



QUESTIONS?

For more information,
please contact:

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GOAL

The City of Tulsa wants to encourage the use of neon along Route 66 by relaxing certain sign regulations in the zoning code. Neon signs give Route 66 a unique identity, enhance the attractiveness of the corridor, allow more creativity from our business owners, and encourage cultural tourism.

The zoning code regulates the size, location, and type of illumination of signs across the city, and some of these requirements prevent new signs that resemble the types of signs typically found along Route 66.

HOW IT WORKS

The overlay will make it easier for businesses and property owners to install certain types of signs along the Route 66 corridor.

If a proposed sign includes at least a specific amount of neon features, the sign can:

1. BE TALLER
2. BE LARGER
3. PROJECT INTO THE PUBLIC RIGHT-OF-WAY IN CERTAIN CIRCUMSTANCES
4. INCLUDE MOVEMENT OR FLASHING OF THE NEON ELEMENTS

Properties are still subject to underlying zoning requirements, so the overlay does not permit signage in areas where signage would not have been allowed otherwise.

WHO IS AFFECTED?

The current proposal applies the overlay to any properties within 300' on either side of the corridor.

At certain major intersections, that depth will increase to include properties within 600' of either side of the corridor.

The proposed overlay would not require anything new from property owners, nor would it reduce the currently permitted uses of the property. The option to utilize the overlay would be strictly voluntary.

THE ROUTE

Generally, the corridor follows historic Route 66 through Tulsa, excluding downtown. Southwest Boulevard, 11th Street, and a large portion of Admiral would be included.

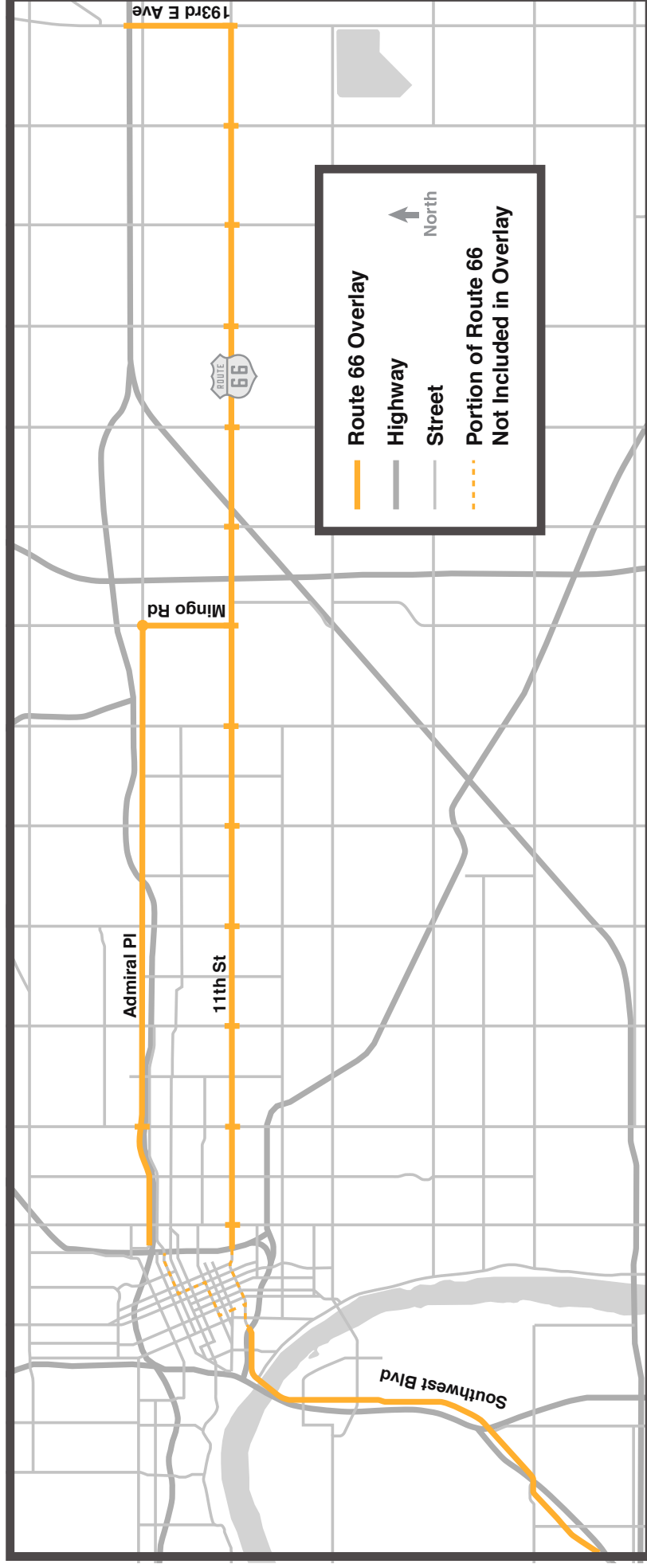
There is a map of the corridor on the back side of this flier.



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