

IMAGINING WHITTIER SQUARE

By Camila Coronado
2021-2022

OUUDS
The University of Oklahoma Urban Design Studio

This architectural rendering depicts a proposed urban design for Whittier Square at night. The central feature is a large, symmetrical brick archway structure. Each side of the archway contains a square clock face and a small, illuminated rectangular platform. Above the archway, a tall, grid-like structure displays the phrase "TODAY IS A good DAY" in glowing neon script. The square is paved with light-colored stone tiles and includes several planters with green grass and pink and yellow flowers. Pedestrian infrastructure is shown, including a crosswalk with white stripes, a traffic light pole with a yellow pedestrian signal, and a person in a wheelchair crossing the street. A person is also shown riding a bicycle. The scene is set against a dark blue sky with silhouettes of trees in the background.

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This architectural rendering depicts a proposed urban design for Whittier Square at night. The central feature is a large, symmetrical brick archway structure. Each side of the archway contains a large, illuminated clock face and a sign that reads "WHITTIER SQUARE". Above the archway, a neon sign displays the phrase "TODAY IS A good DAY" in a stylized, glowing font. The square is paved with light-colored tiles and includes several planters with greenery and pink flowers. Pedestrian infrastructure is shown, including a crosswalk with white stripes, a traffic light, and a pedestrian crossing sign. A person in a wheelchair is crossing the street, and a person is riding a bicycle. The background shows trees and a clear night sky.

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2021-2022

OUUDS
The University of Oklahoma Urban Design Studio

THE UNIVERSITY OF OKLAHOMA
GRADUATE COLLEGE

IMAGINING WHITTIER SQUARE

A PROFESSIONAL PROJECT

SUBMITTED TO THE GRADUATE FACULTY

in partial fulfillment of the requirements for the

Degree of

MASTER OF URBAN DESIGN

By

Camila Coronado

Norman, Oklahoma

2022

IMAGINING WHITTIER SQUARE

A PROFESSIONAL PROJECT APPROVED FOR THE
URBAN DESIGN STUDIO
CHRISTOPHER C. GIBBS
COLLEGE OF ARCHITECTURE

BY

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ACKNOWLEDGMENTS

First, I would like to give thanks to Jessica Jackson Seay and Sydney Alison for giving me the opportunity to work with Kendall Whittier Main Street non-profit organization. Without your constant help, I would not have had a project to work on. I would like to also thank all Kendall-Whittier's businesses and neighbors who allowed me to share my project's ideas and promote the Photovoice Activity.

Next, I would like to acknowledge my Director and mentor, Shawn Schaefer, and thank him for the constant support throughout the program and the knowledge shared with me. Also, a huge thank you to my classmates for the experience we shared during the OU Urban Design program and encouragement they gave me which made the experience of attending an American university incredible.

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I also want to thank Greg Warren, PLA, who taught Landscape Architecture for Urban Designers and gave me feedback about my design ideas and CIP process.

Last but not least, I would like to show my appreciation to my family. My parents and grandmother in Buenos Aires, Argentina for their constant support and motivation via text or videocalls; and my husband and his family for their local support.



6 Corner of Admiral Boulevard and South Lewis Avenue looking into Whittier Square's public parking lot

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INTRODUCTION

Key Term List

Some or all of the following terms you might already know but others may not be familiar to you. Even if you are familiar with them you may not recognize how I utilize them in this report. That is why I decided to do this list so everyone who reads this report will be using the same vocabulary.

- Alley:** a narrow street between or behind buildings.
- Beautification:** the action of improving the appearance of a place.
- Branding:** the promotion of a particular product or company by means of advertising and distinctive design.
- Collage:** a combination or collection of various things.
- Courtyard:** an unroofed area that is completely or mostly enclosed by walls of a large building.
- Façade:** the face of a building, especially the principal front that looks onto a street or open space.
- Farmers' Market:** a food market at which local farmers sell fruit and vegetables and often meat, cheese, and bakery products directly to consumers.
- Food Truck:** a large vehicle equipped with facilities for cooking and selling food.
- Gateway:** a means of access or entry to a place.
- Main Street:** a comprehensive organizational framework for commercial district revitalization. It empowers, transforms, and enhances a community.
- Micro unit:** a small studio apartment, typically less than 350 square feet, with a fully functioning and accessibility compliant kitchen and bathroom.

- Non-Profit organization:** a legal entity organized for a collective, public or social benefit where no part of the organization's income is distributed to its members, directors, or officers.
- Off - Street Parking:** parking a vehicle anywhere but on the streets. Usually parking facilities like garages and lots.
- On - Street Parking:** parking a vehicle on the street, anywhere on or along the curb of streets.
- Pavilion:** a structure usually with open sides that is used as a place for entertainment or shelter in a park.
- Photovoice:** a participatory photographic research method. It asks neighbors to take photographs that represent their individual perspectives and lived experiences. Narratives or stories explaining the significance of the pictures can be attached to the photographs, but all efforts are used to maintain confidentiality among research participants and researchers when results are shared with broader audiences.
- Plaza:** a public square, marketplace, or similar open space in a built-up area.
- Rendering:** a three-dimensional image or animation that shows the attributes of a proposed architectural design.
- Urban Element:** for the purpose of this project, it will mean any aspect or element of the physical or built environment. Including but not limited to streets, sidewalks, trees, signs, buildings, streetlights, and murals.

INTRODUCTION

Project Statement

Since the end of World War II, cities in the United States have been designed prioritizing vehicular transportation and leaving pedestrians second. When I moved to Tulsa in 2019 from Buenos Aires, Argentina, I noticed oversized parking lots, which are being underused and almost empty. In Tulsa's neighborhoods the car is a central protagonist and is always needed to access most daily activities.

Whittier Square at the corner of Lewis Avenue and Admiral Boulevard is today a free public parking lot with the potential to be much more. Events are held in the parking lot occasionally sponsored by Kendall Whittier Main Street (KWMS) nonprofit organization. For example, the After Five Event is held every second Thursday of the month from May to October where half of the parking lot transforms into a pop-up park. After the events, the Square goes back to its usual function, a space just for cars.

There is a clear design opportunity to transform Whittier Square into a 24/7 space for people to enjoy and not for cars to park. Whittier Square could be the beginning of a bigger project in the district: a collage of urban elements including but not limited to parks, plazas, sidewalks, courtyards, gateways, signs and streetlights.

Design Approach

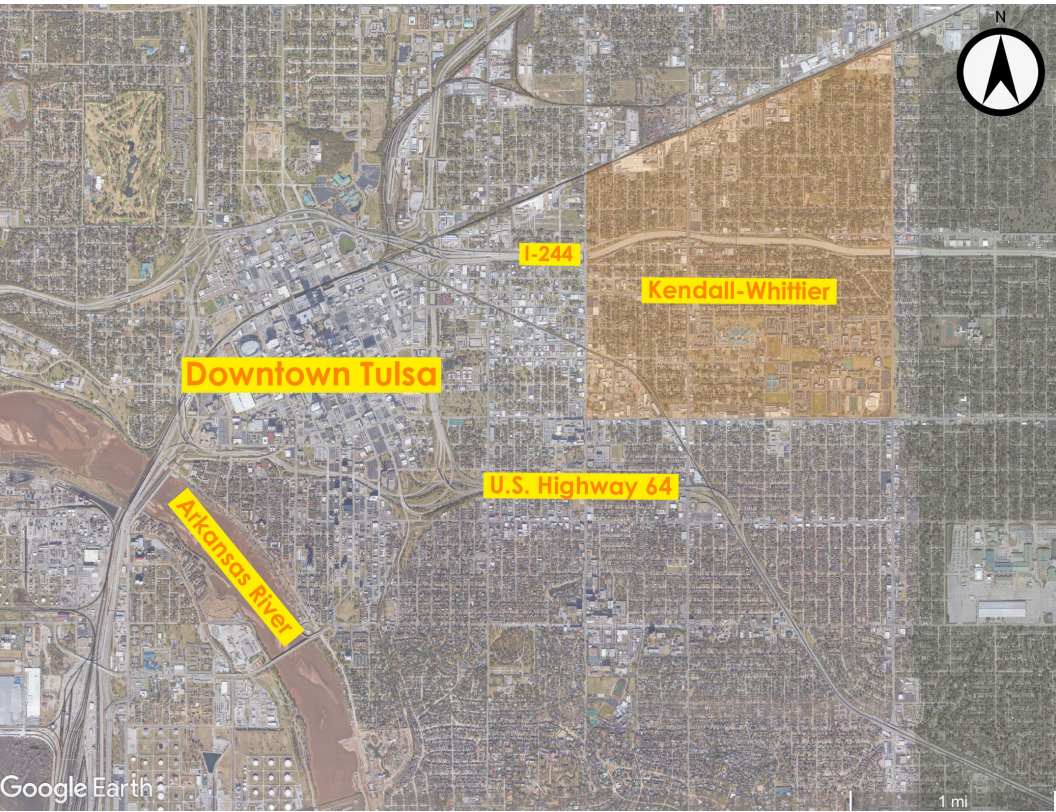
The project will follow the Design Thinking Process from the Interaction Design Foundation.¹

The Five Stages of Design Thinking are:

- 1. **Empathize** - Research your user's needs.
- 2. **Define** - State your user's needs and problems.
- 3. **Ideate** - Challenge assumptions and create ideas.
- 4. **Prototype** - Start to create solutions.
- 5. **Test** - Try your solutions out.

1. "What Is Design Thinking?", The Interaction Design Foundation, Accessed on 4/19/2022, <https://www.interactiondesign.org/literature/topics/design-thinking>

Project Location Maps



Aerial view of Downtown Tulsa and surrounding areas highlighting Kendall-Whittier neighborhood.



Zoom into aerial view of project's intervention area highlighting the existing parking lot at the corner of East Admiral Boulevard and South Lewis Avenue.

INTRODUCTION

Historical Background

The Kendall-Whittier Sector Plan created by Houseal Lavigne Associates in 2016 describes the history of Whittier Square as follows:

“Whittier Square was Tulsa’s first suburban shopping center. The land was purchased by Alvin T. Hodge in 1903 from the Creek Nation. Hodge used the land as a cattle pasture before selling it in 1906 for development. The completion of the Tulsa Street Railway (TSR) in 1909 spurred growth in the neighborhood, connecting Whittier Square to Downtown Tulsa. The addition of the John Greenleaf Whittier School in 1916, a post office substation in 1926, and the East Second Street Library in 1931 helped attract residents to the growing area.

Whittier Square saw its greatest growth and activity during the 1920s through 1940s as a result of the official designation of Route 66. A major route for transportation across the country, Route 66 traveled directly through Whittier Square, attracting visitors, investors, and residents to the area. Automobile service stations, restaurants, grocery stores, and various other commercial uses grew in the area to serve travelers moving through the region. During World War II, Whittier Square was an important transit location for workers heading to the Douglas Aircraft Company.

Post-World War II Whittier Square began to decline, as residents moved to newer areas of Tulsa. The development of the Interstate 244 further reduced interest in Whittier Square, diverting traffic from the area and effectively removing traffic from Route 66. The area decline through the 1970s and 1980s, but numerous efforts during the 1990s to revitalize the district have begun to take hold. Today, the Whittier Square Historic District includes land bounded by I-244 on the North, Lewis Avenue on the East, 1st Street on the South, and Zuni Avenue on the west.” ²

². Houseal Lavigne Associates. "Whittier Square Historic District". KENDALL-WHITTIER SECTOR PLAN, City of Tulsa, Tulsa Development Authority. Introduction. Page 8. November 2016.

Community Partner and Stakeholders

People who showed interest in my project and donated their time and shared their feedback and experience:

Kendall Whittier Main Street Non-Profit 2021-2022 (KWMS)

Jessica Jackson Seay - Executive Director
Sydney Alison - Community Engagement Coordinator
Craig Longacre - Board of Directors' President
Josh Kunkel - Board of Directors' VP/President Elect
Lorena Rivas - Board Member

Growing Together Non-Profit

Kirk Wester - Founder & Executive Director

Josh New Photography

Josh New - Business Owner and Professional Photographer

San Miguel Middle School

Juan Miret - Director of Advancement

Tulsa Farmers' Market

Kris Hutto - Executive Director

Kendall Whittier Neighborhood Connection (KWNC)

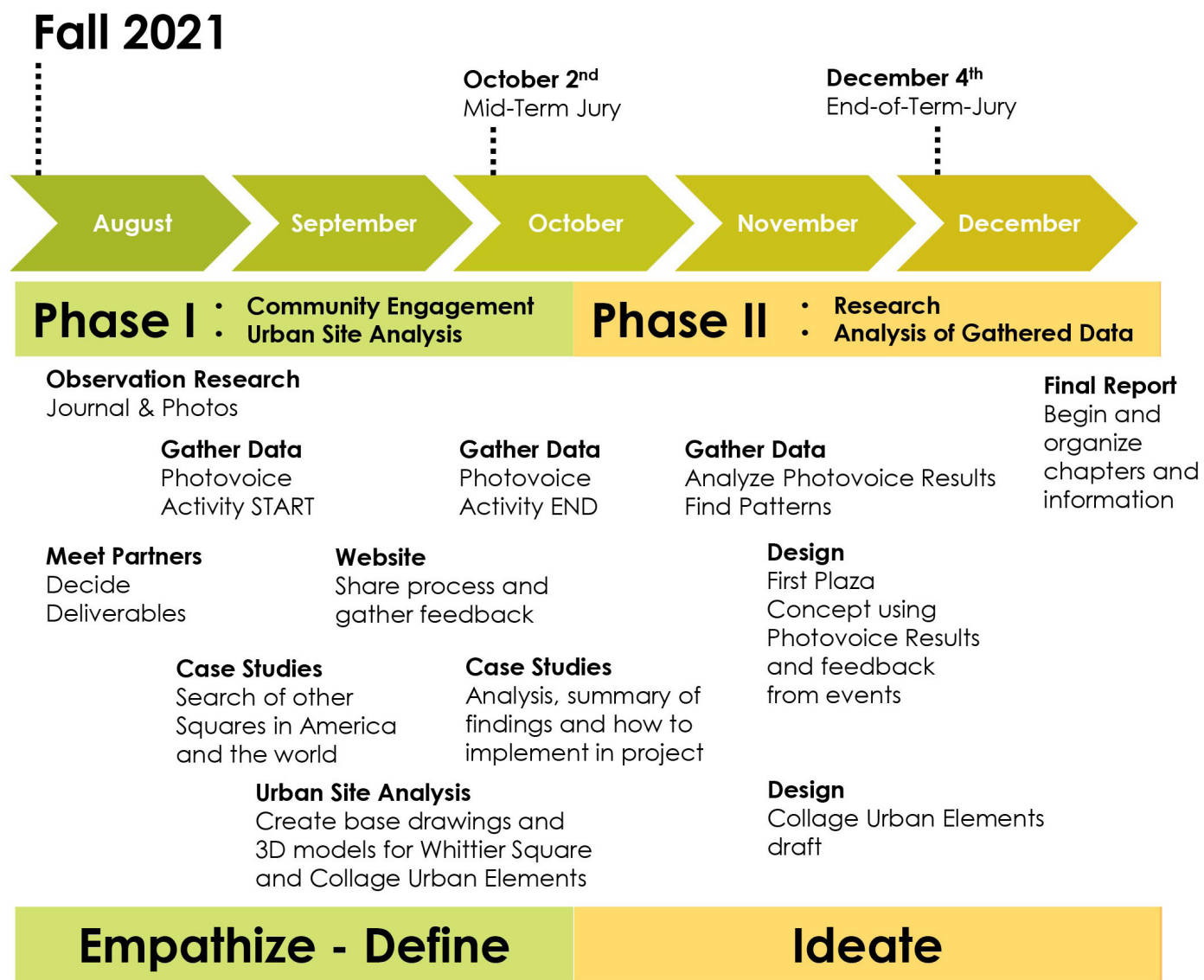
Kristine Hadeed

Kendall-Whittier's neighbor and prospective student for the OU Master of Urban Design Program

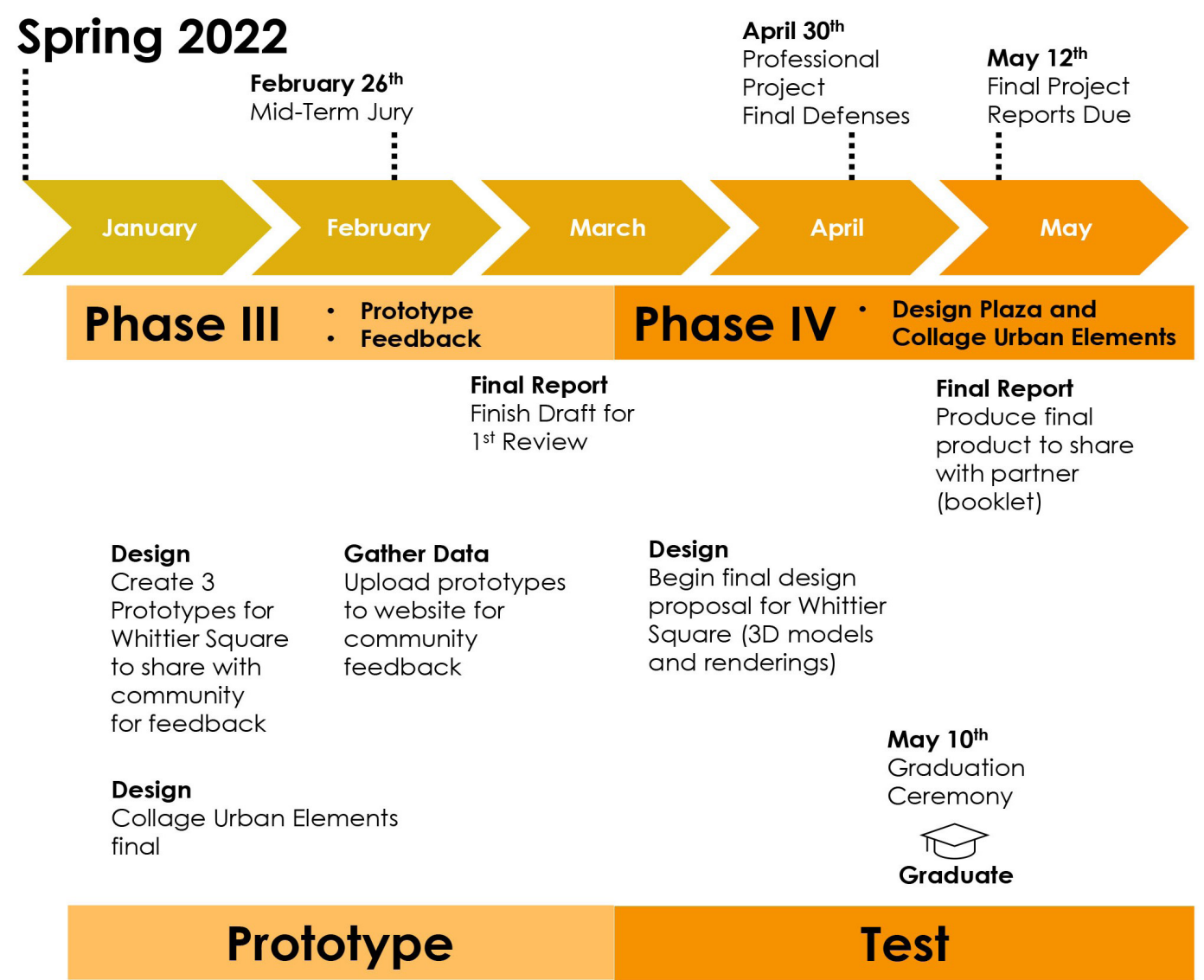


INTRODUCTION

Schedule FALL 2021



Schedule SPRING 2022



INTRODUCTION

Project Development

My interest in this project started when Jessica Jackson Seay (Executive Director) and Craig Longacre (President of the Board of Directors 2021-2022) from Kendall Whittier Main Street non-profit came to the OU Urban Design Studio and shared their ideas for the existing parking lot at the corner of Admiral Boulevard and South Lewis Avenue, from now on referred to as Whittier Square. My project will focus on that parking lot to come up with urban design ideas to transform it into a small plaza, which will be part of a collage of urban elements in the district. In order to do this, I listened to the community's ideas by launching different activities and participating in events done by Kendall Whittier Main Street. The project was structured in Four Phases:

PHASE I - Community Engagement and Urban Site Analysis

- I observed and analyzed events currently promoted in Whittier Square to understand how people interact with the open space: how they move through the area, feel, use, and experience it.
- A Photovoice activity promoted in the community using Kendall-Whittier's social media and stores in the neighborhood. This helped me understand better the views of the community in order to give to the project something unique and local.
- I created a website where monthly progress of the project was shown. People were able to see and leave their comments on it.
- I did base drawings for urban site analysis with plans, survey measurements, trees locations and 3D models.

PHASE II - Research and Analysis of Gathered Data

- I collected and analyzed data gathered from the Photovoice activity to find patterns and learn more about the community's preferences.
- Research and analysis of parks or plazas in other American cities and the world.

The case studies were chosen following these criteria:

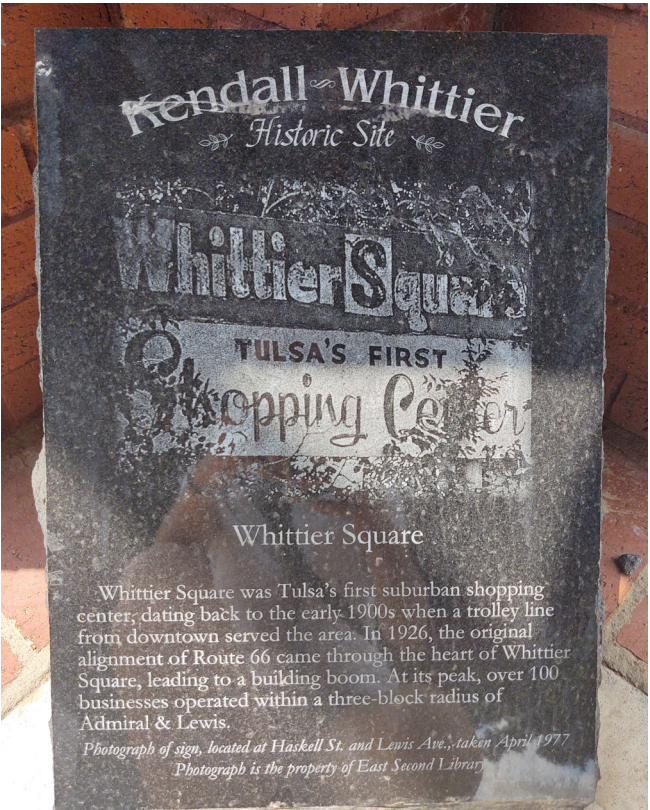
- Open spaces at corners of two streets or avenues
- Scale similar to Whittier Square (0.56 Acres)
- Employed community engagement techniques such as special events, activities, and workshops.
- Have a modern appealing design for people to stay like furniture, vegetation, sculptures, or water features.

PHASE III - Prototype and Feedback

- I Explored urban design ideas for the plaza proposed in Whittier Square and the Collage of urban elements for the district.
- Made three different designs for Whittier Square and shared them with the community and partners in order to get their feedback.
- A method to gather feedback from the community was implemented. That method was feedback in KWMS events and the project's website.

PHASE IV- Final Design and Report

- Complete final design proposal considering the community and partner feedback.
- Create a report as the final product of the project showing all my findings, analysis, designs, and possible implementation strategy for Whittier Square.



Historical Marker on Whittier Square



After Five Event on September 2021

SITE ANALYSIS AND RESEARCH

First Visit Impressions

In order to understand Kendall-Whittier neighborhood and the area I was going to be working on, I began with a photo analysis. On July 7th, 2021, Jessica Jackson Seay (Executive Director of KWMS) gave me a guided tour around Kendall-Whittier and shared information about ideas and upcoming events and projects. We walked along East Admiral Boulevard, South Lewis Avenue, and crossed the I-244 bridge on South Lewis Avenue toward North Lewis Avenue. During the visit I took pictures and recorded videos with my cellphone.

These are my first impressions:

- Interstate 244 divides the neighborhood into north and south sections, and it really feels that way while you are walking there. The bridge is unwelcoming to pedestrians with narrow sidewalks and almost no protection.
- There is a pedestrian bridge on East Admiral Boulevard, but it is too far away and is not in the best condition.
- Sidewalks along East Admiral Boulevard need repairs and are not ADA compliant. (Americans with Disabilities Act)
- Parallel parking on East Admiral Boulevard uses a lot of curb space.
- Mural art is prominent in the areal; I saw at least five while walking.
- The historic Circle Cinema has been restored.
- There is a private owned storage front next to the public parking lot at the corner of South Lewis Avenue and East Admiral Boulevard.
- Most buildings facades have bricks with different colors.
- There is an empty lot behind "She Brews Coffee House" that is used as parking lot.
- Standing on the corner of North Lewis Avenue and East Admiral Place it was difficult to see Whittier Square's brick structure which the community recognizes as a landmark.
- Overall, there is great potential for the area to grow, have more businesses, restaurants, shops, and be a nice walkable destination for Tulsan's and tourists too.



Brick landmark on South Lewis Avenue and East Admiral Boulevard



Public parking lot behind brick landmark



Storage front next to parking lot



Circle Cinema on South Lewis Avenue



Sidewalks and parallel parking on East Admiral Boulevard



Bridge crossing Interstate 244. View from East Admiral Place towards East Admiral Boulevard



Empty lot used as parking lot and Travel with Care mural



Art mural example on North Gillette Avenue

SITE ANALYSIS AND RESEARCH

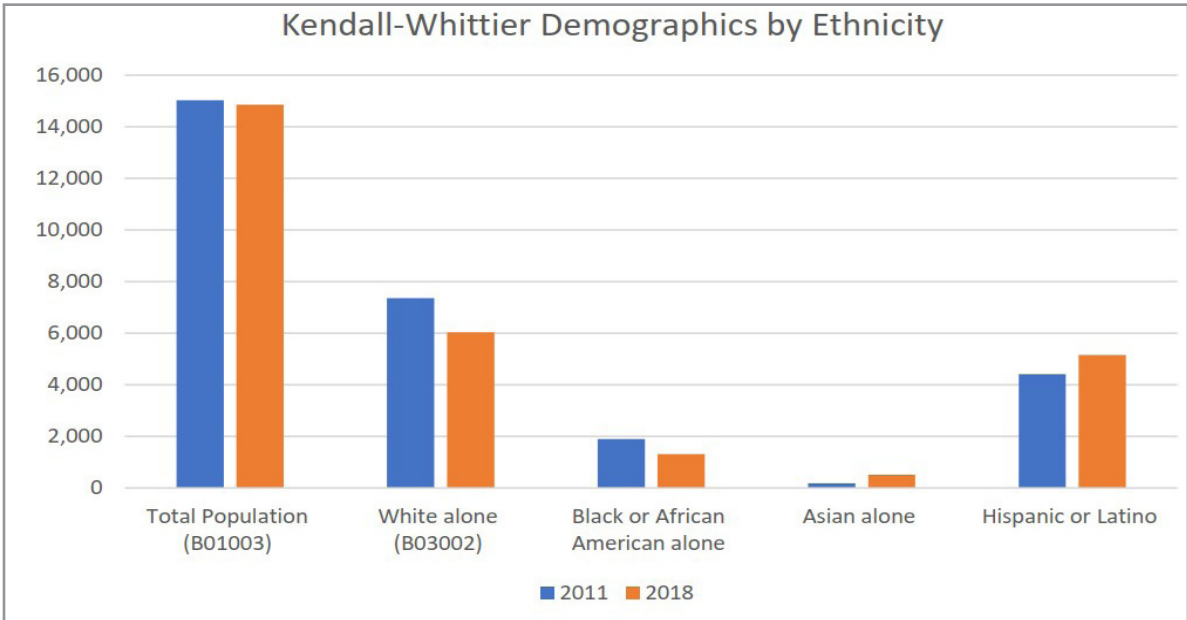
Demographics

After visiting the area, I began my research. I met with Kirk Wester Founder and Executive Director of Growing Together Tulsa Non-Profit who helped me in gathering demographic and other information about Kendall-Whittier's neighborhood.

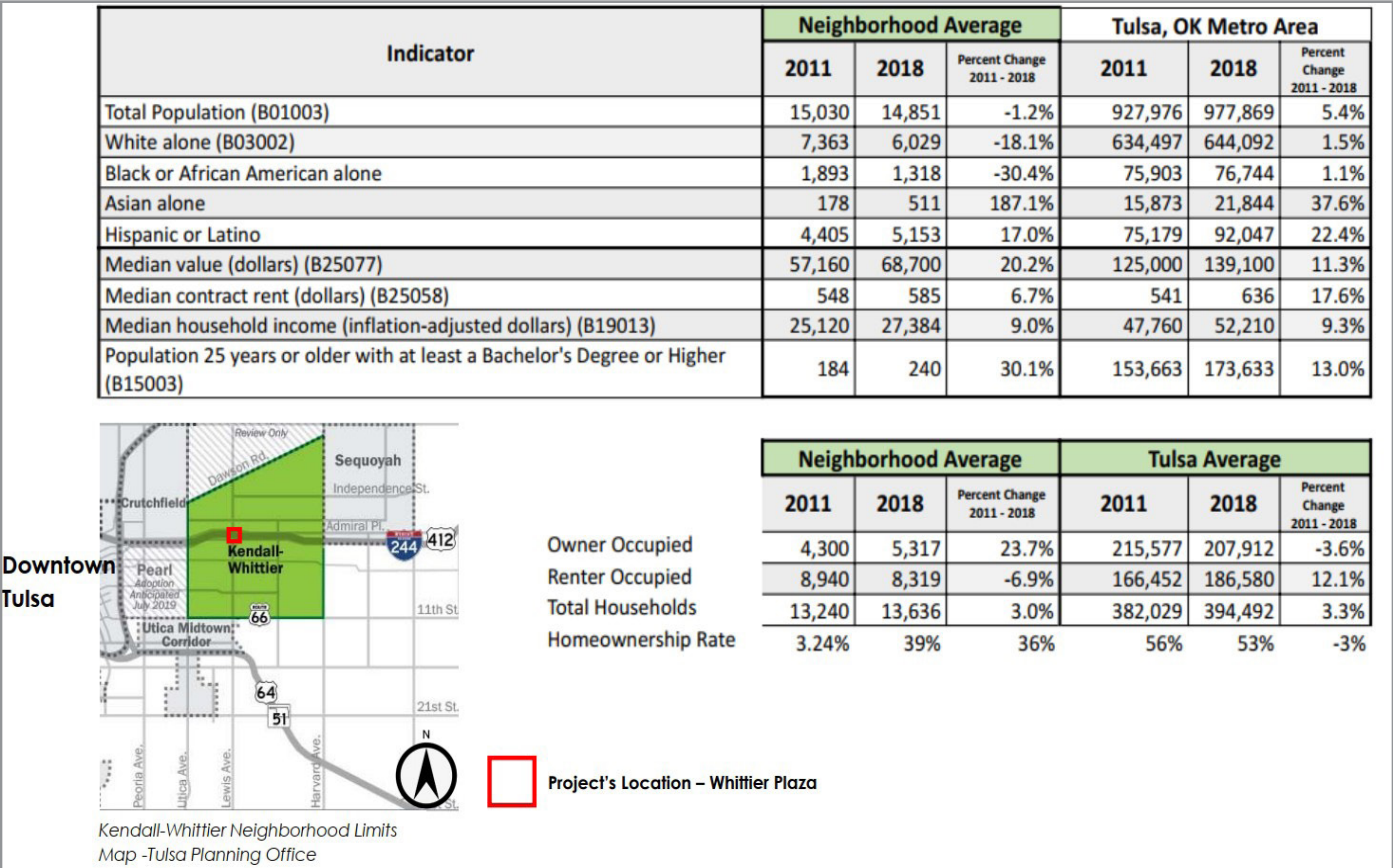
I also summarized information found in the Kendall-Whittier Sector Plan - City of Tulsa - Tulsa Development Authority from November 2016.

Relevant information for my project:

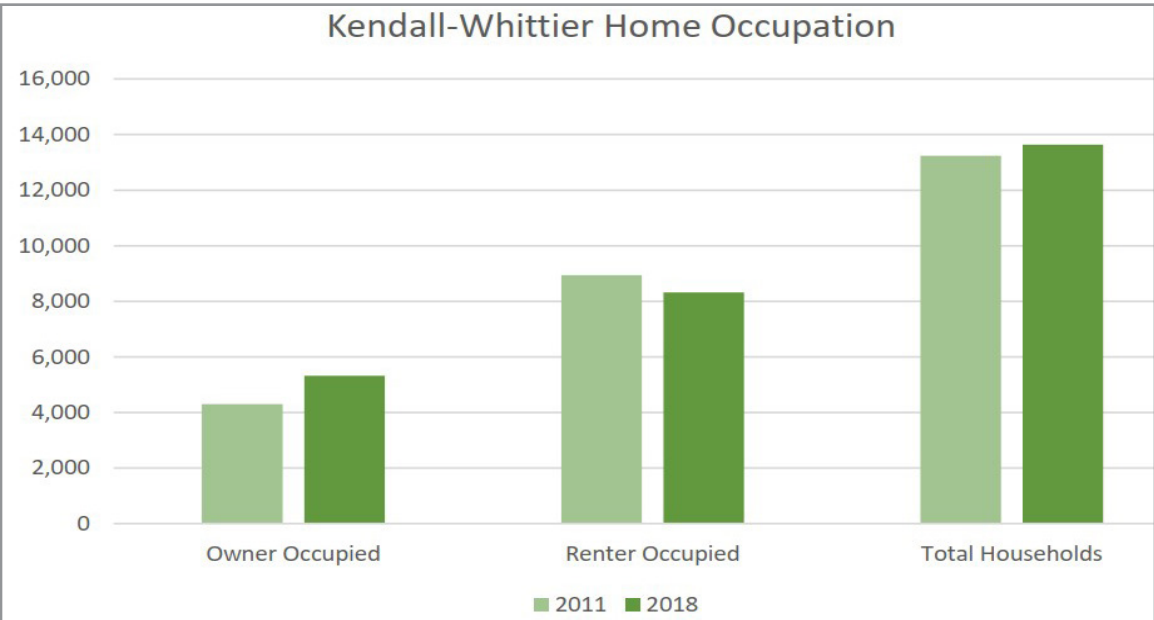
- The Hispanic/Latinx community is very important and continues to grow in the area as a hub for Hispanic culture.
- The area has more people who lease than homeowners.
- Residents spend roughly \$64 million annually, most of it outside of Kendall-Whittier.
- Total Population decreased -1.2% between 2011 and 2018 but Hispanic/Latino grew by 17%.
- Most housing units are single family detached homes.



Graphic showing Kendall-Whittier's Demographics by Ethnicity from 2011 and 2018. 3



Graphic showing Kendall-Whittier's Demographic and Ownership information from 2011 and 2018. 3



Graphic showing Kendall-Whittier's Home Occupation from 2011 and 2018. 3

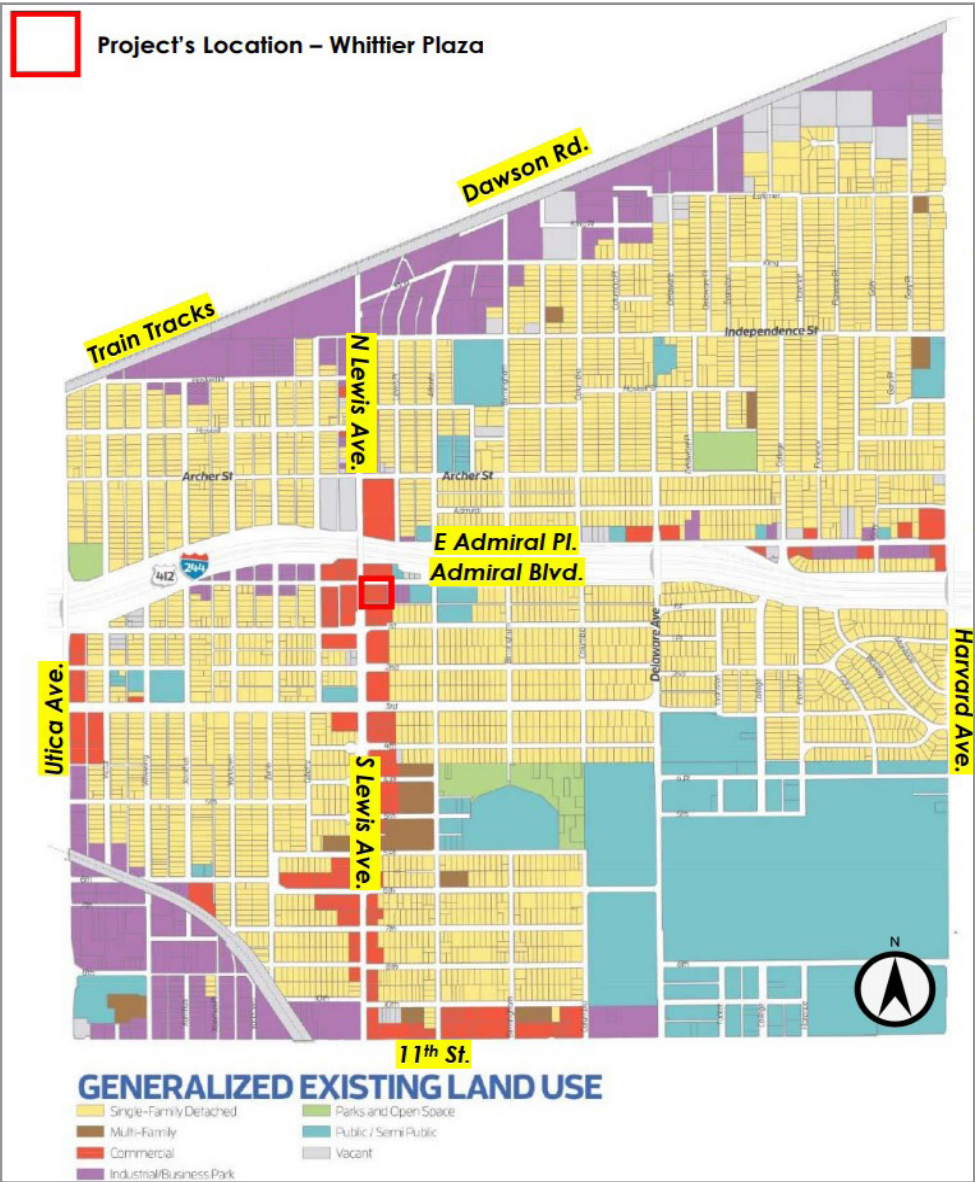
3. Data provided by Kirk Wester (Founder and Executive Director of Growing Together Tulsa Non-Profit). Based on data from the American Community Survey (ACS). Wester said: "It is based on census tracts from 2010. That being said, Kendall-Whittier encompasses five census tracts with total inclusion in 3, almost all of a third and a portion of the final two. We tried to estimate the inclusion in those numbers. It is not perfect, but the good news is that the majority of residential is in almost all of them, except for 1 is in Kendall-Whittier".

SITE ANALYSIS AND RESEARCH

Urban X-Rays

I read and analyzed the Kendall-Whittier Sector Plan - City of Tulsa - Tulsa Development Authority from November 2016 which was prepared by Houseal Lavigne Associates. In there I found several maps which helped me in my research. I used those maps to do an Urban X-Rays analysis of Kendall-Whittier neighborhood and learn about its physical constraints.

- Existing and Future Land Use
- Existing Street Network
- Public Transportation
- Existing Parks & Environmental Features
- Community Resources



This map shows the existing land use of Kendall-Whittier Neighborhood.

There are two big areas of Industrial/Business park along the railroads on the northern and southwestern parts of the neighborhood

Most of the commercial use is along South Lewis Avenue.

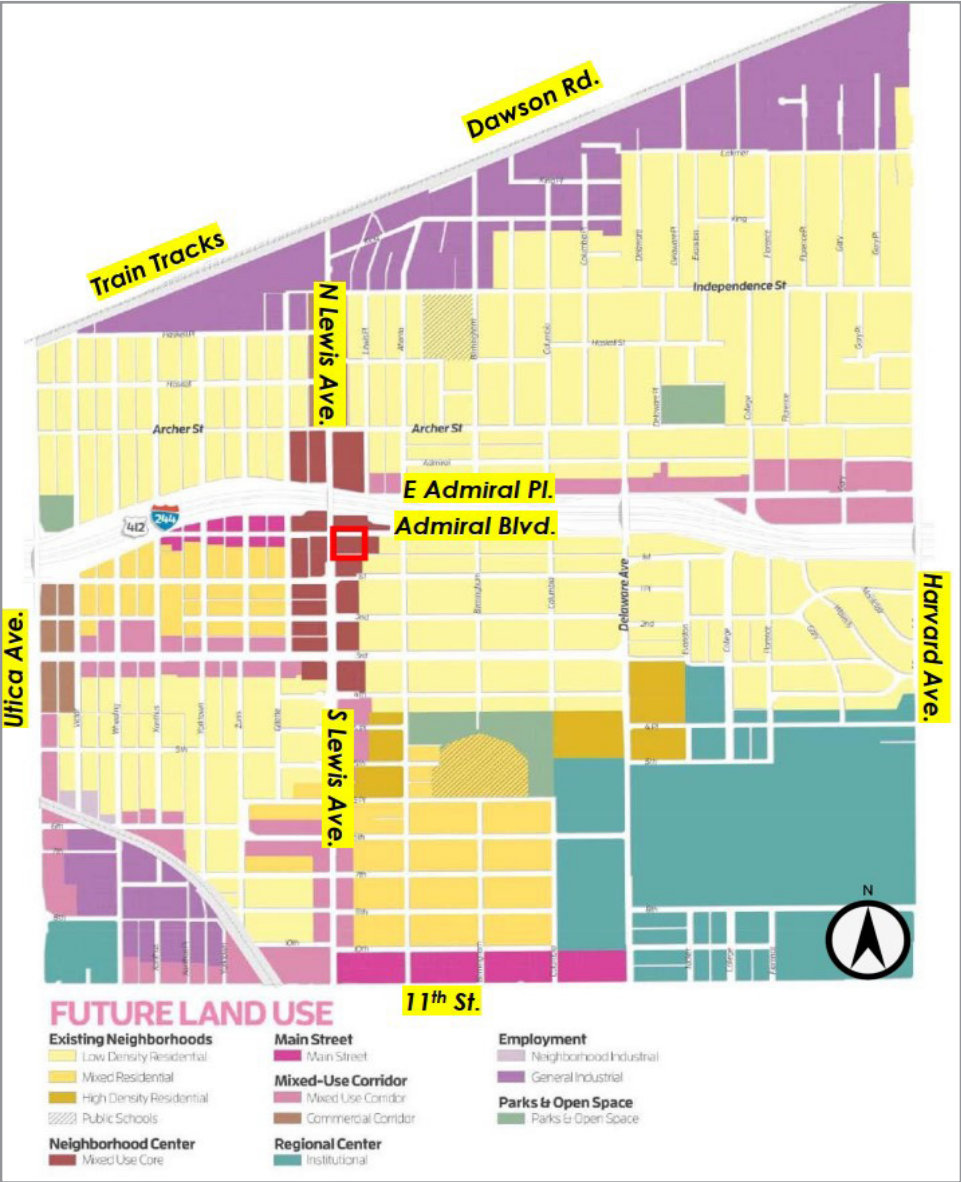
The big light blue area (Public/ Semi Public) is the University of Tulsa Campus.

There is lack of Parks and Open spaces in the neighborhood

Houseal Lavigne Associates. "Generalized Existing Land Use". KENDALL-WHITTIER SECTOR PLAN, City of Tulsa, Tulsa Development Authority. Introduction and Existing Conditions. Page 19. November 2016.



2419 East Admiral Boulevard. Photo taken on October 2021.



The future land use map shows how and where the neighborhood wants to grow.

In this case there is a clear need to connect North and South Kendall-Whittier since the Interstate 244 Highway cuts it in half making it almost like two different neighborhoods.

There is also a need to have more businesses and offer more jobs in order to attract people to live and work in the neighborhood.

It is interesting to see that there are no new Parks or Open Spaces envisioned in this map.

Houseal Lavigne Associates. "Future Land Use". KENDALL-WHITTIER SECTOR PLAN, City of Tulsa, Tulsa Development Authority. Land Use Framework. Page 35. November 2016.

SITE ANALYSIS AND RESEARCH

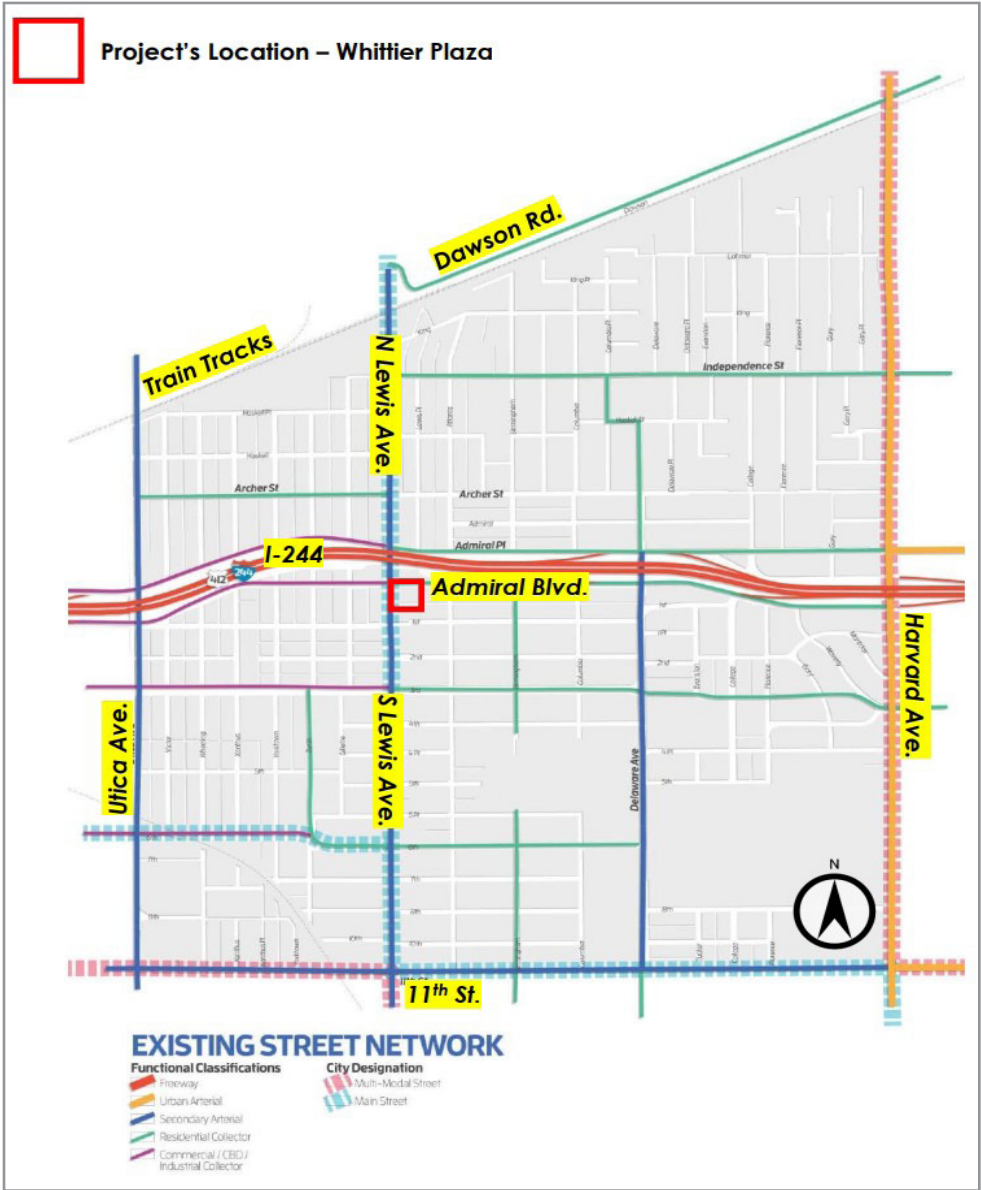


Truck on Admiral Boulevard turning to South Lewis Avenue towards North Lewis Avenue. Photo taken on July 2021 from Whittier's Square brick landmark.



3rd Street and South Lewis Avenue

Google, "Street view," digital images, Google Maps, (<http://maps.google.com>), photograph of 302 South Lewis Avenue, Tulsa, Oklahoma, taken on January 2022.



The Highway cuts the neighborhood in half producing a huge amount of noise pollution along Admiral Boulevard and Admiral Place. On top of that, South Lewis Avenue and Admiral Boulevard are frequently used by big trucks during the week which cause not only extra noise in the area but also traffic jams. This happens because there are only four ways to cross I-244 and Lewis Avenue is a fast and direct route to connect with the Industrial parks on the north.

Houseal Lavigne Associates. "Existing Street Network". KENDALL-WHITTIER SECTOR PLAN, City of Tulsa, Tulsa Development Authority. Introduction and Existing Conditions. Page 23. November 2016.



Public transportation in the area seems to be acceptable but could be improved by enhancing some bus stops or adding new ones in key areas.

For example, between 6th street and 3rd Street where the new Fab Lab building is going to be. Fab Lab is a space for community engagement, creativity, entrepreneurship, and education.

Near the project's location there is only one bus stop which could be moved just a little north to be closer to Kendall-Whittier library and the corner of Admiral Boulevard and South Lewis.

It is interesting to observe that four bus lines converge at 3rd Street and Lewis Avenue.

Houseal Lavigne Associates. "Public Transportation". KENDALL-WHITTIER SECTOR PLAN, City of Tulsa, Tulsa Development Authority. Introduction and Existing Conditions. Page 25. November 2016.

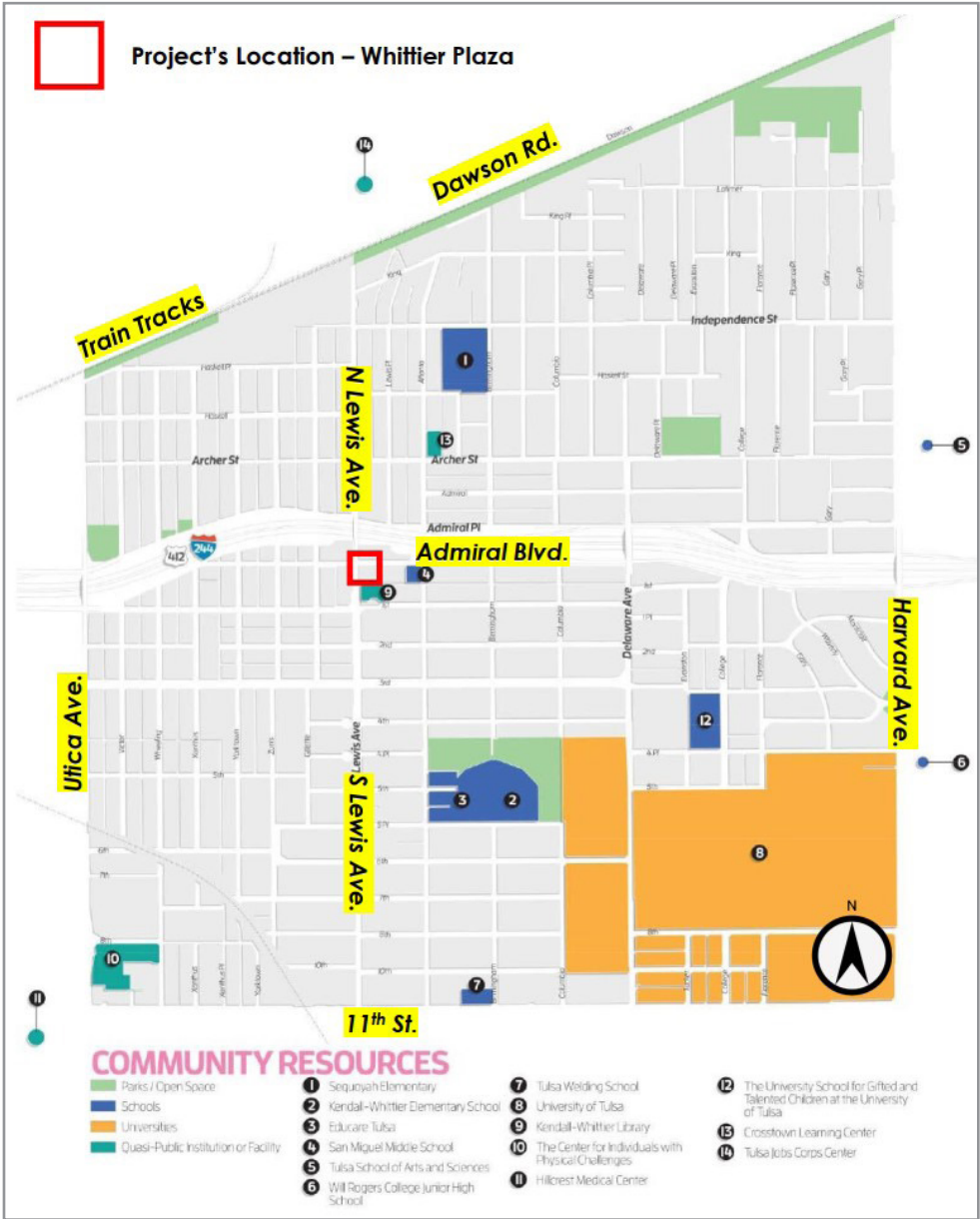
SITE ANALYSIS AND RESEARCH



Kendall-Whittier Library
Google, "Street view," digital images, Google Maps (<http://maps.google.com>), photograph of 21 South Lewis Avenue, Tulsa, Oklahoma, taken on January 2022.



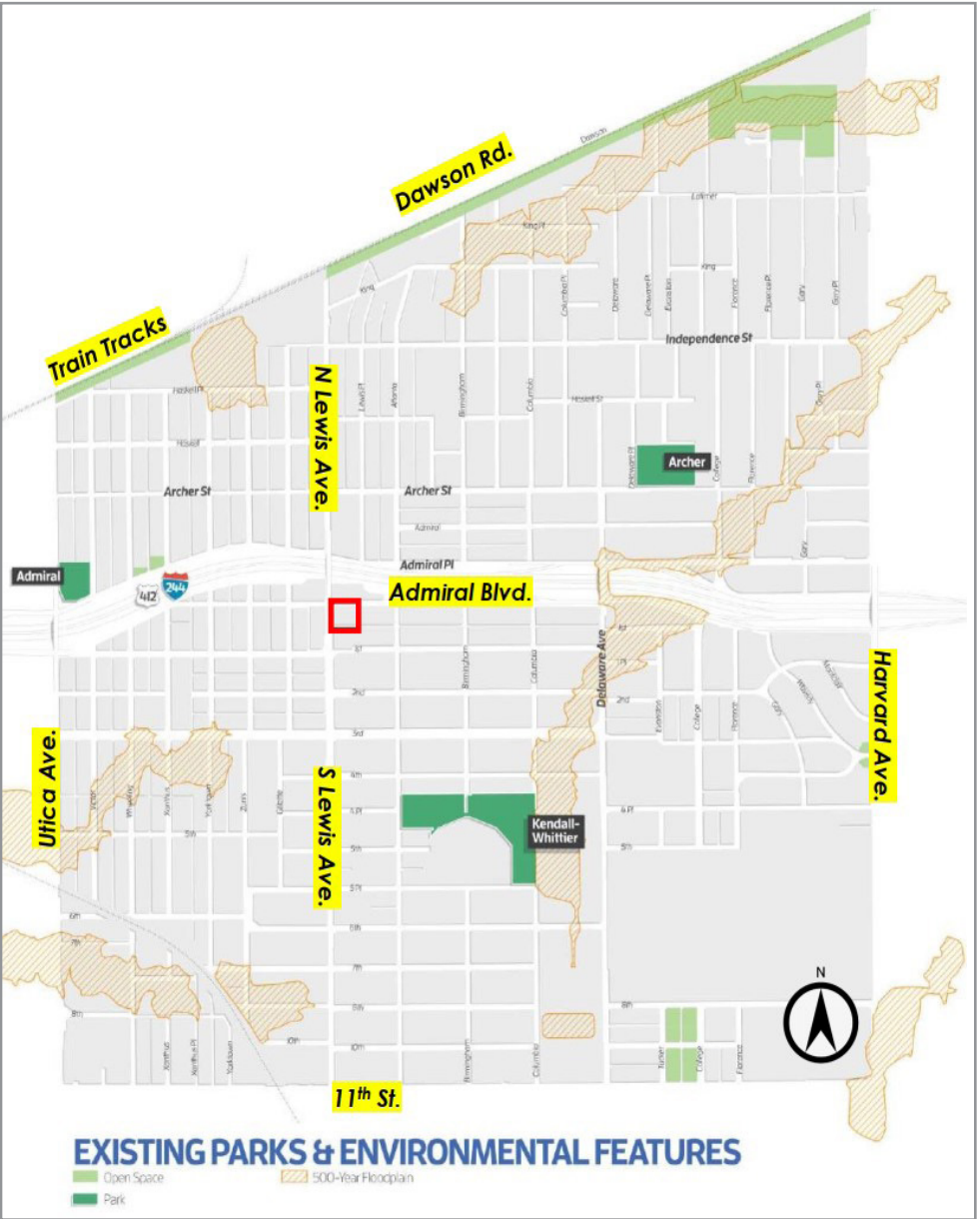
Archer Park
Google, "Street view," digital images, Google Maps (<http://maps.google.com>), photograph of 2801 East Archer Street, Tulsa, Oklahoma, taken on April 2021.



There are a lot of community resources on South Kendall-Whittier but only a few on the North side. This could change if there were better ways for people to cross I-244 or if one day I-244 ceases to exit.

Almost around the corner of the project we can find Kendall-Whittier Library and San Miguel Middle School. Two important institutions that could have partnership opportunities with Kendall Whittier Main Street Non-Profit. For example, a mobile library on Whittier Square, outdoor classes, and volunteer opportunities.

Houseal Lavigne Associates.
"Community Resources".
KENDALL-WHITTIER SECTOR PLAN, City of Tulsa, Tulsa Development Authority. Introduction and Existing Conditions. Page 21. November 2016.



As I mentioned before, there are no new parks or open areas envisioned in the future of Kendall-Whittier and the ones that already exist are not enough for a community that promotes itself as a "walkable" one. This was one of the reasons that encouraged me to imagine an open space or plaza in the corner of Admiral Boulevard and South Lewis Avenue.

Houseal Lavigne Associates.
"Existing Parks and Environmental Features".
KENDALL-WHITTIER SECTOR PLAN, City of Tulsa, Tulsa Development Authority. Introduction and Existing Conditions. Page 27. November 2016.

SITE ANALYSIS AND RESEARCH

Parking Analysis

Parking was one of the main concerns of my stakeholders and neighbors since they regularly use the public parking I intend to transform into a plaza. I gathered parking data from five different days of the area around Whittier Square and on a map I marked On and Off-Street parking. I collected data during one-hour-periods.



Photos of the existing public parking lot on the corner of Admiral Boulevard and South Lewis Avenue



Example of on-site map used to gather parking data

These were my findings:

Using Google Earth and walking through the area I found how many parking lots are available and near the project's location.

On the map below I identified those parking lots and measured in Google Earth the distance in miles to the existent parking lot on the corner of Admiral Boulevard and South Lewis Avenue. The results were that all of those parking lots are less than 0.25 miles away from the project's location and this is great since:

0.25 miles = 5 minutes' walk = 4 blocks



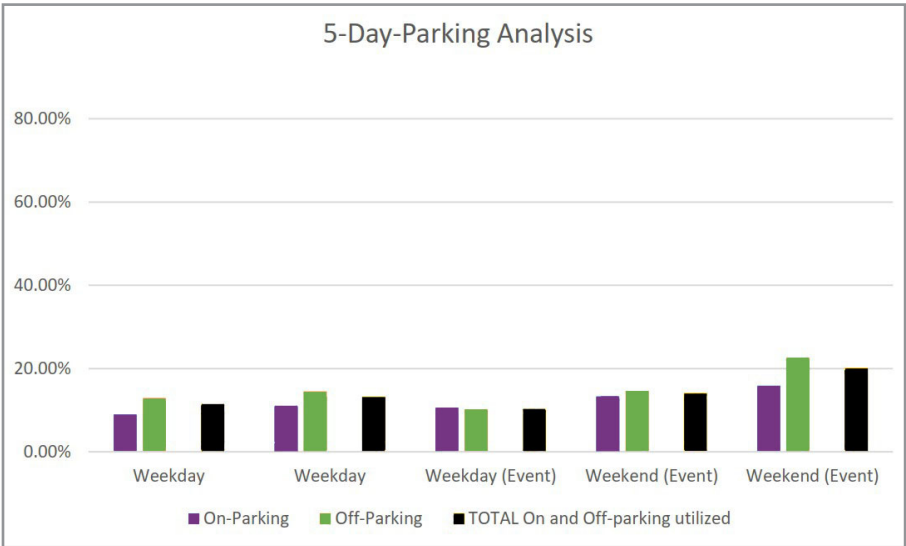
Google Earth aerial view of Parking Analysis Area

SITE ANALYSIS AND RESEARCH

Area Analyzed	
On-Street Parking Available	434 (100%)
Off-Street Parking Available	765 (100%)
TOTAL	1,199 (100%)
Off-Street Parking Without Whittier Plaza (-40)	725 (100%)
Off-Street Parking Without Whittier Plaza and Las Americas Market (-238)	527 (100%)

Day	Time (1 Hour)	On-Street Parking	Off-Street Parking	TOTAL On/Off Street Parking
Weekday	11:00am - 12:00pm	39 (8.98%)	99 (12.94%)	138 (11.50%)
Weekday	2:50pm - 3:50 pm	48 (11.05%)	111 (14.50%)	159 (13.26%)
Weekday (Event)	6:20pm - 7:20 pm	46 (10.59%)	78 (10.19%)	124 (10.34%)
Weekend (Event)	10:00am - 11:00am	58 (13.36%)	112 (14.64%)	170 (14.17%)
Weekend (Event)	4:30pm - 5:30 pm	69 (15.89%)	173 (22.61%)	242 (20.18%)

Day	Time (1 Hour)	Off-Street Parking Without Whittier Plaza	Off-Street Parking Without Whittier Plaza and Las Americas Market
Weekday	11:00am - 12:00pm	99 (13.70%)	99 (18.78%)
Weekday	2:50pm - 3:50 pm	111 (15.31%)	111 (21.06%)
Weekday (Event)	6:20pm - 7:20 pm	78 (10.75%)	78 (14.80%)
Weekend (Event)	10:00am - 11:00am	112 (15.44%)	112 (21.25%)
Weekend (Event)	4:30pm - 5:30 pm	173 (23.86%)	173 (32.82%)



Graphic showing the 5-Day-Parking Analysis.

The tables show in numbers and percentages the data I gathered during the 5-Day-Parking Analysis. I went to three different events that Kendall Whittier Main Street non-profit organized in the area assuming that those days would attract more people and hence more cars. Those events were: After Five, Tulsa Farmers' Market, and Arts Festival.



Parking example on Farmers' Market day. Behind She Brews Coffee House



Parking example on Arts Festival day. Behind Circle Cinema.

The Parking Study made by Walker Parking Consultants for The University of Oklahoma – Tulsa, Schusterman Center – Campus Master Plan, states that "The demand for parking must also be adjusted to allow for a cushion necessary for the movement of vehicles in and out of spaces, and to reduce the time necessary for parking patrons to find the last few remaining spaces when the facility is near full capacity. This cushion, or effective supply factor, varies between 5% and 15% depending on the type of parking supply and user." ⁴ This means that the target parking utilization is between 85% and 95%. More than 90% means it is difficult to find a place to park and less than 85% means underutilization. This would be the situation in Whittier Square since even by removing the Whittier Plaza and Las Americas market stalls the percentage on an event day goes up only to 32.82%.

We can see that there is enough parking available in the area within walking distance even if we remove the 40 parking stalls of the project's location. It is true that people would have to walk more around the area, but this would benefit local businesses awareness and promote healthy habits.

4. REES Associates, INC. "University of Oklahoma, Tulsa, Schusterman Center. Campus Master Plan. April 20th, 2003". Tab III Parking Narrative made by Walker Parking Consultants for REES Associates, Inc. Campus Expansion - Effective Supply - Page 9. April 17th, 2003.

SITE ANALYSIS AND RESEARCH

Case Studies

I searched for examples in other American cities and around the world to have an idea of parks and plazas designs in other places with similar characteristics to Whittier Square.

The case studies were chosen following these criteria:

- Open spaces at corners of two streets or avenues
- Scale similar to Whittier Square (0.56 Acres)
- Employed community engagement techniques such as special events, activities, and workshops.
- Have a modern appealing design for people to stay like furniture, vegetation, sculptures, or water features.

Here are the four examples I found more relevant to my project:

Donnie Chin International Children’s Park, Seattle, WA

Designed by: Karen Kiest Landscape Architects

Year: 1981 (built)
2012 (renovated)

Size: 0.25 Acres

This park is a fun spot for playing in the middle of the busy Chinatown International District.

The park is walled on three sides with the fourth edge against an adjacent building to the north. Two entry points are located on the south and west perimeters. Immediately east of the park, there is a narrow private parcel of land that is currently being used as parking.

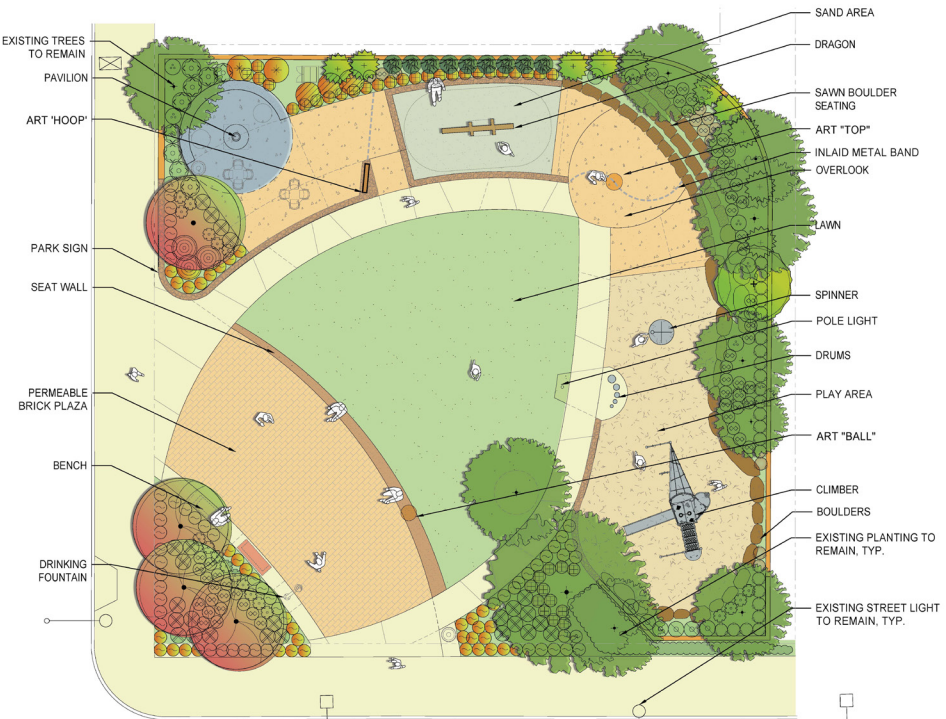
Amenities: Sand area with dragon statue, picnic area, open lawn, playing area, existing trees, drinking fountain, benches, art, and pavilion. 5

5. Karen Kiest Landscape Architects, "Park Design Report", Friends of the International Children's, June 2009. Access on 9/18/2021, <https://friendsofcp.wordpress.com/cdr/>



Final Park 3D models. 5

International Children's Park
Sketchup
Karen Kiest | Landscape Architects KK|LA



Final park design concept. 5

International Children's Park
Park Design
Karen Kiest | Landscape Architects KK|LA

SITE ANALYSIS AND RESEARCH

Swampoodle Park, Washington D.C

Designed by: Lee & Associates with community input

Year: 2016

Size: 0.18 Acres

Built on the first parcel purchased by the NoMa Parks Foundation, which held multiple community meetings and received input from the public for two years to design the space to meet the neighborhood's needs.

This park fulfills the NoMa Public Realm Design Plan's goal of having a variety of park spaces throughout the neighborhood, including a small neighborhood park.

Amenities: Vertical play structure, space for dogs, gathering spaces, four planting beds, and bioretention structure. 6

6. "NOMA PARKS FOUNDATION", Swampoodle Park, Accessed on 9/16/2021, <https://nomaparks.wpengine.com/third-and-l-street-park/>



Overview Swampoodle Park render by Lee & Associates. Accessed on 9/16/2021 nomaparks.wpengine.com/third-and-l-street-park/



NoMa Parks Foundation, Swampoodle Park. Photo by Sam Kittner. Accessed on 9/16/2021. <https://www.nomabid.org/noma-parks/>

SITE ANALYSIS AND RESEARCH

Plaza Garibaldi, Downtown, Mexico City

Year: 1910 and it had several renovations through the years.

Size: 1.18 Acres

The Plaza is known as Mexico City's home of mariachi music. At all hours of the day and night, mariachi bands can be found playing or soliciting gigs from visitors to the Plaza. The best time to experience the plaza is on a Friday or Saturday night after 11pm.

This area was designated as a “Barrio Mágico” (Magic Neighborhood) by the city in 2011.

Amenities: Day of the Music Celebration (every November 21st), agave garden, benches, walkways, street lights, tourism information booth, surrounding area with restaurants and bars. 7

7. “Plaza Garibaldi”, EXPEDIA. Accessed on 10/7/2021.
<https://www.expedia.com/Plaza-Garibaldi-Mexico-City.d553248621532977681.Vacation-Attraction>



Agave garden. 7



Bar and Restaurants looking into the Plaza. 7



Aerial view of tthe Plaza. 7

SITE ANALYSIS AND RESEARCH

Norman B. Leventhal Park, Boston, MA

Designed by: Halvorson Company of Boston

Year: 1991

Size: 1.7 Acres

Built on the roof of a 7-level underground garage, it continues to be a model of public-private cooperation and stands as an exemplar of contemporary design in harmony with its urban surroundings.

Amenities: Cafe, pergola, fountain, sculpture, free Wi-Fi, summer live music, library book cart, and summer free fitness programs. 8



Parking Garage Unit 3 (1954-1989).
Photo from Friends of Post Office Square.
<https://www.asla.org/2014awards/381.html>



Aerial view of existing park.
Photo from Ed Wonsek.
<http://www.halvorsondesign.com/po-square>



View from pergola. Photo from Ed Wonsek.
<http://www.halvorsondesign.com/po-square>

8. "Norman B. Leventhal Park at Post Office Square", American Society of Landscape Architects. 2014 ASLA Professional Awards. Accessed on 9/26/2021. <https://www.asla.org/2014awards/381.html>

COMMUNITY ENGAGEMENT

Photovoice Activity

Since I am from another country and also did not live on Kendall-Whittier neighborhood, I thought this would be a great activity to help me understand what Kendall-Whittier's residents wanted to **P.A.R.K.** in their neighborhood (Preserve/Add /Remove/Keep out). I also thought it was a Covid friendly activity since people would be taking pictures outdoor. With the help of KWMS staff I promoted the activity in several places around the neighborhood and in person on events at Whittier Square where I handled wallet size cards with the information needed to participate.

The following businesses allowed me to leave a flyer on their shops:

- Ritual Electric - Tattoo Shop
- Ziegler Art Supplies
- Circle Cinema
- Kendall-Whittier Library
- Pancho Anaya Bakery
- Flash Flood Print Studios
- Rivas & Associates
- Jo & June
- The Stem Cell Science Shop
- Whitty Books
- She Brews Coffee House
- Marjorie Atwood Fine Art
- Josh New Photography
- Heirloom Rustic Ales
- Kendall Whittier Main Street

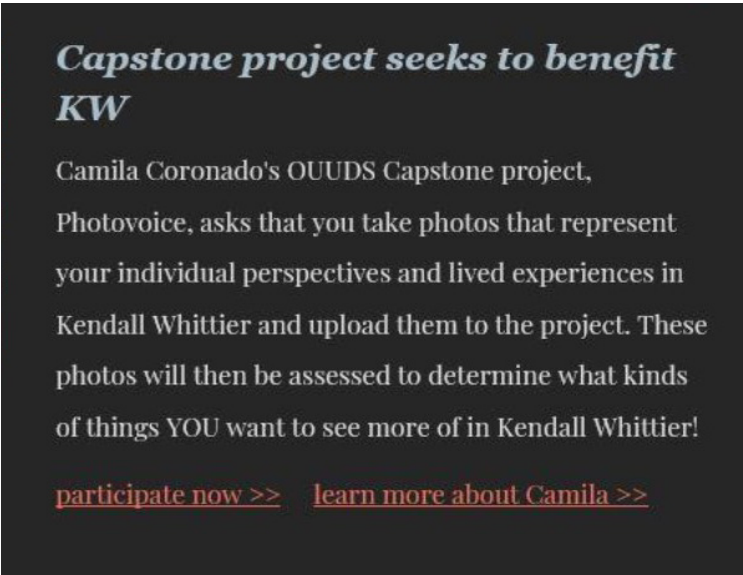


Flyer example used to promote the activity

The activity was also promoted in KWMS website, Facebook, Instagram, and Newsletter several times.

I also had the honor to be the first **"Takeover Tuesday"** guest on San Miguel Middle School Instagram where I promoted the activity and explained my project.

Because there is an important Hispanic/Latino community in Kendall-Whittier, everything I did for this activity was also translated into Spanish.



KW Newsletter Screenshot



After Five Event on October 2021 at Parking lot



Flyer example at shops' windows or businesses of Kendall-Whittier (KWMS Office, Zieglers Art Supplies and Pancho Anaya Bakery)



COMMUNITY ENGAGEMENT

The activity started on September 7th, 2021, and ended on December 17th, 2021. Unfortunately, even with all the promotion I did with KWMS staff, I only got four people to participate and a total of seven photographs were submitted.

Here were my takeaways from those photographs:

- Add more brick structures in Kendall-Whittier.
- Add Beautification elements to streets and buildings along Lewis Ave. and Admiral Blvd.
- Add More art on the streets.
- Make sidewalks accessible for everyone.
- Preserve the brick landmark on the corner of Lewis Ave. and Admiral Blvd.
- Add more vegetation in the area and community gardens.
- Better crosswalks, re-paint them with art.
- Add more lights for security and beautification.



ADD
"Local art is displayed on electrical boxes for a fun, artistic feel."
(Altus,OK)



ADD
"Decorated fire hydrants bring whimsy to downtown Muskogee."
(Muskogee,OK)



PRESERVE
"Yes, structure serves as a landmark for this area, I believe. I think it be nice to see similar brick structures on other corners throughout the Kendall Whittier district."
(Tulsa, OK)



REMOVE
"An example of how inaccessible some of the storefronts can be in Kendall Whittier. Some sidewalks are way too thin and have objects blocking them like light poles and planters/garden spaces."
(Tulsa,OK)



ADD
"Christmas lights cover buildings in Altus Main Street! "
(Altus, OK)



ADD
"Plants line the corner bump outs for green space."
(Altus,OK)

COMMUNITY ENGAGEMENT

Website

At the beginning of my project my idea was to have monthly in-person stakeholder meeting to share my progress and receive feedback. After several emails I saw that it was going to be almost impossible to decide a day and time where everyone could assist even if the meeting was online. So, I decided to create a website to share everything I been learning and producing. This would allow not only my stakeholders but Kendall-Whittier neighbors to see my progress at their own pace. Again, since the Hispanic/Latino community is very strong in Kendall-Whittier, I made the website bilingual by translating everything I uploaded to Spanish.

The website had a “What's New” page where I wrote in a Blog format what I have been doing or events I had assisted to. The other pages were:

Hello
Short biography of myself.

Course Description
Excerpt from syllabus of Professional Project course.

Project
Project's proposal made in Spring 2021 for Professional Project Research course that could be downloaded.

Phases
Detailed explanation of what each of the four phases of the project consisted of.

Photovoice
Description of activity, how to participate with direct links to Google Forms and gallery of submitted photos.

OU Presentations
Mid-and End-of-term presentations I gave at the Oklahoma University Urban Design Studio.

Community Engagement
What I learned about Kendall-Whittier after assisting at different events.

Whittier Plaza Design
Conceptual drawings and design ideas I produced that could be downloaded. Short video of the three designs and a space for people to leave feedback.

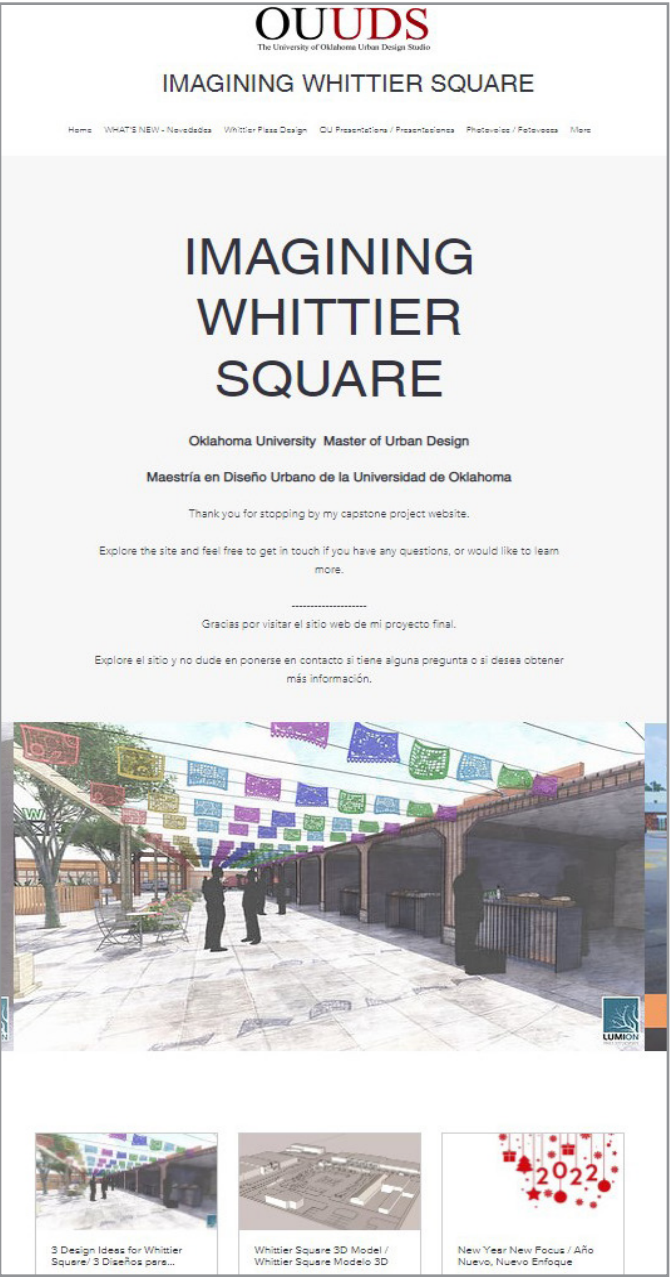
Neighborhood History
Kendall-Whittier's neighborhood history summarized and a link to KWMS website to learn more.

Parks/Plazas Examples
Brief description of parks and plazas I analyzed as Case Studies with technical sheet to download of each one.

Contact
Where people could get in touch with me for further information or input. There was a “Subscribe Form” available as well in every page.

Bibliography
Possible sources I would access related to my project's topic.

To learn more about the project, visit my website:
<https://ouudsws.wixsite.com/whittiersquare>



Website Home Screenshot

COMMUNITY ENGAGEMENT

Kendall Whittier Events

During Fall 2021 and Spring 2022 semesters I attended to several events and meetings on Kendall-Whittier neighborhood to learn more about the area and observe how the parking lot was being used during the week and weekends when events were held. Also, to learn what neighbors and business owners thought about the future of Kendall-Whittier. I listened and took notes for later use in my design ideas and report. In some events and meetings, I was allowed to talk about my project and promote the Photovoice Activity.

Events I attended:

2021

- August 12th - After Five Comedy Night
- September 9th - After Five Salsa Night
- September 21st - KWMS Board of Directors and Kendall-Whittier Neighborhood Connection (KWNC) meetings
- September 25th - Tulsa Farmers' Market
- October 14th - After Five TU Night
- October 16th - Arts Festival
- November 6th - KWNC meeting where I presented the first plaza design idea
- December 18th - Las Posadas Festival

2022

- March 27th - Community Mixer
- April 9th - Tulsa Farmers' Market



After Five Event at project's location



Art Festival - View from inside parking lot



Art Festival - View from E. Admiral Blvd. and S. Gillette Avenue



Tulsa Farmers' Market on Saturday 2021



KWNC meeting at Pancho Anaya's Bakery



Community Mixer at Bar 437



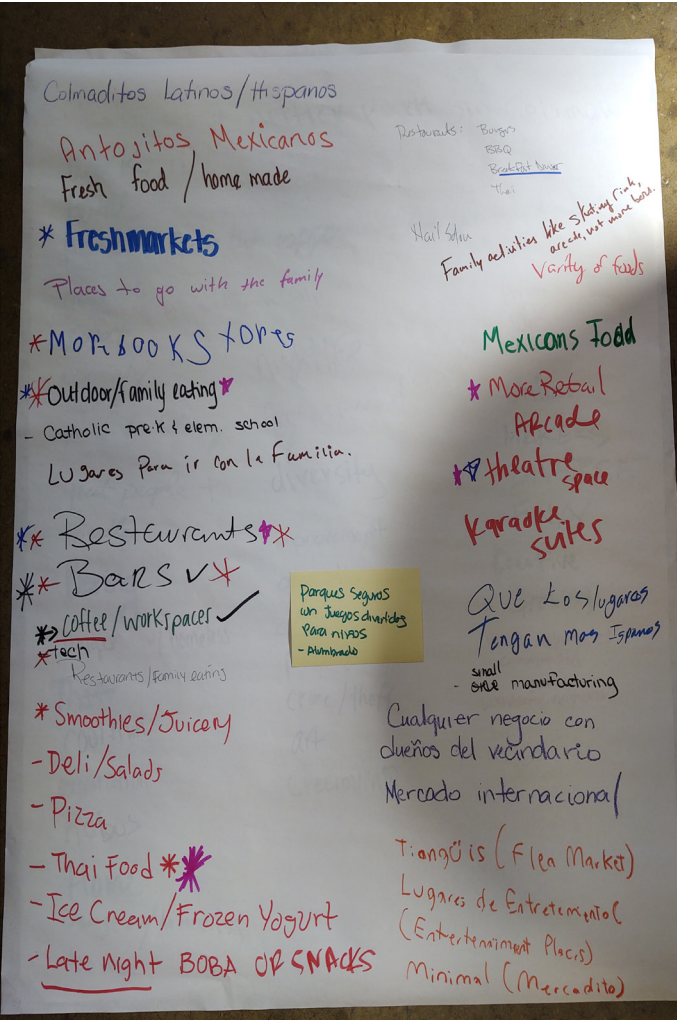
Tulsa Farmers' Market on Saturday 2022

COMMUNITY ENGAGEMENT

On September 22, 2021, at Pancho Anaya's Bakery a community forum was held by KWMS. It was a come-and-go event where the community could share their feedback quickly regarding several items about Kendall-Whittier. Different prompts were given so people could write their opinions or Ideas on photos of KW that were on boards or white paper. Some of the following words were written in Spanish and I translate them to English for this report. Unfortunately, I could not attend but KWMS staff kindly shared with me all the feedback from the neighbors, which really helped me with my design ideas. Below are the most repetitive and relevant words that had a direct influence on my project:

DESCRIBE KW IN ONE WORD OR PHRASE

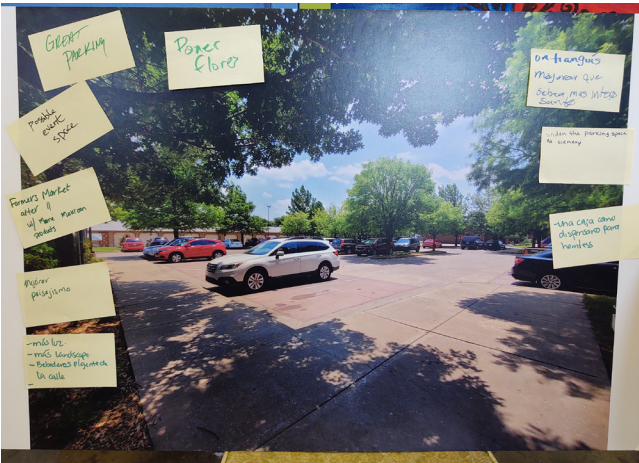
- Growing
- Diverse
- Improving but needs more help
- Nightlife
- Great People
- Danger with Homeless
- Walkable
- Union
- Cool & Fun
- Theft
- Home
- Work



Example of community's feedback to the type of business prompt

WHAT TYPE OF BUSINESS DO YOU WANT TO SEE IN KW ?

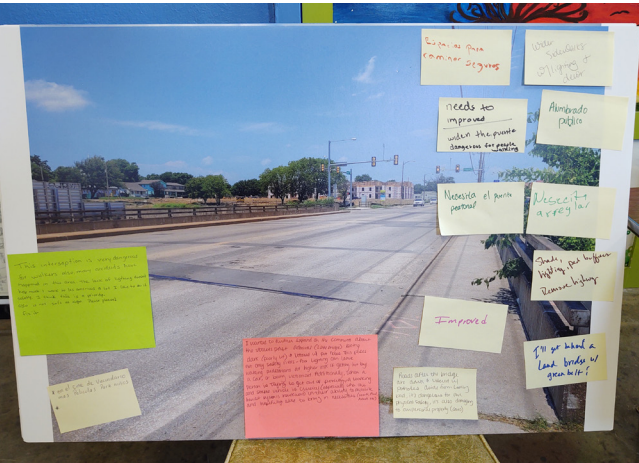
- Fresh food
- Places to go with the family
- Restaurants and Bars
- Outdoor family eating
- More book stores
- Flea Market
- Small market
- Family activities
- Mexican Food
- More retail
- Safe parks with fun games for kids



Board with community feedback about parking lot

WHAT TYPE OF EVENTS DO YOU WANT TO SEE IN KW ?

- Dia de los Muertos festival
- More Public Art
- Cinco de Mayo
- Concerts
- Independence day for Mexican people
- Events to promote and help Mexicans
- Cultural events/pop-up opportunities
- Sidewalk/Street Art
- Alley arts market
- Programs that support small business
- More Spanish speaking movies at the cinema



Board with community feedback about bridge crossing I-244

URBAN DESIGN INTERVENTIONS

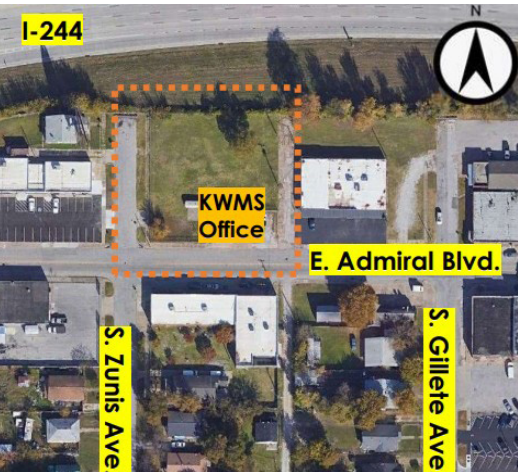
Collage of Urban Elements

While walking through the neighborhood I found several places that could be improved by implementing small or large urban design changes. These modifications could be implemented in phases with funding from activities in the neighborhood, business owners and the City of Tulsa. Several partnerships and volunteer opportunities could arise from these ideas. The collage is a complement to the design idea for Whittier Square.

Next you will find 10 proposals along with a map, existing conditions of the area, and existing examples or ideas for that proposal.

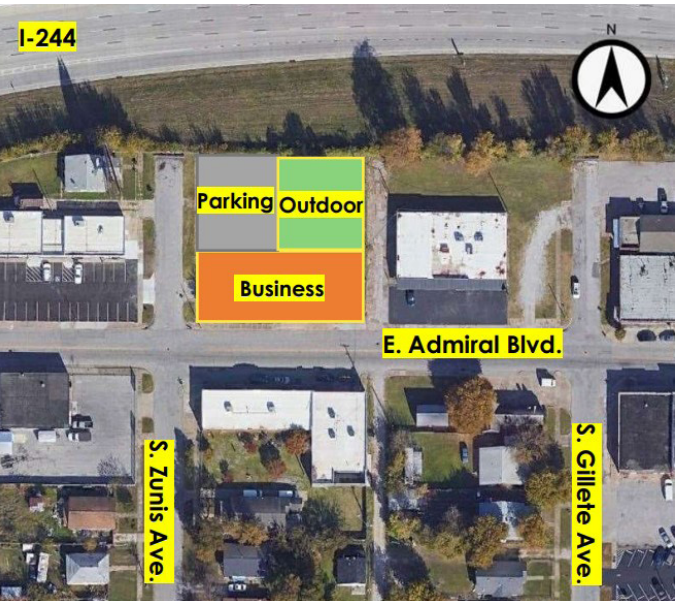
At the end you will find a summary map of the Collage of Urban Elements.

1. Behind KWMS Office



Existing Conditions

Examples/Ideas



Opportunities for this area could be related with the opening of new businesses which could help with the screening of the I-244. Also, the addition of outdoor areas for seating and facade renewal to help enhance the Main Street concept.



Downtown Broken Arrow, OK - Rose District

URBAN DESIGN INTERVENTIONS

2. Surrounding Area of "The Studio" (Photography Studio)



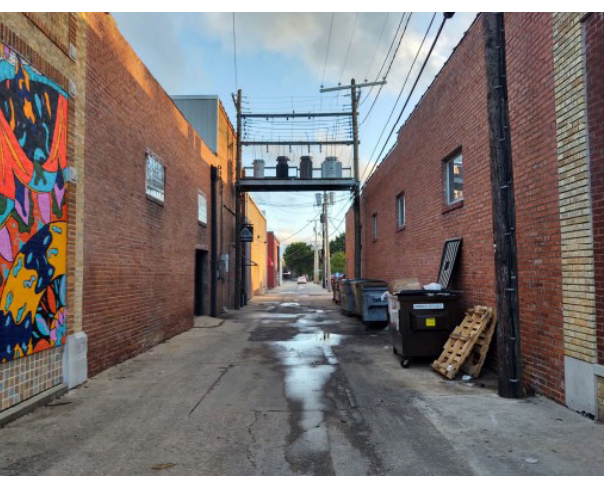
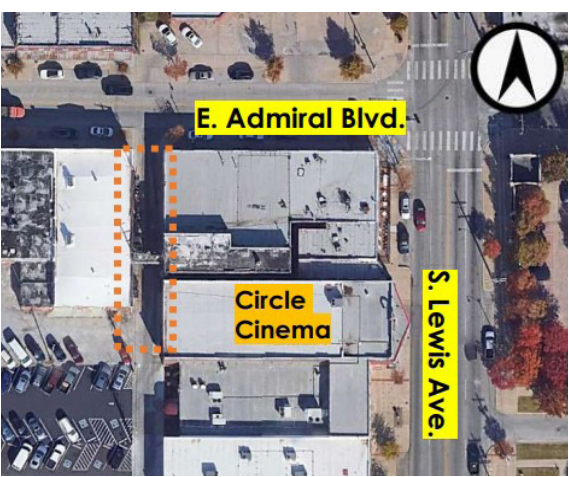
Examples/Ideas



Santa Monica's Main Street
Photograph: Courtesy Main Street Business Improvement
Association/Sean Paul Franjet(@spfstudios)

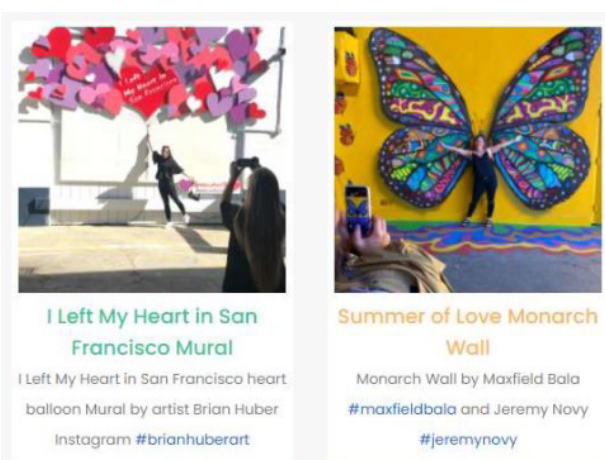
New and enhance existing
businesses to assist on the visual and
sonorous screening for I-244.

3. "Art Alley"

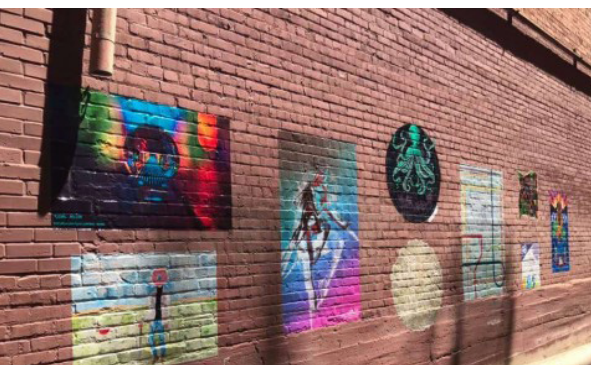


Existing Conditions

Examples/Ideas



Fisherman's Wharf in San Francisco, CA.
Interactive Murals by Local artists
Screenshot from umbrellaalley.com



Downtown Tulsa,OK
Tulsa Art Alley
tulsaartalley.com

Existing alley with possibilities to be
much more than that. A lot of local
artists in the area that could show their
art in there with the addition of seating
and string lights for people to enjoy
the experience.



URBAN DESIGN INTERVENTIONS

4. Admiral Boulevard Beautification



Existing Conditions



Examples/Ideas



Downtown River district
Revitalization Project
City of Bixby, OK



Admiral Blvd. Beautification Sketch Concept

Addition of beautification elements on Admiral Blvd. to enhance the Main Street vibe.

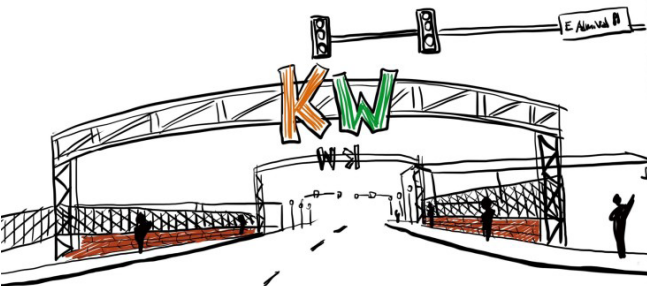
These elements could be Kendall-Whittier branding, brick facades, angle parking, planters with local vegetation, more streetlights, enhance sidewalks, and add curb ramps.

5. South/North Lewis Bridge + Gateway



Existing Conditions

Examples/Ideas



Gateway Concept Sketch View from N Lewis Ave. towards
Admiral Blvd.



Bud Hendrickson Bike Trail and Pedestrian Bridge
La Crosse, Wisconsin



Bridge Concept Sketch View from I-244

Bridge connecting North and South Kendall-Whittier needs to be more pedestrian accessible with more space for circulation and lights.

Signage opportunities on both I-244 and gateway so everyone knows they are in Kendall-Whittier.

URBAN DESIGN INTERVENTIONS

6. Las Americas Market Mural



Existing Conditions

Examples/Ideas



Art street in Cancun, Mexico.
Photo: Gonzalo Areuz
traveler.marriott.com



Mexican Native Mural in a Denver, CO Neighborhood
Credit: David Garcia / 9news.com



Tulsa Aero Bus Rapid Transit Bus Stop

Las Americas' wall on North Lewis Ave. has a clear beautification opportunity with a mural and lights.

Also enhancing the existing bus stop shelter with better sidewalks, and signage.

7. Las Americas Food Trucks

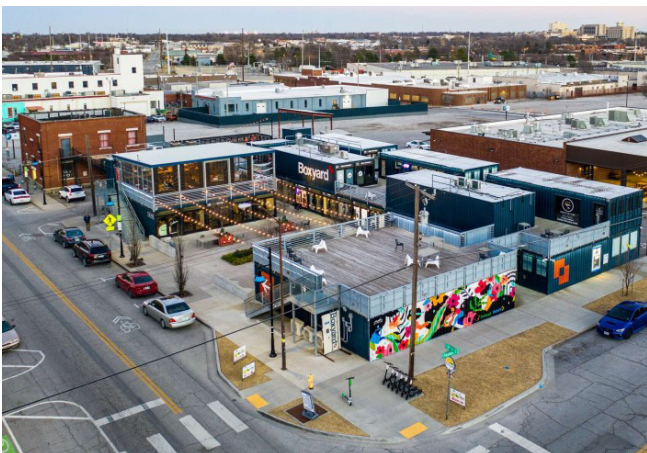


Existing Conditions

Examples/Ideas



The Rayback in Boulder, CO.
Photo courtesy of Tate Norden.



The Boxyard Tulsa, OK.
loopnet.com/Listing/301-S-Frankfort-Tulsa-OK/23902576/



Food Trucks + Containers Concept
Ideafoodtruckya.com

Las Americas market could dispense of some parking area to transform it into a small courtyard for food trucks.

URBAN DESIGN INTERVENTIONS

8. Business Opportunities on Lewis & Admiral



Existing Conditions on S. Lewis Ave.



Existing Conditions on Admiral Blvd.

Examples/Ideas



There are two clear businesses opportunities on Admiral Blvd. and South Lewis Ave. Both are empty paved lots utilized as parking lots during events held in the area.

These new businesses would add to the beautification of both streets with outdoor areas for seating and brick facades.



Bishop Arts District. Dallas, TX
Photo: Joe Nickol

9. Kendall-Whittier's Library Parking



Existing Conditions

Examples/Ideas



High School Outdoor Classroom. Elizabethton, TN
Photo: WCYB



Pop-up library. Brooklyn, NY
Photo: © Leigh Hurwitz

Behind KW Library there is an open grass area that could be utilize for events.

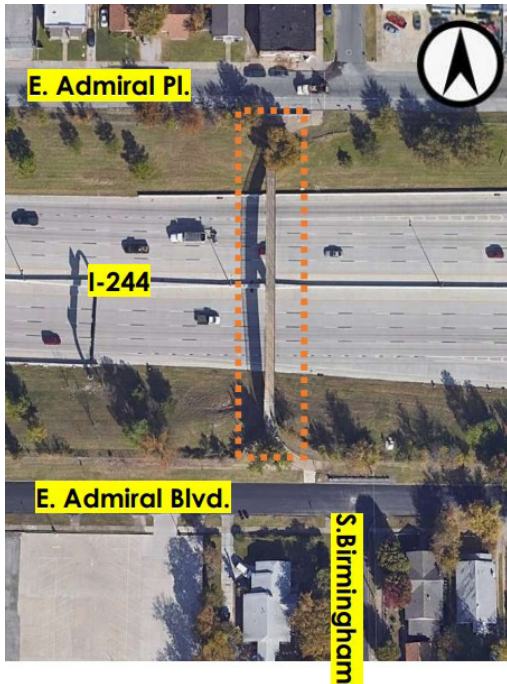
Those events could bring partnership opportunities, for example with Circle Cinema to promote Movie Nights during Summer or San Miguel Middle school could held outdoor classes.



Movie Nights
Photo: vanityfair.com

URBAN DESIGN INTERVENTIONS

10. Pedestrian Bridge Upgrade



Existing Conditions

Examples/Ideas



North Druid Hills Road pedestrian bridge Conceptual Drawing
Brookhaven, Georgia
reporternewspapers.net

The existing pedestrian bridge needs an update, not only structural speaking but design as well. By removing the curve, it makes people crossing clearly see what is happening on the other side. A better sidewalk network and signage on both South and North Lewis Avenue will let people know where to access the bridge instead of using the one on South Lewis Avenue.

Collage of Urban Elements Summary

1. Behind KWMS office

2. Surrounding area of "The Studio"

3. "Art Alley"

4. Admiral Blvd. beautification

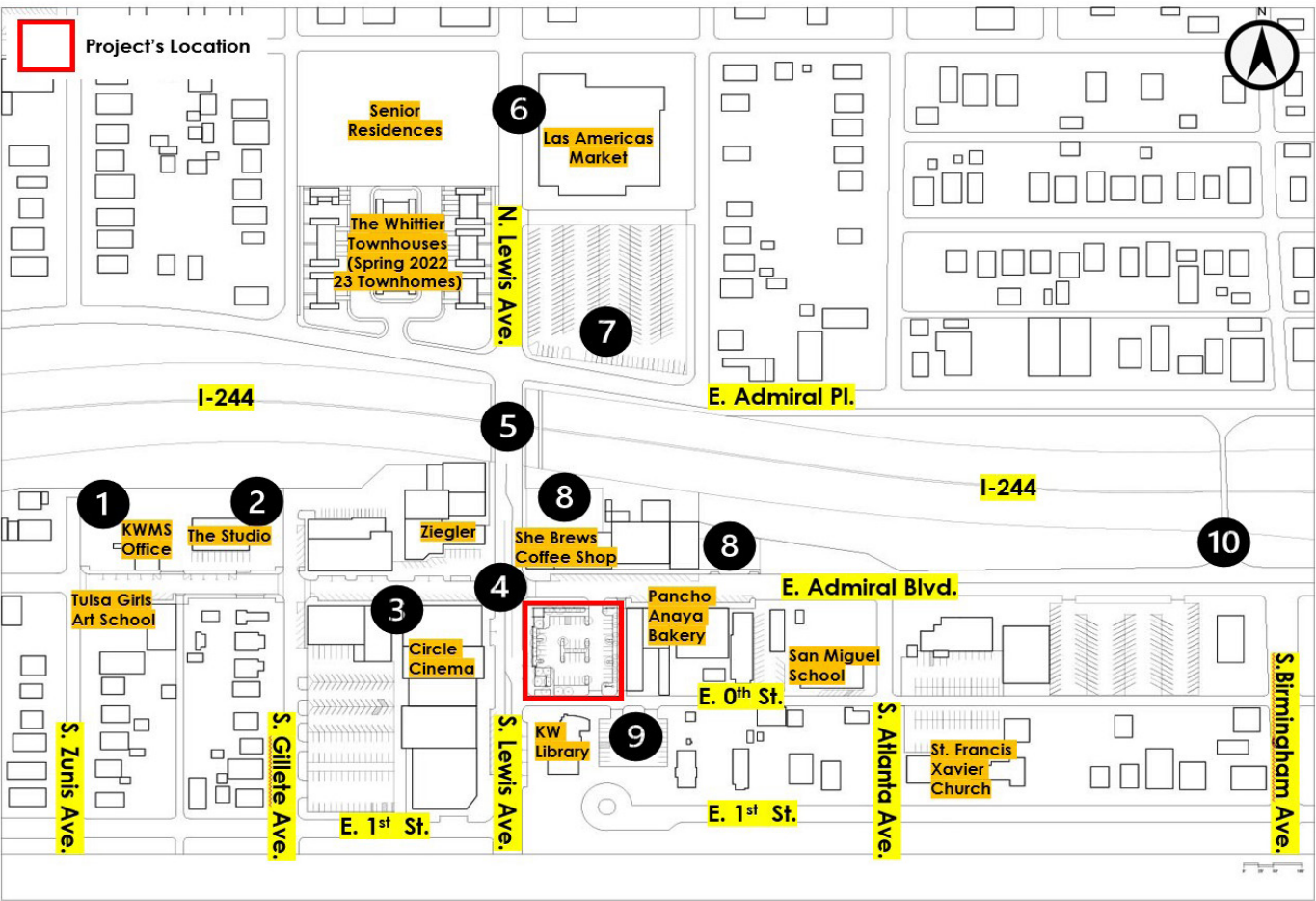
5. Enhance Lewis Bridge + Gateway
6. Mural opportunity

7. Food trucks park

8. New business opportunities

9. KW Library outdoor events

10. Pedestrian bridge

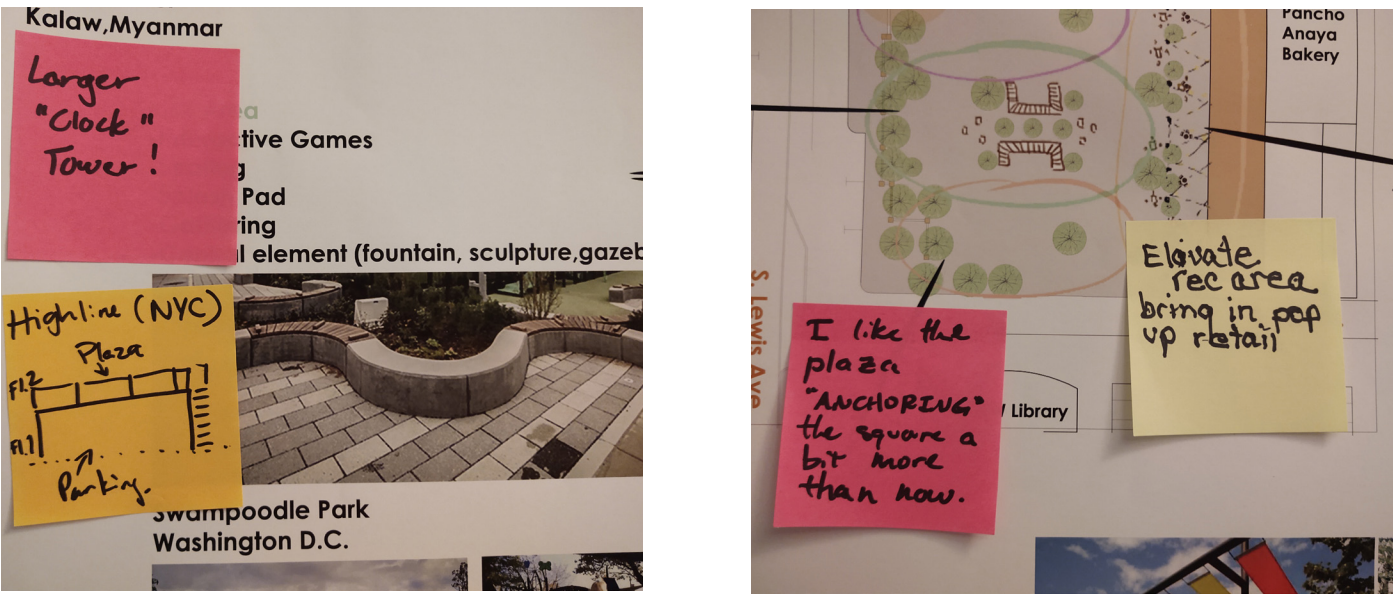
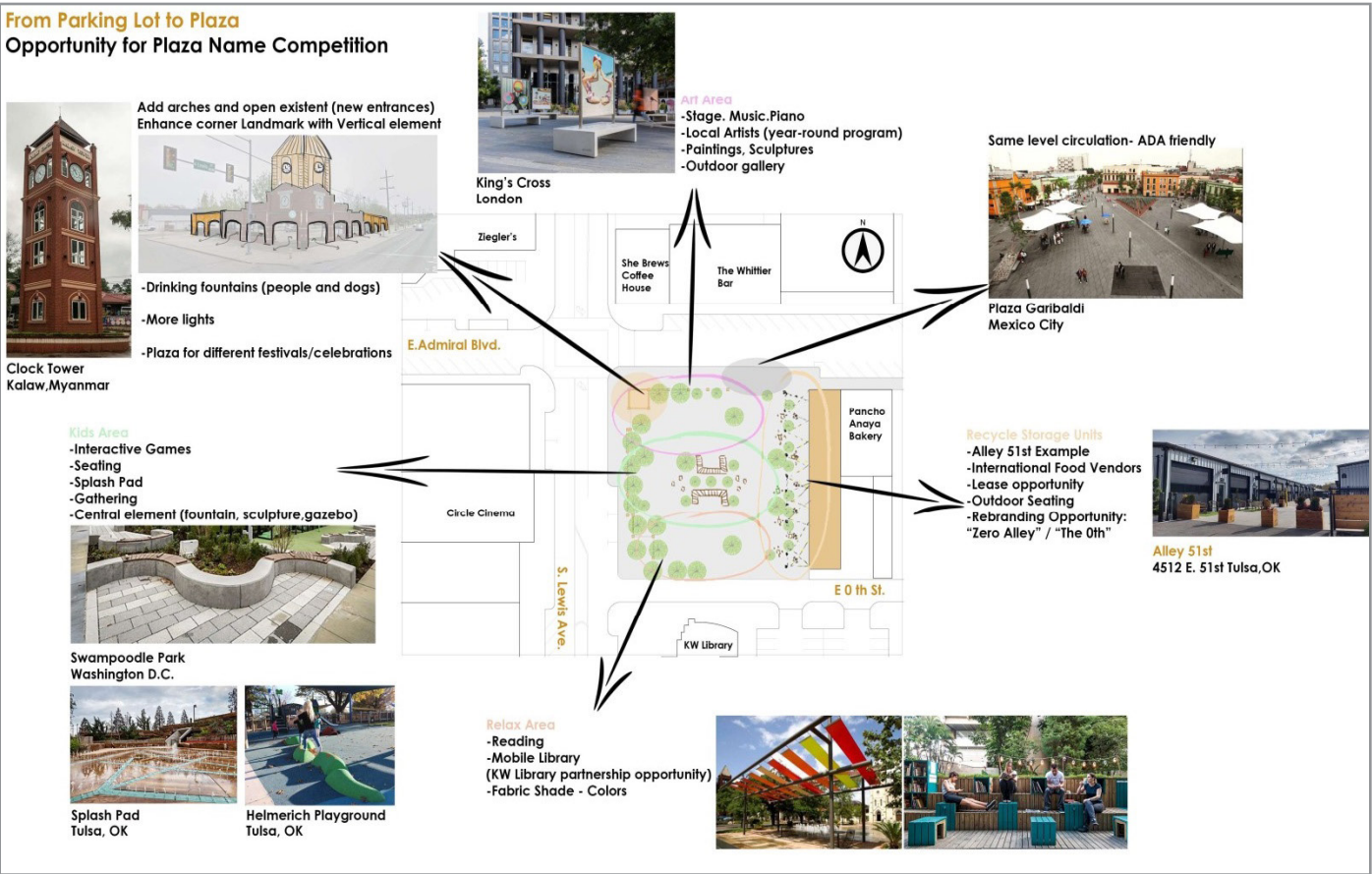


Conceptual map with the location of the 10 Collage Ideas for Kendall-Whittier and how they relate to project's location.

URBAN DESIGN INTERVENTIONS

First Idea - Whittier Plaza Concept

After everything I learned about the neighborhood and its community I developed the first design idea for Whittier Plaza. In this first concept I proposed a vision where all the parking was removed and transformed into a 24/7 plaza since the parking analysis showed this idea to be possible. Also, to annex the storage building next to Pancho Anaya's Bakery into the design as a new business opportunity rehabilitation. A local reference inspired this move: Alley 51st can be found at 4512 East 51st in Tulsa, OK. The idea board below was presented at the Kendall-Whittier Neighborhood Connection (KWNC) meeting on November 16th, 2021, in order to get feedback from the community. People who attended gave me verbal and written feedback putting notes on the board. It was also uploaded to the project's website. After, three designs for the area were produced using all the input gathered in that meeting and from people who sent their feedback through the project's website.



Photos showing how neighbors left comments and ideas on the board.

TAKEAWAYS

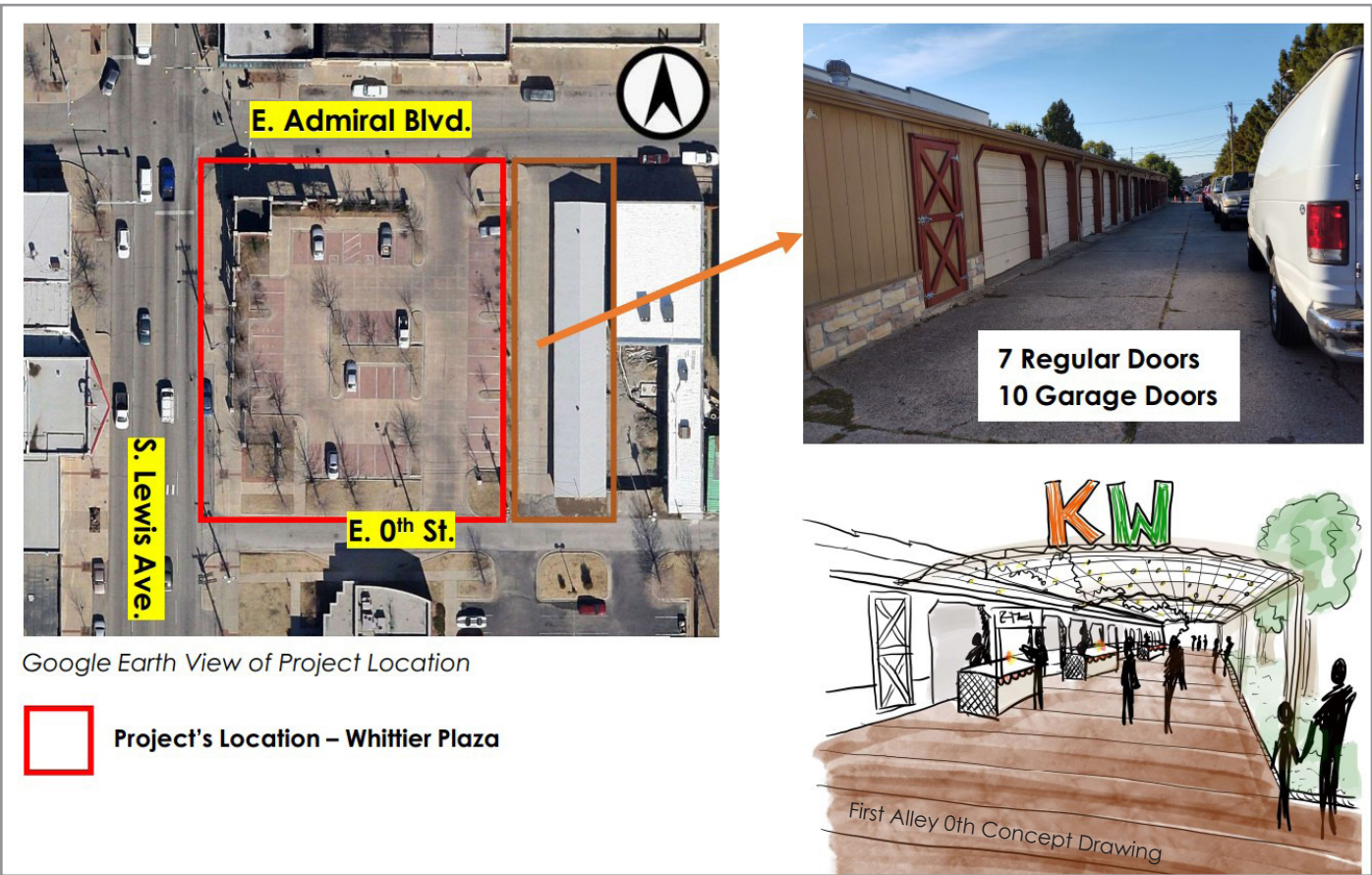
- Enhance Clock Tower.
- Use the Highline Park in New York City as reference.
- Farmers' Market is very important to the area.
- Elevate central recreational area.
- More Pop-up retail.
- Removing the parking is a concern for some businesses.
- Combine plaza idea with allowing parking.

URBAN DESIGN INTERVENTIONS

Three Design Ideas for Whittier Square

A Repeating Element: Alley 0th

The Alley idea repeats on all the three following designs. There is an existent storage building that could be recycled into shops for local businesses opportunities, international food vendors, arts and crafts, and local artists. The main idea is to make this alley a nice addition to the main project where combined will make the area more walkable, promote activities and local business expansion.



Alley 51st
is a local reference
utilize for this idea.



View from inside the alley



View from 0th Street entrance

- Two main entrances on E. Admiral Boulevard and 0th Street with Mural opportunities.
- Events like " Dia de los muertos" or " Cinco de Mayo" could be held.
- Branding opportunity on roof.
- Farmers' Market partnership opportunity.
- Two public restrooms.

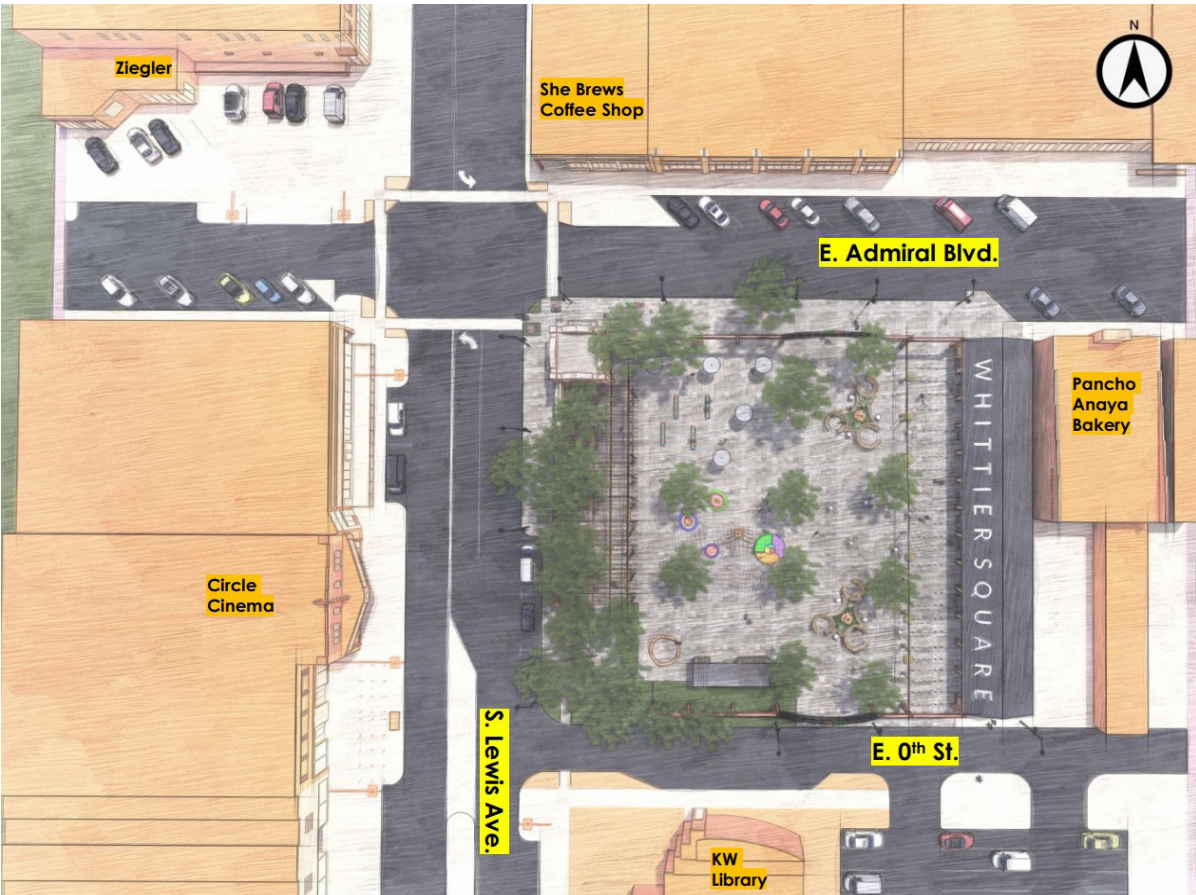
URBAN DESIGN INTERVENTIONS

Design 1 - PLAZA

After doing the parking analysis I decided to propose a design where all the parking stalls were removed, transforming the area into a Plaza.

Key Elements:

- Influence from the Hispanic/Latino Plaza concept
- Central element (sculpture, gazebo, fountain)
- Keep most of the existing trees for shade and nature interaction
- Interactive games for children (music, climbing, colors)
- Fixed stage and flexible seating area
- Annual Art Exhibition on fixed structure (partnership opportunity with local artist and Tulsa Girls Art School)
- Open brick structure on S. Lewis Avenue and Admiral Blvd. to make the area permeable and generate more accesses to the plaza
- Seating and eating areas
- Mobile library with structure closer to KW Library (partnership opportunity)



Angle Parking on Admiral from Conceptual Plan Made by Howell & Vancuren Landscape Architecture Firm in 2017 for KWMS. Construction begins in September 2022 by City of Tulsa.



Aerial view of proposed Plaza



Metal structure to enhance access on Admiral and 0th Street



Corner Admiral and Lewis – openings in brick structure and sidewalk enhancement

URBAN DESIGN INTERVENTIONS



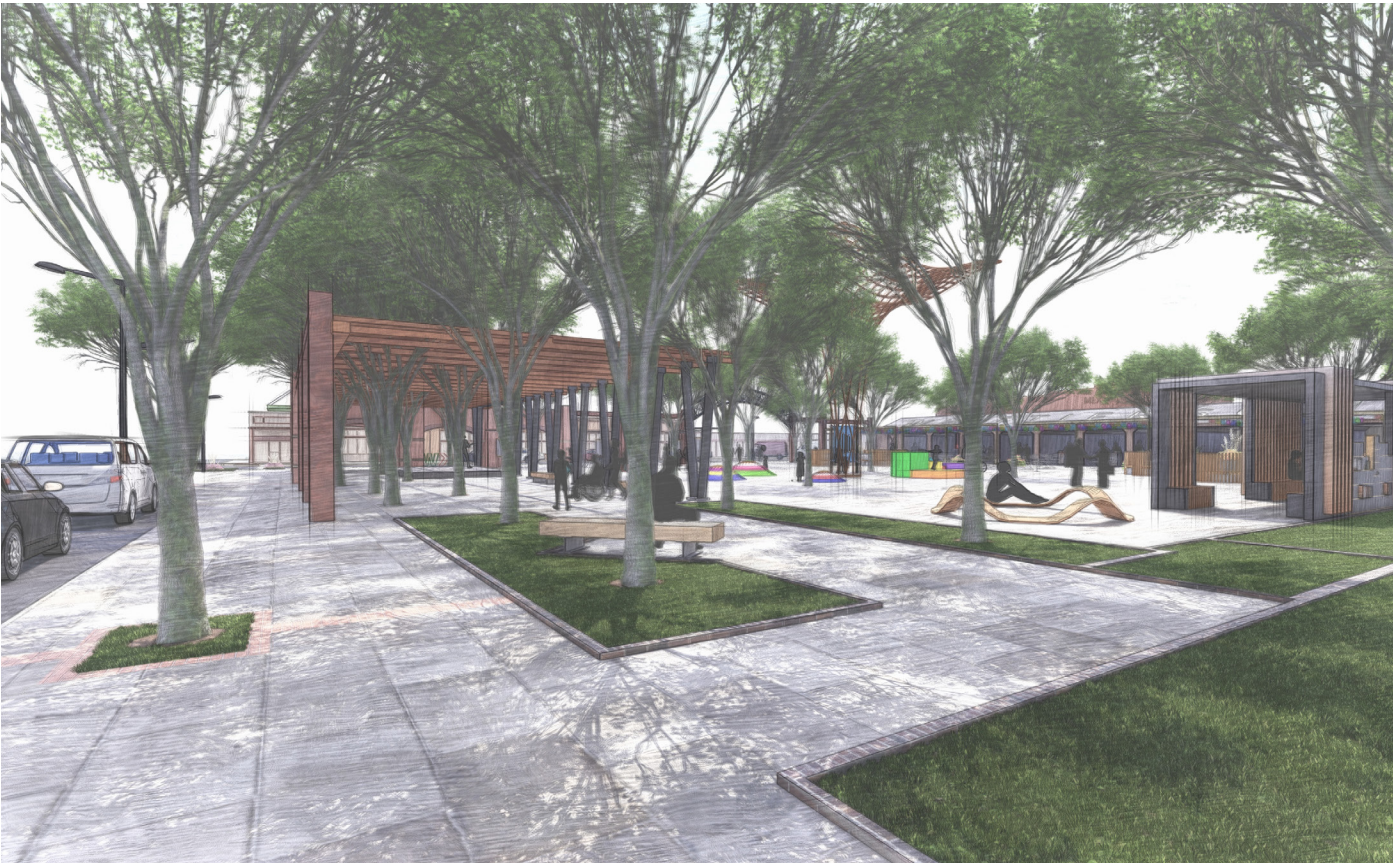
Fixed stage and pergola with flexible seating



Art exhibition area



Interactive Kids games area



View from corner of South Lewis Avenue and 0th Street - New access and pergola



Aerial view from Alley's pergola



Mobile library structure concept

URBAN DESIGN INTERVENTIONS

Design 2 - TOWER

Because parking was a constant concern among business owners and the community in general, I came up with this design. The Highline Park in New York City was my reference.

Key Elements:

- Enhance existent brick landmark with clock tower.
- Keep public parking and activities like Farmers' Market and KWMS events.
- Elevated structure with openings for existing trees.
- Seating, walking path, art exhibition, sunbathing and reading area.
- Generate different views and interaction with nature.
- Some stalls would be removed to have internal access to Alley 0th.
- Two main accesses: ramp and spiral staircase.



Angle Parking on Admiral from Conceptual Plan Made by Howell & Vancuren Landscape Architecture Firm in 2017 for KWMS. Construction begins in September 2022 by City of Tulsa.



Aerial view of the proposed tower and elevated structure.



Spiral stair on East Admiral Boulevard.



Ramp access on 0th St.

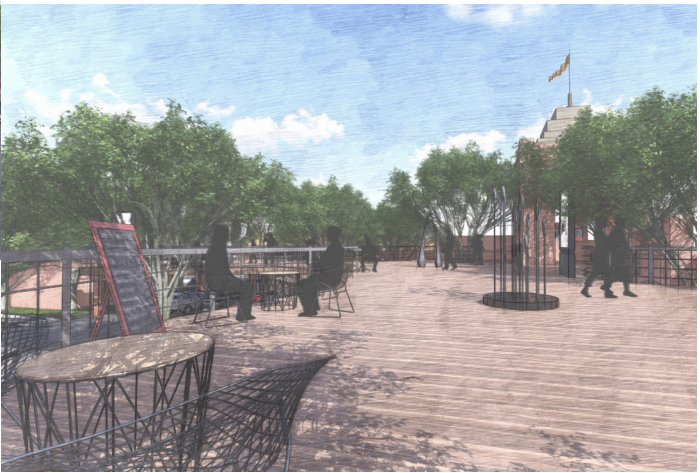
URBAN DESIGN INTERVENTIONS



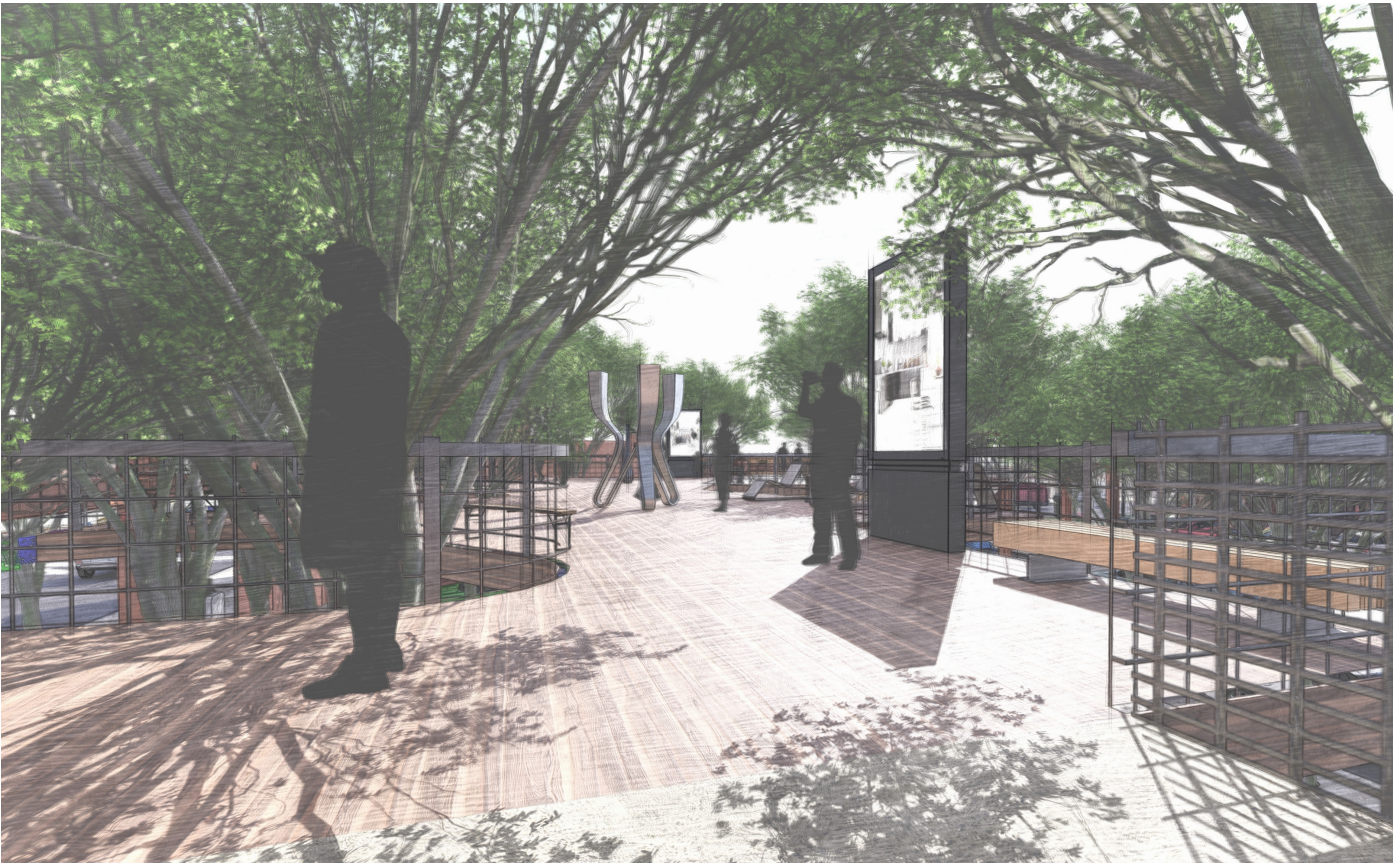
Brick landmark enhanced with vertical element



View from access on 0th Street



Seating and eating area on deck structure



Deck structure with opening for existing trees



Reading and exhibition areas inside tower



Art exhibition and sunbathing area

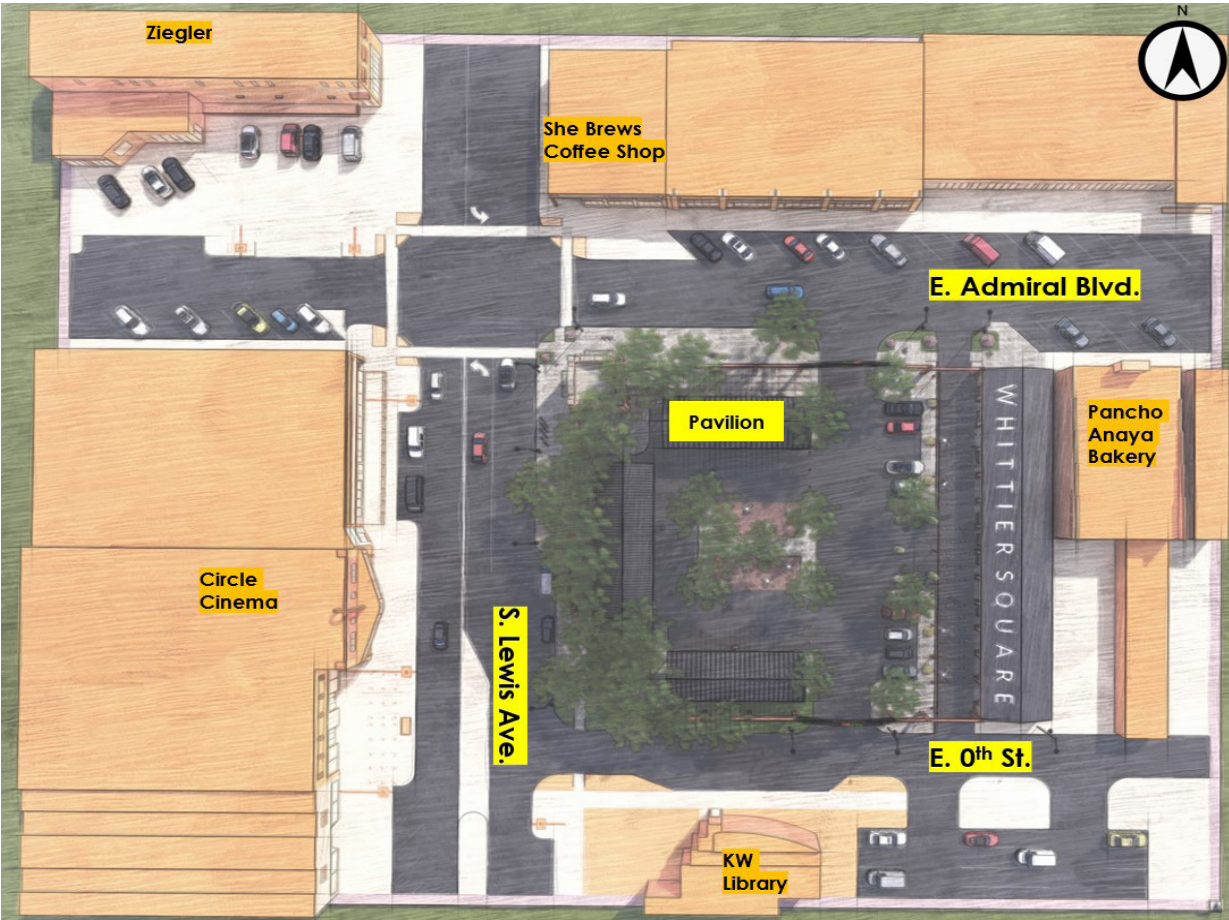
URBAN DESIGN INTERVENTIONS

Design 3 - FARMERS' MARKET

Tulsa Farmers' Market plays an important role in Kendall-Whittier's community. Every Saturday morning local farmers come to the parking lot on E. Admiral and S. Lewis Ave. and transform it into an outdoor market. This was one of the reasons I came up with this design idea in order to show what a permanent location for the market could look like. I used as reference the Peanuts Park Master Plan of Downtown City of Pasco in Washington State.

Key Elements:

- Fixed structure for Farmers' Market activities (3 Pavilions).
- During the week it can still be a public parking.
- 20 Vendors booths with double-side interaction with people on the sidewalk and on parking lot.
- Central area for eating, activities, and live music.
- Possible area for food truck vendors.



Angle Parking on Admiral from Conceptual Plan Made by Howell & Vancuren Landscape Architecture Firm in 2017 for KWMS. Construction begins in September 2022 by City of Tulsa.



Aerial view showing Farmers' Market idea and pavilions.



View from South Lewis Avenue - Openings in brick structure

View from South Lewis Avenue

URBAN DESIGN INTERVENTIONS



Access from East Admiral Boulevard. and Branding opportunity



Pavilion and booth concept



View from corner on 0th street and South Lewis Avenue



Vendors on both sides and pergola on E. Admiral Blvd. that allows existing trees to continue growing



View from Alley 0th



Central area with different paving

URBAN DESIGN INTERVENTIONS

PROS and CONS

A list of positive (Pros) and negative (Cons) items for each of the ideas was developed combining my opinion and feedback from my stakeholders, faculty, classmates, and guests on presentation days.



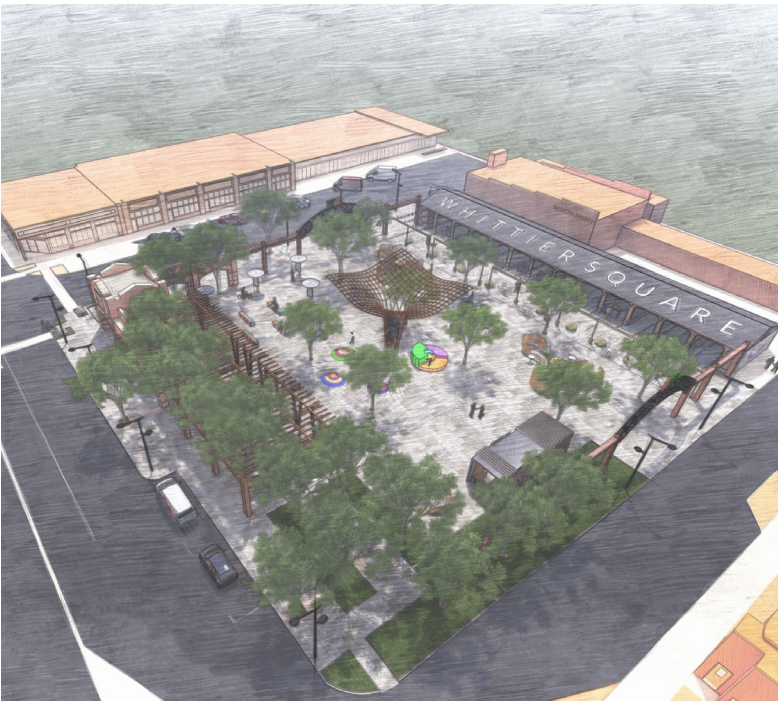
Alley 0th

PROS

- Rehabilitation of a storage building into something for community to enjoy.
- Pedestrian alley.
- Lease opportunities for local vendors and businesses (international food, artists, arts and crafts)
- Branding opportunity on roof.
- Pergola with string lights and decorations for events.
- Fixed booths for Farmers' to sell.
- Two public restrooms.

CONS

- Private building. Need to talk with owner for continuation of idea.
- Keep it interesting during the week for people to come.
- Remove some parking stalls to create internal connection.
- Farmers' will not be able to park in the alley on Saturdays like they usually do.
- Who would take care of keeping the restrooms clean?



Design 1 Plaza

PROS

- Open space for community.
- Hispanic/Latino festivities and activities.
- KW library partnership opportunity (Mobile library and events).
- Keep existing trees.
- Accessibility for all with same level floor (ADA compliant)
- KWMS events can continue and more.
- Fixed stage with flexible seating.
- Flexible space configuration.
- Kids playground.
- Not a parking lot.

CONS

- Need to fill space with activities and furniture in order to not feel like an empty area and motivate people to come .
- Who would take care of promoting activities and making the area interesting during the week?
- No Farmers' Market area.
- Making all same floor level would be expensive.



Design 2
Tower

PROS

- Enhanced brick structure landmark.
- Public parking stays almost the same.
- Different views and experiences to enjoy such as touching branches of trees, places to eat and read, sunbathe and, art exhibitions.
- KWMS events and Farmers' Market can continue with their activities taking advantage of the deck for protection against rain.
- Deck with openings to allow existing trees to keep growing.

CONS

- Very expensive overall.
- Design for ADA ramp will be difficult. There is not much space available.
- Modification of corner structure which is an important landmark.
- Security, liability issues, more dangerous to go up than walking on flat ground.



Design 3
Farmers' Market

PROS

- Pavilions as fixed structure for Farmers' Market activities and other activities.
- Bring people from different neighborhoods (more customers for local stores)
- Keep existing trees.
- Promote healthy habits and eating.
- Central area for seating and activities.
- Courtyard design.
- Allows parking during the week and some on weekend for the farmers.
- 20 vendor booths with double side interaction on sidewalk and street levels.

CONS

- Still a parking lot during the week.
- Less flexibility of open space usage.
- Dependent on Farmers' Market decisions (what if they decide to leave to another neighborhood?).

URBAN DESIGN INTERVENTIONS

FINAL DESIGN - Whittier Square 2022

After gathering feedback and comments from my stakeholder, neighbors, and people interested in my project, the Plaza and Farmers' Market designs were the ones that had more votes and positive reactions. Because of that I combined both ideas into the final design.

Key Elements:

- Pavilion structures for Farmers' Market activities.
- Courtyard configuration with central plaza connecting with Alley 0th.
- Food trucks, flexible stage and seating areas.
- Art exhibition structures on East Admiral Blvd and South Lewis Avenue.
- 15 Parking stalls available during week under pavilions.
- Neon sign on brick structure to enhance corner and landmark.
- Alley 0th with 10 spaces of 234 sq.ft for vendors and 2 public restrooms.
- Main Street elements: planters and streetlights with flags.
- Ziegler's corner recomposed with wood structure and string lights.



Angle Parking on Admiral from Conceptual Plan Made by Howell & Vancuren Landscape Architecture Firm in 2017 for KWMS. Construction begins in September 2022 by City of Tulsa.



Aerial view showing overall design



View from Ziegler's parking lot

URBAN DESIGN INTERVENTIONS



Alley 0th entrance on East Admiral Boulevard and Farmer's Market gateway



Pavilion, pergola, and double-sided farmer's booths



View from inside the plaza



Aerial view showing inside of courtyard plaza and food trucks



Stage, flexible seating, and entrance from plaza to Alley 0th



Courtyard view showing interaction between plaza, food trucks, farmers' market booths, and existing trees

CONCLUSIONS

Lessons Learned

After doing the photovoice activity and getting so few results, I started thinking about what I could have done better or differently to get more people to participate. If I had more time for this activity, better organization, money from a sponsor, and there was no Covid I would have probably done the following to motivate people to participate:

- Promote one or two face-to-face bilingual photography sessions to explain in person how to participate and what to expect of this activity.
- Schedule a day to carry out the activity in small groups walking through Kendall-Whittier together and taking pictures.
- Offer a prize (gift cards or cash) for the picture voted most popular.
- Offer digital cameras that the participants could keep once the activity was over.

Also after attending several events promoted by KWMS I could see that these events could attract even more people, especially from the Hispanic/Latino population of Kendall-Whittier or Tulsa.

I know firsthand that KWMS staff is doing a lot of work to include this important population in activities, but there is still more to do. For example:

- Have someone bilingual (English/Spanish) working in the office of KWMS. This way, at any time, people who only speak Spanish could come to the office and talk about their problems or ideas to help the neighborhood.
- Promote more activities related to the Hispanic/Latino culture. Festivities like “Dia de los Muertos”, “Cinco de Mayo”, and Independence days. Allow them be the ones who organize those activities in conjunction with KWMS and not the other way around.
- KWMS office or somewhere else could held free English/Spanish classes. People from the neighborhood who knows both languages could offer their time to teach. The best way to learn a new language is by daily practice and with people who are native on the language you wish to learn.

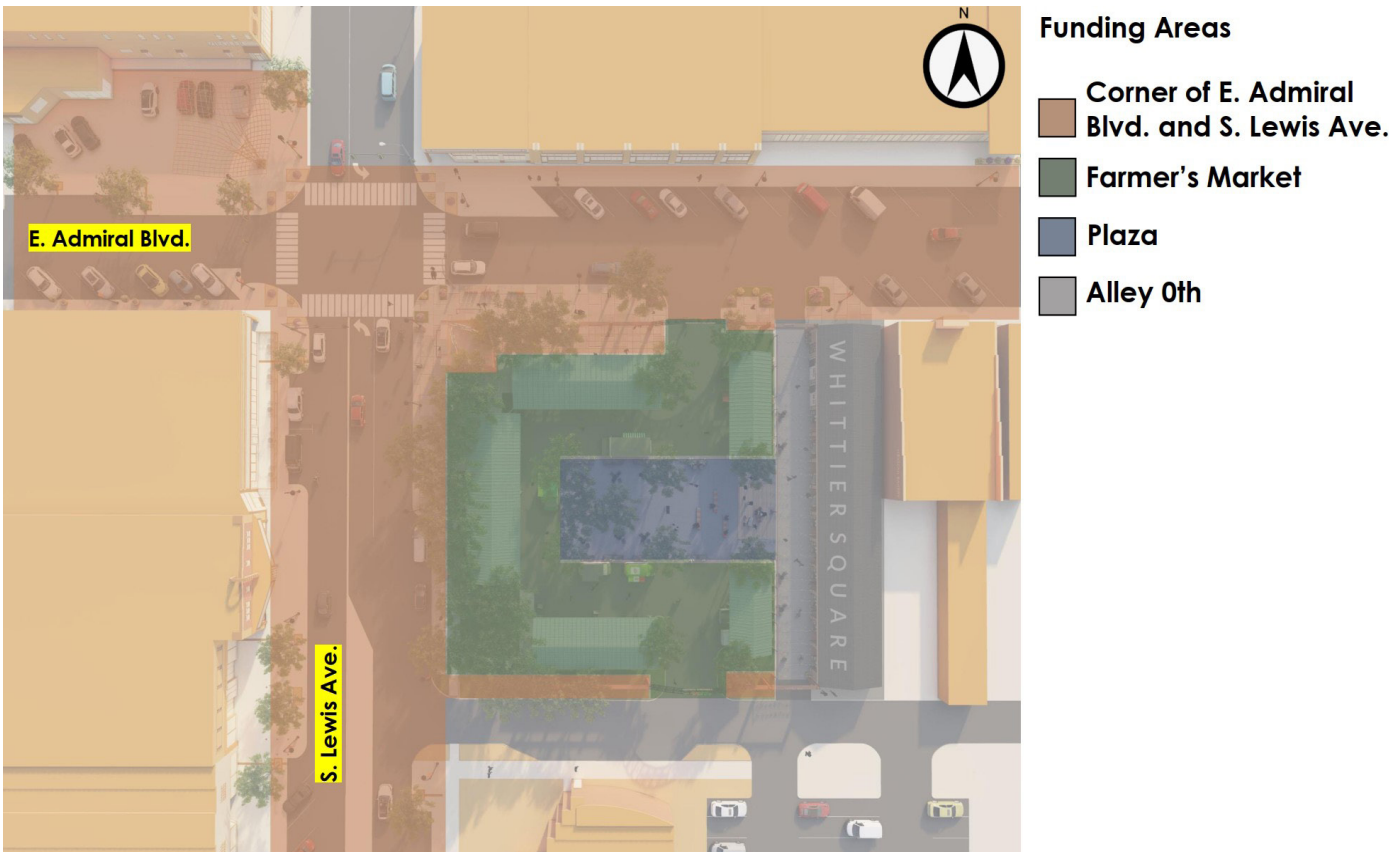
Implementation

Even if you have the best ideas, designs, or goals, if there is no money, unfortunately they are not going to become a reality. This is why the most important thing and first step in every project should be fundraising. For this project, I divided the "Whittier Square 2022" design into four areas where improvements or modifications will be made. Each area has a short description of the tasks and elements that would need funding and an estimation of how much those tasks may cost.

For this type of projects there are several places to look for money or investors, some of them are:

- City of Tulsa's Capital Improvement Projects (CIP)
- Grants (State or Federal)
- Private donors

Last but not least, I proposed a phasing strategy according to what I believe are the neighborhood's priorities.



Plan view of Whittier Square 2022 design

CONCLUSIONS

Areas Cost Estimation

CORNER of E. ADMIRAL BLVD and S. LEWIS AVE.	Funding
Trash bins	\$
Bicycle racks	\$
Repaint crosswalks	\$
Art exhibit structures	\$\$
New plant beds and plants	\$\$
Streetlights with flags	\$\$\$
Neon sign and structure	\$\$\$
Sidewalk rehabilitation and add ADA ramps on corners	\$\$\$\$
Ziegler's parking lot enhancement (string lights and wood sculpture)	\$\$\$\$
Modification of corner structure	\$\$\$\$
Wood Pergola	\$\$\$\$

PLAZA	Funding
Flexible seating	\$
Trash bins	\$
Tables with chairs	\$\$
Wood stage with ramp	\$\$
New plant beds and planters	\$\$
Lights	\$\$\$
Bollard with electric outputs for Food Trucks	\$\$\$
New paving for the area (no asphalt)	\$\$\$\$

Farmer's Market	Funding
New plant beds and plants	\$\$
Lights	\$\$\$
Gateway metal structure + KW and Farmer's Market signs	\$\$\$\$
Farmer's booths	\$\$\$\$
Pavilion (wood and metal)	\$\$\$\$\$

Alley 0th	Funding
Trash bins	\$
Paint for sign on roof of building	\$\$
Alley signs	\$\$
Murals	\$\$
Tables with chairs	\$\$
New plant beds and plants	\$\$
New paving for the area (no asphalt)	\$\$\$\$
Metal beams structure	\$\$\$\$
Decorations (string lights, flags)	\$\$\$\$
Storage building rehabilitation (structure, paint, restrooms)	\$\$\$\$\$

FUNDING REFERENCE	
\$	1 - 1,000
\$\$	1,000 - 10,000
\$\$\$	10,000 - 100,000
\$\$\$\$	100,000 - 1,000,000
\$\$\$\$\$	+ 1,000,000

Dimensions



Plan view of Whittier Square 2022 design showing important dimensions and square feet of the project.

I wanted to show that there is enough space to develop the activities and designs proposed. Also, to show the available size of the "Vendors Units" proposed for the storage building for lease opportunities.

Two public restrooms, 234 sq.ft each, were proposed in the recycled storage building to meet the "Sanitation Requirements" of the Oklahoma State Department of Health found in the "Farmer's Markets Guidelines".

During the week, under the pavilions, a total of 15 parking stalls will be available. One parking stall is approximately 180 Square Feet.

CONCLUSIONS

City of Tulsa's Capital Improvement Projects (CIP)

Here in the City of Tulsa to kickstart a project like "Whittier Square 2022" it needs to be first submitted to Councilor Kara Joy McKee (District Four Councilor) for her review of the CIP request. If you are in a different district then it is submitted to the appropriate district Councilor.

The CIP is the City of Tulsa's long-range plan for all individual capital improvement projects and funding sources. CIP Projects are unique construction projects that provide improvements or additions such as land, buildings, and infrastructure. The CIP helps enhance the overall quality of life in the City by improving the physical structures, systems, and facilities that provide services to the community. CIP projects are generally large and expensive, and the assets they install, replace, or rehabilitate will likely be required for decades of public use.

The CIP is a multiple year forecast of the City's capital needs. A capital need includes various project types such as:

- Airports
- Bikeways
- Bridges
- Storm drainage and flood control facilities
- Libraries
- Park and recreation centers
- Police, fire, and lifeguard facilities
- Street improvements, lights, and traffic signals
- Sidewalk improvements
- Utilities undergrounding
- Water and sewer facilities and pipelines. 9

9. "Capital Improvements Program (CIP)". The City of San Diego. About the CIP. Accessed on 4/22/2021. <https://www.sandiego.gov/cip/about>

City of Tulsa CAPITAL PROJECT REQUEST		<input type="radio"/> New Request <input checked="" type="radio"/> Revise Previous Request		For projects requested in FY 2002	
PROJECT TITLE (Be specific- i.e. "Replace Convention Center Air Handling ") Kendall Whittier - Lewis Ave – 2 nd St to 3 rd St S					
REQUESTING DEPT. Urban Development Department				CONTACT PERSON(S) Jim Coles	
PURPOSE OF PROJECT Includes resurfacing of street, new sidewalks, landscaping, metal benches and decorative lighting. Textured pedestrian crossings at 3 rd St intersection.					
DEPARTMENTS CLASSIFICATION OF PROJECT NEED:					
<input checked="" type="radio"/> CRITICAL		<input type="radio"/> IMPORTANT		<input checked="" type="radio"/> DESIRABLE	
				<input checked="" type="radio"/> DEFERABLE	
REASON FOR CLASSIFICATION Continue efforts that have been completed along Lewis Ave from 3 rd St to 6th Street and within the immediate Whittier Square area and the resurfacing that has been competed at the intersection of Admiral Blvd and Lewis Ave. This will finish the street and streetscape improvements that have been completed on bot sides of this block of Lewis Ave.					
LOCATION OF PROJECT (Address or general area) Kendall Whittier					
CLASSIFICATION OF PROJECT:				ESTIMATED USEFUL LIFE	
<input type="radio"/> NEW <input checked="" type="radio"/> REPLACEMENT <input checked="" type="radio"/> REHAB				(IN YEARS)	
ESTIMATED PROJECT COST		ANNUAL OPERATING COSTS (ABOVE CURRENT)			
(A) DESIGN	\$	(A) PERSONNEL COSTS	\$ 0		
(B) LAND	\$	(B) MAINTENANCE AND OPERATING COSTS	\$ 0		
(C) CONSTRUCTION	\$	(C) CAPITAL EQUIPMENT REPLACEMENT	\$ 0		
(D) EQUIPPING	\$				
TOTAL EST. COST	\$	TOTAL A & O COSTS	\$ 0		
TIME NEEDED TO DESIGN AND CONSTRUCT PROJECT		RELATIONSHIP TO OTHER CAPITAL PROJECTS:			
AGENCIES TO BE COORDINATED WITH		PLAN OR STUDY IDENTIFYING PROJECT NEED			
Public Works		District 4 Plan , Tulsa Metropolitan Area Comprehensive Plan			
Urban Development Dept. Planning Division		K/W Neighborhood Masterplan, K/W Urban Renewal Plan, --- Whittier Square Plan Update			
REQUESTING DEPARTMENT				November 30, 2000	
APPROVED BY:				DATE	

City of Tulsa Capital Project Request - Example from November 30th, 2000

CONCLUSIONS

Grants (State or Federal)

A grant is an award, usually financial, given by one entity (typically a company, foundation, or government) to an individual or a company to facilitate a goal or incentivize performance. Grants are essentially gifts that do not have to be paid back, under most conditions.
Example of grants or foundations that help apply for them:

- **Community Placemaking Grants**
<https://www.pps.org/community-placemaking-grants>
- **The Farmers Market Promotion Program (FMPP)**
<https://www.ams.usda.gov/services/grants/fmpp>
- **TYPROS Foundation**
<https://www.typros.org/foundation#get-funded>
- **Main Street America**
<https://www.mainstreet.org/howwecanhelp/resourcecenter/mainstreetforwardfundingopportunities>

Any grant follows a linear lifecycle that includes creating the funding opportunity, applying, making award decisions, and successfully implementing the award.

Each grant (federal or state) has their own grant cycle dates and range of funding available that could go from thousands to millions of dollars. It is important to research thoroughly to find the perfect grant for each project and apply with time!.

GRANT LIFECYCLE	
Pre-Award Phase	Funding Opportunity Announcement & Application Review
Award Phase	Award Decisions & Notifications
Post-Award Phase	Implementation, Reporting & Closeout

Example of 2022 Grant Cycle Dates for a TYPROS grant:

- May 1** – Grant applications open
- May 31** – Applications close
- June 15** – Applicants notified of moving to interview round
- July 3 - 9** – Interviews
- October** – Winning grantees notified
- November 4** – Grant winners announced publicly during Boomtown Awards at Hard Rock Hotel & Casino

In 2021 TYPROS Foundation gave away \$50,000 in community grant and the largest single amount ever given which was \$20,000.

Link to TYPROS Foundation 2022 Grant Application
<https://www.dropbox.com/s/vqdm8phm9e2tq2x/TYPF%202022%20Grant%20Application.pdf?dl=0>

Private donors

A private foundation is run and usually funded by an individual, a family, or a corporate sponsor, and it may create grants for other charities or entities. In addition, a private foundation is a tax-exempt 501(c)(3) charitable organization, meaning it does not qualify as a public charity under the public support test.
Examples that could help a project like this:

- **Neighborhood Development - George Kaiser Family Foundation**
<https://www.gkff.org/what-we-do/vibrant-inclusive-tulsa/neighborhood-dev/>
- **Mary K. Chapman Foundation**
<https://www.chapmantrusts.org/>
- **Williams Companies Foundation**
<https://www.williams.com/community-grants-sponsorships/>

CONCLUSIONS

Phasing Strategy

PHASE 1 - Alley 0th

Modifying the existing storage building into Alley 0th first will allow the existing events and public parking to continue working as usual and once finished it will add to the area a new place to visit and attract people. If KWMS purchase the building, they can start having some revenue from leasing the units that could be used for future projects or activities.

PHASE 2 - Corner of E. Admiral Blvd. and S. Lewis Ave.

Even though this area of work is mostly adding beautification elements or modifying the brick structure to make the area more permeable, I thought it would be better to have this already done in order to attract people to the area and enhance it. Since people will need better sidewalks, curbs, and lights, to access to the activities that Whittier Square 2022 will offer.

PHASE 3 - Farmers' Market

This phase could overlap with the previous one. For example, while the openings of the brick structure are being done, the two pavilions next to Alley 0th could be develop too since there is no need to add all at the same time. The other three pavilions could be installed after the modifications to the brick structure are done. Farmers' Market and KWMS activities inside the parking lot will have to be suspended while the construction is in process.

PHASE 4 - Plaza

Last but not least, the plaza will be built creating a connection with Alley 0th. Special care will be need it for the existing trees while their beds are being modified. Farmers' Market or KWMS activities will not be able to function inside the parking lot while the plaza is being built because of safety and hygiene issues.



Phase 1



Phase 2



Phase 3



Phase 4

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SUGGESTED READINGS

•CNU (Congress for the New Urbanism): "Building Local Strength: Emerging Strategies for Inclusive Development "May 2019. /www.cnu.org/

Abstract: This report from members of the CNU help create vibrant and walkable cities, towns, and neighborhoods where people have diverse choices for how they live, work, shop, and get around. People want to live in well-designed places that are unique and authentic. CNU's mission is to help people build those places. The report has examples of eight American cities that used different tools to achieve local strength in their neighborhoods.
CNU is a nonprofit 501(c)(3) organization headquartered in Washington, D.C

• Houseal Lavigne Associates."KENDALL-WHITTIER SECTOR PLAN, City of Tulsa, Tulsa Development Authority". November 2016

Abstract: The Kendall-Whittier Sector Plan is an update to a previous Sector Plan. A Sector Plan is a report approved by the Tulsa City Council that establishes how citizens would like land to be developed in the future. This designation as a Sector Plan allows the City and various partners to utilize policies, strategies, and funding sources to implement the vision it articulates.

• Koohsari, Mohammad Javad, and Oka, Koichiro. Walkable Neighborhoods: "The Link between Public Health, Urban Design, and Transportation" MDPI - Multidisciplinary Digital Publishing Institute, 2020.

Abstract: There is a growing recognition of the role of built environment attributes, such as streets, shops, greenways, parks, and public transportation stations, in supporting people's active behaviors. In particular, surrounding built environments may have an important role in supporting healthy active aging. Nevertheless, little is known about how built environments may influence active lifestyles in "super-aged societies".

• Choi, Eunyoung. "Walkability as an Urban Design Problem" Trita-ARK. Forskningspublikationer. 2012.

Abstract: The findings from this project provide insights into how we can better understand the interaction between the built environment and walking behavior in influencing each other.

• Whyte, William H. "The Social Life of Small Urban Spaces" Conservation Foundation,1980.

Abstract: In 1980, William H. Whyte published the findings from his revolutionary Street Life Project in The Social Life of Small Urban Spaces. Both the book and the accompanying film were instantly labeled classics and launched a mini revolution in the planning and study of public spaces.

• Koohsari, Mohammad Javad., Suzanne Mavoa, Karen Villanueva, Takemi Sugiyama, Hannah Badland, Andrew T. Kaczynski, Neville Owen, and Billie Giles-Corti. "Public open space, physical activity, urban design and public health: Concepts, methods and research agenda" Health & Place. 33(2015):75-82.

Abstract: This article discusses how public open spaces such as parks and green spaces are key built environment elements within neighborhoods that encourage a variety of physical activity behaviors.

• Marcus, Clare Cooper., et al. "People Places: Design Guidelines for Urban Open Space" Edited by Clare Cooper Marcus and Carolyn A. Francis; Drawings by Su Sin Tang and Yun Flora Yeh. Van Nostrand Reinhold, 1990.

Abstract: A resurgence in the use of public space continues throughout North America and many other parts of the world. Neighborhoods have become more outspoken in their demands for appropriate park designs.

• Topinka, Robert J. "Resisting the Fixity of Suburban Space: The Walker as Rhetorician" Rhetoric Society Quarterly 42, no. 1 (2012): 65-84.

Abstract: This essay examines homogeneous, suburban commercial streets commonly found in the United States. These streets employ minutely regulated systems of order organized under the logic of automobile traffic. In a society where consumerism reigns, these streets, and the spatial order the entail contribute significantly to the ideologies of everyday life. Because these streets rely almost entirely on driving, the walker opens a space of difference and rhetorical invention within these homogeneous spaces.

• Gindroz, R., Robinson, R., Ostergaard, P., Long, Jr., B. J., Connor, M., & Osth, E. "The Urban Design Handbook: Techniques and Working Methods". (2003) W.W. Norton & Company.

Abstract: Covering the process from basic principles to developed designs, the book outlines the range of project types and services that urban designers can offer and sets out general operating guidelines and procedures for: developing master plans, including techniques for engaging citizens in the design process and technical analysis to evaluate the physical form of regions, cities, and neighborhoods.

•Tate, Alan., Eaton, Marcella. "Great City Parks" Published by Routledge,2nd edition,2015.

Abstract: Great City Parks is a celebration of some of the finest achievements of landscape architecture in the public realm. It is a comparative study of thirty significant public parks in major cities across Western Europe and North America.

Photovoice Activity Documents



Hand-Made size cards promoting activity and project's website in English and Spanish (Front and Back)

Join the Photovoice Activity !

You are Invited to Participate in the *Imagining Whittier Square Project*



Ends
December 17th 2021

For **Questions**, please email:
camilacoronado@ou.edu

Hi ! I am Camila a graduate student from the **University of Oklahoma Urban Design Studio**.

The main purpose of this activity is to **learn more about Kendall-Whittier Neighborhood** through the photographs you will submit if you accept to participate.

For more **Information** please scan the QR Codes.


To **PARTICIPATE** scan the code or access
<https://forms.gle/w61hh7GJ3j7WCFB7>



To **UPLOAD PHOTOS** scan the code or access
<https://forms.gle/2RMK1QtRqfvupZGh6>




Flyer used to promote the photovoice activity in Kendall-Whittier businesses, Instagram, Facebook, and Newsletter.



Photovoice Survey

Hopefully now you have a lot of photos to share but if you only have one that is ok too. Keep in mind that you will need to go through this Survey for each photo you want to upload.

Take a moment to decide which one has "Urban Elements" you would like to Preserve, Add, Remove or Keep out from your neighborhood. For the purpose of this survey, Urban Elements will mean any aspect or element of the physical/built environment (including but not limited to streets, sidewalks, trees, signs, buildings, streetlights, etc.)

[camilacoronado31@gmail.com](#)  [Switch account](#)

The name and photo associated with your Google account will be recorded when you upload files and submit this form. Your email is not part of your response.

*** Required**

a) Please Upload a photo of an Urban Element that needs to be Preserve, Add, Remove or Kept out from your Neighborhood. *

[Add file](#)

b) What is the approximate location of this photo? (street and cross-street) *

Your answer

c) What is the desired action for this element? *

☐ Preserve

☐ Add

☐ Remove

☐ Keep out

d) Describe the photo with a caption. *

Your answer

Google Form Photovoice Survey for Photo submission

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