



**Help plan  
Tulsa's future.**

**You decide.**



**Please provide  
your input!**



# “Which way, Tulsa?”

## What is a Comprehensive Plan?

A comprehensive plan guides growth and development. It helps decide where new jobs, homes and transportation investments will go.



PLANiTULSA  
OUR PLAN. OUR FUTURE.

## By 2030, The Greater Tulsa Area Expects to Grow by Another 164,000 Residents

Tulsa is creating a new comprehensive plan and your input is invaluable.

- Where should our new residents live?
- Where should they work?
- How will Tulsa attract and retain future generations?
- What kinds of transportation options will citizens need?

Based on feedback from recent public surveys, interviews and citywide workshops, **PLANiTULSA developed four “scenarios”** to represent **possible** futures. The next few

pages introduce each scenario for your review and comparison. **What do you like or dislike about each scenario? Do they address your concerns for the future?** Please record your opinions in the attached survey or complete it online, **www.planitulsa.org**. Survey results will be used to help develop the final comprehensive plan.

Now is the time to shape the city’s growth for the next couple of decades. **With your input, we can create a plan that best reflects Tulsans’ values and priorities.**

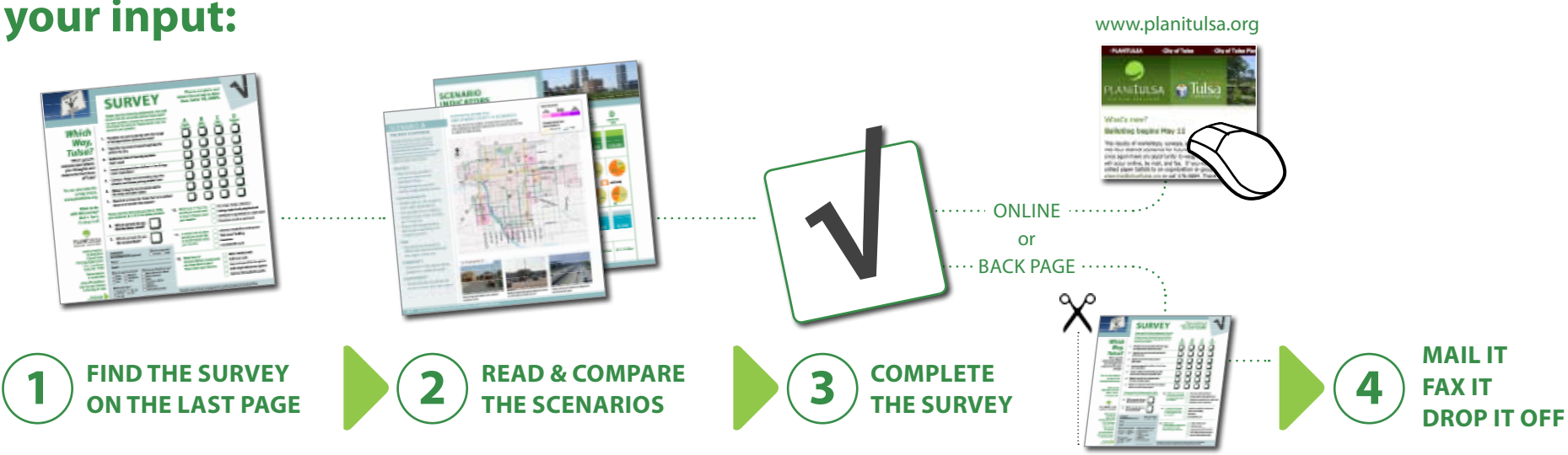
For the **past** 30 years:

- Surrounding suburbs have absorbed more growth than Tulsa
- The City of Tulsa now accounts for less than half (49%) of the area’s total population, a decrease of 13% since 1970.

**Should this trend be reversed?** Housing and employment diversity depend on a thriving city.

**PLANiTULSA** is a community-wide planning effort that is shaping how the city should grow during the next couple of decades. For more information, visit **www.planitulsa.org**.

## Please provide your input:





Participants share their vision for the future of Tulsa.

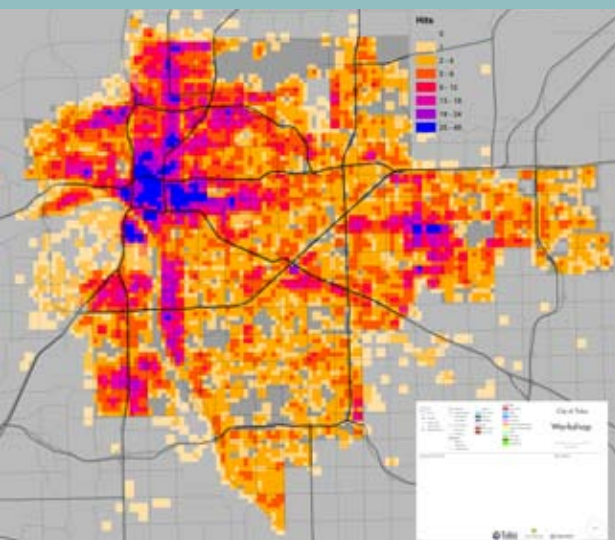


## Recent Public Involvement

- More than 1,500 participants
- 3 citywide workshops
- 7 small area workshops
- Participants produced 200 individual maps

## Here's What Tulsans Said:

- Create more jobs
- Increase downtown activity
- Concentrate new growth in the city's core
- Invest in transportation infrastructure for cars, transit, bikes and pedestrians
- Provide more options for all age groups



A citywide workshop at BOK Center



# A Vision for Tulsa...

Every Tulsa resident is invested in Tulsa's future.

**A vision for Tulsa depends on everyone participating, engaging and investing in the community.**

With your help, PLANiTULSA will create a city where future generations will thrive. **YOUR future** depends on it. Many Tulsans have already participated. Please share your Tulsa vision by completing the survey and attending future PLANiTULSA events.

## Different Stories for Tulsa's Future

Scenario planning helps evaluate the long-term effects of possible job and population growth, infrastructure investments, and land use policies. What may seem like a small change today can have a big impact in the future.

**PLANiTULSA designed four future growth scenarios to test a range of growth impacts.** Citywide and small area workshop inputs directly informed the development of the scenarios. Each scenario tells a different story for the future of Tulsa. The scenarios show how different land use and transportation patterns determine where people work, live, and play, and how they get around town. Each scenario leads to different lifestyles, opportunities, and community experiences.

**How well does each scenario match your vision of Tulsa's future?** Do you think any of the scenarios can lead the city in the right direction?

The map to the left shows a composite of citywide workshop inputs. Darker shades indicate areas where most people placed new housing and job growth.

Downtown Tulsa

Jordan MacDonald

Mayfest in Downtown Tulsa

READ & COMPARE  
THE SCENARIOS



COMPLETE  
THE SURVEY



# SCENARIO A

## TRENDS CONTINUE

*Scenario A follows trends of the past several decades and results in a large, sparsely populated city with little new investment in the downtown core. Community life is found mostly in suburban neighborhoods. The city loses most new people and jobs to the suburbs.*

## HOUSING

- New housing is built in suburban subdivisions outside of Tulsa
- Neighborhoods provide mostly single-family homes

## TRANSPORTATION

- People rely on cars to get to most daily destinations
- Few people live in walking distance from work, schools, and shopping
- Almost all transportation funds go to building and widening roads

## JOBS

- Most jobs are located in office and industrial parks at the edges of the city

## COMMUNITY

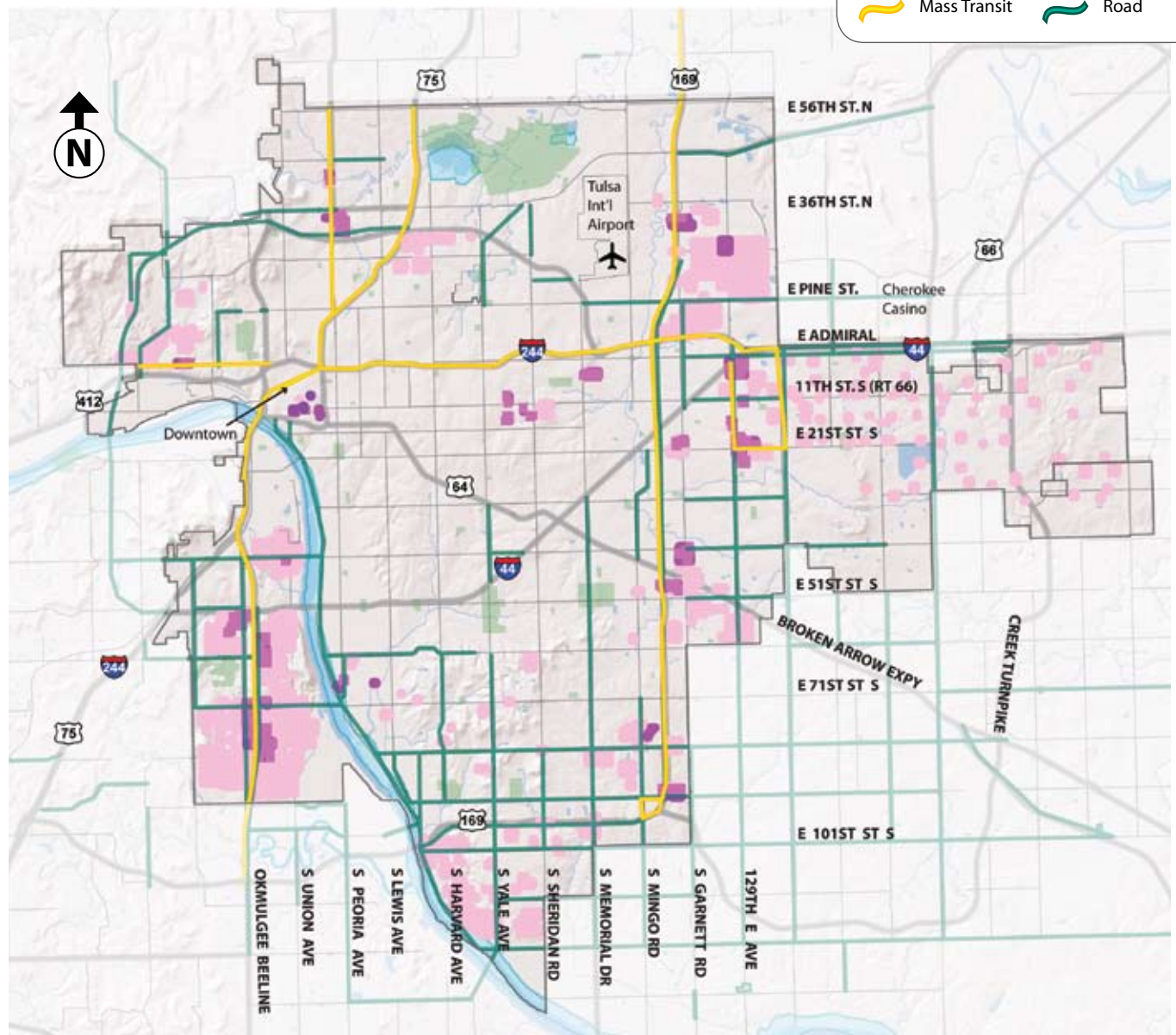
- Downtown Tulsa draws fewer people as a cultural center

## ENVIRONMENT

- People travel long distances to reach parks and open space

## NEW POPULATION AND EMPLOYMENT GROWTH IN SCENARIO A

The map shows the location of potential new population and employment growth represented in pink for low density to violet for high density.



### In Scenario A...



Most homes are built in new suburbs outside of Tulsa



Retail, commercial, and employment areas are primarily accessible by car



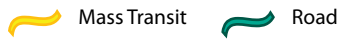
Home, work, and schools are dispersed and located far apart



## NEW GROWTH

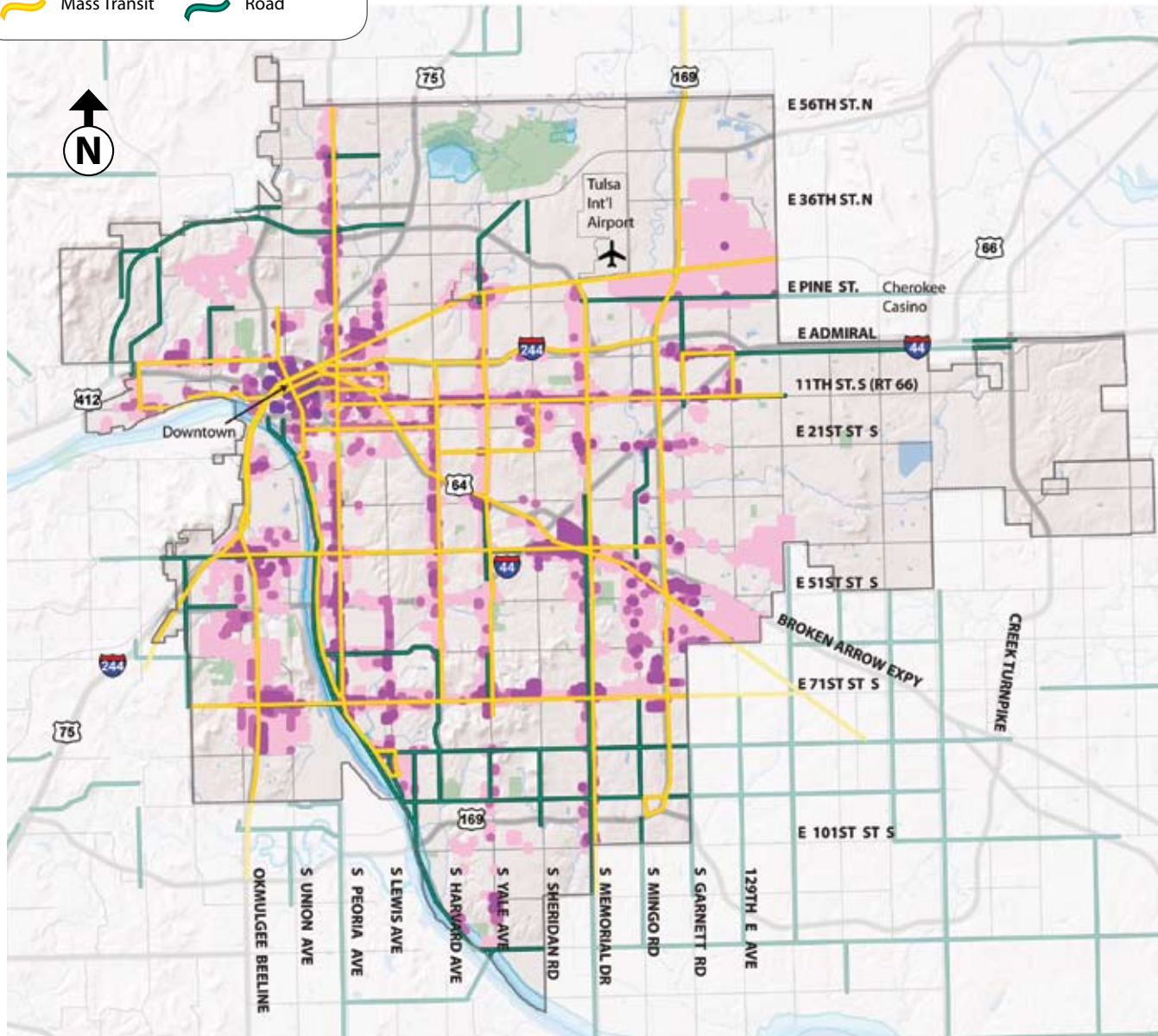


## TRANSPORTATION INVESTMENTS



## NEW POPULATION AND EMPLOYMENT GROWTH IN SCENARIO B

The map shows the location of potential new population and employment growth represented in pink for low density to violet for high density.



# SCENARIO B

## MAIN STREETS

*Scenario B counters recent trends by infusing existing communities and the current transportation network with new housing options and transit services. New employment opportunities and reinvestment occur along main streets. Tulsa captures some new development within the city and loses some to the suburbs.*

## HOUSING

- New and emerging neighborhoods connect with strong, existing neighborhoods
- Neighborhoods offer a variety of housing options

## TRANSPORTATION

- People commute mostly by car but reach some destinations by transit
- Buses, trains, and streetcars stitch neighborhoods and job centers together
- Most transportation funds go to roads, some go to transit

## JOBS

- Most new jobs are located along major transit corridors

## COMMUNITY

- Main Streets are the center of neighborhood activity
- People can walk and bike between neighborhoods

## ENVIRONMENT

- People easily walk to parks, plazas and open space

## In Scenario B...



Appropriate infill and reinvestment in older homes occur within existing neighborhoods



Retail and commercial areas become more accessible by transit



New development occurs along Main Streets and transit corridors



# SCENARIO C

## NEW CENTERS

*Scenario C supports growth in New Centers of community life as well as downtown. These places are hubs of housing and employment connected to each other and downtown by bus and train. People can live, work, go to school, and shop within their own parts of the city.*

## HOUSING

- Single-family homes comprise the majority of new housing
- Some townhomes, condos, and apartments are built along main corridors and in downtown

## TRANSPORTATION

- People still own cars but also travel by transit, foot, or bike
- Buses, trains, and streetcars connect most of the city
- Most transportation funds go to roads, some go to transit

## JOBS

- Tulsa captures the majority of jobs created in the region
- Businesses locate near New Centers and downtown

## COMMUNITY

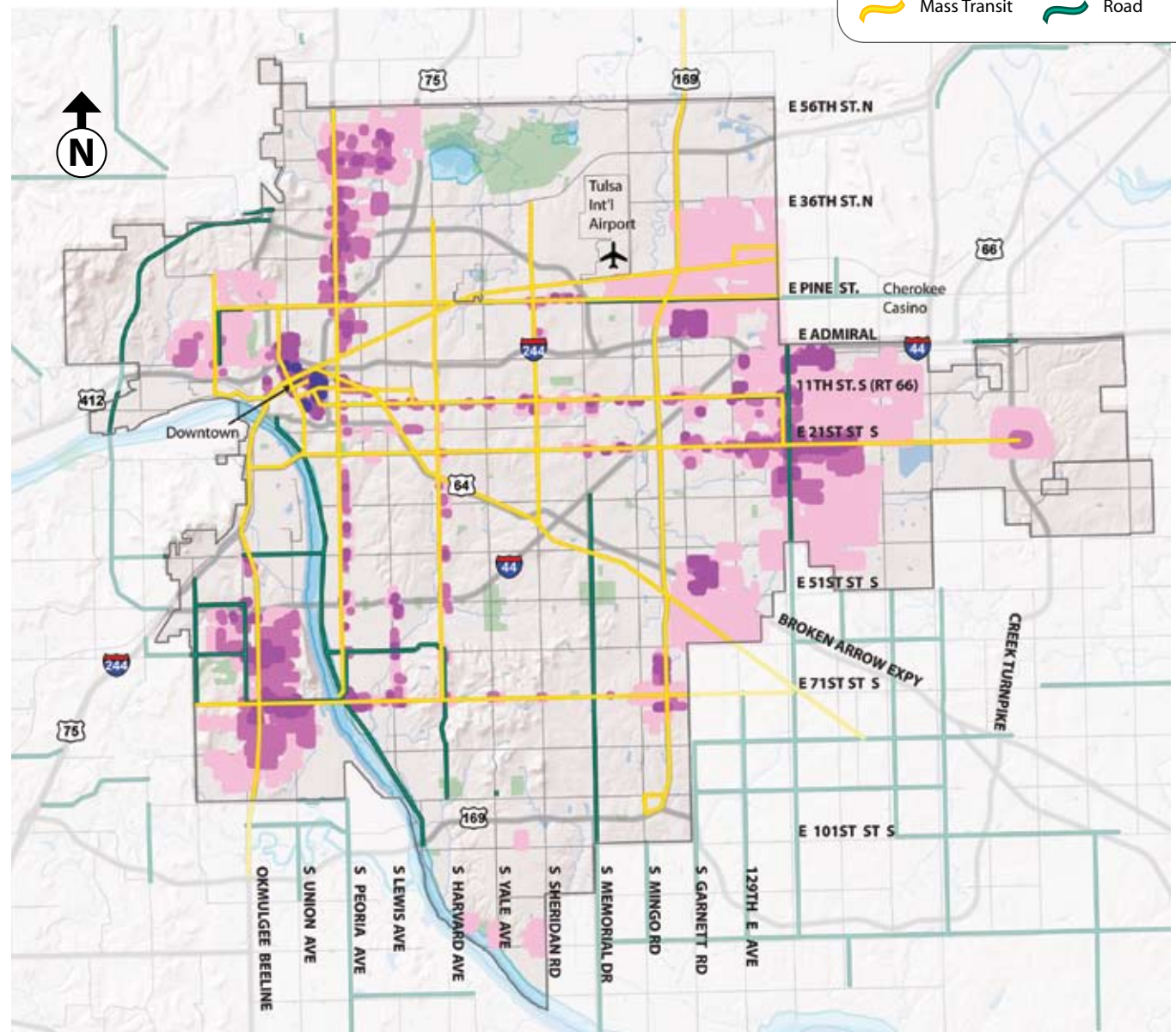
- Community life is vibrant in the New Centers
- Downtown Tulsa is infused with 24-hour activity

## ENVIRONMENT

- New Centers feature walkability, neighborhood parks, plazas, and open space

## NEW POPULATION AND EMPLOYMENT GROWTH IN SCENARIO C

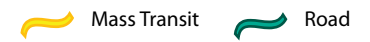
The map shows the location of potential new population and employment growth represented in pink for low density to violet for high density.



### NEW GROWTH



### TRANSPORTATION INVESTMENTS



### In Scenario C...



Mostly single-family homes are built in the New Centers



The New Centers include squares and plazas for public gatherings and events



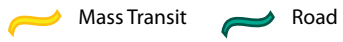
Home, work, and schools are located close together within the New Centers



## NEW GROWTH

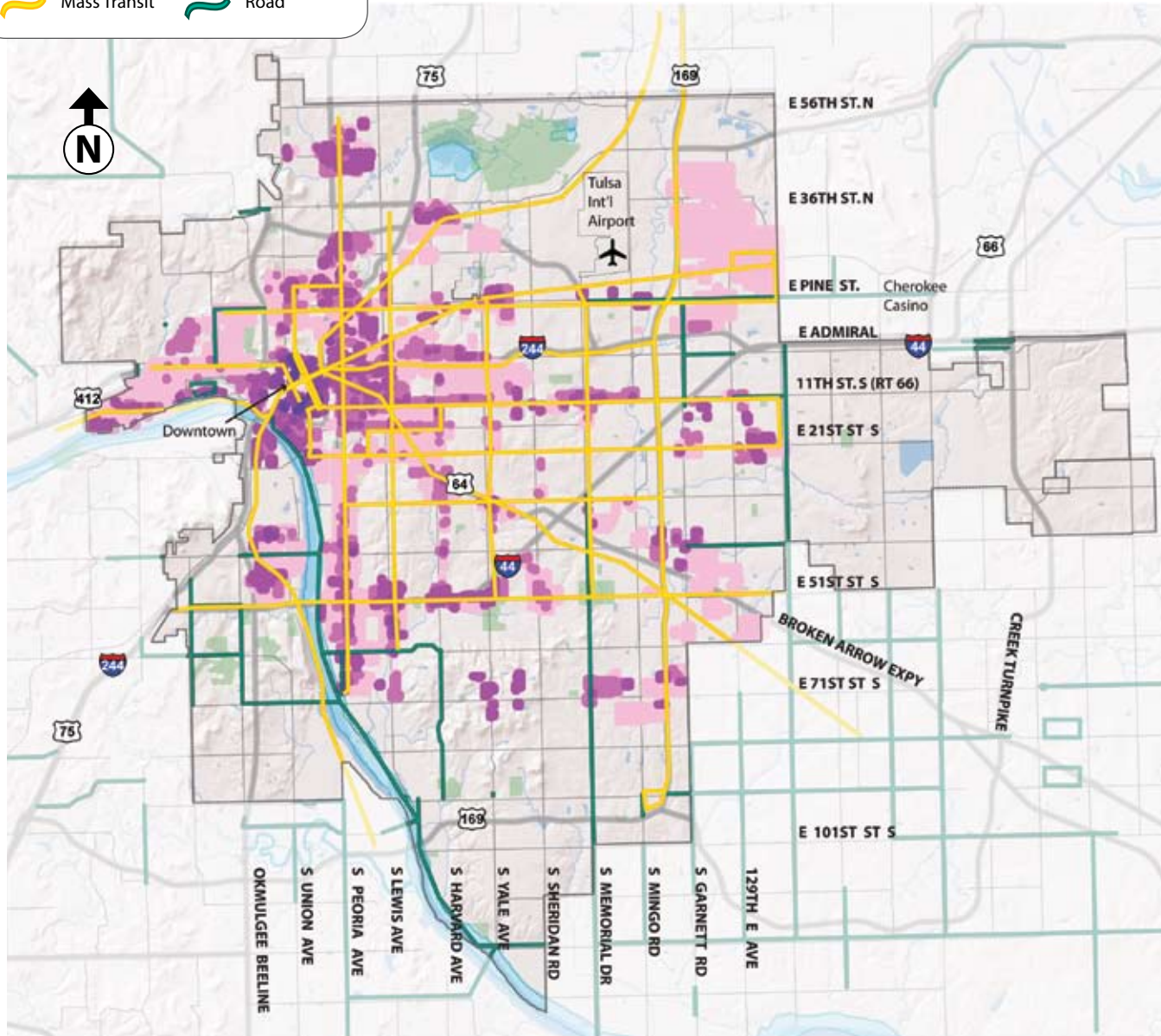


## TRANSPORTATION INVESTMENTS



## NEW POPULATION AND EMPLOYMENT GROWTH IN SCENARIO D

The map shows the location of potential new population and employment growth represented in pink for low density to violet for high density.



## SCENARIO D CENTERED CITY

*Scenario D focuses most new growth in downtown and along major streets. Downtown is a 24-hour hub of activity and the heart of the city. Other neighborhood centers grow along main streets. Citywide, people enjoy a range of housing and transportation options.*

### HOUSING

- New housing choices include townhomes, condos, and apartments
- New homes blend into existing neighborhoods

### TRANSPORTATION

- People rely less on cars with options to travel by bike, foot or transit
- Extensive transit service (buses, trains, streetcars) connects the whole city
- The majority of transportation dollars go to new mass transit

### JOBS

- Most new jobs are on transit corridors and downtown

### COMMUNITY

- Activity focuses around downtown and neighborhood centers
- Downtown rivals other cities in the Midwest for culture, nightlife, and quality of life

### ENVIRONMENT

- Most new households are within a short walk of parks and open space

### In Scenario D...



The downtown core provides new condos, townhomes, and apartments



Transit corridors provide quick transport to home, work, and shopping



Jobs, school, and services are within walking distance of most new homes

# SCENARIO INDICATORS

Compare each scenario’s performance over the next couple of decades based on its impact on **people**, the **economy**, **transportation** and **the community and environment**.

Each indicator is based on **projections for the year 2030**.



View of downtown Tulsa

CATEGORY	MEANING	A Trends Continue	B Main Streets	C New Centers	D Centered City
PEOPLE	<p>Tulsa’s future vitality depends a lot on its ability to grow.</p> <p>Each scenario performs differently in how it attracts newcomers to the city, instead of the suburbs.</p>				
	<p><b>Population Growth</b> out of a total <b>164,000</b> expected residents</p>	<p>28,000</p> <p>72,000</p> <p>101,000</p> <p>102,000</p> <p>inside the city    outside the city, suburbs</p>	<p>single family    town house    multi-family</p>		
	<p>Each scenario emphasizes a different mix of new kinds of housing.</p> <p>But overall, each scenario would result in Tulsa remaining a city with a majority of single-family homes.</p>				
ECONOMY	<p>Each scenario performs differently in how many new jobs Tulsa is able to attract.</p>				
	<p><b>New Jobs Added</b> out of a total <b>53,000</b> expected jobs</p>	<p>24,000</p> <p>32,000</p> <p>42,000</p> <p>42,000</p> <p>inside the city    outside the city, suburbs</p>	<p>single family    town house    multi-family</p>		
ECONOMY	<p>Each scenario would stimulate a different amount of new construction investment in the city based on new growth.</p>	<p>\$5.1 billion</p>	<p>\$9.2 billion</p>	<p>\$14.5 billion</p>	<p>\$11.7 billion</p>
	<p><b>Value of New Construction</b></p>				



A hypothetical streetscape improvement

before

after



Example of light rail transit



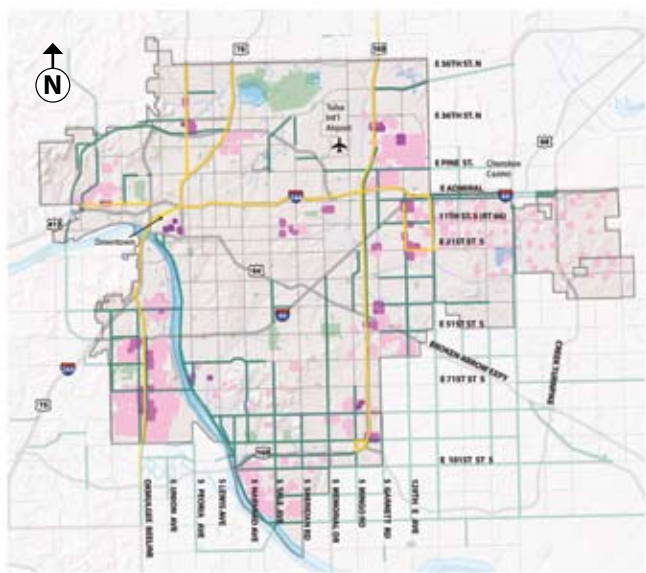
Bikes and cars share the street



Midland Valley bike and pedestrian trail

CATEGORY	MEANING	A Trends Continue	B Main Streets	C New Centers	D Centered City
TRANSPORTATION					
Public Transportation Investments	<p>Tulsa has historically dedicated almost all of its transportation investments to roads.</p> <p>Each scenario envisions a different emphasis on roads, transit, walking, and biking investments.</p>	<p>99% road, 1% transit</p>	<p>59% road, 41% transit</p>	<p>59% road, 41% transit</p>	<p>27% road, 73% transit</p>
How Will Tulsans Get Around?	<p>Like in most American cities, most Tulsans will still use their cars to get around.</p> <p>But the ease of using transit, walking or biking varies with each scenario.</p>	<p>1% transit, 4% walk/bike, 95% drive</p>	<p>6% transit, 9% walk/bike, 85% drive</p>	<p>7% transit, 8% walk/bike, 85% drive</p>	<p>8% transit, 9% walk/bike, 83% drive</p>
How Much Time Will Tulsans Spend Each Day in a Car?	Each scenario's transportation investment priorities affect the length of time the average Tulsan will spend in their car.	56 mins/day	46 mins/day	45 mins/day	41 mins/day
COMMUNITY & ENVIRONMENT					
New Homes Built Near Tulsa Public Schools <i>within 1/2 mile of a Tulsa public school</i>	Each scenario would add a different amount of new homes and students near existing public schools in the city.	2,363	10,072	8,932	17,483
New Residents Living Near Parks & Open Space <i>within 1/2 mile of parks, the Arkansas River, and open space</i>	The number of new residents living near parks, the river, and open space is different for each scenario.	14,262	41,022	53,180	65,233

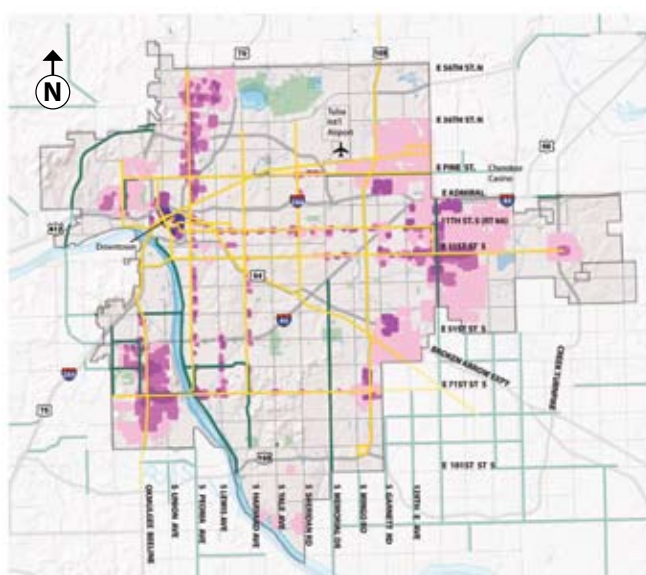
SCENARIO A



SCENARIO A: TRENDS CONTINUE

Scenario A follows a business as usual trend of growing outward and beyond the city. Most housing is built in new single family subdivisions. Most jobs are located in new office parks along highway corridors. People depend upon their cars to get to work, the store, and school. Few parks and destinations are within walking distance.

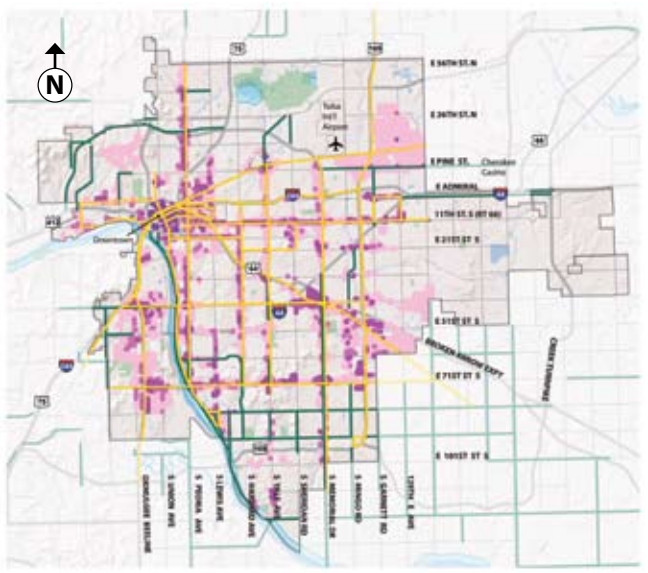
SCENARIO C



SCENARIO C: NEW CENTERS

Scenario C directs growth into New Centers as well as downtown. The New Centers act as complete communities where people can find jobs, shopping and services within a short distance. The downtown captures new investment and acts as a vibrant cultural center. An extensive system of bus, rail, and streetcar link the New Centers to each other and downtown. People live within walking distance of parks and open space.

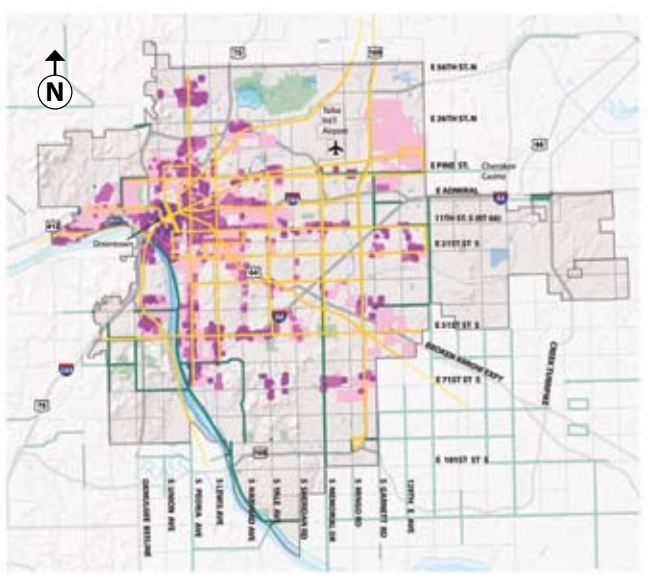
SCENARIO B



SCENARIO B: MAIN STREETS

Scenario B follows a traditional model of growth along Main Streets. Diverse housing types are built in existing communities on underutilized lots or in new nearby neighborhoods. New jobs are located in shops and offices along linear main streets or within enhanced town centers. Investments in transit provide new bus, rail, and streetcar service. Paths link neighborhoods and parks, and promote pedestrian and bike travel.

SCENARIO D



SCENARIO D: CENTERED CITY

Scenario D captures most growth within the downtown core and close-in neighborhood centers. Downtown rivals other great cities in culture, nightlife, unique neighborhoods, and quality of life. Most new housing occurs within the city in the form of townhomes, condos and apartments. The employment climate invites entrepreneurs and small businesses. High-quality transit serves people throughout the city. Access to open space is within walking distance.

QUICK SUMMARY

SCENARIOS AT A GLANCE

This page provides an overall summary of each scenario. It is designed to help you fill out the survey on page 11. Your answers to the survey will help shape Tulsa’s future.

PERFORMANCE

- = high
- ◐ = medium
- ◑ = low

	A	B	C	D
Expands transit options (bus, rail, streetcar)	◑	◐	◐	●
Minimizes the amount of time people spend in the car	◑	◐	◐	●
Emphasizes construction of new neighborhoods	●	◐	●	◑
Promotes construction of a wide range of housing types	◑	●	◐	●
Promotes reinvestment on underutilized city land	◑	●	◐	●
Locates more new homes close to parks and open space	◑	◐	●	●
Reinvigorates downtown as a cultural, job, and housing center	◑	●	◐	●
Retains and attracts young people, young families, and entrepreneurs	◑	●	◐	●





# Which Way, Tulsa?

Which growth scenario best reflects your thoughts and dreams for the future of Tulsa?

You can also take the survey online,  
[www.planitulsa.org](http://www.planitulsa.org)

## What to do with this survey?

Mail it. Fax it.  
Or drop it off.



**mail survey to:**  
PLANiTULSA  
City of Tulsa

Planning Department  
175 E. 2nd Street  
Tulsa, OK 74103

**fax survey to:**  
918.699.3966

**drop off locations:**  
City-County Libraries  
in the City of Tulsa

detach survey  
along perforation

# SURVEY

Please complete and  
return the survey no later  
than **June 18, 2009.**

Please read the following statements. How well do you think the scenarios address these topics? For each question, **choose the scenario** that you think does the **best job**. Please select **only one scenario per question**.

	<b>A</b> Trends Continue	<b>B</b> Main Streets	<b>C</b> New Centers	<b>D</b> Centered City
1. Provides me and my family with the range of transportation options we need	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Expands my access to good-paying jobs within the city	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Builds the kind of housing options that I need	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Invests transportation dollars in the things I care most about	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Creates a lively and interesting city that attracts and keeps young people here	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Makes it easy for me to access parks, the river, and open space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Results in a future for Tulsa that I am excited about and would help support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please read the following questions. Write your choice (A, B, C, D) in the space provided.

8. Which scenario do you like the best, overall?

9. Which scenario do you like second best?

10. What type of housing would you most want to live in? Please select your favorite.

- ☐ New single-family subdivision
- ☐ Existing single-family neighborhood
- ☐ Townhome or apartment on a main street
- ☐ Downtown condo or apartment

11. In what kind of place would you most like to work? Please select your favorite.

- ☐ Suburban retail/office development
- ☐ "Main street" building
- ☐ Downtown
- ☐ Industrial/office park

12. What kind of transportation investments are important to you? Please select your favorite.

- ☐ Widen existing roads
- ☐ Build new roads
- ☐ Improve/expand the bus system
- ☐ Build a light rail/streetcar system
- ☐ Improve bike/pedestrian paths

## CONTACT INFORMATION (optional)

What is your gender?

☐ Female ☐ Male

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Where do you live in Tulsa?

- ☐ North ☐ Midtown
- ☐ South ☐ Southwest
- ☐ East ☐ West

What is your ethnicity or race?

- ☐ African American
- ☐ Native American
- ☐ Asian
- ☐ Caucasian or White
- ☐ Hispanic
- ☐ Vietnamese
- ☐ Other (please specify) \_\_\_\_\_

What is your age?

- ☐ Under 19 ☐ 50 - 64
- ☐ 19 - 29 ☐ 65 +
- ☐ 30 - 49

Please help us ensure that we're receiving input from residents throughout the city. No identifying information will be released, nor will this data be used for anything other than this survey.

# What's Been Happening at PLANiTULSA and What's Next...

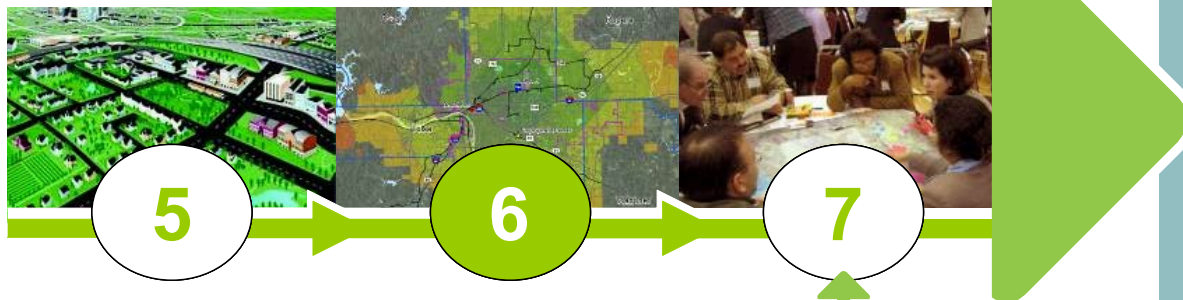


Residents and stakeholders are **polled** about their **ideas** for PLANiTULSA

**Citizen Committee** establishes **Guiding Principles** and meets regularly to review progress

Citizens participate in citywide and **community-based workshops** to gather input for shared vision

Citizen **input** is **captured on maps** to show desired future development



**Scenarios** are **created** that answer the question, "If we do this, what would happen?"

Indicators are established to **evaluate each scenario's impact on Tulsa's future**

**YOU ARE HERE!**  
Citizens review scenarios

**Thank you for participating!** Your input is valuable and will help shape the future of Tulsa.

**Mail survey to:**  
PLANiTULSA  
City of Tulsa  
Planning Department  
175 E. 2nd Street  
Tulsa, OK 74103

**Fax survey to:**  
918.699.3966

**Drop off locations:**  
City-County Libraries  
in the City of Tulsa



For questions or more information, call PLANiTULSA:  
918.576.5684



**What's Next...**

## SPRING 2009

- Survey collection and compilation

## SUMMER 2009

- Unveiling the draft Tulsa vision

## FALL 2009

- Translating the shared vision into a plan of action
- Citywide open houses and events
- Revision of the plan based on public comment

## WINTER 2009/2010

- Public hearings and adoption
- Implementation of the plan begins... and Tulsa moves on to a great future!