

Re-Branding a Nationally Recognized Historic School Through Community Reinvestment

Prepared by - Travis Eslick, Assoc. AIA



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**The University of Oklahoma
Graduate College**

**A Professional Project
Submitted to the Graduate Faculty
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degree of
Master of Architecture**

**By
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**A Professional Project approved for the
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Overview

The Re-branding of Will Rogers High School is part of an ongoing grass roots effort of the community consisting of Turner Park, Will Rogers High School, residential neighborhoods, churches, businesses and the University of Tulsa. It is the hope of the surrounding community to re-brand the area. Some of the ways in which the re-branding will take place is by implementing signage, gateways, beautification projects, replacing large sections of harsh street pavement with new low maintenance landscaped traffic medians, crosswalks, street lights, landscaping, with new and updated amenities for the park, school, and neighborhood. This re-branding project will create a master plan for the community, define community goals, and give recommendations on how to establish a more positive brand. In addition to adding the traffic islands, sidewalks and crosswalks would be removing fence barriers this will reinforce paths that are commonly used to promote exercise and healthier lifestyles in the community. The addition of boulders and trees create an attractive natural landscape that will protect pedestrians and public areas from vehicles. Signage is used as visual landmarks to identify and beautify the high school and neighborhood helping to blend the two together.

Previous Master Plans

The development of a master plan is critical for any neighborhood revitalization efforts. Turner Park Neighborhood dose not have any existing master plans. Several extensive master plans have been created for neighborhood areas surrounding the Turner Park Neighborhood. It is a goal of this plan to compliment and blend into the previous plans that are in place for the surrounding neighborhoods.

Route 66 (Admiral and 11th Street) Master Plan has been developed by Dewberry Architects for the Vision 2025 bond issue that passed in 2004. The Route 66 Master Plan includes road signage along with new and renovated landmarks along both North and South boundaries of Turner Park Neighborhood. The Route 66 Master Plan is necessary for the revitalization and redevelopment of the Historic Route 66 commercial district. Revitalizing Route 66 would benefit Turner Park Neighborhood and surrounding areas greatly. (<http://www.vision2025.info/category.php?mode=&category=route66>)

White City Neighborhood has recently created a Master Plan and it has been adopted by the neighborhood. White City neighborhood has also gone through a level one and two Historical Preservation Survey and met the criteria to be listed on the National Registry of Historical Places. This allows for the possibility of a Historical Preservation Zoning overlay district. The White City and Turner Park Neighborhoods share S. Yale Avenue as an edge to the neighborhoods. (<http://tulsagrad.ou.edu/studio/whitecity/whitecityupdate.pdf>)

University of Tulsa (TU) is to the West of Turner Park Neighborhood and shares South Harvard Ave. as an edge to the neighborhood. TU has a long term Master Plan which includes one parcel of land East of Harvard into the Neighborhood Associations Boundaries, plans for this area has not been identified. TU Press has claimed that it is to be a landscaped strip to help with the TU curb appeal initiative. TU has released master plans in the past that show T.U. buying up several blocks East further into Turner Park Neighborhood current plans now show the University moving West into the Kendal Whittier Neighborhood. <http://www.utulsa.edu/~/media/Files/provost/Self-Study-Report-2008.ashx>

Kendall Whiter Neighborhood has adopted a neighborhood Master Plan and most of it efforts focus on revitalizing the area West of TU which is over a half mile away from the Turner Park Neighborhood. City leaders have said that if a Neighborhood is going to receive financial assistance for redevelopment, it would have to have a comprehensive plan in place to guide future development. The East edge of Kendall Whiter Neighborhood between 4th and Admiral is an established neighborhood that connects well with the residences along S. Harvard Ave. (<http://www.cityoftulsa.org/media/1504/kw%20neighborhood%20masterplan%2011142006.pdf>)

Will Rogers High School dose not have a physical campus plan in place currently. The goal of this project is to help develop a campus plan that will help the campus and neighborhood blend together. The high school is currently working on its own 5 year initiative plan to reinvent the school from the inside out, possibly establishing it as a magnet school or community school to offer additional services to its students. Will Rogers High School is centrally located in Turner Park Neighborhood, and is a Landmark for the Neighborhood.

Will Rogers High School - Background Analysis

Will Rogers High School, located on 3909 E. 5th Place in Tulsa, Oklahoma, was built by Tulsa Public Schools in 1939 using WPA workers and designed by Joseph R. Koberling, Jr. and Leon B. Senter. It was named for the humorist Will Rogers, who died in 1935. The school has approximately 1,000 students today, and more than 39, 000 alumni. On September 21, 2007 the Will Rogers High School building was added to the National Register of Historic Places with national significance. It is a marvelous example of Art Deco. Tulsa Preservation Commission <http://www.tulsapreservationcommission.org/>

The Re-branding of Will Rogers High School is an effort in changing the perceptions of a school in crisis to a school of excellence. As a school in crisis Will Rogers High School needed a plan. Not just a program but a true process for creating effective school reform. A 5 year plan was developed to address changes in the Campus, Classroom, and Individuals.

Schools are a measurable reflection of the communities and families they serve. It's easy to legislate a must improve window. It's far more difficult to execute an improvement process that fundamentally changes a community for the better.

The Challenge

- In 2005-06, loss of instructional time loss to discipline issues > 13,000 days
- 83% of all incoming freshmen read a 4th grade level or below
- Only 1% of incoming freshman read at or above a 9th grade level
- Greater than 80% of student body participates in free lunch program
- Low scores on achievements tests (state needs to improve list for 5 years)
- High teacher turnover
- Community disconnect
- Strong gang presence and influence
- High student pregnancy rate
- Percentage of 9th grade class that will complete senior graduation requirements < 50%

Basic Needs and Goals

Campus - Climate Change, Classroom, Improve Rigor / Raise Expectations, Individual - Personal Responsibility / Acquire Tools

Initial 5-Year Process

- Year One - Common Area Procedures
- Year Two - Classroom Environment
- Year Three - Social Behaviors
- Year Four - Community (current phase/project phase)**
- Year Five - Community Schools Model

Initial results from years 1-3 have been very successful. Will Rogers High School is systematically moving from a school in crisis to a school of excellence. Total Discipline referrals from years 1-3 have been reduced by 50%. Total Days of Suspension from years 1-3 have been reduced by 70%. Total Suspension Cases from years 1-3 have been reduced by 60%. English Department API from years 1-3 have been increased by 60%. With the initial 5-Year Process in place and working the external Re-branding effort is now underway and the focus of this project.

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Conceptual Basis

-Re-Branding (Project Approach)

Competition among all schools for the best students, faculty, staff and donors is fiercer than ever before. At the same time funding for public schools continues to decrease. Tulsa Public school enrollment is shrinking, going to private schools and other cities. To address these issues, many schools tend to concentrate on external communications solutions like redesigning their logos, creating tag lines and developing advertising campaigns. Let's call this the "traditional" approach to educational brand building. A growing number of schools are now realizing the need to build their identities through cultural change. Let's call this a "contemporary" approach to educational brand building.

-The Brand

Will Rogers "The Man" was his own brand that of a cowboy everybody new and loved. This project is trying to build upon that brand not change its historical identity. The Brand will remain Will Rogers High School historically known as a school that everybody new and loved. It currently does not have that brand and the community suffers from this negative connotation. The school will need to undergo a re-branding process to reestablish its positive identity. The Re-Branding of the school will take a mixture of both Traditional and Contemporary approaches to branding. To help the school it will take the community to buy in to their Contemporary approach which integrates into the neighborhood. Some of the Traditional approaches will be applied to blend the community together. The use of signage and beautification projects will enhance the school and community to create a more cohesive place to live, work, and go to school. Adding signage and landscaping can be seen as a Traditional approach, yet when it is designed as part of an overall plan to change or enhance the culture of a community that has existed then the re-branding is considered contemporary. Therefore, Will Rogers High School will need a blending of both a traditional and contemporary approach to accomplish the re-branding.

Most people think about brands as logos, advertising, and other things related to the traditional approach, but brands aren't things at all. A well established brand is an imagined world, a way of interpreting everything we link mentally to a school, and the people that comprise its community. When we limit our thinking to the "traditional" approach of brand building, we leave out the participatory benefits of the educational experience. "While a traditional approach to brand building works for products that have identical characteristics, it is difficult to apply to service organizations, and other nonprofit organizations that benefit from their complex characteristics. If we follow this view with respect to education, then we understand the necessity to get as many people within the organization as possible involved in creating experiences that provide meaning and benefit." (Lux) If this is true, an interesting effect occurs for schools taking a traditional approach to branding. When schools limit branding to changing logos, creating tag lines and developing advertising campaigns they risk reinforcing the skepticism of key stakeholders. Also, when educational brand building is only focused on external communications, schools often risk excluding stakeholders from the process and raise doubt about whether a process exists. Unless the entire community is involved in the rebranding it can be deemed gimmicky and not respond.

A contemporary approach to branding is defined by internal cultural changes. A growing number of schools across Tulsa are changing to the community schools model. Skeptics exist within these entities as well, but division becomes dialogue when stakeholders realize a contemporary branding approach is not just about logos, tag lines and advertising, but about them. Brand skeptics turn into brand champions when branding is about identity building from the inside-out and when it includes them in the process. This approach can resonate with faculty and prospective students more than a traditional approach because it demonstrates the school's commitment to communicating its true essence, core values and academic reputation, rather than simply attempting to recruit more students. Joseph LePla, Susan V. Davis and Lynn M. Parker (2003) describe branding as the ability for an organization to align all actions and messages with core values, the promise the organization keeps to its customers and the sum total of all customer experiences. Scandinavian brand strategist Nicholas Ind (2004) defines branding in terms of storytelling and is the way communities share and preserve their heritage and build their culture. Can definitions of branding by many of the world's brand leaders be applied to education? I believe the answer is yes.

GETTING BUY-IN TO THE CONTEMPORARY APPROACH (School's Approach)

The contemporary approach might be a tough sell because it can take longer to implement than the traditional approach. But as the process moves forward from brand research, to brand assimilation, implementation and evaluation, momentum builds and the process becomes increasingly tangible, and the brand strategy comes to life. The rewards creating dialogues among constituents that have never interacted with one another previously; gaining a clearer understanding of the school's mission, vision, values and goals; enabling consistent telling of the school's story makes the journey worthwhile. Colleges and universities that apply the principles that Lux, Schmidt and others speak of, can be successful in developing a distinct school brand. Whether one views brand building as internal culture building or holistic identity building is a matter of opinion. It is for schools to determine whether to pursue a traditional approach or a contemporary approach to brand building. To remain competitive and find solutions to issues facing public education, it will take both a Traditional and Contemporary approach.

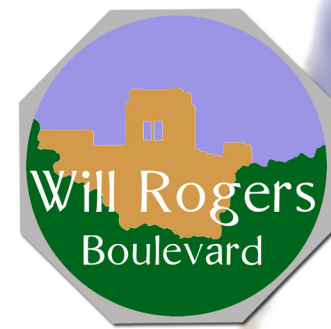
Traditional Brand Imagery



WRHS Branding Iron



Neighborhood Signage



School Signage



Current School "Gateway"



Neighborhood Gateway



School Gateway

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-Netter Model

The Netter model is a model Will Rogers High School will look to use as a guide for their Re-branding Process. It has been proven successful for the University of Pennsylvania and an example that researchers look to implement and improve upon.

The efforts to improve the community of West Philadelphia by the University of Pennsylvania began decades ago as a defensive measure to protect their campus from growing threat of violence and decay. The results of these efforts have been established as a model for other communities to duplicate and the Netter Center has been established as the vehicle for transferring the lessons learned from their long journey. Since its 1992 founding, the Center has been a catalyst for the transformation of West Philadelphia from a declining neighborhood to one with a promising future. The Center directs the talents and idealism of thousands of Pennsylvania students in addressing problems of schools, health care, childhood obesity, environmental hazards, unemployment and economic decline.

University of Pennsylvania faculties teach more than 50 courses a year that engages students with the community, enriching their academic experience as well as benefiting the neighborhood they serve. This type of academic work led to the development of the university-assisted community schools model which had not previously existed, one that research is finding to be effective, cost efficient and of proven success.

The University Assisted Community Schools Strategy assumes that community schools, like universities can function as focal points to help create healthy urban environments and that both universities and colleges function best in such environments. Somewhat more specifically, the strategy assumes that, like higher educational institutions, public schools can function as environment changing institutions and can become the strategic center of broadly based partnerships that genuinely engage a wide variety of community organizations and institutions. Therefore, more than any other institutions, public school are particularly well suited to function as neighborhood hubs or centers, around which local partnerships can be generated and developed.

When public schools play that innovative role, schools function as community institutions par excellence. They then provide a decentralized, democratic, community based response to rapidly changing community problems. In the process, they help young people learn better, at increasingly higher levels, through action oriented, collaborative, real world problem solving. Working to solve complex, real world problems is the best way to advance knowledge and learning, as well as the general capacity of individuals and institutions to advance knowledge and learning. Moreover, if the neighborhood schools also to function as a genuine community center, it needs additional human resources and support. The emphasis on university assistance is because universities constitute the strategic source of broadly based, comprehensive, sustained support for community schools.

Methods (Red Highlights Show Focus of Rebranding Project)

Five steps of Action

ASSESSMENT AND ANALYSIS

- Map needs and assets
- Identify present and future conditions and trends
- Issues: determine opportunities and constraints
- Identify resources internal and external
- Identify partners and stakeholders
- decide to proceed

Five steps of Action cont.

SYNTHESIS

- Establish collaborative agreement for working with partners and stakeholders
- Define goals and objectives
- Identify possible solutions
- Identify tools to deliver the desired results

CHOICE AND RECOMMENDATION

- Evaluate and select tools
- Allocate responsibilities and resources
- Create and action plan with objectives, responsibility, time frame, and expected outcomes
- Create a timeline: short and long term
- Determine means to evaluate and reassess actions and results

IMPLEMENTATION

- Identify the most appropriate issue to tackle that will be successful and catalyze the community instilling momentum to employ the other tools.
- Building on initial success determine implementation schedule for other solutions
- Reassess and reallocate resources as needed
- Document implementation process

EVALUATION

- Collect data
- Analyze the data
- Identify lessons learned report to stakeholders

Applications

CLEAN AND SAFE INITIATIVE

- Formation of a Business Improvement District (Route 66 Businesses)
- Greening and Streetscape Improvements (Streetscape Plan)
- Neighborhood Lighting (Streetscape Plan & Park Recommendations)

HOUSING INITIATIVE

- Employee incentive programs for home ownership (mortgage programs)
- Infill Development (Fill Empty Lots with Single Family Housing)
- Rental initiatives (Absentee Landlords held Accountable)

COMMERCIAL AND REAL ESTATE DEVELOPMENT INITIATIVE

- Investment in retail by Turner Park Neighborhood (along Route 66)
- Enhancement of Commercial Corridors (along Route 66)

ECONOMIC DEVELOPMENT INITIATIVE

- Engage Locally
- Economic Inclusion
- Skills Development Center
- Job Training/Internship for High school students
- Apprenticeship program for construction trades

EDUCATION INITIATIVES

- Connect Community and High School Work
- WRHS Partnership with local University of Tulsa, OU, others
- University-assisted model
- University-assisted Community Schools model
- Education Management Contract

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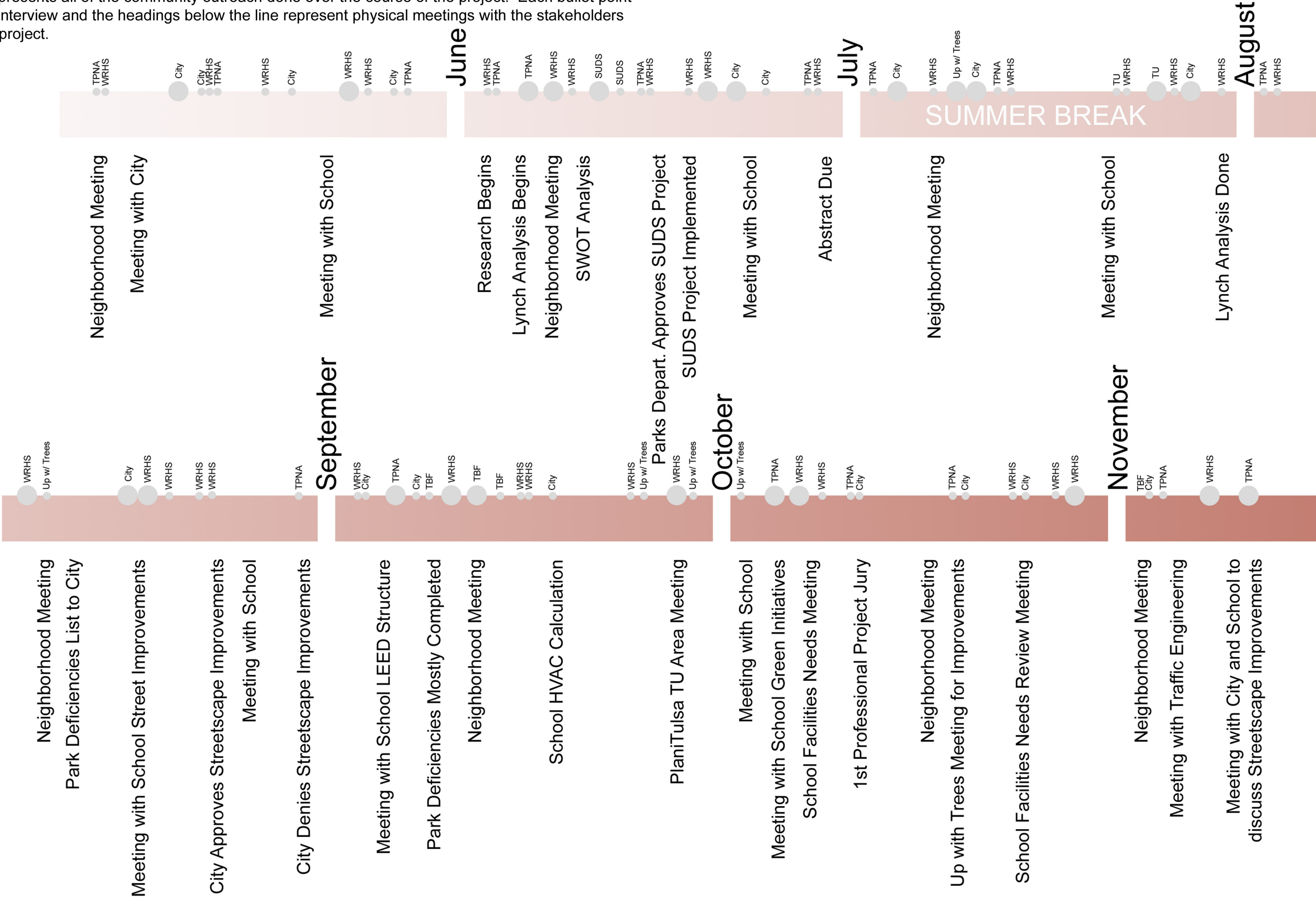
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Timeline of Community Research / Input

Prepared by - Travis Eslick, Assoc. AIA

The timeline represents all of the community outreach done over the course of the project. Each bullet point is an e-mail or interview and the headings below the line represent physical meetings with the stakeholders involved in the project.

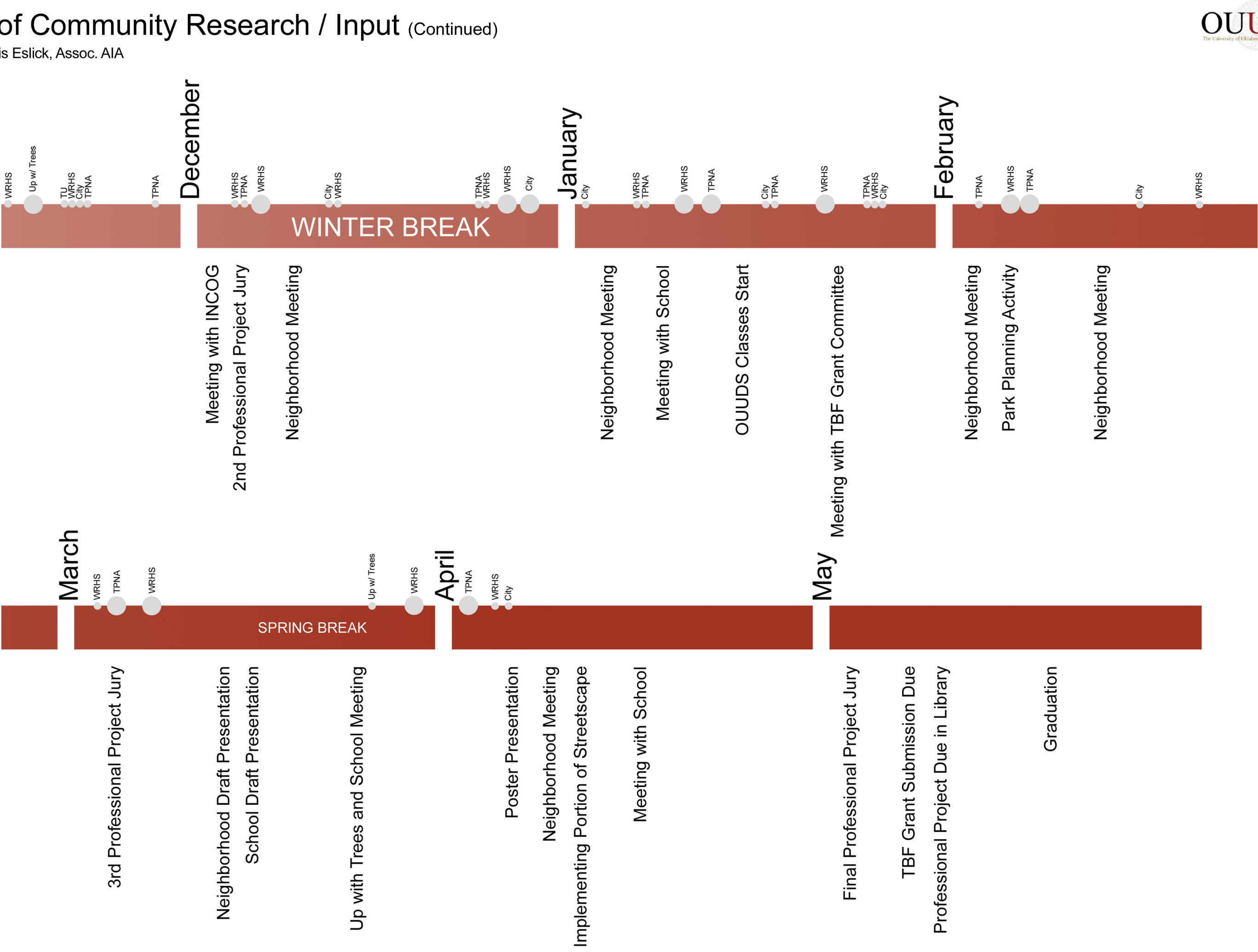
- Interview
- E-mail



Timeline of Community Research / Input (Continued)

Prepared by - Travis Eslick, Assoc. AIA

- Interview
- Email



SWOT Analysis - Strength Weakness Opportunity Threats

Prepared by - Travis Eslick, Assoc. AIA

SWOT is an acronym, which stands for strengths, weaknesses, opportunities and threats. Please list the things you think are appropriate for Turner Park Neighborhood and the surrounding area. The follow SWOT analysis represents the results from neighborhood meetings and is numbered by the amount of results that were of consistent responses from people from the community.

Strengths

- III TPNA and its members can make a difference
- VII Our Turner Park, Pool
- VII TU Nearby
 - I Route 66
- VII Will Rogers High School, On National Registry
- II Affordable nice single family residences, Older Neighborhood
 - I Location, boundaries of Admiral and 11th
 - I mature stable residents
 - I Neighbors Care, Alert Neighbors
 - I Bus Stop
 - I Walk ability, Safety
 - I Arbor Projects
- II Central Location to shopping centers, Easy access to Downtown

Weaknesses

- I Neighbors who don't care about others
- I No united front may mean change members opinion
- I Drugs
- I Crime
- I Lack of neighborhood watch, Apathy
- I Admiral Yale Facility
- II Rent Houses
 - I Negative Influences of surrounding neighborhoods
- III Structures Houses have been abandoned, Sloppy Houses, Code Violations
- IIII Park Amenities Deteriorating, Structure Abandoned during off season. Pool and Building
- III Used car lots on 11th st.
 - I Rundown Houses
- II High school Truancy
- II Appearance of High school grounds, Liter, Vandalism
 - I Non-Operational Vehicles
 - I No Communication

Opportunities

- I Reduce crime
- IIV Park, Developing Park (Add Library Satellite), Structures have potential. Reopen Rec. Center Upgrade pool and tennis Courts. Custodial work evening and summer classes crafts.
- II Work with neighborhood associations across city (Neighborhood Outreach)
 - I Historic Value
 - I bring more in our community together
- IIII Route 66, Developing 11th (Cherry St. Influences) Utilize buildings better "Main Street" area- with more retail & variety than existing car lots and chain restaurants.

- I New Business around corridor
- I Sidewalks on Pittsburg
- I Fed-State Grants
- I Animal Control / Strays (ASPCA Programs)
- I Churches
- II TU Events include them in our community
- I "Who Owns Tulsa"
- I Farm Animals (?)
- I "Keep Turner Park Tidy" program
- I Strengthen relationship with Will Rogers High School

Threats

- V Speeding, Traffic, Car Safety
- II Gas Station 4th Yale
- VI Break-Ins, Crime Gang or criminal activity.
- VI High school kids (Truancy) Loitering
- II Admiral Yale Facility
 - I Increased Rental/ Owner Ratio (Rental owners are uninvolved.)
- I Vandals in abandoned houses Deteriorating Structures
- I Apartments Subsidized housing and rentals
- I Downtown revitalization additional projects planned for our area zoning of surrounding land
- III TU Annexing
 - I Loose Dogs
 - I Neighborhood Apathy
 - I Misperception about areas north of 11th Street

SWOT is an acronym, which stands for strengths, weaknesses, opportunities and threats. Please list the things you think are appropriate for Turner Park Neighborhood and the surrounding area. The follow SWOT analysis represents the results from neighborhood meetings and is numbered by the amount of results that were of consistent responses from people from the community.

Strengths

- I A lot of family owned homes
- I Values of homes are holding strong
- I Excitement of neighborhood Association
- I Demographic change with young home owners moving into neighborhood.
- I TU’s Growth East
- I Rogers High School
- I Diversified Age Group
- I This is what a community is – it is the essence of being responsible to your fellow neighbors. It builds citizenship, you’re a better person for it, provides protection.
- I Nice geographic location.
- I Affordable Unique housing in a “midtown” neighborhood close proximity to TU
- I Access from 11th st and Hwy 244
- I Nice neighborhood park

Weaknesses

- I Lack of communication with neighbors
- II Rental Properties expansion
- I Physical appearance and Trash of some homes.
- I Rogers High School trash and students wandering
- I Yield sign at 9th and Quebec – Needs to be a stop sign.
- I Speeding on Pittsburg and Quebec
- I Proximity to TU creates great rental opportunities which means a large % of homes are rental.
- I Rogers high school means pedestrian high school kids

Opportunities

- I Small Ma and Pop Business opportunities
- I Developing community interest, concern and activism
- I 10 North Yale
- I Roger’s High School help clean park
- I Meeting neighbors one would not otherwise meet.
- I Nice opportunities for increased property value as young Tulsans look to live in Midtown affordable.
- I Route 66 is a major thoroughfare running on both the North and South boundaries of the neighborhood. It can be great again.

Threats

- I Loitering Kids
- I Deterioration of homes due to socioeconomic status of some residents.
- I 10 North Yale
- I Abandoned houses 1 on Quebec between 7th and 5th several on Pittsburg
- I Burglary, Vandalism, Car break-ins, Liter of course, people from the new “next house” wandering into the neighborhood.
- I As elderly neighbors pass. More homes could become rental homes, which could be a negative.

SWOT Analysis Summary

The SWOT analysis has a lot of consistencies which shows a consensus among residence as to what is perceived as Strengths, Weaknesses, Opportunities, and Threats in the Turner Park Neighborhood. The Most mentioned Strengths were Turner Park, People in the Community, TU and Roger’s High School. The Most mentioned Weaknesses were the Pool and Community Center not being open for the public, Abandoned Houses and Rentals. Most mentioned Opportunities were the redevelopment of the Park, Community Center, and Route 66 businesses. The Most mentioned Threats were Speeding Cars, Crime, and High school kids Truancy and Loitering.

Neighborhood Association Planning Activity

Prepared by - Travis Eslick, Assoc. AIA

Turner Park Neighborhood Association Meeting Minutes: February 9, 2010 Time: 7:00pm place: Will Rogers High School Library - Recorded by TPNA Secretary Frances Bevel

The meeting was to discuss different options for the future of Turner Park and the recreation center. First vote of the evening was whether TPNA wants the recreation center left as is, or if TPNA wants it torn down to be able to use the land. The center has been inactive for over 8 years now and the city has proclaimed there is no money to open it. 4 neighbors voted to leave the building standing while 16 neighbors voted to have it torn down if it is an option. If the center and pool are torn down Turner Park would have approximately \$300,000 to suggest to the city for park upgrades.

The process for the meeting was to brainstorm for ideas and use a waited voting system to prioritize the ideas that were generated. The rules for the activity are stated below.

1. Ideas without group evaluation.
2. Multi-vote at conclusion of idea generation session.
3. (10) votes per household.
4. Focus on ideas without losing the conversation to details of cost.

The purpose of the exercise is to learn more about what the individual households of Turner Park consider priorities. The meeting was opened to any resident who had ideas of what they would like to see happen in Turner Park. After ideas ran out, all resident attendees cast a ballet with their 10 votes distributed amongst the ideas. Below are the ideas presented and how they ranked after voting was finalized:

1. (22 votes) Lighting around the park.
2. (20 votes) Championship disk golf course.
3. (19 votes) Small splash pad (like at Florence Park- city est. cost= \$175,000)
4. (13 votes) Skate board ramps
5. (11 votes) Add asphalt trails for walkers/ joggers
6. (11 votes) Replace building with green space - grass and trees
7. (10 votes) Refurbish existing tennis courts
8. (10 votes) Enhanced landscaping
9. (10 votes) Restrooms
10. (9 votes) Create (1) multipurpose sports court tennis, basketball, volleyball
11. (8 votes) Upgrade existing ball field
12. (6 votes) Pond type feature
13. (6 votes) Rock and bolder terrace on hill
14. (6 votes) Ampitheater
15. (5 votes) Large playground and equipment with rubber surface
16. (5 votes) Drinking fountains

17. (3 votes) Create (2) additional tennis courts with lights
18. (3 votes) Rock and stone Turner Park sign at entrance.
19. (3 votes) Shade structure over the play equipment
20. (2 votes) Large shelter with table and lights (city est. cost: \$200,000)
21. (2 votes) Rock climbing rock with rubber surface (city est. cost: \$38,000)
22. (2 votes) Large splash pad (city est. cost: \$175,000)
23. (2 votes) Upgrade and maintain current tennis back courts for practice
24. (1 vote) Additional park benches with pad around play areas
25. (1 vote) Water fountain feature
26. (1 vote) Outdoor racquet ball facilities
27. (1 vote) Flower clock
28. (1 vote) tear down tennis courts and replace with grass and trees

Ideas suggested but receiving no votes:

Medium shelter with table and lights (city est. cost: \$200,000)

Small shelter, no lights/ no stone (city est. cost \$22,000)

Add a basketball court to existing tennis courts

Recycling bins for neighborhood

Adjust the flooding issue in the park

Mist cooling stations

Upgrade sand volleyball court

Add a piece of art/ sculpture

Enhance existing art/ sculpture

Butterfly garden

Electrical outlets for neighborhood events

Additional picnic tables and charcoal grills

It was a general consensus that any improvements should capitalize on Will Rogers High School architec-tural style. An idea for additional funding for park improvements was to team up with the University of Tulsa and QuikTrip to help revitalize the park. Possible help could come from the TU Student Association that does service day projects. Travis Eslick is working on a masters program project that includes additional grant funding that could create more funds than available through the city.

Recomendation

Combining several of the ideas into multi purpose amenities could reduce cost and provide solutions for all of the ideas suggested. (See Park Recomendations)

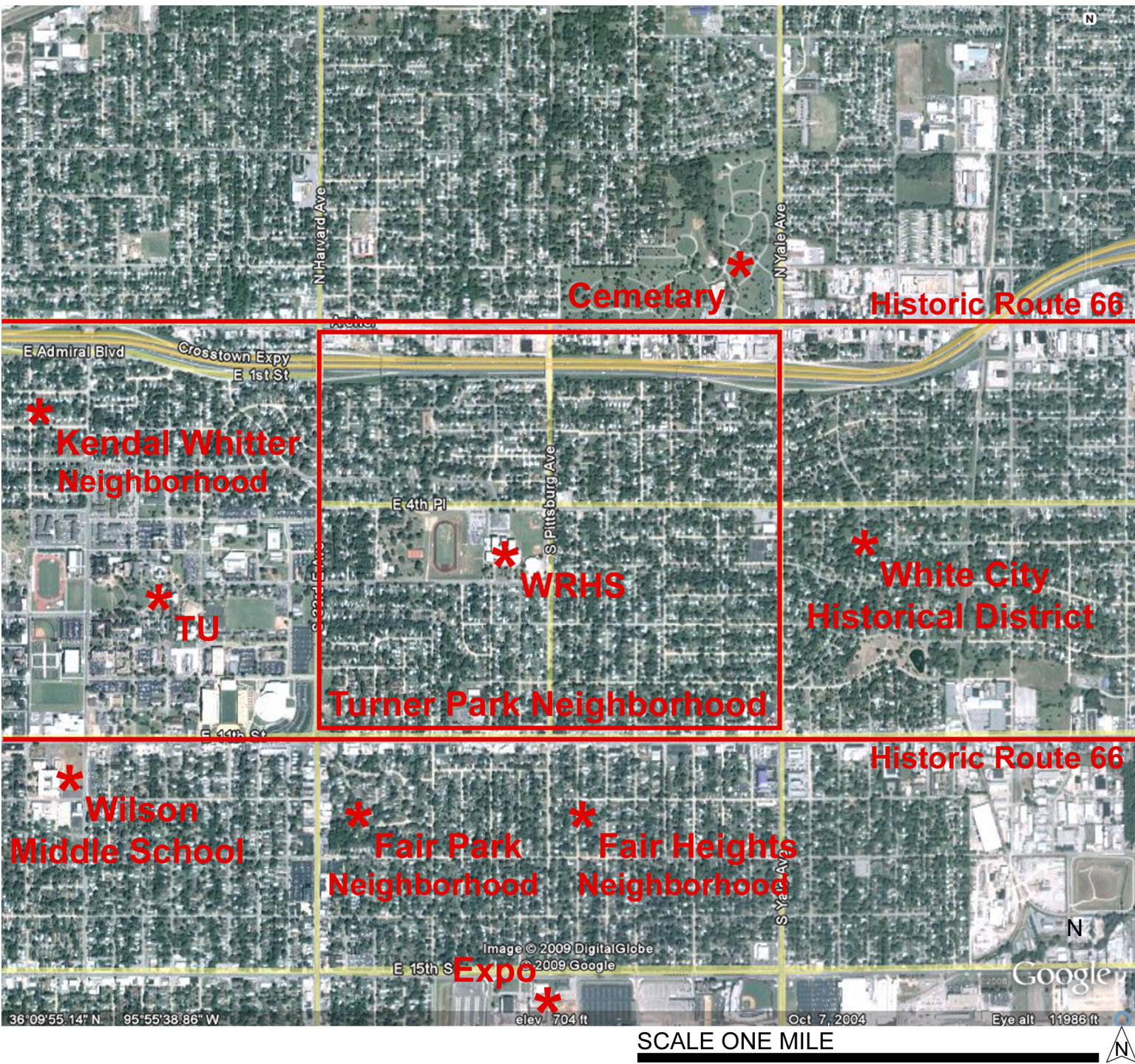
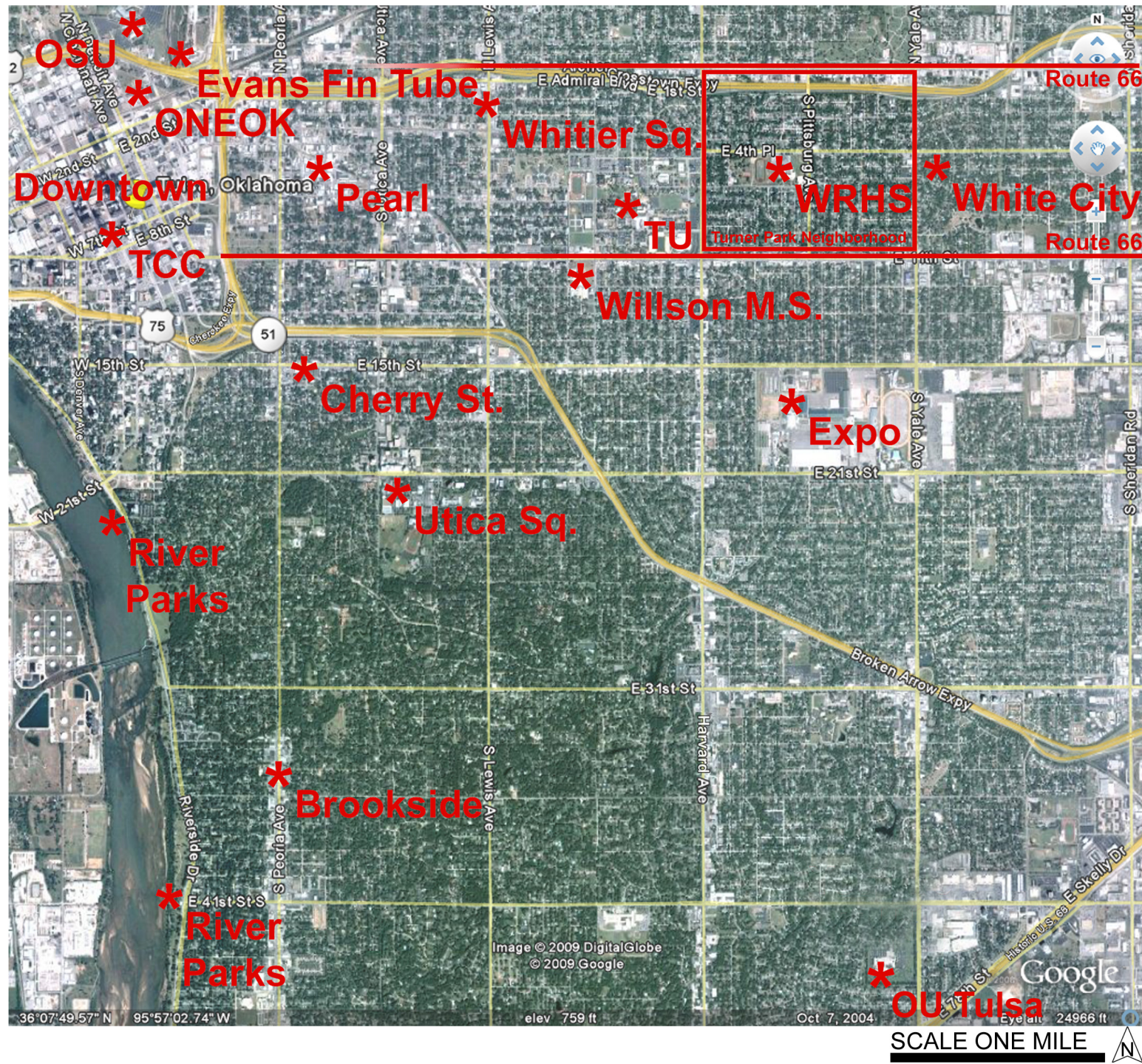


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Citywide Context Maps

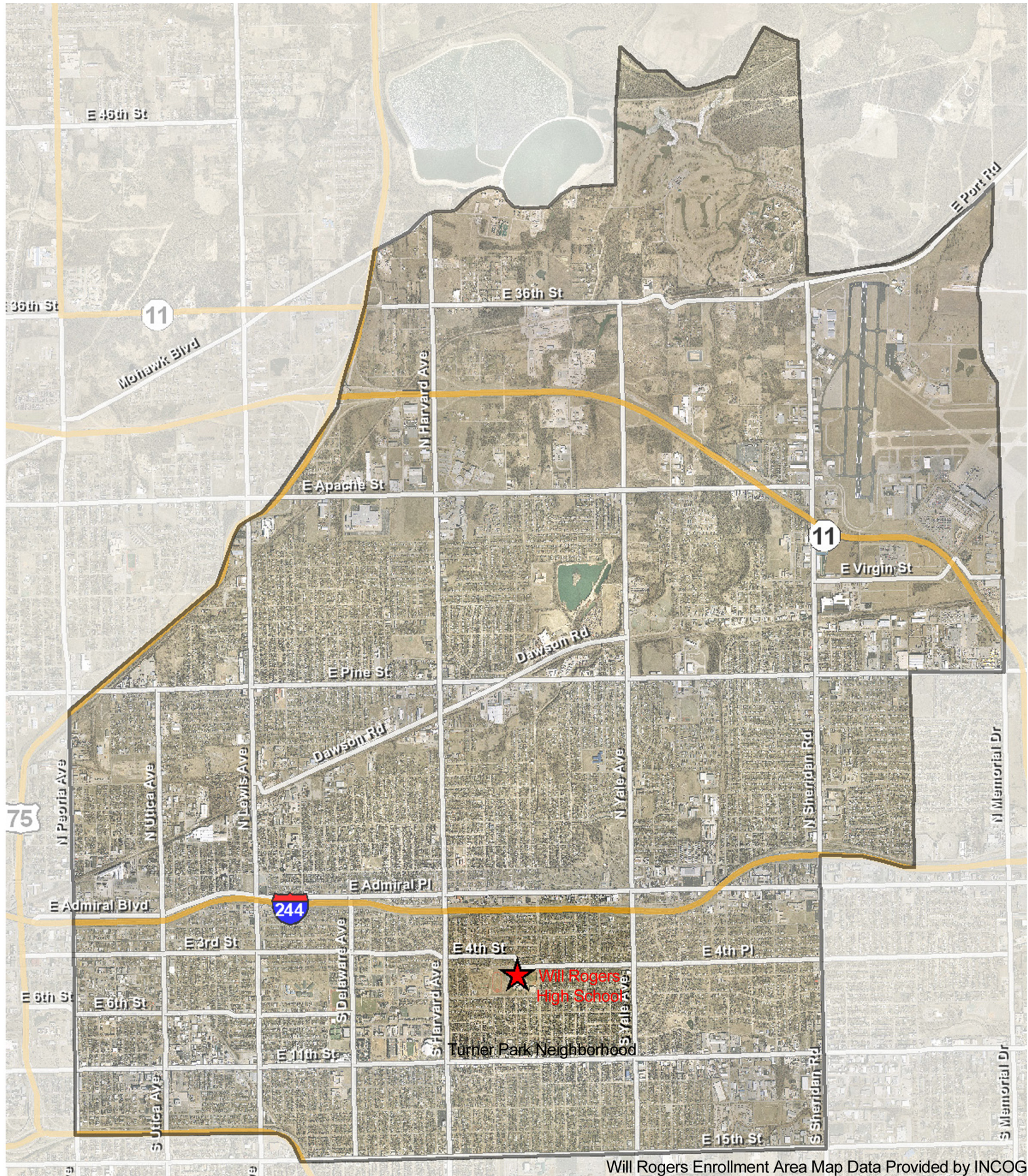
Prepared by - Travis Eslick, Assoc. AIA



The purpose of these maps is to orient the study area location to the overall context of Tulsa. The context of the project study area is highlighted and shows how the neighborhood and school fit into the area. The area is one of Tulsa's original suburban neighborhoods. Its location along route 66 helped the neighborhood develop relatively quickly and most of the houses were built during the same time period, pre and post World War Two .

Will Roger’s High School Enrollment Area Map

Prepared by - Travis Eslick, Assoc. AIA

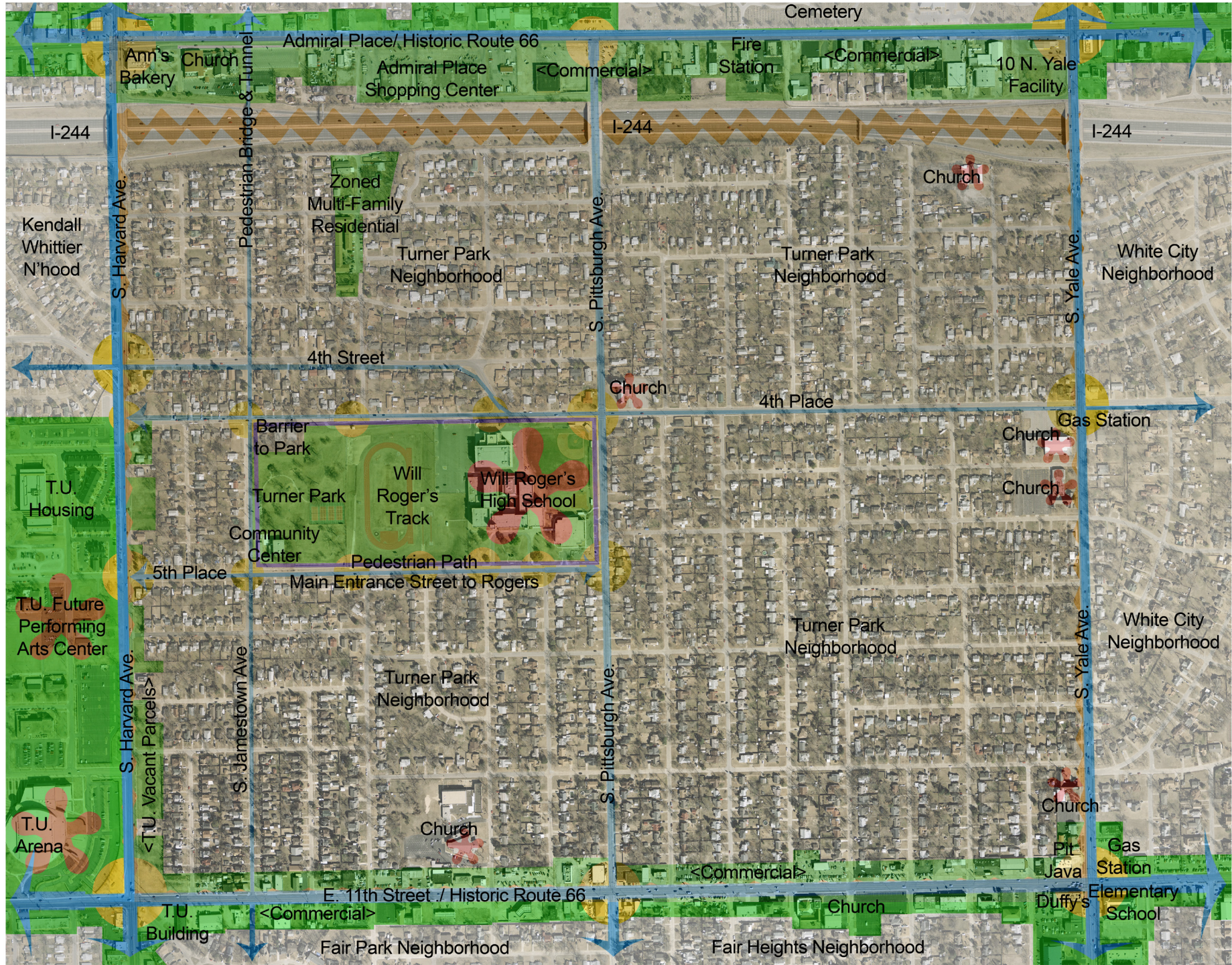


The demographics for Will Rogers High School Enrollment Area are at odds with the surrounding demographics of Turner Park Neighborhood. Challenges will arise from these differences in demographics in the rebranding process. The Netter Model will need to be applied to the entire enrollment area if the school is to transform the community problems outside of the Turner Park Neighborhood. The Will Rogers High School enrollment area will be considered particularly difficult to help re brand due to the negative connotations associated with North Tulsa Neighborhoods. It is these neighborhoods in particular that will need the social services that are to be provided to the low income demographic.

The Turner Park Neighborhood demographics are not the same as the larger enrollment area that Will Roger’s serves. Overcoming these perceptions and differences will be difficult for the school. The neighborhood has gone through some revitalization and will need to continue to progress to create and continue its positive influence on the school. The rebranding process is a way for the school and neighborhood to come together to further the revitalization process.

Lynch Analysis Image of the Neighborhood - Overlay

Prepared by - Travis Eslick, Assoc. AIA



Lynch Analysis

In 1960, Kevin Lynch, Professor at M.I.T., published *The Image of the City*, the results of a five-year long research project examining the most important elements in a city as perceived by the residents of the area. His goal was to identify what features of the built environment were important to the people of the city. Lynch's core concept was the idea of the "legibility" of the built environment. That is, how easy can the parts of the cityscape be organized into a recognizable pattern. He conducted case studies in three U.S. cities: Boston, Los Angeles, and Jersey City. He used two primary methodologies. First, he conducted extensive fieldwork observing the physical layout of the city. Then, in-depth interviews with city residents were conducted to better understand the mental image people have of their built environment. Lynch identified five key elements that make up an individual's perception of their city: paths, edges, districts, nodes, and landmarks.

Paths →

Paths consists of the "channels along which the observer customarily, occasionally, or potentially moves" (Lynch, p. 47). These can include streets, paths, transit routes, or any other defined path of movement. It is important to note that the paths an individual identifies may not correspond to a traditional street network. These are often the most predominant items in an individual's mental map as this is main mechanism for how they experience their city.

Edges ⚡

Edges provide the boundaries that separate one region from another, the seams that join two regions together, or the barriers that close one region from another. They are linear elements, but are not the paths along with the individual experiences the built environment. They can be physical edges such as shorelines, walls, railroad cuts, or edges of development, or they can be less well-defined edges that the individual perceives as a barrier.

Districts ■

Districts are "medium-to-large sections of the city" (Lynch, p. 47). They are typically two-dimensional features, often held together by some commonality. The individual often enters into or passes through these districts. According to Lynch, most people use the concept of districts to define the broader structure of their city.

Nodes ●

Nodes are points within the city, strategically located, into which the individual enters (and which is often the main focal point to which she or he is traveling to or from). There are often junctions – a crossing or converging of paths. They often have a physical element such as a popular hangout for the individual or a plaza area. In many cases, the nodes are the centers of the district that they are in.

Landmarks *

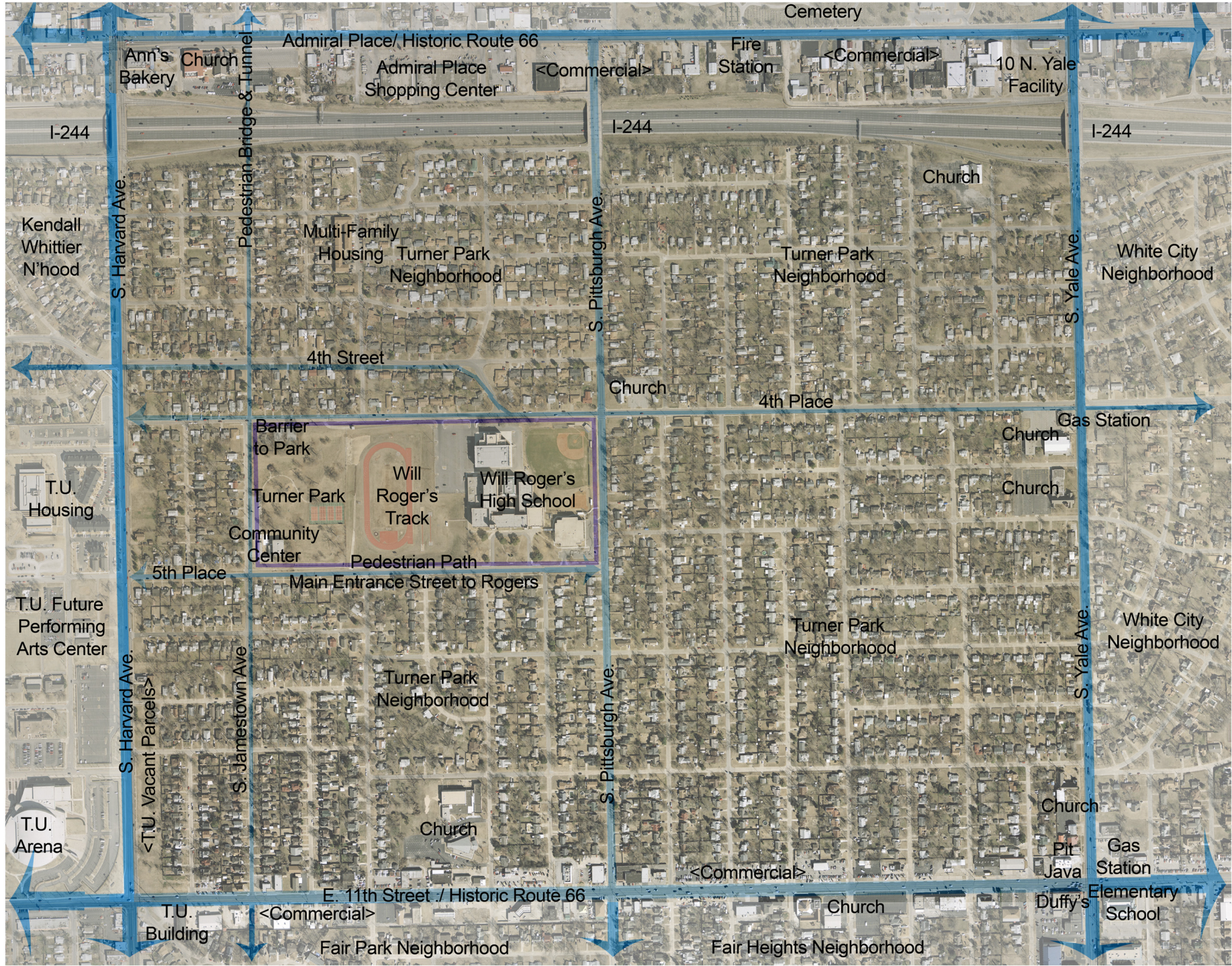
Landmarks are also a point-reference (similar to nodes). However, unlike nodes, which the individual enters during his or her travels, landmarks remain external features to the individual. They are often physical structures such as a building, sign, or geographic features (e.g. mountain). The range of landmarks is extensive, but the commonality is that they are used by the individual to better understand and navigate the built environment.

References

Lynch, Kevin. (1960). *The Image of the City*. Boston: The M.I.T. Press.

Lynch Analysis Image of the Neighborhood - Paths

Prepared by - Travis Eslick, Assoc. AIA



Paths

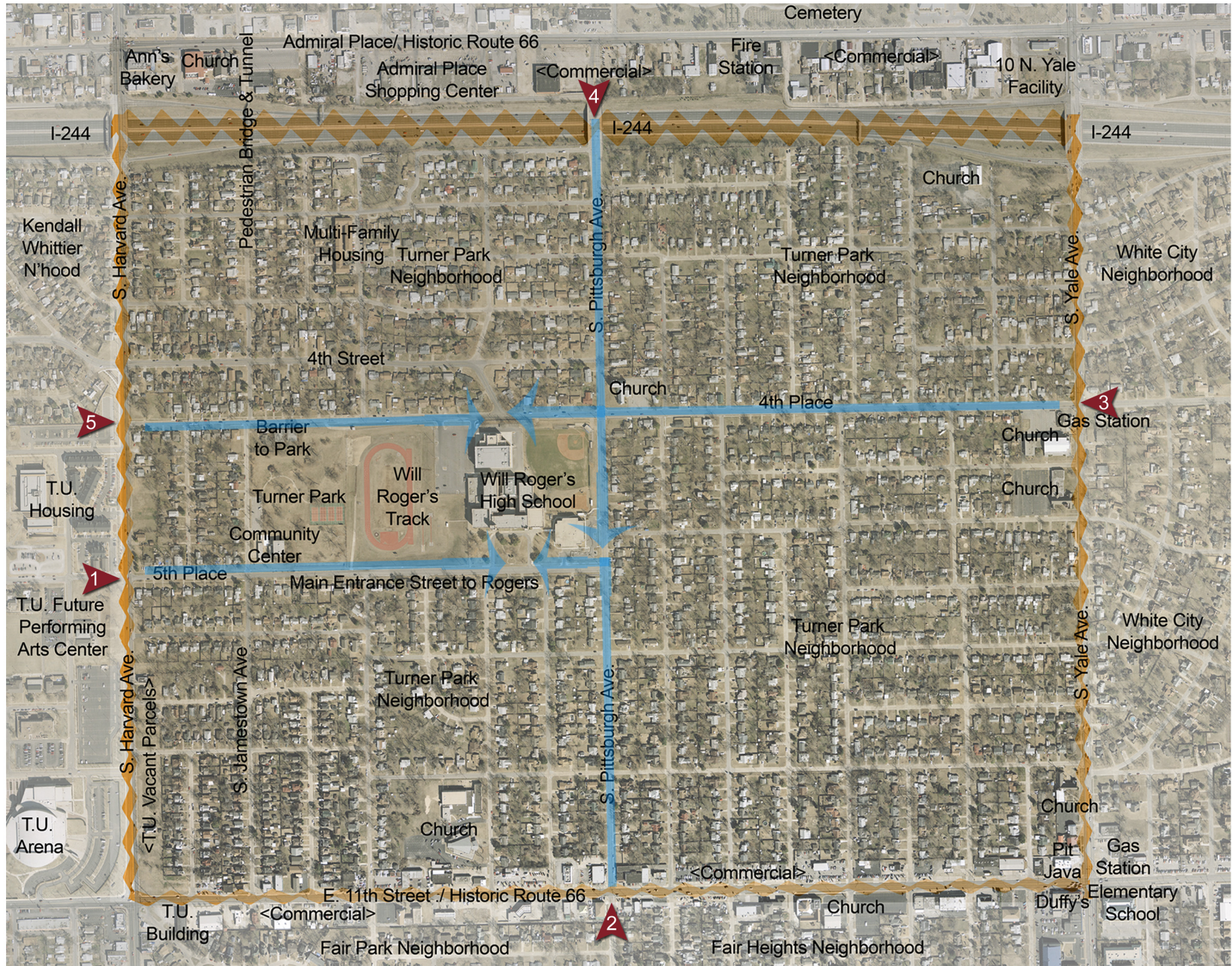
The major vehicular paths are outlined on the map these streets need to be calmed and designed so that an 8 year old riding a bike would be safe. Crosswalks and Sidewalks along with traffic calming devices should be used to slow traffic and make the neighborhood safer for pedestrians. Noted on the map is a major pedestrian path around Turner Park and Will Roger's High School. This Path is feed from all directions and different areas around Turner Park. It is centrally located in the neighborhood and Turner Park is the Center of activity in the neighborhood.

Major Pedestrian Path

The West edge of this path does not have a sidewalk and would benefit greatly to protect pedestrians and keep them having to walk in the street. This path is a perfect mile and is used by the community daily in every type of weather.

Lynch Analysis - Visual Image of the Neighborhood - Gateways

Prepared by - Travis Eslick, Assoc. AIA



(1) 5th Place and Harvard Ave
The intersection of 5th place and Harvard is considered by the School and Neighborhood to be the front entrance. It is the most direct route to the front of Will Rogers the Community Center and Turner Park. West of Harvard on 5th Place is the location of TU's future Performing Arts Center. TU is planning on putting in a Stop light with crosswalks. The Will Rogers and the neighborhood would like to have gateway signs placed next to the lights to help with curb appeal for the neighborhood and create an entrance to for the school. The community has discussed adopting 5th place and coining it as Will Roger's Boulevard. For example in other areas of Tulsa 15th Street has been coined Cherry Street and Peoria as Brookside or the Pearl.

(2) 11th and Pittsburg
This intersection is another primary access to the front of Rogers it is not as direct as 5th place yet is the next most logical way to get to the front of school.

(3) 4th Place and Yale
Is a secondary route to the school approaching from the East. Taking this route leads to the back of the school, ball fields, athletic complex, and parking.

(4) Admiral and Pittsburg
This access is another heavily traveled route to the school yet crosses I-244 which is somewhat of a barrier to the neighborhood and school. Taking this route also leads to the back of the school, ball fields, athletic complex, and parking.

(5) 4th Place and Harvard
This street is another primary access to the back of Rogers. Taking this route also leads to the athletic complex, ball fields, and parking. This route is mainly used by students faculty and staff to access the main parking area. The community has also discussed adopting 4th place and coining it Ropers Road. Will Roger's was a Cowboy Roping Champ and is the Mascot for WRHSathletics.



Gateway Corner of 11th and Pittsburg

Lynch Analysis Image of the Neighborhood - Edges

Prepared by - Travis Eslick, Assoc. AIA



Edges

The Turner Park Neighborhood Analysis area includes the immediate area around the Turner Park Neighborhood Association Boundaries which are East Admiral Place on the North, East 11th Street on the South, S. Harvard Ave. on the West, and S. Yale Ave. on the East.

North - To the North there is a breakdown in connection from the neighborhood to Admiral Place with I-244 running through the north end of the square mile creating an edge to the neighborhood. Since, I-244 is depressed it is not as much of a barrier as if I-244 were raised. The I-244 edge is interrupted with connections of bridges that span North and South over I-244. At Harvard Avenue Pittsburg Avenue and Yale Avenue there are vehicular bridges with sidewalks and a Pedestrian Bridge at Jamestown Avenue which is the main street that leads to Turner Park and Community Center.

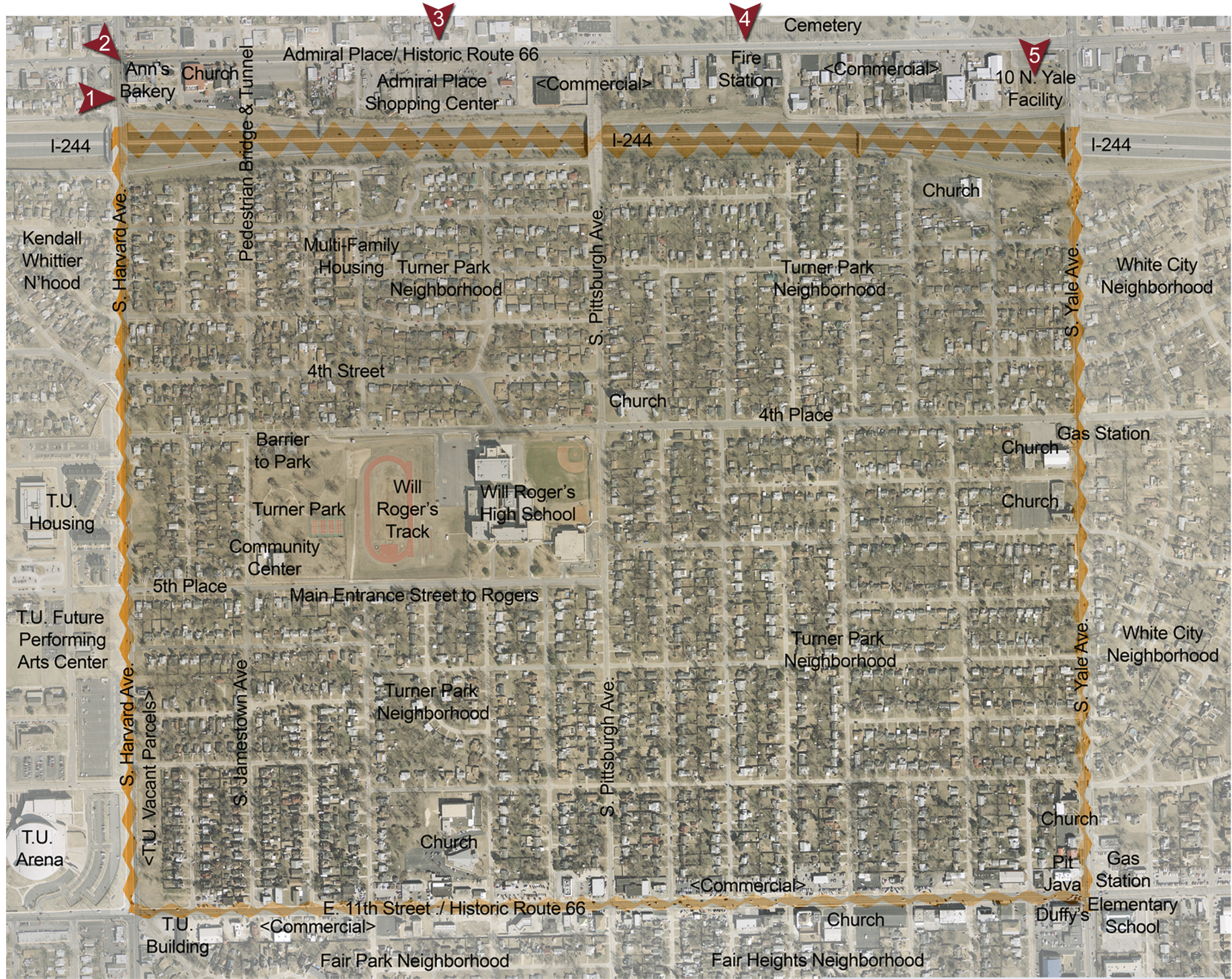
East – Turner Park neighborhood has the strongest connection to White City Neighborhood with a large presence of residences along Yale. The connection along this edge could be enhanced by adding crosswalks and traffic calming devices. At the North and South ends of Yale there are businesses that fit into the Route 66 Commercial district. A few of the businesses fit into the Architectural context of Route 66. In the middle of Yale at 4th street there is a small gas station that is disrupts the fabric of the neighborhood and should be down zoned. Doing so would re-establish the neighborhood fabric that is uninterrupted along Yale.

South – 11th street (Route 66) at Yale has newer business that fit the nostalgia of Route 66 Architecture. Duffy's Dinner was remodeled to look like the classic architecture of route 66. Across the street is "Java Juice" a juice bar and "The Pit" a 24hour fitness Club which also fits the Architecture of Route 66. 11th street is filled with business mainly used car lots, mechanics, fast food chains, a church, and Mom and Pop shops with TU owning the east portion of the intersection at 11th and Harvard.

West – Harvard Ave between 11th and 4th Street is being bought by The University of Tulsa (TU). Plans for the parcels have been said to become a landscaping beltway for TU's curb appeal initiative. North of 4th street to Admiral Place Turner Park Neighborhood runs parallel to Kendall-Whittier Neighborhood with another strong residential connection interrupted by I-244. The North end of Harvard at Admiral also has original buildings that fit into the Architectural fabric of the surrounding Route 66 context with Ann's Bakery being the oldest bakery in Tulsa.

Lynch Analysis Image of the Neighborhood - Edge

Prepared by - Travis Eslick, Assoc. AIA



Admiral Avenue

1&2 Harvard and Admiral

At the intersection of Harvard and Admiral are buildings from the Route 66 era. The Route 66 Architecture could be preserved in its current condition and could help create revitalization efforts in the area. These building have architectural significance and should be preserved. Ann's Bakery is an original Route 66 business and the oldest bakery in Tulsa. It is truly a part of Tulsa's history.

3&4 Admiral Route 66 Architecture

Along Admiral there are several original Rote 66 buildings. These buildings are not in the best condition but are intact and could be restored to the Route 66 era. The remaining pieces of history should be preserved as much as possible. If the Route 66 Commercial cores could be restored it would be beneficial to the neighborhoods, surrounding ares, and city from which Route 66 established.

5 10 North Yale

It is to house homeless citizens on subsidized rent. The facility is out of scale and context of Route 66 and its Architecture. The facility was highly contested on the location of the facility. The controversy over this decision has led to an organization called "Who Owns Tulsa" protesting the cities decision to move the the facility to 10th and Yale from Downtown Tulsa.



Ann's Bakery I-244 and Harvard



South East corner of Harvard and Admiral



Admiral Place Shopping Center



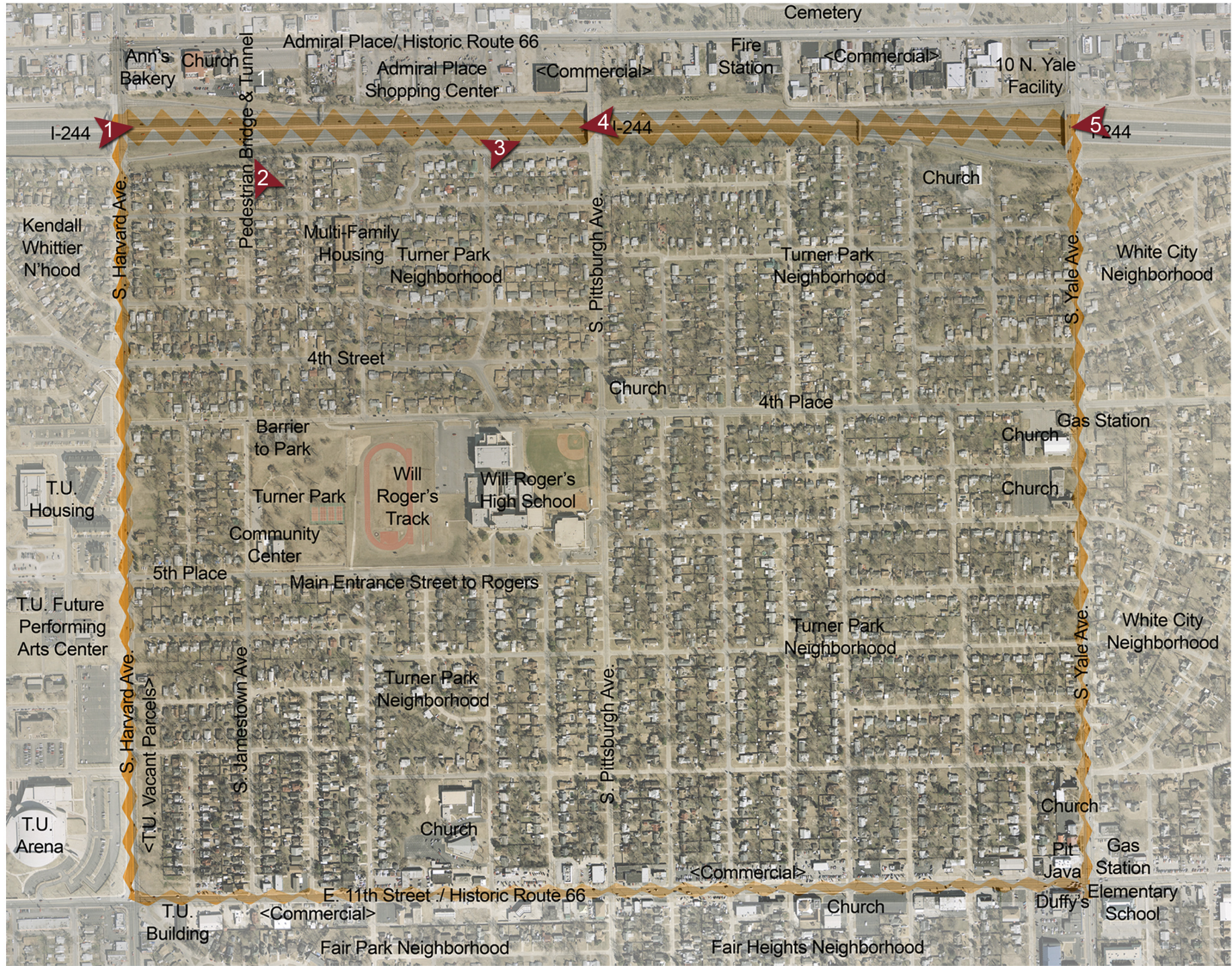
Fire Station No. 15



10 N Yale

Lynch Analysis Image of the Neighborhood - Edge

Prepared by - Travis Eslick, Assoc. AIA



I-244

1 Pedestrian Bridge

The pedestrian bridge creates a security risk for people crossing. The user cannot see to the other side to know if there is something just over the hill that might be threatening.

2 Pedestrian Bridge Entrances

The entrance on the neighborhood side is over grown and hard to find. Users have to walk through the yard of a resident to get to the South entrance.

3 I-244 Fence lines

The Fence lines along I-244 are overgrown, unsightly, and in disrepair. The fence provides no sound barrier and is very disruptive to the homes that it was placed next. Newer highway construction typically installs solid concrete sound barriers with well landscaped vegetation. It is recommended that these walls be installed between Harvard and Yale to protect the neighborhood and residents from noise, cars, and poor maintenance of the fence lines.

4&5 I-244 Bridges

Bridges crossing I-244 are poorly maintained and road surfaces are crumbling. The sidewalks are too small and very uncomfortable to walk across. These bridges should be designed to be more comfortable for pedestrians. The lanes of the Pittsburg Bridge could be reduced to allow for larger sidewalks and vegetation buffers to create a nicer experience for cars and pedestrians.



Harvard Bridge - Pedestrian Bridge crossing I-244



Pedestrian Bridge South Entrance



Overgrown Fence Line Along I-244



Pittsburg Bridge



Yale Bridge

Lynch Analysis Image of the Neighborhood - Edge

Prepared by - Travis Eslick, Assoc. AIA



Harvard Avenue

1 Harvard Ave

Both sides of Harvard between I-244 and 4th Street are lined with English Cottage and Traditional Minimal Single Family Housing which helps protect the integrity of the neighborhoods. Harvard being 4 lanes of traffic traveling at 40 M.P.H. creates an edge between the neighborhoods. The edge could be minimized by reducing the speed limit adding pedestrian crosswalks and traffic calming devices which would strengthen the neighborhoods.

2 Kendall Whittier

The section of Kendall Whittier neighborhood along Harvard is fairly well established and Turner Park Neighborhood compliment each other.

3 Intersection

The intersection at 4th street and Harvard is the connection of the tree neighborhoods. Turner Park Kendall Whittier and TU Housing. This connection should be enhanced by removing fences that turn their back on each other. The three neighborhoods should try to blend together to create positive connections between the districts.

4 &5 TU Cleared Lots

Along Harvard between 4th and 11th T.U. has acquired houses and cleared the lots. T.U. Press has published Master Plan where TU will buy all the remaining houses along Harvard to create a Green Beltway to improve the Universities Curb Appeal. It is recommended that TU not use this area as Overflow parking for events. The Curb appeal effort that TU has implemented is ruined by muddy fields after events and is not zoned for Parking.



Harvard Ave Between Neighborhoods



Kendall Whittier Neighborhood Sign and Houses



4th and Harvard with T.U. Gateway Sign



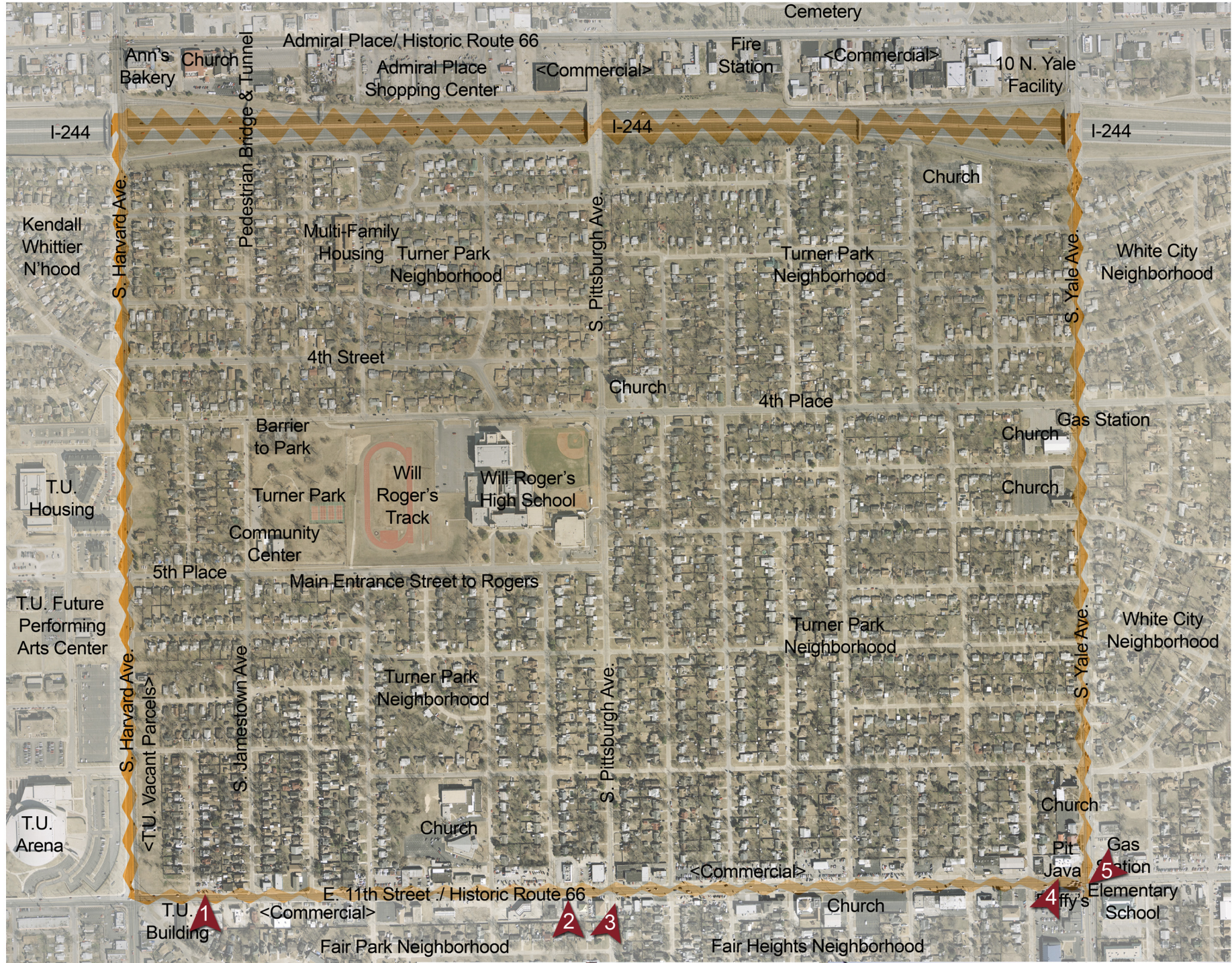
T.U. owned parcels that have been cleared



T.U. owned parcels Harvard and 11th Street

Lynch Analysis Image of the Neighborhood - Edges

Prepared by - Travis Eslick, Assoc. AIA



11th Street (Original Route 66)

1 11th Street Route 66 Architecture

Along 11th there are several original Route 66 references, buildings, and indicators. These icons are not always original but compliment the nostalgia of the Route 66 era. The remaining icons of history should be preserved as much as possible. If the Route 66 Commercial cores could be restored it would be beneficial to the neighborhoods, surrounding areas, and city from which Route 66 gave birth.

2&3 11th and Pittsburgh

The intersection of 11th and Pittsburgh has a local barber shop, sewing shop, pawn shop, and furniture store. These businesses with a little rehab could bring them back to the Route 66 era of nostalgia, and would create a great entrance to the neighborhood. This is one of the primary entrances to the neighborhood and school. It is a prime candidate for gateway signage to enhance the area. Surrounding businesses also include the claimed first Mc Donalds in Tulsa, now a mom and pop restaurant called Bahama Joe's. This intersection has several well maintained businesses that are surviving examples of Historic Route 66 Architecture fabric for which it is famous

4&5 11th Street Route 66 Architecture

Along 11th there are several original Route 66 references, buildings, and indicators. These icons are not always original but help with the nostalgia of the Route 66 era. The remaining pieces of history should be preserved as much as possible. If the Route 66 Commercial cores could be restored it would be beneficial to the neighborhoods, surrounding ares, and city from which Route 66 established..



11th and Jamestown



North West Corer of 11th and Pittsburgh



North East Corner of 11th and Pittsburgh



Original Sign on Route 66 with new business name.



The Pit and Java Juice at 11th and Yale

Lynch Analysis Image of the Neighborhood - Edge

Prepared by - Travis Eslick, Assoc. AIA



Yale Avenue

1 Street School

Alternative school for kids. Community Murals were painted along walls to celebrate Route 66 America's Main Street.

2 Commercially zoned houses

Small houses zoned Commercial for small businesses that are run out off the old homes. These homes should be down zoned to match the style and context of the Single Family Residences for which they were designed and constructed.

3 White City Neighborhood Entrance marker/gateway.

White City is on the National Register for historic places as an historic district.

4 Gas Station

At the intersection of 4th and Yale is a Gas Station that interrupts the fabric of Turner Park and White City neighborhood. The Gas Station is the only Commercial Property along Yale between 11th and I-244. A down zoning would take care of the interruption in the fabric if the business ever had to close. The edge between Turner Park and White City Neighborhoods along Yale is primarily Single family housing with 3 churches that are on the West side of Yale.

5 Yale Ave

Turner Park and White City are divided by Yale Ave. The two neighborhoods complement each other and both have a large stock of houses with historical Integrity still prevalent. Yale Ave should be enhanced to blend the two neighborhoods together more effectively This will increase the size of the neighborhood size.



Street School



Commercial Property in Houses



White City Gateway Signage



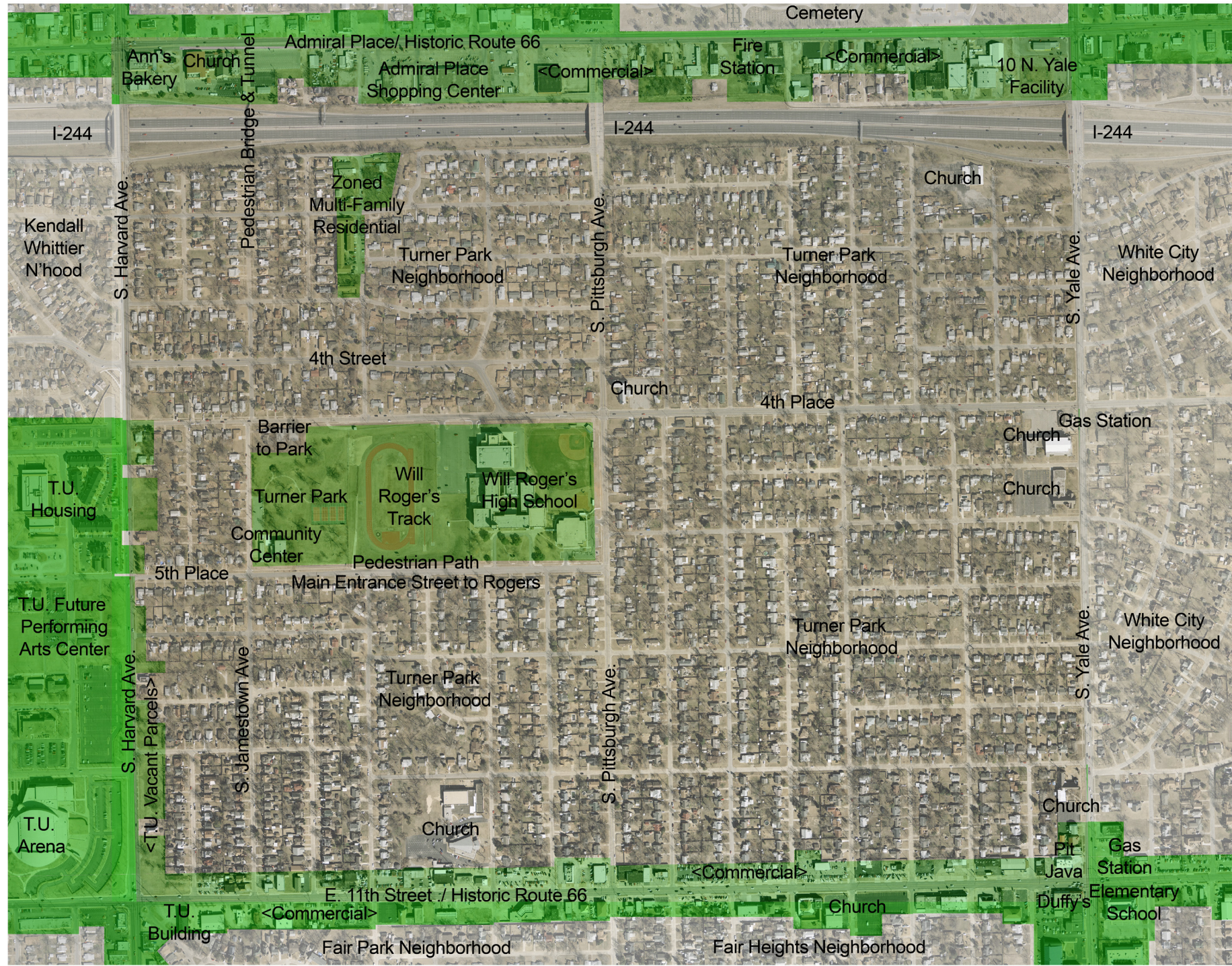
Gas Station at 4th and Yale



Turner Park and White City Neighborhood on Yale

Lynch Analysis Image of the Neighborhood - Districts

Prepared by - Travis Eslick, Assoc. AIA

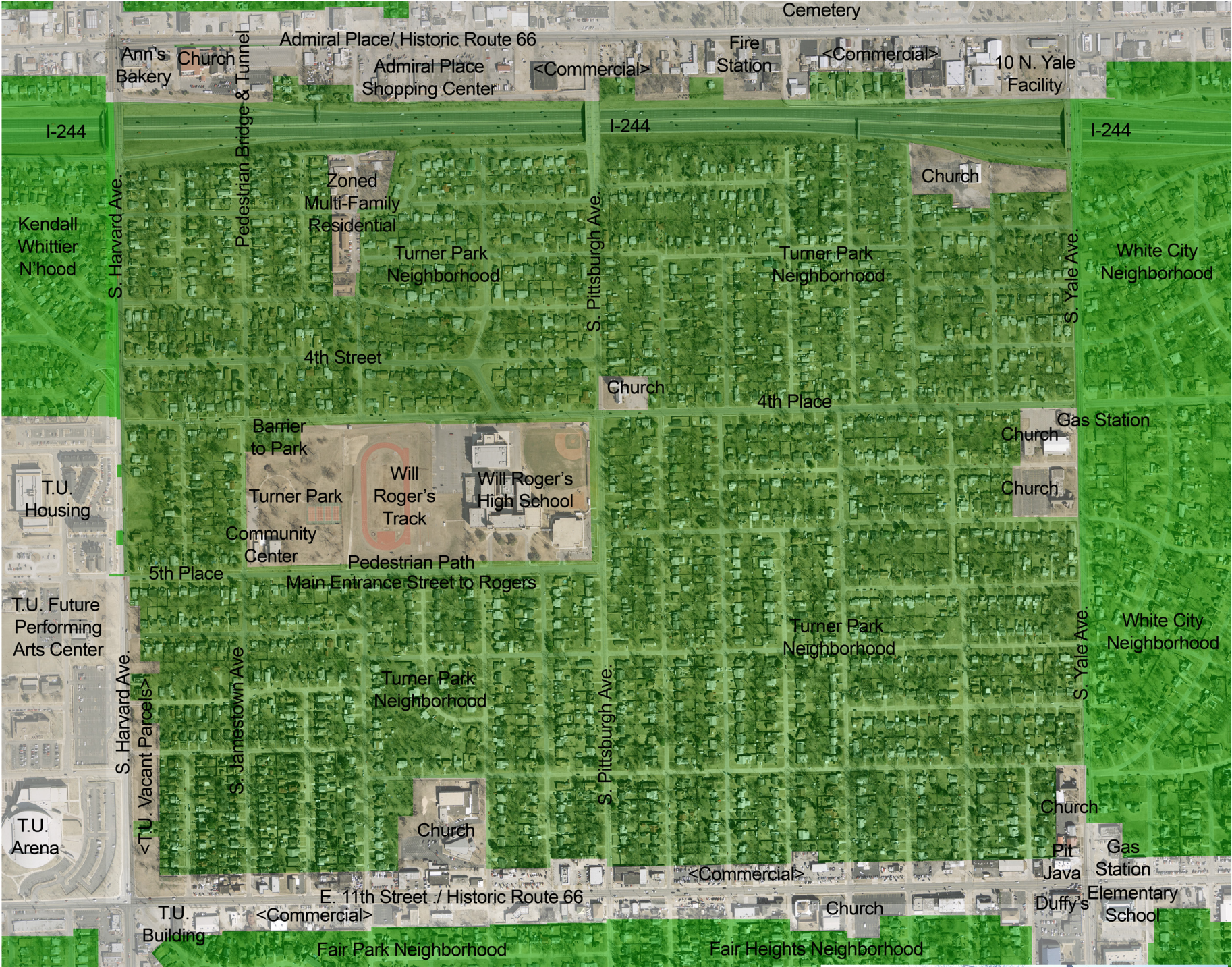


Districts

The Route 66 core is a district in Tulsa that runs on both the North and South side of the Turner Park Neighborhood which is also centrally located in Tulsa's Route 66 Master Plan. Although Lynch describes Districts as larger scale areas in a city the same idea can be applied to smaller areas. The most notable district within Turner Park Neighborhood is the Park and High School. They could be considered a micro district since they share all the elements of Lynch's Analysis, Paths, Nodes, Edges, and Landmarks.

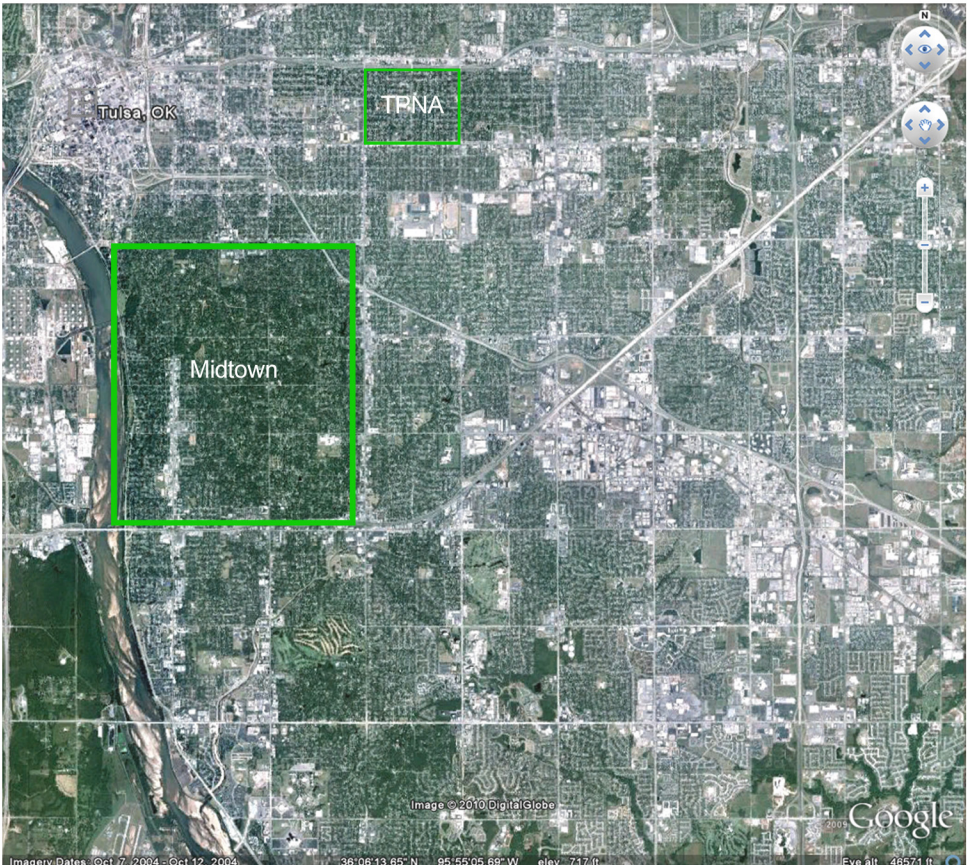
Lynch Analysis Image of the Neighborhood - Districts

Prepared by - Travis Eslick, Assoc. AIA



Turner Park Neighborhood typical housing is predominantly single family dwelling units. The neighborhood is dominated by two related architectural styles. The two styles correspond to the two main periods of the neighborhood's development, during the neighborhood's first period of development, from about 1935 to 1950. Tudor Revival and Minimal Traditional style which is related to the Tudor Revival style are the dominate architectural styles of the neighborhood. The single family residence is the largest district in the area shown in the lighter green shades. The larger the area of single family residence the typically denotes a stable neighborhood.

Midtown neighborhood characteristics are typically low density, have low zoning and medium land coverage close to downtown. These characteristics can be seen in aerial photography of the city. It seen in this photo that Turner Park Neighborhood reflects some of the characteristics of Midtown neighborhoods



Aerial Photo of Tulsa



Tudor Revival House in Turner Park



Traditional Minimal House in Turner Park



English Cottage House in Turner Park



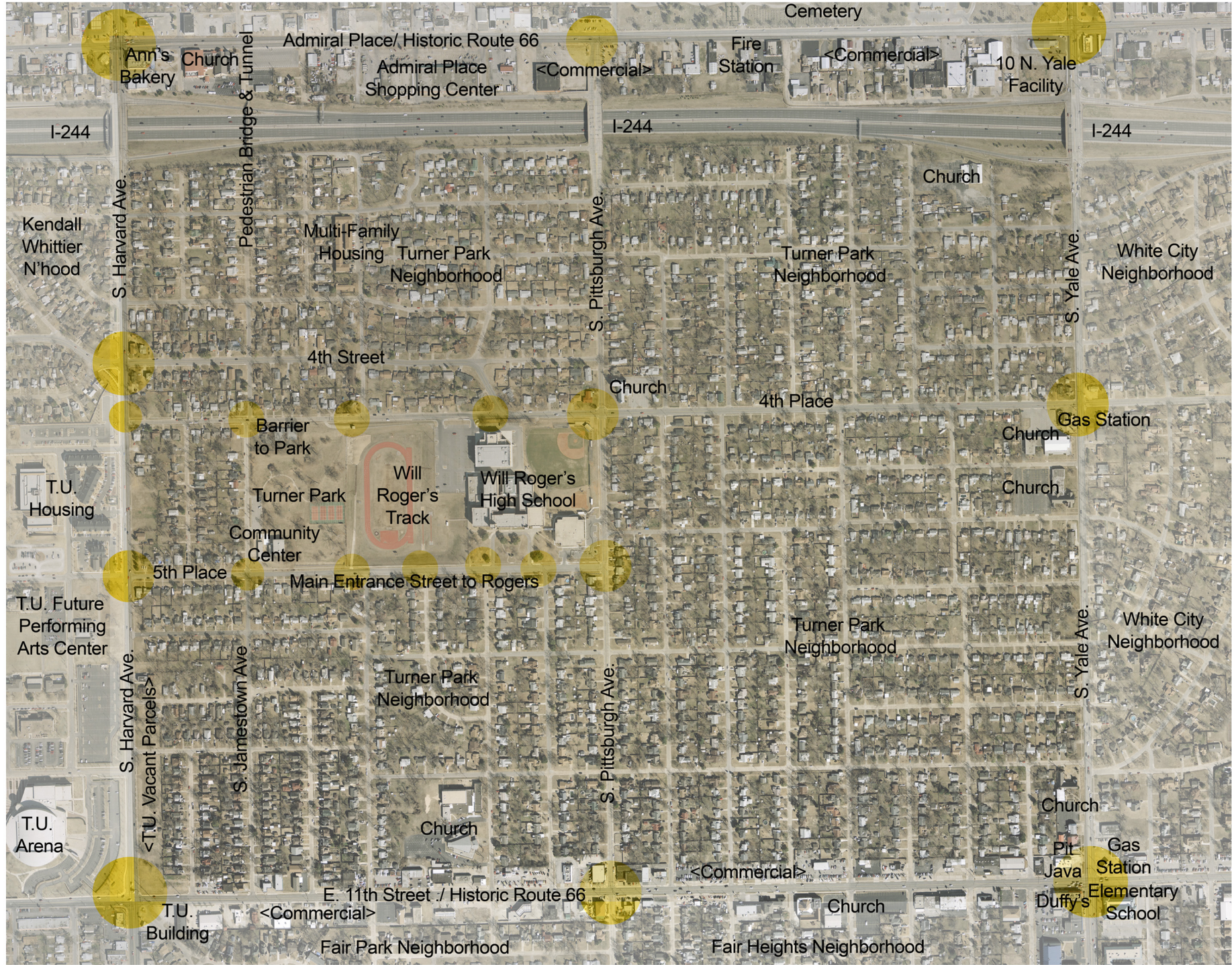
Colonial Minimal House in Turner Park



Modern Traditional House in Turner Park

Lynch Analysis Image of the Neighborhood - Nodes

Prepared by - Travis Eslick, Assoc. AIA



Nodes

There are various nodes throughout the neighborhood. Most recognizable are the main intersections of vehicular traffic where people cross the street. (See map) Less obvious on the map as a node of activity is the park. It is labeled as a district because of its size. Will Roger's High School is also a node of activity, but labeled as a Landmark. TU is also a Landmark just outside the Turner Park Neighborhood.

Prepared by - Travis Eslick, Assoc. AIA



Landmarks are also a point of reference (similar to nodes). However, unlike nodes, which the individual enters during his or her travels, landmarks remain external features to the individual. They are often physical structures such as a building, sign, or geographic features (e.g. mountain). The range of landmarks is extensive, but the commonality is that they are used by the individual to better understand and navigate the built environment.

Turner Park Neighborhood has several Landmarks the most central and notable to the neighborhood is Will Roger's High School. Second but more widely known in Tulsa is the University of Tulsa (TU). Other Landmarks around the periphery are the churches, popular restaurants, and businesses that are unique to the area around the Turner Park Neighborhood.

Will Rogers High School

TU Basketball and Football Stadiums

New Performing Arts Center

Prepared by - Travis Eslick, Assoc. AIA

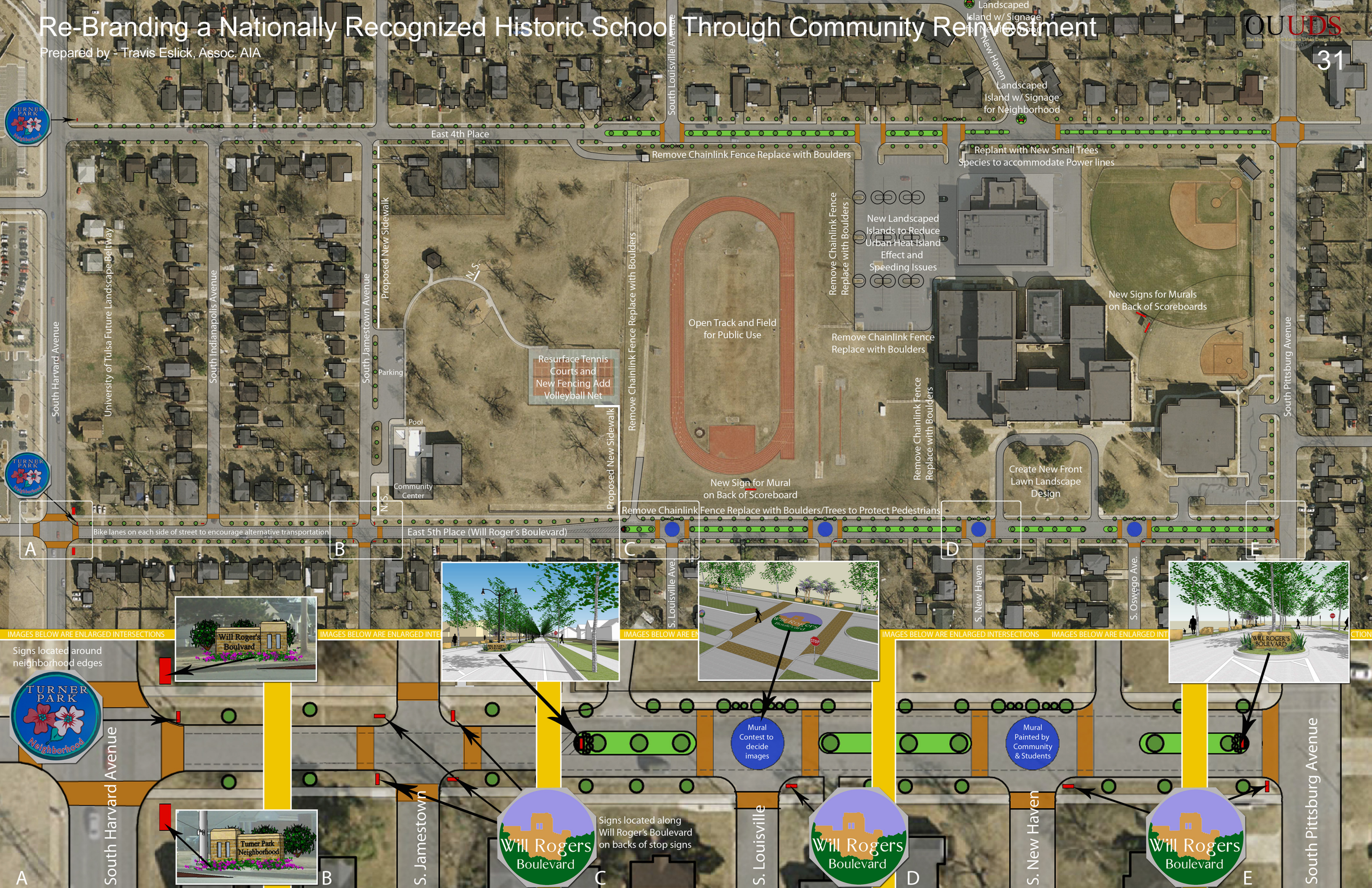


Re-Branding a Nationally Recognized Historic School Through Community Reinvestment

Prepared by - Travis Eslick, Assoc. AIA

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Proposed Intersection Improvements

Re-Branding a Nationally Recognized Historic School Through Community Reinvestment

Prepared by - Travis Eslick, Assoc. AIA



Proposed Streetscape Improvements

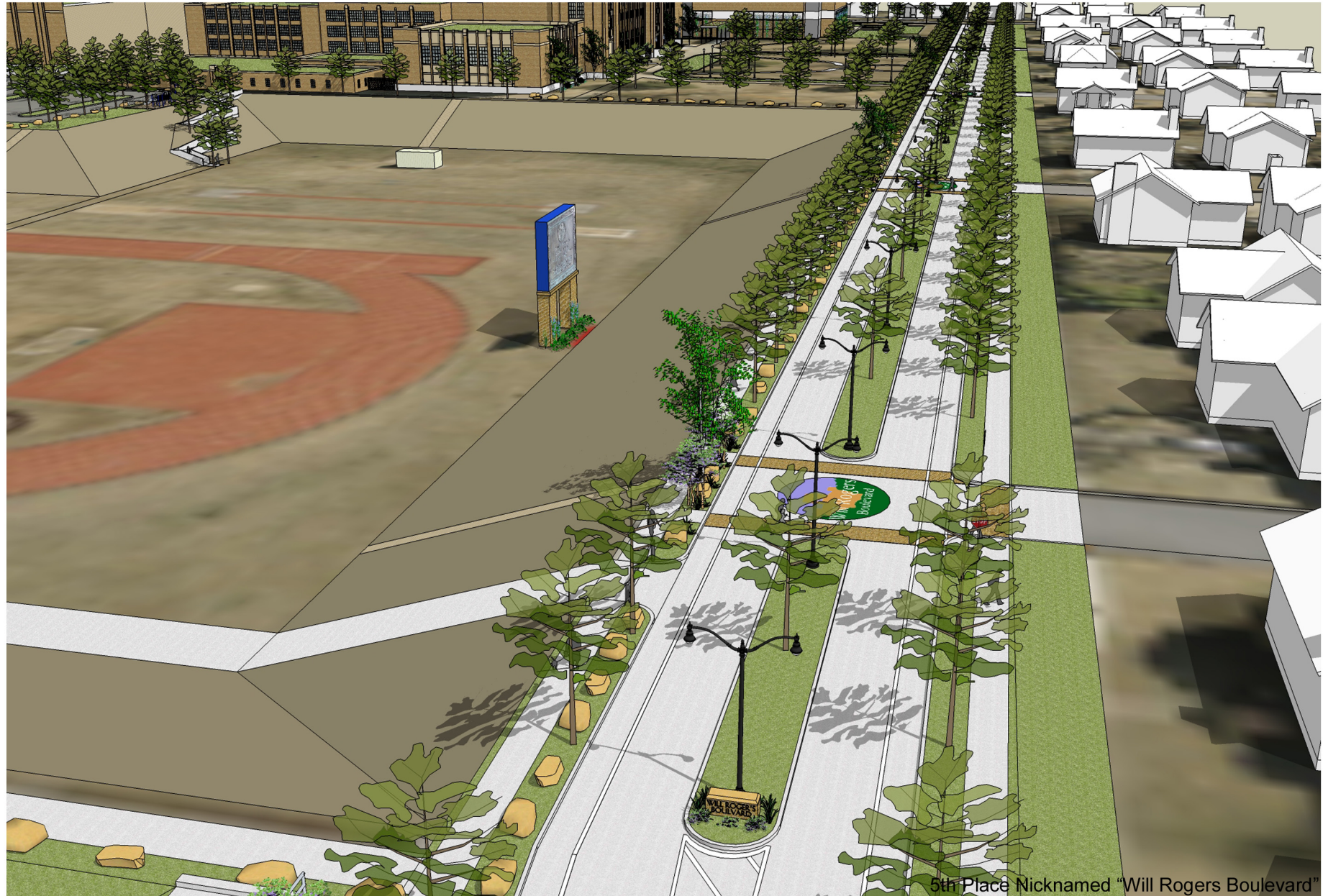
Streetscape Beautification Installation - Up with Trees

Prepared by - Travis Eslick, Assoc. AIA

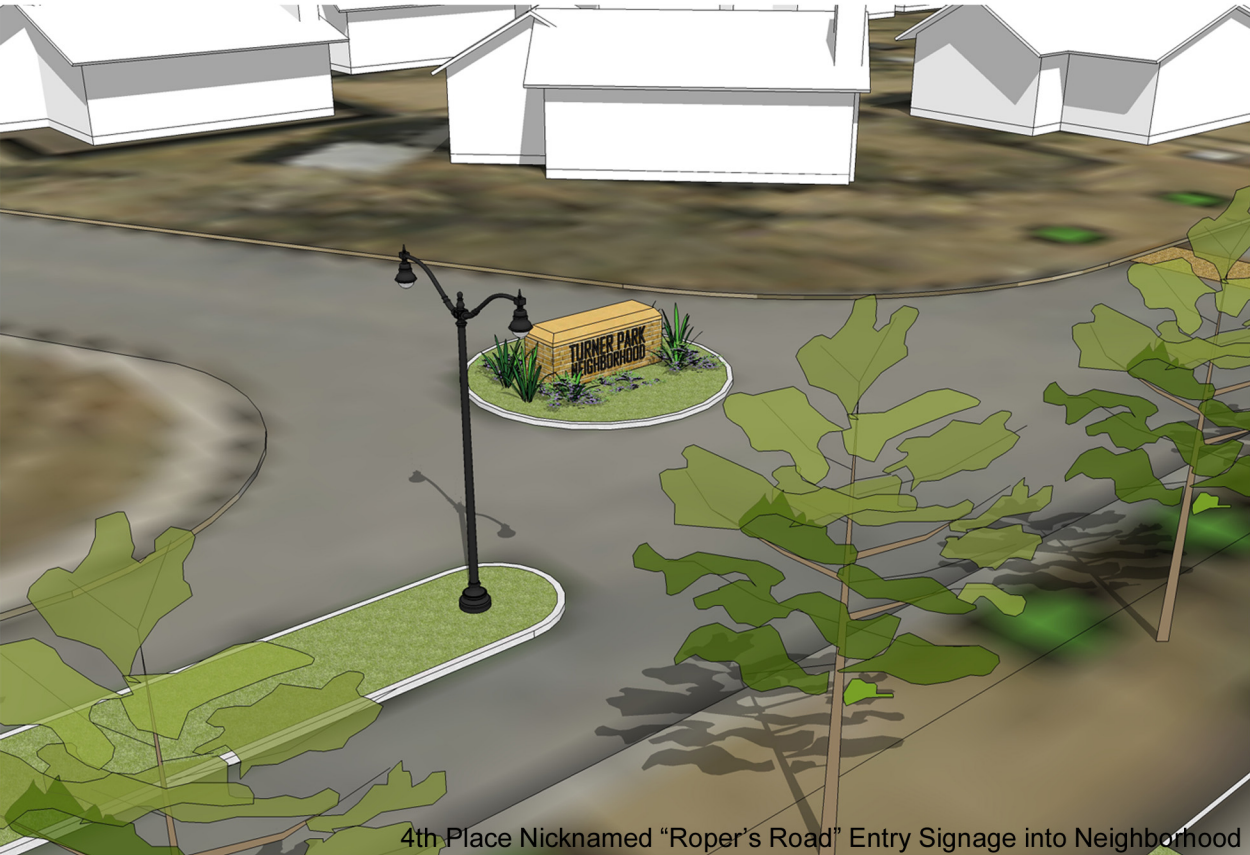
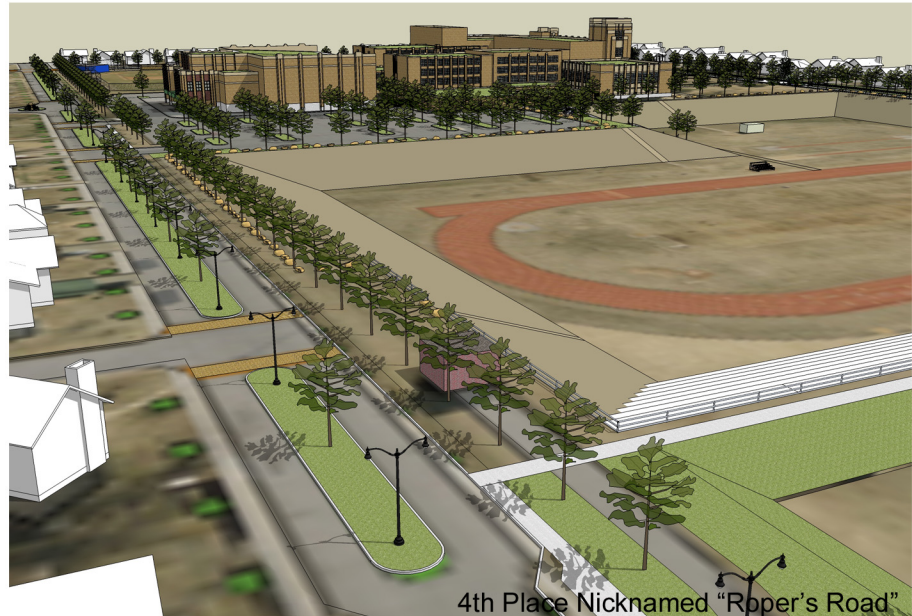


Streetscape Medians

Prepared by - Travis Eslick, Assoc. AIA

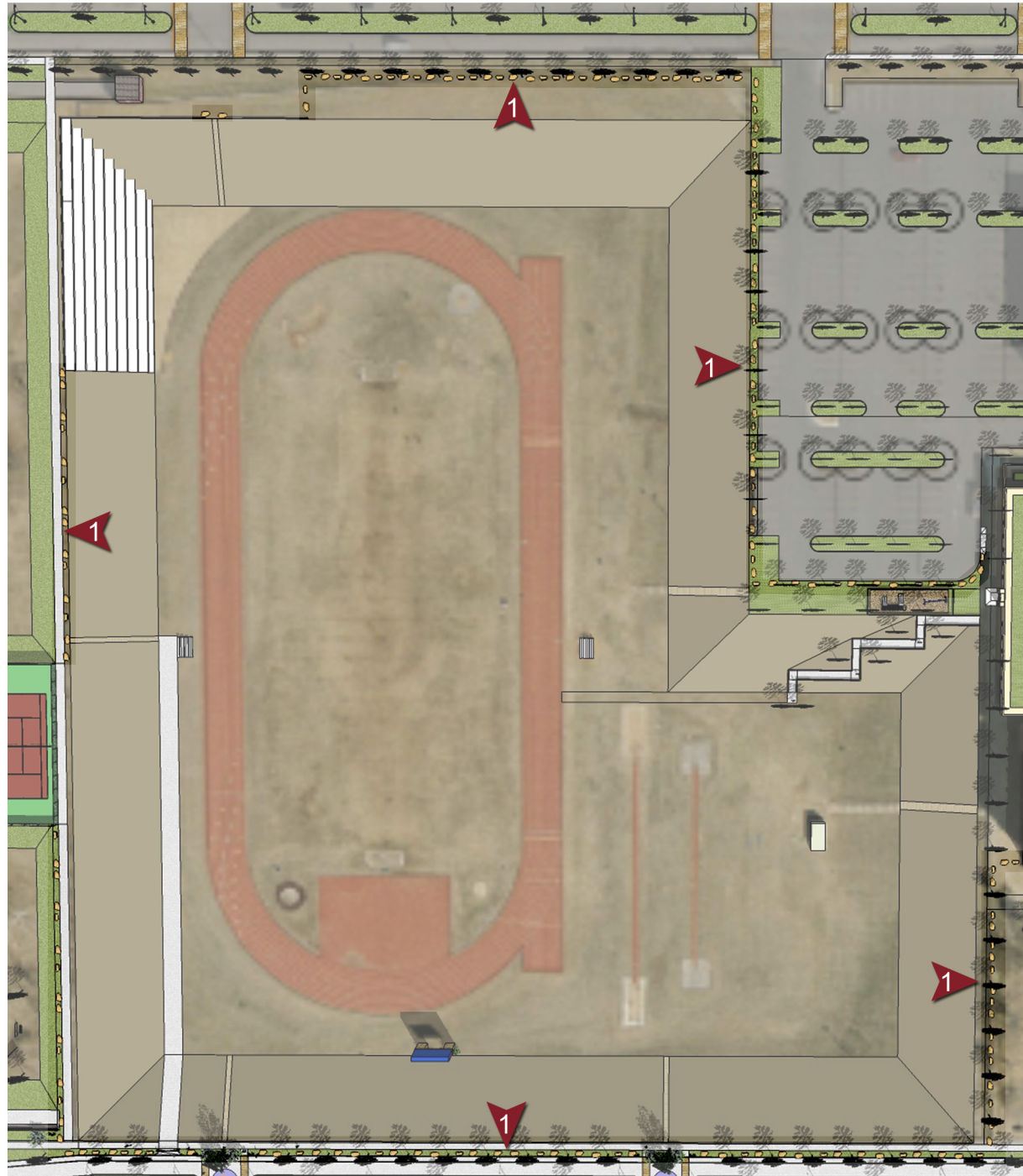


The proposed re-branding benefits are that the traffic medians would be used as a Traffic Calming Device. The traffic medians would incorporate crosswalks to slow traffic around the high school and park to create a more walkable community. Landscaping the traffic medians will help restore the green space that was lost when the road was installed. Landscaping that is designed specifically for areas that are susceptible to drought, which is typical for traffic medians, is known as Xeriscaping. This type of landscaping will be incorporated into the traffic medians to minimize the need for watering and maintenance. Buffalo Love Grass is a lush grass that will grow in Tulsa, Oklahoma which requires minimal watering and no trimming. Sedum, Liriope, and other native Oklahoma plants grasses, and wildflowers that require very little water or maintenance will be planted to create vibrant colors for the traffic medians. Intermingled along the traffic medians in the variety of plants and grasses will be community designed sculptures and LED Solar lights that have been incorporated for safety and sustainability. The traffic medians will create the focal point for a sustainable green project in the surrounding community. Re-greening efforts throughout the park, school campus and neighborhood will also help beautify and create a healthier environment. In addition to adding the traffic medians, sidewalks and crosswalks would be removing fence barriers this will reinforce paths that are commonly used to promote exercise and healthier lifestyles in the community. The addition of boulders and trees create an attractive natural landscape that will protect pedestrians and public areas from vehicles. Signage is used as visual landmarks to identify and beautify the high school and neighborhood helping to blend the two together.

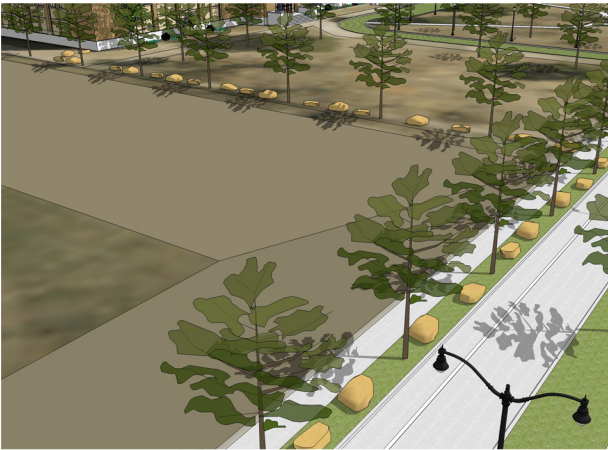


Track and Detention Area Fence Removal Recommendations

Prepared by - Travis Eslick, Assoc. AIA



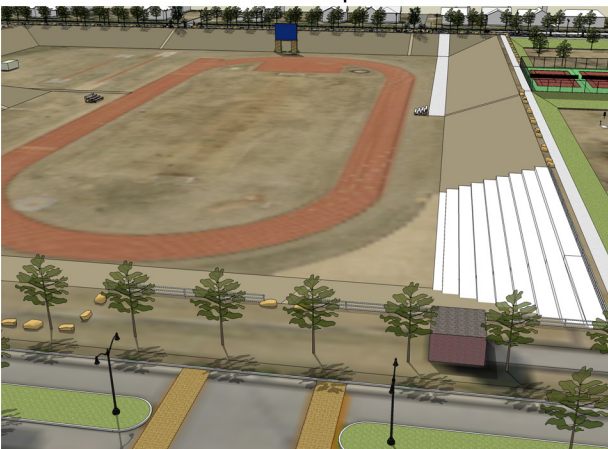
Example of Aerial for Removed Fence Recommendations



Example of Removed Fence



Example of Removed Fence



Example of Removed Fence

1 Removal of the fence would provide the significant impact for beautification and encourage the community to use the facilities promoting a healthier lifestyle. Replacing this barrier with boulders and trees will enhance the area while protecting pedestrians from vehicles and shade from the sun.

The trees and boulders will also keep out cars which was the reason for the fence when it was installed. There has been several cars that have crashed through the fence causing inconsistent repair and maintenance which creates more of an eyesore. The boulders would stop cars from entering the detention area and examples of this recommendation can be seen all over Tulsa. The boulders would also provide seats for students and neighbors waiting for a ride or to sit and read under a tree.



Aerial of Fence Area



Vehicular Gate in Disrepair



Fence Barrier to Pedestrians



Poor Fence Repair and Maintenance



Poor Maintenance of Vegetation Growth



Garbage Collects Along Fence

Turner Park Recommendations

Prepared by - Travis Eslick, Assoc. AIA

It is Recommended that the community center be demolished to allow for more sustainable amenities to be added to the park. A list of amenities was generated from community input. Like items have been grouped together and amenities combined to summarize the information gathered from the neighborhood meeting.

- The combined priorities are listed below.
- (27 votes) Rock and Bolder Terrace on Hill Amphitheater / Landscaping
 - (24 votes) Replace Building with Green Space / Multi Purpose Plaza
 - (24 votes) Refurbish Existing Tennis Courts
 - (22 votes) Lighting Around the Park.
 - (20 votes) Championship Disk Golf Course.
 - (22 votes) Splash Pad / Water Fountain Feature
 - (13 votes) Skate Board Ramps (Not Allowed in Public Parks Due to Noise and Liabilities)
 - (11 votes) Add Asphalt Trails for Walkers / Joggers
 - (10 votes) Restrooms (City Policy Not to Open Restrooms in Public Parks)
 - (8 votes) Playground and Shade Structure with Rubber Surface
 - (8 votes) Upgrade Existing Ball Field
 - (5 votes) Drinking Fountains



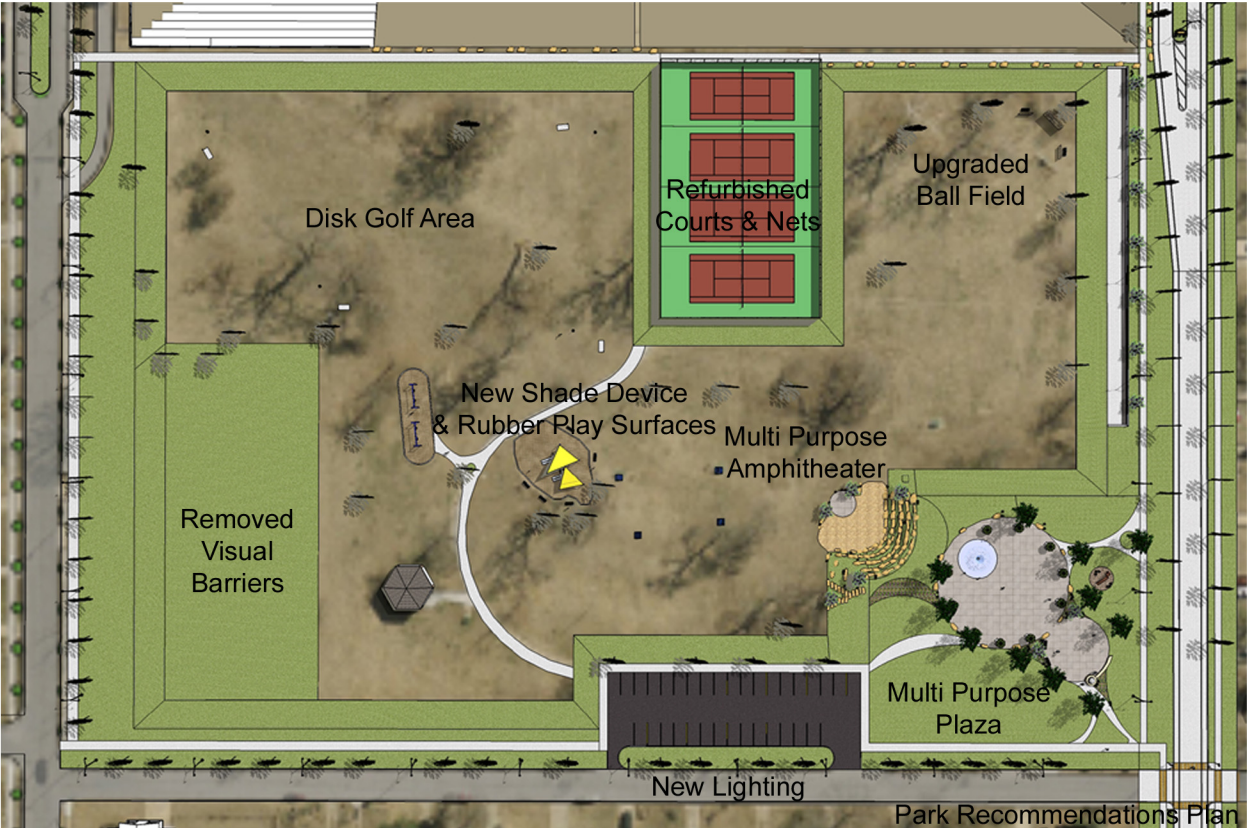
View of Multi Purpose Plaza



View of Multi Purpose Amphitheater



View of New Shade Device, Rubber Play Surfaces, Seating, & Disc Golf



Park Recommendations Plan

Re-Branding a Nationally Recognized Historic School through Community Reinvestment

Prepared by - Travis Eslick, Assoc. AIA



Nets \$305 x 4 = \$1,220
Pulleys & Reels \$90 x 8 = \$720

Area Patched by Community

Will Roger’s High School Varsity coach Lance Pillstrom practices with his tennis team in Turner Park August-May weather permitting. He says that his students would not be able to play in other high schools tennis programs. Other school coaches will not coach students that haven’t had private lessons. Against these schools in a tournament last year Roger’s students took third placed. Zach the Tennis Captain has recently worked with coach Pillstrom to get racquets donated by Holland Hall. Coach Pillstrom, Zach, and the Rogers Tennis Team will be writing and calling the Tulsa Parks Department to get the nets back that were taken down recently by the city.

2008 RS Means National Building Construction Data used for estimates.
(Costs include 20% contingency for the Tulsa regional area cost adjustment.)

“Complete court with fence, etc., asphaltic concrete, min. \$34,000 and max. \$42,200”
(2008 RS Means)

When 2 or more tennis courts are combined there is a reduction in cost due to shared court perimeters. Four combined courts would have a reduction in cost. Without this reduction four (4) brand new courts would cost approximately, \$136,000 (4 courts min.) to \$168,800 (4 courts max.).

2008 RS Means Data shows the courts could be repaired, resurfaced, new vinyl fencing, vinyl painted fence posts, new nets, and hardware for \$85,133.90. This budget is less than a 1/3 of the 2002 Third Penny Sales Tax for Capitol Improvements which allocated \$359,000 for Turner Park.

Itemized Cost Data
Preparing Old Courts and Resurface 24,000sf x 1.74 sf = \$41,760
Colored sealer, acrylic emulsion (3 coats) @ 0.78 sf x 24,000sf = \$18,720
Section of Concrete to be Cutout and re-poured 150sf @ \$100 sf \$15,000
Repair 30lf fence @ \$40.53lf = \$1,215.90
Replace Wire Fence with Vinyl Coated Fence 44csf @ \$99.50csf = \$4,378
Replace Fabric 44csf @ \$40.00csf = \$1,760
Paint Fence Poles with Vinyl coating @ \$1.58sf x 100sf = \$1,580
Nets @ \$305 x 4 = \$1,220 with Pulleys & Reels @ \$90 x 8 = \$720
Total = \$85,133.90 (No Tax on City Projects)

Both the Neighborhood and school would benefit from renovated courts. Having four courts allows 16 people to play at one time. Four court capacity is needed for tennis lessons to be taught at Turner Park.



Turner Park Tennis Courts Fence and Sign



Turner Park Tennis Courts Resurface



Turner Park Tennis Courts Repair Area



Turner Park Tennis Fence Repair Area



Turner Park Tennis Wind Mesh Repair Area

Park Visual Barrier Recommendations

Prepared by - Travis Eslick, Assoc. AIA



Recommendations for Visual Barrier In and Out of Turner Park

1 Remove Community Center to open views into the park.

2 Remove houses, fence, and vegetation to open views into the park

3 Remove houses, fence, and vegetation to open views into the park

4, & 5 On 4th Place between Jamestown and Will Roger's Field House a rain water retention area berm blocks views in and out of Turner Park. This isolates the park from the neighborhood and creates security issues in the park. Having direct visual access in and out of the park would create a sense of security with eyes on the street and into Turner Park

Recommendation is to remove community center and housing adjacent to the park to open up view from all sides. The removal of this visual barrier will help to secure the park and remove an area that is neglected between the houses and the park.

Houses surrounding the park should look out over the park to have eyes on the park at all times.



Community Center is a Visual Barrier to Park



Rain Water Retention Area Berm



Rain Water Retention Area Berm



Rain Water Retention Area Berm at Street Level



Rain Water Retention Area Looking Over Roger's Track

Community Center Beautification Project

Prepared by - Travis Eslick, Assoc. AIA



This Project was initiated and installed in 2009 when the parks department was trying to reopen the center after it had been closed since 2002. Currently the center is deteriorating and in the main entrance collapsing. The center is in need of over a million dollars in renovations according to estimates from public works presented at a city council meeting. If the center received the the funding to repair the facility it would remain closed due to lack of parks operational expenses. Due to budget cuts and the state of repair the parks department, neighborhood association, and high school are asking that the facility be torn down. Demolition is being recommended for the community center and replaced with items from the neighborhood association planning activity. (See Parks Recommendation Sheet)

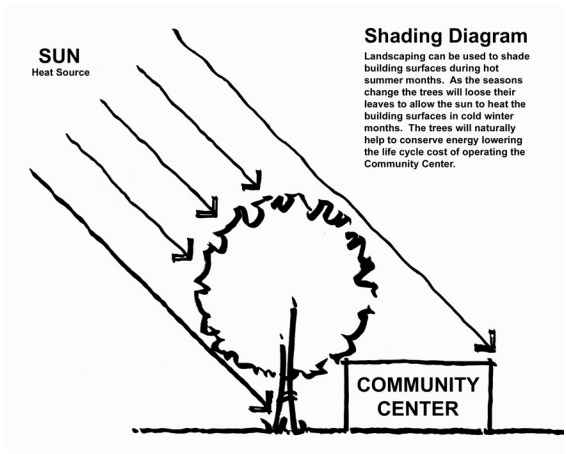
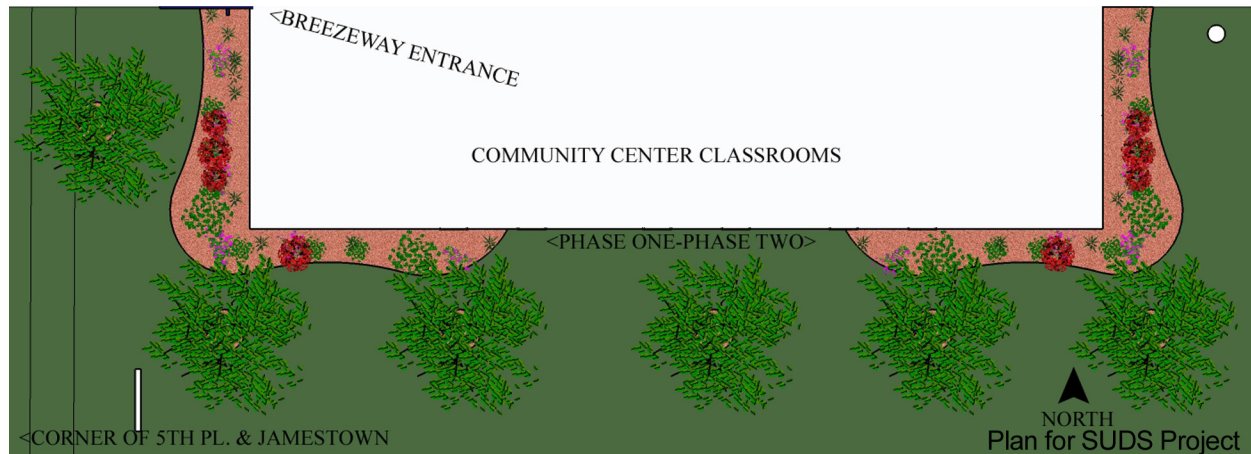
Society of Urban Design Students (SUDS) Community project: \$1000.00
The 2009 Community project was held in Turner Park - 3503 E 5th Pl Tulsa, Ok. 74112
The project consisted of planting trees, shrubs, and flowers on the South side of the community center to provide shading on the facility during hot summer months (this will provide a sustainability aspect to the project), as well as beautify the Park.

Volunteers Benefit
An Independent Sector announced to Volunteer Central of Greater Tulsa the national average estimated value of volunteer time for 2008 was \$20.25 per hour of service.
Project had 10 volunteers @ 4 hours = \$810.00.

Materials Cost
All materials are to be donated to the Tulsa Parks and Recreation Department and Turner Park Community for maintenance of the SUDS Community Project.

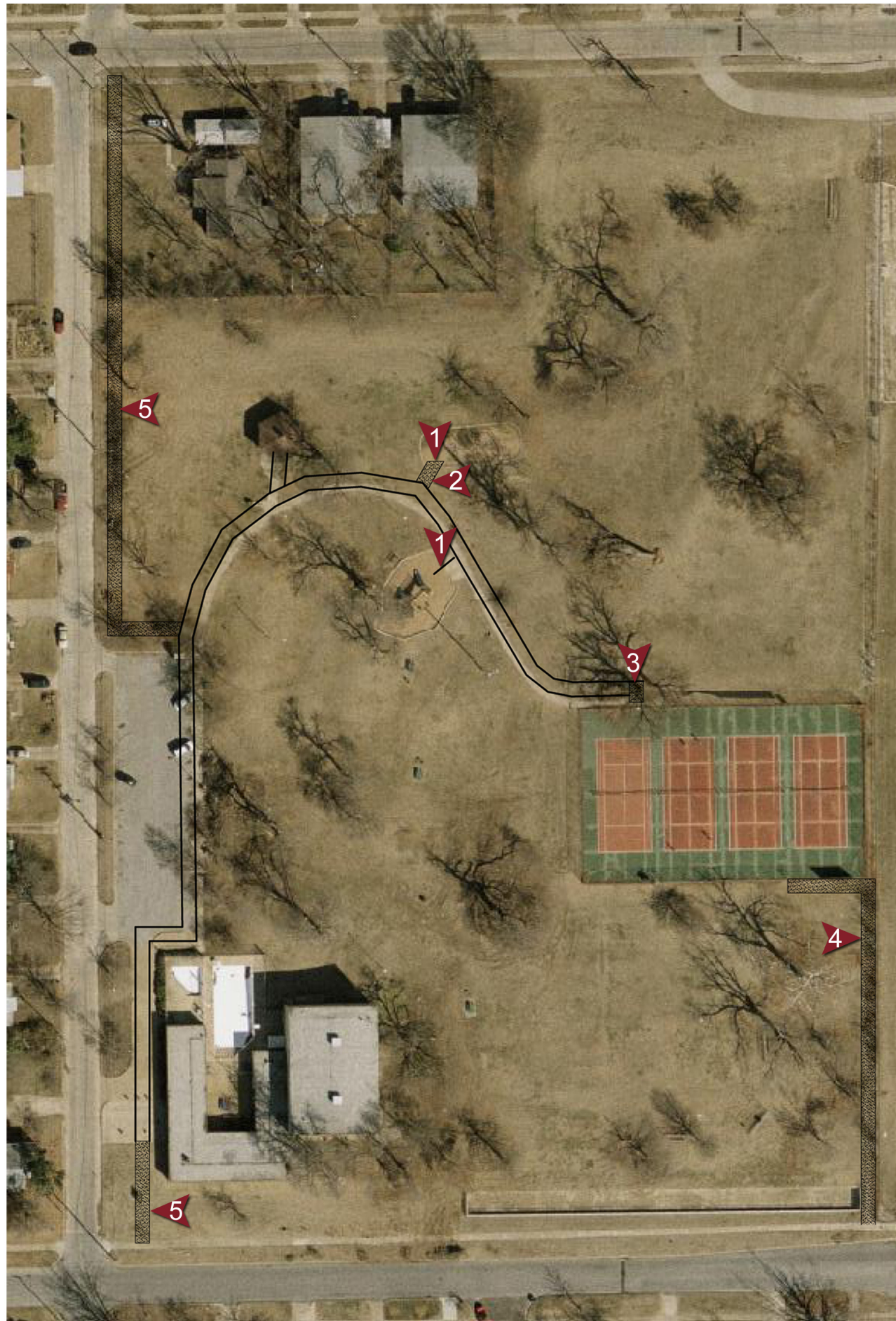
Trees	\$200.00
Shrubs	\$200.00
Flowers	\$150.00
Soil	\$75.00
Mulch	\$150.00
Tree stakes	\$50.00
Edging	\$100.00
Soaker Hose	\$50.00
SUDS Plaque	\$25.00
Total	\$1000.00

Total value of the project \$1,810.00. There was also a social value to the project. It was to build Community Involvement and Public Ownership in the Neighborhood Park to help with revitalization efforts.



Turner Park ADA Analysis and Recommendations

Prepared by - Travis Eslick, Assoc. AIA



Turner Park ADA Recommendations

ADA Issues:

- Change in level.
- No access route.
- No secondary access route.
- Play surface level is to low.
- Best Practices for accessibility.

1. Change in level

The height difference between walkway and tennis court floor exceeds a half inch. (relates to USA Access Board 2004 - Section 303, see Appendix 4)

PROPOSED SOLUTION

Add cement to level out the height difference.

2. No access route

There is no accessible route to the swing set. (relates to USA Access Board 2004 - Section 206.2.17, see Appendix 1)

PROPOSED SOLUTION

Add an access route to the swing set.

3. Large gap

The height difference between the floor of the playground and the walkway exceeds a half inch (relates to USA Access Board, 2004 - Section 303)

PROPOSED SOLUTION

Install Rubberized Safe Surface even with top of curb.

4. No secondary access route

There needs to be a secondary route connecting both ends of the tennis court. (relates to USA Access Board 2004 - Section 206.2.12, see Appendix 1)

PROPOSED SOLUTION

Add a secondary access route to connect both sides of the court.

5. Best Practices for accessibility.

No secondary access route

There needs to be a secondary route connecting both sidewalks. (relates to USA Access Board 2004 - Section 206.2.12, see Appendix 1)

PROPOSED SOLUTION

Install sidewalks to connect existing sidewalks together.

Roger's Track ADA Analysis and Recommendations

Prepared by - Travis Eslick, Assoc. AIA



ADA Ramp Access to Track from New ADA Assessable West Entrance



ADA Ramp Access to Track



ADA Ramp Access to School

Rogers Track ADA Recommendations

ADA Issues:

- No access route.
- No secondary access route.

1. No access route

There is no accessible route to the track. (relates to USA Access Board 2004 - Section 206.2.17, see Appendix 1)

PROPOSED SOLUTION

Add an access route to the track.

2. No secondary access route

There needs to be a secondary route to the track. (relates to USA Access Board 2004 - Section 206.2.12, see Appendix 1)

PROPOSED SOLUTION

Modify existing disabled access to the track and remove gate.

ADA is not available for the Will Rogers High School Track. The current access is not ADA compliant, is locked, and is over 950 feet away from the nearest entrance of the school.

The new ramp is less than 15 feet away from a proposed ADA accessible entrance and less than 30 feet away from a proposed vehicular drop off.



Current Disabled Access



Special Olympians Waiting to Train



Locked Access



Non ADA Ramp

Re-Branding a Nationally Recognized Historic School Through Community Reinvestment

Prepared by - Travis Eslick, Assoc. AIA



Campus Recommendations

- 1 Relocate Metal Storage Shed to #2 Area with new decorative fence to secure equipment and area behind storage shed.
- 2 Relocate ADA entrance to New West Entrance. Install new decorative gatev to secure area from vandalism break ins and loitering.
- 3 Use decorative screening to gate off area to prevent vandalism break ins and loitering behind the school. Create courtyard connection with elevator and stairway to view green roofs.
- 4 Install new decorative fence to secure area from vandalism break ins and loitering. Create courtyard to beautify area and improve views from classrooms.
- 5 Install new decorative fence to secure area from vandalism break ins and loitering. Create landscaped area to beautify area and improve views from ball field. Design in a way to keep people from gathering in corner and out of view from the public. Make public space as visible as possible.
- 6 Create landscaped area to beautify area and improve views from ball field. Design in a way to keep people from gathering in corner out of view. Make public space as visible as possible. Deep corner is hard to see from street and should be designed to be easily seen into corner.
- 7 Remove fence replace with boulders and trees to keep out cars & protect pedestrians



Parking Lot Recommendations

Prepared by - Travis Eslick, Assoc. AIA



1 Install Landscape Islands to reduce large areas of asphalt pavement. Smaller parking areas will keep cars from speeding making it safer for pedestrians. Trees will shade cars and pavement reducing the heat island effect while improving the look of the school. Parking lots are under utilized with less than two thirds full during school and events according to field observations. When school is not in session the expansive lots are not used except by 2 or 3 cars. (See Aerial Photo)

2 Remove parking spaces to allow landscape islands and incorporate play equipment for future school program needs for a day-care facilities

3 New West Entrance safe drop off for ADA access, future day-care, and students.



Open Lot Showing Non-Utilization of Parking

Tracks Form Vehicles Doing Donuts in Lot

Parking Lot During Event

Aerial Photo of Unused Parking

New West Entrance Recommendations

Prepared by - Travis Eslick, Assoc. AIA



New West Entrance with ADA Access and Windows

New West Entrance ADA access safe drop off for students, and day-care. The school dose not currently have an entrance to the school that is ADA compliant. This is difficult to accommodate since the school is on the National Registry of Historical Places. Changing an entrance would require modifying the historical integrity. The West side of the school is one of the least contributing facades to its historical integrity. It was an addition from 1970s and has very little contextual detailing.

The new entry should incorporate a portico similar to that of existing porticos around the school of the same scale. Windows should be incorporated into the facade to allow for natural day-lighting. The windows will also allow views of Downtown Tulsa, Turner Park, Rogers Track and the parking lot. Opening up these views will help to provide security in these areas by allowing people to observe the interactions in those areas.



Fenced Off Old Entrance to Secure Storage and Unsafe Dark Alley Condition



Example of Existing Portico



Existing ADA Ramp



ADA Ramp is Non Compliant at Entrance



Storage to be Placed in Current ADA Entrance



Current West Entrance to Receive New Portico

Front Lawn Recommendations

Prepared by - Travis Eslick, Assoc. AIA



General Recommendations would be to remove older landscaping that is reaching the end of it life cycle or is broken and dying. Original Landscaping was lower than 10 feet with several taller trees. (See Black and White Photo) Front lawn was open and used for school and social activities throughout the day.

- 1 Enhance circle seating area with low landscaping.
- 2 Remove, Relocate, or Bury HVAC unit and chain link fencing from front of building to restore the historical integrity of front building facade of the school.
- 3 Remove, Relocate, or Bury HVAC unit and chain link fencing from front of building to restore the historical integrity of building facade of the school. If unit can not be moved use screening material & keep within the historical character of the original architecture.
- 4 Remove broken/dead/dying trees and replace with new landscaping.
- 5 Maintain and enhance student gardens.
- 6 Lower Historical Marker. Recommend imbedding it in concrete pedestal or removed. Historical Plaque is on the entrance of the building. Remove Large green shrubs and replace with lower landscaping.
- 7 Remove, Relocate or Burry plumbing equipment and box.



Freshman Academy Recommendations

Prepared by - Travis Eslick, Assoc. AIA



Freshman Academy
General Recommendations for the Freshman Academy are to Landscape the building walls to blend the building into the landscape to conceal it from view. The landscaping of the building will provide for the sustainability goals for the school. (See Freshman Academy Recommendations continued)

- 1 Condensing units block views and multiple corners create make walking uncomfortable for pedestrian not being able to see what is behind a dark corner.
- 2 Another dark corner behind a dumpster and dugout creating low visibility of the north side of the freshman academy which creates unsafe areas for pedestrians.
- 3 Dumpsters taking up a large area of parking on a prominent corner for the school without proper screening. Recommend relocating dumpster to rear of school with other dumpsters.
- 4 Walkway Canopy does not fit into context of the schools architecture. Planting Green roof on walkway would help connect to the landscaping and sustainability goals.
- 5 Roof suitable for photovoltaics; structural studies needed for green roof application.
- 6 Maintain and Enhance Student Gardens.
- 7 All side of the Freshman Academy are large blank walls which are suitable for green wall applications.
- 8 Parking lot has poor drainage. Recommend Natural Grass lawn with concealed parking pavers under grass.



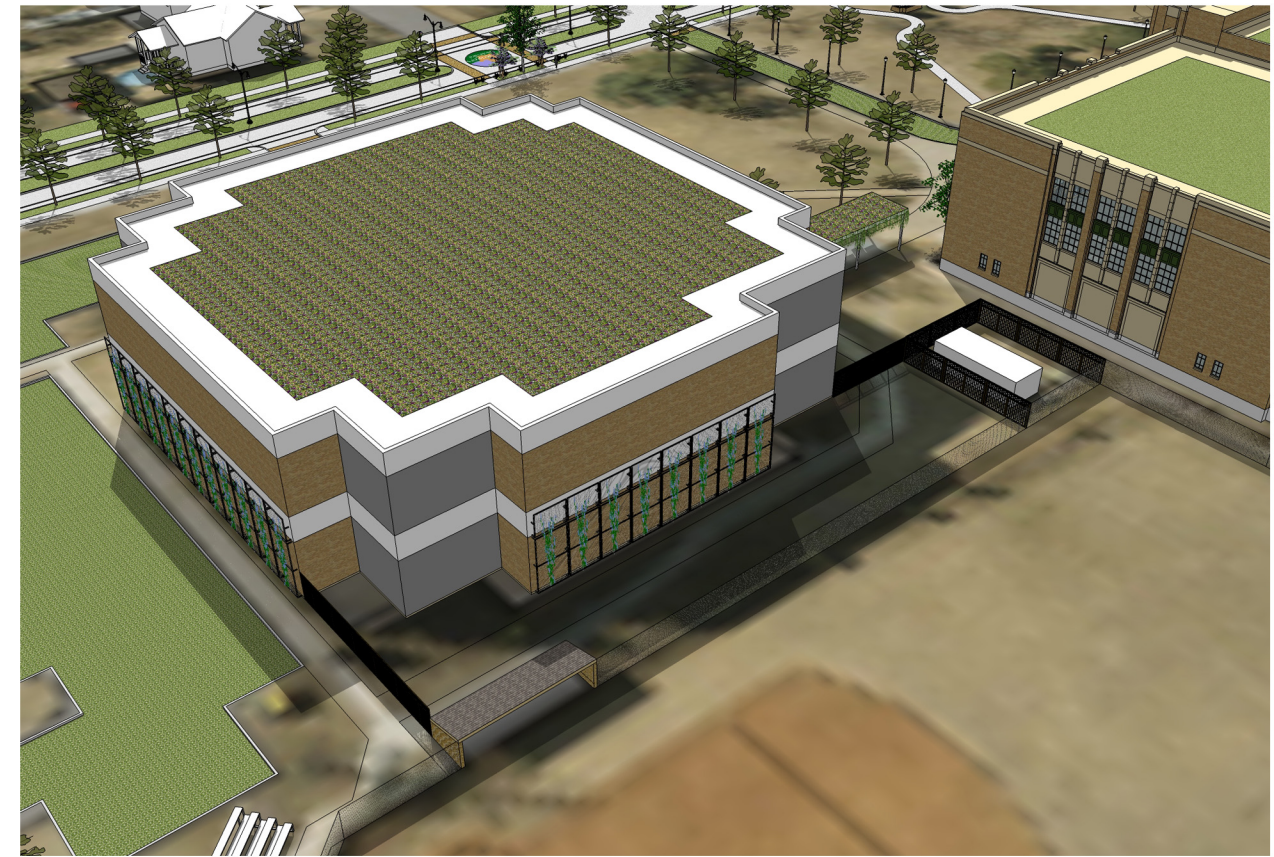
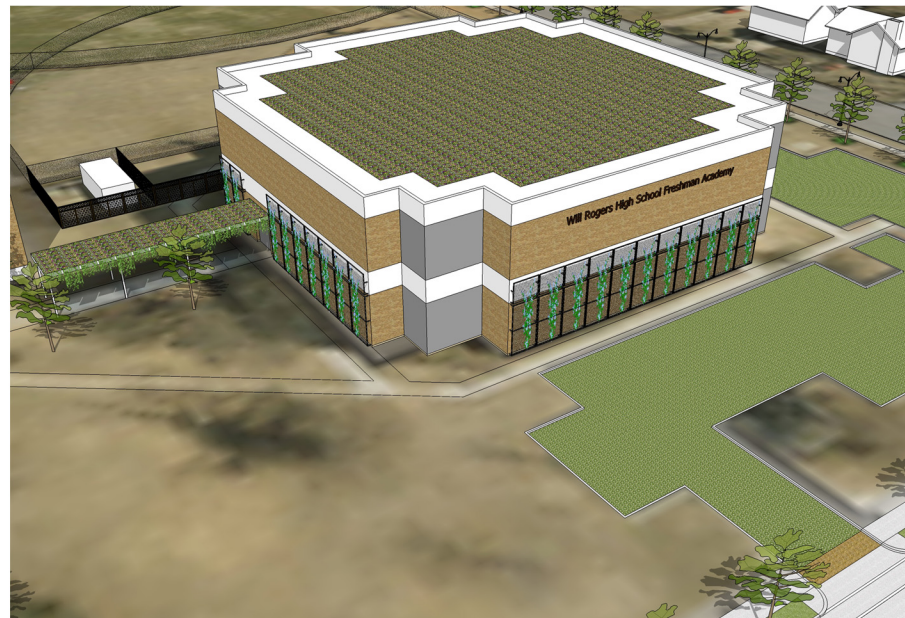
Freshman Academy Recommendations

Prepared by - Travis Eslick, Assoc. AIA



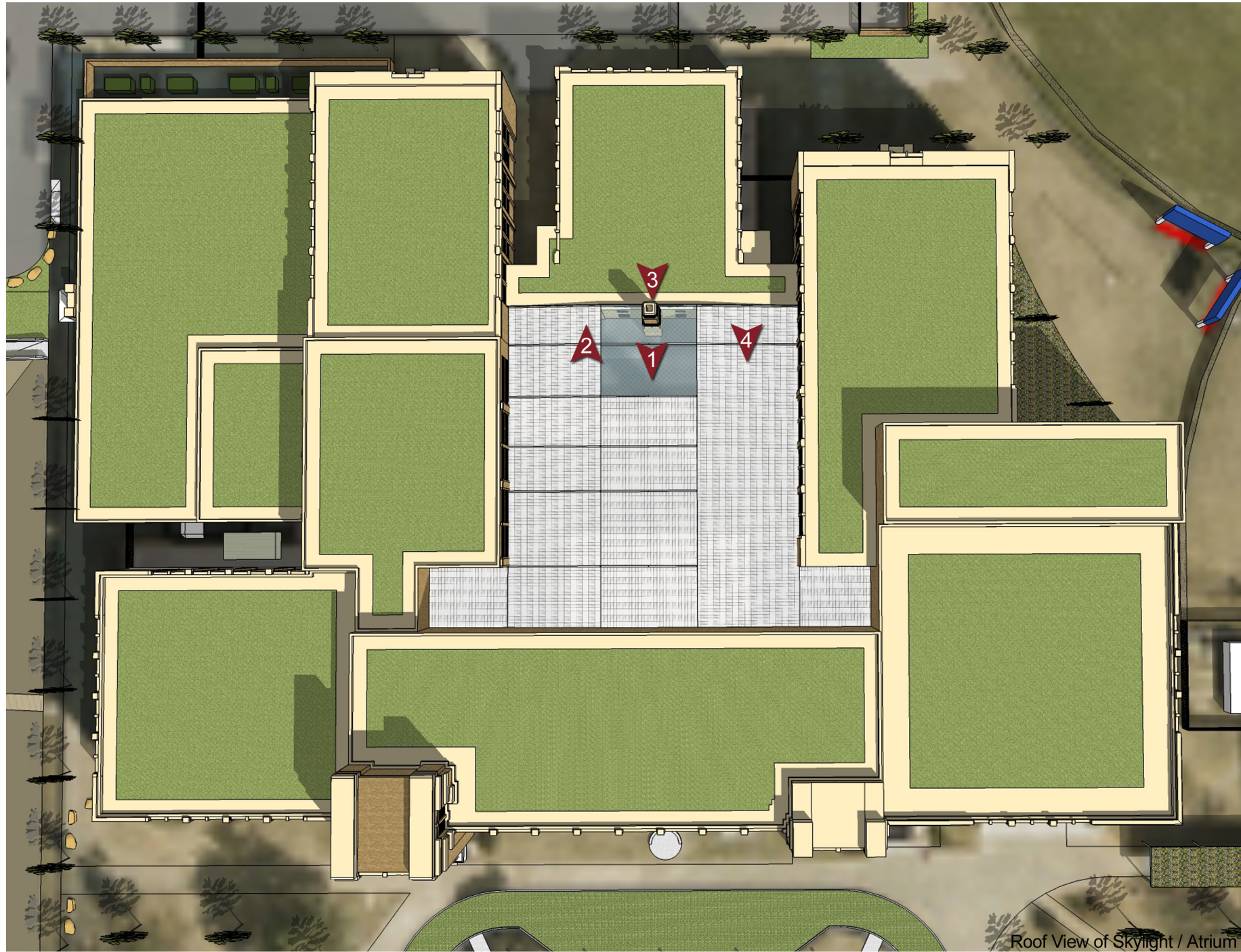
The recommendations for the freshman academy would be to remove the building and replace the front lawn of the school. Since the removal of the building is not likely it is recommended that the building take on the vegetation that was lost by installing green walls and roof. This will mitigate the impact the modern building has on the site while achieving the schools goals of being more eco-friendly and “Green”.

Some of the benefits of the green wall systems are that they provide insulation, habitats for small ecosystems as well as beautify the building. The Parking lot is also been replaced with concrete pavers that allow grass to grow through restoring the lawn to a more natural state. The also creates on site water retention for the school reducing storm water run-off.



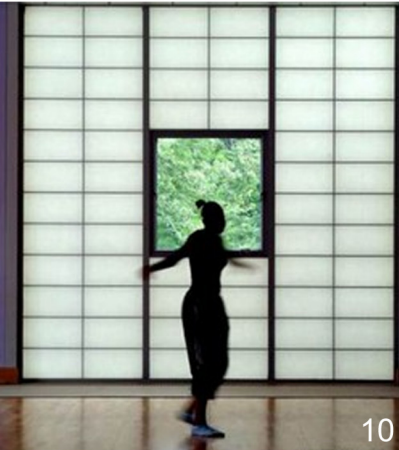
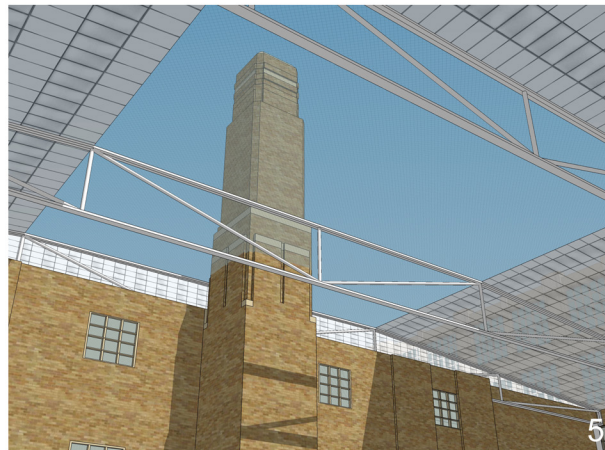
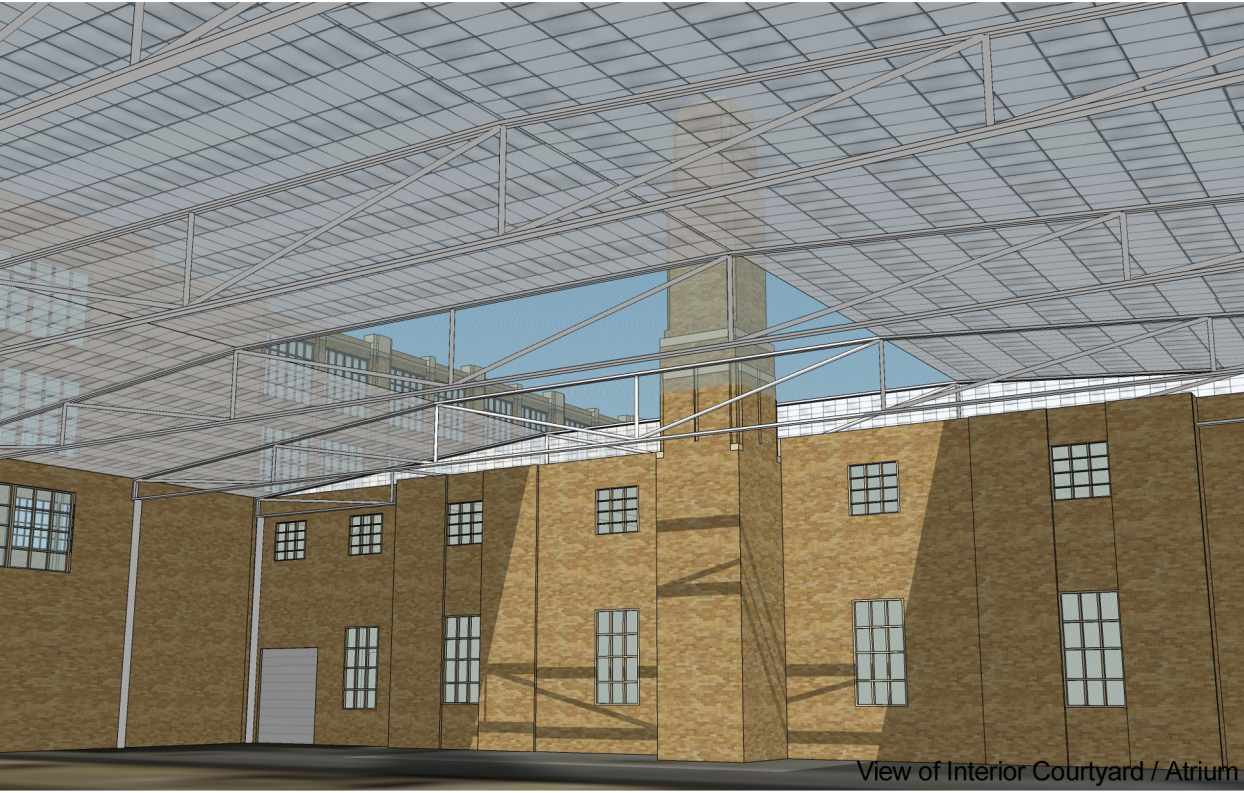
Cafeteria Addition Recommendations

Prepared by - Travis Eslick, Assoc. AIA



General Recommendations is to skylight the Interior Courtyard with Nanogel Kalwall with a glass skylight around the chimney to allow views of the monolith. This material allows light to enter a space without the heat transfer from the sun. This would allow natural day-lighting for the cafeteria without adding walls to the existing historical building facades. The skylight would also preserve views of the art Deco chimney that is very well detailed.

- 1 Skylight for views of chimney
- 2 Exposed Stairs under skylight see photo 6.
- 3 Exposed Chimney
- 4 Nanogel Kalwall Skylight./Atrium
- 5 View of Chimney through Skylight
- 6 Existing stairs exposed to weather covered by new atrium
- 7 Views of Interior Courtyard and Chimney
- 8 Views of Interior Courtyard
- 9 Views of Interior Courtyard Wing
- 10 Example of Nanogel Kalwall with glass.



Community Mural Competition

Prepared by - Travis Eslick, Assoc. AIA



Community Murals

The idea of creating murals for the community is to hopefully create positive interactions between the different members of the community. Implementing the murals should help to enhance the community. The mural competition is also a way in which to build community involvement. The community working together to develop designs for the murals will provide interaction between the Will Rogers High school, Turner Park Neighborhood and The City of Tulsa.

Murals can be found all across our world communicating powerful messages both positive and negative. One method that Will Rogers High School plan to use to communicate the vision is the development of murals in Turner Park and around the campus that depict messages of hope that are possible through education and learning.

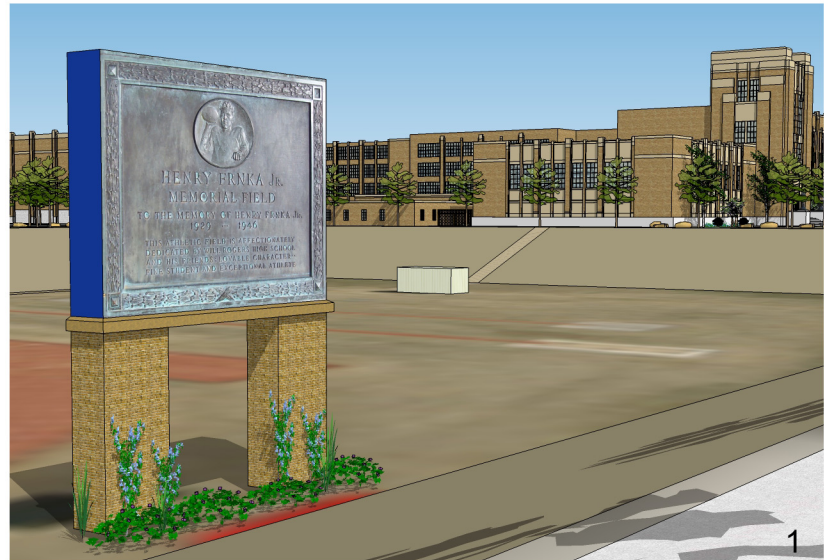
A possible Community Mural Partnership could be through University of Tulsa art director Chuck Tomlins has also expressed interest in the community and is the artist of record for the only piece of public art in the neighborhood located in Turner Park. It is the hope of Will Rogers High school, Turner Park Neighborhood, and The University of Tulsa to build a partnership to enhance the area with community involvement and activities.

1 Example of mural design shows Henry Franka Jr for whom the field was named. It is recommended that his name be incorporated into the design to commemorate the dedication.

2 Will Rogers Boulevard Mural would enhance the streetscape improvements and create an icon for the athletics field.

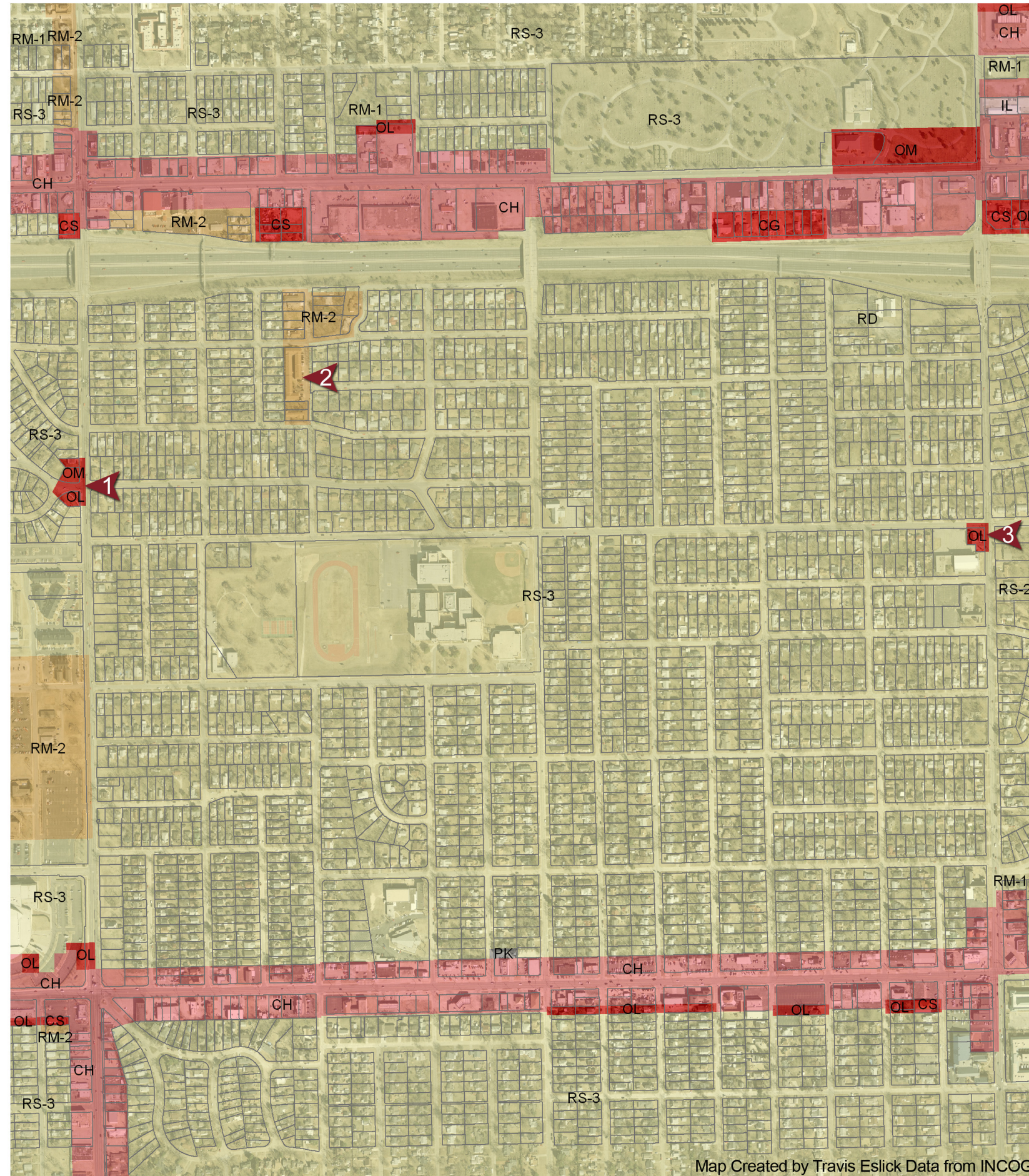
3 Ball Field Murals would enhance the campus and would be visible to students in classroom settings and back parking lot.

4 Concession Stand Mural is in place and placed on a highly visible corner. Efforts to help beautify this corner and mural such as landscaping and building improvements would greatly benefit Will Rogers and Roper Road Improvements.



Zoning Change Recommendations

Prepared by - Travis Eslick, Assoc. AIA



The neighborhood analysis found that some areas within the neighborhood boundaries were generally zoned to allow commercial or higher density housing than needed or supported by the market. Rezoning of these areas to be in conformance with the master plan is important and should be aggressively pursued by both the City and the landowners. The TMAPC should be in the proactive role of facilitator in implementing these recommendations and encouraging landowner's participation. Generally, rezoning should be owner-initiated, with the INCOG staff encouraging and assisting the owners in the process and waiving the filing and processing fees where appropriate, or such rezoning could be initiated at the direction of the City Council. This rezoning process will aid in neighborhood stabilization as it will ensure that redevelopment is single-family residential.

1 University of Tulsa

Gateway signage located on landscaped lawns. No other structure on the parcels zoned OL - Office Light and OM - Office Medium. Recommend down zoning to RS-3 to fit into context of surrounding zoning.



2 Apartments Complex

These 16 parcels are the only Multi-Family Residential in the square mile RM-2. Majority of the parcels have RS-3 Single Family Residential structures not suited or constructed for multiple family residence.. Recommend requesting a Down Zoning of parcels from Rm-2 to RS-3 to fit into the surrounding context. 9 existing Single Family Houses are located on the on RM-2 Parcels with 2 Vacant Lots. Only 5 lots of the 16 have run down Multi family housing existing on the parcels.
(See Enlarged Zoning Change Recommendations)



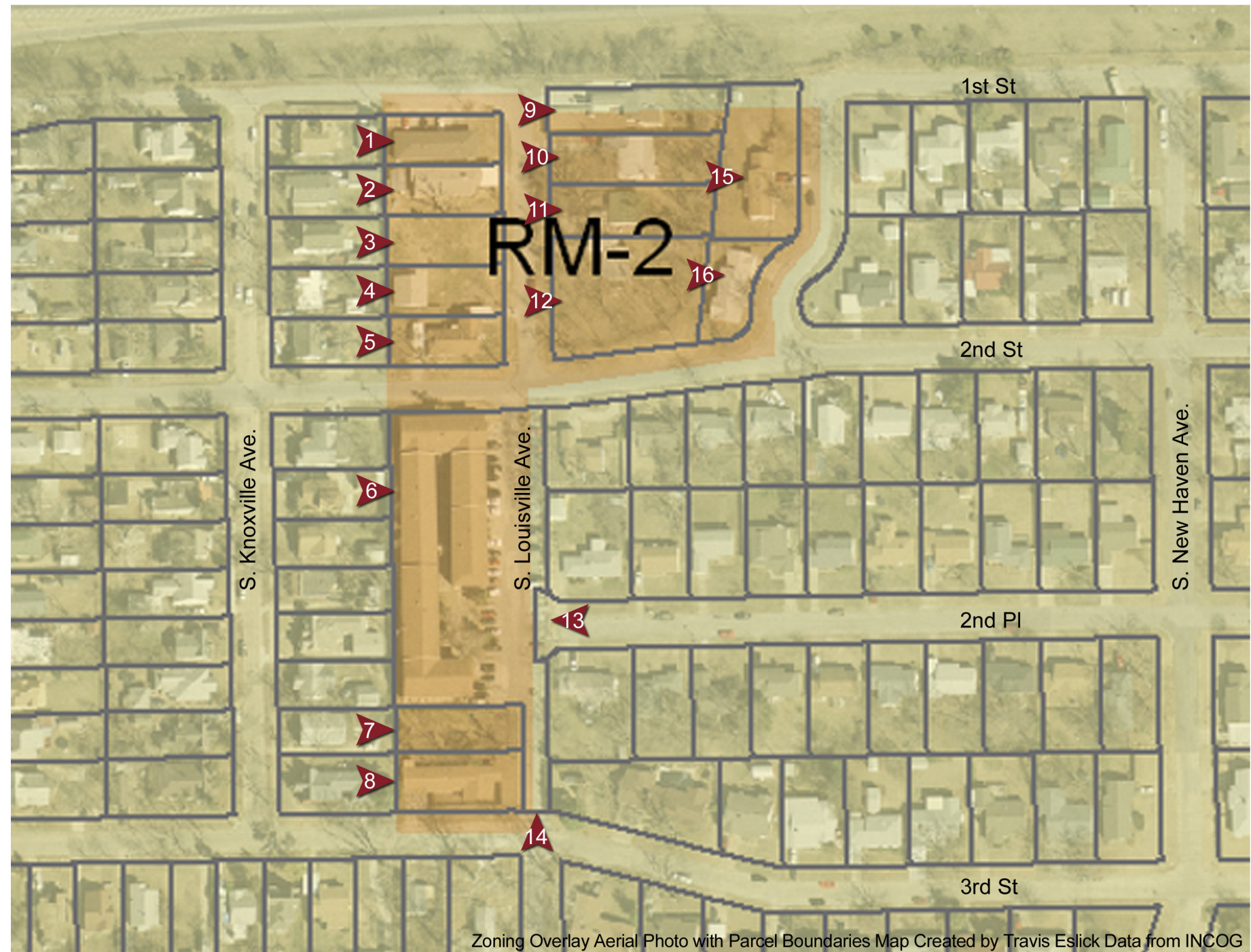
3 Gas Station – 4th and Yale

The Gas Station is the only Commercial business on Yale between I-244 and 11th. Request a Down Zoning of parcel to fit into the surrounding context. Zoned for Office Light - OL use with variances on the parcel. Rogers has had continual problems with this gas station selling students alcohol and tobacco. As a major entrance for the school and neighborhood the Gas station is not the appropriate use for this parcel.



Zoning Change Recommendations - Enlarged

Prepared by - Travis Eslick, Assoc. AIA



Zoning Overlay Aerial Photo with Parcel Boundaries Map Created by Travis Eslick Data from INCOG

It is recommended that rezoning from Multi Family to Single Family Residential will help to protect and preserve the original neighborhood planning. In keeping in context with existing use so parcels will match the surrounding single family residence dwellings. There are no other Multi Family Dwelling units in the square mile. The majority of housing in the enlarged area shown were originally constructed for Single Family Residences, and most likely do not meet current building codes for Multi Family residences. Further investigation need to confirm code compliance.

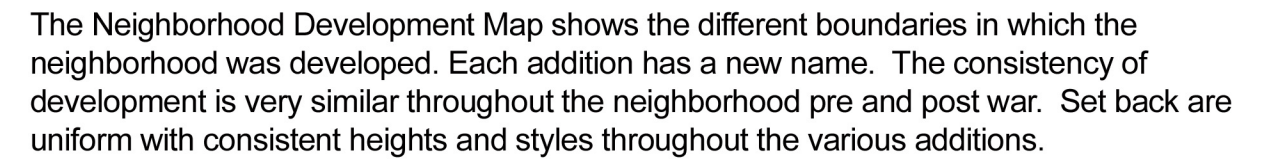
Parcel Information

- 1 Multi Family Dwelling (Down Zone)
- 2 Single Family Dwelling (Rezone)
- 3 Vacant Lot (Rezone)
- 4 Single Family Dwelling (Rezone)
- 5 Single Family Dwelling (Rezone)
- 6 Multi Family Housing (Down Zone)
- 7 Vacant Lot (Rezone)
- 8 Multi Family Housing (Down Zone)
- 9 Single Family Dwelling (Rezone)
- 10 Single Family Dwelling (Rezone)
- 11 Single Family Dwelling (Rezone)
- 12 Single Family Dwelling (Rezone)
- 13 Dead End Intersection (Open Street)
- 14 Street Parking Lot (Create Street)
- 15 Single Family Dwelling (Rezone)
- 16 Single Family Dwelling (Rezone)

PlaniTulsa professional recommendations issued in 2009 shows that the majority of Tulsans would like neighborhoods to be protected and preserved as Single Family Residences. "Tulsa's original single family neighborhoods will continue to be among its most vital assets. They will be preserved in this new vision, and where needed, revitalized."



Prepared by - Travis Eslick, Assoc. AIA



The map was provided by Tulsa's Fix Our Street Bond Issue Website
<http://www.fixourstreetslive.com/Projects-Map/Default.aspx?Image=4015.jpg&Zoom=1>

Re-Branding a Nationally Recognized Historic School Through Community Reinvestment

Prepared by - Travis Eslick, Assoc. AIA

Capacity Building

The purpose of the project is to build capacity and create solutions for the current built environment problems. Building capacity for the community to fix the current problems could be achieved through community reinvestment, involvement, and grant processes. The current built environment falls short of providing for the community and should be enhanced to create a better sense of place.

Thriving Cities use Smart Growth Initiatives that put the needs of existing communities first. By guiding development to already built up areas, money for investment in transportation, schools, libraries, and other public services can go to the communities that have inadequate public services and low levels of private investment. It is also critical for preserving what makes so many places special – attractive buildings, historic districts, strong neighborhoods, and cultural landmarks.

The typical grant proposal, presents a plan for addressing community needs or solving some societal problem, this capacity-building proposals present a plan for addressing internal needs for the community itself. That’s a particular challenge. The project is careful to avoid a self-indicating proposal. Not to show a difference between the school and neighborhood, but as a community as a hole. Not to inadvertently raises questions about how your community came to have these needs, but to focus on what will help the community to enhance its qualities and strengthen the liveliness that already exists.

Capacity-building grants can sometimes negatively label communities that find themselves at a point of critical growth or change. The fact that the community has reached that point reflects well on the progress that has been made overall. The project is to show some of the steps that the community has made and willing to make to stimulate progress. Building upon those successes and funding is what is needed to help sustain the progress.

Summary

Summary of results
The community in general wants to make the area a better place to live, work, go to school and provide better amenities to accomplish these goals. (See Recommendations)

Statement of conclusions
A variety of community involvement projects are being created to bring the community closer together and work towards implementing, and accomplishing their common goals. The re-branding project is to help focus the community in ways which create manageable projects that can be accomplished by the community.

Additional purpose of this analysis is to help guide future efforts for development and implementation of the Neighborhood Master Plan for the Turner Park Neighborhood in Tulsa, Oklahoma. The analysis is a product of interested residents, business owners, surrounding schools, and city officials.

Turner Park Neighborhood Association Mission Statement
The mission of Turner Park Neighborhood Association (TPNA) is to maintain and protect the integrity of the neighborhood, as well as restore, enhance and improve its qualities. TPNA encourages communication with our neighbors, area businesses and schools, and city officials by providing a forum for the discussion of issues, ideas and solutions as they relate to the area within TPNA's boundaries.

Re-Branding a Nationally Recognized Historic School Through Community Reinvestment

Prepared by - Travis Eslick, Assoc. AIA

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Appendix - Stakeholders

Prepared by - Travis Eslick, Assoc. AIA

Turner Park Neighborhood Association

TPNA Present Officers List

- President – John Harris
- Vice President – Francis Bevel
- Secretary – Samantha
- Co-Treasurer– John Harris
- Co-Treasurer- Angela

TPNA Past Officers List

- President – Chris DeBon
- Vice President – Travis Eslick
- Secretary – Angela Odell
- Co-Treasurer– Scotty Pesky
- Co-Treasurer- Cary Levy

TPNA Past Officers List

- Past President - Cynthia Brumbaugh
- Past Vice President - Larry Brumbaugh
- Past Secretary – Roger Fridley
- Past Co-Treasurer– Scotty Pesky
- Past Co-Treasurer– Cary Levy

Past President - Darla Carey (Was very involved not presently.)

Involved Neighborhood Residents

- Shane Bevel – District Forum
- Eric Proctor - State Representative, eric@ericproctor.com
- Jennifer DeBon - Alert Neighbors

Neighborhood Associations in Proximity

- White City – President - Jeff Wheeler
- Kendal Whittier
- Fair Heights
- Fair Park
- Sequoia

Rogers High School

- Principal, Lyda Wilbur Will Roger’s High School
- Principal's Assistant is Sherry Cruce
- Kevin Burr, Head of School Reform for T.P.S.
- Community Liaison, Kim Piper
- Caleb Starr
- Melissa Venable
- Julie Johnston, Art Teacher, Murals

Tulsa University

- Bob Shipley – Physical plant
- Mike Mills – Associate Dean of Students – Coordinates University and Community Engagements
- Chuck Tomlins – Art Director – Turner Park Sculpture

11th Street Business (Route 66)

Merchant Association “CHAMPS” College Hill Association of Merchants and Professionals

6 Churches

- Braden Park – Pastor Daryl 4739 E 5th St Tulsa, OK 74112
- Yale Avenue Presbyterian – Rita Wilson 510 S. Yale Ave Tulsa, OK 74112
- First Adventist Church – Bill Ernhart 920 S. New Haven Ave Tulsa, OK 74112
- Community Garden, Amy Lee
- In the Sprit – Sherin Corwin Willis, 409 S. Pittsburg Ave Tulsa, OK 74112
- Offered Use of Facilities for Neighborhood Meeting
- St. Luke’s Episcopal Church – Janice Steil, 4818 E 9th St. Tulsa, OK 74112
- Glad Tidings Christian Church - Contact, 38 S. Vandalia Ave Tulsa, OK 74112

City of Tulsa

- Mayors Action Line - 596-2100
- Cassandra Love Neighborhood Liaison 596-1292 (Cathy Hill, Manager)
- INCOG 584-7526 - Kurt Bickle – Maps
- Public Works – 918-596-7752 – Paul Zachary – 596-9565 – Charles Hardt
- Historic Preservation Commission – Amanda DeCort 576-5669 – Ed Sharar 576-5675
- District 4 Representative – Eric Gomez (Past) / Maria Barnes, 918-596-1924 Dist4@tulsacouncil.org
- Up with Trees – Steve Grantham -steve@upwithtrees.org
- Glen Sams - Neighborhood Signage
- Gary Schellhorn– Special Projects Design gschellhorn@cityoftulsa.org

Tulsa Police Department

- Major Paul Williams, Division Commander - Uniform Division North - pwilliam@ci.tulsa.ok.us
- Corporal David Crow - dcrow@ci.tulsa.ok.us - He is the Corporal in charge of the School Resource Officers
- Corporal David Crow - dcrow@ci.tulsa.ok.us - He is the Corporal in charge of the School Resource Officers for Uniform Division North which includes our neighborhood
- Captain Eric Dalgleish - edalgleish@ci.tulsa.ok.us - Has helped with traffic issue in the recent past
- Chief Gary Rudick - grudick@tulsaschools.org or rudicga@tulsaschools.org
- He is in charge of the Tulsa Public Schools Police

Turner Park - 3503 E. 5th Pl. Tulsa, Ok. 74112– Parks Dept. 918-596-7275

- Lucy Dolman – Interim Parks Director- Manager of Community Centers 918-596-2490 (O) – 918-520-0831 (cell) – ldolman@cityoftulsa.org
- KT - Turner Park Community Center - Manager – 918-669-6658
- Gary Shelhorn - 596-9565
- Jim Lowe - Public Works Parks Maintenance - 857-5645 (Cell) 591-4248 (Office)
- Jackie Bubenik Land. Arch. - 918.596.2543(O) 918.639.7105 (C) - jackiebubenik@ci.tulsa.ok.us
- Joe Robberson - Engineering (Plans) - 918-596-7868 - jrobberson@ci.tulsa.ok.us
- John Actman – Scope of Work – 596-7868
- Parks Customer Service, Karen Gillis 918-596-7275 tulsaparks@cityoftulsa.org
- Horticulturist for Tulsa Parks Maureen Turner – 284-9017- mturner@cityoftulsa.org
- Turf Management – Scott Vanloo - Up w/ Trees– 591-4340 - svanloo@cityoftulsa.org
- Street Maintenance – 918-596-9711 - Sherlly
- Mike Battenfield – Supervisor of Maintenance
- David Zeconie – Forestry – Horticulturist

TULSA BEAUTIFICATION FOUNDATION MATCHING GRANT PROGRAM

I. WHAT IS THE TULSA BEAUTIFICATION FOUNDATION MATCHING GRANT PROGRAM?

The program, sponsored by Tulsa Beautification Foundation (TBF), is designed to assist neighborhood and homeowners' associations registered with the City of Tulsa or registered non-profit organizations. Grants will fund various beautification projects by providing a dollar for dollar match for other locally-raised funds. A specific project should give neighborhood-based and charitable organizations incentive to raise funds, build partnerships with businesses, and cultivate the spirit of volunteerism and community support needed to complete a project. This process is designed to help groups complete a project dedicated not only to the improvement of their own lives, but also to the improvement of quality of life for all of Tulsa.

Proposed projects must:

- improve/beautify a city neighborhood or public space through a physical improvement
- involve neighborhood and community residents
- have long-standing, sustainable benefits
- be located in a city neighborhood or public space
- have the necessary plans before starting the improvements
- provide a maintenance plan for the upkeep of the completed project

II. WHO CAN PARTICIPATE IN THE PROGRAM?

Your organization is eligible to participate in the program if it meets the following criteria:

- it is a neighborhood/homeowners association registered with the City of Tulsa or a registered non-profit organization
- it represents a specific geographic area and not the entire city and
- it is located within the Tulsa city limits

Private businesses and individuals **are not** eligible to submit an application, but eligible organizations are encouraged to generate support and partner with them in planning and completing a project.

III. HOW DOES THE MATCH WORK?

TBF will match dollar for dollar (\$1:\$1) the funds raised by a grantee organization. As a part of the matching requirement, volunteer hours, valued at \$16.19/hr, may account for up to 35% of

the match by the applicant organization. In addition, donated materials to complete the project may also be used in calculating the applicant match.

IV. WHAT TYPE OF PROJECTS CAN BE FUNDED AND WHAT ARE THE BASIC REQUIREMENTS?

The program helps pay for physical improvements that provide tangible benefits to the community outside of just aesthetic improvements. The program will **not** pay for on-going operation or maintenance, such as upkeep of landscaping or repairs to monument signs. The applicant organization must identify how the organization will fund and maintain the project in the future. **In addition, work conducted by a professional contractor is discouraged unless otherwise necessary. However, if a professional contractor is used, three (3) bids for services must be included with this application.**

Projects may require permits or permissions from the City of Tulsa, the Tulsa Parks Department and/or a utilities company if located in a public park, right of away, etc. Depending on the project, there may be additional requirements as well. **It is the applicant organization's responsibility to check on all requirements for their particular project. As a result, winning grant applications will be reviewed by the City of Tulsa's Development Services to ensure the application includes proper planning to obtain all the necessary permits and permissions if applicable before beginning the project. Therefore, a project will be subject to inspection by the City and/or the Parks Department to ensure the work is compliant with the permitting requirements.**

V. HOW TO APPLY

The attached application must be filled out with information about the organization and a project description.

VI. WHEN MAY PROJECTS BE STARTED AND WHAT IS THE PROJECT COMPLETION DATE?

In order to take advantage of this program, a project may be started only after the application has been approved by TBF. An application will only be considered if it is completed fully and all of the required, applicable documentation is attached. The Fall application must be postmarked or emailed by October 16 and the Spring application must be postmarked or emailed by March 1. All project work should be completed within approximately ninety (90) days after receiving notification as an awarded applicant. Project deadlines may be extended on a case by case basis upon request to TBF.

VII. HOW ARE FUNDS DISBURSED TO GRANTEES?

The organization's grant application must be approved by TBF's grant committee. An approved application serves as a notice to the organization to proceed with the project. Once the project is

completed, the City will conduct an inspection to verify the work. When verification is finished and a complete itemized list of expenses with receipts/invoices is submitted, the matching grant reimbursement to the organization will be processed. Reimbursements in full amount of the approved matching funds will be made within 30 calendar days of inspection and final approval. **No reimbursements for eligible expenses will be made if such expenses occur before an application is approved by the TBF grant committee.**

VIII. WHO TO CONTACT AND WHERE TO SEND APPLICATION

For questions contact either Kurt English at the City of Tulsa, 596-7596, kenglish@cityoftulsa.org; or Josh Miller at the Tulsa Beautification Foundation, 591-2426

Applications can be mailed or emailed to: Tulsa Beautification Foundation
Attn: Josh Miller
7030 S Yale, Suite 600
Tulsa, OK 74136
Email: josh@gkff.org

Tulsa Beautification Foundation Matching Grant Program
Project Application

Please print or type. Answer each question briefly. You may use one additional 8 1/2” by 11” sheet to complete your answers. Be sure to number the question/answer on the extra sheet. If the question does not apply to your project, put N/A (not applicable).

Part I
General Information

Name of organization: Turner Park Neighborhood Association

Describe the general location of your organization and attach a 8 ½” by 11” boundary map:

E. Admiral Pl. on the North to E. 11th St. S. on the South; and S. Harvard Ave. on the West to S. Yale Ave. on the East

Application contact person: Travis Eslick

Address: Zip:

Phone (day): (evening): Same

Title of project: Streetscape Master Plan

Local monies raised /to be raised by organization: \$

TBF match requested: \$

Total project cost: \$

Qualifying Information for Organization

1. Please list the organization’s current officers, names, and titles:

- John Harris, President
- Samantha Marshall,Vice President
- Frances Bevel, Secretary
- John Harris, Tressure
- Scotty Peskey, Tressure

2. List any of the organization’s committees and/or chairpersons for this project.

- Travis Eslick, TBF Committee Chairman
- Shane Bevel, Committee member

Part II
Qualifying Information for Projects

1. Briefly describe the project and attach any applicable plans or schematic designs:

The “Streetscape master plan” is a community grass roots effort. The community consists of residential neighborhoods, high school, park, churches, universities and businesses. It is the hope of the surrounding community to replace large sections of harsh street pavement in the community with sustainable landscaped traffic islands to slow traffic, also re-green the community, and create a more walk able and healthier lifestyle place to live.

Some benefits of the proposed Streetscape master plan are that it would be used as a traffic calming device. The traffic islands and crosswalks will slow traffic around the high school and park to create a more walk able community. Landscaping the traffic islands and sidewalks will help restore the green space that was lost when the road was installed. Re-greening efforts will also help beautify and create a healthier environment. Landscaping that is designed specifically for areas that are susceptible to drought, which is typical for traffic islands, is known as Xeriscaping. This type of landscaping will be incorporated into the Traffic islands, Turner Park and Will Rogers High School to minimize the need for watering and maintenance. Buffalo Love Grass is a lush grass that will grow in Tulsa, Oklahoma which requires minimal watering and no trimming. Sedum, Liriope, and other native Oklahoma plants and grasses that require very little water or maintenance will be planted to create vibrant colors for the Streetscape master plan. In the variety of areas along the Streetscape master plan plants and grasses with community designed sculptures and LED Solar lights will be incorporated for safety, sustainability, and visual appeal. The Streetscape master plan will create the focal point for a sustainable green project in the surrounding community.

In addition traffic islands, sidewalks and crosswalks have been added and removing fence barriers will reinforce paths that are commonly used and promote exercise and healthier lifestyles in the community. The addition of boulders and trees creates an attractive natural landscape that will protect pedestrians and public areas from vehicles. Signage is used as visual landmarks to identify and beautify the high school and neighborhood helping to blend the two together.

2. Briefly describe the benefits of the project to the community:
Please refer to Part II Question #1 - Also, this project will also involve the community to a great extent with numerous volunteer hours and hard work to get the Streetscape master plan completed. The plan at this stage is conceptual and we hope there will only have to be slight adjustments made. We are also partnering with Up with Trees, and University of Tulsa to accomplish the Streetscape master plan.

3. List the physical address or location of the project (attach a location map):
Between East 4th Place & East 5th Place between S. Harvard Ave. and S. Pittsberg Ave.

4. Have you researched the required permits and permissions needed to complete the project?

If ‘yes,’ please explain what permits and permissions you think you will need.
If ‘no’ or “n/a,” please explain.

YES NO Not Applicable

We are currently working with Susan Neal and Cheral Crossland to make the appropriate arrangements.

5. Does your project require upkeep/maintenance beyond the grant period?

If ‘yes,’ please attach a detailed maintenance plan (i.e. funding, volunteers, etc.).
If ‘no,’ please explain why not.

YES NO

We are creating a community partnership for future maintenance that involves Turner Park Neighborhood Association, Will Rogers High School, Up with Trees, Local Churches, Businesses and Volunteers of Tulsa.

6. PROJECT BUDGET:

A. Description: list each resource needed to complete the project
B. Quantity: list the amount/quantity of each resource needed
C. Cost per item: list how much each item costs
D. Total cost: calculate total cost (B x C)

Description: (A)	Quantity: (B)	Cost per item: (C)	Total cost: (D)
Boulders	500	\$75	\$37,500
Trees	200	\$50	\$10,000
Lights	40	\$2,500	\$100,000
Plants	100	\$25	\$2,500
Signs	20	\$75	\$1,500
Monument Signs	4	\$3,000	\$12,000
Murals	3	\$500	\$1,500
Removal of fence	2,800lf	3lf	\$8,400
TOTAL:			\$

Organization’s volunteer hours match: _____ hours x \$16.19/hr= \$_____

Organization’s dollars raised: \$_____

TBF requested match: _____

PART III
Certification by Organization

By signing this application, we certify that the information contained in this application is true and correct to the best of my/our knowledge. We also agree to comply with the requirements of the Tulsa Beautification Foundation Matching Grant Program, and we certify that the completed project will not materially deviate from the plan submitted in this application.

President/ Board Chair

Name: _____

Signature: _____ Date: _____

Project Manager

Name: _____

Signature: _____ Date: _____

APPLICATION CHECKLIST

- Completed application
 - Copy of organization’s registration w/city or IRS Determination letter
 - Minutes of board approval to submit application
 - Location map of project
 - Written authorization of property owner (if applicable)
 - Required permits/permissions plan (if applicable)
 - Three quotes from contractors (if applicable)
 - Plans or schematic designs for project
- _____

The city's park system is at a significant crossroads, officials say.

Should it continue down the path of investing capital dollars into recreation centers and pools closed for nearly a decade that it can't afford to open and operate?

Or, is it time for officials to rethink Tulsa's park and recreation structure with the focus on developing a sustainable system that meets the individual needs of the changing neighborhoods?

"I think anytime government suggests change it is difficult, but this is a discussion that the city and the public need to have," said Susan Neal, the mayor's director of community development.

The neighborhood surrounding Turner Park at 3503 E. Fifth Place, directly west of Will Rogers High School, is the first to have such a discussion, but not without some contentiousness from a handful of residents and City Councilor Maria Barnes.

The Turner Park Neighborhood Association majority wants to revamp Turner Park with low-maintenance passive amenities to enhance the area.

Among the group's ideas are framing the park with decorative lighting similar to the University of Tulsa's, and installing a splash pad, a walking path, additional playground equipment, tennis court upgrades and picnic shelters.

The group is recommending the city raze the rundown recreation center and junior pool, both of which have been basically closed for eight years with the exception of a special-use day camp and pool opening donation for one summer.

Last week, Barnes said she was against removal of the center and ordered Neal and Park Director Lucy Dolman to stop encouraging neighborhoods to favor demolishing them.

Barnes said she and others fear that once the recreation center is gone it will never come back.

Demographic needs
Turner Park Neighborhood Association President John Harris said the city officials only offered options. He said the group was told that the city could fix the center's air-conditioning with the dedicated \$300,000 in the 2006 third-penny sales tax, but the city still didn't have the operational funds to open it.

The total cost of repairs to the Turner center and pool is estimated at \$1.3 million, records show. It also cost \$175,000 a year for the city to staff a recreation center.

Harris, who lives in the home where he grew up across the street from the park, said the closed recreation facility has become an eyesore affecting the safety and property values of the neighborhood, which is undergoing a renaissance.

The center's nooks have become napping spots for vagrants, and the center's exterior a canvas for graffiti, he said.

Harris said that even if the city could open the center, it doesn't fit the neighborhood demographics of mostly older people, single young professionals and couples not yet having children or with very young children.

Turner Park is a good example of where, perhaps, a city's recreation center no longer benefits the surrounding neighborhood, he said.

Harris, director of recruiting for Tulsa Public Schools, said when most of the recreation centers were built 30 to nearly 50 years ago, Tulsa's student population was about 80,000.

"It's now about 40,000 due the exodus to the suburbs, so you can't but conclude that park usage must be very low in some areas," he said. "It just makes no economic sense to dump money into centers that can't open and-or are not supported by adequate usage."

Harris said the city should reposition its resources and invest in those city centers where there is use and "a need for quality programing to keep kids off the streets, and then repurpose the others into sustainable, valuable parks."

Neal agreed, noting that is the crux of the discussion that needs to take place, especially with the upcoming receipt of the Parks Master Plan due at the end of March.

Barnes disagrees, saying the economy will turn around and there will be funds to once again refurbish and operate all the centers.

Dwindling park funds
The Park Department funding woes, however, are not directly tied to the current budget crisis. Instead, the crisis is just the impetus to bring the longtime declining park budget to a head, Neal said.

Since 2002, various City Councils have approved reducing the Park Department's operational budget and staff by more than half.

Despite the cuts, the elected officials have expected the Park Department to continue to operate its aging infrastructure — 21 recreation centers and 21 pools.

The city has \$15 million in capital dollars earmarked for park facilities, Neal said.

"So when there is a discussion on spending these capital dollars on facilities that we can't afford to operate, we need to be judicious in our decisions because the Fix the Streets package voters recently approved absorbs all of the city's capital funding through 2014," she said.

"Absent any new dedicated revenue stream for operations and capital investments, we aren't going to have any additional dollars anytime soon for the parks," she said.

Neal said there also is talk that the next capital package will be solely focused on streets.

"If that occurs, parks will not be getting any capital money until 2020. That should give us pause in how we invest these park funds."

Recent closures
The recent budget cuts forced the Park Department to close seven centers by the end of March to help the city balance its budget by June 30.

Of the total recreation centers, 11 are nonoperational, including the seven set to close and were only open by partnerships with private entities.

The partners paid no rent and were only responsible for liability insurance, pest control and janitorial services until last September, when they were required to pay the utilities, of which many couldn't afford.

Prior to then, the city had paid utilities and everything else including minor repairs as issues arose, Dolman said.

Also, controversy has erupted over the years between the neighborhood and private entities operating the centers "for providing only niche programming and not being open to the general public," Neal said.

The average cost to the city over the past three years to keep those seven centers open is about \$160,000 and capital cost to the city on those facilities to date is nearly \$500,000, records show.

Dolman said it also costs the city even when recreations centers are closed and city is paying minimal maintenance and utilities, which vary per site. The average for a small center, such as Turner Park, is about \$8,600 a year, records show.

Of the city's 21 pools, 16 are not operational. Many of them were last opened in 2002. For many of the pools to open, it is not just a matter of throwing a little money at them, Neal said.

A previous cost analysis to just get water in three junior pools in north Tulsa indicates a price tag ranging from \$430,000 to \$500,000, she said.

The city analysis also indicated that \$52 million will be needed to address just roof and maintenance for all park-related structures over the next 20 years, Neal said.

Park budget comparisons
Tulsa — 21 centers, 21 pools, \$9.4 million budget
Oklahoma City — 24 centers, 6 pools, \$23 million budget
Little Rock, Ark. — 5 centers, 3 pools, \$11 million budget
Wichita, Kan. — 10 centers, 11 pools, \$14 million budget
Tulsa's Parks
135 parks
6,000 acres of green space
21 recreation centers
21 pools
Zoo and Oxley Nature Center
Centers built in 1950s through 1970s

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Re-Branding a Nationally Recognized Historic School Through Community Reinvestment

Prepared by - Travis Eslick, Assoc. AIA