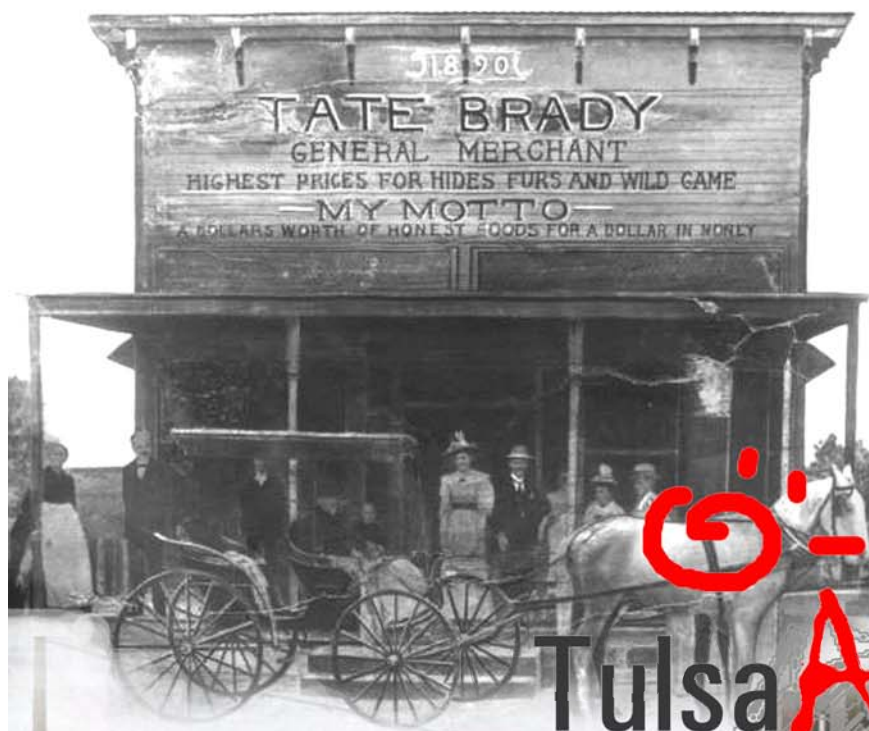
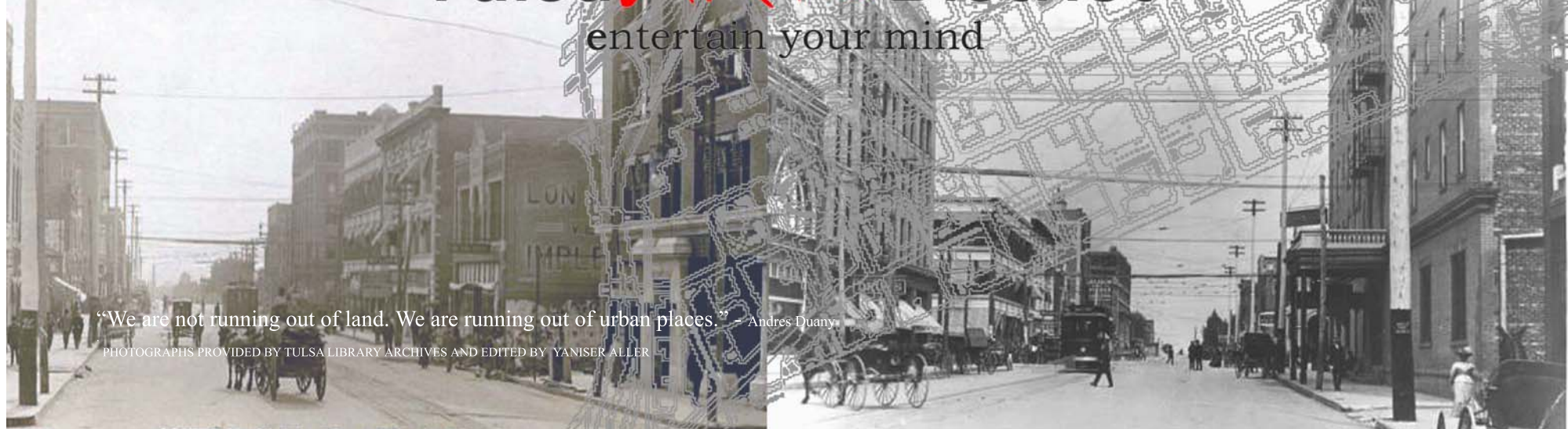


Fall 2006 / Spring 2007




Tulsa ARTS District
entertain your mind



“We are not running out of land. We are running out of urban places.” — Andres Duany

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The University of Oklahoma
Graduate College

Tulsa Arts District: Strategies for Redevelopment

A professional Project
Submitted to the Graduate Faculty
in partial fulfillment of the requirements for the degree of

Masters of Science in Architectural Urban Studies

By

Yaniser O. Aller
Tulsa, Oklahoma
2007

A Professional Project approved for the
College of Architecture
Urban Design Studio

By

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Table of Contents

Research 1-40

Project Statement
 Introduction
 Planning Process
 Goals and Objectives
 Base Map
 Methodology

Case Studies
 Ft. Worth, TX
 Houston, TX
 Kansas City, MO
 New Hope, PA
 McCormick, AZ

Interviews
 Overview & Summary from Notes

Art District Site Selection
 Brookside
 Cherry Street
 Whittier
 Brady Village

Brady Site Analysis
 Photo Survey
 History
 Maps
 Future Development Research

Recommendations and Strategies 41-57

Performing and Outreach Education Center 58-60
 Analysis and Program
 Design

Conclusion 61

Resources 62

Appendix 63-70

GAPS Poster Presentation 71

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This thesis project is dedicated to my husband, Greg, for his support and patience.

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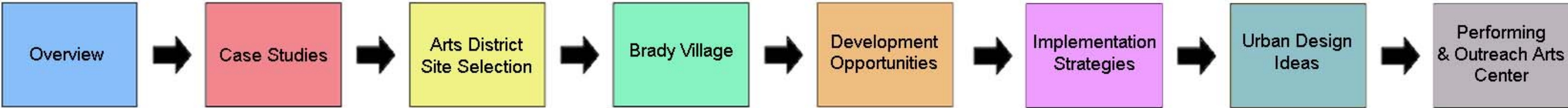
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- Peter Mayo, Brady Theater
- Stephen Carr, City of Tulsa Planning Department
- Steve Alter, Matrix
- Steve Ganzknow, American Residential Group, Tribune Tower
- Teresa Valero, Director, School of Art, University of Tulsa
- Tom Wallace, Wallace Engineering



Structure

How to use this book



Art-Related Business

Native American Art
Artsource Inc

Gallery Beads

Tulsa Artists Coalition

Boston Artists Gallery

Living Arts of Tulsa
Oklahoma Jazz Hall of Fame

Ida Dennie Willis Museum-Dolls

Avenue Studio

Pierson Gallery

Joseph Gierak Fine Art

Chelsea Gallery Ltd
Colonial Gallery

O'Shea Gallery

Tulsa Historical Society

Ziegler Art & Frame

Gilcrease Museum

Thomas Gilcrease Inst-Amer

Color Connection Gallery

Frances E Willard Home

Philbrook Museum & Gift Shop

The primary objective of this project is to research, design and propose a new Arts District for the City of Tulsa. It is my intent that the main idea of this proposal will lead to the development and transformation of an existing commercial/industrial community into a constructive arts and entertainment district where artists can work and play. Among many design objectives, I hope to establish a destination for Tulsans and a place where architectural landmarks can play a significant role. The first step I have taken was to identify all current art 'clusters' in Tulsa and study in what sense they are connected. One specific cluster, Brady Village, was then chosen as the best candidate for revitalization or for the birth of a new community. In addition, I have designed a non-profit performing arts studio that will help promote local art education.

Throughout the summer and fall semesters, I conducted several interviews of local artists, museum directors, city officials, residents and private property owners. The various background information provided by these individuals brought to light some major social, cultural, political and economical issues concerning Tulsa. I have developed some possible design and urban study solutions to help deal with some of these issues. To compliment my findings, I visited and studied several other art districts across the United States for use as case studies.

After much research and analysis, I identified Brady Village as the most viable place in which to incorporate a future Arts District. Due to its prime location, other plans involving the expansion and development of new architecture, art and entertainment-related facilities already exist (i.e. Cain's Ballroom and the Brady Theater). In addition, there is a need for a more centrally-located satellite space for the Philbrook Museum of Art's Education and Outreach Program, the Tulsa Ballet and the Gilcrease Museum Education Program. The Arts District and Performing Arts Education Center would prove to be a powerful landmark and statement for Tulsa's art community. By creating a place that is pleasant to the pedestrian eye, Tulsans will nest and inspire young artists.

In the past, Tulsa has not been successful in providing the local artists community with adequate gallery space, room to work or education centers. Studying what inspires artists will ultimately help me develop a case for the need to create a sense of place while conducting site analysis and design concepts/issues. My goal is to develop an overall design plan and propose various development methodologies. In addition, I will be providing recommendations and strategies for both the Arts District and a non-profit Performing and Outreach Arts Education Center. The recommendations will provide a plan to create not only a destination for Tulsans, but a district which is recognized among the best in art and entertainment. Implementation of this study should dramatically increase the public's art awareness, lead to a more cultural and progressive city, and stimulate growth of a new community.

Introduction



Creating a destination for Tulsans



The areas outlined on this map indicate the 'arts clusters' in Tulsa.
Aerial photo courtesy of the City of Tulsa

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Planning Process

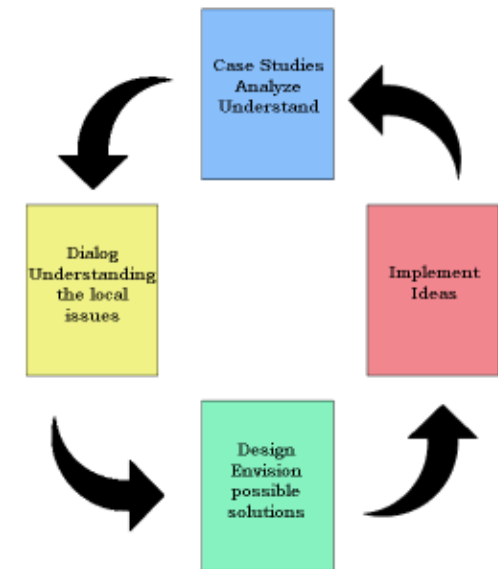
The area bounded by Denver Ave., Elgin Ave., I-244 and the Burlington Northern Railroad tracks offers premier development opportunities in Tulsa. At the beginning of my planning process, I first referred to the report: 'Crosstown Sector Report' (written by the Urban Design Group in 1981). This study emphasizes the market potential for this area and development opportunities. More recently, the City of Tulsa developed a 'Brady Infill Development Plan' in 2003. The planning purpose of this study is to help take the Infill Development Plan to the 'next level' by creating a destination and sense of place, and to continue with past, present and future goals for development in Brady Village.

The planning was initiated as a result of discussions in the summer 2006 concerning the possible creation of an Arts District for Tulsa. The intention was to 1) provide a specific 'theme' to stimulate growth and 2) analyze the sustainability of a current 'arts cluster'. Once Brady Village was chosen, the term would introduce a special direction for continuing the planning in this district. Creating an arts district would automatically pave a path for the engagement of art-related activities. In addition, it would improve pedestrian and vehicular transportation, among other issues, including the coordination between different governmental departments, non-profits and art-related entities with a vested interest in the area. Also, the plan will address undesirable activities (i.e. crime) and physical characteristics (i.e. buildings not designed per Arts District Design Guidelines), assuring community support and avoiding the negative effects gentrification may bring. The plan will seek to maximize economic benefits, helping to initiate the process, even at the early stages.

There were a total of five steps associated with my thesis planning process. First, I conducted research and visited four of the five case studies of other Arts District across the nation to learn how these cities/towns have benefited from the establishment of a successful arts and cultural district. Second, I analyzed, studied, compared and contrasted four areas in Tulsa which have the potential to become an 'Arts District'. This research influenced my decision to identify Brady as the most viable candidate. Third, I interviewed a variety of people associated with both the arts community and Brady Village in order to learn and understand local policies, economics and various other issues which may directly or indirectly affect an arts district in Tulsa. Fourth, with the help of prior development plans created by the City of Tulsa, I constructed a 3D model to help analyze present and predict future development, recognize the hierarchy of buildings and traffic, and envision urban design strategies / guidelines. Fifth and finally, I developed implementation methodologies and design concepts intended to return the district to the pedestrian, and also developed strategies to help attract cooperation from the private sector.

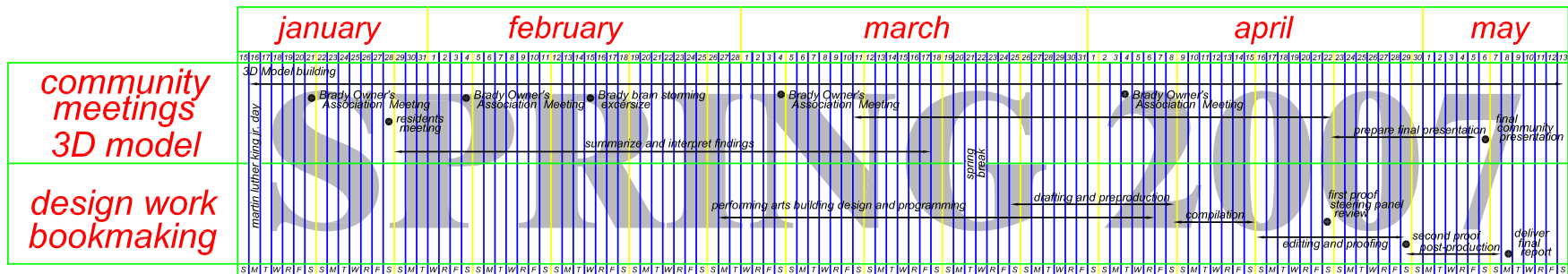
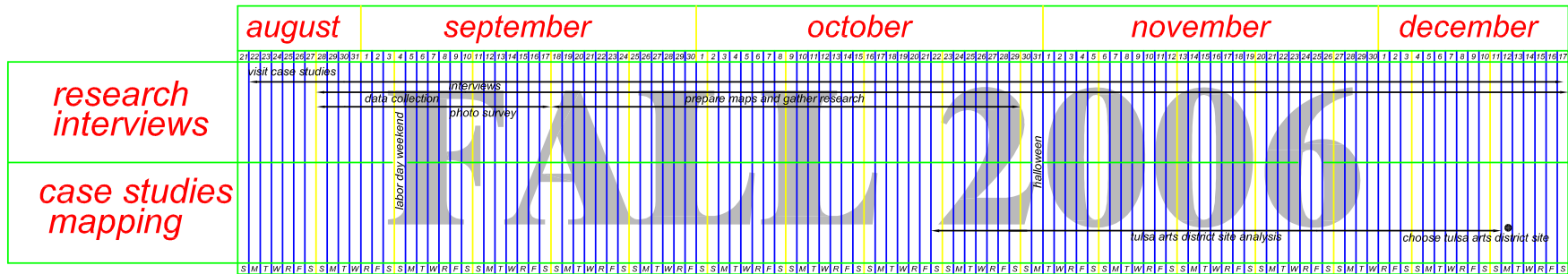


Map of downtown Tulsa
outlining Brady Village



Planning Process used for this project

Project Schedule

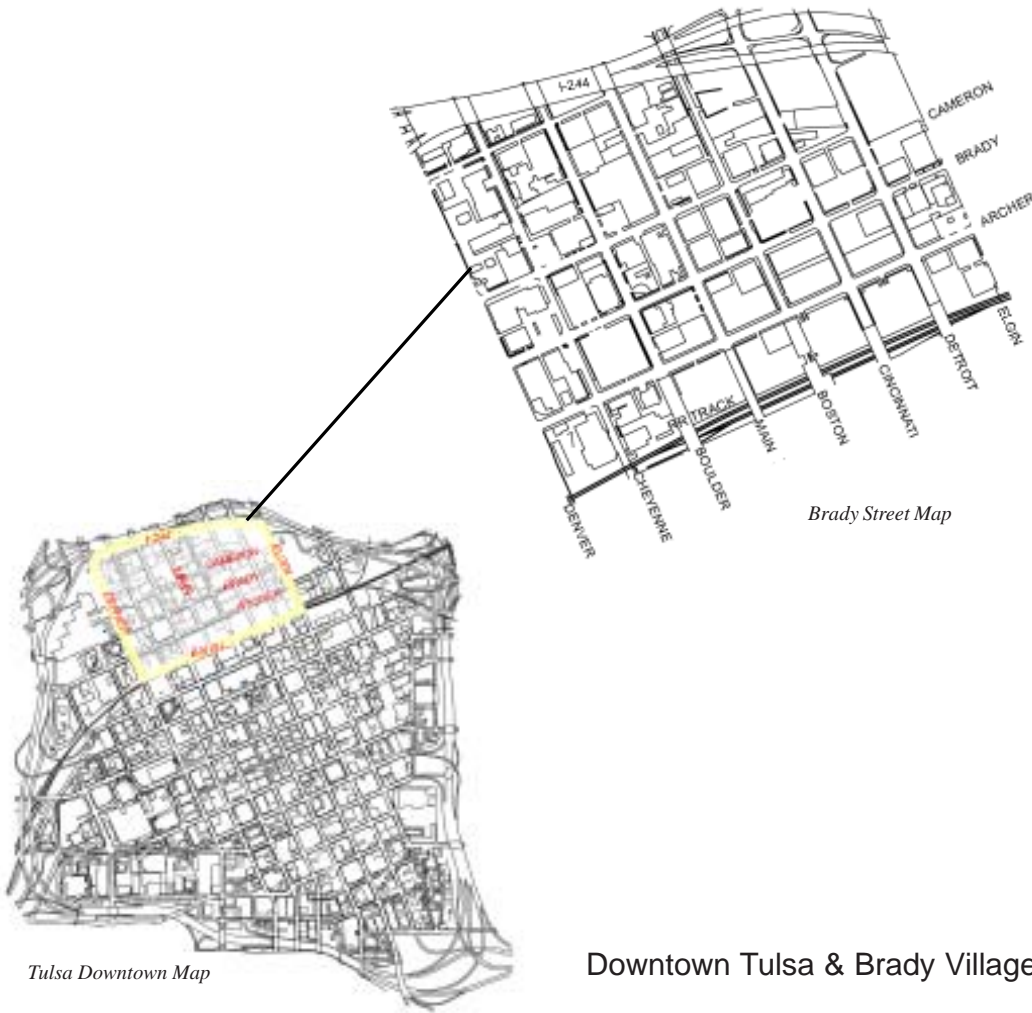


Goals and Objectives

- Conduct interviews with people involved in the arts, in both the private and public sectors, in order to analyze the background and understand Tulsa's past, present and future with respect to the arts.
- Research and visit different arts districts throughout the U.S. to help identify ideas, problems and similarities that may exist between Tulsa and other cities.
- Study sites within Tulsa that may have potential characteristics for the future arts community.
- Choose a site and develop a plan for the future arts community by suggesting design concepts and incorporating ideas that address many of the concerns expressed by those interviewed.
- Examine both public and private financial initiatives that may influence the area studied as it relates to the arts.
- Study and research urban design elements to be incorporated into this district.
- Improve the City of Tulsa's Brady Village Infill Development Plan by creating a 3-Dimensional model, which will help determine how to achieve a sense of identity in the area. Also, by analyzing the connectivity between districts, create a framework with an emphasis on arts and culture.
- Find a site and existing building to design, and develop, and program a Performing Outreach Arts Center to be used as an example of viable development.

Base & Location

Vicinity Map



Brady Village is located in the northern part of downtown Tulsa.

Methodology

Research Process

To better appreciate and understand the Tulsa arts and entertainment world and current development opportunities, I attended numerous Brady Village Tax Increment meetings and Brady Village Owners Association meetings. In addition, I met with a variety of individuals representing both the public and private sectors of Brady Village. These interviews offered insights and raised my awareness to some of the perceptions and realities that exist with respect to past, current and future issues associated with art and outreach education programs, Brady Village development strategies and arts districts.

Case Studies

The reason for conducting and including case studies in this project was to analyze in what ways other large and small cities have been successful in providing arts and cultural districts to their own cities to accomplish this. Also, during the first phase of my project, I visited four (4) large to medium-sized cities and researched and two (2) additional smaller towns.

Site Analysis

The next step was to identify which sites would best accommodate and represent Tulsa as its official Arts District. Four local sites were chosen based on their overall potential. Many aspects were analyzed to compare current arts clusters such as current business, activity level, location, building character, recognition, safety and real estate demand. Brady Village was chosen for its future potential.

Photo Survey

Now that a site was chosen, the first step was to walk through the area to study existing urban conditions. Next, the study area was photographed, inspecting conditions found at intersections, streetscapes, streets, bridges, railroad tracks, commercial and industrial buildings, etc. Panoramic photographs were taken at major intersections, helping me piece together various elements composing the nodes. Photos that led to further inquiries included those displaying transitions between commercial and industrial and also high trafficked and abandoned buildings. Paying close attention to these details helped me understand current urban issues.

Mapping

Thanks to information gathered from INCOG, the City of Tulsa's Urban Development Department, historical resources and other sources specified in this project, I was able to create maps to show study and identify informational data. With further research, I incorporated historical analysis by including and importing composites of the Sanborn Fire Insurance maps which offered a historic view of the development patterns of a growing Tulsa between the years 1915 and 1939. Data from INCOG and the Brady Village Infill Development Design Guidelines were also used to produce base maps, ownership maps, mass/void diagrams, circulation analysis, and district maps.

3D Model

With the help of the Brady Village Infill Development Plan, future development confirmed in the area, The Downtown Public Investments Master Plan, I was able to create a 'Sketch Up' 3-dimensional representation of the studied area. By doing so, I was able to first better understand urban design issues and provide recommendations for many arts district implementation ideas.



3D model of Brady Arts District by using SketchUp

Recommendations and Strategies

All of the information gathered led me to make seven (7) separate recommendations, each of which included ideas and strategies on ideas for how to proceed. The purpose was to focus not only on urban design issues, but also on economic strategies related to funding improvements. The overall goal was to promote this concentration of the arts in Tulsa by identifying a suitable target area.

Performing and Outreach Arts Center (POAC)

The goal was to finalize my project with a concentrated focus on architecture itself. Therefore, I created a space that not only contributes to the district by virtue of its appearance, but also provides a place to accommodate current education/outreach program needs. The purpose of the building is to provide a lasting landmark and an example for future development in the area.



Modern Arts Museum, 3200 Darnell St.



Modern Arts Museum, 3200 Darnell St.



Modern Arts Museum, 3200 Darnell St.



A view that day's festival



Kimbell Art Museum, public art



View down Harley St.



Kimbell Art Museum, 3333 Camp Bowie Blvd.



The district's banner



Abstract sculpture in the gardens



Example of clear signage



Businesses along University Dr.



Cultural District Map, courtesy of The Ft. Worth's Visitor Center



Entertainment on the lawn



Amon-Carter Museum of Art, 3501 Camp Bowie Blvd.

CASE STUDY FORT WORTH CULTURAL DISTRICT

The Fort Worth Cultural Center is located in the heart of Fort Worth, TX (population of about 624,000). Visitors are encouraged to explore a large range of world-class museums, also known for their architectural character. Among the inventory of museums are the Amon Carter Museum of Art, The Kimbell Museum of Art, The Modern Arts Museum, Ft. Worth Museum of Science and History, The National Cowgirl Museum and The Texas Cowboy Hall of Fame. The area is surrounded by a park-like setting and is this is great place for outdoor entertainment and festivals. The district was created in 1987. Fort Worth leaders knew the combination could be a powerful attraction. The district appears pedestrian friendly. The buildings are well connected to one another, linking open space with signage, public art, color, streetscape and architecture. Overall, an exceptional example of an arts district, however, the museums in this city appear to be concentrated one area, whereas Tulsa's museums such as the Philbrook and the Gilcrease are dispersed.





Major entry 'gate' into the district



Arts District Map by Visitor Center



The Mecon Fountain, Main St.



Museum of Natural Science



Park-like setting surrounding the museums



The Jung Center, Montrose Blvd.



Park-like setting surrounding the museums



Outdoor Sculptures, Museum of Fine Arts



The Contemporary Arts Museum, Montrose Ave.



Sam Houston Monument



The Museum of Fine Arts, Main St.



Butterfly exhibit, Museum of Natural Science



The Jung Center, Montrose Blvd.



Museum District, view of Hermann Park



Signage, Museum of Fine Arts

CASE STUDY HOUSTON MUSEUM DISTRICT

The Houston Museum District is located in one of the older and more urban and leafy parts of Houston (city population of about 2 million). It is adjacent to the Medical Center, Hermann Park and the Houston Zoo. Museums include The Menil Collection, Holocaust Museum, The Children's Museum, Houston Museum of Natural Sciences, The Museum of Fine Arts, The Contemporary Museum and the Jung Center. Recently, there has been a push to promote this district and develop the connectivity to other districts. However, as a pedestrian, it is difficult to cross major arterials, due to excessive vehicular traffic. Also, this district does not appear to have a well-developed signage program.





Fountains at a nearby park



School of Design



Kemper Museum of Contemporary Art



Art Institute



Sculpture, Kemper Museum of Contemporary Art



Views of surrounding area, The Market



Fountain nearby, Urban Design



Signage, Kemper Museum



The Nelson-Atkins Museum of Art



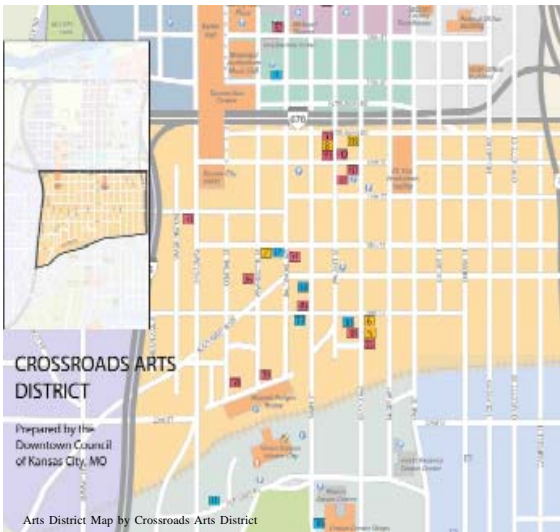
Local Architecture



The Nelson-Atkins Museum of Art



Signage advertising area



CASE STUDY

KANSAS CITY, MO, THE CROSSROADS ARTS DISTRICT

The Kansas City Crossroads Arts District is located between downtown and the Crown Center Union Station in Kansas City, MO (city population about 450,000). It is surrounded by historical neighborhoods, the 'River Market' and a recently revitalized retail and entertainment district known as 'The Plaza'. Among the arts-related spaces is The Belger Arts Center, The Arts Incubator, The Gallery, The Kemper Museum of Contemporary Arts, The Sherry Leedy Contemporary Art, The Blue Gallery and The Nelson-Atkins Museum of Art. With respect to financing, this district has a 501(c)3 organization set up to help oversee the overall future goals and plans as well as welfare and overall unison of this district. This district is pedestrian-friendly with well-developed urban spaces, green spaces, signage, character and sense of place.





Train Depot Station



Passenger train



Annual festival



Winter Festival



View from the train station



View of the mountains from the village



Regional Map of New Hope, PA (courtesy of www.newhope.com)



Carriage Rides

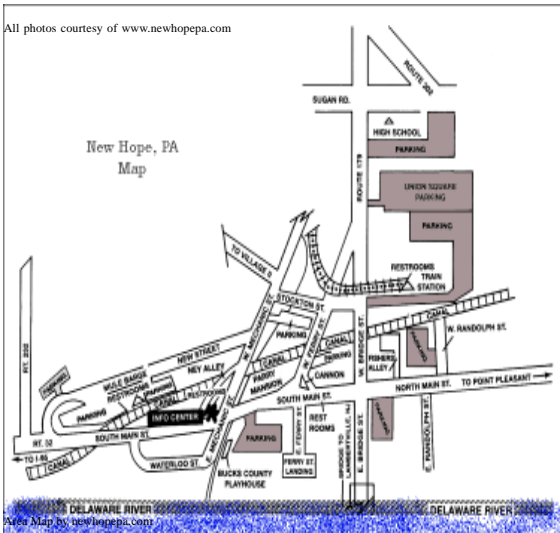


Vendors in Costumes



Colorful village

All photos courtesy of www.newhopepa.com



Site Map by newhopepa.com



Musicians performing along street



Public Art



Festival along main streets

CASE STUDY NEW HOPE, PA, ARTS COMMUNITY

New Hope is a village located on the Delaware River between New York City and Philadelphia. The town has created a destination for visitors. Included are a variety of restaurants, art galleries and small museums. Today, this community continues to market itself across the North East and maintains its older traditions by preserving its own unique ways of offering an escape into the arts. Unlike Ft. Worth, Houston and Kansas City, New Hope is a much smaller town; however, it appears to have more energy and entrepreneurship. Smaller, unique shops with a variety of businesses ranged from restaurants to flower shops. The old town is pedestrian friendly with medium size sidewalks and narrow streets, slowing traffic down. The district seems very well organized with a website on which a calendar of events a directory and maps are posted. Overall, the town of New Hope's art district strategy created not only a destination for visitors, but, also great source of revenue for the community.



Bicycle tour



Sketch of the arts district



Festival along the main street



Sketches of the arts district



Promoting arts education



Typical street layout



Color palette for the district



Proposed Outdoor performing arts area



Outdoor Performing Arts



Typical street layout



Proposed conversion of residential to gallery space



Area Map by the ecosainstitute.org

CASE STUDY McCormick, AZ

This small district of McCormick (suburb of Prescott, AZ) wished for an opportunity to revitalize an area that would evolve into a destination for tourists. The owners of this district, along with the help of a research study providing guidelines, opted to promote their steadily growing artist theme. The research involved establishing an 'arts district', creating a cohesiveness plan within the district while preserving the charming eclectic aesthetic. They created a plan to welcome a broader range of visitors. At one point, the historic district included working-class housing and businesses. Phases I-III were introduced for development and improvements, which the owners association helped finance at a relatively low cost. Today, this district has accomplished most goals set forth, such as creating a destination by revitalizing existing buildings and introducing activities and festivals as a way to attract visitors.



Notes from Meetings

Brian Ferriso, Director of the Philbrook Museum of Art

In order for a museum to exist, there must be trustees able to contribute. There is a need for a curator (\$100,000) and program director. Even though the Philbrook has contemplated the possibility of setting up a satellite museum downtown (spaced offered by Henry Kaufmann), operation cost for a satellite museum would be too great. The Gilcrease might be more able and willing to take on something of the sort (satellite museum). The Getty museum would be an interesting model to study because of its history and what it has been able to accomplish. Also, the Knoxville museum of Art would be an interesting case study. In general, Tulsa has a great deal of emerging artists; however, it lacks gallery space. The support of the 'traditional' art is great in Tulsa as a direct result of its endowments. Does Tulsa have a large enough population to sustain and support a modern arts museum or even an arts district? Maybe, if the 'right' people are interested.

Ken Busby, Director of the Arts and Humanities Council of Tulsa

Currently, the Arts Council has been focused on a project very similar to that of my thesis goal. The intent is to provide affordable living, work space and a gallery for local artists to 'grow' in. They refer to it as an 'incubator' for Tulsa artists. In addition, the architecture envelop incorporates many sustainable ideas that would be innovative in design. The site is located in downtown's Brady District. The City of Tulsa has been involved in helping The Arts and Humanities Council and Ken Busby in acquiring an old brick warehouse building. He mentioned that endowments in a project of this sort become the priority. In Tulsa, support from the private sector is vast in specific areas, such as education, healthcare and research. The Brady District has always been seen as the future of the arts in Tulsa. However, real estate is currently being 'hogged' up in this area, leading to a slow growth rate. A case study that he recommended for review included the Exploratorium and Science Museum in San Francisco. Also, refer to Jim Norton's 'Downtown Unlimited'.

Kathleen Page, Architect, Consensus, Tulsa Contemporary

Kathleen worked on the Tulsa contemporary, alongside Ken Busby. Ms. Page is a capital campaign architect who has focused on performing and visual arts projects in Tulsa. Currently, Tulsa is experiencing the best ballet, symphony and opera in the State of Oklahoma. One of the reasons why we have such strong programs is the presence of strong oil money connections, which have supported the arts and helped build these programs. Why has a museum never been built from scratch in Tulsa? The Tulsa Ballet operates from a remodeled elementary school. We currently have 17 theater companies in Tulsa. Would we be able to concentrate some of the art efforts in Tulsa? Communication is needed. Education in the arts is strong within private schools (Cascia Hall and Holland Hall), both of which have recently expanded their programs. Education is important in creating new local artists. The Tulsa Ballet has recently developed an early education program. The TU arts program also offers many forms of outreach programs. The future of the arts in Tulsa might depend on certain individuals and groups in Tulsa whose interest include the modern arts (i.e. The Jewish community). See the Finester Museum. How do we evolve and support the artist in Tulsa? A longer set of mind and plan is needed. To support the arts, one needs to support the artists. Capital campaigns, promoting business, tax increment districts is all part of the process. The Brady District is underutilized. Refer to the 3rd penny sales tax and the 2025 downtown projects.

Jim Coles, Planner, City of Tulsa

Currently, we have 5 tax increment districts in Tulsa. The Brady District, unfortunately, was not really able to benefit from this program due to the slow growth in the area and lack of a money generating source. Refer to Kendall Whittier, which has much potential. They are part of an improvement district. Refer to Ken at Living Arts. See John Scott at the Performing Arts. Refer to the Brady Village Plan by Steve Garr.

Amy Livingston, Marketing, Tulsa Ballet

The Tulsa Ballet is content with their current facility and does not intend to move. In fact, they are expanding and remodeling their building. However, recently they have received an offer to expand their outreach program and open a satellite studio close to downtown. The Ballet has also expressed their desire to create affordable housing for their dancers. However, this has always been cost prohibited. The ballet currently has 30 dancers and 18 are from different countries (only one is an Oklahoma native). The talent is hard to find. This is one of the reasons they decided to have a pre-professional company and children's classes to encourage and train future homegrown artists. Endowments for their low-income school programs seem to be generous. These programs involve children being transported in school buses from different schools during school hours, let them take dance classes and watch the company practice. This motivates the kids and gives them exposure and opportunities that they would not have otherwise. Refer to the Hope for the Holidays Program.

Interviews



(Left) Summaries from interviews I conducted with people whom are directly or indirectly involved in the arts and/or Brady Village in Tulsa.

Notes from Meetings

Teresa Valero, Director, School of Art University of Tulsa, Tulsa

Arts Program at the University of Tulsa offers a BA and MFA. Students live both on and off campus, but appear to commute more often. Therefore, a sense of community is lacking. She encourages the students to show their work in the community, however, there is not much gallery space or a big enough venue (modern arts museum). Currently, Tulsa is a very traditional city and there seems to be little interest in contemporary arts. Change is hard here. Teaching the audience is the key to creating a more diversified and cultured society. Study New York's Soho arts community, which is a model to be followed. Disparity among art venues in NY is common as well. Refer to the Getty Museum, which helped connect all other museums in New York. Refer to Tom Purshall. Private support helps the education for children (Williams Group). See Amanda Holland. Tile One schools participate in competitions to win PAC tickets to see African V-bunto. Also, UT art students engage in community service hours.

Darcy Melendez, Director, Area Development, Tulsa Metro Chamber

Economic Development and strategic planning is the focus of the Chamber of Commerce. Refer to Step Up Tulsa Program. Contact Kara Davis or Phil Lakin. Idea of an Innovation Institute in Downtown is in the works. The idea is that the universities and private sector merge to create an exemplary place (incubator). Library is also the next great emerging project, the next great 'Grand Central'. Education is important. See the Kipp model in Houston and how this works.

Pam Hodges, Director of Education, Philbrook

Communication is the real issue between outreach programs and the schools. Would like to see more awareness. Would like to see a museum-like environment for educational outreach programs. More space might be needed.

Lanette Coppage, Director of Education, Gilcrease

Communication between the schools and the arts is a problem. Would like to see both museums working together on outreach education programs. Awareness is a challenge. Open to the idea of a satellite in Brady District.

Stephen Carr, Planner, City of Tulsa

Current Infill Study done. Brady not officially an Arts District (Urban Village). However, people have identified it with the arts. Would like to see the development plan further develop. Concerns about code enforcement. Need motivational programs to help with the current real estate freeze. A more practical approach to the comprehensive plan needed. Creating an arts colony for education of arts for both adults and children. Need for implementation of ideas. Potential buildings discussed.

Local artists (anonymous, summarized), Brady Arts, Brookside and Cherry Street

Local artists feel it is important to have a centralized art's district in Tulsa. They feel unsupported by the local government. They also feel that the key to art awareness in Tulsa is through education. They feel that the Brady District is one of the sites with most potential. However, future plans are unfamiliar to some. The artists find the 'collective attitude towards arts' challenging in Tulsa. Although monetary

Interviews



(Left) Summaries from interviews I conducted with people whom are directly or indirectly involved in the arts and/or Brady Village in Tulsa.

Notes from Meetings

David Wilson, WRT Realty

His company plans to continue to own and manage the many properties in Brady Village. Building on Archer and Main used as a storage facility for BOK. They plan to stay in this building indefinitely. Considerations regarding infrastructure must be considered. He has seen the area change from the 1980s. Social Service area not a major issue in relation to safety etc.

Brady Village Owner's Association (summarized), Tax Increment District Meeting

Past, present and future Brady Village financial status was discussed. In addition, future development and new ideas were discussed.

Steve Ganzknow, American Residential Group, Tribune Tower, Developer

Discussed real estate development in the area. Future growth opportunities and Tribune Tower phase II. Need for a support system and entertainment. Jobs = economic success. Pointed out that there has been a steep decline in jobs (Tulsa) since 1999.

Tom Wallace, Wallace Engineering

There is a need to improve the overall urban environment and ecological appropriateness in Brady. He has taken the 'risk' in that area by purchasing an old building and turning it into a modern and sustainable place for him and his 100+ employees to conduct business. Green roof was used, energy efficient HVAC, etc. Believes that there will be a re-gentrification with OSU, catalyst.

Chris Goble, Scott Goble Architects

There is a racial and economic divide in Tulsa between the North and South. Cohesive Plan needed. Private partnership will lead the way for Brady District.

Peter Mayo, Brady Theater

Brady Village has not yet reached its full development potential. There is a need for the Brady Theater's renovation. Matrix, architects currently working on a proposal for the Brady Theater. Currently, only private investments 'can make' and 'help' Brady Village. Questioned the overpasses and the possibility of removing them completely. Study and further research needed on parking. Lack of vision in the district.

Steve Alter, Matrix

The Brady Theater has a capacity of 2,500. The PAC almost the same size. Matrix was responsible for several arts-related projects in and around the area (i.e. the BOK Arena, Jazz Hall of Fame). The new proposal for the Brady Theater will consist of creating an ADA compliant building, removing existing ramps at the front, restaurant finishes to their initial color and texture and adding a west wing (where more space for gathering, restaurant, lounge and office will be housed). Overall, this district has much potential.

Interviews



(Left) Summaries from interviews I conducted with people whom are directly or indirectly involved in the arts and/or Brady Village in Tulsa.



A view down Peoria Ave. at a shop.



A view of a restaurant on Peoria Ave.



A view along Peoria Ave. at a restaurant.



New development along Peoria Ave.



A view along Peoria Ave. at a restaurant.



New development along Peoria Ave. and 35th St.



A view along Peoria Ave. at a restaurant.



A view along Peoria Ave. at a restaurant.



Site Selection Brookside, Tulsa, OK

Brookside has become a premiere shopping and entertainment district. Located on South Peoria Avenue between 31st Street to 51st Street in Midtown Tulsa. The area features more than 35 restaurants and nightspots, ranging from fast food to a variety of fine dining. The community is adjacent to a residential neighborhood and five churches. Art galleries already exist in this village. This district has recently seen a great number of new developments in the area. It is lively both in the daytime and at night. The residential areas nearby help stimulate business. Property value has seen an increase in recent years. The district appears to be only one block in depth from Peoria Ave.





A view along 15th Street (Cherry Street)



A view of retail and a church along 15th Street (Cherry Street).



A view of shops along 15th Street (Cherry Street).



A typical home nearby



A view along 15th Street (Cherry Street)



A view of leasable spaces along 15th Street (Cherry Street).



A view of shops along 15th Street (Cherry Street).



A view of historical building renovated along 15th Street (Cherry Street).



Site Selection

Cherry Street, Tulsa, OK

Cherry Street is located along 15th street from Peoria to Lewis and is considered one of the most popular places to eat and socialize. The area is also a linear district, expanding only one block from 15th Street and is surrounded by three of Tulsa's designated historic districts: Swan Lake, North Maple Ridge, and Yorktown neighborhoods. There are already antique shops and galleries in the area. Traffic count is high and as a pedestrian it seems intimidating to walk in this area.



The Circle Theater currently beign renovated



A view from Lewis Ave.



Municipal parking



Typical residence nearby



Typical residence nearby



A view at the interception from Lewis Ave.



Streets and commercial re-development



A view at the interception from Lewis Ave.



Site Selection

Whittier, Tulsa, OK

The area known as Whittier is located east of downtown and is adjacent to a neighborhood referred to as Kendall Whittier. It is also in close proximity to the University of Tulsa campus. It is considered one of the oldest suburban shopping areas in Tulsa. Renovation projects appear to be ongoing (i.e. Circle Cinema). It has been recently thought of by the City of Tulsa as a potential future revitalization project. A master plan has recently been developed recently by the City of Tulsa. Municipal surface parking is already in place.



A view of Mathews Warehouse along Brady Street



A view at Brady Street at the Catz Chowhouse



Intersection of Main Ave. and Brady St.



Example of an under-developed lot



A view of a typical brick building



Recently renovated building



A view of the bridge from Main street looking South.



Intersection of Boston Ave. and Brady St.



Site Selection

Brady, Tulsa, OK

The Brady Arts District is located north of the Santa Fe Railroad tracks between Main Street & Brady Avenue. The Brady District is one of Tulsa's oldest areas, characterized by two-story brick warehouses. Located in this district are two of Tulsa's most historic entertainment venues, The Brady Theater and Cain's Ballroom. This district is centrally located, just north of downtown. High potential was observed in this area.

Why Brady?

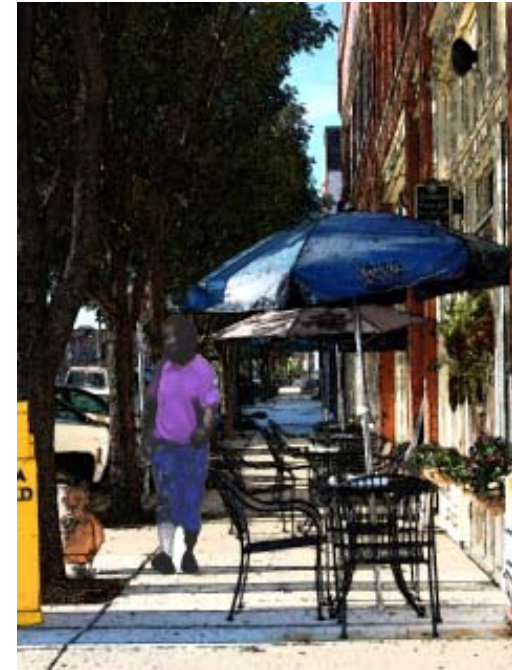
Overview of Initial Findings:

Brady Village was selected for developing a future arts district because of the following:

- **Location.** Proximity to downtown Tulsa, Greenwood District, OSU-Tulsa, Blue Dome District, Government Center and Social Services.
- **Recognition.** Already recognized as one of the centers for art and entertainment by local artists, Brady Theater and Cain's Ballroom.
- **Future Development.** There are proposals for a Tulsa arts incubator, renovation of several structures and more housing (discussed in more detail)
- **Building character.** The architecture is of Territorial style. Functional, non-ornamental with limited windows. With imagination and attention to detail, the potential to bring new character to this area exists.

There were some negative aspects found at the initial stages of research:

- **Space availability and demand.** Much of Brady is owned by a few entities. Space is in demand, but appears to be unaffordable (above appraised value).
- **Safety.** Due to its location, visitors may feel uneasy about walking in this area at night. More security and lighting is needed to help with this issue.



A view of Main and Brady's Lola's Cafe



Aerial view courtesy of Google Earth



A view southwest toward Brady St. and Boston Ave.



A view north-northwest of Brady St. between Main St. and Boston Ave.



A view north along Main Street and Boston Ave.



A view northwest



A view west along Archer Street



A view west-northwest towards I-244

PHOTO SURVEY - AERIAL PHOTOS

BRADY Aerial Views

With this photos, one can begin to see the type of architecture (simple and fuctional early 1900's) and overall void/ mass. Also, the bridges, railroad and highway system help to isolate the area.

Aerials courtesy of the City of Tulsa



A view from Archer St. toward the Tribune Tower



A view from Main Ave. and Brady St.



A view looking north from Brady St.



Typical warehouse structure



Example of a renovated building



A view north on Boulder at the overpass



Typical street, taken from Archer St.



A view north of Brady and Main's west side



Example of a typical restaurant/bar in the area.



Pedestrian bridge on Boston



Examples of infrastructure needing repair



Example of a restaurant in the area



A view at the stadium downtown



Residential located near OSU



Greenwood District located East of Brady



Greenwood open space to be developed



Blue Dome District



A view of the railroad tracks under the Main bridge



PHOTO SURVEY BRADY AND SURROUNDING AREAS

This initial research was accomplished by walking through Brady Village and study the existing urban conditions. The study area was photographed inspecting the conditions found at different intersections, commercial - residential transitions, arterial streetscapes, and typical nearby neighborhood homes. Photos that led to further inquiries included those that exhibited the transitions between commercial and residential development. Close attention was paid to the parking areas, which often served as a buffer. From the photos taken along the arterials, I could identify that the majority of uses are commercial in nature; they had not always been, evidenced by the conversion of single-family homes into businesses. This photo survey provided the substance needed to begin forming questions, while depicting the present conditions in the study area.



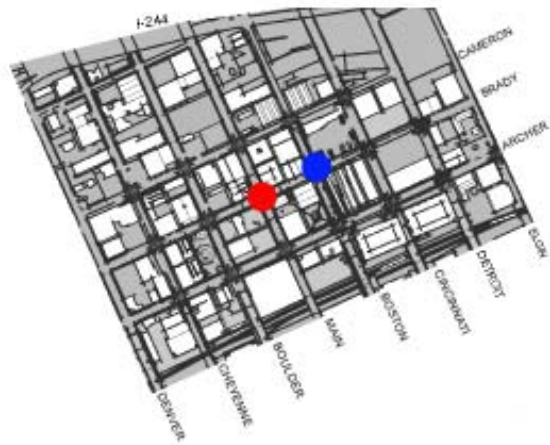
Brady St. and Main Ave. (Panoramic View)



Brady St. and Main Ave. (Panoramic View)



Brady St. and Boston Ave. (Panoramic View)



Panoramics

A view along Brady Street's major nodes

Panoramic shots were taken at major intersections which, helped piece together the various elements related to scale, connectivity and nodes. This panoramic view was taken on Brady Street and Main Street, a major commercial corridor. Restaurants such as Lola's Cafe and Mexicali are located in this area. One can also observe the abundance of brick in this district and Territorial architecture character.



Brady St. and Boulder Ave. (Panoramic View)



Brady St. and Cincinnati Ave. (Panoramic View)



Brady St. and Detroit Ave. (Panoramic View)



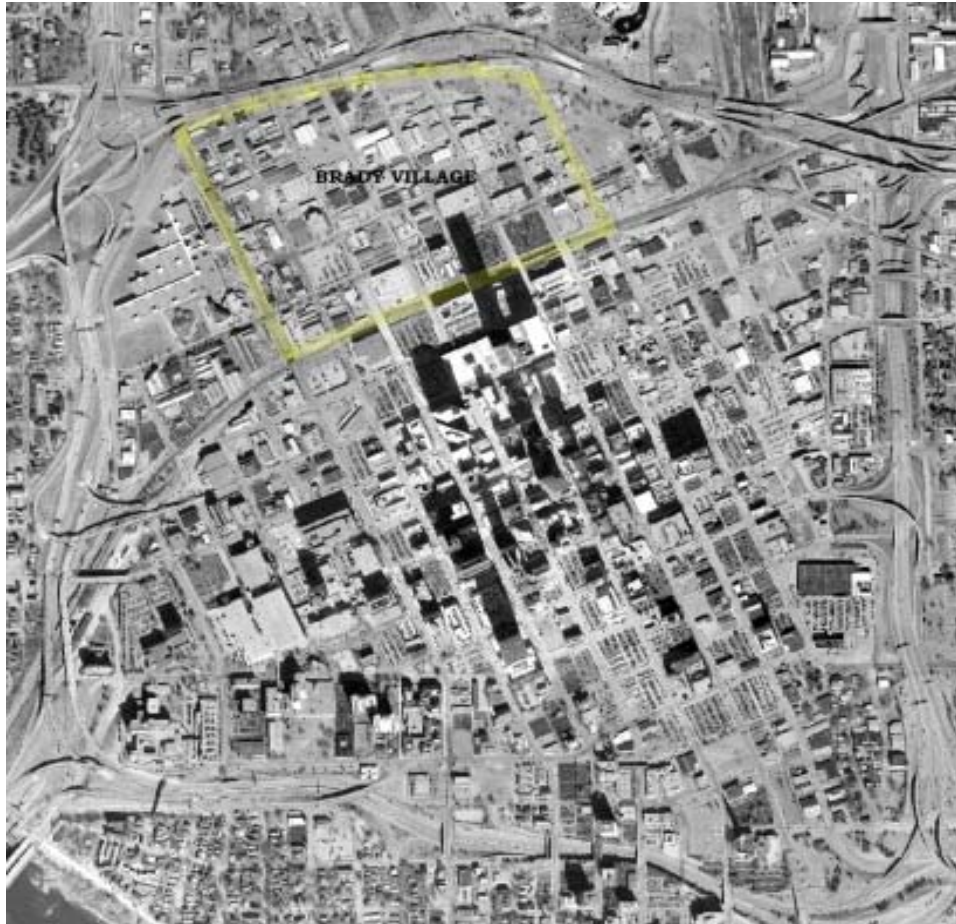
Panoramics

A view along Brady Street's major nodes

Panoramic shots were taken at major intersections which, helped piece together the various elements related to scale, connectivity and nodes. The panoramic view was taken on Brady and Boulder, a major commercial corridor. From these photos one can observe the abundance of surface parking, utilities lines and a wonderful view of downtown Tulsa. The rest of the panoramic views show, once again, the Territorial architecture - functional style. In addition, there is an important view showing the renovation of the Wallace Engineering building located on Detroit and Brady. This renovation serves as a clear example of the future of Brady in terms of development.

Aerial Photography

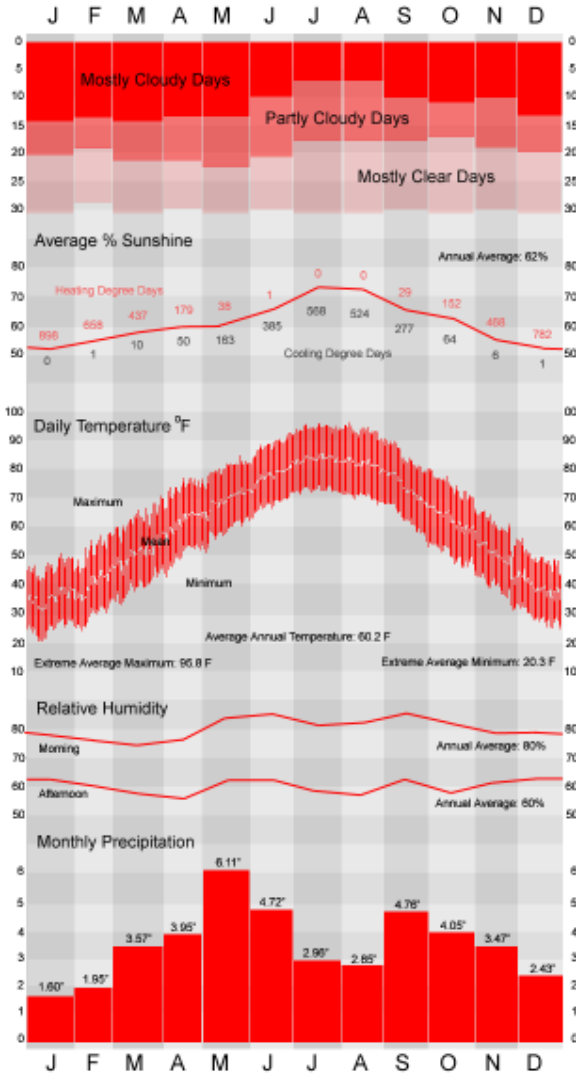
Interpretation of aerial photography of the study area reveals a built-out environment with complete civic infrastructure and for its location, much open space. The Union Pacific railroad creates an edge on the south side and the I-244 overpass forms the edge on the north side.



Aerial photography provided by City of Tulsa, Department of Public Works, Engineering Graphics Division.

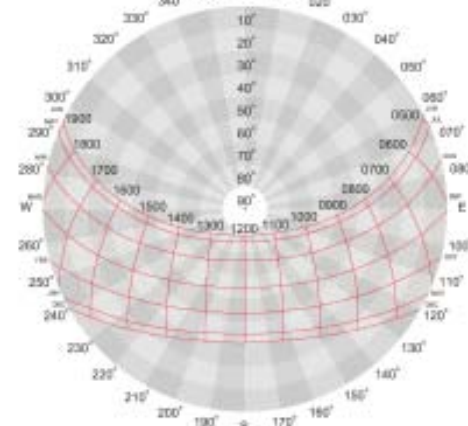


Aerial photography provided by Google Earth: 2007, Google, Inc.



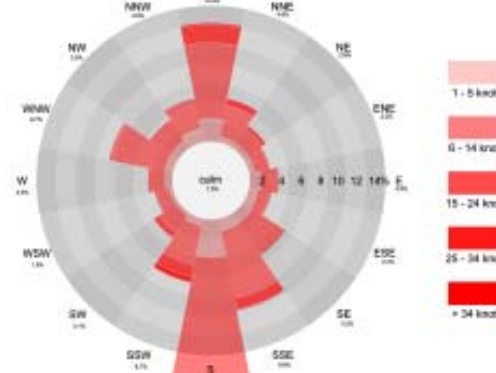
Climatic data obtained from the climatic record book webpage last updated on July 6, 2004 and maintained by the National Weather Service - Tulsa Office at: <http://www.srh.noaa.gov/tulsa/climate/tulrecbook.html>.

Stereographic Sun Path Diagram 36 Degrees North Latitude



Stereographic sun path diagram adapted from a diagram prepared by Victor Olgyay, AIA on page 803, *Architectural Graphic Standards, Tenth Edition*, by Ramsey/Sleeper, John Ray Hoke, Jr. FAIA, Editor, John Wiley and Sons, New York:2000.

Wind Rose



Annual prevailing wind summary created with wind frequency analysis data provided by National Weather Service - Tulsa Office meteorologist, Steve Amburn on November 29, 2004.

Climate Summary

"The city of Tulsa lies along the Arkansas River at an elevation of 700 feet above sea level. The surrounding terrain is gently rolling.

At latitude 36 degrees, Tulsa is far enough north to escape the long periods of heat in summer, yet far enough south to miss the extreme cold of winter. The influence of warm moist air from the Gulf of Mexico is often noted, due to the high humidity, but the climate is essentially continental characterized by rapid changes in temperature. Generally the winter months are mild. Temperatures occasionally fall below zero but only last a very short time. Temperatures of 100 degrees or higher are often experienced from late July to early September, but are usually accompanied by low relative humidity and a good southerly breeze. The fall season is long with a great number of pleasant, sunny days and cool, bracing nights.

Rainfall is ample for most agricultural pursuits and is distributed favorably throughout the year. Spring is the wettest season, having an abundance of rain in the form of showers and thunderstorms.

The steady rains of fall are a contrast to the spring and summer showers and provide a good supply of moisture and more ideal conditions for the growth of winter grains and pastures. The greatest amounts of snow are received in January and early March. The snow is usually light and only remains on the ground for brief periods.

The average date of the last 32 degree temperature occurrence is late March and the average date of the first 32 degree occurrence is early November. The average growing season is 216 days.

The Tulsa area is occasionally subjected to large hail and violent windstorms which occur mostly during the spring and early summer, although occurrences have been noted throughout the year.

Prevailing surface winds are southerly during most of the year. Heavy fogs are infrequent. Sunshine is abundant."

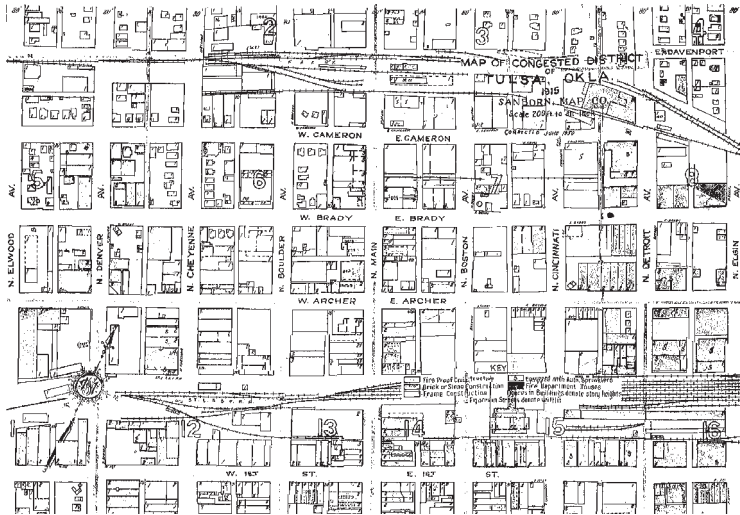
Climatological Overview quoted from the National Weather Service Tulsa Office webpage: <http://www.srh.noaa.gov/tulsa/climate/tulcliover.html>.



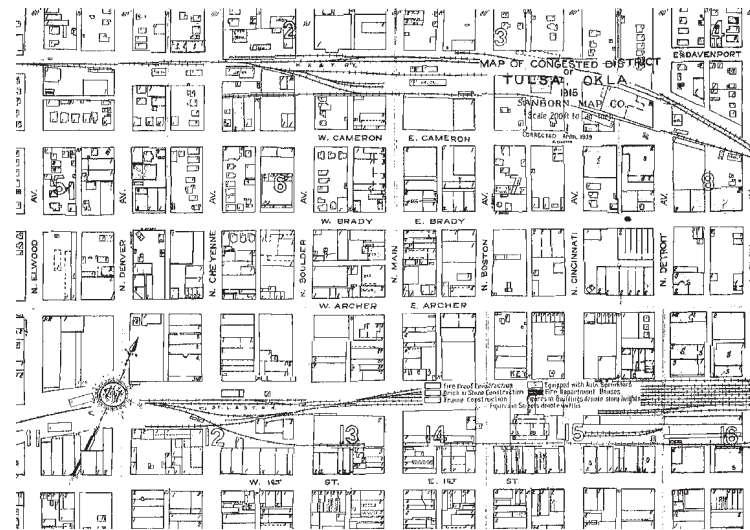
Development History

Sanborn Fire Insurance Maps

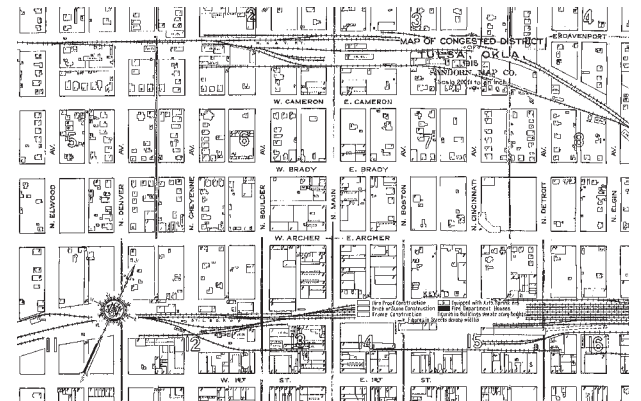
The Sanborn Company created detailed fire insurance rate maps for Tulsa and many other cities between 1867 and 1970. The map below is the only map available from 1915. It indicates that at that time only a very limited commercial development existed along Main and Archer. It was primarily with single family dwellings. One can also observe a baseball field that existed along Archer and Detroit. It is also worth mentioning that railroad tracks edged the north part of Brady (where I-244 now exists). The maps from 1926 and 1929 show a drastic change in development uses. This is mainly due to the fires that occurred in Greenwood/Brady in 1921. One can begin to see the large warehouses established.



1926



1939



1915

Sanborn Fire Insurance Rate Map, Sheet 42, Tulsa, Oklahoma, created in 1915. Obtained from the Sanborn Map Company, Sanborn Library LLC through Proquest Information and Learning Company at its website: <http://sanborn.umi.com>.

Sanborn Fire Insurance Rate Map, Tulsa, Oklahoma, created between 1915 and 1926, with a revision in 1939. Obtained from the Sanborn Map Company, Sanborn Library LLC through Proquest Information and Learning Company at its website: <http://sanborn.umi.com>.





Photo of the Brady Theater. Courtesy of the Tulsa Library archives.



Photo of a merchant's building. Courtesy of the Tulsa Library archives.

History

At the beginning

The Oil Capital of the World

In 1909, Tulsa city directory listed more than 126 oil companies in the directory list. Oil led the way to a great economic boom in Tulsa and, specifically, Tulsa's downtown area. In the 1920's there was a second oil boom in Tulsa.



Photo of the downtown trolley. Courtesy of the Tulsa Library archives.

Tulsa 1921 Riot

Violent race riots that took place in Tulsa 1921 led to the death of as many as 800 and destroyed an entire district. This is considered one of America's worst racially-motivated crimes, destroying the economy of several independent communities. The catalyst for the riot was traced back to a story run in the Daily Tribune, accusing nineteen year old Dick Rowland of the attempted rape of Sarah Page, in the elevator of the Drexel Building downtown.

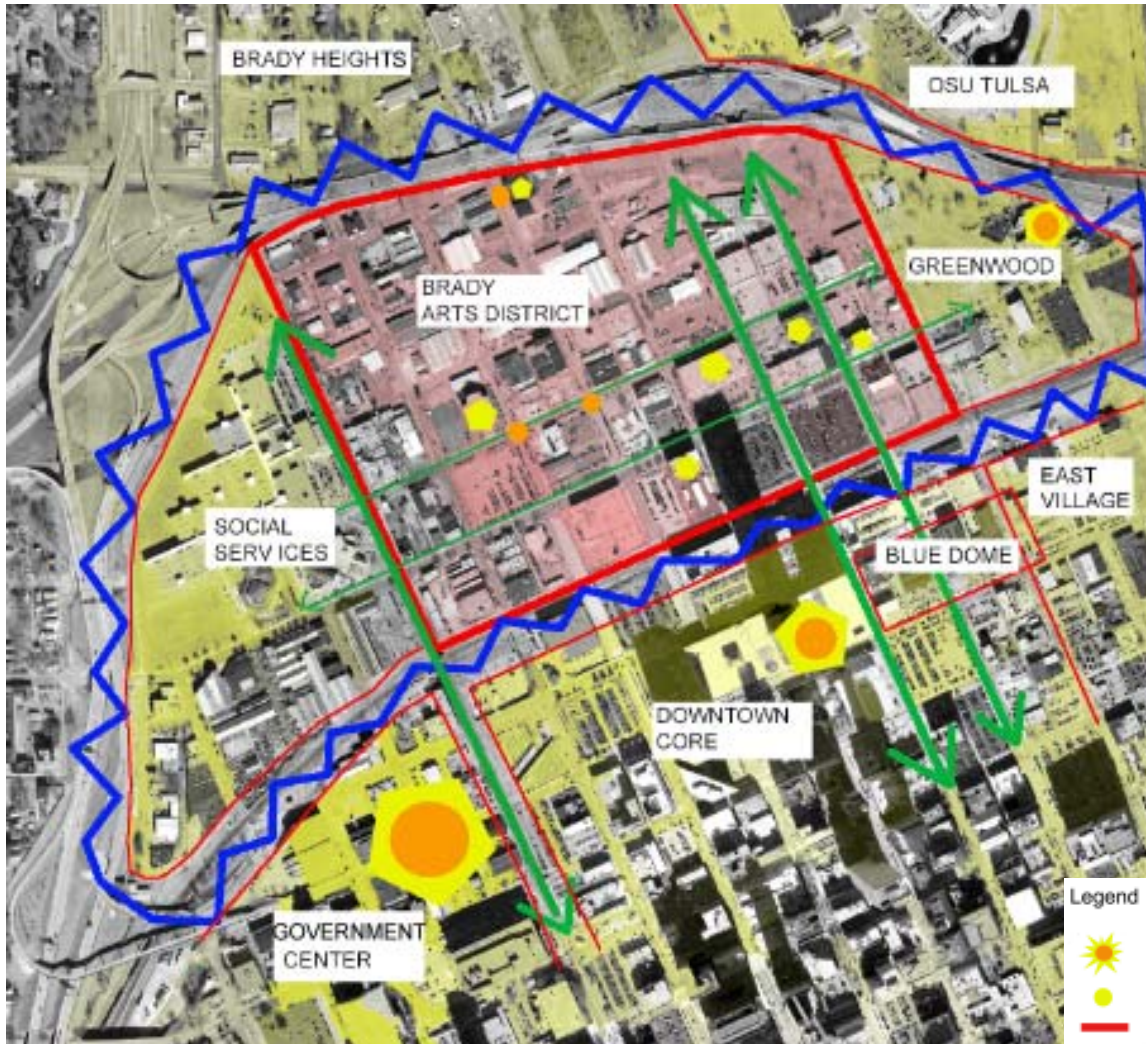


A view of the baseball field located on Detroit and Brady where people were kept for questioning. Courtesy of the Tulsa Library files.



Street by street, block by block, invaders moved northward across Tulsa's African-American district. Photo looks north at the railroad track. Photo courtesy of the Department of Special Collections, McFarlin Library, University of Tulsa.

Legibility Analysis



Legibility analysis for Brady Village.



Additional district map provided by Tulsa Downtown Unlimited

In Image of the City, Kevin Lynch introduces a method to analyze the visual quality or legibility of the city by identifying and mapping landmarks, nodes, paths, edges and districts. Applying this technique to Brady Village, one can observe that the area is bound by a visible edge. The railroad is located on the Southside and the highway system on the North. There are many other districts that neighbor the Brady District. Nodes are evident, specifically along Brady St. and Main St.

Density and Mass / Void Diagram

As shown on the Mass Void diagram (bottom left), much of Brady is currently open space mainly used for surface parking. On the Density Map (top right), the color changes indicate density in terms of how many people work, live (less than 50 people, live in this area according to the US Census information) or frequent any single building. Based on this study, one can conclude that most buildings in Brady Village exhibit low density. This may be attributed to its commercial and industrial use.



This map shows the mass and void space in Brady Village. Grain is the degree of fineness or coarseness in an urban area. Texture is the degree of mixture of fine and coarse elements.

The majority of the study area is of fine grain and uniform texture. The notable exceptions are the 1) the county jail and 2) buildings along Brady Street, both of which are examples of coarse grain elements.



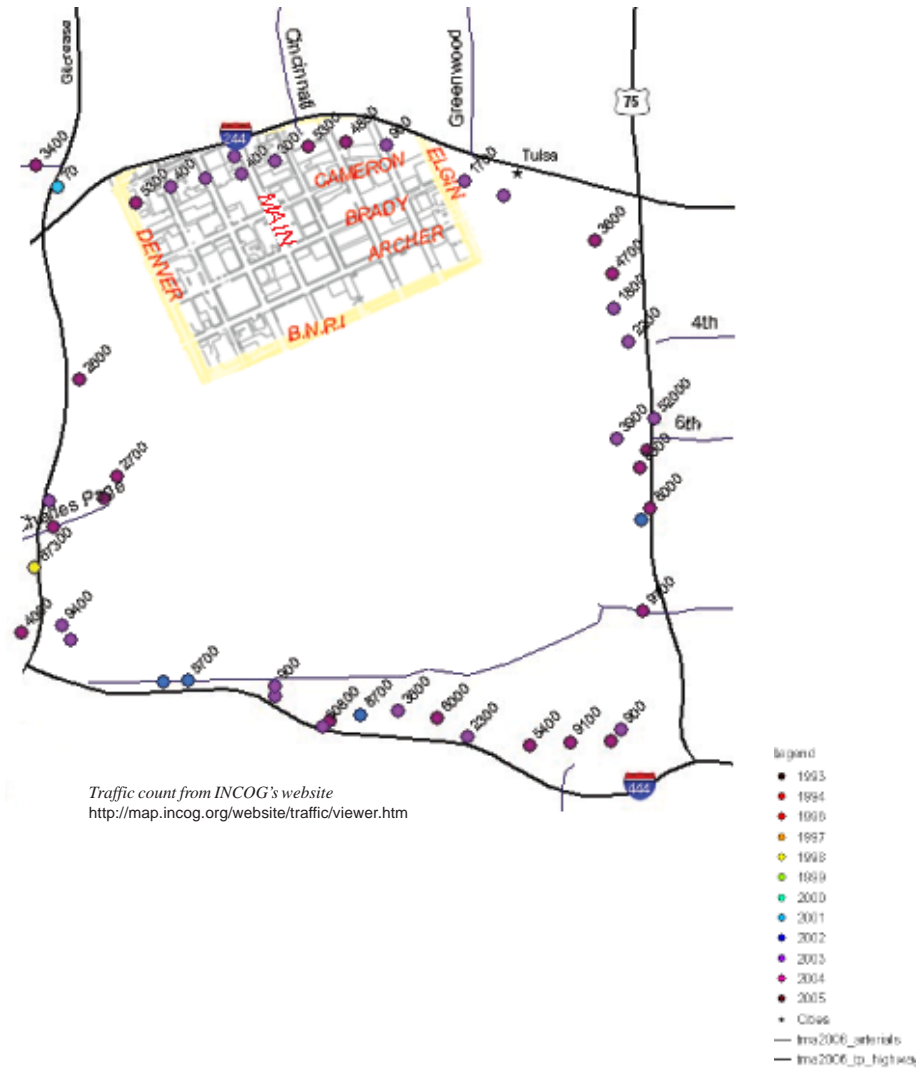
This map shows the density/intensity of buildings related to how many people frequent the buildings. The darker the shade of magenta, the more people that use the building. For example, Brady Theater, Wallace Engineering are used by more people than a storage facility.

Vehicular Circulation

Traffic Counts

This study summarizes the methodology and results of INCOG's traffic count assessments along major arterial intersections/nodes. It can be used to understand and support decisions about attracting visitors to the area.

It appears that currently, there is not enough traffic count in the area to support an arts and entertainment district (5,300 vehicles per day on the Denver and Cincinnati compared to 17,000 on Cherry Street). However, there is a great potential to attract the many that travel along highway I-244 in the future.



Property Ownership



*This map shows current property ownership in the area.
Map generated with information from INCOG.*

During my research phase, I studied real estate supply and demand in the area. I quickly learned that many properties were owned only by a hand full of entities/people. Before recommendations on development can be delivered, a clear understanding of existing conditions, including property ownership, must exist.

Also, it is worth mentioning that zoning for this area is designated commercial high intensity and industrial, meaning that almost any type of development can be introduced in the future.

LEGEND	
[Green Box]	BEAL, LA CURE
[Orange Box]	GOVERNMENT OWNED
[Grey Box]	US FEDERAL SOCIETY
[Yellow Box]	WEST REALTY INC.
[Brown Box]	BRADY TRUST
[Light Blue Box]	STATE OF OKLAHOMA
[Pink Box]	WILLYWOOD ENTER.
[Purple Box]	WARD SPRING HOME
[Light Green Box]	SOUTHERN POWER GROUP, LP
[Dark Green Box]	BOARD OF FREEDOM ORG
[Blue Box]	BOULDER & BRADY
[Light Green Box]	SPRING CORP.
[Blue Box]	BRADY PROPERTIES
[Light Green Box]	STANBURY CENTER TRUST
[Pink Box]	WILLIAMS COMMUNICATION
[Green Box]	OTHERS

Future Development

Tulsa Contemporary

100 East Brady



Exterior elevation, courtesy of Ken Busby and the Arts & Humanities Council of Tulsa



Location map

Purpose: The Arts and Humanities Council plans to create an arts incubator (visual arts) for Tulsa artists to work and live.

Estimated Total Cost: \$10,000,000

Site Cost- \$1,000,000

Construction Cost - \$3,400,000

Estimates are based on very preliminary numbers from this organization.



Preliminary designs for the Tulsa Contemporary, courtesy of the Tulsa Arts and Humanities Council.



Existing conditions



Future Development

Brady Theater Renovation

105 Brady



Elevations, courtesy of the TulsaPeople, April 2007



Location map

Purpose: The Matrix, a local architecture & engineering firm, plans to renovate the Brady Theater and add on a separate unit adjacent to the existing building for support. This building is listed in the National Register of Historic Places (1979).

Estimated Cost: \$22,000,000

(Construction Cost - 17,000,000)

Estimates are based on very preliminary numbers from this organization.



Existing Conditions



Future Development

PPG Building

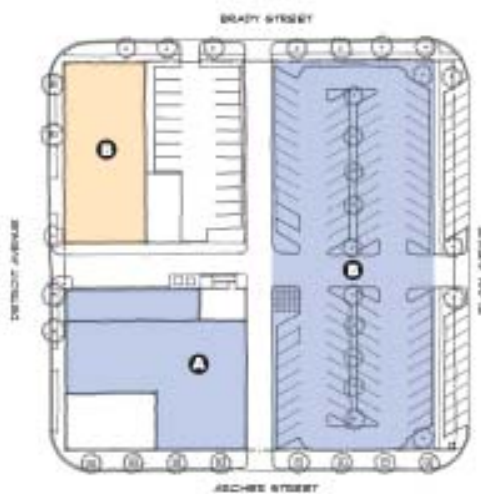
Detroit and Archer



Location map



Existing conditions



Renderings courtesy of Scott Goble Architects



Architectural rendering of the PPG Building



Purpose: Scott & Goble Architects plan to relocate their 60+ architects to this building in 2008. With the help of the property owner, this building will be restored and brought back to life.

Estimated Total Cost: \$4,000,000 (exterior)

Estimates based on very preliminary numbers from this organization.

Future Development

Tribune Tower Phase II

Boston and Archer

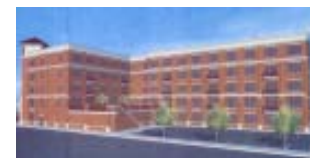


Location map

Purpose: The American Residential Groups plans to build a second phase to the recently renovated Tribune Tower (currently used for loft spaces). The space will also be used as a residential unit.

Estimated Total Cost: \$5,000,000

Estimates based on very preliminary numbers from this organization.



All renderings courtesy of Steve Ganzkow



Existing conditions

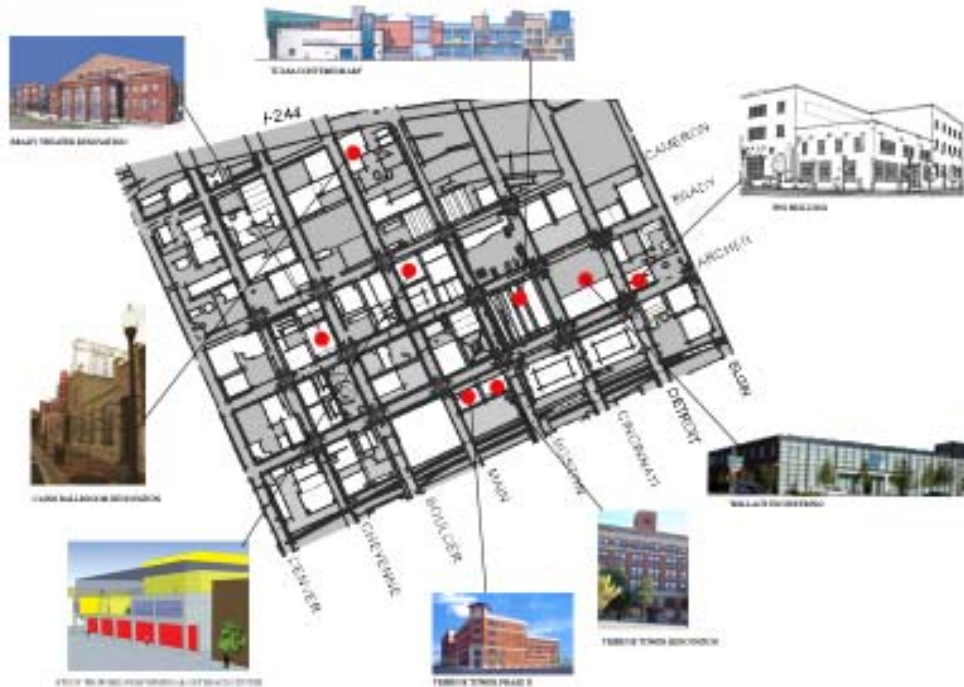


Recent & Future Development

Currently, we know two facts: 1) The northern portion of downtown Tulsa is in need of more energy / development and needs a plan to help promote the area and 2) there are future development plans for this district, along with downtown Tulsa, geared towards arts and entertainment. The goals with the new development is to promote both new development and the reuse of several underutilized and vacant properties that would be suitable for affordable housing, artist live-work space, gallery space, coffee shops, and other entertainment/creative retail and commercial spaces.

Ultimately, these factors combined could be studied to develop opportunities to support the existing and proposed venues. Arts districts typically combine many factors to stimulate growth. I discuss many of these incentives later in this report.

In reference to this map, one can begin to see the nodes and landmarks of this district. Even though an 'Infill Development Plan' is in place, it would be up to the market and current property owners to decide what kind of destination is created between all of these buildings and how to tie the district together in order to create a sense of place. The Arts District will have a close monitored plan to execute these and many others goals for this area.



Current development includes the renovation of the Tribune Towers on Archer and the Wallace Engineering Office on Brady.



These are examples of my proposed future development. Performing Arts Center situated on Cameron and Main (Right) and a mixed use development on Main and Brady, south side (left).

Recommendations

1. Initiate and Implement Urban Design Strategies
2. Enforce Design Guidelines
3. Promote District Advocacy
4. Encourage Property Owners to Develop their Properties
5. Organize and Communicate Improvements
6. Promote and Market Arts District
7. Finance Activities and Special Improvements



Urban Design Objectives to Support an Arts District

- **Urban Density** Locate new development in areas that will intensify arts and entertainment-related activities.

- **Open Space** The areas designated as 'open space' should be classified. For example, 'quiet' parks or entertainment-related open spaces should be assigned and have the infrastructure to support and promote events and activities in the area.

- **Linkage and Connectivity** There is a need to connect other nearby districts to the Brady Arts District. Pedestrian and vehicular routes of interests should be enhanced.

- **Circulation and Streets** Hierarchy of streets, removal of the Boulder (currently condemned) bridge, introduction of the street car.

- **Pedestrian** Reintroducing the pedestrian into the Brady Arts District and reanalyzing lighting, sidewalks, etc.

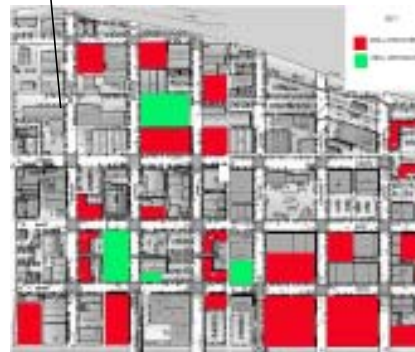
- **Parking** Suggest that a parking study be conducted for Brady Village to better analyze and understand needs for future growth.



A view from I-244 toward existing and proposed development in Brady.



Plan view of current and proposed development.



Proposed Infill structures (based on the infill Development Plan by the City of Tulsa)

Strategies

Initial Urban Design Strategies

The design process and considerations for this project began back in 2003 with the City of Tulsa's Brady Village Infill Development Plan. This plan identified uses for future development in the area, as well as some practical design guidelines.

The images on the left help explain design strategies. I developed a 3-dimension model to promote the understanding of other possible solutions to urban planning, and also a way to view development as a form of 'mass' and analyze design objectives, such as, hierarchical relationship, urban design characteristics, etc. The current visibility and physical characteristics of the district are limited. The presence of a 'district' is not yet marked in this area; therefore, Brady lacks a sense of identity. The following strategies provided are intended to be an evaluation tool used to assist landowners, consultants, residents by providing design ideas for implementation.



The Brady Village Infill Development Plan created by the City of Tulsa was developed in 2003 to help initiate a plan for future development.
Map courtesy of the City of Tulsa

OUUDS
The University of Oklahoma Urban Design Studio

Tulsa ARTS District
entertain your mind



Future Landmark: BOK Center



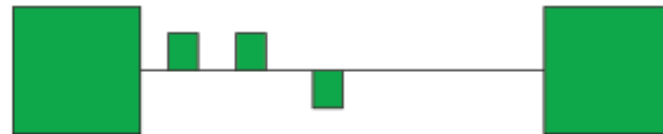
Landmark: Brady Theater



CREATE LANDMARK DEVELOPMENTS IN THE DISTRICT



CONNECT LANDMARKS



INFILL AREA BETWEEN THE TWO



Urban Design Strategies:

Urban Density

Brady Arts District is made up of individual commercial and industrial buildings which need to be connected in order to attract a more urban form. There are many ways to bring density to an area. One way is to develop the existing area with uses that directly benefit the Arts District. Many metropolitan areas in the United States are considering a variety of ways to develop their downtowns and central districts. Compact, mixed-use districts seem to be more vibrant and interesting. People are typically out on the street, moving and enjoying the sun, art, dancing, etc.

One way to achieve density in urban spaces is with the use of a street car or light rail system and commuter rail systems, linking employees with business centers. The land uses of the corridors, where transit lines operate have been shown to influence transit ridership. In addition, there are a variety of districts located adjacent to Brady such as Blue Dome, East Village, etc. which could provide a source of visitors (Brady Heights, OSU campus students, and many others) and would benefit from this transit system.

In general, density brings many bonuses. 'As density increases above six units per acre, it becomes more cost-effective to provide bus and other transit service to a community. When mixed-use zoning is coupled with this more compact development, suddenly destinations such as schools, stores, restaurants, jobs and services are within easy range to walk or bicycle.'

¹ Local Government Commission: <http://www.lgc.org>

Schematic design and research was conducted in order to choose on 'infill area'. This infill area between landmarks will be responsible for creating a sense of place and promote density to the district.

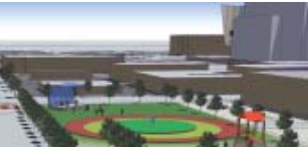


A view looking northwest on Boston and Archer

The first 'green area', is located along Archer Street and Boston Ave. and in front of an existing residential unit (Tribune Towers). This should be designated a 'quiet space' where residents can walk their dogs and people can read their books.



Existing green space on the pedestrian Boston Bridge should be enhanced (Right), TIFF funds helped provide this recently developed public open space was



The second 'green area' is located along Archer Street and Boulder Ave. This space will be designated for outdoor's concerts, farmer's market, arts-related festivals, arts exhibitions, movies on the lawn, children's playgrounds and other activities.



Existing conditions. A view of Brady and Main oriented south toward the proposed site.



Existing conditions on the corner of Boulder and Brady, where an open space is proposed.

Urban Design Strategies:

Open Space

There are two major open spaces that this study focused on. Both of these will have specific uses and activities designed to avoid confusion and misunderstandings. Extensive opportunities for public arts exist in these public spaces. I suggest that a committee is form to enable the art and urban form to become woven within this urban district.

- Considerations:**
- Trash collection - Should be coordinated with events and regular maintenance.
 - Lighting - Should be consistent throughout, however, introducing an additional light fixture which is more efficient is recommended.
 - Sign standard - The design should be of clear, but creative, district character.
 - Landscaping - Should be designed for native plants to keep a low maintained budget.
 - Proximity to vehicular traffic - Should be planned as a tool for creating density.
 - Pedestrian use - Pedestrian-friendly sidewalks and streets attract visitors and Residents and encourage walking.



Signage should be designed as a unique symbol of the Tulsa Arts District. Lighting should be uniform; however, it is recommended that a more efficient light is introduced to enhance performance.

"The essential question of planning" wrote architect/planner Zisman, "is not where to build but where not to build". Where to create open space for parks, urban plazas, greenbelts, sidewalks, watersheds, etc.

"The value Americans place on having open space near them is indicated by a national survey conducted in 2000 by the nonprofit Smart Growth America. The survey showed that 83 percent of those polled supported the establishment of zones for green space, farming, and forests outside existing cities and suburbs that would be off limits to developers. Popular sentiment is also shown by the fact that in the November 1998 elections, voters nationwide faced 240 state and local ballot measures concerning land conservation, parks and smarter growth - and approved 72 percent of them. The Public Policy Institute of California in 2001 conducted a special survey on growth. Results showed that for Californians, the most negative consequences of the state's population growth were traffic congestion (29 percent) high housing costs (27 percent) and urban sprawl and the loss of open space (24 percent)." 1

1 Local Government Commission



Creative ways to make trash cans attractive. Artist: Emily Boosahda

BOK Center

This projected new 8,000 seat events center, designed by architect César Pelli, will be the newest attraction to Tulsa in 2008. A link connecting the Arts District to the bok Center is needed to promote and attract BOK traffic to visit Brady so that the visitors take full advantage of the food, parking, entertainment in Brady.



A view north on Denver from the BOK center



A view north along Denver and Cheyenne. Major connection focus from BOK to Brady center proposed along 3rd St.

Downtown

Tulsa's downtown is the home for many businesses and historical structures built during the oil boom in the 1920s and 1930s. Included in this mix of office buildings is the BOK Tower (formerly Williams Center), designed by Minoru Tamasaki & Associates. Many of these whom worked downtown dine at Brady Village. Promoting an attractive link between downtown and Brady should increase visitors. Also located downtown is the Performing Arts Center (PAC) which holds a variety of events during the year. Those who frequent this venue would want places to eat dinner or lunch, have a cup of coffee, before and after the shows.



A view north at Detroit and Cincinnati



A view northwest at Detroit and Cincinnati

Blue Dome District

This is another entertainment district located south east of Brady Village. The Blue Dome was named for a recognizable blue domed building in the eastern section of downtown. Restaurants and bars include: Tsunami Sushi Bar, the Route 66 Diner, Arnie's Bar, McNellie's Public House, the Blank Slate, 3 Frogs Lounge, Dirty's Tavern and others. This district could potentially work in conjunction with the Brady Arts District to provide services and support.



A view at the Blue Dome landmark building.



A view south from I-244 at Greenwood and Archer. Focus on Archer and Elgin to connect Greenwood District to Brady

Greenwood Historical District

This district has future plans to develop and expand east of Brady. It's early history includes the famous 1921 Tulsa Race Riot (blodiest racial riot in the history of the U.S.) In 2001, the Oklahoma State Legislature passed a law to appropriate \$2 million for a riot memorial. Included in this district are the Greenwood Cultural Center, the Tulsa Race Riot Memorial, the Oklahoma Jazz Hall of Fame and the Oklahoma State University. Greenwood's adjacency to Brady Village could help serve the students and visitors.



A view north on Greenwood



Linkage concentration area

East Village

Home of the WELL-known Living Arts Studio among other restaurants and shops. Plans exist to further develop and improve this district with additional restaurants, residential lofts and retail.



Urban Design Strategies:

Link and Connectivity

How do you connect the Tulsa Arts District to its adjacent neighbors?

There are many ways to connect one area to the next; however, there are few ways to linking districts affectively. The space between the Brady Village and its neighbors varies in space, character, infrastructure, etc. For example the major vehicular connections to downtown are with bridges over the train tracks, the connections/linkage to Brady heights are under the freeway at I-244. Once we established the main streets in which these come together, we can start to design these transitions.



The trolleys will link key destinations in each districts so that everyone can benefit from the crowds, instead of competing against each other to get the attention in their district.



Brady Height Neighborhood was the first (1980) to be awarded a historic districts designation in Tulsa. In 1999, the city approved a historic zoning



BOK Center

This projected new 8,000 seat events center, designed by architect César Pelli, will be the newest attraction to Tulsa in 2008. A link connecting the Arts District to the BOK Center is needed to further promote and enable BOK traffic to Brady. Prospective visitors would enjoy full advantage of the food, parking and entertainment in the Tulsa Arts District.



A view north along Denver from the BOK center



A view north toward Denver and Cheyenne. Major connection focus from BOK Center to Brady proposed along 3rd St.

Downtown

Tulsa's downtown is the home for many businesses and historical structures built during the oil boom in the 1920s and 1930s. Included in this mix of office buildings is the BOK Tower (formerly Williams Center), designed by Minoru Tamasaki & Associates. Many of those working downtown dine at Brady Village. Promoting an attractive link between downtown and Brady should increase visitors. Also located downtown is the Performing Arts Center (PAC), which holds a variety of events throughout the year. Regular attendees would want places to eat lunch or dinner, have a cup of coffee, before and after the shows.



A view north toward Detroit and Cincinnati



A view northwest of Detroit and Cincinnati

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A view north along Greenwood



The proposed trolley will link key destinations in each districts so that everyone can benefit from the crowds, rather than competing against each other to attract visitors.

East Village

Home of the well-known Living Arts Studio among other restaurants and shops. Plans exist to further develop and improve this district with additional restaurants, residential lofts and retail.



Urban Design Strategies:

Link and Connectivity

How do you connect the Tulsa Arts District?

Visual and physical interruptions were observed in both building activities edge and between districts. Along Brady St. a considerable amount of vacant lots or parking exists. This discontinuity in building's edge disrupts the pedestrian experience and level of activity. It is recommended that buildings new development is built up to the property line to match existing building and parking is encouraged at the 'back' of the development.

Also, there are many ways to connect one area to the next; however, there are few ways to link districts effectively. The area between Brady Village and its neighboring district varies in space, character, infrastructure, etc. For example, the major vehicular connections to downtown include bridges over the railroad tracks and the connection / linkage to Brady heights is situated under the freeway at I-244. I have designated a focused area of connectivity between downtown, Greenwood and the Arts District (map below). Once these points of connection are established, we can begin to design these transitions and work on the other connection points.



Linkage concentration area



Brady Heights neighborhood was the first, (1980) to be awarded an Historic Districts designation in Tulsa. In 1999, the city approved a historic zoning





Map (top) shows proposed landmarks and gateway locations at major connections/access ways. Also, identifies where signage is needed, directing traffic to the arts district.



Signage should be utilized as a tool to guide people into the district and connect them with other districts (Right).

A trolley idea (further explained in Circulation and Streets sections) was designed to connect people from one district to the next (Left).



Examples of signage

Urban Design Strategies: Link and Connectivity

How do you connect the Tulsa Arts District to its adjacent neighbors?

Tulsa Arts District Gateways - locate per locations outlined on the map to create a bold statement of entry. Location was chosen based on accessibility and traffic. Design ideas for the gateways are provided, however, design competitions are encouraged for a variety of ideas. Art-related, architecture and engineering firms could be encouraged to sponsor a gateway.



A view northward from the pedestrian boulder bridge (Left). Proposed gateway design idea (Above).



Design a gateway to be located at the pedestrian Boston Ave. bridge to create a sense of entrance and welcome into the district. The vehicular/pedestrian traffic entrances to the district are the 'front doors' of the district and will make an important first impression.



Urban Design Strategies:

Circulation and Streets

Main St., Cincinnati and Denver (on the north-south axis), along with Brady St. and Archer St. (on the north-west axis), appear to be heavily trafficked. There is a clear hierarchy seen on the streets in this district. Continuing street design development in accordance with this natural progression should be encouraged. In addition, it is suggested that Boulder Ave. be modified to run one way north from downtown through Brady Arts District. For this purpose, and because there are no current funds to rebuild the bridge (overpass), the Boulder bridge should be completely removed. I propose that a street car runs north on Boulder Ave. and connect downtown to Brady Village and other districts. Removing the overpass will remove any visual obstruction along this axis, eliminating the perception of an 'edge'. The street car/trolley is proposed to operate along Boulder, Brady, Elgin and 3rd. Route outlined below.



A potential view north on Boulder Ave. showing the proposed street car system (which Tulsa's downtown once had) and a one-way street leading people to the Arts District.



A view west from Boston toward the Main Bridge



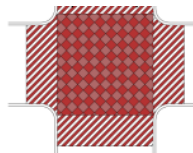
A view north from the railroad tracks, showing a street car that would encourage the connection to the BOK Center, downtown, Blue Dome District and possibly Greenwood and provide an attractive alternative to transportation.



A view looking south on Elgin with no interruptions from bridges



A view north at Cincinnati and Brady. Lighting, sidewalks and landscaping should be coordinated to prevent interruptions.



Encourage traffic calming by providing material changes at the intersections.



Photo courtesy of Portland Vintage Trolley



A view north along Boulder. Picture on the left shows bridge obstructing the view and picture on the right is a view of the same, following the bridge removal.



Encourage tourist-related vehicles.
Photo courtesy of Yamaha Bicycle Taxi.



Once again, Tulsa's Street car is re-introduced along Boulder Ave. Focusing on Boulder and Detroit Ave. (streets directed one way north) would help connect the adjacent districts as well as promote the area.

Propose trolley route outlined above.

Urban Design Strategies:

Parking

A formal study focusing on projected parking demand is needed to fully evaluate parking needs in Brady. Currently, the district appears to have sufficient parking for its visitors. If study supports a parking structure, it is recommended that it be placed at the intersection of Archer and Cincinnati.

It is recommended that guidelines are followed (discussed later in this study). Specific requirements discussing parking are encouraged.

- Setting maximums
- Parking buffers
- Restrict parking to the rear of the properties



Proposed parking structure shown along Archer street.

The parking problem depends on who you are.

Residents want long-term spaces to “store their car,” while businesses want short-term spaces in front of their store for customers. The parking study showed the majority of neighborhoods do have parking available within three blocks at no or little cost. City staff will work with residents and businesses to create the right mix of different kinds of parking, and manage parking to serve the City’s and neighborhood’s desired goals, especially in providing short-term customer and long-term residential parking.

Strive to make better use of existing on-street parking.

More parking capacity can be added quickly and cost-effectively by using the existing parking supply in most neighborhoods. In many business districts, twice as many customers could park if turnover of on-street spaces was created through stronger enforcement and discouraging employees from parking in spaces that customers could be using. Even more spaces would be available through marketing existing off-street parking by creating better signage and parking validation programs.

Manage the cost of parking to achieve desirable goals.

The price of parking is critical to how it is used. Low cost parking is transit’s greatest threat and the number one reason people drive. Cheap on-street unrestricted or un-enforced parking coupled with high transit service can attract commuters to use a neighborhood as a “park and ride” into downtown. In Seattle, short-term parking is often more expensive than all day commuter parking, discouraging retail shoppers and encouraging commuters.

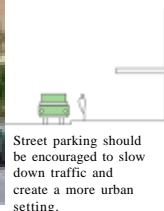
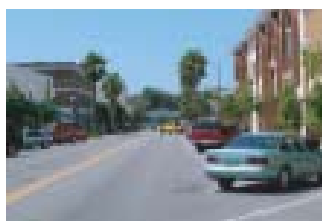
Improve the Land Use Code to better support parking goals.

The Land Use Code should allow the right kind of parking to be built at the right time. The current code needs to be more targeted to adapt to the variety of parking needs of different users in different types of neighborhoods. We need to be able to better specify whether new parking is used for short-term or long-term parking.

Be strategic in managing off-street parking.

There is a high cost to building structured parking that makes it less financially feasible. The parking consultants put together a financial feasibility analysis for prototypical neighborhood public parking garages and found that a 250-space garage might cost between \$4.8 to 13.5 million (above-ground, below-ground). Free on-street parking needs to be managed before new facilities can “pencil out”. New off-street parking should be managed to serve the City’s and neighborhood’s desired goals, especially to provide short-term customer and residential parking - not necessarily commuter “park and ride” parking.

Analysis provided by the Seattle Department of Transportation.



Street parking should be encouraged to slow down traffic and create a more urban setting.

Photo from the Panama City, FL Parking Study



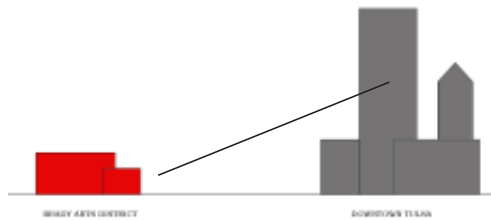
Examples of parking study conducted for Panama City.



Existing and proposed parking in Brady (based on Infill Development Plan created by the City of Tulsa)



Above is an example of design guidelines. Courtesy of the City of Los Angeles.



Design guidelines would be studied to address hierarchy of buildings and scale. A broader look at scale relationships should be evaluated in more detail to identify and understand the relationship between the buildings and the pedestrian, the buildings and the vehicular traffic of I-244, and buildings and the visual relationships from downtown.

Strategies

Design Review Committee

Implement a Tulsa Arts District Design Review Committee

The committee shall be created by a City Ordinance. The goal of the Tulsa Arts District Design Review Committee shall be to review proposed physical design elements in order to ensure appropriate design and compatible development, and to protect the visual integrity and quality of the district.

This Committee shall consist of four positions: 1) A Representative of the property owners within the district, 2) City of Tulsa Representative and 3-4) Design professionals with experience in design (i.e.: architect, engineer, planner or landscape architect). All four members would serve a 3-year term.

Both scale and materials usage is an essential part of an arts district. Many arts district establish design guidelines to encourage planned growth and help create a sense of place. It is encourage that design guidelines or zoning overlay help guide development (color, scale, new buildings build to street edge, minimum building frontage) but also allows for creative architecture.

Brady Village buildings consist of a variety of materials; however, the majority of buildings are an example of 'Territorial' architecture, in which brick or stone are used. Future developments in the area should have guidelines to comply with a clear united district goal, whether involved in bringing in a completely different architectural style (such as the Tulsa Contemporary and my proposed Performing Outreach Arts Center) or maintaining the current architectural elements. There should be separate design guidelines to recognize heritage and encourage the preservation of historic buildings. Keeping the overall fabric of an industrial/warehouse district is important.

INTERIM STOREFRONT GUIDELINES

Some of the guideline recommendations will take more time and money to implement than others. In the interim, some very simple measures can be taken to serve as place holders until permanent rehabilitation occurs at the storefront.

- Clean and maintain storefronts.
- Use removable acrylic sheeting to protect against vandalism and graffiti to glass.
- Illuminate storefronts and upper facades.
- Begin to comply with the City's signage regulations.
- Employ color to manipulate large, unarticulated facade renovations. The use of paint breaks up the large unarticulated face of the building elevations.
- Encourage replacement of solid metal roll-down doors with more transparent, perforated versions integrated into the overall storefront.
- Initiate a storefront for arts program similar to New York City's program to fill vacant storefront spaces with vibrant student stores and projects from neighboring University of Southern California (USC), University of California at Los Angeles (UCLA), and Southern California Institute of Architecture (SCI-Arc). Similarly, small shop signs, graphic or otherwise, from Los Angeles museums could occupy other vacant storefronts advertising current and ongoing exhibitions. This has occurred at the building at the top of the page.

Above an example of design guidelines courtesy of the City of Los Angeles.



Strategies

District Advocacy



Graphic courtesy of Minnesota's Citizens for the Arts
<http://homepages.mtn.org/mca/>

Encourage and Promote District Advocacy

Develop a focal point person / organization focused entirely on representing and advocating the needs and interests of property owners, residents and businesses. Responsibilities would include frequent attendance at City Council meetings, Tulsa Chamber of Commerce, Entertainment and Festival-Committee meetings. The individual or organization would speak on behalf of the district, gather/provide future plans and opportunities to the district and work in partnership with other non-profit organizations and foundations (such as the Tulsa Arts and Humanities Council), helping promote the arts in Tulsa.

On a broader level, Tulsa Arts District would be responsible for overseeing arts-related legislation which may affect the district directly.

Create an accountable, democratic, and better-educated property owners association that will continue to develop leads that benefit not only the district, but Tulsa as a whole.

Promote an Arts District Advocacy Day

The district will organize arts advocates to ask legislators to come to the Tulsa to discuss legislation that may affect the arts.

Purpose:

1. Speak about the arts in Oklahoma
2. Make new contacts
3. Educate our legislators about the importance of the arts to Oklahoma

Strategies

Redevelop Properties

Encourage Property Owners to Develop their Properties

The goal is to maintain and enhance the viability of all types of businesses in this commercial area to help promote the overall district.

Ideas to implement action:

- Provide assurances that the area will become/remain attractive.

- Involve all property owners to create a sense of district ownership and encourage leadership and commitment.

- Develop a marketing association to promote area businesses and target specific types of businesses to fill voids in the services that are available in the area.

- Keep developers and property owners informed of any legislation including bonds, tax credits for HP and other economic incentives for improving the appearance of commercial areas.

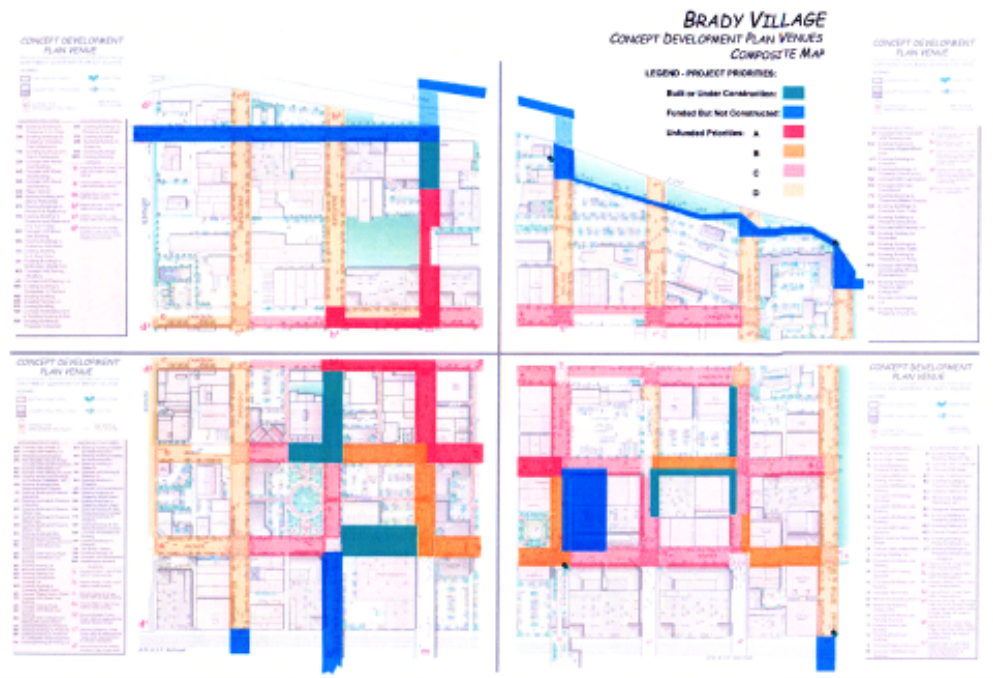
- If property owners are unable to improve their properties, provide financial assistance to help improve the facade so that the buildings can contribute to the districts.



Existing conditions along Brady (between Detroit and Cincinnati).



A little paint can go a long way when it comes to attractiveness and overall image.



The Brady Owner's association expressed concerns and desires to help plan and determined improvement priorities in this district.

Strategies

Organize and Communicate Improvements

The Brady Village Infill Development Design Guidelines provides recommendations for improvements' schedule and priorities. It has been noted during previous Owner's Association/TIFF meetings that there is a need to prioritize in accordance with new budgets estimates and new development directions.

More discussions regarding priorities should take place between the city and the owner's association so that an agreement as to whether or not 'block phase' improvements can be reached (versus improving only one side of the street or one item at a time, i.e. sidewalks, lighting, etc). It must be noted that coordination is the key to avoiding site obstructions (such as light poles in the middle of a sidewalk



Coordinate to avoid pedestrian obstructions.

Brainstorm ideas to encourage tourism.

1. The Circus Theme



Circus parade photo courtesy of <http://circushistory.com>



Circus parade photo courtesy of Cirque du Soleil. <http://www.cirquedusoleil.com>



View south towards open space located on Main and Brady. Bring a tent with performing 'mystic clowns'. Acrobats would be suspended from cables above the pedestrians as they walk through the streets. At night, there would be a light show and people would walk on the streets as vendors and restaurants provide food and drinks.



Photo courtesy of the Willard Library. <http://willardlibrary.oplin.org/historical>

In this globalized world, it is important to take a step back from local focus and also take a time to view the Tulsa Arts District from a more regional perspective.

Link Brady and Downtown & other districts - With the mentioned urban design strategies.

Link Brady and Tulsa - Through marketing initiatives.

Link Brady and Oklahoma - Work together with the Oklahoma City's Arts District.

Link Brady and the United States - Create a network of Arts District contacts with whom to exchange ideas and visual/performing arts opportunities.

Link Brady and the World - Create a wireless internet district.



Create a logo (I have designed an idea above)

Strategies

Promoting the District

Once the district is official, the next step is to advertise and invite visitors. In this world of globalization, it is important to make not only a local connection plan, but also a regional and nation-wide link. Below are several ideas that would need to be explored in further detail.

Ideas

- Create a sense of place by developing the Urban Design Strategies.
- Develop a logo (refer to design on this page) for identification.
- Creating a website to promote world-wide exposure. Names to consider would be www.tulsaartsdistrict.org.
- Promote a wireless district.
- Attract festivals and entertainment by providing a unique and inviting environment (i.e. May Fest, Spring Fest, Fall Fest, Children's Day, Christmas Parade, Lights in Brady, Arts Day, Halloween Pet Costume Parade).
- Advertise in local and national publications (i.e. travel magazines).
- Develop a calendar of planned events and activities.
- Promote restaurant business. Restaurants are known for helping stimulate growth and visitors to areas.
- Establishing a 501(c)3 organization that is focused on marketing initiatives (refer to Financial Strategies for details on this types of organization).



Brainstorm ideas to encourage tourism.

4. Arts District Giant Puppet's Parade

A creative and entertainment opportunity which could become a tradition for the Tulsa Arts District. Organizations could sponsor a puppet. 90% of the entry fees will go to the Arts District.



Photo courtesy of the <http://stiltwalker.com/giantpuppets.htm>

3. Arts District Children's Art Festival

Celebrate Children's Day with a Fair. Visitor's will enjoy having art and entertainment-related activities for the kids.



Photo courtesy of the Decatur Arts Alliance. <http://www.decatursalliance.org>



Photo courtesy of the Decatur Arts Alliance. <http://www.decatursalliance.org>

Strategies

Promoting the District

2. Tulsa Arts Festival

Create opportunities for local artists to gather and show their work and help promote the arts.

Tulsa Arts District JURIED EXHIBITION

THEME

The Tulsa Arts District invites you to explore the possibilities of art.

ELIGIBILITY

Exhibition is open to artists over 18 years of age.

SPECIFICATIONS

Open to all artists. The work should be sculpture or painting.

JURORS

Professors and other professionals

ENTRY PROCEDURE

Artists may submit up to two pieces. Members of the Tulsa Arts District entry fee is \$10, non-members \$30.

AWARDS

Best of Show - \$500. Three golden Awards \$150 each.

SALES

The Tulsa Arts District retains a 30% commission on all works sold. Price accordingly. All work must be for sale.



Photo courtesy of the Decatur Arts Alliance. <http://www.decatursalliance.org>

Brainstorm ideas to encourage tourism.

8. Halloween Pet Parade

Work with local pet-related organizations (such as the agility groups) to bring together a parade of creative costumes for pets.



Photo courtesy of <http://www.magicalarts.org>

6. The Big Idea Festival

The New Idea Festival will promote creative thinking. New inventions will be submitted for a price. Entry Fee's will go towards funding improvements for the district. All ages encouraged.



IDEAS and business /
community
involvement

7. Advertise on the Roof

Advertise the Arts District on the roof of the building by painting them a variety of 'eye-catching' colors or positioning art on top of the roof to attract traffic from I-244.



A view of the Arts District painted to attract highway traffic.

Strategies

Promoting the District

5. "Follow me to the Arts District"

The 'creatures' would be walking around downtown and surrounding areas during lunch and after work to bring people to the district.



Photo courtesy of the Camour Flage Road Show.
www.camourflage-roadshow.de

Other ways to finance

- City of Tulsa's Arts Council 1% public arts fund - The purpose of this fund is to help promote and enhance the arts in Tulsa. The plan would be to initially ask that 3/4 of this fund for 5-10 years go to the Tulsa Arts District to help finance and promote arts in this district.

- Arts District Foundation - This would be a catalyst for sponsoring various events and activities in the Tulsa Arts District. A special Grant program would be available to guarantee financial support so that the Arts District will continue to become the primary destination for arts, culture and entertainment. This organization could potentially work hand-in-hand with the 501(c)3, sharing a common goal to raise funds.

- Surcharge - an extra fee of 50 cents would be collected at all performing arts venues to help improve the district.

- District Membership Fees, Performing Arts Center Studio Rental Fees, Tuition Classes, Endowment Interest, Campaigning (name opportunities, patron gifts).

Arts = Money

The non-profit arts industry is successful (information provided by the National Governors Association, June 2001, <http://www.nga.org>):

- Non-profit arts generated \$36.8 billion in economic impact and 1.3 million full-time jobs across the U.S.
- Performing arts activities outdraw spots & movies combined.
- Of 200 million travelers across the U.S., 22% visited museums/galleries, 15% attended concerts and 13% attended live theaters.
- Travelers interested in culture & the arts spend more than other travelers (\$615 vs. \$425 per person per trip), take longer trips, include multiple destinations & are more likely to stay in hotels.

Economic Impact of an Arts District for Brady

- Commits and secures future financial incentives and resources
- Creates more jobs for the City of Tulsa.
- Promotes leadership by the different financial agencies studied.
- Reduces amount of vacant space
- Increases property values.
- Strengths quality of life.
- Generated more taxes.

Formation of an Arts District 501(c)3

Goals:

- To enhance cultural tourism.
- To promote arts education.
- To help create a sense of place and a destination for Tulsans.
- Create sub-committees in charge of both property maintenance (i.e. graffiti removal program) and safety (i.e. coordinating security patrol).

Plan:

- Help subsidize facility rental for local artists.
- Help funds special events to promote the Tulsa Arts District.
- Identify future possible development and be able to allocate funds for purchasing properties for the benefit of the district.
- Help fundraise and, with the help of the board (owners), allocate money for public enhancement (not covered by gov. funds).

Note:

Case studies used to refer to:
 Kansas City, Missouri 501(c)3
 For Additional information refer to these organizations:
 Dallas Arts District 501(c)3
 Orlando Arts District 501(c)3



Tulsa Arts District Foundation

The Tulsa Arts District Foundation is a 501(c)3 non-profit organization that will be established to support the development and operation of the Tulsa Arts District. The Foundation will be responsible for the day-to-day operations of the District, including the management of the District's finances, the recruitment and management of staff, and the coordination of the District's activities. The Foundation will also be responsible for the development and implementation of the District's strategic plan, and for the promotion and marketing of the District's activities.

The Foundation will be governed by a Board of Directors, which will be composed of representatives from the City of Tulsa, the Tulsa Arts District, and the community. The Board will be responsible for the overall management and supervision of the Foundation, and for the approval of the District's strategic plan and budget.

The Foundation will be a key partner in the development and operation of the Tulsa Arts District, and will play a vital role in the realization of the City of Tulsa's vision of a vibrant and thriving arts district.

Example of a foundation dedicated to the Arts District. Courtesy of the Dallas Arts District Foundation.

Strategies

Finance and Economics

Tax Increment District Extension

Brady Village is a Tax Increment Financing (TIF) district, a concept / classification set up by the state of Oklahoma to help finance and manage commercial / industrial zones. Brady Village's TIF status became active in Dec. 1993 and will help make available an estimated \$1,519,895 by the end of 2008 through Ad Valorem and sales tax. This information is provided by the Brady Village TIF estimates for 2006-2008, City of Tulsa.

In addition, the owner's association is interested in a possible 10-year TIF extension. If this extension is approved by the City Council, an estimated additional \$3,318,016 for this district's current development and an additional \$4,005,073 for the completed redevelopment will be granted. This additional amount could lead to significant future improvements to the study area.

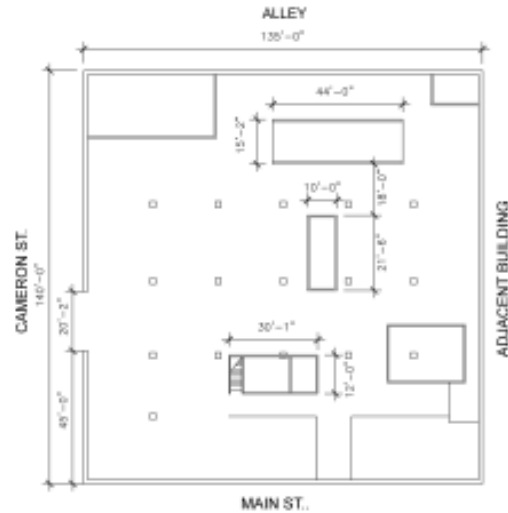
	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Estimate ->	Year 13		
	1998	1999	2000	2001	2002	2003	2004	2005	2006		
Sales Tax (Rate \$277,340)	\$ 21,134	\$ 14,501	\$ 32,374	\$ 24,873	\$ 13,653	\$ -	\$ -	\$ 17,820	\$ 21,600	\$ 25,700	\$ 32,000
Ad Valorem (Rate \$2,392,800)	\$ -	\$ -	\$ 128,202	\$ 138,843	\$ 155,791	\$ 169,260	\$ 172,800	\$ 176,848	\$ 183,484	\$ 189,733	\$ 196,726
TOTAL ANNUAL	\$ 21,134	\$ 14,501	\$ 170,576	\$ 163,716	\$ 169,444	\$ 169,260	\$ 172,800	\$ 178,668	\$ 185,084	\$ 191,433	\$ 198,726
CUMULATIVE	\$ 21,134	\$ 35,135	\$ 172,241	\$ 182,207	\$ 408,911	\$ 488,941	\$ 661,741	\$ 840,409	\$ 1,025,493	\$ 1,216,926	\$ 1,415,652
	Year 17	Year 18	Year 19	Year 20	Year 21	Year 22	Year 23	Year 24	Year 25		
	2009	2010	2011	2012	2013	2014	2015	2016	2017		
Sales Tax	\$ 37,375	\$ 42,981	\$ 48,428	\$ 58,943	\$ 65,362	\$ 75,174	\$ 86,459	\$ 98,418	\$ 114,351	\$ 131,481	
Ad Valorem	\$ 223,217	\$ 229,534	\$ 236,812	\$ 243,957	\$ 251,250	\$ 258,793	\$ 266,587	\$ 274,604	\$ 282,790	\$ 291,274	
TOTAL ANNUAL	\$ 260,592	\$ 272,515	\$ 285,240	\$ 302,900	\$ 316,612	\$ 333,967	\$ 353,046	\$ 373,022	\$ 397,141	\$ 422,755	
CUMULATIVE	\$ 1,381,017	\$ 2,103,432	\$ 2,739,284	\$ 3,281,244	\$ 3,781,088	\$ 4,251,055	\$ 4,694,101	\$ 5,111,123	\$ 5,508,264	\$ 5,881,019	
	Year 19	Year 20	Year 21	Year 22	Year 23	Year 24	Year 25				
	2010	2011	2012	2013	2014	2015	2016				
Sales Tax (Rate \$277,340)	\$ 37,375	\$ 44,850	\$ 53,830	\$ 64,584	\$ 77,801	\$ 93,821	\$ 111,801				
Ad Valorem (Rate \$2,392,800)	\$ 264,730	\$ 272,679	\$ 280,825	\$ 289,281	\$ 297,850	\$ 306,646	\$ 315,705				
TOTAL ANNUAL	\$ 302,105	\$ 317,529	\$ 334,655	\$ 353,865	\$ 375,651	\$ 400,467	\$ 427,506				
CUMULATIVE	\$ 1,322,205	\$ 2,139,734	\$ 2,474,389	\$ 2,828,254	\$ 3,203,905	\$ 3,604,372	\$ 4,031,878				

Courtesy of the Infill Development Committee





The building is located on the southeast corner of Cameron and Main.



The building is located on the southeast corner of Cameron and Main.

Performing & Outreach Arts Education Center

The Building

Performing & Outreach Center
The main objective and goal of this philanthropic organization would be to provide Tulsa's youth with significant exposure to the performing arts (music and dance).

Mission: The Performing & Outreach Education Center (POEC) would be a non-profit public benefit corporation dedicated to performing arts for children age's 4-16. All Directors would be volunteers and receive no salaries.

- Structure:**
- 6 members Board of Directors who oversee the education, performance, and outreach programs
 - Director of Education and outreach programs
 - Volunteers

Events: Local Performances, annual dance festival, dynamic cultural exchanges and exhibitions.

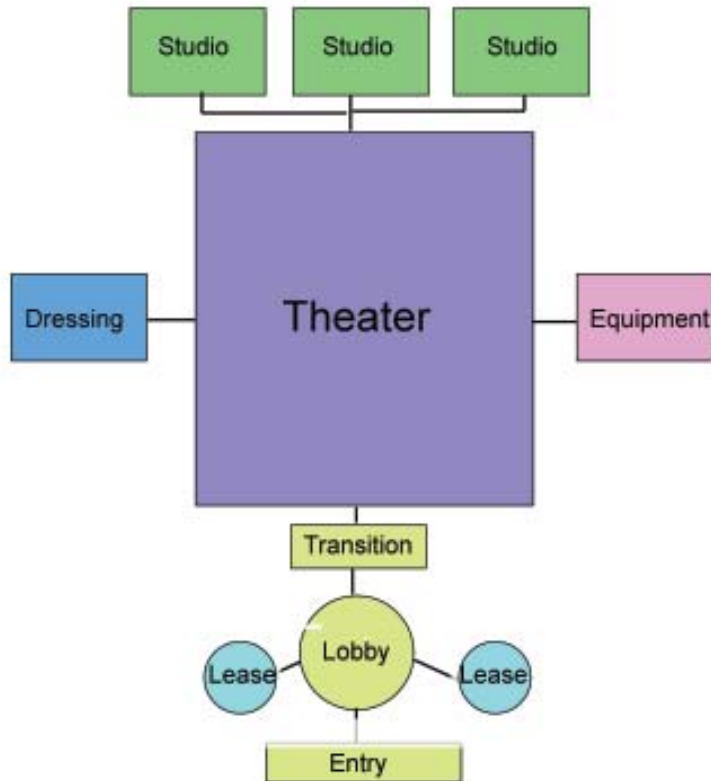
Building: Would be used to accommodate a variety of studios and classrooms. It will have two areas that would be leased or rented for other musicians or dancers to use and rehearse. It will feature a theater where performances could take palce.



The building is located on the southeast corner of Cameron and Main.



Design Concept



Program

223 N Main Street
Tulsa Oklahoma

Space Programming

1st Floor 18,480 SF
2nd Floor 18,480 SF

Total 36,960 SF

13' Ceiling Height 1st floor
11' Ceiling Height 2nd Floor

Space

Public

Entry		300 SF
Lobby		1,000 SF
Reception		240 SF
Toilets	2@120	240 SF

Administration

Secretary	2@120	240 SF
Staff Offices	6@160	900 SF
Toilets	2@120	240 SF
Conference Space		300 SF

Education

Studio	4@1000	4,000 SF
Classrooms	1@500	500 SF
Toilets	2@120	240 SF

Support

Equipment		1,200 SF
Engineering		300 SF

Theater

Space		2,500 SF
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Total 12,200 N.S.F.

Total (GSF) = Total (NSF X 1.73) = 21,106

Performing & Outreach Arts Education Center

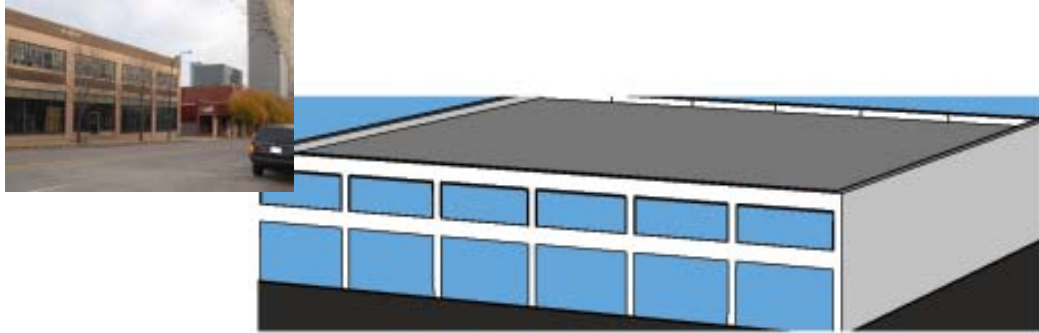
The Building Program and Design Concept

Most architecture projects begin with a programming exercise to help determine needs. It is followed by design development of the concepts.



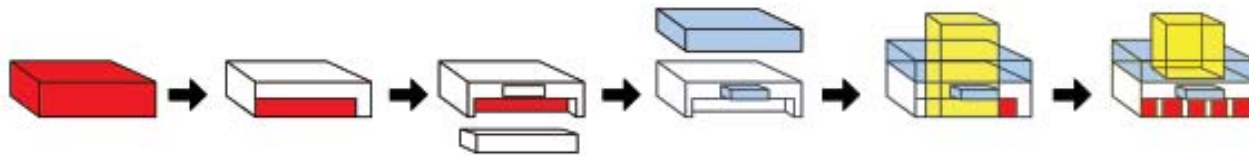
The building is located on the southeast corner of Cameron and Main.





Performing & Outreach Arts Education Center

The Design



Design Concept

Performing & Outreach Center
 The concept and inspiration for the project originated from its true shape, a box. Certain volumes were 'squeezed' and others extruded.



Performing Arts Outreach Education Center Design Concept

Performing Arts Outreach Education Center Design Concept (view south along Main).



The building is located on the southeast corner of Cameron and Main.



Conclusion

Overall, an arts district can bring more than culture to the City of Tulsa. It can have a great economic impact. It is a known fact that arts can enrich our lives; however, it is hard to think of an arts district as a profitable vehicle to promote an area.

How do you promote culture and entertainment? It is common in Europe, where travelers are expected to see and learn at almost any destination. Generally speaking, in the US, there are 'destinations' such as Disneyworld and Six Flags that provide a 'destination', however, people do enjoy an evening strolling by an active art gallery and having a bite to eat at a nearby restaurant, or taking a stroll down a street lighted where a street musician is playing the guitar. This is the case in Ft. Worth, TX and New Hope, PA, for example.

Brady Village has always been known as a place with potential to become something extraordinary as a result of its location. Creating an arts and entertainment district would be the solution to providing a guide to follow. Cities all over the nation are proud of their arts district. It is a place that people go to relax, enjoy and learn. Tulsa could join this group of proud cities if it would just create an arts district.

In the past, Tulsa has not been successful in providing the local artists community with adequate gallery space, room to work and education centers. Studying what it is that inspires artists will ultimately help me develop a case for the need to create a sense of place while conducting site analysis, design concepts/issues. My goal is to develop an overall design plan and propose various development methodologies. In addition, I will be providing feasibility studies and design work for both the Arts District and a non-profit Performing Arts Center. Implementation of this plan should dramatically increase the public's art awareness, lead to a more cultural and progressive city, and stimulate growth of a new community.

The Tulsa Arts District will be one of the most popular places to see and be seen. I envision there will be a place with stunning new and restored buildings, pedestrian-friendly sidewalks, period lighting, brick pavers for aesthetics, and overall unique and interesting character.



Circus parade photo courtesy of <http://circushistory.com>

Resources

Books & Reports

Brady Village Infill Development Guidelines. Brady Village Infill Task Force & the City of Tulsa, OK, 2004.

Downtown Public Investment Master Plan. Howell & Vancuren, Lanscape Architects & consynsus, Prepared for the City of Tulsa, 2006.

Lynch, Kevin. The Image of the City. The MIT Press, 1960.

Spreiregen, Paul. Urban Design: The Architecture of Towns and Cities, McGraw-Hill Book Company, 1965.

Organizations

City of Tulsa Urban Development Department
<http://www.cityoftulsa.org/OurCity/Departments.asp>

Websites

Active Living Resources
<http://activelivingresources.org>

Circus History
<http://circushistory.com>

Google Earth (Tom Costner Tulsa Models)
<http://www.googleearth.com>

Sanborn Library LLC
<http://www.sanborn.umi.com>

SketchUp Library
<http://www.sketchup.com>

Dallas Arts District
<http://artsdistrict.org>

Interviews

Ferriso, Brian, Director of the Philbrook Museum of Art, by Aller, 29 June. 2006.

Busby, Ken, Director of the Arts and Humanities Council of Tulsa, by Aller, 2 July 2006.

Page, Kathleen, Architect, Consensus, Tulsa Contemporary, by Aller, 8 Sept 2006.

Coles, Jim, City of Tulsa, by Aller, 29 Sept. 2006.

Livingston, Amy, Tulsa Ballet, by Aller, 4 Oct. 2006.

Valero, Teresa, Director School of Art University of Tulsa, by Aller, 19 Oct. 2006.

Melendez, Darcy, Director, Area Development, Tulsa Metro Chamber, by Aller, 3 Oct. 2006.

Hudges, Pam, Director of Education, Philbrook, by Aller, 5, Dec. 2006.

Copage, Lanette, Director of Education, Gilcrease, by Aller, 31, Oct. 2006 (responded to question in writing)

Carr, Stephen, City of Tulsa, by Aller, 1, Nov. 2006.

Ganzknow, Steve, American Residential Group, Tribune Tower, Developer, by Aller, 22, Jan. 2007.

Wallace, Tom, Wallace Engineering, by Aller, 30, Jan. 2007.

Goble, Chris, Scott Goble Architects, by Aller, 11, March, 2007.

Mayo, Peter, Brady Theater, by Aller, 2, March 2007.(telephone interview)

Alter, Steve, Matrix, by Aller, 11 April 2007.

Wilson, David, WRT Realty, by Aller, 21, March 200

Appendix



Appendix

Related Maps



Downtown Linkage Report courtesy of INCOG



Downtown Linkage Report courtesy of INCOG

Appendix

Related Maps



Downtown Linkage Report courtesy of INCOG



Downtown Linkage Report courtesy of INCOG

Appendix

Before & After



A view of Main (after)



A view of Main (before)

Appendix

Before & After



A view of Brady from Main (after)



A view of Brady from Main (before)

Appendix

Before & After



A view of Main from Brady (after)



A view of Main from Brady (before)

Appendix

Additional 3D Model perspectives



A view along Boulder, with the bridge removed.



A view of Brady, Greenwood Development in the background.

Appendix

Additional 3D Model perspectives



A view at the trolley stop and shelter



A view east on Brady



BACKGROUND

The primary objective of this project is to research, design and propose an official Arts District for the City of Tulsa. It is my intent that the main idea of this proposal will lead to the development and transformation of a village into a constructive arts and entertainment district where artists can live, work and play. Among many design objectives, I hope to establish a destination for Tulsans and a place where architectural landmarks can play a significant role. The first step I have taken was to identify all current art 'clusters' in Tulsa and study in what sense they are connected. One specific cluster was then chosen as the best candidate for revitalization or for the birth of a new community, Brady Village. In addition, I have designed a non-profit performing and outreach arts center designed to work with local groups and the Tulsa Ballet to promote and encourage local art, music and dance education. Studying what inspires artists will ultimately help me develop a case for the need to create a sense of place while conducting site analysis, design concepts/issues. My overall goal is to provide recommendations and strategies by conducting case studies of other successful arts districts in the United States. I hope that implementation of this study would dramatically increase the public's art awareness, lead to a more cultural and progressive city, and stimulate growth of a new community.



PHOTOGRAPH PROVIDED BY TULSA LIBRARY ARCHIVES AND EDITED BY YANI ALLER



GOALS

1. Conduct interviews with people involved in the arts, at both the private and public sectors, in order to analyze the background and understand Tulsa's past, present and future in relation to the arts.
2. Research and visit different arts districts throughout the U.S. to help identify ideas, problems and similarities that may exist between Tulsa and other cities.
3. Study sites within Tulsa that may have potential characteristics for the future arts community.
4. Choose a site and develop a plan for the future arts community by suggesting design concepts and incorporating ideas that address many of the concerns expressed by those interviewed.
5. Examine both public and private financial initiatives that may influence the area studied as it relates to the arts.
6. Study and research urban design elements to be incorporated into this district.
7. Improve the City of Tulsa's Brady Village Infill Development Plan by creating a 3-Dimensional model, which will help determine how to achieve a sense of identity in the area. Also, by analyzing the connectivity between districts, one can begin to create a framework with an emphasis on arts and culture.
8. Find a site and existing building to design, develop, program and design develop a Performing Outreach Arts Center to be used as an example of viable development.



Introduce the street car to link other district, Designate open space areas, Develop Gateways for visitors to feel invited, A view looking east on Brady and Main, A view looking south on Boulder, A view of the open space along Boulder, Pedestrian on the path for an outdoor concert, A view of the gates to the district

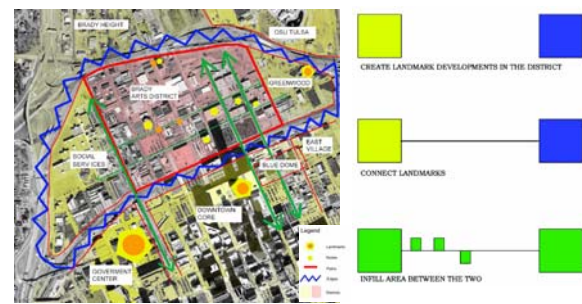
METHODOLOGY

- Research Process**
 To better appreciate and understand the Tulsa arts and entertainment world and current development opportunities, I attended numerous Brady Village Tax Increment Meetings and Brady Village Owners Association meetings. In addition, I met with a variety of individuals representing both the public and private arts and Brady Village sectors. These interviews offered insights and raised awareness to some of the perceptions and realities that exist regarding past, current and future issues associated with art and outreach education programs, Brady Village development strategies and arts districts.
- Case Studies**
 The reason for conducting and including case studies in this project was to learn ways in which other large and small cities have been successful in providing arts and cultural districts in their own cities. During the first phase of my project, I visited four large to medium-sized cities and researched and two additional small towns to compare how they differed.
- Site Analysis**
 The next step was to identify which sites in Tulsa would best accommodate and represent Tulsa as its official Arts District. Four sites were chosen based on their overall potential. Many aspects were analyzed such as current business, location, building character, recognition, safety and demand. Brady Village was chosen for its potential.
- Photo Survey**
 Now that a site was chosen, the first step was to walk through the area to study the existing urban conditions. Then, the study area was photographed, inspecting conditions found at intersections, streetscapes, streets, bridges, railroad tracks, commercial and industrial buildings, etc. Panoramic shots were taken at major intersections which helped piece together the various elements that composed the nodes. Photos that led to further inquiries included those that showed transitions between commercial and industrial and also high-trafficked buildings and abandoned ones paying close attention to details.
- Mapping**
 Thanks to information gathered from INCOG, the City of Tulsa's Urban Development Department, historical resources and other sources specified in this project, I was able to create maps to show study and identify informational data. These maps included importing a composite of Sanborn Fire Insurance maps which offered a historic view of the development patterns of a growing Tulsa from 1915 to 1970. Other maps used data from INCOG and the Brady Village Infill Development Design Guidelines to produce base maps, ownership maps, mass-void diagrams, circulation analysis, and district maps.
- 3D Model**
 With the help of the Brady Village Infill Development Plan, Future Development confirmed in the area, The Downtown Public Investments Master Plan, I was able to create a Sketch Up 3-dimensional representation of the studied area. By doing so I was able to first better understand urban design issues and provide recommendations for many arts district implementation ideas.
- Recommendations and Strategies**
 All of the information gathered helped me make seven separate recommendations which provided strategies and ideas for how to proceed. The purpose was to focus not only on urban design issues but also, on economic strategies for how to fund improvements. Overall, the goal was to promote and concentrate the arts in Tulsa by identifying an area and providing ideas on how to proceed.
- Performing and Outreach Arts Center (POAC)**
 The goal was to end my project with a narrower focus on architecture itself. With this, I was able to create a space that not only contributes to the district by its appearance, but also provides a place to accommodate current education/outreach program needs. The purpose of the building is to provide a landmark and an example for future development in the area and bring about issues related to programming and design development.

PANORAMIC VIEWS AT BRADY AND MAIN



PANORAMIC VIEWS AT BRADY AND BOSTON



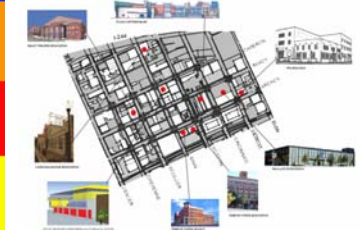
In images of the City, Henri Lynch introduces a method to analyze the visual quality or legibility of the city by observing and mapping landmarks, nodes, paths, edges and districts.

RECOMMENDATIONS & STRATEGIES

1. Initiate and Implement Urban Design Strategies
2. Enforce Design Guidelines
3. Promote District Advocacy
4. Encourage Property Owners to Develop their Properties
5. Organize and Communicate Improvements
6. Promote and Market Arts District
7. Finance Activities and Special Improvements



Existing (left) and proposed Performing Center (right), located at Cameron and Main



Recent and Proposed Development in in Brady Village

COMMUNITY INVOLVEMENT

- Interviews
- Alter, Steve, Matrix, by Aller, 11 April 2007.
 - Busby, Ken, Director of the Arts and Humanities Council of Tulsa, by Aller, 2 July 2006.
 - Carr, Stephen, City of Tulsa, by Aller, 1, Nov. 2006.
 - Coles, Jim, City of Tulsa, by Aller, 29 Sept. 2006.
 - Copage, Lanette, Director of Education, Gilcrease, by Aller, 31, Oct. 2006.
 - Ferriso, Brian, Director of the Philbrook Museum of Art, by Aller, 29 June. 2006.
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 - Page, Kathleen, Architect, Consensus, Tulsa Contemporary, by Aller, 8 Sept 2006.
 - Valero, Teresa, Director School of Art University of Tulsa, by Aller, 19 Oct. 2006.
 - Wallace, Tom, Wallace Engineering, by Aller, 30, Jan. 2007
 - Wilson, David, WRT Realty, by Aller, 21, March 2006.
- Community Meetings
- Brady Village TIF Meetings and Brady Village Owner's Association Meetings