

TulStat

Destination Districts

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

July 27, 2018



Agenda

- a) Program procedures and materials
- b) Scoping of services
- c) Presentation draft
- d) OKC site visit



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 June 22, 2018



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



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).



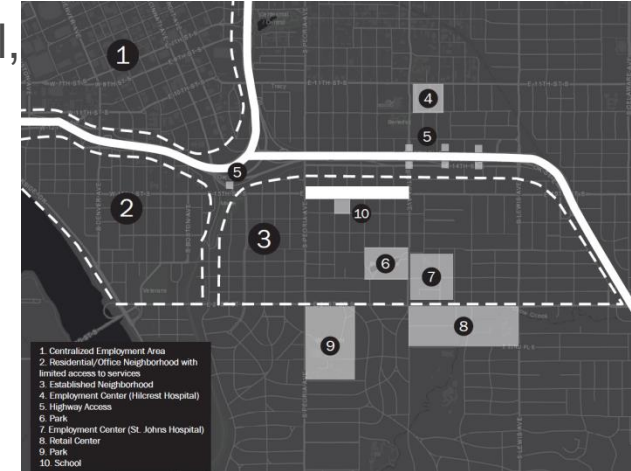
What is Placemaking?

- 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 Destination Districts 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.



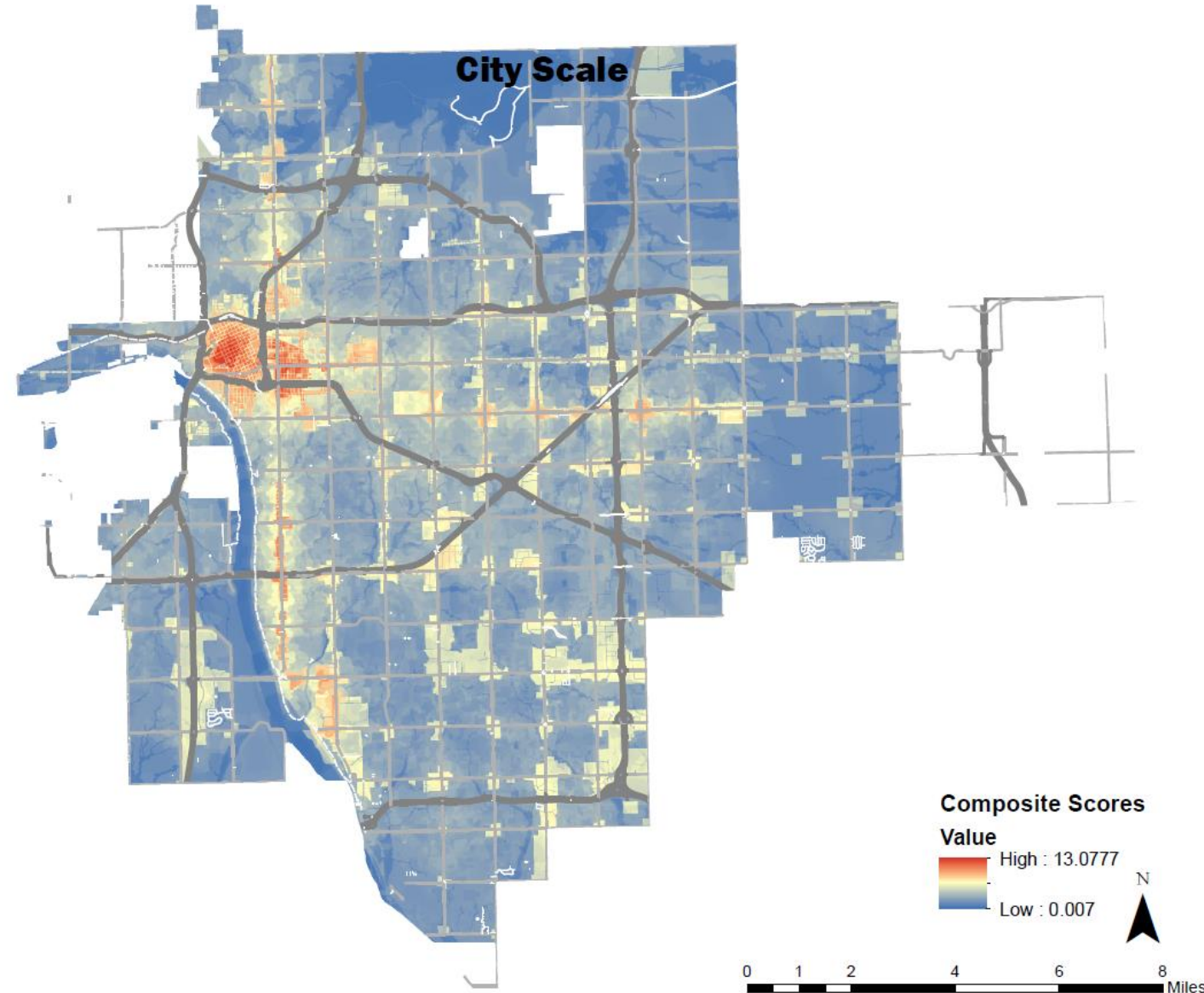
Program Procedure and Materials

- Destination Districts Survey and Application
 - Identifies interested groups
 - Establishes City expectations
 - Stresses importance of local organization
 - Commitments and mutual agreements
 - Establishes types of assistance
 - Building towards capital investment in placemaking & civic space creation and enhancement
 - Other limited assistance



GIS Layer Analysis

- Used to refine application requests
- Threshold requirements
 - Access to transit
 - Potential for future growth
- Determine boundaries
- Citywide strategy
 - Clustering (conversely, the spread)
 - Interaction with other efforts



Neighborhood Assessment

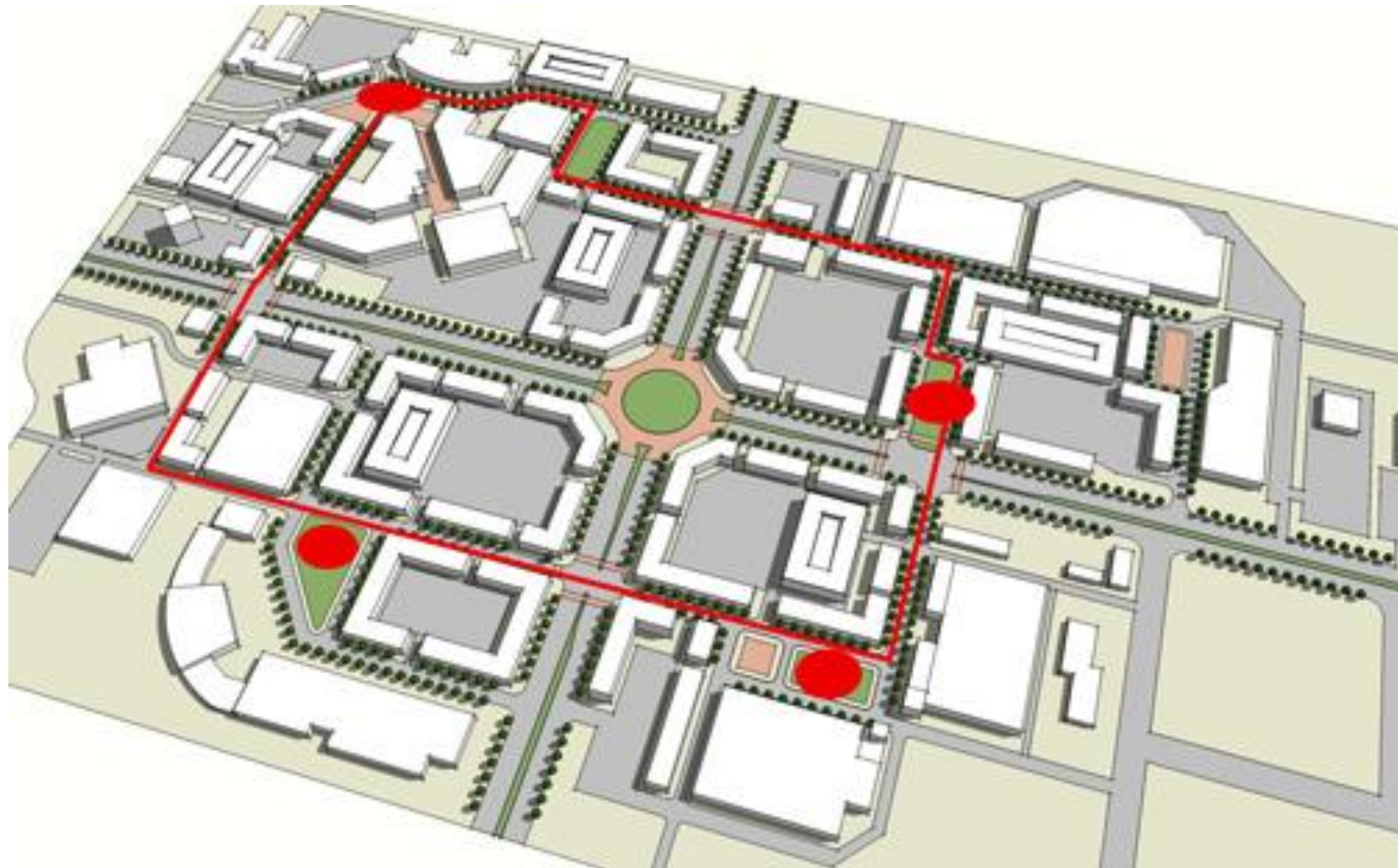
- Direct interaction with applicants
- Establishing needs and goals
- Growth potential
 - Physical capacity for growth
 - Role for urban design and placemaking?
- Alignment
 - Growth Imperative
 - Expectations of public/private partnerships
- Evaluation of the capacity of local management entity



Streetscaping - \$4 M/mile



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



Scoping of Services

Status of Organization	Assistance Type				
	Outreach & Engagement	Access City Resources	Policy & Regulatory	Organizational Financial Support	Capital Projects
General interest but not organized	X				
Informal org. with some governance structure	X	X			
Registered volunteer neighborhood or business association Must: - Have bylaws in place - Have regular meetings - Have property-owner relations	X	X	X		
Staffed Business assoc. or 501(c)(6) Chamber, 501(c)(3), Economic or Community Development Corp, Main Street Program Must: - Have bylaws in place - Have Regular meetings - Have property-owner relations - Be full or part-time staffed - Be area-focused (not citywide) - Have the capacity to form agreements with City for maintenance, staffing, etc.	X ¹	X	X	X ³	X ²
Business Improvement/Assessment District	X ¹	X	X	X ³	X

1. Outreach and engagement limited to current program, policy, and capital activities
2. Initial City capital projects possible via agreement; possibly smaller in scale
3. Needs-based, transitional support for organizations; finite resources available



A Framework for Placemaking Investment

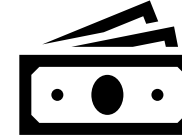


Where should we invest?

Today

Data

Ecosystem of Uses
An Identity
Committed people
Potential to Increase Density
Access to Transit



How much should we invest?

Data

OKC Commercial District Revitalization Program

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

Streetscaping - \$4M mile GO or ST



How do we measure success?

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



Oklahoma City: Commercial District Revitalization Program

Friday Aug 3, 8a-3p

- Seats available

Features

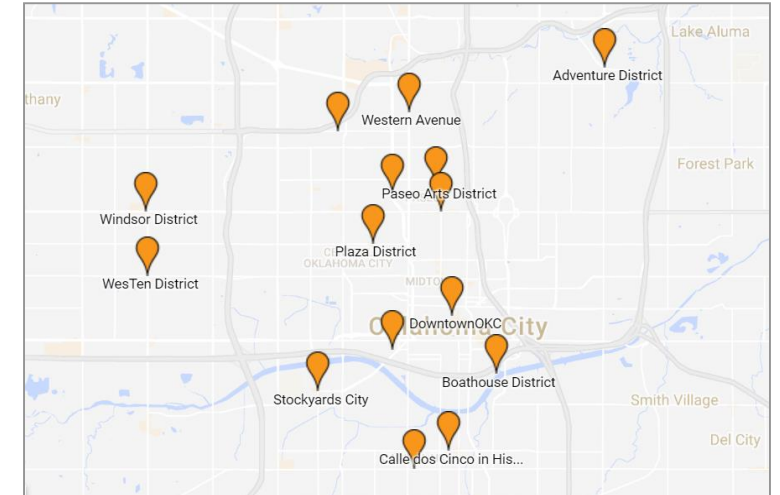
- Financial support for local business entities (\$15-25K ann.)
- Revolving loan fund for business startups within districts (\$20K)
- Capital investments

Apparent similarities

- Targeted
- Builds local capacity
- Invests in placemaking

Possible differences

- Not seeing link to overall growth plans or objectives



Title V meetings

- Presentation Outline
 - Program Overview
 - Candidate Identification
 - Selection and Scoping
- Reaction and feedback
 - General Interest
 - Are we asking for too much?
 - Targeted/limited
 - Is that okay?
 - Additional considerations? geographic, cultural, practical?



Destination Districts: Next Steps

- a) OKC key findings
- b) Title V meeting feedback
- c) Program guide
- d) Application

