

Route 66 Experience Site Selection Process

Criteria



- *Criteria for Route 66 Experience and its Location*

Strategic Planning



- *Data analysis*
- *Mapping*

Findings



- *Based on weighting and mapping of criteria*



Criteria

a) Criteria for Route 66 Experience and its Location

- Destination for locals and visitors, multigenerational, multicultural
- World-class center that highlights history
- Point of connection – Route 66's national, state and city context
- Variety experiences
- Location Considerations
 - Accessible
 - Connectivity
 - Requirements
 - Opportunities
 - Outcomes



Strategic Planning

a) *Data analysis*

- Datasets were analyzed and mapped to identify **key areas of interest** that concentrate the most assets and supporting uses and services along Route 66. The system will allow the Tulsa Planning Office team to target properties located within these areas, pending on predefined requirements.
 - Different weights were provided to emphasize/prioritize specific indicators within each key area.
- 1) **Landmarks.** *Iconic landmarks within 3 miles of Route 66*
 - 2) **Land Use.** *Commercial parcels with existing development*
 - 3) **Opportunities.** *Governmental and organizational incentive programs*
 - 4) **Connectivity.** *Accessibility by multimodal transportation networks*
 - 5) **Density.** *Local residents, within 3 miles of Route 66*



Strategic Planning & Findings

b) Mapping – Indicators and Weights (Within 3 miles of Route 66)

- | | | |
|--|---|---|
| 1) Landmarks - <i>Attractions, hubs, destinations, points of interest.</i> | ➡ | 5 |
| 2) Land Use - <i>Hotels, Retail, Restaurants.</i> | ➡ | 3 |
| 3) Opportunities - <i>TIF, OZ, HD, Main Street.</i> | | |
| 4) Connectivity/Access – <i>Access to multimodal transportation.</i> | ➡ | 1 |
| 5) Density - <i>Residential parcels, based on number of units.</i> | | |

c) Findings are demonstrated on these maps

- a) Composite
- b) Vacant/Underutilized Property

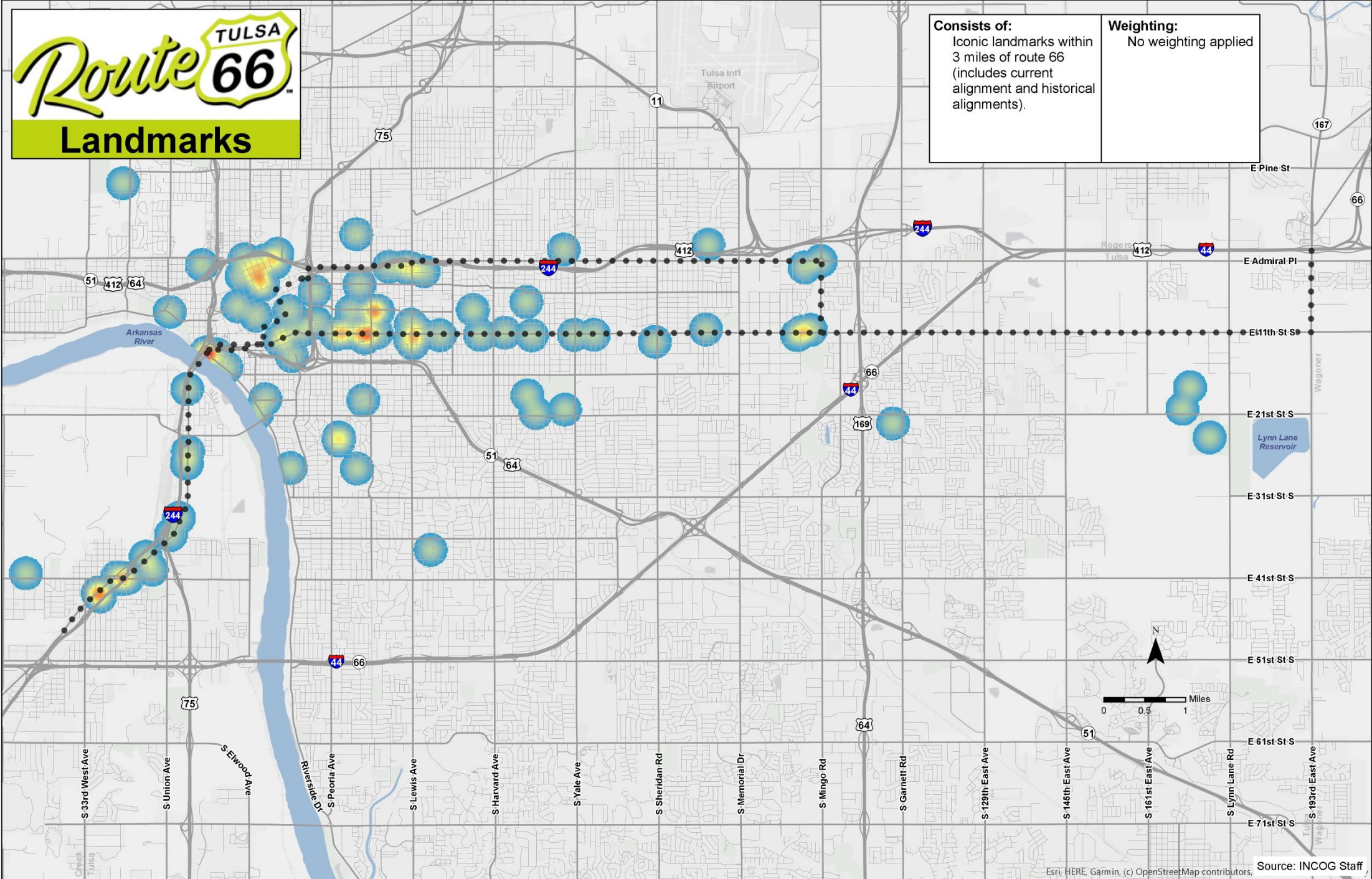


Route 66

Landmarks

Consists of:
Iconic landmarks within 3 miles of route 66 (includes current alignment and historical alignments).

Weighting:
No weighting applied



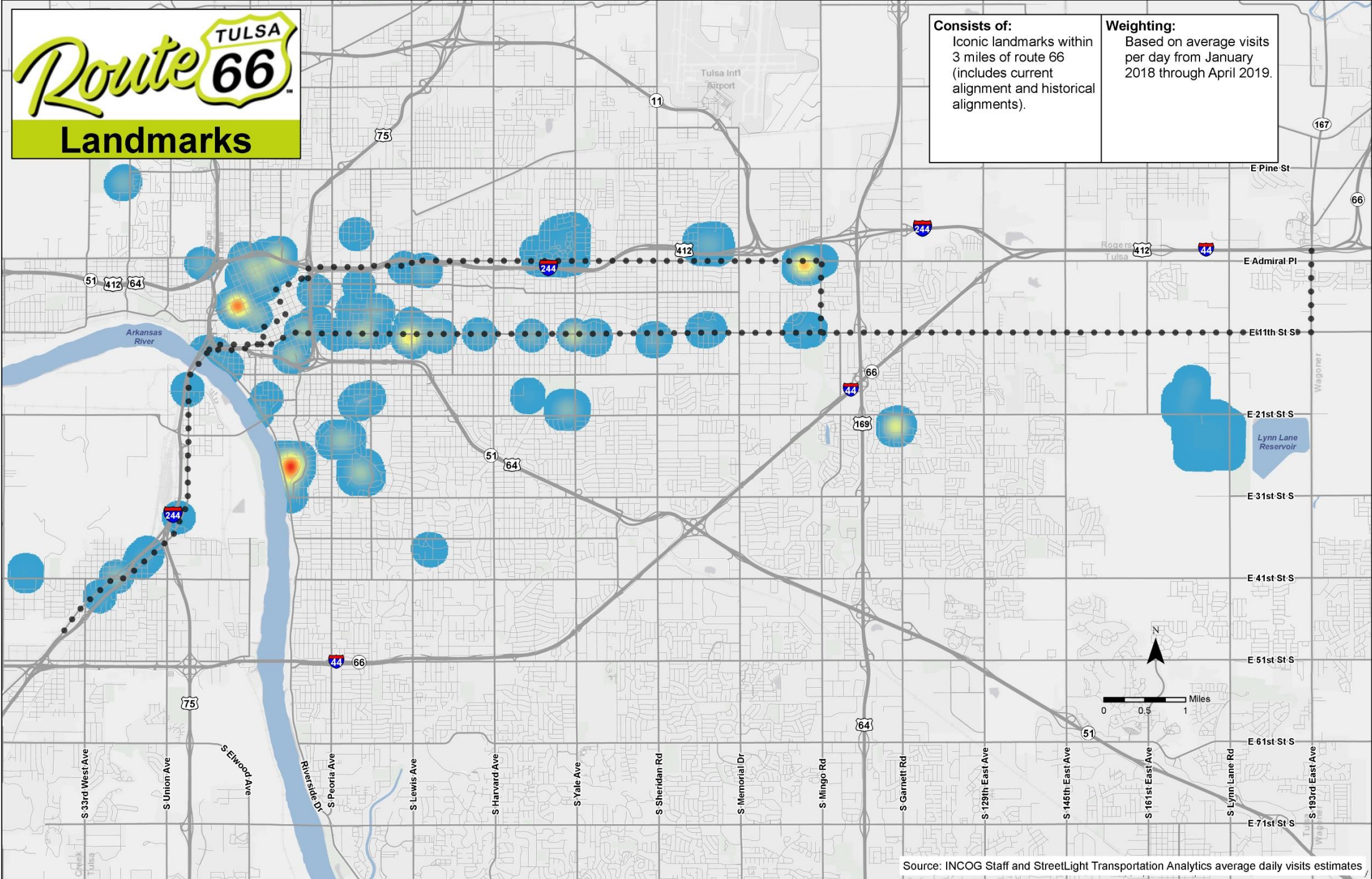
Route 66

TULSA

Landmarks

Consists of:
 Iconic landmarks within
 3 miles of route 66
 (includes current
 alignment and historical
 alignments).

Weighting:
 Based on average visits
 per day from January
 2018 through April 2019.

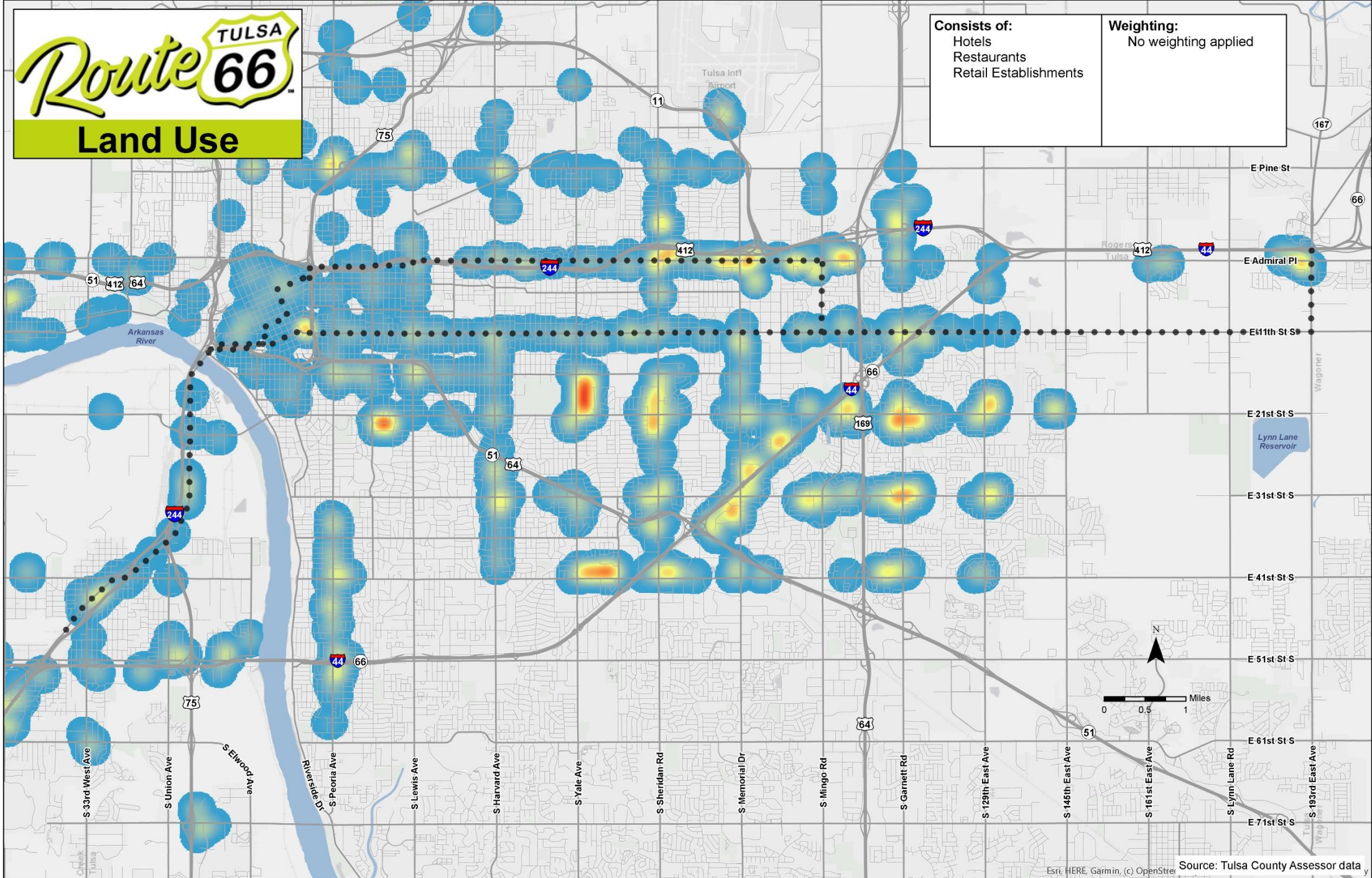


Route 66

Land Use

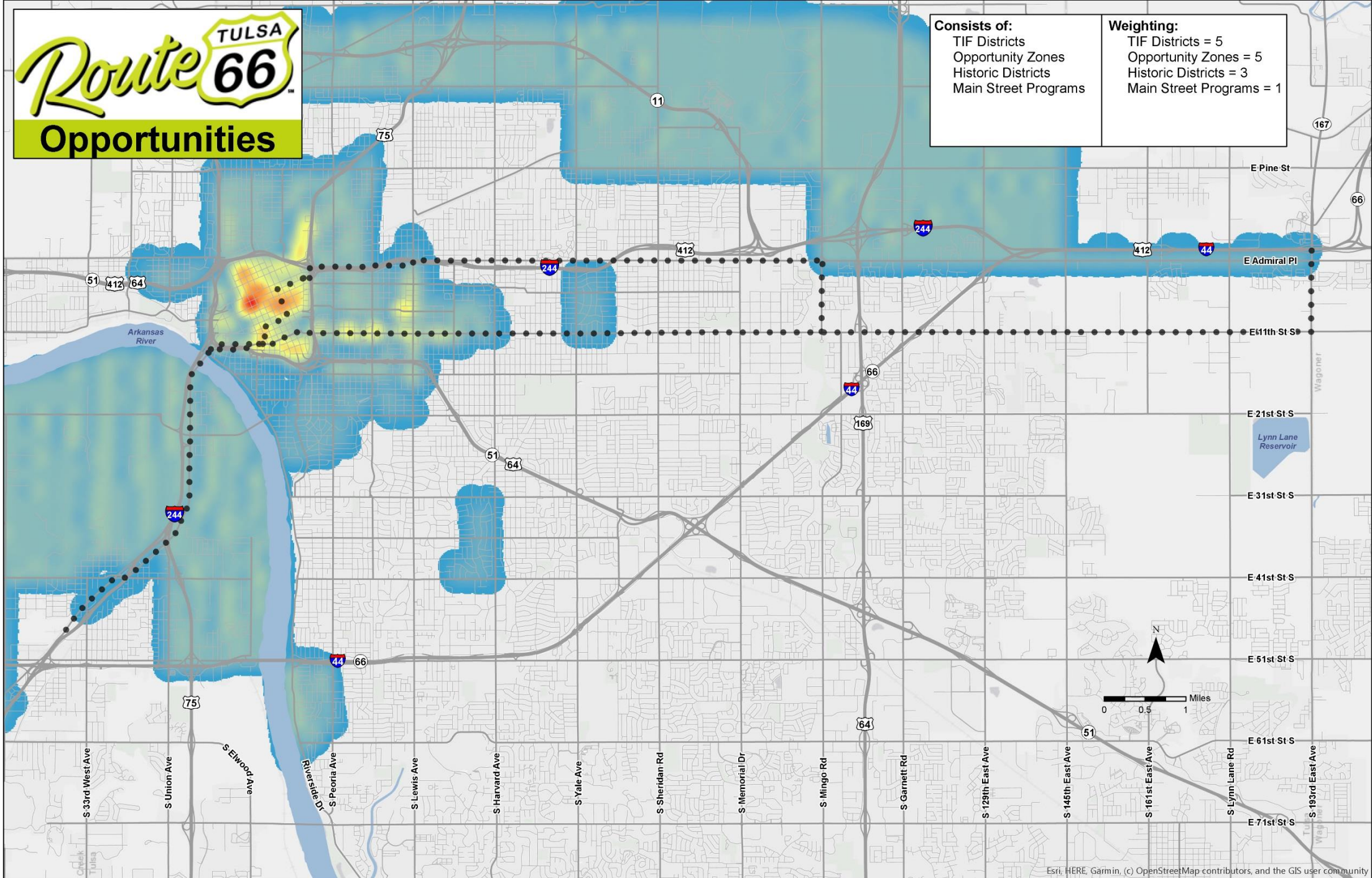
Consists of:
Hotels
Restaurants
Retail Establishments

Weighting:
No weighting applied



Route 66 Opportunities

Consists of:	Weighting:
TIF Districts	TIF Districts = 5
Opportunity Zones	Opportunity Zones = 5
Historic Districts	Historic Districts = 3
Main Street Programs	Main Street Programs = 1

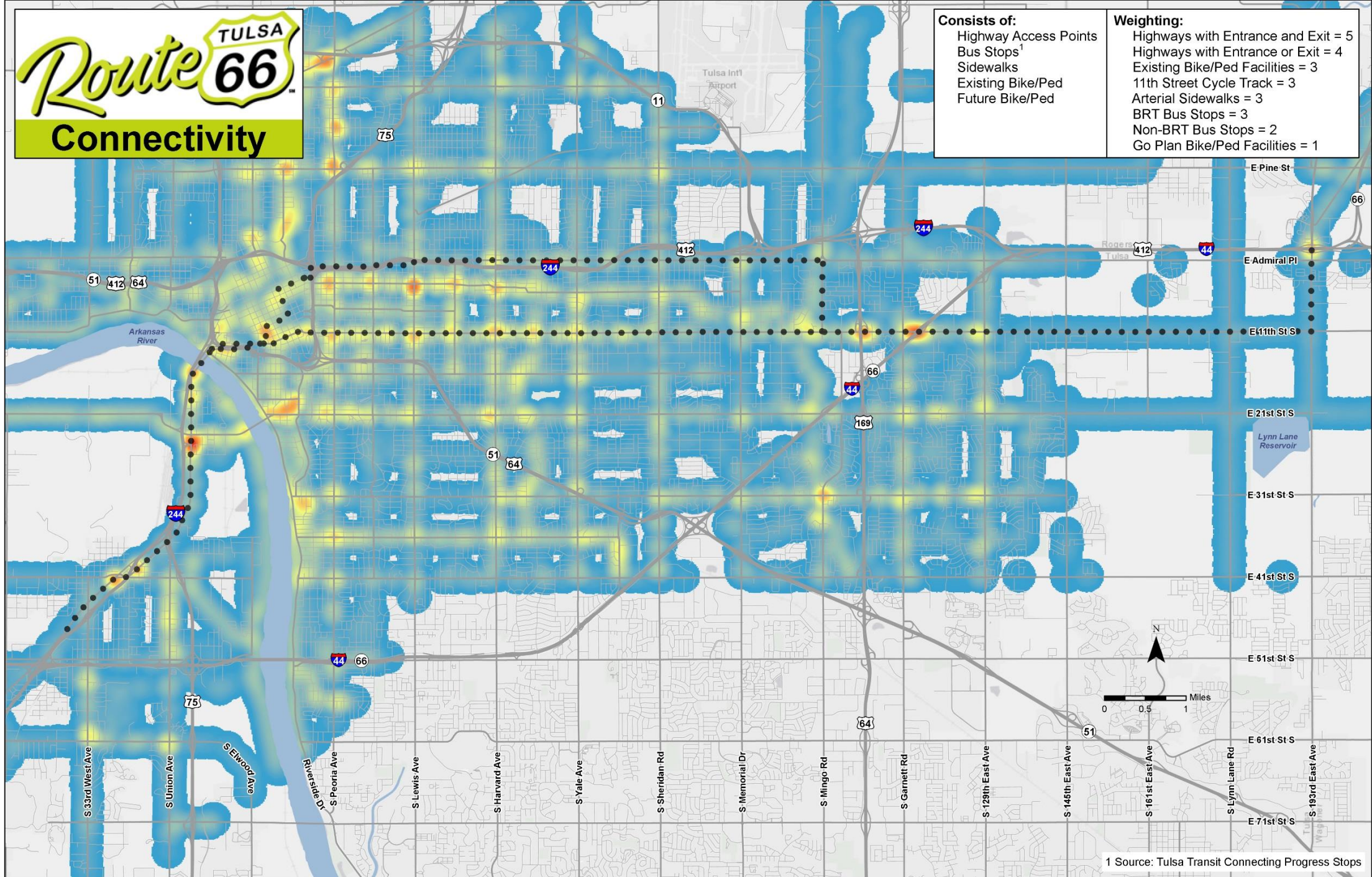


Route 66 Connectivity

- Consists of:**

 - Highway Access Points
 - Bus Stops¹
 - Sidewalks
 - Existing Bike/Ped
 - Future Bike/Ped
- Weighting:**

 - Highways with Entrance and Exit = 5
 - Highways with Entrance or Exit = 4
 - Existing Bike/Ped Facilities = 3
 - 11th Street Cycle Track = 3
 - Arterial Sidewalks = 3
 - BRT Bus Stops = 3
 - Non-BRT Bus Stops = 2
 - Go Plan Bike/Ped Facilities = 1



¹ Source: Tulsa Transit Connecting Progress Stops

Route 66

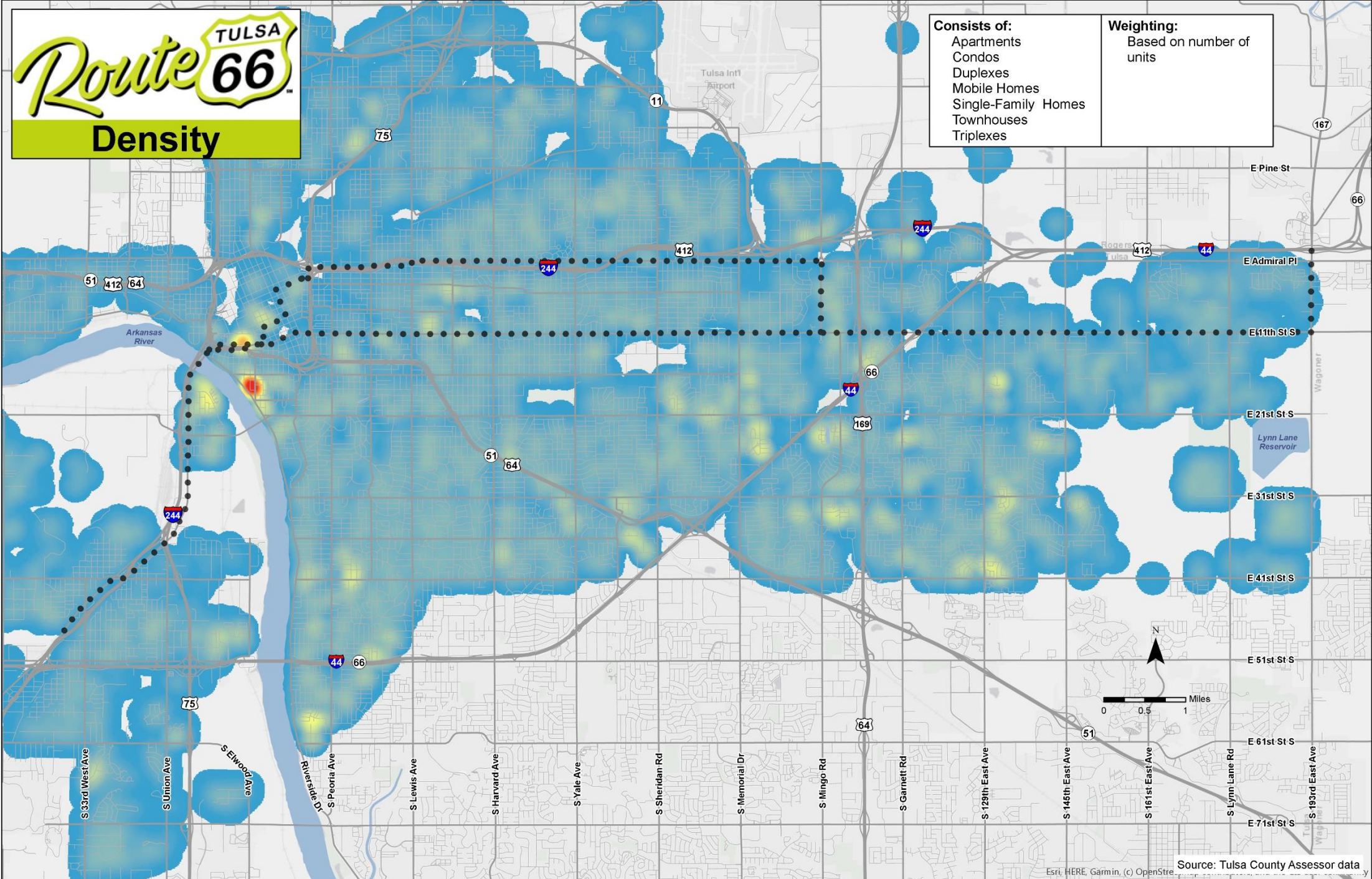
Density

Consists of:

- Apartments
- Condos
- Duplexes
- Mobile Homes
- Single-Family Homes
- Townhouses
- Triplexes

Weighting:

Based on number of units

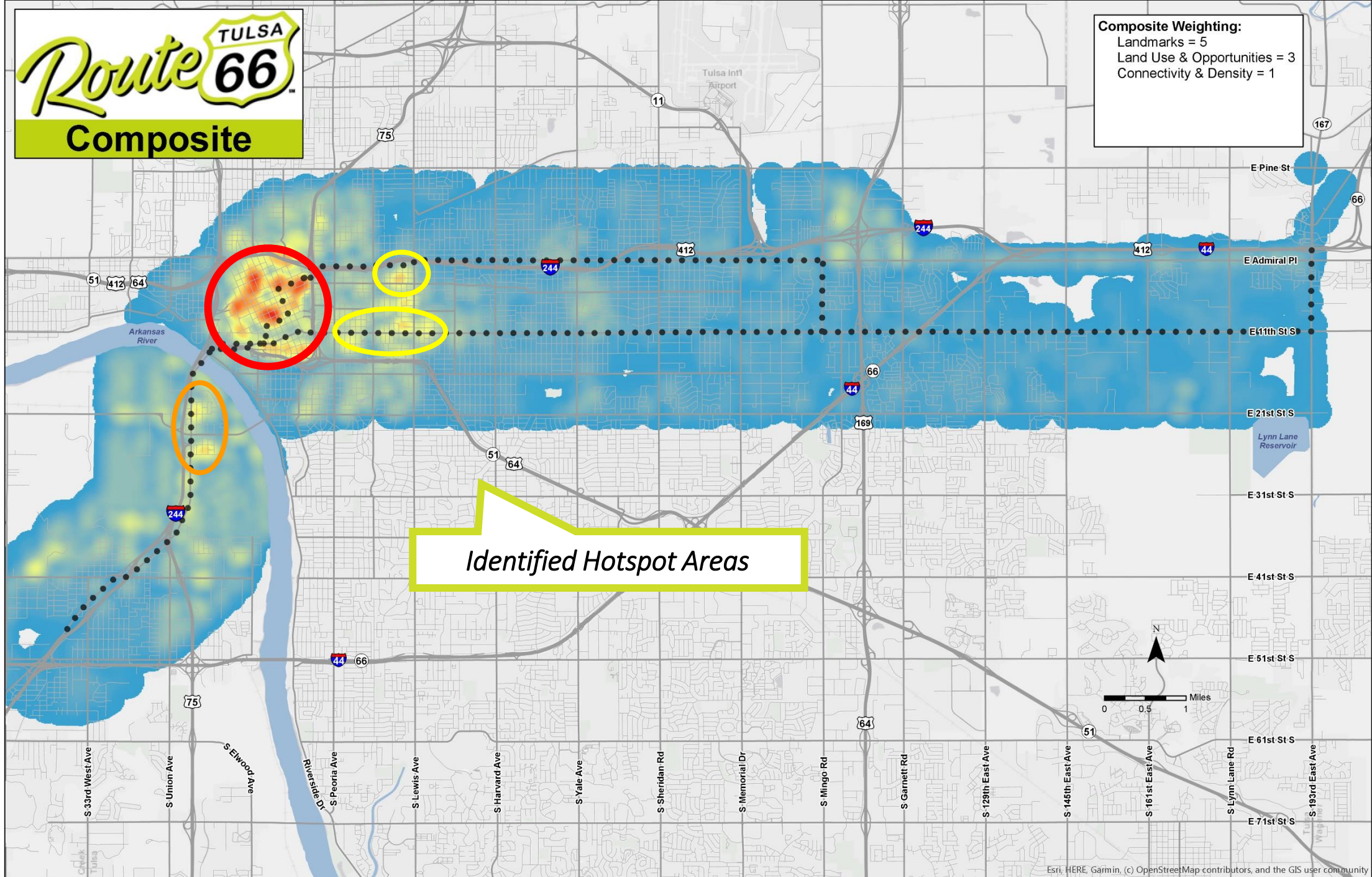


Source: Tulsa County Assessor data

Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS User Community

Route 66 Composite

Composite Weighting:
Landmarks = 5
Land Use & Opportunities = 3
Connectivity & Density = 1



Route 66

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Vacant/Underutilized

Consists of:
Vacant and Underutilized
properties within 600 feet
of the Route 66 corridor

Weighting:
Within hotspot area = 5
Outside hotspot area = 1

