

TulStat Meeting Notes Destination Districts
April 27, 2018

A multi-disciplinary group to assist in the creation and implementation of a Destination District Program

This includes

1. Defining and identifying established and emerging Destination Districts
2. Developing a strong evaluative program
3. Building a suite of City resources

Success looks like:

1. Diverse ecosystem of uses
2. Strong sense of identity
3. Committed people
4. Desire and potential for growth

Speakers at today's meeting

Shawn Schaefer from the OU Urban Design Studio

Discussed the urban core art project at Chapman Green at 6th & Boston and defined placemaking. The community is the expert and their needs and wants are critical to solutions. The group learned by observing what the people did and how they used the park. They created stickers for the community to state what they would like to see at the park, and then developed a vision from the findings. Some items to remember: management trumps design, money is not the issue (look for cheap solutions!), and develop the vision.

Shane Hampton of the OU Institute for Quality Communities.

Shane and IQC works with Main Street communities, mostly in small towns. While there are 11 principles of placemaking, it is vital to remember that the community is the expert. He discussed Commercial District Revitalization Program (CDRP) in Oklahoma City, capacity building (set up the bylaws, board of directors, the admin side of things), and small business loan program. Some measurements that need to be collected are property values and sales tax revenue. They also conducted a survey through the Nextdoor app and while each survey had different questions relevant to the community, they asked the same one on each -How often do you visit more than one business in the district?

After the speakers, discussion was focused on a framework for placemaking success, the connection between Destination Districts and the AIM Plan, and the tools available. For the success of a Destination District, a focus needs to be on the streets with CIP and policy changes.

Measuring Success

Keep tracking data on current applicants through the process

Action Items and goals for next meeting

- Develop what resources from city will look like (suite of City resources)
- Draft criteria for Destination Districts
- Identify places for Destination Districts

Next Meeting:

May 25 @ 1:00pm – 15th Floor Innovation Lab