



Meagan M. Vandecar  
Fall 2011 - Spring 2012





DesignWorks team at Depew Fest



Visualized Depew billboard



Project logo

The University of Oklahoma  
Graduate College

***Maintaining Small Town Character Through Adaptive Rural Communities  
Depew, Oklahoma Pilot Community***

A Professional Project  
submitted to the Graduate Faculty  
in partial fulfillment of the requirements for the  
degree of

*Master of Science in Architectural Urban Studies*

by  
***Meagan M. Vandecar***  
Tulsa, Oklahoma  
2012

Approved for the Urban Design Studio  
of  
The College of Architecture

by

Shawn Michael Schaefer, Chair  
Showa Omabegho, Ph.D  
Blair Humphreys  
Meghan Wieters, Ph.D

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Original Depew vision from DesignWorks



Historic hospital building in Depew, Oklahoma



Tony Martin & Blair Humphreys at DesignWorks

Table of Contents	1
Acknowledgements	1-2
Introduction	3
Goals & Objectives	4
Project Schedule	5
Project Media	6
The Institute for Quality Communities	7
IQC Curriculum	8-9
Depew Divider Page	10
History of Depew	11
Depew Aerial	12
Depew Mapping	13
Main Street Close-Up	14
Topography	15
Aerial Photo Survey	16
Main Street Photo Survey	17-18
Steering Committee	19
DesignWorks	20
Project Postcard	21
Depew Fest	22
Depew Fest Photos	23
Conclusion	24
Bibliography	25

Appendix A - Newspaper Articles
Appendix B - Small Town Studio Curriculum
Appendix C - Steering Committee Documents
Appendix D - DesignWorks
Appendix E - The Depew Report
Appendix F - Pew Renderings

**Meagan M. Vandecar**  
Master of Science in Architectural Urban Studies

**Urban Design Studio**  
University of Oklahoma  
College of Architecture

**Acknowledgements**

Many people have been instrumental to the success of this project. In May 2011, I assembled a group of five mentors, this group has continued to grow and are listed as follows.

Shawn Schaefer, Director of the Urban Design Studio. I have met with him nearly every week for the past year and he has provided a great deal of advice throughout. Also my fellow students at the Urban Design Studio, Mthabisi Masilela, Alexis Shahadi, Larry Curtis, Kurt D'Amour, and Rebecca Caldwell.

Through Shawn I found out about the Institute for Quality Communities and once a director was appointed he also put me in touch with him. Blair Humphreys, the Director of the Institute for Quality Communities (IQC), has been influential in this process as well. It is though Blair that many of my ideas have been challenged or given further investigation. It is my hope that this project will be of use in his future endeavors at the IQC.

Ron Frantz, Director of the Small Town Studio at the IQC has not only been a large help to the project, but a daily inspiration of what I would like to do with my degree once completed. I first came into contact with Ron the summer of 2011, when he was still at the Oklahoma Department of Commerce as the Main Street Architect. Ron was interested in my project originally and ended up being part of the team at OU which helped to shape the project further. Ron is an expert at small towns, with over twenty years experience working in them, I have learned a large amount from him in a short period of time. (Acknowledgements continued on next page)





Showa Omabegho & Shawn Schaefer at the Senior Citizens Center



My husband, Ryan, and I at Depew Fest



DesignWorks team having lunch at the Senior Citizens Center

(Acknowledgements continued)

Ron Frantz is also responsible for the idea of the DesignWorks Team visit in Depew. The DesignWorks team consisted of thirteen people: from The University of Oklahoma Blair Humphreys, Ron Frantz, Shane Hampton, Justin Malloy, and Caitlin Cadieux, Shawn Schaefer, Showa Omabegho, Mthabisi Masilela, and myself; from Indian Nations Councils of Government (INCOG), Barbara Albritton, Matthew Ryan, Steve Boettcher, and Easton Miller. This group of people dedicated two days to the development of Project Postcard and are the inspiration of the pew installation.

Last year I interned at Indian Nations Councils of Government, INCOG. Through INCOG I met Barbara Albritton, the Rural Development Coordinator. I was inspired by Barbara and her team to pursue the project.

Someone who has been active in my education for the past six years and another project mentor is Gary Moeller. Department Head of the Fine Arts Program at Rogers State University in Claremore, Gary advised me throughout my undergraduate and has continued to give me advice from a different perspective on this project as well.

Depew Public Schools have been highly involved from this project from the beginning especially; Mr. Leon Hiatt, Superintendent and Mr. Tony Martin, Elementary Principal. Also cafeteria staff, Lisa Vandecar, Brenda Tyler, Marla Wright, and Sherry White, who graciously made Thanksgiving lunch for the DesignWorks team during their November visit.

The Town of Depew consisting of Mayor Robert Talley, and trustees Mylora Tuttle, Janet Jones, Hoyt Beasley, and Randy Campbell have been helpful in taking the lead in the implementation of this project. They have unanimously approved many resolutions and supported all progress of the project. City Clerk, Susan Case, has provided unsurpassed assistance and put in many extra hours for the project. Depew Fest would have not been possible without her. Depew Public Works Department have been extremely involved in the operation and function of all things which have happened on Main Street. Depew police were also instrumental in the operation of Depew Fest and keeping things orderly.

A large amount of history connections have been made at the Senior Citizens Center including Pat Mayberry and Carolyn Mercer. The center also provided lunch for the DesignWorks team on their visit to Depew. Jack Lane, who I met at the center provided around twenty historical newspapers from Depew.

For the project a steering committee was formed, they are mentioned in detail later in the report. This group consists of Johnnie and Karla Wright, Judy McGuire, Pat Mayberry, Leon Hiatt, and Tony Martin. This group of people are true leaders of the community.

Depew Church of Christ might have been one of the largest components for the project in that they donated the pew for Depew Fest.

Although Judy McGuire is listed above it is also necessary to mention her sister, Jan Christenson who owns Jan's Sandwich Shop and also her daughter Lisa Cossey who is in charge of Kohler Villa. Judy, Jan, and Lisa have been my constant go to people. They have provided meeting space for every occasion. Also Kohler Villa hosted a craft fair on the day of Depew Fest as well as Jan's bringing in outside food vendors and staying open late. The McGuire family is instrumental in the success of Depew as they own several businesses and are extremely involved.

Near the end of the project I came in touch with Brandy Valenzuela, a resident of Depew. Brandy was my partner in Depew Fest and single handedly ran the Miss Depew Pageant. Her family was also instrumental in helping whenever needed. Through Brandy I have formed a great partnership and we will continue to work together to better Depew.

I owe a special thanks to Mr. Danny Hoggatt and his digital imaging and printing class in Drumright. I was through the hard work of Mr. Hoggatt and his students that the pew received its vinyl wrap. This class is also responsible for printing Depew Fest T-shirts.

Another group which was helpful to the success of Depew Fest was Bristow Garden Shoppe. Owners Ted and Melinda Smith along with employee Debbie were responsible for staging the beautiful arrangement around the pew. This arrangement helped people to view the pew as what it eventually will be.

Most importantly I must thank my family. My parents, Mike and Debbie Edmonds, for inspiring me to pursue my education and attending several meetings in Depew despite the two-hour commute. My inherited family which I became part of less than two years ago. The Vandecar family is quite extensive in Depew and have faithfully attended every meeting and voluntarily spent a large amount of time on this project: my father and mother-in-law, Troy and Lisa Vandecar; my sister-in-law, Dana Vandecar; my Auntie Amanda Vandecar and cousin Hannah Vandecar.

Finally I must thank the person whom which I would not be here without, my husband, Ryan Vandecar. Ryan and I married two months after I started at the Urban Design Studio. He has graciously worked full time plus so I would be able to attend graduate school and not work. We often joke in the truth that every time my tuition came due several of his cows were taken to the sale barn. Ryan has been supportive throughout my two year career at the studio when I often had to let our personal life take the back burner to my academic pursuits. Thank you for your dedication to our relationship and never giving up on me!



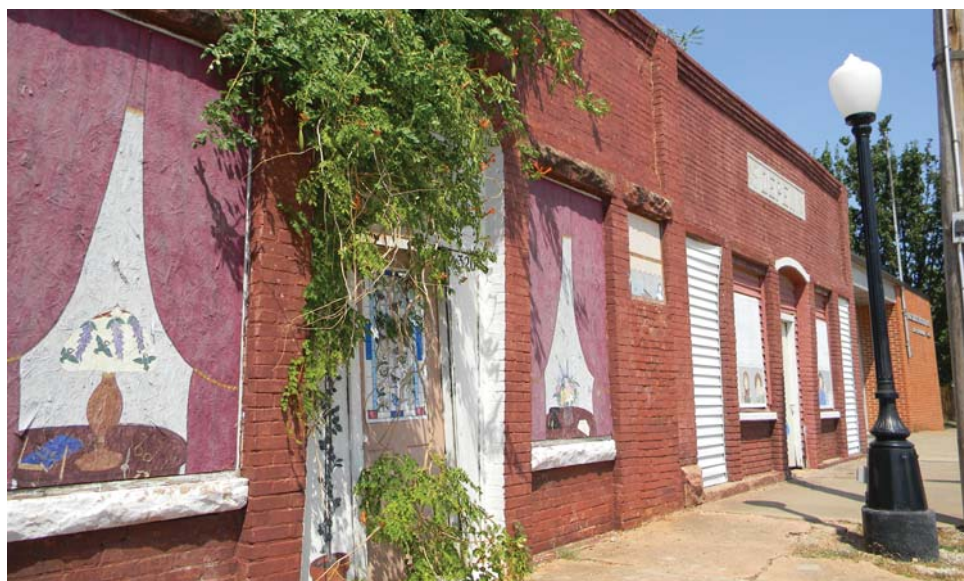
## Acknowledgements 2



Historical Gimmell Gas Station in Depew, OK



McKinzie's, a new restaurant in town set to open in May



A small group of buildings with only the facades left

In order to better understand Maintaining Small Town Character Through Adaptive Rural Communities, a little background information on myself and the project is necessary. The following demonstrates my interest and specialization in small towns and the reasoning behind my professional project choice.

As a child I grew up in a rural town 40 miles east of Tulsa, Chouteau, Oklahoma, with a population of around two thousand people. I have never lived in a large city except for my four year span of undergraduate studies at Rogers State University in Claremore, Oklahoma. In 2010, I received my Bachelor of Fine Art in Studio Art and found myself searching for graduate programs of interest. When I came across urban design it seemed interesting and it had design in the title; maybe I could be an urban designer? Eventually I enrolled at the Urban Design Studio, got married and moved to Depew, Oklahoma, another small town with less than five hundred residents 40 miles west of Tulsa.

Things quickly picked up at the studio and I really enjoyed the classes and our projects centered in urban areas. At the same time I became more familiar with my new town and quickly noticed some of the great aspects of the community such as the neighborly attitude of most people. I also noticed some things which were lacking, such as the upkeep of some structures especially along Main Street. Something needed to be done in Depew, but how to do it?

A little over a year ago I mentioned to my program director, Shawn Schaefer, my interest in small communities. Shawn told me about a new program at The University of Oklahoma, The Institute for Quality Communities with a branch called the Small Town Studio. At that time the institute was still in development, but it looked to have a promising future. I also started an internship with Indian Nations Council of Government, INCOG, at that time. I found that INCOG had an economic development sub-department with a rural development department, something I had no idea existed. These two connections, along with my experience in small towns, led me to my professional project and a true niche in the planning of small towns.

Now that you understand the reasoning of the project it is time to focus on the content of the project. I hope through the project you might be able to learn a little about small towns and their importance in the overall structure of Oklahoma. After all, Oklahoma started as a rural state and without all these great little small towns we might not be sitting where we are today.

## Maintaining Small Town Character Through Adaptive Rural Communities

### Thesis Statement:

I am studying small rural communities,

Because I want to create a curriculum for the University of Oklahoma's Institute for Quality Communities Small Town Studio,

In order to stimulate and assist communities and find possible strategies for improvement,

So that small town character and rural communities are maintained into the future.

Depew, Oklahoma will be used as a pilot community, serving as an example for other rural communities.



## Introduction 3



Jan'z Sandwich Shop & Main Street Florist on Depew Fest

**Create a curriculum for the Institute for Quality Communities, Small Town Studio**

- Work with the director of the Institute for Quality Communities
- Create a work-study program with the University of Oklahoma
- Generate a scale to measure the quality of a community
- Form a partnership with high school students
- Partner with Depew as a pilot community

**Study how to improve the quality of the community of Depew**

- Create a local economy
- Provide citizens with local options
- Spark vitality throughout
- Preserve historic buildings
- Create jobs for locals



Idea for branding the community through the water tower

**Encourage community involvement**

- Create social media website
- Create community service opportunities
- Establish a town square/gathering area
- Hold community events

**Create a shop local campaign, invest in local branding**

- Encourage businesses to offer coupons or daily specials
- Implement advertising strategies through social media or other creative campaigns
- Update the town website

**Devise ways to attract new residents to Depew**

- Create quality housing options
- Promote tourism
- Introduce the idea of providing incentives for new residents
- Inform the population of possible educational opportunities

**Revitalize Main Street**

- Attract new businesses
- Encourage relocation of current businesses to Main Street
- Urge the city to implement Code Enforcement
- Implement creative landscaping/parks
- Recruit sponsorship for beauty improvements

\*Blue highlighted goals have been met as of 4-2-12



Community members during DesignWorks



# Goals & Objectives 4

## Maintaining Small Town Character Through Adaptive Rural Communities

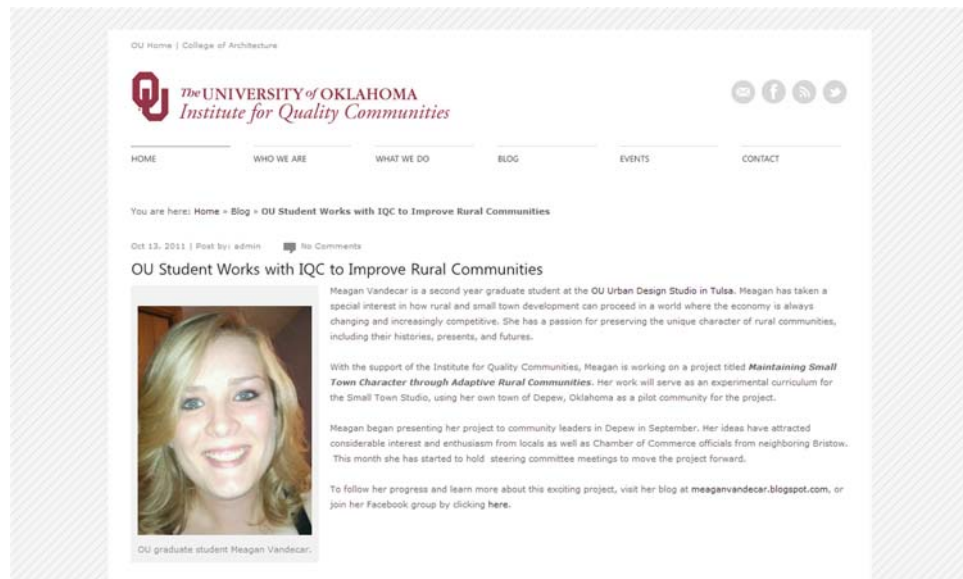
Month	2011	2012
May		
June		
July	Submittal of abstract 7-26	
August		
September	Presentation to Town Board 9-12 Senior Citizens Center meeting 9-14 Creation of project blog Establishment of steering committee Bristow Area Chamber Meeting 9-28	
October		
November	Steering Committee Meeting 11-9 Interview Bristow New Record 11-14 DesignWorks 11-16 & 17 CDBG Certification 11-30 through 12-2 Professional Project July 12-3 Depew adoption of Project Postcard 12-12	
December		
January		
February		IQC meeting 2-1 Depew community meeting 2-4 Bristow Rotary meeting 2-9 Research Day abstracts due 2-14
March		
April		Research day 4-2 Reading copy due 4-7 Final defense 4-28

## Depew Fest

Month	2012
January	Attendance of Tabouleh Fest meetings
February	Depew Fest approved 2-13 Depew Fest meeting 2-14 Meeting with Central-Tech 2-28 Depew Fest meeting 2-29
March	Brick & T-shirt sales commence 3-1 Deliver pew to Central-Tech 3-5 Depew Fest meeting 4-14 Depew Fest meeting 4-28
April	Depew Fest meeting 4-4 Depew Fest meeting 4-11 Pick up pew & T-shirts 4-12 Miss Depew Pageant 4-13 Depew Fest 4-14



# Project Schedule 5

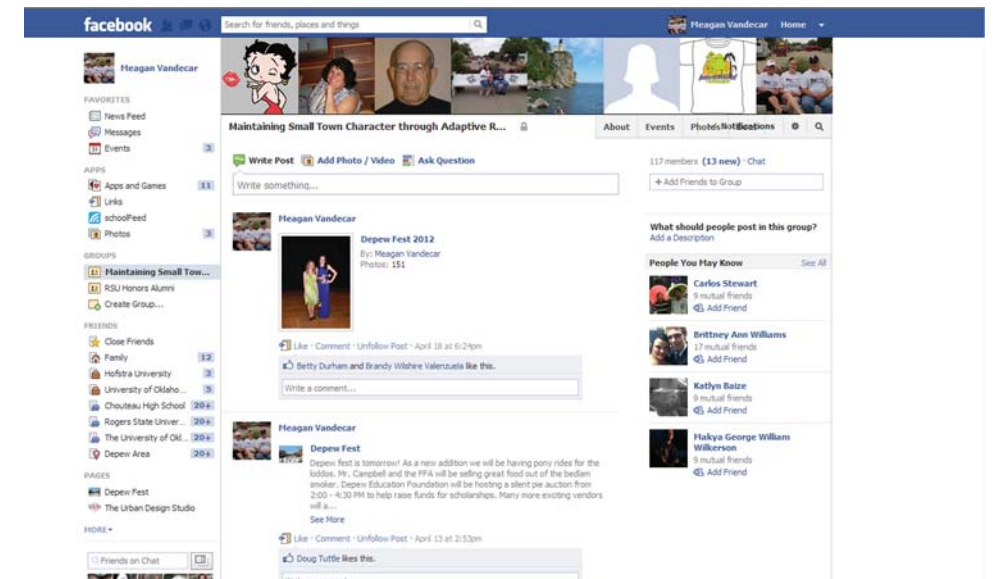


OUIQC Blog <http://iqc.ou.edu/blog/>

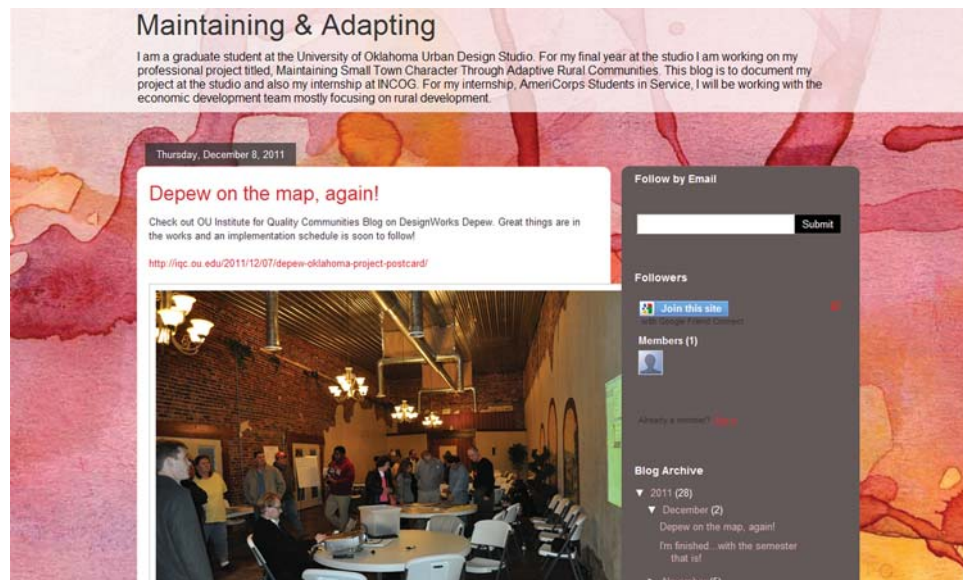
Maintaining Small Town Character Through Adaptive Rural Communities, has received a large amount of media attention. Social Media was also a large asset to the project, reaching individuals who would otherwise never have heard of the project.

To begin the project I started a Facebook page and currently have 112 members. We have used Facebook to communicate everything from meetings to events. I have created event pages for things such as the festival. Vendors are able to visit the page and talk to possible customers advertising their product and attracting people to the event.

I also created a project blog which was used throughout the fall for class credit. The blog has had a total of 778 page views. Many of these views were due to links posted on Facebook. The project was also covered on The Institute for Quality Communities blog several times.



Project group page



Project blog

*The Bristow News Record* was a great help to the project. Our local newspaper covered the project six times as of April 2012. Despite the slow down in printed media, Depew is a small rural area and not all people have internet access, this coverage in the paper was extremely important to the project.

At DesignWorks in the fall several members of the design team were approached by community member Hoyt Beasley. Mr. Beasley once was in charge of a one page news circulation in Depew. Through DesignWorks Mr. Beasley was inspired to get the paper back into circulation. *Good News in Depew* is now back in print and has graciously covered every aspect of the project and Depew Fest. The paper itself now uses the De Pew logo created at DesignWorks on all of its papers.



Bristow News Record coverage



Depew Facebook page

### Newspaper Coverage Dates

- 9-14-11 Coverage on Town meeting (Bristow News 9/14/11, 1)
- 11-11-11 DesignWorks in Community Calendar (Record Citizen 11/11/11, 6)
- 11-16-11 "A Town for the Next 100 Years" (Brabham 11/16/11, 1)
- 11-18-11 "Depew Meets with City Planners & Designers from OU" (Brabham 11/18/11, 1)
- 12-14-11 "Have a Seat in Depew" (Bristow News 12/14/11, 1)
- 2-10-12 "DesignWorks meets to discuss plans for proposed Depew" (Brabham 2/10/12, 1)
- 4-11-12 "First annual Depew Fest on April 14 to celebrate unveiling of roadside" (Brabham 4/11/12, 1)

To see full newspaper articles see Appendix A



# Project Media 6





IQC Director, Blair Humphreys

The Institute for Quality Communities within the College of Architecture at the University of Oklahoma (OUIQC), is a forum for researchers, students and Oklahoma community leaders to collaborate in an effort to enhance Oklahoma communities. The Institute provides assistance and expertise on the forces of community growth and decline with a specific focus on improving the practice of community planning, design and governance.

**The Institute for Quality Communities is committed to creating cities and towns that are:**

- Socially Connected
- Contextual & Sustainable
- Healthy & Safe
- Engaged & Collaborative
- Accessible
- Thriving & Prosperous

(The Institute for Quality Communities "What we do" <http://iqc.ou.edu/what-we-do/>)



OUUDS Director, Shawn Schaefer & STS Director Ron Frantz

Finding inspiration from The Institute for Quality Communities (IQC) and The Small Town Studio (STS), led me to my current path in my professional project. IQC Director, Blair Humphreys, and STS Director, Ron Frantz, are invaluable in the operation and success of the institute. Having professionals interested in not only the improvement of our state, but the improvement of the quality of life for residents is very important. Both are exceptional in working with students and transferring the significance to a younger generation.

Preservation of the rich history of small Oklahoma communities is going to be extremely important to the future. Programs such as IQC Small Town Studio are taking the first step in the right direction and breathing life into some of these small communities, including Depew, Oklahoma. Often people forget that Oklahoma was founded on the ingenuity of these townspeople, if we lose these communities we lose our rich history as well. It is necessary to train young professionals who are interested in small communities as these communities are unlike any other. The IQC is going to provide assistance to these communities which for so long has been lacking, if not completely unavailable.



DesignWorks team at Kohler Villa

Because of my interest in the STS I decided to base my professional project around it. Due to interest from Blair Humphreys and Ron Frantz along with the newness of the program, I decided to work with them on a curriculum for the STS. In order to better understand the functions of a possible small town studio I researched other similar programs including; The University of Minnesota Morris Center for Small Towns, Mount Allison University Rural & Small Town Programme, and North Carolina Small Towns Economic Prosperity Program.

Of the three programs researched the one which is most parallel with the goals of the IQC is the Center for Small Towns (CST). CST is a program within the University of Minnesota which serves small towns, local units of government, schools, and non-profit organizations. Similar to the idea of the STS this program is utilized by small units for assistance on research or projects which the entity would typically not be able to afford or provide for themselves. One of the aspects of this program which most agrees with the STS agenda is the fact that "students are central to all Center for Small Towns' programs...Students are involved through paid employment, internships, directed studies, or by volunteering" (The University of Minnesota Morris "Center for Small Towns" <http://www.morris.umn.edu/cst/>).

Another program which could be valuable to the STS is the Rural & Small Town Programme. This program has been a large asset to rural Canada, but was closed in June of 2011. This program focused on teaching people and organizations about change and adaptation which in a rural area is necessary in order to compete with urban cities. Instead of work being done solely by the program an emphasis was put on self-help (Mount Allison University "Rural & Small Town Programme" <http://www.mta.ca/research/rstp/rstpmain.html>).

Finally N.C. Small Towns Economic Prosperity Program (STEP) differs in that it is a non-profit organization. STEP plays a major role in many small towns for a variety of reasons more recently due to economic hardships and natural disasters. For over two decades STEP has worked with communities through capacity building, investments, and scholarships. STEP like the Small Town Programme focuses on educating more so than hands on implementation (N.C. Rural Economic Development Center, INC. "Restoring vitality to North Carolina small towns" <http://www.ncruralcenter.org/community-programs/small-towns.html>).





Sidewalk built into a hill, Depew, OK

Once the literature review was complete it was time to create an original curriculum for the Small Town Studio. In order to start this curriculum it was necessary to understand the mission and objectives of the University of Oklahoma as a whole. Also the mission and objectives from several different university programs were studied for comparison.

#### The University of Oklahoma Mission

The mission of the University of Oklahoma is to provide the best possible educational experience for our students through excellence in teaching, research and creative activity, and service to the state and society. (The University of Oklahoma "Academic Departments" [http://www.ou.edu/web/landing/academic\\_departments.html](http://www.ou.edu/web/landing/academic_departments.html))

#### Small Town Studio Objectives

These objectives were shaped by the three part mission listed above by the University of Oklahoma. In this way they reflect not only the Small Town Studio, but the university as well.

1. **Educational experience** – educate students on the structure of small towns through practical application creating professionals who will adeptly work with rural communities supplying needed resources and tools to improve quality of small communities.
2. **Research and creative activity** – Advance the understanding of small communities and their importance in the overall structure of Oklahoma through creative activity and research.
3. **Service to the state** – Engage students with small rural communities to benefit these communities and improve the quality of life for residents statewide.

One area which I was instructed to focus in the collaboration of the STS and communities was to designate what the community could expect to receive from the university and also what the university would be expecting from these small communities.

When it comes to projects, participation from the community along with resources from the community are extremely important. Resources could include money, but also would include things such as a steering committee, historic resources, volunteers, and even community interest. Also necessary from the community would be some sort of housing for students however before discussed, partnerships, and possible part-time employment for students. Communities should expect a base charge for all services of the university which would previously be negotiated.

From the university communities should expect many things. One of these things would be extensive research and hard work from students and professors working on the project. These findings and work would be documented in several ways including but not limited to: a bound book, a presentation, a poster, project renderings, etc. These documents would be invaluable resources to small communities in order to continue progress once the STS was no longer integral in the community.

The following page contains the experimental curriculum I created for the STS. It is the second draft and focuses mainly on the logistical components of the future summer studio program. Because the program is not currently in existence Professor Humphreys and Professor Frantz asked me to work mostly on the logistical arrangements, as that would be most beneficial to the studio at this time. Elements which are discussed include; how to teach, class credits, and housing.

The first draft of the curriculum included not only logistical components, but also student makeup, class structure and ways to attract and maintain enrollment. Along with this I created a two semester class schedule reflective to the year long studio class first year students take at the Urban Design Studio. This schedule gives a week by week itinerary along with bullet points of things students should be completing. Although this is not immediately going to be used by the STS it could be something to compare to in the future.

*To see full original curriculum see Appendix B*



Streetlight banners envisioned at DesignWorks



First Baptist Church, a possible housing location for students





Student Mthabisi Masilela with Depew resident

**Experimental Curriculum**  
**Living & Working in a small town, Oklahoma**

Summer studio program, 8 weeks  
 10 Students, 4959 level

**How to teach (educators)**

The eight week course could consist of one weekly meeting with a professor; this professor could travel to the site on one day only. A graduate assistant could be housed with the students full time in order for students to have leadership while the professor is away. Other alternatives could be daily discussions with the students through an online structure, possibly using Skype.

**Class credits**

Students could receive more credit hours for their summer course. Along with the studio credit, a course on historical preservation could be taught using the local environment. Other classes could include landscape architecture, or electives which were related to the location on hand. Architecture students could easily work on other small projects focusing on one building or a small block in the town.

**Housing**

Students will live in a small town in Oklahoma for the duration of the eight week class. Several different housing opportunities exist. Historic locations such as a hotels would be interesting for students, but also a great way to immerse students into the town. Other options could include Mountain View Motel or Secret Garden Cottages, both of which are located near Turner Falls and have weekly & monthly rates.

A different approach would be finding host homes in which students could stay for the eight week course. This might be the best way to instantly immerse students in the culture and experience of Sulphur. This host homes could work in the same way exchange students do in high school. Host families could quickly introduce students and provide valuable insight.

Grant opportunities such as HOPE VI provides for the help of changing Main Street Buildings into low cost housing. These buildings would be occupied by students for the entirety of a year and then could be used by the community as low cost housing therefore leaving the community with a larger economic base.

Churches or community centers could be utilized and transformed into temporary housing. The idea of a hostel or something similar could work.



DesignWorks team taking a survey of Depew



Buildings which could be repurposed into dormitories



Historical Coppedge Building in Depew



Flynn Avenue in Depew





Depew Fest  
April 14, 2012





Burlington Northern Railroad, west entrance of town

Depew, Oklahoma, a small town in Creek County, was established in 1901, four years after the St. Louis & San Francisco Railroad was constructed through the area. Named after Chauncey Depew, a US Senator from New York, the town site of Depew is located on the original 1920s alignment of Route 66. An alignment which originally shared Main Street with Route 66.

By 1911, Depew was steadily growing and had a total of fourteen businesses. During the oil boom of the 1920s which boosted local economies Depew had over 30 businesses including; two banks, three service stations, a car dealership, four hotels, two indoor theaters, and several cotton gins. Like many other towns Depew's economy rose and fell on the fortunes of the oil industry. The small community of Depew has slowly declined and weathered with age over the past few decades. Not only has the population declined, but so has business, leaving Depew today with less than ten businesses.

Like many other struggling small towns the challenge for Depew is how be self-sufficient. How is it that Depew can compete with growing suburbs of the metro areas of Tulsa and Oklahoma City? 476 people call Depew home, the question might be why? At what point do residents decide it is time to leave? Do they ever?

Depew is a proud town, one which generations of families call home. The school system is excellent and one of the things that attracts people to move to Depew. The real challenge is how to create a local economy in Depew. One of the largest goals is to improve the quality of life for residents of all ages in Depew. To gain community support and to raise community spirit. After all if these small towns are going to continue to exist isn't it the small town spirit that attracts us all there?

As we used Depew as a pilot community we also shared a learning experience with the community. Several of the questions addressed above became apparent. Many people live in Depew because it is their home, the place they were born and raised. Others live in Depew because other members of their family who lived in town needed care. Still others like myself live in Depew because of the things a community like Depew offers; friendship, trust, nostalgia, room to grow, and a great place to raise a family. I have come to realize that people who live in Depew don't feel like they're missing out on something because they don't have the amenities urban areas offer. The Friday night athletic event is as much fun as going to the movies and much more rewarding when it comes to supporting the people you care about. This project is not a much about small towns as one would think, but about the amazing character of people who live there.



Facing west on Main Street

**Population**

Total Population: 476  
Median Age: 37.3 years

**Race**

White 77.5%  
Black or African American 6.1%  
American Indian and Alaska Native 8.2%

**Gender**

Male 47.7%  
Female 52.3%

**Labor Force**

Employed: 55%  
Mean travel time to work: 20.7 minutes

**Income (Depew)**

Median household income: \$25,536  
Below poverty level: 19.2%

**Creek County**

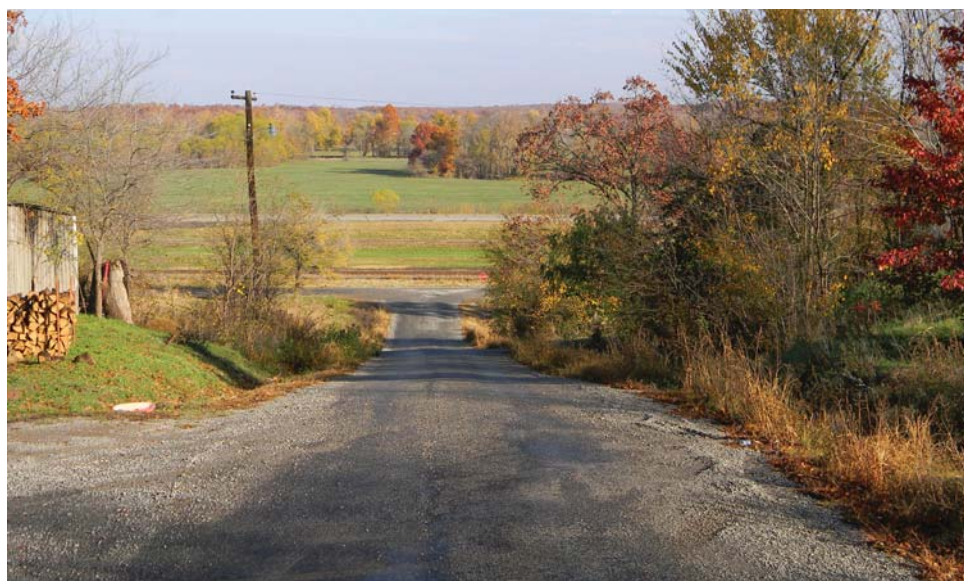
Median household income: \$40,640  
Below poverty level: 12.1%

**Oklahoma**

Median household income: \$42,072  
Below Poverty level: 12.7%

**Housing**

Total housing units: 222  
Owner occupied: 79.1%  
Renter occupied: 20.9%  
Vacant housing units: 35 or 15%

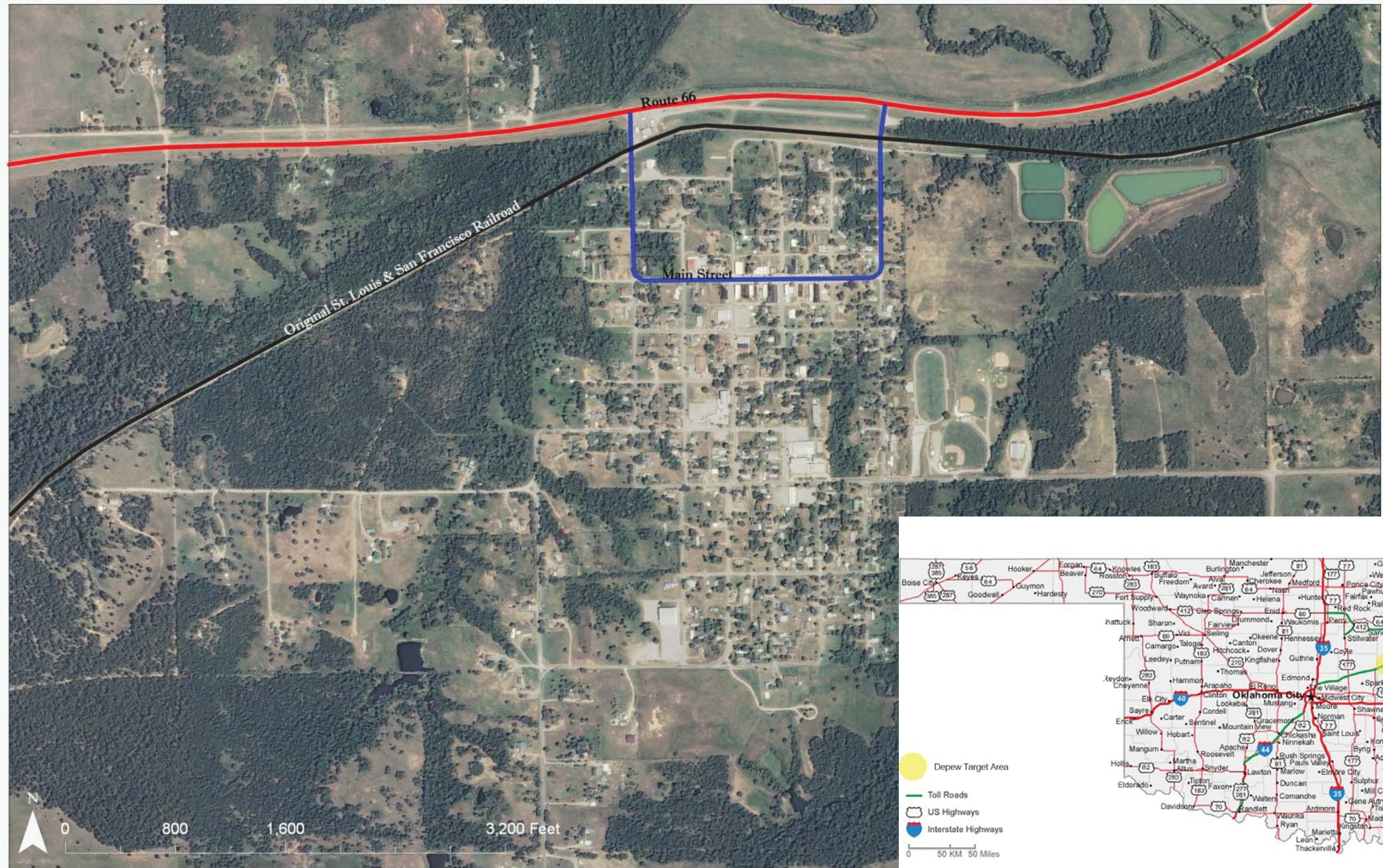


A view North towards Route 66, depicts Depew's high elevation

(American FactFinder "2010 Demographic Profile Data"  
[http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC\\_10\\_DP\\_DPDP1&prodType=table](http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC_10_DP_DPDP1&prodType=table))



# History of Depew 11




Depew is located to the south of current Route 66 designated in red. The blue designation travels through town on what was the original 1920s Route 66 also known as Main Street. Burlington Northern Railroad which is now owned by the State of Oklahoma is situated between Route 66 and Main Street. Outside of the map a few miles to the North is the Turner Turnpike running between Tulsa and Oklahoma City.

(Oklahoma Map IBTTA "Information and Resources" <http://www.ibtta.org/Information/content.cfm?ItemNumber=5658&RDtoken=16215&userID=>)

# Depew Aerial 12



Close-up view of the town of Depew. As depicted Depew has two main entrances into town, Flynn Avenue on the east and Ladd Avenue on the west. Main Street is takes the place of where Fourth Street would be. The town itself is situated on an elevated plane which will be shown on the topographic map.

 Main entrances into Depew



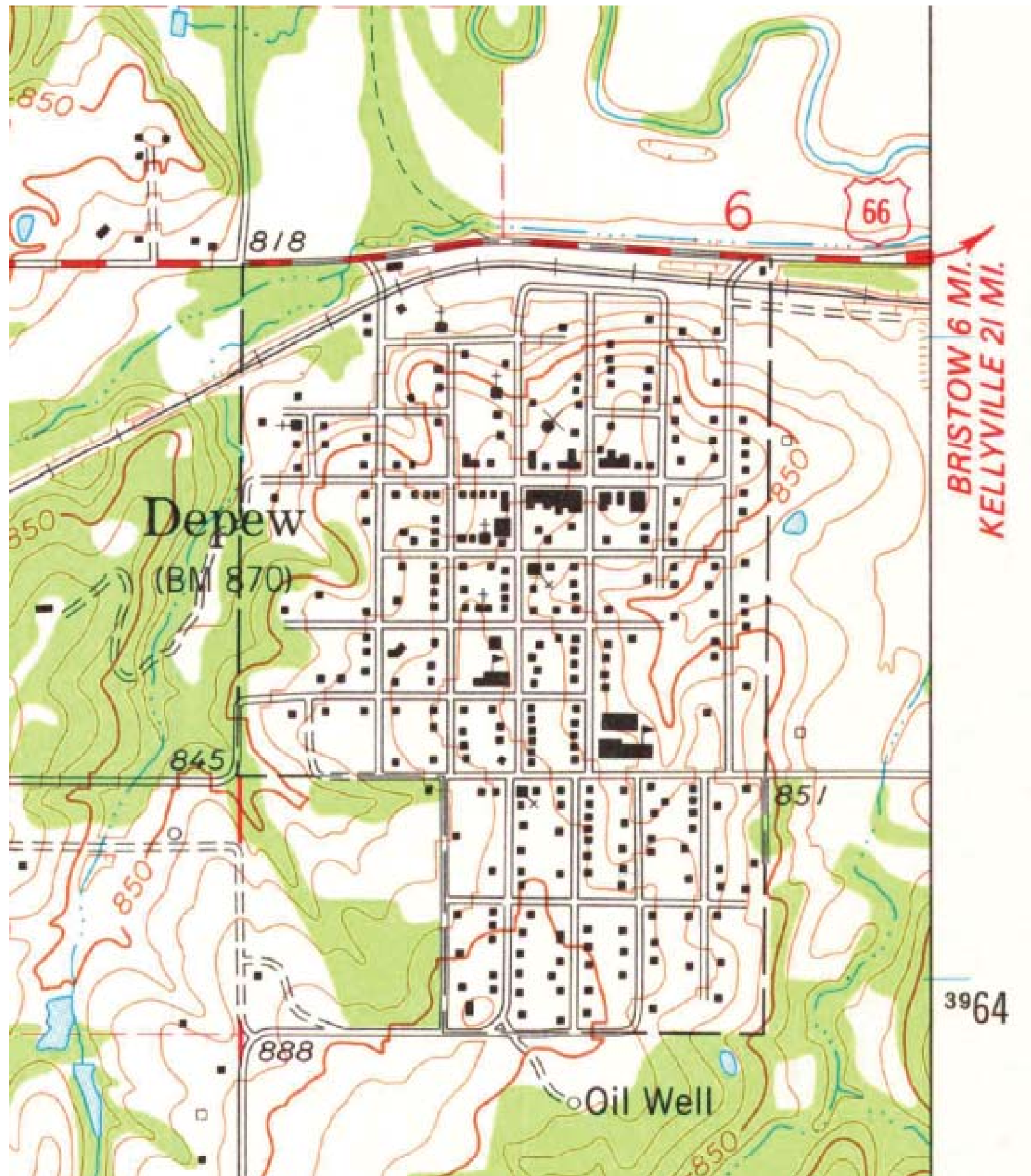
## Depew Mapping 13



This image clearly shows the corner curves at the ends of Main Street where Route 66 previously traveled through town. Also shown are building footprints and impermeable ground cover. Some of the oldest buildings on Main Street are located between Malley Avenue and Purdy Avenue. Several other historic buildings were lost to fire or tornado many decades ago between Pate Avenue and Malley Avenue.

## Main Street Close-up 14





This United States Geological Survey topographic map demonstrates the large difference in elevation from Route 66 to Main Street in Depew. Each contour line represents a difference of ten feet. According to this map Route 66 has an elevation of 818 feet whereas portions of Main Street are at elevations of 880 feet. Depew itself has a unique location on this elevated platform. For this reason, the water tower, located slightly north of Main Street, is visible not only from Route 66, but also from the Turner Turnpike to the North. This elevation gives Depew natural visibility and presence.

(USGS Topographic map Depew, OK  
[store.usgs.gov/b2c\\_usgs/catalog/setCurrentItem/\(isQuery=yes&xcm=r3standardpitrex\\_prd&query=\\*Depew\\*&layout=6\\_1\\_61\\_58&uiarea=2&ctype=areaDetails&next=seItem&care=%24ROOT&citm=00000012350000000058\)](https://store.usgs.gov/b2c_usgs/catalog/setCurrentItem/(isQuery=yes&xcm=r3standardpitrex_prd&query=*Depew*&layout=6_1_61_58&uiarea=2&ctype=areaDetails&next=seItem&care=%24ROOT&citm=00000012350000000058)))



## Topography 15



Facing south looking at Main Street



Closer view of Main Street



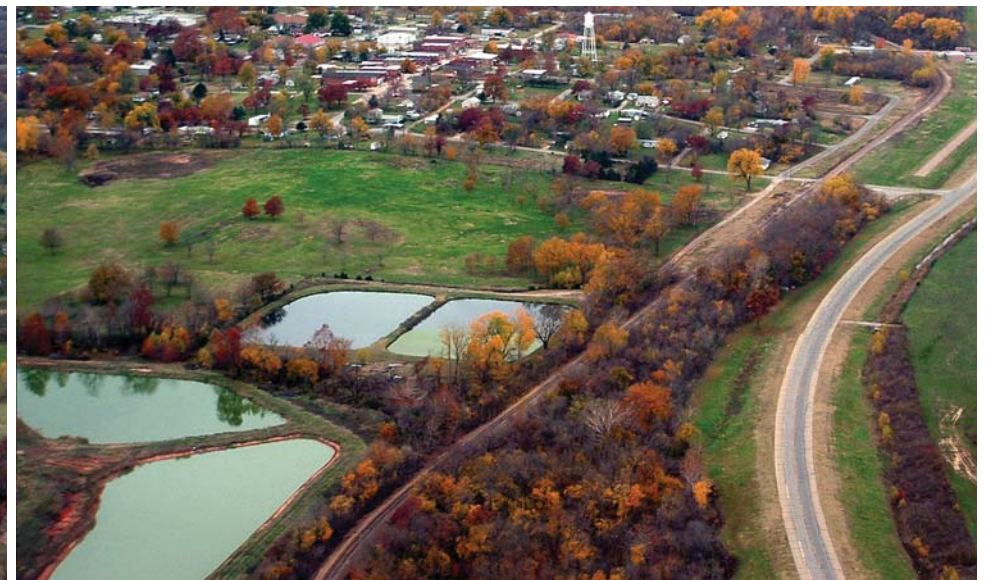
Depew High School



Main Street facing southwest



Depew athletic fields



Route 66 with sewer lagoons to the South



North of Route 66 looking south to Depew



West entrance into Depew facing south



# Aerial Photo Survey 16



South Main Street & Malley Avenue  
Depew, Oklahoma  
Photo Survey  
Meagan Vandecar  
OUUDS



North Main Street & Malley Avenue  
Depew, Oklahoma  
Photo Survey  
Meagan Vandecar  
OUUDS



South Main Street & Parady Avenue  
Depew, Oklahoma  
Photo Survey  
Meagan Vandecar  
OUUDS



North Main Street & Sims Avenue  
Depew, Oklahoma  
Photo Survey  
Meagan Vandecar  
OUUDS



North Main Street & Sims Avenue  
Depew, Oklahoma  
Photo Survey  
Meagan Vandecar  
OUUDS



North Main Street & Sims Avenue  
Depew, Oklahoma  
Photo Survey  
Meagan Vandecar  
OUUDS



North Main Street & Fink Avenue  
Depew, Oklahoma  
Photo Survey  
Meagan Vandecar  
OUUDS



North Main Street & Sims Avenue  
Depew, Oklahoma  
Photo Survey  
Meagan Vandecar  
OUUDS



North Main Street & Sims Avenue  
Depew, Oklahoma  
Photo Survey  
Meagan Vandecar  
OUUDS



South Main Street & Sims Avenue  
Depew, Oklahoma  
Photo Survey  
Meagan Vandecar  
OUUDS



South Main Street & Malley Avenue  
Depew, Oklahoma  
Photo Survey  
Meagan Vandecar  
OUUDS



South Main Street between Parady Avenue & Flynn Avenue  
Depew, Oklahoma  
Photo Survey  
Meagan Vandecar  
OUUDS



North Main Street & Parady Avenue  
Depew, Oklahoma  
Photo Survey  
Meagan Vandecar  
OUUDS



North Main Street & Sims Avenue  
Depew, Oklahoma  
Photo Survey  
Meagan Vandecar  
OUUDS



South Main Street & Parady Avenue  
Depew, Oklahoma  
Photo Survey  
Meagan Vandecar  
OUUDS



South Main Street & Malley Avenue  
Depew, Oklahoma  
Photo Survey  
Meagan Vandecar  
OUUDS



South Main Street & Sims Avenue  
Depew, Oklahoma  
Photo Survey  
Meagan Vandecar  
OUUDS



3rd Street & Malley Avenue  
Depew, Oklahoma  
Photo Survey  
Meagan Vandecar  
OUUDS



# Main Street Photo Survey 17



South Main Street & Purdy Avenue  
Depew, Oklahoma  
Photo Survey  
Megan Vandecar

OUUDS



South Main Street & Malley Avenue  
Depew, Oklahoma  
Photo Survey  
Megan Vandecar

OUUDS



North Main Street between Malley Avenue & Sims Avenue  
Depew, Oklahoma  
Photo Survey  
Megan Vandecar

OUUDS



North Main Street & Sims Avenue  
Depew, Oklahoma  
Photo Survey  
Megan Vandecar

OUUDS



North Main Street between Malley Avenue & Sims Avenue  
Depew, Oklahoma  
Photo Survey  
Megan Vandecar

OUUDS



North Main Street between Malley Avenue & Sims Avenue  
Depew, Oklahoma  
Photo Survey  
Megan Vandecar

OUUDS



South Main Street between Malley Avenue & Sims Avenue  
Depew, Oklahoma  
Photo Survey  
Megan Vandecar

OUUDS



North Main Street & Malley Avenue  
Depew, Oklahoma  
Photo Survey  
Megan Vandecar

OUUDS



North Main Street & Malley Avenue  
Depew, Oklahoma  
Photo Survey  
Megan Vandecar

OUUDS



3rd Street & Malley Avenue  
Depew, Oklahoma  
Photo Survey  
Megan Vandecar

OUUDS



North Main Street & Purdy Avenue  
Depew, Oklahoma  
Photo Survey  
Megan Vandecar

OUUDS



3rd Street & Sims Avenue  
Depew, Oklahoma  
Photo Survey  
Megan Vandecar

OUUDS



South Main Street & Sims Avenue  
Depew, Oklahoma  
Photo Survey  
Megan Vandecar

OUUDS



South Main Street & Sims Avenue  
Depew, Oklahoma  
Photo Survey  
Megan Vandecar

OUUDS



# Main Street Photo Survey 18



Johnnie & Karla Wright



Ryan Vandecar, Mr. Hiatt, Pat Mayberry, Karla & Johnnie Wright



Johnnie Wright, Judy McGuire, & Meagan Vandecar (facing camera)

In September 2011, a steering committee for the project was formed. As a new resident of Depew it was necessary to find people within the community who had experience and expertise in the structure of the town.

One of most involved institutions in the community of Depew is the school. For that reason and the fact I worked at Depew Elementary for the school year 2010-2011, I recruited members for the steering committee. Mr. Tony Martin, Elementary Principal, along with Superintendent, Mr. Leon Hiatt, have been highly active with the project. Not only have they added opinions and provided advice, but they let us use the school as a meeting place and also fed the DesignWorks team voluntarily. Both Mr. Martin and Mr. Hiatt portray the small town hospitality and get it done attitude of Depew for all to see.

Another large supporter of the project is the Senior Citizens Center. The group itself has been highly supportive and friendly. I have gained irreplaceable knowledge of Depew history and charm. I have also shared many informative, yet fun conversations with elderly pillars of the community. My visits to the center are always enjoyable, it reminds me of visiting with family, somewhat of a family reunion when everyone gets involved. Two of those people would be Pat Mayberry and Carolyn Mercer. They have dutifully attended all my meetings, and also feed the DesignWorks team during Thanksgiving lunch.

Two strengths to not only myself, but the town as a whole are Johnnie and Karla Wright. Both are retired from the school system and moved here 52 years ago, "just to stay for a year" they loved it so much they couldn't leave. Karla has also become a mentor for myself, showing what it is to live a life of faith and always putting others first. I truly believe she would give the shirt off her back to a stranger. Johnnie and Karla are living examples of what small town living is all about; knowing your neighbors, caring about them, and making sure you do all that is possible to help.

The last member of the steering committee and a large supporter of downtown Depew is Judy McGuire and her family. Judy owns Main Street Floral, Kohler Villa, and her sister owns Jan's Sandwich Shop, all on Main Street. Judy has other family members involved in Depew Business as well including Rainbow Oil Well Service and True Colors Salon. Judy has been very supportive in all endeavors of the project as well as cooperating as far as extending business hours to help out. As a business owner she is very interested in progress on Main Street and is very excited about new things to come.

At the first steering committee meeting on October 8, 2011, the committee completed several tasks. The first task completed was a SWOT analysis. Several items were also brought to attention as things the project should focus on. One of these was community involvement and getting people motivated. Once the meeting adjourned it was confirmed that the committee was excited about initiative action being taken in Depew.

The steering committee was also instrumental in bringing the DesignWorks team to Depew. Pat Mayberry, Tony Martin, and Leon Hiatt all volunteered to feed the crew. Judy McGuire donated the Kohler Villa as meeting space. Without the hard work and dedication of the steering committee DesignWorks would not have happened.

As the project progressed the steering committee transitioned into the Depew Fest Committee. This committee met multiple times and created a successful festival for the community of Depew.

*To see steering committee letters, agendas, sign-in-sheets, and SWOT analysis see Appendix C*



## Steering Committee 19



Depew water tower

## DesignWorks Team Visit, Depew, Oklahoma November 16-17, 2011

As I found myself sitting in Ron Frantz's office mid October, discussing Depew and what we could do there Ron brought up DesignWorks, a program I'd never heard of. Little did I know about a month later a DesignWorks would conduct a two day charette in Depew.

The DesignWorks crew consisted of a team of 12 individuals. From OUUDS Tulsa; Director, Shawn Schaefer, Professor Showa Omabegho, myself, and fellow classmate Mthabisi Masilela. From OU Norman; IQC Director, Blair Humphreys, STS Director, Ron Frantz, Professor Justin Molloy, and Graduate Assistant, Shane Hampton. From INCOG; Barbara Albritton, Matthew Ryan, Steve Boettcher, & Easton Miller.



Community members discussing at DesignWorks

On November 16, 2011, Depew welcomed the DesignWorks team to town. The team received a warm welcome and a surprising amount of participation, over 40 town residents for the two day period. When discussing the issues with Depew citizens it became apparent that Depew was somewhat transparent to people outside Creek County. It was also apparent that in the realm of Route 66 Depew was almost nonexistent. It quickly became obvious that the town wanted to focus on Route 66 as an attractant into town and a way to slowly boost the economy.

At the end of the two day program the design team presented the town with "Project Postcard". This simple town branding activity urged the creation of a memorable place on Route 66 in Depew, giving the town recognition and getting into tourist guides. This postcard moment simply states, "Have a seat in Depew on Route 66" capitalizing on the uniqueness of Depew's name. Depew is currently in the implementation stage of putting a church pew in the center of Main Street and Sims Avenue, creating their photo opportunity.

Several other branding opportunities were addressed as well, such as repainting the water tower in town. This water tower as mentioned before is a landmark to the local community and also is visible from the turnpike. In this way the tower can serve as a billboard.

Another important aspect in the process was the need for directional signage in Depew, especially off Route 66, where people often drive straight by. Since DesignWorks Depew has received four new Historic Route 66 signs at key entry point into town.

*For DesignWorks itinerary & sign-in-sheets see Appendix D  
For the Depew Report see Appendix E*



Depew's "postcard moment"

## History of DesignWorks

In 1990, the State Arts Council of Oklahoma (now the Oklahoma Arts Council) brought together a number of state agencies to discuss the arts and design professions in Oklahoma. At the time, Oklahoma continued to languish in an almost decade-old oil bust cycle that had left many thinking that any and all things to do with the arts were simply frivolous matters.

Some 200 people attended the conference. From this energy of "finding others out there who were concerned, too," about two dozen people from state agencies, private firms, and individual studios stepped forward to further discuss the arts needs in the state. From surveys, meetings, and conversations, the group learned that rural Oklahoma needed access to design professionals and resources.

Three tools focused on delivering design assistance: a DesignWorks video, a DesignWorks Community DesignBook, and DesignWorks Team Visits. By the summer of 1993, the video and book were available. The first three team visits went to Grove, Chandler, and Shidler, Oklahoma.

Originally, the Oklahoma Arts Council was the home for the DesignWorks program. About ten years later, the program shifted to the Oklahoma Main Street Center. In the fall of 2011, the program transferred to the Institute for Quality Communities at the College of Architecture, The University of Oklahoma

As of the Fall of 2011, sixty communities hosted a DesignWorks Team visit in their community.

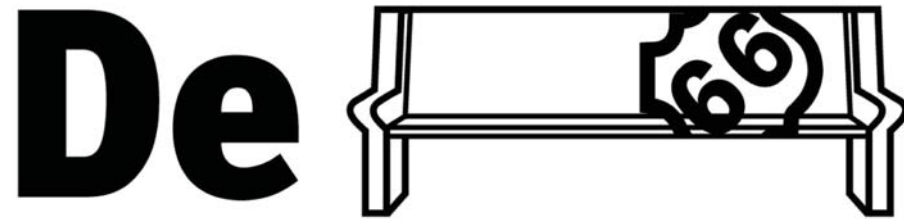
(The Depew Report 2012, 2)



**Depew Community Meeting**  
**Saturday, February 4, 2012**  
**10:00 - 11:30 AM**  
**Kohler Villa, Main Street Depew**

Items to be discussed include implementation of Project Postcard and a possible community festival. Bring your own creative ideas and your neighbor too! Refreshments provided

For questions contact: Meagan Vandecar (918)855-5982 or meaganvandecar@live.com



Community meeting flyer



The original First National Bank, now only the facade remains



Depew High School building, original parts of the building built 1928

## Implementation Schedule

### November 2011

16th & 17th DesignWorks Presentation of Project Postcard  
 Donation of pew

### December 2011

12th Town Board presentation of project postcard  
 Signing of resolution  
 Acceptance of Meagan Vandecar as intern and project administrator  
 31st submittals of pew renderings and logistics  
 Complete inventory of town signage  
 Order Main Street signage  
 Contact Route 66 for scenic byways signage opportunities

### January 2012

Explore opportunities for funding  
 1st opening of bids and quotes for pew  
 Create partnerships with local agencies for implementation and publicity

### February 2012

15th pew bid finalized  
 Implementation begins  
 Contact route 66 associations for publicity on project postcard  
 Research into billboards

### March 2012

Creation of T-shirts  
 Bollards poured and secured  
 Footing poured for pew base

### April 2012

Pew finished and installed on base  
 14th Pew reveal & community festival  
 Selling of T-shirts for benefit of community

### May 2012 and beyond

Painting of water tower  
 Pew signage and publicity on larger scale  
 Directory of town for tourists  
 Installation of historical plaques on buildings  
 Repair/fund raiser of bricks on main street  
 Purchase and installation of street banners

*For complete inventory of pew renderings see Appendix F*

In December the town accepted the project and signed a resolution to help in any way possible. Inventory of town signage is still in the process. Since DesignWorks the town has received four new Historical Route 66 Designation signs through the Oklahoma Department of Commerce.

As of April 2012, implementation of Project Postcard is well under way. A pew has been donated at is currently at Central-Tech in Drumright receiving a vinyl wrap to make it weatherproof.

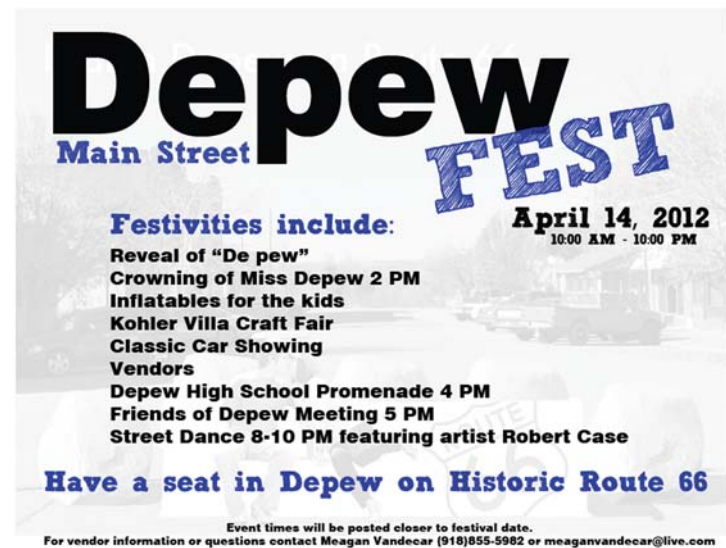
In order to fund the pew I have been selling engraved bricks, currently around 50 bricks have been sold. The bollards which are to surround the pew are also being sold for sponsorship. Out of the nine bollards all are sold and four have been paid for currently at \$200 each. The Society of Urban Design Students or SUDS has graciously donated \$1,000 to help purchase blank bricks. Depew Fest, April 14, will be the last day to purchase bricks and around 10 weeks later will be the beginning of pew install. The pew should easily pay for itself with fund-raising going the way it has.

As part of Project Postcard the town has decided to hold a festival on April 14, 2012. This festival is the first event to be held in order boost town moral and inspire people to get involved. Several Route 66 organizations have been contacted and are advertising Depew Fest. Local organizations have also been very involved in the promotion of Depew Fest, and are looking forward to a eventful festival.

A pre-order of T-shirts was made on March 26, 2012. Forty-three T-shirts were sold at that time. T-shirts will also be sold at the festival in order to raise more funds.

Many different grant opportunities have been explored, although Depew was not able to receive a Rural Economic Action Program (REAP) grant this year, they will be at the top of the list next year. REAP grants are used to help small rural areas such as community development and transportation. Depew is hoping to apply for this and receive help with sidewalk repairs, signage, and street banners.





Official flyer



Abram & Asa Vanorsdol on the pew



Student Alexis Shahadi enjoying a funnel cake

One way in which the community of Depew decided to further promote the town was through a community festival. This festival came to be known as Depew Fest, the first inaugural celebration of community spirit in Depew.

Depew Fest took place on April 14, 2012, on Main Street in Depew. The highlight of the festival was the reveal of De Pew. This reveal also helped gain support from community members who could finally visualize the pew on Main Street.

Depew Fest spanned an entire day with varied events for family fun. The festival itself kicked off at 10:00 AM with an official welcome and introduction at 11:30 AM. At this time around 100 people had gathered on Main Street and the excitement of the day commenced.

Miss Depew, Tatum Mills, Junior Miss Depew, Josie Morquecho, and Little Miss Depew, Dezirae Brown, were crowned at 2:00 PM. The pageant itself happened the night before at the high school auditorium. Eight girls participated in the pageant showcasing three different areas, casual wear, talent, and formal wear. The night was highly successful with an estimated attendance of sixty to seventy community members. The young competitors did an excellent job and most importantly had fun.

Around 3:00 PM the weather became questionable and the majority of vendors left paving the way for the promenade. The festival also shared the day with Depew High School Prom, attendees promenaded down Main Street at 4:00 PM. A limo, which was to pick up twenty-two of prom attendees, was staged behind the pew. The majority of the high school came to be announced and promenade in front of family and friends. This event was one of the most successful and attended of the day. It has already been designated as an annual event of which will yearly be expanded.

At 5:00 PM Friends of Depew held their first official meeting discussing the improvement and new found engagement of the community. Friends of Depew decided to have their next meeting during community clean up day, May 5, 2012. The group will then meet and work together cleaning up the main entrances into town.

Because of the impending weather the street dance was moved indoors to Kohler Villa. From 8:00-10:00 PM around fifty community members were entertained by local musical artist, Robert Case. The event was fun for all ages and several dancing pairs lined the floor.

The festival consisted of fifteen vendors and various non-profit organizations. Vendors varied from jewelry and purses to snow cones. There were also attractions for the kids of Depew including an inflatable bounce house and obstacle course, pony rides, face painting and tug-of-war with the Boy Scouts.

Depew Fest had an estimated attendance of 200-300 people, an excellent turnout for a day with questionable weather. Luckily Depew avoided all rain and storms. Out of all the good which came from Depew Fest, the largest impression was teamwork. For such a small community which has had a large amount of turmoil in the past six months it was eye-opening to see groups of people with differing agendas coming together for something positive. Depew fest will hopefully be an annual event of community celebration where people can set aside their differences all for the common good.

Many lessons could be gained from our first year putting on Depew Fest. Weather most definitely is an issue and we are planning to push it back a few months next year. Also we are in discussions with other organizations about making the event parallel with other events in order to share crowds and bring more people to town. Putting on a festival cannot be done by one person and a large committee is necessary in order for things to run smoothly, luckily we had a fairly nice day and a great outcome to the festival, but things could have been more difficult. The biggest lesson learned from Depew Fest is that if you have an idea present it, Depew Fest started as little idea of mine and morphed into a great thing. This festival was a morale booster for Depew and shows that we can still make things happen when we work together.







Debbie & Melinda, vendors from the Bristow Garden Shoppe



De pew at initial setup 7:30 AM



OUIDS crew catching BBQ from Depew FFA for lunch



Miss Depew crowning; Dezirae Brown, Josie Morquecho, & Tatum Mills



Ms. Vandecar and middle school English face painting



Pony rides with Abram Vanorsdol



De pew after staging from Bristow Garden Shoppe



Ryan & Meagan Vandecar; Mike & Debbie Edmonds; Nicki, Riley, & Rob Vanderford





"Where the heck is Depew?" T-shirts

Eleven months later, *Maintaining Small Town Character Through Adaptive Rural Communities*, is at an end. If we were to rewind to May 2011, I could have never expected the outcome presented today. As a goal in life I have always wanted to help people. As the idea of becoming a medical doctor faded, I have no tolerance for the sight of blood, I found myself searching for a career in which I could reach out to people. I can truly say that through the University of Oklahoma Urban Design Studio and The Institute for Quality Communities I have found my role within the community, small communities that is.

Through my professional project I have found my passion for small towns. I have also found my possible career path with the Institute for Quality Communities. The curriculum which I have created will hopefully serve as an example when the IQC begins the summer studio program. In this way the curriculum will have a lasting impact statewide. It is my hope to someday work with the IQC on this exact curriculum which I helped to create.



Pat Mayberry at the Senior Citizens Center

On a smaller scale, but a large impact itself, are the affects this project has had on the small town of Depew, Oklahoma. A small town which seemed to be slowly fading has now been given a new reason to regroup. As a resident of Depew I am amazed at the change in town morale. The community itself has been revitalized, talk of the pew is immense, and people are volunteering their time and effort to better Depew.

Brick sales to help fund the pew installation will end May 1, 2012. Hopefully enough funding will have been raised in order to have the pew installed. Fund-raising efforts are still underway and we are nearing \$3,000 raised. Our community goal is to have the pew installed by summer 2012.



Community members at the DesignWorks presentation

Things are not always what they seem, in fall 2011, many people questioned the reasoning and even feasibility of my project in Depew. I even recall being told the community was too small and lacked resources needed to be successful. We pushed forward and it is amazing what we have discovered. The most important resource in any community are the people who live there. Population, age, gender and income all have important roles in the success of a community, but often the underlying factor in the success or failure of a community is the desire to do something. The desire of the people to see change and adaptation as a positive thing. Too often small communities are close-minded and want to see things the way they have always been. Often these communities would like to see things happen, but don't have the motivation or as some might say energy to get things started.

Depew is an excellent example of a small struggling community which had a large amount of talent and desire for good things to happen, but needed a catalyst to get things going. In a few months Depew will be changing the landscape of Main Street for the first time in over fifty years, by installing a pew in the middle of Main Street. Although this pew will not solve everything in Depew, it is the first step in the right direction for what some people have designated a ghost town. Depew is adapting and in that way capitalizing on its distinctive name and also location on Historic Route 66. If nothing else the pew will help people to remember the town of Depew when they look back on a summer vacation and hopefully will want to come back again. The pew itself gives the town something to have pride in and something that no other nearby community has. Often when things start to slide negatively people forget what it is that attracted them to something originally. The pew and all that comes with it, such as Depew Fest, are a great reminder to the residents of Depew that we have something to treasure in our little community. It also helps to remind us that if we want things to happen and change for the better it is up to us to make the first step in that right direction. In Depew I was the catalyst that started things moving. Although I was somewhat new to the community my family was known and people trusted me. It will be more difficult for the IQC to recreate this in that it won't necessarily have familiar faces to lean on. One advantage the IQC will have is a highly motivated community, a community which will have sought the expertise of the institute.

Since the development project has started in Depew several exciting things have happened. Depew has received new signage, four Historic Route 66 designations. Two new business are also soon to open, a restaurant and an antique shop. A new civic organization, Friends of Depew, are now working together as a team picking up where this project has ended. Also a new website which is accurate and up to date is in operation. As my friend and mentor Ron Frantz said in the Depew Report, "The non-textbook lesson to be learned here: *"It only takes one person to pursue design dreams. All else is simply contagious."*



## Conclusion 24

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Appendix A  
Newspaper Articles

Appendix A-1  
Coverage of initial presentation to the Town Board of Trustees,  
*Bristow News Record*

## Highway Department approves Depew annexation; Feds require \$4,000 bait traps to insure burying beetles safety

If it didn't cost \$4,000, the discussion about Depew having to save the American Burying Beetle might have been humorous. However, the land recently purchased by the town for expansion of its wastewater treatment plant apparently has the potential to attract the beetle and in order to obtain funding from the federal government, the town is required to put out bait to attempt to discourage the beetle from settling on the property.



known as the giant carrion beetle. The body of the American burying beetle is shiny black and has hardened protective wing covers (elytra) that meet in a straight line down the back. It has two scalloped shaped orange-red markings. It is nocturnal (active at night), lives for only one year, and typically reproduces only once. They are scavengers, dependent on carrion for food and reproduction. They play an important role in breaking down decaying matter and recycling it back into the ecosystem. They have

See Depew page 5

The baiting process must take place by Sept. 20 or the town will have to delay construction until the baiting is down next year because no funding requests will be considered until it is completed. That would mean the town would have to forfeit a major grant for building the irrigation system for the land.

So it was a unanimous vote Monday, but not one supported with much enthusiasm.

The American burying beetle is the largest species of its genus in North America, measuring 0.98-1.4 inches in length. It was formerly

### Depew, continued from page 1

disappeared from over 90 percent of their historic range.

Eagle Environmental will put out bait away traps to satisfy the U.S. Fish and Wildlife Service and assure the town it can meet the Sept. 20 deadline.

The good news for the town was a letter from the Oklahoma Department of Transportation's Division Engineer stating the ODOT has "no objection of the annexation of the highway right-of-way..."

In other action, the town agreed to joint the Bristow Area Chamber of Commerce at a cost of \$750 for the remainder of the fiscal year. The town will receive space on the chamber's web site and postings of community events among other items.

A rural Depew resident and Oklahoma University graduate

student Meagan Vandecar received approval from the town board to develop an urban study of the town to help determine community needs and ways to address those needs. The project will not cost the town any money, but Vandecar asked that a town board member participate in the project.

The board formally declared a vacancy on the Public Works Authority Board. The public member seat currently held by Cassandra Peacock is up for appointment. The Town has posted list on the city hall front door asking those interested on serving to sign up. The Trustees hope to interview potential members at the next board meeting and then select a member to fill the seat. Peacock has said she will apply for the appointment.

The Trustees held two execu-

tive sessions. One session was to discuss the possible purchase of land for the town and the other to review the applications of three potential reserve police officers. The Trustees asked the mayor to follow up on the land acquisition and asked the police chief to provide further background information on the potential reserve officers.

The Public Works Authority approved the purchase of about \$600 worth of parts to refit the meter on well #7.

### JoAnn Bird Memorial Fund

Teachers are the most special people in the world. It

Appendix A-2  
Short biography on myself covered in my hometown newspaper, *The Paper*. Page 9

### RURAL STUDIES

Meagan Edmonds Vandecar, a second-year graduate student at the University of Oklahoma Urban Design Studio in Tulsa, has taken special interest in how rural and small-town development can proceed in a world where the economy is always changing and increasingly competitive.

With the support of the Institute of Quality Communities, Meagan is working on a project titled, "Maintaining Small Town Character Through Adaptive Rural Communities."

Her work will serve as an experimental curriculum for the Small Town Studio, using her own town of Depew as a pilot.

Vandecar, a 2006 graduate of Chouteau High, presented her project to Depew community leaders in September, and her ideas have attracted considerable interest from locals, as well as the local chamber of commerce from neighboring Bristow.

This month, she started holding steering committee meetings to move the project forward. Keep up with her progress at [meagan-vandecar.blogspot.com](http://meagan-vandecar.blogspot.com)

Appendix A-3  
In depth interview about Maintaining Small Town Character Through Adaptive rural communities. Introduces DesignWorks and when the team will be coming to Depew, *Bristow News Record*.

## A town for the next 100 years

By Caleb Brabham

Like any graduate student at the University of Oklahoma, Meagan Vandecar, an Oklahoma native, to pick her professional project, the equivalent to a master's thesis. As a member of the Urban Design Studio and with the Institute for Quality Communities under the umbrella of the college of architecture, Vandecar's plan for her project was to sit down with Community leaders of a small town, looking for a way maintain the character of that town in an attempt to preserve the fading idea of America's Main Street. For her town, Vandecar chose her own residence, Depew.

"Urban Design is more than just an extension of architecture," says Vandecar. "It studies the relationship between a city's buildings, it's space, and it's people, with emphasis on the way people interact with that space's live-ability.

A simple phrase to describe it would be 'city planning.' I've met with the mayor and our 15 person steering committee made up of different Depew organizations including the Senior Citizen's Center and the School, and our initial focus will be on placing signage off 66, that tells people about the town. We'll be looking into ways of preserving the buildings, paying atten-



Top: Main Street Depew

Bottom: Vandecar's project logo for her Urban Design plan.

tion to those that are not structurally sound and need improvements."

A team of ten designers will be holding an open workshop in Depew Wednesday and Thursday, November 16th and

17th that will be open to citizens to participate in. The designers will listen on the See Vandecar page 8

### Vandecar, continued from page 1

first day to feedback from the community, and will present their plan for the community at 6:00 on Thursday evening.

Vandecar identifies the biggest concern as funding. "No matter what plan is devised or decided, it will be the community's plan. Community funded and community driven"

It is Vandecar's avid fascination in Depew's

past that has made her want to make an active investment in its future. "In the 1920's Depew's population was around 30 thousand," says Vandecar. "Now it's less than 500 people. The goal of this project has been how to best help our town, and to discover what Depew's role will be in the next 100 years."

# Appendix A

Appendix A  
Newspaper Articles

Appendix A-4  
Advertisement in the Community Calendar for DesignWorks,  
*Bristow News Record*.

PAGE SIX, THE BRISTOW NEWS, November 11, 2011

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## Community Calendar

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**Veterans Assembly**  
Bristow High School will be holding an assembly to honor area veterans 10 a.m. November 11th at the Freeland Center.

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**Anti-Bullying 101**  
Tuesday, November 15th, 2011 6:00pm-7:00pm Bristow Community Outreach. For Children and Adults learn to recognize warning signs and stop being the victim.

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**Design Works**  
November 16th & 17th 2011 Main Street, Depew.  
Wednesday  
12 pm lunch with community leaders and interested citizens.  
5:30 PM reception, Kohler Villa  
Thursday  
5:30 PM reception, Kohler Villa  
6:00 Public Presentation of Design Works Plan, Kohler Villa  
For questions or details contact Meagan Vandecar (918) 855-5982

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**VFW Ladies Auxillary**  
Ladies Auxillary & VFW Post 3656 have changed meetings from the 2nd Tuesday to the 1st Tuesday monthly. Covered dish dinner is on the 3rd Tuesday Month. Both start @ 7:00 pm call Deloris Carter 918-740-2996 or Jerry Riley 918-367-6495

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**Hearts Afire Ministries**  
Meet every Tuesday 7:00 p.m. at the First Church of God, 3rd and Walnut, Bristow, OK. For details contact Sherman or Nita at (918) 367-9787

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**Indian Taco Dinner**  
Saturday November 12th, Bristow II Headstart 1002 S.Chestnut 11AM-2PM

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**American Legion Meetings**  
The American Legion holds their meetings on the second Monday of every month at Legion Building on 8th Street at 7:00.

Appendix A-5  
Coverage on the first day of DesignWorks in Depew, Oklahoma, *Bristow News Record*

# Depew meets with city planners and designers from OU

By Caleb Brabham

Wednesday and Thursday, the Design Works team of ten made up of members of the Institute for Quality Communities and the OU school of Urban Design met at Kohler Villa to discuss how to better preserve the character of Depew.

Ron Franz, of the Design Works team set the tone for the team's session with the town, saying, "We don't have all the answers, we don't want all the answers. What we want is to meet you, talk and get your feedback."

Depew is the first town the Design Works team has worked on, working as the model for the team's vision of breathe new life into some of the forgotten towns of Old 66. The team is lead by project head and town resident, Meagan Vandecar, but the rest of the team are architect, urban planning and graphic design specialists from Oklahoma City. "For some this will even be their first time on Route 66," says Franz. "It gives the project a fresh perspective. They come and meet the town without any preconceived notions of whether Depew is this or that."

Among some of the ideas the team came up with through the sessions were signage ideas to notify drivers on 66 of Depew, even incorporating Depew's water tower, guiding passersby to Main Street where another sign would mark the street's location. In addition, ways would be created to turn driving through Depew into a photo opportunity for tourists. Once in Depew, tourists could be persuaded to spend more time, and money, in the town. "The next thing to figure out is after we attract people, how do we get them to stay?" said Shawn Schaefer, Urban Design School Director.

Citizens of Depew were instrumental in the workshop, as they were asked what makes Depew stand out as a town. Several suggestions for the town's identity were as the world's largest underground gas storage, the first hospital built on Native American territory, or even the novel Bittersweet Water about Depew in the 1930's.

After receiving lots of feed-  
back from the town, the Design Works Team will release their final report in the coming weeks. "Depew is such a cute little town," Franz said. "You just want to put your arm around it, take care of it, and save everything you can."



*Meagan Vandecar, project leader of Design Works discusses Depew's strengths with its citizens*

# Bristow News

Wednesday  
December 14, 2011

Covering Bristow and Creek County Oklahoma

Vol. MMXIV No. 55

## Have a seat in "De Pew"

Sometimes the best ideas don't cost a fortune and that seems to be the case with of Oklahoma University Urban Studies student Meagan Vandecar. She chose to ask area residents of her town to help develop ideas to attract tourists and spur economic development.

While there was some skepticism, more than 40 residents gathered to help develop ideas for the project.

On Monday, Vandecar presented her initial findings to the Board of Trustees. The focal point was to create a reason for tourist to stop and pull off the highway into downtown. The suggestion is to place a church pew in the town's Main Street to allow visitors to take a picture while sitting on "De Pew."

The suggestion is expected to cost less than \$1,000 to implement as Vandecar told the Trustees that her professors would complete the architectural drawings necessary and help design an appropriate surrounding.

"This will be the only site along Route 66 that you can take a picture in the middle of the street," she noted.

The suggestion includes additional signage as well as the suggestion of painting the water tower with the appropriate design to attract visitors who can see the water tower from the interstate.

**See Depew page 8**



*An Oklahoma University student and Depew resident organized residents to come up with ways to attract tourist to the town. Their suggestion is a church pew placed in the middle of town, to allow tourist to take their picture on the Original Route 66 while sitting in "De Pew."*

## Depew Football players chosen for All District, All State teams.

By Caleb Brabham

Five players in Depew Football were named All District, Robert Lane, Roy Lewis, Slade Murrell, Sonny Stafford, and Makaya Wilkerson. Of these players, three, Lane, Lewis, and Stafford will represent Depew when the All-Star Team assembles in June to play in Northeastern Oklahoma (NEO) of Miami.


Lane was chosen as the offensive MVP for his 1327 rushing yards, passing for 900 yards and 38 touchdowns. Lane started for three years as quarterback for the Hornets, amassing 3850 yards rushing.

quarterback sacks, 11 tackles for loss, one interception, causing four fumbles. Lewis started all four years on defense for the Hornets, amassing 330 tackles and 33.5 quarterback sacks.

Outstanding lineman of the year, Murrell has started the last two years, helping the Hornets' offense to amass 7,000 yards rushing, 1700 yards passing, and 992 points scored.

Stafford was named outstanding defensive back of the year, leading the Hornets with 122 tackles. Wilkerson, a wide receiver, caught 14 passes for 414 yards and 6 TD's. Eight-man football has it

# De



**Have a seat in Depew on Route 66.**  
Turn Left Now

*The proposed signage to go along Route 66, encouraging passing motorists to visit Depew*

**Join the Bristow News conversation on Facebook**

**Depew, continued from page 1**  
already been donated for the project.

Vandecar said that she would continue to work with the town until May when she will complete her master's program. In the meantime, she plans to help organize a festival in the spring to help attract visitors and to inaugurate the idea.

Appendix A-7  
Article covering Depew Fest

## First annual Depew fest on April 14 to celebrate unveiling of roadside pew

By Caleb Brabham

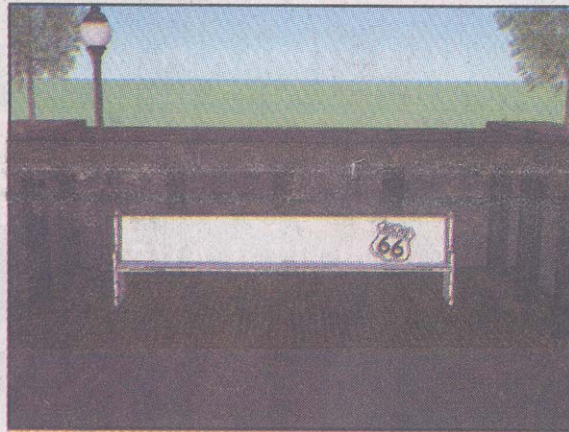
On Saturday April 14, Depew residents will have their first chance to sit in the Depew pew, crafted as a part of the Depew Works Committee as a draw for tourists traveling Route 66. The reveal of the pew will be the highlight of the day's first annual, Depew Fest, lasting from 10am until 10pm.

"The pew (donated by Church of Christ) has had the finishing touches laid upon it," says Megan Vandecar, "The digital imaging department at OU has

vinyl wrapped the pew for us. We will reveal it, staging it in its location, but it will not be a permanent fixture until some time in June."

Among the events scheduled during the Depew Fest will be

a Miss Depew Pageant held on Friday night for elementary aged girls, with Miss Depew being crowned on Saturday. In addition there will be a craft fair held at Kohler Villa, a small classic car show, inflat-



Final rendering for the Depew Pew.

able obstacle courses and bounce houses for kids, and an estimated 15 vendors.

"I was really shocked by how many people wanted to participate and just called me up (to get involved)," said Vandecar.

At 4pm the Seniors of Depew High School will parade down Main Street, weather permitting, on their way to Prom, as a part of the town's Promenade. The Depew Fest will come to

an end with a street dance held

from 8-10. Live music will be performed by Robert Maxwell Case. "I think that it will be a lot of fun. It's old fashioned and it something (the town) used to do quite a bit. We want to attract all age groups. We've never had an event like this designed to bring so many people together."

Vandecar and the Depew Works Committee have raised approximately \$2,500 for the funding of more projects, such as branding the Depew water tower with a Route 66 logo

**See DepewFest page 8**

### Depew, from page 1

and a Depew label, and plan on applying for a transportation grant for additional funds. "We have a timeline; things that are expensive are going to take more work. We will continue working with people in the community (on these projects) from May and beyond."

## Appendix B

Original Small Town Studio Curriculum which covers a two semester studio class with week to week schedule.

### **The University of Oklahoma Mission**

The mission of the University of Oklahoma is to provide the best possible educational experience for our students through excellence in teaching, research and creative activity, and service to the state and society.

### **The Institute for Quality Communities**

The Institute for Quality Communities within the College of Architecture at the University of Oklahoma (OUIQC), is a forum for researchers, students and Oklahoma community leaders to collaborate in an effort to enhance Oklahoma communities. The Institute provides assistance and expertise on the forces of community growth and decline with a specific focus on improving the practice of community planning, design and governance.

### **Small Town Studio Curriculum per**

The Small Town Studio will be offered as an elective course to the five different divisions of the College of Architecture. The student population will target 4th and 5th year undergraduate students as well as graduate students. The studio will aim at 15-25 students as a starting point and will possibly slant the beginnings of their course as an introduction to historic preservation. Ron and Blair are discussing the day and time of the class and working with students to find what times will work best.

### **Small Town Studio Objectives**

(These objectives unlike the above statements, are mine alone. In coming up with curriculum I felt it was very important to address the mission of OU as a whole, which is where I based my three point approach.

1. **Educational experience** – educate students on the structure of small towns through practical application creating professionals who will adeptly work with rural communities supplying needed resources and tools to improve quality of small communities
2. **Service to the state** – Engage students with small rural communities to benefit these communities and improve the quality of life for residents statewide
3. **Research and creative activity** – Advance the understanding of small communities and their importance in the overall structure of Oklahoma through creative activity and research

### **Student Makeup**

The makeup of the Small Town Studio will target mature students who are nearing a bachelor's degree or working on their masters or Ph. D. from the University of Oklahoma. One way in which to broaden the studio with diversity would be to also include students from other disciplines, not only the College of Architecture. This would also add more interest in the studio and more participatory research from other areas of the college (also funding). Experimenting with specialty projects for a student's focus area would be rewarding and also allow for the studio to have a broad range of expertise.

For example other areas of interest could include Master of Arts students majoring in Journalism and Mass Communication, History, Economics, or even Spanish. Master of Science students focusing on Civil Engineering, Botany, Engineering, Geology, Health and Exercise Science, or Psychology. Master of Specialty could include Accounting, Art History, Fine Arts, Business Administration, Education, Environmental Engineering, Public Administration, or Social Work.

### **Class Structure**

There are several different structural ideas in which the class could be designed. It is very important to imbed the students into the fabric of small towns in order to wholly understand the makeup of the community; the following are possibilities of how to submerge the students.

1. The best and possibly most difficult opportunity would be to temporarily relocate students and have them live in the community in which they are studying for the semester. This would be somewhat like a studies abroad experience. In order to keep the class load up to par students could take online courses also, or possibly have a visiting professor come once weekly to direct the students in their studies.
2. Another possibility would be to bus students to and from the location several times weekly. This option would limit locations due to distance, cost, and time spent. It would be counterproductive to spend too much time in the car and less time working on the actual project.
3. Another option would be to have the class take part on a Saturday; this would make for a long day, but a possible productive solution. Time could then be spent during the week working at the studio on the information which was gathered on a weekly basis.
4. Another option would be to immerse students and have them live in the town, but only for a short period. Possibly two weeks per semester. More than likely several day trips would also be necessary in order to complete the research.

### **Housing Options**

If the idea of keeping students off the road is wanted, housing would be a necessity and very important to focus on. Below are several housing opportunities which could be further developed

1. Students could live with "host homes" becoming part of the community at a low cost.
2. Students could stay in local housing, low cost apartments, or rental homes with a community feeling where students would live together creating their own internal community as well.
3. Students could live in hotel/motel arrangements.
4. OU could repurpose some of the local buildings which need attention into dormitories. Grant opportunities such as HOPE VI provides for the help of changing Main Street Buildings into low cost housing. These buildings would be occupied by students for the entirety of a year and then could be used by the community as low cost housing therefore leaving the community with a larger economic base.
5. OU could repurpose an old RV and create a mobile travel unit for the class. This unit would be very versatile and not extremely expensive. This method would limit class size and also could create confrontation with small areas and large amounts of traffic.
6. Churches or community centers could be utilized and transformed into temporary housing.

### **Ways to attract and maintain enrollment**

1. Recruit students who are interested in travel and investigating different lifestyles
2. Offer free/reduced housing while studying upon maintain certain requirements
3. Offer living expense tuition waivers
4. Work with communities to create part-time paid employment for students while there
5. Present class as a cultural exploration of the many different aspects of Oklahoma living
6. Arrange special community events which engage students in unique ways



### Semester Outline

These objectives will be achieved through class activities, below is a possible fall 16 week semester outline for the Small Town Studio working in a particular community. The large class project would resemble something of a town plan for the community; this project should last the duration of two semesters or one entire year. The small projects would be smaller projects that students would work on their own or with a small team, these projects should be developed in the fall semester, the spring semester then should be dedicated to implementation and capacity building. Students would actually learn how to implement projects and experiment on ways to procure funding, resources, etc.

### Fall Semester

#### Week 1

The first task which students should accomplish is familiarizing themselves with the community in which they will be working. The first day on site should consist entirely of exploration and discussion of possible projects within the community. Preferably some ground work could be completed by a GA such as some basic maps and history compilation.

- Establish work location, where students will be able to work and also house and showcase the progress of the project
- Photo survey of the area divided among students
- Students should take notes on areas of interest for their own possible small project and develop this to present to the rest of the class on a rough-draft basis (more possible class credit for small project)
- Students should introduce themselves to the community possibly an informal gathering such as a meet and greet. This would also be a good way to get a handle of the community and their interests as well.

#### Week 2

Students should further familiarize themselves with community members. This could consist of finding stakeholders and understanding the undercurrent of the operation of local affairs. Class projects should also be discussed in this stage

- Discuss large class project and possibilities there
- Create project schedule
- Meet with the local government and school system to establish partnerships
- Establish a group of stakeholders

#### Week 3

Documentation will be extremely important to the project this week will focus highly on information management and documentation.

- Establish what the large class project will be and divide tasks
- Create a project website/blog to document the process (hard copy prints of this will be needed as well in small communities which do not have internet access)
- Start mapping the area, divide maps along areas of interest and specialty.
- Set up documentation folders in order to keep things neat and orderly

#### Week 4

This week will focus on small project development. Revisions will be necessary in order for students to present small project ideas to the community the next week. Production of maps and documentation for the community meeting will also need to be finished this week

- Individual students present small project idea to class with feedback
- Conduct informal meetings with people of interest
- Divide tasks and create outline for community workshop making sure all students know their assigned projects and needed research

#### Week 5

The community workshop will be necessary in gaining community involvement and also support for the project. The workshop will also give students areas on which to focus their interests and studies.

- Hold community workshop (DesignWorks)
- Large class project as well as small projects will be presented to community for feedback, students will also receive new ideas for small projects from community
- Document workshop and begin compiling the event into an understandable document

#### Week 6

Analyzing the workshop and ways to improve it will be ever important to the studio. Different communities will have different ways on participating and also understanding the way in which ideas are presented.

- Reflect on community workshop, document successes and ways of improvement
- Continue community involvement, meeting with stakeholders and residents
- Finalize direction of small projects making revisions where necessary

#### Week 7

Documentation will be very important, it is often difficult to look back months later and document an event, this is why the period for documentation is short.

- Finish documentation of DesignWorks
- Continue to update project website/pages
- Continue work on large class project along with small projects

#### Week 8 (halfway through semester)

The large class project should be taking shape and students should understand their role in the project, completing tasks as assigned. Small projects should be halfway complete and the model building process (by hand, computer, or model) should begin taking place.

- Students present small projects once again to class to document progress and gain feedback on still needed revisions
- Continue research and documentation needed on community

#### Week 9

This week focuses on work; students should know their tasks and have plenty which needs to be worked on and nearing completion. This week should also be used for preparation for the mid-semester presentation to the community.

- Continue working on large class project present updates at Week 10 workshop
- Further develop small projects for presentation at Week 10 workshop
- Compile all needed documentation for Week 10 workshop

#### Week 10

This will be the second community meeting. Students should have recruited a larger number of community members through daily interactions and communications with stakeholders. At this meeting DesignWorks will be summarized and documentation will be available for community members. Student will present their small project development thus far for feedback and presentation at the final workshop.

- Hold community workshop
- Present findings from DesignWorks
- Present updates on large project
- Present updates on small projects
- Enlist interested community members with associated projects

## Appendix B (Continued)

### Week 11

This week onward will focus on a large amount of work generated by the students. Tasks are assigned and students know what will be expected of them at the final workshop.

- Review and summarize community workshop
- Continue to document and update websites/pages
- Continue developing models for small project final presentation on Week 16 workshop
- Begin documentation of fall semester into summarized handout (not all small communities have internet access)
- Small projects can be made into small brochures for easy explanation/resource

### Week 12

These weeks (12-13) should mostly focus on the bulk of work which is to be completed by the end of the semester

- Focus on models and documentation

### Week 13

These weeks (12-13) should mostly focus on the bulk of work which is to be completed by the end of the semester

- Focus on models and documentation

### Week 14

Work should be nearing finished product. Students should work on publicity for the final semester workshop. This could be done through meetings, newspapers, radio, door-to-door, public meetings.

- Continue developing large class project and small projects
- Create flyers and posters to distribute throughout town
- Distribute flyers and with one-on-one contact
- Secure steering committee to provide for final community meeting

### Week 15

This week will focus on the compilation of all semester work. By the end of week 15 the students should be finished, work after this will not be accepted and the presentation should also be finalized by a given date.

- Create implementation schedules for small projects in spring
- Work on compiling documentation into presentable format
- Decide on presentation and arrangement

### Week 16 (end of fall semester)

- Hold community workshop, end of semester presentation
- Present progress on large class project
- Present finished small projects and schedule for implementation for spring semester on small projects
- Secure community members to lead implementation

Appendix C  
Steering Committee Documents

Appendix C-1  
Initial steering committee letter inviting community members to join.

September 26, 2011

Dear Community Member,  
This letter is to inform you of my interest in you as an informed, responsible, and active community member. The next step in my project progression is the forming of a steering committee. This committee will be formed of community stakeholders who have an interest in the betterment of Depew and who are dedicated to the process. As a steering committee member you will provide me advice about structure in progression of my professional project. I will look to the steering committee first to help lead in community involvement and to participate in community events. The steering committee will not have the final say in project decisions, but all opinions will be highly regarded. You were selected because of your ongoing interest in Depew and the establishments you represent, already making the first step of commitment to Depew's future. If you so choose to be a member of the committee I would like to meet within the next few weeks, possibly a Saturday morning or weekday evening whichever works best for the majority. This meeting will be the first step towards a better Depew, a meeting in which we will talk about your goals, vision, and interests for the future of Depew. I myself have many ideas I look forward to sharing and look forward to hearing all of your ideas as well. Please let me know of your interest and if you will be able to participate in the committee. If you have any further questions, or would like to talk to my professor at the Urban Design Studio you may contact Shawn Schaefer at (918)660-3493.

I look forward to speaking with you soon,

Meagan Vandecar  
(918)855-5982 or (918)324-5595

Appendix C-2  
SWOT Analysis from 10-8-11 steering committee meeting

*Steering Committee SWOT Analysis*  
October 8, 2011

Strengths  
Business owners  
Community kinship  
School system (expands rural community)  
Naturalist park  
Biker rally

Weaknesses  
Weak materials in Main Street buildings  
Lack of maintenance  
Laid back attitudes  
One of few towns on Turnpike without Turnpike ramp

Opportunities  
Food establishments  
New businesses in Mimi's Cafe  
2 Beauty shops  
Milfay, Shamrock, & Gypsy  
PTA (contact Gypsy for advice)

Threats  
Small school closings (Milfay to Stroud)  
Possible loss of Post Office  
Biker Rally

Appendix C-3  
Steering committee meeting agenda 10-8-11

*Maintaining Small Town Character through Adaptive Rural Communities*  
*Steering Committee Meeting*

October 8, 2011  
8:00 AM  
Depew High School

Agenda  
8:00 AM Introductions  
8:15 AM Project Overview  
8:30 AM SWOT Analysis  
9:00 AM Question & Answers  
9:15 AM Conclusion

Thank you for your attendance and cooperation. I look forward to more community input and participation in the future. If you have any questions, comments, or suggestions feel free to contact me.

Meagan Vandecar  
(918) 855-5982  
(918) 324-5595  
meaganvandecar@live.com

Facebook: Maintaining Small Town Character through Adaptive Rural Communities  
or meaganvandecar.blogspot.com

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Appendix C  
Steering Committee Documents

Appendix C-7  
Community meeting sign-in-sheet 2-4-12

**Maintaining Small Town Character through Adaptive Rural Communities**

**Community Meeting: Sign-In-Sheet**

February 4, 2012  
10:00 AM  
Kohler Villa

Name	Phone Number	Email Address
Lisa Vandecar	918-324-5225	
Dana Vandecar	918-760-5461	
Jenny Jackson	918-324-5844	
Brenda Tyler	918-324-5649	
Robert Taylor	405-329-6622	
Tony Mab	918-324-5263	
Sarah Lady	805-801-3118	slady1422@yahoo.com
Shawn Welch	918-637-0156	wc6cam@hotmail.com
Leon Hiatt	918-230-1613	
Regina Hiatt	918-230-7914	
Judy Maxiumi	918-324-5356	
Brandy Valenzuela	918-327-5825 Hm	brandy26@hotmail.com
Stephen Valenzuela	918-504-8298	Brun cell
CAROL MERCER	918-324-5670	
Aime Howard	918-324-5424	SudH.Howard@ATT.COM
Fiji Velle		

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Appendix D  
DesignWorks community of Depew, Oklahoma, team visit

Appendix D-1  
DesignWorks proposal

*Proposed DesignWorks Team Visit  
Spring 2012  
Depew, Oklahoma*

This is a proposed DesignWorks Team Visit that includes 4 elements: This is to serve as a test run for the DesignWorks Team Visit as well as a case study for the Tulsa Design Studio.  
Meagan M. Vandecar

Meagan is currently a graduate student on scholarships at the Architectural Urban Studies Program at the Tulsa campus. She lives in Depew, Oklahoma, in Creek County. Meagan has a proposal for her thesis titled, "Maintaining Small Town Character through Adaptive Rural Communities."

**Depew, Oklahoma**

This is Meagan's current hometown. Depew has 564 people. It is located 47 miles southwest of Tulsa, Oklahoma. The quality of architecture represents the heyday when historic Route 66 rolled across the hills of this part of Creek County. Currently, many of the buildings are in poor condition. They can be saved, though.

**DesignWorks Program**

This is a program currently administered by the Oklahoma Main Street Center at the Oklahoma Department of Commerce. This program is for delivering design services to very small towns, such as Depew.

**The Proposal**

The proposal is to work with Meagan on her thesis by having a DesignWorks Team Visit go to her hometown of Depew, Oklahoma, in the spring of 2012. Along with Meagan, we would include Fred Schmidt and a couple of faculty from the College of Architecture or the Institute for Quality Communities or the Architectural Urban Studies Program. The recommendation is to have no more than 5 people on the team due to costs, logistics, and community reception. (Too many people may overwhelm a town the size of Depew!)

*Depew DesignWorks Team  
(Frantz, 2011)*

Appendix D-2  
DesignWorks agenda

*Depew, Oklahoma  
DesignWorks Team Visit  
Wednesday and Thursday, November 16 & 17, 2011*

Institute for Quality Communities  
Tulsa Urban Design Studio  
The University of Oklahoma  
College of Architecture

*Wednesday, November 16, 2011*

8:30am Leave Norman, Oklahoma

10:30am Arrive in Depew, Oklahoma  
Meet at Kohler Villa Event Center, 309 Main Street, Depew, Oklahoma

10:30am Tour downtown Depew and surrounding neighborhoods

12:00pm Lunch with community leaders and interested citizens  
Lunch provided at the Depew Citizens Center, 412 Main Street. (This is within walking distance of Kohler Villa.)

1:30pm Potential tour of Route 66 east to Sapulpa, Oklahoma OR meetings with community leaders

3:00pm Meetings with community leaders  
Meet at Kohler Villa Event Center, 309 Main Street, Depew, Oklahoma

4:00pm Meetings with community leaders OR site visit of prospective design project  
Kohler Villa Event Center, 309 Main Street, Depew, Oklahoma

5:30pm Reception  
(targeting commuters who are returning home to Depew)  
Kohler Villa Event Center, 309 Main Street, Depew, Oklahoma

6:30pm Team leaves Depew, schedules a quick supper in Stroud with discussion included

Best Western Stroud Motor Lodge,  
1200 N. 8th Avenue, Stroud, Oklahoma  
918/968-9200  
Stroud Exit 179 off I-44  
<http://book.bestwestern.com/bestwestern/US/OK/Stroud-hotels/BEST-WESTERN-Stroud-Motor-Lodge/Hotel-Overview.do?propertyCode=37080>

8:00pm Team members work on assigned tasks

*Depew DesignWorks Team Visit  
Agenda  
Page Two*

*Thursday, November 17, 2011*

8:00am Team members schedule working breakfast  
Restaurant located at Best Western Stroud Motor Lodge

9:30am Team members head to Depew to work (photograph, map, document, etc.) OR team members work on visual presentation as needed.  
Kohler Villa Event Center, 309 Main Street, Depew, Oklahoma

12:30pm Lunch  
Provided by Depew Elementary School, 500 West 7th Street. This will be their special Thanksgiving Luncheon. (This is within walking distance of Kohler Villa.)

2:00pm Finalize design recommendations and public presentation  
Kohler Villa Event Center, 309 Main Street, Depew, Oklahoma

5:30pm Reception  
Kohler Villa Event Center, 309 Main Street, Depew, Oklahoma

6:00pm Public presentation  
Kohler Villa Event Center, 309 Main Street, Depew, Oklahoma

7:30pm Team returns to Norman, Oklahoma

*Got lost in Depew? Contact information:*

Meagan Vandecar 918/855-5982 (cell)  
Ron Frantz 405/740-0854 (cell)  
Blair Humphreys 405/819-0085 (cell)

*Depew DesignWorks Proposed Agenda*

(Frantz 2011)

# Appendix D



Appendix D  
 DesignWorks community of Depew, Oklahoma, team visit

Appendix D-4  
 DesignWorks community sign-in-sheets, November 17, 2011

DesignWorks Depew  
 Community Sign-In-Sheet November 17, 2011

Name	Phone Number	Email Address
Meagan Vandecar	324-5595	meaganvandecar@live.com
Matthew Rye	584-7522	mrye@tncog.com
Erin Miller	405-912-7337	emiller@incog.org
Steve Britton	918-579-9453	sboc#cher@incog.org
Barbara Britton	918-584-7526	balbritton@incog.org
Jana Vandecar	918-760-5461	dvandecar@depew.k12.ok.us
Lisa Vandecar		
Mike Edwards	918-476-5183	
Mike Edwards	918-476-5183	
Lisa Wheeler	918-807-0876	lisawheeler27@gmail.com
Leon Hiatt	918-324-5466	lhiatt@depew.k12.ok.us
Regina Hiatt	918-324-5466	rhiatt@depew.k12.ok.us
Carolyn Myer	918-324-5690	
L.P. Melton Jr.	1-405-258-1400	
Amanda Vandecar	918-605-0829	
Karla Wright	918-324-5739	
Jula McKeown	918-324-5321	
Georgia Smith	918-324-5348	
Berndy Mason	918-324-5273	
Jan Wright	918-324-5439	

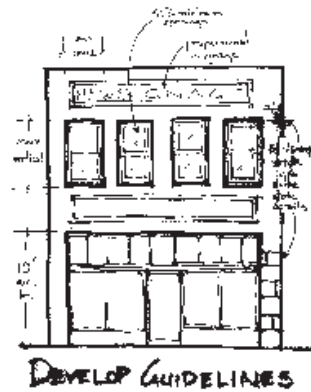
DesignWorks Depew  
 Community Sign-In-Sheet November 17, 2011

Name	Phone Number	Email Address
Phyllis Kelly	918-324-5007	
John Kelly	918-324-5007	
Jan McKeown	918-324-5276	
Dana Kearney	918-324-5507	
Brian Kearney	918-324-5507	
Tom Malo	918-324-5368	tmalo@depew.k12.ok.us
Jimmy Loyett 01	918-344-3764	Jimmy_loyett922@yahoo.com
Maritta Graham	324-5458	Ford5600@aol.com
Nichie Martin	324-5263	
Marla Wright	324-5778	
Hoyt Bessley	918-324-5158	hoytbessley@bcglobal.net
Curtis Moffitt	918-324-5262	CBConstruction4u@sbcglobal.net
Bob Wyatt	918-695-7194	bw Wyatt@spiritlink.com



Appendix D  
DesignWorks community of Depew, Oklahoma, team visit

Appendix D-5  
DesignWorks community flyer



# Design WORKS

*The Institute for Quality Communities  
& The Urban Design Studio  
The University of Oklahoma  
College of Architecture*



The Design team visits your town and works closely with community members to identify local needs and to set goals for improvement.

This on-site visit consists of interviews with community members, historical research and a walking tour to uncover potential design initiatives that could significantly improve the town's image

## Design Workshop in Depew, Oklahoma **November 16th & 17th 2011** **Main Street Depew**

For more information on DesignWorks contact:  
Ron Frantz (405) 325-3734 or RFrantz@ou.edu

For any local questions about the event contact:  
Meagan Vandecar (918) 855-5982 or meaganvandecar@live.com

### **Wednesday, November 16th**

10:30 AM DesignWorks team arrives in Depew  
12:00 PM Lunch with community leaders and interested citizens  
5:30 PM Reception, Kohler Villa

### **Thursday, November 17th**

5:30 PM Reception, Kohler Villa  
6:00 PM Public Presentation of Design Works Plan, Kohler Villa

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# Appendix D

# THE DEPEW REPORT

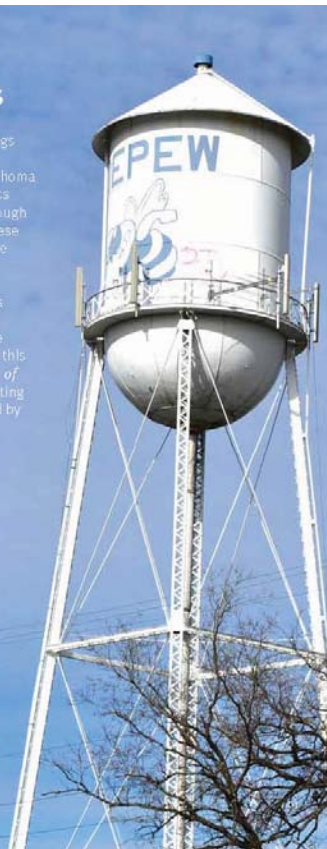
The University of Oklahoma  
Institute for Quality Communities  
DesignWorks Team Visit

Depew, Oklahoma  
November 16-17, 2011

## About DesignWorks

DesignWorks is a unique program that brings together community residents and design professionals to address the image of Oklahoma towns. Each town has special characteristics and issues and challenges. Each team, through a two-day design charrette, approaches these design issues through a fast-paced, creative process.

The interactive design process not only lets community citizens understand the design profession but also lets them be part of the decision process. The recommendations in this report have one goal: *Improving the Image of Their Town*. All text and drawings documenting this DesignWorks Team Visit were prepared by members of the team.



The Depew Report 02

## History of DesignWorks

In 1990, the State Arts Council of Oklahoma (now the Oklahoma Arts Council) brought together a number of state agencies to discuss the arts and design professions in Oklahoma. At the time, Oklahoma continued to languish in an almost decade-old oil bust cycle that had left many thinking that any and all things to do with the arts were simply frivolous matters.

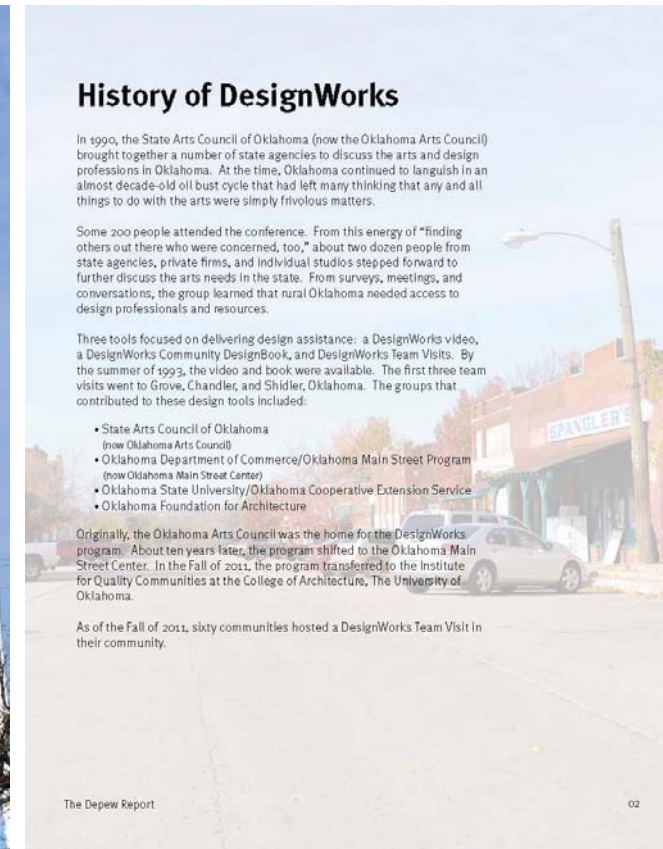
Some 200 people attended the conference. From this energy of "finding others out there who were concerned, too," about two dozen people from state agencies, private firms, and individual studios stepped forward to further discuss the arts needs in the state. From surveys, meetings, and conversations, the group learned that rural Oklahoma needed access to design professionals and resources.

Three tools focused on delivering design assistance: a DesignWorks video, a DesignWorks Community DesignBook, and DesignWorks Team Visits. By the summer of 1993, the video and book were available. The first three team visits went to Grove, Chandler, and Shidler, Oklahoma. The groups that contributed to these design tools included:

- State Arts Council of Oklahoma (now Oklahoma Arts Council)
- Oklahoma Department of Commerce/Oklahoma Main Street Program (now Oklahoma Main Street Center)
- Oklahoma State University/Oklahoma Cooperative Extension Service
- Oklahoma Foundation for Architecture

Originally, the Oklahoma Arts Council was the home for the DesignWorks program. About ten years later, the program shifted to the Oklahoma Main Street Center. In the fall of 2011, the program transferred to the Institute for Quality Communities at the College of Architecture, The University of Oklahoma.

As of the Fall of 2011, sixty communities hosted a DesignWorks Team Visit in their community.



The Depew Report 02

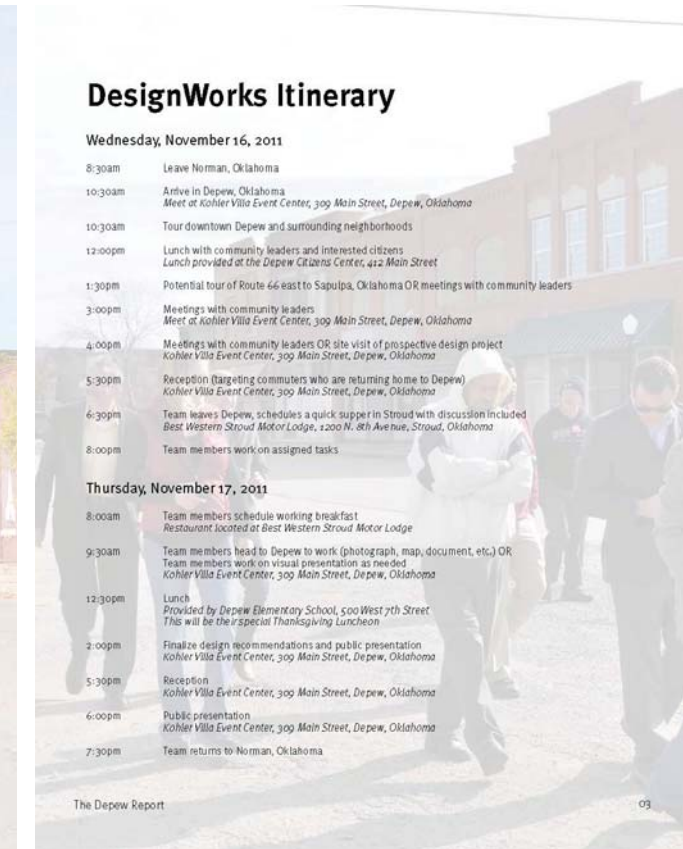
## DesignWorks Itinerary

**Wednesday, November 16, 2011**

- 8:30am Leave Norman, Oklahoma
- 10:30am Arrive in Depew, Oklahoma  
Meet at Kohler Villa Event Center, 309 Main Street, Depew, Oklahoma
- 10:30am Tour downtown Depew and surrounding neighborhoods
- 12:00pm Lunch with community leaders and interested citizens  
Lunch provided at the Depew Citizens Center, 412 Main Street
- 1:30pm Potential tour of Route 66 east to Sapulpa, Oklahoma OR meetings with community leaders
- 3:00pm Meetings with community leaders  
Meet at Kohler Villa Event Center, 309 Main Street, Depew, Oklahoma
- 4:00pm Meetings with community leaders OR site visit of prospective design project  
Kohler Villa Event Center, 309 Main Street, Depew, Oklahoma
- 5:30pm Reception (targeting commuters who are returning home to Depew)  
Kohler Villa Event Center, 309 Main Street, Depew, Oklahoma
- 6:30pm Team leaves Depew, schedules a quick supper in Stroud with discussion included  
Best Western Stroud Motor Lodge, 1200 N. 4th Avenue, Stroud, Oklahoma
- 8:00pm Team members work on assigned tasks

**Thursday, November 17, 2011**

- 8:00am Team members schedule working breakfast  
Restaurant located at Best Western Stroud Motor Lodge
- 9:30am Team members head to Depew to work (photograph, map, document, etc.) OR  
Team members work on visual presentation as needed  
Kohler Villa Event Center, 309 Main Street, Depew, Oklahoma
- 12:30pm Lunch  
Provided by Depew Elementary School, 500 West 9th Street  
This will be the special Thanksgiving Luncheon
- 2:00pm Finalize design recommendations and public presentation  
Kohler Villa Event Center, 309 Main Street, Depew, Oklahoma
- 5:30pm Reception  
Kohler Villa Event Center, 309 Main Street, Depew, Oklahoma
- 6:00pm Public presentation  
Kohler Villa Event Center, 309 Main Street, Depew, Oklahoma
- 7:30pm Team returns to Norman, Oklahoma



The Depew Report 03

## Design Team Focus

Founded in 1901, Depew, Oklahoma, is a small town in eastern Oklahoma. Once a bustling oil town, Depew, home to 476 people, is still on Route 66. In its heyday, Route 66 made a U-shaped loop through town. Flynn Avenue and Ladd Avenue served as the north-south streets connecting to the 5-block-long Main Street. Over the years, as was done many places and many times, Route 66 was realigned. A straighter route now runs three blocks north of downtown Depew.

In preparing for this DesignWorks Team Visit, members researched the history of Depew, the impact of Route 66, and the possibilities to divert traffic—or create a Depew detour—through town. On Route 66 maps and in Route 66 books, Depew may appear as a small dot or be in a list of towns along the way. However, there were no specific recommendations of where to stop, what to see, whom to look for, what events to attend, or why one even should bother to take this loop.

After studying this loop, talking with residents, and looking at landmarks, the design team developed the idea of "Project Postcard." Simply, this is creating some place that people will want to have a photo op in Depew. It is a place where one can park the classic car, get the friends rounded up, or get the family to have a stretch break while traveling Route 66. At this post card photo op, in the background, is a view of downtown Depew. This promotes the town as one of those loveable, quirky, fun Route 66 must-sees.

To get people to Depew, it became apparent that the existing water tower was a signal—a landmark—visible from both the old Route 66 and the busy I-44 Turner Turnpike. To find downtown, directional signage was needed on Route 66 and through the neighborhoods to Main Street. To create novelty once there, the wide intersection of Main Street and Sims Avenue, the historic key center of town, became the perfect spot for a place to sit right smack dab in the middle of Route 66. Playing on the town's name of Depew, the logo, the graphics, and the actual seat tie into the real purpose: Come sit in Depew (and stay a while and spend some money and support our businesses).

Behind the photo op is a historic building that was recently rehabilitated as a café and bakery with outdoor seating to the east. The ideas were presented that Dough Royz Pizza, a major supplier of pizza places throughout the region and located at the west end of Main Street, consider a pizza restaurant there at this photo op. "Come sit in Depew and eat de pizza" then keeps people in town longer. There was much discussion of the motorcycle groups that came from the Tulsa area on weekends to Depew. Their destination was Buddy's Bar on Main Street where they could have lunch, play pool, and enjoy a Route 66 experience before heading back at the end of the day.

The following illustrations and short texts further explain the ideas proposed by the team.

The Depew Report 04

# PROJECT POSTCARD

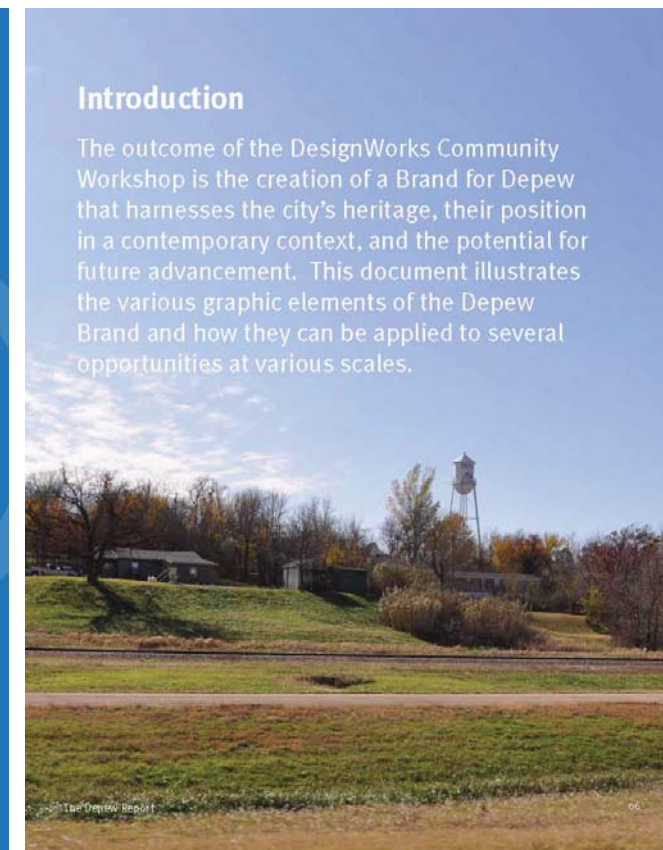
## Depew Community Branding



The Depew Report 04

## Introduction

The outcome of the DesignWorks Community Workshop is the creation of a Brand for Depew that harnesses the city's heritage, their position in a contemporary context, and the potential for future advancement. This document illustrates the various graphic elements of the Depew Brand and how they can be applied to several opportunities at various scales.



The Depew Report 06

# THE DEPEW REPORT

The University of Oklahoma  
Institute for Quality Communities  
DesignWorks Team Visit

Depew, Oklahoma  
November 16-17, 2011



The Depew Report 06



The Depew water tower creates an iconic beacon from afar. Visible from the Turnpike and entry points off OK-66, a refresh of the tower with both the Depew brand and the school mascot provides a renewed sense of community pride.

By aligning the graphics to the east and west sides of the water tower the visibility to those on OK-66 will be increased.



A paint refresh to the watertower and reappointed East and West graphics position the brand to travelers on OK-66.



The Depew ad campaign billboard creates community identification points for vehicular traffic at the primary east and west entry points off OK-66.

The ad campaign is a large scale application of the Depew brand, and provides an identification of the City as a destination through the Pew roadside attraction.



The east ad campaign as indicated from OK-66, facing west. A companion version of the ad would also be located at the south entry point from OK-66.



Primary entry points to Main St. and Downtown Depew will be marked by a simple post and panel sign system denoted by the brand, accompanied by an arrow directional.

Aluminum signage panels with screenprinted graphics are an accessible solution to confirming direction to Downtown Depew, and the postcard attraction.



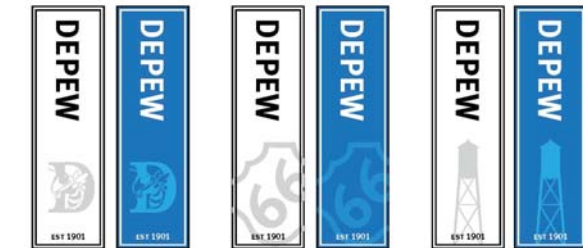
New sign posts along Main Street identifying it as the original Route 66 will complement the entrypoint signposts.

These elements form an elemental language that extend Depew brand to the Main Street streetscape, while highlighting the postcard attraction and identify the Historic Route.



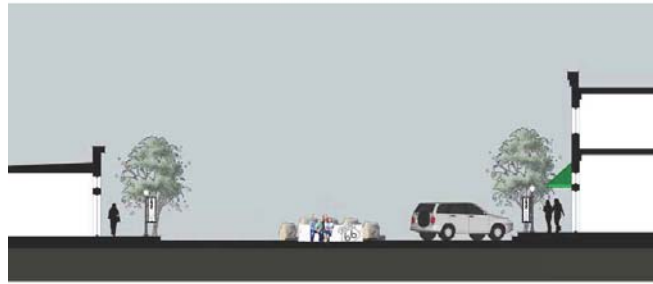
“Come take a seat in Depew!” The main attraction to the Depew branding project is the signature Pew on Main Street.

A reclaimed Pew, painted high gloss white with an automotive type paint finish and a classic Route 66 logo painted on the front of the bench, creates the must see roadside attraction in Downtown Depew.



A series of seasonal banners highlighting the graphic icons of Depew will activate the Main Street corridor streetscape.

Banners can be attached with simple hardware to existing streetscape posts and lampposts. Graphics can be directly printed to either vinyl or canvas banners. Graphics can be classic Route 66 black and white or the hometown team's signature blue colors.



The sectional diagram indicates the main streetscape elements including the Banners, and the main postcard attraction.



Brands for communities can scale from super sized monuments to everyday objects like stickers and matchbooks, and of course T-Shirts.

Applying the Depew brand to merchandise provide an opportunity for the showcasing of the Depew brand to objects that will receive visibility outside of the community, and create a buzz for people to seek out the town as a destination. Products sold in town also provides a great economic incentive to local businesses.

## Acknowledgements

<b>Design Team</b>	<b>The University of Oklahoma, College of Architecture, Institute for Quality Communities</b> Norman, Oklahoma Blair Humphreys Ron Frantz Shane Hampton
	<b>The University of Oklahoma, School of Art &amp; Art History</b> Norman, Oklahoma Justin Molloy Caitlin Cadieux
	<b>The University of Oklahoma, College of Architecture, Urban Design Studio</b> Tulsa, Oklahoma Shawn Schaefer Showa Cimabegho Athanasia Marafioti Meagan Vandecar
	<b>Indian Nation Council of Governments (INCOG)</b> Tulsa, Oklahoma Barbara Albritton Matthew Ryan Steve Boettcher Easton Miller
<b>Team Coordinators</b>	Blair Humphreys Ron Frantz
<b>Town Coordinator</b>	Meagan Vandecar
<b>Meals</b>	<b>Depew Senior Citizens Center</b> Depew, Oklahoma Carolyn Mercer Pat Mayberry  <b>Depew Elementary School</b> Depew, Oklahoma Leah Hiatt, Superintendent Tony Martin, Principal <b>Outstanding Cafeteria Crew</b> Lisa Vandecar, Maria Wright, Brenda Tyler, Sherry White
<b>Lodging</b>	<b>Best Western Stroud Motor Lodge</b> Stroud, Oklahoma
<b>Meeting Space</b>	<b>Kohler Villa, Judy McGuire</b> Depew, Oklahoma
<b>Resources</b>	<b>The University of Oklahoma</b> <b>Indian Nations Council of Governments (INCOG)</b> <b>The City of Depew</b> Robert Talley, Mayor Susan Case, Town Clerk Grace Benson, Town Treasurer

## Endnote

This is a larger team than normal. However, the three groups each offer different forms of assistance for a project like this. Due to this extensive collaboration of professionals, the implementation of this project is well underway.

Special thanks go to Meagan Vandecar, a graduate student at the Urban Design Studio and a resident of Depew, Oklahoma. In doing research for her graduate project, she contacted many people searching for information that would help her to improve the image of her adopted hometown. From conversations over a six month period, the idea of this DesignWorks Team Visit developed. The non-textbook lesson to be learned here: *It only takes one person to pursue design dreams. All else is simply contagious.*

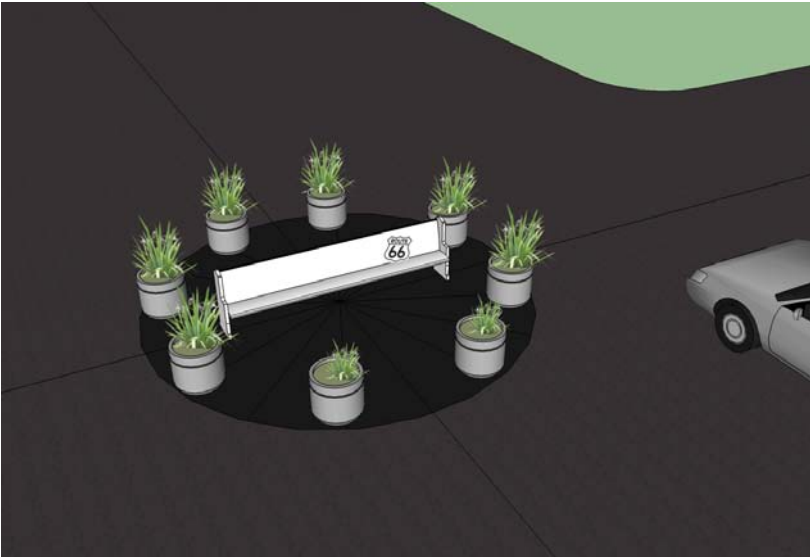


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The University of Oklahoma  
Institute for Quality Communities  
830 Van Vleet Oval, Gould Hall, Room 165  
Norman, Oklahoma 73019  
405-441-4477  
iqc@ou.edu  
iqc.ou.edu  
Report Designed by Justin Molloy, IQC

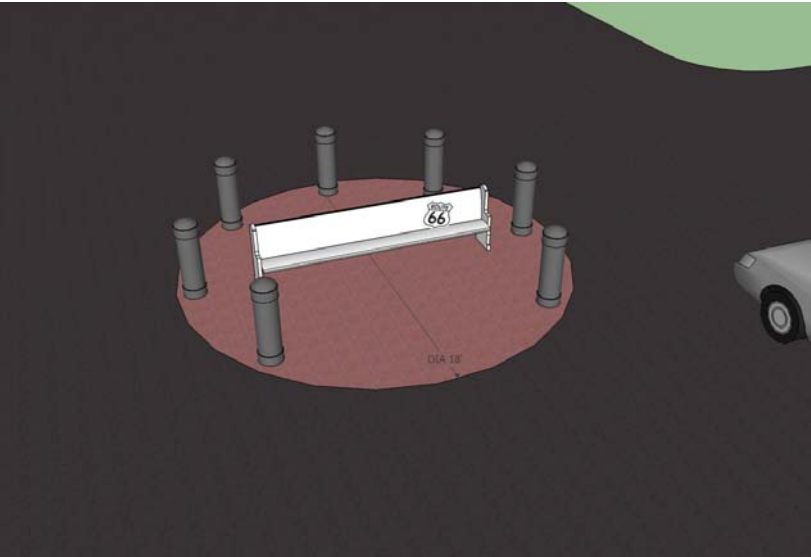
(Depew Report, IQC)

Appendix F  
Pew Renderings

Appendix F-1  
Original rendering of the pew with a circular base and planters in place of bollards for protection



Appendix F-2  
Revised circular rendering of the pew with a brick base or with stained concrete and bollards



Appendix F-3  
Final pew renderings with a rectangular brick base and also depicted with lighting donated by the Town of Depew

