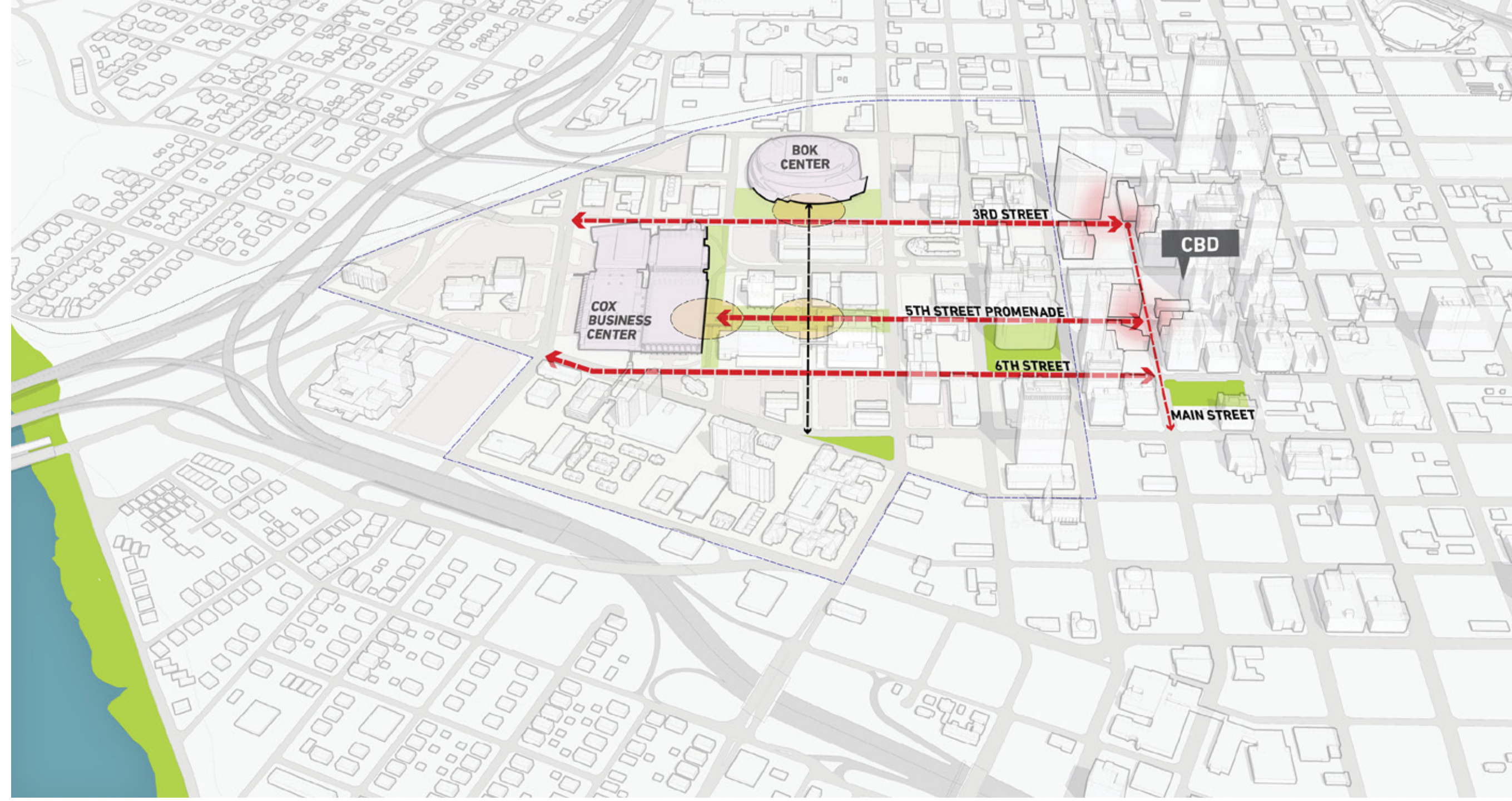
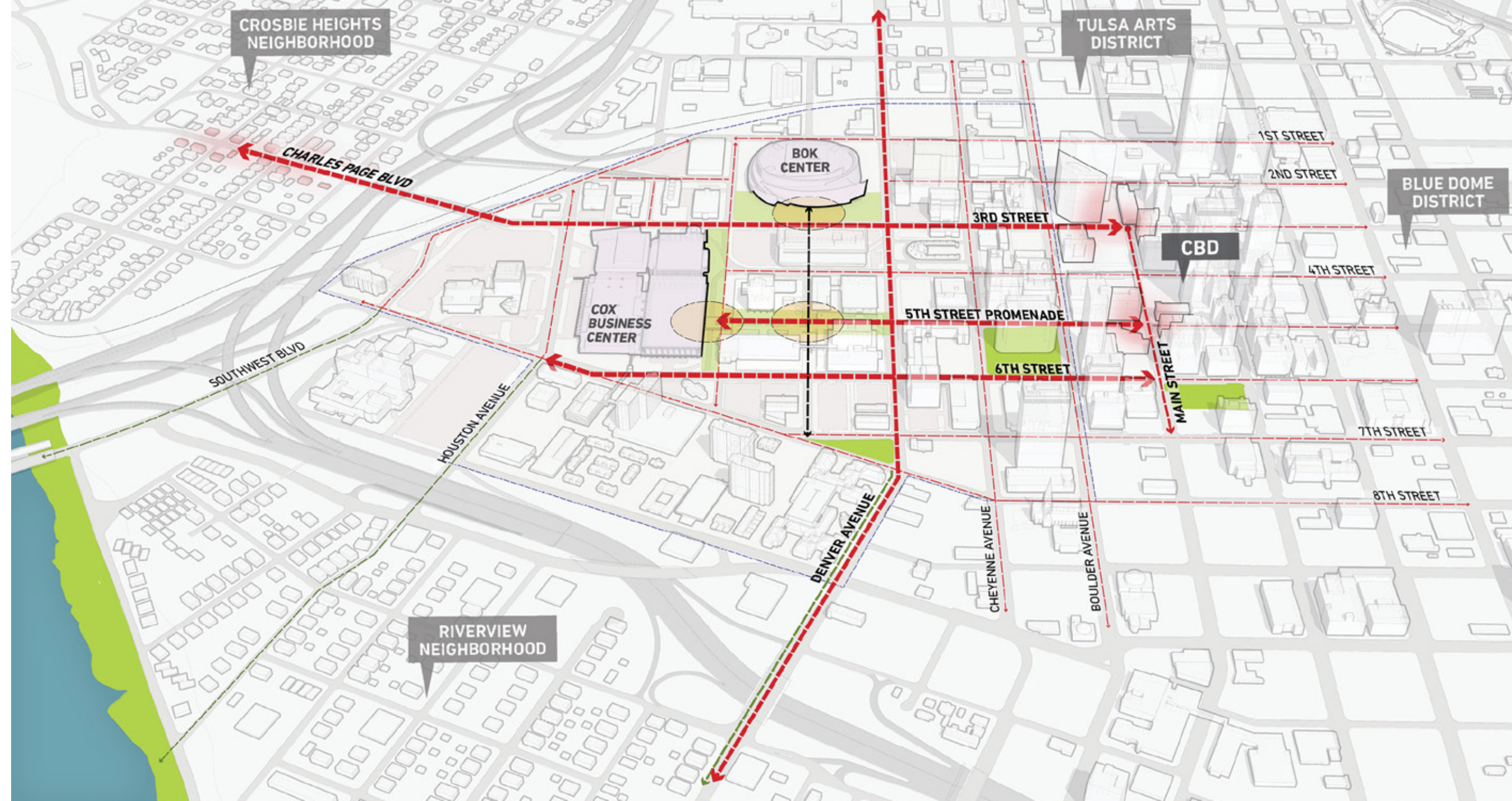


1 | STREETS & CONNECTIVITY

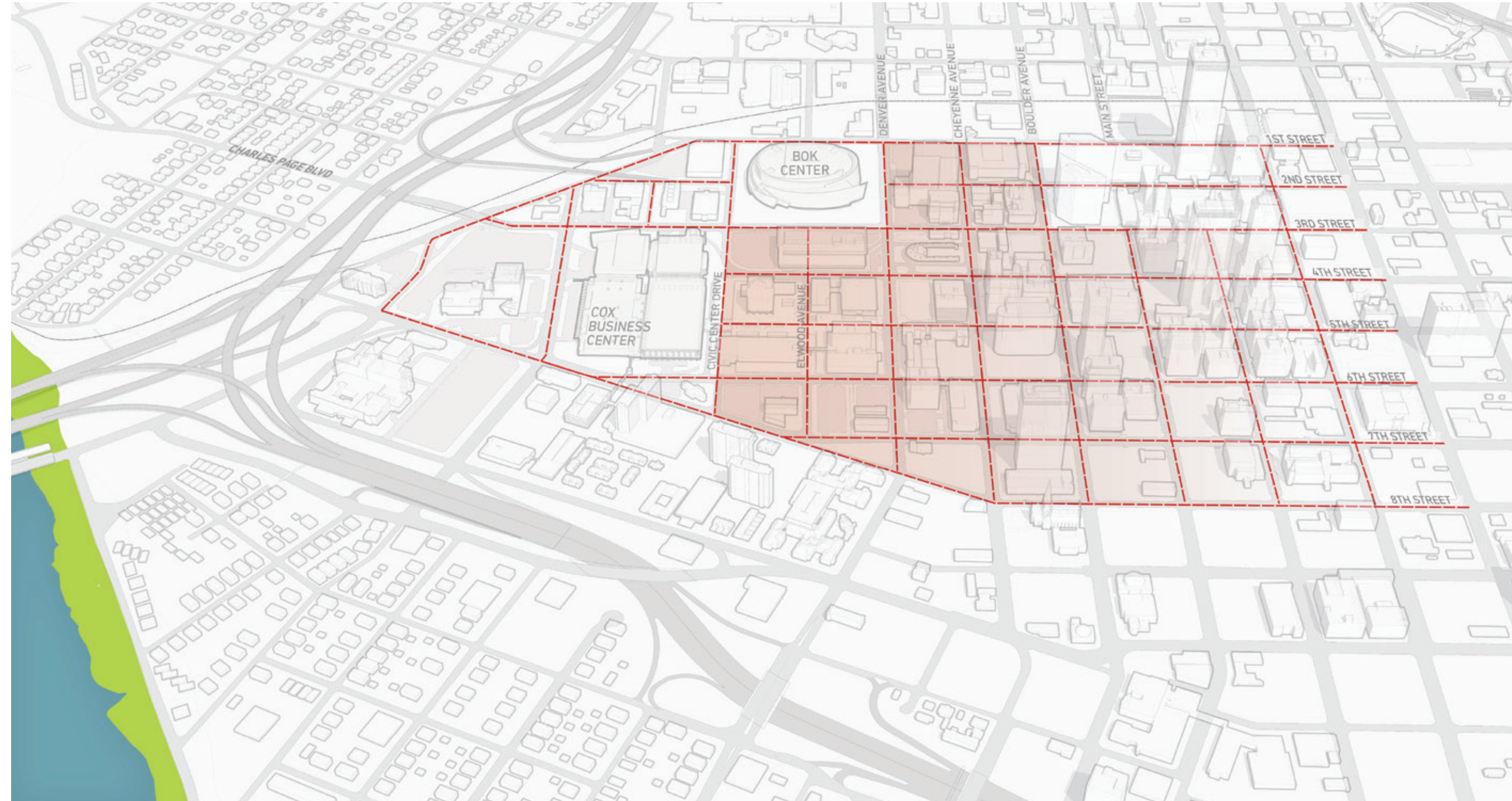
BRING THE CBD TO THE DISTRICT & THE DISTRICT TO THE CBD



EXPAND CONNECTIONS TO SURROUNDING NEIGHBORHOODS



EXTEND THE URBAN GRID



STREETS



Streets for People



Flexible Spaces & Outdoor Seating



Rethink Leftover Spaces



Inviting Pedestrian Zones



Street Trees & Shade Structures



Lighting For Pedestrians

CONNECTIVITY



Cycle Track



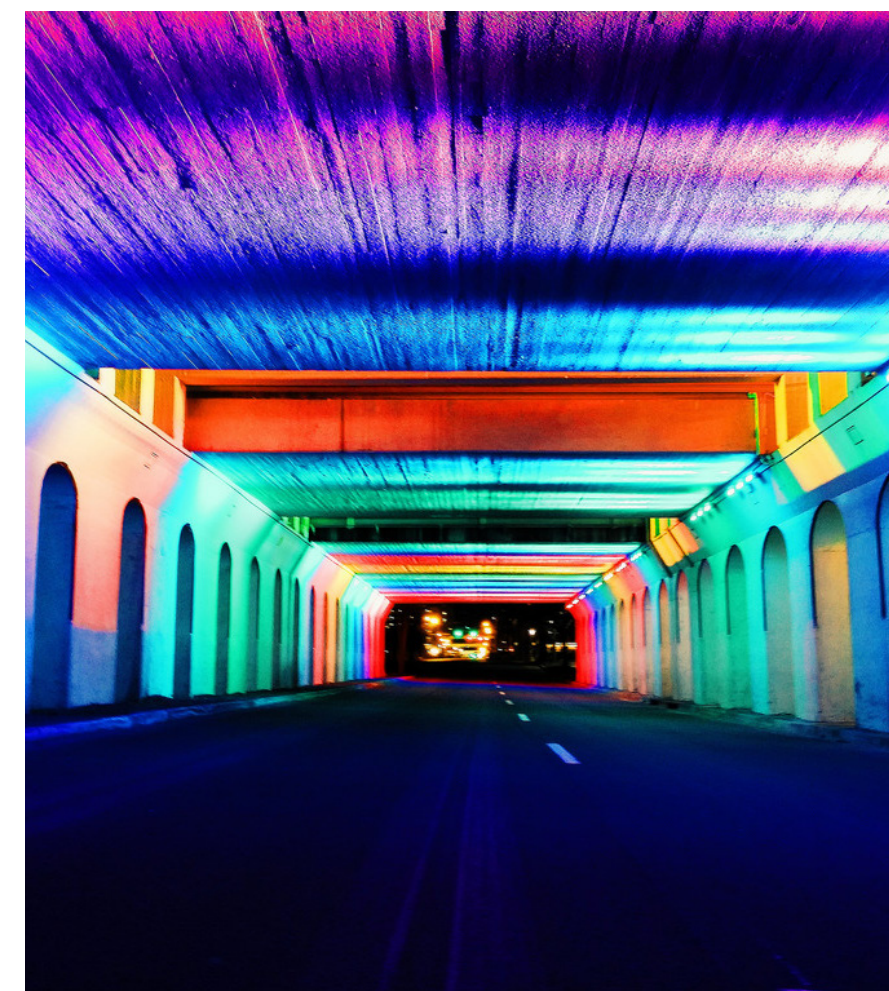
Bike Lanes



Transit & Downtown Circulator



Quality Transit Stops

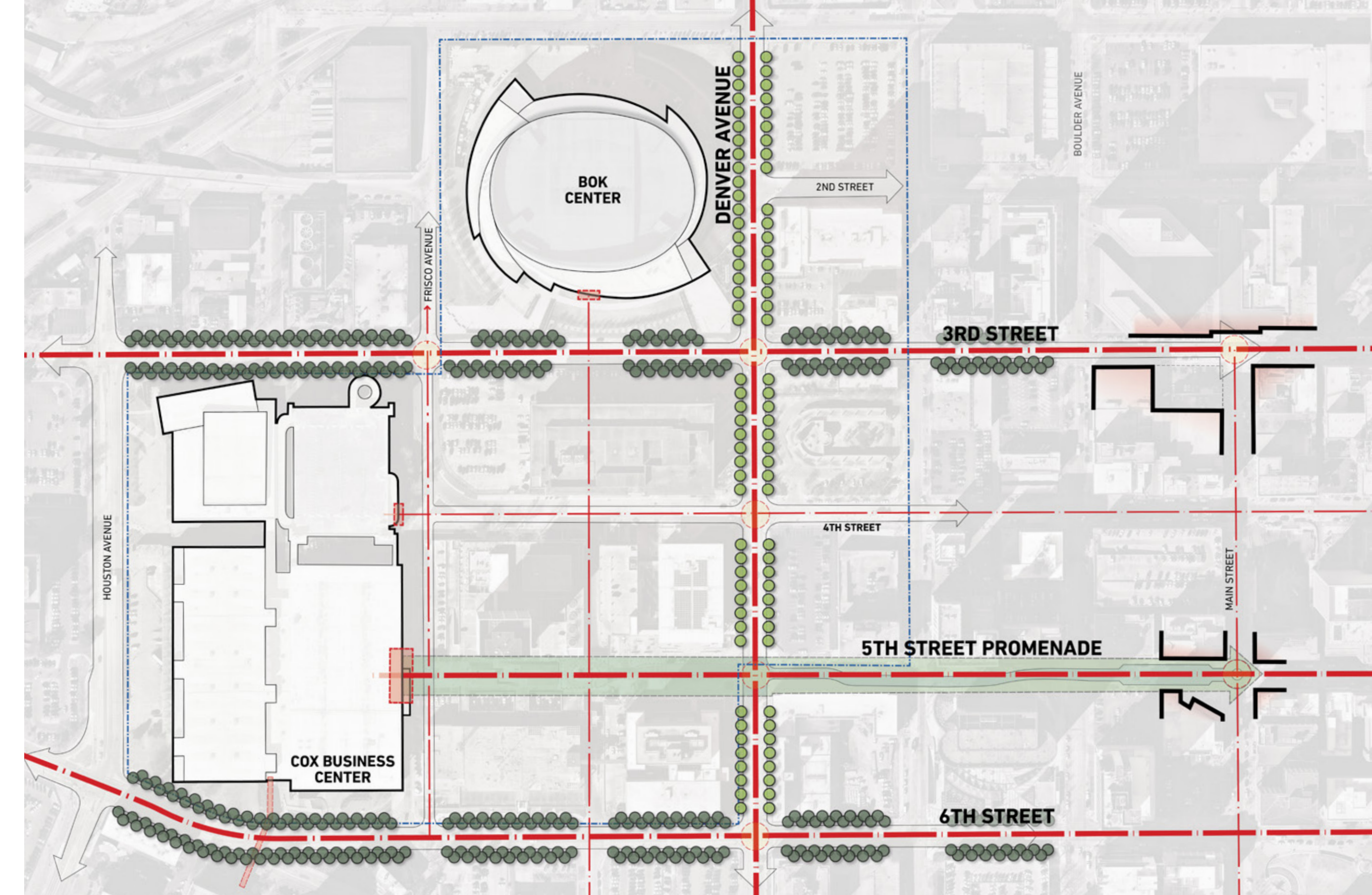


Inviting Underpass

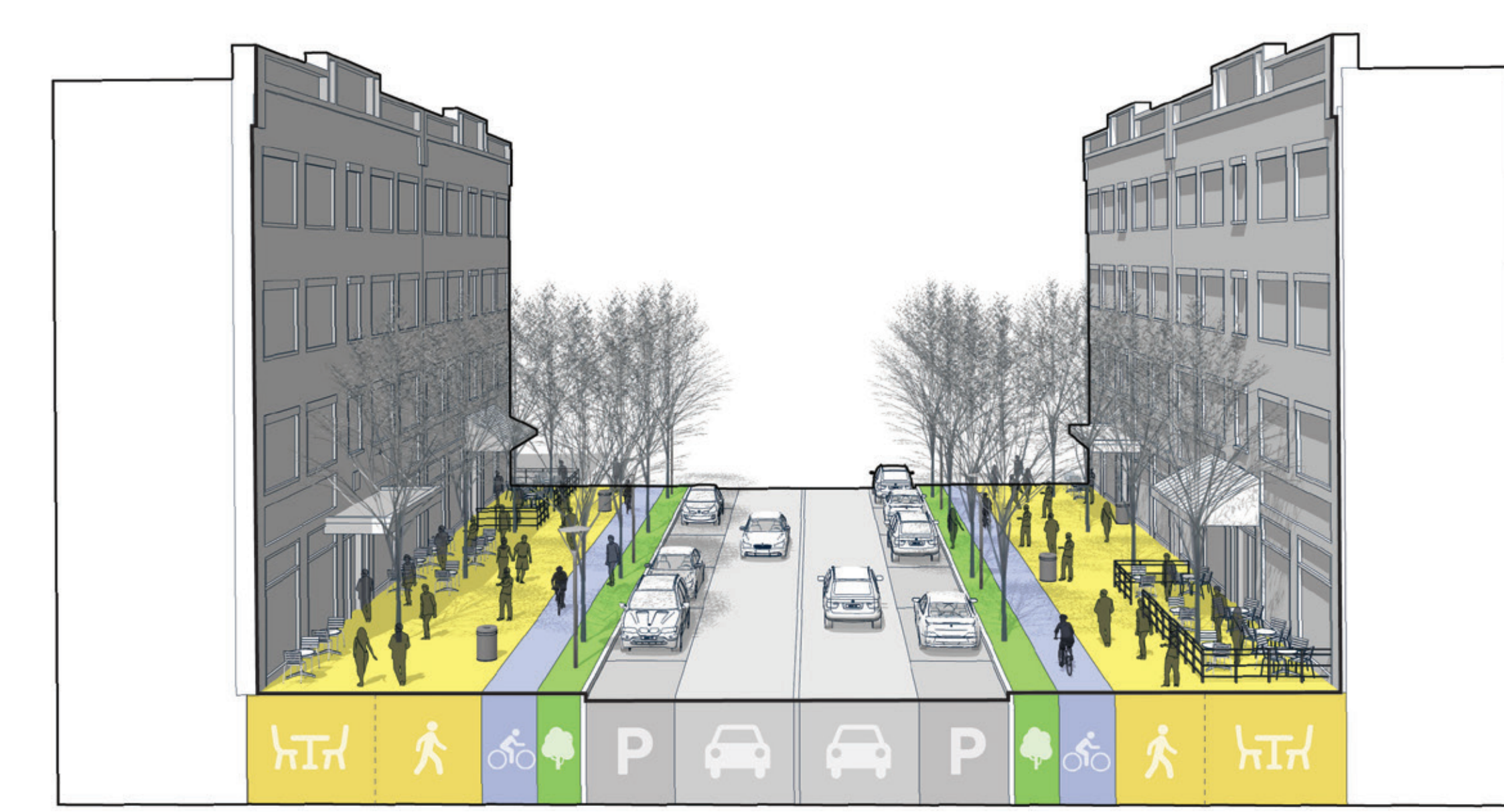


Inviting Overpass

BUILD STREETS FOR PEOPLE & EMPHASIZE THE PEDESTRIAN EXPERIENCE



ALL STREETS ARE IMPORTANT



SIGNATURE STREETS

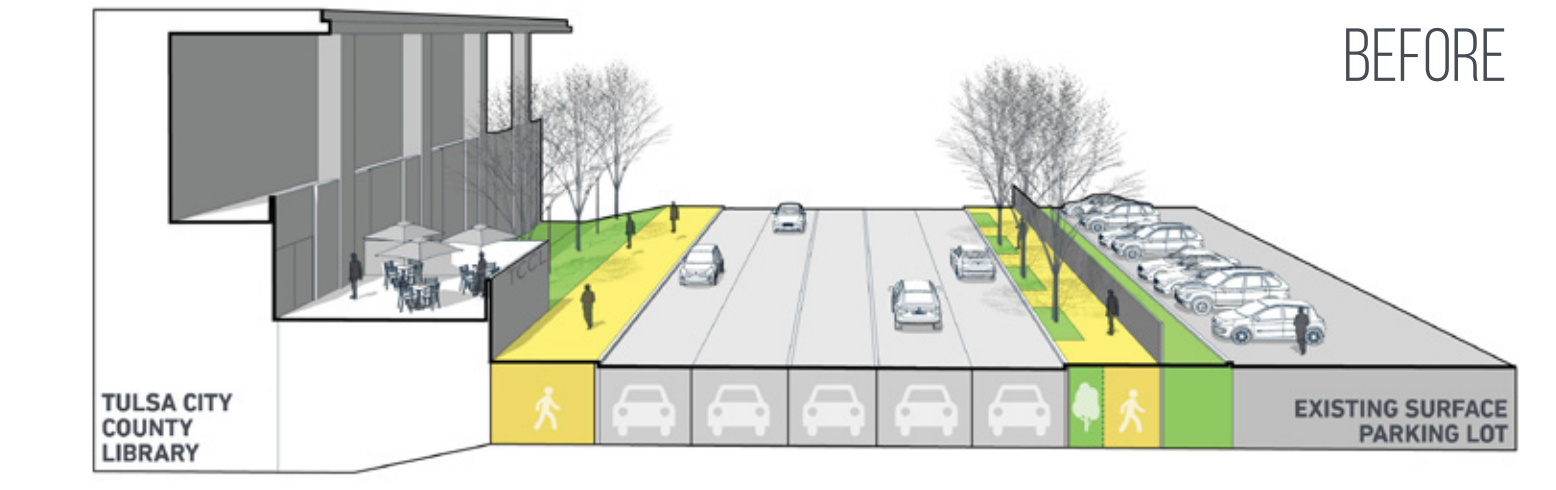


PRIMARY STREETS



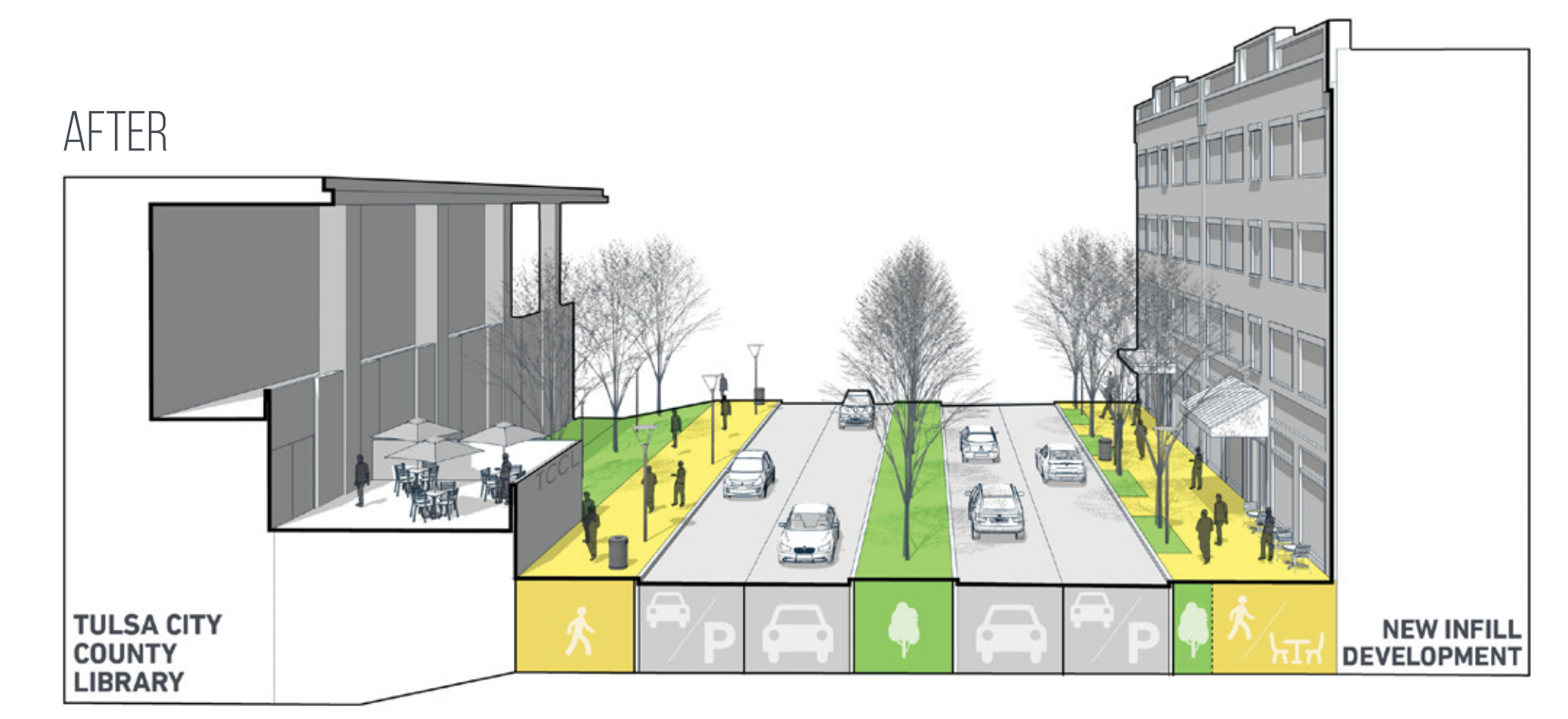
BOULEVARD STREETS

DENVER AVENUE | BEFORE & AFTER



BEFORE

AFTER

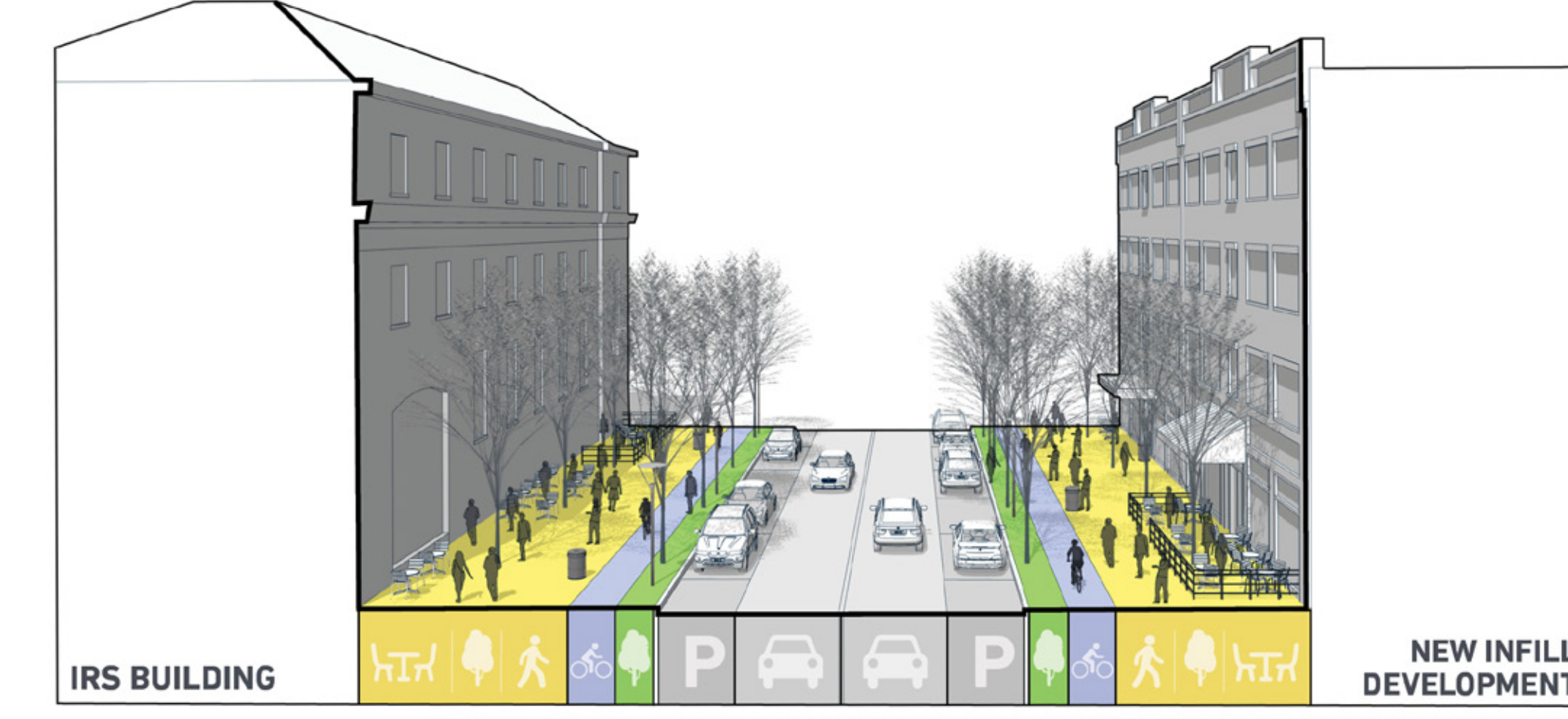


3RD STREET | BEFORE & AFTER



BEFORE

AFTER



TELL US WHAT YOU THINK!

- Would you currently consider walking between the Arena District and Downtown/CBD?
- Would these improvements make you feel more comfortable walking in the Arena District?
 - A Yes! These improvements are needed
 - B Maybe, depending on how safe it feels
 - C Probably not (Please Explain)
- What other improvements or connections would enhance transit, bikability and walkability in downtown?

2 | CATALYTIC OPPORTUNITY SITES

MARKET ANALYSIS

RESIDENTIAL

THE TULSA MSA IS EXPECTED TO GROW BY 11% BETWEEN 2018 - 2030. DOWNTOWN IS POSITIONED TO GROW BY MORE THAN 11%, HIGHLIGHTING A POTENTIAL INFLECTION POINT IN ITS TRAJECTORY.

+110K
Projected increase in population in Tulsa MSA (2018-2030)

450
Projected new Downtown residents based on Downtown capturing a consistent share of MSA population

985
Residential units in the pipeline

1,477
Projected new Downtown residents*

COMMERCIAL

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.

GreenArch (2019) 60K SF

The Hartford Building (2018) 74K SF

Development of Block 44 (2019) 100K SF

Santa Fe Square (2021) 100K SF

HOTEL

TEN HOTELS CONTAINING NEARLY 1,850 ROOMS ARE LOCATED IN DOWNTOWN TULSA, WITH 40% OF THESE ROOMS COMING ONLINE OVER THE PAST 10 YEARS.

THE CONVENTION CENTER EXPANSION STUDY RECOMMENDED:

Consider the creation of a "campus" setting with development of retail, restaurants, green space, and nightlife to the area surrounding the CBC. The campus setting is attractive to planners and attendees and encourages travel by family members to the destination.

Consider as part of current master planning efforts, constructing an additional hotel (with sufficient rooms under one roof) within walking distance to the CBC. This would address the results of the lost business analysis which indicate that 19% of planners who did not select the CBC cited insufficient hotel rooms as the primary reason.

RETAIL

THERE IS 116,000 SQUARE FEET OF RETAIL DEMANDED FOR CONVENIENCE GOODS AND FOOD AND BEVERAGE ESTABLISHMENTS IN DOWNTOWN TULSA, WITH FOOD AND BEVERAGE MOST NEEDED IN THE ARENA DISTRICT.

	Unmet Spending	Sales PSF	Maximum SF Supported	Minimum Size Demanded	Adjusted Maximum SF Supported
Convenience Goods	\$33,470,000	\$350	96,000	3,000	96,000
Grocery	\$6,740,000	\$500	13,000	30,000	0
Food & Beverage	\$10,230,000	\$500	20,000	5,000	20,000
Comparison Goods	\$5,990,000	\$500	12,000	50,000	0
Total, All Retail	\$56,430,000		141,000		116,000

OVERALL IMPLICATIONS FOR THE DISTRICT

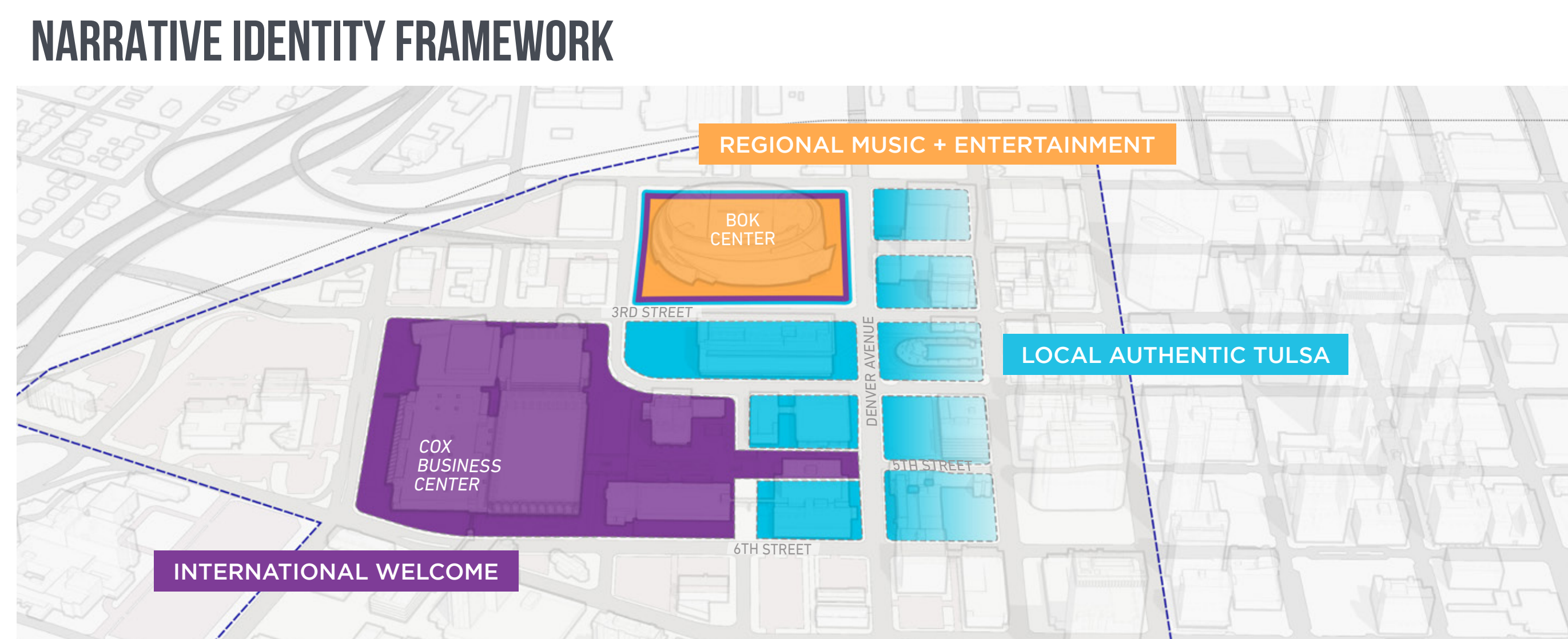
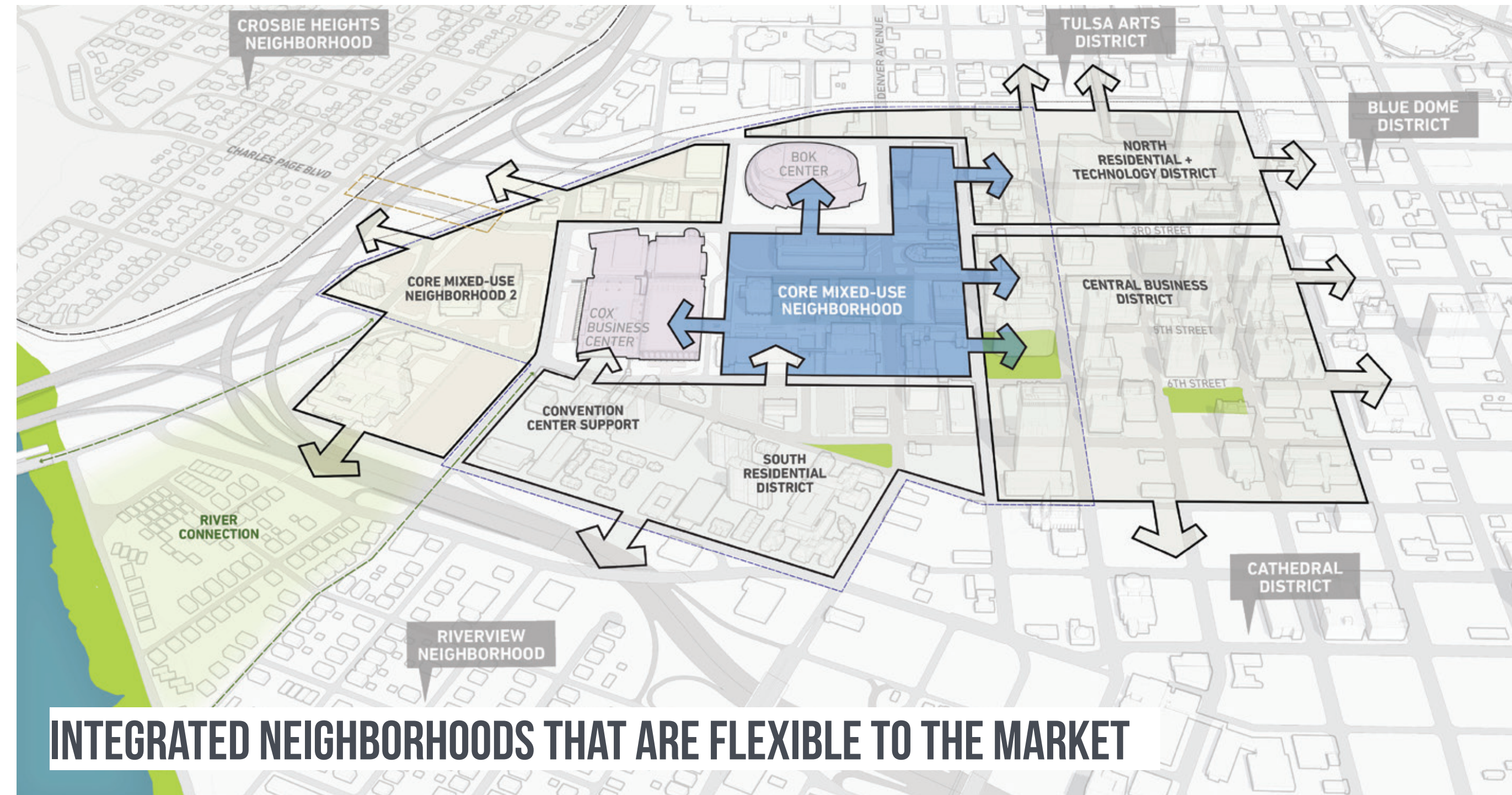
A highly amenitized environment will be needed to capture and induce demand.

Subsidy will be necessary to advance most, if not all, product types in the near term.

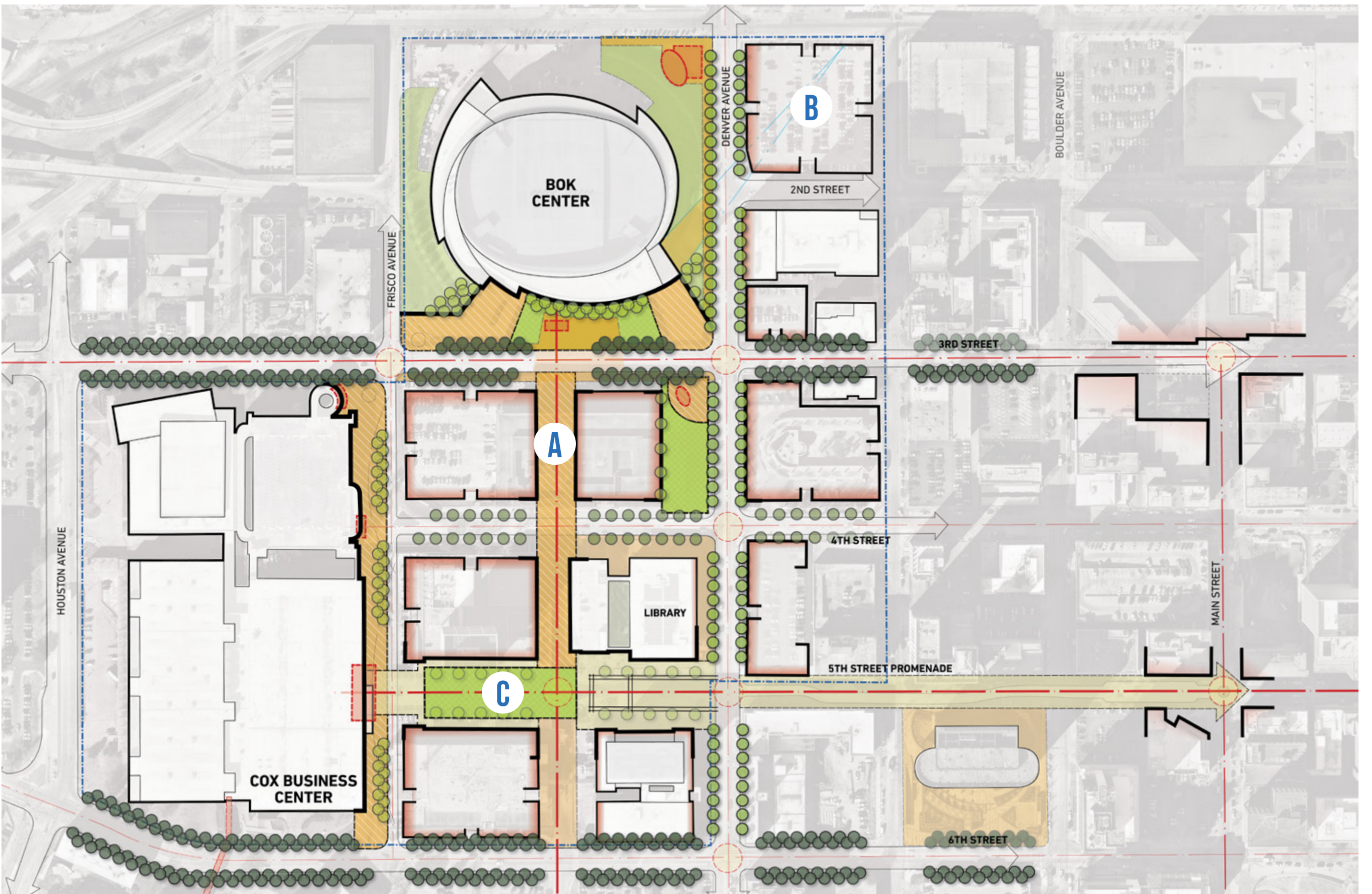
Concentrate investment to achieve critical mass in a dispersed environment.

Focus investment on locations that strengthen connections to existing amenities to maximize impact.

FRAMEWORK & URBAN DESIGN



CATALYTIC INVESTMENT AREA & OPTIONS



A | PAGE-BELCHER BUILDING

EXISTING CONDITIONS

OPTION 1: ADAPTIVE-REUSE + MIXED-USE

OPTION 2: MIXED-USE + PARK

OPTION 3: MIXED-USE + PARK

OPTION 4: CBC EXPANSION + FULL-SERVICE HOTEL

B | BANK OF OKLAHOMA LOT

EXISTING CONDITIONS

OPTION 1: MIXED-USE INFILL

OPTION 2: FULL-SERVICE HOTEL

C | CIVIC CENTER PLAZA

EXISTING CONDITIONS

SHORT-TERM IMPROVEMENTS

LONG-TERM IMPROVEMENTS: OPTION 1

LONG-TERM IMPROVEMENTS: OPTION 2

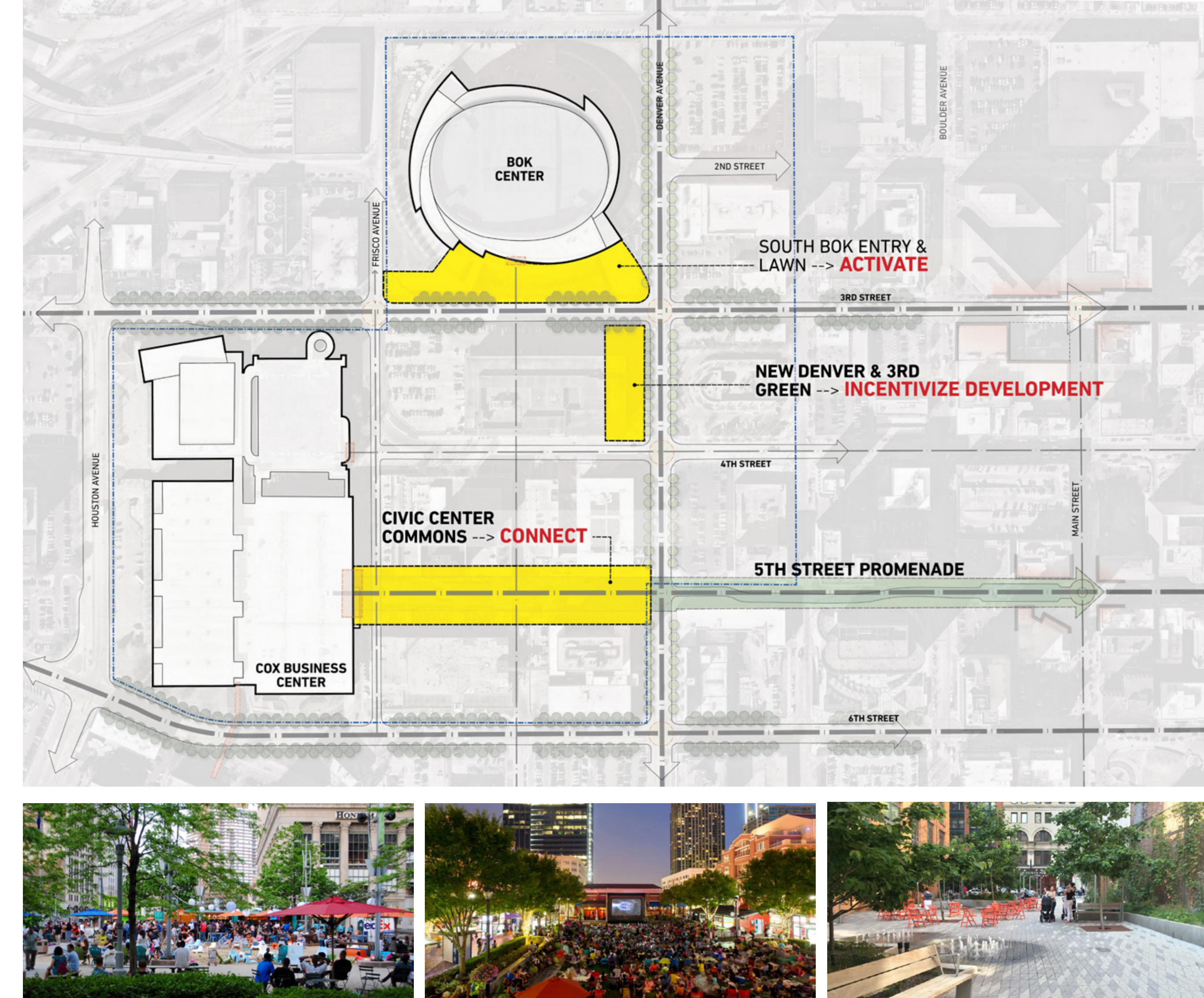
TELL US WHAT YOU THINK!

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

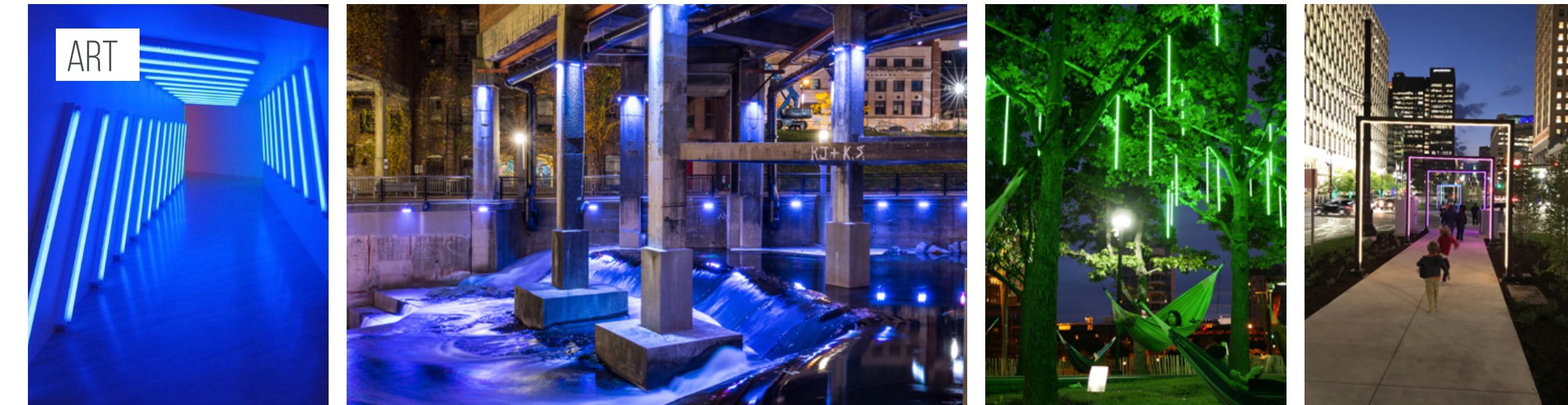
3 | PUBLIC SPACES



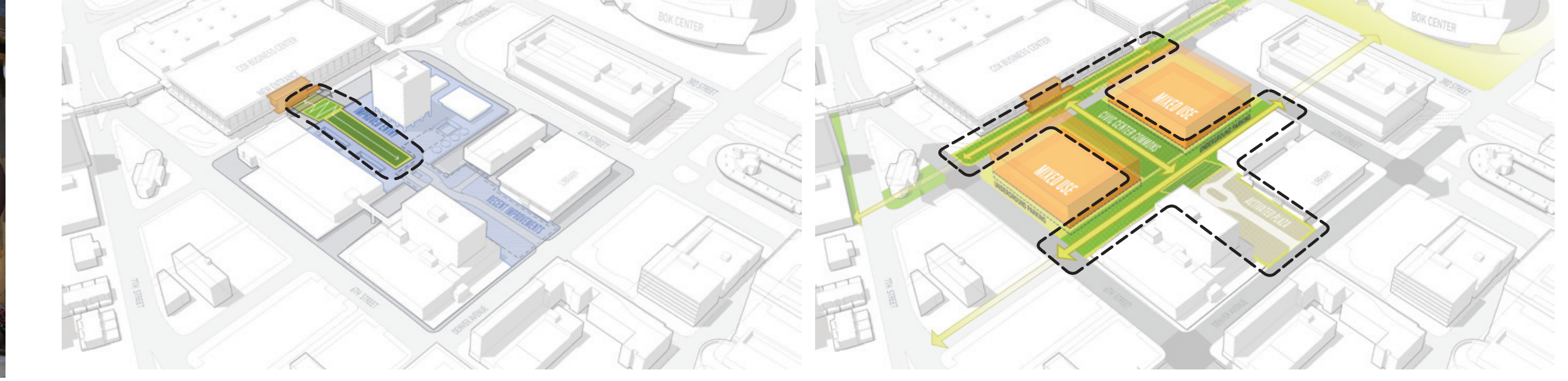
TYPES OF CATALYTIC CIVIC SPACES



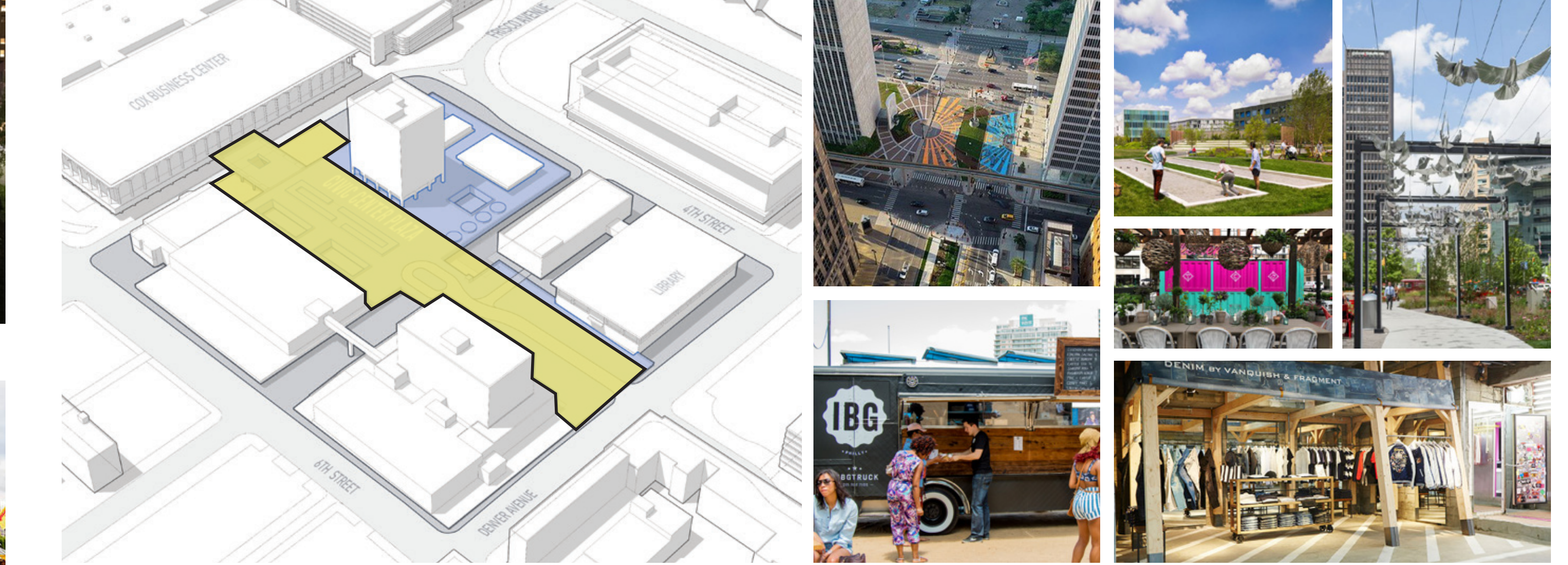
SHORT TERM ACTIVATION TO PROMOTE FUTURE BUILD-OUT OF MASTER PLAN



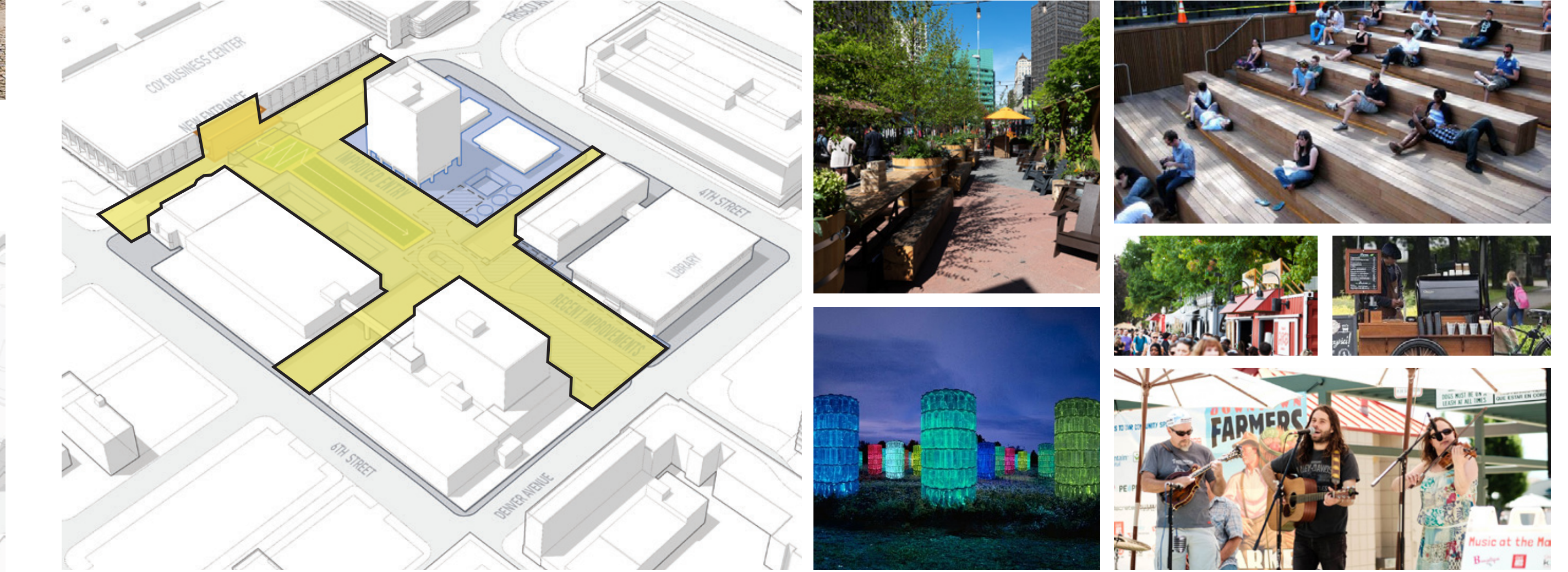
CIVIC CENTER PLAZA | SHORT & LONG TERM



ACTIVATION OVER EXISTING CONDITIONS



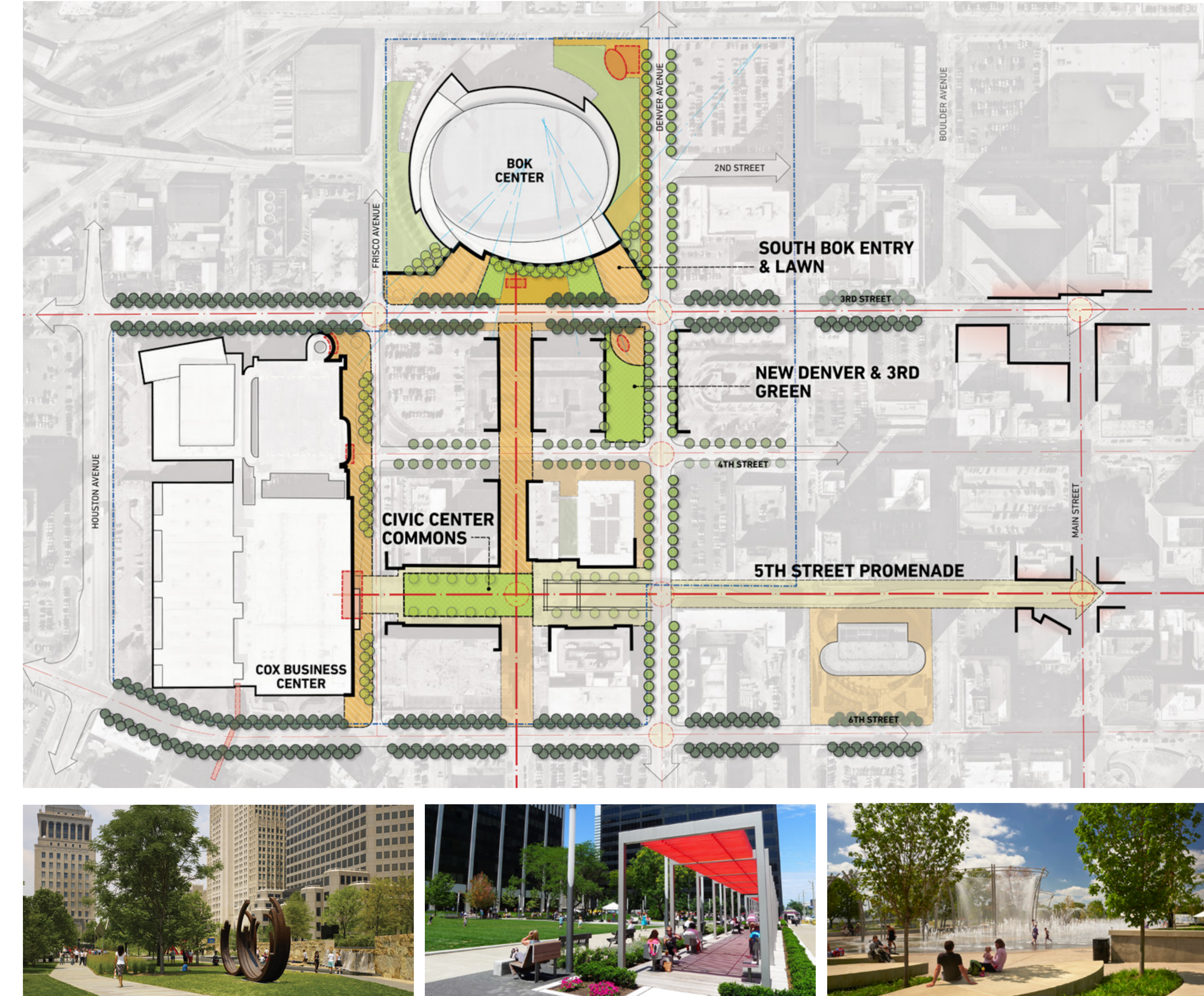
ACTIVATION OVER SHORT TERM IMPROVEMENTS



WHY DO WE NEED TO INVEST IN THE PUBLIC REALM?

<p>75% BUILDINGS 25% PUBLIC REALM</p>	<p>50% BUILDINGS 50% PUBLIC REALM</p>	<p>25% BUILDINGS 75% PUBLIC REALM</p>

CREATE CATALYTIC, FLEXIBLE, & ATTRACTIVE SPACES FOR PEOPLE



PAGE-BELCHER & BOK SITES | SHORT TERM ACTIVATION & LONG TERM IMPROVEMENTS

TELL US WHAT YOU THINK!

- What public space improvements would you like to see happen in this District? (Check all that apply)

A Activated public space around the BOK Center	C New signature park
B Improved Civic Center Plaza	D Linear park streets
	E Other (Please Explain)
- What activities/spaces would draw people to this area? (Check all that apply)

A Farmer's Market	E Social Spaces
B Pop-up Retail	F Activity Area/Playground
C Public Art/Lighting Displays	G Other (Please Explain)
D Programming & Event Space	