



CITY OF BARTLESVILLE

Endeavor 2045 Comprehensive Plan



An initiative of bartlesville**NEXT**

City Council Update
April 15, 2024



Agenda



PLAN INTRODUCTION



COMMUNITY OUTREACH FINDINGS



VISION AND GUIDING PRINCIPLES



MARKET ANALYSIS

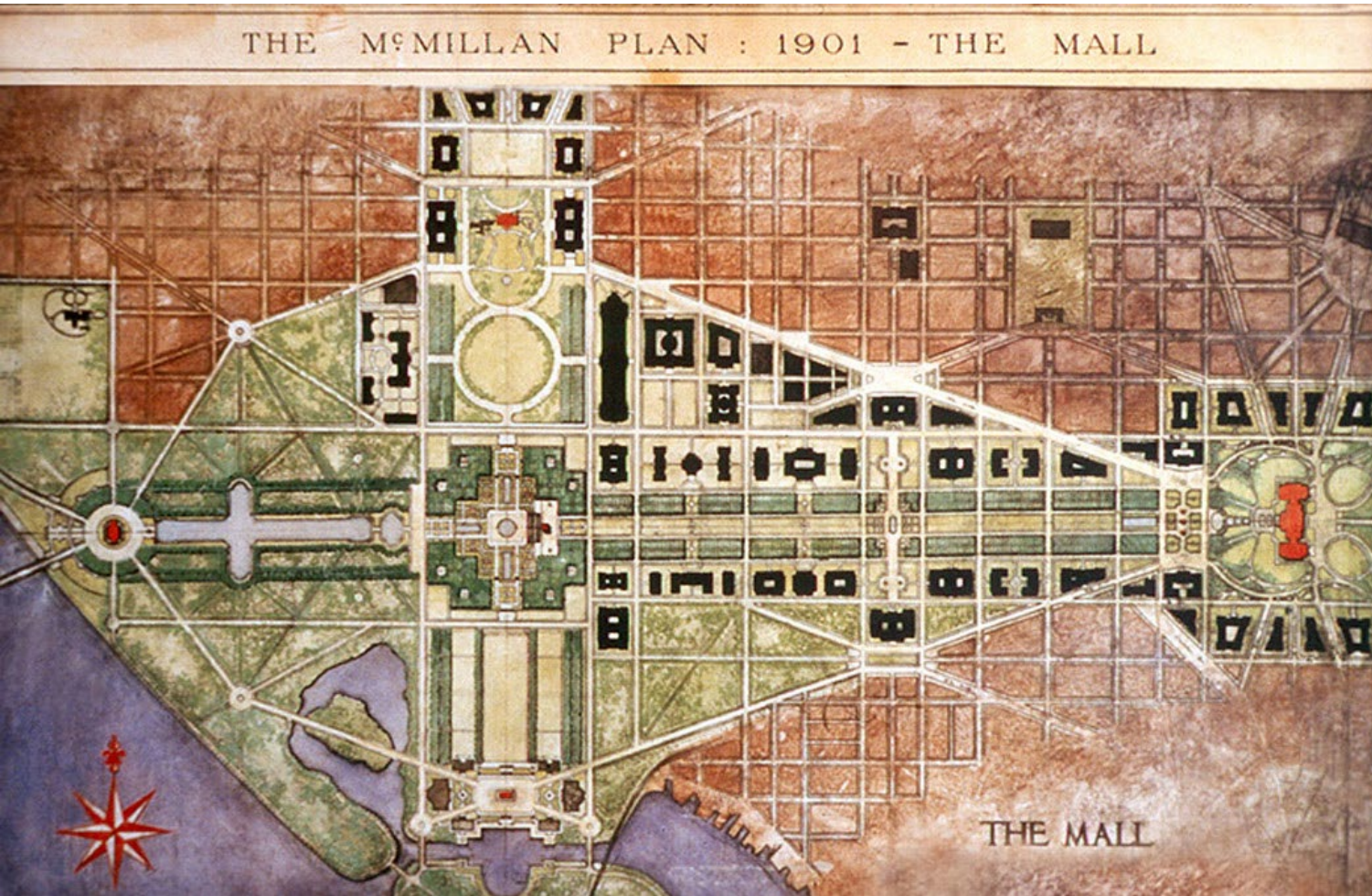


POLICY PROGRAM



NEXT STEPS

PLAN PURPOSE AND STRUCTURE



1733

AMERICA'S FIRST PLANNED CITY
SAVANNAH, GA

1909

AMERICA'S FIRST
COMPREHENSIVE PLAN
CHICAGO, IL

1925

FIRST CITY ADOPTED
COMPREHENSIVE PLAN
CINCINNATI, OH

TITLE 11, SECTION 43-103

OKLAHOMA STATE STATUTES STATES THAT MUNICIPAL REGULATIONS AS TO BUILDINGS, STRUCTURES AND LAND SHALL BE MADE IN ACCORDANCE WITH A COMPREHENSIVE PLAN.

- Law added in 1977

1981

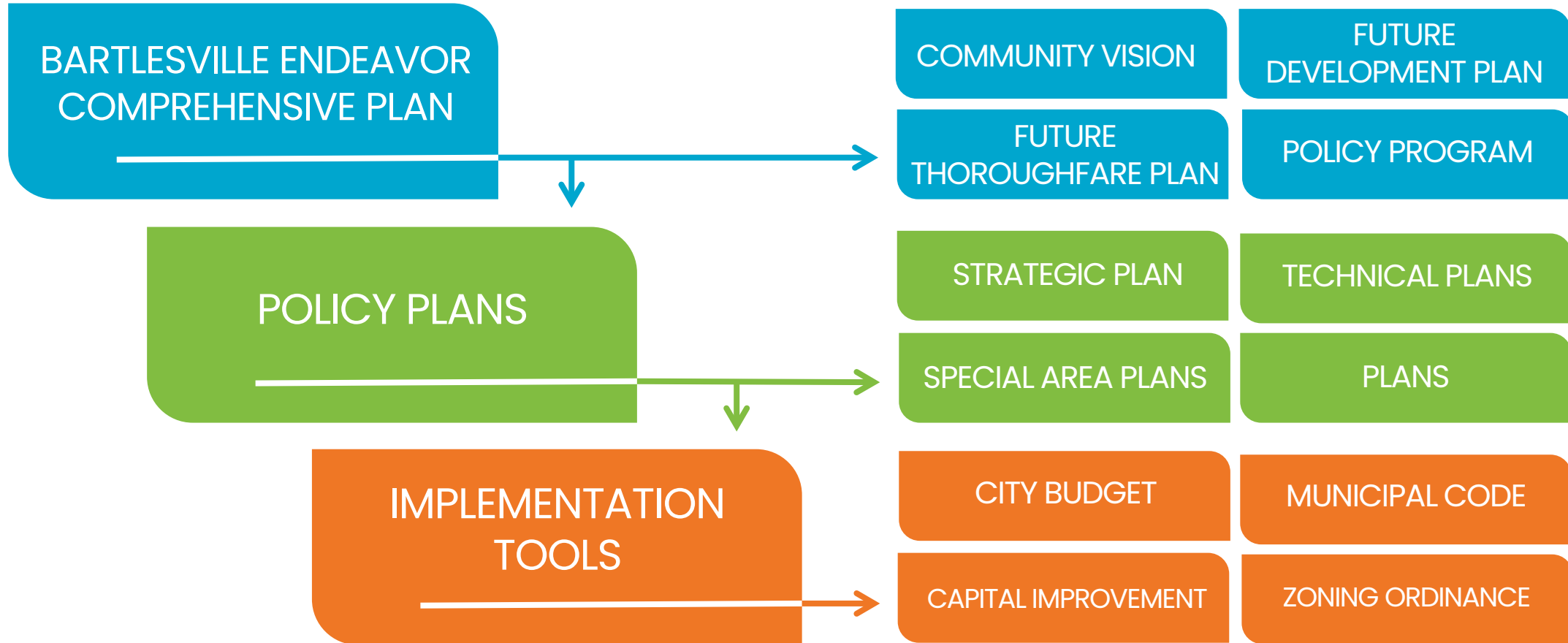
BARTLESVILLE
COMPREHENSIVE PLAN

1987

BARTLESVILLE
LAND USE MAP

1999

BARTLESVILLE
COMPREHENSIVE LAND USE PLAN



AFFIRM



RESEARCH AND
ANALYSIS

ENVISION



COMMUNITY
OUTREACH AND
PREFERENCES

DELINEATE



LAND USE AND
DEVELOPMENT
PATTERNS

CALIBRATE

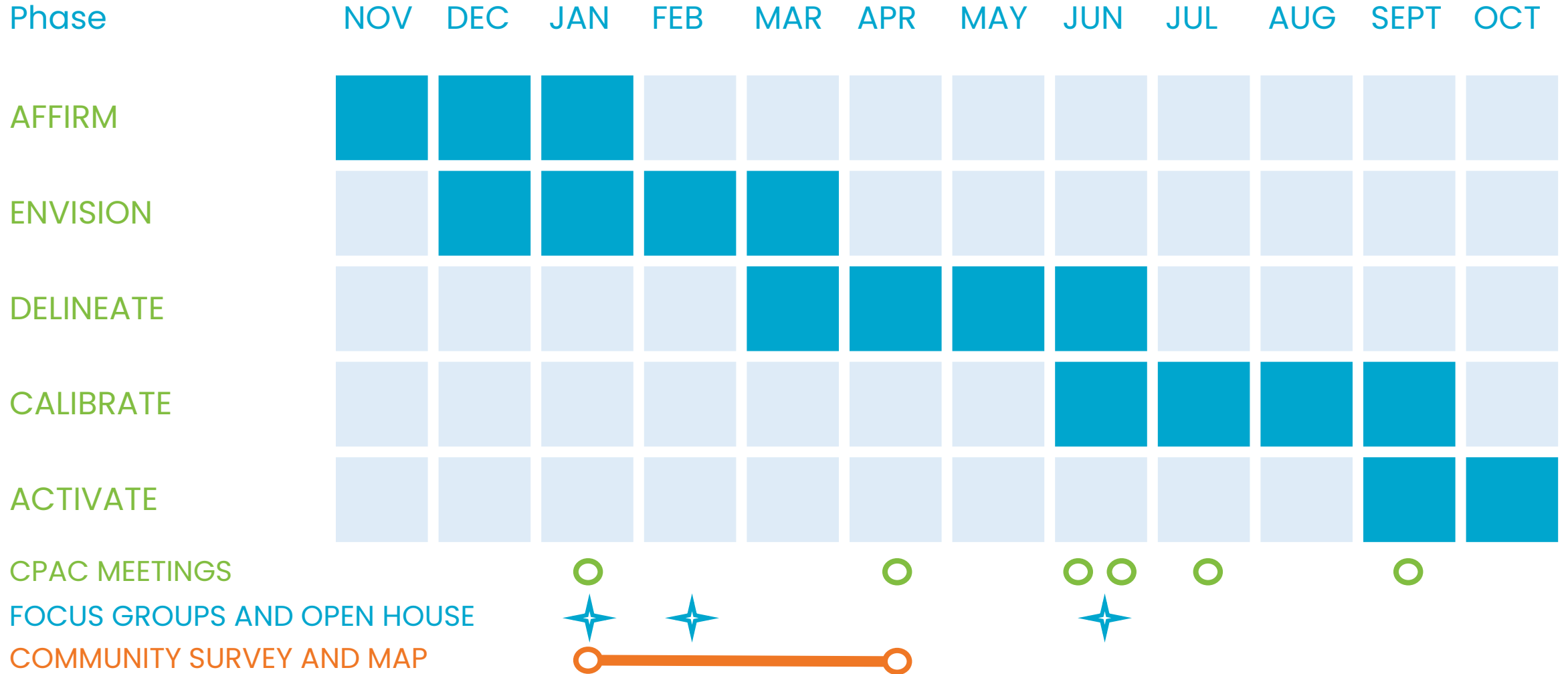


PROGRAMS,
POLICIES AND
STRATEGIES

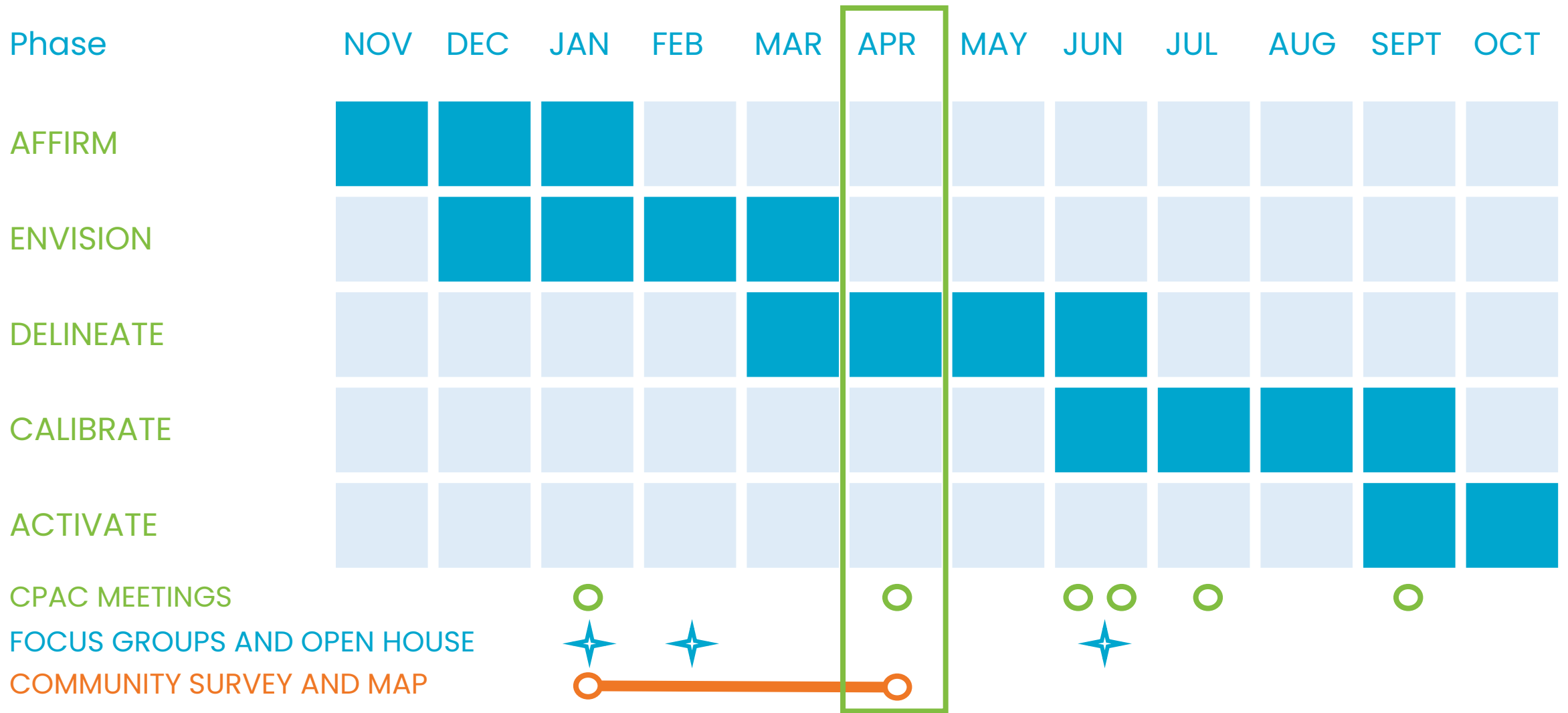
ACTIVATE



ACTIONS,
STRATEGIES, AND
WORK
PROGRAM



*SCHEDULE SUBJECT TO CHANGE



*SCHEDULE SUBJECT TO CHANGE

COMMUNITY OUTREACH FINDINGS



FOCUS
GROUPS



ADVISORY
COMMITTEE



PUBLIC
MEETINGS



LAND USE & HOUSING

Commercial Downtown
Growth
Sidewalk Residential
Infill
Middle Income Incentives

ECONOMIC DEVELOPMENT

Diversification
Young Adults
Child-care **Tourism**
Airport
Events Quality of Life



TRANSPORTATION

Lighting

HWY 75

Pathfinder Parkway

Bike Lanes

Sidewalks

Beautification

Transit

HEALTH AND HUMAN SERVICES

Hospital

Child-care

Trails

Communication

Safety

Homeless

Parks and Recreation Service



CPAC

BARTLESVILLE
IN 2045

LIVABLE

MOST
PRESSING ISSUE

WATER

FAVORITE
THINGS

**PEOPLE;
COMMUNITY;
HISTORY**

TAC

BARTLESVILLE
IN 2045

INNOVATIVE

MOST
PRESSING ISSUE

WATER

FAVORITE
THINGS

**UNIQUE;
PATHFINDER;
LIVABILITY**



3

LOCATIONS



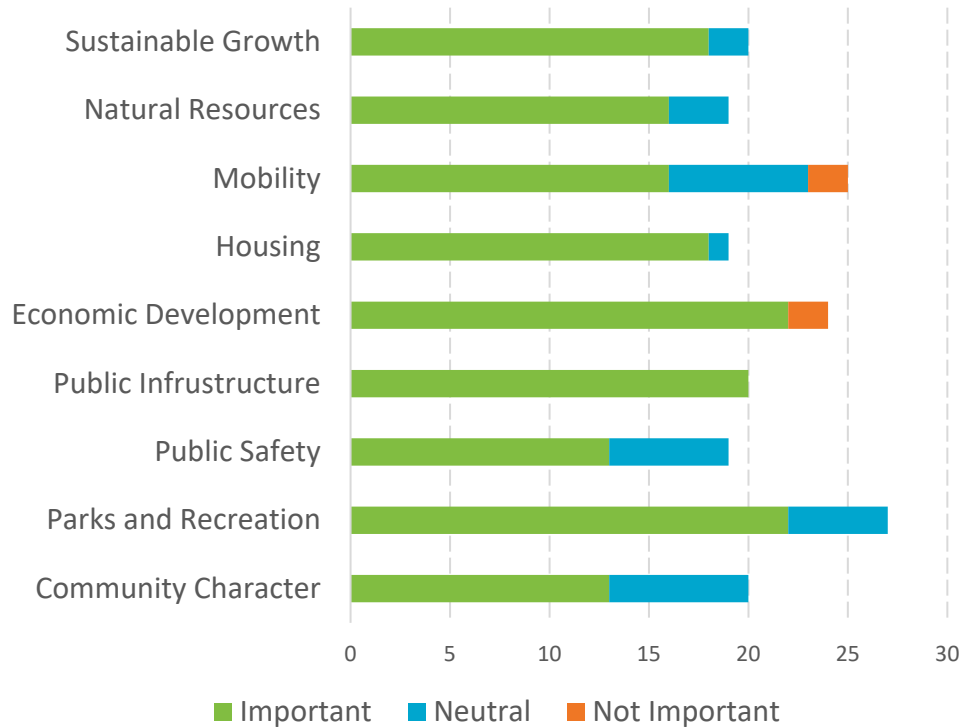
50+

PARTICIPANTS

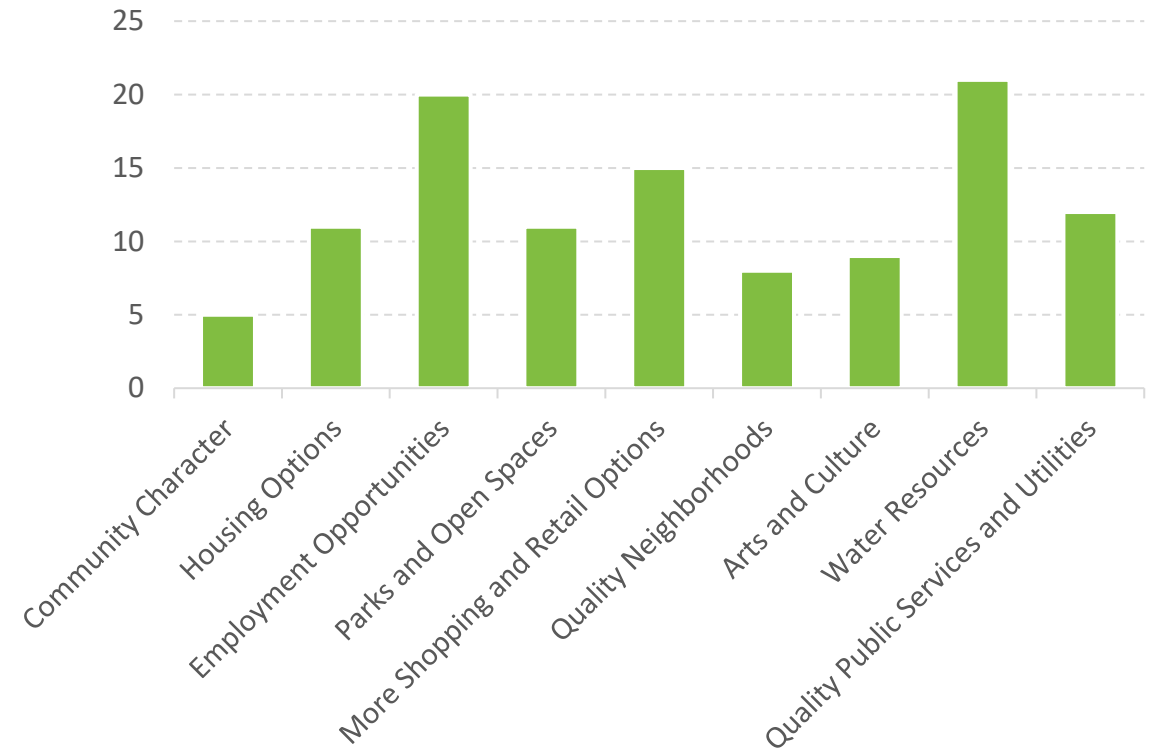




TOPIC IMPORTANCE



TOP COMMUNITY PRIORITIES





CITY BUDGET EXERCISE

25%

Attracting new employers and industries

22%

Human and social services

15%

Water and sewer system

12%

Parks, trails, and open space



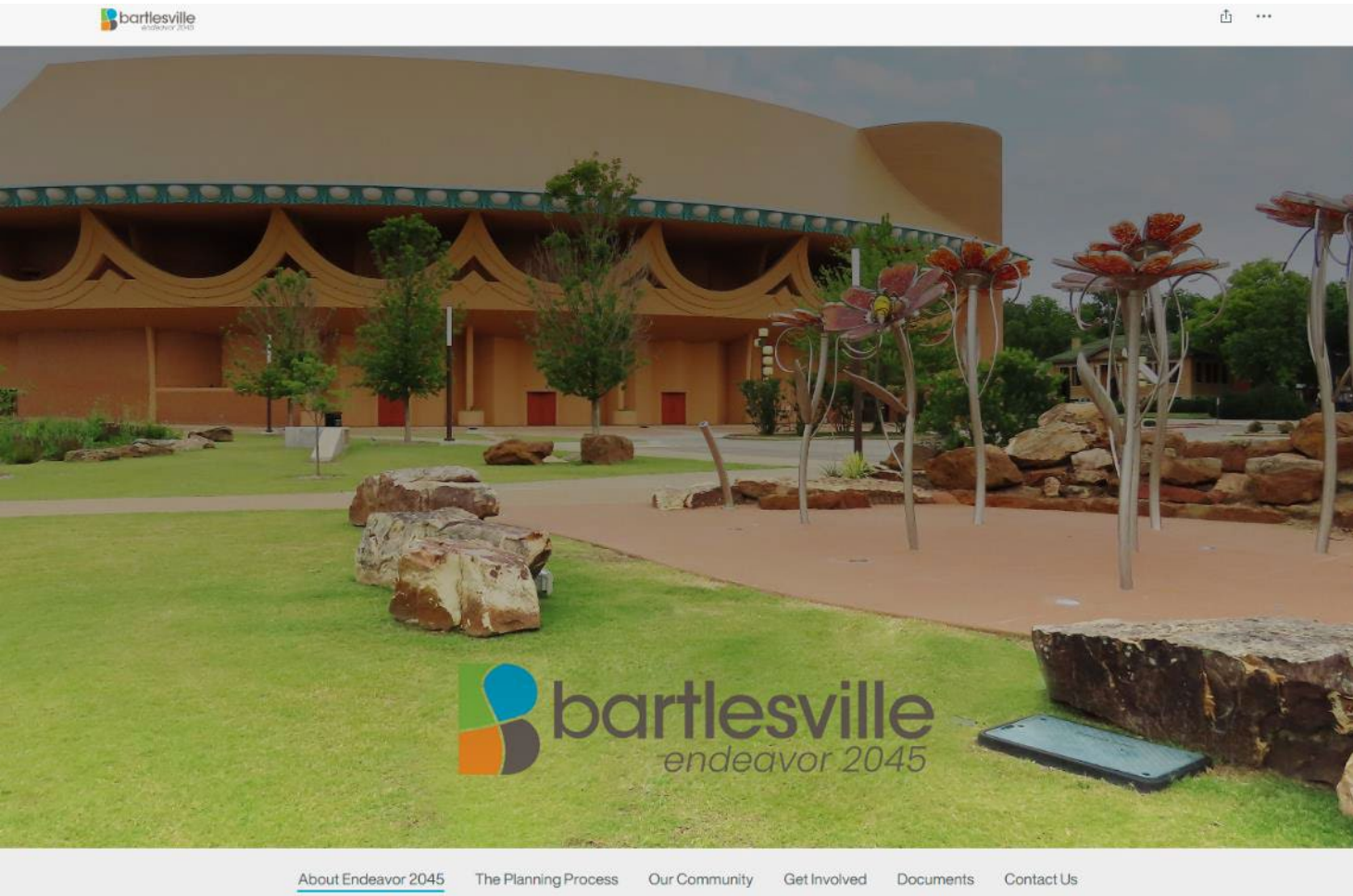
PROJECT
WEBSITE



COMMUNITY
SURVEY



INTERACTIVE
MAP



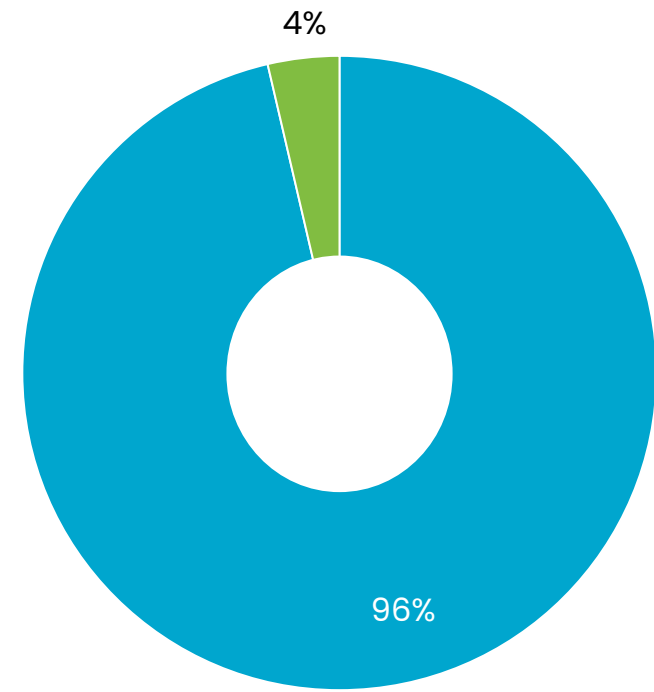
2,146
WEBSITE VISITS





885
RESPONSES

82%
COMPLETION



 RESIDENT
 NON-RESIDENT



CRITICAL ISSUES



WATER
CONSERVATION



ECONOMIC
DIVERSIFICATION



ROADWAY
CONDITIONS/
CONNECTIVITY

QUALITY OF LIFE



EMPLOYMENT AND
JOBS



RESTAURANTS



EVENTS AND
FESTIVALS

"THE CITY NEEDS
TO RESOLVE THE
CONSTANT WATER
ISSUES FACING THE
CITY."

"THE LACK OF
SUSTAINABLE
BUSINESS GROWTH
IS CONCERNING."



HOUSING



HOUSING
AFFORDABILITY



CONDITION OF
HOUSING



PROXIMITY TO
SERVICES

TRANSPORTATION



ROUTINE STREET
MAINTENANCE



PEDESTRIAN
ACCOMMODATIONS



VEHICLE
CAPACITY

"MORE LOW-
INCOME HOUSING
NEEDED."

"WE WANT TO SEE
BETTER SIDEWALKS
AND STREET
CONDITIONS"

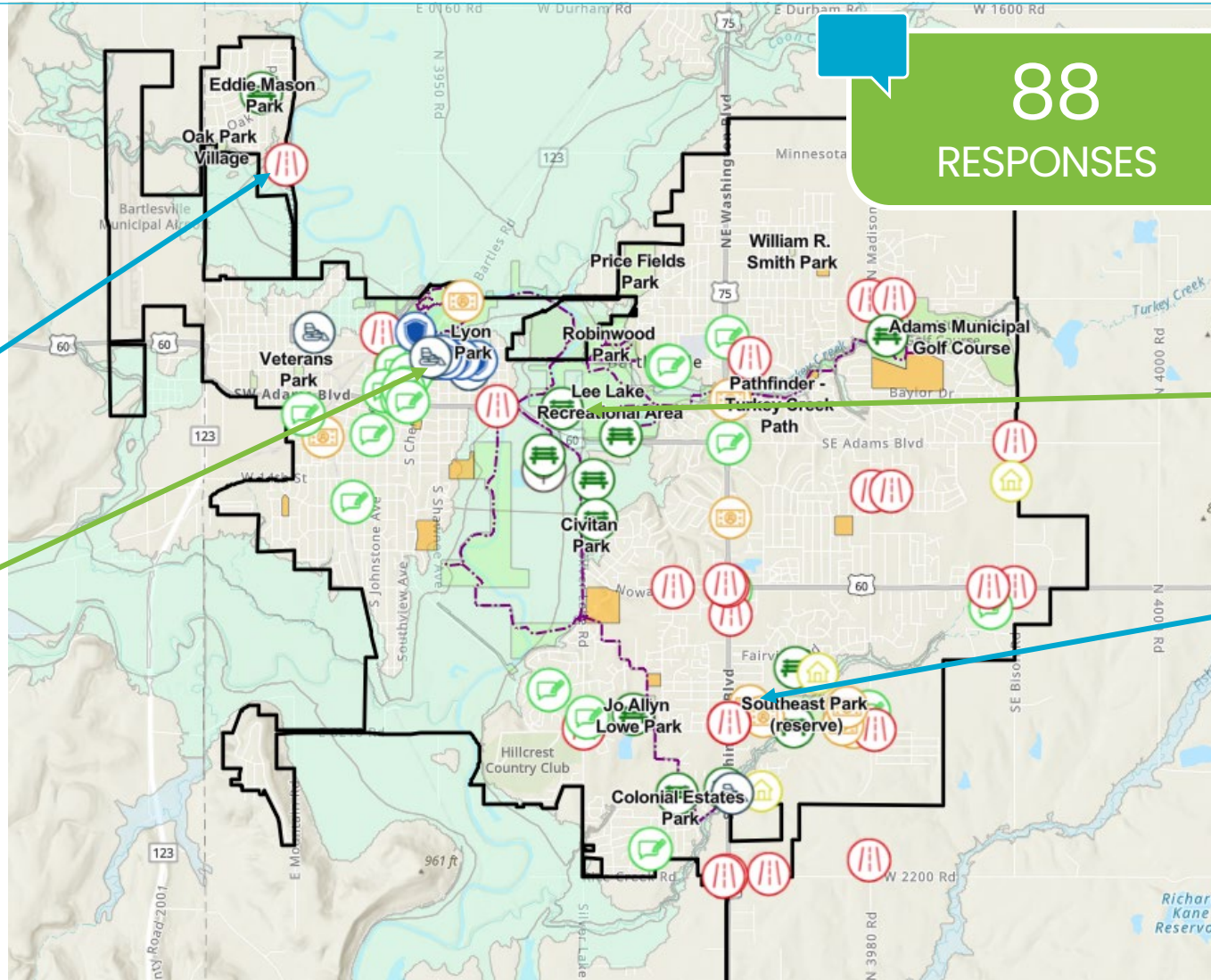


WALKABILITY

"WE NEED A BIKE PATH OR SIDEWALK ALONG VIRGINIA FOR ALL THE PEOPLE WHO WALK AND BIKE FROM OAK PARK TO TOWN."

HOUSING

"COULD THE CITY ORGANIZE A VOLUNTEER PROGRAM TO WORK ON HOMES AND BUSINESSES IN THIS AREA?"



PARKS

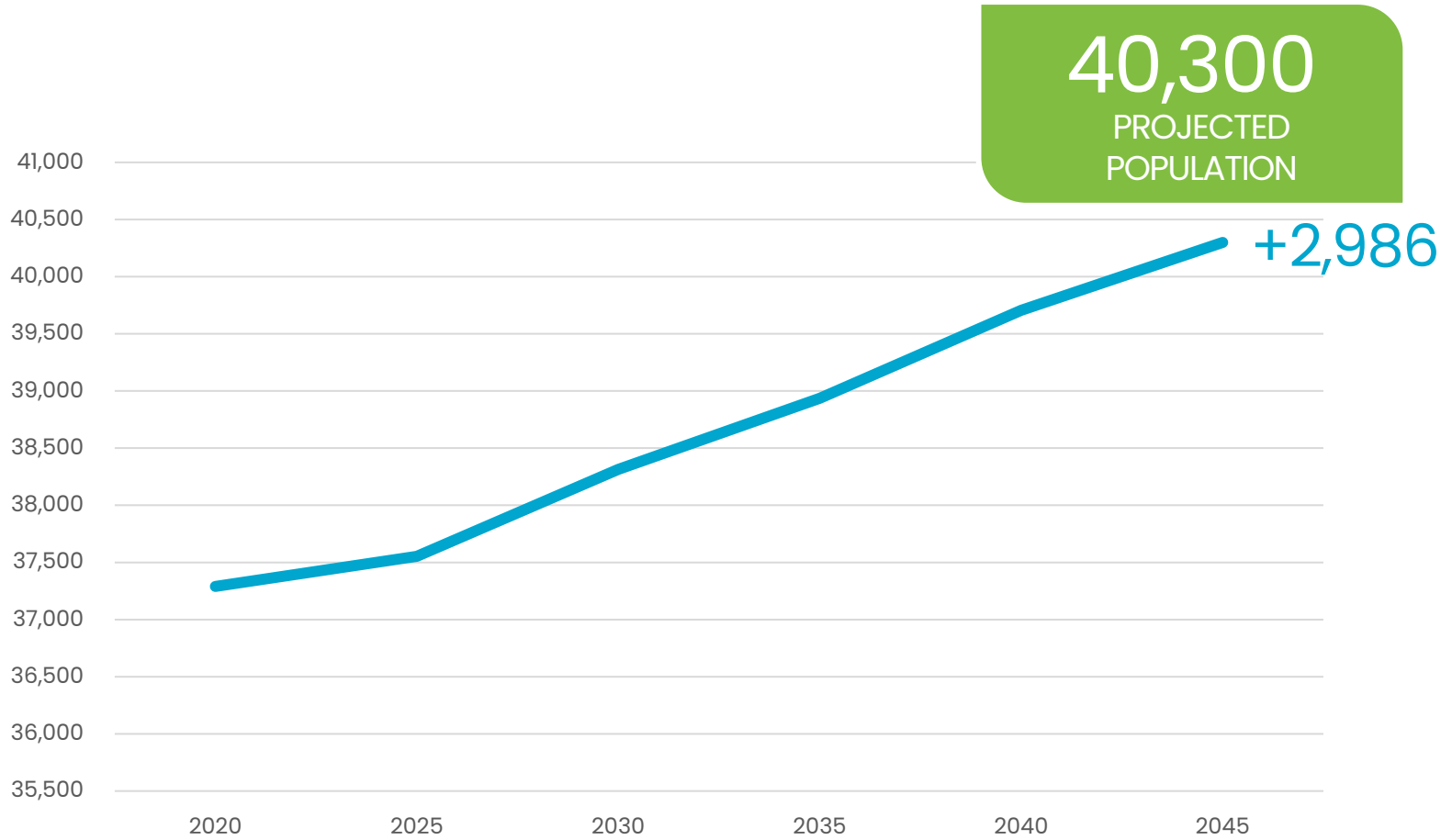
"RESERVE FOR PARKS. GREENSPACE ATTRACTS QUALITY INVESTMENT."

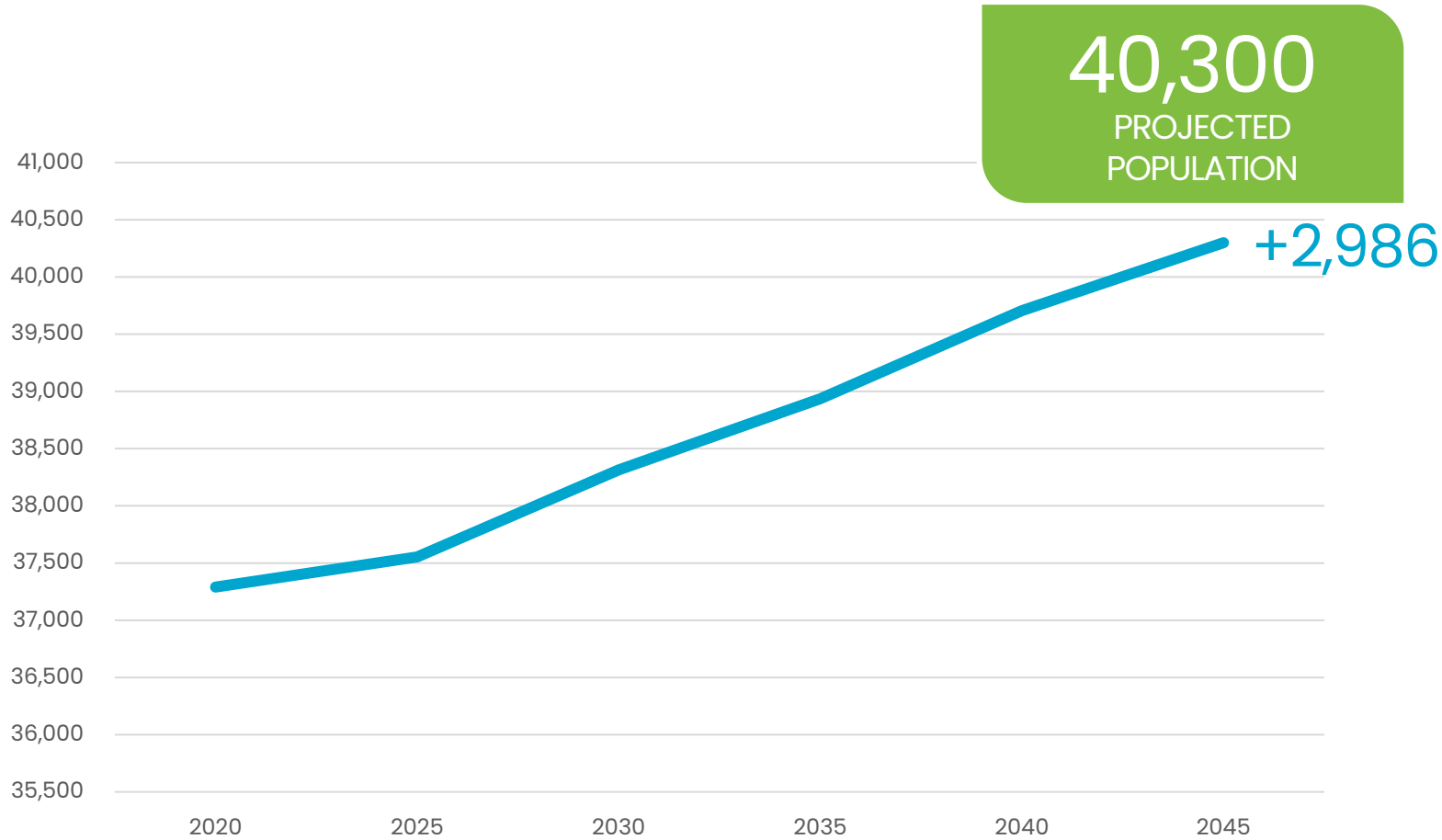
ECONOMY

"WE HAVE LOST SO MANY STORES AND EATING PLACES AT THE MALL! IT WOULD BE VERY NICE IF WE COULD GET SOME OF THESE BACK."

VISION & GUIDING PRINCIPLES

FUTURE DEVELOPMENT PLAN





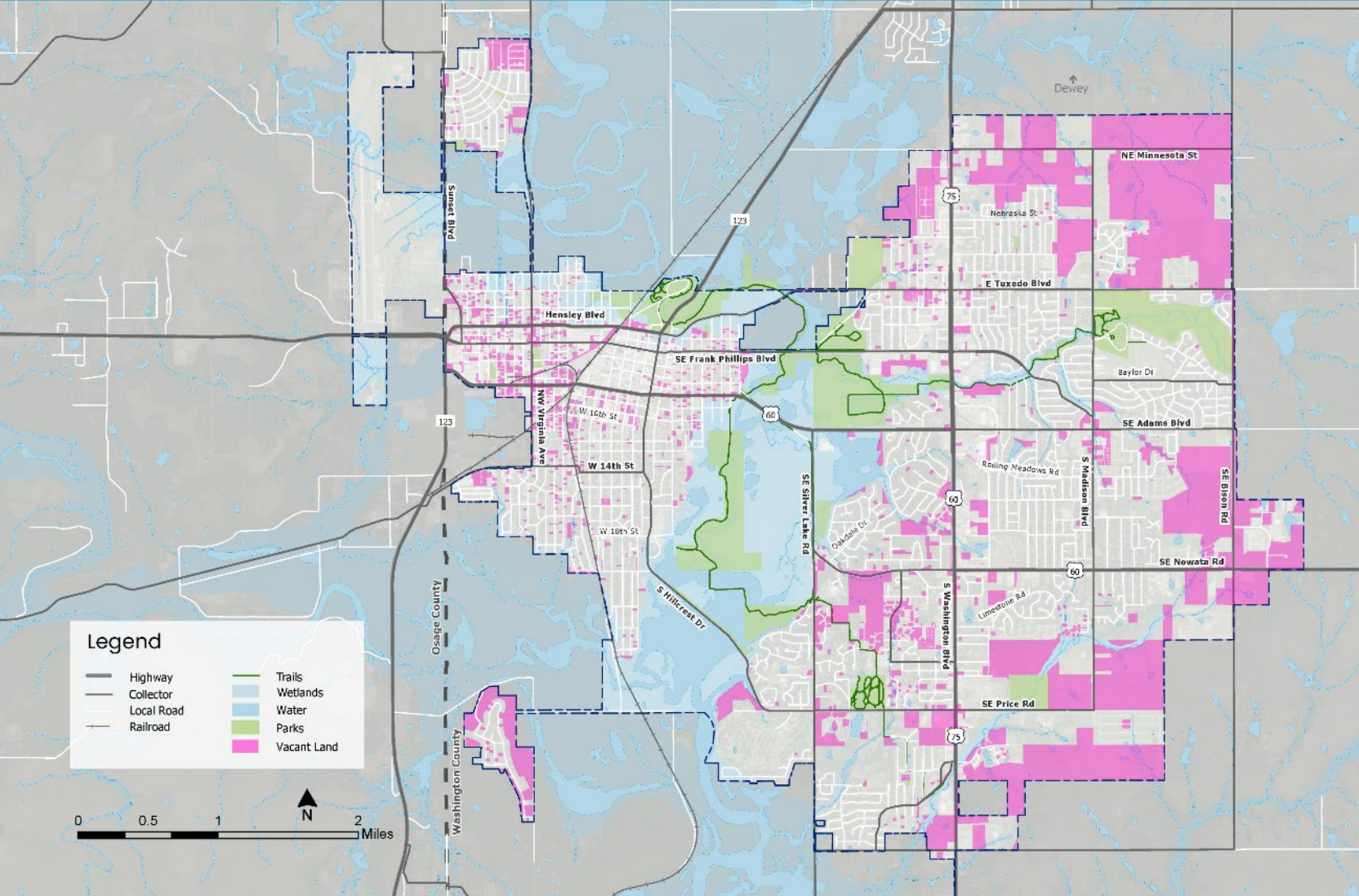
40,300
PROJECTED
POPULATION

+2,986

1. CALCULATE NUMBER OF HOUSING UNITS NEEDED

2. CALCULATE AMOUNT OF LAND NEEDED FOR THE HOUSEHOLDS

3. CALCULATE THE AMOUNT OF AVAILABLE LAND IN THE CITY LIMITS



1,185
PROJECTED HOUSING
UNIT NEED (2045)

~ 375
ACRES NEEDED
(LARGE LOT SF)

3,000+
ACRES OF
VACANT LAND

MARKET ANALYSIS


MARKET ANALYSIS

OVERVIEW

- **37,314 population in 2022**
- **40,300 est. population in 2045**
- **Median HH income is \$54k**
- **Average HH income is \$85k**

MARKET ATTRIBUTES

Oklahoma is 12th in
the Nation in net
migration

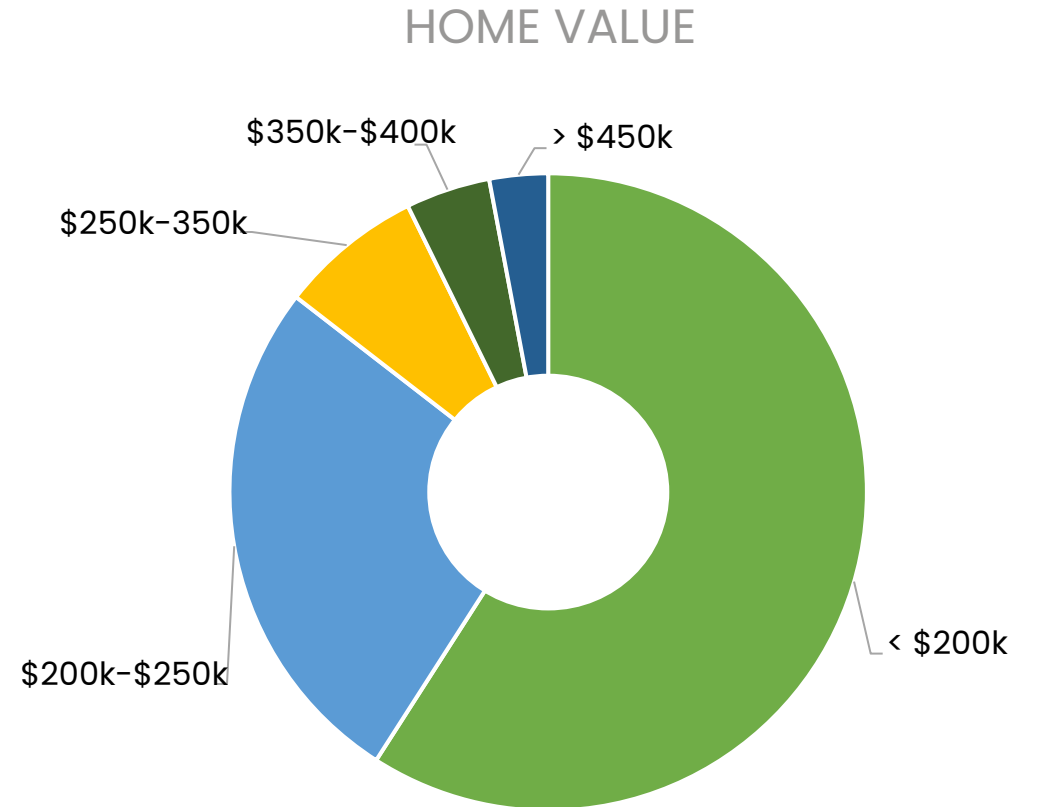
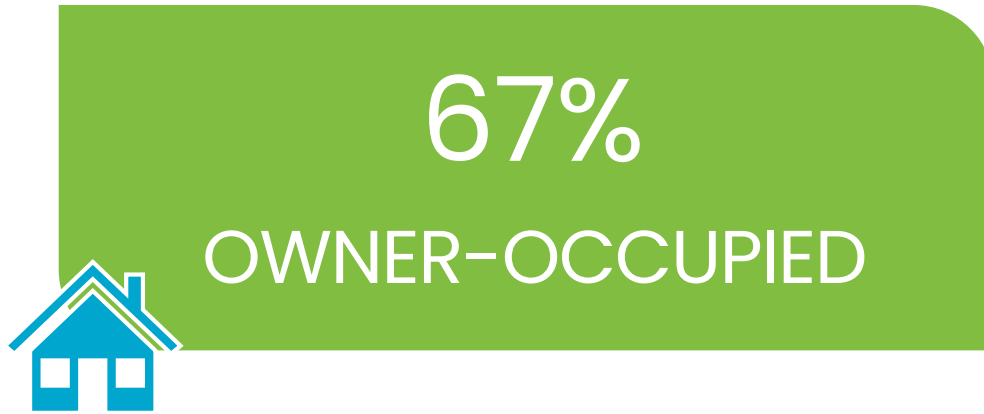


Higher education rate
than Oklahoma

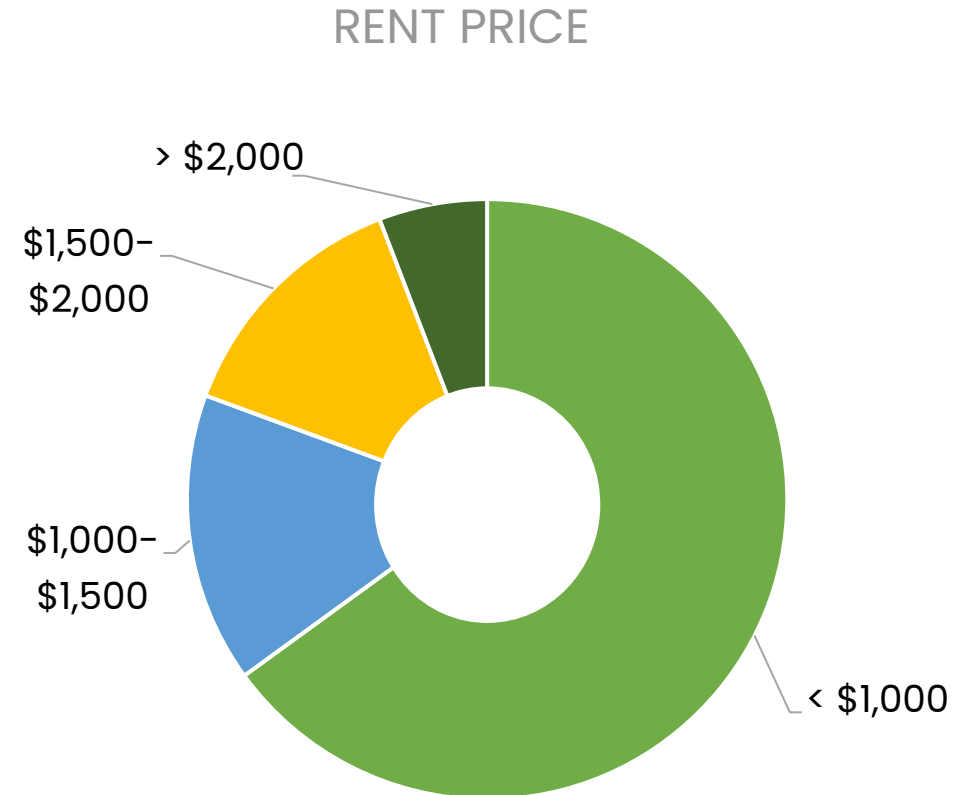
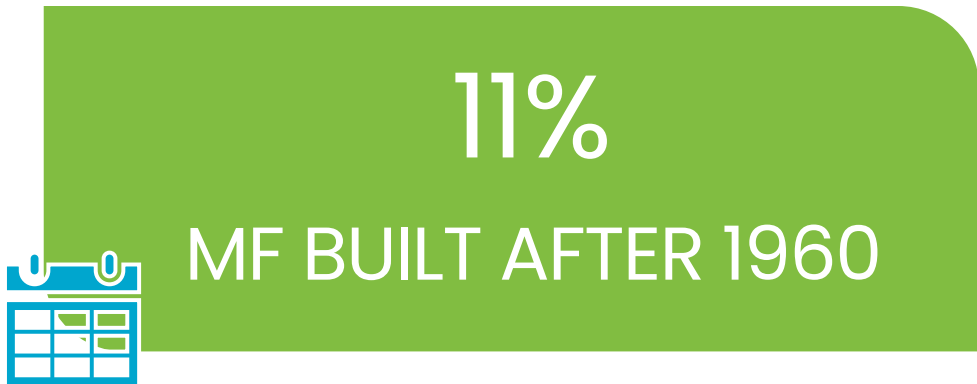


- Cost of living is attractive
- 46% of Bartlesville jobs held by residents
- 80% of housing consists of detached single family
- Older population (42.1) compared to OK (38.4)
- Permitting activity has been down since 2008

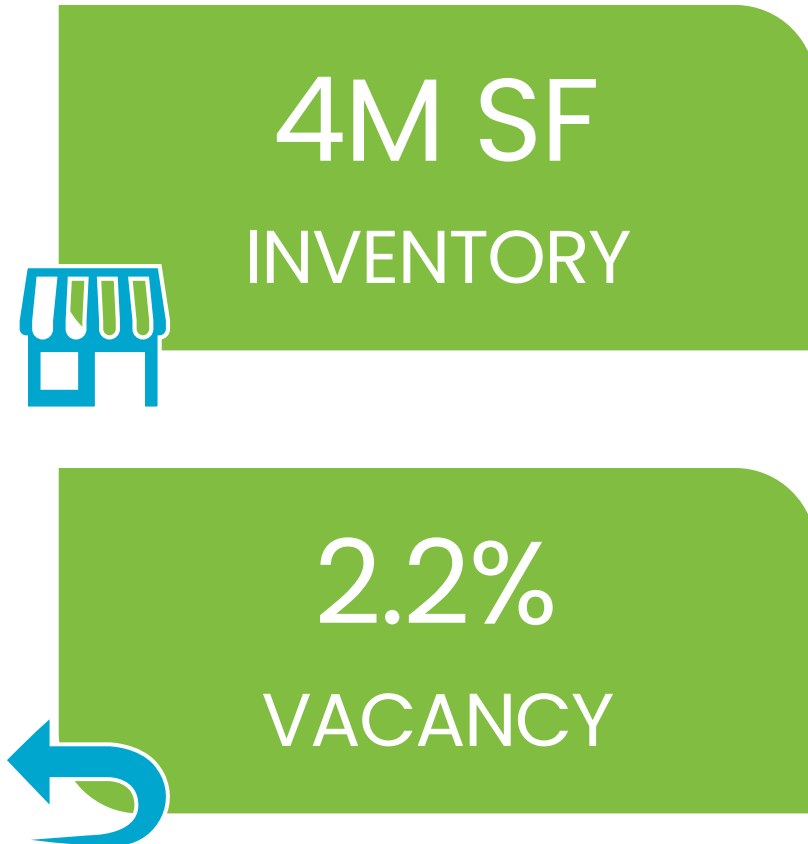
OWNER-OCCUPIED HOUSING



RENTER-OCCUPIED HOUSING



RETAIL



- Opportunity to attract entertainment, regional retail, destination restaurants.
- Growth in income can create greater retail purchasing power
- Increased population can support greater supply
- Low vacancy rate will maintain rents
- Limited new inventory for new operators

OFFICE



3.1M SF
INVENTORY



0.4%
VACANCY

- Very low vacancy
- Older stock creates opportunity to replace obsolete buildings with new inventory
- Over half of Bartlesville residents leave city for work
 - 27% of these jobs are in Tulsa

INDUSTRIAL



2.4M SF
INVENTORY



5.2%
VACANCY

- 50% of Bartlesville industrial space was built before 1970
- Opportunity to replace obsolete buildings with new inventory
- Bartlesville has a higher propensity for manufacturing jobs compared to the US
- Look to underrepresented industries as targets

NEXT STEPS



FUTURE
DEVELOPMENT
MAP



FUTURE
THOROUGHFARE
MAP



AREAS OF SPECIAL
CONSIDERATION
WORKSHOPS



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