

BARTLESVILLE, OKLAHOMA
DOWNTOWN MASTER PLAN
A COMMUNITY VISION

NOVEMBER 12, 2003

 AMBLER ARCHITECTS



THE PLAN AREA

The Downtown Master Plan Study will impact the entire area surrounding the Central Business District (CBD.) A healthy Downtown will provide jobs, services, entertainment and shopping opportunities for everyone in the target area. This document concentrates on the Central Business District and the Residential Area between the CBD and the Caney River.

This area is generally bounded by Santa Fe Avenue on the west, the Caney River on the east, Adams Boulevard on the south and Hensley Boulevard on the north. However, the area also includes adjacent residential areas.

INTRODUCTION

This study was initiated by the Bartlesville Downtown Trust Authority (BDTA) and the Bartlesville Development Corporation (BDC). Many studies have been undertaken during the past 40 years. Many resulted in architectural renderings of a place that Bartlesville was not destined to be. Most included multi-million-dollar parking garages, community buildings, hotels and pedestrian mall areas. These visions failed to materialize for a variety of reasons.

This Master Plan Study does not include a collection of unattainable architectural renderings. It seeks to provide a reflection of the community's vision for Downtown Bartlesville, and the steps necessary to realize that Vision.

PURPOSE

The purpose of the Master Plan is to provide a document to serve as a guide for the development of a vibrant and healthy Downtown for the Bartlesville Community. The Community's Vision is characterized by the following attributes:

- Well maintained buildings, residences and infrastructure
- A mix of office, retail, entertainment and residential uses
- Safe streets, with daytime and nighttime activities
- Adequate parking throughout Downtown
- Pleasing landscaped areas intermixed within the downtown area

In order to achieve the vision, the Community must:

"Attract Jobs and Residents to Downtown Bartlesville"

APPLICATION

The Downtown Master Plan is meant to be a living document that has no beginning or expiration date. It is a general plan of action used to develop and sustain a vibrant downtown for the foreseeable future.

The plan utilizes a Downtown Vision Plan as one of its visual components. The Vision Plan is general in nature, allowing particular buildings or areas to develop as determined by the Community, within the framework of the overall plan. For instance, if a Convention Center were proposed, the Vision Plan would suggest that the most logical place to explore would be the Cultural District. Likewise, a new apartment complex would likely work best in one of the Residential areas.

STEERING COMMITTEE

In order to ensure that the Downtown Master Plan reflects the thoughts and desires of the Community, a Steering Committee was formed to oversee the development of the plan. The committee included community leaders, landowners, business owners, BDTA members, BDC members, City of Bartlesville Representatives and concerned Citizens. The Steering Committee met frequently to monitor progress and provide input to the project team.





"When Highway 75 was built two miles east of downtown, the die was cast."



HISTORY OF THE DOWNTOWN AREA

Bartlesville was founded along the banks of the Caney River, as a small mill operation and general store. With the discovery of oil, Bartlesville began to grow into a thriving small city, attracting the entrepreneurial spirit to the newly established town in Indian Territory. Bartlesville quickly grew into a thriving frontier town with the Caney River and the Atchison, Topeka and Santa Fe rail station as its anchors.

In its early years, Bartlesville, like all small towns, depended upon the Caney River and the railroad for its livelihood. The Central Business District was the hub of the City with all residential, business and cultural activities located in close proximity to this thriving area. This pattern was typical of cities in the first half of the 20th Century, when all city life revolved around downtowns, railroads and rivers.

The invention of the automobile and the telephone allowed residences to be located away from the hustle of the city. Beginning after World War II, American cities began to change, and Bartlesville was no exception. Once automobiles became commonplace, highways began to be built across the nation. As happened in many towns, the railroad and river gave way to Bartlesville's new transportation lifeline: state and national highways.

The importance of the highway system cannot be downplayed. In growing towns like Bartlesville, highways replaced the railroad as the primary transportation link for travel and the shipping of every day building materials and housewares. When Highway 75 was built two miles east of downtown, the die was cast.

Bartlesville continued to grow and thrive through the war years and during the urban sprawl, which began nationwide in the 1950s. With the construction of new neighborhoods adjacent to the new transportation link (Hwy 75), came new opportunities for commercial growth in those areas. As a result of these new suburban commercial centers, located miles from downtown, the face of the Central Business District was changed forever.



DOWNTOWN BARTLESVILLE . . . AS BUSINESS CENTER

The petroleum industry has been the major employment anchor for Downtown Bartlesville for over 100 years. Major petroleum industry companies including Phillips Petroleum Company, Cities Service Company, Reda Pump and the Price Company invested heavily in the Central Business District for over 50 years. The need for downtown office space was served by existing buildings and modest expansion in the early years, but the need increased after World War II, as these companies added new employees. The result of this mid 1900s expansion is the beautiful Central Business District that Bartlesville enjoys today.

As the need for downtown office space grew, retailers were able to sell their downtown buildings as office space. Rather than construct downtown locations, the retailers took the opportunity to move out of the CBD and into the growing suburban commercial centers. The expansion in the CBD continued until the late 1970s.

In the years following the growth of these major companies, the world marketplace has produced numerous changes. Many of the companies have moved out of Bartlesville and most have merged with other corporations. Today, ConocoPhillips and Schlumberger are the only remaining companies with a significant presence in downtown Bartlesville, employing approximately 3,000 in and around the Central Business District.



DOWNTOWN BARTLESVILLE . . . AS RETAIL CENTER

In the early years, Downtown Bartlesville was the hub of the community. Before the 1950s, the CBD contained virtually all the city's office, retail, cultural and entertainment venues. It served as the place to work, worship, gather and socialize with others in the community.

As Bartlesville continued to grow, development began along U.S. Highway 75. In the late 1950s and early 1960s, Pennington Hills and Eastland Shopping Centers were constructed, creating new retail and commercial centers in close proximity to the housing that had been constructed near the highway. As retail, food service and entertainment businesses migrated toward the growing population center, the CBD began to lose these businesses.

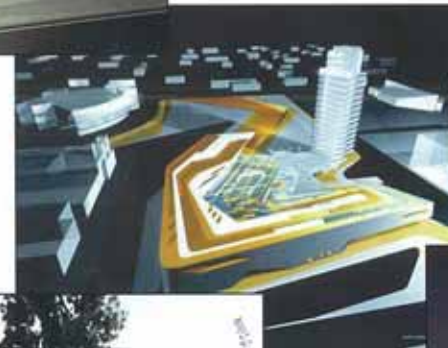
The exodus of retail from downtown was complete with the construction of Washington Park Mall in the early 1980s. Well-established, traditional retail businesses continued to operate in downtown for many years, with a few strong retailers continuing to thrive today, despite a lack of shopping choices in the CBD.



DOWNTOWN BARTLESVILLE . . . AS THE HUB OF ACTIVITY

Through the decline of Downtown retail, there remain some vital and vibrant community assets in the Central Business District. Many churches continue to be strong downtown citizens and add significantly to the architectural and cultural fabric of the downtown, drawing large numbers of people to the downtown area in off-work hours.

City and County Government are located in Downtown Bartlesville and draw people to the CBD during business hours and for City Council and Committee meetings in the evening. The Bartlesville Library is also located in Downtown Bartlesville and is an anchor for community activities, along with the Price Tower Art Center and the Bartlesville Community Center. Together, these non-traditional anchors draw large crowds for events of all kinds to Downtown Bartlesville.



Conceptual Design by Zaha Hadid for Parking/Urban Plaza in the Cultural and Entertainment Corridor between the Price Tower and the Bartlesville Community Center.



DOWNTOWN BARTLESVILLE . . . AS RESIDENTIAL CENTER

Downtown Bartlesville was once the main residential area in the City and continues to have beautiful, quality homes in the areas south of Adams Boulevard and east of the railroad. New construction shifted in the 1950s, when new neighborhoods began to be developed adjacent to Highway 75.

With the changes occurring on the east side of Bartlesville, retail services were no longer readily available to the downtown residential areas. With the reduction of neighborhood services, and the primary growth shifting to the east side of town, residential areas adjacent to the CBD began to change.



These homes were now over 50 years old. As owner-occupied residences, the homes surrounding the CBD were very well maintained. However, over the years, investors have purchased many of the homes surrounding the CBD for use as rental property. A survey of the tax rolls indicates that approximately seventy percent (70%) of the residential properties east of the CBD are rental properties. The maintenance of these properties is not up to the standard of owner-occupied residences.



"Approximately seventy percent (70%) of the residential properties east of the CBD are rental properties."



As these properties age with little maintenance, their value decreases. As the properties decrease in value, the rental income declines. With low rental income, investors do not reinvest at the level needed to maintain these homes. In recent years, a few homeowners have purchased and renovated some of the homes, but most of the properties continue to deteriorate.



In an effort to provide clean, safe neighborhoods, the City of Bartlesville condemns and removes approximately 50 dilapidated structures each year. The result of this program is empty lots sprinkled throughout the residential neighborhoods in Downtown Bartlesville.



The lots remain vacant and the deterioration of adjacent residential structures continues, due to low investor confidence in the viability of Downtown Bartlesville neighborhoods.



Community Input Questions

Attendees were given an opportunity to offer personal observations on the following topics:

1. How Would You Rate Bartlesville's Economy?

1. The pits -	00%
2. Poor -	13%
3. Fair -	60%
4. Good -	27%
5. Great -	00%
2. How Would You Rate Available Options for Higher Educational Opportunities In Bartlesville?

1. The pits -	00%
2. Poor -	07%
3. Fair -	40%
4. Good -	53%
5. Great -	00%
3. How Would You Rate The Quality of Higher Educational Opportunities In Bartlesville?

1. The pits -	00%
2. Poor -	13%
3. Fair -	53%
4. Good -	34%
5. Great -	00%
4. How Would You Rate Cultural Opportunities In Bartlesville?

1. Non-existent -	00%
2. Poor -	00%
3. Fair -	20%
4. Good -	74%
5. Great -	06%
5. How Would You Rate Bartlesville in Terms of Entertainment/Nightlife Choices?

1. Non-existent -	13%
2. Poor -	67%
3. Fair -	20%
4. Good -	00%
5. Great -	00%
6. How Would You Rate Retail Services Within The Downtown Area?

1. The pits -	13%
2. Poor -	74%
3. Fair -	13%
4. Good -	00%
5. Great -	00%
7. How Would You Rate The Downtown Area Parking?

1. The pits -	07%
2. Poor -	20%
3. Fair -	60%
4. Good -	13%
5. Great -	00%
8. How Would You Rate The Current Streetscaping Within The Downtown Area?

1. The pits -	00%
2. Poor -	07%
3. Fair -	67%
4. Good -	26%
9. How Would You Rate The Current Streets/Roads Within The Central Business District?

1. The pits -	00%
2. Poor -	00%
3. Fair -	47%
4. Good -	53%
10. How Would You Rate The Current Infrastructure (electric, cable, fiber optics, etc.) within The Downtown Area?

1. Poor -	00%
2. Fair -	28%
3. Good -	72%
4. Great -	00%

COMMUNITY INPUT

A Day of Community Planning - On September 10, 2002 a community planning day was held at the Bartlesville Community Center with over one hundred participants. The event was open to the public and advertised through the media. The day was filled with presentations, discussions, citizen input and design charrettes.



Design Charrette - Each group was provided with maps of the project area, markers and sketch paper. Participants were challenged to develop their view of what downtown should look like in 2020. All designs were collected, compared and considered until the Draft Downtown Vision was developed.



Focus Groups - Over forty citizens participated in two days of discussions on the following topics:

Business and Retail - 15 participants
 Cultural and Entertainment - 15 participants
 Traffic, Parking and Streetscaping - 9 participants
 Housing - 13 participants

Each topic was discussed using the Draft Downtown Vision compiled from the Design Charrette. Comments were recorded and used in the development of the Final Downtown Vision.

Community Input Questions, continued

11. How Would You Rate The Current Public Transit Within The Downtown Area?

1. The pits -	60%
2. Poor -	40%
3. Fair -	00%
4. Good -	00%
5. Great -	00%
12. What Impedes The Redevelopment Of The Downtown Area?

1. Building codes -	11%
2. Existing building availability -	00%
3. Lack of parking -	06%
4. Incentives and funding choices -	61%
5. Other, Please specify -	22%
13. How Would You Rate The Downtown Area After Five And On The Weekends?

1. The pits -	13%
2. Poor -	60%
3. Fair -	27%
4. Good -	00%
5. Great -	00%
14. How Would You Rate The Downtown Area Between Eight And Five, Weekdays?

1. The pits -	00%
2. Poor -	27%
3. Fair -	27%
4. Good -	46%
5. Great -	00%
15. Do You Agree That Changes Must Be Made In Order To Create An Environment, Which Is Attractive To New Business And Residents?

1. Strongly disagree -	00%
2. Somewhat disagree -	06%
3. Somewhat agree -	88%
4. Strongly agree -	06%
16. What Must Change In Order To Create An Environment, Which Is Attractive To New Business?

1. Public Policies	#2
2. Incentives -	#3
3. Public/private partnerships -	#4
4. Private investments -	#1
17. What Must Change In Order To Create An Environment, Which Is Attractive To New Residential Living within the Downtown Area?

1. Public policies -	#4
2. Incentives -	#2
3. Public/private partnerships -	#3
4. Private investments -	#1





CONOCOPhillips THINK TANK CHALLENGE

After announcing its merger with Conoco, Phillips Petroleum Company set out to attract and retain young professionals for its new Global Support Center in Bartlesville. At the same time, Wal-Mart announced they would construct a new Distribution Center near Bartlesville. Clearly, a younger demographic was on its way, so ConocoPhillips developed the Think Tank Challenge.

The study consisted of an analysis of Bartlesville's Strengths, Weaknesses, Opportunities and Threats. This analysis indicated that Bartlesville is a friendly community with good general appeal and that it has the "Best of Both Worlds", with its big city assets and small town spirit. However, the study pointed out room for improvement in its economic outlook, recreational opportunities, diversity and attitude towards newcomers.

The Think Tank also pointed to the Downtown as a potential improvement area. Citing the need for improvement in entertainment, restaurants, retail and dilapidated structures. New quality apartments were also listed on the need-to-improve list.

RANDALL TRAVEL MARKETING STUDY

The Bartlesville Development Corporation commissioned Randall Travel Marketing to provide recommendations outlining how to increase Tourism opportunities in Bartlesville. The study dealt with many different issues from target markets to recommended product development. The product development portion of the report discussed the impact that a revitalized downtown can have on the tourism industry in Bartlesville.

The study challenges Bartlesville to develop its Downtown into "a small town setting that is animated,

lively, and has shops and amenities open on weekends and evenings." It quantifies this image saying that "Ideally one would envision coffee shops, restaurants, book stores, art galleries, antique shops, fun boutiques and casual eateries."

It also points out: "The key to success is putting people on the streets to support the new and existing businesses. This means recruiting new white-collar jobs to the downtown area and focusing on residential development downtown."

"Bartlesville has the "Best of Both Worlds" with its big city assets and small town spirit."

RISKS OF INACTION – THINK TANK CHALLENGE

- Stagnant or declining economy
 - Declining tax base
 - Aging Demographics
- Declining workforce
 - Loss of talented/skilled individuals
 - Loss of young families
- Departure of basic industry
 - Quality employers seek larger talent pools
 - Additional entertainment may help attract quality employers



"The key to success is putting people on the streets...."

NEIGHBORHOOD PREFERENCE SURVEY

A Neighborhood Preference Survey was given to various groups in order to gather further input. The survey is a planning tool intended to gather information regarding the preferred "look" and "feel" of future Downtown development.

Approximately 70 images, showing various residential and commercial properties, were reviewed and rated by preference. The images depicted housing, commercial structures, parking, signage, landscaping and public spaces. Each participant was asked to rate each image as being "acceptable" or "not acceptable" for future Downtown development. Approximately 100 persons participated in surveys at various civic group meetings and businesses.

Acceptable



Not Acceptable



Acceptable



Not Acceptable



Acceptable



Not Acceptable

"...a planning tool intended to gather information regarding the "look" and "feel" of future Downtown Development."

Not Acceptable



Acceptable

CENTRAL BUSINESS DISTRICT

DEVELOPING THE VISION

Bartlesville is a unique City, with cosmopolitan attributes and small town charm. The Downtown Vision must respect the community's heritage, reflect its core values and project its Unstoppable future.



DEFINING THE MARKETPLACE

Downtown continues to serve as the hub of civic activity in the community. City/County government, and corporate offices serve as non-traditional daytime anchors for the downtown. After hours and on weekends, several churches, the Price Tower Art Center, the Community Center, Doenges Stadium and the Public Library all add to the activities in the Central Business District.

Residential uses in the CBD are few and far between. Urban living is a popular choice for a growing segment of the population and second floors of many downtown buildings still house vacant apartments. These spaces provide good bones for development of upscale downtown living.

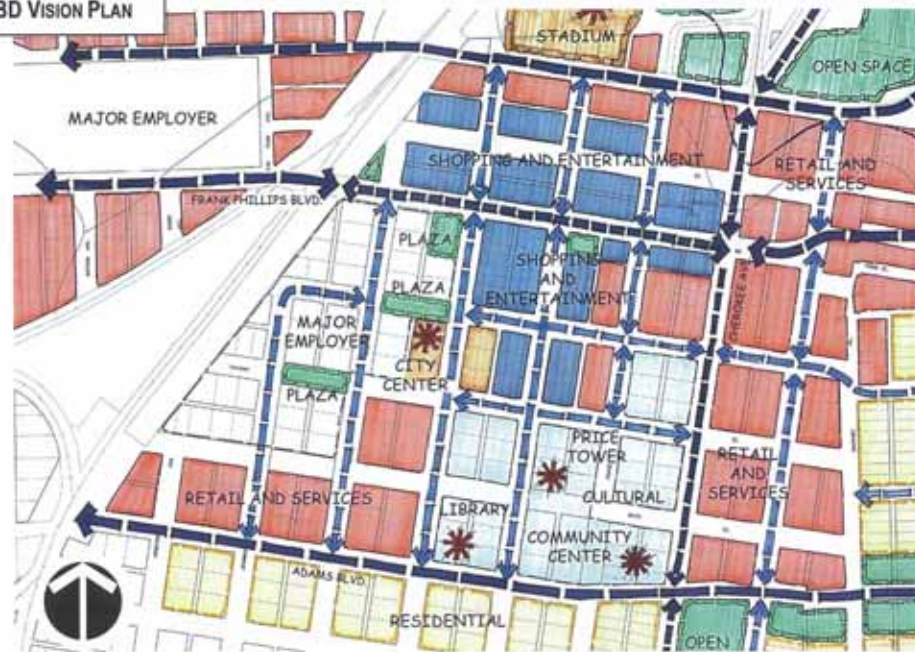
While Downtown Bartlesville was once the retail hub of the community, it is not likely to regain this prominence. Downtown should identify a unique niche in the marketplace and redevelop itself in that image. Downtown should be a multi-dimensional destination that includes unique dining, specialty retail, sidewalk cafés, art galleries, etc that are not provided elsewhere in the community.

CREATE AN ENVIRONMENT TO ATTRACT PEOPLE

Traffic flows smoothly in the CBD, but convenient parking is not always easy to find. Downtown must transform into a place that allows for traffic, but provides plenty of parking and pedestrian amenities. This is by far, the most needed improvement to attract new business.

Streetscaping must reflect a clean, safe and vibrant Downtown. Current landscaping and lighting must be overhauled to uncover building signage and provide well-lit, pedestrian-friendly areas for people to meet, eat and shop. New signage, lighting and landscaping should project a common theme and positive image to attract residents and businesses.

CBD VISION PLAN



CREATE AN ENVIRONMENT TO ATTRACT INVESTMENT

The most formidable task is attracting private-sector investment. If an investor can make money as easily Downtown as on Highway 75, they will come. Some ways to create an attractive environment for private investment are as follows:

- Project a healthy self-image. If existing stakeholders don't believe in Downtown, newcomers won't either.
- Develop a complete property inventory, including size, cost, lease rates, etc. Use this information to match prospects with flexible, innovative owners, not just buildings.
- Educate Property Owners/Appraisers/Bankers of the value of existing buildings. The cost to acquire and to renovate a structure must be realistic.
- Recruit, retain and incubate businesses. Make a "wish list" of businesses to be recruited to the Downtown area and then go after them. Recruit unique local

establishments to relocate Downtown. Work to retain existing businesses and develop an incubation program for new businesses.

- Develop a unified image and marketing strategy to establish Downtown as the "place to be." Extended hours and innovative promotions must be adopted by more than just a few businesses and must be marketed strongly so the market clearly knows that businesses are open and when. It will take time and patience to inform local residents and to change their habits.
- Level the playing field between Downtown and the east side by creating a consistent, efficient and speedy regulatory system. City attitudes and building codes are vastly improved, recently. Tell this story and make sure investors know that the City encourages new businesses and residents.
- Downtown management should "fertilize the soil" by advancing a variety of small initiatives that collectively create the vitality to support larger investments. Downtown improvements should be based on a sequential plan, where today's actions lay a foundation for tomorrow's investment.
- Create Benchmarks and measure results. Supporters of Downtown revitalization will compete for capital improvement dollars and grants. City officials, foundations and citizens will want to be affiliated with a winner. Develop benchmarks to measure improvement, then publicize and celebrate success.

BE FLEXIBLE AND LEVERAGE FOR IMPROVEMENT

Successful Downtowns are able to diversify and leverage a variety of public and private resources. Downtown improvement programs must embody a deal-making mentality and a dogged persistence to evaluate, package and close difficult financial solutions. Use public dollars strategically to leverage private investments.

SUSTAIN MOMENTUM THROUGH PUBLIC/PRIVATE PARTNERSHIPS

The Steering Committee has provided a broad coalition of support for the Downtown Vision. A management organization should be developed that is tailored to the implementation of the Vision. A variety of funding mechanisms are available and many should be utilized to provide funding for various aspects of the development effort.

TRAFFIC, PARKING AND STREETSCAPING

TRAFFIC

Access through the CBD is provided by Adams Boulevard, Frank Phillips Boulevard and Hensley Boulevard. Each of these arterials is constructed as a four-lane undivided roadway from Hwy 75 on the east to Hwy 123 on the west. East-west capacity is significantly greater than current traffic loads.

Frank Phillips Boulevard is the main east-west street through the CBD and carries approximately 5,000 cars per day. Most of these cars are not traveling through the CBD, but are providing access from one part of Downtown to another.

Frank Phillips Boulevard should be reduced from a four-lane boulevard to a two-lane street with angle parking.



This change, along with a center median and left-turn lanes, will slow traffic on Frank Phillips Boulevard and encourage traffic to use other east-west routes. Slower traffic will allow the CBD to be a single district, more pedestrian friendly and provide better access and parking for local businesses.

ON-STREET PARKING

Lack of parking is consistently cited as an impediment to businesses growth in Downtown. Angled parking throughout the CBD should be implemented. This simple, inexpensive solution can double the amount of parking available over parallel parking arrangements.

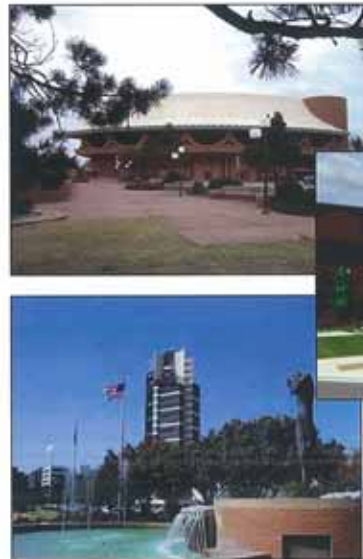
Angled parking has the added benefit of reducing the speed of the traffic traveling through the CBD. While the capacity of the 4-lane roads is reduced, the calming of the traffic patterns adds to the pedestrian-friendly atmosphere.

OFF-SITE PARKING

As downtown activity increases, the need for parking will also increase. It will be very important to protect

on-street parking for customer use only. Employees must be provided with off-street parking.

Adequate off-street parking is available and the downtown management organization should develop innovative methods to ensure that employees utilize off-street parking in all cases. On-street parking must be reserved for patrons, and not for the convenience of downtown employees.



LANDSCAPE AND STREETSCAPE REHABILITATION

The landscape improvements made in the early 1980s provided plantings, lighting and some seating throughout the CBD. Each of the trees planted during this time are over 20 years old and should be evaluated for their contribution to the Downtown Vision. Some are beautiful specimens and should remain, while others have overgrown their bounds or become damaged by insects, birds or weather. Trees that obscure tasteful signage are not good for business. Where trees are removed, the planter beds should be replanted with appropriate materials that will not block sight lines when fully mature.

Landscaped islands should be constructed in the middle of Frank Phillips and Dewey Streets to allow some

existing street trees to be removed and to provide new larger street trees in the center of the streets. This will retain the landscaping in the CBD while allowing for good visibility to businesses that need high exposure.

Streetscape amenities such as benches, lighting, trash receptacles and bike racks enliven and support pedestrian activity areas. Sidewalk cafés on the public sidewalks will also encourage activity on the streets.

LIGHTING

Additional lighting is needed to supplement the current street lighting. Sidewalk lights on lower poles, similar to



the fixtures at the Bartlesville Public Library should be utilized throughout the downtown to raise the level of lighting and provide a feeling of safety.

ARCHITECTURAL GUIDELINES

Many different architectural styles currently exist within the CBD. The diversity of these styles is one of the defining features of Downtown Bartlesville. Architectural guidelines should be adopted by the Downtown management organization in order to help maintain an attractive mix of architectural styles. Guidelines should not be restrictive, but should allow for creative design and cost-effective construction that respect adjacent structures and add value to the CBD. A review board

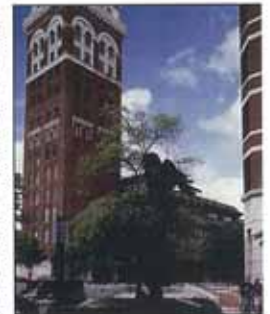
should be utilized to guide the design of facade renovations, use of sidewalks and building signage.

RESTORATION, REHABILITATION AND NEW CONSTRUCTION

Restoration – The CBD contains several structures of architectural significance. Architecturally significant structures should be retained and restored.

Rehabilitation – There are many buildings within the CBD that have architecturally pleasing features, but which have no historic significance. These buildings are important to the architectural fabric of the CBD and should be retained and rehabilitated whenever practical.

New Construction – New buildings within the CBD should be compatible with existing buildings in the vicinity. This is not to say that new buildings should be constructed in the same style and period of existing structures. Rather, that new structures should be designed to be compatible and sympathetic with the style and scale of adjacent structures.



SIGNAGE

Signage is a requirement for all businesses. Signage within the CBD should be attractive and in keeping with the character of the surrounding area. Signage guidelines should be implemented. They should set the intent for the area, be flexible enough to allow creativity and detailed enough to prevent abuse.

DOWNTOWN NEIGHBORHOOD

VISION FOR THE NEIGHBORHOOD

The residential area east of the Central Business District was once a middle class neighborhood with well-maintained homes and a peaceful atmosphere. The neighborhood is still a relatively quiet area with a low crime rate, but property values have been in decline for many years.

The Neighborhood Vision is for an urban area of well-maintained properties, diverse residents and a safe residential atmosphere.

CREATION OF NEIGHBORHOODS

The study area was once bounded by only one main arterial. In the late 1960s, Seventh Street was widened and renamed Adams Boulevard. This change had a significant impact on the traffic traveling through this area. Traffic between Adams and Frank Phillips has made the streets less desirable for neighborhoods.

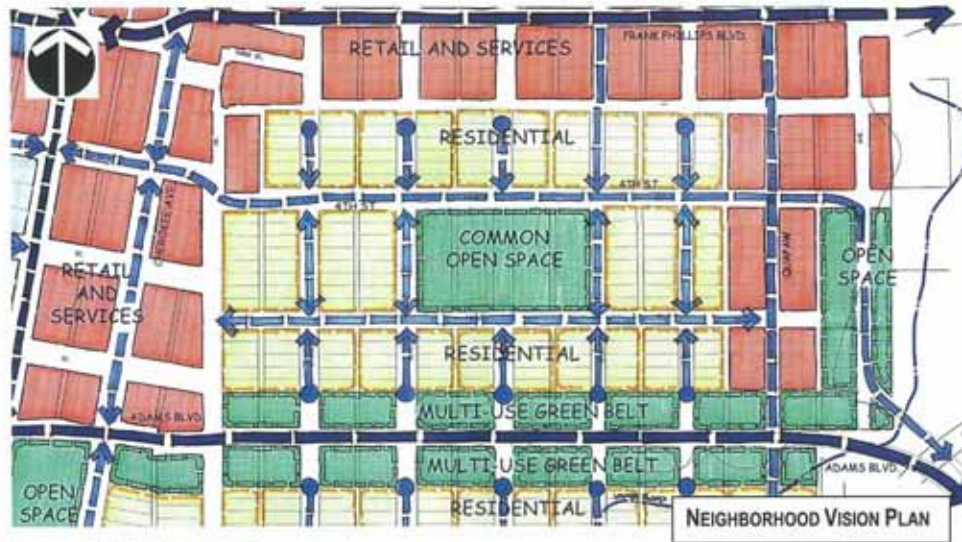
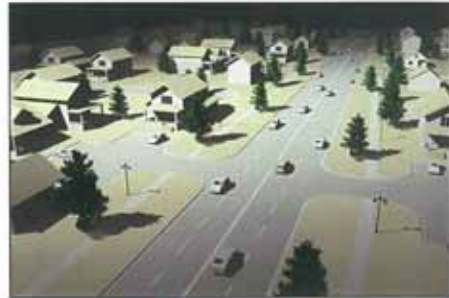
In order to return the neighborhood atmosphere, many of the north-south streets should be closed to through-traffic as shown on the Neighborhood Vision Plan. By eliminating through traffic, families can once again safely play and socialize within their neighborhoods. The creation of cul-de-sac neighborhoods can result in a reduction of crime and help promote home ownership, and increased property values.

Existing alleys should not be open to Adams Boulevard. While existing alleys must remain open for use by residents and utility services, traffic should be restricted.

ADAMS BOULEVARD

Adams Boulevard has become the primary means of access to and through Downtown Bartlesville. It serves as the Downtown's "front door" and portrays a poor image for the entire Downtown area. While it provides efficient traffic flow to the Central Business District, Adams offers no buffer to the adjacent residential areas.

Traffic counts on Adams Boulevard will experience growth in the future. Homes that have direct driveway access onto Adams Boulevard should be removed, providing a safer condition for both residents and vehicular traffic. Since the homes were originally built on a quiet residential street, there is little setback from the Adams Boulevard roadway. Most of the homes immediately adjacent to Adams have declined at a higher rate than others in the neighborhood.



MULTI-USE GREENBELT

To separate the newly created neighborhoods from Adams Boulevard, a buffer area should be developed. This buffer should consist of visual barriers as well as sound attenuation. This is accomplished in some cities with large monolithic concrete walls. These walls do little to enhance the neighborhood and produce yet another area that must be maintained by City or State government.

A Multi-Use Greenbelt should be developed by closing streets as shown and making the land abutting Adams available for development of multi-family, light commercial and office uses. Development standards should be implemented to provide and maintain landscape plantings and visual/sound barriers from Adams to the residential neighborhoods.

Many of the non-residential uses along the Adams Corridor are of good quality and should be retained. While these structures can add to the greenbelt area, the majority of the residential structures along Adams have reached the end of their useful life and are no longer in desirable locations to inspire home ownership.

NEIGHBORHOOD IDENTITY

It will be important for the redeveloped neighborhood east of the CBD to create a strong identity. The old Seventh Street Bridge presents an excellent opportunity to forward the new identity.

The bridge is structurally sound, and should be adopted as a restoration project. Bronze plaques, honoring military veterans, originally adorned the four concrete pillars and are currently on display at the American Legion building. These plaques should be returned to their original placement on the pillars once the bridge has been refurbished. The bridge should become the main entry to the revitalized Downtown Neighborhood.

FOURTH STREET BOULEVARD

Fourth Street Boulevard was once the main entry into Downtown Bartlesville. (The original City Hall, Masonic Lodge Building (REDA), First National Bank and the first Phillips building were all built on this major thoroughfare.) It now serves as the main roadway within the existing residential area and connects the Downtown Neighborhood to the heart of the CBD.

This street is constructed as a wide boulevard allowing parking on both sides while still providing easy movement of vehicular traffic. The boulevard should be improved with a center island, new landscaping and underground utilities.

NEIGHBORHOOD COMMONS

To provide a recreational area for the refurbished neighborhoods, the Neighborhood Vision Plan proposes the creation of a new common area centrally located in the Downtown Neighborhood. This common area should be owned and maintained by a neighborhood association for use by its residents. This commons area can serve to unite the Downtown Neighborhood and promote pride and ownership.





NEIGHBORHOOD SUPPORT SERVICES

Urban neighborhoods require support services in order to thrive. Such services include grocery stores, drug stores, and other conveniences to serve residents who live in the area. Typically, these services will be located in a central location or along a neighborhood edge. The neighborhood service area currently available along Frank Phillips Boulevard offers many of the services needed for a neighborhood to flourish.

Neighborhood services have been located along Frank Phillips for many years and serve the neighborhood well, however, with the decline of the adjacent residential areas, these neighborhood services have also declined in number as well as quality. In recent years, several multi-family projects have been constructed in the vicinity of the neighborhood service area, bringing renewed need for quality services to this area of town.

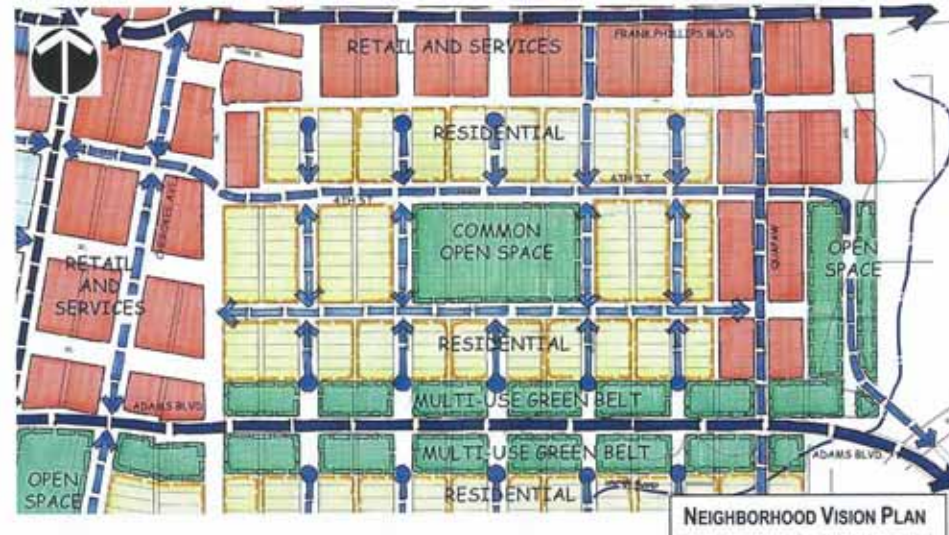
A program should be developed to promote the neighborhood service area. An identity should be developed for this neighborhood service area to unite the current retail businesses and new businesses that move to the area. The program should also include guidance to help the businesses realize their potential market and the need to improve their facilities.

PARKING

Parking areas within the existing neighborhoods currently consist of street parking, back alleys, and quite often, front and back yards. This causes the neighborhoods to be less-than-desirable. Parking and maintenance regulations should be developed and enforced in order to begin the return of the Downtown neighborhood to a desirable area.

INFRASTRUCTURE

The roads and utilities running through the Downtown Neighborhood are generally in good repair. Revitalization of this area will be a cost savings to the City of Bartlesville on a daily basis. The sprawl of the Bartlesville city limits adds thousands of feet of new roads and utilities to the City's infrastructure each year. Redevelopment of existing neighborhoods, in lieu of adding new subdivisions to the City, will reduce the developers' costs as well as maintenance costs for years to come.



ARCHITECTURAL GUIDELINES

Many styles of residential architecture currently exist within downtown neighborhoods, however "bungalow" and "cottage" style homes tend to be most predominant. This area also contains newer styles of architecture as well as some very unique types of construction, such as the porcelain/steel panels of the "Lustron" house and some "Sears Catalog" homes. Orderly development within the Downtown Neighborhood should be promoted in order to protect and raise property values in the area, while allowing creative design and cost-effective construction.

RENOVATION AND NEW CONSTRUCTION

Renovation - During the course of this study, committee members surveyed the homes in this area and found a large number of these structures to be unsuitable for continued use. However, sweat-equity could return some of these homes to excellent condition. Homes that can be renovated into useable, code-compliant structures, should be retained.

New Construction - Developers should be encouraged to develop small neighborhoods with their own unique identity and appeal. New structures, whether single family or multi-family, should be of a similar style to complement the overall identity of the Downtown Neighborhood.

DOWNTOWN DEVELOPMENT COMMITTEE

It is crucial for a single group to coordinate the implementation of the Downtown Vision. Successful implementation will require many entities, working together, to bring the Vision to life. The preferred entity is a group of volunteers, passionate about the revitalization of Downtown, yet the group will need staff support at times.

The Bartlesville Development Corporation should sponsor a Downtown Development Committee to implement the Downtown Vision. This Committee will be responsible for the creation of the "Downtown Brand" and then become the "Chief Brand Officer" (CBO), ensuring that all efforts undertaken Downtown further the Brand. Committee members should include representatives from the following groups:

BARTLESVILLE DEVELOPMENT CORPORATION

Downtown is used by many companies as a gauge of the economic vitality of a community. A vibrant Downtown with available office space and parking, residential spaces, shopping and dining choices is a tourist attraction and an important tool for the BDC's mission of primary job creation.

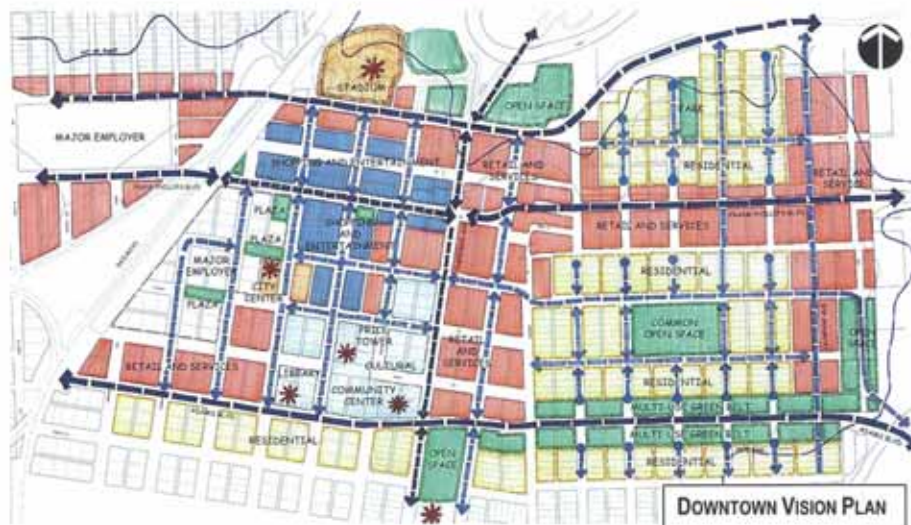
CHAMBER OF COMMERCE

The Chamber is the heart of the business community and should represent Downtown businesses as a member of the Committee. In addition, promotions, marketing and special events coordination are strengths that the Chamber brings to the table as a player in Downtown.

CITY OF BARTLESVILLE

The City is a critical player in order for the Downtown Vision to be realized. The Council must first embrace the Downtown Vision and adopt the plan. It will be necessary for the City to support development by enacting ordinances, adopting flexible building and zoning codes and, in extreme cases, to utilize eminent domain. Without the full support of the Bartlesville City Council, the Vision will not be realized.

PLAN IMPLEMENTATION – "THE NEXT STEP"



BARTLESVILLE DOWNTOWN TRUST AUTHORITY

The role of the BDTA has been to maintain the existing streetscaping improvements in the CBD for over 20 years. This role will be expanded to include capital improvements and real estate activities. Downtown holiday decorations, upgraded landscaping, maintenance and event sponsorship are all responsibilities for which the BDTA is particularly well suited.

DOWNTOWN NEIGHBORHOOD ASSOCIATION

This group will be started with the goal of refining and furthering the Downtown Vision for the residential area east of the CBD. Its primary function is to represent the interests of the neighborhood areas and to help prioritize improvements made to these areas.

CULTURE AND EVENTS

This committee will be made up of representatives from various cultural groups and volunteers whose primary focus will be to organize and schedule events within the downtown area. Many of these events exist today and this group will simply coordinate and expand the scope of the activities. Activities should include markets, outdoor movies, car shows, art shows, parades, concerts, etc.

DOWNTOWN VENTURES

This group will be responsible for promoting private investment in retail, commercial and residential developments in the Downtown area. The group will also promote public/private development, where appropriate.

CENTRAL BUSINESS DISTRICT

PRIORITIZED NEXT STEPS

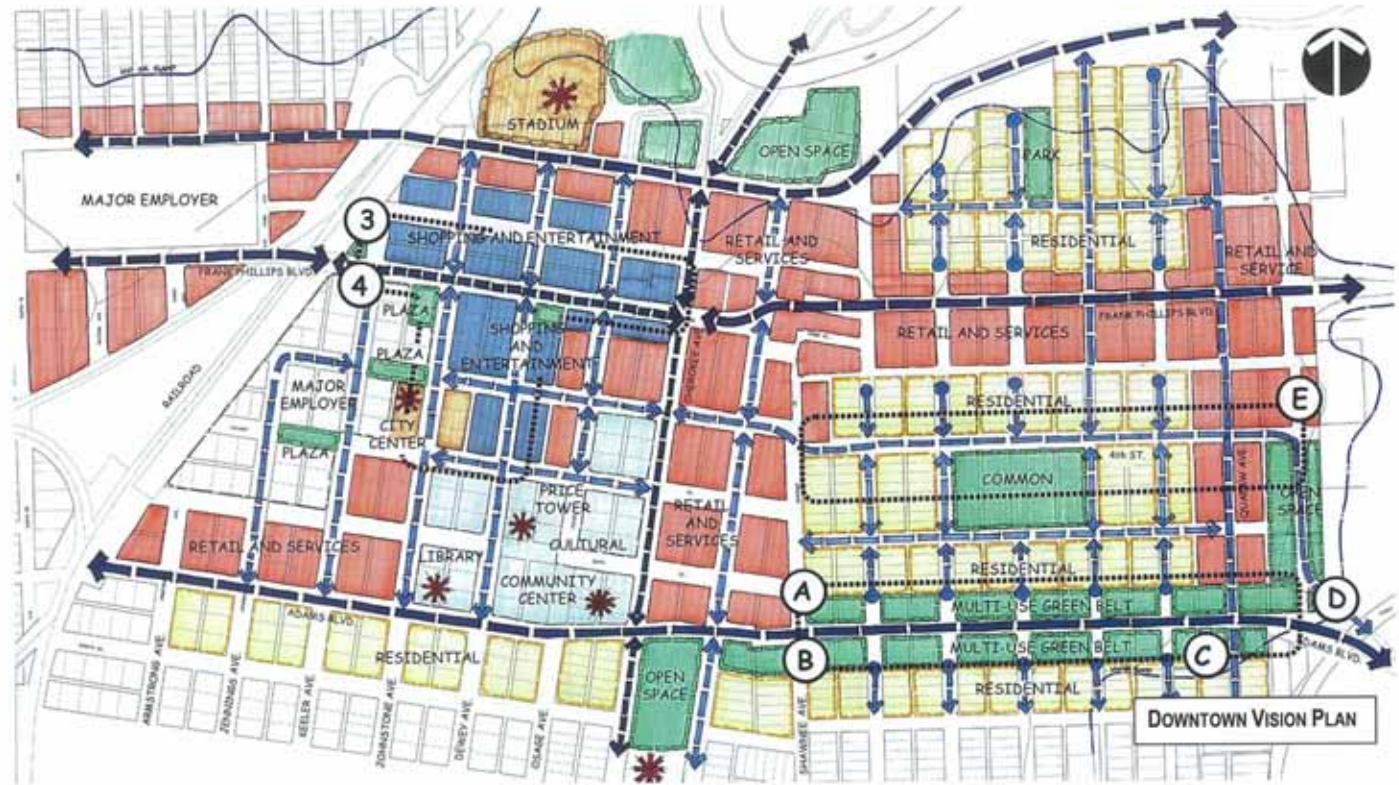
- 1 Retail Market Analysis**
A nationally prominent firm should be engaged to define realistic business candidates for the "wish list". The Market Analysis will clearly define Downtown's place in the market and will be a good recruiting tool for those businesses.
Budget: \$30,000
- 2 Funding Program Development**
A firm well versed in municipal funding sources should be engaged to develop a Funding Plan for future capital improvements and upgraded maintenance. This work also includes the development of Tax Increment Financing (TIF) districts and/or Business Improvement Districts (BIDs).
Budget: \$15,000
- 3 Street Parking**
Includes installing angled parking in the following locations. Budget pricing includes changes to curbs, walks and site lighting as required.

Frank Phillips Blvd from Cherokee Ave to Keeler Ave.
This work will reduce traffic to two lanes.
Budget: \$350,000

Dewey Ave from Hensley Ave to 5th St.
Budget: \$150,000

Johnstone Ave from Hensley Ave to 5th St.
Budget: \$150,000
- 4 Landscape Renovation**
Includes the creation of landscaped medians in the following locations. Existing beds will be analyzed to determine which plantings should be removed for better visibility of businesses. Existing beds will be redesigned to provide upgraded plantings and color.

Frank Phillips Blvd from Cherokee Ave to Keeler Ave
Budget: \$80,000
Dewey Ave from Hensley Ave to 5th St.
Budget: \$80,000
Johnstone Ave from Hensley Ave to 5th St.
Budget: \$80,000
- 5 Increased Maintenance**
Includes complete maintenance of all new and existing landscape planter beds, including replacement of damaged plant material, addition of new plant material, seasonal color along with normal trimming and fertilizing.
Budget: \$75,000/yr



DOWNTOWN NEIGHBORHOOD

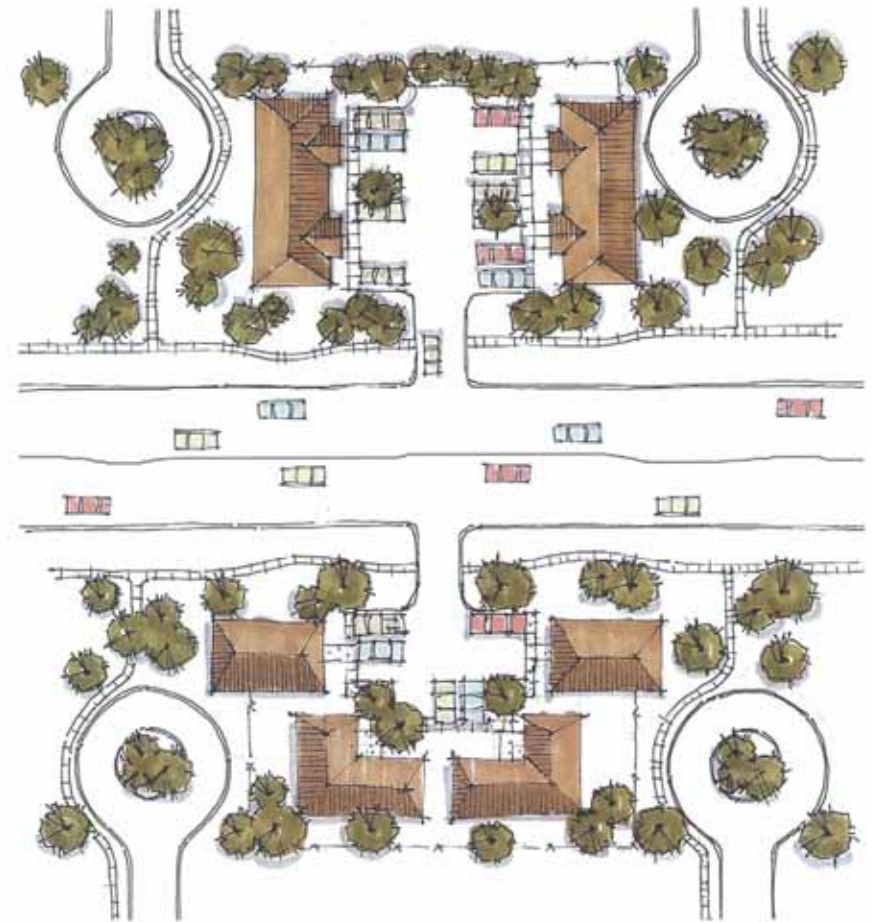
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| A | Adams Boulevard Concept Development
Includes the further development of the Adams Blvd. Corridor including study of storm water, street, alleyway and utility modifications. Includes reviews with Oklahoma Department of Transportation, Corp of Engineers, City of Bartlesville and engineering drawings required to complete modifications to streets and alleys. | Budget: \$50,000 |
| B | Multi-Use Greenbelt
Includes purchase and demolition of properties along Adams Boulevard in preparation for the development of the area. | Budget: \$850,00-\$1,200,000 |
| C | Street Modifications
Includes installing cul-de-sacs at existing streets and closing alleys to Adams Blvd. Includes areas north and south of Adams Blvd. | Budget: \$350,000 |
| D | Seventh Street Bridge
Includes the renovation of the Seventh Street Bridge to provide a new entry into the Downtown Neighborhood. | Budget: \$50,000 |
| E | Landscaping
Includes installation of new landscape along Adams Boulevard and Fourth Street Boulevards. The work on Fourth Street will also include the installation of landscaped medians. | |
| | Adams Boulevard | Budget: \$40,000 |
| | Seventh Street Bridge | Budget: \$15,000 |
| | 4 th Street Boulevard | Budget: \$125,000 |

CENTRAL BUSINESS DISTRICT



Traffic/Parking modifications along
Frank Phillips Boulevard

DOWNTOWN NEIGHBORHOOD



Redevelopment along Adams Boulevard

DOWNTOWN STEERING COMMITTEE

Lewis B. Ambler, Attorney
Lisa Beeman, City of Bartlesville
Glenda Bolinger, Smart Toys
Glenn Bonner, Bartlesville Development Corporation
Richard Boyd, Rogers State University
Don Calnan, Washington County Commission
Pat Dickerson, Bartlesville Community Center
Kelly Diven, 66 Federal Credit Union
Senator Jim Dunlap, Oklahoma State Senate
Pam Dunlap, Bartlesville Area Chamber of Commerce
Pastor Joe Fowler, First Baptist Church
Jim Fram, Bartlesville Development Corporation
John Gorman, Gorman Construction Company
Beth Heaton, ConocoPhillips
Laura Hicks, Bartlesville City Council
John B. Kane, Kane Enterprises
Karol May, Community Action Foundation
Bud Missei, Schlumberger Artificial Lift
Debbie Mueggenborg, Archambo, Mueggenborg, Dick, Inc.
Ron Nickel, Bartlesville Downtown Trust Authority
Andy Novak, Bartlesville Downtown Trust Authority
David Oakley, Jr., Oakley Pontiac-Buick, Inc.
Patricia Romines, Knightsbridge Advisors
Chris Rush, Examiner Enterprise
Earl Sears, Bartlesville City Council
Donny Story, Arvest Bank
George Stoia, George S. Stoia Insurance
Richard Townsend, Price Tower Arts Center
Representative Mike Wilt, Oklahoma State House of Representatives



FUNDING THE VISION

Numerous funding sources are currently available, or should be considered, in order to implement and sustain the Downtown Vision. Some of those sources are as follows:

Capital Improvement Projects Sales Tax – (CIP)

In 2003, the Citizens of Bartlesville passed a ¼ cent sales tax extension which included \$2.2 million for Downtown Improvements. This indicates broad community support for capital improvements in Bartlesville and an acknowledgment that Downtown is the heart and soul of the community. Proceeds from this tax may be used for acquiring and preparing land for development as well as capital improvements to the Downtown area.

Foundation and Private Donations

Foundations and corporations may wish to donate to the Downtown Vision. An account has been established, in the Bartlesville Community Foundation, to receive donations for development of the Downtown Vision.

Business Improvement District Dues – (BID)

A Business Improvement District is an area, designated by City ordinance, in which property owners pay a special assessment to cover the cost of providing facilities or services for which the district has a particular need. In essence, a BID functions as a homeowners association for the Downtown area. BID funds might be

used for the renovation of landscaping in downtown, enhanced maintenance, holiday decorations, event sponsorship, etc.

Tax Increment Finance District Funds – (TIF)

A TIF district is an area, designated by City ordinance, that provides funding for development within the TIF district. As new properties are constructed, or existing properties are enhanced, the increased property tax and sales tax funds are captured and used for designated development purposes.

Community Development Block Grants – (CDBG)

These funds are typically government grants for improvements to areas in economic decline. Bartlesville currently utilizes these funds for public improvements such as storm drainage and street repair.

Government Grants

Periodically, government grant monies are made available for various infrastructure improvements including street lighting, sidewalks and public transportation issues.

CONCLUSION

Downtown Bartlesville has been an active business and cultural center for over 100 years. It continues to be the hub of white-collar business activity in the city and serves well as a venue for worship and cultural activities.

Retail, food service and residential activity have been on the decline since the 1960s. Once residential neighborhoods began to develop near Hwy 75, the day-to-day retail and service trades began locating near those residential neighborhoods.

Downtown Bartlesville is not likely to regain its prominence as the retail or residential hub of the community, but it has a unique charm and charisma that sets the stage for healthy daytime and evening activity.

Downtown must identify a unique niche, developed with the customer in mind, and redevelop itself in that image. Downtown must actively recruit businesses and residential developments that further the vision and promote private investment in retail, commercial and residential developments.

A healthy Downtown is a quality-of-life amenity that visitors and businesses use to gauge the desirability of a community. In addition to visitors, local citizens must be drawn downtown and take ownership of its culture and amenities. The Hwy 75 corridor may continue as the revenue engine of the community, but Downtown will remain its heart and soul.

