

1

OUR ENDEAVOR

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DRAFT
10/9/2024

What is Endeavor 2045?

Commissioned in 2023 by the Bartlesville City Council, the Endeavor 2045 Comprehensive Plan (the “Plan”) is the City’s plan for facilitating growth and development of the community. This guidance is generated based on established community values, preferences, and anticipated growth. Goals and strategies in this Plan shape the future by proposing policies, investments, and city-wide initiatives.

Endeavor 2045 is an update to Bartlesville’s past comprehensive plan, adopted in 1999, and is designed to address the city as a whole. It evaluates various elements of the community, such as land use, mobility, economic development, housing, public services, and natural and cultural resources. Once adopted, it will be the responsibility of municipal leaders, residents, and community stakeholders to implement and monitor the progress of the Plan.

OKLAHOMA PLANNING STATUTORY AUTHORITY

Title 11, Section 43-103 of the Oklahoma State Statutes states that municipal regulation as to buildings, structures, and land shall be made in accordance with a comprehensive plan. The law further defines that a comprehensive plan be designed to lessen roadway congestion, address public safety, promote health and the general welfare, and address other quality of life topics.



How is Endeavor 2045 organized?

Chapter 1: Our Endeavor... describes the purpose and development of Endeavor 2045. This chapter summarizes key planning initiatives, milestones, public engagement and the city’s vision to innovate, prosper, and thrive.

Chapter 2: Bartlesville Today... shares the history and existing conditions of the community and identifies the basis for recommended actions and strategies.

Chapter 3: Future Bartlesville... provides guidance on future development patterns in Bartlesville by introducing the future development plan, context and character areas, areas of special consideration, and the future thoroughfare map.

Chapter 4: Prosperous Bartlesville... recommends actions and strategies to encourage economic and community growth in Bartlesville.

Chapter 5: Livable Bartlesville... recommends actions and strategies to advance safety, parks and recreation, community health, and other quality of life topics in Bartlesville.

Chapter 6: Natural Bartlesville... recommends actions and strategies to encourage sustainable practices when addressing utilities and the natural environment.

Chapter 7: Work Program... prioritizes the policy and investment-based actions that are designed to address the challenges and opportunities identified throughout the Plan.

The Planning Process

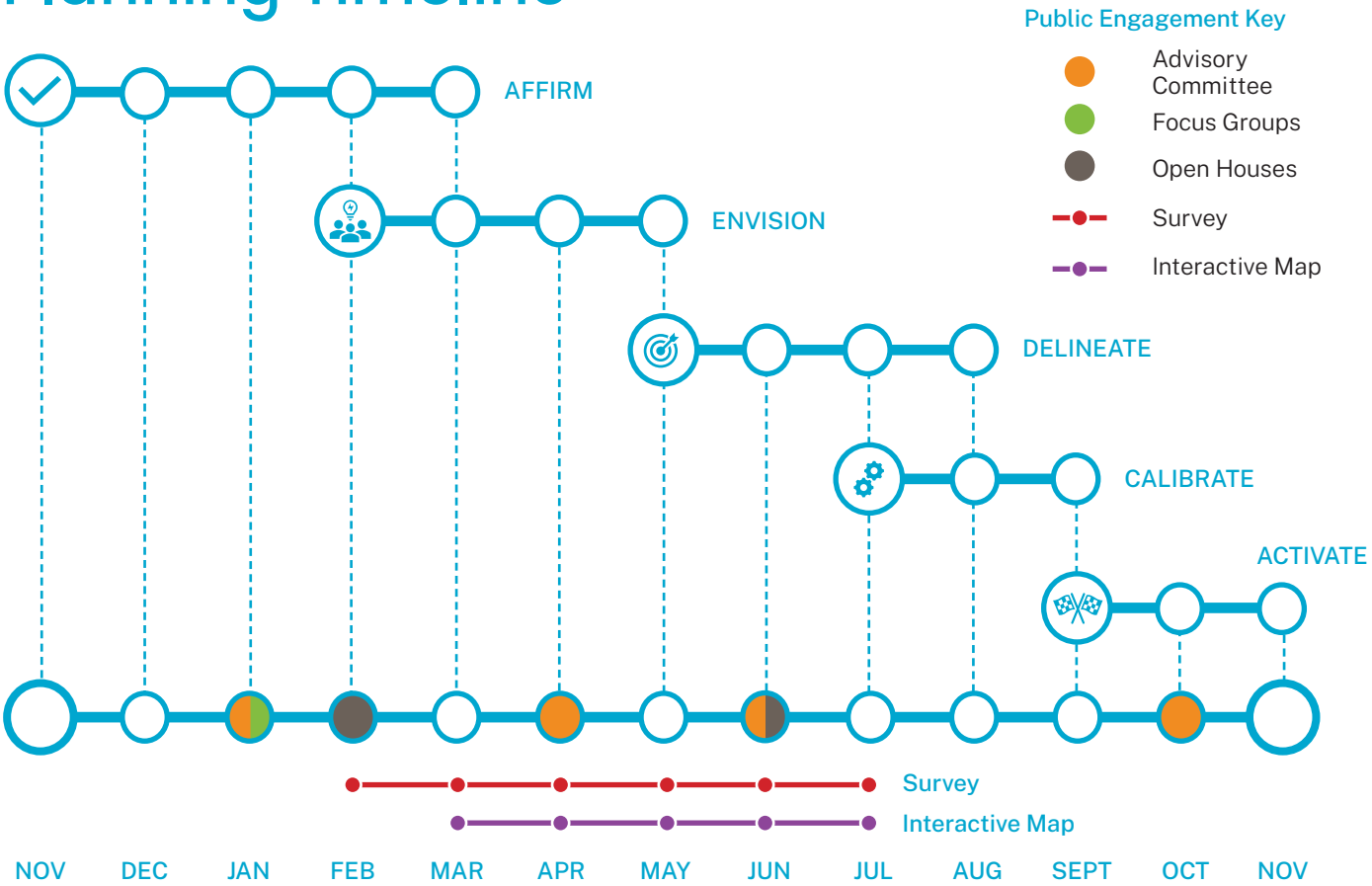
Bartlesville Endeavor 2045 comprehensive plan was conducted in five phases over the course of 12 months. Each phase included elements of community engagement to various extents. The planning process and timeline of events can be viewed below.

- PHASE 1 | AFFIRM**
Review of the existing community, past planning efforts, and the city’s current conditions.
- PHASE 2 | ENVISION**
Engaged community leaders, stakeholders, and residents to establish a vision for the future of Bartlesville.
- PHASE 3 | DELINEATE**
Developed guidance for future growth and development based on findings and community feedback .
- PHASE 4 | CALIBRATE**
Developed policies, programs, and strategies to guide implementation of Plan recommendations.
- PHASE 5 | ACTIVATE**
Review the draft Plan with the community for a formal recommendation and adoption by the Bartlesville City Council.

THE PLANNING TEAM

Endeavor 2045 was prepared by a planning team comprised of staff from the Bartlesville Community Development Department and partners at Halff Associates, the planning firm hired to facilitate the comprehensive plan. As the principal administrators of the plan, the Endeavor 2045 planning team was responsible for conducting research, engaging the community, and developing the recommendations found within this plan document.

Planning Timeline





Community engagement events were held in multiple community spaces around Bartlesville.

Engaging the Community

Resident input and feedback provide the foundation of a community driven comprehensive plan. The Bartlesville Endeavor 2045 planning team engaged residents during the planning process through a variety of outreach techniques. All engagement activities fall under one of two overarching outreach methods, in-person and digital outreach. Findings from the community engagement activities directed the development of the plan vision statement and guiding principles and informed the issues and recommendations made throughout the Plan.

IN-PERSON OUTREACH

Public engagement activities were conducted through formal and informal interviews, workshops, meetings, and open houses. These engagement initiatives allowed the planning team to hear directly from residents and community champions about their desires for Bartlesville’s future. These events enabled community members to learn about the planning process and speak with the planning team.

DIGITAL OUTREACH

Public engagement activities were also conducted virtually. This took place in the form of a project website, an online community survey, and an interactive mapping tool. The project team also utilized social media and the City website to announce project updates and engagement opportunities.

Comprehensive Plan Advisory Committee

Bartlesville Endeavor 2045 was prepared under the oversight of a Comprehensive Plan Advisory Committee (CPAC), member of which were appointed by the Bartlesville City Council. The CPAC was composed of residents and community champions who have an interest in the prosperity and vitality of Bartlesville. The group met six times at various stages of the planning process to review findings, provide input, and ensure the Plan was developed to reflect the character and priorities of the community.



- MEETING 1 | PROJECT KICK-OFF**
An introduction to the planning process and an interactive visioning work session was conducted.
- MEETING 2 | PRELIMINARY FINDINGS**
A review of the initial findings from the community outreach activities and conditions assessment findings were provided to the CPAC.
- MEETING 3 | PLACEMAKING**
A review of the community design workshop for the two areas of special consideration was given to the CPAC and the group provided feedback on the findings.
- MEETING 4 | FUTURE DEVELOPMENT PLAN**
A review the future development plan was given to the group and they provided feedback and recommendations.
- MEETING 5 | THEME DEVELOPMENT**
The group reviewed and provided feedback on the policy and investment recommendations as presented in the Plan’s work program.
- MEETING 6 | PLAN OVERVIEW**
The Plan draft was provided to the CPAC for review and a recommendation for adoption was made to the City Council.

City Council

The Bartlesville City Council was engaged at three key points in the planning process. Each meeting allowed the planning team to gather council feedback and provide information regarding the status of the planning process.

COUNCIL VISIONING

Members of the City Council were interviewed individually or in small groups (non-quorum) to better understand their individual goals for the community and to learn about the needs of their constituents. Their participation in the visioning process enabled the project team to learn more about each ward and the unique challenges found within each.

PROJECT UPDATE

In April 2024, the project team attended a special meeting of the City Council to provide a project update. The update included initial findings from the community engagement activities, results of the community assessment, and community build-out assumptions. Council feedback was incorporated into the plan document.

PLAN REVIEW AND ADOPTION

The City Council, along with the Planning Commission, met with the planning team to review the full draft of the Plan. The recommendations and feedback from the group was incorporated into the Plan and the final version was presented to the Planning and Zoning Commission, who rendered a formal recommendation to City Council. The Council reviewed the final document and adopted the Plan on **DATE (TBD)**.

“Bartlesville has the conveniences of a big town, with a bit of a small town feel.”

- Resident comment from the Endeavor 2045 Community Survey

Open House Events

Four public open house events were hosted by the planning team to gather information and provide feedback to residents. The first two open house events were held in February 2024 and centered on community visioning with the intent to gather input on resident’s priorities, interests, and concerns. The events included informational boards, engagement boards, a budgeting activity, a mapping activity, an interactive poll, and an informational slideshow. The second two open house events were conducted in June 2024 to provide updates to the community vision and inform residents on the future development plan. Each event was held in a community space and advertised via CityBeat newsletter and social media.

City staff also attended the “Shamrock the ‘Ville 5K” event and two Rotary Club events with engagement boards to receive resident feedback.

COMMENTS FROM PARTICIPANTS

“I want Bartlesville to be the go-to community.”

“For a town our size, we have culture and history. It’s a great place to raise a family!”

“Downtown has been reborn.”



Residents spoke with the planning team about key areas of interest.

BUDGET EXERCISE

25%
Attracting New Employers and Industries

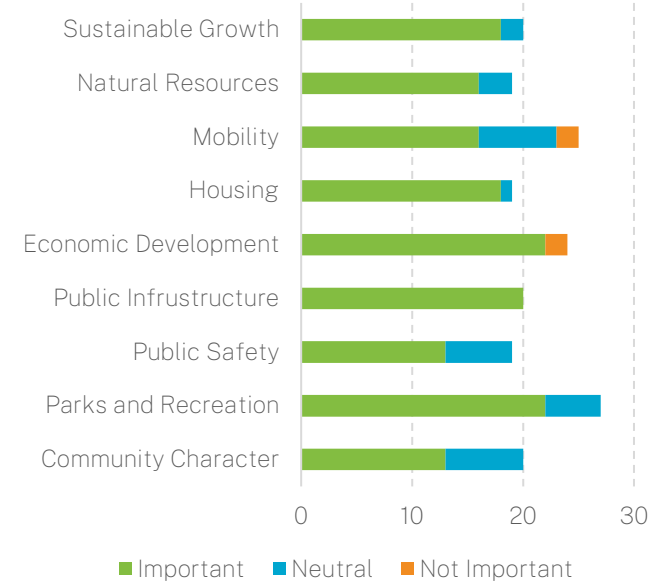
22%
Human and Social Services

15%
Water and Sewer Systems

12%
Parks, Trails and Open Spaces

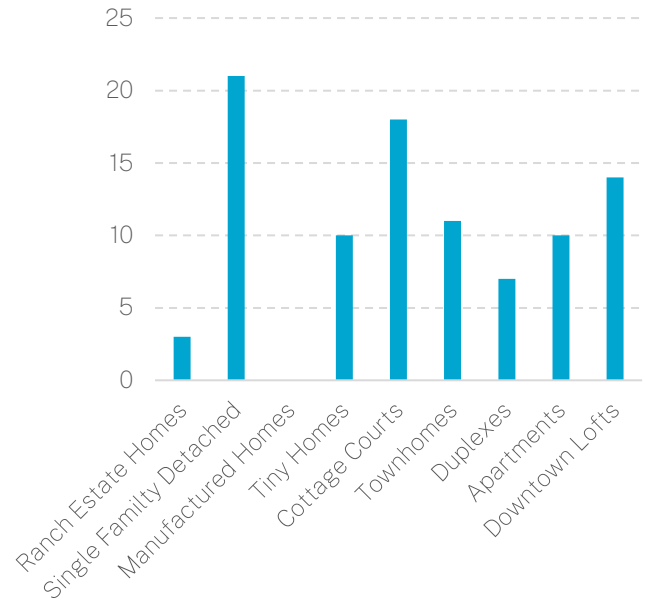
26%
Other Categories Combined

TOPICS OF IMPORTANCE



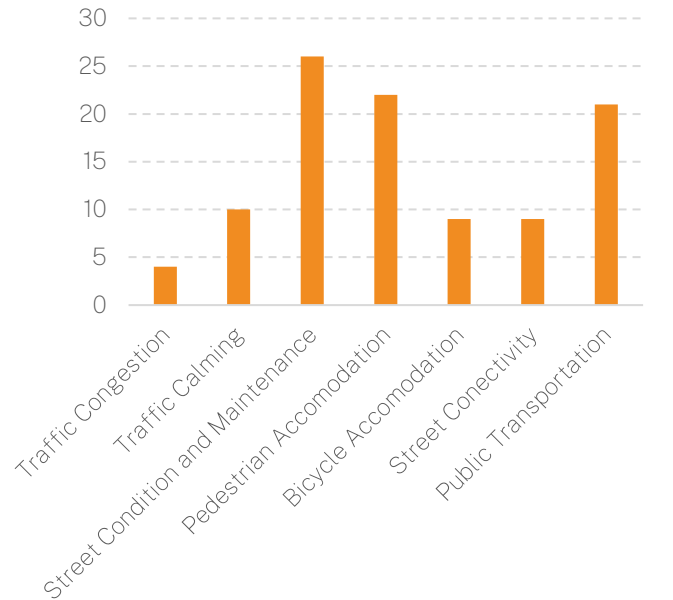
HOUSING PRIORITIES

Open house participants were asked to identify the types of housing they would like to see grow in Bartlesville. Most respondents selected single-family detached followed by cottage court style homes.



TRANSPORTATION PRIORITIES

Participants were asked how the city should prioritize transportation issues in Bartlesville. Street condition and pedestrian accommodations were the highest priority.



* Complete results from the open house events can be viewed in [Appendix # \(placeholder\)](#).

Focus Group

The Endeavor 2045 planning team met with five focus groups composed of community champions identified by City staff. The groups provided insight into current community issues, opportunities, needs, and priorities. Each group was composed of representatives of key interest groups with similar expertise to allow for meaningful discussions on familiar issues. Common themes and unique insights were discovered based on the observations and opinions of the focus group members. Key themes from each group can be found below.

LAND USE AND HOUSING

Members of the land use and housing focus group included individuals in the development field, including architects, builders, and bankers.

KEY THEMES:

- There is a need for more affordable housing.
- There is a gap in mid-level housing.
- There is growing demand for more density.

ECONOMIC DEVELOPMENT

Members of the economic development focus group included representatives from educational institutions, businesses leaders, and tourism professionals.

KEY THEMES:

- Bartlesville needs to attract more young professionals.
- There is a desire to attract new industries, such as aviation and film.
- There is a desire to help grow local businesses.

TRANSPORTATION

Members of the transportation focus group represented a range of mobility groups and transportation providers.

KEY THEMES:

- Residents want more transit options.
- Pathfinder Parkway is a major community asset and is often used for transportation.
- There is a desire to increase sidewalk connections.

HEALTH AND HUMAN SERVICES

Members of this health and human services focus group included healthcare professions, non-profit leaders, and law enforcement personnel.

KEY THEMES:

- There is a growing population of residents experiencing homelessness.
- Residents want additional communication outlets.
- There are concerns about access to quality healthcare.

MISCELLANEOUS

Members that could not make one of the prior four focus group meetings met for this “make-up” meeting. This group was composed of a range of interest that span many topics.

KEY THEMES:

- The need for more economic diversification.
- Vacancy at Washington Park Mall needs to be addressed.
- There needs to be more childcare options for parents.

COMMON THEMES

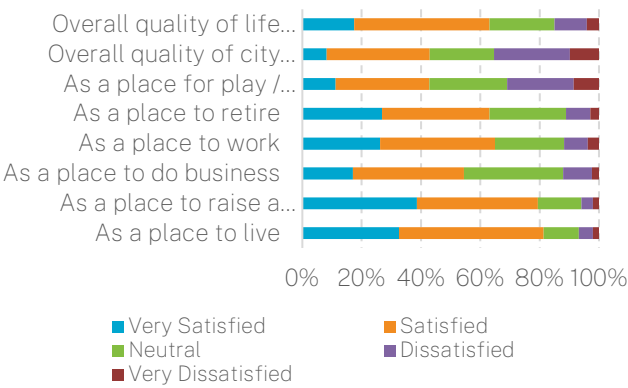
At each group discussion, residents and community champions praised the quality of life amenities in Bartlesville. The Pathfinder Parkway was repeatedly mentioned as a key community asset that differentiates Bartlesville from other communities. Similarly, the historic downtown and architectural style of prominent buildings were seen as a draw for residents, tourism, and for economic development. The issue of housing was discussed in many groups, particularly as it related to the perceived rise in instances of homelessness. This led to a discussion of the need for community services, along with new and revitalized housing.

Community Survey

The Endeavor 2045 community survey (the “Survey”) was launched on January 28 and closed on April 19, 2024. The Survey included a mix of open ended and multiple choice questions to gain feedback and identify community members’ wants and concerns. There were a total of 1,097 responses and 95.8 percent of those participating were residents of Bartlesville. The survey results were used to help identify community priorities and guide the vision statement and guiding principles of this Plan. This section highlights key findings; the complete survey results can be found in Appendix ##.

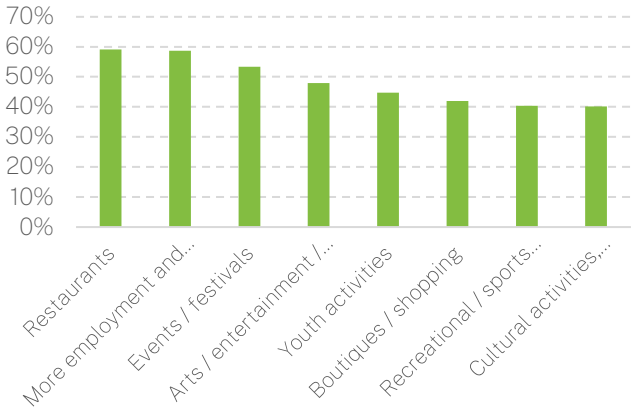
RESIDENT SATISFACTION

The survey found that residents are largely satisfied with the quality of life in Bartlesville. However, the area with the highest level of dissatisfaction is how Bartlesville performs as a place for play and recreation. The highest satisfaction level is how Bartlesville is “as a place to live.”



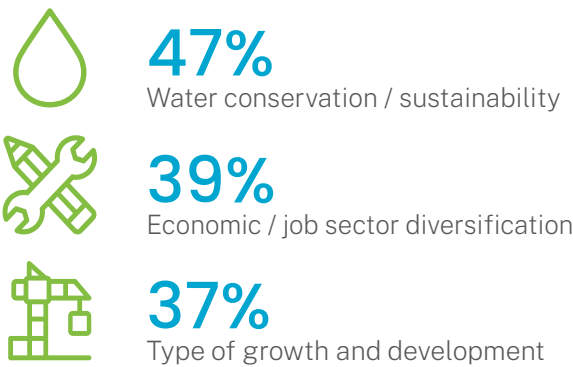
QUALITY OF LIFE

When asked to identify what factors related to quality of life that residents would like to see more in the community, 59 percent stated more restaurants, 59 percents said more employers and jobs, and 53 percent said more festivals and events. Other common answers included arts and entertainment, youth activities, and shopping.



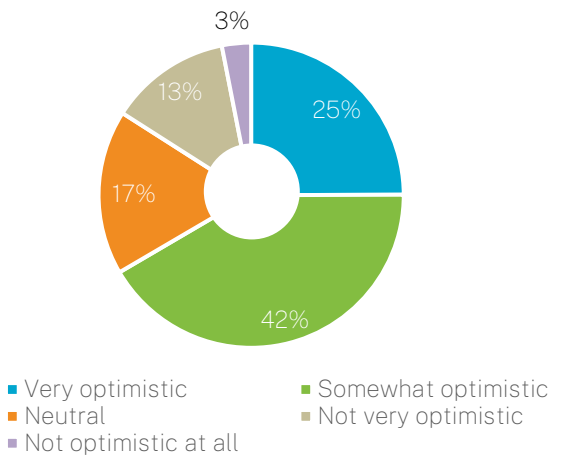
CRITICAL ISSUES

Residents also stated that the primary issues facing the community include water conservation/sustainability, economic and job sector diversification, and the current type of growth and development. Other concerns included a lack of well-paying jobs, roadway conditions, and housing prices. Residents also wrote in about their concerns over an increase in people experiencing homelessness and a lack of sidewalks and other transportation options.



COMMUNITY OPTIMISM

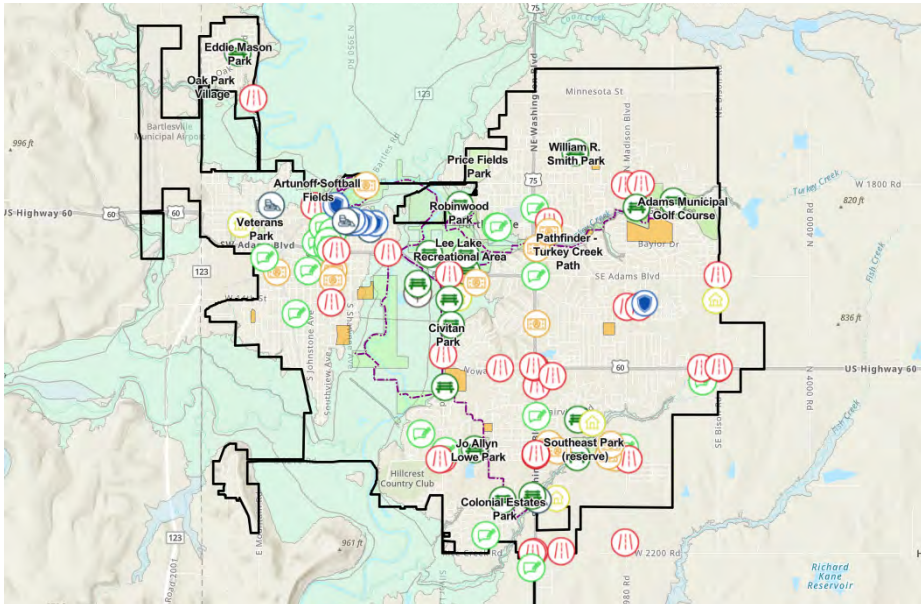
When asked to look forward, residents stated that they are optimistic about the future of Bartlesville. Approximately two-thirds of residents said they are either somewhat or very optimistic about the future, while only 16 percent stated they are not very optimistic or not optimistic at all. The general positive view of Bartlesville’s future is reflected in other responses and in the community’s vision statement (page 12).



Interactive Mapping Tool

An interactive mapping tool was available from March to May 2024 providing community members with the opportunity to identify specific needs, ideas, or concerns by location in the community. The map allowed residents to share ideas by dropping a “pin” at specific locations. Pins were labeled by type and included categories such as “economic development,” “redevelopment,” “housing,” “land use,” “natural resources,” “parks and trails,” “public safety,” “transportation,” “water/sustainability,” and “other.” **Over 115 comments were made on the map** and the primary topic was regarding transportation issues. A few representative comments include:

- “We need a bike path or sidewalk along Virginia for all the people who walk and bike from Oak Park to town.”
- “Preserve this area (Caney River Floodplain) for greenspace and for parks and recreation development.”
- “The old hospital has been empty for years. It needs [to be] redeveloped into a useful space.”



Summary of Public Engagement Themes

The public outreach process allowed the planning team to gain insight to key issues, concerns, and priorities in Bartlesville. These themes, which are summarized below, informed the vision statement, guiding principles, and priorities of the Endeavor 2045 plan.

- WATER**

Water security, conservation, and reliability was a prominent topic throughout the public outreach process. Ensuring the community continues to have access to reliable water supply is a major community priority.
- HOUSING**

Residents expressed a desire to see more affordable and middle-income housing in Bartlesville. The issue of homelessness was a major concern among residents as well. Ideas included added multifamily housing, tiny homes, and home owner assistance programs.
- ECONOMIC DIVERSIFICATION**

Throughout the public engagement process, residents and stakeholders have expressed concern about the community’s reliance on a few major employers in the city. The consensus of the public feedback was the need to diversify the local economy through recruiting more employers and assisting residents to build up locally grown businesses.
- QUALITY OF LIFE**

Community feedback consistently emphasized the need for more activities and gathering places for young adults, teens, and kids. To enhance mental and physical well-being of residents and to attract and retain younger residents, additional quality of life amenities such as retail options, parks and recreation, community events and festivals are needed.

Our Vision

The Endeavor 2045 vision is a statement of intent that expresses Bartlesville’s determination to position itself as a leading community of choice for residents, visitors, and investors. Our vision statement is aspirational and serves as a focal point upon which to direct our shared efforts to ensure long-term community health and prosperity.

Our vision statement reflects common themes that were identified during Endeavor 2045’s community outreach process and incorporates the feedback of residents, community champions, City staff, the CPAC, and members of City Council. Corresponding guiding principles identify how we will position our community to realize our vision while anticipating and adapting to change.

“Bartlesville is a dynamic leading community of choice that endeavors to create opportunity for residents, business, and industry to innovate and prosper.”

Guiding Principles

The Endeavor 2045 guiding principles are an extension of the vision statement and reflect overarching community values. Each guiding principle provides the foundation for the Endeavor 2045 recommendations.

The four guiding principles were derived from public input regarding key themes, challenges, and opportunities for the community. Later chapters contain further instruction on implementing these principles and the vision.

FUTURE BARTLESVILLE

We will promote development patterns in Bartlesville that maximize our market potential while creating quality spaces that generate shared community pride and ensure the long-term fiscal viability of public assets.

PROSPEROUS BARTLESVILLE

We will foster a prosperous city where businesses thrive, jobs are abundant, and innovation drives growth. By investing in infrastructure, education, and technology, we will strive for sustained prosperity through the diversification of our economic portfolio.

LIVABLE BARTLESVILLE

We will uplift our residents through the provision of quality neighborhoods, safe public areas, adequate healthcare, vibrant parks and public spaces, and engaging events and recreational opportunities.

NATURAL BARTLESVILLE

We will act as stewards of our open spaces and natural resources. Public services and infrastructure will be provided in a manner that intentionally balances community growth while protecting the natural environment.



2

Bartlesville Today

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Recent Accomplishments

- 2023

Adoption of Bartlesville Next: City Strategic Plan
- 2020

Improvements made to Kiddie Park
- 2017

Silver Lake Shopping Center opens to the public
- 2016

Public Safety Complex is constructed
- 2015

Lee Lake is developed into a city park
- 2011

Completion of the West Bartlesville Redev. Plan
- 2009

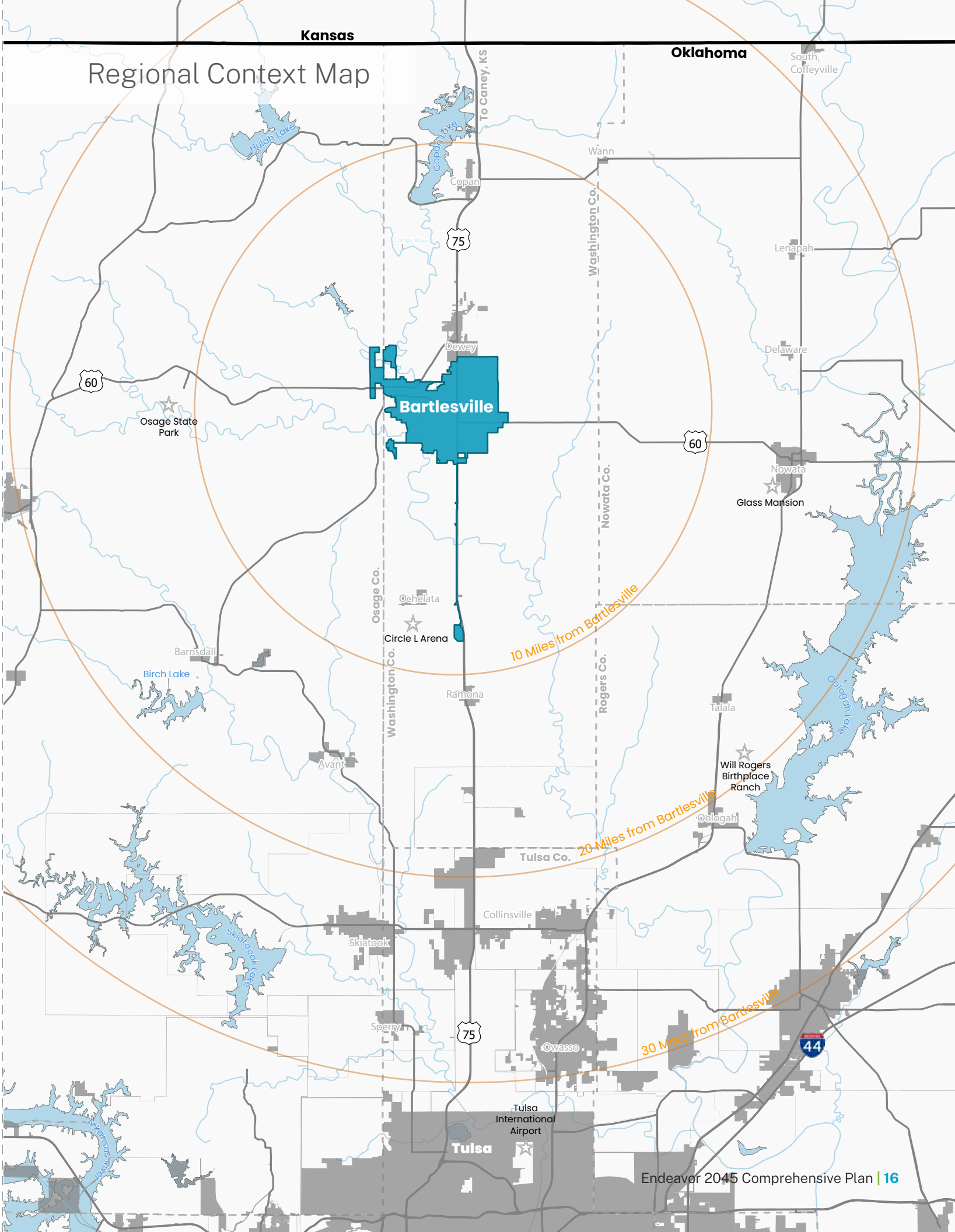
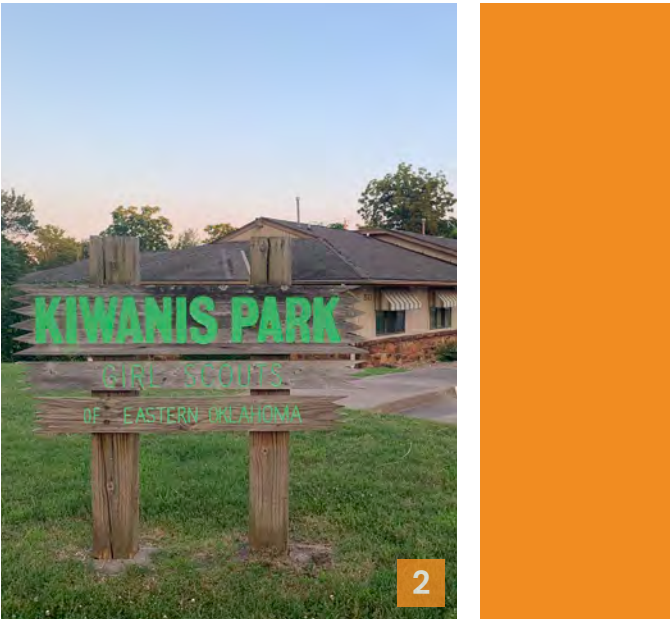
Adoption of the Parks and Recreation Development Plan

Image descriptions:
Image 1. The Bartlesville Library in downtown;
Image 2. Kiwanis Park on East 11th Street

Community Context

The City of Bartlesville is the 12th largest community Oklahoma with 37,290 residents. Located approximately 40 miles north of Tulsa, the city benefits from close access to the Tulsa metropolitan area providing jobs and amenities. Bartlesville is also 18 miles south of the Kansas border and is situated along the Caney River.

Bartlesville is accessible by two major highways, U.S. Route 75 and U.S. Route 60. Route 75 connects Bartlesville to the Tulsa metro area while Route 60 links the city to neighboring Pawhuska and Nowata. Three area lakes (Hulah, Copan, and Hudson) provide the city with drinking water and nearby recreation opportunities.



Planning Area Map

The **Bartlesville Endeavor 2045** Comprehensive Plan will focus on the 22.6 square miles¹ and include within the City of Bartlesville municipal boundary. Select areas outside of the city limits may be considered based on context and importance to the future of the community.

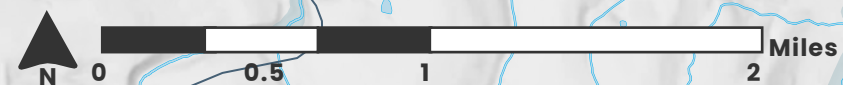
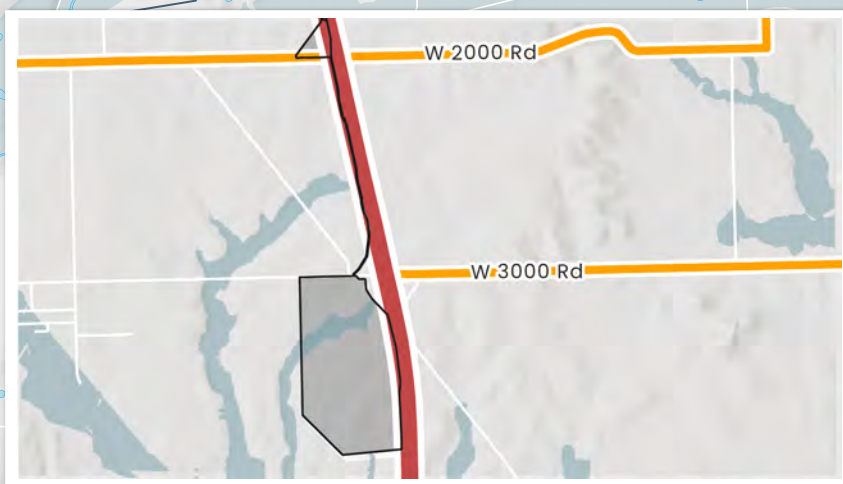
The city is physically divided between east and west by the Caney River. The western side of town features historic downtown and neighborhoods, Johnstone Park, Kiddie Park, and the municipal airport. The east side of town was largely developed in a suburban style after the 1960's and is home to Adams Municipal Golf Course, Washington Park Mall, and Oklahoma Wesleyan University. The city has 17 parks and open spaces, totaling to over 700 acres of parkland². The city also features a robust trail system that includes over 19 miles of paved recreational and multi-use trail².

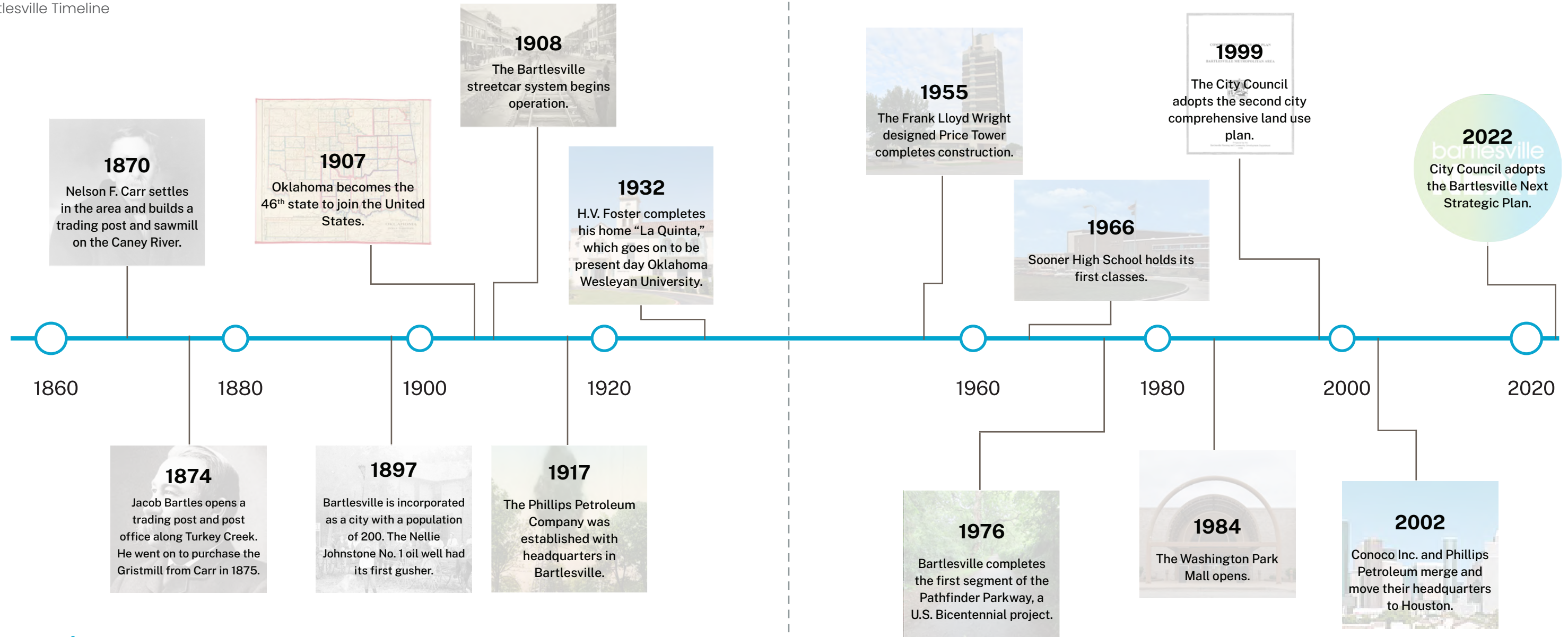
LEGEND

Functional Classification

- | | |
|---|---|
| — Principal Arterial | — Floodplain |
| — Minor Arterial | — Water |
| — Major Collector | — Waterways |
| — Local | — Parkland |
| | — Trails |

1. GIS data provided by the Oklahoma Dept. of Transportation
2. GIS data provided by the City of Bartlesville





Our History

NATIVE AMERICAN AND INDIAN TERRITORY

Bartlesville is located along the Caney River in Washington County, Oklahoma. During the 1800s the land was inhabited by the Osage Nation (native to present-day Oklahoma), and the Cherokee and Delaware Nations, who were forced to relocate to Oklahoma from the southeastern United States following the Indian Removal Act of 1830. In the years following, the area within which present-day Bartlesville is located was used for hunting, fishing, agriculture, and trade.

CITY FOUNDING

Bartlesville was named for the city founder, Jacob H. Bartles. Bartles was the white son-in-law of the Delaware Tribe's Chief Charles Journeycake. In 1874 Bartles opened a trading post and post office along Turkey Creek. Bartles went on to purchase a mill from Nelson F. Carr along the Caney River, located where Johnstone Park is today. Even as the growth of Bartlesville continued, the city did not incorporate until 1897, with Dr. Thomas A. Stewart serving as mayor. With Bartlesville's growth and prominence in the area, the city was selected to be the county seat of Washington County at the Oklahoma Constitutional Convention of 1906.

CITY GROWTH

The presence of oil around Bartlesville was noticed in 1875. The first commercial well was drilled in 1897 and the city quickly grew into a leading center of petroleum production and research. The Phillips Petroleum Company was established in 1917 by Frank and L. E. Phillips and quickly became the largest company in the state. The oil industry's presence attracted the attention of the U.S. Bureau of Mines, who decided in 1918 to locate an experiment station in Bartlesville to research new methods for extracting oil. The presence of petroleum companies spurred growth in other industries throughout the mid-1900's, such as the H.C. Price Company, Bartlesville Zinc, National Zinc smelters, and the May Brothers Department Store.

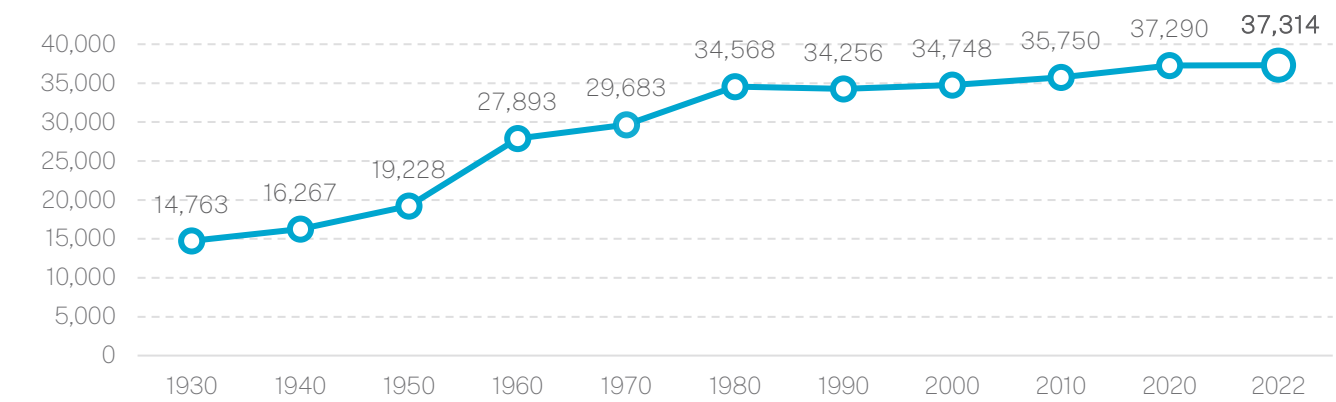
The growth of these industries directly tied to the growth of the community throughout the 1950s, '60s, '70s, and into the '80s. The population remained steady after the 1990s and following Phillips Petroleum's merger with Conoco in 2002 and the subsequent shift of their headquarters to Houston, Texas.

In April 1999, the City of Bartlesville adopted the second Comprehensive Land Use Plan, replacing the original 1981 Comprehensive Plan and updating standards for the physical development of the community. The City has regularly engaged in long-range planning efforts, which have included the Downtown Master Plan (2004), Parks and Recreation Development Plan (2009), West Bartlesville Redevelopment Plan (2011), and the Bartlesville NEXT Strategic Plan (2022).

People

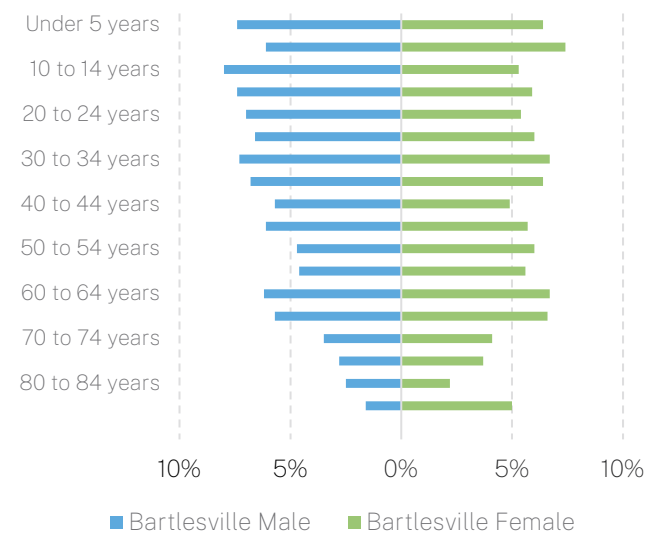
BARTLESVILLE POPULATION

Bartlesville has seen little population growth since 1980. **The largest period of growth in the forty-years since has occurred in the past 10-year (35,750 in 2010 to 37,290 in 2020).** This four percent jump in population indicates more interest in relocation to Bartlesville. As of 2022, Bartlesville is home to an estimated **37,314** residents.



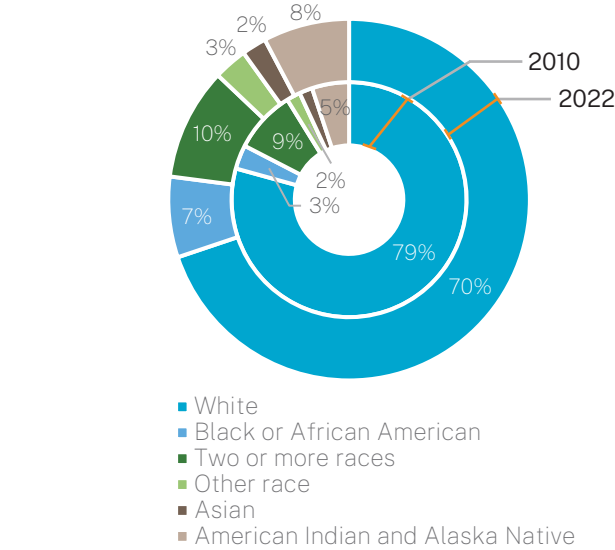
AGE

As of 2022, the median age for Bartlesville residents was 37.5 years old. This is older than the state median (36.9) and younger than the median for Washington County (39.7). The largest age groups are 30 to 34 year olds, zero to five year olds, and six to 10 year olds, though there is a relatively even distribution across ages. This distribution indicates that there are many young families in Bartlesville with children.



RACE AND ETHNICITY

The population of Bartlesville has become more racially diverse over the past 10 years. According to the 2022 ACS estimates, 73.9 percent of Bartlesville residents identify as White, 8.6 percent are two or more races, and 8.3 percent identify as American Indian or Alaska Native. In 2010, 79.3 percent of residents had identified as White, 8.6 percent were two or more races, and 5.1 percents identified as American Indian or Alaska Native.



INCOME

The median household income in Bartlesville, as of 2022, was \$58,230 dollars. This is below the median for Washington County (\$59,426 dollars) and the State of Oklahoma (\$61,364 dollars). Further, 14.4 percent of Bartlesville's population falls below the poverty line, higher than the County (13.9 percent) but lower than the state (15.2 percent).

EDUCATION

In Bartlesville, residents have higher levels of educational attainment than Washington County or state. **Nearly 92 percent of residents in Bartlesville have graduated high school and over 33 percent have a bachelors degree or higher.** Rates of education for both these categories have increased since 2010 (89 percents were high school graduates and 29 percent had bachelors degrees). This increase in educational attainment over the past decade speaks to the importance of education for Bartlesville residents and the highly trained workforce.

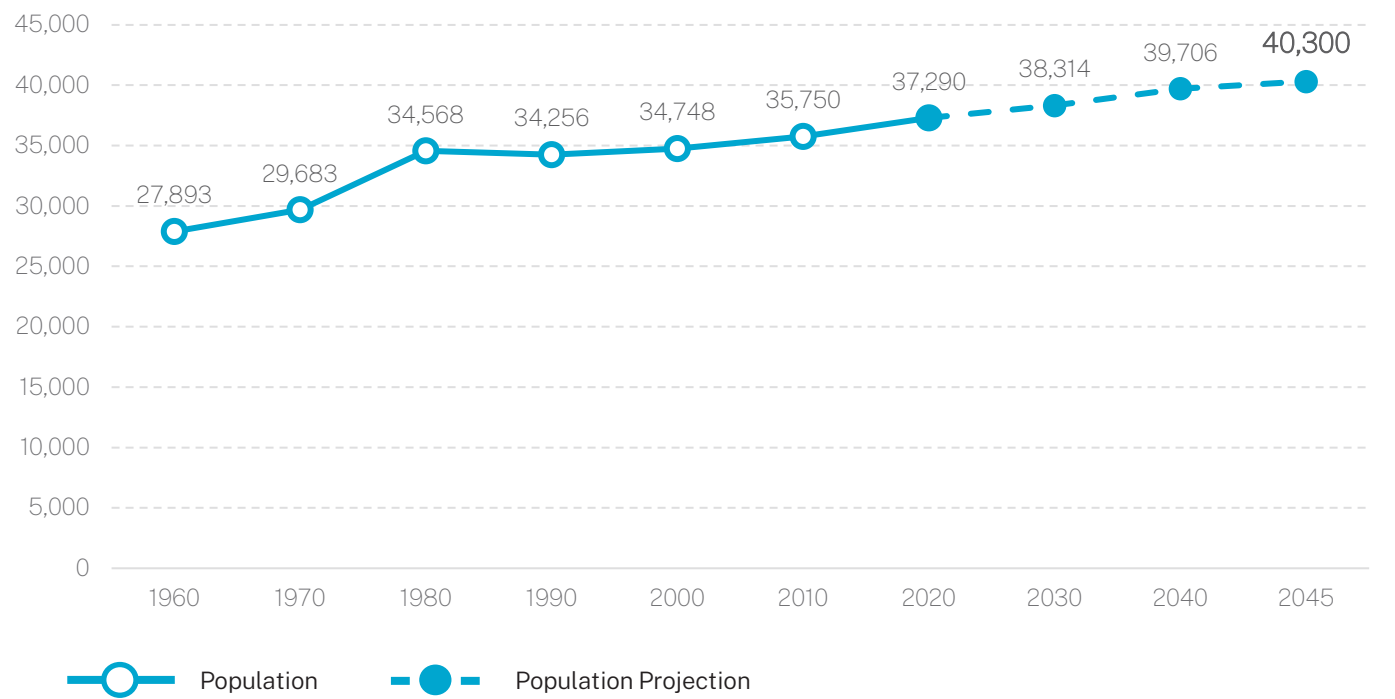
HEALTH

Resident's health in Washington County is among the best in the State of Oklahoma. According to the 2023 County Health Ranking from the University of Wisconsin Population Health Institute, Washington County ranks as the 16th healthiest county in Oklahoma. While Washington County excels compared to the state averages, it still falls behind compared to national averages. **Approximately 36 percent of adults suffer from obesity,** compared to the state average of 37 percent and national average of 32 percent. **Approximately 27 percent of residents are physically inactive** (28 percent for Oklahoma) with 69 percent of residents having access to exercise opportunities (71 percent for Oklahoma).

Access to healthcare is lower in Washington County compared to the State, with approximated 2,370 residents per one physician (compared to 1,570:1 for Oklahoma). Residents of Washington County are insured at the same rate as statewide averages, with 82 percent of residents with health insurance, though this falls behind the national average of 90 percent.

POPULATION PROJECTIONS

The City of Bartlesville is expected to grow from 37,314 residents in 2022 to **40,300 residents in 2045**, an eight percent increase. This steady growth projection follows the growth trend of the past 20 years. With this population projection in mind, this Plan will provide guidance and recommendations to ensure that city services and infrastructure develop gradually alongside the population.



Source (all figures): 2018-2022 American Community Survey, 5-year estimates

Community Services

Municipal Government

The City of Bartlesville is a charter city with a council/manager form of government. The Bartlesville municipal government consist of more than 350 full-time equivalent employees (FTE) that serve the public through one of four categories: City Administration, Community Development, City Services, and Public Safety.



CITY ADMINISTRATION

Administration. Administrative services of the City include activities of the City Managers Office, Information Technology (IT), Human Resources, and the City Attorney.

The City Manager is appointed by the City Council to oversee City operations and is responsible for all city services and employees. The City Manager’s Office implements the policies and procedures adopted by City Council. The Human Resources leads recruitment of employees, assures the City’s personnel policies are up-to-date, and coordinates employee benefit plans. The IT department ensures the City’s operation systems are secure and aids in software and hardware needs. The City Attorney oversees all city legal documents and concerns.

Communications/Media Relations. The Communications/ Media Relations Department connects with residents by coordinating with local media and maintaining the City website, social media platforms, and CityBeat, the City’s weekly newsletter.

Accounting and Finance. The Chief Financial Officer/City Clerk manages the finance and treasury functions for the City. The department works closely with the City Manager to develop the City budget, perform internal financial duties, such as payroll and billing, and customer services related to utility billing and accounts receivable. As of 2024, the department has maintained the a AA-bond rating, giving the City a strong credit worthiness.

PUBLIC SAFETY

Police Department. The Police Department is comprised of approximately 80 employees and operates two stations, the headquarters in downtown Bartlesville and the East Substation. The department operates within the Bartlesville city limits and has agreements with partner organizations for services, including the Bartlesville School District, Washington County, and the Cherokee Nation. The department engages the community through many outreach activities, including the Citizens Police Academy, an 11-week comprehensive course for residents to become familiar with the operations of the department.

Fire Department. The Bartlesville Fire Department responds to emergencies within a 50 mile radius. The department has mutual aid agreements with surrounding municipalities and tribes. In 2023, the department responded to 4,617 incidents. Most of the responses were to emergency medical events (3,305 responses for the year). The department operates four fire stations across the community and employs over 70 staff members. The department has three brush trucks, five fire engines, one reserve engine, one tanker, three aerials, and seven support staff vehicles.

Municipal Court. The Municipal Court oversees cases pertaining to municipal citations or violations. The Municipal Judge, appointed by Council, presides over the court.

COMMUNITY DEVELOPMENT

Community Development. The Community Development Department enacts policies and plans to guide community growth and development. The department has three primary divisions: Planning and Zoning Services, Building and Construction Services, and Neighborhood Services.

The Planning & Zoning Division provides information on land use and zoning of property and provides guidance to those wishing to develop property. This group leads many of the City’s short and long-range planning efforts and ensures development is in compliance with all city and state regulations.

The Building and Construction Services Division provides permitting services for construction activity and development projects within the city. The division reviews plans, issues permits, and provides inspection services for all residential and commercial construction projects. Between January 2020 and March 2024 the division reviewed 240 building permits, most of which were for single-family housing development or reconstruction.

The Neighborhood Services Division helps maintain and improve the quality of Bartlesville’s neighborhoods and commercial areas by ensuring public compliance with the city’s property maintenance codes. In 2023, the division reviewed more than 2,550 code violation cases, nearly half of which were for weeds and trash (46%).

Engineering Department. The Engineering Department prepares, plans, and performs construction inspection services for public improvements. The department is also responsible for traffic engineering services, capital improvements, storm water management, GIS services, and manages the traffic calming program.

Parks and Recreation. The City manages and maintains 17 parks and recreation spaces including the Pathfinder Parkway, Hudson Lake, and all rights-of-way in the city. Parks planning is under the oversight of the Community Development Director. Parks construction and maintenance are under the oversight of the Engineering Director and Public Works Director. There are a total of 17 employees for Parks and Recreation, including a parks superintendent, equipment operators, and maintenance workers. A review of city parks and trails can be viewed under the “Parks” section on page 31.

Image descriptions:
Image 1. Roadway construction on 14th St and Johnstone Ave;
Image 2. A Bartlesville Fire Department fire truck.



CITY SERVICES

Public Works. The Public Works Department manages City services and maintenance issues, including street and road repairs and sanitation collection. The department is also responsible for supporting other City functions, such as building and fleet maintenance.

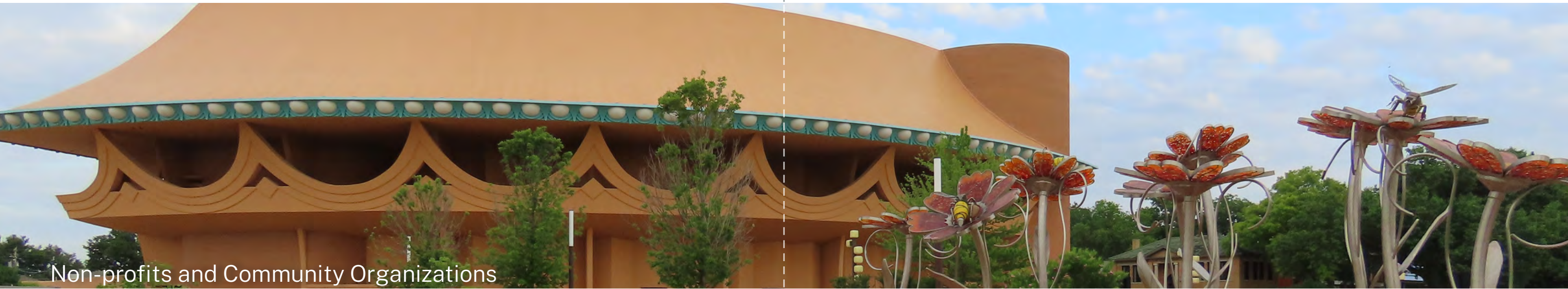
Utilities. The City operates water and wastewater utilities for residents of Bartlesville, large portions of Washington County, and areas of Osage County. The city’s primary water sources are Hudson Lake, Hulah Lake, and the Caney River. The Ted D. Lockin Water Plant and distribution systems provides an average of 5.3 million gallons per day (MGD) to over 16,000 customers, with a capacity of 26 MGD. Due to recent drought conditions and water shortages, in October 2023 the City Council adopted Chapter 20, Division 7 of the Bartlesville Municipal Code to implement water restrictions when the supply falls below 80 percent.

Wastewater and Sewer services are offered through partnership with Veolia Water North America Operating Services, which operates the Chickasaw Wastewater Treatment Plant. The City provides sewer services for approximately 11,800 customers with an average treatment flow of 4.8 MGD, currently 69 percent of the current capacity. They City is planning to expand the treatment plant to increase capacity and provide additional treatment for water reuse.

Library, History Museum, and Airport. The Bartlesville Library employs approximately 18 FTE staff members and provides a community space for residents. In 2019, the library recorded an average of 549 visitors per day.

The Bartlesville Area History Museum, a 10,000 sq. ft. facility, is located on the top floor of the City Center and provides exhibits and events that inform residents and visitors of the history and culture of Bartlesville and the surrounding county.

The Bartlesville Municipal Airport is located in the northwest portion of Bartlesville, within the Osage County line. The airport features a 6,850 foot concrete runway and has approximately 50 aircraft based on-site. The airport is undergoing expansion of a new taxi lane to the east to serve future hanger space.



Non-profits and Community Organizations

The City of Bartlesville is home to over 500 non-profit and community organizations. These organizations serve multiple community needs in areas of interest including health, housing, and human services; arts and culture; and economic development. The organizations below are just a few of the many providing critical services to the community.

HUMAN SERVICES AND HOUSING

Human service and housing organizations in Bartlesville strive to fill critical needs related to food insecurity, homelessness, and job security. Key service providers in the community include:

Agape Mission. Agape Mission is a non-profit and non-denominational organization that provides over 4,000 meals per month to residents in need. The program was started in 2005 and provides meals for students in 12 schools across Washington County.

Lighthouse Outreach Center. Lighthouse Outreach Center provides critical services for homeless residents in Bartlesville, northeast Oklahoma, and southeast Kansas. They provide food and shelter, offer parenting classes, and provide job assistance. Since their founding, they have provided services to over 380 residents.

Nehemiah Community Development Corporation (NCDC). The NCDC is working to strengthen low-wealth families and neighborhoods using a community economic development strategy to help families in transition. The organization supports families through providing economic opportunities ,such as home ownership, job creation, and business development, and providing access to affordable housing.

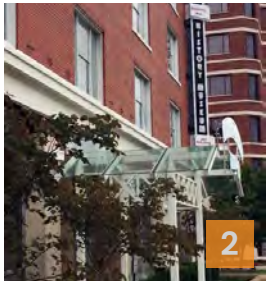
ARTS AND CULTURE

Bartlesville offers opportunities to engage in the arts and the culture of the community through many community organizations. Two prominent organizations include:

The Bartlesville Art Association (BAA). The BAA was organized in 1962 to help promote the visual arts in Bartlesville. The organization supports and encourages the visual arts throughout the Bartlesville area by assisting and educating residents, with a focus on youth arts education. The organization is led by volunteers who organize events to share local art.

The Bartlesville Community Center (The Center). Since 1982 The Center has provided the facilities and activities for many community events in Bartlesville. The Center was designed by William Wesley Peters, a protege of Frank Lloyd Wright, and seats over 1,700. The Center hosts the Bartlesville Symphony, conferences, weddings, and musicals.

Image descriptions (facing page):
Image 1. Wayfinding signage supports tourism and economic development in the downtown area;
Image 2. The Bartlesville Area History Museum preserves cultural and historic artifacts and documents;
Image 3. NCDC's cottage home development provides affordable housing options for Bartlesville residents.



ECONOMIC DEVELOPMENT

Through outreach to outside employers and supporting entrepreneurs, economic development organizations are creating a community that is economically sustainable and resilient. Prominent economic development organizations in the community include:

Bartlesville Chamber of Commerce. The Chamber assists member businesses and the community by serving as a hub for information and promotion of the area. The group responds to daily inquiries about businesses, relocation, and community information. The Chamber promotes the business community through publications, events, and advertising, allowing members to increase awareness of their products and services, resulting in business growth.

Bartlesville Development Authority (BDA). The BDA attracts new businesses to the City of Bartlesville through targeted recruitment and incentive programs.

Bartlesville Redevelopment Trust Authority (BRTA). The Bartlesville Redevelopment Trust Authority redevelops, restores, and beautifies the downtown business district and surrounding neighborhoods. The organization is encouraging economic and community growth through renovation and new construction. Their programs help attract new businesses and residents while making existing businesses and residents more resilient.

Visit Bartlesville. Visit Bartlesville enhances the local economy and improves the community's quality of life by marketing and promoting the Bartlesville area as a destination for conventions, meetings, special events, leisure travel and film production.

Economy

Bartlesville has long enjoyed a stable economic climate that is uncommon among other small and rural communities throughout the region. Local officials recognize, nonetheless, the need to diversify and maintain a strong economy.

EMPLOYMENT

Bartlesville is home to many recognizable firms and businesses. Major employers include ConocoPhillips, Phillips 66, Walmart, ABB, Ascension St. John Jane Phillips Medical Center, and Bartlesville Public Schools. The largest portion of Bartlesville workers are employed by industry sector in retail (13.3%), followed by healthcare (13.0%), manufacturing (12%), and educational services (9%).

The U.S. Census Bureau shows a large outflow of Bartlesville residents to their place of work outside the city limits as well as a large inflow of non-residents coming into Bartlesville to work. **More than 51 percent of Bartlesville's residents commute to a location outside of Bartlesville daily for work.** Of these jobs held by Bartlesville residents outside the city limits, 27 percent of those jobs are within the Tulsa city limits, meaning 14 percent of all employed Bartlesville residents commute to Tulsa for work. Conversely, about 55 percent of the those employed in the Bartlesville city limits commute to Bartlesville from their homes outside the city daily.

INDUSTRIAL

Industrial space is prominent in the city, with 148 buildings totaling 2.4 million square feet. Absorption of this space was down 0.3 percent over the last 12 months with 56,000 square feet of absorption. Market rent is currently \$6.83 dollars per square foot, with a vacancy rate of 4.9 percent. However, all the current vacancies are for lower quality (Class C) properties and no vacancy among the middle quality (Class B) properties. Nearly 50 percent of the existing industrial buildings were built prior to 1970. Because there is a need for some specified growth (Class B) and replacement (Class C), it is estimated that the city can absorb 16,800 square feet of industrial building space annually.

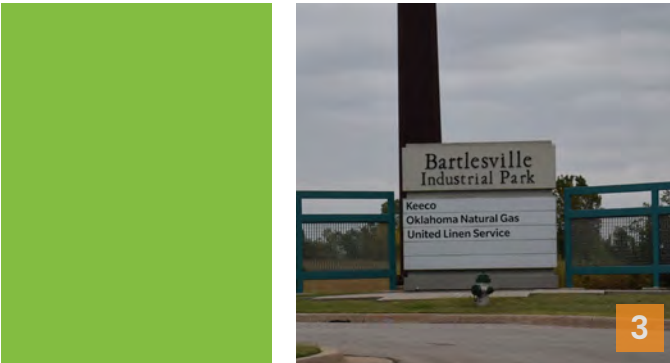


1. Source (all figures): ESRI (2023)

OFFICE

Bartlesville has approximately 3.1 million square feet of office space, with an average rent of \$18 dollars per square foot. With a vacancy rate of 0.4 percent, vacancy rates are very low compared to the national and regional average. Additionally, the local 24-month renewal rate is strong at 94 percent. Currently, there is no Class A office space available in the market. As the overall population of the city and surrounding locals trend up, the available workforce should also grow. Bartlesville boasts a young and well-educated population which, for potential employers, pairs well with available real estate and attractive investment incentives.

The market has absorbed 3,500 square feet of office space over the past 12 months. The strong rents and low vacancy rates create potential for future office space absorption. Based on aging office real estate, historical absorption, and future employment growth, it is estimated the City of Bartlesville can absorb 15,447 square feet of new office space annually. Recent market trends have focused on construction of build-to-suit or high-end office space, but due to low vacancy rates in Bartlesville there is likely current demand for office space that is not being satisfied with current inventory and would be in addition to absorption of the previously mentioned 15,447 square feet annually. Larger-scale office development, in addition to the incremental growth, is likely to be tenant-driven.



RETAIL

There are approximately 4 million square feet of retail space within Bartlesville. About 40 percent of the existing retail space are Class B properties and 60 percent are Class C properties. The vacancy rate is currently 2 percent of total space and rents across the city are \$14.32 dollars per square foot, comparable to the Tulsa metropolitan statistical area (MSA), though with less vacancy. This low vacancy rate will maintain rents and encourage investment, but it also means that there is limited inventory for operators that prefer spaces that were previously occupied.

It is estimated that the City of Bartlesville can support an additional 15,069 square feet of retail space annually based on projected growth in retail spending. Additionally, the market may support an additional 12,211 square feet of annual new retail space to replace aging retail space. Retail development can often indicate to home buyers a sense of vitality, that the area is growing, and recognizable retailers have faith in continued expansion.

LOCATION QUOTIENT ANALYSIS

The Location Quotient Analysis (LQA) is a way of quantifying how concentrated an industry is within Bartlesville compared to the country as a whole. Location quotient is calculated by dividing the share of jobs in one sector in Bartlesville by the share of jobs in the US. Utilizing the location quotient is a way to identify growth opportunities and comparative regional advantages. **Bartlesville has the highest number of jobs concentration in Retail Trade (2,154) and Healthcare (2,100), followed by Manufacturing (1,992), then Education (1,486), and Accommodation/Food Services (1,381).**¹

SUMMARY

The relatively low vacancy rate of industrial, office, and retail space in Bartlesville indicates a strong demand for new space. Development of new space to satisfy each industry sector may help attract new employers. The City should maintain existing partnerships and support organizations like the BDA, BRTA, and Chamber of Commerce to identify innovative methods of recruiting and growing industry in Bartlesville.

With Bartlesville's strong workforce in sectors like healthcare, management of companies, and oil/gas demonstrate a well-educated and skilled workforce. Through incentives and continued education, the community can aid workers in these and other fields to start and grow new businesses in their chosen sector.

1. Source (all figures): ESRI (2023)

Location Quotient Analysis (2024)

Industry	Bartlesville Jobs	Bartlesville Percent	US Percent	Location Quotient
Agriculture	59	0.4%	1.2%	0.33
Mining/Quarrying/Oil/Gas	385	2.4%	0.4%	6.00
Construction	986	6.1%	7.1%	0.86
Manufacturing	1,992	12.3%	9.6%	1.28
Wholesale Trade	209	1.3%	2.5%	0.52
Retail Trade	2,154	13.3%	10.8%	1.23
Transportation/Warehousing	689	4.3%	5.5%	0.78
Utilities	38	0.2%	0.8%	0.25
Information	283	1.8%	1.9%	0.95
Financial/Insurance	439	2.7%	4.8%	0.56
Real Estate/Rental/Leasing	288	1.8%	2.0%	0.9
Professional/Scientific/Tech	729	4.5%	8.0%	0.56
Management of Companies	299	1.9%	0.1%	19.00
Admin/Support/Waste Management	996	6.2%	3.8%	1.63
Educational Services	1,486	9.2%	9.0%	1.02
Health Care/Social Assistance	2,100	13.0%	14.5%	0.90
Arts/Entertainment/Recreation	381	2.4%	1.8%	1.33
Accommodation/Food Service	1,383	8.6%	6.5%	1.32
Other Services (excluding Public)	832	5.2%	4.7%	1.11
Public Administration	415	2.6%	4.9%	0.53
Total	16,143	100.0%	100.0%	---

1. Analysis provided by Catalyst Commercial

Image descriptions (facing page): **Image 1.** Historic building adapted for office space; **Image 2.** Silver Lake Shopping Complex is home to national retailers; **Image 3.** Bartlesville Industrial Park provides space for industrial uses on the eastern edge of town.



Historic homes add cultural and economic value to the city.

HOUSING AFFORDABILITY

Housing supply and household income are two interrelated factors that influence the ability for residents to secure stable housing. Throughout the planning process, the rising instances of homelessness was a prominent concern among residents and community leaders. To combat this issue, steps to grow and diversify the housing stock are needed to create more affordable housing options.

In addition to homelessness, many households in Bartlesville are challenged by being cost-burdened by their monthly housing expenses. Individuals are considered to be cost-burdened when the cost of housing is more than 30 percent of their households income. **In Bartlesville, approximately 27.3 percent of owner occupied households are considered cost burdened and 49.1 percent of renters are cost burdened, with over 40 percent of rental households paying more than 35 percent of their income on rent.**¹ This large percentage of cost burdened residents displays the need for more affordable housing units in the community.



New apartments along SE Bison Rd increased the number of available units in the city.

1. ACS 2022 5-year estimates, Table CP04

Housing

Existing Conditions

The desire for new and refurbished housing in Bartlesville is a recurring theme from the community engagement process. According to the American Community Survey (ACS), **the City of Bartlesville has approximately 16,787 housing units.** This is a decrease from the estimated 16,870 units identified in the 2017 ACS survey. Of the existing units, approximately 87 percent are occupied and 13 percent are vacant. A majority (81.5%) of the housing units are single-family detached, 2.2 percent are single family attached, 14.7 percent are in structures containing two or more units, and 1.5 percent are mobile homes.¹

Bartlesville has an aging housing stock with 81.1 percent of all homes built before 1990. In the years between 2010 and 2019 Bartlesville's inventory of dwelling units grew by only 3.8 percent, the slowest increase to date. The median age of homes in Bartlesville is 54 years old.

Strategies to encourage new and affordable housing will be needed to ensure residents can purchase or rent homes in Bartlesville. The decrease in housing units and increasing population raise a concern regarding the availability of housing for these residents.

A detailed review of housing in Bartlesville can be viewed in the 2024 Housing Study, conducted by the City of Bartlesville Community Development Department.

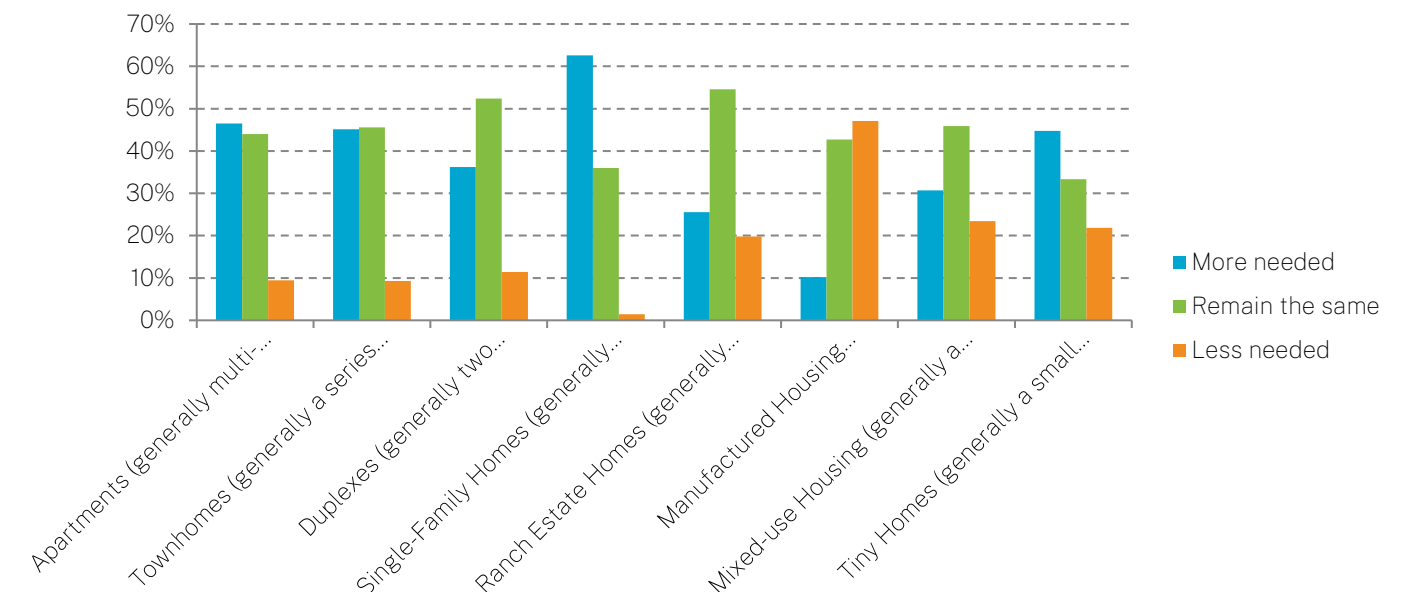
HOUSING DEMAND

Using historical data and projected growth rates, an analysis was performed to examine the capacity for additional owner-occupied housing units in the region. The analysis examined the portion of new household growth, along with the annual turnover of existing owner-and renter occupied houses that will likely purchase a new home. **It is estimated that demand exists for Bartlesville to capture up to 303 owner-occupied single-family detached housing units each year** of this total demand, or over six times the number developed in 2023. Just over half of the demand will be for homes ranging from \$150,000 to \$250,000.¹

In addition, data suggest there is demand for approximately 72 owner occupied units annually in the form of multi-unit buildings such as townhomes or condos in addition to single-family detached housing. These numbers indicate the demand for potential new housing units that the city could absorb across all income brackets and price points.

WHAT TYPE OF HOUSING IS NEEDED IN BARTLESVILLE?²

According to the Endeavor 2045 community survey, a majority of residents (63%) indicated that more single-family housing units are needed in Bartlesville. Respondents also stated that fewer manufactured homes are needed in the city. A desire for more apartments and townhomes suggest that residents see a need for more housing options in the city.



SUMMARY

As Bartlesville experiences a decrease in available housing units and an increase in population, the percentage of residents who are housing cost-burdened will only continue to rise. The need for additional owner-occupied housing units in the community is growing, and with a large percent of cost-burdened renters in the community, additional multi-family dwelling units and affordable homes will be necessary to capture a greater share of the city's workforce as full-time residents.

Continued investment in diverse housing, homeownership incentives, and builder incentives to attract new development are necessary to bring new development and combat these housing issues.

1. Catalyst Commercial (2024)
2. Endeavor 2045 Community Survey

Parks

The Bartlesville parks system is comprised of 18 parks that total to 2,202.8 acres. In addition to designated municipal park space, there are 263 acres of publicly-owned open spaces and greenways.

Existing parks are distributed across the community, with southwest Bartlesville experiencing the largest gap in park access. In addition to park spaces, the Bartlesville has 19.7 miles of paved trail, 12 miles which is a part of the Pathfinder Parkway multi-use trail, connecting residents to schools, parks, and retail.

In 2009, the City adopted the Parks and Recreation Development Plan (Parks Plan). The Parks Plan assessed parks system suitability at the time and made recommendations for investments in recreational services based on community needs and resident demand.

In summer 2024, the Community Development Department conducted a Parks and Recreation Survey mirroring the one done in 2009. The results will allow the City to compare past and present data to see how the community’s recreation needs and preferences have changed over time. The results will guide development of a new Parks and Recreation Master Plan.



Sooner Park Play Tower

Bartlesville Park Inventory (2024)

Park Name	Acres¹
Community Parks	
Lee Lake	215.5
Johnstone Park	123.8
Sooner Park	65.1
Robinwood Park	51.8
Jo Allyn Lowe Park	34.7
Veterans Park	5.2
Neighborhood Parks	
Civitan Park	15
Oak Park Community Park	4.7
Douglass Park	3.2
William R. Smith Park	1.9
Lyon Park	1.7
Eddie Mason Park	1.5
Colonial Estates Park	0.7
Special Use Parks	
Adams Municipal Golf Course	134.8
Price Fields Park	53.1
Southeast Park (Reserve)	43.4
Arutunoff Softball Fields	22.4
Hudson Lake	1,424.3
Total	2,202.8

1. GIS data provided by the City of Bartlesville.

PARKLAND LEVEL OF SERVICE

Identifying a community’s parkland level of service (LOS) is a standard method to measure the quantity and accessibility of parkland. These figures are compared to peer cities and/or national medians provided by the National Recreation and Park Association (NRPA) Agency Performance Survey and may be used to assess whether the amount and distribution of parkland being provided is meeting the current and future population’s needs.

The City of Bartlesville has 778.5 acres of parkland (excluding Hudson Lake), which equates to 20.9-acres per 1,000 residents. This is greater than the national median for communities between 20,000 and 49,999 residents, of 11.3 acres per 1,000 residents. This is also an increase since the adoption of the Parks Plan in 2009, when the City had 10.2 acres per 1,000 residents (355.4 acres total, excluding special use areas). This increase can be attributed to the addition of Lee Lake, which was funded through the city’s 2008 half-cent sales tax capital improvement projects.



1. Calculated from GIS data provided by the City of Bartlesville

TRAIL LEVEL OF SERVICE

Trails play an important role in creating a healthy and connected parks system. Trails improve the quality of life of users and provide alternative community mobility options. Additionally, trails facilitate potential public and private development, which benefits from proximity and access to trails. Typically designed to support combined bicycle and pedestrian use, these facilities also play a vital role in creating a multi-modal transportation network.

The existing 19.7 miles of trail¹ is a mix of recreational facilities totally contained within park spaces and multi-use trails that are used for both recreation and transportation. According to the NRPA Agency Performance Review (2023), the median miles of trails for communities between 20,000 and 49,999 residents is eight miles and the upper quartile is 20 miles.

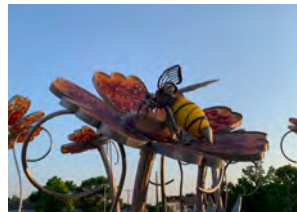
The current trail LOS is 0.52 miles per 1,000 residents. This number is an increase from the 2009 Parks and Recreation Master Plan, when the City had 0.34 miles of trail per 1,000 residents (based on the 2008 population of 34,931). The current level of service has increased to surpass the recommended LOS of 0.45 miles per 1,000 residents, as identified in the Parks Plan.

SUMMARY

The growth of the municipal parks and trails system provides residents significant green space for recreation. However, based on community feedback, there is demand for more organized recreational opportunities, such as festivals and events. With the desire for more recreation from residents and the required maintenance of the existing parkland, a formal Parks and Recreation Department may be needed to meet the demands of the community.

Image descriptions:
Image 1. Pathfinder Parkway entry at Frank Phillips Blvd and Brookline Dr;
Image 2. Jo Allyn Lowe Park pond area;
Image 3. Jo Allyn Lowe Park entry sign and sculpture.





Quality of Life

CULTURE

Bartlesville residents, often self-referred to as “Bartians,” pride themselves on having the amenities of a big city with the charm of a smaller town. This includes the Bartlesville Symphony, the Civic Ballet, and the Bartlesville Area History Museum. As one resident stated, Bartlesville “feels like a small town with large town amenities.”

Bartlesville residents are generous and kind, with a resident stating that the “nicest people in the world live here.” The neighborly atmosphere provides a sense of safety and community that another planning participant refers to as a “laid back demeanor.”

Bartlesville’s historic and vibrant downtown is home to major employers, local boutiques, restaurants, offices, and green space. The unique architecture of the Price Tower, the Community Center, and other area buildings attracts a dynamic arts scene and tourism to the area.

EDUCATION

With approximately 6,100 students, Bartlesville Public Schools is the 19th largest public school district in Oklahoma. According to Niche.com, Bartlesville Public Schools is ranked 92 of 420, placing it in the top 25th percentile of schools districts in the state. This ranking considers academics, diversity, teachers, resources, among other criteria.

In addition to the public schools, Bartlesville is home to two universities, Rogers State University and Oklahoma Wesleyan University (OKWU). The Rogers State branch campus is located in downtown Bartlesville and offers program courses in Business Administration, Organizational Leadership, Accounting, Education, Social Science - Psychology, and Liberal Arts. Oklahoma Wesleyan is a private Christian university that has been in Bartlesville since 1909. The campus is located in the south central part of the city and now has a branch in Tulsa. OKWU offers over 30 undergraduate degree programs and six graduate degree programs that are part of its online offerings.

Tri County Tech, one of 29 public technology centers in the Oklahoma Career and Technical Education System, is located in Bartlesville, and serves residents throughout Washington, Nowata, and Osage counties. It offers a variety of high school and adult programs and training using hands-on learning to help people get certified and career or college ready.

COMMUNITY HEALTH

Bartlesville is home to Ascension St. John Jane Phillips Medical Center (Ascension), the primary healthcare provider in the city. Ascension delivers specialty and 24/7 emergency care and has a Level III trauma center. The provide advanced surgical care for serious and life-threatening injuries and illnesses.

In 2021, Ascension conducted a Community Health Needs Assessment. Results of the assessment identified four priority health needs in the community: access to care, mental and behavioral health, food security, and alcohol and drug use. The assessment selected the four priority areas based on regional and local factors and discussions with residents. The findings from this assessment are explained to the right.

Access to Care. Rates of people experiencing poverty in northeast Oklahoma exceed national averages. Intergenerational poverty and lack of access to education, economic opportunities, and medical care are common in the area.

Mental and Behavioral Health. Access to comprehensive mental and behavioral health care is limited across northeast Oklahoma. Factors like chronic stress, trauma, the COVID-19 pandemic, and poverty all fuel poor mental and behavioral health. Regular counseling is often difficult to access.

Food Security. Many residents of the region lack access to healthy foods, including fresh fruit and vegetables. This is in contrast to the abundance of inexpensive junk food and fast food, which raises the risk of diet-related illnesses, including diabetes, cardiovascular disease and stroke.

Alcohol and Drug Use. Many residents of the region abuse drugs and alcohol, which was amplified during the Covid-19 pandemic.

Land

Bartlesville manages the use and development of land within the municipal limits through Appendix A: Zoning, of the Bartlesville Municipal Code, and the Bartlesville Subdivision Regulations (uncodified). The combined codes and regulations allow the City to classify and regulate land for development and serve as an implementation tool for the comprehensive plan.

ZONING

Zoning is a method of regulating the location, height, size and use of buildings and other structures within the city. Zoning helps ensure the community is physically developed in an orderly fashion and supports community goals, public health, and safety. There are 24 total zoning districts, classified into three categories: Residential, Commercial, Industrial, and two special districts

The largest zoning category is Residential with a combined 11,090.4 acres of land. The zoning districts that make up this category include residential agriculture, residential estate, single-family residential (lot sizes of 5,000 square foot (sq ft) to 12,000 sq ft), multifamily residential, and mobile home residential. This category comprises 79 percent of zoned land in Bartlesville.

Commercial and industrial districts account for the other 21 percent of the zoning area in Bartlesville. These districts are concentrated along major corridors, like U.S. 75 and Adams Blvd, and in downtown Bartlesville.

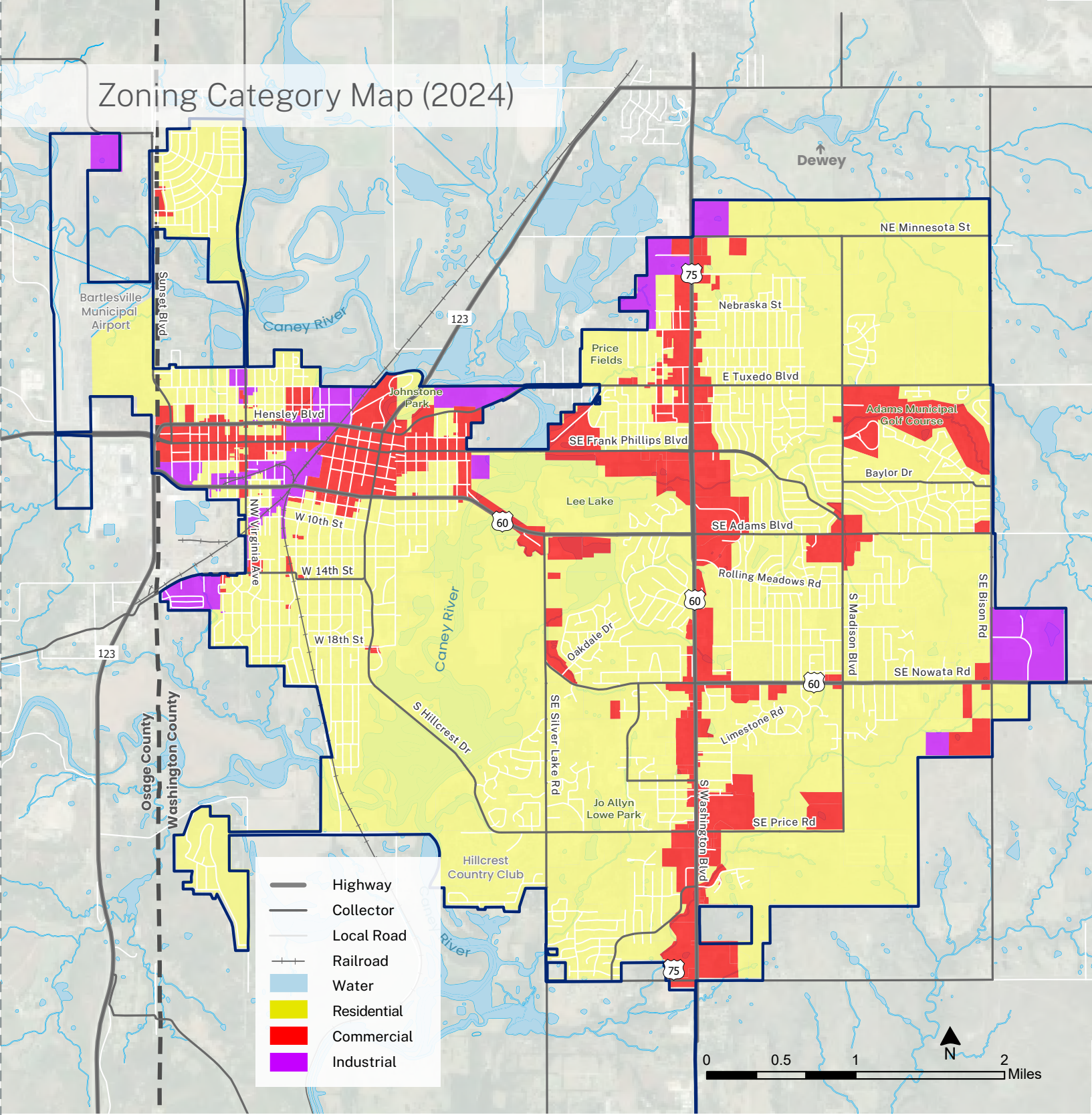
In Bartlesville, the largest zoning district is the Single-family Residential (combined) district at 7,163.3 acres of land. This district comprises large parts of both east and west Bartlesville.

The City has identified two Special District Designations in addition to the other listed zoning districts: Planned Unit Development (PUD) and Highway 75 Overlay District. The PUD is a flexible form of zoning that allows alternatives to the established zoning districts in the zoning regulations. There are over 185 PUD's in Bartlesville. The most common PUD in Bartlesville is for General Commercial, with Single-Family Residential, Major Shopping, and General Commercial closely behind. The Highway 75 Overlay District was established following the U.S. Highway 75 Corridor Study. The area is comprised of the properties lying within one-half mile on either side of the highway, from the south extent of the Bartlesville City limits to County Road 3100. The overlay establishes design standards for development within the area.

Bartlesville Zoning Districts (2024)

Zoning Category	ID	Zoning District	Acres ¹
Residential	RA	Residential Agriculture	3,331.8
	RE	Residential Estate	47.3
	RS	Single-Family Residential ²	7,163.3
	RM	Multifamily Residential ³	522.0
	RT	Mobile Home Residential ⁴	26.0
Commercial	O	Office	52.8
	C-2	Neighborhood Shopping	66.4
	C-3	Major Shopping	411.9
	C-4	Central Commercial	208.5
	C-5	General Commercial	975.6
	C-6	Commercial Amusement	289.2
	C-7	Highway Commercial	57.6
Industrial	IP	Industrial Park	173.9
	M-1	Limited Industrial	339.0
	M-2	General Industrial	308.8
	M-3	Intensive Industrial	1.5
Total			13,976

1. GIS data provided by the City of Bartlesville.
2. Combined SF Residential Districts (5,000 square foot; 7,000 square foot; 10,000 square foot; and 12,000 square foot).
3. Combined Multifamily Residential Districts (750 square foot; 1,500 square foot; and 3,000 square foot).
4. Combined Mobile Home Residential Districts (3,000 square foot and 4,000 square foot).



Mobility

Existing Conditions

Various entities maintain roadways within Bartlesville, including the City of Bartlesville, ODOT, Washington County, and private developers/land owners. Because roadways in Bartlesville are owned and operated by different entities, coordination and collaboration between each entity is vital to a connected and maintained network.

MULTIMODAL MOBILITY

The 12 miles of Pathfinder Parkway acts as a spine to the bicycle and pedestrian network through Bartlesville. The Pathfinder Parkway connects east and west Bartlesville and links major destinations, such as schools, parks, and commercial areas. The trails are enhanced through on-street facilities such as sidewalks and bike lanes. Shared lane markings at Frank Phillips Blvd, Keeler Ave, and 2nd St provide wayfinding and connectivity to the trails from downtown and residential areas.

There are currently 305 miles of sidewalk in Bartlesville.

This network is primarily located in the downtown area and within individual neighborhoods. Connectivity along major roadways such as Washington Blvd and Adams Blvd has been improving through recent Oklahoma Department of Transportation (ODOT) projects and city Capital Improvement Program (CIP) investments.

In Bartlesville, approximately 3.1 percent of households do not have access to a motor vehicle, a higher rate than the state (2.2 percent). This population is more reliant on walking, biking, and transit to move around the community.



Frank Phillips Blvd provides a multimodal crosstown connection.

COMMUTING TRENDS

A majority of residents in Bartlesville (76.7 percent) commute to work alone in a car or truck. This number is slightly below the state average, though the number of residents who carpool is much higher than the state (13.9 percent compared to 9.4 percent). The percentage of residents who use alternative modes of transportation, such as walking, bicycling, or public transit in Bartlesville is similar to statewide percentages. The low percentages may indicate insufficient or unsafe facilities for walking and biking or transit services that do not connect residents to important destinations. This is also supported through the slightly higher use of taxis, motorcycles, or other means of transportation.

Bartlesville Commuting by Mode (2024)

Transportation Mode	Bartlesville	Oklahoma
Car or truck	90.7%	89.1%
Drove alone	76.7%	79.7%
Carpooled	13.9%	9.4%
Public Transportation	0.2%	0.3%
Walked	1.8%	1.7%
Bicycle	0.4%	0.2%
Taxi, motorcycle, or other means	1.4%	1.2%
Worked from home	5.5%	7.4%

Source: ACS 5-year estimates, 2022

SUMMARY

The Caney River divides the city into east and west with just four roadways (Adams Blvd., Frank Phillips Blvd., Tuxedo Blvd., and Hillcrest Dr./Price Rd.) that connect the two sides. Although all of these roads offer segments of multimodal facilities, these segments are noncontinuous across the river. This results in a higher reliance on personal vehicles to move around the community.

While a majority of residents’ primary mode of travel is a personal vehicle, residents have expressed satisfaction with the existing levels of traffic in the community. This suggests the road network has more capacity than demand and may benefit from additional roadway reconfigurations to enhance multimodal travel.

Natural Resources

The natural resources in and around Bartlesville directly impact the ability to grow. Securing reliable water sources and developing in a manner that is compatible with the surrounding ecology is needed to ensure sustainable community growth. Three important resources were examined as it relates to the future development of Bartlesville. This includes hydrology, ecology, and geology. Each plays a role in the future of the community.

WATER RESOURCES

The City of Bartlesville provides water to the residents of the City as well as those in Dewey, Ramona, Ochelata, and five rural water districts of Washington, Nowata, and Osage counties. The city’s primary water sources are Hulah (60%), Hudson (10%), and Copan (9%) lakes, as well as the Caney River (21%).

Recent drought during 2022-2023 brought more awareness of the importance of having reliable water resources and conserving those resources in the region. Ensuring sustainable water access and usage will be a critical component to providing for the long-term prosperity of the community. During the drought, the City adopted a water shortage ordinance with increased emergency water rates and limits on outdoor water use during severe drought. After significant rainfall at the start of 2023, water supply levels have stabilized.

ECOLOGICAL RESOURCES

Bartlesville straddles two ecoregions that contribute to the ecological diversity of the area, support, biodiversity, and are critical to understanding what natural flora and fauna thrive in a community. The two ecoregions in Bartlesville are:

Cross Timbers. The Cross Timbers is composed of upland forest, grasslands, and glades. The region is known for its prevalence of post-oak and blackjack trees and thorny bushes.

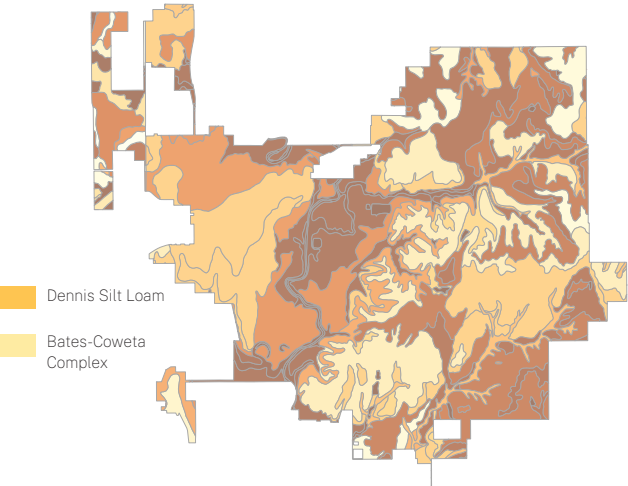
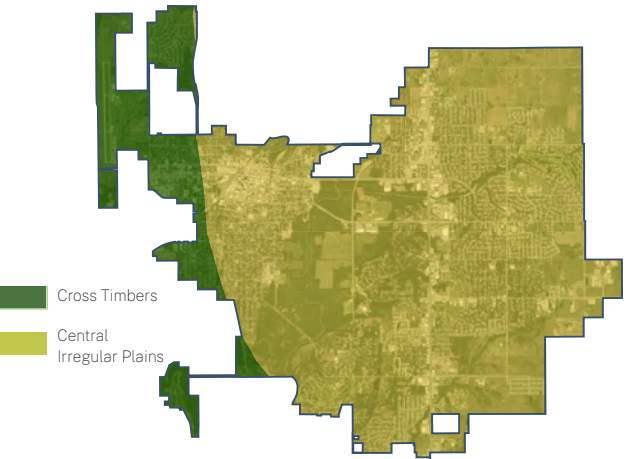
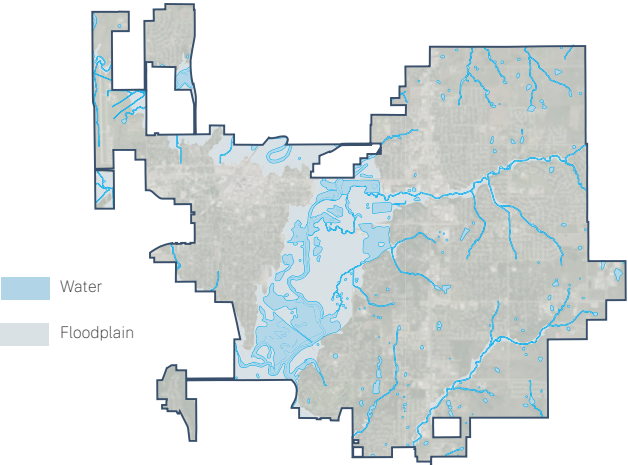
Central Irregular Plains. This region is known for it’s natural vegetation of tall grass prairie with forests and woodlands dominated by post oak, blackjack oak, and black hickory along stony hilltops.

GEOLOGICAL RESOURCES

There are 30 different soil typologies within the city boundaries of Bartlesville. Soil is a major determinant of suitable farmland and developable land. While loamy soil is well-suited for building foundations, clay or silt may cause buildings to shift and foundations to crack. The two most common include:

Dennis Silt Loam. Dennis Silt Loam makes up 20 percent of the soil typology in Bartlesville. It is a deep and somewhat poorly drained soil type.

Bates-Coweta Complex. Bates-Coweta Complex is a mix of well to excessively drained soil types that make up 15 percent of the land area in Bartlesville.



Future Bartlesville

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Future Bartlesville

“ We will promote development patterns in Bartlesville that maximize our market potential while creating quality spaces that generate shared community pride and ensure the long-term fiscal viability of public assets. ”

- Endeavor 2045 Guiding Principle, Future Bartlesville

Endeavor 2045 guides community development practices and patterns to align with the vision and guiding principles of this Plan. Bartlesville’s efforts to create a built environment reflecting these ideals are guided by the physical framework established by the Future Development Plan and the Future Thoroughfare Plan.

Future Development Plan

The Future Development Plan and corresponding Future Development Map apply context and character areas to property within Bartlesville. These context and character areas identify the preferred land uses, building patterns, and site design characteristics that should be applied when developing property throughout the city.

Future Thoroughfare Plan

The Future Thoroughfare Plan and corresponding Future Thoroughfare Map depict the layout of future roadways and corridors in Bartlesville. The plan utilizes the underlying context areas and intended development to inform roadway design and roadside amenities that complement the existing or intended development patterns on adjacent properties.

Future Development Plan

The Future Development Plan establishes the principles and policies that guide the physical development in Bartlesville. Utilizing feedback and guidance from residents and advisory committee members, Endeavor 2045 encourages a mix of development patterns and land uses that are integrated to create vibrant and interesting places.

PLANNING AREA

The Future Development Plan assigns context and character areas to property within the municipal limits. This 22.6 square mile area spans the whole of the community. Areas outside of the boundary are not considered on the Future Development Map although procedures for extending the map to properties being annexed are provided herein.

PLACE-BASED APPROACH

Endeavor 2045 considers a place-based approach to the Future Development Plan. This approach utilizes context and character areas to look beyond desired land use to also define preferred development patterns, and building and site design characteristics. This plan identifies nine unique character areas and two character area overlays that explain the intended development characteristics of land within applicable properties. The place-based approach to future development planning promotes flexible land use decisions by property owners and developers, as well as for City staff and City Council. It also acknowledges the impact that development has on surrounding property and suggests strategies to create quality places.

DEVELOPMENT COMPATIBILITY

The applicability of a character area to a specific parcel or tract of land is subject to the interpretation of the Bartlesville Planning Commission and City Council. Amendments to the Future Development Map should be initiated where the City intends to promote a development pattern contrary to Endeavor 2045.

Future development proposals should be assessed by the City in relation to their compatibility with the identified character area depicted in the Future Development Map. Building scale, form aesthetics, site design, traffic generation, and environmental impact should be compatible with the surrounding pre-existing development of an area (or intended development pattern as identified in the plan). The Planning Commission and City Council may consider or suggest measures to increase a proposed development’s compatibility with the character of the surrounding environment.

PUBLIC-PRIVATE INTERFACE

The ability of the City to provide public services and access to private spaces is a core component of the Future Development Plan. Public spaces, such as roadways, parks, and schools, are vital components of thriving communities. The relationship of the public infrastructure and services to private property is a key consideration of the character areas and overlays in this Future Development Plan and corresponding Map. Likewise, context and character area descriptions are structured to promote design compatibility within recommended roadway designs in the Future Thoroughfare Map.

AREAS OF SPECIAL CONSIDERATION

These areas include corridors, districts, neighborhoods, or significant natural features whose unique characteristics require location-specific exceptions to recommended character areas and development principles. In Bartlesville, these areas include areas in the west and east that have been identified during the planning process. More information on Bartlesville’s Areas of Special Consideration can be viewed on pages 45 and 46.



Image descriptions:
Image 1. New construction in the StoneBranch neighborhood;
Image 2. Park Hill neighborhood sign.

Community Context

Context classifications identify a broad future land use vision for large areas of Bartlesville. These classifications serve as a framework within which focused character areas are grouped based on the scale of intended future development intensity. Context classifications and their underlying character areas are described and listed below.

RURAL

Areas that are sparsely developed with significant areas of open space or floodplain, and including lands reserved for ranching, agriculture, or resource preservation. Rural places include very low-density residential and light commercial development that allows residents relative seclusion from more developed settings. **Rural character areas include:**

- Parks and Open Space (pg. 53)
- Rural Residential (pg. 54)

SUBURBAN

Areas where land uses are dispersed among distinct residential neighborhoods, retail centers, commercial corridors, and office parks. While development intensities may vary, the suburban context favors segmented land uses with transitions between development types being favored on a parcel-by-parcel basis, rather than the blending of differing uses. **Suburban character areas include:**

- Suburban Neighborhood (pg. 55)
- Community Commercial (pg. 57)
- Regional Commercial (pg. 59)

TRADITIONAL

Areas defined by denser development patterns with a greater mix of land uses. This includes Bartlesville’s historic downtown and surrounding center-city neighborhoods. Traditional places blend various land uses not just within districts, but also within development sites, and individual buildings to promote compact development and walkable environments. **Traditional character areas include:**

- Traditional Neighborhood (pg. 61)
- Downtown (pg. 63)

MISCELLANEOUS

Specific areas that include industrial parks, institutional campuses, airport facilities, extensive public utilities, and parks of a regional scale. These areas do not fit neatly into the other context areas and have characteristics that may resemble those of other context areas. **Miscellaneous character areas include:**

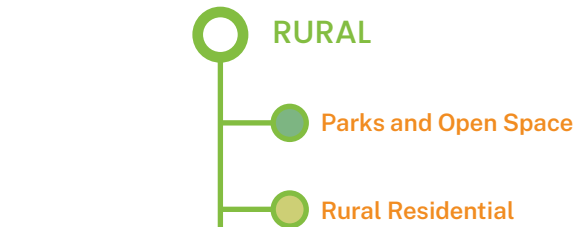
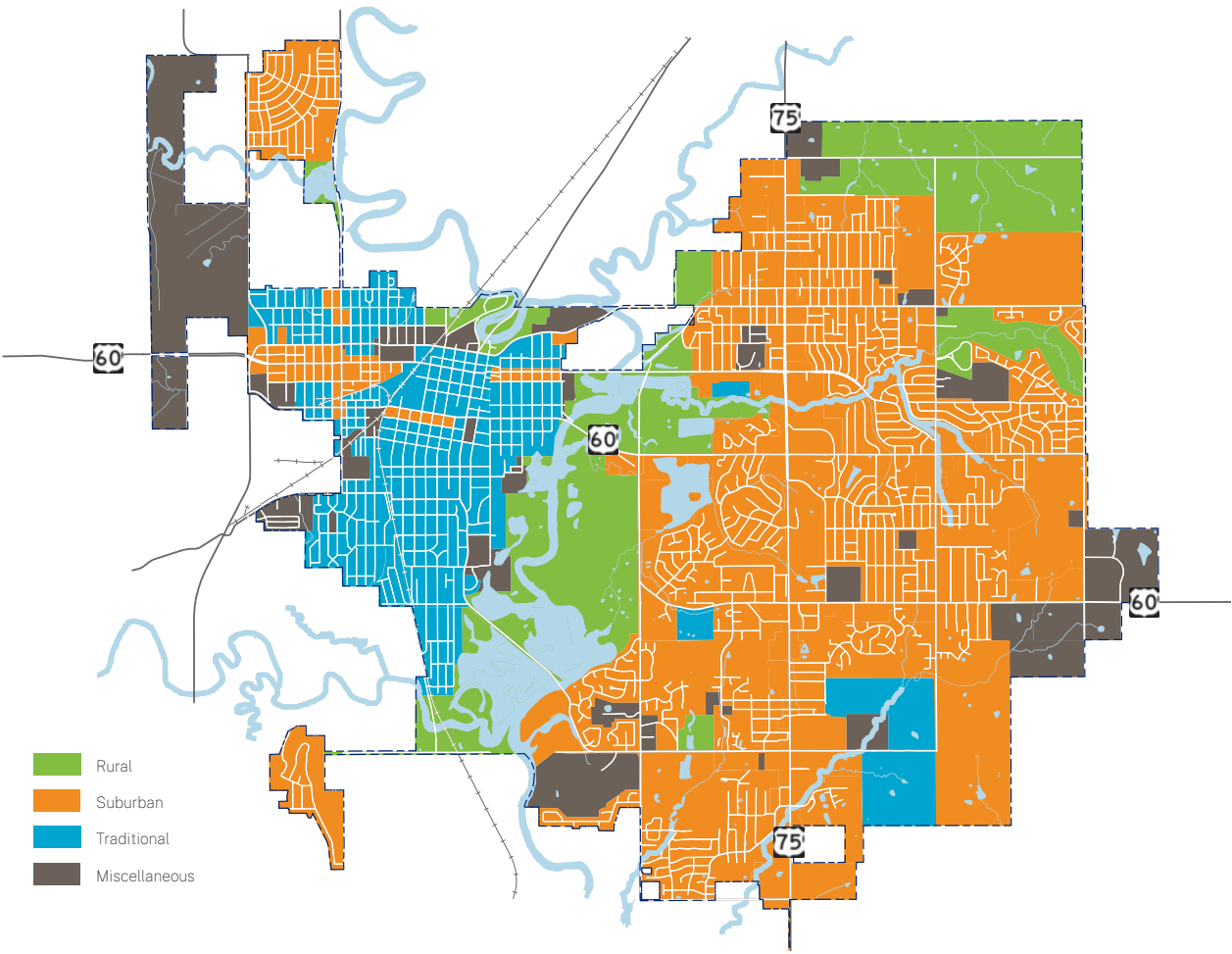
- Industry and Trade (pg. 65)
- Civic and Institutional (pg. 66)

CHARACTER AREA OVERLAY

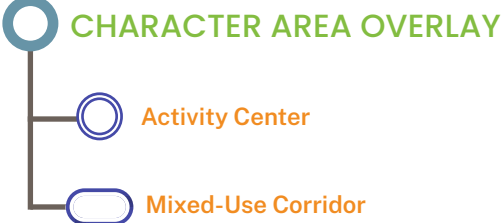
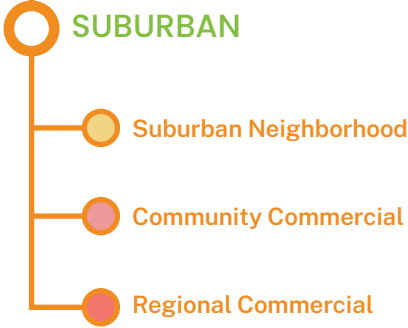
Corridors and nodes that can accommodate a mix of uses and development patterns at varying scales. These areas mimic the characteristics of traditional context areas and promote development features that supersede and provide an alternative to underlying character areas. **Character area overlays include:**

- Mixed-Use Corridor (pg. 67)
- Activity Center (pg. 69)

Context Classifications Map



Future Development Plan | Context Classifications





Areas of Special Consideration

Character Area Overlays

The Future Development Plan identifies two character area overlays. These overlays are applied to unique areas in the community that are well positioned to support a greater density and mix of land uses and development patterns. The two Character Area Overlays are described below and on pages 67 through 70.

ACTIVITY CENTER

Activity Centers districts include a mix of residential and non-residential land uses to create a vibrant and walkable area. Activity Centers typically contain multi-story buildings that include upper-story residential and ground floor flex space for retail or other non-residential uses. These character area overlays will have a sufficient mix of land uses within compact development nodes where residents can live, work, shop, and play all within the confines of their immediate surroundings. The scale of Activity Centers can vary, although they are likely to mimic the allowable development intensities described in the downtown character area and will incorporate transitions in scale in areas close to surrounding residential neighborhoods.

The Future Development Map depicts seven future Activity Centers. These Activity Centers are distributed across Bartlesville to promote a nodal development pattern, providing convenient and accessible locations for residents to congregate.

Depending on market conditions, the City of Bartlesville may choose to amend the Future Development Map as necessary to add new Activity Centers, or to move or replace a proposed Activity Center.

MIXED-USE CORRIDOR

Mixed-use Corridors support residential and non-residential land uses along roadways. These character area overlays resemble the built environment of a central business district or other activity centers by combining residential and non-residential land uses within buildings or on shared parcels but arranges such uses in a linear manner along established thoroughfares.

The identified Mixed-use Corridor in Bartlesville extends the existing urban destinations of Downtown across Frank Phillips Blvd. The Mixed-use Corridor aligns with the over-built roadway that makes it a better candidate for reconfigurations to support urban walkable development -including the possibility of lane reductions and widened active roadsides for pedestrian traffic. These corridors are also commonly flanked by older development or vacant lots lacking in significant investment.

The mixed-use corridor concept also provides a feasible way for transforming the community to incorporate an urban form and intensity adjacent to neighborhoods with lower densities. Although surrounding traditional neighborhoods exhibit lot sizes, blocks, and street arrangements of a more walkable scale, there is understandable concern about the possible encroachment of development of non-conforming scale. The mixed-use corridor concept incorporates new mixed use development into older areas -reinvigorating commercial corridors and increasing the value of adjacent residential areas.

Other Special Areas

The interpretation and application of the Future Development Map may vary on a case-by-case basis due to the unique attributes of each parcel, the characteristics of surrounding areas, and the condition or capacity of public infrastructure and services. Although discretion is required when determining the appropriateness of a development proposal on all property within the Bartlesville municipal limits, there exist specific “areas of special consideration” where built or natural conditions may alter how future development incorporates place type development parameters. Areas of special consideration identified in the Future Development Map include:

AREAS OF ENVIRONMENTAL CONCERN

Floodplains. Areas of Bartlesville that are subject to inundation by a 100-year floods, as determined by FEMA, and may have additional building restrictions. Some residential areas impacted on a recurring basis may no longer be suitable for future development.

National Zinc Overlay. The National Zinc Overlay District (NZOD) was created in response to historical contamination associated with zinc smelting operations in western Bartlesville. Some development in this area has soil testing and remediation requirements.

AREAS OF CULTURAL SIGNIFICANCE

National Historic Districts. The area within the Bartlesville Downtown Historic District listed on the National Register of Historic Places.

Price Tower and Bartlesville Community Center (The Center). The area around the Price Tower and The Center, including Tower Center at Unity Square, a community green space situated between these two landmarks.

Native American Tribal Land. Tribally owned land in Bartlesville which includes the Delaware Tribe of Indians and the Cherokee Nation.

Oklahoma Wesleyan University. Property within the Oklahoma Wesleyan campus boundaries, including the La Quinte Mansion and nearby property owned by the University.

AREAS OF SPECIAL STUDY

The Brickyard. The historically black neighborhood in West Bartlesville which is south of vacant railroad right-of-way, west of the railroad, east of Penn Avenue, and north of 8th Street.

Point on Madison. The area in east Bartlesville that surrounds the intersection of Madison Boulevard, Adams Boulevard, and Frank Phillips Boulevard.

AREAS WITH REDEVELOPMENT POTENTIAL

Oklahoma Wesleyan Acquisition Area. Properties purchased by Oklahoma Wesleyan University on Silver Lake Road where potential redevelopment activities will require significant thought on how to balance growth with compatibility to adjacent properties.

Washington Park Mall. The mall property undergoing transformation, and dealing with high vacancy rates, as retail preferences evolve.

West Frank Phillips Boulevard. Thoroughfare extending west from downtown Bartlesville and flanked by multiple underutilized properties.

US 75 Corridor. The primary thoroughfare through east Bartlesville which currently features auto-oriented retail, dining, and service business.

Future Development Map

The Endeavor 2045 Future Development Map (pgs. 49 through 50) depicts the preferred development patterns within the Bartlesville city limits. This map was crafted to achieve the vision and guiding principles set out in the plan and identified by the community and focuses on preserving what exists today while accommodating anticipated growth.

How to Use the Map

INTERPRETATION

Character area boundaries are conceptual in nature and represent “approximate” locations. For purposes of development continuity, the City may exercise discretion when determining which character area development parameters should be applied to small parcels that straddle or are directly adjacent to more than one character area. The following guidelines should be considered when interpreting and implementing the Future Development Map and Plan:

Fixed Geographic Features. Character area boundaries that follow defined features, such as rivers, drainage channels, major roadways, and railroads should be viewed as fixed and not subject to interpretive judgment.

Large Tract Development. Large tracts of land that contain areas with more than one character area should be developed according to the applicable character area that is depicted by the Future Development Map on that portion of the tract. Intra-tract boundaries are not rigid and the City may exercise discretion in character area extents when considering a development proposal’s overall compatibility to the Future Development Plan.

Parcel Overlap. Portions of a parcel that encroach into an adjacent character area should develop in accordance with the characteristics of the predominant character area, unless the characteristics of the secondary area better support the vision and guiding principles of this Plan.

Zoning and Special Districts. The Future Development Map does not alter or supersede established zoning or special districts in the Bartlesville Municipal Code. While the zoning map and code is not changed as a result of the Endeavor 2045 Comprehensive Plan, the adopted plan may be used by the Planning Commission and City Council to rule on proposed zoning changes to meet the intent of the Plan.

Character Area Overlays. The location of Mixed-use Corridors and Activity Centers on the Future Development Map are representative and not intended to be fixed by a specific geographic boundary. The overlays are meant to illustrate the general locations and extents where compact mixed-use development concepts may be warranted. This may extend between 1/8 and 1/4 mile radius, depending on the context of the particular area.

Future Development Map,
Character Area Composition

Context Classification	Character Area	Percent of City Limits
Rural	Parks and Open Space	13.9%
	Rural Residential	5.0%
Suburban	Suburban Neighborhood	40.6%
	Community Commercial	9.5%
	Regional Commercial	2.4%
Traditional	Traditional Neighborhood	12.5%
	Downtown	1.3%
Miscellaneous	Industry and Trade	10.2%
	Civic and Institutional	4.6%
Total		100%

Source: Halff

“Continue to focus on the growth, expansion, and economic development of surrounding land use.”

-Resident comment from the Endeavor 2045 Community Survey

Character Area Descriptions

The Future Development Map illustrates the nine character areas and two character area overlays which should be used to promote preferred development patterns, site design, and land use. These character areas and overlays are described in detail on pages 53 through 70. The table below summarizes the content that is described for each character area.

Character Area Attributes

Attribute	Notes
Description	An overview of the preferred types of development to occur within the character area.
Land Uses	An abbreviated list of potential land uses that may be appropriate in the character area when developed in accordance with the development parameters recommended in Endeavor 2045. Lists are representative only. Other land uses may be considered when compatible with the overall intent of the character area.
Development Features	Strategies for development that are consistent with the vision and principles outlined in Endeavor 2045. These strategies may be applied through the development review process and/or amendments to the Municipal Code.
Representative Imagery	Photos and images from Bartlesville and other communities that represent the intended character of the area.

Source: Halff



Image descriptions:
Image 1. Multi-family development along Frank Phillips Avenue in east Bartlesville.
Image 2. Central Middle School is a neighborhood anchor near downtown Bartlesville.
Image 3. Traditionally developed housing in West Bartlesville

Future Development Map

LEGEND

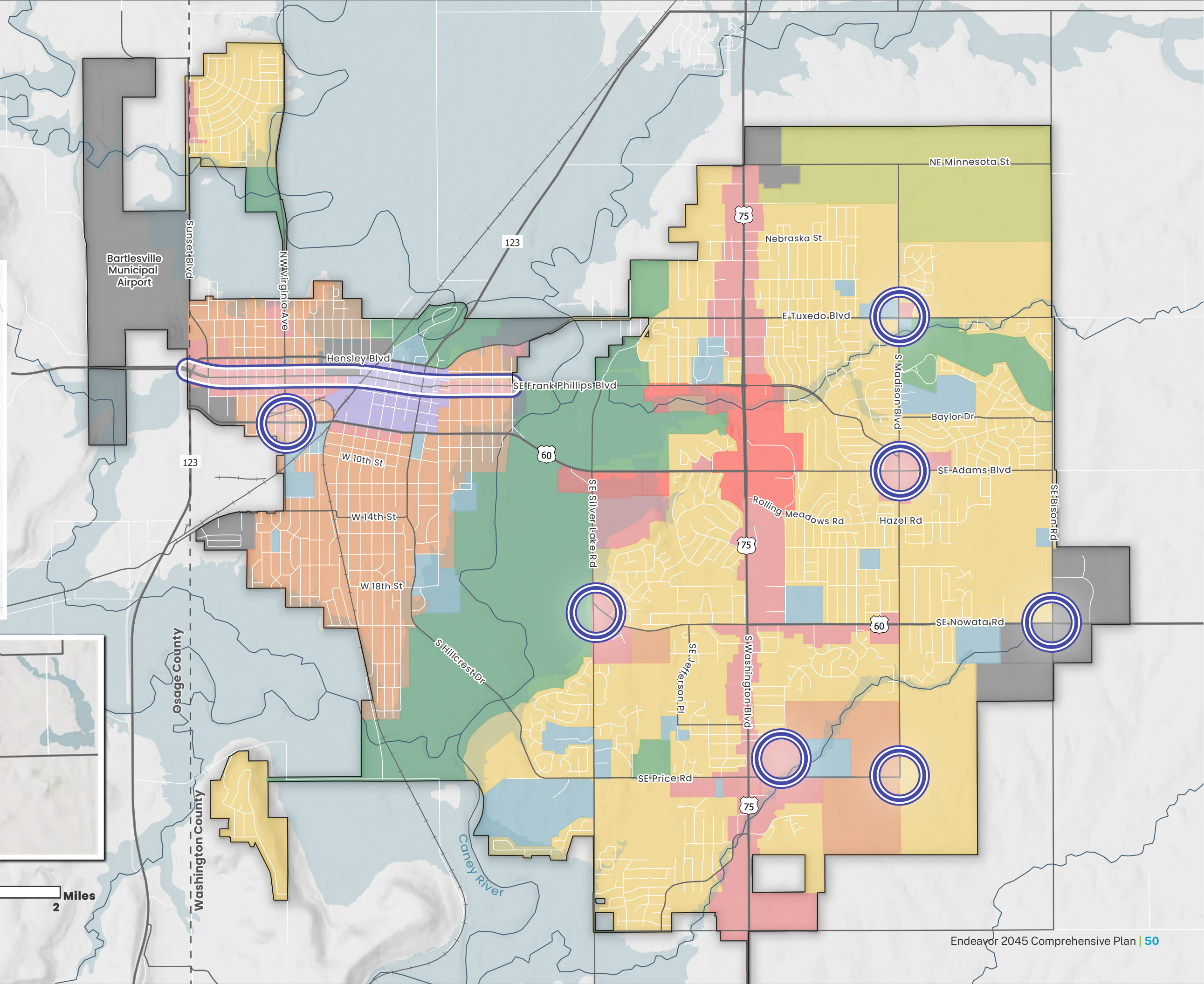
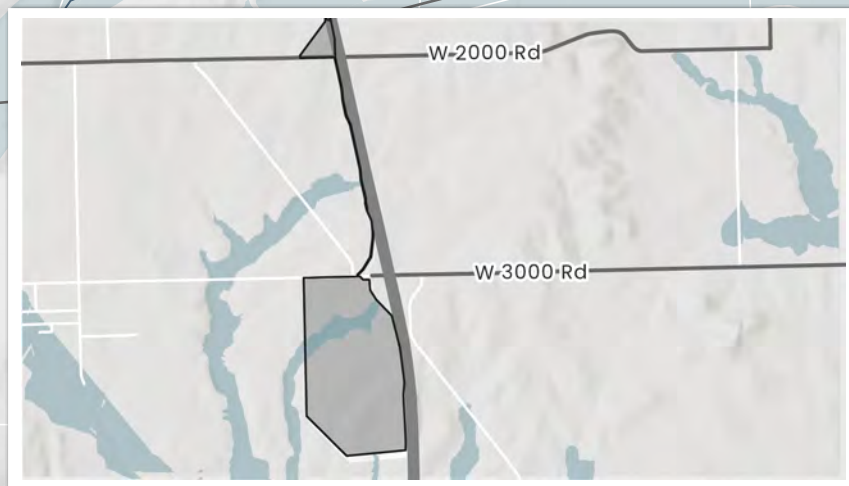
- Floodplain
- Waterways

Character Areas

- Parks & Open Space
- Rural Residential
- Suburban Neighborhood
- Community Commercial
- Regional Commercial
- Traditional Neighborhood
- Downtown
- Industrial & Trade
- Civic & Institutional

Character Areas Overlays

- Activity Center
- Mixed Use Corridor



Areas of Special Consideration Map

LEGEND

Community Context

- Rural Context
- Suburban Context
- Traditional Context
- Miscellaneous Context

Areas of Special Study

- East Boundary
- West Boundary

Areas of Environmental Concern

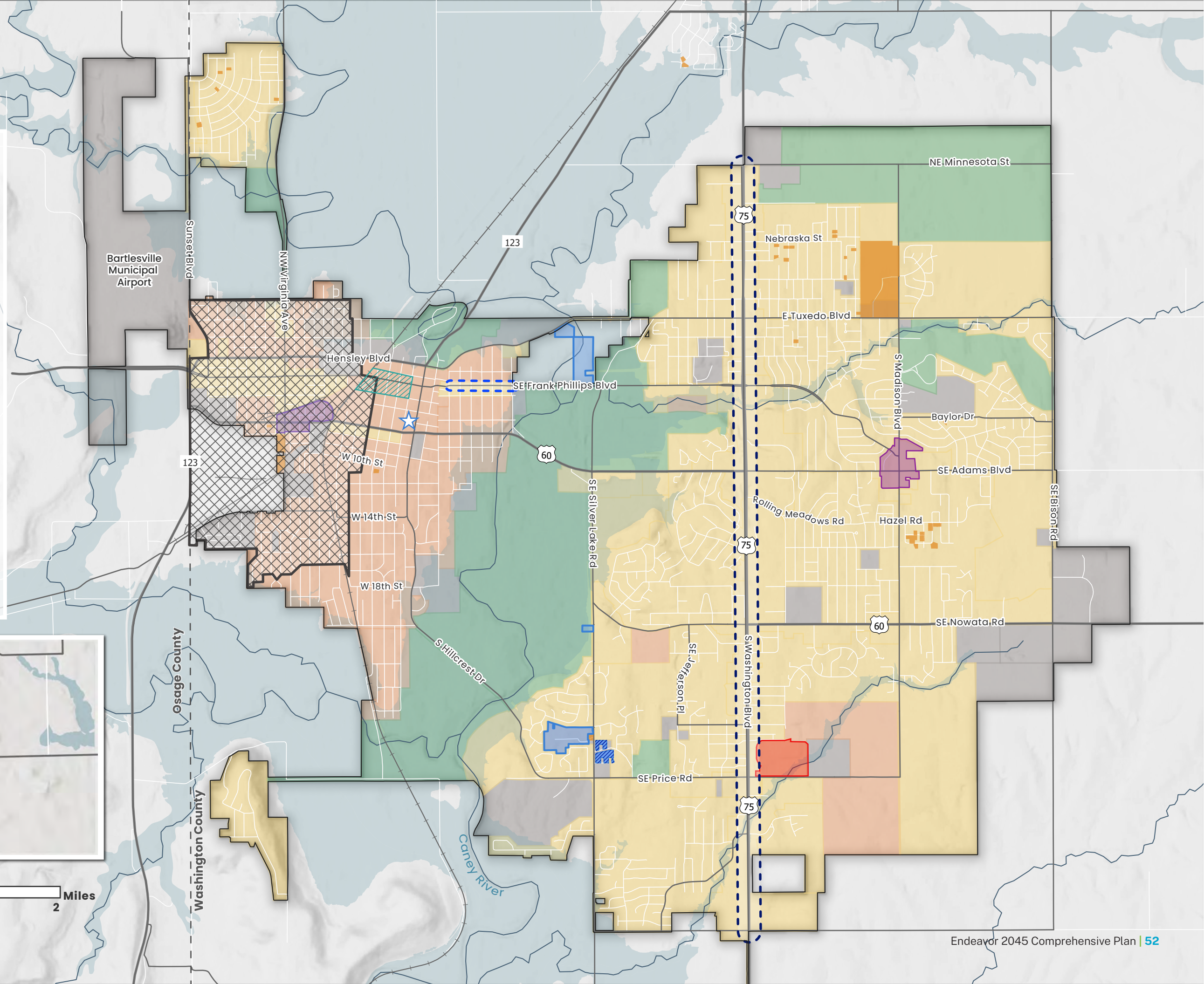
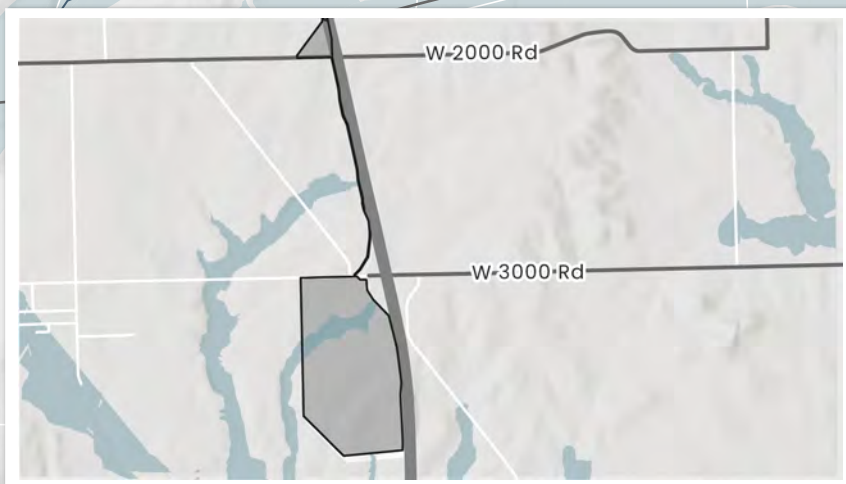
- Floodplain
- NZOD

Areas of Cultural Significance

- National Historic Districts
- Native American Tribal Land
- Price Tower and The Center
- Oklahoma Wesleyan University

Areas with Redevelopment Potential

- Oklahoma Wesleyan Acquisition Area
- Washington Park Mall
- West Fran Philips Blvd
- US 75 Corridor



Parks and Open Space

Rural Context



Map Legend
(pgs. 49 and 50)

The Parks and Open Space character area encompasses natural areas to remain primarily undeveloped or developed for compatible recreation purposes. The character area includes floodplains, land containing sensitive environmental features, parkland, and other areas set aside for habitat preservation or recreation.

REPRESENTATIVE LAND USES

- Parks and recreation
- Agriculture or ranch lands
- Natural and conservation areas, open space



- DEVELOPMENT FEATURES
- LAND USES
- Assemble and consolidate substantial areas of land with limited development potential for public open space.
 - Allow facilities that support public access to parks and open space lands for recreation, education, and research.
 - Permit facilities that support essential community-wide public infrastructure.
 - Avoid developing within the 100-year floodplain or within floodways.
- SITE FEATURES
- Limit buildings and structures to those that are accessory to outdoor recreation and habitat preservation activities.
 - Minimize outdoor lighting and limit lighting fixtures to those that are designed to reduce glare and light pollution.
- BUILDING FEATURES
- Design structures of limited size that blend with the surrounding natural landscape.
 - Minimize visual, auditory, and air pollutants.
 - Utilize green building and infrastructure techniques, including permeable surfaces where appropriate.



Mix of local and non-local representative images.

Rural Residential

Rural Context



Map Legend
(pgs. 49 and 50)

The Rural Residential character area supports low-density residential and limited agricultural land uses including hobby farms, ranchettes, large-lot single family subdivisions, and conservation subdivisions. Development intensities are expected to remain limited and will not necessarily require the support of municipal services such as municipal waste water.

REPRESENTATIVE LAND USES

- Single-family residential (detached)
- Agriculture or ranch lands
- Parks and recreation
- Preserves and conservation areas
- Limited commercial services



Mix of local and non-local representative images.

- DEVELOPMENT FEATURES
- LAND USES
- Promote large lot estate residences and cluster residential development to reduce development footprints.
 - Allow for small scale farming, plant nurseries, and other agricultural uses.
 - Limit the scale and intensity of commercial services and places of assembly to those that serve the immediate surrounding community.
 - Place non-residential uses along uninterrupted arterial roadways or at primary intersections.
 - Avoid developing within 100 year floodplain or floodway.
- SITE FEATURES
- Limit buildings and structures to residential or light commercial uses.
 - Limit the extension of sewer infrastructure to developments that are clustered together.
 - Encourage low-impact design and other development techniques that minimize water consumption.
 - Minimize outdoor lighting and limit lighting fixtures to those that are designed to reduce glare and light pollution.
 - Build structures such as barns, pens, sheds, etc. that support agricultural uses away from property lines to minimize nuisances.
 - Minimize grading activity and design new development in a manner that best utilizes existing topography.
- BUILDING FEATURES
- Minimize visual, auditory, and air pollutants.
 - Limit the size, height, and acceptable lighting levels of sign structures.
 - Utilize green infrastructure and permeable surfaces where appropriate.

Suburban Neighborhood

Suburban Context



Map Legend
(pgs. 49 and 50)

The Suburban Neighborhood character area supports low-to-moderate density residential land uses. The primary land uses include single-family and multi-family dwellings, while individual parcels may be suitable for small-scale commercial services, and other ancillary institutional and public uses such as schools, parks, and places of worship.

REPRESENTATIVE LAND USES

- Single-family residential (attached and detached)
- Multi-family residential
- Parks and recreation
- Commercial services
- Places of assembly
- Public and semi-public services and facilities



DEVELOPMENT FEATURES

LAND USES

- Support varying residential building types, lot sizes, density ranges, and architectural styles.
- Provide a mix of single-family and multi-family to promote diverse neighborhoods.
- Provide transitions between developments with buildings of varying heights, sizes, and scale.
- Promote transitions between land uses at intersecting streets and alleys and avoid incompatible uses facing each other.
- Locate multi-family residential developments near activity centers, employment, and trail corridors.
- Reserve land for parks, schools, and other small scale civic institutional uses. Make these areas easily accessible by residents who live within a 10-minute walkshed.
- Allow small commercial development nodes that are compatible in scale with surrounding residential areas.
- Locate uses that generate high levels of traffic at peak times along arterial roadways.
- Avoid developing within the 100-year floodplain or within floodway.

SITE FEATURES

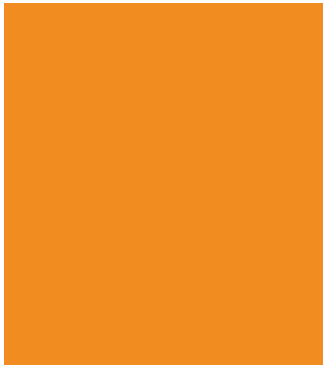
- Use landscapes and sidewalks to buffer and screen large parking lots from adjacent roadways and / or residential areas.
- Promote shallow setbacks for non single-family land uses and locate parking behind buildings facing the roadway.
- Arrange multi-building developments to frame the street.
- Incorporate common areas, amenity areas, or other privately maintained social spaces into multi-building or multi-unit developments.
- Mitigate storm-water runoff by incorporating green infrastructure design into parking areas.
- Place parking areas behind buildings or screened from public view.

Mix of local and non-local representative images.

- Incorporate native and drought tolerant landscaping into new development areas.
- Maximize the use of native and Oklahoma-proven shade trees along trails, sidewalks, and other active transportation corridors.
- Manage vehicular access to adjacent non single-family buildings by consolidating driveways.
- Provide a system of interconnected streets and sidewalks between multi-building developments and subdivisions.
- Provide pedestrian and trail access between residential and commercial areas.
- Provide pedestrian scale lighting along residential streets and trails which incorporates full cut-off designs to concentrate light and reduce glare.

BUILDING FEATURES

- Design new structures in a manner that complement the height, scale, and massing of adjacent development and that provide appropriate transitions between different development types.
- Construct building facades that face the street, parking areas, or public gathering spaces.
- Incorporate uniform building design and signage in lieu of corporate architecture for multi-building or multi-unit developments, including out-parcels.
- Incorporate building form elements such as facade and roof-line articulation, access, fenestration, and variable building materials, to provide visual interest.
- Screen air conditioning units, waste bins, and other accessory features from public view in commercial and residential areas.
- Limit the size, height, and acceptable lighting levels of sign structures.



Mix of local and non-local representative images.

Community Commercial

Suburban Context



Map Legend
(pgs. 49 and 50)

The Community Commercial character area supports non-residential land uses including retail, services, and office establishments. Commercial uses on individual parcels are limited in scale and serve either a single neighborhood or multiple neighborhoods. Multi-family development may be permitted at selected neighborhood gateways, but residential land uses are not predominant.

REPRESENTATIVE LAND USES

- Convenience retail
- Restaurants, cafes, and bars
- Entertainment uses
- Professional services
- Public and semi-public services and facilities



DEVELOPMENT FEATURES

LAND USES

- Allow moderate commercial development nodes that transition to the scale of surrounding residential areas.
- Allow for centers of employment (office and other professional services) along major corridors.
- Transition non-residential land uses and development scale from residential areas based on potential building size, trip generation, and anticipated hours of operation.
- Compatible commercial services do not include outdoor supply and sales, or that otherwise require outdoor storage.
- Avoid developing within 100-year floodplain or floodway.

SITE FEATURES

- Require retail, restaurant, and other commercial service establishments to take principal access from arterial thoroughfares.
- Preserve major thoroughfare corridors through development sites and arrange buildings, parking areas, and driveway aisles to provide for future street extensions.
- Provide a system of convenient pedestrian and bicycle facilities to ensure connectivity between parking, adjacent streets, and all on-site facilities.
- Incorporate significant native and drought-tolerant landscape areas along site frontages, within parking areas, and adjacent to public gathering areas.
- Arrange multi-building developments so that buildings frame the street.
- Mitigate storm-water and other environmental impacts through green infrastructure design including bioretention features.
- Maximize the use of native and Oklahoma-proven shade trees along trails, sidewalks, and other active transportation corridors.
- Manage vehicular access to multi-building and multi-unit developments –and between developments –through consolidated curb-cuts, cross-access easements, and driveway length.

Mix of local and non-local representative images.

BUILDING FEATURES

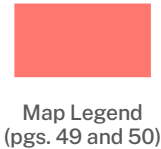
- Apply a uniform architectural style to buildings and uniform design to signage, landscaping and other features.
- Provide visual interest by incorporating building form elements such as facade and roof-line articulation, access, fenestration, and variable building materials.
- Design non-residential buildings that abut residential areas to be designed to a scale and style that mimics the quality and character of adjacent residences.
- Limit the size, height, and acceptable lighting levels of sign structures.
- Screen air conditioning units, waste bins, and other accessory features from public view.
- Screen drive-thru facilities in a manner that mitigates visual impacts from the street and adjacent residential areas.



Mix of local and non-local representative images.

Regional Commercial

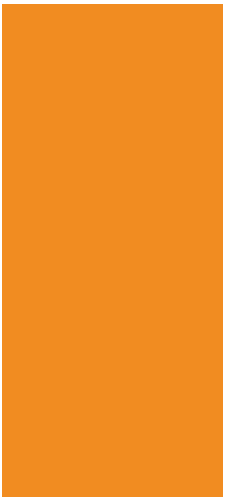
Suburban Context



The Regional Commercial character area is defined by large retail and professional service uses, often located in multi-tenant shopping centers and office buildings, as well as hotels, restaurants, and other services. Regional Commercial land uses are of a scale and character to serve as a city-wide and regional draw.

REPRESENTATIVE LAND USES

- National or high-capacity retail
- Restaurants, cafes, and bars
- Professional offices and services
- Entertainment uses
- Auto-oriented services
- Hotels, motels, and other hospitality uses
- Public and semi-public services and facilities



Mix of local and non-local representative images.

DEVELOPMENT FEATURES

LAND USES

- Transition non-residential land uses and development scale from residential areas based on potential building size, trip generation, and anticipated hours of operation.
- Provide a separation between outdoor supply and sales and surrounding residential areas.
- Within transitional areas, permit upper story dwelling units to be incorporated into retail and professional office buildings.
- Permit master planned redevelopment that generates pedestrian-friendly mixed-use (residential and non-residential) development on re-purposed commercial sites.
- Avoid developing within 100-year floodplain or floodway.

SITE FEATURES

- Require retail, restaurant, and other commercial service establishments to provide their primary access along an arterial thoroughfares.
- Preserve major thoroughfare corridors through development sites and arrange buildings, parking areas, and driveway aisles to provide for future street extensions.
- Provide a system of convenient pedestrian and bicycle facilities to ensure connectivity between parking, adjacent streets, and all on-site facilities.

- Incorporate significant native and drought-tolerant landscape areas along site frontages, within parking areas, and adjacent to public gathering areas.
- Arrange multi-building developments so that some buildings frame the street.
- Incorporate common areas, amenity centers, or other privately maintained social spaces into multi-building or multi-unit development.
- Mitigate storm-water and other environmental impacts through green infrastructure design including bioretention features.
- Incorporate significant native and drought-tolerant landscape areas along site frontages, within parking areas, and adjacent to public gathering areas.
- Manage vehicular access to multi-building and multi-unit developments – and between developments – through consolidated curb-cuts, cross-access easements, and driveway length.



Mix of local and non-local representative images.

BUILDING FEATURES

- Apply a uniform architectural style to buildings (including out-parcels), and uniform design to signage, landscaping and other site features.
- Provide visual interest by incorporate building form elements such as facade and roof-line articulation, access, fenestration, and variable building materials
- Design non-residential buildings that abut residential areas to be designed to a scale and style that mimics the quality and character of adjacent residences.
- Screen air conditioning units and other utilities from public view.
- Screen drive-thru facilities in a manner that mitigates visual impacts from the street and adjacent residential areas.



Traditional Neighborhood

Traditional Context

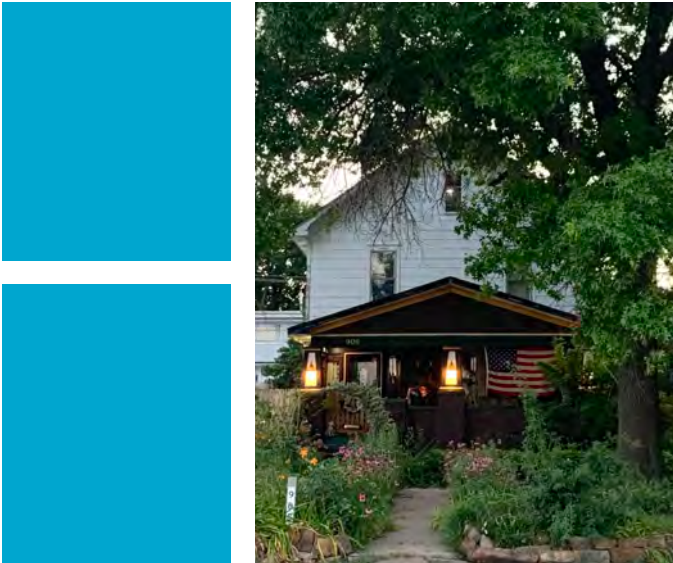


Map Legend
(pgs. 49 and 50)

The Traditional Neighborhood character area includes a mix of residential housing types at medium-to-high densities. The character area includes many of the City’s established neighborhoods and historic residential areas closer to the city center and includes single-family detached, single-family attached, and multi-family dwelling types, neighborhood retail, restaurants, and professional services.

REPRESENTATIVE LAND USES

- Single-family residential (attached and detached)
- Multi-family residential
- Parks and recreation
- Neighborhood retail and restaurants
- Professional services
- Public and semi-public services and facilities



DEVELOPMENT FEATURES

LAND USES

- Permit a diverse mix of single-family detached housing types including variations in lot sizes, build-to-lines, and other spatial characteristics.
- Allow accessory dwelling units (ADUs) or “granny flats” to add density and affordable housing options.
- Promote higher intensity development along major thoroughfares.
- Permit the conversion of underutilized residential structures to small-scale commercial uses along major thoroughfares. Ensure the commercial uses complements the surrounding residential areas.
- Limit drive-through and other auto-oriented uses.
- Provide transitions between developments with buildings of varying heights, sizes, and scale.
- Locate multi-family residential developments near activity centers, employment, and trail corridors.
- Reserve land for parks, schools, and other small scale civic institutional uses. Make these areas easily accessible by residents who live within a 1/4-mile walkshed.
- Avoid developing within 100-year floodplain or floodway.



Mix of local and non-local representative images.

SITE FEATURES

- Maintain historic lot and block sizes where appropriate.
- Provide shallow building setbacks using build-to-zones and wide roadside areas to support active transportation.
- Conceal non-residential and multi-family parking areas behind building facades.
- Design roadways with large active roadsides for pedestrian activity.
- Maintain and promote street grid interconnectivity and small block sizes.
- Provide a functional system of public or private alleys and promote shared access to reduce curb cuts on the street and access shared parking.
- Limit curb cuts to minimize disruptions to pedestrians and bicyclists within the roadside area.
- Maximize the use of native and Oklahoma-proven shade trees along trails, sidewalks, and other active transportation corridors.



BUILDING FEATURES

- Design new structures in a manner that complements the height, scale, and massing of adjacent development and that provide appropriate transitions between different development types.
- Establish minimum building frontage requirements to frame the street and other public spaces.
- Replicate historic building styles and design features where applicable.
- Incorporate building form elements such as facade and roof-line articulation, access, fenestration, and variable building materials, to provide visual interest.
- Utilize building elements such as awnings, canopies, and balconies to delineate between distinct building quadrants or bays, and horizontally to distinguish ground-floor space from upper stories.



Mix of local and non-local representative images.

Downtown

Traditional Context



Map Legend
(pgs. 49 and 50)

The Downtown character area includes a mix of residential and non-residential land uses that are associated with a thriving and vibrant central business district. The character area supports institutional, cultural, employment, shopping, and entertainment uses while also providing high-density residential living options to create an energized environment to live, work, and play.

REPRESENTATIVE LAND USES

- Multi-family residential
- Mixed-use housing and retail
- Restaurants, cafes, and bars
- Professional offices and services
- Entertainment uses
- Hotels, motels, and other hospitality uses
- Public and semi-public services and facilities
- Parks and recreation



Mix of local representative images.

DEVELOPMENT FEATURES

LAND USES

- Construct mixed-use buildings with upper floor residential and ground floor flex space for residential and non-residential uses.
- Incorporate high-density residential apartments, lofts, and townhomes into commercial and office buildings.
- Transition between land uses should occur along alleyways for a consistent street character.
- Follow guidance as detailed in the Downtown Redevelopment District Implementation Plan (2009), the Bartlesville Downtown Design Guidelines (2008), the Redevelopment Plan for the Bartlesville Downtown Redevelopment District (2004), and subsequent planning efforts pursuant to this comprehensive plan.

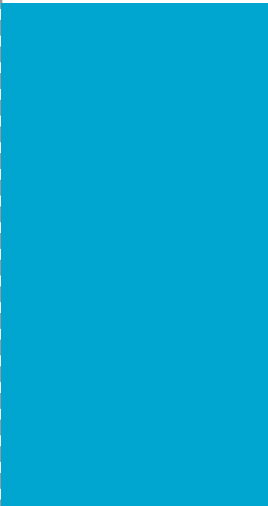
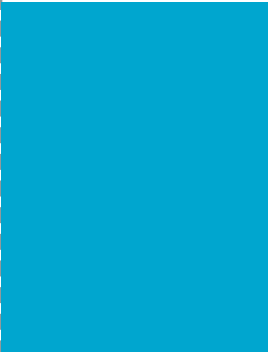
SITE FEATURES

- Maintain and promote street grid interconnectivity.
- Design for large active roadsides for pedestrian activity.
- Provide a functional system of public or private alleys and promote shared access to reduce curb cuts on the street and access shared parking.
- Encourage native and drought tolerant landscaping into public and commercial areas.
- Maximize the use of native and Oklahoma-proven shade trees along trails, sidewalks, and other active transportation corridors.
- Conceal parking behind buildings or within structures.



BUILDING FEATURES

- Follow guidance as detailed in the Downtown Redevelopment District Implementation Plan, the Bartlesville Downtown Design Guidelines (2008), the Redevelopment Plan for the Bartlesville Downtown Redevelopment District (2004), and subsequent planning efforts pursuant to this comprehensive plan.
- Design new structures in a manner that complement the existing buildings in the area.
- Building height should match the relative height of nearby structures to avoid dramatic changes in size.
- Design buildings to include facades, storefront windows, and attractive signage and lighting to create pedestrian-scale visual interest.
- Establish minimum building frontage requirements to frame the street and other public spaces.
- Line streets and other public spaces with building facades that incorporate windows, and architectural features for visual interest and to avoid unbroken stretches of blank walls.



Mix of local and non-local representative images.

Industry and Trade

Miscellaneous Context

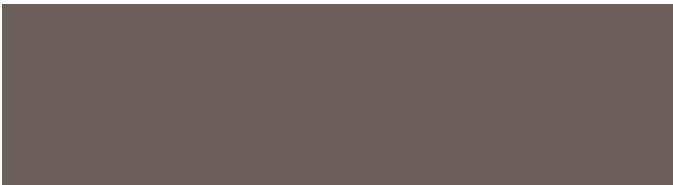


Map Legend
(pgs. 49 and 50)

The Industry and Trade character area accommodates warehousing, wholesale trade, transportation, research and development, manufacturing, and industrial uses. The scale of development requires careful placement to provide access to high capacity transportation corridors and minimize disruptions to residential areas.

REPRESENTATIVE LAND USES

- Manufacturing, processing, and assembling
- Trade, warehousing, and transportation



DEVELOPMENT FEATURES

LAND USES

- Transition non-residential land uses and development scale from residential areas based on potential building size, trip generation, and anticipated hours of operation.
- Locate industrial/warehousing land uses in the outskirts of the city and in other areas not directly adjacent to neighborhoods, and that can be accessed directly from major arterial thoroughfares.
- Locate industrial and warehousing land uses away from sensitive environmental areas.
- Avoid developing within 100-year floodplain or floodway.

SITE FEATURES

- Provide primary vehicular access points from major thoroughfares. Provide pedestrian and other multimodal access to facilities.
- Preserve major thoroughfare corridors through development sites and arrange buildings, parking areas, and driveway aisle to provide for future street extensions.
- Incorporate significant native and drought-tolerant landscape areas along site frontages, within parking areas, and adjacent to public gathering areas.
- Utilize green infrastructure and site design practices.
- Mitigate stormwater and other environmental impacts through green infrastructure design including xeriscaping, bioretention features, and increasing tree canopy.
- Incorporate landscape areas of water-wise plantings along site frontages, within parking areas, and adjacent to public gathering areas.

BUILDING FEATURES

- Apply a uniform architectural style to buildings, and uniform design to signage, landscaping, and other site features.

Mix of local and non-local representative images.

Civic and Institutional

Miscellaneous Context



Map Legend
(pgs. 49 and 50)

The Civic and Institutional character area is defined by large public or private facilities and complexes. Large tracts of land may support institutions such as primary school campuses, colleges, hospitals, convention centers, libraries, medical centers, and government buildings. Institutional and medical campuses may include accessory offices and residential uses.

REPRESENTATIVE LAND USES

- Government and public administration
- Primary and secondary education
- University campuses or auxiliary uses
- Group or institutionalized housing
- Civic or community gathering space
- Places of assembly
- Parks and recreation



Mix of local representative images.

DEVELOPMENT FEATURES

LAND USES

- Transition non-residential land uses and development scale from residential areas based on potential building size, trip generation, and anticipated hours of operation.
- Avoid developing within 100-year floodplain or floodway.

SITE FEATURES

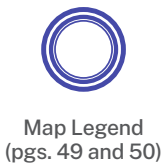
- Provide a system of convenient pedestrian and bicycle facilities to ensure connectivity between parking, adjacent streets, adjacent development and neighborhoods, and all on-site facilities.
- Maximize tree cover along pedestrian corridors and in association with public gathering spaces.
- Incorporate significant native and drought-tolerant landscape areas along site frontages, within parking areas, and adjacent to public gathering areas.
- Incorporate common areas, amenity centers, or other privately maintained social spaces into multi-building or multi-unit development.
- Mitigate stormwater and other environmental impacts through green infrastructure design including xeriscaping, bioretention features, and increasing tree canopy.
- Incorporate landscape areas of water-wise plantings along site frontages, within parking areas, and adjacent to public gathering areas.
- Cluster campus buildings where possible to reserve land as common area and general open space.
- Incorporate variations in building scale to provide a transition between adjacent low density development.

BUILDING FEATURES

- Apply a uniform architectural style to buildings, and uniform design to signage, landscaping, and other site features.
- Promote multistory buildings that complement the area.

Activity Center

Character Area Overlay



The Activity Center character area includes a mix of residential and non-residential land uses that collectively create a vibrant and walkable environment. Activity Centers provide employment, shopping, civic, entertainment, and living options at varying scales while providing transitional buffers between single-family residential neighborhoods and areas of higher development intensity.

REPRESENTATIVE LAND USES

- Single-family attached and multi-family residential
- Boutique shopping and retail
- Restaurants, cafes, and bars
- Professional offices and services
- Entertainment uses
- Hotels, motels, and other hospitality uses
- Public and semi-public services and facilities
- Parks and recreation



DEVELOPMENT FEATURES

LAND USES

- Emphasize development patterns that mix land uses within individual parcels and buildings.
- Construct mixed-use buildings with upper floor residential and ground floor flex space for residential and non-residential uses near major intersections.
- Construct high-density residential development of gradually decreasing densities along roadways that provide access to lower-density single-family development.
- Limit land uses that are dependent on outdoor display and sales or drive-through facilities.
- Incorporate civic parks for public gathering and events.
- Allow for centers of employment along major corridors.

SITE FEATURES

- Mimic historically small lot and block sizes bounded by networks of interconnected streets where appropriate.
- Provide shallow building setbacks using build-to-zones to create defined and comfortable roadside areas that promote public gathering.
- Conceal non-residential and multi-family parking areas behind building facades.

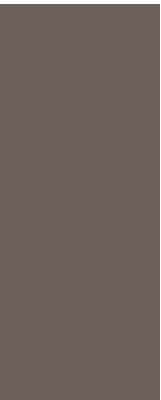


Mix of local and non-local representative images.

- Design roadways with large active roadsides for pedestrian activity.
- Provide a functional system of public or private alleys and promote shared access to reduce curb cuts on the street and access shared parking.
- Limit curb cuts to minimize disruptions to pedestrians and bicyclists within the roadside area.

BUILDING FEATURES

- Design new structures in a manner that complements the height, scale, and massing of adjacent development and that provides appropriate transitions between different development types.
- Establish minimum building frontage requirements to frame the street and other public spaces.
- Replicate historic building styles and design features where applicable.



- Incorporate building form elements such as facade and roof-line articulation, access, fenestration, and variable building materials, to provide visual interest.
- Utilize building elements such as awnings, canopies, and balconies to delineate between distinct building quadrants or bays, and horizontally to distinguish ground-floor space from upper stories.



Mix of non-local representative images.

Mixed-Use Corridor

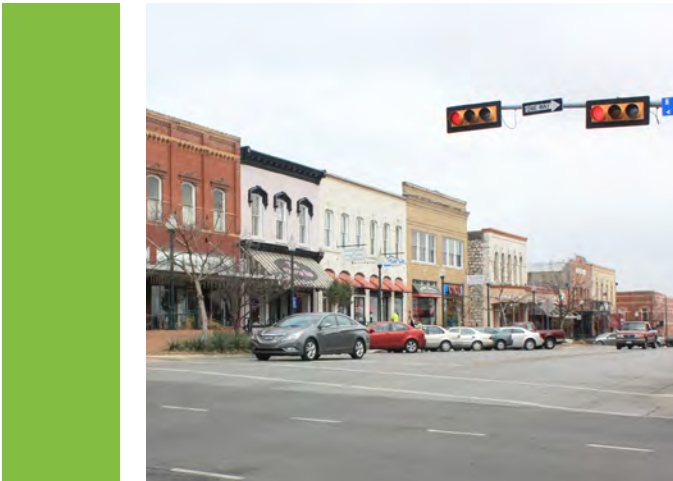
Character Area Overlay



The Mixed-Use Corridor character area supports a blend of residential and non-residential land uses along roadway or trail corridors. The character area mimics traditional downtowns and neighborhoods by combining residential and non-residential land uses within buildings or on shared parcels, but arranges such uses in a linear manner along established thoroughfares.

REPRESENTATIVE LAND USES

- Single-family attached and multi-family residential
- Restaurants, cafes, and bars
- Professional offices and services
- Entertainment uses
- Hotels, motels, and other hospitality uses
- Public and semi-public services and facilities
- Parks and recreation



Mix of non-local representative images.

DEVELOPMENT FEATURES

LAND USES

- Emphasize development patterns that mix land uses within individual parcels and buildings.
- Construct mixed-use buildings with upper floor residential and ground floor space for non-residential uses near major intersections.
- Construct high-density residential development of gradually decreasing densities along roadways that provide access to lower-density single-family development.

SITE FEATURES

- Provide transitions in development scale between the major thoroughfare and surrounding neighborhoods.
- Provide shallow building setbacks using build-to-zones and wide active roadside areas to support pedestrian activity.
- Limit curb cuts and automobile accessibility off of the primary commercial street.
- Design projects to facilitate walking or biking to jobs, shopping, entertainment, and recreations.
- Uses should share parking to minimize land area used for parking.
- Create and maintain small block sizes.
- Multi-building developments should include internal pedestrian systems to encourage customers to park once for several destinations.
- Provide a functional system of public or private alleys and promote shared access to reduce curb cuts on the street and access shared parking.
- Arrange buildings, parking areas, and driveway aisles to provide for future street extensions from the major thoroughfare through the development site.

BUILDING FEATURES

- Line streets and other public spaces with building facades that incorporate windows, and architectural features that provide visual interest.
- Developments should have direct pedestrian access on each block face that they occupy.
- Establish minimum building setback requirements to frame the street and other public spaces.



Mix of non-local representative images.

Zoning Guidance

Compatible Zoning Districts

Although the Future Development Plan’s and Map’s character area designations provide guidance on the form and development patterns of an area, they do not regulate zoning or establish zoning boundaries. **The Zoning District and Character Area Compatibility Matrix (below) provides guidance as to which existing zoning districts may be appropriate to implement the preferred development features of each character area category.** This matrix may also be used to determine when a plan amendment is required.

While there are many zoning districts shown that may be compatible to each character area category, it will be the City’s responsibility to determine on a case-by-case basis whether to approve a proposed zoning district for a specific property, and if so, what mitigating parameters may be necessary to protect the community’s interests. As the City continues to evaluate its development regulations, updates to zoning districts may be necessary to better reflect the policies of this plan.

Zoning District and Character Area Compatibility Matrix*

Zoning Districts	Context and Character Areas								
	Rural		Suburban			Traditional		Miscellaneous	
	POS	RR	SN	CC	RC	TN	DT	IT	CI
Residential Agriculture	S	P							
Residential Estate	S	P	S						
Single-Family Residential		P	P	S	S	P	S		S
Multifamily Residential			P	S	S	P	P		P
Mobile Home Residential		P	P			P			
Office		S	P	P	P	S	P	P	P
Neighborhood Shopping		S	P	P	P	P	P		S
Major Shopping			S	P	P	S	P		S
Central Commercial				P	P	S	P		S
General Commercial		S		P	P	S	P	S	S
Commercial Amusement		S		P	P	S	P	S	S
Highway Commercial		S		P	P			P	
Industrial Park					S			P	
Limited Industrial					S			P	
General Industrial								P	
Intensive Industrial								P	

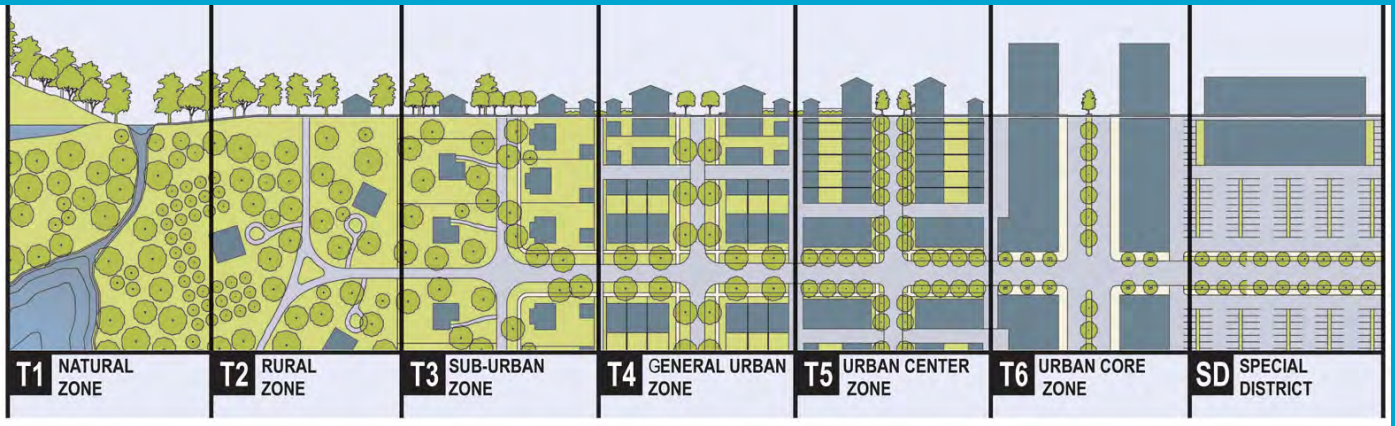
Source: Halff
P-Primary. Most allowable land uses in the zoning district may be appropriate subject to the guidance and recommendations of Endeavor 2045.
S-Secondary. Some allowable land uses in the zoning district may be appropriate subject to the guidance and recommendations of Endeavor 2045.
POS - Public Open Space; RR -Rural Residential; SN -Suburban Neighborhood; CC -Community Commercial; RC -Regional Commercial; TN - Traditional Neighborhood; DT -Downtown; IT -Industry and Trade; CI -Civic and Institutional.
*This table is advisory only. Character area/zoning district compatibility will vary on a case-by-case basis subject to the City of Bartlesville’s interpretation of the cumulative policies of this Plan, other applicable municipal policy documents, and statutory guidance.

Zoning Updates

Updates to the Bartlesville Municipal Code, Appendix A. Zoning are needed to align City policy with the recommendations within this Future Development Plan. To properly address the recommendations of this plan, a form-based code using the rural-urban transect is authorized.

TRANSECT-BASED DISTRICTS

The rural-urban transect is categorized into six zones and special districts: Natural (T1), rural (T2), sub-urban (T3), general-urban (T4), urban center (T5), urban core (T6), and special district (SD). These zones illustrate a system of development patterns that become successively more urban in intensity and character. The rural-urban transect provides a development framework for communities that utilize the SmartCode or other similar form-based land use regulations.



The rural-urban transect provides the framework for a form-based code.

The creation and application of transect-based or form-based zoning districts by the City of Bartlesville is recommended to enable development that promotes the land use, site, and building features presented in the Future Development Plan’s traditional character areas and character area overlays. These so-called “character districts” may adhere to the following framework:

Bartlesville Form-based District Framework*

District	Description
CD1-N (Neighborhood Character District)	The Neighborhood Character District accommodates single-family detached and attached residential building types with limited commercial or mixed-uses at major street corners.
CD2-F (Flex Character District)	The Flex Character District provides a pedestrian-focused mix of residential, neighborhood retail and services, office, and civic uses in a mid-density manner that emphasizes urban form.
CD3-C (Center Character District)	The Center Character District provides for high levels of pedestrian-oriented mixed use development in downtown and other activity centers. Multi-story residential and mixed-use development is augmented by street level retail uses and spaces for public gathering.
CD-PA (Planning Area Character District)	The Planning Area Character District is for undeveloped tracts where highly walkable urban environments will be created that mix of residential, employment, shopping and civic land uses in a compact and interconnected pattern. This umbrella district may apply a mix of other character districts to create variations in development intensity.

*Example framework only. A final form-based district framework will be subject to the results of a comprehensive land development code assessment.

A final form-based district framework, including number of districts, district parameters, geographic appropriateness, and methods for application, will be subject to the results of a comprehensive land development code assessment.

Future Thoroughfare Plan

Endeavor 2045’s Future Thoroughfare Plan establishes the principles and policies which will guide the development of an efficient, safe, and convenient transportation network for all users. The Future Thoroughfare Plan and associated Future Thoroughfare Map identify the city’s planned roadway and trail connections and recommend updates to the existing roadway classification system based on function and community context areas defined in the Future Development Plan.

FUNCTIONAL CLASSIFICATION

The functional classifications of streets identifies a roadway hierarchy that prioritizes motor vehicle traffic flow and access to land. The functional classification system provides a base for roadway design, but does not historically consider other users of the public right of way, such as pedestrians, bicyclists, and transit users. The system also has not traditionally considered the context of adjacent land uses and the relationship of roadway design with surrounding development. **Endeavor 2045 builds upon the functional classification system of roadways to consider all roadway users and community context.**

According to the Oklahoma Department of Transportation (ODOT), there are four functional classifications of roadways that exist in Bartlesville today:

Principal Arterial. Serve the major traffic movements within a community and to outlying or adjacent communities.

Minor Arterial. Serve intra-city trips connecting neighborhoods with other community destinations.

Major Collector. Collect traffic from local streets in residential neighborhoods and channels it into the arterial system.

Local Streets. Provide direct access from collector and arterial streets to individual properties.

RELATIONSHIP TO COMMUNITY CONTEXT

The Future Development Map (pages 49-59) identifies multiple character areas that define the intended development patterns of Bartlesville districts, neighborhoods, and corridors. These existing and potential development patterns are greatly influenced by the design of adjacent and internal roadways. To achieve the development character introduced in the Future Development Plan, Endeavor 2045 recommends distinct roadway standards for each of Bartlesville’s context classifications (rural, suburban, and traditional).

The distinctions between the rural, suburban, and traditional context classifications are fluid. For instance, suburban and rural streets may incorporate design elements of urban streets. General distinctions are described below.

Rural Streets. Streets within the rural area are primarily designed for low traffic volumes where the distances and land uses will generate limited pedestrian activity. Impacts on the surrounding landscape are intended to be minimal.

Suburban Streets. Streets within the suburban area resemble standard street sections common in east Bartlesville today, but with a focus on updated design features for multi-modal mobility.

Traditional Streets. Streets in the traditional area balance the needs of motorized and non-motorized users to create a comfortable environment that encourages bicyclist and pedestrian activity.

CONNECTIVITY

A well-connected transportation system efficiently and safely moves traffic. The Future Thoroughfare Plan promotes the extension and interconnectivity of major thoroughfares to create a more complete transportation system. Additionally, the plan recommends standard spacing between thoroughfares. Within existing developed areas, street connectivity may be enhanced through the establishment of maximum block sizes or correcting misaligned street offsets so turning motions are safer. Connectivity also applies to local streets. There are currently many local through-streets in Bartlesville that have been blocked or do not connect to surrounding areas.

LIVABLE STREETS

The Livable Streets concept is a design approach for streets to be planned, designed, operated, and maintained to enable safe, convenient, and comfortable travel for users of all ages and abilities. The Future Thoroughfare Plan encourages the use of complete streets, calm streets, and active roadside principles to promote the use of the city’s roadway network as both comfortable transportation corridors and important public gathering spaces.

MULTI-MODAL CONSIDERATIONS

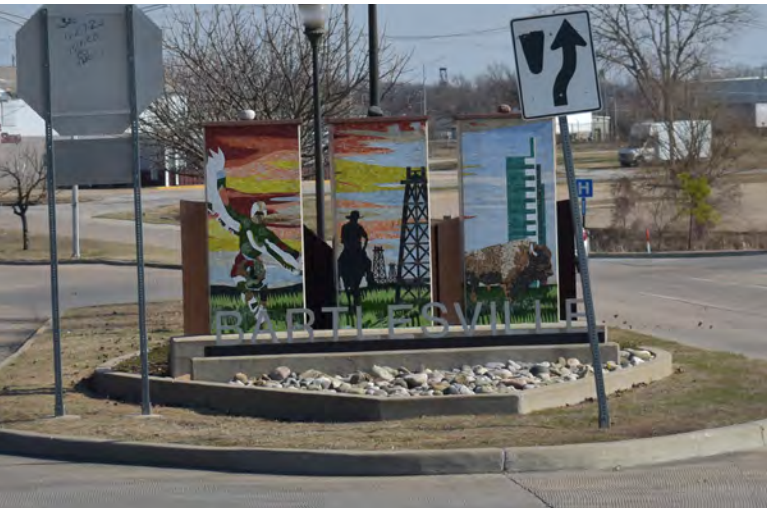
The ability to walk, bike, and use public transportation were consistent themes discussed during the Endeavor 2045 public outreach process. Residents expressed their support of the Pathfinder Parkway and ongoing efforts to add and improve sidewalks throughout Bartlesville. The Future Thoroughfare Plan recognizes these community priorities and advocates for expanding the Pathfinder Parkway, protected on-street bikeways, a network of connected sidewalks, and a reliable public transportation system. As multi-modal facilities are constructed, safe intersections and roadway crossings will be a top priority.



Traffic calming technique in residential area.



Pedestrian activated crossing along Madison Blvd.



U.S. Highway 60 is the entry into Bartlesville from the west and is primarily developed for industrial and commercial uses.



Updates in roadway design may be implemented during routine maintenance.

Endeavor 2045 Livable Streets Principles

COMPLETE STREETS

Our roadways will have clearly defined accommodations for multiple transportation modes within the street right-of-way. The form, scale, and applicability of accommodations for pedestrians, bicyclists, and transit riders will be given the same level of consideration as motor vehicle travel lanes. See page 80 for more detail on Complete Streets.

CALM STREETS

Our roadways will be designed to promote efficient motor vehicle flow at rates that reflect the posted speed limits. Traffic calming methods that moderate the speed of travel will be proactively incorporated into the design of new streets, such as reduced travel lane widths, streetscape features, curve radii, etc., to constrain the scale of the roadway.

ACTIVE ROADSIDES

The portion of a roadway right-of-way outside of the traveled way. Where higher levels of pedestrian activity are anticipated or intended, our roadsides will be activated with furnishing zones, sidewalks, and accessory zones between the primary pedestrian pathway and building frontages to promote opportunities for public gathering and activity.



Roadway Context

Consistent with the Future Development Plan’s character areas and character area overlays, the Future Thoroughfare Plan’s roadway context classifications serve as the basis upon which Bartlesville will build a network of thoroughfares and local streets that compliment development of varying character and intensity. Bartlesville residents have expressed their desire to incorporate more beautification and roadside elements to the street.

As described by the Institute of Transportation Engineers (ITE) in the Designing Walkable Urban Thoroughfares guidebook, there are several features that can create an active and walkable context along roadways. These features include: land use; site design features such as building orientation, setbacks, parking, and block length; and, building design features such as height, width, scale, and entries. To encourage the type of development outlined in the Future Development Plan’s character area descriptions, the aforementioned context classifications and features must be considered as they relate to the city’s roadways. This can be achieved through the application of the various street design policies described on pages 74 through 76.

TRAFFIC CALMING PROGRAM

In 2006 the Bartlesville City Council adopted the City of Bartlesville Residential Subdivision Traffic Calming Policy and Procedure. The policy was developed to reduce traffic speeds in residential areas by providing an array of traffic calming solutions and a guideline for their implementation. Individual residents or neighborhood associations can initiate traffic calming requests, which go through a subsequent planning, public involvement, and funding process with the involvement of multiple City departments.

Traffic calming devices are further detailed in the policy. Countermeasures outlined in the policy include speed humps, raised crosswalks, traffic circles, diagonal diverters, and curb extensions, though the policy recommends the use of speed humps as the primary solution to utilize.

The Bartlesville Engineering Department oversees the program in coordination with the Community Development Department. In fiscal year 2023 the City received eight traffic calming applications from residents. Following the traffic study, five of the projects were ineligible, two were eligible for implementation, and one is awaiting further study.

Rural Streets

Rural streets are designed for mobility in areas with low development densities that are unreliaint on urban services (e.g. water, sewer), and with limited access to nearby commercial or industrial uses. The roadways in these areas should be designed with low-impact design (LID) standards in mind.

The application of rural streets assumes that low density residential development, agricultural land uses, or other dispersed land uses will remain with no reasonable expectation that additional infill would significantly increase traffic volumes. The use of rural streets should be an option selectively employed by the City.

Some of the typical design attributes of rural streets are presented in the table below. The collective guidance on this page is the basis for the creation of modified municipal street standards and specifications. Other variables should be considered including design speeds; target traffic volumes; curb and gutter, subsurface drainage; multi-modal facilities and roadside features.

RURAL STREET CONSIDERATIONS

- Provide connections to employers or residential areas outside of traditional and suburban areas.
- LID features to incorporate surface-level storm-water drainage.
- May apply a ribbon curb rather than standard curb-and-gutter.
- Optional soft-surface sidewalks and bicycle accommodations in accordance with a planned active transportation network.
- Portions of roadsides may be left unmowed to promote space for wildflowers and pollinators.
- Dirt streets may be appropriate in very low-density agricultural areas and according to municipally adopted technical specifications.
- Rural street characteristics are not suitable for new arterial streets in Bartlesville but may be applied to pre-existing roads.



Rural Streets | Typical Attributes

Attribute	Collector Street	Local Street
Function	Access to property	Access to property
Relationship	Connects local streets to arterials; traverses large areas	Within large tracts
Typical Spacing	1/4 to 1/2 miles	Varies
Travel Lanes	2 lanes	2 lanes
On-street Parking	No	No
Curb & Gutter	Optional (per recommendations herein)	Optional (per recommendations herein)
Roadside Features	Pedestrian facilities optional	Pedestrian facilities optional

Source: Half with references to the NACTO Urban Street Design Guide and ITE Designing Walkable Urban Thoroughfares: A Context Sensitive Approach.

Suburban Streets

Suburban street standards most closely resemble streets that are common in east Bartlesville today. These roadways have historically favored motor-vehicle traffic with little accommodation for alternative modes of travel.

Moving forward, suburban streets should also promote bicyclist and pedestrian activity, but with a continued emphasis placed on efficient motor vehicle flow. This balanced design approach to promoting multi-modal mobility acknowledges that development patterns in suburban context areas will continue to permit dispersed land uses that will generate lower volumes of active transportation users between destinations.

Some of the typical design attributes of suburban streets are presented in the table below. The collective guidance on this page is the basis for the creation of modified municipal street standards and specifications. Other variables should be considered including design speeds; target traffic volumes; curb and gutter, subsurface drainage; multi-modal facilities and roadside features.



Suburban Streets | Typical Attributes

Attribute	Major Arterial Street	Minor Arterial Street	Collector Street	Local Street
Function	Mobility	Mobility	Connectivity	Access to property
Relationship	Defines district and neighborhood boundaries	Traverses neighborhoods and defines boundaries	Internal and traverses neighborhoods	Internal to neighborhood
Typical Spacing	2 miles	1-2 miles	1/4 to 1/2 miles	Varies
Travel Lanes	4 to 6 lanes	2-4 lanes	2 lanes	2 lanes
On-street Parking	No	No	Optional	Yes
Curb & Gutter	Yes	Yes	Yes	Yes (ribbon curb optional)
Roadside Features	Pedestrian features, landscaped parkway	Pedestrian features, landscaped parkway	Pedestrian features, landscaped parkway	Pedestrian features, landscaped parkway

Source: Half with references to the NACTO Urban Street Design Guide and ITE Designing Walkable Urban Thoroughfares: A Context Sensitive Approach.

SUBURBAN STREET CONSIDERATIONS

- Maximize street interconnectivity with emphasis on small block sizes.
- Improve motor vehicle flow through incorporating access management design features.
- Reduce standard motor vehicle lane widths to promote speeds that better align with posted speed limits.
- Incorporate Complete Street features in a way that comfortably accommodates bicycling and walking.
- Create greater separations between motor vehicle travel lanes and pedestrian and bicycling pathways.
- Incorporate Intelligent Transportation Systems.

Suburban Streets | Representative Examples



Non-local representative images.

Traditional Streets

Traditional streets provide comfortable and aesthetically pleasing environments for all users including pedestrians, bicyclists, transit users, and motorists. Roadways in traditional areas should include targeted areas where active roadsides serve as a public gathering space, in addition to their inherent transportation purposes.

Traditional streets are currently found in downtown Bartlesville and the surrounding historic neighborhoods. This roadway character should also be applied to new development within traditional character areas and character area overlays.

Some of the typical design attributes of traditional streets are presented in the table below. The collective guidance on this page is the basis for the creation of modified municipal street standards and specifications. Other variables should be considered including design speeds; target traffic volumes; curb and gutter, subsurface drainage; multi-modal facilities and roadside features.



TRADITIONAL STREET CONSIDERATIONS

- Incorporate Complete Street features to accommodate and encourage bicycling, walking, and transit use.
- Design the roadway to slow traffic-closely aligning with posted speed limits.
- Incorporate active roadside features for public gathering and activity in areas where pedestrian activity is expected.
- Promote on-street parking.

- Reduce lanes in areas where design capacity exceeds traffic volumes during non-peak periods.
- Frame the street with adjacent buildings.
- Maximize street interconnectivity with emphasis on small block size.
- Create a parallel system of motor vehicle access through the use of alleys and cross-access easements.

Traditional Streets | Typical Attributes

Attribute	Major/Minor Arterial (Boulevard)	Minor Arterial/Collector (Avenue)	Local Street
Function	Mobility	Connectivity	Access to property
Relationship	Defines district and neighborhood boundaries	Internal and traverses neighborhoods	Internal to neighborhood
Typical Spacing	2 miles	660-1,320 feet	Up to 660 feet (block length)
Travel Lanes	4 to 6 lanes	2 lanes	2 lanes
On-street Parking	Yes	Yes	Yes
Curb & Gutter	Yes	Yes	Yes
Roadside Features	Pedestrian features, landscaped parkway	Pedestrian features, landscaped parkway	Pedestrian features, landscaped parkway

Source: Halff with references to the NACTO Urban Street Design Guide and ITE Designing Walkable Urban Thoroughfares: A Context Sensitive Approach.

Traditional Streets | Representative Examples



Non-local representative images.

Future Thoroughfare Map

How to use the Map

The Future Thoroughfare Map depicts where roadway extensions or new roadways are needed to accommodate the city’s anticipated growth and development. This map was developed in coordination with the Future Development Maps presented on pages 51 and 52. The map represents the recommended future thoroughfare network within the City of Bartlesville boundaries, as well as select roadways that extend beyond the boundary. The City should work with Washington County, Osage County, and the Oklahoma Department of Transportation (ODOT) to ensure surrounding road networks seamlessly transition to Bartlesville’s system. The following guidelines should be considered when interpreting and implementing the Future Thoroughfare Map:

Existing Functional Classification. Existing thoroughfares in Bartlesville as classified by ODOT.

Proposed Thoroughfares. Potential thoroughfare locations based on land use, geographic limitations, and spacing.

Local Streets. While future local streets are not identified on the Future Thoroughfare Map, the City has discretion as to how local streets are designed. The spacing of local streets is variable but should create walkable neighborhood block sizes.

Context Areas. The location of underlaying context classification areas based on the Future Development Map. These areas will inform the design considerations for the roadways and thoroughfares contained within.



Many residential areas in Bartlesville lack sidewalk connections.

Character Corridors. Some roadway segments are identified on the Future Thoroughfare Map as “character corridors.” The incorporation of design features to apply Endeavor 2045’s Livable Streets principles (page 74) and other aesthetic enhancements should be prioritized on these roadways.

Trail Network. The Future Thoroughfare Map depicts existing trail corridors and proposed extensions that may complete a city-wide trail loop. Other multi-modal facilities, such as on-street bicycle facilities and sidewalks, are not depicted, but should connect to the trail facilities identified on the Future Thoroughfare Map.



The Pathfinder Parkway utilizes bridge underpasses to cross high-traffic roadways.

Green Streets

Green Streets are a form of low impact development (LID) that mitigate storm-water runoff through the use of plants and other green infrastructure. This approach uses natural systems to filter, store, evaporate and detain water runoff close to its source, before it enters the watershed. Green Street design may include:

- **Rain Gardens.** A technique where water runoff is gathered in a shallow detention area. These are appropriate in suburban and rural areas.
- **Bioswales.** Areas along roadways that collect and filter water from road or parking area runoff. These are appropriate in all context areas.
- **Permeable Pavement.** Allows water to seep through the pavement rather than run off into the roadway or stormwater system. This is appropriate in all context areas.
- **Street Trees.** Trees that are placed along roadways, sidewalks, and trails to capture, retain, and filter stormwater. They provide shade and other cooling benefits for facility users. They are appropriate in all context areas.



Native plants are better adapted to capture and retain storm water runoff than many non-native species.

Complete Streets

Complete Streets are roadways designed and operated to facilitate safe travel for people of all age and abilities, regardless of their mode of transportation. This includes people who drive, walk, bike, or use public transportation.

A Complete Street may look different based on the context of the area. They may use a wide range of elements, such as sidewalks, bicycle lanes, bus lanes, public transportation stops, crossing opportunities, median islands, accessible pedestrian signals, curb extensions, modified vehicle travel lanes, streetscape, and landscape treatments. The inclusion of these elements improves safety for all roadway users by providing clear guidance for roadway use and designated facilities for each mode of transportation. They improve aesthetics and incorporate the surrounding built environment into the design.

A complete streets policy can help Bartlesville transform how decisions about street designs are made. A complete streets policy would outline a vision for the road network, clear design requirements, implementation guidance, and performance metrics.



Complete Streets are designed for the efficient mobility of people using multiple modes of transportation.

Future Thoroughfare Map

LEGEND

- Floodplain
- Waterways

Community Context

- Rural Context
- Suburban Context
- Traditional Context
- Miscellaneous Context

Functional Classification

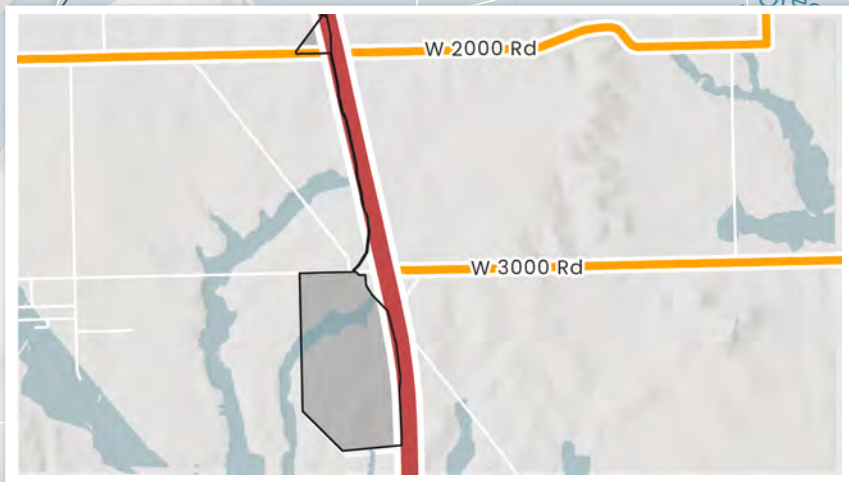
- Principal Arterial
- Minor Arterial
- Major Collector
- Local
- Proposed Minor Arterial
- Proposed Major Collector

Trail Corridors

- Existing Trail
- Proposed Trail

Special Corridors

- Character Corridors
- Mixed Use Corridor





Future Bartlesville Work Program

Endeavor 2045’s Future Development Plan and Future Thoroughfare Plan establish an intentional framework that defines the preferred form and function of future development in Bartlesville over the next 20 years. The policies, principles, and development parameters contained in both plans must be applied in a coordinated manner to achieve the City’s intended growth and development vision.

The Future Bartlesville Work Program identifies 43 actions that the City and its partners shall take to enable the effective implementation of the Future Development Plan and Future Thoroughfare Plan. The work program is organized according to three goals (or “themes”) which recommend a mix of policies, regulations, studies, operational changes, and investments that are necessary to provide Bartlesville with the tools to realize its fiscally-sustainable and community defining future.

Future Bartlesville Themes

1

Purposeful Development Patterns

We will facilitate growth and development that aligns with the principles and policies of Endeavor 2045 and which demonstrates fiscally sustainable benefits to the community.

2

Reliable Mobility

Our transportation network will provide safe and reliable access to community destinations for all residents regardless of age, ability, or mode of travel.

3

Places of Pride

Our varying districts and neighborhoods will include special places designed to enable residents and visitors to engage in shared activity and promote community pride.



Theme 1: Purposeful Development Patterns

We will facilitate growth and development that aligns with the principles and policies of Endeavor 2045 and which demonstrates fiscally sustainable benefits to the community.

During the Endeavor 2045 visioning process, residents and community leaders expressed a desire for quality development and cohesion across the city. Given that Bartlesville’s population has historically grown at a modest rate -and is projected to continue this trend -this Plan promotes a conservative growth pattern emphasizing the efficient use of existing urban services within developed areas of the city rather than their extension in response to all forms of prospective development.

ACTION FB.1-1. FUTURE DEVELOPMENT MAP. Use the Endeavor 2045 Future Development Map and other citywide plans to guide development decision-making.

The Future Development Map serves as a proactive planning instrument, allowing stakeholders to anticipate future development trends and patterns and creates adjacency predictability to encourage private investment. It assists in identifying areas suitable for residential, commercial, industrial, or recreational purposes, among others.

By referring to the Future Development Map, landowners, prospective builders, and other entities gain a clear understanding of the intended land uses, development features, and zoning regulations for specific areas. The plan should also be used to identify and inform recommendations for any future small area plans, development master plans, and budget improvements.

ACTION FB.1-2. CODE ASSESSMENT. Complete a comprehensive code assessment to establish the framework for land development code reform.

Many of Endeavor 2045’s recommended land development and thoroughfare features are not permitted, accommodated, or addressed by Bartlesville’s existing land development regulations. To understand the true extent of the municipal development codes’ incompatibility with Bartlesville’s preferred land development patterns and character a code assessment must be completed.

An effective code assessment process will involve all public and private stakeholders who utilize municipal and development codes on a frequent basis. It will establish a new outline for the organization of a future code, and must gain the endorsement of the City Council prior to undertaking any comprehensive amendment action.

ACTION FB.1-3. UNIFIED DEVELOPMENT CODE. Prepare revised or new development code(s) to implement Endeavor 2045’s Future Development Plan and Future Thoroughfare Plan.

Upon completion of a comprehensive code assessment (Action FB.1-2) and enforcement by City Council, prepare revised or new development code(s). The code(s) will align with the framework established by the code assessment, and may include zoning code, subdivision regulations, or a unified development code. Such code(s) may also include new technical standards and specifications for public infrastructure, permitting schedules, fee schedules, and other administrative tools.

ACTION FB.1-4. FORM-BASED ZONING DISTRICTS. Consider establishing form-based zoning districts per the recommendations of the Future Development Plan.

Bartlesville’s current zoning districts do not address the character of proposed development in a manner that would allow the by-right development of property as proposed in the Future Development Plan’s traditional character areas and character area overlays. City officials should consider incorporating form-based zoning districts into its land development regulations that account for character elements such as scale, walkability, and sense of place.

ACTION FB.1-5. TRAFFIC STUDIES. Establish the standards to require traffic studies for proposed developments that exceed certain thresholds.

Along with other land development code amendments, Bartlesville should establish thresholds for proposed developments that exceed an estimated number of motor vehicle trips per day and/or peak hour to determine the potential impact of the development on the city’s existing roadway network.

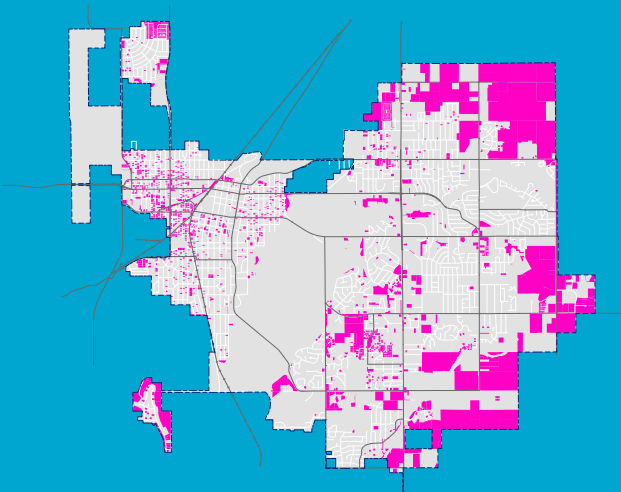
Community Growth

Endeavor 2045 included a build-out analysis to identify areas within Bartlesville that could absorb residential growth. The analysis examined population projections, household size, zoning, and available land within the Bartlesville city limits. **The land availability analysis concluded that there would need to be an additional 1,185 housing units by 2045, requiring (at most) 375 acres of land. This population increase and housing need can be accommodated within the existing municipal boundaries.**

Annexation Parameters

The Future Development Plan does not promote annexation to address Bartlesville’s anticipated residential or non-residential growth within the Endeavor 2045 planning horizon. However, annexation of land may be warranted on a case-by-case basis. In such instances, municipal officials should consider at least the following:

- Results of a cost-benefit analysis (Action FB.1.8).
- Conformity to the future development policies promoted in this Plan and other applicable planning documents adopted by the City.
- Compatibility with existing and proximate land uses.
- Availability of land within the municipal limits that can accommodate the proposed land use without an amendment to the Future Development Map.



■ Vacant Parcel

The planning team utilized county assessor data to determine which properties were most likely to be vacant or underdeveloped.

ACTION FB.1-6. INFILL DEVELOPMENT. Promote infill development through ongoing policy application and programming adjustments.

Encourage the development of infill through incentive tools, such as density bonuses or waiving certain development requirements and fees. While infill should occur throughout the community, special focus should be given to activity centers and areas around educational institutions, such as Oklahoma Wesleyan University.

Activity centers depend on high quality density and infill, building design, street design, and infrastructure investments in order to be successful. Primary attention should be paid to these places by means of closely following the Future Development Plan in investment decisions.

ACTION FB.1-7. UNDER-UTILIZED SPACES. Promote the reuse of underutilized properties to absorb anticipated community growth.

Commission redevelopment studies to promote the redevelopment of underutilized surface parking lots and shopping centers to enable infill development and growth. Locations such as the Washington Park Mall and large parking lots in Downtown Bartlesville should be studied for redevelopment potential. As locations are identified for redevelopment, public infrastructure investments should be targeted to these areas to encourage private investment.

ACTION FB.1-8. COST-BENEFIT ANALYSES. Prepare cost-benefit analyses to measure the long-term fiscal impact of proposed annexation.

Although Endeavor 2045 does not promote annexation to address anticipated future growth, there may be special cases or unforeseen opportunities that may warrant annexation. Whenever new development is located outside Bartlesville’s current city limits, a cost-benefit analysis should be conducted to determine if the long-term cost of supplying municipal services to the area would be offset by the public revenue generated by the development.

City-commissioned fiscal impact analyses should be conducted according to a standard methodology developed and endorsed by the City in conjunction with a qualified third party. The City may waive the requirement for a fiscal impact analysis where an annexation is proposed to incorporate land already serviced by City utilities, to improve public health, or to absorb municipally-owned land.

Theme 2: Reliable Mobility

Our transportation network will be designed to provide safe and reliable connections for residents regardless of age, ability, or mode of travel.

Actions to enable “reliable mobility” for all residents of Bartlesville correlate with Endeavor 2045’s Future Thoroughfare Plan and reflect mobility needs identified during the community outreach process. These needs include improving the existing roadway network, reducing residents’ reliance on motor vehicle transportation, and improving safety. The actions proposed herein promote these near-and long-term objectives with a mix of actions that advocate the continuation of existing municipal efforts and the activation of new initiatives.

ACTION FB.2-1. ROADWAY MAINTENANCE. Expand upon the municipal pavement preservation program to identify and fund other systemic roadway maintenance needs.

Roadway condition and maintenance was the highest roadway priority identified by residents in the community survey, conducted as part of the Endeavor 2045 planning process. To ensure roadways are in good repair, projects that implement the City’s pavement preservation program should be expanded to include systematic enhancements of signage, signalization, lighting, and curbing, and storm drainage.

ACTION FB.2-2. ROADWAY DESIGN MANUAL. Prepare and adopt a design manual for public improvements within road rights-of-way.

To ensure future roadway construction is consistent and considers the context of the surrounding area, the City should adopt standard technical specifications for mobility infrastructure including streets, sidewalks, bikeways, and multi-use trails. The standards should consider the functional classification of roadways, community context, multi-modal transportation options, and environmental impacts. The manual should be augmented by standard cross-sections and details of surface-level and subsurface infrastructure.

ACTION FB.2-3. ROADWAY CONTEXT. Incorporate roadway context into technical standards and specifications.

Per guidance in the Future Thoroughfare Plan, all new and reconstructed roadways in Bartlesville should be designed and constructed to integrate the character of the surrounding context. Design considerations should be incorporated in an updated design manual (Action FB.2-2).

ACTION FB.2-4. COMPLETE STREETS POLICY. Adopt and implement a Complete Streets policy.

Adoption of a complete streets policy can help Bartlesville transform how decisions about street designs are made. A complete streets policy would outline a vision for the road network, clear design requirements, implementation guidance, and performance metrics. A municipal complete streets policy should be adopted in conjunction with the development of an active transportation plan (Action FB.2-8) and a Vision Zero study (Action FB.2-11).

ACTION FB.2-5. CHARACTER CORRIDOR AND GATEWAY MASTER PLANS. Prepare conceptual plans for identified character corridors to incorporate mobility and aesthetic improvements.

West Frank Phillips Boulevard, South Madison Avenue., Virginia Avenue, and Silver Lake Road provide access to prominent destinations in Bartlesville. Likewise, US Highway 75, highway 60, and Frank Phillips Blvd. are prominent entrances into Bartlesville. Many opportunities exist to improve the aesthetic appearance of these corridors and gateways to provide an enjoyable first impression and a convenient experience for those who utilize them on a day-to-day basis. The City should create a series of corridor master plans and corresponding traffic studies for the enhancement of the gateways and key corridors to improve their form and function, and estimate the cost of phased improvements.

ACTION FB.2-6. CHARACTER CORRIDOR IMPROVEMENTS. Implement character corridor conceptual plans.

Upon completion of individual conceptual master plans for one or more character corridors (**Action FB.2-5**) the City should select an applicable roadway segment to focus design and construction activities in a phased manner.

ACTION FB.2-7. INTERSECTION ENHANCEMENTS. Compile a prioritized list of intersection improvement projects.

To improve travel times and resident safety, a list of intersection enhancements should be identified and included in the capital improvement programs. Priority should go to intersections that experience higher crash rates, and those that are identified as part of the character corridor conceptual planning process.

ACTION FB.2-8. ACTIVE TRANSPORTATION PLAN. Prepare and implement an active transportation plan.

The success of the Pathfinder Parkway and resident interest in multi-modal options warrants the creation of a unified active transportation plan. An active transportation plan should build off existing and proposed extensions of the Pathfinder Parkway and incorporate on-street bicycle facilities, sidewalks, and other trails.

ACTION FB.2-9. SIDEWALK ENHANCEMENT PROGRAM. Establish and maintain the municipal sidewalk enhancement program on an ongoing basis.

Sidewalk connectivity was identified as a high priority from residents in the community survey, conducted as part of the Endeavor 2045 planning process, and also from the City sidewalk survey, conducted in summer 2023. While the City considers proactively filling sidewalk gaps, continued investment will be needed to fully connect residents to community destinations. Prioritization should be on sidewalks in “Critical Sidewalk Areas” as defined in the Bartlesville Code of Ordinances, Chapter 17 section 63, and routes that connect neighborhood to schools, employment, commerce, churches, parks, and civic institutions.

ACTION FB.2-10. ODOT SIDEWALK AND SIDEPATHS. Coordinate with ODOT on appropriate active mobility solutions on state highways.

The Oklahoma Department of Transportation (ODOT) owns and operates all highways within Bartlesville. This includes US Highway 75, US Highway 60, and State Highway 123. To create a connected and safe sidewalk network for pedestrian mobility, the City should coordinate with ODOT to expand sidewalk and sidepath connections along all state owned roadways. Sidepath connectivity is particularly important where the Endeavor 2045 Future Thoroughfare Plan proposes on-street extension of the Pathfinder Parkway.



Clear direction is needed for bicyclists, pedestrians, and motorists at major intersections.

ACTION FB.2-11. VISION ZERO STUDY. Prepare a Vision Zero Study in conjunction with the development of a Complete Streets policy.

The City should conduct a Vision Zero Study to work towards eliminating all fatal and serious injury collision. According to the Oklahoma Highway Safety Office, in 2021 Bartlesville experienced zero roadway fatalities, 11 serious injury crashes, and 26 minor injury crashes. A Vision Zero study would identify projects and programs to improve safety by analyzing city roadways and identifying a high-injury network where the City could prioritize roadway design, improvements, and policy practices that work to improve safety for all users of the roadway.

ACTION FB.2-12. INTELLIGENT TRANSPORTATION SYSTEMS (ITS). Develop a local ITS program to monitor transportation patterns and coordinate traffic signals for the efficient movement of traffic.

ITS should be prioritized along principal arterial roadways, such as the US Highway 75 corridor and along Adams Blvd. It should also be incorporated into any future public transportation fixed-route corridors.

ACTION FB.2-13. LIGHTING FOR MOBILITY. Improve lighting to promote a multi-modal transportation system.

The City should utilize smart lighting, LED lighting, and solar lighting within the mobility network to improve safety and visibility along roadways, sidewalks, and trails. Priority should be given to lighting that reduces excess light pollution. Lighting should be the appropriate height and placement to provide visibility for the intended users, whether motorist, pedestrian, or bicyclist.

ACTION FB.2-14. CONSOLIDATE DRIVEWAYS. Incorporate enhanced access management standards in municipal land development regulations.

While direct access to arterial roadways from homes, businesses, or services is often needed, driveways should be funneled to lower capacity roadways or through consolidating into a single point of entry, to reduce conflict points and improve traffic flow. This consolidation further improves the aesthetics of a road and it’s ability to be used by pedestrians. Street design, reconstruction, and widening should balance providing convenient access while maintaining the safety and aesthetics of the road.

Vision Zero

Vision Zero is a strategy to eliminate all roadway fatalities and serious injuries while increasing safe and comfortable mobility for all. The strategy has gained momentum in the last decade, and in 2022 the Federal Highway Administration (FHWA) implemented the Safe Streets for All (SS4A) program, which is allocating over \$5 billion to fund Vision Zero Safety Action Plans.

Vision Zero is built on the Safe Systems Approach, an acknowledgment that roadway fatalities can be prevented through a holistic approach to roadway planning design, and enforcement. The approach has five pillars:

Death and Serious Injuries are Unacceptable. The approach prioritizes the elimination of crashes that result in death and serious injury.

Humans Make Mistakes. People will make mistakes, so the roadway should be designed to minimize the mistakes and ensure when they are made, the outcomes are non-serious.

Responsibility is Shared. All stakeholders, including government, non-profits, business leaders, and road users, are vital to preventing roadway injuries and fatalities.

Safety is Proactive. Conflict points and safety concerns should be identified and addressed before crashes occur.

Redundancy is Crucial. All parts of the transportation system should be strengthened, so if one part fails, the others still protect people.



Source: FHWA

Theme 3: Places of Pride

Places in our community will be designed and activated to encourage community cohesion and collaboration among residents.

Residents of Bartlesville have invested in the revitalization of the Downtown as a place that is walkable, activated, and attractive. The success of Downtown can be attributed to this community support and the traditional design features of the space. By taking lessons from this success and applying it to other areas of the city, development can be created in nodes of walkable and engaging places. The actions within this section are designed to bring the successes of Downtown to other areas of the community, creating these special places that are accessible to everyone.

ACTION FB.3-1. PROMOTE MIXED-USE DEVELOPMENT. Implement the design objectives of Traditional character areas in targeted locations.

New development, particularly around the Downtown, Activity Centers, and Mixed-Use Corridors, should accommodate a clear sidewalk, pedestrian-oriented amenities, and space for businesses to express themselves through storefront elements or furnishings. City code should limit barriers to businesses that want to enhance their storefronts with outdoor merchandising, furniture, projecting blade signs, window displays, or sandwich board signs.

ACTION FB.3-2. SUPPORT PLACEMAKING STRATEGIES. Promote placemaking strategies that can be initiated by property and business owners.

Placemaking is an approach to planning and design that focuses on bringing people together and making spaces more comfortable, accessible, active, and attractive. It focuses on highlighting the unique attributes of an areas to create public spaces that promote people’s health, happiness, and well-being.

To encourage placemaking design practices across the community, the City should provide a toolkit for residents, business owners, and developers that cover best practices regarding access, sociability, programming, and design. The Project for Public Spaces Place Diagram can provide a framework for the toolkit.

ACTION FB.3-3. REDUCE PARKING MINIMUMS. Amend land development regulations to provide greater flexibility in parking requirements.

A reduction in parking requirements often encourages more compact and mixed-use development. Though reducing parking requirements in Downtown and in activity centers, developers may gain more land for development and will be incentivized to build spaces that support pedestrian activity.



The Place Diagram from the Project for Public Spaces depicts the different elements that contribute to making a quality space.

ACTION FB.3-4. PROMOTE MIDDLE DENSITY DEVELOPMENT. Adopt development provisions that provide for greater diversity in housing choice.

Following guidance of the Future Development Plan, the City should encourage added density in areas that favor walkable and mixed-use development. The addition of “missing middle housing”, such as duplexes, fourplexes, cottage courts, and accessory dwellings by right, can bring added density to residential areas while matching the form and style of the area. The added housing supply provides housing at varying price-points and living options for every stage of life.

ACTION FB.3-5. COMMERCIAL REVITALIZATION. Expand commercial revitalization efforts to Activity Centers.

The success of the Bartlesville Redevelopment Trust Authority (BRTA), which works toward redevelopment of the downtown and surrounding neighborhoods, should be a model for redevelopment of other commercial areas in the community. The City should identify and reduce barriers to revitalization of existing commercial areas, such as vacant strip malls and storefronts-particularly those in proposed Activity Centers. Additional incentives may include adoption of flexible development standards, reduction in development fees, and alternative funding mechanisms.

ACTION FB.3-6. DOWNTOWN REVITALIZATION. Update the Downtown Redevelopment District Implementation Plan.

Continue supporting the efforts of the BRTA to revitalize the downtown area. Additionally, a review and update the Downtown Redevelopment District Implementation Plan should be initiated to understand how recent developments and community sentiment may alter the past recommendations of the study.

ACTION FB.3-7. REDUCE DEVELOPMENT BARRIERS. Incorporate a development case review as part of a code assessment process.

As part of the City’s proposed code assessment (Action FB.1-2), conduct a development case review to determine which codes are providing the greatest barriers to development that aligns with Endeavor 2045’s Future Development Plan. Assess if any barriers or delays are experienced by small scale developers. Common barriers in older neighborhoods include zoning, subdivision, or use regulations that limit development within historic lot patterns or preclude real estate products that are in demand today. Municipalities are experimenting with pre-approved building types that support property owners in determining the most straightforward development types. Others are broadening the types of structures that are allowed by right, for example including duplexes or accessory dwelling units.

Walkable Development

In contrast to auto-oriented development, walkable development promotes the reorganization of community space to the human scale. The concept encourages “nodal” development styles, providing residents with greater access to local services, such as shops, schools, workplaces, and parks, within a 10 to 15-minute walk of their home. The concept leans on traditional development styles with interconnected streets, active roadsides, accessible public spaces, and mixed residential densities.

In Bartlesville, walkable development is already a staple in Downtown and the surrounding neighborhoods. Bringing these options to other residents in Bartlesville may be done using the traditional development styles detailed in the Future Development Plan (pgs. 61- 64).

ACTION FB.3-8. DEVELOP NEW ACTIVITY CENTERS. Partner with land owners to implement the conceptual design ideas of the east and west areas of special consideration.

The application of Activity Center character area overlays to targeted locations in Bartlesville will only be possible through partnership between the City of Bartlesville and private property owners. Principal locations where such public/private partnerships could be leveraged include two areas of special consideration in east Bartlesville and west Bartlesville that were the subject of design workshops during the Endeavor 2045 planning process.

Realization of the design ideas for both areas of special consideration generated during the Endeavor 2045 will require direct City engagement of existing land owners, the possible application of new form-based development districts, and commitments of public investment into public infrastructure that supports the City’s design objectives within adjacent public properties and spaces.

Demonstrations of how Activity Center development features could be applied to new locations in Bartlesville are presented on pages 93-96. Additional information can be found in Appendix ##.

The Brickyard

The West Bartlesville Area of Special Study (The Brickyard) is located in the vicinity of SW Adams Boulevard and S Virginia Avenue. This area has been a hub of Black community and culture. The area has borne the burden of environmental damage, health risks, neighborhood degradation, and disinvestment.

Recommendations focus on restoring this part of Bartlesville as a community of choice and a place for all to experience. New housing, enhanced infrastructure, and cultural placemaking are pathways toward this neighborhood’s goals.

ACTION FB.3-9. BUILD CAPACITY FOR PROPERTY OWNERS. Give area property owners the tools and information to develop the land.

Many property owners in the area are generational owners, who inherited properties over time. For some, there are emotional family ties to the properties. Many of these owners may want the opportunity to participate in development and reinvest in the neighborhood. Property owners can become equity partners in new developments, for example. Local organizations can also support capacity-building for property owners, in partnership with regional groups.

ACTION FB.3-10. DOCUMENT THE HISTORY OF WEST BARTLESVILLE. Work with neighbors to document the history of the neighborhood through stories and photos.

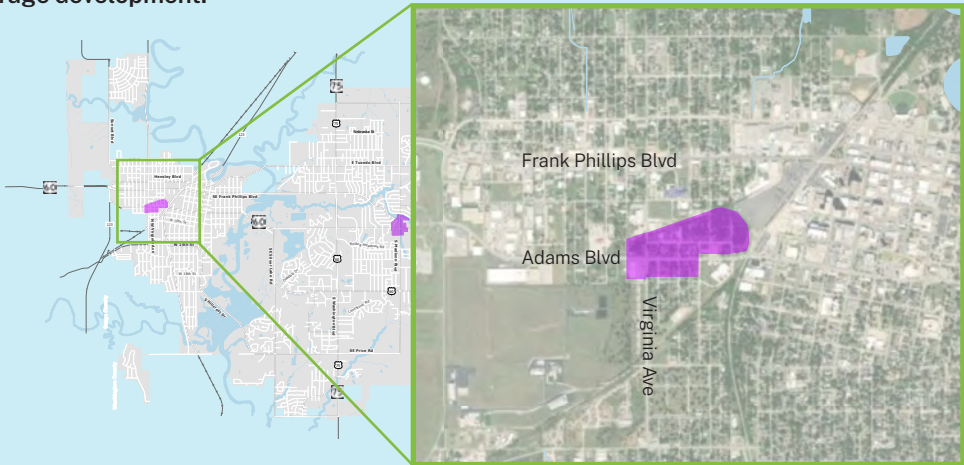
The community should begin documenting the place character of west Bartlesville, and particularly Bartlesville’s Black history. Explore a partnership with the collections manager at the City of Bartlesville Museum, the West Side Community Center, and other groups.

ACTION FB.3-11. INTEGRATE PLACE CHARACTER IN PLANNING, DESIGN, AND PROGRAMMING. Identify and incorporate a branded identity for the neighborhood.

Place character can be incorporated into the design of gateways, signs, streets, landscaping, trailheads, and parks. A simple example is neighborhood wayfinding and signage that celebrates place names and symbols, as recommended in the 2011 West Bartlesville Redevelopment Plan.

ACTION FB.3-12. ENHANCE 6TH STREET. Enhance the public right-of-way along 6th street to encourage development.

The Cottages on 6th Street development has presented a good model for 6th Street as an attractive residential street. Extending a similar section with sidewalks, lighting, and street trees along 6th Street creates a framework for housing. A closed pedestrian loop of 6th Street, Santa Fe, Adams, and Virginia would be just over 1/2 mile of safe walking trail.



ACTION FB.3-13. CREATE AN INTERNAL TRAIL LOOP. Create an internal trail loop that circles the neighborhood and connects to the Pathfinder Parkway.

Using the historic rail right-of-way allows for creation of off-street paths, which have shown to be highly desired in Bartlesville. The loop of Virginia Ave, railroad right-of-way, and Adams Blvd. would provide a 3/4 mile internal loop in the study area. The trail can include rest areas with furniture, landscaping, and character experiences.

ACTION FB.3-14. ENHANCE IMPORTANT CROSSINGS. Create safe and accessible crossings at major roadways.

Some crosswalks in the area are in need of enhanced design for safety and comfort. These include 5th St and Virginia Ave (an important crossing between Veterans Park and Douglass Park with no marked crosswalk), Adams Blvd and Virginia Ave, and Adams Blvd between Maple Ave and Santa Fe.

ACTION FB.3-15. DOWNTOWN CONNECTION. Provide pedestrian and bicycle connections to downtown.

The concept to create a west Bartlesville segment of the Pathfinder Parkway is still very relevant among stakeholders. Some widened sidewalks and pavement markings have been installed to reflect the concept, but the infrastructure does not yet reflect the high standard and branding of Pathfinder Parkway. The City of Bartlesville can enhance existing sidepaths on Virginia Ave. with wayfinding and branding, and can install a trailhead or signage to reflect west Bartlesville’s connection to the system.

The Brickyard Development Concept

The parcels surrounding the intersection of SW Adams Blvd. and S Virginia Ave. have high potential for redevelopment. This concept uses the ideas generated from Endeavor 2045 and discussions with neighborhood stakeholders to depict how development can occur in the area.



The Point on Madison

The East Bartlesville Area of Special Study (The Point on Madison) is at a three-way crossroads, where S Madison Boulevard intersects with both E Frank Phillips Boulevard and SE Adams Boulevard. This area of east Bartlesville has developed over time as a neighborhood convenience center. It features a variety of housing types, commercial spaces, and institutions.

Recommendations focus on enhancing the identity of this part of Bartlesville as a neighborhood center. Better communication among stakeholders, aesthetic enhancements, and infrastructure upgrades are pathways toward this neighborhood’s goals.

ACTION FB.3-16. ORGANIZE THE DISTRICT. Provide a forum for property owners and businesses to discuss collective concerns and needs for the area.

The existing businesses, property owners, and other stakeholders should organizing a District Association to create a space where they can discuss shared issues and address common needs. This effort could be supported by the City or the Chamber of Commerce through organizing meetings and creating a district plan. The new organization should take advantage of grant funding and membership fees to invest in public amenities and beautification efforts.

ACTION FB.3-17. NEIGHBORHOOD BRANDING. Develop and implement a brand for the neighborhood and commercial area.

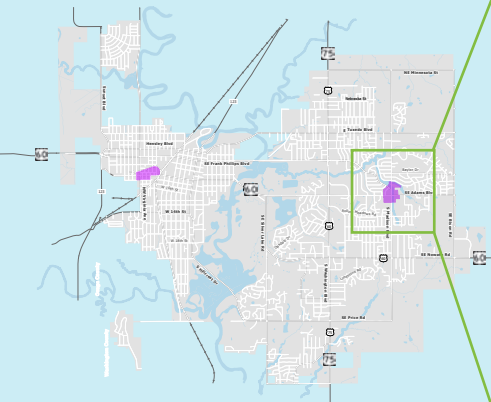
Unique branding of the district can be used to attract businesses, visitors, and investors to the area. Developing visual and messaging elements, such as a formalized district name, logo, and signage to market the area can generate a sense of place. A distinct brand provides clarity, cohesion, and recognition.

ACTION FB.3-18. OUTDOOR GATHERING AREAS. Identify and develop an outdoor community space for residents to gather.

New development or redeveloped spaces should utilize placemaking strategies (**Action FB. 3-2**) to create organic gathering areas for visitors to congregate and socialize. This could take the form of sidewalk dining, outdoor dining gardens, or rooftop patios.

ACTION FB.3-19. MADISON/FRANK PHILLIPS TRAFFIC STUDY. Conduct a traffic study to evaluate potential solutions for traffic at the intersection of Frank Phillips Blvd and Madison Blvd.

Conduct a traffic study at the intersection of S Madison Blvd and E Frank Phillips Blvd to determine strategies for improved safety and congestion management. Strategies to study include signalized intersection and/or traffic circles, reducing roadway speeds, and consolidating roadway access points.



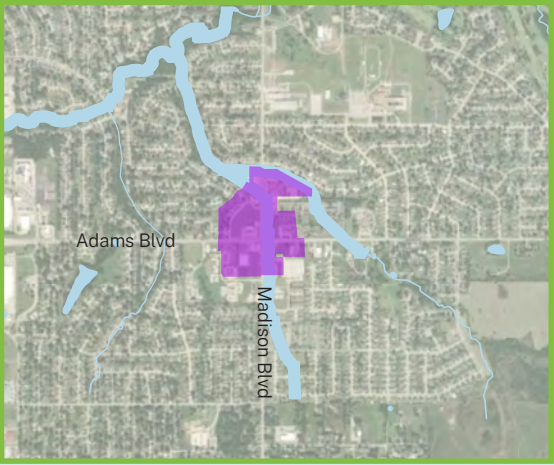
ACTION FB.3-20. RIPARIAN BUFFER. Incorporate green infrastructure to the riparian area along Madison Blvd.

Use green infrastructure to manage the riparian area along Madison Blvd and along the tributary to Turkey Creek. The use of green infrastructure in the form of vegetation will help clean and retain stormwater before it enters larger waterways. Plants should be selected based on the Cross Timbers and Central Irregular Plains eco-regions that bisect Bartlesville (pg. 38).

ACTION FB.3-21. MADISON MAKEOVER. Redesign Madison Blvd from Frank Phillip Blvd to Tuxedo Blvd to establish an attractive and walkable gateway to the district.

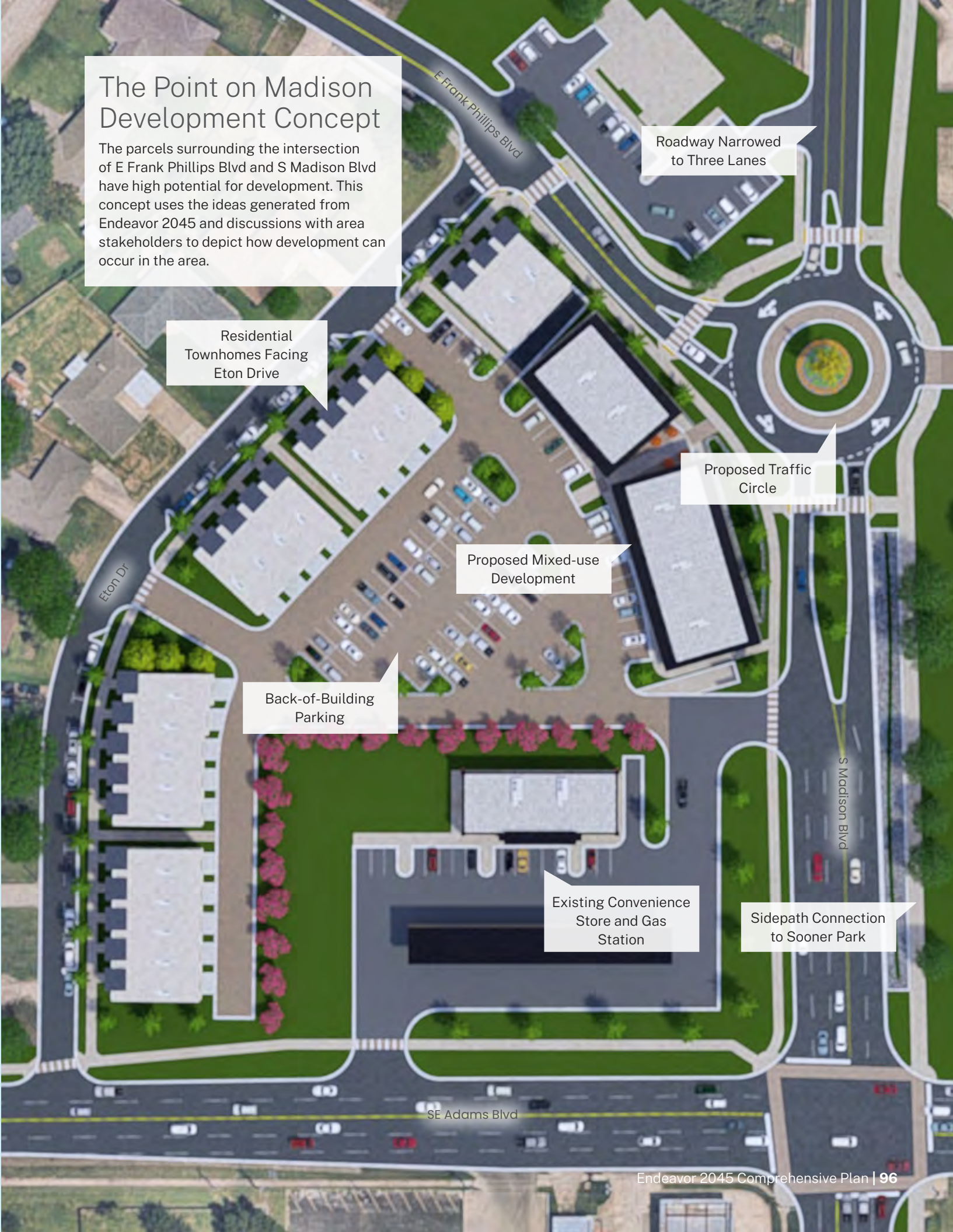
To create an area that encourages residents to walk and creates a sense of place, the portion of Madison Blvd between E Frank Phillips Blvd and Tuxedo Blvd should undergo a roadway redesign. The redesign could include narrowing of the road to encourage lower travel speeds, provide space for an extension of Pathfinder Parkway, and create a visual connection between the study area and Sooner Park. A roadway reconfiguration and beautification effort can tie into the neighborhood branding efforts as recommended in **Action FB.3-17**.

East Bartlesville Area of Special Study



The Point on Madison Development Concept

The parcels surrounding the intersection of E Frank Phillips Blvd and S Madison Blvd have high potential for development. This concept uses the ideas generated from Endeavor 2045 and discussions with area stakeholders to depict how development can occur in the area.





4

PATHFINDER PARKWAY

Prosperous Bartlesville

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Draft
10/9/2024

“We will foster a prosperous city where businesses thrive, jobs are abundant, and innovation drives growth. By investing in infrastructure, education, and technology, we will strive for sustained prosperity through the diversification of our economic portfolio.”

- Endeavor 2045 Guiding Principle, Prosperous Bartlesville



Prosperous Bartlesville Work Program

Endeavor 2045 supports the economic resiliency of Bartlesville by promoting economic diversification, providing access to attainable housing options, and pursuing educational excellence. Bartlesville’s path towards the vision and guiding principle are outlined in this chapter through three plan themes: Economic Opportunity, Attainable Housing, and Educational Advancement. **The Prosperous Bartlesville Work Program identifies 29 actions that the City and its partners should take to enable residents and businesses to thrive.**

Prosperous Bartlesville Themes

1	<u>Economic Opportunity</u> Our community will provide economic mobility and opportunity for residents through a diverse market portfolio.
2	<u>Attainable Housing</u> Our housing supply will be diverse and accessible to all residents in Bartlesville.
3	<u>Educational Advancement</u> Our residents will have access to education and resources that advance their knowledge, skills, and opportunities.

Theme 1: Economic Opportunity

Our community will provide economic mobility and opportunity for residents through a diverse market portfolio.

Bartlesville’s economy has historically been built on the success of the oil, gas, and energy industry, led by Phillips 66, ConocoPhillips, and their corporate predecessors. The 2002 merger of Phillips Petroleum and Conoco Inc. into ConocoPhillips and the relocation of the headquarters to Houston has motivated community leaders to attract new industries to reduce reliance on a single entity or sector as the core of employment and prosperity for the city. The actions within this section affirm and build upon prior efforts, and address opportunities for economic resilience and innovation in Bartlesville.

ACTION PB.1-1. PROMOTE BUSINESS DIVERSIFICATION. Recruit and grow targeted industries in Bartlesville.

While maintaining its oil, gas, and energy sector, the City should target other industries best aligned with its resources, specifically healthcare, manufacturing, and retail. The community should continue efforts to develop the economy, growing the tax base, and allow the City to invest in amenities that make Bartlesville an even more attractive place to live.

ACTION PB.1-2. SUPPORT THE BARTLESVILLE DEVELOPMENT AUTHORITY. The City and other partners should continue supporting the Bartlesville Development Authority (BDA) in attracting new businesses to Bartlesville.

Efforts by the BDA to diversify the economy and attract new employers to Bartlesville should continue to be supported by the City of Bartlesville and partner agencies. By continuing this partnership, the community can promote the city and its services to regional and national business audiences.

ACTION PB.1-3. INVEST IN DOWNTOWN. Continue investing in the revitalization of downtown as a hub for business and commercial activity.

The Bartlesville Downtown is a key asset for attracting businesses. With features such as Buffalo Roam’s investment in the First Christian Church, the historic architecture, and Phillips 66’s, ConocoPhillips’, and local small business owners’ longtime investment in the district, the Downtown has the potential to remain a hub of economic activity. The 2003 Downtown Master Plan should be reevaluated to update the vision, guidelines, regulations, policies, and prioritize area investments.

ACTION PB.1-4. REMOVE BARRIERS FOR ENTREPRENEURS. Provide opportunities for small business owners to establish in Bartlesville.

The City and the BDA should expand the Economic Development Fund to aid small business owners when launching needed or innovative services in Bartlesville. These funds should continue to be used for loans, grants, infrastructure improvements, site preparation, and fee waivers.

ACTION PB.1-5. FILM INDUSTRY. Bartlesville should continue positioning itself as a filming location for the entertainment industry.

Film makers, such as those of “Killers of the Flower Moon,” “August: Osage County,” and “Twisters,” have utilized the sites and accommodations in Bartlesville to support filming of major movies. The City and Visitors Bureau should expand incentives and attract film makers to Bartlesville and continue attracting movie producers to the area.

Further, community support of other film services, like the Buffalo Roam film institute and sound stage, will provide the needed services to attract producers to Bartlesville. Supporting these businesses should be a priority.

ACTION PB.1-6. PLACE ECONOMICS. Promote quality of life and placemaking as a tool for economic development and community pride.

Utilize the placemaking techniques and development strategies outlined in Future Bartlesville as a method of recruiting new and retaining existing employers and employees. Targeted improvement in Downtown and at identified activity centers should focus on walkability, mix of uses, and beautification efforts. Amenities like the Pathfinder Parkway should be leverages to connect residents with community destinations.

ACTION PB.1-7. AIRPORT ACCESS. Market the accessibility of the Bartlesville Municipal Airport and surrounding land as a location for trade.

Promote the Bartlesville Municipal Airport for expanded business and commercial use. The surrounding available land should be utilized for industrial or trade uses that make use of the airport.

ACTION PB.1-8. EXPAND TOURISM. Build and expand on tourism assets to market Bartlesville to travelers.

Market the unique architectural, natural, and historic features of Bartlesville and the surrounding area to a regional audience. In addition to traditional outlets, create an influencer campaign with social media and video opportunities to attract younger audiences.

ACTION PB.1-9. RETAIL AND ENTERTAINMENT. Encourage retail and entertainment options that are attractive to a younger audience.

Continue to recruit and support shopping and sources of entertainment that are attractive to a variety of audiences, particularly teenagers and young adults. There is a community perception that there are not adequate entertainment options and activities for this age group, which is credited with younger residents leaving the community. The City should work with the BDA and the Chamber of Commerce to maintain a list of relevant properties available for sale or lease and keep current market information up-to-date. This may include a list of targets and requirements to ensure compatibility with local attributes.

Case Study: Remote Shoals, NW Alabama

Remote Shoals is a remote worker relocation program that invites individuals to move to The Shoals community in Northwest Alabama. The program offers up to \$10,000 for someone to relocate to The Shoals if they work remotely full-time and make at least \$52,000 per year. The program provides 25 percent of the funds up-front to help with the cost of relocation, another 25 percent after 6 months in the Shoals, and the remaining 50 percent at the end of the first year.

Since its launch in 2019, the program has had over 130 participants and added over 260 people to the community, when accounting for spouses and children. The program has had a 90 percent retention rate and the combined income of the remote workers has brought over \$16.9 million annually to the area.

Source: RemoteShoals.com; WAAY31, “Local impact of program offering remote workers \$10,000 to start new life in the Shoals,” June 13, 2024



Create activated and engaging spaces that are attractive to potential employers and their employees.

Theme 2: Attainable Housing

Our housing supply will be diverse and accessible to all residents in Bartlesville.

Housing has been a topic of concern for many residents in Bartlesville, as conveyed during focus group meetings and in the Endeavor 2045 community survey, with 68 percent of survey respondents stating that housing affordability is “very important.” Similarly, 60 percent of respondents stated that it is “very important” to improve the overall condition of housing. There has been little growth in the current housing supply, increasing by 3.8 percent from 2010 to 2019. The actions in this section aim to increase housing supply and enhance residents’ ability to access housing in Bartlesville.

ACTION PB.2-1. UTILIZE CITY OWNED LAND. Explore leveraging appropriate City owned land for residential development.

The City should consider leveraging City-owned land as an incentive for a broad range of underserved housing needs. This approach can improve the development processes to better meet the needs of both developers and the municipality. The City can require specific design features and densities for the development as part of contract negotiations.

ACTION PB.2-2. RESTORE AGING HOUSING. Improve the condition of aging neighborhoods.

As homes in Bartlesville age and fall into disrepair, the City should encourage and support residents in maintaining and restoring their property. Renovation assistance programs aimed at hazardous or substandard properties may aid homeowners with the financing of significant renovation and restoration projects.

ACTION PB.2-3. HOUSING INCENTIVE PROGRAM. Continue and expand the Resident Recruitment Program to promote housing revitalization.

The existing Resident Recruitment Program offers cash assistance for the purchase of property for employees relocating to Bartlesville. The program currently applies to the purchase of existing homes in the city (\$10,000), new homes in the city (\$20,000), and new homes outside the city but within the school district boundaries (\$10,000).

To enable prospective residents to purchase older homes for restoration, the program should include a new layer for the purchase of used homes with additional cash assistance for the renovations of the property.

ACTION PB.2-4. CONDUCT A POINT IN TIME COUNT. Conduct an annual point-in-time count to document and track the number of unhoused individuals in Bartlesville.

The Point-in-Time Count is a count of sheltered and unsheltered people experiencing homelessness on a single night in January. The national program is coordinated through the US Department of Housing and Urban Development (HUD) and provides officials information to better understand what actions could be taken to address the specific needs of unsheltered residents in Bartlesville.

ACTION PB.2-5. PROVIDE HOMELESS ASSISTANCE. Addressing housing services for unsheltered and homeless residents through homeless assistance programs.

Coordinate with local agencies, such as Agape Mission, GRAND BMental Health, Lighthouse Outreach Center, and B the Light Mission to provide essential services to residents facing homelessness. Ongoing coordination between service providers and strategic planning should be done to ensure all needs are being met.

ACTION PB.2-6. ACCESSORY DWELLING UNITS. Explore allowing Accessory Dwelling Units (ADUs) by right.

To encourage a mix of densities and options for housing in Bartlesville, property owners in Traditional Neighborhoods and possibly other Character Areas should be allowed to develop ADUs by right on their property. The addition would serve as a method to increase housing supply and make use of under-utilized space.

ACTION PB.2-7. DOWNTOWN HOUSING. Promote new and renovated living units in Downtown Bartlesville and the neighboring Traditional Neighborhood.

To add to the lively and vibrant atmosphere in the downtown area, additional housing units should be incorporated in the form of lofts, townhomes, and apartments. Downtown living is an attractive option for many prospective residents and the added population in the area will promote patronage of downtown businesses. Housing in Downtown and the surrounding Traditional Neighborhood should be designed to blend with the existing design and form of the area.

ACTION PB.2-8. MAINTAIN THE HOUSING STUDY. Maintain and implement the 2024 Bartlesville Housing Study.

The 2024 Bartlesville Housing Study (the Housing Study) provides data, analysis, and recommendations regarding the housing supply in Bartlesville. The actions of this plan should continue to be implemented and updated on an ongoing basis. Per recommendations within the study, it should be updated in 2027 and again every five-years.

ACTION PB.2-9. COMMUNITY HOUSING PLANNER. The City should hire a Housing Planner to support and implement the Housing Study.

To address the complex issues surrounding housing affordability, availability, and accessibility, the City should establish a new position of a Community Housing Planner. The Planner would be responsible for maintaining and updating the Housing Study and implementing the recommendations of the study and others within Endeavor 2045. The position would be housed under the Community Development Department and report to the Community Development Director.



ADUs can blend into the form of an existing neighborhood while supplying affordable housing.

Bartlesville Housing Study

In 2024, the City of Bartlesville conducted a housing study to provide a holistic understanding of the city’s current housing environment. Based on the findings, the study identified five strategic goals to address the unique housing supply needs in Bartlesville. These goals are represented in the actions below:

ACTION PB.2-10. EXPAND AFFORDABLE HOUSING. Expand access to affordable housing units in Bartlesville.

Support the increase of affordable and workforce housing options across Bartlesville through allowing a mix of densities and incorporating the development parameters outlined in the Future Bartlesville and the Future Development Plan.

ACTION PB.2-11. SENIOR FRIENDLY HOUSING. Increase the supply of senior friendly housing.

The community should support residents’ desire to age in place in Bartlesville by incorporating senior friendly housing options in all areas of the city.

ACTION PB.2-12. SPECIAL NEEDS HOUSING. Enhance housing for disabled and special needs populations.

New and renovated housing projects should incorporate universal design principles into the development. The City and partners may assist developers through grant funding and fee waivers.

ACTION PB.2-13. SUPPORT FOR VETERANS. Develop tailored housing solutions for veterans living below the poverty line.

Collaborate with veterans associations, local organizations, and residents to identify primary issues and needs facing veterans in Bartlesville.

ACTION PB.2-14. SUPPORT WORKING FAMILIES. Facilitate the development of housing units for working families with children.

Promote additional housing that can support families with children, particularly around schools and activity centers. This may be done through subsidies, housing assistance programs, and coordinating with local developers.

Theme 3: Educational Advancement

Our residents will have access to education and resources that advance their knowledge, skills, and opportunities.

Residents of Bartlesville have higher rates of educational attainment than residents of the surrounding county and state. The Bartlesville Public School District, Rogers State University, Oklahoma Wesleyan University, and Tri County Tech are a few of the educational leaders in the community that provide the training and knowledge for a skilled workforce. This section recommends actions that may continue the advancement and success of the educational system in Bartlesville.

ACTION PB.3-1. WORKFORCE DEVELOPMENT. Support the local school districts, universities, and technical schools in developing a strong community workforce.

Bartlesville Public Schools, Oklahoma Wesleyan University, Rogers State University, Tri County Tech, and other educational institutions in Bartlesville provide crucial training and education needs of Bartlesville's future workforce. Through investing in a strong educational system, employers will have a highly educated workforce to fill a variety of roles.

ACTION PB.3-2. UPDATE COMMUNITY RESOURCES. Make improvements to community educational resources, such as the public library and area museums, to meet the changing needs and demands of residents and visitors.

Community educational resources must adapt to meet the needs of residents as more accessible digital resources become available. Libraries and museums should make their services interactive and regularly survey residents on their needs and preferences.

ACTION PB.3-3. EARLY CHILDHOOD EDUCATION. Work with partner organizations to increase the accessibility of early child education and daycare.

Early childhood education, such as preschool and daycare, provide critical learning opportunities and prepare children for elementary school. Public and private organizations that address early childhood education should convene to address barriers that impact children in Bartlesville. The group should work with parents to understand the unique needs of Bartlesville children and families and explore funding mechanisms to grow services in the community.

Continue to collaborate with the Community Childcare Committee on ideas to facilitate expansion of child care service options in the city. Ensure that the recently adopted ordinance reducing zoning barriers to residentially-based child care facilities is codified in future zoning code amendment.

ACTION PB.3-4. YOUTH ENTREPRENEURSHIP. Develop and support a youth entrepreneurship program in the community.

Partner with Bartlesville Public Schools, Tri County Tech, and local colleges and universities to link young residents with professional mentors. Programs could include ongoing support, professional development, and member socials to generate continued support and interest in the program.



ACTION PB.3-5. LITTLE LIBRARIES. Support the installation of “Little Free Libraries” throughout the community.

Little free libraries are an inexpensive and accessible option for providing books and school supplies to residents throughout the city. For example, First Presbyterian Church has a little library at it’s entrance at 5th St and Dewey Ave, and there are others across the community. A coordinated little libraries program can be administered and maintained by the Bartlesville Public School District, the Bartlesville Library, or other non-profit or civic organizations. Priority for little library locations should be in areas where residents have fewer resources to access these materials.

Image descriptions:
Image 1. Little Free Library example in El Reno, Oklahoma;
Image 2. Oklahoma Wesleyan University should remain a partner in building the future Bartlesville workforce.



ACTION PB.3-6. ACCESSIBLE EMPLOYMENT. Support low barrier employment opportunities for residents to transition to traditional employment.

Typical employment requirements such as identification, access to showers and clean clothes, transportation, work history, and background checks may be barriers for residents who are unsheltered or living in crisis. To provide these residents employment opportunities and job training, the community should explore programs that eliminate or reduce these barriers.

Case Study: Curbside Chronicle Oklahoma City, OK

Launched in 2013, the Curbside Chronicle is an Oklahoma City street newspaper created to provide a voice and employment opportunities for people experiencing or at risk of homelessness. In addition to providing a source of income, the program works with vendors to break down barriers to traditional employment and develop time management, money management, and social skills. They publish a monthly magazine that features a mix of stories featuring arts and entertainment in Oklahoma City as well as highlighting local social issues.

The Curbside Chronicle is a program of the Homeless Alliance, a non-profit organization in Oklahoma City with a mission to organize the community to end homelessness. In addition to the Curbside Chronicle, they offer low-barrier employment through Curbside Flowers, Curbside Apparel, and Sasquatch Shaved Ice. Each program provides unique training opportunities for the individuals participating.



Source: TheCurbsideChronicle.org

5

Livable Bartlesville

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Draft
10/9/2024

“We will uplift our residents through the provision of quality neighborhoods, safe public areas, adequate healthcare, vibrant parks and public spaces, and engaging events and recreational opportunities.”

- Endeavor 2045 Guiding Principle, Livable Bartlesville



Livable Bartlesville Work Program

While it requires the individual initiative of Bartlesville’s residents to create and sustain those places, symbols, activities, and events that create a shared sense of community, there are also initiatives and investments that the City and other organizations can take to create a environment where residents can thrive. There are four overarching themes from which the guiding principle of facilitating a Livable Bartlesville can grow.

The Livable Bartlesville Work Program identifies 31 actions that the City and its partners should take to sustain a vibrant community where residents enjoy a high quality of life.

Livable Bartlesville Themes

- | | |
|---|--|
| 1 | <u>Neighborhood Conservation</u>
We will boost the long-term vitality of our neighborhoods through responsive initiatives, targeted investments, and community partnerships. |
| 2 | <u>Cultural Cornerstones</u>
Our diverse architectural and cultural assets, and vibrant artistic institutions, will be cornerstones of our shared community identity and resident quality of life. |
| 3 | <u>Places to Play</u>
We will develop a parks and recreation system that is enticing to all ages and abilities. |
| 4 | <u>Community Health</u>
We will support efforts and initiatives to improve the physical, mental, and emotional health of our residents. |

Theme 1: Neighborhood Conservation

We will boost the long-term vitality of our neighborhoods through responsive initiatives, targeted investments, and community partnerships.

Whether one resides on an historic street lined by homes from a previous era, or in a new subdivision with modern conveniences and common amenities, we can be greatly influenced and defined by the neighborhoods in which we choose to call home. Such influences can either be positive or negative by the way in which we address aging infrastructure and property. Endeavor 2045 provides recommendations for how residents can partner with the City and other organizations to pro-actively conserve their neighborhood environment so that changing physical conditions on the streets where they live are not destined to be a battle against blight, but rather an opportunity to create character.

ACTION LB.1-1. NEIGHBORHOOD ORGANIZATION REGISTRATION. Create a program to register and recognize formal neighborhood organizations.

Sustaining or improving the health of a community’s neighborhoods requires the focused attention of municipal departments and human service organizations to address deficiencies in the built environment or entrenched social issues. The success of projects or initiatives by these organizations to address resident and property owner concerns can be amplified by a well-organized neighborhood organization.

Neighborhood organizations that are registered with the City must be able to document their organization’s activities, particularly their efforts to solicit the participation of the residents and property owners who they ostensibly represent. This provides the City with assurances that they are working with legitimate representatives of a given area. Such organizations would be eligible to participate in other neighborhood conservation and stabilization programs recommended in Endeavor 2045 and other initiatives.

ACTION LB.1-2. NEIGHBORHOOD ASSESSMENTS. Create a strategic planning process for neighborhood improvement projects.

Conduct neighborhood assessment workshops whereby participating neighborhood organization representative and area residents identify a handful of prioritized (and near-term) improvement projects (e.g. new playground equipment, traffic calming feature, sidewalk repair, street trees, lighting, neighborhood banners, and more). These projects can be geared to address a blighting issue or infrastructure repair, or general beautification and identification.

The success of a neighborhood assessments program is contingent on participating residents seeing near-term success (i.e. physical change). To facilitate program legitimacy and the implementation of small-scale projects, neighborhood assessments should be backed with designated “pothole” funds to ensure that near-term projects are not dependent on, and delayed by, the long-term availability of capital funds.

ACTION LB.1-3. NEIGHBORHOOD BRANDING. Initiate a neighborhood branding program.

Work with neighborhood organizations and/or ad-hoc groups of residents to create a branding identity for the City’s older neighborhoods and other residential areas. The branding elements can be used for online and print materials, banners and signs, clothing, and other items to support residents and property owners as they project their pride in the places they live. A neighborhood branding initiative must be a participatory process and may involve local artist participation. It could be combined with block party events or other community gatherings.

ACTION LB.1-4. NUISANCE CODE ENFORCEMENT. Offer nuisance code instruction courses.

Resident and property owner frustration with the nuisance code enforcement process can often result form a lack of understanding of code provisions or the steps in the enforcement process. The Neighborhood Services Department may offer recurring nuisance code reports to pre-approved neighborhood organizations to provide status updates on actions taken in a given area over a period of weeks or months. These updates illustrate a commitment to transparent communication, education, and allows the participants to bring other suspected code violations to the attention of participating municipal representatives.

The City should continue to update and enforce a community-driven code enforcement program that assists residents and property owners to make improvements to their properties. The City may develop and implement programs to assist with the renovation of blighted or substandard properties. There should be coordination with Washington County to abate public nuisance issues at properties that border city limits.



ACTION LB.1-5. CLEAN-UP PROGRAM COORDINATION. Modify recurring clean-up programs to increase their accessibility to persons in need.

With support from programs and organizations such as Brush-up Bartlesville and Keep Bartlesville Beautiful, the City can augment future community clean-up programs by offering a pick-up service to elderly and/or disabled residents. Drop-off points (staffed with volunteers) can also be established within specific residential locations. Neighborhood clean-ups can be scheduled to coincide with other volunteer efforts that include painting, mowing, etc.

ACTION LB.1-6. LAND CONSOLIDATION. Consolidate properties with municipal liens for redevelopment.

The financial attractiveness of infill development can be inhibited due to sporadic availability of suitable lots for development. The style of infill development, when it occurs, can also produce buildings which are incompatible with the historic fabric of the neighborhood. The City should spur targeted infill development by acquiring suitable parcels on which there are unpaid liens and by seeking a master developer for the consolidated parcels.

At a minimum, developer bids can be sufficient to pay off municipal expenditures for prior demolition and site clean-up activities but municipal decisions should not be based exclusively on the lowest bids. Successful bidders must, at a minimum, demonstrate their ability to adhere to pre-determined construction schedules and building design requirements adopted by the City.



Neighborhood branding establishes a clear identity for an area.

ACTION LB.1-7. NEIGHBORHOOD CONSERVATION COORDINATOR. Create a neighborhood conservation coordinator position.

Effective implementation of the cumulative neighborhood conservation recommendations herein may require the oversight of a neighborhood conservation coordinator (a position which may be created through the reassignment of an existing staff member). A neighborhood conservation coordinator can also serve as the City’s primary administrative official that works with volunteer groups and community service organizations to mitigate the potential duplication of services, organize support of City-facilitated events, and promote good relations between City departments and residents.

ACTION LB.1-8. PARK RANGERS. Create a volunteer park ranger program to monitor activity within municipal parks and open spaces.

While Bartlesville residents have provided positive feedback regarding municipal park properties and the Pathfinder Parkway, there have also been expressions of concern regarding concealed areas, and a perception of some areas being unsafe due to unauthorized encampments of people experiencing homelessness.

The Bartlesville Police Department recently established a special unit of officers dedicated to patrolling Pathfinder Parkway. The Police Department also secured grant funding to add mental health specialists, who would work in tandem with police officers along Pathfinder. Still, officers and personnel must contend with large patrol areas, and there are access constraints to some segments of the City’s trail network. Volunteer park ranger programs provide the police department with support at these key locations in the community.

Park rangers are not sworn police officers. They do not have the authority to issue citations or make arrests, but can be equipped with basic lifesaving gear, and have direct communication with police to increase response times at public properties.

Case Study: Volunteer Park Ranger Program Little Rock, AR

Established in 2011, the Little Rock’s Volunteer Park Ranger program was created to provide the Parks and Recreation Department added support in park maintenance and patrol. The Park Rangers are a group of passionate residents who believe Little Rock’s park system can be safer for all visitors. Rangers represent the City’s Parks and Recreation Department as ambassadors, stewards, and protectors of the park spaces by welcoming park visitors and answering their questions, beautifying green spaces by picking up litter and reporting maintenance issues, and deterring and reporting negative activity. Rangers must be 18 years or older and are asked to volunteer for 16 hours per month. The program offers a Cycling Ranger opportunity for volunteers. Rangers who complete the Bicycle Safety Class can take home an official Volunteer Park Ranger bicycle and a jersey and may conduct their patrol by bike.



Source: City of Little Rock, Parks and Recreation Department

Theme 2: Cultural Cornerstones

Our diverse architectural and cultural assets, and vibrant artistic institutions, will be cornerstones of our shared community identity and resident quality of life.

Visual and performing arts, community events, cultural assets, and the local history are critical ingredients in making Bartlesville a vibrant and enduring community. The identified actions in this section are designed to build upon the existing cultural assets of Bartlesville and promote community pride.

ACTION LB.2-1. COMMUNITY EVENTS. Develop and support local festivals and events.

Major community events and festivals, such as Sunfest and OKM Music Festival, provide cultural and community building experiences for residents in Bartlesville. Led by a parks and recreation department (**Action LB.3-7**), the City should work with partners to support and expand these and other events across the community as a method of building community pride, cohesion, and attracting visitors to the city.

ACTION LB.2-2. ART IN PUBLIC PLACES. Support the addition of public art in the form of murals, sculptures, and other forms.

Public art installations can be cost effective ways to activate and beautify areas of town that have seen little investment. To oversee the strategic selection and installation of public art, the City should establish a public art program to be administered by the Community Development Department. The program should work closely with partners like the Bartlesville Art Association, and create a policy and process for the installation, maintenance, and decommission of art on public property.

Locations in the city should be identified based on the lack of existing public art and that would best benefit from added activation. Further, the City may create a list of local artists that businesses can use when selecting qualified artist for murals and sculptures.

ACTION LB.2-3. PERFORMING ARTS. Support and expand performing arts in the city.

The community should invest in and support the performing arts as an economic driver and cultural asset in the city. The arts should expand to city parks through programs like “Shakespeare in the Park” and “Art Walk” programming. Efforts should be made to make the performing arts accessible and approachable for residents of all ages.

ACTION LB.2-4. COMMUNITY CENTER. Invest in the success of the Bartlesville Community Center.

Constructed in 1982, the Bartlesville Community Center has been the home to performing arts organizations like the Bartlesville Symphony Orchestra and the Bartlesville Civic Ballet and series like “Broadway in Bartlesville!”. The City should continue investing in the Bartlesville Community Center as a location for arts organizations to perform, regional conferences, and for other community gatherings. This includes the programming of the outdoor amphitheater at Tower Center at Unity Square.

The Price Tower

The Price Tower is a 19-story mixed-use building located in Downtown Bartlesville. The tower was designed by Frank Lloyd Wright and constructed in 1956. The building was commissioned by Harold Price to be the headquarters for the H.C. Price Company, but has had many owners and purposes since. The Price Tower is Wright’s only skyscraper to be fully constructed and is a major tourism and cultural attraction for the community. To ensure the tower remains a community destination and draw for residents and visitors, the community should support the ongoing preservation and programming of the building and property.

ACTION LB.2-5. SUPPORT THE PRICE TOWER. Promote and support the preservation and programming of the Price Tower.

The City should identify federal and state funding sources to help finance the maintenance needs of the Price Tower. Community organizations should work together to ensure the space is properly programmed and utilized as a cultural attraction in Bartlesville.

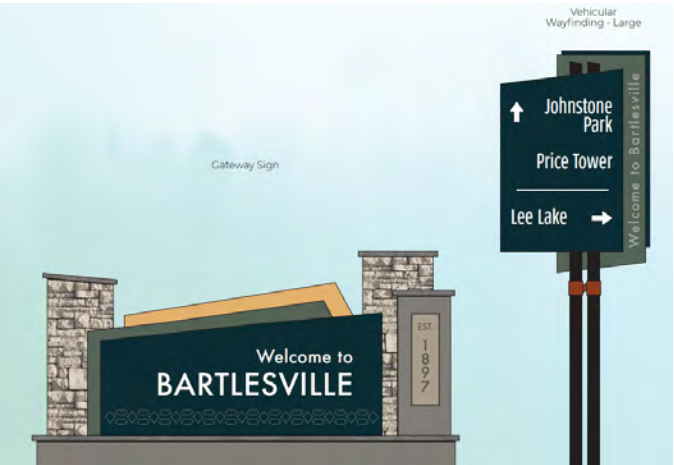


ACTION LB.2-6. HISTORIC PRESERVATION ORDINANCE. Establish a historic preservation ordinance for Bartlesville.

Draft and implement an historic preservation ordinance that incorporates best practices, applies to a diverse range of building types and spaces, and balances proper rehabilitation techniques with design standards and guidelines. The standards and guidelines should be applied to contributing redeveloped properties and infill properties within the defined historic district or site.

ACTION LB.2-7. ARCHITECTURAL STANDARDS. Develop a city-wide architectural standards manual.

The City should work with local architects and stakeholders to develop an architectural standards manual to set and maintain a baseline level of effort for the design and construction of buildings within the city, particularly new structures. The manual would be used as a checklist by design professionals to verify that basic design principles, safety considerations, and quality of place improvements, reflecting the environment that Bartlesville residents have come to expect, are made. The manual should be used early in the building design process.



Approved by voters in the 2018 GO Bond, the City’s wayfinding signage helps build community cohesion and sets a visual standard for the city.

Theme 3: Places to Play

We will develop a parks and recreation system that is enticing to all ages and abilities.

A vibrant system of public parks and open spaces is an important measure of a community’s overall health and the quality of life potential of individual residents. The variety, accessibility, and condition of Bartlesville’s park spaces, recreational facilities, and recreational programs influences resident perceptions on their hometown as a place to live, and will determine whether Bartlesville will be a “community of choice” for potential future residents and investors. The cumulative actions of this theme provide the framework to create and sustain a strategic work program for Bartlesville’s places to play.

ACTION LB.3-1. PARKS AND RECREATION MASTER PLAN. Develop and implement a system-wide parks and recreation master plan.

Prepare a parks and recreation master plan that establishes targeted “levels of service” for the amounts and distribution of parkland and recreation facilities that will be provided to municipal residents. The plan should also establish a prioritized list of short-term improvements and long-term capital investments based on a park-by-park conditions assessment and public feedback.

The parks and recreation master plan should also establish a clear policy on whether Bartlesville will leverage its park spaces and recreational facilities to promote recreation tourism (e.g. sports tournaments, races, concerts, etc.) The pursuit of such revenue-generating activities will require further study regarding the operation and maintenance costs of new or renovated facilities at applicable park properties.

ACTION LB.3-2. PARK ACCESS. Provide a public park space within a 10-minute walk of all residential areas.

An enticing and accessible parks system is reliant on equitably distributed parks spaces that are within walking distance of a community’s residential areas. Although each space may have different features and amenities, the impact of well-distributed parks extends beyond specific recreational activities that they may serve. These spaces are also defining neighborhood features that are central gathering spaces for sanctioned events and informal gatherings. The prioritization and location of new park spaces should align with “service area gaps” defined within a parks and recreation master plan (Action LB.3-1).

ACTION LB.3-3. RECREATIONAL FACILITIES. Provide recreational facilities that are equitably distributed and align with resident preferences.

Identify a targeted future level of service for the provision of common recreational facilities in municipal parks (e.g. playscapes, sport courts, play fields, etc.). As with parkland, new or replacement facilities should be distributed across the municipal parks system. While a system-wide master plan will identify those facilities that are popular across a community, their future placement in an individual park should be subject to further public input to ensure that the City invests in the right facility in the right place.

ACTION LB.3-4. PATHFINDER PARKWAY. Expand the Pathfinder Parkway multi-use trails network.

The Pathfinder Parkway is one of Bartlesville’s most popular amenities. Endeavor 2045 proposes no less than a 19-mile expansion of that system, although a city-wide active transportation plan (Action FB.2-8) may reveal other trails network expansion options.

Ongoing maintenance projects for the trails system should be augmented by an alignment study for at least one new trail segment to identify potential design challenges and costs. Capital funding should be designated for trails system expansion in conjunction with the findings of individual trails alignment studies.

ACTION LB.3-5. INDOOR RECREATION. Build an indoor recreation and community center.

A recurring theme throughout Endeavor 2045’s public outreach activities was a perceived lack of places to recreate year-round in Bartlesville, particularly places for youth and young adults. Bartlesville should commission a feasibility study for an indoor recreation and/or community center. The study would identify building programming and facility priorities, suitable siting options, construction costs, and costs and processes for long-term operations and maintenance. Different revenue-generating scenarios could be considered with distinctions between a community-only facility, and one designed to attract visitors to tournaments and events.

A completed feasibility study will serve as the guide by which City Council will determine whether to amend the City’s capital budget to account for the construction of a new indoor recreation facility.



Neighborhood parks provide essential recreational amenities and programs to residents within a close proximity.

ACTION LB.3-6. PARKLAND DEDICATION. Require parkland dedication and improvement as part of new development.

To adhere to future parkland target levels of service (**Action LB.3-3**) the Bartlesville Subdivision Regulations should be amended to require parkland dedication as part of new development. Parkland dedication requirements will be based on residential development size, and will include siting and minimum improvement requirements for new neighborhood parks. Existing provisions on a park improvement fee (Sec. 5-600) may be modified into fee-in-lieu provisions for qualifying development, with a focus on maintaining an improvement fund for larger community parks.

Corresponding amendments should be made to subdivision provisions related to Pathfinder Parkway (Sec. 3-400). Dedication of easement or right-of-way to accommodate new segments of the Parkway system should not affect other parkland dedication and improvement provisions. In addition, the City should have the option to require internal neighborhood connections between the primary Pathfinder Parkway alignment and new developments.

ACTION LB.3-7. PARKS AND RECREATION DEPARTMENT. Combine parks facility maintenance and programming under a unified department.

A unified municipal parks and recreation department is an essential component of providing public recreational services to the community. A centralized parks and recreation department can more effectively balance maintenance agreements, develop standardized maintenance modes and schedules, oversee an asset management program, offer City-administered or supported recreational programs, apply cost recovery policies for recreational services, oversee volunteers, manage events, and more. Although key hires would be necessary for a consolidated parks and recreation program, many staff of an initial department could be reassigned from existing City departments.

ACTION LB.3-8. PROGRAMMING AND EVENTS. Develop a diverse suite of public recreation programs and recurring events.

Every community has a differing perspective on the degree its public parks and recreation service providers should lead the development and management of recreational programs and events. Whether a community chooses to offer a particular recreational program, or merely intends to facilitate a program offered by a third party, a centralized parks and recreation department (**Action LB.3-7**) can best manage the various programs offered throughout the community –particularly those offered within its properties or facilities.

Bartlesville should compare an inventory of recreational programs and recurring events offered by all vendors in the city (including age segment, level of benefit, and lifecycle analyses) with public feedback on the types of programs that are most needed in the community. This information should be used to determine how the City may assist in filling unmet recreational programming needs.



Trust for Public Land | 10-Minute Walk Program

The Trust for Public Land’s 10-Minute Walk campaign aims to ensure that every community has access to a high-quality park within a 10-minute walk from home. The initiative addresses park equity by collaborating with cities and partners to create safe, equitable access to parks. It has garnered support from nearly 250 mayors across the United States. In Bartlesville, the campaign could help fill gaps in park accessibility and enhance community well-being by providing residents with nearby green spaces for recreation, relaxation, and social interaction.



The Bruce Goff Play Tower is a unique play amenitiy within Sooner Park.

Theme 4: Community Health

We will support efforts to improve the physical, mental, and emotional health of our residents.

Organizations such as Ascension St. John Jane Phillips Medical Center, GRAND Mental Health, and the TSET Healthy Living Program are working to improve health outcomes for residents in Bartlesville. During Endeavor 2045 focus group meetings and community survey efforts, residents expressed frustrations with limited healthcare access, the quality of existing services, and concerns about recruiting and retaining medical staff. While largely the responsibility of other entities, the actions of this theme acknowledge that the City of Bartlesville can serve in many support roles to facilitate community-wide initiatives to enhance the health and wellness of Bartlesville residents.

ACTION LB.4-1. EXPAND MEDICAL SERVICES. Expand the options for medical services in the community.

Efforts to attract and retain medical providers should be made to ensure residents have access and options for their medical needs. A mix of regional medical providers and local providers allows residents more choice and easy access for important medical services within the community.

ACTION LB.4-2. RECRUIT MEDICAL STAFF. Support the attraction of primary care physicians, specialists, mental health professionals, and urgent care staff.

Utilize existing and expanded incentive programs and cultural amenities to attract medical professional to Bartlesville. Focus on beautification efforts around the Ascension medical campus and surrounding land to ensure the environment is attractive when recruiting medical staff.

ACTION LB.4-3. MENTAL HEALTH SUPPORT. Support existing and new mental health facilities to provide response, diagnosis, and services for mental health patients.

Support existing and new organizations that address the mental health needs of people in Bartlesville. Further, the City should expand efforts to improve access to these organizations through public education and directly funding critical needs as identified through discussions with partners.

ACTION LB.4-4. PHYSICAL MOBILITY. Pursue Safe Routes to School, Transportation Alternatives, and other funding to develop active transportation facilities.

In coordination with an active transportation plan, the City should continue pursuing funding sources to add to the Pathfinder Parkway and create on-street bicycle connections through bicycle lanes and bicycle boulevards. Develop a connected network that links primary destinations, such as grocery stores, employment centers, and recreation spaces, to residential areas.

ACTION LB.4-5. HEALTHY FOOD OPTIONS. Enable residents to access fresh and nutritious foods.

To secure health food options the community should expand farmers market operations, education about the benefits of healthy food, and access to grocery stores with fresh produce. The community should work with state and federal partners to secure funding and program support.

ACTION LB.4-6. URBAN AGRICULTURE. Educate residents on the benefits of urban agriculture and home gardens.

Urban farming and home gardens bring fresh food produced at a local level to residents. The community should support urban agriculture practices through education efforts regarding set-up, best practices in gardening, and what food will grow in Bartlesville. Further, urban farmers can be supported through partnerships with area schools, farmers markets, and other organization to supply their produce to local purchasers.

ACTION LB.4-7. ENVIRONMENTAL HAZARDS. Reduce the impacts of harmful environmental hazards.

Hazards such as poor air quality, water pollutants, and soil contamination should be mitigated through City policy and community action. The community should pursue federal and state funding to enact programs that mitigate these hazards and ensure they do not negatively impact the residents of Bartlesville or the natural environment.

ACTION LB.4-8. UNDERSERVED POPULATIONS. Improve health outcomes for traditionally underserved populations.

Efforts should be made to engage communities of color and residents with lower incomes and provide services and support to improve health outcomes. The City should continue to coordinate with Ascension, GRAND Mental Health, and other local and state partners to support these resident.



Connecting residents to parks through trails and sidewalks provides a healthy transportation option to these community assets.

AARP Livability Index

The AARP Livability Index is a comprehensive tool designed to evaluate the quality of life in communities across the United States. It assesses neighborhoods based on seven key categories: housing, neighborhood, transportation, environment, health, engagement, and opportunity. The index is calculated using data from over 50 unique sources, resulting in a score that reflects how well a community meets the needs of its residents, particularly older adults.

Bartlesville has an overall livability score of 49. When compared to the highest city score of 73 and the lowest of 23 (2023), Bartlesville falls slightly above average. Bartlesville scored highest in housing (57), transportation (56), and engagement (55) categories, with success in housing affordability, traffic safety, and access to cultural institutions. The lowest scores were in opportunity (39) and neighborhood (42). Within the opportunity category, income inequality and jobs per worker were near the national average, but the high school graduation rate (79.8%) is 10 percent lower than the national average. In the neighborhood category, the crime rate has improved since the 2015 index but remains higher than the national average, with about 60 additional crimes per 10,000 people.

These scores suggest that while Bartlesville offers some amenities and services, there are areas that could be enhanced to better serve its population.



6

Natural Bartlesville

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Draft
10/9/2024

“We will act as stewards of our open spaces and natural resources. Public services and infrastructure will be provided in a manner that intentionally balances community growth while protecting the natural environment.”

- Endeavor 2045 Guiding Principle, Natural Bartlesville



Natural Bartlesville Work Program

Endeavor 2045 provides guidance for balancing stewardship of natural resources with efficient provision of public services and infrastructure. Bartlesville’s path towards the vision and guiding principle are outlined in this chapter through three plan themes: Natural Resources, Built Environment, and Public Infrastructure and Services. **The Natural Bartlesville Work Program identifies 26 actions that the City and its partners must take to foster a sustainable and resilient community for future generations. These actions are categorized into three primary themes.**

Future Bartlesville Themes

1	<u>Natural Resources</u> Our natural resources will be prioritized and preserved so they may be enjoyed by future generations.
2	<u>Built Environment</u> Our building and development practices will promote growth in an environmentally friendly way.
3	<u>Public Infrastructure and Services</u> Our public infrastructure and services will be efficient and sustainable for years to come.

Theme 1: Natural Resources

Our natural resources will be prioritized and preserved so they may be enjoyed by future generations.

During the visioning process of Endeavor 2045, residents and community leaders expressed a desire to maintain access to nature. Natural resources are an important component of Bartlesville's identity, contributing to the community's quality of life, economic prosperity, and environmental sustainability. The area's rich natural landscapes, including its rivers, parks, and open spaces, offer recreational opportunities and support the local ecosystem. Additionally, the conservation of natural resources plays a crucial role in attracting visitors and enhancing the city's appeal as a place to live, work, and explore. To this end, the actions in this section are focused on prioritizing the natural resources within Bartlesville so they may be enjoyed for generations to come.

ACTION NB.1-1. WATER RESOURCES COMMITTEE. Continue to support the efforts of the Water Resources Committee to study potential resources to enhance and diversify Bartlesville's water supply.

ACTION NB.1-2. WATER CONSERVATION. Continue to support water conservation policies and programs, such as the Water Shortage Ordinance, through regular evaluations and updates.

Drought and water shortage have been an episodic challenge in the region's history. Back during the drought of 2001-02, the City Council formed a special Water Resources Committee, to explore how future droughts might be mitigated by identifying sources of additional water supply for Bartlesville. Following that drought, with the committee's recommendation, Council modified the 1978 water shortage code, and the code was again amended in 2012. With the most recent drought of 2022-2023 in the southeast Kansas watershed that feeds the city's water supplies, the Water Resources Committee was reconvened. It meets to evaluate potential ways to diversify Bartlesville's sources of drinking water. Though this project may take many years, the City should continue to support this committee and their efforts.

With the Committee's recommendation, the City Council significantly modified the water shortage code by ordinances in April and October 2023. Emergency water rates were implemented in April 2023, and repealed in mid-July 2023, following vital rains that restored and stabilized water levels. The City should evaluate the success of the water shortage code and update restrictions, stage triggers, and penalties as necessary to ensure the code remains effective in conserving the water supply in times of drought.

ACTION NB.1-3. PROTECT OPEN SPACES. Proactively pursue the conservation and protection of open space and sensitive natural environments (such as floodplains or wildlife habitats).

Taking proactive measures to conserve open space demonstrates the City's commitment to sustainability, ensuring that Bartlesville remains a desirable and thriving community. By safeguarding these natural landscapes, the City can maintain its unique character, attract tourists, and enhance residents' quality of life. Protecting open spaces helps to mitigate environmental degradation, conserve wildlife habitat, and promote outdoor recreational opportunities for current residents and future generations.

There are multiple ways the City can pursue this effort, these include but are not limited to: working with landowners to establish conservation easements, acquiring land for conservation, and collaborating with nonprofit organizations such as the Trust for Public Land.

ACTION NB.1-4 PROTECT THE FLOODPLAIN. Proactively pursue conservation of the Caney River and floodplain as a natural area.

Taking proactive measures to conserve the Caney River demonstrates the City's commitment to ensuring that Bartlesville remains a desirable and picturesque community. By safeguarding these natural landscapes, the City can maintain its unique character, attract tourists, and enhance residents' quality of life. Moreover, protecting open spaces along the river helps to mitigate environmental degradation, conserve wildlife habitats, and promote outdoor recreational opportunities for current and future generations to enjoy. There are multiple ways the City can pursue this effort, these include but are not limited to: working with landowners to establish conservation easements, acquiring land, and collaborating with nonprofit organizations such as the Trust for Public Land.

ACTION NB.1-5. WEST BARTLESVILLE GREENWAY. Acquire and consolidate properties in west Bartlesville within the floodplain to create a connected greenway.

Taking proactive measures to conserve the Caney River would demonstrate a commitment to safeguarding natural landscapes so the City can maintain its community character, attract tourists, and enhance residents' quality of life. Property north of West Hensley Blvd that falls within the floodplain with little development potential may be acquired and consolidated by the City. By acquiring and consolidating these properties in the floodplain, the City can create a greenway that connects with the existing natural spaces around Johnstone Park. This greenway could serve as a recreational corridor for walking, cycling, and wildlife observation, enhancing public access to the river while protecting sensitive areas from development.

Keep Growing Detroit (KGD) is an initiative aimed at promoting food sovereignty and security within Detroit by empowering residents to grow their own food. Founded in 2013, KGD focuses on community engagement, leadership opportunities, and agricultural education to help Detroiters have more control over their food system. The organization supports urban gardeners and farmers through various programs, including the Garden Resource Program, which provides seeds, transplants, and educational resources to over 1,500 gardens and farms across the city. The initiative has significantly increased the availability of fresh, locally grown produce, contributing to healthier diets and combating food deserts. By fostering a network of urban gardens, KGD has also created economic opportunities and enhanced environmental sustainability in Detroit. The program's emphasis on education and community involvement ensures that residents not only have access to fresh food but also the knowledge and skills to sustain their gardens long-term.

ACTION NB.1-6. COMMUNITY CLEAN UP. Partner with Keep Bartlesville Beautiful to conduct an annual community wide clean up program.

Partnering with Keep Bartlesville Beautiful for an annual community-wide cleanup program will enhance the city's appearance, foster civic pride, and promote environmental stewardship. This collaboration can engage residents, local businesses, and volunteers in a shared effort to maintain cleaner neighborhoods, parks, and public spaces. The program can strengthen connections among residents while making Bartlesville a more attractive and welcoming place to live and visit.

ACTION NB.1-7. COMMUNITY GARDENS. Develop partnerships with local community gardens and agricultural extension offices to provide support and education for the community on gardening best practices and techniques.

The City should seek to partner with groups such as Okies for Monarchs, Bartlesville First Church, Bartlesville Agricultural Center, and the Washington County Oklahoma State University Extension Center. These partnerships could provide residents with expert guidance on sustainable gardening techniques, foster a greater appreciation for local food production, and connect community members with one another. Through workshops, demonstrations, and hands-on learning opportunities, the community can learn about composting, water conservation, pest management, and more to help connect people to nature and grow their sense of community.

Case Study: Keep Growing Detroit



Source: detroitagriculture.net

Theme 2: Built Environment

Our building and development practices will promote growth in an environmentally friendly way.

By prioritizing both growth and environmental stewardship, Bartlesville can create a vibrant community that meets the needs of residents and foster a thriving economy and a healthy, attractive environment. As the city grows, thoughtful planning is needed to ensure that new developments respect the natural landscape and minimize environmental impact. This theme outlines strategies to make adjustments to City development regulations and incentives to encourage the future growth of Bartlesville to reflect resident’s desire be at the forefront of creating a prosperous and healthy community.

ACTION NB.2-1. DEVELOPMENT IN WEST BARTLESVILLE. Proactively seek funding, including EPA Brownfields grant funds, to test and remediate key parcels within the west Bartlesville area of special consideration to encourage development.

The West Bartlesville area of special consideration is a group of blocks along Adams Boulevard and West 6th Street, between Penn Avenue and the railroad tracks (page 93). The study area is largely composed of scattered homes of varying size and many vacant parcels. The National Zinc Overlay District (NZOD) is an area with a significant history tied to environmental contamination and subsequent cleanup efforts. This district covers parts of the city, including the entirety of the West Bartlesville area of special consideration, that were impacted by National Zinc Company operations. The smelter emitted large amounts of heavy metals which contaminated the surrounding soil and air.

Prior to development within the NZOD, it is required to conduct soil testing to determine the presence and levels of contaminants, lead, arsenic, and cadmium. If contamination is found, remediation measures must be taken, such as soil removal, capping, or other containment strategies to reduce exposure risks. To encourage development of the West Bartlesville area of special consideration, the City of Bartlesville should seek funding, including EPA Brownfields grant funds, to conduct soil testing on any remaining untested sites and remediate sites which contain hazardous levels of contamination. This can proactively improve the readiness of vacant parcels and encourage reinvestment in the area.

ACTION NB.2-2. GREEN STREETS. Develop Green Street design practices and incorporate them into other policies and design standards.

Green Streets are a form of low impact development (LID) that mitigate storm-water runoff using plants and other green infrastructure. Green Street design is an integral part of Complete Streets, ensuring that all streets function well for multi-modal transit and stormwater conveyance. This approach uses natural systems to filter, store, evaporate and detain water runoff close to its source, before it enters the watershed. Examples of LID include but are not limited to rain gardens, bioswales, permeable pavement, street trees, native landscaping, etc. Following the adoption of a Complete Streets Policy, the City of Bartlesville should identify priority streets which convey stormwater, cross the floodplain, or have other environmental significance warranting prioritized LID.

ACTION NB.2-4. GREEN STREET PILOT PROGRAM. Identify one or two priority streets to pilot Green Street design practices.

Beginning with a pilot program to develop one or two Green Streets will help the City identify which low impact development strategies are best suited and most effective for conveying stormwater in Bartlesville. Focusing on a small number of streets allows for a controlled assessment of the benefits and challenges of Green Street designs, ensuring that resources are used efficiently and effectively.

ACTION NB.2-4. TREE PRESERVATION. Consider adopting a tree preservation ordinance to preserve and protect existing trees from new development.

Trees, particularly native species, add natural beauty and distinct local character, add shade, promote water conservation, provide locations for habitat, and increase property values. A tree preservation ordinance is intended to support the long-term viability of healthy trees and promote natural ecological, environmental, and aesthetic quality in the community. Such ordinances usually provide protections for trees with trunks over a specific diameter or trees from select protected species.

ACTION NB.2-5. STREAMLINE BUFFER. Update the development code to establish buffers along waterways which cannot be developed. This preserved space should be used for stormwater management, greenways, trails, or other such opportunities.

While development within the floodplain is difficult and often inadvisable, there are engineering solutions to elevate land above the base flood elevation for development. Often this involves retaining walls or similar solutions which can negatively impact the natural flow and ecology of a stream, river, or body of water. Establishing buffers along streamlines which cannot be developed in allows the water to retain its natural riparian edge which is better for ecology, water quality, and flood mitigation.

ACTION NB.2-6. LOW IMPACT DESIGN. Review and amend development regulations to encourage or incentivize sustainable or low impact design practices (i.e., low-flow fixtures, rainwater harvesting, native/low water landscaping, etc.).

Water conservation has been a topic of conversation in Bartlesville for the past 24 years but has been more relevant recently. Given Bartlesville’s ongoing water challenges and the existing Water Shortage Ordinance, these measures could provide additional, proactive ways to manage water use. Rather than relying solely on reactive staged restrictions during shortages, these design practices would help conserve water year-round. Adopting such regulations could position the city as a leader in environmental stewardship.



ACTION NB.2-7. ELECTRONIC BILLBOARDS. Coordinate with the County to reduce the prevalence of electronic billboards.

Work with the County to identify ways to reduce the prevalence of electronic billboards outside of Bartlesville. Consider revising regulations to restrict the installation of new billboards, establish brightness limits in line with recommendations from DarkSky International, or implementing a phase-out plan by offering incentives to convert to non-digital formats or relocate.

ACTION NB.2-8. DARKSKY COMMUNITY. Evaluate the necessary programmatic and regulatory changes needed to become an International DarkSky community.

Bartlesville should consider becoming an International Dark Sky Community. Communities nationwide are recognizing the negative impact of standard lighting practices on natural night skies. Many are now integrating better lighting standards into zoning and development regulations. These practices reduce glare, light trespass, and energy usage while improving visibility and fostering safer environments. Implementing such measures can also enhance public and environmental health and offer better views of the Oklahoma night skies. Key components of an outdoor lighting ordinance include full cut-off fixtures, adherence to Illuminating Engineering Society standards, and specifying prohibited lighting. After adopting a dark sky ordinance, Bartlesville could pursue designation as an International Dark Sky Community, becoming the first certified community in Oklahoma.

Tree Equity Score

Tree canopy plays a crucial role in a community’s ability to reduce heat and enhance public health. The Tree Equity Score evaluates how effectively the benefits of urban tree canopy are reaching those who need them most. This score sets an equity-first standard to guide investments in low-income communities, communities of color, and those disproportionately impacted by extreme heat, pollution, and other environmental hazards. Bartlesville’s score is 86, with multiple census blocks achieving a 100. The lowest scores in the city are clustered at both the east and west edges of town.

Source: TreeEquityScore.org

Theme 3: Public Infrastructure and Services

Our public infrastructure and services will be efficient and sustainable for years to come.

Throughout the development of Endeavor 2045, utilities and public infrastructure have been on the forefront of residents minds. A community’s infrastructure system includes the physical network of facilities that serve households and businesses with basic requirements such as water, wastewater, drainage, and internet. From the drinking water supply to the City’s response to natural disasters, these are the critical services which every resident relies upon. As a city grows and changes over time the demand for high quality services also increases. Actions in this section focus on strengthening the City of Bartlesville’s ability to provide efficient, fiscally responsive public services and infrastructure which meet the changing needs of the community.

ACTION NB.3-1. STORMWATER MASTER PLAN. Prepare a Stormwater Master Plan to evaluate drainage and stormwater issues throughout areas of Bartlesville to identify necessary improvements and policy updates.

A comprehensive study should be performed to effectively address the challenges posed by stormwater management and enhance the overall urban environment on a citywide basis. The Stormwater Master Plan should aim to improve water quality, reduce flooding risks, and promote sustainable urban development. Identified capital improvement projects should be prioritized by evaluating the existing stormwater infrastructure and addressing drainage and flooding problems. By utilizing natural processes to manage stormwater runoff, the aesthetic appeal of urban areas can be enhanced to create healthier, more resilient communities. Green streets, with their permeable pavements, bioswales, and vegetation, will not only help in managing stormwater but also contribute to the reduction of urban heat islands, improve air quality, and provide recreational spaces for residents. This holistic approach will ensure that stormwater management strategies are both environmentally friendly and beneficial to the community. The City should consider forming a stormwater utility to fund the study and future projects.

ACTION NB.3-2. WATER MANAGEMENT PLAN. Prepare an Asset Management Plan for water and wastewater infrastructure.

An Asset Management Plan could help the City track and manage all water and wastewater assets and could reduce water loss and optimize maintenance. It should inventory all assets, assess their condition and risk, and use tools like Geographic Information System (GIS) and Supervisory Control and Data Acquisition (SCADA) for data analysis. The plan should identify existing deficiencies, predict future conditions, and prioritize pipeline condition assessment and renewal projects for assets at the most significant risk. By transitioning from reactive to proactive infrastructure management methods, the total cost of owning buried infrastructure can be minimized and improvements to the overall performance and capacity of the systems can be achieved. A proactive maintenance and replacement strategy should be developed based on risk assessments, supported by a long-term financial plan.

ACTION NB.3-3 WATER SUPPLY. Continue to plan for future drinking water supply needs.

Elected officials at all levels — local, state, and federal — along with City staff and citizens, must continue to work together to enhance existing resources and explore innovative ways to expand the local water supply. This effort, which began over twenty years ago, will likely require several more decades to yield significant results. However, Bartlesville should remain committed to its proactive strategy of diversifying water sources and maintaining reliable infrastructure for its residents.

ACTION NB.3-4. WATER EDUCATION. Create an easy-to-understand educational campaign to explain the benefits and importance of potable reuse from the expansion of the wastewater treatment plant.

Building upon educational effort in the City Beat newsletter, launching an educational campaign to promote the benefits and significance of potable reuse is crucial for multiple reasons. First, it will help to build public understanding and acceptance of this innovative water reuse method, addressing any concerns or misconceptions about the safety and effectiveness of the process. Second, by engaging and informing the public through targeted educational initiatives, the City can garner widespread support and cooperation for implementing potable reuse as a sustainable solution for meeting future water demands.

ACTION NB.3-5. WATER REUSE. Continue to support efforts to update or expand the wastewater treatment plan to allow for water reuse.

The water reuse system involves the constructing infrastructure that will consist of a pump station at the wastewater treatment plant and an underground pipeline transporting the water to the Caney. This will allow the City to pump treated wastewater approximately 7 miles upstream of the Caney River Raw Water Intake and allow it to blend with existing river water, then send it to the water treatment plant for further treatment and, from there, to Bartlesville water customers. This system, which is vital for the area to guard against drought in the future, will give the City access to up to 4 million gallons per day of additional water and should assist with the City’s goal of diversifying water sources.



ACTION NB.3-6. CURBSIDE RECYCLING. Initiate a study on how to make curbside recycling financially feasible.

A survey conducted in 2019 indicated that slightly more than 50 percent of respondents would be willing to pay more for curbside recycling. Currently, the City of Bartlesville hosts a third-party recycling operation which allows residents to drop off recyclable waste three days a week at a facility. To determine if curbside recycling is feasible, the City should assess its current waste management infrastructure and conduct a cost-benefit analysis. To make recycling financially feasible, the City should focus on ways to maximize revenue from high-value recyclables, reduce landfill costs through waste diversion, and optimize collection efficiency. Partnering with private companies, securing grants, and implementing pay-as-you-throw programs can also help to potentially lower costs. A pilot program can help test logistics and refine the plan before full implementation.

ACTION NB.3-7. COMPOST SURVEY. Survey residents to determine if there is interest in curbside composting for yard waste.

Currently, yard waste is collected and taken to the landfill with other solid waste. During a 2019 Solid Waste Survey, consultants determined that there was not significant enough public interest to outweigh the costs of implementing yard waste composting. The City should conduct another survey to determine if public sentiment has changed.



The City of Midwest City operates a compost facility that takes resident’s yard waste to convert to compost. The facility then sells the resulting compost to the public for reuse.

ACTION NB.3-8. ENERGY EFFICIENT DESIGN. Encourage energy efficiency and innovation in homes, businesses, and City facilities.

The City of Bartlesville should aim to create a more resilient and energy-efficient community across both public and private sectors. There are numerous strategies to enhance energy efficiency in Bartlesville, starting with the City leading by example. The City can invest in and promote renewable energy sources like solar and wind for municipal operations and broader community use. Upgrading City-owned buildings with energy-efficient technologies and transitioning City-owned vehicles and public transit to electric or low-emission alternatives are all essential steps. Supporting mixed-use and transit-oriented developments will reduce car dependency, while improved recycling and composting programs can minimize landfill waste. Expanding bike lanes, walking paths, and pedestrian-friendly infrastructure, along with launching public awareness campaigns on energy conservation and sustainable practices, will further advance these efforts.

Additionally, the City can support residents and businesses by creating green building codes and providing incentives for energy-efficient construction or renovations in private and commercial properties which can drive sustainable growth. On the private side, residents can contribute by installing solar panels, using ENERGY STAR-certified appliances, utilizing smart thermostats, and incorporating low-impact landscaping designs. Through fostering a culture of energy conservation, educating the community on best practices, and encouraging energy-saving behaviors, Bartlesville can set meaningful goals for reducing energy use and achieving long-term sustainability.

ACTION NB.3.9. RESTORE INFRASTRUCTURE. Proactively enhance public infrastructure to improve site readiness on priority blocks.

Available vacant parcels are scattered throughout Bartlesville and held by various owners. In the status quo, infrastructure would only be responsive to development activity, creating a difficult hurdle for individual owners. The City of Bartlesville can proactively enhance public infrastructure to improve site readiness on blocks like SW 6th Street. Infrastructure investment sends a positive signal to property owners, creates an incentive for development timing, and removes a barrier that is difficult to solve in a piecemeal fashion. Evaluate streets, sidewalks, lighting, water, and wastewater for this effort.

ACTION NB.3-10. POLICE AND FIRE DEPARTMENTS. Regularly evaluate police and fire staffing, facility, and training needs.

In order to maintain its ability to efficiently and effectively protect the community, the City should regularly conduct a formal evaluation of police services, fire services, and 911 communications. This would include evaluating population and geographic growth of the city, GIS spatial analysis, service calls, staffing levels, facility constraints, and training needs. It is important to continually identify opportunities to meet minimum recommended standards and to identify appropriate funds for future staffing, stations, and operations. This comprehensive analysis should be done periodically and can be included as part of the annual department reports as applicable, and summarized during the budget request and evaluation process.

ACTION NB.3-11. BURIED UTILITIES. Adopt a policy requiring electric, telephone, and cable lines to be installed underground in new developments unless determined otherwise by City staff.

Adopting a policy that requires electric, telephone, and cable lines to be installed underground in new developments will enhance the aesthetic appeal of neighborhoods by eliminating unsightly overhead wires. It also improves public safety and reliability, as underground utilities are less vulnerable to weather-related disruptions, such as storms or high winds. Allowing City staff to determine exceptions ensures that flexibility is maintained for cases where underground installation may not be feasible or will be cost prohibitive.

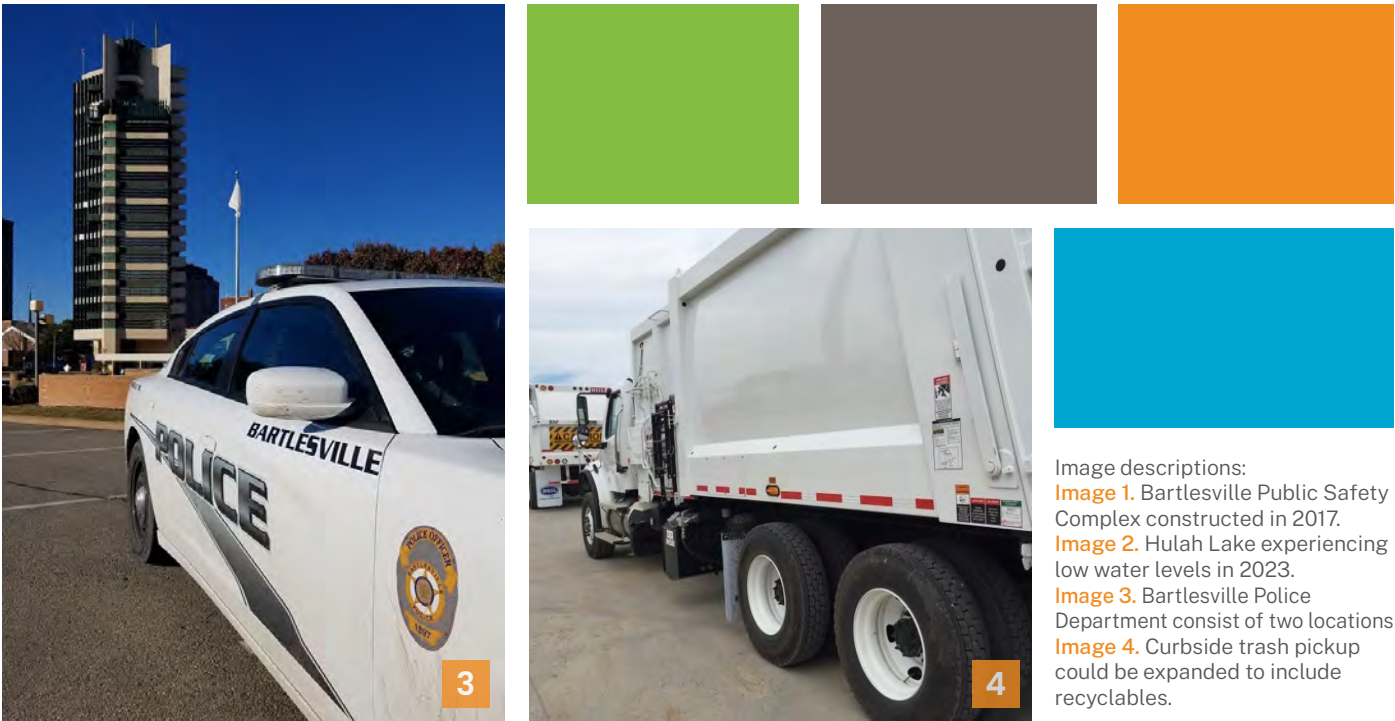
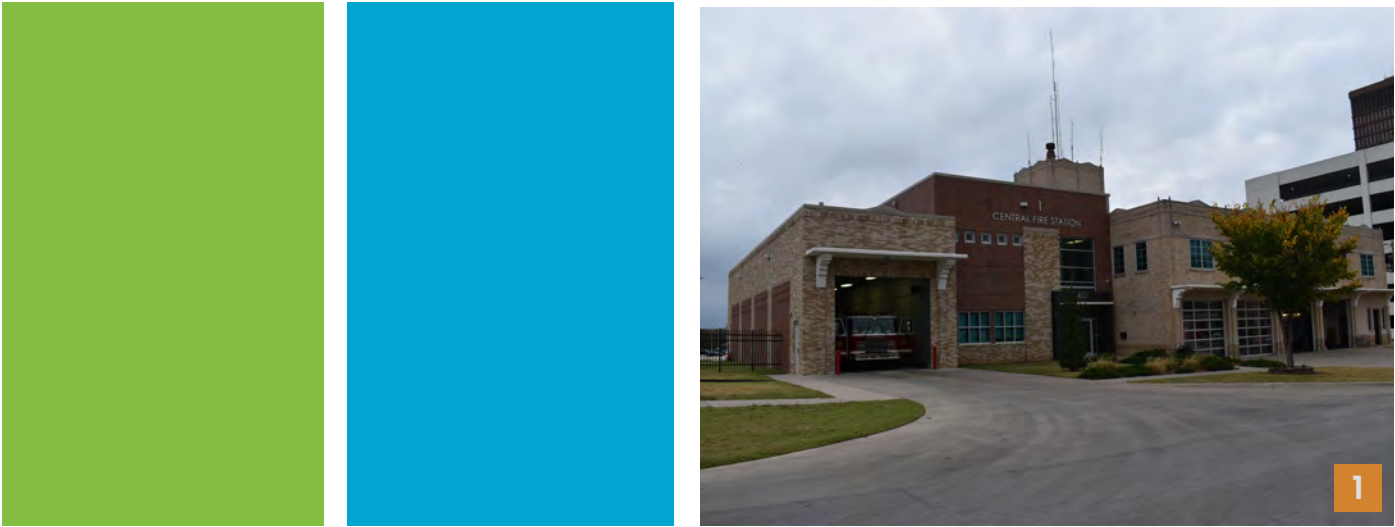


Image descriptions:
Image 1. Bartlesville Public Safety Complex constructed in 2017.
Image 2. Hulah Lake experiencing low water levels in 2023.
Image 3. Bartlesville Police Department consist of two locations
Image 4. Curbside trash pickup could be expanded to include recyclables.

7

Work Program

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Draft
10/9/2024

Our Work Program

Introduction

The success of Endeavor 2045 will be measured by the extent to which those involved in the Plan’s development also engage in its implementation. As Bartlesville’s principal visioning document, Endeavor 2045 will be continually referenced to guide the City’s policy, planning, regulatory, and budgetary decisions. It also serves as the coordinating document between the City and its partners, ensuring that resources are allocated in a way that reflects shared goals and objectives, supporting initiatives that advance the community’s vision of sustainability. The Endeavor 2045 Work Program includes three components:

ADMINISTERING ENDEAVOR 2045

A brief summary of the roles and responsibilities of the entities that will implement the plan, including City Departments, the City Council, the City Planning Commission, and other partners. These administrators will be successful in their roles through coordination, observation, and outreach.

OUR PLAN FOR ACTION

A prioritized list of the actions identified within the Plan’s Future Bartlesville, Prosperous Bartlesville, Livable Bartlesville, and Natural Bartlesville themes assigns primary and supporting responsibilities, identifies implementation time frames, and cross-references corresponding policies and actions.

MEASURING SUCCESS & REPORTING

The primary methods to be used by the City of Bartlesville to ensure that Endeavor 2045 is successfully implemented include integrating the plan into municipal decision-making processes and administrative activities. This involves plan amendments, annual progress reports, a five-year update, and a 10-year update.



While the City is the primary implementing agency over the plan, other organization will be responsible for various actions.

Administering Endeavor 2045

Roles and Responsibilities

The City of Bartlesville is responsible for administering the Endeavor 2045 Comprehensive Plan. As the primary plan administrator, the City will oversee all day-to-day activities, including coordinating plan implementation, monitoring progress, providing education, and making necessary amendments.

CITY DEPARTMENTS

All City departments will participate in the implementation of Endeavor 2045 as detailed in the Action Plan. Principal oversight of Plan implementation and administration will, however, be led by the Community Development Department and the City Manager’s Office.

The **Community Development Department** is responsible for developing and maintaining short and long-range plans for the city’s physical development, monitoring trends, and formulating land use and community development policies. It should administer the land use controls, review subdivision plats and zoning applications, and recommends improvement consistent with Endeavor 2045. The department also reviews building and site plans, inspects construction projects for compliance with zoning, development, building, and safety codes, and inspects private property to enforce public nuisance, property maintenance, and enhancement codes.

The **City Manager’s Office** will provide direction to the Community Development Department, but will also assist by ensuring that all other City departments are responsive to ongoing plan administration needs. The City Manager’s Office will also ensure that the vision, guiding principles, and actions of Endeavor 2045 are incorporated into the decision-making processes of the Mayor and City Council.

CITY COUNCIL

The Mayor and City Council are the champions of Endeavor 2045 and will provide ongoing direction to City administration and Bartlesville’s boards, committees, and commissions. They will ensure that the vision, policies, and actions of Endeavor 2045 are incorporated into all decision-making processes, including budgeting, development review, strategic planning, and more.

CITY PLANNING COMMISSION

Section 2-156 of the Bartlesville Municipal Code identifies the update and amendment of the City’s comprehensive plan as one of the Commission’s principal powers. Consistent with this role, the Planning and Zoning Commission serves as the principal recommending and reporting body to the Mayor and City Council regarding land development cases, plan implementation status, and potential plan amendments. Pursuant to the full power of the City of Bartlesville to promote public health, safety, morals, and general welfare by regulating property use and controlling city development, the Planning Commission shall consider and make recommendations to the City Council on all matters affecting planning, zoning, subdivision, and building regulations, as well as other matters referred to it by the City Council. All recommendations made by the Planning Commission shall take into consideration the established policies and plans adopted by the City Council concerning such matters. The Planning Commission shall also carry on city planning activities and recommend plans for the regulation of future physical development of the city, including land use and building construction. Additionally, it shall have the powers and duties given to city planning agencies generally by any federal, state, or local law.

OTHER PARTNERS

Endeavor 2045 was prepared with input from representatives of various governmental agencies, civic organizations, service providers, trade groups, social advocates, and other organizations. The continued participation or leadership of many of these organizations will be essential to implement initiatives proposed in Endeavor 2045 that align with their respective areas of expertise. The Endeavor 2045 Work Program identifies multiple partnering entities that will assist in implementing the vision, policies, and actions of this plan.



Our Plan for Action

Implementation Action Plan

The implementation action plan is organized around the plan’s guiding principles, goals, and strategies. Strategies are policies and objectives designed to achieve measurable outcomes. Each action item is identified as a specific type of action; lists whether or not the action is a high priority for the city; is assigned to a department for implementation responsibility; provides potential partners to implement the strategy; and identifies the time frame for which the action should be implemented.

THEME

Based on the guiding principles of developed throughout the plan of Future Bartlesville, Prosperous Bartlesville, Livable Bartlesville, and Natural Bartlesville, the themes categorize the vision for the city’s growth and development. Future Bartlesville focuses on long-term planning and innovation, Prosperous Bartlesville emphasizes economic growth and sustainability, Livable Bartlesville prioritizes quality of life and community well-being, and Natural Bartlesville highlights the importance of preserving and enhancing the natural environment.

ACTION

Actions are concise versions of the ideas and strategies developed throughout the plan. They are presented in the order they appear in the plan.

ACTION TYPE

Each strategy in the action plan is categorized by an action type, which impacts how the strategy will be implemented and who is responsible. These action types include:

- Investment.** A new or adjusted capital or operational expense.
- Study.** A topic that requires further analysis or investigation to determine the most appropriate action.
- Regulation.** A City Council approved modification to the Bartlesville Code of Ordinances.
- Operations.** A new or modified program, partnership, or staffing arrangement.
- Policy.** A new or modified process or City policy.

LEAD AGENCY

Although the Planning & Development Department led the development of the overall comprehensive plan, they are not the only implementing entity. Endeavor 2045 will primarily be implemented and administered by the City, but receive support from community organizations and stakeholders. This section assigns primary implementation responsibilities to different departments within the City.

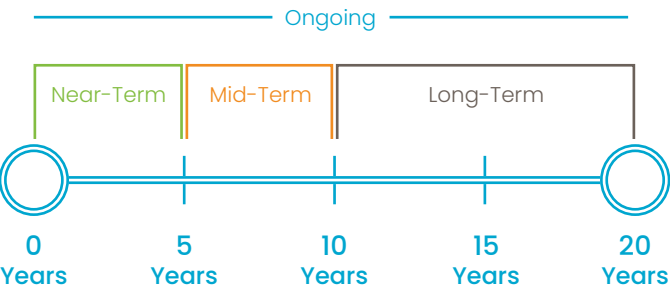
PARTNERSHIPS

More than one department or entity may be involved in supporting the implementation of a particular strategy. This section lists partner agencies and organizations that can support the implementation of the strategy. This may include organizations outside of the City.

TIME FRAME

This identifies in which time frame the strategy should be carried out. Factors that help to determine the associated time frame include feasibility of implementation, anticipated cost of the action, and overall priority based on community input and staff recommendations.

- Near-term.** One to five years
- Mid-term.** Five to 10 years
- Long-term:** 10 or more years
- Ongoing:** Strategies that should be initiated throughout the planning period.



Future Bartlesville

We will promote development patterns in Bartlesville that maximize our market potential while creating quality spaces that generate shared community pride and ensure the long-term fiscal viability of public assets.

Endeavor 2045 Action Plan, Future Bartlesville¹

ID	Action	Action Type ²	Lead Agency	Partnerships	Time Frame
Future Bartlesville Theme 1. Purposeful Development Patterns					
FB. 1-1	FUTURE DEVELOPMENT MAP. Use the Endeavor 2045 Future Development Map and other city wide plans to guide development decision-making.	Operations	Community Dev.	City Managers Office, Engineering, Public Works	Ongoing
FB. 1-2	CODE ASSESSMENT. Complete a comprehensive code assessment to establish the framework for a unified land development code.	Study	Community Dev.	City Managers Office	Near-term
FB. 1-3	UNIFIED DEVELOPMENT CODE. Prepare a unified development code to implement Endeavor 2045's Future Development Plan and Future Thoroughfare Plan.	Study	Community Dev.	Engineering	Near-term
FB. 1-4	FORM-BASED ZONING DISTRICTS. Establish form-based zoning districts to implement the recommendations of the Future Development Plan.	Policy	Community Dev.	City Managers Office, Public Works, Engineering	Near-term
FB. 1-5	TRAFFIC STUDIES. Establish the standards to require traffic studies for proposed developments that exceed certain thresholds.	Regulation	Community Dev.,	City Managers Office, Engineering	Ongoing
FB. 1-6	INFILL DEVELOPMENT. Promote infill development through ongoing policy application and programming adjustments.	Policy	Community Dev.	City Managers Office	Ongoing
FB. 1-7	UNDER-UTILIZED SPACES. Promote the reuse of underutilized properties to absorb anticipated community growth.	Policy	Community Dev.	City Managers Office, Bartlesville Dev. Authority, Chamber of Commerce	Ongoing
FB. 1-8	COST-BENEFIT ANALYSES. Prepare cost-benefit analyses to measure the long-term fiscal impact of proposed annexation.	Regulation	Community Dev.	Engineering, Public Works	Ongoing

1. Complete table legend located on pages 137 and 138.
2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 137 for a full description of all categories.

Endeavor 2045 Action Plan, Future Bartlesville (continued)¹

ID	Action	Action Type ²	Lead Agency	Partnerships	Time Frame
Future Bartlesville Theme 2. Reliable Mobility					
FB. 2-1	ROADWAY MAINTENANCE. Expand upon the municipal pavement preservation program to identify and fund other systemic roadway maintenance needs.	Investment	Public Works	Engineering	Ongoing
FB. 2-2	ROADWAY DESIGN MANUAL. Prepare and adopt a design manual for public improvements within road rights-of-way.	Study	Engineering	Community Dev., Public Works	Near-term
FB. 2-3	ROADWAY CONTEXT. Incorporate roadway context into technical standards and specifications.	Operations	Engineering	Community Dev., Public Works	Near-term
FB. 2-4	COMPLETE STREETS POLICY. Adopt and implement a Complete Streets policy.	Policy	Community Dev.	Engineering Public Works	Near-term
FB. 2-5	CHARACTER CORRIDOR AND GATEWAY MASTER PLANS. Prepare conceptual plans for identified character corridors to incorporate mobility and aesthetic improvements.	Study	Community Dev.	Engineering, Public Works	Mid-term
FB. 2-6	CHARACTER CORRIDOR IMPROVEMENTS. Implement character corridor conceptual plans.	Investment	Engineering	Community Dev., Public Works	Mid-term
FB. 2-7	INTERSECTION ENHANCEMENTS. Compile a prioritized list of intersection improvement projects.	Operations, Investment	Engineering	Community Dev., Public Works	Ongoing
FB. 2-8	ACTIVE TRANSPORTATION PLAN. Prepare and implement an active transportation plan.	Study	Community Dev.	Engineering	Near-term
FB. 2-9	SIDEWALK ENHANCEMENT PROGRAM. Maintain the municipal sidewalk enhancement program on an ongoing basis	Investment	Public Works	Engineering Community Dev.	Ongoing
FB. 2-10	ODOT SIDEWALK AND SIDEPATHS. Coordinate with ODOT on appropriate active mobility solutions on state highways.	Investment	Engineering	ODOT	Ongoing

1. Complete table legend located on pages 137 and 138.
2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 137 for a full description of all categories.

Endeavor 2045 Action Plan, Future Bartlesville (continued)¹

ID	Action	Action Type ²	Lead Agency	Partnerships	Time Frame
Future Bartlesville Theme 2. Reliable Mobility (CONTINUED)					
FB. 2-11	VISION ZERO STUDY. Prepare a Vision Zero Study in conjunction with the development of a Complete Streets policy.	Study	Community Dev	Engineering	Near-term
FB. 2-12	INTELLIGENT TRANSPORTATION SYSTEMS (ITS). Develop a local ITS program to monitor transportation patterns and coordinate traffic signals for the efficient movement of traffic.	Operations	Engineering	Public Works, Community Dev.	Long-term
FB. 2-13	LIGHTING FOR MOBILITY. Improve lighting to promote a multi-modal transportation system.	Investment	Public Works	Engineering, Community Dev.	Near-term
FB. 2-14	CONSOLIDATE DRIVEWAYS. Incorporate enhanced access management standards in municipal land development regulations.	Policy	Engineering	Public Works, Community Dev.	Mid-term
Future Bartlesville Theme 3. Places of Pride					
FB. 3-1	PROMOTE MIXED-USE DEVELOPMENT. Implement the design objectives of Traditional character areas in targeted locations.	Regulation	Community Dev.	-	Ongoing
FB. 3-2	SUPPORT PLACEMAKING STRATEGIES. Promote placemaking strategies that can be initiated by property and business owners.	Policy	City Managers Office	Community Dev.	Ongoing
FB. 3-3	REDUCE PARKING MINIMUMS. Amend land development regulations to provide greater flexibility in parking requirements.	Regulation	Community Dev.	City Managers Office, Engineering	Mid-term
FB. 3-4	PROMOTE MIDDLE DENSITY DEVELOPMENT. Adopt development provisions that provide for greater diversity in housing choice.	Policy	Community Dev.	City Managers Office	Mid-term
FB. 3-5	COMMERCIAL REVITALIZATION. Expand commercial revitalization efforts to Activity Centers.	Operations	City Managers Office	Community Dev.	Ongoing
FB. 3-6	DOWNTOWN REVITALIZATION. Update the Downtown Redevelopment District Implementation Plan.	Study	Community Dev.	Bartlesville Redevelopment Trust Authority, BDA	Mid-term
FB. 3-7	REDUCE DEVELOPMENT BARRIERS. Incorporate a development case review as part of a code assessment process.	Operations	Community Dev.	City Managers Office, Engineering, Public Works	Near-term

1. Complete table legend located on pages 137 and 138.
2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 137 for a full description of all categories.
BDA -Bartlesville Development Authority

Endeavor 2045 Action Plan, Future Bartlesville (continued)¹

ID	Action	Action Type ²	Lead Agency	Partnerships	Time Frame
Future Bartlesville Theme 3. Places of Pride (CONTINUED)					
FB. 3-8	DEVELOP NEW ACTIVITY CENTERS. Partner with land owners to implement the conceptual design ideas of the East Bartlesville and West Bartlesville areas of special consideration.	Operations	Community Dev.	Chamber of Commerce, City Managers Office	Long-term
FB. 3-9	BUILD CAPACITY FOR PROPERTY OWNERS. Give area property owners the tools and information to develop the land.	Operations	Community Dev.	City Managers Office	Ongoing
FB.3-10	DOCUMENT THE HISTORY OF WEST BARTLESVILLE. Work with neighbors to document the history of the neighborhood through stories and photos.	Operations	Westside Community Center	Community Dev., Bartlesville History Museum, Oklahoma Historical Society	Near-term
FB. 3-11	INTEGRATE PLACE CHARACTER IN PLANNING, DESIGN, AND PROGRAMMING. Identify and incorporate a branded identity for the neighborhood.	Regulation	Community Dev.	-	Ongoing
FB. 3-12	ENHANCE 6TH STREET. Enhance the public right-of-way along 6th street to encourage development.	Investment	Engineering	Public Works, Community Dev.	Near-term
FB. 3-13	CREATE AN INTERNAL TRAIL LOOP. Create an internal trail loop that circles the neighborhood and connects to the Pathfinder Parkway.	Investment	Engineering	Public Works, Community Dev.	Mid-term
FB. 3-14	ENHANCE IMPORTANT CROSSINGS. Create safe and accessible crossings at major roadways.	Investment	Engineering	Public Works, Community Dev.	Mid-term
FB. 3-15	DOWNTOWN CONNECTION. Provide pedestrian and bicycle connections to downtown.	Investment	ODOT	Engineering, Public Works, Community Dev.	Near-term
FB. 3-16	ORGANIZE THE DISTRICT. Provide a forum for property owners and businesses to discuss collective concerns and needs for the area.	Operation	Community Dev.	City Managers Office	Near Term

1. Complete table legend located on pages 137 and 138.
2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 137 for a full description of all categories.

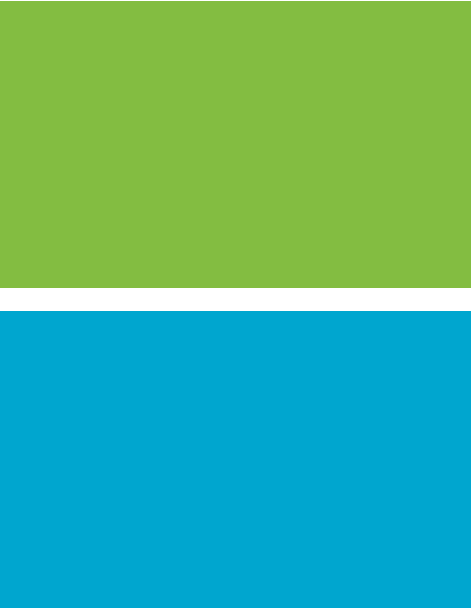
Endeavor 2045 Action Plan, Future Bartlesville (continued)¹

ID	Action	Action Type ²	Lead Agency	Partnerships	Time Frame
Future Bartlesville Theme 3. Places of Pride (CONTINUED)					
FB. 3-17	NEIGHBORHOOD BRANDING. Develop and implement a brand for the neighborhood and commercial area.	Operation	Community Dev.	Communications	Near-term
FB. 3-18	OUTDOOR GATHERING AREAS. Identify and develop an outdoor community space for residents to gather.	Investment	Community Dev.	Chamber of Commerce	Mid-term
FB. 3-19	MADISON/FRANK PHILLIPS TRAFFIC STUDY. Conduct a traffic study to evaluate potential solutions for traffic at the intersection of Frank Phillips Blvd and Madison Blvd.	Study	Engineering	Community Dev.	Near-term
FB. 3-20	RIPARIAN BUFFER. Incorporate green infrastructure to the riparian area along Madison Blvd.	Investment	Engineering	Water/Waster Water, Public Work	Mid-term
FB.3-21	MADISON MAKEOVER. Redesign Madison Blvd from Frank Phillip Blvd to Tuxedo Blvd to establish an attractive and walkable gateway to the district.	Investment	Engineering	Community Dev.	Long-term

1. Complete table legend located on pages 137 and 138.
2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 137 for a full description of all categories.



Improvements at Madison Blvd and Frank Phillips Blvd would ease turning motions at the intersections.



Prosperous Bartlesville

We will foster a prosperous city where businesses thrive, jobs are abundant, and innovation drives growth. By investing in infrastructure, education, and technology, we will strive for sustained prosperity through the diversification of our economic portfolio.

Endeavor 2045 Action Plan, Prosperous Bartlesville¹

ID	Action	Action Type ²	Lead Agency	Partnerships	Time Frame
Prosperous Bartlesville Theme 1. Economic Opportunity					
PB. 1-1	PROMOTE BUSINESS DIVERSIFICATION. Recruit and grow targeted industries in Bartlesville.	Policy	City Managers Office	BDA, Community Dev.	Ongoing
PB. 1-2	SUPPORT THE BARTLESVILLE DEVELOPMENT AUTHORITY. The City and other partners should continue supporting the Bartlesville Development Authority in attracting new businesses to Bartlesville.	Operations	Community Dev.	BDA	Ongoing
PB. 1-3	INVEST IN DOWNTOWN. Continue investing in the revitalization of Downtown as a hub for business and commercial activity.	Investment	Community Dev.	Bartlesville Redevelopment Trust Authority, BDA	Ongoing
PB. 1-4	REMOVE BARRIERS FOR ENTREPRENEURS. Provide opportunities for small business owners to establish in Bartlesville.	Regulation	City Managers Office	BDA, Community Dev.	Ongoing
PB. 1-5	FILM INDUSTRY. Bartlesville should continue positioning itself as a filming location for the entertainment industry.	Policy	Visit Bartlesville	Communications, City Managers Office, BDA	Ongoing
PB. 1-6	PLACE ECONOMICS. Promote quality of life and placemaking as a tool for economic development and community pride.	Operations	Visit Bartlesville	Communications, City Managers Office, BDA	Ongoing
PB. 1-7	AIRPORT ACCESS. Market the accessibility of the Bartlesville Municipal Airport and surrounding land as a location for trade.	Operations	BDA	Communications, Airport, City Managers Office, BDA	Ongoing
PB. 1-8	EXPAND TOURISM. Build and expand on tourism assets to market Bartlesville to travelers.	Operations	Visit Bartlesville	Communications, City Managers Office	Ongoing
PB. 1-9	RETAIL AND ENTERTAINMENT. Encourage retail and entertainment options that are attractive to younger audience.	Operations	BDA	City Managers Office, Community Dev., Communications	Ongoing

1. Complete table legend located on pages 137 and 138.
2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 137 for a full description of all categories.
BDA -Bartlesville Development Authority

Endeavor 2045 Action Plan, Prosperous Bartlesville (continued)¹

ID	Action	Action Type ²	Lead Agency	Partnerships	Time Frame
Prosperous Bartlesville Theme 2. Attainable Housing					
PB. 2-1	UTILIZE CITY OWNED LAND. Explore leveraging appropriate City owned land for residential development.	Policy	Community Dev.	City Managers Office	Near-term
PB. 2-2	RESTORE AGING HOUSING. Improve the condition of aging neighborhoods.	Investment	Community Dev.	City Managers Office	Ongoing
PB. 2-3	HOUSING INCENTIVE PROGRAM. Continue and expand the Resident Recruitment Program to promote housing revitalization.	Operations, Investment	BDA	Community Dev., City Managers Office	Ongoing
PB. 2-4	CONDUCT A POINT IN TIME COUNT. Conduct an annual point in time count to document and track the number of unhoused individuals in Bartlesville.	Operations	Community Dev.	Lighthouse, GRAND Behavioral Health, Agape Mission	Ongoing
PB. 2-5	PROVIDE HOMELESS ASSISTANCE. Addressing housing services for unsheltered and homeless residents through homeless assistance programs.	Operations	Community Dev.	Lighthouse, GRAND Behavioral Health, Agape Mission	Ongoing
PB. 2-6	ACCESSORY DWELLING UNITS. Explore allowing Accessory Dwelling Units (ADUs) by right.	Regulation	Community Dev.	City Managers Office	Near-term
PB. 2-7	DOWNTOWN HOUSING. Promote new and renovated living units in Downtown Bartlesville.	Policy	Community Dev.	Bartlesville Redevelopment Trust Authority	Ongoing
PB. 2-8	MAINTAIN THE HOUSING STUDY. Maintain and implement the 2024 Bartlesville Housing Study.	Operations	Community Dev.	-	Ongoing
PB. 2-9	COMMUNITY HOUSING PLANNER. The City should hire a Housing Planner to support and implement the Housing Study.	Operations	Community Dev.	City Managers Office	Mid-term
PB. 2-10	EXPAND AFFORDABLE HOUSING. Expand access to affordable housing units in Bartlesville.	Policy	City Managers Office	Community Dev.	Near-term
PB. 2-11	SENIOR FRIENDLY HOUSING. Increase the supply of senior friendly housing.	Investment	Community Dev.	City Managers Office	Ongoing

1. Complete table legend located on pages 137 and 138.
2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 137 for a full description of all categories.
BDA -Bartlesville Development Authority

Endeavor 2045 Action Plan, Prosperous Bartlesville (continued)¹

ID	Action	Action Type ²	Lead Agency	Partnerships	Time Frame
Prosperous Bartlesville Theme 2. Attainable Housing (CONTINUED)					
PB. 2-12	SPECIAL NEEDS HOUSING. Enhance housing for disabled and special needs populations.	Investment	Community Dev.	City Managers Office	Ongoing
PB. 2-13	SUPPORT FOR VETERANS. Develop tailored housing solutions for veterans living below the poverty line.	Operations	Community Dev.	City Managers Office	Near-term
PB. 2-14	SUPPORT WORKING FAMILIES. Facilitate the development of housing units for working families with children.	Operations	Community Dev.	City Managers Office	Ongoing
Prosperous Bartlesville Theme 3. Educational Advancement					
PB. 3-1	WORKFORCE DEVELOPMENT Support the local school districts, universities, and technical schools in developing a strong community workforce.	Operations	City Managers Office	Bartlesville Public Schools, Oklahoma Wesleyan University, Rogers State University, Tri County Tech	Ongoing
PB. 3-2	UPDATE COMMUNITY RESOURCES. Make improvements to community educational resources, such as the public library and area museums, to meet the changing needs and demands of residents and visitors.	Operations	Public Library, History Museum	City Managers Office	Mid-term
PB. 3-3	EARLY CHILDHOOD EDUCATION. Work with partner organizations to increase the accessibility of early child education and daycare.	Operations	Community Dev.	City Managers Office, BDA	Ongoing
PB. 3-4	YOUTH ENTREPRENEURSHIP. Develop and support a youth entrepreneurship program in the community.	Operations	Community Dev.	BDA, Bartlesville Public Schools, Rogers State, Oklahoma Wesleyan University,	Mid-term
PB. 3-5	LITTLE LIBRARIES. Support the installation of “Little Free Libraries” throughout the community.	Operations	Public Library	Community Dev., Bartlesville Public Schools	Short-term
PB. 3-6	ACCESSIBLE EMPLOYMENT. Support low barrier employment opportunities for residents to transition to traditional employment.	Operations	BDA	Community Dev., AbilityWorks, City Managers Office	Ongoing

1. Complete table legend located on pages 137 and 138.
2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 137 for a full description of all categories.
BDA -Bartlesville Development Authority

Livable Bartlesville

We will uplift our residents through the provision of quality neighborhoods, safe public areas, adequate healthcare, vibrant parks and public spaces, and engaging events and recreational opportunities.

Endeavor 2045 Action Plan, Livable Bartlesville¹

ID	Action	Action Type ²	Lead Agency	Partnerships	Time Frame
Livable Bartlesville Theme 1. Neighborhood Conservation					
LB. 1-1	NEIGHBORHOOD ORGANIZATION REGISTRATION. Create a program to register and recognize formal neighborhood organizations.	Policy	Community Dev.	Neighborhood Organizations	Mid-term
LB. 1-2	NEIGHBORHOOD ASSESSMENTS. Create a strategic planning process for neighborhood improvement projects.	Study	Community Dev.	Neighborhood Organizations	Mid-term
LB. 1-3	NEIGHBORHOOD BRANDING. Initiate a neighborhood branding program.	Operations	Community Dev.	Neighborhood Organizations, Communications	Mid-term
LB. 1-4	NUISANCE CODE ENFORCEMENT. Offer nuisance code instruction courses.	Operations	Community Dev.	Police, Communications	Ongoing
LB. 1-5	CLEAN-UP PROGRAM COORDINATION. Modify recurring clean-up programs to increase their accessibility to persons in need.	Operations	Community Dev.	Public Works	Near-term
LB. 1-6	LAND CONSOLIDATION. Consolidate properties with municipal liens for redevelopment.	Policy	Community Dev.	City Managers Office	Ongoing
LB. 1-7	NEIGHBORHOOD CONSERVATION COORDINATOR. Create a neighborhood conservation coordinator position.	Operations	Community Dev.	City Managers Office	Mid-term
LB. 1-8	PARK RANGERS. Create a volunteer park ranger program to monitor activity within municipal parks and open spaces.	Operations	Community Dev.	Public Works	Mid-term
Livable Bartlesville Theme 2. Cultural Cornerstones					
LB. 2-1	COMMUNITY EVENTS. Develop and support local festivals and events.	Operations	Community Dev.	Tower Center Arts District, Visit Bartlesville	Ongoing
LB. 2-2	ART IN PUBLIC PLACES. Support the addition of public art in the form of murals and statues.	Operations	City Managers Office	Bartlesville Art Association, Community Dev., Visit Bartlesville	Ongoing

1. Complete table legend located on pages 137 and 138.
2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 137 for a full description of all categories.

Endeavor 2045 Action Plan, Livable Bartlesville (continued)¹

ID	Action	Action Type ²	Lead Agency	Partnerships	Time Frame
Livable Bartlesville Theme 2. Cultural Cornerstones (CONTINUED)					
LB. 2-3	PERFORMING ARTS. Support and expand performing arts in the city.	Operations	Community Dev.	Bartlesville Community Center	Ongoing
LB. 2-4	COMMUNITY CENTER. Invest in the success of the Bartlesville Community Center.	Investment	City Managers Office	Bartlesville Community Center	Ongoing
LB. 2-5	SUPPORT THE PRICE TOWER. Promote and support the preservation and programming of the Price Tower.	Operations, Investment	City Managers Office	Community Dev., Tower Center Arts District	Ongoing
LB. 2-6	HISTORIC PRESERVATION ORDINANCE. Establish a historic preservation ordinance for Bartlesville.	Regulation	Community Dev.	Bartlesville History Museum, City Managers Office	Mid-term
LB. 2-7	ARCHITECTURAL STANDARDS. Develop a city-wide architectural standards manual.	Study, Regulation	Community Dev.	City Managers Office, Local Architects	Mid-term
Livable Bartlesville Theme 3. Places to Play					
LB. 3-1	PARKS AND RECREATION MASTER PLAN. Develop and implement a system-wide parks and recreation master plan.	Study	Community Dev.	Public Works	Near-term
LB. 3-2	PARK ACCESS. Provide a public park space within a 10-minute walk of all residential areas.	Investment	Community Dev.	Public Works	Ongoing
LB. 3-3	RECREATIONAL FACILITIES. Provide recreational facilities that are equitably distributed and align with resident preferences.	Investment	Public Works	Public Works	Ongoing
LB. 3-4	PATHFINDER PARKWAY. Expand the Pathfinder Parkway multi-use trails network.	Investment	Engineering	Community Dev., Public Works	Ongoing
LB. 3-5	INDOOR RECREATION. Build an indoor recreation and community center.	Investment	City Managers Office	Community Dev.	Mid-term
LB. 3-6	PARKLAND DEDICATION. Require parkland dedication and improvement as part of new development.	Regulation	Community Dev.	City Managers Office, Public Works, Engineering	Mid-term
LB. 3-7	PARKS AND RECREATION DEPARTMENT. Combine parks facility maintenance and programming under a unified department.	Operations	City Managers Office	Community Dev., Public Works	Near-term
LB. 3-8	PROGRAMMING AND EVENTS. Develop a diverse suite of public recreation programs and recurring events.	Operations	Community Dev.	Communications, Recreation Leagues	Ongoing

1. Complete table legend located on pages 137 and 138.
2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 137 for a full description of all categories.

Endeavor 2045 Action Plan, Livable Bartlesville (continued)¹

ID	Action	Action Type ²	Lead Agency	Partnerships	Time Frame
Livable Bartlesville Theme 4. Community Health					
LB. 4-1	EXPAND MEDICAL SERVICES. Expand the options for medical services in the community.	Policy	BDA	City Managers Office, Community Dev., Ascension Medical Center	Mid-term
LB. 4-2	RECRUIT MEDICAL STAFF. Support the attraction of primary care physicians, specialists, mental health professionals, and urgent care staff.	Operations	BDA	Ascension Medical Center, City Managers Office	Ongoing
LB. 4-3	MENTAL HEALTH SUPPORT. Support existing and new mental health facilities to provide response, diagnosis, and services for mental health patients.	Operations	Community Dev.	Grand Behavioral Health, AbilityWorks	Ongoing
LB. 4-4	PHYSICAL MOBILITY. Pursue Safe Routes to School, Transportation Alternatives, and other funding to develop active transportation facilities.	Investment	Community Dev.	Engineering, TSET Healthy Living Program	Ongoing
LB. 4-5	HEALTHY FOOD OPTIONS. Enable residents to access fresh and nutritious foods.	Policy	Community Dev.	TSET Healthy Living Program	Ongoing
LB. 4-6	URBAN AGRICULTURE. Educate residents on the benefits of urban agriculture and home gardens.	Operations	Community Dev.	Communications	Ongoing
LB. 4-7	ENVIRONMENTAL HAZARDS. Reduce the impacts of harmful environmental hazards.	Policy	Community Dev.	Engineering, Public Works, Water/Waste Water, Washington County	Ongoing
LB. 4-8	UNDERSERVED POPULATIONS. Improve health outcomes for traditionally underserved populations.	Policy	Community Dev.	TSET Healthy Living Program	Ongoing

1. Complete table legend located on pages 137 and 138.
2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 137 for a full description of all categories.

Natural Bartlesville

We will act as stewards of our open spaces and natural resources. Public services and infrastructure will be provided in a manner that intentionally balances community growth while protecting the natural environment.

Endeavor 2045 Action Plan, Natural Bartlesville¹

ID	Action	Action Type ²	Lead Agency	Partnerships	Time Frame
Natural Bartlesville Theme 1. Natural Environment					
NB. 1-1	WATER RESOURCES COMMITTEE. Continue to support the efforts of the Water Resources Committee to study potential resources to enhance and diversify Bartlesville's water supply.	Operations	Utility Services	Community Dev., Engineering, City Managers Office	Ongoing
NB. 1-2	WATER CONSERVATION. Continue to support water conservation policies and programs, such as the Water Shortage Ordinance, through regular evaluations and updates.	Regulation	Utility Services	Community Dev., Engineering, City Managers Office	Ongoing
NB. 1-3	PROTECT OPEN SPACES. Proactively pursue the conservation and protection of open space and sensitive natural environments (such as floodplains or wildlife habitats).	Regulation	Community Dev,	Engineering, City Managers Office	Ongoing
NB. 1-4	PROTECT THE FLOODPLAIN. Proactively pursue conservation of the Caney River and floodplain as a natural area.	Regulation	City Managers Office	Community Dev., Public Works	Ongoing
NB. 1-5	WEST BARTLESVILLE GREENWAY. Acquire and consolidate properties in West Bartlesville within the floodplain to create a connected greenway.	Investment	Community Dev.	Engineering	Long-term
NB. 1-6	COMMUNITY CLEAN UP. Partner with Keep Bartlesville Beautiful to conduct an annual community wide clean up program.	Operations	Keep Bartlesville Beautiful	Community Dev.	Near-term
NB. 1-7	COMMUNITY GARDENS. Develop partnerships with local community gardens and agricultural extension offices to provide support and education for the community on gardening best practices and techniques.	Operations	Community Dev.	Neighborhood Organizations	Near-term

1. Complete table legend located on pages 137 and 138.
2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 137 for a full description of all categories.

Endeavor 2045 Action Plan, Natural Bartlesville (continued)¹

ID	Action	Action Type ²	Lead Agency	Partnerships	Time Frame
Natural Bartlesville Theme 2. Built Environment					
NB. 2-1	DEVELOPMENT IN WEST BARTLESVILLE. Proactively test and remediation key parcels within the West Bartlesville area of special consideration to encourage development	Operations	Community Dev.	Engineering, Public Works	Near-term
NB. 2-2	GREEN STREETS. Develop Green Street design practices and incorporate them into other policies and design standards.	Policy	Engineering	Community Development, Public Works	Near-term
NB. 2-3	GREEN STREET PILOT PROGRAM. Identify one or two priority streets to pilot Green Street design practices.	Investment	Engineering	Community Dev., City Managers Office, Communications, Public Works	Mid-term
NB. 2-4	TREE PRESERVATION. Consider adopting a tree preservation ordinance to preserve and protect existing trees from new development.	Regulation	Community Dev.	Public Works, City Managers Office	Near-term
NB. 2-5	STREAMLINE BUFFER. Update the development code to establish streamline buffers which cannot be developed in to allow for the preservation of green space, stormwater management, trails, or other such opportunities.	Regulation	Engineering	Community Dev. Water/Wastewater	Long-term
NB. 2-6	LOW IMPACT DESIGN. Review and amend development regulations to encourage or incentivize sustainable or low impact design practices.	Regulation	Engineering	Community Dev.	Mid-term
NB. 2-7	ELECTRONIC BILLBOARDS. Coordinate with the County to reduce the prevalence of electronic billboards.	Regulation	Community Dev.	City Managers Office, Washington County	Near-term
NB. 2-8	DARKSKY COMMUNITY. Evaluate the necessary programmatic and regulatory changes needed to become an International DarkSky community.	Policy	Community Dev.	City Managers Office, Washington County, Astronomy Club	Mid-term

1. Complete table legend located on pages 137 and 138.
2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 137 for a full description of all categories.

Endeavor 2045 Action Plan, Natural Bartlesville (continued)¹

ID	Action	Action Type ²	Lead Agency	Partnerships	Time Frame
Natural Bartlesville Theme 3. Public Infrastructure and Services					
NB. 3-1	STORMWATER MASTER PLAN. Prepare a Stormwater Master Plan to evaluate drainage and stormwater issues throughout areas of Bartlesville to identify necessary improvements and policy updates.	Study	Utility Services	Community Dev.	Near-term
NB. 3-2	WATER MANAGEMENT PLAN. Prepare an Asset Management Plan for water and wastewater infrastructure.	Study	Utility Services	Community Dev.	Mid-term
NB. 3-3	WATER SUPPLY. Continue to plan for future drinking water supply needs.	Operations	Utility Services	Community Dev.	Ongoing
NB. 3-4	WATER EDUCATION. Create an easy to understand educational campaign to explain the benefits and importance of potable reuse from the expansion of the wastewater treatment plant.	Operations	Utility Services	Communications, City Managers Office	Near-term
NB. 3-5	WATER REUSE. Continue to support efforts to update or expand the wastewater treatment plan to allow for water reuse.	Operations	Utility Services	Community Dev.	Near-term
NB. 3-6	CURBSIDE RECYCLING. Initiate a study on how to make curbside recycling financially feasible.	Study	Utility Services	Community Dev., Public Works	Long-term
NB. 3-7	COMPOST SURVEY. Survey residents to determine if there is interest in curbside composting for yard waste.	Operations	Utility Services	Community Dev., Public Works	Mid-term
NB. 3-8	ENERGY EFFICIENT DESIGN. Encourage energy efficiency and innovation in homes, businesses, and City facilities.	Regulation	Engineering	Community Development	Ongoing
NB. 3-9	RESTORE INFRASTRUCTURE. Proactively enhance public infrastructure to improve site readiness on priority blocks.	Operations	Engineering	Public Works	Ongoing
NB. 3-10	POLICE AND FIRE DEPARTMENTS. Regularly evaluate police and fire staffing, facility, and training needs.	Operations	Police / Fire	City Managers Office	Ongoing
NB. 3-11	BURIED UTILITIES. Adopt a policy requiring electric, telephone, and cable lines to be installed underground in new developments unless determined otherwise by City staff.	Policy	Engineering	Public Works	Near-term

1. Complete table legend located on pages 137 and 138.
2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 137 for a full description of all categories.

Measuring Success

Benchmarking and measuring progress are critical components for ensuring plan success. Benchmarking involves setting clear, measurable goals and comparing actual performance against these standards. This process not only helps in tracking the implementation of the plan but also in identifying areas that need improvement. By regularly measuring progress, the City can maintain transparency, accountability, and community engagement. It allows stakeholders to see tangible results, fostering trust and continued support for the plan. It provides valuable insights that can guide future amendments and decision-making, ensuring that the community’s vision is consistently aligned with its development strategies.

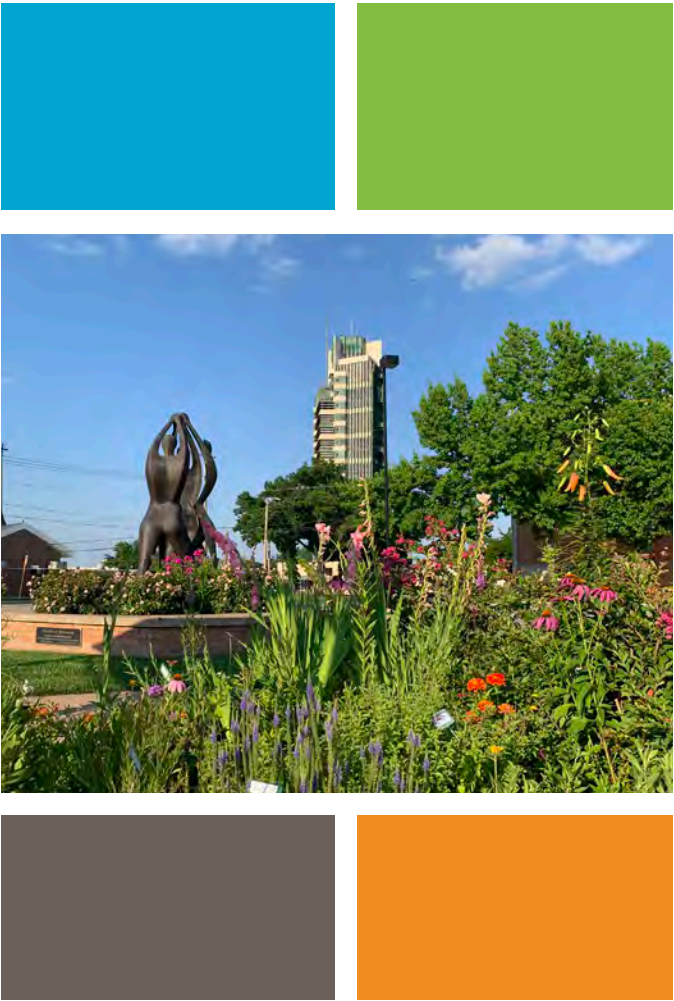
MONITORING PROGRESS

Significant efforts were made throughout the planning process to engage a broad range of residents, business owners, landowners, and other key stakeholders to ensure that the Endeavor 2045 plan aligns with the overall community vision. To maintain community interest and momentum, it is crucial for the City to be transparent about the progress made in the coming years towards implementing the plan. One way to communicate progress is through an annual progress report, which should discuss the status of implementation strategies and highlight accomplishments from the past year. The Community Development Department and the Planning Commission will take the lead on developing the progress report each year to present to the City Council.

PERFORMANCE METRICS

Measuring the success of Endeavor 2045 will require review and evaluation of key performance indicators. These indicators will measure the “success” of plan implementation and quantify the impact of the plan actions on the community. Many indicators will be qualitative in nature and difficult to quantify. However, progress may still be measured through setting benchmarks and aspirational targets.

The “Endeavor 2045 Performance Metric Examples” table on pages 154 through 155 contain a list of example indicators and measures that may be used when monitoring plan implementation. The measures are organized by plan guiding principle and theme. Other indicators may be used in addition to those listed on the table.



Endeavor 2045 Performance Metric Examples

Theme	Indicator	Measure(s)	Responsibility ¹
Future Bartlesville			
Purposeful Development Patterns	Residential Building Permits (Suburban Character Areas)	Increased building permits for new construction	Community Dev.
Purposeful Development Patterns	Residential Building Permits (Traditional Character Areas)	Increased building permits for new construction and renovations	Community Dev.
Purposeful Development Patterns	Form-based Districts	Decrease in use of PUDs in favor of form-based/transect districts.	Community Dev.
Reliable Mobility	Pathfinder Parkway	Increase in miles of the Pathfinder Parkway and other trail corridors	Community Dev.
Reliable Mobility	Vehicle Miles Traveled	Decrease the number of miles traveled by drivers	Community Dev.
Reliable Mobility	Interconnectivity	Increase the number of connections between roadways with new developments	Engineering
Places of Pride	Social Space	Increased amount (area) of outdoor gathering space	Community Dev.
Places of Pride	Building Orientation	Increase in percentage of building frontages that are at the build-to line	Community Dev.
Prosperous Bartlesville			
Economic Opportunity	Employment	Decrease in the unemployment rate	Community Dev.
Economic Opportunity	Local Workforce	Percent of workforce that lives within the city limits	Community Dev.
Economic Opportunity	Poverty	Decrease in the percentage of residents below the poverty line	Community Dev.
Attainable Housing	Housing Cost Burdened Status	Reduction in percent of residents who spend more than 30 percent of their household income on housing	Community Dev.
Attainable Housing	Homelessness	Decrease in the number of residents experiencing homelessness	Community Dev.
Attainable Housing	Housing Balance	Number of housing units that vary in density and size	Community Dev.
Educational Advancement	Graduation Rate	Increase in the high school and college graduation rates	Community Dev.
Educational Advancement	Early Childhood Education	Increase in number of daycares and preschool options	Community Dev.

1. Entity/Department responsible for tracking and maintaining the data.

Endeavor 2045 Performance Metric Examples (continued)

Theme	Indicator	Measure(s)	Responsibility ¹
Livable Bartlesville			
Neighborhood Conservation	Number of Registered Neighborhood Associations	Increase the number of registered neighborhood associations	Community Dev.
Neighborhood Conservation	Neighborhood Plans	Increase the number of individual neighborhood plans	Community Dev
Neighborhood Conservation	Land Consolidation	Increase in acres of land owned and developed by the city	Community Dev.
Cultural Cornerstones	Community Center attendance	Increase in activity and attendance at the Bartlesville Community Center	Bartlesville Community Center
Cultural Cornerstones	Festivals and Events	Increase in attendance at downtown festivals and events	Tower Arts District
Places to Play	Acres of Parkland	Increase the number of acres of parkland	Community Dev.
Places to Play	Park Access	Increase the number of residents that within a 10-minute walk of a park	Community Dev.
Places to Play	Recreational Programs	Increase participation of in programming at city parks	Community Dev.
Community Health	Healthcare providers	Increased number of healthcare providers in the city	Bartlesville Development Authority
Natural Bartlesville			
Natural Resources	Water Access	Increase the amount of publicly accessible drinking water	Utility Services
Natural Resources	Open Space	Amount (acres) of public open space	Community Dev.
Built Environment	Green Streets	Increase in miles of roadway that meet green street requirements	Engineering
Built Environment	Streamline Buffer	Linear miles of streamline that have open green space	Engineering
Public Infrastructure/ Services	Water Usage	Decreased rates of water usage per capita (residential, commercial, and industrial)	Utility Services
Public Infrastructure/ Services	Recycling Participation	Increase the percentage of residents who recycle	Utility Services
Public Infrastructure/ Services	Police/Fire Response Times	Reduced amount of time it takes to respond to an emergency	Police and Fire

1. Entity/Department responsible for tracking and maintaining the data.

Reporting and Amending

The Planning and Zoning Commission's report will be presented to the Mayor and City Council prior to the initiation of the annual budget development process so that report findings or recommendations may be considered as part of the City capital and operating budgeting process.

AMENDING THE PLAN

Amendments to Endeavor 2045 may be proposed by the Mayor and City Council at any time. Often, however, potential Plan amendments are minor in nature –not affecting the intent of the Plan –and can be identified and recommended by City staff. To provide predictability, most Plan amendments should occur in conjunction with one of two processes:

General Plan Amendments. Most amendments to Endeavor 2045 should be scheduled and initiated as a group on an annual basis following submittal of an annual Planning Commission's report to the Mayor and City Council. General plan amendments may address any component of the Plan, including the Future Development Program and Future Thoroughfare Program.

Future Development Map Amendments. The City may also develop a procedure to consider concurrent amendments to the Future Development Map in conjunction with a development application and staff report. Such a process can include additional application requirements such as developer/neighborhood meetings and cost-benefit analyses, and can create a greater level of public transparency where a possible change to the Future Development Map would be necessary to accommodate an applicant's proposal.

ANNUAL PROGRESS REPORT

The implementation action plan outlined earlier includes a mix of ongoing, short, medium, and long-term actions. As these initiatives are completed, it's essential to revise the action plan to guide budgeting and work program efforts for the upcoming years. Therefore, the action plan should be reviewed and updated annually, along with any changes to the Future Development Map. Throughout the year, staff and the Planning Commission should identify potential amendments to the plan. These amendments should then be collectively presented for approval by the Planning Commission and City Council on an annual basis. This process ensures that the plan remains relevant and practical for all stakeholders.

FIVE-YEAR UPDATE

Every five years, a comprehensive update should be conducted to review the existing plan, incorporate new growth trends, and assess whether the action plan strategies remain relevant and necessary to achieve the community vision. While this update does not constitute a completely new comprehensive plan, it should include the following elements:

- A summary of plan amendments and accomplishments since the initial adoption.
- A discussion of changes in demographics, physical boundaries, or other factors affecting community development.
- Updates to the Future Development Map.
- A re-evaluation of the implementation action plan based on current circumstances.

10-YEAR UPDATE

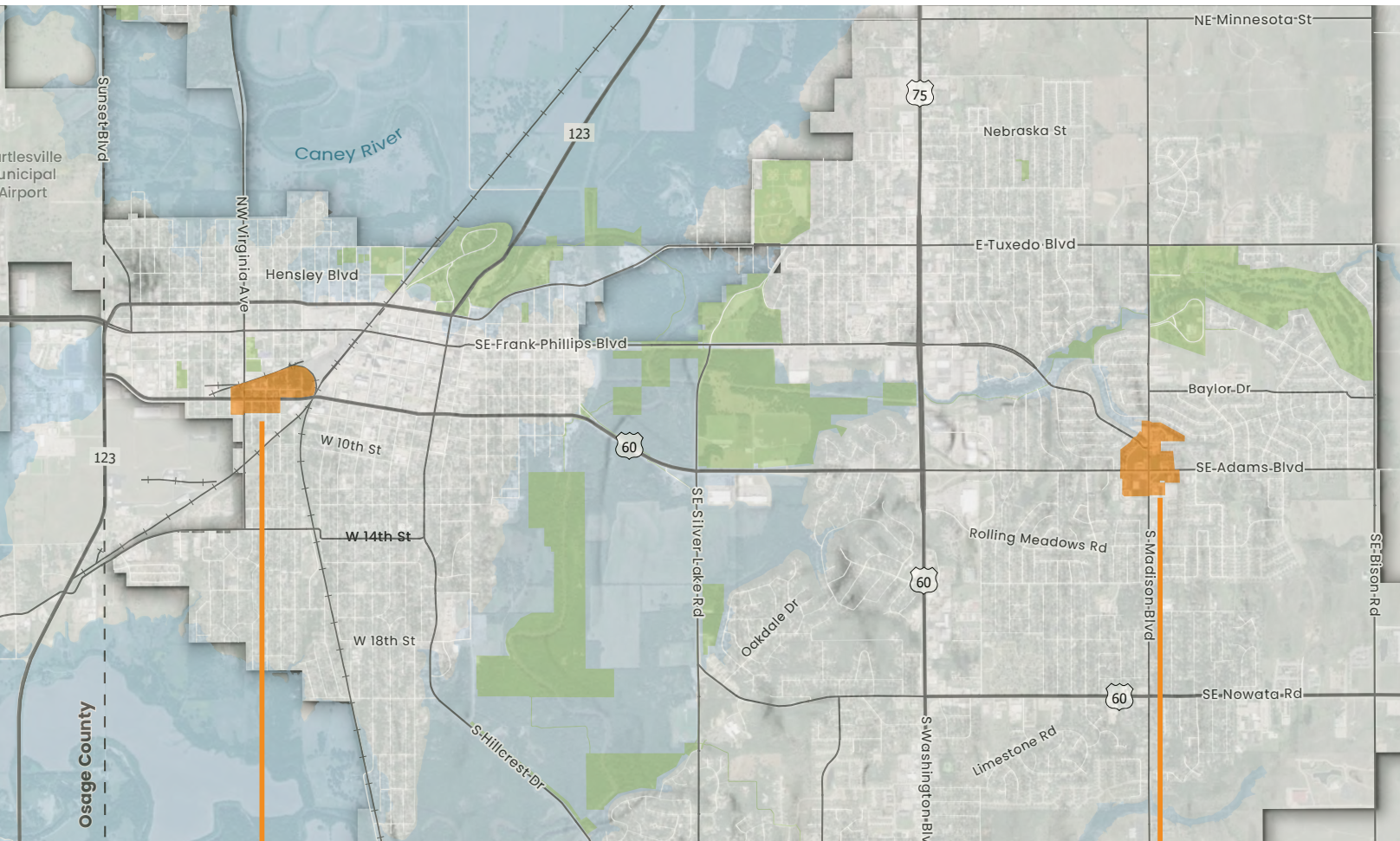
Every 10 years, a completely new comprehensive plan should be developed, covering approximately a 20-year planning horizon. This full plan update should include a community visioning process, public engagement, analysis of issues and trends, growth forecasts, future land use maps, and an implementation action plan. During the development of the new plan, existing implementation actions should be assessed to determine if they are still necessary to include in the updated plan.

CAPITAL IMPROVEMENT PROGRAM

A capital improvement program is a multi-year program that identifies upcoming infrastructure projects for prioritization and funding. Projects include streets and sidewalks; water, wastewater and drainage facilities; parks, open space, trails, and recreation facility construction and upgrades; and the purchase of major equipment. Identifying and budgeting for major capital improvements is an important component of plan implementation. Decisions regarding the prioritization of proposed capital improvements should take into account the policy and management directives of this plan to ensure alignment between the two.

Areas of Special Consideration

The Endeavor 2045 Comprehensive Plan is a citywide document, but the plan also focuses on two Areas of Special Consideration. These are smaller study areas, selected for unique character or opportunities based on early community engagement with residents. The areas were the focus of a three-day Design Workshop assessing opportunities for placemaking, infrastructure, and development based on stakeholder discussion and Endeavor 2045 Guiding Principles.



THE BRICKYARD

WEST BARTLESVILLE: THE BRICKYARD

The West Bartlesville Area of Special Consideration, known as “The Brickyards,” is located in the vicinity of SW Adams Boulevard and S Virginia Avenue. This area of the West Side of Bartlesville has been a hub of Black community and culture. The area has borne the burden of environmental damage, health risks, neighborhood degradation, and disinvestment.

Recommendations focus on restoring this part of Bartlesville as a community of choice and a place for all to experience. New housing, enhanced infrastructure, and cultural placemaking are pathways toward this neighborhood's goals.

THE POINT ON MADISON

EAST BARTLESVILLE: THE POINT ON MADISON

The East Bartlesville Area of Special Consideration, “The Point on Madison,” is at a three-way crossroads, where S Madison Boulevard intersects with both E Frank Phillips Boulevard and SE Adams Boulevard. This area of East Bartlesville has developed over time as a neighborhood convenience center. It features a variety of housing types, commercial spaces, and institutions.

Recommendations focus on enhancing the identity of this part of Bartlesville as a neighborhood center. Better communication among stakeholders, aesthetic enhancements, and infrastructure upgrades are pathways toward this neighborhood's goals.

Process



Above: Photographs of walking tours with study area participants, and diagrams created by participants.

PRE-WORKSHOP ASSESSMENT

Both areas were assessed prior to the workshop through research, interviews, and surveys with stakeholders. This assessment resulted in briefing materials covering each area's traffic and connections, historical development context, present characteristics, demographics, assets, challenges, and opportunities. Briefing materials presented four discussion questions to guide the design workshop for each study area.

DESIGN WORKSHOP

The Design Workshop took place June 17-19, 2024. On day one, the design team facilitated a half-day workshop for each Area of Special Consideration. Participants included property owners, residents, and representatives from community organizations in each area. During each workshop, participants walked the study area to discuss observations, and continued with a discussion of key questions about the future of the study area. Participants sketched and annotated ideas on personal maps of the area to share with the design team.

On day two, the design team developed findings from stakeholder workshops, and facilitated a discussion with leadership of City departments. On day three, the consultant team shared findings with the Comprehensive Plan Advisory Committee.

CONCEPT DEVELOPMENT

Following the design workshop, the consultant team developed concepts based on the aggregated feedback from design workshops. The result is this package of recommendations about Areas of Special Consideration.

West Bartlesville

1/4 Mile
5-Min Walk



About the Study Area

The West Bartlesville area of special consideration is a group of blocks bounded by the vacant railroad right-of-way to the north, SW 8th Street to the south, Penn Avenue to the west, and the railroad tracks to the east. The study area is largely composed of scattered homes of varying size, and many vacant parcels. The Cottages on 6th Street is a new affordable rental home community developed by Nehemiah Community Development Corporation. The Washington County Correctional Facility was constructed in the area around 2011.

North of the study area is a campus of quality public recreation sites (Frontier Swimming Pool, Veterans Park, sports fields, and the Boys and Girls Club) which serve as an anchor for West Bartlesville.

ASSETS

- Neighborhood organizations
- Heritage and culture (reunions, Juneteenth)
- Recreation destinations (citywide assets nearby like Frontier Pool, Boys & Girls Club, Douglass Park)
- New housing developments and destinations
- Sense of connection and proximity to downtown, events, and culture

CHALLENGES

- Higher infrastructure deficit than other areas of town
- Higher housing and land vacancy than other areas of town
- High truck traffic on Adams

OPPORTUNITIES

- Continue recommendations from 2011 West Bartlesville Redevelopment Plan
- Enhance connections with nearby areas and neighborhoods
- Demand for developing parcels in proximity to downtown and amenities to address new housing, and expand customer base
- Celebrating place character

DEVELOPMENT CONTEXT

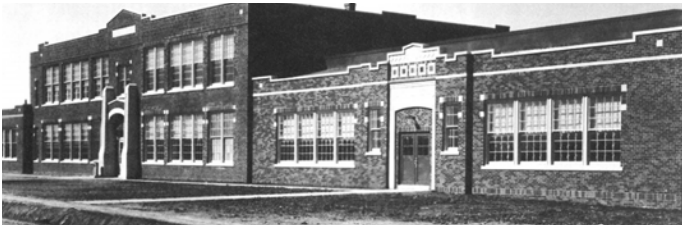
By the 1920s, the West Side of Bartlesville was growing up as a self-sustaining neighborhood for Black residents, and this particular area was one of the earliest spaces that became a Black and multicultural hub. Schools, churches, and businesses were all important institutions in the West Side, and the area was densely built through the 1960s. The shape of the rail spurs that join in the area once gave the name “The Y” and another place name was “The Brickyard.” The Douglass School was an important institution that stopped operating in 1971. The school continues as an important heritage asset, and alumni still celebrate with a reunion every three years.

Like many older central neighborhoods, the study area entered several decades of decline. The neighborhood's challenges included environmental contamination as a result of zinc smelting operations nearby, the subject of major remediation efforts and the National Zinc Overlay District (NZOD). By 2011, the study area was at a low with a very high number of vacant parcels. The Washington County Correctional Facility was constructed during this time following contentious debate with the neighborhood.

Between 2009 and 2011, the City and stakeholders worked together to complete the West Bartlesville Redevelopment Plan, that looked at the whole West Side of Bartlesville including the vicinity of this study area. The plan identified several strategies. Some have been partially implemented, while others are still relevant ideas that can be updated today, such as:

- New neighborhood identity and story, including physical expression of identity through wayfinding and signage
- Connectivity to the Pathfinder Parkway, creating a loop to close the parkway through the West Side
- New types of housing, including assembling land and creating cluster or courtyard housing
- Priority infrastructure projects, such as sidewalks and streetscapes on key corridors

Since the completion of the West Bartlesville Redevelopment Plan, some major new developments and infrastructure have come online in the vicinity of the study area. The Boys and Girls Club and Veterans Park received major upgrades. New sidewalks on Virginia and 5th created safer streets. The Cottages on 6th are a new development that aggregated multiple properties into a single group of affordable rental cottages with shared common amenities, transforming several blocks. These recent upgrades represent new standards for the neighborhood.



Douglass School was an important historic anchor for Bartlesville's Black community.

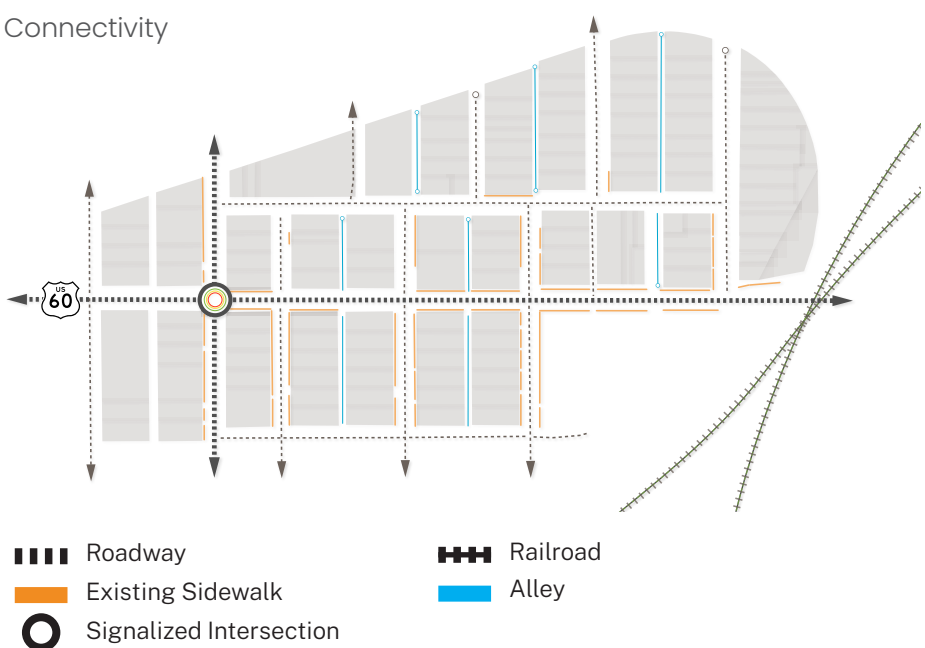


Aerial photographs of the study area from 1971, 2011, and 2024. The sequence shows the dramatic increase in vacant lots after 1971, and many new public and private investments since 2011.

TRAFFIC & CONNECTIONS

The study area boasts strong connectivity, with links to Adams Boulevard, Virginia Avenue, and an extensive network of alleys. Adams Boulevard is also US-60, an important east-west arterial road across Bartlesville. In the study area, Adams carries about 8,500-11,000 vehicles per day (ODOT, 2018). Workshop participants indicated that a high portion of volume on Adams Boulevard is heavy truck traffic, that feels loud and unsafe. This segment of Adams Boulevard will be included in a planned project by ODOT in coming years. Adams carries much higher traffic volumes east of downtown Bartlesville. Virginia Avenue is a north-south route that is important in West Bartlesville. It has a two-lane configuration and has been upgraded with sidewalks on the west side of the street.

Within a 10-minute walk are Veterans Park, Frontier Pool, the Boys and Girls Club, Douglass Park and the West Side Community Center. Within a 20-minute walk are downtown destinations like The Center and Bartlesville Public Library. However, sidewalk connectivity is limited, with gaps and missing crosswalks that hinder pedestrian movement.



SUSCEPTIBILITY TO CHANGE

Susceptibility to change examines how likely a particular area of land is to change its use. Various factors, including economic factors, policy, and human usage can influence this.

Some land uses, like vacant parcels, are most susceptible and ready for changes in development pattern.

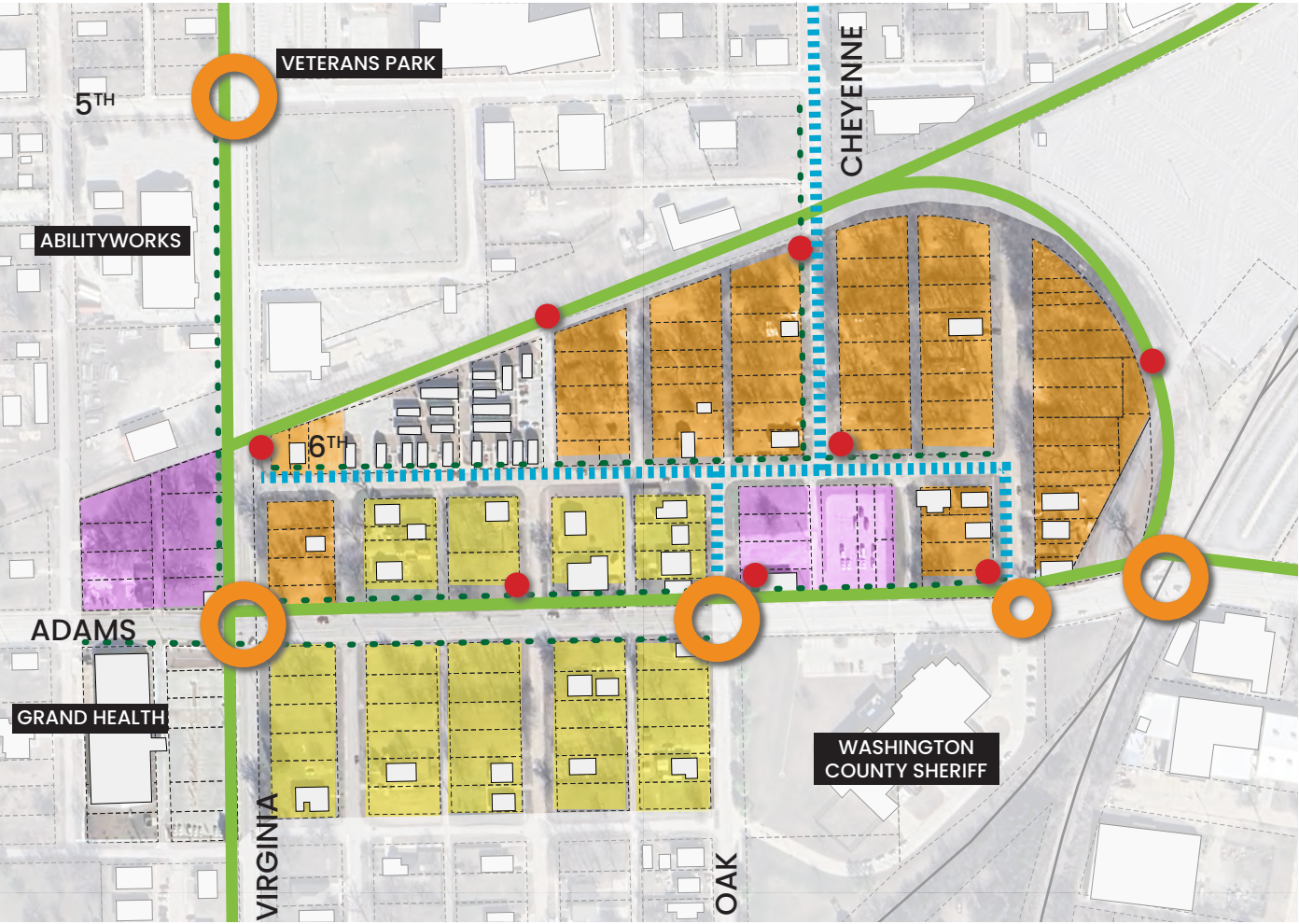
Parcels with single-family homes or major recent investments are unlikely to change in form soon.

Parcels with historically significant buildings should be considered for preservation.

Of the 133 land parcels in the West study area, 43% have low susceptibility to change, 17% have medium susceptibility to change, and 40% have high susceptibility to change.



Recommendations: The Brickyards



CONSTRUCT CONNECTIVITY INFRASTRUCTURE

Prioritize streets, sidewalks, and trails that set the stage for development and connect the area with West Bartlesville destinations, and citywide via Pathfinder.

- Priority Street Enhancements
- Enhanced or New Trails
- Priority Safe Crosswalks

RECOGNIZE PLACE CHARACTER IN THE PUBLIC REALM

Create an attractive public realm, where the heritage and culture of the area can be expressed through design and programming.

- Vegetation and Screening
- Gateways and Place Character

RESTORE DIVERSE HOUSING

Re-introduce owner-occupied and rental housing of various types and sizes for young people, families with kids, and downsizing seniors.

- Preserve and Infill
- Cottages, Townhomes, and/or Apartments

INCLUDE NEIGHBORHOOD SCALE COMMERCE & RETAIL

Provide physical space and support for small business, especially places for meeting like coffee or snack shops.

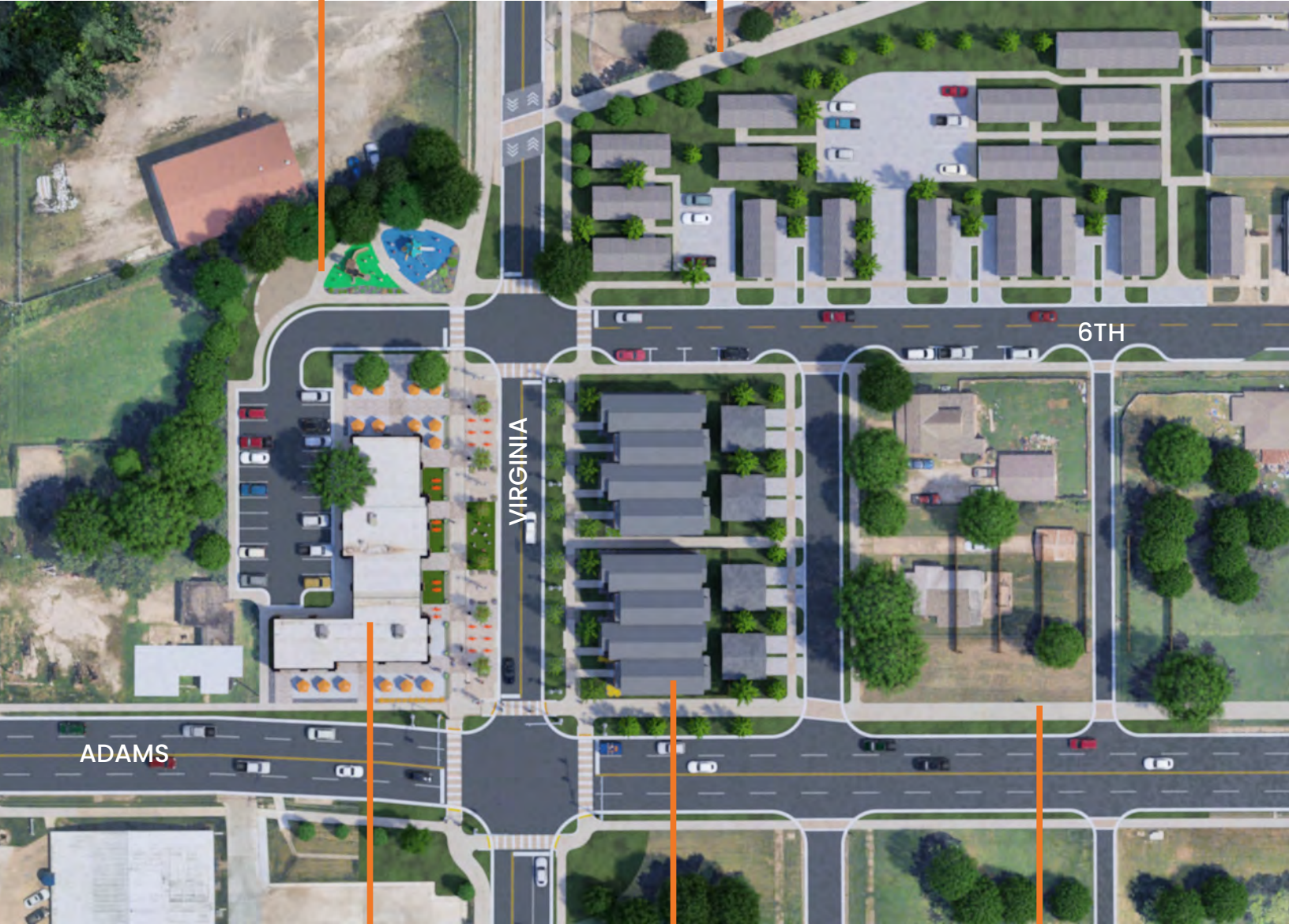
- Mixed Use Opportunity Sites



Public Space and Pathfinder Parkway Trailhead



Multi-use Trail Loop



Neighborhood Scale Retail

Patio Dining

Townhomes

Multi-use Trail Loop

RESTORE DIVERSE HOUSING

The City of Bartlesville can support efforts to re-introduce owner-occupied and rental housing of various types and sizes for young people, families with kids, and downsizing seniors. There is demonstrated opportunity in the study area for additional housing, notably including wait lists with existing developers for 20 or more units of housing. Stakeholders report that demand is from young people, families with kids, and seniors. Convenience and proximity to amenities make this study area ideal for development of housing to meet this demand.

There are barriers to development in legacy urban renewal and brownfield locations like this one. Most properties in this area do not require additional environmental remediation, but there is still an infrastructure deficit with aging utilities and streets.

Restore infrastructure to prepare sites for development as their owners are ready. Available vacant parcels are scattered throughout the study area and held by various owners. In the status quo, infrastructure would only be responsive to development activity, creating a difficult hurdle for individual owners. The City of Bartlesville can proactively enhance public infrastructure to improve site readiness on priority blocks like 6th Street. Infrastructure investment sends a positive signal to property owners, creates an incentive for development timing, and removes a barrier that is difficult to solve in a piecemeal fashion. Evaluate streets, sidewalks, lighting, water, and wastewater.

Reduce barriers or streamline development services in priority investment areas. Assess if any barriers or delays are experienced by small scale developers. Common barriers in older neighborhoods include zoning, subdivision, or use regulations that limit development within historic lot patterns or preclude real estate products that are in demand today. Municipalities are experimenting with pre-approved building types that support property owners in determining the most straightforward development types. Others are broadening the types of structures that are allowed by right, such as duplexes or accessory dwelling units.

Build capacity for property owners to participate in development and become partners in projects. Many property owners in the area are generational owners, who have interited property over time. For some, there are emotional family ties to the properties. Many of these owners may want the opportunity to participate in development and reinvest in the neighborhood. Although they may have varying levels of experience or capacity to lead projects, there are ways to support long-term owners being part of revitalization. Property owners can become equity partners in new developments, for example. Local organizations can also support capacity-building for property owners, in partnership with regional groups.

Case Study: PlaceKeepers
Oklahoma City, Oklahoma

Oklahoma City's PlaceKeepers is an initiative to build capacity among aspiring real estate developers, which facilitates an annual Minority Developers Conference.



Mixed infrastructure conditions along 6th Street.



Case Study: Build in Guthrie (BIG) Initiative
Guthrie, Oklahoma

Guthrie, Oklahoma developed the "Build In Guthrie" BIG Initiative, which included a catalog of pre-approved infill home plans to accelerate development of infill lots.



RECOGNIZE PLACE CHARACTER IN THE PUBLIC REALM

The City of Bartlesville can support efforts to improve documentation of West Side heritage, and incorporate cultural placemaking in design and programming of streets, trails, or parks. The West Side has extensive non-physical and physical assets that relate to its historical and modern culture.

PHYSICAL CHARACTER ASSETS

- Collection of photographs
- Historical locations and buildings that still exist
- Douglass School historical sign
- Community center facilities
- Public parks

NON-PHYSICAL CHARACTER ASSETS

- Connections and relationships among current and former residents
- Place names like the Brickyard or The Y
- Histories and stories, including legacies of individual people
- Iconography like the Douglass School's dragons and color purple
- Performance, music, and art
- West Side Community Center's programs like entrepreneurship training and garden club

Through partnerships and funding applications, support the documentation of the place character heritage of West Side Bartlesville. The list of assets to the left are a great starting place for documenting the place character of West Bartlesville, and particularly Bartlesville's Black history. However, there is a need to formalize some work on this documentation. Explore a partnership with the collections manager at the City of Bartlesville Museum, the West Side Community Center, and other groups:

- Create an inventory and archive of shared resources like photographs, maps, or documents.
- Facilitate interviews, focus groups, or conversations to help uncover place character, with a priority focus on local elders.
- Develop a greater understanding of the geography of place names like the Bricks, Brickyard, the Y, or West Side.
- Document the most celebrated people, locations, stories, icons, locations, and traditions.
- Create maps that document the block-by-block legacy of families, institutions, and businesses in the study area.

The **Oklahoma Heritage Preservation Grant** from the Oklahoma Historical Society can fund up to \$20,000 for grassroots efforts and projects for capacity building, collections, and exhibits.

- The Black Liberated Arts Center, Inc., in Oklahoma City, was awarded \$15,000 to inventory, organize, catalog, and store items and documents in its possession. This initiative is crucial for ensuring proper preservation for historical purposes, facilitating research, and supporting in-house and touring exhibits.
- El Reno Carnegie Library in El Reno, Oklahoma, was awarded \$15,155 for digitization of items focusing on urban development, local government, and local events during territorial and early statehood. Items will be digitized and placed on Gateway to Oklahoma History, a publicly accessible Internet archive.

The Oklahoma Humanities Council also offers relevant grants, including grants for **preservation and digitization of collections**, grants for **oral history projects**, and grants for cultural experiences like **walking tours or self-guided tours**.

Leverage the documentation of place character in planning, design, and programming. Place character can be incorporated into the design of gateways, signs, streets, landscaping, trailheads, and parks. A simple example is neighborhood wayfinding and signage that celebrates place names and symbols, as recommended in the 2011 West Bartlesville Redevelopment Plan.

Case Studies

The Civil Rights Heritage Trail (Birmingham, Alabama) features sidewalk exhibitions that are a self-guided tour of key locations, stories, and individuals that describe Birmingham's role in the civil rights movement.

The KnowCLT App (Charlotte, North Carolina) is a sidewalk exhibition and complementary audio/digital app experience that allows visitors to learn about places in a historical Black neighborhood, as they existed before they were demolished by the city's urban renewal initiative. Users can also gain achievements and rewards for visiting Black-owned businesses.



Sidewalk exhibits, Civil Rights Heritage Trail (Birmingham, Alabama)

CONSTRUCT CONNECTIVITY INFRASTRUCTURE

The City of Bartlesville can lead on infrastructure that promotes active transportation and achieves a long-time goal of closing the Pathfinder Parkway in a loop that includes West Bartlesville. The connectivity priorities described on this page are about development readiness (see “Restore Diverse Housing”), internal movement within the study area, and external connections to nearby assets.

Enhance 6th Street. The Cottages on 6th Street development has presented a good model for 6th Street as an attractive residential street. Extending a similar section with sidewalks, lighting, and street trees along 6th Street creates a framework for housing. A closed pedestrian loop of 6th Street, Santa Fe, Adams, and Virginia would be just over 1/2 mile of safe walking trail.

Explore use of historic rail right-of-way to create an internal loop for biking and walking. Using the historic rail right-of-way allows for creation of off-street paths that are highly desired in Bartlesville thanks to the model of the Pathfinder Parkway. The loop of Virginia, railroad right-of-way, and Adams would be about 3/4 mile internal loop in the study area. The trail can include rest areas with furniture, landscaping, and character experiences (See “Recognize Place Character in the Public Realm”).

Enhance important crossings. Some crosswalks are in need of enhanced design for safety and comfort. These include 5th and Virginia (an important crossing between Veterans Park and Douglass Park with no marked crosswalk), Adams and Virginia, and Maple and Adams.

Connect with Pathfinder Parkway and downtown. The concept to create a West Bartlesville segment, closing the loop of the Pathfinder Parkway, is still very relevant among stakeholders. Some widened sidewalks and pavement markings have been installed along Virginia, but the infrastructure does not yet meet the high standard and branding of Pathfinder Parkway. The City of Bartlesville can enhance existing trailways (wider sidewalks on Virginia) with wayfinding and branding, and can install a trailhead or signage to reflect West Bartlesville's connection to the system.



Comfortable, and playful, resting spaces on residential sidewalks located in Vancouver, British Columbia (top) and Charlotte, North Carolina.



Pathfinder Parkway trailhead and destination at Johnstone Park, Bartlesville.

INCLUDE NEIGHBORHOOD SCALE COMMERCE & RETAIL

The City of Bartlesville can permit land use patterns that provide physical space and support for small business, especially places for meeting like coffee or snack shops. Supporting organizations may be able to create programs that leverage these spaces in partnership with entrepreneurship training or small business programs.

Allow for a mix of uses, in moderation.

Stakeholders envision a mix of land uses in the study area that is primarily residential, but with light retail, restaurant, or office space on streets like Adams and Virginia. This mix of land uses reflects the historical patterns of the area.

Start with temporary, mobile, and micro-vendors. Trends like pop-up shops, coffee shacks, snow cone stands, and micro-retail allow small businesses to get a start in very small spaces. These approaches can be paired with training and capacity-building programs for aspiring entrepreneurs.



Above: Inviting social retail in a neighborhood setting.

Case Study: Batavia Boardwalk Shops
Batavia, Illinois

The Batavia Boardwalk Shops are 12’x12’ seasonal shops, operated as a retail incubator. Selected applicants participate in marketing, events, and approved trainings. The program is operated by Batavia Main Street.



Above: Batavia Boardwalk Shops

Left: Loyal to the Soil micro-businesses

Case Study: Loyal to the Soil
Oakland, California

Loyal to the Soil is a bookstore in Oakland, California that hosts a cohort of Black-owned businesses as micro-retail for 4-month rotations. The bookstore is an anchor that creates programs that draw in customers.



East Bartlesville

1/4 Mile
5-Min Walk



County Health Dept.

Dept. Human Svcs.
Soc. Sec. Admin.

Ignite Medical

About the Study Area

The East Bartlesville special area is a group of parcels near the intersection of Madison Boulevard with Adams and Frank Phillips Boulevards. The study area is largely composed of standalone commercial buildings including personal services, dining, gas/convenience, and anchored by a Homeland grocery. The study area also includes East Cross Church, Brookdale Bartlesville North assisted living facility, and private homes. The surrounding area is largely single-family and multi-family residential. To the north is the Delaware Tribe of Indians campus. To the north and east, the edges of Bartlesville urbanized area are about one mile from the intersection.

ASSETS

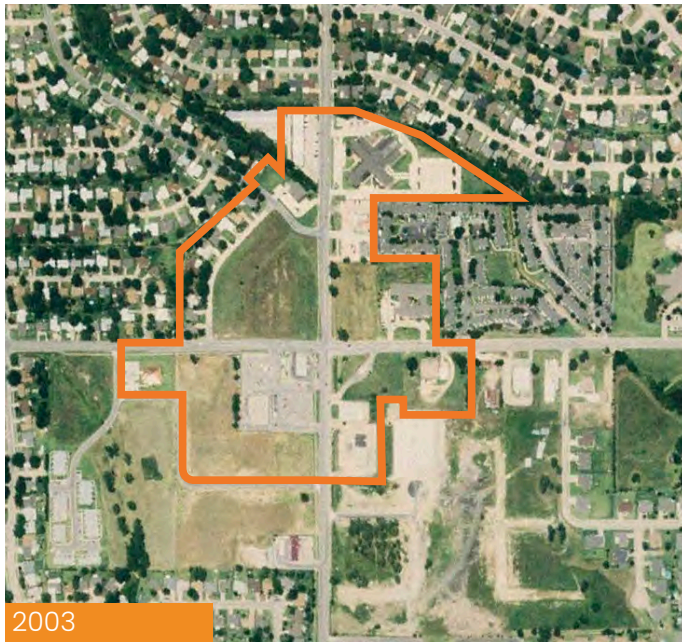
- Variety of housing options, including senior housing and variety of price points
- Locally-owned businesses and pride in local-serving institutions
- Community Anchors: East Cross Church, Sooner Park, Sooner Pool, Sooner Golf Course and Miniature Golf, Hoover Elementary and Madison Middle Schools, Tri County Technology Center, Social Security Building, Washington County Health Department, Ignite Rehab Center, Samaritan Counseling Center, Elder Care, Voice of the Martyrs

CHALLENGES

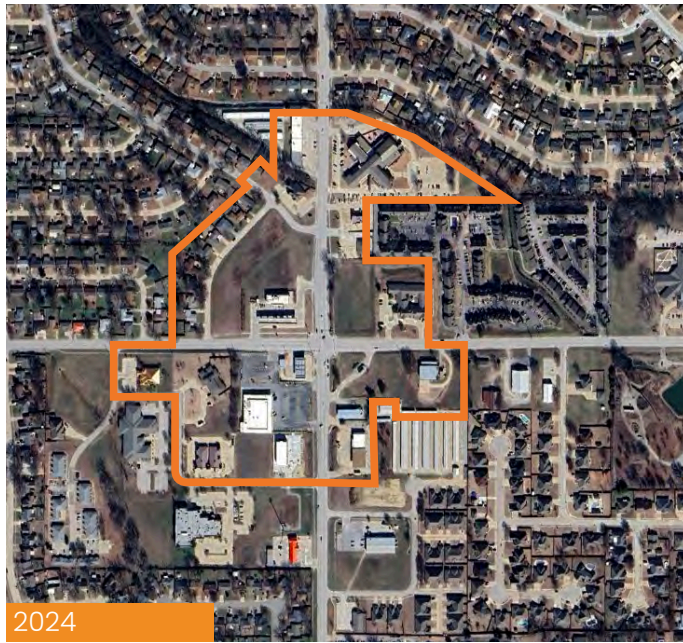
- Few areas for community members to gather
- Not so attractive
- Paving and sidewalk conditions
- Vacant gas station and lots

OPPORTUNITIES

- Enhance connections with nearby destinations
- Enhance or beautify neighborhoods and area aesthetic
- New areas for community to gather (young people and families, seniors)
- New destinations, businesses, or home types; new community facilities



2003



2024

DEVELOPMENT CONTEXT

The study area is an arterial intersection that remains partially undeveloped. Residential neighborhoods around the intersection were developed before the 1990s. A few commercial buildings and the church were also built before 1990, but the land around the corner was largely undeveloped. In 2003, streets were being laid to serve new sub-divided commercial and residential parcels, as shown in the aerial photograph.

As of 2024, new commercial development has occurred throughout the streets in the study area. However, there are several parcels that remain undeveloped. The service and convenience uses in the area reflect that the intersection is a neighborhood-serving commercial node.

Social and family resources like the Social Security Administration, Department of Human Services, and Washington County Health Department also came into the study area after 2003.

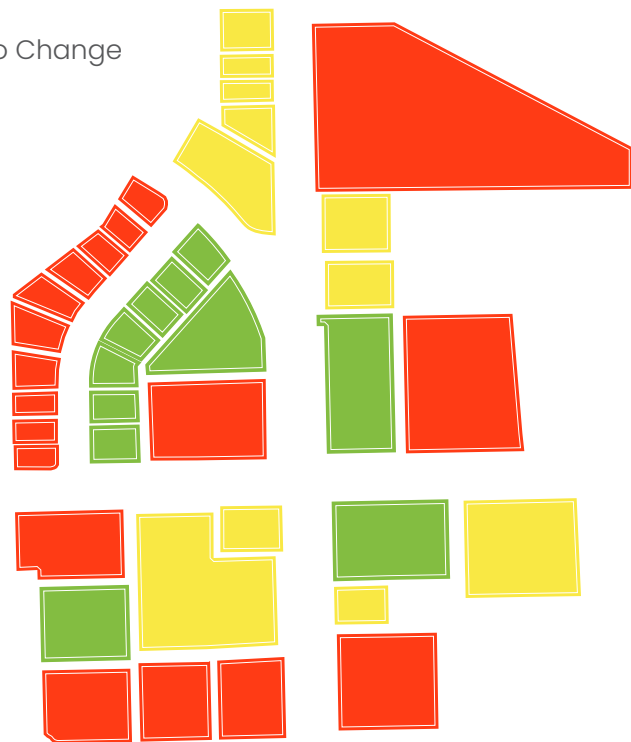
SUSCEPTIBILITY TO CHANGE

Susceptibility to change is an important analysis tool to inform future development in areas that have pre-existing development patterns.

Of the 40 land parcels in the East study area, 45% have low susceptibility to change, 27.5% have medium susceptibility to change, and 27.5% have high susceptibility to change.

Susceptibility to Change

- High
- Medium
- Low



TRAFFIC & CONNECTIONS

A key feature of the study area is the convergence of three important corridors in Bartlesville: Adams Boulevard, Frank Phillips Boulevard, and Madison Boulevard.

Adams Boulevard is an east-west arterial across Bartlesville. To the west, the corridor intersects the to US-75 and US-60 interchange and continues toward downtown Bartlesville. Adams carries about 9,000 vehicles per day west of the intersection, and lower volumes under 6,000 vehicles to the east of the intersection. It is 4 lanes with a left turn lane at the intersection.

Frank Phillips Boulevard, a parallel east-west collector with Adams, terminates into the study area. It carries about 4,000 vehicles per day. It has a residential section with turn lanes at Madison.

Madison Boulevard is a north-south arterial in East Bartlesville, with access to US-60 (Nowata Road) to the south. To the north, Sooner Park, Adams Golf Course, Madison Middle School, and Hoover Elementary are destinations. Madison carries about 8,000 vehicles per day. The roadway has four lanes with a center turn lane at the intersection.

BIKE & WALK CONNECTIONS

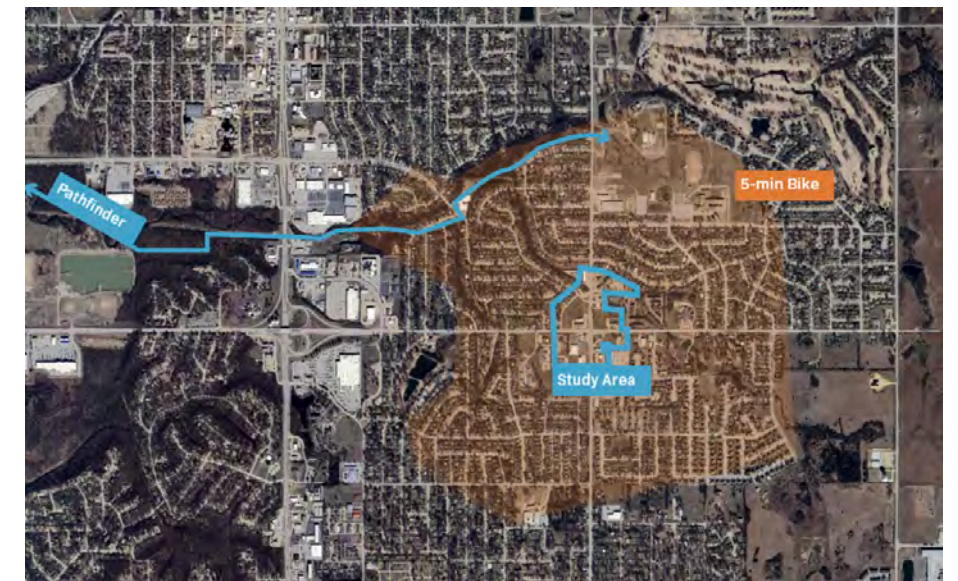
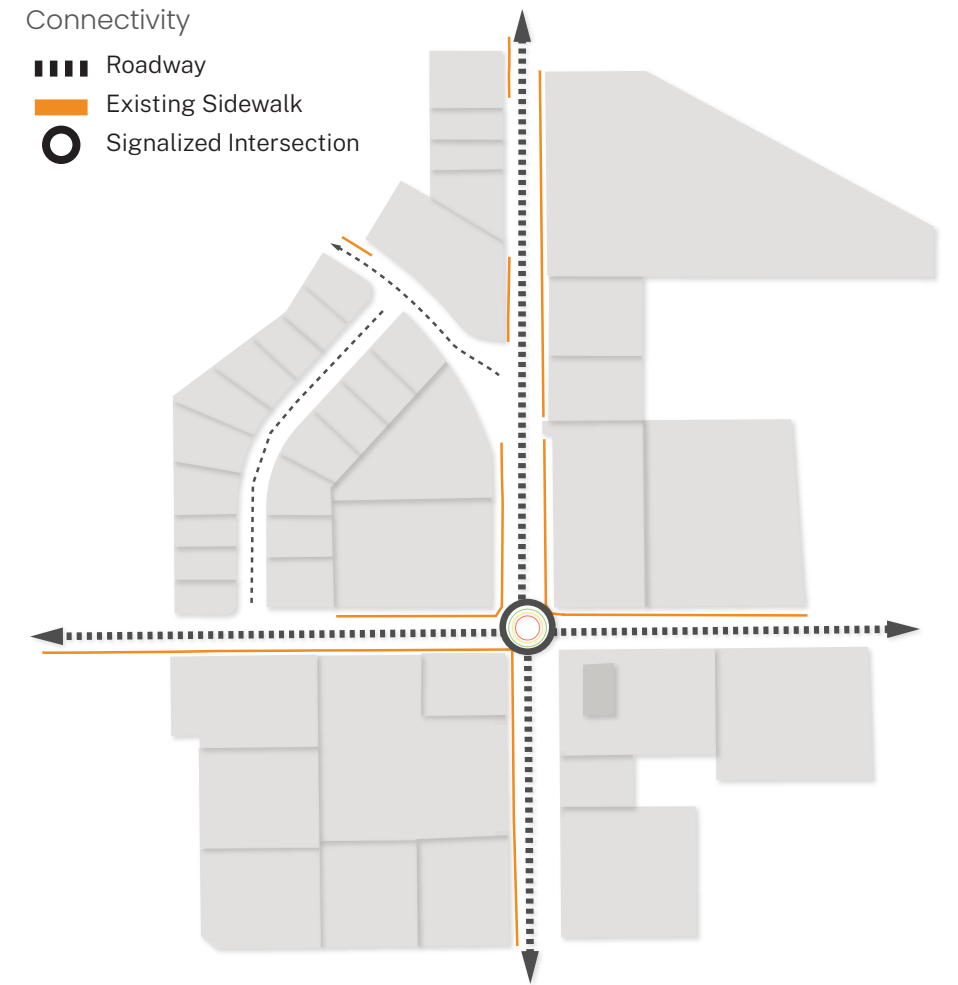
Sidewalks are intermittent and in varying conditions around the study area, but many destinations and connections are within a 5-minute bike ride for confident riders.

The Pathfinder Parkway trail system segment on Turkey Creek terminates into Sooner Park, with an underpass safely crossing under Madison Boulevard.

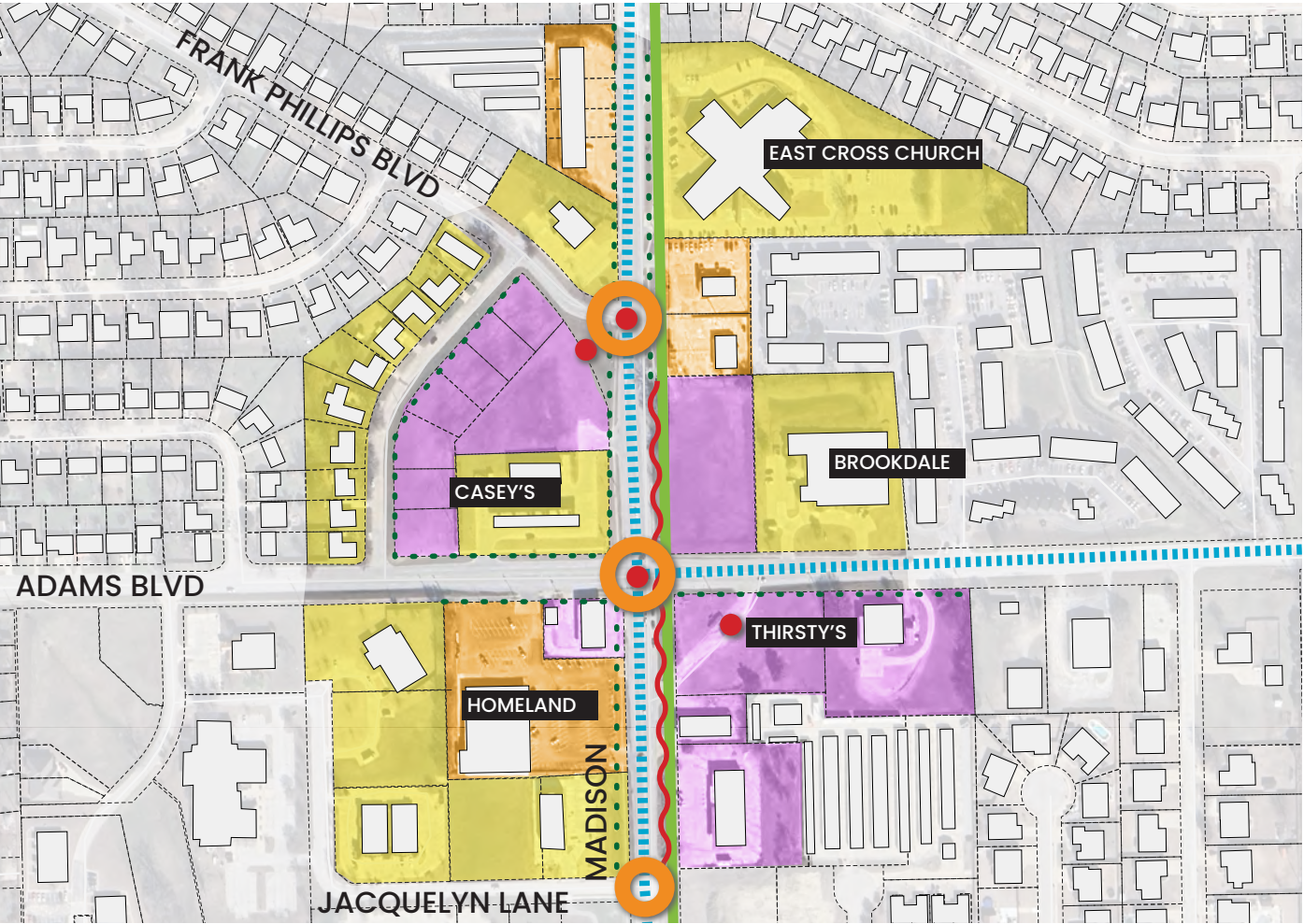
Confident riders in the neighborhood use streets like Hazel and Kings Way, to navigate around Adams and Madison since they are perceived as dangerous.

Connectivity

- Roadway
- Existing Sidewalk
- Signalized Intersection



Recommendations: The Point on Madison



ORGANIZE AS A DISTRICT

Support property owners, business owners, and institutions formalize an organization to discuss shared issues and collaborate on initiatives.

PROMOTE NEIGHBORHOOD CENTER IDENTITY

Build on the identity of being a neighborhood-serving center and a gateway to Sooner Park with new enhancements to public spaces, new building forms, and mixed use development sites.

- Development Opportunity Sites
- Enhancement and Infill
- Few Changes Anticipated
- Placemaking Sites and Character Elements

CREATE A MADISON MAKEOVER

Upgrade Madison Boulevard with a streetscape that addresses stormwater challenges, improves traffic flow, and improves the aesthetics of the study area.

- Reconfigured Street Section
- Vegetation and Screening
- Intersection Enhancements
- Stormwater Enhancement

CONNECT WITH SOONER PARK AND PLAN FOR PATHFINDER PARKWAY'S FUTURE

Formalize bike and pedestrian access to Sooner Park and the Pathfinder Parkway, allowing for future development of East Bartlesville to tie into this valued community amenity.

- Multi-Use Trail or Bike Lanes

ORGANIZE AS A DISTRICT

Vibrant commercial districts have many stakeholders that are all part of a constituency with shared issues and opportunity for mutual support and collaboration. In this study area, there is no forum for the City of Bartlesville, property owners, business owners, and area residents to collaborate to set priorities, or pursue common goals. An organized constituency is essential to the study area's overarching goal of developing into an attractive neighborhood center with a charming local identity.

Support movement toward a district organization. The City can act as a convener to begin this effort. A district organization can begin as simple, informal meetings of stakeholders on a recurring basis. It may evolve into a stronger, formal association that has defined responsibilities for shared benefits.

Understand roles in a district. District organizations recognize the mutual roles and responsibilities of different stakeholders. The City can invest in street improvements and stormwater infrastructure. Property owners and developers create and maintain properties that attract the tenant mix desired by the neighborhood, and they can upgrade their properties to new aesthetic standards. Business owners and operators can activate their storefronts and create programming to attract visitors. A district organization can recruit additional volunteer support, create events or programs across the district, and maintain placemaking and character elements like banners and seasonal decorations.



PROMOTE NEIGHBORHOOD CENTER IDENTITY

Stakeholders in the study area envision promoting a stronger, neighborhood-oriented identity. The Point on Madison is built around the idea of being a civic gateway to Sooner Park, with new housing, commercial buildings, and public character elements that enhance its neighborhood form.

Reinforce activity center development patterns with development on opportunity sites. Development opportunity sites include vacant parcels and underutilized parcels along Madison Boulevard. The sites may include commercial buildings that reinforce neighborhood character with screened parking and pedestrian oriented access. They may also include residential property types like attached townhomes where appropriate.

Renovate existing buildings or parcel edges to meet new aesthetic standards. Enhancement and infill sites are aging commercial properties that will benefit from aesthetic enhancement or strategic redevelopment. Some properties in the study area are recently developed and fully occupied, and may not change in the near future.

Include character elements and identify a location for a public gathering space. Character elements may include native landscaping, district markers, seasonal decorative banners, and public art along Adams Boulevard and Madison Boulevard. The study area would also benefit from a small space for public gathering. The triangle of right-of-way at the Frank Phillips and Madison intersection, or the parcel anchored by Thirsty's, could be event and gathering spaces.

Case Study: Edgewater Public Market
Edgewater, Colorado

An abandoned grocery store property was redeveloped as a neighborhood center in 2019. The upgraded property features attractive curb appeal, distinctive branding, and many small tenant spaces to maximize variety. Sections of the parking lot can easily be converted for special programs like seasonal markets or concerts.



CREATE A MADISON MAKEOVER

Madison Boulevard is of central importance to giving this area a sense of place and creating connections to nearby destinations. With traffic counts of 8,000 vehicles per day, high turn conflicts at Frank Phillips Boulevard, and an unappealing look for residents, Madison is ready for a makeover that unlocks potential of The Point on Madison.

Investigate a new control solution for Frank Phillips and Madison. Two important streets converge here. A high volume of left turns on and off of Madison Boulevard create traffic back-ups and higher risk of both rear-end and t-bone crashes. Based on the conditions at this intersection, a roundabout may be an appropriate traffic control device, pending further study. Roundabouts are a traffic solution that maintain traffic flow and reduce risk of injury crashes. Roundabouts are also an opportunity for aesthetic treatments and place character.

Investigate conversion to three-lane section with intermittent special-purpose lanes. Madison Boulevard’s traffic volume is within the appropriate range to consider a conversion to a three-lane section, with one lane in each direction plus a center turn lane. Some locations, such as the area near school drop-off zones or intersections with high turn volumes, may require special lanes based on traffic patterns. The conversion can create more space for on-street bicycle lanes (see: Connect with Sooner Park and Plan for Pathfinder’s Future).

Add more frequent pedestrian crossings and use intersections as an opportunity for branding and artwork. The only controlled crosswalk for pedestrians in the area is at Adams Boulevard, where markings have faded away. Many pedestrians walk along Madison Boulevard and cross throughout the neighborhood commercial district to access their destination, without the protection of a crosswalk. Marked crosswalks should be included at Jacquelyn Lane, and at Frank Phillips Boulevard. Jacquelyn Lane is a street with that accesses many social and personal services, and senior housing. Stakeholders also reported that Hazel Road (outside of the study area) is an important crossing location for people walking or biking, warranting crosswalk enhancements. In a three-lane configuration, consider the use of center islands to create two-stage crossings.

Pursue stormwater infrastructure for easier maintenance and aesthetics. Exposed stormwater ditches on the east of Madison, particularly on the southeast of the Madison and Adams intersection, were cited as an eyesore. At the same time, the trees and paved ditch to the northwest of the intersection were cited as an element that helped provide a sense of protection from traffic. The City can explore channelizing the drainage, putting it underground, or creating a rain garden for a natural aesthetic.



Above: 3-way roundabout with artwork; crosswalk with refuge island and character elements; visualization of rain garden treatment and character elements on Madison Boulevard.



Case Study: New Orleans Square
Broken Arrow, Oklahoma

The City of Broken Arrow helped set the stage for stakeholders to begin to organize and collaborate toward improvements in an older retail area of high vacancy. They created a branded name for the area, enhanced the design of arterial streets with intersection branding and improved crosswalks, and programmed parts of the parking area with special events. Future plans also call for adding more commercial space in excess parking areas.

CONNECT WITH SOONER PARK AND PLAN FOR PATHFINDER’S FUTURE

The heart of the study area, at Madison Boulevard and Adams Boulevard, is just over 1/2 mile from access to Pathfinder Parkway, two schools and Sooner Park. Residents in the area expressed that they often use circuitous routes through neighborhoods to gain access to the Pathfinder Parkway.

Include bike and pedestrian access on Madison Boulevard to connect to Sooner Park and its amenities. There are multiple ways to consider bike and pedestrian access along Madison. If the City pursues a three-lane conversion, there may be space for on-street bike lanes. Throughout community engagement, residents have expressed that the separation of Pathfinder Parkway from traffic is one of its best qualities. A path of 10-12’ along one side of Madison Boulevard would meet those standards.

Plan for Pathfinder Parkway to continue toward new areas of development on the east edge of town. Stakeholders feel that development will continue to the north and east, and that new development can and should be able to access the treasured Pathfinder Parkway system. Presently, cyclists use streets like Hazel, Kings Way, and Sooner Park Drive. Formalizing these routes or identifying a new, grade-separated trail corridor can help ensure that future housing is connected to the Point on Madison neighborhood center.

Scenario Planning

To understand the potential impact of a complete build-out for the two areas of special consideration, two models were produced for each location utilizing ArcGIS Urban. The first scenario was constructed to replicate a build-out that follows existing development patterns and uses current zoning and building requirements (as detailed in the Municipal Code of Ordinances). The second scenario projects a build-out that reflects the input and desires of neighborhood stakeholders, as identified through the design workshops.

The Brickyard

Scenario 1. Utilizing current lot sizes and zoning requirements, the first scenario is reflecting a development pattern that is primarily composed of single-family homes and industrial uses. This scenario projects a total of 26 housing units and 22 jobs. The combined property value would be just under \$18 million, generating approximately \$260,000 in property tax revenue. City services would be less impacted in this scenario, as fewer people would live and work in the area.



Scenario 2. Using the desired build-out scenario of the area would create more multi-family housing and commercial development, in lieu of the industrial uses. The additional multi-family housing would bring added density, nearly tripling the number residents from scenario 1 (approximately 311 residents in 133 units). This would create added property value of \$29 million, adding approximately 421,000 in property tax revenue. The added density would be a greater



The Brickyard, Scenario Impact Table		
Subject	Scenario 1	Scenario 2
Population	107	311
Households	92	194
Property Value Total	\$17,953,454	\$29,052,985
Property Tax Revenue Total	\$260,325	\$421,268
Jobs	22	29
Daily trips (/d)	1,769	2,640
Solid waste (lb/d)	342	942
Waste water (gal/d)	6,356	17,068
Household Daily Water Use (gal/d)	12,153	25,627
Daily Gas Consumption (Cu Ft/d) (/d)	21,111	61,360
CO2 emissions (lb/d)	2,026	5,385
Energy use (kWh/d)	8,196	21,326

The Point on Madison

Scenario 1. Continuing the current development style in the east study area would add primarily commercial services and buildings with an auto-orientation focus in their design. This model projects a population in the area of 38 within approximately 24 units. These would be in the form of several duplexes and existing single-family along Eton Drive. The additional build-out of the commercial spaces would bring a total of 120 jobs to the area and slightly over 5,000 daily trips. The property value would exceed an estimated \$36 million dollars and bring over \$522,000 in property tax revenue.



Scenario 2. The second scenario depicts a build-out with additional residential development in the form of higher density townhomes along Eton Drive, raising the projected population of the area to 99. Other changes include reorientation of building to front the roadway and filling vacant areas currently used for parking with additional commercial space. The changes slightly raise property value and property tax revenue. The additional population is a bigger impact on City services, such as water, waste water, and solid waste.



The Point on Madison, Scenario Impact Table		
Subject	Scenario 1	Scenario 2
Population	38	99
Households	24	58
Property Value Total	36,022,014	39,713,568
Property Tax Revenue Total	522,319	575,847
Jobs	120	127
Daily trips (/d)	5,390	5,819
Solid waste (lb/d)	289	475
Waste water (gal/d)	6,769	10,170
Household Daily Water Use (gal/d)	3,170	7,662
Daily Gas Consumption (Cu Ft/d) (/d)	7,497	19,533
CO2 emissions (lb/d)	2,340	3,415
Energy use (kWh/d)	10,925	15,202

BARTLESVILLE COMPREHENSIVE PLAN FISCAL IMPACT SUMMARY (DRAFT)

As part of the Comprehensive Planning process, Catalyst Commercial estimated the impact of sales tax to the City of Bartlesville based on the preferred land use scenarios prepared by Halff for two Areas of Special Consideration (ASC), with two scenarios each.

Program: The program inputs that were used for this analysis is depicted below.

Table 1. Additional Program

Land Use	ASC West Scenario 1	ASC West Scenario 2	ASC East Scenario 1	ASC East Scenario 2
Residential Single-Family	101,922 sf	121,138 sf	26,058 sf	33,340 sf
Residential Multi-Family	19,722 sf	111,167 sf	11,779 sf	40,052 sf
Industrial - Light	64,274 sf	0 sf	0 sf	0 sf
Retail	31,947 sf	38,953 sf	173,381 sf	180,152 sf
Restaurant Sit-Down	0 sf	0 sf	11,365 sf	0 sf

To estimate fiscal impact, Catalyst used the demand assumptions from the market analysis to estimate the future absorption through the over a 20-year planning period. It was assumed that each ASC would only each be able to absorb 10% of the total city absorption estimate for residential (350 units annually for single-family, 500 units annually for multi-family), 20% each of the total city absorption estimate for retail (27,000 sf), and 30% each of the total city absorption estimate for industrial (17,000 sf). These assumptions were made as not all development in those years will be located within the ASCs.

Annual Absorption Estimates for each ASC:

Single-Family	87,500 sf (35 units)
Multi-Family	50,000 sf (50 units)
Retail	5,400 sf
Industrial	5,100 sf

Note: Projected absorption is based upon historical and future projections and actual absorption is subject to the regulatory environment, business conditions, market factors, and other external influences.

Fiscal Impact: Based upon the above assumptions, Catalyst estimated the future sales tax implications to the City of Bartlesville for each scenario by ASC. For simplicity, the "Retail" and "Restaurant Sit-Down" were combined into a "Retail" column.

Tables 2-5. Cumulative Additional Program by Year by ASC by Scenario

ASC West Scenario 1	Cumulative Residential Single-Family	Cumulative Residential Multi- Family	Cumulative Industrial - Light	Cumulative Retail
Year 1	87,500 sf	19,722 sf	5,100 sf	5,400 sf
Year 2	101,922 sf	19,722 sf	10,200 sf	10,800 sf
Year 3	101,922 sf	19,722 sf	15,300 sf	16,200 sf
Year 4	101,922 sf	19,722 sf	20,400 sf	21,600 sf
Year 5	101,922 sf	19,722 sf	25,500 sf	27,000 sf

ASC West Scenario 1	Cumulative Residential Single-Family	Cumulative Residential Multi-Family	Cumulative Industrial - Light	Cumulative Retail
Year 6	101,922 sf	19,722 sf	30,600 sf	31,947 sf
Year 7	101,922 sf	19,722 sf	35,700 sf	31,947 sf
Year 8	101,922 sf	19,722 sf	40,800 sf	31,947 sf
Year 9	101,922 sf	19,722 sf	45,900 sf	31,947 sf
Year 10	101,922 sf	19,722 sf	51,000 sf	31,947 sf
Year 11	101,922 sf	19,722 sf	56,100 sf	31,947 sf
Year 12	101,922 sf	19,722 sf	61,200 sf	31,947 sf
Year 13	101,922 sf	19,722 sf	64,274 sf	31,947 sf
Year 14	101,922 sf	19,722 sf	64,274 sf	31,947 sf
Year 15	101,922 sf	19,722 sf	64,274 sf	31,947 sf
Year 16	101,922 sf	19,722 sf	64,274 sf	31,947 sf
Year 17	101,922 sf	19,722 sf	64,274 sf	31,947 sf
Year 18	101,922 sf	19,722 sf	64,274 sf	31,947 sf
Year 19	101,922 sf	19,722 sf	64,274 sf	31,947 sf
Year 20	101,922 sf	19,722 sf	64,274 sf	31,947 sf

ASC West Scenario 2	Cumulative Residential Single-Family	Cumulative Residential Multi-Family	Cumulative Industrial - Light	Cumulative Retail
Year 1	87,500 sf	50,000 sf	0 sf	5,400 sf
Year 2	121,138 sf	100,000 sf	0 sf	10,800 sf
Year 3	121,138 sf	111,167 sf	0 sf	16,200 sf
Year 4	121,138 sf	111,167 sf	0 sf	21,600 sf
Year 5	121,138 sf	111,167 sf	0 sf	27,000 sf
Year 6	121,138 sf	111,167 sf	0 sf	32,400 sf
Year 7	121,138 sf	111,167 sf	0 sf	37,800 sf
Year 8	121,138 sf	111,167 sf	0 sf	38,953 sf
Year 9	121,138 sf	111,167 sf	0 sf	38,953 sf
Year 10	121,138 sf	111,167 sf	0 sf	38,953 sf
Year 11	121,138 sf	111,167 sf	0 sf	38,953 sf
Year 12	121,138 sf	111,167 sf	0 sf	38,953 sf
Year 13	121,138 sf	111,167 sf	0 sf	38,953 sf
Year 14	121,138 sf	111,167 sf	0 sf	38,953 sf
Year 15	121,138 sf	111,167 sf	0 sf	38,953 sf
Year 16	121,138 sf	111,167 sf	0 sf	38,953 sf
Year 17	121,138 sf	111,167 sf	0 sf	38,953 sf
Year 18	121,138 sf	111,167 sf	0 sf	38,953 sf
Year 19	121,138 sf	111,167 sf	0 sf	38,953 sf
Year 20	121,138 sf	111,167 sf	0 sf	38,953 sf

ASC East Scenario 1	Cumulative Residential Single-Family	Cumulative Residential Multi-Family	Cumulative Industrial - Light	Cumulative Retail
Year 1	87,500 sf	19,722 sf	5,100 sf	5,400 sf
Year 2	26,058 sf	11,779 sf	0 sf	5,400 sf

ASC East Scenario 1	Cumulative Residential Single-Family	Cumulative Residential Multi- Family	Cumulative Industrial - Light	Cumulative Retail
Year 3	26,058 sf	11,779 sf	0 sf	10,800 sf
Year 4	26,058 sf	11,779 sf	0 sf	16,200 sf
Year 5	26,058 sf	11,779 sf	0 sf	21,600 sf
Year 6	26,058 sf	11,779 sf	0 sf	27,000 sf
Year 7	26,058 sf	11,779 sf	0 sf	32,400 sf
Year 8	26,058 sf	11,779 sf	0 sf	37,800 sf
Year 9	26,058 sf	11,779 sf	0 sf	43,200 sf
Year 10	26,058 sf	11,779 sf	0 sf	48,600 sf
Year 11	26,058 sf	11,779 sf	0 sf	54,000 sf
Year 12	26,058 sf	11,779 sf	0 sf	59,400 sf
Year 13	26,058 sf	11,779 sf	0 sf	64,800 sf
Year 14	26,058 sf	11,779 sf	0 sf	70,200 sf
Year 15	26,058 sf	11,779 sf	0 sf	75,600 sf
Year 16	26,058 sf	11,779 sf	0 sf	81,000 sf
Year 17	26,058 sf	11,779 sf	0 sf	86,400 sf
Year 18	26,058 sf	11,779 sf	0 sf	91,800 sf
Year 19	26,058 sf	11,779 sf	0 sf	97,200 sf
Year 20	26,058 sf	11,779 sf	0 sf	102,600 sf

ASC East Scenario 2	Cumulative Residential Single-Family	Cumulative Residential Multi- Family	Cumulative Industrial - Light	Cumulative Retail
Year 1	33,340 sf	40,052 sf	0 sf	5,400 sf
Year 2	33,340 sf	40,052 sf	0 sf	10,800 sf
Year 3	33,340 sf	40,052 sf	0 sf	16,200 sf
Year 4	33,340 sf	40,052 sf	0 sf	21,600 sf
Year 5	33,340 sf	40,052 sf	0 sf	27,000 sf
Year 6	33,340 sf	40,052 sf	0 sf	32,400 sf
Year 7	33,340 sf	40,052 sf	0 sf	37,800 sf
Year 8	33,340 sf	40,052 sf	0 sf	43,200 sf
Year 9	33,340 sf	40,052 sf	0 sf	48,600 sf
Year 10	33,340 sf	40,052 sf	0 sf	54,000 sf
Year 11	33,340 sf	40,052 sf	0 sf	59,400 sf
Year 12	33,340 sf	40,052 sf	0 sf	64,800 sf
Year 13	33,340 sf	40,052 sf	0 sf	70,200 sf
Year 14	33,340 sf	40,052 sf	0 sf	75,600 sf
Year 15	33,340 sf	40,052 sf	0 sf	81,000 sf
Year 16	33,340 sf	40,052 sf	0 sf	86,400 sf
Year 17	33,340 sf	40,052 sf	0 sf	91,800 sf
Year 18	33,340 sf	40,052 sf	0 sf	97,200 sf
Year 19	33,340 sf	40,052 sf	0 sf	102,600 sf
Year 20	33,340 sf	40,052 sf	0 sf	108,000 sf

To calculate *fiscal impact*, Catalyst used the following assumptions:

Sales per SF	\$300.00
Sales Tax Rate	3.4%

To estimate the *number of additional jobs and population*, Catalyst used the following assumptions:

Jobs	SF/New Job
Retail	980
Industrial	450
Industrial	450
Population	SF/New Resident
Single-Family	1,000
Multi-Family	667

Net Sales Tax Benefits, Job Growth, and Population Growth: Based upon the above values and tax rate assumptions, Catalyst calculated the estimated net sales tax benefits of each scenario.

Tables 6-7. Net Sales Tax Benefits by ASC

	ASC West Scenario 1			ASC West Scenario 2		
	Annual Net New Sales Tax	Annual New Jobs	Annual New Population	Annual Net New Sales Tax	Annual New Jobs	Annual New Population
Year 1	\$55,080	17	117	\$55,080	6	163
Year 2	\$110,160	17	14	\$110,160	6	109
Year 3	\$165,240	17	-	\$165,240	6	17
Year 4	\$220,320	17	-	\$220,320	6	-
Year 5	\$275,400	17	-	\$275,400	6	-
Year 6	\$325,859	16	-	\$330,480	6	-
Year 7	\$325,859	11	-	\$385,560	6	-
Year 8	\$325,859	11	-	\$397,321	1	-
Year 9	\$325,859	11	-	\$397,321	-	-
Year 10	\$325,859	11	-	\$397,321	-	-
Year 11	\$325,859	11	-	\$397,321	-	-
Year 12	\$325,859	11	-	\$397,321	-	-
Year 13	\$325,859	7	-	\$397,321	-	-
Year 14	\$325,859	-	-	\$397,321	-	-
Year 15	\$325,859	-	-	\$397,321	-	-
Year 16	\$325,859	-	-	\$397,321	-	-
Year 17	\$325,859	-	-	\$397,321	-	-
Year 18	\$325,859	-	-	\$397,321	-	-
Year 19	\$325,859	-	-	\$397,321	-	-
Year 20	\$325,859	-	-	\$397,321	-	-
Total	\$4,736,513	175	132	\$5,515,446	40	288

	ASC East Scenario 1			ASC East Scenario 2		
	Annual Net New Sales Tax	Annual New Jobs	Annual New Population	Annual Net New Sales Tax	Annual New Jobs	Annual New Population
Year 1	\$55,080	6	44	\$55,080	6	93
Year 2	\$110,160	6	-	\$110,160	6	-
Year 3	\$165,240	6	-	\$165,240	6	-
Year 4	\$220,320	6	-	\$220,320	6	-
Year 5	\$275,400	6	-	\$275,400	6	-
Year 6	\$330,480	6	-	\$330,480	6	-
Year 7	\$385,560	6	-	\$385,560	6	-
Year 8	\$440,640	6	-	\$440,640	6	-
Year 9	\$495,720	6	-	\$495,720	6	-
Year 10	\$550,800	6	-	\$550,800	6	-
Year 11	\$605,880	6	-	\$605,880	6	-
Year 12	\$660,960	6	-	\$660,960	6	-
Year 13	\$716,040	6	-	\$716,040	6	-
Year 14	\$771,120	6	-	\$771,120	6	-
Year 15	\$826,200	6	-	\$826,200	6	-
Year 16	\$881,280	6	-	\$881,280	6	-
Year 17	\$936,360	6	-	\$936,360	6	-
Year 18	\$991,440	6	-	\$991,440	6	-
Year 19	\$1,046,520	6	-	\$1,046,520	6	-
Year 20	\$1,101,600	6	-	\$1,101,600	6	-
Total	\$8,427,240	94	44	\$8,427,240	94	93

BARTLESVILLE COMPREHENSIVE PLAN

Market Analysis

Draft
10/9/2024

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Purpose

Catalyst Commercial was engaged by Halff to perform market analysis to provide an understanding of the local and regional economic trends, projected demographic changes, and the capacity for future development to support the Bartlesville Comprehensive Plan process. The purpose of this market assessment is to help inform the planning process to create a stronger, more sustainable, and resilient Bartlesville.

This analysis includes demographic trends and population projections to anticipate changing consumer preferences, changes in workforce needs, and impacts to local talent. Furthermore, this analysis explores economic indicators such as employment trends, income levels, and industry composition to gauge the overall economic health of the community and its impact on commercial real estate markets. By understanding all of these factors, Bartlesville can use the results to inform land uses that can accommodate new infill residential, retail, office, and industrial uses that meet the evolving needs of the city and enable economic growth that aligns with Bartlesville's vision and goals.

Ultimately, this study will serve as a tool for policymakers, planners, developers, and stakeholders to make informed decisions to shape the future of development in over the planning cycle. By leveraging data-driven insights and strategic planning principles, policymakers and other stakeholders are better equipped to create a diverse and resilient economy that benefits all residents and businesses.

Executive Summary

The City of Bartlesville is in northeast Oklahoma at the intersection of US Route 75 and US Route 60, approximately 47 miles north of Tulsa. Most of Bartlesville is in within Washington County with a small western portion of the city limits in Osage County. Bartlesville is currently home to 37,795 residents.

Bartlesville was incorporated in January 1897 as a railroad depot in the heart of United States rich agricultural region. Bartlesville has long excelled economically, beginning with the oil-focused economy. By 1909, there were over sixty oil companies established in the area. In 1917 Phillips Petroleum Company was established in Bartlesville and became Oklahoma's largest company. Today, ConocoPhillips, and other industry-oriented companies, still have a significant influence on Bartlesville's economy.

Results show that there are still strong needs for housing, retail, office, and industrial in Bartlesville. Further development of the housing and commercial markets within the city will be key in attraction of additional residents and employees by making Bartlesville an even more attractive place to live.

Initial Recommendations

To better position Bartlesville to meet the demands of its increased population and spur economic growth, Catalyst Commercial makes the following recommendations:

- **Diversification:** While maintaining its oil, gas, and energy sector, the city should target other industries best aligned with its resources, specifically Healthcare, Manufacturing, and Retail. Continue to develop the Bartlesville economy, growing the tax base and allowing the city to invest in amenities that make Bartlesville an even more attractive place to live.
- **Infrastructure:** Continue to invest in infrastructure that makes Bartlesville attractive to new development.
- **Increase housing stock:** Overall growth in Oklahoma can largely be attributed to the attractive cost of living which is determined significantly by housing costs. Bartlesville can mitigate affordability issues in the future by increasing its inventory of housing. The focus should be on multiple product types including the traditional detached single family as well as alternative housing such as townhomes, cottages, and low/medium density multifamily units. Almost half (48%) of the demand for renter-occupied units is for households aged 65+, so there is a large demand for either senior or age-restricted product or projects that are designed in a way for seniors to age in place (ground floor access, elevators, amenities).
- **Promote Bartlesville:** Bartlesville's main competition for residents and industry are its neighboring micro and metropolitans. To set itself apart, Bartlesville must brand itself based on its history, highlights, and advantages, and it must leverage that branding. Consider partnering with an outside firm that specializes in retail recruitment to make retailers better aware of Bartlesville and what it has to offer.
- **Community development:** Stakeholders have said that the small town feel and sense of community is why they love living in Bartlesville. This sense of community pride should be a high priority to maintain Bartlesville as a choice community. Efforts to increase investment in community amenities (parks, trails, communal spaces) and connectivity to commercial uses will pay dividends back to the city in maintaining and attracting new talent. Amenities like the existing trail system and its adjacency to the Caney River should be used as amenities to connect to new developments.
- **Invest in Downtown:** Bartlesville has an incredible asset in its existing Downtown. With new activity such as Buffalo Roam's investment in the First Christian Church, the historic architecture, and ConocoPhillips longtime investment in the district, Downtown should remain as a hub of economic activity. Consider an update to the 2003 Downtown Master Plan to update visioning, guidelines, regulations, policies, and prioritize investments.

Existing Conditions

Population

Compared to the rest of the nation, Oklahoma's overall population and economy have continued to grow, while maintaining a relatively low unemployment rate. According to Esri, the state's population increased by a total of 2.4% between 2020 and 2023 when it reached a population of 4,022,510. For perspective, Oklahoma's population grew by 0.7% in 2021 and 2022. However, by looking at the most recent numbers, there is an apparent surge of population growth; Oklahoma's population grew by 0.9% in 2023 alone, the fastest annual rate since 2013. Over

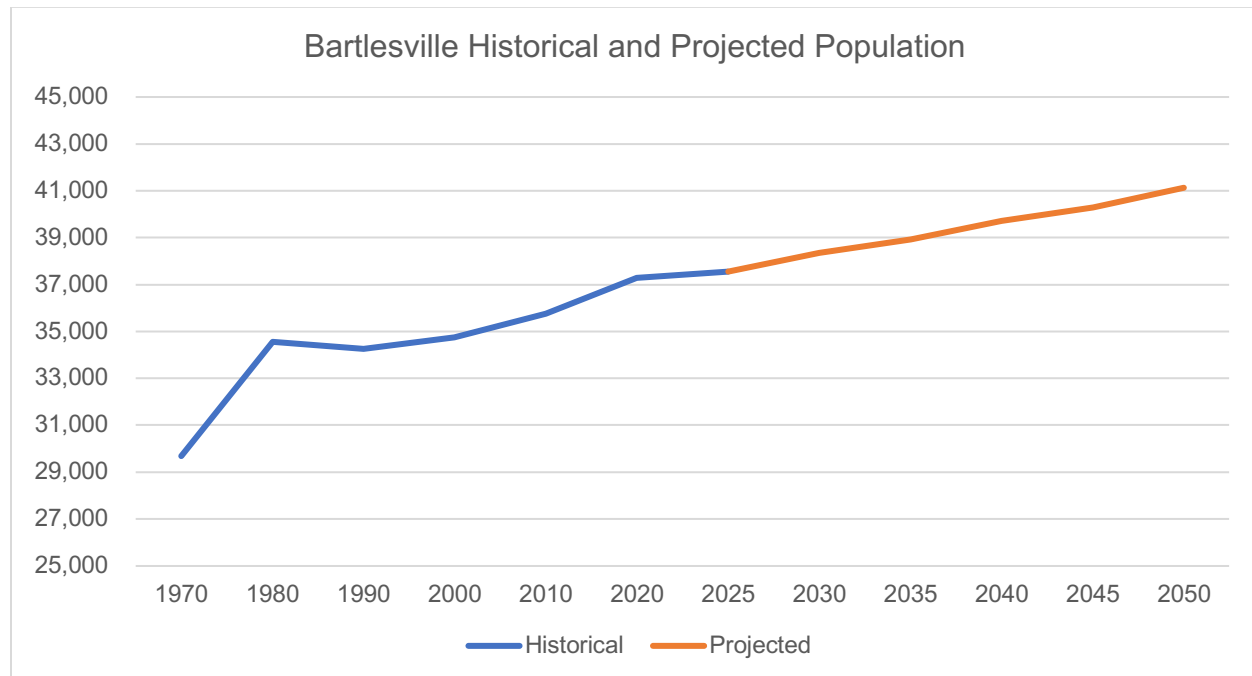
the last several years, Oklahoma has become one of the prime destinations for in-migration, especially from California, Texas, and Arizona. A business-friendly political climate and relatively lower cost of living make it an attractive place to live. According to the Federal Reserve Bank of St. Louis, Oklahoma had the 12th highest level of net domestic migration in the U.S. between 2020 to 2023, with a net increase of 1.9%.

The State Oklahoma's success has had positive impacts for Washington County. According to Esri, the population of Washington County increased by 1.5% between 2020 and 2022 when it reached a population of 52,721. Overall population growth is anticipated to pace similar areas in Oklahoma. Washington County is forecasted to have a positive average annual growth rate of 0.2% over the next 50 years. In comparison, Bartlesville's 2023 population was 37,795.

Bartlesville Population Projections

Year	Population
2023	37,795
2025	37,553
2030	38,341
2035	38,936
2040	39,706
2045	40,300

Source: Halff

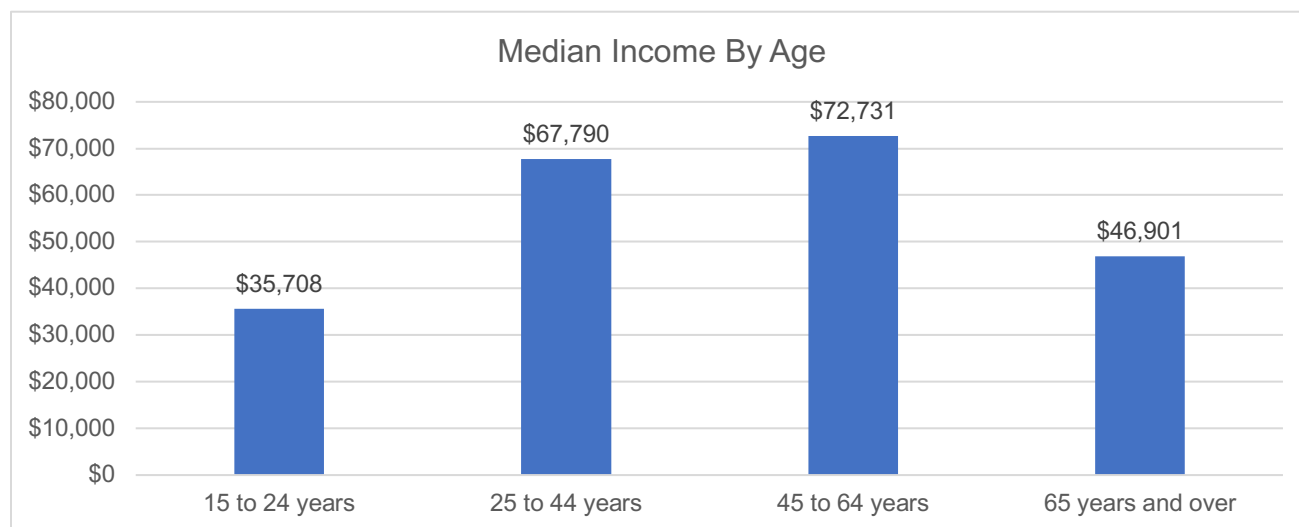


Source: Halff

Income and Employment

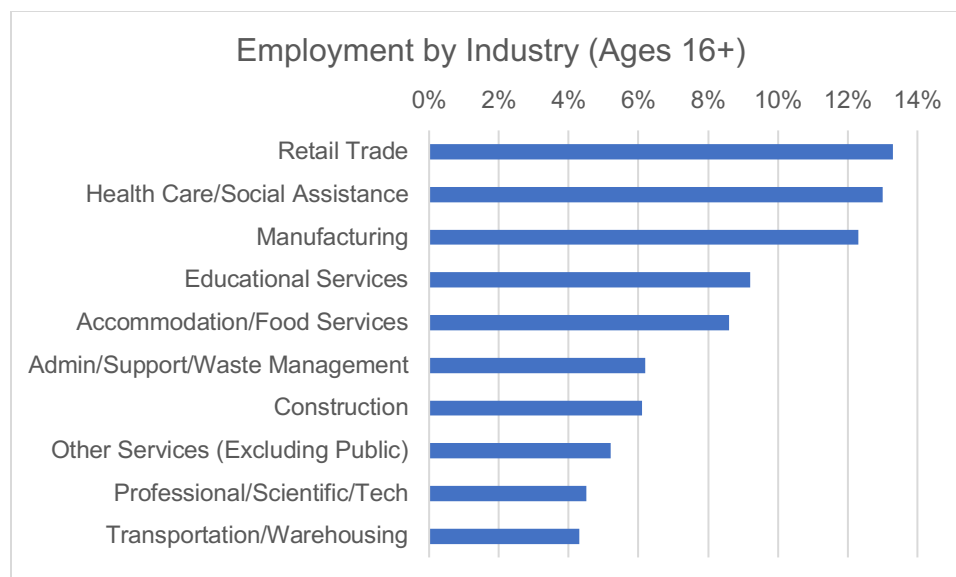
The median household income for Bartlesville at \$54,142 is slightly lower than that of the state overall, \$56,854 (source: Esri), but higher than Tulsa at \$52,142. Over 40% of Bartlesville residents are employed in the management, business, science, and arts occupations, with the two largest occupations being in office/administrative support (11%) and management (10%). The median income for residents 25 to 44 years is \$67,790 and the median income for residents aged 45 to 75 climbs to \$72,731. Approximately 36% of Bartlesville households have incomes over \$75k, 25% have incomes over \$100k, and 12% have incomes over \$150k.

Incomes and population ultimately translate into the purchasing power of the residents and how they reinvest these funds into the community through retail spend. Income and population are the two biggest factors retailers analyze when reviewing new sites. Bartlesville's relatively lower cost of living adds to purchasing power as the residents don't need to spend as much on housing leaving more of their incomes as discretionary funds to spend how they wish.



Source: Esri

Bartlesville is home to a host of recognizable firms and businesses; major employers include Phillips 66, ConocoPhillips, Walmart, Jane Phillips Medical Center, and the Bartlesville Public Schools. The largest portion of Bartlesville's workers are employed in retail (13.3%), followed by healthcare (13.0%), manufacturing (12%), and educational service (9%). This snapshot of the employed population by industry can help potential businesses assess the fit of their needs with the availability of an experienced local workforce.



Source: Esri

Examining employment by occupation can provide additional insight into where the city's working population stands and where it may expand. Bartlesville has the largest portion of individuals employed in what are considered white collar occupations.

Employment by Occupation (aged 16+)

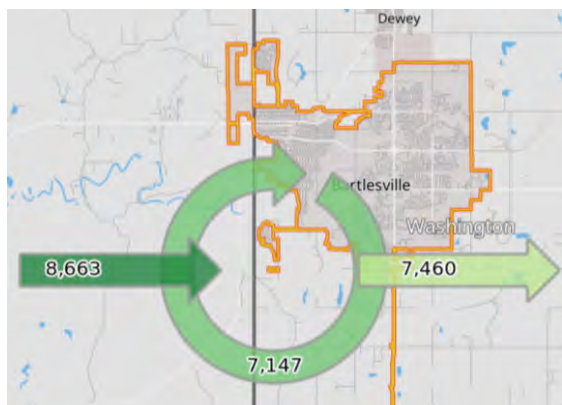
Occupation	Bartlesville	U.S.
Office/Administrative Support	11%	11%
Management	10%	12%
Computer/Mathematical	8%	4%
Sales and Sales Related	8%	9%
Transportation/Material Moving	7%	8%

Source: Esri

Nearly 8% of the local employment is in the computer and mathematical industry compared to 4% in the nation. The high concentration of computer and math industry is significant for the energy sector and STEM sectors. Computer and math occupations play a crucial role in data analysis and modeling, simulation and optimization, designing and optimizing energy management systems, and developing smart grid technologies. In addition, these occupations are also crucial in other industries such as manufacturing and logistics that Bartlesville may look to for additional diversification of their industrial economy.

These skills can be expanded on to support the development of numerous industries including quantitative analysis and risk management in the finance sector, healthcare data analytics, process optimization and quality control in the manufacturing industry, route optimization and demand forecasting, and logistics management in the transport and logistics sector.

The US Census Bureau shows a large outflow of Bartlesville residents to their place of work outside the city limits as well as a large inflow of non-residents coming into Bartlesville to work. More than 51% of Bartlesville's residents commute to a location outside of Bartlesville daily for work. Of these jobs held by Bartlesville residents outside the city limits, 27% of those jobs are within the Tulsa city limits, meaning 14% of all employed Bartlesville residents commute to Tulsa for work. Conversely, about 55% of the those employed in the Bartlesville city limits commute in from their homes outside the city daily.



Source: US Census Bureau

A potential competitive advantage for new businesses and for residents alike would be reducing commute times by increasing primary jobs and locating these jobs within Bartlesville. Expansion of industries providing primary jobs located inside the city limits can create additional spending in Bartlesville retail and restaurant establishments, cut commutes, and spur residential growth from those coming in from outside the city limits each day. A shorter commute could greatly enhance quality of life and improve the tax base and fiscal health and resiliency of Bartlesville. This also further develops Bartlesville as a complete community, allowing people to work in Bartlesville in addition to living and recreating in Bartlesville.

As part of this process, Catalyst conducted a Location Quotient Analysis (LQA). A LQA is a way of quantifying how concentrated an industry is within Bartlesville compared to the country as a whole. Location Quotient is calculated by dividing the share of jobs in one sector in Bartlesville by the share of jobs in the US. Utilizing the location quotient is a way to identify growth opportunities and comparative regional advantages. Bartlesville has the highest number of jobs concentration in Retail Trade (2,154) and Healthcare (2,100), followed by Manufacturing (1,992), then Accommodation/Food Services (1,381), and Education (1,486)

Industry	Bartlesville Jobs	Bartlesville Percent	US Percent	Location Quotient
Total	16,143	100.0%	100.0%	-
Agriculture/Forestry/Fishing	59	0.4%	1.2%	0.33
Mining/Quarrying/Oil & Gas	385	2.4%	0.4%	6.00
Construction	986	6.1%	7.1%	0.86

Industry	Bartlesville Jobs	Bartlesville Percent	US Percent	Location Quotient
Manufacturing	1,992	12.3%	9.6%	1.28
Wholesale Trade	209	1.3%	2.5%	0.52
Retail Trade	2,154	13.3%	10.8%	1.23
Transportation/Warehousing	689	4.3%	5.5%	0.78
Utilities	38	0.2%	0.8%	0.25
Information	283	1.8%	1.9%	0.95
Finance/Insurance	439	2.7%	4.8%	0.56
Real Estate/Rental/Leasing	288	1.8%	2.0%	0.90
Professional/Scientific/Tech	729	4.5%	8.0%	0.56
Management of Companies	299	1.9%	0.1%	19.00
Admin/Support/Waste Management	996	6.2%	3.8%	1.63
Educational Services	1,486	9.2%	9.0%	1.02
Health Care/Social Assistance	2,100	13.0%	14.5%	0.90
Arts/Entertainment/Recreation	381	2.4%	1.8%	1.33
Accommodation/Food Services	1,383	8.6%	6.5%	1.32
Other Services (Excluding Public)	832	5.2%	4.7%	1.11
Public Administration	415	2.6%	4.9%	0.53

Source: Esri

Similar to Industry Location Quotient Analysis, Catalyst Commercial reviewed the Location Quotients for Occupations. This process is a way of discovering the occupations that are truly unique and specialized in Bartlesville, compared to the national average. The previous table categorizes jobs by industry, and the table below categorizes jobs by function.

Occupation	Employed	Percent	US Percent	Location Quotient
Total	16,143	100.0%	100.0%	-
White Collar	10,025	62.1%	61.8%	1.01
Management	1,581	9.8%	11.5%	0.85
Business/Financial	1,030	6.4%	6.0%	1.07
Computer/Mathematical	1,282	7.9%	3.7%	2.14
Architecture/Engineering	499	3.1%	1.9%	1.63
Life/Physical/Social Sciences	461	2.9%	1.0%	2.90
Community/Social Service	337	2.1%	1.9%	1.11
Legal	44	0.3%	1.1%	0.27
Education/Training/Library	949	5.9%	5.9%	1.00
Arts/Design/Entertainment	165	1.0%	2.0%	0.50

Occupation	Employed	Percent	US Percent	Location Quotient
Healthcare Practitioner	689	4.3%	6.5%	0.66
Sales and Sales Related	1,275	7.9%	9.2%	0.86
Office/Administrative Support	1,713	10.6%	11.1%	0.95
Blue Collar	3,129	19.4%	22.3%	0.87
Farming/Fishing/Forestry	18	0.1%	0.6%	0.17
Construction/Extraction	776	4.8%	5.2%	0.92
Installation/Maintenance/Repair	451	2.8%	3.0%	0.93
Production	753	4.7%	5.4%	0.87
Transportation/Material Moving	1,131	7.0%	8.1%	0.86
Services	2,989	18.5%	15.9%	1.16
Healthcare Support	622	3.9%	3.4%	1.15
Protective Service	120	0.7%	2.0%	0.35
Food Preparation/Serving	1,097	6.8%	5.0%	1.36
Building Maintenance	760	4.7%	3.6%	1.31
Personal Care/Service	390	2.4%	1.9%	1.26

Source: Esri

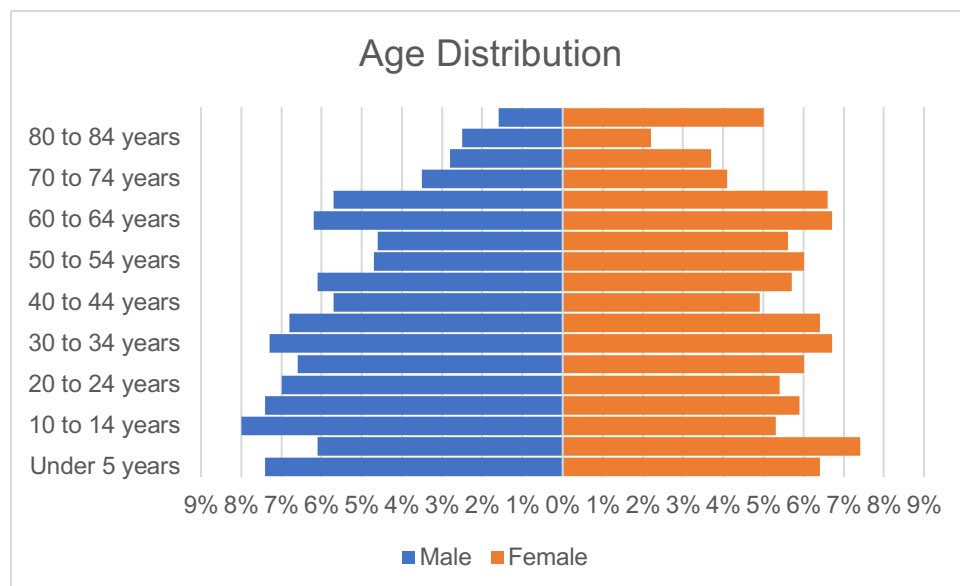
Age Distribution

As previously noted, the overall population of the city has a slightly younger population than the rest of Washington County. The median age is 42.1 years compared to Washington County's median age of 43.0. Emphasizing a greater concentration of young talent of the potential workforce could entice the attraction of additional businesses. Nearly 25% of the population is between the ages of 35 and 54, or what the Bureau of Labor Statistics deems "prime earning years." What is more, over the next 15 years the percentage of the population in these prime earning years is expected to grow to 27%. This population will also attract restaurant, retail, and support services.

Age is a factor when it comes to housing. Younger residents will likely look for rental units for flexibility before starting or growing their families and settling in their career. As these residents age, they will look for starter homes and later larger homes as their families and incomes grow. There can be a natural cycle where rental units become the choice of empty nesters and the elderly looking for more affordable housing and less maintenance responsibility in their later years.

The portion of the population who are neither prime earners or spenders are accounted for in a dependency ratio. Most of this population includes the elderly or retired and school-aged children. A dependency ratio is an age-population ratio of those who are typically not in the labor force and those who typically are in the labor force. The lower the ratio the less pressure there is on the workforce to support these younger and older populations. The City of Bartlesville has a slightly higher old age and child dependency ratio. The old age dependency

ratio for the City of Bartlesville is 33.4 compared to 26.5 for the state of Oklahoma. The child dependency ratio for the City of Bartlesville is 42.4 compared to 39.8 for the State of Oklahoma. The higher child dependency ratio will create growth amongst the younger population and create demand for goods and services to meet the needs of these younger growing families.



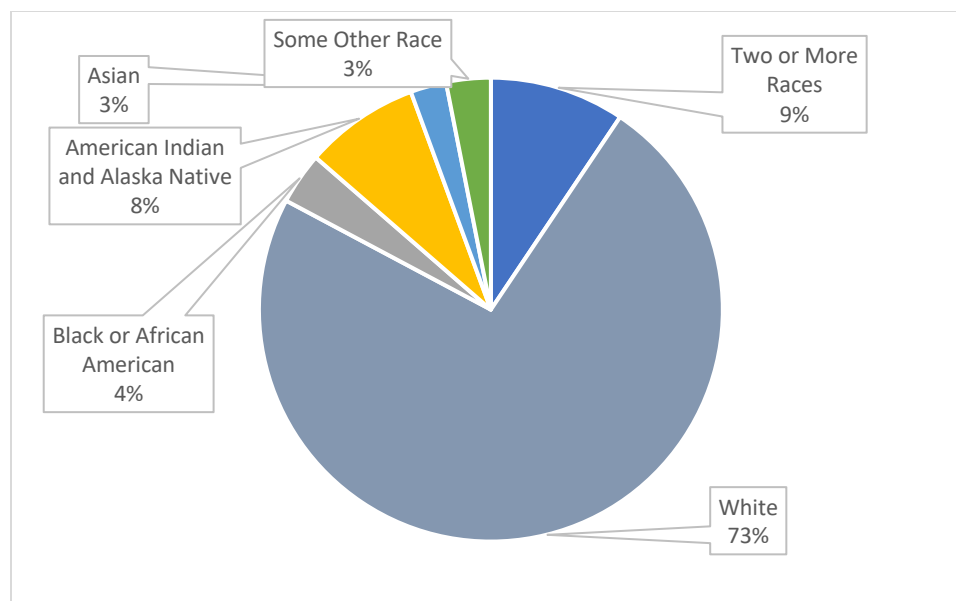
Source: Esri

Educational Attainment

The City of Bartlesville is well educated with 91.9% of the 25+ age population receiving a high school diploma compared with only 88.9% at the state level. Nearly 34% of the residents of Bartlesville have a bachelor's degree or higher compared to 27% for the State of Oklahoma. A well-educated population generally translates to higher income earners and discretionary spending. Young residents with discretionary income will likely seek restaurants and retail establishments that appeal specifically to their age demographics. Younger populations are also interested in amenities, some of which are already in Bartlesville including golf courses and recreation or multi-use trails.

Race and Ethnicity

The largest racial and ethnic composition of the City of Bartlesville is White, at 67.3%, and two or more races at 14.7%, and American Indian at 9%. Of the total population, 7% identify their ethnicity as Hispanic. As projected in-migration continues, the makeup of the population will naturally shift as seen in nearby Tulsa. The Asian population and two or more race populations are projected to grow throughout the state and region. This means that planning will need to anticipate diversification of offerings to better meet the needs and tastes of a more diverse population.



Source: Esri

Psychographic Profile

To better understand the psychology of consumers, psychographics make use of qualitative and quantitative methods to study personality, values, attitudes, opinions, and lifestyles to make educated predictions about consumer populations which would be lost in using demographics alone. In other words, these psychographic studies give nuance to available demographic numbers; they tell the story of the composition of consumers and residents within Bartlesville in context with the region.

As has been shown, demographics like age, income, education, race, and ethnicity can change a person's attitudes about where they live and where they work. By analyzing psychographics, policymakers and other stakeholders can connect households with similar interests, even if they're in different areas. For the City of Bartlesville, this analysis was done using Esri Tapestry lifestyle segmentation, which categorizes neighborhoods based on demographics and socioeconomic factors. This gives a clearer picture of customers and helps identify the best markets. The most prevalent segments within Bartlesville are discussed below.

Psychographic Segments

Segment	% of Households
Midlife Constants	21.7%
Traditional Living	15.7%
Exurbanites	11.8%
Old and Newcomers	7.6%
Comfortable Empty Nesters	7.5%

Source: Esri

The **Midlife Constraints** profile is a group of vocal voters, mostly seniors living in smaller communities near cities. They're not wealthy but are generous and love their local area. They're important for city elections and should be encouraged to support local arts and entertainment, just like other residents from rural areas.

The **Traditional Living** group is a community that consists of long-time residents deeply connected to their neighborhoods, often spanning generations, mainly in the Midwest. They're active in local events, volunteering, and religious activities. Their jobs mainly come from manufacturing, retail, and healthcare, with the city seeing growth in these sectors. Though younger, they prioritize style and fun, making them a valuable market despite their lower income.

The **Exurbanites** segment is aspirational, showcasing impressive homes, lifestyles, and generosity that others admire. Despite nearing retirement, Exurbanites remain active, enjoying activities like golf and community involvement. They value diversity in dining and shopping, reflecting their worldly experiences. While they appreciate city amenities, they prefer spacious, less crowded neighborhoods. Their affluent and sophisticated lifestyle makes them desirable neighbors.

The **Old and Newcomers** segment is comprised of singles that value convenience over spending, and they're cautious about big investments. They live in neighborhoods in transition, support their communities and are environmentally conscious. They have voting power and are open to change.

The **Comfortable Empty Nesters** are a large and growing group, mainly older professionals, with significant financial stability. They have the freedom to live where they please and often remain in suburban areas where they have influence in local politics. Many work in government, healthcare, or manufacturing, and they're enjoying the shift from raising children to retirement. They prioritize health and financial security.

Additional detail from Esri on each segment is shown below:

Midlife Constraints (21.7% of Bartlesville households)

US Households: 3 million households

Average Household Size: 2.31

Median Age: 47.0

Median Household Income: \$53,200

Who Are We?

Midlife Constants residents are seniors, at or approaching retirement, with below-average labor force participation and below-average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous but not spendthrifts.

Traditional Living (15.7% of Bartlesville households)

US Households: 2.3 million households

Average Household Size: 2.51

Median Age: 35.5

Median Household Income: \$39,300

Who Are We?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

Exurbanites (11.8% of Bartlesville households)

US Households: 2.3 million households

Average Household Size: 2.5

Median Age: 51.0

Median Household Income: \$103,400

Who Are We?

Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

Old and Newcomers (7.6% of Bartlesville households)

US Households: 2.8 million households

Average Household Size: 2.12

Median Age: 39.4

Median Household Income: \$44,900

Who Are We?

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

Comfortable Empty Nesters (7.5% of Bartlesville households)

US Households: 3 million households

Average Household Size: 2.52

Median Age: 48.0

Median Household Income: \$75,000

Who Are We?

Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average (Index 314). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

Key Takeaways

The key takeaways for each of the psychographic profiles are below and address how economic development policies can be tailored to address the unique characteristics, preferences, and needs of the different psychographic profiles within the community of Bartlesville. By understanding and considering these factors, policymakers can implement more effective strategies for sustainable economic growth and community development.

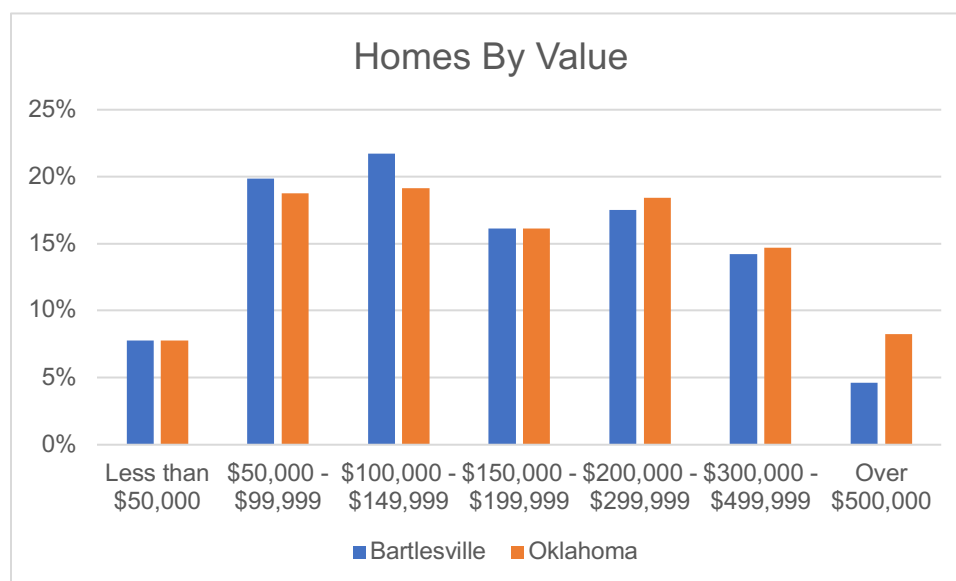
- **Midlife Constraints:**
 - Targeted support programs for neighborhoods facing moderate economic challenges.
 - Tailored economic development strategies to address specific needs and preferences.
 - Promotion of local entrepreneurship and small business growth.
 - Focus on equitable growth to reduce disparities and improve overall well-being.
 - Engagement with community members to ensure initiatives are responsive and inclusive.
- **Traditional Living:**
 - Preservation and promotion of cultural heritage and traditions.
 - Balance between preservation efforts and appropriate development.
 - Support for local agriculture and sustainable practices.
 - Exploration of community-based tourism opportunities.
 - Enhancement of quality of life through investments in amenities and services.
- **Exurbanites:**
 - Recognition of the rural-urban interface and lifestyle preferences.
 - Exploration of mixed-use development opportunities.
 - Support for telecommuting and remote work.
 - Emphasis on environmental conservation and sustainable development.
 - Consideration of quality-of-life factors in economic development planning.
- **Old and Newcomers:**
 - Integration and community cohesion between diverse resident groups.
 - Preservation of neighborhood character alongside development.
 - Support for diverse economic opportunities and inclusive development.
 - Emphasis on affordable housing and equitable access to services.
 - Leveraging cultural exchange and innovation for economic growth.
- **Comfortable Empty Nesters:**
 - Support for aging in place with accessible housing and services.
 - Maintenance of property values and neighborhood upkeep.
 - Attraction of service-oriented businesses catering to older demographics.

- Promotion of community engagement opportunities for seniors.
- Prioritization of health and wellness services and downsizing options.

Housing Profile

One of the largest drivers behind in-migration from places like California, Texas, and Arizona to Oklahoma and cities like Bartlesville is cost of living expenses, the largest category being mortgage and rental costs. As of 2021, there were roughly 16,744 housing units in the City of Bartlesville of which 67% are owner-occupied and 33% are renter-occupied. This balance is similar, though a slight lean towards owner-occupied units, to the state and United States. Higher rates of homeownership can translate to more neighborhood stability and reinvestment.

As of January 2024, there were only 144 homes for sale in Bartlesville and most homes in Bartlesville sell within 26 days on the market. Most of the existing homes range in value from \$100,000 to \$300,000 and nearly a third of the homes in the city were built prior to 1960. This aging or aged housing stock provides many architectural elements that are attractive to homebuyers, but also add additional maintenance burden, particularly if there was deferred maintenance. Further analysis described later in this document shows there is demand for additional owner- and renter-occupied housing.



Source: Esri, US Census Bureau, Catalyst Commercial

Owner-Occupied Housing

Annual single family development activity in Bartlesville has declined from a 10-year high in 2021; macroeconomic factors including elevated inflation and higher interest rates have contributed to this decrease in new builds. Prior to 2021, development activity peaked in 2006-2007 when a total of 438 new single family homes were permitted. Growth of available housing inventory is critical to maintaining affordability by providing enough supply to satisfy demand.

The current financial and construction environments have pressured both the buy and sell aspects of new home development. Nationally, existing home sales are down 15% year-over-year (August 2022 to August 2023), though new home sales were up 6% likely due to builders' ability to incentivize new home sales with rate buy downs or cash incentives. Interest rates on a 30-year note have also climbed from the ultra-low market of early 2021. In January of 2021, a \$60k income could afford a \$372k home (at 2.65%) and the same income reached an affordability low in October of 2023 at \$209k (at 7.79%). Rates dipped below 7% in December of 2023, but are currently (April of 2024) back over 7%. In March, the Federal Reserve indicated the possibility of one or more rate cuts in 2024, which will increase overall affordability.

Historic Building Activity

Year	Permits
2013	60
2014	84
2015	36
2016	26
2017	34
2018	18
2019	16
2020	22
2021	85
2022	53
2023	26

Source: US Census Bureau

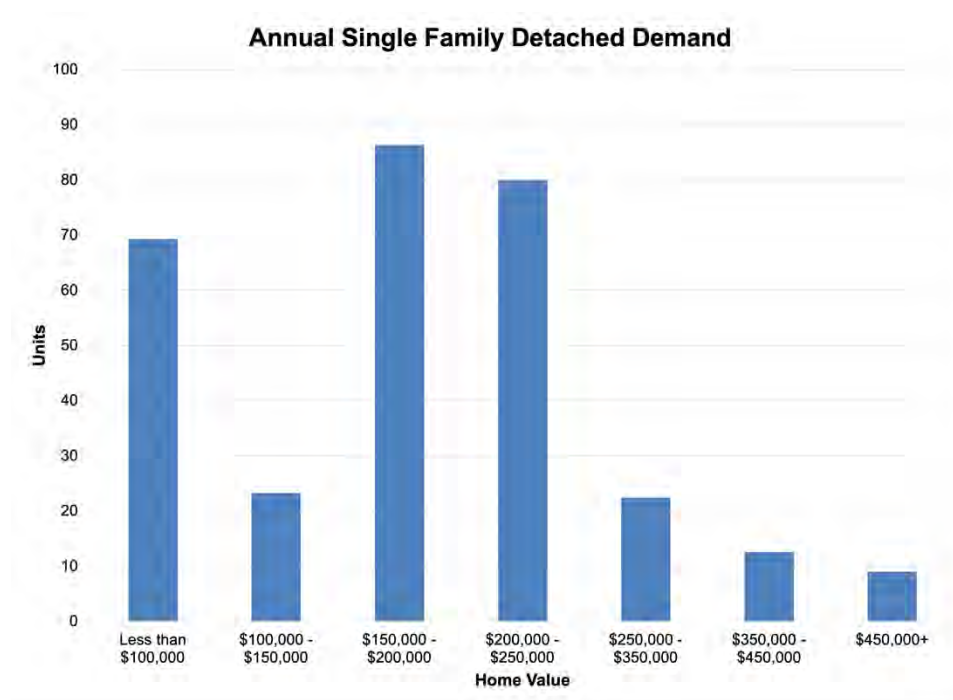
Using historical data and projected growth rates, an analysis was performed to examine the capacity for additional owner-occupied housing units in the region. The analysis examined the portion of new household growth, along with the annual turnover of existing owner- and renter-occupied houses that will likely purchase a new home. It is estimated that demand exists for Bartlesville to capture up to 303 owner-occupied single family detached housing units each year of this total demand, or over six times the number developed in 2023. Just over half of the demand will be for homes ranging from \$150,000 to \$250,000.

Based upon Catalyst Commercial research, there is demand for approximately 72 owner-occupied units annually in the form of multi-unit buildings such as townhomes or condos in addition to single family detached housing. These numbers indicate the demand for potential new housing units that the city could absorb across all income brackets and price points. Some of the demand, particularly homes priced below \$200,000 is for housing that is very challenging to build considering today's capital markets and construction costs.

Owner-Occupied Housing Demand

Single Family Detached Demand	303
Homes < \$200k	179
Homes \$200k - \$250k	80
Homes \$250k - \$350k	22
Homes \$350k - \$450k	13
Homes \$450k+	9
Alternative Owner-Occupied Product Demand	72

Source: Catalyst Commercial, Esri, US Census Bureau

**Renter-Occupied Housing**

Approximately 29.3% of the demographic base has a greater likelihood to live in multifamily housing. This includes the Midlife Constraints and Old and Newcomers Profile Segments (as discussed in the Psychographics section). These cohorts have a greater preference for quality rental units. However, as Millennials and Generation Z age and begin to increase family size and income status, these cohorts are increasingly becoming homeowners. However, increased housing cost is affecting affordability and keeping some potential homebuyers as renters. However, more current renters will convert into single family buyers as lifestyles change and if new housing is attainable and neighborhoods can integrate strong amenities that are afforded in multifamily developments.

Catalyst Commercial conducted a market analysis to determine projected demand and capacity for additional renter-occupied housing units. The analysis examined the portion of new

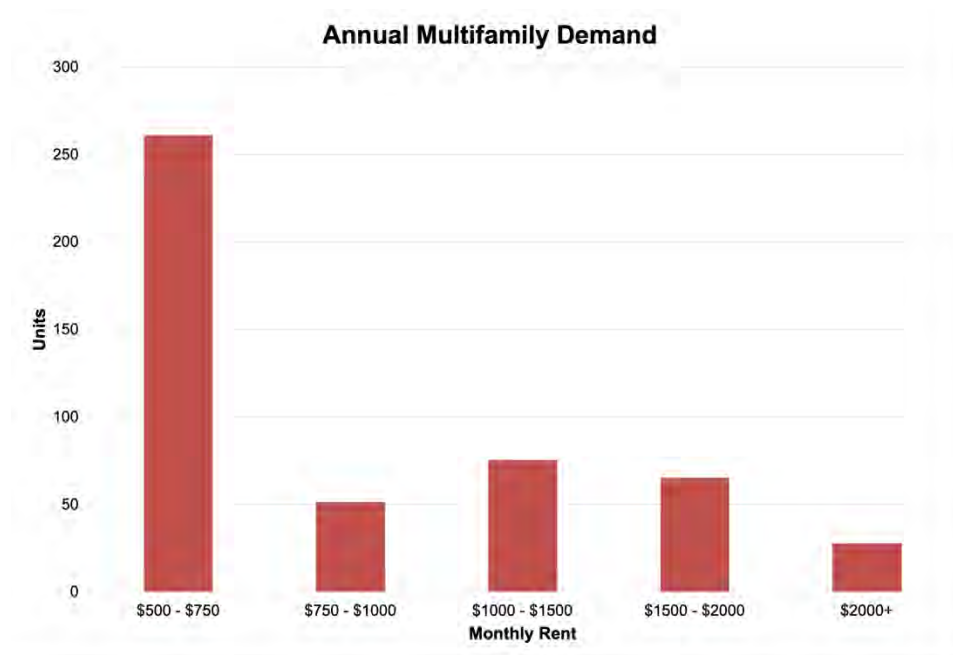
household growth, along with the annual turnover of existing owner and renter occupied houses that will likely move into a new multifamily development. Through this analysis, it is estimated that Bartlesville could absorb up to 480 units annually of traditional multifamily housing. There is also capacity to absorb an additional 142 units annually of the “missing middle” alternative renter-occupied housing formats such as duplex, triplex, quadplex, or build-to-rent detached units. Similar to the owner-occupied demand, some of the renter-occupied demand, particularly for units with rents below \$1,000, is for housing that is very challenging to build considering today’s capital markets and construction costs. Many areas of the US are seeing an increase in the number of households that are choosing to rent, some of which is due to the rising costs of homeownership.

Currently, over 50% of renter-occupied units in Bartlesville have monthly rents between \$500 to \$999, followed by 25% of occupied properties where the rent is between \$1,000 to \$1,499. Most of the projected demand is for monthly rents of less than \$750. With recent and possible future increases in the cost of construction, the feasibility of building new units that will rent below \$1,000 per month has diminished. However, the market could absorb 312 units with rents up to \$1,000, 75 units with rents \$1,000 and \$1,500, and 65 units with rents up between \$1,500 and \$2,000.

Renter-Occupied Housing Demand

Multifamily Demand	480
Rental Rate <\$1,000	312
Rental Rate \$1,000 - \$1,500	75
Rental Rate \$1,500 - \$2,000	65
Rental Rate \$2,000+	28
Alternative Renter-Occupied Product Demand	142

Source: Catalyst Commercial, Esri, US Census Bureau



Source: Catalyst Commercial, Esri, US Census Bureau

Retail

With projected population growth and prime location as a regional hub, Bartlesville can anticipate strong demand for retail growth in the coming years. The City of Bartlesville is the largest center for retail shopping in Washington County with a county population of 52,721. The city is also advantageously situated along US Route 75 and US Route 60, providing convenient access. According to the Bartlesville Development Authority, the Bartlesville retail market serves approximately 100,000 additional shoppers from nearby communities in Oklahoma and Kansas. This US Route 75 and US Route 60 retail hub is anchored by a Walmart Supercenter to the south and several restaurants to the north. Another shopping destination, located along US Route 75 and Frank Phillips Blvd, the Eastland Shopping Center and the surrounding intersections have a wide array of retail and dining options. At Washington Park Mall along, further south along US Route 75 and Price Rd, there is a variety of regional and national chains.

All of this accounts for approximately 4 million square feet of retail space within Bartlesville. About 40% of the existing retail space are Class B properties and 60% are Class C properties. The vacancy rate is currently 2% of total space and rents across the city are \$14.32 PSF, comparable to the Tulsa MSA, though with less vacancy. This low vacancy rate will maintain rents and encourage investment, but it also means that there is limited inventory for operators that prefer second generation space.

It is estimated that the City of Bartlesville can support an additional 15,069 square feet of retail annually based on projected growth in retail spending. Additionally, the market may support an additional 12,211 square feet of annual new retail space to replace aging retail space. Retail

development can often flag to homebuyers a sense of vitality, that the area is growing, and recognizable retailers have faith in continued expansion.

Industrial

The industrial market in the Tulsa MSA is doing well, with very few spaces available. Compared to other types of commercial real estate, the industrial market is quite strong. There is continued demand for warehouses and other logistics properties and vacancy rates in Bartlesville remain low. Most new development activity will be tenant driven rather than spec-built. Bartlesville should continue to partner with the State of Oklahoma to be top-of-mind for new prospects looking to (re)locate to Oklahoma.

Bartlesville has some advantages to leverage in attracting industrial development including a well-trained and young workforce, access to major highways, strong energy industry presence, and proximity to Tulsa with a 45-minute drive to Tulsa International Airport. Additionally, the new development of the Blue Whale Materials recycling center may bring in synergistic partners. Industrial space is prominent in the city, with 148 buildings totaling 2.4 million square feet. Absorption of this space was down 0.3% over the last 12 months with 56,000 square feet of absorption. Market rent is currently \$6.83 per square foot, with a vacancy rate of 4.9%. However, all the current vacancies are for Class C properties and no vacancy among the Class B properties. Nearly 50% of the existing properties were built prior to 1970. Because there is a need for some specified growth (Class B) and replacement (Class C), it is estimated that the city can absorb 16,800 square feet of industrial property annually.

Office

According to Cushman and Wakefield market research, Oklahoma's office market is performing better than the national average, with a stable vacancy rate of 10.0% and a rent growth of 1.6%. Despite most office space being utilized, there's anticipation of a future slowdown due to evolving office usage. Any prudent assessment of office units should consider the increased popularity of "work from home" or home-based workers. In 2023, the US Census Bureau found that the number and percent of home-based workers more than tripled between 2019 and 2021. There has also been a "flight to quality" as the needs of office users evolve. There is an excess supply in the United States of functionally obsolete office space and an undersupply of office that meets current needs (increase in amenities, functionality, and efficiency). A recent Brookfield report stated that "90% of all US office vacancies are contained in the bottom 30% of buildings, largely characterized by older offices with limited amenities and reduced functionality." In contrast, the top quality office buildings are achieving record rents and occupancy. This divide is likely to widen as pre-COVID leases expire and tenants look for new space.

The Tulsa office market is relatively stable though there are concerns about future demand. According to CoStar, there was a net absorption of 97.8k square feet in the fourth quarter of 2023. The vacancy rate decreased slightly by 0.2% to 10.4% and remains below the national average.

Today, Bartlesville has approximately 3.1 million square feet of office space, with an average rent of \$18 per square foot. With a vacancy rate of 0.4%, empty office space is very low compared to the national and regional average. Additionally, the 24-month renewal rate is strong at 94%. Currently, there is no Class A office space available in the market. As the overall population of the city and surrounding locals trend up, the available workforce should also grow. Bartlesville boasts a young and well-educated population which, for potential employers, pairs well with available real estate and attractive investment incentives.

The market has absorbed 3,500 square feet of space over the past twelve months. The strong rents and low vacancy rates create potential for future office space absorption. Based on aging office real estate, historical absorption, and future employment growth, it is estimated the City of Bartlesville can absorb 15,447 square feet of new office space annually. Recent market trends have focused on construction of build-to-suit or high-end office space, but due to low vacancy rates in Bartlesville there is likely current demand for office space that is not being satisfied with current inventory and would be in addition to absorption of the previously mentioned 15,447 square feet annually. Larger-scale office development, in addition to the incremental growth, is likely to be tenant-driven.

Program Justification

The tables below give a high-level summary of the findings from this market analysis. These market factors for each product type should be used to inform the future land use portion of the comprehensive plan as well as the scenario planning to understand the capacity for additional development.

Program Justification

	Owner-Occupied Residential	Renter-Occupied Residential
Demand	High	High
Opportunities	<ul style="list-style-type: none"> Affordable housing stock Alternative owner-occupied attached housing Existing neighborhood revitalization 	<ul style="list-style-type: none"> Build-to-rent Townhomes Cottages Low- to mid-density multifamily
Challenges	<ul style="list-style-type: none"> Limited population growth 	<ul style="list-style-type: none"> Controlled growth Aligned with market demand
Target	<ul style="list-style-type: none"> Affordable / attainable homes Infill in existing neighborhoods, particularly near Downtown 	<ul style="list-style-type: none"> Mid- to high-quality, medium density
Market Values / Rents	\$200K +	\$1,001 per month / \$1.21 PSF
Absorption	Demand for +/- 350 units annually	Demand for +/- 500 units annually

Program Justification

	Retail	Industrial	Office
Demand	Medium	Medium	Low
Opportunities	<ul style="list-style-type: none"> • Capture regional and commuter retail demand along Adams Blvd (US 60) and US 75 corridor • Capture existing and new population to the north • Low vacancy rate shows need for additional space 	<ul style="list-style-type: none"> • Location along US 60 and US 75 corridors • Strong energy presence • Concentration of workforce to support manufacturing, transportation, and logistics • Replacement of aging existing space (50% built before 1970) 	<ul style="list-style-type: none"> • Leveraging regional proximity to the Tulsa MSA • Low vacancy rate shows need for additional space • Over half of residents leave Bartlesville for work, bring some of these jobs back to Bartlesville (i.e. talent lives in Bartlesville)
Challenges	<ul style="list-style-type: none"> • Changing retail needs and e-commerce will impact retail merchandising • Dependent on population growth and disposable income (purchasing power) • Low vacancy means limited inventory for operators that prefer second-generation space 	Larger-scale industrial development is tenant driven	<ul style="list-style-type: none"> • Changing user needs • Larger-scale office development is tenant driven
Target	<ul style="list-style-type: none"> • Essential retail • Soft goods • Entertainment • Destination restaurants 	<ul style="list-style-type: none"> • Manufacturing • Logistics / supply chain management 	Small office in Downtown or infill
Market Values / Rents	\$14.32 PSF	\$6.83 PSF	\$18.43 PSF

Program Justification

	Retail	Industrial	Office
Absorption	Market may absorb +/- 27K square feet of retail space annually	Market may absorb +/- 17k square feet annually	Market may absorb +/- 15K square feet annually



PARKS MASTER PLAN UPDATE

2024

Draft
10/9/2024



city of
bartlesville
CONNECTED / CREATIVE / VIBRANT

Executive Summary

INTRODUCTION

The City of Bartlesville has engaged a strategic planning effort to update the Parks and Recreation Master Plan, originally developed by PROS Consulting, LLC. This 2024 Plan integrates new community feedback to ensure it reflects the evolving needs and aspirations of Bartlesville residents. The updated Plan reviews the 2009 Parks and Recreation Development Plan and its predecessor, the 2004 Park, Recreation, and Open Space Needs Assessment, incorporating key findings to establish a forward-looking 10-year roadmap for the City's parks and recreation facilities, programming, and land use.

The purpose of the 2024 Plan is to provide direction and strategies for enhancing the quality, accessibility, and sustainability of Bartlesville's parks and recreation services. It aims to improve the overall quality of life for residents by creating dynamic recreation opportunities and positioning the Department as a leader in community well-being. The Plan identifies opportunities for partnerships and community involvement, while leveraging the City's land assets and popular amenities, such as Pathfinder Parkway, to create more interconnected and inclusive spaces.

DEVELOPMENT PLAN PROCESS

The following outlines the list of tasks and sequence of work for the development and completion of the 2024 Parks and Recreation Master Plan:

Master Plan Development and Visioning

- Refine the mission, vision, and core values of the Parks and Recreation Program
- Establish Master Plan themes, initiatives, and strategic goals to guide decision-making over the next decade
- Implementation roadmap with measurable outcomes

Community and Stakeholder Engagement

- Comprehensive community survey
- Public workshops and stakeholder interviews during the comprehensive plan

Parks and Facilities Assessment

- Park assessment and Condition analysis
- Mapping and service area analysis to identify underserved areas

Recreation Program Assessment

- Analysis of similar service providers and their offerings
- Assessment of community recreation programming needs
- Review of program participation trends and gaps

Parks and Facilities Development Plan

- Development plan for new and renovated parks and facilities
- Strategic capital improvement plan to prioritize investments

Master Plan Development and Visioning

The Master Plan Development and Visioning process is a foundational step in shaping the future of Bartlesville's Parks and Recreation Program. By defining a clear mission, vision, and set of core values, along with establishing strategic themes and goals, the department will have a guiding framework for decision-making over the next decade. This approach will ensure that the development and maintenance of parks, programs, and facilities align with community needs, financial capacity, and long-term growth.

REFINING THE MISSION, VISION, AND CORE VALUES OF THE PARKS AND RECREATION PROGRAM

The mission, vision, and core values serve as the guiding principles for all planning and operational decisions within the Parks and Recreation Program. They establish a shared purpose and direction for staff, stakeholders, and community members.

- **Mission Statement:**
"To enhance the quality of life for all residents and visitors by providing safe, accessible, and sustainable parks, programs, and facilities that promote health, wellness, and community engagement."
- **Vision Statement:**
"To create a connected and vibrant community where parks and recreation are valued and celebrated as essential components of a healthy, active, and inclusive lifestyle."
- **Core Values:**
 - **Inclusivity:** Providing equitable access to facilities and programs for all community members, regardless of age, ability, or background.
 - **Sustainability:** Prioritizing environmentally sound practices in the development and maintenance of parks and recreation facilities.
 - **Community-Centric:** Actively engaging with residents to understand their needs and priorities, ensuring parks and programs reflect community values.
 - **Health and Wellness:** Promoting physical and mental well-being through diverse recreational opportunities.
 - **Safety and Quality:** Maintaining high standards for safety, cleanliness, and the overall quality of facilities and services.
 - **Innovation:** Continuously exploring new ideas, technologies, and approaches to meet the changing needs of the community.

Establishing Master Plan Themes, and Initiatives

With the mission, vision, and core values in place, the next step is to outline the overarching themes and strategic goals that will guide the department's efforts. These themes and goals will address the key areas of development, maintenance, and service delivery over the next ten years.

Key Themes for the Master Plan:

1. **Enhancing Accessibility and Connectivity**
 - Develop initiatives to improve access to parks and facilities for all users, including those with disabilities.

- Create better connectivity through expanded trail systems and safe routes for pedestrians and cyclists.
- 2. **Sustaining Quality of Life and Community Engagement**
 - Expand recreational offerings to promote health, wellness, and social engagement for all age groups.
 - Enhance partnerships with local organizations, schools, and businesses to leverage resources and expand programming.
- 3. **Ensuring Sustainable Growth and Development**
 - Incorporate sustainable practices in park planning, design, and operations.
 - Protect natural resources and promote environmental stewardship through green spaces and nature-based programs.
- 4. **Building Organizational Capacity and Efficiency**
 - Invest in staff training, development, and technology to improve service delivery and operational efficiency.
 - Establish performance metrics and continuous improvement processes to optimize resource utilization.

Creating an Implementation Roadmap with Measurable Outcomes

The success of the Master Plan will be determined by a structured implementation roadmap that outlines specific actions, timelines, and performance indicators. This roadmap will provide clarity on priorities, resources, and responsibilities for achieving the strategic goals.

Implementation Phases for the Parks and Recreation Master Plan

The Parks and Recreation Master Plan will be implemented in three distinct phases: short-term, medium-term, and long-term. These phases will guide the planning, development, and evaluation of parks and recreation projects over the next 15 years, ensuring strategic use of resources and alignment with community needs and priorities.

Short-Term Implementation (Years 1-5)

- **Definition:** Short-term implementation focuses on addressing immediate needs and establishing foundational elements that will set the stage for future success. This phase includes quick wins and high-priority projects that have been identified as critical to improving park and facility conditions, enhancing safety, and increasing community engagement.
- **Typical Projects:** Park maintenance improvements, initial upgrades to aging infrastructure, targeted facility renovations, and implementation of new programs.
- **Outcomes:** Enhanced park usability, increased community satisfaction, and development of clear standards for future improvements.

Medium-Term Implementation (Years 6-10)

- **Definition:** Medium-term implementation builds on short-term achievements and targets expansion and development projects that require more detailed planning, community input, and potentially higher levels of investment. This phase focuses on expanding park amenities, adding new facilities, and addressing gaps in services.
- **Typical Projects:** Development of new neighborhood and community parks, expansion of trails and greenways, new recreation facilities, and programmatic expansions based on evolving community needs.

- **Outcomes:** Enhanced connectivity, better access to recreation services, and more diverse programming options.

Long-Term Implementation (Years 11-15)

- **Definition:** Long-term implementation represents the culmination of the Master Plan's vision. This phase focuses on sustaining and optimizing the system established in earlier phases and includes transformative projects that may have required more time to secure funding and stakeholder support.
- **Typical Projects:** Large-scale capital projects, regional partnerships, significant new facility construction, and long-term maintenance and sustainability initiatives.
- **Outcomes:** A fully developed and optimized parks and recreation system that meets the needs of current and future residents, aligns with community values, and supports the long-term vision of the city.

Measurable Outcomes:

- **Increased Park Access:** Ensure that 90% of residents live within a 10-minute walk to a park.
- **Program Growth:** Achieve a 25% increase in participation in recreation programs by year 5.
- **Facility Condition:** Upgrade 75% of aging park amenities by year 7.
- **Connectivity Expansion:** Add 10 miles of new trails and greenways by year 10.
- **Community Satisfaction:** Increase overall satisfaction with parks and recreation services to 85% or higher.

Technical Report Summary

COMMUNITY INPUT

The 2009 Parks Master Plan was updated utilizing input collected through a statistically valid household survey to assess levels of satisfaction, needs, and preferences for park and recreation services in Bartlesville. A total of 345 households responded to the survey. According to the survey results, 82% of households have visited parks within the last year, indicating a high level of engagement with the City's parks system. The most frequently cited park amenities that residents would like to see include improved restrooms, drinking fountains, picnic tables, and picnic shelters.

Residents highlighted the City's strengths, mentioning the significant amount of park acreage, the high visitation rates at Johnstone, Sooner, and Jo Allyn Lowe Parks, and the valued resource of Pathfinder Parkway, which remains a greatly appreciated community asset. In terms of improvements, many residents pointed to the need for enhanced maintenance, ongoing replacement of park amenities such as playgrounds, and better upkeep of trails and other facilities. Another frequently noted area of concern was the need for increased security, specifically related to addressing the growing presence of the homeless population in certain parks and along the Pathfinder Parkway.

In addition to maintenance concerns, residents expressed a desire for a centralized source of information regarding available recreation opportunities. The current variety of organizations offering recreation services can lead to confusion and a lack of awareness about what is available.

When asked how they would allocate \$100 toward parks and recreation services, survey participants indicated they would allocate \$27 to maintaining and improving existing parks, facilities, and amenities; \$24 toward the development of new indoor programming spaces; and \$23 toward the development of new walking and biking trails. This feedback highlights the community's preference for prioritizing the maintenance and enhancement of current assets while also addressing the need for new indoor spaces and expanded trail systems.

The updated Plan also includes a demographics and trend report, illustrating population projections and shifts in community demographics over the next 15 years, including changes in age, household income, and ethnicity. The most significant trend identified is the continuing aging of the population, which emphasizes the importance of designing parks and recreation services that cater to an older demographic, while still maintaining diverse offerings for all age groups.

Park and Facilities Assessment Plan

The Parks and Facilities Assessment involved a detailed review and evaluation of all City of Bartlesville parks and facilities. The assessment identifies general needs for improved maintenance and outlines the challenges posed by limited staffing, which affects the ability to properly maintain park assets. Park amenities such as playgrounds were highlighted as being in need of replacement, and the development of a long-term replacement schedule is recommended to ensure ongoing upkeep and improvements.

Facility standards were established for various park types and amenities, including basketball courts, playgrounds, picnic shelters, aquatics facilities, and others. These standards were informed by national benchmarks for parks and recreation services, feedback from the recent community survey, and comparisons with similar communities. The facility standards reveal a need for more neighborhood park land, greenway park land, additional adult and youth sports fields, expanded trails, an off-leash area, and increased indoor recreation space. It should be noted that while the number of certain amenities, such as playgrounds, may appear sufficient, many of these facilities are outdated and require capital investment for renovations and upgrades.

Based on these standards, a comprehensive mapping of amenities was conducted, highlighting gaps in coverage and areas where service duplication exists. Population density was also considered in this analysis. A significant finding was the need for additional neighborhood park acreage to serve residents more equitably. Conversely, there is a surplus of community park acreage, indicating a potential opportunity to repurpose or redesignate some park areas to better align with neighborhood park needs.

The final component of the assessment was a facility priority needs evaluation, which identified the top 25 most-needed park facilities and amenities. The results of this prioritization were derived from the community household survey and analysis of trends and needs. The top five most needed features include: walking and biking trails, nature trails, neighborhood parks, an indoor running/walking track, and an indoor fitness center. These findings emphasize the community's desire for enhanced connectivity, improved access to nature, and more diverse indoor recreation opportunities.

Recreation Program Assessment

The recreation program assessment included two primary elements: a similar provider review and a recreation program priority needs assessment. The similar provider process involved gathering feedback from various non-profit and volunteer agencies in Bartlesville that currently offer recreation services. According to the feedback, these groups expressed a need for the City to take a more active role in organizing and coordinating recreation opportunities, as well as serving as a central source of information for residents seeking to learn about available programs and services. Many community members are currently unsure where to find information about existing recreation options.

The assessment also identified a priority ranking of recreation program needs based on the community survey results. The most needed programs by households included adult fitness and wellness, special events (such as concerts and movies), senior wellness and fitness, senior social programs, and youth sports. This feedback highlights a significant interest in services tailored to adults and seniors, underscoring a desire for more fitness, wellness, and social opportunities for these groups, in addition to youth-oriented programming.

Development Plan

The Development Plan outlines a comprehensive list of strategic initiatives to be pursued over the next 15 years. These initiatives are grouped into four primary categories: organizational development, parks and land management, recreation programs, and recreation facility improvements. Each strategic initiative is accompanied by recommended timeframes for completion, along with a performance measurement system to monitor the progress and effectiveness of the Plan's

implementation. This section also includes strategy maps and an updated implementation guide, ensuring that the City remains on track to achieve the outlined goals and meet the evolving needs of the community.

FINDINGS

This section of the Executive Summary presents a consolidated list of findings derived from the data collected. The findings are categorized into four key areas: overall system-wide observations, parks and land management, recreation program needs, and recreation facility requirements.

Overall

- **65% of residents** would like the City to offer recreation, fitness, and cultural programs funded either through a combination of taxes and fees (54%) or entirely through fees (15%).
- **If households could allocate \$100**, they would spend \$30 on improvements/maintenance to existing parks and recreation facilities, \$22 on the development of new indoor programming spaces, and \$15 on the development of walking and biking trails.
- **61% of households** are satisfied or very satisfied with the overall value received from Bartlesville Parks and Recreation, while 23% are either somewhat dissatisfied or very dissatisfied with the overall value.
- **The estimated population for 2023** is 35,536, showing a slight increase from 34,931 in 2008.
- **The 55+ population** has grown from 28.3% in 2000 to a projected 36% by 2023.
- **Demographic shifts** indicate that the percentage of the population classified as “White only” will decrease slightly from 82.09% in 2008 to 73.9% by 2023.
- **The five age segments** with the greatest percentage increase over the next 15 years are the 85+ age segment, ages 55-59, ages 60-64, ages 50-54, and ages 80-84.
- **The average per capita income** in Bartlesville is higher than state and national averages.
- **General awareness** of parks and recreation services and what’s offered remains low.
- **Low brand awareness** and a limited public image contribute to the lack of engagement in the community.
- **Many residents expressed concerns** that Bartlesville lags behind neighboring communities in providing high-quality recreation facilities such as a dedicated recreation center, athletic field complex, and outdoor aquatics park.
- **Community members emphasized** the need for additional recreation and park facilities but are highly concerned about the City’s ability to fund and maintain such improvements.
- **City politics** was frequently mentioned as a challenge that impedes the Parks and Recreation Program’s ability to experience success.

Parks / Land

- **Parks and facilities used most frequently** include Sooner Park, Jo Allyn Lowe Park, Pathfinder Parkway, and Johnstone Park.
- **Accessibility remains a challenge** at many parks, limiting access for residents with disabilities and mobility issues.
- **Inconsistent signage** throughout the parks creates confusion and affects the user experience.

- **Top park additions desired by households** include restrooms, drinking fountains, picnic tables/benches, picnic shelters, and improved park security lighting.
- **Lack of lighting** in certain areas of the parks contributes to feelings of insecurity for some residents, especially in the evening.
- **Residents value the number and variety** of parks and the green space available throughout the city.
- **Kiddie Park is a cherished and unique asset** for Bartlesville families, providing a specialized recreational experience.
- **While there is an abundance of parkland**, some of it is underutilized and may be better suited for alternative uses or repurposing.
- **A significant number of park amenities**—including playgrounds, park benches and tables, water fountains, restrooms, and parking lots—are outdated and need replacement or upgrades.
- **The Parks and Recreation Program employs** eleven staff members to maintain **370 acres of parkland**, which is insufficient to meet growing maintenance needs.
- **Survey respondents frequently mentioned** the need to improve the quality of park maintenance, noting issues with cleanliness and upkeep.
- **Concerns about park maintenance quality** have been consistently reported in surveys conducted over the past 15 years, reflecting an ongoing need for dedicated funding and resources.

Recreation Programs

- **The Parks and Recreation Program does not offer direct recreation programs**, aside from summer swimming activities and lessons.
- **Currently, no dedicated Parks and Recreation staff** are focused on year-round recreation programming, with the exception of aquatics.
- **The highest percentage of households** (42%) rely on churches for recreation offerings, followed by 36% of households utilizing City of Bartlesville services.
- **The most significant program needs** include adult-oriented offerings such as adult fitness and wellness programs, special events (for families and adults), adult education, senior fitness and wellness, and senior education.
- **Although the older population segments** are the fastest growing, there is a strong demand for more adult and senior programs, highlighting a need for diverse offerings across various age groups.
- **Previous community surveys** have consistently emphasized the need for a more collaborative effort in coordinating recreation services across Bartlesville's various providers, a finding that remains relevant today.
- **There is also growing interest in nature and environmental programming**, reflecting a desire for more outdoor and educational activities that connect residents with the environment.

Recreation Facilities

- **The most desired indoor recreation spaces** for households include a walking/jogging track, weight and cardiovascular areas, aerobics and fitness space, an indoor leisure pool, and a rock climbing wall.
- **Residents expressed strong interest** in the City partnering with other agencies or organizations to develop a comprehensive indoor recreation center.
- **Investing in a high-quality, well-maintained athletic field complex** can provide significant economic benefits to the community by attracting tournaments, events, and increased visitor spending.

Community Input Process:

One of the key elements of the Development Plan process is ensuring that residents and stakeholders have the opportunity to contribute their input. The updated plan draws from community feedback collected through recent surveys and analysis of resident preferences. This summary reflects the key insights and preferences shared by the community, highlighting the most desired improvements and areas of focus for parks and recreation in Bartlesville.

SURVEY QUESTIONS

How do you use park and recreation services?

Based on the survey data provided, residents of Bartlesville utilize park and recreation services in several ways:

1. **Frequent Use of Parks and Trails:** The most commonly visited parks include Sooner Park, Jo Allyn Lowe Park, Pathfinder Parkway, and Johnstone Park. Residents use these spaces for leisure activities such as walking, jogging, cycling, and family gatherings.
2. **Participation in Aquatics Programs:** Swimming activities and lessons are popular during the summer months, as these are among the few direct recreation programs offered by the Parks and Recreation Program.
3. **Use of Specific Facilities:** Popular facilities include playgrounds, shelter houses/picnic areas, sports fields, and walking/biking trails. Many residents also engage with Pathfinder Parkway for fitness and nature appreciation.
4. **Programs Provided by Other Agencies:** Residents frequently use programs offered by non-profit organizations, private businesses, and churches. For example, 42% of respondents utilize churches for recreation programs, while 36% use services provided by the City.
5. **Use of Amenities for Special Events and Social Gatherings:** Parks are often used for family-oriented events, social gatherings, and group activities, highlighting a strong community focus.
6. **Interest in Expanding Indoor Facilities:** Survey results show a desire for more indoor recreation spaces, such as a walking/jogging track, fitness areas, and an indoor leisure pool.
7. **Support for Nature and Environmental Programs:** There is growing interest in using park services for nature-based and environmental education programs.

Overall, residents use Bartlesville's parks and recreation services primarily for leisure, fitness, and community activities, with a strong interest in expanding offerings and improving current facilities.

What are the strengths of the parks and recreation system that we need to build on for this plan?

Based on the survey data, the key strengths of Bartlesville's Parks and Recreation system that should be leveraged in the updated plan include:

1. **Diverse Park Offerings and Green Spaces:** Residents value the variety and number of parks available, such as Sooner Park, Jo Allyn Lowe Park, and Johnstone Park. This diversity provides ample opportunities for recreation, leisure, and family activities. Building on this, future efforts should focus on maintaining and enhancing these well-loved spaces.

2. **Pathfinder Parkway as a Major Asset:** Pathfinder Parkway is frequently mentioned as a highly appreciated resource, used for walking, jogging, biking, and connecting residents to nature. Enhancing and expanding this trail system could further solidify it as a key recreational feature for the city.
3. **High Community Engagement and Park Usage:** Survey data shows high visitation rates, with many residents using the parks frequently throughout the year. The continued investment in park quality and variety will maintain and potentially increase this engagement.
4. **Unique Amenities like Kiddie Park:** Kiddie Park is identified as a unique and valued feature, providing a specialized recreational experience for families with young children. Expanding on these types of unique, niche amenities can help differentiate Bartlesville's park system.
5. **Opportunities for Collaboration and Partnerships:** There is strong community support for the City partnering with other agencies and organizations to expand recreation offerings, particularly in the area of indoor facilities. Strengthening these partnerships can maximize resources and broaden programming without overburdening the Parks and Recreation Program.
6. **Strong Support for Enhancing Existing Facilities:** Residents overwhelmingly support focusing on improving and maintaining existing parks and amenities, such as upgrading restrooms, playgrounds, picnic areas, and trail lighting. This presents a clear direction for prioritizing investment in facility upgrades.
7. **Desire for Adult and Senior Programming:** Adult fitness and wellness, senior wellness, and special events are consistently mentioned as high-priority needs. Building on the current amenities by introducing more adult and senior programming would better serve the community's growing older population.

By focusing on these strengths—diversity of parks, highly valued trails, unique offerings, and strong support for partnerships and programming—the plan can enhance Bartlesville's Parks and Recreation system to meet community needs effectively.

Are there any ideas for improving the parks and recreation system?

Based on the survey data, several key ideas emerged for improving the Parks and Recreation system in Bartlesville:

1. **Improve Park Maintenance and Facility Conditions:** Many respondents highlighted the need for better maintenance of existing parks and facilities. Suggested improvements include:
 - Upgrading restrooms for cleanliness and accessibility.
 - Repairing and updating playgrounds, picnic tables, and benches.
 - Fixing broken water fountains and enhancing overall park infrastructure.
2. **Expand and Upgrade Walking and Biking Trails:** Enhancing Pathfinder Parkway by repairing cracked and uneven sections, improving lighting, and providing more safety features like emergency call stations and security patrols were frequently suggested. Residents also expressed interest in expanding trail networks to create better connectivity throughout the city.
3. **Develop Indoor Recreation Facilities:** There is strong interest in creating a comprehensive indoor recreation center. Suggested amenities include:
 - Indoor swimming/leisure pool with lanes for exercise.
 - Walking/jogging track, weight room, and cardiovascular areas.
 - Indoor pickleball courts, fitness studios, and a rock climbing wall. Partnering with other organizations to develop and fund such a facility was frequently recommended.

4. **Enhance Safety and Security:** Many respondents raised concerns about safety, particularly in areas frequented by the homeless population. Suggested ideas include:
 - Increasing security patrols in parks and along trails.
 - Improving lighting in parks and around facilities.
 - Implementing better monitoring to address safety concerns.
5. **Address the Growing Homeless Population:** A significant number of residents expressed discomfort using parks and trails due to the presence of homeless individuals. Ideas for improvement include:
 - Establishing designated areas or facilities to support homeless individuals and reduce their presence in parks.
 - Working with local organizations to provide services and assistance outside of recreational areas.
6. **Improve Accessibility and Inclusivity:** Residents highlighted the need to improve park accessibility for people with disabilities, as well as the need for inclusive playground equipment and amenities. Adding more handicap-accessible features and paths would make parks more usable for all residents.
7. **Focus on Unique and Niche Recreational Offerings:** Several respondents recommended developing new, unique amenities to attract more residents and visitors, such as:
 - A dedicated dog park or enhancements to existing dog parks.
 - Adding sand volleyball courts, fishing piers, and more picnic shelters.
 - Creating interpretive nature trails with educational signage.
8. **Expand Programming for All Ages:** Residents want more diverse programming, including:
 - Adult fitness and wellness classes.
 - Youth and senior activities.
 - Special events such as concerts, movie nights, and community festivals. There was a particular interest in nature and environmental education programs.
9. **Upgrade and Repurpose Existing Parkland:** While Bartlesville has an abundance of parkland, some areas are underutilized. Respondents suggested:
 - Repurposing or selling less-used land to focus resources on higher-demand areas.
 - Converting underused spaces into community gardens, sports fields, or multipurpose facilities.
10. **Create Signature Park Features to Attract Visitors:** Respondents expressed a desire to develop a signature park or recreation feature that would serve as a central attraction, similar to Tulsa's Gathering Place. Ideas include:
 - Expanding Sooner Park into a destination-style park.
 - Creating a major indoor/outdoor recreational complex to accommodate various activities year-round.

By implementing these ideas, the City of Bartlesville can improve the overall park experience, attract more users, and provide a well-rounded, safe, and enjoyable park and recreation system for all residents.

Are there any recreation programming opportunities that you would like to see addressed in the plan?

Based on the survey data, the following recreation programming opportunities were highlighted as areas to be addressed in the updated Parks Master Plan:

1. **Adult Fitness and Wellness Programs:** There is a strong demand for adult fitness and wellness programming, including fitness classes, aerobics, yoga, and weight training. Expanding these offerings, potentially through a new recreation center, would meet a key community need.
2. **Special Events for Families and Adults:** Residents are interested in more special events, such as community festivals, concerts, movie nights, and cultural events. These types of events can enhance community engagement and provide entertainment for all ages.
3. **Youth and Teen Programming:** There is a need for more youth-focused programming, including:
 - Youth sports leagues.
 - Arts and crafts.
 - Educational and fitness programs.
 - Organized social activities. For teens, residents expressed interest in activities that go beyond sports, including fitness and educational workshops.
4. **Senior Fitness and Wellness Programs:** As the community's senior population continues to grow, there is increasing demand for senior-specific fitness and wellness programming. Programs like low-impact exercise classes, senior aerobics, and wellness workshops should be incorporated.
5. **Environmental Education and Nature Programs:** Many residents expressed interest in nature-related programs, such as guided nature walks, wildlife education, and sustainability workshops. Developing educational programming around Bartlesville's natural assets would appeal to families, adults, and seniors alike.
6. **Expanded Aquatics Programming:** The community values aquatics programming, but residents noted the limited availability of classes and space. Suggested improvements include:
 - Expanding swim lessons for children.
 - Offering adult swim classes and water aerobics.
 - Providing more open swim times, especially during the off-season.
7. **Programming for Persons with Special Needs:** There is a need for inclusive programming that caters to individuals with special needs. This includes creating adaptive fitness classes, arts and crafts activities, and recreational opportunities that are accessible to all.
8. **Expanded Indoor Recreation Programs:** With the desire for a new indoor recreation center, there is strong interest in expanding programming to include:
 - Rock climbing.
 - Indoor sports leagues.
 - Family fitness classes.
 - Dance and movement classes for all ages.
9. **Art and Cultural Programs:** In addition to fitness, respondents expressed a desire for more art and cultural programming, including art classes, music lessons, and craft workshops. These programs would appeal to a broad segment of the community.
10. **Collaborative Programs with Community Organizations:** Many respondents suggested the City work collaboratively with other local organizations, such as the YMCA, schools, and non-profits, to expand program offerings. By leveraging partnerships, Bartlesville can provide a more diverse and well-rounded program selection without duplicating existing services.

Addressing these programming opportunities in the updated plan will help meet the diverse needs of Bartlesville's residents, foster community engagement, and ensure the City's Parks and Recreation offerings are inclusive and attractive to all age groups.

Are there any improvement ideas for existing parks or new parks?

Based on the survey data and feedback provided by residents, several key improvement ideas for existing parks and potential new parks emerged:

Improvement Ideas for Existing Parks:

- 1. Enhance Park Maintenance and Cleanliness:**
 - Many residents emphasized the need to improve the maintenance of existing parks, including regular cleaning of restrooms, trash removal, and upkeep of facilities like benches, picnic tables, and playgrounds.
 - Implement a schedule for maintaining park amenities, including playground equipment, water fountains, and parking lots, to ensure they are in good working condition.
- 2. Upgrade Restrooms and Add New Facilities:**
 - Residents highlighted the poor condition of restrooms in many parks, expressing a need for updated, clean, and accessible restrooms.
 - Suggestion to add more restroom facilities throughout larger parks like Sooner and Johnstone to accommodate high usage during special events and weekends.
- 3. Improve Safety and Security:**
 - Concerns about safety, particularly in parks frequented by homeless individuals, were frequently mentioned. Suggestions include installing better lighting, increasing security patrols, and adding emergency call stations in parks and along trails.
 - Create well-lit, safe areas for families and children, and consider security cameras in high-traffic areas to deter vandalism and crime.
- 4. Expand and Improve Walking/Biking Trails:**
 - Expand the existing Pathfinder Parkway to connect more neighborhoods and provide safer routes for pedestrians and cyclists.
 - Repair cracked and uneven sections of existing trails and improve lighting for safety during early morning or evening use.
 - Develop additional trail networks that connect parks to schools, neighborhoods, and other points of interest.
- 5. Create Additional Picnic and Gathering Spaces:**
 - There is a strong desire for more picnic shelters, picnic tables, and benches throughout the parks to accommodate family gatherings and social activities.
 - Add covered seating areas near playgrounds and high-use facilities for shade and comfort.
- 6. Upgrade Playgrounds and Recreational Facilities:**
 - Residents recommended updating aging playground equipment with modern, accessible structures that cater to a wider age range.
 - Add features such as rubberized playground surfaces, shade structures, and themed play areas to make playgrounds more engaging and safe for children.
 - Consider new features like splash pads, rock climbing areas, and expanded playgrounds for diverse recreational options.
- 7. Enhance Park Accessibility and Inclusivity:**

- Improve park accessibility by adding paved pathways, ramps, and accessible parking for individuals with disabilities.
 - Provide more inclusive play equipment and features that cater to children and adults with special needs.
- 8. Increase Park Amenities:**
- Respondents suggested adding amenities such as drinking fountains, trash receptacles, bike racks, and dog waste stations in high-use areas.
 - Add more fitness equipment and adult recreational features, such as outdoor fitness zones and walking circuits.
- 9. Expand Dog Parks and Pet Facilities:**
- Many dog owners expressed the need for improved and expanded dog parks, including shaded areas, water stations, and larger off-leash areas.
 - Consider building additional dog parks on the west side of Bartlesville to improve access.
- 10. Create Signature Features in Existing Parks:**
- Respondents suggested developing signature features in some parks, such as a major playground upgrade at Sooner Park, a water park at Sooner Pool, or a major trail expansion that connects existing parks.
 - Enhance special features like botanical gardens, art installations, or interpretive nature trails to create unique park experiences.

Ideas for New Parks:

- 1. Develop an Indoor Recreation Center:**
 - There is a strong desire for a multi-purpose indoor recreation facility that includes a fitness center, walking track, indoor swimming pool, sports courts, and dedicated space for arts and crafts.
 - The facility could cater to residents of all ages, offering youth sports leagues, adult fitness programs, senior activities, and more.
- 2. Create More Neighborhood Parks:**
 - Residents expressed the need for more neighborhood parks that are accessible within walking distance of residential areas.
 - Include small playgrounds, picnic areas, and open space for unstructured play and community gatherings.
- 3. Develop Specialty Parks and Facilities:**
 - Consider adding specialty parks such as nature parks, skate parks, splash pads, and community gardens.
 - Ideas include a nature center, a dedicated youth sports complex, and additional pickleball courts to accommodate growing interest.
- 4. Create a Signature Destination Park:**
 - Develop a major destination park that can serve as a central attraction for Bartlesville, similar to Tulsa's Gathering Place.
 - Potential features could include a large playground, water play areas, sports fields, and outdoor event spaces.
- 5. Expand Trail Network and Connectivity:**
 - Develop additional greenway and nature trails that connect existing parks and provide safer pedestrian and bicycle access throughout the city.
 - Consider adding nature trails and boardwalks through environmentally sensitive areas to highlight Bartlesville's natural beauty.

Other Suggested Improvements:

- Improve and expand parking availability in high-use parks.
- Establish more partnerships with local organizations to provide additional recreational programs.
- Enhance signage and wayfinding throughout parks and trails to create a more user-friendly experience.
- Address concerns related to safety and cleanliness to make all parks welcoming and enjoyable for residents and visitors alike.

Incorporating these improvements into the Parks Master Plan will help create a well-rounded park system that addresses the community's needs and enhances the overall quality of life in Bartlesville.

Are there any recreation facilities that you would like to have that don't currently exist?

Based on the survey data and resident feedback, several recreation facilities that do not currently exist were frequently mentioned as desirable additions to the City of Bartlesville's park system:

Desired New Recreation Facilities:

1. **Indoor Recreation Center / Multi-Purpose Facility:**
 - A top priority for many residents is the development of an indoor recreation center that could serve a wide range of activities and programs.
 - Suggested features include a large gymnasium for basketball and volleyball, multi-purpose rooms for fitness classes and meetings, a rock climbing wall, and dedicated spaces for arts and crafts.
 - The facility could also offer spaces for family activities, community gatherings, and special events, as well as rental opportunities for parties and private events.
2. **Indoor Aquatic Facility:**
 - Many respondents highlighted the need for a comprehensive indoor aquatic facility with features such as lap lanes, a competition pool, a warm therapy pool, and a leisure pool with water slides and play structures.
 - This facility could serve competitive swimmers, fitness enthusiasts, and families looking for year-round swim options.
3. **Indoor Walking/Running Track:**
 - A high-demand facility that many residents expressed interest in is an indoor walking/jogging track, particularly for use during inclement weather.
 - A walking track could be part of a larger recreation center or integrated into existing facilities.
4. **Additional Pickleball Courts:**
 - Pickleball is growing in popularity, and there is a strong interest in adding more outdoor and indoor pickleball courts.
 - The existing pickleball courts are frequently crowded, and residents have requested more dedicated courts, particularly with lighting and wind barriers.
5. **Indoor Sports Complex:**
 - There is interest in a multi-purpose indoor sports complex that could host basketball, volleyball, and other court sports.
 - The facility could accommodate tournaments and bring in revenue from regional sporting events.
6. **Youth and Teen Center:**

- A dedicated center for youth and teens that provides safe spaces for socializing, games, and enrichment activities.
 - Features could include game rooms, study areas, and organized activities focused on youth development.
- 7. Indoor Fitness Center / Weight Room:**
- A modern fitness center with weight training and cardiovascular equipment was frequently mentioned.
 - This could include aerobics and fitness classrooms for yoga, dance, and group exercise sessions.
- 8. Nature Center:**
- A nature center focused on environmental education and conservation, with classrooms, displays, and guided programming.
 - Residents would like to see a facility that offers hands-on learning experiences about local flora, fauna, and the environment.
- 9. Indoor and Outdoor Rock Climbing Facilities:**
- An indoor rock climbing wall was a popular suggestion, along with outdoor climbing facilities in larger parks.
 - The facility could include climbing for all ages and abilities, offering classes and community events.
- 10. Expanded Dog Parks:**
- While Bartlesville has some dog park facilities, residents expressed interest in expanding these options with larger, better-maintained parks that offer agility equipment, separate small and large dog areas, water stations, and shaded seating areas for pet owners.
- 11. Outdoor Water Park / Aquatic Center:**
- Many residents suggested developing a large outdoor water park or expanded aquatic center, featuring a lazy river, wave pool, splash pads, and more slides.
 - This would create a family-friendly attraction and serve as a regional destination.
- 12. Biking and Skating Facilities:**
- A skate park expansion or a dedicated roller rink were frequently mentioned.
 - Other suggestions included creating dedicated bike parks or trails with obstacles and ramps for mountain biking.
- 13. Community Gardens and Urban Agriculture Spaces:**
- Some residents expressed an interest in having more community gardens or spaces dedicated to urban agriculture.
 - This could also include educational programming about sustainable gardening and local food production.
- 14. Fishing Piers and Boating Facilities:**
- Residents would like to see improvements and additions to fishing piers and water access points, as well as designated areas for canoeing, kayaking, and paddleboarding on local lakes and rivers.
- 15. Outdoor Fitness Zones:**
- There is interest in adding more outdoor fitness equipment, such as exercise stations along trails, adult fitness playgrounds, and cross-training areas in parks.
- 16. Adventure Parks / Zip Line Parks:**
- Some respondents suggested building an adventure park with features like zip lines, ropes courses, and nature trails for thrill-seekers and adventure enthusiasts.

Other Considerations:

- **Equitable Distribution:** Residents would like new facilities to be distributed more evenly across Bartlesville, ensuring that the west and south sides of the city have access to high-quality parks and recreational amenities.
- **Partnership Opportunities:** Suggestions included partnering with local businesses, non-profits, and regional organizations to fund and operate these new facilities.
- **Multi-Generational Appeal:** Many respondents emphasized the need for facilities that cater to all ages, ensuring there are options for youth, teens, adults, and seniors alike.

By incorporating these new facilities, the City of Bartlesville can offer a more diverse range of recreational opportunities and continue to meet the evolving needs of its residents.

What do people in Bartlesville value most about parks and recreation services?

From the survey responses and public feedback, residents of Bartlesville value the following aspects of parks and recreation services:

1. **Pathfinder Parkway Trail System:** Residents frequently mentioned Pathfinder Parkway as a major asset, valued for its scenic views, connectivity, and opportunity for exercise and recreation.
2. **Variety of Parks and Facilities:** The community appreciates the diverse range of parks and recreation facilities, such as Sooner Park, Jo Allyn Lowe Park, and Johnstone Park, which offer a mix of amenities and activities.
3. **Green Spaces and Natural Areas:** The preservation of open spaces, mature trees, and natural areas is highly valued by residents for their aesthetic appeal and the environmental benefits they provide.
4. **Family-Oriented Amenities:** Playgrounds, picnic areas, and facilities like Kiddie Park are considered crucial components that enhance family life and provide safe, fun environments for children.
5. **Community Gathering Spaces:** Parks serve as important venues for community events, family gatherings, and public activities, fostering a sense of community and belonging.
6. **Restrooms and Basic Amenities:** While residents feel that restroom maintenance can be improved, the presence of such facilities is still greatly valued and considered necessary for park enjoyment.
7. **Opportunities for Physical Activity:** Facilities like walking trails, sports fields, and fitness areas support active lifestyles and are seen as vital for health and wellness.
8. **Unique Features:** Elements like the Civitan Dinosaur Park and specific park landmarks add unique character to the parks and are points of pride for the community.
9. **Year-Round Access:** Residents appreciate having park spaces that can be used throughout the year, whether for walking, biking, or simply enjoying nature.
10. **Free and Low-Cost Recreation:** Accessibility to parks and trails at little to no cost is a key value, making these spaces available to all members of the community regardless of income.

Can you think of any examples of partnerships Bartlesville Parks and Recreation should pursue?

From the data provided, there are several partnership opportunities that Bartlesville Parks and Recreation could consider:

1. **YMCA Partnership:** Collaborate to enhance and expand indoor recreation facilities, such as fitness centers and indoor pools, which would address resident needs for additional programming and facilities.
2. **Local Schools and Colleges:** Partner with educational institutions to utilize school athletic facilities, gymnasiums, and playgrounds for community recreation during off-hours.
3. **Non-Profit Organizations:** Work with groups like the Boys & Girls Club and other youth-oriented organizations to provide expanded youth sports, arts, and educational programs.
4. **Corporate Partnerships:** Seek funding or sponsorships from local businesses and corporations such as Phillips 66 and ConocoPhillips to support park improvements, maintenance, and new facilities, similar to past collaborations.
5. **Health and Wellness Organizations:** Partner with health agencies or hospitals to offer wellness programs, outdoor fitness classes, and senior health initiatives.
6. **Tourism and Economic Development Agencies:** Collaborate on projects that promote Bartlesville as a regional destination, leveraging parks and recreation as a tourism draw, especially for events like sports tournaments or outdoor festivals.
7. **Outdoor Recreation Providers:** Work with hiking, biking, and environmental groups to maintain and improve trail systems like Pathfinder Parkway and to offer nature-based programming.
8. **Local Arts and Cultural Groups:** Partner with arts organizations to integrate public art, cultural programming, and events in parks, creating a more vibrant community space.
9. **Neighboring Communities:** Explore joint ventures with surrounding cities to share facilities, resources, and programming, particularly for sports leagues and tournament facilities.
10. **Environmental and Conservation Groups:** Engage with organizations focused on conservation and sustainability to enhance natural areas, establish community gardens, and create educational programming focused on nature and the environment.

These partnerships would not only enhance the quality and variety of recreation services available to residents but also create a collaborative approach that leverages resources, expertise, and shared goals to build a stronger, healthier, and more vibrant Bartlesville community.

What are the key outcomes that you would like to see come from this plan?

residents have identified the following key outcomes they would like to see achieved through this Parks and Recreation Plan update:

1. **Improved Maintenance and Upkeep:** Residents want to see better maintenance of existing parks and facilities, with an emphasis on restrooms, playground equipment, water fountains, and trail systems like Pathfinder Parkway.
2. **Enhanced Safety and Security:** Addressing safety concerns, particularly around lighting, security presence, and reducing homeless encampments in parks, is a top priority for residents to make parks feel safer and more welcoming.

3. **Development of New Indoor Recreation Facilities:** Residents desire an indoor recreation center that includes features such as an indoor swimming pool, walking/jogging track, fitness areas, and space for community events and programming.
4. **Expansion of Trails and Connectivity:** Increasing the number and quality of walking and biking trails, ensuring connectivity between parks, neighborhoods, and key destinations, and improving the condition of existing trails.
5. **Addition of High-Quality Recreation Amenities:** Residents would like to see the addition of new amenities such as splash pads, dog parks, updated playgrounds, and a broader variety of sports fields and courts.
6. **Addressing Recreation Program Needs:** Expansion of programming for all age groups, including fitness classes, youth sports, senior wellness programs, environmental education, and cultural activities.
7. **Strategic Use of Parkland:** Better utilization of existing park spaces, including repurposing underused areas and ensuring that all parks have amenities that meet the community's needs.
8. **Increased Accessibility:** Ensure that parks and recreation facilities are accessible to people of all abilities, with improvements in pathways, entrances, and amenities that accommodate people with disabilities.
9. **Stronger Community Partnerships:** Establishing partnerships with local organizations, businesses, and schools to enhance programming, share resources, and improve overall service delivery.
10. **Long-Term Financial Stability:** Implement a sustainable funding strategy that balances user fees, partnerships, and city resources to support both the maintenance of existing facilities and the development of new projects without overburdening taxpayers.

These outcomes collectively represent a vision for a parks and recreation system that is well-maintained, safe, inclusive, and responsive to the diverse needs and expectations of Bartlesville's residents.

Are there any areas of the system that need more funding? Less funding?

From the data provided, residents have identified several areas of the parks and recreation system that need more or less funding:

Areas Needing More Funding:

1. **Park Maintenance:** Consistently noted as a high priority, with many residents expressing concerns about aging infrastructure and the overall condition of park facilities, restrooms, playgrounds, and trail systems.
2. **Safety and Security Enhancements:** Increased investment in lighting, security personnel, and surveillance systems to improve safety, especially in areas like Pathfinder Parkway and at key parks frequented by families and children.
3. **New Indoor Recreation Facilities:** Strong community support for developing an indoor recreation center that offers a variety of amenities such as a walking/jogging track, fitness center, indoor pool, and space for youth and adult programming.
4. **Trail Expansion and Maintenance:** Residents have expressed a strong desire for expanded walking and biking trails, as well as the maintenance of existing trails to repair cracks, improve lighting, and add safety features like water fountains.

5. **Restrooms and Drinking Fountains:** Residents repeatedly indicated that more funding is needed to maintain, upgrade, and add new restrooms and drinking fountains throughout the park system.
6. **Updated Playgrounds and Amenities:** Many park amenities such as playgrounds, benches, and tables are in need of replacement, and residents would like to see more investment in modernizing these facilities.
7. **Accessibility Improvements:** More funding is needed to ensure parks are accessible to people of all abilities, with better paths, entrances, and ADA-compliant amenities.
8. **Security and Safety on Trails:** Increasing funding for more patrols and security presence, especially to address concerns related to homeless encampments and safety issues on Pathfinder Parkway.
9. **Special Events and Programming:** Additional funding to support special events, community gatherings, and recreational programs that appeal to a variety of age groups and interests.
10. **Support for High-Demand Amenities:** Investment in specific high-demand amenities such as dog parks, splash pads, and additional sports fields that residents have indicated are lacking.

Areas Needing Less Funding:

1. **Underutilized Parks and Amenities:** Some park areas that are currently not being used effectively or are duplicative could be considered for reduced funding, repurposing, or removal.
2. **Non-Critical Park Additions:** Facilities or amenities that do not align with resident priorities or are perceived as low use (e.g., some specialized sports facilities or low-usage park areas) might be re-evaluated to reallocate funding to higher-priority needs.
3. **Non-Essential Landscaping:** Certain beautification or non-critical landscaping projects could be scaled back in favor of focusing on core maintenance and infrastructure improvements.

Overall, the community feedback suggests that more funding is needed to enhance safety, maintenance, indoor recreation, and core park amenities, while a focus on streamlining and optimizing the use of current assets could potentially free up resources for these high-priority areas.

Are there Any additional items that need to be documented in the plan?

Based on the data provided, several additional items should be documented in the updated Parks and Recreation Plan to reflect community concerns and priorities:

1. **Homelessness and Safety Concerns:** The presence of homeless encampments and related safety issues in parks and along trails, such as Pathfinder Parkway, is a significant concern. Addressing safety measures and implementing strategies to mitigate these concerns should be documented in the plan.
2. **Condition of Restrooms and Facilities:** The poor condition and maintenance of restrooms and other amenities (e.g., drinking fountains, playground equipment) are recurring issues. Strategies for improving the upkeep and functionality of these facilities should be emphasized.
3. **Accessibility Upgrades:** The need for better accessibility for people with disabilities, including ADA-compliant pathways, restrooms, and play equipment, should be specifically addressed in the plan.
4. **Focus on High-Use Parks and Amenities:** Sooner Park, Pathfinder Parkway, Jo Allyn Lowe Park, and Johnstone Park were identified as high-use areas. The plan should include focused investment strategies to enhance these key assets.

5. **Expanded Trails and Connectivity:** There is a strong demand for expanded walking, biking, and nature trails, as well as better connectivity between parks, neighborhoods, and key destinations. This should be prioritized in the plan's recommendations.
6. **Addressing Programming Gaps:** Adult fitness, senior wellness, and environmental education programs were highlighted as gaps. Recommendations to increase programming in these areas and partner with other organizations should be included.
7. **Increased Security and Lighting:** The need for improved lighting and increased security presence in parks and along trails was frequently noted. The plan should include measures for enhancing park security and safety features.
8. **Long-Term Maintenance Funding Strategy:** Residents expressed concerns about the long-term upkeep of existing facilities. The plan should outline a sustainable funding strategy for ongoing maintenance and capital replacement.
9. **Interest in an Indoor Recreation Center:** There is strong community support for a new indoor recreation facility with amenities such as a pool, fitness center, and multipurpose space. Documenting this as a key priority would align with community expectations.
10. **Dog Park and Pet Amenities:** The community values the existing dog parks but sees a need for expanded dog-friendly areas and amenities. Recommendations for improving and expanding these facilities should be incorporated.

Including these additional items in the plan will ensure a comprehensive response to the needs and expectations of Bartlesville residents and align with their vision for a well-maintained, accessible, and safe parks and recreation system.

COMMUNITY SURVEY RESULTS

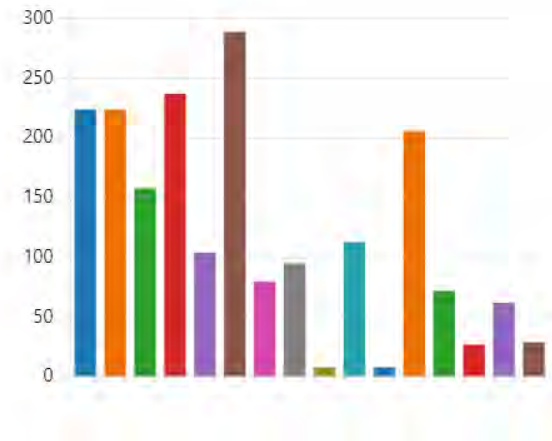
The City of Bartlesville conducted a Parks and Recreation Needs Assessment Survey 2008 to help establish priorities for the future development of parks, trails, recreation, and cultural facilities and services within the community. The survey was designed to obtain statistically valid results from households throughout the City of Bartlesville and was administered primarily through an online format to ensure broad community participation. A total of 1,475 surveys were distributed to a random sample of households throughout the city. The survey was also made available to all residents through online links shared on social media, the city's website, and via email to encourage maximum engagement.

In 2024 the city created an identical survey with a total of 345 respondents completed the online survey, significantly exceeding the initial goal of 250 responses. The results have a 95% level of confidence with a margin of error of approximately +/-5.3%, ensuring a robust representation of community input.

The survey data provided detailed insights into community needs and priorities. Key findings included high utilization of major parks such as Sooner Park, Pathfinder Parkway, and Jo Allyn Lowe Park, with strong support for additional investment in walking/biking trails, improved restrooms, drinking fountains, picnic shelters, and increased park security lighting. The survey highlighted a desire for better maintenance of existing facilities, expansion of indoor recreation spaces, and programming tailored to adult and senior populations. These results will serve as a foundation for updating the Parks and Recreation Master Plan, aligning future investments and development to meet the evolving needs and expectations of Bartlesville's residents.

City Parks and Facilities Use During the past year

Jo Allyn Lowe Park	224
Johnstone Park	224
Kiddie Park	158
Pathfinder Parkway	237
Robinwood Park	104
Sooner Park (& Sooner Pool)	289
Veterans Park (& Frontier Pool)	80
Adams Golf Course	95
Douglass Park	8
Civitan Park (Dinosaur Park)	113
None	8
Lee Lake	206
Hudson Lake	72
Arutunoff Softball Fields	27
Price Fields	62
Other	29



Analysis

1. Top 3 Most Used Facilities:

- **Sooner Park (& Sooner Pool) (289):** The highest-used park, suggesting it is a key location for community activities and recreation.
- **Pathfinder Parkway (237):** A popular choice, likely due to its walking and biking trails, indicating a strong interest in fitness and outdoor activities.
- **Jo Allyn Lowe Park & Johnstone Park (224 each):** Tied for third place, showing these parks serve as major community gathering spots.

2. Least Used Facilities:

- **Douglass Park (8) and None (8):** This could indicate limited amenities or less awareness about these facilities.
- **Arutunoff Softball Fields (27):** Low usage might suggest a need for improvements, targeted programming, or better promotion.

3. Notable Mid-Range Facilities:

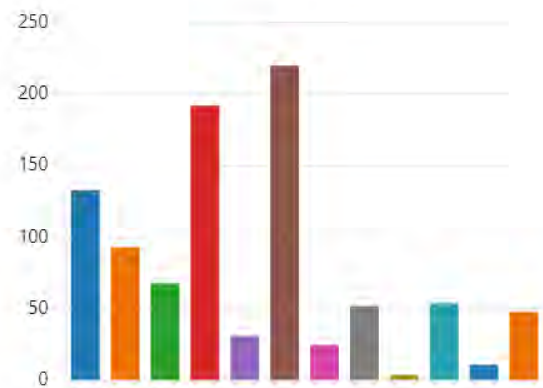
- **Civitan Park (Dinosaur Park) (113):** Its mid-range usage suggests it serves a niche audience, likely children and families.
- **Adams Golf Course (95):** Moderate usage, indicating a stable interest in golf-related activities.
- **Lee Lake (206):** Significant usage suggests it could be a focal point for expansion or additional amenities.

Recommendation

The high usage of Sooner Park and Pathfinder Parkway suggests these should be priority areas for maintenance and enhancements. Facilities like Douglass Park and Arutunoff Softball Fields might benefit from improved accessibility, new programming, or community outreach to increase engagement.

City Parks and facilities Used Most Often During the Past Year

Jo Allyn Low Park	133
Johnstone Park	93
Kiddie Park	68
Pathfinder Pathway	192
Robinwood Park	31
Sooner Park (Sooner Pool)	220
Veterans Park (Frontier Pool)	25
Adams Golf Course	52
Douglass Park	4
Civitan Park (Dinosaur Park)	54
None	11
Other	48



Top 3 Most Frequently Visited Parks and Facilities

1. **Sooner Park (Sooner Pool):** 220 respondents
2. **Pathfinder Pathway:** 192 respondents
3. **Jo Allyn Lowe Park:** 133 respondents

Additional Facilities with Moderate to Low Usage

- **Johnstone Park:** 93 respondents
- **Kiddie Park:** 68 respondents
- **Adams Golf Course:** 52 respondents
- **Civitan Park (Dinosaur Park):** 54 respondents
- **Veterans Park (Frontier Pool):** 25 respondents
- **Robinwood Park:** 31 respondents
- **Other:** 48 respondents
- **None:** 11 respondents
- **Douglass Park:** 4 respondents

Analysis

1. **Top 3 Parks:**
 - **Sooner Park (Sooner Pool)** and **Pathfinder Pathway** are significantly more popular than the other parks, indicating that these locations likely offer amenities or activities that cater to a wide range of community members.
 - **Jo Allyn Lowe Park** is the third most popular, reinforcing its role as a community favorite.
2. **Moderately Visited Parks:**
 - **Johnstone Park**, **Kiddie Park**, and **Civitan Park** serve niche interests, with specific attractions like playgrounds and child-centric activities that draw in families.
 - **Adams Golf Course** sees consistent, though lower, patronage, likely from golf enthusiasts.
3. **Low Visitation Parks:**
 - **Veterans Park**, **Robinwood Park**, and **Douglass Park** have very low visitation numbers, indicating a potential need for increased amenities, improved maintenance, or targeted programming to boost their appeal.

Recommendations

- **Investment Priority:** Focus on maintaining and enhancing the top three parks—Sooner Park, Pathfinder Pathway, and Jo Allyn Lowe Park—as they are the most valued by the community.
- **Targeted Programming:** Introduce new activities or amenities in the low visitation parks to attract more users, such as special events, upgraded facilities, or new recreational options.
- **Marketing and Outreach:** Increase awareness and promotion of less frequented parks, like Douglass Park, to encourage more community engagement and broaden the usage of all available parks and facilities.

This data helps identify which parks should be prioritized for improvements and which may need more community engagement to increase their visibility and usage.

Overall, how would you rate the physical condition of the City of Bartlesville Parks and Facilities you have visited?

● Excellent	29
● Good	218
● Fair	87
● Poor	11



Condition Ratings of Bartlesville Parks and Facilities

- **Excellent:** 29 respondents (8%)
- **Good:** 218 respondents (63%)
- **Fair:** 87 respondents (25%)
- **Poor:** 11 respondents (3%)

Analysis

1. **Positive Perceptions:**
 - **63% of respondents rated the parks as Good:** This majority indicates that most community members are generally satisfied with the quality and maintenance of the parks and facilities.
 - **8% rated them as Excellent:** This suggests that while a small portion finds the facilities outstanding, there is room to increase this percentage through targeted enhancements.
2. **Areas for Improvement:**
 - **25% rated the parks as Fair:** A notable quarter of respondents see room for improvement, possibly highlighting issues such as outdated amenities, inadequate maintenance, or needed upgrades.
 - **3% rated them as Poor:** This small percentage likely represents individuals who may have experienced significantly negative conditions at certain parks, such as safety concerns, lack of cleanliness, or poor facility conditions.

Recommendations for Action

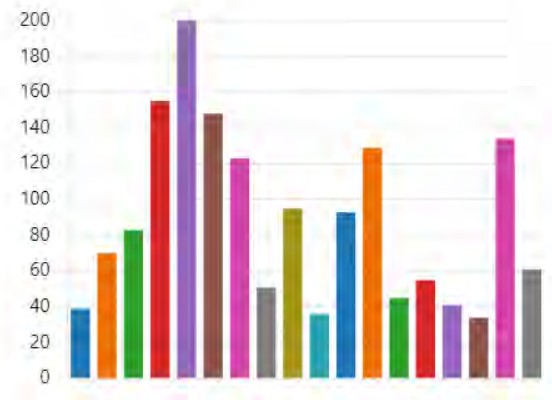
1. **Focus on Maintenance and Upgrades:**
 - Target the parks with lower ratings for maintenance and improvement projects, such as fixing worn-out infrastructure, adding new amenities, or addressing safety issues.
2. **Community Engagement:**

- Conduct follow-up surveys or focus groups with those who rated parks as Fair or Poor to gain deeper insights into specific concerns and identify parks in need of the most attention.
3. **Promote the Positive:**
- For parks that are already considered Good or Excellent, promote these spaces as community assets and explore opportunities to elevate them to model parks through additional enhancements.

By addressing the areas where the community sees room for improvement, the City of Bartlesville can increase overall satisfaction and ensure a higher percentage of residents perceive their parks as valuable community assets.

Listed below are potential additions that could be made to existing parks. Please check all the additions you would most like to have made to the parks.

Park Entrance Signs	39
Parking	70
Sidewalks	83
Drinking Fountains	155
Restrooms	200
Trail lighting	148
Natural Areas	123
Dog Parks	51
Playground Equipment	95
Bike Racks	36
Picnic Shelters	93
Picnic tables / benches	129
Sports fields lighting	45
Fishing piers	55
Handicap Accessibility	41
Sand Volleyball Courts	34
Park Security Lighting	134
Other	61



Most Desired Park Additions

1. **Restrooms:** 200 respondents
 - **Key Priority:** The most requested addition, indicating a strong need for more or improved restroom facilities across the parks.
2. **Drinking Fountains:** 155 respondents
 - **Basic Amenity Need:** Suggests a high demand for hydration stations, likely due to the active nature of park usage.
3. **Trail Lighting:** 148 respondents
 - **Safety and Accessibility:** This demand reflects a need for increased safety, especially for evening use of trails and pathways.
4. **Park Security Lighting:** 134 respondents

- **Safety Concern:** Similar to trail lighting, this addition shows that safety is a priority for park users.
- 5. **Picnic Tables / Benches:** 129 respondents
 - **Comfort and Socialization:** This addition points to a desire for more seating options for relaxation and social gatherings.
- 6. **Natural Areas:** 123 respondents
 - **Nature-Based Recreation:** Indicates an interest in preserving and enhancing natural settings, which could include wooded areas, open fields, or landscaped spaces.

Moderately Desired Additions

- **Playground Equipment:** 95 respondents
- **Picnic Shelters:** 93 respondents
- **Sidewalks:** 83 respondents
- **Parking:** 70 respondents
- **Fishing Piers:** 55 respondents
- **Dog Parks:** 51 respondents
- **Sports Fields Lighting:** 45 respondents
- **Handicap Accessibility:** 41 respondents
- **Park Entrance Signs:** 39 respondents
- **Bike Racks:** 36 respondents
- **Sand Volleyball Courts:** 34 respondents

Less Desired Additions

- **Other:** 61 respondents
- This indicates that there may be additional unique needs not captured by the provided list.

Analysis

1. **Top Priorities:**
 - **Restrooms, Drinking Fountains, and Trail Lighting** are the top three most desired additions, showing a need for enhanced basic amenities and safety features.
2. **Recreation and Comfort:**
 - The presence of items like **picnic tables/benches** and **picnic shelters** in the top 5 indicates that visitors are looking for more options for comfort, group gatherings, and relaxation.
3. **Safety and Accessibility:**
 - The inclusion of **Park Security Lighting** and **Handicap Accessibility** emphasizes a desire to make the parks more welcoming and secure for all community members.

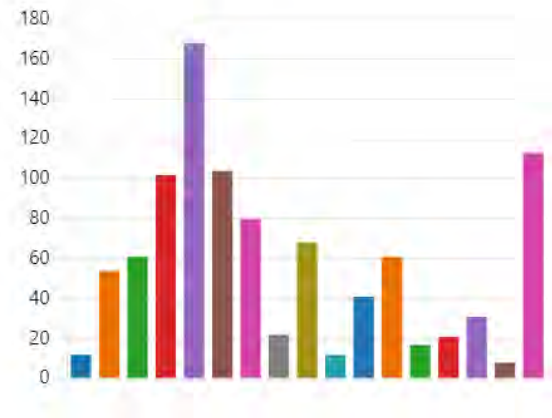
Recommendations

1. **Focus on Basic Amenities First:** Prioritize the installation of restrooms and drinking fountains, as they are the most universally desired enhancements.
2. **Enhance Safety Measures:** Implement trail and park security lighting to address concerns about safety, especially for parks and trails used after dark.
3. **Promote Accessibility and Comfort:** Add more picnic tables, benches, and shelters to create a welcoming environment for all park users.
4. **Conduct Further Outreach:** The significant number of “Other” responses suggests unique needs that might not have been captured by the survey. Conduct follow-up outreach to clarify what these additions might include.

This data-driven approach can help ensure that park improvements align with community priorities and contribute to a more satisfying park experience.

Which **THREE** of the potential additions to the City of Bartlesville parks and facilities from the list do you feel are most important?

Park Entrance Signs	12
Parking	54
Sidewalks	61
Drinking Fountains	102
Restrooms	168
Trail lighting	104
Natural Areas	80
Dog Parks	22
Playground Equipment	68
Bike Racks	12
Picnic Shelters	41
Picnic tables / benches	61
Sports fields lighting	17
Fishing piers	21
Handicap Accessibility	31
Sand Volleyball Courts	8
Park Security Lighting	113



Top 3 Most Important Park Additions

- Restrooms:** 168 respondents
 - Key Priority:** Consistently identified as the most important addition, indicating that the community views restroom availability and quality as a critical factor for park usage and comfort.
- Drinking Fountains:** 102 respondents
 - Essential Amenity:** The second-highest priority, reflecting a significant need for hydration stations, particularly in larger parks or along trails.
- Trail Lighting:** 104 respondents
 - Safety and Accessibility:** This shows a strong interest in making trails safer for use during early mornings, evenings, or winter months with shorter daylight hours.

Other Notable Priorities

- Park Security Lighting:** 113 respondents
 - This addition, along with trail lighting, emphasizes a strong community focus on safety in public spaces.
- Sidewalks:** 61 respondents
 - Indicates a need for better connectivity within parks and safer pedestrian access to and within park areas.
- Playground Equipment:** 68 respondents
 - Suggests a focus on child-friendly spaces and enhanced play areas for families.
- Natural Areas:** 80 respondents
 - Reflects a desire to preserve and enhance the natural settings within the parks, making them more appealing for passive recreation like walking, bird watching, or picnicking.

Lower Priority Additions

- **Parking:** 54 respondents
- **Picnic Tables / Benches:** 61 respondents
- **Picnic Shelters:** 41 respondents
- **Handicap Accessibility:** 31 respondents
- **Dog Parks:** 22 respondents
- **Fishing Piers:** 21 respondents
- **Sports Fields Lighting:** 17 respondents
- **Park Entrance Signs:** 12 respondents
- **Bike Racks:** 12 respondents
- **Sand Volleyball Courts:** 8 respondents

Analysis

1. **Basic Amenities are Critical:** The high number of votes for **Restrooms** and **Drinking Fountains** shows that the community sees these as fundamental necessities for park enjoyment.
2. **Safety and Accessibility:** With both **Trail Lighting** and **Park Security Lighting** ranking highly, this suggests that safety is a primary concern, possibly indicating issues with evening park use or areas perceived as poorly lit and unsafe.
3. **Natural and Play Areas:** While features like **Natural Areas** and **Playground Equipment** did not make the top 3, they still received significant votes, suggesting a secondary focus on family-friendly and nature-oriented amenities.

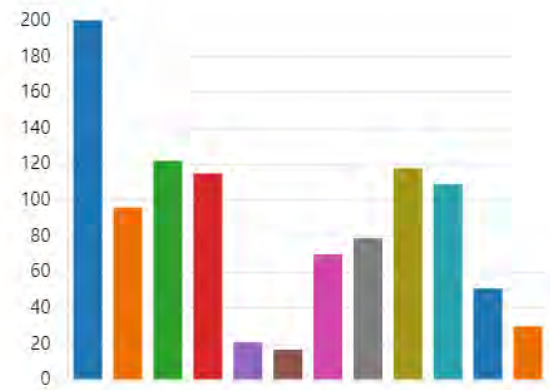
Recommendations

1. **Focus on Top 3 Priorities:** Prioritize the addition of **Restrooms**, **Drinking Fountains**, and **Trail Lighting** as these are the most frequently selected features. This will likely have the most immediate and visible impact on community satisfaction.
2. **Address Safety Concerns:** Explore options to enhance both trail and park security lighting, potentially combining this with other safety features like emergency call stations.
3. **Enhance Connectivity and Natural Areas:** Continue to invest in improving sidewalks and natural areas, making parks more accessible and aesthetically pleasing.

By focusing on these key priorities, the City of Bartlesville can create a more welcoming, safe, and functional park environment that aligns with the community's needs.

From the following list, please check ALL the organizations that you or other members of your household have used for parks, recreation and sports offerings during the past year.

City of Bartlesville	200
Non-profit youth sports leagues	96
School	122
YMCA	115
Boys & Girls Club	21
Homeowners Association	17
Neighboring Cities	70
Private Fitness Club	79
State Park	118
Churches	109
None	51
Other	30



Most Utilized Organizations

- City of Bartlesville:** 200 respondents
 - The City of Bartlesville is the primary provider of recreational services, indicating strong community engagement with local city programs and facilities.
- Schools:** 122 respondents
 - Schools are a major contributor to recreational and sports activities, suggesting that school-based programs, gymnasiums, and fields play a significant role in community recreation.
- State Parks:** 118 respondents
 - State parks are popular, likely for outdoor activities like hiking, camping, and nature-based recreation, highlighting the community's interest in natural settings and environmental experiences.
- YMCA:** 115 respondents
 - The YMCA is another key provider, offering fitness programs, youth sports, and community events, making it a popular choice for families and adults alike.
- Churches:** 109 respondents
 - Churches play a role in providing recreational or social activities, reflecting the importance of faith-based community engagement in recreation.
- Non-Profit Youth Sports Leagues:** 96 respondents
 - This response shows strong support for non-profit organizations that run specialized youth sports leagues, such as baseball, soccer, and basketball.

Moderately Used Organizations

- Neighboring Cities:** 70 respondents
 - Some residents are willing to travel to nearby communities for additional recreational opportunities, indicating potential gaps in local offerings or a desire for unique facilities not available within Bartlesville.
- Private Fitness Clubs:** 79 respondents
 - Private fitness clubs attract a notable number of respondents, suggesting demand for more specialized or advanced fitness equipment and facilities.

Less Used Organizations

- **Boys & Girls Club:** 21 respondents
 - Despite being a national organization known for youth programming, it has relatively low usage in this community.
- **Homeowners Associations:** 17 respondents
 - HOAs are less frequently utilized, likely reflecting the limited number of neighborhoods with association-sponsored amenities.
- **Other:** 30 respondents
 - This indicates there may be other community organizations not explicitly listed that serve niche recreational needs.
- **None:** 51 respondents
 - A small but notable group did not utilize any of these organizations, suggesting either a lack of need, awareness, or available time for recreational activities.

Analysis

1. **City and School Programs Dominate:**
 - The City of Bartlesville and local schools are the leading providers, indicating that municipal and educational institutions are crucial in meeting the community's recreational needs.
2. **Interest in Nature-Based Recreation:**
 - High usage of state parks indicates a strong interest in outdoor and nature-based recreation, suggesting that expanding natural areas or trails could meet community demand.
3. **Demand for Organized Sports and Fitness:**
 - The YMCA and non-profit youth sports leagues rank highly, showing interest in structured sports and fitness programs for various age groups.
4. **Regional Demand:**
 - The fact that 70 respondents utilize facilities in **Neighboring Cities** suggests there may be opportunities to capture more local engagement by expanding or diversifying offerings within Bartlesville.

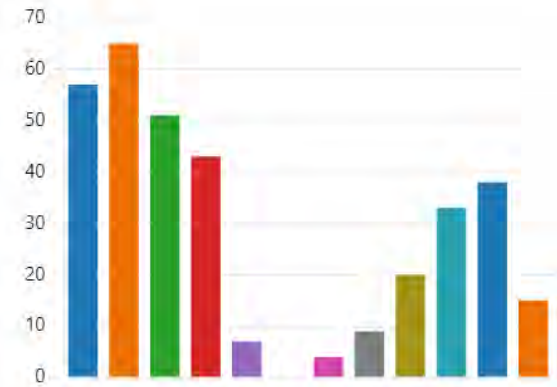
Recommendations

1. **Expand Local Programming:** Increase the variety and availability of city-based programs, particularly in areas where people are going to neighboring cities, to keep residents engaged locally.
2. **Enhance Outdoor Recreation:** Build on the strong interest in state parks by adding or improving trails, nature areas, and environmental education within local parks.
3. **Collaborate with Schools and YMCA:** Partner with schools and organizations like the YMCA to create joint programs that leverage existing facilities and resources, meeting the high demand for youth sports and family programming.
4. **Address Gaps for Non-Participants:** Reach out to the 51 respondents who are not engaged with any of these organizations to understand barriers to participation and develop inclusive offerings.

By focusing on these strategies, the City of Bartlesville can better serve the diverse recreational needs of the community and enhance local engagement.

For AGES 0-17 - Please check the TWO organizations that you or other members of your household have used for parks, recreation and sports offerings during the past year.

City of Bartlesville	57
Non-profit youth sports leagues	65
Public School	51
YMCA	43
Boys & Girls Club	7
Homeowners Association	0
Neighboring Cities	4
Private Fitness Club	9
State Park	20
Churches	33
None	38
Other	15



Top 3 Most Utilized Organizations for Ages 0-17

- 1. Non-Profit Youth Sports Leagues:** 65 respondents
 - This is the most frequently used category, indicating a strong preference for organized youth sports programs. It suggests that local sports leagues like soccer, baseball, and basketball are popular choices for children and youth.
- 2. City of Bartlesville:** 57 respondents
 - The City of Bartlesville is the second most popular provider for youth recreation, reflecting strong engagement with city-run parks and programming.
- 3. Public Schools:** 51 respondents
 - Public schools rank highly, showing that many families rely on school facilities and programs for extracurricular activities, such as sports teams, after-school programs, and playgrounds.

Moderately Used Organizations

- YMCA:** 43 respondents
 - The YMCA's youth programs, including swim lessons, youth fitness, and team sports, are a solid choice for many families.
- Churches:** 33 respondents
 - Churches are used moderately for recreational or social activities, often providing spaces for youth group events, indoor play areas, or sports leagues.
- State Parks:** 20 respondents
 - State parks serve as a venue for nature-based recreation, camping, and family outings, reflecting an interest in outdoor activities.

Less Utilized Organizations

- Private Fitness Clubs:** 9 respondents
 - Few families use private fitness clubs for children, possibly due to the lack of child-specific programming or higher costs.
- Neighboring Cities:** 4 respondents
 - Only a small percentage travel to neighboring cities for youth recreation, suggesting that most needs are met locally.
- Boys & Girls Club:** 7 respondents

- Despite its reputation for providing safe and engaging after-school programs, it sees limited use, indicating potential for expansion or improved outreach.
- **Homeowners Associations:** 0 respondents
 - No families reported using homeowners associations, suggesting a lack of HOA-provided amenities for youth recreation.

Non-Participation

- **None:** 38 respondents
 - This high number indicates a significant portion of families with children do not participate in any organized recreational offerings. Potential barriers include cost, lack of awareness, or lack of interest.
- **Other:** 15 respondents
 - Indicates there may be niche organizations or private activities not covered in the main options.

Analysis

1. **Strong Preference for Organized Youth Sports:**
 - Non-profit youth sports leagues are the most popular, suggesting a high demand for structured sports programs. Expanding partnerships with these leagues or increasing the variety of sports offered could be beneficial.
2. **City and School Offerings are Important:**
 - The City of Bartlesville and public schools rank highly, highlighting the importance of maintaining and expanding facilities and programs that cater to youth.
3. **YMCA and Churches Play Supporting Roles:**
 - These organizations help fill gaps and provide family-friendly environments, especially for activities like swim lessons, fitness, or social activities.
4. **Opportunities to Engage Non-Participants:**
 - The 38 respondents selecting "None" show that there are families not currently engaged in youth programming. Understanding their needs and barriers could lead to developing new programs or outreach strategies.

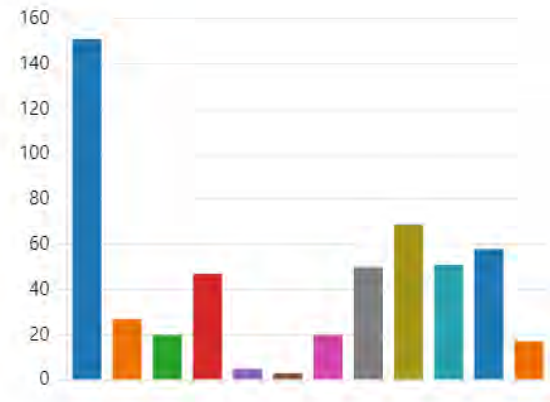
Recommendations

1. **Support Youth Sports Leagues:**
 - Increase resources, such as field availability, to support the demand for youth sports leagues. Consider offering additional city-sponsored sports or partnering with existing leagues to expand offerings.
2. **Leverage School Facilities:**
 - Partner with local schools to use their facilities for expanded recreational programs, especially during non-school hours, to better utilize these community assets.
3. **Address Barriers to Participation:**
 - Conduct a follow-up survey or focus groups with families who selected "None" to identify barriers such as cost, scheduling, or lack of available options and address them through tailored programming.
4. **Expand Outreach for Boys & Girls Club and YMCA:**
 - These organizations have strong reputations but lower usage in this community. Work on outreach strategies to raise awareness and promote their unique programs.

By addressing these insights, the City of Bartlesville and its partners can create a more engaging and inclusive set of recreational offerings that better meet the needs of children and families.

For AGES 18 and Older - Please check the TWO organizations that you or other members of your household have used for parks, recreation and sports offerings during the past year.

City of Bartlesville	151
Non-profit youth sports leagues	27
Public School	20
YMCA	47
Boys & Girls Club	5
Homeowners Association	3
Neighboring Cities	20
Private Fitness Club	50
State Park	69
Churches	51
None	58
Other	17



Top 3 Most Utilized Organizations for Adults (18 and Older)

- City of Bartlesville:** 151 respondents
 - The City of Bartlesville is the most frequently used provider of recreational services for adults, indicating that city-operated facilities and programs are central to the community's recreational choices.
- State Parks:** 69 respondents
 - The popularity of state parks suggests a strong interest in outdoor activities such as hiking, picnicking, and nature-based recreation, reflecting the community's value for natural settings.
- Churches:** 51 respondents
 - Churches serve as a community gathering space, often offering fitness programs, group activities, or social events for adults.

Other Frequently Used Organizations

- YMCA:** 47 respondents
 - The YMCA is a popular choice for adults, offering a wide range of fitness, wellness, and community programs that appeal to various age groups.
- Private Fitness Clubs:** 50 respondents
 - Many adults prefer private fitness clubs, possibly due to access to specialized equipment, fitness classes, or amenities not available in public facilities.

Moderately Used Organizations

- Neighboring Cities:** 20 respondents
 - Some adults travel to neighboring communities for specific recreational offerings, suggesting that Bartlesville may lack some specialized amenities or programs.
- Public Schools:** 20 respondents
 - Schools see some use, primarily for adult sports leagues or access to gymnasiums, indicating that school facilities are not just limited to youth activities.

Low Utilization Organizations

- Non-Profit Youth Sports Leagues:** 27 respondents
 - While primarily focused on youth, a small number of adults are involved, likely as coaches, volunteers, or participants in adult leagues.
- Boys & Girls Club:** 5 respondents

- This organization is used sparingly for adult recreation, possibly for family or community events rather than adult-specific programming.
- **Homeowners Associations:** 3 respondents
 - Low usage indicates that HOAs are not a significant source of recreation for most adults in Bartlesville.

Non-Participation

- **None:** 58 respondents
 - A significant number of adults (58) reported not using any of these organizations for recreation, indicating a potential gap in offerings, awareness, or interest.
- **Other:** 17 respondents
 - This suggests there are niche organizations or activities not covered in the provided list that serve some adults.

Analysis

1. **City and State Parks Dominate:**
 - The City of Bartlesville and state parks are the primary providers for adult recreation, suggesting a strong focus on municipal and natural settings for physical activity and leisure.
2. **Private Fitness Demand:**
 - The relatively high number of respondents choosing **Private Fitness Clubs** shows demand for facilities offering specialized fitness amenities, such as weight rooms, swimming pools, or group classes.
3. **Interest in Group and Social Activities:**
 - The moderate use of **Churches** and **YMCA** facilities highlights a preference for community-oriented recreation, where social and group-based activities are likely a key attraction.
4. **Opportunity to Increase Engagement:**
 - With 58 respondents selecting "None," there may be opportunities to develop or market programs that appeal to currently unengaged adults, such as adult sports leagues, walking clubs, or cultural programming.

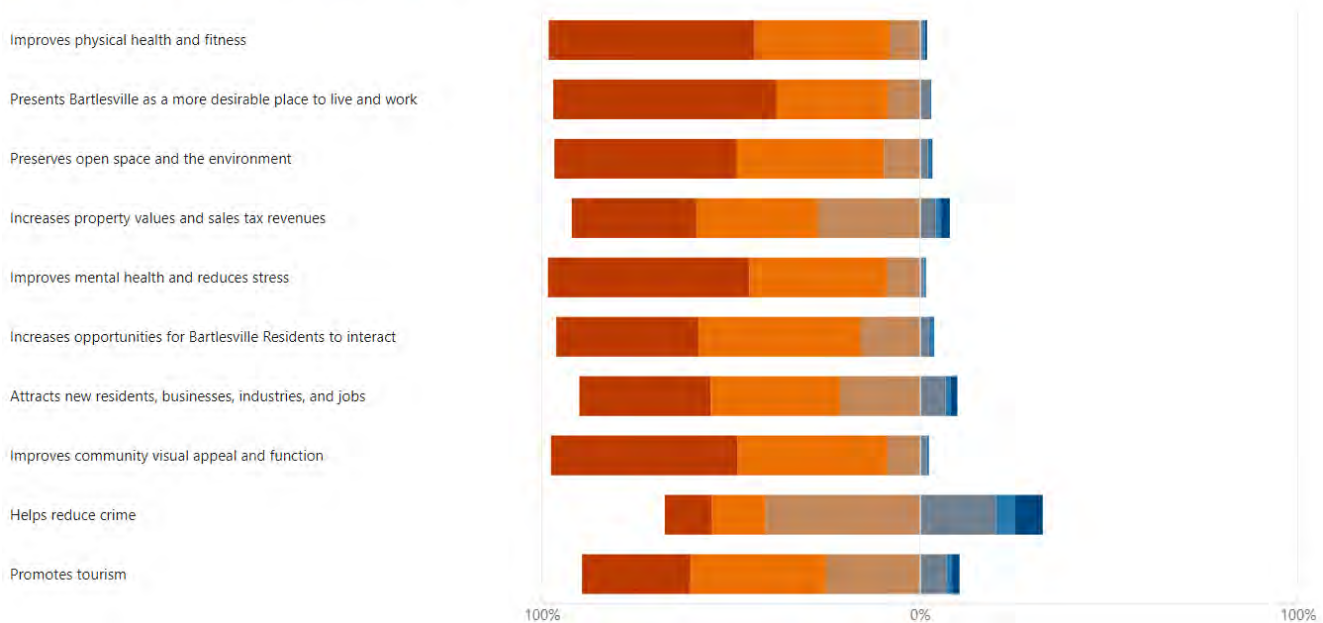
Recommendations

1. **Expand City and State Park Offerings:**
 - Enhance park amenities for adults, such as outdoor fitness equipment, organized nature walks, or adult-oriented sports leagues, to build on the strong interest in public and natural spaces.
2. **Partner with Private Fitness Clubs:**
 - Explore partnerships with local private fitness clubs to offer specialized programs through the city or provide discounted memberships for residents, filling gaps in fitness offerings.
3. **Create Targeted Programs for "Non-Participants":**
 - Consider a survey or outreach to the 58 respondents who selected "None" to identify barriers to participation and develop programs tailored to their interests, such as low-cost fitness options, drop-in sports, or social events.
4. **Promote Group and Community-Oriented Activities:**
 - Increase awareness of social and group activities available through the YMCA, churches, and community organizations, possibly adding programs that combine fitness with social engagement, such as group fitness classes or adult hobby clubs.

By addressing these insights, the City of Bartlesville can enhance its adult recreational offerings and better serve the diverse needs of its adult population.

Please indicate your level of agreement with the benefits being provided by Parks and Recreation.

Strongly Agree Agree Neutral Disagree Strongly disagree Don't Know



Rating Categories and Color Legend:

- **Strongly Agree:** Dark orange
- **Agree:** Light orange
- **Neutral:** Light brown
- **Disagree:** Gray
- **Strongly Disagree:** Dark blue
- **Don't Know:** Light blue

Key Benefits and Analysis

- Improves Physical Health and Fitness**
 - The majority of respondents **Strongly Agree** or **Agree** that Parks and Recreation improves physical health and fitness.
 - Very few disagree, indicating broad recognition of parks' role in promoting health.
- Presents Bartlesville as a More Desirable Place to Live and Work**
 - Most respondents **Agree** or **Strongly Agree** with this benefit.
 - A small percentage are neutral, and very few disagree, indicating that parks positively contribute to the city's appeal.
- Preserves Open Space and the Environment**
 - Many respondents see the role of Parks and Recreation in environmental preservation positively.
 - There is a higher percentage of neutral responses compared to other benefits, suggesting that some may not directly see or experience these efforts.
- Increases Property Values and Sales Tax Revenues**
 - Mixed responses, with a considerable number of **Neutral** and **Don't Know** responses.
 - This indicates that while some believe parks contribute to economic benefits, others are unsure or unaware of this impact.
- Improves Mental Health and Reduces Stress**
 - A significant number **Agree** or **Strongly Agree** that parks contribute positively to mental health and stress reduction.

- Very few disagree, showing that parks are viewed as valuable for emotional and mental well-being.
- 6. **Increases Opportunities for Bartlesville Residents to Interact**
 - Many respondents **Agree** or **Strongly Agree**, highlighting the role of parks in fostering community interaction and socialization.
 - A small number of **Neutral** or **Disagree** responses suggest there is room for increasing social opportunities through park programming.
- 7. **Attracts New Residents, Businesses, Industries, and Jobs**
 - There is a noticeable spread of responses, with more **Neutral** and **Don't Know** ratings compared to other benefits.
 - This suggests that while some see a link between parks and economic growth, others are less convinced or unaware of this connection.
- 8. **Improves Community Visual Appeal and Function**
 - Many **Strongly Agree** or **Agree** that parks enhance visual appeal and community function.
 - Few negative responses, reinforcing the aesthetic and functional value of well-maintained parks.
- 9. **Helps Reduce Crime**
 - Mixed views, with a significant number of **Neutral**, **Disagree**, and **Don't Know** responses.
 - This indicates uncertainty or skepticism about the direct impact of parks on crime reduction.
- 10. **Promotes Tourism**
 - Mixed agreement, with a notable portion of **Neutral** and **Don't Know** responses.
 - This suggests that while some see parks as a tourism driver, many do not directly associate parks with tourism benefits.

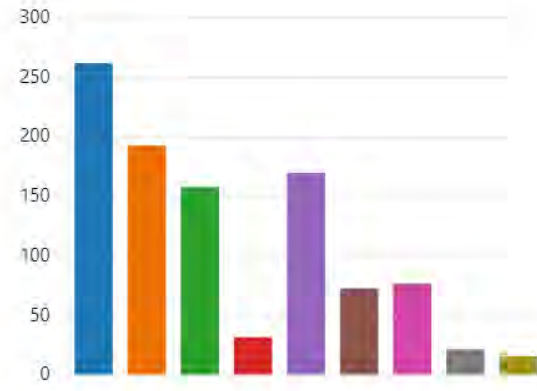
Key Insights and Recommendations

1. **Overall Positive Perception:** The top benefits perceived by the community are related to **health, stress reduction, visual appeal, and community interaction**. Programs and initiatives should continue to focus on these strengths.
2. **Opportunity for Awareness:**
 - **Economic Benefits** and **Crime Reduction** show higher **Neutral** and **Don't Know** responses, indicating potential gaps in awareness or impact. Consider community education initiatives to highlight these benefits or conduct further research to address these perceptions.
3. **Increase Environmental and Tourism Outreach:**
 - While most agree that parks help preserve open space, there's room to increase programming or campaigns that showcase these efforts.
 - Similarly, promoting the role of parks in tourism through events or marketing could help strengthen the community's association between parks and tourism.

By aligning future park projects and outreach efforts to the perceived benefits, the City of Bartlesville can enhance community support and optimize the impact of its Parks and Recreation services.

Which THREE of the benefits from above are most important to you or other members of your household?

Improves physical health and fit...	262
Presents Bartlesville as a more d...	193
Preserves open space and the e...	158
Increases property values and s...	32
Improves mental health and red...	170
Increases opportunities for Bartl...	73
Attracts new residents, business...	77
Helps reduce crime	22
Promotes tourism	16



Top 3 Most Important Benefits

- Improves Physical Health and Fitness:** 262 respondents
 - This is overwhelmingly the most important benefit identified by respondents, indicating a strong emphasis on the role parks play in promoting health and fitness activities such as walking, jogging, sports, and outdoor exercise.
- Improves Mental Health and Reduces Stress:** 170 respondents
 - Mental health is a key priority for the community, suggesting that parks are valued as places for relaxation, mindfulness, and stress relief. This highlights the need for tranquil spaces, nature areas, and mental wellness programs.
- Presents Bartlesville as a More Desirable Place to Live and Work:** 193 respondents
 - Parks and recreation facilities are viewed as essential to making Bartlesville an attractive community. This indicates that well-maintained and diverse recreational options can contribute to a higher quality of life and a sense of community pride.

Additional Notable Benefits

- Preserves Open Space and the Environment:** 158 respondents
 - Environmental preservation is considered a critical benefit, indicating a strong interest in sustainable practices, natural areas, and conservation efforts.
- Attracts New Residents, Businesses, Industries, and Jobs:** 77 respondents
 - This benefit ranked higher than expected, suggesting that parks and recreational facilities are seen as a factor in economic development and community growth.
- Increases Opportunities for Bartlesville Residents to Interact:** 73 respondents
 - While not a top priority, community interaction is still valued, highlighting parks as a space for socialization and community-building.

Lower Priority Benefits

- Increases Property Values and Sales Tax Revenues:** 32 respondents
 - Economic benefits are a lower priority for most respondents, suggesting that tangible community impacts (e.g., health, environment) are seen as more immediate or important.
- Helps Reduce Crime:** 22 respondents
 - Few respondents view crime reduction as a significant benefit of parks, likely due to a lack of direct association between parks and safety.
- Promotes Tourism:** 16 respondents
 - Tourism is the least prioritized benefit, indicating that residents see parks primarily for local use rather than as attractions for visitors.

Key Takeaways

1. **Health and Well-Being as the Top Priority:** Both physical and mental health benefits are seen as crucial, indicating that any future park enhancements should prioritize spaces and programs that support fitness and mental wellness.
2. **Community Image and Quality of Life:** The role of parks in making Bartlesville an attractive place to live is highly valued, highlighting the need for well-maintained and aesthetically pleasing parks to bolster community pride and desirability.
3. **Environmental Stewardship:** Environmental preservation is also a key focus, suggesting that residents support efforts to maintain natural areas, protect green spaces, and implement environmentally friendly initiatives.

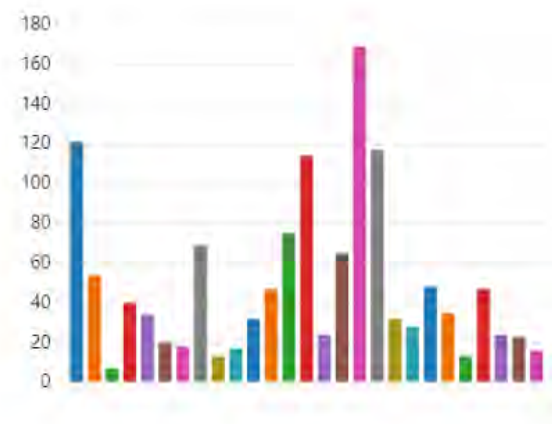
Recommendations

1. **Invest in Health-Focused Amenities and Programs:**
 - Develop fitness trails, outdoor gym equipment, yoga or fitness classes, and mental health programs like guided nature walks or mindfulness sessions.
2. **Promote Parks as Community Hubs:**
 - Increase amenities that support social interaction, such as picnic areas, community gardens, and group activity spaces.
3. **Enhance Environmental Features:**
 - Preserve and expand natural areas, develop educational programs on environmental stewardship, and incorporate sustainable practices in park management.

By focusing on these top community priorities, the City of Bartlesville can ensure that its Parks and Recreation services align with the values and needs of its residents.

Which FOUR of the facilities are MOST important to you or other members of your household?

Playgrounds	121
Shelter Houses / Picnic Areas	54
Adult Softball Fields	7
Youth Soccer Fields	40
Youth Baseball / Softball Fields	34
Football Fields	20
Outdoor Tennis Courts	18
Outdoor Pickleball Courts	69
Outdoor Basketball Courts	13
Skate Park	17
Disk Golf Course	32
Dog Parks	47
Small Neighborhood Parks	75
Large Community Parks	114
Ice Rink	24
Outdoor Swimming Pool	65
Walking / Biking Trails	169
Nature Trails	117
Formal Gardens	32
Nature Center	28
Indoor Fitness Center	48
Indoor Running / Walking Track	35
Indoor Basketball / Volleyball C...	13
Indoor Swimming / Leisure Pool	47
Splash Pads	24
Canoe / Kayak Ramp on Caney R...	23
Other	16



Top Four Facilities by Importance:

- 1. Walking / Biking Trails – 169 respondents**
 - With 169 respondents selecting walking and biking trails as a top priority, these facilities are clearly the **most important** to the community. This reflects a strong interest in accessible, safe, and scenic trails for exercise, recreation, and transportation.
- 2. Playgrounds – 121 respondents**
 - Playgrounds are highly valued, with 121 respondents indicating them as a top priority. This suggests a focus on providing safe, engaging spaces for children and families, emphasizing the community's interest in youth recreation.
- 3. Large Community Parks – 114 respondents**
 - Large community parks rank as the third most important facility, with 114 respondents. This reflects the community's appreciation for multi-use spaces that can accommodate a variety of activities, family gatherings, and events.

4. **Nature Trails – 117 respondents**

- Nature trails were selected by 117 respondents, placing them in the top four. This highlights a desire for opportunities to engage with nature, experience scenic environments, and enjoy passive recreation such as hiking and wildlife observation.

Honorable Mentions:

1. **Small Neighborhood Parks – 75 respondents**

- Smaller parks are a key facility for many respondents, indicating a desire for accessible and convenient green spaces close to home.

2. **Outdoor Pickleball Courts – 69 respondents**

- The popularity of pickleball is reflected in its high ranking, showing growing community interest in this sport.

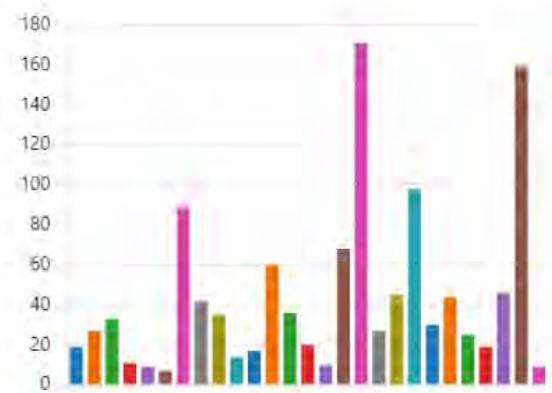
3. **Outdoor Swimming Pool – 65 respondents**

- Outdoor swimming pools are a high priority for many, suggesting a desire for additional recreational and cooling options during warmer months.

The top four facilities identified as the most important to respondents are **Walking/Biking Trails, Playgrounds, Large Community Parks, and Nature Trails**. These facilities reflect a strong community interest in outdoor, multi-use spaces that provide safe and engaging recreational opportunities for individuals and families. Investing in these areas will have the greatest positive impact on meeting the recreational needs and expectations of the Bartlesville community.

Which FOUR of the programs are MOST important to you or other members of your household?

Preschool	19
Day Care	27
Before and After school	33
Tot Sports	11
Tot Arts & Crafts	9
Tot Dance & Movement	7
Youth Sports	89
Youth Fitness and Wellness	42
Youth Arts & Crafts	35
Youth Dance	14
Youth Educational	17
Teen Sports	60
Teen Fitness and Wellness	36
Teen Educational	20
Teen Trips	10
Adult Sports	68
Adult Fitness and Wellness	171
Adult Dance	27
Adult Educational	45
Senior Wellness and Fitness	98
Senior Educational	30
Senior Social	44
Senior Trips	25
Programs for Persons with Speci...	19
Environmental Education Progra...	46
Special Events (Concerts, Movie...	159
Other	9



Based on the provided data, the four programs that are considered **most important** by respondents are:

1. **Adult Fitness and Wellness** - 171 responses
2. **Special Events (Concerts, Movies, Night Life, etc.)** - 159 responses
3. **Senior Wellness and Fitness** - 98 responses
4. **Youth Sports** - 89 responses

Analysis and Interpretation

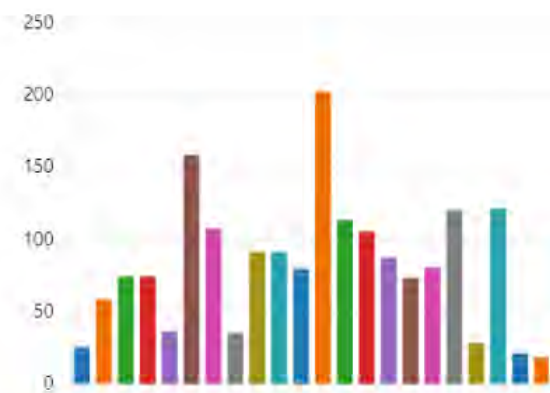
1. **Adult Fitness and Wellness** received the highest number of responses, indicating that health and wellness opportunities are a top priority for the community. This highlights the importance of providing a diverse range of fitness classes, wellness workshops, and exercise facilities targeted at adults.

2. **Special Events (Concerts, Movies, Night Life, etc.)** also garnered significant interest, reflecting a strong community desire for structured social and entertainment opportunities that enhance quality of life and provide venues for social interaction and cultural engagement.
3. **Senior Wellness and Fitness** ranks third, emphasizing the community's recognition of the importance of tailored health and fitness programs for older adults. This points to a need for more senior-friendly fitness options, including low-impact exercise classes, strength training, and wellness activities.
4. **Youth Sports** is the fourth most important program, indicating a strong interest in providing structured sports opportunities for younger residents, which can support physical health, teamwork, and skill development.

These results suggest a focus on enhancing **wellness, fitness, and community engagement** through recreational programming, as well as ensuring there are targeted options for different age groups and interests.

The City of Bartlesville may be looking to develop additional indoor programming spaces. From the list, please select **ALL** the potential indoor programing spaces you or other members of your household would use.

Preschool program space	26
Dance	59
Teen Center	75
Senior Center	75
Gymnastic Center	37
Indoor leisure pool (slides, etc.)	159
Lap lanes for exercise swimming	108
25 yard competition pool	36
Arts & Crafts Room	92
Multi-Court Gymnasium	92
Indoor Sports Fields	80
Walking / Jogging Track	203
Weight / Cardiovascular Room	114
Aerobics / Fitness Space	106
Indoor Ice-Rink	88
Gyms for Basketball / Volleyball	74
Indoor Golf driving range	81
Rock Climbing Wall	121
Racquetball Courts	29
Indoor Pickleball Courts	122
Esports	22
Other	19



Based on the provided data, the top potential indoor programming spaces that respondents and their households would use are:

1. **Walking / Jogging Track** - 203 responses
2. **Indoor Leisure Pool (slides, etc.)** - 159 responses
3. **Rock Climbing Wall** - 121 responses
4. **Indoor Pickleball Courts** - 122 responses
5. **Weight / Cardiovascular Room** - 114 responses
6. **Lap Lanes for Exercise Swimming** - 108 responses
7. **Aerobics / Fitness Space** - 106 responses
8. **Arts & Crafts Room** - 92 responses
9. **Multi-Court Gymnasium** - 92 responses
10. **Indoor Sports Fields** - 80 responses

Key Insights:

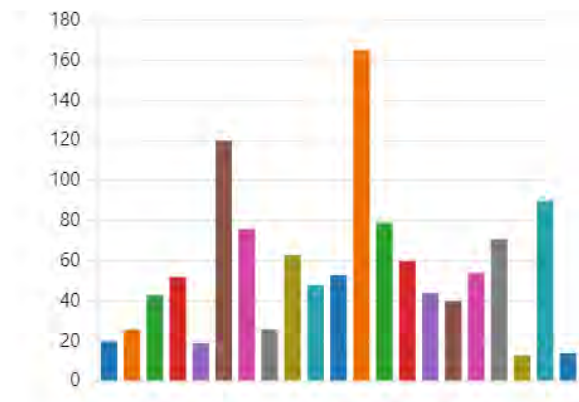
1. **Walking / Jogging Track** is the most requested indoor space, reflecting a strong community interest in accessible, year-round exercise facilities for cardiovascular fitness.
2. **Indoor Leisure Pool** is highly valued, suggesting that there is significant demand for family-friendly aquatic facilities that offer more recreational features beyond lap swimming.
3. **Rock Climbing Wall** and **Indoor Pickleball Courts** also received substantial interest, indicating that residents are interested in diverse, active indoor recreational opportunities that cater to a variety of skill levels and fitness preferences.
4. **Weight / Cardiovascular Rooms** and **Aerobics / Fitness Spaces** highlight the community's desire for traditional fitness facilities to support structured exercise and fitness classes.
5. **Arts & Crafts Room** and **Multi-Court Gymnasium** show that residents are also interested in spaces that support both creative activities and team sports, suggesting a need for versatile, multi-use indoor spaces.

Recommendations:

When considering additional indoor programming spaces, prioritizing the development of a **Walking / Jogging Track**, **Indoor Leisure Pool**, and **Weight/Cardiovascular Room** would cater to the highest-demand activities. Including spaces for unique activities like a **Rock Climbing Wall** and **Pickleball Courts** could add variety and attract broader participation, while ensuring versatile spaces like a **Multi-Court Gymnasium** and **Arts & Crafts Room** would support a wider range of community activities and programming options.

From the list, please select **FOUR** of the potential indoor programming spaces you or other members of your household would use **MOST OFTEN**

Preschool program space	20
Dance	26
Teen Center	43
Senior Center	52
Gymnastic Center	19
Indoor leisure pool (slides, etc.)	120
Lap lanes for exercise swimming	76
25 yard competition pool	26
Arts & Crafts Room	63
Multi-Court Gymnasium	48
Indoor Sports Fields	53
Walking / Jogging Track	165
Weight / Cardiovascular Room	79
Aerobics / Fitness Space	60
Indoor Ice-Rink	44
Gyms for Basketball / Volleyball	40
Indoor Golf driving range	54
Rock Climbing Wall	71
Racquetball Courts	13
Indoor Pickleball Courts	90
Other	14



The top four indoor programming spaces that respondents would use **most often** are:

1. **Walking / Jogging Track** - 165 responses
2. **Indoor Leisure Pool (slides, etc.)** - 120 responses
3. **Indoor Pickleball Courts** - 90 responses
4. **Rock Climbing Wall** - 71 responses

Analysis and Interpretation:

1. **Walking / Jogging Track** received the highest number of responses, reflecting a strong community interest in a facility that supports year-round indoor exercise for residents of all ages. This suggests that providing a dedicated space for walking and jogging would be one of the most utilized indoor facilities.
2. **Indoor Leisure Pool** indicates high demand for a family-friendly aquatic facility that provides recreational activities such as slides and play areas, making it a popular choice for families and individuals looking for enjoyable indoor water-based activities.
3. **Indoor Pickleball Courts** received significant interest, highlighting the growing popularity of pickleball as a sport that appeals to a wide age range, especially older adults seeking low-impact recreational activities.

4. **Rock Climbing Wall** is also highly valued, suggesting that there is a desire for unique, physically challenging activities that appeal to both younger residents and fitness enthusiasts looking for new ways to stay active indoors.

Recommendations:

When considering new indoor programming spaces, prioritizing these top four spaces would cater to the most commonly desired activities. Providing a **Walking / Jogging Track** and **Indoor Leisure Pool** would meet the demand for general fitness and family recreation, while **Pickleball Courts** and a **Rock Climbing Wall** would introduce variety and attract a broader demographic. Together, these options would create a diverse, inclusive indoor recreation environment that offers something for all residents.

The City of Bartlesville Parks and Recreation does not currently offer recreation, fitness, or cultural programs. Rather, recreation, fitness, and cultural programming is provided by a variety of non-profit community organizations, private business, and neighboring communities.



Based on the data provided, here is an analysis of community sentiment regarding the potential role of the City of Bartlesville in providing recreation, fitness, and cultural programming:

Community Preferences for City-Run Programming:

1. **The City should offer recreation, fitness, and cultural programs funded by BOTH fees and taxes** - 209 responses (62%)
2. **The City should offer recreation, fitness, and cultural programs ONLY if they are funded by fees from participants** - 59 responses (18%)
3. **The City should NOT offer recreation, fitness, and cultural programs** - 22 responses (7%)
4. **Not Sure** - 55 responses (16%)

Analysis:

1. **Strong Support for City-Run Programming with Fee and Tax Funding:**
 - The majority (62%) of respondents believe that the City should offer recreation, fitness, and cultural programs funded by a combination of **fees and taxes**, indicating a willingness to see public funds used in conjunction with participant fees to support these services. This response suggests that residents see value in having the City play a more active role in providing and supporting recreational and cultural opportunities.
2. **Some Support for Fee-Based Programs Only:**
 - Approximately **18%** of respondents feel that programs should be exclusively **self-sustained through participant fees**. This group likely values maintaining lower tax burdens while ensuring that only users of the programs bear the costs. While they support City-provided programming, their preference leans toward a cost-recovery model.
3. **Minimal Opposition to City Involvement:**
 - Only **7%** of respondents believe that the City should **not offer any programming**, indicating minimal opposition to expanding the City's role in recreation and cultural

activities. This small group may feel that existing programs offered by non-profits, private businesses, and neighboring communities are sufficient.

4. Uncertainty Among Some Residents:

- The **16%** of respondents who are **unsure** may lack enough information about what City-run programs would look like, how they would be funded, or what benefits they would offer. This group could potentially be swayed through community engagement and information sharing.

Key Takeaways:

1. Strong Community Support for City-Run Programs:

- The data indicates a clear preference for City involvement in recreation, fitness, and cultural programming, particularly when supported by a mix of fees and taxes. This sentiment suggests that residents see value in the City taking a more direct role in providing a diverse range of activities and opportunities for community enrichment.

2. Focus on Cost-Sharing Models:

- As 62% prefer a mixed funding approach and 18% support fee-only funding, it is clear that cost recovery is an important consideration. When implementing new programs, the City should consider a pricing strategy that balances affordability with program sustainability to meet the expectations of different segments of the community.

3. Engage and Inform the Community:

- To address the concerns of the 16% who are unsure, the City could conduct further outreach to share detailed information about potential programs, funding mechanisms, and benefits to the community. Engaging residents in the planning process will help build broader support and understanding.

Recommendations:

1. Explore Feasibility of a Mix of Fee-Based and Tax-Supported Programs:

- Given the strong support for a combined funding model, the City should explore which programs can be implemented under a mix of fees and tax support. Prioritize high-demand activities, such as fitness and wellness programs, cultural events, and recreational sports, and assess potential pricing structures to achieve a sustainable balance.

2. Pilot Programs and Assess Community Response:

- Consider introducing a few pilot programs funded by a combination of fees and taxes to gauge community interest and participation. This approach allows the City to refine its programming strategy based on real feedback and outcomes.

3. Leverage Partnerships with Existing Providers:

- Since many services are currently offered by non-profits, private businesses, and neighboring communities, the City could initially focus on **partnering** with these organizations to expand program offerings under a collaborative model. This would reduce startup costs and leverage existing expertise.

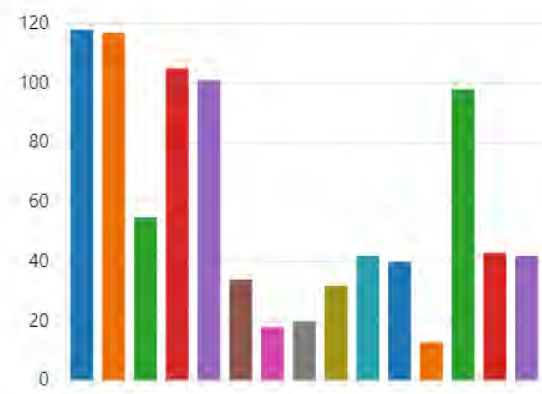
4. Create a Clear Communication Strategy:

- Develop a communication plan to keep residents informed about the benefits, costs, and potential impacts of new programming. Emphasize transparency around funding sources, program goals, and opportunities for community input.

The community overwhelmingly supports the idea of the City of Bartlesville offering recreation, fitness, and cultural programs, especially through a funding model that combines participant fees and public taxes. Moving forward, the City should focus on designing a cost-sharing approach that balances affordability and program sustainability, while continuing to engage and inform residents to ensure broad support and alignment with community needs.

Please select ALL the reasons that prevent you or other members of your household from using parks, recreation swimming and sports facilities of the City of Bartlesville more often.

Facilities are not well maintained	118
Programing or facility not offered	117
Facilities lack the right equipme...	55
Security is insufficient	105
Lack of programs	101
Too far from our residence	34
Lack of Parking by facilities and ...	18
Use facilities in other cities	20
Fees are too high	32
I don't know locations of facilities	42
Use services of other agencies	40
Not accessible for people with d...	13
I do not know what is being offe...	98
None	43
Other	42



The top reasons preventing respondents and their households from using parks, recreation, swimming, and sports facilities in the City of Bartlesville more often are:

1. **Facilities are not well maintained** - 118 responses
2. **Programing or facility not offered** - 117 responses
3. **Security is insufficient** - 105 responses
4. **Lack of programs** - 101 responses
5. **I do not know what is being offered** - 98 responses
6. **Facilities lack the right equipment** - 55 responses

Analysis and Interpretation:

1. **Facility Maintenance and Quality:**
 - **118 respondents** cited poor maintenance as a top barrier, indicating that the current condition of facilities is a significant concern. This suggests that enhancing the quality and upkeep of parks, sports fields, and recreational areas should be a priority to increase usage.
2. **Gaps in Programming and Facility Availability:**
 - A high number of respondents (117) believe that the **desired programming or facilities are not currently offered**, while **101 respondents** specifically mentioned a **lack of programs** as a barrier. This points to unmet demand for more diverse programming and additional facility types to cater to community needs.
3. **Concerns About Safety and Security:**

- **Security issues** were highlighted by **105 respondents**, suggesting that perceived or real safety concerns may be deterring residents from visiting existing facilities. Addressing security through enhanced lighting, increased staff presence, or safety patrols could improve residents' comfort and confidence in using these spaces.
- 4. **Awareness and Communication Issues:**
 - **98 respondents** indicated that they **do not know what is being offered**, and **42** stated they **do not know the locations** of facilities. This points to an **information and communication gap** that needs to be addressed through improved marketing, signage, and community outreach to ensure residents are aware of available resources.
- 5. **Equipment and Accessibility:**
 - **55 respondents** feel that the **facilities lack the right equipment**, suggesting that some parks and recreation facilities may not have the appropriate resources or amenities to meet user expectations. Adding or upgrading equipment to align with community interests could help attract more users.
- 6. **Other Factors:**
 - **Distance** ("Too far from our residence," 34 responses) and **Fees** ("Fees are too high," 32 responses) were less frequently cited as barriers but are still relevant concerns for some households, particularly those living farther from central facilities or with limited budgets.

Key Takeaways:

1. **Focus on Facility Maintenance and Safety:**
 - With **118** respondents citing poor facility maintenance and **105** mentioning security issues, the City should prioritize improving the condition and safety of existing facilities. Regular maintenance, facility upgrades, and enhanced safety measures will be crucial to increasing public use and satisfaction.
2. **Expand Programming and Facility Options:**
 - The significant response indicating a lack of programming or facilities points to unmet demand for new or expanded recreational opportunities. Conducting community surveys and focus groups to identify specific programming needs (e.g., fitness classes, youth sports, senior activities) can help the City plan effectively.
3. **Enhance Communication and Community Outreach:**
 - Many respondents are unaware of current offerings, which indicates a need for a more robust communication strategy. Consider implementing a centralized online platform, social media updates, physical signage, and printed materials to ensure residents are informed about available programs, facilities, and events.
4. **Address Equipment and Amenity Gaps:**
 - Upgrading facilities to include appropriate equipment (e.g., sports gear, playground updates, fitness equipment) can help meet the needs of different user groups and improve the overall experience for park and facility users.
5. **Consider Accessibility and Inclusivity:**
 - While **13** respondents noted a lack of accessibility for people with disabilities, this is still a critical consideration. The City should continue to evaluate and upgrade facilities to ensure they are inclusive and accessible to all members of the community.

Recommendations:

1. **Develop a Facility Maintenance and Safety Plan:**
 - Implement a comprehensive plan for regular facility maintenance, upgrades, and security enhancements. This could include routine inspections, safety audits, improved lighting, and community safety patrols to address identified concerns.

2. Expand Programming Based on Community Needs:

- Use the survey data and additional feedback to identify high-demand programs or activities currently not offered (e.g., fitness classes, arts and crafts, special events) and develop a phased approach to introduce new programming.

3. Improve Awareness Through Targeted Communication:

- Launch a targeted awareness campaign to improve knowledge of existing programs and facilities. Create a user-friendly, centralized online platform, distribute event calendars, and use social media and local media to increase visibility.

4. Upgrade Equipment and Amenities:

- Evaluate existing facilities to identify areas where equipment upgrades are needed (e.g., playgrounds, sports fields, fitness areas). Implement a strategic plan to address these gaps and enhance user experiences.

5. Ensure Inclusivity and Accessibility:

- Conduct an accessibility audit of existing facilities and implement upgrades where needed to ensure that all parks and recreational spaces are welcoming and usable for individuals with disabilities.

Addressing facility maintenance, expanding programming, enhancing security, and improving communication will be essential to increasing the use and satisfaction of parks, recreation, and sports facilities in Bartlesville. Taking a comprehensive, community-driven approach to facility improvements and program development will help create a more vibrant, accessible, and well-utilized parks and recreation system that meets the diverse needs of residents.

Rank the following Parks, trails, sports, and recreation facilities from MOST Important to LEAST Important.



The categories listed, in order of priority based on the chart, are:

1. **Improvements / Maintenance of Existing Parks and Facilities**
2. **Development of Walking and Biking Trails**
3. **Development of New Indoor Programming Spaces**
4. **Improvements to Outdoor Swimming Pools / Aquatic Facilities**
5. **Improvements and Construction of Sports Fields**
6. **Improvements to the Public Golf Course**

Analysis:

1. **Improvements / Maintenance of Existing Parks and Facilities** is clearly the top priority for respondents. This suggests a strong focus on maintaining and upgrading current amenities before expanding or developing new facilities. Residents likely feel that ensuring quality, safety, and usability of existing parks and facilities is crucial to maximizing community benefit.
2. **Development of Walking and Biking Trails** ranks second, reflecting the high importance of creating more accessible, active transportation and recreation opportunities. Walking and

biking trails are often seen as versatile, multi-use amenities that support both fitness and community connectivity.

3. **Development of New Indoor Programming Spaces** comes third, indicating interest in creating new spaces for activities such as sports, fitness, and community events. This aligns with previous responses showing demand for indoor facilities like gyms, fitness rooms, and indoor pools.
4. **Improvements to Outdoor Swimming Pools / Aquatic Facilities** is ranked fourth, suggesting that while outdoor aquatic amenities are valued, they are not the highest priority compared to other facility types. Enhancements here may still be necessary to address specific concerns around capacity, quality, or accessibility.
5. **Improvements and Construction of Sports Fields** is placed fifth, highlighting a relatively lower priority for sports field expansion or upgrades. This may indicate that current facilities meet most needs or that other amenities are considered more pressing.
6. **Improvements to the Public Golf Course** is the lowest priority, which may reflect the niche interest in golf compared to more widely used facilities like parks, trails, and community centers.

Key Takeaways:

1. **Focus on Maintenance and Upgrades:** The top priority is maintaining and improving existing facilities, which suggests that addressing quality and maintenance issues in parks and recreational spaces should be a central part of any planning and development strategy.
2. **Expand Trail Systems:** Walking and biking trails are highly valued and provide benefits across multiple demographics. Investing in expanding and enhancing trail networks could increase overall park usage and support broader health and wellness goals.
3. **New Indoor Spaces Are Needed:** Given the third-place ranking for new indoor programming spaces, it is clear that there is demand for more versatile indoor areas to support various community programs and activities year-round.
4. **Aquatic Facility Improvements:** While not the top priority, improvements to outdoor swimming facilities are still important, especially if they address specific issues such as overcrowding, accessibility, or outdated amenities.
5. **Sports Fields and Golf Course Are Lower Priorities:** Sports fields and the public golf course rank lower, indicating that these facilities may not require immediate focus unless they have specific deficiencies or opportunities for targeted enhancements.

Recommendations:

1. **Prioritize Facility Maintenance and Quality Upgrades:** Allocate resources to maintaining and upgrading existing parks and recreational facilities to ensure they are safe, attractive, and functional.
2. **Expand Trail Systems and Connectivity:** Develop a plan to expand and interconnect walking and biking trails, focusing on areas with high demand and gaps in the current network.
3. **Evaluate Indoor Space Needs:** Assess current indoor facility usage and plan for new multipurpose spaces that can accommodate diverse programming, from sports and fitness to arts and community events.
4. **Address Aquatic Facility Needs:** Consider making targeted improvements to outdoor swimming facilities to enhance user experience, increase capacity, or add new features.

This ranking provides a clear framework for strategic investments and helps align resource allocation with community priorities.

If an option were included on the City's monthly utility bill to make a voluntary donation of your choosing for public park improvements, projects, and programs, would you participate?

Yes	96
No	73
Maybe	175



Regarding the potential for a **voluntary donation** option on the City's monthly utility bill for public park improvements, projects, and programs, here's an analysis of community sentiment:

Response Breakdown:

1. **Yes** - 96 responses (24%)
2. **No** - 73 responses (18%)
3. **Maybe** - 175 responses (58%)

Analysis and Interpretation:

1. **Significant Interest but with Uncertainty:**
 - The **largest group (58%)** responded with "Maybe," indicating a high level of **interest** but also **uncertainty** about whether they would consistently participate. These respondents may want more information on how funds would be used, the impact of their contributions, or how the program would be administered before committing.
2. **Positive Support (Yes):**
 - **24%** of respondents indicated a definite willingness to participate by contributing financially. This group likely values park improvements and wants to actively support enhanced recreational opportunities in the community.
3. **Some Opposition (No):**
 - **18%** of respondents stated they would not participate, suggesting that cost concerns, other priorities, or a preference for public funding through taxes may be influencing their stance. While this is not a majority, it's still a significant segment that opposes the idea of voluntary contributions.

Key Considerations:

1. **Effectiveness of a Voluntary Donation Program:**
 - Given the high percentage of "Maybe" responses, the success of a voluntary donation option would depend on effective communication and transparency. The City would need to clearly outline **how donations would be used**, the **specific improvements or programs** they would support, and provide **regular updates** on progress to build trust and commitment.
2. **Need for More Information:**
 - The large "Maybe" group suggests a need for additional details. Conducting follow-up surveys or community outreach to understand their concerns and preferences could help convert more of these potential contributors into regular donors.
3. **Consider Offering Tiered Donation Options:**
 - Providing suggested donation tiers (e.g., \$1, \$5, \$10 per month) or one-time donation options may make it easier for residents to choose a level of support that aligns with their budget and interest. This flexibility could increase overall participation.

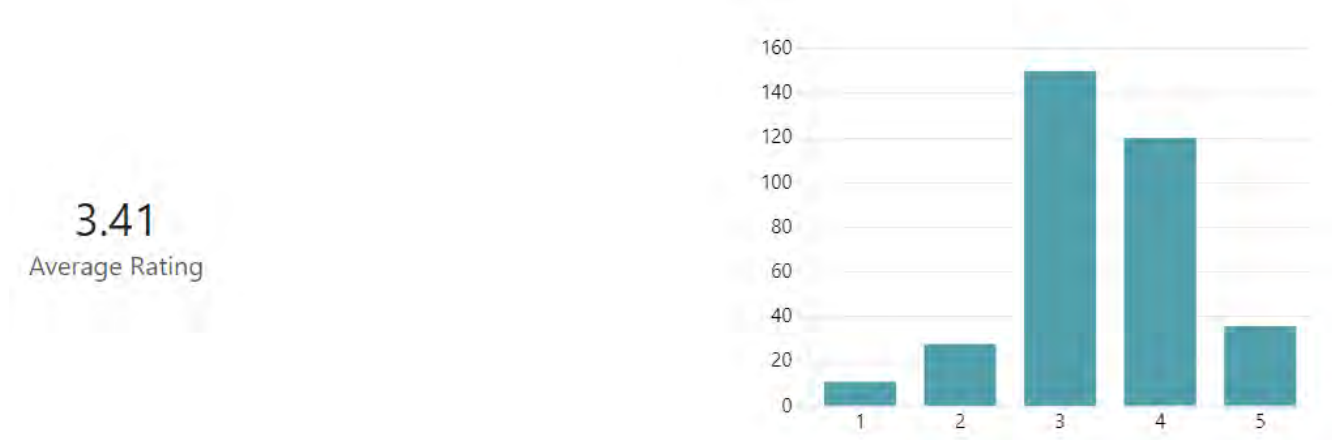
Recommendations:

1. **Launch a Pilot Program:**

- Consider launching a small-scale pilot program with clear goals and transparent reporting to gauge actual participation rates. Use the pilot to test messaging, refine the donation process, and address any barriers identified during the trial.
- 2. **Provide Clear Benefits and Impact Statements:**
 - When promoting the program, emphasize the tangible benefits that voluntary donations can provide, such as new playground equipment, trail expansions, or park beautification projects. Showcasing specific improvements funded by these donations will help build momentum and encourage participation.
- 3. **Increase Community Engagement:**
 - Engage with residents through workshops, town halls, and surveys to gather feedback on which park improvements and projects are most important to them. Using this input to shape how donations are used will help align the program with community priorities.
- 4. **Implement Regular Reporting and Recognition:**
 - Establish a reporting mechanism to show how funds are being used and the outcomes achieved. Consider recognizing contributors (e.g., in newsletters or on the City's website) to create a sense of community support and appreciation for donors.

The data suggests a moderate level of support for a voluntary donation program, with a large portion of respondents indicating potential interest. With effective communication, transparency, and community engagement, the City could convert many “Maybe” respondents into active contributors, making the initiative a viable tool for funding park improvements and enhancing community amenities.

Please rate your satisfaction on a numerical scale, where 5 represents ‘Very Satisfied’ and 1 represents ‘Very Dissatisfied,’ with the overall value your household receives from the City of Bartlesville Parks and Recreation.



The key metrics and insights from this chart are as follows:

Key Data Points:

1. **Average Rating: 3.41**
This is a **moderate** satisfaction level, suggesting that while respondents see some value in the Parks and Recreation offerings, there is room for improvement.
2. **Distribution of Ratings:**
 - **1 (Very Dissatisfied):** Very few responses (approximately 10).
 - **2:** Around 35 respondents.
 - **3:** The highest frequency, with about 150 respondents.
 - **4:** Second highest, with around 120 respondents.
 - **5 (Very Satisfied):** Low frequency, with about 35 respondents.

Analysis and Interpretation:

1. Dominant Middle Range Satisfaction (3 and 4):

- The majority of respondents (around **150** for 3 and **120** for 4) rated their satisfaction between 3 and 4, indicating that most people feel **neutral to somewhat satisfied**. This suggests that while residents see value in the parks and recreation offerings, many believe improvements could be made to increase overall satisfaction.

2. High Dissatisfaction and High Satisfaction Are Limited:

- Very few respondents rated their satisfaction at the extremes (1 or 5). The **low number of 'Very Dissatisfied' (1)** ratings indicates that there are not widespread negative perceptions. However, the **limited number of 'Very Satisfied' (5)** ratings shows that only a small segment is fully satisfied with the current services and offerings.

3. Areas for Improvement:

- The average rating of **3.41** and the concentration around the middle ratings suggest that residents may be experiencing **average quality and value** from the parks and recreation services. This indicates a need to identify and address specific areas where the City can enhance its services to push more respondents toward higher satisfaction (4 and 5).

Recommendations:

1. Conduct Targeted Surveys to Understand Specific Concerns:

- To gain deeper insights, consider conducting follow-up surveys focused on areas of dissatisfaction or neutral feedback. This can help pinpoint specific facilities, programs, or maintenance issues that need attention.

2. Increase Engagement and Awareness:

- Many respondents may be unaware of all the offerings or the value these services provide. Implementing community engagement strategies and better communication could help raise satisfaction by increasing utilization and awareness.

3. Enhance Key Programs and Facilities:

- Focus on improving or adding high-demand features (e.g., more indoor programming spaces, better-maintained facilities, expanded trail networks) to increase satisfaction levels. Addressing maintenance concerns and adding popular programming can shift perceptions from neutral to positive.

4. Highlight Successes and Gather Feedback:

- Showcase improvements and successes through community newsletters, social media, and public meetings. Gather ongoing feedback from residents to monitor satisfaction trends and adjust strategies as needed.

The overall satisfaction level of **3.41** suggests that residents see value in the City of Bartlesville Parks and Recreation services but also highlights room for enhancement. By focusing on improving the quality of facilities, expanding program offerings, and addressing specific concerns, the City can work toward increasing satisfaction and achieving a stronger positive perception among residents.

PARK CLASSIFICATION INVENTORY AND SERVICE AREA

The City of Bartlesville categorizes its parks into several distinct classifications based on size, purpose, and the types of amenities they provide. These classifications help define the unique roles that each park plays within the overall park system, ensuring that a comprehensive range of recreational opportunities is available for residents and visitors. By identifying these categories, it is possible to assess the availability, quality, and distribution of recreational resources throughout the community, as well as to pinpoint areas where additional amenities or improvements may be needed.

The classifications used by the City of Bartlesville include:

- Neighborhood Parks
- Community Parks
- Pocket Parks
- Special Use Parks
- Nature Parks
- School Facilities

Each of these classifications is defined by its size, typical amenities, service area, primary users, and ownership or management structure. For example, neighborhood parks are designed to serve the immediate residential areas with features like playgrounds, open play spaces, and picnic areas, whereas community parks cater to a broader audience and often include sports fields, walking trails, and larger-scale amenities suitable for diverse activities and events.

In addition to these classifications, other park amenities such as trails, bikeways, and specific recreation facilities are evaluated separately within this chapter to provide a holistic understanding of the recreational landscape in Bartlesville.

Understanding the current park classifications and how they serve the community can help identify potential gaps, opportunities for enhancements, and any overlaps in service that may exist. Each classification plays an integral role in contributing to Bartlesville's overall quality of life and recreational offerings, supporting both the active and passive recreational needs of the community.

The following sections provide a detailed description of each park classification, highlighting key characteristics and their role within the park system.

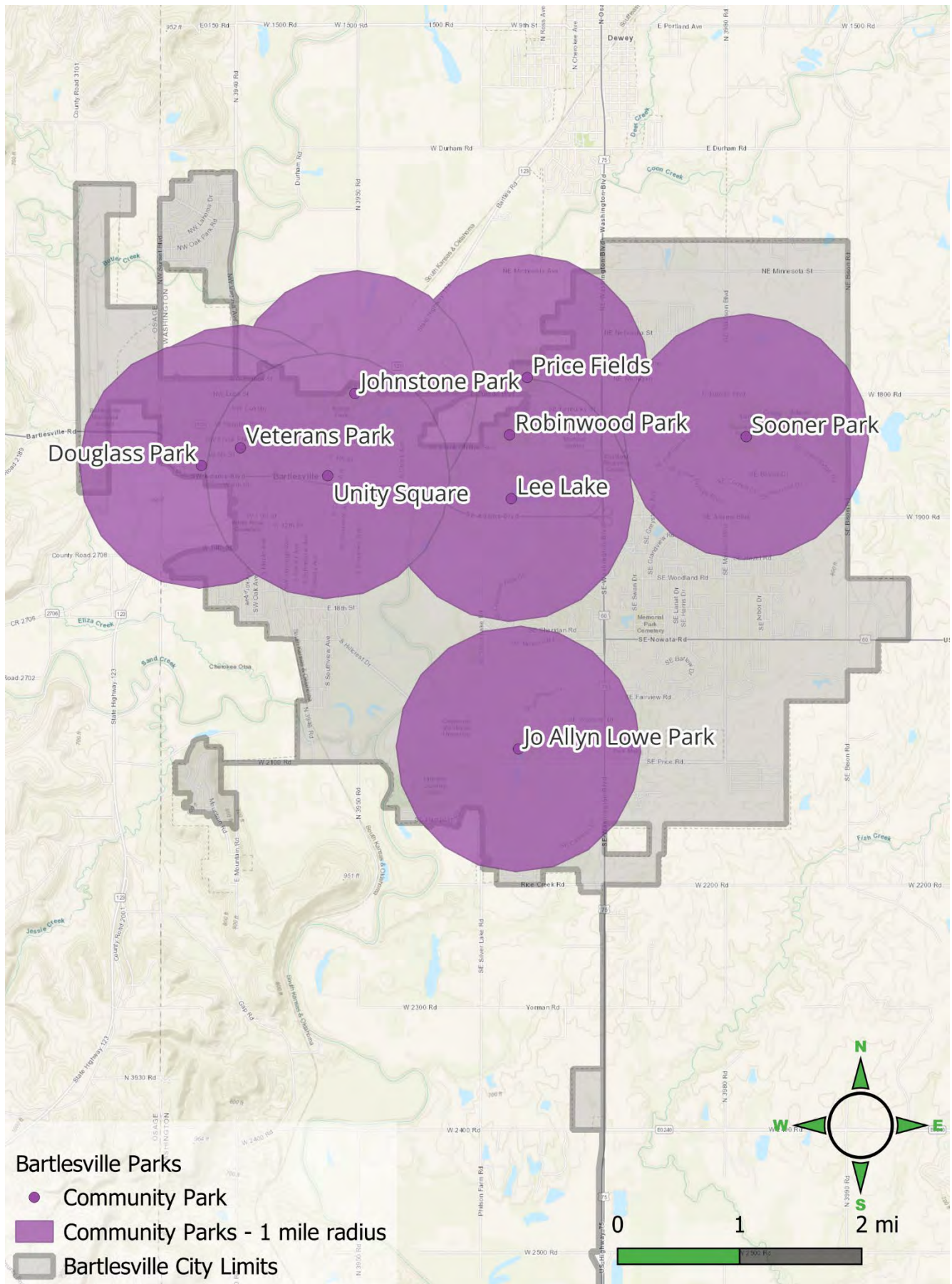
COMMUNITY TYPE PARKS IN BARTLESVILLE

Community parks are designed to serve broader community needs, providing space for a variety of recreational activities, social gatherings, and large-scale events. These parks typically cover larger areas and offer a diverse range of amenities that cater to multiple user groups. They often include features such as playgrounds, walking trails, sports fields, picnic areas, and open green spaces that encourage both active and passive recreation.

The City of Bartlesville is home to nine designated community parks, each contributing to the overall quality of life and recreational opportunities available to residents. The parks include:

1. **Douglass Park:** A valued community space offering playground facilities and open areas for neighborhood events and recreation.
2. **Jo Allyn Lowe Park:** Known for its serene pond, walking trails, and nature observation areas, Jo Allyn Lowe Park is a destination for those seeking a peaceful, scenic setting.
3. **Johnstone Park:** One of the city's oldest and most well-loved parks, Johnstone Park offers ample space for large events, playgrounds, and unique historical features.
4. **Lee Lake Park:** A newer addition to the park system, Lee Lake Park is a popular spot for fishing, jogging, and offers scenic views along the lake.
5. **Price Fields:** Primarily a sports-oriented community park, Price Fields is home to several baseball and softball fields that host both local leagues and tournaments.
6. **Robinwood Park:** A versatile park featuring open fields, playground equipment, and recreational amenities for various community activities.
7. **Sooner Park:** The flagship park of Bartlesville, Sooner Park encompasses a wide range of facilities, including picnic areas, a large playground, walking paths, a splash pad, disc golf, and an iconic lookout tower.
8. **Unity Square:** A community gathering space designed for public events, concerts, and cultural activities, serving as a central hub for downtown Bartlesville.
9. **Veterans Park:** This park honors the community's veterans and provides opportunities for reflection, along with recreational amenities for families and visitors.

These nine parks are strategically located throughout Bartlesville, ensuring that residents have access to high-quality recreational spaces that support a diverse range of community needs. The community park system reflects Bartlesville's commitment to providing spaces that enhance residents' quality of life, promote physical activity, and foster community engagement.



NEIGHBORHOOD PARKS

Neighborhood Parks are a vital component of Bartlesville's park system, providing accessible green spaces and recreational opportunities for residents living within nearby communities. Typically smaller in size compared to community parks, neighborhood parks are strategically located within residential areas and designed to serve the day-to-day recreational needs of local families, children, and seniors. These parks often include amenities such as playgrounds, picnic tables, small sports fields or courts, and open green areas for informal play and gatherings. They are intended to be within walking or short biking distance, making them an essential recreational resource for fostering neighborhood connections and active living.

In Bartlesville, there are nine designated Neighborhood Parks:

1. **Civitan Park**
2. **Colonial Park**
3. **Earl Sears Park**
4. **Eddie Mason Park**
5. **Frank Phillips Park**
6. **Lyon Park**
7. **Oak Park**
8. **Smith Park**
9. **Tuxedo Park**

Each of these parks offers unique amenities and opportunities for recreation, contributing to the overall network of neighborhood parks throughout the city. By evenly distributing these parks across the community, Bartlesville ensures that residents have access to safe, convenient spaces for leisure and recreation close to their homes.

Characteristics of Neighborhood Parks

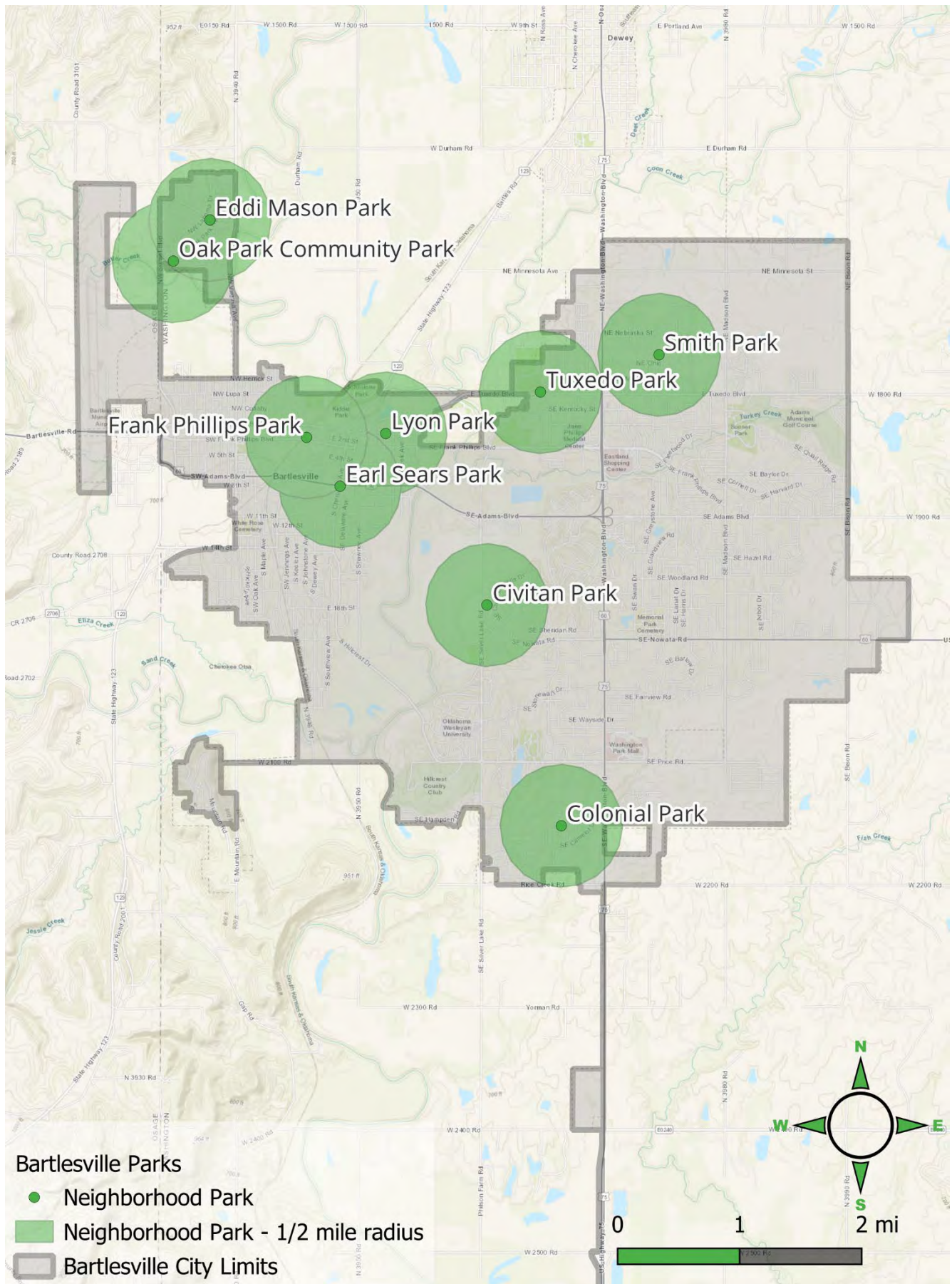
- **Size Range:** Typically between 0.5 to 5 acres, depending on the location and available land.
- **Service Area:** Serves a smaller, localized area, generally within a half-mile radius.
- **Amenities:** These parks often include playgrounds, picnic shelters, seating areas, small walking paths, and open lawns. They may also feature amenities such as basketball courts, splash pads, or small multi-purpose fields.
- **Primary Users:** Families with young children, seniors, and local residents seeking convenient outdoor spaces for informal recreation.
- **Purpose:** Neighborhood Parks are designed to support passive and active recreation, provide opportunities for unstructured play, and serve as gathering spots for community interactions.

Bartlesville's Neighborhood Parks Overview

Each of the nine neighborhood parks in Bartlesville is distinct, reflecting the unique character and needs of its surrounding community. For example:

- **Civitan Park** is well-known for its themed playground equipment and community-oriented atmosphere.
- **Lyon Park** and **Smith Park** are appreciated for their shaded areas and picnic facilities, making them popular spots for family gatherings.
- **Tuxedo Park** and **Frank Phillips Park** offer small sports courts and fields that support youth activities and recreational sports.

Despite the variety, all of Bartlesville's Neighborhood Parks share the common goal of enhancing the quality of life for residents by providing accessible, well-maintained, and welcoming spaces for play, relaxation, and community interaction. The presence of these parks encourages neighborhood pride and fosters a sense of belonging and community cohesion.



POCKET PARKS

Pocket Parks, also known as mini-parks, are small-scale parks typically less than an acre in size, designed to serve a specific, localized area such as a small group of homes, a commercial district, or a high-traffic downtown space. Despite their compact size, these parks play an important role in the community by providing convenient and accessible green space that enhances the aesthetic appeal of their surroundings, offering residents and visitors a place to relax, socialize, or enjoy a brief respite from their daily activities.

In Bartlesville, there are three designated Pocket Parks:

1. **Centennial Plaza**
2. **ConocoPhillips Park**
3. **Phillips Park**

Characteristics of Pocket Parks

- **Size Range:** Generally less than 1 acre, often designed to make use of small, irregularly shaped plots of land.
- **Service Area:** Serves a hyper-localized area, usually within a few blocks, catering to the needs of nearby residents, employees, or passersby.
- **Amenities:** Seating areas, landscaping, small play areas, public art, fountains, historical markers, and pedestrian amenities.
- **Primary Users:** Local residents, downtown workers, tourists, and visitors looking for a place to relax or take a break.
- **Purpose:** To provide small-scale green spaces for passive recreation, beautification, and neighborhood enhancement in areas lacking larger parks.

Bartlesville's Pocket Parks Overview

Bartlesville's three Pocket Parks are strategically located to enhance the appeal and functionality of the downtown area and key business districts, making them vital components of the city's urban landscape. Each of these parks serves a unique role:

- **Centennial Plaza:** Located in the heart of Bartlesville's downtown, Centennial Plaza is a central gathering place for events, social interaction, and public art displays. With its small seating areas and open design, it acts as a vibrant spot for community events, concerts, and festivals. Centennial Plaza not only provides a welcoming space for residents and visitors but also helps support the downtown economy by encouraging foot traffic and community engagement.
- **ConocoPhillips Park:** Situated near the corporate headquarters of ConocoPhillips, this park offers employees and visitors a pleasant and accessible green space. It features seating areas, manicured landscaping, and a peaceful atmosphere, making it a popular spot for lunch breaks and informal meetings. The park also serves as a welcoming public space for those exploring Bartlesville's business district.
- **Phillips Park:** This smaller-scale park includes landscaped green areas and seating, providing a convenient outdoor space for nearby residents and businesses. With its easy accessibility and attractive design, Phillips Park enhances the overall charm and walkability of its surrounding neighborhood.

SPECIAL USE PARKS

Special Use Parks are designated areas that serve a unique or specific purpose outside the typical park classification, offering specialized recreation opportunities or facilities for residents and visitors. Unlike standard parks that prioritize passive or active recreation, Special Use Parks often cater to niche activities, organized sports, entertainment, or historical and cultural interests. These parks are defined by their focus on a particular use or function, making them distinct within the broader park system.

In Bartlesville, there are five Special Use Parks:

1. **Adams Municipal Golf Course**
2. **Artunoff Softball Complex**
3. **Hilcrest Country Club Golf Course**
4. **Kiddie Park**
5. **Virginia Fields**

Characteristics of Special Use Parks

- **Size Range:** Variable, depending on the type of facility and the specific purpose it serves.
- **Service Area:** Often serves the entire community or a regional audience, depending on the attraction and its offerings.
- **Amenities:** Highly specific facilities such as golf courses, sports complexes, amusement attractions, and athletic fields.
- **Primary Users:** Local residents, sports enthusiasts, families, tourists, and organized sports leagues.
- **Purpose:** To offer specialized recreation, sports, or entertainment facilities not commonly found in standard park settings.

Bartlesville's Special Use Parks Overview

Bartlesville's five Special Use Parks are diverse in purpose and offerings, providing a wide range of recreational opportunities that enhance the city's parks system. Each park serves a distinct role, catering to specific recreational and entertainment needs within the community.

- **Adams Municipal Golf Course:**
Adams Municipal Golf Course is a premier public golf facility in Bartlesville, offering residents and visitors an 18-hole course designed to accommodate golfers of all skill levels. The course features a driving range, practice greens, a clubhouse, and pro shop amenities, making it a popular destination for both casual and competitive play. The golf course is known for its well-maintained greens, picturesque fairways, and the occasional tournament, serving as a community hub for golf enthusiasts and providing economic and tourism benefits for Bartlesville.
- **Artunoff Softball Complex:**
The Artunoff Softball Complex is dedicated to supporting local softball leagues and tournaments. With multiple softball fields, dugouts, bleachers, and lighting for night games, the complex offers a top-notch venue for youth and adult softball programs. The facility often hosts regional tournaments, drawing visitors and teams from surrounding areas and contributing to Bartlesville's reputation as a destination for competitive sports.
- **Hilcrest Country Club Golf Course:**
Hilcrest Country Club Golf Course is a private golf facility that offers a distinct, member-

focused experience. With its challenging course layout, refined amenities, and social events, Hilcrest provides a unique blend of recreation and leisure for its members. The country club atmosphere and high-quality maintenance make Hilcrest an exclusive recreational asset within Bartlesville's park system.

- **Kiddie Park:**

Kiddie Park is a beloved family-oriented amusement park that has been a staple in Bartlesville for generations. Located in Johnstone Park, this mini-amusement park offers a collection of rides and attractions specifically designed for young children. Kiddie Park's charming atmosphere and affordable entertainment make it a treasured landmark for local families and a nostalgic destination for those who grew up visiting the park. It serves not only as a recreational space but also as a cultural and historical asset that captures the spirit of Bartlesville's community life.

- **Virginia Fields:**

Virginia Fields is a multi-purpose athletic field complex used primarily for soccer and other field sports. The fields accommodate local leagues, youth sports programs, and community events. The complex includes multiple fields, goalposts, and sideline seating, making it an ideal location for both practice and competitive play. Virginia Fields supports the development of youth athletics and promotes healthy living through active recreation, while also providing a venue for tournaments and special events.

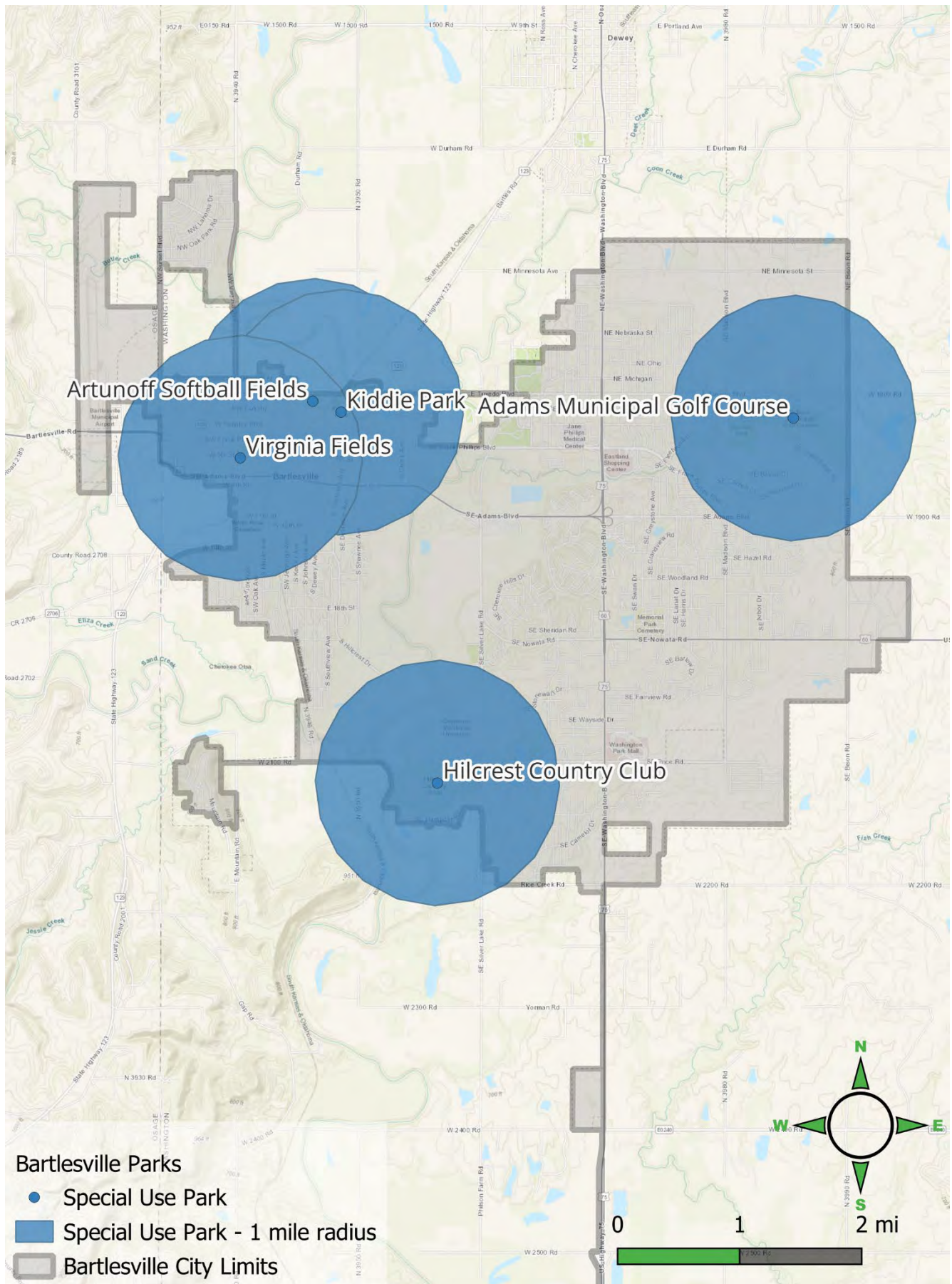
Benefits of Special Use Parks

Special Use Parks offer a range of benefits that go beyond typical park facilities. By providing unique recreational opportunities, these parks enhance the quality of life for residents, attract visitors, and support local tourism and economic development. Whether through the thrill of a round of golf at Adams Municipal Golf Course, the excitement of a game at Artunoff Softball Complex, or the laughter of children enjoying Kiddie Park, Bartlesville's Special Use Parks cater to diverse interests and needs.

Opportunities for Enhancement

Although Bartlesville's Special Use Parks are already valuable community assets, there are opportunities to further enhance their appeal and functionality. Potential improvements include expanding the range of amenities at athletic complexes, upgrading existing facilities to accommodate growing demand, and exploring partnerships with private entities to develop additional recreational attractions. By investing in these unique parks, the City of Bartlesville can continue to provide high-quality, specialized experiences that serve residents and visitors alike.

As Bartlesville's population and recreational needs evolve, the role of Special Use Parks will remain crucial in offering specialized activities and preserving the city's distinct character. These parks serve not only as places for enjoyment and relaxation but also as centers for community pride and engagement, showcasing the city's commitment to providing diverse and accessible recreational options.



NATURE PARKS

Nature Parks are dedicated areas that prioritize the preservation and appreciation of the natural environment, providing opportunities for passive recreation and environmental education. These parks are designed to offer residents and visitors a place to experience natural landscapes, wildlife, and the beauty of the outdoors. While other park types focus on recreational activities like sports or playgrounds, Nature Parks emphasize trails, scenic views, and opportunities for quiet reflection or adventure in a natural setting. The primary purpose is to foster a connection between people and nature, enhancing quality of life through outdoor experiences.

Bartlesville is home to three unique Nature Parks:

1. **Hudson Lake**
2. **Kane Park (County)**
3. **Southeast Park**

Characteristics of Nature Parks

- **Size Range:** Typically larger areas that preserve natural landscapes and habitats.
- **Service Area:** Often serves the entire community and attracts nature enthusiasts from surrounding areas.
- **Amenities:** Trails, natural habitats, water features, wildlife observation points, and minimal built structures to maintain the natural aesthetics.
- **Primary Users:** Hikers, nature enthusiasts, bird watchers, environmental educators, and those seeking passive recreational experiences.
- **Purpose:** To protect natural resources, provide opportunities for environmental education, and offer spaces for passive recreation and nature appreciation.

Bartlesville's Nature Parks Overview

Bartlesville's three Nature Parks—Hudson Lake, Kane Park, and Southeast Park—each provide a unique setting for residents to experience and appreciate the natural beauty of the area. From serene lakeside views to untouched green spaces, these parks offer a diverse range of landscapes and ecosystems for passive recreation and environmental stewardship.

- **Hudson Lake:**
Hudson Lake is a scenic nature park that provides residents with a tranquil outdoor setting. Known for its serene waters and picturesque views, Hudson Lake is a popular destination for fishing, bird watching, and quiet picnics by the water. The park's natural surroundings offer a peaceful retreat from the bustling city, making it a perfect spot for individuals and families looking to connect with nature. While there are no highly developed amenities at Hudson Lake, its appeal lies in its rustic charm and the opportunity to enjoy nature in its purest form.
- **Kane Park (County):**
Kane Park, managed by Washington County, serves as a semi-developed nature park that preserves open green spaces for passive recreation. This park is known for its open fields, natural woodlands, and expansive views of the surrounding area. It offers a setting for nature walks, casual outdoor activities, and educational programs focused on local flora and fauna. Kane Park provides a unique mix of open land and wooded areas, catering to a variety of

nature-based activities while maintaining a strong focus on conservation and habitat protection.

- **Southeast Park:**

Southeast Park is a community treasure that combines natural beauty with opportunities for nature exploration and environmental learning. The park features native vegetation, gentle terrain, and a network of rugged trails that wind through its diverse landscapes. Southeast Park is ideal for those seeking a natural escape close to the city, offering ample space for quiet walks, wildlife observation, and environmental education. This park serves as a living classroom for residents to learn about native plants, ecosystems, and sustainable practices, making it a vital part of Bartlesville's park system.

Benefits of Nature Parks

Nature Parks play a critical role in enhancing the ecological health of the community by preserving vital green spaces, protecting wildlife habitats, and promoting environmental stewardship. These parks also provide essential health and wellness benefits by offering residents a place to engage in low-impact physical activities like walking, hiking, and nature observation. By preserving these areas, Bartlesville ensures that future generations can enjoy and learn from the city's natural landscapes.

Opportunities for Enhancement

While Bartlesville's Nature Parks are already cherished community assets, there are opportunities for improvement to enhance their natural beauty and appeal. Potential enhancements include:

- Expanding trail networks to provide more options for walking, hiking, and nature exploration.
- Adding interpretive signage to educate visitors about local wildlife, plant species, and natural features.
- Creating designated wildlife observation areas with viewing platforms and seating.
- Developing environmental education programs to engage local schools and community groups.
- Implementing restoration projects to protect sensitive habitats and improve biodiversity.

Stewardship and Conservation

Nature Parks serve as critical green spaces that support biodiversity and environmental sustainability within the city. By investing in these parks, Bartlesville can continue to promote conservation, connect residents with nature, and provide spaces for relaxation and reflection away from urban development. These parks not only enhance the city's park system but also contribute to the overall health and well-being of the community by preserving the natural beauty of the Bartlesville area.

Recreation Program Assessment

The City of Bartlesville's parks and recreation system plays an essential role in maintaining the quality of life for residents. With a variety of non-profit, private, and regional entities providing a range of recreational services, Bartlesville's current system is decentralized and lacks coordination. This Recreation Program Assessment evaluates the strengths and limitations of the current offerings, identifies gaps, and outlines opportunities for improvement. The assessment is structured around three key elements: analysis of similar service providers and their offerings, assessment of community recreation programming needs, and a review of program participation trends and gaps.

ANALYSIS OF SIMILAR SERVICE PROVIDERS AND THEIR OFFERINGS

The City of Bartlesville currently does not directly manage a comprehensive recreation program, aside from summer aquatics and swimming lessons. As a result, the recreation needs of the community are served by a variety of non-profit organizations, private clubs, schools, and neighboring communities. The primary service providers include:

1. **Churches:** Bartlesville's numerous churches are the most utilized recreation providers, with 42% of respondents indicating they or their families use church programs and facilities for recreation. Churches offer a diverse set of recreational options, including youth sports leagues, fitness classes, arts and crafts, educational programs, and community events. These programs are often low-cost or free, making them highly accessible. However, the reliance on church-based programs may also create barriers for residents who do not affiliate with these organizations or who seek secular programming.
2. **YMCA and Boys & Girls Club:** These organizations serve as the primary providers for youth and family-oriented recreation. They offer a variety of programs, including after-school care, youth sports leagues, summer camps, swimming lessons, and limited adult fitness classes. The YMCA's facilities, however, are dated and often overcrowded, indicating a need for updated infrastructure to accommodate growing demand. The absence of a comprehensive, modern recreation center has placed pressure on these organizations to serve as the primary hubs for community recreation, which they are not fully equipped to handle.
3. **Private Fitness Clubs and Facilities:** There are several private fitness providers in Bartlesville that cater mainly to adults. These facilities typically offer personal training, group exercise classes, and specialized wellness services. While they are accessible to middle and upper-income households, these services often come at a premium, making them less viable for low-income residents. This divide underscores a need for more affordable public fitness and wellness programming.
4. **Neighboring Communities:** Many residents travel to nearby cities, such as Owasso, Tulsa, and Broken Arrow, to utilize modern recreation centers, sports complexes, and event facilities. This trend is driven by the lack of high-quality recreational spaces within Bartlesville itself. Neighboring communities offer features such as indoor walking tracks, multi-use gyms, and family-friendly aquatic centers, which are not available locally. This reliance on outside facilities represents a missed opportunity for Bartlesville to capture the economic and social benefits of keeping recreation spending within the city.
5. **Educational Institutions:** Schools provide some level of recreational facilities, including sports fields, gymnasiums, and fitness spaces. However, these resources are primarily reserved for

school use and are not consistently available to the broader community. There is potential to better leverage these assets through partnerships that would open them up for after-hours community use.

The broad array of providers creates a diverse recreation ecosystem but also leads to fragmented service delivery. Without a centralized entity to coordinate efforts, there is overlap in some program areas and unmet needs in others. As a result, many residents are unaware of the full range of recreational opportunities available to them, and participation levels are lower than they could be with improved promotion and coordination.

ASSESSMENT OF COMMUNITY RECREATION PROGRAMMING NEEDS

Through community surveys and stakeholder feedback, several key recreational programming needs have been identified. These needs are reflective of both current demand and projected demographic trends over the next decade.

1. Adult Fitness and Wellness Programs:

- There is a strong demand for fitness and wellness programs, such as yoga, aerobics, strength training, and nutritional workshops. With an aging population, the need for accessible and diverse fitness options is expected to increase. Residents have indicated a preference for group exercise classes, personal training, and wellness programs that focus on healthy aging.
- There is also a need for year-round indoor fitness facilities, as outdoor recreation is seasonal and limited during extreme weather conditions.

2. Special Events for Families and Adults:

- Community members expressed a desire for more city-sponsored special events, including seasonal festivals, holiday celebrations, concerts, outdoor movie nights, and themed family events. Such events foster community cohesion and serve as a platform for social interaction.
- Adult-oriented special events, such as wine tastings, fitness challenges, and social mixers, are also in demand and would cater to young professionals and adults seeking recreational and social opportunities.

3. Senior Wellness and Education Programs:

- As Bartlesville's senior population continues to grow, there is a pressing need for wellness programs that focus on mobility, strength training, and fall prevention. Additionally, seniors expressed interest in educational workshops, technology classes, and recreational activities such as walking clubs, social games, and arts and crafts.
- Many seniors prefer low-impact fitness options, such as aquatic exercise, walking groups, and chair yoga, highlighting the need for specialized facilities and staff to support these programs.

4. Youth and Teen Sports Programs:

- Youth sports are a central component of the community's recreation needs. Current offerings through the YMCA and local clubs are limited by facility constraints and do not serve all age groups. Parents have expressed a desire for more comprehensive programs that include developmental leagues, skill-building clinics, and travel teams.
- Teen sports and recreation programs are particularly lacking. Teenagers are underserved, and there is a need for age-appropriate activities such as esports, teen fitness challenges, leadership development programs, and social events.

5. Environmental and Nature-Based Programming:

- Residents showed strong interest in environmental education and nature programming, including guided hikes, birdwatching, and conservation activities. With several nature parks in the community, there is an opportunity to develop outdoor education programs that utilize these spaces.
- Environmental stewardship programs, community gardening, and sustainability workshops are areas where programming could be expanded.

6. Adaptive and Inclusive Programs:

- Residents noted a lack of programming for individuals with disabilities or special needs. Programs that focus on adaptive sports, accessible fitness options, and inclusive community events would help fill this gap.

REVIEW OF PROGRAM PARTICIPATION TRENDS AND GAPS

The review of participation trends and service gaps reveals several challenges and opportunities:

1. Fragmented Service Delivery:

- The current recreation system is fragmented, with no centralized provider. This lack of coordination results in duplicated services and unmet needs. For example, youth sports are offered through multiple providers, but there is no overarching strategy to ensure consistent quality and accessibility.

2. Lack of Indoor Recreation Space:

- The most frequently mentioned gap in the system is the absence of a multi-use indoor recreation center. Residents expressed frustration at the limited availability of indoor fitness and recreation spaces, which forces them to seek services outside the community. An indoor center with amenities such as a leisure pool, indoor courts, a walking track, and a fitness center would meet a wide range of needs.

3. High Demand for Adult and Senior Programming:

- The focus on youth programming has left gaps in adult and senior offerings. Programs for these age groups are in high demand, yet are limited to a few providers such as the YMCA and private clubs. There is an opportunity to develop a comprehensive suite of adult and senior programs that cater to fitness, wellness, socialization, and lifelong learning.

4. Underutilized Nature Parks:

- Bartlesville's nature parks, including Hudson Lake and Southeast Park, are underutilized. Residents have expressed a desire for nature trails, wildlife observation areas, and environmental education programs. Developing these parks into active nature education centers could significantly enhance their usage and value to the community.

5. Limited Teen and Young Adult Engagement:

- The lack of structured teen and young adult programming is a significant gap. This age group is often overlooked in planning, resulting in limited recreational opportunities. Developing a dedicated teen center or expanding offerings to include recreational sports leagues, music and art programs, and social events would help engage this demographic.

6. **Economic Barriers to Participation:**

- Affordability is a concern for many residents, particularly for low-income families and seniors. Many residents are unable to participate in fee-based programs, highlighting the need for more low-cost or subsidized recreation options.

RECOMMENDATIONS FOR IMPROVEMENT

1. **Establish a Centralized Recreation Department:**

- Create a dedicated division within the Parks and Recreation Program to oversee and coordinate all recreational programming, acting as a central clearinghouse for information and service delivery.

2. **Develop a Multi-Use Indoor Recreation Center:**

- Prioritize the development of a modern recreation center that includes fitness spaces, an indoor pool, multi-purpose rooms, and facilities for both youth and adult programming. This center should serve as a hub for recreation and socialization.

3. **Expand Environmental and Nature-Based Programs:**

- Leverage Bartlesville's natural resources to create a robust environmental education program that includes workshops, guided nature tours, and conservation activities.

4. **Introduce Specialized Senior and Adult Programming:**

- Develop a range of fitness, wellness, and educational programs specifically for seniors and adults. Consider offering low-impact fitness options, technology classes, and social clubs.

5. **Increase Collaboration with Existing Providers:**

- Partner with local schools, churches, and non-profits to expand programming and make better use of existing facilities.

6. **Create More Affordable Recreation Options:**

- Develop a pricing structure that offers low-cost or subsidized options for families and seniors, ensuring that cost is not a barrier to participation.

Conclusion

The Recreation Program Assessment for the City of Bartlesville highlights both the strengths and limitations of the community's current recreational offerings. While Bartlesville benefits from a diverse range of non-profit, private, and regional service providers, the decentralized nature of the system has led to fragmented service delivery, overlapping programs, and unmet needs. Residents desire more comprehensive and inclusive recreational opportunities, including affordable adult fitness options, specialized senior programming, youth and teen sports, nature-based activities, and adaptive programs.

Addressing these challenges requires a more coordinated approach. By establishing a centralized recreation department, developing a multi-use indoor recreation center, and leveraging partnerships with existing providers, Bartlesville can create a more cohesive and accessible recreation system. Implementing these changes would ensure that residents of all ages and abilities have access to quality recreation opportunities that support healthy lifestyles and community engagement, ultimately enhancing the quality of life for all Bartlesville residents.

Parks and Facilities Development and Implementation Plan

The Parks and Facilities Development Plan provides a strategic blueprint for enhancing, renovating, and developing Bartlesville's park system to address the community's evolving recreational needs. This comprehensive approach is based on insights gathered from the recent Parks and Recreation Needs Assessment Survey, an analysis of current park utilization, community feedback, and projections of future demographic trends. The overarching goal is to cultivate a dynamic and well-maintained parks and recreation system that offers high-quality amenities, accessible spaces, and diverse programs that engage all residents.

Guiding Principles for the Plan:

1. **Community-Centric Approach:** Ensure the development of parks and facilities aligns with the varied needs of Bartlesville's residents, from young families to active seniors.
2. **Environmental Stewardship and Resource Management:** Implement sustainable design and maintenance practices that promote long-term resource efficiency.
3. **Accessibility and Inclusivity:** Develop parks that are welcoming and usable for all, including individuals with disabilities, underserved communities, and non-traditional user groups.
4. **Collaboration and Partnerships:** Engage with local organizations, schools, and businesses to leverage resources, share costs, and foster community involvement.
5. **Safety and Security:** Incorporate safety measures that ensure all park users feel secure, whether visiting during the day or evening hours.

Development Plan Overview

The development plan is divided into key categories focusing on renovating existing parks, creating new parks and facilities, and adding key amenities to enhance the overall park experience. The categories include:

1. **Existing Park Renovation and Enhancement**
2. **Development of New Parks and Facilities**
3. **Special Use Facility Development**
4. **Trail System Expansion and Connectivity**
5. **Recreation Facility Development**
6. **Recreation Facilities Standards Evaluation**
7. **Implementation and Funding Strategy**

EXISTING PARK RENOVATION AND ENHANCEMENT

Bartlesville's parks are highly valued, but many require updates to remain functional and relevant. This component prioritizes upgrading park amenities, improving accessibility, and addressing maintenance concerns.

Priority Actions:

- **Restroom Renovations:** Upgrade outdated restrooms in Sooner Park, Johnstone Park, and Civitan Park, ensuring they are family-friendly, well-lit, and accessible.

- **Playground Replacement Program:** Modernize aging playgrounds with inclusive equipment that caters to a wide range of abilities.
- **Amenity Enhancements:** Add more picnic tables, benches, shaded seating, and drinking fountains in high-traffic parks like Johnstone, Sooner, and Unity Square.
- **Safety Improvements:** Install enhanced security lighting and surveillance systems at Pathfinder Parkway, Johnstone Park, and Lee Lake.
- **Pathfinder Parkway Repairs:** Address erosion, pavement cracks, and root damage to maintain trail quality.
- **Park Signage and Wayfinding:** Implement consistent signage across the park system, including trail markers and educational signs.
- **ADA Accessibility Upgrades:** Ensure all parks comply with ADA standards by improving pathways, seating, and restroom facilities.

Short-Term Goals (1-5 Years):

- Renovate restrooms and playgrounds, upgrade park amenities, and improve safety measures in priority parks.
- Begin Pathfinder Parkway repairs and implement new signage.

Medium-Term Goals (6-10 Years):

- Complete restroom renovations in additional parks, continue playground updates, and expand amenity enhancements.
- Extend trail system repairs and install comprehensive wayfinding throughout the park network.

Long-Term Goals (11-15 Years):

- Regularly refresh park facilities to keep them modern, add unique amenities, and ensure continuous compliance with accessibility standards.

DEVELOPMENT OF NEW PARKS AND FACILITIES

To accommodate the community's growth, new parks and facilities will be established in underserved areas, reflecting current recreational trends and providing diverse activity options.

Priority Actions:

- **Neighborhood Park Development:** Focus on new parks in southern and eastern Bartlesville.
- **Multi-Use Community Parks:** Design community parks with a mix of sports fields, trails, playgrounds, and event spaces.
- **Nature Park Expansion:** Preserve natural areas for outdoor education, wildlife observation, and environmental stewardship.

Proposed New Parks:

- **Southeast Bartlesville Neighborhood Park:** A 5-10 acre park serving local families with playgrounds, sports courts, and community gardens.
- **East Side Pocket Park:** A smaller 1-2 acre green space for relaxation, informal gatherings, and public art installations.

Short-Term Goals (1-5 Years):

- Begin planning and construction for the Southeast Bartlesville Neighborhood Park and develop the site plan for the East Side Pocket Park.

Medium-Term Goals (6-10 Years):

- Complete the Southeast Bartlesville Park and enhance the East Side Pocket Park with additional amenities and connectivity.

Long-Term Goals (11-15 Years):

- Continuously evaluate park usage and expand facilities to meet changing community needs.

SPECIAL USE FACILITY DEVELOPMENT

Specialized facilities like sports complexes and indoor recreation centers can draw regional visitors and support specialized recreational activities.

Priority Actions:

- **Indoor Recreation Center:** Develop a modern indoor facility with a gym, track, fitness center, and pools.
- **Athletic Field Complex Expansion:** Add more fields for soccer, baseball, and softball, along with spectator seating and concessions.

Short-Term Goals (1-5 Years):

- Conduct feasibility studies and begin planning for new indoor and athletic facilities.

Medium-Term Goals (6-10 Years):

- Start phased construction of the recreation center and expand existing athletic fields.

Long-Term Goals (11-15 Years):

- Complete full build-out of recreation facilities and position Bartlesville as a regional hub for sports and recreation.

TRAIL SYSTEM EXPANSION AND CONNECTIVITY

Community feedback highlights the need to expand and upgrade the popular Pathfinder Parkway and create new connections to parks, schools, and neighborhoods.

Priority Actions:

- **Trail Expansion:** Extend the Pathfinder Parkway to connect more neighborhoods.
- **Bike Lanes and Sidewalks:** Add pedestrian-friendly infrastructure linking parks and residential areas.
- **Trailhead Development:** Establish trailheads with parking, restrooms, and informational signage.

Short-Term Goals (1-5 Years):

- Begin trail expansions and implement bike lanes in targeted neighborhoods.

Medium-Term Goals (6-10 Years):

- Extend trail and bike lane networks, develop more trailheads, and enhance connectivity.

Long-Term Goals (11-15 Years):

- Complete the citywide trail network, connecting with regional trails and providing a seamless experience for all users.

RECREATION FACILITY DEVELOPMENT

New indoor and outdoor facilities will support a wider range of programs and activities.

Priority Actions:

- **Aquatic Facility Upgrades:** Create a new indoor family aquatic center with water slides and interactive play features. Upgrade Sooner Pool where needed.
- **Outdoor Adventure Facilities:** Add adventure elements like a climbing wall, zip line, or ropes course.

Short-Term Goals (1-5 Years):

- Develop preliminary designs for a new aquatic center and identify sites for adventure facilities.

Medium-Term Goals (6-10 Years):

- Begin phased construction of the aquatic and adventure facilities, adding core features and amenities.

Long-Term Goals (11-15 Years):

- Expand to include advanced elements, such as lazy rivers and zip lines, making these facilities a regional draw.

This comprehensive Parks and Facilities Development Plan aims to ensure Bartlesville's parks and recreation system remains responsive, accessible, and a vital component of community life for years to come.

RECREATION FACILITIES STANDARD EVALUATION

Facility Standards are guidelines that define service areas based on population that support investment decisions related to facilities and amenities. Facility Standards can and will change over time as the program lifecycles change and demographics of a community change.

Evaluation of the City of Bartlesville's facility standards using a combination of resources. These resources included: National Recreation and Park Association (NRPA) guidelines, recreation activity participation rates reported by American Sports Data as it applies to activities that occur in the United States and the Bartlesville area, This information allows standards to be customized to the City of Bartlesville.

Short-Term Goals (1-5 Years):

- Have an outside firm conduct a Recreation Facilities Standard Evaluation

Medium-Term Goals (6-10 Years):

- Have an outside firm update the Recreation Facilities Standard Evaluation

Long-Term Goals (11-15 Years):

- Have an outside firm update the Recreation Facilities Standard Evaluation

IMPLEMENTATION AND FUNDING STRATEGY

Implementing this ambitious development plan will require a combination of local, state, and federal funding, as well as private partnerships and community support. Key funding strategies include:

- **Capital Improvement Bonds:** Issue bonds specifically earmarked for park and recreation improvements.
- **State and Federal Grants:** Pursue grants such as the Land and Water Conservation Fund (LWCF) and Recreational Trails Program (RTP).
- **Public-Private Partnerships:** Collaborate with local businesses, healthcare organizations, and non-profits to share costs and resources.
- **User Fees and Memberships:** Implement user fees and membership programs for new facilities, with tiered pricing to ensure affordability.

Conclusion and Acknowledgements

The updated Parks Master Plan for the City of Bartlesville reflects a shared vision for the future of parks, recreation facilities, and community services. Throughout this process, the input and feedback from residents, stakeholders, and community leaders have been invaluable in shaping a plan that aligns with the needs, desires, and aspirations of Bartlesville's diverse population.

This Master Plan is not just a roadmap for the development of parks and recreation services; it is a blueprint for enhancing quality of life, fostering community connections, and promoting health and wellness for all residents. It emphasizes the need to preserve and enhance existing park assets, develop new facilities to address service gaps, and ensure that the Parks and Recreation Department is positioned to meet the community's needs both now and in the future.

As Bartlesville continues to grow and evolve, this Master Plan will serve as a guiding document to support strategic decision-making, prioritize investments, and advocate for sustainable development. The collaborative spirit demonstrated throughout this planning process has laid a strong foundation for continued success and progress.

We extend our deepest gratitude to the residents of Bartlesville who took the time to participate in this update process. Your engagement, insights, and passion for our community have been instrumental in shaping a plan that is truly reflective of the community's values and priorities. Together, we look forward to creating a parks and recreation system that enhances the vibrancy, livability, and overall quality of life for current and future generations.

Thank you for your continued support and involvement in making Bartlesville a wonderful place to live, work, and play.