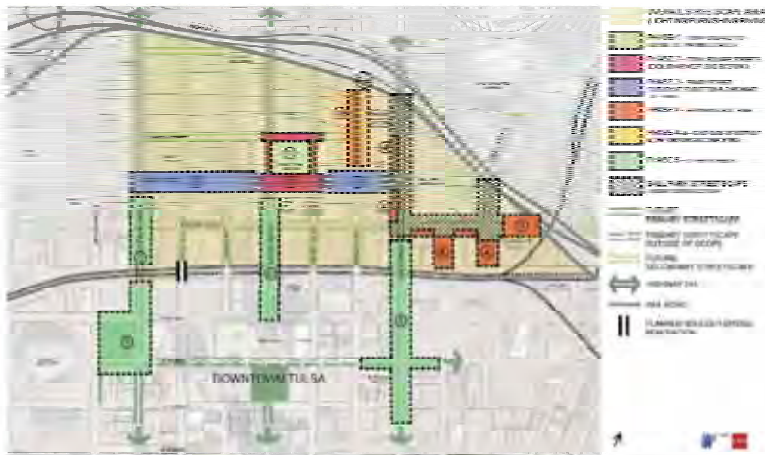


Figure 9: Phasing Diagram

Brady Arts District Streetscape Summary Report  
December 2010 (SWA)

SWA Group/Wallace Engineering  
Page 13

## Brady Village Infill Development Guidelines (2003) (www.tulsadevelopmentauthority.org)

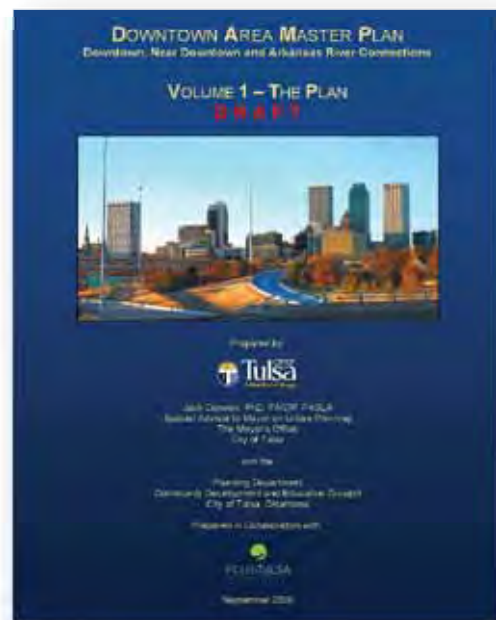
For details on previous community planning policy related to Transportation, please refer to the 2003 [Brady Village Infill Development Guidelines](http://www.tulsadevelopmentauthority.org/plans_brady_infill.html) / 1. Overall Design Policies (pages 5-12), which are provided in the Appendix of this document and also within the complete PDF document provided [www.tulsadevelopmentauthority.org/plans\\_brady\\_infill.html](http://www.tulsadevelopmentauthority.org/plans_brady_infill.html). These pages were adopted by city council resolution as an Amendment to the District One Plan Map and Text of the City of Tulsa Comprehensive Plan, The resolution states "...The portion of these guidelines adopted as part of the District One Plan include pages 5 through 12, less and except items B(3)(c), B(3)(e)(i) and B(3)(e)(ii). ..." Pages 5-12 are included in the Appendix of this document.)



## Downtown Area Master Plan (draft Sept 2009)

City contact: [scarr@cityoftulsa.org](mailto:scarr@cityoftulsa.org)

Brady is included in Downtown within this plan, and there are several issues covered in this plan that are relevant to Brady. Specifically:



### Two-Way Street Conversion

The plan (on page 6) identifies Main Street, Cheyenne, Boulder, and Cincinnati/Detroit within Brady as slated to become two way streets within 5 years.

### Rail Transit Corridor Grade Separations

The report also mentions (page 6) "...Cheyenne Avenue (underpass); Pedestrian Bridge Crossing only as an alternate..." and

"...Elgin Avenue (underpass); a Sealed Corridor component phase 3 as priorities within 1-5 years."

### Boulder Avenue On-Street Transit

A priority project & action for year 1-5 is a streetcar/trolley corridor from Veterans Park to O.S.U.-Tulsa / Langston campus (replaces bus/soft wheel shuttle).

## Open Space & Recreation

Components identified in the D.A.M.P. Open Space and Recreation Plan include:

- ...complete Pedestrian/Bicycle Trail System in the Downtown Area and into surrounding neighborhoods.
- ...add new green space (Brady Village, Greenwood...
- ...integrate small (vest pocket) parks and green spaces within projects
- ...John Hope Franklin Reconciliation Park (Greenwood – funded)
- ..."Brady Park" (Brady and Cameron Streets, and Cincinnati and Boston Avenue – being privately developed)
- ...green space/landscaped "gateways" at various entry locations to downtown...

## Pedestrian Corridors

- ...complete Bicycle/Pedestrian Trails along north side of the downtown (including repositioned "trailhead" on O.S.U. Campus
- ... Bicycle/Pedestrian corridor along south edge of BNSF Railroad (through downtown connecting the Midland Valley Trail back to the river at 11th Street and Riverside Drive). This will be a difficult but worthwhile linkage that will have to be done in conjunction with the rail-transit project.
- ..."Entertainment Districts Loop" pedestrian walk (BOK Center to Blue Dome on 2<sup>nd</sup> Street, to ONEOK Ballpark on Elgin Avenue, to the old Municipal Auditorium along Brady Street and return to the BOK Center on Boulder Avenue/Cheyenne Avenue potential diagonal).

## Street Resurfacing, Sidewalk & Streetscape

Also a priority project within 1-5 years is improvements and/or enhancements "...North of BNSF rail lines, Brady Village, Greenwood, etc. (Streets remaining after completion of prior projects)..."

## Downtown Area Master Plan

### Urban Gateways Map

Also a priority project within 1-5 years is gateways at the north end of the district at Detroit and Cincinnati. They also identify “Urban Gateways Program” on the list of high priorities.

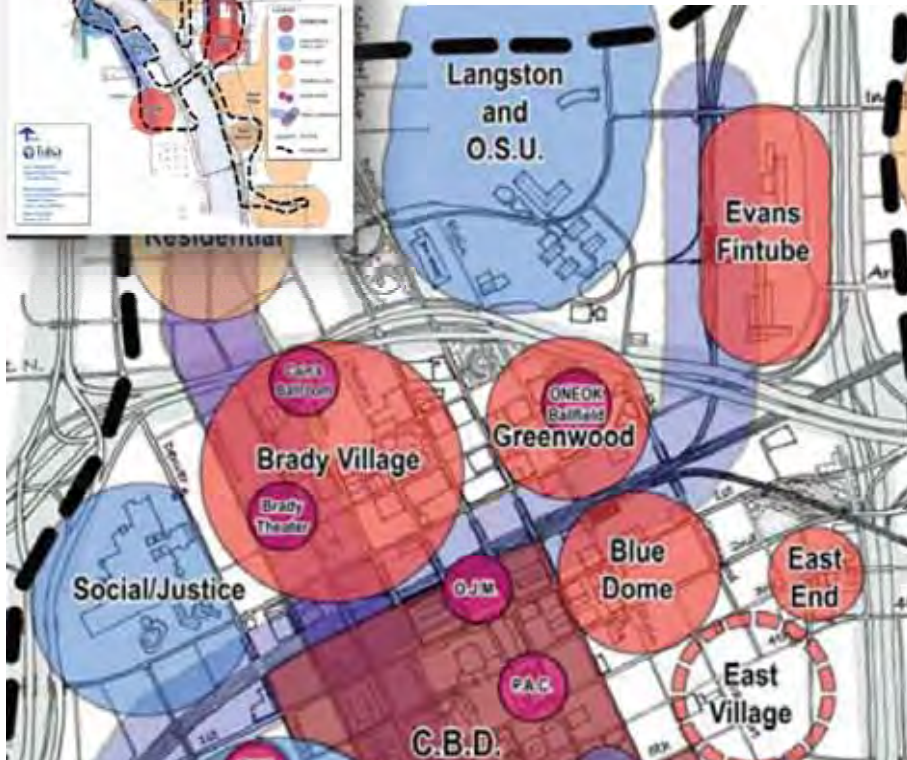
“ ... The Downtown Tulsa Master Plan designates a series of major gateway locations at the edge of the plan area, primary entry points into the heart of the downtown, and key points within the downtown (refer to “Urban Gateways” exhibit). The plan is to develop each place differently but with a design strategy that makes the point of entry noticeable as a place and pleasant as an experience. These include architecture and lighting under bridges and the development of significant structures at places such as N. Denver Avenue under the I.D.L....”





## Downtown Area Master Plan Community Context Map

“... The downtown Plan is based on two axes which cross in the north central area of downtown (refer to “Community Context” exhibit). The Boulder Avenue Transit Corridor is proposed to be served by a trolley like “fixed guideway” transit system. It connects from a significant residential development site at the west end of the O.S.U. Tulsa Campus southward to a significant mixed use development site around Veteran’s Park at 21st Street and Riverside Drive. This corridor connects



and encourages new infill development and redevelopment in and around Brady Village, the core Business District and Convention Center, Cathedral Square District and Tulsa Community College, and a corridor of major business addresses at the southern edge of downtown (uptown area).

A second transit corridor axis connects a large publicly owned redevelopment property known as Evans-Fintube Site (24 acres+/-) located immediately northeast of downtown to a second significant publicly owned redevelopment site at 23rd Street and Jackson Avenue (50 acres+/-). This is the proposed first leg of a rail transit system that is the common center point for a regional rail network serving Tulsa and the surrounding communities. It proposes to use parts of the right of ways for Burlington Northern-Santa Fe, Union Pacific, and WATCO Railroads. The initial leg of the city transit system connects three key communities: north Tulsa, downtown, and the Westside of Tulsa...

...it will have stops serving:

- O.S.U./Langston Campus and the Evans-Fintube redevelopment site.
- ONEOK Field, The Greenwood Area, and Blue Dome District (residential and entertainment).
- The Williams Center, One Technology Center (City Hall), and Brady Districts (business, government, arts, entertainment and residential).
- (...plus several others not listed here...)...



## Downtown Area Master Plan

### Transportation Plan

For a complete explanation of the elements identified on this draft map, see the Downtown Area Master Plan (draft Sept 2009).



## PLANiTULSA, the Tulsa Comprehensive Plan (2010)

### *Policy Plan: Transportation (working draft 12/16/09)*

The Tulsa Comprehensive Plan addresses enhancements for: street system enhancements, transit system enhancements, pedestrian enhancements, and bicycle enhancements. For detailed street design, they call for the use of Context Sensitive Street Design methodology (CSS) as a mechanism to more flexibly adapt street design standards to local urban conditions. Brady falls within the “Big T”, an area where such design methodology could be applied to encourage more sophisticated multi-modal patterns. On cursory comparison of 2009 community based planning for The Brady Arts District and PLANiTULSA; there is fundamental alignment on two extremely important issues related to transportation: multimodal street networks & design for walkability.

### City-wide Policy:

#### Multi-Modal Street Network + Expanded Transit System

At the time of the writing of this document, the PLANiTULSA process included draft policy sections titled Transportation, introducing city-wide transit maps/policy and street design networks/classifications that will affect the form of the public realm throughout the City for years to come. PLANiTULSA calls for designing urban streets comfortably for walking, biking, transit, and the automobile (i.e. multi-modal). It also calls for an expanded transit system city-wide.

“...Public investment in both on-street and off-street facilities to accommodate alternative modes of travel will allow the City to provide a vital and efficient multimodal network of streets. These investments should be preceded by small area planning efforts that uses a context sensitive solutions process and sustainable network modeling...” – *Part III, Transportation Policy Plan Working Draft (12/19/09), City of Tulsa Comprehensive Plan*



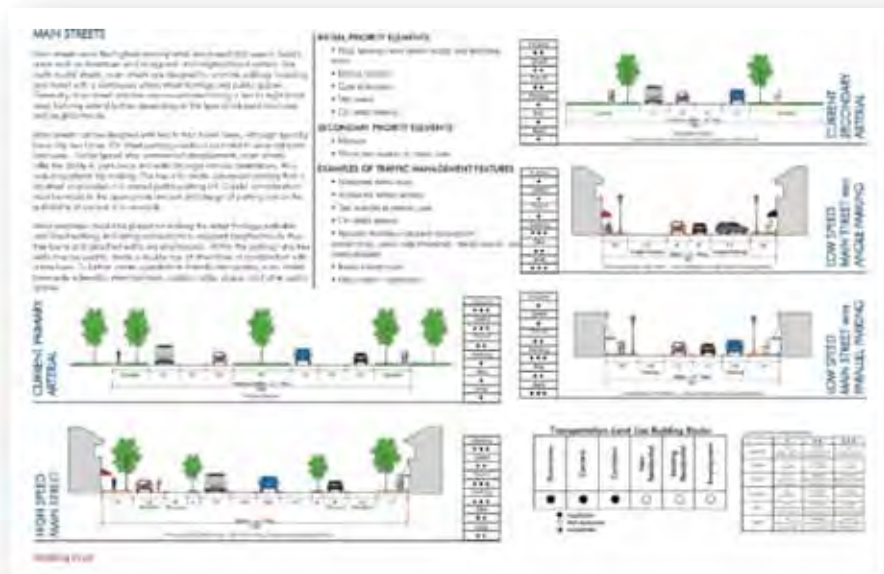


## Context Sensitive Street Design (CSS) & Refined Street Classifications

Context Sensitive Solutions (CSS) requires approaching street design and transportation networks based on a balancing of traditional considerations such as automobile travel demand, functional class, and level of service, with context-related criteria such as community objectives, thoroughfare type, and the type and intensity of adjacent land uses.

CSS is a move away from ‘one-size fits all’ standard street cross sections prescribed by arterial, collector and local classification.

Therefore, over time street design throughout Tulsa shall be more multimodal and sophisticated, leading to a greater hierarchy of street types than the typical arterial, collector and local classifications in place for many decades. Transit



options will expand. And, because of CSS methodology, improvements shall be more closely based on the conditions found within each district, and conform to street classifications that present parameters that ensure greater walkability, bikability, transit etc., and eventually a lessening reliance on the automobile.

CSS methodology calls for citizen input and an analysis of existing conditions of land use. This was done by consultants early in the process, and again by consultants during more detailed work creating the designs for areas near the Ballpark, and for Brady Town Square.

CSS methodology, as outlined and diagrammed at [PLANiTULSA.org](http://PLANiTULSA.org), calls for thoroughfare improvements to be a balance of locally driven input and a broader set of city wide goals. The working draft introduces and encourages the design of four basic types of streets city wide:

- Main Streets
- Multi-Modal Street
- Commuter Streets
- Residential Streets

For details on specific design classifications, please refer to [PLANiTULSA.org](http://PLANiTULSA.org)>Policy Plan> Transportation Chapter Appendix A-2.





## Better Connectivity through Sustainable Network Modeling

In addition to CSS, the City promotes a way to analyze and promote more walkable and sustainable urban pattern of smaller blocks and connected streets, called Sustainable Network Modeling...

“...A network is a structure of streets and highways that serves and connects multiple places and people via multiple modes of travel. Sustainable networks represent a cost effective alternative to expensive grade separations, interchanges and corridors that require extensive right-of-way purchases. Sustainable networks also require local streets to be highly connected with the arterial system. This connectivity increases the opportunities for and performance of other modes of travel, such as walking, bicycling, and taking transit and improves emergency response times. Sustainable networks take a greater level of planning and creative design to build, but the result is sustainable in terms of capital and maintenance costs. Appendix XX describes several planning and modeling processes that INCOG and the City should consider when performing roadway widening, grade separation, or new street classifications....” – *Part III, Transportation Policy Plan Working Draft (12/19/09), City of Tulsa Comprehensive Plan*

In terms of connectivity, the traditional grid pattern of the The Brady Arts District pattern already performs fairly highly in terms of establishing connectivity within the district. It is near the edges of the district, and in connections to other districts across corridors, where sustainable network modeling will most effectively be applied in the years to come.

## Brady’s Vision Aligns with Comprehensive Plan:

### A More Sophisticated Pattern

Context Sensitive Solutions design methodologies and planning for increased network connectivity are already ideas evident in recent Brady Arts District street design and engineering. (See next sections) Also, although the Brady Arts District Streetscape Summary Report does not specifically use the multimodal typologies specified by City of Tulsa’s CSS methodology, the document does map out a greater hierarchy of streets, bike ways, transit locations, and demonstrates commitment to establishing several very walkable streetscapes.

The report presents specific designs and cost estimates for improvements to ‘Primary’ streets:

- Brady Street
- Cheyenne Avenue
- Boston Avenue
- Elgin Avenue
- Archer Street is not designed in detail, but is identified as a major east west bike route through the district.

The report also outlines overall streetscape guidelines for:

- parking
- intersections
- paving
- street trees and overhead utilities
- lighting
- site furnishings
- banners
- kiosks
- gateway locations

As the Brady Arts District transitions from a predominantly commercial to a mixed use district, stakeholders wish for a wider variety of sustainable and multi-modal street designs to be applied to the grid of the district, creating a more sophisticated hierarchy of streets over time.

## Brady Town Square

Goals and parameters were set for the creation of a central gathering place for The Brady Arts District. A site was selected, goals were set, and a concept design commenced. (Design by SWA Group of Sausalito, California and Wallace Engineering.)

### Goals

- Provide a green urban park at the heart of the Brady Arts District
- Contribute to pedestrian-friendly character and active street life of the district
- Offer venues for community gatherings including art exhibits, farmers markets/craft fairs, outdoor performances; more informal activities such as picnics; and public art
- Fulfill requirements of energy grants by accommodating geothermal wellfield and associated infrastructure; provide public understanding through interpretive displays or design treatments; set a high standard for sustainability
- Support character and function of adjacent and nearby properties including Mathews Building, Griffin Communications, new ballpark, and other businesses and properties
- Provide cost-effective design approach

### The Site and the Town Square Concept

It was proposed that there will be a park, called Brady Town Square, at the center of The Brady Arts District. The Square will include green space as well as performance spaces, food vending, and a public marketplace to provide a gathering place for local residents, workers, and visitors. The well field itself will be a resource for the community. Making a high capacity well field available to adjacent buildings will greatly reduce the expense of installing a ground source heat pump system making it easier for local property owners, businesses and residents to reduce their utility costs.

The park will include a renovated historic freight loading dock with a rooftop solar panel system. The solar panel system will provide electricity to power the well field pump system and other park amenities.



Brady Town Square will include a 2.76-acre city block in the center of Tulsa's Brady Arts District, bounded by Brady Street to the south, Boston Avenue to the west, Cameron Street to the north, and Cincinnati Avenue to the east. Traffic is heaviest along Cincinnati Avenue, a one way, four-lane arterial providing access from the freeway to downtown. The elevated I-244 freeway structure is located approximately 700 feet to the north. The site sits roughly midway between the historic Brady Theater and ONEOK Field, Tulsa's new ballpark located three blocks to the east. A truck loading facility currently occupies the site; however the surrounding neighborhood is undergoing revitalization as a mixed-use urban neighborhood. The Mathews Building, located across Brady Street to the south, will be renovated as an arts center including the Adkins Collection and Study Center, Philbrook Museum of Art. The Griffin Communications/KOTV Media Center is planned to the north.

Please download high res versions of  
**BRADY TOWN SQUARE SITE ANALYSIS 1**  
**BRADY TOWN SQUARE NEIGHBORHOOD CHARACTER**  
**BRADY TOWN SQUARE (PRECEDENT) IMAGE BOARD**  
**PROPOSED BRADY TOWN SQUARE SECTIONS**  
**PROPOSED BRADY TOWN SQUARE DESIGN CONCEPT PLAN**  
**BRADY TOWN SQUARE (PRECEDENT) IMAGE BOARD**  
 ...located at [www.thebradyartsdistrict.com/smallareaplan](http://www.thebradyartsdistrict.com/smallareaplan)



## Return on Investment through Sustainable Design

A full preliminary design program for the square itself is outlined in SWA report titled BRADY SQUARE Programming and Cost Narrative (January 5, 2010), with detailed design options for the park, explaining how they respond to the unique climatic context of Tulsa and urbanism of the District. (See Appendix). The following text outlines key sustainable features that present opportunities to establish a return on the investment.



## Solar Panel System

*The following numbers listed are preliminary approximations...* The park will also include adaptive reuse of an existing historical structure outfitted with a solar panel system to provide a renewable energy source for the geothermal system and other park amenities. The system will include 150 solar panels that are estimated to generate 140KWH annually. The estimated yearly savings will be \$5,155.00, with a 10% contingency for future rate increases. This system will provide electricity to power the pump system on the geothermal well field as well as the other park amenities. The average life span of a solar panel is 30-40 years.

## LED Pedestrian Lighting

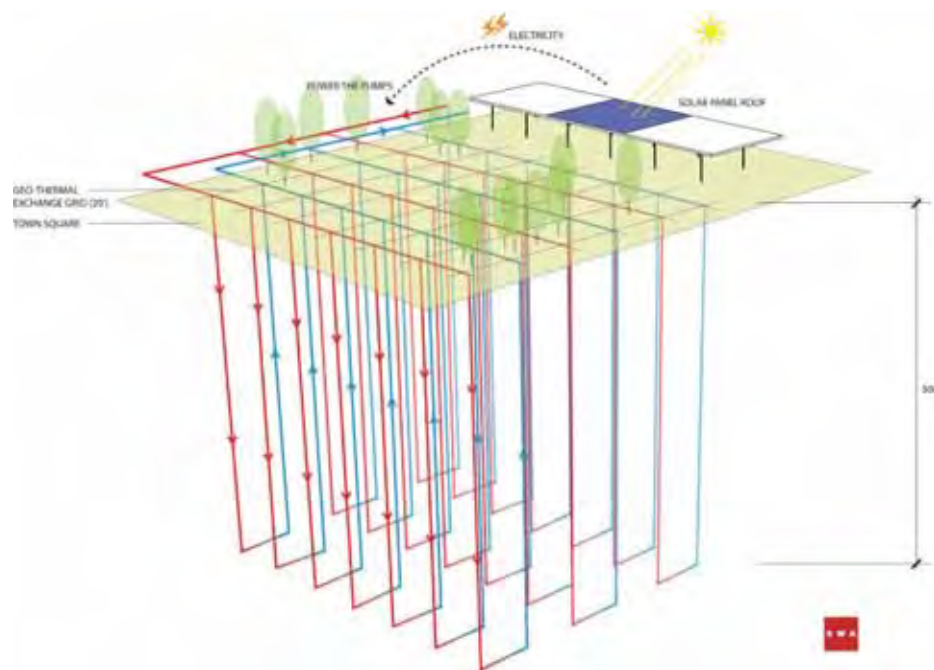
LED pedestrian lighting is more efficient than the traditional sodium halide acorn lights currently used in the Brady Village. LED bulbs will reduce energy usage by 50% and will last up to 7 times longer than traditional bulbs. In addition, LED bulbs and lamps have a greater photometric distribution reducing by half the number of poles and fixtures that traditional acorn lighting requires.



LED lighting suitable for public use has only recently become cost-effective. Cities are just beginning to adopt LED public lighting to reduce their energy and maintenance costs, increase safety, and eliminate light pollution. In the last two years, a handful of US cities have started making the transition to LED pedestrian and street Lighting. These include: Broken Arrow, Oklahoma; San Jose, California; Chapel Hill, North Carolina; Ann Arbor, Michigan; and Anchorage Alaska.

## Geothermal Well Field

SWA Group and Wallace Engineering will design a park that, in addition to providing space for neighborhood events, markets and performances, will include a ground source heat pump well field that can be accessed by businesses and residents in the neighborhood to reduce energy consumption and demand;



promote development of property in the Brady Village by reducing utility costs for residents and business owners; support and draw attention to Oklahoma businesses and organizations that are leaders in the field of ground source heat pump technology.

The project includes engineering design of the well field to optimize its capacity, installation of the wells and associated HDPE piping under the park site, installation of pumping capacity under the park site to circulate the water in the closed system, and installation of piping segments from the well field to surrounding properties to facilitate connection to the system. With this infrastructure in place, buildings in the surrounding area will have the ability to install ground source heat-pump heating and cooling systems that will reduce their energy consumption, displacing traditional fossil fuel energy sources with sustainable geothermal energy.



## PROJECT SITE FROM THE MATHEWS BUILDING

The geothermal well field can be designed to be infinitely renewable over the course of its lifetime. This system is designed for a minimum 50 year life. To the extent that more thermal energy is generated than the well field can accommodate beyond that time, alternate uses of the heat can be added that will extend the life of the well field.

Individual components of the geothermal system are well-proven in other applications; the application of these components to reduce heating and air conditioning requirements and costs has been pioneered at Oklahoma State University. The concept of using a public park as the geothermal well field is a unique application of the technology. While this technology is frequently employed for public benefit in Europe, this is the first project of its kind in the state of Oklahoma.

## Energy Savings

*The following numbers listed are preliminary approximations...* The geothermal well field will reduce energy usage by 560,000 kwh/year. Total utility cost and operation and management savings will be \$167,025.00 per year. The LED pedestrian lighting will consume 50% the energy of the current sodium halide lights. The current sodium halide lights annually consume 833kwh each. With a complete

installation of LED pedestrian lights, annual electric savings will be 102,459 kWh. Using a rate of \$.09 per kWh for 246 lights with a 10% contingency for future rate increases, this translates into a savings of \$10,143.44 annually. The solar panel system with 150 panels generating a total of 140kwh per day will result in 51,100 kWh of energy savings each year. While it is difficult to quantify the impact, the addition of street trees and other landscaping will help cool the pavement and adjacent buildings for an additional energy savings.

## Greenhouse Gas Savings

*The following numbers listed are preliminary approximations...* Based on a model of 35lbs of GHG capture per tree with a diameter of 3-6", the 374 trees and over 38,000 square feet of additional landscaping will result in the capture of over 7 tons of GHG per year. The geothermal well field will result in an annual reduction in CO2 of 1,012 tons. The installation of one LED pedestrian light will reduce greenhouse gas emissions by 239 lbs annually. A complete installation of 246 lights in the Brady Village and the Greenwood District would result in the annual reduction of greenhouse gas by 29.5 tons. The solar panel system will reduce greenhouse gas emissions by 14.6 tons annually. Total greenhouse gas emission reduction for the entire project is approximately 1,063 tons annually.

## Meeting Community Expectations:

### Energy Efficiency and Sustainability

An important component of the overall community vision is an emphasis on renewable energy and environmental consciousness. Previous investments in renewable energy systems in the Brady Village include Tom Wallace's installation of geothermal well fields for ground source heat pumps on two of his properties. The upcoming ONEOK Ballpark is also adding installing a ground source heat pump to serve management offices. The Brady Town Square Sustainable Energy Project is an additional step toward reaching the Brady Village community's vision of an energy efficient neighborhood.

It is expected that these projects will push the bar higher in terms of energy efficiency and sustainability, for both public and private sector projects.

Please download high res versions of  
**SUSTAINABLE FEATURES**  
...located at [www.thebradyartsdistrict.com/smallareaplan](http://www.thebradyartsdistrict.com/smallareaplan)

## Summary

The Brady Town Square project is intended to enhance the quality of life in the Brady, neighboring districts and the City of Tulsa by promoting pedestrian friendly and environmentally conscious development. The renewable energy projects and energy efficient dark sky friendly lighting will make establish a model for green development. The new streetscaping will beautify the area and make it safer for pedestrians, promoting a healthy lifestyle while reducing greenhouse gas emissions.



## Recommended Actions: Placemaking

12. Rebuild Boulder Bridge with pedestrian and transit capacities
13. Improve appearance and lighting of Boston pedestrian bridge; study structural rehabilitation
14. Implement branding including public art and banners as part of streetscaping
15. Develop Brady Square as multi-purpose public amenity
16. Phase streetscaping to extend from Ballpark and Greenwood into Brady and connecting with downtown, Blue Dome District, BOK Center, etc.
17. Alter Detroit and Cincinnati to become two-way streets with signaling and traffic calming
18. Install lighting for safety and aesthetic improvement in character with historic district
19. Implement bike path plan to improve multi-modal access to area
20. Explore security enhancements, including police substation and bike patrols

21. Improve lighting and visual appearance of inter-state overpasses on north side of Brady, and improve pedestrian access to OSU-Tulsa and Langston University campuses



## Recommended Phasing of Public Realm Improvements

As of the publishing of this plan in February 2010, there has been no formal review by local stakeholders of Capital Improvement Plan suggested in the City's Downtown Area Master Plan. However, for detailed information on recommended phasing and estimated costs of public realm improvements, please see Brady Arts District Streetscape Summary Report (located in the Appendix).

For the most recent *formal* community based review of capital improvements priorities, please see (in the Appendix) pages A1-A7 of the 2003 Brady Village Infill Neighborhood Implementation Plan: Recommended Capital Improvement Projects.

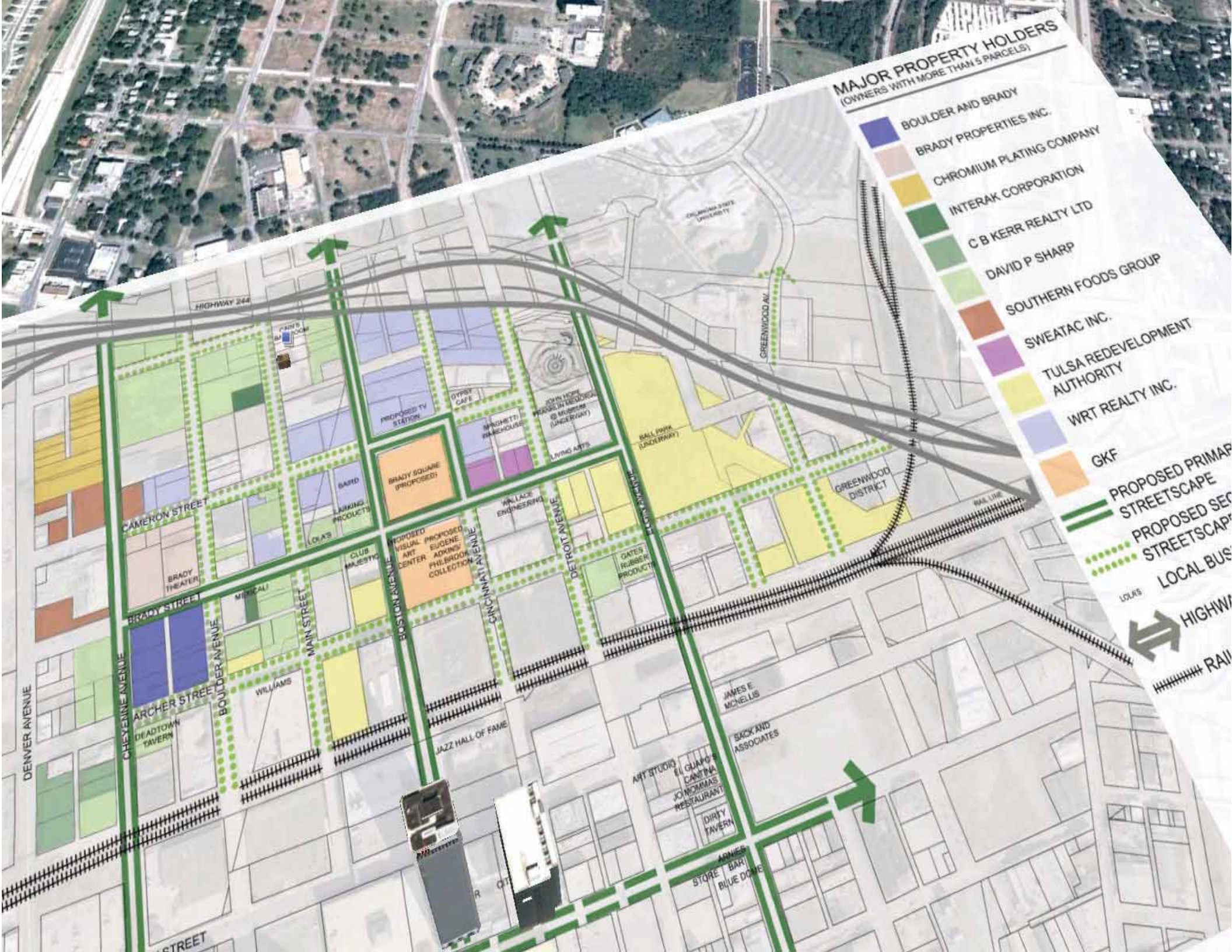




# MAJOR PROPERTY HOLDERS (OWNERS WITH MORE THAN 5 PARCELS)

- BOULDER AND BRADY
- BRADY PROPERTIES INC.
- CHROMIUM PLATING COMPANY
- INTERAK CORPORATION
- C B KERR REALTY LTD
- DAVID P SHARP
- SOUTHERN FOODS GROUP
- SWEATAC INC.
- TULSA REDEVELOPMENT AUTHORITY
- WRT REALTY INC.
- GKF

- PROPOSED PRIMARY STREETSCAPE
- PROPOSED SECONDARY STREETSCAPE
- LOCAL BUS ROUTES
- LOCAL BUS ROUTES
- HIGHWAY
- RAIL





# Chapter 5

## Building, Owning & Investing in The Brady Arts District

### Brady Arts District Goal #3

#### Provide appropriate amenities for a mixed-use community

- attract grocery and daily retail and services
- develop attractive and useful public spaces
- provide accessibility by multi-modal transportation
- create safe pedestrian crossings and connections
- develop adequate and appropriate street and structured parking

### Brady Arts District Goal #6

#### Provide mixed income residential and live/work options

- develop live/work options for artists and craftspeople
- develop housing for downtown workforce
- develop housing options for students

### Brady Arts District Goal #7

#### Create a model energy efficient, sustainable community

- utilize the park or other public realm spaces for geo-thermal energy
- promote alternative energy sources for existing and new structures
- encourage energy efficiency retro-fitting of existing buildings
- encourage energy efficient new construction using state of the art technologies

Image on previous page: Map of Major Property Holders

Please see **MAJOR PROPERTY HOLDERS**, available for high res download at [www.thebradyartsdistrict.com/smallareaplan](http://www.thebradyartsdistrict.com/smallareaplan)

### The Brady Mix

The current land use is predominantly a mix of industry, commercial and entertainment uses with some remnant housing and some emerging new residential. The district has a

predominance of surface parking in some areas, and street

frontages are inconsistent, but fairly shallow where there are buildings. Most structures throughout the district are uniformly a mixed array of 1-3 story building types. There is no structured parking in the district and no shared surface parking facilities, leading to a large supply of specifically dedicated off street parking spaces.

The Downtown Area Master Plan recognizes and is actively supporting the trends towards reinvestment in downtown, with a fair emphasis on Brady:

“...Increased attention to downtown ... has spurred both grassroots development, and an attention to developing new housing and entertainment venues in public-private partnerships. Many entrepreneurs are finding start-up potential in historic buildings downtown, ranging from upscale loft housing projects to retail and entertainment establishments...”

– *Downtown Area Master Plan (draft Sept 2009)*

Generally, the infrastructure of Brady, along with the block size and flexible pattern, means Brady holds potential to carry a higher intensity of development in the future, should the market dictate. Development potential in Brady will

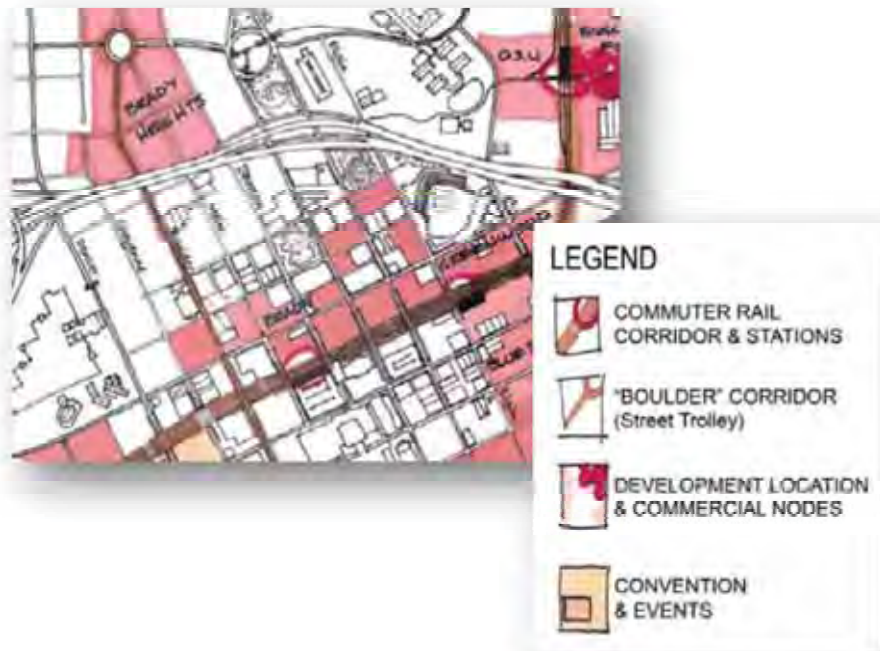


also likely be greatly affected by implementation of increased regional transit, and the extent to which parking requirements can be reduced due to increased reliance of walking, biking, bus, streetcar and/or rail.

Preferences as to types of development were identified early in the process. Stakeholders brainstormed on the kinds of projects they would continue to encourage vs. projects they find less desirable. These are listed in Chapter One. Housing choices were inventoried, and current projects were forecasted. Small business and arts incubators were discussed and listed.

## Emerging Development Opportunities

This map from the Downtown Area Master Plan (draft Sept 2009) “...shows key sites where the size and significance of infill can be transformative....”



In their November 2008 report, a panel of the International Downtown Association weighed in:

**“...An opportunity to expand hotel capacity and ancillary amenities**

With the BOK Center, an expanded convention center, and a new ballpark, there may be an opportunity to bring anywhere from 500 to 2,000 new hotel rooms on line. The CVB and others connected with the hospitality industry believe that downtown Tulsa’s meeting and convention potential could be hampered unless this increased demand is met....At the same time, there are opportunities for more eating establishments in the immediate vicinity of the BOK Center...”

**“...Downtown Tulsa is underserved in terms of eating establishments and retail.**

Panelists agreed that downtown Tulsa has less retail than any other city of its size they have visited. Good restaurants can find a market in downtown, even with the small number of downtown residents. Some dynamic young entrepreneurs are proving this. Panelists met with the owners of McNellie’s Public House, Joe Momma’s Pizza, and other new restaurants that appear to be doing well. Some retailers are finding niches as well....”

**“...The BOK Center and Ballpark are seen as “transformational projects”**

These once-in-a-generation projects are both of a size and scope, and are architecturally significant enough to transform a whole section of downtown Tulsa. If the area between the two projects and surrounding areas are planned carefully and

developed effectively, the leverage factor should be significant and could be transformational....”





## Housing in The Brady Arts District

### *A New Life Style Option in Tulsa*

Stakeholders in the Brady Arts District including owners, residents, businesses, nonprofits, and the City of Tulsa have expressed strong interest in increasing the district's residential population. Developing and promoting the area as a safe and attractive urban neighborhood with amenities will provide a life style choice that currently does not exist in Tulsa. While the Brady has a minimal population at present, it is expected that its development as an Arts District will attract artisans and artists, downtown workforce, downsizing empty nesters, etc. to the area.



A recent analysis by the International Downtown Association Advisory Panel observes the need for Tulsa to increase activity within the IDL and enliven its downtown. The IDA analysis also identifies significant potential for an increase in housing units downtown with a strong recommendation that “affordable housing” be developed through reuse of existing building stock and targeted towards a younger population.

Objectives that have been identified for additional housing in the Brady include:

- Affordable housing
- Mixed Income
- Live Work
- Affordable Artist Live/Work Space
- Housing for Young Professionals
- Housing for Teach America Program Participants in Tulsa
- Alternative “Off Campus” Student Housing

### Market Demand

The Independent Housing Potential and Market Demand Survey analysis conducted by CDS Spillette on behalf of the Tulsa Economic Development Commission identifies potential demand for higher density housing in Tulsa's Central Business District. However a significant challenge related to price sensitivity is also noted in this analysis. While survey respondents indicate an interest in housing choices such as historic converted lofts or urban town homes, they were not willing or able to pay a monthly housing cost that would support the development of new housing of these types. Herein may lay a distinct advantage of the Brady Arts District.

### Development Subsidies

With recent efforts to establish historic districts moving successfully forward, many of the existing structures in the Brady have been identified as contributing elements of historic districts. With the creation of these historic districts within

the Brady area, both State and Federal Historic Tax credits will now be available as new financing sources for the restoration of these properties. Combined these historic credits will amount to 40% of all eligible project expense and should provide between 28% and 30% net equity towards historic restoration done according to National Park Service Standards. Further, the Brady area is within a “qualified census tract” allowing for the use of New Market Tax Credits as well adding the potential for another 20% - 22% net equity contribution to these projects.

With subsidies of these types utilized by sophisticated developers in the Brady, restoration projects should be able to meet both market demands for alternative housing and provide reasonable returns on capital investments.

Incentives critical to further residential development in the Brady could include:

- Federal and State Historic Tax Credits
- New Market Tax Credits
- Greater participation by local banks
- Potential for Bond Financing through Tulsa Development Authority and Tulsa Industrial Authority
- Federal and State Affordable Housing Programs (Section 42)
- Subsidized Housing Vouchers for Targeted Residential Populations

## Residential Housing Goals

At present there are approximately 57 livable housing units in Brady Village with approximately 100 units anticipated to be brought on line in by the end of 2011. The recent success of the Bedcheck building restoration by GKFF provides a strong indication that, given the choice, young people new to Tulsa will respond to quality housing options that are distinctly urban in their orientation. Additional projects that include housing in and adjacent to Brady are presently under consideration include the historic renovation of the Regal Hotel by David Sharp, new construction anticipated by Greenwood CDC, historic restoration of Detroit Lofts by Jon Snyder, and a second phase of development at Tribune Lofts.

Establishing reasonable targets for residential density in Brady should be informed by a number of key factors. First, as noted in the Tulsa Economic Development Commission housing analysis cited above, the tendency of housing development in Tulsa has been towards the south end of the Central Business District. At the north end of the IDL, the Brady Arts District has an opportunity to shift this tide to a degree if development focuses on distinctly different alternative housing options that will appeal in particular to a younger set. A significant contributing factor to projecting residential growth in the Brady are the multiple new community amenities coming on line in the area over the next several years.

For the purposes of identifying a present goal, the authors of this study suggest that a population of approximately fifteen hundred to two thousand people living in the Brady area is achievable within the next 10 years.

<b>Current Brady Population</b>	<b>Goal for 2012</b>	<b>Goal for 2015</b>
Approximately 75	200 persons	500 - 600 persons

With the development of additional key amenities viewed as critical to Brady Village development as residential neighborhood doubling the Brady population should be reasonably achieved by 2020.

Key amenities viewed as critical to Brady Village development as residential neighborhood include:

- Enhanced Perception of Safety
- Pedestrian Friendly Streetscape
- Public Green space
- Dedicated Off-Street Parking
- Diagonal On-Street Parking
- Dark Sky Lighting
- Grocery Store
- Walkable Connections to Downtown, BOK Center, Ball Park, Greenwood, Blue Dome, etc.

## Housing Choice & Affordability

There was expressed desire to keep housing affordable in the district. No formal planning has been completed.

In their November 2008 report, a panel of the International Downtown Association weighed in:

### “...Opportunity to focus on affordable housing

Most of the housing recently developed in downtown Tulsa is aimed at middle to upper income residents, which is a pattern most US cities have employed in the past decade. This is a sound strategy, because it is much easier to establish housing on the high end and then bring affordable housing in afterwards, rather than the other way around.

However, it is time for Tulsa to establish an affordable housing strategy that combines units in the core area with other units in adjoining neighborhoods. Panelists saw great potential in these adjoining neighborhoods....”

## Local Unique Business

There were expressed desires to support retention and development of locally owned businesses inside the district. No formal planning has been completed.



## Parking

Parking persists as a major issue. The following text is from 2003 Brady Village Infill Development Design Guidelines (page xiii):

“... (6) Addressing parking issues. This problem has been previously identified in Brady Village. Task Force efforts reaffirmed this as a major issue in the area. It is a particular problem when major construction efforts are underway in Downtown and area parking becomes a premium for office and construction workers. In the short-term, parking problems were experienced along Boston Avenue, Main Street, Boulder Avenue, Archer Street, Brady Street and Cameron Street. After careful study, it was determined that on-street angle -parking could be provided on streets having sufficient paving widths. All of Main Street and Boulder Street and portions of Brady Street and Cameron Street were striped to accommodate on-street angle -parking spaces. Budgetary cost estimates were prepared for conceptual parking projects and reviewed by the Task Force. Additional on-street parking solutions proposed by the Task Force are still under consideration and test projects have been constructed by property owners in the district. Other on-street and off-street public improvements were included in the “Recommended List of Physical/Capital Improvement Projects of the Brady Village Neighborhood Task Force” submitted to the City of Tulsa. The Plan proposes additional ongoing programming efforts necessary to develop the required consensus of area property owners, develop area-wide on-street parking, choose optimum locations for off-street facilities, prepare funding strategies and mechanisms, and select potential management and operational techniques for any future parking facilities. Numerous potential off-street parking facilities have been depicted on Exhibits 24-27. ....”



Many expressed continued concerns in 2009 over the impact that large new projects will have in terms of current parking supply. If unmanaged, or if strategies are applied haphazardly, parking will remain a major issue to current residents and workers, and may become an obstacle to economic growth.

In their November 2008 report, a panel of the International Downtown Association weighed in:

**“...Downtown is served by abundant surface and on-street parking**

As in many downtowns where development pressures have been moderate to low, downtown Tulsa has many surface parking lots. While abundant surface parking was seen as the solution to saving downtown several decades ago, downtown leaders today understand that surface parking tends to deaden urban spaces and contributes little to City tax revenues and BID assessments, and virtually nothing to the vitality of downtown. These parking lots are not a complete negative, however. They represent opportunity as well. They are, in effect, development sites waiting to happen. Panelists also observed that many of the surface lots were not landscaped, and were told that no City ordinance required landscaping of existing lots. ...”

In 2009 planning, Brady district leaders have been considering ways to organize more informally around a set of strategies that fit the district and that address perceived and/or observed parking problems. There are several integrated strategies to deal with parking that are commonly used; including street design techniques that maximize on-street parking, permit parking, shared parking, parking meters, structured parking, private shared parking arrangements, signage, and identification and implementation of free or municipal lots.

No formal comprehensive district wide plan or strategy has been established, however specific actions have been recommended to mitigate specific supply and demand issues.



## Recommended Parking Strategies

### Permit Parking for Residents & Employees

Leaders have identified a priority to research and consider establishing a permit parking system for both the workers in the district and the residents.

### Street Parking: Diagonal Parking & Lane Width

From Brady Arts District Streetscape Summary (December 2009), located in the Appendix:

“...Brady District owners and residents have expressed major concerns about the provision of adequate parking for existing and future development. Therefore, this project recommends maintaining or increasing on-street parking as part of

streetscape improvements wherever possible. This may be achieved by increasing the amount of diagonal parking and/or narrowing vehicular travel lanes to create added space for parking while still maintaining comfortable sidewalks. Both of these strategies offer the added benefit of slowing motorists and enhancing the pedestrian setting.

Figure 10...” (*within streetscape summary document*) ”... illustrates the anticipated changes to on-street parking for Brady Street between Cheyenne and Elgin Avenues as a result of proposed streetscape improvements, which includes diagonal parking on the north side of Brady Street and parallel parking on the south. Based on schematic design, this approach increases the total amount of on street parking from 81 to 108 spaces. This number is subject to change based on more detailed design....”

## Identify Opportunities for Shared Private Parking, Municipal Lots & Structured Parking

Early in the citizen input process areas were identified that could be places for shared private, municipal lots, or perhaps structured parking locations.

## Other District-Wide Parking Approaches

### Parking Study/Survey:

#### Understanding Evolving Supply vs. Demand

It is important to understand that the demand for parking is a constantly changing variable, particularly within districts that are transitioning in terms of use, are under built in terms of development capacity, that are poised to add large public destinations (such as a ballpark), and that are situated in the city wide context of broadening of multi-modal alternatives to the automobile, from more walkable streetscapes to bike paths to LRT. Parking supply vs. demand in The Brady Arts District will continue to change and fluctuate over time as the district evolves.

Having said that, a formal parking survey of today’s supply vs. demand would accomplish several things, and set the foundation for an intelligent set of strategies. A parking study is at minimum a quantitative analysis of parking supply vs. demand during different times of day and during and events - in present day. It can also provide longer term projections of supply vs. demand due to increased traffic or development, such as a ballpark. Such a survey may become particularly helpful as the ballpark comes online and various larger projects get planned and executed around the district.

### Parking as a ‘Utility’

A more formal method of taking on the issue is to designate parking as a utility or public service; like water supply, sewer, snow removal, tree care waste management or garbage removal, or even mass transit. To varying levels, such cities/districts can look at parking comprehensively, as an aspect of multi-modal transportation system and its infrastructure. The advantage of this is the ability to gain efficiency through the planning and implementation (and accountability) gained, and the value it adds to real estate through the resulting increase in development capacity through the reduction of parking ‘load’ required for each parcel, particularly when parking can be seen through the lens of longer term planning for transit infrastructure. Research of precedents for such a utility in The Brady Arts District is possible.

### To Keep In Mind: Parking & Empty Lots in Historic Districts

The following is text from the Downtown Tulsa Intensive Level Resources Survey, completed by Cathy Ambler, Principal Investigator, Elizabeth Rosin and staff of Rosin Preservation:

“The 1962 *Sanborn Fire Insurance Maps* document that vacant space (parking and empty lots) in the Brady districts is sometimes historic. The vacant space provided truck parking, access to warehouses, etc. (National Register) District nominations should take into consideration the historic open space that contributes to their significance.”

## Development Incentives, Grants & Financing Resources

The following list of resources was provided by Julie Miner, EDPF, Economic Development Coordinator, City of Tulsa.

### Local Development Incentives in Tulsa

#### Tax Increment Financing

The Oklahoma Local Development Act (1992) allows local governments to establish Tax Increment Financing (TIF) districts. Before a district can be established, each affected taxing entity, including the school district, must approve the district plan. Once the taxing authorities approve the plan, it is passed on to city council for a vote. The city may collect increment from real estate tax, sales tax (city share only), or both. Tulsa typically limits TIF districts to 15 years, though state law allows 25 years. The city may commit up to 25 percent of its acreage to tax increment financing. At this time the city is far below the acreage limit. Tulsa has five TIF districts: Brady Village, Technology, North Peoria Avenue, Blue Dome and Tulsa Hills.

#### Tax Increment Financing (“TIF”) Districts

Three established districts are located within or overlap the downtown central business district; one district is located to the north of downtown. The districts have the capability of financing infrastructure for development under appropriate circumstances. Subject development sites sitting within a designated TIF district will not be eligible to capitalize on the Local Development Act – Tax Incentive Project.

#### Tax Incentive Projects within Enterprise Zones

*(not available within Brady Village TIF District)*

Tax Incentive District Number One provides 6 year abatement on local property taxes for specific development projects (please refer to 62 OS § 850 and 68 OS § 2357.81.) This can be combined with the Enterprise Zone Tax Incentive Leverage Act as a state income tax credit match. If the project is granted abatement and located within an Enterprise Zone, a state match is available, however, an enterprise cannot receive more than \$200,000 aggregate value in state payments and credits in any year.

#### Fire Suppression Grant

A City grant of up to \$8,000 is available for sprinkler connections and appurtenances located in the public right-of-way. (Contact for more information: Yuen Ho, Building Plans Review Administrator, City of Tulsa, Development Services, 175 East 2nd Street, 4th Floor, [yuenho@cityoftulsa.org](mailto:yuenho@cityoftulsa.org), 918-596-1865. An application is available at Development Services. Application Information: Julie Miner, Economic Development Coordinator, 918-576-5567 or Janet Damron, 918-596-9679, [jdamron@cityoftulsa.org](mailto:jdamron@cityoftulsa.org).)

#### Improvement District

The City may create special assessment districts for the purpose of making or causing to be made any improvement or combination of improvements that confer special benefit upon property within the district. Reference citation, 11 OS § 39.101

#### International Existing Building Code

IEBC is unused by the City of Tulsa as a sensible and cost effective approach to rehabilitation. Anecdotal information from developers who have used this code locally reports a savings of approximately 20% over BOCA. Contact for more information: Yuen Ho, Building Plans Review Administrator, City of Tulsa, Development Services, 175 East 2nd Street, 4th Floor, [yuenho@cityoftulsa.org](mailto:yuenho@cityoftulsa.org), 918-596-1865. City IEBC inspector: Paul Enix, 918-596-9456, [penix@cityoftulsa.org](mailto:penix@cityoftulsa.org).

#### Community Development Block Grants and HOME Funds

Tulsa is an entitlement community receiving \$3-4 million annually in HUD grants for eligible projects. Application process required each year in May. For more information contact: Ms. Dafne Pharis, Director Department of Grants Administration, 175 E 2nd Street, Tulsa, OK 74103-3202, Phone: (918) 576-5500, Fax: (918) 699-3523.



## Federal and State Development Incentives

The following development incentives are available to potential investors:

### American Indian Lands Tax Credits

Federal legislation which provides tax incentive for businesses locating on former Indian lands. More than two-thirds of the lands in Oklahoma meet the Internal Revenue Service-qualifying definition of former Indian lands and qualify for accelerated depreciation. Qualifying lands may include previous tribal land which may have been transferred to new ownership. Oklahoma has the largest percentage of American Indian population in the country. The federal employment tax credit is applicable to businesses located in the qualifying areas that employ enrolled American Indians and their spouses.

*Benefits:* Accelerated Federal Property Depreciation Schedule, Federal Employment Tax Credits of up to \$4,000 per qualifying employee per year, Savings of up to 35% to 40% in depreciation of equipment.

*Depreciation Incentives:* The depreciation incentive provides a shorter recovery period of approximately 40% for most non-residential depreciable property. The property must be used in an active trade or business which includes the rental of real property for such purposes. This federal tax deferral can substantially increase the after-tax income of businesses. Since Oklahoma taxable income is based on federal taxable income, the depreciation benefit will automatically apply for Oklahoma tax purposes.

The applicable recovery period is:

3-year property 2 years

5-year property 3 years

7-year property 4 years

10-year property 6 years

15-year property 9 years

20-year property 12 years

Non-residential real 22 years property (39 years)

Example: The regular depreciation on a commercial building with a cost of \$1 million would be \$25,641 annually for 39 years. The accelerated depreciation would be \$45,454 annually for 22 years. This would substantially increase the taxpayers' present value of available dollars.

*Employee Credit:* The employment tax credit is 20% of increased wages over those paid to qualified individuals in 1993, including health insurance premiums paid by the employer. Wages of individuals eligible for the tax credit may not exceed \$30,000, indexed after 1993, and the credit is applicable to new wages of up to \$20,000 for years 1994 through 2007. The indexed wage level for 2005 is \$42,000. IRS Form 8845 is used for computing and claiming the credit.

### Investment/New Jobs Tax Credit

Manufacturers who hold a manufacturer's sales tax exemption permit may choose this income tax credit based on either an investment in depreciable property *or* on the addition of full-time-equivalent employees engaged in manufacturing, processing or aircraft maintenance. There are carry forward provisions. *Participation in this benefit prohibits a manufacturer from participating in the Quality Jobs Program.* Find more information at [www.okcommerce.gov](http://www.okcommerce.gov)

### Recycling Facility Tax Credit

An income tax credit equal to 20% of the cost of the installation of facilities for recycling, reuse, or destruction of controlled industrial wastes. Must be approved by the State Health Department.

### Sales Tax Exemptions

In general, the following are exempt from sales tax:

Machinery and equipment for manufacturing and processing

Personal property consumed in the manufacturing process or which becomes an integral part of the finished product

Goods transported to another state

Machinery, equipment, fuels, and chemicals used to treat industrial wastes (must be approved by the State Health Department)

### Freeport Exemptions

The processing, storage, manufacture, assembly, or fabrication of materials brought from out of state are exempt from taxation in Oklahoma if shipped out of state within nine months of arrival.

### **New Markets Tax Credits**

Two local Community Development Entities received allocations in 2008-2009 totaling \$95 million in NMTCs to provide investment capital to qualified projects at below-market interest rates.

### **Oklahoma Local Development and Enterprise Zone Incentive Leverage Act**

In addition to the Enterprise Zone Tax Incentive Leverage Act, the Oklahoma Local Development and Enterprise Zone Incentive Leverage Act states that a planned project located within an Enterprise Zone and in support of a major tourist attraction may qualify for state matches of local sales tax reimbursements. The Act lays out the qualifications necessary for a project to be eligible for state matching sales tax reimbursement such as investment size, project payroll, and end use. Proposed projects must generate, in the aggregate, a minimum of either \$1 million in payroll or \$5 million in investment. No matching payments shall be made for any development that provides more than 10% of the net leasable space for retail purposes; restaurants are not included in this classification. An exception to the limit on retail may be applied if development qualifies as a major tourism destination; a project must attract at least \$50 million in capital investment, generate at least \$50 million in projected gross sales revenues or at least \$10 million in annual gross sales revenues from out-of-state visitors, and have 20% of the number of visitors traveling from out-of-state or 30% of the number of visitors traveling at least 100 miles within three years of project completion. (For more information: OS 62 §841.12.b).

### **Oklahoma Tourism Development Act**

Provides incentives (sales and/or income tax credits equaling 10%-25% of approved costs) for qualified new or expanding tourism facilities and attractions.

The program applies to recreational/entertainment facilities, areas of natural phenomenon or scenic beauty, theme parks, amusement or entertainment parks, indoor or outdoor play or music shows, botanical gardens, or cultural/educational centers.

The program does not apply to: Lodging facilities, unless the facilities constitute a portion of a tourism attraction project and represent less than fifty percent (50%) of the total approved costs of the tourism attraction project; Facilities

that are primarily devoted to the retail sale of goods; Facilities that are not open to the general public; Facilities that do not serve as a likely destination where individuals who are not residents of this state would remain overnight in commercial lodging at or near the tourism attraction project; Facilities owned by the State of Oklahoma or a political subdivision of this state, or; Facilities established for the purpose of conducting legalized gambling.

To qualify, a project must attract at least Fifteen percent (15%) of its visitors from among persons that are not residents of this state, and must have cost in excess of Five Hundred Thousand Dollars (\$500,000).

### **Investment/New Jobs Tax Credit**

Provides growing manufacturers a significant income tax credit based on either an investment in depreciable property or on the addition of full-time-equivalent employees engaged in manufacturing, processing, or aircraft maintenance. For more information, visit [www.okcommerce.gov](http://www.okcommerce.gov).

### **Small Business Capital Formation Tax Credit**

The Small Business Capital Formation Tax Credit Act authorizes an income tax credit of 20% of equity or near-equity (e.g. warrants or convertible subordinated debt) investment for investors in qualified businesses, either by a qualified small business capital company, or by an angel investor in conjunction with investment by a qualified small business capital company. There are limitations on the amounts of investment to which the credits apply. The credit is allowed when the investment funds are actually invested in an Oklahoma small business venture. Earned credit may be taken in the year of the investment or carried over for 3 additional years for a total of 4 years. (The tax credit for rural qualified businesses is 30%.) For more information contact Tulsa Economic Development Corporation at 918.585.8332.

### **Federal Historic Preservation Tax Credits at 10% or 20%**

The 10% tax credit is available for qualified rehabilitation expenditures on a building built before 1936. 20% is available for buildings which are or will be listed on the National Register within three years. Please refer to Section 47 of Title 26 of the United States Code. For more information: <http://www.2.cr.nps.gov/tps/tax/taxbroch.pdf>

### State Historic Tax Credits

For qualified rehabilitation expenditures the state credit will be 100% of the federal credit for approved 10% and 20% projects. Please refer to 68 OS Section 2357.41. (Contact for more information: Harry Simms, State Architect, Oklahoma State Historic Preservation Office, 2401 North Laird Ave., Oklahoma City, OK 73105, 405-522-4479, [hsimms@okhistory.org](mailto:hsimms@okhistory.org))

### Affordable Housing Tax Credits

Federal credits are available through a specific process administered by the Oklahoma Housing Finance Agency. In certain circumstances, these credits may be combined with federal Historic Tax Credits. (Contact for more information: OHFA, 100 NW 63rd St. Suite 200, Oklahoma City, OK 73116, 800-256-1489, <http://www.ohfa.org/>)

## Local Partners in Economic Development

### Economic Development Commission

The Economic Development Commission (EDC) is a 21-member volunteer city board made up of mayoral appointees from the city's business community. The EDC is the conduit for an annual budget allocation in the amount of 38 percent of the city-only hotel-motel tax revenue.

### Tulsa Industrial Authority

The Tulsa Industrial Authority (TIA) serves as a conduit in the issuance of 501 (c)(3) bonds and Industrial Development Revenue Bonds, which provide tax-exempt financing for qualified projects. TIA supplies comprehensive analysis of new issues and/or refunding opportunities, and assists the borrower in finalizing a transaction strategy and structure. When a loan is passed through TIA, the IRS treats the loan as a local governmental agency special obligation. Eligible projects include those for non-profit entities (including health care), public or private colleges and universities, private high schools and grade schools, the Indian health care resource center, hospitals/nursing homes and various charities. TIA has financed or refunded over \$1 billion in tax-exempt bonds.

Tulsa Development Authority [www.tulsadevelopmentauthority.org](http://www.tulsadevelopmentauthority.org)

Tulsa Foundation for Architecture [www.tulsaarchitecture.com](http://www.tulsaarchitecture.com)

Tulsa Economic Development Corporation [www.tulsaedc.com](http://www.tulsaedc.com)

Downtown Coordinating Council

Vision 2025 <http://www.vision2025.info/>

Tulsa's Young Professionals <http://www.typros.org/index.asp>



### Recommended Actions: Building, Owning & Investing

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- 22. Establish 3-year residential population goals for Brady, linked with downtown housing study
- 23. Offer mixed urban lifestyle options and other strategies to attract new residents
- 24. Continue efforts to renovate upper levels of historic buildings for housing
- 25. Conduct a formal parking survey to understand current district wide supply and demand and the future impacts of proposed shared parking facilities, diagonal on-street parking, and the impacts of a parking permit system for residents and workers
- 26. Develop "Welcome Package" for new residents and connect them to food & beverage establishments
- 27. Pursue grants to develop energy and recycling systems to make Brady a demonstration area
- 28. Establish development objectives for new construction housing projects, including “walk-up” row house or town home options
- 29. Develop strategies to bring capital partners to the table to encourage investing
- 30. Develop and implement a fund for storefront improvements
- 31. Encourage and support development of grocery store







# Chapter 6

## Getting it Done in Brady

### Brady Arts District Goal #8

Develop and support active management, promotion, and advocacy for The Brady Arts District

- empower and strengthen an existing or new entity to coordinate and speak for Brady interests
- establish internal communication tools to connect Brady stakeholders
- establish vehicles for communication of Brady planning and activity externally
- advocate actively with the city in relation to service allocations and other needs and concerns
- highlight Brady organizations and businesses through ongoing marketing and the coordination of activities, events, and promotions

*Figure: Before and After...Wallace Engineering*

### Strengthening ‘Connections’

The Brady Arts District has an emerging identity and role within Tulsa culture that transcends its physical boundaries. Despite this, there is recognition by stakeholders of a relative underrepresentation in terms of having a more unified voice speaking on its behalf on municipal decisions. There is widespread agreement to address the need for increased formal organization to nurture the district’s exciting and evolving economic and cultural identity. Understanding the social, cultural, political and physical relationships to surrounding neighborhoods and districts have become a priority.



There is resolve to no longer be ‘unlisted’ or ‘disconnected’ politically. Having a point person to speak on behalf of the district will assist in forwarding issues related to physical connections, both within Brady and to surrounding districts. Simple economic development opportunities related to Brady’s location are good examples. For instance, Brady’s position relative to transportation infrastructure will continue to allow industry to locate in Brady. Brady’s location



north of downtown and central to educational institutions presents several opportunities. Physical connections and gateway nodes were identified that connect and/or reconnect Brady to surrounding districts.

In their November 2008 report, a panel of the International Downtown Association weighed in:

**“...Connectivity is lacking**

While part of the problem connecting people and places is physical (e.g., the IDL, the distance between major attractions, wide one-way streets, and too many surface parking lots), many of the people interviewed by panelists talked about another kind of “connectivity” – or the lack thereof. Small business owners expressed a disconnection from DTU and City government. Representatives from neighborhoods adjoining downtown sometimes expressed similar sentiments...”

A broad list of lessons and ideas for leadership structures, work teams, and organized representation have been developed and will continue to be informative as the district begins to take action.

## Getting On The Map as ‘The Brady Arts District’

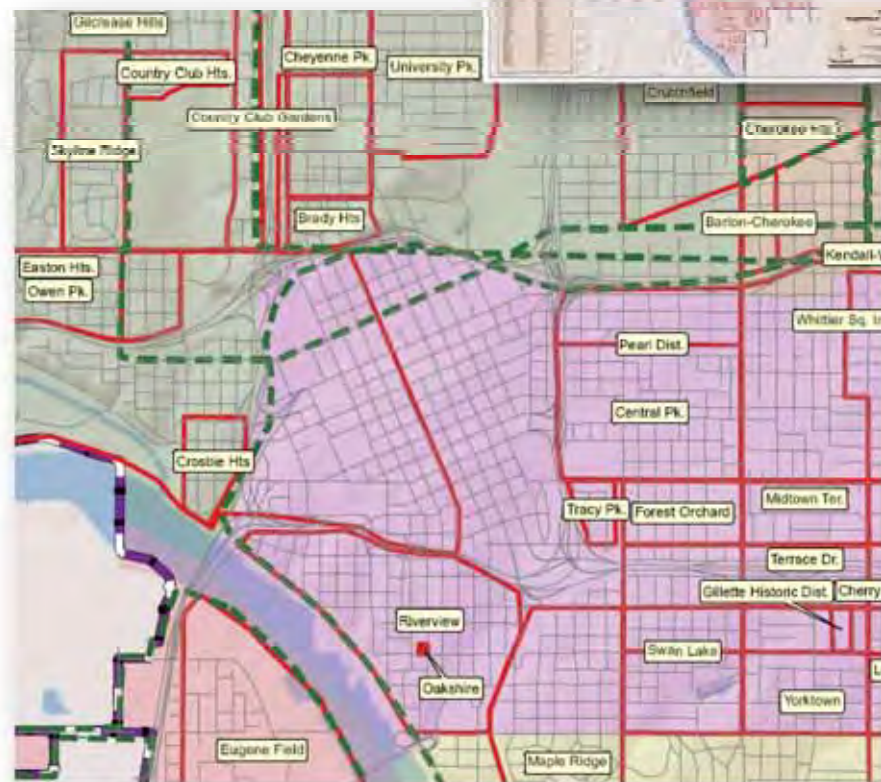
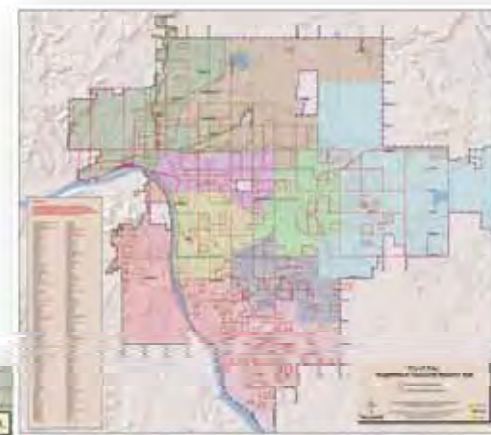
Who do you call for information about The Brady Arts District? Is there a website? Is there a neighborhood group or agency that can speak with authority on hot issues in the district? Who speaks for the stakeholders in The Brady Arts District?

The boundaries of the district are not on the latest citywide neighborhood and district association boundary map, most likely due to lack of formalized neighborhood association or organization with clear boundaries, combined with Brady’s location in the shadow of downtown. For instance, the Brady Village

Owners Association and the Brady Village Merchants Association are not formally recognized by the City on this map, nor are they in the City’s list of ‘unmapped’ entities.

*Figures: Neighborhood Association Boundary Map by INCOG, March 2008:*

[http://www.tulsacouncil.org/pdfs/R&PD/maps/Neighborhood%20Associations%20\(March%202008\).pdf](http://www.tulsacouncil.org/pdfs/R&PD/maps/Neighborhood%20Associations%20(March%202008).pdf)



## Downtown Area Master Plan

### Governmental Context Map

This map from the Downtown Area Master Plan (draft Sept 2009) shows the two of the funding districts within which The Brady Arts District operates:

### Greenwood Redevelopment Authority Area

“...Designated by the state legislature; City provides focused, comprehensive approach to foster specific redevelopment opportunities; deploy resources through the use of City staff, programs and community partnerships...”

### Brady Village (TIF) District

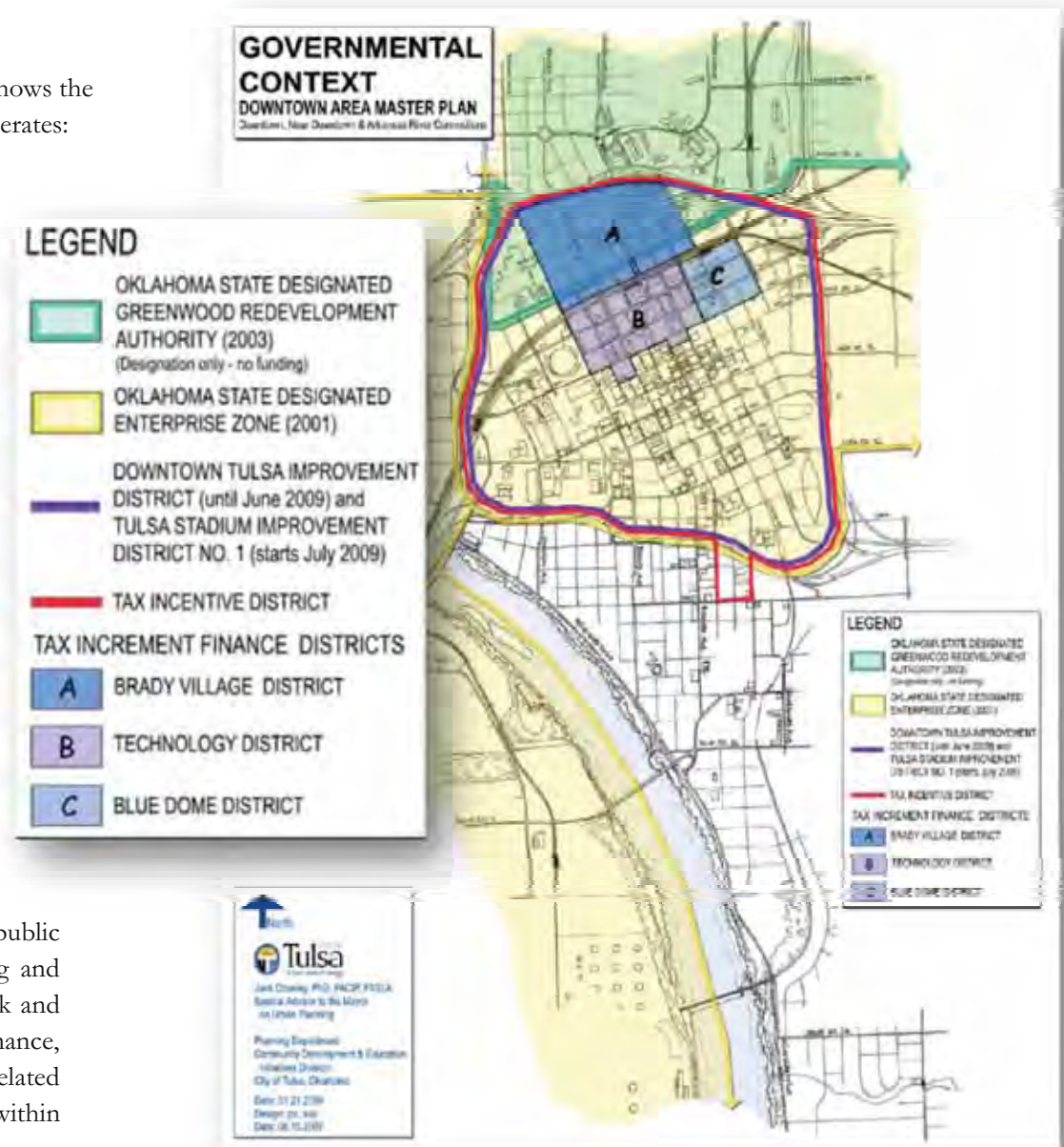
“...Tax Increment Financing (TIF) Districts have the capability of financing infrastructure for development under appropriate circumstances...”

### Tax Incentive District (not available)

Tax incentives are not available for properties located within a TIF district.

### Tulsa Stadium Improvement District

“...the TSID will provide those services necessary for the successful operations and maintenance of the proposed new ballpark facility. As with the previous district the TSID will provide maintenance and management services to downtown public spaces over and above the effort results in maintaining a pleasing and productive atmosphere Downtown.... Services will include sidewalk and street cleaning, pedestrian system maintenance, landscape maintenance, parking shuttle services, periodic enhanced security provisions, related capital improvements and special categorical projects, or others within the provision of State Statutes...”





## Organizational Framework & Leadership Plan

An entity composed of and representing Brady business and property owners, residents, organizational leaders, and other stakeholders will need to emerge to coordinate communications and advocacy for the Brady Arts District. Partnerships and close coordination with Tulsa Economic Development Commission, Downtown Coordinating Council, Downtown Tulsa Unlimited, Greenwood, OSU-Tulsa, and managers of the BOK Arena, ONEOK Ballpark, and other interests will be critical.

### The Brady Village Merchants Association

The Brady Village Merchants Association, in 2009, began to formalize its membership and activities. See the appendix for the bylaws of the BVMA.

### The Brady Village Owners Association

The Brady Village Owners Association continues to exchange information, manage Tax Increment Financing (T.I.F.) funds, and evaluate development opportunities.

### Brady Planning Group

During 2009 the Brady Village Owners Association and George Kaiser Family Foundation, hosted monthly meetings of the Brady Planning Group bringing together stakeholders, including City of Tulsa representatives. The group coordinated a variety of heretofore independent planning efforts and facilitated decision-making on such things as the naming and branding of the district, development of communication vehicles, guiding streetscape planning, and sharing of information on private development plans. The group's efforts also resulted in the formalization of goals, strategies and the compilation of this planning document.

### Work Teams

The Brady Planning Group named four work teams during 2009. They address the following specific concerns:

**Public Realm/Public Art** – To inform and facilitate public space development and design, including green spaces, streetscaping, and public art; to ensure synergy between these elements and other Brady Arts District concerns. *Early 2010 update: The Brady Public Art Task Force has worked to formalize recommendations to form a Brady Public Art Committee, and has developed a long term vision, purpose, and strategy for public art in The Brady Arts District. (Please see Chapter 3/Public Art.)*

**Housing** – To develop strategies and plans to further re-use and new construction that meet evolving needs for housing and studio/work space for a variety of markets consistent with Brady Arts District character and assets.

**Programming & Management** – To identify opportunities to develop or attract events that enhance the district's identity, and plan ongoing stewardship for the park and other public amenities; to coordinate events, promotion, and future development coordination for district. *Early 2010 Update: The Brady Village Merchants Association has renamed itself the Brady Business Association, and formalized an organizational structure with new bylaws and membership categories. This group has continued and expanded upon its efforts to attract and coordinate events, promote the District, and advocate for the District's interests.*

**Development Tools** – To examine and test options for development incentives and restrictions that foster development of housing, retail, arts, entertainment, and other assets described in the Brady Arts District vision.

*Photo: Watching Rocky Horror Picture Show at 2009 Halloween Fest, photo by Amy Frost*





## The Main Street Program from National Trust for Historic Preservation

<http://www.preservationnation.org/main-street/>

The Main Street program is well established in the United States, and is a viable alternative for organizing in Brady. District leaders are researching the merits of the program for The Brady Arts District.

**“...The Main Street Four-Point Approach®** As a unique economic development tool, the Main Street Four-Point Approach® is the foundation for local initiatives to revitalize their districts by leveraging local assets—from cultural or architectural heritage to local enterprises and community pride. The four points of the Main Street approach work together to build a sustainable and complete community revitalization effort.

**Organization** involves getting everyone working toward the same goal and assembling the appropriate human and financial resources to implement a Main Street revitalization program.

A governing board and standing committees make up the fundamental organizational structure of the volunteer-driven program. Volunteers are coordinated and supported by a paid program director as well. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders.



**Promotion** sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street district. By marketing a district's unique characteristics to residents, investors, business owners, and visitors, an effective promotional strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers. These activities improve consumer and investor confidence in the district and encourage commercial activity and investment in the area.

**Design** means getting Main Street into top physical shape. Capitalizing on its best assets — such as historic buildings and pedestrian-oriented streets — is just part of the story. An inviting atmosphere, created through attractive window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping, conveys a positive visual message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices in the commercial district, enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems, and long-term planning.

**Economic Restructuring** strengthens a community's existing economic assets while expanding and diversifying its economic base. The Main Street program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today's consumers' needs. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district.

## Recommended Actions: Getting it Done

---

- 32. Formalize BVMA as a membership organization, including owners and others in governance
- 33. Prioritize annual program of activities
- 34. Develop a business plan for support of the Association including key annual income-generating events
- 35. Explore implementation of a Main Street Program
- 36. Establish formal internal communication network among members and with broader community
- 37. Form committees as needed around marketing, partnerships, events, advocacy, and investing
- 38. Set up a one-stop shop for development incentives for the neighborhood, either online at [www.cityoftulsa.org](http://www.cityoftulsa.org) and/or [www.thebradyartsdistrict.com](http://www.thebradyartsdistrict.com), and/or in a storefront established by the Tulsa Economic Development Commission or Downtown Tulsa Unlimited and/or in conjunction with a new Main Street organization.
- 39. Seek City Council adoption of this plan as an update to the March 2003 Brady Plan, and as a Small Area Plan within PLANiTULSA
- 40. Schedule quarterly review of this plan by the Brady Village Owners Association



## List of Benchmarks

Development Goal	Indicator
<b>Appropriate amenities for mixed-use community</b>	
<ul style="list-style-type: none"> <li>grocery and daily retail and services</li> <li>attractive and useful public spaces</li> <li>accessible by multi-modal transportation</li> <li>safe pedestrian crossings and connections</li> <li>adequate and appropriate street and structured parking</li> </ul>	<p>one new convenience store</p> <p>Brady Park complete, sidewalk areas</p> <p>pedestrian connect on Denver, bus routes</p> <p>crosswalks marked &amp; semaphores @ 4 intersections</p> <p>add 10% on-street spaces, overnight for residents</p>
<b>Maintain historic and aesthetically distinctive area</b>	
<ul style="list-style-type: none"> <li>preserve/restore historic structures and other assets</li> <li>public art and gateways appropriate to character of area</li> <li>streetscaping and green spaces appropriate to character</li> <li>unique, locally-owned retail, restaurants</li> </ul>	<p>50% of contributing structures restored</p> <p>4 gateways complete; 4 street commissions</p> <p>streetscaping plan implemented</p> <p>add 2 restaurants, 4 new shops</p>
<b>Mixed income residential and live/work options</b>	
<ul style="list-style-type: none"> <li>housing for downtown workforce</li> <li>live/work options for artists and craftspeople</li> <li>housing options for students</li> </ul>	<p>200 new mixed income units</p> <p>25 new or converted units</p> <p>50 new units</p>
<b>A model energy efficient, sustainable community</b>	
<ul style="list-style-type: none"> <li>park, other public realm spaces for geo-thermal energy</li> <li>alternative energy for existing and new structures</li> <li>energy efficiency retro-fitting of existing buildings</li> <li>energy efficient new construction</li> </ul>	<p>demonstration project in Brady Park</p> <p>40% of energy from renewables</p> <p>50% meet XYZ standard</p> <p>100% new construction LEED Gold</p>



### Build upon district entertainment venues and activities

- promote existing venues revenues up by 20%, 5 new venues
- integrate new cultural/recreation/education amenities 4 existing amenities relocate to Brady
- new assets: festivals, farmers' market, energy museum farmers market, 2 new cultural/educational amenities

### A safe environment for residents and visitors

- good lighting and way finding systems installation with streetscaping
- slow traffic, add semaphores, create safe crossings see #1 above, 0 traffic fatalities in 5 years
- add police patrols 2000 additional hours police patrols
- increase 18-hour pedestrian presence shop, restaurant hours expanded by 10 hours/week

### Cooperate constructively with neighboring assets

- easy movement by multi-modal transportation options bike path done; bus ridership up 20%
- identifiable transitions to adjacent districts 10% business increase in adjacent areas
- mitigate presence of jail, social service facilities housing and retail vacancy declines by 75%

### Active management, promotion, and advocacy

- entity to coordinate and speak for Brady interests association has 100 members
- internal communication tools e-news to 1000; 2000 print newsletters on street
- communication of Brady plans and activity externally multiple weekly city-wide press items
- advocate for city service allocations and other needs X% city service increase; favorable City actions
- marketing and the coordination of activities, events 2 new annual events; monthly events grow 100%

## List of Participants in 2009 Brady Planning Activities

Cathy Ambler	Stanton Doyle	Catheryn Mason	David Sharp
Marjorie Atwood	Don Emrick	Marcos Matheos	Collin Sharp
Ren Barger	Sherrell Evans	Peter Mayo	Marvin Shirley
Jim Beach	Jean Ann Fausser	Malcolm McCollam	Elizabeth Shreeve
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Mike Bunney	Ben Ganzkow	Jane Newman	George Sutton
Christina Burke	Bradley Garcia	Jim Norton	Arlin Vancuren
Darren Burns	Elizabeth Geer	Greg Oliphant	David Virilli
Ken Busby	Josh Gifford	Jeff Olsen	Brian Walker
Mitch Cain	Paul Gilling	Mike Partain	Susie Wallace
Stephen Carr	Steve Goldman	Julius Pegues	Tom Wallace
Marissa Carter	Eric Gomez	Darshan Phillips	Kerry Walsh
Jeff Castleberry	Greg Gray	Nathan Pickard	Lafayette Waters
Leroy Chapman	Grace Grothaus	D. Polazzo	Theron Warlick
Linda Clark	Teresa Herndon	Anne Pollard	Shannon West
Frances Coffey	Norman Hyne	Donna Prigmore	Dennis Whitaker
Mel Cornshucker	Bob Jack	Dennis Rankin	Steve Whitaker
Jack Crowley	Kerry Joels	Scott Rodehaver	Dave Wilson
Betty Dalsing	Lise Kifer	Alice Rodgers	Bill Witt
Allison Davie	Ken Levitt	Jim Rodgers	Reed Woods
Amanda DeCort	Steve Liggett	Chris Rodgers	Mike Wozniak
Cathy Deuschle	Sergio Lima	George Sabos	Chris Zenthoefer
Sarah Diggon	Mary Loftin	Michael Sager	Steve Zenthoefer
Anthony Dobbs	Larry Lyon	Bob Schaefer	
Elizabeth Downing	Edward Main	Jeff Scott	

# BRADY ARTS DISTRICT STREETSCAPE Summary Report

George Kaiser Family Foundation  
DRAFT December 22, 2009





## **ACKNOWLEDGEMENTS**

### **CLIENT**

George Kaiser Family Foundation  
Tulsa, Oklahoma

### **PLANNING AND LANDSCAPE ARCHITECTURE**

SWA Group  
Sausalito, California

### **STRUCTURAL AND CIVIL ENGINEERING**

Wallace Engineering  
Tulsa, Oklahoma

We would like to acknowledge the assistance of the City of Tulsa, the Brady Village Owners Association, the ONEOK Ballpark Trust, Howell & VanCuren Landscape Architects, Selser Schaefer Architects, the Tulsa Beautification Foundation, and other Tulsans who shared their expertise, feedback, and knowledge to make this streetscape project possible.

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# INTRODUCTION

This report summarizes the key goals, issues, design elements and preliminary costs for approximately 30 blocks of streetscape improvements within and contiguous to the Brady Arts District of Tulsa, Oklahoma. The project proposes comprehensive, phased upgrades to public streets, landscape, and street furnishings as part of overall revitalization of an emerging mixed-use district. All aspects of the project emphasize green building practices and creation of strong pedestrian connections and a cohesive neighborhood character.

Appendix A presents conceptual cost estimates based on current design (*Note: to be completed based on verification of costs*). Appendices B and C present documents prepared as part of community input and information on sustainable features.

## Site Context

The Brady Arts District is located in the northernmost portion of downtown Tulsa, separated by the BNSF rail lines from the Central Business District (see Figure 1). The District encompasses portions of what have been traditionally considered the Brady and Greenwood neighborhoods and totals approximately 120 acres bounded by the I-244 freeway to the north and east, the rail line to the south, and Denver Avenue to the west. For purposes of this report, the study area also includes the extension of primary streets (Cheyenne, Boston and Elgin Avenues) into the northern sector of downtown Tulsa.

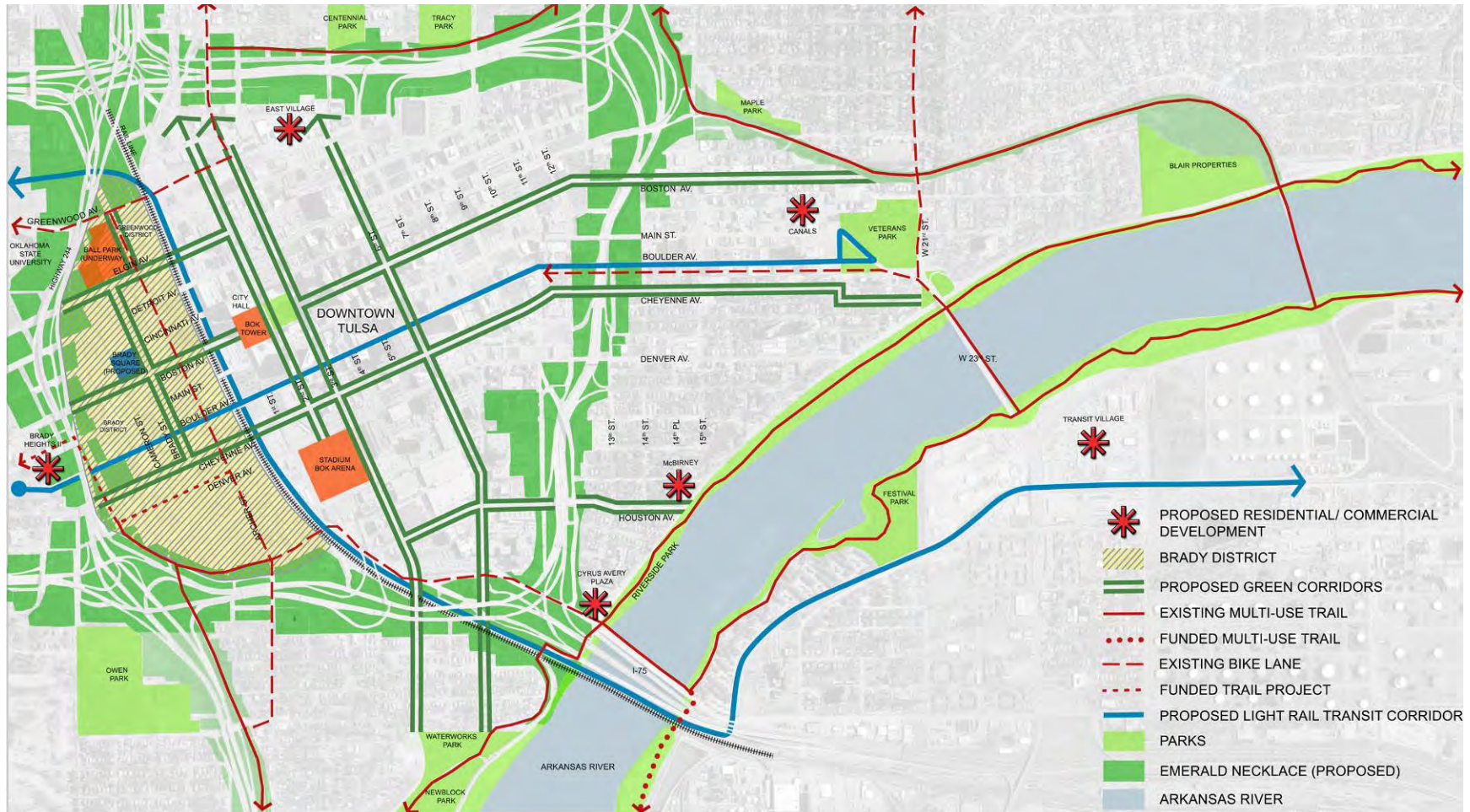
The Brady district was originally settled in the early days of Tulsa within an area belonging to the Creek Nation. By the turn of the 19th century the area supported a variety of commercial,

warehouse and industrial uses housed in predominantly low-rise brick buildings which contrast with the high-rises of Tulsa's modern downtown. The small grain of the street grid, established perpendicular to the main rail alignment, provides a walkable neighborhood with narrow streets and potential for comfortable sidewalks and opportunities for cafes, restaurants, and storefronts.

Despite numerous vacant lots, underutilized buildings, and negatively-viewed properties such as the correctional facility and Borden dairy facility on Denver Avenue, the Brady Arts District includes important destinations such as the famous Cain's dance hall, the historic Brady Theater, and the ONEOK Field, a new baseball park designed by Populous (formerly HOK Sport). The John Hope Franklin Reconciliation Park and Museum, honoring the late scholar and writer Dr. John Hope Franklin and memorializing Tulsa's infamous 1921 race riot, is also planned for the northeastern portion of the study area between Detroit and Elgin Avenues, within the Greenwood neighborhood.

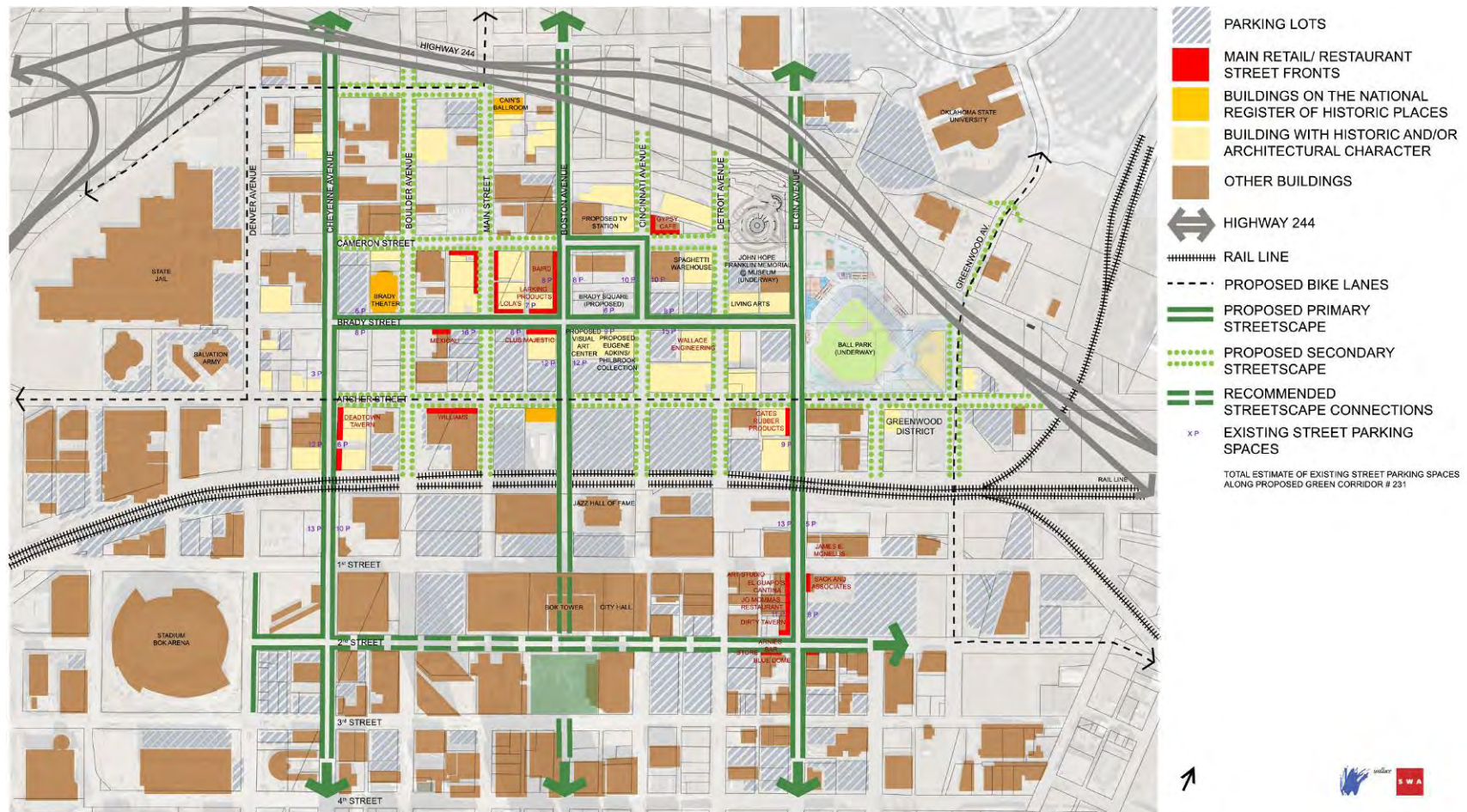
The following graphics illustrate connections from Brady via underpasses under Highway I-244 to the north (including routes to the Brady Heights neighborhood and the OSU-Tulsa campus) and rail crossings to downtown destination to the south (including new Cesar Pelli-designed Arena, the Jazz Hall of Fame, and the Blue Dome Entertainment District). Detroit Avenue and Cincinnati Avenue currently serve as one-way vehicular routes to and from the freeway, with resulting heavier traffic and lower appeal for pedestrians; however, the City plans to restore two-way traffic on both streets in the future. Several streets serve as corridors for overhead transmission, distribution, and/or communication lines; the locations and implications for street trees are addressed in Figure 14.





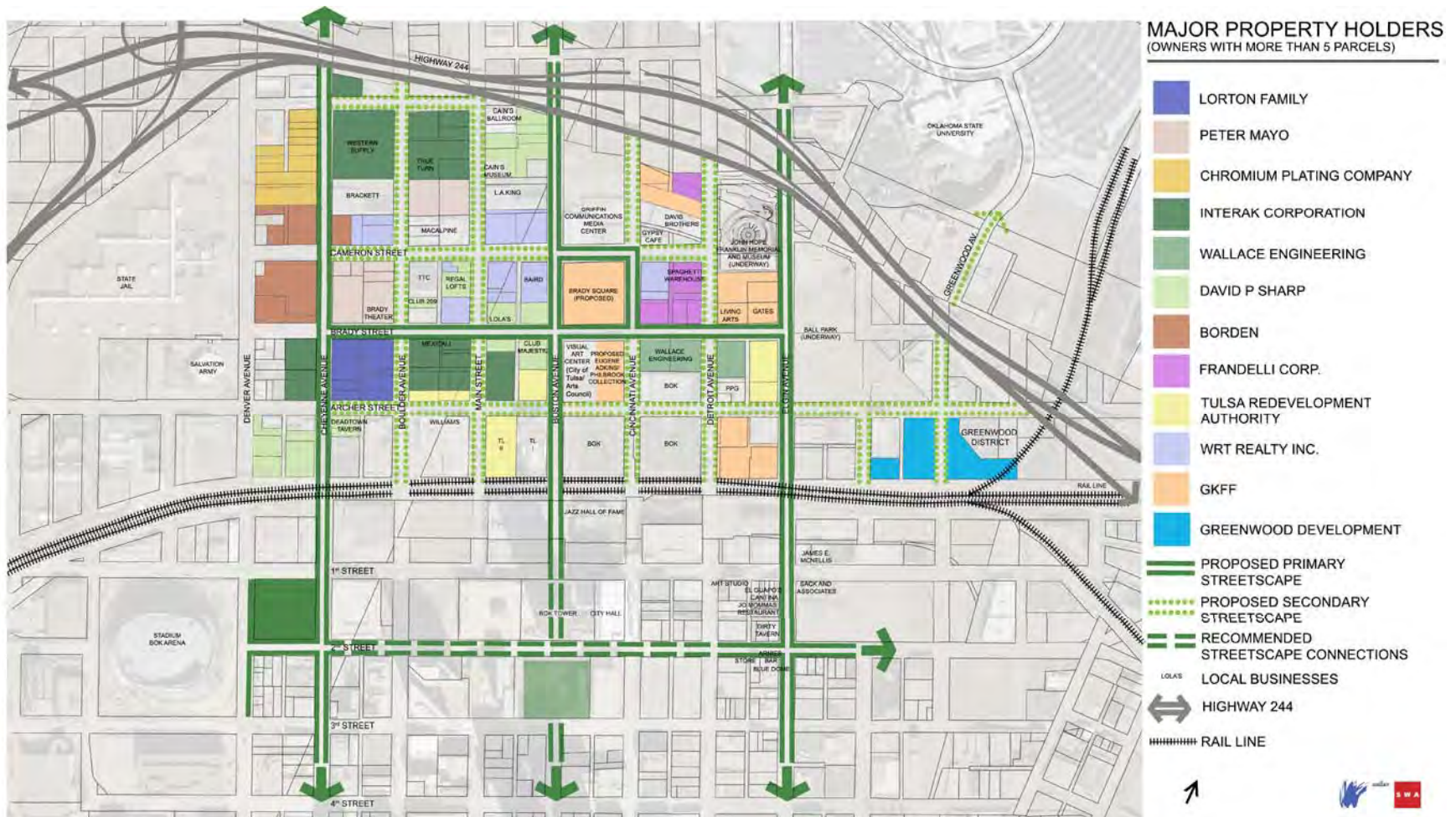
**Figure 1: City-Wide Context**





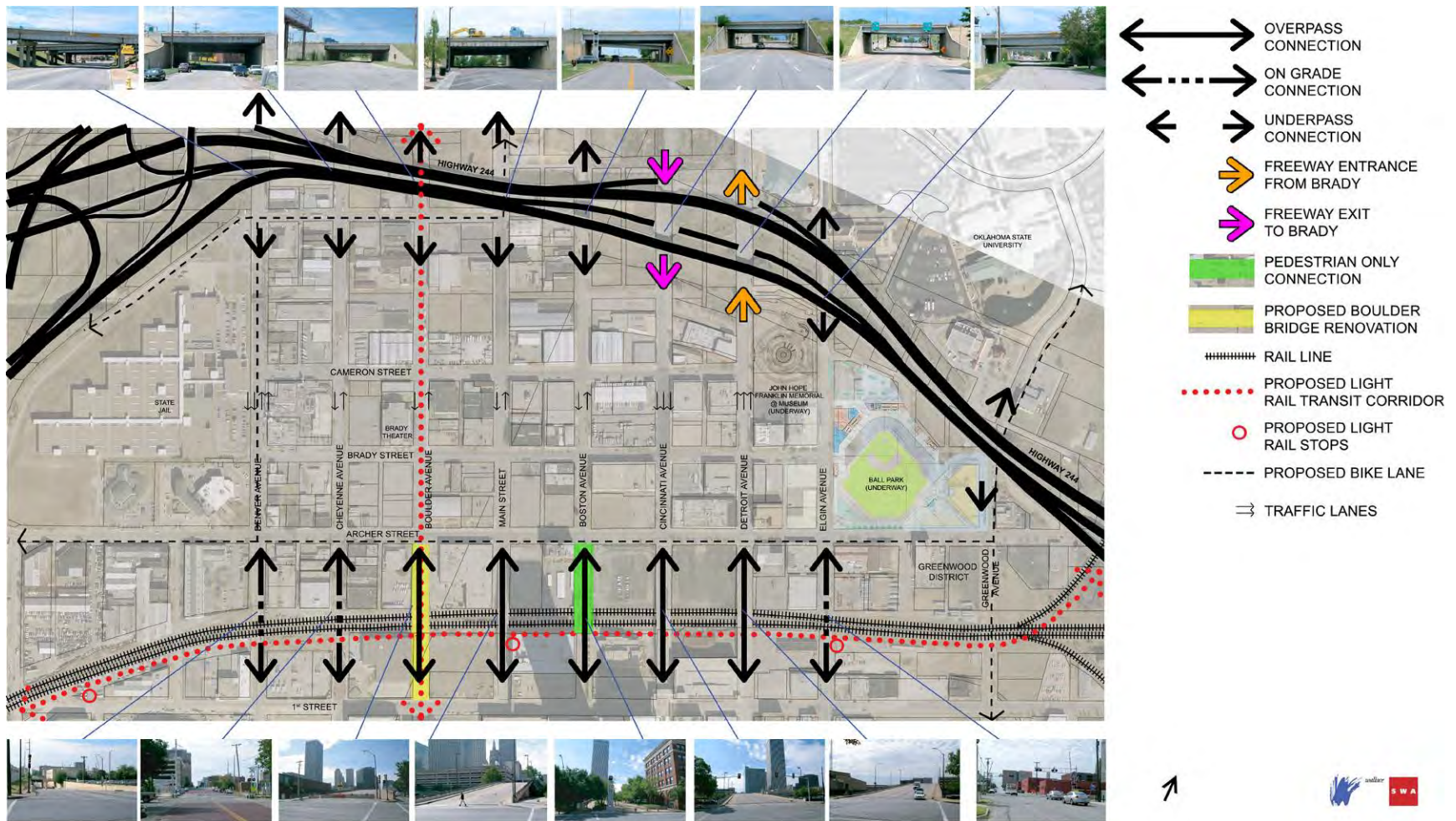
**Figure 2: Site Character**





**Figure 3: Ownership & Investments**





**Figure 4: Circulation**

## Background

Because of its inherent historic character, proximity to downtown, and emerging arts community, the Brady District has been the focus of recent planning initiatives and investments. These include:

*Brady Village Infill Development Design Guidelines:* In 2003, the City of Tulsa's Development Authority prepared the Brady Village Infill Development Design Guidelines to highlight and guide development of the area. With input from over 80 community participants, the plan focused on overall design ideas as well as specific design policies addressing street furniture, paving materials, street trees, lighting, signs and graphic art, and public art and monuments. These guidelines have been incorporated and refined in this Brady Arts District streetscape project.

*Community Outreach & Vision:* As part of the City of Tulsa's Comprehensive Development Plan, the Brady Village Owners' Association organized neighborhood stakeholders to create a vision for the future. With direction provided by Creative Community Builders / Sutton + Associates, and funding by the George Kaiser Family Foundation, this group identified energy efficiency, sustainability and green practices as important components. A community-wide Creative Placemaking Workshop in February 2009 confirmed objectives relating to streetscape, including wider sidewalks, slower traffic, good street lighting and trees, and strong pedestrian connections. The overall vision could be described as "informal, creative, historic, and urban" with streets providing a venue for workers, visitors, and residents in both day and nighttime hours. (See Appendix B for results from Creative Placemaking Workshop.)

*State Energy Grant:* Through the Tulsa Industrial Authority, the resulting Brady Village Green Sustainability Project received a \$2.58 million Oklahoma State energy grant for sustainable design elements that promote walkability, improve water quality, reduce heat island effect through consistent tree planting, and introduce energy efficient, dark-sky friendly LED lighting. With additional contributions from City and private entities, the energy grant supports streetscape upgrades as well as design and installation of a geothermal wellfield under a new 2.76-acre urban park that replaces an existing truck loading facility. Funded by the George Kaiser Family Foundation, the park will create a centerpiece for the neighborhood and streetscape project while supplying ground-source heat pump heating and cooling to adjacent buildings.

*Private Investment:* Other private investments includes the George Kaiser Family Foundation's purchase of the Mathews Building, located across Brady Street from the proposed Brady Town Square, to house a major art collection and gallery/studio space.

*ONEOK Field Ballpark:* Construction of the Ballpark is proceeding, with opening scheduled for the 2010 baseball season. The Ballpark Trust has coordinated with area-wide planning and design efforts, resulting in Ballpark streetscape improvements that meet goals for the overall Brady District and establish precedents for the rest of the area.

## OVERALL STREETSCAPE GUIDELINES

The following chapter addresses design proposals applicable to all streets in the Overall Streetscape Area as defined by Figure 9: Phasing, including provisions for parking, paving, planting, lighting, site furnishings, and public art.

The subsequent chapter presents more detailed designs for specific primary street segments.

### Goals and Purpose

The public-private initiatives, community outreach, and investments described above set the stage for identification of a framework for Brady Arts District revitalization (see Figure 5: Destinations & Corridors). Streetscape improvements will play a critical role in this mission.

Key goals for streetscape are as follows.

- Contribute to a pedestrian-friendly character and a safe, appealing, and vibrant street life.
- Establish Brady Arts District as a model for sustainable urban revitalization and satisfy requirements of the State Energy Grant.
- Create a strong connection between the BOK Arena and ONEOK Field ballpark and an active frontage for Brady Town Square.
- Establish Brady Street as a primary corridor that will be attractive to retail businesses, restaurants, galleries, and other pedestrian-friendly activities.

- Enhance the character and value of properties including the Mathews Building, Griffin Communications, and other existing and future businesses, homes and properties.
- Create strong pedestrian connections to the Blue Dome Entertainment District, Greenwood, Downtown, and Brady Heights.
- Establish a consistent family of lighting, street furnishings, and paving elements for a unified neighborhood identity.
- Maximize the width of sidewalks.
- Maintain or increase available on-street parking.
- Provide a cost-effective design approach adaptable for phased implementation.
- Incorporate plans for bicycle and light rail transit routes.

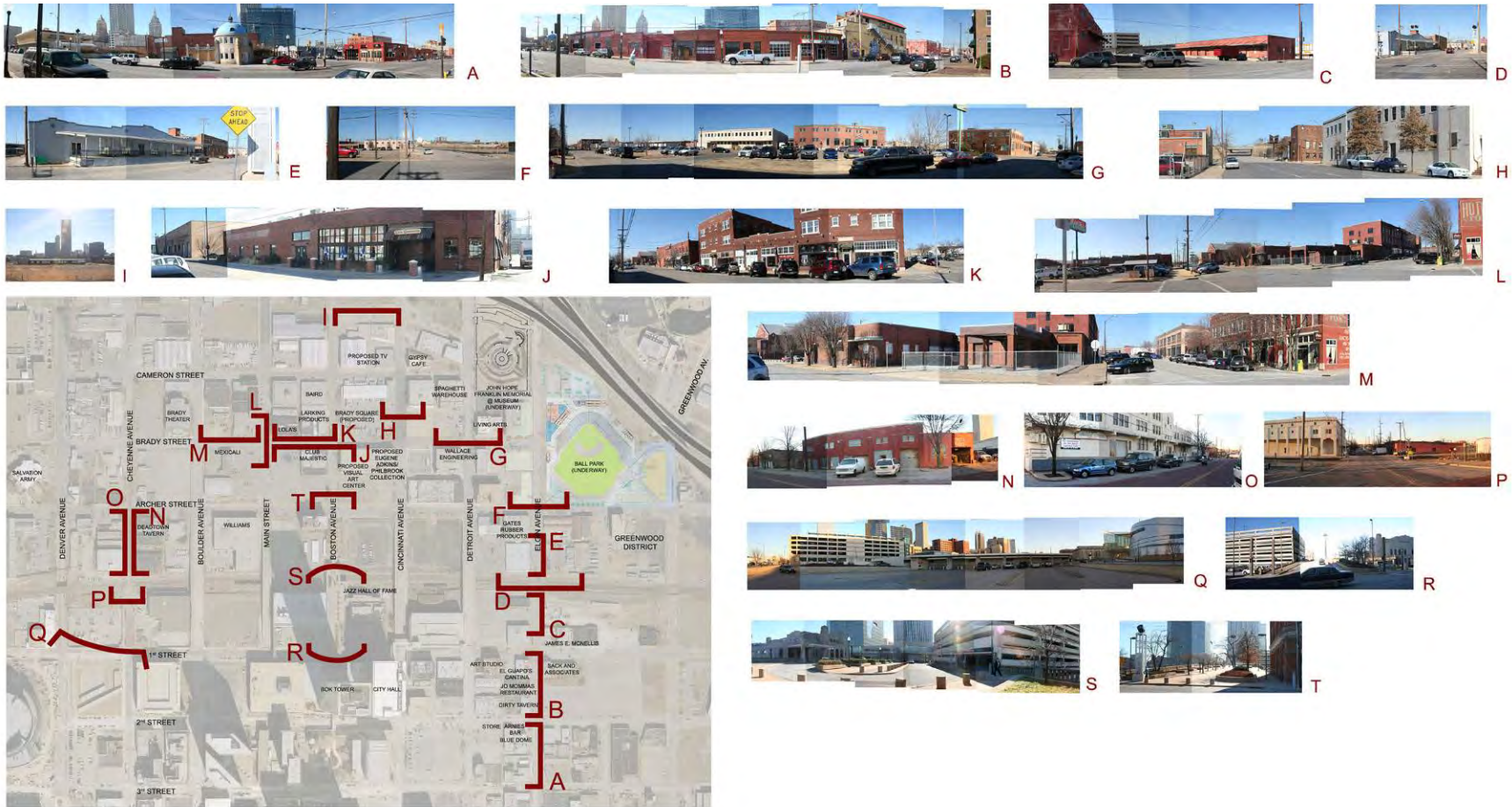
At present, Brady District streets represent highly variable conditions of travel lanes, centerlines, curb alignments, sidewalk widths, materials, lighting, and furnishings (see Figure \_\_\_\_). The project addresses these conditions by proposing changes to street sections and layout of curbs, sidewalks, parking, trees, and other key elements.

Figure 7: Brady Streetscape Plan presents streetscape concepts for 30 blocks within the overall area. These street segments represent the framework for achieving project goals, including enlivening the Brady Street corridor, strengthening the connection between the BOK Arena and ONEOK Field Ballpark, and connecting to the Blue Dome district. Design proposals included here are subject to change as part of more detailed studies, including more careful, case-by-case verification of specific site conditions and ownership requirements.



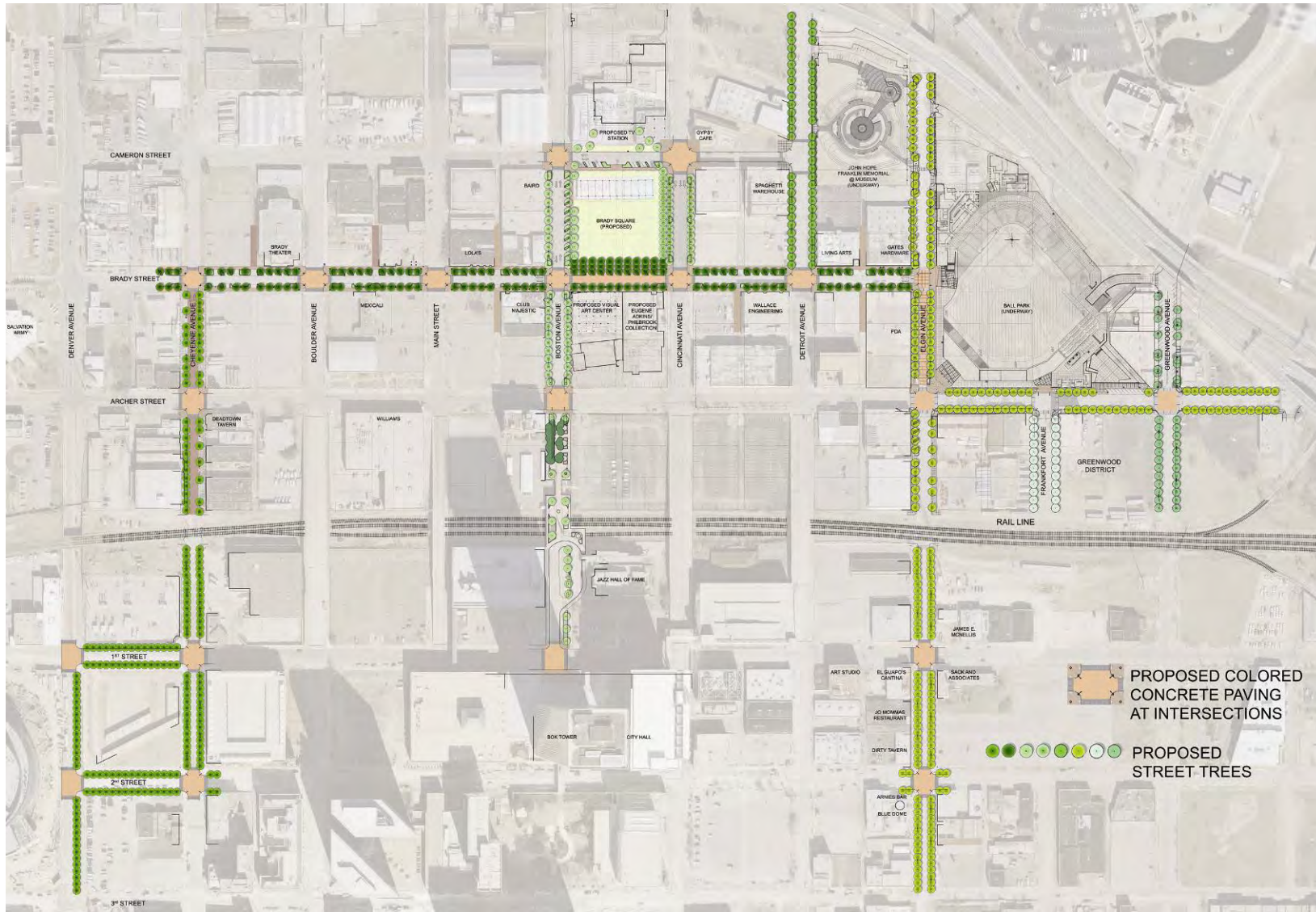






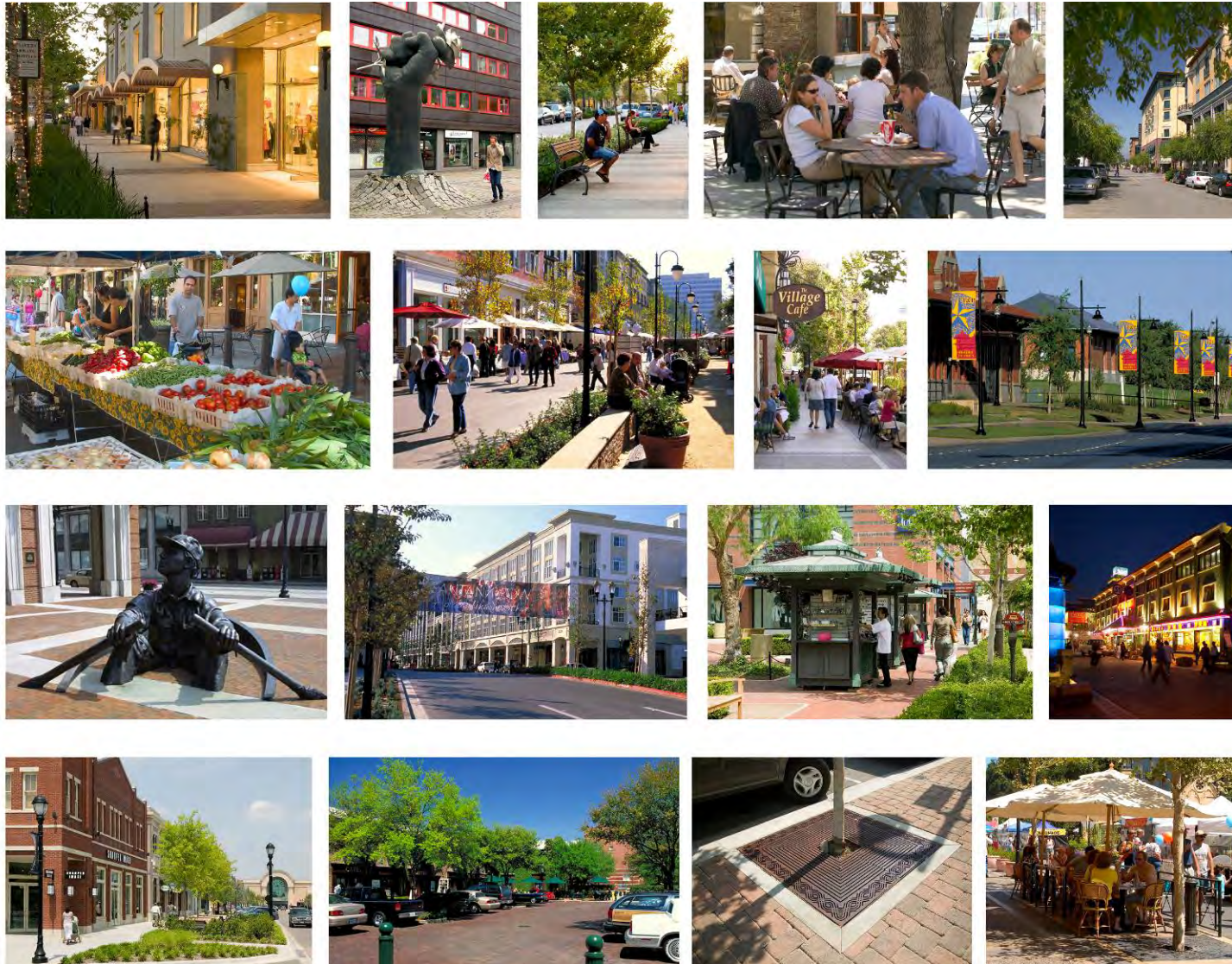
**Figure 6: Photographs of Existing Streets**





**Figure 7: Brady Streetscape Plan**





**Figure 8: Streetscape Images**

## Phasing

Phasing, as represented in Figure 9, is intended to coordinate with other construction projects, establish an early identity along Brady Street and a strong connection between the BOK Arena and the ONEOK Field ballpark, and comply with requirements of the State Energy Grant. The phasing plan is subject to change; preliminary assumptions are as follows.

*Ballpark:* Construction documents are complete for the initial phase of streetscape improvements associated with the Ballpark. Those improvements incorporate the streetscape furnishings and criteria addressed in this report.

*Phase 1:* Brady Town Square, including the contiguous streetscape of Brady Street, Boston Avenue, Cameron Street, and Cincinnati Avenues, measured to the outside edge of parking stalls adjacent to the Town Square.

*Phase 2:* Brady Town Square streets, including the vehicular lanes and street edges across from the Town Square (excluding the west edge of Boston Avenue and the east side of Cincinnati Avenue).

*Phase 3:* Brady Street from Cheyenne Avenue to Boston Avenue, and from Cincinnati Avenue to the Ballpark.

*Phase 4:* Remaining portions of Ballpark area streets that were not completed as part of initial Ballpark construction. Phase 4a includes the east edge of Detroit Avenue along the John Hope Franklin Memorial Park, for which more detailed design documents were prepared as part of the Ballpark project.

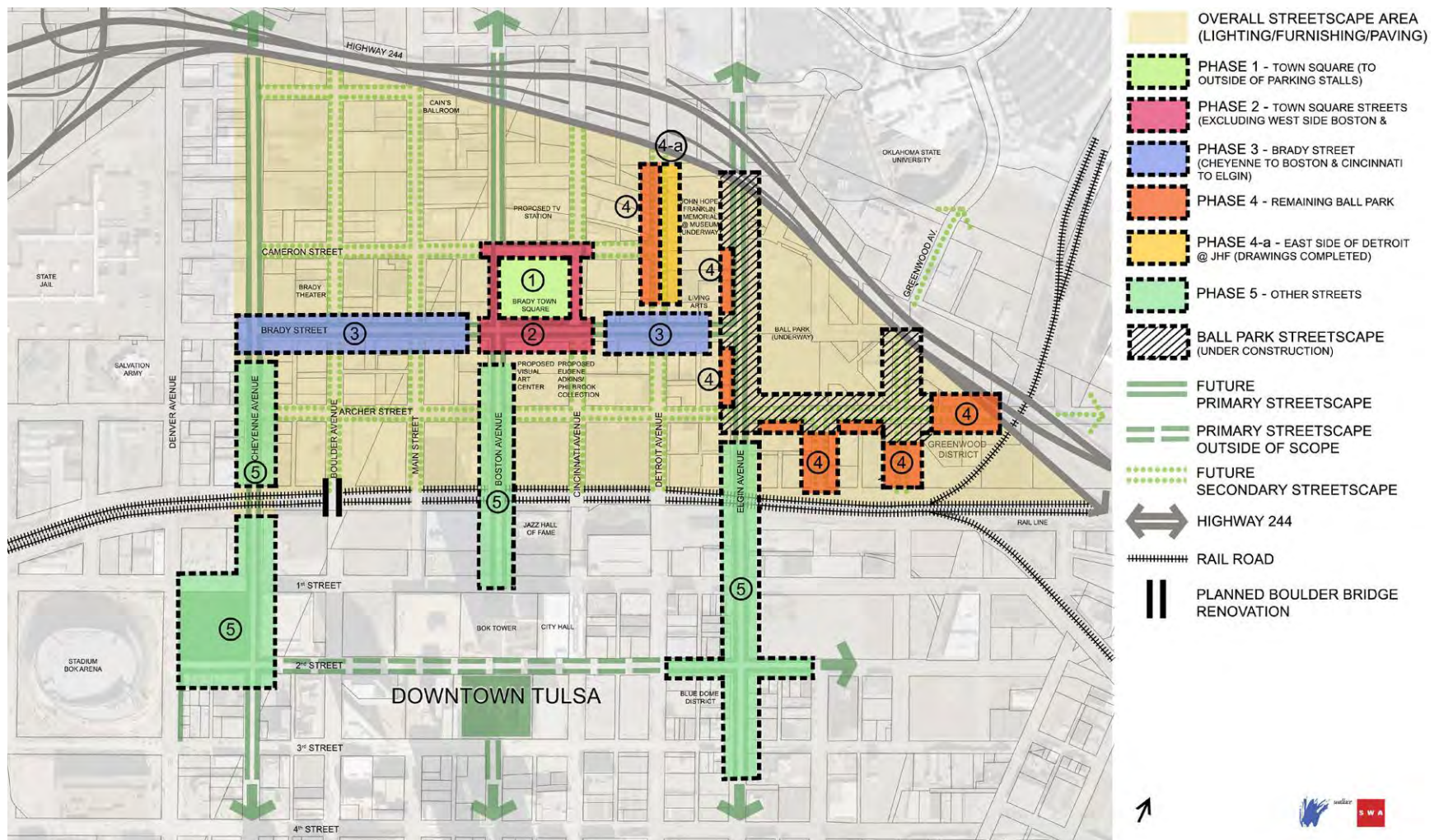
*Phase 5:* Other streets identified as part of the Brady Arts District and adjacent downtown streetscape.

## Parking

Brady District owners and residents have expressed major concerns about the provision of adequate parking for existing and future development. Therefore, this project recommends maintaining or increasing on-street parking as part of streetscape improvements wherever possible. This may be achieved by increasing the amount of diagonal parking and/or narrowing vehicular travel lanes to create added space for parking while still maintaining comfortable sidewalks. Both of these strategies offer the added benefit of slowing motorists and enhancing the pedestrian setting.

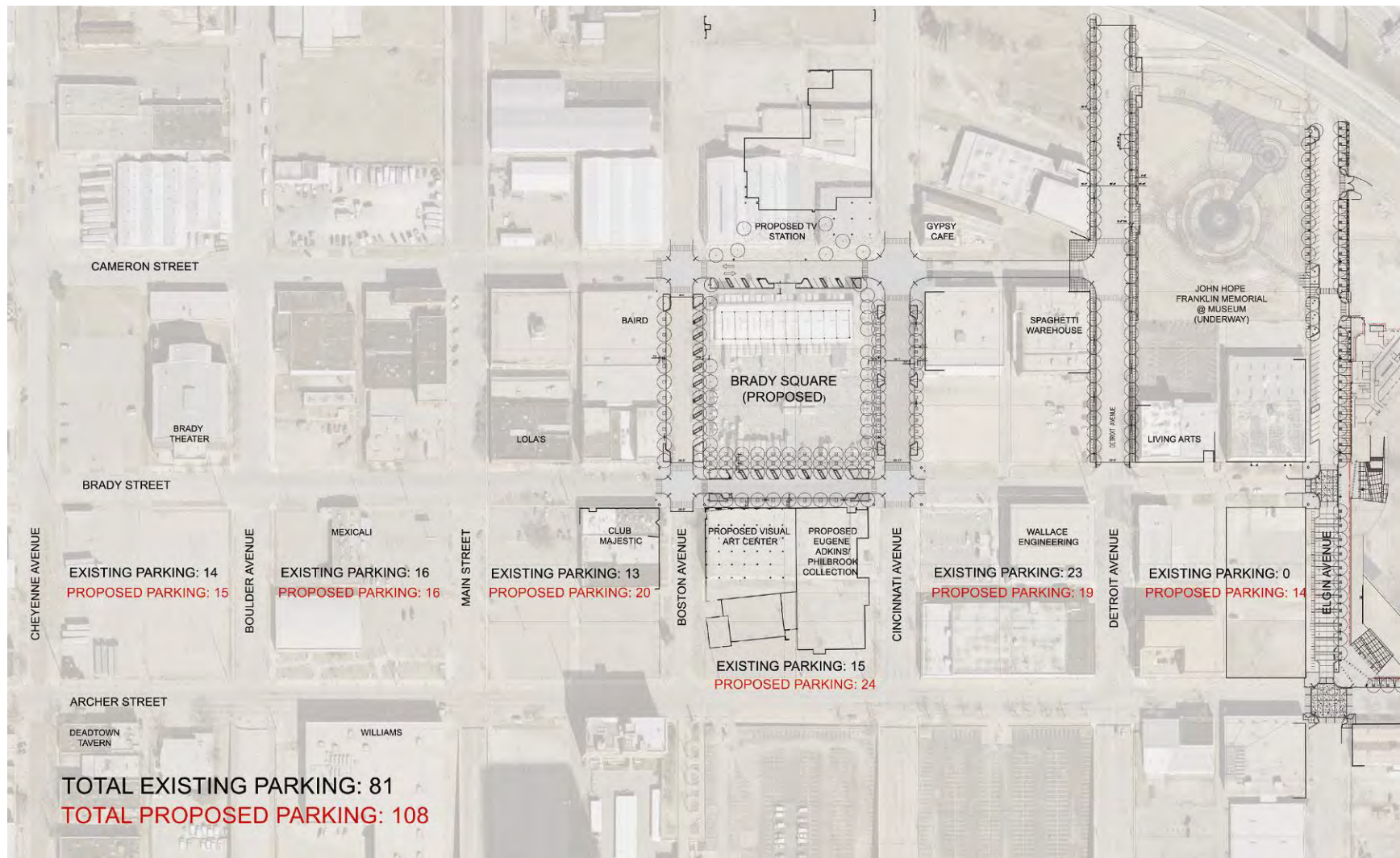
Figure 10 illustrates the anticipated changes to on-street parking for Brady Street between Cheyenne and Elgin Avenues as a result of proposed streetscape improvements, which includes diagonal parking on the north side of Brady Street and parallel parking on the south. Based on schematic design, this approach increases the total amount of on-street parking from 81 to 108 spaces. This number is subject to change based on more detailed design.





**Figure 9: Phasing Diagram**





**Figure 10: Parking Plan for Brady Street**

## Intersections

To improve pedestrian safety and aesthetics, curbs should be extended outward at intersections (see Figure 11: Sidewalk and Intersection Treatments). This “pinching” of the intersections also slows traffic and provides space for additional planting area, special paving, and location of intersection lighting and street furnishings such as kiosks.

## Paving

Paving for streets and sidewalks is proposed as follows (see Figures 11 and 12).

*Vehicular travel Lanes:* Asphalt


*Intersections:* Colored concrete with decorative tool joints; color to match brick sidewalk/paving strip

*Crosswalks:* Gray concrete with decorative tool joints

*Sidewalks:* Three different treatments are proposed for the sidewalk and curb edge to reflect the hierarchy of streets and create safe and attractive sidewalks (see Figure 11).

- *Primary Streets/Brady:* Continuous brick sidewalks along both sides of Brady Street from Cheyenne Avenue to Elgin Avenue
- *Primary Streets/Elgin, Boston, Cheyenne and Archer (east of Elgin):* continuous brick strips between curb and sidewalk on both sides of these streets; brick aligned with tree grates
- *Secondary Streets* (all other streets): concrete with 6" o.c. tool joints; color to match sidewalk

## Street Trees and Overhead Utilities

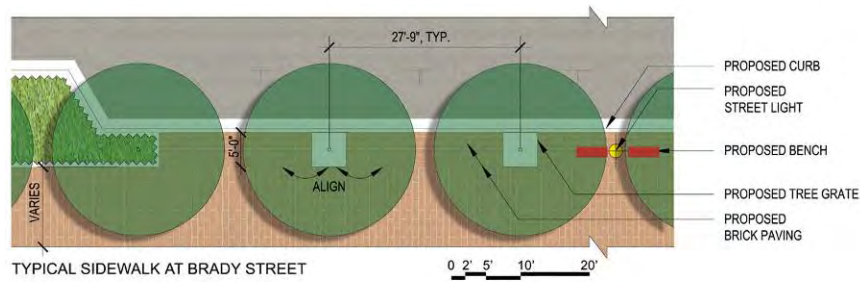
The Brady District’s State Energy Grant includes requirements to reduce heat gain by planting continuous street trees that will provide continuous shade canopy. As shown on Figure 13, each street has been assigned a distinct species to provide identity and diversity; the exception is the use of  for both Archer and Elgin in order to establish a consistent appearance adjacent to the Ballpark.

In addition to being approved by the City of Tulsa for use on streets, tree types were selected to avoid conflict with overhead utilities. Figure 13 indicates the overhead utilities that are currently located on all or portions of Cheyenne Avenue, Archer Street, Brady Street, Detroit Avenue, and Elgin Avenue. The three types of lines are each located at a different height, as follows: transmission lines (50-70’), distribution lines (30’), and communication lines (20-25’).

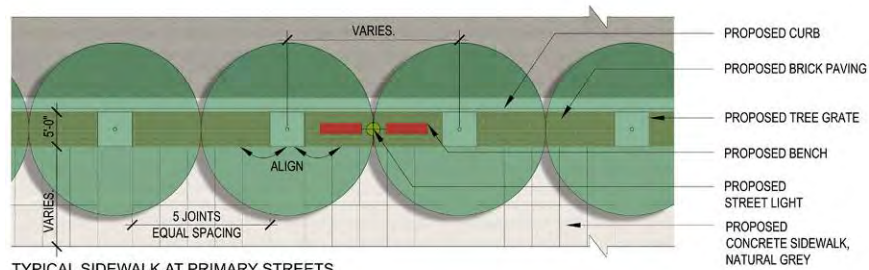
Three options are proposed to accommodate trees on streets with overhead utilities.

- *Option A:* Small trees on both sides of the street to achieve a balanced, cohesive streetscape. Trident maple (*Acer buergerianum*) is an example of a small tree that has proved successful on streets with overhead utilities.
- *Option B:* A small trees on the side where overhead lines exist, with a taller specie on the other side.
- *Option C:* Overhead lines are raised or buried to allow for taller species on both sides. This is the recommendation for Brady

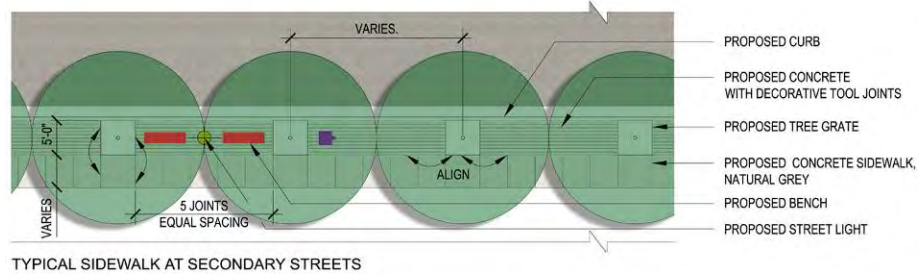




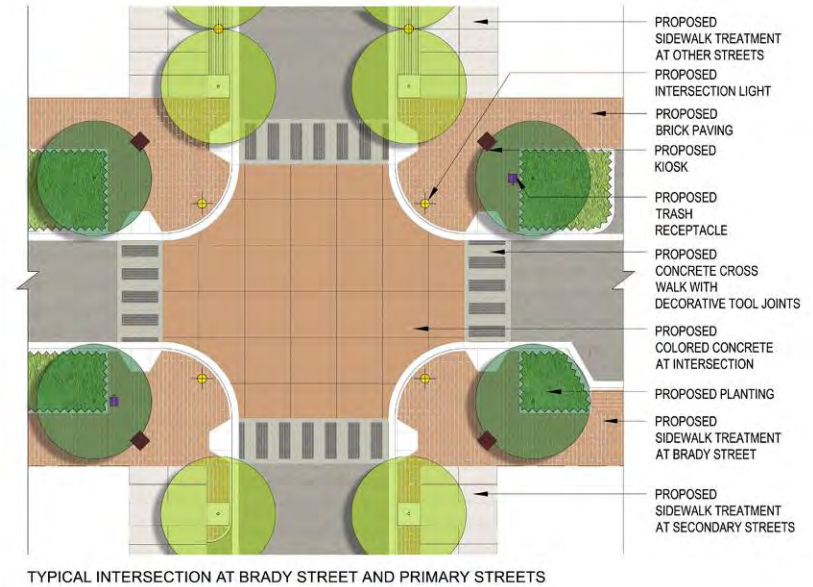
TYPICAL SIDEWALK AT BRADY STREET



TYPICAL SIDEWALK AT PRIMARY STREETS



TYPICAL SIDEWALK AT SECONDARY STREETS



TYPICAL INTERSECTION AT BRADY STREET AND PRIMARY STREETS

#### PLAN VIEW



**Figure 11: Sidewalk and Intersection Treatments**





**EXAMPLES OF BRICK PAVERS LAYOUT/STREET TREATMENT**



**BRICK PAVERS**  
**MANUFACTURER: ENDICOTT CLAY PRODUCTS**  
**TYPE: MEDIUM IRONSPOT #46 AND #77**  
**SIZE: PEDESTRIAN 2-1/4" X 4" X 8"**



**COLORED VEHICULAR CONCRETE**  
**COLOR: DAVIS**  
**NAVAJO RED 160**

**Figure 12: Paving Materials**

- Street, where undergrounding of utilities is currently under consideration.

Based on these considerations, recommended tree species for Brady Arts District streets are as follows. Trees will be located in tree grates or, at diagonal parking aisles, in planting areas.

*Brady Street:* London Plane Tree (*Platanus acerifolia*) if overhead utility lines are removed; otherwise Shantung Maple (*Acer truncatum*)

*Cheyenne Avenue and BOK Arena area:* Callery Pear (*Pyrus calleryana* 'Cleveland')

*Elgin Avenue and Archer Street:* Trident Maple (*Acer buergerianum*)

*Boulder Avenue:* Chinese Pistache (*Pistacia chinensis*)

*Main Street:* Shumard Oak (*Quercus shumardii*)

*Boston Avenue:* Sugar Maple (*Acer saccharum* 'Legacy')

*Cincinnati Avenue:* Japanese Zelkova (*Zelkova serrata* 'Green Vase')

## Lighting

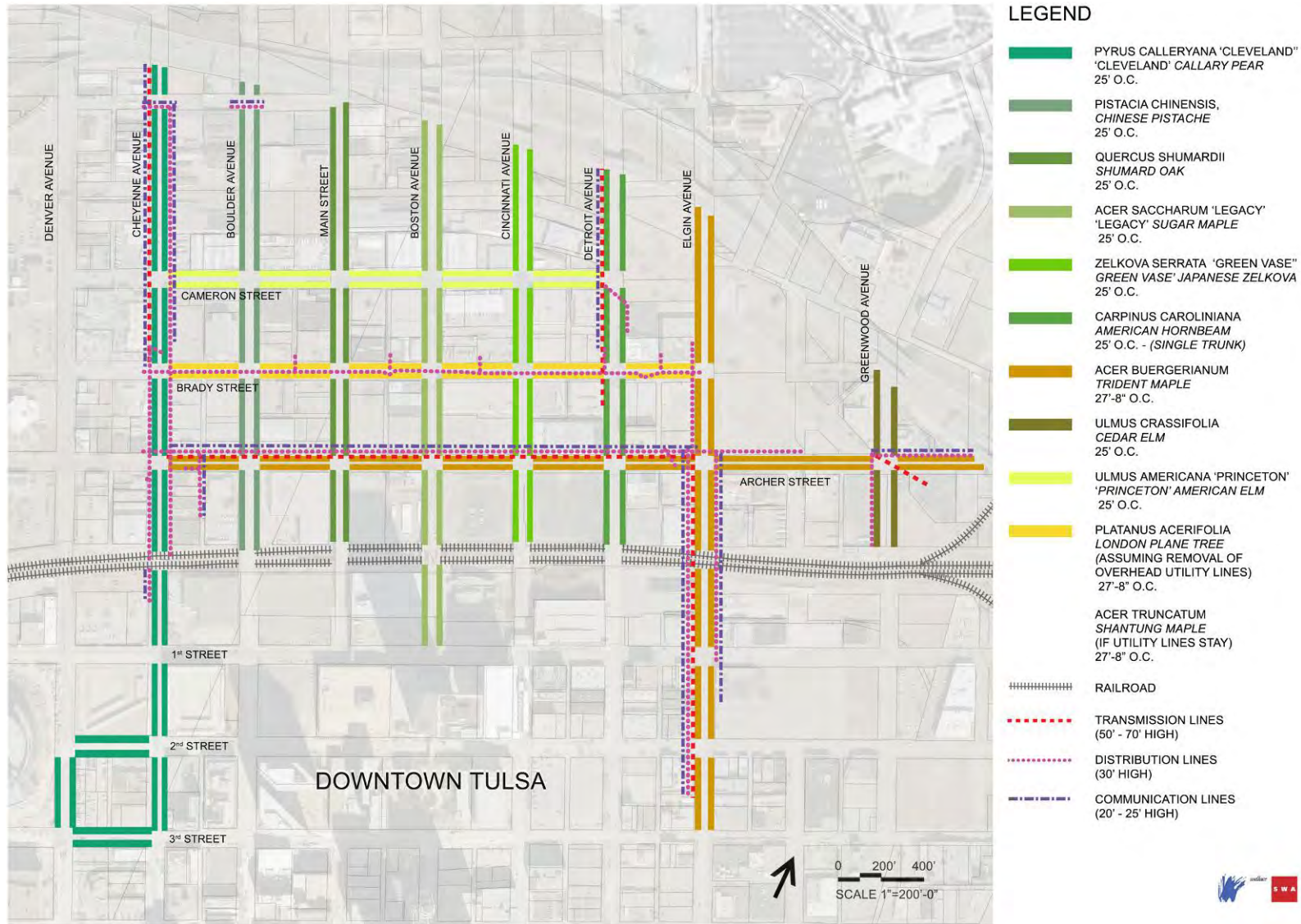
Street lighting is a key element for safety and identity within the Brady Arts District. At present, the area includes several different types of street lighting fixtures and types. This project narrows the selection to two LED fixtures that reflect the character of the district, are dark-sky friendly, and meet requirements of the State Energy Grant. Tentative selections for fixtures are illustrated in Figure 15; these selections are subject to change. Intersection lights will be on 22-foot tall poles. Pedestrian lighting along sidewalks will be on 15-foot tall poles.

Spacing and illumination levels should be calibrated to achieve IESNA standards (e.g., a 0.5 foot candle level for sidewalks in medium pedestrian activity areas), and City of Tulsa requirements, based on photometric studies prepared as part of detailed design submittals for each street.

## Site Furnishings

Site furnishings for the Brady Arts District have been selected to create a unified family of elements that reinforces the historic character of the area, achieves goals for sustainability, and provides long-term durability and cost-effectiveness. These site furnishings are recommended for all streets within the district. Within Brady Town Square or other park areas, however, custom furnishings or art-driven designs may be appropriate.

Figures 12 and 16 describe manufacturer and model selections for paving materials, trash receptacles, bicycle stands, tree grates, bollards, and benches. If these specific products become unavailable, a similar product should be identified.



**Figure 13: Street Tree Diagram**





ACER BUERGERIANUM  
TRIDENT MAPLE



ACER SACCHARUM 'LEGACY'  
LEGACY SUGAR MAPLE



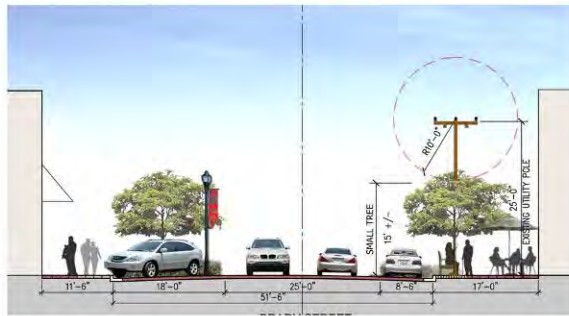
CARPINUS CAROLINIANA  
AMERICAN HORNBEAM



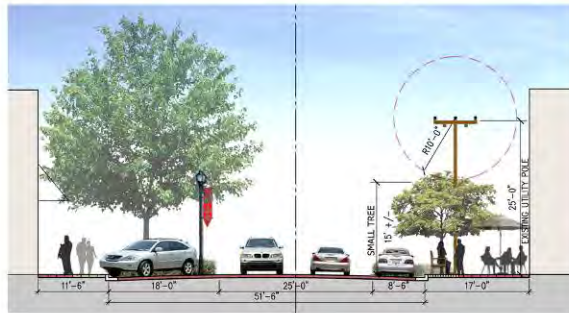
PISTACIA CHINENSIS  
CHINESE PISTACHE



PLATANUS ACERIFOLIA  
LONDON PLANE TREE



**OPTION A** - SMALL TREES ON BOTH SIDES OF STREET WHERE OVERHEAD TRANSMISSION & DISTRIBUTION LINES OCCUR



**OPTION B** - SMALL TREES AT OVERHEAD TRANSMISSION & DISTRIBUTION LINES ONLY. DIFFERENT SPECIES AT OTHER SIDE OF STREET



**OPTION C** - RAISE OR BURY OVERHEAD TRANSMISSION & DISTRIBUTION LINES



PYRUS CALLERYANA 'CLEVELAND'  
'CLEVELAND' CALLARY PEAR



QUERCUS SHUMARDII  
SHUMARD OAK



ULMUS AMERICANA PRINCETON  
'PRINCETON' AMERICAN ELM



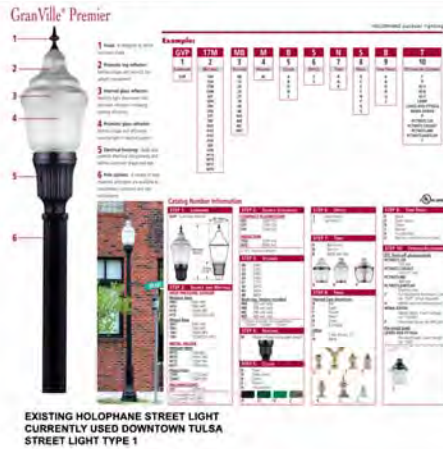
ULMUS CRASSIFOLIA  
CEDAR ELM



ZELKOVA SERRATA 'GREEN VASE'  
'GREEN VASE' JAPANESE ZELKOVA

**Figure 14: Trees and Overhead Utilities**

## EXISTING LIGHTING FIXTURES



EXISTING STREET LIGHT TYPE 2



EXISTING SEARCH LIGHT TYPE 3



EXISTING PARKING LOT LIGHT TYPE 4



EXISTING PARKING LOT LIGHT TYPE 5



EXISTING PARKING LOT LIGHT TYPE 6

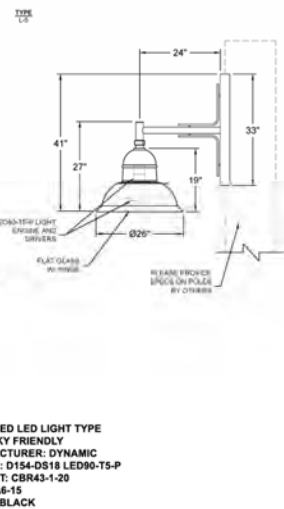
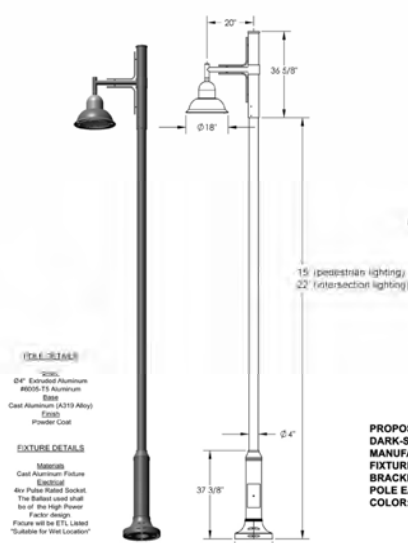


EXISTING COBRA LIGHT TYPE 7



EXISTING COBRA LIGHT TYPE 8

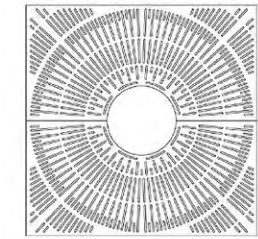
## PROPOSED LIGHTING FIXTURES



POSSIBLE ALTERNATIVE FOR LED PEDESTRIAN LIGHTS  
DARK-SKY FRIENDLY  
MANUFACTURER: DYNAMIC  
FIXTURE: ACORN TYPE  
BRACKET:  
POLE:  
COLOR:

**Note: Final selection of fixtures is subject to change**  
**Figure 15: Lighting**





60" SQUARE STEEL TREE GRATE  
MANUFACTURER: EAST JORDAN IRONWORKS  
MODEL: 8667  
COLOR AND FINISH: NATURAL

#### TREE GRATES



36" HIGH, 6" Ø, STEEL BOLLARD  
MANUFACTURER: FAIRWEATHER SITE FURNISHING  
MODEL: B-4-5A2, EMBEDDED AND REMOVABLE  
COLOR: BLACK, POWDER COATED

#### BOLLARDS



BENCH TYPE 1 - WITH BACK  
MANUFACTURER: SITESCAPES  
MODEL: CV1-1001 - 6' W/ INTERMEDIATE ARMREST  
COLOR: BLACK



BENCH TYPE 2 - BACKLESS  
MANUFACTURER: SITESCAPES  
MODEL: CV1-1101 - 6' W/ INTERMEDIATE ARMREST  
COLOR: BLACK

#### BENCHES



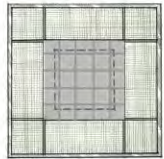
36 GALLON TRASH CAN  
MANUFACTURER: CREATIVE PIPE INC.  
MODEL: 'FVT-FBS-36-F-P-FC-AU',  
TOP MOUNTED ASH TRAY  
COLOR: BLACK

#### TRASH RECEPTACLES

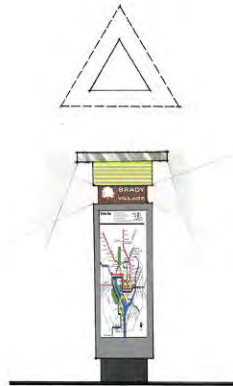


STEEL BICYCLE STAND  
MANUFACTURER: SITESCAPES  
MODEL: AP2-02-EM, EMBEDDED MOUNT  
COLOR: BLACK

#### BICYCLE STANDS



#### CONCEPTS FOR KIOSKS



**Figure 16: Site Furnishings**



## Public Art

Figures 16 and 18 provide concepts for banners and kiosks; both of these elements could be designed as part of Brady Arts District art competitions or public art events. Banners will be hung from light poles along Brady Street and on street edges contiguous with the Ballpark; however, banners could be considered for other primary streets, such as Cheyenne Avenue, to reinforce connections and celebrate special events.

Kiosks may be used to display Brady Arts District and City-wide events, history, maps, and/or donor recognition. Kiosks are proposed for Brady Street intersections and should also be located at key intersections of Cheyenne Avenue, Elgin Avenue, and other streets where needed to provide pedestrian orientation and information.

In addition to kiosks, neighborhood gateway features should be considered for the entry points into the Brady Arts District, such as the locations identified in Figure 5: Destinations & Corridors. Gateway features can provide opportunities for public art expressions and/or local art events, and should provide distinct elements that celebrate the culture and identity of the district.

## PRIMARY STREETSCAPE DESIGN

Figures 17 to 21 provide more detailed design proposals for portions of primary streets. These designs incorporate all provisions for parking, lighting, and site furnishing described above and serve as prototypes for subsequent design of Brady District roadway upgrades.

Future designs for other street segments, however, will need to accommodate specific conditions such as existing building locations, driveways/loading docks, utilities, and other functional requirements.

### Brady Street

As the district's primary pedestrian spine and focus for street-front retail activity, Brady Street will be the focus of the most intensive design interventions. As shown on Figure 17a and 17b: Brady Street Layout and Sections, these include:

- Narrow vehicular lanes (25 feet measured from outside edge of parking) to reduce speeds and create space for wider sidewalks
- Diagonal parking on north side of; parallel parking on south side
- Trees located 26 feet on center (in planting beds at diagonal parking and in tree grates at parallel parking); triple
- Brick on all portions of sidewalk; sidewalks widened to maximum extent given locations of existing buildings and utilities (minimum 7.5-foot width sidewalks)
- LED lighting fixtures with banners (four lights/block)
- Kiosks at intersections

- Curb alignments, paving, street furnishings, lighting, and other elements per overall streetscape guidelines.

See for discussion above regarding utilities and tree selection on Brady Street.

### Cheyenne Avenue

Cheyenne Avenue can provide an important connection from the BOK Arena area to the west end of Brady Street. The street offers an at-grade crossing and two blocks of existing brick roadway paving that add to its historic character. At the same time, this street will benefit from more adequate lighting and visibility to make it safer and more appealing to pedestrians. Figure 19 shows proposed improvements, including the following.

- Parallel parking on the west side.
- 27'-foot wide vehicular section (measured from eastern curb to outside edge of edge of parallel parking)
- Trees located 25 feet on center (in tree grates; location of trees to be verified based on loading docks and other requirements).
- Concrete sidewalks with brick bands between tree grates.
- Curb alignments, paving, street furnishings, lighting, and other elements per overall streetscape guidelines.

### Boston Avenue

Boston Avenue offers a convenient connection from Brady Street at the Town Square to BOK Tower and City Hall, via the pedestrian bridge over the rail line. Figure 7: Brady Streetscape Plan shows a sketch-level concept for recommended landscape improvements on the bridge to provide pedestrian comfort and aesthetics. More

detailed design is shown here for Boston Avenue between Brady and Archer (Figure 20). This includes the following elements.

- Parallel parking on both sides.
- Concrete sidewalks with brick bands between tree grates.
- Curb alignments, paving, street furnishings, lighting, and other elements per overall streetscape guidelines.

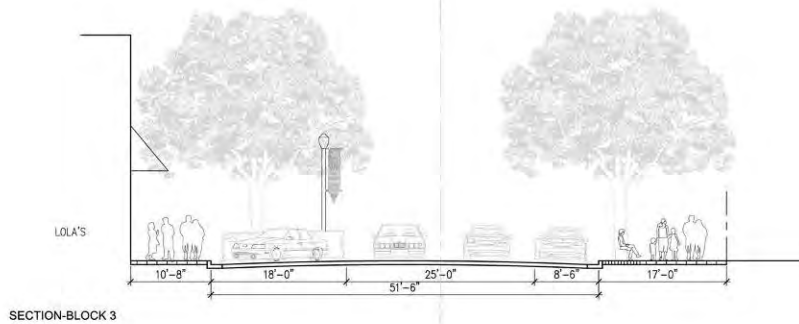
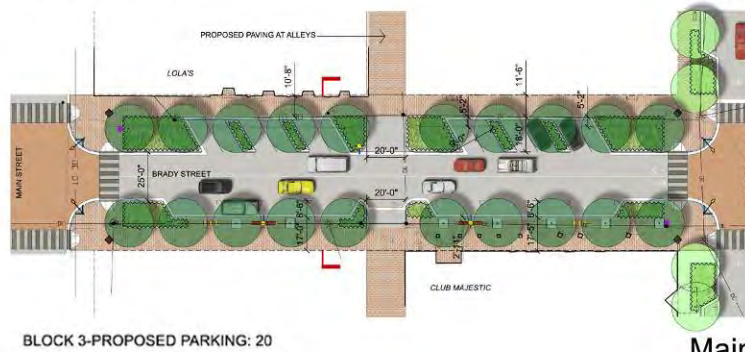
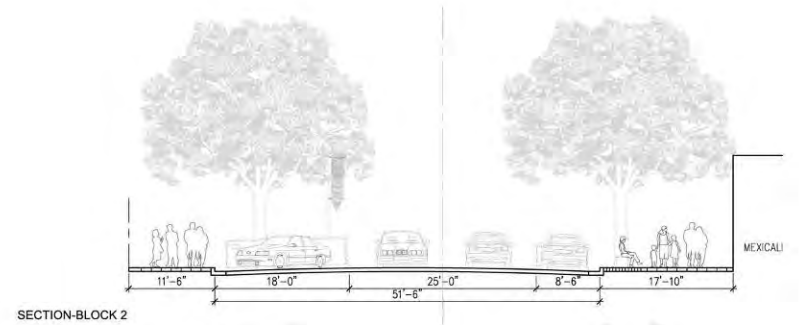
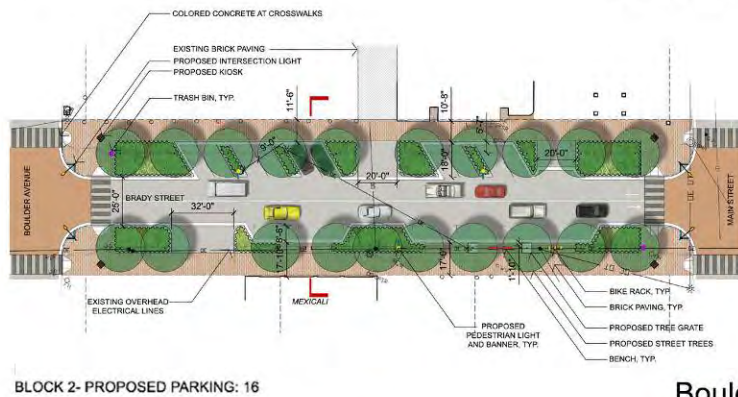
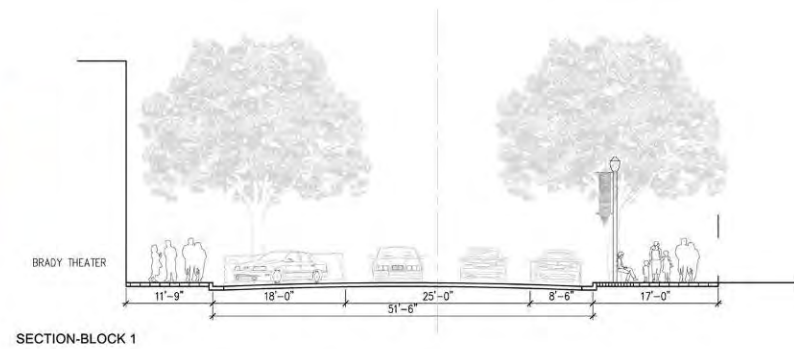
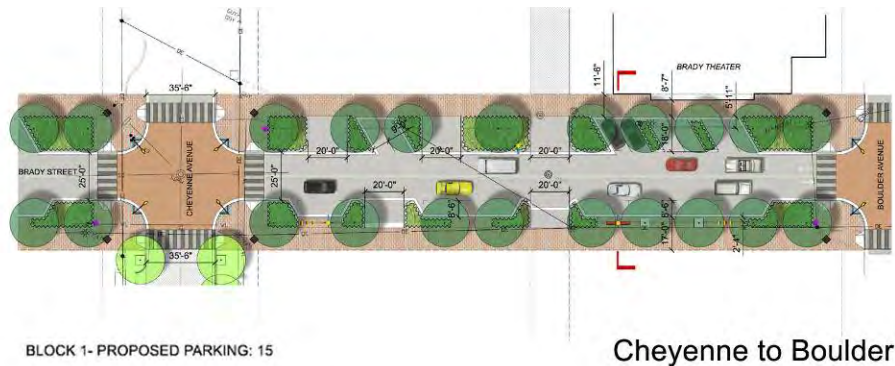
## **Elgin Avenue**

Figure 21 illustrates layout and sections for two blocks of Elgin Avenue. The segment from Brady Street to Archer Avenue represents a special condition at the east terminus to Brady Street, adjacent to the ONEOK Field Ballpark, where the road may be closed for sports events and other public gatherings. This design is currently under construction and includes a colored concrete vehicular roadway with decorative bands, colored concrete sidewalks integrating with the brick entry plazas at the ballpark entrances, banners, and higher intensity lighting.

The block between Archer Street and the rail line will include the following:

- Diagonal parking on the northern portion of the west side, with trees in planting islands; parallel parking on the southern portion with trees in grates
- Concrete sidewalks with brick bands between tree grates (where possible between driveways/loading areas)
- Curb alignments, paving, street furnishings, lighting, and other elements per overall streetscape guidelines.





**Figure 17a: Brady Street - Layout and Typical Sections (Cheyenne to Boston)**



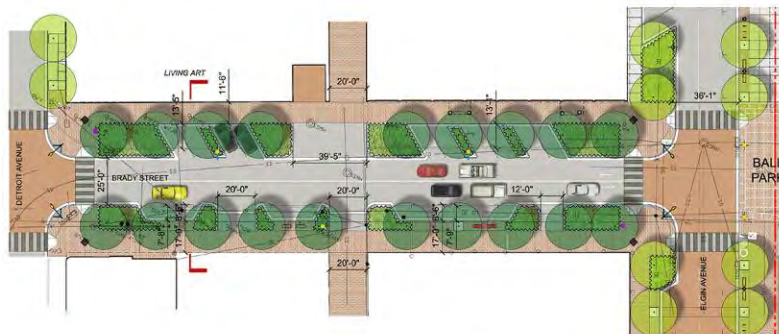
BLOCK 4-PROPOSED PARKING: 24

Boston to Cincinnati  
(@ Town Square)



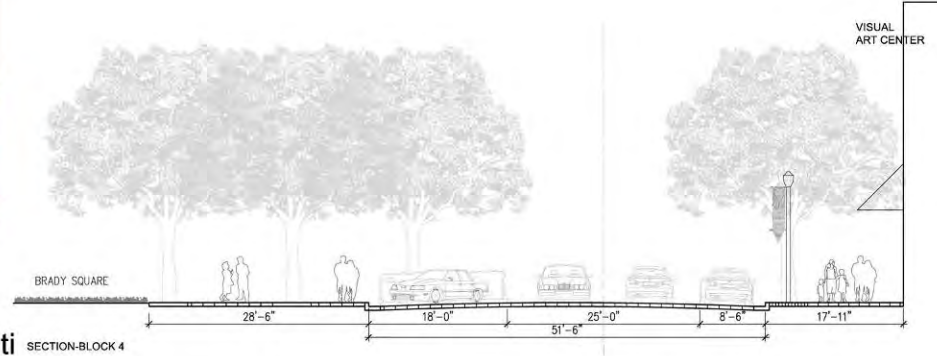
BLOCK 5- PROPOSED PARKING: 19

Cincinnati to Detroit

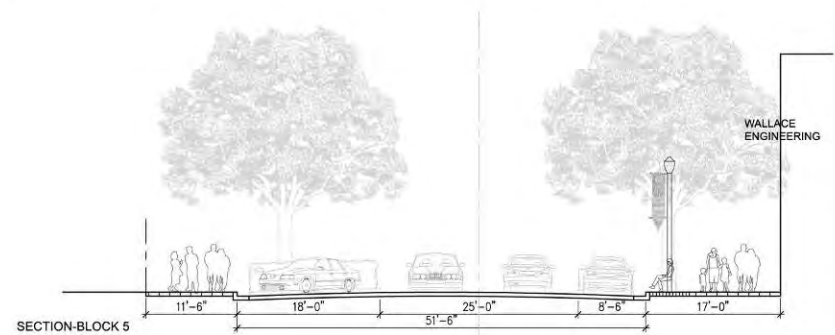


BLOCK 6- PROPOSED PARKING: 14

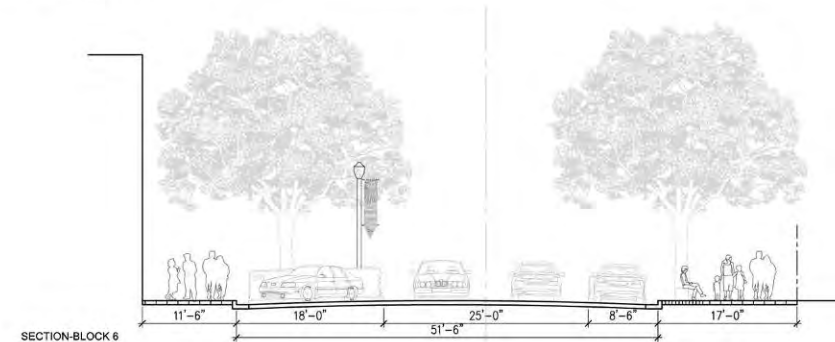
Detroit to Elgin/Ballpark



SECTION-BLOCK 4



SECTION-BLOCK 5



SECTION-BLOCK 6

Figure 17b: Brady Street - Layout and Typical Sections (Boston to Elgin/Ballpark)



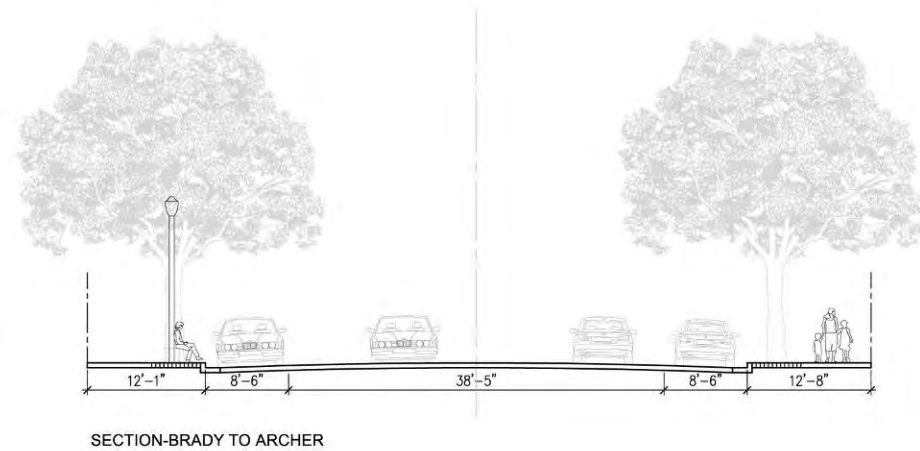
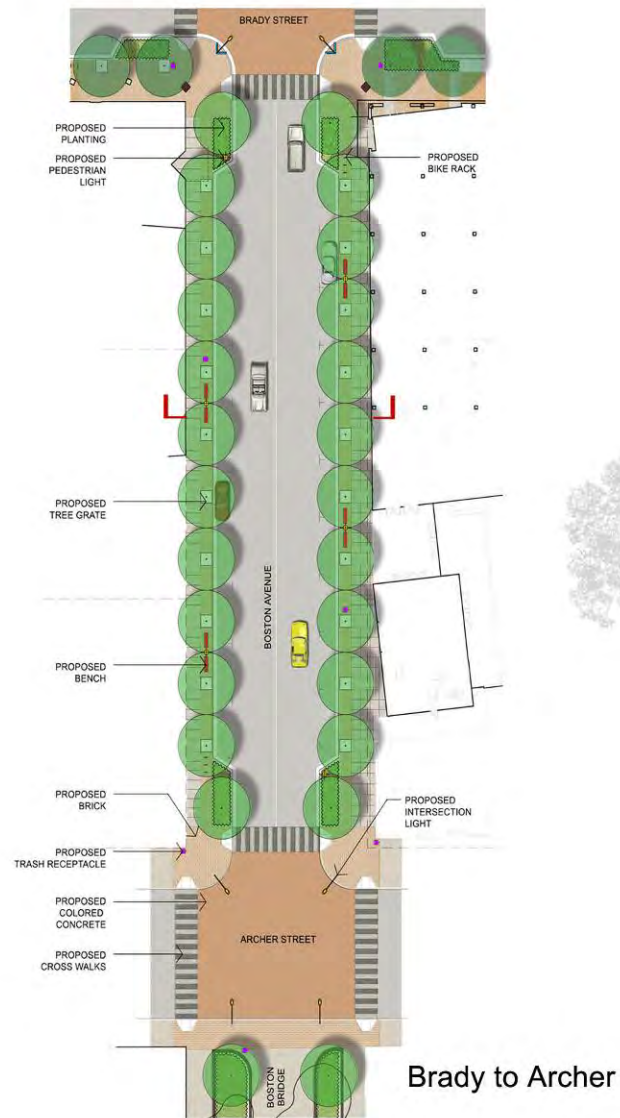


**Figure 18: Brady Street Perspective View (at Town Square)**





**Figure 19: Cheyenne Avenue - Layout and Typical Sections**



**Figure 20: Boston Avenue - Layout and Typical Sections**



**Figure 21: Elgin Avenue - Layout and Typical Sections**



# COST ESTIMATE SUMMARIES

(Note: Text to be written)

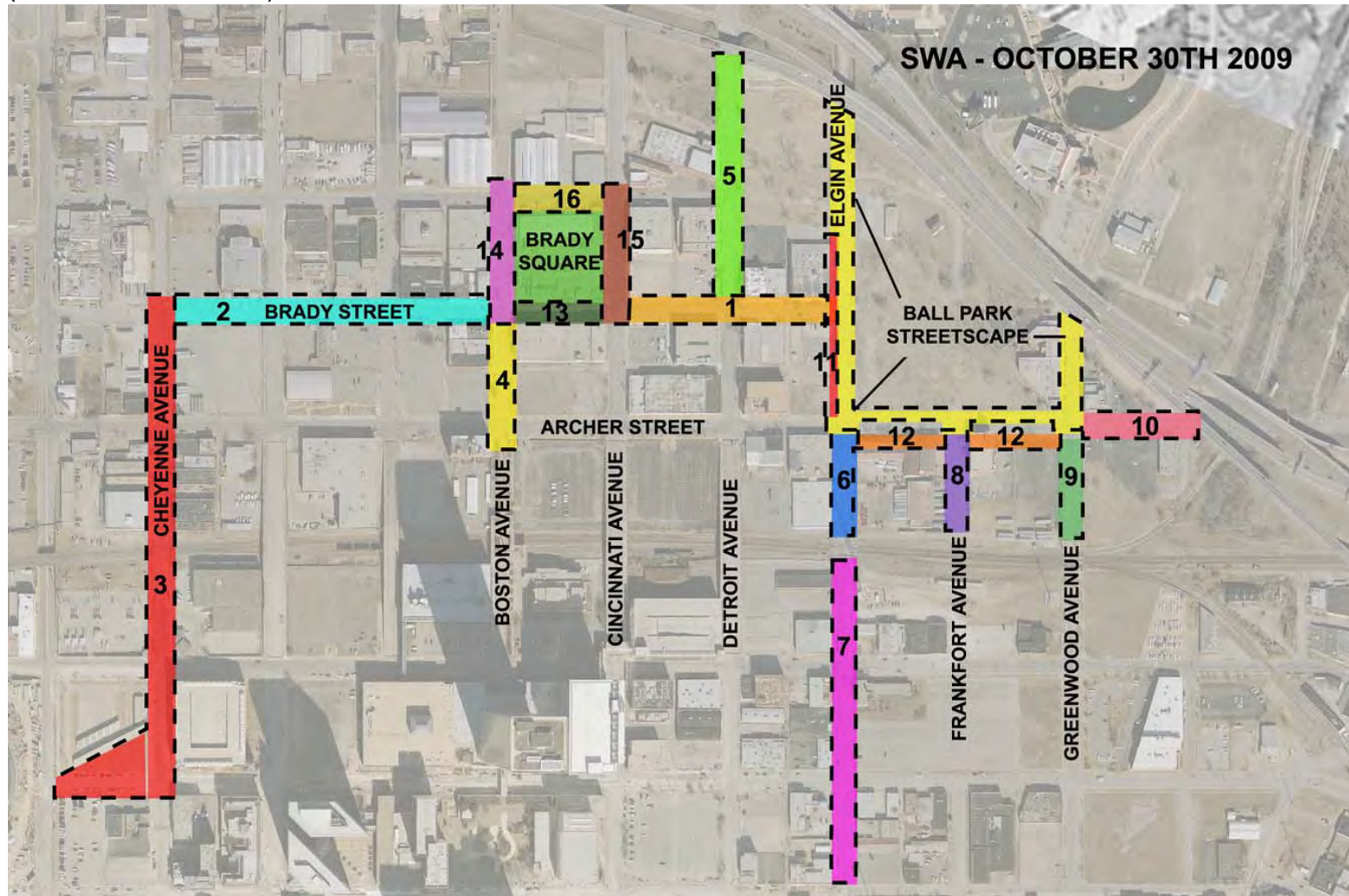


Figure 22: Cost Estimate Diagram

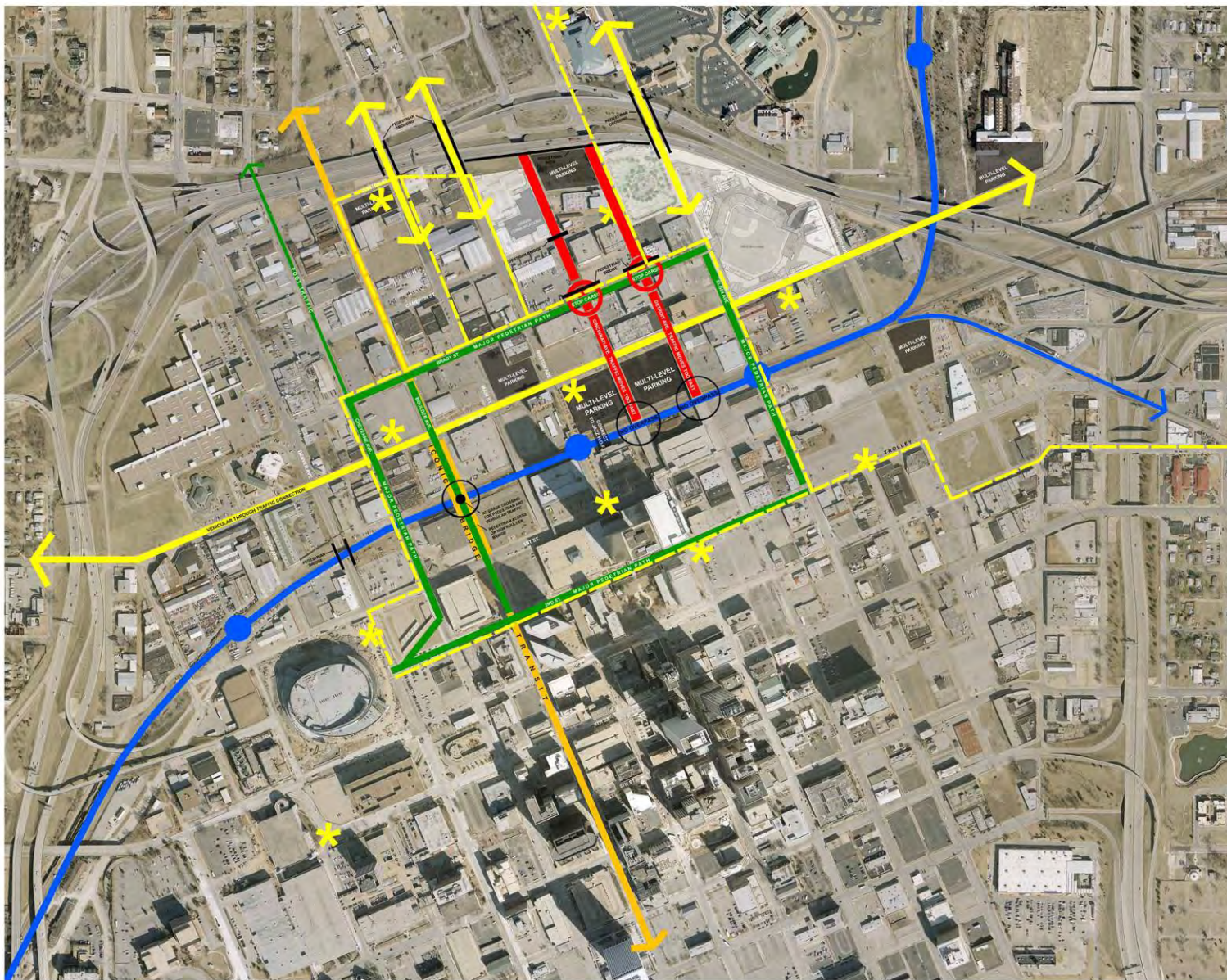
## **APPENDIX A: PRELIMINARY STREETSCAPE COST ESTIMATES**

*(to be completed)*

## **APPENDIX B: CREATIVE PLACEMAKING WORKSHOP RESULTS**

The following materials were produced by Selser Schaefer Architects as part of the Creative Placemaking Workshop held on February 19, 2009.





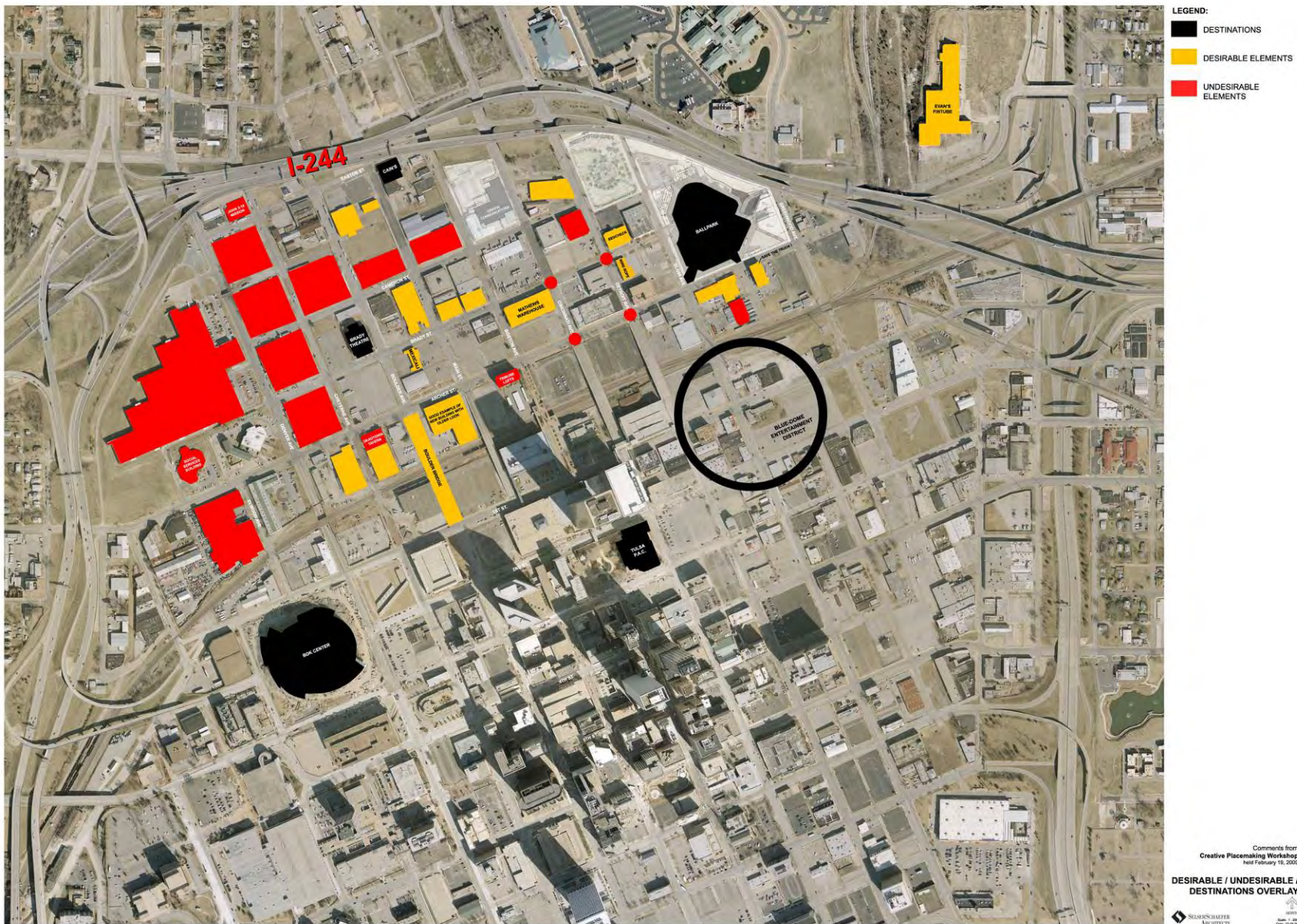
- LEGEND:**
- PROPOSED LIGHT RAIL
  - PROPOSED LIGHT RAIL STOP
  - PROPOSED PEDESTRIAN PATHS
  - PROPOSED VEHICULAR TRAFFIC PATHS
  - PROPOSED TROLLEY ROUTE
  - PROPOSED TROLLEY STOP LOCATIONS
  - HAZARDS
  - PROPOSED TRANSIT CONNECTION
  - PROPOSED PARKING AREAS

Comments from  
Creative Placemaking Workshop  
held February 18, 2009

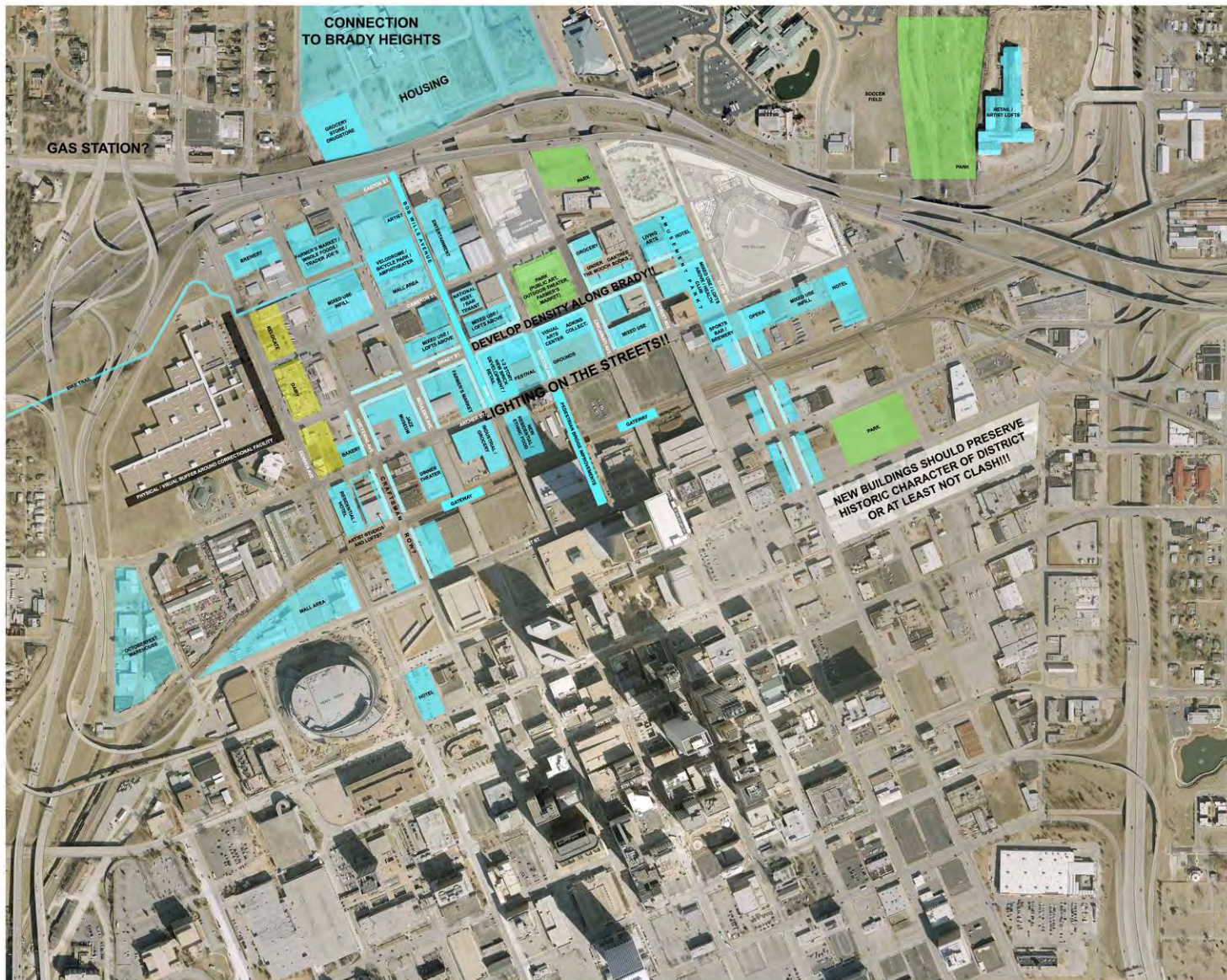
**CIRCULATION**











#### NEEDS / OPPORTUNITIES:

##### FUNCTIONS:

- MIXED-INCOME HOUSING
- LOFTS
- RETAIL
- OFFICES
- RESTAURANTS
- CONVENIENCE GROCERY
- GROCERY
- FLOWER SHOP
- DRUG STORE
- LAUNDRY / DRY CLEANING
- BASIC SERVICES
- HOTELS
- BED AND BREAKFAST
- BOUTIQUE
- FARMER'S MARKET
- TRADER JOE'S
- MARKETS / BODEGAS
- COMEDY CLUBS

##### CHARACTER:

- OPEN STOREFRONTS
- ALONG STREETS
- LIGHTING ON STREETS
- GREENSPACE
- SOLAR ENERGY OPPORTUNITIES

##### CIRCULATION:

- BETTER TRANSIT
- BIKE FRIENDLY
- LIGHT RAIL
- TROLLEY
- MORE 2-WAY STREETS
- HIDDEN PARKING
- IMPROVE DOWNTOWN CONNECTIONS
- PERIMETER PARKING

##### COMMUNITY:

- BUILDING REGULATIONS / RESTRICTIONS TO MAINTAIN CHARACTER OF BRADY
- REFORM OF ARCADE LIQUOR LAWS TO ATTRACT MORE DIVERSE GROCERS
- ABATEMENTS TO KEEP MIXED-USE ARTISTS
- INCENT RETAIL OPERATORS / BUSINESS OPERATORS

Comments from  
Creative Placemaking Workshop  
held February 18, 2009

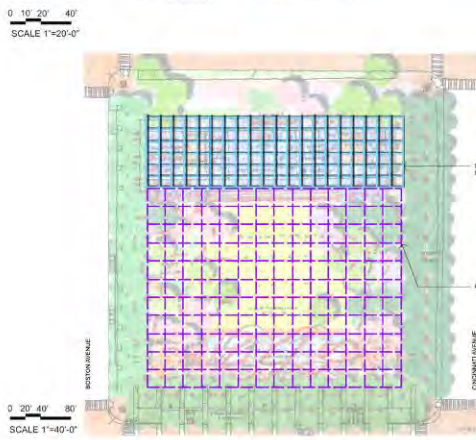
#### NEEDS / OPPORTUNITIES





## **APPENDIX C: SUSTAINABLE PROJECT FEATURES**

The following materials were produced as part of the State Energy Grant application for Brady Town Square and Streetscape.



BRADY STREETSCAPE DESIGN, TULSA, OK  
SUSTAINABLE FEATURES  
NOVEMBER 2009

### BIOSWALES

Bioswales are landscape elements designed to remove silt and pollution from surface runoff water. They consist of a swaled drainage course or planted area filled with vegetation, compost and/or riprap. The water's flow path, along with the shallow ditch or planted area, are designed to maximize the time water spends in the swale, which aids the trapping of pollutants and silt. Depending upon the geometry of land available, a bioswale may have a meandering or almost straight channel alignment. Biological factors also contribute to the breakdown of certain pollutants.

A common application is around parking lots and roads, where substantial automotive pollution is collected by the paving and then flushed by rain. The bioswale, or other type of biofilter, traps around the vehicular areas and treats the runoff before releasing it to the watershed or storm sewer.



### GEOEXCHANGE GRID

Geoechange (geothermal) heating and cooling systems are the most energy-efficient, environmentally clean, and cost-effective space conditioning systems available, according to the Environmental Protection Agency<sup>1</sup>. EPA found that geoechange systems can reduce energy consumption—and corresponding emissions—by over 40% compared to air source heat pumps and by over 70% compared to electric resistance heating with standard air-conditioning equipment.

The earth is a huge energy storage device that absorbs 47% of the sun's energy—more than 500 times more energy than mankind needs every year—in the form of clean, renewable energy. Geoechange takes this heat during the heating season at an efficiency approaching or exceeding 400%, and returns it during the cooling season. Geoechange heating and cooling systems use conventional vapor compression heat pumps to extract the low-grade solar energy from the earth. In summer, the process reverses and the earth becomes a heat sink.



### HEAT ISLAND EFFECT

Urban and suburban areas experience elevated temperatures compared to their outlying rural surroundings; this difference in temperature is what constitutes an urban heat island. The annual mean air temperature of a city with one million or more people can be 1.8 to 5.4°F (1 to 3°C) warmer than its surroundings<sup>1</sup>, and on a clear, calm night, this temperature difference can be as much as 22°F (12°C)<sup>2</sup>. Even smaller cities and towns will produce heat islands, though the effect often decreases as city size decreases. Trees and vegetation help cool urban climates through shading and evapotranspiration.

Leaves and branches reduce the amount of solar radiation that reaches the area below the canopy of a tree or plant. In the summertime, generally 10 to 30 percent of the sun's energy reaches the area below a tree, with the remainder being absorbed by leaves and used for photosynthesis, and some being reflected back into the atmosphere.



### LED LIGHTS

LEDs present many advantages over traditional light sources including lower energy consumption, longer lifetime, improved robustness, smaller size and faster switching. Applications of LEDs are diverse. They are used as low-energy indicators but also for replacements for traditional light sources in general lighting.

#### Advantages:

**Efficiency:** LEDs produce more light per watt than incandescent bulbs.

**Color:** LEDs can emit light of an intended color without the use of color filters that traditional lighting methods require. This is more efficient and can lower initial costs.

**Size:** LEDs can be very small (smaller than 2 mm<sup>2</sup>) and are easily populated onto printed circuit boards.

**On/Off time:** LEDs light up very quickly. A typical red indicator LED will achieve full brightness in microseconds. LEDs used in communications devices can have even faster response times.

**Cool light:** In contrast to most light sources, LEDs radiate very little heat in the form of IR that can cause damage to sensitive objects or fabrics. Wasted energy is dispersed as heat through the base of the LED.

**Slow failure:** LEDs mostly fail by dimming over time, rather than the abrupt burn-out of incandescent bulbs.

**Lifetime:** LEDs can have a relatively long useful life. One report estimates 30,000 to 50,000 hours of useful life, though time to complete failure may be longer. Fluorescent tubes typically are rated at about 10,000 to 15,000 hours, depending partly on the conditions of use, and incandescent light bulbs at 1,000–2,000 hours.

**Shock resistance:** LEDs, being solid state components, are difficult to damage with external shock, unlike fluorescent and incandescent bulbs which are fragile.

**Focus:** The solid package of the LED can be designed to focus its light. Incandescent and fluorescent sources often require an external reflector to collect light and direct it in a usable manner.

**Toxicity:** LEDs do not contain mercury, unlike fluorescent lamps.



### SOLAR PANELS ON PAVILION

A photovoltaic module or photovoltaic panel is a packaged interconnected assembly of photovoltaic cells, also known as solar cells. Photovoltaic cells typically require protection from the environment. For cost and practicality reasons a number of cells are connected electrically and packaged in a photovoltaic module, while a collection of these modules that are mechanically fastened together, wired, and designed to be a field-installable unit, sometimes with a glass covering and a frame and backing made of metal, plastic or fiberglass, are known as a photovoltaic panel or simply solar panel.

Solar Panels use light energy (photons) from the sun to generate electricity through Photo-Voltaic effect. The majority of modules use water-based crystalline silicon cells or a thin-film cell based on cadmium telluride or silicon.

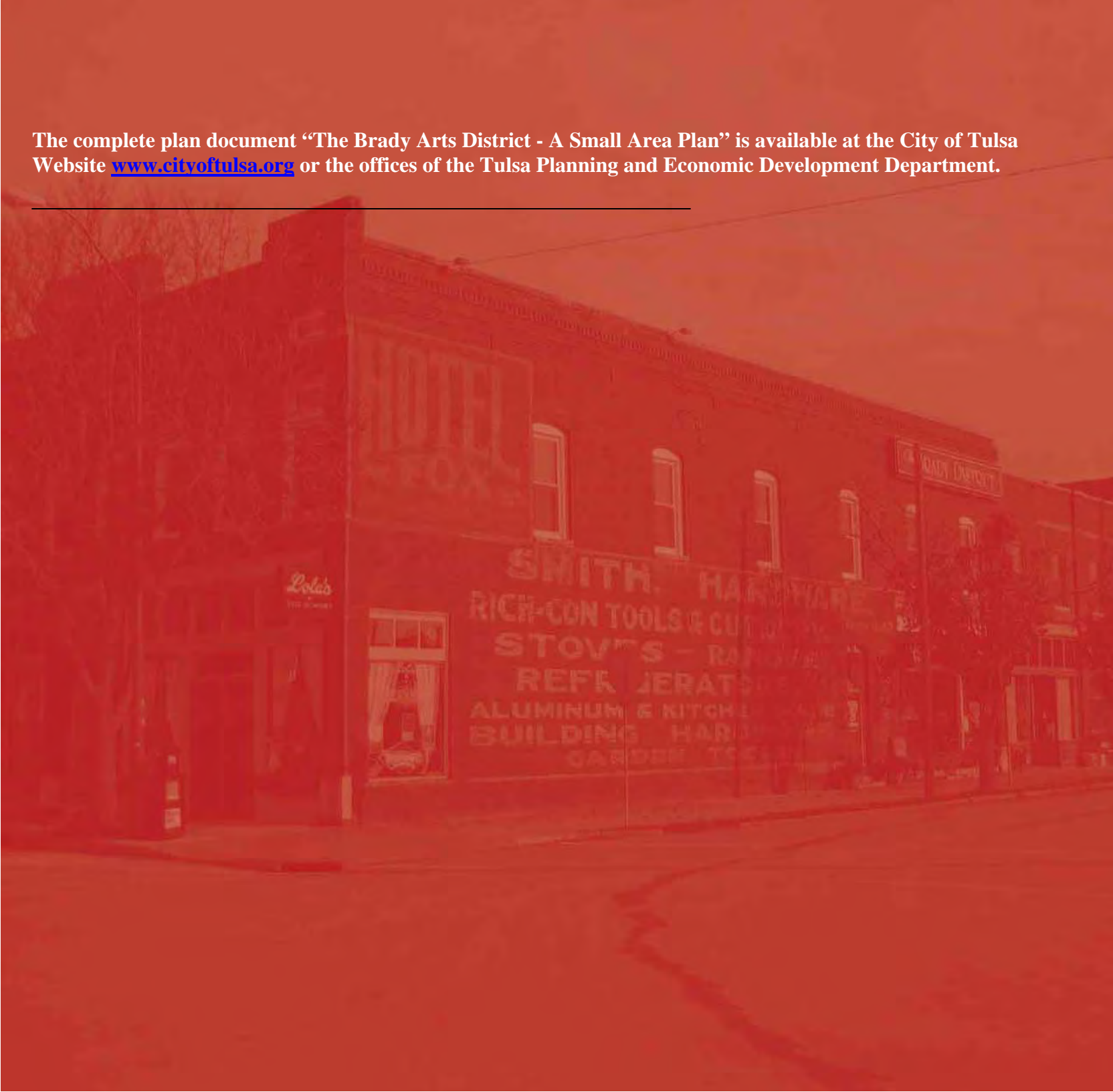






The complete plan document “The Brady Arts District - A Small Area Plan” is available at the City of Tulsa Website [www.cityoftulsa.org](http://www.cityoftulsa.org) or the offices of the Tulsa Planning and Economic Development Department.

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# REQUEST FOR ACTION: RESOLUTION

Version: 07/25/2003

AGENDA FOR: ☒ MAYOR ☒ COUNCIL AUTHORITY:  DATE: January 17, 2013

## FOR INFORMATION CONTACT:

DEPARTMENT: TMAPC CONTACT NAME: Susan Miller  
ADDRESS: Two West 2nd St, Ste 800, Tulsa OK 74103 TELE: 918-584-7526

RESOLUTION TYPE: OTHER RESO. #: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_ AMOUNT: \_\_\_\_\_  
PROPERTY OWNER: \_\_\_\_\_ CASE #: \_\_\_\_\_  
PROJECT TITLE: \_\_\_\_\_ PROJECT #: \_\_\_\_\_  
ADDITION: \_\_\_\_\_ TMAPC #: \_\_\_\_\_  
AMENDMENT OF/BY RESOLUTION #: \_\_\_\_\_ COUNCIL DIST.: \_\_\_\_\_ PLANNING DISTRICT: \_\_\_\_\_  
LOT: \_\_\_\_\_ BLOCK: \_\_\_\_\_ SECTION: \_\_\_\_\_ TOWNSHIP: \_\_\_\_\_ RANGE: \_\_\_\_\_

## SUMMARY:

Resolution No.: 2641:906

A Resolution of the Tulsa Metropolitan Area Planning Commission (TMAPC), pursuant to Title 19 Oklahoma Statutes, Section 863.7; Adopting an amendment to the 2010 Tulsa Comprehensive Plan and as subsequently amended; amending the 2010 Tulsa Comprehensive Plan by adopting "The Brady Arts District - A Small Area Plan" as part of the 2010 Tulsa Comprehensive Plan.

NOTE: According to O.S. Title 19, § 863.7, the City Council must act on this item within 45 days of receipt. If no action is taken, the amendment will be officially approved

BUDGET: FINANCE DIRECTOR APPROVAL:

Approved By  
City Council On

FUNDING SOURCE: \_\_\_\_\_

FEB 14 2013

APPROVED BY MAYOR  
CITY OF TULSA

REQUEST FOR ACTION: All department items requiring Council approval must be submitted through Mayor's Office.

FEB 20 2013

On January 9, 2013, the TMAPC voted 8-0-0 to recommend the City Council approve Resolution No. 2641:906.

DEPARTMENT HEAD APPROVAL: \_\_\_\_\_

DATE: \_\_\_\_\_

CITY ATTORNEY APPROVAL: *[Signature]*

1/25/13

BOARD APPROVAL: \_\_\_\_\_

MAYORAL APPROVAL: *[Signature]*

FEB 20 2013

OTHER: \_\_\_\_\_

FOR CITY COUNCIL OFFICE USE ONLY: 13-84-1

DATE RECEIVED: 1-25-13

COMMITTEE: UED COMMITTEE DATE(S): 1-31-13

FIRST AGENDA DATE: 2-7-13

HEARING DATE: \_\_\_\_\_ SECOND AGENDA DATE: \_\_\_\_\_ APPROVED: \_\_\_\_\_

For City Clerk's Office Use Only (Agenda Date: MMDDYYYY; Sec #; Dept #, Item #, Sub-Item #, Status: S=Synopsis):

12-20-2013 2 22 1 1 1

## **RESOLUTION**

### **TULSA METROPOLITAN AREA PLANNING COMMISSION**

#### **Resolution No. 2641:906**

A RESOLUTION OF THE TULSA METROPOLITAN AREA PLANNING COMMISSION (TMAPC), PURSUANT TO TITLE 19 OKLAHOMA STATUTES, SECTION 863.7; ADOPTING AN AMENDMENT TO THE 2010 TULSA COMPREHENSIVE PLAN AND AS SUBSEQUENTLY AMENDED; AMENDING THE 2010 TULSA COMPREHENSIVE PLAN BY ADOPTING "THE BRADY ARTS DISTRICT – A SMALL AREA PLAN" AS PART OF THE 2010 TULSA COMPREHENSIVE PLAN.

WHEREAS, the Tulsa Metropolitan Area Planning Commission ("Planning Commission") is required to prepare, adopt and amend, as needed, a master plan, also known as a comprehensive plan, for the Tulsa metropolitan area, in accord with Title 19 Oklahoma Statutes, Section 863.7; and

WHEREAS, the purpose of such a comprehensive plan is to bring about coordinated physical development of an area in accord with present and future needs and is developed so as to conserve the natural resources of an area, to ensure the efficient expenditure of public funds, and to promote the health, safety, convenience, prosperity, and general welfare of the people of the area; and

WHEREAS, pursuant to Title 19 Oklahoma Statutes, Section 863.7, the Tulsa Metropolitan Area Planning Commission (TMAPC) did, by Resolution on the 29th of June 1960, adopt a Comprehensive Plan for the Tulsa Metropolitan Area, which was subsequently approved by the Mayor and Board of Commissioners of the City of Tulsa, Oklahoma, and by the Board of County Commissioners of Tulsa County, Oklahoma, and was filed of record in the Office of the County Clerk, Tulsa, Oklahoma, all according to law, and which has been subsequently amended; and

WHEREAS, the Tulsa Metropolitan Area Planning Commission (TMAPC) did, by Resolution on the 6th of July 2010, adopt an amendment to the Comprehensive Plan for the Tulsa Metropolitan Area, which pertains only to those areas within the incorporated City limits of the City of Tulsa, known as the 2010 Tulsa Comprehensive Plan, which was subsequently approved by the Tulsa City Council on the 22<sup>nd</sup> of July 2010, all according to law, and which has been subsequently amended; and



WHEREAS, a public hearing was held on January 9, 2013 and after due study and deliberation, this Commission deems it advisable and in keeping with the purpose of this Commission, as set forth in Title 19 Oklahoma Statutes, Section 863.7, to adopt as an amendment to the 2010 Tulsa Comprehensive Plan "The Brady Arts District – A Small Area Plan", hereto attached.

WHEREAS the "Brady Arts District – A Small Area Plan" is comprised of three major sections. Section one is the Executive Summary containing the vision, goals and actions derived from the latter two sections. Section two includes a description of the planning process, history and description of the district and provides recommendations. Section three includes overall development guidelines for the district's streetscape elements.

NOW THEREFORE, BE IT RESOLVED, by the Tulsa Metropolitan Area Planning Commission:

Section 1. That the 2010 Tulsa Comprehensive Plan, as adopted by the Tulsa Metropolitan Area Planning Commission on July 6, 2010 and as amended from time to time, shall be and is hereby amended, to adopt and include the Executive Summary of "The Brady Arts District – A Small Area Plan" as part of the 2010 Tulsa Comprehensive Plan and adopt the remainder as supporting information and guidelines.

Section 2. That a true and correct copy of "The Brady Arts District – A Small Area Plan" is attached to this Resolution.

Section 3. That all provisions of the Brady Village Infill Development Design Guidelines, which were adopted as an amendment to the Comprehensive Plan for the Tulsa Metropolitan Area by the Tulsa Metropolitan Area Planning Commission (TMAPC) by Resolution on the 4th of February, 2004, and subsequently approved by the Tulsa City Council on the 5<sup>th</sup> of March, 2004, are hereby expressly superseded by this Resolution and amendment to the 2010 Tulsa Comprehensive Plan.

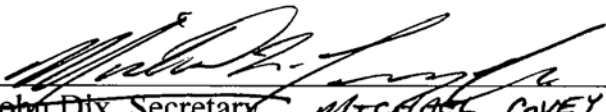
Section 4. That upon adoption by the Tulsa Metropolitan Area Planning Commission, this Resolution shall be transmitted and submitted to the City Council of the City of Tulsa for its consideration, action and requested approval within forty-five (45) days of its submission.

Section 5. That upon approval by the Tulsa City Council, or should the City Council fail to act upon this amendment to the 2010 Tulsa Comprehensive Plan within forty-five (45) days of its submission, it shall be approved with the status of an official plan and immediately have full force and effect.

ADOPTED on this 9<sup>th</sup> day of January, 2013, by a majority of the full membership of the Tulsa Metropolitan Area Planning Commission, including its *ex officio* members.

  
\_\_\_\_\_  
Joshua Walker, Chairman  
Tulsa Metropolitan Area Planning Commission

ATTEST:

  
\_\_\_\_\_  
John Dix, Secretary    *MICHAEL COVEY, ACTING SECRETARY*  
Tulsa Metropolitan Area Planning Commission

APPROVED by the City Council of the City of Tulsa, Oklahoma on this \_\_\_\_\_ day of \_\_\_\_\_ 2013.

APPROVED AS TO FORM:

Quinn H. Dunkel-Schetter  
Assistant City Attorney Real Property Bureau.

STATE OF OKLAHOMA )  
 )  
COUNTY OF TULSA ) ss.

I, Joshua Walker, Chairman of the Tulsa Metropolitan Area Planning Commission, certify on this \_\_\_\_ day of January 2013 that the foregoing Resolution and amendment to the 2010 Tulsa Comprehensive Plan attached to this Resolution are a true and correct copy of the Resolution and amendment to the 2010 Tulsa Comprehensive Plan as adopted by the Tulsa Metropolitan Area Planning Commission.

  
Joshua Walker, Chairman  
Tulsa Metropolitan Area Planning Commission

Subscribed and sworn to before me on this                      day of January 2013.

My Commission Expires: \_\_\_\_\_

Commission No.:



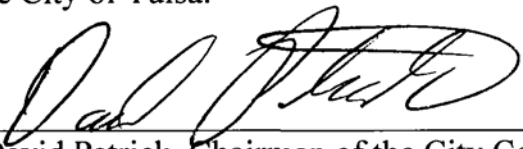
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ATTESTATION AND CERTIFICATION  
CITY COUNCIL OF THE CITY OF TULSA

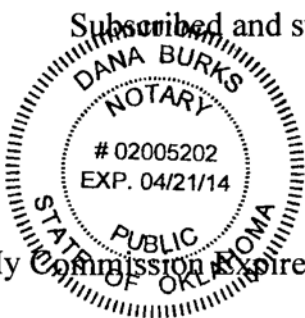
STATE OF OKLAHOMA )  
 )  
COUNTY OF TULSA ) ss.

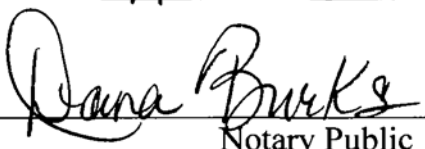
To The City Clerk of the City of Tulsa and the County Clerk of Tulsa County:

I, David Patrick, Chairman of the City Council of the City of Tulsa, Oklahoma certify on this 14<sup>th</sup> day of February 2013 that the foregoing Resolution and amendment to the 2010 Tulsa Comprehensive Plan attached to this Resolution are a true and correct copy of the Resolution and amendment to the 2010 Tulsa Comprehensive Plan as approved by the City Council of the City of Tulsa.

  
David Patrick, Chairman of the City Council

Subscribed and sworn to before me on this 14<sup>th</sup> day of February 2013.



  
Notary Public

My Commission Expires: 4-21-2014

Commission No.: 02005202

~~The Planning Commission considered the consent agenda.~~

~~There were no interested parties wishing to speak.~~

~~**TMAPC Action; 8 members present:**~~

~~On **MOTION** of **COVEY**, TMAPC voted **8-0-0** (Covey, Edwards, Leighty, Liotta, Midget, , Shivel, Stirling, Walker "aye"; no "nays"; none "abstaining"; Carnes, Dix, Perkins "absent") to **APPROVE** the consent agenda Items 1 through 8 and Item 10 per staff recommendation.~~

~~\*\*\*\*\*~~

### **COMPREHENSIVE PLAN PUBLIC HEARINGS:**

- 11. Consider Adoption of "The Brady Arts District – A Small Area Plan" as an amendment to the 2010 Tulsa Comprehensive Plan. Resolution No. 2641:906**

#### **STAFF RECOMMENDATION:**

**Item for consideration:** Adoption of the "The Brady Arts District – A Small Area Plan" amendment to the 2010 Tulsa Comprehensive Plan.

**Background:** This plan is an update to and supersedes the "Brady Village Infill Development Design Guidelines," which were adopted as an amendment to the Comprehensive Plan in 2004. The plan was prepared in 2009 through 2010 via collaborative effort by Brady Arts District stakeholders including the Brady Arts District Owners Association, George Kaiser Family Foundation, Wallace Engineering, the ONEOK Ballpark Trust, Howell & Vancuren Landscape Architects, Selser Schaefer Architects, the Tulsa Beautification Foundation, The City of Tulsa Planning Division, SWA Group, Stonebridge Construction Consultants and other Tulsans who shared their expertise, feedback, and knowledge to make this small area plan and associated design guidelines and streetscape projects possible. Plan recommendations and development guidelines were subsequently adopted by the Brady Arts District Owners Association and preparation of the final planning document has followed.

The "Brady Arts District – A Small Area Plan" is comprised of three major document sections.

- The first section is the Executive Summary containing the description of the Brady Arts District, area characteristics, vision, goals, actions, area context, and overall design guidelines compiled from the major study efforts conducted for the Brady Arts District area. The Executive Summary compiles in one section all policies and recommendations from the Brady Arts District planning studies.

- Section two contains the “Brady Arts District – A Small Area Plan” report which includes the planning study process, history and description of the district, and recommended vision, goals, actions, and strategies for achieving the recommendations for the district.
- The final section contains findings and recommend from the “Brady Arts District Streetscape – Summary Report” which includes overall development guidelines for the district’s streetscape elements including those for designated primary streets within the small area.

It is the intent that only the first section, the Executive Summary, be adopted for inclusion in the 2010 Tulsa Comprehensive Plan.

**Conformance with the 2010 Tulsa Comprehensive Plan and Downtown Area Master Plan:**

The 2010 Tulsa Comprehensive Plan identifies the area in “The Brady Arts District” as part of a “Downtown Neighborhood” and an “Area of Growth.”

**Downtown Neighborhoods** are located outside but are tightly integrated with the Downtown Core. These areas are comprised of university and higher educational campuses and their attendant housing and retail districts, former warehousing and manufacturing areas that are evolving into areas where people both live and work, and medium- to high-rise mixed use residential areas. Downtown neighborhoods are primarily pedestrian-oriented and are well connected to the downtown core via local transit. They feature parks and open space, typically at the neighborhood scale.

The purpose of **Areas of Growth** is to direct the allocation of resources and channel growth to where it will be beneficial and can best improve access to jobs, housing, and services with fewer and shorter auto trips. Areas of growth are parts of the city where general agreement exist that development or redevelopment is beneficial. As steps are taken to plan for, and, in some cases, develop or redevelop these areas, ensuring that existing residents will not be displaced is a high priority. A major goal is to increase economic activity in the area to benefit existing residents and businesses, and where necessary, provide the stimulus to redevelop.

**Areas of Growth** are found throughout Tulsa. These areas have many different characteristics but some of the more common traits are close proximity to or abutting an arterial street, major employment and industrial areas, or areas of the city with an abundance of vacant land. Also, several of the Areas of Growth are in or near downtown. Areas of Growth provide Tulsa with the opportunity to focus growth in a way that benefits in a way that benefits the City as a whole. Development in these areas will



provide housing choice and excellent access to efficient forms of transportation including walking, biking, transit, and the automobile.

**Staff comments:** The "The Brady Arts District Plan – A Small Area Plan" was developed in collaboration with and at the same time as the 2010 Tulsa Comprehensive Plan and the Downtown Area Master Plan. Input and recommendations for all three studies were considered and vetted concurrently. Therefore, the plan is in accord with the goals of both the 2010 Tulsa Comprehensive Plan and the Downtown Area Master Plan, while giving more details into plan interpretation and implementation for this specific district.

**Staff recommendation:** Adopt and include the "The Brady Arts District Plan – A Small Area Plan" Executive Summary as part of the 2010 Tulsa Comprehensive Plan and adopt the remainder as supporting information and guidelines.

**Resolution:**

**TULSA METROPOLITAN AREA PLANNING  
COMMISSION**

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**Applicant's Comments:**

**Steve Carr**, City of Tulsa Planning Department, stated that he has had the pleasure of working with the Brady Arts District since 2000. Mr. Carr further stated that The Brady Arts District has been successful. He indicated that there are a couple of representatives present today that are invested in the subject area.

**Marvin Shirley**, representing Development Consulting Services, stated that he started working in the Brady area in 2005. Primary project has been the new KOTV, Channel 6 facility. Mr. Shirley stated that is not speaking in support or opposition to the plan, but he would have to ask the question of what is the need for the plan. What has the Comprehensive Plan done for the development that has occurred in the last five years? Mr. Shirley stated that he doubts that anyone could point to a single item, possibly some input over the bike trails. He further stated that to him a



Comprehensive Plan is a solution in search of a problem. He stated that two primary stakeholders have not been consulted, but have had the opportunity to attend public meetings; however, they have not been directly approached about their feelings regarding the proposed plan. Mr. Shirley indicated that Mr. Midget has received a letter from stakeholder's attorney questioning certain aspects of the proposed plan.

**TMAPC COMMENTS:**

Mr. Midget stated that he will look for a letter that he may or may not have received from an attorney regarding this plan. Mr. Shirley stated that Mr. Midget received a letter from Steve Schuller and he has seen Mr. Midget's response to the letter. It has been in the last four to five weeks that the letter was received and responded to.

Mr. Walker asked Mr. Shirley if Mr. Sharp is opposed to the plan. In response, Mr. Shirley stated that Mr. Sharp sees no need for the plan. Mr. Shirley stated that after speaking with Councilor Ewing, he seems no need for the plan, but no one is opposed to it but what is the purpose of it and what does it do for the development of the Brady, other than provide more bureaucracy and more work. What has the entire plan done for the development of Brady, other than spend several 100,000.00 dollars of TIF money spent to develop those plans and that does not include the overall private plan that was developed by Stanton Doyle's group out of Vancouver, Canada. Mr. Shirley stated that Brady has been planned to death, but his opinion is that the plans haven't been what's resulted in development. His question to the Planning Commission is why is it needed and what is its purpose.

Mr. Leighty stated that he is curious and a little bit troubled by Mr. Shirley's comments. Mr. Leighty asked Mr. Shirley if he sees the need for any plan. In response, Mr. Shirley stated that he has been involved in the Pearl District and a small area plan is needed there and East Village cries for a plan, but not the Brady, what is left other than two property owners and few spattering other properties.

Mr. Walker asked Mr. Shirley if he is suggesting that the Brady area is 90% developed already. In response, Mr. Shirley stated that he is suggesting that the plan has had no impact on the development of the subject area. It is too late to provide any future great assistance in development. Mr. Shirley stated that Mr. Leighty knows that he has been very supportive of the need for a plan in the Pearl District and would love to see a good plan for the East Village. It is a question of where do we spend our efforts. Mr. Shirley concluded that he is speaking as a citizen; he no longer has a financial interest in the Brady District. Mr. Shirley commented that Mr. Carr and his group have done very good work, but for what purpose.

Mr. Walker stated that Mr. Shirley makes a good point if the subject area is already developed. Mr. Carr stated that he is not sure about the \$100,000.00 fee that was paid to the City for doing this plan because it didn't take place. This particular plan is an amendment to the existing plan. Mr. Carr stated that the money spent from the TIF was spent for consulting and designing back in 2002, 2003, and 2004 to develop plans for the Brady. Mr. Carr stated that he doesn't know how to respond to Mr. Shirley's comments regarding the monies spent. There have been substantial funds expended on part of the TIF for Capital Improvements, such as streetscape elements, etc. Mr. Carr stated that this is an amendment to the original plan, which will stay in effect until the proposed plan is adopted. The guidelines from the original plan were recommended Capital Projects or improvements that would go to the City. Any Capital Project has to be supported by a plan and those projects were Boulder Bridge and the quiet zone to prevent the trains from blowing their whistles that were from the original plan. The subject plan is an update provided on the private sector side, but was intended to and did collaborate with Downtown Master Plan update and the Comprehensive Plan update to help facilitate and provide private property investors the opportunity to take advantage of tax credit financing that is available through Historic Preservation Districts. The private plan that was developed is actually Section II of the subject document. Mr. Carr stated that Mr. Sharp and others actually participated in the review of some the recommendations and so he is a little bit puzzled that some are saying that they are unaware of this plan.

**Stanton Doyle**, 3511 South Toledo, 74135, stated that he represents the George Kaiser Family Foundation and he has been working with the subject area actively since 2007. Mr. Doyle listed the projects that he has been involved with in the subject area. Mr. Doyle stated that when one asks what the value of the Plan is, it is the embodiment of the vision expressed by residents, property owners, business owners, artist and the community at large. There were property owners invited to the sessions and were repeatedly invited back, but chose to not participate in those meetings. Development can come in and take away the character and authenticity that is there naturally and the stakeholders developed this plan to retain these things. Mr. Doyle stated that he would challenge the notion that the subject area is 90% developed because there are large swaths of land that are untouched or have buildings that need attention. The neighborhood is not done and the proposed plan helps retain the vision that has impacted development today. Mr. Stanton concluded that he is in support of the proposed plan.

Mr. Walker requested Mr. Shirley to come back to the podium.

Mr. Shirley stated that he would agree 99% with what Mr. Doyle has stated. But he doesn't believe that the small area plan had much to do with that. Mr. Shirley further stated that if he stated that the subject area was 90% developed, than he misspoke. There are significant tracts of property that are not developed at this time, but 90% of that is owned by two property owners. Mr. Shirley commented that yes property owners were invited to these meetings, but don't we have an obligation, if we are really trying to be collaborative and cooperative, to approach the property owners. Mr. Shirley stated that the Channel 6 project was a thirty million dollar project and it would probably not have been approved if the proposed plan was followed strictly.

Mr. Carr explained how TIF funds were utilized for streetscaping and lighting. Mr. Carr stated that it is important for not only the Brady Arts District, but also for Downtown Area Master Plan, there is no recommendation whatsoever towards land use. The proposed plan is intended to maintain the image and quality of the development in the subject area and particularly to guide public improvements.

Mr. Walker asked Mr. Shirley if he is opposed to the adoption of the proposed plan as it is presented today. Mr. Shirley stated that he doesn't consider himself to have a vote, but he expressed his concerns. Mr. Shirley further stated that he supports Mr. Carr and the Planning Commission's work. Mr. Shirley commented that Mr. Doyle and his leadership have been tremendous and he would have to summarize by saying that the work has been done so why oppose it. The question would be is that the best use of our planning. Mr. Shirley further commented that his opinion is one person's opinion. Mr. Shirley expressed concerns with the spending.

Mr. Liotta asked what the process would be to amend this proposed plan if the stakeholders found that it doesn't work. Mr. Carr stated that zoning is not a matter in this district because it is zoned Central Business District. There might be a desire to add a certain Capital Project to the list, but that doesn't have to change the plan. Mr. Carr stated that if something where to require modification, it would require that the proposed amendments be brought forward to the Planning Commission and it would have to be adopted. Mr. Carr stated that in the CBD area the market drives the development.

Mr. Midget gave a scenario of demolishing an existing building and redeveloping with a 22-story building and asked if that would be allowed under this plan. Mr. Carr stated that if the market would bare it, he doesn't any problems with that. Mr. Carr stated that the proposed plan has taken what has already been done in 2008 and 2010, with the support of the



owners association and with the intent of amending and adopting the 2003 plan.

Mr. Walker thanked Mr. Doyle for coming down and he is thankful for Mr. Kaiser and Mr. Sharp. Mr. Walker stated that he knows there are more to thank and it is a remarkable development in the Brady Arts District. Mr. Walker indicated that he would be supporting the plan.

Mr. Leighty stated that this is a policy guide and he is completely supportive of the plan. Mr. Leighty further stated that the reason it has taken the Brady District so long to develop is because there are certain people who land-banked this land for decades and didn't make it available to people who wanted to do business in the subject area. It wasn't until the deep pockets of the Kaiser Foundation and the public investment that went in around the ball park that these guys are now able to start doing their deals in a profitable sense. Mr. Leighty commented that anyone who has an opportunity to participate in a small area plan, that has such a wide participation that has been received in the Brady District, really much waives their right to complain about anything in his opinion. He doesn't understand why someone wouldn't want to be actively involved in participation of the development of a plan like this. Mr. Leighty thanked the Kaiser Family Foundation and the other stakeholders that have helped to make the Brady what is today.

**TMAPC Action; 8 members present:**

On **MOTION** of **MIDGET**, TMAPC voted **8-0-0** (Covey, Edwards, Leighty, Liotta, Midget, Shivel, Stirling, Walker "aye"; no "nays"; none "abstaining"; Carnes, Dix, Perkins "absent") to recommend **APPROVAL** of the adoption of "The Brady Arts District – A Small Area Plan" as an amendment to the 2010 Tulsa Comprehensive Plan and Resolution No. 2641:906 per staff recommendation.

\*\*\*\*\*

**PUBLIC HEARINGS:**

12. **PUD 307 C** – Plat Waiver, Location: 2021 East 71<sup>st</sup> Street South, Lot 1, Block 1, Camp Shalom Amended II, (8306), (CD-2)

**STAFF RECOMMENDATION:**

The platting requirement is being triggered by a major amendment for a use expansion in the Camp Shalom platted area.

***Staff provides the following information from TAC for their December 20, 2012 meeting:***



2 West Second Street Suite 800 | Tulsa, OK 74103 | 918.584.7526 | [www.TMAPC.org](http://www.TMAPC.org)

## MEMORANDUM

TO: Janine VanValkenburgh  
Legal Department

FROM: Barbara Huntsinger  
TMAPC Recording Secretary

DATE: January 17, 2013

SUBJECT: Resolution Nos.: 2641:906, adopting "The Brady Arts District – A Small Area Plan"

I am transmitting the three original copies of the resolution for approval as to form. Please forward to the City Council Secretary for the City Council agenda after your review.

Please advise if you need further information before placing this matter on the City Council agenda. After action is taken, please send one original copy back to the TMAPC Recording Secretary. Thank you for your assistance in this matter.

Enclosures

cc: Dana Burks

## **RESOLUTION**

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ADOPTED on this 9<sup>th</sup> day of January, 2013, by a majority of the full membership of the Tulsa Metropolitan Area Planning Commission, including its *ex officio* members.

  
\_\_\_\_\_  
Joshua Walker, Chairman  
Tulsa Metropolitan Area Planning Commission

ATTEST:

  
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~~John Dix, Secretary~~ MICHAEL COVEY, ACTING SECRETARY  
Tulsa Metropolitan Area Planning Commission





## 4a

COUNTY OF TULSA      )

Page 5 of 5



CITY OF  
**Tulsa**  
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**PLANNING DIVISION**

5<sup>th</sup> Floor  
121 West 2<sup>nd</sup> Street South  
Tulsa Oklahoma 74103

## TRANSMITTAL MEMORANDUM

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To: Tulsa City Council  
Attn.: Dana Burk  
Address of Recipient:  
City Hall  
One Technology Center  
4<sup>th</sup> Floor, Tulsa City Council Offices  
Tulsa, OK

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From: Stephen D. Carr, Senior Planner

Date: Tuesday, January 22, 2013

RE: "The Brady District – A Small Area Plan"

Items Transmitted:

15 copies of the Plan document (approved by TMAPC) - "The Brady District – A Small Area Plan"



# BRADY VILLAGE INFILL DEVELOPMENT DESIGN RECOMMENDATIONS

A COMPONENT OF THE BRADY VILLAGE INFILL NEIGHBORHOOD  
DETAILED IMPLEMENTATION PLAN

Prepared by the:

**Brady Village Infill Task Force**

In cooperation with:

Planning and Economic Development Division  
Urban Development Department  
City of Tulsa

December 17, 2002



# BRADY VILLAGE INFILL DEVELOPMENT DESIGN RECOMMENDATIONS

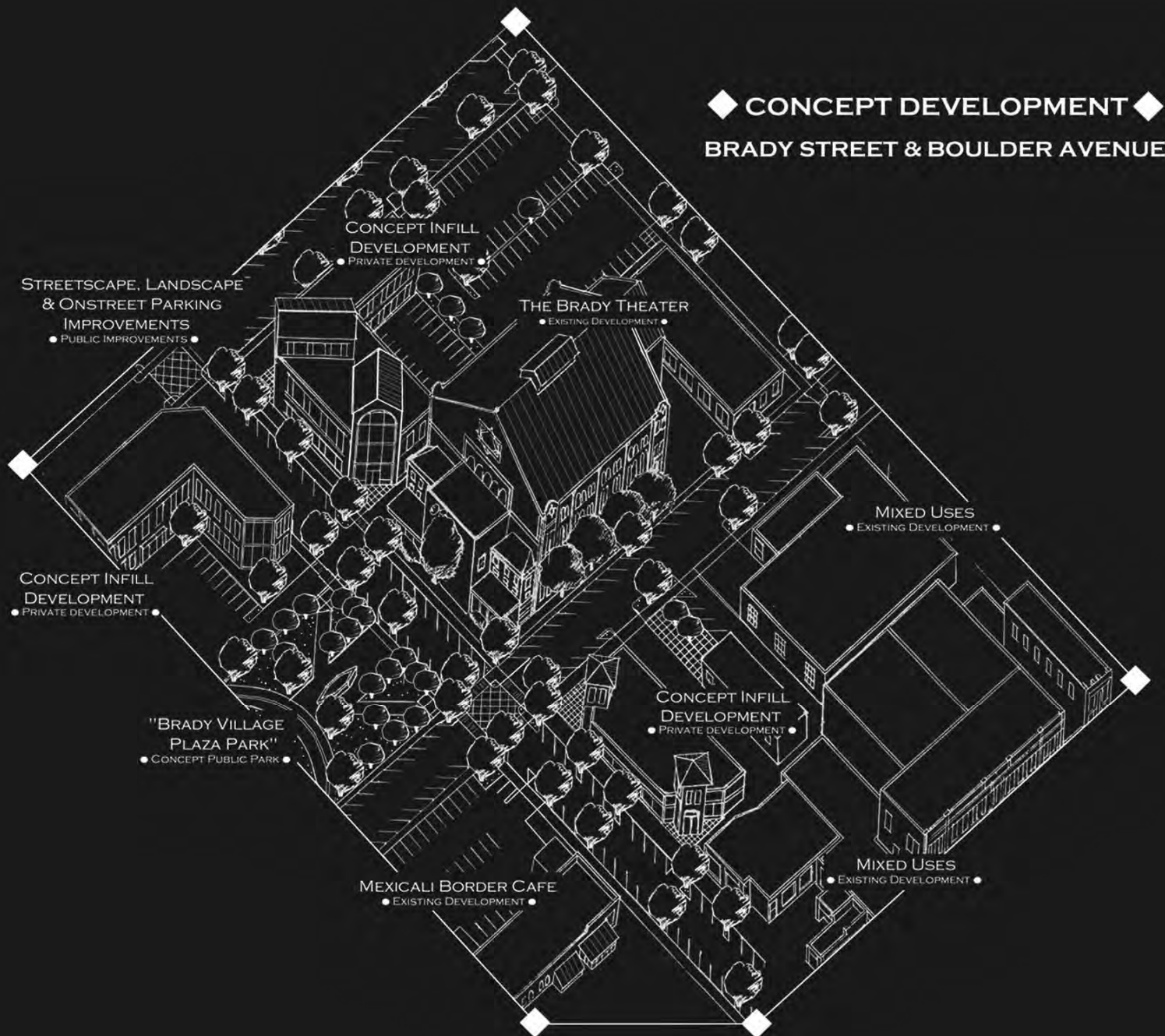
A COMPONENT OF THE BRADY  
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December 17, 2002

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## PREFACE AND PLANNING FRAMEWORK

Tulsa has reached its one hundredth birthday and, with respect to American urban places, Tulsa is a young child. Yet even in this youth, we are encountering what older urban centers have experienced for sometime. Tulsa has already reached in many places the physical limits to where our community can grow. Land for development has been greatly consumed and outward growth is blocked by surrounding suburban communities. As our community looks for new development opportunities, it must look inward at the older existing urban form. Tulsa leaders responded to this and other related urban issues by stating:

*“As Tulsa continues to mature as a city, infill development will become more important as land on the perimeter is no longer available for development. Infill will no longer be the exception; it will be the rule in terms of predominant types of development. Support and encouragement of infill development are strongly recommended and should be implemented through City regulations, policies and philosophies in order to ensure quality and consistency in future development.”<sup>1</sup>*

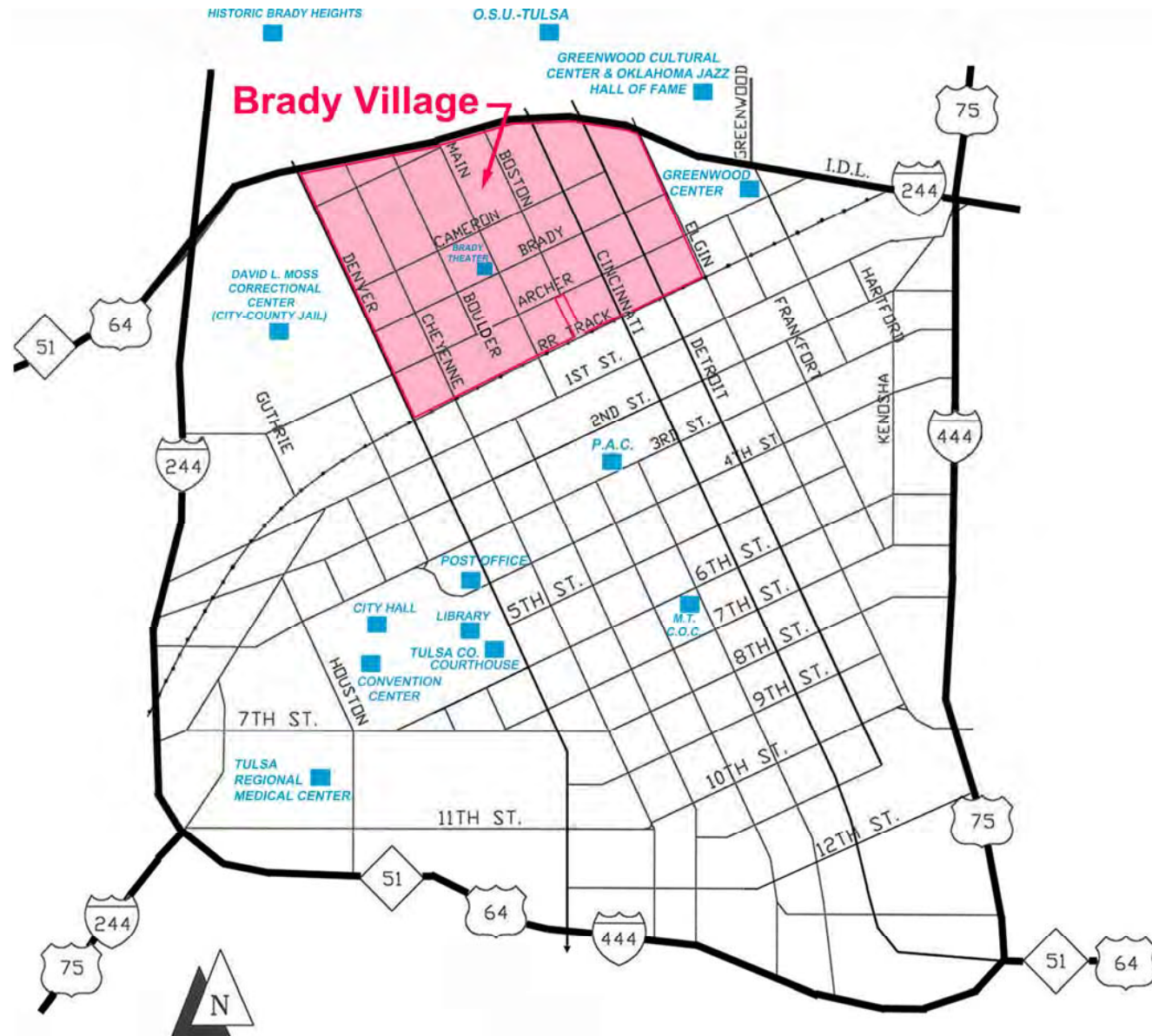
This is the opening statement of the 1999 Tulsa report on infill development, “Report of the Infill Development Task Force,” prepared by the Tulsa Infill Development Task Force for the Mayor and the Tulsa Metropolitan Area Planning Commission. The Tulsa Infill Development Task Force recommendations are serving as the foundation for infill planning initiatives in the City of Tulsa.

This Task Force identified several major infill-development-related issues which needed to be addressed and suggested that a pilot study be conducted of a designated planning area which would result in the preparation of a detailed neighborhood plan for optimum development. Given the diversity of character and issues within Tulsa neighborhoods, the Mayor’s Office determined that three pilot studies would be undertaken by the City of Tulsa Urban Development Department to address infill issues. The Brady Village neighborhood area is one of those pilot study areas. The location of Brady Village in Downtown Tulsa is depicted in Exhibit 1 - Brady Village Location Map.

---

<sup>1</sup> “Report of the Infill Development Task Force”, May 11, 1999, Page 5.

EXHIBIT 1 -  
BRADYVILLAGE  
LOCATION MAP





The planning process for Brady Village began with the establishment of a Brady Village Infill Neighborhood Task Force (Brady Village Task Force). The Brady Village Task Force consisted initially of members of a previously established planning group for the Brady Village Tax Increment Finance (T.I.F.) District No. 1. During the course of the Infill Plan Study, additional members were added to the Task Force and the Brady Village property owners established the Brady Village Owners' Association to encourage and facilitate the physical and economic development in the area. Members included representatives from the Brady Village Owners' Association, area business and property owners, and individuals interested in the area's activities (refer to Appendix K for a list of Brady Village Task Force Members).

Many months were spent in determining community defined issues and concerns, formulating design considerations and opportunities, determining community preferred solutions and initiating near-term solutions to immediate problems, while targeting long-term strategies to "larger" issues. Brady Village needs were defined and an extensive survey was conducted to determine planning priorities. Study efforts led the Brady Village Task Force to identify specific infill issues which related directly or indirectly to the major points included in the citywide task force report. Those major points revolved around:

- (1) Determining recommendations for urban design solutions to help resolve land use and development conflicts;
- (2) Reaffirming existing and recommending new policies and standards related to infrastructure;
- (3) Determining new and upgraded public improvement needs and establishing priorities;
- (4) Seeking funding of new and upgraded public improvements;
- (5) Suggest revisions to planning, zoning and building codes;
- (6) Address immediate and long-term parking problems;
- (7) Improve traffic safety and circulation;
- (8) Provide area lighting for improved safety, security and identity;
- (9) Streamline the development permitting process;
- (10) Abate or reduce train traffic "whistles and horns"; and
- (11) Support crime prevention and security activities.

The Brady Village Task Force concluded that not any one strategy would solve an issue. Rather multiple strategies were deemed necessary and appropriate. It was also determined that solutions and proposals had differing time-frames in which they could and needed to be addressed. Some issues could be dealt within a rather short time-frame. These solutions involved strategies or actions that could begin almost immediately - near-term planning efforts. Other issues require more time to improve or solve, generally three to five years - midrange plan proposals. Still other recommendations were long-term in nature and would take longer to accomplish - long-range plan proposals. The Brady Village Task Force proceeded with a near-term planning effort targeting immediate needs.

Simultaneously, the Task Force began the development of the Brady Village Infill Neighborhood Detailed Implementation Plan for midrange and long-range proposals.

It is noted that infill planning efforts and activities by the City of Tulsa extend beyond the Urban Development Department and include significant efforts of the Department of Public Works and its several divisions. Additionally, infill planning coordination continues between the Tulsa Metropolitan Area Planning Commission, its staff and the Urban Development Department. Examples of infill planning efforts which have occurred and/or are ongoing in Brady Village or which directly relate to the Brady Village community and other pilot study areas are described below.

- (1) Determining recommendations for urban design solutions to help resolve land use and development conflicts and enhance development. The Task Force considered existing requirements for streetscaping and landscaping for Tulsa and reviewed examples of their application in Tulsa and Brady Village. Additional design elements which have been used in Downtown Tulsa and other communities were also considered and reviewed. Examples of their application in Tulsa were presented to the Task Force. Substantial discussion focused on these urban design features and the recommendations of the Brady Village Task Force are contained in this report document.
- (2) Reaffirming existing and recommending new policies and standards related to infrastructure. The District 1 Plan was reviewed generally by the Task Force as were other previous studies of Downtown Tulsa. A “design charrette” was held to consider these and other recommendations for Brady Village. Design standards are recommended for certain area public improvements, street paving, street furniture, tree planting and other streetscape features especially important to enhancing the image and beauty of the area. These standards are included within this Plan report and are intended to be adopted by the Tulsa Metropolitan Area Planning Commission and the City of Tulsa as they apply to Brady Village.
- (3) Determining new and upgraded public improvement needs and establishing priorities. The Brady Village Task Force identified capital improvement needs for the Brady Village area. The Task Force reviewed the projects, considered conceptual designs and determined a priority list of capital improvements. The “Recommended List of Physical/Capital Improvement Projects of the Brady Village Task Force” was submitted to the Tulsa Metropolitan Area Planning Commission and confirmed as conforming with the District 1 Plan by the Tulsa Metropolitan Area Planning Commission and their staff. That project list is contained in Appendix A of this Plan report.
- (4) Seeking funding of new and upgraded public improvements. Budgetary cost estimates were prepared for the priority projects and reviewed by the Task Force. These projects are included within this Plan report for inclusion in the District 1 Plan as it applies to Brady Village area. It was the expressed desire of the Brady Village Task Force that these projects be included in the Tulsa “Third Penny Sales Tax Extension” program of the City, as well as other possible funding programs of the City, state and federal government. Several of the projects were approved for funding by the 2001 Third Penny Sales Tax Extension and are included in a list of Brady Village area projects listed in Appendix B. The remaining projects have been submitted to the City for inclusion in the list of eligible capital projects for future capital improvements funding.

- (5) Suggesting revisions to planning, zoning and building codes. The problem of redeveloping and reusing the older existing building stock in Tulsa is common to the three pilot study areas, including Brady Village, and for all of the older urbanized portions of Tulsa. The City initiated a planning effort to review problems associated with application of the Tulsa (B.O.C.A.) Building Codes to infill projects in older buildings. This planning effort included lead staff from all City departments which deal with development and construction plans. The effort, led jointly by the Fire Marshall's Office and the Development Services Division of the Public Works Department, studied the existing building code, reviewed an "Existing Building Code" which had been adopted in New Jersey to facilitate infill development, and prepared a recommended "Existing Building Code" chapter for Tulsa's Building Code. Since this effort, the City of Tulsa has adopted a new version of an existing building code which can be used for older existing buildings. Application of this Code should remove many barriers to the economic, practical reuse of these buildings, while assisting in preservation of their architectural character and flavor. The use of this Code should facilitate the reuse and mixed use of existing buildings in Brady Village and elsewhere within older portions of Tulsa.
- (6) Addressing parking issues. This problem has been previously identified in Brady Village. Task Force efforts reaffirmed this as a major issue in the area. It is a particular problem when major construction efforts are underway in Downtown and area parking becomes a premium for office and construction workers. In the short-term, parking problems were experienced along Boston Avenue, Main Street, Boulder Avenue, Archer Street, Brady Street and Cameron Street. After careful study, it was determined that on-street angle-parking could be provided on streets having sufficient paving widths. All of Main Street and Boulder Street and portions of Brady Street and Cameron Street were striped to accommodate on-street angle-parking spaces. Budgetary cost estimates were prepared for conceptual parking projects and reviewed by the Task Force. Additional on-street parking solutions proposed by the Task Force are still under consideration and test projects have been constructed by property owners in the district. Other on-street and off-street public improvements were included in the "Recommended List of Physical/Capital Improvement Projects of the Brady Village Neighborhood Task Force" submitted to the City of Tulsa. The Plan proposes additional ongoing programming efforts necessary to develop the required consensus of area property owners, develop area-wide on-street parking, choose optimum locations for off-street facilities, prepare funding strategies and mechanisms, and select potential management and operational techniques for any future parking facilities. Numerous potential off-street parking facilities have been depicted on Exhibits 24-27.
- (7) Improving traffic safety and circulation. The Brady Village Task Force recommended traffic calming techniques for specific locations along within the area. These concepts are included in this Plan report and were included in the "Recommended List of Physical/Capital Improvement Projects of the Brady Village Infill Neighborhood Task Force" submitted to the City. Additional recommendations have been made for two-way traffic on Cincinnati and Detroit Avenues within Brady Village. The Task Force and the Brady Village Property Owner' Association recognize that the City of Tulsa Traffic Engineering Division will need to



conduct appropriate analysis of this and other traffic recommendations; however, they strongly endorse this objective for their area.

- (8) Provide area lighting for improved safety, security and identity. The Brady Village Task Force has recommended lighting proposals for the area. Lighting issues include four broad lighting categories as follows: (a) roadway lighting to improve vehicular and pedestrian safety and visibility; (b) pedestrian and ornamental lighting for sidewalks and businesses; (c) pinnacle-identity-locator lighting system for helping direct and attract people to the district, enhancing area identity and providing a brand for the area; and (d) building facade and pedestrian lighting to aide vehicle and pedestrian safety and enhance security.
- (9) Streamlining the development permitting process. In 2000, the City of Tulsa established a one-stop review and permitting center at 111 S. Greenwood Avenue in Downtown Tulsa.. This has reduced the time needed and improved efficiency in review of construction and development plans, including those for infill projects.
- (10) Abate or reduce amount of train traffic “whistles and horns”. The blowing of train whistles and horns as trains pass through Downtown Tulsa, although sounding for safety purposes, has a detrimental impact on various businesses and industry according to Brady Village Task Force members and other Downtown representatives. It was determined that a “quiet zone corridor” should be sought for the area. Monies were voted in the 2000 Sales Tax Extension to fund “quiet zone improvements” for several locations in the area. This project is being finalized at this time.
- (11) Supporting crime prevention and security activities. Issues related to specific problem areas were discussed by the Brady Village Task Force. Specific solutions discussed were to increase police presence during festival and major events and to improve the area’s overall lighting, pedestrian visibility and image.

The Plan report that follows contains the vision for Brady Village. It presents the optimum physical improvement envisioned by Brady Village businesses, merchants and property owners and prescribes guidelines for maintaining and enhancing Brady Village’s distinctive urban form. It provides a practical, realistic plan of the Brady Village built environment and practical strategies and actions to achieve Brady Village’s goals.

***In summary, the vision is to keep and improve the Brady Village area as Tulsa’s 24/7 Urban Village. This 24/7 Urban Village is to be a mixed use, vital urban environment consisting of the arts, culture and entertainment, communications, teleports and technology, business and industry, and distinctive downtown living. The Brady Village plan seeks to assist and assure that development in Brady Village is of optimum quality and to represent all Brady Village interests equitably, fairly and with vibrant imagination.***

# **BRADY VILLAGE INFILL DEVELOPMENT DESIGN RECOMMENDATIONS**

**A COMPONENT OF THE BRADY VILLAGE INFILL NEIGHBORHOOD DETAILED IMPLEMENTATION  
PLAN**

## PURPOSE

The City of Tulsa identified the Brady Village area as an *Infill Development Study Area* and one of three pilot studies for infill development planning. The purpose of this document is to present infill development guidelines for the anticipated development and redevelopment of the Brady Village neighborhood study area (refer to Exhibit 2).

Brady Village continues to demonstrate substantial infill development and redevelopment potential. The study's recommendations provide assistance and direction for maintaining, improving and enhancing the Brady Village neighborhood. Their adoption and application will serve as an important step incorporating community preferred solutions to community defined issues in Brady Village.

## INTRODUCTION

The Tulsa Infill Development Task Force prepared a report for the Mayor and the Tulsa Metropolitan Area Planning Commission in 1999. The report identified several barriers to infill development in Tulsa including the lack of a clear policy for neighborhood redevelopment. In addition, according to the report, the scale, image and context of contemporary commercial structures is often not complementary with older residential neighborhoods. Often, these contemporary commercial structures are not even in context with commercial neighborhoods.

One recommendation of the Tulsa Infill Development Task Force regarding land use was the preparation of infill neighborhood design guidelines. The report states, "The City should consider development and adoption of guidelines regarding appropriate scale and building materials for infill development in the older pedestrian-oriented commercial areas". In addition, the District 1 Plan states the following objective: "A series of urban design guidelines should be established for the downtown to serve as a guide for future development and redevelopment."<sup>1</sup> The Brady Village Infill Neighborhood Task Force, comprised of businesses, merchants and property owners, was formed to address infill development planning in the Brady Village area and to develop design guidelines and standards critical to facilitating high value, compatible infill development. Thus, developing design guidelines and standards for the area was a major component of the Task Force's infill planning efforts.

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<sup>1</sup> Land Use District Objective 4.1.2.1.; District 1 Plan, The Tulsa Metropolitan Area Comprehensive Plan; p 1-16.

The following design guidelines, policies and standards are suggested as appropriate for urban form in the Brady Village area. These urban form guidelines are based on the District 1 Plan, Tulsa Metropolitan Area Comprehensive Plan policies for the Brady Village area, recommendations of the Tulsa Infill Study Task Force, recommendations of the Brady Village Infill Task Force, and special studies within the study area. It is the belief of the Brady Village Infill Task Force that the application of appropriate design guidelines can help insure economic success, compatibility and acceptance of area redevelopment projects. Application of the guidelines will help (a) balance business, industrial, commercial, office, public and residential demands within the Brady Village area, (b) help improve and enhance the connectivity of Brady Village with all of Downtown, the O.S.U.-Tulsa campus, Brady Heights, Greenwood Cultural Center, the Oklahoma Jazz Hall of Fame, East Village and other critical environs, (c) facilitate appropriate pedestrian scale, improve area traffic safety and movement patterns, and (c) encourage high-quality, high-value public and private development and improvements.

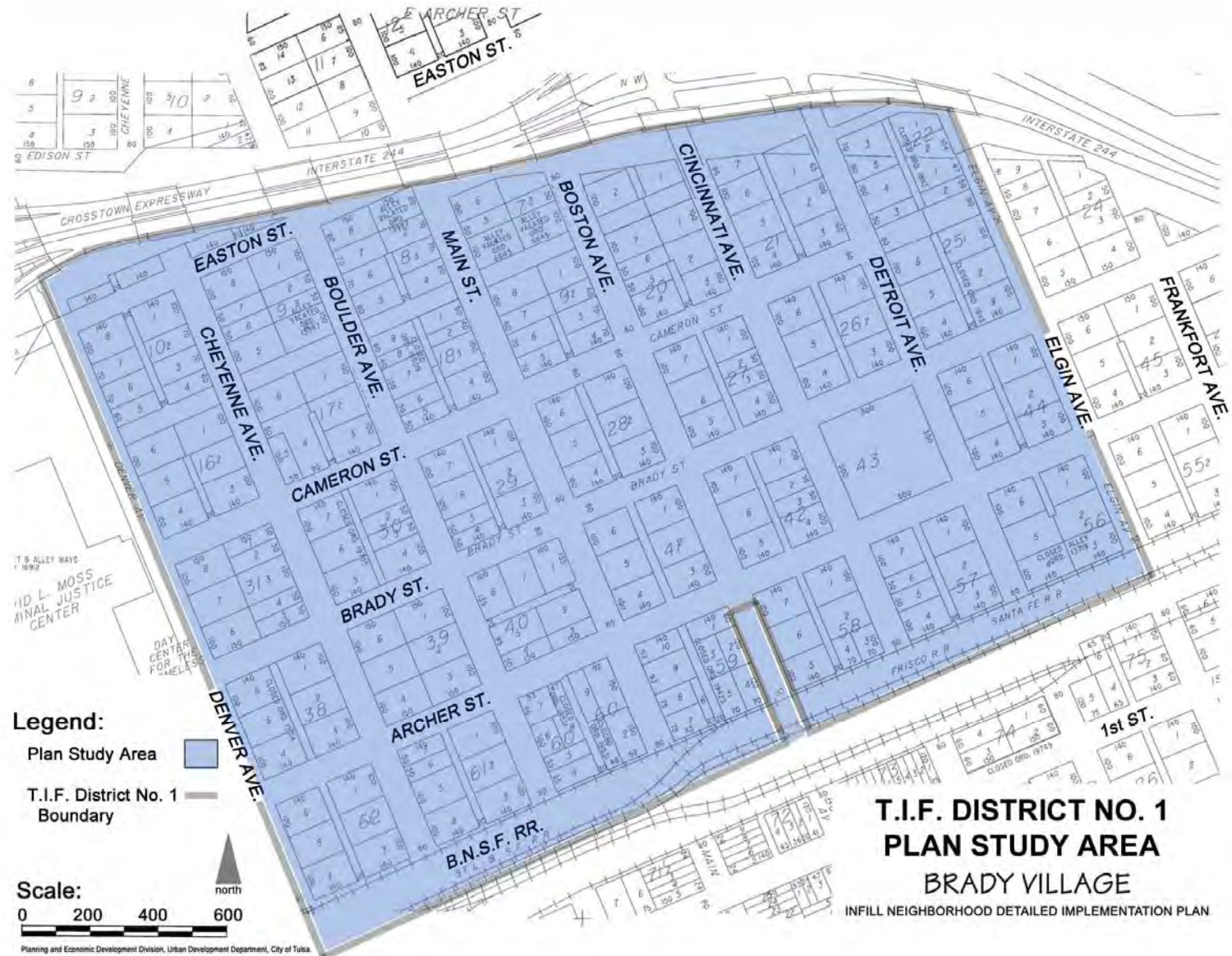
## OVERVIEW

The Brady Village Study Area is depicted generally in Exhibit 2 and in greater detail in Exhibit 3. The Brady Village Study Area corresponds to the boundaries of the Brady Village T.I.F. District No. 1. The Tulsa Comprehensive Plan recognizes Brady Village as a component of the District 1 Plan. Brady Village contains portions of several “Identity Areas” depicted in the District 1 Plan and include the Coliseum Area, University Commons, Greenwood District, Art/Entertainment District, Expanded Core, and Retail Center. These Identity Areas were identified and adopted in the December 21, 1989 Major Update to the District 1 Plan and were endorsed in subsequent amendments to the District 1 Plan through March 3, 1995. These Identity Areas are depicted in “The District 1 Plan Map” shown in Appendix C of this report. Appendix D shows Brady Village T.I.F. District No. 1 boundaries with respect to these Identity Areas. Refer to Appendix E for recent pictures of the Brady Village area.

The recommended Brady Village guidelines, policies and standards are organized according to general land use, intensity, transportation, overall design, and street furniture, features and improvements. Those guidelines, policies and standards recommended for the Brady Village Infill Neighborhood are set forth below.



EXHIBIT 2  
BRADY  
VILLAGE  
T.I.F. NO. 1  
AND STUDY  
AREA









## THE BRADY VILLAGE AREA

1. **Overall Design Policies.** The Brady Village area is an urban village with its own special identity, sense of community, pattern of development and unique characteristics. The protection, preservation and enhancement of this higher density urban village is of paramount importance. This urban village is intended to be an area of business, entertainment and residential activity associated with a vibrant, colorful atmosphere and character 24 hours a day, 7 days a week (“24/7”). There are certain design policies and standards appropriate for improvements in the study area and they include the following:

### A. General.

- (1) Protect the pedestrian and enhance the pedestrian environment and scale;
- (2) Give clear indications of pedestrian activity zones in heavy pedestrian areas;
- (3) Improve the visibility and protection of pedestrians in heavy vehicle traffic areas;
- (4) Slow vehicular traffic in heavy pedestrian traffic areas;
- (5) Reinforce safe and efficient movement of vehicular traffic; and
- (6) Preserve and reuse existing buildings.

### B. Land Use.

- (1) Encourage high quality residential, office, entertainment, commercial and industrial infill development. No one single land use dominates or should dominate to the exclusion of other vital businesses, interests and activities. Brady Village is intended as a higher intensity mixed use urban village;
- (2) Brady Village is intended to continue and increase its emphasis, suitability and special accommodation of pedestrian traffic. Particular attention is to be provided in the design of new and replacement sidewalks, crosswalks, use of storefront displays and merchandising, and provision of sidewalk dining areas.

- (3) Recommend policies and strategies to maintain and improve high quality development and property values which are to be accomplished through techniques that provide positive incentives for compliance and development. As a strategy to facilitate and promote development consistent with Brady Village goals, policies, standards and guidelines, and to promote and encourage quality infill development the following policies are suggested:
  - (a) Support all CBD Central Business District rezoning requests within Brady Village.
  - (b) Amend the District 1 Plan of the Tulsa Metropolitan Area Comprehensive Plan to adopt the enclosed development design guidelines for the Brady Village area.
  - (c) Amend the Tulsa Zoning Code to require the continuation of an unwritten policy that obligates a meeting be held by developers with neighborhood representatives prior to formal application for a PUD in order to provide better understanding of the needs and desires of developers and existing property owners.
  - (d) Reemphasize good lines of communication and coordination necessary to insure those development standards adopted for Brady Village will be automatically and systematically applied to building permit applications in the review of building and construction plans.
  - (e) Provide development and redevelopment incentives within the Brady Village area. Such incentives might include but are not limited to:
    - (i) Reducing substantially or eliminating building permit fees for a specified period of time within the designated Brady Village portion of District 1;
    - (ii) Continue to assist development in Brady Village and all of the District 1 through continuation of the Fire Suppression Assistance Program of the City of Tulsa;

#### **C. Transportation**

- (1) Continue the use of two-way traffic patterns in existing two-way traffic areas and provide two-way traffic movement in all appropriate areas presently having one-way vehicle traffic movement (refer to Appendix L for traffic circulation study for portion of Brady Village).;



- (2) Maintain and improve the connection of Brady Village area streets to all of downtown Tulsa and adjoining areas;
- (3) Maintain and improve bicycle routes through Brady Village and provide an additional route to the Archer Street route (refer to Appendix F).
- (4) Maintain and improve the connection of Brady Village area bridges to all of downtown Tulsa including the reopening of Boulder Avenue Bridge to pedestrian and vehicular traffic;
- (5) Provide grade separated crossings or enhanced railroad crossing protection for vehicles and pedestrians to improve traffic safety and assist in establishment of a “quiet corridor zone” for train traffic within Brady Village and downtown Tulsa;

**D. Parking.**

- (1) Customer and tenant parking has been historically provided on-street, in the rear of buildings, in off-street parking lots or adjacent parking lots. This pattern is to continue with the addition of off-street parking structures placed behind primary land uses. Major parking structures are intended to be mixed use with non-parking uses fronting at street level to adjoining streets.
- (2) Provide angle parking on both sides of the following streets in Brady Village: Archer Street, Brady Street, Cameron Street, Cheyenne Avenue, Boulder Avenue, Main Street, Boston Avenue and Elgin Avenue;
- (3) Provide angle-parking on one side and parallel parking on one side of Cincinnati Avenue and Detroit Avenue;
- (4) Provide parallel parking on one side only of Easton Street;
- (5) Provide additional off-street parking facilities through private, public or joint private-public partnerships. Parking lots and multiple-level parking facilities should be placed at the back of buildings, or developed as mixed use buildings with commercial, office, and/or entertainment uses at street-level fronting on adjoining streets. Refer to Appendix M for examples of appropriate infill mixed use parking facilities; and

**E. Urban Design.**

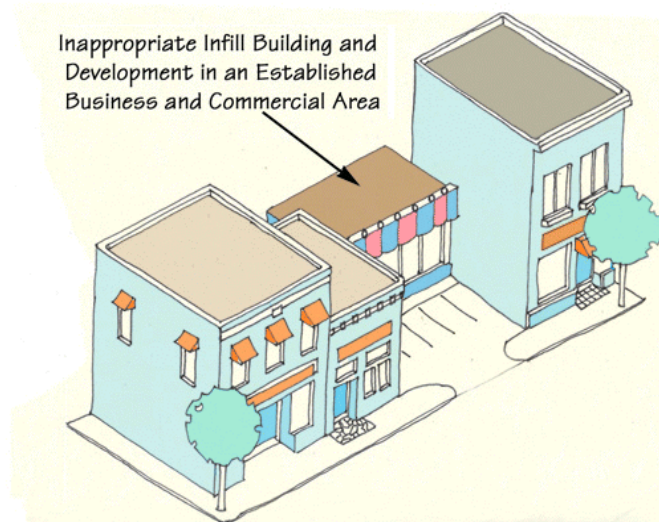
- (1) Respect and preserve the existing building stock located in Brady Village. Particular attention should be given to preserving masonry, brick and stone structures in Brady Village. These buildings represent some of the oldest structures in Tulsa and provide a key link to Tulsa's past and represent a portion of Tulsa's special character that cannot be replaced. These buildings are a critical resource in preserving Tulsa's identity and history, and provide excellent resources for establishing Brady Village and Tulsa's unique "brand" nationally.
- (2) Businesses should remain, develop or redevelop with buildings constructed near or along the front property line(s). Zero setback from the front property line(s) is encouraged. Variations in zero setback from the property line(s) may be appropriate where the resulting setback provides greater accommodation for pedestrian movement, sidewalk dining areas, enhanced sidewalk business entries, does not dramatically alter established sight-lines, provides interest, and emphasizes the pedestrian environment.
- (3) The pedestrian environment is intended to be inviting and in keeping with the historical and mixed use character of Brady Village's "village atmosphere." Sidewalks should provide for good, safe pedestrian movement. Outdoor dining areas are encouraged. The provision of overhead cover for pedestrians is encouraged. Protection may be in the form of fabric awnings, projections from the buildings arcades or any combination of the above.
- (4) On-street curbside parking is to continue in the area. Curb-extensions are to be provided in appropriate locations to eliminate parking conflicts near intersections and define and add on-street parking spaces. Exhibit 13 depicts typical curb-extensions or "bump-outs." Refer to Appendix J for examples of "bump-outs." These improvements are to be consistent with the standards for Overall Design and Street Furniture, Features and Improvements described above. Typical improvements are depicted in the Concept Development Plan Venues for Brady Village - Exhibits 24 through 27.
- (5) Avoid and reduce conflicts between utility poles, lines and equipment and pedestrians and vehicles.

- (6) Respect adjacent buildings through consideration of mass, rhythm, scale, setback, height, building materials, texture and related design elements when developing or redeveloping in the area. Refer to Exhibit 4.

E

## EXHIBIT 4

### BRADY VILLAGE INFILL DEVELOPMENT



#### INAPPROPRIATE INFILL DEVELOPMENT

SCALE - Avoid buildings that in height, width or massing violate the scale of the area.

HEIGHT - Avoid new construction that varies greatly in height and number of stories.

SETBACK - Avoid violating the existing setback patterns in the area.

MASSING - Avoid monolithic forms or forms which dramatically dominate space.

RHYTHM - Avoid disrupting or violating general visual patterns.

#### APPROPRIATE INFILL DEVELOPMENT

SCALE - Relate size and proportions of new infill construction to adjacent buildings.

HEIGHT - Relate overall height and typical number of stories.

SETBACK - Conform to existing patterns of setback.

RHYTHM - Some variety of wall areas with doors, windows, cornices and architectural features is appropriate when in character with area buildings.

MASSING - Conform general to size and amount of space consumed by adjacent buildings.



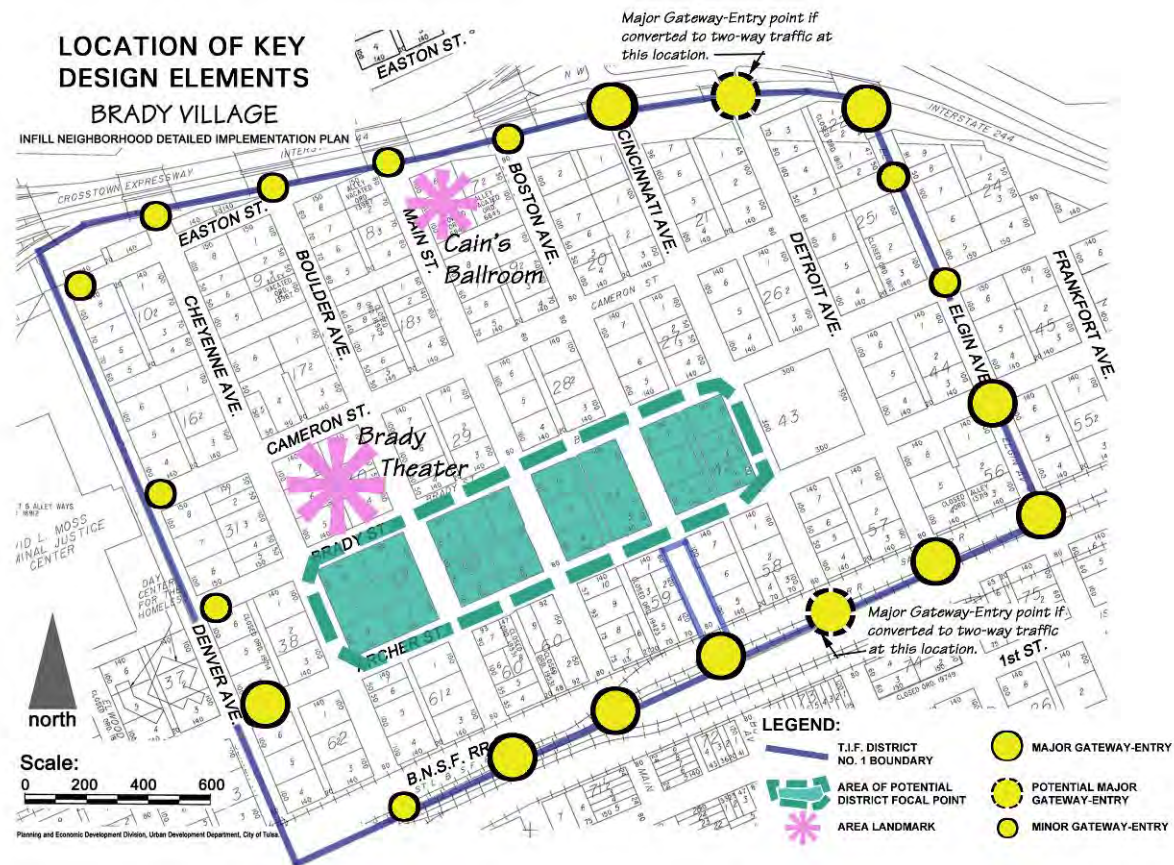


- (7) Encourage the construction of replacement or new buildings and structures along the front property lines of property in Brady Village;
- (8) Establish a strong sense of entry into and out from the Brady Village area. Techniques that are recommended include development of an identity-locator-pinnacle lighting system; provision of intersection improvements and special pedestrian crossing treatments; provision of special lighting, landscaping and/or murals at the Interstate 244 bridge underpasses; improved maintenance painting at the Interstate 244 bridge underpasses; and special murals, banners and signs at appropriate entry points into Brady Village.
- (9) Establish a strong sense of identity, branding of the area, and improved safety and visibility of Brady Village through provision of the following:
  - (a) an “identity-locator-pinnacle” lighting system;
  - (b) additional on-street angled parking;
  - (c) enhanced pedestrian elements including replacement or construction of new sidewalks and curbs;
  - (d) curb-extensions or “bump-outs” at pedestrian crosswalks;
  - (e) crosswalks and intersection improvements at street intersections;
  - (f) replacement or new highly durable, low maintenance, thin canopy street trees;
  - (g) replacement or new facade lighting of area buildings;
  - (h) replacement or new higher visibility, pedestrian friendly roadway lighting;
  - (i) replacement or new pedestrian street lights;
  - (j) plaza(s) (refer to Appendix G); and
  - (k) park(s) (refer to Appendix G).

- (6) Support special events and activities within Brady Village and provide additional public safety and security measures during such special events and activities.
- (7) Provide a continuity of public design for streetscape and specific street improvements in Brady Village. Provide a common design theme, continuity and identity throughout the business area through the use of street furniture, street trees, sidewalks, and other public improvement features.
- (8) Determine and /or establish an ongoing program and/or authority for funding, placing, managing, operating and maintaining specific public and/or private-public improvements Brady Village. Programs(s) are recommended for: (a) streetscape and landscape improvements (e.g., trash receptacles, benches, sidewalks, artwork, entries and pedestrian lamp posts); (b) off-street parking facilities, and (c) “identity-locator-pinnacle” light system.
- (9) Refuse containers for business operations will be placed from public view or screened with appropriate materials and gated to allow closure from public view and to control the spreading of trash. Appropriate screening includes wooden fences with cap-rails and base-rails, landscaping, or masonry walls or any combination of the above, so long as the refuse containers are appropriately screened from view and provide ready access for the businesses.
- (10) Seek to provide incentives to develop and design new infill and redevelopment projects in a manner that is compatible with area development and consistent with the Brady Village development design guidelines. Incentives which have been used in other communities to foster appropriate infill development and which might be appropriate in Brady Village are listed in Appendix H. Such incentives should be studied in greater detail by the appropriate public or private entities to determine which should be used in Tulsa.

- F. Location of Key Design Elements.** Key design elements in the study area are depicted in several exhibits. Broader or more general design elements are depicted in Exhibit 5 and include the boundary of Brady Village, major and minor gateway-entries into Brady Village, and area of potential district focus, and two area landmarks. These area icons are the Brady Theater (Ole Lady o' Brady) and the Cain's Ballroom. These landmarks provide a continuing, positive identity for Brady Village that should be preserved and enhanced. These two buildings also offer an excellent basis on which to help build, enhance and link the area's unique historical character, brand and image to its emerging future.

EXHIBIT 5



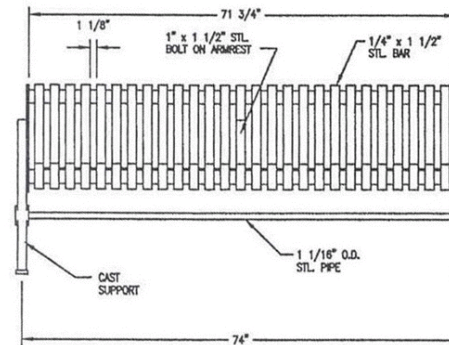
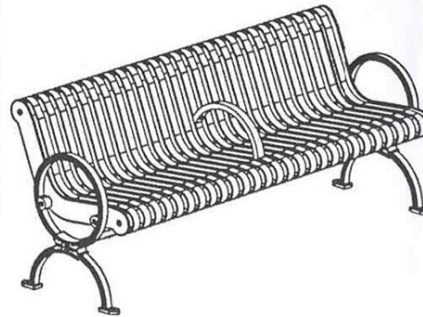
2. **Specific Design Policies.** Specific policies, guidelines and standards have been recommended for the study area and planned major improvements. These specific design policies are guided by the general key design elements. It is intended that streetscape and specific street improvements have a visual consistency throughout the Brady Village area that will provide continuity, theme, linkage and identification of the Brady Village area. The major improvements include: street furniture; paving materials; street trees and plant materials; lighting; and public art and monuments. The policies, guidelines and standards for these improvements are set forth below.
  - A. **Street Furniture.** Street furniture should be strong and highly durable, requiring low maintenance and the need for keeping a large inventory of spare parts. It is intended that high quality fixtures are provided which provide cost savings due to longer life expectancy. A standard family of colors should be identified for all public Brady Village street furniture, and any metal parts should be painted with adopted colors. Dark, warm and glossy colors of black, green or blue are recommended. It is desirable that any private street furniture compliment public street furniture. Street furniture includes benches, trash receptacles, bicycle racks, and bollards. Examples of street furniture are depicted in Appendix I. Street furniture standards are as follows:



- (a) **Benches.** Public benches are an important place to rest, gather, wait and watch the activity of the marketplace. Placement of benches should not interfere with pedestrian movement and be based on the need for benches. Metal, highly durable benches with backs are recommended. Benches should be placed in well shaded locations to reduce potential discomfort of direct sun. Benches provided by the private sector which are to be placed in public space should be consistent with these standards. Refer to Exhibit 6 for “typical decorative bench.”

**Typical Decorative Bench**

**BRADY VILLAGE**  
INFILL NEIGHBORHOOD DETAILED IMPLEMENTATION PLAN

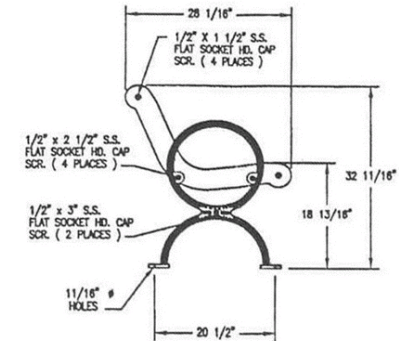


**Typical Decorative Bench:**

- Equal to Dumor Model #119-60-3AR, 6' w/Center Armrest, Surface mount.
- Dumor, Inc.  
P.O. Box 142  
Mifflintown, PA 17059-0142

**NOTES**

- 1.) ALL STL. MEMBERS COATED W/ ZINC RICH EPOXY THEN POLYESTER POWDER COATED ( SEE COLOR OPTIONS )
- 2.) 1/2" X 3 3/4" PLTD. EXPANSION ANCHOR BOLTS PROVIDED.

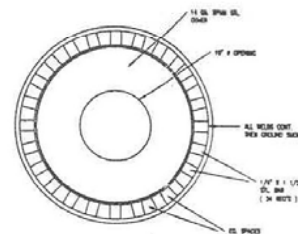
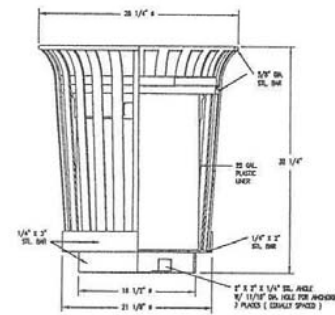


SOURCE: "Downtown Steel Furniture Standards - Site Amenities", Downtown Tulsa Unlimited.  
Planning and Economic Development Division, Urban Development Department, City of Tulsa.

**EXHIBIT 6**

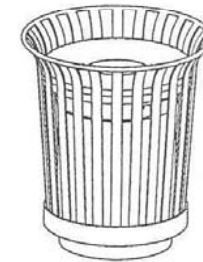
- (b) **Trash Receptacles.** Public trash receptacles can provide an important component of the systematic control of litter and trash clutter. Trash receptacles provide an important role in the care and maintenance of a positive image of the street and environment. Refer to Exhibit 7 for a “typical trash receptacle.”

## EXHIBIT 7



**Typical Trash Receptacle**

**BRADY VILLAGE**  
INFILL NEIGHBORHOOD DETAILED IMPLEMENTATION PLAN



**Typical Decorative Trash Receptacle:**

- Equal to Dumor Model#84-22, 22 gal.,  
Surface mount.  
Dumor, Inc.  
P.O. Box 142  
Mifflintown, PA 17059-0142

## NOTES

- 1.) ALL STL. MEMBERS COATED W/ ZINC RICH EPOXY THEN POLYESTER POWDER COATED ( SEE COLOR OPTIONS )
- 2.) 1/2" X 3 3/4" PLTD. EXPANSION ANCHOR BOLTS PROVIDED.

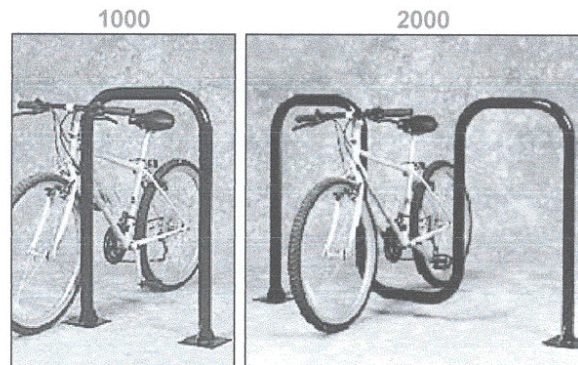
SOURCE: "Downtown Steel Furniture Standards - Site Amenities", Downtown Tulsa Unlimited.  
Planning and Economic Development Division, Urban Development Department, City of Tulsa

- (c) **Bicycle Racks.**  
The emphasis on the pedestrian environment will include additional use of bicycles in the Brady Village area. Bicycle racks are to provide a visually appealing means of securing bikes, reduce the use of trees, benches or trash receptacles for securing bikes, decrease incidents of damage, and accommodate bicycle enthusiasts and recreational riders in the area. Bicycle racks should be metal, highly durable and painted in the street furniture family of colors.

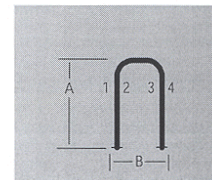
**EXHIBIT 8 -  
TYPICAL  
BICYCLE RACK  
(OPTION 1)**

**Typical Bicycle Racks  
(Option 1)**

**BRADY VILLAGE**  
INFILL NEIGHBORHOOD DETAILED IMPLEMENTATION PLAN



**1042 4 bike**



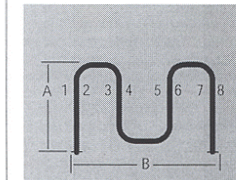
**Model 1042  
with Base Plate**

A \_\_\_\_\_ 39" 99.06 cm

B \_\_\_\_\_ 26" 66.04 cm

Weight \_\_\_\_ 18 lbs 8.16 kg

**2082 8 bike**



**Model 2082  
with Base Plate**

A \_\_\_\_\_ 39" 99.06 cm

B \_\_\_\_\_ 66" 167.44 cm

Weight \_\_\_\_ 31 lbs 14.06 kg

**Typical Bicycle Racks:**

- Equal to American Bicycle Security Company "Viper Rack Series" Model # 1042 and #2082, surface mount.
- American Bicycle Security Company  
P.O. Bo 7359  
Ventura, CA 93006  
Phone: 1-800-245-3723 or 805-933-3688  
E-mail: [turtle@ameribike.com](mailto:turtle@ameribike.com)  
URL: <http://www.ameribike.com/>

**NOTES:**

- 1) All MIG welded construction. Tubing is 2"OD w/ 0.09" thickness; finished racks are grit-blasted, polyester powder coated, oven cured.
- 2) Base plates shall be 6" square w/ gussets; 8 expansion anchors per base plate equal to PN#MK9000; concrete embedment is recommended.

SOURCE: Planning and Economic Development Division, Urban Development Department, City of Tulsa.



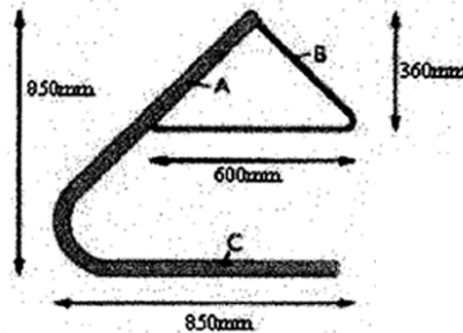
Bicycle racks should be placed in high use areas and as not to impede pedestrian movement. Refer to Exhibits 8 and 9 for “typical bicycle racks.”

## Typical Bicycle Racks (Option 2)

BRADY VILLAGE  
INFILL NEIGHBORHOOD DETAILED IMPLEMENTATION PLAN



(Stainless steel finish shown; standard color "Comet Black" specified)





### Typical Bicycle Racks:

- Equal to Cora EXPO 'W' series bicycle rack Model #W2704 (3-5 bikes capacity) and Model #W4506 (5-7 bikes capacity); surface mount; heavy duty high quality steel construction.
- Cora Bike Rack Pty Ltd  
Phone: 1-800-354-8624

### NOTES:

- 1) Heavy duty high quality steel construction w/ 12mm polyester plastic coating color finish; standard color "Comet Black".
- 2) 2 x 12mm x 125 masonry, stainless steel M12 Dynabolts w/ tamper-proof fasteners provided.

Model	EXPO 2704	EXPO 4506
		
	W2704	W4506
<b>Bike Capacity</b>	3-5 Bikes	5-7 Bikes
<b>Length</b>	800mm	1250mm

**A. 50 NB 3.6mm MD Pipe**

**B. 19 mm Round Bar**

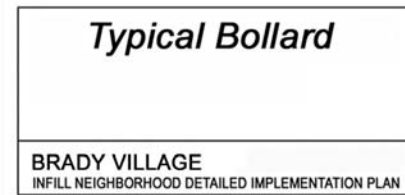
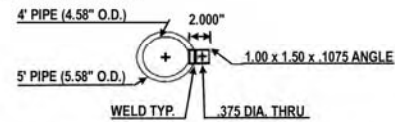
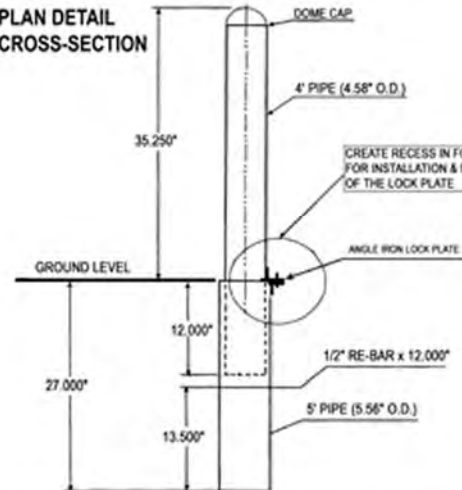
**C. 12 mm hole to fit M12 Dynabolt**

### EXHIBIT 9 - TYPICAL BICYCLE RACK (OPTION 2)

SOURCE: Planning and Economic Development Division, Urban Development Department, City of Tulsa.



- (d) **Bollards.** Bollards can be used as access features to restrict vehicles from pedestrian priority or pedestrian only areas. They may be used to provide added separation and safety from vehicles or outdoor dining spaces near the curb line. Bollards may also be used to define and restrict parking areas and spaces for motorcycles and scooters. Removable bollards should be used where service or emergency access is required. “Tilt-down” bollards may be appropriate in areas of heavy pedestrian or bicycle traffic. Where provided to add separation and protection from vehicles, bollards should be metal, highly durable and painted in the street furniture family of colors. Where provided to add visual clues and restrict vehicle traffic, bollards should be removable or flexible and made of a heavy duty, low maintenance material painted in the street furniture family of colors. Refer to Exhibit 10 for a “typical bollard.”

**TOP VIEW DETAIL****PLAN DETAIL  
CROSS-SECTION****Typical Bollard:**

- Equal to Creative Bollards Model #CBR-6-RF-P-DT, Removable Flanged (padlockable), Surface mount, Padlockable hole cover, Color "black".  
Creative Pipes, Inc.  
P.O. Box 2458  
Rancho Mirage, CA 92270-1087  
Phone: 1-800-644-8467

**NOTES**

- 1) Standard size: 6" I.D. (.280 wall) Schedule 40 round steel pipe with domed top.
- 2) Removable flanged mounting.
- 3) Finish: Thermoplastic powder coated with polyethylene sleeve.



SOURCE: Planning and Economic Development Division, Urban Development Department, City of Tulsa.

EXHIBIT 10 - TYPICAL

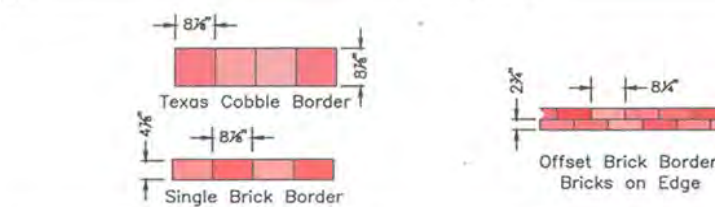
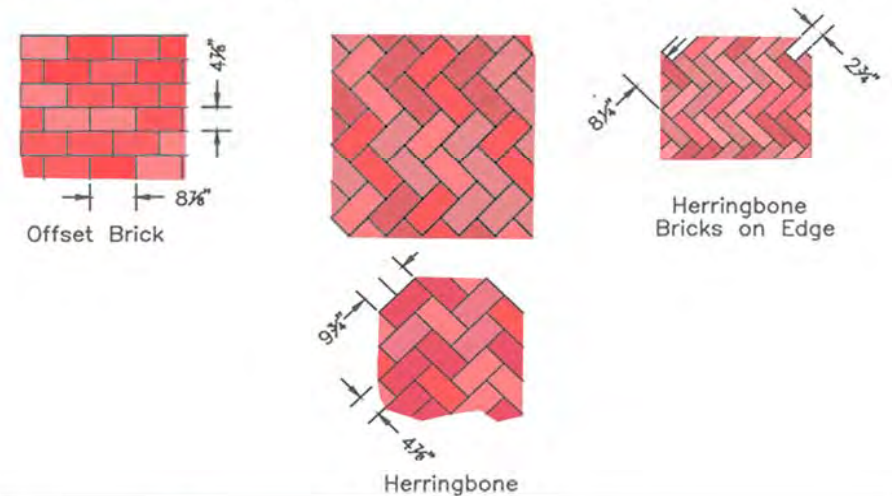
- B. **Paving Materials.** Roadway and sidewalk surfaces are the largest, most visible and most expensive element of the Brady Village streetscape. It is intended that the street and sidewalk surfaces contribute a positive, attractive image to the Brady Village environment. Paving surfaces afford one of the greatest opportunities for establishing and continuing a unified identity for Brady Village. Paving surfaces are particularly important at street intersections, pedestrian crosswalks, “bump-outs”, sidewalks and business entrances.
- (1) **Street Paving and Parking Lots.** Brushed or scoured concrete surfaces, brick pavers, textured concrete or asphalt, or other suitable material and techniques are encouraged to emphasize street intersections. The use of textured surfaces provides a unifying theme, adds identity, slows traffic and enhances the pedestrian environment. The use of textured paving is appropriate at particular intersections and locations in Brady Village, and is most beneficial when designed in conjunction with pedestrian crosswalks. Similar paving surface treatment is also appropriate for off-street parking areas, particularly in areas where pedestrian movement needs emphasis. The materials will at a minimum be of different texture and color than the standard street surfacing. The common design patterns for the street, street intersection or parking lot receiving special treatment are depicted in Exhibit 11.
  - (2) **Pedestrian Crosswalks.** Pedestrian crosswalks are to be provided and designed with common elements and materials for all major arterial and collector street intersections. These crossings are intended to maintain and improve pedestrian safety, beautify the Brady Village area, and enhance the business and residential identity of the area. Design elements of these pedestrian crossings will include brick pavers, textured concrete or asphalt, or other suitable material which will emphasize where pedestrians cross the intersecting streets. The materials will at a minimum be of different texture and color than the street surfacing. These crossings are intended to maintain and improve pedestrian safety, beautify the Brady Village area, and enhance the business and residential identity of the area. Painted crosswalks are to be provided in those locations where textured paving cannot be provided. The common design patterns for the typical pedestrian crosswalk receiving special treatment are depicted in Exhibit 11. Crosswalk improvements are to be designed with common elements and materials and consistent with the standards for Overall Design and Specific Design described herein. A Concept Illustration of a typical design for these crosswalks and intersection improvements is depicted in Exhibit 13 which also depicts typical “bump-outs”. Refer to Appendix J for examples of “bump-outs”. The Concept Development Plan Venues for Brady Village depict the location of these improvements.

- (3) **Sidewalks.** A system of sidewalks is intended for all arterial and collector streets in Brady Village. Crosswalks with textured paving are also to be provided on area streets with similar or complimentary patterns. Concrete sidewalks are the most common paving surfaces provided. Concrete sidewalks should be constructed in lengths which can be easily replaced whenever access to utilities is required. Special sidewalk treatment which includes the use of textured paving surfaces and/or colored materials is encouraged as a design element throughout Brady Village. The provision of a quality sidewalk system is a critical component of preserving and improving the pedestrian environment. It provides another design tool to link and unify the Brady Village area. The common design patterns for sidewalks receiving special treatment are depicted in 11 and some examples are shown in Appendix J.

## EXHIBIT 11

### TYPICAL TEXTURED PAVEMENT PATTERNS FOR SIDEWALKS, PARKING LOTS AND STREETS

(Use in sidewalks and pedestrian street crossings at select locations)

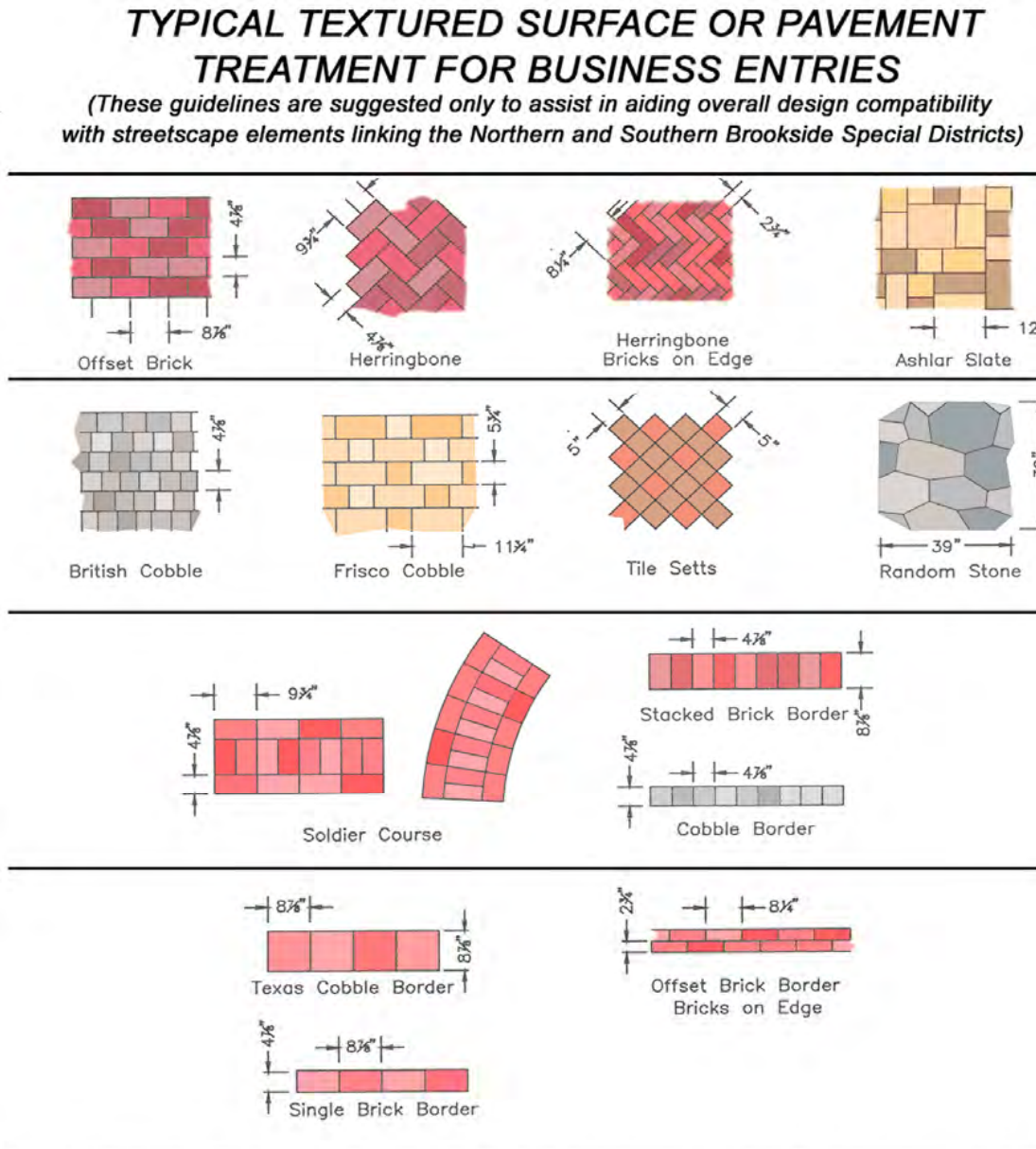


**Decorative Arch**

(Use in plazas, parking lot lane or selected street intersections)

SOURCE: "Street Print Pavement Texturing", Integrated Paving Concepts Inc., October, 2000, and Planning and Economic Development Division, Urban Development Department, City of Tulsa

- (4) **Sidewalk Business Entries.** Sidewalk entries to businesses are suitable for special treatment and should emphasize pedestrian safety, provide a sense of entry and add to the variety of visual imagery in Brady Village. Entry areas constructed by and in front of businesses within the sidewalks should be compatible with existing development and development design guidelines for sidewalks. The common design patterns for the typical textured sidewalk entry are depicted in Exhibit 12.



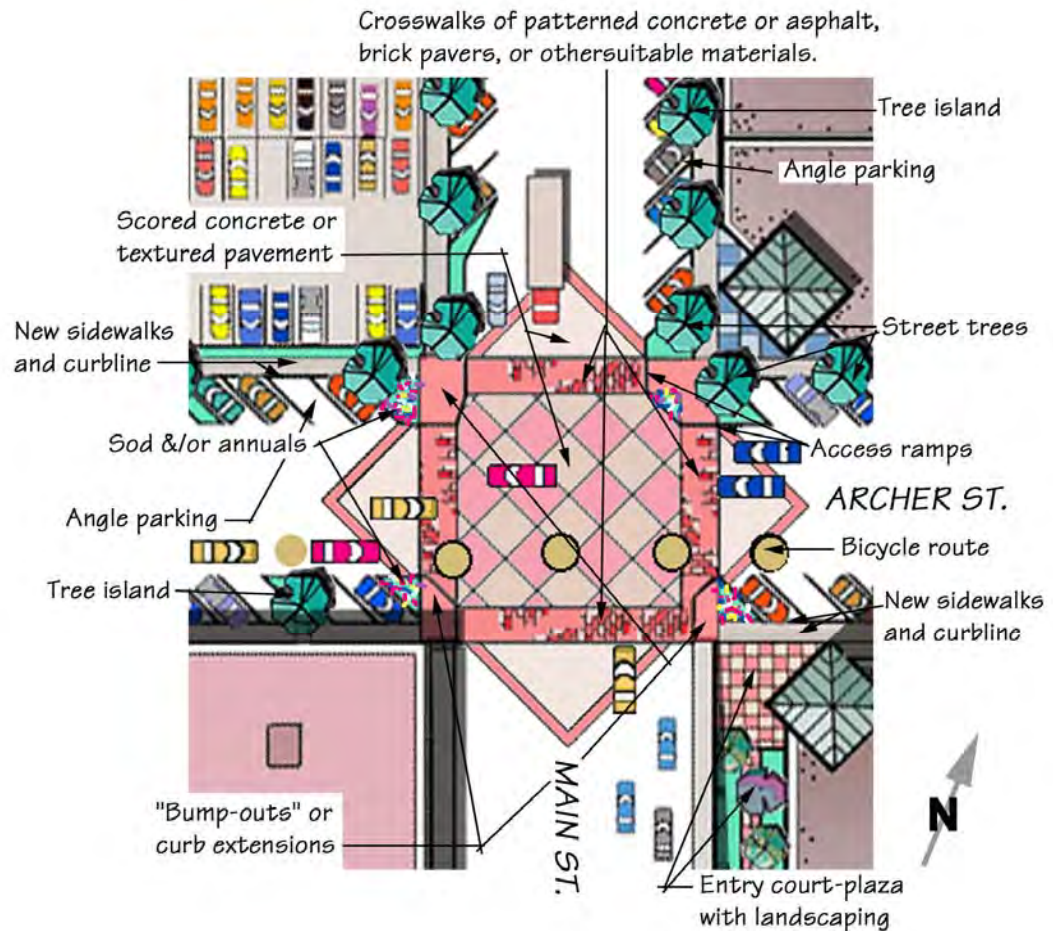
SOURCE: "Street Print Pavement Texturing", Integrated Paving Concepts Inc., October, 2000, and Planning and Economic Development Division, Urban Development Department, City of Tulsa.

EXHIBIT 12



- (5) **“Bump-Outs” or Curb Extensions.** Curb modifications are to be provided at specific locations within the Brady Village area. These modifications are intended to improve pedestrian safety by narrowing the distance of street crossings, reducing vehicle speeds and accentuate the pedestrian environment. They also establish area identity, add space for street plants and furnishings, eliminate parking conflicts near intersections, and define and add on-street parking spaces. These features are intended to have a design theme and use materials that blend well with enhanced pedestrian crosswalks. The common design elements and features for the typical “bump-out” or curb extension are depicted in Exhibits 13. Refer to Appendix J for examples.

EXHIBIT 13 -  
TYPICAL “BUMP-OUTS” OR CURB  
EXTENSIONS  
and  
TYPICAL CONCEPT  
DESIGN FOR  
CROSSWALKS AND  
STREET  
INTERSECTION  
IMPROVEMENTS



- C. **Street Trees and Plant Materials.** Urban form is greatly influenced by the inclusion of plants, particularly trees, in design of public and private space. Plants play an important role in establishing human scale and maintaining an attractive pedestrian environment. Plant materials of particular value to street design are shade trees, evergreen trees, flowering and ornamental trees, shrubs, hedges and ground cover. Trees serve several important functions. They provide shade in warmer months, seasonal color in the fall, some protection from the elements in colder months, visual interest and an additional unifying design element for Brady Village. It is intended that certain specimens of trees will be used fairly regularly to provide a visual link throughout the area. However, the selective use of other species is encouraged to add interest.

Plant and tree species which are particularly suitable for Tulsa's environment have been identified for the City of Tulsa. Those which are highly adaptable, easily maintained and well-suited to the urban environment should be selected. Site characteristics and design goals will greatly determine which plant materials are most suitable at specific locations. It is important that trees planted in Business Areas be those which have an open canopy which will not obstruct business signs. The spacing and placement of trees will be such that business signs are not adversely affected. It is very important that plants do not obstruct pedestrian access. The City of Tulsa urban forester and landscape architects are good contacts for assistance in plant selection.

Included with these standards for street trees are the design guidelines for in-ground tree planters (tree pits) and tree grates. These items are depicted in Exhibits 14 and 15.

- (1) **In-Ground Tree Planters (Tree Pits).** New street trees should be planted with in-ground planters. A planting bed promotes a healthier tree and allows for better water and nutrient absorption and encourages a better street environment. The risk of soil compaction is reduced and additional room is provided for root growth. Pedestrian traffic on the planting areas can be discouraged by elevating the planters with a coping edge or curb edge slightly higher than the adjoining sidewalk. A minimum of eight feet (8') feet of walking space between adjoining buildings and in-ground planters should be maintained where possible, and ten feet (10") of walking space is recommended. A typical in-ground tree planter (tree pit) and tree grate installation is shown in Exhibit 14.

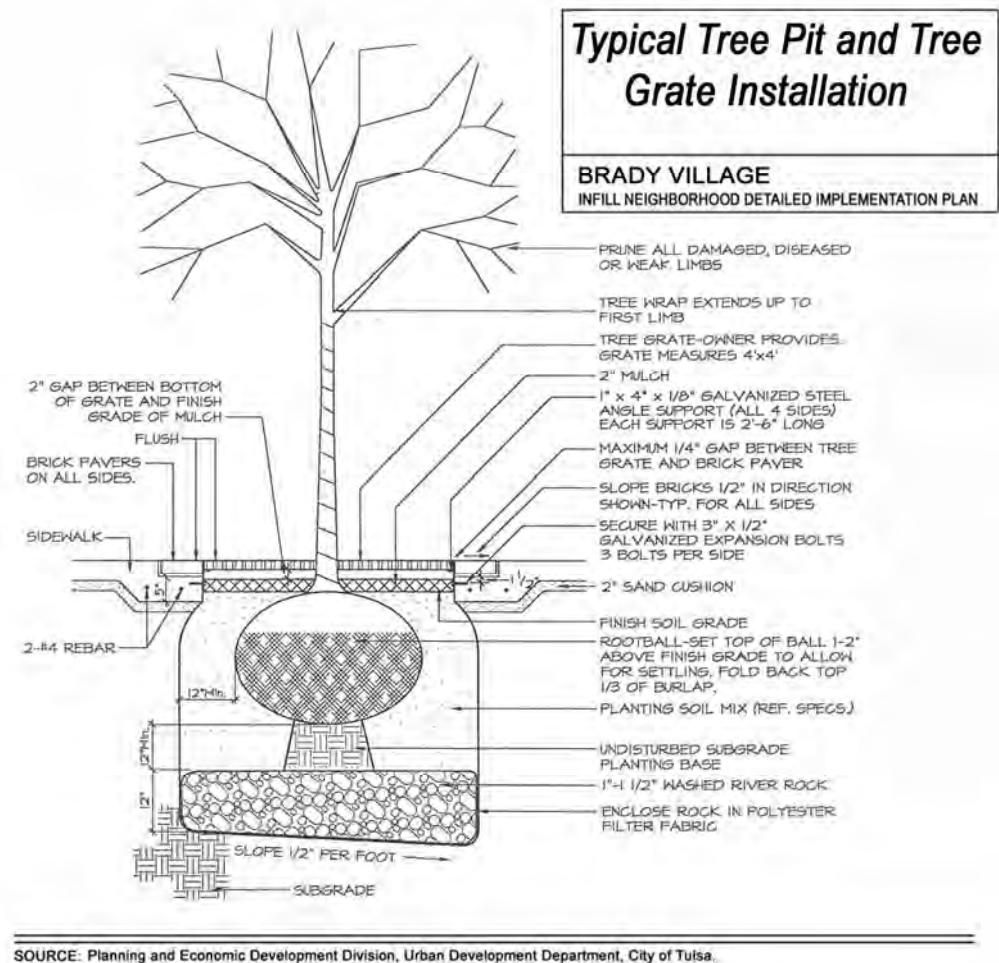


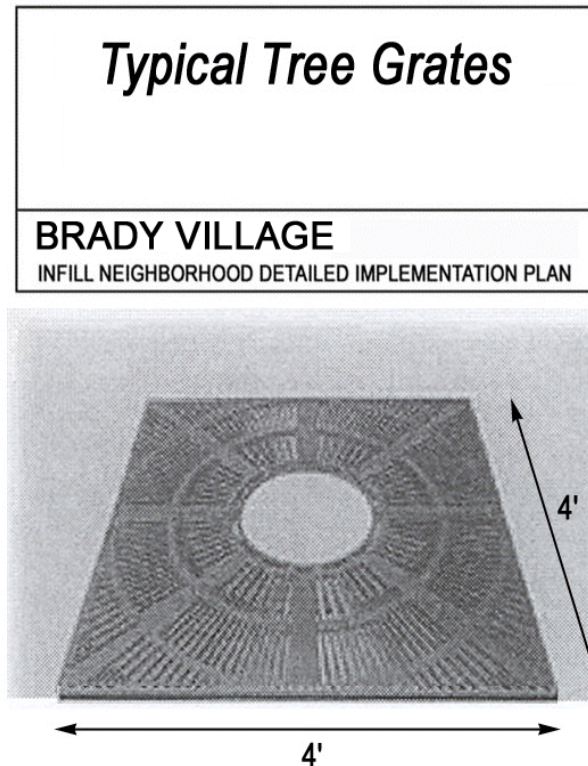
EXHIBIT 14

- (2) **Tree Grates.** Tree grates are recommended only where trees are to be provided where sidewalk widths are less than eight (8') and dimensions are too narrow to allow in-ground tree planters. Tree grates should be provided only in areas which have been studied in detail and where pedestrian traffic would occur over tree pits. Areas in which tree grates are required should be linear with a minimum dimension of four-feet-by-eight (4' x 8') or six-feet-by-six-feet (6' x 6').

Tree grates are to be cast iron and have small openings and minimize tripping hazards, be of a standard design and dimensions, and have consistent, specialized installation techniques defined. Tree pits greater than eight-feet-by-eight-feet (8' x 8'), without tree grates, are preferred.

New sidewalks should be provided so that the sidewalk is suspended over a continuous planting trench with amended soil. As an alternate to this technique, sand-set-paving-units can be used in a continuous band between the street trees to allow for drainage and root growth.

Root aeration strips are also recommended between and parallel the curb-line between tree pits. These techniques or their equivalents are intended to provide a healthy environment for trees and increased life spans, root growth, lower tree maintenance costs and reduced sidewalk damage. Refer to Exhibit 15 for "typical tree grates."



#### Typical Tree Grates:

- Equal to Urban Accessories Cast Iron per ASTM A48 class 35b or better; Model "COHO"; 4' square.

#### NOTES:

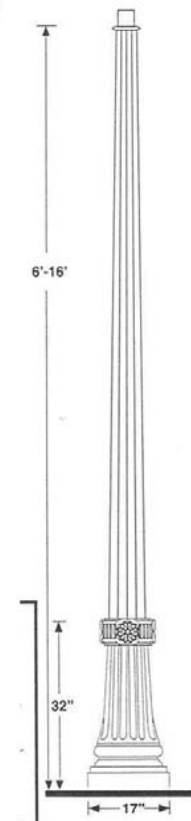
- 1) Polyester powder coated; standard color black.
- 2) Castings 1/8" undersized/frames 5/8" oversized.



- D. **Lighting.** It is intended that adequate roadway “white light” be provided within the Brady Village area that compliments its unique and pedestrian character. In particular, a pedestrian lighting system is intended. It is to serve as a strong design element. Lighting is intended to provide added security and safety and improve use and access to parking areas within the District. Lighting will be designed to be considerate of adjoining uses. Lighting fixtures may vary from Brady Village to other portions of Downtown, but they should continue in a complimentary form and transition appropriately from one area to the next. Lighting will help establish connection as well as complement the diverse architectural styles in Downtown and Brady Village. The various components of the area lighting are intended to provide a visual link and sense of continuity for Brady Village.

- (1) **Pedestrian Lights.** Pedestrian lights are intended to be placed on lamps of six feet to sixteen feet (6' to 16') in height with an average spacing of sixty to eighty feet (60' to 80'). Actual height and spacing of lights will be based on lighting specifications and site characteristics. Lamp posts should be highly durable, low maintenance and painted in the street furniture family of colors. Refer to Exhibits 16 and 18 for “typical ornamental lamp post (pedestrian).” The pedestrian lighting system also provides an opportunity to add design elements which further links the Brady Village area internally and externally to surrounding portions of Downtown Tulsa, O.S.U. - Tulsa, and the Brady Heights historic residential neighborhood. Elements such as finials and collars can be used for festival or event displays or area wide promotional programs and activities. Refer to Exhibit 17 for typical collars and finials for ornamental lamp posts (pedestrian).

EXHIBIT 16



**Typical Ornamental Lamp  
Post  
(Pedestrian)**

BRADY VILLAGE  
INFILL NEIGHBORHOOD DETAILED IMPLEMENTATION PLAN

**Typical Ornamental Lamp Post - Pedestrian**

- Pole to equal to Whatley Pole #OE411-12-BK w/ tenon as required for Holophane light fixture supplied by PSO.
- Poles shall be fluted fiberglass shaft of not less than 1/2" thickness at any point along the shaft. Shaft shall consist of 1/8" minimum thick glass filament wound fiberglass core, surrounded by polymer concrete, surrounded by exterior fiberglass urethane enamel. Poles shall be warranted for not less than 4 years from date of manufacture. Poles shall meet or exceed ANSI/NEMA C136.20 strength and wind load. Centrifugally cast fiberglass poles will not be acceptable.
- Base plate mount.
- Jim Heimdale (918)640-0784
- Fixture to equal Hadco Fixture R53BA-A1 AHRG200HE Architectural Lighting Sales (918)584-5554

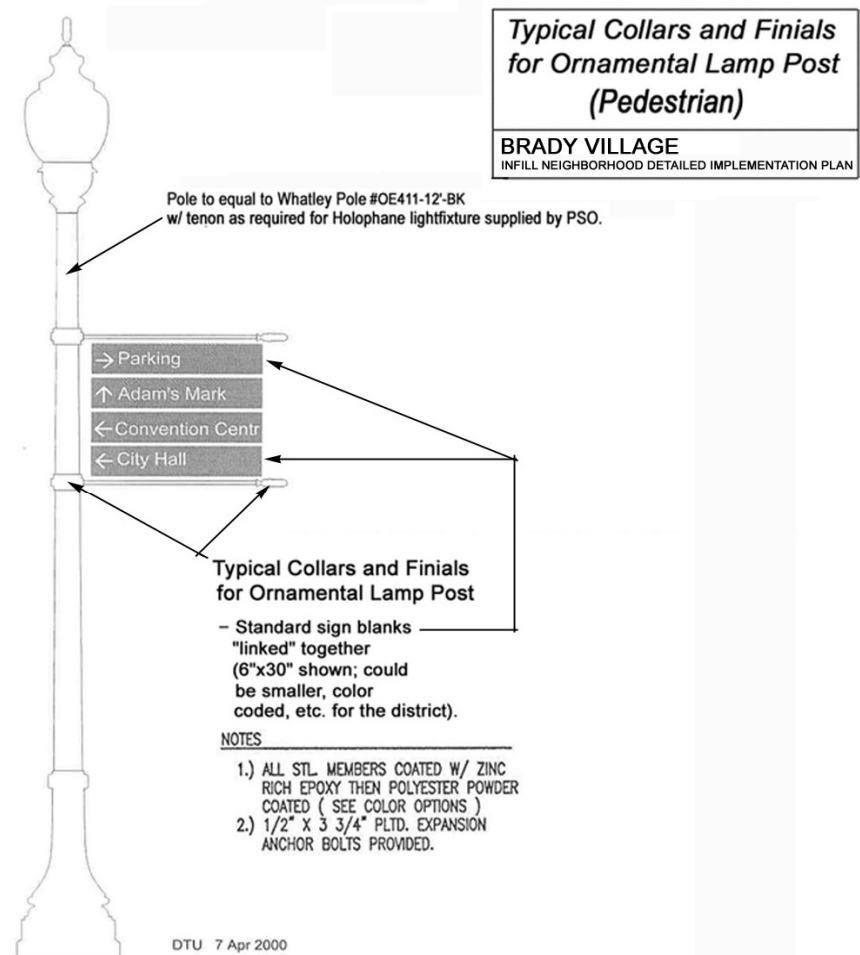
**NOTES**

- 1.) ALL STL. MEMBERS COATED W/ ZINC RICH EPOXY THEN POLYESTER POWDER COATED ( SEE COLOR OPTIONS )
- 2.) 1/2" X 3 3/4" PLTD. EXPANSION ANCHOR BOLTS PROVIDED.

SOURCE: "Downtown Street Furniture Standards - Site Amenities", Downtown Tulsa Unlimited.  
Planning and Economic Development Division, Urban Development Department, City of Tulsa.

## EXHIBIT 17

### EXHIBIT 18 - TYPICAL EXAMPLE OF ORNAMENTAL PEDESTRIAN LAMP POST GLOBE-FIXTURE



SOURCE: "Downtown Street Furniture Standards - Site Amenities", Downtown Tulsa Unlimited.  
Planning and Economic Development Division, Urban Development Department, City of Tulsa.

- (2) **Roadway Lights.** Roadway lights are intended to be placed on lamps of sixteen feet (16') in height or higher. As a general rule, roadway lights within Brady Village should be located at every intersection and mid-block or at alleys. Actual height and spacing of lights will be based on lighting specifications and site characteristics. Lamp posts should be highly durable, low maintenance and painted in the street furniture family of colors. Replacement lamp and light fixture may be on existing roadway poles, however, new metal replacement poles may be provided and should be painted black.

The replacement roadway lamp and light fixture is to be a “white light” Holophane lamp in a “Memphis” Style fixture. Mounting may be on existing wood or metal poles. Refer to Exhibits 19 and 20 for examples of the preferred roadway lamp, light fixture and pole. Appendix N depicts the Preliminary Roadway Plan for Brady Village. Final plan recommendations will be completed in the near future.

EXHIBIT 19

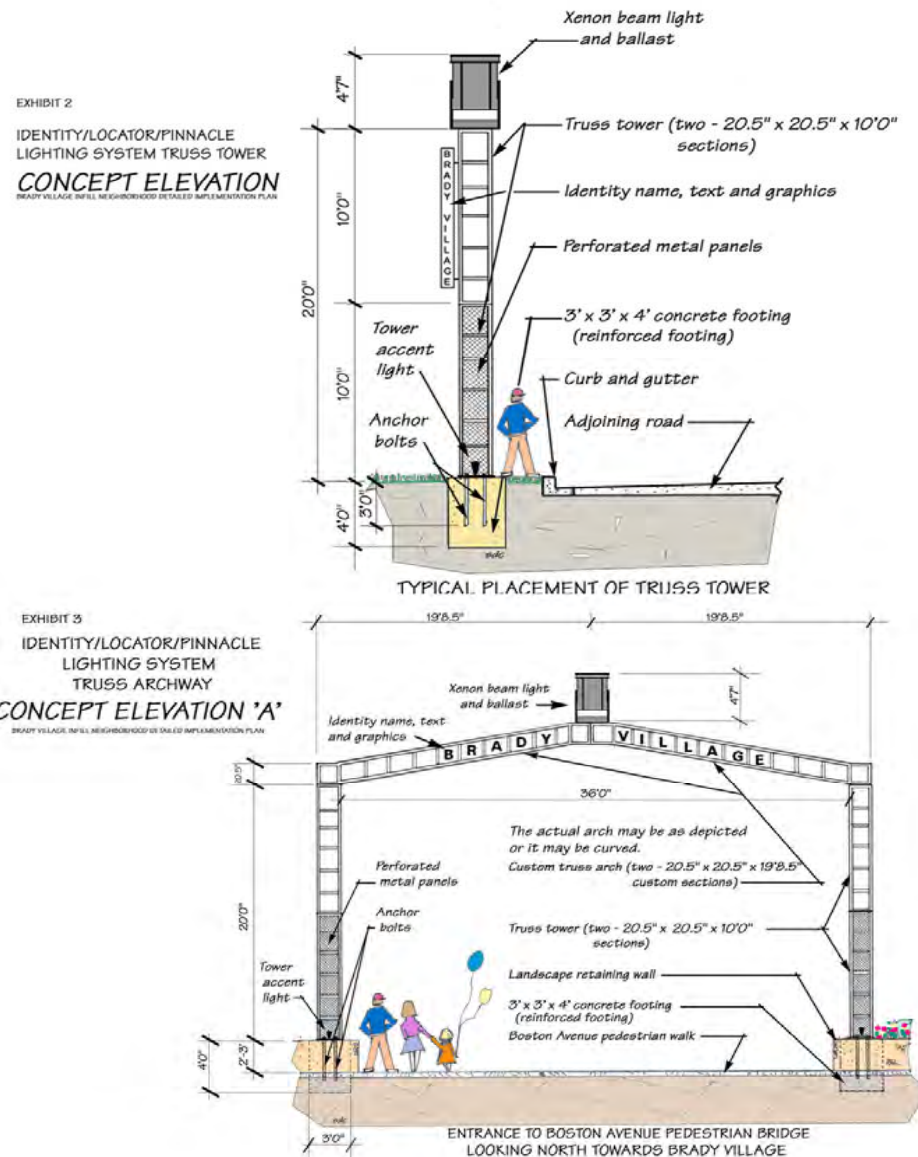


EXHIBIT 20



- (3) **Identity-Locator-Pinnacle (ILP) Light System.** The ILP Lighting System is to provide added visibility, identity and security for Brady Village. There are to be six “Xenon type” lights located around the general perimeter of Brady Village. Five of the lights are to be mounted on top of each individual towers (refer to Exhibit 21. One light is to be mounted on top of an arch located at the north end of the Boston Avenue pedestrian bridge. More specifically, the towers are to be approximately twenty feet in height of steel truss towers. The bottom 10' section of each tower should be covered on four sides by a perforated metal panel screening system to secure access. The arch will be of similar construction and design. One panel should include a lock-able, gated section to allow service and maintenance to the tower. The gated section will be designed to allow access to and reading of the individual electric meter for each tower.

EXHIBIT 21 - CONCEPT  
“IDENTITY-LOCATOR-  
PINNACLE” LIGHT  
SYSTEM TOWERS AND  
ARCHWAY





In addition, the special lighting system towers and/or archways are suggested for the “Identity-Locator-Pinnacle” (ILP) lighting system planned for the district by the Brady Village Owners’ Association. These ILP light system towers and/or archway are recommended at the following locations:

- (a) Cheyenne Avenue just north of the B.N.S.F. railroad lines;
- (b) Cheyenne Avenue and Easton Street;
- (c) Boston Avenue just south of the Inner Dispersal Loop (I-244);
- (d) Elgin Avenue just south of the Inner Dispersal Loop (I-244);
- (e) Elgin Avenue just north of the B.N.S.F. railroad lines; and
- (f) Boston Avenue pedestrian Bridge just south of Archer Street.

Other locations may be determined to be appropriate as well. A concept of the ILP light system towers and archways is depicted in Exhibit 21. It is recommended that future off-street parking lots have entry features that are similar in design and character with the ILP light system towers and/or archways. Refer to Exhibit 22 for a concept perspective.

#### EXHIBIT 22



*SOUTH PERSPECTIVE - "I.L.P." LIGHTING SYSTEM" ARCH AND B.O.K PARKING LOT ARCH  
BOSTON AVENUE PEDESTRIAN BRIDGE*

(4) **Building Facade Lights** - Exterior building architectural facade lights are recommended for the Brady Village area to improve pedestrian and vehicle safety and visibility, and to enhance building image and area identity. It is recognized that different areas of Brady Village will likely develop different themes or primary land use, thus building architectural facade lighting themes or needs may vary. However, they should continue in a complimentary form and transition appropriately from one area to the next. Overall, a compatible design theme should be selected and followed for facade lighting that “up-lights” buildings on the perimeter of Brady Village.

E. **Signs and Graphic Art.** A common, consistent design theme and style are recommended for public identification and directional signs. This sign system will help add to a recognizable Brady Village identity. Larger identity signs, lighting features, art and/or graphics are recommended at the major entry points or gateways into Brady Village. Thematic signs, banners and special graphics are to be provided along selected portions of Brady Village Avenue streets and pedestrian-ways. Banners and graphics may also be used for promotional and festival events and activities. Informational signs are recommended to guide patrons and visitors to key attractions and additional parking.

F. **Public Art and Monuments.** It is also recommended that public art or monuments be incorporated into the Brady Village area where appropriate, but particularly at the entries into the Brady Village area. Public improvements serve many purposes which include enhancement of public image, stimulation of economic development, provision of prestige, and the recognition and of fostering cultural life. Public improvements in Brady Village, including public safety projects, should seek to achieve these same purposes. Improvements to streets, drainage facilities, and public buildings are particularly visible and should include specific features which add interest, character and identity to the area. Monument signs and bridges are examples of public improvements in Brady Village that can be provided that, with special design emphasis, can give additional character of the area. It is intended that such art and/or monuments be provided to further enhance, establish and create a unique identity and interest for the Brady Village area.

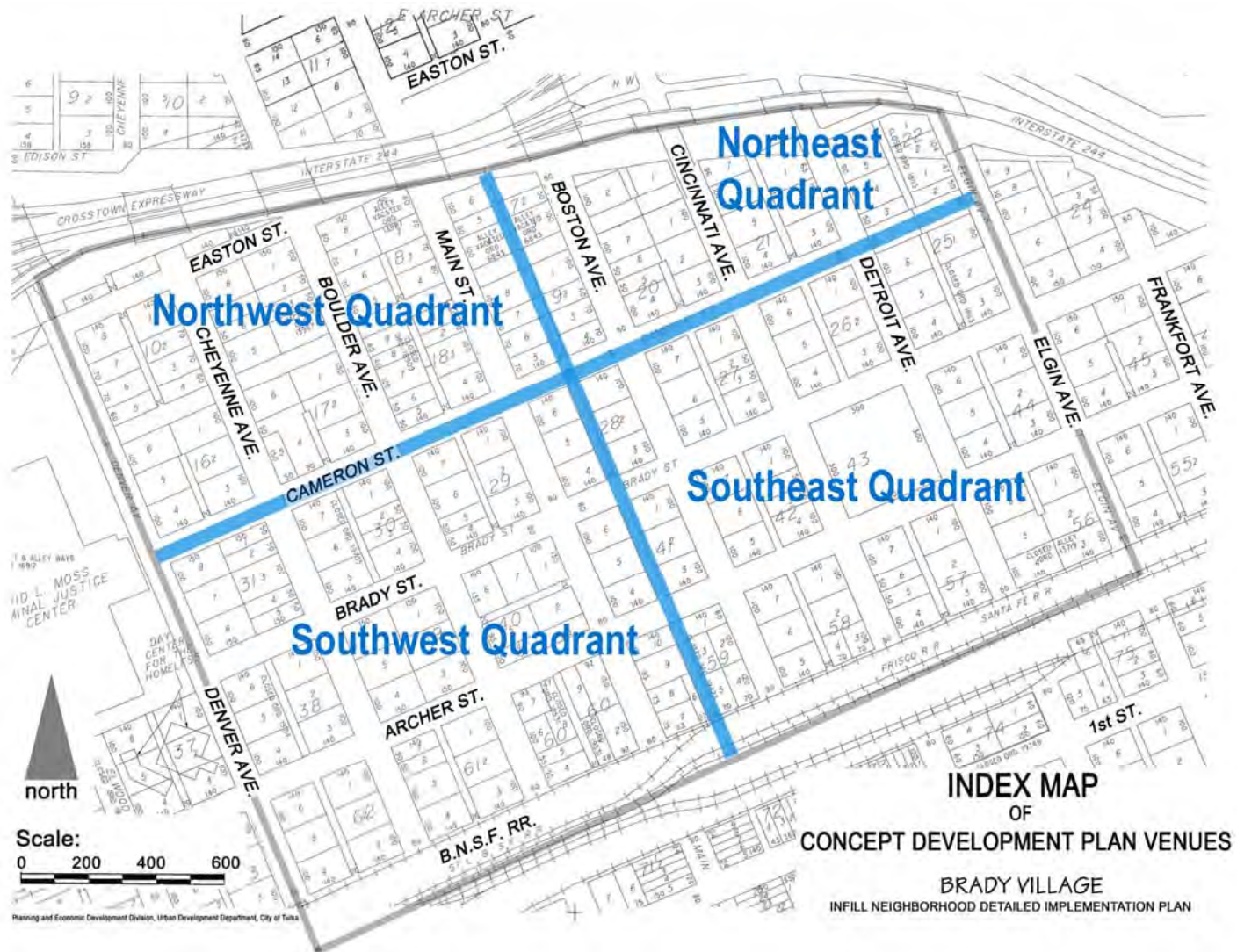
Additionally, entry arches are suggested for the bridges crossing over the railroad tracks on Boulder Avenue, Main Street, Boston Avenue (refer to I.L.P. Lighting System and Exhibit 21), Cincinnati Avenue and Detroit Avenue. The underpasses for I-244 at Cheyenne Avenue, Boulder Avenue, Main Street, Boston Avenue, Cincinnati Avenue, Detroit Avenue, and Elgin Avenue should all be repainted and properly maintained by the State of Oklahoma. These underpasses provide an excellent opportunity to provide murals that highlight the character, history, activities and events located in Brady Village. It is also suggested that special lighting be provided at these underpasses to increase pedestrian and vehicle safety, enhance the pedestrian environment, and establish attractive entries and identity for the area.

## THE BRADY VILLAGE AREA

3. **Brady Village Concept Development Plan.** The Overall Design Policies and the Specific Design Policies for Brady Village are expressed in the preceding text. These Overall Design Policies and most of the Specific Design Policies are depicted conceptually in the “Concept Development Plan Venue” for the study area. This plan is presented as four “quadrant maps” for Brady Village the general areas which are shown Exhibit 23 – “Index Map of Brady Village Concept Development Plan Venues.”

The four Concept Development Plan Venues include: “Concept Development Plan Venue - Southeast Quadrant”; “Concept Development Plan Venue - Northeast Quadrant”; “Concept Development Plan Venue - Southwest Quadrant”; and “Concept Development Plan Venue - Northwest Quadrant.” These plan venues are depicted in Exhibits 24 through 27. Included on the map are those existing structures which are intended to be maintained, preserved and reused, and concept infill structures that are intended to be constructed in a manner supporting and in character with existing structures. Also depicted are on-street parking and off-street parking facilities. The off-street parking facilities are intended to be mixed use facilities that have various uses other than just parking that face area streets, particularly at street level (refer to Appendix M). Shown too are park and plaza sites, street improvements, street trees and area landscaping.

EXHIBIT 23 - INDEX MAP OF BRADY VILLAGE CONCEPT DEVELOPMENT PLAN VENUES





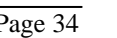




EXHIBIT 25 - CONCEPT DEVELOPMENT PLAN VENUE -NORTHEAST QUADRANT

CONCEPT DEVELOPMENT  
PLAN VENUE

BRADY VILLAGE INFILL NEIGHBORHOOD DETAILED IMPLEMENTATION PLAN  
NORTHEAST QUADRANT OF BRADY VILLAGE

LEGEND:

EXISTING STRUCTURES

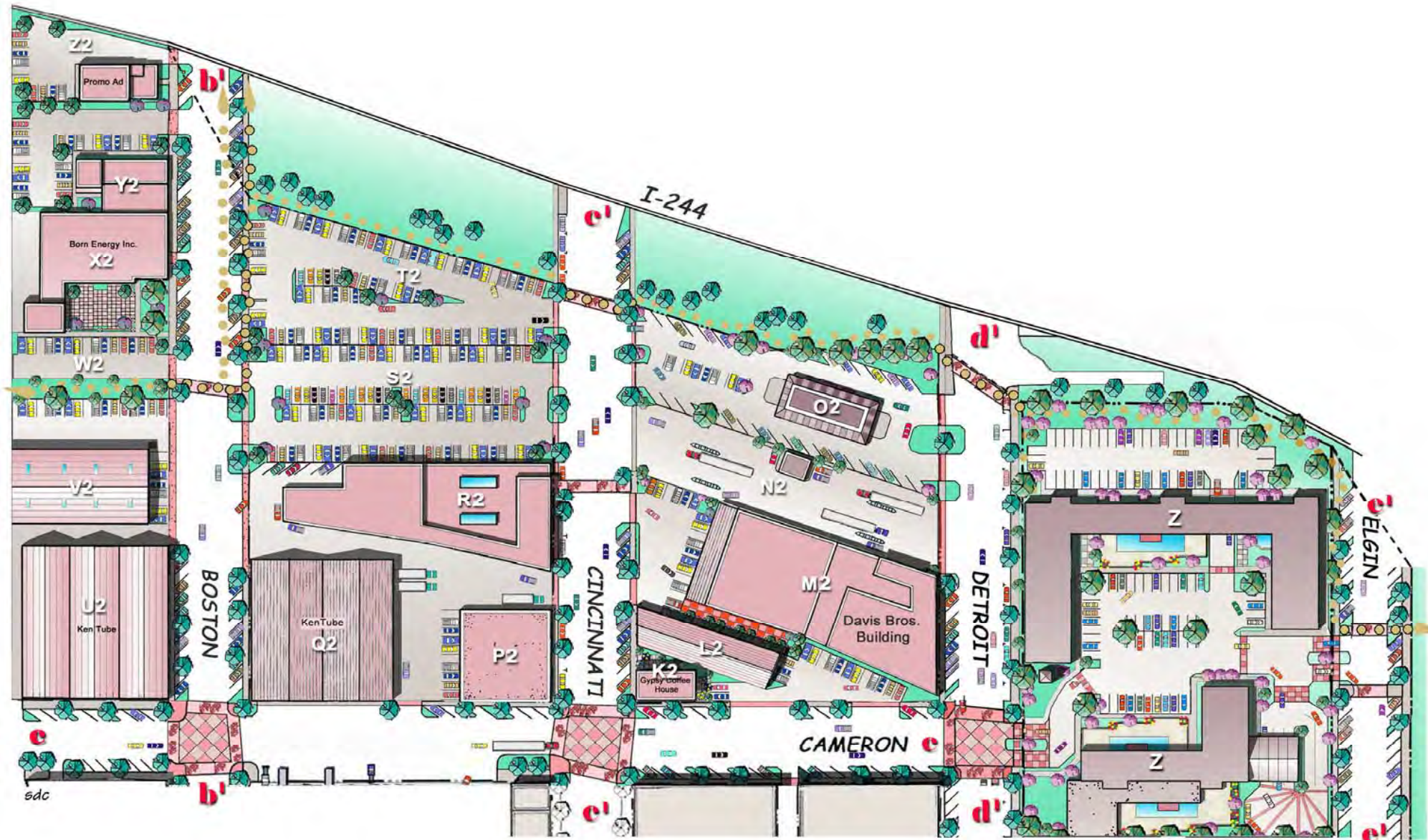
CONCEPT INFILL STRUCTURES

INTERSECTION  
IMPROVEMENT/TREATMENT

STREET TREE

SITE TREE

BIKE ROUTE &  
TRAIL SYSTEM



BUILDINGS/STRUCTURES	STREETS
<b>Z</b> - Concept Infill Hotel with Infill Parking Lots	<b>c</b> - Improve Cameron; 2-way 2-lane traffic & angle-parking
<b>K2</b> - Existing Bldg to Preserve (Gypsy/Mixed Use)	<b>b1</b> - Improve Boston; 2-way 2-lane traffic & angle-parking
<b>L2</b> - Existing Building to Preserve	<b>c1</b> - Improve Cincinnati; 1-way 4-lane traffic into & out of Brady Village; 2-way 3-lane traffic within portion of Brady Village with angle & parallel parking
<b>M2</b> - Existing Buildings to Preserve (Davis Bros.)	<b>d1</b> - Improve Detroit; 1-way 4-lane traffic into & out of Brady Village; 2-way 3-lane traffic within portion of Brady Village with angle & parallel parking
<b>N2</b> - Concept Infill Fuel Station	<b>e1</b> - Improve Elgin; 2-way 2-lane traffic & angle-parking
<b>O2</b> - Concept Infill Fast Food/Donut	
<b>P2</b> - Existing Building to Preserve (Wilson Supply)	
<b>Q2</b> - Existing Buildings to Preserve (Ken Tube)	
<b>R2</b> - Existing Building to Preserve (Industrial)	
<b>S2</b> - Concept Infill Parking Lot	
<b>T2</b> - Existing Parking Lot Expanded	
<b>U2</b> - Existing Buildings to Preserve (Ken Tube)	
<b>V2</b> - Existing Building to Preserve (L.A. King)	
<b>W2</b> - Concept Infill Parking Lot & Building Re-use (Entertainment)	
<b>X2</b> - Existing Building to Preserve (Born Energy Inc.)	
<b>Y2</b> - Concept Infill Parking Lot	
<b>Z2</b> - Existing Building to Preserve (Promo Ad)	





EXHIBIT 26 - CONCEPT DEVELOPMENT PLAN VENUE - SOUTHWEST QUADRANT

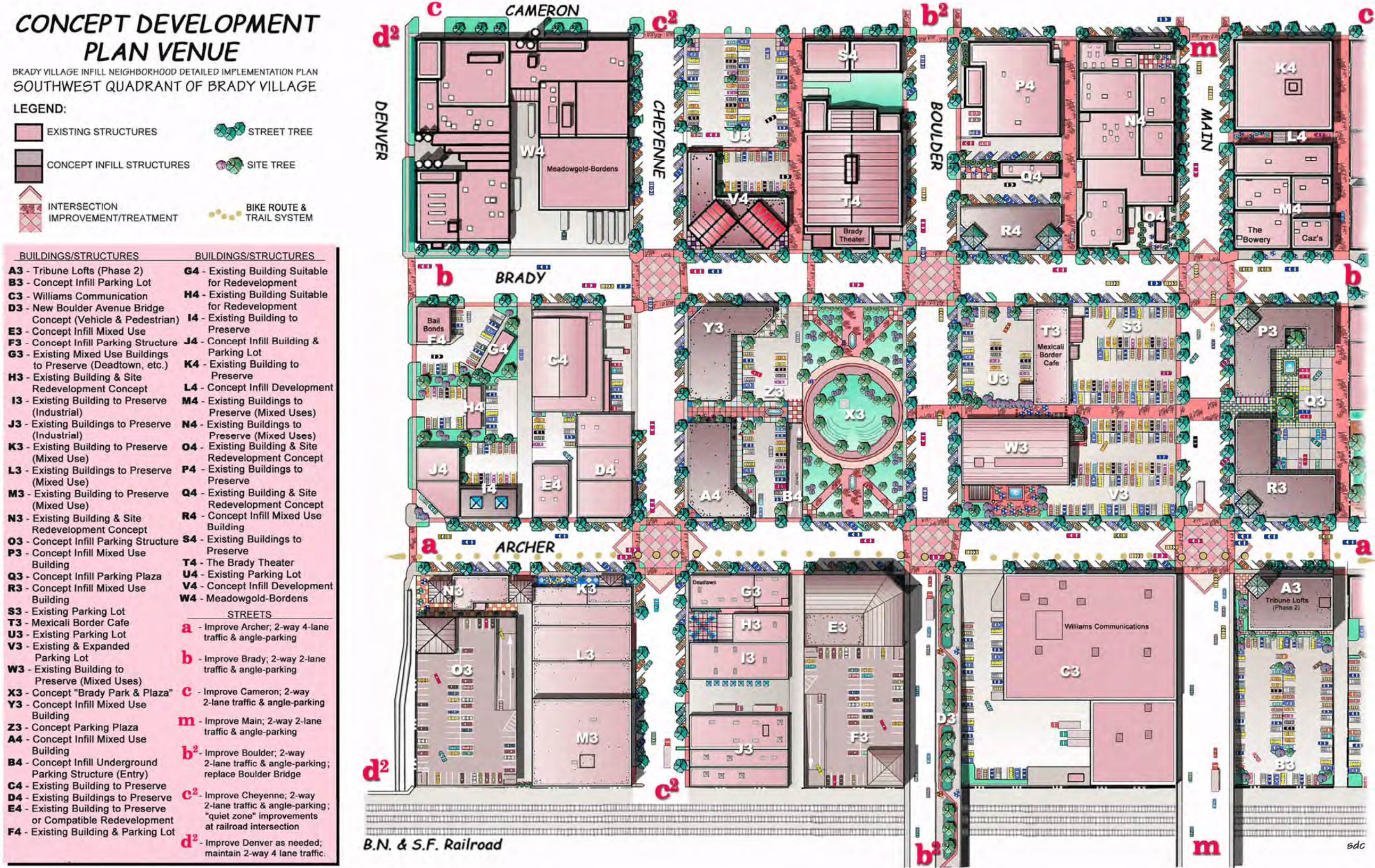
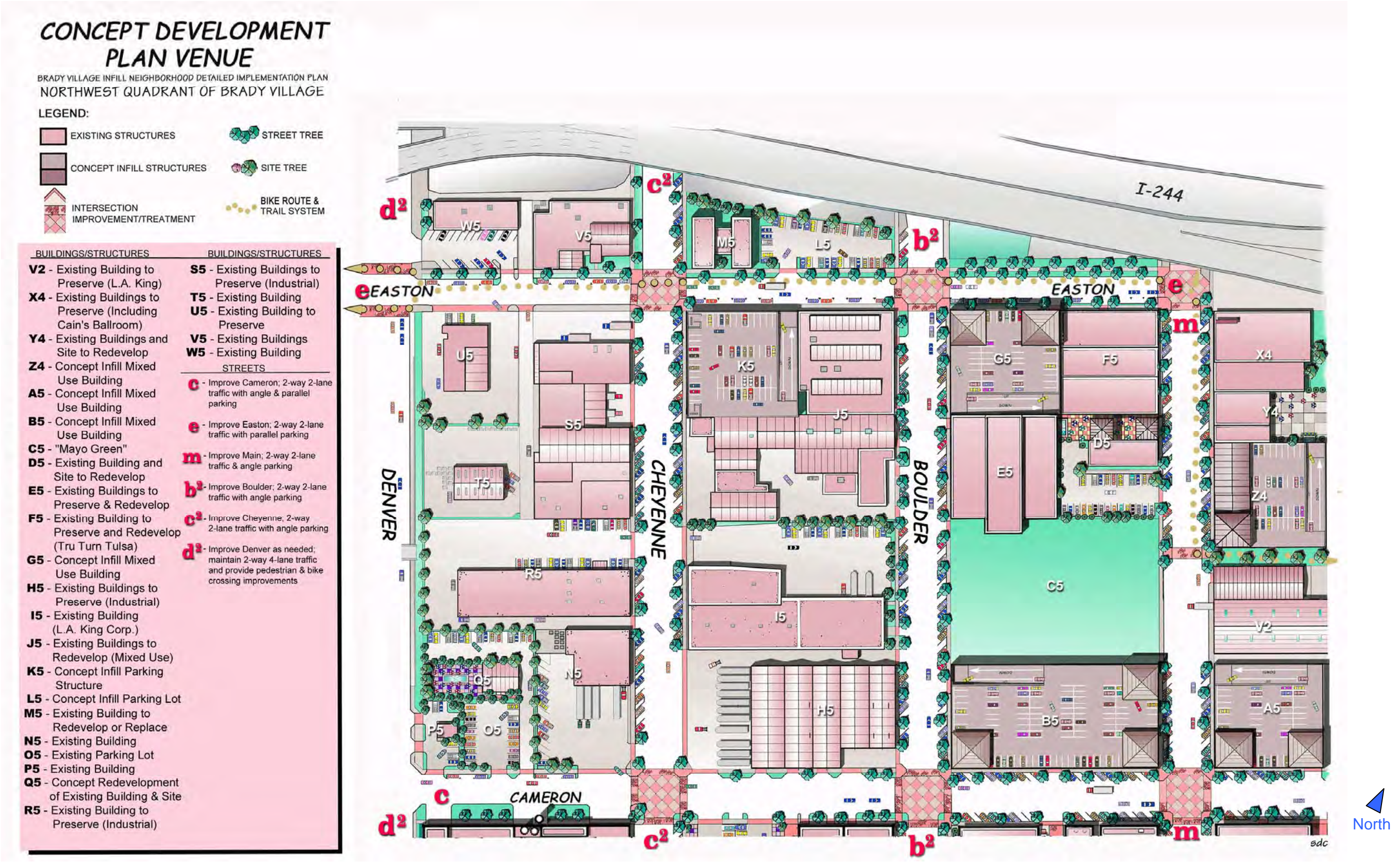




EXHIBIT 27 - CONCEPT DEVELOPMENT PLAN VENUE - NORTHWEST QUADRANT





**APPENDIX A**  
**RECOMMENDED**  
**CAPITAL IMPROVEMENT PROJECTS**  
for the  
**BRADY VILLAGE AREA**  
December 19, 2000

The projects listed below have been compiled for the Brady Village area, an area bordered by I-244 (the Inner Dispersal Loop) on the north, the Burlington Northern Railroad lines on the south, Elgin Avenue on the east, and Denver Avenue on the west. The list of projects includes those that have been previously suggested for the area and those projects specifically recommended by the Brady Village T.I.F. and Property Owners Task Force. Of those listed:

- (1) Some projects will require significant capital expenditures while others will be much less expensive to accomplish;
- (2) Some projects will benefit primarily the Brady Village area, some will benefit all of Downtown, and some will be of citywide benefit;
- (3) Some projects may be publicly funded, some privately funded, and some funded through joint public-private partnerships;
- (4) Of those projects funded publicly, some may be funded from monies generated within Tax Increment District No. 1 while others will require funding from a citywide resource base; and
- (5) Some projects can be designed and implemented readily, while others will take longer to design, fund and construct.

The needs of Brady Village are great and the need for many improvements is now. It is important that the projects be prioritized in order to provide those improvements needed most as quickly as possible. The following is the list of the suggested improvements and the list is intended to be reviewed, amended and prioritized by the Brady Village task force.

The projects are as follows:

SUGGESTED SCHEDULING &/OR PRIORITY	ITEM	BUDGETARY COST ESTIMATE	POTENTIAL FUNDING SOURCES	DESCRIPTION
<b>1</b>	<b>F</b>	\$27,000 <sup>i</sup>	City funds <sup>ii</sup> or T.I.F. funds.	Re-striping of parking spaces and driving lanes along Main and Boulder Avenues from Archer to the Inner Dispersal Loop (I-244) along Brady Avenue from Boulder to Boston Avenues - Includes necessary street signs, reflectors, and other street improvements to provide optimum on-street parking and traffic circulation in the area.
<b>2</b>	<b>A</b>	\$75,000 <sup>iii</sup>	City funds or T.I.F. funds <sup>iv</sup>	Fire suppression system - Fund the initial cost, for a select number of businesses, of providing the fire suppression system connection for new businesses. The system connection would consist of the water line tap, vault, valves, line and other appurtenances. It is expected that a limit on the individual amount and number of systems funded would be set.
<b>3</b>	<b>E</b>	\$75,600 <sup>v</sup>	City funds or T.I.F. funds.	Conversion of Cincinnati and Detroit Avenues from one-way to two-way traffic circulation in Brady Village, and provide on-street parking along Cincinnati, Detroit, and Archer - Project includes re-striping of parking spaces and driving lanes, and conversion of Cincinnati and Detroit Avenues from one-way to two-way traffic circulation from Cameron Avenue to Archer Avenue. Re-striping of parking spaces and driving lanes along Archer Street from Elgin Avenue to Denver Avenue. Includes necessary street signs, reflectors, and other street improvements to provide optimum on-street parking and traffic circulation in the area.
<b>4</b>	<b>B</b>	NA <sup>vi</sup>	Private funds and/or T.I.F. funds	Up-lighting system of select areas within the district - Lighting would be provided along Archer, Brady Streets, and portions of Cameron Streets, and along Elgin, Detroit, Cincinnati, Boston, Main, Boulder and Cheyenne Avenues.
<b>5</b>	<b>H</b>	\$297,000 <sup>vii</sup>	City funds &/or state/federal matching funds	Provide alternate bike route on Easton Street and trail system adjacent to the Inner Dispersal Loop - encourages along less traveled roadways; provides a direct connection with the existing Katy Trail System, provides more direct connection to Brady Village, O.S.U. - Tulsa, Greenwood Center, and "Katy

				Trail-Head Area”, and permits addition of important on-street parking along Archer Avenue.
<b>6</b>	<b>C</b>	\$1,250,000 <sup>viii</sup>	City funds, state/federal matching funds, &/or T.I.F. funds	At-grade rail line crossings guards/gates - These guards/gates would completely restrict crossing of rail lines at the streets during train use of rails. Provide at Greenwood, Elgin, and Cheyenne Avenues and First and Second Streets (the Greenwood, First and Second locations are outside of Brady Village, but are locations which impact the project area). Facilities to allow the setting of “quiet zones” in portions of Downtown, Brady Village and Greenwood Center areas for train whistles and horns.
<b>7</b>	<b>G</b>	\$2,850,000 <sup>ix</sup>	City funds &/or state/federal matching funds	Provide intersection and traffic calming improvements and install pedestrian friendly street and sidewalk features - Improvements include pedestrian “bump-outs”, sidewalk replacement and/or reconstruction, local intersection resurfacing, sidewalk access ramps, textured pavement or bricked pedestrian crosswalks, corner of intersection landscaping, streetscaping, and drainage inlets. Intersections include: Cameron & Boulder, Cameron & Main, Cameron Boston, Cameron & Cincinnati, Cameron & Detroit, Brady & Cheyenne, Brady & Boulder, Brady & Main, Brady & Boston, Brady & Cincinnati, Brady & Detroit, Brady & Elgin, Archer & Cheyenne, Archer & Boulder, Archer & Main, Archer & Boston, Archer & Cincinnati, Archer & Detroit, & Archer & Elgin.
<b>8</b>	<b>D</b>	\$6,750,000 <sup>x</sup>	City funds &/or state/federal matching funds	Boulder Avenue Bridge rehabilitation, repair, and renovation - Rehabilitation, repair, and renovation of the bridge over the B.N.&S.F.R.R. lines. Improvements to include structural and surfacing repair, reconstruction, and rehabilitation and lighting, pedestrian ways, and other pedestrian facilities.
<b>9<sup>xi</sup></b>	<b>I</b>	\$10,290,000 <sup>xii</sup>	City funds, private/public joint venture, &/or state/ federal matching funds	Mixed use parking facility in the southwest portion of the Brady Village District (one possible location) - Provide a mixed use facility which will include multiple-level parking, commercial, office, and residential uses. The facility will be designed to replicate the scale and design elements common to Brady Village area.

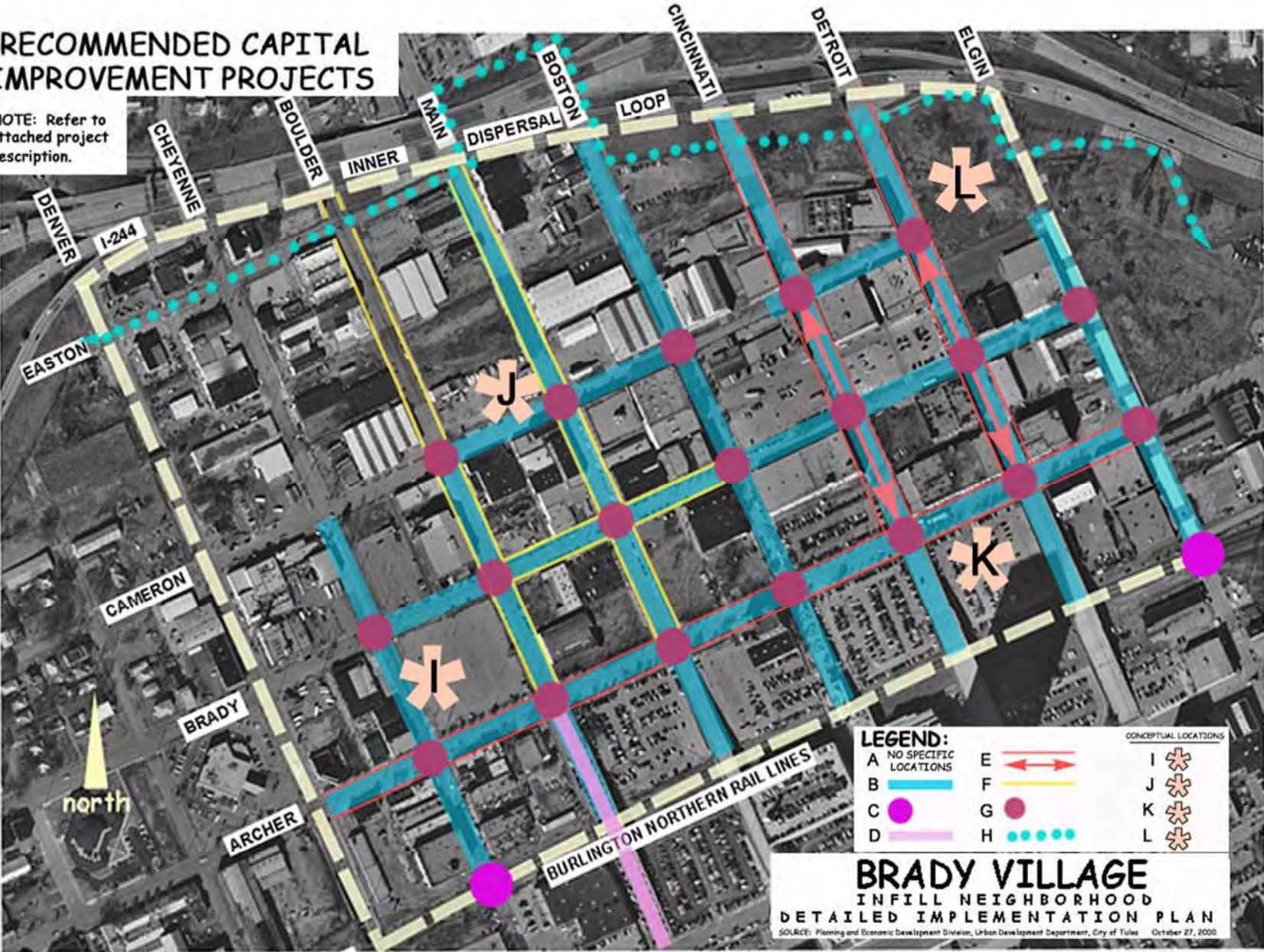
<b>9<sup>xiii</sup></b>	<b>J</b>	\$10,290,000 <sup>xiv</sup>	City funds, private/public joint venture, &/or state/ federal matching funds	Mixed use parking facility in the central portion of the Brady Village District (one possible location). Provide a mixed use facility which will include multiple-level parking, public restrooms, commercial, office, and residential uses. The facility will be designed to replicate the scale and design elements common to Brady Village area. This facility will be of particular service to the arts and entertainment portion of the district.
<b>9<sup>xv</sup></b>	<b>K</b>	\$14,350,000 <sup>xvi</sup>	City funds, private/public joint venture, &/or state/ federal matching funds	Mixed use parking facility in the southeast portion of the Brady Village District (one possible location) - Provide a mixed use facility which will include multiple-level parking, commercial, office, and residential uses. The facility will be designed to replicate the scale and design elements common to Brady Village area.
<b>9<sup>xvii</sup></b>	<b>L</b>	\$14,350,000 <sup>xviii</sup>	City funds, private/public joint venture, &/or state/ federal matching funds	Mixed use parking facility in the northeast portion of the Brady Village District and/or northwest portion of Greenwood Center area (one possible location) - Provide a mixed use facility which will include multiple-level parking, commercial, office, and residential uses. The facility will be designed to replicate the scale and design elements common to Brady Village area and the Greenwood Center area.
	<b>TOTAL EST. COST</b>	\$60,529,600 <sup>xix</sup>		

SOURCE: Planning and Economic Development Department, Urban Development Department, City of Tulsa, December 19, 2000.



RECOMMENDED CAPITAL IMPROVEMENT PROJECTS

NOTE: Refer to attached project description.



## ENDNOTES

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- i. Assumes angle-parking or parallel-parking both sides of streets, “no-parking” markings, street signs, etc.; 20,000 lineal feet @ \$0.50/LF; 100 parking and traffic signs (no parking, stop, etc.) @ \$75/each; 20 “Brady Village District” @ \$250/each; 20% contingency = \$27,000.
- ii. City funds include but are not limited to those derived from sales tax, general obligation bonds, revenue bonds, state and federal programs and other sources.
- iii. Total maximum expenditure. The maximum cost per individual “fire suppression system” is recommended to be \$15,000 and the maximum number of fire systems to fund would be 5.
- iv. City of Tulsa has made preliminary commitment to funding these projects and program with procedures and policies under preparation and review.
- v. Assumes:
  - (1) Six (6) roadway signs for two intersections and four (4) roadway signs for each of two transition zones = 20 roadway signs at \$200 each material and labor; = \$4,000; and
  - (2) Two (2) transition zones @ of 300' length each a length; low-profile and high profile pavement markers for Transition zone requiring 1 marker each 6'; 60 low-profile@ markers and 40 high-profile@ markers @ \$10 ea. material and labor; = \$1,000; and
  - (3) 4" wide, plastic coated, pavement striping and parking space marking; 5,000 lineal feet of lane striping and 24,000 parking space striping = 29,000 @ \$2/L.F. = \$58,000;
  - (4) 20% contingency.
- vi. No cost available as yet. A purely budgetary amount can be derived by multiplying 30,000 lineal feet of electrical line, lighting elements, etc. @ \$15/L/F.
- vii. Assumes 1,500 lineal feet of 10' wide, asphalt trail @ \$188/L.F. and 3,600 lineal feet of bicycle trail striping @ \$2/L.F.= \$297,200.
- viii. The typical at-grade crossing ranges from \$100,000 to \$400,000 per crossing. Five crossings at an average of \$250,000 each equals \$1,250,000. The “gate-arms” would consist of double “gate-arms” on both sides of the tracks which would totally block the roadways and totally restrict vehicular access.
- ix. Assumes \$150,000 per intersection for 19 intersections.
- x. Assumed “lump sum” total based on historical estimates increased to current costs..
- xi. Assumes that a mixed use parking structure within or immediately adjacent and serving Brady Village is a critical need. The actual location of the first parking structure to be determined based on a number of demand, logistical, and other variables.
- xii. All parking structures are designed to blend with architectural elements and features of the Brady Village District and are to be mixed use facilities. Assumes 4-story structure with 2 first floor as commercial/office; 100% top floor as residential, 2 floors (3 levels) of parking; 80 spaces/floor; 264 spaces; \$6,000 to \$12,000 per parking space, assumes \$10,000/space; plus \$100/SF for 76,500 S.F. building area.

xiii. Refer to Endnote 10.

xiv. Assumes 4-story structure with 2 first floor as commercial/office; 100% top floor as residential, 2 floors (3 levels) of parking; 80 spaces/floor; 264 spaces; \$6,000 to \$12,000 per parking space, assumes \$10,000/space; plus \$100/SF for 76,500 S.F. building area.

xv. Refer to Endnote 10.

xvi. Assumes 4-story structure with 1/4 first floor (22,500 S.F.) as commercial/office; 100% top floor as residential, 2 floors (3 levels) of parking; 180 spaces/floor for 3 floors, 130 spaces for 1st floor, and 90 spaces for 1/2 top floor parking = 760 spaces; \$6,000 to \$12,000 per parking space, assumes \$10,000/space; plus 67,500 SF @\$100/SF building area.

xvii. Refer to Endnote 10.

xviii. Assumes 4-story structure with 1/4 first floor (22,500 S.F.) as commercial/office; 100% top floor as residential, 2 floors (3 levels) of parking; 180 spaces/floor for 3 floors, 130 spaces for 1st floor, and 90 spaces for 2 top floor parking = 760 spaces; \$6,000 to \$12,000 per parking space, \$ assumes \$10,000/space; plus 67,500 SF @\$100/SF building area.

xix. Does not include a cost estimate for "up-lighting improvements" in the Brady Village District.

## APPENDIX B

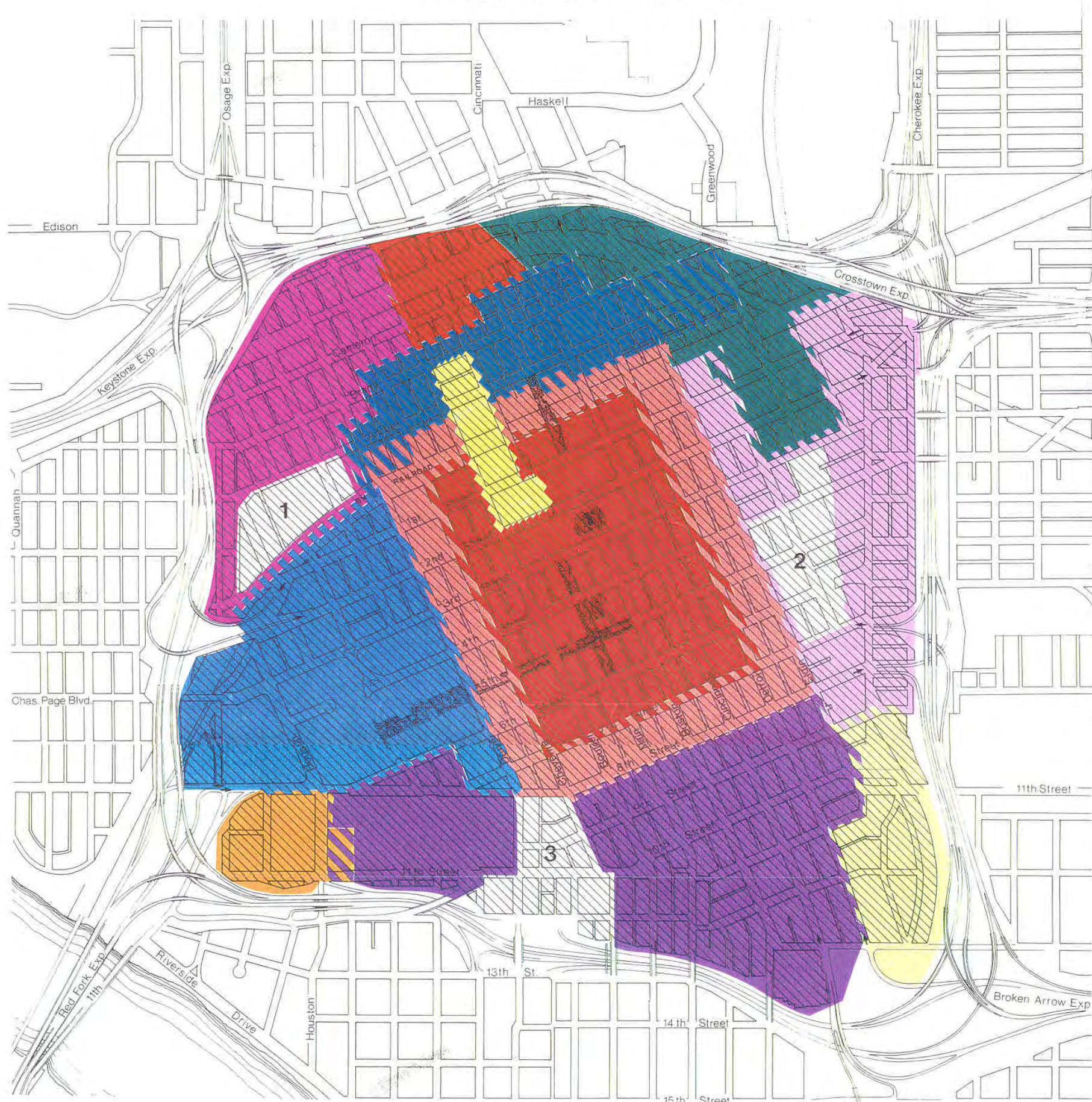
### APPROVED 2001-2006 THIRD PENNY SALES TAX EXTENSION CAPITAL IMPROVEMENT PROGRAM PROJECTS FOR THE BRADY VILLAGE AREA Extension Approved May 2001

Proj. No.	PROJECT CATEGORY: Project Name	Council District	Cost	Comments
26b	BRADY VILLAGE QUIET ZONE CROSSINGS:	2,4	\$ 750,000	Installation of five ■quiet zone■ crossing gates in the area. To allow the creation of a ■quiet zone■ as identified in the Brady Plan in order to encourage development in the Brady Village area. Begins FY01-02 with \$75,000 of funding and FY03-04 with \$675,000 of funding.
26b	BRADY VILLAGE parking and streetscaping	2,4	\$ 400,000	Increase available parking for visitors and improves environment. To improve important on-street parking, addition to the trails,, pedestrian and bikeway routes through Brady Village area connecting to other existing trails to improve bicycle traffic safety by removing it from Denver and Archer to less traveled roadways (provides alternative and attractive routes). It will also provide a more direct connection to Greenwood Center, OSU and Katy Trail-head area. It also will help encourage development in the Brady Village area. Funding in FY02-03 funding of \$400,000.
TOTAL ESTIMATED COST			\$1,150,000	Estimated total cost for Third Penny Sales Tax Extension 2001-2006 projects in the Brady Village area.

SOURCE: "City of Tulsa, Oklahoma Proposed 2001-2006 Third Penny Sales Tax Extension Capital Improvements Program Projected Sources and Uses of Revenues," March 20, 2002, City of Tulsa Finance Department; "City of Tulsa Third Penny Sales Tax 2001-2006 Extension Proposal," February 1, 2001; and Planning and Economic Development Division, Urban Development Department, City of Tulsa, July 5, 2001.



# APPENDIX C



## THE DISTRICT 1 PLAN MAP

TULSA METROPOLITAN AREA PLANNING COMMISSION

### INTENSITIES

 SPECIAL DISTRICT  
HIGH INTENSITY

### IDENTITY AREAS

- |  |   |
|--|---|
|  CORE               |  DOWNTOWN EAST                 |
|  EXPANDED CORE      |  GREENWOOD DISTRICT            |
|  RETAIL CENTER      |  ARTS/ENTERTAINMENT DISTRICT   |
|  GOVERNMENT COMPLEX |  UNIVERSITY COMMONS            |
|  HOSPITAL COMPLEX   |  COLISEUM AREA                 |
|  CATHEDRAL SQUARE   |  DEVELOPMENT OPPORTUNITY SITES |
|  ELM PARK           |   |



NORTH

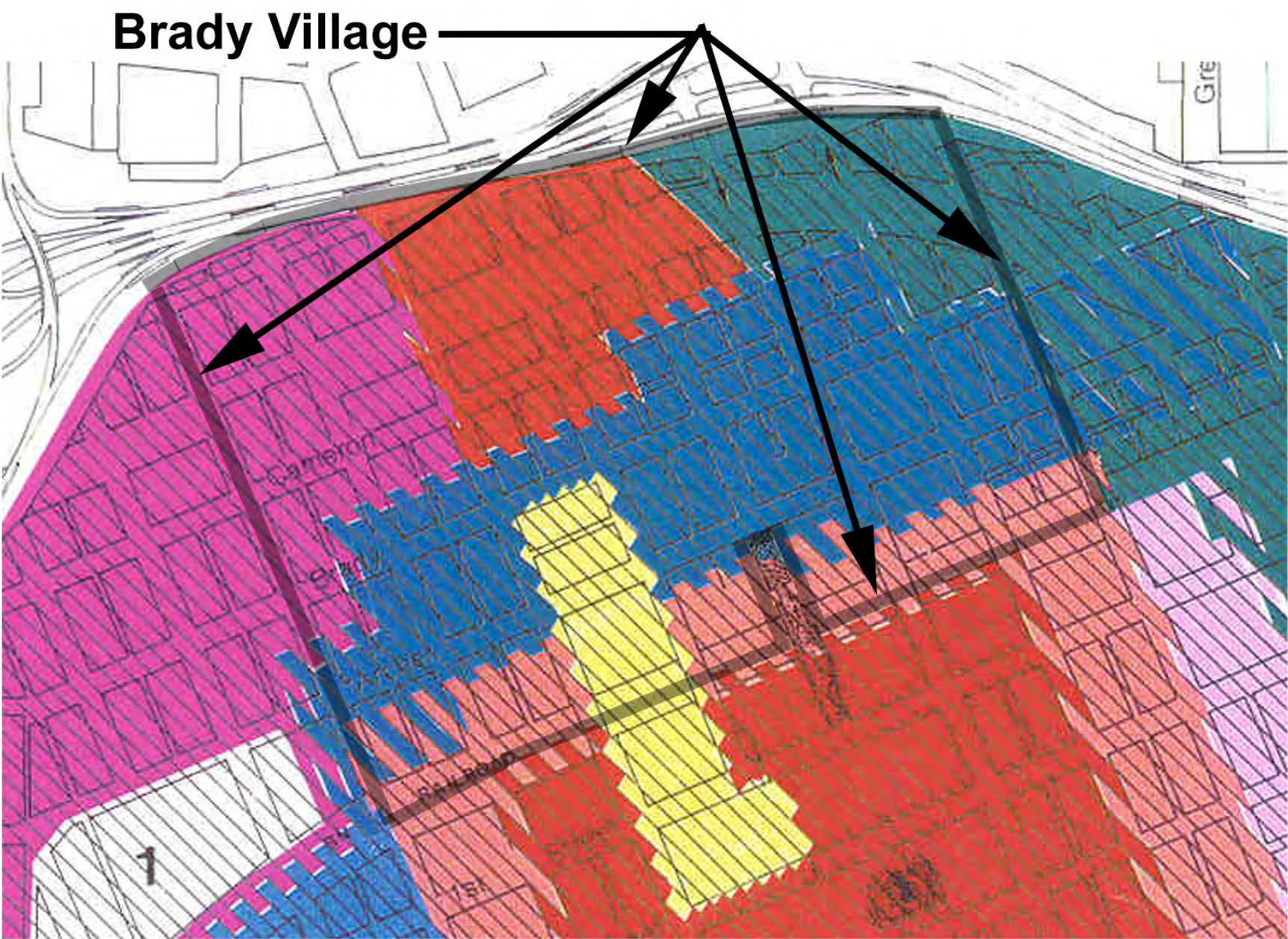
0 660' 1320' 2640'

SCALE IN MILES





# APPENDIX D



## THE DISTRICT 1 PLAN MAP - BRADY VILLAGE AREA

TULSA METROPOLITAN AREA PLANNING COMMISSION

### INTENSITIES

SPECIAL DISTRICT  
HIGH INTENSITY



### IDENTITY AREAS

- |                    |                                 |
|--------------------|---------------------------------|
| CORE               | DOWNTOWN EAST                   |
| EXPANDED CORE      | GREENWOOD DISTRICT              |
| RETAIL CENTER      | ARTS/ENTERTAINMENT DISTRICT     |
| GOVERNMENT COMPLEX | UNIVERSITY COMMONS              |
| HOSPITAL COMPLEX   | COLISEUM AREA                   |
| CATHEDRAL SQUARE   | 2 DEVELOPMENT OPPORTUNITY SITES |
| ELM PARK           |                                 |



### BRADY VILLAGE T.I.F. No. 1 AND STUDY AREA

BOUNDARY LINE

SOURCE: Map derived from INCOG mapping for The District 1 Plan Map; Prepared by Planning and Economic Development Division, Urban Development Department, City of Tulsa, July 2002.



# APPENDIX E

## RECENT PHOTOGRAPHS OF BRADY VILLAGE AREA



E1 - Looking west along Archer Street from Greenwood Avenue.



E2 - Looking west-northwest towards I-244 from Detroit Avenue Bridge.



E3 - Looking northwest from Boston Avenue Pedestrian Bridge (Tribune Lofts in foreground).



E4 - Looking north along Main Street and Boston Avenue from Archer Street towards I-244 (Tribune Lofts in foreground).



E5 - Looking northeast from Brady and Boulder intersection towards Main Street and Boston Avenue underpasses of I-244 (Brady Theater in foreground).



E6 - Looking northeast at the intersections of Main Street and Boulder Avenue with Brady Street (Mexicali Border Cafe in foreground).



E7 - Looking north-northwest at Brady Street between Main Street and Boston Avenue.








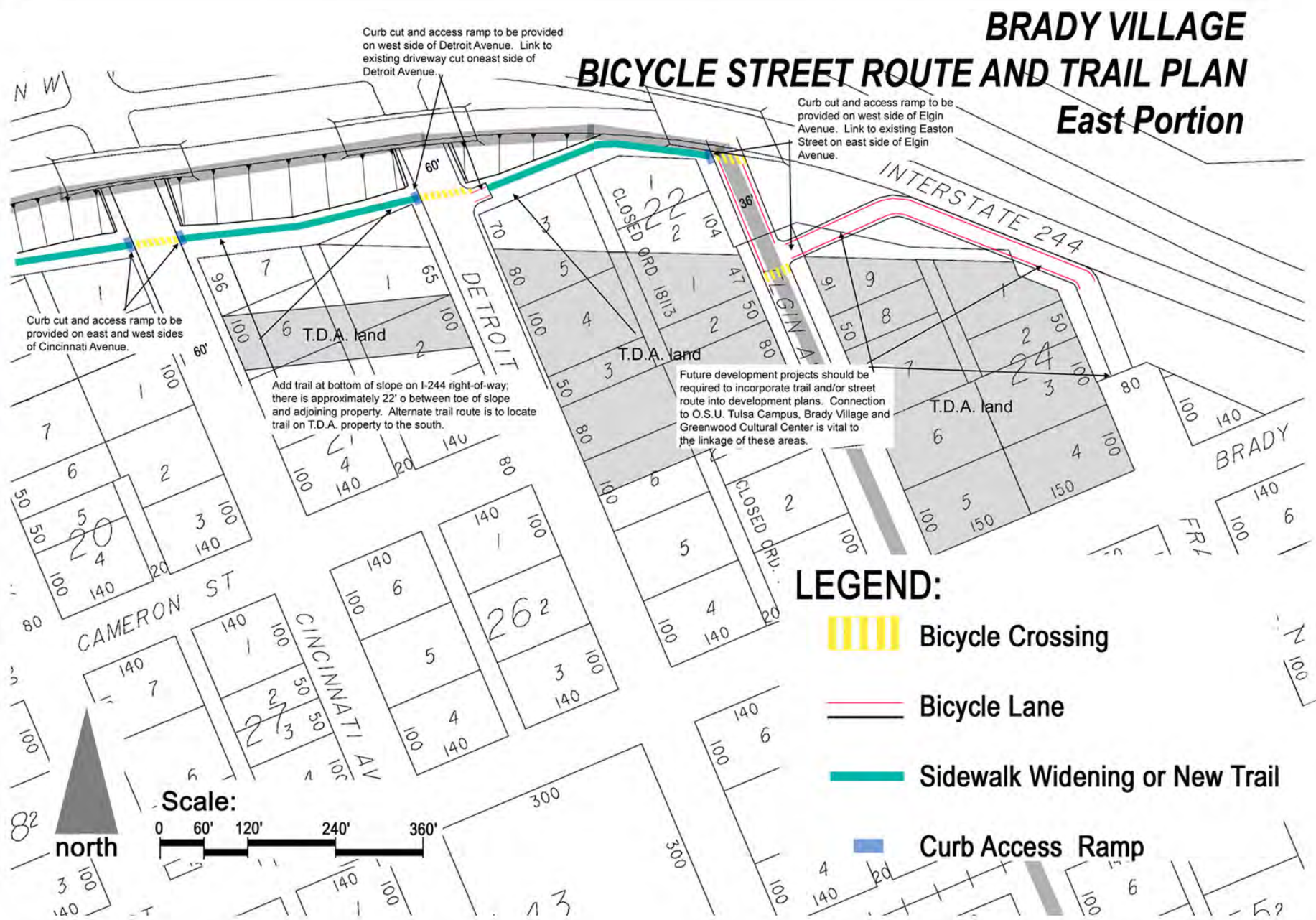
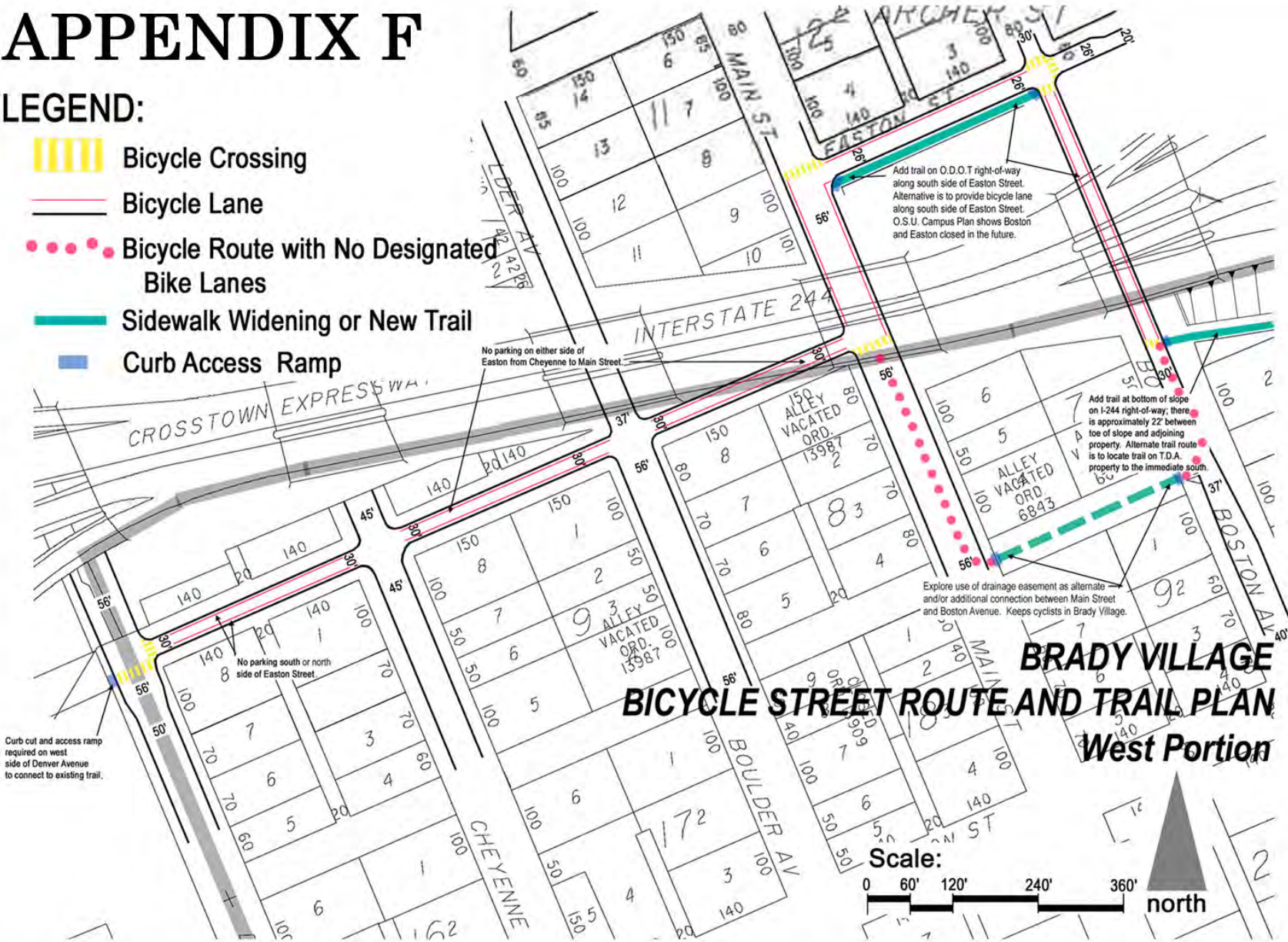
E8 - Looking southwest with intersection of Brady Street and Boston Avenue in foreground and Brady Lofts and Williams Communications in background.



# APPENDIX F

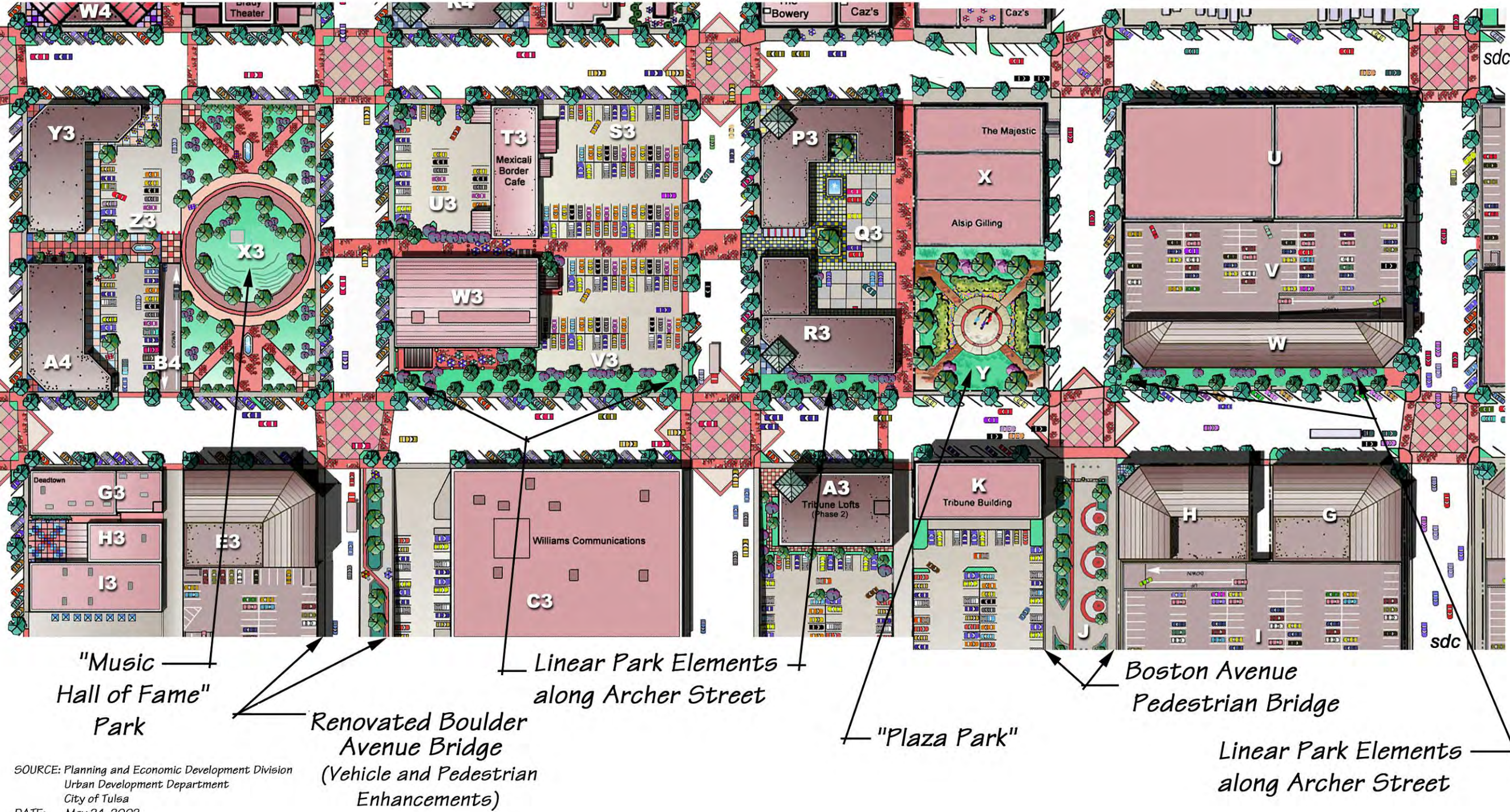
## LEGEND:

-  Bicycle Crossing
-  Bicycle Lane
-  Bicycle Route with No Designated Bike Lanes
-  Sidewalk Widening or New Trail
-  Curb Access Ramp





ARCHER STREET PARK ELEMENTS - CONCEPT A  
URBAN PARK SYSTEM DOWNTOWN TULSA  
BRADY VILLAGE INFILL NEIGHBORHOOD DETAILED IMPLEMENTATION PLAN



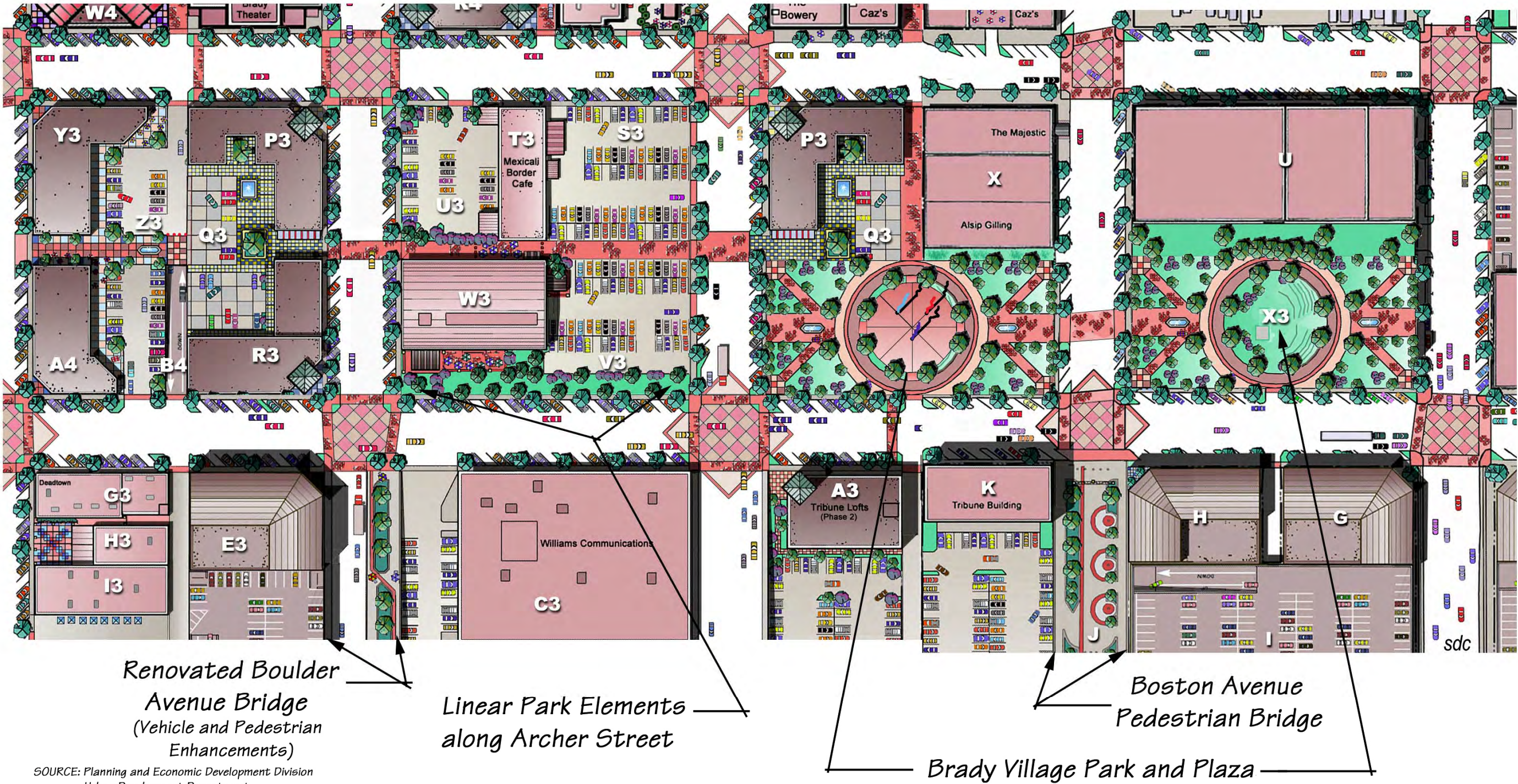
SOURCE: Planning and Economic Development Division  
Urban Development Department  
City of Tulsa  
DATE: May 24, 2002



# ARCHER STREET PARK ELEMENTS - CONCEPT B

## URBAN PARK SYSTEM DOWNTOWN TULSA

BRADY VILLAGE INFILL NEIGHBORHOOD DETAILED IMPLEMENTATION PLAN



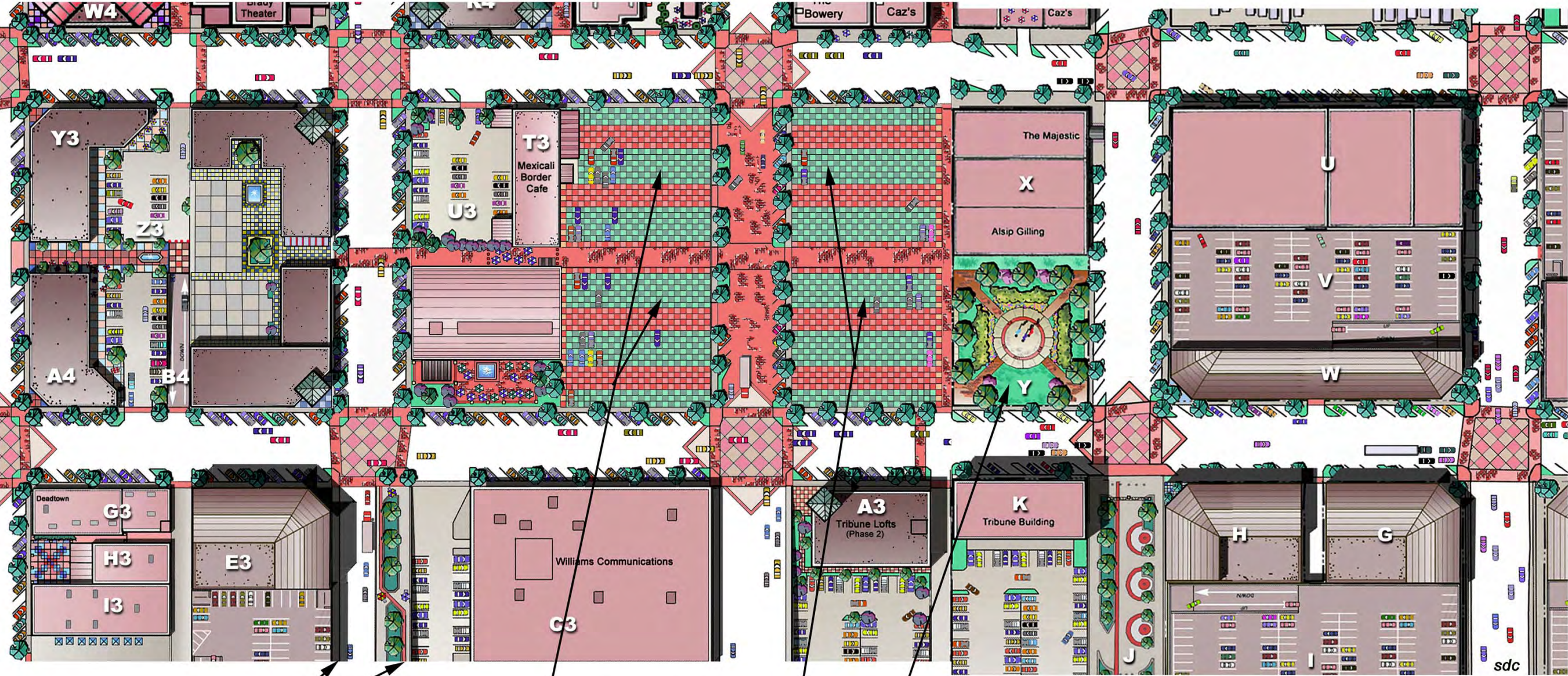
SOURCE: Planning and Economic Development Division  
Urban Development Department  
City of Tulsa  
DATE: May 24, 2002



# ARCHER STREET PARK ELEMENTS - CONCEPT C

## URBAN PARK SYSTEM DOWNTOWN TULSA

BRADY VILLAGE INFILL NEIGHBORHOOD DETAILED IMPLEMENTATION PLAN



Renovated Boulder Avenue Bridge  
(Vehicle and Pedestrian Enhancements)

Brady Village "Courtyards and Parking Plazas"  
(Festival and Events Venue; multiple use courtyards; Main Street closed to vehicles during major events)

"Plaza Park"

Boston Avenue Pedestrian Bridge

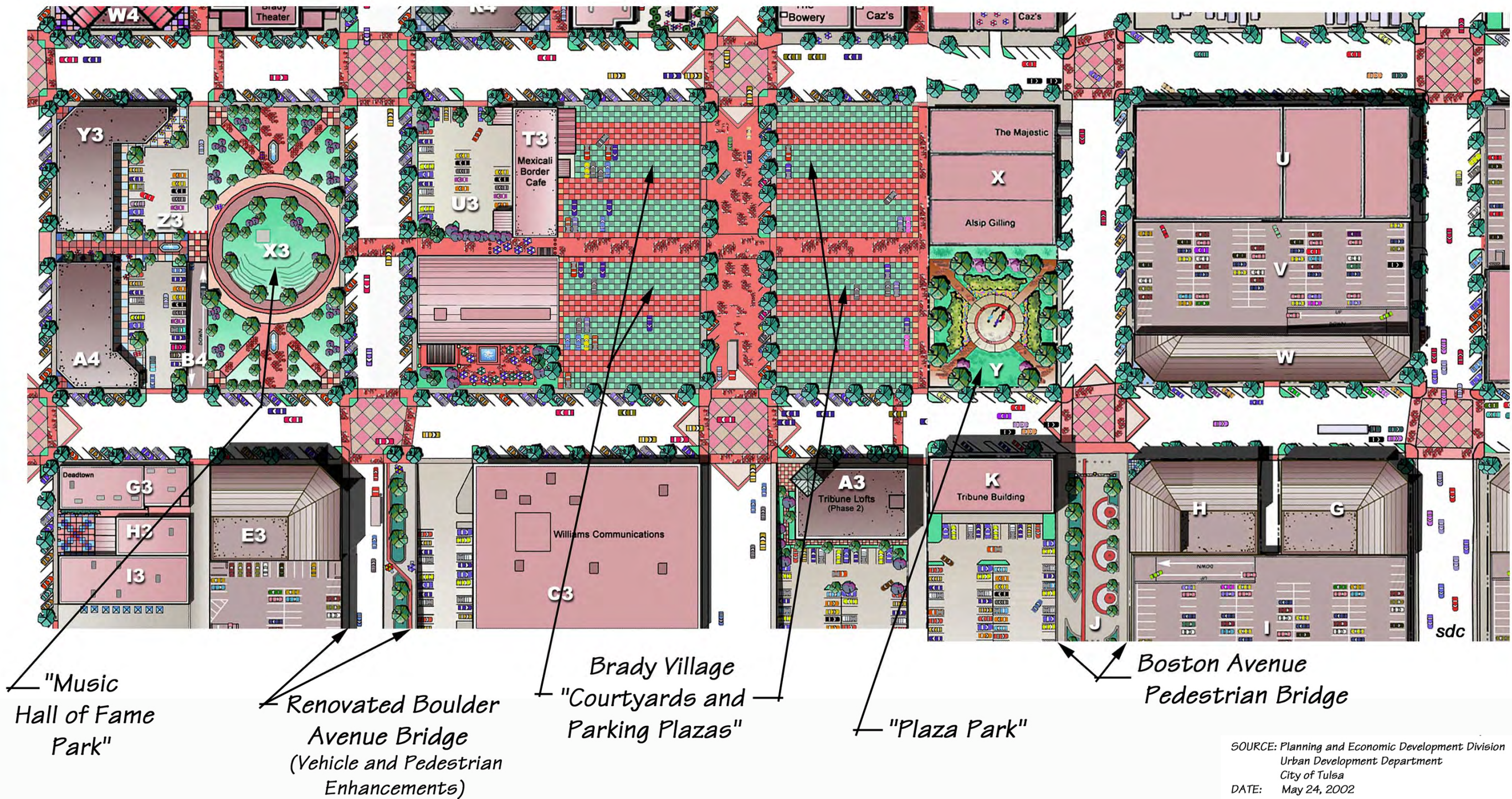
SOURCE: Planning and Economic Development Division  
Urban Development Department  
City of Tulsa  
DATE: June 19, 2002



# ARCHER STREET PARK ELEMENTS - CONCEPT D

## URBAN PARK SYSTEM DOWNTOWN TULSA

BRADY VILLAGE INFILL NEIGHBORHOOD DETAILED IMPLEMENTATION PLAN





## APPENDIX H - EXAMPLES OF INFILL DEVELOPMENT INCENTIVES AND PROJECTS

Incentives are inducements often provided by City government to encourage development within older urban or infill areas such as Brady Village. The following are examples of infill development incentives suggested for Tulsa, incentives tools used in other U.S. cities, and infill projects which used some type of incentive to facilitate development or redevelopment.

### EXAMPLES OF SUGGESTED INFILL INCENTIVES FOR TULSA DERIVED FROM TULSA INFILL DEVELOPMENT TASK FORCE, BRADY VILLAGE TASK FORCE AND BRADY VILLAGE INFILL NEIGHBORHOOD DETAILED IMPLEMENTATION PLAN STUDY

- ✧ ***Develop faster permit processing and approvals.*** Assign an “Infill Development Facilitator” or ombudsman to areas designated as Special Districts in the Tulsa Comprehensive Plan. The Facilitator would serve as an initial point of contact for projects within Special Districts and/or infill areas, and assist in processing reviews, permitting and approvals of infill projects in these areas. The Facilitator would be responsible for bringing together special development and building permit review teams whose work would insure an enhanced process in terms of the time required for review and approval and decision making on important issues. Permit reviews, inspections and other development decisions should be made a priority within these special areas and be guaranteed faster response times than normal. The enhanced process could include such processes as: building permit, building inspection, construction inspection, certificate of occupancy, zoning, platting, Board of Adjustment, privately funded public improvements (pfpi), right-of-way access and other regulatory matters affecting development and construction. The Facilitators role would be to insure “speedy and priority treatment” and facilitate communication and understanding of project plans, elements and potential impacts on the surrounding area.
- ✧ ***Develop and adopt changes to a Existing Building Codes for the City of Tulsa.*** These building codes should allow and facilitate the development and redevelopment of the building stock in older parts of Tulsa and encourage within these urban areas the mixed use of buildings, including the use of second and third floors as commercial, office or residential space. The City of Tulsa adopted a new existing building code in 2001. The purpose is to make the repair, remodeling, reconstruction and adaptive reuse of existing buildings within Brady Village and other areas of the City easier and more predictable for the development, construction, architectural and design community. The new existing building code will in effect help facilitate the conversion of existing buildings to mixed use, including commercial, office and/or residential space.

- ✕ ***Expand the City's Fire Suppression Grant Program into areas similar to Brady Village.*** Presently the City offers a fire suppression grant program to property owners within the three existing tax increment districts who wish to install fire suppression systems in their new or refurbished buildings. The grant pays half the costs, or up to \$8,000, for the installation of fire suppression vaults, the assembly within the vault, the water tap at the main and other components which are necessary to provide appropriate water service for the fire suppression system. The piping on the customer's side of the vault is not included. This program should be expanded to include areas that are designated as Special Districts within the Comprehensive Plan for the Tulsa Metropolitan Area or within special Infill Areas.
  
- ✕ ***Develop a reduced fee schedule for City regulatory permits and processes applicable within Special Districts and infill areas such as Brady Village.*** Develop a reduced fee schedule for development, building, construction and other permits, zoning and board of adjustment applications and other City regulatory processes that is lower in Special Districts and/or Infill Areas than is applicable in other parts of the City. The lower fee schedules, coupled with enhanced review and approval processes, provide an economic incentive to developers and builders for constructing projects within the Special Districts and Infill Areas of the City.
  
- ✕ ***Concentrate available City financial resources to fund public improvements within the Brady Village area.*** Needed public infrastructure projects such as street improvements, storm water drainage, replacement water lines and other capital improvements should continue to be proposed for funding in upcoming 3<sup>rd</sup> penny sales tax extensions, bond issues, and the City's Capital Improvement Program (CIP). The infrastructure needs within Special Districts or in special infill study areas should be given top priority in the City's CIP and in future proposed public funding packages. Public funds and improvement efforts should be focused on these important urban areas to provide highly visible improvements and development to serve as catalysts for additional redevelopment efforts in core urban areas.
  
- ✕ ***Utilize available economic development tools within the Brady Village, Special Districts and other Infill Areas.*** Use where appropriate available economic development tools to foster redevelopment in these special areas. These tools include: tax increment financing, tax incentive districts (already in use in Brady Village), improvement districts, special economic development funds (such as the 1985 Sales Tax Economic Development Fund), community development block grant, historic tax credits and other techniques. Their purpose is to assist in funding public and private improvements within the Brady Village area. Utilize these economic development tools in determining how to address identified needs within the Brady Village neighborhood or in structuring innovative public/private partnerships in conjunction with private redevelopment efforts within the Brady Village special infill area. These economic development tools may assist in making a private redevelopment effort become financially feasible where without these tools the proposed project would remain financially infeasible. The tools may also assist in funding needed public improvements

within the area (public parking, streetscaping, buffers, entries, and public art) when other public funding sources are not readily available.

- ✕ ***Utilize the resources and abilities of City Authorities/Commissions to help achieve the Brady Village vision and goals.*** Utilize the resources and abilities of the various City Authorities/Commissions in accomplishing various projects within the Brady Village area. An example might include involving the Tulsa Parking Authority in planning, designing, financing, and constructing public parking facilities within the Brady Village business areas if determined necessary and appropriate. Another example might involve the Tulsa Preservation Commission in neighborhood issues involving preservation or the use of historic tax credits. Perhaps another example might be the task of the Tulsa Development Authority acquiring specific blighted sites for infill development or redevelopment. City authorities and commissions determine that addressing the special needs of older urban areas of Tulsa is a major priority. Special assistance will be given to assisting development and redevelopment efforts to modern standards while preserving, maintaining and enhancing the unique characteristics that make such areas special and attractive.

## EXAMPLES OF INFILL DEVELOPMENT INCENTIVES IN U.S. CITIES

The following are examples of infill development incentives that have been discussed and/or have been tried in cities in the United States. Each represents an expressed desire or an actual attempt to encourage and facilitate quality development in older parts of these cities. Such techniques might be suitable for consideration in our community, or these techniques may stimulate other practical, innovative ideas. The examples are as follows:

- ❑ **GENERAL REFERENCE TO INCENTIVES - Greene County Hopes to Lead the Way in Conservation Development** - Greene County, Maryland offers *incentives* to developers that build cluster housing on smaller lots while providing in some instances conservation easements designed to improve views of local residents and leaving tracts of land undeveloped for open space. (Source: ULI web site, 06/01/2001).
- ❑ **PROPERTY TAX INCENTIVES, FASTER PERMIT APPROVALS AND PRIVATE-PUBLIC PARTNERSHIPS - Towns Using Law to Ease Redevelopment** - A number of South New Jersey towns are taking advantage of a 1992 Local Redevelopment and Housing Act to encourage more redevelopment and private investment activity by offering *property tax incentives, faster permit approvals, and public-private partnerships*. (Source: ULI web site, 06/01/2001).
- ❑ **FINANCIAL INCENTIVE - Rebuilding East Bradenton; Federal Redevelopment Plan Should Spur City** - A *federal grant* is being used to raise and rebuild a federally subsidized apartment building in a blighted area of Bradenton, Florida. Local officials are hoping to create a special taxing district in the area to generate additional new revenue the city could offer as *incentives for developers and homeowners* interested in rebuilding in the area. (Source: ULI web site, 06/01/2001).
- ❑ **HOUSING BONUSES, TRANSFERABLE DEVELOPMENT RIGHTS AND FEE WAIVERS - The Changing Landscape of a Growing Eastside City** - The City of Redmond, Washington is encouraging more residential development in its downtown area. Trammell Crow Co. and Intracorp Real Estate LLC are preparing mixed-use projects to capitalize on recent job growth. The city is establishing housing initiatives and providing incentives for developers. *Incentives may include housing bonuses, expansion of transferable development rights, and certain (impact) fee waivers*. Some neighborhoods have also been *rezoned to accommodate residential development*. (Source: ULI web site, 06/01/2001).
- ❑ **PERMIT CLUSTERING OF HOMES - Density, Traffic, Open Space Lead “Smart Growth” Issues** - The U.S. Department of Agriculture has found that stopping suburban growth is not seen as possible. Strategies are being proposed to mitigate problems and foster solutions. Lobbying efforts for smart growth have centered on housing density, improved transportation and preservation of open space. One strategy being suggested includes *clustering homes in a more compact segment of*



*land and preserving the balance as open space.* The higher densities make stores and transit stops more likely. Residents and public officials often fear more congestion, reduced property values, and ushering in of low-income residents. (Source: ULI web site, 06/01/2001).

- ❑ **GENERAL REFERENCE TO INCENTIVES - Helping Cities Grow Smartly** - Continued sprawl is in part due to a strong economy. Smart growth debate centers on reducing air pollution and traffic congestion, protecting open space, and preserving quality of life in fast-growing metropolitan areas. Must also find an approach that does not trample on the rights of property owners. Portland, Oregon is a model of growth control that has also seen its efforts boost the cost of homes. Realtors have taken the stance to not completely stop growth nor to disallow growth restrictions but rather to *offer incentives for developers that keep community concerns in mind when planning and building new projects.* (Source: ULI web site, 06/01/2001).
- ❑ **GOVERNMENT GRANTS, TAX RELIEF AND REDUCED PARKING REQUIREMENTS - Lawmakers Form Smart Growth Caucus to Try to Limit Urban Sprawl** - California state legislation has been proposed that would require (among other measures) the state to offer *government grants, tax relief and other incentives to convert old commercial buildings into new housing; special tax credit for people donating land to be used as open space; and require local governments to permit denser development projects with less parking if located closer (e.g. - 1/8<sup>th</sup> mile) of transit facilities.* (Source: ULI web site, 06/01/2001).
- ❑ **TAX BREAKS AND REGULATORY RELIEF - U.S. House Backs Incentives** - *Tax breaks and other incentives* will be offered for 10 years to encourage investments and new housing projects in neighborhoods designated as 40 renewal zones. Developers and /or businesses may take advantage of *regulatory relief, environmental assistance, home ownership incentives, and tax breaks* in these areas. (Source: ULI web site, 06/01/2001).
- ❑ **FINANCIAL INCENTIVES - Austin Gives Breaks to Protect Its Hills** - Austin is to offer the Vignette Corp. nearly \$25 million in incentives to draw the company deeper into town. (Source: ULI web site, 06/01/2001).
- ❑ **TAX INCENTIVES - Searching for Space, Cities Go Vertical** - The world's tallest skyscraper has been proposed on 65 acres on once polluted downtown property. The City of Dallas offers tax incentives for homeowners to migrate downtown *and financing to companies* to come in and revamp older properties, and has set aside public areas for beautification. (Source: ULI web site, 06/01/2001).

- ❑ **SPECIAL REGULATIONS - Brookside Neighborhood, Kansas City, Missouri** - Kansas City Council voted to approval of two ordinances that are intended to protect the Brookside neighborhood from large-scale, suburban style chain store development, and to protect and maintain small-scale, neighborhood serving businesses and pedestrian nature. One ordinance creates the Brookside Business District as a special zoning district with its own rules and requirements. The district encompasses a mix of residential, office and commercial uses. The second ordinance restricts retail uses to an area of 10,000 square feet except for grocery stores which may be 25,000 square feet. Auto-dependent businesses serving a larger geographical area are specified as inappropriate for the district. (Source: “New Rules: Retail: Size Caps: Brookside”, News & Bulletins; uli@newrules.org, May 2001).
- ❑ **TAX RELIEF, DENSITY BONUSES, REGULATORY RELIEF AND INFRASTRUCTURE IMPROVEMENTS - Truly Smart Growth** ■ ULI chairman says that for American cities to enjoy lasting smart growth success, “affordable housing” must be included along with terms such as “pedestrian-oriented”, “mixed use”, and “transportation options”. Do not “out price” existing residents. ULI defines smart growth as “environmentally sensitive, economically sound development that supports community livability and permanence”. Others stated *that smart growth includes incentives to promote investment, lowering regulatory barriers, and using public funds to improve infrastructure*. It is important that as area gentrification occurs that *existing housing residents and local small business owners are not driven out*. Create a “sense of community”. Link all aspects of neighborhood and community so that they all have a fair share of the benefits. Retaining existing residents of a neighborhood can provide for an integrated social network, purchasing power to sustain retail development, and a concentrated work force. *Incentives* that help spur development include: *affordable housing, local tax relief, density increases for affordable housing, and inclusive zoning law* that allows for a wide range of uses. (Source: ULI web site, 06/01/2001).
- ❑ **FINANCIAL INCENTIVES AND TAX INCENTIVES - Pittsburgh Cultural District, Pittsburgh, PA** - The Pittsburgh Cultural Trust is a nonprofit trust created by the combined leadership of civic, corporate and municipal efforts. The Trust began renovating, supported by local philanthropists, several old theaters. Over 50 buildings were declared landmarks and a facade improvement program was started. This program provided *low-cost loans and tax credits to building owners for improvements*. The Trust and the city commissioned a comprehensive master plan for the District. In the past 10 years plan goals that have been met include additional performance spaces, galleries, a new river front park, public art projects, and new shops and restaurants. District projects to-date have generated \$65 million in public investment, \$112 million in philanthropic support, and \$650 million in private investment. (Source: “Reinvigorating Cities: Smart Growth and Choices for Change”, April 19, 2000, National Building Museum).

- ❑ **TAX CREDITS, REGULATORY RELIEF AND TAX INCENTIVES - Lower Downtown (LoDo), Denver, Colorado** ■  
 Denver's warehouse center in the late 19<sup>th</sup> and 20<sup>th</sup> century is the heart of a trendy, walkable neighborhood of loft apartments, galleries, and restaurants. Many LoDo buildings which were intended to be saved were actually torn down in the 1970s after property was rezoned from industrial to mixed use. Rezoning was intended to encourage reinvestment. Renewed efforts for change and cooperation across interests led to the rebirth of LoDo in the 1980s and 1990s. The 1986 Downtown Plan, the 1987 Urban Design Plan for Lower Downtown, and the 1991 Lower Downtown Streetscape Design Guidelines clarified a vision for the area as a walkable, mixed-use residential neighborhood. Additional changes to the zoning code and the creation of the Lower Downtown Historic District in 1988 enforced the vision. Building façade improvements and building code upgrades were supported by a *loan program* funded by the city, local businesses, preservation organizations, and the National Trust for Historic Preservation. *State and federal tax credits* also encouraged conversion of historic properties into lofts.
- ❑ **TAX ABATEMENT - Proposal Could Firm Schedule for Abatements** - Cleveland mayor has proposed legislation that would grant a 15 year, 75 *percent property tax abatement* on construction of all apartment buildings in downtown Cleveland. (Source: ULI web site, 06/01/2001).
- ❑ **REGULATORY RELIEF - Award-Winning Zoning Program Trades Building Height for Amenities, Housing** - Portland, Oregon *adopts zoning* that lets developers construct taller office buildings if project adds certain amenities or includes housing projects near public transportation. Adopted for a specific area of Portland. (Source: "Community Development Digest", January 6, 2001).
- ❑ **SPEEDIER PERMITTING, TAX INCENTIVES AND LAND SUBSIDIES - Smart Growth Model Based on Market Demand** -  
 A smart growth model developed by Common Wealth Partners is based on 20 years of research on sprawl and its solutions. There are some barriers to smart growth (including infill development) in urban areas--such as legislation and a lack of incentives for developers. To solve this, it is recommended that local governments must provide incentives such as *land subsidies, speedier permit approvals, and tax rebates*. (Source: ULI web site, 06/01/2001).
- ❑ **GENERAL REFERENCE TO INCENTIVES AND PUBLIC-PRIVATE PARTNERSHIPS - Sustaining Local Communities** -  
 The National Association of Homebuilders (NAHB) and the National Association of Counties (NACo) have agreed to work together to create sustainable local communities throughout the country. Both groups say they have embraced "smart growth" models and are looking to educate and inform their members, legislators, and the public about the importance of reforms that encourage productive land use and comprehensive planning. Each also agrees that creating a strong public-private partnership at the local level will best address sprawl-related problems like traffic congestion, crowded schools, and

the loss of open space. *"NACo and NAHB strongly believe affordable housing and smart growth issues require immediate action with locally derived solutions,"* said NACo President Jane Hague. "We will be working together to assure that quality housing for all Americans is an integral component of community planning." (Source: ULI web site, 06/01/2001).



EXAMPLES OF INFILL DEVELOPMENT INCENTIVES IN U.S. CITIES											
COMMUNITY, AGENCY OR ORGANIZATION NAME	STRATEGY OR TECHNIQUE SUGGESTED &/OR USED										
	Non-specific Incentives	Tax Incentives or Abatements	Faster Permit Approvals	Public-Private Partnership	Special Tax District	Housing or Density Bonuses	Transfer-able Development Rights	Fee Waivers	Regulatory Relief/ Special Regulations/ Inclusive Zoning	Home-ownership Incentives	Financial Incentives (Grants &/or Loans)
<b>Austin, Texas</b>											
<b>Bradenton, Florida</b>											
<b>Cleveland, Ohio</b>											
<b>Dallas, Texas</b>											
<b>Denver, Colorado</b>											
<b>Green County, Maryland</b>											
<b>Kansas City, Missouri</b>											
<b>Pittsburgh, Pennsylvania</b>											
<b>Portland, Oregon</b>											
<b>Redmond, Washington</b>											
<b>South New Jersey towns</b>											
<b>U.S. Department of Agriculture</b>											
<b>U.S. House of Representatives</b>											
<b>State of California</b>											

EXAMPLES OF INFILL DEVELOPMENT INCENTIVES IN U.S. CITIES											
COMMUNITY, AGENCY OR ORGANIZATION NAME	STRATEGY OR TECHNIQUE SUGGESTED &/OR USED										
	Non-specific Incentives	Tax Incentives or Abatements	Faster Permit Approvals	Public-Private Partnership	Special Tax District	Housing or Density Bonuses	Transfer-able Development Rights	Fee Waivers	Regulatory Relief/ Special Regulations/ Inclusive Zoning	Home-ownership Incentives	Financial Incentives (Grants &/or Loans)
<b>Legislature</b>											
<b>Common Wealth Partners</b>											
<b>National Association of Homebuilders</b>											
<b>Urban Land Institute</b>											

### EXAMPLES OF INFILL/SMART GROWTH DEVELOPMENT PROJECTS IN U.S. CITIES

The following are examples of infill development or smart growth projects that have been reported in various locals throughout the United States.

- ❑ **Neal & Loia Loft-Style Multifamily Project, Atlanta Georgia:** A new, ground-up loft-style project built in the style of a reused factory structure. Market was determined as under-fed and the key ingredients identified of what consumers like about loft living. These elements included high ceilings, exposed utilities, an open floor plan, numerous windows, and lots of light. (Source: ULI web site, 06/01/2001).
- ❑ **Seventh and Collins Parking Garage, Miami Beach, Florida :** A public/private mixed use development featuring unique architectural details, a six-level garage, and street-level retail space has been built in the historic “art deco” South Beach neighborhood of Miami Beach. Project features high-end, street-level retail space, design incorporating native vegetation, preservation of historic facades, and a public/private partnership. (Source: ULI web site, 06/01/2001).
- ❑ **Bass Lofts, Atlanta Georgia ■** A 1920s-era high school and gymnasium was converted to 103 loft apartments and the development of 30 new units. Many of the school’s original features were retained in order to *obtain state historic preservation tax credits* and to offer unconventional living spaces to young, affluent professionals. Project features historic preservation tax credits, high-tech features. Gated parking, security elements, and new and historic units. (Source: ULI web

site, 06/01/2001).

- ❑ **The Cotton Mill, New Orleans, Louisiana** - Rehabilitation and conversion of a historic 323,000 s.f. cotton mill into 287 apartment and condominium units. 25,000 s.f. interior courtyard was preserved at the interior of 6 large multi-story structures that ringed a city block. Project features include historic preservation, adaptive reuse of key design elements and materials, on-site artwork, and redevelopment. (Source: ULI web site, 06/01/2001).
- ❑ **Peninsula Regent, San Mateo, California** - A 207-unit luxury high-rise continuing care retirement community was built on a two-acre site at the edge of downtown San Mateo. Project design included luxury environment and services of a first-class hotel while offering a comprehensive health care program that includes a wellness program, drop-in clinic, and services of an on-site medical director. Project features include one or two bedroom, customized residential units, on-site assisted living wing, landscaped recreational areas, gated and fenced facility, and equity preservation. (Source: ULI web site, 06/01/2001).
- ❑ **DePaul Center, Chicago, Illinois** - A historic department store in downtown Chicago was rehabilitated and converted to multiple use facility including: retail, office, and educational complex. Development considerations include its institutional-municipal partnership, rehabilitated urban landmark, and a innovative financial endeavor. Project features include: adaptive use and restoration of historic building, "correction" of architectural inconsistencies of original building, provision of two public spaces, innovative financial arrangement and "land-banking" space for expansion, consolidating vicinity as an urban campus.
- ❑ **60-Unit Detroit Housing Project** - New 60-unit infill housing project in Detroit. Homes built in groups of 11. Lease-to-own program for low to moderate income families. Federal tax credit program assisted project.
- ❑ **Victoria Townhomes, Seattle, Washington** - A turn-of-the-century apartment building was slated for rehabilitation and conversion to condominiums. Additional parking spaces (60) were constructed in a two-level partially underground structure. 10 new ground-related townhomes were constructed. Designed with input from neighborhood. Variances from zoning granted in setbacks, density, landscaping and bulk area requirements. New design review process initiated.
- ❑ **Portners Landing, Alexandria, Virginia** - Redevelopment of an old Civil War -era brewery into 20 townhome condominium units with underground parking and 38 apartment flats within a new 4-story condominium building adjacent the brewery with parking under the building. Twenty 20'-wide 4-story townhomes are built on the remainder of the site in a style reminiscent of the area's architectural legacy. Uses existing urban patterns, textures and details.
- ❑ **The Grand Treviso Apartments, Los Colinas, Texas** - A new mixed use project includes a 5-story parking structure with a pool complex and garden terrace on the roof of the parking structure. A 17-story, 247 unit structure will incorporate 12 residential floors above the garage. The parking structure is wrapped by a 4-story mid-rise structure which has parking on the same level. Individual utilities metering, washer and dryer connections, concierge service, fitness center and a clothes care facility are available onsite. The project has commercial bank financing.



EXAMPLES OF INFILL/SMART GROWTH DEVELOPMENT PROJECTS IN U.S. CITIES																			
PROJECT NAME & LOCATION	High Ceilings	Exposed Utilities	Open Floor Plan	Numerous Windows	Lots of Light	Street-Level Retail Space	Vegetation-Landscaping	Preserve Architectural-Historic Features	Public-Private Partnership	Tax Credits	Modern &/or High Tech Features	Structures &/or Gated Parking	Security Elements	New Construction	Existing Structure Reuse-Construction	Onsite Artwork	Comprehensive Health Care Program & Facilities	Assisted Living Wing	Equity Preservation
Neal & Loia Multi-Family Residential - Factory Style; Atlanta GA																			
Seventh & Collins Parking Garage; Miami Beach, FL																			
Bass Lofts (Residential); Atlanta GA																			
60-Unit Detroit Housing; Detroit, MI																			
Victoria Townhomes (Residential); Seattle, WA																			
Portners Landing (Res.); Alexandria, VA																			
The Grand Treviso Apartments; Los Colinas, TX																			
The Cotton Mill (Residential); New Orleans, LA																			
Peninsula Regent (Residential); San Mateo, CA																			

SOURCE: Planning and Economic Development Division, Urban Development Department, City of Tulsa, June 21, 2001.

## APPENDIX I - EXAMPLES OF STREET FURNITURE AND LANDSCAPING

EXHIBIT I-1 - Street furniture including pedestrian-scale street lamps, newspaper stands, and crossing signals.



EXHIBIT I-2 - Street furniture and landscaping, including benches, street lamps, trash receptacles, landscaping and typical tree planting.







EXHIBIT I-3 - Pedestrian scale landscaping and brick planters and terraces, located at 17<sup>th</sup> Street and Quincy Avenue, St. John's Medical Center.



EXHIBIT I-4 - Pedestrian scale landscaping adjacent sidewalk and parking lot, located at 17<sup>th</sup> Street and Quincy Avenue, St. John's Medical Center.



## APPENDIX J - EXAMPLES OF ■BUMP-OUTS, CURB EXTENSIONS AND/OR CROSSWALKS

EXHIBIT J-1 - ■Bump-outs• at crosswalk, Utica Square, Tulsa, Oklahoma.



EXHIBIT J-3 - Mid-block ■bump-out• and



EXHIBIT J-2 - ■Bump-out•, textured pedestrian crosswalk and streetscape elements, Scottsdale, AZ



curb extension in Utica Square, Tulsa, Oklahoma.



EXHIBIT J-4 - Landscape with seasonal color at ■bump out• and crosswalk, Utica Square, Oklahoma.



EXHIBIT J-5 - Mid-block ■bump out• and crosswalk with landscaping, Utica Square, Tulsa, Oklahoma.



EXHIBIT J-6 - Third and Main Streets Tulsa, Oklahoma.



EXHIBIT J-7 - Third and Main Streets, Tulsa, Oklahoma.





## APPENDIX K - ACKNOWLEDGMENTS

**All property owners are considered members of the Brady Village Infill Neighborhood Task Force and T.I.F. District No. 1. All property owners listed in the Tulsa County Courthouse records were notified of Brady Village Task Force and T.I.F. No. 1 meetings Notification was made via property owner addresses provided in the Tulsa County Assessors Land Files Records. In addition, business tenants were surveyed and those expressing in interest receiving notification of meetings were notified. Additionally, notification of meetings and Brady Village Infill Task Force activities was provided to other expressing interest in Brady Village Infill Task Force efforts, including District 4 City Councilors, the Mayors Office, Oklahoma State University – Tulsa Campus, and appropriate municipal staff. Notice was provided via postal mail, email notice and posting of meeting date, time, location and agenda items at the offices of the Tulsa Urban Development Department 111 S. Greenwood Avenue, Tulsa Oklahoma, 74120.**

**Brady Village Infill Neighborhood Task Force and T.I.F. District No. 1 Members, Brady Village Owners’ Association Members, Area Property Owners and/or Representatives and Contacts, Interested Parties and Other Participants are set forth below:**

307 Brady LLC	Beebe, Gary Dale	Cameron, David; Brady Village Owners’ Association Legal Counsel
Affordable Bail Bonds	Born Engineering Co.	Childers, Steve; Downtown Tulsa Unlimited
Baker, Tom, Tulsa City Council District 4	Brady Theater Corporation	Chromium Plating Co.
Bank of Oklahoma Corp	Bretanus, John	Clement, Tim
Bauer, Doug; Bauer Real Estate	Briggs, Larry D. & Terry L.	Conner, Don; Mexicali Border Cafe
Beard, David Earl & Onit	Building on Brady LLC	CRO, Herb Goodman; Spaghetti Warehouse

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Crossland, Cheral, Office of the Tulsa City Council	Goldman, Steve	King, L. A. Corp.,
Davis, Leon & Elliott	Helm, Jay; American Residential Group	Lausen, Fred W. Trustee
Dreyfus Realty Co.	Hess, James D., ED.D., Vice President, O.S.U.	Lemley, Mike
Evans, Lee James	Horner, Eric D.; Texas Tamales	Letson, Richard; Curly's
Fleenor, Richard G.	Howard, Sean	Lombardi, Tony; Tulsa Development Authority Representative
Ganzert, David; John 3:16 Missions	INTERAK Corporation	Martin, John, Manufacturer Inc.
Ganzkow, Steve; American Residential Group	Jacobs, Jack R.	Mayo, Peter O., Brady Theater
Garcia, Bradley R.; Gypsy Coffee House	Jalex Industries Inc.	McCoy, Peggy
General Manufacturer Inc.	James, Sandy	Midget, Dwain, Office of the Mayor, City of Tulsa
Glass, Jim; North Elgin Teleport and PPG Building	Jones, W. Douglas; INTERAK Corporation and Tercero Corporation Representative	Miller, Brenda; Tulsa Development Authority Director
Goad, C.L. & Catherine M.	Kenby Oil Company	Murray, Lawrence P. &

BRADY VILLAGE INFILL NEIGHBORHOOD DETAILED IMPLEMENTATION PLAN

Myers, Chris	Saleen Properties	Sweatac Inc
Newblock, E. I.	Sanditen, Wilfred	Tabler, William Sr. & Jyme
Nixon, Harold E.	Scott, Danny & Nancy	Tercero Corp
North Elgin Teleport LLC	Shaeffer, Larry E.; Cain's Ballroom	Tidwell, Ben Jr. & Boyce L.
Norton, Jim; Executive Director; Downtown Tulsa Unlimited	Sharp, David P. & George S. & Patricia Ann	Tollison, Alice Naomi
Oliphant, Greg	Sharp, David P.	Watts, Gary, Former City Councilor District 4
Olsen, Jeff, OMNI Lighting	Sharp Brothers Investment, Inc.	Weese, Ron; Sand Springs Home Representative
Peterson, Douglas G. & Victoria D. Co Trustees	Sooner Hardwoods LLC	Wildwood Enterprises Inc
Douglas G. Peterson Tr. & Etal	Southern Foods Group LP	Wiles, Bill; Davis Brothers Corp. Representative
Ryan, Terry; Sand Springs Home Representative	Stewart, Frank; North Elgin Teleport	Wright, Jack
Sager, Michael; Sager Properties	Streetman, George; Meadowgold-Bordens	
	Sutter, Paul; Meadowgold-Bordens	



BRADY VILLAGE INFILL NEIGHBORHOOD DETAILED IMPLEMENTATION PLAN

**All property owners within the Brady Village Study Area and Brady Village T.I.F. District No. 1 area are considered non-voting members of the Brady Village Owners' Association (B.V.O.A.). Those Brady Village Property Owners that paid annual dues to the B.V.O.A. were considered voting members of the B.V.O.A.. The 2001 and 2002 members of the B.V.O.A. include:**

Glass, Jim; North Elgin Teleport LLC; President, B.V.O.A. 2002

Jones, W. Douglas; ; INTERAK Corporation and Tercero Corporation Representative; Past President, B.V.O.A. 2001

Wiles, Bill; Davis Brothers Companies

Ganzert, David; John 3:16 Mission

Streetman, George; Meadowgold-Bordens

Sharp, David; Property Owner

Miller, Brenda K., Director; Tulsa Development Authority

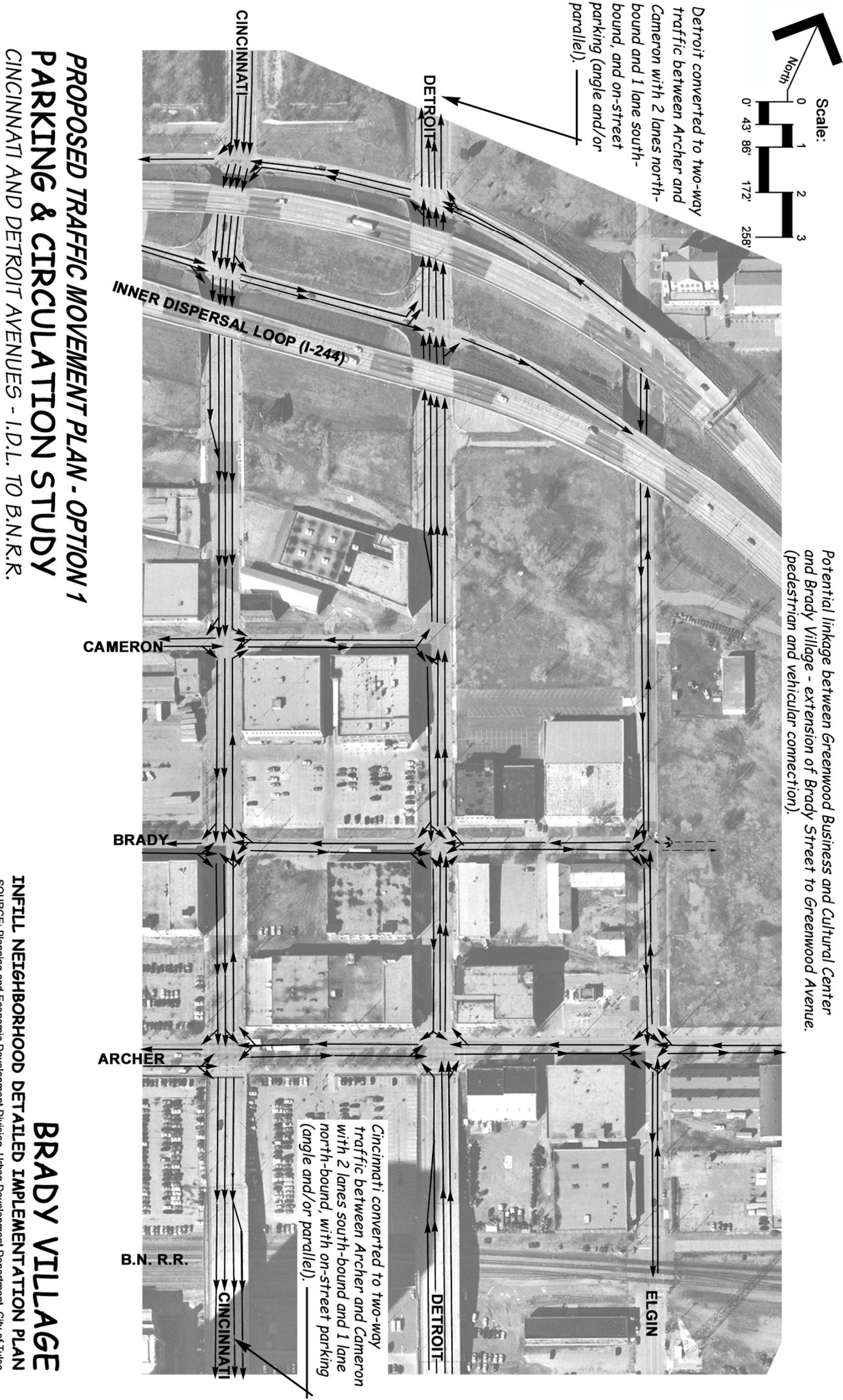
Weese, Ron; Sand Springs Home

Ganzkow, Steve; American Residential Group

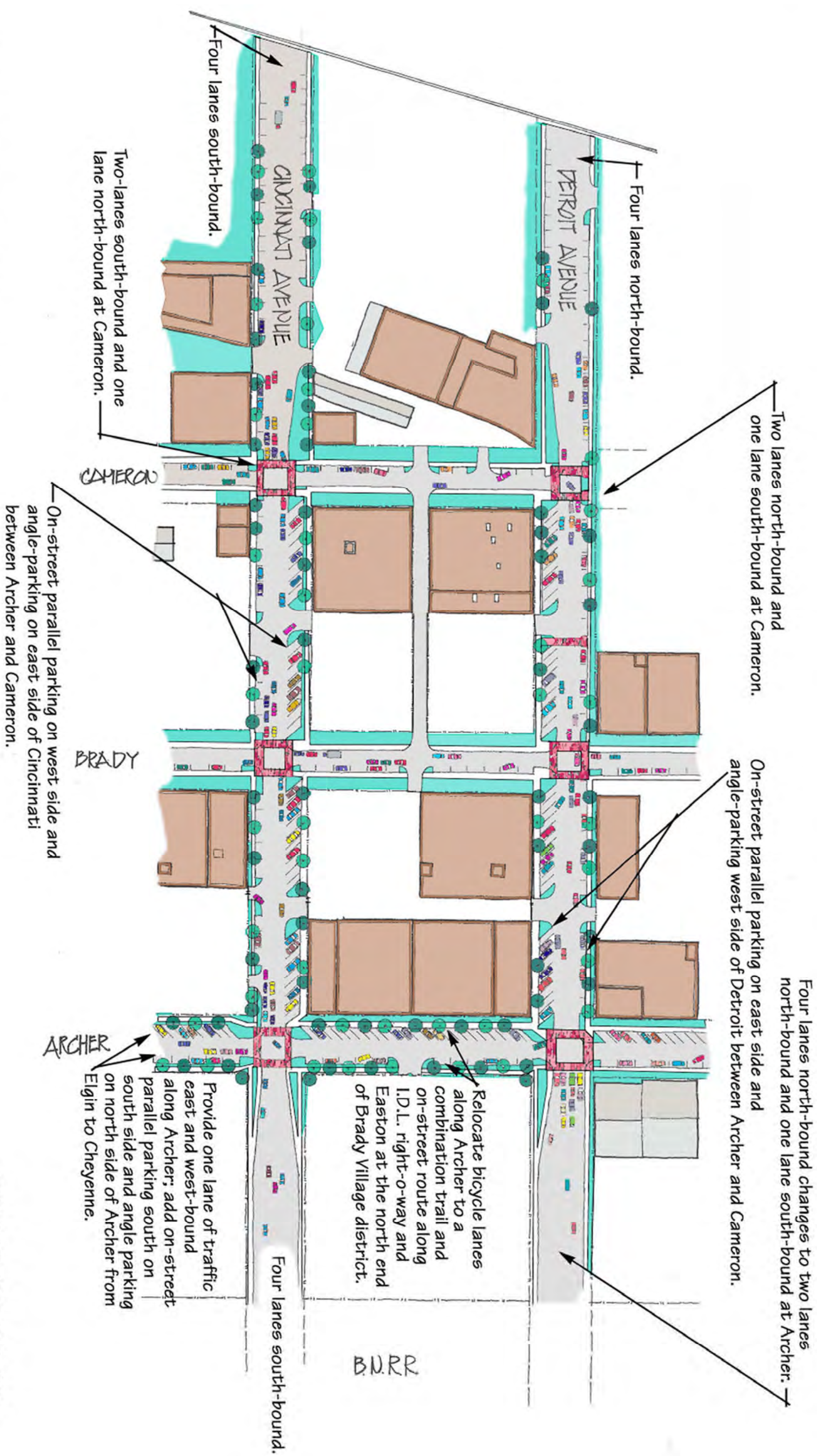
Norton, Jim; Executive Director (Non-voting member); Downtown Tulsa Unlimited

APPENDIX L

CIRCULATION STUDY OF CINCINNATI AND DETROIT AVENUES BETWEEN THE I.D.L. AND ARCHER STREETS, BRADY VILLAGE







**PARKING & CIRCULATION STUDY**  
 CINCINNATI AND DETROIT AVENUES - I.D.L. TO B.N.R.R.

**CONVERTING CINCINNATI AND DETROIT AVENUES FROM ONE-WAY TO TWO-WAY TRAFFIC FROM ARCHER TO CAMERON STREETS**

**BRADY VILLAGE**  
 INFILL NEIGHBORHOOD DETAILED IMPLEMENTATION PLAN  
 SOURCE: Planning and Economic Development Division, Urban Development Department, City of Tulsa

Scale: 0' 25' 50' 100' 150'

0 1 2 3

← north



APPENDIX M

EXAMPLES OF APPROPRIATE INFILL MIXED USE PARKING FACILITIES  
Reprinted with permission of Walker Parking Consultants.

FORT COLLINS CIVIC CENTER  
FORT COLLINS, COLORADO



**F**ort Collins, Colorado is a town of 110,000 in north central Colorado – home of the Colorado State University and county seat for Larimer County. It has a fairly compact downtown area undergoing significant growth. On the West Side of the downtown area several new governmental projects were planned, including a new Justice Center and City Office Building. In anticipation of the increased parking demand, and to further support the downtown retail parking demand, the city decided to construct a new 900 space parking structure on the southeast corner of Mason Street and LaPorte Avenue.

Fort Collins has a rich tradition of elegant masonry architecture. The client was concerned about the likely massiveness of a 900 space parking structure fitting comfortably into this context and desired a building which looked more like the charming downtown historical district rather than a bulky parking structure. The architect designed the façade that suggests a series of individual buildings constructed over time.

User amenities include 15,000 square feet of retail on the lower level, a dedicated pedestrian walkway on each level, a pedestrian connector bridge to the Open Galleria Building and the downtown business district, and an attractive “artist inspired” terrazzo system on the floor areas in front of the elevators.

*The City of Fort Collins received a 2001 International Parking Institute Honorable Mention for the Civic Center Garage.*



AUSTIN  
3910 South IH35, Suite 300  
Austin, TX 78704  
512.373.4088

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## OLD TOWN WICHITA GARAGE

WICHITA, KANSAS



**WALKER**  
PARKING CONSULTANTS



**F**acing a need for additional parking in downtown Wichita, the City selected the architectural firm of Law/Kingdon to design a new parking structure to just north of the Old Town Hotel. Walker Parking Consultants was selected to provide the functional design and parking consulting on the project. The structure provides parking for the public and hotel patrons.

Providing a design that was compatible with the surrounding warehouse buildings was a particular challenge. A predominantly brick façade with cut stone was selected for the project. Load bearing walls, arch window forms, and brick detailing were also used. Similar arch forms are found on some of the adjacent buildings. The repetition of projected steel balconies and ground level raised planters add to the architectural statement of the design. Custom shaped side beams were created to support the brick arch forms. The project both complements and enhances the architecture found in the old brick structures surrounding the site.

Walker's functional design provides three points of access and one point of egress for this four-level, 243-space garage.



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Austin, TX 78704  
512.373.4088

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# APPENDIX N EXHIBIT N-1

## EXISTING ROADWAY LIGHTING District Lighting Plan



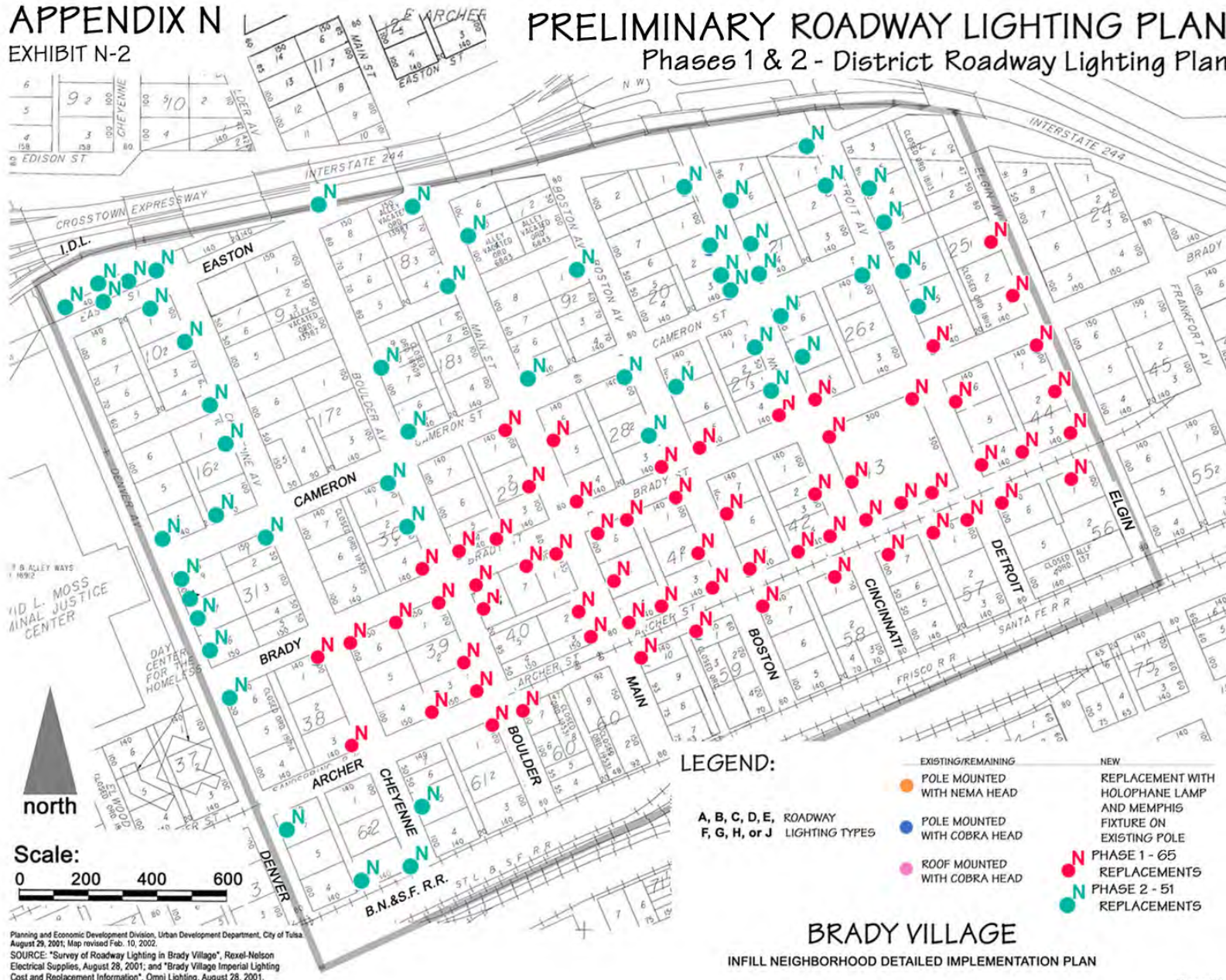


# APPENDIX N

## EXHIBIT N-2

# PRELIMINARY ROADWAY LIGHTING PLAN

## Phases 1 & 2 - District Roadway Lighting Plan



**CONTACT:**

Stephen D. Carr, A.I.C.P., Planner III  
Planning and Economic Development Division  
Urban Development Department  
City of Tulsa  
111 S. Greenwood Avenue, Suite 200  
Tulsa, Oklahoma 74120

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