



American Planning Association
Oklahoma Chapter

Making Great Communities Happen

OKLAHOMA CHAPTER AWARD NOMINATION FORM

GREAT NEIGHBORHOOD, STREET OR PUBLIC SPACE

Type: _____ Great Neighborhood Great Street _____ Great Public Space
 Name of Nomination: Main Street Broken Arrow
 Location (City): Broken Arrow, Oklahoma
 For streets, start and end points: Detroit Street to Houston Street

NOMINATOR

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SALIENT FEATURES

List four or five salient features or reasons that make the nomination outstanding and worthy of a Great Places in Oklahoma designation. Oklahoma's program follows the National APA criteria, so for more information and guidelines go to <http://www.planning.org/greatplaces/>.

1. Main Street is the backbone of the community, and the Rose District is the heart of this corridor, historically known as the *City of Roses*. When the area was platted in 1902, all streets were laid out in a traditional grid pattern with the commercial area located on Main Street. As the City celebrated its 100th Birthday, residents, business owners, and leaders came together strategically to reestablish downtown as the future, not the past. In 2005, the Downtown Master Plan was adopted with three primary areas of focus: Downtown Framework Plan, the Land Use Strategy, and Implementation/Action, providing the fuel needed to spark transformation. In 2012, the area received a \$4 million makeover emphasizing the historic theme, creating a pedestrian scale streetscape, much needed traffic calming, and the creation of destination with a sense of place.
2. What started in 1902 is currently a vibrant arts and entertainment district referred to as the "Rose District". Main Street was narrowed from four lanes to three lanes; critical angled parking remained to provide ample parking. Midblock crossings were introduced with lighting and sound to alert motorists when pedestrians are preparing to cross the street. Sidewalks were made wider; distinctive attention was given to accommodate ADA standards for Accessible Design. Outdoor gathering spaces were created using planters and seating to purposefully craft pockets for social interaction. Originally, storm drains were not built within this 100+ year-old infrastructure; therefore, comprehensive landscaping and rain gardens were designed to address drainage runoff patterns to meet future standards. These improvements resulted in a downtown area vibrant with activity both day and night.
3. Main Street is a part of the fabric of the Broken Arrow community. Since 1931, Oklahoma's oldest continuous festival, "Rooster Days", has taken place along Main Street. Careful attention was given to assure the street remained wide enough to accommodate various events including: parades, festivals, movies, galas, bands and music, farmers market, and weddings.
4. Public commitment to Main Street has been met enthusiastically with support from the private community. More construction activity has occurred in the downtown during the last five years than in the previous 50 years. Since 2005, over \$64 million has been invested in rehabilitating and constructing buildings. The Farmer's Market, which was built to resemble the old train depot, has operated on the south side of the Historical Society Museum since 2008. In 2009, Broken Arrow Public Schools constructed a 1,500 seat state-of-the-art performing arts center; later in 2013, a Military History Museum was also opened on Main Street in the first hospital building. This commercial revitalization has equal commitment to residential development. A new multi-story apartment complex on Main Street is complete with retail on the ground floor. Painstaking efforts have been made to preserve existing buildings. Where renovation was needed, buildings were remodeled to reflect the character of the area.

Submit nomination form and 6-8 digital images showing the nomination's outstanding qualities with captions highlighting the salient features listed above via drop box by July 10, 2015. A one-page narrative is optional. Nominations of interest with satisfactory photos will be considered.

To submit contact Jennifer Gates at jgates@cityoftulsa.org by July 6, 2015.

Questions? Contact Jennifer Gates by email at jgates@cityoftulsa.org or by phone at 918-576-5685.



STREETScape MASTER PLAN | DOWNTOWN BROKEN ARROW



FARMERS MARKET | LOOKING WEST



MAIN STREET AND DALLAS LOOKING NORTH | BEFORE IMPROVEMENTS



MAIN STREET AND DALLAS LOOKING NORTH | CONCEPT DRAWING



MAIN STREET AND DALLAS LOOKING NORTH | CURRENT VIEW

MIDBLOCK CROSSWALK ON MAIN STREET | CONCEPT

MIDBLOCK CROSSWALK ON MAIN STREET | TODAY



SOUTHEAST CORNER OF MAIN STREET AND DALLAS | PRIOR TO STREET IMPROVEMENTS



SOUTHEAST CORNER OF MAIN STREET AND DALLAS | TODAY

MAIN STREET LOOKING SOUTH | PRIOR TO IMPROVEMENTS



MAIN STREET LOOKING SOUTH |
AFTER IMPROVEMENTS



BICYCLIST ON MAIN STREET



ONE OF THE RAIN GARDEN IMPROVEMENTS | ON BROADWAY, WEST OF MAIN STREET

Main Street Broken Arrow

Main Street has always been the heart of the community and was created in 1902 when the plat for Broken Arrow was recorded as part of the Creek Nation, Indian Territory. Historically the area was called “The City of Roses”. Near Broken Arrow’s 100 year birthday, local residents, business owners, and leaders came together to reestablish downtown as the backbone and future of the town. In 2005, the Downtown Master Plan was adopted with three primary areas of focus: Downtown Framework Plan, the Land Use Strategy, and Implementation/Action, providing the fuel needed to spark transformation. In 2012, the area received a \$4 million makeover emphasizing the historic theme, creating a pedestrian scale streetscape, much needed traffic calming, and the creation of destination with a sense of place.

What started in 1902 is today a vibrant arts and entertainment district. Reflecting Broken Arrow’s early heritage when it was known as the “City of Roses”, the downtown area was branded as the “Rose District”. When platted, the streets were laid out in a traditional grid pattern feeding traffic into the commercial district. Initially trains, pedestrians, horses, and wagons were accommodated, but today Main Street has evolved as a multifunctional transportation node. In 2005, a Tax Increment Financing (TIF) package was approved by the City Council to help fund street improvements along Main Street. During the downtown revitalization efforts, there was a strong desire to narrow Main Street to safely serve pedestrians, bicyclists, and automobiles. However, the street had to remain wide enough to accommodate parades and other events, while keeping the angle parking on Main Street. As a result, the street was narrowed from four lanes to three lanes. Sidewalks were widened; distinctive attention was given to accommodate ADA standards for Accessible Design. Midblock crossings were introduced with lighting and sound to alert motorists and pedestrians when to cross the street safely. Storm drains were not part of the infrastructure of the 1900’s; therefore extensive rain gardens were incorporated into adjoining street improvements to address drainage runoff patterns. Comprehensive landscaping was added featuring the branded logo and the rose. Outdoor gathering spaces were created using planters and branded seating placed strategically to generate pockets of space for social interaction. These improvements, which were completed in 2013, have made the downtown area vibrant with activity both day and night.

Main Street is part of the fabric of the Broken Arrow community. Public and private commitment to the revitalization of Main Street and the downtown area has been enthusiastic. Oklahoma’s oldest continuous festival, “Rooster Days”, takes place annually along Main Street. In September 2003, Tulsa County voters passed a 6/10 penny 14-year sales tax known as Vision 2025 used for regional economic development and capital improvement. Nearly \$4 million was allocated to the City of Broken Arrow for its downtown area. The 2005 Master Plan for the downtown area called for coordination with Broken Arrow Public Schools in the design and development of their new 1,500 seat Performing Arts Center located on Main Street. Also recommended in the Downtown Master Plan was a Farmers Market, built in 2008 to resemble an old train depot next to the railroad tracks, adjacent to the Broken Arrow History Museum. Later in 2013, one of Broken Arrow’s first hospitals was converted into the Military History Museum. Five buildings constructed in the early 1900’s have been rehabilitated while maintaining their historical character. Currently, a new bank building is under construction; while another bank and businesses are undergoing extensive renovation. Since 2012, over \$64 million has been invested in revitalizing existing buildings and constructing new buildings all in a manner reflecting the character of the area and meeting the guidelines of the Downtown Master Plan. More construction activity has occurred in the downtown in the last five years than in the previous 50 years. In addition, new mixed use/residential development is taking place on Main Street. The heart of Main Street Broken Arrow is beating strong.