

Executive Summary

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



February 2010

The Brady Arts District A SMALL AREA PLAN

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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- Arts and Humanities Council
- Brady Village Merchants Association
- Brady Village Owners' Association
- City of Tulsa
- George Kaiser Family Foundation
- Living Arts of Tulsa
- Tulsa Artists Coalition
- Wallace Engineering
- Walsh Associates

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List of Participants in 2009 Brady Planning Activities

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www.TheBradyArtsDistrict.com/SmallAreaPlan

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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

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

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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



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