

ARENA DISTRICT MASTER PLAN

COMMUNITY ENGAGEMENT TECHNICAL MEMO NO. 5:

INCLUDES: TMAPC MEETING + MAYOR BRIEFING + DCC MEETING + STEERING COMMITTEE MEETING NO. 5 + TULSA REGIONAL CHAMBER, VISIT TULSA, AND THE EXECUTIVE AND ADVISORY BOARD OF REGIONAL TOURISM + ULI LUNCH & LEARN

TULSA METROPOLITAN AREA PLANNING COMMISSION MEETING - SEPT. 5, 11:30 AM -1:00 PM

On Wednesday September 5th, the ADMP Planning Team presented an overview of progress on the Arena District Master Plan to the Tulsa Metropolitan Area Planning Commission (TMAPC). TMAPC is a joint City-County cooperative planning commission that advises the Tulsa City Council and the Tulsa County Board of Commissioners on development and zoning matters. TMAPC is the group responsible for reviewing the Arena District Master Plan and making a recommendation on its final disposition to City Council. This meeting was held at City Hall and was open to the public. Chris Hermann (MKSK) made a presentation and provided an overview of the project. The agenda included the following:

- Project Overview
- Planning Purpose and Principles
- Public Outreach Summary (through July)
- Initial Market and Identity Assessment Findings
- District Framework
- Preliminary and Preferred Concepts
- Deliverables (completed and to come)

A robust discussion occurred following the presentation. Members of the Commission provided a number of comments. These included:

- One Commissioner requested that the “chess piece” moves be identified that must occur to free up the catalytic sites.
- One Commissioner requested that an alternative for the Federal Building site be considered that preserves the Page Belcher building. He expressed concern in a plan that recommends tearing down a historic building and that it would be impossible to replace a building like this today.
- One Commissioner stated that if the Municipal Courts building and Civic Plaza are proposed to be redeveloped, the plan should consider the reuse/redevelopment of the County Courts building as well. He indicated that it was the grouping of these buildings and their uses that makes this area uninviting to the community.
- One Commissioner requested that the history of Tulsa be integrated into this district, such as Route 66 (incl. neon signs), oil and gas, aviation, and music. (Note that the team reviewed that this was a part of the plan but did not highlight it in the presentation due to time constraints.)
- One Commissioner stated that wayfinding should be an important part of improving the District.

TULSA ADMP BRIEFING WITH MAYOR BYNUM - SEPTEMBER 5, 1:00-2:00 PM

On Wednesday September 5th, the Planning Team met with Mayor Bynum to provide an up-to-date progress overview of the Tulsa ADMP. This meeting was held at City Hall. A presentation was given to the mayor by Chris Hermann and Jeff Pongonis (MKSK). This presentation was identical to that presented to the Steering Committee later in the afternoon. The agenda included the following:

- Project Overview
- Importance of the Arena District as a Downtown Gateway
- Overall District Vision (Welcome, Activate, Live, Connect)
- Recommended Catalytic Projects (Great Streets, Public Realm, Development, Policies)
- Potential Short-Term Activation Projects
- Phasing and Impact
- Implementation Strategy
- Next Steps

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DOWNTOWN COORDINATING COUNCIL MEETING - SEPTEMBER 5, 2:00-2:30 PM

On Wednesday September 5th, the Planning Team met with members of the Downtown Coordinating Council (DCC), a group composed of downtown property owners, government officials, and business owners. This was a regularly-scheduled meeting at City Hall. Chris Hermann (MKSK) gave a 15-minute verbal overview and progress update of the Arena District Master Plan and answered general questions.

STEERING COMMITTEE MEETING NO. 5 - SEPTEMBER 5, 4:30-6:00 PM

On Wednesday September 5th, the Planning Team met with the Steering Committee for the last of five meetings. This meeting was held at City Hall, between 4:30 and 6:00 PM. Approximately 11 attendees heard Chris Hermann and Jeff Pongonis (MKSK) present. The agenda included the following:

- Importance of the Arena District as a Downtown Gateway
- Overall District Vision (Welcome, Activate, Live, Connect)
- Recommended Catalytic Projects (Great Streets, Public Realm, Development, Policies)
- Potential Short-Term Activation Projects
- Phasing and Impact
- Implementation Strategy
- Next Steps

The Steering Committee reacted positively to the presentation. Members were encouraged that a majority of the recommended catalytic projects are on publicly-controlled sites. Discussion centered around how to advance a number of the recommendations. This included the proposed convention center hotel and whether existing Vision funds could be reallocated to create a new Police Building, move the Municipal Courts, and work with private developers to advance the convention hotel sooner rather than later – taking advantage of current private market interest in building new downtown hotels. One Committee member pointed out that a new hotel study is in progress and due at the end of the month. He also stated that a large block of existing downtown hotel rooms is reserved/held for local companies, institutions, and airlines, meaning that there is a smaller supply of rooms for conventions than the raw numbers suggest. Discussion also focused on advancing the process of securing the Page Belcher building site. Local groups have indicated to the GSA that the City has interest in this site and the GSA is awaiting a formal letter indicating city interest and that it is a city priority. Commissioners also discussed the \$15 Million in approved Vision funds for a downtown transit facility. This is money in hand that should be used to study the best location for the transit center and advance this project.

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TULSA REGIONAL CHAMBER, VISIT TULSA, AND THE EXECUTIVE AND ADVISORY BOARD OF REGIONAL TOURISM - SEPTEMBER 6, 9:00-10:30 AM

On Thursday September 6th, the Planning Team met with members of the the Tulsa Regional Chamber, Visit Tulsa, and the Executive and Advisory Board of Regional Tourism. The meeting was held at the Hyatt Regency Hotel Tulsa North Room, with a presentation and discussion led by Chris Hermann (MKSK) and Ray Hoyt (Visit Tulsa and Tulsa ADMP Steering Committee member). The agenda included the following:

- Importance of the Arena District as a Downtown Gateway
- Overall District Vision (Welcome, Activate, Live, Connect)
- Recommended Catalytic Projects (Great Streets, Public Realm, Development, Policies)
- Phasing and Impact
- Implementation Strategy

Attendees asked a number of questions. These included: a discussion of the provision of adequate parking for what is planned; thoughts related to the blocks north and west of the BOK Center, the appropriateness of new parking structures north of 1st Street along the railroad tracks; the importance of connecting the DoubleTree and east side of the Convention Center to the rest of the District and downtown, especially along 6th Street; and a discussion about potential transit and transportation improvements to move people around downtown.

URBAN LAND INSTITUTE (ULI) TULSA CHAPTER LUNCH AND LEARN - SEPTEMBER 6, 12:00-1:00 PM

On Thursday September 6th, the Planning Team met with members of the newly formed Tulsa Chapter of the Urban Land Institute. In fact, this was the inaugural lunch and learn event. The event was held at The Bond, 608 E. 3rd Street, with a presentation and discussion led by Chris Hermann (MKSK). The presentation was similar to the one presented to the Hotel and Lodging Association. A question and answer session followed the presentation. The attendees expressed great enthusiasm and support for vision of the Tulsa Arena District. Discussion focused on how to accomplish the vision and where to begin.