

# ARENA DISTRICT

## MASTER PLAN

COMMUNITY VISIONING  
WORKSHOP NO .1

MAY 9, 2018



VISION  
TULSA



CITY OF  
**Tulsa**  
A New Kind of Energy.

# TODAY'S MEETING

- 001 INTRODUCTION
- 002 COMMUNITY FEEDBACK
- 003 INITIAL ANALYSIS
- 004 EXERCISE
- 005 NEXT STEPS



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# 001 | INTRODUCTION

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# ABOUT US | PROJECT TEAM

**MKSK**

HR&A

kolar



Columbus

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

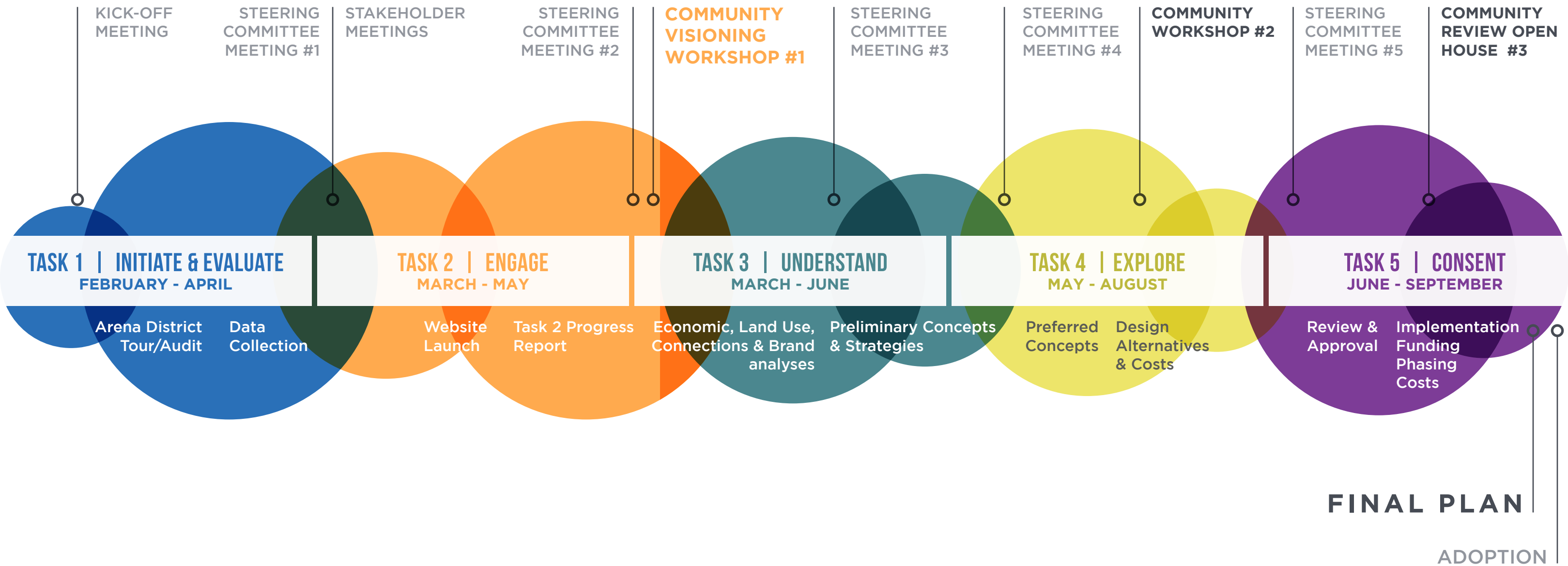
## ZAKERION

Public Relations



# SCHEDULE | OVERALL PROJECT SCHEDULE

**WE ARE HERE**



# STUDY AREA

**30** Blocks  
**±165** Acres



NORTH ↑

# PLAN PURPOSE

It is imperative that the master plan **provide actionable guidance** on every project it touches, and a clear path forward in developing the district based upon its **key assets**. It should provide direction to:

- **Strengthen connectivity**, both within the district and to neighboring downtown districts;
- **Develop a greater sense of place** through unique development and branding; and
- **Facilitate growth opportunities** that complement greater downtown Tulsa's existing economy while serving the unique clients of the arena and convention center.



# PLANNING PRINCIPLES

A nighttime photograph of a city skyline, likely Tulsa, Oklahoma, with several illuminated skyscrapers and buildings. The lights are reflected in a body of water in the foreground, creating a shimmering effect. The sky is a deep blue, and the overall scene is vibrant and modern.

**1 | BROADEN AND STRENGTHEN THE DISTRICT'S ROLE  
IN THE TULSA ECONOMY BY IDENTIFYING STRATEGIES TO  
PROMOTE AND FOSTER REDEVELOPMENT AND GROWTH**



# PLANNING PRINCIPLES



**2 | SHRINK PERCEIVED AND REAL DISTANCES BETWEEN THE DISTRICT AND ITS DOWNTOWN AND RIVERFRONT NEIGHBORHOODS**

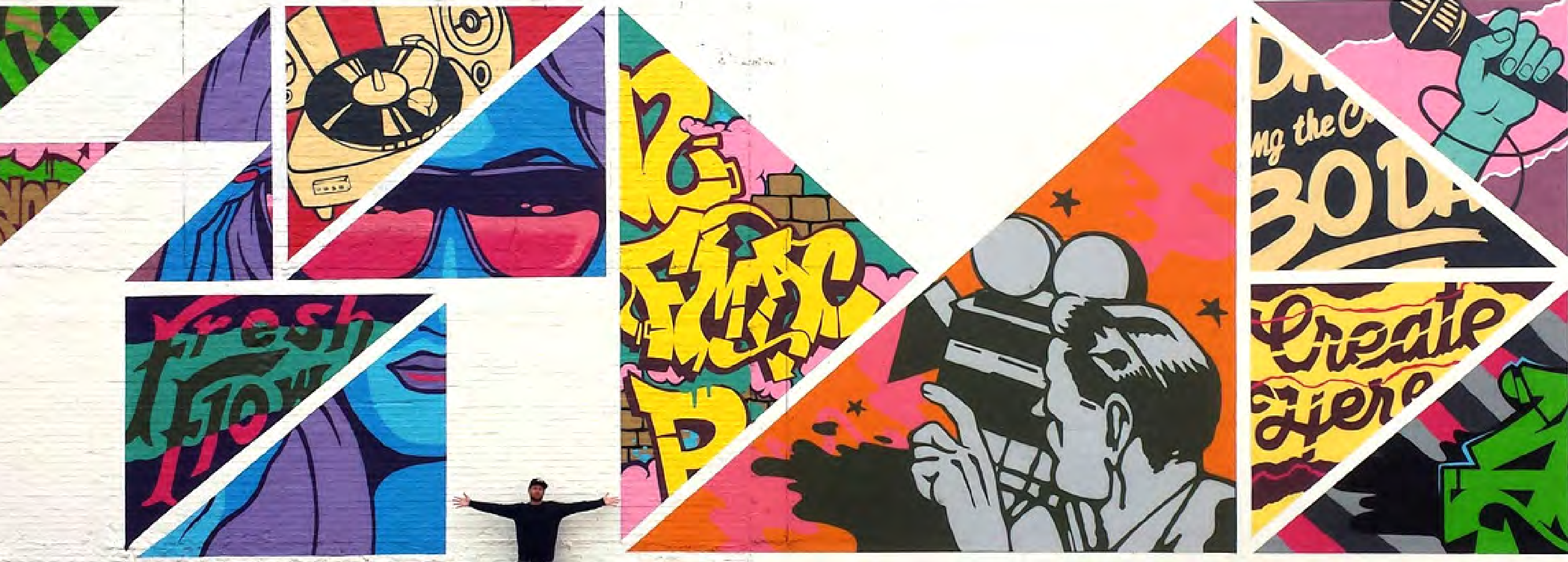
# PLANNING PRINCIPLES



U.S. Bank Stadium (Minneapolis, Minnesota)

**3 | REPOSITION THE DISTRICT FROM A LIMITED-USE AREA INTO A THRIVING DESTINATION REFLECTING TULSA'S CULTURAL AND HISTORICAL LIVELIHOOD**

# PLANNING PRINCIPLES



**4 | UNCOVER A DISTINCT DISTRICT BRAND BY TELLING A BOLD STORY THROUGH DYNAMIC PUBLIC ART, LANDMARKS, MESSAGING AND PLACEMAKING**

# PLANNING PRINCIPLES



Nationwide Arena District (Columbus, Ohio)

**5 | CREATE AN ACTIONABLE PLAN TO GUIDE PUBLIC AND PRIVATE SECTOR INVESTMENT AND LEADS TO “EARLY WINS”**

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# 002 | COMMUNITY FEEDBACK

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# TELL US WHAT YOU THINK!



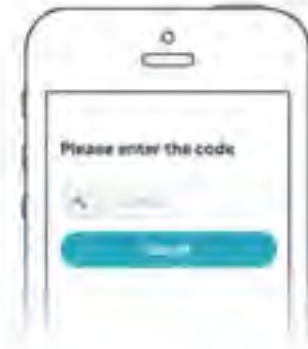
1

Grab your phone

www.menti.com|

2

Go to [www.menti.com](http://www.menti.com)



3

Enter the code 82 75 11 and vote!

## GET YOUR SMART PHONES OUT!

STEP 1: ON YOUR BROWSER, GO TO [WWW.MENTI.COM](http://WWW.MENTI.COM)

STEP 2: ENTER THE CODE 82 75 11

STEP 3: TYPE IN YOUR ANSWER

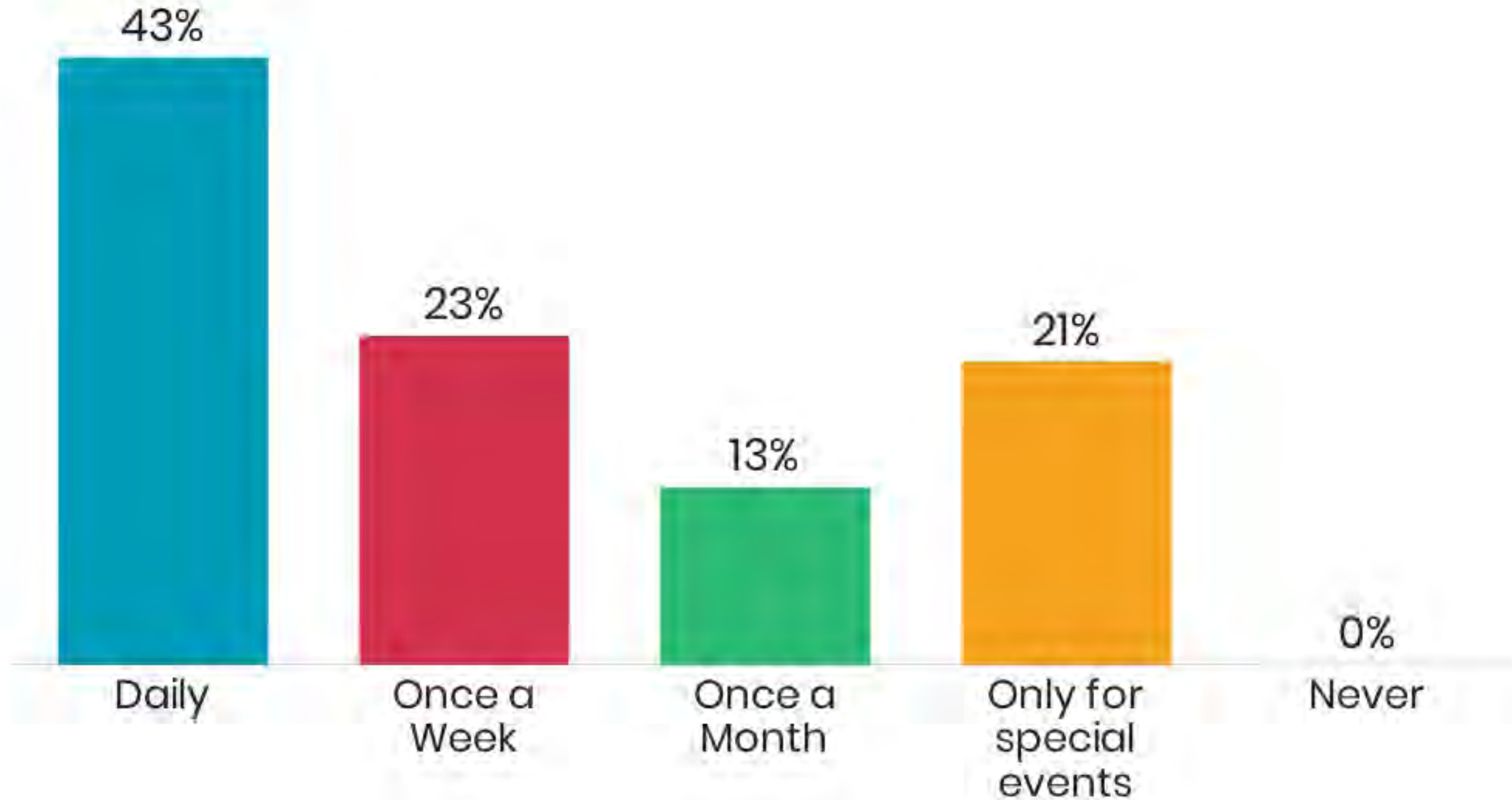
STEP 4: CLICK ON "SUBMIT"

ARENA DISTRICT MASTER PLAN - DRAFT



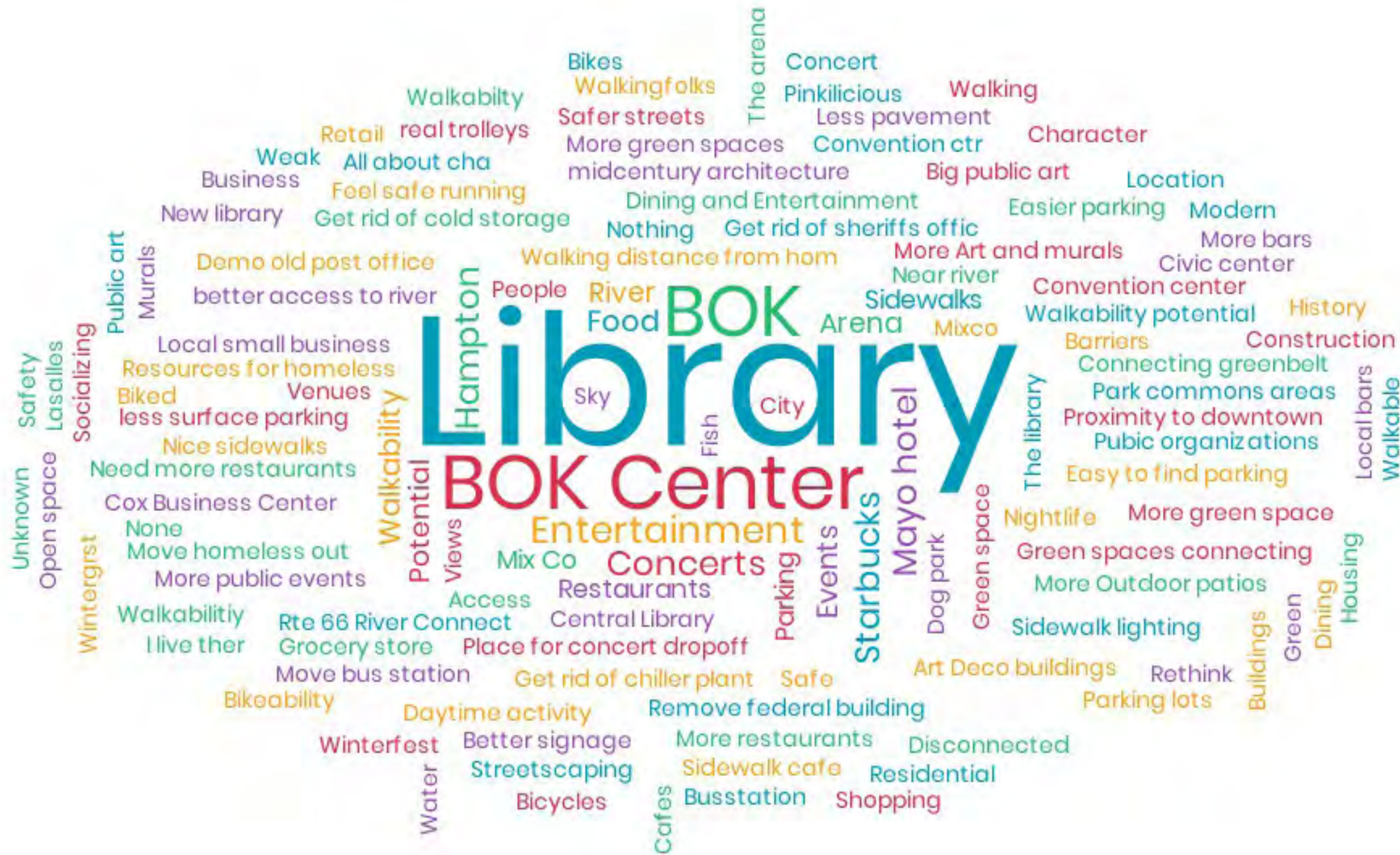
# HOW OFTEN YOU VISIT THE ARENA DISTRICT

INSTANT POLLING RESULTS FROM WORKSHOP PARTICIPANTS (56 RESPONSES)



# 3 THINGS YOU LIKE ABOUT THE DISTRICT

INSTANT POLLING RESULTS FROM WORKSHOP PARTICIPANTS (99 RESPONSES)





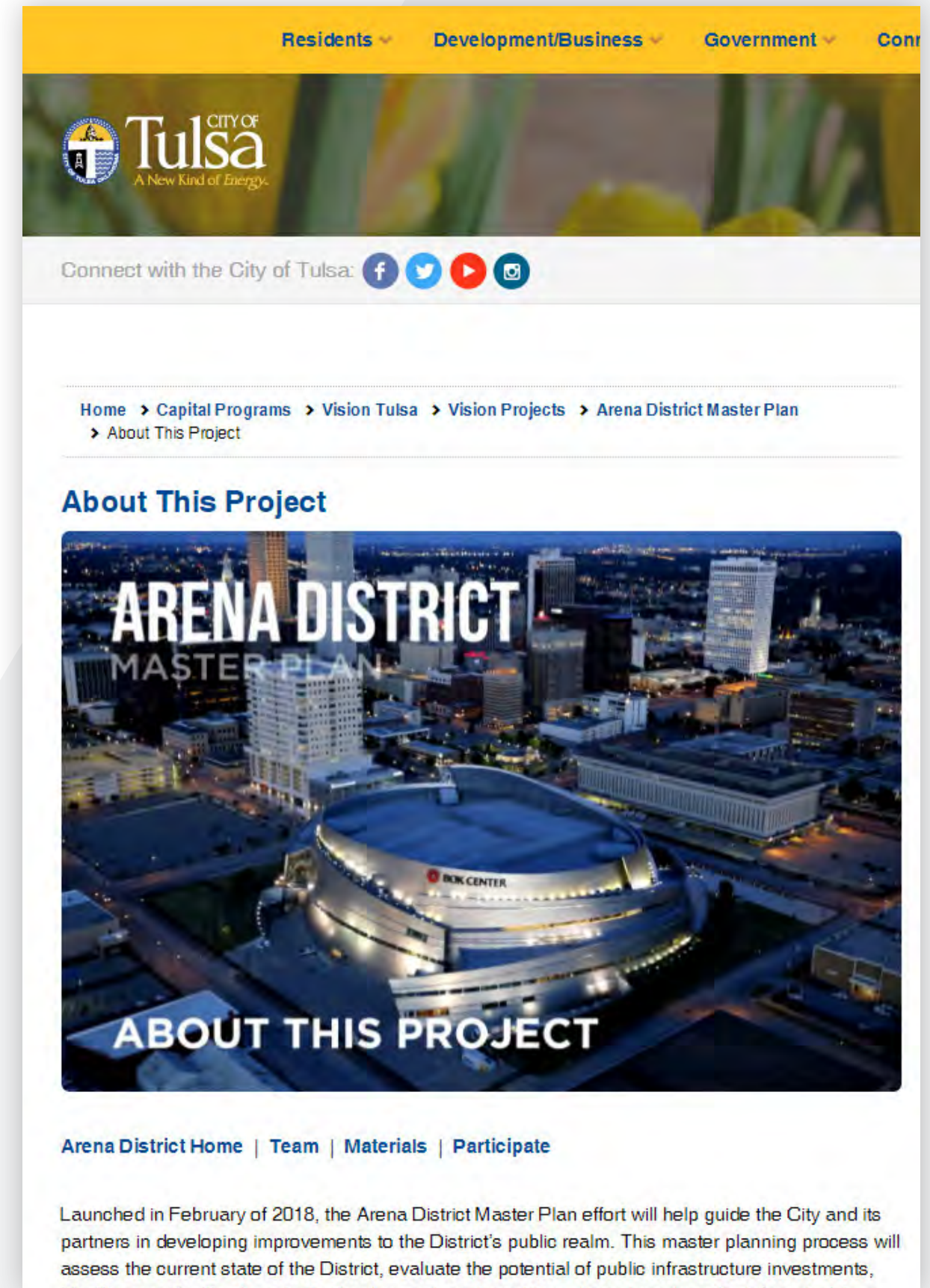


# HOW TO STAY IN TOUCH

VISIT OUR PROJECT WEBSITE FOR MORE INFORMATION ABOUT OUR PROJECT, THE PROJECT TEAM, UPCOMING EVENTS, AND OPPORTUNITIES TO PROVIDE COMMENTS.

- All of tonight's materials, including this presentation and our boards, will be posted online under "Project Library"
- Click on "Participate" to sign up for our email list and stay up to date on future events
- Follow Vision Tulsa and City of Tulsa on Facebook for updates on the plan and upcoming events
- Visit [FeedbackTulsa.com](https://FeedbackTulsa.com) to answer a few questions and see what other members of the community think about the Arena District

[CityofTulsa.org/ArenaDistrict](https://CityofTulsa.org/ArenaDistrict)



The screenshot shows the City of Tulsa website page for the Arena District Master Plan. At the top, there is a navigation bar with links for Residents, Development/Business, Government, and Contact. Below this is the City of Tulsa logo and a banner image of tulips. A social media section follows with icons for Facebook, Twitter, YouTube, and Instagram. A breadcrumb trail reads: Home > Capital Programs > Vision Tulsa > Vision Projects > Arena District Master Plan > About This Project. The main heading is "About This Project" above a large image of the arena district at night with the text "ARENA DISTRICT MASTER PLAN" and "ABOUT THIS PROJECT". Below the image are links for "Arena District Home", "Team", "Materials", and "Participate". The bottom section contains introductory text about the master plan effort.

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# 003 | INITIAL ANALYSIS

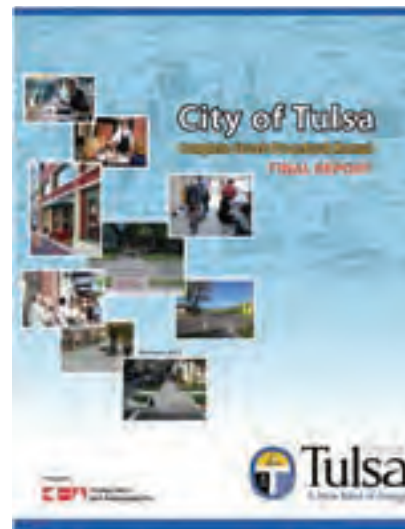
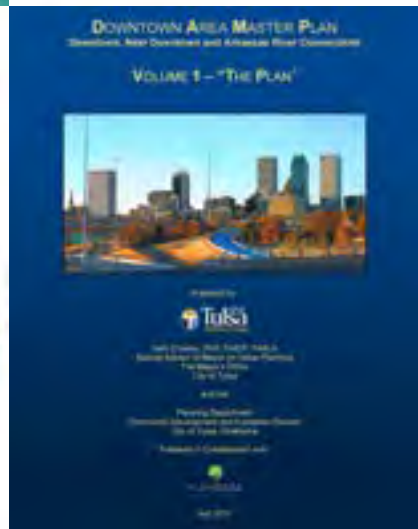
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# PLANS REVIEWED

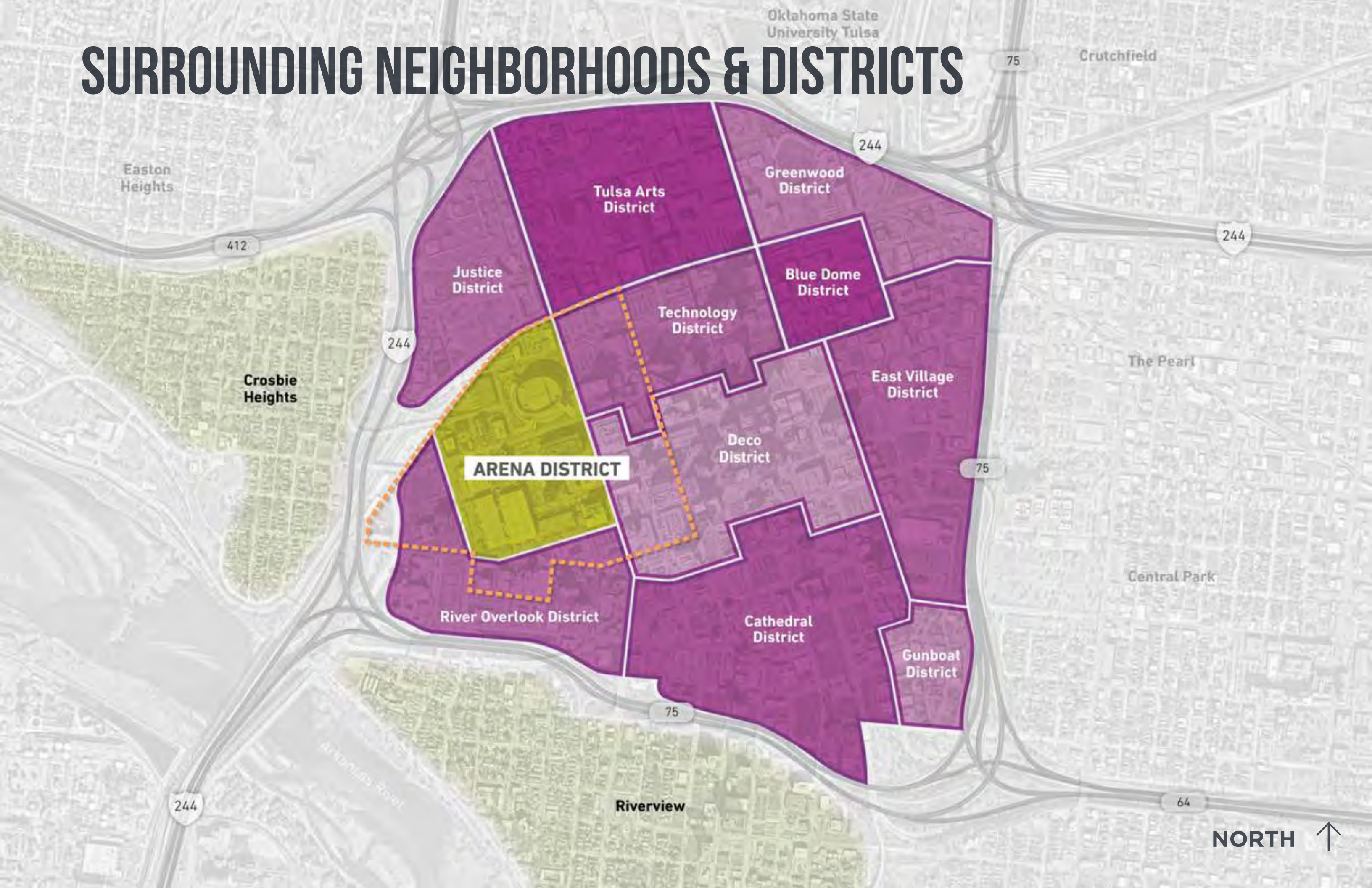
- P** 2017 - Cox Convention and Business Center Plans
- C** 2017 - Downtown Walkability Analysis
- C** 2016 - Tulsa Comprehensive Plan (PLANiTULSA)
- C** 2016 - Downtown Area Master Plan Progress Report
- C** 2016 - City of Tulsa A Guide to Small Area Planning
- C** 2016 - Destination Tulsa 2025 Development Strategy (Resonance Report)
- CH** 2016 - Tulsa's Future III
- IN** 2015 - The Tulsa Region Bicycle and Pedestrian Master Plan (Go Plan)
- C** 2014 - The Quality of Life Report
- C** 2013 - Complete Streets Procedural Manual
- C** 2011 - City of Tulsa Downtown Streetscape Master Plan
- C** 2010 - Downtown Area Master Plan
- P** Varies - Arena District Plans

ARENA DISTRICT MASTER PLAN - DRAFT

**C** - City  
**CH** - Chamber  
**IN** - INCOG  
**P** - Private



# SURROUNDING NEIGHBORHOODS & DISTRICTS



Oklahoma State University Tulsa

Crutchfield

Easton Heights

412

244

Tulsa Arts District

Greenwood District

Justice District

Blue Dome District

Crosbie Heights

244

Technology District

The Pearl

244

**ARENA DISTRICT**

Deco District

East Village District

75

Central Park

River Overlook District

Cathedral District

Gunboat District

75

Riverview

64

244

NORTH ↑

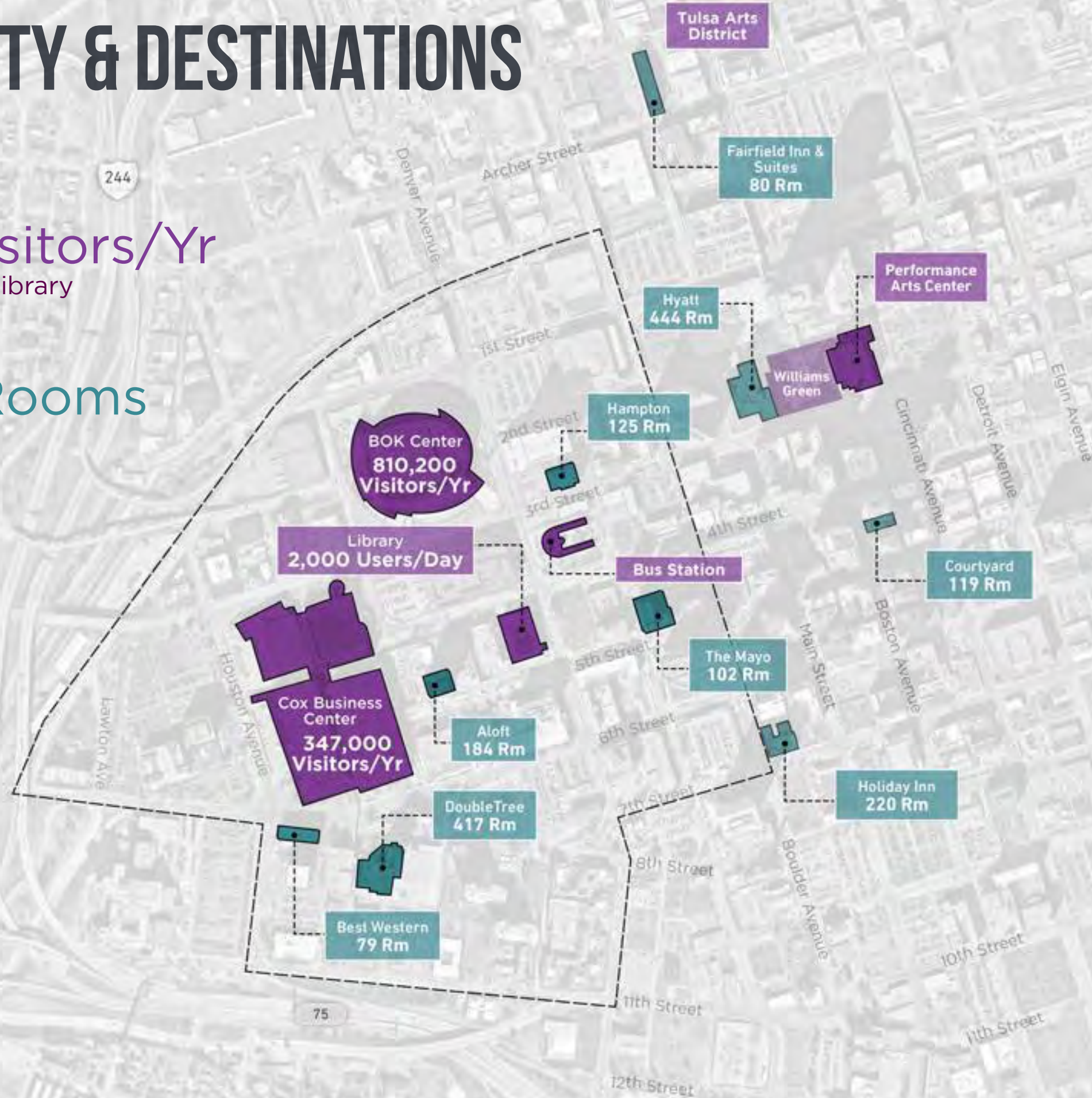
# HOSPITALITY & DESTINATIONS

Destination

± **1.8M** Visitors/Yr  
BOK, CBC, & Library

Hotel

± **1,770** Rooms



NORTH ↑

# PARKING

±**2,803** Surface Spaces

±**383** On-Street Spaces

±-- Structured Spaces (in progress)

±-- **Total Spaces**

Structured Parking

Parking Lot

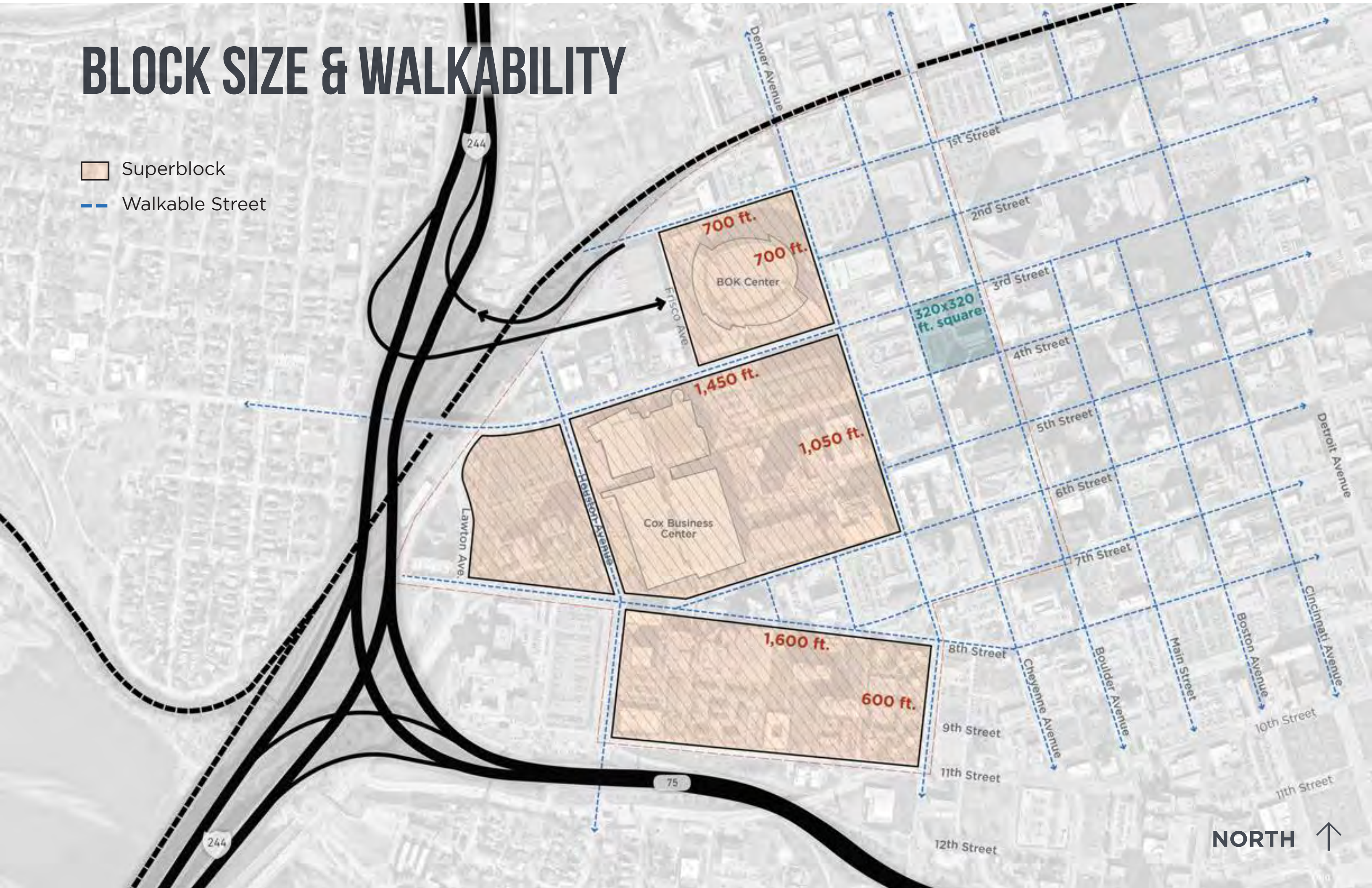
Underground Structured Parking

On-Street Parking



# BLOCK SIZE & WALKABILITY

- Superblock
- Walkable Street

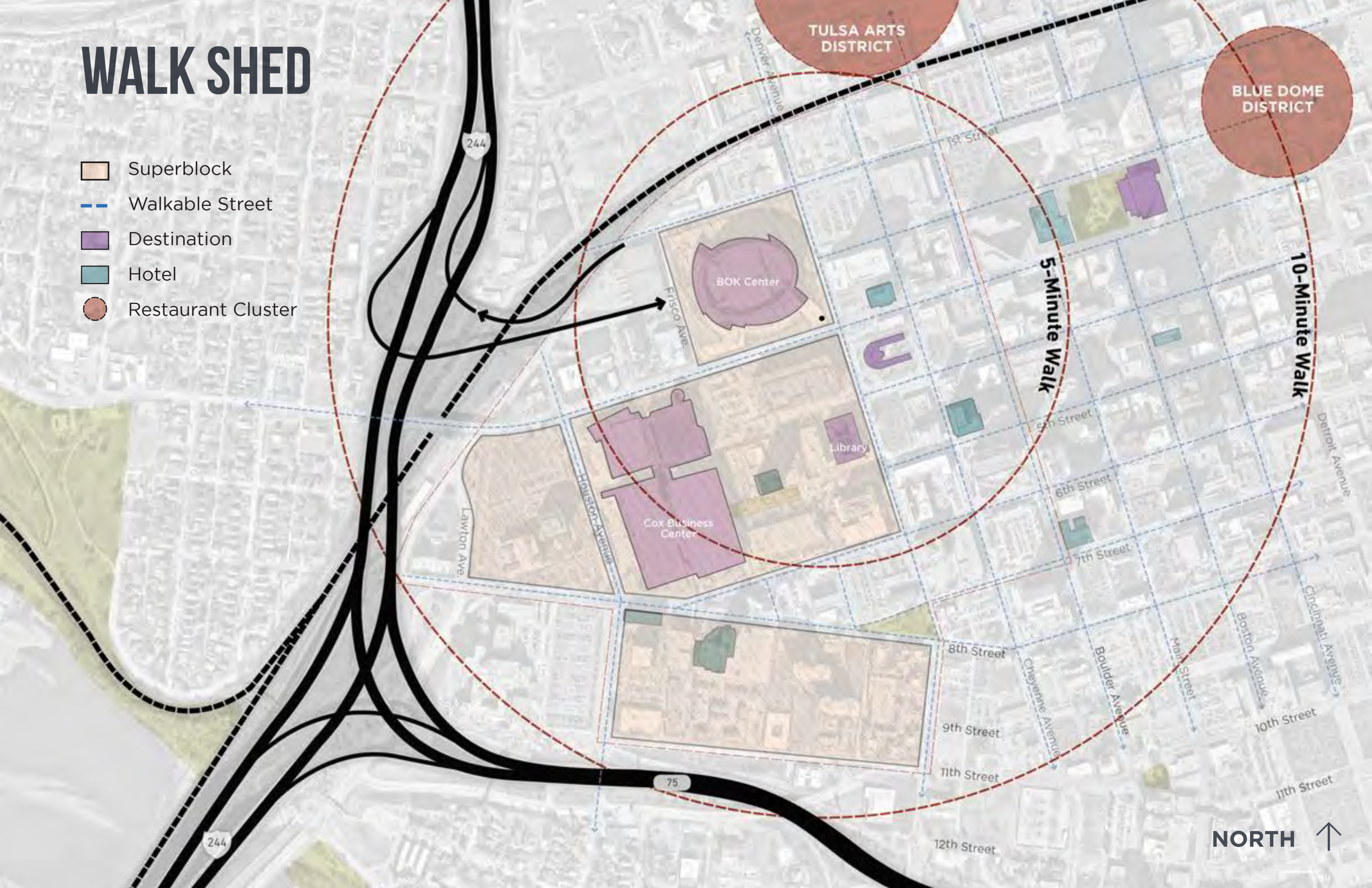


NORTH ↑



# WALK SHED

- Superblock
- Walkable Street
- Destination
- Hotel
- Restaurant Cluster



TULSA ARTS DISTRICT

BLUE DOME DISTRICT

BOK Center

Cox Business Center

Library

5-Minute Walk

10-Minute Walk

NORTH ↑

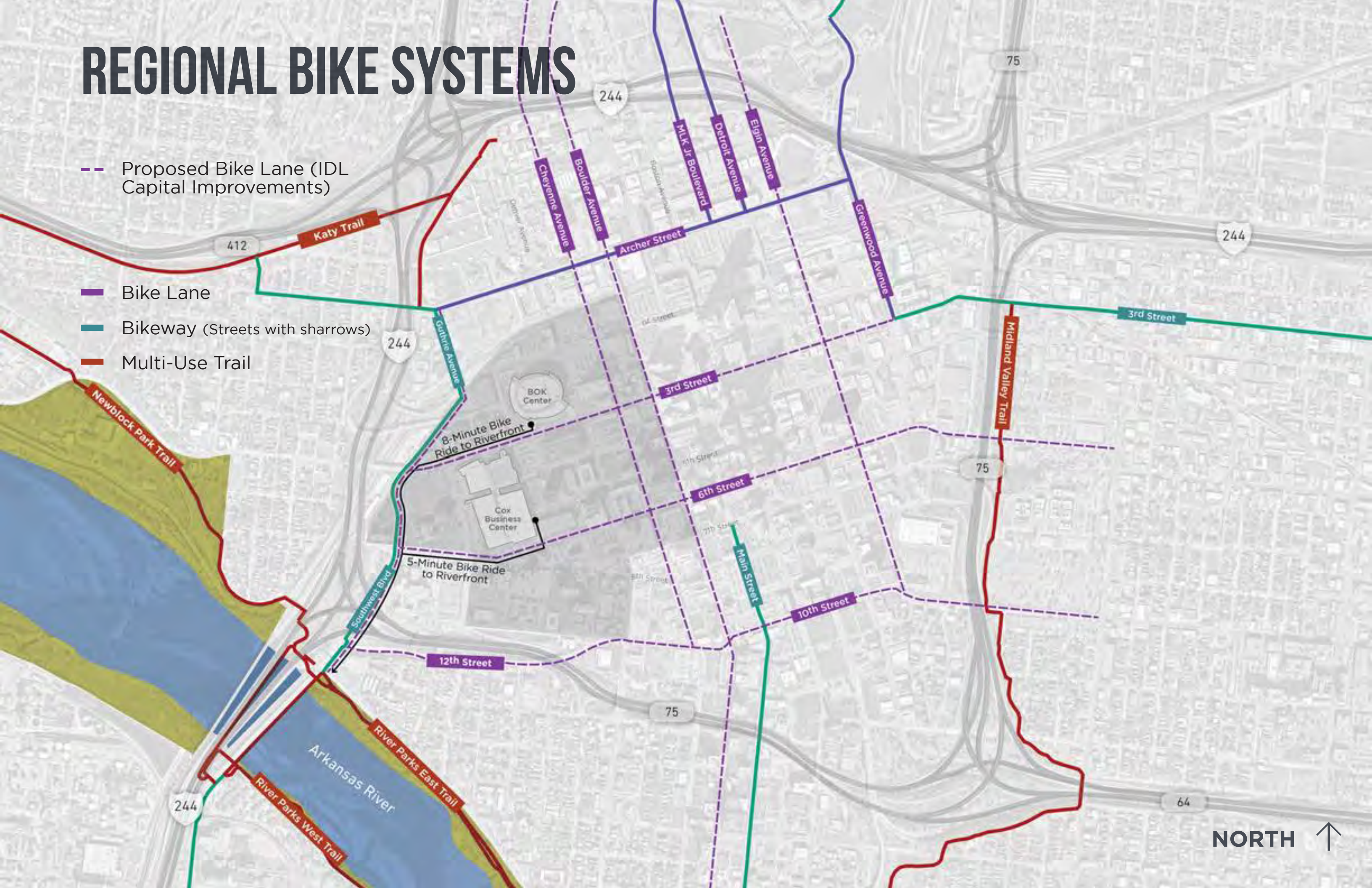
# REGIONAL BIKE SYSTEMS

--- Proposed Bike Lane (IDL Capital Improvements)

— Bike Lane

— Bikeway (Streets with sharrows)

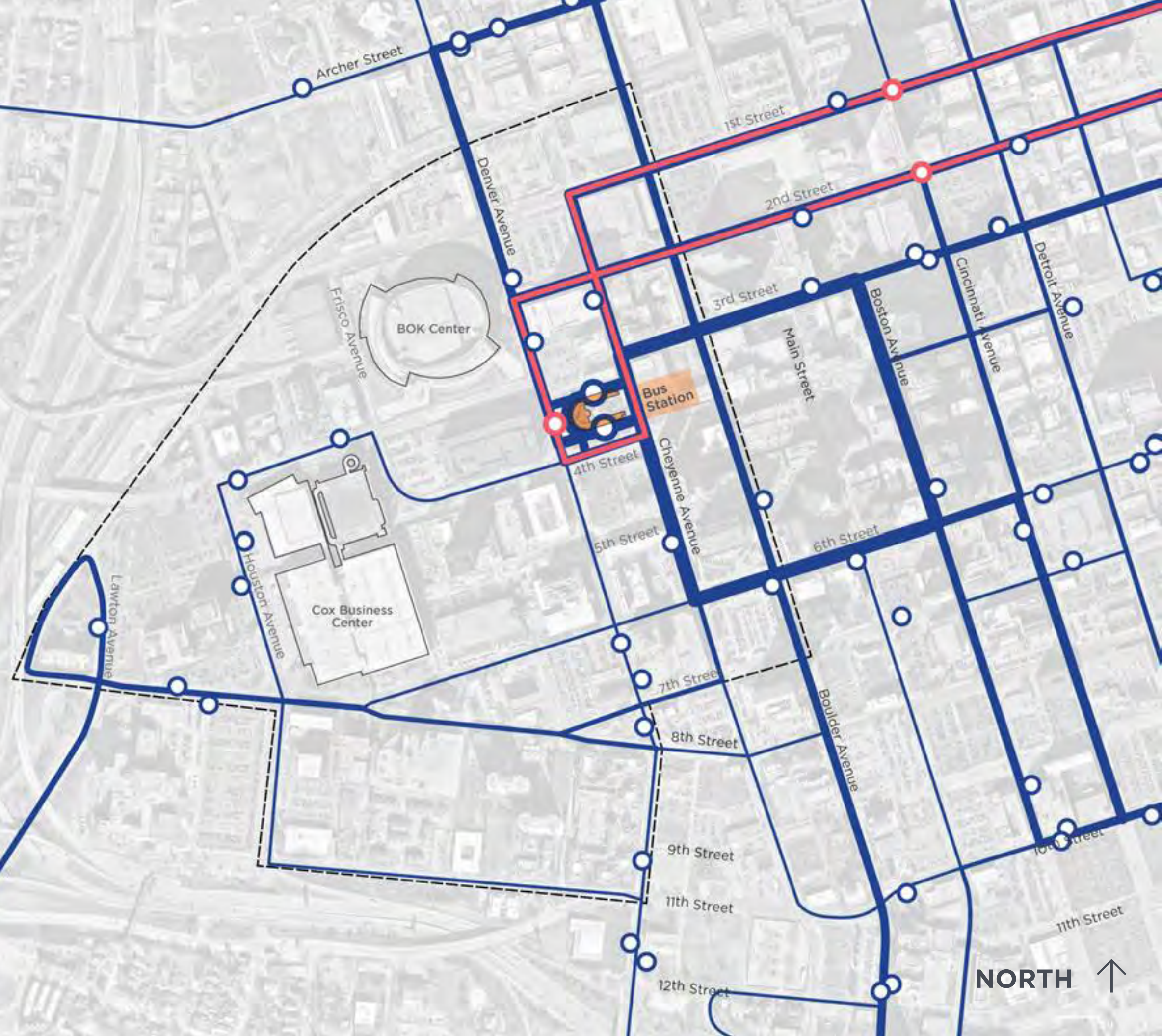
— Multi-Use Trail



NORTH ↑

# TRANSIT

- Bus Line
- Bus Stop
- Peoria BRT Line
- Peoria BRT Stop

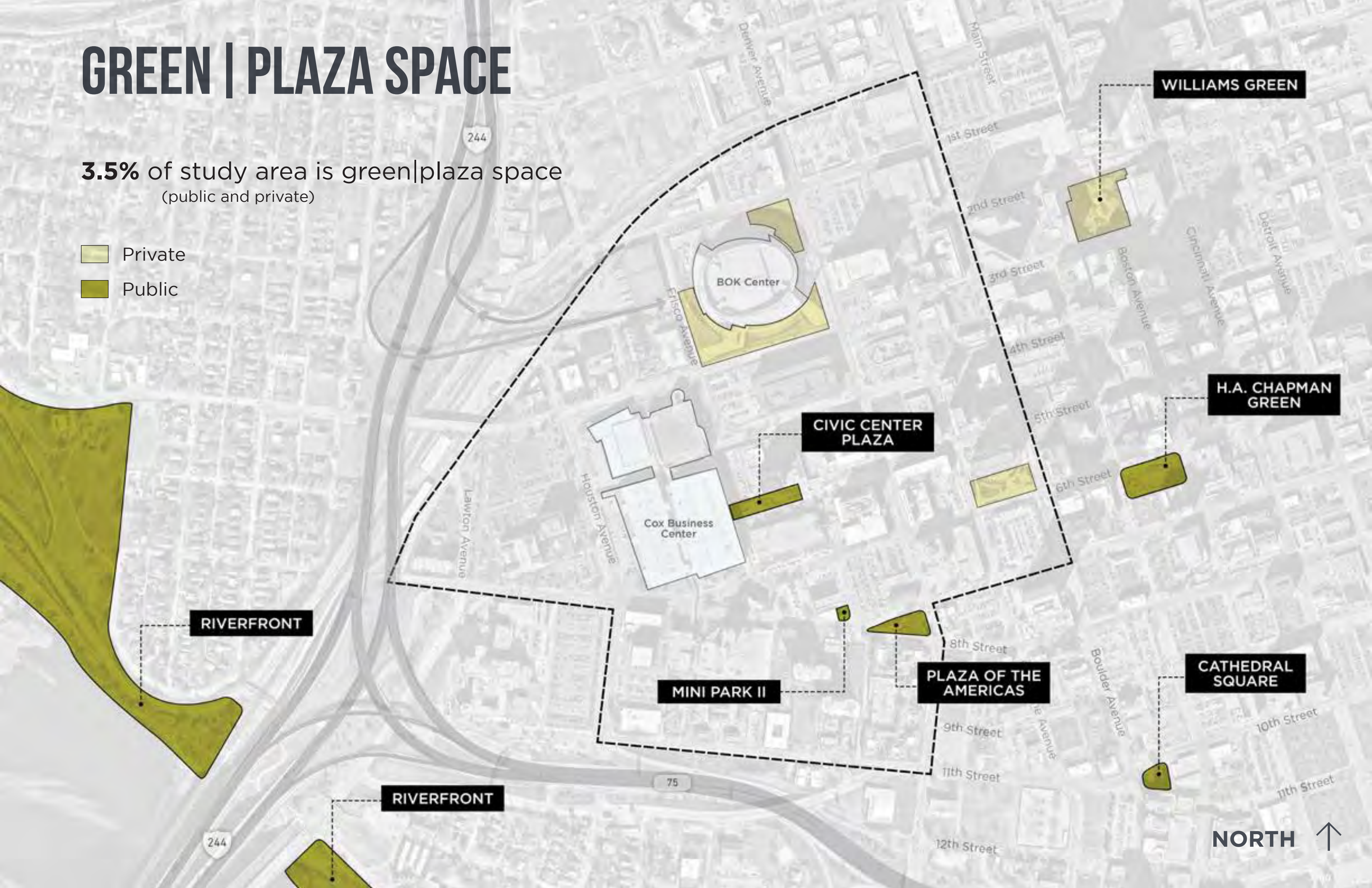


NORTH ↑

# GREEN | PLAZA SPACE

**3.5%** of study area is green|plaza space  
(public and private)

- Private
- Public



**WILLIAMS GREEN**

**H.A. CHAPMAN GREEN**

**CATHEDRAL SQUARE**

**BOK Center**

**CIVIC CENTER PLAZA**

**PLAZA OF THE AMERICAS**

**MINI PARK II**

**RIVERFRONT**

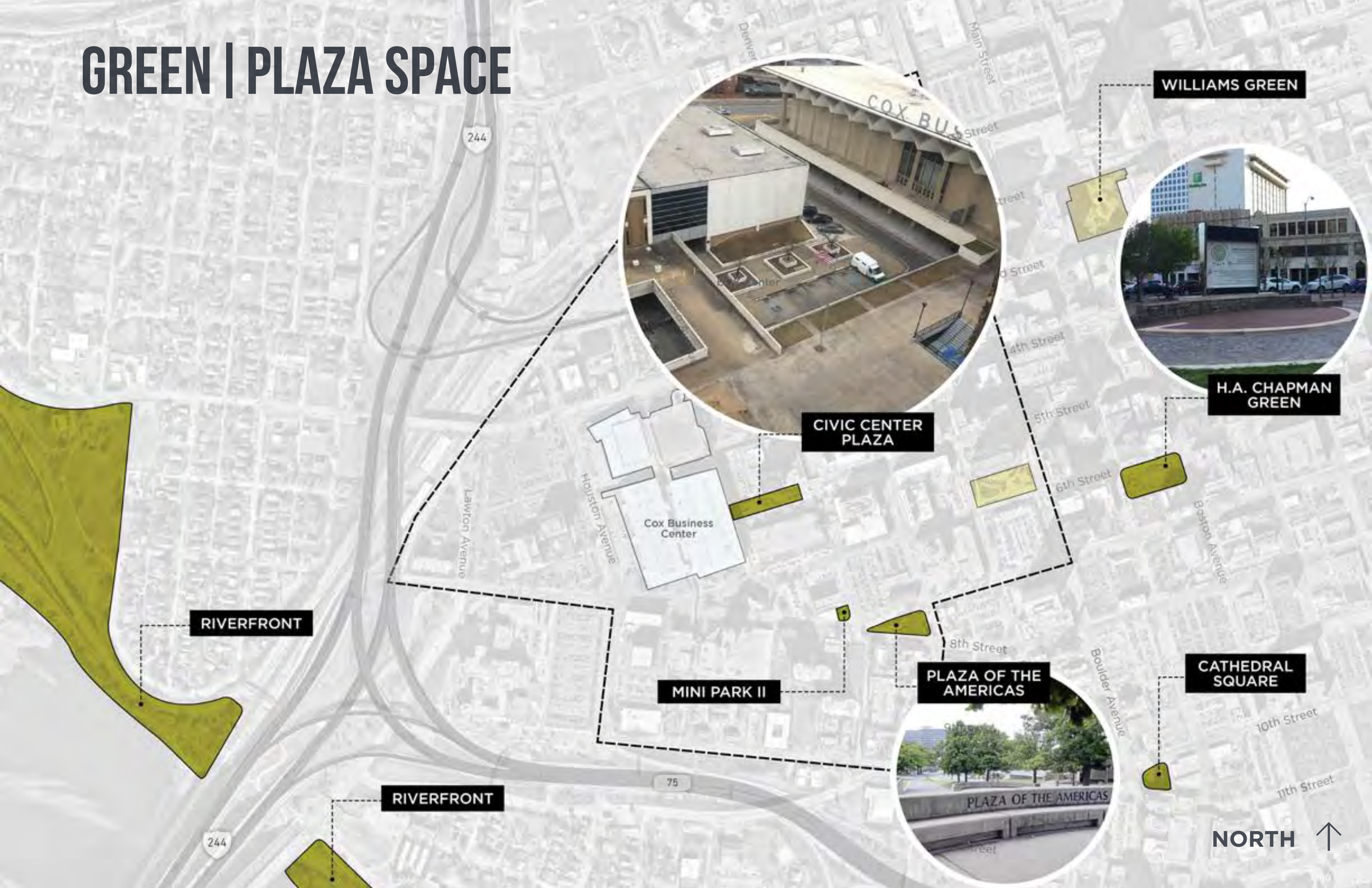
**RIVERFRONT**

75

244

**NORTH** ↑

# GREEN | PLAZA SPACE



**WILLIAMS GREEN**



**H.A. CHAPMAN GREEN**



**CIVIC CENTER PLAZA**



**Cox Business Center**

**MINI PARK II**

**PLAZA OF THE AMERICAS**



**CATHEDRAL SQUARE**

**RIVERFRONT**

**RIVERFRONT**

**NORTH** ↑

# CHALLENGES

- Isolated convention center
- Civic/Federal uses are difficult to relocate
- Large swaths of surface parking, esp. between downtown core
- Lack of street facing storefronts & activity
- Superblock street grid pattern
- Lack of inviting walkable neighborhood/district connections
- Unwelcoming streets/lack of “complete streets”
- Poor connection to riverfront and regional trails
- Lack of activated park/plaza spaces
- Absence of retail/restaurants



# CASE STUDY | NATIONWIDE ARENA DISTRICT (COLUMBUS, OH)

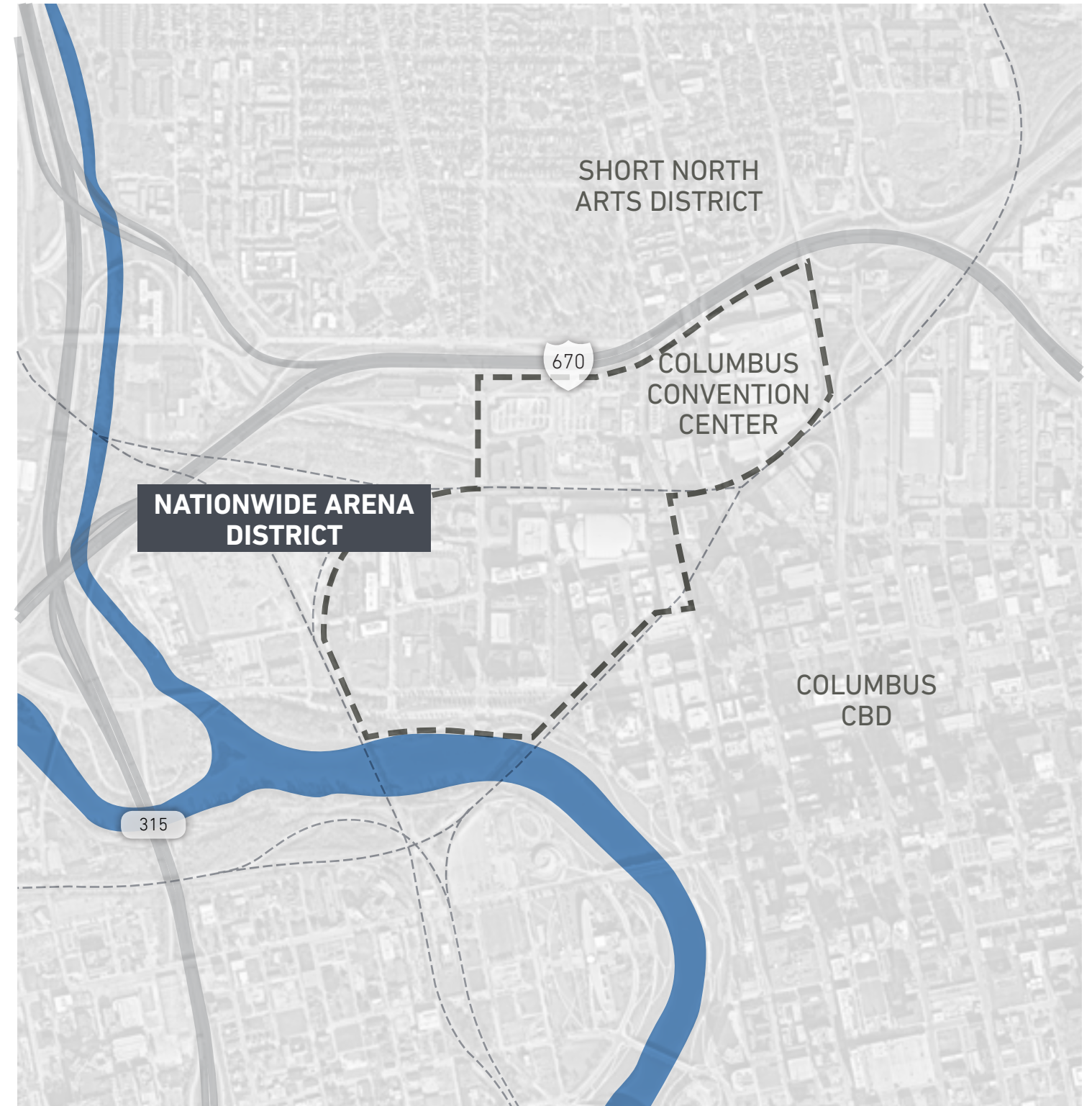


# TWO ARENA DISTRICTS

## Tulsa



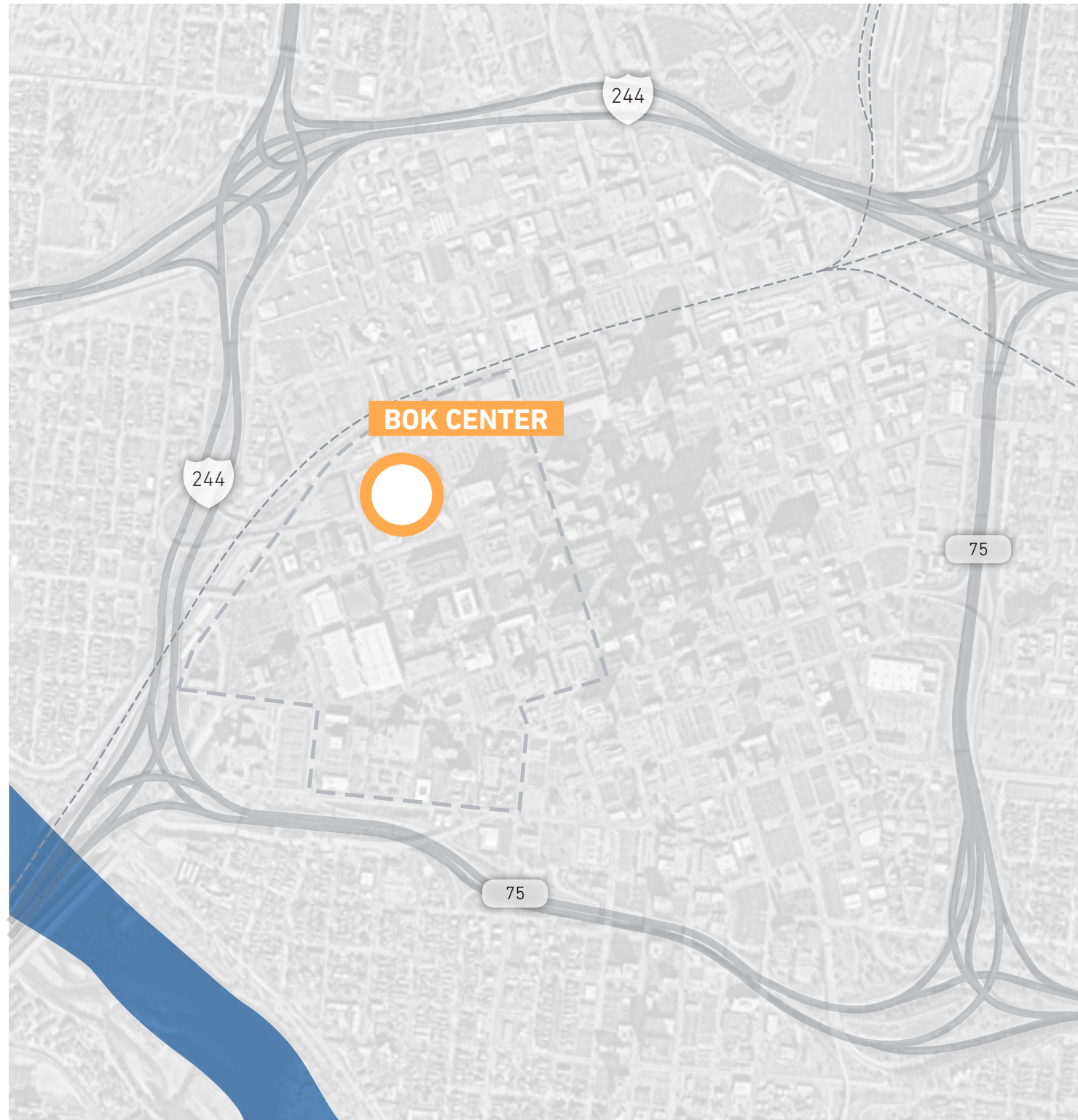
## Columbus, OH



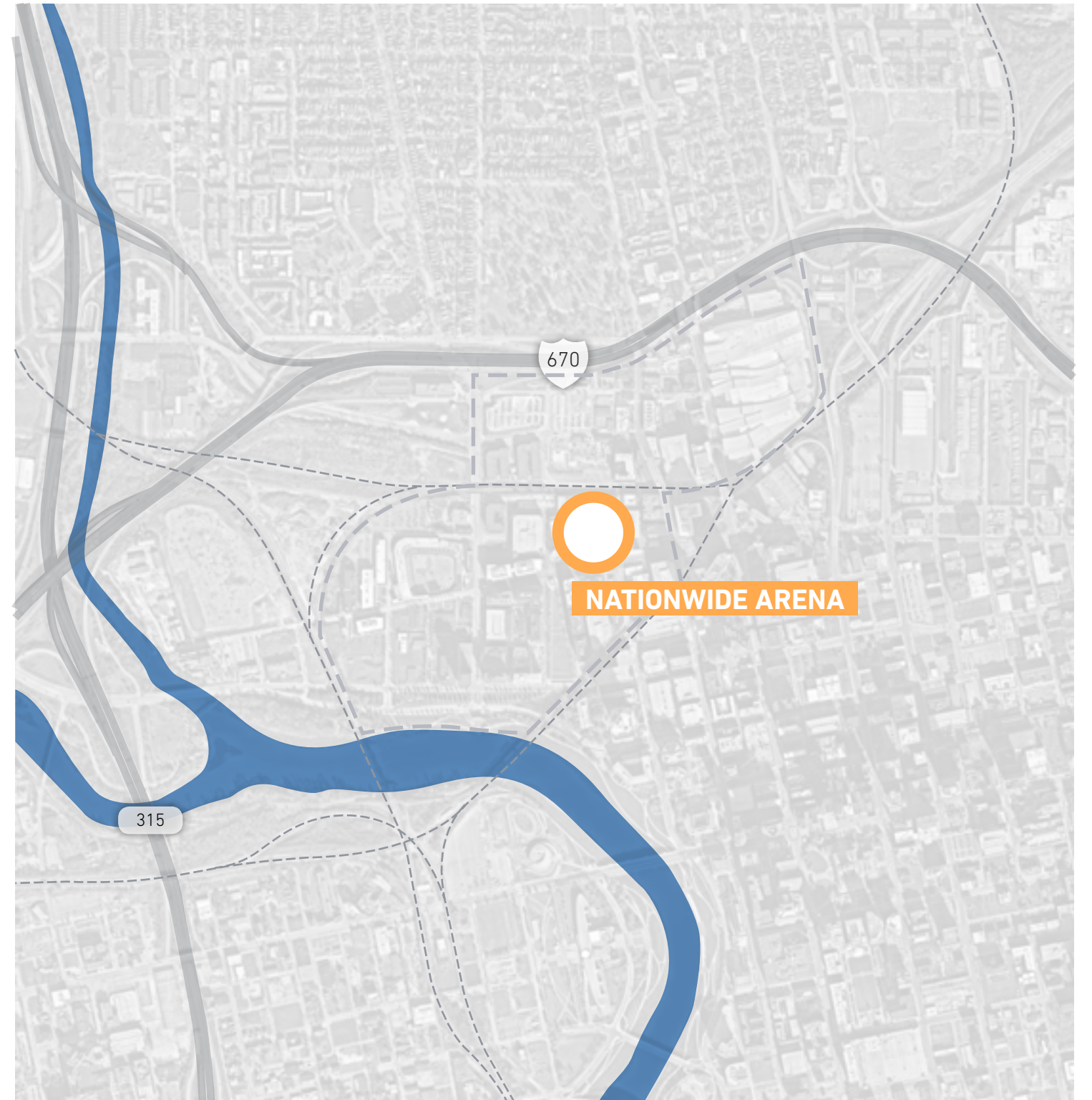


# THRIVING ARENAS

## Tulsa



## Columbus, OH

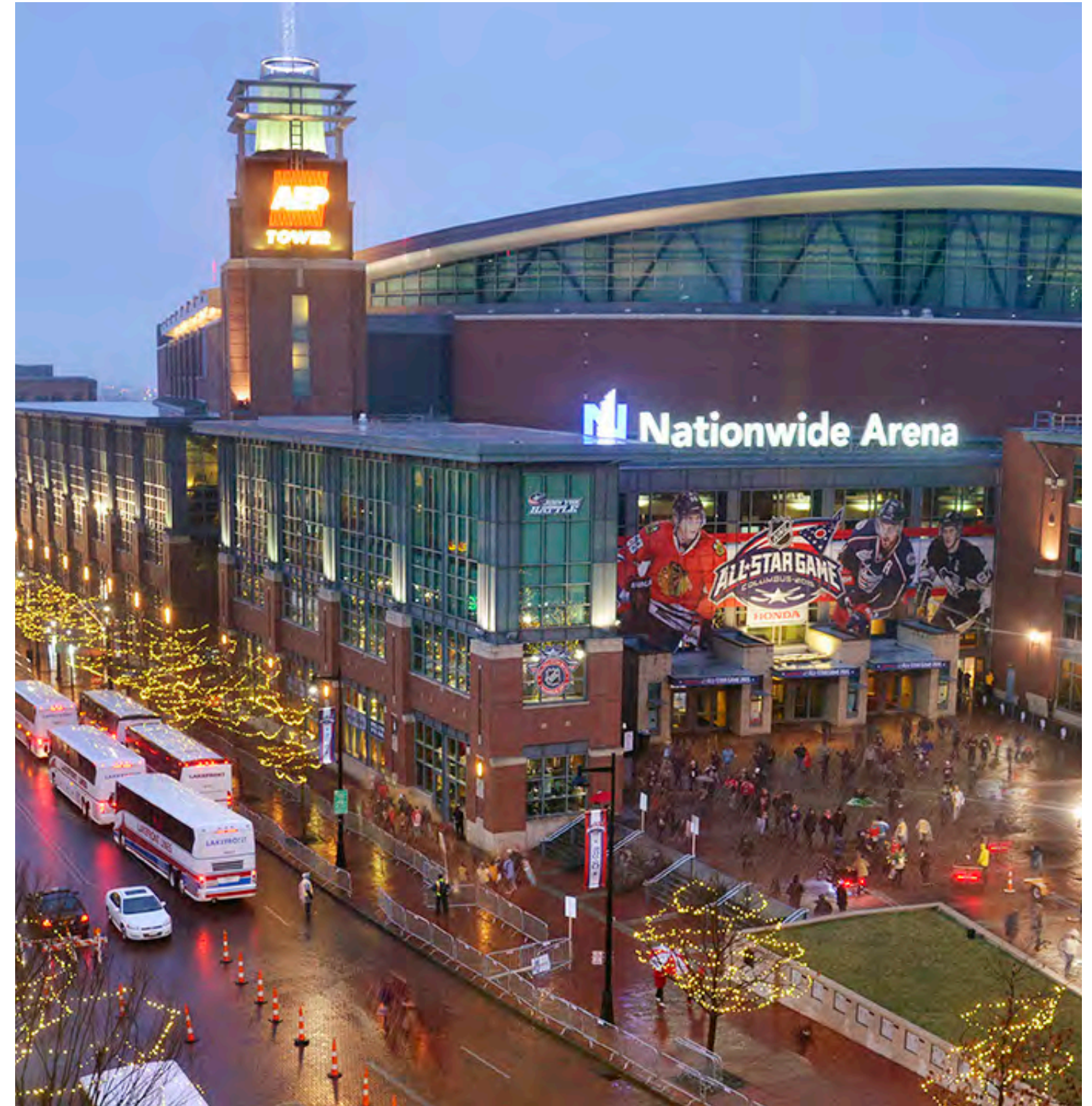


# THRIVING ARENAS

Tulsa - BOK Center



Columbus, OH - Nationwide Arena



# NATIONWIDE ARENA



# “UNMOVABLE” USES/BUILDINGS

Tulsa



Columbus, OH

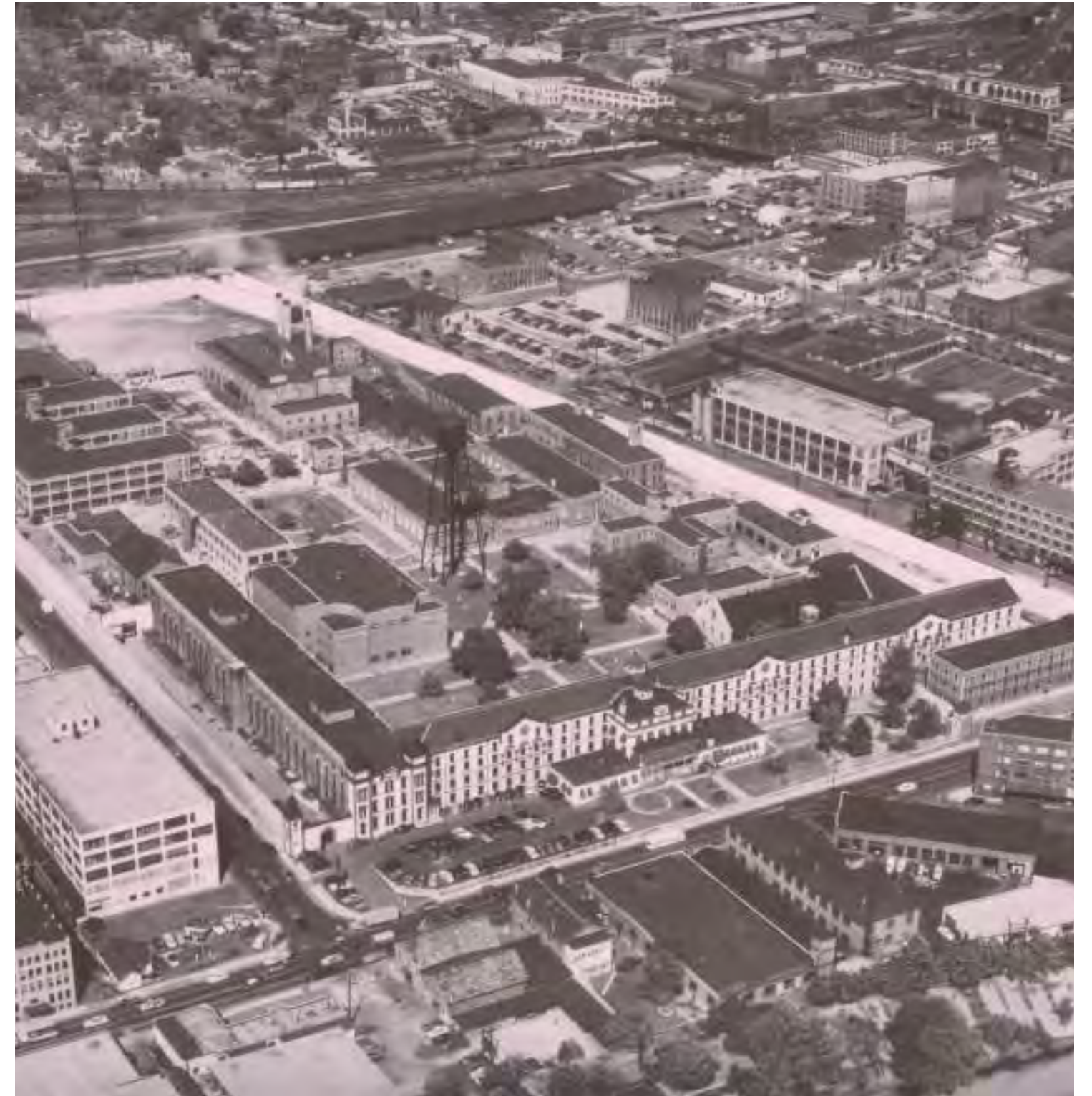


# “UNMOVABLE” USES/BUILDINGS

Tulsa - Belcher Building



Columbus, OH - Ohio Penitentiary (1955)

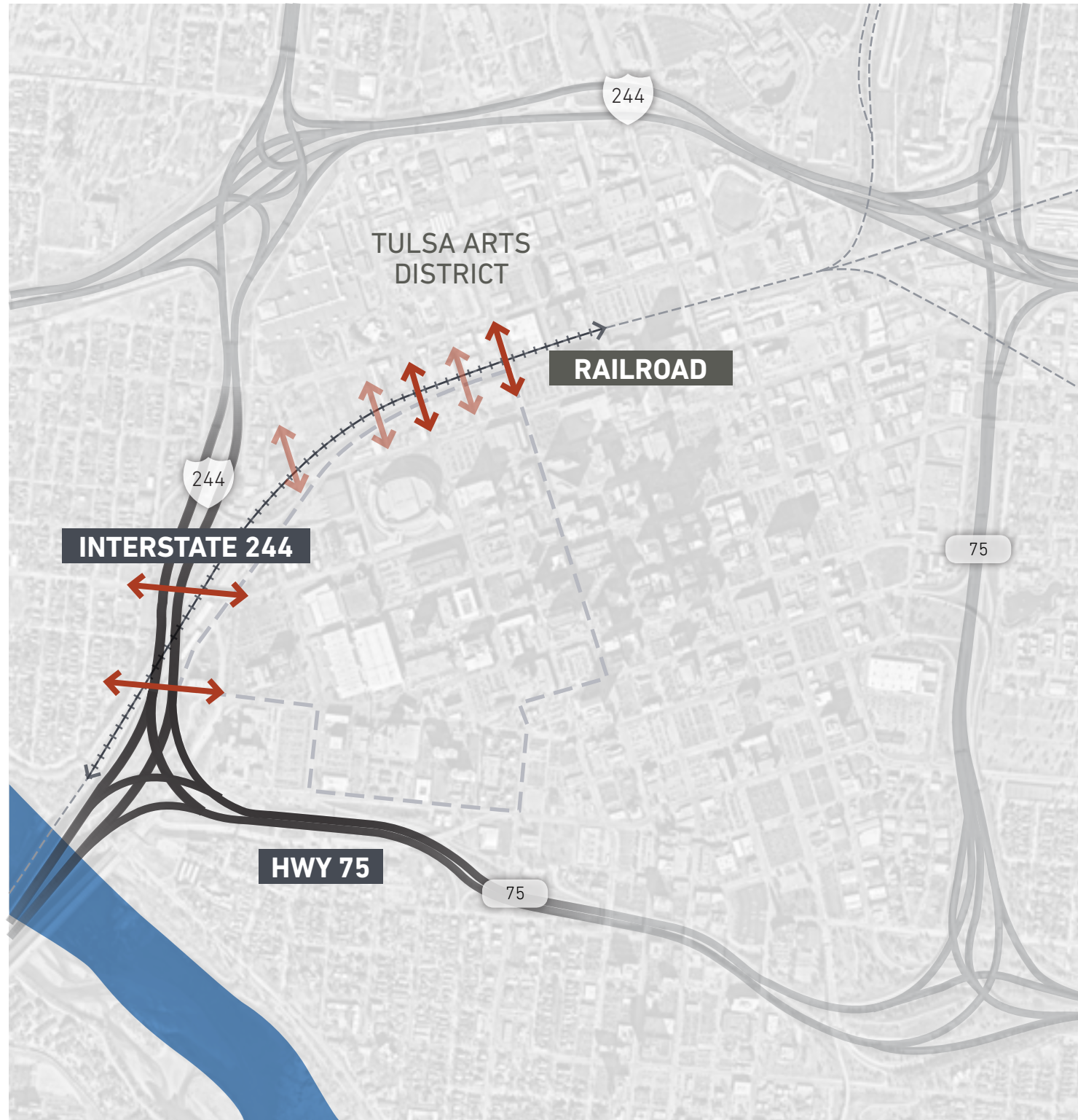


# ARENA DISTRICT LOOKING NORTH

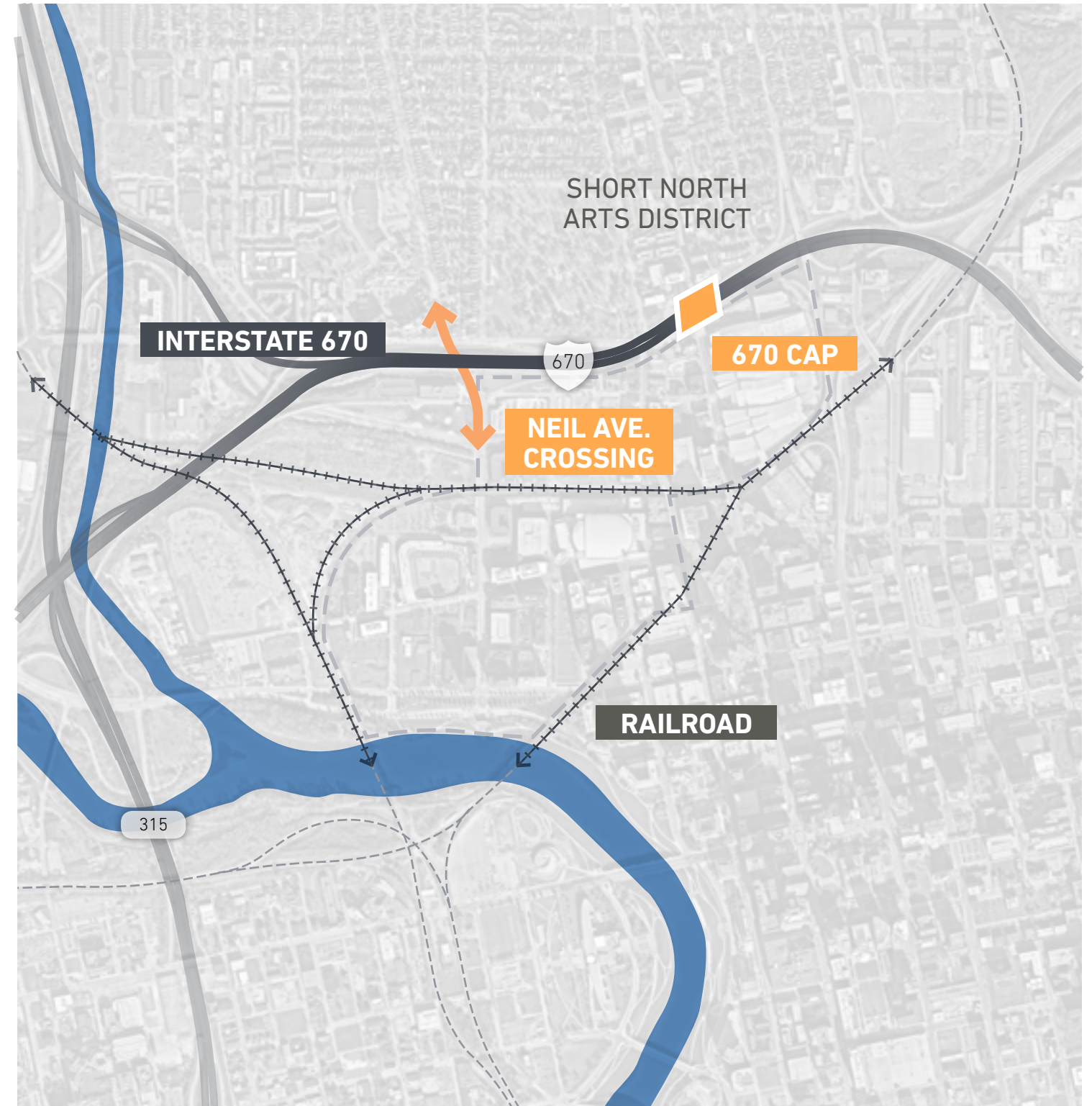


# OBSTACLES TO NEIGHBORHOOD CONNECTIVITY

## Tulsa



## Columbus, OH



# OBSTACLES TO NEIGHBORHOOD CONNECTIVITY

Tulsa - Poor Connections



Columbus, OH - I-670 (Before)





# CAP OVER I-670



# PEDESTRIAN CONNECTIONS

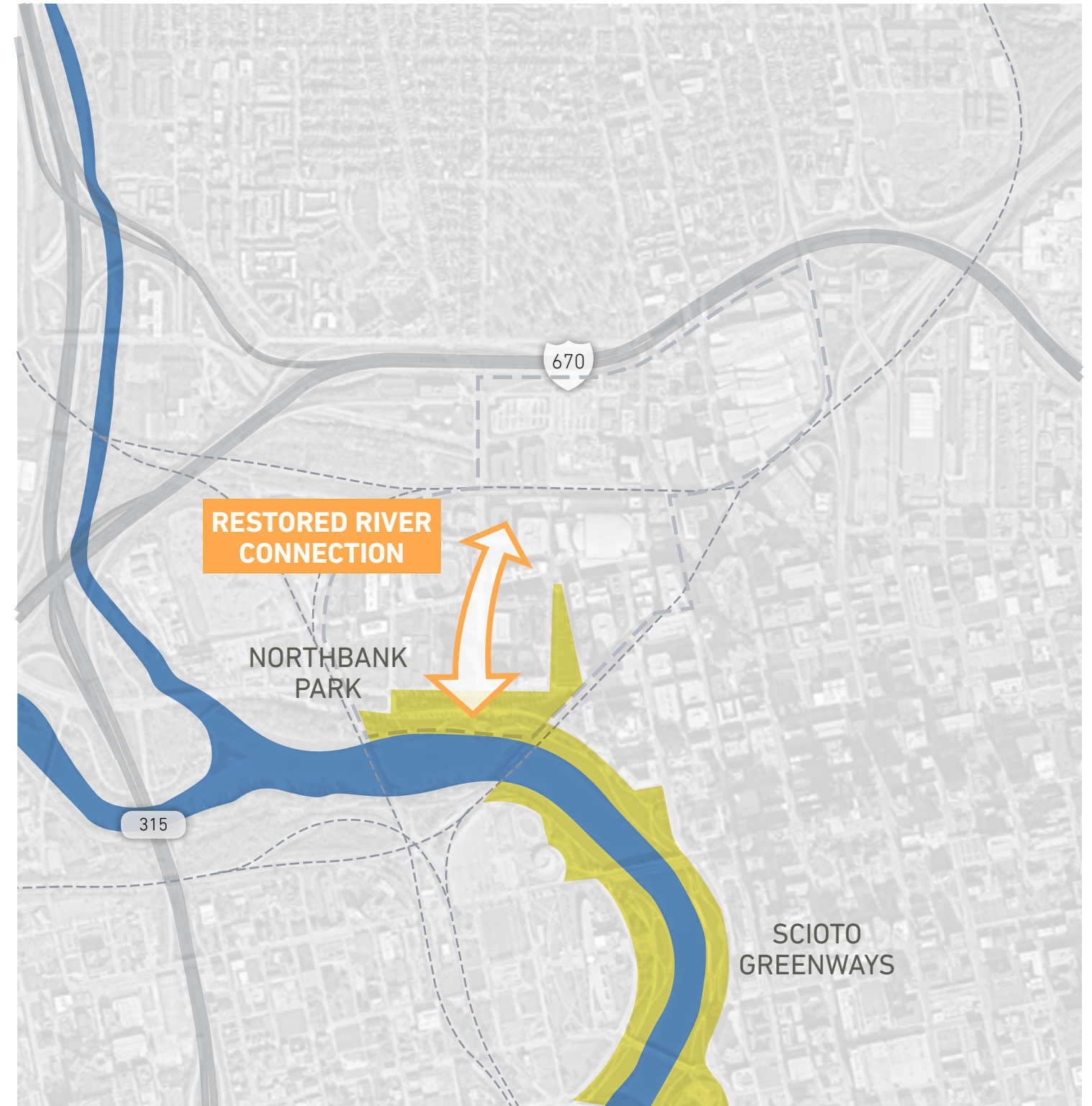


# CONNECTION TO RIVER

## Tulsa



## Columbus, OH



# CONNECTION TO RIVER

Tulsa - Lacking clear connection



Columbus, OH - Northbank Park (Before)

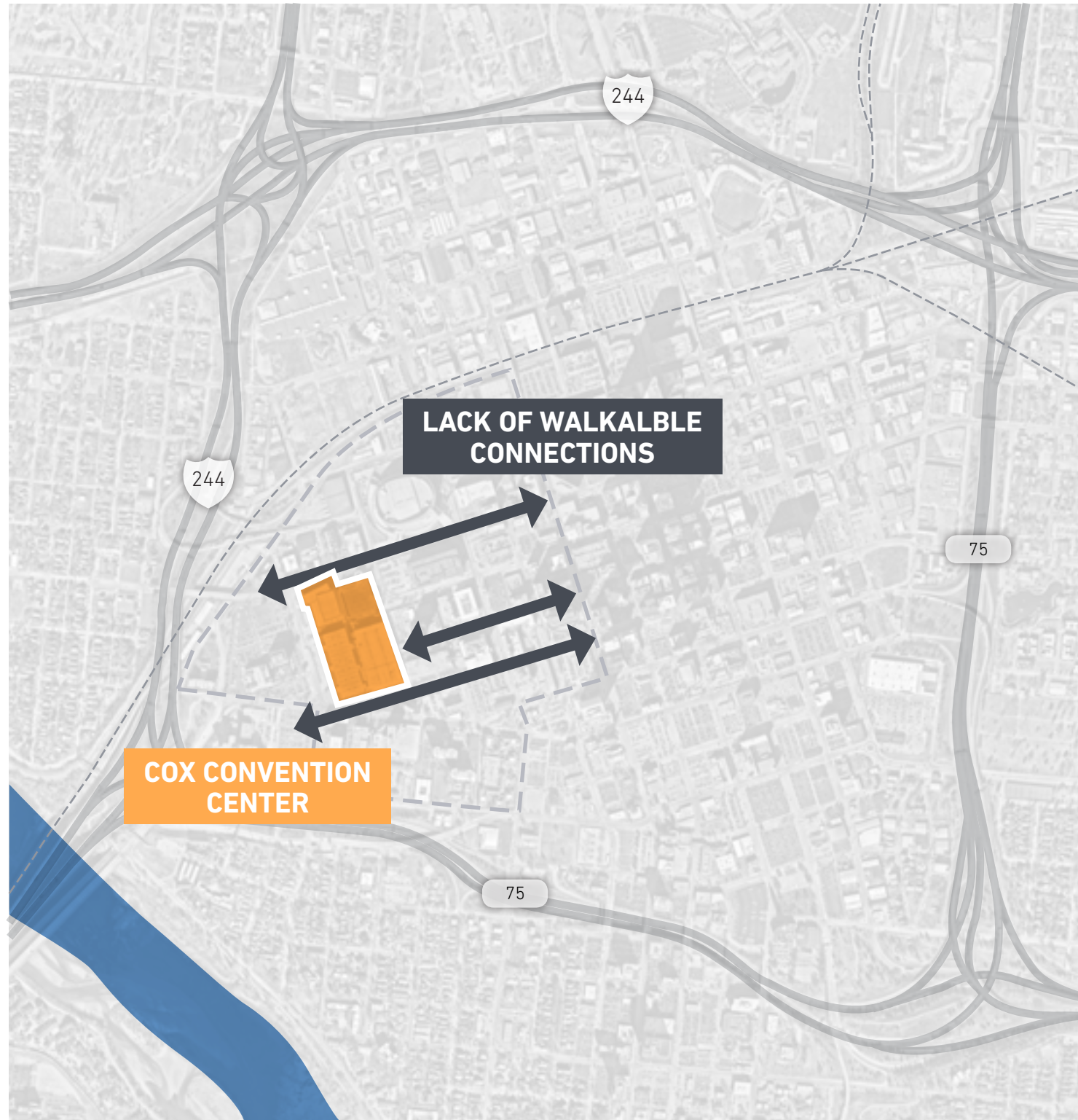


# NORTHBANK PARK

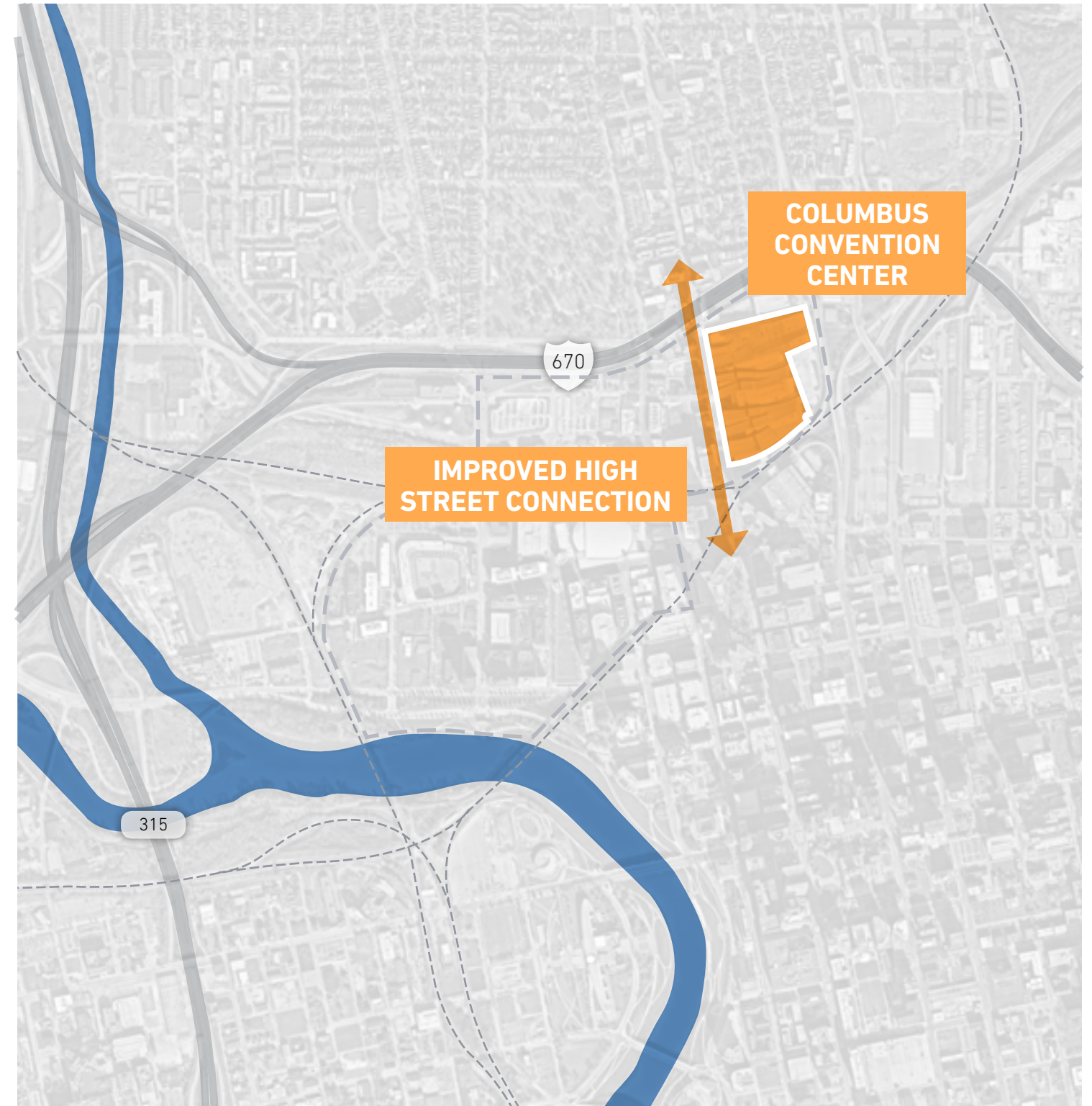


# DISCONNECTED CONVENTION CENTERS

## Tulsa



## Columbus, OH



# DISCONNECTED CONVENTION CENTERS

Tulsa - Lacking walkable connections



Columbus, OH - High Street (Before)



# IMPROVED CONNECTION TO CONVENTION CENTER





# IMPROVED CONNECTION TO CONVENTION CENTER

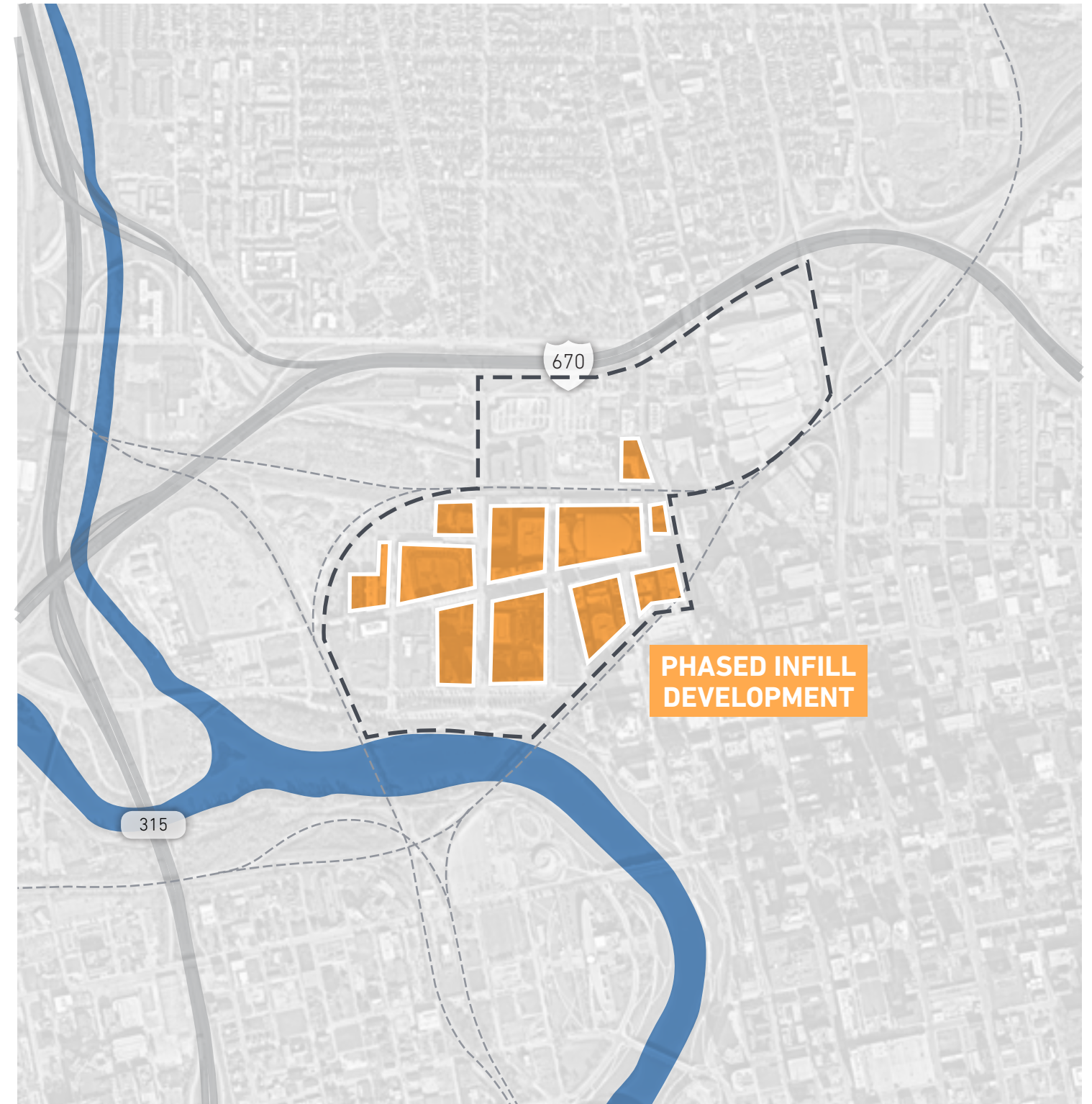


# SURFACE PARKING

## Tulsa



## Columbus, OH



# INFILL MIXED-USE DEVELOPMENT

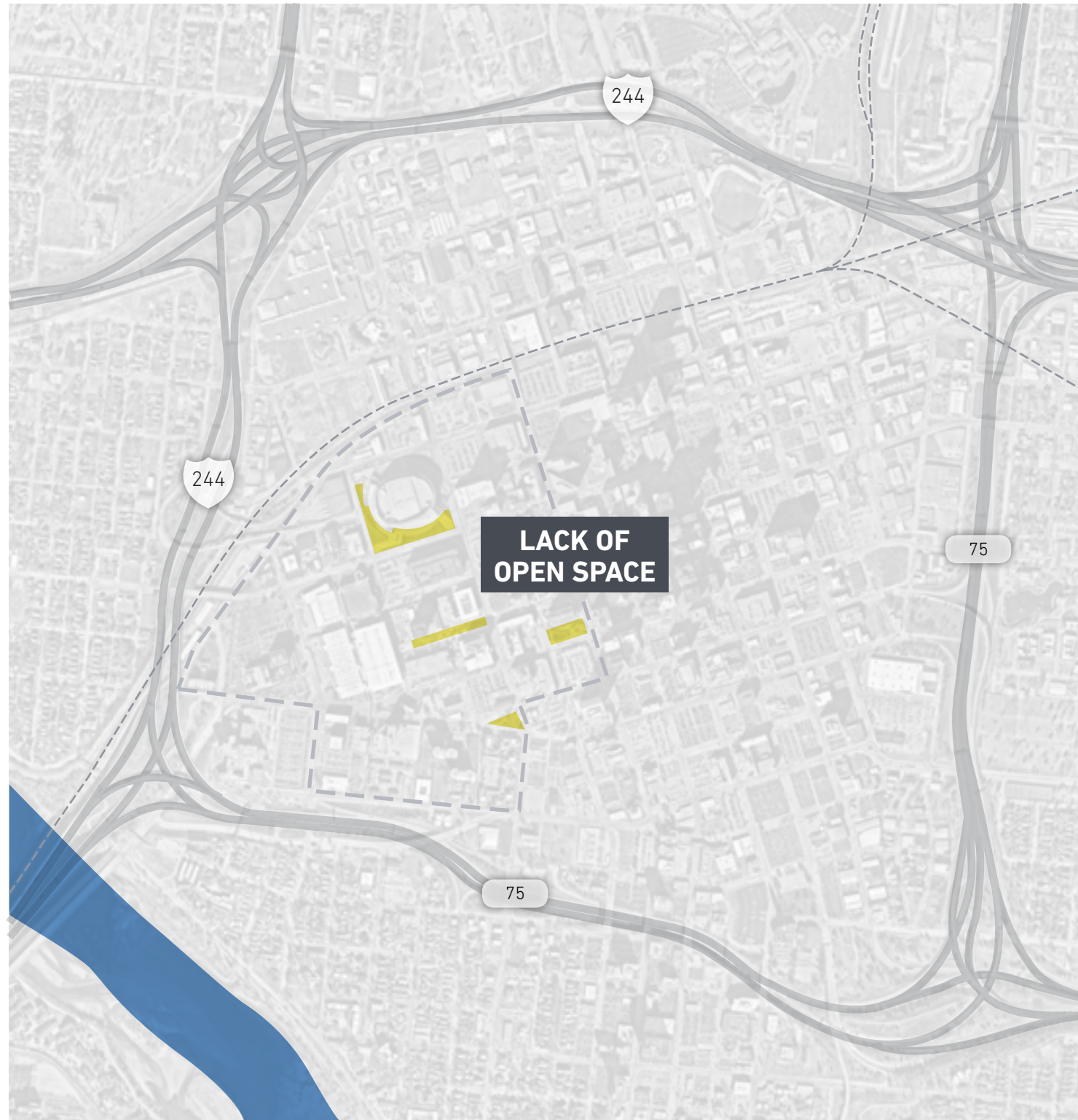


# INFILL MIXED-USE DEVELOPMENT



# LACK OF OPEN SPACE

## Tulsa



## Columbus, OH



# LACK OF OPEN SPACES



# MCFERSON COMMONS

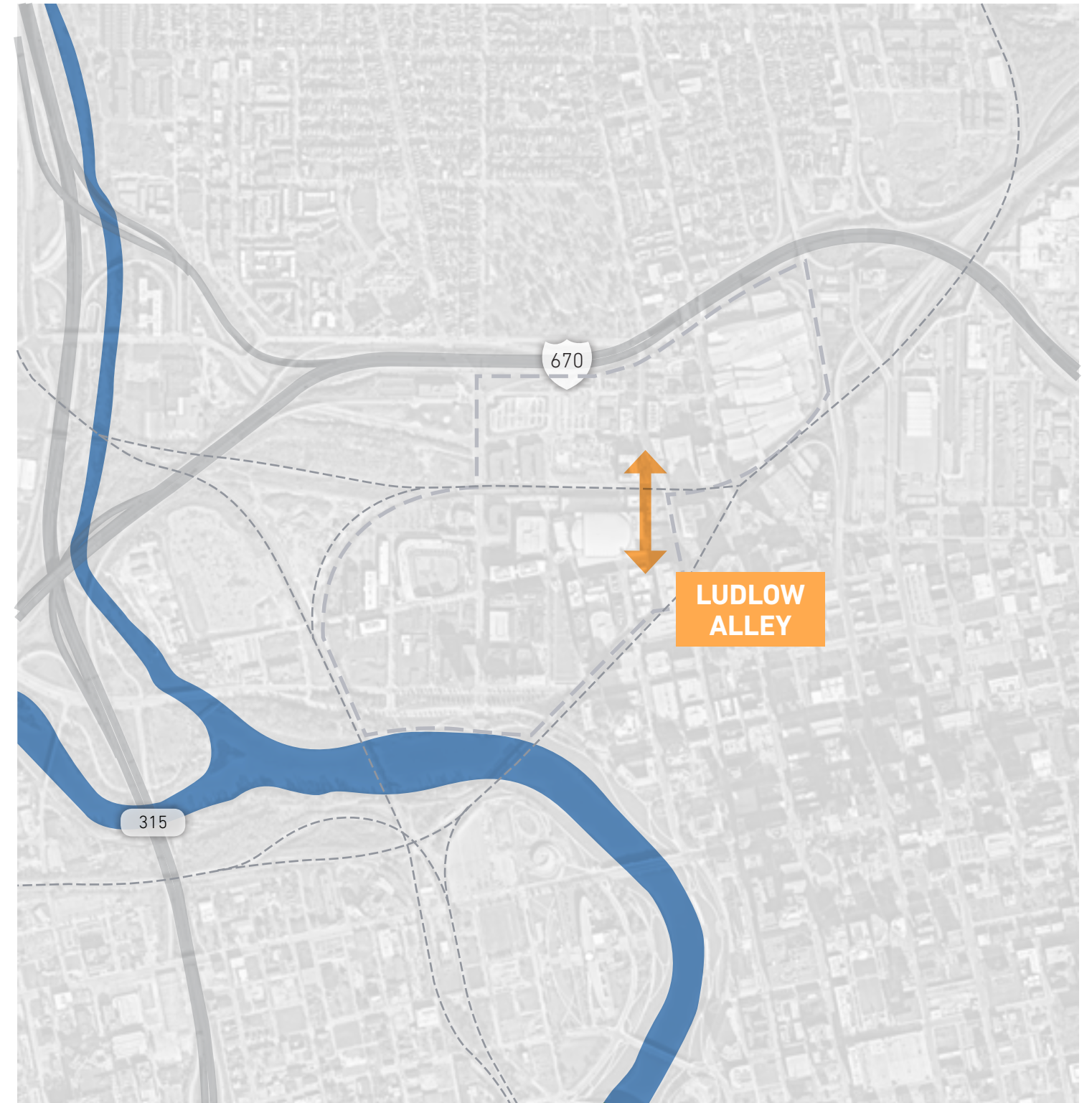


# PEDESTRIAN CONNECTION

## Tulsa



## Columbus, OH

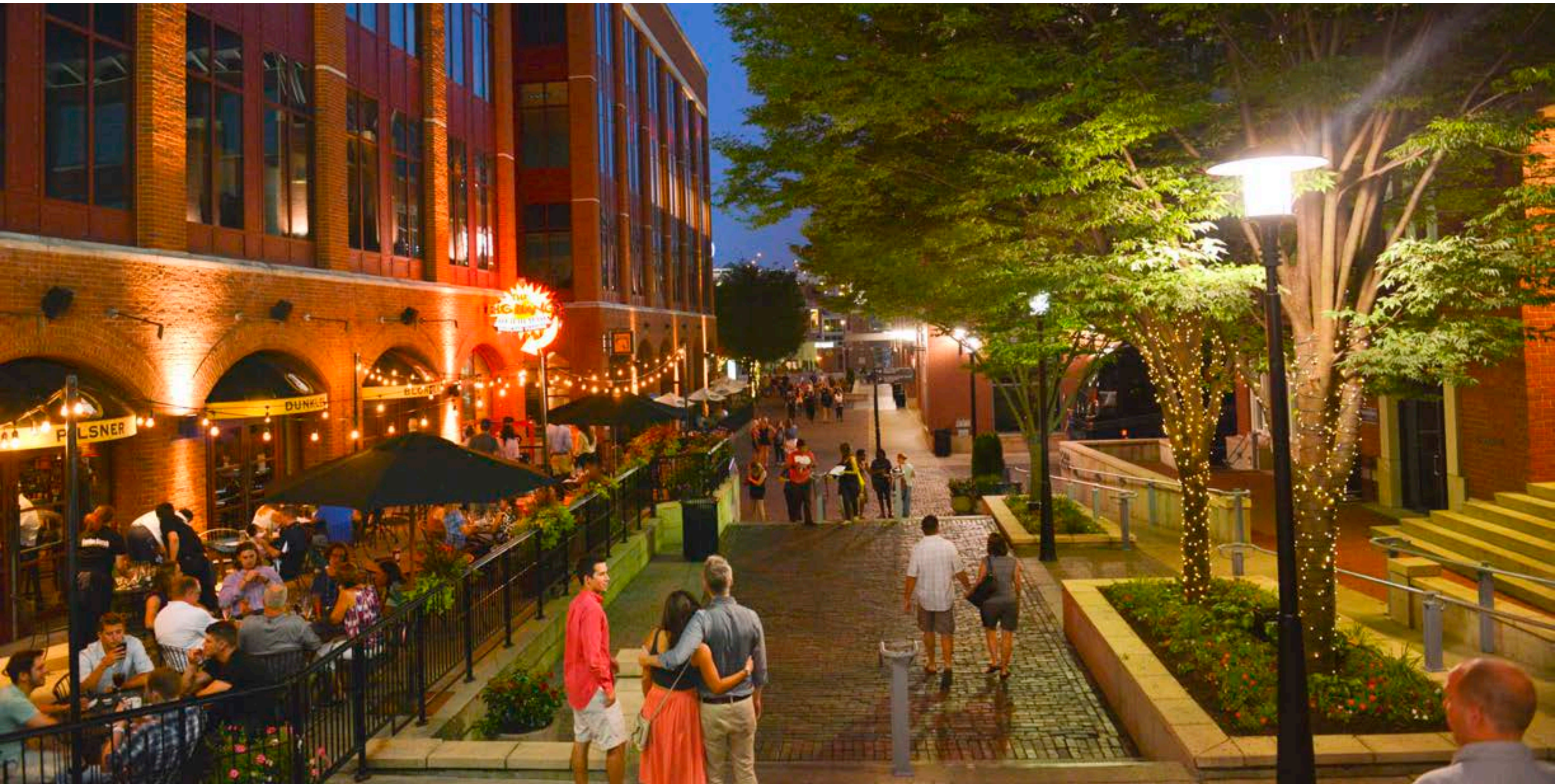




# 5TH STREET PLAZA



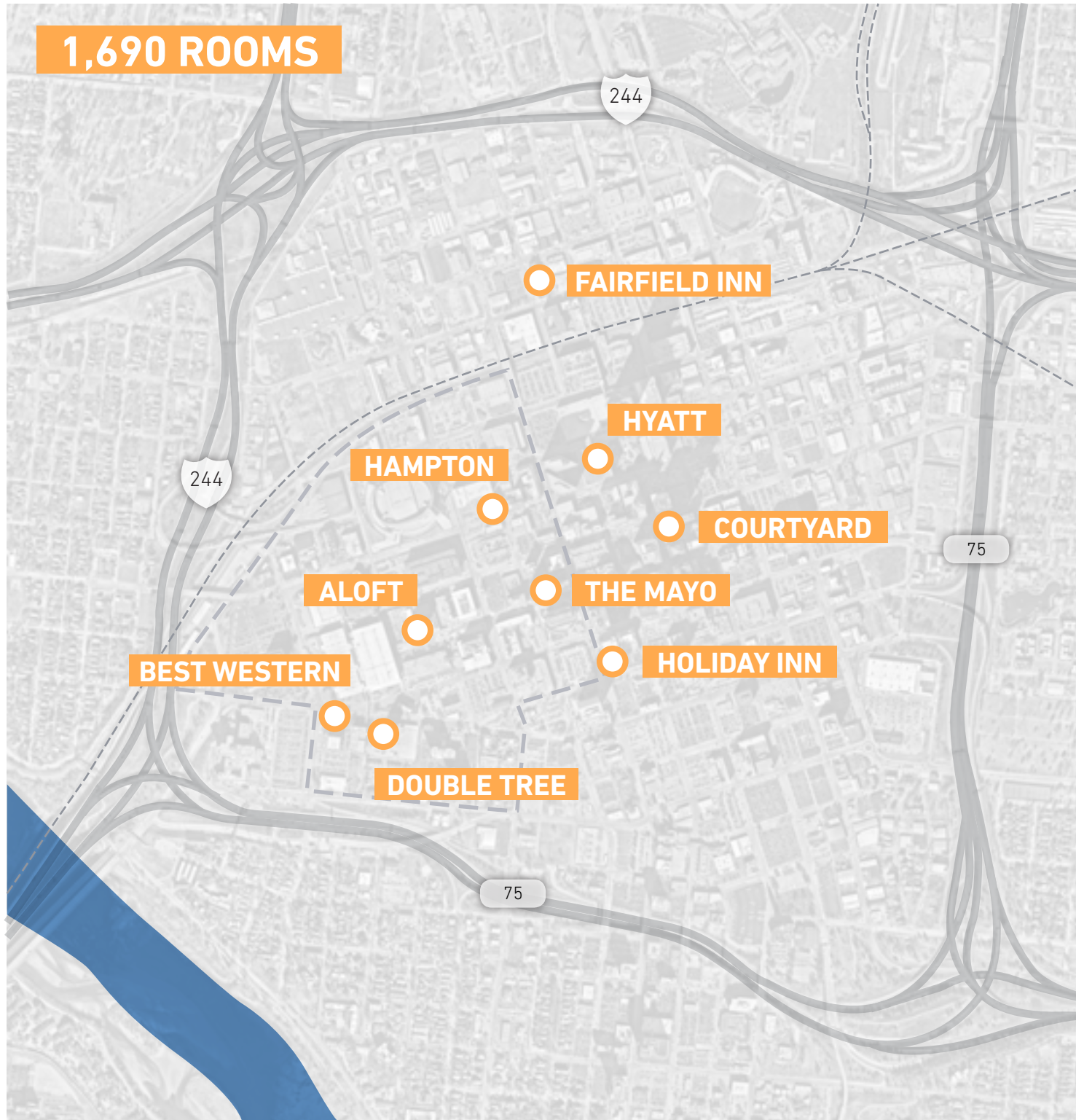
# LUDLOW ALLEY



# HOSPITALITY

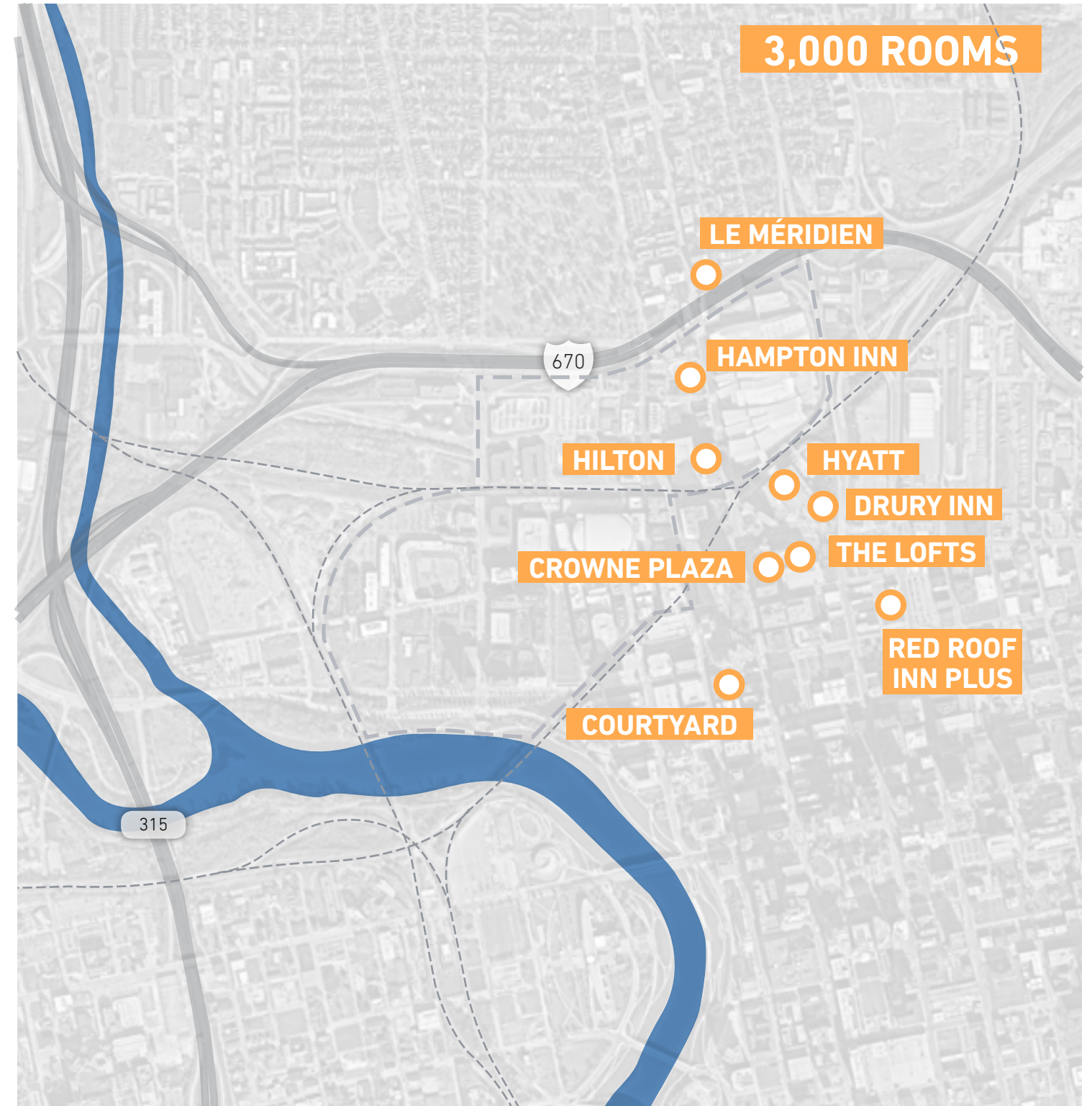
## Tulsa

1,690 ROOMS



## Columbus, OH

3,000 ROOMS

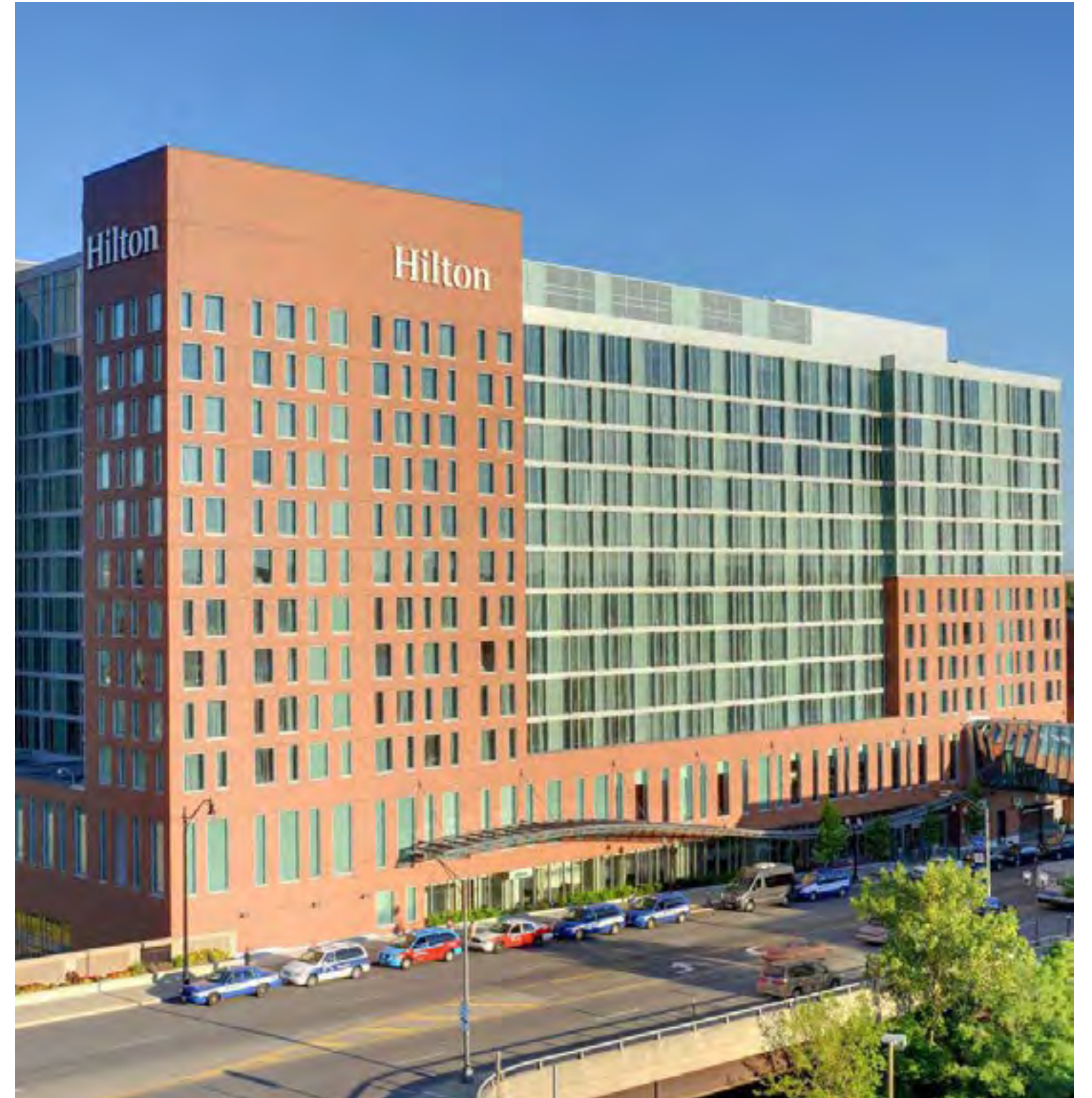


# HOSPITALITY

Tulsa



Columbus, OH



# RESULT: A VIBRANT NEIGHBORHOOD

REGIONAL DESTINATION



RESTAURANTS



PARK-SIDE RESIDENTIAL



MIXED-USE OFFICE



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# 004 | EXERCISE

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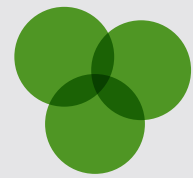
# DOT-MOCRACY | TONIGHT'S EXERCISE

STEP 1: COUNT OFF INTO TABLES (7-10 PER TABLE)

STEP 2: GET TO KNOW ONE ANOTHER

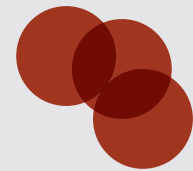
STEP 3: ASSIGN A TABLE SPOKESPERSON/NOTE TAKER

STEP 4: USING THE MAPS AND DOTS, SHOW US...



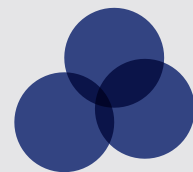
**STRENGTHS: WHAT IS WORKING WELL?**

(15 minutes)



**WEAKNESSES: WHAT IS NOT WORKING WELL?**

(15 minutes)



**PRIORITIES: WHERE SHOULD WE FOCUS?**

(15 minutes)

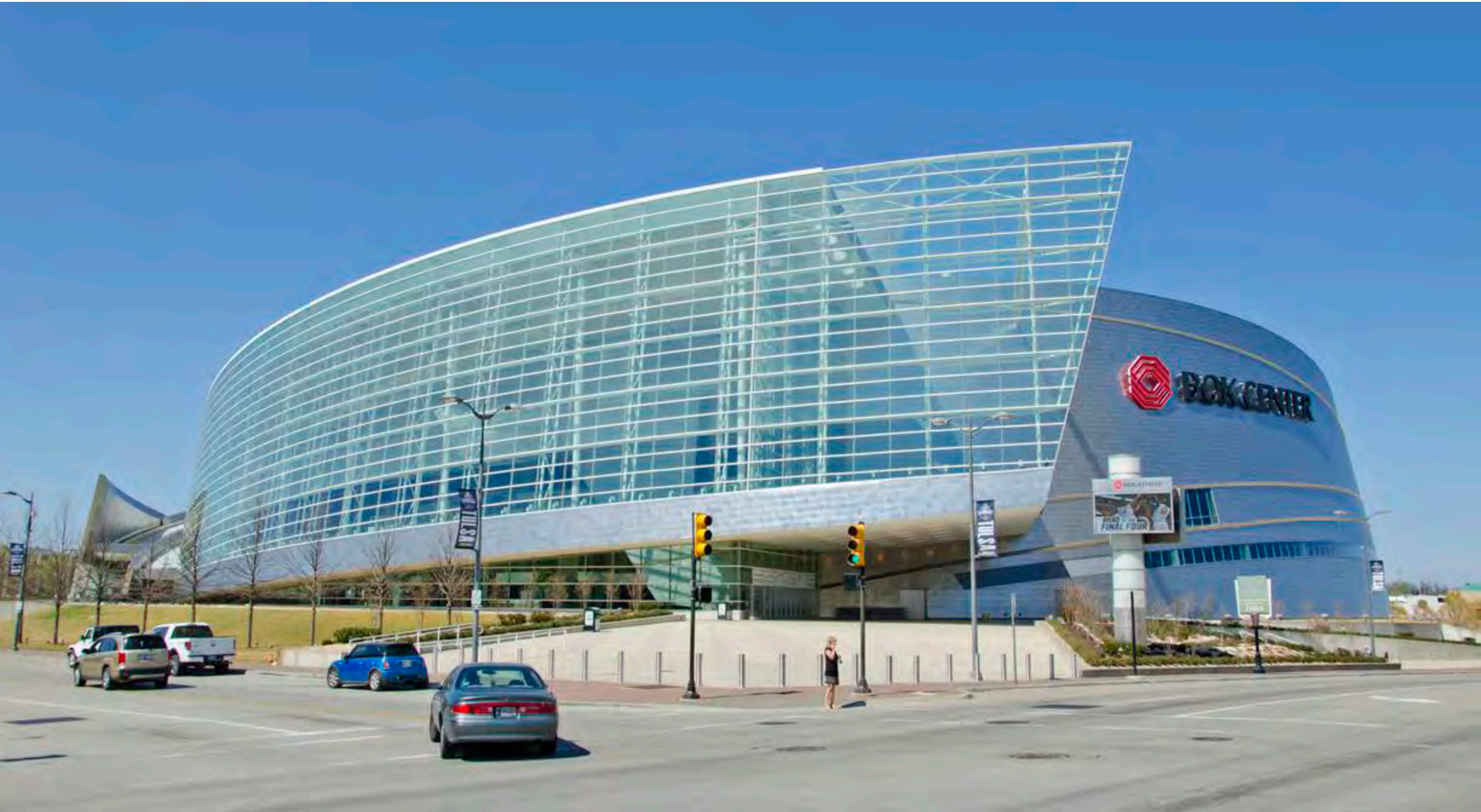
STEP 5: REPORT OUT TO THE FULL GROUP

ARENA DISTRICT MASTER PLAN - DRAFT



# 1 | STRENGTHS: WHAT IS WORKING WELL?

PLEASE TAKE 15  
MINUTES FOR THIS  
QUESTION





# 2 | WEAKNESSES: WHAT IS NOT WORKING WELL?

PLEASE TAKE 15  
MINUTES FOR THIS  
QUESTION

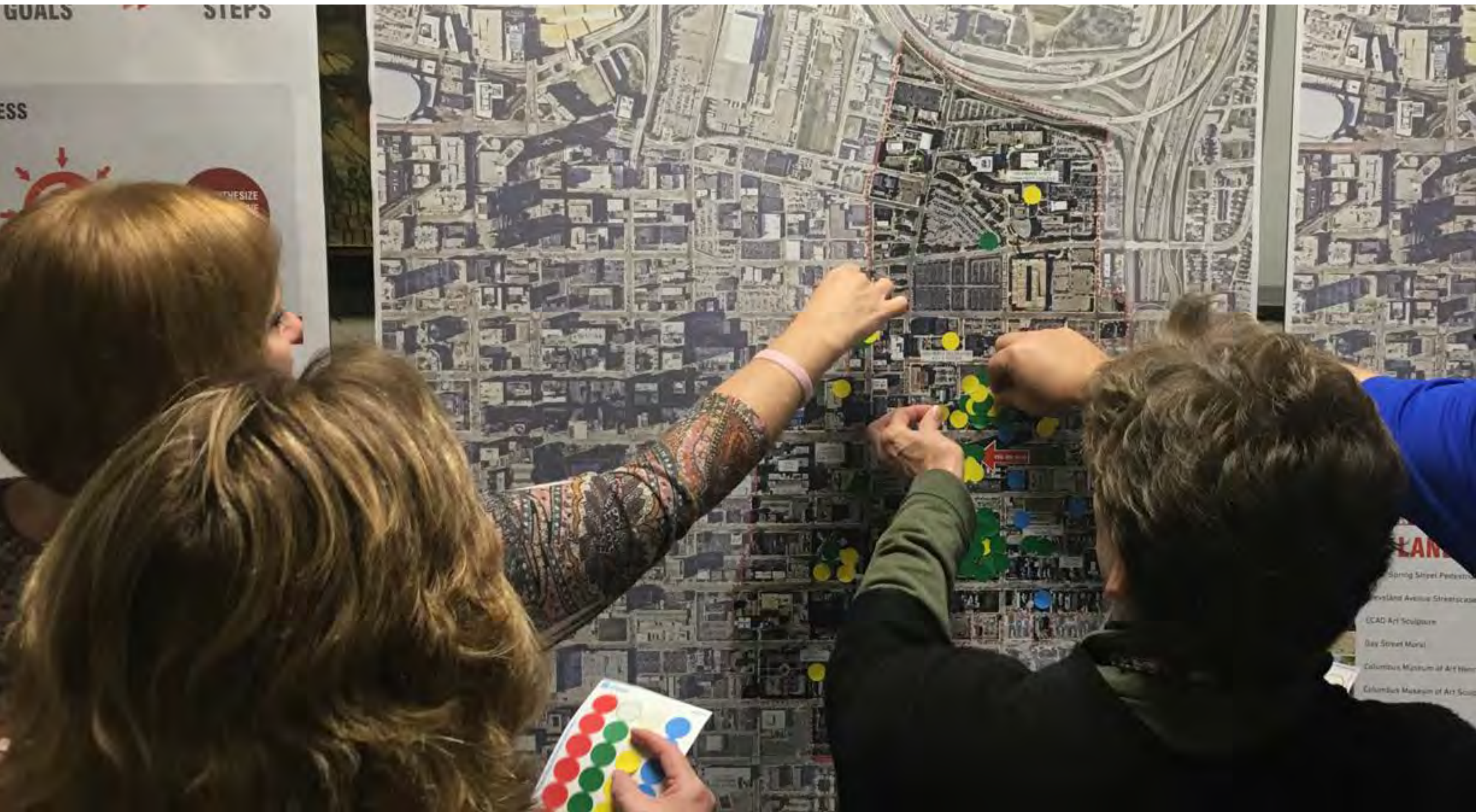


# 3 | PRIORITIES: WHERE SHOULD WE FOCUS?

PLEASE TAKE 15  
MINUTES FOR THIS  
QUESTION



# REPORT OUT | SHARE WITH THE GROUP



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# 005 | NEXT STEPS

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# NEXT STEPS

**MAY - JUNE**

Consultant Team synthesizes input & continues detailed analysis

**AUGUST**

Second Public Workshop:  
Date & Location TBD



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# THANK YOU!

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Please visit our website

[CityofTulsa.org/ArenaDistrict](https://CityofTulsa.org/ArenaDistrict)