



The major iconic structure remaining along Route 66 in Tulsa County is the Cyrus Avery Route 66 Memorial Bridge.

### Cyrus Avery Route 66 Memorial Bridge

As noted earlier, the Cyrus Avery Route 66 Memorial Bridge is the major iconic structure remaining along Route 66 in Tulsa County. Its importance to Tulsa and the City’s connection to Route 66 cannot be overstated. The restoration of the bridge to its original condition should be the ultimate objective. However, given the cost of restoration and the limited funding available from Vision 2025 for the enhancement and promotion of Route 66, the restoration of the bridge is not one of the projects recommended for implementation at this time.

The underwater inspection of the bridge footings revealed that, although undermining is present at some locations, the footings are stable and should remain that way for several more years. With the measurements taken during the underwater inspection, a baseline now exists against which additional undermining can be measured, thereby enabling the City to monitor the stability of both structures in the future. If the undermining, scour, scaling, or spalling progresses to the point that they destabilize the foundation of the bridge, the City can at that time implement one of the two foundation repairs recommended in the in-depth Inspection and Evaluation Report prepared by Dewberry, dated June 3, 2005.



It is recommended that Vision 2025 money be used to improve the aesthetics of the bridge.

Irrespective of the recommendation to delay the complete restoration of the bridge structures until a future date, it is recommended that Vision 2025 money be used to improve the aesthetics of the bridge. The vegetation growing on the bridge should be eliminated and all cracks and crevices should be cleaned and sealed. In addition, decorative lighting, reminiscent of the style utilized in the late 1920’s or early 1930’s, should be installed to illuminate the bridge and enhance the view from the Cyrus Avery Centennial Plaza, the Avery Park Southwest, and the Route 66 Xperience.



The use of Vision 2025 money to restore the decorative railings, sidewalks, or bridge deck is not recommended. The manner in which both structures were designed and constructed makes the cosmetic repair of the superstructure a poor investment.

At some point in the future the substructure (spandrel walls and arches) of both bridges will need to be replaced or, at the very least, significantly repaired. Any money invested in the upper portion of the bridge at this time to improve the aesthetics of the superstructure would be lost when that day comes as the deck, railing, and sidewalks would need to be removed to properly replace or rebuild the underlying structural elements.

**Project Recommendation Snapshot**  
*(how it reflects the research findings)*

*Celebrate our Route 66 Heritage*  
*Restore the Metaphor*

This pivotal landmark represents Tulsa’s special place on Route 66, the bridge between East and West. It also is the central element of our positioning Tulsa as the bridge between the route’s past and its future. It should look the part.

After learning that the span is not in any immediate danger of collapsing, we are recommending that the Committee invest in improving the appearance of this important structure.

*Construction of gateways and informational road signs are recommended.*

**Gateways**

Although many of the other projects that have been identified and proposed along the route scored well against the evaluation criteria, only the gateways and informational road signs received enough points to rank among the top five projects. It is recommended, therefore, that construction of the gateways and informational road signs also be accomplished with Vision 2025 funding.



The construction of the gateways will serve to identify the east and west termini of the Route 66 corridor project and will provide the framework inside which the majority of the corridor revitalization will initially occur.



**Project Recommendation Snapshot**  
*(how it reflects the research findings)*

*Celebrate our Route 66 heritage*  
*Inspire*  
*Think BIG*

The gateways will span the road at the eastern and western ends of the route’s path through Tulsa County, greeting travelers to Tulsa’s Route 66. Designed to complement the streamline aspects of the Xperience, with a nod to Tulsa’s art deco heritage, these gateways echo Tulsa’s role as the bridge between Old and New.



**Informational Road Signs**

The informational road signs will identify sites of historical significance and interest along Eleventh Street, East Admiral Place and other streets on the original alignment, and Southwest Boulevard. Each informational sign will be used to educate those traveling the route about a piece of Tulsa or Route 66 history.

The informational road signs, as envisioned, will be highly graphic in nature and engaging from the windshield of a car. More detailed information on each specific historic site represented by the road sign could be supplied by a recorded message that is accessed by calling a phone number or downloading the information to an iPod. Such self-directed cell tours of Route 66 will appeal to the tech savvy 18-30 demographic and will enable all travelers to listen and learn about Tulsa’s Route 66 heritage as they drive from one destination to the next.

**Project Recommendation Snapshot**  
*(how it reflects the research findings)*

*Celebrate our Route 66 Heritage*  
*Foster Creativity*  
*Make it Hip*  
*Inspire*

Marking the route through Tulsa is an important element that is already begun. We are recommending enhancing that through the use of old and new media, including promotional signage along the rights-of-way (a la Burma Shave), special signage for important landmarks, and audio recordings of interesting places and people along the route that are easily downloadable to an iPod.



Streetscape enhancements will bring identity and continuity to the corridor.

**Streetscape Enhancements**

It also is important to bring identity and continuity to the corridor. To begin that process, it is recommended that one or more districts along the alignment be selected for enhancement using Vision 2025 funding. The preferred location for the initial enhancements is on Southwest Boulevard in the Redfork area.



It is strongly encouraged that the construction of the new entry into the University of Tulsa be coordinated with the planning efforts within the Route 66 corridor. During meetings with the planning team, officials from the University indicated a desire and willingness to embrace the Route 66 theme and to incorporate the standards developed for the corridor into the new entry for their campus.

Consideration should also be given to providing Vision 2025 money for the enhancement of 11<sup>th</sup> Street between 89<sup>th</sup> E. Avenue and Garnett Road and of Southwest Boulevard between 23<sup>rd</sup> Street and the Arkansas River Bridge. The rehabilitation of these two roadway segments was included in the arterial street rehabilitation program that will be funded through the 2005 General Obligation Bonds. The use of Vision 2025 money to enhance the street rehabilitation projects will further build identity and develop continuity within the corridor.

**Project Recommendation Snapshot**  
*(how it reflects the research findings)*

*Celebrate our Route 66 Heritage*  
*Inspire*

The New junkies are immediately put off by anything that looks old and tired. Streetscaping is an important investment in making Tulsa’s Route 66 look interesting and alive. Not to mention the importance of marking the route with more than just signage.



### Meadow Gold Sign Restoration

Finally it is recommended that Vision 2025 money be used to restore the Meadow Gold sign and to erect it at the location deemed most suitable and feasible by the Vision 2025 Route 66 Design Recommendation Committee.

#### Project Recommendation Snapshot *(how it reflects the research findings)*

*Celebrate our Route 66 Heritage  
Think BIG*

Restoring the famous Meadow Gold sign and giving it a place of honor on the route will add interest along the way along with a secondary destination point for enthusiasts.

### Redfork Derrick

As originally proposed, the Redfork Derrick project included the construction of an oil derrick reminiscent of those once widely seen throughout the region and the installation of the Frisco Engine No. 4500 on a 2.5-acre site located in the 3700-3800 block of Southwest Boulevard across from Webster High School. The derrick was to be constructed to a height of 66 feet and was to include interior landings and an observation deck at the top of the structure from which visitors could enjoy panoramic views of downtown Tulsa, the Arkansas River, the rail yards, and the refineries.

Post-construction issues (such as security, handicap accessibility, and facility maintenance) were not considered in the original proposal. Once these issues were identified, the project team enhanced the original derrick proposal to include commercial opportunities that could potentially generate sufficient revenues to sustain its operation.

The derrick project that was ultimately evaluated by the project team included:

- the 66-foot high oil derrick with an observation deck;
- a one-story building housing a gift shop having approximately 600 square feet of floor space;
- a malt shop/hamburger stand style restaurant containing approximately 3,000 square feet;
- administrative offices for the agency or organization who would serve as the “custodian” of the building (1,000 square feet);
- a ticket booth/lobby area with a footprint of approximately 1,000 square feet in which people would gather before and after visiting the observation deck; and
- Frisco Engine No. 4500 attached to two or more dining cars that would serve as part of the seating for the restaurant.



Although the project as conceived appeared to be more of a commemoration of Tulsa’s rich oil heritage and the importance of rail facilities to the City’s development than a celebration of Route 66, the project team performed an economic due diligence analysis to determine its commercial viability. Based on that analysis, the project team concluded that even the enhanced Redfork Derrick project that was evaluated would have difficulty generating sufficient revenues to sustain its operation. Therefore, funding of the Redfork Derrick project using Vision 2025 money is not recommended.

The property on which the derrick project was to be located is adjacent to Route 66 and may provide one of the best opportunities for development of a future Route 66 attraction west of the Arkansas River. If possible, the property should be acquired with Vision 2025 funds at this time and held in reserve for the day when a project that is more viable and more related to Route 66 can be developed.

### **FUTURE PROJECT IMPLEMENTATION**

*The balance of the plan should be implemented as funding becomes available.*

Although the initial funding provided by Vision 2025 will only support the construction of the projects identified in the preceding section, the balance of the plan should be implemented as funding becomes available. This is particularly true for the streetscape improvements and arterial street intersection enhancements. Those improvements and enhancements can either be made under projects intended solely for that purpose or in connection with street maintenance, rehabilitation, or reconstruction projects undertaken by the City on 11<sup>th</sup> Street, Southwest Boulevard, and Admiral Place.

Design guidelines for lighting, landscaping, intersection treatments, banners and signage, sidewalks, and site furnishings are presented on the pages that follow. These features will be particularly important to enhancing the image of and providing continuity throughout the Route 66 corridor. The standards are included within the Master Plan for incorporation in future City of Tulsa Capital Improvements Projects. It is recommended, therefore, that these standards be implemented on all street improvement projects programmed for 11<sup>th</sup> Street, Southwest Boulevard, and Admiral Place and be included in future “Third Penny Sales Tax Extension” or General Obligation Bond Issues.



## **RECOMMENDED DESIGN GUIDELINES**

### **Lighting**

*Each district throughout the corridor will have light fixtures that will distinguish it from other districts.*

The use of decorative lighting over the entire length of the corridor will provide attractiveness as well as enhanced safety and will aid in creating a sense of place and the continuity desired in the corridor. Each district throughout the corridor will have light fixtures that will distinguish it from other districts.

The Downtown District will utilize the “Acorn” style fixture on a 14' pole similar to the lights currently in place in the downtown areas.

For the Kendall Whittier District, the light pole and fixture will match the existing poles and fixtures in use already.

Potential fixture types that will be used in each district of the corridor are illustrated on the following pages. In areas having significant building frontages near the ROW, such as the Redfork District and the Downtown District, the lighting standard height will range from 14 to 16 feet to allow a proper scale relationship between the buildings and fixtures. In remaining areas of the corridor, especially areas where development is more dispersed, the standard height should be 30'. All fixtures will be mounted on decorative aluminum or steel poles at the previously listed heights.

Lighting styles should be the same for both sides of the street and should continue for entire length of each district. All light standards should have hardware to accommodate banners. The exact style and specifications for the fixtures should be reviewed with AEP and the Traffic and Engineering Department of the City of Tulsa prior to their installation.

It is also important that street lighting fixtures conform to current standards regarding light spill and pollution. This would include using fixtures with good optical control to distribute light in the most effective and efficient manner; using minimum amount of light to meet the lighting safety standards; using shielded outdoor light fixtures where required and wherever else feasible; energizing light fixtures only when necessary, by means of automatic timing devices; and requiring that certain outdoor light fixtures be turned off between 11:00 p.m. and sunrise.



*East Rural District  
Light Fixture*



*Mingo Valley District  
Light Fixture*



*Admiral District  
Light Fixture*



*University District  
Light Fixture*



*Kendall Whittier District  
Light Fixture*



*Downtown District  
Light Fixture*



*Redfork District  
Light Fixture*



*Refinery District  
Light Fixture*



*Crystal City District  
Light Fixture.*

### Banners

Another potential streetscape enhancement component, closely related to lighting, is the use of banners affixed to the light standards. The design of the banners should be consistent for the entire corridor length. The banners can be made of either a fabric or of metal, as shown below. The banner could include the name of any sponsoring neighborhood association that is registered with the Mayor’s Office for neighborhoods or civic group. Colors could vary from district to district.



*Conceptual Fabric  
Banner Design*

*Conceptual Metal  
Banner Design*

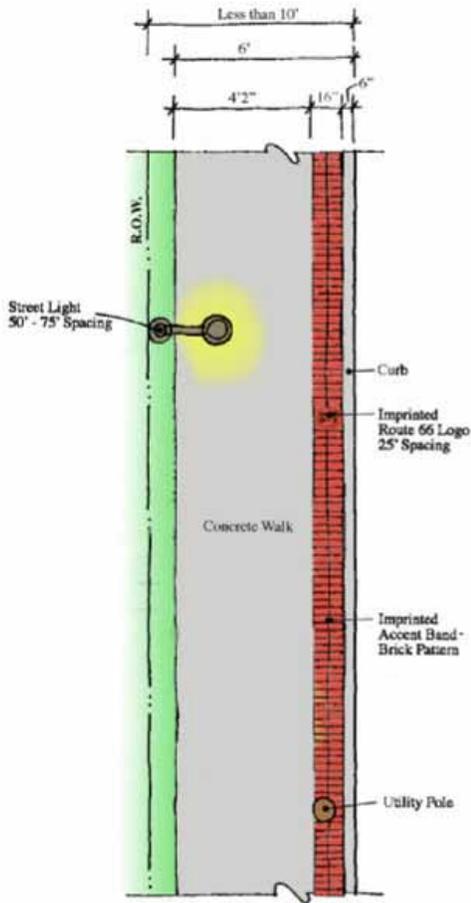
*Conceptual Metal  
Banner Design*

### Landscaping

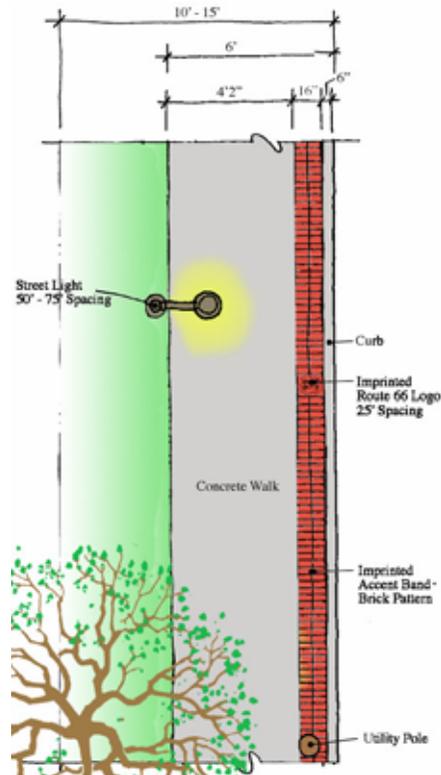
Because of maintenance concerns, landscaping should consist primarily of trees. Since most of the corridor is lined with overhead power lines, it will be important to utilize appropriate species of small trees as outlined in the City of Tulsa Trees Ordinance. Examples of smaller trees include redbud, whitebud, and crab apple.

In instances where power lines don't exist or sufficient ROW space is available for the required setback, larger species of trees can be utilized.

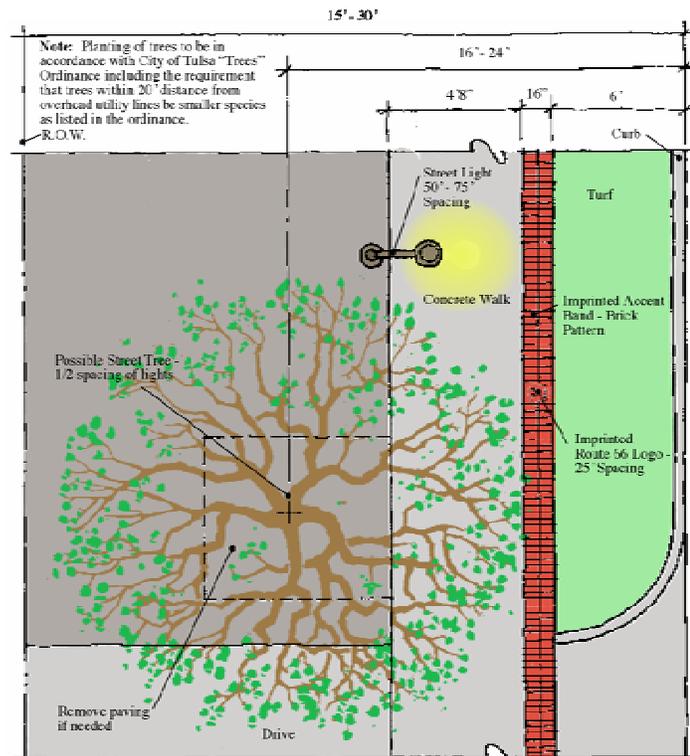
Potential locations for trees are illustrated in Streetscape Treatments A, B, C, D and E.



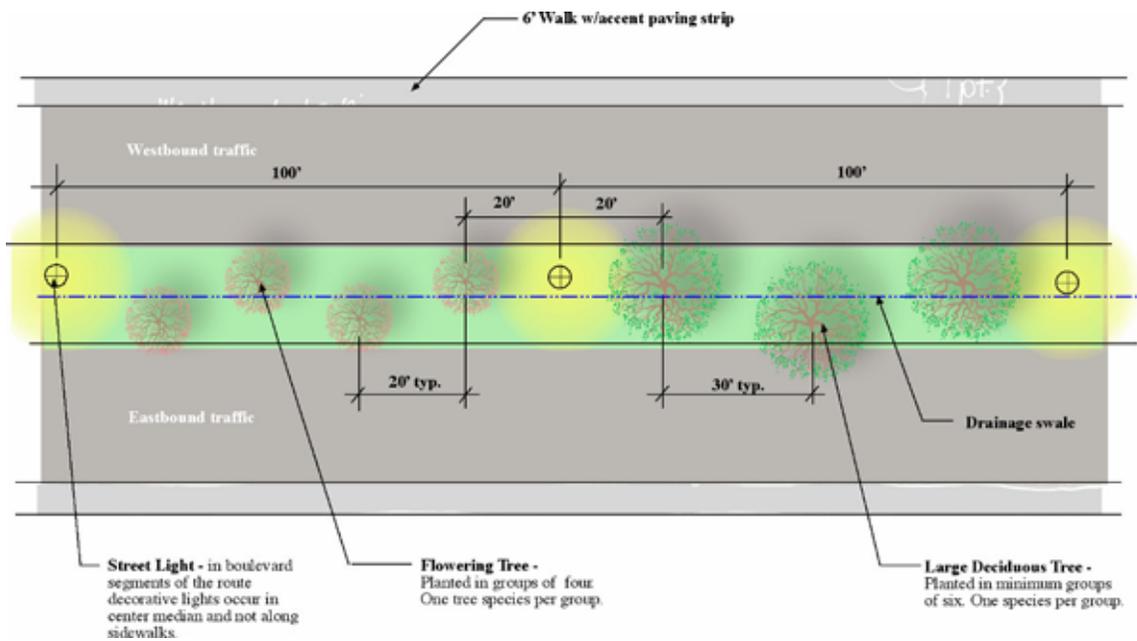
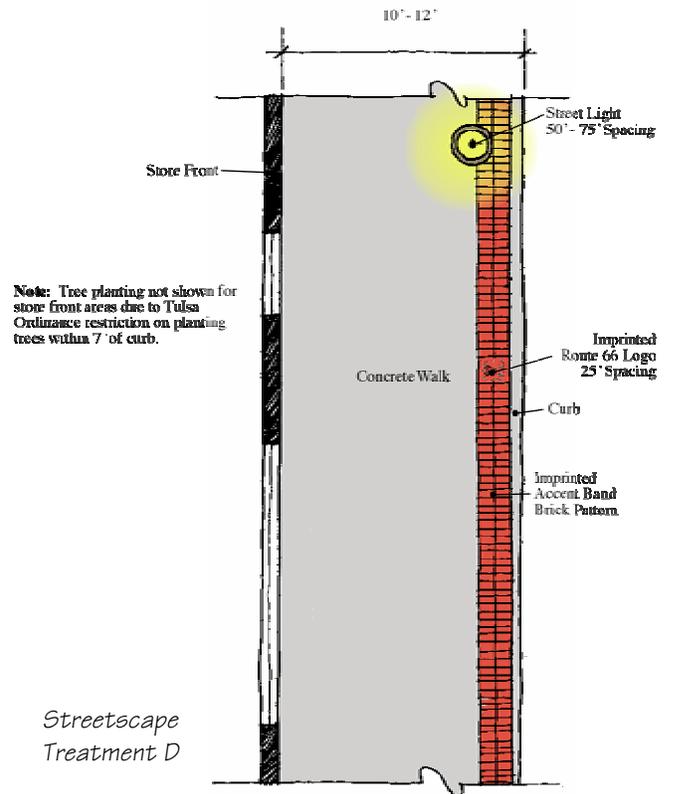
Streetscape Treatment A  
Curb to R.O.W. Less than 10'



Streetscape Treatment B



Streetscape Treatment C  
Curb to R.O.W. Greater than 15'



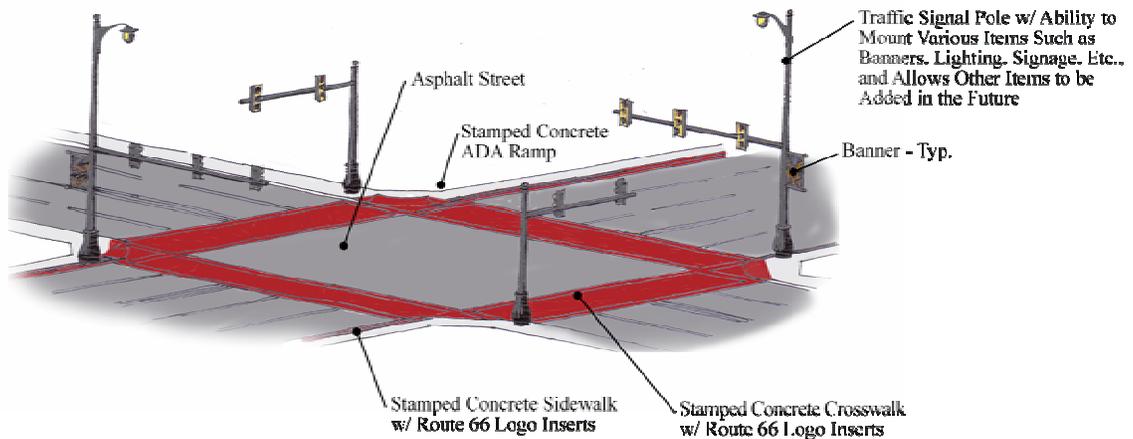
Streetscape Treatment E  
73<sup>rd</sup> E. Blvd. to East of I-44 Overpass

The only special paving that will occur at intersections will be the placement of stamped concrete with Route 66 inserts.

### Intersection Treatments

Because of the speed of traffic and size of intersections, the use of special paving treatment will have little benefit in terms of helping to create continuity throughout the corridor. The cost of special paving versus the visual benefits does not constitute a high priority improvement. The intersection improvements should only be done when a complete reconstruction of an intersection takes place. The only special paving that will occur at intersections will be the placement of stamped concrete with Route 66 inserts at pedestrian crosswalks and on corners of the intersections.

Another simple rationale would be to apply the use of special traffic signal poles and equipment. With the number of poles and other appurtenances existing around intersections, the positive effect of adding decorative poles that will allow various items such as signal lights, pedestrian lights, signage, banners, etc., to be attached to the traffic signal pole would eliminate this clutter at intersections. A potential intersection design is shown below.



### Signage

No specific signage standards are proposed in addition to those currently established in the use of the historic Route 66 signs. The entire corridor should be identified with such signage in locations determined appropriate by the City of Tulsa Traffic Engineering Department.

### Sidewalks

The opportunity for including a visual thread of continuity through the route is shown on the Streetscape Treatment illustrations and involves the use of special paving incorporated during the construction of new walks.

The paving accent strip was first implemented as a part of a previous 11<sup>th</sup> Street project and includes decorative, stamped paving along with imprinted Route 66 logos.



Benches can be provided by neighborhood associations and civic organizations.

### Site Furnishings

Where sufficient space is available and pedestrian traffic warrants, benches can be provided by neighborhood associations and civic organizations. Where benches are proposed for bus stops the selection of the bench should be coordinated with the Metropolitan Tulsa Transit Authority. The following images provide styles of bus shelters, benches, planters, and trash receptacles.



Typical Bus Shelter w/ Route 66 Logo  
To Be Included, Color is to be Black



Typical Steel Bench,  
Color is to be Black



Typical Planter



Typical Trash Receptacle,  
Color is to be Black



### **Parking**

Location of new parking along the corridor should be carefully considered in the University, Downtown, Redfork, Admiral, and Kendall Whittier Districts. Where storefront buildings are prevalent, parking should be located behind buildings, with the exception that encroaching in adjoining neighborhoods should be avoided. The visual line of storefronts should be maintained where possible.

Where existing parking occurs on the street side of buildings, there should be a landscaped median separating the parking areas and the street. All angled parking that is directly accessible from the street should be removed as new development occurs.

### **Parking Facilities**

As the Route 66 corridor redevelops, particularly between Peoria and Yale Avenues, efforts should be undertaken as necessary to develop a consensus from adjacent residential neighborhoods concerning the location, funding, and management of all future off-street parking facilities. Boundaries between all off-street parking facilities and adjacent residential areas should be screened with fencing, landscaping, and buffering materials – which include wooden fences with cap rails and base rails, masonry walls, trees, plants, or any combination of the above – to provide appropriate visual separation and long-term low maintenance.

## **NON STRUCTURAL ELEMENTS**

In addition to the “bricks and mortar” components of the project, there are non-structural elements that can and should be incorporated into the master plan to promote private investment and to ensure the long-term economic viability and sustainability of Tulsa’s Route 66 corridor. Those non-structural elements include preservation of historic structures, appropriate planning and zoning changes, the creation of a Route 66 Authority, and the development and implementation of a marketing communications plan to effectively promote Tulsa’s Route 66. Each of these elements is described in more detail in the following paragraphs.

### **Historic Preservation**

Route 66 represents a microcosm of the American culture over four different decades of the 20<sup>th</sup> Century. Sadly, many of the buildings that were constructed and gave life to the highway as it stretched across Tulsa County during the road’s heyday have been razed and no longer exist.

If Tulsa’s effort to revitalize and promote Route 66 as a tourist destination is to be successful, it is imperative that as many of the remaining structures adjacent to 11<sup>th</sup> Street, Southwest Boulevard, and the original alignment be

*It is imperative that as many of the remaining historic structures adjacent to 11<sup>th</sup> Street, Southwest Boulevard, and the original alignment be preserved.*



preserved. Property owners should be encouraged and assisted in their preservation efforts.

State Historic Preservation Offices (SHPOs) are one of the most important resources available for the preservation of Route 66. The activities of the SHPOs are overseen by the National Park Service, through which each state receives funding for its Historic Preservation Fund (HPF). SHPOs provide vital assistance with nominating properties to the national and state Registers of Historic Places and can provide grant funding and technical assistance in preserving Route 66 properties.

The National Register is the repository of significant buildings, structures, sites, districts, objects, and landscapes important in our nation’s past. While listing on the National Register is not a guarantee of preservation or of financial assistance, it is one of the most important steps in the preservation process. The designation provides increased public awareness of irreplaceable resources, provides limited protection for them, qualifies property owners for federal and state tax credits under certain circumstances, and may qualify the property owner for grant assistance when such programs are funded.

Currently, five structures are eligible for addition to the National Register of Historic Places.



The Oklahoma State Historic Preservation Office (OSHPO) conducted a survey of Route 66 in September 2002. As part of the survey, the OSHPO documented one registered, six eligible, and 29 non-eligible, yet significant, structures in Tulsa County. The structure listed on the National Register of Historic Places was the Sinclair Service Station located at 3501 East 11th Street. After the compilation of the original list, structures adjacent to either the original or final alignments were added to the National Register. Those properties included:

- Circle Theatre 8 South Lewis
- 11<sup>th</sup> Street Arkansas River Bridge
- Vickory Phillips 66 Station 6<sup>th</sup> and Elgin

In late 2004, one of the other structures that in 2002 was identified as being eligible for historic registration – the 1929 vintage Phillips 66 station near Whittier Square – was added to the National Register of Historic Places.

The five remaining structures eligible for addition to the National Register of Historic Places include:

- Brookhaven Motor Court 5625 East 11<sup>th</sup> Street Eligible
- Brookshire Motel 11017 East 11<sup>th</sup> Street Eligible
- Desert Hills Motel 5220 East 11<sup>th</sup> Street Eligible
- The Blue Dome 320 East 2nd Street Eligible
- Shady Rest Cottage Court 3848 Southwest Boulevard Eligible

Because of their historic context, sociological importance, and architectural significance, measures should be taken to preserve and protect these structures as well as other non-eligible structures adjacent to the Route 66 corridor.



Measures should be taken to preserve and protect a number of other non-eligible structures adjacent to the Route 66 corridor.

By preserving these additional structures, the feel and flavor of the Route 66 era can be maintained along the corridor. Additionally, by preserving as many of the remaining structures as possible and by implementing the design guidelines to complement those structures, a well defined corridor with a unique identity and continuity can be created.

The structures that are recommended for preservation in addition to those identified above are listed below and their location is shown on Figure 4.

- Lee’s Feed & Supply Store 19015 East 11th Street
- Nancy’s Ceramics 13300 East 11th Street
- Harvard Auto Clinic 9939 East 11th Street
- Oasis Motel 9303 East 11th Street
- Elm’s Court 8344 East 11th Street
- Max Campbell Building 2600 East 11th Street
- Skelly Stadium University of Tulsa
- Texaco Service Station 5728 East 11th Street
- Tastee Freeze 5414 East 11th Street
- Lockhart Oil Co. Filling Station #4 3317 East 11th Street
- Page Moving & Storage 2036 East 11th Street
- Milady’s Cleaners 1736 East 11th Street
- El Rancho Grande Restaurant 1629 East 11th Street
- Stunkards Super Service Station 1401 East 11th Street
- McElroy’s 1545 East 11th Street
- Brilliant Bronze Service Station 1303 East 11th Street
- Admiral Twin Drive-In 7355 East Easton Street
- Andrew’s Service Station 2889 East Admiral Place
- Oklahoma Auto and Wagon Works 416 East 2nd Street
- Ronald David Used Cars 1648 Southwest Boulevard
- Western Capri Motel 5320 Southwest Boulevard
- Billy Ray’s BBQ 3524 Southwest Boulevard
- Corner Café 1103 South Peoria Avenue
- East Side Café 3021 East Admiral Place
- Hank’s Hamburgers 8933 East Admiral Place
- Ike’s Chile House 5941 East Admiral Place
- Fire Station No. 5 4162 East Admiral
- Warehouse Market 421 East 11th Street
- Tulsa Monument Company 1735 East 11th Street
- Ollie’s Station Restaurant 4070 Southwest Boulevard
- Rose Bowl 7419 East 11th Street
- Tally’s Café 1102 South Yale Avenue
- Day Nite Cleaners 1012 South Elgin
- Don’s Auto Repair 1820 East 11th Street
- American Cleaners 2008 East 11th Street
- George / Dan Tune’s 2446 East 11th Street
- Sherry Building 2532 East 11th Street
- Phillips 66 Station 3140 East 11th Street
- Bill’s T Records 19th North Harvard Avenue
- Rexall Drug 20 North College
- Gas Station 2899 East Admiral Place



- Campbell Building 2547 East Admiral
- Antique (66) Station 1401 East 2nd Street
- Route 66 Café 313 East 2nd Street
- SW Church of the Nazarene 1307 West 22nd Street
- Barry Mechanical Inc. 4050 Southwest Boulevard
- Redfork Buildings 4067 Southwest Boulevard
- Old Texaco Station 4207 Southwest Boulevard
- Old Gas Station 6300 Southwest Boulevard
- Plains Commercial Buildings 3001-3017 East Admiral Place
- Gas Station 3004 East Admiral Place
- Plains Commercial Buildings 4915-5301 East Admiral Place
- Plains Commercial Buildings 4067-4085 Southwest Boulevard
- Plains Commercial Buildings 1300-4900 East 11th Street

The OSHPO annually offers matching grants for the preparation of nominations to the National Register of Historic Places. The OSHPO reserves a portion of its HPF allocation for this specific purpose. Under the current program, each grant is limited to \$900 and the applicant must provide non-federal cash match of at least \$600. Grant recipients use the funds to retain an appropriately qualified professional to complete an individual property nomination for the National Register.

*It is recommended that the City develop and distribute information to the owners of all the buildings identified to alert them of their potential eligibility for 10 to 40 percent in state and federal tax credits.*

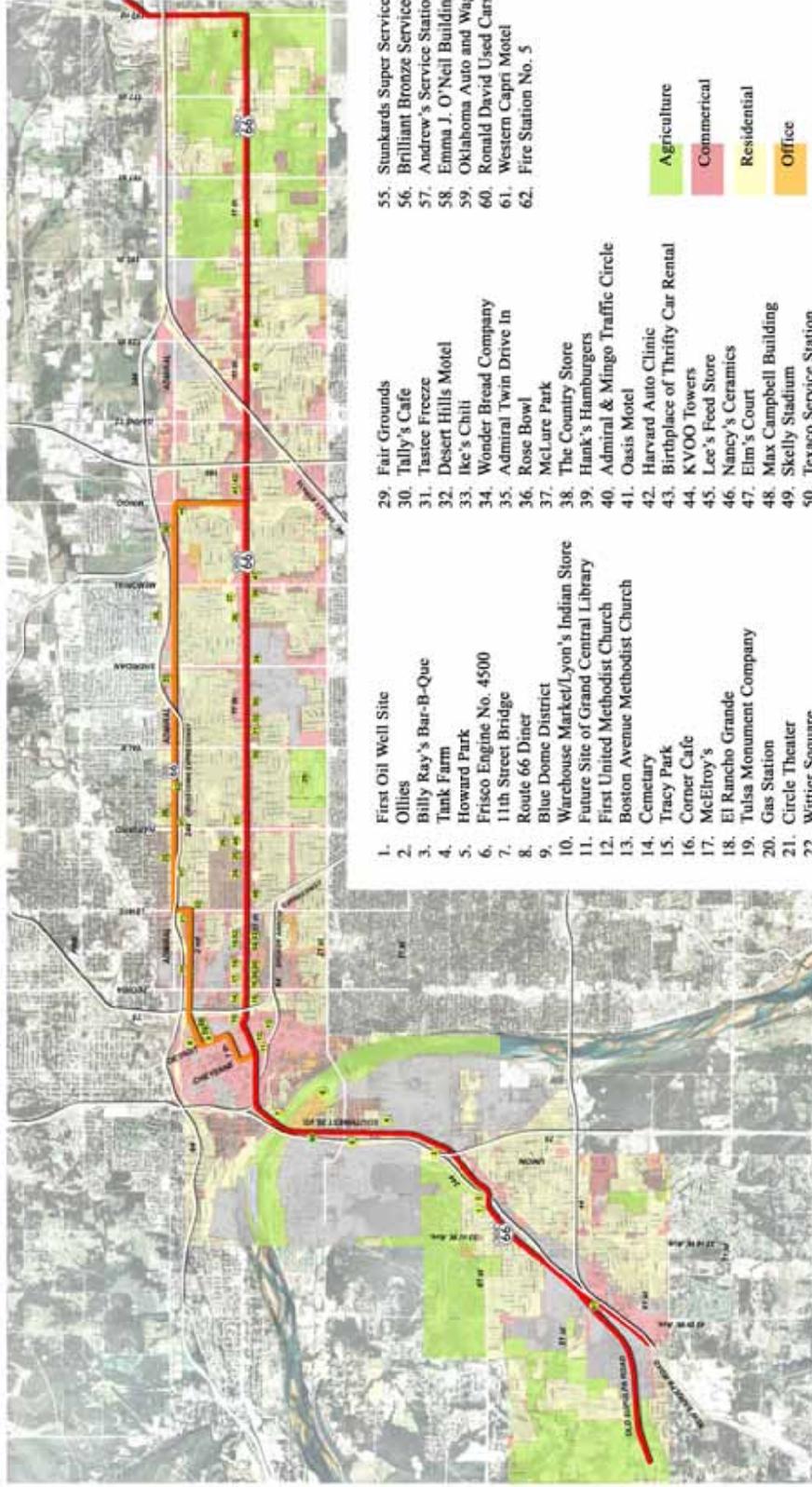
To assist in the preservation of the remaining structures along Tulsa’s Route 66 corridor, it is recommended that up to \$100,000 of the money from the Vision 2025 Route 66 Enhancements and Promotion Project be set aside to assist property owners in the nomination of their property to the National Register of Historic Places and, should it be necessary, to provide the required match for an OSHPO grant.

As an additional incentive to encourage historic preservation of structures adjacent to the route, it is recommended that the City develop and distribute information to the owners of all the buildings identified above that alerts them of their potential eligibility for 10 to 40 percent in state and federal tax credits.

Federal Historic Preservation Tax credits for qualified buildings can be either 10 or 20 percent. The 10 percent tax credit is available for qualified rehabilitation expenditures on a building constructed before 1936. Twenty percent is available for structures which are or will be listed on the National Register within three years.

The State of Oklahoma has a new rehabilitation tax program that:

- parallels exactly the 20 percent federal investment tax credit for the rehabilitation of historic building used for income producing purposes (including use for rental residential), and
- provides a state tax credit equal to the 10 percent federal tax credit for renovation of older buildings that do not qualify for the 20 percent federal credit and that will be used for an income-producing purpose (excluding use as rental residential).



- 1. First Oil Well Site
- 2. Ollies
- 3. Billy Ray's Bar-B-Que
- 4. Tank Farm
- 5. Howard Park
- 6. Frisco Engine No. 4500
- 7. 11th Street Bridge
- 8. Route 66 Diner
- 9. Blue Dome District
- 10. Warehouse Market/Lyon's Indian Store
- 11. Future Site of Grand Central Library
- 12. First United Methodist Church
- 13. Boston Avenue Methodist Church
- 14. Cemetery
- 15. Tracy Park
- 16. Corner Cafe
- 17. McElroy's
- 18. El Rancho Grande
- 19. Tulsa Monument Company
- 20. Gas Station
- 21. Circle Theater
- 22. Ritter Square
- 23. Eastside Cafe
- 24. Bama Pie
- 25. Metro Diner
- 26. University of Tulsa
- 27. Bill's T Records
- 28. Wing's Hamburgers
- 29. Fair Grounds
- 30. Tally's Cafe
- 31. Tastee Froeze
- 32. Desert Hills Motel
- 33. Ike's Chili
- 34. Wonder Bread Company
- 35. Admiral Twin Drive In
- 36. Rose Bowl
- 37. McLure Park
- 38. The Country Store
- 39. Hank's Hamburgers
- 40. Admiral & Mingo Traffic Circle
- 41. Oasis Motel
- 42. Harvard Auto Clinic
- 43. Birthplace of Thrifty Car Rental
- 44. KVOO Towers
- 45. Lee's Feed Store
- 46. Nancy's Ceramics
- 47. Elm's Court
- 48. Max Campbell Building
- 49. Skelly Stadium
- 50. Texaco Service Station
- 51. Lockhart Oil Filling Station #4
- 52. Hawks Ice Cream
- 53. Guaranty Laundry
- 54. Milady's Cleaners
- 55. Stunkards Super Service Station
- 56. Brilliant Bronze Service Station
- 57. Andrew's Service Station
- 58. Emma J. O'Neil Building
- 59. Oklahoma Auto and Wagon Works
- 60. Ronald David Used Cars
- 61. Western Capri Motel
- 62. Fire Station No. 5

- Agriculture
- Commercial
- Residential
- Office
- Residential Multi-family
- Industrial

## Existing Land Use & Points of Interest



# ROUTE 66 MASTER PLAN STUDY



Figure No. 4



It is important to note that taxpayers who qualify for either the 20 percent or the 10 percent federal credit will automatically qualify for the same amount of state tax credit without any additional paperwork or review. According to the Oklahoma Tax Commission, rules making for the new credits will occur this fall and taxpayers will have the opportunity to claim the credit beginning with their 2006 tax return.

One significant problem of reusing the older existing building inventory in Tulsa is the cost associated with bringing those buildings up to code. To assist in the resolution of this issue, the City has adopted the BOCA version of an existing building code which can remove many barriers to the economic, practical reuse of older buildings, while assisting in preservation of their architectural character and flavor. The use of these codes should be encouraged to facilitate the reuse and mixed use of existing buildings throughout the Route 66 corridor.

### **Planning and Zoning**

Route 66 is a historically significant corridor composed of many elements, buildings, landscapes, bridges, and roadways with different levels of integrity and representing various periods of time. The challenge facing the planning community and conservators of the road is to preserve what is essential about the old highway while allowing it to exist and flourish in an environment of change.

The Metropolitan Tulsa Comprehensive Plan contains established procedures for creating special Districts and allows for the development of detailed guidelines for such districts. Revitalization efforts fitting the context and uniqueness of the original development within the district can be given preference and accommodated with a simplified process for developers. This Master Plan identifies nine districts (see Section 4) representing distinctive styles and patterns of development along the corridor within Tulsa County.

It is recommended that the City Council request a review by the appropriate planning agencies to consider special district zoning for the Route 66 Corridor. This corridor could be comprised of nine sub-areas with established guidelines specific to each area. The creation of this special district would endeavor to protect and enhance the cultural, economic, historic, and architectural significance of the Route.

Some examples of the type of exception or restrictions guidelines that could be permitted under an overlay zone special district zoning on Route 66 include:

- respect for adjacent buildings through consideration of mass, rhythm, scale, height, building materials, texture, and related design elements when developing or redeveloping in the area;
- permit the reduction of building setback requirements for new construction to create a more pedestrian-scale image and environment along the



frontage and to allow additional development options for property owners and/or developers.

- the use of parallel parking where applicable;
- the allowance for rear parking in lieu of the suburban style parking in front; or
- future parking and infill development should be balanced with the need to conserve existing architecture.

In addition, the Planning and Economic Development Division of the City's Urban Development Department has, or is in the process of preparing, written plans for some areas that overlap segments of Route 66. These plans can be used to incorporate standards and guidelines into the Corridor.

*It is recommended that a Route 66 Authority be created and given the ability to collect voluntary dues and/or given the power to tax property and business owners adjacent to the route.*

### **Route 66 Authority**

The ongoing promotion of Route 66 (after the initial expenditure of the money from Vision 2025) is vital to the long-term sustainability and continued development of the corridor. For that reason, it is recommended that a Route 66 Authority be created and given the ability to collect voluntary dues and/or given the power to tax property and business owners adjacent to the route. The money collected would be used to hire staff (director, administrative assistant, and promotion director) and to underwrite the annual communications budget for the promotion of Tulsa's Route 66 corridor.

An illustration of the amount of money that could potentially be generated for the ongoing promotion of Route 66 is presented in Appendix D. As the example in the appendix illustrates, \$250,000 could easily be generated on an annual basis without placing an undue burden on the adjacent business and property owners.



It is recommended to concentrate vision 2025 dollars on the Route 66 Xperience and on prominent, distinctive signage of the Route 66 corridor.

## ROUTE 66 MARKETING COMMUNICATIONS PLAN

### **Overview**

The recommendation from the Route 66 Design Committee is to concentrate the Vision2025 dollars on the Route 66 Xperience and on prominent, distinctive signage on both ends of the Route 66 corridor in Tulsa. Although these will provide the newest points of interest on the famous road in Tulsa, the marketing communications plan is designed to look at Route 66 holistically. The goal is to attract both local and regional visitors to experience the fun, adventure, nostalgia, and magic of Route 66.

### **Goal**

This goal is to create visibility and interest in historic Route 66 Tulsa and to attract a significant number of local and regional visitors to our attractions.

Once plans for the attractions are approved and enter the construction phase, the marketing communications plan should be completed based on approved budget and the final list of projects at each venue.

### **Objectives**

- Attract out-of-town visitors including destination travelers (Route 66 enthusiasts) and other market visitors
- Appeal to Tulsa visitors and encourage repeat visits
- Create sustained PR buzz in targeted markets/publications

### **Audiences**

There are geographic and demographic areas of concentration as well as tourism advocates. The following outlines each of these:

- **Geographic Concentration**

*Tulsa* – Residents of greater Tulsa are a primary target audience. Tulsans and regional residents will provide the main base of initial and return visitors. Communicating in our market area will be key to the success of the program.

*Region* – An advertising and marketing strategy is suggested for the following key markets areas: Oklahoma, Northwest Arkansas, Missouri, Texas, and Southern Kansas. These markets were selected because they most closely match the areas of concentration for both the state's and Tulsa's Tourism marketing efforts.



- **Demographic Concentration**

The core demographic segments that need to be addressed are; Route 66 enthusiasts, vacationers, and local residents. As we look at potential visitors to our projects it is important to look at the primary influencers and communications vehicles that will best target each audience. It is also important to note that within each of these core targets, the age of the visitor strongly influences what is appealing and what is not. The Strategic Communications Elements have been developed keeping the following in mind:

*Enthusiasts* – Enthusiasts know no boundaries and will travel as far as necessary if they feel the attraction warrants the road trip.

*Vacationers* – The Route 66 Xperience, Cyrus Avery Plaza and other related Route 66 highlights may not warrant an exclusive visit by out-of-town travelers, but we want to make sure our attractions are a motivating factor in a decision to visit Tulsa.

*Tulsans* – Not only do we want to ensure Tulsans come to visit our new and existing attractions, but we want to make sure that when they have out-of-town visitors that the Xperience and the Plaza are on the “must see” list.

### **Strategies and Tactics by Audience**

#### **Enthusiasts**

The Oklahoma Department of Tourism and Tulsa’s Convention and Visitors Bureau are key targets. Over 108,000 requests from potential visitors are made to the Department of Tourism. The Tulsa’s Convention and Visitors Bureau receives 25,579 requests annually and the website receives over 3 million hits with 84,000 unique sessions each year. . Keeping these departments informed and excited about our project will be instrumental in our success.

- **Strategic Communications Elements**

There are core strategic communications elements that are fundamental to the project as a whole and there are strategic communications elements that are targeted to the specific audiences as outlined above.

Ultimately the budget will dictate how much of the plan can be executed; however, the core strategic communications elements are a baseline and should be considered of primary importance to the success of the project.

Strategies and tactics are being explored to attract a variety of audiences.



### **Core Strategic Elements**

*Website* – A Route 66 website promoting all the notable features and attractions on our section of the historic route is recommended. The site address, potentially [www.route66tulsa.org](http://www.route66tulsa.org) would be listed on all promotional material. Search engine optimization is recommended to assure when users conduct a Route 66 search, our site is in the top listings. At some point, advertising sponsorship could be sold on the site to underwrite the cost of maintenance and updates.

*Promotional Collateral* – A brochure needs to be created that highlights the features of the Route 66 Xperience and other key attractions on the road. Because this will be used at multiple locations (visitors centers, CVB visitor packets, at the venues themselves etc...) a fairly inexpensive tri-fold piece is recommended.

*Membership Marketing* – A “Friends of Route 66” database should be initiated as the venues open. Visitors and Route 66 fans can sign up at the individual attractions or on the website to provide their e-mail address so they can receive promotional updates and stories from the road.

*Promotions* – Events, especially at the Xperience are recommended to keep interest fresh and traffic high. These events will be promoted on the website, to “Friends of Route 66” and at the venues themselves.

*Promotional Signage* – The Master Plan calls for historical markers/signage along the 23-mile Route 66 corridor. It is recommended that fun signage leading up the gateways (a la “Burma Shave”) be used to establish some fun and intrigue. These signs, a series of four, would be made of material that is fairly inexpensive. These would be changed out quarterly. Over time, these could be written for specific advertisers that could underwrite the cost of production. This is a concept that is both true to the road, but has an attitude that will appeal to younger audiences. The concept can also be translated to the website with rotating “Burma Shave” type messages. (See Appendix B for examples of the promotional signage.)

The spirit of the “Burma Shave” signs would also translate to the historical marker signage. The permanent signs would feature those key elements, both existing and retired, that are significant to the story of our road. These signs would be anchored along the road and hopefully would create a “Where’s Waldo” effect where visitors are looking for the signs. A minimum of 15 to 20 signs are recommended.

This audience is all about new experiences on the Mother Road and there are several inexpensive vehicles that can be used to communicate why they should consider visiting Tulsa the next time they are “on the road”.



*Directional Billboards* – Billboards on Highway 44 encouraging travelers to “Get off the Road and Enjoy the Ride” are recommended. The purpose would be to capture traffic that might otherwise by “passing through” and might entice them to detour through Tulsa on Historic Route 66. A total of 2 to 4 boards would be recommended.

*Pod casts* – To capture the interest and imagination of the more youthful traveler, stories of the road that can be downloaded via iTunes to personal iPods is recommended. The voice of Michael Wallis could guide Route 66 travelers down the stretch of road and provide narratives of not-to-miss features on our stretch of the Road. Although there is a fee to post the narrative on iTunes, there is no fee for the download for the user. Currently there are no fees to post and download the narrative on iTunes.

• **Strategic Communication Elements:**

- 1) *Festivals and Route 66 Events* – There are a multitude of Route 66 events and festivals throughout the year. The recommendation would be to have a flyer in each of the registration packets and/or have the flyer at the information center. For larger events, including the Annual Route 66 Festival, sponsorship of the event or advertising in the program, should be considered. Examples of existing events are listed below in the 2005 calendar.

**Route 66 Events Calendar**

04/29/05	AZ	(ends 05/01/05)	Route 66 Fun Run
05/14/05	OK	(one day)	Route 66 Tabouleh Fest
06/02/05	TX	(ends 08/20/05)	Texas Legacies
06/02/05	AZ	(ends 06/04/05)	Grand Canyon Road Tour
06/04/05	OK	(one day)	Route 66 Blowout
06/10/05	IL	(ends 06/12/05)	Illinois Route 66 Motor Tour
06/10/05	MO	(ends 06/12/05)	Festival of the Four States
06/11/05	IL	(one day)	Hall of Fame Banquet
06/11/05		(ends 06/18/05)	The Mother Road RallySM
06/18/05	IL	(ends 06/19/05)	2nd Annual Corvette Classic
06/18/05	CA	(one day)	Classic Car Show- Barstow, CA
06/24/05	OK	(one day)	Route 66 Celebration
06/24/05	NM	(ends 06/25/05)	Old Route 66 Car show
06/24/05	IL	(ends 06/26/05)	"Cruisin' Route 66" to Litchfield, IL
07/02/05	NM	(ends 07/04/05)	Headlights on the Mother Road
07/08/05	NM	(ends 07/10/05)	4th Annual Route 66 Festival
07/10/05	IL	(one day)	World's Largest Catsup Bottle Summerfest
07/22/05	MO	(ends 07/24/05)	Meet Me in St. Louis on Route 66
08/06/05	OK	(one day)	Route 66 Car Show
08/24/05	OK	(one day)	Will Rogers Memorial Rodeo Parade
09/03/05	OK	(one day)	Car, Truck and Bike Show
09/09/05	MO	(ends 09/11/05)	16th Annual Motor Tour
09/10/05	OK	(ends 09/11/05)	Big Country Weekend
09/15/05	CA	(ends 09/18/05)	Route 66 Rendezvous



09/16/05	CA	(one day)	The John Steinbeck Awards Luncheon
09/18/05	CA	(one day)	Duarte's 9th Annual Route 66 Parade
09/23/05	OK	(ends 09/25/05)	66 On 66 Rock Cafe
09/30/05	IL	(ends 10/02/05)	International Route 66 Mother Road Festival

- 2) *Internet* – There are several Route 66 websites that are visited by those with a more casual interest as well as those hard core enthusiasts. Review and potential advertising on these sites should be considered. Sites that should be in the communications mix include: www.national66.com, www.historic66.com, www.okroute66.com, www.route66.org, and www.route66harleydavidson.com. A search for additional sites will need to be conducted when the plan is finalized.
- 3) *Print* – There is one, four-color Route 66 magazine that should be considered. The managing editor of this high-quality publication is Route 66 author Bob Moore. The current publication circulation is 50,000 which includes both newsstand and subscription sales. Based on our knowledge today, two insertions are recommended.
- 4) *Earned Media* – Public Relations and editorial marketing should be highly pursued as this is an audience that is looking for new information about their beloved Mother Road. Press releases should be sent to all Route 66 Associations, websites, and publications.
- 5) *Direct Marketing* – A list of all Route 66 Association members should be obtained and an invitation to the opening of the Xperience and the Cyrus Avery Plaza should be sent. The Grand Opening Event will focus on the newest attractions, but will include the other major focal points along our stretch of Route 66 as well.

**Greater Tulsa**

The Route 66 Master Plan sets the stage for enhancing business opportunities along the route.

Greater Tulsa area residents through their resounding “yes” vote for Vision2025 stated their interest in growing Tulsa by creating a better working and living environment. The Route 66 Master Plan sets the stage for enhancing business opportunities along the route as well as creating attraction(s) that will be fun and will make area residents proud to live in Tulsa.

**• Strategic Communications Elements:**

- 1) *Grand Opening* – A Grand Opening event is suggested to add focus and festivity. This event would include the unveiling of the Cyrus Avery Plaza Statue and the Xperience itself. The public would be invited through an ad campaign and a strong press push would be part of the effort.



- 2) *Earned Media* – The public relations effort needs to be maintained before, during and after the opening of the event. Communications with this key constituency will be critical in securing buy-in and ensuring attendance. Public Relations efforts would include:
  - a. Press kit
  - b. Progress updates
  - c. Tours
  - d. Speaking engagements
  - e. Effort to secure regional, local and national press attention
  - f. Morning talk show appearances
  - g. Grand Opening promotion
- 3) *Co-Branding/Promotion* – The Xperience should continually look at partnering with business and retail to expand its budget and associate itself with brand-consistent entities. This includes partnering with Harley Davidson Route 66 or with Cox Communications on a Route 66 education program. Opportunities for corporate exhibit sponsorships should also be explored.
- 4) *Schools* – A Route 66 curriculum could be developed and shared with Tulsa area grade school teachers. Lessons could match TPS “Pacing” calendar so that Route 66 curriculum compliments the grade school Oklahoma History section.
- 5) *Internet* – The Xperience and Cyrus Avery Plaza will need its own Website, plus links to that site should be sent to all Route 66 Webmasters. Additionally, content should be created so Route 66 associations can include information about Oklahoma’s Route 66 attractions on their sites. This same content should be sent the Tulsa Chamber of Commerce for inclusion on their website and in their literature.
- 6) *Exhibits* – To provide ongoing incentive for residents to come back to the Xperience and Plaza, special exhibits and events are recommended. The schedule could start with one event a month and then build as personnel and budget permit.

**Vacationers/Visitors**

The Route 66 Xperience, Cyrus Avery Plaza, Route 66 “arches” and other local Mother Road attractions will be on the “must see” list for area travelers. The mystique of the road and its role in Tulsa history must be highlighted. The Xperience can serve as a “first stop” for visitors and they can pick up a Route 66 road map that leads them to other cool stops along our stretch of the road.

• **Strategic Communications Elements:**

- 1) *Hotels* – Communications to hotel personnel, along with literature about the attractions, needs to be distributed to key area hotels. Communications should be sent quarterly to factor-in hotel turnover and be informed about special activities and events.

The Route 66 Xperience, the Cyrus Avery Centennial Plaza, the gateways, and other local Route 66 attractions will be major tourist stops.



- 2) *Partnerships* – A good working relationship should be developed with the city and state Departments of Tourism. The departments should be interested in including information about these attractions because they will be a new and exciting addition to the visitor landscape in Oklahoma. Quarterly information and new photography should be sent to keep the attraction top-of-mind and to provide fresh information to promote.
- 3) *Cyber Space* – The website will be a key destination for out-of-towners to acquire detailed information about Route 66 attractions. The Xperience site should include information about the Xperience, the Plaza and then have a section that features all the other Route 66 attractions in our area.
- 4) *Earned Media* – All travel publications should receive information about our new attractions. This would include all the major, slick travel magazines, the AAA’s vacation publication department and even the AARP publications. Although the publications might include a story surrounding the opening, ongoing communications should be part of the strategy.
- 5) *Promotion/Festival* – An annual festival and/or event should be considered to build repeat, out-of-town traffic. There are many Route 66 annual events so this would need to highlight some unique offerings.
- 6) *Advertising* – Print and online media should be explored. Publications and sites to consider include those sponsored by the AARP and AAA.

**Tourism Advocates**

The Tulsa Chamber’s Tourism and Visitors Bureau and the State’s Department of Tourism can be instrumental in driving interest and traffic to the Route 66 attractions. These entities can be our allies and supporters. It will be critical to keep contact with the appropriate contacts consistent and current.

The Tulsa Chamber’s  
Tourism and Visitors and  
the State’s Department of  
Tourism can be  
instrumental in attracting  
tourists.

• **Strategic Communications Messages:**

- 1) *Meetings with Key Staff* – It is recommended that meetings are established with both entities when plans are solidified and that regular updates are sent to the directors of these organizations. Both groups stated that would certainly promote the Route 66 Road project, but would only include our attractions if they were “significant”.
- 2) *Visitor and Tourism Centers* – Brochures and event calendars should be sent to all the Oklahoma visitor centers. Quarterly contact should be made to ensure they have supplies of the brochure.



### **Creative Tone and Messaging**

The tone for all the creative material should be fun and high-energy. We want to preserve the history, but present it in a way that can cross the age spectrum of our audiences and create something that is both iconic and hip.

The signage begins to illustrate how the attitude and messaging might be delivered. Bright colors and bold visuals would be incorporated to present a lively, current look for our Route 66 brand.

### **Communications Budget**

An estimated communications budget for the elements listed in this plan range from \$250,000 to \$850,000. The low end of the range would cover essential communication elements including the website, promotional collateral, a Grand Opening Celebration with advertising, membership marketing, promotions, the “Burma Shave” creative concepts, and co-op advertising with Oklahoma Department of Commerce and the Tulsa Convention and Visitor’s Bureau.

The higher end of the range would add internet advertising, inclusion in Route 66 festivals nationally, outdoor advertising, and additional print advertising

It is the recommendation of the committee that a promotions director be hired to implement the plan above. Once a promotions director is in place and the details of the master plan are finalized, it is further recommended that an advertising agency be retained to work with the director to finalize a plan.

*The hiring of a promotions director is recommended.*



## PROJECT IMPLEMENTATION PLAN

The Committee reviewed all of the projects identified in the master plan and selected thirteen for either full or partial implementation.

Following the completion of the master planning process, the Route 66 Design Recommendation Committee conducted a series of meetings to review the recommendations contained in the master plan and to select the projects to be constructed using monies generated by Vision 2025. The Committee reviewed all of the projects identified in the master plan and selected thirteen for either full or partial implementation during the initial or first phase of development.

In addition, the Committee recommended setting aside Vision 2025 money for the following items that were not specifically addressed in the master plan:

- 25,000 for Route 66 planters,
- \$50,000 for additional signage and other “branding” techniques to be used throughout the corridor,
- \$200,000 for unspecified improvements to the property in the 3700-3800 block of Southwest Boulevard,
- \$650,000 for public art at specific locations along 11<sup>th</sup> Street, Admiral Place, and Southwest Boulevard, and
- \$700,000 for the creation of a “Pearl” preservation fund to be used for the purchase of façade easements, to provide monetary incentives for restoration, or for the acquisition of buildings until future preservation efforts can be undertaken by private entities.

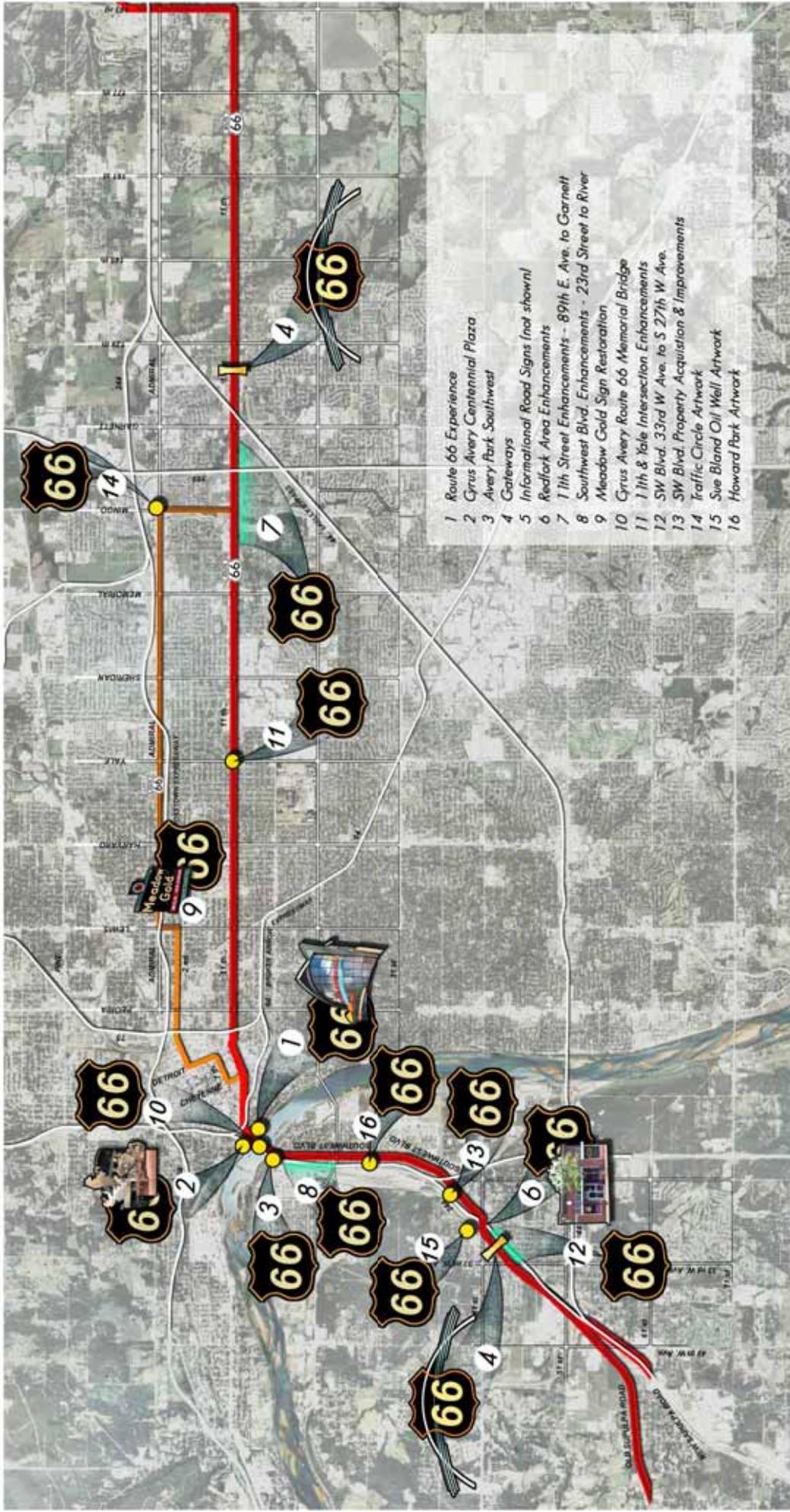
A complete list of the projects that were chosen for implementation during the first phase of development can be found on the following page. The location of each Phase I project also is depicted on the map of the corridor contained in Figure 5.

The balance of the Route 66 projects that were not recommended for implementation using Vision 2025 fund were placed by the Committee into one of two subsequent phases of development. Although there is no prioritization of the projects within the second and third phases of development, those projects placed in the Phase 2 column were deemed by the Committee to be of higher importance or significance to the corridor than the projects listed in Phase 3.



## ROUTE 66 MASTER PLAN PROJECT LIST

Dec. 2005						
PROJECT NUMBERS	PROJECT TITLE	Project Cost	Vision 2025	Phase 2	Phase 3	Phased Project Totals
	<b>TOTAL</b>	<b>80,915,500</b>	<b>15,000,000</b>	<b>26,215,000</b>	<b>39,700,000</b>	<b>80,915,000</b>
1	Cyrus Avery Centennial Plaza	2,000,000	2,000,000			2,000,000
2	Route 66 Experience	9,365,500	4,400,000	4,965,000		9,365,000
3	Avery Park Southwest	500,000	500,000			500,000
4	Cyrus Avery Route 66 Memorial Bridge	15,600,000	600,000		15,000,000	15,600,000
5	Gateways	800,000	800,000			800,000
6	Informational Road Signs	200,000	100,000	100,000		200,000
7	Streetscape Enhancements					-
7.01	Redfork Area	250,000	250,000			250,000
7.02	11th Street - sidewalks, limited landscaping (+ 500k for medians 89th East Avenue to Garnett)	1,100,000	600,000	500,000		1,100,000
7.03	Southwest Blvd. -23rd Street to River University of Tulsa (Delaware to Harvard)	1,325,000	175,000	825,000	325,000	1,325,000
7.04		1,100,000			1,100,000	1,100,000
7.05	Downtown(4 blocks)	2,400,000		1,200,000	1,200,000	2,400,000
7.06	11th Street (Peoria to Lewis)	2,200,000		2,200,000		2,200,000
7.07	11th Street Median Landscaping (+/- 73rd to 89th East Avenue)	650,000		650,000		650,000
7.08	11th Street (Harvard to Yale)	2,200,000		2,200,000		2,200,000
7.09	11th Street (Yale to 73rd) Phase 1 11th & Yale intersection focus	3,300,000	500,000	1,700,000	1,100,000	3,300,000
7.10	Admiral Place (Lewis to Mingo)	11,000,000			11,000,000	11,000,000
7.11	Mingo Road (Admiral to 11th)	2,200,000		2,200,000		2,200,000
7.12	2nd Street (Peoria to Lewis)	2,200,000		2,200,000		2,200,000
7.13	Planters (\$500 / each)	25,000	25,000			25,000
7.14	Bus Shelters (\$25k / each)	750,000		375,000	375,000	750,000
7.15	Southwest Blvd. (+/- 0.5 miles) 33rd West Avenue to South 27th West Ave.)	1,100,000	550,000	550,000		1,100,000
8	Meadow Gold Sign Restoration	250,000	250,000			250,000
9	Southwest Blvd Property Acquisition	200,000	200,000			200,000
10	Mill Creek Station (Cook's Court, Wilcox)	500,000			500,000	500,000
11	Southwest Boulevard Property Improvements	500,000	200,000	300,000		500,000
12	Sante Fe Depot Superblock (Streetscaping only, +/-3 blocks)	1,000,000			1,000,000	1,000,000
13	Redfork Linear Park (landscape along rail Crystal City to 33rd West Avenue)	500,000		500,000		500,000
14	Oasis Park	2,200,000			2,200,000	2,200,000
15	Arterial Street Intersection Enhancements (6 @ \$1,200k each)	7,200,000		3,600,000	3,600,000	7,200,000
16	Route 66 Sign and Information Center at 193rd East Avenue	1,000,000			1,000,000	1,000,000
17	Howard Park (sidewalks, picnic tables, sign, fountain)	750,000		750,000		750,000
18	Historic/Pearl Preservation	800,000	800,000			800,000
19	Sun Oil Trail Extension	1,000,000			1,000,000	1,000,000
20	Route Signage	50,000	50,000			50,000
21	Cyrus Avery Traffic Circle (Admiral & Mingo)	1,000,000		1,000,000		1,000,000
22	Route 66 Monuments / Art Work					-
22.01	Tally's	100,000		100,000		100,000
22.02	11th Street KVOO Towers	100,000			100,000	100,000
22.03	Traffic Circle	500,000	500,000			500,000
22.04	East 73rd and 11th Street	100,000		100,000		100,000
22.05	Sue Bland Oil Well	50,000	50,000			50,000
22.06	Redfork Original Train Location	100,000		100,000		100,000
22.07	Will Rogers Theater	100,000		100,000		100,000
22.08	Avery Park Southwest (Art not in other work)	100,000			100,000	100,000
22.09	Howard Park: Commemorate history of SW Tulsa re: rail, oil & cattle	100,000	100,000			100,000
22.10	ODOT Property W. 23rd & Southwest Blvd Entrance Ramps	100,000			100,000	100,000
23	Encumbered / Spent (09/16/05)	1,600,000	1,600,000			1,600,000
24	5% Reserve	750,000	750,000			750,000



Recommended Route 66 Projects

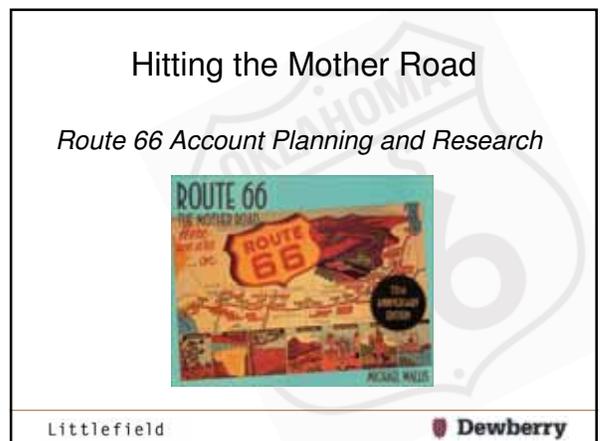
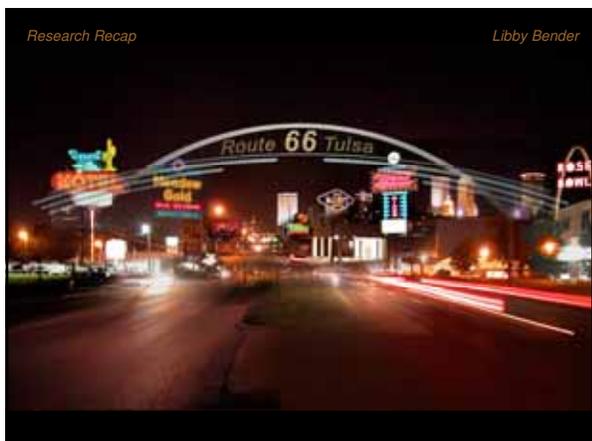
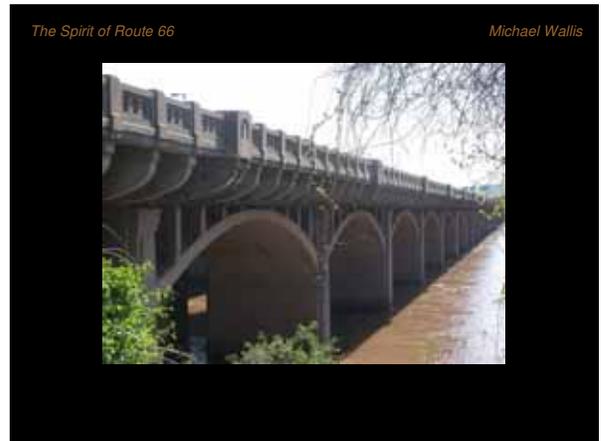
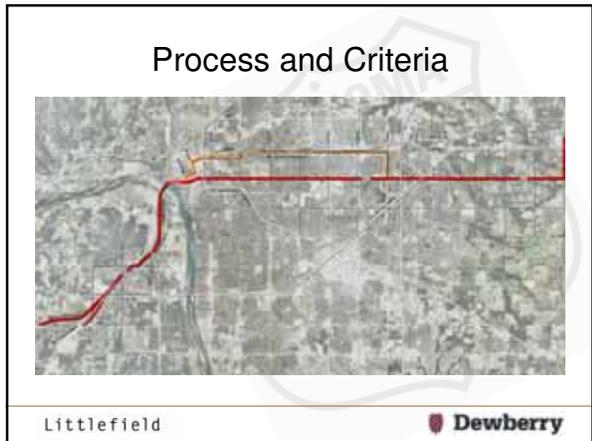
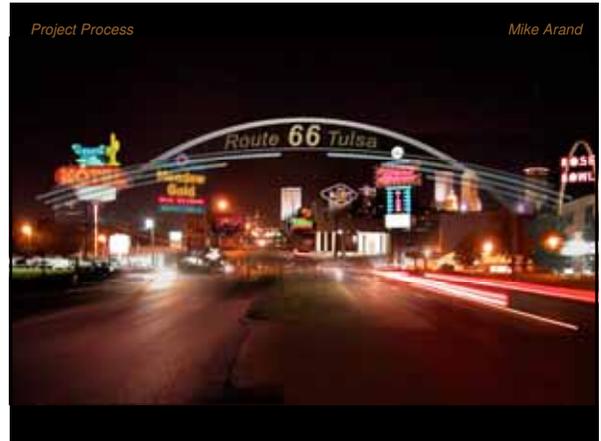
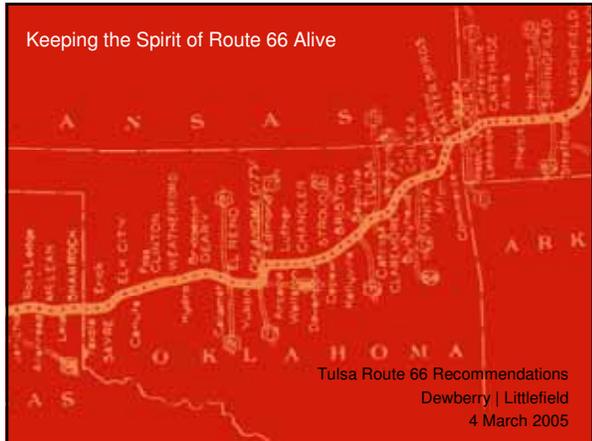
Figure No. 5



**APPENDIX A  
MARKETING RESEARCH  
POWERPOINT PRESENTATION**

On December 3, 2004 – after all the marketing research had been performed and data collected from that effort had been compiled and analyzed – Littlefield, Inc. presented their findings to the Route 66 Design Recommendation Committee. The PowerPoint slides from that presentation are included in this Appendix A.





## Our Destination



- Provide market input to the master plan
- Guide marketing development and execution

Littlefield

 Dewberry

## Project Scope



- Groups conducted in six markets:
  - Tulsa
  - Oklahoma City
  - Ft. Smith
  - Wichita
  - Dallas
  - St. Louis

Littlefield

 Dewberry

## The Inside View



- Interviews:
  - Two representatives from the Route 66 Committee
  - Two Route 66 experts
- Two Groups Each:
  - Route 66 enthusiasts
  - Boomers
  - Xers

Littlefield

 Dewberry

## The Outside View

- Oklahoma City, Ft. Smith, Dallas, St. Louis, Wichita
  - One group each in each city
    - Route 66 enthusiasts
    - Boomers
    - Xers



Littlefield

 Dewberry

## Observation and More

- Ethnography
  - Observation at International Route 66 Festival
  - Questionnaires at Route 66 Festival
  - Visits to Route 66 “shrines”



Littlefield

 Dewberry

## Market Visits



- Two Cities with Success Stories:
  - Created an area that is a destination for tourists and visitors: Albuquerque
  - A city with proven “staying power” with appeal that transcends age, income and ethnicity: Cincinnati

Littlefield

 Dewberry

## The View from the Road



Littlefield



## Tulsa

*"Faded elegance"*



Littlefield



## Target Profiles



- Enthusiasts
- Boomers – over 40
- Xers and Beyond – under 40

Littlefield



## Enthusiasts



Littlefield



*Enthusiasts*

## Sparks of Passion

- Personal memories of the road
- Interest in history and preservation
- *"Get Your Kicks on Route 66"*
- *Route 66*



Littlefield



*Enthusiasts*

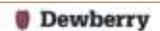
## Passionate Roadies

"My wife, Pat, who accompanied me on all our Harley trips, died in February 2004. She was buried in a small churchyard cemetery in Wading River, New York. Mixed in with the soil that covers her coffin is a piece of Route 66."

-- Robert Lowery



Littlefield



Enthusiasts

### It's the Journey



Littlefield



Enthusiasts

### It's the Familiar



Littlefield



Enthusiasts

### And the Unexpected



Littlefield



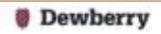
Enthusiasts

### It's Rebellion

*"A renegade sense of freedom"*



Littlefield



Enthusiasts

### It's Universal

*"Route 66 is the road of great importance for the American spirit."  
-- Akio Takeuchi, Route 66 Pre-Association, Japan*



Littlefield

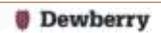


Enthusiasts

### It's Pure Americana



Littlefield



Enthusiasts

### It's a Connection to the Past



Littlefield

 Dewberry

Enthusiasts

### And a Disconnection from Today



Littlefield

 Dewberry

Enthusiasts

### The Roadies' Single Passion

- Preserve the Mother Road
- And the America it represents



Littlefield

 Dewberry

### Boomers



Littlefield

 Dewberry

Boomers

### Boomers Grew Up on 66



Littlefield

 Dewberry

Boomers

### They Looked Out the Windows



Littlefield

 Dewberry

Boomers

### They Experienced It



Littlefield

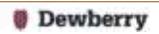


Boomers

### Their Connection Today



Littlefield



### Xers and Beyond

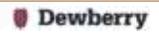


Gen X+ Y+

### Information Highwaymen



Littlefield

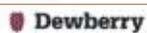


Gen X+ Y+

### Traveling in the Post-Boomer World



Littlefield



Gen X+ Y+

### Parents Today



Littlefield



Gen X+ Y+

## It's the Destination



Littlefield

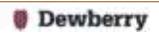


Gen X+ Y+

## And It Has to be Cool



Littlefield



Gen X+ Y+

## What Route 66 Means



*I was a long and winding road  
from L.A. to Chicago.  
I had many, many sites  
but kids say they really bite.  
It's true I will be missed, but it's O.K.  
I was tired of getting dissed.  
I had my place in the past  
Until life got way too fast.\**

\*From a Dallas Xer

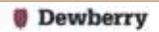
Littlefield



## The Generation Gap



Littlefield



## The Gap Challenge



Littlefield



## Transcending



## Transcendence



Littlefield

 Dewberry

## Albuquerque



Littlefield

 Dewberry

## Making Route 66 X-Cool



- Downtowns can be sources of community energy
- University communities bring youth, creativity and intellectuals
- Travelers are looking for unique experiences

Littlefield

 Dewberry

## Cincinnati



Littlefield

 Dewberry

## Connecting Diversity

- Water of any kind draws people
- Artists make a community interesting
- Architecture speaks
- Life happens
- But there's nothing like a deadline



Littlefield

 Dewberry

## Into the Great Wide Open

*Where do we go from here?*



Littlefield

 Dewberry