

ARENA DISTRICT

MASTER PLAN

COMMUNITY VISIONING
WORKSHOP NO. 2

JULY 24, 2018



VISION
TULSA



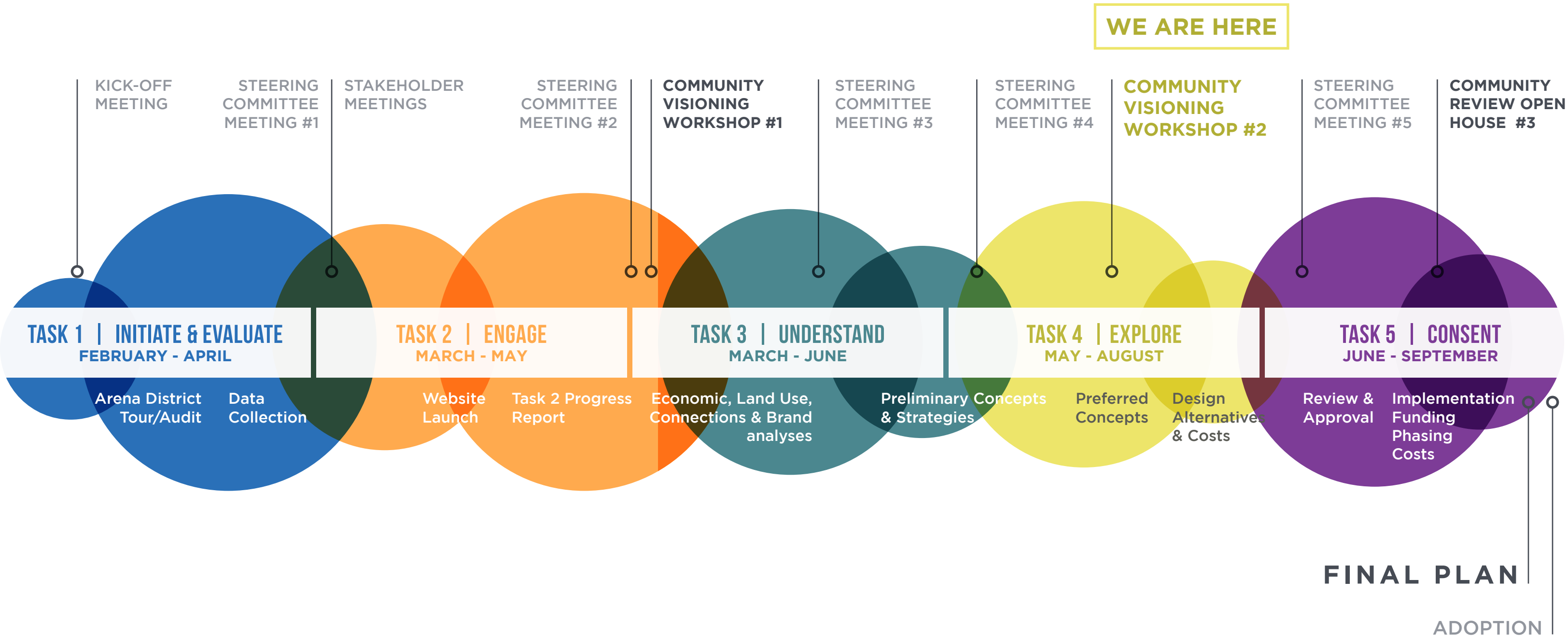
CITY OF
Tulsa
A New Kind of Energy.

TODAY'S MEETING

- 001 INTRODUCTION
- 002 WHAT WE HEARD
- 003 MARKET ANALYSIS
- 004 DISTRICT PLAN FRAMEWORK
- 005 SHORT TERM ACTIVATION
- 006 NEXT STEPS



SCHEDULE | OVERALL PROJECT SCHEDULE



STUDY AREA

30 Blocks
±165 Acres



NORTH ↑

PLAN MISSION

Transform the area surrounding the Cox Business Center and BOK Center into a dynamic, mixed-use neighborhood and cultural district — one that acts as a gateway to Tulsa for visitors and a cultural destination for locals. Create the Tulsa Gateway District, a 21st Century neighborhood desirable for residents and visitors alike.



FIVE PRINCIPLES

PROJECT PRINCIPLES

01

Broaden and strengthen the area's role in the Tulsa economy by identifying strategies to promote and foster district redevelopment and growth.

02

Shrink perceived and real distances between the District and its downtown and riverfront neighborhoods.

03

Reposition the area from a limited-use area into a thriving, mixed-use destination reflecting Tulsa's cultural and historical livelihood.

04

Uncover a distinct District Identity by telling a bold story through dynamic parks & plazas, placemaking, landmarks, messaging, and public art.

05

Create an actionable plan that guides public and private sector investment and leads to short-term "wins" and resilient long-term strategies.

WHAT WE HEARD

PUBLIC OUTREACH SUMMARY (THROUGH JUNE)

84+ STAKEHOLDERS

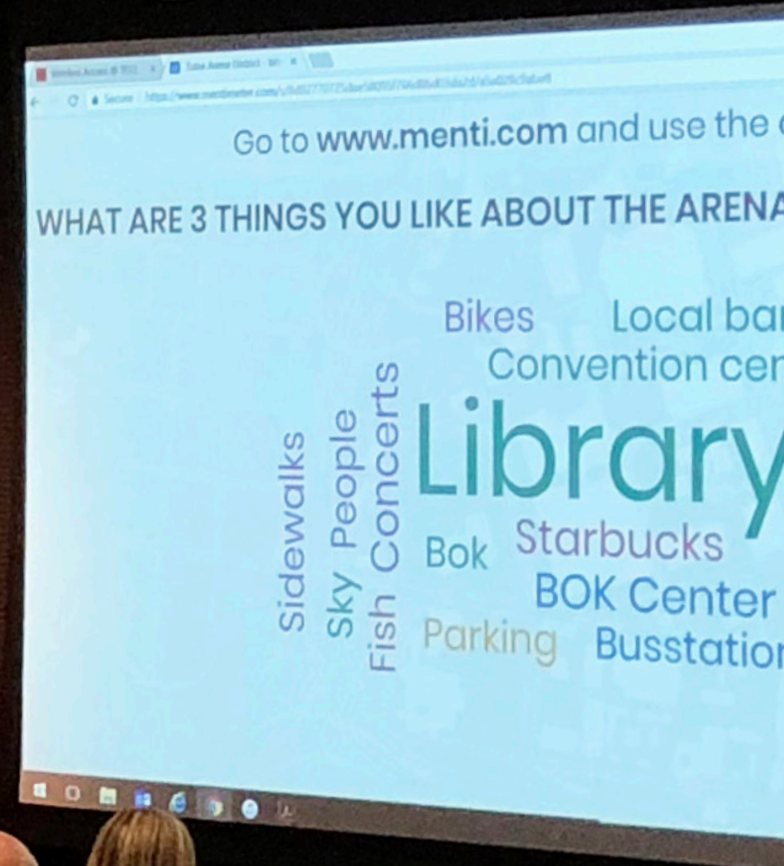
90+ WORKSHOP ATTENDEES

103 ONLINE PARTICIPANTS

30+ URBAN HIKE PARTICIPANTS

4 STEERING COMMITTEE MEETINGS

ARENA DISTRICT MASTER PLAN



COMMUNITY VISIONING WORKSHOP NO. 1

90+ ATTENDEES



STRENGTHS



**WHAT ARE THE STRENGTHS?
WHAT IS WORKING WELL?**



WEAKNESSES

2ND STREET RAMP

PARKING LOTS

PAGE-BELCHER FEDERAL BUILDING

DENVER AVENUE TRANSIT STATION

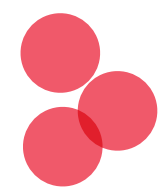
5TH ST. CIVIC PLAZA

PLAZA OF THE AMERICAS

STATE OF OKLAHOMA BUILDINGS & PARKING LOTS



WHAT ARE THE WEAKNESSES?
WHAT IS NOT WORKING WELL?



PRIORITIES

RAILROAD TRACKS

PARKING LOT

2ND STREET RAMP

PAGE-BELCHER FEDERAL BUILDING

DENVER AVENUE TRANSIT STATION

CONNECTION TO CHARLES PAGE NEIGHBORHOOD

5TH ST. CIVIC PLAZA

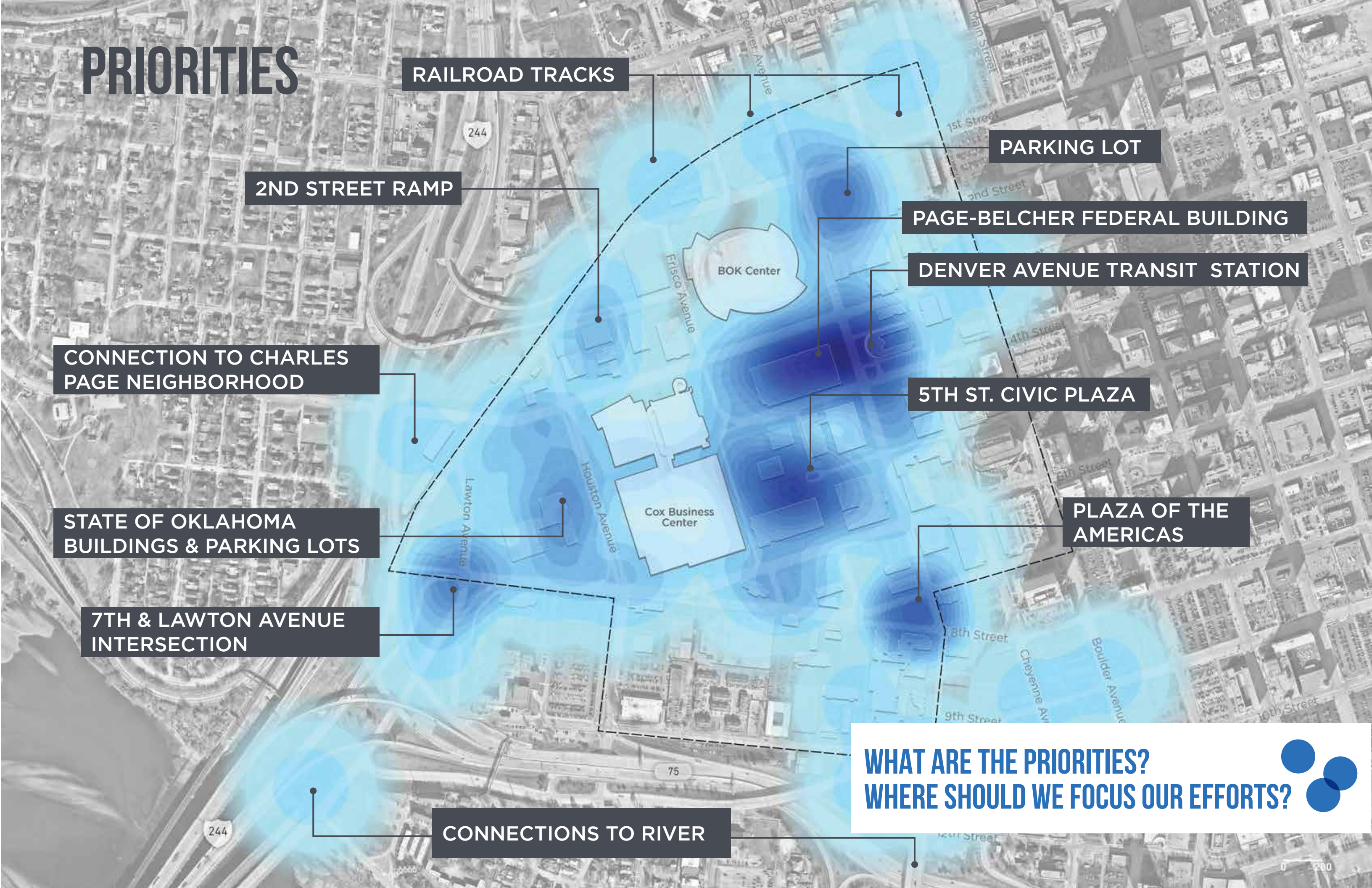
STATE OF OKLAHOMA BUILDINGS & PARKING LOTS

PLAZA OF THE AMERICAS

7TH & LAWTON AVENUE INTERSECTION

CONNECTIONS TO RIVER

WHAT ARE THE PRIORITIES?
WHERE SHOULD WE FOCUS OUR EFFORTS?



YOUR VISION FOR THE DISTRICT | MAJOR THEMES

MORE THINGS TO DO & SEE

“ My vision is an entertainment district that is full of life even during times and days when an event is not happening at BOK.”

“ The Arena District should offer high-end urban hotel options for visitors of the BOK and Convention Center along with upscale restaurants fitting for those having a night on the town.”

“ More Pop-up Shops and Green Space. Downtown Grocery to meet needs of Visitors and Residents per new Hotels and Apartments.”

“ More mixed use buildings with residential, shops and eateries.”

“ More restaurants and shops with no setbacks and large glass windows to highlight activity and safety.”

MAKE IT MORE WALKABLE & BETTER CONNECTED

“ To make this part of downtown more connected to central downtown and the river.”

“ Make the area more connected to the rest of downtown and other districts, more cohesive and pedestrian friendly.”

“ My hope is that the Arena District will become the downtown sector that connects the Riverside corridor to the Gathering Place.”

“ To feel easily accessible from any other part of downtown.”

“ I would like there to be easier access from the arena to other established entertainment districts downtown.”

MAKE IT A DESTINATION

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

“ My vision is for a more vibrant neighborhood with a variety of services for people both during special events at the arena and in between.”

“ Creation of a space that people would truly enjoy visiting and spending their money.”

“ My vision is an area that is less auto centric. A walkable, bikeable area that attracts people for more than just concerts.”

“ Destination for visitors of all ages - not just the under 30's.”

WHAT WE HEARD: SUMMARY

CONVENTION CENTER & HOTELS

- The CBC will need to be expanded by 300,000 to 400,000 square feet to continue to remain competitive.
- According to the Lost Business Report, there is a need for more full-service rooms/hotel with room block capabilities and meeting facilities in close proximity to the CBC.

DENVER AVENUE TRANSIT CENTER

- The current station is identified as downtown's top "weakness," as it contributes to a perceived lack of safety in the Arena District.
- The City and MTTA should significantly upgrade security and/or find a more suitable location.

PAGE-BELCHER FEDERAL BUILDING

- The Page-Belcher was identified by workshop attendees as both a top "weakness" and the top "priority" for the district.
- The long-term redevelopment of this site hinges on finding an appropriate location for the building's current tenants.
- There is strong interest in having the City secure this site to facilitate more appropriate uses for the District.



WHAT WE HEARD: SUMMARY

BOK CENTER

- The BOK Center is one of the Arena District's top "strengths" due to its great offering of concerts and events, and the visitors it brings into the district.
- During non-event days, the BOK Center block feels inactive and lacks people and energy.
- There is desire for infill mixed-use development surrounding the BOK Center, including the surface parking lots.

PUBLIC SPACE

- There is a need for more and higher-quality park space in the district, such as a central gathering area that can host events of all sizes and serve as a catalyst for neighborhood development.
- The current 5th Street Civic Center Plaza was identified as a "weakness" for the district, since it lacks green space, feels isolated, is only partially renovated, and the spaces below the plaza are intimidating/feel unsafe.
- The Plaza of the Americas is a very underwhelming public space, not reflective of the district.

MIXED-USE & INFILL DEVELOPMENT

- New infill development should focus on mixed-use with active ground-level uses and residential.
- The surface lots in the district were identified by workshop attendees as "priorities" for infill.



WHAT WE HEARD: SUMMARY

GATEWAYS & CONNECTIONS

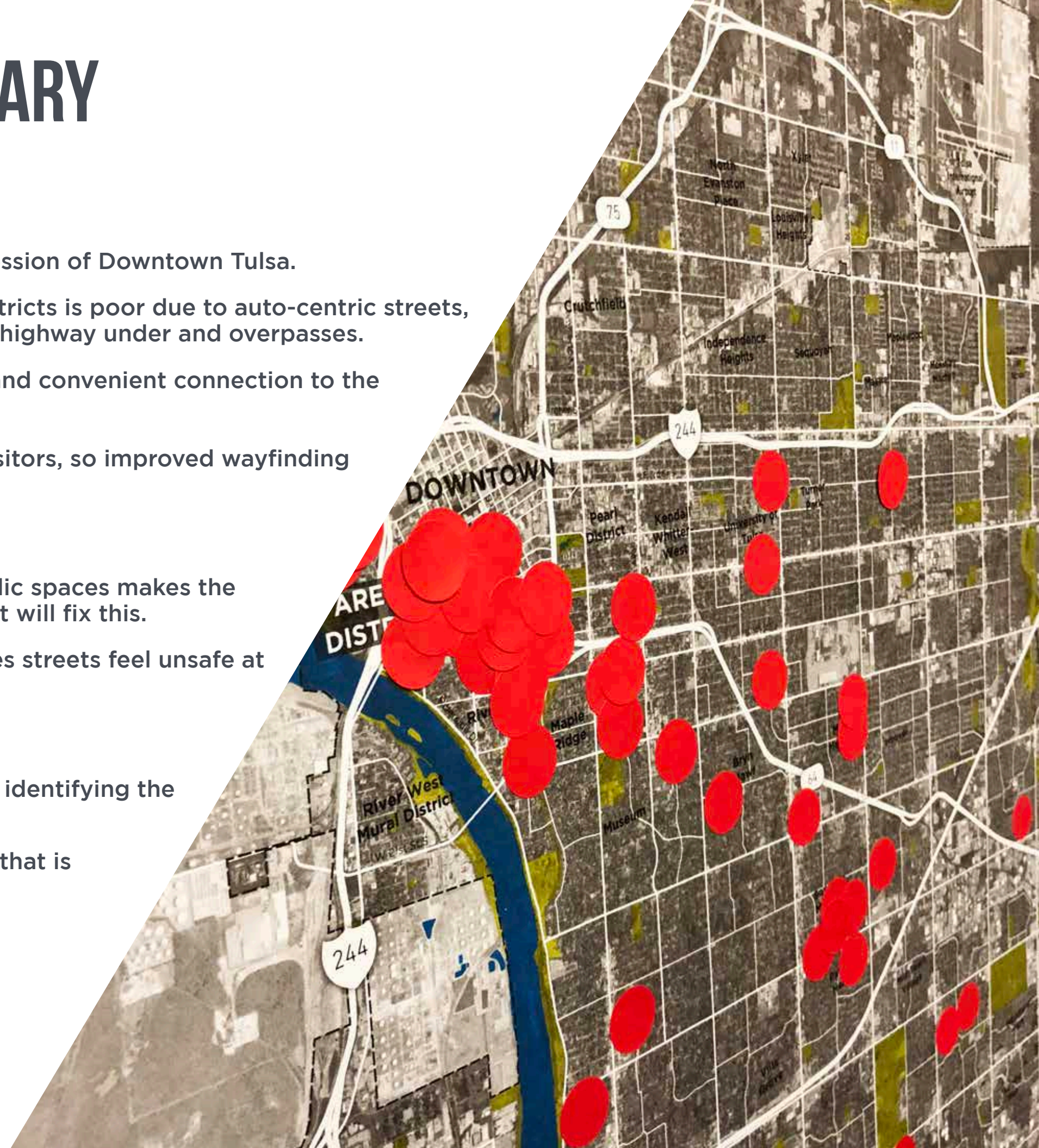
- The district often makes an unwelcoming first impression of Downtown Tulsa.
- Connectivity to surrounding neighborhoods and districts is poor due to auto-centric streets, superblock development patterns, and railroad and highway under and overpasses.
- The district has the potential to have a meaningful and convenient connection to the riverfront.
- The district experiences a large number of yearly visitors, so improved wayfinding within the district is a priority.

SAFETY

- The lack of people walking along streets and in public spaces makes the district feel isolated and unsafe. A revitalized district will fix this.
- Lighting is poor throughout the district, which makes streets feel unsafe at night.

IDENTITY

- The district lacks a cohesive identity, with many not identifying the area as a true district or neighborhood.
- The district should develop a unique sense of place that is complementary to surrounding districts.



MARKET ANALYSIS

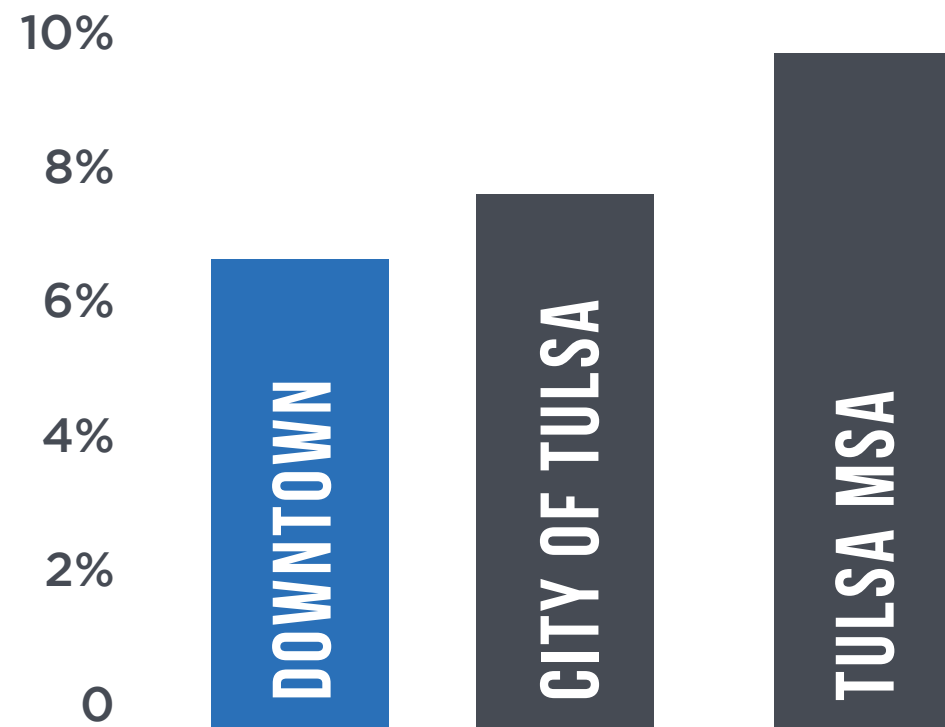


RESIDENTIAL

ARENA DISTRICT

YOUNG PROFESSIONALS

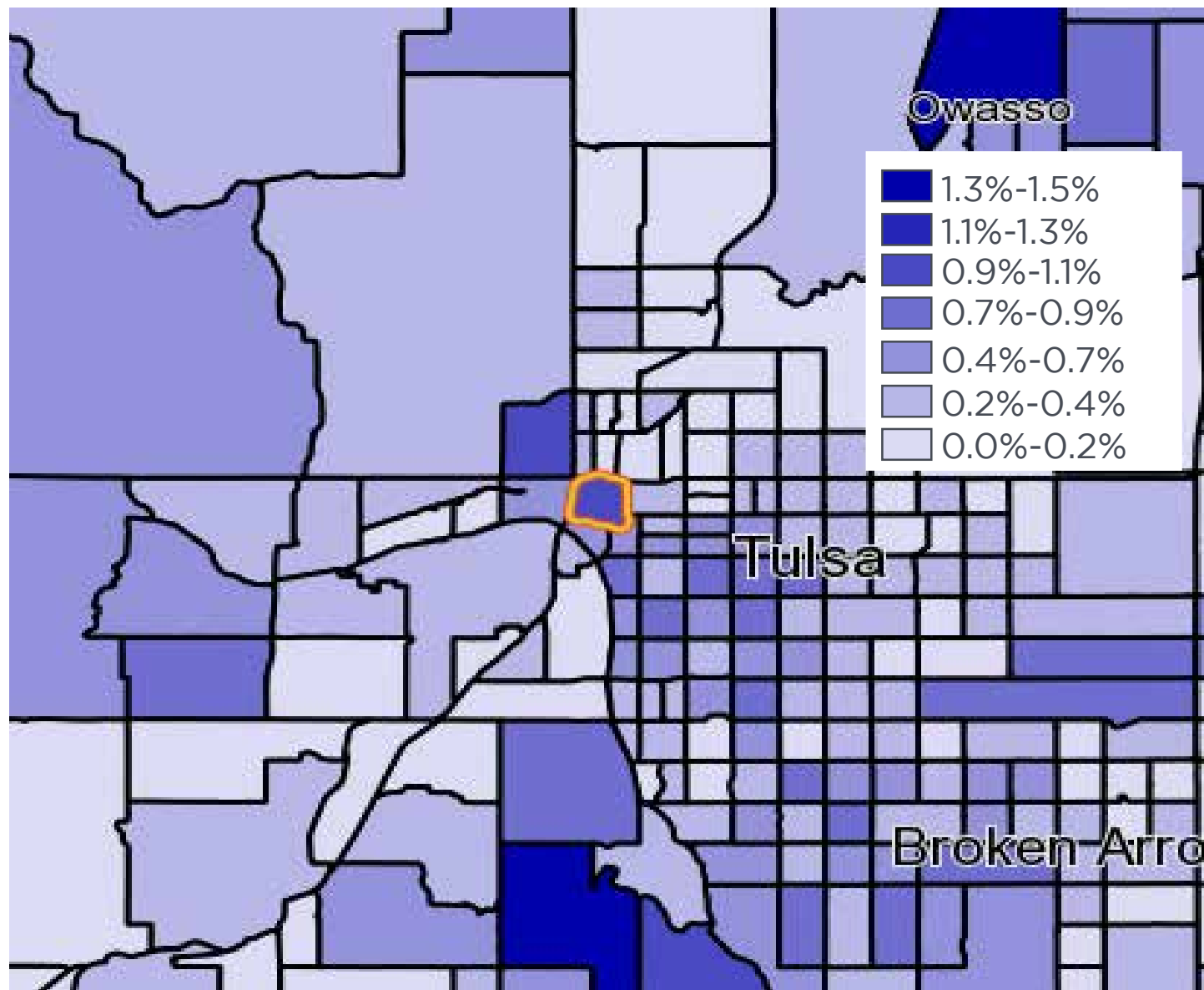
THE YOUNG PROFESSIONAL COHORT HAS GROWN AT A SLOWER RATE IN DOWNTOWN TULSA THAN IN BOTH THE CITY AND THE MSA.



RESIDENTIAL | WHERE EMPLOYEES LIVE

Few employees working Downtown also live there.

Where Downtown Tulsa Employees Live, 2015



27,500+

Jobs in Downtown Tulsa

1%

of Downtown Tulsa's 27,500 employees also live Downtown

42%

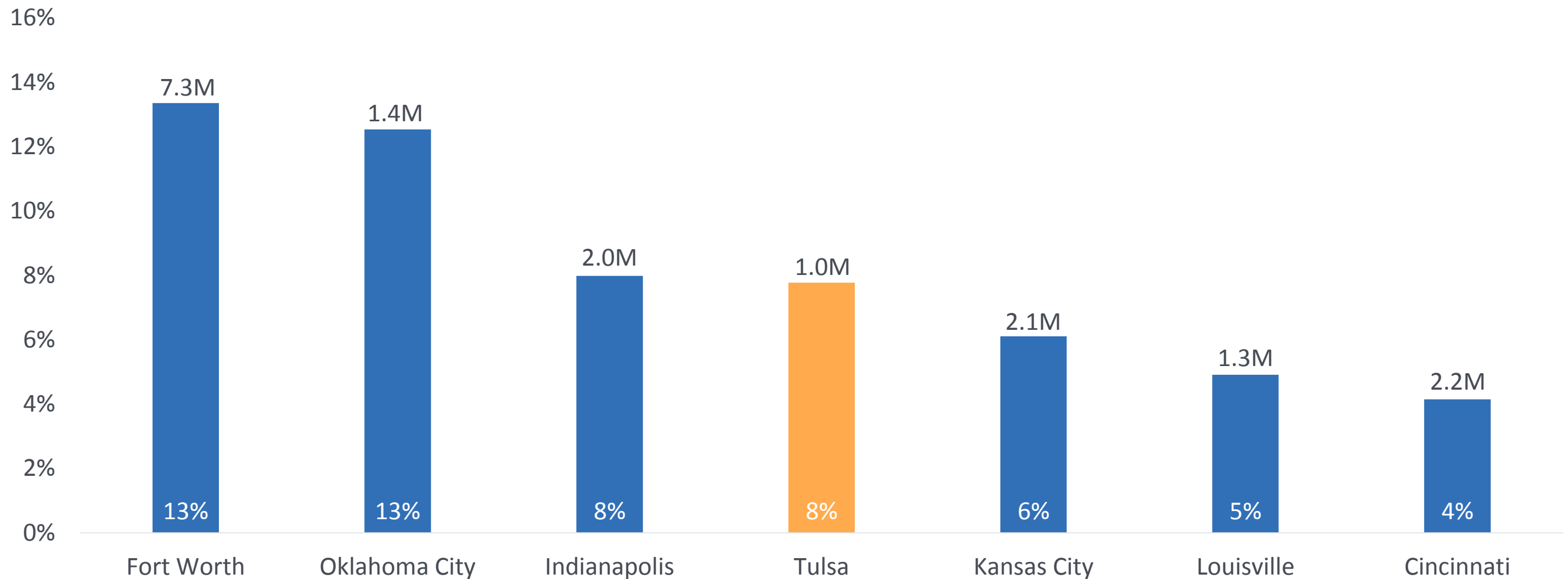
of Downtown workers are in industries with average annual salaries of over \$80,000

Source: U.S. Census Bureau, Longitudinal Household-Employer Dynamics

RESIDENTIAL | PEER CITIES COMPARISON

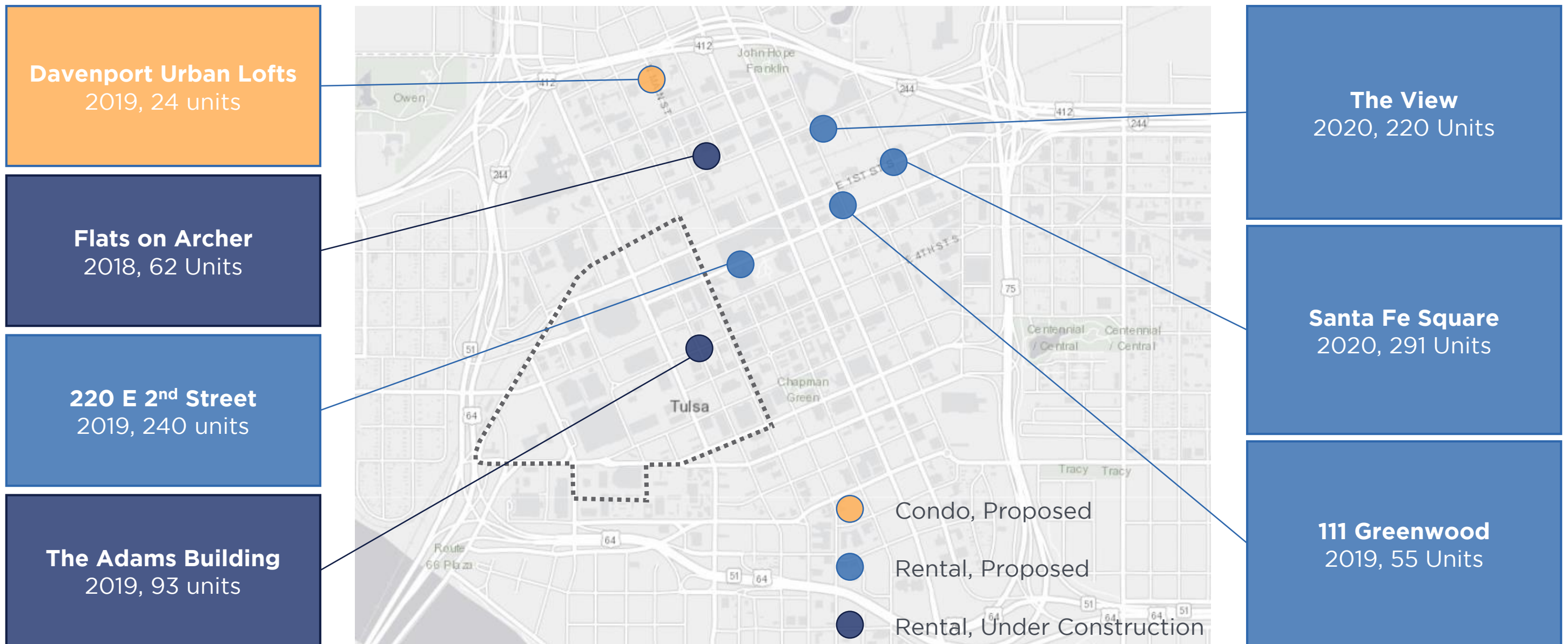
Tulsa's moderate rate of regional growth is keeping pace with many of these peers, providing evidence that Tulsa can support additional downtown development.

2010-2017 Population Growth by MSA



RESIDENTIAL | PIPELINE

The recent residential growth in Downtown Tulsa is expected to continue with seven new residential developments in the pipeline.



Source: Costar

An aerial map of a city grid, rendered in a light gray tone. A prominent blue circle is drawn on the map, highlighting a specific block or area in the upper-middle section. The grid consists of numerous rectangular blocks separated by thin lines representing streets.

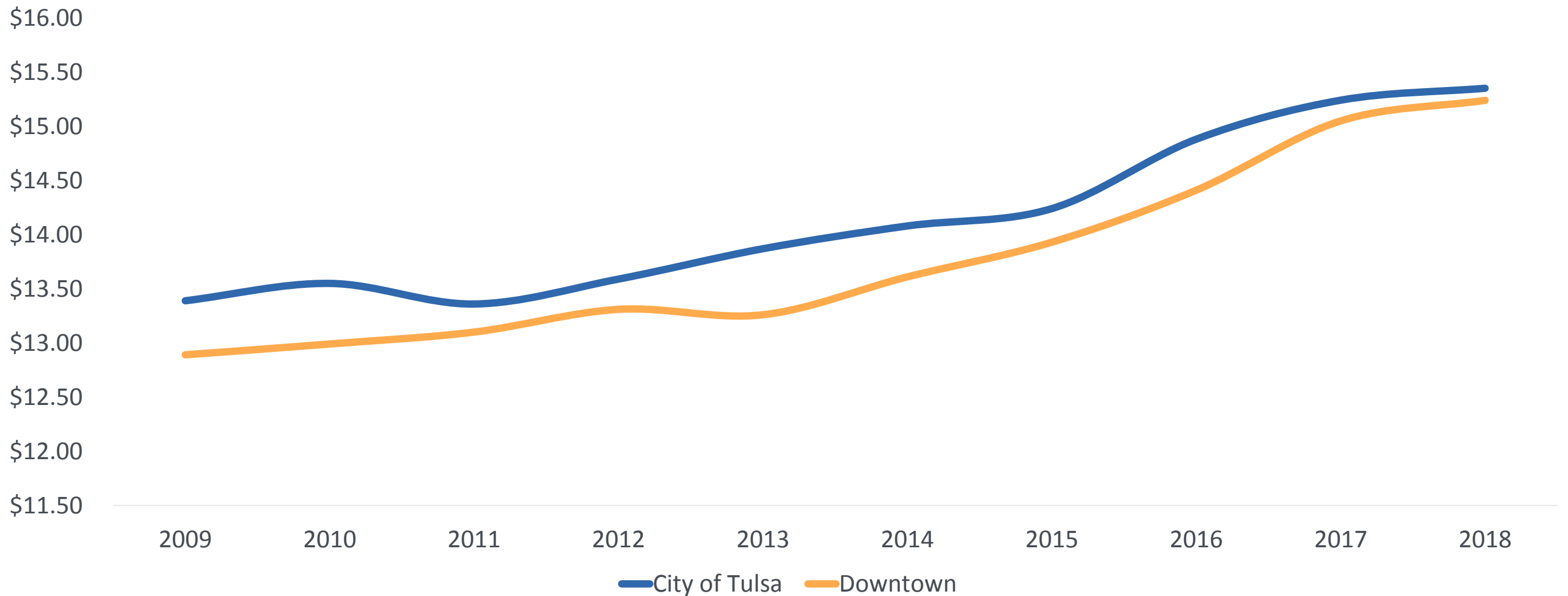
COMMERCIAL

ARENA DISTRICT

COMMERCIAL | RENTS

Office rents in the City of Tulsa have been greater on a per square foot basis than in Downtown Tulsa, highlighting that there is no “urban premium” for office space in Downtown.

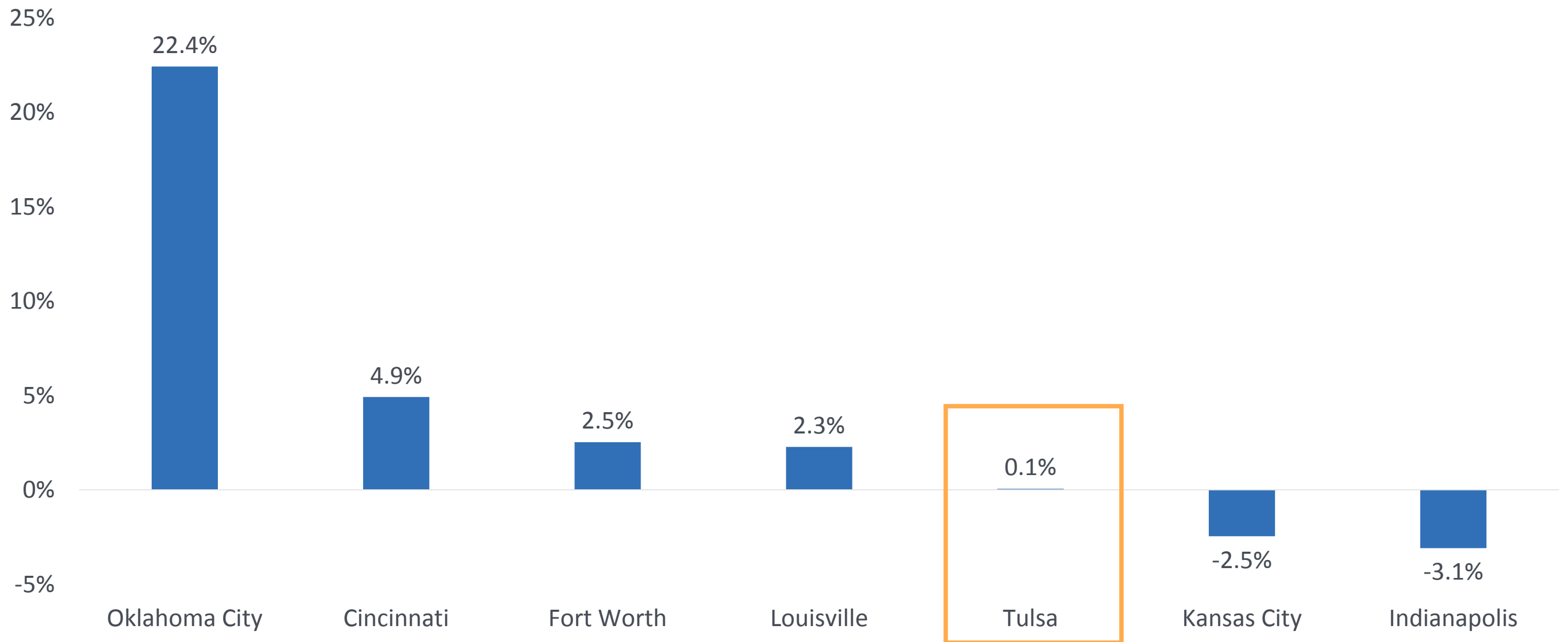
Office Rental Rates (\$PSF) - All Classes



COMMERCIAL | PEER CITIES COMPARISON

This sluggish pace of office delivery has resulted in single-digit or negative growth in office space in the past decade in each peer city except for Oklahoma City.

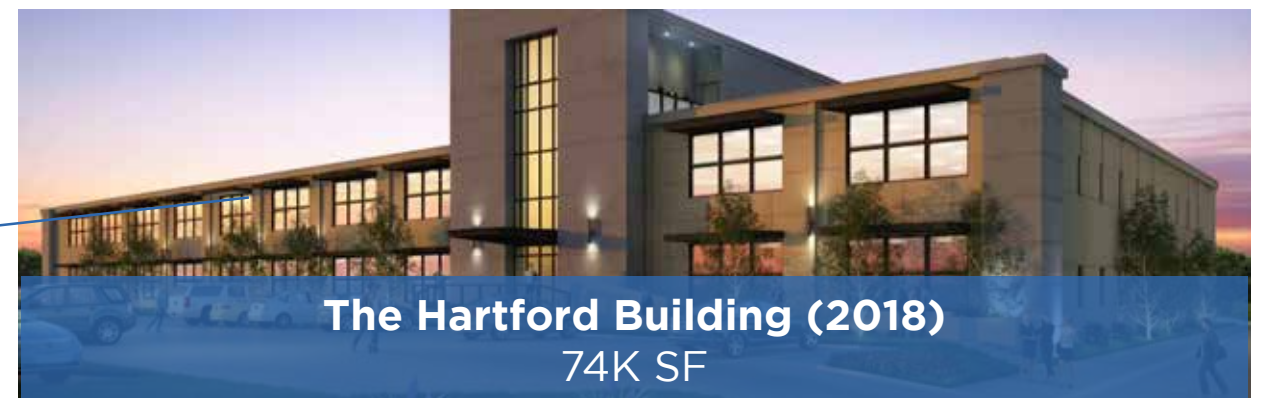
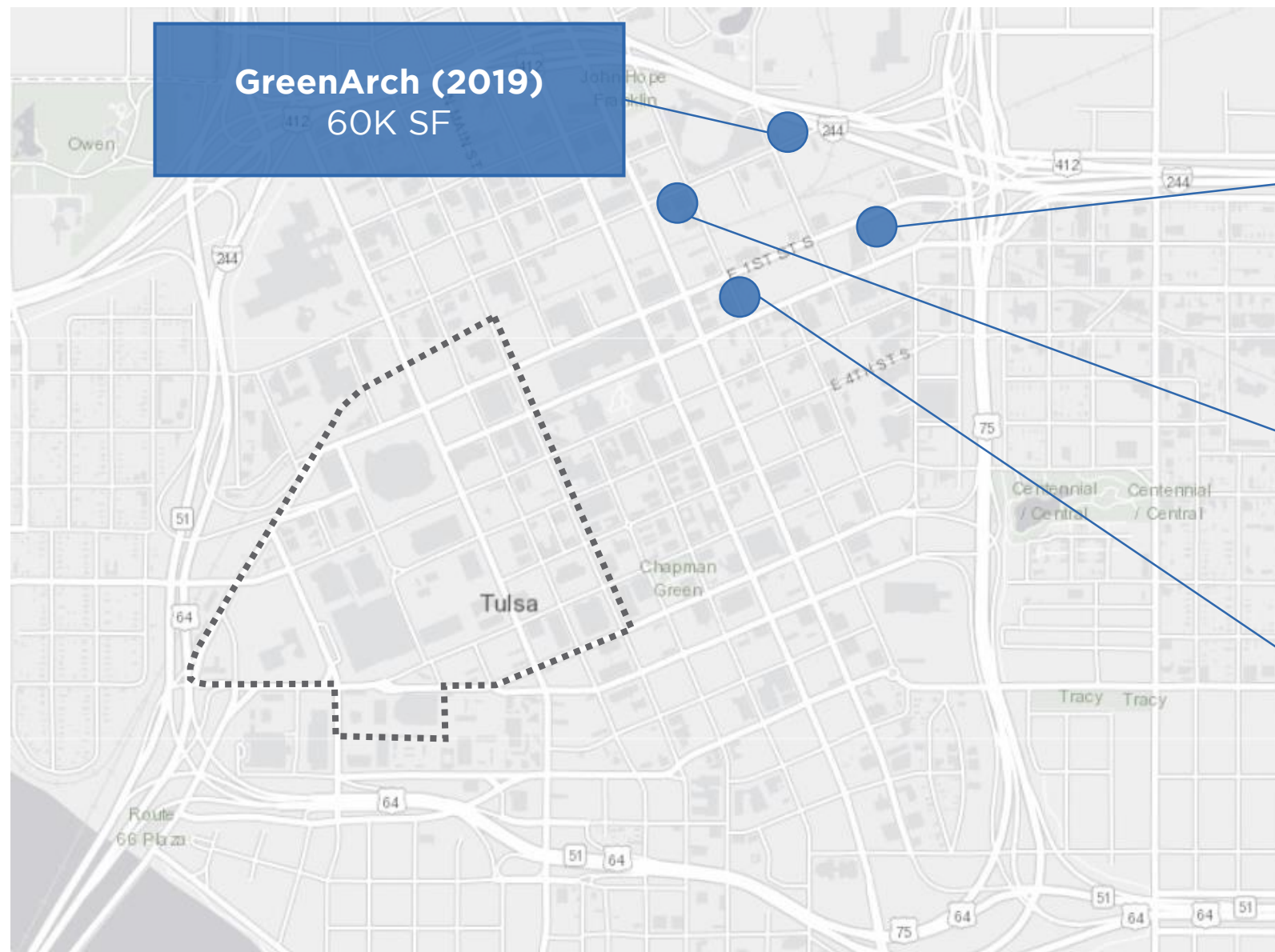
Office Deliveries (Percent Growth), 2009-2018



Source: CoStar

COMMERCIAL | PIPELINE

Despite the slow growth over the past decade, there is a pipeline of commercial developments in Downtown Tulsa, all located in the Greenwood or Blue Dome Districts.



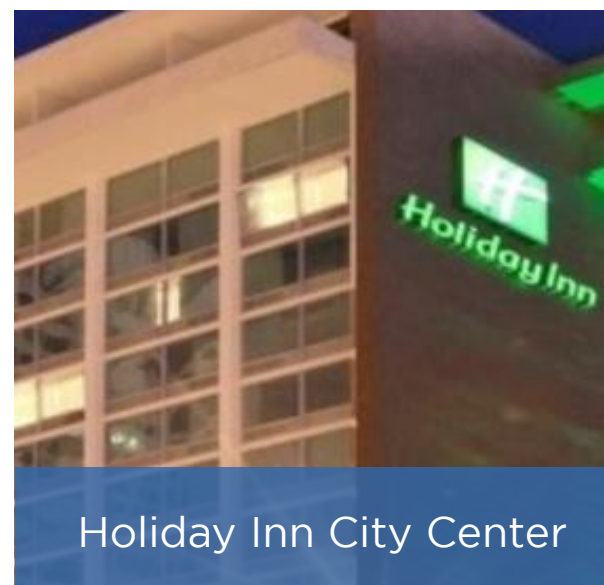
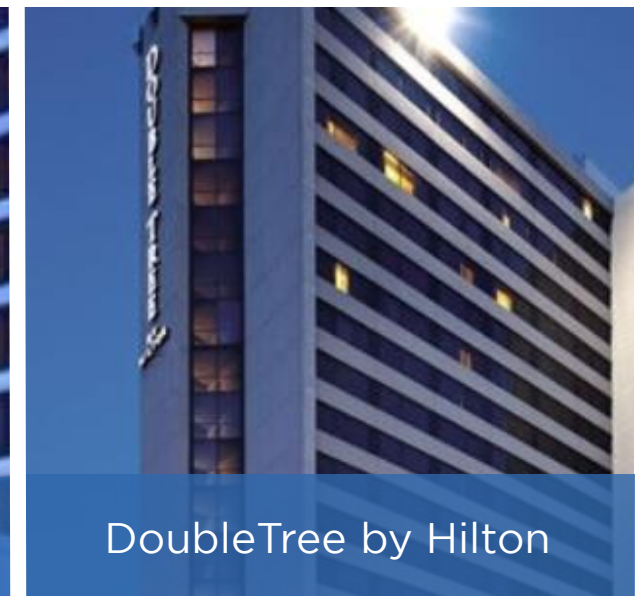
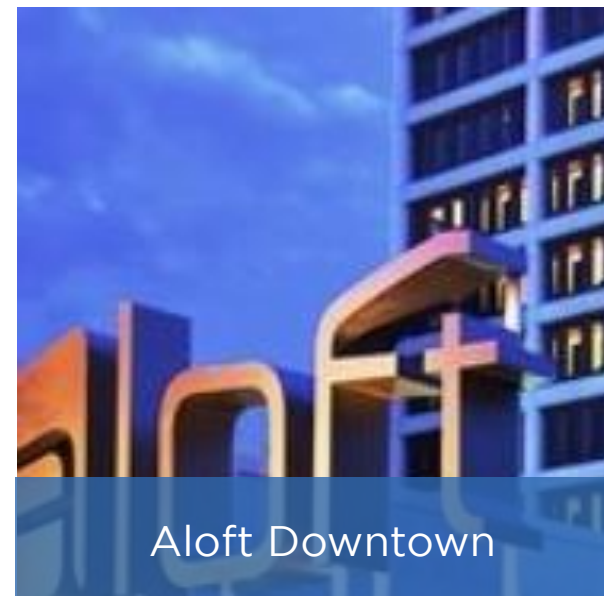
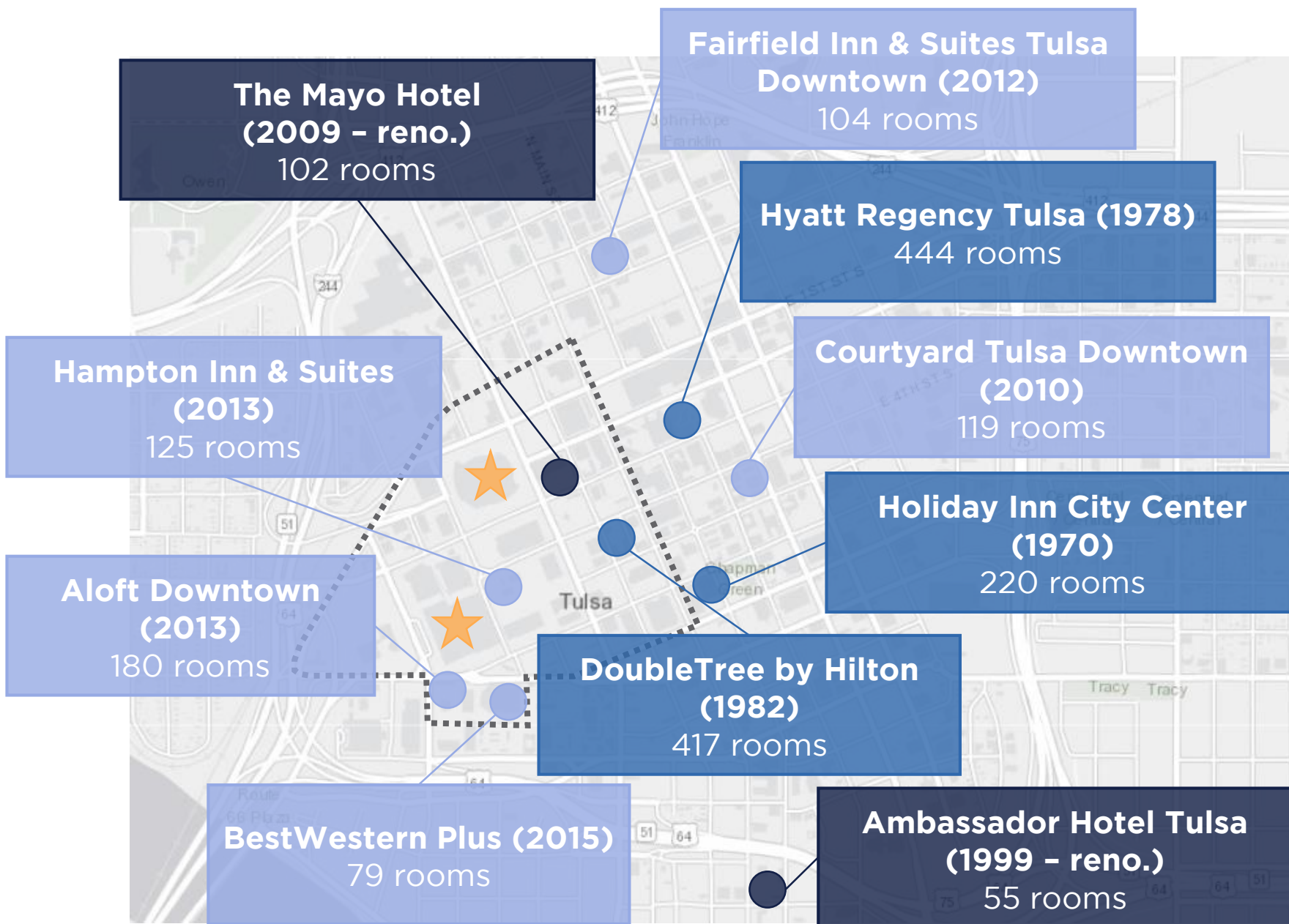
The background is a light gray map of a city grid. A specific area in the lower-left quadrant is highlighted with a white outline. A blue circle is positioned in the upper-middle part of the grid. Two horizontal blue lines are placed above and below the word 'HOTEL'.

HOTEL

ARENA DISTRICT

HOTEL | DOWNTOWN SNAPSHOT

Ten hotels containing nearly 1,850 rooms are located in Downtown Tulsa, with 40% of these rooms coming online over the past 10 years.



Source: STR

Boutique
 Full Service
 Select Service
 BOK Center / Cox Center

CONVENTION HOTELS

As of 2018, \$7.5 billion in convention center expansion is currently underway or proposed in major US markets.

Oklahoma City

New build convention center
\$194 million

Louisville

Renovation and expansion
\$207 million

Orlando

Expansion of existing facility
\$500 million

Los Angeles

Proposed expansion + anchor hotel
\$1.2 billion

Miami

Expansion of existing facility
\$620 million

Fort Lauderdale

Expansion project + anchor hotel
\$550 million

Denver

Expansion and redesign of facility
\$233 million

Seattle

Proposed addition to existing facility
\$1.6 billion

San Francisco

Rebuild of existing facility
\$500 million

Las Vegas

Expansion of existing facility
\$860 million

Kansas City

Convention Center Hotel Expansion
\$320 million

San Diego

Proposed addition to existing facility
\$685 million

PEER CITIES | OKLAHOMA CITY

MAPS 3 CONVENTION CENTER

MAPS 3 CONVENTION CENTER

500,000 SQUARE FEET OF MEETING SPACE, INCLUDING:

200,000 SQUARE FEET OF EXHIBIT SPACE

45,000 SQUARE FEET OF MEETING ROOMS

35,000-SQUARE-FOOT BALLROOM

OMNI HOTEL

605 NEW HOTEL ROOMS

50,000 SQUARE FEET OF MEETING SPACE

2 RESTAURANTS

“DOWNTOWN VIEWS”

NEW 70 ACRE CITY PARK

MARKET TAKEAWAYS

RESIDENTIAL

Market continues to grow, but economics remain challenging even in more established Downtown area districts. A near-term focus on amenities and safety will enable critical mass in discrete locations. **Without place-based strategies, market demand is low.**

COMMERCIAL OFFICE

Anchor tenants and subsidy will likely be necessary to catalyze activity in the Arena District; building connections to existing activity centers is important. **Longer term opportunity in district as part of mixed use development.**

HOTEL

Market lacks support for additional select service hotel development without inducing additional demand, which can involve creation of a **vibrant district and convention center + hotel** investment.

RETAIL

Retail is a critical component of place-making in the district, with distinctive F&B and convenience offerings adding infrastructure supportive of both residents and tourists. **Retail and restaurants in strategic areas is an important part of the district.**

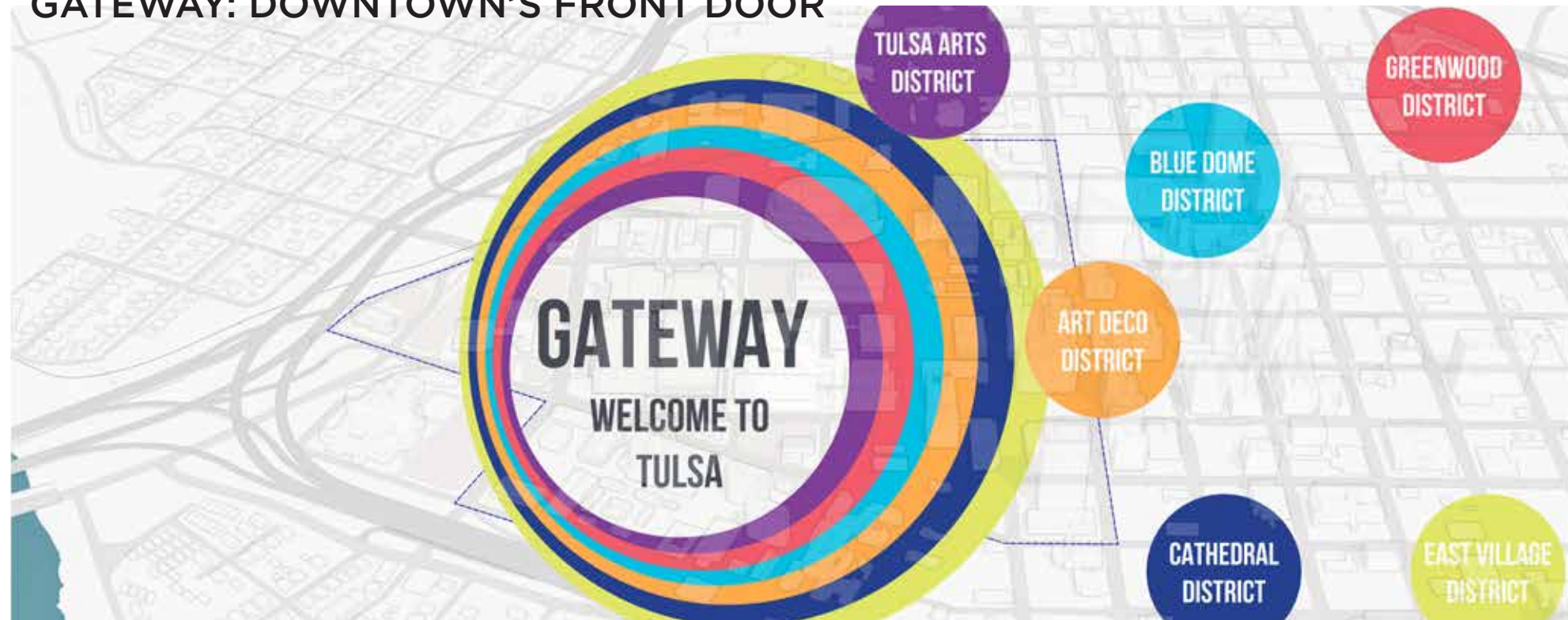
OVERALL IMPLICATIONS FOR THE DISTRICT

- A **highly amenitized environment** will be needed to capture and induce demand.
- **Subsidy will be necessary** to advance most, if not all, product types in the near term.
- **Concentrate investment** to achieve critical mass in a dispersed environment.
- Focus investment on locations that **strengthen connections** to existing amenities to maximize impact.

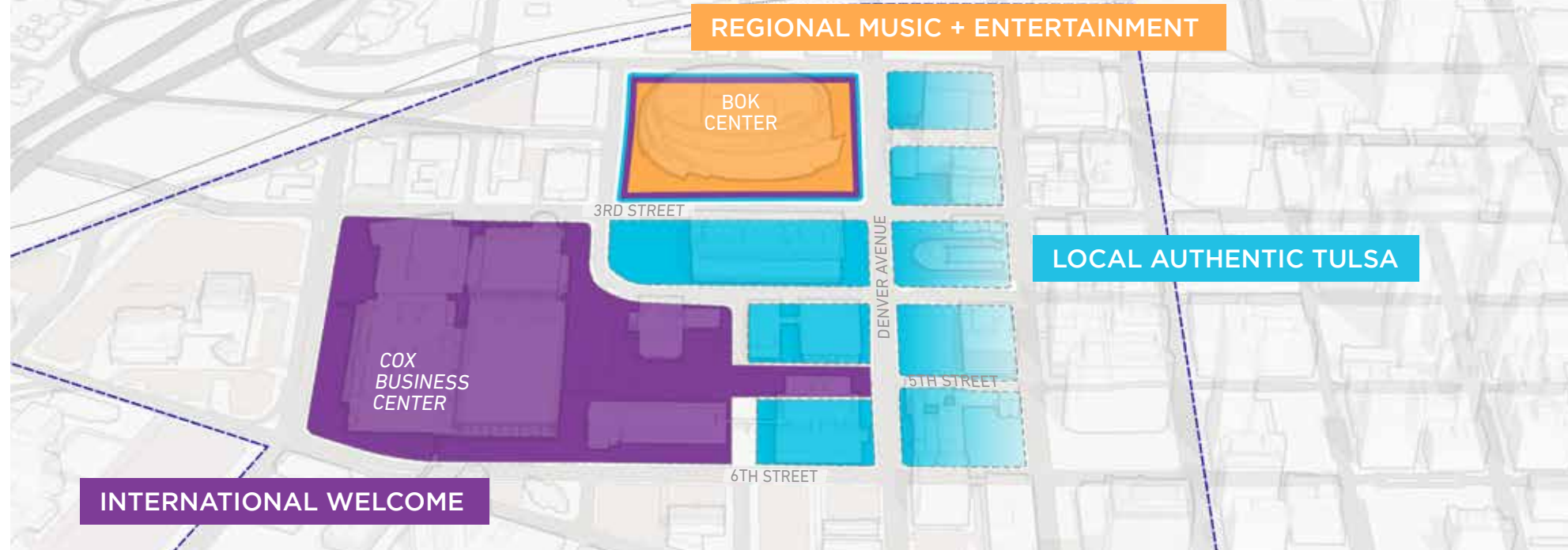
A GATEWAY DISTRICT

- The project focus area suffers from a **lack of distinct identity**.
- Tulsans do not see this area as a “district,” but rather an **opportunity to build a vibrant neighborhood** identity and regional entertainment destinations.
- Because of its location, this project area has the opportunity to serve as a **GATEWAY** for downtown Tulsa.
- A civic identity and **narrative identity framework** is beginning to emerge a place.

GATEWAY: DOWNTOWN'S FRONT DOOR



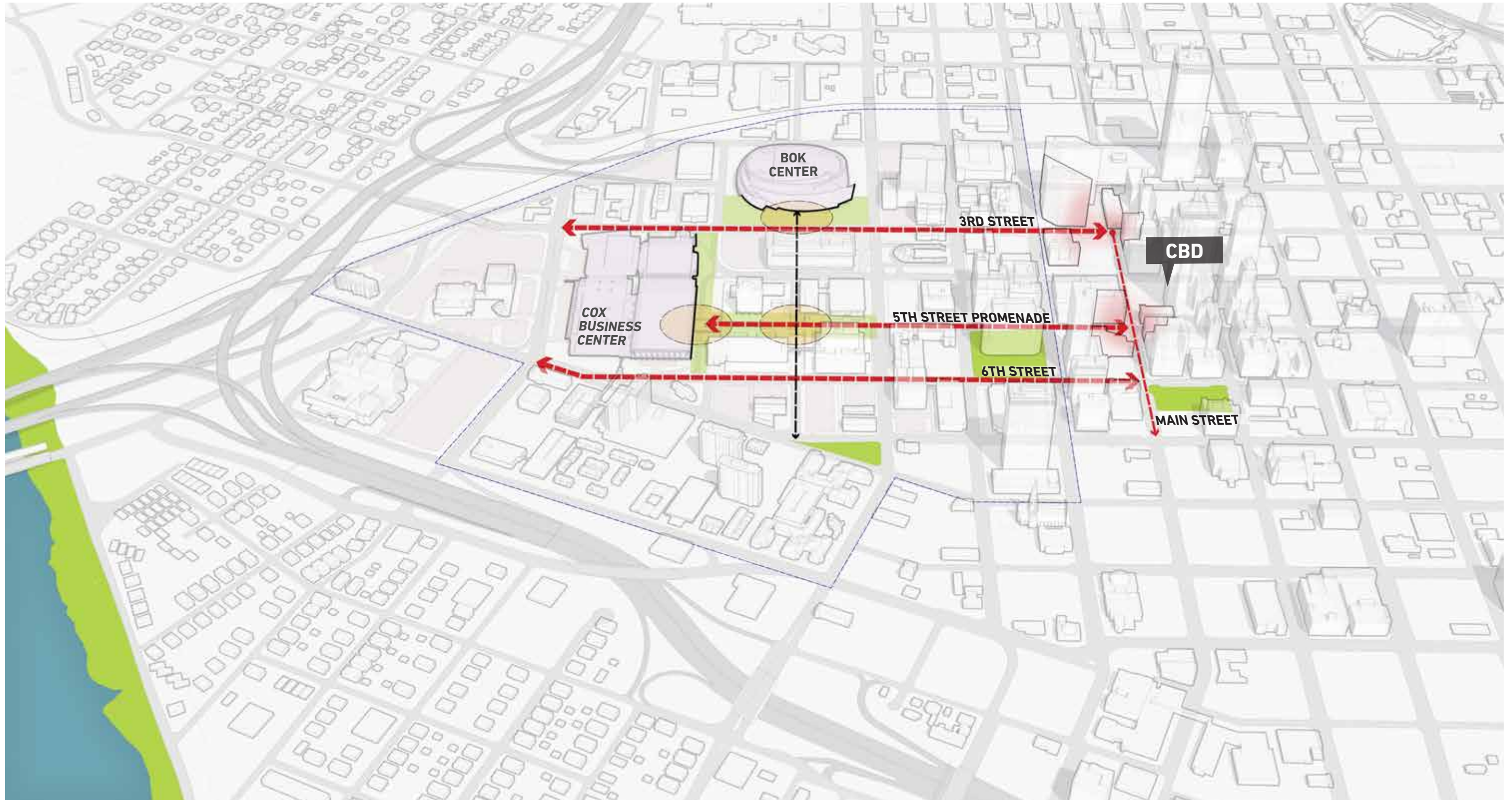
NARRATIVE IDENTITY FRAMEWORK



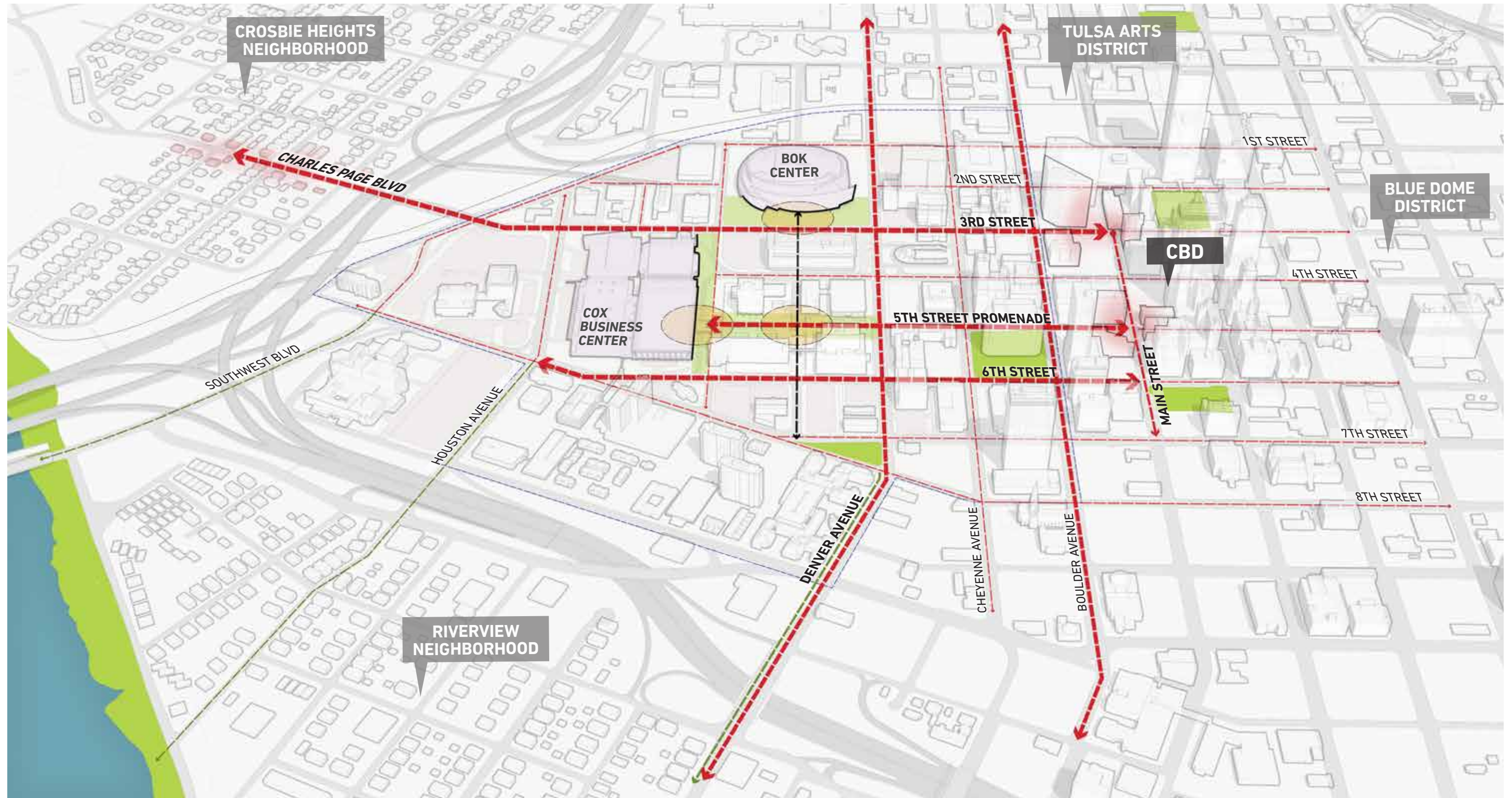
DISTRICT PLAN FRAMEWORK

ARENA DISTRICT
MASTER PLAN

BRING THE CBD TO THE DISTRICT & THE DISTRICT TO THE CBD



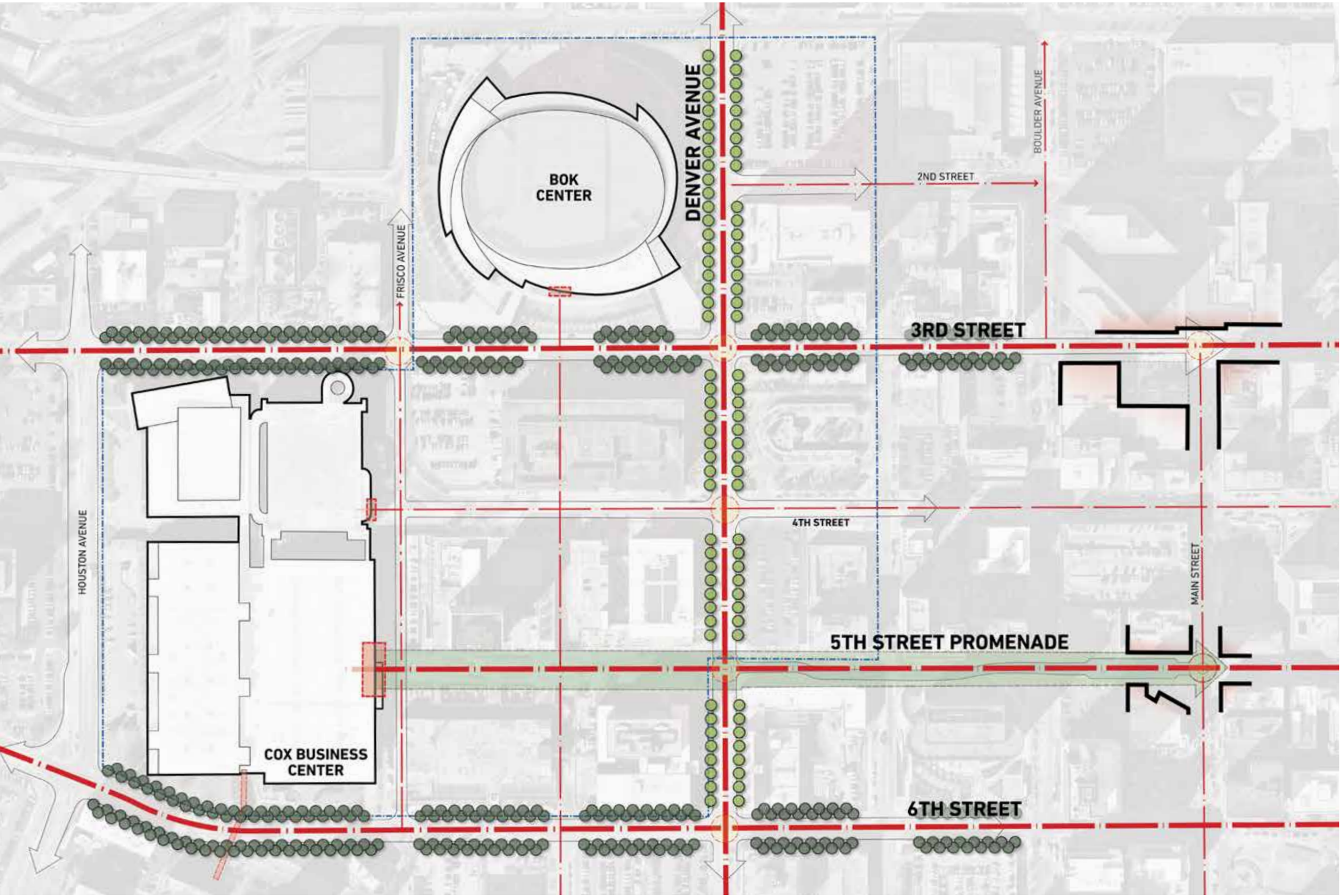
IMPROVE CONNECTIONS TO SURROUNDING NEIGHBORHOODS



EXTEND THE URBAN GRID/WALKABLE CONNECTIONS



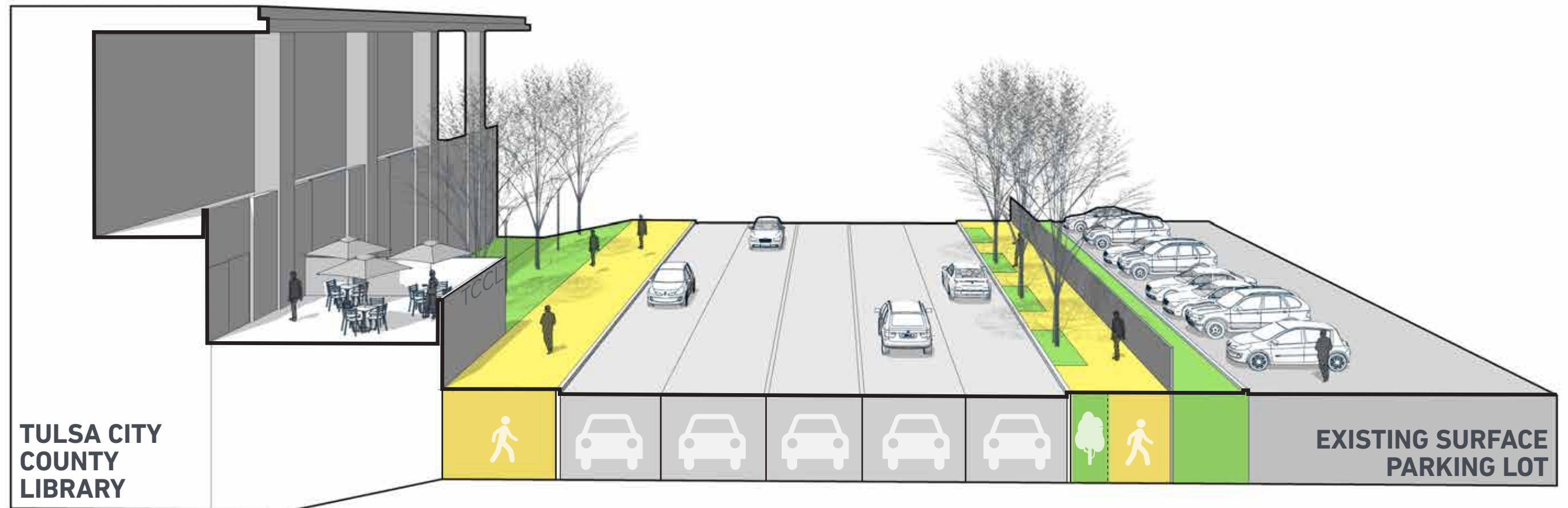
BUILD STREETS FOR PEOPLE & EMPHASIZE THE PEDESTRIAN EXPERIENCE



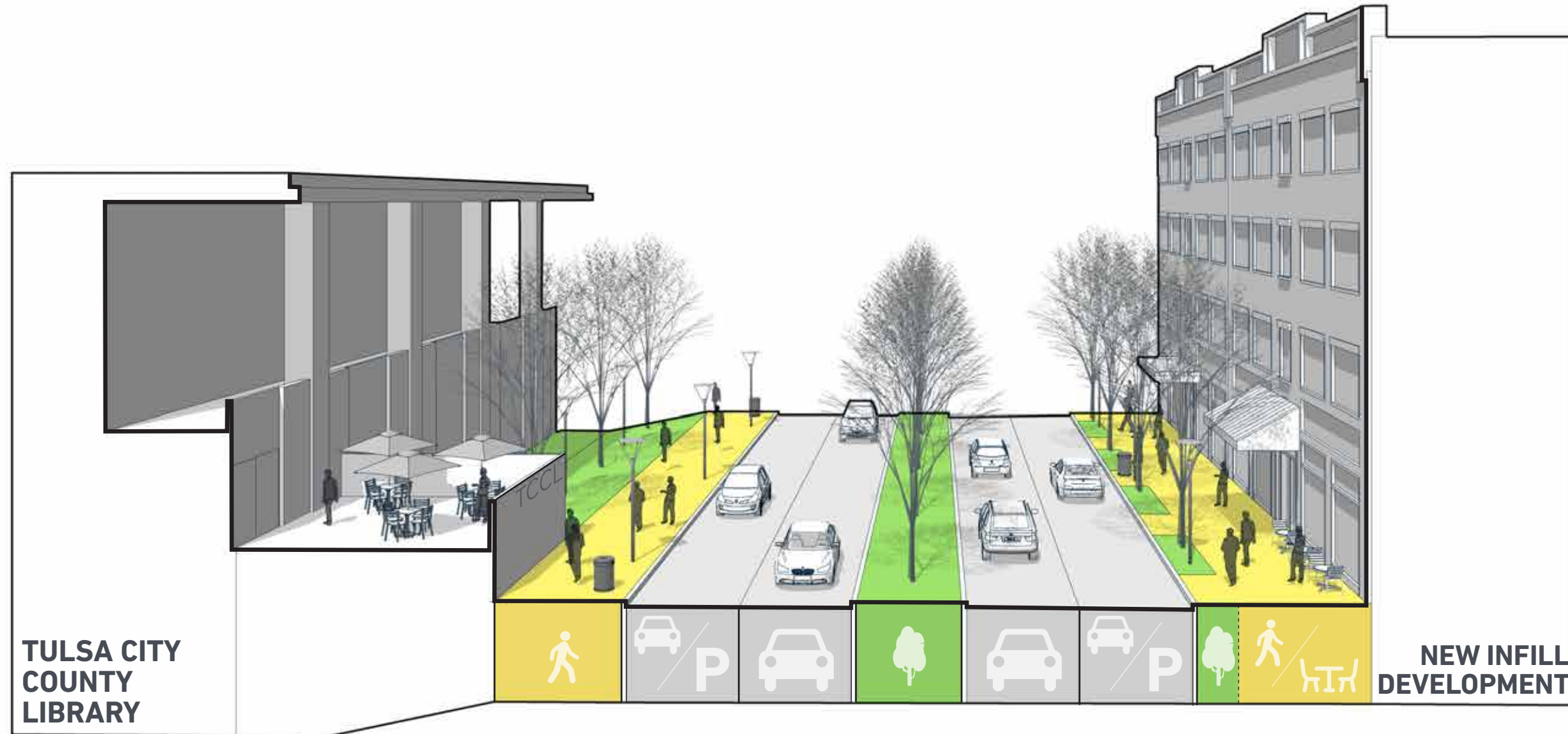
ARENA DISTRICT MASTER PLAN

NORTH ↑

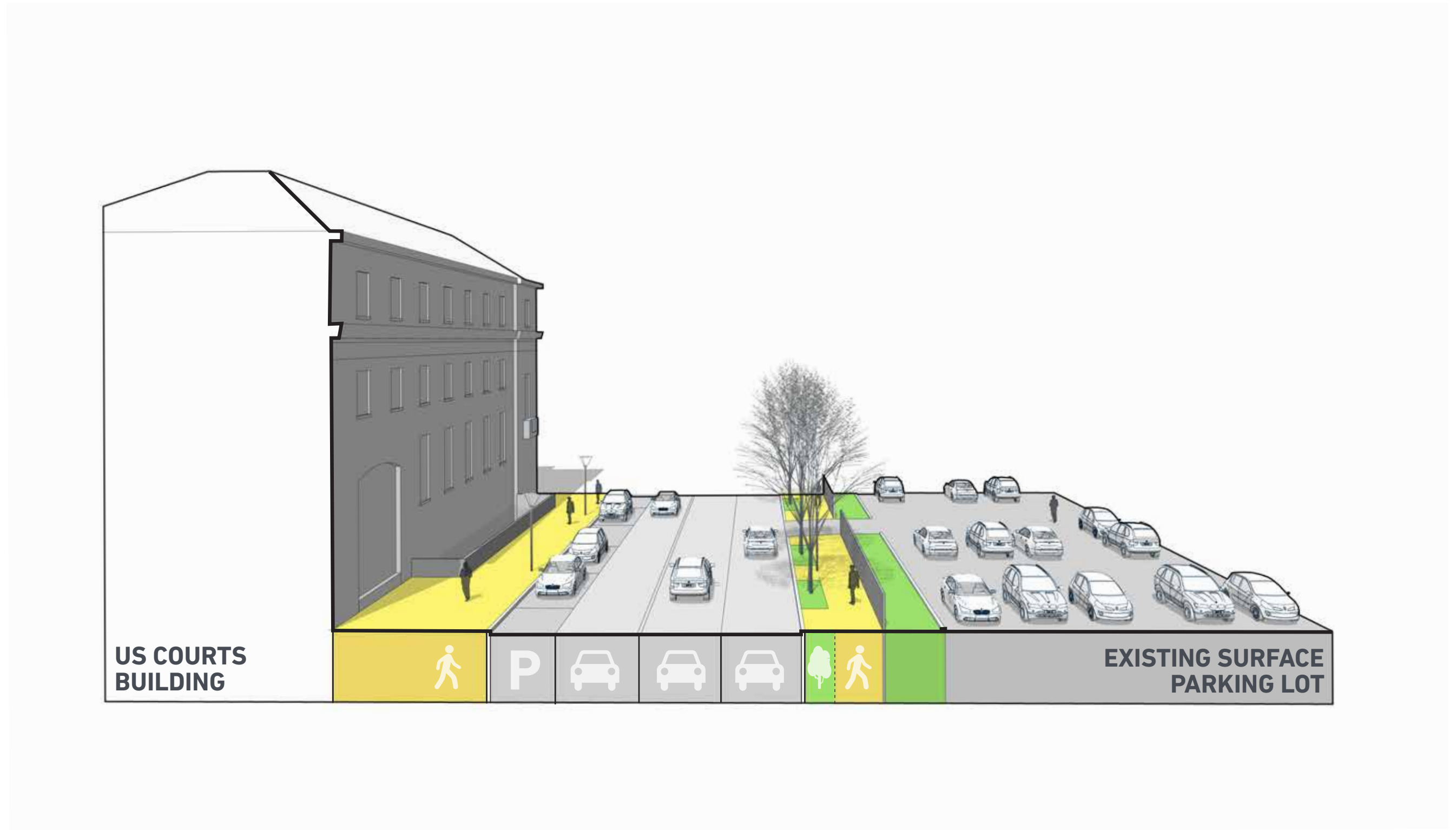
DENVER AVENUE | TODAY



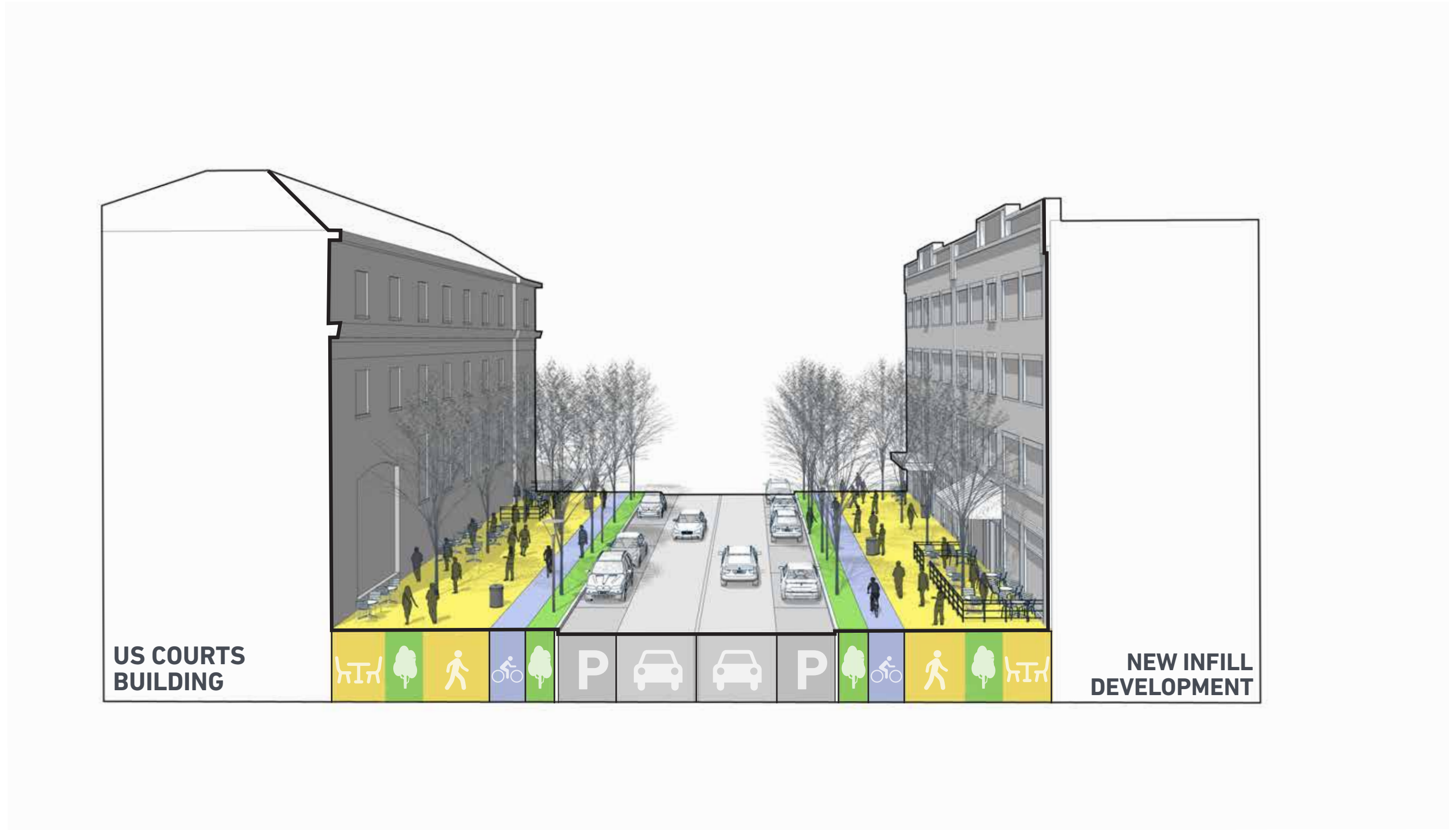
DENVER AVENUE | IMPROVED



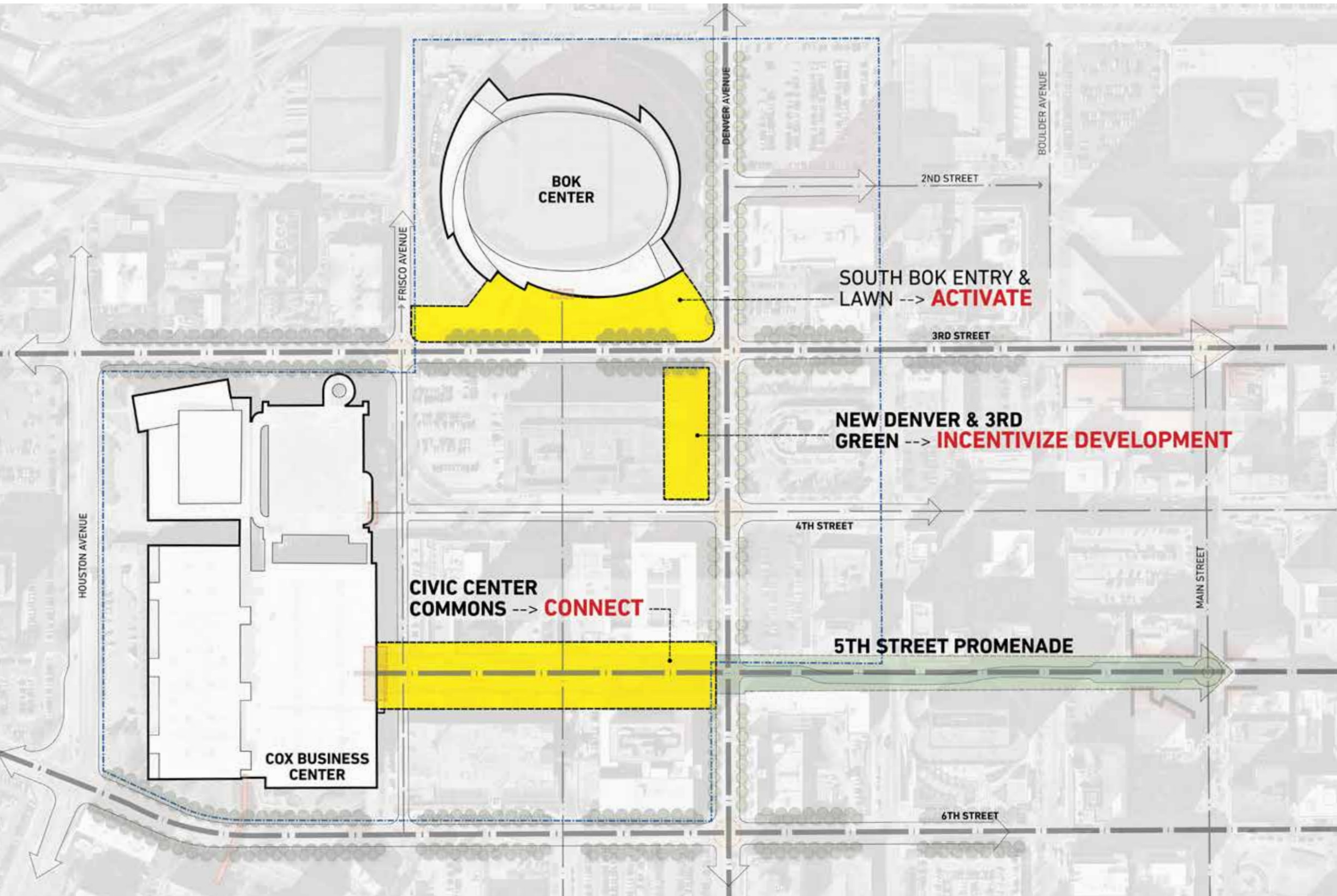
3RD STREET | TODAY



3RD STREET | IMPROVED

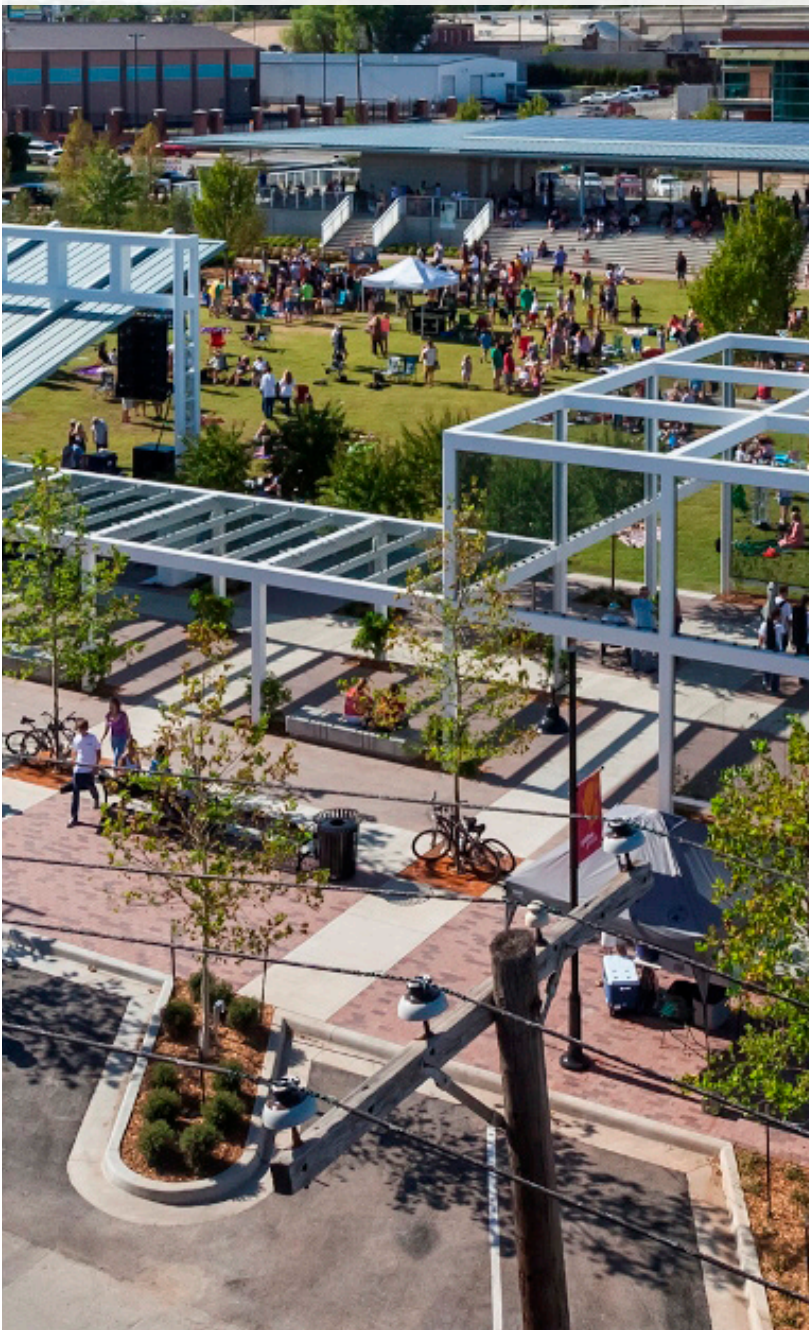


TYPES OF CATALYTIC CIVIC SPACES



WHAT CAN THIS NEIGHBORHOOD BE?

GREAT CIVIC SPACE



NEW URBAN RESIDENTIAL
LIVING + OFFICE



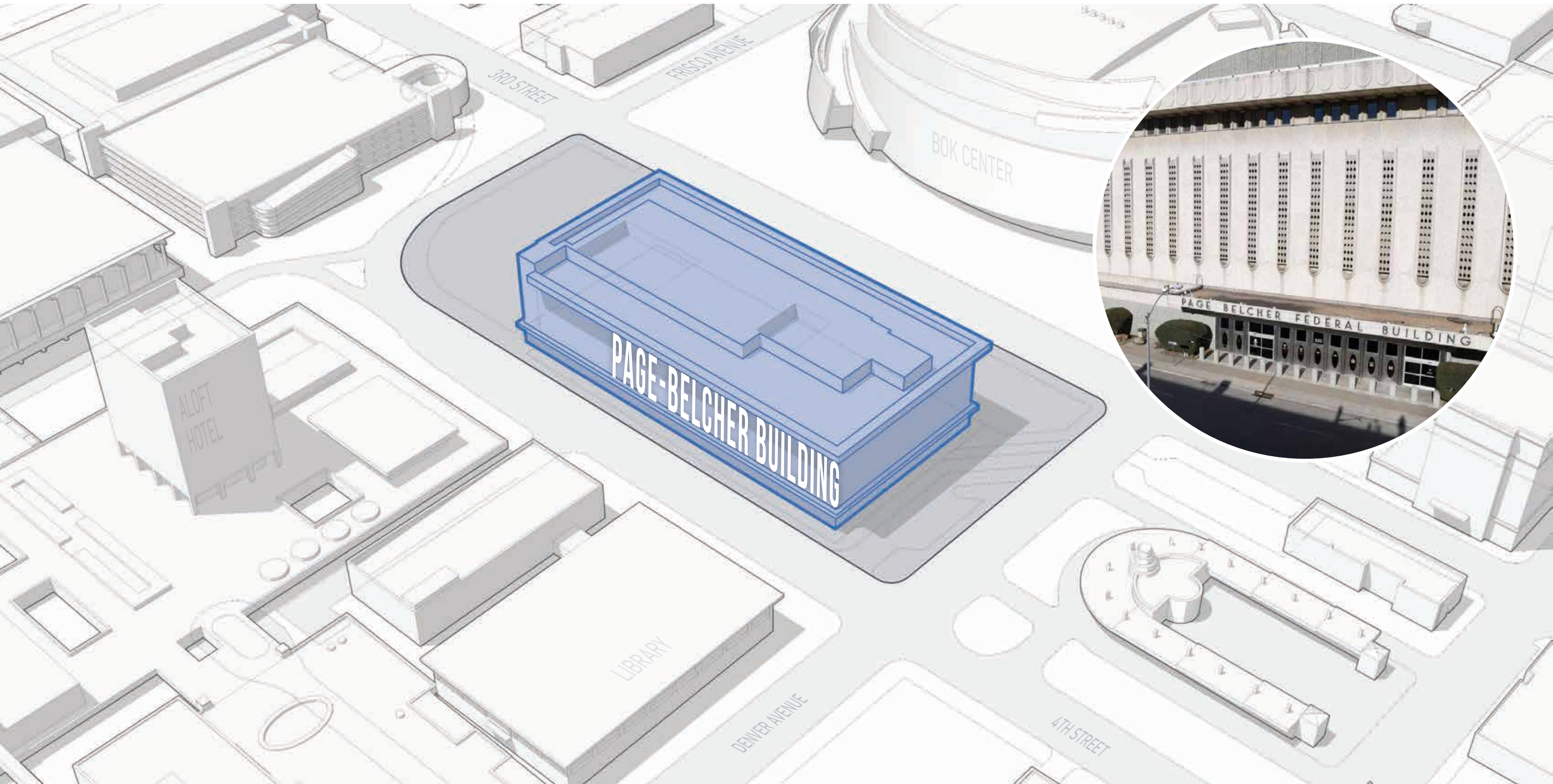
RETAIL TO SUPPORT NEIGHBORHOOD,
CONVENTION CENTER + ARENA



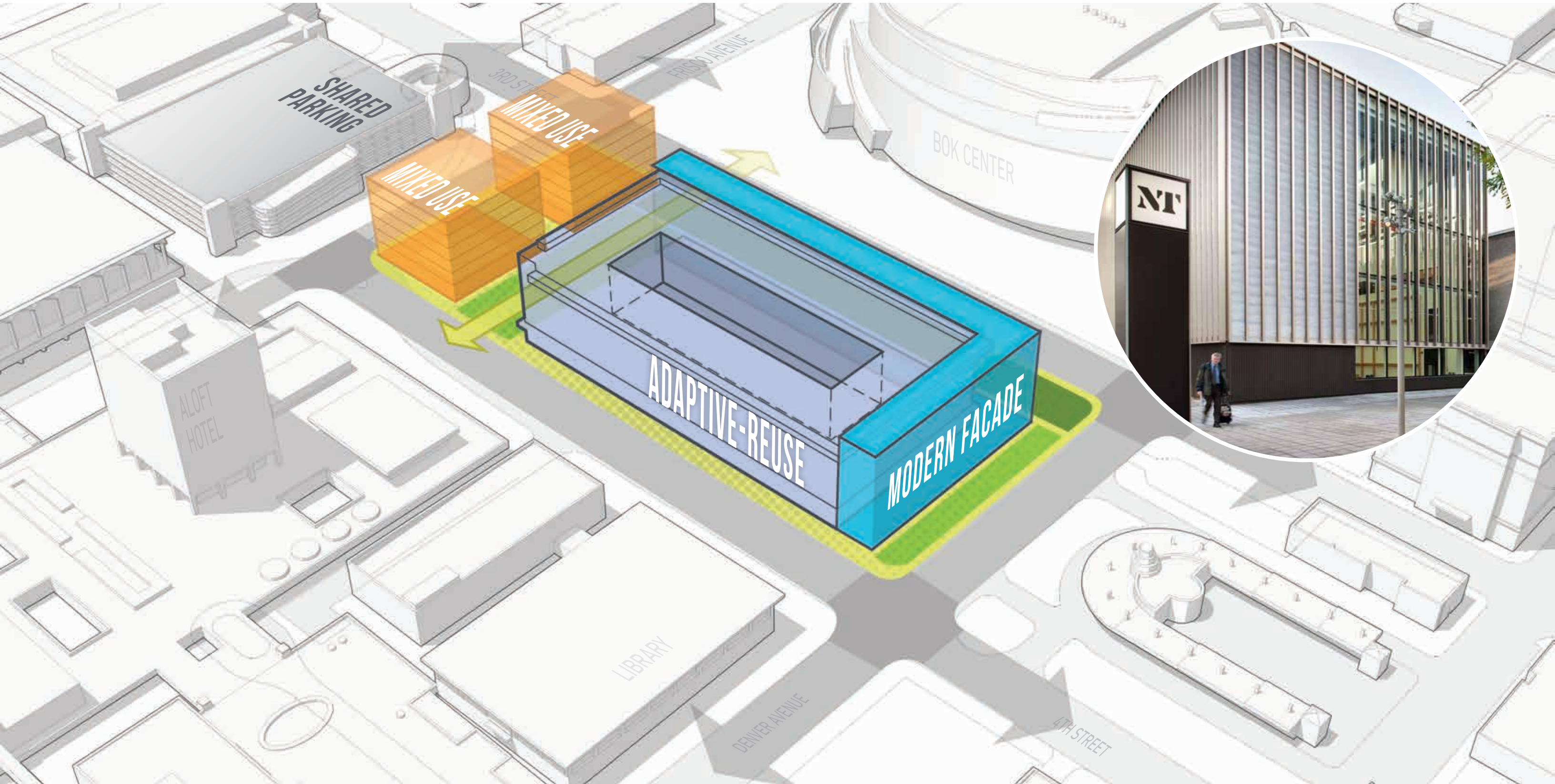
FULL SERVICE HOTEL +
CONVENTION CENTER EXPANSION



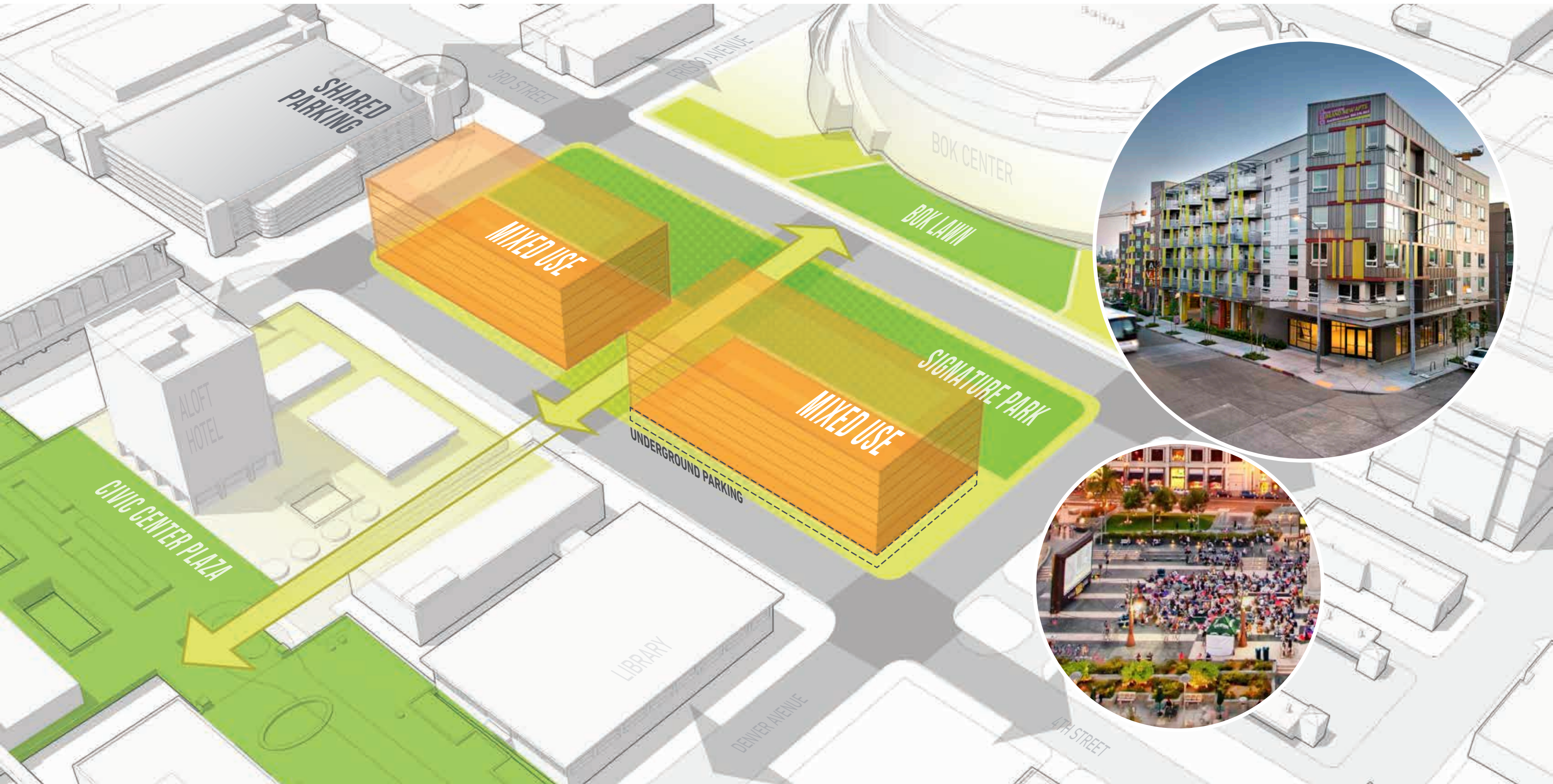
PAGE-BELCHER | EXISTING CONDITIONS



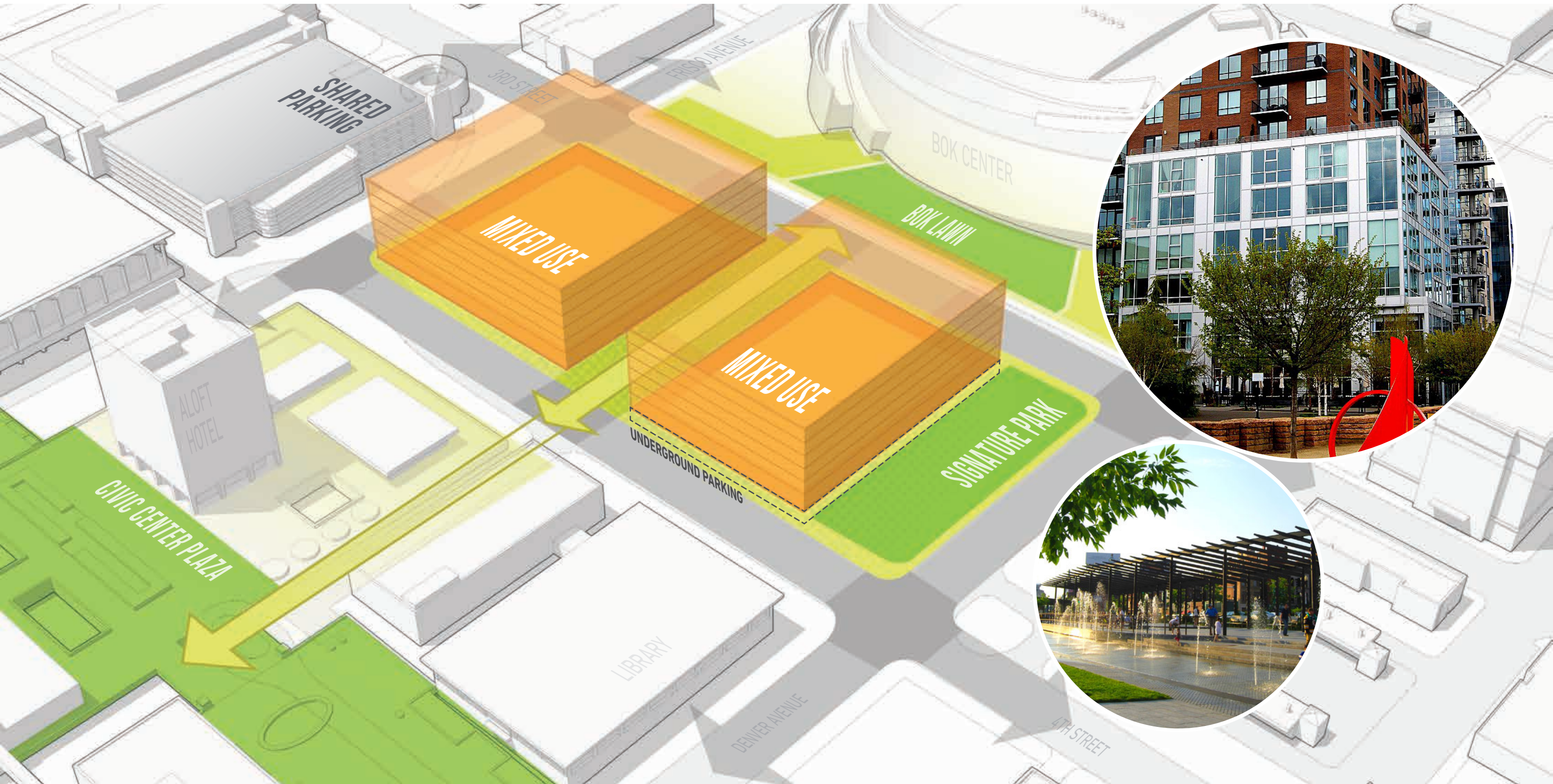
PAGE-BELCHER | OPTION 1: ADAPTIVE REUSE + MIXED-USE



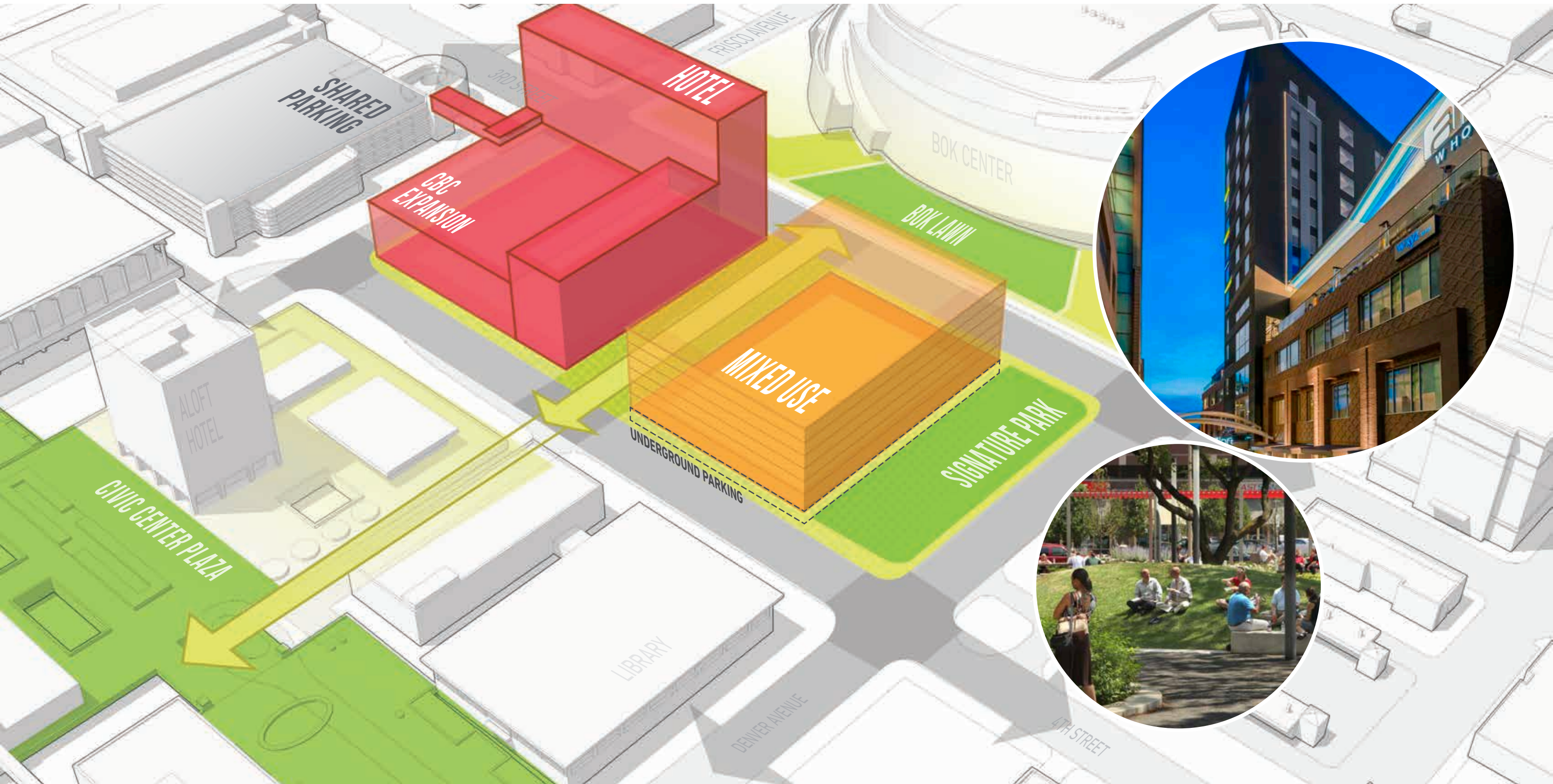
PAGE-BELCHER | OPTION 2: MIXED-USE + PARK



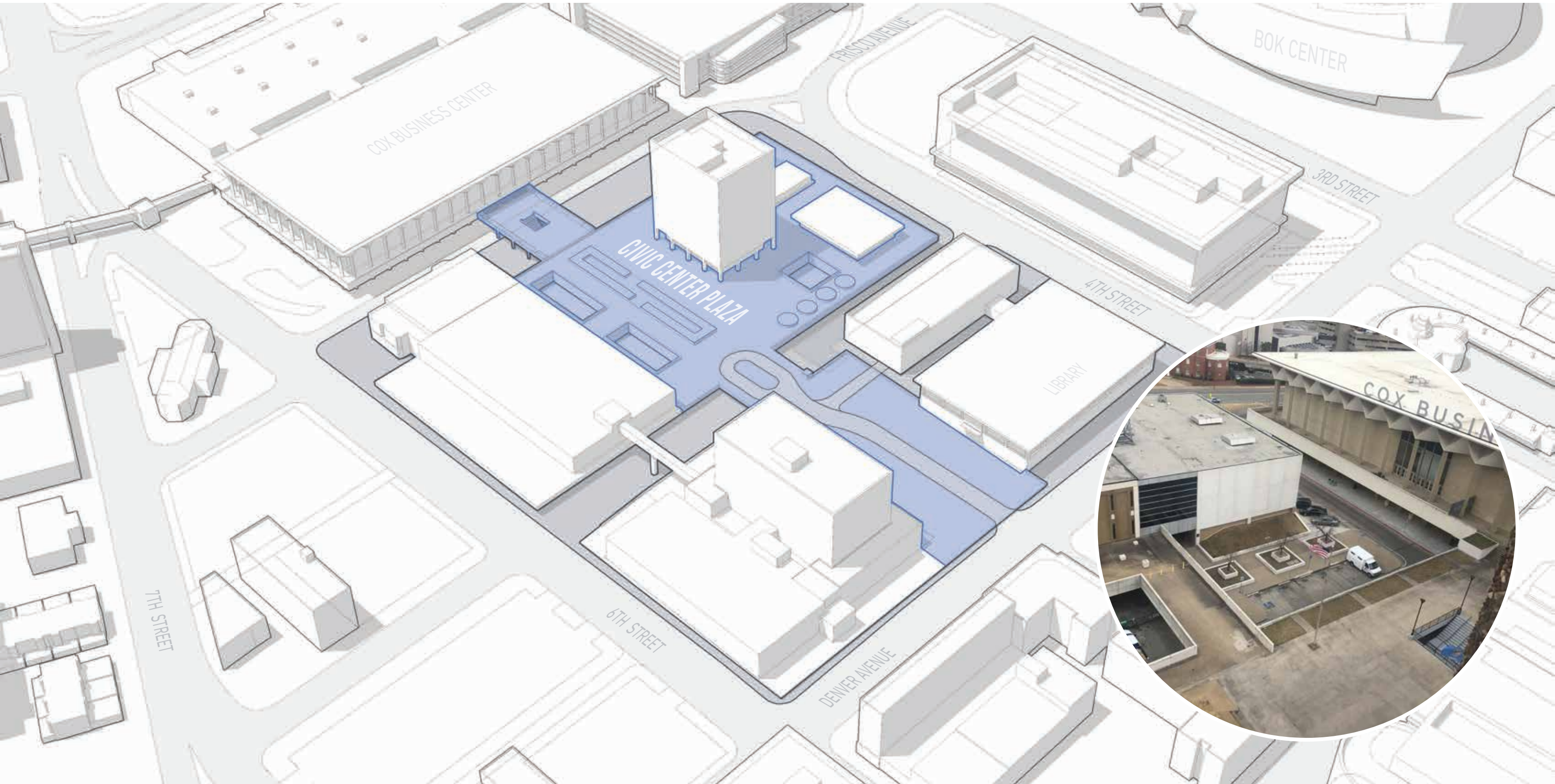
PAGE-BELCHER | OPTION 3: MIXED-USE + PARK



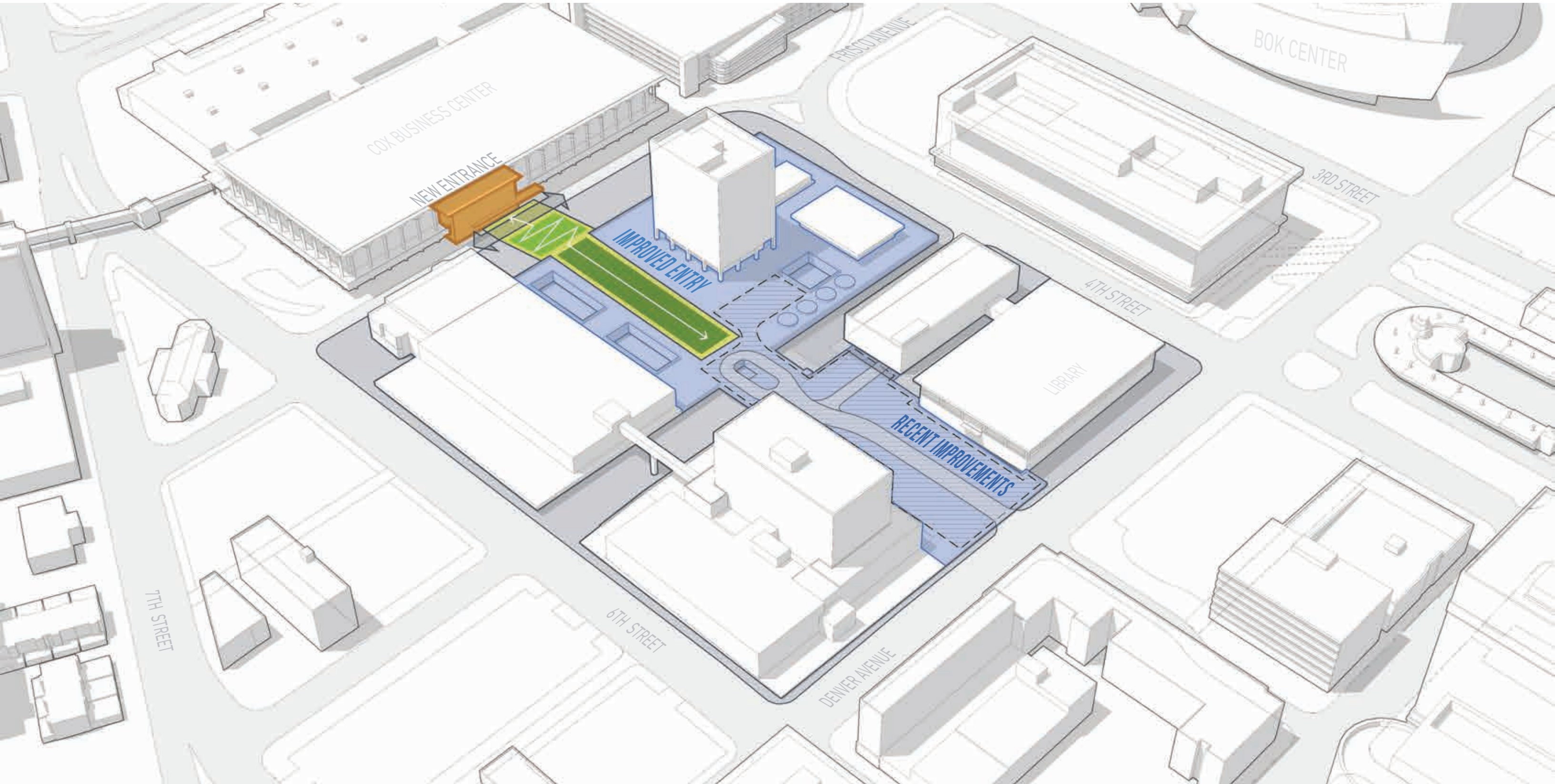
PAGE-BELCHER | OPTION 4: CBC EXPANSION + FULL-SERVICE HOTEL



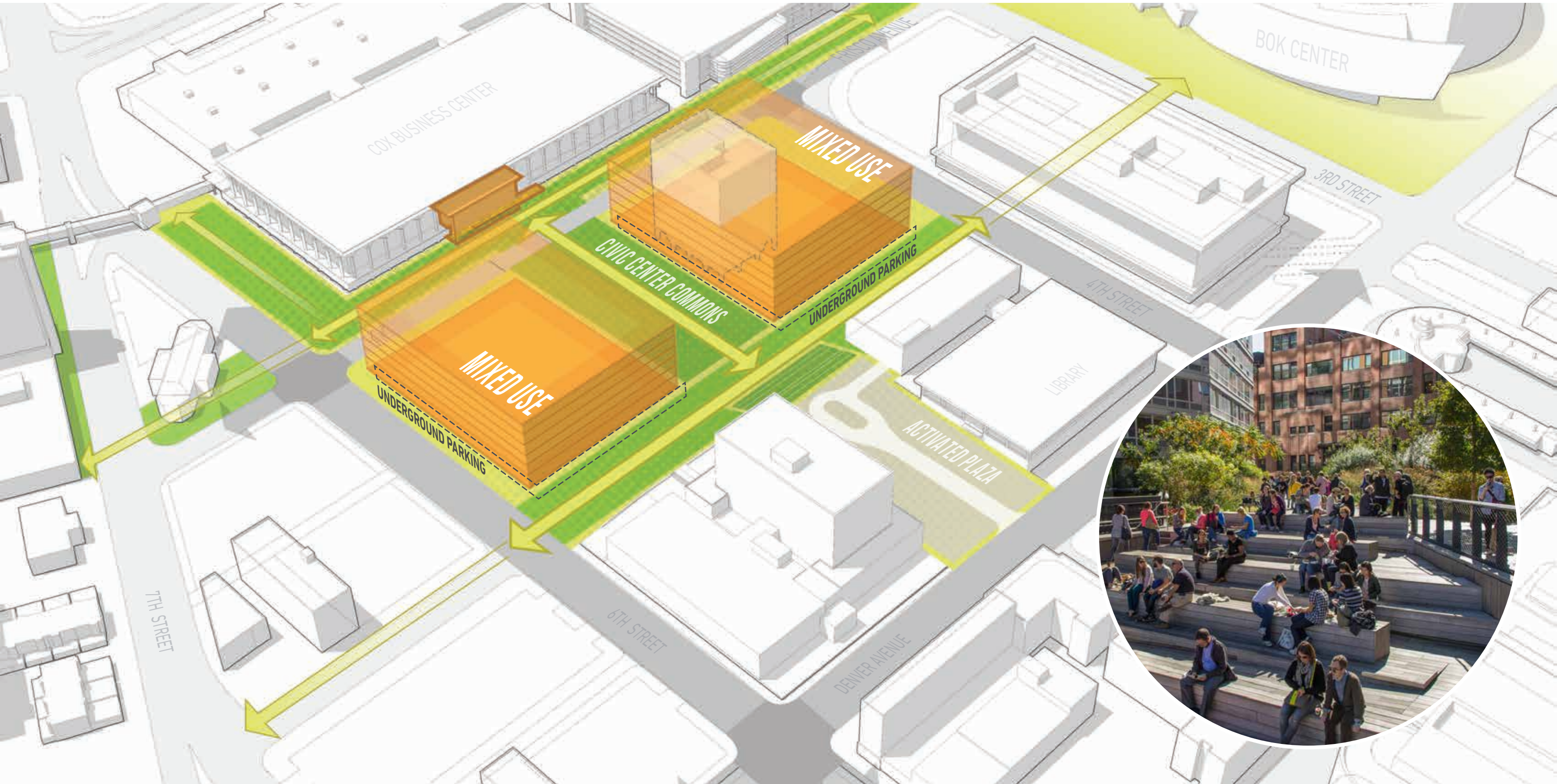
CIVIC CENTER PLAZA | EXISTING CONDITIONS



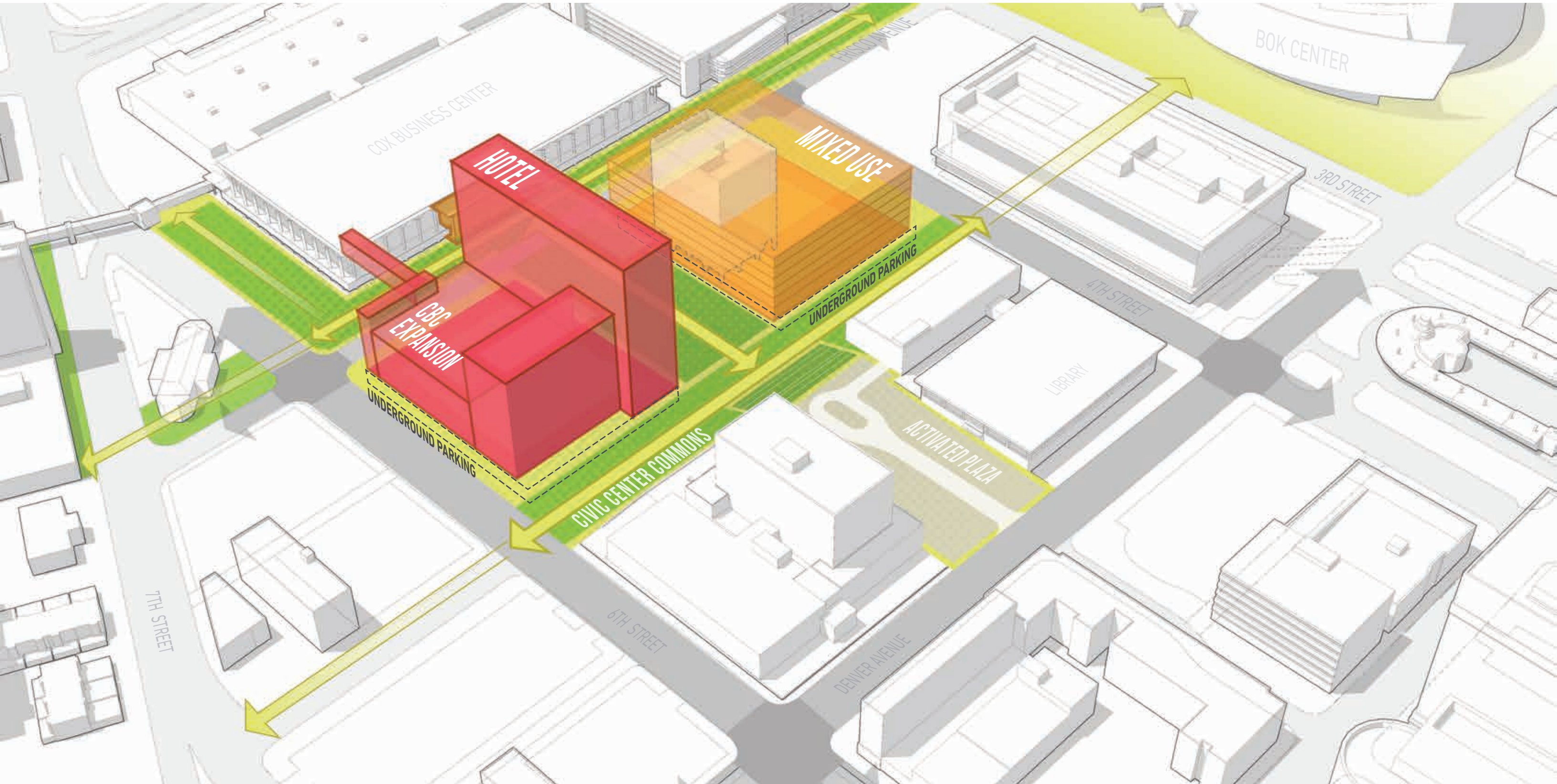
CIVIC CENTER PLAZA | SHORT-TERM IMPROVEMENTS



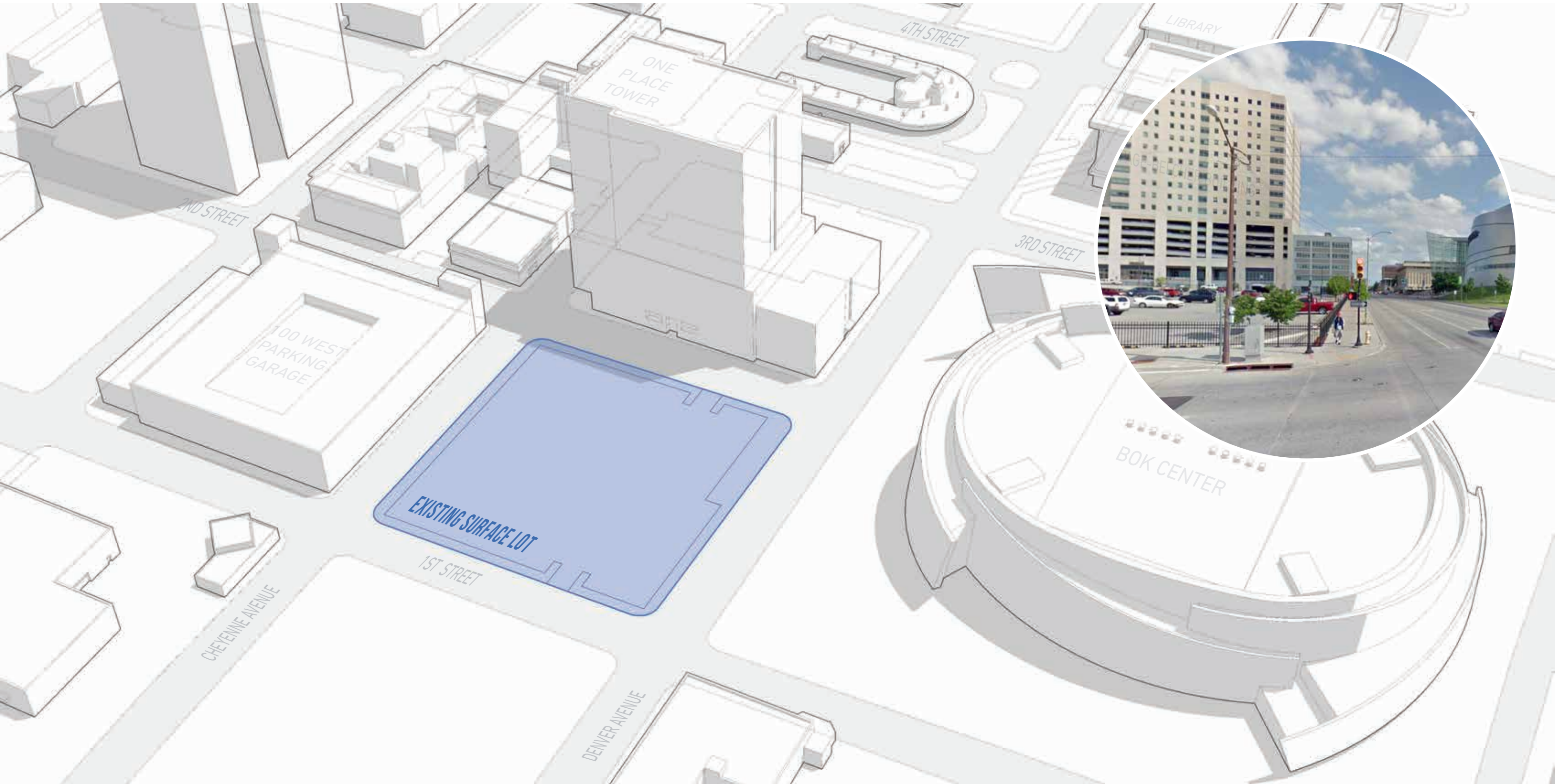
CIVIC CENTER PLAZA | LONG-TERM IMPROVEMENTS: OPTION 1



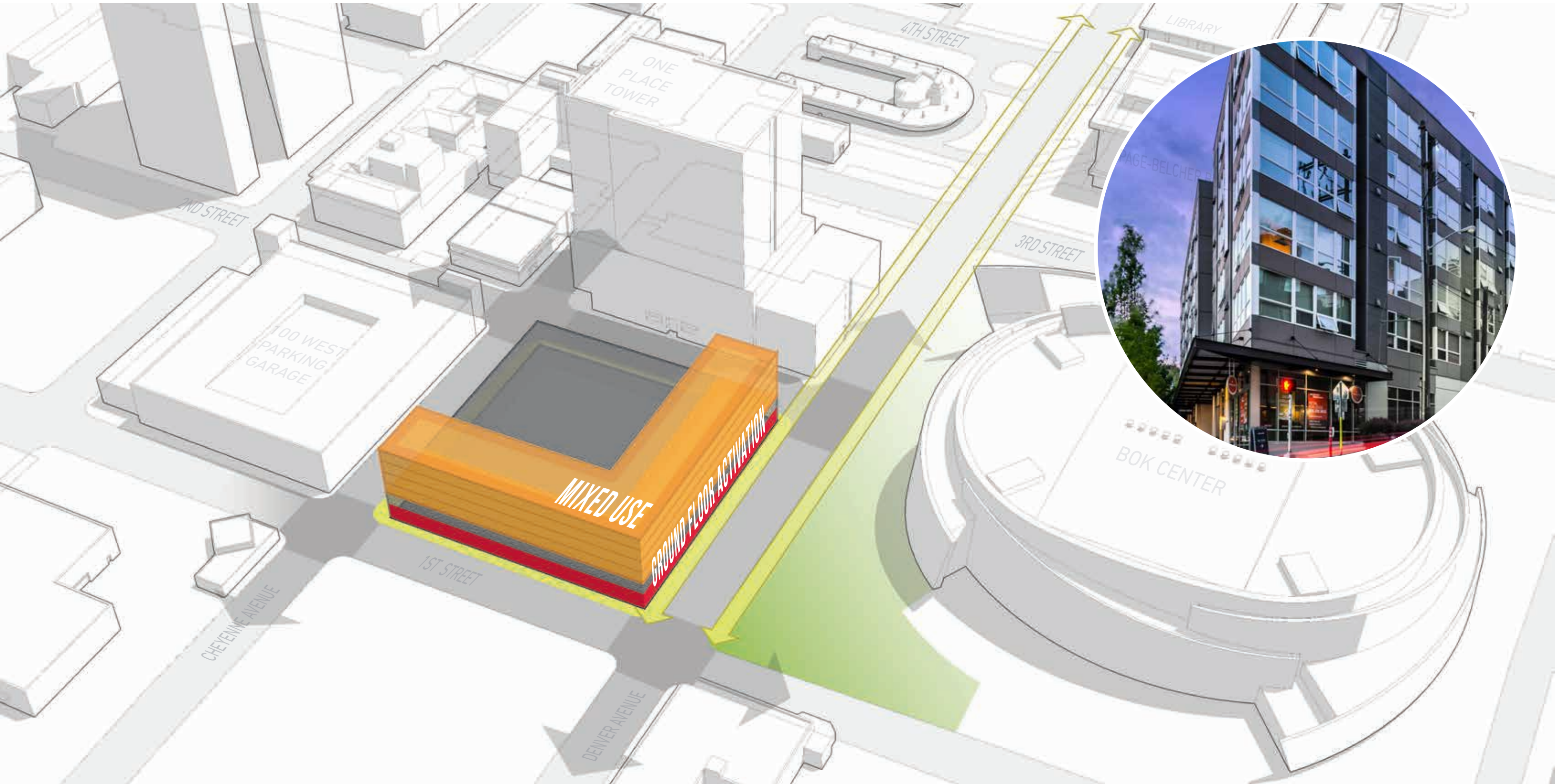
CIVIC CENTER PLAZA | LONG-TERM IMPROVEMENTS: OPTION 2



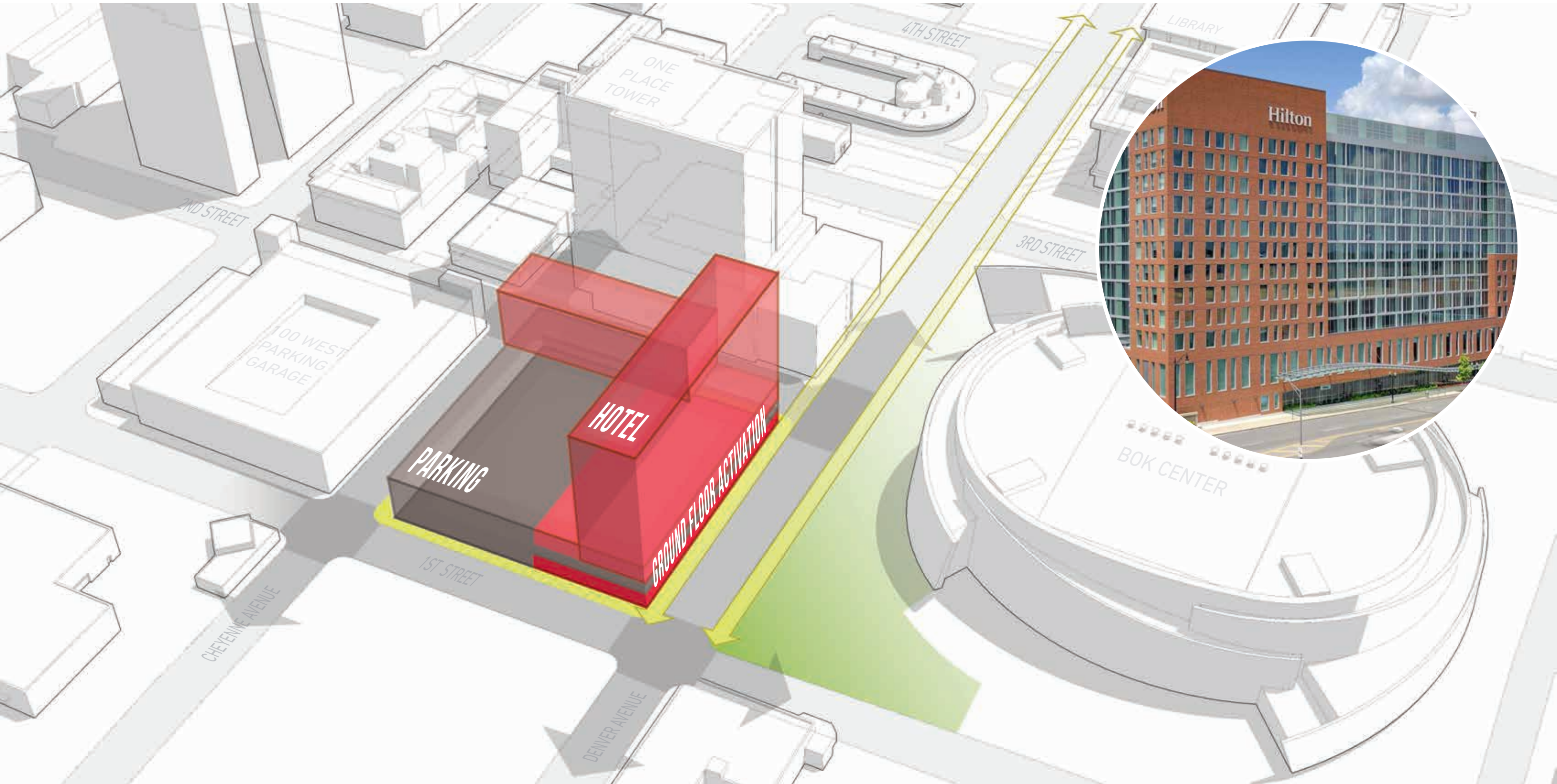
BANK OF OKLAHOMA LOT | EXISTING CONDITIONS



BANK OF OKLAHOMA LOT | OPTION 1: MIXED-USE INFILL



BANK OF OKLAHOMA LOT | OPTION 2: FULL-SERVICE HOTEL



SHORT TERM ACTIVATION

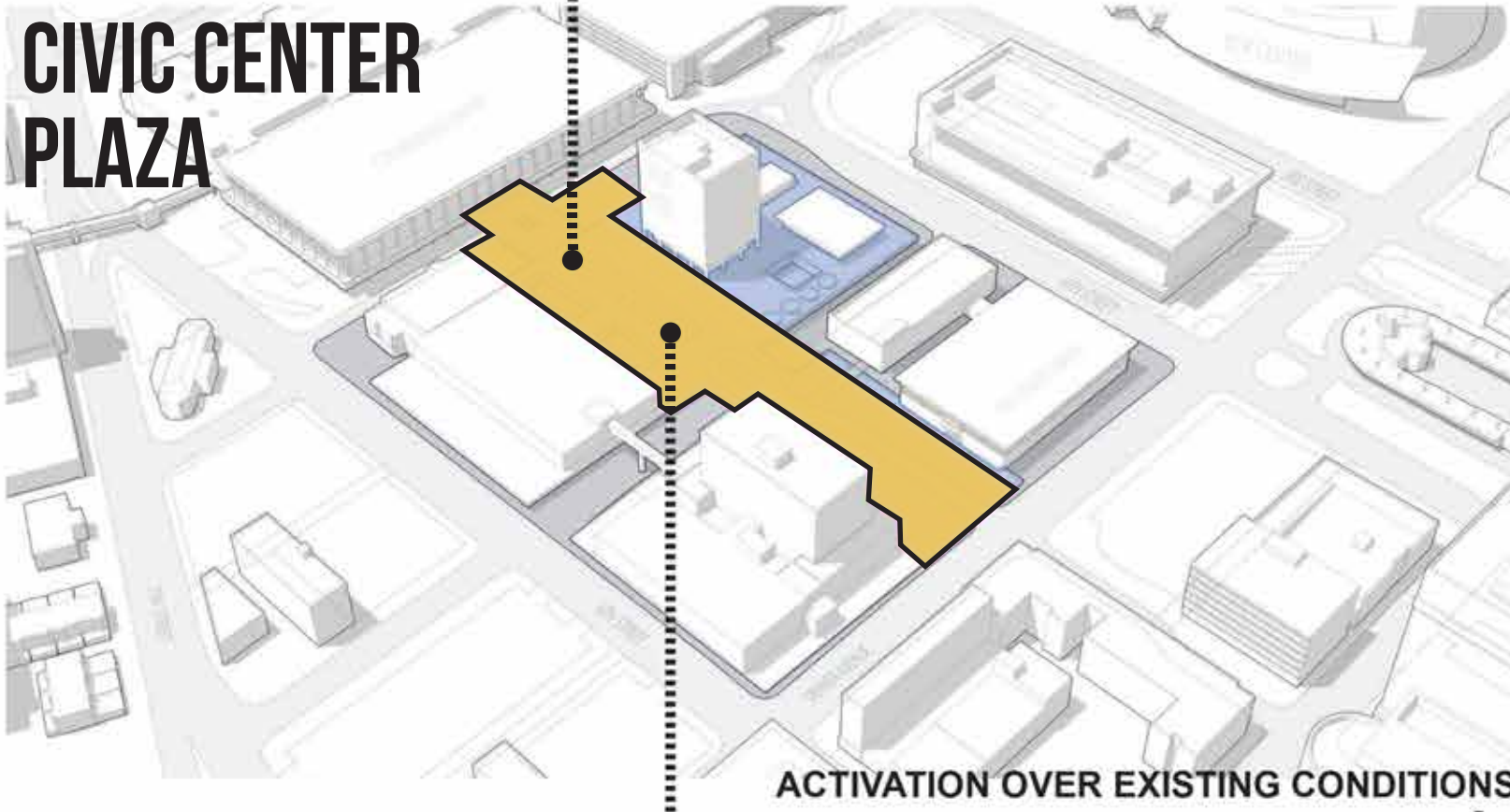


POP-UP RETAIL WITHIN EXISTING PARKING STRUCTURE



QUICK ACTIVATION OF CIVIC PLAZA

CIVIC CENTER PLAZA

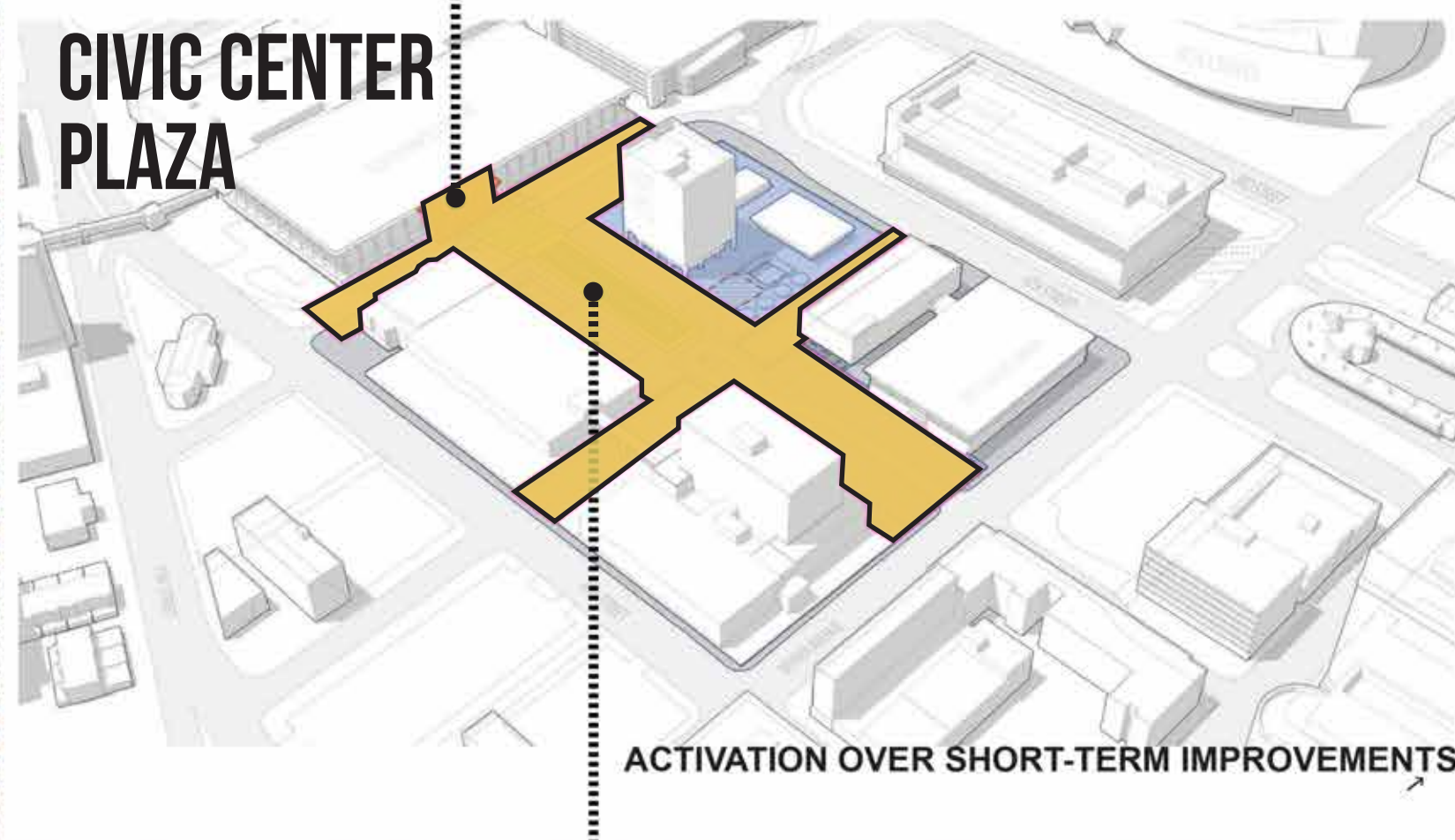




PROGRAMMING ALONG CBC PLAZA



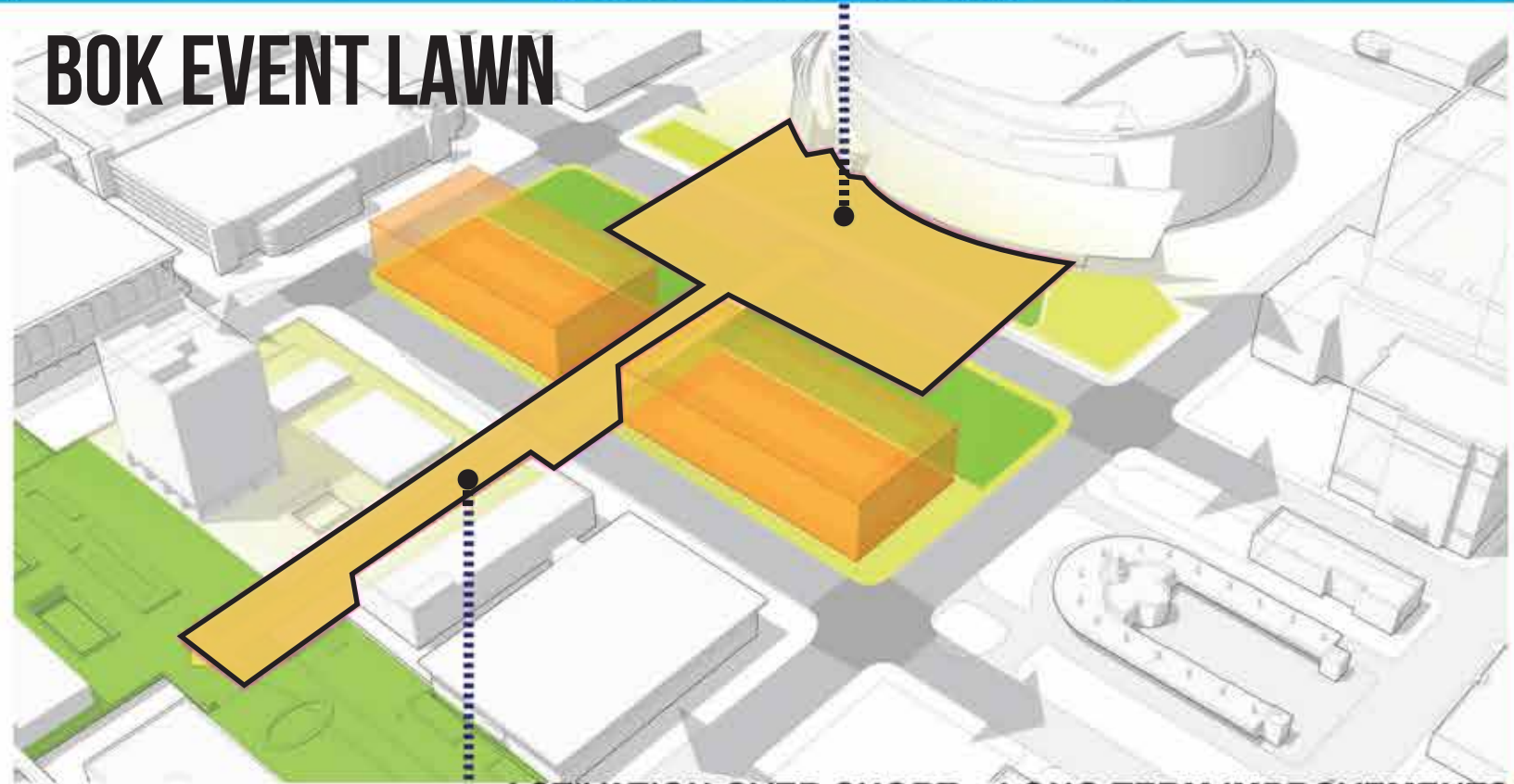
SEASONAL ACTIVATION + PROGRAMMING



CIVIC CENTER PLAZA

ACTIVATION OVER SHORT-TERM IMPROVEMENTS





ACTIVATION OVER SHORT + LONG TERM IMPROVEMENTS



NEXT STEPS

NEXT STEPS

AUGUST

MKSK Consultant Team synthesizes input & create preferred concept and recommendations

SEPTEMBER

Final Steering Committee Meeting
+ Public Workshop:
Date & Location TBD



TELL US WHAT YOU THINK

1

STREETS & CONNECTIVITY

1 | STREETS & CONNECTIVITY

WORK THE END TO THE DISTRICT & THE DISTRICT TO THE END

EXPAND CONNECTIONS TO SURROUNDING NEIGHBORHOODS

EXTEND THE URBAN GRID

STREETS

BUILD STREETS FOR PEOPLE & EMPHATIC THE PEDESTRIAN EXPERIENCE

GENERENE | BUILT & AFTER

3RD STREET'S BEFORE & AFTER

ALL STREETS ARE IMPORTANT

SIGNATURE STREETS

PRIMARY STREETS

SECOND STREET

TELL US WHAT YOU THINK!

1. Would you currently consider walking between the Arena District and Downtown/CBD?
2. Would these improvements make you feel more comfortable walking in the Arena District?
A. Yes (These improvements are needed)
B. Maybe, depending on how they're done
C. No (I don't walk)
D. Not sure
3. What other improvements or connections would enhance transit, mobility and walkability in downtown?

ARENA DISTRICT COMMUNITY VISIONING WORKSHOP 2 | STREETS & CONNECTIVITY

2

CATALYTIC OPPORTUNITY SITES

2 | CATALYTIC OPPORTUNITY SITES

MARKET ANALYSIS

FRAMEWORK & URBAN DESIGN

CATALYTIC INVESTMENT AREA & OPTIONS

1 | BANK OF OKLAHOMA LOT

2 | CIVIC CENTER PLAZA

3 | PAUL BELLSCHER BUILDING

TELL US WHAT YOU THINK!

1. Would this mixed-use environment encourage you to spend more time in this District? Why or why not?
2. Do you think these improvements would make people consider living in this District?
3. Do you see the value in concentrating in this core area as an initial investment? Why or why not?

ARENA DISTRICT COMMUNITY VISIONING WORKSHOP 2 | CATALYTIC OPPORTUNITY SITES

3

PUBLIC SPACES

3 | PUBLIC SPACES

PUBLIC SPACES CAN CREATE CATALYTIC CHANGE

"A HIGHLY AMENITIZED ENVIRONMENT WILL BE NEEDED TO CAPTURE AND INDUCE DEMAND"

WHY DO WE NEED TO INVEST IN THE PUBLIC REALITY?

CREATE CATALYTIC, FLEXIBLE, & ATTRACTIVE SPACES FOR PEOPLE

SHORT TERM ACTIVATION TO PROMOTE FUTURE BUILD-OUT BY MASTER PLAN

CIVIC CENTER PLAZA & SHORT TERM ACTIVATION

ACTIVATION/SHORT TERM IMPROVEMENTS

ACTIVATION/SHORT TERM IMPROVEMENTS

TELL US WHAT YOU THINK!

1. What public space improvements would you like to see happen in this District? (Check all that apply.)
A. Activated public space
B. More green space
C. More seating
D. More lighting
E. More signage
F. More trees
G. More art
H. More water features
I. More shade
J. Other (Please Specify)
2. What activities/services would draw people to this area? (Check all that apply.)
A. Retail
B. Dining
C. Entertainment
D. Community & Social Events
E. Office
F. Cultural
G. Health & Wellness
H. Other (Please Specify)

ARENA DISTRICT COMMUNITY VISIONING WORKSHOP 2 | PUBLIC SPACES

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COMMENTS

THANK YOU!

Please visit our website

CityofTulsa.org/Arena District