

TulStat

Destination Districts

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

May 25, 2018



Agenda

- 1. Creating Destination Districts & Measuring Success (Dawn)**
- 2. Report on Work since April Meeting (Theron)**
- 3. Results of Mapping Exercise (Theron)**
4. Reaction, Thoughts, Next Steps (Dawn)



The Process



1. Problem Definition and Context



2. Defining Success



3. Measurement Framework



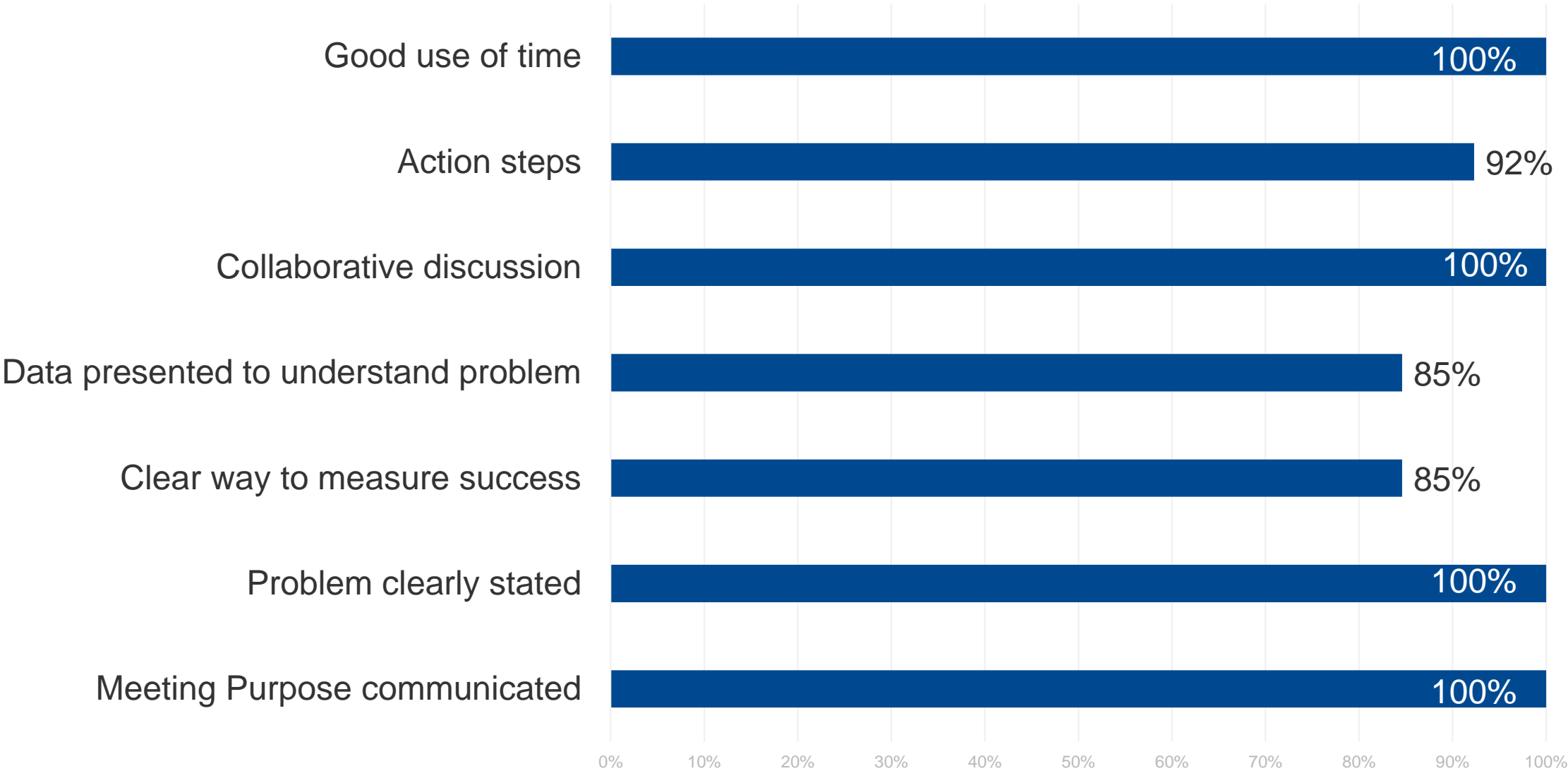
4. Possible Solutions



5. Action Plan

Feedback from Previous TulStat Meeting – 4/27/18

Destination Districts TulStat April 27, 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

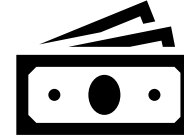


Where should we invest?

Today

Data

Ecosystem of Uses
An Identity
Committed people
Growth Potential



How much should we invest?

Data

% of CIP Implemented
of Small Area Plan Recommendations Implemented



How do we measure success?

Data

Property value changes
Measuring how people use public space

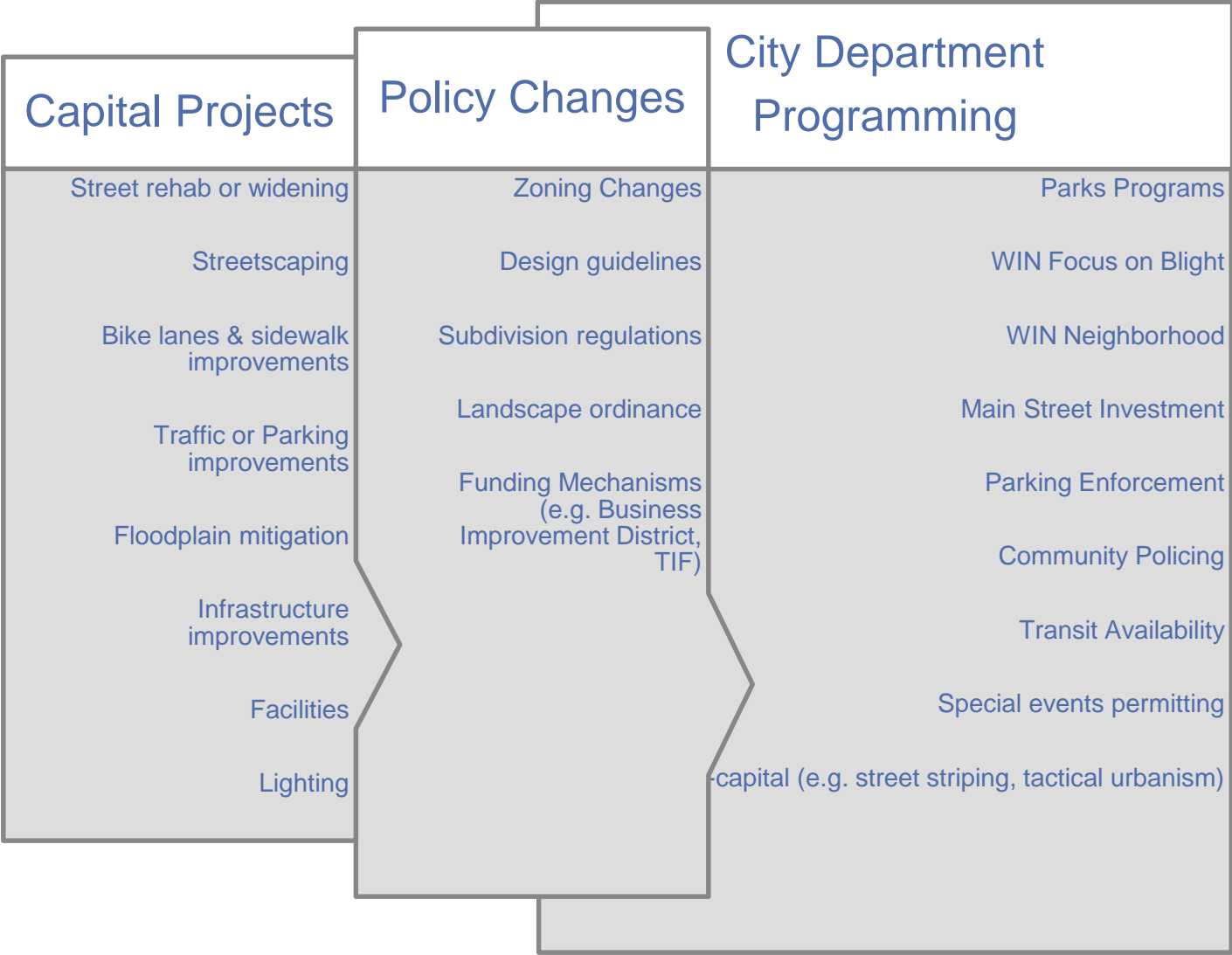


Destination Districts & AIM Plan

AIM	CPI	Strategy
Transportation (p.7)	<ul style="list-style-type: none"> • % of population w/in 30-minute transit access • % of population commuting to work via public transportation 	<ul style="list-style-type: none"> • 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)	<ul style="list-style-type: none"> • City population • Population density 	<ul style="list-style-type: none"> • 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)	<ul style="list-style-type: none"> • Pavement Condition Index 	<ul style="list-style-type: none"> • Deliver road projects on time and within budget • Strategically fund transportation network capital needs • Align capital improvement funding with the comprehensive plan



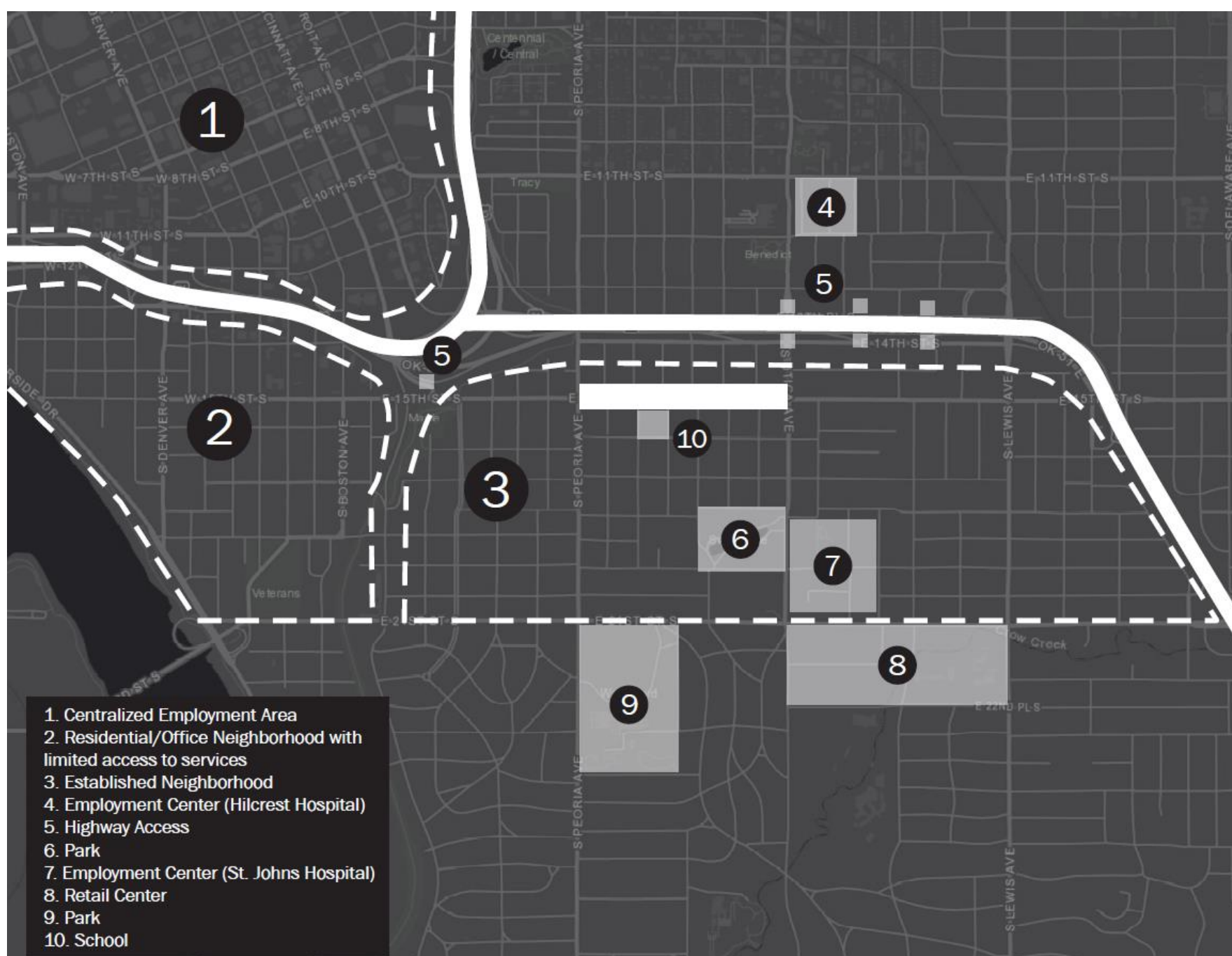
Tools available for Destination Districts



Destination Districts: What Success Looks Like

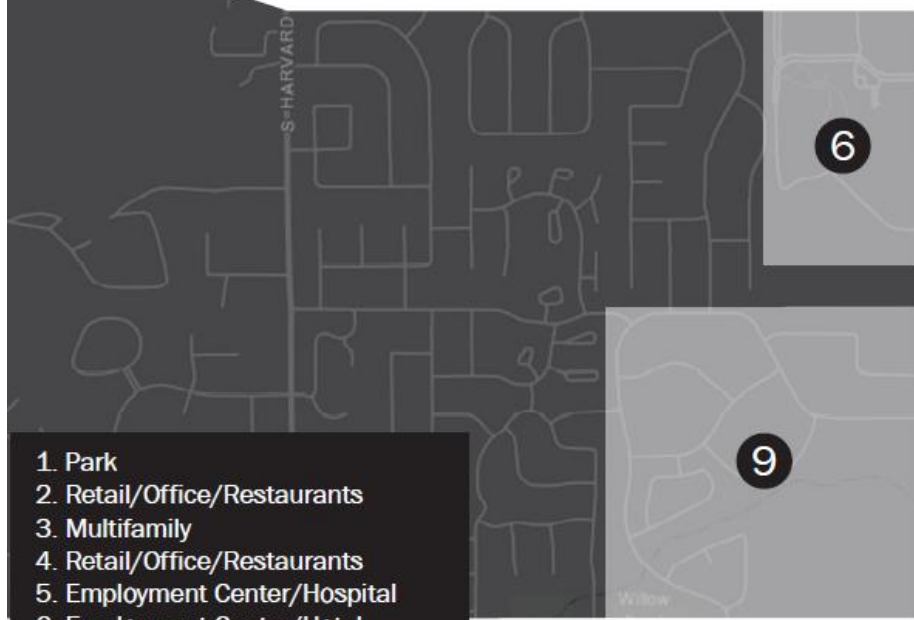
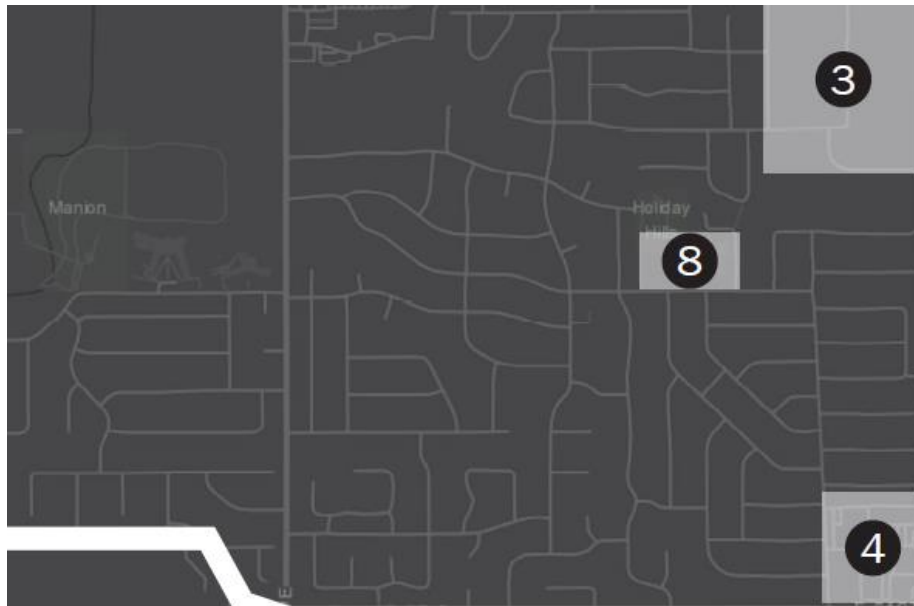
- a) **Diverse ecosystem of uses** (commercial, residential and retail) that leads to interaction and economic growth. They are not one particular institution, business, or attraction.
- b) **Strong sense of identity** – even if that hasn't been formalized yet. They are not artificially fabricated – 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.





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

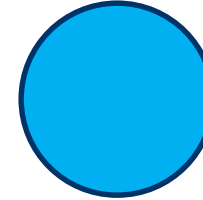
Reactive/Organic: Champions can approach the City seeking to create a Destination District, and tap into the support we can provide and the resources we'll develop.

Proactive/City outreach. The City will identify key Destination Districts, and work with them to develop a suite of services and growth tools.

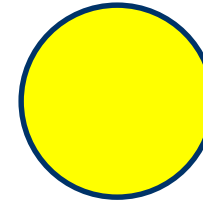


Destination Districts: Selection Framework

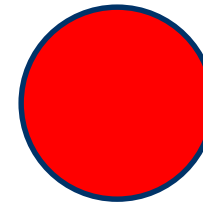
Established: Clearly destinations.



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

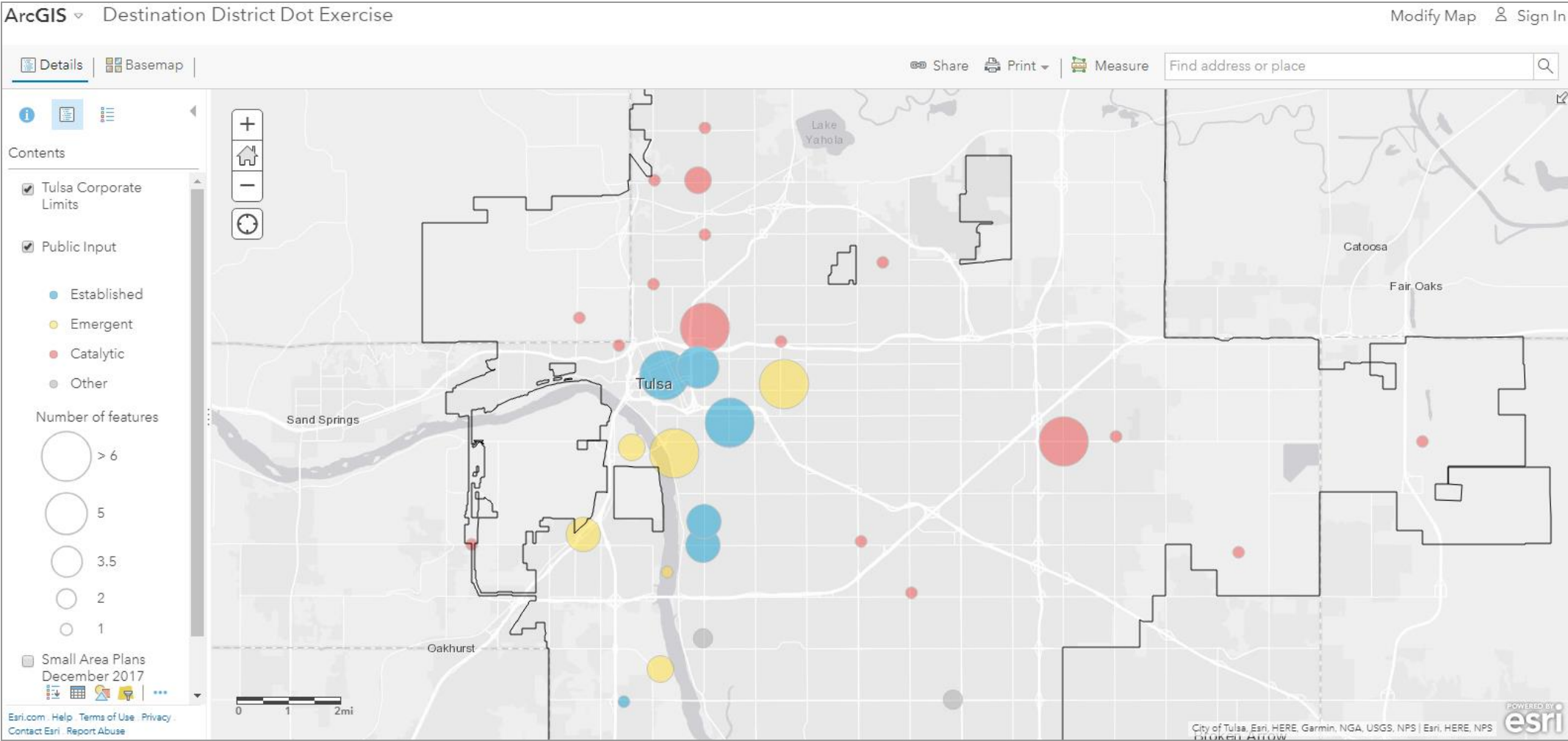


Destination Districts: Scoring Matrix

DATA-DRIVEN												QUALITATIVE							
PLANNING/REGULATORY		LAND USE PATTERNS		INFRASTRUCTURE	ACCESS & TRANSPORT		ECONOMIC CONTEXT				SOCIAL CONTEXT								
COMPREHENSIVE PLANNING		SITE CONDITIONS				ALT. TRANS.		TREND	ECOSYSTEM	OPPORTUNITY	TREND	POPULATION CHARACTERISTICS			RECOGNITION	BRANDING	ORGANIZATION	MOOD	ATMOSPHERE
Comp Plan Land Uses	SAP Map	Floodplain	Aerial	Brownfield map/Aerial	Eng. Atlases	FastForward	GO Plan	Property Value GIS Map/Monitoring Plan / Property Values	Generator Map	RMSS (in Future)	Bias	CDBG	Luisa Krug/Life Expectancy Map	UDP Water Data	???	NextDoor/WIN	NextDoor/WIN	Feedback Tulsa survey accompanying map	???
1.1	1.2	1.3	2.1	2.2	3.1	4.1	4.2	5.1	5.2	5.3	5.4	6.1	6.2	6.3	6.4	6.5	6.6	6.7	6.8
Task The site is within or adjacent to a Regional, Town, or Neighborhood Center / Main St or Mixed Use Corridor	Task The site is incorporated into a Small Area Plan	Task The site is free of substantial floodplain or other adverse restrictions hampering development potential	Task The site is on or near abundant land or marginally developed land.	Task The site possesses potential for either infill or greenfield development.	Task Current sewer, stormwater, traffic, and parking structures are symmetrical to potential future demand.	Task The site is near an existing or planned high-capacity transit route.	Task Bike lanes and sidewalk improvements are planned near the site.	Task The destination is or is adjacent to properties of increasing value.	Task There exists a high concentration of housing, employers, or traffic generators nearby.	Task There exists large, deteriorated, or severely underperforming commercial property or properties.	Task There are other attractions present in the area that not covered by other criteria.	Task Poverty around the destination is minimal.	Task Public health around the destination is positive.	Task There is low neighborhood turnover around the destination.	Task The destination is widely known, and possesses durable and/or cultural/historic significance.	Task The area has a strong and widely known identity	Task Organizations, institutions, or key individuals are committed to the area's success.	Task Area residents and property owners are comfortable with growth and expansion.	Task There are social offerings or events that have the ability to attract and engage visitors.
20	10	10	10	10	10	5	5	5	30	10	10	5	5	5	10	10	10	20	20
20	10	10	10	10	10	5	5	5	30	10	10	5	5	5	10	10	10	20	20
20	10	10	10	10	10	5	5	5	30	10	10	5	5	5	10	15	10	20	20



Destination Districts: Mapping Exercise



Destination Districts: Humans vs Robots

Established Districts

		Total Points	Map Dot Total
Downtown	14.7	13.1	9
Pearl District	12.8	10.8	2
Cherry St	12.9	10.2	7
Brookside	11.2	9.1	8
Utica Square	10.1	7.3	3



Destination Districts: Humans vs Robots

Emerging Districts

		Total Points	Map Dot Total
Eugene Field (River West)	15.3	13.3	7
Red Fork	14.05	12.45	3
Around TU	14.3	12.4	4
Tulsa Hills/Turkey Mountain	13.8	12	3
Gathering Place	13.6	11.6	10
91st and Yale (Hunter Park)	11.75	9.75	2



Destination Districts: Humans vs Robots

Catalytic Districts

		Total Points	Map Dot Total
Crutchfield	10.7	10.5	6
Cathedral District	9.4	9.2	1
36th St North/Peoria	9.4	9.2	3
Eastgate Metroplex	9.25	8.65	1
Riverwood	8.7	8.5	2
21st/Garnett	9.05	8.45	8
Southroads/Promenade	8.8	8	1
11th/Peoria	8.2	7.9	1
Pine/MLK	8.05	7.75	1
51st/Sheridan	7.7	7.1	1
46th St N/Peoria	7.1	6.8	1
Berryhill	6.8	6.5	1
Apache/Peoria	6.7	6.4	1
Dawson	6	5.7	1
Owen Park	5.8	5.5	1
Country Club Heights	5.8	5.5	1
Admiral/Harvard	5.8	5.5	1
Fair Oaks	5.8	5.5	1



Destination District: Big Questions

- Humans, Robots, or Both?
- Return on Public Investment: Established, Emerging, or Catalytic?
- Are we nearing “a disciplined system and measurement framework for implementing and maintaining improvements recommended by Destination District programs? (How could we improve?)
- If we are, are we ready to discuss a plan of action?

