



bartlesville
endeavor 2045

COMPREHENSIVE *PLAN*

An initiative of
bartlesville**NEXT**

Adopted November 4, 2024

Forward

Endeavor 2045 is the blueprint for guiding the growth and development of Bartlesville over the next 20 years. This Plan covers topics including land use, transportation, infrastructure, housing, parks, economic development, and more. The guidance contained within has been generated based on established community values, preferences and anticipated growth, as defined by Bartlesville residents. It is the shared responsibility of municipal leaders, residents and community stakeholders to implement and monitor the progress of this Plan.



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OUR ENDEAVOR

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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 .
- 

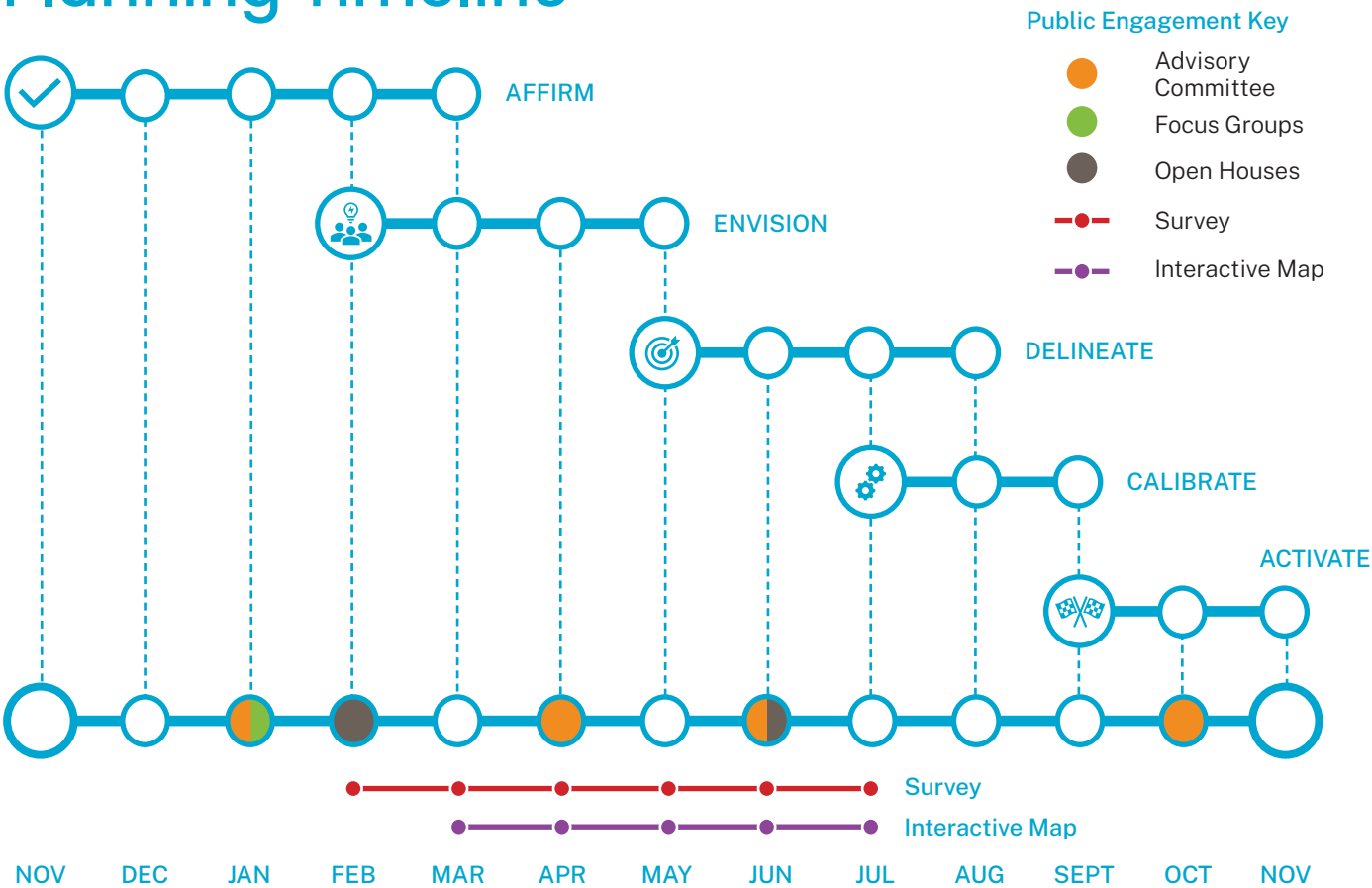
PHASE 4 | CALIBRATE
Developed policies, programs, and strategies to guide implementation of Plan recommendations.
- 

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.

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

- Resident comment from the Endeavor 2045 Community Survey

Comprehensive Plan Advisory Committee

Bartlesville Endeavor 2045 was prepared under the oversight of a Comprehensive Plan Advisory Committee (CPAC), members 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 four 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 | JANUARY 17, 2024

An introduction to the planning process and an interactive visioning work session was conducted.

MEETING 2 | PRELIMINARY FINDINGS | APRIL 15, 2024

A review of the initial findings from the community outreach activities and conditions assessment findings were provided to the CPAC.

MEETING 3 | PLACEMAKING | June 19, 2024

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 | PLAN OVERVIEW | OCTOBER 14, 2024

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 November 4, 2024.

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.

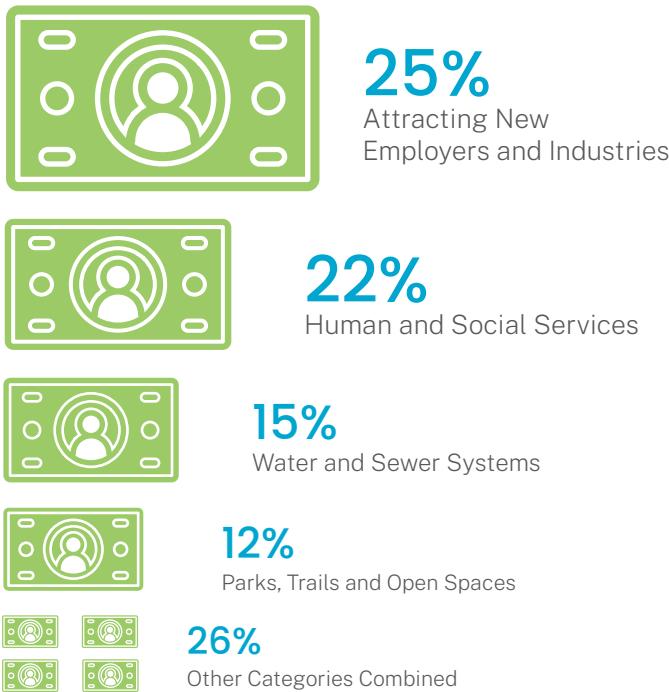
City staff also attended the “Shamrock the ‘Ville 5K” event and two Rotary Club events with engagement boards to receive resident feedback.

COMMENTS FROM PARTICIPANTS

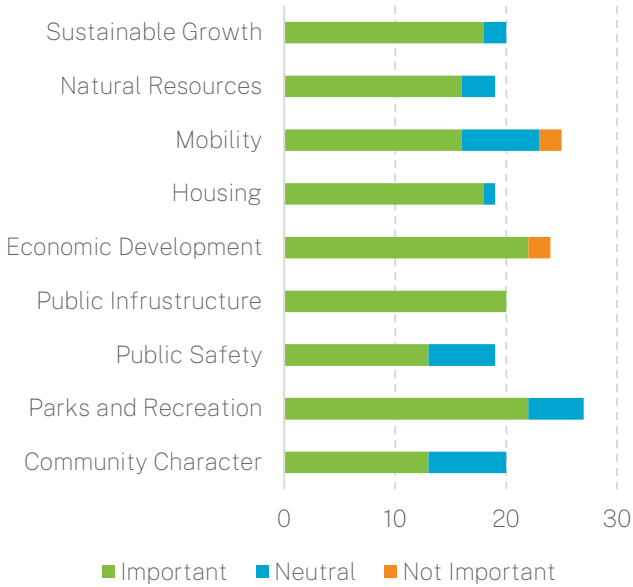


Residents spoke with the planning team about key areas of interest.

BUDGET EXERCISE



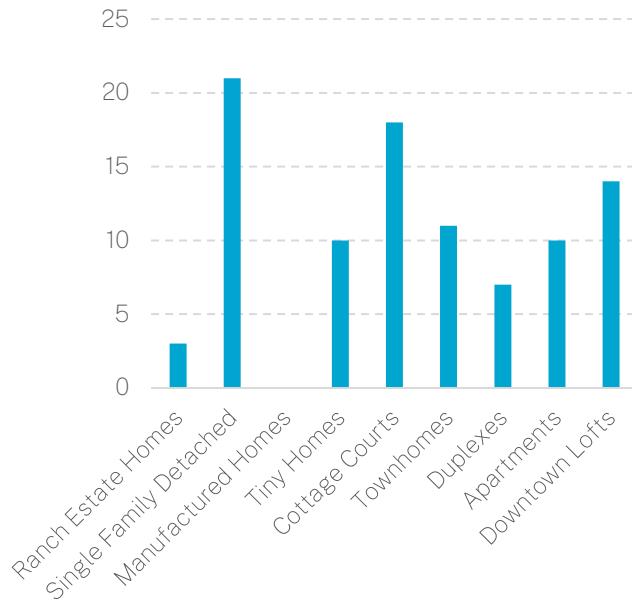
TOPICS OF IMPORTANCE



* Complete results from the open house events can be viewed in Appendix A.

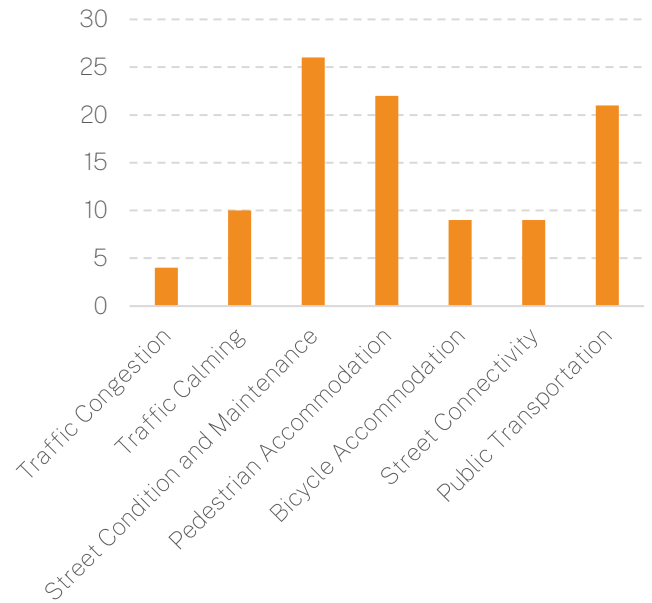
HOUSING PRIORITIES

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.



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 the health and human services focus group included healthcare professionals, 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 interests that span many topics.

KEY THEMES:

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

COMMON THEMES

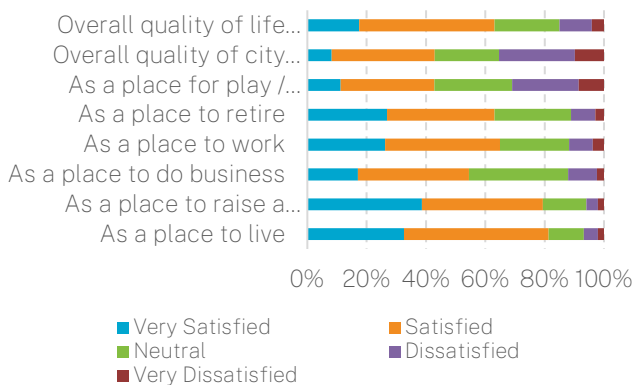
At each group discussion, residents and community champions praised the quality of life amenities in Bartlesville. The Pathfinder Parkway was repeatedly mentioned as a key community asset that differentiates Bartlesville from other communities. Similarly, the historic downtown and architectural style 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 July 2, 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 1,129 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 A.

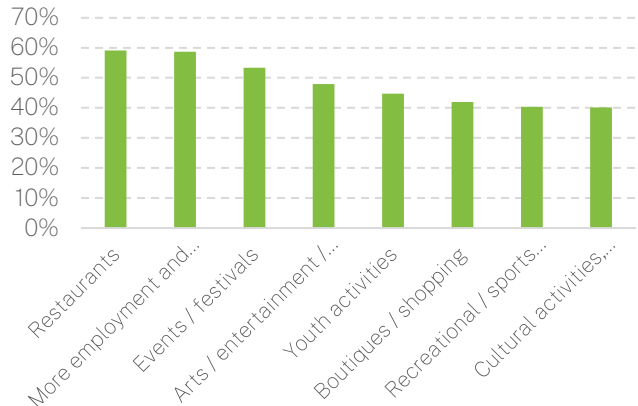
RESIDENT SATISFACTION

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.”



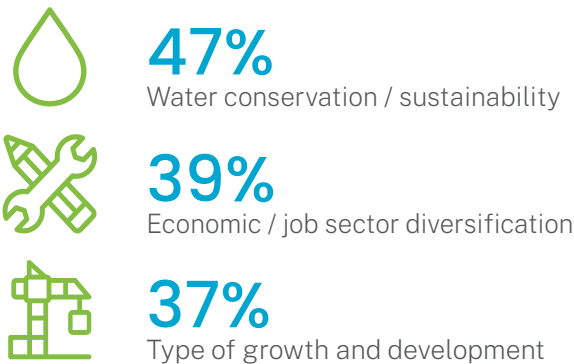
QUALITY OF LIFE

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.



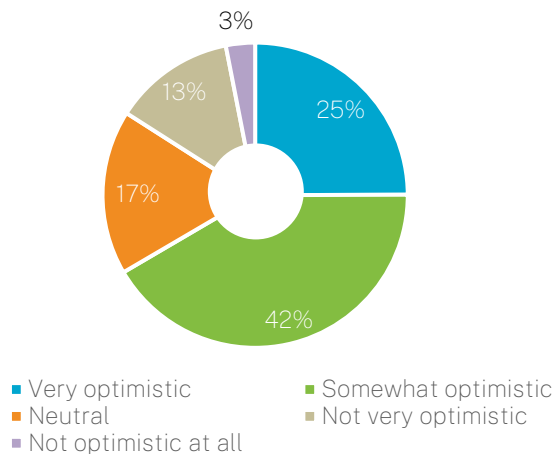
CRITICAL ISSUES

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).



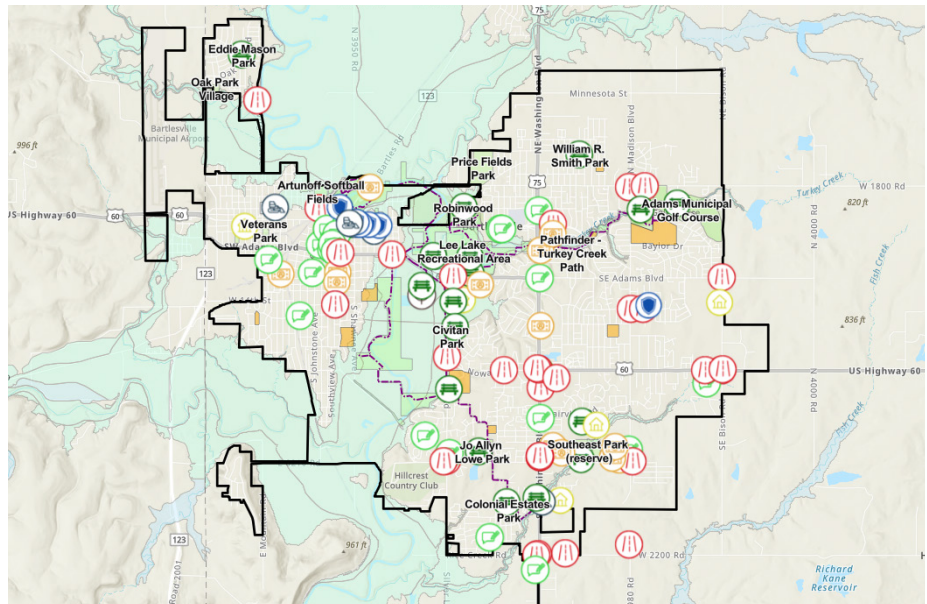
Interactive Mapping Tool

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.



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.



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.



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.





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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

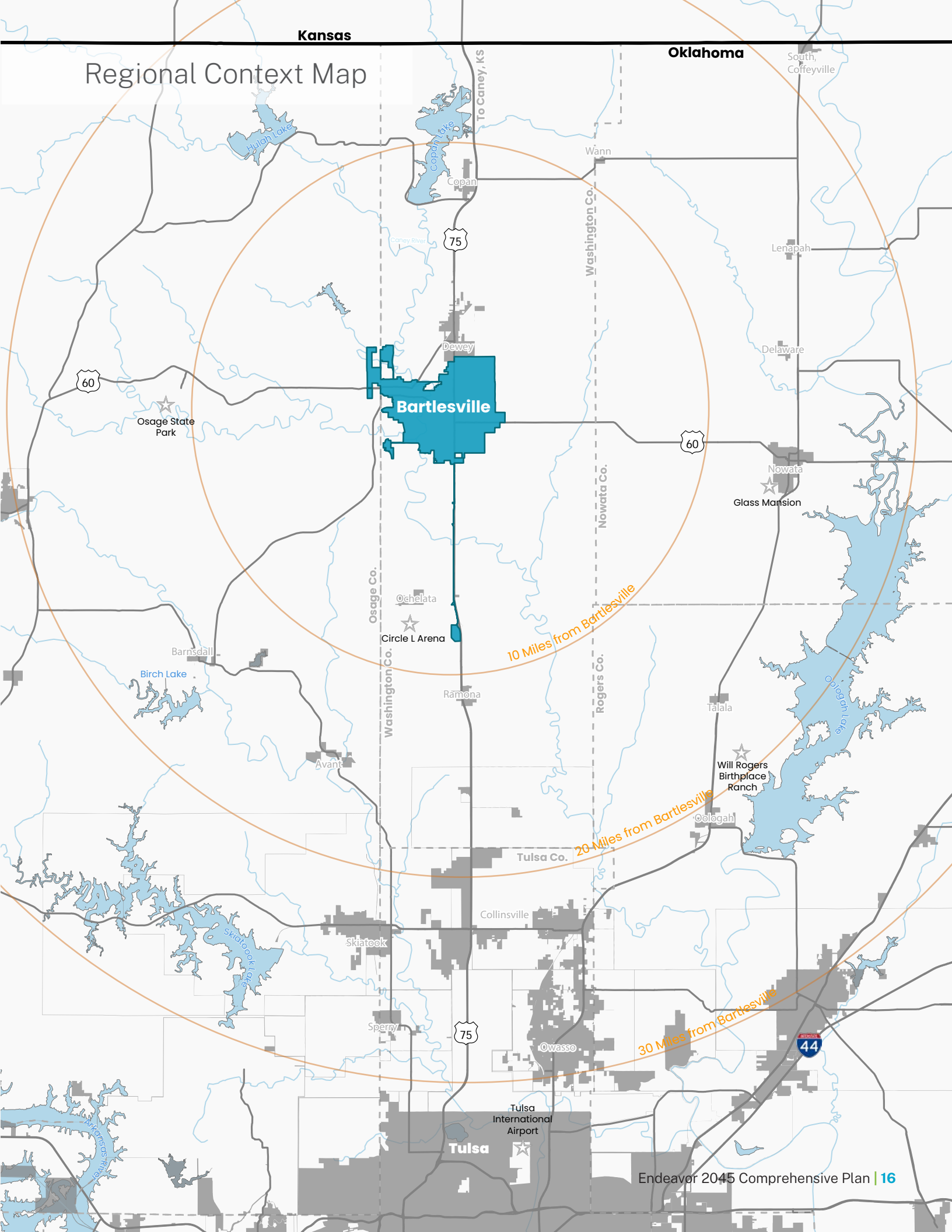
Community Context

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.



Regional Context Map












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.

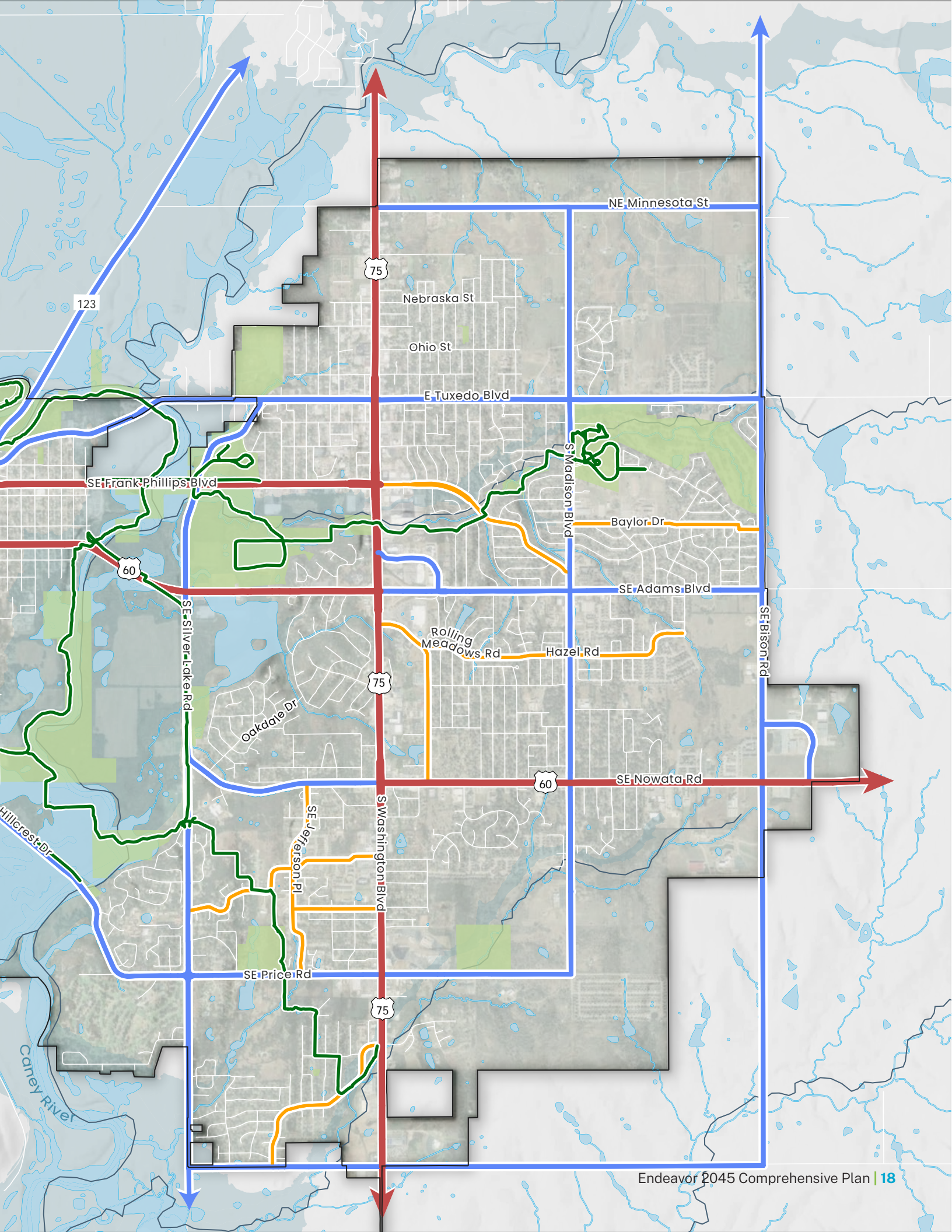
LEGEND

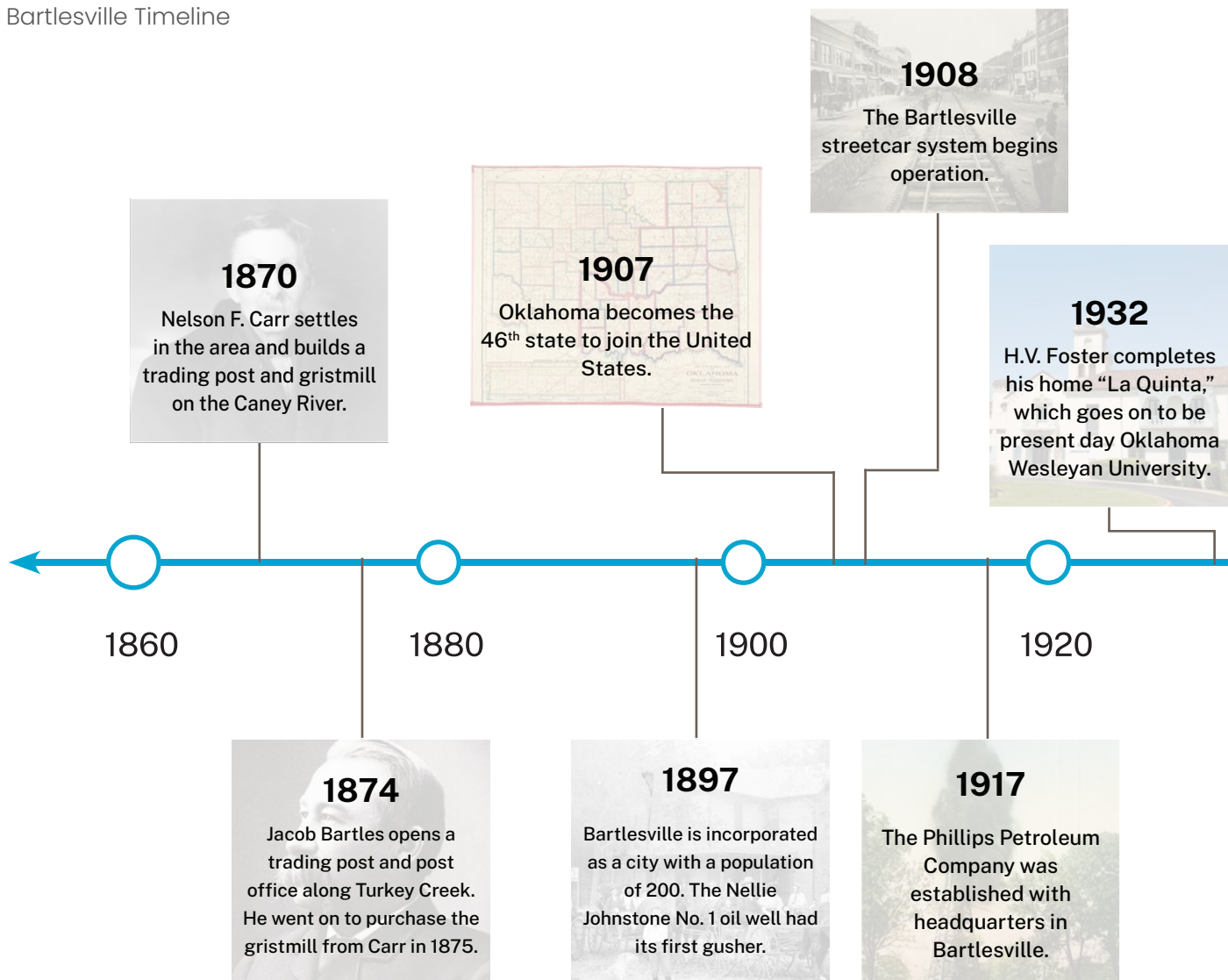
Functional Classification

	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







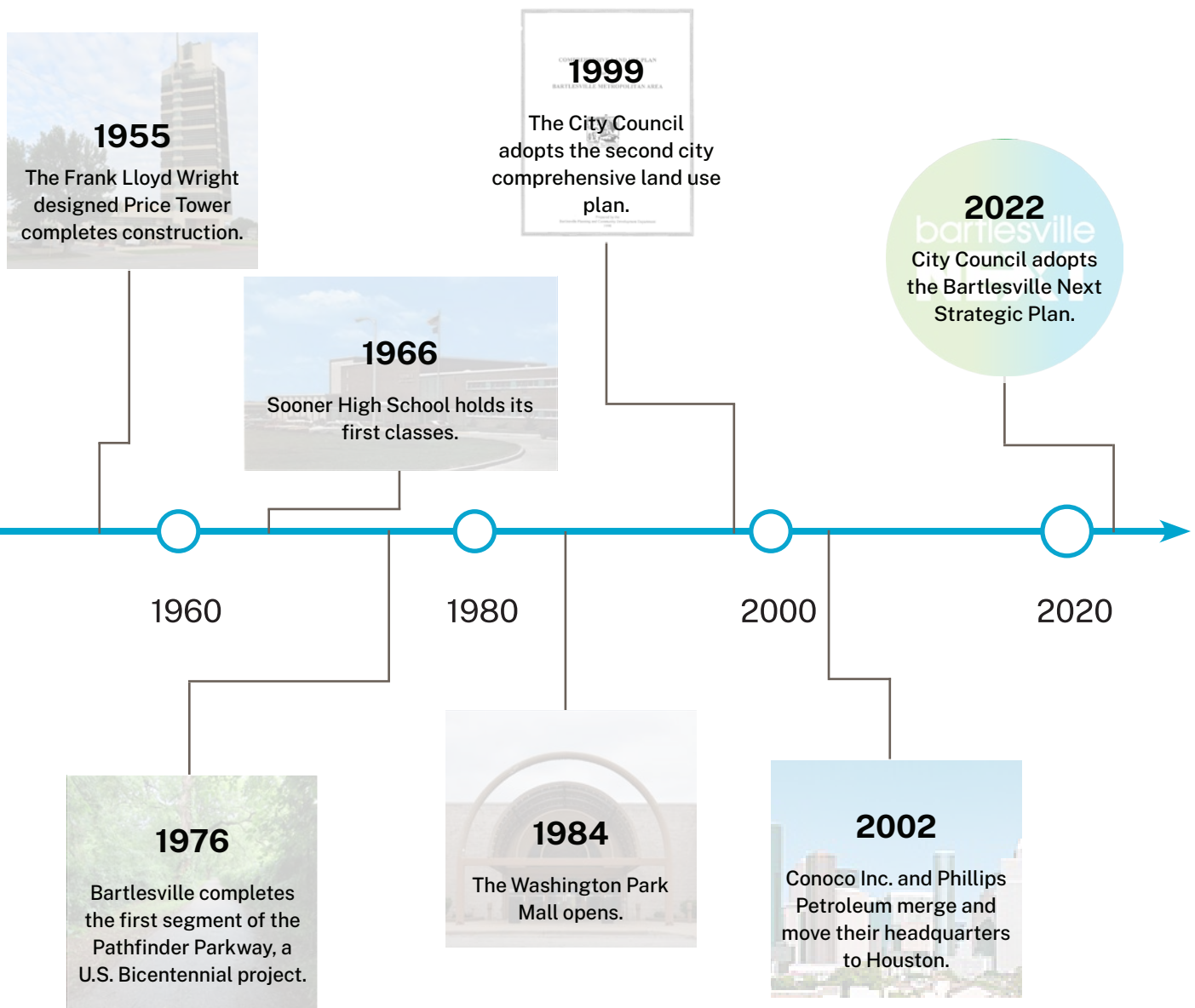
Our History

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.

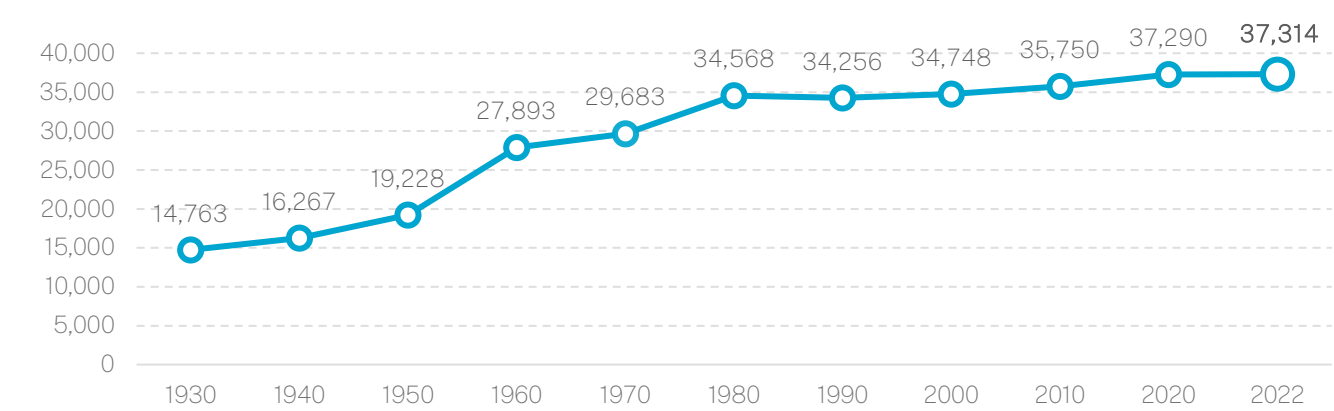
The growth of these industries directly tied to the growth of the community throughout the 1950s, '60s, '70s, and into the '80s. The population remained steady after the 1990s and following Phillips Petroleum's merger with Conoco in 2002 and the subsequent shift of their headquarters to Houston, Texas.

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

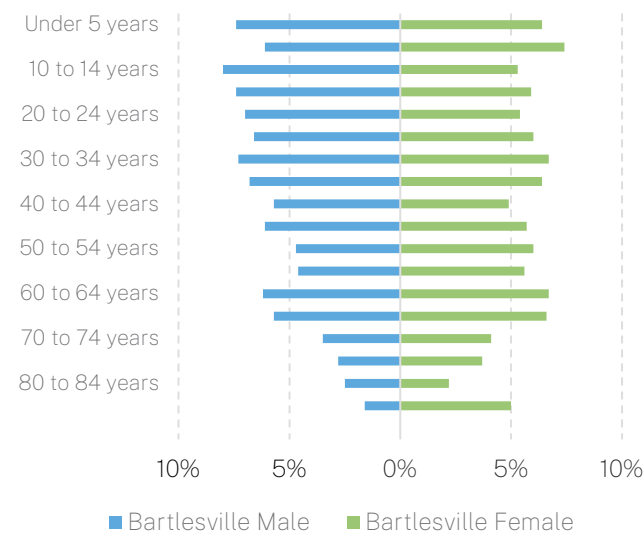
BARTLESVILLE POPULATION

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.



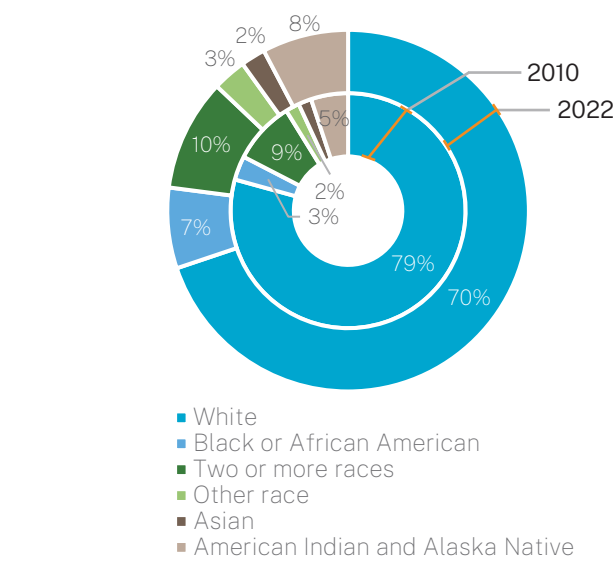
AGE

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.



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

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.

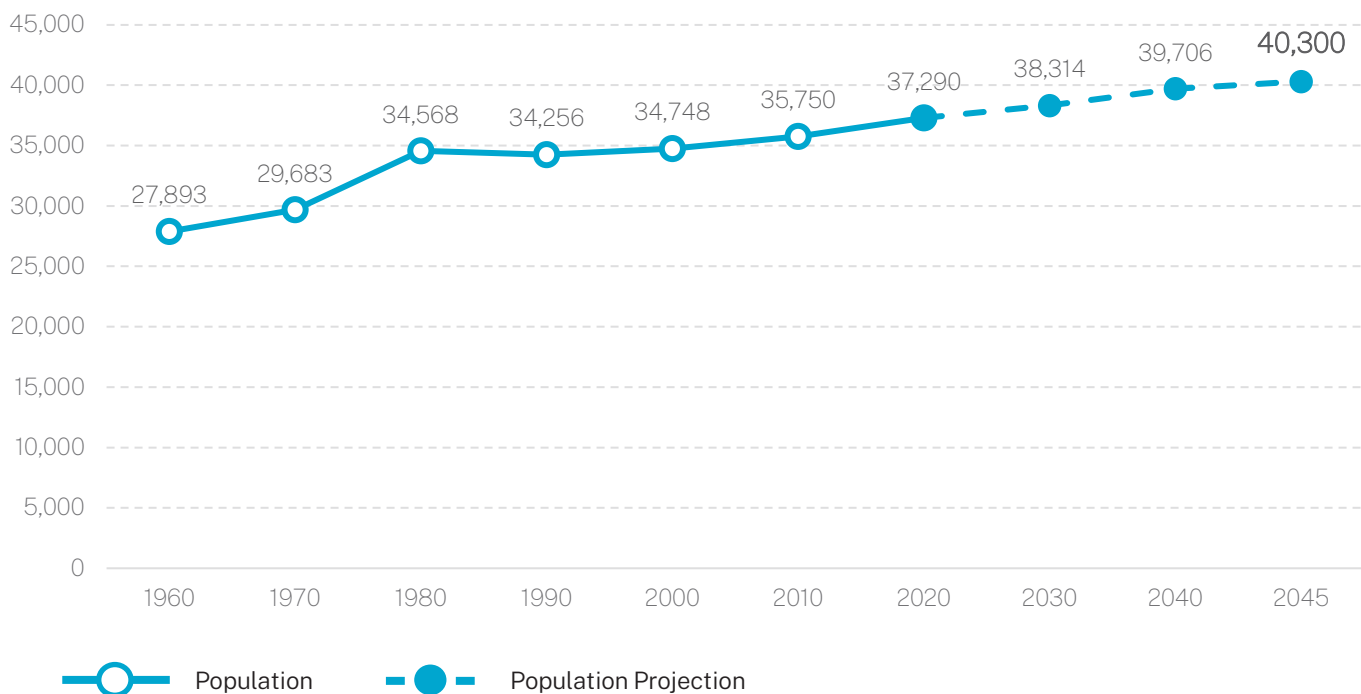
HEALTH

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.



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%).

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.



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.

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.

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. The 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.

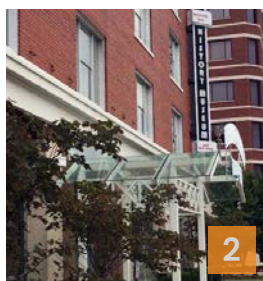
The Bartlesville Community Center (The Center). Since 1982 The Center has provided the facilities and activities for many community events in Bartlesville. The Center was designed by William Wesley Peters, a protege of Frank Lloyd Wright, and seats over 1,700. The Center hosts the Bartlesville Symphony,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



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.



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

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

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 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

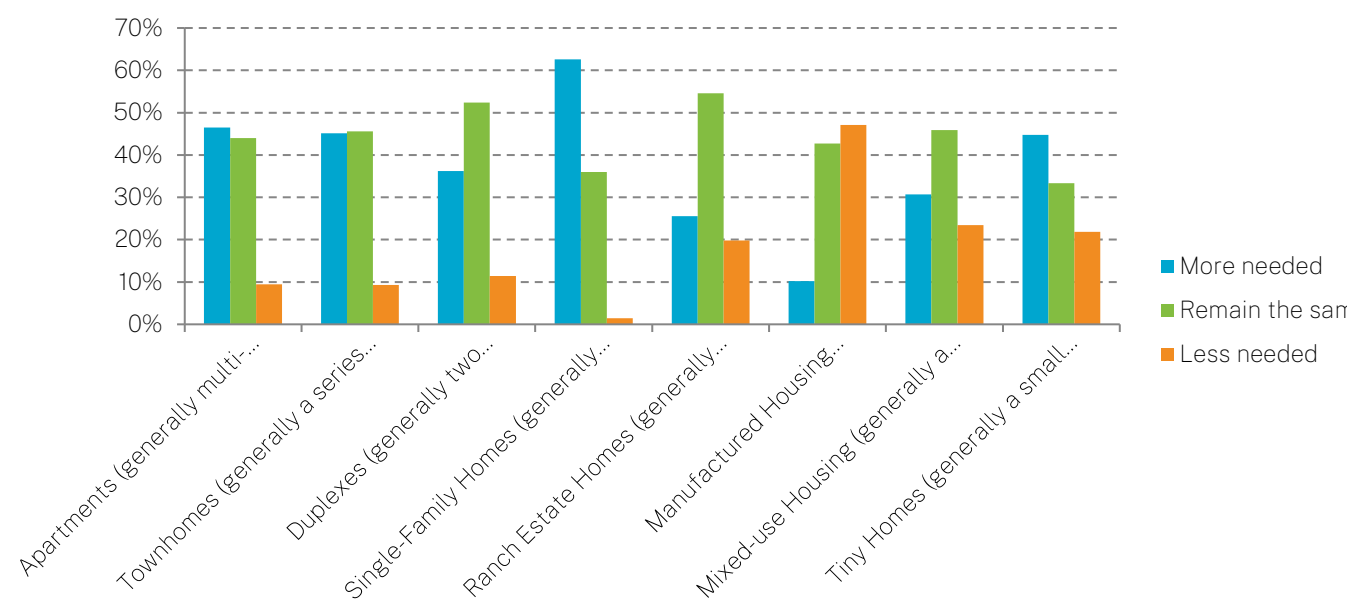
HOUSING DEMAND

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 guided the development of a new Parks and Recreation Master Plan (See Appendix E).



Sooner Park Play Tower

Bartlesville Park Inventory (2024)

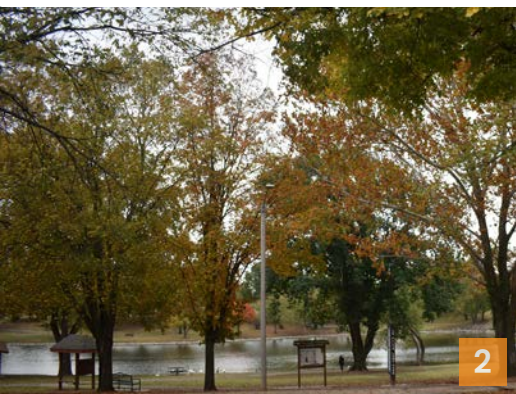
Park Name	Acres ¹
Community Parks	
Lee Lake	215.5
Johnstone Park	123.8
Sooner Park	65.1
Robinwood Park	51.8
Jo Allyn Lowe Park	34.7
Veterans Park	5.2
Neighborhood Parks	
Civitan Park	15.0
Oak Park Community Park	4.7
Douglass Park	3.2
William R. Smith Park	1.9
Lyon Park	1.7
Eddie Mason Park	1.5
Colonial 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 referred 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. 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. They 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.

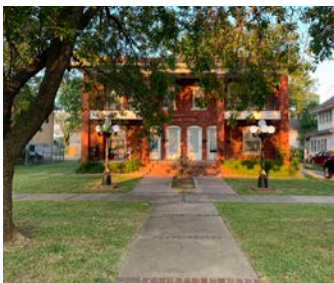
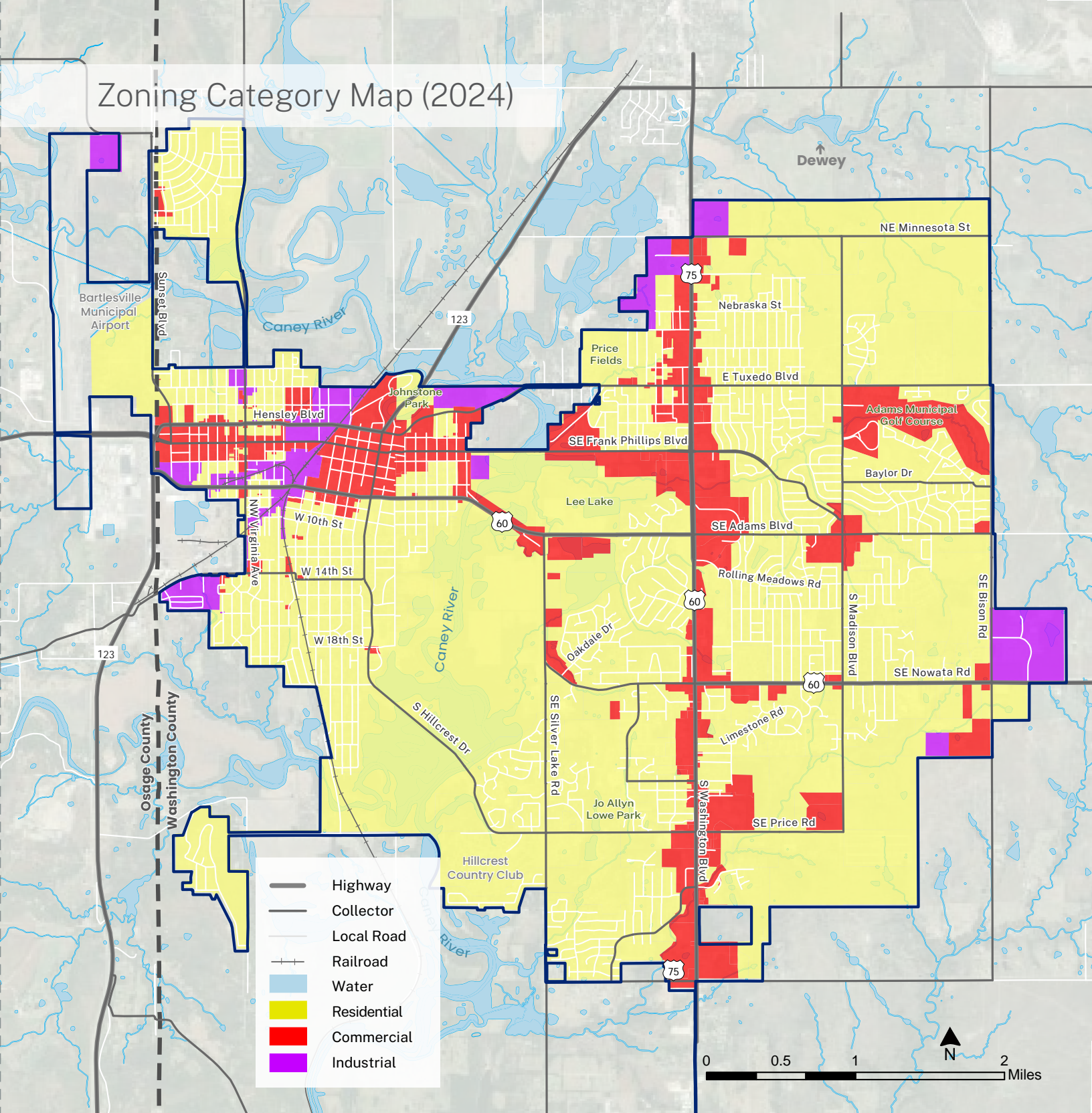
The City has identified two Special District Designations in addition to the other listed zoning districts: Planned Unit Development (PUD) and Highway 75 Overlay District. The PUD is a flexible form of zoning that allows alternatives to the established zoning districts in the zoning regulations. **There 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).

Zoning Category Map (2024)



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. 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

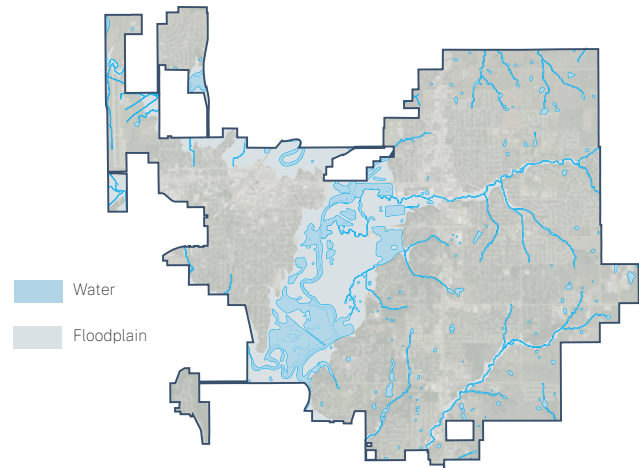
The natural resources in and around Bartlesville directly impact the ability to grow. Securing reliable water sources and developing in a manner that is compatible with the surrounding ecology is needed to ensure sustainable community growth. Three important resources were examined as it relates to the 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 stabilized.

Still, the City continues to plan for future water security. The City has been studying a number of alternatives to increase water supply, including: reallocating portions of Hulah Lake and Copan Lake from flood pool to water supply (raising the lakes' elevation); drilling wells to extract groundwater from the Ada-Vamoosa Aquifer in central Osage County; acquiring rights and constructing a pipeline west to access Kaw Lake; building a new lake on Sand Creek; and dredging Hulah Lake. Further, the City is studying and planning an emergency water reuse system to be used during severe drought. The City has completed a pilot study for a water reuse program that would operate during emergency drought conditions. It involves treating a portion of treated wastewater to a standard higher than Caney River water quality, pumping it upstream into the Caney River, where it would blend with, and improve, the river's existing water quality, and increase the river's flow during severe drought. The water would then flow downstream and be captured at the intake, pumped to the water treatment plant, and treated further, before distribution to customers. While challenges remain, the City is committed to ensuring a reliable water supply for its residents well into the future.



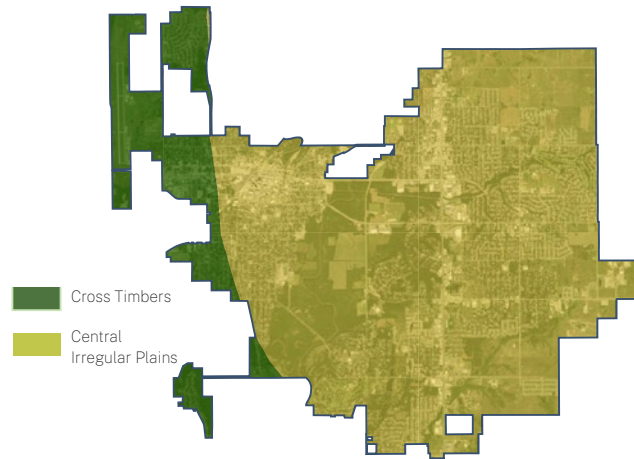
Hudson Lake provides 10 percent of the city's water and offers opportunities for outdoor recreation.

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 its 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.

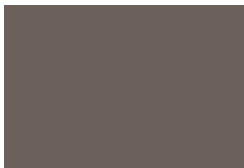
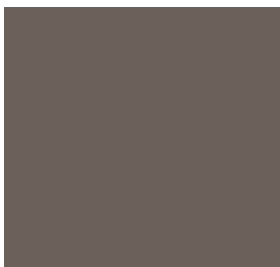
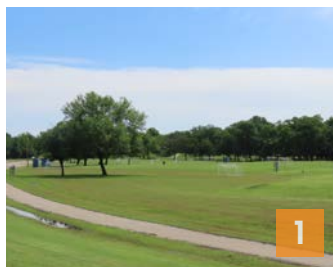
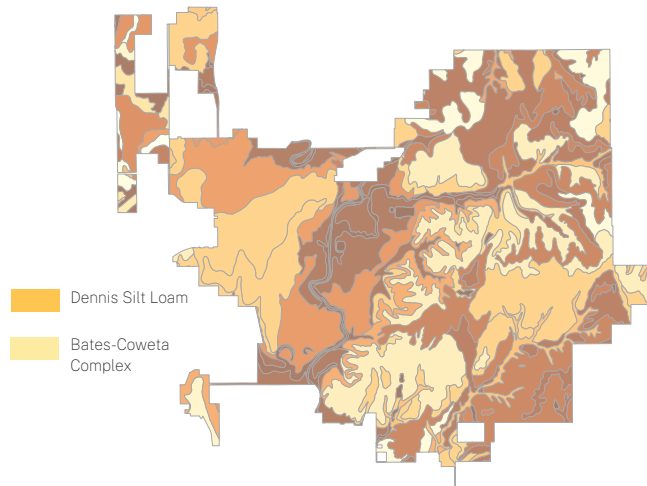


Image descriptions:
Image 1. Soccer fields at Robinwood Park;
Image 2. Fire Department Station #3;
Image 3. Tree canopy within Johnstone Park

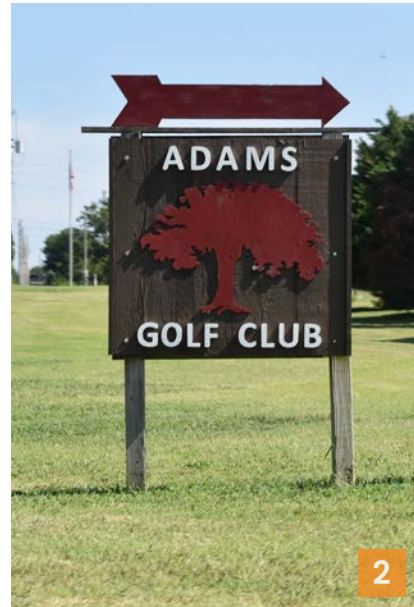


Image descriptions:
Image 1. Sooner Pool
 Splash Area;
Image 2. Adams Municipal
 Golf Course;
Image 3. Nellie Johnstone
 Well in Johnstone Park;
Image 4. Casey's General
 Store;
Image 5. Pedestrian
 crossing on SW Adams Blvd



An initiative of
bartlesville**NEXT**



3

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 47 and 48.

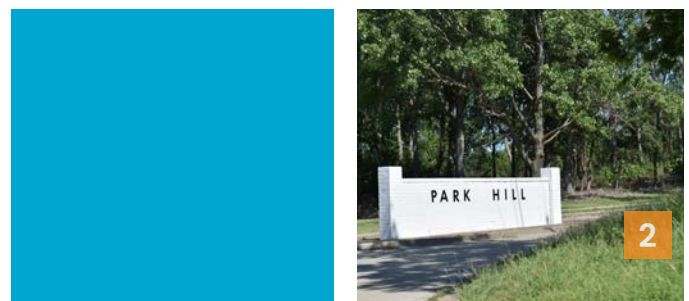


Image descriptions:

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. 55)
- Rural Residential (pg. 56)

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. 57)
- Community Commercial (pg. 59)
- Regional Commercial (pg. 61)

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. 63)
- Downtown (pg. 65)

MISCELLANEOUS

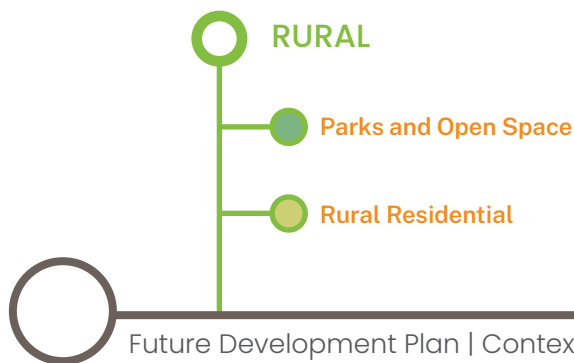
Specific areas that include industrial parks, institutional campuses, airport facilities, extensive public utilities, and parks of a regional scale. These areas do not fit neatly into the other context areas and have characteristics that may resemble those of other context areas. **Miscellaneous character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

- Industry and Trade (pg. 67)
- Civic and Institutional (pg. 68)

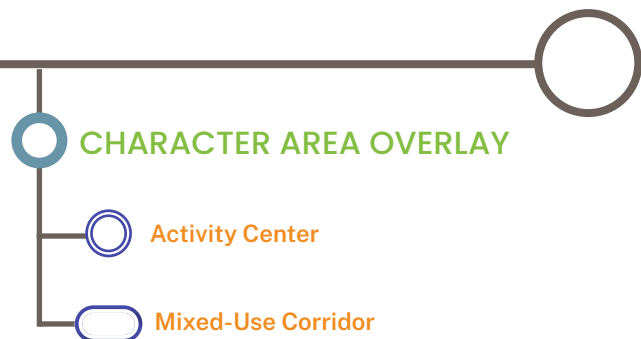
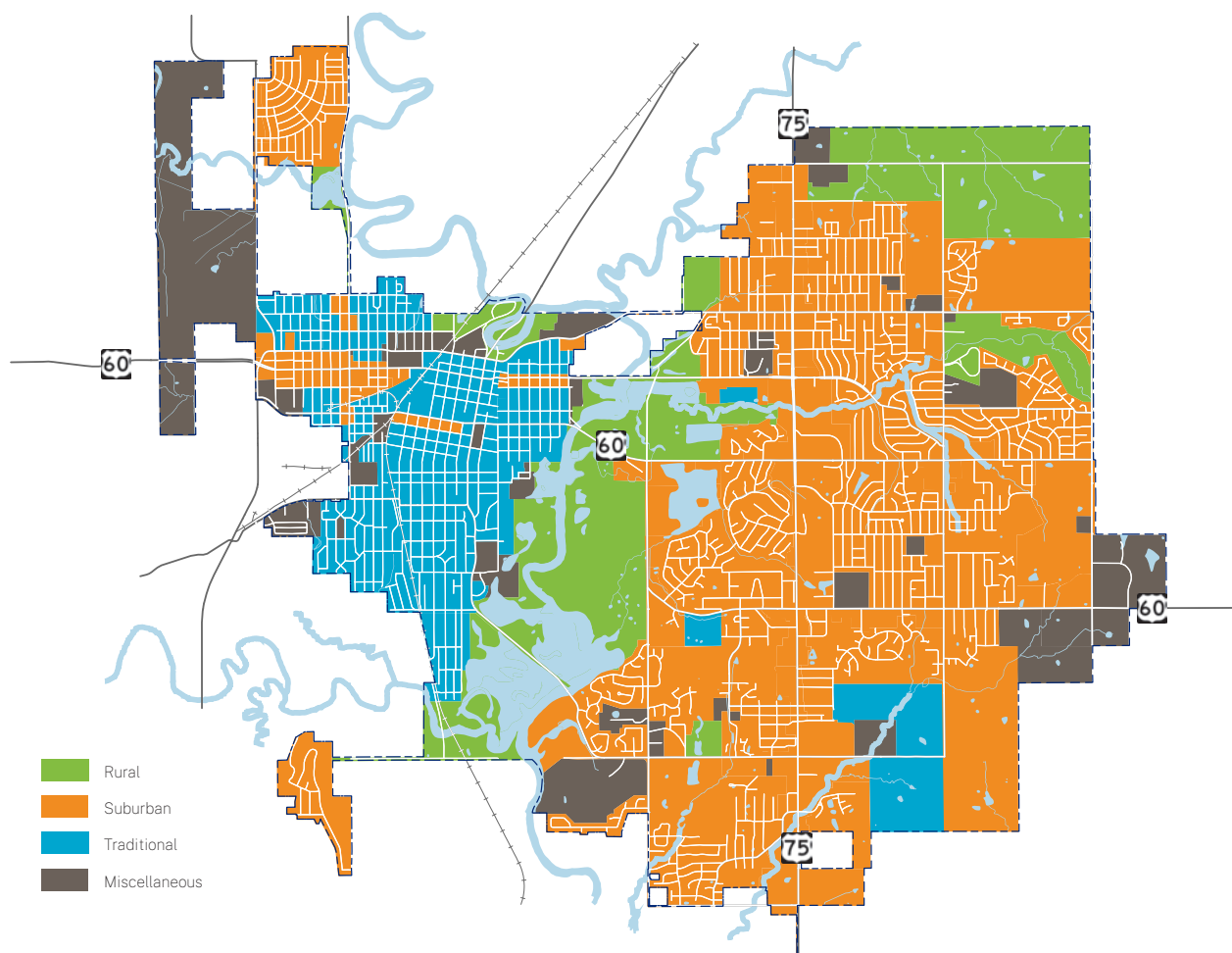
CHARACTER AREA OVERLAY

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. 69)
- Activity Center (pg. 71)



Context Classifications Map





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 69 through 71.

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 primary non-residential uses and secondary 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.

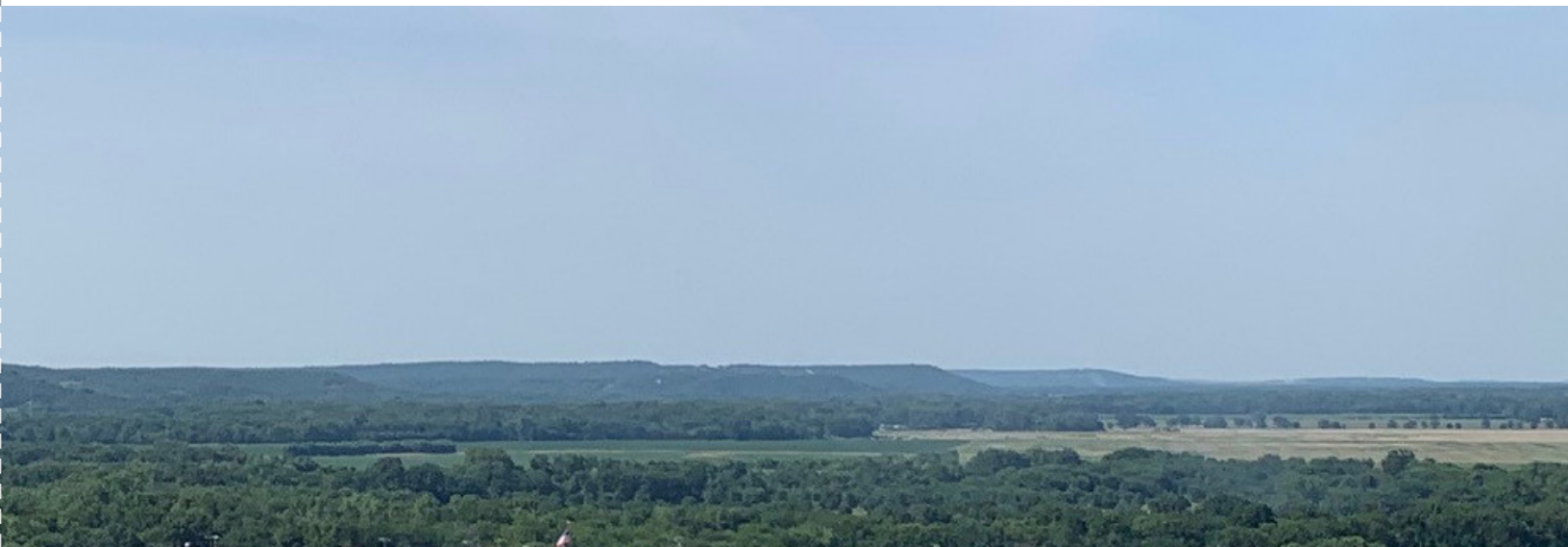
Depending on market conditions, the City of Bartlesville may choose to amend the Future Development Map as necessary to add new Activity Centers, or to move or replace a proposed Activity Center.

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 Areas of Special Consideration Map (pgs. 53 and 54) 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 Quinta 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. 51 and 52) 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 distance, 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 55 through 72. 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

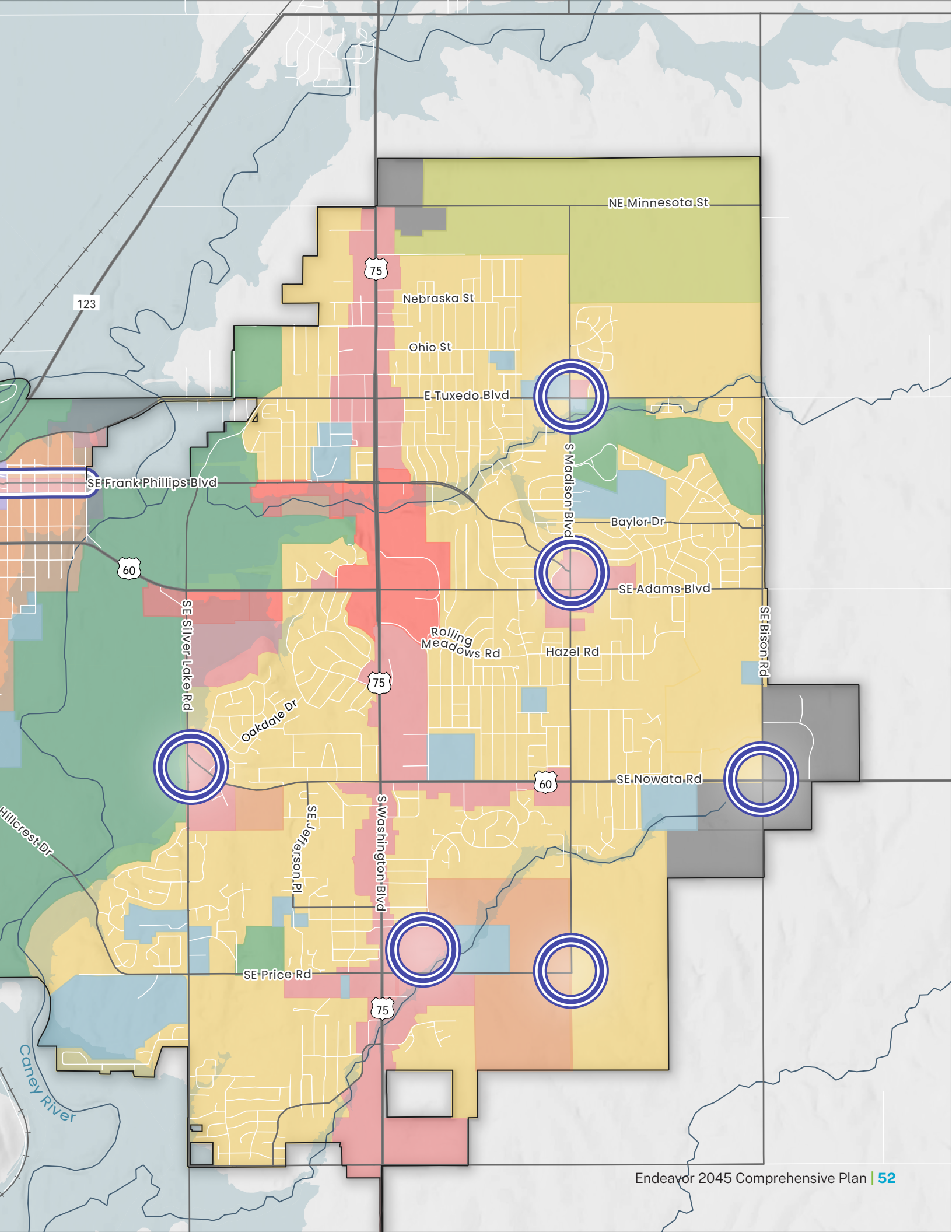
Character Areas

- 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

- The Brickyard Boundary
- The Point on Madison Boundary

Areas of Environmental Concern

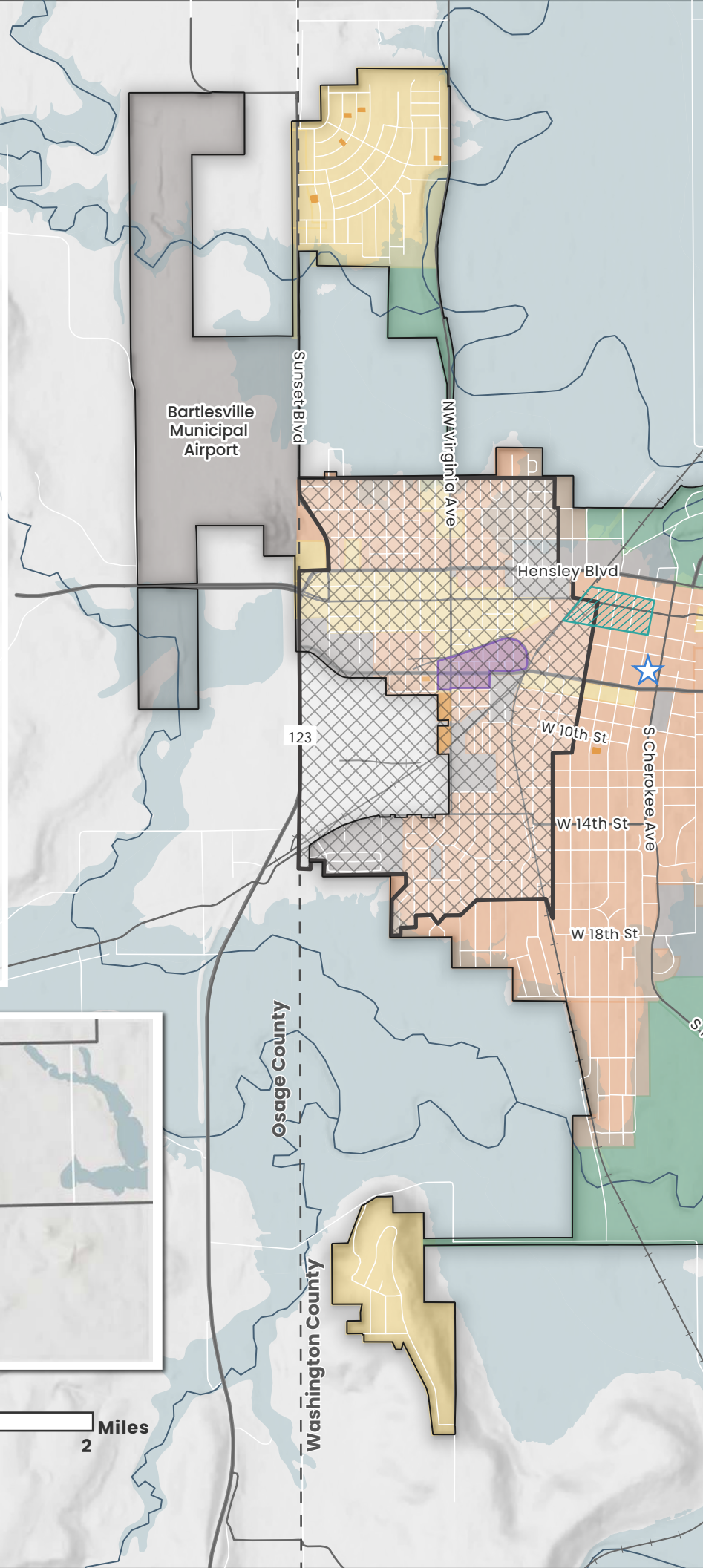
- Floodplain
- NZOD

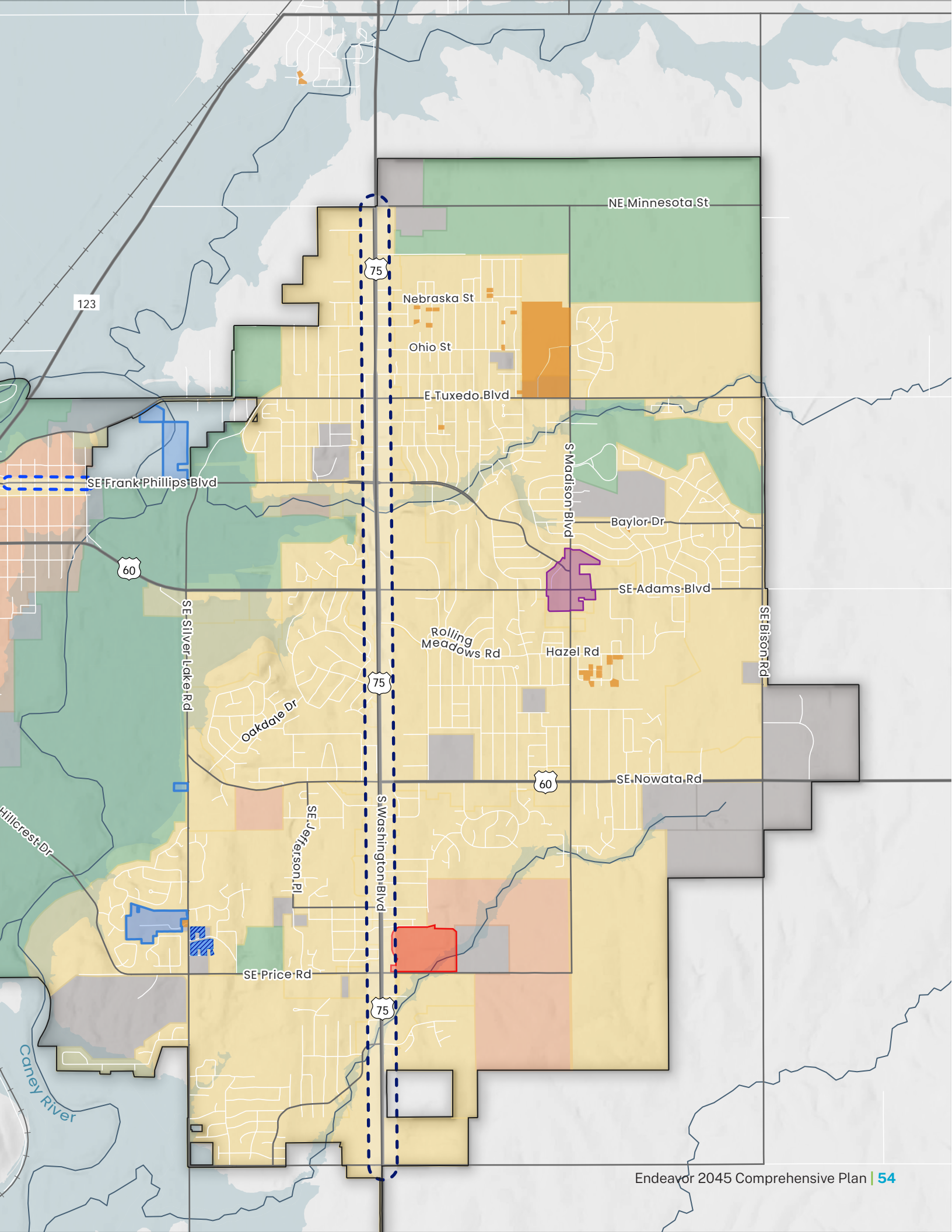
Areas of Cultural Significance

- 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 Frank Phillips Blvd
- US 75 Corridor





Parks and Open Space

Rural Context

Map Legend
(pgs. 51 and 52)

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. 51 and 52)

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 water and 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. 51 and 52)

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. 51 and 52)

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

Map Legend
(pgs. 51 and 52)

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

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.



Mix of local and non-local representative images.

- 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.

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.



Mix of local and non-local representative images.

Traditional Neighborhood

Traditional Context

Map Legend
(pgs. 51 and 52)

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

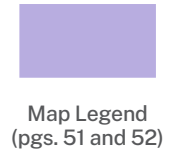
- Design new structures in a manner that complements the height, scale, and massing of adjacent development and that provide appropriate transitions between different development types.
- Establish minimum building frontage requirements to frame the street and other public spaces.
- Replicate historic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



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

DEVELOPMENT FEATURES

LAND USES

- Construct mixed-use buildings with upper floor residential and ground floor flex space for primary non-residential and secondary residential use.
- 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.

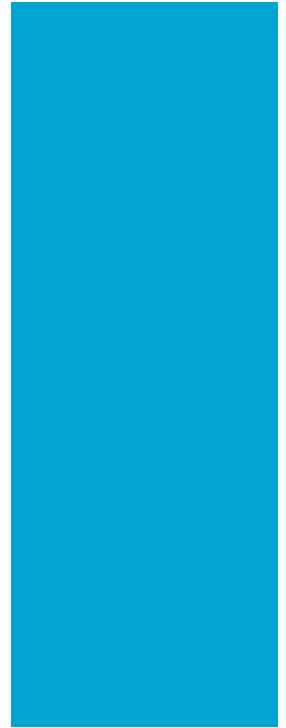


Mix of local representative images.



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

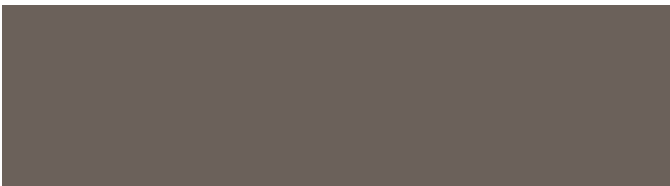
Miscellaneous Context

Map Legend
(pgs. 51 and 52)

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. 51 and 52)

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



Map Legend
(pgs. 51 and 52)

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 primary non-residential and secondary residential use.
- 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.



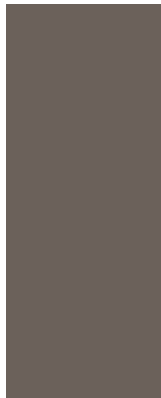
Mix of local and non-local representative images.

- 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

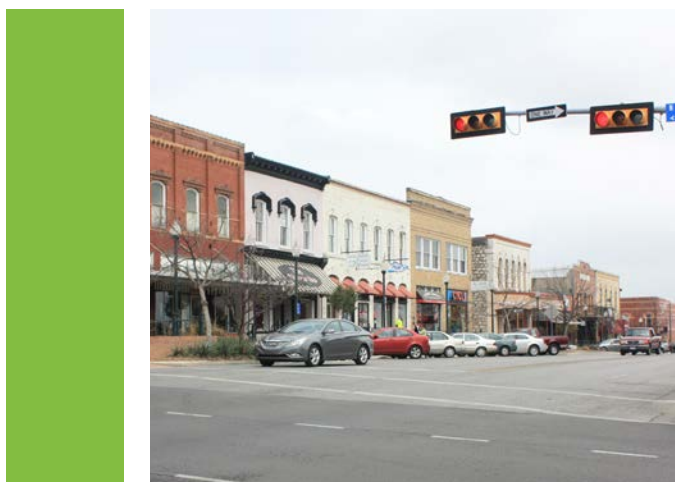


Map Legend
(pgs. 51 and 52)

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.

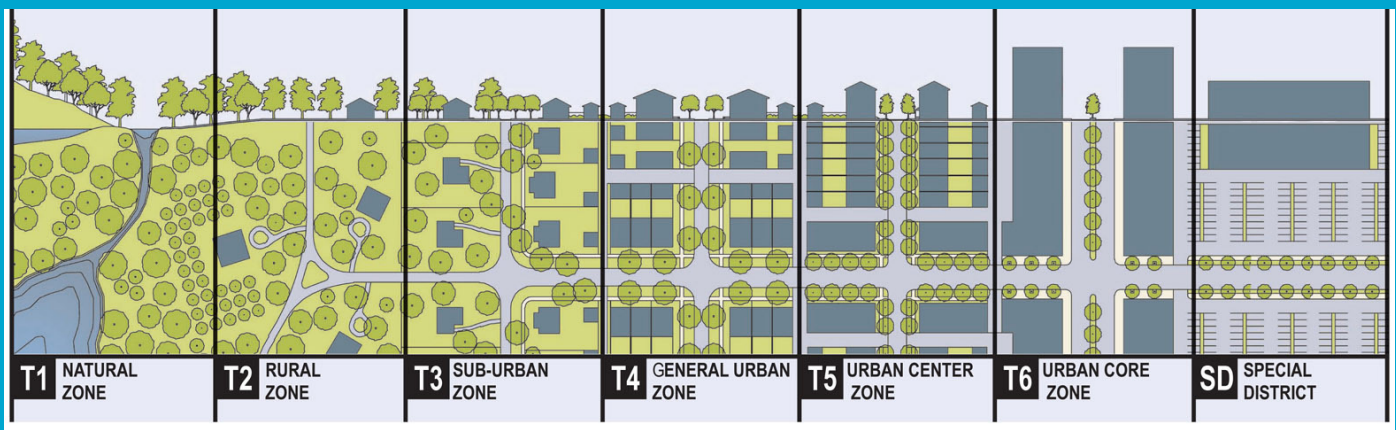
*This table is advisory only. Character area/zoning district compatibility will vary on a case-by-case basis subject to the City of Bartlesville's interpretation of the cumulative policies of this Plan, other applicable municipal policy documents, and statutory guidance.

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

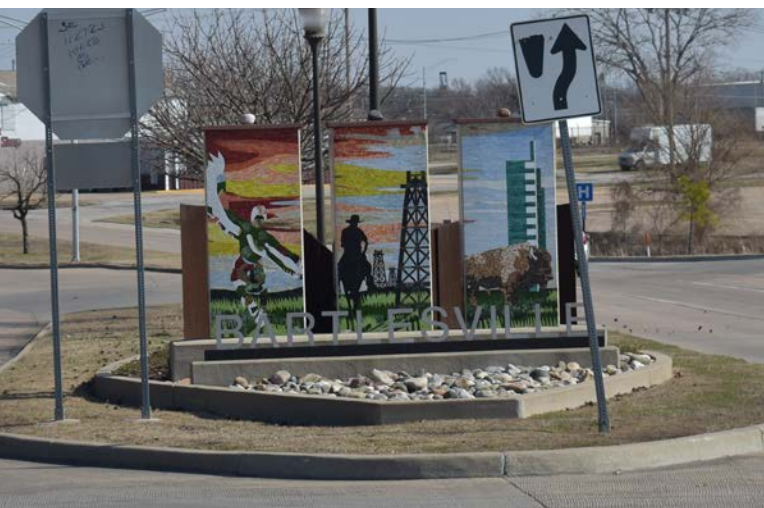
The Future Development Map (pages 51-52) identifies multiple character areas that define the intended development patterns of Bartlesville districts, neighborhoods, and corridors. These existing and potential development patterns are greatly influenced by the design of adjacent and internal roadways. 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.



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.

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.

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 84 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.



Traffic calming technique used by resident of a local neighborhood.



Pedestrian activated crossing along Madison Blvd.



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 76 through 78.

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 unreliaant 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: Halff 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 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.

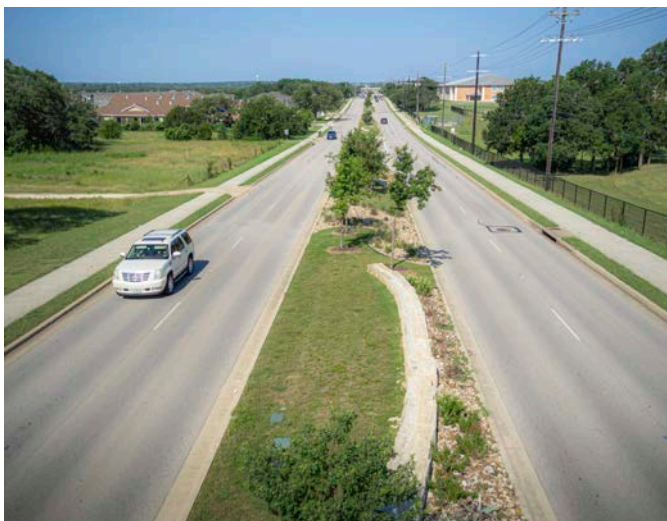


Suburban Streets | Typical Attributes

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	Sidewalks and pedestrian features, landscaped parkway	Sidewalks and pedestrian features, landscaped parkway	Sidewalks and pedestrian features, landscaped parkway	Sidewalks and 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.

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

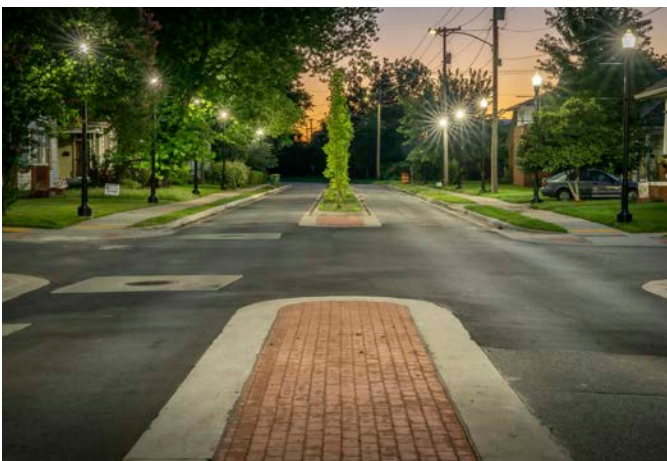
- Incorporate Complete Street features to accommodate and encourage bicycling, walking, and transit use.
- Design the roadway to slow traffic-closely aligning with posted speed limits.
- Incorporate active roadside features for public gathering and activity in areas where pedestrian activity is expected.
- 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	Sidewalks and pedestrian features, landscaped parkway	Sidewalks and pedestrian features, landscaped parkway	Sidewalks and 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 underlying 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 76) 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

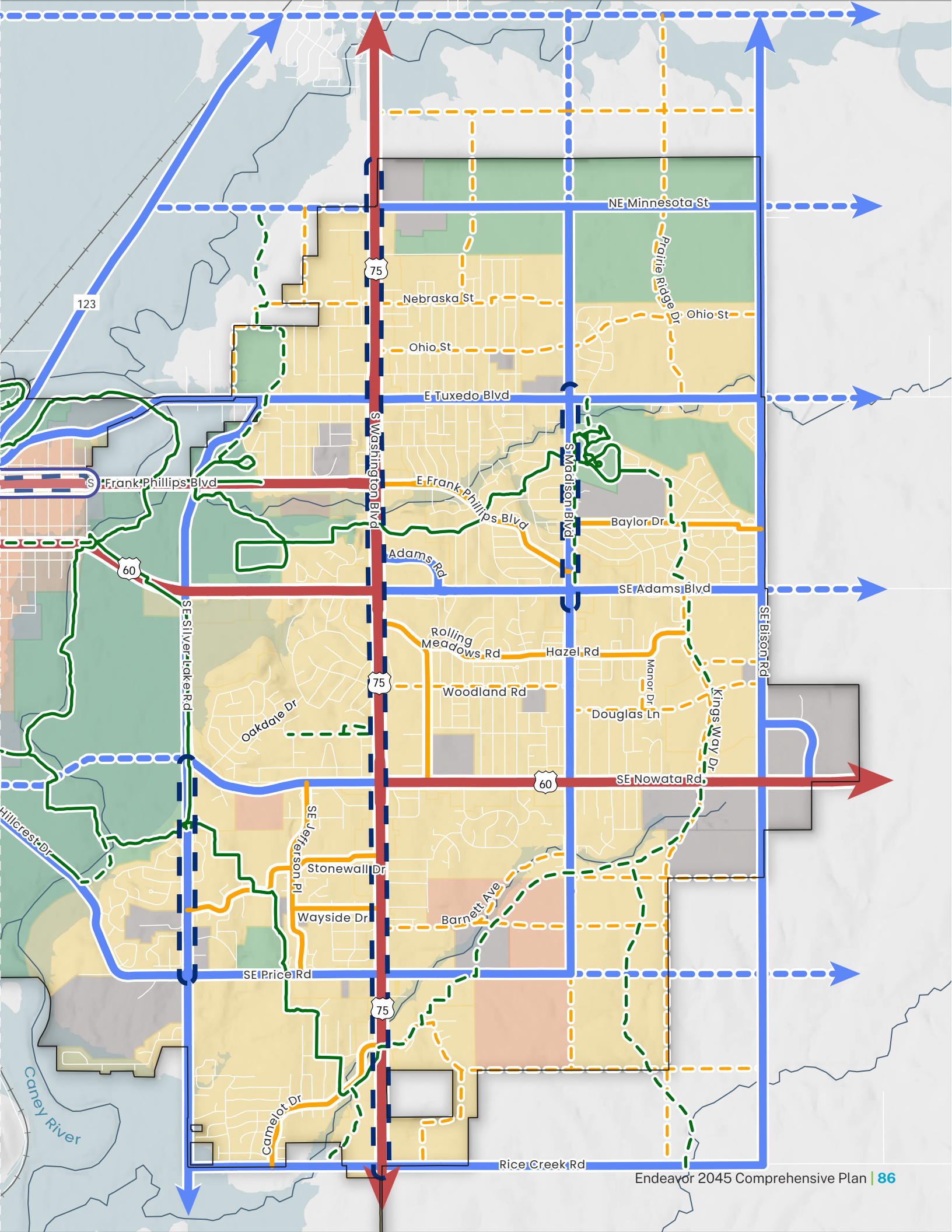
Trail Corridors

- 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. REVISED OR NEW DEVELOPMENT CODE(S). 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 endorsement 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.

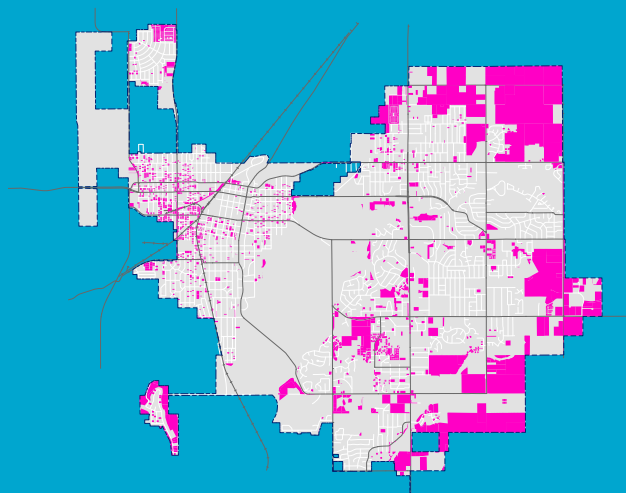
Community Growth

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, US Highway 60/Nowata Road, State Highway 123 bridge/Delaware Avenue, and Frank Phillips Boulevard 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 neighborhoods 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 its 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 area 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. 63- 66).

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 95-98. Additional information can be found in Appendix C.

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 Bartlesville Area History Museum, the Westside 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.

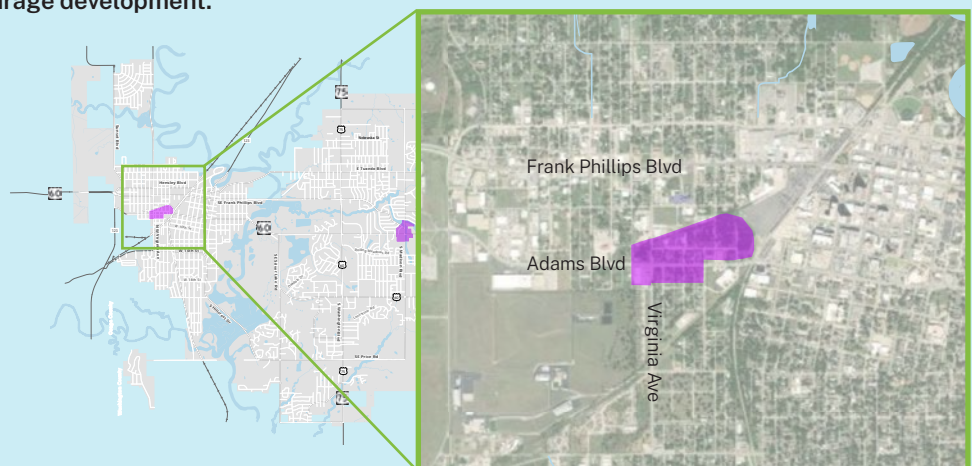
ACTION FB.3-14. ENHANCE IMPORTANT CROSSINGS. Create safe and accessible crossings at major roadways.

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 the athletic fields 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.

West Bartlesville Area of Special Study



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.

Pathfinder Parkway Extension

Raised Crosswalk

Pocket Park with Cultural Exhibits

Expansion of Existing Cottage Homes

Back-of-Building Parking to Preserve Street Orientation

Commercial Spaces

Residential Townhomes Facing Virginia Ave

Outdoor Space Along the Pathfinder Parkway

Patio Seating for Outdoor Gathering

10ft Sidepath Connecting to Downtown

SW Adams Blvd

S Virginia Ave

W 6th St

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.

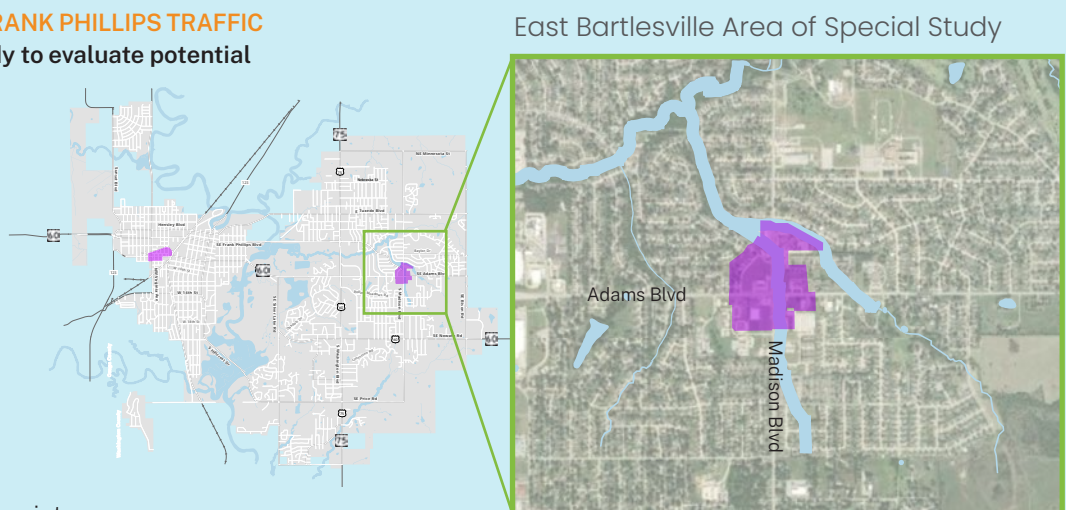
Conduct a traffic study at the intersection of S Madison Blvd and E Frank Phillips Blvd to determine strategies for improved safety and congestion management. Strategies to study include signalized intersection and/or traffic circles, reducing roadway speeds, and consolidating roadway access points.

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. 39).

ACTION FB.3-21. MADISON MAKEOVER. Redesign Madison Blvd from Frank Phillips 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**.



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.

Residential
Townhomes Facing
Eton Drive

Roadway Narrowed
to Three Lanes

Proposed Traffic
Circle

Proposed Mixed-use
Development

Back-of-Building
Parking

Existing Convenience
Store and Gas
Station

Sidepath Connection
to Sooner Park

SE Adams Blvd



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4

Prosperous Bartlesville

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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 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

Economic Opportunity

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

2

Attainable Housing

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

3

Educational Advancement

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.

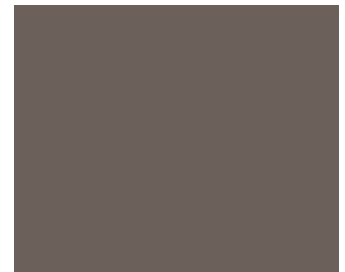


Case Study: Remote Shoals, NW Alabama

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 consider 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. ASSIST IN THE COORDINATION OF HOMELESS ASSISTANCE. Assist in addressing housing services for unsheltered and homeless residents through homeless assistance programs.

Coordinate with local agencies and organizations, such as Agape Mission, GRAND Mental Health, Lighthouse Outreach Center, and B the Light Mission to help them 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 surrounding 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 consider establishing 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.

The complete 2024 Housing Study can be found in Appendix D.



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 its 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



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5

Livable Bartlesville

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“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 an 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

Neighborhood Conservation

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

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.

3

Places to Play

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

4

Community Health

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.

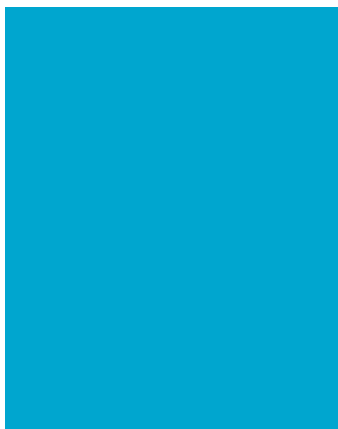
ACTION LB.1-5. CLEAN-UP PROGRAM COORDINATION. Modify recurring clean-up programs to increase their accessibility to persons in need.

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. Consider creation of 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 (The Center).

Constructed in 1982, The 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 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 encourage the ongoing preservation and programming of the building and property.

ACTION LB.2-5. THE PRICE TOWER. Encourage private redevelopment of the Price Tower that advances community interest.

Encourage private, civic-minded entities and individuals to support the preservation and programming 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 implemented. 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. Implement and regularly update 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. Complete a feasibility study for 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.

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.



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

ACTION LB.3-7. PARKS AND RECREATION DEPARTMENT.

Consider combining parks planning, 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.

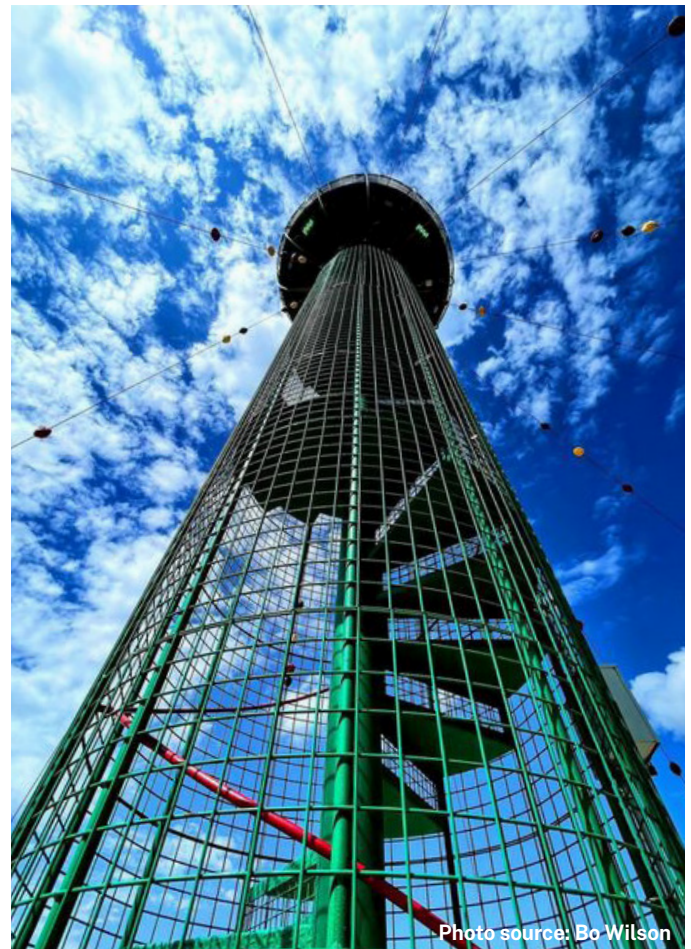


Photo source: Bo Wilson

The Bruce Goff Play Tower is a unique play amenity 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. Explore supporting existing and new mental health facilities to provide response, diagnosis, and services for mental health patients.

Explore supporting 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 consider assisting with finding funding for 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 residents.



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

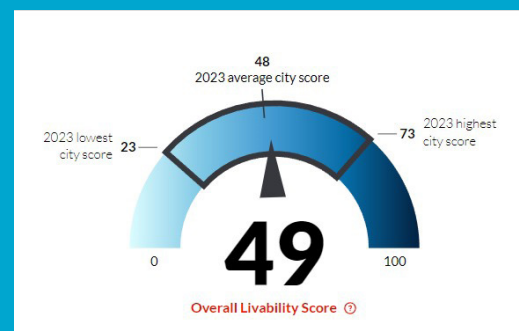
AARP Livability Index

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.





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Natural Bartlesville

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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 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

Natural Resources

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

2

Built Environment

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

3

Public Infrastructure and Services

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.

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.

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.

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.

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

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.



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 residents' desire to 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 95). 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](https://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.

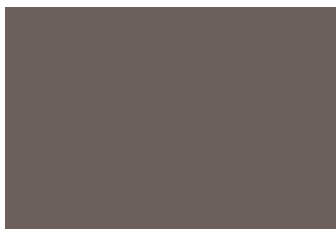
The water reuse system involves the constructing infrastructure that will consist of a pump station at the wastewater treatment plant and an underground pipeline transporting the water to the Caney. This will allow the City to pump treated wastewater approximately 7 miles upstream of the Caney River 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.



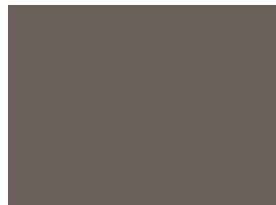
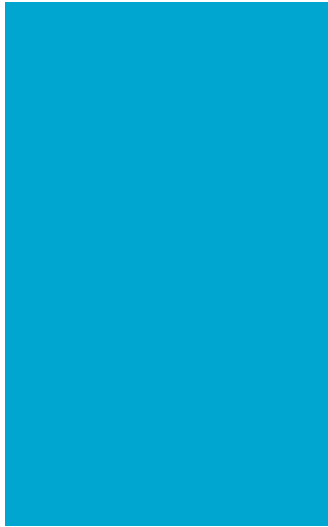


Image descriptions:
Image 1. Bartlesville Public Safety Complex constructed in 2017.
Image 2. Hulah Lake experiencing low water levels in 2023.
Image 3. Bartlesville Police Department consist of two locations
Image 4. Curbside trash pickup could be expanded to include recyclables.



bartlesville

endeavor 2045

An initiative of
bartlesvilleNEXT



7

Work Program

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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 recommend 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 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 city development, the Planning Commission shall consider and make recommendations to the City Council on all matters affecting planning, zoning, and subdivision 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 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 Community 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

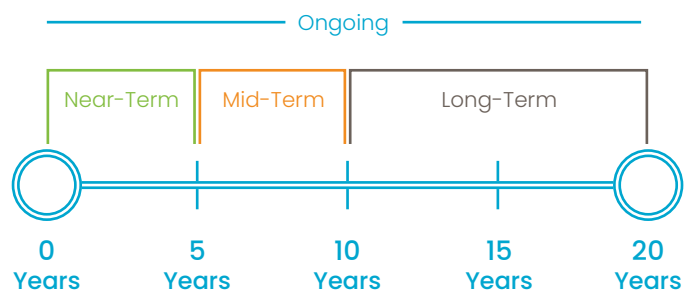
This identifies in which time frame the strategy should be carried out. Factors that help to determine the associated time frame include feasibility of implementation, anticipated cost of the action, and overall priority based on community input and staff recommendations.

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 Manager's Office, Engineering, Water & Wastewater, Public Works, Fire	Ongoing
FB. 1-2	CODE ASSESSMENT. Complete a comprehensive code assessment to establish the framework for land development code reform.	Study	Community Dev.	City Manager's Office	Near-term
FB. 1-3	REVISED OR NEW DEVELOPMENT CODE(S). Prepare revised or new development code(s) to implement Endeavor 2045's Future Development Plan and Future Thoroughfare Plan..	Study	Community Dev.	City Manager's Office, Engineering, Water & Wastewater	Near-term
FB. 1-4	FORM-BASED ZONING DISTRICTS. Consider establishing form-based zoning districts to implement the recommendations of the Future Development Plan.	Policy	Community Dev.	City Manager's Office, Engineering, Water & Wastewater	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 Manager's Office, Engineering	Ongoing
FB. 1-6	INFILL DEVELOPMENT. Promote infill development through ongoing policy application and programming adjustments.	Policy	Community Dev.	City Manager's Office	Ongoing
FB. 1-7	UNDER-UTILIZED SPACES. Promote the reuse of underutilized properties to absorb anticipated community growth.	Policy	Community Dev.	City Manager's Office, BDA, 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.	City Manager's Office, Engineering, Public Works, Water & Wastewater	Ongoing

1. Complete table legend located on pages 139 and 140.

2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 139 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 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	Engineering	Public Works	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. Establish and maintain the municipal sidewalk enhancement program on an ongoing basis	Investment	Engineering	Public Works, 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 139 and 140.

2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 139 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	Engineering	Public Works, 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	Community Dev.	City Manager's Office	Ongoing
FB. 3-3	REDUCE PARKING MINIMUMS. Amend land development regulations to provide greater flexibility in parking requirements.	Regulation	Community Dev.	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 Manager's 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.	BRTA, 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 Manager's Office, Engineering, Public Works	Near-term

1. Complete table legend located on pages 139 and 140.

2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 139 for a full description of all categories.

BDA - Bartlesville Development Authority

BRTA - Bartlesville Redevelopment Trust 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 Manager's Office	Long-term
FB. 3-9	THE BRICKYARD: BUILD CAPACITY FOR PROPERTY OWNERS. Give area property owners the tools and information to develop the land.	Operations	Community Dev.	City Manager's Office	Ongoing
FB.3-10	THE BRICKYARD: 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 Area History Museum, Oklahoma Historical Society	Near-term
FB. 3-11	THE BRICKYARD: INTEGRATE PLACE CHARACTER IN PLANNING, DESIGN, AND PROGRAMMING. Identify and incorporate a branded identity for the neighborhood.	Regulation	Community Dev.	-	Ongoing
FB. 3-12	THE BRICKYARD: 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	THE BRICKYARD: 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	THE BRICKYARD: ENHANCE IMPORTANT CROSSINGS. Create safe and accessible crossings at major roadways.	Investment	Engineering	Public Works, Community Dev.	Mid-term
FB. 3-15	THE BRICKYARD: DOWNTOWN CONNECTION. Provide pedestrian and bicycle connections to downtown.	Investment	ODOT	Engineering, Public Works, Community Dev.	Near-term
FB. 3-16	THE POINT: ORGANIZE THE DISTRICT. Provide a forum for property owners and businesses to discuss collective concerns and needs for the area.	Operation	Community Dev.	City Manager's Office	Near Term

1. Complete table legend located on pages 139 and 140.

2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 139 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	THE POINT: NEIGHBORHOOD BRANDING. Develop and implement a brand for the neighborhood and commercial area.	Operation	Community Dev.	Communications	Near-term
FB. 3-18	THE POINT: 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	THE POINT: 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	THE POINT: RIPARIAN BUFFER. Incorporate green infrastructure to the riparian area along Madison Blvd.	Investment	Engineering	Public Works	Mid-term
FB. 3-21	THE POINT: 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 139 and 140.

2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 139 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	BDA	City Manager's Office	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	City Manager's Office	BDA, Community Dev.	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.	BRTA, BDA	Ongoing
PB. 1-4	REMOVE BARRIERS FOR ENTREPRENEURS. Provide opportunities for small business owners to establish in Bartlesville.	Regulation	City Manager's 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 Manager's 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 Manager's 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	Airport	Communications, City Manager's Office, BDA	Ongoing
PB. 1-8	EXPAND TOURISM. Build and expand on tourism assets to market Bartlesville to travelers.	Operations	Visit Bartlesville	Communications, City Manager's Office	Ongoing
PB. 1-9	RETAIL AND ENTERTAINMENT. Encourage retail and entertainment options that are attractive to a younger audience.	Operations	BDA	City Manager's Office, Community Dev., Chamber of Commerce	Ongoing

1. Complete table legend located on pages 139 and 140.

2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 139 for a full description of all categories.

BDA - Bartlesville Development Authority

BRTA - Bartlesville Redevelopment Trust 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 Manager's Office	Near-term
PB. 2-2	RESTORE AGING HOUSING. Improve the condition of aging neighborhoods.	Investment	Community Dev.	City Manager's 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 Manager's 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	Police	GRAND Mental Health, B The Light, Lighthouse, Agape Mission	Ongoing
PB. 2-5	ASSIST IN THE COORDINATION OF HOMELESS ASSISTANCE. Assist in addressing housing services for unsheltered and homeless residents through homeless assistance programs.	Operations	City Manager's Office	GRAND Mental Health, B The Light, Lighthouse, Agape Mission	Ongoing
PB. 2-6	ACCESSORY DWELLING UNITS. Explore allowing Accessory Dwelling Units (ADUs) by right.	Regulation	Community Dev.	City Manager's Office	Near-term
PB. 2-7	DOWNTOWN HOUSING. Promote new and renovated living units in Downtown Bartlesville and the surrounding Traditional Neighborhood.	Policy	Community Dev.	BRTA	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 Manager's Office	Mid-term
PB. 2-10	EXPAND AFFORDABLE HOUSING. Expand access to affordable housing units in Bartlesville.	Policy	Community Dev.	City Manager's Office	Near-term
PB. 2-11	SENIOR FRIENDLY HOUSING. Increase the supply of senior friendly housing.	Investment	Community Dev.	City Manager's Office	Ongoing

1. Complete table legend located on pages 139 and 140.

2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 139 for a full description of all categories.

BDA -Bartlesville Development Authority

BRTA -Bartlesville Redevelopment Trust 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 Manager's Office, Dynamic Independence, AbilityWorks	Ongoing
PB. 2-13	SUPPORT FOR VETERANS. Develop tailored housing solutions for veterans living below the poverty line.	Operations	Community Dev.	City Manager's Office, Veterans Connection Org.	Near-term
PB. 2-14	SUPPORT WORKING FAMILIES. Facilitate the development of housing units for working families with children.	Operations	Community Dev.	City Manager's 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 Manager's 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, Bartlesville Area History Museum	City Manager's Office	Mid-term
PB. 3-3	EARLY CHILDHOOD EDUCATION. Work with partner organizations to increase the accessibility of early child education and daycare.	Operations	City Manager's Office	Community Dev., BDA	Ongoing
PB. 3-4	YOUTH ENTREPRENEURSHIP. Develop and support a youth entrepreneurship program in the community.	Operations	City Manager's Office	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	City Manager's Office, Community Dev., AbilityWorks	Ongoing

1. Complete table legend located on pages 139 and 140.

2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 139 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, KBB	Near-term
LB. 1-6	LAND CONSOLIDATION. Consolidate properties with municipal liens for redevelopment.	Policy	Community Dev.	City Manager's Office	Ongoing
LB. 1-7	NEIGHBORHOOD CONSERVATION COORDINATOR. Consider creation of a neighborhood conservation coordinator position.	Operations	Community Dev.	City Manager's 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.	Police, 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, sculptures, and other forms.	Operations	City Manager's Office	Bartlesville Art Association, Community Dev., Visit Bartlesville, KBB	Ongoing

1. Complete table legend located on pages 139 and 140.

2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 139 for a full description of all categories.

KBB - Keep Bartlesville Beautiful

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	City Manager's Office	Bartlesville Community Center	Ongoing
LB. 2-4	COMMUNITY CENTER. Invest in the success of the Bartlesville Community Center.	Investment	City Manager's Office	Bartlesville Community Center	Ongoing
LB. 2-5	THE PRICE TOWER. Encourage private redevelopment of the Price Tower that advances community interest.	Operations, Investment	City Manager's Office	-	Ongoing
LB. 2-6	HISTORIC PRESERVATION ORDINANCE. Establish a historic preservation ordinance for Bartlesville.	Regulation	Community Dev.	Bartlesville Area History Museum, City Manager's Office	Mid-term
LB. 2-7	ARCHITECTURAL STANDARDS. Develop a city-wide architectural standards manual.	Study, Regulation	Community Dev.	City Manager's Office, Local Architects, KBB	Mid-term
Livable Bartlesville Theme 3. Places to Play					
LB. 3-1	PARKS AND RECREATION MASTER PLAN. Implement and regularly update 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. Complete a feasibility study for an indoor recreation and community center.	Investment	City Manager's Office	Engineering, Community Dev.	Mid-term
LB. 3-6	PARKLAND DEDICATION. Require parkland dedication and improvement as part of new development.	Regulation	Community Dev.	City Manager's Office, Public Works, Engineering	Mid-term
LB. 3-7	PARKS AND RECREATION DEPARTMENT. Consider combining parks planning, facility maintenance, and programming under a unified department.	Operations	City Manager's 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 139 and 140.

2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 139 for a full description of all categories.

KBB - Keep Bartlesville Beautiful

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, 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. Explore supporting existing and new mental health facilities to provide response, diagnosis, and services for mental health patients.	Operations	City Manager's Office	GRAND Mental Health	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, KBB	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.	Ascension, GRAND Mental Health, Washington County Health Dept., TSET Healthy Living Program	Ongoing

1. Complete table legend located on pages 139 and 140.

2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 139 for a full description of all categories.

KBB - Keep Bartlesville Beautiful

BDA - Bartlesville Development Authority

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	Water & Wastewater	Engineering, City Manager's Office, Community Dev.	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	Water & Wastewater	Engineering, City Manager's Office, Community Dev.	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 Manager's Office	Ongoing
NB. 1-4	PROTECT THE FLOODPLAIN. Proactively pursue conservation of the Caney River and floodplain as a natural area.	Regulation	City Manager's Office	Engineering, 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	KBB	Community Dev., Public Works	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, KBB	Near-term

1. Complete table legend located on pages 139 and 140.

2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 139 for a full description of all categories.
KBB - Keep Bartlesville Beautiful

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 seek funding, including EPA Brownfields grant funds, to test and remediate 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, KBB	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 Manager's Office, Communications, Public Works, KBB	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 Manager's Office, KBB	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., KBB	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., KBB	Mid-term
NB. 2-7	ELECTRONIC BILLBOARDS. Coordinate with the County to reduce the prevalence of electronic billboards.	Regulation	Community Dev.	City Manager's 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 Manager's Office, Washington County, Astronomy Club	Mid-term

1. Complete table legend located on pages 139 and 140.

2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 139 for a full description of all categories.

KBB - Keep Bartlesville Beautiful

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	Engineering	Public Works	Near-term
NB. 3-2	WATER MANAGEMENT PLAN. Prepare an Asset Management Plan for water and wastewater infrastructure.	Study	Water & Wastewater	-	Mid-term
NB. 3-3	WATER SUPPLY. Continue to plan for future drinking water supply needs.	Operations	Water & Wastewater	-	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	Water & Wastewater	Communications, City Manager's 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	Water & Wastewater	-	Near-term
NB. 3-6	CURBSIDE RECYCLING. Initiate a study on how to make curbside recycling financially feasible.	Study	City Manager's Office	Public Works	Long-term
NB. 3-7	COMPOST SURVEY. Survey residents to determine if there is interest in curbside composting for yard waste.	Operations	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 Dev.	Ongoing
NB. 3-9	RESTORE INFRASTRUCTURE. Proactively enhance public infrastructure to improve site readiness on priority blocks.	Operations	Engineering	Water & Wastewater, Public Works	Ongoing
NB. 3-10	POLICE AND FIRE DEPARTMENTS. Regularly evaluate police and fire staffing, facility, and training needs.	Operations	Police / Fire	City Manager's 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	Community Dev., Public Works	Near-term

1. Complete table legend located on pages 139 and 140.

2. Action types include: Investment, Study, Regulation, Operations, and Policy. See page 139 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.

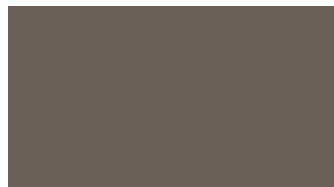
MONITORING PROGRESS

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 156 through 157 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 vacant land developed in neighborhoods	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	Community Dev.
Places to Play	Acres of Parkland	Maintain levels of service in the Parks Master Plan	Community Dev.
Places to Play	Park Access	Increase the number of residents within a 10-minute walk of a park	Community Dev.
Places to Play	Recreational Programs	Increase participation 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	Water & Wastewater
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)	Water & Wastewater, Community Dev.
Public Infrastructure/ Services	Recycling Participation	Increase the percentage of residents who recycle	Community Dev.
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 is 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.



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