TulStat
Destination Districts

—

Understanding and Solving
Challenging Problems, Defining Success, and
Measuring Progress

April 27, 2018

Agenda

1. **Creating Destination Districts & Measuring Success**
   - Shane Hampton, OU Institute for Quality Communities
   - Shawn Schaefer, OU Urban Design

2. **Report on Work since March Meeting** (Penny & Theron)

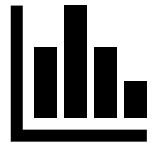3. **A Selection Framework for Destination Districts** (Nick)

The Process

1. Problem Definition and Context

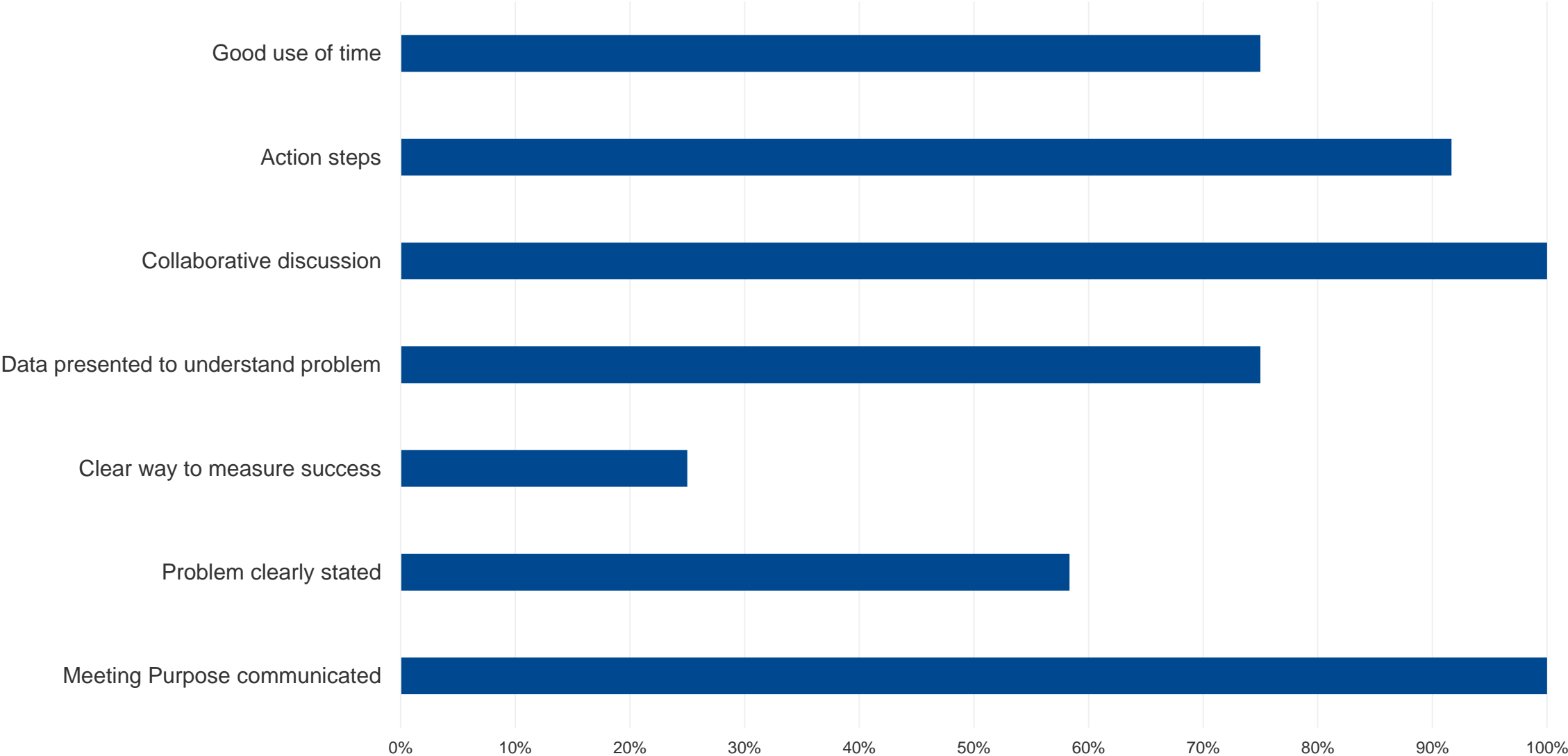2. Defining Success

3. Measurement Framework

4. Possible Solutions

5. Action Plan

Feedback from Previous TulStat Meeting

Destination Districts TulStat March 23, 2018

Defining the Problem

What is the right-sized problem?

> **We lack a disciplined system and measurement framework for implementing and maintaining improvements recommended by Destination District programs** (includes Small Area Plans, Neighborhood Assessments, and Placemaking).
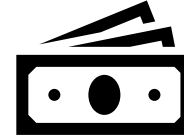
A Framework for Placemaking Investment

Where should we invest?

Today

How much should we invest?

How do we **measure** success?

Data

Ecosystem of Uses

An Identity

Committed people

Growth Potential

Data

% of CIP Implemented

# of Small Area Plan Recommendations Implemented

Data

Property value changes

Measuring how people use public space

Ultimate Goal: Increase Population Density

Destination Districts & AIM Plan

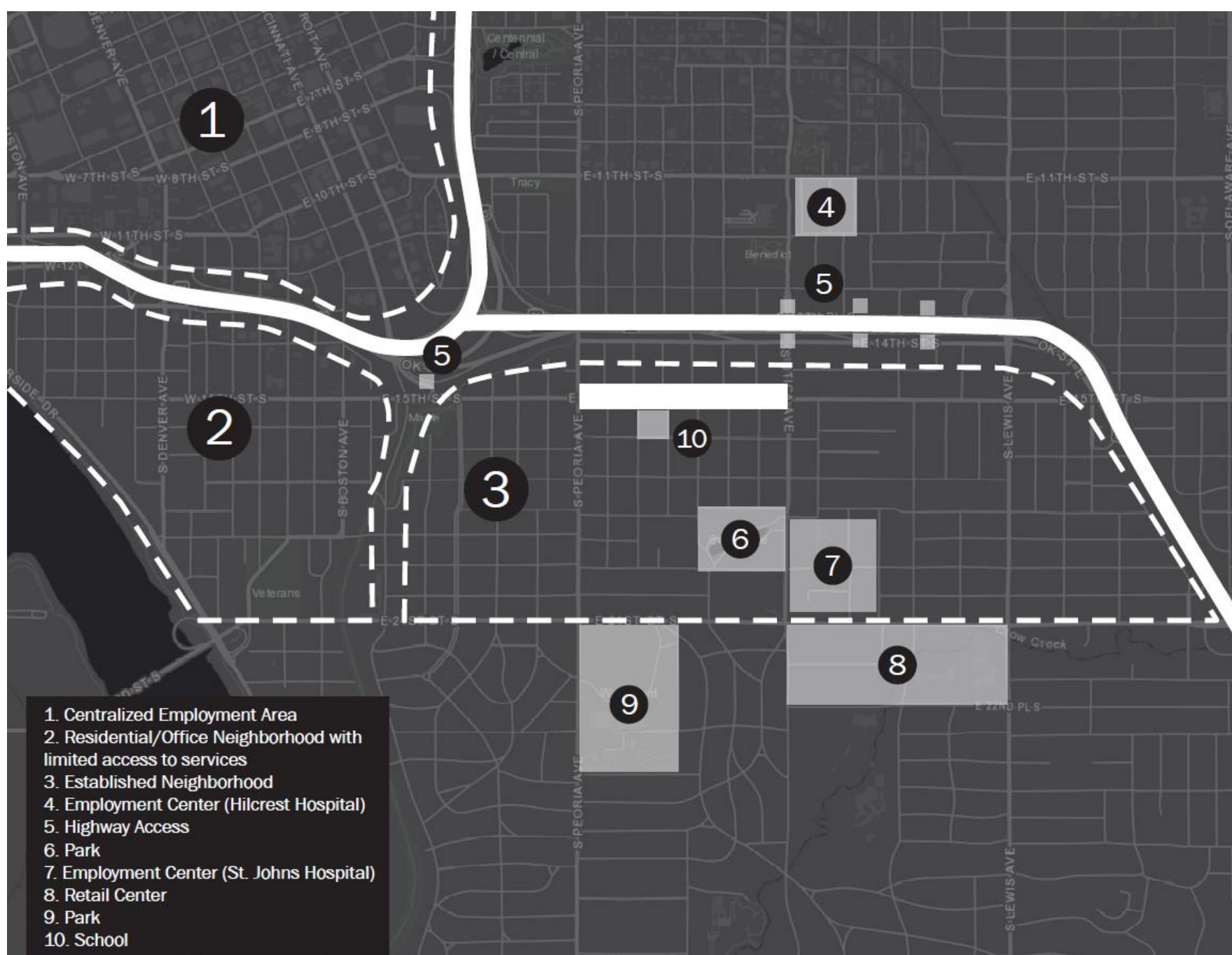| AIM	CPI	Strategy
Transportation (p.7)	• % of population w/in 30-minute transit access • % of population commuting to work via public transportation	• Increase frequent bus availability • Improve transit connectivity between housing jobs and services • Ensure that City transportation infrastructure and policies can support evolving mobility options.
Population growth (p.9)	• City population • **Population density**	• Conduct small area planning to encourage infill development in underdeveloped areas • Align city processes and policies…housing • Support and sustain the growth of Tulsa's immigrant population…
Quality transportation (p.23)	• **Pavement Condition Index**	• Deliver road projects on time and within budget • Strategically fund transportation network capital needs • Align capital improvement funding with the comprehensive plan

Tools available for Destination Districts

Capital Projects

Street rehab or widening

Streetscaping

Bike lanes & sidewalk improvements

Traffic or Parking improvements

Floodplain mitigation

Infrastructure improvements

Facilities

Lighting

Policy Changes

Zoning Changes

Design guidelines

Subdivision regulations

Landscape ordinance

Funding Mechanisms (e.g. Business Improvement District, TIF)

City Department Programming

Parks Programs

WIN Focus on Blight

WIN Neighborhood

Main Street Investment

Parking Enforcement

Community Policing

Transit Availability

Special events permitting

-capital (e.g. street striping, tactical urbanism)
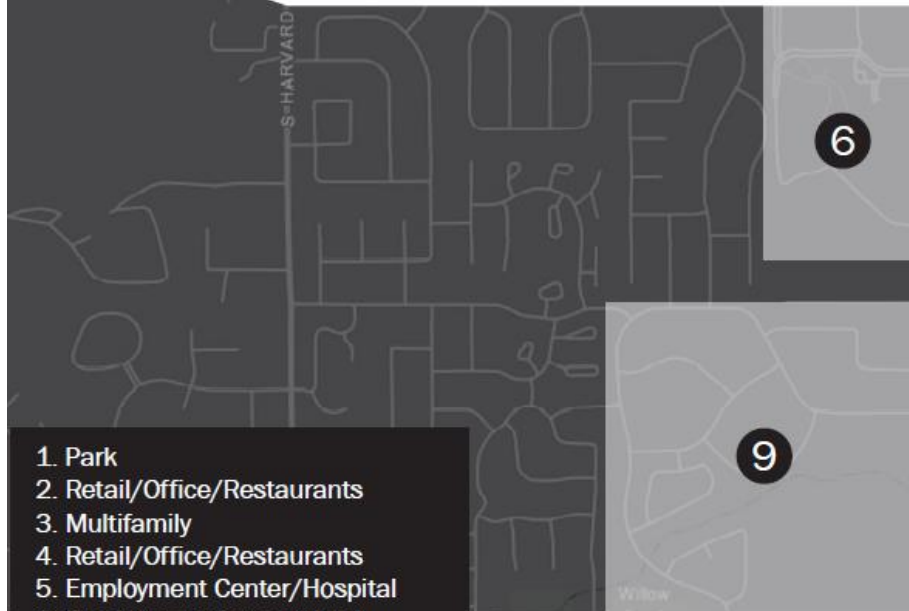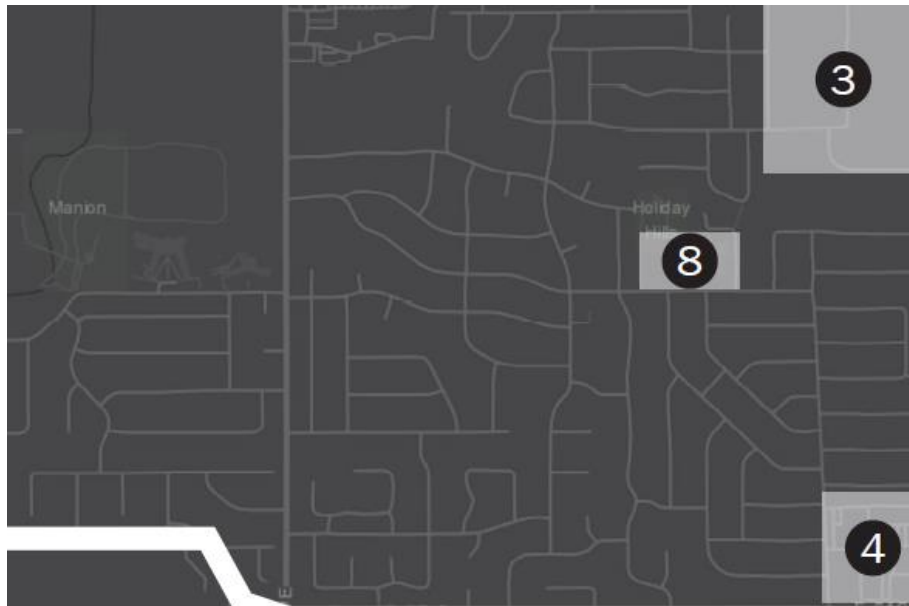
Destination Districts: What Success Looks Like

a) **Diverse ecosystem of uses** (commercial, residential and retail) that leads to interaction and economic growth. They are not one particular institution, business, or attraction.

b) **Strong sense of identity** – even if that hasn't been formalized yet. They are not artificially fabricated – they need to be authentic to work.

c) **Committed people** – There are organizations, institutions, neighborhoods, or key individuals committed to their success. They aren't a creation solely of the City – we're there to help committed individuals already in place.

d) **Desire and potential for growth** – They may be currently at varying stages of growth: some are well-established; some are emerging as destinations; others are aspirational, or will face greater challenges if additional support isn't provided.

1. Centralized Employment Area
2. Residential/Office Neighborhood with limited access to services
3. Established Neighborhood
4. Employment Center (Hilcrest Hospital)
5. Highway Access
6. Park
7. Employment Center (St. Johns Hospital)
8. Retail Center
9. Park
10. School

Diverse Ecosystem – A combination of different uses nearby

1. Park
2. Retail/Office/Restaurants
3. Multifamily
4. Retail/Office/Restaurants
5. Employment Center/Hospital
6. Employment Center/Hotel
7. Hotel & Restaurants
8. Schools
9. Multifamily & Office

1. Access
2. Park
3. Supermarkets
4. Cultural Center (Tulsa Historical Society)
5. Public Garden (Tulsa Rose Garden)
6. Schools
7. Museum
8. Park
9. Established Neighborhood

Selection Approach

Reactive/Organic: Champions can approach the City seeking to create a Destination District, and tap into the support we can provide and the resources we'll develop.

Proactive/City outreach. The City will identify key Destination Districts, and work with them to develop a suite of services and growth tools.
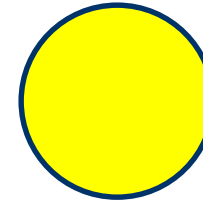
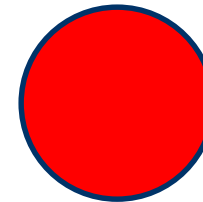# Destination Districts: Selection Framework
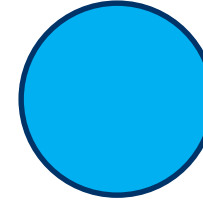
Established: Clearly destinations.

Emerging: Some progress towards greatness.

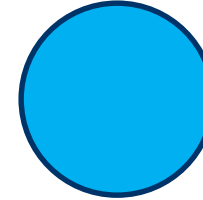**Catalytic**: Potential for growth but many challenges.

Destination Districts: Prioritization

- Data-driven:
  a) Is it identified as a **Regional, Town, or Neighborhood Center** in PLANiTULSA?
  b) Is it incorporated into a **Small Area Plan** (completed or underway)?
  c) Does it have **access to alternative transportation** (implemented or planned): BRT routes, bus lines, bike share, bike lanes, trails?
  d) Does it have **growth potential** (vacancy rates)?
  e) Does it face **significant challenges** (declining population or property values; high neighborhood turnover; in an area with high poverty or low health statistics)?

- Qualitative:
  a) Does the district have a **strong sense of identity**?
  b) Does it have a **commonly recognized name**, or is in the process of developing one?
  c) Are there organizations, institutions, or key individuals already **committed to its success and growth**?
  d) Is there a **diversity of land uses?** Is there a diverse ecosystem that leads to interaction and growth)?
  e) Are there a number of **social offerings** to attract and engage visitors?
  f) Is it already an **attraction**?
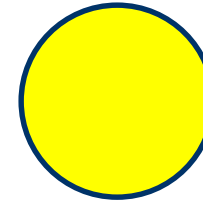
- Organic:
  a) districts approach us for help and support

Destination Districts: Selection Framework

Established: Clearly destinations.

Emerging: Some progress towards greatness.

Catalytic: Potential for growth but many challenges.