

Downtown Tulsa Partnership

Existing Conditions from Planning & Analysis 2010-current

Five recent planning and research efforts designate Downtown as an implementation geography or organizational partner. These recommendations are important to consider when considering tactical projects that can improve the public realm and when updating long range capital plans for Downtown.

Downtown Tulsa Digital Asset Inventory (2023-current)

This effort is currently underway led by Downtown Tulsa Partnership. An engineering consultant has been engaged to conduct a spatial inventory of all items within the right of way in Downtown including light poles, benches, planters, parklets, and trash cans. This inventory will allow DTP to track the maintenance and adequate provision of right of way assets. Anticipated completion date: **September 2023**

Downtown Tulsa Housing Market Update (2022)

This analysis completed in December 2022 serves as an updated housing demand study from the 2019 Downtown and surrounding neighborhoods study referenced above. This study incorporated trends in the Downtown housing market over the past three years and provided a projected demand for housing units by typology and affordability for a 10-year period.

2022 Updated Project future downtown demand for housing:

- Downtown Residential unit demand projected 2023-2033: 2,500 – 3,300
 - Rental Unit Demand of total: 2,050 -2,700
 - Owner Unit Demand of total: 450-600
- Of total, affordability breakdown by rental demand:
 - >30% AMI Subsidized Housing: 450-600 Households
 - 30-60% AMI Low-Income Housing: 300-420 Households
 - 60-80% AMI Affordable Housing: 160-210 Households
 - 80-120% AMI Workforce Housing: 340-420 Households
 - 120-150% AMI Moderate Housing: 200-265 Households
 - >150% AMI Upscale & Luxury Housing: 580-780 Households

This demand study is a significant analysis for future housing investment decisions in Downtown and should be reflected in future planning efforts.

[The Tulsa Mobility Innovation Strategy \(2022\)](#)

Funded through a 2019 Sales Tax initiative, the Mobility Innovation Strategy is a policy and technical action plan that aims to lower barriers for deploying emerging transportation technologies in the city to better connect Tulsans to jobs, health care, education, healthy foods, recreation and each other¹. The Downtown area and Downtown Tulsa Partnership is identified as an implementing partner or geography in a range of recommendations that vary from specific initiatives to broad policy advocacy objectives.

¹ University of Tulsa, *Tulsa launches Mobility Innovation Strategy; TU to sponsor competition*, March 2022

Future planning for both capital investments and programming in Downtown should incorporate the following downtown-relative topics from the 2022 Strategy:

- A1. Implement East-West BRT service
- A5. Expand shared mobility and micro mobility
- A6. Mobility hubs at transit hubs with EV shuttle and micro mobility connections
- A9. Expand Micromobility
- A10. Initiate automated delivery pilots
- A14. Transportation Demand Management
- A16. Investment Strategy Prioritizing transit, bicycle and pedestrians (demand-induced parking fees)
- A17. Land Use; Densification in Downtown
- A18. Curb Management; “digitizing” the curb – mapping and management pilots
- BS3: Expand Parklet and Curbside Lane Permitting Programs to Incentivize Walkable Streetscapes
- B8: Include DTP in regional working group/task force to plan, fund and evaluate AV Pilots across modes
 - Downtown a candidate for phase 1 pilots
- B10: Downtown Mobility Lab & Program of Pilots
 - The Downtown Tulsa Partnership is positioned to coordinate partners and funding streams to pilot solutions, including micromobility hubs, AVs, and curbside management solutions that meet economic and mobility needs in downtown. Using a mobility innovation lab approach combined with modernized procurement processes, Tulsa can make a program of pilots more attractive to private sponsors.
- BS12: Establish a Mobility Innovation Challenge; DTP a candidate as a co-host
- B16: Expand and connect walking and micromobility networks
- B17: Integrate pedestrian safety in Downtown mobility programming
 - Test new safety technologies such as leading pedestrian intervals at signals, passive crossing detectors, adaptive signal timing, in-pavement dynamic lighting, activity counters, interactive wayfinding kiosks, and more. Innovators can test multimodal sensors, connected vehicle technologies, automated taxi deployment, and other solutions
- CS4: Maintain and encourage e-scooter and bike share presence on university campuses and In Downtown
- **Goal 6.1: Bring Innovation to Downtown Streets**
 - D1. Pioneer Digital Assessments of the street, curbside and sidewalks
 - D2. Alleviate curbside congestions with smart zones
 - D3. Pilot micromobility hubs with electric charging capabilities
 - D4. Join with Tulsa transit, campus transportation, and entertainment venues in piloting an AV Shuttle pilot in multiple operating environments
 - D5. Pilot first and last-mile freight delivery
 - D6. Create partnership network to convert campuses and corridors to engines of innovation
 - DS1. Create Public-Private Partnership Structure

- A memorandum of understanding (MOU) between the City of Tulsa, INCOG, and the Downtown Tulsa Partnership would establish the vision and parameters for the Mobility Innovation Lab. The MOU would identify the roles of the partners, identify proposed venues, outline a vetting process for pilots, and delineate a process for monitoring and evaluating selected pilots. The MOU would call out cooperative efforts with proximate economic development efforts, as well as with local partners and universities.
- DS2. Conduct an Environmental Scan of Mobility Innovation Pilot Opportunities
 - As an evolving center for mobility innovation, Tulsa can attract talent and ensure pilot projects remain relevant by conducting a regular scan of emerging transportation technologies and potential pilot deployments available in the industry or deployed elsewhere. Thanks to multiple non-profits and safety advocacy organizations, there is a rapidly growing body of research that a dedicated researcher at the City, INCOG, or the Downtown Tulsa Partnership could summarize for Tulsa's benefit.

[The Downtown and Surrounding Neighborhoods Housing Study and Strategy \(2019\)](#)

This housing study and strategy outlined a ten-year demand and supply scenario for residential units with a focus on Downtown and a handful of surrounding neighborhood areas. While market dynamics have shifted in the past two years, there are still outstanding recommendations relevant to the future planning efforts of Downtown to incorporate in updated long range planning, including:

Projected future downtown demand for housing:

- Residential rental unit demand projected 2020 -2030: Downtown Share: 640-1000 units
- Residential owner-occupied unit demand project 2020-2030: Downtown Share: Downtown Share: 200-345 units

Recommended strategies specifically relevant to Downtown:

- Strategy #3 - Support quality, diverse infill development
- Strategy #4 - Improve the quality and availability of affordable and workforce housing
- Strategy #6- Sustain Downtown development momentum

[The Affordable Housing Strategy \(2019\)](#)

This strategy outlined policy and decision-making guidance for the preservation and proliferation of affordable housing within the City of Tulsa. Goal 5 and its assigned metrics for implementation should be incorporated into future planning efforts for Downtown:

- GOAL 5: The City will align existing and develop new incentives to support affordable housing in new developments.
 - METRICS: 1) Contributions to Affordable Housing Trust Fund 2) Utilization of Affordable Housing Trust Fund 3) TIF policies to include affordable housing development

component 4) Increase in Tax Credits awarded in Tulsa and reduce out-of-state tax credit awards 5) PBV utilization 6) Number of affordable units created.

There are four active plans that guide development and capital project recommendations in the Downtown Tulsa area (within the IDL). The plans are at varied stages of implementation and life cycles, and recommendations range from general guidance and exploration topics to specific project initiatives.

Since tracking implementation of downtown plans, as of 2022, which contains 12 years of planning, the average implementation rate is 60% across plans. Along with the following suggestions for which outstanding recommendations should be included, an emphasis on actionable, specific, and attainable planning aligned with public interest should be deeply considered in future planning in Downtown Tulsa to encourage effective implementation.

Recommendations are divided into suggested items to consider for immediate implementation (public realm action planning), and those that will need to be considered for longer range implementation (long-range planning).

2010 – [Downtown Area Master Plan](#)

Implementation: 12 years; 43% Implemented or In Progress; *57% Not initiated/obsolete*

The Downtown Area Master Plan is a capital investment plan designed to enhance rail, transit, pedestrian and green space infrastructure downtown. Largely devoid of overarching strategic goals, programming or organizational initiatives, the plan contained over \$1.2 billion in slated projects. Since the formal adoption of the plan, it is estimated to have invested roughly \$382 million in downtown infrastructure improvements by end of year 2021, with 19% of the recommended projects completed.

In the 12 years following the plans adoption, numerous other downtown area planning initiatives have been conducted and formally approved. As the oldest active downtown public realm plan, it is recommended to carry forward the below identified 10 recommendations that are still relevant to existing community needs and policy goals.

Suggested relevant recommendations to carry forward into Public Realm Planning:

- 1.4: Primary two-way street conversion: Cincinnati/Detroit Avenues within the Brady District; includes OSU-Tulsa Campus area roundabout
- 1.5: Primary two-way street conversion: 4th Street
- 3.1: Independence Street Extension from Lansing Avenue to Greenwood Avenue and Transit Bridge across Rail Lines (North BMX/Evans Fin Tube to North OSU)
- 10.1: On Street Transit: Boulder Avenue on-street transit (streetcar/trolley) corridor from Veterans Park to OSU-Tulsa/Langston Campus (replaces bus/soft wheel shuttle)
- 7.1: Convention Center Construction/Alterations: Tulsa Police Department
- 7.2: Convention Center Construction/Alterations: Demolition portion of the civic center
- 8.1: Open Space: East Village Park; 4th and 6th between Kenosha & Frankfort
- 8.2: Open Space: Model Inner Dispersal Loop “Cap” at 3rd Street to 4th Street (east downtown) and Boulder Avenue to Main Street (south downtown)

- 8.3: Open Space: Interchange Park

Due to changing relevance from private or other public investments as well as shifting community needs, it is recommended to deem the below identified 6 recommendations from the Downtown Area Master Plan obsolete.

Suggested recommendations to **deem obsolete**:

- 9.1: Parking Structures: One East & One South
- 11.1: Centennial Walk: Southwest Boulevard and Denver Avenue linkage-connection (part of Centennial Walk - phase 2 and 3)
- 15.1: Centennial Walk: Portions of Phase 2 and Phase 3 Improvements
- 4.1: Rail Transit Development: Tracks and Stops
- 4.3: Rail Transit Development: Southwest Boulevard Grade Separation
- 4.5: Rail Transit Development: Rolling Stock + Maintenance Facility
- 2.2: Rail Transit Corridor Grade Separation: Elgin Avenue
- 2.4: Rail Transit Corridor Grade Separation: Greenwood Avenue

If the suggested and relevant recommendations were to be pursued and completed, it would bring the Downtown Area Master Plan into an 80% implementation status.

2013- Arts District Master Plan

Implementation: 9 years; 89% Implemented or In Progress; 11% Not initiated

The Arts District Master Plan is the most implemented Downtown area plan with 89% of plan recommendations either complete, ongoing or in progress. A large proportion of “ongoing” recommendations (60%) point to the guidance nature of the plan, which largely acts as a framework for development and initiatives in the Arts District Area versus as a capital improvement plan. Only 8 of the 72 implementation measures are considered “not initiated” and 4 of those remain relevant and applicable to the current strategic goals for the downtown area, and should be carried forward into future planning.

Suggested relevant recommendations to carry forward into Public Realm Planning:

- A 1.5: Explore and develop a fund for building façade improvements in keeping with district character
- A 4.5: Develop “Welcome Package” for new residents and connect them to food and beverage establishments
- A 4.9: Develop and implement a fund for storefront improvements
- A 4.7: Establish development objectives for new construction housing projects, including “walk-up” row house or town home options

Suggested recommendations to **deem obsolete**:

- A 2.3: Articulate a clear mission/purpose for public art for Brady; seek adoption by Tulsa Arts Commission
- A 5.9: Schedule quarterly review of this plan by the BVMA

If the suggested and relevant recommendations were to be pursued and completed, it would bring the Arts District Master Plan into a 97% implementation status.

2018 – [Downtown Walkability Analysis](#)

Implementation: 4 years; 53% Implemented or In Progress; 47% *not Initiated or Obsolete*

The Downtown Walkability Analysis for Tulsa developed over 250 recommendations to encourage walkability that range from specific, measurable initiatives like two-way street conversions, to overarching thematic and exploratory recommendations. In addition, the analysis defined 67 unique street configurations and recommends their application downtown wide, sometimes at a block-by-block basis. Due to its unique structure, a reassessment of its application to the downtown realm is useful as it approaches 5 years of attempted implementation.

For reevaluating pertinence to future public realm planning efforts, recommendations are divided into four categories:

- **Detailed Street Reconfigurations** – 67 suggested unique street configurations with over 100 suggested utilizations.
- **Signal Removal** – 32 suggested signal removals stemming from 7 plan recommendations
- **General Policy Guidance – 2 non-initiated recommendations:**
 - Successful Urban Retail: Encourage retailers that adhere to the following criteria: urban building types, continuity, space-making, multiple modes, strategic location of anchors, and sticky anchors
 - Parking: Review 2-hour maximum policy
- **Public Infrastructure Investments & Programming – 12 non-initiated recommendations**
 - Artistic Crosswalks
 - Policy: Create a properly funded program for closing existing curb cuts that are unnecessary or redundant
 - Shade: Install shade structures along networks of walkability, especially along the new Boulder Avenue bridge where an artful canopy could coordinate with the attractive screens already present
 - All intersections must receive street-name signs that face in both directions. For streets that are expected to stay one-way for some time—like Cincinnati and Detroit—the city may want to introduce less expensive pedestrian-scale street-name signs to solve this problem.
 - Parking: Create Parking Benefits District
 - Transit: The city should make an effort to bring the Greyhound service either into the Denver Street Station proper, or onto a site closer by
 - Transit: Introduction of a high-speed rail line to OKC and beyond; it would be essential to move the Denver Street bus hub to the train station, so the services can operate seamlessly
 - Open Space: Create open space at Station Square (1st St between Cincinnati and Boston Aves)
 - Open Space: Create open space at Blue Dome Green (corner of 2nd and Detroit)
 - Parking: Create market-based parking pricing

- Suggested recommendations to **deem obsolete**:
 - One-Way to Two-Way Conversion: 7th ST
 - One-Way to Two-Way Conversion: 8th ST

The bulk of the Walkability Analysis is recommendations to reconfigure Downtown streets to the suggested configurations. After almost five years of implementation, there has been decent progress, most notably in two-way conversions and the reconfigurations of priority and anchor streets, deeming the plan roughly halfway implemented. The five-year mark is an appropriate time-frame to analyze impediments to the outstanding reconfigurations and to update the walkability policy and investment guidance to reflect current community needs and advancements in mobility.

Due to the plan’s unique recommendation structure, if the suggested applications of the original recommendations are pursued, the plan can likely reach a roughly 75% implementation status.

2019- [Arena District Master Plan](#)

Implementation: 3 years; 54% Implemented or In Progress; *46% not initiated*

The Arena District Master Plan is Downtown’s latest public realm planning effort focusing on the roughly 30 Northwestern blocks of the central business district dubbed the “Arena District”. The plan identifies a range of recommendations to activate, renovate and further establish the district characterized by large institutions including the BOK Center arena, the COX Business and Civic Center, and many municipal, county and federal institutional structures.

In the almost three years following the plan’s adoption, roughly 20% or 8 of the 39 recommended initiatives are complete or ongoing, and 21 recommendations, roughly half, have not been initiated. As of August 2022, there are 19 recommendations that remain relevant and initiated and will be reflected in future Downtown area planning initiatives.

Due to the plan’s age, specificity in scope and recommendations, and robust public engagement process, it remains highly relevant to the priorities and needs of Downtown today and all non-initiated recommendations should be carried forward into future planning efforts:

- A 1: Short Term: Activate the BOK Center Lawn
- 1: District Wide: Urban Design Guidelines
- D 1: Streetscaping: 6th Street
- D 2: Streetscaping: 7th Street
- D 3: Streetscaping: 8th Street
- D 4: Streetscaping: Houston Ave
- 3: District Wide: Convention Center Hotel Strategy
- 2: District Wide: Pursue a Retail and Tenancing Strategy
- A 3.1: Streetscaping: 3rd ST Streetscape: Extended Sidewalk, amenities
- A 4.5: Pilot "Healthy Places" place-based initiatives
- A 5.1: Leverage the permitting approval process to require a significant Denver Avenue-fronting retail space as part of a mixed-use entertainment project on the superblock between 1st and 2nd Streets and Denver and Cheyenne Avenues.

- A 5.2: Pursue redevelopment of the surface parking lot on the corner of 3rd Street and Denver Avenue
- B 2: Complete the build out of parcels south of 4th Street that will further establish the core of the Arena District and transform it into a vibrant entertainment and mixed-use neighborhood
- C 1: Page Belcher Building: Determine development framework; Coordinate the disposal of municipal and privately-owned land to development partner(s) capable of executing critical mixed-use development projects in the core of the Arena District; Pursue a 2-stage RFQ and RFP process to identify the appropriate developer for catalytic revitalization.
- C 2: Denver Avenue Transit Station: Determine development framework; Coordinate the disposal of municipal and privately-owned land to development partner(s) capable of executing critical mixed-use development projects in the core of the Arena District; Pursue a 2-stage RFQ and RFP process to identify the appropriate developer for catalytic revitalization.
- Public Park Spaces:
 - E: Cox Business Center Linear Park
 - G: BOK Center Park
 - H: New Denver Avenue + 3rd ST Park

Lastly, in 2011, a [Streetscaping Plan](#) was developed by the Downtown Coordinating Council to use as an addendum to the 2010 Downtown Area Master Plan. The plan is largely a guidance manual with recommendations on priority areas for landscaping, tree planting, and decorative enhancements, as well as cost and product information for recommended street trees and street furniture. Due to guiding nature of the document, measurable implementation is difficult to estimate and it would appear very little of the plan's recommendations have been executed. Due to significant development downtown, and changing community needs and interests during the 11 years since the plan's creation, the components should be incorporated into short term and long-range planning as they are still relevant to the downtown realm, but should be updated to reflect:

- A current asset inventory of all streetscaping in the right of way downtown, including:
 - Trees
 - Street Lights
 - Landscaping beds and planters
 - Benches
 - Trash Receptacles; and
 - Wayfinding and interpretative signage
- Updated tree planting and landscaping guidance reflective of rising average temperatures, the urban heat island effect, long term maintenance costs and sustainable and local vegetation.
- Updated priority streets for additional streetscaping reflective of inventory asset and existing conditions
 - Streetscaping locations in priority order from the 2011 Plan:
 - Detroit Avenue 1
 - Denver Avenue 2
 - Elgin Avenue 3
 - 1st Street 4
 - 6th Street 5
 - 2nd Street 6

- Archer Avenue Sports Connection 7
- 3rd Street & Houston Avenue 8
- Boston Avenue Bridge 9
- Cincinnati Avenue 10
- Brady District Streetscapes 11
- Centennial Walk Completion 12
- Route 66 13
- East Village Boundary 14
- Updated materials and installation costs