



City of Broken Arrow

Request for Action

File #: 20-107, Version: 1

**Broken Arrow City Council
Meeting of: 01-07-2020**

Title:

Consideration, discussion and possible approval to survey the public on naming the area of Elm & New Orleans Corridor and to hire a consultant for Branding and Marketing of the Elm & New Orleans Corridor

Background:

The New Orleans and Elm corridor consists of Vandever Acres on the northwest corner, Vandever East on the northeast corner, Broken Arrow Towne Centre on the southwest corner and Janus IV Commercial Development on the southeast corner.

On August 15, 2017, City staff and representatives from the Broken Arrow Economic Development Corporation (BAEDC) recommend that the BAEDC issue a Request for Proposal for a consultant to study the corridor and provide potential options to not only maintain, but possibly improve the economic viability of the area.

On February 18th 2018, City Council approved the professional service agreement with Catalyst Commercial for the study plan. A kick off workshop was conducted on May 31, 2018 with the public. Additional research was performed and a final public meeting was held on June 18th 2019 to share with the public the results of the additional research and what would be the next steps moving forward.

On August 6, 2019, the City Council approved the creation of the Elm and New Orleans Advisory Committee. The Broken Arrow Elm and New Orleans Advisory Committee shall:

- Develop and recommend to the City Council actions that serve to implement the Revitalization and Implementation of the Small Area Plan for Elm and New Orleans including, but not limited to retaining a consultant to attend committee meetings and work with the committee to review the Small Area Plan;
- Make written reports to the City Council of its activities from time to time as the Committee deems advisable or upon City Council request;
- Perform such other duties as may be established by ordinance or assigned by the City Council.

Within the proposed Elm & New Orleans Plan it states the need to develop a specific branding for the Elm and New Orleans District to include website, signage, and way finding to identify Elm and New Orleans as a unique place. At the meeting of January 2, 2019, Elm and New Orleans Advisory Committee asked staff to work with the City Manager's office to submit a survey to the public on the naming of the area at Elm and New Orleans. At the same meeting it was discussed the need for hiring a consultant to do branding and marking of Elm & New Orleans Corridor.

Cost: \$0

Funding Source: Source

Requested By: Larry R. Curtis, Community Development Director

Approved By: **City Manager's Office**

Recommendation:

Approve staff to survey the public on naming the area of Elm & New Orleans Corridor and approve the hiring of a consultant for Branding and Marketing of the Elm & New Orleans Corridor.