

DATE: January 10, 2018

TO: Smart Growth America; Christopher Zimmerman, John Robert Smith

FROM: Dawn T. Warrick, AICP, Planning & Development Director

SUBJECT: City of Tulsa, Progress Report #1

On July 18 and 19, 2017, representatives from Smart Growth America met with local leaders and residents to present a *Planning for Economic and Fiscal Health* workshop. This workshop was delivered through a technical assistance grant awarded to the City of Tulsa that also included *The Fiscal Implications of Development Patterns* analysis and presentation. The workshop on July 19th included a brainstorming session to identify potential redevelopment ideas for four focus areas within the city. These four areas were selected to serve as examples of the kind of development within the City that could be improved and replicated throughout the City. Focus areas included:

- 71st and Memorial
- Pine and Peoria
- 21st and Yale, and
- 23rd and Southwest Boulevard

Recommendations:

Several general recommendations were identified after the workshop. Following each recommendation is an update on some of the actions occurring in accordance with the Smart Growth America Recommendations.

1. Continue to invest in downtown Tulsa even as a future vision for the focus areas discussed in the workshop is refined and implemented.
 - a. Seek to redevelop existing surface parking lots as infill
 - i. *Tulsa Performing Arts Center Parking Lot*. In September the Tulsa Performing Arts Center Trust signed an agreement selling its parking lot for a downtown development that will include a grocery store, apartments, and other retail space.
 - ii. *4th and Main Parking Garage*. In September, construction began on a mixed-use development on 4th and Main. This development will include a parking garage with some retail space on the ground floor.
 - iii. *Tulsa Arts District Holiday Inn Express*. In December, Promise Hotels and Ross Group broke ground for the new Holiday Inn Express located near ONEOK Field. This hotel will include 115 guest rooms, a business center, meeting rooms, and more.

- iv. *Hotel Indigo*. In June, construction began on a boutique hotel in the Santa Fe Square parking lot on Elgin Avenue. This hotel will include 106 rooms and an upscale restaurant on the ground floor.
 - v. *The Tulsa Club*. This fall, renovation began on the Tulsa Club building at the NW corner of 5th and Cincinnati. This project will provide a boutique hotel, restaurant and retail space and put a beloved Art Deco building back into service after being vacant for more than two decades.
- b. Midtown Circulator/Downtown Circulator
- i. A planned circulator is proposed to begin operation in the coming months (summer/fall 2018) to connect downtown Tulsa with employment centers (such as the medical corridor between St. John and Hillcrest medical centers), commercial districts, neighborhoods and a new waterfront park (currently under construction), all located in Midtown Tulsa. Funding for this new service will come from a dedicated transportation tax that was passed as a part of the Vision Tulsa sales tax initiative approved by voters in 2016.
- c. Pedestrian and bicycle infrastructure and connections
- i. *West 5th Street*. In November, construction began on 5th Street between Denver Avenue and Cheyenne Avenue to replace the storm sewer and waterlines. The project will also create new extra-wide sidewalks with brick pavers, landscaping, pedestrian lighting and new traffic signals. The road will also be converted from one-way to two-way traffic. Following the completion of this section, crews will move to 5th Street between Cheyenne Avenue and Boulder Avenue. 5th Street is listed on the GO Plan as a recommended bike lane street.
 - ii. *Lane striping*. Changes to lane striping downtown will be installed to reflect recommendations from a Walkability Assessment as well as the GO Plan in the coming months. The Walkability Assessment is being finalized at this time.
- d. Placemaking and streetscaping efforts
- i. *Arena District Master Plan*. City staff and stakeholders interviewed potential firms to create the Arena District Master Plan in October. Recently, contracts were finalized selecting MKSK to complete this plan. This plan will focus on the area around the BOK Center and the Cox Convention Center and will establish a vision for the future of the area. This plan will address the following:
 1. *An economic analysis of the Arena District's existing market conditions and service gaps.*
 2. *Connecting the district to the other downtown districts and areas of activity*
 3. *Land Use planning focused on public spaces and facilities, transportation systems, place-making, and environmental conditions*

4. *Branding, marketing, and wayfinding opportunities in the district*
2. Invest in the redevelopment of the Pine and Peoria corridor as a catalyst for future redevelopment of the other focus areas as well as other locations within Tulsa.
 - a. *Pine and Peoria QuikTrip*. A QuikTrip will soon be located in the Pine and Peoria Area. This convenience store will take the place of the recently closed Fiesta Mart and Sinclair Gas Station.
 - b. *Voluntary Mixed use Rezoning program*. The City initiated a voluntary mixed use rezoning program for property located in the vicinity of planned station areas along the Peoria Bus Rapid Transit corridor. This intersection offers several opportunity sites that are eligible for rezoning (in accordance with the Peoria Ave. BRT Land Use Framework) at no charge to property owners. This incentive is designed to encourage more walkable, higher density development in areas that will be provided enhanced public transit facilities.
 - c. *Public Private Partnership*. A site at the NW corner of this intersection is being assembled with the assistance of the City and the Tulsa Development Authority in order to support a mixed use development that is planned to include restaurant, retail and residential uses reflecting a development pattern that is more urban in character and that provides a better transition to the adjacent neighborhood.
 3. Create a long-term plan for each of the other focus areas that define how the community would like to see them redeveloped over the coming decade.
 - a. Staff has design resources within our team as well as some capital funding that may support these plans. This effort may also become a follow up item to a city-wide retail market study that should be complete in fall/winter 2018.
 4. Ensure the redevelopment focus areas include Complete Street Principles.
 - a. *Small Area Plans' Street Projects*. In November the Planning Department and Engineering Services worked together to prioritize street projects for inclusion in project lists for an upcoming funding (bond) package that are located within Small Area Plan boundaries. This prioritization includes the Pine and Peoria area as well as 23rd and Southwest Boulevard.
 5. Create an implementation committee to move these recommendations forward – or assign/change Tulsa Economic Development Commission and/or Vision Steering Committee with this responsibility.
 - a. *Commercial Revitalization Program*. This program will provide for a Citywide Strategic Commercial Revitalization Plan as well as funding for implementation and a dedicated business liaison in the Planning Department. This program will also create a Retail Development Fund. The fund will target the revitalization of shopping centers that are at least two acres in size and at least 20 years old.

- i. *Retail Market Study*. The city is currently in the process of selecting a firm to lead the Retail Market Study and Strategy. The goal is to have a team selected by the end of the month and soon after begin development of the study. The Retail Market Study will include the following:
 - 1. *A market study that will review the city's retail industry and economic conditions that effect retail revenue*
 - 2. *An assessment of existing retail districts*
 - 3. *A review of the emergence of small box retail stores*
 - 4. *An analysis of the city's "cash economy"*
 - 5. *A forecast for growth of the market segments of the retail, dining, entertainment, personal and professional services, and the corporate and professional office markets*
 - 6. *A market-based development strategy*

- b. *SGA Workshop with Tulsa Young Professionals*. In August, the Planning Department and Tulsa Young Professionals (TYPros) teamed up for an informational session on the workshops presented by Smart Growth America. The purpose of the session was to inform TYPros of the information presented at the SGA workshops and allow the attendees to complete the brainstorming activity with the focus areas.

Oversight/Steering Committee. Staff will work with the Mayor's office to determine the best way to incorporate implementation efforts into the ongoing work of the City. The Economic Development Committee, Vision Steering Committee and Retail Study Steering Committee are all groups that may be appropriate to provide oversight and support for these efforts without needing to create another committee or commission. This will be reviewed during the next several weeks, prior to the next status report.