



The Brady Arts District

A SMALL AREA PLAN

Proposed Amendment to PLANiTULSA, the Tulsa Comprehensive Plan

February 2010



THANKS...

This report was guided by the Brady Planning Group, made up of residents, owners and others representing various organizations:

1st Street Lofts
American Residential Group
Arts & Humanities Council
Boston Artist's Studio
Brackett Realty
Brady Theater
Cain's Ballroom
Cains Museum
Caz's
City of Tulsa
Club 209 - The Arts Bar
Davis Brothers
Downtown Tulsa Unlimited
Flintco
George Kaiser Family Foundation

Griffin Communications
Gypsy Coffee House
Howell & Vancuren
New Medio
Omni Lighting
One Architecture
PPG /Potroh Lofts, L.L.C.
Selser Schaefer Architects
Sharp Development
Tulsa Community Foundation
Tulsa Glass Blowing Studio
Tulsa HUB
Wallace Engineering
WRT Realty



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Brady Village Owners' Association
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The Brady Arts District

A SMALL AREA PLAN

Proposed Amendment to

PLANiTULSA, the Tulsa Comprehensive Plan
www.TheBradyArtsDistrict.com/SmallAreaPlan

Brady has become one of the strongest urban arts and cultural destinations in Oklahoma, and has potential to become one of the most exciting in the U.S. It is nurturing an emerging regional and national identity as an artist district with an authentic character that is incubating part of Tulsa's creative economy. With previous planning and community development efforts in mind, neighborhood, philanthropic, business and city leadership came together in 2008 and 2009 to articulate a cohesive and exciting vision for the future of Brady, and to bring into alignment a variety of heretofore independent planning efforts. With broad-based community input and many planning group meetings, a vision statement was carefully crafted. Eight specific goals were set to achieve the vision. Several specific planning, design and management objectives were coordinated with each of the eight goals, eventually culminating in a list of specific actions.

Through the process of developing this plan, key stakeholder groups, the owners and business associations proceeded to agree on and establish a district identity.



Vision

To develop and foster an active, pedestrian-friendly, mixed-use neighborhood boasting a historic feel and identity as an arts and entertainment destination

Goals

Goal 1 Create and maintain a historic and aesthetically distinctive area

- preserve/restore historic structures and other assets
- develop public art and gateways to enhance the historic character and creative spirit
- install streetscaping and greenspaces complementing the character
- encourage unique, locally-owned retail, restaurants, and other businesses

Goal 2 Maintain and build upon district entertainment and cultural venues and activities

- establish consistent name, image, and brand to represent the district's character
- promote existing venues including Cain's, Brady Theater, artist studios/galleries, nightclubs, bars
- build complementary programming relationships with ONEOK Ballpark, John Hope Franklin Memorial, Greenwood Cultural Center, Living Arts, Philbrook/Adkins Collection, Arts & Humanities' Visual Art Center, Oklahoma Jazz Hall of Fame, OSU-Tulsa, Langston University, and other area attractions
- assist in development of new assets such as festivals, galleries, farmers' market, museums and venues featuring music, energy and regional history

Goal 3 Encourage amenities that benefit a mixed-use community

- attract grocery and daily retail and services
- develop attractive and useful public spaces
- provide accessibility by multi-modal transportation
- create safe pedestrian crossings and connections
- develop adequate and appropriate street and structured parking

Goal 4 Create a safe environment for residents and visitors

- install good lighting and wayfinding systems
- slow traffic, add semaphores, create safe crossings
- add police patrols
- increase 18-hour pedestrian presence

Goal 5 Connect and cooperate constructively with neighboring assets

- facilitate easy movement through multi-modal transportation options
- create identifiable transitions to Downtown, Greenwood, Blue Dome, BOK Center, OSU-Tulsa, and Langston University
- mitigate presence of jail, social service facilities, vacant properties

Goal 6 Provide mixed income residential and live/work options

- develop live/work options for artists and craftspeople
- develop housing for downtown workforce
- develop housing options for students

Goal 7 Create a model energy efficient, sustainable community

- utilize the park or other public realm spaces for geothermal energy
- promote alternative energy sources for existing and new structures
- encourage energy efficiency retro-fitting of existing buildings
- encourage energy efficient new construction using state of the art technologies

Goal 8 Develop and support active management, promotion, and advocacy for The Brady Arts District

- empower and strengthen an existing or new entity to coordinate and speak for Brady interests
- establish internal communication tools to connect Brady stakeholders
- establish vehicles for communication of Brady planning and activity externally
- advocate actively with the city in relation to service allocations and other needs and concerns
- highlight Brady organizations and businesses through ongoing marketing and the coordination of activities, events, and promotions

Actions

Establishing Historic Districts...

1. Proceed to establish Nationally Registered Historic Districts as recommended and supported by the Brady Village Owners Association, the City of Tulsa, and the Oklahoma Historic Preservation Office
2. Research district preservation grants and other resources available
3. Organize educational events/symposia for stakeholders, property owners, and residents within the Brady Historic Districts regarding financial opportunities, preservation, and heritage issues
4. Involve local arts and creative community in projects and activities to increase awareness of built heritage and the importance of understanding it and building on it
5. Explore and develop a fund for building facade improvements in keeping with district character

Animating the District...

6. Work cooperatively to strengthen and attract complementary and viable cultural assets and activities
7. Carefully choose events and strictly manage the brand of the district
8. Articulate a clear mission/purpose for public art for Brady; seek adoption by Tulsa Arts Commission
9. Develop an ongoing entity to plan, implement and maintain public art projects
10. Develop a functional description for an ongoing overall coordination & marketing entity for Brady
11. Maintain relationships with cultural organizations in adjacent districts to maximize cooperation, scheduling, collaborative marketing, and other opportunities



Figure: Concept Plan for the new Brady Town Square

Placemaking...

12. Rebuild Boulder Bridge with pedestrian and transit capacities
13. Improve appearance and lighting of Boston pedestrian bridge; study structural rehabilitation
14. Implement branding including public art and banners as part of streetscaping
15. Develop Brady Town Square as multi-purpose public amenity
16. Phase streetscaping to extend from Ballpark and Greenwood into Brady and connecting with downtown, Blue Dome District, BOK Center, etc.
17. Alter Detroit and Cincinnati to become two-way streets with signaling and traffic calming
18. Install lighting for safety and aesthetic improvement in character with historic district
19. Implement bike path plan to improve multi-modal access to area
20. Explore security enhancements, including police substation and bike patrols
21. Improve lighting and visual appearance of inter-state overpasses on north side of Brady, and improve pedestrian access to OSU-Tulsa and Langston University campuses

Building, Owning & Investing...

22. Establish 3-year residential population goals for Brady, linked with downtown housing study
23. Offer mixed urban lifestyle options and other strategies to attract new residents
24. Continue efforts to renovate upper levels of historic buildings for housing
25. Conduct a formal parking survey to understand current district wide supply and demand and the future impacts of proposed shared parking facilities, diagonal on-street parking, and the impacts of a parking permit system for residents and workers
26. Develop "Welcome Package" for new residents and connect them to food & beverage establishments
27. Pursue grants to develop energy and recycling systems to make Brady a demonstration area
28. Establish development objectives for new construction housing projects, including "walk-up" row house or town home options
29. Develop strategies to bring capital partners to the table to encourage investing
30. Develop and implement a fund for storefront improvements
31. Encourage and support development of grocery store

Getting it Done...

32. Formalize BVMA as a membership organization, including owners and others in governance
33. Prioritize annual program of activities
34. Develop a business plan for support of the Association including key annual income-generating events
35. Explore implementation of a Main Street Program
36. Establish formal internal communication network among members and with broader community
37. Form committees as needed around marketing, partnerships, events, advocacy, and investing
38. Set up a one-stop shop for development incentives for the neighborhood, either online or in a storefront
39. Seek City Council adoption of this plan as an update to the March 2003 Brady Plan, and as a Small Area Plan within PLANiTULSA
40. Schedule quarterly review of this plan by the BVOA

About this Document

This plan document is about the future of The Brady Arts District. Chapter One is a short history, describing the evolution of Brady in Tulsa, providing context for recent planning. Five chapters then challenge us to look forward, detailing various important design, policy and management recommendations for historic preservation, arts & cultural programming, branding & identity, public realm, development & leadership.

This plan was developed through cooperative working relationships among Brady's many stakeholders. With assistance of partners, it relies on those ongoing relationships to implement it. Though wide ranging and extensive, the plan is neither exhaustive nor comprehensive in the issues covered.

This document is intended to be used as a summary of the community-based planning done in 2009, distilling the shared vision for a new Brady Arts District, promoting a guiding framework of vision, goals and actions. It is also proposed to serve as the district's Small Area Plan, a proposed amendment to PLANiTULSA, the Tulsa Comprehensive Plan.

The document has been organized to assist key audiences involved in the future of Brady:

| | |
|------------------|---------------------------------------------------|
| Chapter Two... | historic preservation |
| Chapter Three... | arts, culture, events (animation of the district) |
| Chapter Four... | public realm, infrastructure, public sector |
| Chapter Five... | private sector development, district 'investors' |
| Chapter Six... | leadership |





Chapter 1

Understanding The Brady

It's not perfect. Always less refined, it's been an intensely useful place throughout its economic evolutions. Brady has changed its shape one building at a time to support commerce - with yards and storage facilities to service ranching, farming, oil, railroad and trucking industries. The story of this place is the highly kinetic intersection of the American free market and the American west, but also the story of the unique people and culture of Tulsa.

It is a place to work and to relax. It is a place to make sound. And, Brady has been a cultural crossroads as lively and loud as the cattle yards and trains. Whether it be the native Creek to early African Americans, to ranchers, cowboys, or workers with Oil Fever...they all brought their music and their culture with them. Some of it stayed, some of it left when they did. The Brady incubated its own unique brand of American music. Artists living and making work there continue to create some of the region's most important art contributing to Tulsa's rich cultural scene.

The streets, blocks and buildings are used to hard work and to change. They are used to the noise of a vibrant, productive city.

Brady is a natural place to begin nurturing and serving a creative new economy – especially an economy with capital that craves genuine, authentic places to inspire creative production.



A Short History of Brady

...an excerpt taken from *Downtown Tulsa Intensive- Level Historic Resources Survey* (2009) by Cathy Ambler, Ph.D., Preservation Consultant & Rosin Preservation LLC...

In Tulsa's early days, the Brady area was part of a small Tulsa community in an area belonging to the Creek Nation. When the Frisco arrived in 1882, the train's daily appearance became an event for the town. It brought news from the outside world, supplied goods to the small community, provided convenient travel, and accessed a broader market for the area's agricultural products. Almost all economic activity was soon focused along the railroad tracks or along Main Street, where houses were scattered across the townscape. If the railroad was Tulsa's lifeline to the outside world, Main Street was the primary internal artery for the community. At this time Tulsa had few proper streets and alleys. As in other Western towns, Main Street (laid out by a railroad engineer with an orthogonal orientation to the tracks) soon developed with small commercial establishments lining both sides of the street.

In addition to a smattering of scattered houses, the Brady area had cotton, flour and corn mills, lumber and feed yards, liverys, and businesses selling agricultural equipment. All of these reflected the area's economic dependence on the Frisco Railroad. The Frisco shipped trail herds from Texas east to Tulsa, where live animals or meat was processed and shipped out again in refrigerated cars cooled by Tulsa ice. Lumber yards were trackside so they could easily unload construction materials received by rail. For businesses that relied on railroad transportation, access to the tracks decided where they would locate.

The KATY railroad ran tracks to Tulsa after the 1901 Red Fork oil strike. Soon trains were arriving regularly filled with new residents and with oil field goods moving to and from Tulsa suppliers. The volume of people and supplies travelling to Tulsa by rail only increased after the 1905 Glenn Pool strike. Grocers, confectioners, plumbers, drug stores, printing shops, barbers, and cobblers came to North Main Street. Hotels and rooming houses sprang up quickly to address housing needs. It is difficult to imagine how busy the Brady

area was, as hurriedly erected tents provided street-side meals. Eventually more substantial buildings appeared along North Main Street as the Brady area became dense with rail-related businesses.

Just ten years after Glen Pool, the Brady area had a large concentration of oil-related industries. The comings and goings of trains supplied the oil-economy, and freight deliveries meant that pipe and equipment storage yards preferred locations near the tracks. In the 1920s commercial and industrial buildings displaced many early residences.



By the 1940s, wholesale warehouses flourished in Brady as the area transitioned from railroad to trucking. While the railroads still brought goods to town, fleets of trucks distributed the goods locally. The number of wholesale buildings and warehouses multiplied. During the 1950s, as construction of interstate highways made trucking a more convenient system by which to haul goods,

railroads experienced a national decline in significance. The Brady area measured this change by an increased in transfer, storage and trucking depots.

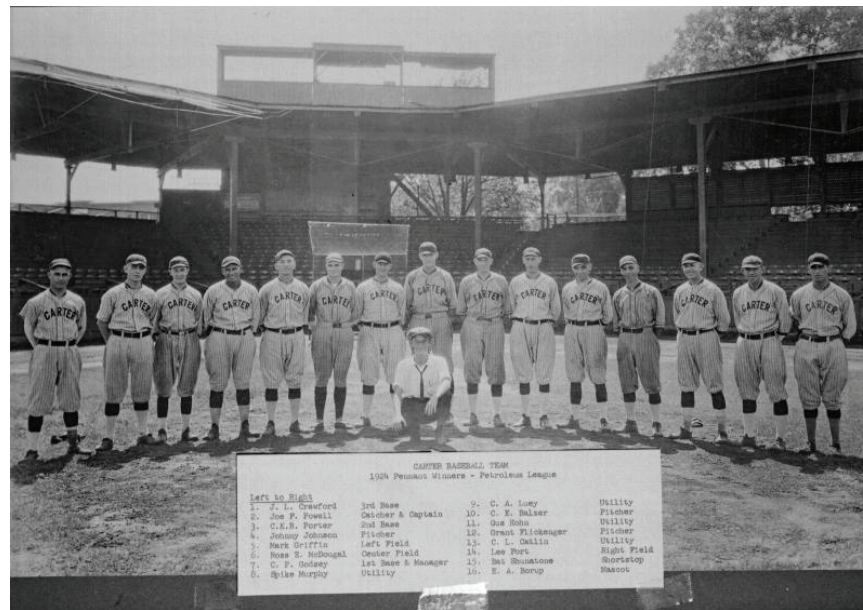
Brady still retained many oil-related companies and small shops, but the area declined in value to Tulsans in tandem with the railroads decline in value. Companies that once might have built near rail lines now built in suburbia where it was easier for their trucks to access highways. The center of Tulsa had moved south and east, but the Brady area remained associated, physically and mentally, with the city's industrial railroad past.

From the 1960s through the 1980s the Brady area waited for a renaissance in use. The KATY railroad tracks and most spurs were torn out in 1964 when construction of the Keystone Dam cut off railroad access to the west. Bargain basement, resale and rummage shops mixed with the remaining industrial buildings. From the city's planning perspective, the area was to remain a wholesale and distribution center.

In the late 1970s and early 1980s, there was renewed interest in Brady, as investors bought old buildings and closed the liquor stores. The clientele that had been using the Brady area began to leave when the arts community, including theater and music groups, began to move in.

Today, the renaissance of the Brady area is underway as property owners rehabilitate warehouses and commercial structures for new uses. Interest in housing close to downtown has prompted developers to see Brady as a prime area for residential investments. State and federal tax credit programs provide incentives to rehabilitate the area's historic buildings too. The Brady area is known today as an arts district with a distinct historic character in one of the city's oldest areas.

Please also see **'The History of Brady'**, a longer pictorial architectural history of Brady by Cathy Ambler, Ph.D., Preservation Consultant, located in the Appendices.



Top: Carter Oil Baseball Team Photo – 1924 Pennant Winners of the Petroleum League
Bottom: ONEOK Ballpark is scheduled to open in early 2010, bringing more activity.

Brady Today

By many, Brady is thought of as the north part of downtown. However, in contrast to the modern architecture casting long shadows, Brady has retained its older urban scale, and is considered a great asset for its character, its location and its potential.

“...Threads of Tulsa’s Native American heritage and oil boom days are still visible in the city’s historic fabric. As the city grows and develops in its second century, downtown will continue to capitalize on the potential in the historic buildings, existing infrastructure, and ample room to grow downtown...”

– *Downtown Area Master Plan (draft September 2009)*

The character of Brady could be described as informal, creative, historic, and urban – active day and evening. Workers, visitors, and residents comfortably interact on the street. They tend their shops, enjoy a meal, shop, engage in conversation. Brady Village exists in sharp contrast to the classic and modernist skyscrapers, formal spaces, and business attire of downtown – just a short walk across one of multiple bridges and pedestrian pathways.



The pace is slower. Young people and families browse, stroll, talk. They arrive before or after an art opening, sporting event, performance, concert, or club night; they enjoy the eclectic and easy going atmosphere, partake of various food or retail options - all of which feature unique and highly creative fare. They eventually walk to their home, a transit stop, or car.



Photos: Aerial from northeast (left). Lola's with downtown in the background (above).

Partnerships between Brady, Greenwood and other neighboring districts foreshadow an inclusive vision for Tulsa. Placing a high value on culture, the arts, and the creative energies propels the city towards that vision and a prosperous future.



Figure: Brady's 'position', shown on a new way-finding sign.

Understanding Brady's potential means understanding it as a cultural & creative centerpiece of Tulsa's new economy, as a major asset in attracting, retaining, and rejuvenating human capital to the City and the region. With this exciting vision in mind and with the foundation of previous planning efforts underfoot, Brady leaders and stakeholders now look forward together.

Current Planning

The City of Tulsa through its Planning Department has actively planned for the Brady district for the past decade. Downtown planning has included Brady. Other interested groups, including local owners, philanthropies, and nonprofit organizations have also demonstrated interest in Brady through formal and informal planning activities.

In late 2008, the George Kaiser Family Foundation, sponsor of some planning work for Brady, recognized that greater input from community stakeholders and further coordination



of planning efforts would better serve the community. Creative Community Builders, a Minneapolis-based planning and consulting firm, was engaged to convene and coordinate various stakeholders in Brady to consolidate and bring more efficacies to the multiple planning efforts. In doing so, a review of existing and in-progress planning efforts was conducted and is summarized here.

Figure: February 2009. Brady stakeholders participate at the Creative Placemaking Workshop

2003

Brady Village Infill Development Design Guidelines (a component of The Brady Village Neighborhood Detailed Implementation Plan)

2008

International Downtown Association Report

2008-2010

PLANiTULSA, the Tulsa Comprehensive Plan Update

2009

City of Tulsa Downtown Area Master Plan

2009

Tulsa Beautification Foundation Design Work

2009 (October)

Downtown Tulsa Intensive-Level Historic Resources Survey

2008-present

Community Based Planning & Design Process

Creative Placemaking Workshop

District Mapping & Analyses

ONEOK Ballpark Area Streetscape Design

Brady Arts District Streetscape Summary Report *12/09 Draft*

Brady Town Square (& Streetscape) Design

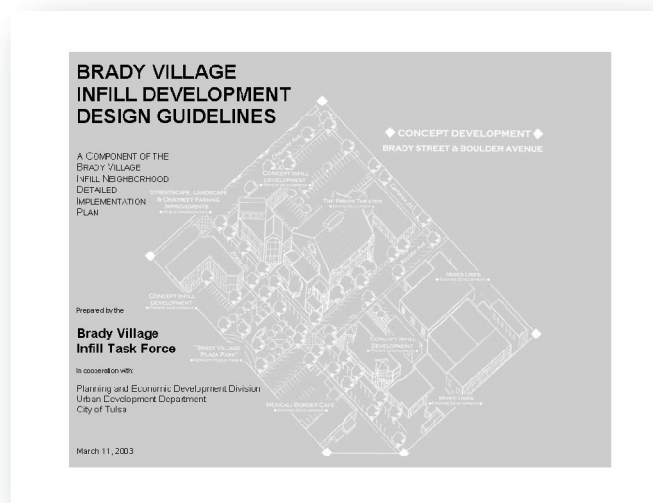
Assembling this Small Area Plan

Ongoing Monthly Planning Group Meetings

March 2003

Brady Village Infill Development Design Guidelines

A Component of the Brady Village Infill Neighborhood Detailed Implementation Plan



“PURPOSE

The City of Tulsa identified the Brady Village area as an *Infill Development Study Area* and one of three pilot studies for infill development planning. The purpose of this document is to present infill development guidelines for the anticipated development and redevelopment of the Brady Village neighborhood study area (refer to Exhibit 2).

Brady Village continues to demonstrate substantial infill development and redevelopment potential. The study’s recommendations provide assistance and direction for maintaining, improving and enhancing the Brady Village neighborhood. Their adoption and application will serve as an

important step incorporating community preferred solutions to community defined issues in Brady Village....” – page 1

“...PREFACE AND PLANNING FRAMEWORK

Tulsa has reached its one hundredth birthday and, with respect to American urban places, Tulsa is a young child. Yet even in this youth, we are encountering what older urban centers have experienced for some time. Tulsa has already reached in many places the physical limits to where our community can grow. Land for development has been greatly consumed and outward growth is blocked by surrounding suburban communities. As our community looks for new development opportunities, it must look inward at the older existing urban form. Tulsa leaders responded to this and other related urban issues by stating:

“As Tulsa continues to mature as a city, infill development will become more important as land on the perimeter is no longer available for development. Infill will no longer be the exception; it will be the rule in terms of predominant types of development. Support and encouragement of infill development are strongly recommended and should be implemented through City regulations, policies and philosophies in order to ensure quality and consistency in future development.”

This is the opening statement of the 1999 Tulsa report on infill development, A Report of the Infill Development Task Force, prepared by the Tulsa Infill Development Task Force for the Mayor and the Tulsa Metropolitan Area Planning Commission. The Tulsa Infill Development Task Force recommendations are serving as the foundation for infill planning initiatives in the City of Tulsa.” - Page ix

“...The Plan report ... contains the vision for Brady Village. It presents the optimum physical improvement envisioned by Brady Village businesses, merchants and property owners and prescribes guidelines for maintaining and enhancing Brady Village’s distinctive urban form. It provides a practical, realistic plan of the Brady Village built environment and practical strategies and actions to achieve Brady Village’s goals.

In summary, the vision is to keep and improve the Brady Village area as Tulsa’s 24/7 Urban Village. This 24/7 Urban Village is to be a mixed use, vital urban environment consisting of the arts, culture and entertainment, communications, teleports and technology, business and industry, and distinctive downtown living. The Brady Village plan seeks to assist and assure that development in Brady Village is of optimum quality and to represent all Brady Village interests equitably, fairly and with vibrant imagination. ...” - page xiv

“...OVERALL DESIGN POLICIES

The Brady Village area is an urban village with its own special identity, sense of community, pattern of development and unique characteristics. The protection, preservation and enhancement of this higher density urban village is of paramount importance. This urban village is intended to be an area of business, entertainment and residential activity associated with a vibrant, colorful atmosphere and character 24 hours a day, 7 days a week (A24/7"). There are certain design policies and standards appropriate for improvements in the study area...

- ...(A) Overall ...
- ...(B) Land Use...
- ...(C) Transportation ...
- ...(D) Parking ...
- ...(E) Urban Design ...
- ...(F) Location of key Design Elements ...”

Pages 5-12 containing the Overall Design Policies are included in the Appendix of this document. The full 2003 report can be found online at www.tulsadevelopmentauthority.org/plans_brady_infill.html

November 2008

International Downtown Association

Advisory Panel Report

Page 2... "...The agreement between the City of Tulsa and the International Downtown Association states that the purpose of the panel is as follows:

The City of Tulsa seeks to create an organization that can coordinate, plan, direct and manage a wide range of downtown revitalization functions, including the integration and implementation of downtown plans, management of downtown public/private partnerships, support for downtown business groups, and support and management of programs as designated by the City. Possible functions include parking management, management of downtown business improvement district programs, event functions, and other downtown operations.

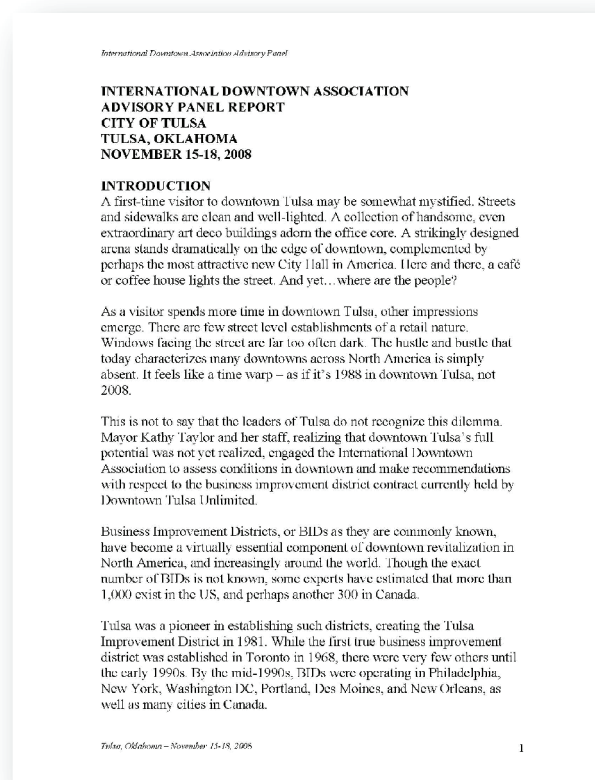
The IDA Advisory Panel will examine and assess the current organizations, agencies and programs focused on the revitalization of downtown Tulsa, including the relationship between the City of Tulsa, Downtown Tulsa Unlimited and various stakeholders; discuss and compare best practices and successful strategies employed by other similar business districts in terms of organizational structure, functions, and programs, particularly with regard to functions within the scope of a downtown management organization; review and make recommendations regarding any appropriate organizational development strategies; examine advantages and disadvantages of collaborative planning and funding strategies, especially in business improvement districts; and recommend ways that programs, if initiated, can be sustained.

The Panel was led by David Feehan, President and CEO of the International Downtown Association....

IDA Panel Observations

Panelists divided observations into six categories: Physical, Organizational, Political, Economic, Management, and a final category, called Other Observations, for those that did not fit neatly or well into the first five categories..."

The IDA report is referenced in this report in order to provide context for recent decisions regarding downtown organizational and political issues, as well as to profile several of the opinions regarding the built environment that were developed by the panel, which are occasionally cited throughout this plan.



September 2009 (draft)

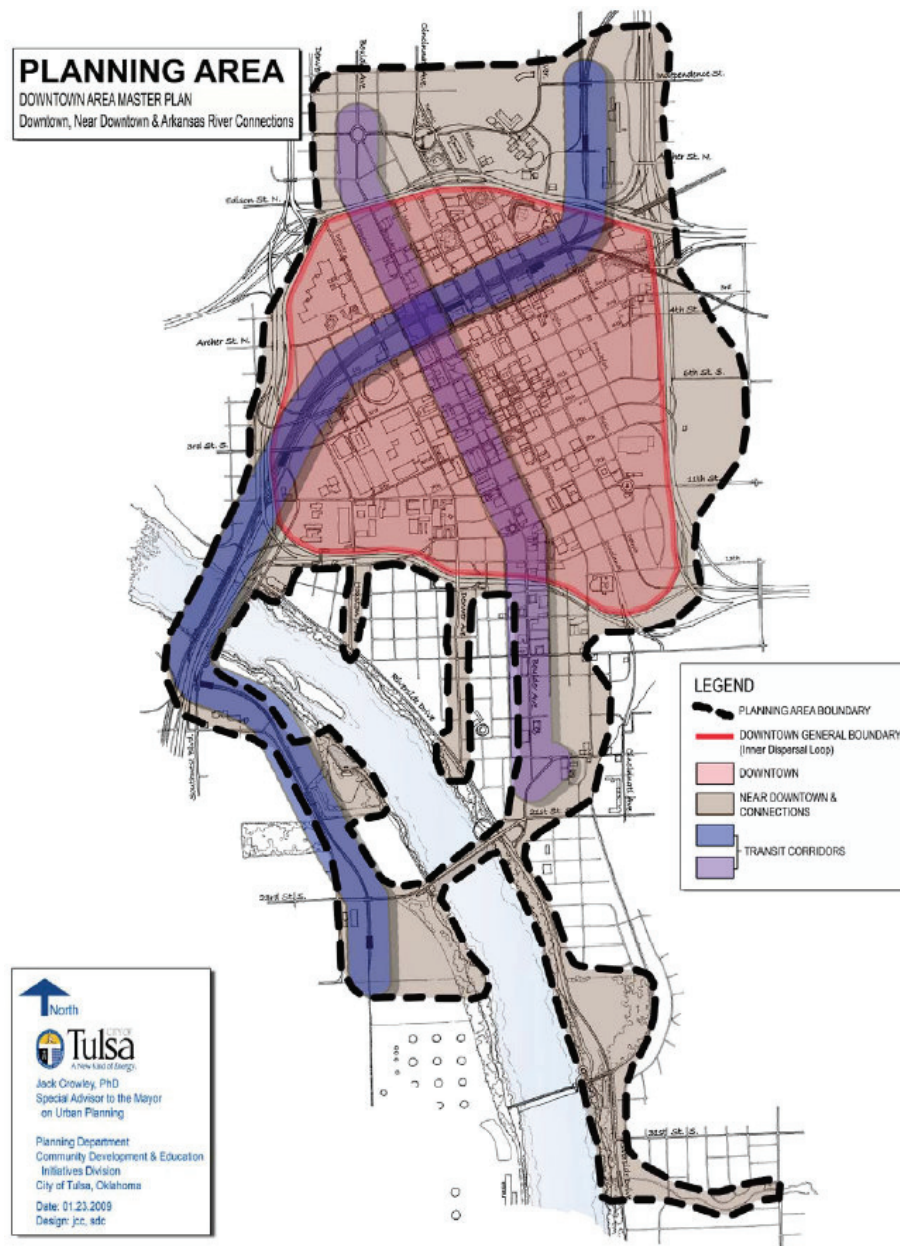
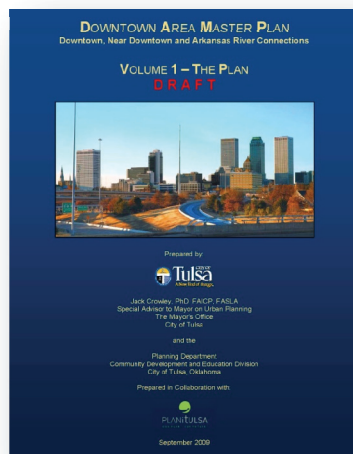
City of Tulsa Downtown Area Master Plan

Excerpt from page 13:

“...Following the development of the initial elements of Vision 2025 in downtown Tulsa and in order to maximize existing initiatives, the City began development of an updated Downtown Tulsa Master Plan. This study effort is based previous master plans, district plans and other studies and emerging private and public development and redevelopment in the Central Business District area, near downtown neighborhoods, and connections to the Arkansas River. The purpose is to continue the established momentum by preparing a plan that connects the Vision 2025 initiatives to existing and planned development and to recommend infill projects that leverage new public-private and private investment. The three major targets of the plan are to:

- Revitalize the downtown
- Connect it to the Tulsa River Park’s system
- Initiate Rail Transit extending outward from the downtown to the beginnings of future rail corridors serving the city and the region

The Downtown Tulsa Master Plan includes all lands within the “Inner Dispersal Loop” (IDL), the O.S.U. and Langston Campus, the Evans-Fintube site to the north, edges of the adjacent neighborhoods to the east and west including close in areas of the Pearl District and Crosbie Heights, and a corridor of Business Developments extending southward to Veteran’s Park at 21st Street and Boulder Avenue.



2009

PLANiTULSA, The Tulsa Comprehensive Plan

www.planitulsa.org/...



The following excerpts are from PLANiTULSA, snapshots of citizen attitudes about the future of Tulsa. Understanding the larger consensus for the direction of Tulsa provides important context. PLANiTULSA is undergoing final approvals just now at the writing of this plan, so it holds great currency as appropriate big picture backdrop to the focused efforts in Brady. Brady planners employed a citizen based approach, similar to the spirit of openness structured into PLANiTULSA's planning process. The comp plan information is particularly helpful to review to the extent that the Brady planning, as presented in this

document, is proposed to function within the City of Tulsa Comprehensive Plan as a Small Area Plan for the Brady district.

"...Our Vision for Tulsa lays out concepts for how the City of Tulsa will look, function, and feel over the next 20-30 years. This vision is the guiding document for Tulsa's comprehensive plan update, PLANiTULSA, and describes the kinds of places, economy, housing and transportation choices, parks, and open spaces that the city's policies should be designed to create.

The Vision Map (see Figure) is a product of unprecedented public engagement, developed with the guidance of thousands of Tulsans, stakeholders, City staff, and a volunteer Citizens' Team. Through this vision, Tulsans are setting our city on a new course.

With help from surveys, workshops, and growth and transportation scenarios, the shared vision for Tulsa's future is emerging. Five key themes have surfaced..."

City wide polling results: Perceptions vs. Realities

The following are excerpts from PLANiTULSA: Research Overview Pre-Final Report for Community Discussion July 10, 2008, compiled by Fregonese Associates, Collective Strength, & City of Tulsa:

Perception is that big disconnect between city leaders, stakeholders and various segments of the City. Reality is that tremendous consensus exists around a clear and unified vision of top priorities – these revolve around a basic services agenda – street repair, education, and health care.

- ✓ need for new jobs, training and support for entrepreneurs
- ✓ balanced transportation investment and need for choices
- ✓ widespread understanding of which areas need resources and attention first

View from the Next Generation

Within PLANiTULSA polling, the opinions of those 18-34 are generally consistent with the total population, which included a significant focus on:

- ✓ More entertainment venues (50-35%)
- ✓ Local independent retail (43-31%)
- ✓ Downtown getting too little (40-31%)
- ✓ Adding bike lanes, sidewalks (55-48%)
- ✓ North Tulsa as top priority for the future (43-34%)

Message to PLANiTULSA Team from Polling

- ✓ Focus on how physical infrastructure can support the consensus around a basic services agenda

- ✓ Connect healthy city planning concepts like infill and retail to basic services
- ✓ Reframe transportation investment to a balance between street repair and gas saving alternatives like rail, streetcar, bus, bike
- ✓ Help people participate in the plan all along the way
- ✓ Keep the plan transparent and protect it from the perception that special interests will do what they want no matter what

- ✓ Don't listen to those who believe Tulsa is "already built out". People are open to development in both new and existing areas.
- ✓ Build a future for Tulsa that keeps your young people here and attracts jobs to benefit the whole city, starting with North Tulsa and extending to all areas.

Guiding Principles of PLANiTULSA

Community and Housing

- Tulsans want a city where newcomers can move, buy a home and join the community.
- Future development should protect historic buildings, neighborhoods and resources while enhancing urban areas and creating new mixed-use centers.
- Tulsa residents envision a city with pockets of density to provide for a more livable, pedestrian-friendly and cost-efficient community.
- Tulsa should permit opportunities for a full range of housing types to fit every income, household and preference.

Transportation

- A variety of transportation options should serve the city, so that all Tulsans can go where we need to go by driving if we want, but also by walking, biking or using public transit.
- Transit should be designed as a consumer good, to attract people without a vehicle, as well as people who do, with its quality & benefits.
- Employment areas also should provide nearby access to services such as child care, groceries and restaurants.

Economy

- Downtown Tulsa should act as a thriving economic engine and cultural center for the entire region.
- Entrepreneurs, small businesses and large employers should find Tulsa an easy place to do business.
- Adequate space for expanding businesses into downtown, along main streets, or in employment centers should be easy to find.

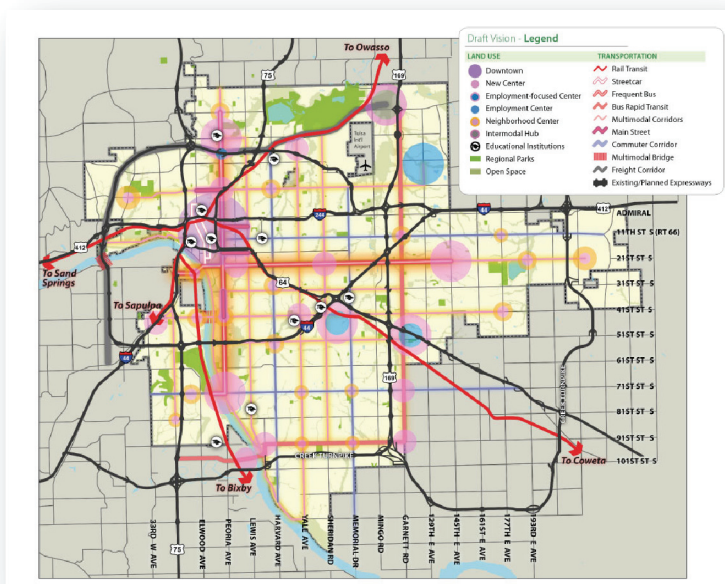


Figure: PLANiTULSA's Vision Map dated September 9, 2009.

Message to Citizens of Tulsa from Polling

- ✓ Do whatever it takes to move beyond the perceived disconnect fragmentation and fears of the past.
- ✓ Recognize the consensus that exists among diverse parts of the city and use it to strengthen a unified community sense of purpose.
- ✓ See Tulsa's multicultural mix as a unique and compelling strength.

- The city should invest in the critical infrastructure necessary to develop a robust and diversified economy.
- The city should have the ability to monitor trends, spot key opportunities and meet challenges strategically.

Equity and Opportunity

- Tulsans want a cohesive city where we have the ability to create safe, healthy lives for ourselves and our families.
- Tulsans want civic, business and government institutions to ensure that everyone has equal opportunity and access to housing, employment, transportation, education and health care, regardless of background, ethnicity, or neighborhood.
- Schools should be safe, easy to walk to, and part of a world-class education system.

Environment

- Tulsans expect our city to become a leader in sustainability & efficiency.
- Residents expect easy access to parks and natural areas.
- City parks should provide open space, available to each neighborhood, with access to fields, natural areas and greenways for outdoor relaxation and recreation.
- New buildings should meet high standards for energy and water efficiency while delivering high quality spaces and architectural design.

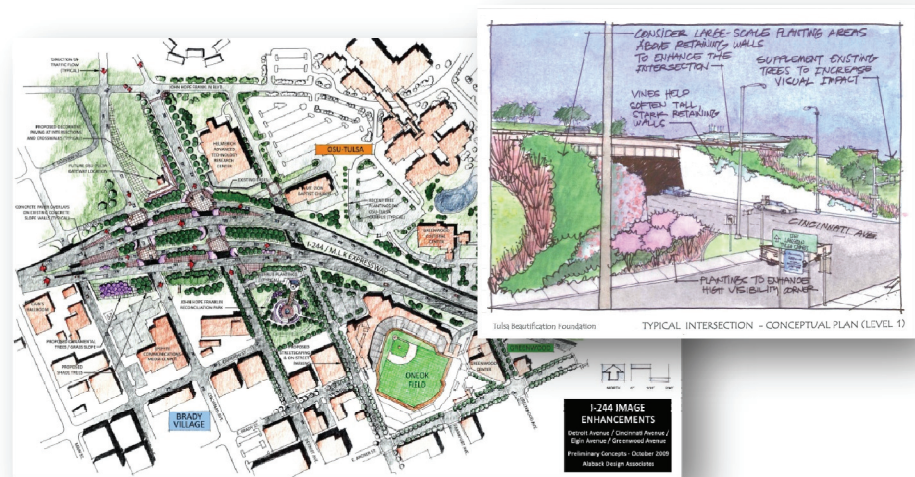
Planning Process

- Tulsans expect city planning and decision-making to be an inclusive and transparent process.
- Once adopted, city-wide and neighborhood plans should be funded, implemented and monitored for performance.
- Development and zoning policies should be easily understood, workable and result in predictable development.
- Residents should have a voice in solving their community's problems today and be a part of planning for tomorrow.

2009

Tulsa Beautification Foundation

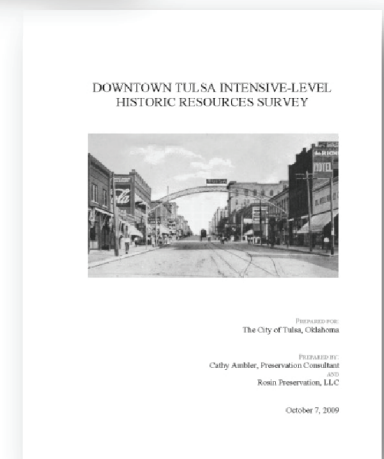
This initiative included efforts to develop design ideas for gateways and connections along the IDL (Inner Dispersal Loop) boundary. This work is further profiled in Chapter 4 – Placemaking. (*Designs by Alaback Design Associates.*)



October 2009

Downtown Tulsa Intensive-Level Historic Resources Survey

This document forms the basis for much of Chapter 2 - Establishing Historic Districts. (*Completed by Cathy Ambler Ph.D. Preservation Consultant, as Principal Investigator, with Elizabeth Rosin and staff of Rosin Preservation*)





2008-2010

Community Based Planning & Design Process

During the latter part of 2008, about 40 stakeholders in Brady Village, including property and business owners, artists, nonprofit leaders, residents, city planners, and others met under the auspices of the Brady Village Owners Association and the George Kaiser Family Foundation. The group was chaired and hosted by Tom Wallace, owner of Wallace Engineering. Representatives of adjacent Greenwood, Blue Dome, and the downtown business district also participated.

Ren Barger
 Jim Brackett
 Tom Borrup
 Ken Busby
 Stephen Carr
 Jeff Castleberry
 Linda Clark
 Mel Cornshucker
 AmandaDeCort
 Sarah Diggdon
 Stanton Doyle
 Sherrell Evans
 Bradley Garcia
 Steve Ganzkow
 Greg Gray
 Kerry Joels
 Catheryn Mason
 Peter Mayo
 Missy McGowan
 Julie Miner
 Rachael Navarro
 Jim Norton
 Jeff Olsen
 Mike Partain
 Scott Rodehaver
 Alice Rodgers

Tulsa HUB
 Brackett Realty
 GKFF Consultant, Creative Community Builders
 Arts & Humanities Council
 City of Tulsa - Planning
 Caz's
 Tulsa Glass Blowing Studio
 Boston Artist's Studio
 City of Tulsa - Preservation
 Tulsa Glass Blowing Studio
 GKFF
 Resident / Flintco
 Gypsy Coffee House
 American Residential Group
 Club 209 - The Arts Bar
 Cains Museum
 Tulsa Glassblowing Studio
 Brady Theater
 City of Tulsa-Economic Dev
 City of Tulsa-Economic Dev
 One Architecture
 Downtown Tulsa Unlimited
 Omni Lighting
 Davis Brothers
 Wallace Engineering
 Cain's Ballroom

| | |
|------------------|--------------------------------------------|
| Michael Sager | 1st Street Lofts |
| Bob Schaefer | Selser Schaefer Architects |
| David Sharp | Sharp Development |
| Marvin Shirley | Griffin Communications |
| Tori Snyder | PPG /Potroh Lofts, L.L.C. |
| Jeff Stava | Tulsa Community Foundation |
| George Sutton | GKFF Consultant, Sutton + Associates, Inc. |
| Arlin Vancuren | Howell & Vancuren |
| Brian Walker | Wallace Engineering |
| Susie Wallace | Wallace Engineering |
| Tom Wallace | Wallace Engineering |
| Dennis Whitaker | City of Tulsa-Planning |
| Dave Wilson | WRT Realty |
| Chris Zenthoefer | New Medio |
| Steve Zenthoefer | New Medio |

Participants agreed to a series of monthly meetings and an extended evening planning session to which a wider group of stakeholders were invited.

Together to a Shared Vision

The 2009 planning efforts proceeded under the guidance of the core group, incorporating artists, residents, business and property owners, city planners, nonprofit leaders, and others. Under the sponsorship of The George Kaiser Family Foundation, Minneapolis consultants Creative Community Builders (Tom Borrup) and Sutton + Associates (George Sutton) facilitated the process. Selser-Schaefer Architects and SWA Group Landscape Architects provided design services. Peter Musty LLC of Minneapolis compiled results into the completed planning document. The process yielded several results:

- ✓ completed an interactive community-based effort to understand the physical and cultural heritage, culture, uniqueness and opportunities of Brady Village, documenting the values and preferences of major stakeholders

- ✓ completed analyses of the urban form, character and physical systems of the district
- ✓ completed identification of a consensus vision, set of goals and unique promotional brand for the district
- ✓ relocated Living Arts, a prolific artist-based contemporary arts organization, into the Greenwood district immediately adjacent to Brady
- ✓ rehabbed and fully leased 8 new subsidized housing units
- ✓ engaged with key leaders in adjacent districts to coordinate streetscaping and connectivity
- ✓ completed identification of recommended actions, with benchmarks for specific projects
- ✓ began an ongoing rhythm of leadership meetings, work teams & research by professionals & volunteers
- ✓ coordinated streetscape designs with ONEOK Ballpark in adjacent Greenwood (opening 3/ 2010)
- ✓ began development of capacities in arts and cultural organizations
- ✓ expanded First Friday art openings and related events
- ✓ produced collaborative Halloween events involving over a dozen businesses and nonprofits



- ✓ continued the ongoing dialogue regarding urban design, parking, housing issues, sustainable infrastructure, financing tools and preservation
- ✓ developed a brand identity and communications tools for The Brady Arts District

These accomplishments were made possible by the individual and collective efforts of multiple Brady stakeholders collaborating in unprecedented ways.

February 2009 Creative Placemaking Workshop

Citizen values were documented at the Creative Placemaking Workshop on February 19, 2009. A cross section of citizens and stakeholders were present. The three-hour evening session brought nearly 100 people together at the Greenwood Cultural Center. Greenwood leader, Rueben Gant, former City Councilor Eric Gomez, and George Kaiser Family Foundation President Ken Levitt welcomed participants who worked through small group consensus-building exercises and creative planning activities.

Compiled and synthesized later by Creative Community Builders and Selser-Schaefer Architects, results of the session included a statement of values and vision, a series of goals, amenities and activities, as well as identifying priorities for infrastructure and development uses. The 40-member Brady Planning Group reviewed, revised and agreed upon the goals and priorities.

Brady Village stakeholders overwhelmingly expressed a desire for an active, pedestrian-friendly, mixed-use neighborhood boasting a historic feel and identity as an arts and entertainment destination. Stakeholders declared an appetite for basic services for residents and visitors alike including a grocery, urban park, and multiple restaurant and entertainment options.

They declared interest in an area that is aesthetically rich with restored older structures, eclectic infill, and distinctive public art. The presence of artists,

craftspeople, and experiential educational activities ranked highly. The neighborhood should be safe with affordable housing options, well-linked to downtown and adjacent areas, served by pedestrian and bicycle connections, public transit, and freeway access.

Lists of paraphrased ideas were assembled from small group discussion at ten round tables. Each table then identified its priorities, which were then compiled and ranked.



...*Assets We Value:*

included artists/craftspeople/ artisans (9 tables)
old/historic/brick buildings (7 tables)
pedestrian friendly character/street life (7 tables)

...*We Also Like:*

Cain's (3 tables), Brady Theater (3 tables)
arts district (2 tables)
entertainment (2 tables)
proximity to Downtown (2 tables)

...*Some Also Like:*

unique venues
freeway access
wide streets
eclectic mix
livable feeling

...Don't Like In Brady:

Jail (8 tables), vacant property /empty land (3 tables), social services (2 tables), Cheyenne near grade crossing (1 table), bail bond shops, and the perception of being unsafe.



...Would Like In Brady's Future:

People wanted to see a greater mix of housing and services, highlighted by multiple votes for a grocery store (6 tables), new/affordable residential options (4 tables), more mixed use/infill (3 tables), locally owned shops/restaurants (2 tables), gas station on edge (2 tables), a hotel, and a movie theater.

Civic, arts & cultural features that garnered support included outdoor performance venue (3 tables), a new ball park (3 tables), memorial park (2 tables), farmers market (2 tables), Living Arts in Bed Check Bldg., railroad museum, amusement park, interactive galleries, artisan galleries, & festivals. Indian Presence was also mentioned.

Several public realm amenities were identified: park/green space (5 tables), iconic gateways/public art (5 tables), good lighting (3 tables), trolley/light rail stations (3 tables), restored/enhanced bridges (3 tables), trees (3 tables), parking structures (2 tables), and more sidewalks.

A greater sense of safety (4 tables) was clearly important, with several ideas listed: bike/horse police patrol, slower traffic, wider sidewalks, two-way streets, semaphores at Brady & Cincinnati.

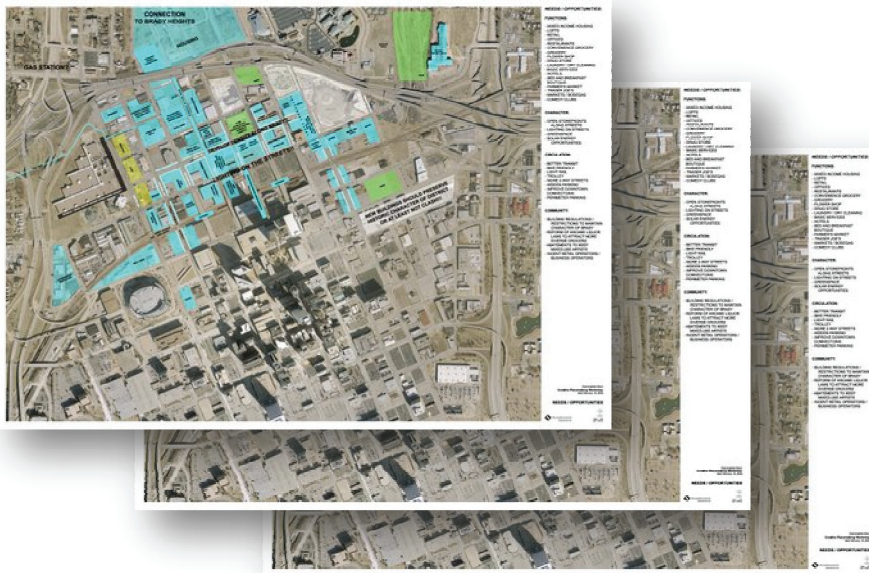
A list was developed of improved pedestrian connections: BOK Center to ONEOK Ballpark, to Blue Dome, to Greenwood, to Downtown, to Boulder Bridge, and to Brady Heights.



February 2009

District Mapping & Analyses

The following pages represent a professional analysis of the district provided by consultants early in the process, based on community input:



NEEDS / OPPORTUNITIES DESTINATIONS CIRCULATION

To download the analyses developed by Selser Schafer Architects, visit:

www.thebradyartsdistrict.com/smallareaplan

2009

Ballpark Area Streetscape Design

Detailed design and engineering commenced in 2009 for streets around ONEOK ballpark.

2010

Brady Arts District Streetscape Summary Report

This document forms the basis for much of Chapter 4: Placemaking.



See more about this report in Chapter 4. The entire document is located in the Appendix. For highest quality download:

www.thebradyartsdistrict.com/smallareaplan

2010

Brady (Town) Square

Programming & Concept Design

Detailed planning, design and engineering have begun – a collaboration of consultants, the City of Tulsa and important stakeholders.

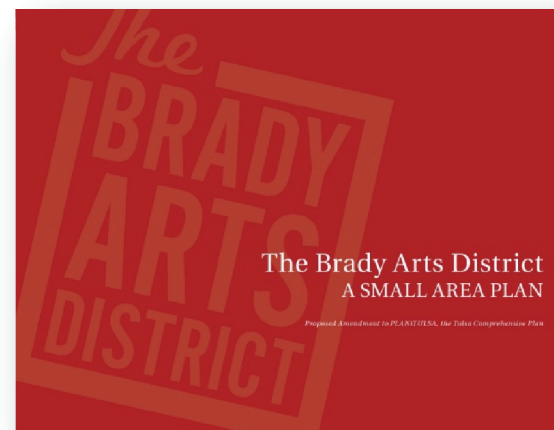


See more about this report in Chapter 4. The entire document is located in the Appendix. For highest quality download:
www.thebradyartsdistrict.com/smallareaplan

2009-2010

Assembling this Small Area Plan

PLANiTULSA is structured into four components: Vision, Policy Plan, Monitoring, and Strategic Implementation. In the Strategic Implementation Plan component, the City of Tulsa Planning Department is directed to:



“...Step 4: Conduct Neighborhood and Small Area Planning in Key Areas

Tulsa already has a strong tradition of neighborhood-level planning. Small area or neighborhood plans can serve a range of places, from single corridors to districts of thousands of homes and businesses. The City of Tulsa Planning Department should lead the neighborhood planning process in key areas where redevelopment will help move the city toward the vision.

Because so much of Tulsa’s future development will take shape

as redevelopment and reinvestment, working with existing residents and stakeholders will be an important part of achieving the vision. The neighborhood planning function should continue its use of citizen engagement, visioning, and design and enhance it with additional techniques developed during the PLANiTULSA process. Neighborhood plans should include an implementation and funding plans consistent with PLANiTULSA, and be supported by a cross-departmental team to move them forward. ...”

This report will be submitted for consideration for adoption, in part or in full, as the Small Area Plan for the Brady Arts District.

2008 - Ongoing Brady Planning Group Meetings

Planning group meetings were held throughout much of 2009 to drive activities, and coordinate several work teams that have been charged to take action. Brady Village Owners Association and Brady Village Merchants Association each continue monthly meetings with unprecedented levels of participation and of collaboration between the two.





Legend

NR Listed
Resource

NR Individual
Resource

NR Contributing
Resource

Vintage
Resource*

Not NR Eligible

Urban Renewal
Resource

Less than
50 Years Old

*The term "Vintage" describes historic resources that do not retain adequate integrity or significance to be listed in the National Register; regardless, they enhance our understanding of the history and development of downtown Tulsa. The eligibility status of these resources might change if additional research identifies an area of significance or an important historical association or if the removal of existing alterations reveal historic materials and restores integrity.

Findings of the Downtown Tulsa Intensive-Level Historic Resources Survey

Prepared by Cathy Ambler and Rosin Preservation for the City of Tulsa, Oklahoma

Chapter 2

Establishing Historic Districts

Brady Arts District Goal #1

Create and maintain a historic and aesthetically distinctive area

- preserve/restore historic structures and other assets
 - develop public art and gateways to enhance the historic character and creative spirit
 - install streetscaping and green spaces complementing the character
 - encourage unique, locally-owned retail, restaurants, and other businesses
-

Map on previous page: cropped and reassembled map from Downtown Tulsa Intensive-Level Historic Resources Survey, prepared by Cathy Ambler and Rosin Preservation for the City of Tulsa, Oklahoma.

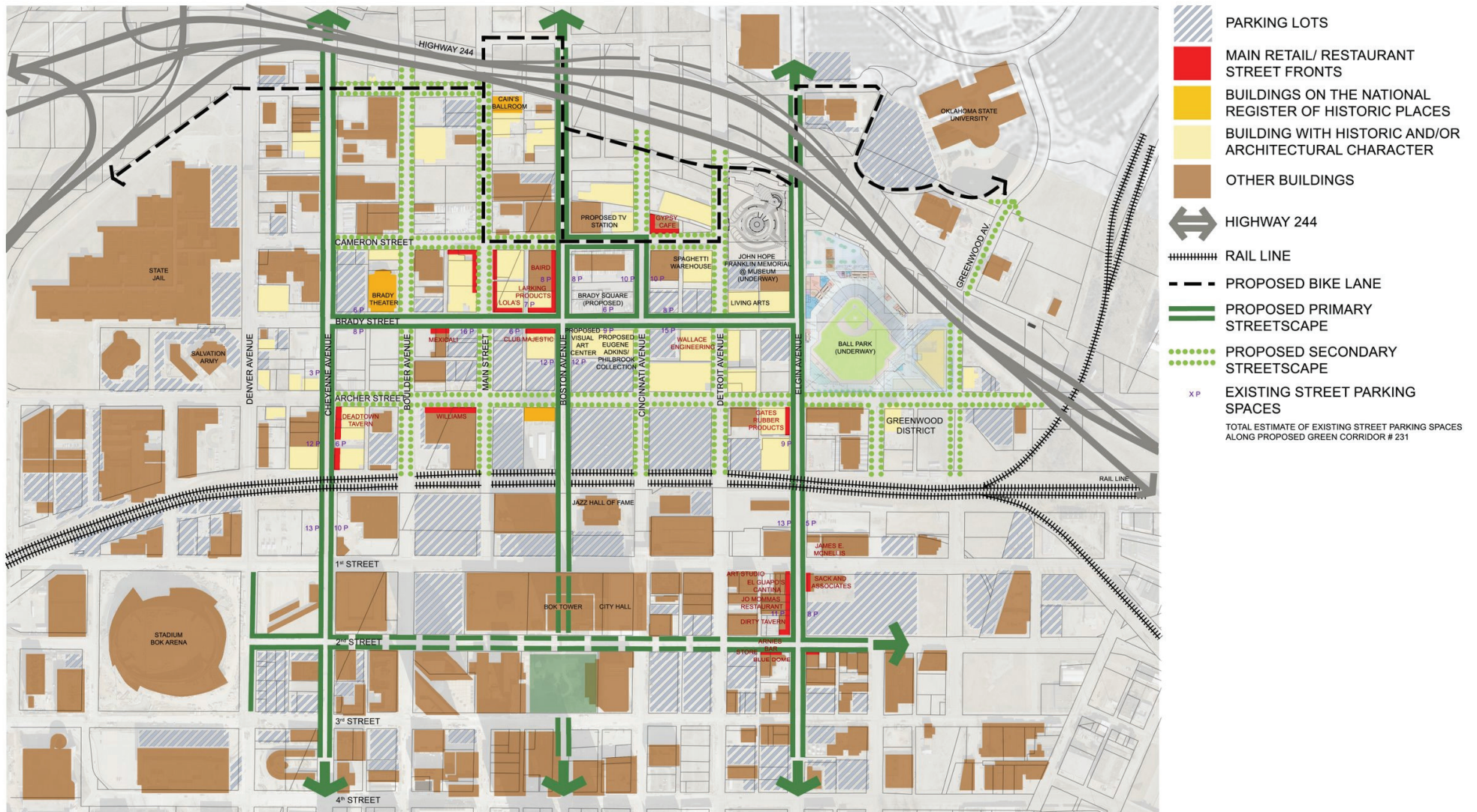
Early on during the 2009 planning process, there was a Site Character Analysis completed that identified ... ‘Buildings (already) on the National Register of Historic Places’, and informally identified ‘Buildings with Historic and/or Architectural Character’. This analysis preceded a larger and more formal study (published later in 2009) that is mentioned later in this chapter.

National Register of Historic Places

The National Register of Historic Places is our nation’s list of buildings, sites, and structures worthy of preservation. The National Register provides a way to identify historic places based on nationally recognized standards. Buildings with exceptional historic or architectural significance can be listed in the National Register of Historic Places individually. Contiguous groups of buildings with a shared historic context or architectural style can be listed in the National Register as a district.

See Site Character Analysis on the following page.

For high quality download: www.thebradyartsdistrict.com/smallareaplan

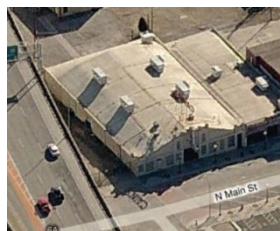


BRADY STREETScape DESIGN, TULSA, OK
SITE CHARACTER ANALYSIS
JULY 2009

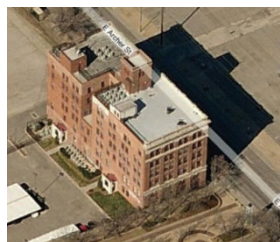


Listing in the National Register of Historic Places allows property owners to apply for significant tax credits to rehabilitate their buildings in compliance with National Park Service standards. Both individually-listed properties and those which contribute to historic districts can qualify for certified rehabilitation tax credits. This program has spurred major reinvestment around the country, including more than 20 million dollars of credits claimed in Tulsa in recent years.

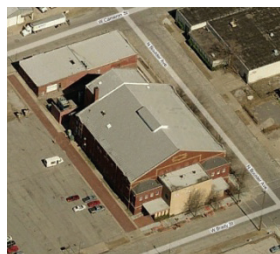
More than 50 buildings in Tulsa have been individually listed in the National Register. There are three buildings individually listed in the National Register in the Brady District:



Cain's Dancing Academy (Cain's Ballroom)
Built 1924
423 North Main



Tribune Building (Tribune Lofts)
Built 1924
20 East Archer Street



Tulsa Convention Hall (Brady Theater)
Built 1914
105 West Brady Street

Listing in the National Register enables protection of buildings chiefly by enabling qualification for helpful tax credits that require compliance with Secretary of the Interior Standards for Historic Preservation. There are no additional buildings in the Brady Arts District being considered for individual listing in the National Register at this time. While no buildings are currently nominated, there are multiple buildings now individually eligible which the following pages show.

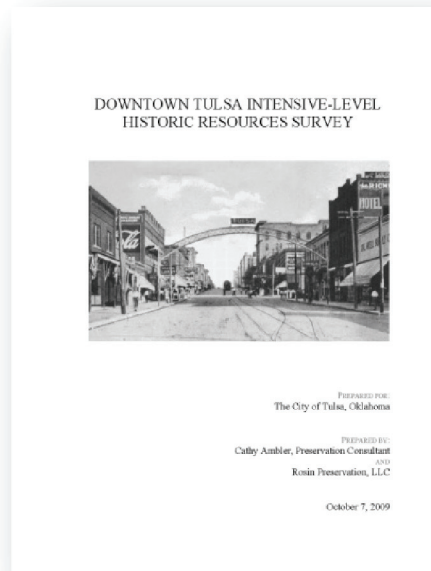
More information about each National Register building is at www.tulsapreservationcommission.org/nationalregister/

Tulsa has 15 listed National Register historic districts as of 2009. The City of Tulsa recently identified three potential historic districts within the Brady Arts District, as detailed in the following pages. After Brady leadership and property owners explored the benefits and potential drawbacks to listing these districts, a contract was let to write the nominations in Brady, approved by the Brady Village Owners Association. Listing will allow numerous contributing buildings to participate in the historic tax credit program, and will be helpful in protecting the character of transitioning districts that are under pressure to grow or change.

In consultation with Brady community leadership and property owners, the City of Tulsa is now in the process of National Register Listing for all three Brady Historic Districts. These districts should be officially listed in the National Register by the end of this year (2010), though property owners can begin pursuing tax incentives immediately.

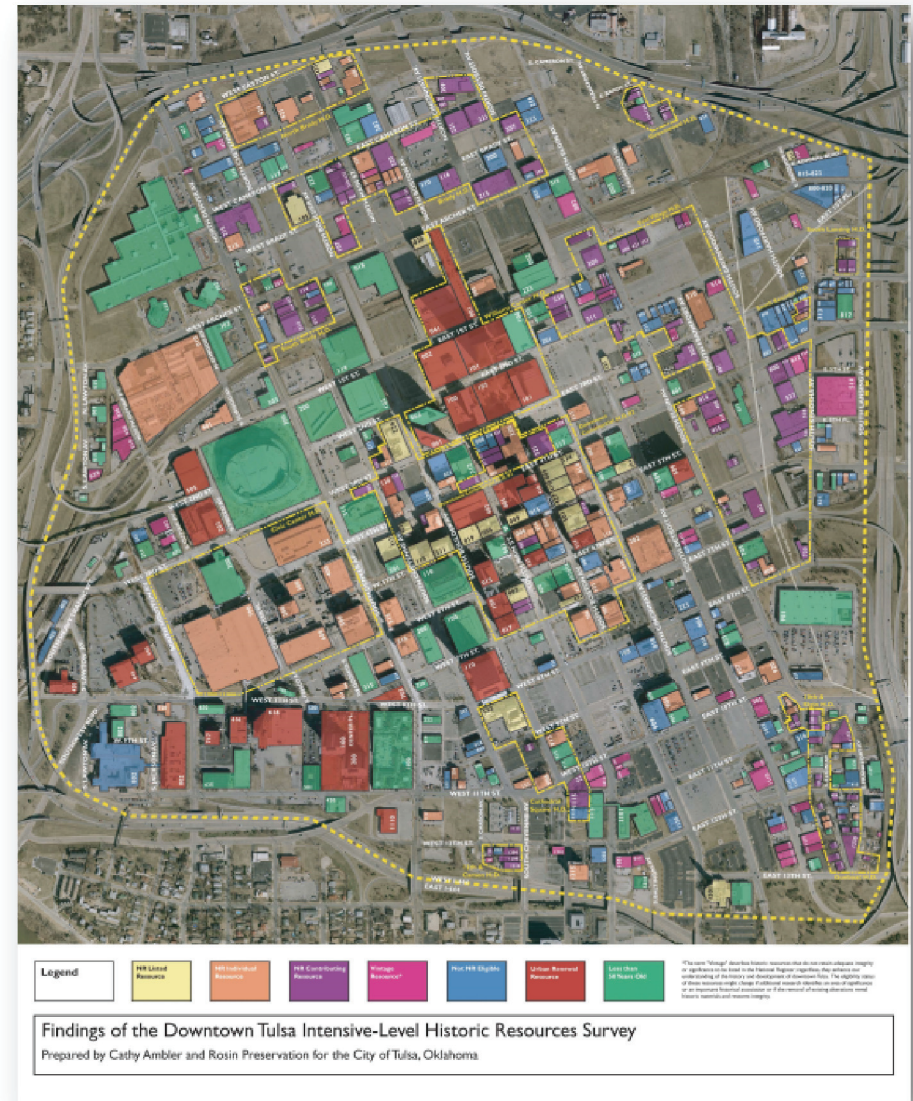
Downtown Tulsa Intensive-Level Historic Resources Survey

Prepared for the City of Tulsa, the Downtown Tulsa Intensive Level Resources Survey was completed by Cathy Ambler Ph.D. Preservation Consultant, as Principal Investigator, with Elizabeth Rosin and staff of Rosin Preservation. The 119 page report presents the findings of the intensive level survey of Tulsa's downtown buildings, sites, structures and objects within the Inner Dispersal Loop (IDL), including the Brady district. The survey, conducted between January and July 2009, expanded upon the reconnaissance survey completed during the summer of 2008. The survey report provides an analysis of the findings and describes the resources that have the potential to be eligible for the National Register of Historic Places, either individually or as contributing resources within a historic district.



Survey Findings: Three Historic Districts in Brady

From the survey report: "...There are three potential historic districts within the Brady area that share a context and development patterns that reflect the evolution and importance of transportation systems in Tulsa's history. Each of these areas contains a unique collection of commercial and/or industrial property types that are transportation-related. The districts are eligible under Criteria A and C and have significance in the areas of Architecture, Commerce, Entertainment, Industry, Community Planning and Development, Transportation, and Social History.





Brady Historic District

36 buildings
1 National Register listed
7 Individually Eligible
20 Contributing
8 Non-Contributing
Period of Significance: 1906-1965

Associated Architectural Styles and Property Types:

Late 19th and Early 20th Century Revival Styles (Mission/Spanish Colonial Revival, Classical Revival)
Late 19th and Early 20th Century American Movements (Commercial Style)
Modern Movement (Art Deco, Moderne)
Other (No Distinctive Style)
One-part Commercial Block; Two-part Commercial Block
Two-part Vertical Block
Temple Front; Warehouse/Light Industrial

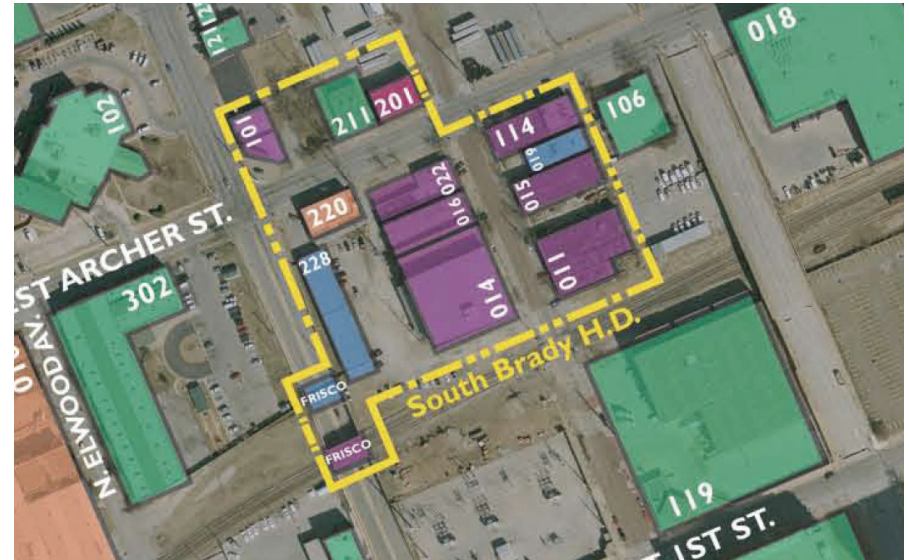


North Brady Historic District

11 buildings
1 National Register listed
6 Individually Eligible
3 Contributing
1 Non-Contributing
Period of Significance: 1910-1962

Associated Architectural Styles and Property Types:

Late 19th and Early 20th Century American Movement (Commercial Style)
Modern Movement (Moderne, Art Deco)
Other (no distinctive style)
One-part Commercial Block; Two-part Commercial Block
Warehouse/Light Industrial



South Brady Historic District

12 buildings and 2 structures

1 Individually Eligible

9 Contributing

5 Non-Contributing

Period of Significance: 1920-1962

Associated Architectural Styles and Property Types:

Late 19th and Early 20th Century Revivals (Mission/Spanish Colonial Revival)

Late 19th and Early 20th Century American Movement (Commercial Style)

Modern Movement (Moderne)

Other (no distinctive style)

One-part Commercial Block; Two-part Commercial Block

Warehouse/Light Industrial



“...The 1962 *Sanborn Fire Insurance Maps* document that vacant space (parking and empty lots) in the Brady districts is sometimes historic. The vacant space provided truck parking, access to warehouses, etc. District nominations should take into consideration the historic open space that contributes to their significance. ...” – *Downtown Tulsa Intensive Level Resources Survey (2009)*

Historic Preservation Zoning (City of Tulsa)

There are currently five Historic Preservation Zones in the City of Tulsa, which is a local zoning overlay implemented only upon the request of residents. The primary regulation of HP zoned neighborhoods in the Certificate of Appropriateness (COA) process administered by the Tulsa Preservation Commission. No areas within The Brady Arts District are being considered for Historic Preservation Zoning at this time.



Tulsa Preservation Commission

www.tulsapreservation.org/...

“The Tulsa Preservation Commission administers Historic Preservation Zoning, identifies and nominates properties to the National Register of Historic Places, and produces educational material describing Tulsa historic resources...”

Historic Assets

“...Information about Tulsa’s historic neighborhoods, individual buildings, National Register listings, and Art Deco heritage...”

Zoning

“...Maps, design guidelines, forms, dates and information about the Certification of Appropriateness review process...”

Resources

“...Rehabilitation tips, preservation incentives, and general resources for historic building owners and enthusiasts...”

Contact Person

“...The Tulsa Preservation Commission is staffed by professional planners in the City of Tulsa Planning Department. Primary contact listed:

Amanda DeCort

Preservation Planning Administrator

adecort@cityoftulsa.org

(918) 576-5669

Ms. DeCort acts as Tulsa’s Historic Preservation Officer and oversees the Certified Local Government program. She is responsible for program planning and grant administration as well as providing primary staff support to the Tulsa Preservation Commission. ...“

nps.gov

National Park Service
U.S. Department of the Interior



The National Register of Historic Places [www.nps.gov/...](http://www.nps.gov/)

How are Properties Evaluated?

To be considered eligible, a property must meet the National Register Criteria for Evaluation. This involves examining the property's age, integrity, and significance.

- Age and Integrity. Is the property old enough to be considered historic (generally at least 50 years old) and does it still look much the way it did in the past?
- Significance. Is the property associated with events, activities, or developments that were important in the past? With the lives of people who were important in the past? With significant architectural history, landscape history, or engineering achievements? Does it have the potential to yield information through archeological investigation about our past?

Benefits & Owner Information

Listing in the National Register of Historic Places provides formal recognition of a property's historical, architectural, or archeological significance based on national standards used by every state. Benefits include:

- Becoming part of the National Register Archives, a public, searchable database that provides a wealth of research information.
- Encouraging preservation of historic resources by documenting a property's historic significance.
- Providing opportunities for specific preservation incentives, such as:
 - > Federal preservation grants for planning and rehabilitation
 - > Federal investment tax credits
 - > Preservation easements to nonprofit organizations
 - > International Building Code fire and life safety code alternatives

- Possible State tax benefit and grant opportunities. Check with your **State Historic Preservation Office** for historic property incentives available within your state.
- Involvement from the **Advisory Council on Historic Preservation** when a Federal agency project may affect historic property.
- Find out information on the care and maintenance of your historic property through various **NPS Preservation Briefs** and **Tech Notes**.
- **Network with other historic property owners**, tour historic areas, or chat with preservationists through Conferences, Workshops, and Preservation Organizations.
- Celebrate your listing by ordering a **bronze plaque** that distinguishes your property as listed in the National Register of Historic Places.

Your Property Rights

- National Register listing places no obligations on private property owners. There are no restrictions on the use, treatment, transfer, or disposition of private property.
- A property will not be listed if, for individual properties, the owner objects, or for districts, a majority of property owners object.
- National Register listing does not automatically invoke local historic district zoning or local landmark designation.
- **Federal Regulation 36 CFR 60** authorizes the National Register of Historic Places.
- Contact your **State Historic Preservation Office (SHPO)** for any specific state rules or regulations"

Recommended Actions: Preservation

1. Proceed to establish National Registered Historic Districts as recommended and supported by the Brady Village Owners Association, the City of Tulsa, and the Oklahoma State Historic Preservation Office
2. Research district preservation grants and other resources available
3. Organize educational events/symposia for stakeholders, property owners, and residents within the Brady Historic Districts regarding financial opportunities, preservation, and heritage issues
4. Involve local arts and creative community in projects and activities to increase awareness of built heritage and the importance of understanding it and building on it
5. Explore and develop a fund for building façade improvements in keeping with district character





Chapter 3

Animating The Brady Arts District

Brady Arts District Goal #2

Maintain and build upon district entertainment and cultural venues and activities

- establish consistent name, image, and brand to represent the district's character
- promote existing venues including Cain's, Brady Theater, artist studios/galleries, nightclubs, bars
- build complementary programming relationships with ONEOK Ballpark, John Hope Franklin Memorial, Greenwood Cultural Center, Living Arts, Philbrook/Adkins Collection, Arts & Humanities' Visual Art Center, Oklahoma Jazz Hall of Fame, OSU-Tulsa, Langston University, and other area attractions
- assist in development of new assets such as festivals, galleries, farmers' market, museums and venues featuring music, energy and regional history

Photo on this page: Crowd watching Rocky Horror Picture Show, photo by Amy Frost

Photo on previous page: Performance, photo courtesy of Living Arts

Artists, creative businesses, and cultural activities have come to define the Brady District since the 1980s. The neighborhood's character has built upon a growing mix of:

- Artist and young professional residents
- Artist and crafts studios and workshop spaces
- Music and visual arts venues
- Restaurants and coffee shops catering to the creative class
- Nightclubs and bars attracting people preferring alternative/creative lifestyles
- Creative sector employers such as advertising and engineering firms



Mixed with the above, the district includes warehouse and trucking enterprises and light industry, as well as vacant and/or underutilized property and buildings. Together they speak to possibility and a creative environment.

The Brady "ecosystem" remains fragile. The critical mass of creative businesses and artists is great enough to establish a district identity but not sufficient to stabilize real estate or an economy. In other words, a major incongruous industry or commercial development could potentially alter the character of Brady.

Property owners and stakeholders invested in the district voluntarily came together in a formal process in 2008 and 2009 to develop consensus around the district's identity, future vision, and a slate of projects that would more firmly establish the neighborhood's character and mix of uses. These include several

cultural, entertainment, and educational organizations as well as housing catering to artists and creative workers.

Two developments adjacent to Brady offer new possibilities and at the same time threaten the district's character: the opening of the BOK Arena just outside the district's southwest corner, and the March 2010 opening of ONEOK Ballpark in Greenwood, just outside the northeast corner of Brady. Such developments raise property values and make a variety of new uses possible. The vision for Brady leverages these "bookend" developments to retain its creative edge.

The planning effort presented a great opportunity to develop cultural and arts programming in parallel with an urban design process for the entire district. This goes beyond fostering street life through design, coordination of events and programming for public spaces. For instance, there was a chance to discuss and integrate public art in the context of new streetscape projects. Further, there is a chance to select or commission street furniture that supports the character and 'brand' of the district and to protect the character of the street.

Key to achieving the broader vision for The Brady Arts District is to leverage the current creative energy into a broader array of community amenities and vibrant street life. There is opportunity to capitalize on the intrinsic capacity of people in the district to organize cultural events, and to engage in specific design and visioning to support cultural and entertainment projects such as artists housing, the ballpark, Cains ballroom, Halloween parade, etc.

Brady business owners, nonprofit leaders, artists, and residents have organized a variety of cultural and social activities in recent years to attract visitors, stimulate business and elevate the profile of the district. With recent growth of business and cultural enterprises in the neighborhood, the Brady Village Merchants Association (BVMA) has stepped up to coordinate an expanding roster of events.



Photo: Dia de los Muertos celebration on Brady Street outside Living Arts (photo courtesy of Living Arts)

The district is primed to continue to grow its activity levels and identity with the planned relocation of additional cultural organizations into Brady. It also has close proximity to the downtown business district, a high level of accessibility via highways and surface streets from all directions, and it is adjacent to the BOK Arena, ONEOK Ballpark, OSU-Tulsa, and Langston University. At the same time, stakeholders and city planners have expressed strong interest in retaining and nurturing the district's historic, pedestrian, and artistic character. Too much traffic or activities incongruous with this character could derail the community's goals.

Downtown Priority: More Life on the Streets!

In their November 2008 report, a panel of the International Downtown Association weighed in:

“...Downtown is mostly a 9 to 5 place; but should it be 24/7? More than 30,000 people are reported to work downtown every day; but most leave after work for home and don't come back in the evening unless for a special occasion or event. This means that downtown, with the exception of the Brady arts district and the Blue Dome district, is relatively lifeless after 5 pm.....As more people rent apartments and buy

condos in downtown, the possibilities for a 24/7 place increase. But other cities have experienced a whole new set of problems as nightlife returns to downtown streets. Panelists heard several people advocate for a 24/7 downtown, but did not hear much thought given to the implications of achieving this goal.

The City of Tulsa's Downtown Area Master Plan (draft September 2009) states on page 16...

“...Principle Finding and Primary Focus of the Plan

The 8 A.M. to 5 P.M. vitality of downtown Tulsa is very good. The 5 P.M. to 8 A.M. population is the target for improvement.

Tulsa has a vibrant workday population in the downtown, and while employment can and will likely grow in small increments over the next twenty-five years, it will not be the primary “player” in new efforts to revitalize downtown.

...most important to the revitalization of downtown are the initiatives to attract a population to activate it between the hours of 5 P.M. to 8 A.M. as well as weekends. A “24/7” downtown will also address the amenities to increase convenience and quality of life. The principal foci include residences, entertainment, conventions and visitors. All are enhanced by connecting the downtown to its region by multiple modes of transportation...”

Cultural Assets & Opportunities

Brady stakeholders assessed existing assets in the areas of arts organizations, public art, and cultural activities. Opportunities for each of these areas were then outlined as well as preliminary action steps.

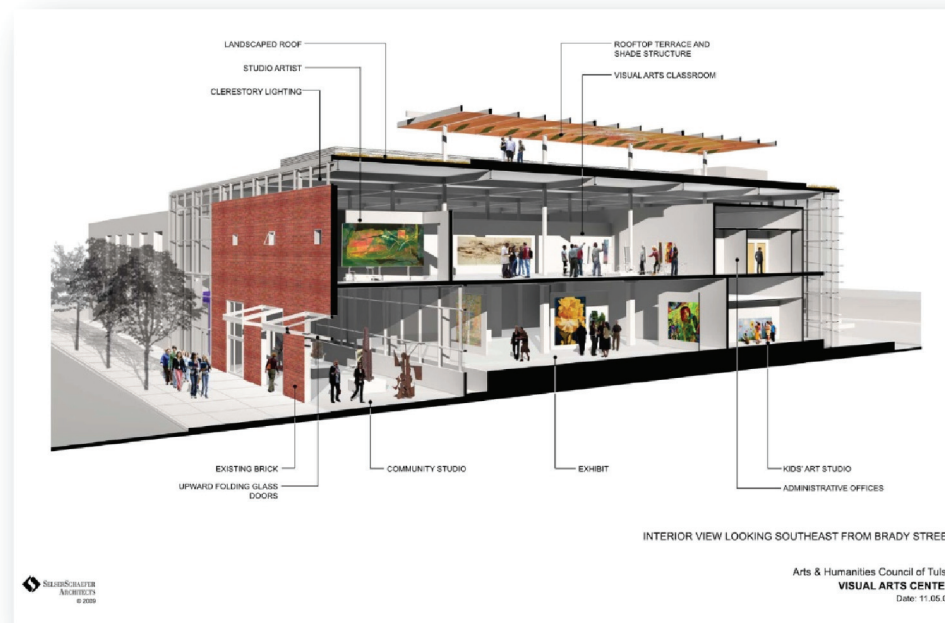


Figure: Design for Visual Arts Center (by Selser Schaefer Architects)



Current Arts and Entertainment Assets...

... include Tulsa Artist Coalition (TAC), Tulsa Glassblowing Studio, Boston Artists Studio, CFC Chocolatier, Theater Tulsa, Tulsa Violin Shop, The Brady Theater, Cain's Ballroom, Gypsy Coffeehouse, Club 209, Club Majestic, The Marquee, Soundpony, Crystal Pistol, and Caz's Bar, as well as many individual artists and artisans.

Assets Immediately Adjacent to Brady...

... include the Oklahoma Jazz Hall of Fame, Living Arts, Greenwood Cultural Center, OSU-Tulsa, and Langston University.

Pending Arts & Entertainment Opportunities...

... in Brady include: Tulsa Arts & Humanities Visual Arts Center, The Philbrook Museum's Adkins Collection and Modern Art and Design Collection, Tulsa University Gallery, Brady Square Park, and other music history groups.

Existing Activity Assets...

- First Friday gallery openings
- May Fest (adjacent)
- Halloween Celebration

Activity Opportunities...

- Festivals (Tulsa International Festival, May Fest in Brady)
- Buskers – street performers of special occasions, weekends
- Additional art or studio walks/events



Photo: Tents in front of Mathews Warehouse (photo courtesy of Arts & Humanities Council)



Cultural Destinations

- A Cain's Ballroom
- B Brady Theatre
- C Living Arts
- D Tulsa Glassblowing Studio
- E Boston Artists Studio
- F Tulsa Artists Coalition

- G The Marquee
- H Gypsy Coffeehouse
- I Soundpony
- J Crystal Pistol

Coming Soon...

- K Cain's Museum
- L AHCT Visual Arts Center
- M Brady Square
- N "Tulsa University Arts Center"?

- O Philbrook's Adkins Collection & Modern Art and Design Collection
- P John Hope Franklin Memorial Park
- Q ONEOK Ballpark

Marketing Brady: Image, Naming & Brand Symbol

From a report by Walsh Associates...

The Brady District is one of the oldest sections of Tulsa. It is rich with cultural icons such as the Cain's Ballroom and the Ole Lady of Brady. The buildings in the area that are still standing are primarily red brick and have been utilized as warehouses. The Brady District name derives from Wyatt Tate Brady who arrived in Tulsa in 1890 as a shoe salesman and quickly opened one of the town's first mercantile stores. Brady was one of the original incorporators of Tulsa and is considered a pioneer, promoter and developer of the area having built Cain's Ballroom and the first hotel with indoor baths, the Brady Hotel. He was also the first member of the Democratic National Committee after Oklahoma became the forty-sixth state in 1907.



Today, there is a faction of Tulsans who take issue with some of the associations and choices that Tate Brady was involved with, but there is no

denying that he was a huge supporter of Tulsa and played a very big part in its early development.

Currently in Brady

Over the past twenty years, the area has morphed into an eclectic collection of bars, restaurants and arts establishments. There has been some revitalization with a few buildings renovated into new office space while still remaining true to their historic past.

Although homelessness is a problem facing inner-city areas, it has not deterred visitors from the Brady District. The county jail is located on the West outer edge of the Brady District close to several bail bonds establishments and a few blocks from the Tulsa Day Center for the Homeless.

A new baseball park—ONEOK Field is under construction on the East edge of the District in the Greenwood District. The Blue Dome District, which has steadily developed as a new area for nightlife with bars and dance clubs is on the South edge of the Brady and Greenwood Districts. Williams Plaza and Tulsa City Hall are directly south of the District along with the Performing Arts Center and the Jazz Hall of Fame / Union Depot building. The New BOK Arena is a few blocks southwest of the Brady District on Denver.

Photo: Johnny Lang performing at Cain's Ballroom, Photo courtesy of www.cainsballroom.com, photopyle.com

Making Plans for Living, Working, and Playing

Our primary goal is to establish and develop the Brady District as an overall cultural / arts venue where people can live, work and play. A plan has been developed that will implement many different ideas in order to revitalize and shape the area in this direction.

New endeavors are planned for the location to complement the existing

cornerstones of the Brady Theater and the historic Cain's Ballroom. These will include refurbishing the Mathews Warehouse to house the Arts and Humanities Council Visual Arts Center. In addition, historic Philbrook Museum will develop a downtown gallery / museum. A Living Arts Center and rental units for Teach for America participants are being developed next to the new ballpark. In addition, a central park and music stage venue will be created as main points of interest and to attract visitors to gather for events. The Tribune II lofts project will expand the units available for downtown living.

Continued development of office space, residential units, restaurants and businesses is expected. An overall beautification plan and district look will be established and implemented with lighting, sidewalks, plant materials and consistent district signage.

Creative Work Plan

Target Audiences

- Entrepreneurs looking for opportunities to tie into the community and develop businesses.
- Young professionals and couples without children looking for an urban residence.
- Residents of the Tulsa area and out-of-town visitors who enjoy arts and cultural experiences of all kinds, unique urban dining, eclectic shopping venues and working or living in an exciting downtown environment.

Key Fact

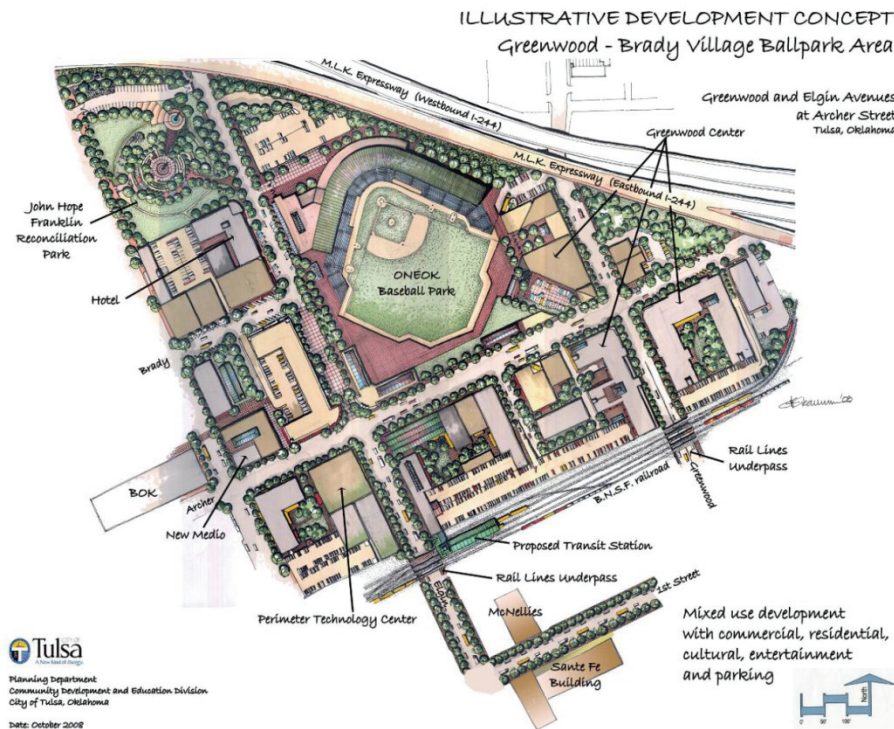
The Brady District is one of the oldest areas of Tulsa and already has an established history for the cultural arts with the Brady Theater and Cain's Ballroom. A plan has been researched and created to further develop the area and brand it as an arts district.

The Situation

The new ballpark is under construction and opportunities to attract and develop small businesses, restaurants and shops are extremely fertile. A vibrant urban landscape to live, work and play within will become a reality in the not too distant future.

Problem to Solve

Eliminate any lingering perceptions that the Brady District is located on the wrong side of the tracks and is just a rundown area of downtown filled with warehouses. Stop the "brain drain" as some young professionals are being lured away from Tulsa to larger urban cities thought to have a better business and lifestyle environment.



Brand Objective

Establish a clear identity and image for the Brady District as the arts and cultural universe for Tulsa. An area defined by its warehouse architecture, icons, shops, businesses and intense appreciation for art, culture and community celebration. Give Tulsa another venue to help retain young workers from migrating out of state by creating an environment rich in business, lifestyle and cultural opportunities.

Positioning

The Brady District is Tulsa's downtown community / center of the universe for arts and cultural events, venues, celebrations, entrepreneurial business opportunities and unique urban residential living.

Promise

The Brady District will inspire, enlighten and entertain patrons with its eclectic arts and cultural environment.

Naming Options

The Brady District
The Brady Arts District
 The Brady District for Arts
 The Brady Arts Village
 A/C Village
 The Brady Arts Borough
 Brady Square
 The Brady Village
 The Brady Ward
 Brady Old Town
 Brady Archer
 Brady Arts Quarter
 Brady Town

Old Town
 BAM Square
 Brady Zone
 The MBA District
 Brady Uptown
 Brady Arts Region
 A/C District
 The CA District
 North Loop District
 Brady Parish
 The A/C
 The Art Depot District

Recommended Name

The Brady Arts District

The reasoning behind this is based on the following determinations:

- It is an advantage to keep the existing equity built to date with the Brady District name.
- The addition of the word Arts efficiently and quickly communicates what the area is about.
- The name is short and flows well. It is not cumbersome and too much to absorb.
- It plays to the history of the area concerning the arts—the Brady Theater and Cain's Ballroom.
- It positions and relates to the main street that runs through the district.
- Historical facts are that Tate Brady was one of Tulsa's leading pioneers and developers.

- The usage of “District” implies a sense of importance to the area.
- The name displays a sense of charm and has an inviting feel.
- The name is easily retained and absorbed.

During the last quarter of 2009, the Brady Village Owners Association and the Brady Village Merchants Association, along with other stakeholders, provided input and reviewed the Brand Development and Naming Report. They reviewed various options for the name and brand identity. Both organizations fully supported ‘The Brady Arts District’ and the image developed.

Brand Symbol

From a report by Walsh Associates...

The Brady Arts District brand symbol was developed in accordance with and to accompany to the district’s official title (The Brand Arts District) and further establishes the area as an individual brand within the City of Tulsa.



The result of The Brady Arts District brand symbol creative adheres to a set of basic brand symbol guidelines.

The new signature, or brand, must be truly unique to the area and reflective of the area’s current residents and those to come. The symbol must have the quality of adaptability for ease of application and be flexible to work within all requirements that come with the multifunctional nature of the area. The symbol must be timeless. It must convey the sense of history that comes from the streets and buildings that have nurtured Tulsa’s creative community for more than 100 years. And finally, it must also be active and forward-thinking as it will serve as the symbol representing a creative and community-focused urban village for years to come.

The Brady Arts District has a rich history as the center of industry in Tulsa. But, as the railroad ushered in the outside world to trade in the corn, lumber, feed and oil industries, culture and music was ushered in right alongside sparking the cultural crossroads and planting the seed for the creative spirit found in the district today. This creative and industrial production happening side by side is the unique signature of the area.

- The clean look was designed to be easily recognizable, an immediate call-out to the district as a destination and aesthetically distinct within the larger context of Downtown Tulsa. It represents the The Brady Arts District’s:
 - Historic character
 - Creative spirit
 - Entrepreneurial growth
 - Urban revitalization
- The symbol boldly reflects the area’s eclectic combination of culture and industry.
- The approachable character allows for and welcomes all the unique views of what the symbol can/should represent including: galleries, restaurants, bars, music venues, residences, parks and merchants.
- The symbol is a strong combination of modern and industrial flavors that pay homage to the district’s original brick architecture.

- The purposeful simplicity of the symbol allows for immediate equity among merchants and vendors and ease of use regardless of context.
- The symbol's adaptability allows for both playful and sophisticated use with color and placement blending seamlessly for festivals and farmer's markets to fundraisers and new business development proposals.
- The timeless nature of the symbol is inviting, welcoming all ages without boundaries to enjoy all the district has to offer.



Above: Proposed Street Banners.

Public Art

More than just beautifying the urban landscape, art in public places creates an engaging and interesting environment and enriches the world in which we live. It is a chance to express shared cultural values, to tell stories, and to reveal unique local identity of a place and a people. It reflects the pride we have in our community, cultivates an active arts area, and attracts residents, businesses, and visitors. In recent years American cities have centered the renovation of their historic districts on the activities of local artists and the creativity of the local community.

The 2003 Brady Village Infill Development Design Guidelines specify...

“... Public Art and Monuments. It is also recommended that public art or monuments be incorporated into the Brady Village area where appropriate, but particularly at the entries into the Brady Village area. Public improvements serve many purposes which include enhancement of public image, stimulation of economic development, provision of prestige, and the recognition and fostering cultural life. Public improvements in Brady Village, including public safety projects, should seek to achieve these same purposes. Improvements to streets, drainage facilities, and public buildings are particularly visible and should include specific features which add interest, character and identity to the area. Monument signs and bridges are examples of public improvements in Brady Village that can be provided that, with special design emphasis, can give additional character of the area. It is intended that such art and/or monuments be provided to further enhance, establish and create a unique identity and interest for the Brady Village area. Additionally, entry arches are suggested for the bridges crossing over the railroad tracks on Boulder Avenue, Main Street, Boston

Avenue (refer to I.L.P. Lighting System and Exhibit 21), Cincinnati Avenue and Detroit Avenue. The underpasses for I-244 at Cheyenne Avenue, Boulder Avenue, Main Street, Boston Avenue, Cincinnati Avenue, Detroit Avenue, and Elgin Avenue should all be repainted and properly maintained by the State of Oklahoma. These underpasses provide an excellent opportunity to provide murals that highlight the character, history, activities and events located in Brady Village. It is also suggested that special lighting be provided at these underpasses to increase pedestrian and vehicle safety, enhance the pedestrian environment, and establish attractive entries and identity for the area. ...”

Workshop Results

From the 2009 Creative Placemaking Workshop came several ideas that were later formalized by a work team of the Brady Planning Group, The Brady Public Art Task Force.

Current Assets...

- Tulsa Arts Commission – (has established funding mechanism, adjudication process, and relationships with City departments to facilitate installation)
- Adjacent public art on Boston bridge and Greenwood.

Opportunities...

- Gateway locations for automobiles/northern and southern boundaries
- Gateway locations for pedestrians
- Gateway to ballpark
- Boulder Bridge
- Elgin
- Cincinnati
- Bike trail
- Permanent or revolving art on key commercial /pedestrian corridors – integral to streetscape design

The Brady Public Art Task Force

The following are recommendations to the Brady Planning Group from the Brady Public Art Task Force. Task Force members include: Anne Brackett, Ken Busby, Stanton Doyle, Kerry Joels, Steve Liggett, Kathy McRuiz, Julie Miner, Donna Prigmore, Jeff Stava, Susie Wallace, and Tom Wallace. The Task Force reviewed models from other cities, and guidelines from the Tulsa Arts Commission and Oklahoma Art in Public Places.

Recommendation: Establish a Brady Public Art Committee

The Task Force recommendation is to establish a Brady Public Art Committee. Following are the suggested Vision, Purpose and Strategy for such a committee:

Vision

Brady Public Art is forward-looking art in an historic place. Art creates a vibrant contemporary cityscape that celebrates the diverse cultural and architectural past of The Brady Arts District, and embraces innovative art forms that engage visitors in new ways.

Purpose

The purpose of the Brady Public Art Program is to create a comprehensive public art design within The Brady Arts District that distinguishes the neighborhood as an arts and entertainment destination.

The design will develop high-quality public art and gateways appropriate to the character of the area. It will achieve a singular identity while remaining mindful of development in adjacent districts. The program will create an aesthetic environment that attracts tourists, enhances the lives of residents, improves the work environment for businesses, encourages education, supports artists, and expands the experience for citizens and visitors.

Strategy

In close coordination with the Tulsa Arts Commission, the Brady Public Art Committee will:

- identify public art sites
- commission and select public works of art

- identify and seek funding sources for purchasing and maintaining art
- pursue opportunities to inform the public regarding art
- oversee production and installation, documentation, maintenance and conservation, and deaccessioning and relocation

Public Art Opportunities

Major projects should be open to national and international commissions.

Other projects should seek local and regional artists.

- Gateways
- Sculpture
- Key commercial and pedestrian corridors
- Murals and mosaics
- Street furniture
- Utility covers
- Trash can covers
- Tree grates
- Bike trail
- Banners on light posts
- Way finding markers

List of Ideas

- Brady Arts District is a clearly defined arts district
- Public art should be
 - sensitive to the character of the neighborhood
 - inviting for all ages
 - eclectic, whimsical, contemporary
- Public awareness events should build on existing events such as Day of the Dead and First Friday Art Crawl
- Public art could emphasize temporary and permanent light installations and murals and brand the District as the *Light District*
- The area should remain affordable to artists
- Neighboring and overlapping districts should be considered
 - Planners should communicate with leadership from the Greenwood and Blue Dome Districts as well as OSU-Tulsa and Langston University

- Streetscaping should be complementary to neighbors'
- Tulsa Public Schools students should be targeted for engagement in the overall project
 - Teach for America teachers and their students should be invited to participatory activities
- Monies spent by the state to build the Oklahoma Pops Museum will require 1½ % for public art
- Main & Archer Park should be considered for an update
- Bike stands should be in the street rather than on sidewalks

Please see Chapter 4 for further discussion and recommendations regarding gateway locations.



Recommended Actions: Animating the District

6. Work cooperatively to advance most complementary and viable cultural assets and activities
7. Carefully choose events and strictly manage the brand of the district
8. Articulate a clear mission/purpose for public art for Brady; seek adoption by Tulsa Arts Commission
9. Develop an ongoing entity to plan, implement and maintain public art projects
10. Develop a functional description for an ongoing overall coordination & marketing entity for Brady
11. Maintain relationships with cultural organizations in adjacent districts to maximize cooperation, scheduling, collaborative marketing, and other opportunities





Chapter 4

Placemaking

Brady Arts District Goal #3

Provide appropriate amenities for a mixed-use community

- attract grocery and daily retail and services
- develop attractive and useful public spaces
- provide accessibility by multi-modal transportation
- create safe pedestrian crossings and connections
- develop adequate and appropriate street and structured parking

Brady Arts District Goal #4

Create a safe environment for residents and visitors

- install good lighting and way finding systems
- slow traffic, add semaphores, create safe crossings
- add police patrols
- increase 18-hour pedestrian presence

Brady Arts District Goal #5

Connect and cooperate constructively with neighboring assets

- facilitate easy movement through multi-modal transportation options
- create identifiable transitions to Downtown, Greenwood, Blue Dome, BOK Center, OSU-Tulsa, and Langston University
- mitigate presence of jail, social service facilities, vacant properties

Photos on previous page: Sidewalk in front of Cains Ballroom & SoundPony

Photos on this page: Denver Avenue underpass connecting to BOK Center



The urban pattern found in Brady is a simple grid of 300' x 300' blocks and 80' right of ways, with major thoroughfares and/or railroad corridors forming its boundaries on all sides. The major through thoroughfare is Archer Avenue, which connects The Brady Arts District to the west and to Greenwood to the east. The chief north south connections are Detroit and Cincinnati.

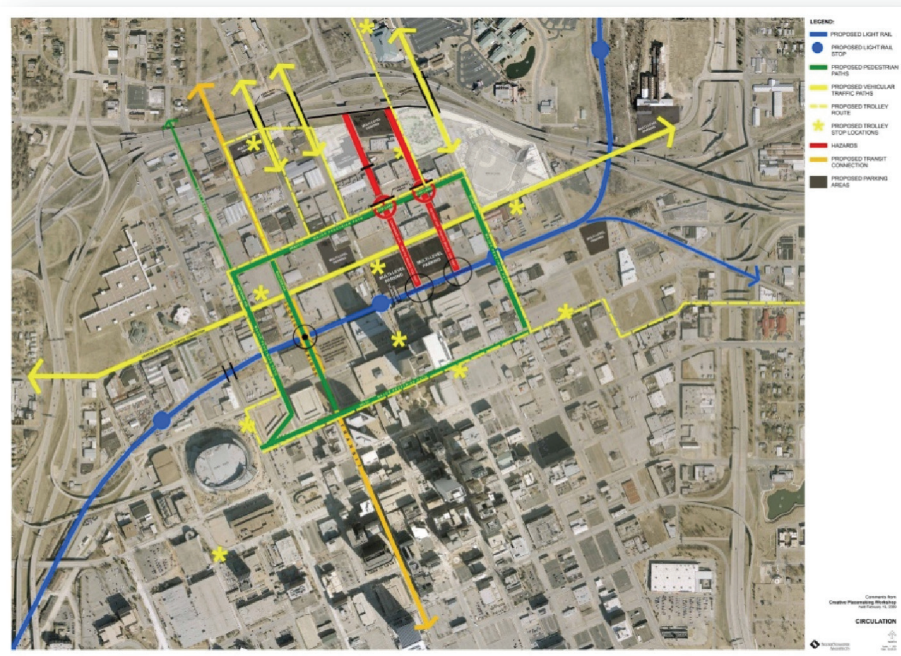
Several streetscape, public realm and infrastructure projects have been identified in the planning effort and are documented within the report. Plans for a new Brady Town Square have been developed; a full block park between Brady and Cameron, and between Boston and Cincinnati. Several streetscape renewal projects have been designed to make the district safer for cyclists and generally more walkable.

Placemaking Workshop & District Analysis

The more formal district goals and recommendations set by the Planning Group in the last year were based on early community input addressing several key issues important to citizens:

- Emphasize linkage to adjacent neighborhoods
- Create a pedestrian friendly urban environment
- Minimize the physical barriers between Brady and adjacent neighborhoods (rail line, highways, etc).
- Increase the public use of sidewalks for cafes, restaurants, art galleries.

Figure: The analysis board is among materials provided by Selser Schaefer Architects as part of the Creative Placemaking Workshop held on February 19, 2009. For downloads of this analysis, go to www.bradyartsdistrict.com/smallareaplan



Subsequently, design consultants led by SWA Group of Sausalito, California, and commissioned by George Kaiser Family Foundation, formally analyzed the district systems, then addressed the interconnected issues of streetscape design and mobility within the district, and walking, biking, busing and commuting access to and from the district and its' surrounding areas. In addition to developing specific streetscape designs, concept design and engineering proceeded for public realm improvements near the ballpark, and now are currently underway for Brady Town Square. Designers based much of their work on citizen input (as documented), the guidance of the Brady Planning Group, and collaboration with City staff and key stakeholders.

Stakeholder Consensus: More Comfortable, Safe Multi-modal Places, Streets & Transitions

Citizens and leaders would like to see better connections to surrounding districts, and street improvements within the district that improve walkability and also accommodate a wider range of transportation modes, including biking and transit. Encouraging multi-modal streets (for walking, biking, transit & autos) emerged as a theme in the Brady planning, and has emerged as an element mandated within District Goal #3 and #5, cited at the beginning of this chapter. Streetscape designs and planning for district wide improvements were developed and illustrated by consultants during the 2008-2009 planning. They exhibit a hierarchy of interconnected multi-modal streets, very much aligned with City Policy encouraging multi-modal networks.

Attractive, Useful Public Spaces & Walkable Streets

The members of the Brady community want to promote neighborhood development that is green, energy efficient, and pedestrian friendly. A district priority that has achieved broad consensus within the community planning and design work is the need and desire for a sophisticated hierarchy of very green and walkable streets throughout the district.

Detailed street designs and streetscape guidelines were developed over the course of 2009 to this end by SWA Group. The proposed streetscaping design includes elements such as street trees, wider sidewalks, narrower streets, bike racks, benches, crosswalks and angle-in parking to help slow traffic and promote walking. The landscaping will beautify the neighborhood and reduce energy demand by cooling the sidewalks and buildings. New LED lighting will reduce energy usage while providing better visibility for pedestrians. Bioswales and the reuse of run-off water for irrigation will help reduce water usage and contribute to cleaner groundwater.



Figure: Detailed streetscape plans and sections (developed by SWA Group).

The street trees and landscaping will be specifically designed to increase biodiversity and to reduce heat on the sidewalks and around buildings to reduce cooling costs and to capitalize on run-off water for irrigation purposes.

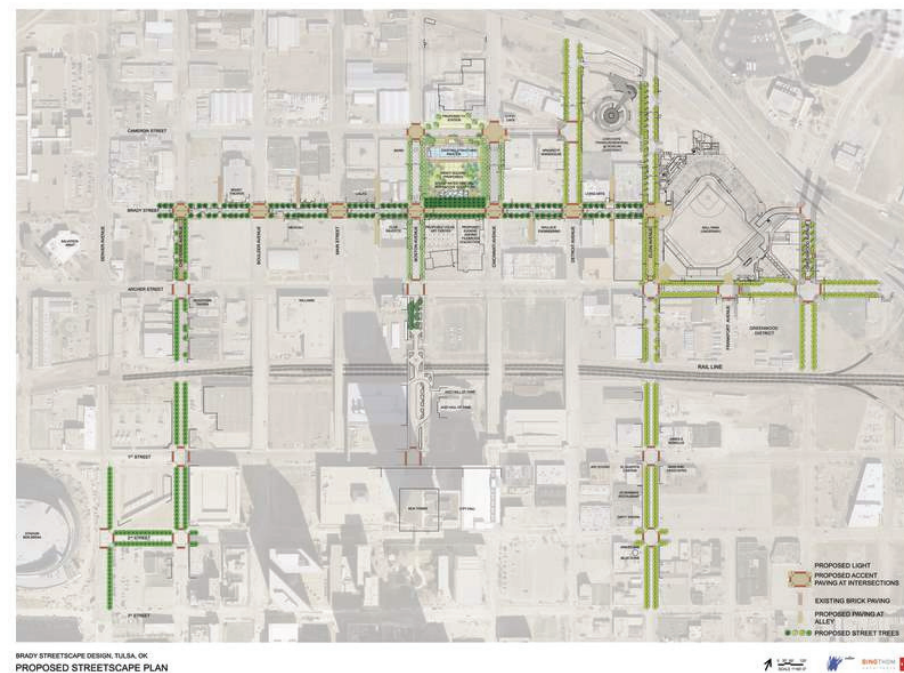
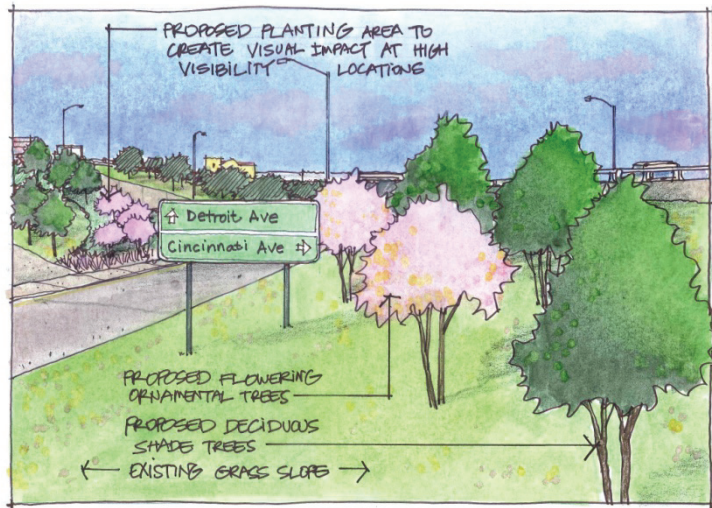


Figure: Proposed Streetscape Plan (developed by SWA Group).

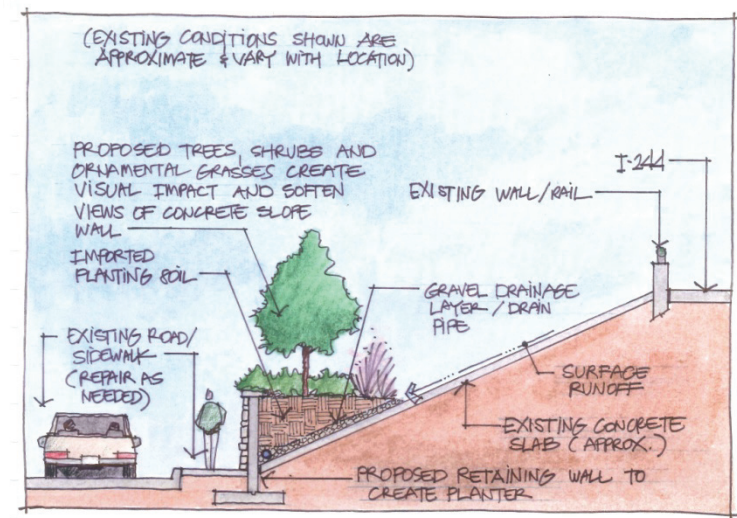
Better Connections & Transitions

Although no detailed design or engineering has yet been done for connections to and from Brady, nor at specific gateway locations, the Brady Arts District Streetscape Summary Report identifies suggested locations for such connections and gateways. Specific connections and gateway locations are called out in the recommendations at the end of this chapter. The Public Art committee, discussed earlier, is also very active in promoting improvements at 'gateway' locations. The Tulsa Beautification Foundation also has conducted conceptual planning regarding gateways. (See Figures)



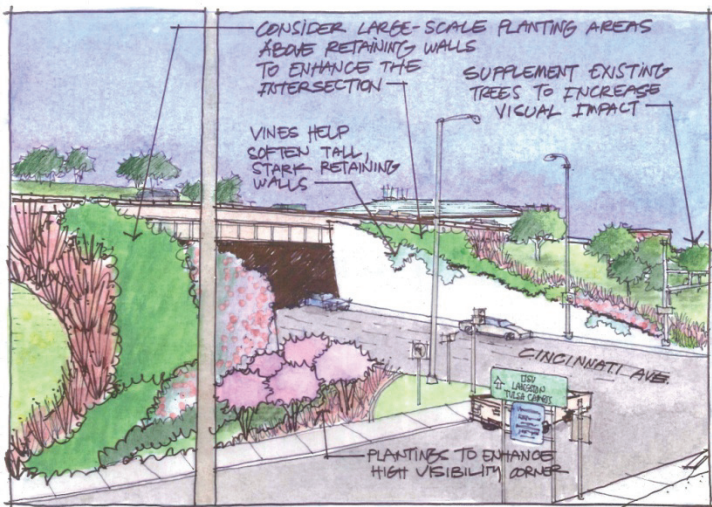
Tulsa Beautification Foundation

EASTBOUND RAMP – CONCEPTUAL PLAN (LEVEL 1)



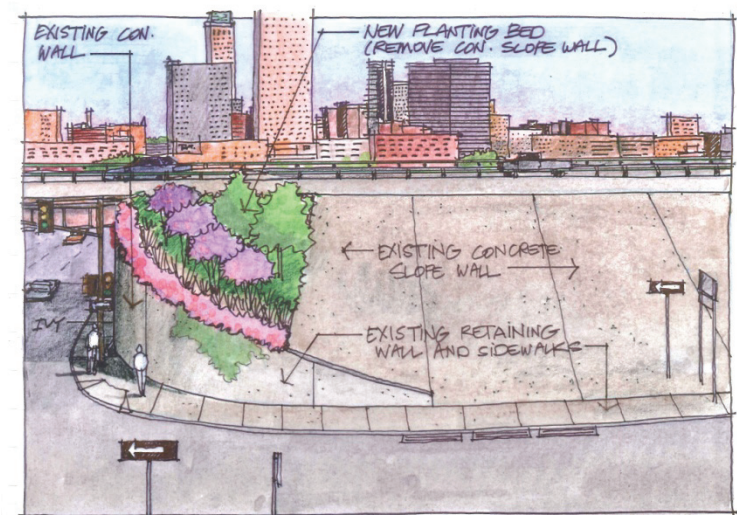
Tulsa Beautification Foundation

TYPICAL CONCRETE SLOPEWALL – RAISED PLANTER



Tulsa Beautification Foundation

TYPICAL INTERSECTION – CONCEPTUAL PLAN (LEVEL 1)



Tulsa Beautification Foundation

TYPICAL CONCRETE SLOPEWALL – CONCEPTUAL PLAN (LEVEL 1)

Figures: Perspectives showing proposed landscaping at underpasses and bridge approaches.
(courtesy Tulsa Beautification Foundation, design by Alaback Design Associates)

Figures: Sections and perspectives showing proposed landscaping at underpasses.
(courtesy Tulsa Beautification Foundation, design by Alaback Design Associates)

In their November 2008 report, a panel of the International Downtown Association weighed in:

“...Major attractions are not yet connected

Downtown Tulsa boasts one of the most striking new arenas in the US. The Cesar Pelli-designed BOK Center is a major asset and a dramatic symbol that Tulsa is committed to its downtown. Likewise, the new baseball park will add significantly to downtown’s level of activity and to its appeal. Most new facilities such as these in other cities have been located in close proximity to one another, but in downtown Tulsa, the BOK Center is west of the core, while the new baseball park is in the Brady Arts District north of the core and several blocks away.

The Vision 2025 plan acknowledges this distance and proposes some solutions through the Downtown Events Linkage Plan. Panelists applauded Tulsa’s efforts to ensure and strengthen connections and hoped that future major projects would be sited as close as possible to the core rather than close to freeways, noting that attendees at events are more likely to stay in downtown for dining and additional entertainment when major venues are not next to freeway interchanges. ...”

“...IDL creates physical barriers

When interstate highways were first conceptualized, planners envisioned them as connecting cities but not penetrating them. However, in the 1950s and 1960s as the interstate system was being built, local elected leaders and planning directors saw freeways as an opportunity to connect downtowns and growing suburbs, and at the same time accomplish slum removal. The end result was that many cities like Tulsa created freeway rings around their downtowns. These new freeways had an unanticipated effect – they made it even easier for downtown workers to escape rapidly to “safe” suburban environments for shopping, dining, and recreation. Cities were becoming increasingly unsafe and undesirable. Furthermore, the elevated and

depressed freeway rings created massive barriers, both perceptually and real, cutting off downtown from adjoining neighborhoods. Some experts believe this was intentional, because inner city neighborhoods were viewed as the source of much criminal behavior.

Today, close-in neighborhoods are seen much differently. As urban crime has waned, these neighborhoods have become highly desirable, diverse and walkable places where downtown workers see opportunities to reduce commute time and expense.

While surface streets do penetrate the visual barriers presented by the IDL, panelists saw these massive structures as challenges Tulsa’s leaders should

recognize and address....”



Figure: Plan showing ideas to soften transitions and create connectivity at the North edges of Brady and Greenwood. (provided by Tulsa Beautification Foundation, design by Alaback Design Associates)

“...Railroads are seen as a barrier and an important issue

A major rail line separates the Brady Arts District and the Greenwood District from the core area of downtown. This line not only creates a physical barrier, but many see it as a barrier to further residential development in the downtown zones close to the tracks. Trains are required to sound their horns as they approach grade crossings, and they must maintain a slow pace through downtown, blocking traffic for several minutes. Panelists were told that efforts are underway to create a “quiet zone” through downtown by installing gates at each intersection....”

Expanded Transportation Alternatives

The theme that came from 2009 planning is general support for increased transit alternatives within and through Brady, creating greater access to the district. This aligns with City of Tulsa goals to increase and diversify modes of transit.

The City of Tulsa Comprehensive Plan identifies proposed transit routes through Brady.

The Brady Arts District Streetscape Summary Report (2010) in the Appendices identifies proposed bike routes, proposed trolley stops, proposed trolley routes, proposed transit connections, proposed light rail routes, and proposed light rail stops... as documented by consultants for the Creative Placemaking Workshop and in work done later in the year with oversight of the Planning Group.

Addressing Public Safety

District Goal #4 calls for installation of good lighting and way finding systems, slowing traffic, adding semaphores, creating safe crossings, adding police patrols, and increasing 18-hour pedestrian presence.

Recommended Actions #18 and #20 call specifically to:

- Install lighting for safety and aesthetic improvement in character with historic district
- Explore security enhancements, including police substation and bike patrols

Relevant Design & Policy Documents

- #1 Brady Arts District Streetscape Summary Report (2010)
- #2 Brady Village Infill Development Guidelines (2003)
- #3 Tulsa Comprehensive Plan (Working Draft 12/16/09)
- #4 Tulsa Downtown Area Master Plan (draft Sept 2009)

The following pages briefly profile each document, and highlight relevant issues to recent planning. Overall, there is great alignment in the plans on many specific issues, although each deal with similar issues at different scales.

Brady Arts District Streetscape Summary Report (2010)

by SWA Group

The report is presented in its entirety in the Appendix of this document.



Intersections

To improve pedestrian safety and aesthetics, curbs should be extended outward at intersections (see Figure 11: Sidewalk and Intersection Treatments). This "pinching" of the intersections also slows traffic and provides space for additional planting area, special paving, and local furnishings such as kiosks.

Paving

Paving for streets and sidewalks (see Figures 11 and 12).

Vehicle travel Lanes: As

Intersections: Colored curb

Crosswalks: Gray concrete

Sidewalks: Three different

Primary Streets/Brady:

Primary Streets/Elgin:

Secondary Streets (all):

Primary Streets/Brady:

Primary Streets/Elgin:

Secondary Streets (all):

Primary Streets/Brady:

Primary Streets/Elgin:

Secondary Streets (all):

Primary Streets/Brady:

Primary Streets/Elgin:

Secondary Streets (all):

Primary Streets/Brady:

Primary Streets/Elgin:

Secondary Streets (all):

Primary Streets/Brady:

Primary Streets/Elgin:

Street Trees and Overhead Utilities

The Brady District's State Energy Grant includes requirements to reduce heat gain by planting continuous street trees that will provide continuous shade canopy. As shown on Figure 13, each street has been assigned a distinct species to provide identity and

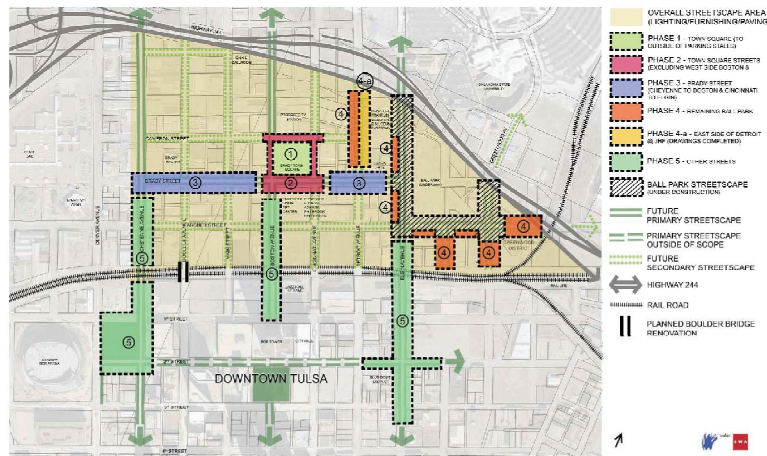


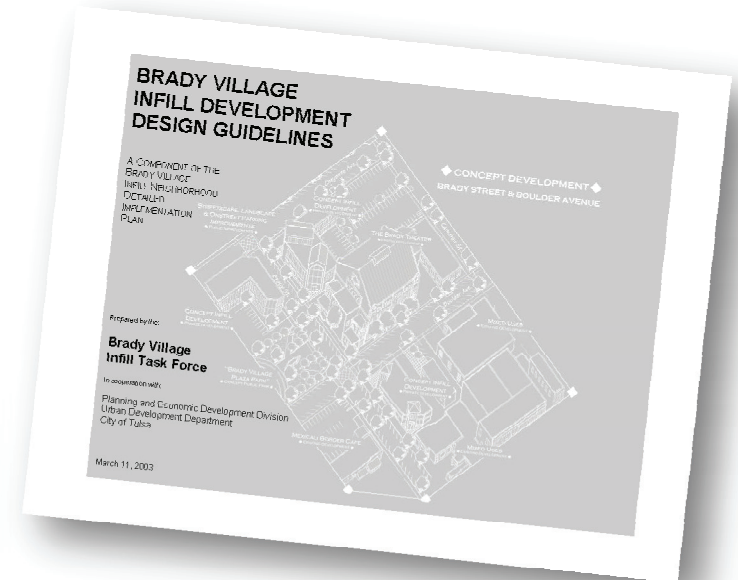
Figure 9: Phasing Diagram

Brady Arts District Streetscape Summary Report
December 2009 DRAFT

SWA Group/Wallace Engineering
Page 13

Brady Village Infill Development Guidelines (2003) (www.tulsadevelopmentauthority.org)

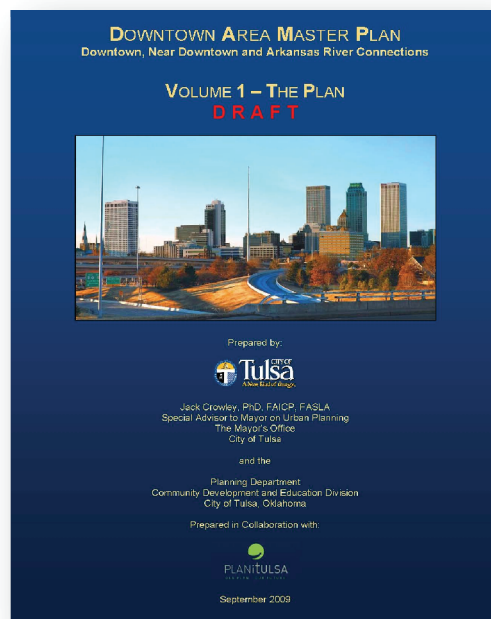
For details on previous community planning policy related to Transportation, please refer to the 2003 Brady Village Infill Development Guidelines / 1. Overall Design Policies (pages 5-12), which are provided in the Appendix of this document and also within the complete PDF document provided www.tulsadevelopmentauthority.org/plans_brady_infill.html. These pages were adopted by city council resolution as an Amendment to the District One Plan Map and Text of the City of Tulsa Comprehensive Plan, The resolution states "...The portion of these guidelines adopted as part of the District One Plan include pages 5 through 12, less and except items B(3)(c), B(3)(e)(i) and B(3)(e)(ii). ..." Pages 5-12 are included in the Appendix of this document.)



Downtown Area Master Plan (draft Sept 2009)

City contact: scarr@cityoftulsa.org

Brady is included in Downtown within this plan, and there are several issues covered in this plan that are relevant to Brady. Specifically:



Two-Way Street Conversion

The plan (on page 6) identifies Main Street, Cheyenne, Boulder, and Cincinnati/Detroit within Brady as slated to become two way streets within 5 years.

Rail Transit Corridor Grade Separations

The report also mentions (page 6) "...Cheyenne Avenue (underpass); Pedestrian Bridge Crossing only as an alternate..." and

"...Elgin Avenue (underpass); a Sealed Corridor component phase 3 as priorities within 1-5 years."

Boulder Avenue On-Street Transit

A priority project & action for year 1-5 is a streetcar/trolley corridor from Veterans Park to O.S.U.-Tulsa / Langston campus (replaces bus/soft wheel shuttle).

Open Space & Recreation

Components identified in the D.A.M.P. Open Space and Recreation Plan include:

- ...complete Pedestrian/Bicycle Trail System in the Downtown Area and into surrounding neighborhoods.
- ...add new green space (Brady Village, Greenwood...
- ...integrate small (vest pocket) parks and green spaces within projects
- ...John Hope Franklin Reconciliation Park (Greenwood – funded)
- ..."Brady Park" (Brady and Cameron Streets, and Cincinnati and Boston Avenue – being privately developed)
- ...green space/landscaped "gateways" at various entry locations to downtown...

Pedestrian Corridors

- ...complete Bicycle/Pedestrian Trails along north side of the downtown (including repositioned "trailhead" on O.S.U. Campus
- ... Bicycle/Pedestrian corridor along south edge of BNSF Railroad (through downtown connecting the Midland Valley Trail back to the river at 11th Street and Riverside Drive). This will be a difficult but worthwhile linkage that will have to be done in conjunction with the rail-transit project.
- ..."Entertainment Districts Loop" pedestrian walk (BOK Center to Blue Dome on 2nd Street, to ONEOK Ballpark on Elgin Avenue, to the old Municipal Auditorium along Brady Street and return to the BOK Center on Boulder Avenue/Cheyenne Avenue potential diagonal).

Street Resurfacing, Sidewalk & Streetscape

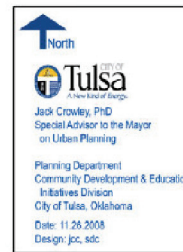
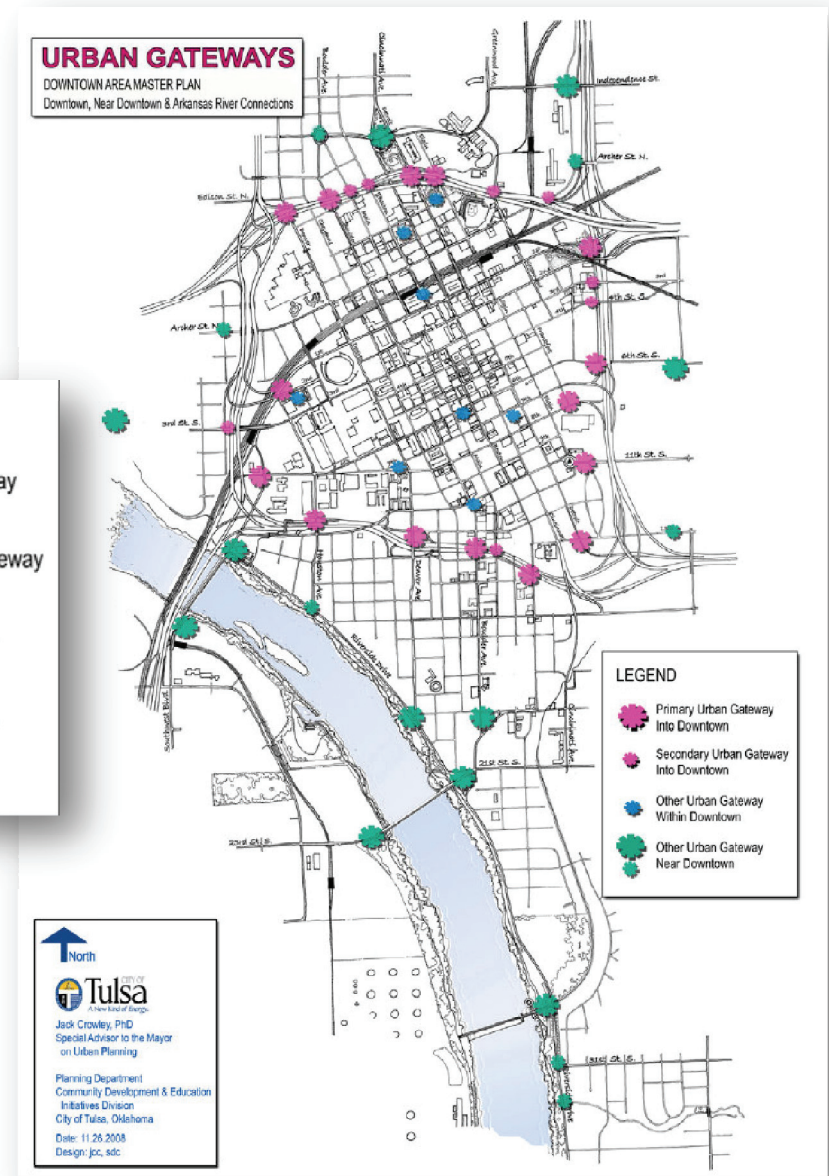
Also a priority project within 1-5 years is improvements and/or enhancements "...North of BNSF rail lines, Brady Village, Greenwood, etc. (Streets remaining after completion of prior projects)..."

Downtown Area Master Plan

Urban Gateways Map

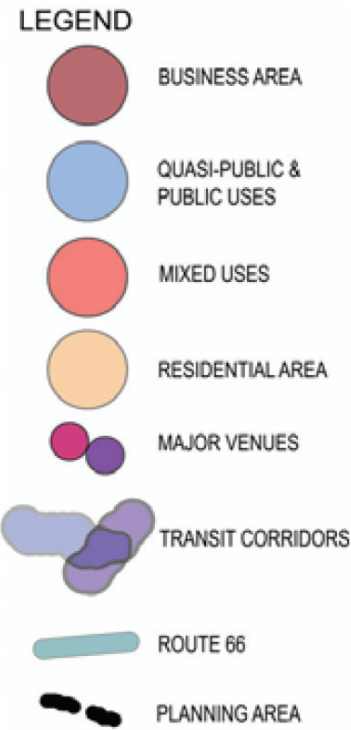
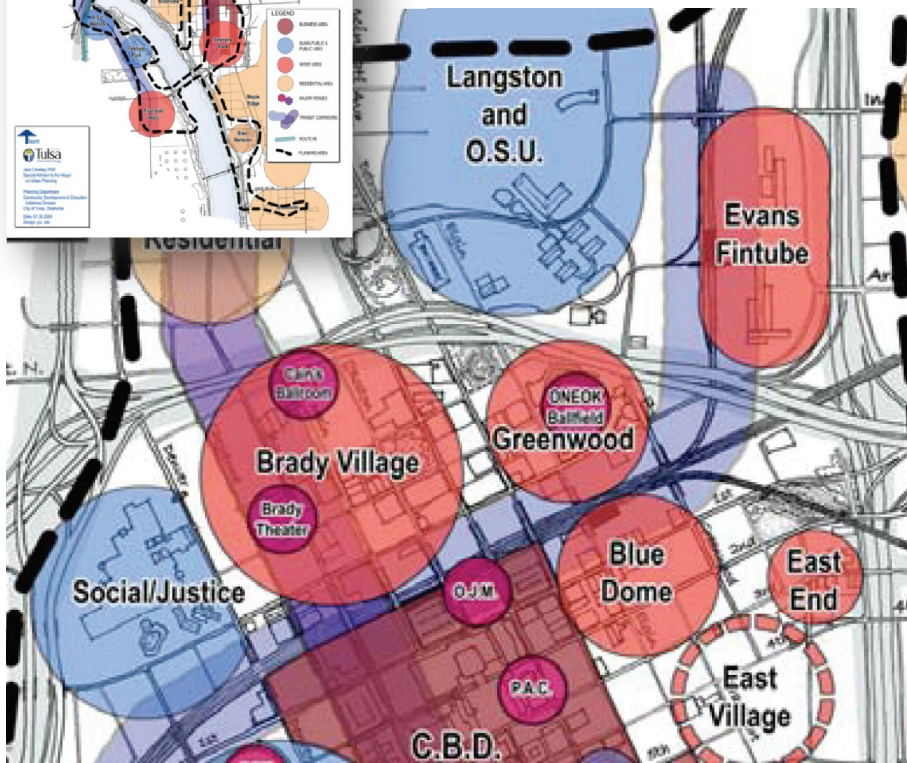
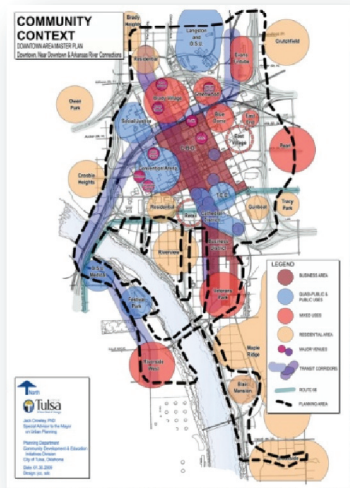
Also a priority project within 1-5 years is gateways at the north end of the district at Detroit and Cincinnati. They also identify “Urban Gateways Program” on the list of high priorities.

“ ... The Downtown Tulsa Master Plan designates a series of major gateway locations at the edge of the plan area, primary entry points into the heart of the downtown, and key points within the downtown (refer to “Urban Gateways” exhibit). The plan is to develop each place differently but with a design strategy that makes the point of entry noticeable as a place and pleasant as an experience. These include architecture and lighting under bridges and the development of significant structures at places such as N. Denver Avenue under the I.D.L....”



Downtown Area Master Plan Community Context Map

“... The downtown Plan is based on two axes which cross in the north central area of downtown (refer to “Community Context” exhibit). The Boulder Avenue Transit Corridor is proposed to be served by a trolley like “fixed guideway” transit system. It connects from a significant residential development site at the west end of the O.S.U. Tulsa Campus southward to a significant mixed use development site around Veteran’s Park at 21st Street and Riverside Drive. This corridor connects



and encourages new infill development and redevelopment in and around Brady Village, the core Business District and Convention Center, Cathedral Square District and Tulsa Community College, and a corridor of major business addresses at the southern edge of downtown (uptown area).

A second transit corridor axis connects a large publicly owned redevelopment property known as Evans-Fintube Site (24 acres+/-) located immediately northeast of downtown to a second significant publicly owned redevelopment site at 23rd Street and Jackson Avenue (50 acres+/-). This is the proposed first leg of a rail transit system that is the common center point for a regional rail network serving Tulsa and the surrounding communities. It proposes to use parts of the right of ways for Burlington Northern-Santa Fe, Union Pacific, and WATCO Railroads. The initial leg of the city transit system connects three key communities: north Tulsa, downtown, and the Westside of Tulsa...

...it will have stops serving:

- O.S.U./Langston Campus and the Evans-Fintube redevelopment site.
- ONEOK Field, The Greenwood Area, and Blue Dome District (residential and entertainment).
- The Williams Center, One Technology Center (City Hall), and Brady Districts (business, government, arts, entertainment and residential).
- (...plus several others not listed here...)...

Downtown Area Master Plan

Transportation Plan

For a complete explanation of the elements identified on this draft map, see the Downtown Area Master Plan (draft Sept 2009).



PLANiTULSA, the Tulsa Comprehensive Plan (2010)

Policy Plan: Transportation (working draft 12/16/09)

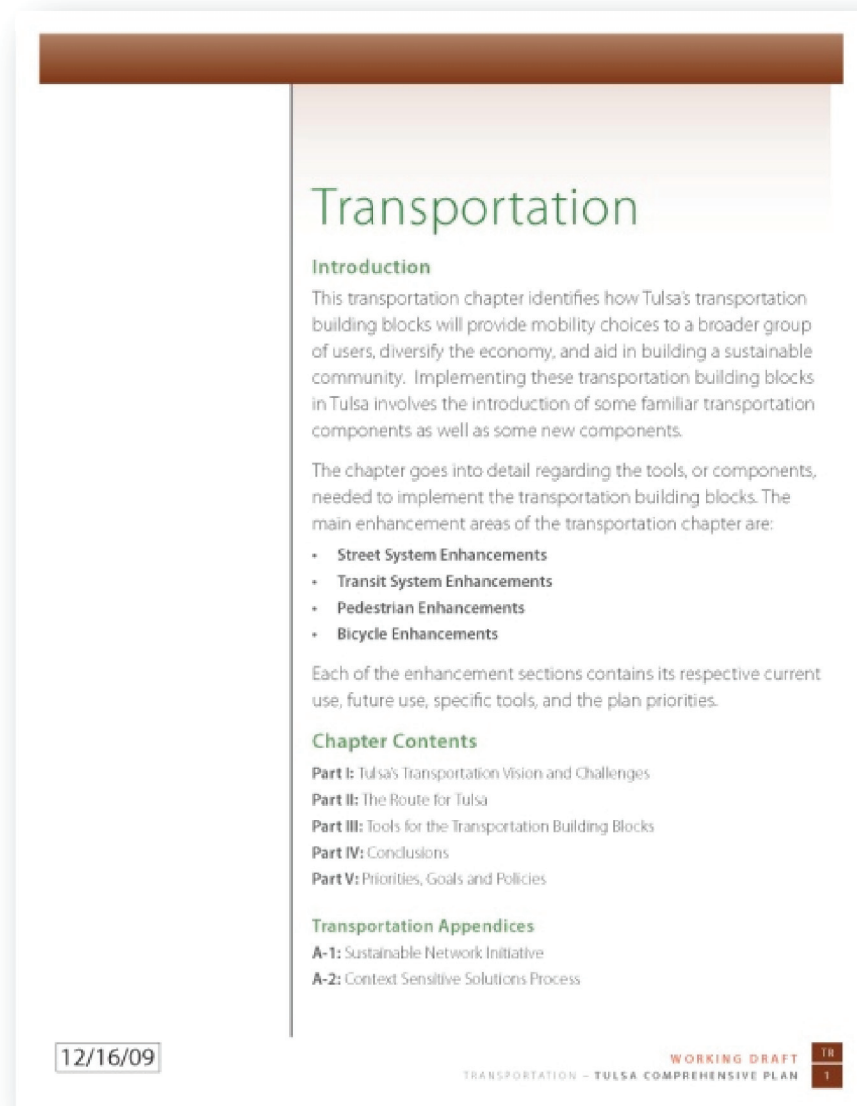
The Tulsa Comprehensive Plan addresses enhancements for: street system enhancements, transit system enhancements, pedestrian enhancements, and bicycle enhancements. For detailed street design, they call for the use of Context Sensitive Street Design methodology (CSS) as a mechanism to more flexibly adapt street design standards to local urban conditions. Brady falls within the “Big T”, an area where such design methodology could be applied to encourage more sophisticated multi-modal patterns. On cursory comparison of 2009 community based planning for The Brady Arts District and PLANiTULSA; there is fundamental alignment on two extremely important issues related to transportation: multimodal street networks & design for walkability.

City-wide Policy:

Multi-Modal Street Network + Expanded Transit System

At the time of the writing of this document, the PLANiTULSA process included draft policy sections titled Transportation, introducing city-wide transit maps/policy and street design networks/classifications that will affect the form of the public realm throughout the City for years to come. PLANiTULSA calls for designing urban streets comfortably for walking, biking, transit, and the automobile (i.e. multi-modal). It also calls for an expanded transit system city-wide.

“...Public investment in both on-street and off-street facilities to accommodate alternative modes of travel will allow the City to provide a vital and efficient multimodal network of streets. These investments should be preceded by small area planning efforts that uses a context sensitive solutions process and sustainable network modeling...” – *Part III, Transportation Policy Plan Working Draft (12/19/09), City of Tulsa Comprehensive Plan*

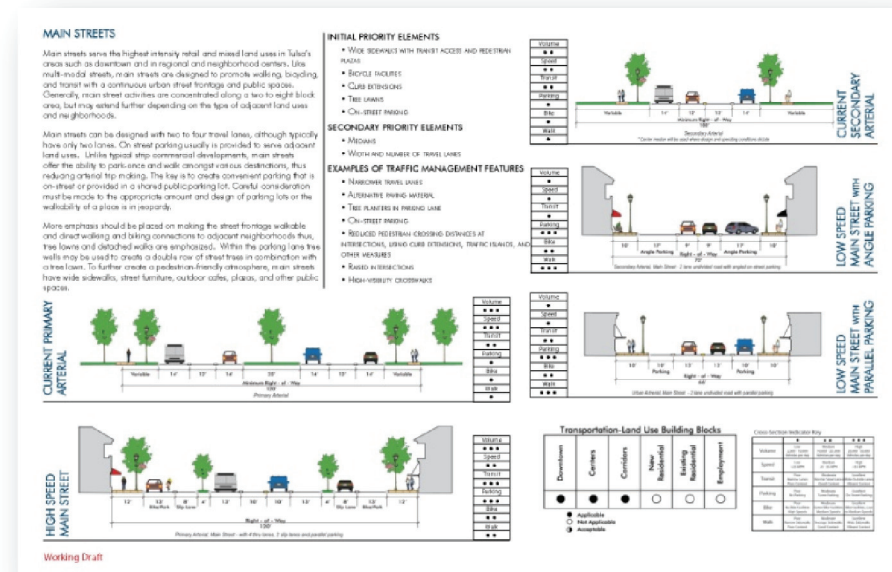


Context Sensitive Street Design (CSS) & Refined Street Classifications

Context Sensitive Solutions (CSS) requires approaching street design and transportation networks based on a balancing of traditional considerations such as automobile travel demand, functional class, and level of service, with context-related criteria such as community objectives, thoroughfare type, and the type and intensity of adjacent land uses.

CSS is a move away from 'one-size fits all' standard street cross sections prescribed by arterial, collector and local classification.

Therefore, over time street design throughout Tulsa shall be more multimodal and sophisticated, leading to a greater hierarchy of street types than the typical arterial, collector and local classifications in place for many decades. Transit



options will expand. And, because of CSS methodology, improvements shall be more closely based on the conditions found within each district, and conform to street classifications that present parameters that ensure greater walkability, bikability, transit etc., and eventually a lessening reliance on the automobile.

CSS methodology calls for citizen input and an analysis of existing conditions of land use. This was done by consultants early in the process, and again by consultants during more detailed work creating the designs for areas near the Ballpark, and for Brady Town Square.

CSS methodology, as outlined and diagrammed at PLANiTULSA.org, calls for thoroughfare improvements to be a balance of locally driven input and a broader set of city wide goals. The working draft introduces and encourages the design of four basic types of streets city wide:

- Main Streets
- Multi-Modal Street
- Commuter Streets
- Residential Streets

For details on specific design classifications, please refer to PLANiTULSA.org>Policy Plan> Transportation Chapter Appendix A-2.



Better Connectivity through Sustainable Network Modeling

In addition to CSS, the City promotes a way to analyze and promote more walkable and sustainable urban pattern of smaller blocks and connected streets, called Sustainable Network Modeling....

“...A network is a structure of streets and highways that serves and connects multiple places and people via multiple modes of travel. Sustainable networks represent a cost effective alternative to expensive grade separations, interchanges and corridors that require extensive right-of-way purchases. Sustainable networks also require local streets to be highly connected with the arterial system. This connectivity increases the opportunities for and performance of other modes of travel, such as walking, bicycling, and taking transit and improves emergency response times. Sustainable networks take a greater level of planning and creative design to build, but the result is sustainable in terms of capital and maintenance costs. Appendix XX describes several planning and modeling processes that INCOG and the City should consider when performing roadway widening, grade separation, or new street classifications....” – *Part III, Transportation Policy Plan Working Draft (12/19/09), City of Tulsa Comprehensive Plan*

In terms of connectivity, the traditional grid pattern of the The Brady Arts District pattern already performs fairly highly in terms of establishing connectivity within the district. It is near the edges of the district, and in connections to other districts across corridors, where sustainable network modeling will most effectively be applied in the years to come.

Brady’s Vision Aligns with Comprehensive Plan:

A More Sophisticated Pattern

Context Sensitive Solutions design methodologies and planning for increased network connectivity are already ideas evident in recent Brady Arts District street design and engineering. (See next sections) Also, although the Brady Arts District Streetscape Summary Report does not specifically use the multimodal typologies specified by City of Tulsa’s CSS methodology, the document does map out a greater hierarchy of streets, bike ways, transit locations, and demonstrates commitment to establishing several very walkable streetscapes.

The report presents specific designs and cost estimates for improvements to ‘Primary’ streets:

- Brady Street
- Cheyenne Avenue
- Boston Avenue
- Elgin Avenue
- Archer Street is not designed in detail, but is identified as a major east west bike route through the district.

The report also outlines overall streetscape guidelines for:

- parking
- intersections
- paving
- street trees and overhead utilities
- lighting
- site furnishings
- banners
- kiosks
- gateway locations

As the Brady Arts District transitions from a predominantly commercial to a mixed use district, stakeholders wish for a wider variety of sustainable and multi-modal street designs to be applied to the grid of the district, creating a more sophisticated hierarchy of streets over time.

Brady Town Square

Goals and parameters were set for the creation of a central gathering place for The Brady Arts District. A site was selected, goals were set, and a concept design commenced. (Design by SWA Group of Sausalito, California and Wallace Engineering.)

Goals

- Provide a green urban park at the heart of the Brady Arts District
- Contribute to pedestrian-friendly character and active street life of the district
- Offer venues for community gatherings including art exhibits, farmers markets/craft fairs, outdoor performances; more informal activities such as picnics; and public art
- Fulfill requirements of energy grants by accommodating geothermal wellfield and associated infrastructure; provide public understanding through interpretive displays or design treatments; set a high standard for sustainability
- Support character and function of adjacent and nearby properties including Mathews Building, Griffin Communications, new ballpark, and other businesses and properties
- Provide cost-effective design approach

The Site and the Town Square Concept

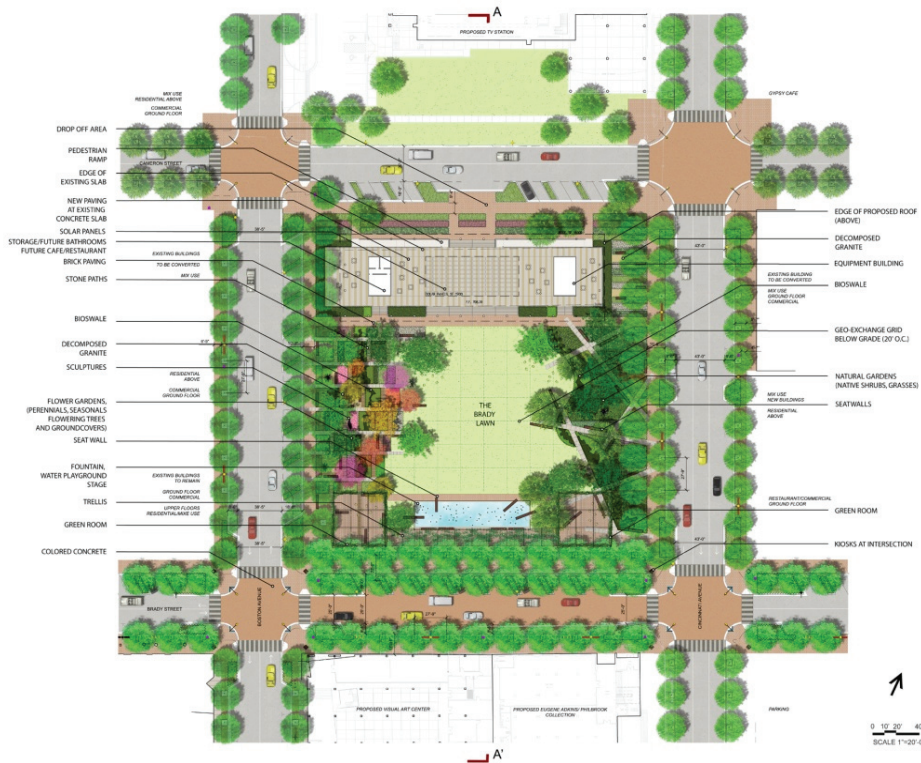
It was proposed that there will be a park, called Brady Town Square, at the center of The Brady Arts District. The Square will include green space as well as performance spaces, food vending, and a public marketplace to provide a gathering place for local residents, workers, and visitors. The well field itself will be a resource for the community. Making a high capacity well field available to adjacent buildings will greatly reduce the expense of installing a ground source heat pump system making it easier for local property owners, businesses and residents to reduce their utility costs.

The park will include a renovated historic freight loading dock with a rooftop solar panel system. The solar panel system will provide electricity to power the well field pump system and other park amenities.



Brady Town Square will include a 2.76-acre city block in the center of Tulsa's Brady Arts District, bounded by Brady Street to the south, Boston Avenue to the west, Cameron Street to the north, and Cincinnati Avenue to the east. Traffic is heaviest along Cincinnati Avenue, a one way, four-lane arterial providing access from the freeway to downtown. The elevated I-244 freeway structure is located approximately 700 feet to the north. The site sits roughly midway between the historic Brady Theater and ONEOK Field, Tulsa's new ballpark located three blocks to the east. A truck loading facility currently occupies the site; however the surrounding neighborhood is undergoing revitalization as a mixed-use urban neighborhood. The Mathews Building, located across Brady Street to the south, will be renovated as an arts center including the Adkins Collection and Study Center, Philbrook Museum of Art. The Griffin Communications/KOTV Media Center is planned to the north.

Please download high res versions of
BRADY TOWN SQUARE SITE ANALYSIS 1
BRADY TOWN SQUARE NEIGHBORHOOD CHARACTER
BRADY TOWN SQUARE (PRECEDENT) IMAGE BOARD
PROPOSED BRADY TOWN SQUARE SECTIONS
PROPOSED BRADY TOWN SQUARE DESIGN CONCEPT PLAN
BRADY TOWN SQUARE (PRECEDENT) IMAGE BOARD
...located at www.thebradyartsdistrict.com/smallareaplan



BRADY SQUARE DESIGN, TULSA, OK
 DESIGN CONCEPT PLAN
 DECEMBER 2009



Return on Investment through Sustainable Design

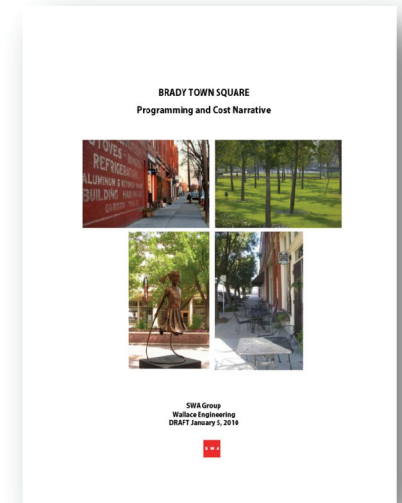
A full preliminary design program for the square itself is outlined in SWA report titled BRADY SQUARE Programming and Cost Narrative (January 5, 2010) , with detailed design options for the park, explaining how they respond to the unique climatic context of Tulsa and urbanism of the District. (See Appendix). The following text outlines key sustainable features that present opportunities to establish a return on the investment.

Solar Panel System

The following numbers listed are preliminary approximations... The park will also include adaptive reuse of an existing historical structure outfitted with a solar panel system to provide a renewable energy source for the geothermal system and other park amenities. The system will include 150 solar panels that are estimated to generate 140KWH annually. The estimated yearly savings will be \$5,155.00, with a 10% contingency for future rate increases. This system will provide electricity to power the pump system on the geothermal well field as well as the other park amenities. The average life span of a solar panel is 30-40 years.

LED Pedestrian Lighting

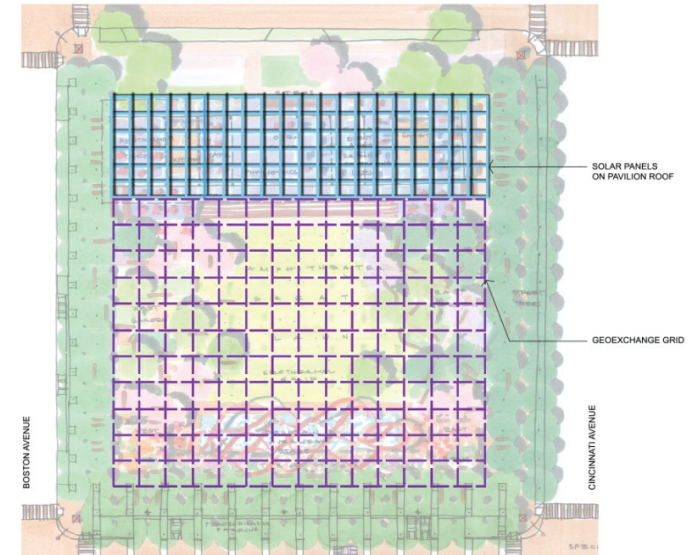
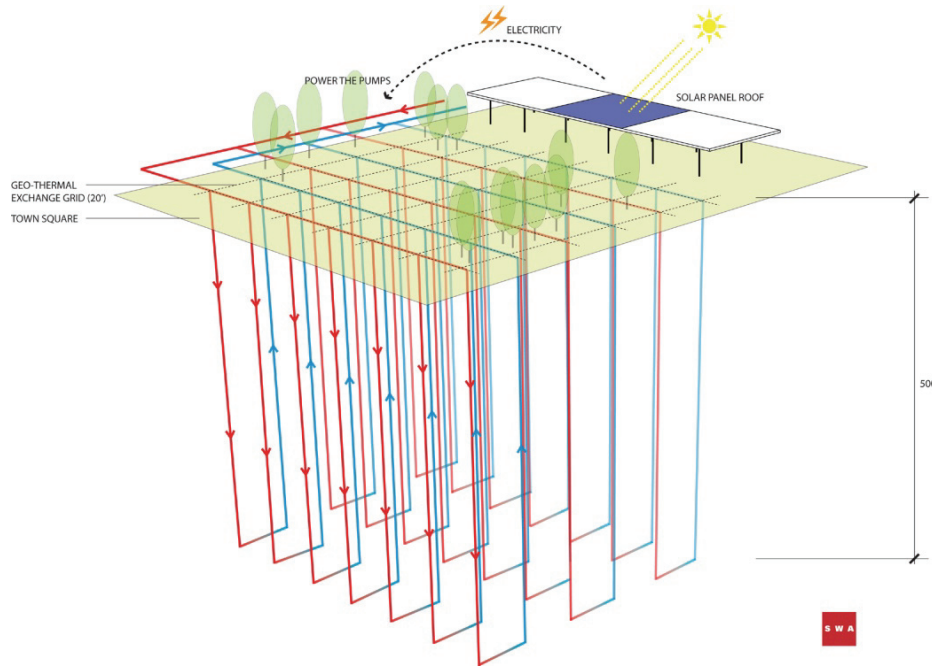
LED pedestrian lighting is more efficient than the traditional sodium halide acorn lights currently used in the Brady Village. LED bulbs will reduce energy usage by 50% and will last up to 7 times longer than traditional bulbs. In addition, LED bulbs and lamps have a greater photometric distribution reducing by half the number of poles and fixtures that traditional acorn lighting requires.



LED lighting suitable for public use has only recently become cost-effective. Cities are just beginning to adopt LED public lighting to reduce their energy and maintenance costs, increase safety, and eliminate light pollution. In the last two years, a handful of US cities have started making the transition to LED pedestrian and street Lighting. These include: Broken Arrow, Oklahoma; San Jose, California; Chapel Hill, North Carolina; Ann Arbor, Michigan; and Anchorage Alaska.

Geothermal Well Field

SWA Group and Wallace Engineering will design a park that, in addition to providing space for neighborhood events, markets and performances, will include a ground source heat pump well field that can be accessed by businesses and residents in the neighborhood to reduce energy consumption and demand;



BRADY TOWN SQUARE - Geoexchange Grid

promote development of property in the Brady Village by reducing utility costs for residents and business owners; support and draw attention to Oklahoma businesses and organizations that are leaders in the field of ground source heat pump technology.

The project includes engineering design of the well field to optimize its capacity, installation of the wells and associated HDPE piping under the park site, installation of pumping capacity under the park site to circulate the water in the closed system, and installation of piping segments from the well field to surrounding properties to facilitate connection to the system. With this infrastructure in place, buildings in the surrounding area will have the ability to install ground source heat-pump heating and cooling systems that will reduce their energy consumption, displacing traditional fossil fuel energy sources with sustainable geothermal energy.



PROJECT SITE FROM THE MATHEWS BUILDING

The geothermal well field can be designed to be infinitely renewable over the course of its lifetime. This system is designed for a minimum 50 year life. To the extent that more thermal energy is generated than the well field can accommodate beyond that time, alternate uses of the heat can be added that will extend the life of the well field.

Individual components of the geothermal system are well-proven in other applications; the application of these components to reduce heating and air conditioning requirements and costs has been pioneered at Oklahoma State University. The concept of using a public park as the geothermal well field is a unique application of the technology. While this technology is frequently employed for public benefit in Europe, this is the first project of its kind in the state of Oklahoma.

Energy Savings

The following numbers listed are preliminary approximations... The geothermal well field will reduce energy usage by 560,000 kwh/year. Total utility cost and operation and management savings will be \$167,025.00 per year. The LED pedestrian lighting will consume 50% the energy of the current sodium halide lights. The current sodium halide lights annually consume 833kwh each. With a complete

installation of LED pedestrian lights, annual electric savings will be 102,459 kWh. Using a rate of \$.09 per kWh for 246 lights with a 10% contingency for future rate increases, this translates into a savings of \$10,143.44 annually. The solar panel system with 150 panels generating a total of 140kwh per day will result in 51,100 kWh of energy savings each year. While it is difficult to quantify the impact, the addition of street trees and other landscaping will help cool the pavement and adjacent buildings for an additional energy savings.

Greenhouse Gas Savings

The following numbers listed are preliminary approximations... Based on a model of 35lbs of GHG capture per tree with a diameter of 3-6", the 374 trees and over 38,000 square feet of additional landscaping will result in the capture of over 7 tons of GHG per year. The geothermal well field will result in an annual reduction in CO2 of 1,012 tons. The installation of one LED pedestrian light will reduce greenhouse gas emissions by 239 lbs annually. A complete installation of 246 lights in the Brady Village and the Greenwood District would result in the annual reduction of greenhouse gas by 29.5 tons. The solar panel system will reduce greenhouse gas emissions by 14.6 tons annually. Total greenhouse gas emission reduction for the entire project is approximately 1,063 tons annually.

Meeting Community Expectations:

Energy Efficiency and Sustainability

An important component of the overall community vision is an emphasis on renewable energy and environmental consciousness. Previous investments in renewable energy systems in the Brady Village include Tom Wallace's installation of geothermal well fields for ground source heat pumps on two of his properties. The upcoming ONEOK Ballpark is also adding installing a ground source heat pump to serve management offices. The Brady Town Square Sustainable Energy Project is an additional step toward reaching the Brady Village community's vision of an energy efficient neighborhood.

It is expected that these projects will push the bar higher in terms of energy efficiency and sustainability, for both public and private sector projects.

Please download high res versions of
SUSTAINABLE FEATURES
...located at www.thebradyartsdistrict.com/smallareaplan

Summary

The Brady Town Square project is intended to enhance the quality of life in the Brady, neighboring districts and the City of Tulsa by promoting pedestrian friendly and environmentally conscious development. The renewable energy projects and energy efficient dark sky friendly lighting will make establish a model for green development. The new streetscaping will beautify the area and make it safer for pedestrians, promoting a healthy lifestyle while reducing greenhouse gas emissions.

Recommended Actions: Placemaking

12. Rebuild Boulder Bridge with pedestrian and transit capacities
13. Improve appearance and lighting of Boston pedestrian bridge; study structural rehabilitation
14. Implement branding including public art and banners as part of streetscaping
15. Develop Brady Square as multi-purpose public amenity
16. Phase streetscaping to extend from Ballpark and Greenwood into Brady and connecting with downtown, Blue Dome District, BOK Center, etc.
17. Alter Detroit and Cincinnati to become two-way streets with signaling and traffic calming
18. Install lighting for safety and aesthetic improvement in character with historic district
19. Implement bike path plan to improve multi-modal access to area
20. Explore security enhancements, including police substation and bike patrols

21. Improve lighting and visual appearance of inter-state overpasses on north side of Brady, and improve pedestrian access to OSU-Tulsa and Langston University campuses



Recommended Phasing of Public Realm Improvements

As of the publishing of this plan in February 2010, there has been no formal review by local stakeholders of Capital Improvement Plan suggested in the City's Downtown Area Master Plan. However, for detailed information on recommended phasing and estimated costs of public realm improvements, please see Brady Arts District Streetscape Summary Report (located in the Appendix).

For the most recent *formal* community based review of capital improvements priorities, please see (in the Appendix) pages A1-A7 of the 2003 Brady Village Infill Neighborhood Implementation Plan: Recommended Capital Improvement Projects.

Chapter 5

Building, Owning & Investing in The Brady Arts District

Brady Arts District Goal #3

Provide appropriate amenities for a mixed-use community

- attract grocery and daily retail and services
- develop attractive and useful public spaces
- provide accessibility by multi-modal transportation
- create safe pedestrian crossings and connections
- develop adequate and appropriate street and structured parking

Brady Arts District Goal #6

Provide mixed income residential and live/work options

- develop live/work options for artists and craftspeople
- develop housing for downtown workforce
- develop housing options for students

Brady Arts District Goal #7

Create a model energy efficient, sustainable community

- utilize the park or other public realm spaces for geo-thermal energy
- promote alternative energy sources for existing and new structures
- encourage energy efficiency retro-fitting of existing buildings
- encourage energy efficient new construction using state of the art technologies

Image on previous page: Map of Major Property Holders

Please see **MAJOR PROPERTY HOLDERS**, available for high res download at www.thebradyartsdistrict.com/smallareaplan

The Brady Mix

The current land use is predominantly a mix of industry, commercial and entertainment uses with some remnant housing and some emerging new residential. The district has a

predominance of surface parking in some areas, and street

frontages are inconsistent, but fairly shallow where there are buildings. Most structures throughout the district are uniformly a mixed array of 1-3 story building types. There is no structured parking in the district and no shared surface parking facilities, leading to a large supply of specifically dedicated off street parking spaces.

The Downtown Area Master Plan recognizes and is actively supporting the trends towards reinvestment in downtown, with a fair emphasis on Brady:

“...Increased attention to downtown ... has spurred both grassroots development, and an attention to developing new housing and entertainment venues in public-private partnerships. Many entrepreneurs are finding start-up potential in historic buildings downtown, ranging from upscale loft housing projects to retail and entertainment establishments...”

– *Downtown Area Master Plan (draft Sept 2009)*

Generally, the infrastructure of Brady, along with the block size and flexible pattern, means Brady holds potential to carry a higher intensity of development in the future, should the market dictate. Development potential in Brady will

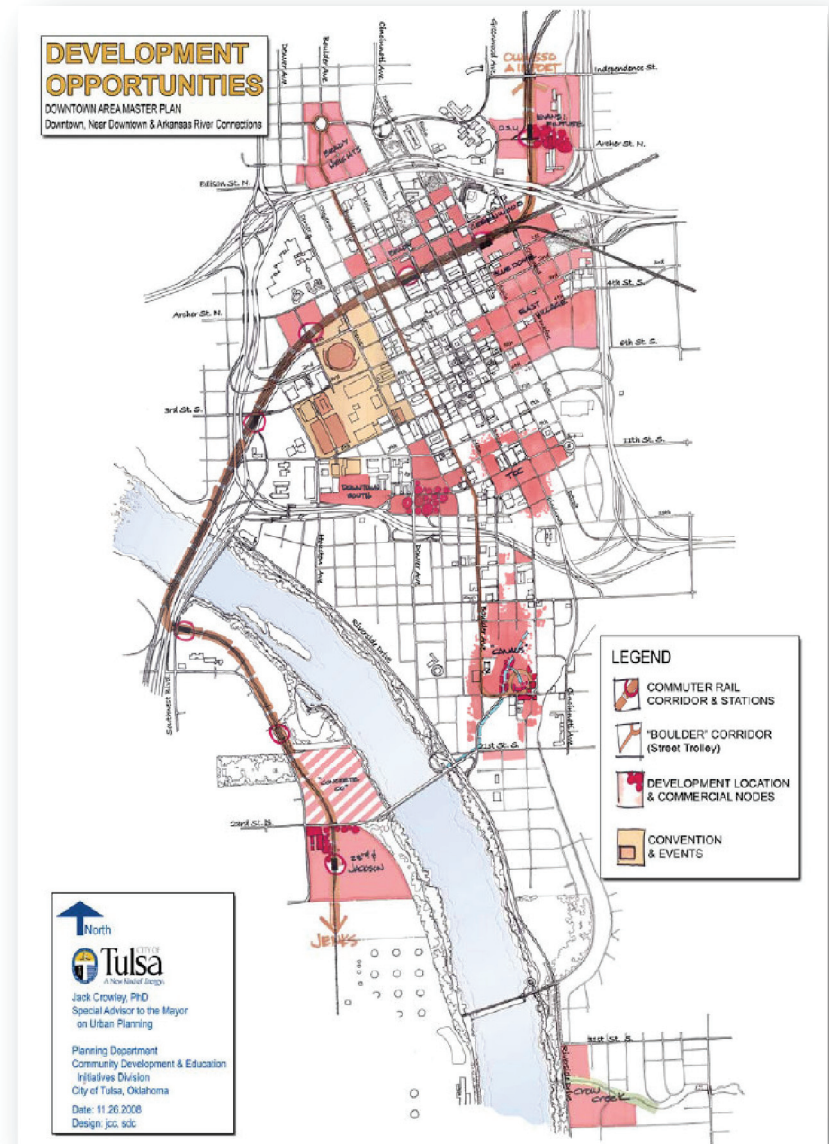
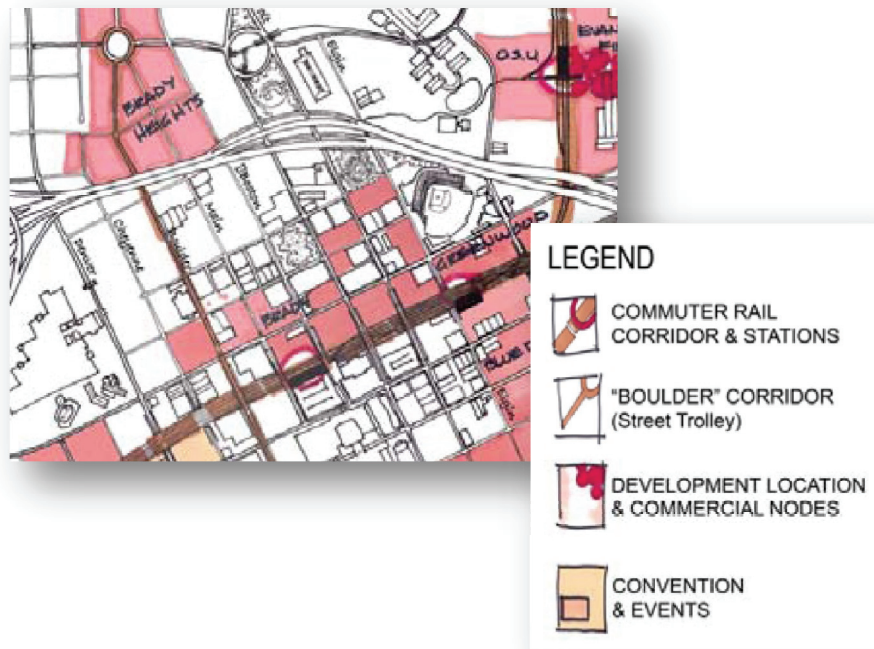


also likely be greatly affected by implementation of increased regional transit, and the extent to which parking requirements can be reduced due to increased reliance of walking, biking, bus, streetcar and/or rail.

Preferences as to types of development were identified early in the process. Stakeholders brainstormed on the kinds of projects they would continue to encourage vs. projects they find less desirable. These are listed in Chapter One. Housing choices were inventoried, and current projects were forecasted. Small business and arts incubators were discussed and listed.

Emerging Development Opportunities

This map from the Downtown Area Master Plan (draft Sept 2009) "...shows key sites where the size and significance of infill can be transformative...."



In their November 2008 report, a panel of the International Downtown Association weighed in:

“...An opportunity to expand hotel capacity and ancillary amenities

With the BOK Center, an expanded convention center, and a new ballpark, there may be an opportunity to bring anywhere from 500 to 2,000 new hotel rooms on line. The CVB and others connected with the hospitality industry believe that downtown Tulsa’s meeting and convention potential could be hampered unless this increased demand is met....At the same time, there are opportunities for more eating establishments in the immediate vicinity of the BOK Center....”

“...Downtown Tulsa is underserved in terms of eating establishments and retail.

Panelists agreed that downtown Tulsa has less retail than any other city of its size they have visited. Good restaurants can find a market in downtown, even with the small number of downtown residents. Some dynamic young entrepreneurs are proving this. Panelists met with the owners of McNellie’s Public House, Joe Momma’s Pizza, and other new restaurants that appear to be doing well. Some retailers are finding niches as well....”

“...The BOK Center and Ballpark are seen as “transformational projects”

These once-in-a-generation projects are both of a size and scope, and are architecturally significant enough to transform a whole section of downtown Tulsa. If the area between the two projects and surrounding areas are planned carefully and

developed effectively, the leverage factor should be significant and could be transformational....”



Housing in The Brady Arts District

A New Life Style Option in Tulsa

Stakeholders in the Brady Arts District including owners, residents, businesses, nonprofits, and the City of Tulsa have expressed strong interest in increasing the district's residential population. Developing and promoting the area as a safe and attractive urban neighborhood with amenities will provide a life style choice that currently does not exist in Tulsa. While the Brady has a minimal population at present, it is expected that its development as an Arts District will attract artisans and artists, downtown workforce, downsizing empty nesters, etc. to the area.



A recent analysis by the International Downtown Association Advisory Panel observes the need for Tulsa to increase activity within the IDL and enliven its downtown. The IDA analysis also identifies significant potential for an increase in housing units downtown with a strong recommendation that “affordable housing” be developed through reuse of existing building stock and targeted towards a younger population.

Objectives that have been identified for additional housing in the Brady include:

- Affordable housing
- Mixed Income
- Live Work
- Affordable Artist Live/Work Space
- Housing for Young Professionals
- Housing for Teach America Program Participants in Tulsa
- Alternative “Off Campus” Student Housing

Market Demand

The Independent Housing Potential and Market Demand Survey analysis conducted by CDS Spillette on behalf of the Tulsa Economic Development Commission identifies potential demand for higher density housing in Tulsa's Central Business District. However a significant challenge related to price sensitivity is also noted in this analysis. While survey respondents indicate an interest in housing choices such as historic converted lofts or urban town homes, they were not willing or able to pay a monthly housing cost that would support the development of new housing of these types. Herein may lay a distinct advantage of the Brady Arts District.

Development Subsidies

With recent efforts to establish historic districts moving successfully forward, many of the existing structures in the Brady have been identified as contributing elements of historic districts. With the creation of these historic districts within

the Brady area, both State and Federal Historic Tax credits will now be available as new financing sources for the restoration of these properties. Combined these historic credits will amount to 40% of all eligible project expense and should provide between 28% and 30% net equity towards historic restoration done according to National Park Service Standards. Further, the Brady area is within a “qualified census tract” allowing for the use of New Market Tax Credits as well adding the potential for another 20% - 22% net equity contribution to these projects.

With subsidies of these types utilized by sophisticated developers in the Brady, restoration projects should be able to meet both market demands for alternative housing and provide reasonable returns on capital investments.

Incentives critical to further residential development in the Brady could include:

- Federal and State Historic Tax Credits
- New Market Tax Credits
- Greater participation by local banks
- Potential for Bond Financing through Tulsa Development Authority and Tulsa Industrial Authority
- Federal and State Affordable Housing Programs (Section 42)
- Subsidized Housing Vouchers for Targeted Residential Populations

Residential Housing Goals

At present there are approximately 57 livable housing units in Brady Village with approximately 100 units anticipated to be brought on line in by the end of 2011. The recent success of the Bedcheck building restoration by GKFF provides a strong indication that, given the choice, young people new to Tulsa will respond to quality housing options that are distinctly urban in their orientation. Additional projects that include housing in and adjacent to Brady are presently under consideration include the historic renovation of the Regal Hotel by David Sharp, new construction anticipated by Greenwood CDC, historic restoration of Detroit Lofts by Jon Snyder, and a second phase of development at Tribune Lofts.

Establishing reasonable targets for residential density in Brady should be informed by a number of key factors. First, as noted in the Tulsa Economic Development Commission housing analysis cited above, the tendency of housing development in Tulsa has been towards the south end of the Central Business District. At the north end of the IDL, the Brady Arts District has an opportunity to shift this tide to a degree if development focuses on distinctly different alternative housing options that will appeal in particular to a younger set. A significant contributing factor to projecting residential growth in the Brady are the multiple new community amenities coming on line in the area over the next several years.

For the purposes of identifying a present goal, the authors of this study suggest that a population of approximately fifteen hundred to two thousand people living in the Brady area is achievable within the next 10 years.

| Current Brady Population | Goal for 2012 | Goal for 2015 |
|---------------------------------|----------------------|----------------------|
| Approximately 75 | 200 persons | 500 - 600 persons |

With the development of additional key amenities viewed as critical to Brady Village development as residential neighborhood doubling the Brady population should be reasonably achieved by 2020.

Key amenities viewed as critical to Brady Village development as residential neighborhood include:

- Enhanced Perception of Safety
- Pedestrian Friendly Streetscape
- Public Green space
- Dedicated Off-Street Parking
- Diagonal On-Street Parking
- Dark Sky Lighting
- Grocery Store
- Walkable Connections to Downtown, BOK Center, Ball Park, Greenwood, Blue Dome, etc.

Housing Choice & Affordability

There was expressed desire to keep housing affordable in the district. No formal planning has been completed.

In their November 2008 report, a panel of the International Downtown Association weighed in:

“...Opportunity to focus on affordable housing

Most of the housing recently developed in downtown Tulsa is aimed at middle to upper income residents, which is a pattern most US cities have employed in the past decade. This is a sound strategy, because it is much easier to establish housing on the high end and then bring affordable housing in afterwards, rather than the other way around.

However, it is time for Tulsa to establish an affordable housing strategy that combines units in the core area with other units in adjoining neighborhoods. Panelists saw great potential in these adjoining neighborhoods....”

Local Unique Business

There were expressed desires to support retention and development of locally owned businesses inside the district. No formal planning has been completed.



Parking

Parking persists as a major issue. The following text is from 2003 Brady Village Infill Development Design Guidelines (page xiii):

“... (6) Addressing parking issues. This problem has been previously identified in Brady Village. Task Force efforts reaffirmed this as a major issue in the area. It is a particular problem when major construction efforts are underway in Downtown and area parking becomes a premium for office and construction workers. In the short-term, parking problems were experienced along Boston Avenue, Main Street, Boulder Avenue, Archer Street, Brady Street and Cameron Street. After careful study, it was determined that on-street angle -parking could be provided on streets having sufficient paving widths. All of Main Street and Boulder Street and portions of Brady Street and Cameron Street were striped to accommodate on-street angle -parking spaces. Budgetary cost estimates were prepared for conceptual parking projects and reviewed by the Task Force. Additional on-street parking solutions proposed by the Task Force are still under consideration and test projects have been constructed by property owners in the district. Other on-street and off-street public improvements were included in the “Recommended List of Physical/Capital Improvement Projects of the Brady Village Neighborhood Task Force” submitted to the City of Tulsa. The Plan proposes additional ongoing programming efforts necessary to develop the required consensus of area property owners, develop area-wide on-street parking, choose optimum locations for off-street facilities, prepare funding strategies and mechanisms, and select potential management and operational techniques for any future parking facilities. Numerous potential off-street parking facilities have been depicted on Exhibits 24-27.”

Many expressed continued concerns in 2009 over the impact that large new projects will have in terms of current parking supply. If unmanaged, or if strategies are applied haphazardly, parking will remain a major issue to current residents and workers, and may become an obstacle to economic growth.

In their November 2008 report, a panel of the International Downtown Association weighed in:

“...Downtown is served by abundant surface and on-street parking

As in many downtowns where development pressures have been moderate to low, downtown Tulsa has many surface parking lots. While abundant surface parking was seen as the solution to saving downtown several decades ago, downtown leaders today understand that surface parking tends to deaden urban spaces and contributes little to City tax revenues and BID assessments, and virtually nothing to the vitality of downtown. These parking lots are not a complete negative, however. They represent opportunity as well. They are, in effect, development sites waiting to happen. Panelists also observed that many of the surface lots were not landscaped, and were told that no City ordinance required landscaping of existing lots. ...”

In 2009 planning, Brady district leaders have been considering ways to organize more informally around a set of strategies that fit the district and that address perceived and/or observed parking problems. There are several integrated strategies to deal with parking that are commonly used; including street design techniques that maximize on-street parking, permit parking, shared parking, parking meters, structured parking, private shared parking arrangements, signage, and identification and implementation of free or municipal lots.

No formal comprehensive district wide plan or strategy has been established, however specific actions have been recommended to mitigate specific supply and demand issues.



Recommended Parking Strategies

Permit Parking for Residents & Employees

Leaders have identified a priority to research and consider establishing a permit parking system for both the workers in the district and the residents.

Street Parking: Diagonal Parking & Lane Width

From Brady Arts District Streetscape Summary (December 2009), located in the Appendix:

“...Brady District owners and residents have expressed major concerns about the provision of adequate parking for existing and future development. Therefore, this project recommends maintaining or increasing on-street parking as part of

streetscape improvements wherever possible. This may be achieved by increasing the amount of diagonal parking and/or narrowing vehicular travel lanes to create added space for parking while still maintaining comfortable sidewalks. Both of these strategies offer the added benefit of slowing motorists and enhancing the pedestrian setting.

Figure 10...” (*within streetscape summary document*) "... illustrates the anticipated changes to on-street parking for Brady Street between Cheyenne and Elgin Avenues as a result of proposed streetscape improvements, which includes diagonal parking on the north side of Brady Street and parallel parking on the south. Based on schematic design, this approach increases the total amount of on street parking from 81 to 108 spaces. This number is subject to change based on more detailed design...."

Identify Opportunities for Shared Private Parking, Municipal Lots & Structured Parking

Early in the citizen input process areas were identified that could be places for shared private, municipal lots, or perhaps structured parking locations.

Other District-Wide Parking Approaches

Parking Study/Survey:

Understanding Evolving Supply vs. Demand

It is important to understand that the demand for parking is a constantly changing variable, particularly within districts that are transitioning in terms of use, are under built in terms of development capacity, that are poised to add large public destinations (such as a ballpark), and that are situated in the city wide context of broadening of multi-modal alternatives to the automobile, from more walkable streetscapes to bike paths to LRT. Parking supply vs. demand in The Brady Arts District will continue to change and fluctuate over time as the district evolves.

Having said that, a formal parking survey of today's supply vs. demand would accomplish several things, and set the foundation for an intelligent set of strategies. A parking study is at minimum a quantitative analysis of parking supply vs. demand during different times of day and during and events - in present day. It can also provide longer term projections of supply vs. demand due to increased traffic or development, such as a ballpark. Such a survey may become particularly helpful as the ballpark comes online and various larger projects get planned and executed around the district.

Parking as a 'Utility'

A more formal method of taking on the issue is to designate parking as a utility or public service; like water supply, sewer, snow removal, tree care waste management or garbage removal, or even mass transit. To varying levels, such cities/districts can look at parking comprehensively, as an aspect of multi-modal transportation system and its infrastructure. The advantage of this is the ability to gain efficiency through the planning and implementation (and accountability) gained, and the value it adds to real estate through the resulting increase in development capacity through the reduction of parking 'load' required for each parcel, particularly when parking can be seen through the lens of longer term planning for transit infrastructure. Research of precedents for such a utility in The Brady Arts District is possible.

To Keep In Mind: Parking & Empty Lots in Historic Districts

The following is text from the Downtown Tulsa Intensive Level Resources Survey, completed by Cathy Ambler, Principal Investigator, Elizabeth Rosin and staff of Rosin Preservation:

"The 1962 *Sanborn Fire Insurance Maps* document that vacant space (parking and empty lots) in the Brady districts is sometimes historic. The vacant space provided truck parking, access to warehouses, etc. (National Register) District nominations should take into consideration the historic open space that contributes to their significance."

Development Incentives, Grants & Financing Resources

The following list of resources was provided by Julie Miner, EDFP, Economic Development Coordinator, City of Tulsa.

Local Development Incentives in Tulsa

Tax Increment Financing

The Oklahoma Local Development Act (1992) allows local governments to establish Tax Increment Financing (TIF) districts. Before a district can be established, each affected taxing entity, including the school district, must approve the district plan. Once the taxing authorities approve the plan, it is passed on to city council for a vote. The city may collect increment from real estate tax, sales tax (city share only), or both. Tulsa typically limits TIF districts to 15 years, though state law allows 25 years. The city may commit up to 25 percent of its acreage to tax increment financing. At this time the city is far below the acreage limit. Tulsa has five TIF districts: Brady Village, Technology, North Peoria Avenue, Blue Dome and Tulsa Hills.

Tax Increment Financing (“TIF”) Districts

Three established districts are located within or overlap the downtown central business district; one district is located to the north of downtown. The districts have the capability of financing infrastructure for development under appropriate circumstances. Subject development sites sitting within a designated TIF district will not be eligible to capitalize on the Local Development Act – Tax Incentive Project.

Tax Incentive Projects within Enterprise Zones

(not available within Brady Village TIF District)

Tax Incentive District Number One provides 6 year abatement on local property taxes for specific development projects (please refer to 62 OS § 850 and 68 OS § 2357.81.) This can be combined with the Enterprise Zone Tax Incentive Leverage Act as a state income tax credit match. If the project is granted abatement and located within an Enterprise Zone, a state match is available, however, an enterprise cannot receive more than \$200,000 aggregate value in state payments and credits in any year.

Fire Suppression Grant

A City grant of up to \$8,000 is available for sprinkler connections and appurtenances located in the public right-of-way. (Contact for more information: Yuen Ho, Building Plans Review Administrator, City of Tulsa, Development Services, 175 East 2nd Street, 4th Floor, yuenho@cityoftulsa.org, 918-596-1865. An application is available at Development Services. Application Information: Julie Miner, Economic Development Coordinator, 918-576-5567 or Janet Damron, 918-596-9679, jdamron@cityoftulsa.org.

Improvement District

The City may create special assessment districts for the purpose of making or causing to be made any improvement or combination of improvements that confer special benefit upon property within the district. Reference citation, 11 OS § 39.101

International Existing Building Code

IEBC is unused by the City of Tulsa as a sensible and cost effective approach to rehabilitation. Anecdotal information from developers who have used this code locally reports a savings of approximately 20% over BOCA. Contact for more information: Yuen Ho, Building Plans Review Administrator, City of Tulsa, Development Services, 175 East 2nd Street, 4th Floor, yuenho@cityoftulsa.org, 918-596-1865. City IEBC inspector: Paul Enix, 918-596-9456, penix@cityoftulsa.org.

Community Development Block Grants and HOME Funds

Tulsa is an entitlement community receiving \$3-4 million annually in HUD grants for eligible projects. Application process required each year in May. For more information contact: Ms. Dafne Pharis, Director Department of Grants Administration, 175 E 2nd Street, Tulsa, OK 74103-3202, Phone: (918) 576-5500, Fax: (918) 699-3523.

Federal and State Development Incentives

The following development incentives are available to potential investors:

American Indian Lands Tax Credits

Federal legislation which provides tax incentive for businesses locating on former Indian lands. More than two-thirds of the lands in Oklahoma meet the Internal Revenue Service-qualifying definition of former Indian lands and qualify for accelerated depreciation. Qualifying lands may include previous tribal land which may have been transferred to new ownership. Oklahoma has the largest percentage of American Indian population in the country. The federal employment tax credit is applicable to businesses located in the qualifying areas that employ enrolled American Indians and their spouses.

Benefits: Accelerated Federal Property Depreciation Schedule, Federal Employment Tax Credits of up to \$4,000 per qualifying employee per year, Savings of up to 35% to 40% in depreciation of equipment.

Depreciation Incentives: The depreciation incentive provides a shorter recovery period of approximately 40% for most non-residential depreciable property. The property must be used in an active trade or business which includes the rental of real property for such purposes. This federal tax deferral can substantially increase the after-tax income of businesses. Since Oklahoma taxable income is based on federal taxable income, the depreciation benefit will automatically apply for Oklahoma tax purposes.

The applicable recovery period is:

3-year property 2 years

5-year property 3 years

7-year property 4 years

10-year property 6 years

15-year property 9 years

20-year property 12 years

Non-residential real 22 years property (39 years)

Example: The regular depreciation on a commercial building with a cost of \$1 million would be \$25,641 annually for 39 years. The accelerated depreciation would be \$45,454 annually for 22 years. This would substantially increase the taxpayers' present value of available dollars.

Employee Credit: The employment tax credit is 20% of increased wages over those paid to qualified individuals in 1993, including health insurance premiums paid by the employer. Wages of individuals eligible for the tax credit may not exceed \$30,000, indexed after 1993, and the credit is applicable to new wages of up to \$20,000 for years 1994 through 2007. The indexed wage level for 2005 is \$42,000. IRS Form 8845 is used for computing and claiming the credit.

Investment/New Jobs Tax Credit

Manufacturers who hold a manufacturer's sales tax exemption permit may choose this income tax credit based on either an investment in depreciable property *or* on the addition of full-time-equivalent employees engaged in manufacturing, processing or aircraft maintenance. There are carry forward provisions. *Participation in this benefit prohibits a manufacturer from participating in the Quality Jobs Program.* Find more information at www.okcommerce.gov

Recycling Facility Tax Credit

An income tax credit equal to 20% of the cost of the installation of facilities for recycling, reuse, or destruction of controlled industrial wastes. Must be approved by the State Health Department.

Sales Tax Exemptions

In general, the following are exempt from sales tax:

Machinery and equipment for manufacturing and processing

Personal property consumed in the manufacturing process or which becomes an integral part of the finished product

Goods transported to another state

Machinery, equipment, fuels, and chemicals used to treat industrial wastes (must be approved by the State Health Department)

Freeport Exemptions

The processing, storage, manufacture, assembly, or fabrication of materials brought from out of state are exempt from taxation in Oklahoma if shipped out of state within nine months of arrival.

New Markets Tax Credits

Two local Community Development Entities received allocations in 2008-2009 totaling \$95 million in NMTCs to provide investment capital to qualified projects at below-market interest rates.

Oklahoma Local Development and Enterprise Zone Incentive Leverage Act

In addition to the Enterprise Zone Tax Incentive Leverage Act, the Oklahoma Local Development and Enterprise Zone Incentive Leverage Act states that a planned project located within an Enterprise Zone and in support of a major tourist attraction may qualify for state matches of local sales tax reimbursements. The Act lays out the qualifications necessary for a project to be eligible for state matching sales tax reimbursement such as investment size, project payroll, and end use. Proposed projects must generate, in the aggregate, a minimum of either \$1 million in payroll or \$5 million in investment. No matching payments shall be made for any development that provides more than 10% of the net leasable space for retail purposes; restaurants are not included in this classification. An exception to the limit on retail may be applied if development qualifies as a major tourism destination; a project must attract at least \$50 million in capital investment, generate at least \$50 million in projected gross sales revenues or at least \$10 million in annual gross sales revenues from out-of-state visitors, and have 20% of the number of visitors traveling from out-of-state or 30% of the number of visitors traveling at least 100 miles within three years of project completion. (For more information: OS 62 §841.12.b).

Oklahoma Tourism Development Act

Provides incentives (sales and/or income tax credits equaling 10%-25% of approved costs) for qualified new or expanding tourism facilities and attractions.

The program applies to recreational/entertainment facilities, areas of natural phenomenon or scenic beauty, theme parks, amusement or entertainment parks, indoor or outdoor play or music shows, botanical gardens, or cultural/educational centers.

The program does not apply to: Lodging facilities, unless the facilities constitute a portion of a tourism attraction project and represent less than fifty percent (50%) of the total approved costs of the tourism attraction project; Facilities

that are primarily devoted to the retail sale of goods; Facilities that are not open to the general public; Facilities that do not serve as a likely destination where individuals who are not residents of this state would remain overnight in commercial lodging at or near the tourism attraction project; Facilities owned by the State of Oklahoma or a political subdivision of this state, or; Facilities established for the purpose of conducting legalized gambling.

To qualify, a project must attract at least Fifteen percent (15%) of its visitors from among persons that are not residents of this state, and must have cost in excess of Five Hundred Thousand Dollars (\$500,000).

Investment/New Jobs Tax Credit

Provides growing manufacturers a significant income tax credit based on either an investment in depreciable property or on the addition of full-time-equivalent employees engaged in manufacturing, processing, or aircraft maintenance. For more information, visit www.okcommerce.gov.

Small Business Capital Formation Tax Credit

The Small Business Capital Formation Tax Credit Act authorizes an income tax credit of 20% of equity or near-equity (e.g. warrants or convertible subordinated debt) investment for investors in qualified businesses, either by a qualified small business capital company, or by an angel investor in conjunction with investment by a qualified small business capital company. There are limitations on the amounts of investment to which the credits apply. The credit is allowed when the investment funds are actually invested in an Oklahoma small business venture. Earned credit may be taken in the year of the investment or carried over for 3 additional years for a total of 4 years. (The tax credit for rural qualified businesses is 30%.) For more information contact Tulsa Economic Development Corporation at 918.585.8332.

Federal Historic Preservation Tax Credits at 10% or 20%

The 10% tax credit is available for qualified rehabilitation expenditures on a building built before 1936. 20% is available for buildings which are or will be listed on the National Register within three years. Please refer to Section 47 of Title 26 of the United States Code. For more information: <http://www.2.cr.nps.gov/tps/tax/taxbroch.pdf>

State Historic Tax Credits

For qualified rehabilitation expenditures the state credit will be 100% of the federal credit for approved 10% and 20% projects. Please refer to 68 OS Section 2357.41. (Contact for more information: Harry Simms, State Architect, Oklahoma State Historic Preservation Office, 2401 North Laird Ave., Oklahoma City, OK 73105, 405-522-4479, hsimms@okhistory.org)

Affordable Housing Tax Credits

Federal credits are available through a specific process administered by the Oklahoma Housing Finance Agency. In certain circumstances, these credits may be combined with federal Historic Tax Credits. (Contact for more information: OHFA, 100 NW 63rd St. Suite 200, Oklahoma City, OK 73116, 800-256-1489, <http://www.ohfa.org/>)

Local Partners in Economic Development

Economic Development Commission

The Economic Development Commission (EDC) is a 21-member volunteer city board made up of mayoral appointees from the city's business community. The EDC is the conduit for an annual budget allocation in the amount of 38 percent of the city-only hotel-motel tax revenue.

Tulsa Industrial Authority

The Tulsa Industrial Authority (TIA) serves as a conduit in the issuance of 501 (c)(3) bonds and Industrial Development Revenue Bonds, which provide tax-exempt financing for qualified projects. TIA supplies comprehensive analysis of new issues and/or refunding opportunities, and assists the borrower in finalizing a transaction strategy and structure. When a loan is passed through TIA, the IRS treats the loan as a local governmental agency special obligation. Eligible projects include those for non-profit entities (including health care), public or private colleges and universities, private high schools and grade schools, the Indian health care resource center, hospitals/nursing homes and various charities. TIA has financed or refunded over \$1 billion in tax-exempt bonds.

Tulsa Development Authority www.tulsadevelopmentauthority.org

Tulsa Foundation for Architecture www.tulsaarchitecture.com

Tulsa Economic Development Corporation www.tulsaedc.com

Downtown Coordinating Council

Vision 2025 <http://www.vision2025.info/>

Tulsa's Young Professionals <http://www.typros.org/index.asp>

Recommended Actions: Building, Owning & Investing

- 22. Establish 3-year residential population goals for Brady, linked with downtown housing study
- 23. Offer mixed urban lifestyle options and other strategies to attract new residents
- 24. Continue efforts to renovate upper levels of historic buildings for housing
- 25. Conduct a formal parking survey to understand current district wide supply and demand and the future impacts of proposed shared parking facilities, diagonal on-street parking, and the impacts of a parking permit system for residents and workers
- 26. Develop "Welcome Package" for new residents and connect them to food & beverage establishments
- 27. Pursue grants to develop energy and recycling systems to make Brady a demonstration area
- 28. Establish development objectives for new construction housing projects, including “walk-up” row house or town home options
- 29. Develop strategies to bring capital partners to the table to encourage investing
- 30. Develop and implement a fund for storefront improvements
- 31. Encourage and support development of grocery store





Chapter 6

Getting it Done in Brady

Brady Arts District Goal #8

Develop and support active management, promotion, and advocacy for The Brady Arts District

- empower and strengthen an existing or new entity to coordinate and speak for Brady interests
- establish internal communication tools to connect Brady stakeholders
- establish vehicles for communication of Brady planning and activity externally
- advocate actively with the city in relation to service allocations and other needs and concerns
- highlight Brady organizations and businesses through ongoing marketing and the coordination of activities, events, and promotions

Figure: Before and After...Wallace Engineering

Strengthening ‘Connections’

The Brady Arts District has an emerging identity and role within Tulsa culture that transcends its physical boundaries. Despite this, there is recognition by stakeholders of a relative underrepresentation in terms of having a more unified voice speaking on its behalf on municipal decisions. There is widespread agreement to address the need for increased formal organization to nurture the district’s exciting and evolving economic and cultural identity. Understanding the social, cultural, political and physical relationships to surrounding neighborhoods and districts have become a priority.



There is resolve to no longer be ‘unlisted’ or ‘disconnected’ politically. Having a point person to speak on behalf of the district will assist in forwarding issues related to physical connections, both within Brady and to surrounding districts. Simple economic development opportunities related to Brady’s location are good examples. For instance, Brady’s position relative to transportation infrastructure will continue to allow industry to locate in Brady. Brady’s location

north of downtown and central to educational institutions presents several opportunities. Physical connections and gateway nodes were identified that connect and/or reconnect Brady to surrounding districts.

In their November 2008 report, a panel of the International Downtown Association weighed in:

“...Connectivity is lacking

While part of the problem connecting people and places is physical (e.g., the IDL, the distance between major attractions, wide one-way streets, and too many surface parking lots), many of the people interviewed by panelists talked about another kind of “connectivity” – or the lack thereof. Small business owners expressed a disconnection from DTU and City government. Representatives from neighborhoods adjoining downtown sometimes expressed similar sentiments...”

A broad list of lessons and ideas for leadership structures, work teams, and organized representation have been developed and will continue to be informative as the district begins to take action.

Getting On The Map as ‘The Brady Arts District’

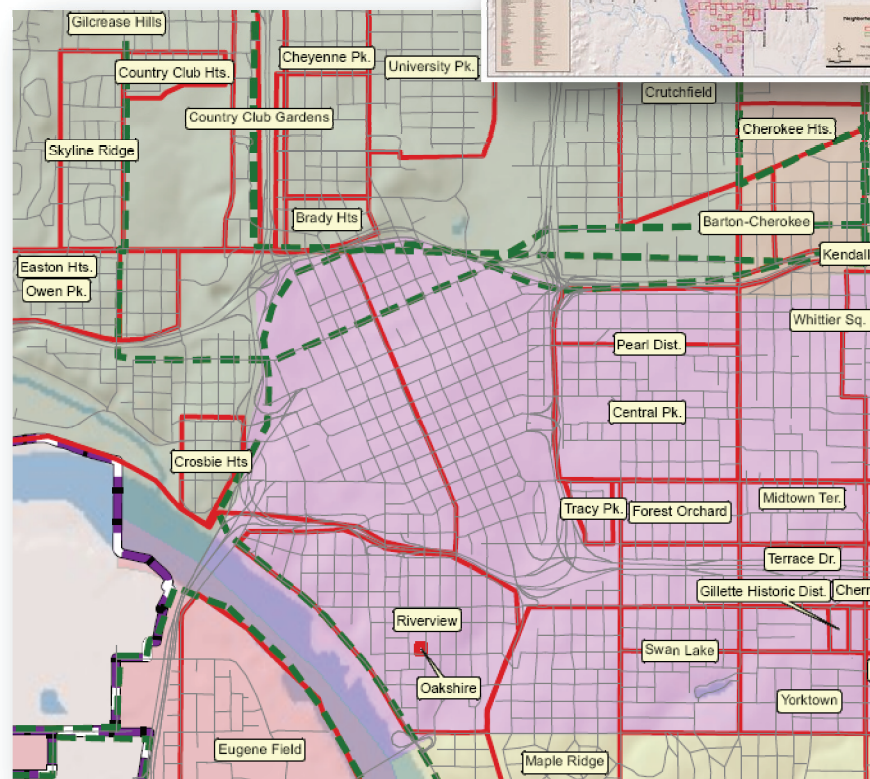
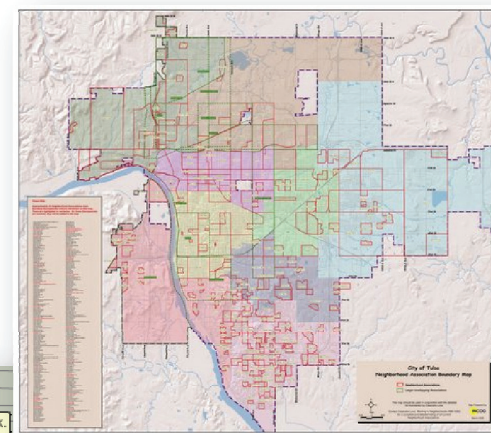
Who do you call for information about The Brady Arts District? Is there a website? Is there a neighborhood group or agency that can speak with authority on hot issues in the district? Who speaks for the stakeholders in The Brady Arts District?

The boundaries of the district are not on the latest citywide neighborhood and district association boundary map, most likely due to lack of formalized neighborhood association or organization with clear boundaries, combined with Brady’s location in the shadow of downtown. For instance, the Brady Village

Owners Association and the Brady Village Merchants Association are not formally recognized by the City on this map, nor are they in the City’s list of ‘unmapped’ entities.

Figures: Neighborhood Association Boundary Map by INCOG, March 2008:

[http://www.tulsacouncil.org/pdfs/R&PD/maps/Neighborhood%20Associations%20\(March%202008\).pdf](http://www.tulsacouncil.org/pdfs/R&PD/maps/Neighborhood%20Associations%20(March%202008).pdf)



Downtown Area Master Plan

Governmental Context Map

This map from the Downtown Area Master Plan (draft Sept 2009) shows the two of the funding districts within which The Brady Arts District operates:

Greenwood Redevelopment Authority Area

“...Designated by the state legislature; City provides focused, comprehensive approach to foster specific redevelopment opportunities; deploy resources through the use of City staff, programs and community partnerships...”

Brady Village (TIF) District

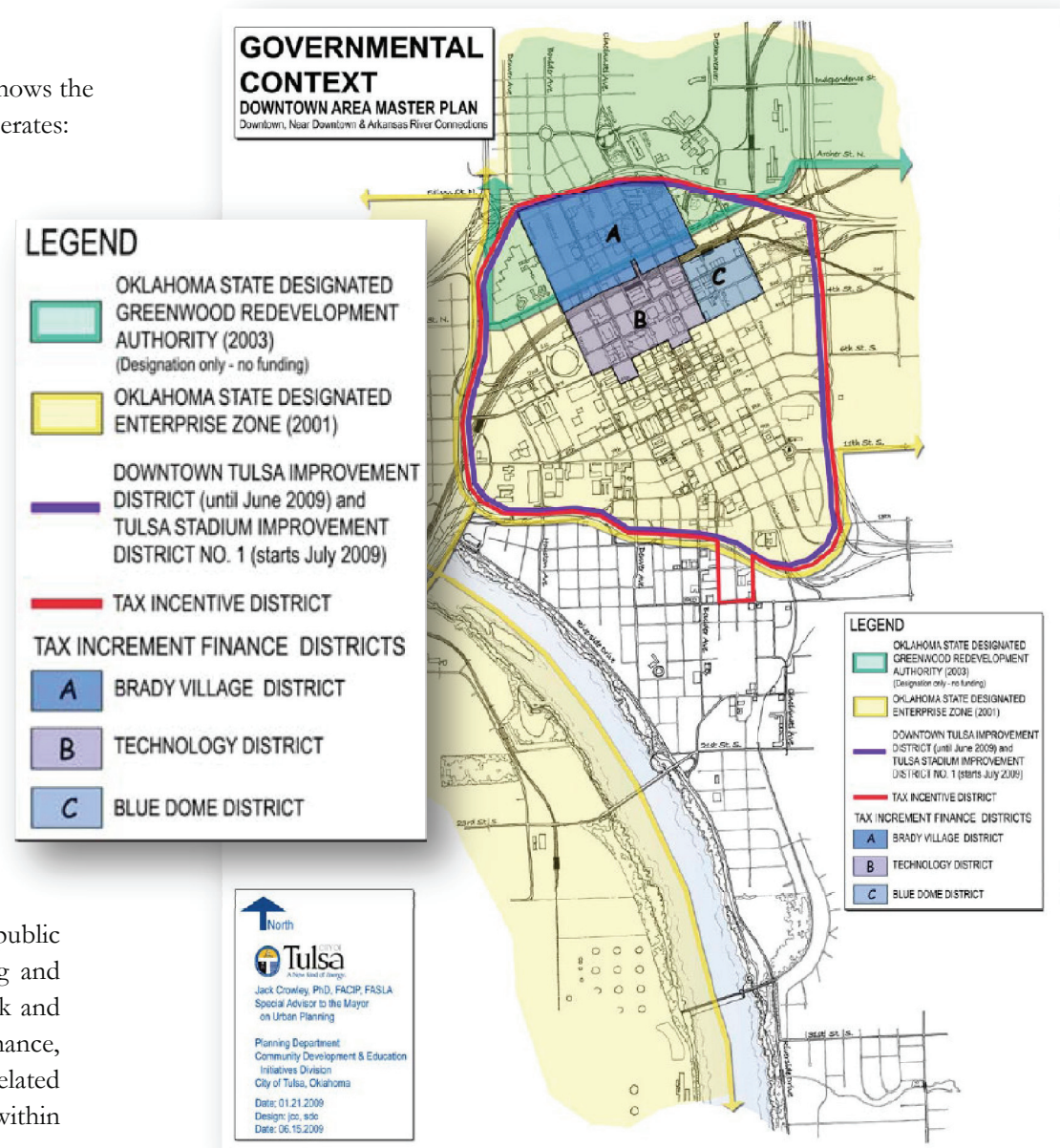
“...Tax Increment Financing (TIF) Districts have the capability of financing infrastructure for development under appropriate circumstances...”

Tax Incentive District (not available)

Tax incentives are not available for properties located within a TIF district.

Tulsa Stadium Improvement District

“...the TSID will provide those services necessary for the successful operations and maintenance of the proposed new ballpark facility. As with the previous district the TSID will provide maintenance and management services to downtown public spaces over and above the effort results in maintaining a pleasing and productive atmosphere Downtown.... Services will include sidewalk and street cleaning, pedestrian system maintenance, landscape maintenance, parking shuttle services, periodic enhanced security provisions, related capital improvements and special categorical projects, or others within the provision of State Statutes....”



Organizational Framework & Leadership Plan

An entity composed of and representing Brady business and property owners, residents, organizational leaders, and other stakeholders will need to emerge to coordinate communications and advocacy for the Brady Arts District. Partnerships and close coordination with Tulsa Economic Development Commission, Downtown Coordinating Council, Downtown Tulsa Unlimited, Greenwood, OSU-Tulsa, and managers of the BOK Arena, ONEOK Ballpark, and other interests will be critical.

The Brady Village Merchants Association

The Brady Village Merchants Association, in 2009, began to formalize its membership and activities. See the appendix for the bylaws of the BVMA.

The Brady Village Owners Association

The Brady Village Owners Association continues to exchange information, manage Tax Increment Financing (T.I.F.) funds, and evaluate development opportunities.

Brady Planning Group

During 2009 the Brady Village Owners Association and George Kaiser Family Foundation, hosted monthly meetings of the Brady Planning Group bringing together stakeholders, including City of Tulsa representatives. The group coordinated a variety of heretofore independent planning efforts and facilitated decision-making on such things as the naming and branding of the district, development of communication vehicles, guiding streetscape planning, and sharing of information on private development plans. The group's efforts also resulted in the formalization of goals, strategies and the compilation of this planning document.

Work Teams

The Brady Planning Group named four work teams during 2009. They address the following specific concerns:

Public Realm/Public Art – To inform and facilitate public space development and design, including green spaces, streetscaping, and public art; to ensure synergy between these elements and other Brady Arts District concerns. *Early 2010 update: The Brady Public Art Task Force has worked to formalize recommendations to form a Brady Public Art Committee, and has developed a long term vision, purpose, and strategy for public art in The Brady Arts District. (Please see Chapter 3/Public Art.)*

Housing – To develop strategies and plans to further re-use and new construction that meet evolving needs for housing and studio/work space for a variety of markets consistent with Brady Arts District character and assets.

Programming & Management – To identify opportunities to develop or attract events that enhance the district's identity, and plan ongoing stewardship for the park and other public amenities; to coordinate events, promotion, and future development coordination for district. *Early 2010 Update: The Brady Village Merchants Association has renamed itself the Brady Business Association, and formalized an organizational structure with new bylaws and membership categories. This group has continued and expanded upon its efforts to attract and coordinate events, promote the District, and advocate for the District's interests.*

Development Tools – To examine and test options for development incentives and restrictions that foster development of housing, retail, arts, entertainment, and other assets described in the Brady Arts District vision.

Photo: Watching Rocky Horror Picture Show at 2009 Halloween Fest, photo by Amy Frost



The Main Street Program from National Trust for Historic Preservation

<http://www.preservationnation.org/main-street/>

The Main Street program is well established in the United States, and is a viable alternative for organizing in Brady. District leaders are researching the merits of the program for The Brady Arts District.

“...The Main Street Four-Point Approach® As a unique economic development tool, the Main Street Four-Point Approach® is the foundation for local initiatives to revitalize their districts by leveraging local assets—from cultural or architectural heritage to local enterprises and community pride. The four points of the Main Street approach work together to build a sustainable and complete community revitalization effort.

Organization involves getting everyone working toward the same goal and assembling the appropriate human and financial resources to implement a Main Street revitalization program.

A governing board and standing committees make up the fundamental organizational structure of the volunteer-driven program. Volunteers are coordinated and supported by a paid program director as well. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders.



Promotion sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street district. By marketing a district's unique characteristics to residents, investors, business owners, and visitors, an effective promotional strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers. These activities improve consumer and investor confidence in the district and encourage commercial activity and investment in the area.

Design means getting Main Street into top physical shape. Capitalizing on its best assets — such as historic buildings and pedestrian-oriented streets — is just part of the story. An inviting atmosphere, created through attractive window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping, conveys a positive visual message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices in the commercial district, enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems, and long-term planning.

Economic Restructuring strengthens a community's existing economic assets while expanding and diversifying its economic base. The Main Street program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today's consumers' needs. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district.

Recommended Actions: Getting it Done

- 32. Formalize BVMA as a membership organization, including owners and others in governance
- 33. Prioritize annual program of activities
- 34. Develop a business plan for support of the Association including key annual income-generating events
- 35. Explore implementation of a Main Street Program
- 36. Establish formal internal communication network among members and with broader community
- 37. Form committees as needed around marketing, partnerships, events, advocacy, and investing
- 38. Set up a one-stop shop for development incentives for the neighborhood, either online at www.cityoftulsa.org and/or www.thebradyartsdistrict.com, and/or in a storefront established by the Tulsa Economic Development Commission or Downtown Tulsa Unlimited and/or in conjunction with a new Main Street organization.
- 39. Seek City Council adoption of this plan as an update to the March 2003 Brady Plan, and as a Small Area Plan within PLANiTULSA
- 40. Schedule quarterly review of this plan by the Brady Village Owners Association



List of Benchmarks

| Development Goal | Indicator |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Appropriate amenities for mixed-use community | |
| <ul style="list-style-type: none"> grocery and daily retail and services attractive and useful public spaces accessible by multi-modal transportation safe pedestrian crossings and connections adequate and appropriate street and structured parking | <p>one new convenience store</p> <p>Brady Park complete, sidewalk areas</p> <p>pedestrian connect on Denver, bus routes</p> <p>crosswalks marked & semaphores @ 4 intersections</p> <p>add 10% on-street spaces, overnight for residents</p> |
| Maintain historic and aesthetically distinctive area | |
| <ul style="list-style-type: none"> preserve/restore historic structures and other assets public art and gateways appropriate to character of area streetscaping and green spaces appropriate to character unique, locally-owned retail, restaurants | <p>50% of contributing structures restored</p> <p>4 gateways complete; 4 street commissions</p> <p>streetscaping plan implemented</p> <p>add 2 restaurants, 4 new shops</p> |
| Mixed income residential and live/work options | |
| <ul style="list-style-type: none"> housing for downtown workforce live/work options for artists and craftspeople housing options for students | <p>200 new mixed income units</p> <p>25 new or converted units</p> <p>50 new units</p> |
| A model energy efficient, sustainable community | |
| <ul style="list-style-type: none"> park, other public realm spaces for geo-thermal energy alternative energy for existing and new structures energy efficiency retro-fitting of existing buildings energy efficient new construction | <p>demonstration project in Brady Park</p> <p>40% of energy from renewables</p> <p>50% meet XYZ standard</p> <p>100% new construction LEED Gold</p> |

Build upon district entertainment venues and activities

- promote existing venues revenues up by 20%, 5 new venues
- integrate new cultural/recreation/education amenities 4 existing amenities relocate to Brady
- new assets: festivals, farmers' market, energy museum farmers market, 2 new cultural/educational amenities

A safe environment for residents and visitors

- good lighting and way finding systems installation with streetscaping
- slow traffic, add semaphores, create safe crossings see #1 above, 0 traffic fatalities in 5 years
- add police patrols 2000 additional hours police patrols
- increase 18-hour pedestrian presence shop, restaurant hours expanded by 10 hours/week

Cooperate constructively with neighboring assets

- easy movement by multi-modal transportation options bike path done; bus ridership up 20%
- identifiable transitions to adjacent districts 10% business increase in adjacent areas
- mitigate presence of jail, social service facilities housing and retail vacancy declines by 75%

Active management, promotion, and advocacy

- entity to coordinate and speak for Brady interests association has 100 members
- internal communication tools e-news to 1000; 2000 print newsletters on street
- communication of Brady plans and activity externally multiple weekly city-wide press items
- advocate for city service allocations and other needs X% city service increase; favorable City actions
- marketing and the coordination of activities, events 2 new annual events; monthly events grow 100%

List of Participants in 2009 Brady Planning Activities

| | | | |
|-------------------|------------------|------------------|-------------------|
| Cathy Ambler | Stanton Doyle | Catheryn Mason | David Sharp |
| Marjorie Atwood | Don Emrick | Marcos Matheos | Collin Sharp |
| Ren Barger | Sherrell Evans | Peter Mayo | Marvin Shirley |
| Jim Beach | Jean Ann Fausser | Malcolm McCollam | Elizabeth Shreeve |
| David Blust | Christy Fell | Janice McCormick | Janet Selser |
| Tom Borrup | Eric Fransen | Missy McGowan | Kevin Snipes |
| Jim Brackett | Amy Frost | Kathy McRuiz | Tori Snyder |
| Anne Brackett | Reuben Gant | Julie Miner | Jeff Stava |
| Carl Brandvold | Steve Ganzkow | Peter Musty | Andrew Storie |
| Tony Brinkley | Greg Ganzkow | Rachael Navarro | Rand Suffolk |
| Mike Bunney | Ben Ganzkow | Jane Newman | George Sutton |
| Christina Burke | Bradley Garcia | Jim Norton | Arlin Vancuren |
| Darren Burns | Elizabeth Geer | Greg Oliphant | David Virilli |
| Ken Busby | Josh Gifford | Jeff Olsen | Brian Walker |
| Mitch Cain | Paul Gilling | Mike Partain | Susie Wallace |
| Stephen Carr | Steve Goldman | Julius Pegues | Tom Wallace |
| Marissa Carter | Eric Gomez | Darshan Phillips | Kerry Walsh |
| Jeff Castleberry | Greg Gray | Nathan Pickard | Lafayette Waters |
| Leroy Chapman | Grace Grothaus | D. Polazzo | Theron Warlick |
| Linda Clark | Teresa Herndon | Anne Pollard | Shannon West |
| Frances Coffey | Norman Hyne | Donna Prigmore | Dennis Whitaker |
| Mel Cornshucker | Bob Jack | Dennis Rankin | Steve Whitaker |
| Jack Crowley | Kerry Joels | Scott Rodehaver | Dave Wilson |
| Betty Dalsing | Lise Kifer | Alice Rodgers | Bill Witt |
| Allison Davie | Ken Levitt | Jim Rodgers | Reed Woods |
| Amanda DeCort | Steve Liggett | Chris Rodgers | Mike Wozniak |
| Cathy Deuschle | Sergio Lima | George Sabos | Chris Zenthoefer |
| Sarah Diggdon | Mary Loftin | Michael Sager | Steve Zenthoefer |
| Anthony Dobbs | Larry Lyon | Bob Schaefer | |
| Elizabeth Downing | Edward Main | Jeff Scott | |