**MARKET OVERVIEW**

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>1/2-MILE RADIUS AROUND 11TH ST S &amp; PEORIA AVE</th>
<th>TULSA (CITY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population (2016)</td>
<td>2,221</td>
<td>411,880</td>
</tr>
<tr>
<td>Population (2010)</td>
<td>2,184</td>
<td>391,900</td>
</tr>
<tr>
<td>Population Change, 2010-2016</td>
<td>+1.7%</td>
<td>+5.0%</td>
</tr>
<tr>
<td>Median Age</td>
<td>35.2</td>
<td>35.7</td>
</tr>
<tr>
<td>Households (2016)</td>
<td>1,144</td>
<td>170,335</td>
</tr>
<tr>
<td>Average HH Size</td>
<td>1.75</td>
<td>2.4</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$23,278</td>
<td>$43,075</td>
</tr>
<tr>
<td>Bachelor’s Degree or Higher</td>
<td>26%</td>
<td>30%</td>
</tr>
<tr>
<td>Housing Units (2016)</td>
<td>1,994</td>
<td>186,726</td>
</tr>
<tr>
<td>Owner-Occupied</td>
<td>12%</td>
<td>47%</td>
</tr>
<tr>
<td>Renter-Occupied</td>
<td>65%</td>
<td>46%</td>
</tr>
<tr>
<td>Vacant</td>
<td>23%</td>
<td>12%</td>
</tr>
<tr>
<td>Total number of business entities</td>
<td>573</td>
<td>28,615</td>
</tr>
<tr>
<td>Total Retail Sales Leakage / Surplus</td>
<td>$45,200,000</td>
<td>$4,018,000,000</td>
</tr>
</tbody>
</table>

**PLANiTULSA LAND USE BUILDING BLOCKS**

**DOWNTOWN CORE**

**NEIGHBORHOOD CENTERS**

**MAIN STREETS**

**EXISTING RESIDENTIAL NEIGHBORHOODS**

**NEW RESIDENTIAL NEIGHBORHOODS**

**EMPLOYMENT**

**DEVELOPMENT OPPORTUNITY**

**LAND USE CONFLICT**

**WATER BODY**

**BIKE ROUTE**

**PEDESTRIAN CROSSING**

**PARKS & OPEN SPACE**

**ARMS PROJECTS**

**DANGEROUS INTERSECTION, HEAVY PEDESTRIAN CROSSING**

**BROKEN ARROW EXPRESSWAY**

**THE HOME DEPOT**

**CENTENNIAL PARK**

**THE VILLAGE AT CENTRAL PARK**

**AMERICAN LEGION HOSPITAL**

**PARK FRONTAGE PRESSES OPPORTUNITY FOR DEVELOPMENT**

**ALPACA HERD**

**PARKS & OPEN SPACE**

**ALL DOWNTOWN CONNECTIONS REQUIRE PEDESTRIANS TO CROSS OVER / UNDER HIGHWAY**

**TULSA TRANIT**

**PRIME DOWNTOWN GATEWAY**

**VACANT HOUSING AUTHORITY COMPLEX**

**TULSA TRANSIT**

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**ALL DOWNTOWN CONNECTIONS REQUIRE PEDESTRIANS TO CROSS OVER / UNDER HIGHWAY**
11TH STREET & PEORIA AVENUE

DEVELOPMENT CONCEPT

PEORIA AVENUE BRT LAND USE STUDY
STATION AREA DEVELOPMENT CONCEPT
TULSA, OKLAHOMA

DEVELOPMENT CHARACTER

URBAN DESIGN CHARACTER
11TH STREET & PEORIA AVENUE

SOUTHEAST VIEW

NORTHWEST VIEW

BEFORE

AFTER

PEORIA AVENUE BRT LAND USE STUDY
STATION AREA DEVELOPMENT CONCEPT

OCTOBER 2016
DRAFT