

Vision 2025

Route 66 Enhancements and Promotion Master Plan of Development

"Keeping the Spirit of Route 66 Alive"

December 2005



Littlefield

| marketing insight and solutions |



ROUTE 66 MASTER PLAN ENDORSEMENT

Today as an unprecedented revival of interest in the historic road continues, legions of travelers from around the world are finding that more than eighty-five percent of Route 66 still can be traveled.

They are also finding that Oklahoma is the heart and soul of Route 66 country. Route 66 has its deepest connection here in Oklahoma where it covers over 400 miles – more than any other state.

And the road has a special significance here in Tulsa. It is here that “East meets West.” It is here where the landscape begins to change and the road seems to stretch out in anticipation of its long journey to California.

Without Oklahoma there would never have been a Mother Road. From this land came the men and women responsible for the very creation of Route 66 in the first place. Today the state — and especially Tulsa — is a bastion for many of those who still consider the old highway the best way to go.

As I wrote in my book, *Route 66: The Mother Road*: "Nowhere is Route 66 more at home than in Oklahoma, where the pavement follows the contours of the land as though it had always been there. In Oklahoma, the West and East collide on Route 66, and the state becomes the crossroads for America's Main Street."

Route 66 is forever reinventing itself. Never static but fluid and elastic, it remains a road of movement and change. This is evident today along the various alignments of Route 66 through Tulsa including 11th Street, Admiral Place, Southwest Boulevard and the others dotted with vintage and new businesses.

In Tulsa travelers may still view palpable examples of the Roaring Twenties, the bittersweet 1930s, the World War II years, and the post-war heyday of the highway. They can also come across the scars and desolation from the limbo years when the interstates threatened the old road with extinction. Finally, they may experience firsthand the highway of the popular revival period — an episode of Route 66 history that appears to have no end in sight.

I firmly believe we need to learn from our history and remember the wisdom of the shrewd and clever old timers on Route 66 who understood the true value of working together. They knew Route 66 is a linear journey, one long village, a community of business, commerce, people, and places more than 2,400 miles long.



They knew they needed lures and attractions. They needed gimmicks. And they also saw beyond their own agendas, and worked for the common good. And when they did that it paid off in big dividends for all.

That is what we have to do with this big and bold Route 66 master plan.

It is smart, daring, and will become self-sustaining. For example, the proposed site overlooking the historic Cyrus Avery bridge will bring in funding from day one of operation thanks to the interpretive center, eatery and bar, and gift shop along with admissions, donations, and sponsorships. This project will also stimulate economic development along the entire length of our highway and serve as the ideal catalyst for growth.

This plan encompasses so much. There are opportunities to educate, preserve, and increase tourism and visitation. It is creative, smart, and it is cool.

Now travelers will come to this iconic place where east meets west and, in turn, go in both directions along our various alignments. Development and rehabilitation and revival and enhancement will spread up and down the road just as it did in Albuquerque and other Route 66 towns and cities.

I not only wholeheartedly endorse and recommend this project, I also pledge my continuing involvement in seeing to it that it happens and becomes the instant icon that I know it will be. We will have a national presence and how appropriate is that since this is the adopted hometown of the man who more than anyone else birthed the highway.

What this plan offers is different from anything else on the historic road. There is nothing like it. It will be a magnet, a lure, and a centerpiece of the Mother Road.

I am very excited about this ambitious master plan. I hope that everyone else who truly cares about our city's future shares that excitement. I hope all of you are capable of seeing the big picture. For if you do then we will truly be on everyone's map.

This is good for Route 66. It is good for Tulsa. Our city deserves it.

A handwritten signature in cursive script that reads "Michael Wallis". The ink is dark and the signature is fluid and legible.

Michael Wallis
Route 66 Enthusiast and Author
"Route 66: The Mother Road"



Keeping the Spirit of Route 66 Alive

We could have created homage to Route 66 that we all loved.
We could have followed our hearts and restored the bridge.
We could have distributed our investment up and down the route.
We could have done a million different things with our \$15 million seed money.
But we did our research.
And we found we are not facing a Generation Gap. We are facing a Generation Chasm.
If we do not build a bridge, our memories of Route 66 will die with us.

The Chasm

Route 66 enthusiasts and Baby Boomers alike share fond memories of the road and recognize its place in our American heritage. But anyone younger than 40 sees this beloved highway as an old, slow, worn-out piece of technology. They have had no direct contact with the Mother Road. They have grown up on the Information Superhighway and have no interest in slowing down and smelling the flowers. They are New junkies. And unless we feed that addiction they will drive right by us, tuned in to their electronic world.



Bridging the Chasm

No other city anywhere in the world has the Route 66 assets we have. We have the Father of Route 66. We have more than 20 miles and 80 years of Route 66 history. And we have The Bridge over the Arkansas that linked the development of the East with the horizons of the West. The art deco span that connected a continent.

No other city has the chance to do what we can do: protect the old road we cherish so much by giving younger generations their own experiences on Tulsa's Route 66. By bridging the future and the past. Our recommendations are specifically designed to do just that.

- To honor the Bridge as a sacred place.
- To make Tulsa's 23 miles of cherished history a new experience for everyone.
- To inspire the imaginations of all.
- To cherish the past through today's technology.
- To be timeless.
- To be cool.
- To attract new and old visitors.
- To cross the chasm.
- And to protect Tulsa's place, once again, in Route 66 history.

Keeping the Spirit of Route 66 Alive



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EXECUTIVE SUMMARY

Route 66 has the potential to be a catalyst for economic development throughout Tulsa County.

The Route 66 Enhancements and Promotion Project was one of the 32 Vision 2025 projects submitted to and approved by the voters of Tulsa County in September 2003. Like the balance of the projects in the Vision 2025 initiative, Route 66 was selected because the enhancement and promotion of this American icon has the potential to be a catalyst for economic development throughout Tulsa County.

In order for the City of Tulsa to be in a position to develop Route 66 into a tourist destination that has broad, multi-generational appeal, a way to spark the interest of the new generations of travelers who have no personal connection with the Mother Road must be found. At the same time, the plan must tap into the personal memories and interests of the Baby Boomers and Route 66 enthusiasts.

To that end, research was conducted in six regional markets to determine which elements of Route 66 contained the most universal appeal and “magic” for those in the target market segments. The research was designed to probe perceptions of Tulsa and Route 66 among people within a day’s drive of Tulsa.

The research revealed that the perceptions and attitudes about Tulsa and Route 66 vary greatly depending on age and personal experience. Baby Boomers grew up on Route 66, seeing America from the back seat of an automobile while on family vacations. Their connection today is driving the road and reliving cherished memories.

The Generation Gap after 1964, the birth year of the last Baby Boomer, however, is wide and deep. Generation Xers and those that are younger have no connection to Route 66. The challenge then is to transcend those generational differences by bringing the romance, heritage, and nostalgia of the old road into a “hip” new world.

During the master planning process, ideas for projects that would celebrate and/or support historic Route 66 and stimulate the economic development intended from Vision 2025 were generated by the project team and solicited from Route 66 enthusiasts, members of the Design Recommendation Committee, interested citizens of Tulsa County, and public works officials. Ultimately, a total of 21 projects were identified and evaluated against 15 criteria developed in response to the research data to determine which projects should be recommended for construction using funds generated by Vision 2025.

The projects at or near the Cyrus Avery Route 66 Memorial Bridge all scored well against the evaluation criteria. The importance of the bridge to Tulsa’s ability to revitalize its Route 66 corridor is underscored by the fact that the bridge is the major iconic structure remaining along Route 66 in Tulsa County and, as such, is of the most interest to Route 66 enthusiasts.



Development of the Cyrus Avery Centennial Plaza, the “Route 66 Xperience”, and Avery Park Southwest will create a multi-generational tourist destination.

By capitalizing on the iconic nature and historical significance of the bridge, the City will be able to create a tourist destination for Route 66 enthusiasts. With the additional development of the other projects proposed near the bridge – the Cyrus Avery Centennial Plaza, the “Route 66 Xperience”, and Avery Park Southwest – the City will create a multi-generational tourist destination that has the ability to inspire, impress, and educate; to appeal to all age groups; and to satisfy the requirements of today’s vacationing families.

Gateways that will identify the east and west termini of the Route 66 corridor also should be constructed. The gateways will provide the framework inside which the majority of the corridor revitalization will occur.

The overall success of the project also is dependent on the ability to create a “sense of place” for the entire Route 66 corridor. That objective can be accomplished using special lighting, landscaping, and streetscape enhancements. It is imperative that all of these types of enhancements installed within the corridor be designed for impact but not be overdone. Route 66 is a unique piece of Americana and these types of enhancements, when used, should be supportive of, and well integrated into, the historic properties and existing cultural landscapes along the road.

The sense of place will be further promulgated by the use of highly graphic informational road signs. Those signs will identify sites of historic significance and interest throughout the corridor while engaging drivers through the windshield of the car.

The Vision 2025 Route 66 Design Recommendation Committee conducted a series of meetings at the conclusion of the master planning process 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 creation of an historic preservation fund and public art at specific locations along 11th Street, Admiral Place, and Southwest Boulevard.

The balance of the Route 66 projects that were not recommended for implementation using Vision 2025 funds 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.

A complete list of the projects that were chosen for implementation during the first phase of development can be found in Section 9 of this document. The location of each Phase I project also is depicted on the map of the corridor contained in Figure 5.



BACKGROUND INFORMATION

The “Vision Process” emerged through the combined efforts of the City of Tulsa and Tulsa County.

Vision 2025

The leadership of Tulsa County sponsored Dialog 2025 in May of 2002 and invited representatives from each of the municipalities in the County to come together to discuss the future. Two months later, a Vision Summit was sponsored by the Mayor’s Office at the City of Tulsa. Both of these events were designed to provide an opportunity for every interested citizen of the City and County to have a voice in the future of the area. In November 2002, the City and County governments joined forces when they jointly sponsored the “Dialog/Visioning 2025 Citizen’s Summit”, a highly publicized event intended to solicit citizen input and to provide a forum for the public to present project ideas. The combined efforts of the City of Tulsa and Tulsa County became known as the “Vision Process”.

In January, February, and March 2003, City and County officials conducted a series of meetings on a variety of community needs and interests to further explore citizen, official, and expert perspectives on what projects were needed and desirable throughout the County. A Leadership Committee was formed to guide the selection process – an exhaustive process that required the review of more than 300 project proposals. When the final “Vision 2025” plan was submitted to the voters for approval in September 2003, it contained 32 separate projects that were selected because of their potential to stimulate economic development and improve the quality of life for the citizens of Tulsa County.

One of those 32 projects was the Route 66 Enhancements and Promotion Project in the City of Tulsa.

An idea of developing Route 66 into a tourist destination was born.

Route 66 Enhancements and Promotion

During the early stages of the “Visioning” process, government officials were not alone in their efforts to revitalize the local economy and unlock the potential of the region. In October 2002, the citizen-directed, non-profit organization TulsaNow hosted the “Battle of the Plans”, another forum for individual citizens to present and promote ideas for public improvement projects for the betterment of Tulsa. It was during this event that the idea of developing Route 66 into a tourist destination was first born.

The stakeholders who promoted the revitalization of Route 66 did so for a number of reasons, including:

- A desire to celebrate the history and importance of the road to the American culture.
- The opportunity to create a venue that will attract many of the estimated 30,000-50,000 Route 66 enthusiasts who travel all or parts of the road each year to Tulsa.
- The desire to preserve the remaining assets of Route 66 in Tulsa County.



- The realization that the development of a world-class tourist destination and experience will, in turn, be the catalyst for commercial investment throughout the Route 66 corridor.

Significance of Route 66

From its origin at Jackson Street and Michigan Avenue in downtown Chicago to its western terminus at the Santa Monica pier, Route 66 stretched 2,448 miles through eight states and three time zones. This legendary east-west highway earned prominence during the Great Depression as more than 200,000 “Dust Bowl” migrants headed west toward the promise of a better life. John Steinbeck immortalized the highway as “the Mother Road” in his 1939 classic, *The Grapes of Wrath*.

From its origin at Jackson Street and Michigan Avenue in downtown Chicago to its western terminus at the Santa Monica pier, Route 66 stretched 2,448 miles through eight states and three time zones.



Illustration from cover of *Route 66: The Mother Road* by Michael Wallis

During World War II, Route 66 served as a vital transportation link over which the military transported many convoys of materials, goods, and troops to western military bases. Postwar Route 66 spawned the American automobile culture of the ‘50’s and ‘60’s – a time in which the highway was traveled by thousands of vacationing families which, in turn, spawned untold numbers of auto camps, “Mom and Pop” motels, diners, service stations, and tourist attractions, creating a thriving economy along its entire route. It is this latter era for which the highway is best known, loved and remembered.

The death knell for Route 66 as a federal highway occurred with the passage of the Federal Aid Highway Act in 1956 and the creation of the interstate highway system that ensued. Although officially decommissioned as an active federal highway in 1985, Route 66 gained legendary status through song, film, television, books, and personal experiences, and it now represents one of the more important chapters in American history.

The Federal Aid Highway Act of 1956 may have ended the role of Route 66 as a federal highway, but it didn’t diminish the road’s historical significance. Today there are literally thousands of clubs and organizations around the world with millions of members who have affection for and a love affair with Route 66. Each year thousands of people travel the old road to experience



the nostalgia and to appreciate the indelible mark Route 66 left on the American culture.

The Design Recommendation Committee for the Vision 2025 Route 66 Enhancements and Promotion Project is comprised of City officials and private citizens who have an interest in Route 66.

Design Recommendation Committee

Vision 2025 started as and continues to be a grassroots-driven program. Each City of Tulsa Vision 2025 project is being overseen and guided by a Design Recommendation Committee that is made up of City officials and private citizens. The Design Recommendation Committee for the Vision 2025 Route 66 Enhancements and Promotion Project is comprised of City officials and private citizens who have an interest in Route 66. The Co-Chairpersons for the Route 66 Design Recommendation Committee are Dennis Whitaker and Julie Miner, both whom are with the Urban Development Division of the Public Works and Development Department of the City of Tulsa.

The committee also includes the following individuals who have generously given of their time to the development of the project:

David Breed	Tulsa Preservation Commission
Theresa Buchert	South & East Alliance of Tulsa
Ken Busby	Arts & Humanities Council of Tulsa
Tom Costner	Citizen-at-Large
John Gray	Southwest Tulsa Chamber of Commerce
Chris Medlock	Council District 2
Brad Nickson	Oklahoma Route 66 Association
Jim Norton	Downtown Tulsa Unlimited
Sam Roop	Council District 5 (through February 2005)
Bill Martinson	Council District 5 (after August 2005)
Michael Sager	Property Developer
Lee Ann Zeigler	Tulsa Foundation for Architecture

In addition, Paul Zachary and Glen Sams, City of Tulsa Engineering Services, provided technical expertise and served as liaisons between the Design Recommendation Committee and the Vision 2025 Oversight Committee.

Project Team

One of the initial tasks that needed to be accomplished by the Design Recommendation Committee was the selection of a team of professional consultants that could provide the guidance necessary for the City to develop its Route 66 corridor into a world-class tourist destination and experience. Through a three-step process, the Design Recommendation Committee selected the Dewberry-led team for the project. This process included:

- the evaluation of qualifications statements submitted by a number of firms interested in performing the work;

The Design Recommendation Committee is comprised of City officials and private citizens who have an interest in Route 66.



- the committee’s evaluation of technical proposals (submitted by a select group of firms chosen from the large group of proposers) that outlined how the work required by the project would be performed; and
- oral presentations made by the three teams chosen by the committee for interview.

Team members and their roles/responsibilities on the project are as follows:

Dewberry	Project Management/Master Planning/Architecture and Engineering
Littlefield, Inc.	Marketing Research, Strategies, and Opportunities
Howell & Vancuren, Inc.	Landscape Architecture/ Streetscape Enhancements
Gates Engineering	Electrical Engineering
Michael Wallis	Author/Historian/Expert on Route 66
Guy Logsdon	Oklahoma Historian

The development of a master plan will establish the central theme and will guide the physical redevelopment of the Route 66 corridor.

Master Planning Effort

As noted earlier, the “Vision 2025” program is an initiative aimed at boosting regional economic vitality. The first step in that process is the development of a master plan that will establish the central theme for and guide the physical redevelopment of the Route 66 corridor.

This master planning document establishes the framework in which the future redevelopment will occur and includes the following:

- a summary of the results from an inspection and evaluation of the Cyrus Avery Route 66 Memorial bridge,
- a summary of the qualitative marketing research conducted by and subsequently used by the project team to guide development of the master plan,
- a discussion of the design guidelines for lighting, streetscape, landscaping and other enhancements to be adopted and used throughout the corridor to give it identity and continuity and to create a sense of place,
- a discussion of the thematic elements that were identified and evaluated against the criteria developed in response to the marketing research,
- a discussion on the sustainability of the Route 66 corridor, including ongoing management and marketing efforts and funding sources for future projects, and



- a summary of the conclusions reached by the project team, including recommendations for which projects should be implemented using funds available from Vision 2025.



SUMMARY OF MARKETING RESEARCH

Focus groups were conducted throughout the region to determine which elements of Route 66 contained the most universal appeal.

A series of interviews and small interactive group sessions was conducted in six regional markets.

The Challenge

In order for the City to be in a position to develop a Route 66 destination that has broad, multi-generational appeal above and beyond that of a core audience of Route 66 enthusiasts, a way to spark the interest of the new generations of travelers who have no personal connection with the Mother Road had to be found. At the same time, the plan had to tap into the personal memories and existing interests of the Baby Boomers and Route 66 enthusiasts.

To that end, focus groups were conducted throughout the region to determine which elements of Route 66 contained the most universal areas of interest and “magic” for those in the target market segments.

Methodology

To get a good cross-section of perspectives, a series of interviews and small interactive group sessions were conducted in six regional markets. All were designed to probe perceptions of Tulsa, Oklahoma and Route 66 among consumers within a day’s drive of Tulsa. The groups were divided by age and interest level, then mixed gender, income and education within the groups. Specifically:

Interviews with Route 66 Enthusiasts (2):

- Michael Wallis, author of *Route 66: The Mother Road*
- David Knudson, Executive Director of the National Historic Route 66 Federation

Groups (21) –

One group each of Boomers, Xers, and Enthusiasts in each of these six markets:

- Tulsa – 2 of each
- Oklahoma City
- Ft. Smith
- Wichita
- Dallas
- St. Louis

Ethnography

- Observation/interviews at the 2004 International Route 66 Festival
- Bus tours and visits along Oklahoma Route 66



Depending on age and personal experience, the perceptions and attitudes about Tulsa and Route 66 vary greatly.

Market Visits

- *Albuquerque* – to see how this Route 66 city has made the most of its 18-mile stretch of the Mother Road
- *Cincinnati* – to see how a Midwestern city has turned itself around and created a tourist destination without the benefit of a significant natural feature like an ocean or the mountains

Perspectives and Perceptions

Perceptions and attitudes vary greatly about Tulsa and Route 66 depending on age and personal experience. Although there seem to be distinct similarities within each segment, perceptions and attitudes vary greatly from Boomers, Enthusiasts to Xers.

The following provides a brief synopsis of attitudes of Tulsa and of Route 66 by target segment.

Tulsa: faded elegance

- Inside and out, many believe Tulsa is on the verge of a much-needed rebirth
- Many see Tulsa as a small Dallas

Enthusiasts: passionate roadies

- Often have a personal connection – often real memories – with Route 66
- Have a natural interest in history and preservation
- Do not have to be American, or a Boomer, or live along Route 66
- Are intimately familiar with Route 66 icons – the TV show, songs, movies, books+
- Are impassioned – tattoos and more:

“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

For these passionate roadies, it’s all about:

- *The journey* – the experience of driving and exploring along the route
- *The familiar* – the kitschy appeal of blue whales, blue swallows and blue skies
- *The unexpected* – the little surprises just over the next hill or behind that old barn
- *Rebellion* – That renegade sense of the freedom of the open road, as one roadie put it
- *Universal appeal* – that transcends that of a mere road anywhere else in the world
- *Connection to the past* – of their childhoods, now romanticized in memories of Route 66



- *Disconnection from today* – a fast-paced, tough world
- *America* – Route 66 simply represents the spirit of all that makes America great

The roadies’ single passion:

Preserve the Mother Road and the America it represents

Boomers: Route 66 vacations

- Grew up on Route 66, seeing America from the back seat
- Spent their family vacations *looking out the windows*
- Spent nights in those quaint Route 66 motor courts

Their connection today is driving the road, reliving those cherished memories

Now, for something *completely* different.

Xers +: alien nations

- Grew up on the information highway
- Travel with kids today playing video games and watching movies
- Travel at warp speed every day
- For them, it’s all about the destination (are we there yet?)
- And that destination *has* to be cool

Route 66:

*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

Section Summary

The Generation Gap is wide and deep after 1964 – the birth year of the last Baby Boomer. The challenge is to combine the old road with the new information superhighway. Transcendence lies in bringing the romance and heritage of the old road into a “hip” new world.

The Lessons of Other Attraction Cities

Other cities have reinvented themselves as destination/vacation markets for their region. The following findings are from market visits to two such cities who have managed to create a new brand for themselves over the last five to ten years. Each has done so because they had a strong sense of who they were and what they wanted to create.

These findings are from market visits to Albuquerque and Cincinnati.



These findings are provided as guidelines for developing focal/key elements for the Route 66 Vision 2025 Enhancements and Promotion Project.

Albuquerque: 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

Cincinnati: connecting diversity

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

**Into the Great Wide Open –
Where Do We Go From Here?**

The following direction is based on the finding of the marketing and research and is provided to the Route 66 Design Recommendation Committee as guidelines for developing focal/key elements for the Route 66 Vision 2025 Enhancements and Promotion Project:

- Celebrate our Route 66 heritage
 - After all, we're the home of the "Father of Route 66"
- Restore the metaphor
 - Keep the bridge from falling in the river and restore it over time as money allows
- Create an urban energy
 - Xers want a cool downtown, where Route 66 runs right through
- Foster creativity
 - Artists bring energy and perspective
- Create memories
 - Food and entertainment form the core of any successful tourist destination
- Make it hip
 - In the era of iPods and blogs, Route 66 desperately needs a cool factor
- Inspire
 - Let visitors discover the magic for themselves
- Think BIG
 - Better to do one big thing right than lots of little ones wrong
- Create life
 - Let's plant the seeds for new life along old Route 66
 - A living past, present and future
 - A crossroads of America
 - Where:
 - Old meets new
 - East meets west
 - History meets the future
 - Comfort food meets nouvelle cuisine
 - Tradition meets change



Standards for pavement treatments, sidewalk improvements, streetscaping, landscaping, lighting, and signage will be encouraged throughout the corridor.

ROUTE 66 CORRIDOR DISTRICTS

One very important aspect of the master planning process has been the development of standards for pavement treatments, sidewalk improvements, streetscaping, landscaping, lighting, and signage. Once adopted, the use of these standards will be encouraged throughout the corridor to accomplish the following objectives:

- to create a theme that provides identity to the entire route,
- to alert motorists and tourists that they have entered into and are traveling through a significant, historical district,
- to provide visual continuity from one end of the corridor to the other, and
- to create a “sense of place” that will attract private investors who want to capitalize on the new found awareness and interest in Route 66.

To define the unique areas of Route 66, to help create a “sense of place”, and to define appropriate design treatments, corridor districts have been identified based on distinct qualities contained in each area. Each of the nine districts has been depicted on Figure No. 1 and is described in the following paragraphs. Specific recommendations for enhancements in each district are presented later in the master plan.

11th Street Districts

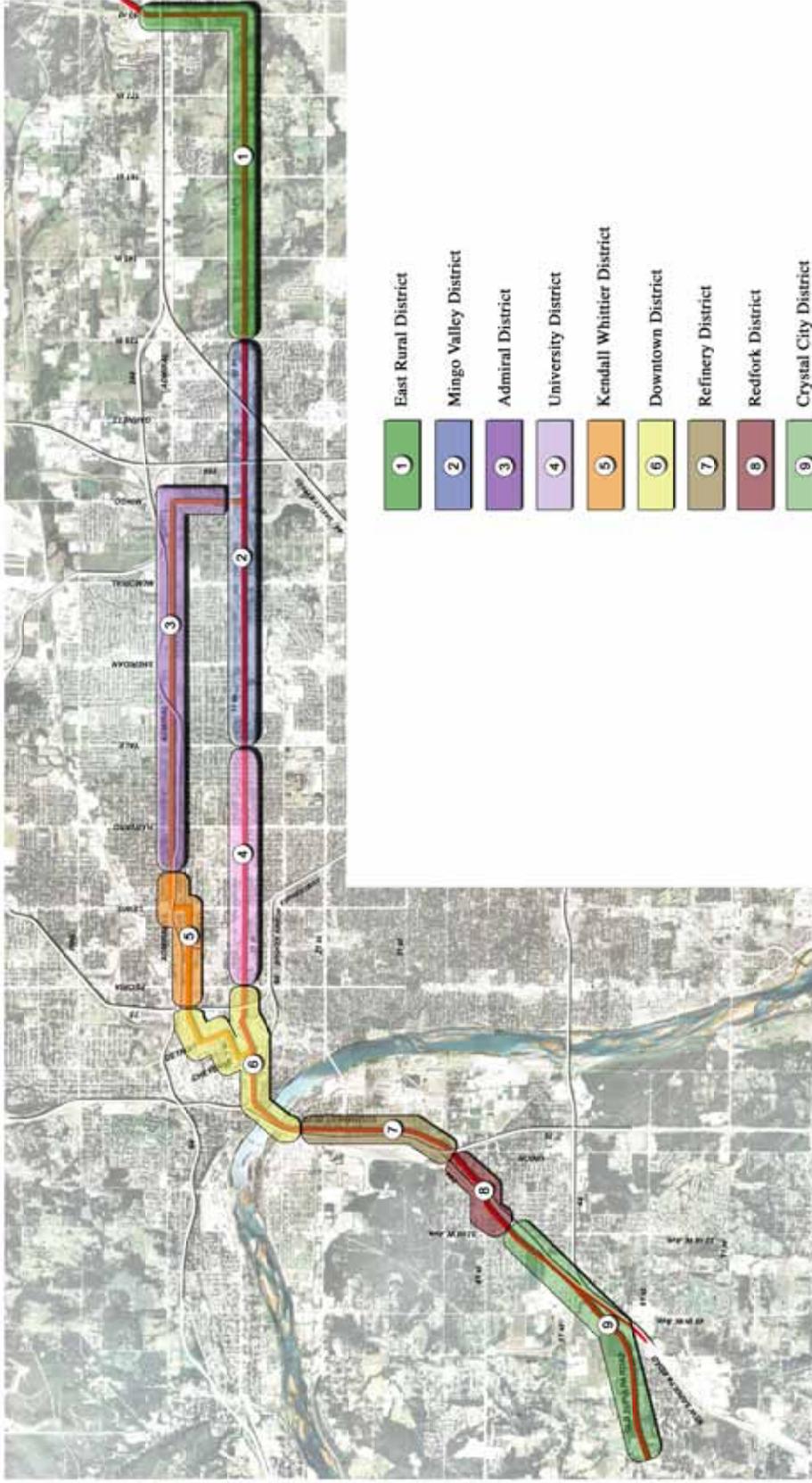
The 11th Street Districts include the East Rural District, the Mingo Valley District, and the University District.

East Rural District

The East Rural District extends from Highway 412 in Catoosa to 129th East Avenue. This district is characterized by open land adjacent to Route 66. This area has various residential areas ranging from single houses to small neighborhoods, there is little to no commercial or industrial activity that occurs within this district. The south side of this predominately two-lane road is lined with utility lines. There are no sidewalks adjacent to the street in the East Rural District.

Mingo Valley District

The Mingo Valley District stretches from 129th East Avenue to Yale Avenue. This district is set apart by the large median that is located in the center of the roadway along Route 66. The median not only acts as a pleasant landscape feature, but also serves as a primary drainage way for the area. This district contains a combination of residential, commercial, and industrial usage. This district of Route 66 also has overhead utility lines bordering the road. The street through this area is two lanes of travel in each direction with turn lanes that cut into the center median and sidewalks are not present along the street in all instances. The district also contains the intersection of 11th Street with Mingo Road, a point on both the original and final alignments of Route 66.



Corridor Districts



ROUTE 66 MASTER PLAN STUDY





University District

The University District runs from Yale Avenue to Peoria Avenue. Through this district, Route 66 is typically lined by commercial and retail businesses as well as the University of Tulsa. This district typically contains single family neighborhoods located behind each of the business areas, many of which are “Tudor Revival Residential Neighborhoods”, including the White City neighborhood which is listed on the national Register of Historic Places. Overhead power, cable and telephone lines are numerous throughout this district. The roadway is primarily four lanes of travel with turn lanes at major intersections along the route. The roadway has sidewalks on both sides.

Downtown District

The Downtown District includes those segments of the original alignment that included 2nd and 7th Streets as well as Detroit and Cheyenne Avenues. It also includes a segment of the final alignment on 11th Street between Peoria Avenue and Southwest Boulevard as well as Southwest Boulevard. This district is portrayed by mainly commercial usage along Route 66. The area contains key locations such as the Cyrus Avery Memorial Route 66 Bridge, downtown Tulsa, Cathedral Square, and Tulsa Community College. This district goes through the heart of the former “Oil Capitol of the World” and the City’s many art deco structures. Its roadways have primarily four lanes of travel and turn lanes at most major intersections. The route has overhead utility lines and sidewalks on both sides.

Southwest Boulevard Districts

Refinery District

The Refinery District stretches from the Arkansas River to South Union Avenue and parallels the rail yards of west Tulsa. Characteristics of this district include primarily industrial usage along with some commercial and residential areas. The district acquires its name from the large Sinclair refinery located adjacent to Route 66. The roadway is four lanes of travel with a center turn lane and overhead utilities lining both sides of the street. Sidewalks are present throughout the refinery district; however, most are deteriorating or are non-existent. This district also is home to Howard Park.

Redfork District

The Redfork District runs from South Union Avenue to 33rd West Avenue. This is a small district along the corridor primarily defined by the “Plains Commercial” buildings located near the railroad tracks. One if not more of the businesses in this district market themselves with trains and railroad material. Also included in the Redfork District is a marker commemorating the site of the first oil well in Tulsa. The roadway is four lanes of travel with a center turn lane and overhead utilities primarily lining both sides of the street. Sidewalks are present throughout the district but mainly on the south side of the street.



Crystal City District

The Crystal City District extends from 33rd West Avenue to the Tulsa County line and was named after the shopping center located north of 33rd West Avenue. Crystal City was originally a 27-acre recreational park constructed in the mid-1920s. It included the indoor/outdoor Casa Loma dance floors that could accommodate up to 1,500 dancers at one time. Frequent appearances were made by Bob Wills and his band.

This district is characterized by mainly open land adjacent to Route 66. This district has some residential areas, little to no commercial, and a few industrial businesses. The predominately two-lane road parallels the railroad tracks and has few to no sidewalks and is lined by overhead utilities.

Admiral Place Districts

Admiral District

The Admiral District is on the original alignment (1926-1932) and runs from Mingo Road to Delaware Avenue. This district includes the Mingo Circle which marks the site where Cyrus Avery (the “Father of Route 66”) operated a service station and restaurant. Through this district, Route 66 is typically bordered by commercial and retail businesses. Overhead power, cable and telephone lines are numerous throughout this district. The roadway is primarily four lanes of travel with turn lanes at intersections and major entries along the route. The roadway has some sidewalks on each side of the road but for the most part can be described as the street merging into the parking areas with no curbs or sidewalks.

Kendall Whittier District

The Kendall Whittier District stretches from Delaware Avenue to 2nd Street and Highway 75. This district has some commercial and retail businesses adjacent to Route 66 but is mainly a residential district. Historic Kendall Whittier Square lies in the center of the district and is considered to be Tulsa’s first suburban shopping center. The majority of the shopping area consists of one- and two-story brick “Commercial” style buildings constructed primarily between 1927 and 1929.

The Circle Theater is listed on the National Register of Historic Places and features distinctive multicolor brick. Its architectural elements are unrivaled in height within the district. Constructed in 1928, it was the first suburban theater and it is the only pre-1960s movie theater remaining in Tulsa. Revitalization efforts in the Kendall Whittier District include several unique shops, restaurants, a new public library, an elementary school, and post office.

This district has both two- and four-lane roads with turn lanes at most major intersections. The route has overhead utility lines and sidewalks on both sides.

The Admiral Place Districts include the Admiral District and the Kendall Whittier District.



SUMMARY OF CYRUS AVERY BRIDGE STRUCTURAL EVALUATION

*The original Eleventh Street/
Southwest Boulevard Bridge
across the Arkansas River
supported a railroad track
in the center and a single
lane of vehicular traffic on
each side.*

Introduction

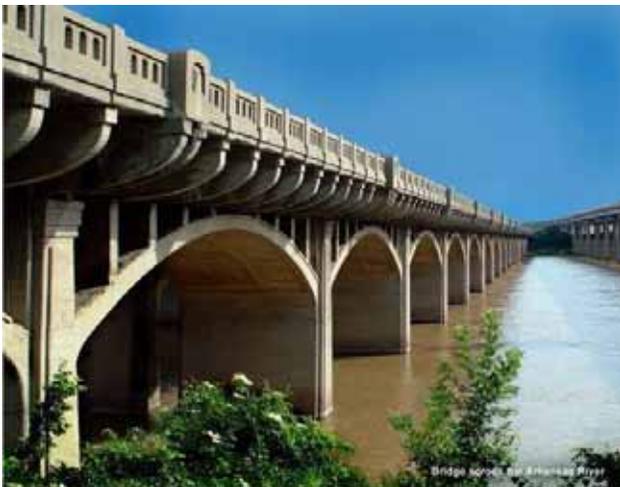
The Eleventh Street/Southwest Boulevard Bridge across the Arkansas River was originally constructed in 1916 by the Missouri Valley Bridge & Iron Company for a cost of \$180,000. The original structure supported a railroad track in the center and a single lane of vehicular traffic on each side with sidewalks adjacent to the exterior traffic lanes. The bridge became a critical link between the emerging City of Tulsa on the east side of the river and the oil fields to the west.

In 1924, Tulsan Cyrus Avery, a County Commissioner from 1913 to 1916 who helped bring about the construction of the bridge, was appointed as a “consulting highway specialist” and was assigned the task of creating a U.S. highway system. When the road was designated as an official federal highway in 1926, it was essentially no more than a series of dirt roads connecting Chicago with Los Angeles, but its alignment included Tulsa and the 11th Street /Southwest Boulevard Bridge, largely due to the efforts and influence of Cyrus Avery.

The bridge was widened in 1934 to its present width of 52 feet 8 inches. The widening project included the construction of a second arch structure

downstream of the 1916 structure and the connection of the new and old bridges with a single deck. Sidewalks were also constructed on both sides of the bridge. Once the widening was complete, the 40-foot curb-to-curb width allowed the bridge to accommodate four lanes of traffic.

The bridge remained in service until 1980 when it was closed to vehicular traffic. The bridge is now listed on the U.S. Department of Interior’s National Register of Historic Places. In June 2004, the bridge was officially named the “Cyrus Avery Route 66 Memorial Bridge” in honor of the man responsible for bringing Route 66 through Tulsa.



*The Cyrus Avery Route 66
Memorial Bridge is now
listed on the U.S.
Department of Interior’s
National Register of
Historic Places.*

Also in June 2004 an in-depth inspection and evaluation of the bridge was performed to determine its structural condition and the probable cost of rehabilitating and restoring it for pedestrian use.



These are the assessments of the various structural elements of the bridges that resulted from an inspection and evaluation.

The inspection and evaluation resulted in the following assessment of the various structural elements of the bridges:

1. The parapet walls or railings (see Figure 2) cannot be salvaged due to the way in which the bridge is constructed. The railings are supported from below by sidewalks which are very badly deteriorated. It would be cost prohibitive to remove (preserve) the railings and to then attempt to reattach them to a reconstructed sidewalk. The railings will need to be replicated or recreated.
2. The entire deck and sidewalk system is beyond repair and will need to be completely reconstructed.
3. The spandrel walls on the upstream structure are not salvageable due to their deteriorated condition. The spandrel walls on the downstream structure are in much better condition and can likely be repaired.
4. From the arches down, both bridges are in sound enough condition that they can be repaired. There is, however, visible evidence of delamination between the reinforcing steel and the concrete on the arches. This condition will require repair and is the most serious on the bays closest to the piers.

Once the general condition of the bridge components was determined, a total of nine different rehabilitation options were investigated from a “No Build” or (Do Nothing) alternative to an alternative that considered full restoration of both bridge structures. Each of the nine rehabilitation options is presented below.

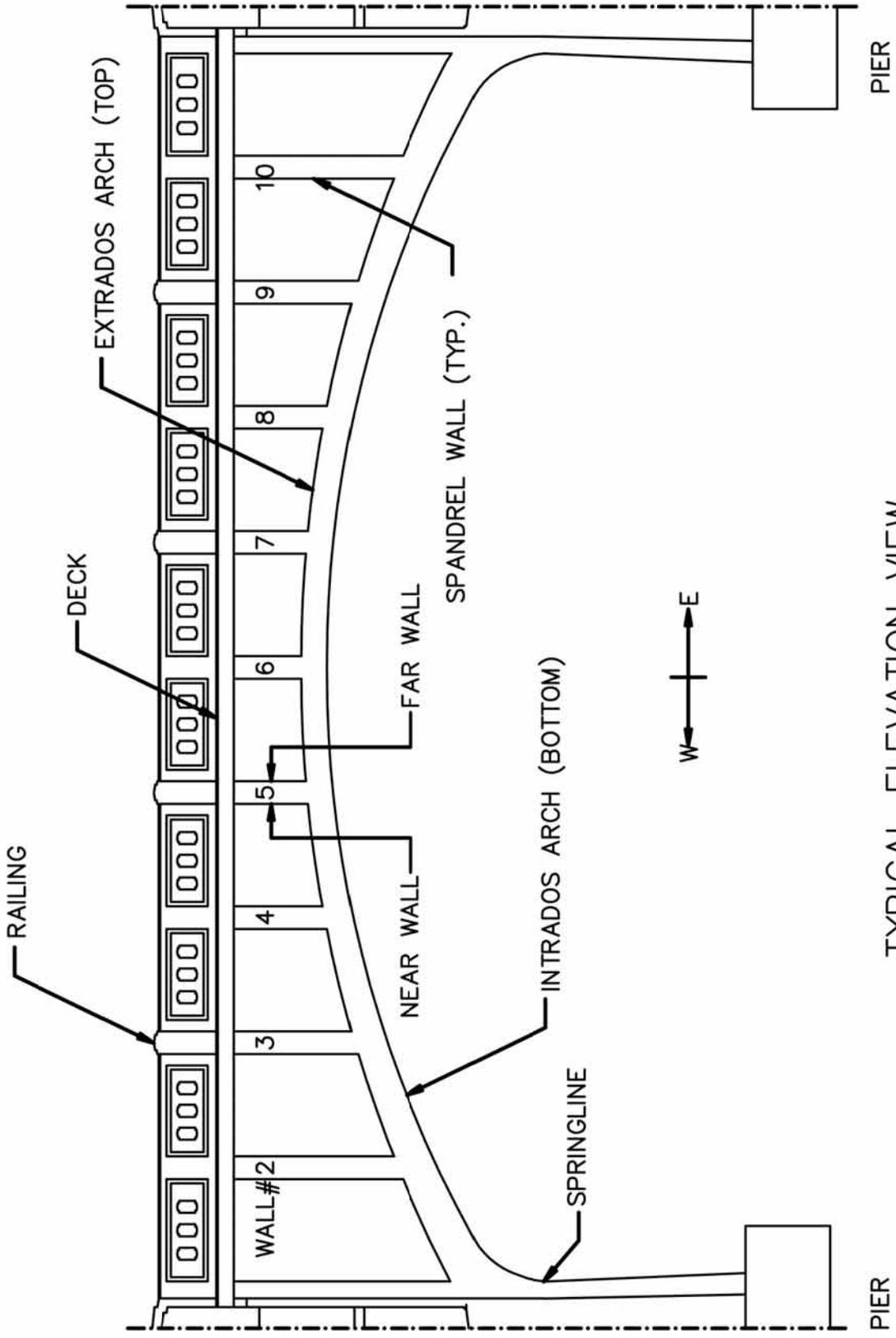
Options A-I deal with the repair and/or rehabilitation of the bridge structures over the Arkansas River.

Rehabilitation Option A Repair Upstream Arch Structure Only

Under this alternative, the downstream structure (1934 bridge) would remain in place but would be physically separated from the upstream structure (1916 bridge). No repairs or rehabilitation would be performed on the downstream structure. Repairs to the upstream structure would include:

- Removal and replacement of the concrete deck and railings,
- Removal and replacement of the piers and spandrel walls above the arch,
- Removal and replacement of the top 3- to 4-inches of concrete on the arch and the replacement of deteriorated reinforcing steel,
- The arch would be sealed once the spalled and delaminated concrete (top 3- to 4-inches) is removed, and
- The footings, abutment walls, underside of arch, and piers would be repaired below the springline.

The estimated probable cost for implementing this alternative is \$10,500,000.



TYPICAL ELEVATION VIEW



Rehabilitation Option B Repair Upstream Structure and Replace Downstream Structure

This alternative includes repairs to both the upstream and downstream structures. The repairs to the upstream structure would be identical to Option A. The repairs to the downstream structure would include:

- Removal and replacement of the deck and railings,
- Removal and replacement of the spandrel walls,
- Removal and replacement of the arch barrels, and
- Repair of all spalls and delaminating to the piers and abutment walls.

The estimated probable cost for implementing this alternative is \$15,700,000.

Rehabilitation Option C Repair Upstream and Downstream Structures and Repair Downstream Arch Barrels

Under this alternative, the upstream structure would be rehabilitated as in Options A and B. The downstream arch barrels also would be repaired instead of replaced provided a detailed structural analysis demonstrated that the intended applied loads would not exceed the low strength of the existing concrete. The estimated probable cost of implementing this alternative is \$14,000,000.

Rehabilitation Option D Repair Downstream Structure Only

Under this alternative, no repairs or rehabilitation would be performed on the upstream structure. Repairs to the downstream structure would include:

- Removal and replacement of the deck and railings,
- Repair of the spandrel walls,
- Removal and replacement of the top 3- to 4-inches of concrete on the arch,
- The use of vacuum impregnation to seal arch, and
- The repair of all spalling and delaminating concrete on piers and abutment walls.

This option is contingent on a structural analysis demonstrating that the arch barrel of the downstream structure has adequate axial and bending capacity at the compressive strength determined from the concrete testing. The analysis also must demonstrate that the existing vertical reinforcement in the spandrel walls provides adequate capacity to resist the anticipated bending stresses. The estimated probable cost of implementing this alternative is \$6,300,000.



Rehabilitation Option E

Stabilize Both Structures for Future Rehabilitation

Option E is a stabilization alternative in which the upper portions of the structures are removed and the arches, piers, and footings are then repaired for long-term preservation. The estimated probable cost of implementing this alternative is \$7,210,000.

Rehabilitation Option F

Reconstruct Structures in One-Third Segments

After both structures are stabilized (Option E), this alternative would involve the reconstruction of the bridge in one-third segments using the abutment piers as end points for each segment. Work items under this alternative would include the construction of new spandrel walls, deck, piers above the springline, expansion joints, scuppers and parapets in each phase as required. The estimated probable cost of implementing this alternative is \$3,150,000 per phase.

Rehabilitation Option G

Stabilize the Footings

This option is a minimal repair alternative that will stabilize both structures until their full or partial rehabilitation can be funded in the future. The footings at Piers 4, 6-8, 10, 14, and 16 on the upstream (1916) bridge have been undermined in some locations. Streambed scour also is present at Piers 3-6, 8, and 10-13. In addition, the upstream footings exhibit heavy scaling and spalling.

Although the undermining does not currently compromise the stability of these piers, if untreated, the undermining may continue to increase and eventually cause the piers to become unstable. The undermining can be expected to continue, but at a slow rate since the channel bottom is bedrock. Since the bridge is currently closed, it is plausible to leave the structure as is for now without a substantial increase in the undermining.

To prevent the deficiencies from continuing and possibly causing the piers to become unstable, two alternatives for rehabilitating the footings of the bridge structures were evaluated. The simplest and most economical solution would be to place grout bags under the footings in the locations of undermining to maintain pier stability. This alternative should only be considered a short-term repair to prevent the undermining from progressing. The streambed scour as well as heavy scaling and spalling of the footings and piers will likely continue. The estimated cost of this alternative is \$50,000 to \$100,000.

The second alternative involves the construction of a new concrete footing to encapsulate both the newer and original footings. This alternative is a more comprehensive means of ensuring the long-term (30 years or more) capacity



and stability of the piers. The probable cost of implementing this alternative is estimated to be \$2,000,000 to \$3,000,000.

Rehabilitation Option H

Stabilize Footings and Rehabilitate One-Third of the Bridge

This option combines the stabilization of all footings as described in Option G with the repair of the piers (below spring line) and the arches as noted in Option E, but only for six spans or one-third of the bridge, with the replacement of the spandrel walls and deck for the same six spans. The bridge rehabilitation would be from Abutment 1 or 2 to the next abutment pier.

This option would stabilize all footings for future rehabilitation work and would provide for the repair and/or replacement of the needed bridge components (spandrel walls, deck, piers above spring line, etc.) for one-third of the structure. The remainder of the structure could be repaired or replaced in the future.

The rehabilitation items include:

- Repair all footings
- Repair 6 piers below the spring line
- Repair the upstream and downstream arch in 6 spans
- Replace the piers above the spring line in 6 spans
- Replace the deck in 6 spans

The probable cost of implementing this alternative is estimated to be \$6,000,000.

Rehabilitation Option I

No Build or Do Nothing Alternative

This option provides for no rehabilitation work and would leave the bridge as is. Although an underwater inspection of the footings confirmed the undermining of the footings, the piers appear to be stabilized and could be for at least the next ten years. The undermining, scour, scaling, and spalling of the footings and piers may continue to progress, but the ten year interval will enable the City to consider the possible future use of the bridge, to determine if long-term repair measures are necessary, and to identify funding sources for making the repairs.



THEMATIC ELEMENTS

Proposed Projects

Throughout the master planning process, the planning team solicited ideas from Route 66 enthusiasts, members of the Design Recommendation Committee, interested citizens of Tulsa County, and public works officials and also generated ideas of its own for projects that would celebrate and/or support historic Route 66 and stimulate the economic development intended from Vision 2025 projects. A total of 21 projects, all of which are included in the master plan, were ultimately identified and evaluated against fifteen criteria to determine which should be recommended for initial construction using monies generated by Vision 2025. A map showing the location of all 21 projects can be found in Figure 3 and a complete list of the projects, including a brief description of each, can be found in Table 1.

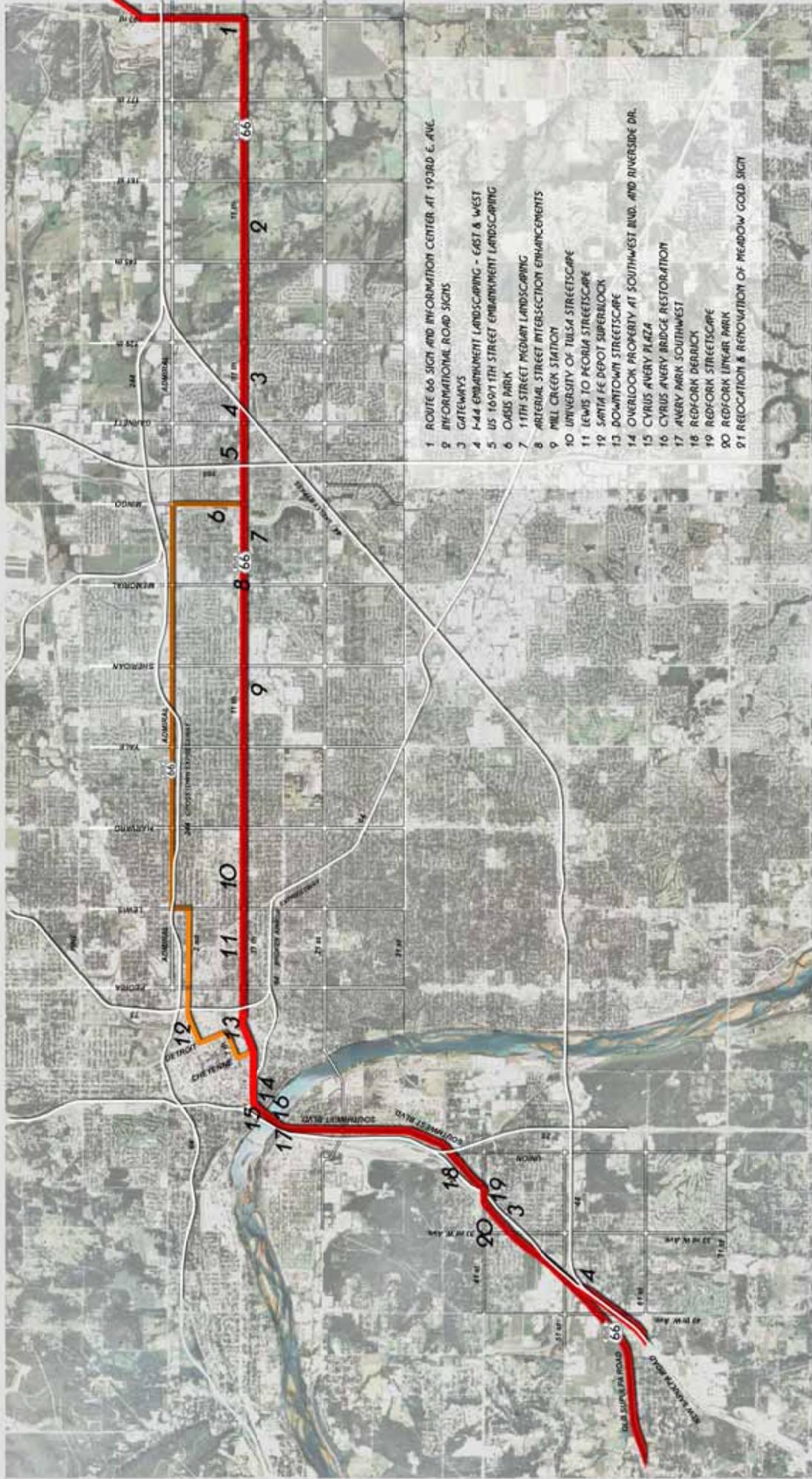
Each project was evaluated against a set of 15 criteria to determine the priority for implementation.

Evaluation Criteria

As noted above, each project that was identified during the master planning process was evaluated against a set of fifteen criteria to determine the priority of their implementation. The criteria against which all of the projects were evaluated are as follows:

1. Cost of construction versus impact.
 - Potential to inspire and impress
 - Potential to attract Route 66 visitors
 - Potential to attract repeat visitors (local and regional)
2. Need for ongoing operation and management.
3. Potential to attract private investment or funding from other sources.
4. Synergy with other community/Vision projects.
5. Complimentary to existing land use plans.
6. Relevance to marketing research:
 - Appeal to Route 66 enthusiasts
 - Appeal to local residents
 - Appeal to visitors
 - Appeal to families
 - Appeal to under 35 crowd
 - Cool factor
7. Includes interactive component or activity (supports engagement beyond the windshield).
8. Supports and/or celebrates historic elements along the route.
9. Supports positioning of Tulsa as a bridge between east and west.
10. Potential to stimulate additional development.

Projects that did not satisfy particular criteria received a score of minus one for those criteria. If the project was neutral to a particular criterion, it received a score of zero. If a project somewhat satisfied a particular criteria, it received a score of plus one. If a project satisfied the criteria, it was given a plus two for that particular criterion.



- 1 ROUTE 66 SIGN AND INFORMATION CENTER AT 193RD E. AVE.
- 2 INFORMATIONAL ROAD SIGNS
- 3 GATEWAYS
- 4 I-44 EMBANKMENT LANDSCAPING - EAST & WEST
- 5 US 169TH STREET EMBANKMENT LANDSCAPING
- 6 OXBOW PARK
- 7 11TH STREET MEDIAN LANDSCAPING
- 8 ARTERIAL STREET INTERSECTION ENHANCEMENTS
- 9 MILL CREEK STATION
- 10 UNIVERSITY OF TULSA STREETSCAPE
- 11 LEWIS TO PECOIA STREETSCAPE
- 13 DOWNTOWN STREETSCAPE
- 14 SANTI FE DEPOT SUPERBLOCK
- 14 OVERLOOK PROPERTY AT SOUTHWEST BLVD. AND RIVERSIDE DR.
- 15 CYRUS AVERY PLAZA
- 16 CYRUS AVERY BRIDGE RESTORATION
- 17 AVERY PARK SOUTHWEST
- 18 REDFORK DERRICK
- 19 REDFORK STREETSCAPE
- 20 REDFORK LINEAR PARK
- 21 RELOCATION & RENOVATION OF MEADOW GOLD SIGN



Route 66 Master Plan



**TABLE 1
SUMMARY OF DEVELOPMENT OPPORTUNITIES/PROJECTS**

No.	PROJECT	DESCRIPTION
1.	Route 66 Sign and Information Center	Located at 11 th Street and 193 rd E. Avenue, this feature would signify the eastern edge of Route 66 in Tulsa County, alert motorists to a change in direction in the route, and contain visitor information on other Route 66 attractions.
2.	KVOO Radio Towers Informational Road Sign	The first of many Informational Road Signs identifying a site of significant historical importance to Tulsa and/or Route 66.
3.	East Gateway	Located on 11 th Street in the vicinity of I-44 and Garnett, this and the West gateway will establish the initial boundaries for the Route 66 corridor project. The design will incorporate a neon component and capture the flavor of the automobile culture or other Route 66 theme.
4.	Highway Embankment Beautification	Excellent opportunity to create high impact landscaping in at least three locations along the corridor (I-44 east and west and US169). Landscaping would reinforce identity and begin to provide some continuity throughout the corridor.
6.	Route 66 Roadside Oasis	As originally proposed, the Route 66 Roadside Oasis is an extensive park stretching in all four directions from the intersection of 11 th Street with Mingo Road and Mingo Creek. The park features would include streetscaping and trails, landscaping, recreation equipment, restrooms, and parking. It also would include heritage markers and monuments and a sculpture garden that would highlight Tulsa's history, some of which would be themed after Route 66.
8.	Intersection Enhancements	At the intersection of 11 th Street with other arterial streets, the roadways would be reconstructed with special emphasis given to incorporating Route 66 streetscaping, lighting and signage to create a thread of continuity and identity throughout the corridor.
7. 20.	Landscape Features	Additional opportunities to create high impact landscaping to reinforce identity and provide continuity throughout the corridor. Possible locations include: <ul style="list-style-type: none"> ○ 11th Street extending from I-44 to 73rd E. Ave. (7) ○ Southwest Boulevard from Gilcrease Expressway to the Redfork area (20)
8. 10. 11. 13. 19.	Streetscape Opportunities	Several districts were identified within the Route 66 corridor that, if enhanced with street furnishing, lighting and landscaping, would contribute significantly to the creation of a "sense of place". Those districts include: <ul style="list-style-type: none"> ○ University of Tulsa – Yale to Peoria (10 & 11) ○ Downtown Tulsa inside inner dispersal loop (13) ○ Redfork area in the vicinity of 41st Street (19)
12.	Santa Fe Depot Superblock	Adjacent to original alignment at Route 66, the block bordered by 1 st and 2 nd Streets between Elgin and Frankfurt includes the old Santa Fe Depot and provides an opportunity for urban redevelopment. Possibilities include commercial opportunities, a train exhibit, a Route 66 interpretive center or a Route 66 arts center.
14.	11th Street Bridge Overlook	Property located on the northeast corner of Riverside Drive and Southwest Boulevard to be developed into a Route 66 attraction containing a number of exhibit spaces several of which will include technology-based, interactive components designed to educate and engage visitors.
15.	Cyrus Avery Centennial Plaza	Located at the east (north) end of the 11 th Street bridge, the proposed Plaza will celebrate the importance of Mr. Avery and the 11 th Street bridge to Route 66.
16.	11th Street/Southwest Boulevard Bridge	Where east meets west on the "Mother Road" Preservation and/or restoration of historic structure(s).
17.	Avery Park Southwest	Extends from west (south) side of bridge to 17 th Street. Urban park to include Route 66 themed elements (i.e., eight states walkway, Route 66 hall of fame, etc.) and potential visitor information center in building at 17 th Street.
18.	Red Fork Derrick	Sixty-six foot high oil derrick with observation deck; a one-story building housing a restaurant, gift shop, and administrative offices; and Frisco Engine No. 4500 attached to two or more dining cars that would serve as additional seating for the restaurant.
3.	West Gateway	Located somewhere between Redfork and Crystal City, this gateway would establish the western boundary of the Route 66 corridor.
21.	Meadow Gold Sign	Relocation and renovation of historic Meadow Gold Sign.
9.	Mill Creek Station	Opportunity to recreate vintage service station on City owned property, which was former site of Cook's Court Motel.



Using this scoring system, theoretical project scores could range from a low of minus fifteen to a high of thirty. The higher the score, the more likely the project satisfied the evaluation criteria.

The results of the evaluation and the ranking of the 21 projects are summarized.

Results of Project Evaluation

The entire master planning team met over the course of two days to discuss and evaluate the 21 projects. The results of the evaluation and the rankings for the projects are summarized below with the complete scoring matrix presented in Table 2. The number in parentheses in the far right column of the table below represents the total score for that particular project.

Project			
Rank	No.	Project Name	Score
1	15	Cyrus Avery Centennial Plaza	(27)
2	14	Overlook Property at Southwest Boulevard and Riverside Drive	(26)
3	3	Gateways	(20)
	16	Cyrus Avery Bridge Restoration	(20)
5	2	Informational Road Signs	(19)
6	21	Meadow Gold Sign Restoration	(18)
7	17	Avery Park Southwest	(17)
8	9	Mill Creek Station	(16)
	18	Redfork Derrick	(16)
9	12	Santa Fe Depot Superblock	(13)
10	10	University of Tulsa Streetscape	(9)
11	19	Redfork Streetscape	(8)
12	13	Downtown Streetscape	(8)
	11	Lewis to Peoria Streetscape	(8)
	4	I-44 Embankment Landscaping – East and West	(8)
	5	US 169/11 th Street Embankment Landscaping	(8)
	7	11 th Street Median Landscaping	(8)
	20	Redfork Linear Park	(8)
19	6	Oasis Park	(6)
20	8	Arterial Street Intersection Enhancements	(2)
21	1	Route 66 Sign and Information Center at 193 rd E. Avenue	(0)

**AND
SCORING MATRIX**

ITEM	EVALUATION CRITERIA	PROJECT																						
		Route 66 sign and information center	Bill boards	Gateways	I-44 and 11th street embankment landscape	SH 169 and 11th street embankment landscape	Oasis park	Intersections enhancements	11th Street median landscape	Wilcox Station	University of Tulsa streetscape sector	Lewis to Peoria streetscape sector	Downtown streetscape	Santa Fe depot superblock	Overlook property	Cyrus Avery plaza	Cyrus Avery Bridge	Avery park southwest	Redfork Derrick	Redfork streetscaping	Redfork Linear park	I-44 Embankment landscape	Restoration of Meadow Gold Sign	
1	Cost of construction versus impact <ul style="list-style-type: none"> Potential to inspire and impress Potential to attract Route 66 visitors Potential to attract repeat visitors (local and regional) 	-1	2	2	0	0	-1	-1	0	2	1	1	1	1	2	2	2	1	2	1	0	0	2	
2	Need for ongoing operation and management	-1	2	1	-1	-1	0	-1	1	1	1	1	1	-1	-1	0	0	0	0	-1	1	-1	0	
3	Potential to attract private investment or funding from other sources	1	2	0	1	1	0	1	0	2	1	1	1	1	2	2	0	1	1	1	1	1	2	
4	Coordination with other community/vision projects	-1	0	0	1	1	1	0	1	0	0	0	0	1	2	2	2	2	1	0	1	1	0	
5	Complimentary to existing land use plans	0	0	0	0	0	2	0	1	1	1	1	1	-1	2	2	0	2	0	1	0	0	0	
6	Relevance to marketing research <ul style="list-style-type: none"> Appeal to local residents Appeal to visitors Appeal to families Appeal to under 35 crowd Cool factor Appeal to Route 66 enthusiasts 	0	1	2	1	1	1	0	1	2	1	1	1	1	2	2	1	2	2	1	2	1	1	2
7	Includes interactive component or activity (supports engagement beyond windshield)	1	1	0	0	0	2	0	2	0	0	0	0	2	2	2	1	1	1	2	2	1	1	0
8	Supports and/or celebrates historic elements along the route	1	2	2	0	0	-1	1	0	2	0	0	0	0	2	2	2	2	2	0	0	0	2	
9	Supports positioning of Tulsa as a bridge between east and west	-1	0	2	0	0	-1	1	0	0	0	0	0	-1	2	2	2	2	0	0	0	0	0	
10	Has the potential to stimulate additional development	0	1	1	1	1	1	0	1	2	1	1	1	2	1	1	1	0	1	1	1	1	0	
TOTAL SCORE		0	19	20	8	8	6	2	8	16	9	8	8	13	26	27	20	17	16	8	8	8	18	



FUNDING OF FUTURE PROJECTS

With the funding provided by Vision 2025, a number of the projects identified during the master planning process can be implemented. Insufficient funds are available to fully implement the recommendations made in this document, however, so many of the projects will need to be deferred until funding is available. In the paragraphs that follow, several of the most likely sources of funding for future projects are discussed.

The Third-Penny Sales Tax is one of several most likely sources for funding future projects.

Third-Penny Sales Tax

Every five years, Tulsa voters go to the polls to vote on whether or not to extend an existing temporary 1-cent sales tax, the proceeds from which are used to fund a variety of public works improvement projects. Since its inception in 1980, streets have been the hallmark of the third penny sales tax and there is no reason to believe that the emphasis will shift away from streets in the future.

As projects are being discussed for inclusion into future sales tax extensions, Route 66 enthusiasts and others interested in the development of the corridor will need to lobby the City Council and Public Works officials for the inclusion of improvement projects along 11th Street, Southwest Boulevard, and Admiral Place. These projects can either be individual projects specific to the theme of Route 66 or projects intended to enhance the continuity and identity of the corridor.

Examples of thematic type projects include the reconstruction of intersections between major arterial streets and both alignments of Route 66 to include special elements that identify the corridor as an historical piece of Americana and the rehabilitation of some or all of the Cyrus Avery Route 66 Memorial Bridge. An example of projects that enhance the continuity and identity of the corridor include the incorporation of signage, markers, sidewalk improvements, landscaping, hardscaping, and lighting adjacent to each segment of both alignments. These enhancements can either be made under projects intended solely for that purpose or in connection with street maintenance, rehabilitation, or reconstruction projects on 11th Street, Southwest Boulevard, and Admiral Place.

General Obligation Bonds

Municipalities also have the authority to finance the construction of public improvements by general obligation bonds. The City of Tulsa, like most municipalities, has regularly used this method to pay for a variety of capital improvements including streets. As in the case of the Third-Penny Sales Tax, Route 66 enthusiasts and others interested in the development of the corridor will need to lobby the City Council and Public Works officials to ensure that projects along the route are included in and funded by future General Obligation Bond Issues.



ODOT Enhancement Funds is another likely source for funding future projects.

ODOT Enhancement Funds

Funding for the nation's highway system changed significantly in the 1990's with the passage of the Intermodal Surface Transportation Efficiency Act (ISTEA) and its successor, the Transportation Equity Act for the 21st Century (TEA-21). This Federal legislation placed new emphasis on giving states and local communities' flexibility to address environmental and quality of life issues, and created a dedicated source of funding for transportation enhancements.

These laws require that ten percent of all highway funds be set aside to fund transportation enhancement projects. This, in turn, has provided a huge new source of funding for preservation, as funds can be used for the rehabilitation of historic buildings, landscaping in historic areas, and scenic or historic highway programs. Route 66 communities, in particular, have an opportunity to directly benefit from this program.

Under current funding levels, the enhancement fund available to Oklahoma communities is \$12 million per year. One-half of that money is distributed to communities on a competitive basis. Under this program, local sponsors must submit applications for funding to the Oklahoma Department of Transportation and commit to funding 20 percent of the project with local funds. In the past, the City of Tulsa has used its enhancement funds for the construction of the City's extensive trail system and it is likely that policy will continue.

The other one-half of the enhancement goal is set aside each year for discretionary projects. Unlike the competitive projects which must adhere to a strict application schedule, applications for funding of discretionary projects can be submitted to ODOT at any time. Discussions with representatives of the Indian Nations Council of Governments have been encouraging and have led the planning team to believe that some of the proposed Route 66 projects will be eligible for funding under this program.

Scenic Byways

The Transportation Enhancement Legislation of the 1990s also created the National Scenic Byways program which provides technical and financial assistance to help preserve America's scenic roads and to promote tourism and economic development. The Federal Highway Administration administers the program and designates roads as National Scenic Byways and All-America Roads (the best of the National Scenic Byways). National Scenic Byways may be recognized not only for their intrinsic natural, scenic, and recreational qualities, but also for their historic, cultural, and archeological resources. Grants are available to assist states in implementing projects on National Scenic Byways and developing State Scenic Byways programs. Projects that protect historic resources are eligible for grant funding.



Route 66 is designated as an Oklahoma Scenic Byway; however, at the present time, there are no federally-designated scenic byways in the State of Oklahoma. Should Route 66 in Oklahoma be designated as a scenic byway, this program could be used to leverage local funds for improvement projects within the City's Route 66 corridor.

National Park Service Grants and Assistance Programs

The Route 66 Corridor Preservation Program was established by congress in 1999 in response to the recognized need to preserve the rich resources of the historic highway. The program is administered by the National Park Service and provides funding assistance in the form of cost-share grants, to support the preservation of the most significant and representative buildings, structures, road segments, and cultural landscapes in the eight states through which the route passes. Assistance is also provided to support research, planning, oral history, and education outreach projects related to the preservation of Route 66.

Program cost-share grant funds are provided through congressional appropriations, which are determined each new fiscal year. A project eligibility criterion requires a minimum 50% cost-share match provided by the applicant. All preservation, restoration, and rehabilitation projects are required to conform to the Secretary of the Interior's Standards for the Treatment of Historic Properties.

A separate Route 66 Authority could be formed to oversee the development and promotion of the corridor.

Route 66 Authority

A separate Route 66 Authority could be formed to oversee the development and promotion of the corridor. The Authority could be created and given the ability to collect voluntary dues or given the power to tax property and/or business owners adjacent to 11th Street, Southwest Boulevard, and Admiral Place. The money generated by the dues or taxes would be utilized to operate the Authority and to underwrite the annual communications budget for the promotion of Tulsa's Route 66 corridor.

Route 66 Assessment Districts

The construction of improvements that enhance the Route 66 corridor could be accomplished without the use of public funds through the creation of one or more districts along Route 66. Under this scenario, like-minded business and property owners could band together to fund improvements that enhance Route 66 in the vicinity of their particular businesses or property. Funding for those enhancements could be provided through voluntary or government collected special assessments.



Tax Increment Financing

Tax increment financing is used to provide front end funds in an area where large-scale redevelopment is feasible. A district around the proposed development is designated with a tax base equivalent to the value of all the real property within the area. The tax revenues paid to taxing units are computed on the tax base initially established during the redevelopment period, which is usually the expected life of the project. The area is then redeveloped with funds from the sale of tax increment bonds. These bonds are sold by the municipality or a specially created taxing district for acquisition, relocation, demolition, administration, and site improvements. Because of the higher value of the newly developed property in the district, more tax revenue is collected and the tax increment above the initially established level goes into a fund to retire the bonds.

Opportunities for the infusion of capital from other sources can be explored and exploited.

Leveraging Other Funding Sources

Although those promoting projects within the Route 66 corridor will have the primary responsibility for obtaining the necessary funding for construction, opportunities that allow for the infusion of capital from other sources can be explored and exploited.

There are other established planning efforts between the Inner Dispersal Loop and Yale Avenue that share Route 66 as a common boundary. Supporters of the Central Park Tax Increment Finance District and the Kendall Whittier Neighborhood Master Plan, as well as the University of Tulsa for example, are or will be implementing streetscape planning projects. Each of these efforts is being funded with non-Vision 2025 resources.

A coordinated effort between those promoting the redevelopment of historic Route 66 and the sponsors of these other streetscaping efforts will allow both groups to leverage their funding and to maximize the implementation of streetscaping between downtown and Yale Avenue.

The importance of the bridge to Tulsa's ability to revitalize its Route 66 corridor is underscored by the fact that the bridge is the major iconic structure remaining along Route 66 in Tulsa County.

CONCLUSIONS AND RECOMMENDATIONS

The projects at or near the Cyrus Avery Route 66 Memorial Bridge all scored well against the evaluation criteria. The importance of the bridge to Tulsa's ability to revitalize its Route 66 corridor is underscored by the fact that the bridge is the major iconic structure remaining along Route 66 in Tulsa County and, as such, is of the most interest to Route 66 enthusiasts.

By capitalizing on the iconic nature and historical significance of the bridge, the City will be able to construct a major tourist attraction that appeals to Route 66 enthusiasts and locals alike. With the full development of the Cyrus Avery Centennial Plaza, the overlook property, and Avery Park Southwest, the City will be able to create a Route 66 attraction/destination that has the ability to:

- inspire, impress and educate,
- attract Route 66 enthusiasts to Tulsa,
- appeal to all age groups,
- satisfy the requirements of vacationing families, and
- be a catalyst for additional development and revitalization along 11th Street and Southwest Boulevard

Based on the information obtained from the qualitative marketing and research, it is imperative that as many of the bridge-related projects as possible be constructed initially with money from the Vision 2025 initiative.



The proposed Cyrus Avery Centennial Plaza will be located at the east end of the Cyrus Avery Route 66 Memorial Bridge.

Cyrus Avery Centennial Plaza

The proposed Cyrus Avery Centennial Plaza will be located at the east (north) end of the Cyrus Avery Route 66 Memorial Bridge. The purpose of the plaza will be to acknowledge and commemorate the contribution made by Cyrus Stevens Avery to the early development of Tulsa and his involvement in the selection of the alignment that brought Route 66 through the City.

The focal point of the plaza will be the larger than life-size bronze sculpture containing multiple pieces. The sculpture will tell the story of an encounter between the Avery family riding in a vintage Model "T" and a horse drawn wagon coming from the west Tulsa oil fields. The wagon driver has his hands full with both horses rearing up from being startled by the automobile. As the figure representing Cyrus Avery exits the vehicle and is standing with one foot on the running board, his wife reaches back for their daughter who is fighting a losing battle with her somewhat startled cat. There is a dog leaning over the side of the wagon, startled by and barking because of the unfolding events.



The multiple piece sculpture will serve as a memorial to Cyrus Avery, the acknowledged “Father of Route 66”, and will reinforce the idea that Route 66 in general and the bridge in particular is where the old met new.....east met west.....and the past met the future.

The balance of the plaza will include an open, semi-circular brick plaza approximately 100 feet in diameter with an elevated observation deck that provides views of the bridge details and serves as a landing for the proposed skywalk across Southwest Boulevard. The ramp will be flanked by the flags of the eight states through which Route 66 passes. The entire area will be landscaped into a park-like setting to include trees, benches, trash receptacles, area lighting for security and lower level lighting for pedestrian activity. The plaza will be designed to include connections to both River Parks and the proposed Vision 2025 Centennial Walk project.

The focal point of the plaza will be the larger than life-size bronze sculpture containing multiple pieces that will tell the story of an encounter between the Avery family riding in a vintage Model “T” and a horse drawn wagon coming from the west Tulsa oil fields.



Project Recommendation Snapshot
(how it reflects the research findings)

*Celebrate our Route 66 Heritage
Restore the Metaphor
Foster Creativity
Inspire
Think BIG*

The Cyrus Avery Centennial Plaza will house a larger-than-life-size sculpture of Cyrus Avery and his family in a Model T abruptly meeting up with a horse and buggy, a not-so-subtle metaphor representing Old meets New.

The Plaza also sports an overlook to the Cyrus Avery Route 66 Memorial Bridge and will display flags from every state through which the highway passes.



Plans call for the development of a major tourist attraction/destination on the corner of Riverside Drive and Southwest Boulevard.

Route 66 Xperience

Plans for the property located on the northeast corner of Riverside Drive and Southwest Boulevard call for the development of a major tourist attraction/destination (hereinafter referred to as the “Route 66 Xperience”). The first story of the proposed three story building will contain approximately 15,000 square feet of exhibit area and will house various interactive exhibits themed toward Route 66. It also could house a Route 66 gift shop and possibly a juice and coffee bar/sandwich shop that would cater to users of River Parks and provide a food and beverage option to visitors of the facility.

The second floor of the building is intended to be more passive in nature and will include exhibits that are more informational and educational and less interactive than the exhibits on the first floor; an atrium open to the floor below; and a multi-purpose room that will be used to house changing/traveling exhibits, host private events, etc. The second floor would also likely house the administrative offices of the entity that will oversee the day-to-day use of the facility. The third floor of the facility will contain approximately 6,000 square feet of floor space and could be used to house a restaurant.

The Route 66 Xperience will serve as the anchor for the redevelopment of Route 66 in Tulsa County. Intended to both educate and entertain, it will appeal to visitors on a local, regional, and even national level. The influx of national visitors will spawn redevelopment along Route 66 as business and property owners take advantage of the economic opportunities presented by renewed interest in Route 66.

Project Recommendation Snapshot
(how it reflects the research findings)

*Celebrate our Route 66 Heritage
Create Memories...Make it Hip...Inspire
Think BIG*

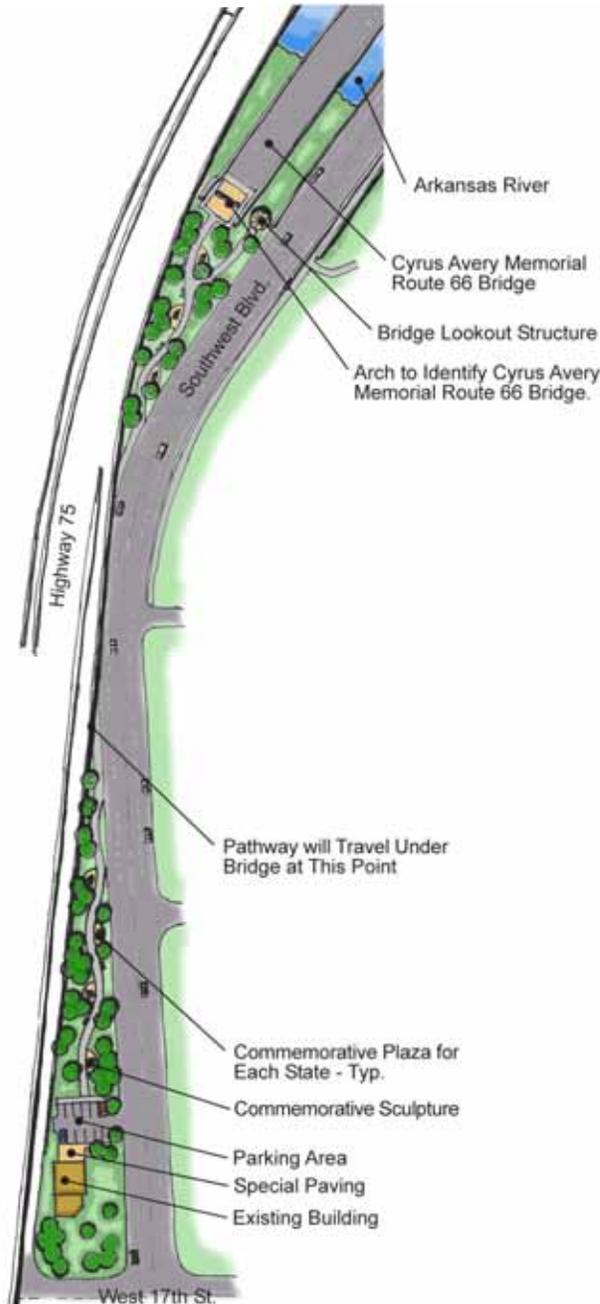
To get the attention of anyone who has never seen a poodle skirt, we have to create a single destination with enough mass to draw attention from residents and visitors alike. The Route 66 Xperience will do that. Its name alone perfectly captures the spirit of the old road with a promise of new experiences.

Then it is located in a sacred place – overlooking the Cyrus Avery Route 66 Memorial Bridge, the place where East meets West. It also is where the Arkansas River meets the urban energy of Downtown Tulsa. Finally, the real magic happens inside the Xperience, where the past meets the future. We are recommending a strong mix of historic elements brought to life with new interactive technology. And all of it capped off with a thriving restaurant on the top floor, overlooking the Bridge. The Xperience is the cornerstone for all of the other investments along the route.

Avery Park Southwest is designed to include eight plaza areas representing the eight states through which Route 66 travels.

Avery Park Southwest

Avery Park Southwest is located on the southwest side of Cyrus Avery Route 66 Memorial Bridge. Avery Park Southwest is designed to include eight plaza areas representing the eight states through which Route 66 travels. To commemorate each of the states, an artifact from each state will be placed in one of the plaza areas.



The terminating ends of the pathway are a plaza area at the parking lot to the southwest and Cyrus Avery Memorial Route 66 Bridge to the northeast. The plaza area near the bridge is the same design that will occur at the northeast corner of the bridge in Cyrus Avery Centennial Plaza. Also, incorporated into the design is a lookout structure to view the interesting deco style architecture the Cyrus Avery Route 66 Memorial Bridge has to offer. An image of the conceptual design for Avery Park Southwest is shown here.

Like its counterpart on the other end of the bridge (the Cyrus Avery Centennial Plaza), Avery Park Southwest will be designed to connect to the existing trail system developed by the River Parks Authority.

Avery Park Southwest Conceptual Design