

# ARENA DISTRICT MASTER PLAN

## COMMUNITY ENGAGEMENT TECHNICAL MEMO NO. 4:

INCLUDES: STEERING COMMITTEE MEETING NO. 4 + STOC MEETING + COMMUNITY VISIONING WORKSHOP NO. 2

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### STEERING COMMITTEE MEETING NO. 4 - JULY 23, 5:30-7:00 PM

On Monday July 23rd, the Planning Team met with the Steering Committee for the fourth of five meetings. This meeting was held at City Hall, between 5:30 and 7:00 PM. Approximately ten attendees heard Chris Hermann and Jeff Pongonis (MKSK) present. The agenda included the following:

- Project Overview
- Steering Committee Meeting #3 Key Takeaways
- Planning Framework & Urban Design
- Primary Investment Area
- Short Term Activation
- Next Steps

The Steering Committee was interested in phasing recommendations for the final plan, with a focus on targeting future investments. Committee members discussed initial investments for public realm spaces and streets, and which investments should be targeted for current and future bond packages. The Steering Committee is interested in a specific site recommendation for the needed 130,000 square feet of Cox Business Center expansion. The Committee identified that CBC expansion and a new full-service hotel could be developed concurrently and would like both recommended sites to be identified in the final plan.

### SALES TAX OVERVIEW COMMITTEE MEETING - JULY 24, 8:00-8:30 AM

On Tuesday July 24th, the Planning Team met with members of the Sales Tax Overview Committee (STOC), a group composed of public appointees from 9 districts of the City of Tulsa. This morning meeting was held at City Hall's 3rd Floor North Presentation Room, and was a two-part guest presentation between the Planning Team representing the ADMP, and the Cox Business Center. The agenda included the following:

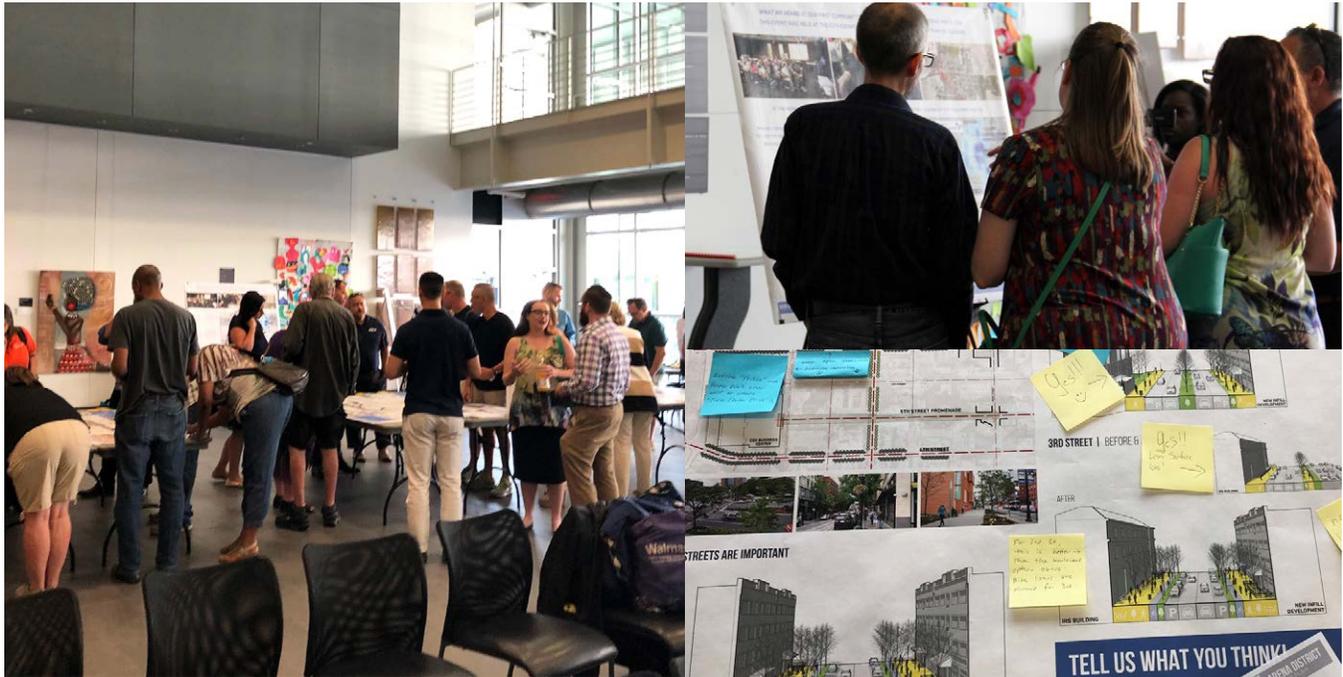
- Project Overview
- Planning Principles
- Public Outreach Summary (through June)
- Deliverables (completed and to come)

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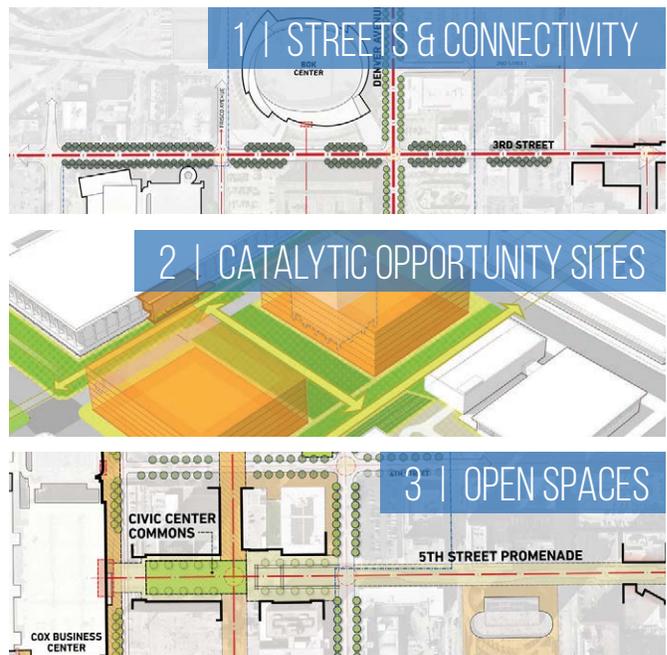
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### COMMUNITY VISIONING WORKSHOP NO. 2



The second Community Visioning Workshop for the Arena District Master Plan was held on July 24 at the TCC Center for Creativity and was attended by approximately 50 Tulsans. During this dynamic workshop, the planning team reported back on public feedback to date and unveiled draft concepts and strategies to encourage and foster re-development in the Arena District. Following a presentation, attendees participated in four interactive stations highlighting various project themes, including streets and connectivity, catalytic opportunity sites, public spaces, and a general comment station. Each station included comment cards asking attendees to share their feedback and ideas. The results from the feedback collected are summarized in the following pages and are categorized by their respective station topic.



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### 1 | STREETS & CONNECTIVITY

#### THE ARENA DISTRICT IS SOMEWHAT WALKABLE TO/FROM DOWNTOWN - BUT, WHY WALK THERE?

WE ASKED: WOULD YOU CURRENTLY CONSIDER WALKING BETWEEN THE ARENA DISTRICT AND DOWNTOWN/CBD?

“Yes, but it wouldn't be comfortable.”

“Yes & I do!”

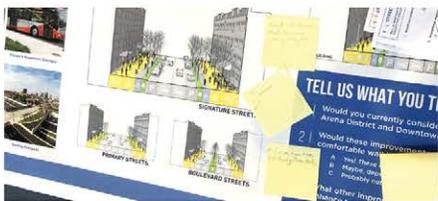
“Yes, more lights, more places to stop along the way.”

“Depends...usually there is nothing to look at or purchase.”

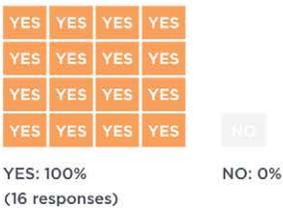
“I work in the area and have parking access to my job so yes...”

“Maybe. It's not a great walk.”

#### THE IMPROVEMENTS SHARED IN THE MEETING ARE NEEDED TO ENHANCE WALKABILITY



WE ASKED: WOULD THESE IMPROVEMENTS MAKE YOU FEEL MORE COMFORTABLE WALKING IN THE ARENA DISTRICT?



#### MAKING THIS A WALKABLE DISTRICT WILL REQUIRE R.O.W. IMPROVEMENTS, PLACEMAKING & INFILL

WE ASKED: WHAT OTHER IMPROVEMENTS OR CONNECTIONS WOULD ENHANCE TRANSIT, BIKABILITY, AND WALKABILITY IN DOWNTOWN?

#### RIGHT OF WAY IMPROVEMENTS

- (Ordered by most to least mentioned)
1. More trees and shade!
  2. Better street lights
  3. More bike lanes and facilities

#### PLACEMAKING IMPROVEMENTS

- (Ordered by most to least mentioned)
1. Improved gateways
  2. Better signage/wayfinding
  3. Incorporate Public art

#### DEVELOPMENT IMPROVEMENTS

- (Ordered by most to least mentioned)
1. Active ground floors
  2. Less Parking lots
  3. Redevelop opportunity sites

Though meeting attendees consider the Arena District as walkable to/from Downtown, most consider this walk an unpleasant experience. For instance, lack of shade, street trees, and poor lighting at night lead to visitors to the district choosing to drive rather than walk, even from nearby destinations. Nonetheless, when asked if they would consider walking to the district from the CBD, all respondents responded positively, and suggested that they would be open to doing so if the district offered more amenities and the walk to/from downtown was improved. Similarly, when asked to react to the draft concepts for street improvements, which included improved sidewalks, more street trees, and an enhanced pedestrian realm, 100% of respondents noted that these improvements would make them feel more comfortable walking in the district.

Respondents were asked what other improvements would enhance transit, bikability, and walkability in downtown. Though most answers focused on improvements to the right of way, a third of all answers recommended placemaking improvements and new infill development as contributing to a walkable district. Suggested improvements to the right of way focused on enhancing the pedestrian experience, from more street trees to better lighting in the evenings, in addition to encouraging multimodal streets with bicycle infrastructure. Responses related to placemaking aimed at improving the district's connectivity through gateways and better signage/wayfinding, and establishing a district identity through public art. Respondents suggested that a lack of active ground-floors and the prevalence of surface parking lots negatively affected walkability. As such, infill development on the identified opportunity sites was suggested as a strategy to improve walkability.

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### 2 | CATALYTIC OPPORTUNITY SITES

**A MIXED-USE ENVIRONMENT WILL MAKE ME WANT TO SPEND MORE TIME IN THE DISTRICT**

WE ASKED: WOULD THIS MIXED-USE ENVIRONMENT ENCOURAGE YOU TO SPEND MORE TIME IN THIS DISTRICT? WHY OR WHY NOT?

**“YES!”** Out of 13 responses, 11 people answered “Yes” to this question

**...BUT CONSIDER THE FOLLOWING**  
(Ordered by most to least mentioned)

1. The district needs more things to do
2. Invest in open spaces
3. Consider the Denver Avenue Station site

**“** *I would be very attracted to mixed use, working where you live strengthens community*

**THESE IMPROVEMENTS WILL MAKE PEOPLE WANT TO CALL THE ARENA DISTRICT “HOME”**



WE ASKED: DO YOU THINK THESE IMPROVEMENTS WOULD MAKE PEOPLE CONSIDER LIVING IN THIS DISTRICT?

**“YES!”** Out of 13 responses, 12 people answered “Yes” to this question

**...BUT CONSIDER THE FOLLOWING**  
(Ordered by most to least mentioned)

1. Make room for open space
2. Allow for mixed-income

**CONCENTRATE OUR EFFORTS AROUND THE BOK CENTER**

WE ASKED: DO YOU SEE VALUE IN CONCENTRATING IN THIS CORE AREA AS AN INITIAL INVESTMENT? WHY OR WHY NOT?

**“YES!”** Out of 13 responses, 10 people answered “Yes” to this question

**...BUT CONSIDER THE FOLLOWING**  
(Ordered by most to least mentioned)

1. Consider the district as a gateway
2. Think about our ROI
3. Capitalize on initial investments to incentivize future growth

**“** *Capitalize on the investments already made. Will leave a better impression on visitors who are coming in for events/conventions*

The draft concepts presented at the second workshop focused on potential development options for various sites in the district, such as the Page-Belcher Building, Civic Center Plaza, and the Bank of Oklahoma Surface Lot on Denver Avenue and 2nd Street. These concepts included enhancements to open spaces in addition to potential adaptive-reuse, mixed-use and hotel developments. These options were shared in the presentation and displayed on boards. Respondents at this station overwhelmingly supported redevelopment of these three sites, noting that activating the core of the district is a positive improvement.

When asked if a mixed-use environment would encourage them to spend more time in the district, 11 out of 13 respondents responded affirmatively and commented that the district needs this type of 18-hour activation. A clear majority of respondents also shared that transforming the Arena District into a mixed-use neighborhood would encourage more people to live in the district.

The three draft concepts presented fall within an initial catalytic investment area in which to concentrate efforts. Meeting attendees were asked whether they agreed with this strategy on concentrating on the core. Out of 13 responses, 10 answered they saw the value in this strategy, noting that it would enable positioning the district as a welcoming gateway into downtown and incentivize future growth.

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### 3 | OPEN SPACES

#### THE ARENA DISTRICT NEEDS HIGH QUALITY OPEN SPACES AND ACTIVE STREETS

WE ASKED: WHAT PUBLIC SPACE IMPROVEMENTS WOULD YOU LIKE TO SEE HAPPEN IN THIS DISTRICT? (18 responses)



#### THE DISTRICT WILL BENEFIT FROM MORE THINGS TO DO BEYOND EVENTS AND CONCERTS

WE ASKED: WHAT ACTIVITIES/SPACES WOULD DRAW PEOPLE TO THIS AREA?



A significant portion of the draft concepts and strategies presented at the second community workshop centered around creating high-quality gathering spaces in the Arena District. These spaces, ranging from short-term activation of existing open spaces to a long-term re-imagining of public spaces in the district, aim to activate and energize the district while fostering future development. Meeting attendees were asked which types of open space improvements they would like to see in the district from a list of five items, of which multiple answers were allowed. Close to three-quarters of respondents prioritized creating an activated public space around the BOK Center and improving Civic Center Plaza. The comments submitted suggested seasonal events capitalizing on the visitors already drawn into the district by the BOK Center and the CBC. When asked which activities or spaces would draw people into the area, responses note that the Arena District would benefit from more things to do beyond events at the BOK Center. The most popular activation strategy was additional programming and spaces for people to gather, followed by a farmer’s market and pop-up retail.