



ARENA DISTRICT MASTER PLAN

PUBLIC WORKSHOP 3
SEPTEMBER 26, 2018

OUR TEAM

MKSK

HR&A

kolar



Columbus
ARCHITECTURAL STUDIO

wallace

ZAKERION

MKSK

PROJECT LEAD

District Planning & Urban Design

HR+A

Economic Development &
Market Feasibility

KOLAR

Identity, Placemaking, Signage
& Wayfinding

WALLACE

Civil Engineering

COLUMBUS

ARCHITECTURAL STUDIO

Architecture/Adaptive Reuse

GROUNDSWELL

Activation & Pop up
Engagement

ZAKERION

Public Relations



PUBLIC OUTREACH SUMMARY (THROUGH SEPTEMBER 5)

THE ARENA DISTRICT
MASTER PLAN WAS
**A COLLABORATIVE
PROCESS** THAT
INCLUDED:

150

ONLINE
PARTICIPANTS

135

WORKSHOP
ATTENDEES

84

STAKEHOLDERS
INTERVIEWED

5

STEERING
COMMITTEE MEETINGS

30

URBAN HIKE
ATTENDEES

PUBLIC WORKSHOP 2 FEEDBACK

HELD ON TUESDAY, JULY 24TH AT THE TCC METRO CAMPUS, THE **SECOND COMMUNITY VISIONING WORKSHOP** SHARED DRAFT CONCEPTS & STRATEGIES.

“Active streetfronts with buildings that front those streets”

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

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

45

MEETING ATTENDEES

40

COMMENTS ON BOARDS

49

COMMENT CARDS FILLED

ARENA DISTRICT MASTER PLAN



A nighttime photograph of the Tulsa skyline, Oklahoma, with several illuminated skyscrapers and buildings. The lights are reflected in the water in the foreground. The sky is a deep blue with some light clouds. The text is overlaid in white, bold, sans-serif font.

**TULSA IS AN AMAZING PLACE WITH A
UNIQUE SPIRIT, INCREDIBLE PEOPLE &
GREAT CULTURAL AMENITIES.**

A photograph of the Tulsa skyline at sunset, with several skyscrapers visible against a cloudy, orange-hued sky. In the foreground, a calm pond reflects the city lights and the sky. A small fountain is visible in the water, and a stone wall with a bench is on the right side of the pond.

TULSA HAS THE
KEY INGREDIENTS OF SUCCESSFUL
21ST CENTURY DOWNTOWNS.

OUR DISTRICT OFFERS...

COX BUSINESS CENTER

BOK CENTER

CITY-COUNTY LIBRARY

1.8 Million Visitors/Yr



THIS DISTRICT IS
FRACTURED & DISCONNECTED
FROM THE REST OF DOWNTOWN.
ASSETS AREN'T BEING LEVERAGED.

An aerial photograph of Tulsa, Oklahoma, showing a mix of urban development and infrastructure. In the foreground, a large, modern arena with a curved, metallic facade is prominent. To its right is a large, multi-story office building labeled 'COX BUSINESS CENTER'. A major highway interchange with multiple overpasses is visible on the left side. The city skyline in the background includes several tall skyscrapers, including the tallest one in the center-left. The sky is clear and blue with a few scattered clouds.

THIS SHOULD BE TULSA'S **FRONT DOOR**:

THE PHYSICAL & CULTURAL
WELCOME MAT TO THE CITY.



THIS DISTRICT IS THE GATEWAY TO TULSA.

An aerial photograph of a city at dusk or dawn. The sky is a deep blue, and the city lights are beginning to glow. A central area of the city is highlighted with a semi-transparent blue overlay, indicating a specific development or neighborhood. The text is overlaid on this image.

WHAT DOES **SUCCESS** LOOK LIKE?

WORLD-CLASS MIXED-USE NEIGHBORHOOD

NEW ERA OF DOWNTOWN GROWTH

UNIQUE & AUTHENTIC DESTINATIONS FOR

RESIDENTS AND VISITORS

WHAT DOES **SUCCESS** LOOK LIKE?



WHAT DOES **SUCCESS** LOOK LIKE?



BOK
CENTER

COX
BUSINESS
CENTER

DENVER

CHEYENNE

BOULDER

MAIN

1ST STREET

2ND STREET

3RD STREET

4TH STREET

5TH STREET

6TH STREET

7TH STREET

8TH STREET

9TH STREET

I-244

HOUSTON

SOUTHWEST BLVD

U.S. Route 75

BUILDING BLOCKS OF
YOUR DISTRICT

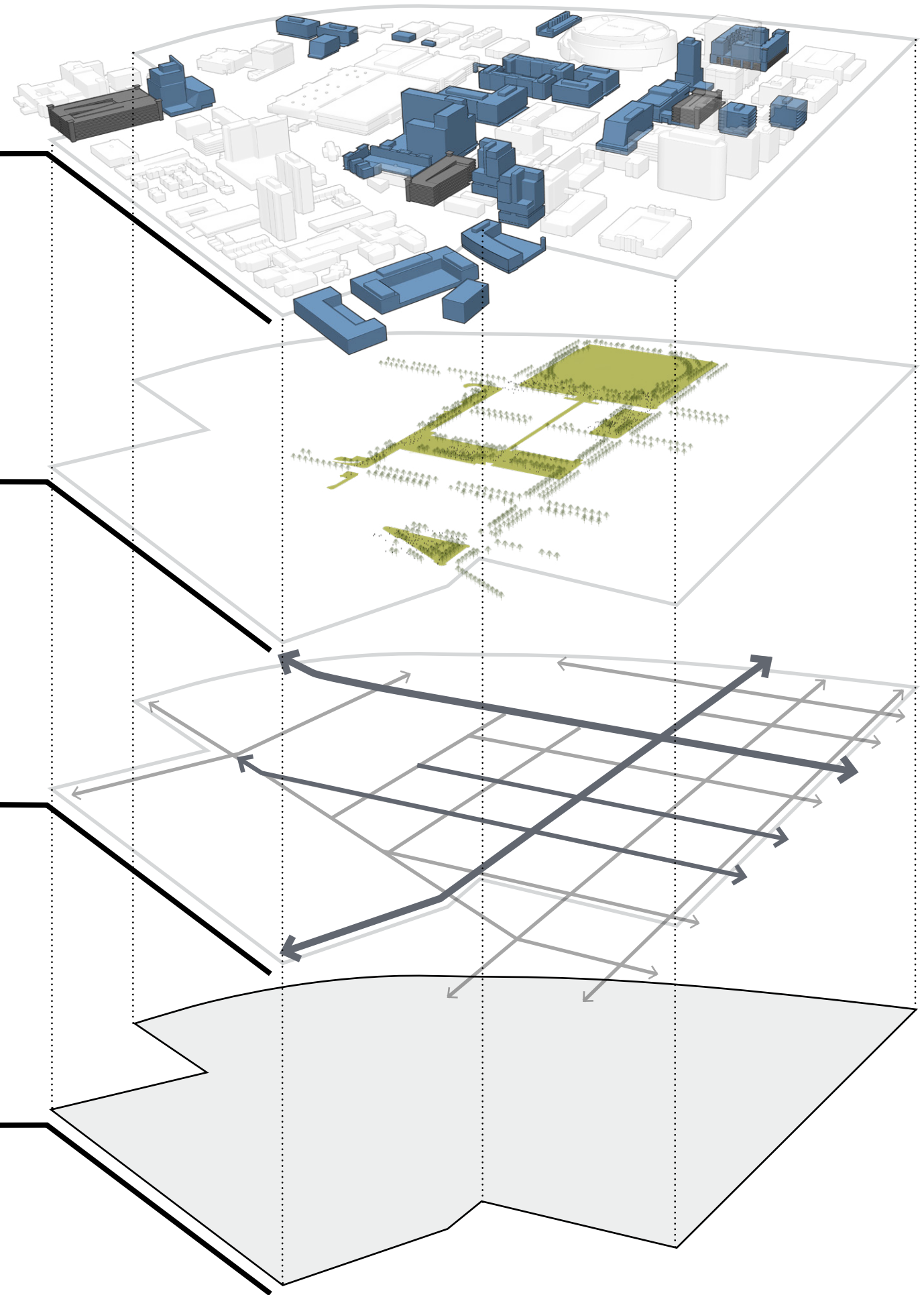
CATALYTIC PROJECT TYPES

○ SIGNATURE PROJECTS

○ PUBLIC REALM + GREEN SPACE

○ STREETS + CONNECTIONS

○ POLICIES



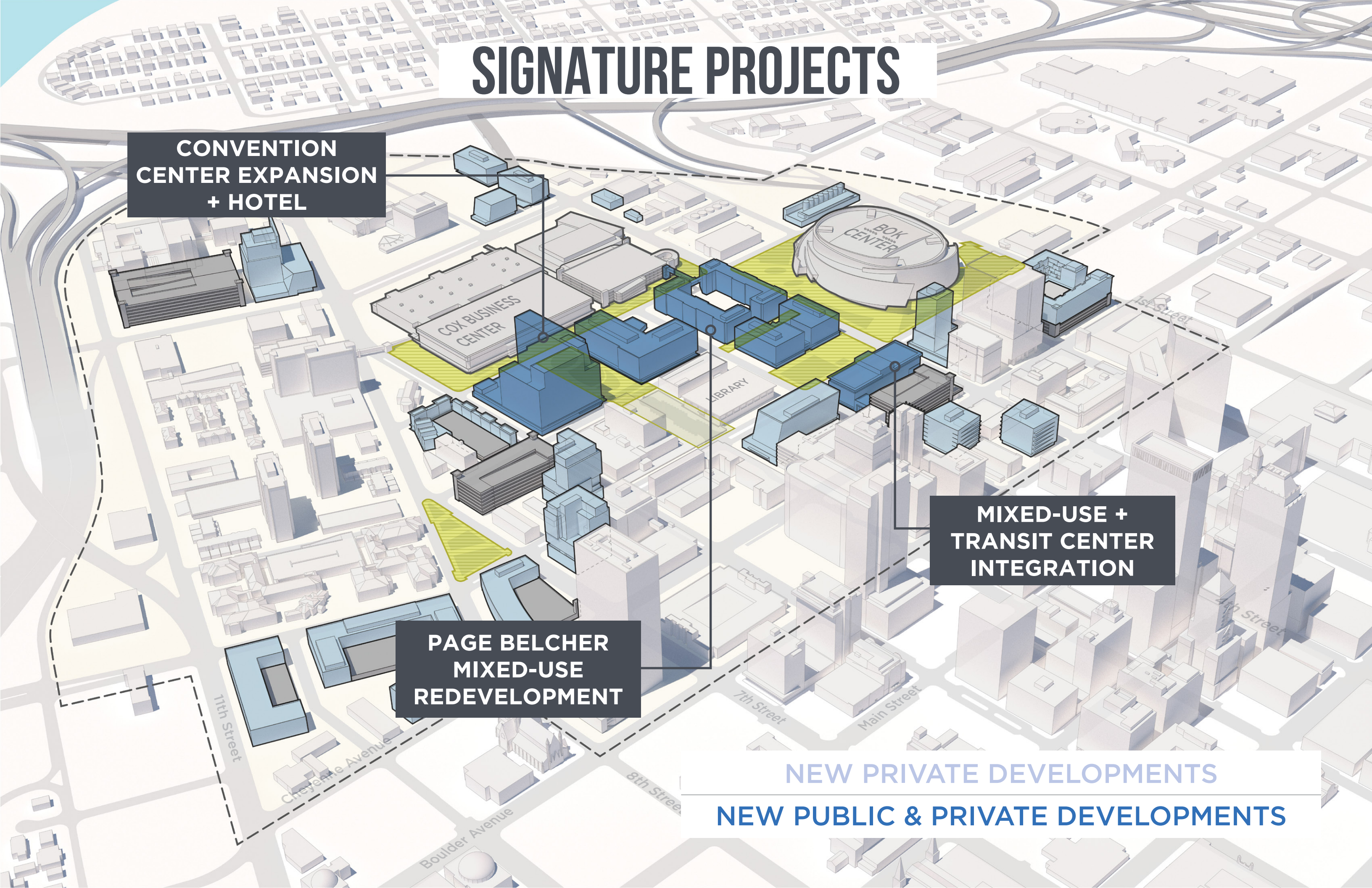
SIGNATURE PROJECTS

CONVENTION
CENTER EXPANSION
+ HOTEL

PAGE BELCHER
MIXED-USE
REDEVELOPMENT

MIXED-USE +
TRANSIT CENTER
INTEGRATION

NEW PRIVATE DEVELOPMENTS
NEW PUBLIC & PRIVATE DEVELOPMENTS



PUBLIC REALM + GREEN SPACE

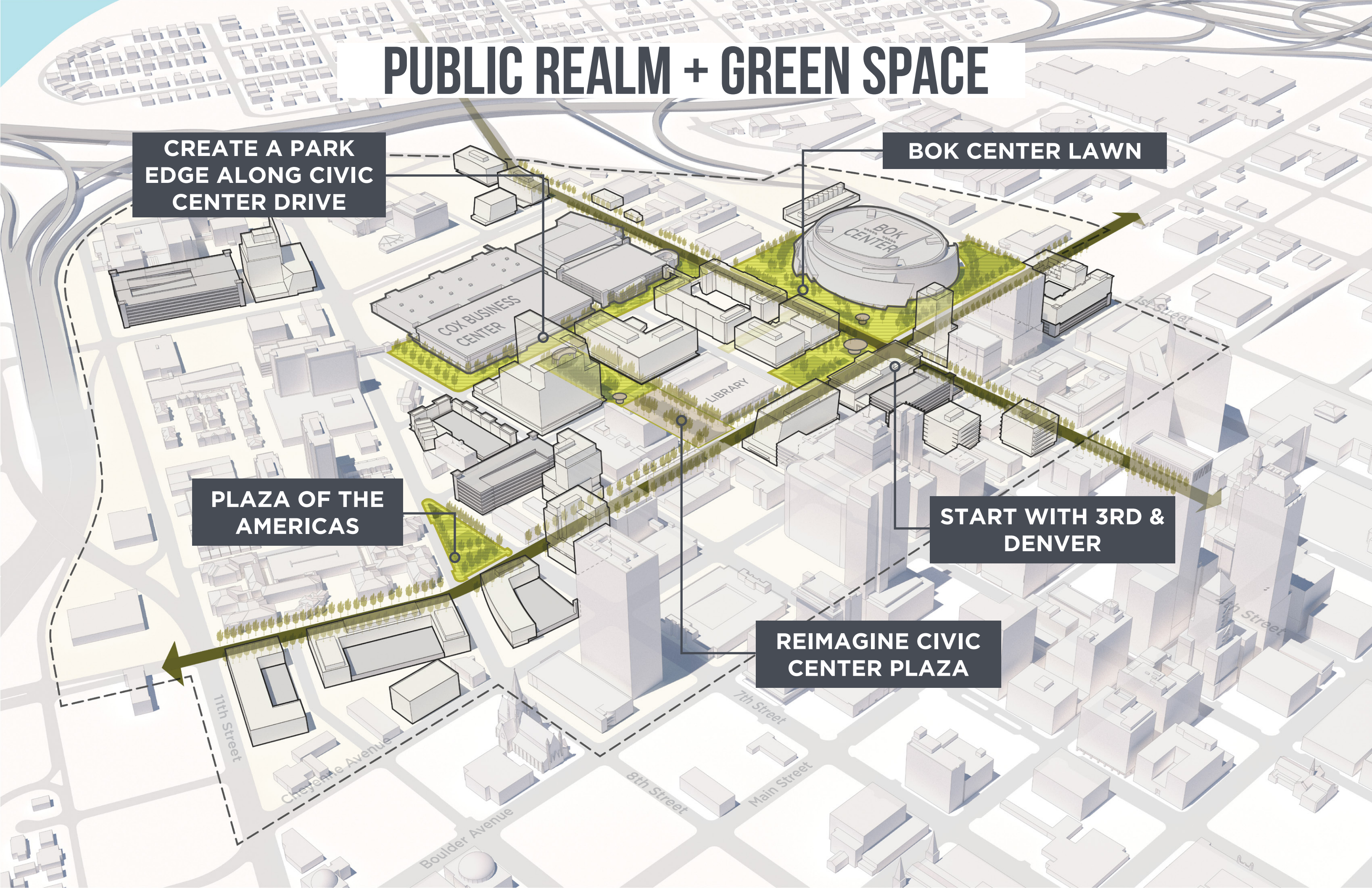
CREATE A PARK
EDGE ALONG CIVIC
CENTER DRIVE

BOK CENTER LAWN

PLAZA OF THE
AMERICAS

START WITH 3RD &
DENVER

REIMAGINE CIVIC
CENTER PLAZA





SAKS FIFTH AVENUE

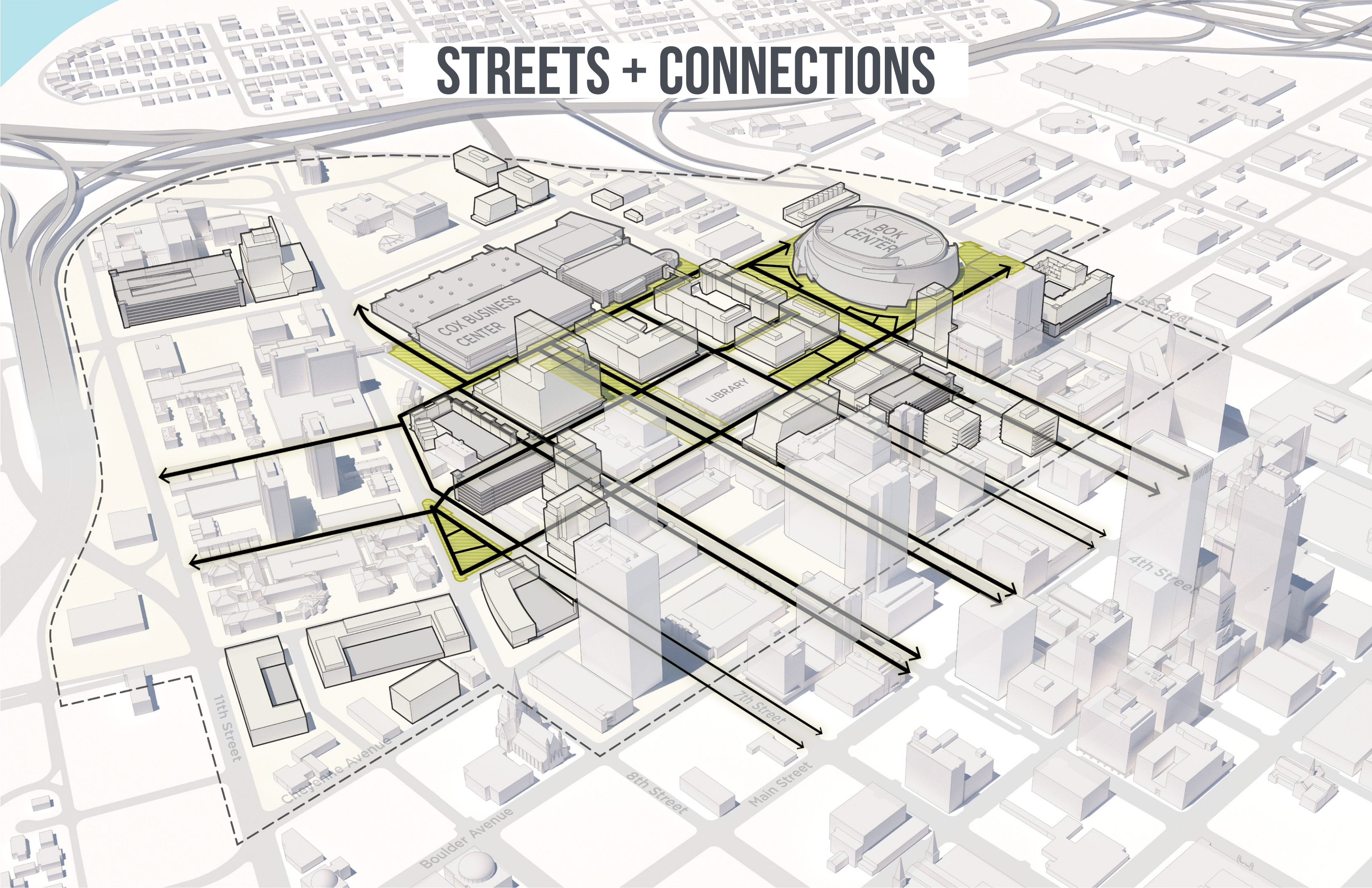
TIFFANY & CO

WORLD JOURNALS

WORLD JOURNALS



STREETS + CONNECTIONS



COX BUSINESS CENTER

BOK CENTER

LIBRARY

11th Street

Chrysanthe Avenue

Boulder Avenue

8th Street

Main Street

7th Street

4th Street

1st Street



Hilton

HYATT
REGENCY

For Reservations: 814-482-0244
www.hyatt.com

330 North High Street

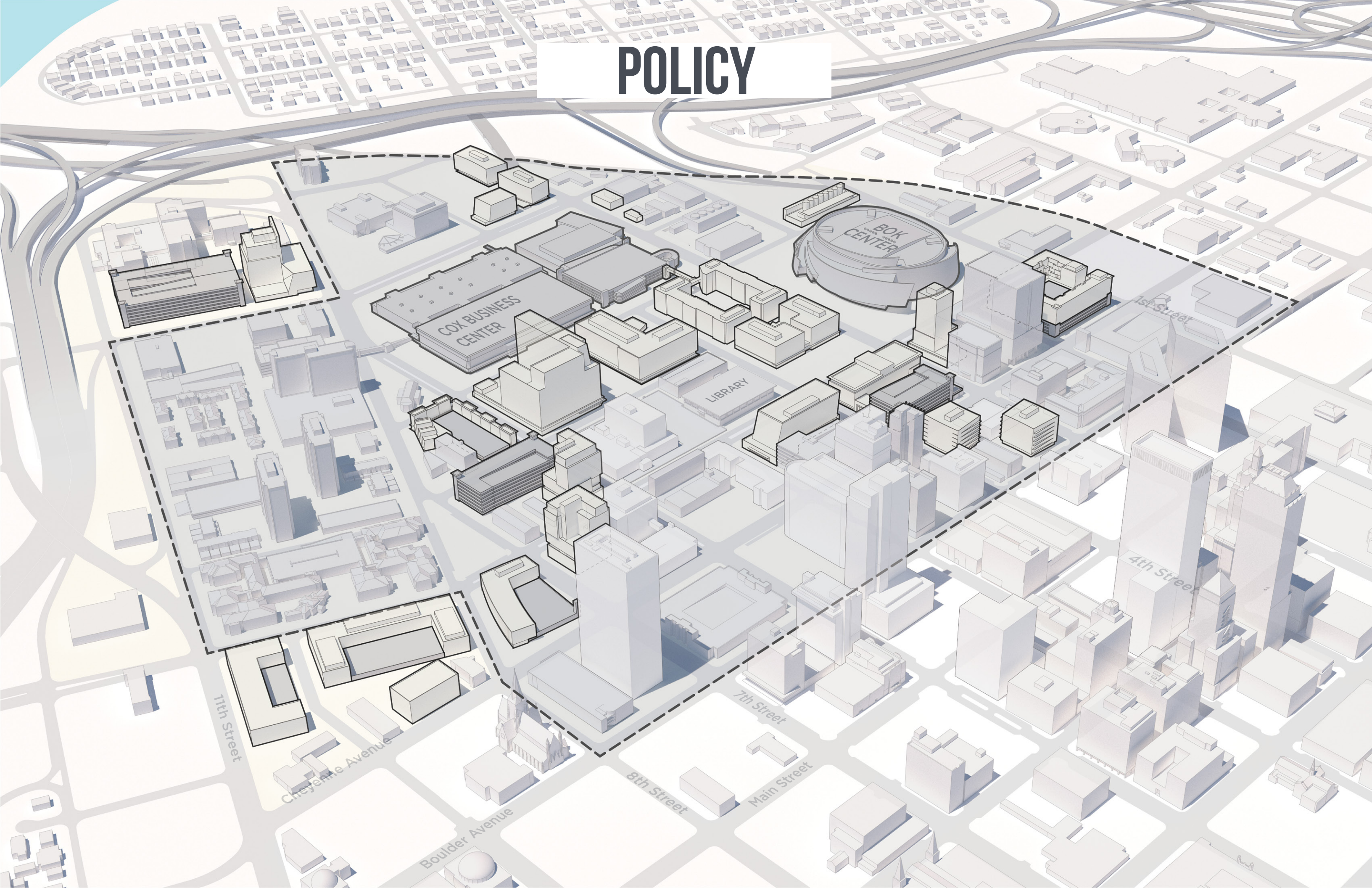
High St

Volnowide Ave

ORANGE CAB 561
(610) 391-1111



POLICY



HOW DO WE **ACHIEVE THE POTENTIAL** OF THIS DISTRICT?



WELCOME



ACTIVATE



LIVE



CONNECT



WEL·COME

/ wɛlkəm /

- 1 : Welcoming Visitors and Tulsans and introducing them to what downtown has to offer.
- 2 : This is the gateway to downtown.

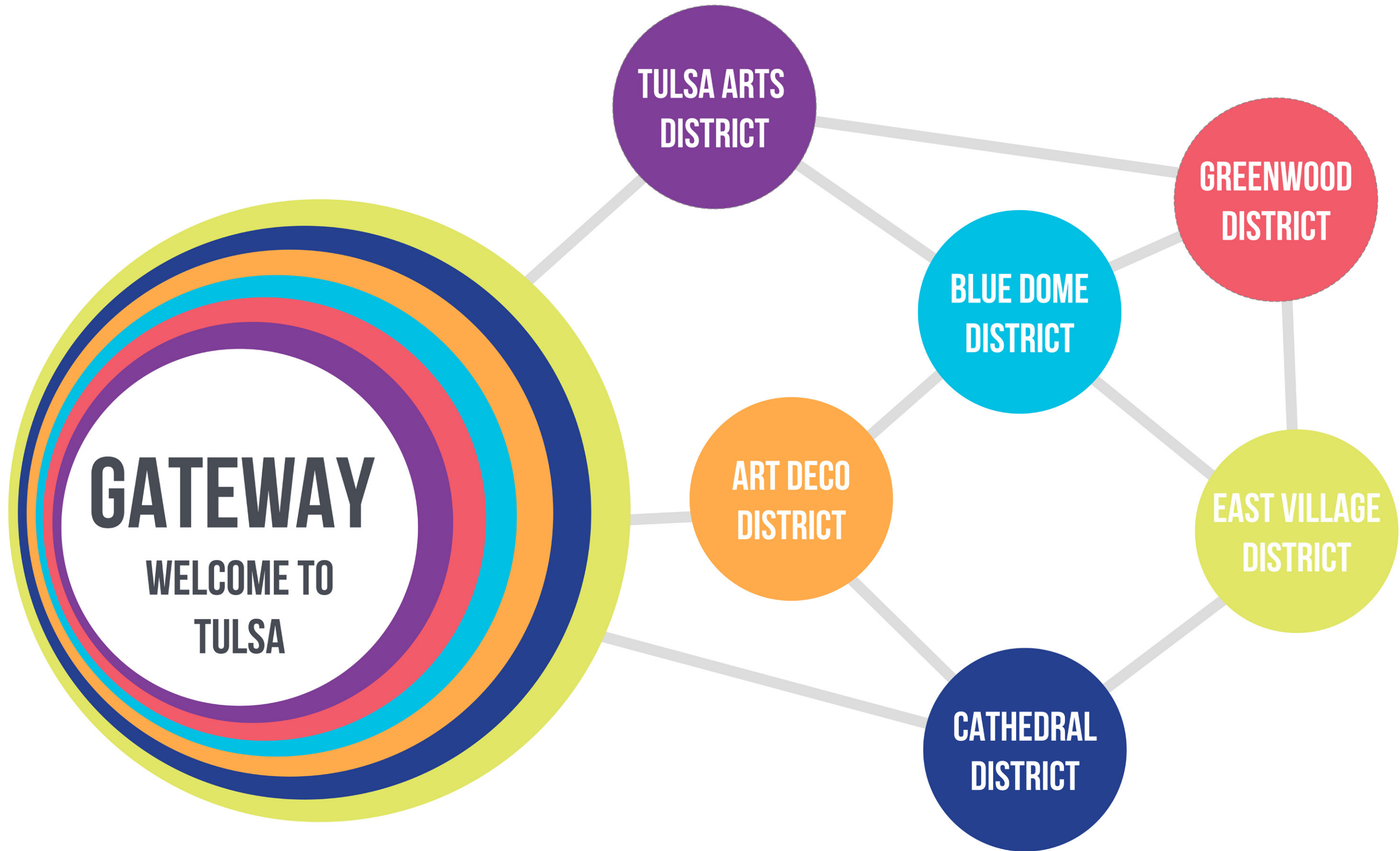
“

My vision for Tulsa is... A large scale, welcoming, international gateway into downtown.”

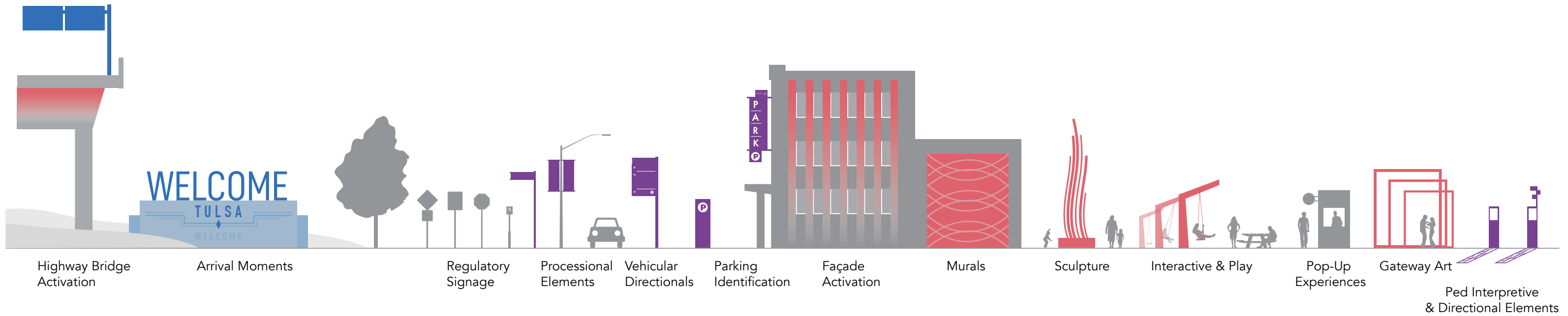
“

People should be able to go to this district and know Tulsa, since this may be the only part they see.”

THIS DISTRICT IS THE GATEWAY TO TULSA

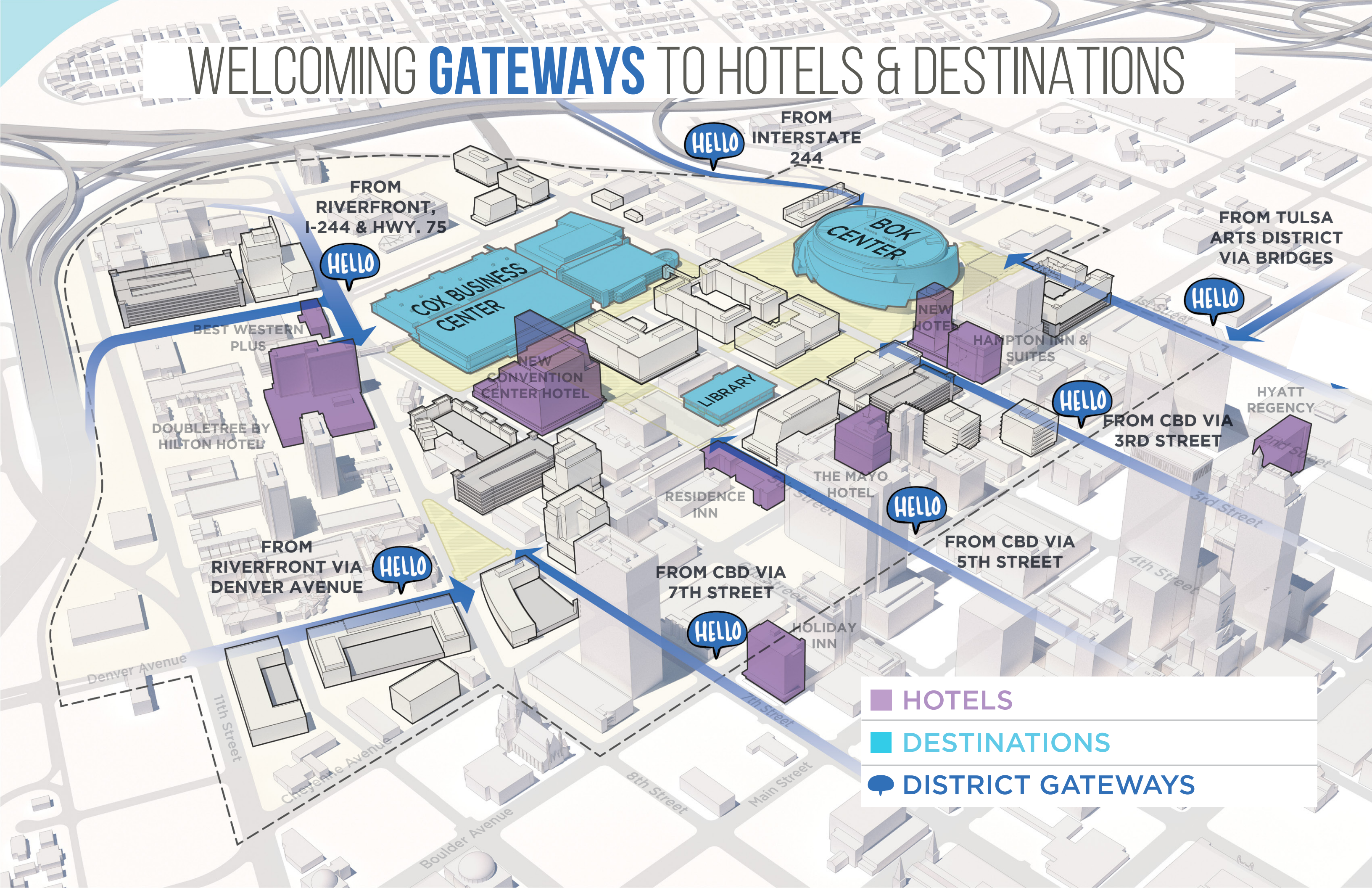


GATEWAY TO TULSA: From Highway to Hallway™



- Gateway Arrival Features
- Wayfinding
- Placemaking & Public Art

WELCOMING **GATEWAYS** TO HOTELS & DESTINATIONS



FROM RIVERFRONT, I-244 & HWY. 75

FROM INTERSTATE 244

FROM TULSA ARTS DISTRICT VIA BRIDGES

BEST WESTERN PLUS

COX BUSINESS CENTER

BOK CENTER

DOUBLETREE BY HILTON HOTEL

NEW CONVENTION CENTER HOTEL

NEW HOTEL

HAMPTON INN & SUITES

LIBRARY

FROM CBD VIA 3RD STREET

HYATT REGENCY

FROM RIVERFRONT VIA DENVER AVENUE

FROM CBD VIA 7TH STREET

RESIDENCE INN

THE MAYO HOTEL

FROM CBD VIA 5TH STREET

HOLIDAY INN

Denver Avenue

11th Street

Cheyenne Avenue

Boulder Avenue

8th Street

Main Street

HOTELS

DESTINATIONS

DISTRICT GATEWAYS

WELCOME VIA GATEWAYS, ART, & PLACEMAKING



PED BRIDGE ENHANCEMENT

PLAZA OF THE AMERICAS

PUBLIC ART

COX BUSINESS CENTER

REIMAGINED CIVIC CENTER PLAZA

LIBRARY

DENVER AVE. PARK & RESTAURANT

MURAL

GATEWAY

5TH STREET PROMENADE

- DISTRICT GATEWAYS
- 📍 PLACEMAKING ELEMENTS
- 📍 GATEWAY PUBLIC ART





AC · TI · VATE

/ aktə , vāt /

- 1 : Make spaces more vibrant and inviting for people.
- 2 : Invite activity in buildings/attractions to spill outside and enliven the city.

“

My vision for Tulsa is... A more vibrant neighborhood with a variety of services for people both during special events and in between.”

“

Street life day and night would strengthen the center city culture and economic health of Tulsa.”

ACTIVATE SPACES: PLACE BOK CENTER IN A PARK



BOK LAWN

DENVER AVE. PARK & RESTAURANT

COX BUSINESS CENTER

LIBRARY

Denver Avenue

11th Street

Chrysanthe Avenue

Boulder Avenue

8th Street

Main Street

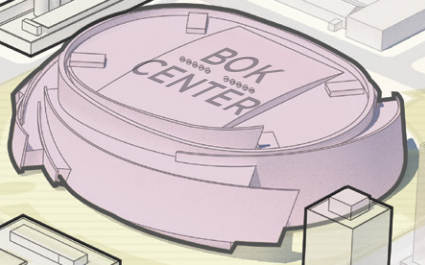
7th Street

ACTIVATION
PARK SPACE

ACTIVATE SPACES: CREATE CONVENTION CENTER FRONT DOOR



CIVIC CENTER DRIVE
PARK EDGE

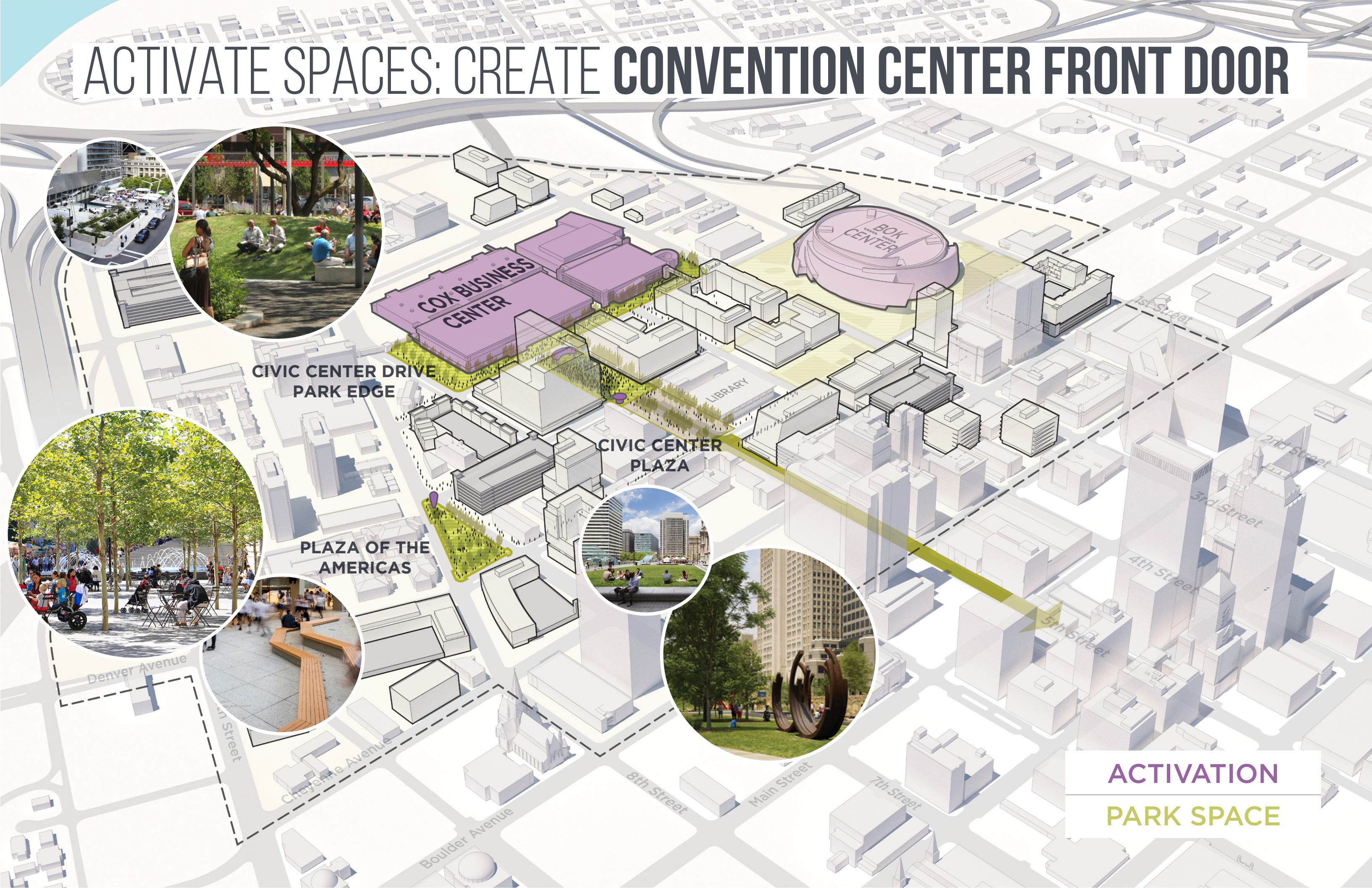


CIVIC CENTER
PLAZA

PLAZA OF THE
AMERICAS



ACTIVATION
PARK SPACE





LIVE

/ liv /

“

I would be very attracted to mixed-use. Working where you live strengthens community”

“

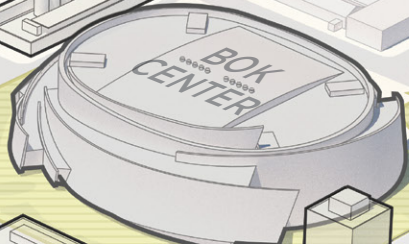
Friendly to tourists, but also spaces usable to folks who live here all year.”

- 1 : Create a robust downtown neighborhood where people live and call home.
- 2 : Build a place with a mix of uses that creates an 18-hour day of activity.

LIVE IN AN 18-HOUR NEIGHBORHOOD: RESIDENTIAL



MIXED-USE
RESIDENTIAL



RESIDENTIAL

CONDO
TOWERS

RESIDENTIAL

EXISTING
RESIDENTIAL

SHARED
GARAGE

RESIDENTIAL WITH
PARKING



GREEN SPACE

RESIDENTIAL

PARKING

Denver Avenue

11th Street

Cheyenne Avenue

14th Street

Main Street

7th Street

1st Street

3rd Street

5th Street

2nd Street

LIVE IN AN 18-HOUR NEIGHBORHOOD: **RETAIL** & **ENTERTAINMENT**



RESTAURANT

MIXED-USE ENTERTAINMENT

ACTIVATED GROUND FLOORS ALONG 3RD STREET

ACTIVATED GROUND FLOORS ALONG DENVER AVENUE

GREEN SPACE

RETAIL

ENTERTAINMENT

HOTEL

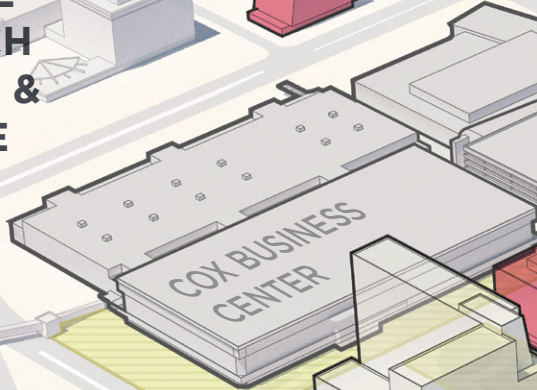
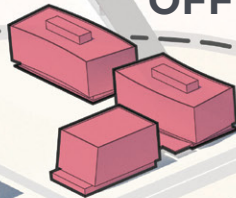
PARKING

WORK IN AN 18-HOUR NEIGHBORHOOD: **PROFESSIONAL OFFICE**



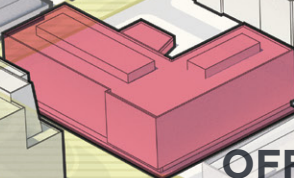
MEDICAL RESEARCH BUILDING & GARAGE

OFFICE



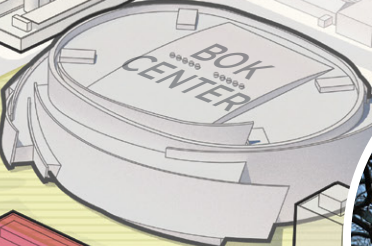
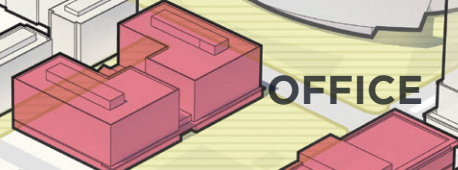
COX BUSINESS CENTER

OFFICE



LIBRARY

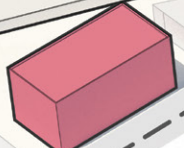
OFFICE



BOK CENTER



OFFICE



GREEN SPACE

MEDICAL

OFFICE

PARKING

Denver Avenue

11th Street

Cheyenne Avenue

Boulder Avenue

8th Street

Main Street

7th Street

6th Street

5th Street

3rd Street

2nd Street

1st Street



CON · NECT

/ kə 'nekt /

1 : Fully integrate the district into downtown.

2 : Make downtown amazingly walkable with an inviting and safe walking experience.

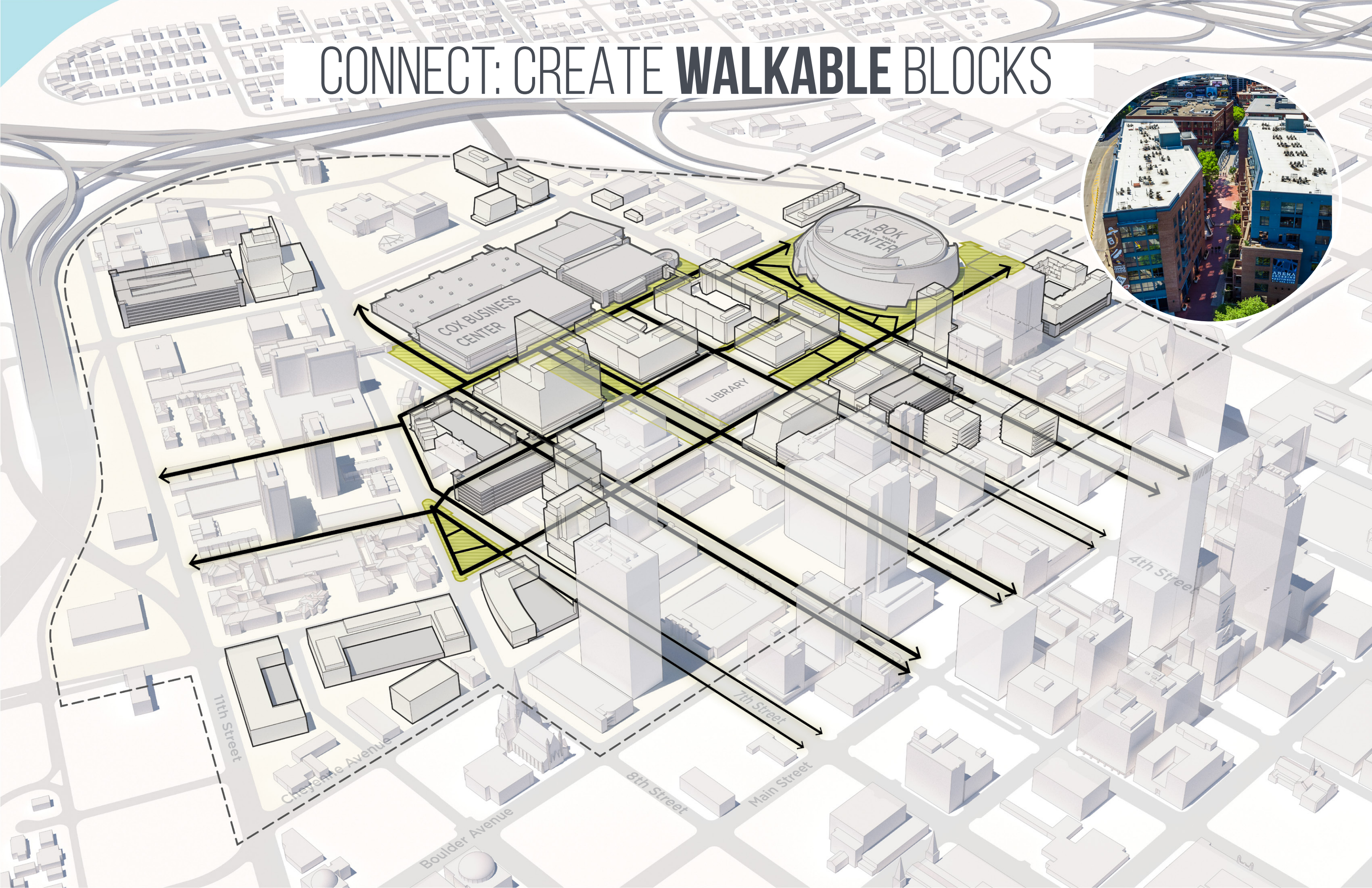
“

An active district with its own identity/personality that connects adjacent neighborhoods.”

“

More cohesion and connectivity with the rest of downtown.”

CONNECT: CREATE **WALKABLE** BLOCKS



CONNECT: BUILD GREAT STREETS

RIVERFRONT CONNECTION

WEST NEIGHBORHOODS CONNECTIONS

HOUSTON AVENUE RIVERFRONT CONNECTION

7TH STREET

DENVER AVENUE

6TH STREET CBD CONNECTION

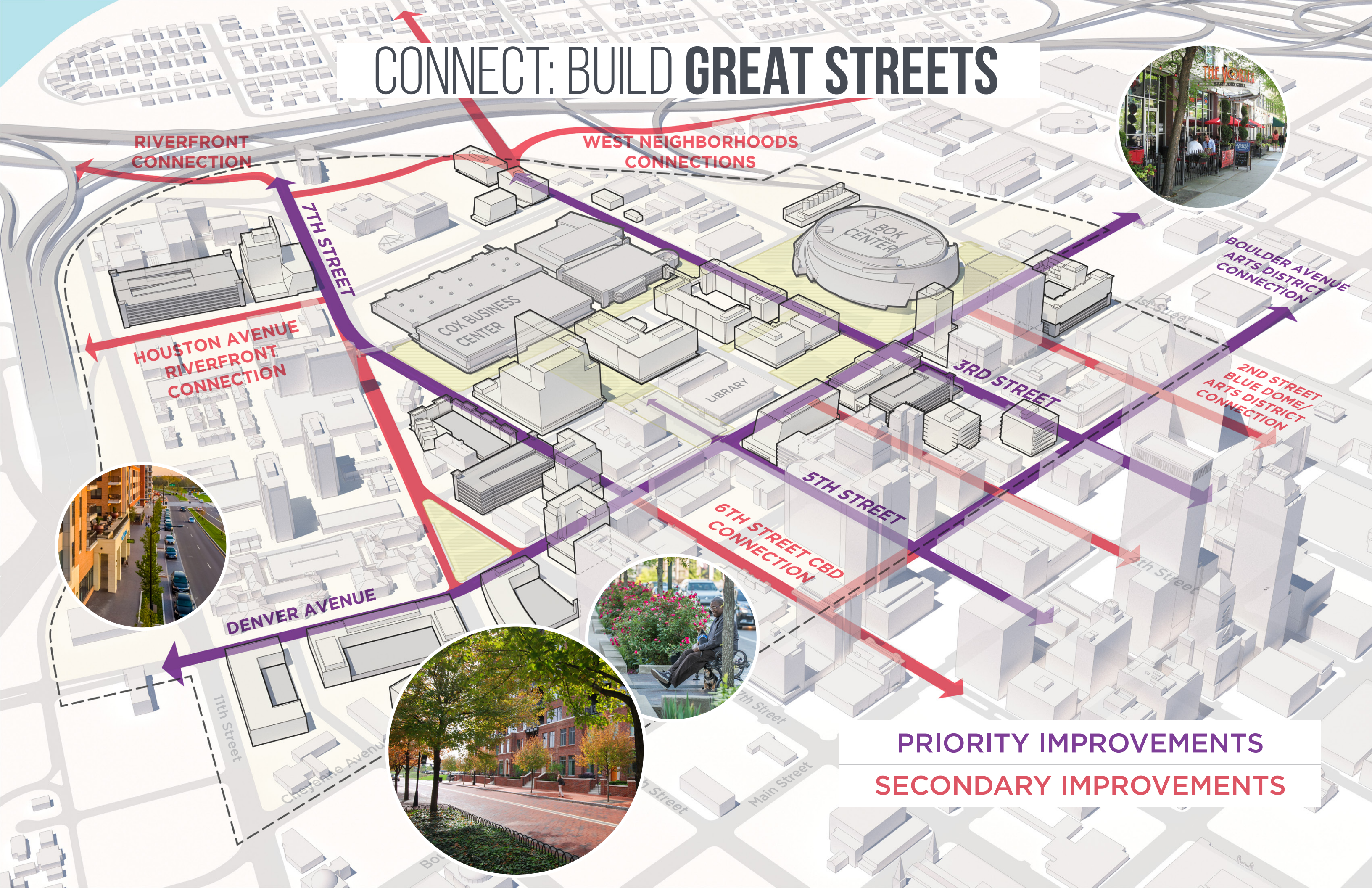
5TH STREET

3RD STREET

BOULDER AVENUE ARTS DISTRICT CONNECTION

2ND STREET BLUE DOME/ARTS DISTRICT CONNECTION

PRIORITY IMPROVEMENTS
SECONDARY IMPROVEMENTS



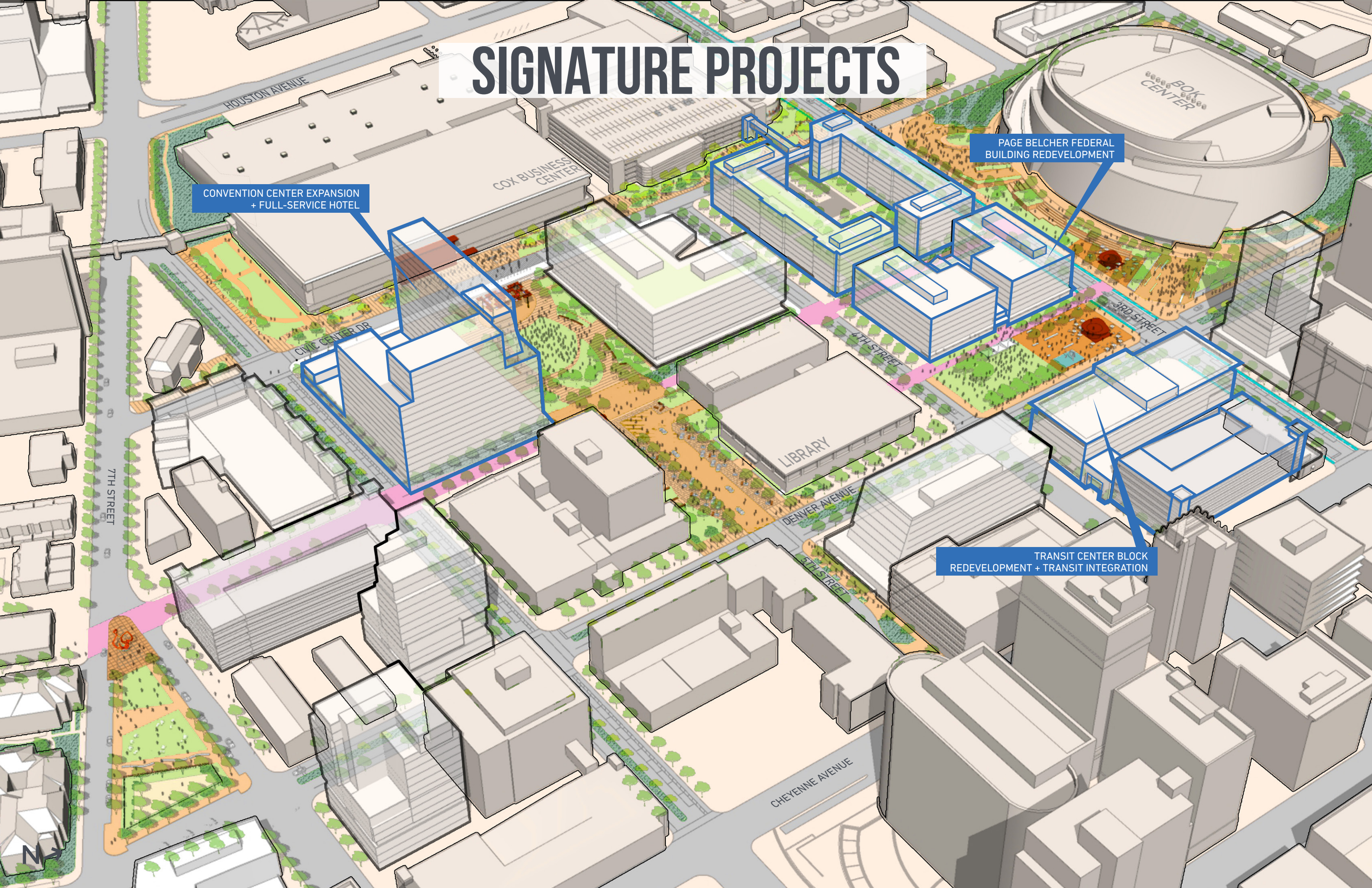
CATALYTIC CHANGE

SIGNATURE PROJECTS

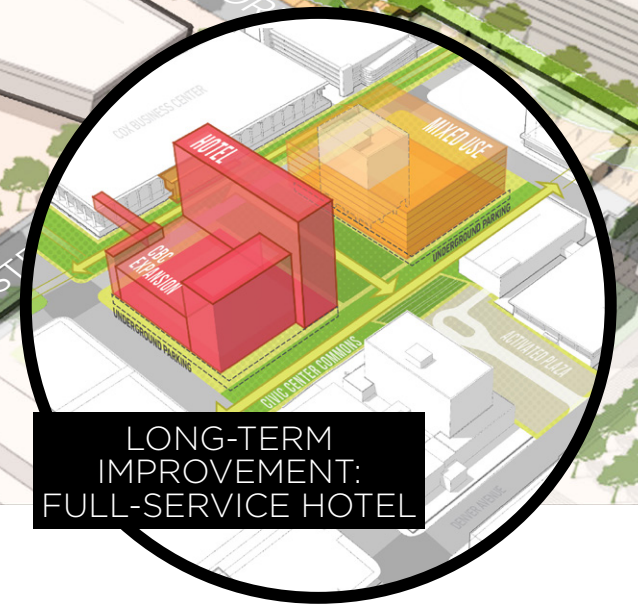
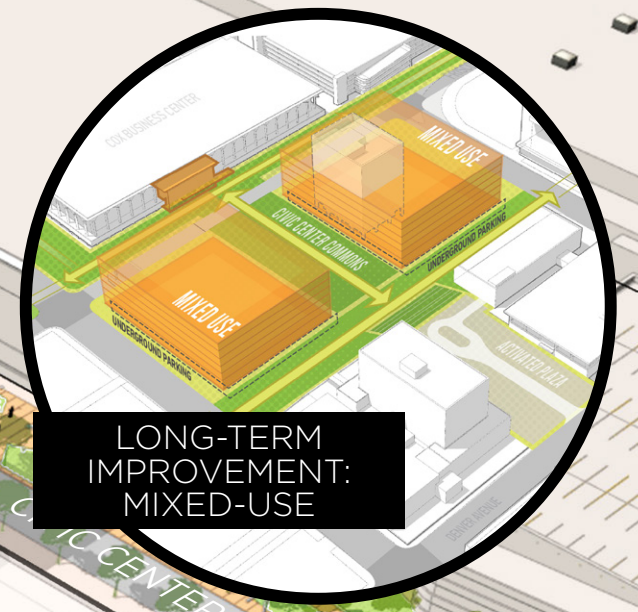
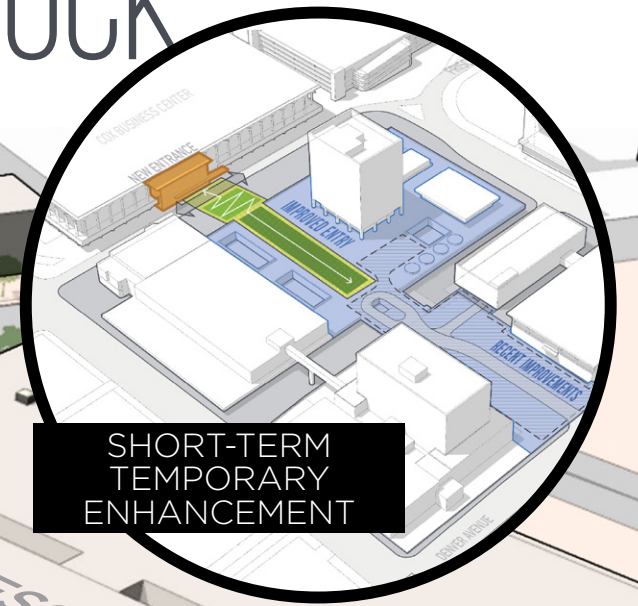
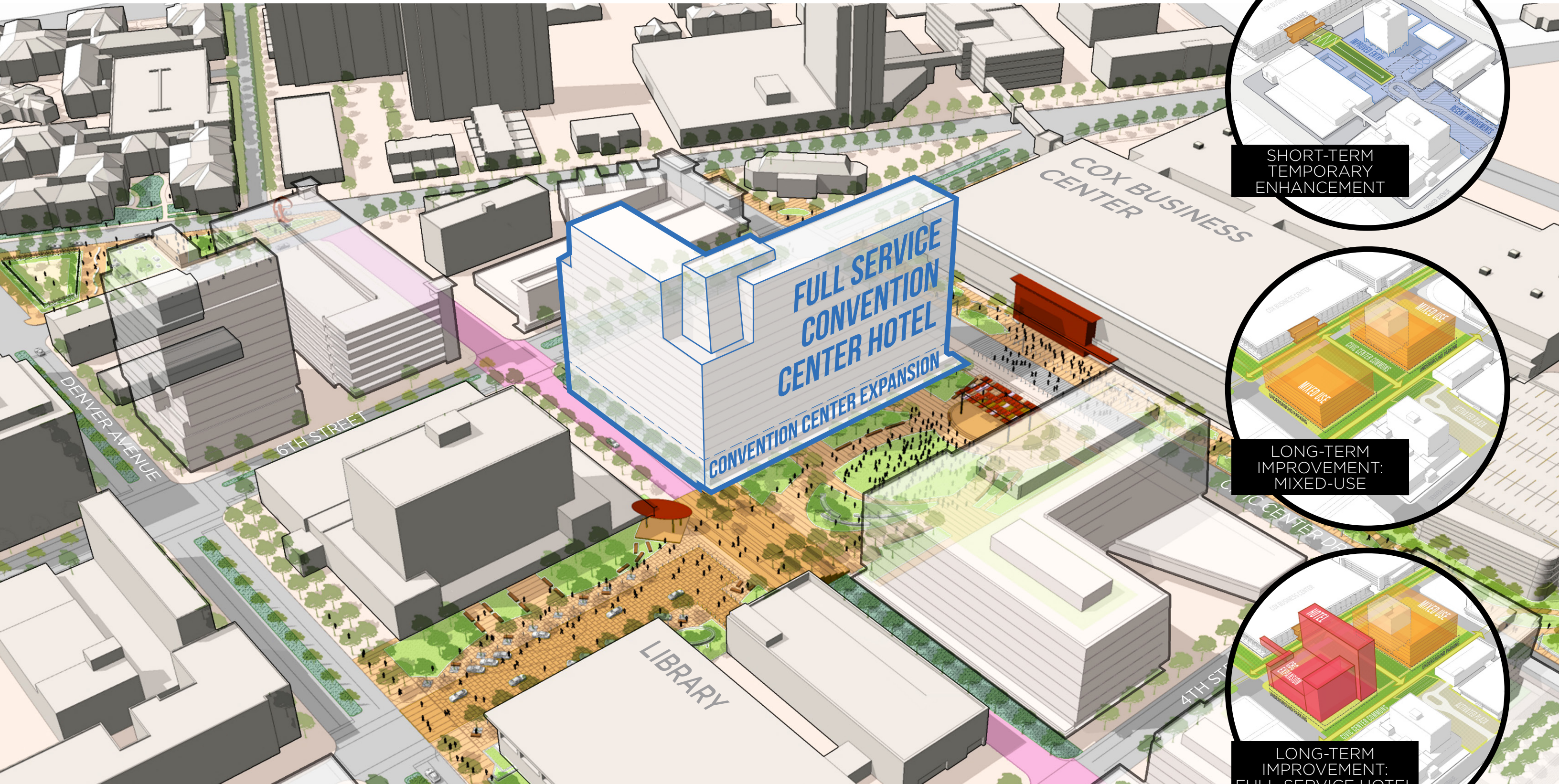
CONVENTION CENTER EXPANSION
+ FULL-SERVICE HOTEL

PAGE BELCHER FEDERAL
BUILDING REDEVELOPMENT

TRANSIT CENTER BLOCK
REDEVELOPMENT + TRANSIT INTEGRATION

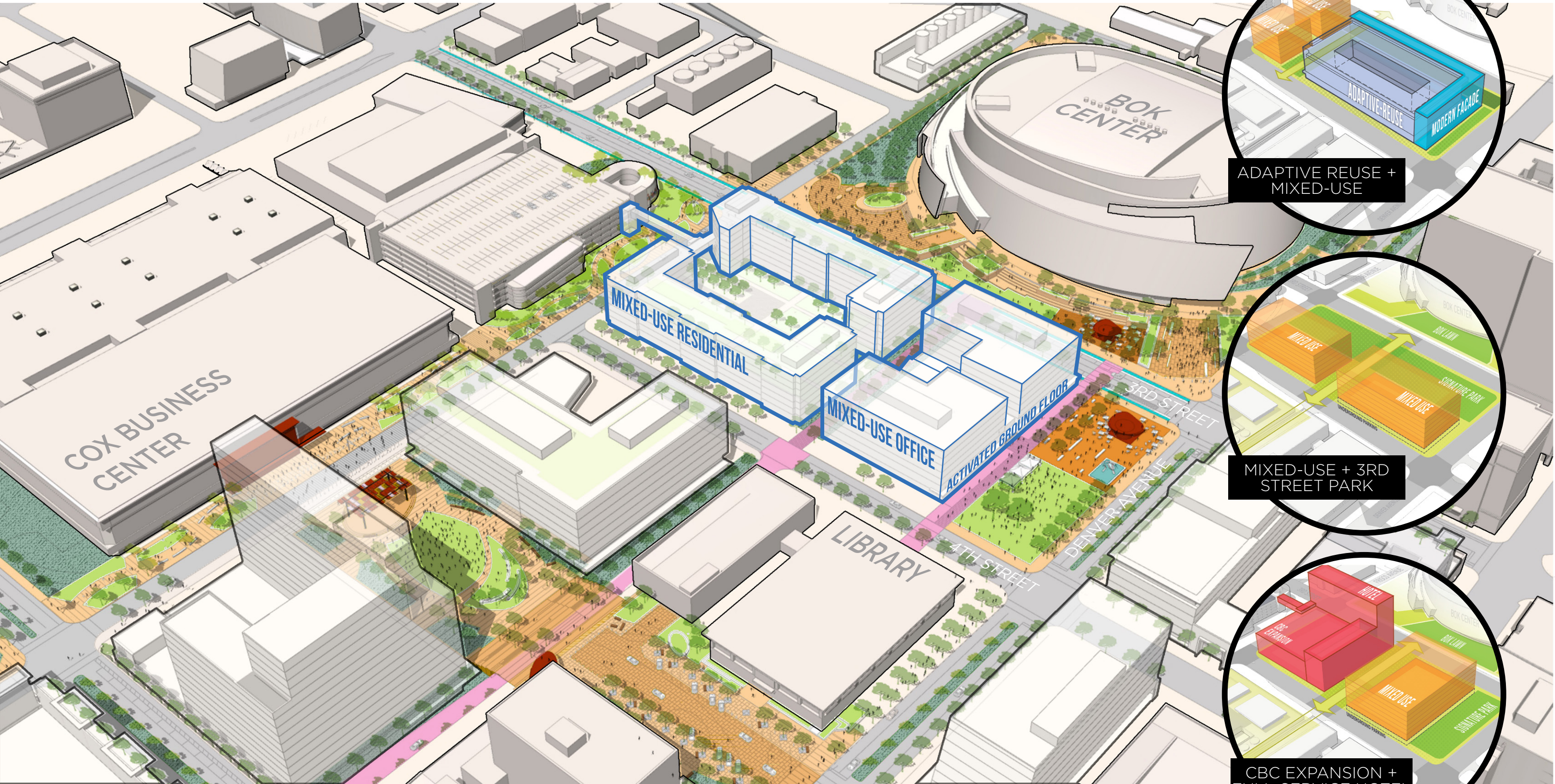


CIVIC CENTER PLAZA/MUNICIPAL COURTS BLOCK



NORTH ↘

PAGE-BELCHER BLOCK

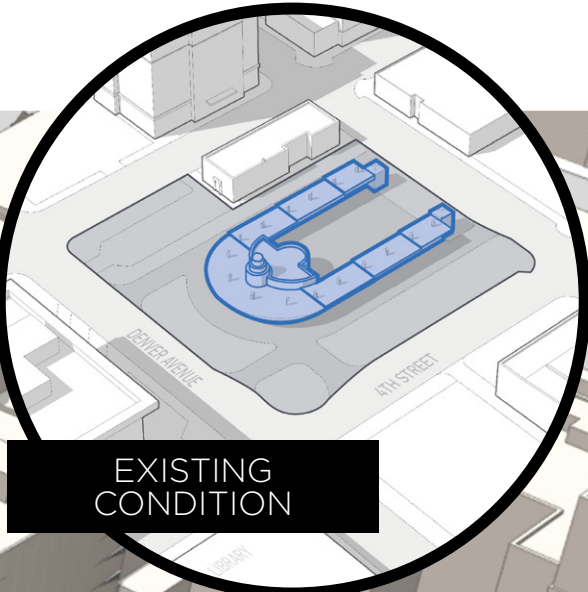


ADAPTIVE REUSE +
MIXED-USE

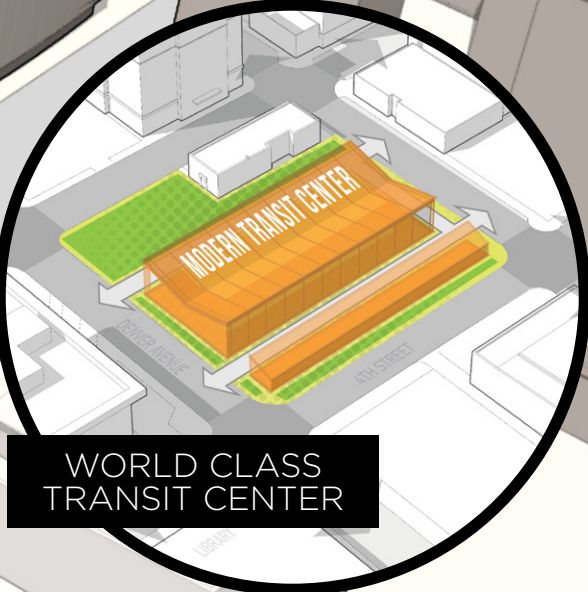
MIXED-USE + 3RD
STREET PARK

CBC EXPANSION +
FULL-SERVICE HOTEL

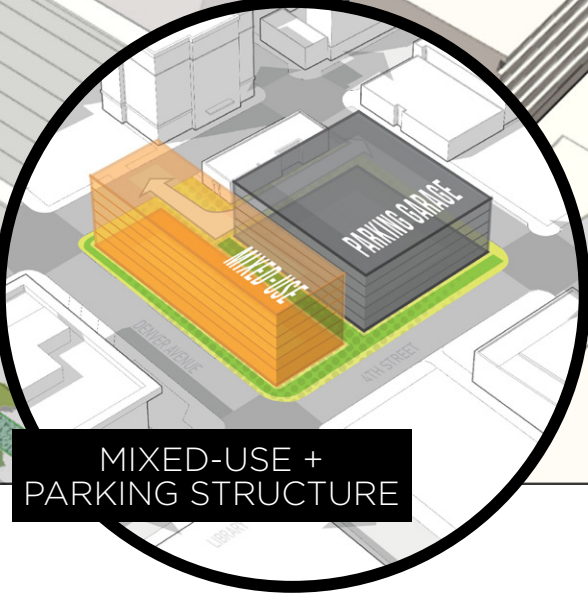
TRANSIT CENTER BLOCK



EXISTING
CONDITION



WORLD CLASS
TRANSIT CENTER



MIXED-USE +
PARKING STRUCTURE

NORTH ↖

PUBLIC REALM + GREEN SPACE

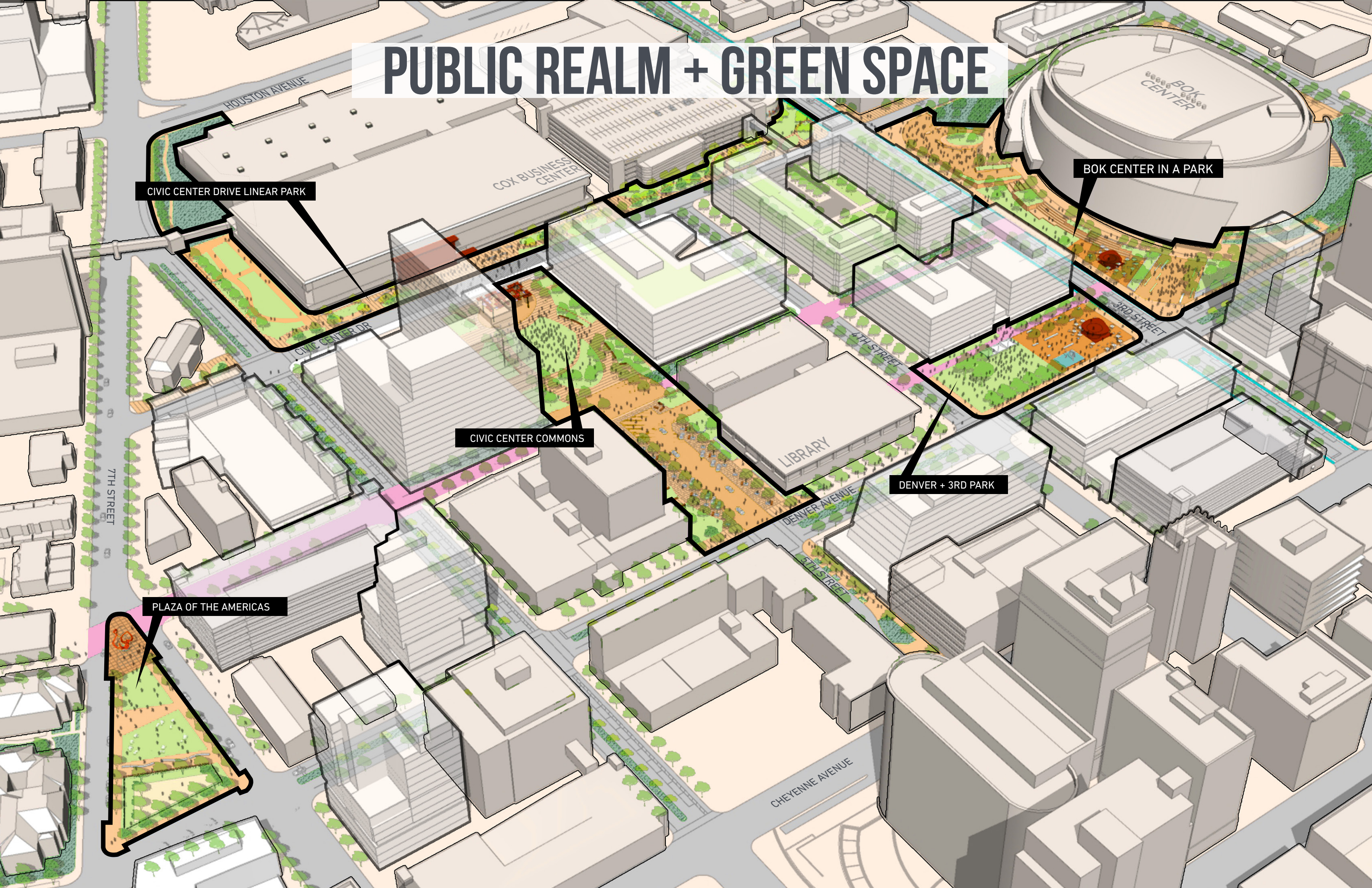
CIVIC CENTER DRIVE LINEAR PARK

BOK CENTER IN A PARK

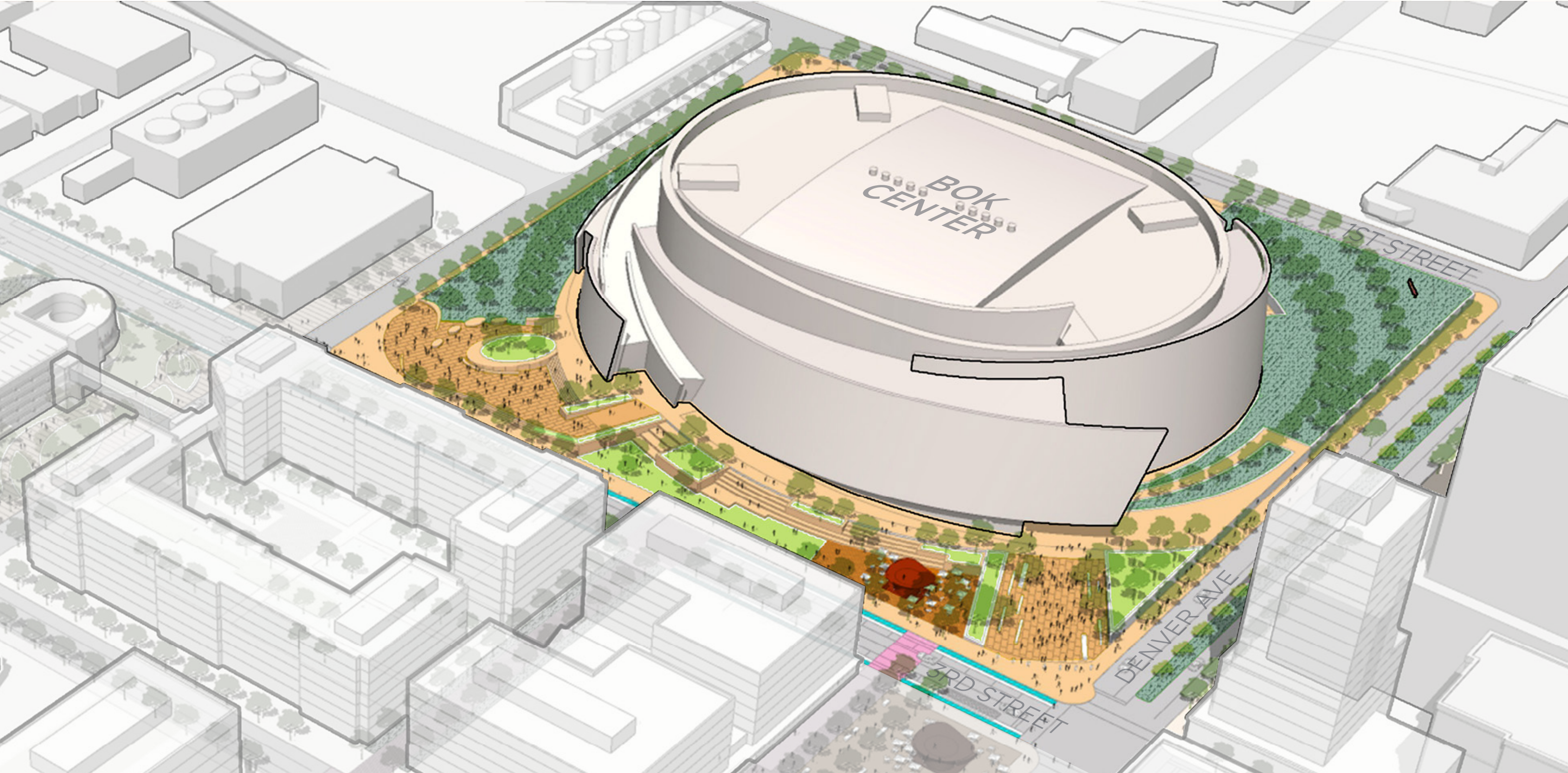
CIVIC CENTER COMMONS

DENVER + 3RD PARK

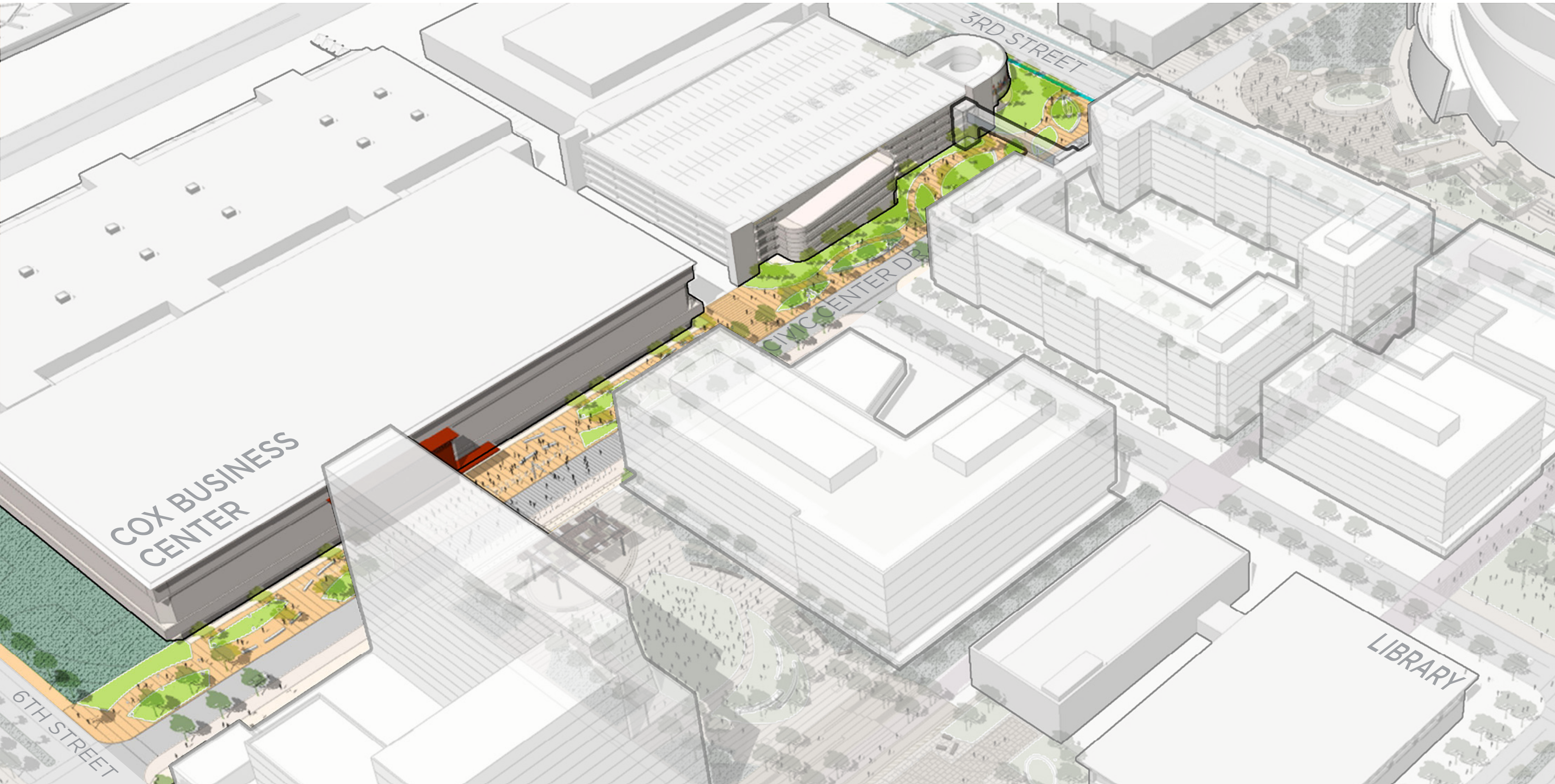
PLAZA OF THE AMERICAS



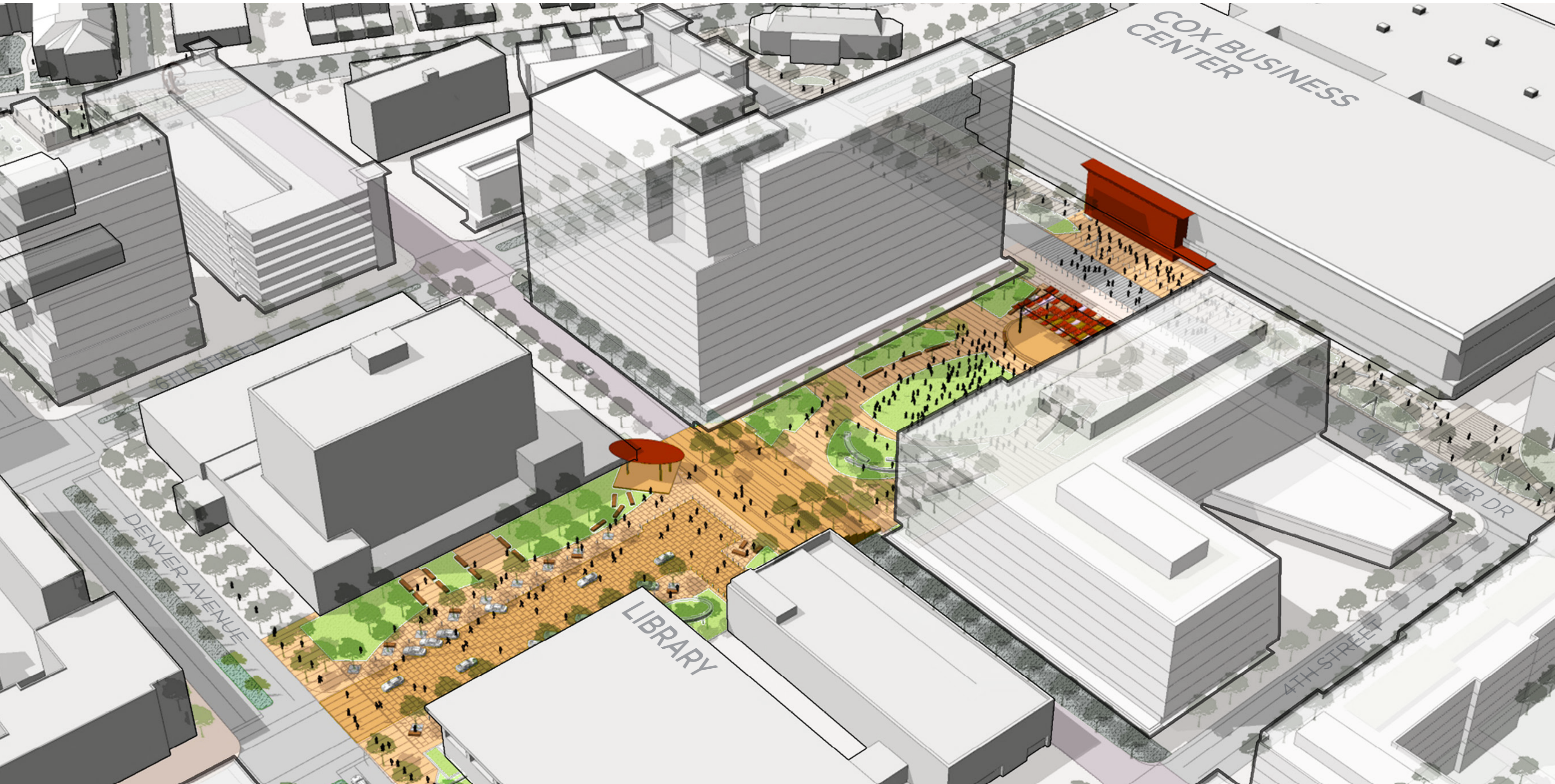
BOK CENTER IN THE PARK



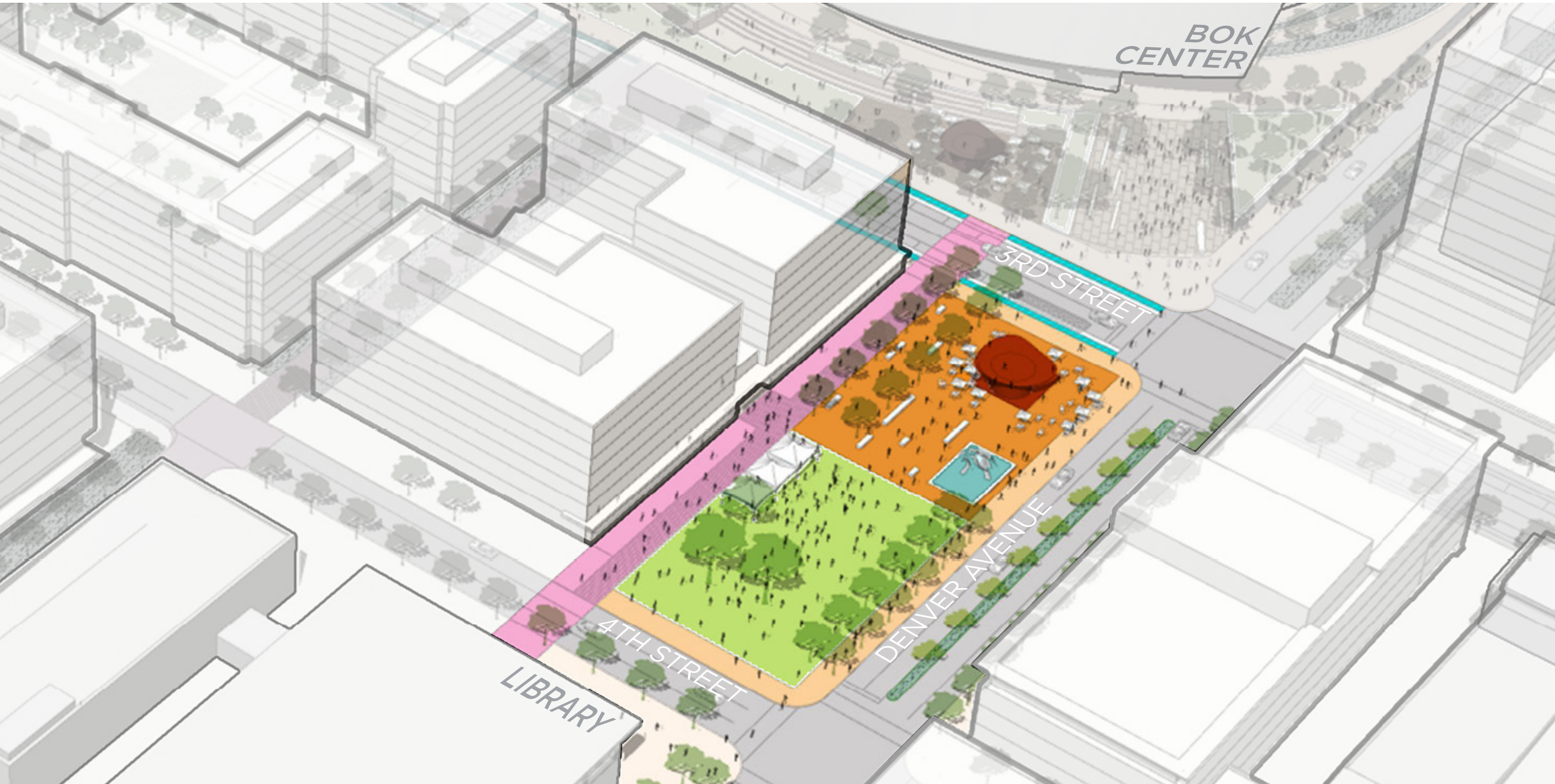
CONVENTION CENTER LINEAR PARK



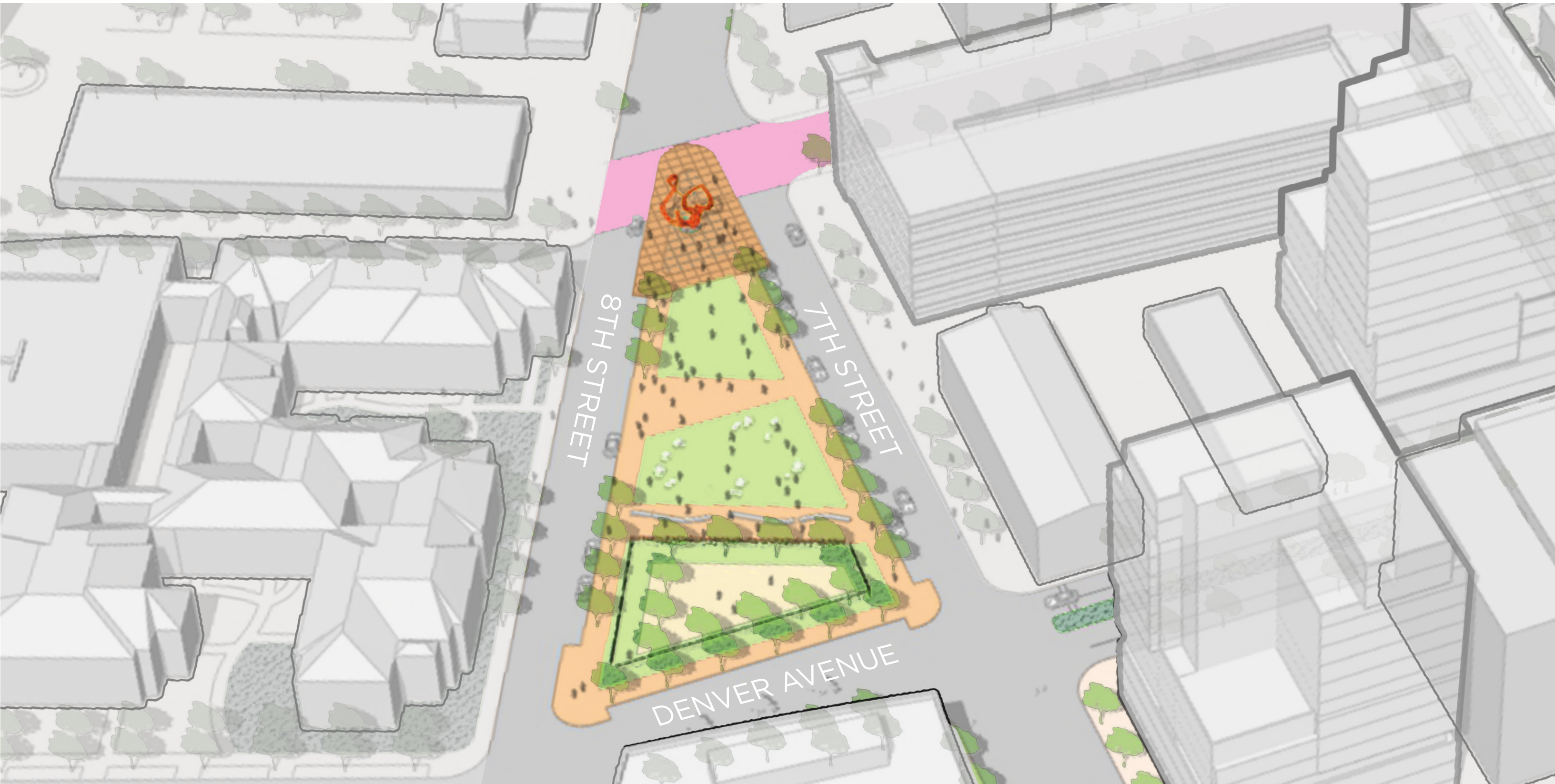
CIVIC CENTER COMMONS



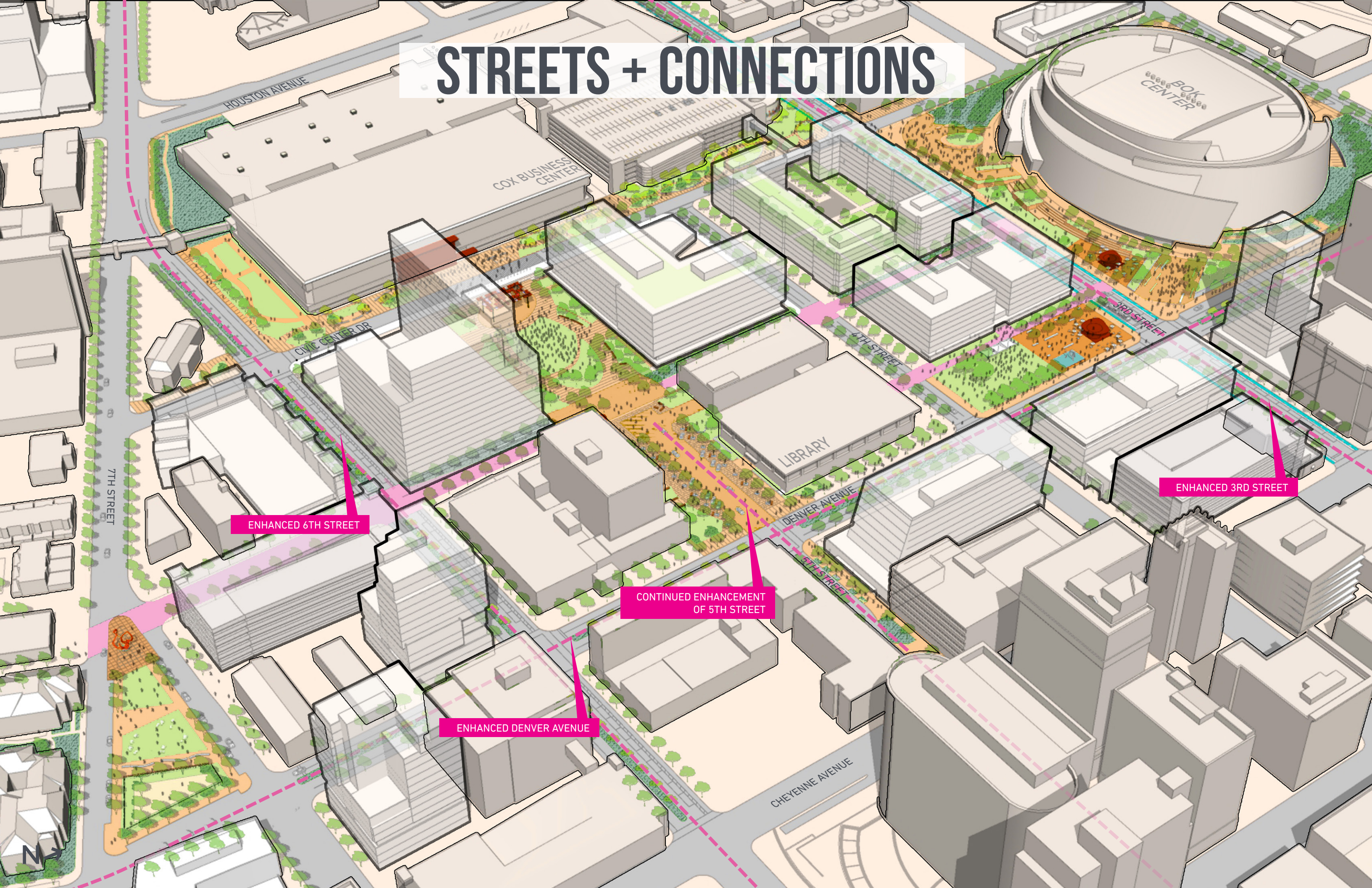
DENVER AVENUE PARK



PLAZA OF THE AMERICAS



STREETS + CONNECTIONS



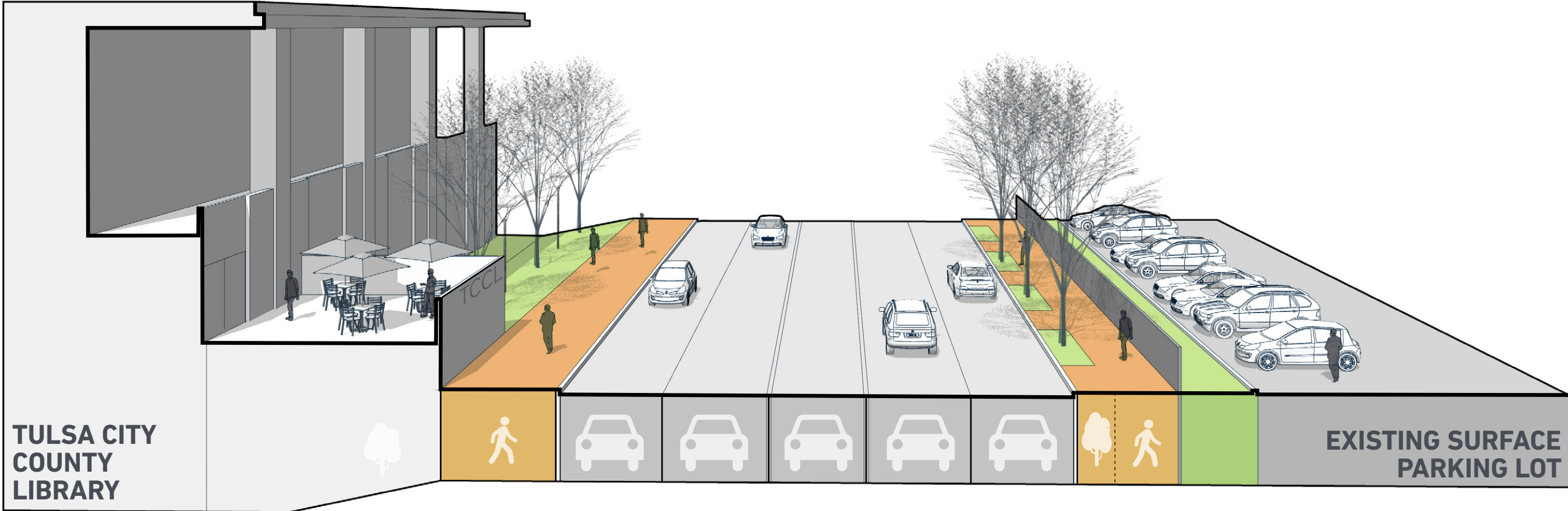
ENHANCED 6TH STREET

CONTINUED ENHANCEMENT
OF 5TH STREET

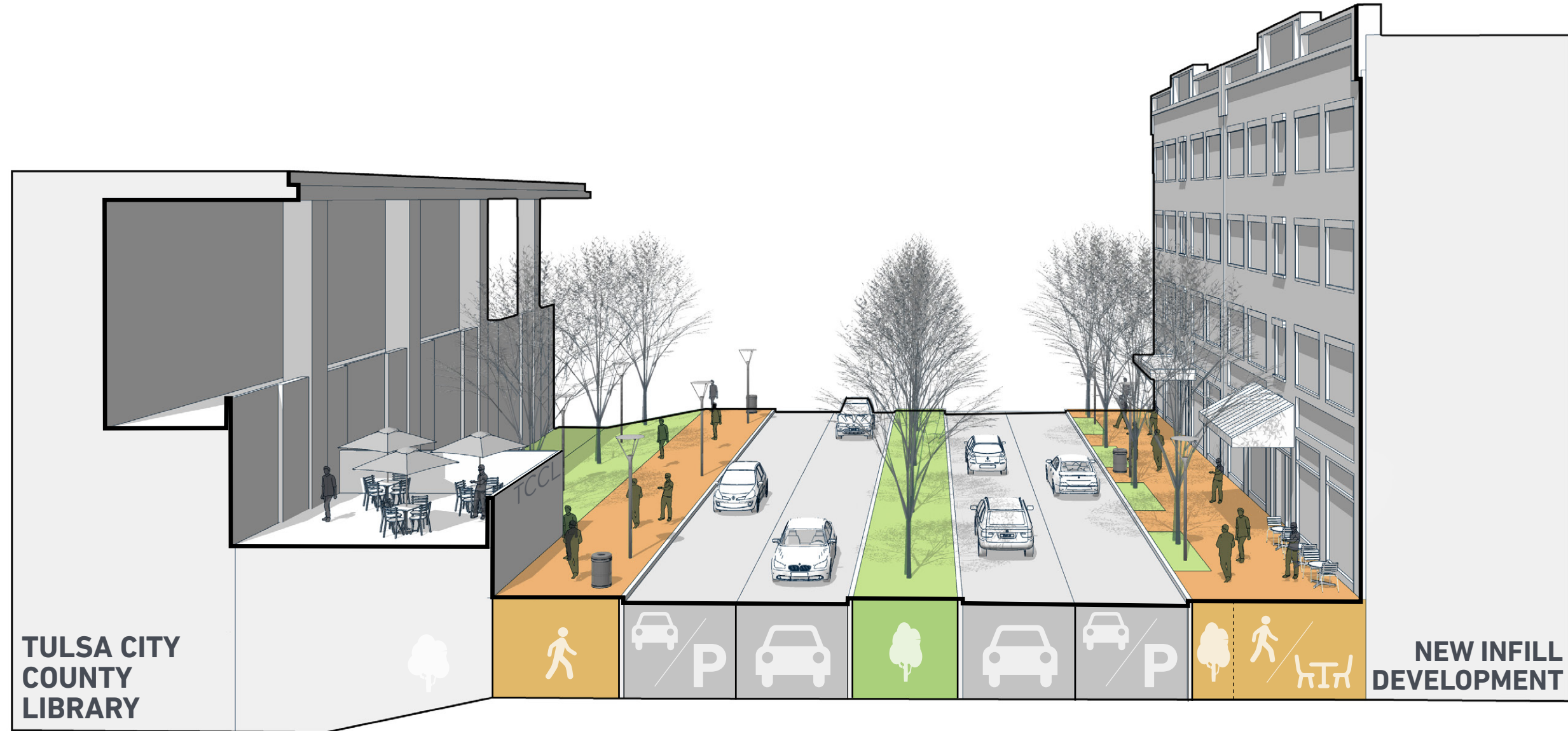
ENHANCED DENVER AVENUE

ENHANCED 3RD STREET

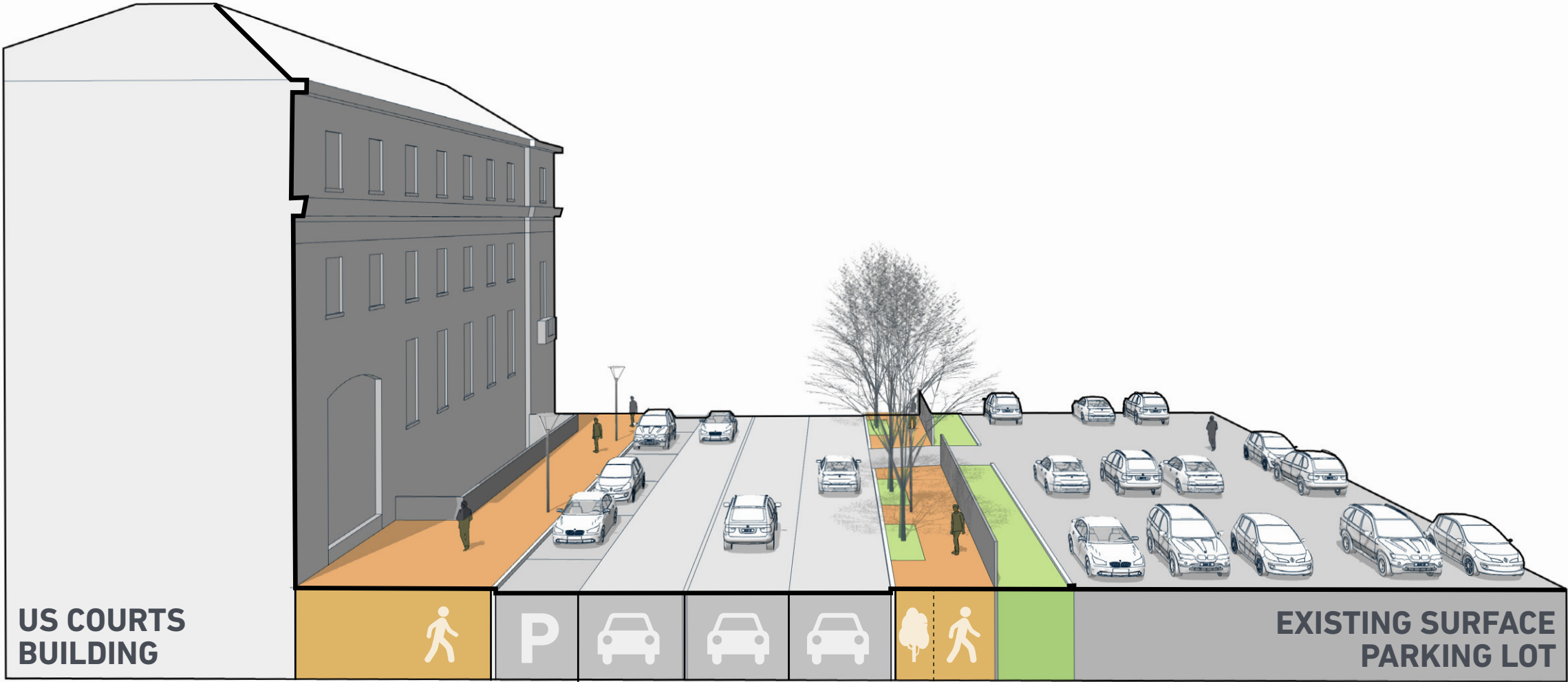
DENVER AVENUE | TODAY



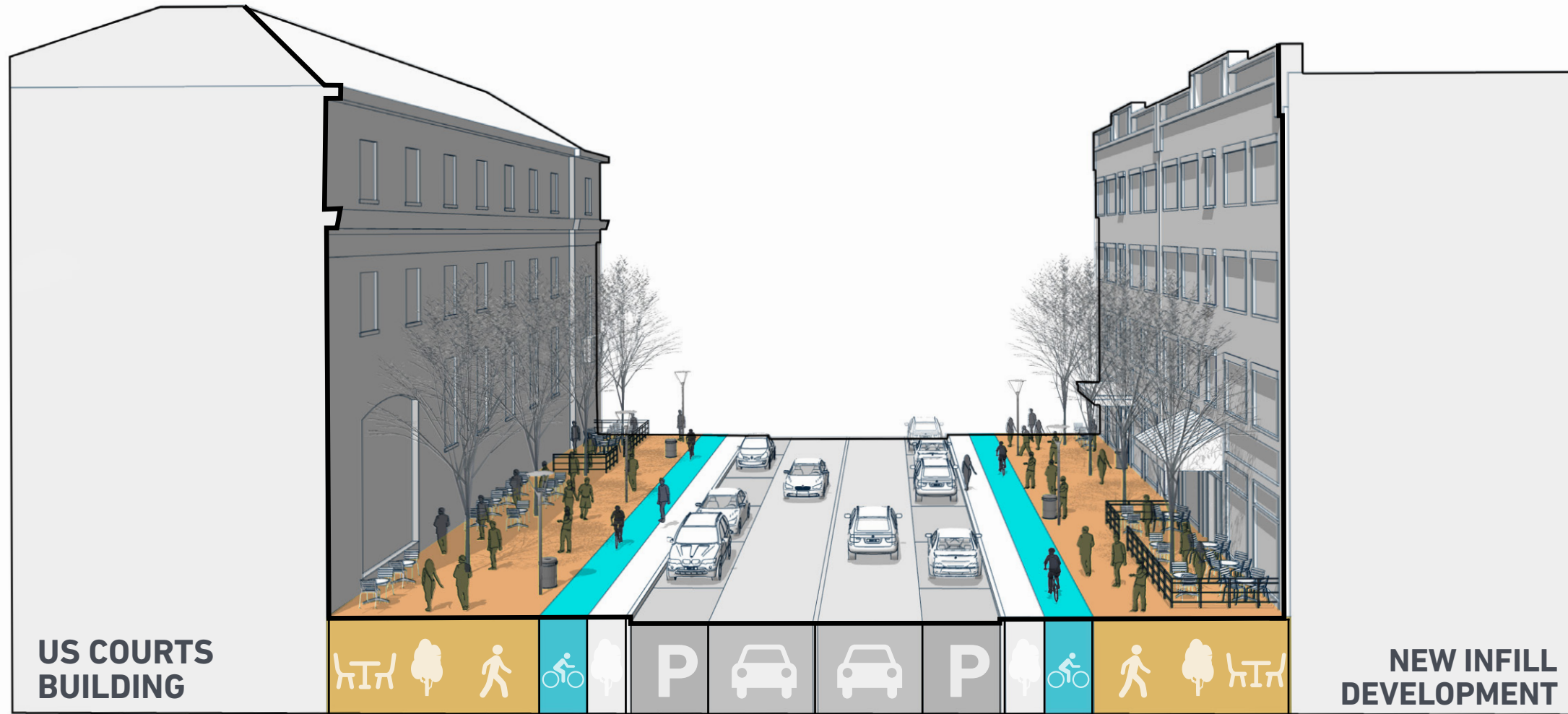
DENVER AVENUE | IMPROVED



3RD STREET | TODAY



3RD STREET | IMPROVED



MASTER PLAN RECOMMENDATIONS

SIGNATURE PROJECTS

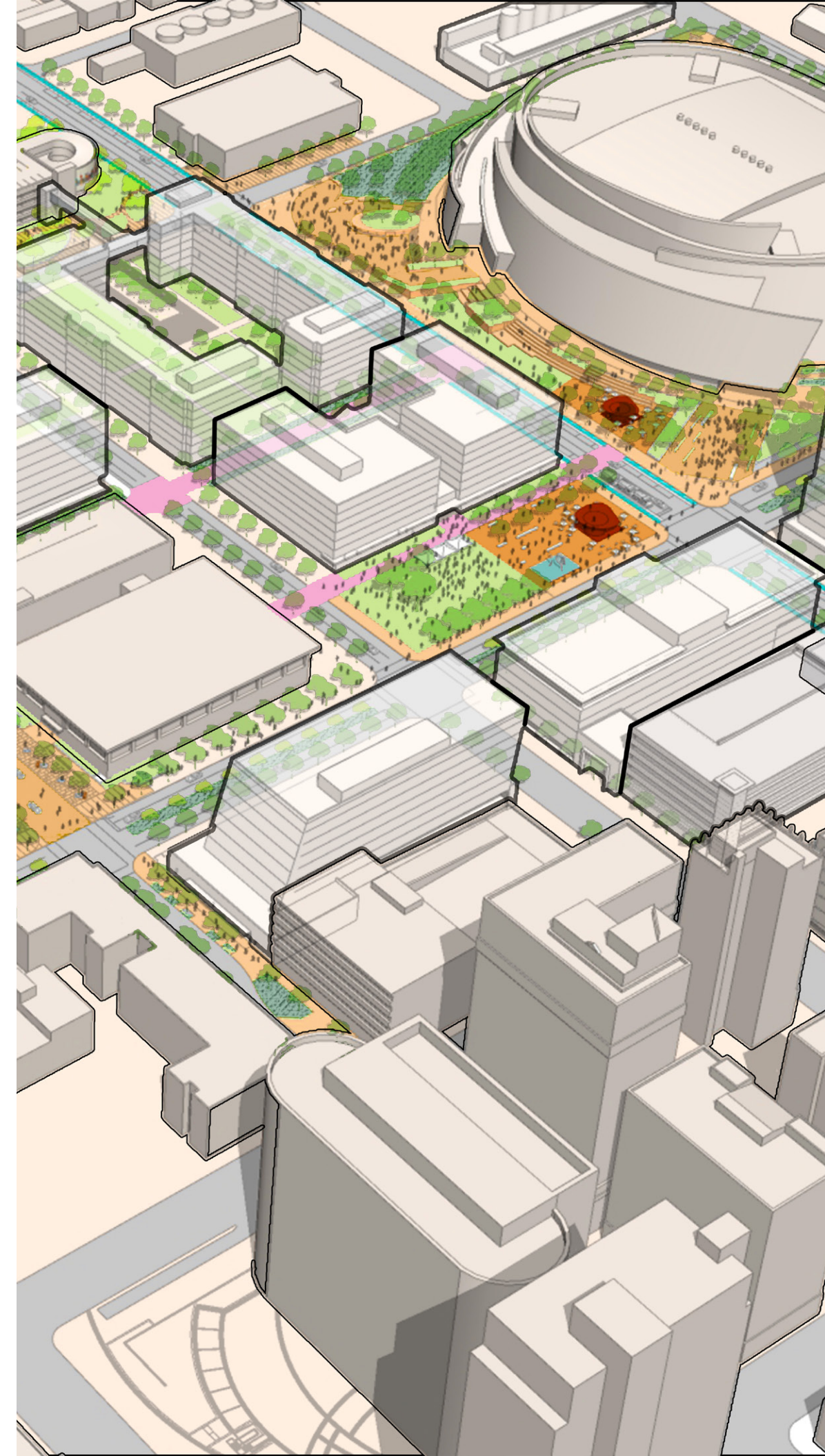
- ❑ Convention Center Expansion + Full-Service Hotel
- ❑ Page Belcher Federal Building Redevelopment
- ❑ Transit Center Block Redevelopment + Transit Integration

PUBLIC REALM + GREEN SPACE

- ❑ BOK Center in the Park
- ❑ Convention Center Linear Park
- ❑ Civic Center Commons
- ❑ Denver Avenue Park
- ❑ Plaza of the Americas

STREETS + CONNECTIONS

- ❑ 3rd Street
- ❑ 5th Street Promenade
- ❑ 6th Street
- ❑ Denver Avenue



PHASING + IMPLEMENTATION

DISTRICT-WIDE RECOMMENDATIONS | FINANCING MECHANISMS

TAX INCREMENT FINANCING:

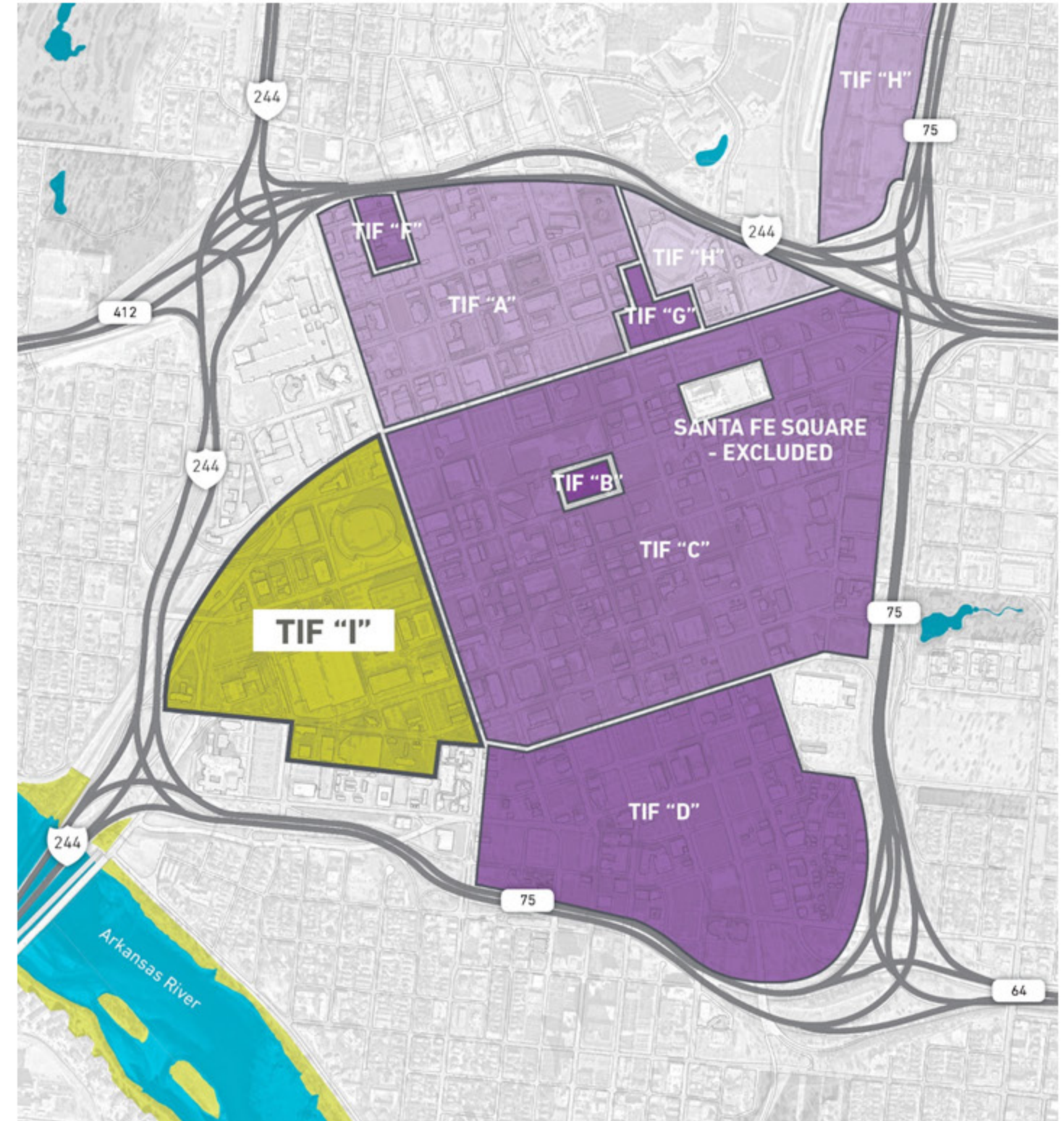
- Establishing TIF District “I” will provide a funding mechanism for public improvements and development gap financing
- Tax increment will take several years to accrue to a level where it can be deployed for improvements

MUNICIPAL BOND ISSUANCE:

- An anticipated bond issuance in 2019 should provide public funding for near-term place-making interventions
- Could take the form of a GO bond, an extension of the Third Penny Sales Tax, or both

TULSA STADIUM IMPROVEMENT DISTRICT (TSID):

- Downtown Coordinating Council manages special assessment paid by properties within the IDL
- Generates approximately \$1 million annually used for maintenance, marketing, and management



SHORT TERM

SHORT-TERM RECOMMENDATIONS

(0 - 5 YEARS)

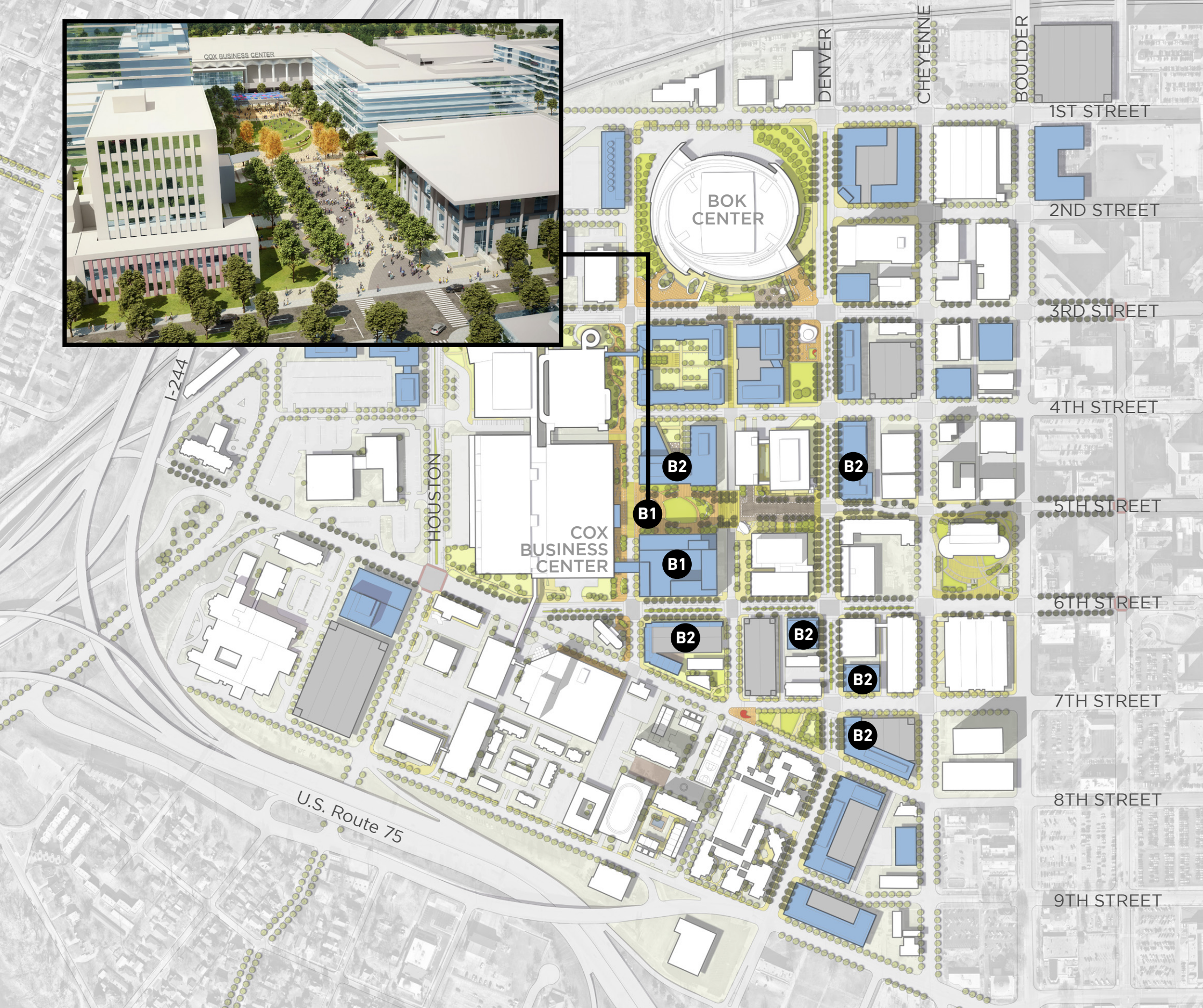
- A1** Activating the BOK Center Lawn;
- A2** Renovating the Cox Business Center and activating the Civic Center Plaza;
- A3** Improving the public realm through streetscaping and wayfinding:
 - 3rd Street
 - 5th Street
 - 6th Street
 - Denver Avenue
- A4** Enhancing the City's clean and safe strategies; and
- A5** Leveraging existing development proposals.
- A6** Reimagined Plaza of the Americas



INTERMEDIATE TERM

INTERMEDIATE-TERM RECOMMENDATIONS (5 - 10 YEARS)

- B1** Designing a reimagined Civic Center Commons; and
- B2** Completing the build-out and public realm improvements of other parcels south of 4th Street.



LONG TERM

LONG-TERM RECOMMENDATIONS (10 - 15 YEARS)

- C1** Redeveloping the Page Belcher Building block and the Denver Avenue Transit Station site; and
- C2** Creating a signature park on the current Page Belcher lot fronting Denver Avenue.



KEY TENANTS



DISTRICT-WIDE RECOMMENDATIONS | CONVENTION HOTEL

IMPACT ON EXISTING HOTELS:

- Evidence from other markets indicates it is possible to absorb a convention hotel without sacrificing overall occupancy, provided convention business increases in tandem

NEED FOR ADDITIONAL STUDY:

- Given the competitive market, independent analysis of the potential for expanded convention center activity is necessary to confirm that a convention hotel can induce additional demand that grows the market

FUNDING:

- The financing gap for a convention hotel could total more than \$50 million based on financing of convention hotels in aspirational and peer cities. A future bond issuance will likely be necessary to provide this level of support



Omni Nashville Hotel



JW Marriott Indianapolis



Sheraton Grand Phoenix

DISTRICT-WIDE RECOMMENDATIONS | RETAIL STRATEGY

THE CITY SHOULD RETOOL ITS RETAIL INCENTIVE PROGRAM TO CATALYZE DOWNTOWN RETAIL

FEE WAIVERS OR REDUCTIONS:

- Waiving or reducing building permit fees, which requires no direct outlay of funds and signals City's desire for economic development

SALES TAX ABATEMENTS:

- City would agree to rebate a portion of sales taxes collected for a specified number of years

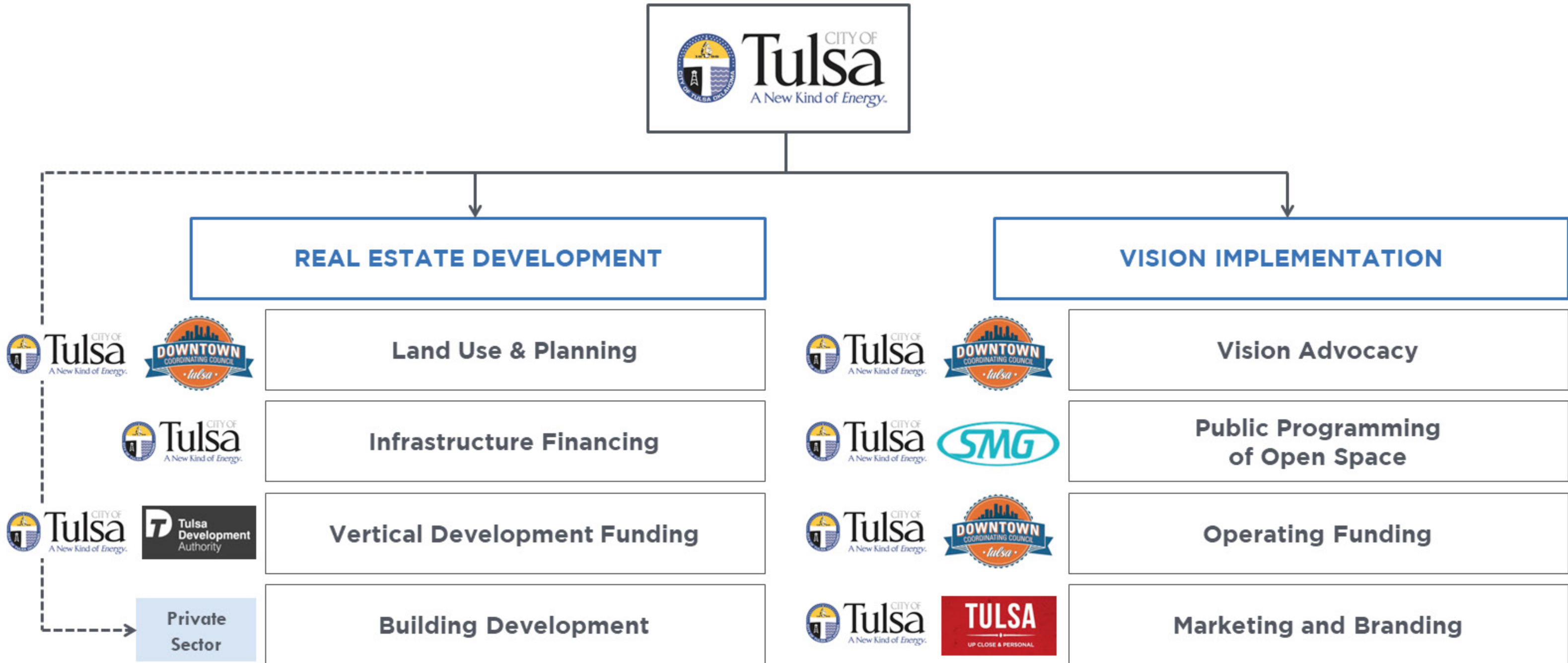
TENANT UPFIT GRANTS

- Providing funding support for initial tenant improvements needed to create compelling retail and restaurant spaces



DISTRICT-WIDE RECOMMENDATIONS | GOVERNANCE PLAN

RECOMMENDED GOVERNANCE STRUCTURE



WHAT DOES IT LOOK LIKE?

BOK CENTER IN THE PARK

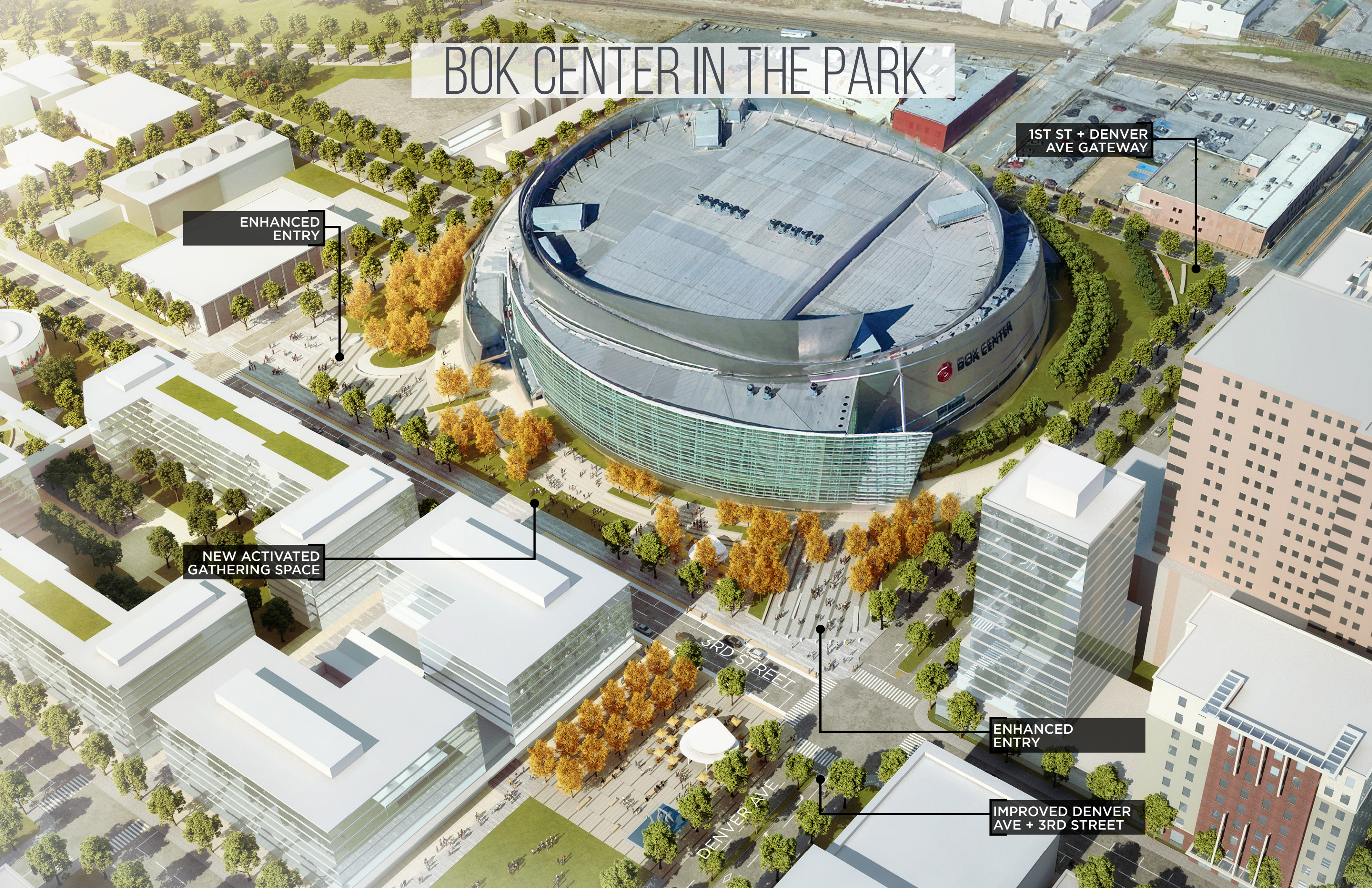
1ST ST + DENVER AVE GATEWAY

ENHANCED ENTRY

NEW ACTIVATED GATHERING SPACE

ENHANCED ENTRY

IMPROVED DENVER AVE + 3RD STREET



CREATE A PARK EDGE ALONG CIVIC CENTER DRIVE

PUBLIC ART ELEMENTS

ENHANCED GARAGE RAMP

CIVIC CENTER DRIVE

NEW MIXED-USE DEVELOPMENT

3RD STREET

3RD ST. GATEWAY ELEMENT



REIMAGINE CIVIC CENTER COMMONS

COX BUSINESS CENTER

NEW SIGNATURE
GATHERING SPACE

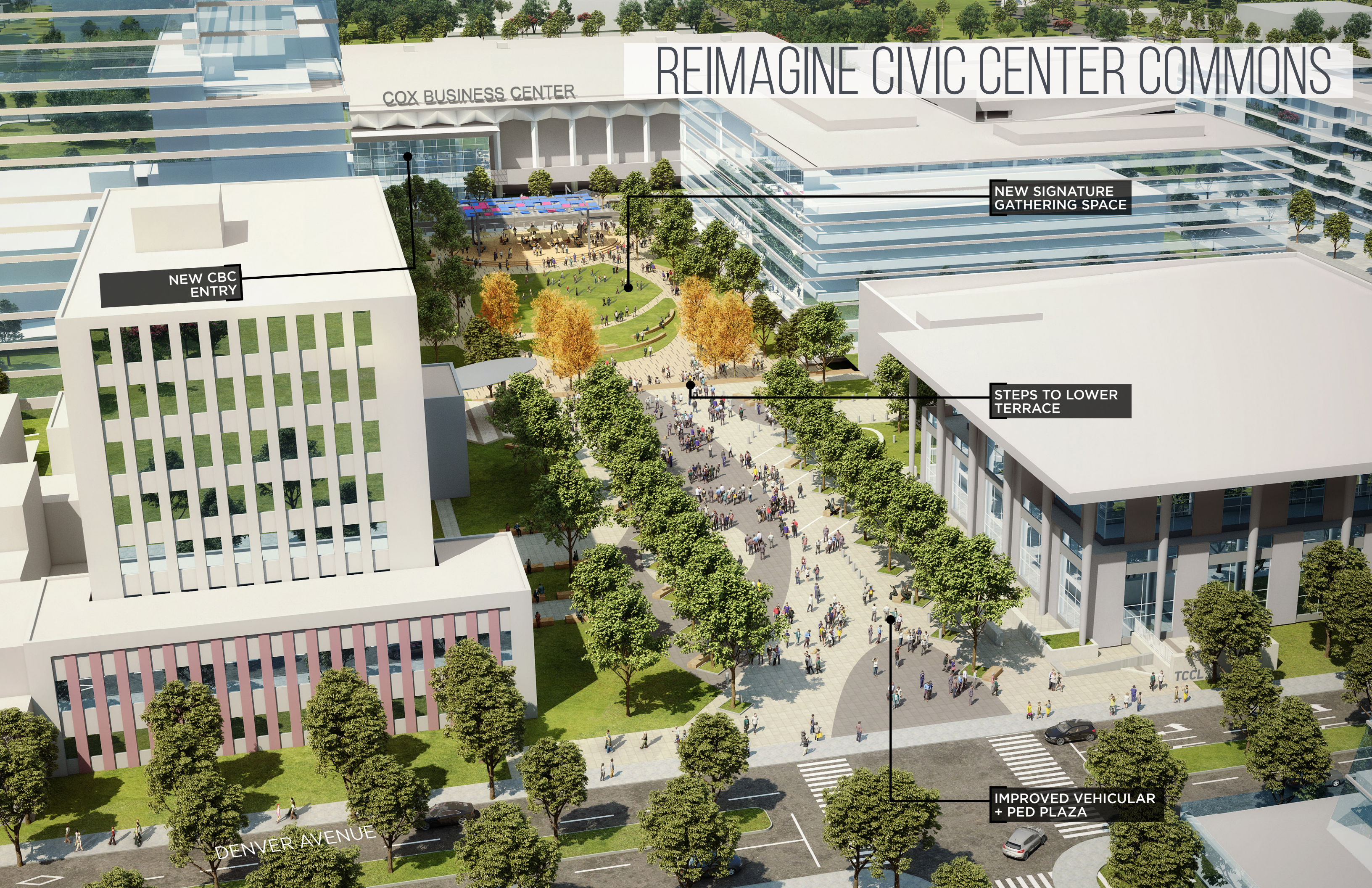
NEW CBC
ENTRY

STEPS TO LOWER
TERRACE

IMPROVED VEHICULAR
+ PED PLAZA

DENVER AVENUE

TCCL



IMAGINE A NEW DENVER PARK

ACTIVATED RETAIL
STOREFRONTS +
OUTDOOR DINING

NEW MIXED-USE
DEVELOPMENT

CONNECTION TO
BOK + LIBRARY

NEW SIGNATURE PARK +
GATHERING SPACE

NEW PLAZA +
RESTAURANT



TRANSFORMED PLAZA OF THE AMERICAS

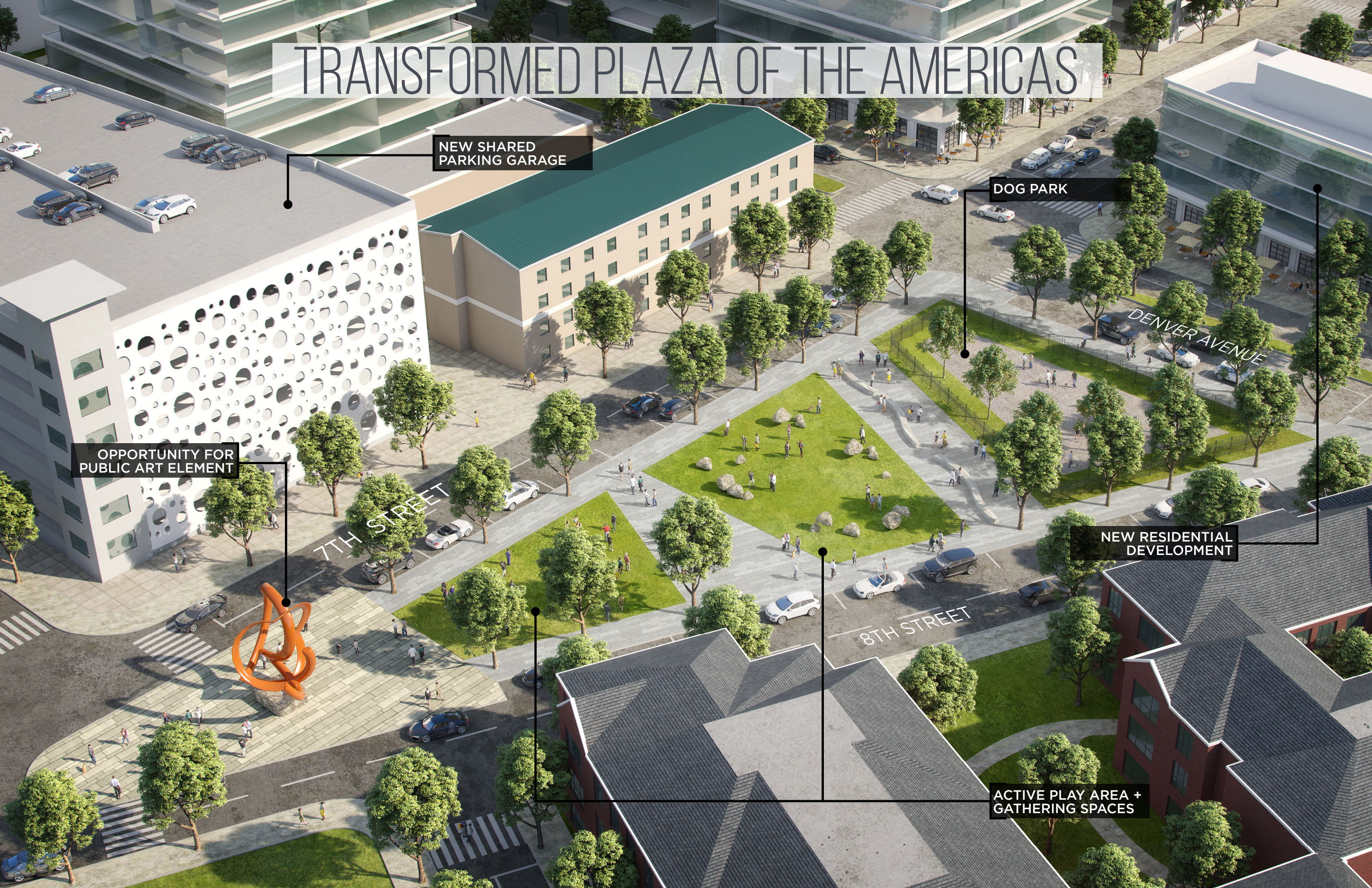
NEW SHARED
PARKING GARAGE

DOG PARK

OPPORTUNITY FOR
PUBLIC ART ELEMENT

NEW RESIDENTIAL
DEVELOPMENT

ACTIVE PLAY AREA +
GATHERING SPACES



An aerial night view of a city, likely Los Angeles, showing a dense urban landscape with numerous skyscrapers and buildings. The scene is illuminated by city lights, with a prominent grid of glowing light trails overlaid on the city's street pattern. A large, circular stadium with a blue roof is visible in the upper-middle section. The overall atmosphere is one of a vibrant, modern metropolis.

HOW DO WE ACHIEVE THIS VISION?

WE NEED YOU!



THANK YOU!

ARENA DISTRICT - COLUMBUS



ARENA DISTRICT - COLUMBUS



ARENA DISTRICT - COLUMBUS



NORTH SHORE - PITTSBURGH (2004)



NORTH SHORE - PITTSBURGH (2017)



NORTH SHORE - PITTSBURGH



TULSA ARTS DISTRICT

