

THE PEARL

FROM GREY TO GREEN

TEAM 02-02



THE CHALLENGE

DELIVER a design that realizes the vision for the neighborhood through the utilization of **Low Impact Development** strategies to address flooding concerns while stimulating revitalization and reinvestment.

Matt Jones
Jonesplan, LLC
Pearl District Business Owner



Meet the Pearl District!

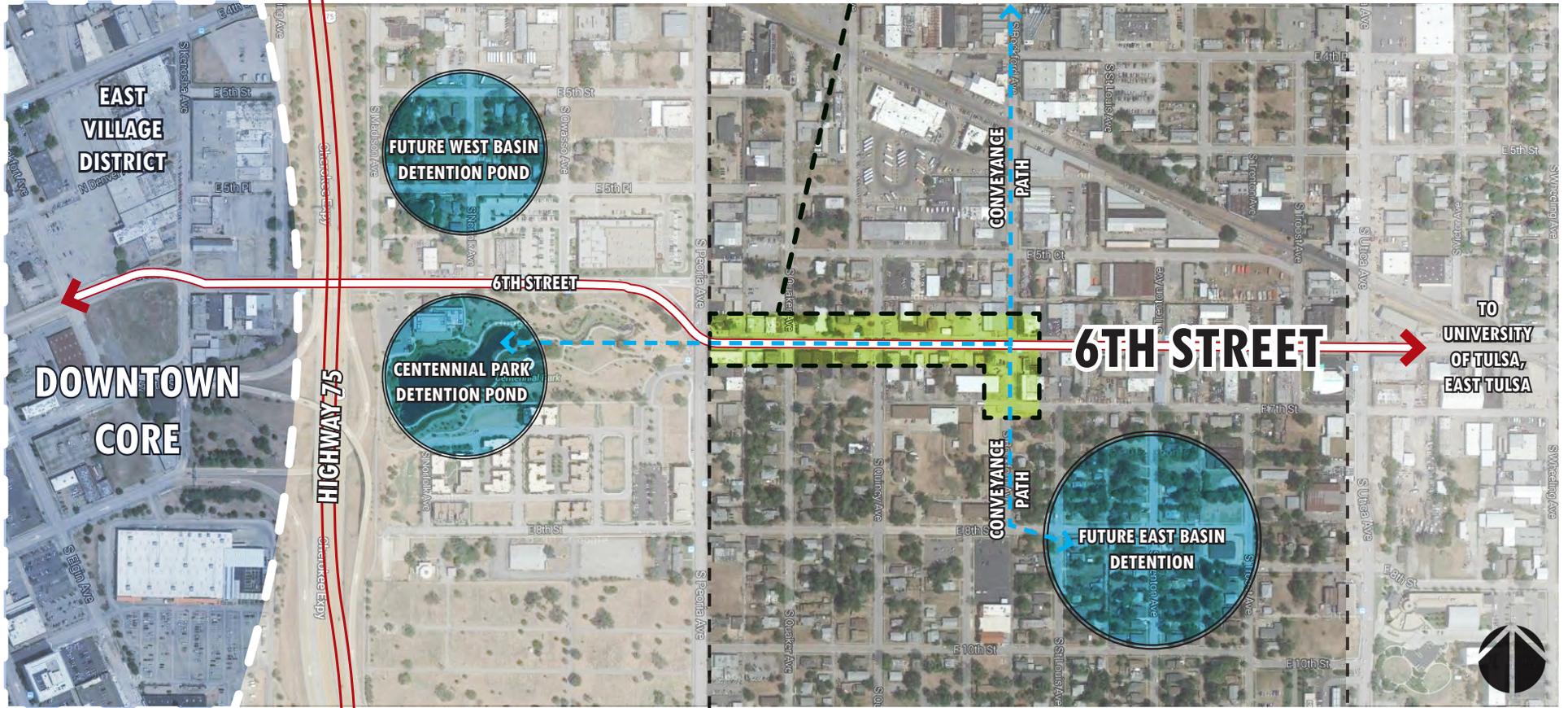
"The Pearl District should strive to be an example of how a city can turn a neglected area into a home for thriving mixed-use development that has not only repurposed buildings, but has infilled with water, trees & green spaces and low-impact new construction."



PEORIA AVE

UTICA AVE

PROJECT SCOPE



THE PEARL DISTRICT

FROM GREY TO GREEN

OUTDATED INFRASTRUCTURE
UNUSED OPEN SPACE

GREYWATER IS NOT USED AS A RESOURCE

COST OF CONSTRUCTION DISRUPTION
COST OF LAND ACQUISITION
COST OF INFRASTRUCTURE - CONVEYANCE & STORAGE
DAMAGE TO THE WATERSHED
INCREASED AIR POLLUTION

LESS BUILDABLE LAND

TRANSFERS POLLUTANTS DIRECTLY INTO STREAMS &
RIVERS
SINGLE PURPOSE
PRONE TO OBSOLESCENCE
DAMAGES NATURAL HABITATS



SUSTAINABLE INFRASTRUCTURE

REDUCTION OF URBAN HEAT ISLAND EFFECT

TREATS WATER AS A RESOURCE

ALLOWS FOR MORE FLEXIBLE SITE LAYOUTS
PROVIDES A HABITAT FOR PLANTS AND ANIMALS

MORE LINEAR FEET OF GREEN SPACE = HIGHER PROPERTY VALUES

PUBLIC FUNDS INCENTIVIZE PRIVATE INVESTMENT

A VIBRANT, LIVING COMMUNITY

A BETTER QUALITY OF LIFE, LOT YIELD

GREATER PROPERTY TAX REVENUE

INCREASED AESTHETIC VALUE

ENVIRONMENT

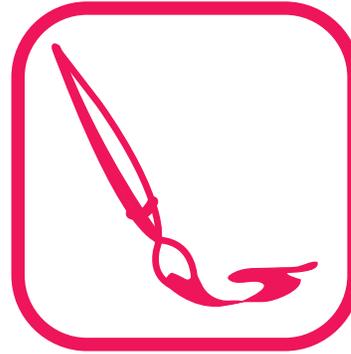


EDUCATION



COMMUNITY

ARTS



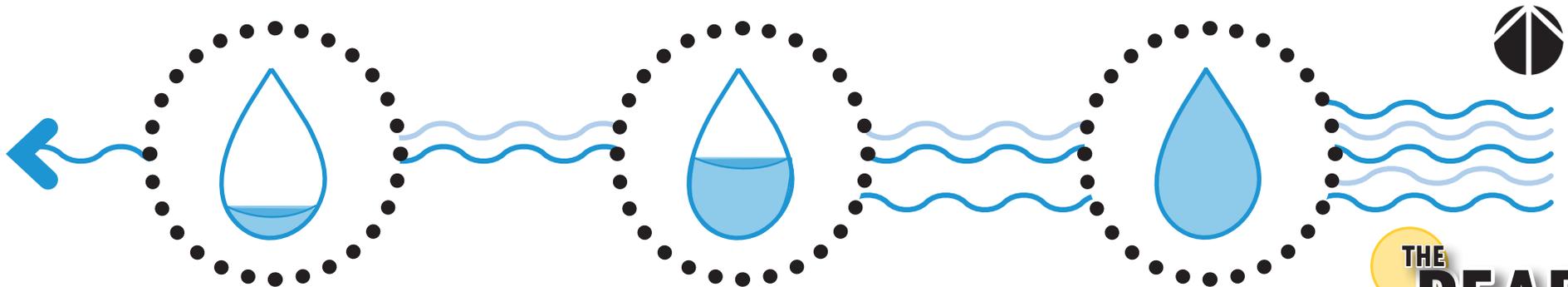
ECONOMY

"I'd like to see someone champion a storm sewer credit for properties that collect all rainwater."

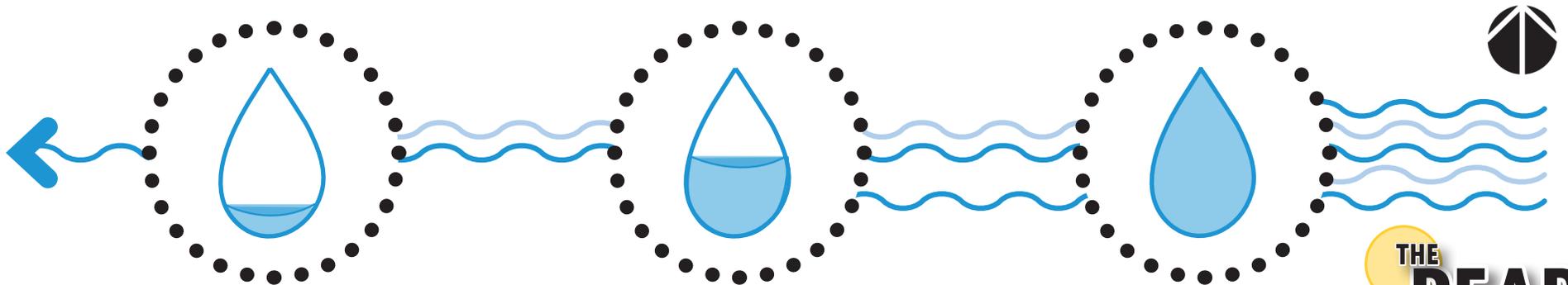


Jonathan Bolzle
Broker/developer for KMO
Development Group and member of
Tulsa's Young Professionals

OVERALL SITE PLAN



THE PRAIRIE





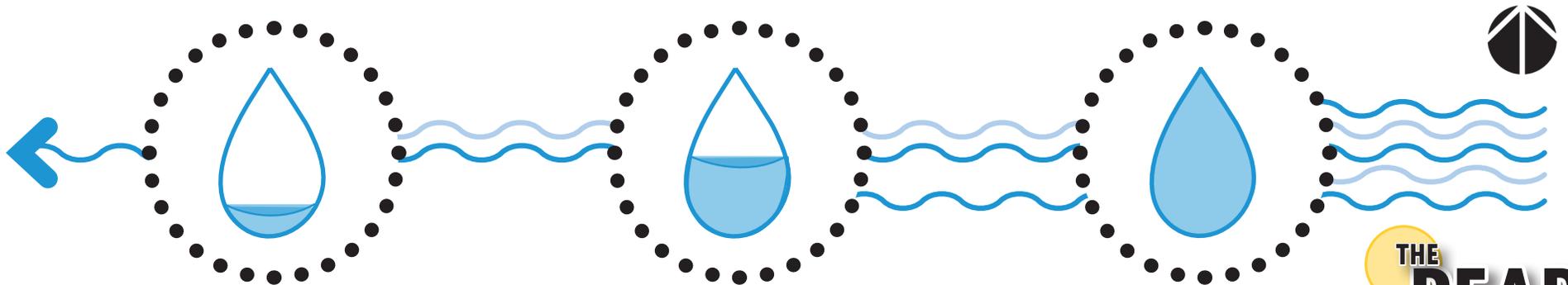
THE PRAIRIE

LOOKING DOWN THE CANAL
TOWARDS DOWNTOWN



KEY PLAN

THE OPEN RANGE



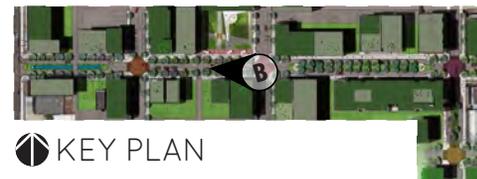
"Truly sustainable growth would include new jobs, lower-income housing and some fundamental services (grocery store, hair salon, shoe store, etc.)."

Amber Whitlatch
Owner, Marketing Director
Nightingale Theater

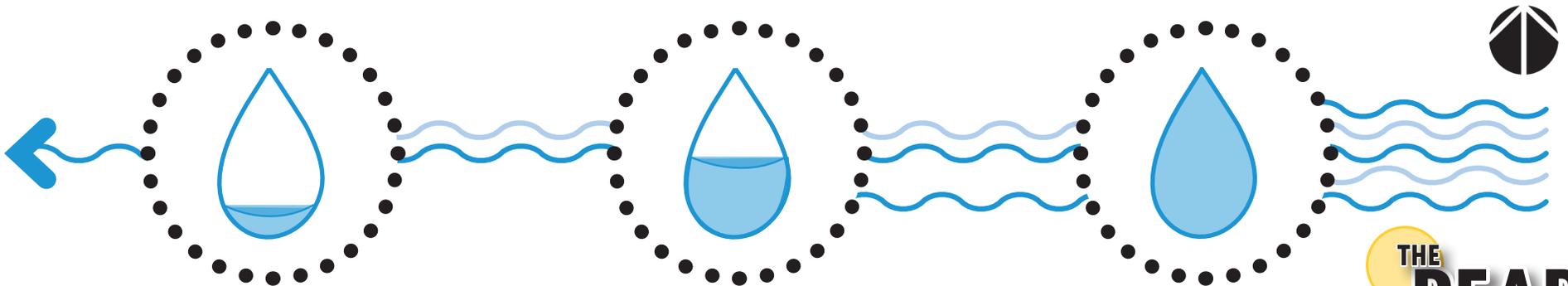


THE OPEN RANGE

LOOKING DOWN 6TH STREET
TOWARDS DOWNTOWN



THE GRASSLANDS



"The I AM yoga sign in Centennial Park was the coolest -- it made us hop on our bikes and take a lovely ride down to the park to see what the heck was going on. And every time we drive by the new mural on 6th, my daughter oohs and aahs."

Mary Jones, Architect
Jonesplan, LLC
Pearl District Business Owner



THE GRASSLANDS

LOOKING DOWN 6TH STREET
TOWARDS DOWNTOWN



A PHASED APPROACH



PHASE I

- Public Investment in public realm
- Public commitment - sends a message



PHASE II

- Parkfront for everybody
- Shared responsibilities



PHASE III

- Publicly incentivized private LID
- Green roofs, cisterns, TIF, tax rebates, etc.



LET'S MAKE IT HAPPEN



"We could hold workshops at the studio to engage stakeholders and brainstorm ideas as well as to learn more about Low Impact Development"

Joe Picorale
Owner, Be Love
Yoga Studio
1310 E 6th Street

- 1** define realistic goals for implementation (consider phasing)
- 2** establish guidelines that marry the public and private responsibilities to uphold LID
- 3** update development / redevelopment standards and pass ordinances
- 4** educate stakeholders and get buy-in