East Tulsa is one of the most diverse areas in the city, and it’s in need of urban image improvement and better conditions that favor its community to be integrated and have access to opportunities that provide them of quality of life.

Often overlooked, East Tulsa is a suburban development that has untapped resources and the potential to become a center of substantial economic development; it is also a vibrant, multicultural site that requires spaces that facilitate social interaction, inclusion, celebration and exchange.

With proper guidance, East Tulsa can become:

✓ An attractive destination for visitors and locals

✓ A source of employment that favors economic growth and opportunity creation.

✓ An immigrant and diversity reception point that promotes acceptance, tolerance and integration for Tulsa.
Due to the rising prices of living in inner cities and gentrification, immigrants and diverse groups are moving to suburbs like East Tulsa.

The melting pot approach in planning, which tries to unify multicultural groups under the same values, language, needs and constitutional rights is not valid.

Heterogeneity and blending are achieved through a new process: **Interculturalism**, which means adapting elements, heritage, customs and traditions from different groups into everyday life, providing them of a local identity.

**The main goal of this project is to study the potential East Tulsa has towards becoming a multicultural destination with prospective economic development; to do so, understanding the strengths and weaknesses of the area, as well as its capability to reflect the identity of its residents, are key elements.**

**The outcome**, a plan with a vision of “what could be”.

---

**project overview**

The main goal of this project is to study the potential East Tulsa has towards becoming a multicultural destination with prospective economic development; to do so, understanding the strengths and weaknesses of the area, as well as its capability to reflect the identity of its residents, are key elements.

**The outcome**, a plan with a vision of “what could be”.

---

21st Street, west of the Garnett Road Intersection
1. **Research diversity in America and case studies.**
   benefits and challenges, planning, policy, needs, examples

2. **Site analysis and data study on East Tulsa.**
   evolution, uses, demographics, employment, connectivity, crime

3. **Engage with the community.**
   user study and feedback from stakeholders, community and government

4. **Analyze existing plans and codes that have been adopted, and review content and projects on East Tulsa.**
   Comprehensive Plan, Fast Forward, Go Plan, Zoning Code, East Tulsa Plan

5. **Develop recommendations and implement them.**
   develop a plan following a recommendation framework
1. CASE STUDIES: AMERICAN CITIES ARE DIVERSE

2. FOCUS AREA: EAST TULSA, OKLAHOMA

3. USER STUDY: COMMUNITY ENGAGEMENT

4. EXISTING PLANS: EAST TULSA

5. RECOMMENDATIONS AND IMPLEMENTATION
chapter 1

Little Italy

Chinatown
chapter 2

RELIGIOUS TEMPLES

21st Street Corridor

East Gate Mall

Nam Hai Market

16.63 Sq. Miles
chapter 2

DEMOGRAPHICS

EDUCATION

TRANSPORTATION

EMPLOYMENT

HOUSING

HOUSEHOLDS

East Gate Metroplex

Suburban Strip Malls
chapter 3

Mexican
chapter 3

Vietnamese - Hmong
Community Engagement
chapter 3

Community Engagement
1. **SPRAWL AND LACK OF OPPORTUNITIES**

East Tulsa is a low-density suburb. Problems derived from sprawl include: discontinued development and lack of necessary uses close by, like proper job sources, affordable housing, spaces for startups, civic places and integration programs, examples include business or skillset development workshops, legal counseling, language classes and even neighbor meetings.

2. **UNSAFE AND DISCONNECTED**

The area’s development is car oriented. People who don’t have access to a motor vehicle are excluded, don’t have access to opportunities or feel unsafe. Traffic going 45 miles per hour and long distances makes it difficult to bike, and due to dispersion and single uses, the area is disconnected. Multimodal transportation hardly exists due to present conditions.

3. **LACKS IDENTITY AND NEEDS IMAGE IMPROVEMENT**

The area needs beautification, and a proper image and uses that reflect the diversity of its community and provides for its needs. The corridor lacks spaces such as a civic plaza or a larger park, which make it difficult to formally host cultural festivities and events on site that facilitate interaction and promote inclusion and integration.
A PLAN THAT FOLLOWS A RECOMMENDATION FRAMEWORK

MAIN ISSUES → SOLUTIONS →

GOALS

STRATEGIES

ACTIONS

STRATEGIES

ACTIONS

STRATEGIES

ACTIONS

STRATEGIES

ACTIONS
recommendations

MAIN ISSUES

1. SPRAWL AND LACK OF OPPORTUNITIES
2. UNSAFE AND DISCONNECTED
3. LACKS IDENTITY AND NEEDS IMAGE IMPROVEMENT

1. RETROFIT
Identify areas with potential for repurposing along the corridor, and recommend potential projects, programs and partnerships that encourage opportunity development, economic growth, densification and interaction between diverse groups.

2. CONNECT
Improve safety and prioritize pedestrian and cyclist accessibility.

3. INTERCULTURALIZE
Create a vibrant, welcoming multicultural district that displays the identity of its diverse community, and invites locals, visitors and future residents.

A 3 GOAL FRAMEWORK
STRATEGY 1.1 Identify areas for economic growth, new project development and densification.

STRATEGY 1.2 Turn the 21st Street Corridor into the “International Place Multicultural Business District”

STRATEGY 1.3 Support existing commerce and encourage entrepreneurial development and immigrant business incubators
STRATEGY 1.1 Identify areas for economic growth, new project development and densification.

ACTION 1. Identify areas with potential for retrofitting, along the 21st Street Corridor between Garnet Road and 145 East Avenue.
STRATEGY 1.1 Identify areas for economic growth, new project development and densification.

**ACTION 1.** Identify areas with potential for retrofitting, along the 21st Street Corridor between Garnet Road and 145 East Avenue.

**ACTION 2.** Propose potential projects on the selected areas with retrofitting techniques.
**STEP 1. REZONE**

- MX2 (community mixed-use district) and MX3 (regional mixed-use district)
- Pedestrian
- 45 Ft. (Up to 4 Stories)
**STEP 2. RETROFIT**

1. Existing shopping center

2. Short-term repair: Transforming the intersection into a square

3. Medium-term repair: Creating a retail loop

4. Long-term repair: Completing the urban fabric

**Shopping mall**

**Main intersection**
STEP 2. RETROFIT

BEFORE

Mall

Fast Food

Gas

Church

AFTER
STRATEGY 1.1 Identify areas for economic growth, new project development and densification.

**ACTION 1.** Identify areas with potential for retrofitting, along the 21st Street Corridor between Garnet Road and 145 East Avenue.

**ACTION 2.** Propose potential projects on the selected areas with retrofitting techniques.

**ACTION 3.** Approach the property owners and stakeholders to create partnerships, and attract more businesses and startups.
STRATEGY 1.1 Identify areas for economic growth, new project development and densification.

**ACTION 1.** Identify areas with potential for retrofitting, along the 21st Street Corridor between Garnet Road and 145 East Avenue.

**ACTION 2.** Propose potential projects on the selected areas with retrofitting techniques.

**ACTION 3.** Approach the property owners and stakeholders to create partnerships, and attract more businesses and startups.

**ACTION 4.** Encourage the development of affordable housing programs to attract new residents and house immigrants (e.g. MFHTE)
**STRATEGY 1.2** Turn the 21st Street Corridor into the “International Place Multicultural Business District”

**ACTION 1.** Organize a Business Improvement District (BID) Program and a Business Association for the corridor.
STRATEGY 1.2 Turn the 21st Street Corridor into the “International Place Multicultural Business District”

**ACTION 1.** Organize a Business Improvement District (BID) Program and a Business Association for the corridor.

**ACTION 2.** Appoint a Manager for the District.
STRATEGY 1.2 Turn the 21st Street Corridor into the “International Place Multicultural Business District”

ACTION 1. Organize a Business Improvement District (BID) Program and a Business Association for the corridor.

ACTION 2. Appoint a Manager for the District.

ACTION 3. Create an image for the District and promote using technology.
Entertainment districts
IN TULSA

• Create a Website
• Social Media
• Media (TV, Radio, Print)
STRATEGY 1.3 Support existing commerce and encourage entrepreneurial development and immigrant business incubators

ACTION 1. Create Strategies that help property owners keep their spaces leased and facilitate the development of startups and small businesses.
Several existing spaces remain underused or vacant.

The City and property owners should partner to address these challenges; options may include:

**OPTION 1.** Changing the format or layout of vacant/underused spaces to increase density and adapt smaller spaces for startups and small businesses.

**OPTION 2.** Get support from government incentives and loans, such as entrepreneurial grants, tax reliefs, credit for property owners and neighborhood improvement grant.

**OPTION 3.** Seek donations from local foundations or community organizations to help support new businesses and social initiatives in favor of diversity.

Community Development Block Grant Program (CDBG)
Transportation Improvement Program (TIP)
Transportation Alternative Program (TAP)
Sales Tax Financing
Tax Increment Financing (TIF)
Incubator Site Tenant Tax Exemption.
Quality Jobs Incentive Program
The Work Opportunity Tax Credit Program (WOTC)
Small business venture capital loans
Investment/New Jobs Tax Credit,
Pre-lease programs
STRATEGY 2.1 Create a safe, comfortable environment

STRATEGY 2.2 Improve connectivity and provide multimodal transportation
**STRATEGY 2.1 Create a safe, comfortable environment**

**ACTION 1.** Create a BID safety plan and partner with the Tulsa Police Department (TPD).
Emergency Hotline

Surveillance Cams

Lit Storefronts

Alarm System
STRATEGY 2.1 Create a safe, comfortable environment

ACTION 1. Create a BID safety plan and partner with the Tulsa Police Department (TPD).

Large windows promote casual supervision of sidewalk.

Porches and sidewalk encourage interaction between neighbors.

Paving and architectural treatments define public and private zones.

Good pedestrian-scaled lighting on street.

Low landscaping and fences define property lines without creating hiding places.
Large windows at upper levels promote casual supervision of street.

Clear building signage.

Exterior of building well illuminated.

Large windows at-grade promote surveillance from street.

Clearly defined private and public space.

Good pedestrian-scaled lighting on street.
goal 2. CONNECT

STRATEGY 2.1 Create a safe, comfortable environment

**ACTION 1.** Create a BID safety plan and partner with the Tulsa Police Department (TPD).

**ACTION 2.** Apply Crime Prevention Through Environmental Design (CPTED) strategies.

**ACTION 3.** Add murals, participatory public art or advertising in the area to make walking and cycling more interesting, generate revenue and reflect the identity of East Tulsa.
STRATEGY 2.2 Improve connectivity and provide multimodal transportation

ACTION 1. Reduce speed through traffic calming techniques and new regulations.
Complete Street

Colored Crosswalk

If hit by a person driving at:

- **20 MPH**
  - Person Survives the Collision: 90%
  - Results in a Fatality: 10%

- **30 MPH**
  - Person Survives the Collision: 60%
  - Results in a Fatality: 40%

- **40 MPH**
  - Person Survives the Collision: 20%
  - Results in a Fatality: 80%

Credit photo: Rafael Pérez Martinez
STRATEGY 2.2 Improve connectivity and provide multimodal transportation

ACTION 1. Reduce speed through traffic calming techniques and new regulations.

ACTION 2. Redesign the streetscape based on the complete streets model.
STRATEGY 2.2 Improve connectivity and provide multimodal transportation

ACTION 1. Reduce speed through traffic calming techniques and new regulations.

ACTION 2. Redesign the streetscape based on the complete streets model.

ACTION 3. Add crosswalks and repurpose the pedestrian safety islands along the corridor.
STRATEGY 2.2 Improve connectivity and provide multimodal transportation

**ACTION 1.** Reduce speed through traffic calming techniques and new regulations.

**ACTION 2.** Redesign the streetscape based on the complete streets model.

**ACTION 3.** Add crosswalks and repurpose the pedestrian safety islands along the corridor.

**ACTION 4.** Include curb extensions with ramps on crossings and intersections.
Curb Extensions
goal 2. CONNECT

STRATEGY 2.2 Improve connectivity and provide multimodal transportation

**ACTION 1.** Reduce speed through traffic calming techniques and new regulations.

**ACTION 2.** Redesign the streetscape based on the complete streets model.

**ACTION 3.** Add crosswalks and repurpose the pedestrian safety islands along the corridor.

**ACTION 4.** Include curb extensions with ramps on crossings and intersections.

**ACTION 5.** Encourage cycling as a mean of transportation through bike lanes, and partnerships with bike share.
STRATEGY 2.2 Improve connectivity and provide multimodal transportation

ACTION 1. Reduce speed through traffic calming techniques and new regulations.

ACTION 2. Redesign the streetscape based on the complete streets model.

ACTION 3. Add crosswalks and repurpose the pedestrian safety islands along the corridor.

ACTION 4. Include curb extensions with ramps on crossings and intersections.

ACTION 5. Encourage cycling as a mean of transportation through bike lanes, and partnerships with bike share

ACTION 6. Connect pedestrian and cycling routes along the corridor to the residential neighborhoods in East Tulsa, and other main networks along the city.
**STRATEGY 2.2 Improve connectivity and provide multimodal transportation**

**ACTION 1.** Reduce speed through traffic calming techniques and new regulations.

**ACTION 2.** Redesign the streetscape based on the complete streets model.

**ACTION 3.** Add crosswalks and repurpose the pedestrian safety islands along the corridor.

**ACTION 4.** Include curb extensions with ramps on crossings and intersections.

**ACTION 5.** Encourage cycling as a mean of transportation through bike lanes, and partnerships with bike share.

**ACTION 6.** Connect pedestrian and cycling routes along the corridor to the residential neighborhoods in East Tulsa, and other main networks along the city.

**ACTION 7.** Take advantage of Transit and add formal bus stops for all the Routes.
BRT on 11th Street

- 15-20 minute frequency
- 6:00 a.m. – 10:00 p.m.
- Stops every ½ mile
goal 3. INTERCULTURALIZE

STRATEGY 3.1 Increase activity and interaction in East Tulsa

STRATEGY 3.2 Develop “Intercultural” beautification strategies
goal 3. INTERCULTURALIZE

**STRATEGY 3.1 Increase activity and interaction in East Tulsa**

**ACTION 1.** Establish a weekend open market.
Market, Bangkok
goal 3. INTERCULTURALIZE

STRATEGY 3.1 Increase activity and interaction in East Tulsa

ACTION 1. Establish a weekend open market.

ACTION 2. Organize multicultural events, festivals and regular traditional meetups
Cinco de Mayo Festival
Chinese New Year
STRATEGY 3.1 Increase activity and interaction in East Tulsa

**ACTION 1.** Establish a weekend open market.

**ACTION 2.** Organize multicultural events, festivals and regular traditional meetups.

**ACTION 3.** Set a fixed area for food trucks, carts and “informal” food businesses.
Disperse Businesses in East Tulsa
International Food Carts
STRATEGY 3.1 Increase activity and interaction in East Tulsa

ACTION 1. Establish a weekend open market.

ACTION 2. Organize multicultural events, festivals and regular traditional meetups

ACTION 3. Set a fixed area for food trucks, carts and “informal” food businesses.

ACTION 4. Encourage the development of integration programs for immigrants, new residents and business owners.
STRATEGY 3.1 Increase activity and interaction in East Tulsa

**ACTION 1.** Establish a weekend open market.

**ACTION 2.** Organize multicultural events, festivals and regular traditional meetups.

**ACTION 3.** Set a fixed area for food trucks, carts and “informal” food businesses.

**ACTION 4.** Encourage the development of integration programs for immigrants, new residents and business owners.

**ACTION 5.** Organize activities that encourage the creation of community projects for Placemaking.
Dia de los Muertos, in the Brady Arts District, Tulsa
STRATEGY 3.2 Develop “Intercultural” beautification strategies

ACTION 1. Create a building and masterplan design code with “intercultural” guidelines for the district.
Furniture and activities on the sidewalk
goal 3. INTERCULTURALIZE

STRATEGY 3.2 Develop “Intercultural” beautification strategies

ACTION 1. Create a building and masterplan design code with “intercultural” guidelines for the district.

ACTION 2. Interculturalize and enhance through urban design.
street furniture

gateway design
STRATEGY 3.2 Develop “Intercultural” beautification strategies

**ACTION 1.** Create a building and masterplan design code with “intercultural” guidelines for the district.

**ACTION 2.** Interculturalize and enhance through urban design.

**ACTION 3.** Set a cleanup beautification program with the East Tulsa community.
goal 3. INTERCULTURALIZE

STRATEGY 3.2 Develop “Intercultural” beautification strategies

ACTION 1. Create a building and masterplan design code with “intercultural” guidelines for the district.

ACTION 2. Interculturalize and enhance through urban design.

ACTION 3. Set a cleanup beautification program with the East Tulsa community.

ACTION 4. Create a storefront improvement program for existing businesses.
29 acres
0.42 x 0.42 Miles

1. Vacant Lot
2. Plaza Santa Cecilia
3. Cell Phone Tower
4. Christian Church
5. Strip Mall
6. Car Wash
7. Casa Herrera Mini Mall
8. Strip Mall
9. Sinclair Gas & Joy Mart
10. Pizza Hut Fast Food
11. Kentucky Fried Chicken Fast Food
12. H&R Block Tax Services
13. Buffet Palace Chinese Restaurant
14. Meineke Car Center
15. Gas & Minute Mart
16. Car Wash
17. Duplex Complex
18. Apartments
19. Single Family Residential

PREDOMINANT USES
Present in the area
Plaza Santa Cecilia is the perfect candidate to retrofit and transform into a landmark for the proposed district. A former bowling alley, it has been repurposed several times to adapt its space to house immigrant oriented businesses, especially Hispanic. It includes 55 commercial spaces for lease, ranging from 200 to 2,000 Sq Ft and $400 to $2,500 in rent, including maintenance and utility fees. As of today, 36 spaces are occupied, including stores, restaurants, offices and the bus station.
Vacant lot and underutilized parking surface

The selected block offers both, a 4.5 acre vacant lot and a vast area that is currently occupied as surface parking, which is underutilized. The location of the block on the southwest corner of the 21st Street and Garnett Road intersection, represents a unique opportunity to redevelop and create a landmark for East Tulsa.
**Before**

- Suburban development: sprawled, disperse & low density
- Disconnected: Lack of pedestrian and cyclist accessibility
- Underutilized parking and vacant lot, lack of identity

**After**

- Higher density and proximity through mixed uses
- Connected: Prioritizes pedestrian and cyclist access
- Civic spaces that facilitate interaction, such as multi use plazas, park and marketplaces.
RETROFIT | AFTER
SOUTH WEST CORNER | 21st Street Corridor and Garnett Road | MAIN FEATURES

INTERNATIONAL MARKETPLACE
A modulated landmark building with space for immigrant business start-ups, offices, lodging, events venues, a bus station and even housing.

PARKING STRUCTURE
Surrounded by buildings, alleys and blank walls for local street art and events.

LOS PORTALES (ARCADE)
Surrounding the Strip Mall.

COLORED CROSSWALKS AND MAIN INTERSECTIONS
Using colors and symbolisms in the laid out patterns.

LA PLAZA
Multisite plaza set in 2 levels, for events, festivals, weekend market and other celebrations.

KOI PARK
With a relaxing pond to meditate, areas for recreation, social gatherings and playgrounds.

NEW MIXED USE DEVELOPMENT
Considering commercial and office on ground floor, and housing and office space in upper floors, higher densities and on-street businesses.

THáp TOWER
Turned into a landmark, it can feature color lighting shows and projections according to festivities.

INTERCULTURAL FOOD TRUCK SQUARE
With informal food business and food trucks. The area features a multisite space that can be adapted as needed.

OTHER FEATURES
- Parallel parking on both sides of the interior boulevards.
- Defined multiple use spaces.
- Application of the urban and building design code.
- Defined borders and service areas.

MIXED USE BUILDINGS
New Development

EXISTING BUILDINGS

East Tulsa Multicultural District
Master Plan and Urban Revitalization Proposal
Marketplace Concept | Modules

FEATURES

• 10 x 10 FT GRID (startups)
• 55 Spaces vs 308 (per level)
• 64,000 Sq. FT vs 61,600 (per level)
• Up to 246,400 Sq. FT
• 2 Plazas
  300 x 140 FT (42,000 Sq. FT, Courtyard)
  236 x 225 FT (53,100 Sq. FT)

MODEL
NE View
CONNECT | PROPOSAL
SOUTH WEST CORNER | 21st Street Corridor and Garnett Road | FLOOR PLAN VIEW

- East Tulsa Multicultural District
- Master Plan and Urban Revitalization Proposal

MAP LEGEND:
- Multi Use Areas
- Pedestrian Oriented Areas
- Vehicle Parking
- Park and Green Areas
- Multimodal Access Point
- Pedestrian Access Points
- Vehicle Access Points
- Main Landmarks
- Focal Points

MAP SYMBOLS:
- Main Access and Connection
- Multimodal Transportation
- Bike & Pedestrian Connection
- Main Vehicle Connection
- International Buses Route

MAP REFERENCES:
- 21st Street
- Garnett Rd
- Market Plaza
- Food Truck Square
- Tower
- Park & Pond

MAP INSTRUCTIONS:
- North Orientation
- Scale and measurement

MAP COMMENTS:
- Detailed analysis of connectivity and infrastructure
- Strategic planning for urban development

MAP ACKNOWLEDGEMENTS:
- Contributors and stakeholders
- Data sources and references
View from the south west the corner

- The International Market is laid out following a U shape that embraces a central plaza with 2 esplanades, divided by a stairway to encourage different uses.
- The cell phone can keep its main function, but be repurposed to become a landmark that displays color lights or projections according to festivities.
- The Intercultural Food Truck Square will have areas for tables and house trucks and food carts that offer a broad variety of international cooking.
- Koi Park features a pond and esplanades for playgrounds and social gatherings located on the north east and south east sections of the park.
THE INTERCULTURAL FOOD TRUCK SQUARE
KOI PARK