
Appendix C

‘Overall Design Policies’ from Brady Village Infill
Development Guidelines, A Component of the Brady Village
Neighborhood Detailed Implementation Plan (December 17,
2002) *pp 5-12*

BRADY VILLAGE INFILL DEVELOPMENT DESIGN GUIDELINES

**A COMPONENT OF THE BRADY VILLAGE
INFILL NEIGHBORHOOD DETAILED
IMPLEMENTATION PLAN**

OVERALL DESIGN POLICIES

December 17, 2002
Tulsa, Oklahoma

Draft

THE BRADY VILLAGE AREA

1. **Overall Design Policies.** The Brady Village area is an urban village with its own special identity, sense of community, pattern of development and unique characteristics. The protection, preservation and enhancement of this higher density urban village is of paramount importance. This urban village is intended to be an area of business, entertainment and residential activity associated with a vibrant, colorful atmosphere and character 24 hours a day, 7 days a week (A24/7"). There are certain design policies and standards appropriate for improvements in the study area and they include the following:

A. General.

- (1) Protect the pedestrian and enhance the pedestrian environment and scale;
- (2) Give clear indications of pedestrian activity zones in heavy pedestrian areas;
- (3) Improve the visibility and protection of pedestrians in heavy vehicle traffic areas;
- (4) Slow vehicular traffic in heavy pedestrian traffic areas;
- (5) Reinforce safe and efficient movement of vehicular traffic; and
- (6) Preserve and reuse existing buildings.

B. Land Use.

- (1) Encourage high quality residential, office, entertainment, commercial and industrial infill development. No one single land use dominates or should dominate to the exclusion of other vital businesses, interests and activities. Brady Village is intended as a higher intensity mixed use urban village;
- (2) Brady Village is intended to continue and increase its emphasis, suitability and special accommodation of pedestrian traffic. Particular attention is to be provided in the design of new and replacement sidewalks, crosswalks, use of storefront displays and merchandising, and provision of sidewalk dining areas.

- (3) Recommend policies and strategies to maintain and improve high quality development and property values which are to be accomplished through techniques that provide positive incentives for compliance and development. As a strategy to facilitate and promote development consistent with Brady Village goals, policies, standards and guidelines, and to promote and encourage quality infill development the following policies are suggested:
- (a) Support all CBD Central Business District rezoning requests within Brady Village.
 - (b) Amend the District 1 Plan of the Tulsa Metropolitan Area Comprehensive Plan to adopt the enclosed development design guidelines for the Brady Village area.
 - (c) Amend the Tulsa Zoning Code to require the continuation of an unwritten policy that obligates a meeting be held by developers with neighborhood representatives prior to formal application for a PUD in order to provide better understanding of the needs and desires of developers and existing property owners.
 - (d) Reemphasize good lines of communication and coordination necessary to insure those development standards adopted for Brady Village will be automatically and systematically applied to building permit applications in the review of building and construction plans.
 - (e) Provide development and redevelopment incentives within the Brady Village area. Such incentives might include but are not limited to:
 - (i) Reducing substantially or eliminating building permit fees for a specified period of time within the designated Brady Village portion of District 1;
 - (ii) Continue to assist development in Brady Village and all of the District 1 through continuation of the Fire Suppression Assistance Program of the City of Tulsa;

C. Transportation

- (1) Continue the use of two-way traffic patterns in existing two-way traffic areas and provide two-way traffic movement in all appropriate areas presently having one-way vehicle traffic movement (refer to Appendix L for traffic circulation study for portion of Brady Village).;
- (2) Maintain and improve the connection of Brady Village area streets to all of downtown Tulsa and adjoining areas;

- (3) Maintain and improve bicycle routes through Brady Village and provide an additional route to the Archer Street route (refer to Appendix F).
- (4) Maintain and improve the connection of Brady Village area bridges to all of downtown Tulsa including the reopening of Boulder Avenue Bridge to pedestrian and vehicular traffic;
- (5) Provide grade separated crossings or enhanced railroad crossing protection for vehicles and pedestrians to improve traffic safety and assist in establishment of a Quiet corridor zone for train traffic within Brady Village and downtown Tulsa;

D. Parking.

- (1) Customer and tenant parking has been historically provided on-street, in the rear of buildings, in off-street parking lots or adjacent parking lots. This pattern is to continue with the addition of off-street parking structures placed behind primary land uses. Major parking structures are intended to be mixed use with non-parking uses fronting at street level to adjoining streets.
- (2) Provide angle parking on both sides of the following streets in Brady Village: Archer Street, Brady Street, Cameron Street, Cheyenne Avenue, Boulder Avenue, Main Street, Boston Avenue and Elgin Avenue;
- (3) Provide angle-parking on one side and parallel parking on one side of Cincinnati Avenue and Detroit Avenue;
- (4) Provide parallel parking on one side only of Easton Street;
- (5) Provide additional off-street parking facilities through private, public or joint private-public partnerships. Parking lots and multiple-level parking facilities should be placed at the back of buildings, or developed as mixed use buildings with commercial, office, and/or entertainment uses at street-level fronting on adjoining streets. Refer to Appendix M for examples of appropriate infill mixed use parking facilities; and

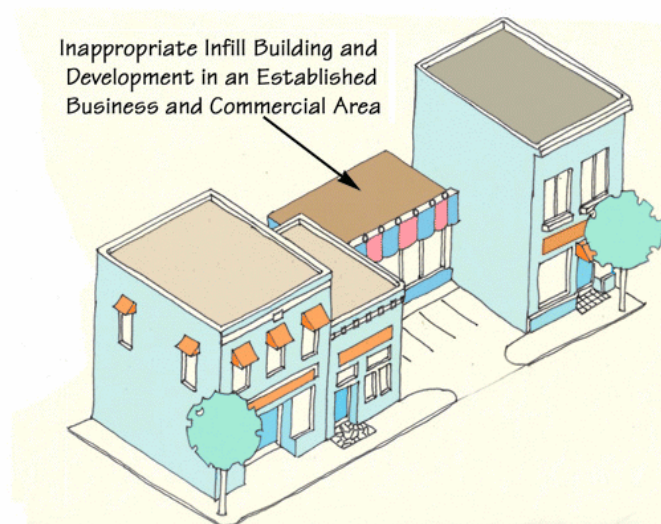
E. Urban Design.

- (1) Respect and preserve the existing building stock located in Brady Village. Particular attention should be given to preserving masonry, brick and stone structures in Brady Village. These buildings represent some of the oldest structures in Tulsa and provide a key link to Tulsa's past and represent a portion of Tulsa's special character that cannot be replaced. These buildings are a critical resource in preserving Tulsa's identity and history, and provide excellent resources for establishing Brady Village and Tulsa's unique brand nationally.
- (2) Businesses should remain, develop or redevelop with buildings constructed near or along the front property line(s). Zero setback from the front property line(s) is encouraged. Variations in zero setback from the property line(s) may be appropriate where the resulting setback provides greater accommodation for pedestrian movement, sidewalk dining areas, enhanced sidewalk business entries, does not dramatically alter established sight-lines, provides interest, and emphasizes the pedestrian environment.
- (3) The pedestrian environment is intended to be inviting and in keeping with the historical and mixed use character of Brady Village's village atmosphere. Sidewalks should provide for good, safe pedestrian movement. Outdoor dining areas are encouraged. The provision of overhead cover for pedestrians is encouraged. Protection may be in the form of fabric awnings, projections from the buildings arcades or any combination of the above.
- (4) On-street curbside parking is to continue in the area. Curb-extensions are to be provided in appropriate locations to eliminate parking conflicts near intersections and define and add on-street parking spaces. Exhibit 13 depicts typical curb-extensions or bump-outs. Refer to Appendix J for examples of bump-outs. These improvements are to be consistent with the standards for Overall Design and Street Furniture, Features and Improvements described above. Typical improvements are depicted in the Concept Development Plan Venues for Brady Village - Exhibits 24 through 27.
- (5) Avoid and reduce conflicts between utility poles, lines and equipment and pedestrians and vehicles.

- (6) Respect adjacent buildings through consideration of mass, rhythm, scale, setback, height, building materials, texture and related design elements when developing or redeveloping in the area. Refer to Exhibit 4.

EXHIBIT 4

BRADY VILLAGE INFILL DEVELOPMENT



INAPPROPRIATE INFILL DEVELOPMENT

SCALE - Avoid buildings that in height, width or massing violate the scale of the area.

HEIGHT - Avoid new construction that varies greatly in height and number of stories.

SETBACK - Avoid violating the existing setback patterns in the area.

MASSING - Avoid monolithic forms or forms which dramatically dominate space.

RHYTHM - Avoid disrupting or violating general visual patterns.

APPROPRIATE INFILL DEVELOPMENT

SCALE - Relate size and proportions of new infill construction to adjacent buildings.

HEIGHT - Relate overall height and typical number of stories.

SETBACK - Conform to existing patterns of setback.

RHYTHM - Some variety of wall areas with doors, windows, cornices and architectural features is appropriate when in character with area buildings.

MASSING - Conform general to size and amount of space consumed by adjacent buildings.



- (7) Encourage the construction of replacement or new buildings and structures along the front property lines of property in Brady Village;
- (8) Establish a strong sense of entry into and out from the Brady Village area. Techniques that are recommended include development of an identity-locator-pinnacle lighting system; provision of intersection improvements and special pedestrian crossing treatments; provision of special lighting, landscaping and/or murals at the Interstate 244 bridge underpasses; improved maintenance painting at the Interstate 244 bridge underpasses; and special murals, banners and signs at appropriate entry points into Brady Village.
- (9) Establish a strong sense of identity, branding of the area, and improved safety and visibility of Brady Village through provision of the following:
 - (a) an identity-locator-pinnacle lighting system;
 - (b) additional on-street angled parking;
 - (c) enhanced pedestrian elements including replacement or construction of new sidewalks and curbs;
 - (d) curb-extensions or bump-outs at pedestrian crosswalks;
 - (e) crosswalks and intersection improvements at street intersections;
 - (f) replacement or new highly durable, low maintenance, thin canopy street trees;
 - (g) replacement or new facade lighting of area buildings;
 - (h) replacement or new higher visibility, pedestrian friendly roadway lighting;
 - (i) replacement or new pedestrian street lights;
 - (j) plaza(s) (refer to Appendix G); and
 - (k) park(s) (refer to Appendix G).
- (6) Support special events and activities within Brady Village and provide additional public safety and security measures during such special events and activities.

- (7) Provide a continuity of public design for streetscape and specific street improvements in Brady Village. Provide a common design theme, continuity and identity throughout the business area through the use of street furniture, street trees, sidewalks, and other public improvement features.
- (8) Determine and /or establish an ongoing program and/or authority for funding, placing, managing, operating and maintaining specific public and/or private-public improvements Brady Village. Programs(s) are recommended for: (a) streetscape and landscape improvements (e.g., trash receptacles, benches, sidewalks, artwork, entries and pedestrian lamp posts); (b) off-street parking facilities, and (c) Identity-locator-pinnacle@light system.
- (9) Refuse containers for business operations will be placed from public view or screened with appropriate materials and gated to allow closure from public view and to control the spreading of trash. Appropriate screening includes wooden fences with cap-rails and base-rails, landscaping, or masonry walls or any combination of the above, so long as the refuse containers are appropriately screened from view and provide ready access for the businesses.
- (10) Seek to provide incentives to develop and design new infill and redevelopment projects in a manner that is compatible with area development and consistent with the Brady Village development design guidelines. Incentives which have been used in other communities to foster appropriate infill development and which might be appropriate in Brady Village are listed in Appendix H. Such incentives should be studied in greater detail by the appropriate public or private entities to determine which should be used in Tulsa.

- F. **Location of Key Design Elements.** Key design elements in the study area are depicted in several exhibits. Broader or more general design elements are depicted in Exhibit 5 and include the boundary of Brady Village, major and minor gateways-entries into Brady Village, an area of potential district focus, and two area landmarks. These area icons are the Brady Theater (Ole Lady o=Brady) and the Cains=Ballroom. These landmarks provide a continuing, positive identity for Brady Village that should be preserved and enhanced. These two buildings also offer an excellent basis on which to help build, enhance and link the areas unique historical character, brand and image to its emerging future.

EXHIBIT 5

