

ARENA DISTRICT MASTER PLAN

COMMUNITY ENGAGEMENT TECHNICAL MEMO NO. 2:

INCLUDES: FEEDBACK TULSA SURVEY NO. 1 AND COMMUNITY VISIONING WORKSHOP NO. 1

FEEDBACK TULSA SURVEY NO. 1

Through **Feedback Tulsa**, an online survey was conducted between April 16, 2018 and May 10, 2018. The survey attracted 216 total visitors, of which 78 provided responses. It asked respondents to list the three things they like the most about the Tulsa Arena District and three things they would like to see changed or improved. In addition, the survey asked participants to share their vision for the district. The feedback gathered has been categorized into the following themes, listed in order of how many times a theme was repeated for each question.

1. WHAT ARE 3 THINGS YOU LIKE THE MOST ABOUT THE ARENA DISTRICT?

- The district has great anchors and institutions:**

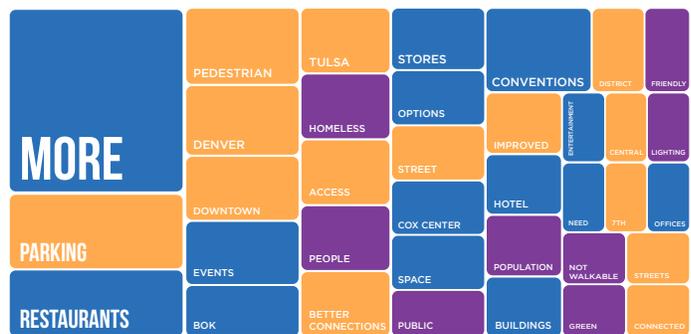
The most mentioned assets in the district were the BOK Center and the City-County Library. The BOK Center was lauded as a venue that attracts nationally-recognized acts and brings in visitors from across the region. The City-County Library was commended for its great programming and recent renovation.



- The District has interesting things to see and visit:** Respondents mentioned the high-quality architecture in the district and its surrounding area, as well as the many restaurants, bars, and cafes that are already in the area. Its proximity to the river was also listed as an asset.
- The district is relatively easy to access and find parking:** Because of its location on downtown's western edge, the district is easily accessed from nearby freeways. Once in the district, respondents found that it was relatively easy to find available parking, especially for those willing to walk a block from their destination.

2. WHAT ARE 3 THINGS YOU WOULD LIKE TO SEE CHANGED OR IMPROVED IN THE ARENA DISTRICT?

- The district needs more things to do outside of events at the BOK Center:** Respondents suggested the addition of more restaurants, bars, and retail in the district, as well as mixed-use residential. Though many enjoy events at the BOK Center, they wish there was more to do before and after events.



- The district should be better connected to downtown:** Respondents would like a less auto-centric district that has walkable streets, smaller blocks, and is more easily accessible from downtown. Denver Avenue was mentioned as a barrier that inhibits walkability between the district and the rest of downtown.
- The district needs to be safer and friendlier for pedestrians:** Through better lighting and public spaces designed for people, the district could become one that is more welcoming to pedestrians. The homeless population, paired with streets devoid of non-vehicular activity, perpetuate a perception that the district is not safe or inviting.

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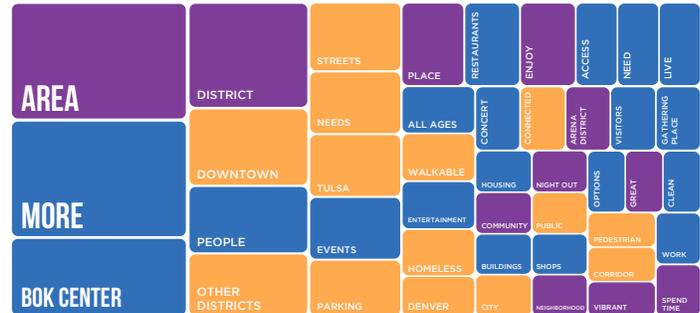
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3. WHAT IS YOUR VISION FOR THE ARENA DISTRICT?

- **The district needs to become a neighborhood:**

The Arena District can offer more than concerts and conventions: it can be transformed into a vibrant mixed-use neighborhood. This can be accomplished through the addition of residential, restaurants, shops, and neighborhood services, such as a grocery.

- **The district should be more walkable and better connected to downtown:** Though within a walkable distance to both, the district feels disconnected from the rest of downtown and from the riverfront. Because of its location, the district can become a gateway for downtown from adjacent neighborhoods and the region.
- **The district should be a destination for visitors across the region:** The district lacks a cohesive identity, with many in the region not knowing much about the area outside of the BOK Center. The district has the potential to become a regional entertainment destination where people can spend an entire afternoon and evening.



COMMUNITY VISION WORKSHOP NO. 1



Held at the City-County Library on Wednesday May 9 between 5:00 and 7:30 PM, the first Community Visioning Workshop attracted close to 100 members of the Tulsa community. At this meeting, the MKSK Planning Team provided a brief presentation introducing the study area, an initial analysis of the district, and next steps in the process. Before, during, and after the presentation, attendees were invited to participate in various activities, including:

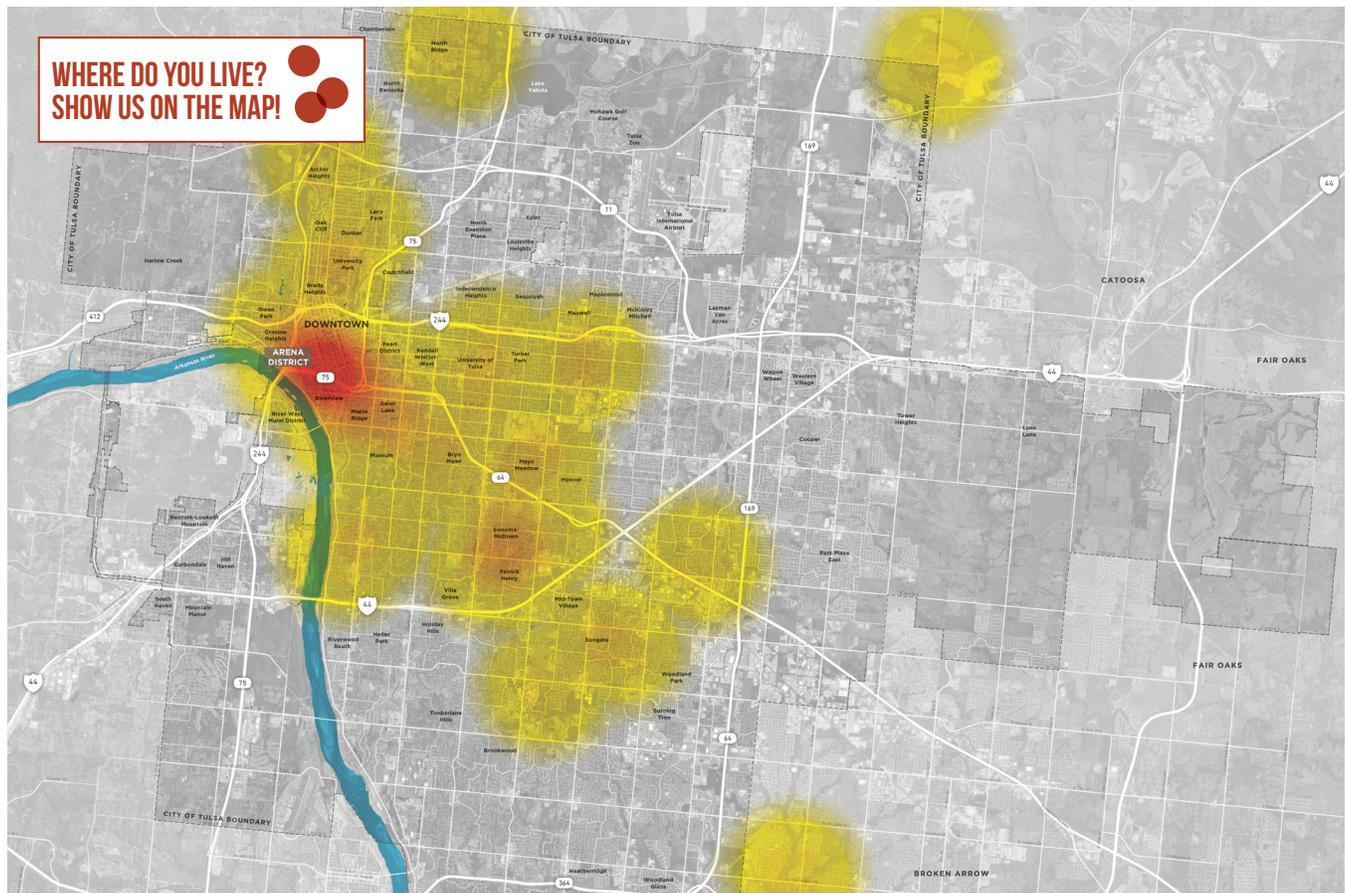
- Exercise 1: Where do you live?
- Exercise 2: What is your vision for the Arena District?
- Exercise 3: Instant polling questions
- Exercise 4: Strengths, weaknesses, and priorities

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EXERCISE 1: WHERE DO YOU LIVE?

Attendees were asked to place a sticker in the neighborhood or general area where they live. Those who lived somewhere not shown on the map were asked to write down their zip code, jurisdiction, or neighborhood. (59 total stickers were placed on the map. This is a summary map.)



The heat map above illustrates results from the activity asking participants to place a sticker near where they live, with a darker color representing a higher concentration of stickers. Findings include:

- Close to 40% of the participants at the meeting that responded live within a half-mile radius of the Arena District, with the highest concentration living in the southern portion of the district.
- The meeting attracted participants living throughout the city, most residing between Interstates 244 and 44.

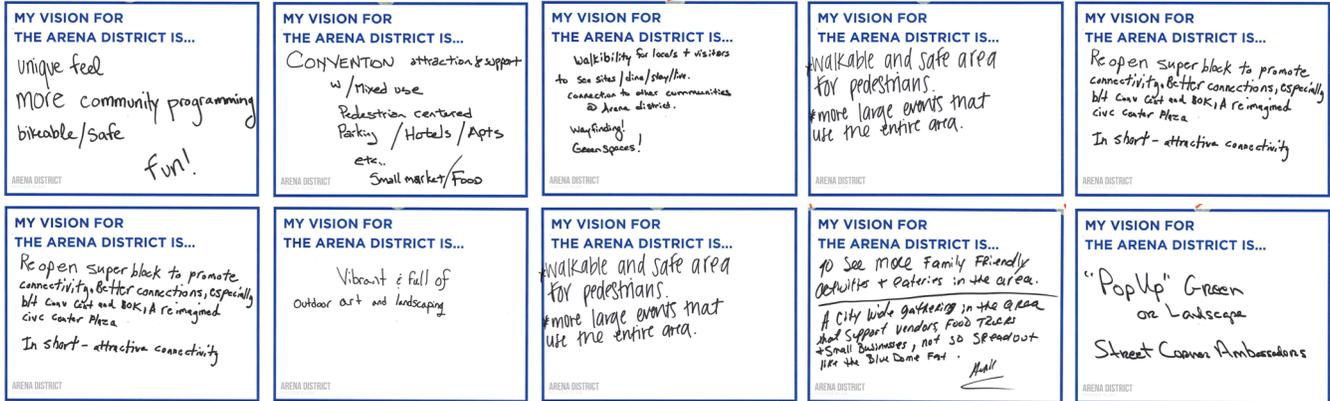
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EXERCISE 2: WHAT IS YOUR VISION FOR THE ARENA DISTRICT?

Attendees were asked to complete the phrase “My Vision for the Arena District is...” on a letter-sized sign. Participants were asked to share their vision by posting it on the meeting room wall. (33 Visions were posted)



The Visions that were shared by attendees can be generalized as follows:

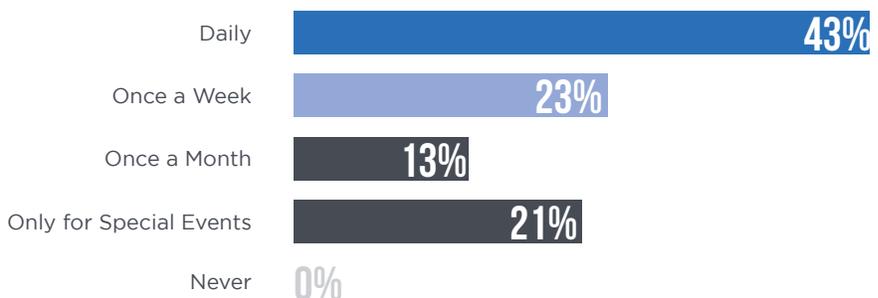
- The Arena District can become a mixed-use entertainment district attracting a wide cross-section of the Tulsa community. This district should include more restaurants, retail establishments, and residential options.
- The district should be better connected to downtown, the riverfront, and surrounding neighborhoods. This can be accomplished by breaking down the superblocks, converting streets to two-way travel, improving streetscapes, and enhancing walkability.
- The district needs more high-quality green spaces that can host large community events.
- The district needs a sense of place that is unique to the area. This can be accomplished by adding more public art, locally-owned shops, and better wayfinding.

EXERCISE 3: INSTANT POLLING QUESTIONS

Meeting attendees were asked to respond to three questions during the workshop presentation using a free live-polling phone application on their smart phones.

Question 1: How often do you visit the Arena District? (56 total responses)

As seen in the graph to the right, two-thirds of meeting attendees visit the Arena District on a daily/weekly bases (66%). Nonetheless, 21% percent of attendees said they only visited the district for special events.



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EXERCISE 4: STRENGTHS, WEAKNESSES AND PRIORITIES

Attendees were divided into six tables and asked to participate in a series of map exercises to identify district strengths, weaknesses, and priorities.

Map 1: WHAT ARE THE STRENGTHS? WHAT IS WORKING WELL? Share what you consider strengths in the Arena District. This can be an institution, a business, a place, or a destination. (103 total stickers)



The heat map above illustrates results from the activity asking participants to place a sticker on district strengths, with a darker color representing a higher concentration of stickers. Findings include:

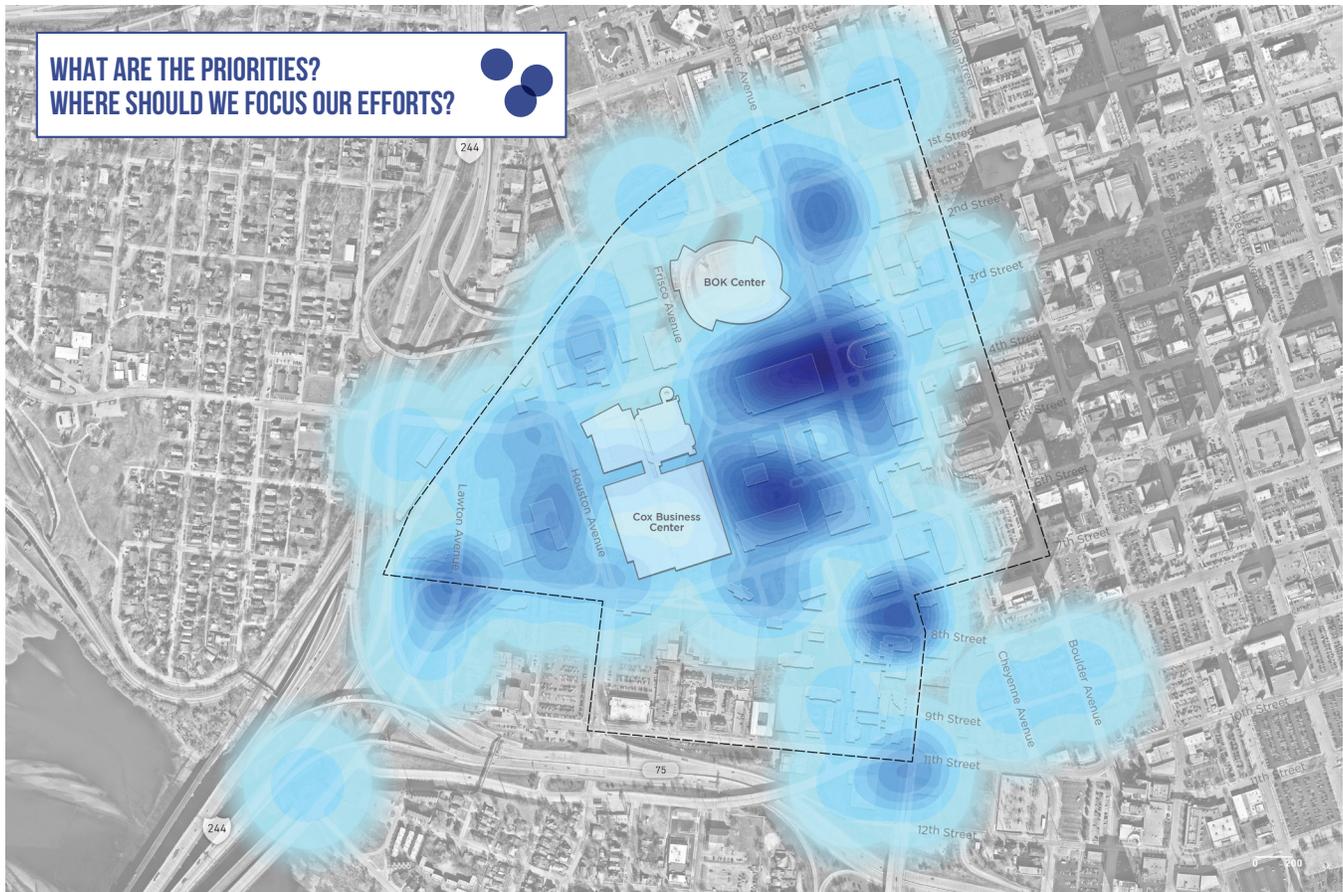
- The BOK Center and the City-County Library were considered the top strengths in the district, receiving a third of all stickers. The BOK Center was lauded for its high-quality events and distinctive architecture, whereas the library was noted to have excellent programming for the entire community.
- The Cox Business Center is considered a strength due to its ability to attract conventions to the city.
- Hotels in the district, including the Mayo Hotel, Hilton Doubletree, and Aloft Hotel, are considered top strengths.
- Other strengths include the Central Park Condominiums, and ONEOK Commons.

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Map 3: WHAT ARE THE PRIORITIES? WHERE SHOULD WE FOCUS OUR EFFORTS? Share what parts of the district you consider to be a priority, and/or have opportunity. This can be a street or intersection, a place, or a building. (104 total stickers)



The heat map above illustrates results from the activity asking participants to place a sticker on parts of the district they consider to be priorities for the planning process, with a darker color representing a higher concentration of stickers. Findings include:

- Many locations identified as weaknesses are also considered priorities due to their opportunity for redevelopment. For instance, the Page Belcher Building received the highest amount of stickers, with many participants suggesting finding a new home for current uses and re-imagining the building.
- Existing open spaces, including the 5th Street/Civic Plaza and the Plaza of the Americas, are considered potential locations for better and more useful and programmed green space.
- Parking lots throughout the district were identified as suitable for infill development, with the highest concentration of stickers on the parking lot northeast of the BOK Center.
- Along district edges and gateways, participants suggested improving connectivity to the riverfront, downtown, and other surrounding neighborhoods.

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DEVELOPER ENGAGEMENT

Held on Wednesday, May 9, members of the planning team met with the following representatives of the local development community:

- Warren Ross, Ross Group
- Steven Watts, Addax Development
- Elliot Nelson, Nelson + Stowe Development
- Stuart Price, Price Family Properties
- Jaqueline Price, Price Family Properties
- Daniel Regan, Price Family Properties

CITY ENGAGEMENT

On May 9, the planning team also met with city representatives of the City of Tulsa Engineering Services Department:

- Matt Liechti, Public Works Planning & Coordination Manager, City of Tulsa
- Thomas Prag, Sr. Special Projects Engineer, City of Tulsa
- Anthony Wilkins, Water Senior Special Projects, City of Tulsa
- Brad Jackson, Lead Engineer Stormwater Design, City of Tulsa
- Brent Stout, Transportation Planning, City of Tulsa

COMMUNITY OUTREACH METHODS:

SOCIAL MEDIA PLATFORMS USED

- NextDoor (90K registered neighborhood Tulsa residents)
- Facebook (8.5K followers)
- Twitter (48.5K followers)
- Instagram (1.5K followers)

PRESS RELEASES

The City of Tulsa Communications Department sent out two press releases notifying the public about the first Community Visioning Workshop. The releases, sent on April 17 and May 7, were shared with 80 contacts representing all major print, online and broadcast media in Tulsa.

ONLINE NEWSLETTERS

Notice of the first Community Visioning Workshop was included in a regularly-scheduled e-newsletter sent out through the Downtown Coordinating Council (DCC) and the Tulsa Young Professionals (TYPros) to their subscriber base.

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DIRECT OUTREACH:

- Blue Dome District
- BOK Arena
- Booker T. Washington High School Student Council
- Cathedral District
- Central Park Condominiums HOA
- Cox Business Center
- Central Library
- Deco District
- East Village
- Greenwood District
- Roundtable Stakeholder Invitees
- Steering Committee
- Smart Growth Tulsa
- Tulsa City Council
- Tulsa Community College (Downtown branch)
- Tulsa Metro Planning Commission
- Tulsa Hub
- TYPros Urbanist Crew
- University of Oklahoma Urban Design Program