Agenda

1) **Creating Destination Districts & Measuring Success (Dawn)**

2) **Report on work since May** (Theron)

3) **Results of Spatial Analysis** (Philip Berry)

4) **Placemaking Tools** (Dawn)

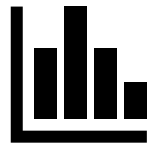5) **Reaction, Thoughts, Next Steps** (Dawn)

The Process

1. Problem Definition and Context

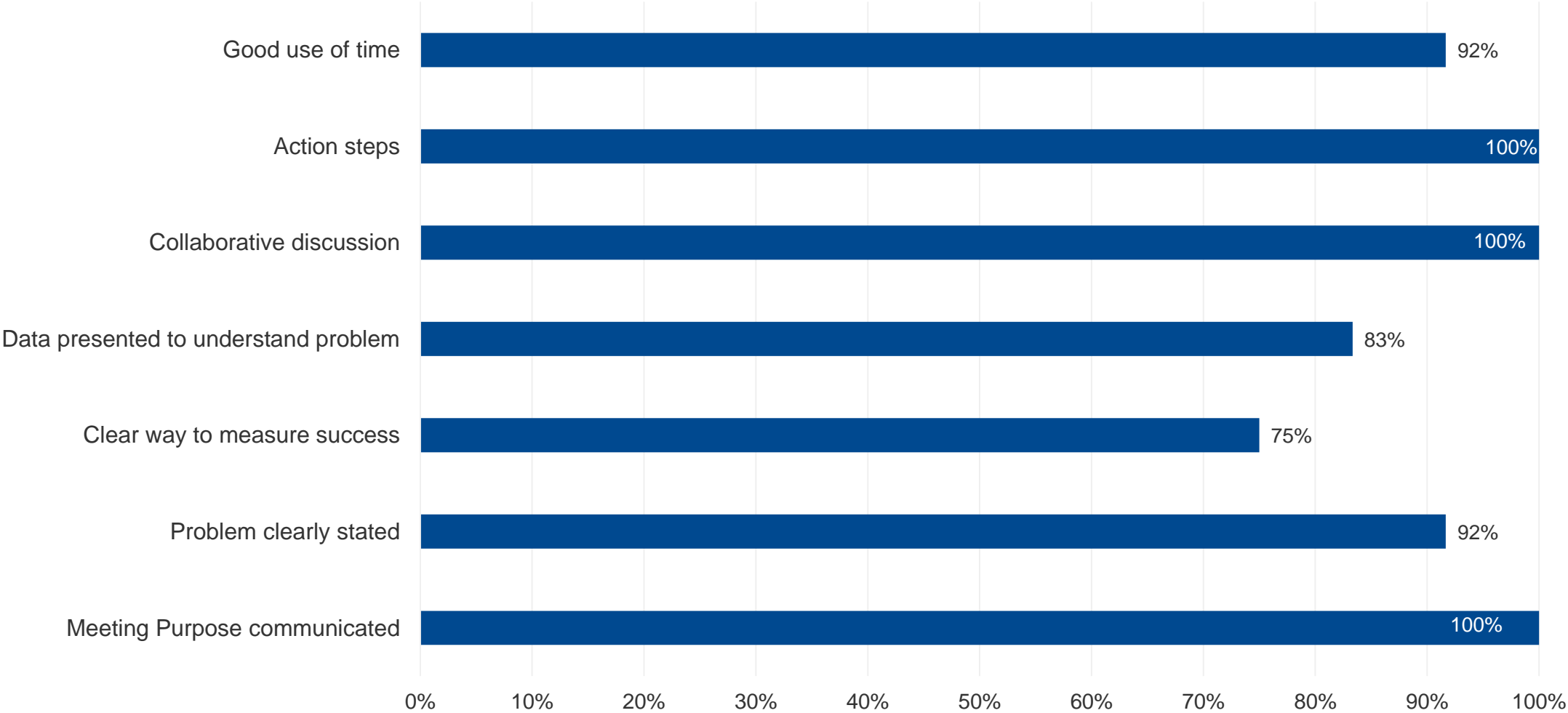2. Defining Success

3. Measurement Framework

4. Possible Solutions

5. Action Plan

Feedback from Previous TulStat Meeting

Destination Districts TulStat May 25, 2018

Category	Value
Good use of time	92%
Action steps	100%
Collaborative discussion	100%
Data presented to understand problem	83%
Clear way to measure success	75%
Problem clearly stated	92%
Meeting Purpose communicated	100%

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

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).
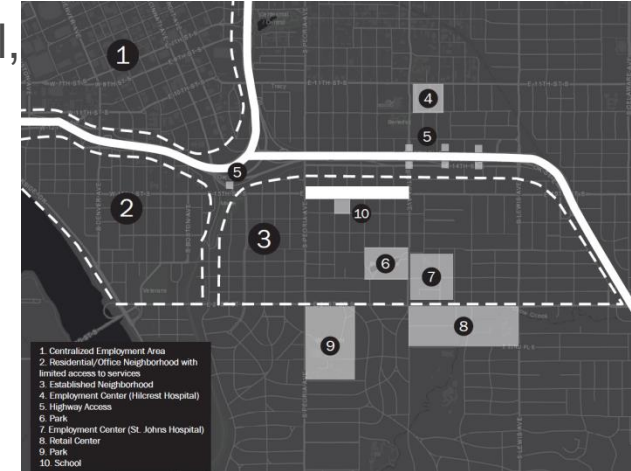
What is Placemaking?

a) Designing cities for *people*, not just cars and shopping centers.
b) Lively neighborhoods and inviting public spaces
c) A **people-centered approach** to the planning, design and management of public spaces.
d) Placemaking is a process that fosters the creation of vital public destinations—the kind of places where people feel a strong stake in their communities and commitment to making things better.

Where will Placemaking Succeed?

a) **Diverse ecosystem of uses** – Places where employment, residential, parks and retail are clustered in a way that creates the potential for 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
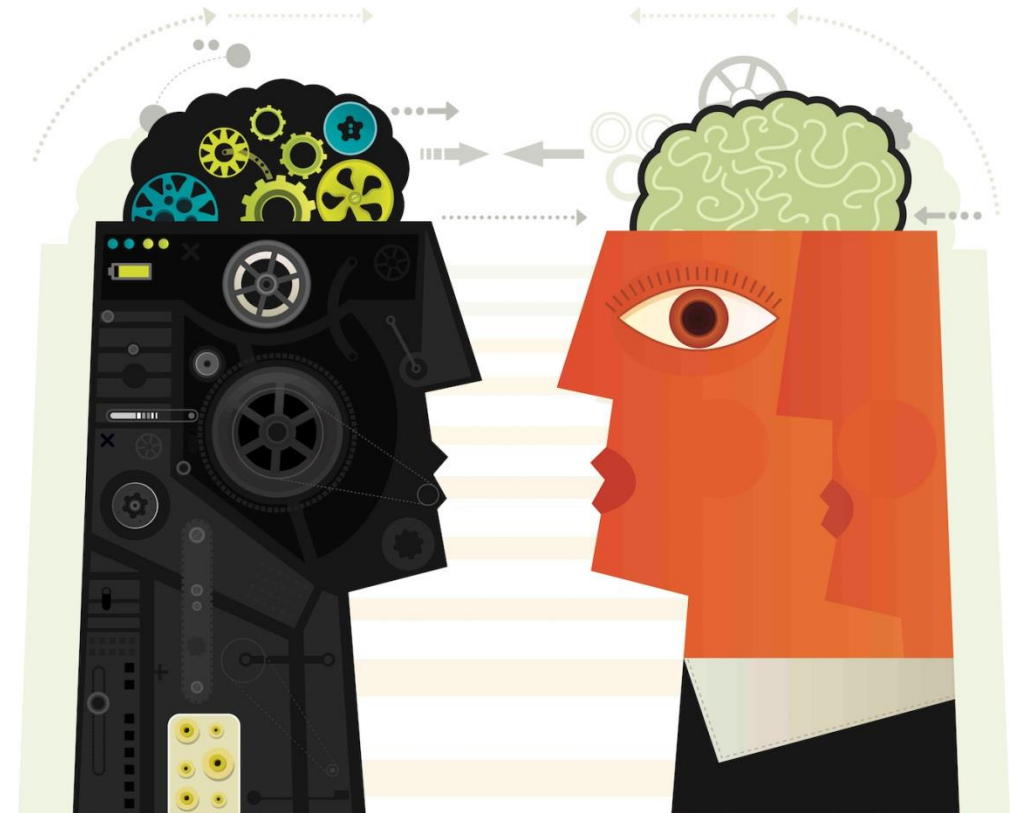9. Park
10. School

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.

Where should we do Placemaking?

a) Potential categories for Destination Districts:
1. Established Destination Districts (Brookside) – Building upon success
2. Emerging Destination Districts (Kendall Whittier) – Fostering strong efforts
3. Catalytic Destination Districts (LOTS of Places) – Places that, in time and with proper planning and investment, can thrive. Particular emphasis on equity and social justice.

b) So many choices; how do we prioritize?
1. People? Dot exercise or similar
2. Robots? Spatial analysis: data from plans, census, etc.

Destination Districts: Criteria

| 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 Expectency Map	UDP Water Data	???	NextDoor/WIN	NextDoor/WIN	Feedback Tulsa survey acompanying 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
The site is within or adjacent to a Regional, Town, or Neighborhood Center / Main St or Mixed Use Corridor	The site is incorporated into a Small Area Plan	The site is free of substantial floodplain or other adverse restrictions hampering development potential	The site is on or near abundant and vacant land or marginally developed land.	The site possesses potential for either infill or greenfield development.	Current sewer, stormwater, traffic, and parking structures are symmetrical to potential future demand.	The site is near an existing or planned high-capacity transit route.	Bike lanes and sidewalk improvements are planned near the site.	The destination is or is adjacent to properties of increasing value.	There exists a high concentration of housing, employers, or traffic generators nearby.	There exists large, deteriorated, or severely underperforming commercial property or properties.	There are other attractions present in the area that not covered by other criteria.	Poverty around the destination is minimal.	Public health around the destination is positive.	There is low neighborhood turnover around the destination.	The destination is widely known, and possesses durable and/or cultural/historic significance.	The area has a strong and widely known *identity*	Organizations, institutions, or key individuals are committed to the area's success.	Area residents and property owners are comfortable with growth and expansion.	There are social offerings or events that have the ability to attract and engage visitors.

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 – Should we prioritize with the map?

People: Dot Exercise
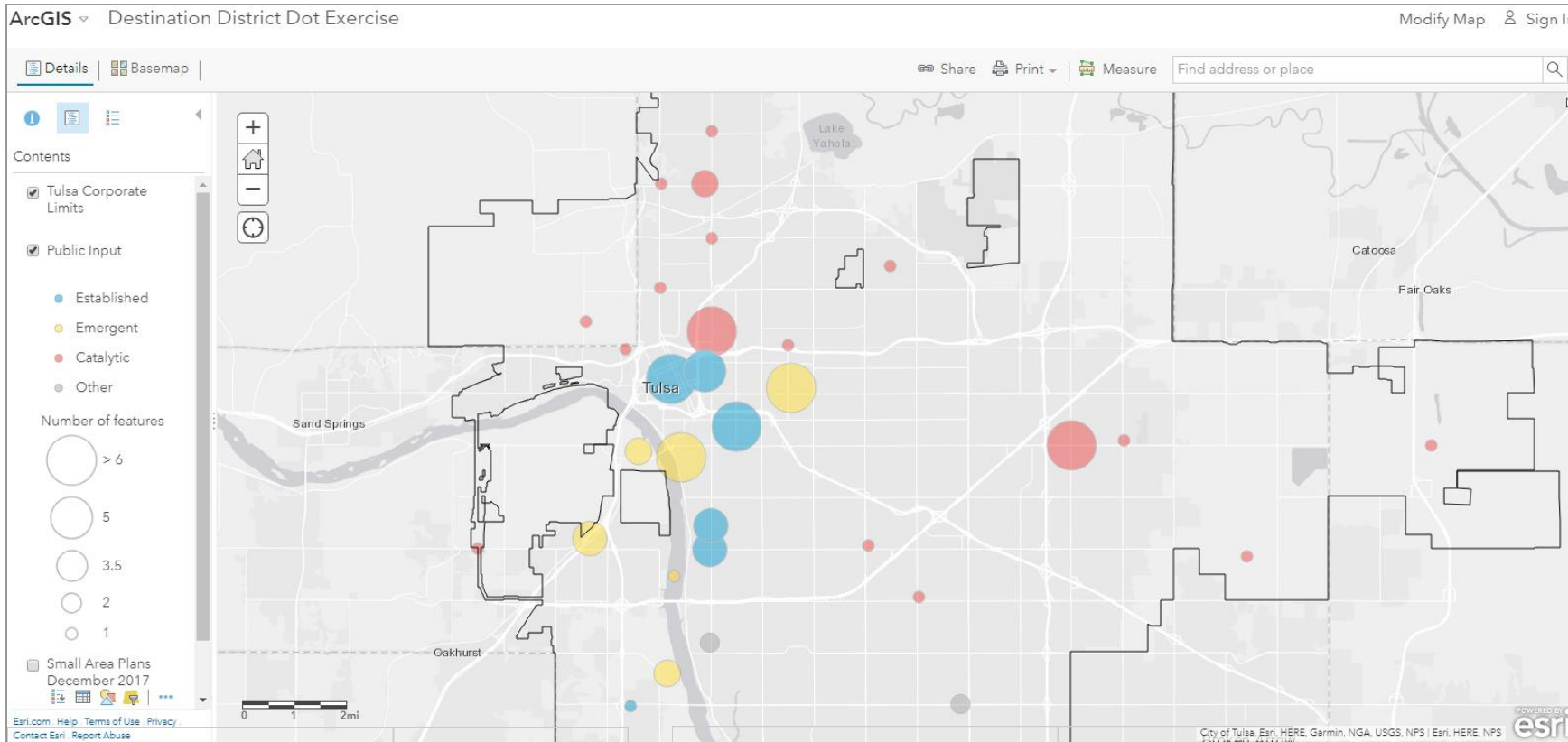
Established	Map Dot Total
Downtown	9
Brookside	8
Cherry St	7
Utica Square	3
Pearl District	2

| Emerging	Map Dot Total
Gathering Place	10
Eugene Field (River West)	7
Around TU	4
Red Fork	3
Tulsa Hills/Turkey Mountain	3
91st and Yale (Hunter Park)	2

Catalytic	Map Dot Total
21st/Garnett	8
Crutchfield	6
Riverwood	2
Cathedral District	1
Eastgate Metroplex	1
Southroads/Promenade	1
11th/Peoria	1
Pine/MLK	1

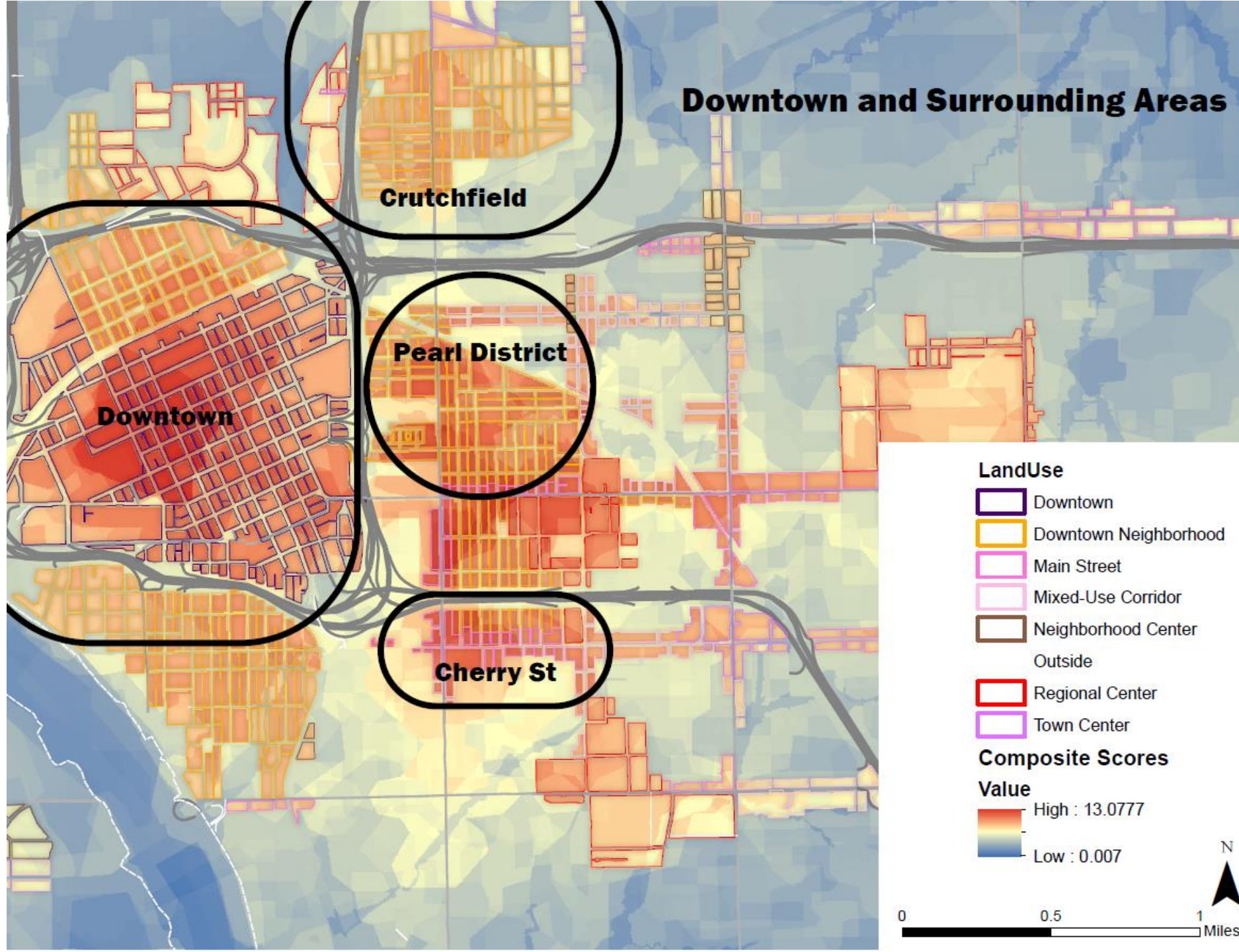| Catalytic	Map Dot Total
51st/Sheridan	1
46th St N/Peoria	1
Berryhill	1
Apache/Peoria	1
Dawson	1
Owen Park	1
Country Club Heights	1
Admiral/Harvard	1
Fair Oaks	1

Robot: Destination Districts

City Scale

Composite Scores

Value

High : 13.0777

Low : 0.007

N

0 1 2 4 6 8 Miles
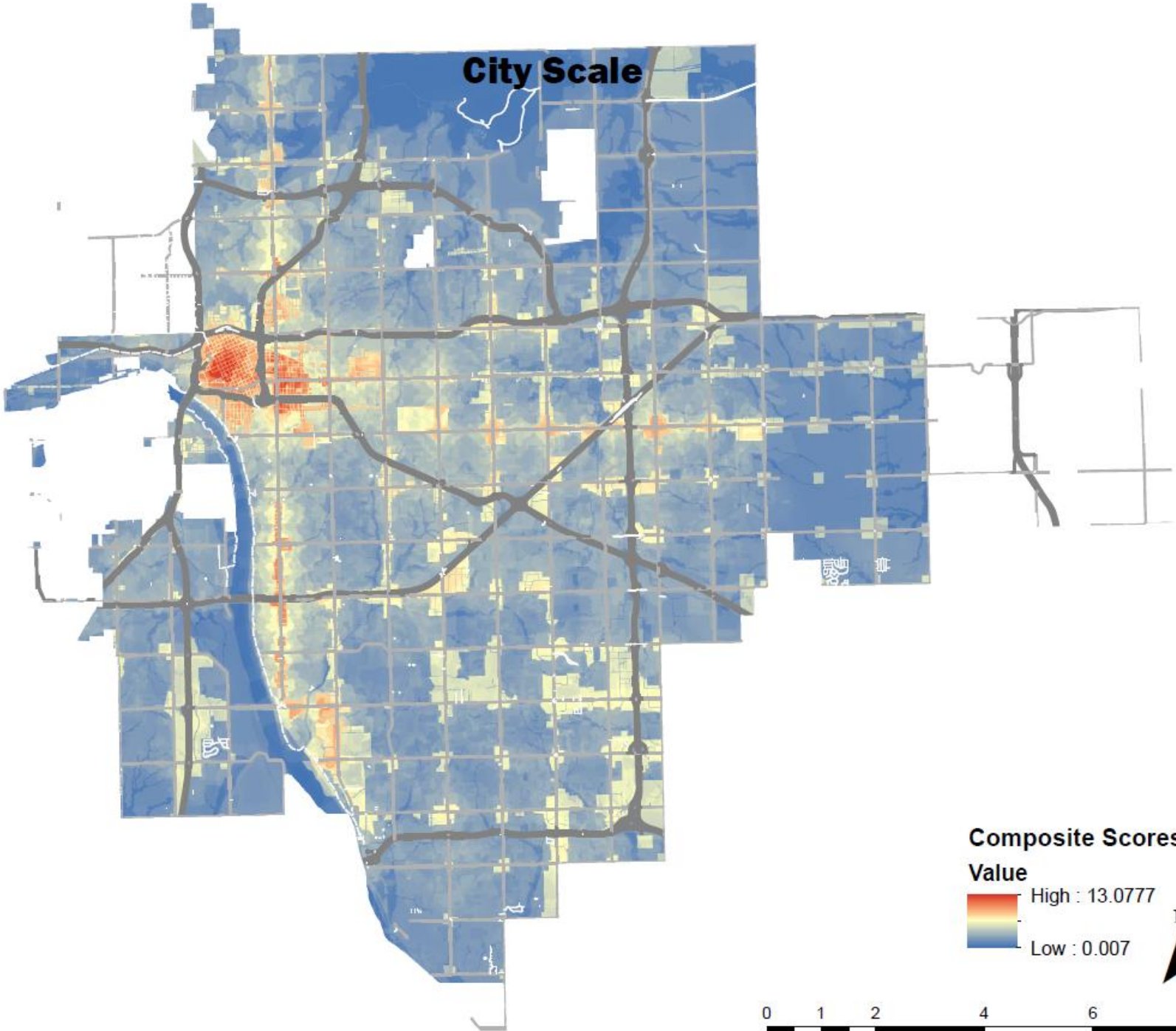
ArcMap - Data Overlay and Analysis

Site Conditions	
Future Land Use	Floodplain

Demographics	
Population Density	Job Density

Access and Transportation	
Road Density	Highway Access
Walk Score	BRT Stations

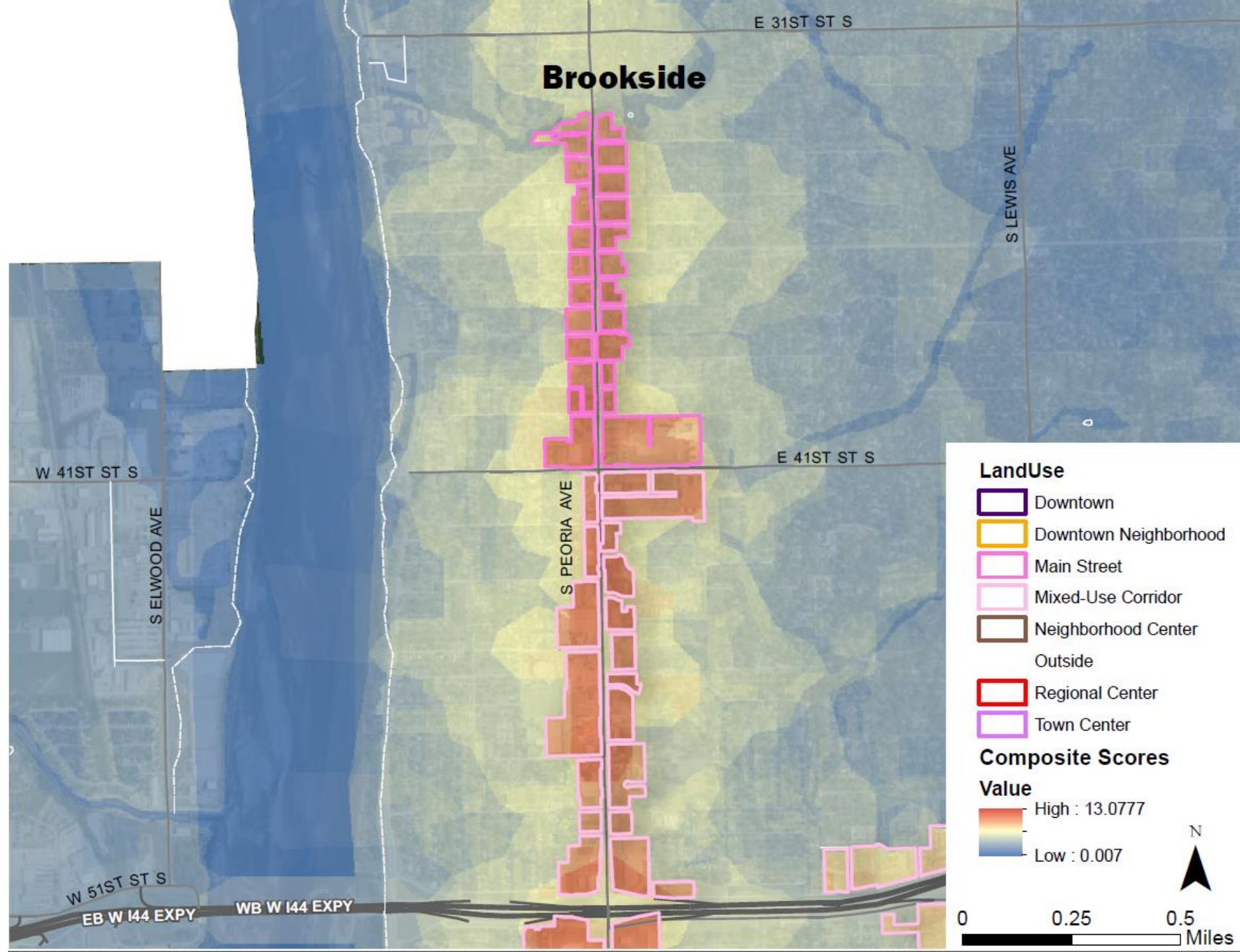Each data set was normalized to a value of one and combined into a weighted overlay
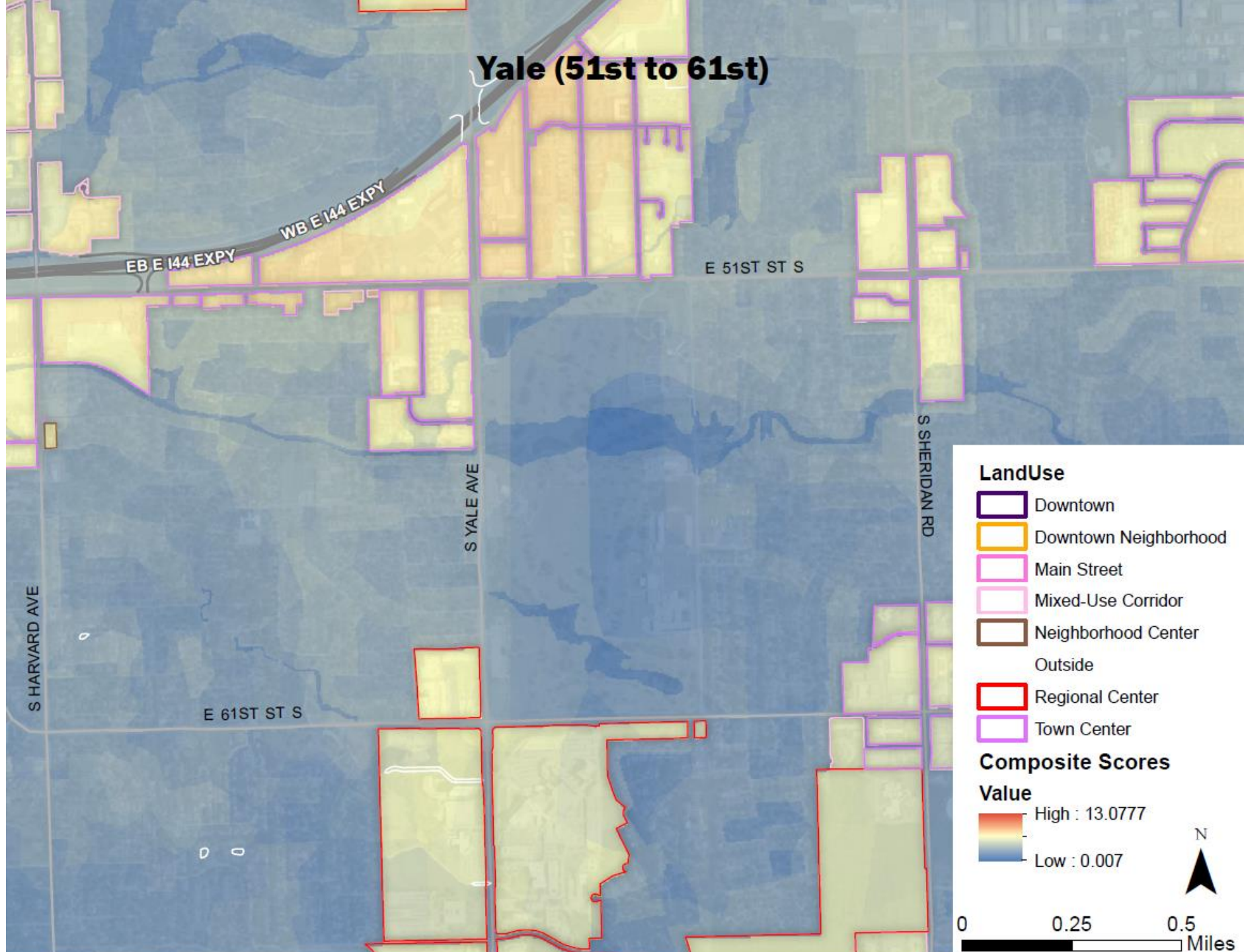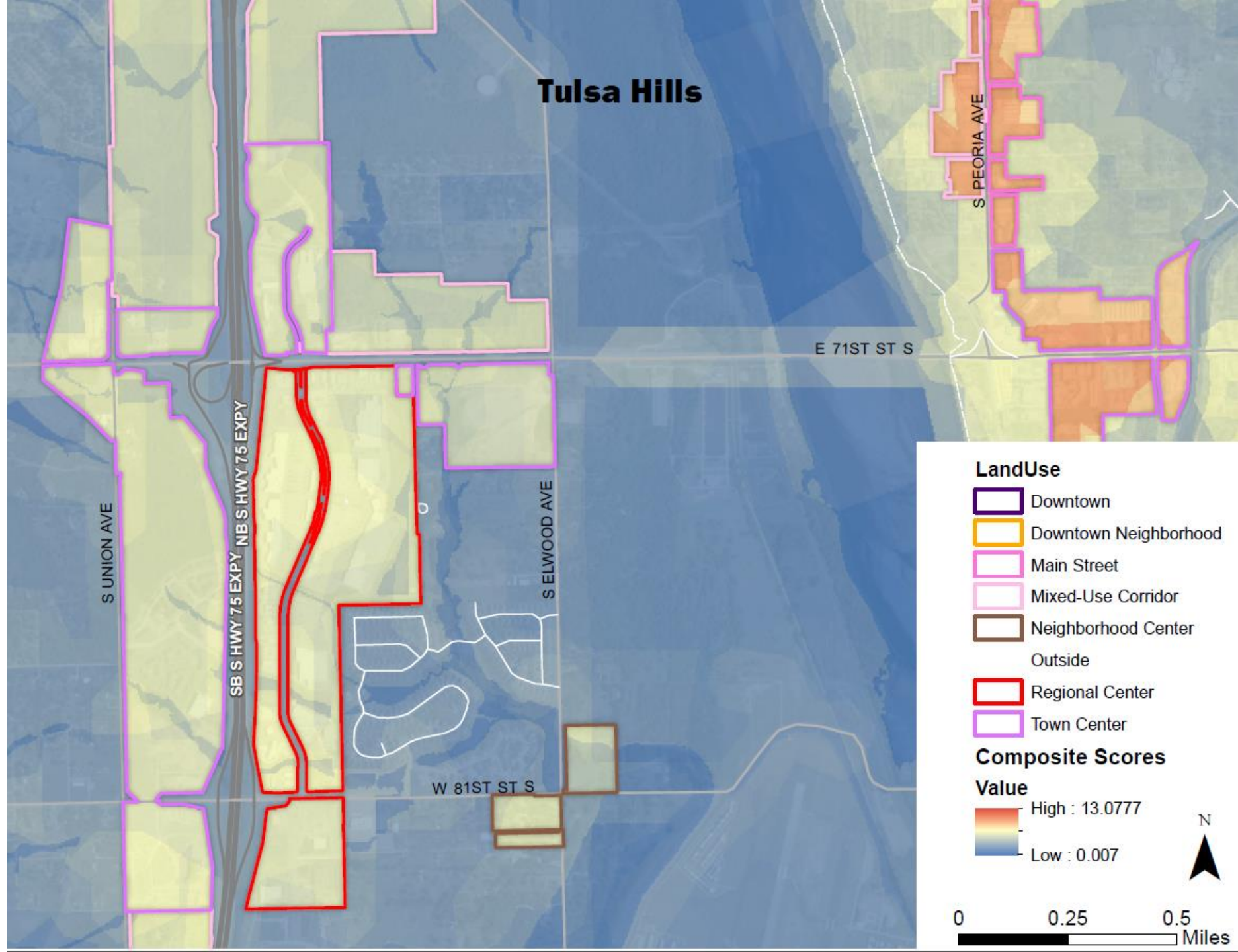
Downtown and Surrounding

Downtown and Surrounding Areas

Brookside

Established

Yale

Emerging

Yale (51st to 61st)

LandUse
- Downtown
- Downtown Neighborhood
- Main Street
- Mixed-Use Corridor
- Neighborhood Center
- Outside
- Regional Center
- Town Center

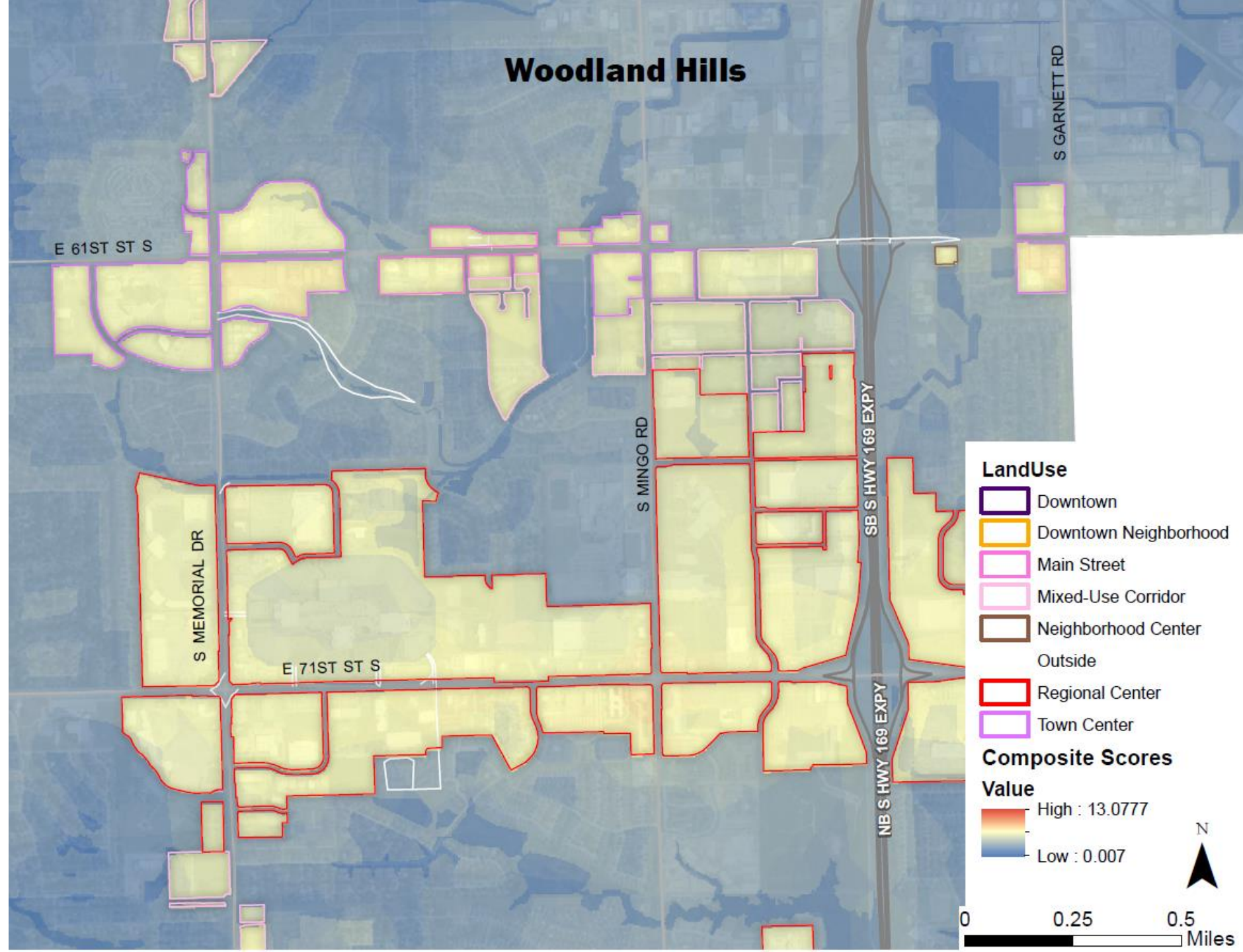**Composite Scores**
Value
High : 13.0777
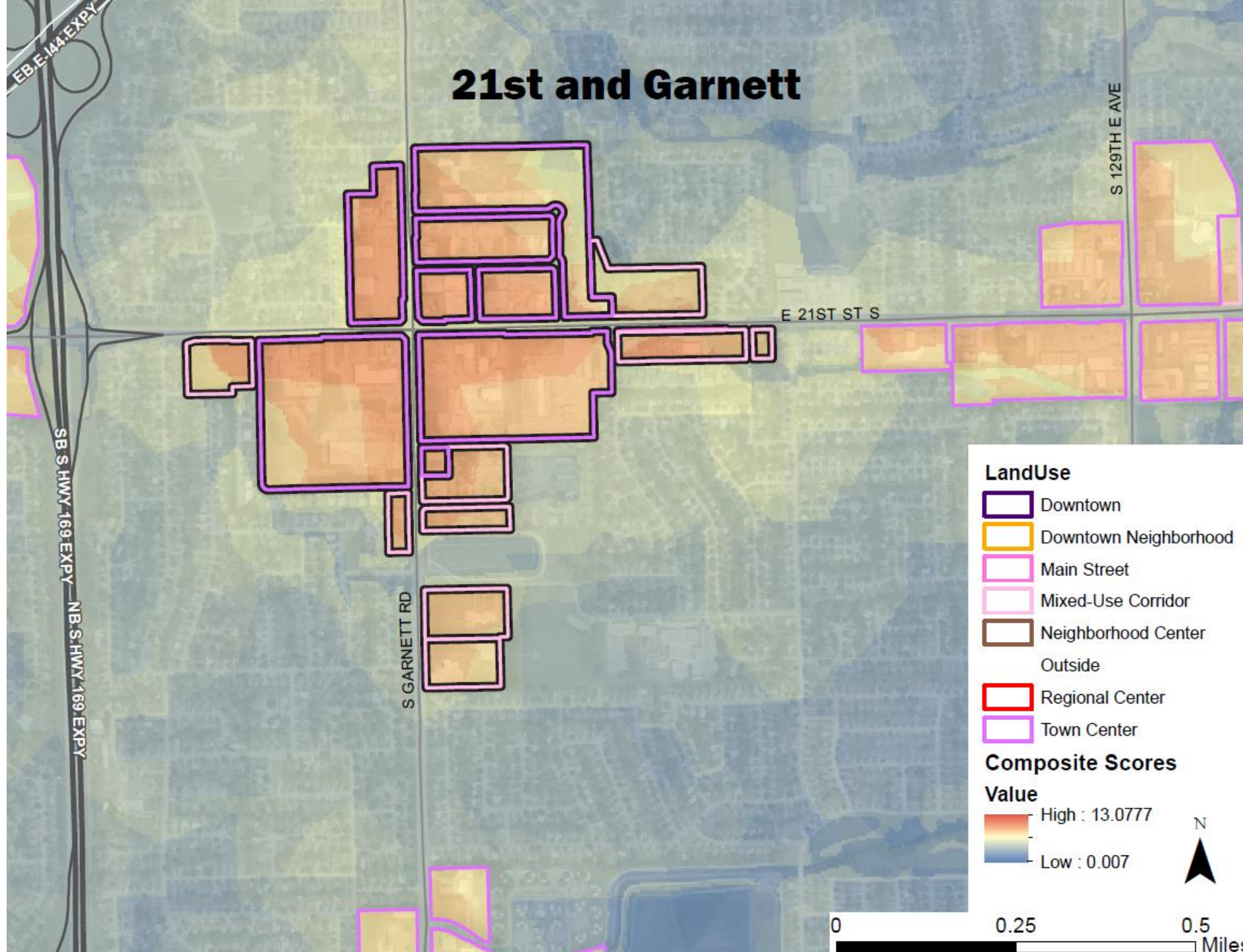Low : 0.007
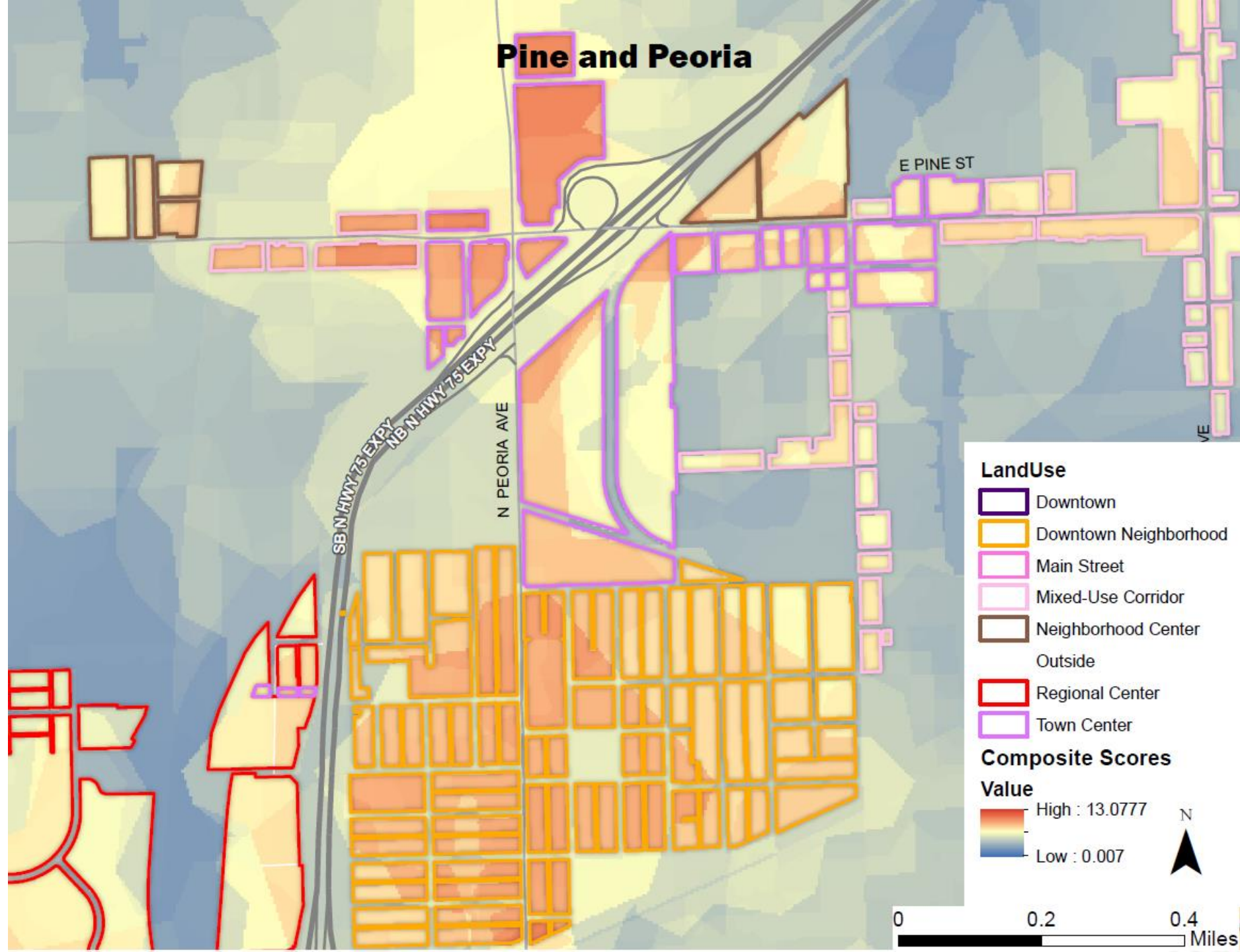
Tulsa Hills

Emerging

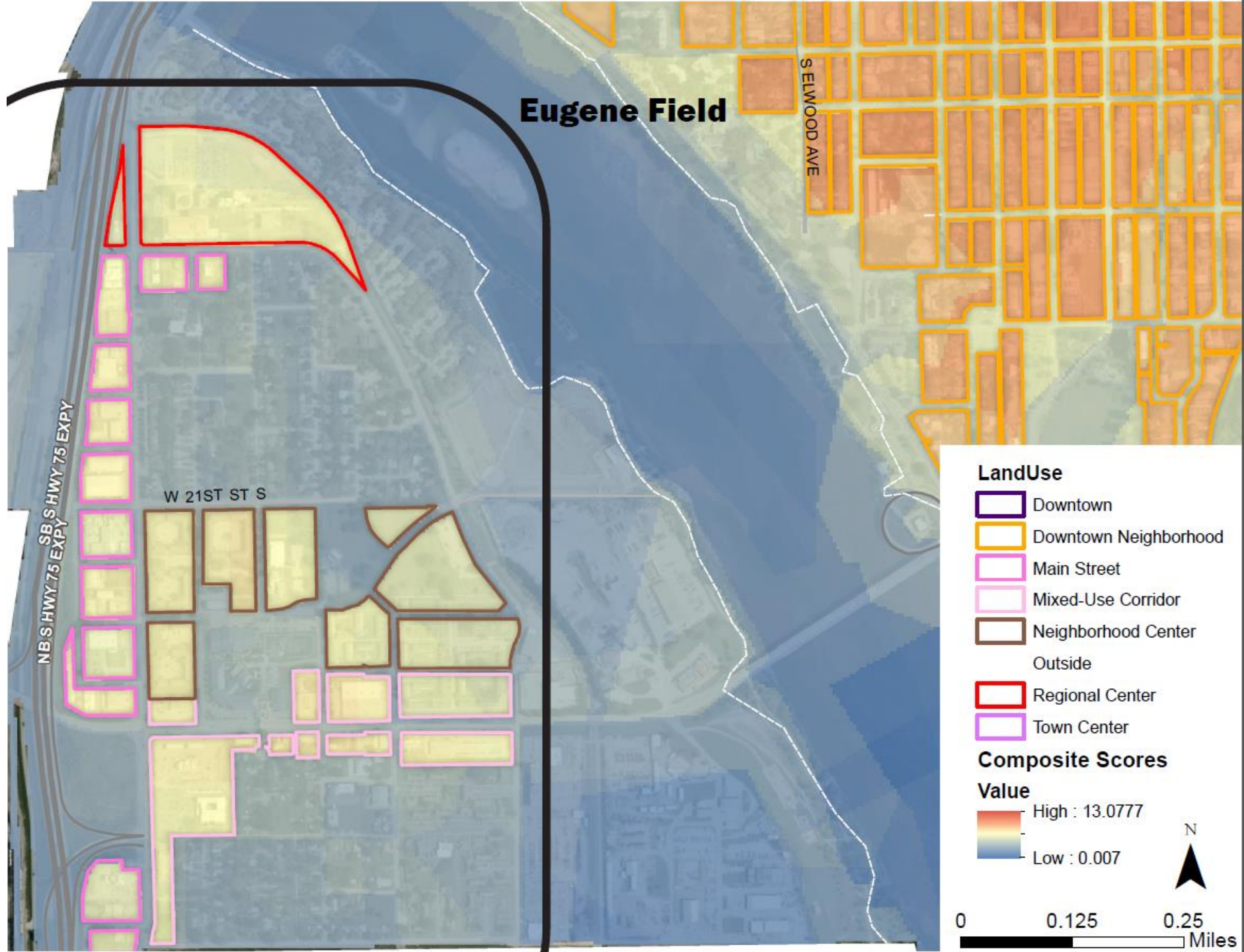# Woodland Hills

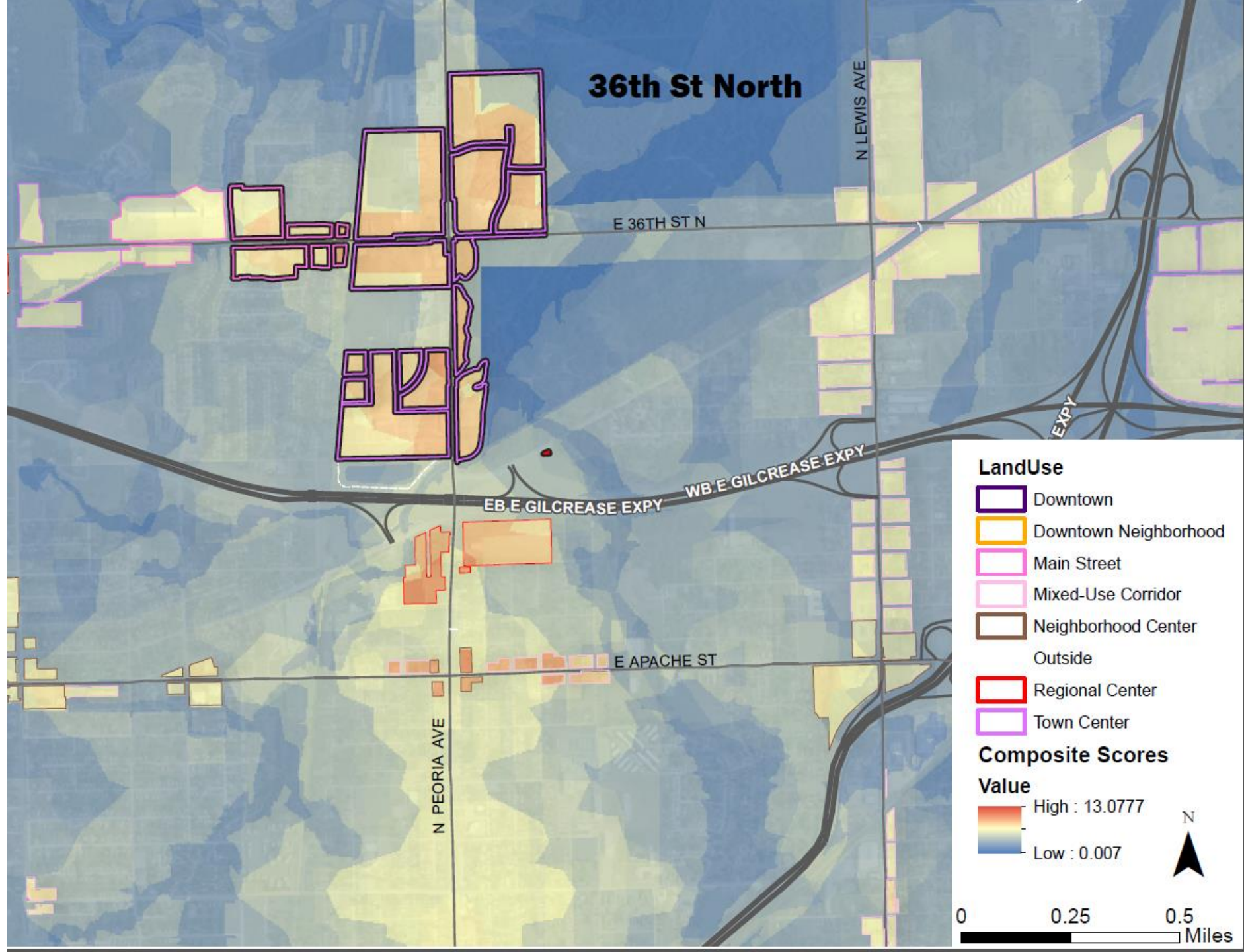Emerging

21st and Garnett

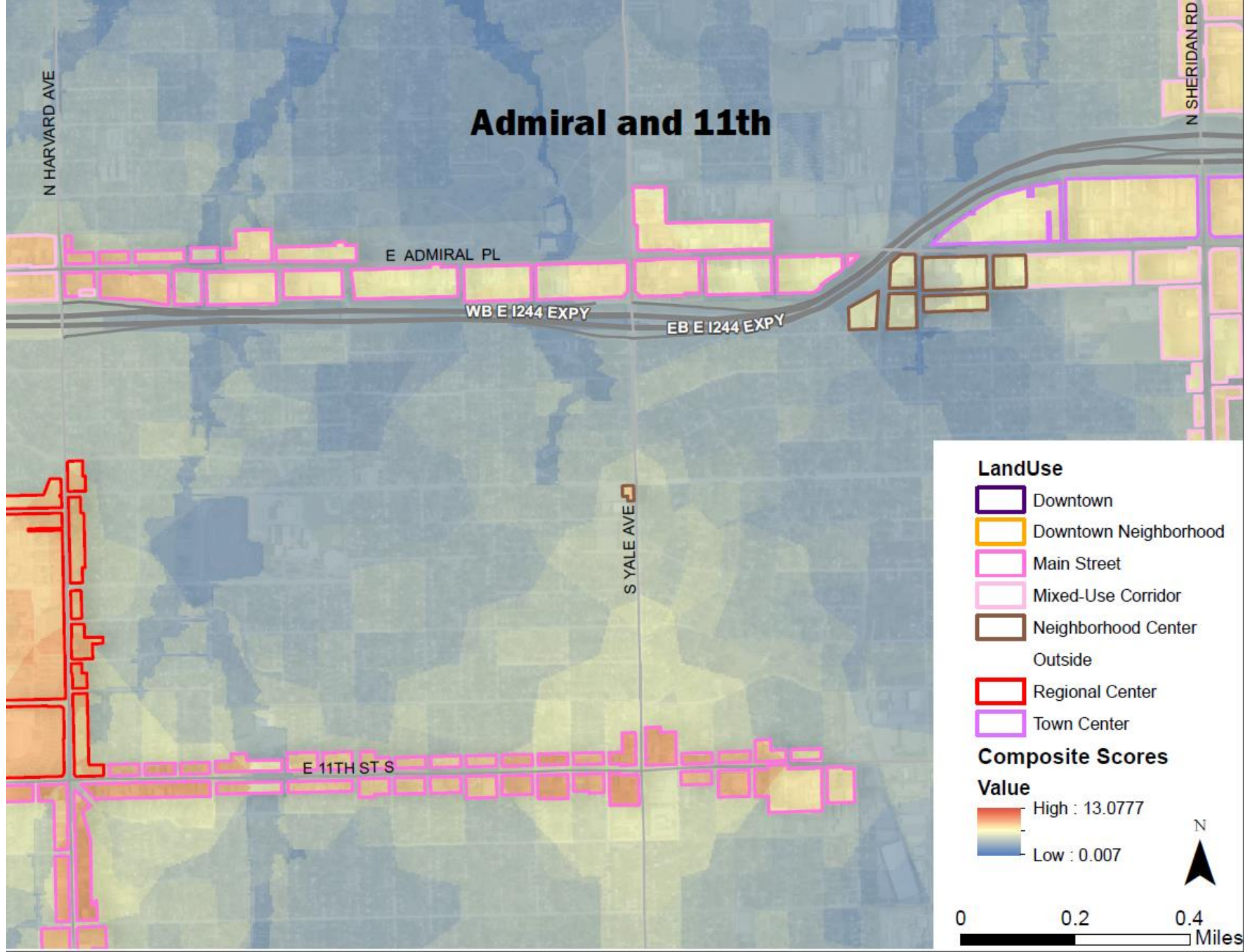Emerging

Pine & Peoria
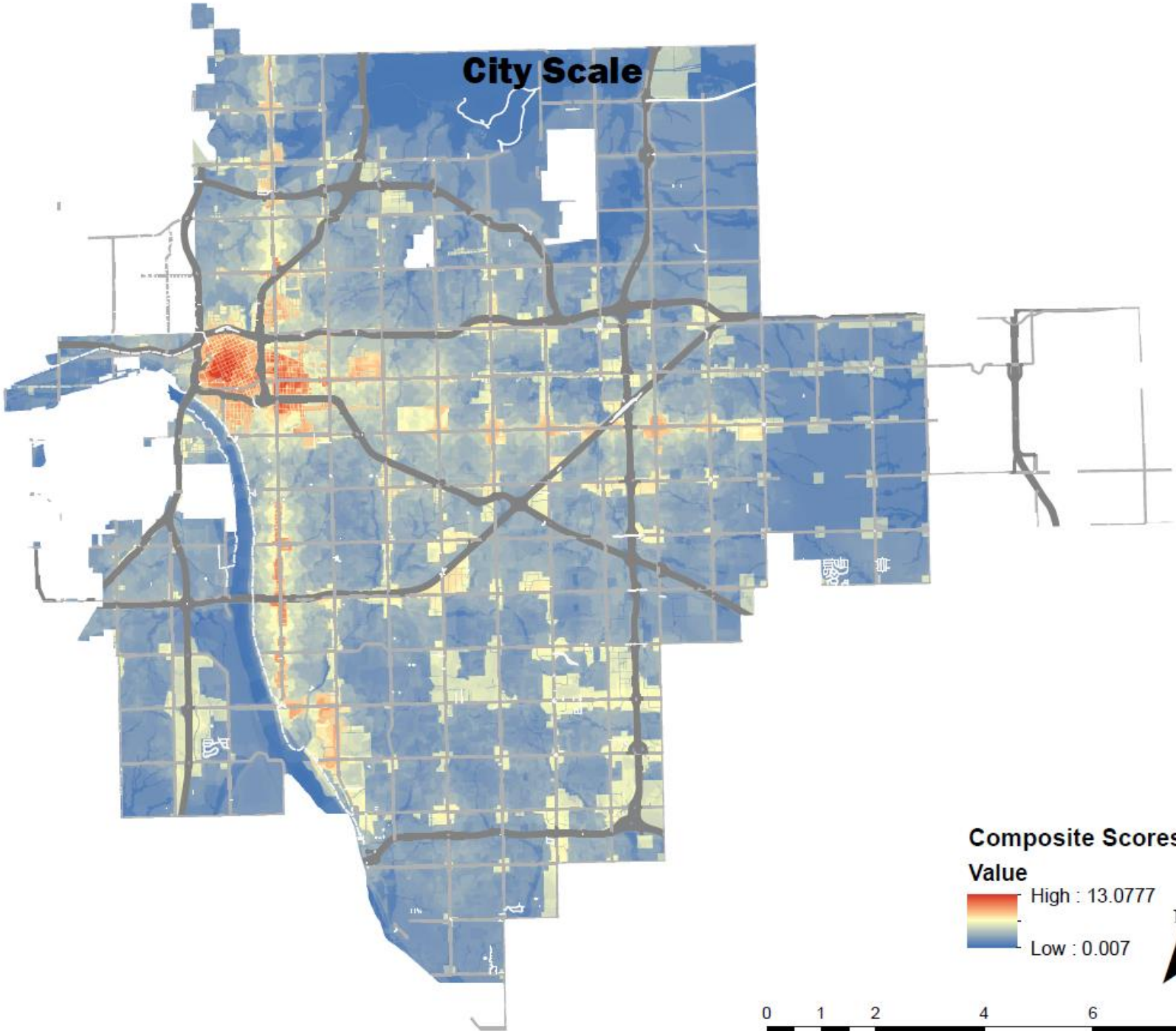
Emerging

River West

Catalytic

36th St North

Catalytic

RT 66 Corridors.

Catalytic

Robot: Destination Districts

City Scale

Composite Scores
Value
High : 13.0777
Low : 0.007

N

0 1 2   4   6   8
Miles

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

Potential to Increase Density

Access to Transit

Data

OKC Commercial District Revitalization Program

Management - $18-25K/yr./district GF

Streetscaping - $4M mile GO or ST

Data

Property value changes

Increase in Housing Units nearby

Measuring how people use public space

Increases in transit ridership at local Stops
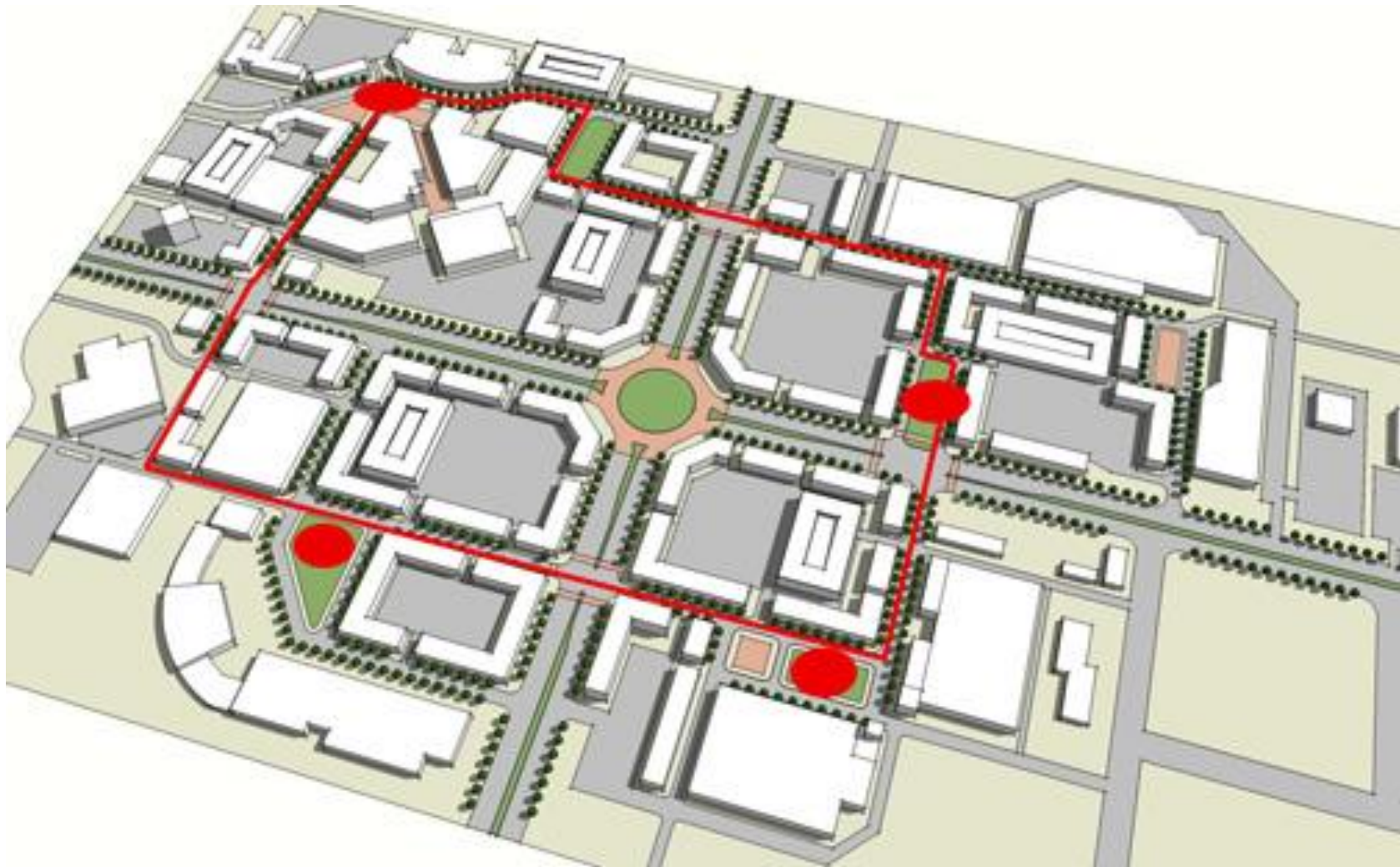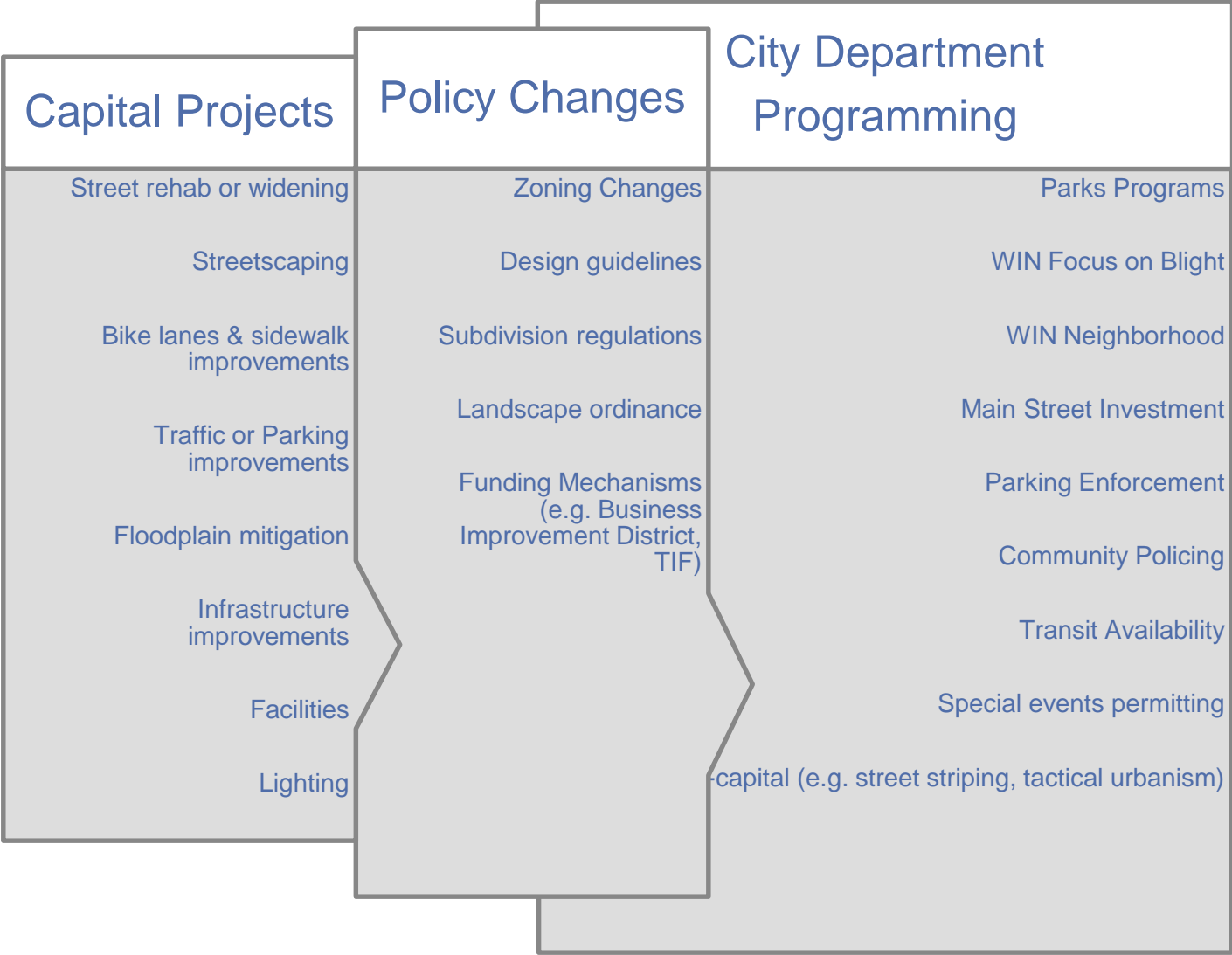
Ultimate Goal: Increase Population Density

Streetscaping - $4 M/mile

Suburban Retrofit - $50M infra/$68M TIF
(Boca Raton Regional Mall retrofit)

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)

Placemaking Tools

Tools	Capital (streetscaping = $4 M/mi.)	Maintenance	Management (Marketing, Promotion, Property Owner Relationships)
General Fund	Unlikely	Unlikely	Yes[1,2]
Business Improvement District	Not possible	Yes[1,2]	Yes[1,2]
Business Assn.	Unlikely	Yes[2]	Yes[2]
Special Assessment District	Possible	Possible	Possible
TIF (in blighted areas)	Yes[1,2]	Not possible	Not possible
GO Bond and Sales Tax	Yes[2]	Possible?	Not possible

1 Tulsa
2 OKC

Destination Districts: Next Steps

a) Formal program approval

b) Outreach to pilot districts (21st/Garnett, 11th/Peoria?, 11th/Lewis?, 36th Street N?, 61st and Riverside?) to see if there is enough support

c) Determine needs/connect resources

d) Develop concept and cost estimates for implementation

e) Align with CIP project list with Engineering and any other available funding sources (CDBG, TIF, Special, BID, etc.)