REPORT CONTENTS

Introduction 5
Project Background 6
Corridor Context 9
    Peoria Avenue Bus Rapid Transit 10

Station Areas 17
    38th Street & Peoria Avenue 18
    Pine Street & Peoria Ave. 22
    11th Street & Peoria Avenue 26
    41st Street & Peoria Avenue 30
    61st Street & Peoria Avenue 34
    71st Street & Trenton avenue 38
    81st Street & Lewis Avenue 42

Community Input Summary 47
    The Process 48
    Stakeholders 50
    Community Workshops 53
    Online Survey 60
    Visual Preference Survey 62
    Walkshops 66

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Special thanks are also due to all of the community members and city officials who have participated in the planning process.
INTRODUCTION

The City of Tulsa is developing a plan to provide recommendations for future development along Peoria Avenue centered around a series of planned transit stations.

The Peoria Avenue BRT Land Use Framework examines prevailing land use and real estate market trends, alongside anticipated changes to the transportation network, in order to develop policies and strategies that maximize return on public infrastructure investments. In the first phase of this planning effort, a thorough analysis was conducted of existing neighborhoods and commercial areas along the Peoria Avenue corridor, along with the City’s current regulatory environment. An extensive public input process was also undertaken to solicit thoughts and ideas from Tulsa community members, officials, and stakeholders.

Subsequent phases of the project will build on the existing conditions analysis, and seek to provide a range of strategies for future growth, development, and physical enhancements along the corridor.
The priorities set forth in the 2010 Plan are strongly supported by Tulsa’s two regional transportation planning agencies, the Metropolitan Tulsa Transit Authority (MTTA) and the Indian Nations Council of Governments (INCOG), who are responsible for implementing the Comprehensive Plan’s transit goals.

At its heart, the vision for transportation set forth by PlaniTulsa is to reduce both the amount and distance of vehicle trips taken in Tulsa, with a shift towards walking and/or biking trips. Improving transit service plays a key part in this effort by helping to reduce dependency on car ownership and providing alternative options for mobility.

Increased investment, enhanced service, and the modernization of facilities are all critical to improving the efficacy of transit. However, these steps alone are not sufficient enough to make meaningful and lasting progress towards the reduction of automobile dependency. These actions must also be complemented by land use and development policies that have been shaped to enable alternative forms of transportation and mobility as integral components of everyday life. The establishment of forward-thinking land use policies and strategies will also help to ensure that Tulsa receives a return on public investment, and that the city develops in accordance with the vision set forth by its community.

As a result of Peoria Avenue’s specific importance in connecting a significant portion of Tulsa’s population to jobs and services, it is no surprise that improving transit service on Peoria Avenue was a top priority in PlaniTulsa - Tulsa’s 2010 Comprehensive Plan.
I. INTRODUCTION

POLICY CONTEXT

In developing the Peoria Avenue BRT Land Use Framework, it is imperative that any proposed goals and strategies are able to work in concert with other city and community building efforts. Accordingly, a careful examination of the city’s existing policy environment was conducted. The following list of plans and studies provides some additional information on specific areas or policies that relate to, or overlap with, the planned Peoria Avenue Bus Rapid Transit (BRT) line, and will ultimately contribute to the successful implementation of the vision established for it.

CITYWIDE PLANS

- **PlaniTulsa – 2010 Comprehensive Plan.** In July 2010, Tulsa’s City Council and Metropolitan Area Planning Commission adopted an extensive update to the city’s comprehensive plan. The plan, which was developed as part of a city-wide engagement effort called PlaniTulsa, established a strong vision and policy framework to help guide the city’s future development. The Comprehensive Plan identified transit service improvements – and Bus Rapid Transit in particular – as an important component of the community’s broader vision for growth.

Another important component of PlaniTulsa is the Plan Map, which focuses on a combination of land use, scale, and form as a basis for zoning district recommendations.

- **Tulsa Strategic Plan.** The Strategic Plan was developed as part of the PlaniTulsa Comprehensive Plan process as a stand-alone document that provides a set of concise and clearly identified implementation strategies to help elected officials and policymakers carry out the Comprehensive Plan’s vision. The plan is meant to be a working document that can be frequently updated and evaluated to ensure conformance with established goals.

- **New Citywide Zoning Code.** In November 2015, the Tulsa City Council approved a new citywide zoning code that will have significant impacts on the options for development along the Peoria Avenue bus rapid transit corridor. Included are policies that will help to encourage infill development within the neighborhoods adjacent to the planned transit line. The zoning code formally took effect in January 2016.

- **Fast Forward Regional Transit Plan.** The Indian Nations Council of Governments (INCOG) adopted a long-range and comprehensive Regional Transit Plan in 2011 that planned for a realistic system of transit corridors to meet the region’s transportation needs for the next 25 years. The Fast Forward Plan formally identified the Peoria BRT line and finalized the Alternatives Analysis for the Corridor Transit Study in 2013.
I. INTRODUCTION

PEORIA AVENUE BRT LAND USE FRAMEWORK

SMALL AREA PLANS

Tulsa’s Small Area Plans compliment the PlaniTulsa Comprehensive Plan effort as a way to provide community stakeholders with greater stewardship over local planning efforts and decision-making within their neighborhoods and commercial districts. Conducted as part of their own rigorous and participatory planning efforts, once adopted, each Small Area Plan becomes an official component of the City’s Comprehensive Plan. As of 2015, there are 18 adopted or in-progress Small Area Plans throughout the City. The Small Area Plans with an immediate impact on planned BRT stations examined as part of this Framework are listed below.

• **36th Street North Plan.** This small area plan overlaps with one planned Bus Rapid Transit station located at the corner of 38th Street North and Peoria Avenue, near the Tulsa Tech Campus. *Impacts the 38th Street North & Peoria Avenue Station.*

• **Greenwood Heritage Neighborhoods Plan.** An update and expansion on previous Tulsa Sector Plans for a group of the city’s near north neighborhoods is currently underway. The new plan, is focused on the areas just north of downtown, generally located between Highway 75/Cherokee Expressway to the east, L.L. Tisdale Parkway to the west. Land use and urban design recommendations for both Peoria Avenue and Pine Street are provided within the Plan. *Impacts the Pine Street & Peoria Avenue Station.*

• **Crutchfield Neighborhood Plan.** This plan, made effective in June 2004, was initiated by the Crutchfield Neighborhood Association to cover their portion of the larger Springdale area to the east. Though the Pine Street Station is planned to be located just outside the northwest edge of the plan area, Peoria Avenue runs through the heart of the neighborhood and bus service is an important aspect of residents’ mobility options. *Impacts the Pine Street & Peoria Avenue Station.*

• **The Pearl District – 6th Street Infill Plan.** This small area plan overlaps with six stations – two each at 2nd Street South & Peoria, 6th Street South & Peoria, and 11th Street South & Peoria. *Impacts the 11th Street South & Peoria Ave. Station.*

• **Downtown Tulsa Master Plan.** Adopted in October 2014, this plan for Downtown Tulsa provides a series of detailed recommendations and planning concepts for Downtown. The effort was conducted alongside the broader PlaniTulsa process, with the Downtown Plan itself adopted as the very first Small Area Plan to come out of the comprehensive plan framework. *Impacts the 11th Street South & Peoria Avenue Station.*

• **Utica Midtown Corridor.** Initiated in 2012 and made effective in January 2014, the plan covers two distinct portions of the Midtown area. The north section, which includes Hillcrest Medical Center and is bound to the north by historic Route 66 (11th Street) is of particular relevance to this planning effort. Key goals of the small area plan include the stabilization and preservation of existing residential areas, alongside the growth of regional job centers. *Impacts the 11th Street South & Peoria Ave. Station.*

• **The Brookside Infill Development Design Recommendations.** These policy plans overlap with six stations – two each at 33rd Place South & Peoria, 41st Street South & Peoria, and 45th Place South & Peoria. *Impacts the 41st Street South & Peoria Avenue Station.*

• **Riverwood Neighborhood Plan.** Effective in October 2008, the Riverwood small area plan was originally developed by a team from the University of Georgia, in partnership with the South Peoria Neighborhood Connection Foundation, Inc. (SPNCF). The plan helped to establish a more distinct neighborhood identity, and provided recommendations on issues related to transportation, safety, and area revitalization. *Impacts the 61st Street South & Peoria Avenue Station, and the 71st Street South & Trenton Avenue Station.*
Peoria Avenue is a critical north-south arterial street just east of Downtown Tulsa, that connects a range of neighborhoods, employment centers, commercial areas, and regional destinations.

A vast majority of the City’s residents live within a 10-minute walk of Peoria Avenue, which is also the most highly used transit corridor in Tulsa. Implementing Bus Rapid Transit (BRT) along this corridor will help the City to better connect its people and places.

Understanding the corridor in the context of the City as whole, as well as its relationship to individual neighborhoods and districts, is an essential first step in the planning process. Ultimately, this foundation will help to form the policies and strategies that will guide future development according to the community’s vision for the Peoria Avenue Bus Rapid Transit (BRT) route.
The new BRT system will emphasize reliability and ease of use, with dramatically improved service frequency and a range of modern amenities.

The route is planned as an upgrade to the existing 105 Bus Route, with seven new high-speed busses traveling the Peoria Avenue corridor between 38th Street North and 68th Street South. South of 68th Street, the BRT line will run east/west on 71st Street to Trenton Avenue, then south on Trenton Avenue to the intersection of Lewis Avenue and 81st Street South. Local bus service will be maintained on Peoria Avenue north of 38th Street, up to 66th Street North. A route map with station type indicators is provided on the following page.

Capital costs for the proposed system enhancements are currently estimated at $18.8 million, with annual operating costs expected to be roughly $1.4 million above the current operational budget for the 105 Bus Route. As of the writing of this report, resources have been dedicated for the construction of the route, with the additional operational funding expected to be allocated in the near future.

Beyond providing high-quality, modern amenities and faster, more reliable transit service, one of the greatest benefits of Bus Rapid Transit systems is in their ability to help spur real estate development. This is largely due to the establishment of formal, dedicated stations located strategically throughout a transit corridor: Once established, the stations are intended to appear and function similarly to a light rail line, which have been proven as remarkable catalysts for economic development. The perceived permanence of the new stations helps to instill greater confidence within the development community who may be looking for stable investment opportunities. Land use policies that encourage higher levels of density around BRT stations also serve as strong economic development tools by further attracting new investment. From the community’s side, dedicated stations provide an excellent foundation for long-range planning efforts, and may serve as key landmarks within a neighborhood or commercial district.

**WHAT IS BUS-RAPID TRANSIT (BRT)?**

Bus Rapid Transit is a more reliable, convenient, and faster type of bus service that is intended to be a cost-effective alternative to light rail transportation. As opposed to traditional bus service, BRT typically makes use of traffic signal priority and off-board fare collection to enable a more streamlined transit service. Dedicated stations are meant to serve as iconic, pedestrian-friendly transit hubs that help to spur economic development due to their physical permanence and reliability.

**SERVICES FEATURES OF TULSA’S PEORIA AVENUE BRT**

- 15 minute frequency during peak hours
- 20 minute frequency at other times
- 5:30am-10:30pm service hours; Monday-Saturday
- 9 fresh, newly branded BRT buses to match stations
- 39 stations at 21 locations
- Real-time arrival screens showing the time until the next bus arrives
- Station-area improvements
- Traffic signal priority to allow the bus to remain on schedule
II. CORRIDOR CONTEXT

STATION LOCATIONS
Once fully built-out, the route is expected to feature 39 new stations in 21 locations along the corridor. The BRT route will feature three classes of stations – Local, Improved, and Enhanced – with each class or tier offering increased amenities. The classification of each station is based on a number of factors, including locational relevance, connectivity with other transit routes, and opportunities for future growth and development. For the purpose of this Land Use Framework, the focus will be on the top tier of stations. A breakdown of planned stations by classification, along with any major destinations near each station (teal italics) are provided below:

Enhanced Stations
- 38th Street North & Peoria Avenue  
  *Tulsa Tech Peoria Campus*
- Pine Street & Peoria Avenue  
  *Morton Health Center*
- 11th Street South & Peoria Avenue  
  *Pearl District, Hillcrest Hospital Campus*
- 41st Street South & Peoria Avenue  
  *Brookside Corridor*
- 61st Street South & Trenton Avenue
- 81st Street South & Lewis Avenue  
  *Oral Roberts University*

Improved Stations
- Apache Street & Peoria Avenue
- Virgin Street & Peoria Avenue
- 6th Street & Peoria Avenue  
  *Pearl District*
- 6th Street & Boston Avenue (Downtown)  
  *Brady District & Blue Dome District*
- 15th Street & Peoria Avenue  
  *Cherry Street*
- 33rd Place South & Peoria Avenue  
  *The Gathering Place*
- 45th Place South & Peoria Avenue
- 51st Street South & Peoria Avenue
- 56th Street South & Peoria Avenue
- 66th Street South & Peoria Avenue
- 73rd Street South & Wheeling Avenue

Local Stations
- 66th Street North & Peoria Avenue
- Independence Street & Peoria Avenue
- 21st Street South & Peoria Avenue
II. CORRIDOR CONTEXT

PEORIA AVENUE BRT LAND USE FRAMEWORK

LAND USE

As seen in the individual Station Area analyses presented later in this report, this BRT Land Use Framework has been linked to the envisioned land uses and physical character of the key station areas as recommended by PlanItTulsa. The purpose of this is to help to establish continuity and a consistent vernacular for those reading and ultimately implementing the Plan.

The designations move beyond a simple or typical future land use label by also implying and factoring in the aspirational character of the area, which includes building form and scale, density and intensity of development, and urban design elements. These are categorized within ‘Building Blocks’, such as Downtown, Centers, Corridors, Existing Residential Neighborhoods, and Employment. Figure 2, inserted from the Comprehensive Plan, provides a summary of these designations for reference.

ZONING

Transit and land use have a symbiotic relationship. Transit agencies benefit when zoning and land use policies accommodate housing, jobs, and commercial concentrations in transit-served locations and land owners benefit from the presence of fast, reliable transit options. With the decision to launch the Peoria Bus Rapid Transit service, it is important to examine Tulsa’s existing zoning policies to determine if they are providing support for the planned transit investments.

The Tulsa zoning code, which was the subject of a comprehensive update in 2015, includes provisions that can help support success of the planned Peoria Avenue BRT system. Chief among them are new relatively low minimum off-street parking requirements and new mixed-use (MX) zoning classifications that promote walkability and transit-supportive residential densities.
While none of the new MX zoning districts are currently in place along the Peoria Avenue corridor, the code’s new parking requirements—which are significantly lower than in the previous zoning code—do apply to all existing zoning categories. This is important because excessive minimum parking requirements reduce the ability of landowners to put land to productive use and large parking lots in BRT station areas can negatively affect pedestrian safety and comfort and hinder activation of the sidewalk level experience for those walking to and from BRT stations.

The Tulsa zoning code does not expressly recognize the presence of transit or enhanced transit service as a criterion for further reductions of minimum parking requirements, but the code does include a provision allowing for individual site-specific parking reductions based on studies or evidence provided by the property owner/developer. The zoning code does not impose maximum (not-to-exceed) parking requirements, except in the case of large-scale retail uses, which are generally limited to providing no more than 5 spaces per 1,000 square feet of floor area.

A variety of land uses and zoning districts are currently in place around Peoria Avenue’s proposed “Enhanced”

<table>
<thead>
<tr>
<th>USE CATEGORY</th>
<th>MEASUREMENT (SPACES PER)</th>
<th>DISTRICTS</th>
<th>ADDITIONAL REQUIREMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Residential</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household Living</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multi-family 0-1 bedroom dwelling unit</td>
<td>1.10</td>
<td>1.25</td>
<td></td>
</tr>
<tr>
<td>Multi-family 2+ bedroom dwelling unit</td>
<td>1.75</td>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>Other residential dwelling unit</td>
<td>1.00</td>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td><strong>Commercial</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business or professional office 1,000 sq. ft.</td>
<td>2.20*</td>
<td>2.80**</td>
<td>*None for first 2,500 sq. ft. **2.50 per 1,000 sq. ft. above 30,000 sq. ft.</td>
</tr>
<tr>
<td>Medical, dental or health practitioner office 1,000 sq. ft.</td>
<td>2.60</td>
<td>3.40</td>
<td></td>
</tr>
<tr>
<td>Restaurants and Bars</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restaurant 1,000 sq. ft.</td>
<td>6.50*</td>
<td>8.50</td>
<td>*None for first 2,500 sq. ft.</td>
</tr>
<tr>
<td>Bar 1,000 sq. ft.</td>
<td>8.50*</td>
<td>11.25</td>
<td>*None for first 2,500 sq. ft.</td>
</tr>
<tr>
<td>Retail Sales</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer shopping and convenience goods 1,000 sq. ft.</td>
<td>2.50*</td>
<td>3.33</td>
<td>*None for first 2,500 sq. ft. (add’l required for outdoor display and storage areas)</td>
</tr>
<tr>
<td><strong>Industrial</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low-impact, Moderate-impact and High-impact Manufacturing &amp; Industry 1,000 sq. ft.</td>
<td>0.85</td>
<td>1.00</td>
<td></td>
</tr>
</tbody>
</table>
### FIGURE 4: EXISTING BRT STATION AREA ZONING CLASSIFICATIONS (TYPICAL)

<table>
<thead>
<tr>
<th>ZONING DISTRICT</th>
<th>PRIMARY USES</th>
<th>LOT &amp; BUILDING REGULATIONS</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Commercial</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CH, Commercial-High</td>
<td>Retail Office Entertainment Service</td>
<td>Min. Street Frontage = None</td>
<td>No residential density limit</td>
</tr>
<tr>
<td></td>
<td>Automotive Residential</td>
<td>Min. Street Setback = None</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Max. Floor Area Ratio = None</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maximum Height = None</td>
<td></td>
</tr>
<tr>
<td>CS, Commercial Shopping</td>
<td>Retail Office Entertainment Service</td>
<td>Min. Street Frontage = 50 feet</td>
<td>Residential subject to RM-2 district</td>
</tr>
<tr>
<td></td>
<td>Service Automotive Residential</td>
<td>Min. Street Setback = 10 feet</td>
<td>requirements</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Max. Floor Area Ratio = 0.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maximum Height = None</td>
<td></td>
</tr>
<tr>
<td>OM, Office-Medium</td>
<td>Office Personal Service Residential</td>
<td>Min. Street Frontage = 50 feet</td>
<td>Residential subject to RM-2 district</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Min. Street Setback = 10 feet</td>
<td>requirements</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Max. Floor Area Ratio = 0.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maximum Height = None</td>
<td></td>
</tr>
<tr>
<td>OL, Office-Low</td>
<td>Office Personal Service Residential</td>
<td>Min. Street Frontage = 50 feet</td>
<td>Residential subject to RT district</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Min. Street Setback = 10 feet</td>
<td>requirements</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Max. Floor Area Ratio = 0.40</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maximum Height = 35 feet</td>
<td></td>
</tr>
<tr>
<td><strong>Residential</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RM-3, Residential</td>
<td>Single-family Duplex Townhouse Multi-family</td>
<td>Maximum Height = 35 feet</td>
<td>Maximum multi-family density = ~100+ units per acre (theoretical)</td>
</tr>
<tr>
<td>Multi-family</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RM-2, Residential</td>
<td>Single-family Duplex Townhouse Multi-family</td>
<td>Maximum Height = 35 feet</td>
<td>Maximum multi-family density = ~40 units per acre</td>
</tr>
<tr>
<td>Multi-family</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RM-1, Residential</td>
<td>Single-family Duplex Townhouse Multi-family</td>
<td>Maximum Height = 35 feet</td>
<td>Maximum multi-family density = ~ 25 units per acre</td>
</tr>
<tr>
<td>Multi-family</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RS-4, Residential</td>
<td>Single-family (SF) Duplex (2F)</td>
<td>Min. SF Lot Area = 5,500 sq. ft</td>
<td></td>
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<tr>
<td>Single-family</td>
<td></td>
<td>Min. 2F Lot Area = 9,000 sq. ft</td>
<td></td>
</tr>
<tr>
<td>RS-3, Residential</td>
<td>Single-family (SF) Duplex (2F)</td>
<td>Min. SF Lot Area = 6,900 sq. ft</td>
<td></td>
</tr>
<tr>
<td>Single-family</td>
<td></td>
<td>Min. 2F Lot Area = 9,000 sq. ft</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maximum Height = 35 feet</td>
<td></td>
</tr>
</tbody>
</table>
II. CORRIDOR CONTEXT

15

MARKET CONDITIONS

Market conditions around the seven BRT station areas range from lower-density and lower-income neighborhoods in North Tulsa to the upscale Brookside district to the more densely populated south station areas. The 41st Street South and Peoria Avenue station area has a median household income higher than the city’s, but the six other station areas are in neighborhoods with less disposable income.

In the north station areas, retail amenities are primarily limited to a few convenience-type businesses and fast food. The two central station areas include Brookside, which serves as a retail attraction throughout the city. The three south station areas present the highest-density populations, but the Walmart Supercenter at 81st Street South and Lewis Avenue dominates the retail landscape.

- **38th Street North and Peoria Avenue.** This is the least-densely populated and the lowest-income of the seven station areas. Retail buying power is limited (by number of households and their median income) and a large portion of spending leaks outside the neighborhood. On a percentage basis, the area has shown moderate population growth in recent years and the population is young. Many households are single or single-parent with lower levels of educational attainment. Demographic and consumer characteristics in the area present challenges to business development or recruitment.

- **Pine Street and Peoria Avenue.** This station area has the second-lowest population density and income levels, and reflect similar characteristics to the 38th Street North & Peoria station area. Population growth is slow, but the area does capture a sales surplus, primarily at nearby fast-food restaurants.

- **11th Street South and Peoria Avenue.** This lower population-density station area is among the three areas with the lowest household income. Population growth is slow. A sales surplus for this area is largely attracted by Home Depot and also by dining and drinking establishments.
II. CORRIDOR CONTEXT

PEORIA AVENUE BRT LAND USE FRAMEWORK

• **41st Street South and Peoria Avenue.** While not the largest population of the station areas, this area is notable in several respects. It has the highest median household income (higher than the city's), the highest proportion of homeownership, and the highest level of educational attainment. It is also the oldest population of the seven station areas, reflecting more-established households. It hosts a variety of retailers (including groceries) and a variety of restaurant and drinking establishments, many of which act as regional draws and generate a net sales surplus for the area.

• **61st Street South and Peoria Avenue.** This is the most populous of the seven station areas, and also the area that has grown the fastest over the past five years (at a rate almost double the city's). Much of the retail household spending in this station area goes south to the Walmart Supercenter near 81st Street South & Lewis Avenue.

• **71st Street South and Trenton Avenue.** This second-most populous station area has been growing at a quick pace in recent years, ahead of the city's growth rate. The population is relatively well-educated. Existing retail is geographically dispersed and most day-to-day retail spending goes south to the Walmart Supercenter.

• **81st Street South and Lewis Avenue.** Anchored by Oral Roberts University, this station area is comprised of younger, lower-income households, more than a quarter of which have a bachelor’s degree. The Walmart Supercenter is one of the most influential retail anchors in the city, capturing a large portion of household spending from all three south station areas, and attracting destination shopping trips from other neighborhoods throughout Tulsa.

Figure 5 below provides a summary of the key demographics for each of the station areas, and assigns a 'Development Potential Index' score for each area based on the combined strength of the metrics. To calculate the development potential index, each demographic metric was ranked 1 to 7 based on the value of the associated demographic metric. The higher the ranking, the greater the assumed buying power of the local population.

The highest possible score a station can receive is 46. The development potential index is the summation of each individual metric's ranking (1 to 7). Based on this analysis, the 41st, 61st, and 71st stations have the highest potential for future development.

![Figure 5: Key Demographic and Economic Indicators for the Peoria BRT Corridor](image-url)

<table>
<thead>
<tr>
<th>DEMOGRAPHIC METRIC</th>
<th>38TH ST. NORTH &amp; PEORIA</th>
<th>PINE ST. &amp; PEORIA</th>
<th>11TH ST. SOUTH &amp; PEORIA</th>
<th>41ST ST. SOUTH &amp; PEORIA</th>
<th>61ST ST. SOUTH &amp; PEORIA</th>
<th>71ST ST. SOUTH &amp; TRENTON</th>
<th>81ST ST. SOUTH &amp; LEWIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>1,200</td>
<td>1,414</td>
<td>2,221</td>
<td>3,709</td>
<td>6,877</td>
<td>5,021</td>
<td>4,665</td>
</tr>
<tr>
<td>Population change (5 yrs)</td>
<td>+4.5%</td>
<td>+2%</td>
<td>+1.7%</td>
<td>+3.6%</td>
<td>+9.8%</td>
<td>+7%</td>
<td>0%</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$20,799</td>
<td>$20,850</td>
<td>$23,278</td>
<td>$51,601</td>
<td>$24,187</td>
<td>$31,332</td>
<td>$23,924</td>
</tr>
<tr>
<td>Median Age</td>
<td>30.2</td>
<td>25.0</td>
<td>35.2</td>
<td>41.0</td>
<td>30.8</td>
<td>31.0</td>
<td>23.8</td>
</tr>
<tr>
<td>Education: Bachelor's or higher</td>
<td>9%</td>
<td>15%</td>
<td>26%</td>
<td>43%</td>
<td>20%</td>
<td>29%</td>
<td>27%</td>
</tr>
<tr>
<td>Sales (Leakage) or Surplus</td>
<td>$(3M)</td>
<td>$37M</td>
<td>$(45M)</td>
<td>$(21M)</td>
<td>$(39M)</td>
<td>$(33M)</td>
<td>$(138M)</td>
</tr>
</tbody>
</table>

| Development Potential Index | 14 | 16 | 24 | 33 | 27 | 31 | 23 |

Figure 5 provides a summary of the key demographic and economic indicators for the Peoria BRT corridor.
Each Peoria Avenue Bus Rapid Transit Station has the potential to dramatically impact the area around it.

By harnessing the potential of this new transit service through careful planning and preparation, the neighborhoods surrounding each station can gain a powerful tool for guiding future development in accordance with their desired vision. If land use policies embrace the purpose of the proposed BRT route – providing better access and connectivity to transit– the stations can provide an opportunity to help spur the revitalization of existing areas, while also attracting new development.

The following section provides a detailed analysis of each of the seven high-priority BRT stations identified earlier in this report. Within each station area description, a summary of factors critical to future development are identified and discussed.
38TH STREET (N) & PEORIA AVENUE

38th Street North and Peoria Avenue, near Tulsa Tech’s Peoria campus, is the planned northern terminus of the BRT route and the proposed general location of an enhanced BRT station.

The Station is located within the area covered under the 36th Street North Corridor Small Area Plan, and sits in close proximity to the Comanche Park and Walt Whitman neighborhoods anchored off of 36th Street North. 36th Street North is the main east-west thoroughfare within the station area, and the only true east-west connection across Peoria Avenue within a half mile radius of the planned station. In this part of the corridor, Peoria Avenue is roughly 50 feet wide, with two lanes in each direction resulting in a highway-like character.

The station area is generally defined by a number of larger-scale uses and developments, including a large multi-family community owned by the Tulsa Housing Authority (Comanche Park), Tulsa Tech Community College, several government offices and institutions, and a few large churches (see Figure 6 on the facing page). Other important institutional uses include Whitman Elementary School located west of the Tulsa Tech campus, and Hawthorne Elementary School on the west side of Peoria just south of the 36th Street North and Peoria Avenue intersection.

With the exception of Comanche Park, the east side of Peoria Avenue is almost entirely comprised of undeveloped woodlands and some rural residential areas. Along Peoria Avenue, the areas north of Tulsa Tech are also mostly undeveloped until 46th Street North.

Within the immediate context of the planned BRT station, the majority of the city blocks are very large, irregularly shaped, and lack a consistent pattern or grid layout. Comanche Park in particular, which has an internal network of cul-de-sacs and dead end streets, has few connections to Peoria Avenue. In addition, the perimeter of the development is fenced in with a deep drainage swale along its frontage that further isolates and disconnects it from the surrounding area.
III. STATION AREAS

PEORIA AVENUE BRT LAND USE FRAMEWORK

FIGURE 6: 38TH STREET NORTH & PEORIA AVENUE STATION AREA ANALYSIS MAP

- Expansion of residential opportunities dependent upon suitability for development.
- May need to redevelop as denser mixed-use housing to fulfill “Town Center” approach.

Legend:
- Development Opportunity Site
- Policy - Land Use Conflict
- Water Body
- Busy Intersection
- Vacant Building
- Trail
- Pedestrian Barrier
- Parks & Open Space
- Arkansas River Corridor
- Downtown Core
- Downtown Neighborhood
- Existing Residential Neighborhood
- Mixed-Use Corridor
- Regional Center
- Town Center
- Neighborhood Center
- Main Street
- Employment

Legend:
- FIGURE 6: 38TH STREET NORTH & PEORIA AVENUE STATION AREA ANALYSIS MAP
III. STATION AREAS

FACTORS FOR DEVELOPMENT

The following information describes some of the practical considerations for developing future plans and land use strategies within the 38th Street North Station Area. Included is a brief examination of the envisioned land use, zoning, connectivity, and market conditions currently affecting the area.

ENVISIONED LAND USE

Current long-range plans for the station area envision that the immediate areas surrounding 36th Street North will take on a town center character, which requires future development to be somewhat taller and denser, and have a greater mix of uses than currently exists. Both the Tulsa Tech and Tulsa Educare campuses are currently shown as residential areas, which do not conform with existing or envisioned land use. The far southern end of the station area has a number of larger-scale industrial uses, which also diverge from future planned uses.

New development within the wooded areas to the immediate north, east, and south of Comanche Park will also need careful examination to determine their suitability for construction as part of future development planning efforts.

ZONING

As shown in Figure 7, the Comanche Park property is zoned RM-1 (Residential Multi-Family). The undeveloped southeast corner of the East 36th Street North and Peoria Avenue intersection is currently classified in the AG (Agricultural) district, however rezoning of this area is anticipated to accommodate envisioned long-term land use plans. Note that updates to the area’s zoning are currently underway in response to recent land use policy decisions (depicted in Figure 6).

The other three corners of that intersection and the west side of Peoria Avenue to the north are zoned CS (Commercial Shopping) which can accommodate a wide range of land uses. The far southwest portion of the study area is zoned for lower-density residential use (RS-3) which is also inconsistent with both current and planned land uses.

CONNECTIVITY

As noted previously, there is little interconnectivity between uses within the station area. As a result, the large blocks and wide roadways lead to increased traffic speeds on the arterial streets and reduced walkability. However, sidewalks buffered by a planting strip do exist along most of the corridor, with the exception of the west side of Peoria Avenue, south of 36th Street. The Osage Prairie Trail runs north-south through the station area, providing a great opportunity should additional pedestrian connections be made.

Finally, an basic analysis of traffic congestion based on Google Map data for the Monday morning peak period (8 AM) shows very little congestion within the study area, with the minor exception of some west bound backs up on 36th Street North at the Peoria Avenue intersection.

BRT STATION CONSIDERATIONS

The nearest crosswalk to this stop is more than 1,000 feet away on 36th Street North. As Peoria Avenue is four lanes wide without a pedestrian median, it is potentially unsafe for pedestrians to cross the roadway near the stop. When considering station siting and design, the right-of-way is around 15 feet narrower.
at 38th Street than it is at the nearby intersection of 36th Street. Streetscape enhancements are currently planned for 36th Street North between Peoria and Osage, however the new design does not include changes to the roadway configuration.

**MARKET CONDITIONS**

The 38th Street North & Peoria Avenue station area is the most challenging from a market perspective. It is the lowest-income of the station areas and has the lowest population density. Still, the neighborhood population has increased modestly in recent years after earlier population declines. Because of the low number of residents, total retail potential is small. The very small number of business establishments includes primarily social services and institutions. With only a handful of retail businesses, about half of available spending leaks outside the neighborhood.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>1/2-MILE RADIUS AROUND 38TH ST N &amp; PEORIA AVE</th>
<th>TULSA (CITY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population (2016)</td>
<td>1,200</td>
<td>411,880</td>
</tr>
<tr>
<td>Population (2010)</td>
<td>1,148</td>
<td>391,900</td>
</tr>
<tr>
<td>Population Change, 2010-2016</td>
<td>+4.5%</td>
<td>+5.0%</td>
</tr>
<tr>
<td>Median Age</td>
<td>30.2</td>
<td>35.7</td>
</tr>
<tr>
<td>Households (2016)</td>
<td>443</td>
<td>170,335</td>
</tr>
<tr>
<td>Average HH Size</td>
<td>2.6</td>
<td>2.4</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$20,799</td>
<td>$43,075</td>
</tr>
<tr>
<td>Bachelor’s Degree or Higher</td>
<td>9%</td>
<td>30%</td>
</tr>
<tr>
<td>Housing Units (2016)</td>
<td>469</td>
<td>186,726</td>
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<tr>
<td>Owner-Occupied</td>
<td>38%</td>
<td>47%</td>
</tr>
<tr>
<td>Renter-Occupied</td>
<td>57%</td>
<td>46%</td>
</tr>
<tr>
<td>Vacant</td>
<td>6%</td>
<td>12%</td>
</tr>
<tr>
<td>Total number of business entities</td>
<td>25</td>
<td>28,615</td>
</tr>
<tr>
<td>Total Retail Sales Leakage / Surplus</td>
<td>$(2,900,000)</td>
<td>$4,018,000,000</td>
</tr>
</tbody>
</table>

**KEY MARKET CHARACTERISTICS**

- Population projected to continue to increase modestly, after earlier declines.
- Majority minority neighborhood, with about 80% non-white population.
- Median household income is lowest among the seven station areas.
- Average age is younger and household size is larger, a reflection of households and families at earlier stages of development. Many households consist of young families and single parents with kids.
- Educational attainment is among the lowest of the seven station areas.
- The majority of residents rent their homes.
- Households shop for discounts and value, primarily at big-box stores, and therefore do most of their shopping outside of the neighborhood.
III. STATION AREAS

PEORIA AVENUE BRT LAND USE FRAMEWORK

PINE STREET & PEORIA AVENUE

The Pine Street and Peoria Avenue station area is located just north of US Highway 75 (Cherokee Expressway), in an area generally encompassed by the Dunbar, Seminole Hills, Cherokee, and Lansing neighborhoods.

North of Highway 75, the station area is covered under the Greenwood Heritage Neighborhoods Small Area Plan, and by the Crutchfield Neighborhood Plan south of the highway. With direct access to the highway, Pine Street is a critical east-west thoroughfare, and the major access point for non-residential development in the area.

As seen in the station area analysis map (Figure 9), there is a broad diversity of land uses within a half-mile radius of the station area, which can also vary significantly in form and character between one quadrant and the next. The single-family residential areas north of Pine Street comprise the heart of the surrounding community. Within the Dunbar neighborhood, located in the northwest quadrant, a number of vacant homes and properties exist, though some infill development and rehabilitation work has been noted recently.

There is a strong core of community’s resources and institutions, but they are generally spread throughout the study area, with the Lacy Community Center in the northwest quadrant, Booker T. Washington High School to the northeast, and the Morton Health Center, Hutcherson YMCA, Rudisill Regional Library, and Carver Middle School to the west/southwest. As a result, pedestrian activity is high – especially among area youth – with many residents traveling between these resources.

The southwest quadrant features a number of larger institutional uses – including the Morton Health Center, medical offices, and light manufacturing businesses as part of the Lansing Business Park.

The western corners of the primary intersection are currently vacant, while the eastern quadrants are occupied by a fast food restaurant and a gas station/convenience store. Seminole Hills Shopping Center – an important grocery-anchored retail center is located at the rear of the gas station to the northeast. At present, the shopping center is relatively under-utilized due to vacancies and expansive parking areas.

Southeast of Cherokee Expressway, the station area is defined by larger scale industrial developments, with a small pocket of single-family residential with notable disinvestment.

Peoria Avenue has been improved within the immediate station area with wide, properly buffered sidewalks, a dual purpose trail, upgraded bus facilities, and some planted median dividers in places. Peoria Avenue is roughly 68 feet wide with two lanes in each direction at Pine Street. In spite of the streetscape enhancements along this portion of the corridor, the width of the road and proximity to highway on/off ramps results in fast moving traffic and elevated roadway noise levels.

Looking North on Peoria Avenue – just south of Reading Street
III. STATION AREAS

EXISTING SALVAGE YARD(S) PRESENTS CONFLICTS WITH NEIGHBORHOOD CENTER DESIGNATION

INFILL OPPORTUNITIES EXIST THROUGHOUT AREA NORTHWEST OF THE PINE STREET & PEORIA AVENUE INTERSECTION

FRONTAGE / OUTLOT CAPACITY

REDEVELOPMENT OPPORTUNITIES EXIST AT SHOPPING CENTER DUE TO EXISTING BUILDING VACANCIES

EXISTING INDUSTRIAL LAND USES PRESENT CONFLICTS WITH TOWN CENTER DESIGNATION

BUSY INTERSECTION AND OVERPASS POSE PEDESTRIAN BARRIERS

FIGURE 9: PINE STREET & PEORIA AVENUE STATION AREA ANALYSIS MAP
III. STATION AREAS

The following information describes some of the practical considerations for developing future plans and land use strategies within the Pine Street Station Area.

ENVISIONED LAND USE

While long-range planning efforts are still underway as part of the Greenwood Heritage Neighborhoods Plan process, current plans for the neighborhood seek to promote a more neighborhood-focused approach to future commercial development.

As part of this vision, there may be potential to redevelop the Seminole Hills Shopping Center with a wider range of uses, and provide a better connection to the new senior housing development to the east. Additional infill development along the Peoria Avenue frontage is possible as well.

Currently, the areas southeast of the Cherokee Expressway are envisioned as having a ‘town center’ character, which would require a major conversion from their current use. With the highway acting as a significant barrier between this area and the planned BRT station, the potential for redevelopment to occur as envisioned may prove to be an on-going challenge.

ZONING

IM (Industrial-Medium) zoning is in place at the southeast corner of the Pine and Peoria intersection, where the fast food restaurant currently sits. The gas station property at the northeast corner is zoned CH (Commercial High), while the shopping center property to the rear of the gas station site is zoned CS (Commercial Shopping). The vacant northwest and southwest corners of the Pine and Peoria intersection are also zoned CS.

The residential neighborhood that lies on the west side of Peoria north of Pine Street is zoned RS-4 (Residential Single-Family). The area behind the shopping center to the west and northwest is zoned RM-1. Light Industrial (IL) zoning exists to the southwest along with some additional RM-1 zoning along both sides of the Cherokee Expressway.

CONNECTIVITY

Pedestrian travel is common in this station area, and is somewhat facilitated by public realm enhancements and a more typical rectangular block layout. However, block sizes do vary greatly within a ½ mile radius of the station, with a general size range between 325x325 feet to 900x325 feet. As previously noted, the Cherokee Expressway also creates a major disruption in the street layout as most streets on either side do not connect, and those that do have been noted as being extremely uncomfortable for pedestrians. This decreases walkability for those traveling from north to south and severely limits connectivity between the southeast area and planned BRT stations.

The 222 Bus runs along Pine Street, and provides an important opportunity for transit interconnectivity with the future BRT route along Peoria Avenue.

Due to the proximity of the highway and importance of Pine as an east-west connection, somewhat higher levels of traffic congestion have been noted within the station area then other parts of the corridor. Specifically, the southbound leg of Peoria Avenue just north of Pine, and heading eastbound on Pine just west of Peoria Avenue. These observations are based on Google Map data for the Monday morning peak period (8 AM).
III. STATION AREAS

BRT STATION CONSIDERATIONS
There are crosswalks at the primary intersection, however they are faded and no other pedestrian signage is evident. There is an existing bus pull-in in the northbound lane of Peoria Ave, but not in the southbound direction. The area adjacent to the southbound existing bus stop is seemingly vacant, non-residential land, which could provide sufficient ROW for a similar bus pull-in. Since there is traffic in the southbound lane north of Pine Street, a far side station may be beneficial.

MARKET CONDITIONS
The Pine Street and Peoria Avenue Station Area has a smaller population than many other station areas, with a number of single residents or single-parent households. However, the average household size is larger than the city’s average, with most households renting versus owning their homes. Lower income and higher unemployment levels in the area mean that many residents shop primarily at discount stores outside of the neighborhood. A low number of households (combined with low incomes) means total buying power is modest (about $8 million). But, because the neighborhood contains a number of fast-food and convenience-type businesses, there is an overall sales surplus, indicating spending capture from people outside the station area.

FIGURE 11: PINE STREET & PEORIA AVENUE MARKET OVERVIEW

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>1/2-MILE RADIUS AROUND PINE ST &amp; PEORIA AVE</th>
<th>TULSA (CITY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population (2016)</td>
<td>1,414</td>
<td>411,880</td>
</tr>
<tr>
<td>Population (2010)</td>
<td>1,389</td>
<td>391,900</td>
</tr>
<tr>
<td>Population Change, 2010-2016</td>
<td>+2%</td>
<td>+5.0%</td>
</tr>
<tr>
<td>Median Age</td>
<td>25.0</td>
<td>35.7</td>
</tr>
<tr>
<td>Households (2016)</td>
<td>532</td>
<td>170,335</td>
</tr>
<tr>
<td>Average HH Size</td>
<td>2.6</td>
<td>2.4</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$20,850</td>
<td>$43,075</td>
</tr>
<tr>
<td>Bachelor’s Degree or Higher</td>
<td>15%</td>
<td>30%</td>
</tr>
<tr>
<td>Owner-Occupied</td>
<td>24%</td>
<td>47%</td>
</tr>
<tr>
<td>Renter-Occupied</td>
<td>55%</td>
<td>46%</td>
</tr>
<tr>
<td>Vacant</td>
<td>20%</td>
<td>12%</td>
</tr>
<tr>
<td>Total number of business entities</td>
<td>101</td>
<td>28,615</td>
</tr>
<tr>
<td>Total Retail Sales Leakage / Surplus</td>
<td>$37,200,000</td>
<td>$4,018,000,000</td>
</tr>
</tbody>
</table>

KEY MARKET CHARACTERISTICS
- The neighborhood population is stable to growing very modestly, but not as fast as the city overall.
- Household size is larger and median age is very young, at 25 years old, indicating households at a formative stage. Most are single or single parents.
- Most households are renters.
- Commercial uses consist primarily of institutions (churches, healthcare, housing services).
- Fast-food (both chain and independent) make up the largest cluster of retail-type businesses, with liquor, beauty supplies, and hair salons also part of the mix.
- While there is an overall sales surplus for the neighborhood, most consumer goods purchases (e.g., “General Merchandise”) are made outside the neighborhood.
III. STATION AREAS

11TH STREET & PEORIA AVENUE

The 11th Street South Station Area site is located at the heart of the Peoria Avenue corridor, at a critical juncture point between Downtown Tulsa and the immediate neighborhoods to the east.

The station area sits right in the middle of the area covered under the 6th Street Infill Plan (to the north) and Utica Midtown Corridor Plan (to the southeast). For the most part, the station area is defined by traditional urban neighborhoods, including the Pearl District, Tracy Park, and Forest Orchard (see Figure 12). These neighborhoods are anchored by a set of important mixed-use corridors on 6th Street, 11th Street (Route 66), and 15th Street (Cherry Street) respectively. The far west edge of the station area includes portions of Tulsa’s central business district, however the Broken Arrow Expressway generally separates it from the Peoria Avenue corridor.

The west side of Peoria Avenue between East 6th Street and East 11th Street is bordered by large expanses of park and open space (Centennial Park, Oaklawn Cemetery, and Tracy Park), along with some office uses and an on-going townhome development (The Village at Central Park). The east side of Peoria Avenue at this location is lined by a mix of retail, service, and office uses, including some auto-oriented service businesses.

Sixth Street to the east, is an emerging area of storefront retail uses, with some vestiges of the area’s industrial and service uses remaining. Eleventh Street (historic Route 66) to the east of Peoria also shows signs of an area in transition from more auto-oriented service uses to retail and other commercial uses. The residential areas between these two corridors have begun to revitalize in recent years, though a number of vacant and run-down properties do provide additional opportunities for redevelopment.

The southeast quadrant of the study area – generally located between 11th Street and the Broken Arrow Expressway – features a slightly denser mix of residential building types, including a larger proportion of modest, stand-alone, multi-family developments. The Hillcrest Hospital complex sits at the eastern edge of the residential area, and serves as a major institutional use and employment center within the station area.

Within the station area, Peoria Avenue is generally 45 feet wide, with two lanes in each direction at 11th Street. Sidewalks and some pedestrian safety enhancements exist in certain locations, but are notable absent in others. Furthermore, most of the buildings fronting Peoria Avenue are located much closer to the street than in other station areas, bringing cars and pedestrians into close proximity. A lack of proper sidewalk buffers, combined with fast moving traffic, and specific line-of-site issues has resulted in elevated pedestrian-car conflicts in the immediate area. The 11th Street and Peoria intersection was specifically noted as a problem spot during public participation efforts.
III. STATION AREAS

PEORIA AVENUE BRT LAND USE FRAMEWORK

FIGURE 12: 11TH STREET SOUTH & PEORIA AVENUE STATION AREA ANALYSIS MAP
III. STATION AREAS

PEORIA AVENUE BRT LAND USE FRAMEWORK

FACTORS FOR DEVELOPMENT

The following information describes some of the practical considerations for developing future plans and land use strategies within the 11th Street Station Area.

ENVISIONED LAND USE

The current land use pattern of the 11th Street station area generally conforms with its envisioned long-range land use character. However, in order to fulfill the vision, increased density and an emphasis on mixed-use development – specifically along the primary corridors – is recommended.

ZONING

Zoning in the area is mixed, with CH (Commercial-High) as the dominant zoning along the east side of Peoria Avenue between East 11th and East 6th, and along both sides of Peoria south of East 11th Street. CH is also in place along the west side of Peoria north of East 6th street. Downtown Tulsa, located west of the Cherokee Expressway is zoned CBD (Central Business District). Form-based zoning (MPD-FBC) is applied along the west side of Peoria Avenue between East 11th and East 6th and at the intersection of the East 6th and Peoria and the northeast corner of 11th and Peoria. The area also contains a significant swath of IM (Industrial-Moderate) zoning to the northeast and east. Residential areas near the station area are zoned a mix of single-family and multi-family.

The station area’s current zoning generally conforms with current long-term land use plans. However, as the east side areas continue to revitalize, the industrial areas north of 6th Street may need to be reexamined to assess their compatibility with anticipated commercial and residential growth.

CONNECTIVITY

The 11th Street station area has a minimally interrupted street grid within the east side residential areas, with typical blocks around 330x445 feet. However, major impediments to pedestrian movement exist as a result of Highways 51 and 64 to the south and Highway 75 to the west. These disruptions in connectivity are a notable concern due to the centralized location of the study area and the importance of fostering walkable urbanism as a development strategy. Improvements that mitigate discomfort when traveling over or under highways, and along major arterial roadways (such as Peoria Avenue) should be considered an essential part of any future redevelopment plans.

This station area is also vitally important in the larger scheme of Tulsa’s transit system as there are a number of bus routes that connect within the area. Specifically the 112 and 222 Routes on 6th Street, and the 111 Route on 11th. In addition, a second BRT route is planned along 11th Avenue, making the 11th Street and Peoria Avenue intersection a critical juncture. In addition, recent plans have proposed a reconfiguration of 11th Street to become a single vehicular lane, with a bike lane, in each direction, changing the transportation dynamic of this prime intersection.

Google Map data for the Monday morning peak period (8 AM) shows very little congestion within the immediate context of the primary intersection which may change with the proposed 11th Street reconfiguration.

BRT STATION CONSIDERATIONS

As Peoria Avenue is much narrower here than along the rest of the route, it appears somewhat safer for pedestrians to cross the roadway. However, the inclusion of pedestrian infrastructure will still be
important near the future station. In addition, since the ROW is narrower here, there may need to be considerations for BRT station design that are different than the wider intersections.

**MARKET CONDITIONS**

The 11th Street and Peoria Avenue Station Area contains a modest-density population with stable to slow growth over the past six years. Incomes are modest (about 54% of the city’s median income) and most residents are renters. The neighborhood attracts sales from outside the station area, much of this a function of a Home Depot store near the half-mile radius boundary (the store attracts customers from its own radius of several miles), and restaurants. There is an assortment of smaller retail establishments but no full-line supermarket, meaning most grocery purchases are made elsewhere. Significantly, households skew a bit older, which is similar to the city’s median age and the median for the US as a whole, and a significant subset of the population is retired.

**KEY MARKET CHARACTERISTICS**

- The household size is smaller than the city’s, with more single-person households than other station areas.
- Most residents are renters; vacancies are higher than most other station area neighborhoods.
- The station area contains about 573 businesses, of which approximately 85 are retail, retail services, restaurants, or drinking establishments. Restaurants include primarily take-out, fast-food, and coffee; smaller retailers include apparel, vision, auto parts and repair, and housewares.
- There is a significant overall sales surplus in the station area, much of which can be attributed to Home Depot and the abundance of nearby eating and drinking establishments.
- Take-out and quick-service eating establishments reflect the lifestyles of household types in this station area, who tend to eat on the run.
- Grocery purchases are largely made elsewhere.
- General Merchandise purchases – the kind of consumer goods often bought at discount department stores – are made outside the station area.

### FIGURE 14: 11TH STREET SOUTH & PEORIA AVENUE 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>
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<tr>
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<td>26%</td>
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</tr>
<tr>
<td>Total Retail Sales Leakage / Surplus</td>
<td>$45,200,000</td>
<td>$4,018,000,000</td>
</tr>
</tbody>
</table>
Encompassed entirely by the Brookside neighborhood and the jurisdiction of the Brookside Infill Area Plan, the 41st Street station area is uniquely focused within the context of the Peoria Avenue BRT corridor. While the physical conditions and intensity of development vary to an extent, the overall land use patterns within the station area are quite consistent. In this area, Peoria Avenue looks and acts like a typical commercial corridor, with retail and service uses fronting the roadway, backed up by residential development.

Adjacent to the primary intersection of 41st Street and Peoria Avenue, surrounding land uses reflect the typical character of commercial shopping centers, with large anchor uses balanced with smaller stand-alone businesses. Just beyond the immediate intersection, existing land uses include a mix of grocery stores – Whole Foods and a recently-opened Reasor’s – as well as other retail, service, and restaurant uses. As opposed to Brookside’s more pedestrian-friendly and neighborhood-scaled commercial district located between 33rd and 36th Streets, the commercial areas within the study area are largely auto-oriented in nature. This character is particularly notable as one heads south along Peoria Avenue.

West of the main commercial frontage, the neighborhood’s residential areas are mostly single-family in nature, with a scattering of planned, multi-family developments off of 41st Street and along Riverside Drive. Residential uses to the east include a number of multi-family developments before transitioning to exclusively single-family. Of particular note is the recently built Enclave at Brookside development just northeast of the 41st Street and Peoria Avenue intersection. This high-end, multi-family development is quite dense – with a parking garage and shared amenities – yet sits comfortably within the context of the lower-density homes to the immediate north and east.

The standard urban form within the study area is that of a fairly consistent street grid, however larger and more curvilinear block patterns, are more prevalent in some of the higher end residential areas to the east. Public realm conditions are generally better in this station area than in most others, however in a number of locations, sidewalks are frequently interrupted by curb cuts or missing altogether. Buffers between sidewalks and the arterial roadways are generally missing along both Peoria Avenue and 41st Street – portions of 41st Street just east of Peoria are particularly bad. Combined with a general roadway width of 55 feet, two lanes of traffic in each direction, and generous turn radii, the result is an environment that can be very uncomfortable for pedestrians.
III. STATION AREAS

POCKETS OF MULTI-FAMILY RESIDENTIAL DEVELOPMENT EXIST ON THE WESTERN-MOST SIDE OF THE STATION AREA.

KEY CONNECTION ALONG 41ST STREET.

POOR PEDESTRIAN CONDITIONS

ABUNDANCE OF REDEVELOPMENT IN THIS AREA

MIXED-USED CORRIDOR SOUTH OF 41ST STREET.

FIGURE 15: 41ST STREET SOUTH & PEORIA AVENUE STATION AREA ANALYSIS MAP
III. STATION AREAS

FACTORS FOR DEVELOPMENT

The following information describes some of the practical considerations for developing future plans and land use strategies within the 41st Street Station Area.

ENVISIONED LAND USE

Current land use patterns within the station area generally align with the envisioned plans for future development. One exception noted in Figure 15 on the previous page, is that many of the commercial properties located between 41st Street and the heart of the Brookside corridor to the north (beginning at 36th Street) are auto-oriented in their form and design. In order to conform with the intended ‘Main Street’ character, concerted efforts to improve walkability will need to occur. This includes building form and orientation, curb cuts consolidation, parking lot relationships, and sidewalk widths, among other factors.

ZONING

CH (Commercial-High) is the primary commercial zoning in place along both Peoria and 41st Street. A mix of RM-1, RM-2, and RM-3 (Residential Multi-Family) borders the CH-zoned areas to the east, while areas to the west are mostly zoned RS-3 (Residential Single-Family).

CONNECTIVITY

As noted above, a range of public realm enhancements will be required to improve the overall walkability of the station area. Typical blocks within the area are around 345x600 feet, however in several instances – especially in the southeast quadrant – sub-divisions are cutoff from one another, severely impacting connectivity for all modes. The main bus connection within this area is Route 222 on 41st Street.

With the minor exception of the northbound segment of Peoria Avenue, just south of 41st Street, Google Map data for the Monday morning peak period (8 AM) shows very little vehicular congestion within the study area.

BRT STATION CONSIDERATIONS

In regard to pedestrian infrastructure, there are crosswalks at the intersection but the crossing distance is nearly 60 feet. As is the case with the other wider intersections, there may be opportunities for pedestrian signals or refuge islands. The land use surrounding the BRT stops is commercial with significant setbacks and/or parking lots. The large amount of lot parking (some unused) could provide an opportunity for station siting and infill development.

![Looking east on 41st Street, the sidewalk conditions near Whole Foods create a particularly bad environment for pedestrians.](image)

FIGURE 16: 41ST STREET SOUTH STATION AREA ZONING MAP
MARKET CONDITIONS
Within the Brookside station area around 41st Street and Peoria Avenue, the community has higher education levels and levels of affluence than other stations areas, and is significantly more affluent than the city as a whole. While it is not defined as “high income” (the US median household income is about $53,500), the station area does border on affluent Tulsa neighborhoods. It is the only station area where there is a greater proportion of homeowners than renters, with the ownership rate about equal to the city. Many upscale chains (e.g., Whole Foods, Trader Joe’s) have gravitated to Brookside and draw people from throughout Tulsa.

The district’s function as a retail anchor is reflected in gross retail sales and sales surpluses: total retail sales are $97 million, with a sales surplus of $21 million over available household spending. Among the seven station areas, its retail performance is second only to the 81st Street station area (with its Walmart Supercenter), though they serve different customers.

FIGURE 17: 41ST STREET SOUTH & PEORIA AVENUE MARKET OVERVIEW

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>1/2-MILE RADIUS AROUND 41ST ST S &amp; PEORIA AVE</th>
<th>TULSA (CITY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population (2016)</td>
<td>3,709</td>
<td>411,880</td>
</tr>
<tr>
<td>Population Change, 2010-2016</td>
<td>+3.6%</td>
<td>+5.0%</td>
</tr>
<tr>
<td>Median Age</td>
<td>41.0</td>
<td>35.7</td>
</tr>
<tr>
<td>Households (2016)</td>
<td>2,045</td>
<td>170,335</td>
</tr>
<tr>
<td>Average HH Size</td>
<td>1.8</td>
<td>2.4</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$51,601</td>
<td>$43,075</td>
</tr>
<tr>
<td>Bachelor’s Degree or Higher</td>
<td>43%</td>
<td>30%</td>
</tr>
<tr>
<td>Owner-Occupied</td>
<td>47%</td>
<td>47%</td>
</tr>
<tr>
<td>Renter-Occupied</td>
<td>39%</td>
<td>46%</td>
</tr>
<tr>
<td>Vacant</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Total number of business entities</td>
<td>233</td>
<td>28,615</td>
</tr>
<tr>
<td>Total Retail Sales Leakage / Surplus</td>
<td>$21,400,000</td>
<td>$4,018,000,000</td>
</tr>
</tbody>
</table>

KEY MARKET CHARACTERISTICS
• Population growth is healthy, though slower than the city as a whole.
• Household size is small, reflecting many single-person households.
• Because area residents are more affluent, they may be more willing to pay for natural, organic, and “green” products.
• Of the 233 business entities, about 77 are retailers, retail services, or restaurants and drinking establishments. They reflect a wide mix of chains and independents, including jewelry, vision care, art supplies, groceries, home décor, pharmacy, and others.
• Because of the anchor food stores (including a Walmart Neighborhood Market), grocery sales far exceed neighborhood spending, by about seven-fold.
• Restaurant and drinking establishments are also a strong component to this market, capturing about 50% more spending than is available from households in the half-mile radius.
The planned BRT station at the intersection of 61st Street South and Peoria Avenue sit within a unique community area with a variety of local businesses, and a diverse range of housing types.

Within the station area, Peoria Avenue is largely auto-oriented, with typical streetscape conditions in relatively poor shape. Despite this, pedestrian and bike traffic is quite high along the corridor, as many area residents frequent local businesses.

Similar to the 41st Street station area, the general pattern of land use is that of a typical arterial corridor, with commercial uses immediately adjacent to the primary roadway and residential uses behind them. The majority of the retail commercial uses fronting Peoria Avenue are located in strip malls, however there are also a number of automotive service-related uses on individual lots as well.

The 61st Street and Peoria Avenue intersection is indicative of the typical land use mix noted above, with a gas station/convenience store, tire shop, truck/trailer rental business, and a pawn shop lining the intersection. Other uses along Peoria Avenue in the area include a car wash, storefront church, and an assortment of independent restaurants. Warehouse Market, located on Peoria Avenue one block south of 61st Street is an important commercial use in the area and major neighborhood landmark. Commercial uses are also present along the 61st Street frontage to the west, which is occupied by an older retail center, gas station/convenience store, and day care center, along with some older multi-family residential developments.

West of Peoria Avenue, the bulk of the station area is comprised of planned multi-family developments that are relatively large in scale. In between these developments are a number of smaller, stand-alone multi-family developments (typically 2-4 units), as well as some single-family homes. Vacant or blighted buildings are also relatively common in the areas west of Peoria Avenue. The far west edge of the study area is defined by Riverside Drive, the Arkansas River and associated parks and open spaces. The proximity of these resources, at less than one-half mile west of the main intersection, is a major asset for the area.

East of Peoria Avenue, a mix of planned multi-family developments help to provide a transition between the commercial properties fronting the corridor, and the single-family neighborhoods further to the east. Similar to the west side, the east side of the study area has a number of properties available for development, however in these instances the available land does not appear to have been previously developed.

Reflective of the area’s auto-oriented character, Peoria Avenue is 88 feet with two lanes in each direction at 61st Street, though it does narrow to 35 feet just north and south of the intersection.
III. STATION AREAS

PEORIA AVENUE BRT LAND USE FRAMEWORK

**FIGURE 18: 61ST STREET SOUTH & PEORIA AVENUE STATION AREA ANALYSIS MAP**

- **Stable Single-Family Residential Development**
- **Opportunity for Enhanced Park Facilities**
- **Wide Road**
- **Dangerous Intersection, Heavy Pedestrian Crossing**
- **MIX OF FRONTAGE CONDITIONS IN NOTABLY POOR CONDITIONS ADJACENT TO STRIP MALLS. CURB CUTS. LACK OF SIDEWALKS.**
- **Five Lanes Reduced to Three**
- **Market is a Key Destination, But Frontage Conditions Are Poor and Dangerous for Pedestrians**
- **Existing Land Use Presents Conflicts with Proposed Main Street Uses**

**LEGEND**

- DEVELOPMENT OPPORTUNITY SITE
- POLICY - LAND USE CONFLICT
- WATER BODY
- BUSY INTERSECTION
- VACANT BUILDING
- TRAIL
- PEDESTRIAN BARRIER
- PARKS & OPEN SPACE
- ARKANSAS RIVER CORRIDOR
- DOWNTOWN CORE
- DOWNTOWN NEIGHBORHOOD
- REGIONAL CENTER
- TOWN CENTER
- NEIGHBORHOOD CENTER
- MIXED-USE CORRIDOR
- MAIN STREET
- EXISTING RESIDENTIAL NEIGHBORHOOD
- NEW RESIDENTIAL NEIGHBORHOOD
- EMPLOYMENT
The following information describes some of the practical considerations for developing future plans and land use strategies within the 61st Street South Station Area.

**ENVISIONED LAND USE**

The planned long-term land uses established by the city’s Comprehensive Plan are generally in alignment with the area’s prevailing land uses and character. One conflict does exist however, along the east side of Peoria Avenue, south of 62nd Street. This portion of the corridor has been identified as potentially transitioning into a ‘Main Street’ designation, as opposed to the ‘Mixed-Use Corridor’ designation prescribed for the rest of Peoria Avenue. Doing so would require a much greater emphasis on pedestrian-oriented uses, which are not currently present in form or character. An alternative ‘node’ approach, which focuses more walkable uses around the 61st Street intersection may warrant consideration. This approach could utilize a different land use type – such as a ‘Neighborhood Center’ designation – to achieve a similar goal as intended by the Comprehensive Plan.

**ZONING**

CS (Commercial Shopping) zoning lines Peoria Avenue to the north and south, and 61st Street to the east and west of the 61st Street and Peoria Avenue intersection. RM-2 (Residential Multi-Family) zoning borders the CS zoning to the east and west. Both designations are consistent with the land use goals envisioned for the area.

**CONNECTIVITY**

The street network in this station area is relatively inconsistent, with block lengths varying greatly in size from 1,300x265 feet to 325x500 feet. In addition, many streets are only two to five blocks long and do not connect to 61st Street or Peoria Avenue, further decreasing walkability. Along Peoria Avenue, sidewalks are not continuous in many areas and pedestrians are likely to encounter a number of obstacles and harsh conditions within the public right-of-way. Due to the prevalence of pedestrians in this area, and the surrounding community’s increased reliance on public transportation, improving pedestrian conditions and safety will be a critical factor in future redevelopment efforts.

Traffic analysis shows little to no north/south traffic congestion on Peoria Avenue near 61st Street, with a further reduction in traffic counts expected once Riverside Drive reopens after on-going construction.

**BRT STATION CONSIDERATIONS**

The issues for this intersection are similar to 41st Street. While there are crosswalks, the intersection is very wide which does not foster a safe pedestrian environment. Since the right-of-way is much narrower north and south of the intersection, there may be an opportunity to use a larger portion of the public realm for a BRT station while maintaining the flow of traffic.

*FIGURE 19: 61ST STREET SOUTH STATION AREA ZONING*
III. STATION AREAS

KEY MARKET CHARACTERISTICS

- Population is increasing at almost double the rate of the city.
- This is the densest station area by resident population.
- Median age is young and many households are singles or single parents with children.
- Median household incomes are much lower than the city’s.
- Most residents are renters.
- Of approximately 223 commercial entities, about 45 are retail, retail services, or food/drinking establishments. These include restaurants, pizza, pharmacy, cell phones, auto parts and repair, and value-oriented groceries.
- The relatively high proportion of Hispanic residents (23%) is reflected in some aspects of the business mix, particularly restaurants.

MARKET CONDITIONS

The area around the 61st Street and Peoria Avenue station has experienced the largest recent population gains (on an absolute and percentage basis) of all the station areas, growing at a rate almost double that of the city. The 9.8% population increase since 2010 represents about 237 new households, making it the station area with the greatest population density.

Though household size is just slightly smaller than the city’s, this neighborhood hosts a lot of single-person households and single parents with children. The neighborhood includes an assortment of retail and retail services, but it still leaks about $38.5 million out of $50.9 million in household spending. With their modest incomes and limited transportation options, households in this area are budget-conscious and tend to shop at discount stores, which are more common in and around the area.

FIGURE 20: 61ST STREET SOUTH & PEORIA AVENUE MARKET OVERVIEW

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>1/2-MILE RADIUS AROUND 61ST ST &amp; PEORIA AVE</th>
<th>TULSA (CITY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population (2016)</td>
<td>6,877</td>
<td>411,880</td>
</tr>
<tr>
<td>Population (2010)</td>
<td>6,263</td>
<td>391,900</td>
</tr>
<tr>
<td>Population Change, 2010-2016</td>
<td>+9.8%</td>
<td>+5.0%</td>
</tr>
<tr>
<td>Median Age</td>
<td>30.8</td>
<td>35.7</td>
</tr>
<tr>
<td>Households (2016)</td>
<td>2,918</td>
<td>170,335</td>
</tr>
<tr>
<td>Average HH Size</td>
<td>2.3</td>
<td>2.4</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$24,187</td>
<td>$43,075</td>
</tr>
<tr>
<td>Bachelor’s Degree or Higher</td>
<td>20%</td>
<td>30%</td>
</tr>
<tr>
<td>Housing Units (2016)</td>
<td>3,550</td>
<td>186,726</td>
</tr>
<tr>
<td>Owner-Occupied</td>
<td>15%</td>
<td>47%</td>
</tr>
<tr>
<td>Renter-Occupied</td>
<td>67%</td>
<td>46%</td>
</tr>
<tr>
<td>Vacant</td>
<td>18%</td>
<td>12%</td>
</tr>
<tr>
<td>Total number of business entities</td>
<td>223</td>
<td>28,615</td>
</tr>
<tr>
<td>Total Retail Sales Leakage / Surplus</td>
<td>$(38,500,000)</td>
<td>$4,018,000,000</td>
</tr>
</tbody>
</table>
III. STATION AREAS

71ST STREET & TRENTON AVENUE

Turning east onto 71st Street, the Peoria BRT route includes major stations near the intersection of 71st Street and Trenton Avenue that will serve a number of dense residential developments and employment centers.

This station area – centered on 71st Street – serves as the southern boundary of the Riverwood Neighborhood Plan area, as well as the South Peoria neighborhood. On its face, 71st Street is typical of many larger-scale arterial corridors with an auto-oriented character; however, the study area contains a robust mix of land uses and development intensities.

Near the intersection of 71st Street and Peoria Avenue/Riverside Drive, there is a predominance of smaller, stand-alone, auto-oriented uses – fast food establishments in particular. Proceeding east, the size of the developments begins to increase and diversify in nature. Between the cluster of fast food restaurants and Joe Creek to the west, there is a large church (housed within a former big-box store), several office/business service uses, and two large-scale multi-family residential developments. Just off of the northwest corner of Trenton Avenue & 71st, there is also a large self-storage facility. These are accompanied by vast parking lots.

East of Joe Creek the pattern of larger scale developments and diverse uses continues until the east edge of the station area. Between the creek and Wallenberg Drive/Wheeling Avenue, there are a pair of large scale residential developments, and the Zarrow Campus, which includes the Charles Schusterman Jewish Community Center and a retirement facility, which serves as a transitional use. East of Wallenberg Drive/Wheeling Avenue, the land use designation formally changes to ‘Regional Center’, which is illustrated by a large office development on the north side of 71st Street, and the Marriott Tulsa Hotel complex on the south side. The Marriott campus, which is ringed by Wheeling Avenue/73rd Street, has a number of extensive surface parking lots, as well as some undeveloped parcels towards the south side of the property that may present opportunities for future development.

North of the 71st Street, the station area is generally comprised of residential uses, including a mix of single-family subdivisions, as well as some larger and more modern multi-family developments.

The far west edge of the station area is defined by the Arkansas River and southern end of the River Parks Trail system. The area’s proximity to these resources, as well as an abundance of associated open space serves as a substantial asset for station area residents.

Though it features a number of streetscape enhancements – including planted medians and sidewalk buffer areas, 71st Street still remains a very wide roadway at 92 feet with 3 travel lanes in each direction (at Trenton Ave). As a result, frontage conditions will need to be thoughtfully addressed as part of any future improvements.
III. STATION AREAS

PEORIA AVENUE BRT LAND USE FRAMEWORK

FIGURE 21: 71ST STREET SOUTH & TRENTON AVENUE STATION AREA ANALYSIS MAP

- MIX OF DEVELOPMENT TYPES WITH DECENT FRONTAGE CONDITIONS ALONG THE WIDE, BOULEVARD-STYLE ROAD
- NEW, LARGER SINGLE-FAMILY RESIDENTIAL DEVELOPMENT
- MIX OF SINGLE- AND MULTI-FAMILY RESIDENTIAL
- KEY TRAIL CONNECTION OPPORTUNITY, EXISTING CONNECTIVITY LIMITED
- POOR PEDESTRIAN CONDITIONS ACROSS BRIDGE
- PEORIA AVENUE BRT LAND USE FRAMEWORK

LEGEND
- DEVELOPMENT OPPORTUNITY SITE
- POLICY - LAND USE CONFLICT
- WATER BODY
- BUSY INTERSECTION
- VACANT BUILDING
- TRAIL
- PEDESTRIAN BARRIER
- PARKS & OPEN SPACE
- ARKANSAS RIVER CORRIDOR
- DOWNTOWN CORE
- DOWNTOWN NEIGHBORHOOD
- REGIONAL CENTER
- TOWN CENTER
- NEIGHBORHOOD CENTER
- MIXED-USE CORRIDOR
- MAIN STREET
- EXISTING RESIDENTIAL NEIGHBORHOOD
- NEW RESIDENTIAL NEIGHBORHOOD
- EMPLOYMENT
The following information describes some of the practical considerations for developing future plans and land use strategies within the 71st Street and Trenton Avenue station area.

ENVISIONED LAND USE

Though quite diverse, the envisioned land uses for the station area appear to fit the existing pattern and character of development. Much of the land fronting 71st Street (west of Joe Creek) is prescribed as ‘Town Center’ development, which is appropriate, however many of the uses in these areas do not appear to fully fulfill the envisioned character standard. Several of these contiguous properties have been noted on the Station Area’s Land Use Analysis Map shown on the preceding page (Figure 21), which may provide for some longer-term redevelopment opportunities that better match the proposed character.

ZONING

The station area is generally zoned commercial shopping (CS), office (OL and OM), and multi-family (RM), although most of the area’s base zoning is modified by approved PUDs (planned unit development).

CONNECTIVITY

Relative to the area’s existing land use mix, there isn’t a consistent street grid in this station area. The residential areas feature short, one-block length streets, many dead ends and cul-de-sacs, which do not connect to 71st Street. In addition, the area is segmented by Joe Creek, which poses a specific challenge to connectivity. As a result, walkability is very low here, as pedestrians have few options to travel either north/south or east/west. Blocks are around 225x 400 feet, but do vary greatly.

Though not located immediately at the stations planned at Trenton Avenue, the 471 Bus connects with the planned BRT route at the intersection of 73rd Street and Wheeling Avenue.

Though 71st Street is a well-traveled corridor, in the morning peak-period, there is a low amount of congestion on 71st Street South. However, the intersections of South Trenton Avenue and South Wheeling Avenue do have congestion as vehicles travel north to south.

BRT STATION CONSIDERATIONS

71st Street is an extremely wide intersection, which may pose an issue to pedestrians without adequate signalization or signage. However, since the right-of-way is so wide, there may be greater opportunity for a BRT station while maintaining adequate travel lanes. The large setbacks and parking lots of the commercial buildings is an additional consideration for design.
MARKET CONDITIONS

The population around the 71st Street South and Trenton Avenue station area is increasing steadily, and ahead of the city’s growth rate overall. The neighborhood is majority non-white (51%) with a substantial Hispanic population (18%). While household incomes are modest compared to the city and the US, they are second-highest among station areas on the proposed BRT route. Household size is notably small, reflecting a preponderance of single-person households. As with most station areas, they are mostly renters. More than half of available household spending leaves the immediate neighborhood, partly as a function of core convenience goods.

KEY MARKET CHARACTERISTICS

- Population is increasing faster than the city.
- Median age is young and household size is small, reflecting households at an early stage in their formation.
- Median household income is higher than most other station areas, though significantly lower than the city.
- Of the 371 commercial entities, about 45 are classified as retail or restaurants, though the number of true retailers is actually smaller.
- Because area residents are a bit more affluent, they may be more willing to pay for natural, organic, and “green” products.
- Neighborhood is relatively dense compared to other station areas.
- The neighborhood leaks more than half of its available household spending (particularly groceries) to other places, though it captures a surplus of spending in restaurants and drinking places.
- Most residents are renters, as is typical for younger, smaller households.
- There are a handful of restaurants (primarily fast food), coffee, apparel, jewelry, home furnishings (e.g., mattresses), fitness and personal care stores, but the physical nature of the district means these businesses are scattered rather than clustered around the actual proposed BRT station.

FIGURE 23: 71ST STREET SOUTH & TRENTON AVENUE MARKET OVERVIEW

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>1/2-MILE RADIUS AROUND 71ST ST S &amp; TRENTON AVE</th>
<th>TULSA (CITY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population (2016)</td>
<td>5,021</td>
<td>411,880</td>
</tr>
<tr>
<td>Population Change, 2010-2016</td>
<td>+7%</td>
<td>+5.0%</td>
</tr>
<tr>
<td>Median Age</td>
<td>31.0</td>
<td>35.7</td>
</tr>
<tr>
<td>Households (2016)</td>
<td>2,539</td>
<td>170,335</td>
</tr>
<tr>
<td>Average HH Size</td>
<td>1.95</td>
<td>2.4</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$31,332</td>
<td>$43,075</td>
</tr>
<tr>
<td>Bachelor’s Degree or Higher</td>
<td>29%</td>
<td>30%</td>
</tr>
<tr>
<td>Housing Units (2016)</td>
<td>3,007</td>
<td>186,726</td>
</tr>
<tr>
<td>Owner-Occupied</td>
<td>19%</td>
<td>47%</td>
</tr>
<tr>
<td>Renter-Occupied</td>
<td>66%</td>
<td>46%</td>
</tr>
<tr>
<td>Vacant</td>
<td>16%</td>
<td>12%</td>
</tr>
<tr>
<td>Total number of business entities</td>
<td>371</td>
<td>28,615</td>
</tr>
<tr>
<td>Total Retail Sales Leakage / Surplus</td>
<td>$(33,200,000)</td>
<td>$4,018,000,000</td>
</tr>
</tbody>
</table>
The 81st Street and Lewis Avenue station, centered on the intersection of Lewis Avenue and East 81st Street, is the planned southern terminus of the Peoria Avenue BRT route.

While the 81st Street station area does not formally include any neighborhood associations, nor is it governed by any Small Area Plans, it does feature a number of major institutional uses that play a similar role. Chief among these groups is Oral Roberts University, which comprises the entire eastern half of the station area.

The northeast quadrant of the station area contains the Oral Roberts University campus and the Mabee Center, however both of these uses are set far back from Lewis Avenue by large open spaces and expansive surface parking lots, respectively. In the case of the Mabee Center, the facility’s parking lots abut the 81st Street and Lewis Avenue intersection with little to no buffer between the lot and adjacent streetscape. Where these lots front the public right-of-way, there may be potential for infill development, which would provide an added benefit of improving the poor physical appearance that currently exists at the intersection.

The southeast portion is anchored by CityPlex Towers, a three-tower office complex that was formerly home to the university’s now defunct City of Faith Medical and Research Center. This development is also located quite far off of the primary intersection, creating the potential for an extensive amount of infill development. Currently, the bulk of the complex’s parking lots are located away from the area’s major thoroughfares, a practice that should be adhered to with any new development adjacent to the primary intersection. The Army Corps of Engineers has plans to relocate approximately 500 employees to this office building, injecting a daytime population of people into the area.

The western edge of the station area is bounded by a new shopping center (The Plaza) to the southwest, and a typical destination retail center to the northwest that includes a gas station, fast food restaurant, hotel and large-format retailer (Walmart Supercenter). Similar to the east side uses, the Walmart shopping center is defined by expansive parking areas that are poorly screened or buffered from the adjacent thoroughfares. The perimeter of this site has potential for infill development as well. Further north along Lewis Avenue is the Victory Christian Center complex, which is another major development with similar issues and opportunities as the other dominant uses described previously.

The northwestern portion of the station area includes a very large, and more modern, multi-family residential development centered on Wheeling Avenue. South of 81st Street are a number of large, vacant tracts of land which could provide significant opportunities for development within the station area. One parcel, located immediately south of the Walmart shopping center may be desirable for the southern BRT terminal, given is proximity to the surrounding uses. Finally, the River Spirit Casino and its associated facilities fill in the far southwest portion of the study area. This large complex, located between Riverside Drive and the Arkansas River is a major regional destination.

At 81st Street, Lewis Avenue is 80 feet wide with 2 travel lanes, and a median divider near the intersection.
III. STATION AREAS

PEORIA AVENUE BRT LAND USE FRAMEWORK

FIGURE 24: BIST STREET SOUTH & LEWIS AVENUE STATION AREA ANALYSIS MAP

- NEWER MULTI-FAMILY RESIDENTIAL DEVELOPMENT
- POTENTIAL LOCATION FOR MAJOR BRT TERMINAL
- POOR TO NO CONNECTIVITY ACROSS RIVERSIDE PARKWAY
- LACK OF SIDEWALKS ALONG BOTH SIDES OF LEWIS, SOUTH OF BIST
- INTERSECTION IN POOR CONDITION
- INSTITUTIONAL, MULTI-FAMILY, SHOPPING, AND BIG BOX RETAIL USES
- OPPORTUNITIES FOR INFILL / FRONTAGE
- INEFFICIENT DEVELOPMENT PATTERN / USE OF LAND, ESPECIALLY EAST OF LEWIS AVENUE.

LEGEND
- DEVELOPMENT OPPORTUNITY SITE
- POLICY - LAND USE CONFLICT
- WATER BODY
- BUSY INTERSECTION
- VACANT BUILDING
- TRAIL
- PEDESTRIAN BARRIER
- PARKS & OPEN SPACE
- ARKANSAS RIVER CORRIDOR
- DOWNTOWN CORE
- DOWNTOWN NEIGHBORHOOD
- REGIONAL CENTER
- TOWN CENTER
- NEIGHBORHOOD CENTER
- MIXED-USE CORRIDOR
- MAIN STREET
- EXISTING RESIDENTIAL NEIGHBORHOOD
- NEW RESIDENTIAL NEIGHBORHOOD
- EMPLOYMENT
FACTORS FOR DEVELOPMENT

The following information describes some of the practical considerations for developing future plans and land use strategies within the 81st Street and Lewis Avenue station area.

ENVISIONED LAND USE
The station area’s envisioned land use designations currently fit the existing character and pattern of development. However, as noted in the previous description of the station area, the layout of a number of sites has resulted in an inefficient use of land, which presents future opportunities to capitalize on the numerous destinations located within the area.

ZONING
Much of the station was developed as part of various Planned Unit Developments (PUD), which has resulted in many of the existing developments not fitting their underlying zoning designations. A notable example is the Oral Roberts University campus, which is zoned RS-3 (Residential Single-Family) and radically out of character for the actual development.

The City Plex Towers site is zoned OM (Office-Medium), which generally fits the site, however the OM district does not express permit commercial use, and may therefore hamper potential development plans. Similarly, Office-Medium (OM) zoning is in place to the west of the Wal-Mart and Hotel site along Lewis, which does not adequately reflect the area’s current use.

Near the primary intersection, the west side of Lewis Avenue is mostly zoned CS (Commercial Shopping). RM-1 (Residential Multi-Family) borders the western edge of The Plaza shopping center site at the southwest corners of the East 81st Street and Lewis intersection.

CONNECTIVITY
As a result of residential development being scattered in disconnected blocks with no semblance of an urban grid, pedestrians must travel long distances to reach nearby commercial and institutional uses. In addition, very few local streets or access drives connect to the arterials. Due to these factors, along with the area’s wide streets and large parking lots, walkability is much lower here than near the other proposed stations.

Currently, the 112 Bus is the only transit connection within the study area. However, due to the station area’s proximity to several major regional destinations, and it being the southern terminus of the BRT route, there may be potential for increased transit (either public or private) connectivity here in the future.

The intersection of Lewis Avenue and 81st Street South shows no congestion during the morning peak period, however back-ups during events and performances might be expected.

BRT STATION CONSIDERATIONS
The disconnected sidewalk poses an issue for pedestrians at this intersection. A lack of sidewalks would decrease overall access to any potential BRT station in this area. The large parking lots in the area provide the potential opportunity for acquiring property along the right-of-way or integrating a station within a new development.
III. STATION AREAS

MARKET CONDITIONS

This station area is the third most populous of the seven station areas, but it serves as a retail anchor for a large portion of the city around it – a function of the Walmart Supercenter. The population is stable in size, but is also very young, with a median age of only 23.8 years. Typically, undergraduate students (such as those at Oral Roberts University) are counted at the place of their permanent residence, but graduate students are usually considered to be residing locally. The household size, which is similar to the city’s, likely reflects a younger population with younger aged households. The extreme surplus sales capture in retail and dining (more than five times the available household spending) confirms that this area is a shopping destination. Most businesses are auto-oriented, though many customers currently arrive by bus.

KEY MARKET CHARACTERISTICS

- Station area population has remained unchanged since 2010.
- Household size is similar to the city but extremely young. This is likely influenced by the presence of Oral Roberts University.
- The station area is racially more diverse than the city, but has about the same proportion of Hispanic residents.
- The proportion of renters to homeowners is very high at 82%, and far higher than any other station area. This is a likely reflection of a transient population with connections to the university.
- The district functions as a retail draw for much of south Tulsa. Its surplus in retail sales capture (almost $140 million) is a reflection of sales leakage in other station areas and nearby neighborhoods.
- Of the 238 commercial entities in the area, 52 are categorized as retail or retail services, or restaurants. In addition to Walmart, these businesses include restaurants (primarily fast-food chains and campus food services), coffee, gift shops, and auto parts and repair.
- Unlike other station areas, this area includes a hotel and hospitality-related businesses (in connection with both the hotel and the university).

FIGURE 26: 81ST STREET SOUTH & LEWIS AVENUE MARKET OVERVIEW

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>1/2-MILE RADIUS AROUND 81ST ST S &amp; LEWIS AVE</th>
<th>TULSA (CITY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population (2016)</td>
<td>4,665</td>
<td>411,880</td>
</tr>
<tr>
<td>Population (2010)</td>
<td>4,690</td>
<td>391,900</td>
</tr>
<tr>
<td>Population Change, 2010-2016</td>
<td>0%</td>
<td>+5.0%</td>
</tr>
<tr>
<td>Median Age</td>
<td>23.8</td>
<td>35.7</td>
</tr>
<tr>
<td>Households (2016)</td>
<td>1,314</td>
<td>170,335</td>
</tr>
<tr>
<td>Average HH Size</td>
<td>2.4</td>
<td>2.4</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$23,924</td>
<td>$43,075</td>
</tr>
<tr>
<td>Bachelor’s Degree or Higher</td>
<td>27%</td>
<td>30%</td>
</tr>
<tr>
<td>Housing Units (2016)</td>
<td>1,500</td>
<td>186,726</td>
</tr>
<tr>
<td>Owner-Occupied</td>
<td>6%</td>
<td>47%</td>
</tr>
<tr>
<td>Renter-Occupied</td>
<td>82%</td>
<td>46%</td>
</tr>
<tr>
<td>Vacant</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Total number of business entities</td>
<td>238</td>
<td>28,615</td>
</tr>
<tr>
<td>Total Retail Sales Leakage / Surplus</td>
<td>$138,600,000</td>
<td>$4,018,000,000</td>
</tr>
</tbody>
</table>
A fundamental component of any successful strategic planning effort is community engagement. Employing a multi-layered public process enables the identification of shared priorities. It also enables the establishment of a preferred civic character and identity.
Beyond information gathering, a robust, multi-phased public process also plays an important role in ensuring a smooth transition into implementation. Direct participation in the planning process – when community members are able to be seen and heard – fosters trust between neighbors, of elected officials responsible for enacting policy, and in the project itself. By bringing the community together to develop a shared vision for the corridor, a target is established by which progress can be measured. Additionally, harnessing the energy and excitement generated through public participation efforts is particularly essential during the early phases of a long-term strategic development effort because the tangible effects of such planning will only occur over time.

The public process for the Peoria Avenue BRT Land Use Framework utilized the methods described on the following page. When results of these outreach methods are synthesized, common themes and ideas are revealed. These common themes and ideas are described in the following pages.
IV. COMMUNITY INPUT SUMMARY

PEORIA AVENUE BRT LAND USE FRAMEWORK

STAKEHOLDER INTERVIEWS + FOCUS GROUPS
One on one and small group meetings facilitated to obtain the unique insight of key business and property owners, neighborhood residents, local developers, real estate professionals, service agencies, design professionals, and City leaders.

PROJECT WEBSITE + SOCIAL MEDIA
Digital platforms used to distribute information and updates about the planning process to the greater Tulsa community. This public portal was used to access documents generated during the process and the online community survey.

COMMUNITY WORKSHOPS
Public workshops facilitated to generate ideas, garner feedback on concerns, opportunities, and aesthetic preferences, and evaluate plan options. More information on the results of the community workshop can be found on the following pages.

ONLINE SURVEYS
Dynamic participation tools used to reach a broad audience and provide a venue for private, honest feedback while also achieving measurable results. Surveys were accessed via the project website and social media pages.

COMMUNITY ‘WALKSHOPS’
Walking tours conducted in the vicinity of major station area locations providing residents, city officials, stakeholders, and consultant team members with an opportunity to directly observe, experience, and discuss current physical conditions.

8 SESSIONS
26 PARTICIPANTS

650 SITE VIEWS
600+ REACHED (FB)

50+ PARTICIPANTS

20 RESPONSES
2 WEEKS

40+ PARTICIPANTS

650 SITE VIEWS
600+ REACHED (FB)
STakeholders

Corridor stakeholders were interviewed in 45 to 60 minute sessions. The following is a brief summary of the major themes that emerged from extensive stakeholder interviews and focus group sessions.

GENERAL COMMENTS

Peoria Avenue is largely viewed as the primary north-south connector through Tulsa and as a place for shopping, dining, and entertainment options.

Peoria’s relationship to the River is seen as beneficial because people are beginning to see the River as an asset; younger residents see the value of the amenities the River can offer.

Many noted the diversity, both racial and economic, along Peoria as positive characteristics, but acknowledged the challenges of addressing some issues related to this.

Major destinations along the corridor noted during discussions include Tulsa Tech, the Walmart at 81st and Lewis, the Brookside neighborhood, various grocery stores/markets, and the Gathering Place.

The young professionals group (TYPROS) is very large with approximately 3,000 members; this group wants to lead efforts to increase transit use in Tulsa, but the new branding for BRT is important to capture them.

BRT crosses through four council districts, who have been vocal BRT supporters.

LAND USE/REDEVELOPMENT

By and large, a main goal of nearly every group discussion centered around getting people to choose to live near BRT.

Most believe that more density along the corridor and adjacent to new transit stations would help create better neighborhoods and shopping/entertainment districts.

Development of land and population movement has historically moved south with the availability of land and better schools.

- Multi-family properties in South Tulsa have become popular with local and non-local investors because of low prices and accelerated depreciation available in Oklahoma.
- Some believe that trend is reversing with the emergence of downtown residences and other neighborhoods offering desirable lifestyle choices.

Neighborhoods with notable growth include Brookside, Cherry Street, the Pearl, and downtown.

- Retail in the Brookside district is reported as among the highest in Tulsa (approx. $22/SF).
- The Enclave (apartment community at 41st) reportedly commands some of the highest residential rents in the city.
IV. COMMUNITY INPUT SUMMARY

SPECIFIC STATION AREAS (NORTH TO SOUTH)

36th Street is envisioned to be a town center per PlaniTulsa, but currently the area has the perception as an unsafe and uncomfortable environment.

- Participants noted the desire to see enhanced curb appeal and better infrastructure.
- Better lighting and landscaping would help to enhance the public environment.

A number of participants noted how North Peoria has been symbolically separated from the city, which has also contributed to issues related to the timing of infrastructure improvements and the funding of projects.

- Some described the opportunity for this area to redevelop; needs to overcome mental obstacles.
- Proximity of this area to downtown is seen as a major benefit to its revitalization.
- Connections will improve with BRT.
- Would like to see outside investors take interest in this part of the city.
- Osage Passage Trail provides linkages to downtown, but security needs to be improved.
- Very limited retail in North Tulsa means most local spending leaves the neighborhood and possibly the city.

The lack of buildings and structures along Peoria from downtown to the north creates a challenge because starting a business or moving a company to this area would require undertaking a construction process.

- Little access to everyday high quality goods and services.
- Vacant land acts as a deterrent; nobody wants to be the “first in”.
- City incentives for developing in this area could bolster interest.

The 11th Street intersection is seen as an area with high redevelopment potential with Tracey Park frontage, Route 66 theme, and direct connections to downtown.

Many participants noted the potential for redevelopment between Peoria and the River from 41st to 51st Street.

- Developers are buying up land for denser condo products.
- This area is in the Tulsa Regulatory Floodplain, so new development needs to be built up.
- Land values have gone up in this area.

Some areas suffer from poor perception issues, particularly the 61st/Peoria station area, due to a number of factors, including the presence of public housing, higher densities, some disengaged property owners, and generally poor physical conditions.

- Most participants noted that they feel this is truly a perception and that the area has improved.
- Some groups remained optimistic about the potential for this area to revitalize with its proximity to other stable neighborhoods, retail slowly moving south from Brookside, potential improvements to Johnson Park, connection to the Gathering Place, new rowhomes or attached housing products, and the injection of new property owners.
- Participants discussed the idea of mixed-use buildings in this area and potentially tiny houses to provide a variety of options and affordability.
- A couple of apartment complexes with poor owners are negatively affecting the area.
**TRANSPORTATION**

Efforts to improve negative perceptions of Tulsa Transit and riding the bus need to be a priority in order for new BRT service to be successful. This could include:

- Branding
- Education
- Communication (Newspaper, flyers, social media)
- More aesthetically appealing stations/bus stops
- Low impact development/sustainability, including density
- More destinations around the stations
- Amenities on the BRT buses (e.g., bike racks inside the bus, wifi, coffee, snacks, etc.)

A major deterrent for using existing bus is long headways of up to 45 minutes.

Many noted the desire to make better pedestrian and bike connections at the proposed stations, including potential bike share, bike paths/lanes, adequate sidewalks, and wayfinding to key destinations.

For many bus riders, better transit service is essential to link to jobs, healthcare, school, and social services.

- Affordability of the system is a major factor for the current users.
- This demographic consists of single parents, students, and many public housing residents.

Tulsa Transit’s program to make the bus service free to high school students was very well received.

Some noted that the infrastructure south of 6th is inadequate, and the corridor is congested throughout the Brookside neighborhood.

**PHYSICAL CONDITIONS**

Overall, people noted the poor physical conditions along the Peoria corridor, including:

- Narrow sidewalks
- Sidewalk disconnections
- Overhead power lines
- Deteriorated paving
- Missing or non-functioning street lights
- Large surface parking lots
- Overabundance of vehicular curb cuts
- Lack of landscaping/trees
- General lack of interesting streetscape character

Some participants discussed the possibility of the cross section for Peoria to change depending on the location in the corridor, including:

- Dedicated Bus Only lanes
- Wider sidewalks
- Bike lanes
- Parallel or Angled parking

Other issues discussed as improvements to the corridor include:

- Round abouts
- Shared drives/access to parking lots
- Mid-block crossings
COMMUNITY WORKSHOPS

A series of workshops were facilitated in July 2016 to garner input from a wide range of community members. Three workshops were conducted over two days covering the north, central, and south portions of the corridor.

This first workshop series introduced the project team and planning process, while providing an open forum to gather first-hand thoughts and opinions about the Peoria Avenue BRT’s future. These workshops were designed to engage the community at a series of stations focusing on information gathering related to the seven station locations.

A summary of the results of these sessions is provided on the following pages.

The next round of workshops, which are scheduled to be completed in October, will review the overall analysis information and present alternative land use strategies, urban design elements, and development concepts for review and input. Following the presentation, the attendees will have the opportunity to provide input at a number of stations structured around specific topics of concern. Each station will be facilitated by a team member who will help focus and lead the discussions. The results of these community input workshops will be documented in later sections of the report.

WORKSHOP STATIONS

Station #1: Live, Work Play, and Shop

Station #2: Station Issues & Opportunities

Station #3: Visual Preference Survey
NORTH STATIONS

LIVE, WORK, PLAY & SHOP

Residents identified few activities within the service areas of north stations. Most responses identified locations for “play” near the Pine Street & Peoria Avenue Station. However, a number of important community destinations were identified during other participation efforts, which are reflected below.

TOP DESTINATIONS

Shopping
- Seminole Hills Shopping Center

Recreation
- Lacy Community Center
- Crawford Park
- Hutcherson Family YMCA
- Booker T. Washington High School playfields
- Osage Passage Trail
- Rudisill Regional Library
IV. COMMUNITY INPUT SUMMARY

STATION ISSUES & OPPORTUNITIES

Workshop participants were engaged in group discussions for each Station Area in order to help identify and address the following:

**LANDMARKS**

Major landmarks include Morning Star Baptist Church, Morton Health Center, and American Legion.

**PEDESTRIAN CONFLICTS**

Key problem intersections, crossings, and sidewalks were noted at the Hwy 75-Peoria Avenue and Pine Street-Peoria Avenue intersections.

**PLACEMAKING OPPORTUNITIES**

Placemaking opportunities were identified along the expressways and at key intersections such as the Pine Street-Peoria Avenue intersection.

**DEVELOPMENT OPPORTUNITIES**

Pine Street & Peoria Avenue opportunities were concentrated at the intersection while 38th Street opportunities are located along the corridor.

**MAP KEY**

- **LANDMARK**
- **PEDESTRIAN CONFLICTS**
- **PLACEMAKING OPPORTUNITY**
- **DEVELOPMENT OPPORTUNITY**
Central Stations

Live, Work, Play & Shop

Most participants indicated their activities are concentrated around the 11th Street South & Peoria Avenue Station, which is located approximately 10 minutes from Downtown Tulsa.

The 11th Street South & Peoria Avenue Station is a popular location for all activities while the 41st Street South and Peoria Avenue Station is primarily used for “shop” and “play.”

Top Destinations

Shopping
- Brookside Corridor stores
- Reasor’s Shopping Center (NE corner of 41st St. & Peoria Ave.)
- Utica Square Shopping Center

Recreation
- Brady District
- Blue Dome District
- Centennial Park
- River Parks
- Brookside Corridor

Map Key
- Yellow: Live
- Green: Play
- Blue: Work
- Red: Shop
IV. COMMUNITY INPUT SUMMARY

PEORIA AVENUE BRT LAND USE FRAMEWORK

STATION ISSUES & OPPORTUNITIES

LANDMARKS
Major landmarks include Hillcrest Hospital, Central Center, and Centennial Park.

PEDESTRIAN CONFLICTS
Key pedestrian conflicts were identified along the Peoria and 41st Street corridors near existing commercial development.

PLACEMAKING OPPORTUNITIES
Placemaking opportunities were identified along the expressway, at key intersections, and at community destinations such as the River Parks Trail.

DEVELOPMENT OPPORTUNITIES
Opportunities at the 11th Street South station are primarily located along the Peoria Street corridor. Sixty-two development opportunities were identified at the 41st Street Station, both along the Peoria corridor and Riverside Drive.

MAP KEY
- **LANDMARK**
- **PEDESTRIAN CONFLICTS**
- **PLACEMAKING OPPORTUNITY**
- **DEVELOPMENT OPPORTUNITY**
Activities varied for the south stations, but most respondents indicated they “play” at the green spaces along the Arkansas River. Shopping occurs at key intersections along the Peoria corridor.

**TOP DESTINATIONS**

**Shopping**
- Warehouse Market
- Spectrum & South Pointe Shopping Centers
- Walmart

**Recreation**
- River Parks
- Helmerich Park
- River Spirit Casino Resort
- Southern Hills Country Club
IV. COMMUNITY INPUT SUMMARY

PEORIA AVENUE BRT LAND USE FRAMEWORK

STATION ISSUES & OPPORTUNITIES

LANDMARKS
Major landmarks include Oral Roberts University, CityPlex Towers, and Johnson Park.

PEDESTRIAN CONFLICTS
Key problem intersections, crossings, and sidewalks were identified at Peoria Avenue & 81st Street and 71st Street and Joe Creek. Other pedestrian conflicts exist at commercial development access points.

PLACEMAKING OPPORTUNITIES
Placemaking opportunities were identified at key community gathering spaces and intersections.

DEVELOPMENT OPPORTUNITIES
Most development opportunities were identified at the Peoria Avenue & 61st Street Station, along the Peoria Avenue corridor.

MAP KEY
- LANDMARK
- PEDESTRIAN CONFLICTS
- PLACEMAKING OPPORTUNITY
- DEVELOPMENT OPPORTUNITY
IV. COMMUNITY INPUT SUMMARY

ONLINE SURVEY

An online survey was facilitated via SurveyMonkey from June 24, 2016 to August 22, 2016. The survey, which paralleled the workshops, was accessible via web link, the Project Website, social media, and the City of Tulsa’s website.

DEMOGRAPHICS

Survey respondents were given the option of providing responses to eight questions regarding respondent demographic characteristics, such as age, housing, and employment. Of the 20 respondents who took the survey, 53% were between the ages of 31 and 44. The majority of respondents own a single-family or attached home in the City of Tulsa. Half of the respondents have lived in Tulsa for 10 years or more. Those respondents who indicated they do not live in Tulsa reside in the neighboring communities of Bixby and Broken Arrow and work in the City of Tulsa. Nearly 90% of respondents work in the City of Tulsa.

TRANSIT USE

The survey also asked respondents to provide information about vehicle ownership and existing bus usage. Nearly half (47%) of respondents own two cars. This was followed by 32% of respondents who own one car and 21% who own three or more. Existing transit usage of survey respondents is low, with 71% of respondents indicating they never use the 105 bus on Peoria Avenue. Of those that do use the 105 bus, they primarily take the bus to work. Other reasons include dining out and/or entertainment or parks and open space.

The most heavily-used bus stop is 41 South & Peoria Avenue. Other stops used include the 11th Street South & Peoria Avenue, 61st Street South & Peoria Avenue, and Pine Street & Peoria Avenue stations.

INDIVIDUAL STATION FEEDBACK

Respondents had the opportunity to provide feedback on the individual proposed BRT stations along the 105 bus route. A summary of the feedback is outlined below. Stations listed with an asterisk (*) did not receive feedback from survey respondents.

- **38th Street North & Peoria Avenue**: pedestrian connections to employment centers, branded elements (Phoenix District), wayfinding signage, and enhanced trails.
- **Pine Street & Peoria Avenue** *
- **11th Street South & Peoria Avenue**: streetscape improvements, improved crosswalks and pedestrian experience, mixed-use development with rear parking.
- **41st Street South & Peoria Avenue**: viewed as the shopping/dining destination in the community with important landmarks like the River and single family homes. Could be improved by making the area more pedestrian-friendly, and implementing lighting, landscaping, and bike lanes along 41st Street.
- **61st Street South & Peoria Avenue**: address trash and traffic within the surrounding neighborhood and relocate crosswalks.
- **Trenton Avenue & 71st Street South**: additional sidewalks, improved bike/jogging path along Joe Creek, and developing vacant properties along 68th and Peoria.
- **Lewis Avenue & 81st Street South** *

Finally, respondents had the opportunity to provide their BIG IDEAS for the project. Key “big ideas” can be found on the facing page.
BIG IDEAS

“Create high-density mixed-use centers around key bus stops.”

“This project has the potential to bring connectivity in all forms (pedestrian, family, quality of life, economic opportunity) more than any other project in the city’s history.”

“Anything that can be done to improve aesthetics and provide a strong sense of community - while providing reliable public transportation - will be a difference-maker for the Peoria corridor.”

“Preserve historic buildings. Need green space and shade wherever possible.”

“Implement a form-based code or overlay district along the corridor to ensure buildings meet the street edge, parking is behind the buildings, architectural language reflects a unique sense of place, etc.”
The goal of the Visual Preference Survey is to gauge the community’s attitude towards the corridor’s potential character. The images used for the survey help to establish improvement goals and desired character.

Images were organized into the following categories:

- REDEVELOPMENT
- PLACEMAKING + URBAN DESIGN
- TRANSPORTATION

Participants ranked each image on a scale from “Strongly Like” to “Strongly Dislike,” and also had the option to answer “Neutral” if the content of the image was unclear or if they had no preference for or against the character presented in the image. The Visual Preference Survey was facilitated as both a community workshop activity and an online survey.
REDEVELOPMENT

In general, visual preference survey respondents seemed to prefer redevelopment images that featured mixed-use buildings, or buildings with traditional storefronts. Another common element of the most popular Redevelopment images was the use of brick as a building material.
IV. COMMUNITY INPUT SUMMARY

PLACEMAKING & URBAN DESIGN

Placemaking and Urban Design images that showed softer, more human-scaled elements were generally preferred. A notable exception is the desire to improve highway underpasses with brighter, and larger-scale murals.
TRANSPORTATION

Transportation images that emphasized functional pedestrian and bike safety enhancements were highly favored. Improved wayfinding signage also scored very well over all.
WALKSHOPS

Three “walkshops” were also facilitated during the July visit. These interactive, guided walking tours allowed participants to observe the physical conditions and identify issues and opportunities for improvement with the project team on-site.

In each tour, participants were asked a series of questions meant to help facilitate conversations, and then allowed to freely discuss their observations and ideas. The following takeaways are the result of these walking tour sessions:

**PEOPLE ARE INTERESTED ENOUGH TO COME OUT IN THE HEAT.**

The turnout given the 90 degree weather was an impressive 40+ attendees. These individuals took time out their day and all of them stayed out for the full 1-hour walkshop and walked the ½ mile route. In addition to residents, attendees included leadership from MTTA and the City which provided a complement to the residents and community stakeholders.

**MOST IMPEDIMENTS ARE AUTO-ORIENTED.**

Traffic speeds and lack of safe crosswalk facilities were a consistent subject on the Walkshops. Participants noted that signals are spaced far apart in much of the corridor and traffic speeds and the amount of lanes makes mid-block crossing dangerous. Some attendees noticed this only after walking part of the corridor, while others have recognized the issue during their day-to-day activities.

**MOST BARRIERS CAN BE FIXED.**

Issues of auto speeds combined with sidewalk conditions & shade were the most-stated barriers in the walkshops. Few attendees responded with predictable results of major infrastructure (highway overpasses and freight lines) and focused on issues that were more consistent on every block. Major improvements for barriers can be solved by simply calming traffic speeds and improving pedestrian protection and sidewalk conditions.
IV. COMMUNITY INPUT SUMMARY

URBAN DESIGN AND ECONOMIC DEVELOPMENT ARE VITAL TO SUCCESS.

Attendees were delighted to see signs of economic development on the corridor and would like to see it continue. Many participants discussed the need for better urban design – specifically stating the hope for new development to be pedestrian-oriented – to include minimal setbacks to complement the potential transit, pedestrian, and bike facility upgrades likely to occur with the BRT project. Interim updates can be made leveraging “cheap and effective” public art.

PEORIA AVENUE BRT CAN BE A SOLUTION.

All of the attendees comprehended the potential for the Peoria BRT to greatly impact the corridor. They identified new sidewalks, bike facilities, technology infrastructure (real time bus arrival signs), and station amenities as the top improvements. Heavy emphasis was focused on creating a place out of the station areas, including external amenities as food trucks, new retail, and incorporation of current parks and bike routes.