

# CONNECTING GREENWOOD

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**OUUDS**

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# **INTRODUCTION**

## A. KEY TERMS

**Greenwood Rising:** This is a new museum that is set to open in the Summer of 2021. It is located at the Southwest corner of the Greenwood Avenue and Archer Street intersection. This museum will have various exhibits that help visitors experience and learn the history of the Historic Greenwood District.

**Pathway to Hope:** The Pathway to Hope is a commemorative walk-way that travels to and from John Hope Franklin Reconciliation Park. The Pathway is set to open in late May 2021. It is located between Greenwood Avenue and Elgin Avenue, nudged between the Drillers Stadium and the I-244 Expressway.

**Placemaking:** Placemaking is the process for creating quality public spaces that people want to live, play, and work in.

**Redlining:** Redlining, is an illegal practice based on discrimination in which a mortgage lender and/or an insurance provider denies, loans, policies, and services to a community based on characteristics of a neighborhood, (Britannica, 2021).

**Tulsa Race Massacre:** The Tulsa Race Massacre is a horrific chain of events that took place May through June of 1921. The Greenwood District was almost completely burned and bombed to the ground and many of the Greenwood community were killed at the hands of white men, many of whom had been deputized or called in by the City of Tulsa. This event has been concealed from history books for many years and many people are just beginning to learn about it. The Centennial Commemoration of this tragic event will begin in May of 2021.

**Tulsa Race Massacre Centennial Commission (TRMCC):** The Tulsa Race Massacre Centennial Commission (TRMCC) is a large group of stakeholders, made up of both local Tulsans and State Officials. This commission aims to educate Oklahomans and Americans about the 1921 Tulsa Race Massacre and its impact on the City of Tulsa and the Nation. They aim to honor survivors and those lost during the tragedy, and to promote prosperity and positive growth in the Greenwood District, (TRMCC, 2021).

**Urban Renewal:** Urban Renewal is the process for the clearing of land for redevelopment of areas within cities that are considered “blighted” (Britannica, 2021). This process went hand-in-hand with the construction of highways as many major highway corridors cut through minority neighborhoods.

## B. PROJECT STATEMENT

### **Lack of Collaboration**

Through working with the various groups in Greenwood, I have come to realize how much division there is between people working in and for the community. I came into this project very optimistic and naive, and though I still feel naive at times; I am certainly not as optimistic. The main issue that I would like to draw attention to, is the lack of collaboration and cohesiveness between projects in the Greenwood District. Due to the strong division among groups there is very little direct communication about project details. Sharing ideas or project details can be very helpful when trying to establish a district character. When people visit the Greenwood District we want them to know that they are in a unique district by the character of the built environment. That is where collaboration and place-making can bridge the gap. Identifying points of collaboration between current projects and identifying gaps and needs for future place-making can increase the cohesion of the Greenwood District. This became a goal of mine for this project in addition to fostering cohesion through design of Gateway signs along the highway.

### **Highways & Urban Renewal**

Highways are an important means of transportation and allow people to travel thousands of miles at efficient speeds, however highways come at a great cost. Many urban highways cut through minority neighborhoods through the process of Urban Renewal, leaving communities divided and residents displaced. While removal or redevelopment of highways seem like marvelous ideas, they are also very time consuming and expensive.

Designing detached gateway signs on either side of the highway allows for flexibility, if the highway is removed or redeveloped in the future. Gateways also provide a more inviting intervention and encourages pedestrian and vehicular passage through the Inner Dispersal Loop (IDL). To those who are unfamiliar with Greenwood and Black Wall Street history, the Greenwood District may seem that it is only the small, northeast section of Downtown. It is important to not only educate people in Greenwood history but to have them experience the entirety of the district, if and when they visit Tulsa. Gateways are one incremental, intervention that can help boost this very important experience. As discussed above, the highway has a very negative impact on the district. The highway is one of the largest obstacles in Greenwood, however; while participating in this study I have come to know more barriers for the district in addition to this giant piece of infrastructure.

## B. PROJECT LOCATION MAP

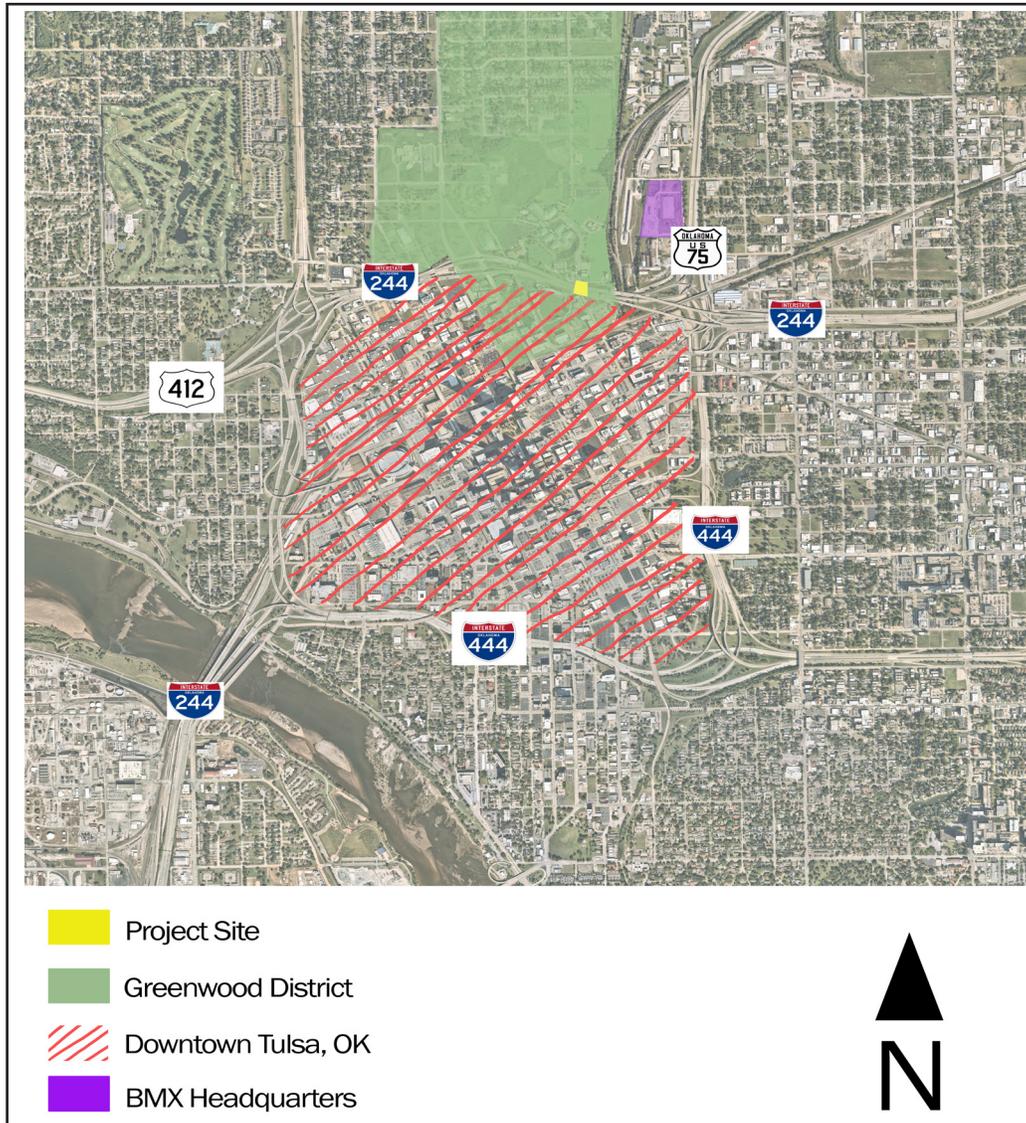


Figure 1: A zoomed out look at the project site, existing district boundaries, BMX Headquarters, and highways.

The primary site for this project is the underpass at the intersection of Greenwood Avenue and Interstate 244. The project site is very close to the newly developed BMX Headquarters site as well as many important Greenwood sites and projects. This is one of many underpasses that connects the southern area of the Greenwood District with the northern area. The loop of highways around the Downtown area, known as the Inner Dispersal Loop (IDL) is a huge barrier for connectivity for the city and especially caused a large amount of disparity in Greenwood, both historically and even still, today.

## C. HISTORICAL BACKGROUND

The Historic Greenwood District is well-known for both tragedy and triumph. The Greenwood District was established in 1906 by Black freedmen from Native American tribes and some migrating from the south. The Greenwood District was once known as “Black Wall Street,” a thriving Black community with entrepreneurial spirit (Clark, 2021). The district was supported by oil money and sustained by the Black business owners in the area.

In 1921, white Tulsans stormed the district, killing many from the Black Community and burning homes and businesses to the ground. This horrific chain of events is known as the Tulsa Race Massacre and the Centennial Commemoration of is coming up this May. Many of the survivors were not able to get loans to rebuild their homes and businesses after the massacre do to redlining practices, however; this did not stop the Greenwood community. They rebuilt even stronger and better than before (Bates, 2011). As shown in the graphic below, you can see the density of development in 1951, 30 years after the massacre.

In the late 1960’s, Tulsa began the process of Urban Renewal, or as many call “Urban Removal.” The construction of the highway was planned to cut right through the heart of Greenwood (Bates, 2011). This severed the district and the process resulted in demolition of Black-Owned Businesses and homes, which resulted in the displacement the large population living just north of where the highway is now. Urban Renewal and the highway are said to be the final cause of demise for the once thriving Greenwood community (Bates, 2011).

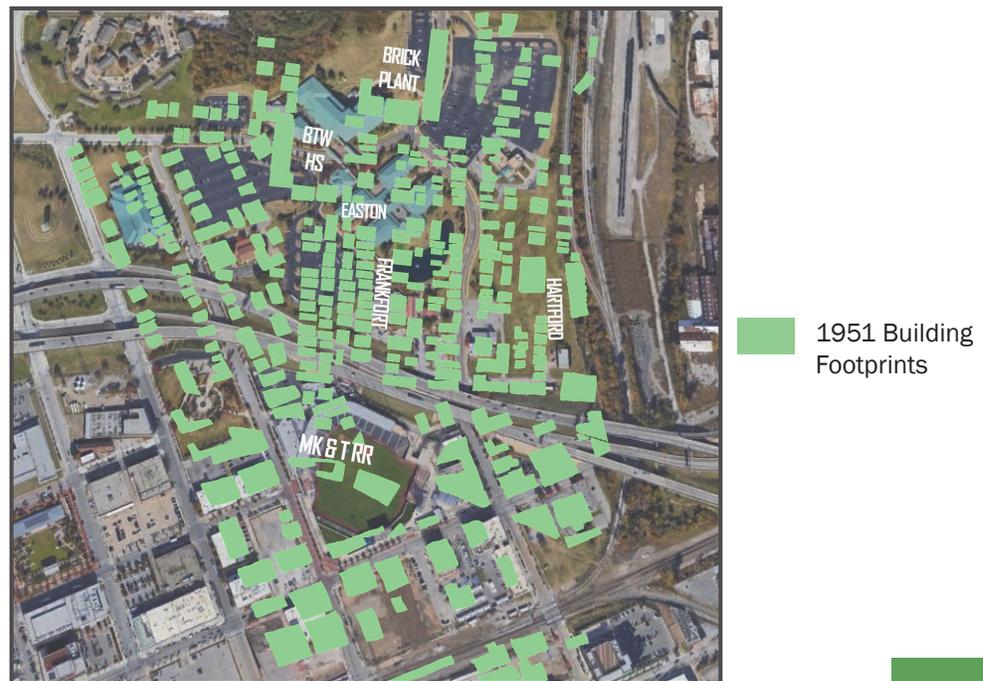


Figure 2: Graphic of building footprints, traced from an aerial image of Greenwood in 1951 overlaid with a current aerial.

## D. COMMUNITY PARTNERS

### Historic Greenwood Main Street Board

The Historic Greenwood District Main Street (HGDMS) Board are the primary community partner for this project. The board is made up of prominent community members, including the City Councilor for the district, Vanessa Hall-Harper. The Destination Districts Manager for the City of Tulsa, Luisa Krug, helps to facilitate all of the main street programs in the city, especially focusing on the newest programs. The Greenwood District was accepted as a Main Street Program in March of 2020 and since then, has formed this board, created goals for the district, selected a proposal for the brand of the district, and has been informing the various place-making projects in the Greenwood District.



*(Krug, 2020)*

The HGDMS Board has been a valuable partner in navigating the complexities of working in the Greenwood District. They strongly promote community engagement for all projects in the district and provided support in my effort to apply and interview for the TYPROS Make Tulsa Awesome grant. They also helped to promote my survey to interested community members.

Board Members Include:

- Bill White
- Burlinda Radney
- Jabar Shumate
- Kristi Williams
- Greg Robinson
- Vanessa Hall-Harper

### Tulsa Race Massacre Centennial Commission



*(TRMCC, 2021)*

The Tulsa Race Massacre Centennial Commission (TRMCC) is a more distant, secondary community partner for this project. The Project Manager for the commission, Phil Armstrong, has provided insight to the many projects that the commission is responsible for in the district. The commission has been the driving force for some of the larger projects in the Greenwood District, including The Greenwood Rising Museum and Pathway to Hope. They will also be leading the Centennial Commemoration events and ceremonies.

## Tulsa Young Professionals (TYPROS)

TYPROS Urbanists Crew is a group within the Tulsa Young Professionals organization that specifically focusses on Urban related topics. The Urbanists Crew Co-Lead, Jamie Pierson reached out to me to see how the crew could helpout in the Greenwood District. I plan to have them help with the district Clean-Up Day that will take place mid-May, just before the Race Massacre Centennial Commemoration events.



(TYPROS, 2021)

## E. SCHEDULE

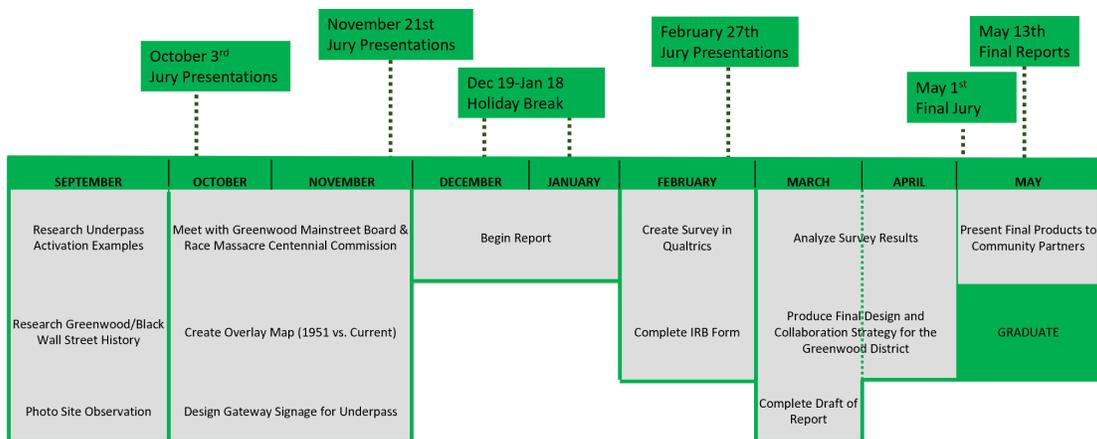


Figure 3: Schedule created to show the process of this project over the school term.

The schedule above outlines the steps that were taken to complete this project. This is an evolved schedule, as my project changed many times over the course of the year. This schedule includes not only project details but also important dates including jury presentations, holiday break, and the due date of this report. I was able to learn about the social dynamics as well as form an inventory of some of the past and future events in the Greenwood District; I learned to adapt quickly and my schedule needed to change to meet those adaptations.

## G. PROJECT DEVELOPMENT

### **Original Intent**

The original intent of this project was to activate an underpass in the Greenwood District. I took a practical approach to the presence of the highway and imagined that I could turn something negative into something positive. Activation of the underpass would happen through the addition of quality lighting, pedestrian-scale place-making elements like benches, bike-racks, and art work grounded in the district's history and culture.

I soon found out that working on ODOT (Oklahoma Department of Transportation) property is a difficult task. I would need to acquire public liability insurance, have a set schedule with the number of days to complete the installation, and sketches of what I intended to do. This added up to be a lot of tasks for someone with no funding to commission an artist to do the artwork in the first place.

### **ODOT Underpass Project**

Later on in my project journey, I learned that ODOT is going to be launching a Request for Proposal (RFP) in 2022 for aesthetic improvements for all of the underpasses along the northern leg of the IDL. They will be partnering with the Oklahoma Arts Commission and have a review committee including but not limited to the Mayor of Tulsa, City Councilor, and 4-6 community members for each underpass.

### **The Gateway Concept**

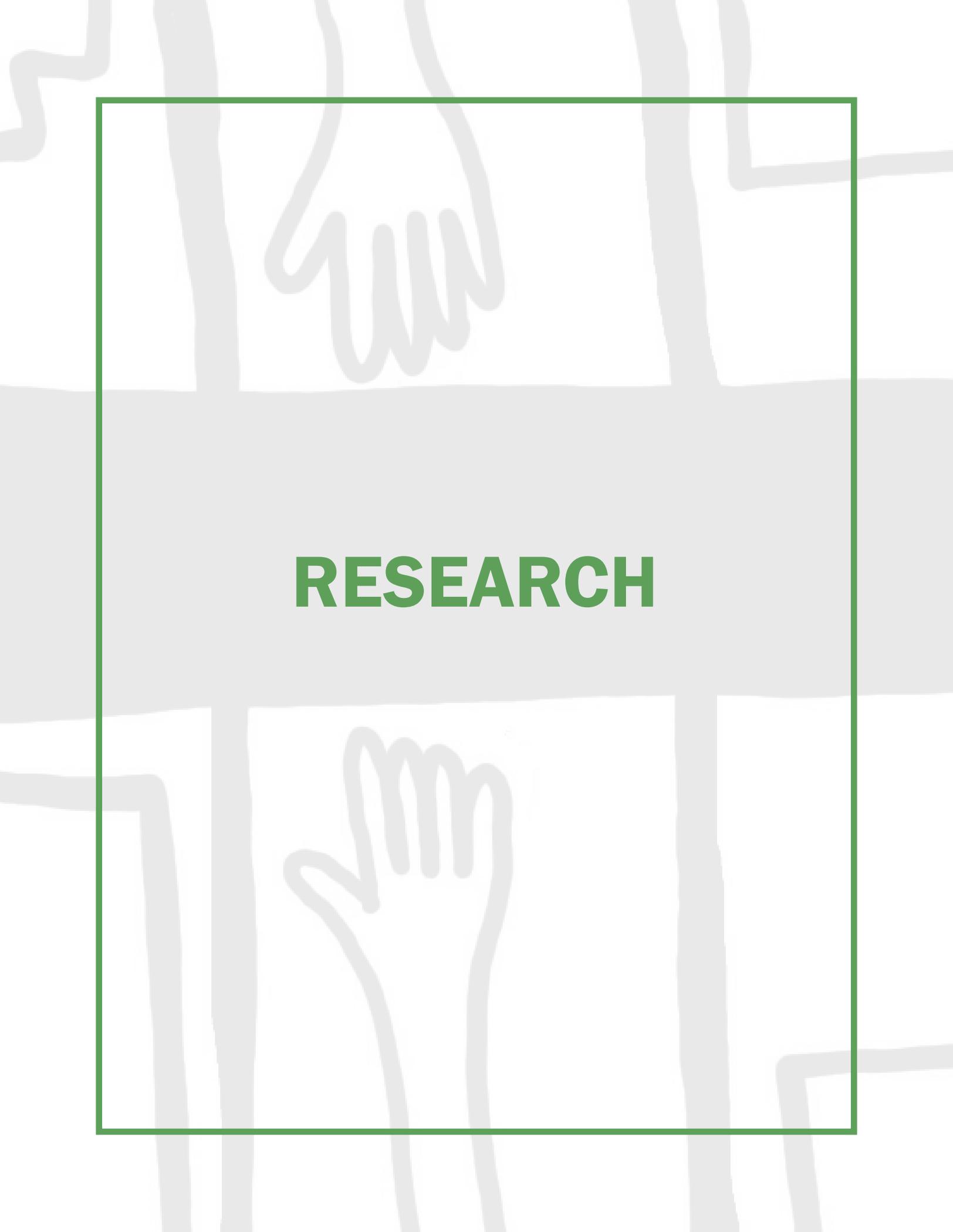
I came to a conclusion that continuing to try to facilitate an art installation in the underpass was not going to happen during the duration of this project timeline. In response to that conclusion, I decided to work on the gateway sign concept. I felt that this would be a great deliverable for the Greenwood Community. The free-standing signs are intended to promote connectivity and allow the flexibility if the highway is removed. They are about 10 feet above the top level of the highway so that cars driving along can be made more aware of the area they are crossing over. If the highway is removed, the gateway signs will be positive placemaking landmarks and can enhance the district's identity.

### **The Survey**

I also wanted to give the Historic Greenwood District Main Street Board something useful for the District. I decided that the survey could be used to ask questions about place-making and gauge the community's knowledge of the history of the district. I hope to provide results and analysis that are insightful and useful for the board in the future.

### **The Collaboration Study**

After learning about the social climate and the various projects happening in Greenwood, I thought that identifying points of collaboration could be useful to the Main Street Board. They seem to be neutrally positioned to propose collaboration between projects as they see fit.

The background features a light gray grid pattern. In the center, there is a dark gray horizontal band. Above and below this band, there are stylized, light gray line drawings of hands. The word "RESEARCH" is centered in the dark gray band.

# **RESEARCH**

## A. PHOTO SURVEY & SITE ANALYSIS

### Illegal Tagging

One of the first issues I noticed while observing the site, was tagging on various surfaces of the underpass. Defacing property can often times show that community members do not take pride in or do not appreciate a space in their community. The underpass at I-244 and Greenwood avenue, with the exception of a few murals is a blank concrete and metal canvas. The addition of place-making elements could potentially change the way people interact with the built environment and could maybe even stop the tagging.

On the other hand, tagging can be used as a way of protest. The photos below show a repeated pattern of tagging “BLM” on the surfaces of the underpass. These letters appeared on the concrete after the large, yellow, “Black Lives Matter” mural was paved over by the city. Many cities across the United States had the same words painted along a centrally located arterial, but the City of Tulsa was in a tough position as other groups proposed painting the streets to boost their agendas. In the end, it came down to ownership of property. The city owned the Right-of-Way, so they had final say in what happens to it. Community members were upset of course as shown by the “BLM” tags, however many “Black Lives Matter” murals were able to be in church parking lots and other privately owned properties.



Figure 4: Photo taken on the project site of illegal tagging on the surface of the highway beam.



Figures 5-7: Photos taken on site displaying the the acronym, “BLM” (Black Lives Matter), which appeared after the “Black Lives Matter” painting was paved over on Greenwood Avenue.

## Littering

Concentration of trash is another sign of lack of appreciation for a space. This is also a sign of homelessness. Vernon AME church provides food for the homeless regularly, so it makes sense that the homeless community dwells or at least congregates in the underpass just south of their food source south of their food source.



Figure 8: Photo taken on the project site of trash tucked behind the column supporting I-244.

## Damaged Sidewalk -- Repaired Sidewalk

The first time I visited the site for observation, I noticed a large portion of the sidewalk and curb were crumbled down to gravel. The sidewalk is very wide on both sides of the underpass, so without a damaged segment, this area is very accessible during the day.

The sidewalk was replaced when Greenwood Avenue was paved. This was the street maintenance that was prioritized due to all of the controversy surrounding the rights to paint in the Right-of-Way. It is great to see that the sidewalk is replaced, as discussed earlier, I am sure the community would be okay with the sidewalk replacement delay to keep the mural in the street for a longer period of time.



Figure 9: Photo taken on the project site in August of 2020, traveling north on the eastern side of Greenwood Avenue, under I-244.



Figure 10: Photo taken on the project site in October of 2020. Photo displaying the repaired sidewalk on the eastern side of Greenwood Avenue.

## Sidewalk Obstruction



*Figure 11: Photo taken on the project site in August of 2020. Photo displaying the trash and recycling dumpsters on the sidewalk and blocking an access ramp.*

The photo to the left was taken in August of 2020. Not only are the large trash and recycling dumpsters obstructing the sidewalk, but a car is parked up on the sidewalk. The owners of the buildings on the east and west side of Greenwood Avenue need to seek a better location for these large obstacles, and the parked car is a code enforcement issue that be enforced by the City of Tulsa.

Since the groundbreaking of the Pathway to Hope, The dumpsters have only been moved to the opposite side of the ballpark access road. This continues to be an obstruction to pedestrians on the sidewalks. Not only is it and obstruction, but it is also an eye-sore for people visiting the district.



*Figure 12: Photo taken in August of 2020 on site of the dumpster that had been moved to the other side of the street during construction.*

### **Damaged & Stolen Placards**

Up and down the sidewalks on Greenwood starting at Archer, the sidewalks are embellished with placards for each of the lost businesses in the 1921 Tulsa Race Massacre. Unfortunately, some of the placards have been removed or stolen and some are damaged beyond readability. It is important to honor the businesses that were lost in 1921.



*Figures 13-14: Photo taken on the project site in August of 2020, displaying the placards in the sidewalk that have been damaged and/or stolen.*

## Historical Markers



Figures 15: Photo taken of a marker near Vernon AME Church.



Figures 16: Photo taken of a marker near the I-244 underpass, on the southern side

The two photos above, show a vivid example of how projects with good intentions can work against each other. Both markers want to tell the story, the history of the Tulsa Race Massacre and the flourishing Greenwood District. The design of each of these is aesthetically pleasing individually, but a tourist walking north on Greenwood Avenue would come across both of these and may be thrown off by the dramatic differences of the markers.

Both markers serve their purpose of telling the stories of what happened in Greenwood, but having a coordinated design would make a tourist more apt to walk from one to the other. If the groups that worked on each of these projects would've shared their ideas prior to the manufacturing and installation, they could have created more cohesive products that in turn would help give the district a distinct characteristic rather than randomness.

## B. INVENTORY OF DISTRICT PROJECTS

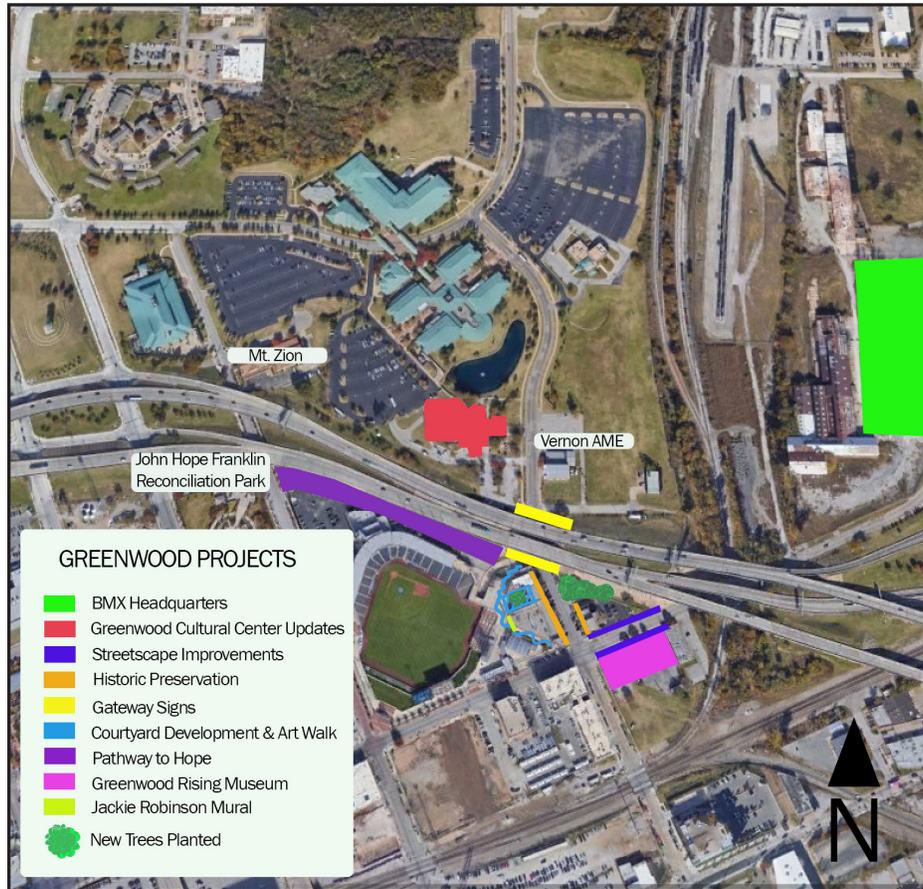
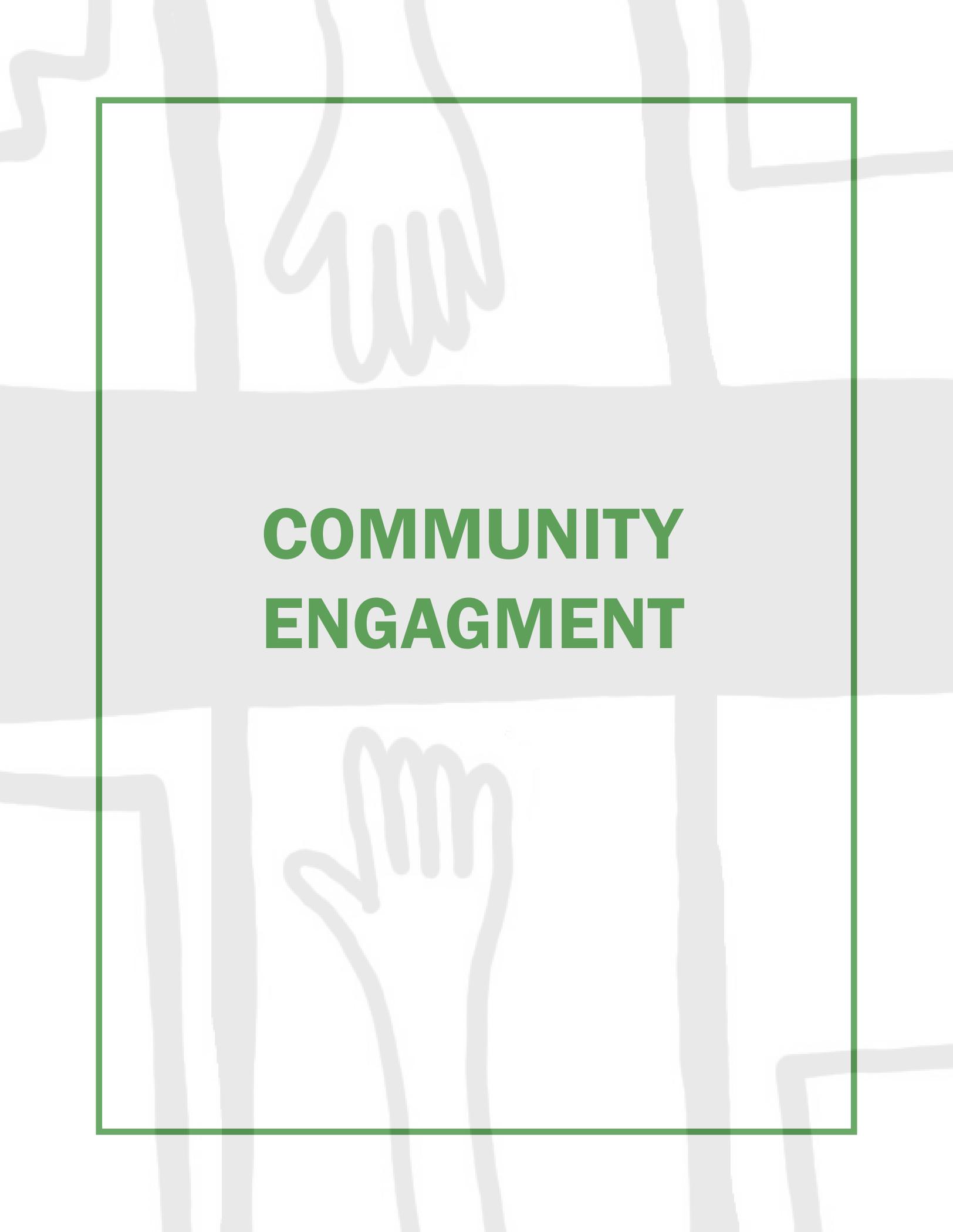


Figure 17: Graphic created using Photoshop to display surrounding projects.

As part of this project I decided to start keeping an inventory of projects in the Greenwood District. This helped me become aware of the project site surroundings and also introduced me into the struggle of lack of collaboration between groups and projects. The projects shown in the image above are not the only projects going on in the district, however they are the larger scale projects with physical locations.

The vast amount of projects in the Greenwood District is a positive thing, but in terms of cohesiveness and creating a district character they can create a joint negative impact.



**COMMUNITY  
ENGAGEMENT**

## A. STAKEHOLDER INTERACTIONS

Due to COVID-19 and C.D.C. Guidelines, most of the interactions I had with my community partners were held remotely using Zoom. I had a monthly meeting with the Historic Greenwood Mainstreet Board. These meetings helped me stay updated on the projects going on in the Greenwood District and also provided a platform to receive feedback on my ideas and survey. The members of the Historic Greenwood Mainstreet Board were very realistic and open about the hiccups that I would face working in the Greenwood District. This helped me to be more practical in my approach.



(Zoom, 2021)

I met with the project manager of the Tulsa Race Massacre Centennial Commission, Phil Armstrong periodically or as a part of a group meeting with the Greenwood Mainstreet Board using zoom as well. Phil shared some of the projects that the Centennial Commission is working on and this made me realize how many projects are going on that no one knows about. This sparked my interest in a creation of a collaboration strategy for Greenwood District Projects.

Luckily, through working with the Greenwood Chamber of Commerce I was able to interact with stakeholders in person. Our student organization, The Society of Urban Design Students (SUDS) worked on a conceptual design for a courtyard space that connects with the Tulsa Drillers Stadium. In these presentations I spoke with Tulsa Drillers Staff, Greenwood Chamber members and other design professionals working in the district.



(Contreras, 2020).

## B. COMMUNITY SURVEY & ANALYSIS

The community survey consists of 9 questions total. 5 of the questions are focused on the participants demographic data and 4 are a mix questions focusing on placemaking, Greenwood History Knowledge, and an opportunity to provide feedback on the gateway sign sketch. The survey was only open for two weeks do to some confusion that occurred during the IRB process. I recruited participants through the TyPros Urbanists Crew Facebook page, emails to the Historic Greenwood District Mainstreet Board, and flyers that were posted in a few of the Greenwood District businesses.

There were a total of 21 responses to the survey. I had hoped to receive much more, but the feedback that I received is very insightful and valuable to this work.

### Race & Ethnicity

As shown in the graph below, to the left: a majority of the survey respondents were Non Hispanic or Latino. The question regarding race asked that a respondent select one or more race that a person identifies. As shown in the graph below you can see that a majority of the respondents identified as White/Caucasian and half of that amount identified as Black or African American. I hoped to receive more responses from the Black community because they make up a large percentage of the Greenwood population. Looking back I would have tried to recruit through more of the gathering spaces north of the IDL.

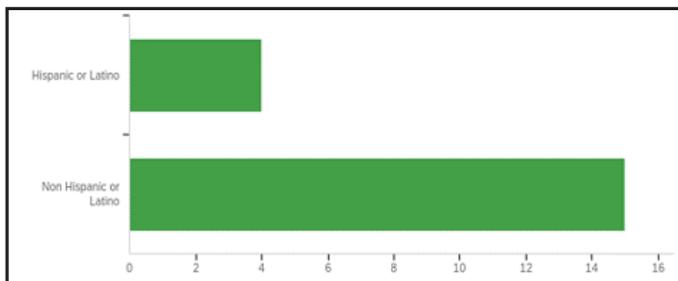


Figure 18: Graph Displaying Participant Ethnicity

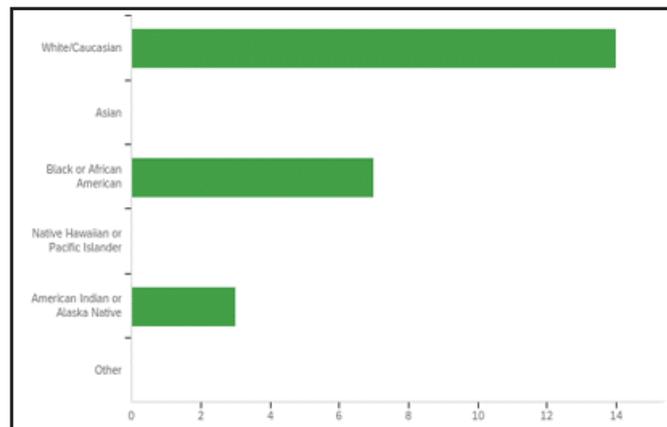


Figure 19: Graph Displaying Participant Race

### Age & Sex

The majority of the participants were in between the ages of 25 and 34. This is consistent with the recruitment through the Tulsa Young Professionals Urbanist Crew.

Most of the participants identified as female. I imagine that most of the respondents were members of the Urbanist Crew and there are many females involved in that group.

I would have liked to have recruited more Greenwood Residents and Business owners because it would have provided a more realistic insight to the communities wants, needs, and priorities.

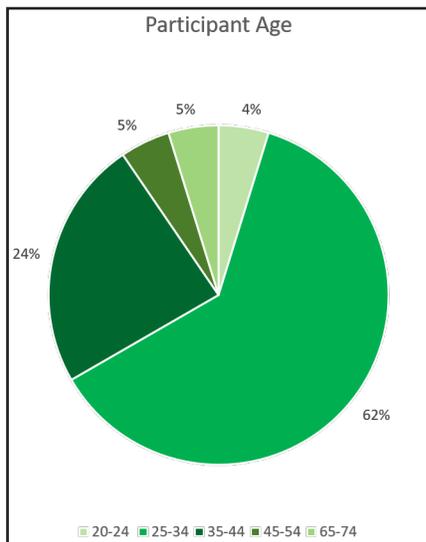


Figure 20: Graph Displaying Participant Age

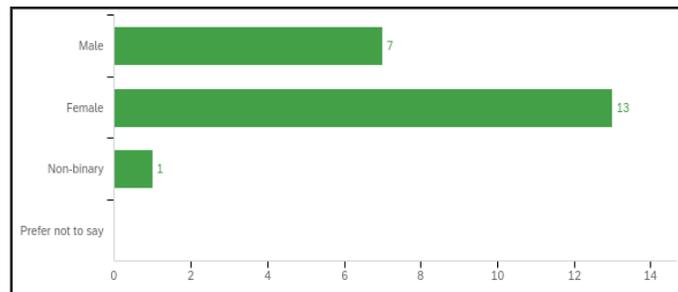


Figure 21: Graph Displaying Participant Sex

## Zip Codes

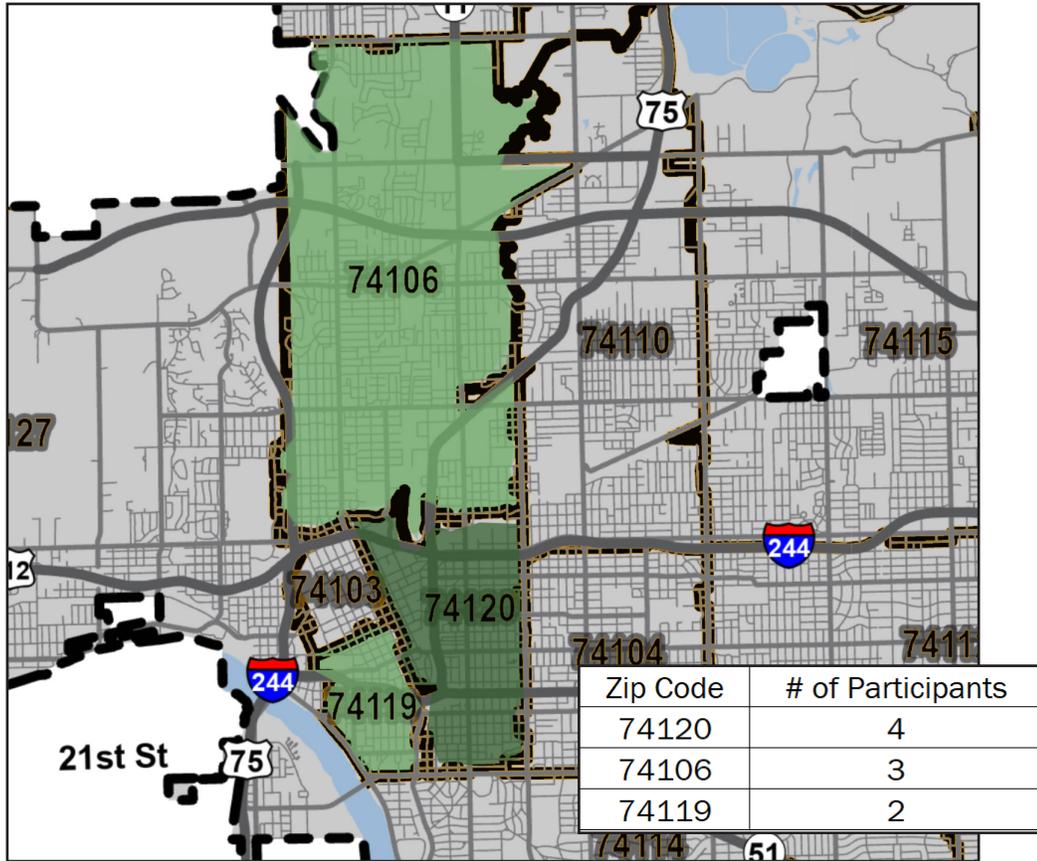


Figure 22: Map Displaying the Top 3 Most Common Zip Codes (INCOG, 2020) Base Map

The Community Survey asked participants to provide their 5-digit Zip Code. Fortunately, two of the most common responses to this question are or could be located in the Greenwood District. The survey had a very small turnout, so as you can see above; there were only 9 responses from these three zip codes.

Zip code 74106 covers most of the Greenwood District and extends far into North Tulsa, whereas zip code 74120 covers the section of Greenwood that is within Downtown and extends East into the Pearl and Crutchfeild neighborhoods.

I am happy to see that the small majority of participants lived in or near the Greenwood District.

## Placemaking In the Greenwood District

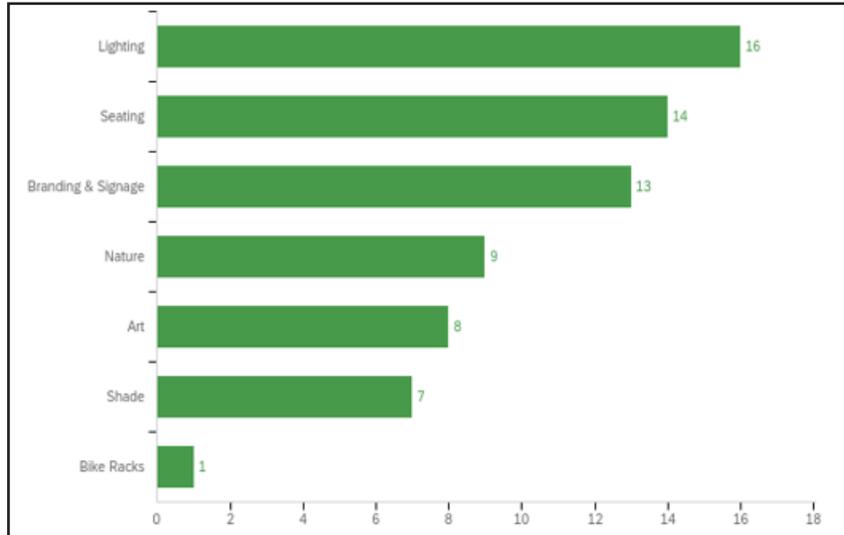


Figure 23: Graph Displaying the Most Needed Placemaking Elements in Greenwood.

Participants were asked to select one or more placemaking elements that are most needed in the Greenwood District. As you can see in the graph above: the top three responses were Lighting, Seating, and Branding & Signage. The Gateway signs that I have designed can address some of the need for Branding & Signage as well as more lighting.

The least common response was Bike Racks. We can assume that the Bike Racks are not much of a priority as compared to the other placemaking elements.

Survey questions like this can be used to assess the preferred elements that a community would like to see. The Historic Greenwood Mainstreet Board could use this as a precedent for future community engagement.

### Things to ADD to the Greenwood District

ADD to the Greenwood District	
TOPIC	TOTAL
Black Owned Businesses	3
More Public Spaces (Parklets, Sidewalk Cafes)	2
Historical Context (Markers to Read/Things to Experience)	2
Wayfinding (Signs/Map of Places to Visit)	1
More Food Establishments	1
Awareness and Education for Visitors	1
Pedestrian Support	1
Arch sign that says "Welcome to Black Wall Street" & "Thank you for Visiting Black Wall Street"	1
Ampitheatre	1
Black Developers	1
More Places for Reflection and Conversation	1
Transit Oriented Development/ Mixed Use	2

Figure 24: Content Analysis showing things participants would like to ADD to the Greenwood District.

The most common items the survey participants would like to add to the Greenwood District are Black Owned Businesses, More Public Spaces (Parklets, Sidewalk Cafes), and Historical Context (Markers to Read/Things to Experience). These are all very useful feedback to be used by the City of Tulsa and the Historic Greenwood District Mainstreet Board.

### Things to KEEP OUT of the Greenwood District

KEEP OUT of the Greenwood District	
TOPIC	TOTAL
Stereotyping	1
Clutter & Trash	1
Public Buildings (OSU, OU, COT)	1
Chains, white-owned businesses, gentrifiers	5
Groups who seek to demean or diminish the Greenwood Legacy	2
Overpasses & Physical Barriers	1
Opinions Outside of the Community	1

Figure 25: Content Analysis showing things participants would like to KEEP OUT of the Greenwood District.

The most common items the survey participants would like to keep out of the Greenwood District are Chains, White-Owned Businesses, Gentrifiers, and Groups Who Seek to Demean or Diminish the Greenwood Legacy. Just like the feedback above, this collection of data can be useful for groups planning and working in the Greenwood District.

## Historical Facts Known about Historic Greenwood or Black Wall Street

Historical Facts About Black Wall Street & Historic Greenwood	
TOPIC	TOTAL
General History of the Race Massacre	3
Limited Knowledge about Post-Massacre History	2
IDL was built intentionally to segregate the area and keep GW down	1
Was the targets and most successful area of black owned businesses in the US prior to 1921	1
Too many to put in this box	1
Anything that the greenwood cultural center typically says during their tours!	1
area has been deeply impacted by poor policy decisions for far too long. Adding a mural or two doesn't feel like it does justice to the true reconciliation work needed in the area.	1
Lots but I used to live in the Greenarch building. The plaques on the ground helped me orient myself to the scope of the historic area so finding ways to revitalize them could be helpful for the awareness piece.	1
Mostly Everything... I'm a Descendant	1

Figure 26: Content Analysis displaying historical facts participants know about Black Wall Street & Historic Greenwood.

The most common historical facts the participants know about Greenwood and Black Wall Street are the General History of the Race Massacre and in contrast they said they have limited knowledge of Post-Massacre history. Post-Massacre history is a huge knowledge gap from what I have gathered from speaking to various Tulsa residents.

Most people think that the Greenwood District fizzled out because of the Race Massacre, but that is not the case. Greenwood built back even stronger. The ultimate downfall of the district was do to redlining practices, eminent domain, urban renewal, and the construction of the highway. Telling the Post-Massacre story is so crucial to understanding Greenwood History and to understanding the impact that poor practices and planning can have on a community.

**If the Expressway remains in the Greenwood District; do you think that the underpasses should be enhanced for pedestrian safety and enjoyment?**

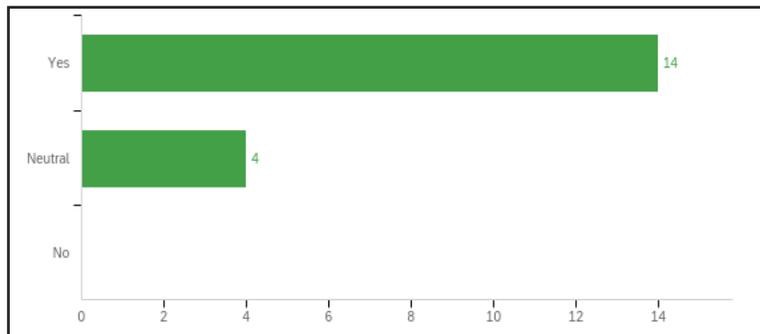


Figure 27: Graph displaying the responses to Underpass Activation.

The question above was meant to assess if people saw importance in underpass enhancements in the Greenwood District. As shown in the graph above, there were many who agreed that underpasses should be enhanced, while a couple of participants answered that they were neutral. As ODOT launches its underpass improvement RFP, it is clear to see that people favor them if the highway were to remain. More and more people talk about the removal of the highway and with federal funding, it could actually be feasible. It is safe to say that responses would look incredibly different if highway removal were an easily tackled option.

**If you chose “Yes” for your response to the question above, what underpass enhancements would you like to see?**

"YES" to underpass enhancements	
TOPIC	TOTAL
Art	5
Lighting	4
Something that speaks to the true history of area and not only colorful graphics that nothing is there to learn from what you see.	1
Seating	1
Regular Maintenance to Keep it Clean and Free of Debris	2
Bike Lanes	2
More Walkability	3
Sound Protective Barriers	1
Billboard or Sign that Says Welcome to Greenwood "Black Wall Street" District.	1
There shouldn't be any parking/city ownership in that space anymore, it should all be under the guidance of the Centennial Commission and Chamber to reclaim the space. It should be an entirely pedestrian area	1

Figure 28: Content Analysis for responses to underpass enhancements they would like to see.

Survey participants were asked to write out what underpass enhancements they would like to see if they responded yes to the question above. A majority of participants would like to see Art and Lighting in underpasses, as well as walkability. All three of these items increase the safety of underpasses and make the pedestrian experience more pleasant. Art and Lighting were two of the elements I focused on in the beginning of this project and are highly favored placemaking elements in general by the survey participants.

## Gateway Design Feedback



Figure 29: Images created using photoshop to display a preliminary design for the gateways. These show the North and South sides of I-244.

GATEWAY FEEDBACK	
RESPONSE	TOTAL
like/love it	7
Creative Talent in Greenwood could help with the design	1
Pair with additional art & pedestrian friendly elements	1
Looks like signage promoting cannabis	1
full coverage of highway	1
need sound barriers	2
good memorial when IDL is removed	1
something meaningful on side that faces the highway	1
Letting us know we are entering a new community/area	1
Kinda Guady	1
I feel it should also say something about black wall street	1
should be driven by the community	1

Figure 30: Content Analysis for gateway design feedback.

Survey participants were asked to tell me what they think of the preliminary drawings of the gateway signs. The majority of responses were positive and most people liked the concept. I really appreciated the constructive responses that people gave, for example: “should be driven by the community” and “pair with additional art & pedestrian friendly elements.” I think that the gateway concept has been very well received by everyone who has seen it. I believe with more community engagement the designs can become something that the community latches on to.

### C. DISTRICT CLEAN-UP DAY

Through site analysis and observation and survey responses many issues were identified including the issue of littering and the concentration of trash in the underpass and surrounding area. Through a day of service, or “clean-up day,” we can work with the community as well as Tulsa Young Professionals to pick up trash in the Greenwood District. This will take place in mid-May, before the Race Massacre Centennial Commemoration events.

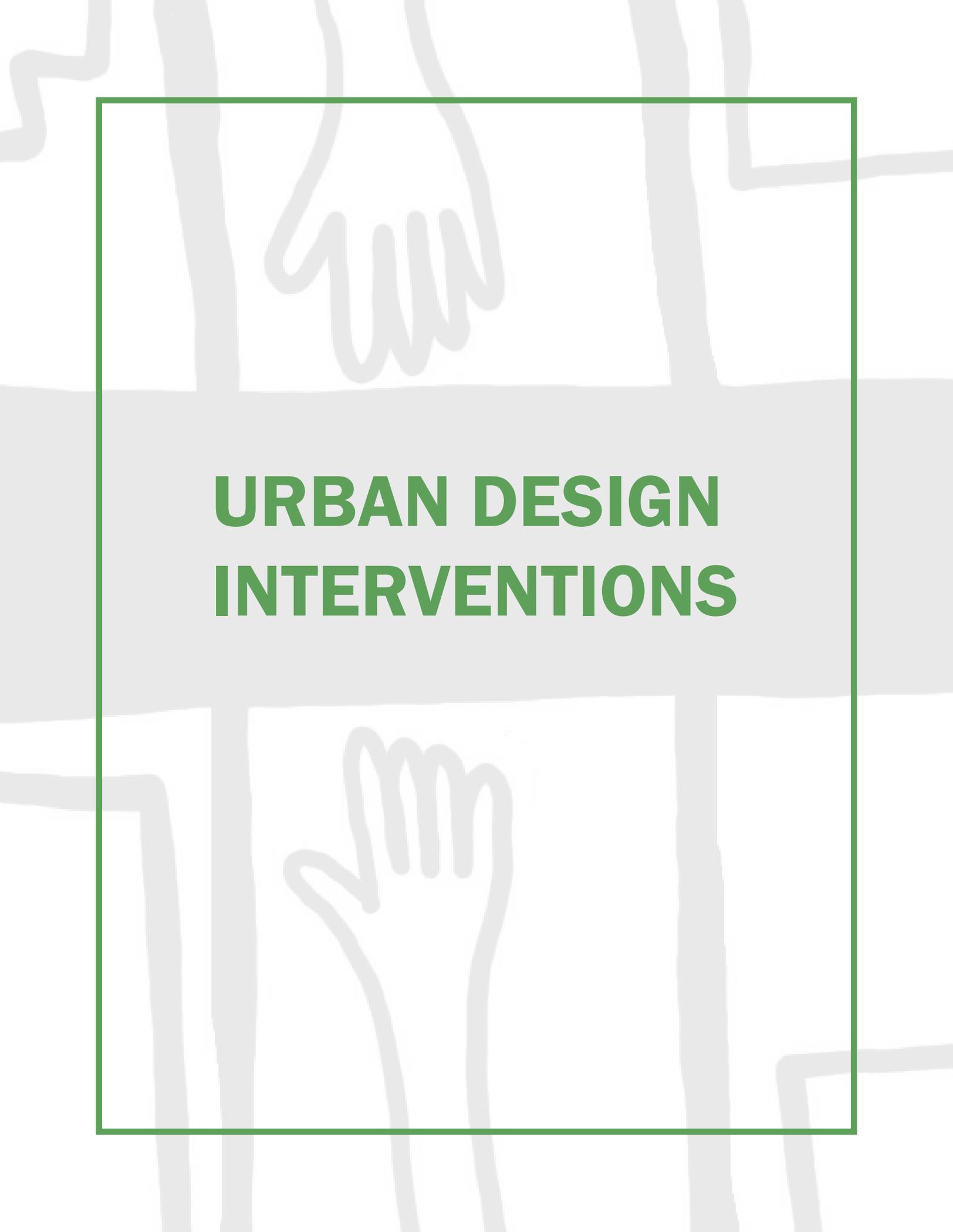
I will be coordinating this event with the Destination Districts Manager and Luisa Krug, the Historic Greenwood Mainstreet Board.

**Date:** Friday, May 21<sup>st</sup>

**Time:** 1PM-5PM

**Partners:** Greenwood Mainstreet Board & TYPROS Urbanist Crew

**Supplies:** City of Tulsa



# **URBAN DESIGN INTERVENTIONS**

## A. PLACEMAKING AT GREENWOOD CENTER

Our student organization, Society of Urban Design Students (SUDS) was involved in a design project for a courtyard in the Greenwood District. We partnered with David Contreras the owner and Principal architect of Pistil Consortia. He invited us to help with some preliminary designs for the courtyard space and after we had refined our designs, we presented them in the courtyard. Members of the Historic Greenwood District Main Street Board, employees of Pistil Consortia, a professor from New Orleans, and the owners of the west building at Greenwood and Archer attended the presentation.

Because my projects location was adjacent to the courtyard space, I decided to bring a preliminary sketch of a gateway concept to get some feedback from the community. I received many positive reviews and this momentum carried on when we presented more refined designs for the courtyard at the Drillers Stadium.

Our second presentation took place in a large conference room at Drillers Stadium. We presented in front of the same group as the presentation before, with the addition of the Drillers president, Drillers marketing staff, and the landscape architect working on the Pathway to Hope. This was a great networking opportunity and I received even more positive reviews for the gateway concept. The main take away from these presentations was to design signs for both sides of I-244, so that people understood that the Greenwood District extends both north and south of the highway.

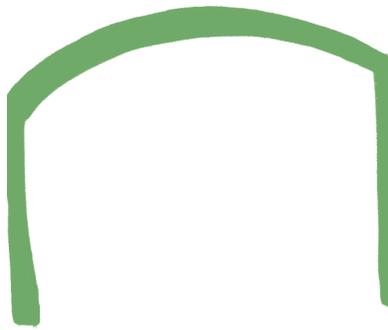


Figures 31-32: Photos taken of the preliminary drawing of the gateway sign, the Greenwood Center stakeholders and fellow OU Urban Design students and Director Shawn Shcafer, and Principal Architect of Pistil Consortia, David Contreras.

## B. GATEWAY DESIGN

I chose to design gateway signs because they promote connectivity and provide a brand for the community. With I-244 cutting through the Greenwood District, connectivity is a major need. Not only did I want to encourage connectivity, but I also wanted to cover up or distract one's vision from looking at the unattractive highway.

I started out with a gateway design that would be attached to the highway. I thought this would be a more realistic proposal because removing the highway would take a very long time and a large sum of money to accomplish. As I did more research and heard from the community, I realized the depth of the negative impact this highway has had in Greenwood. I did not want to decorate this dreary infrastructure and try to make it something that it is not. As my ideas and designs developed, I decided to design freestanding signs on either side of the highway. If the highway is removed in the future like many community members would prefer; then the signs would still remain a landmark in the district. The participants in the community survey provided mostly positive reviews of the preliminary sketch of the highway and their feedback ultimately improved and refined my design.



## 1. Precedents & Inspiration

### Lighting

When researching ways to activate an underpass, one of the most sought after elements is lighting. Underpasses are exceptionally under-luminated and this holds true for the underpass at I-244 and Greenwood Avenue. The example to the right gives a great example of bright illumination for safety, but also is an artistic feature for the underpass. This light installation is titled “Rain” and is located in Washington.



(Washingtonian, 2018)



(BLAWO.Art, 2020)

### Natural Elements + Murals

I was very drawn to this example. I liked that it uses a combination of the built environment, the natural environment, and art to form a beautiful visual.

### Place-making & Pedestrian Oriented

This example is great because it shows a more pedestrian and place-making oriented underpass. The Greenwood underpass fortunately has very wide sidewalks but is still frequented by vehicular traffic. The wide sidewalks could be complemented by seating and rest areas for the community.



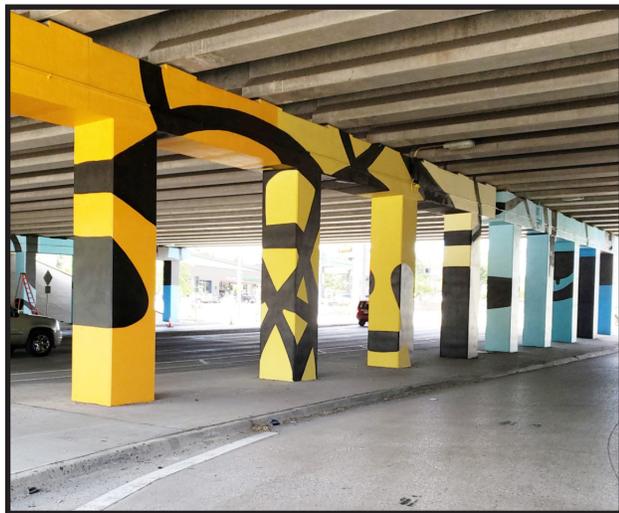
(Gizmoto, 2015)

### **Texas Underpass Mural**

The example below was completed by a Dallas artist named, Fred Villanueva. This mural went through the Department of Transportation “work on property” process. This underpass is located in a heavily Hispanic community, so the artwork was designed to be sensitive to their culture. Another unique element of this installation is the plexi-wall that was constructed to lessen the noise from vehicular traffic. This is a great case study as it aligns perfectly with the early process of my project. The sound proofing element gave me even more encouragement for the gateway concept, as I hope it can lessen some of the highway noise in Greenwood.



*(TexasMural, 2020)*



*(TexasMural, 2020)*

## 2. Design Development

After deciding to design a Gateway, I started creating graphics using Photoshop, and the image displayed to the right became a favorite of mine and my Director, Shawn Schaefer. This image is the one I took with me throughout my community engagement process. It was printed on a foam board for in person meetings and displayed digitally in the community survey. I have received a majority of positive reviews on this design.



Figure 33: Preliminary Sketch of the Gateway Concept.

Next, I knew I would need to show the gateway design in context with its surroundings. I started to work in Sketch Up to produce the rendering. The highway was one of the most difficult structures to design and took the longest amount of time to complete. After, finishing the highway and underpass details, I started working on the streets, sidewalks, and nearby buildings and the Gateway signs to complete the Sketch Up model.



Figure 34: Sketchup Model in Progress.

### 3. Final Renderings

My design did not stop in Sketch Up. I wanted to add more realistic elements like trees, grass, cars, and people, and materials like brick, glass, and concrete. I rendered the designs using a software called Lumion. I created various views from the street, the sidewalk, from on top of the highway, and even created day and night scenes.

The image below is a street view of Greenwood Avenue looking North. The design of the gateways are meant to be vibrant, but not too over the top. When I was working on the design of the gateways I thought I would put my own twist on “Greenwood Rising.” The green arches above “Greenwood” are meant to symbolize a sunrise. The North side sign has the same green arches, but reads: “Black Wall Street.” Community members from in person presentations and the survey both expressed the signs should say “Black Wall Street” and some said to differentiate between the Greenwood Neighborhood and the Greenwood Business district.

#### Street View



*Figure 35: Street View of Greenwood Avenue, Looking North towards I-244. Archer Street is behind you.*

**Pedestrian View**



*Figure 36: Pedestrian View, looking North towards I-244. Walking on the West side of the street towards Fat Guys Burger Bar.*

**Night View**



*Figure 37: Pedestrian Neight View, looking North towards I-244. Walking on the West side of the street towards Fat Guys Burger Bar.*

**Pedestrian View**



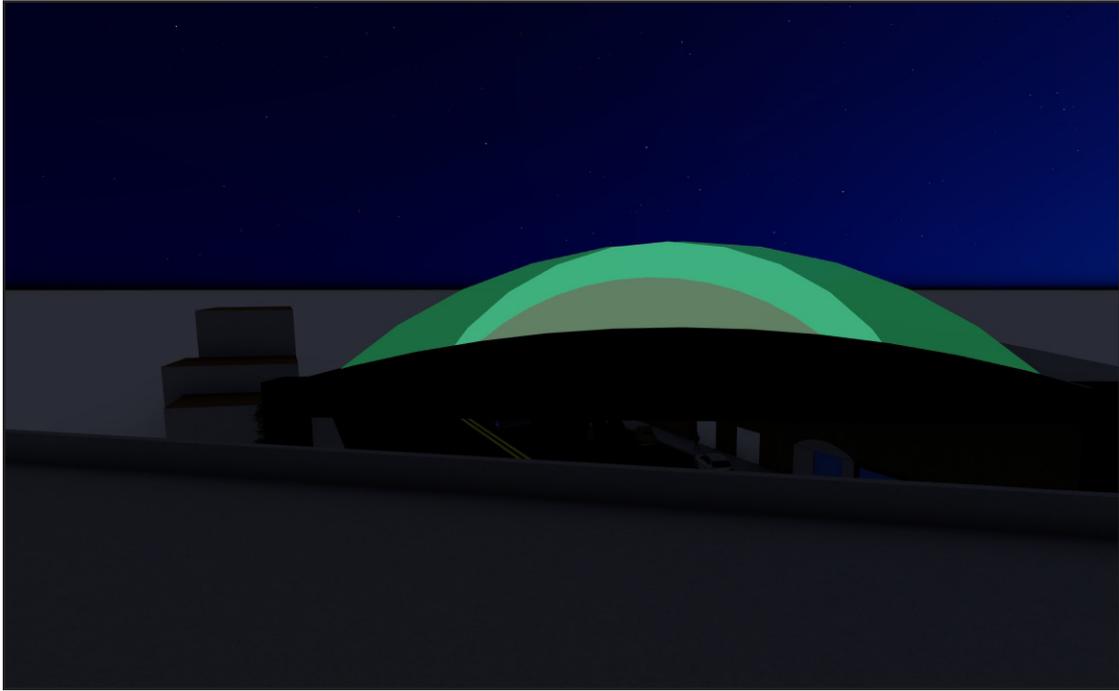
*Figure 38: Pedestrian View of Greenwood Avenue, looking South towards I-244.*

**Night View**

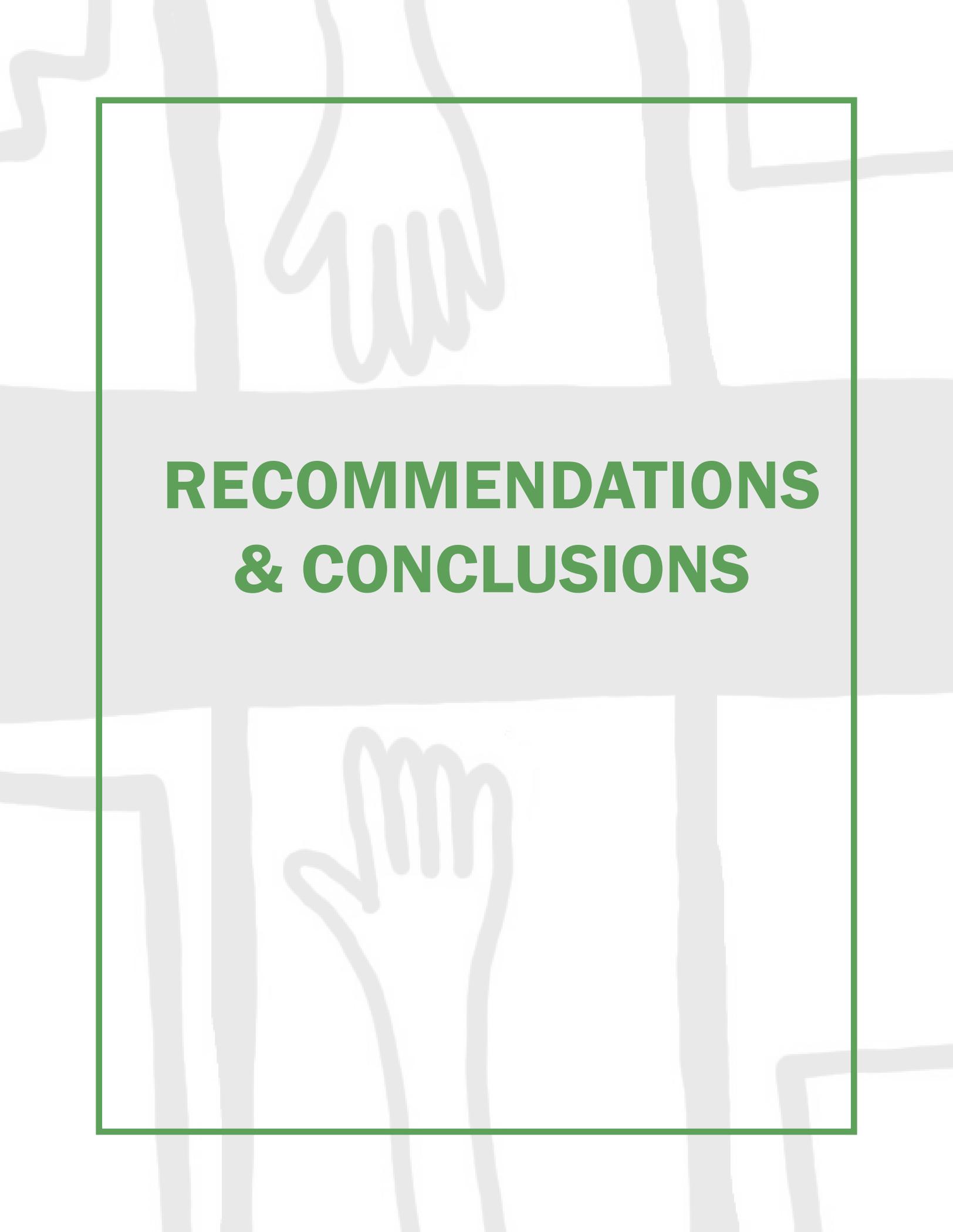


*Figure 39: Pedestrian Night View of Greenwood Avenue, looking South towards I-244.*

## Night View



*Figure 40: Highway Night View of the Gateway Sign, looking South towards Archer St.*



# **RECOMMENDATIONS & CONCLUSIONS**

## A. COLLABORATION STRATEGY



This strategy also provides general recommendations for the organizations working in the Greenwood District as well at the City of Tulsa. It recognizes similarities, connections, and most importantly, opportunities for collaboration to encourage a more unified effort and to create an evident district character and brand.

It is important to mention that while a large amount of information and a strong list of projects were gathered, not every project that is taking place in the Greenwood District is included. There are so many organizations doing great things in and for the Greenwood community that it is very difficult to keep a current inventory.

It is also important to mention that the majority of the recommendations are coming from an urban design and planning perspective that originates through my academic studies and professional experience. The recommendations also come from outsider's perspective and I do not intend to criticize the work of the organizations, but hope to point out ways to improve or enhance each project for the greater good of the Greenwood District. These recommendations are very generalized as more research is needed to make this a more useful tool for the district.

Lastly, this strategy is intended to be a living a breathing tool. This is the initial framework for collaboration in Greenwood and I believe it can grow to become much more comprehensive and useful as time proceeds.

### Projects with Physical Locations

Project	Responsible Organization(s)
BMX Headquarters	USA BMX
Greenwood Cultural Center Updates	Pistil Consortia
Streetscape Improvements	Tulsa Race Massacre Centennial Commission
Historic Preservation of Greenwood Chamber Buildings	Pistil Consortia & Greenwood Chamber of Commerce
Gateway Signs	Alex O'Connell
Courtyard Development & Art Walk	Pistil Consortia
Pathway to Hope	Oklahoma Department of Transportation
Greenwood Rising Museum	Tulsa Race Massacre Centennial Commission
Jackie Robinson Mural	Tulsa Drillers & Chris Rogers
New Trees Planted	Up With Trees

### Projects without Physical Locations

Project	Responsible Organization(s)
Greenwood Branding/Logo	Historic Greenwood Mainstreet Board
Greenwood Art Project	Greenwood Art Project/TRMCC

### Recommendations

### Responsible Organization

1. Increase connectivity to the BMX Headquarters with bike and pedestrian improvements on Archer.	City of Tulsa, INCOG
2. Establish a neutral zone or platform for Greenwood organizations to speak about ideas and make connections for collaboration.	Historic Greenwood District Mainstreet Board
3. Work with the Greenwood Community to establish guidelines for placemaking projects, so that the communities priorities are met.	Historic Greenwood District Mainstreet Board, All Organizations Working in Greenwood
4. Utilize the district brand (when launched) for signage across the district.	Historic Greenwood District Mainstreet Board, Pistil Consortia, Alex O'Connell
5. Coordinate Programming for the (GAP) Greenwood Art Project Van to promote art and culture at Greenwood Parks, Gathering Spaces, and Events.	Tulsa Race Massacre Centennial Commission, Greenwood Art Project, Pistil Consortia, Tulsa Drillers

## B. CONCLUDING REMARKS

Overall, I have really enjoyed working on this project. My approach changed and adapted many times over the course of the process, but I would not have wanted it any other way. I was able to apply for a grant for the first time and although I did not receive the grant, not being constrained to my initial idea allowed me to explore other avenues.

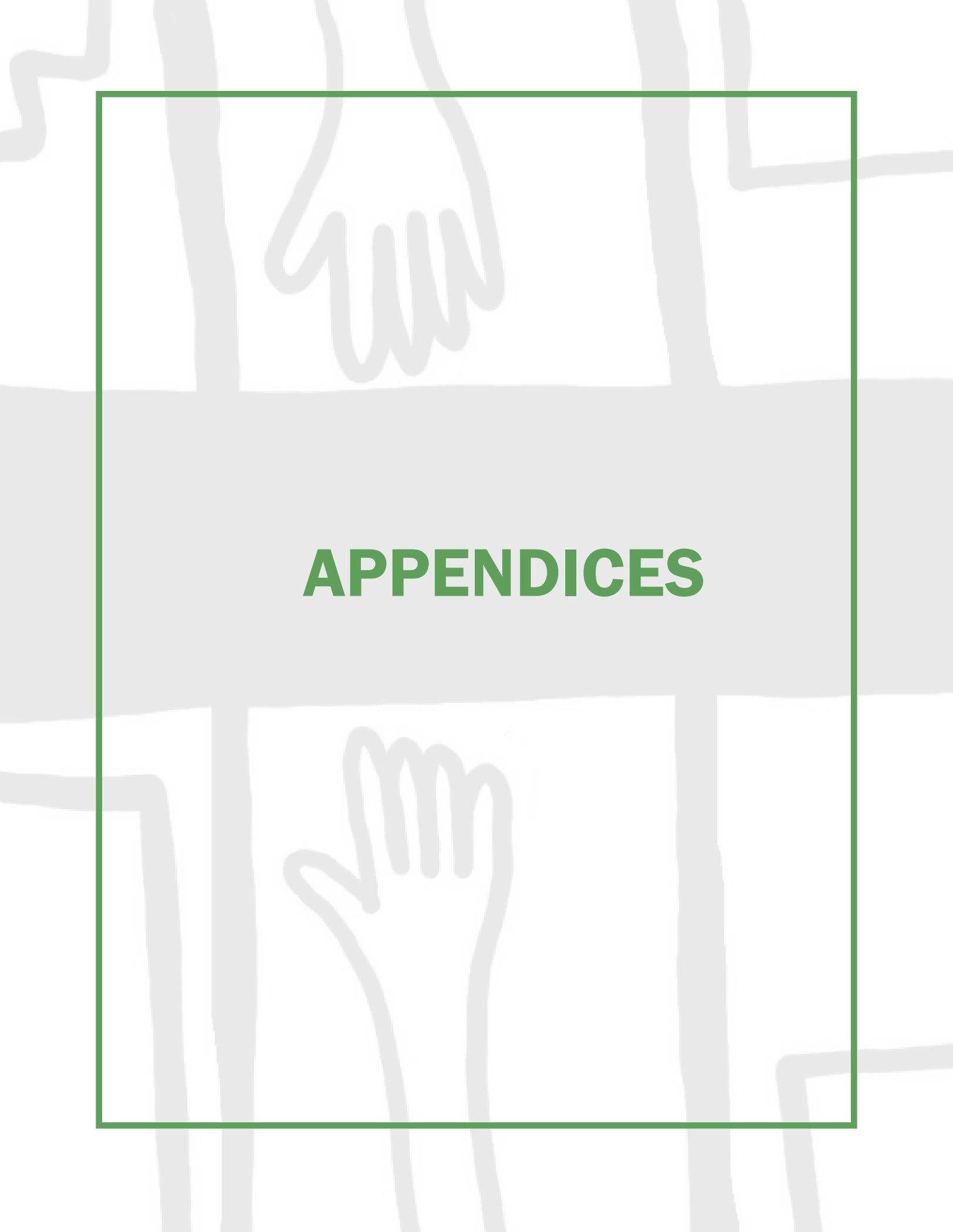
Working in the Greenwood District is a very difficult, yet rewarding task. I have been able to meet so many people working in the community and I am now involved in multiple projects in the district outside of this one. Working in Greenwood was also a huge learning experience. I was able to learn more and more about the Tulsa Race Massacre and the events that occurred after. I was also able really listen and seek to understand the struggles and pain that the Greenwood Community still feels today.

I hope that this work can encourage and inspire positive outcomes in the Greenwood community and I am so thankful to have this amazing and enlightening experience.



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# APPENDICES

## A. TYPROS GRANT APPLICATION

TYPROS Foundation Grant Application

\*Para ver la aplicación en español, haz click aquí - <https://forms.gle/Y9pGJUyUo5hAg6aw6>

Thank you for working through this application. Please email supporting documents including budget, photos, renderings of your idea, examples of similar projects, more robust planning documents, etc. and other information to [typrosfoundation@gmail.com](mailto:typrosfoundation@gmail.com). Keep in mind, short is sweet! Our goal is to provide low barrier funds to bring your project to life. If you have any questions, please email us and include TYPF Grant Application in the subject.

Application Due: July 25, 2020

\* Required

Name: \* [Alexandra O'Connell](#)

Organization: ([OUUDS](#)) [The University of Oklahoma Urban Design Studio](#)

Type of Applicant \*

[Individual](#)

Do you have an affiliation or relationship with a TYPF Trustee? If so, state who. \*

[Alexander Tamahn-Has shown interest in working with me on this project.](#)

Idea Name: \* [Activating Underpasses in the Historic Greenwood District](#)

What category does your idea fall into? \*

[Placemaking](#)

We're intrigued. Tell us more about this awesome idea! \*

Highways are great means of transportation and allow people to travel thousands of miles at efficient speeds, however; highways came at a great cost. Most often than not, highways have cut through minority neighborhoods leaving communities divided or even displaced. While reconstructing more community friendly highways seems like a marvelous idea, it is also very time consuming and expensive. Activating highway underpasses through lighting, art, and other pedestrian scale interventions allows for the highway to still serve its purpose as transportation infrastructure, but puts a positive twist on something that has historically caused community divisions, segregation, and in some cases gentrification.

Dictionary.com defines and “Gentrification” as:

“Gentrification: the buying and renovation of houses and stores in deteriorated urban neighborhoods by upper- or middle-income families or individuals, raising property values but often displacing low-income families and small businesses.”

I would like to focus mainly on the Underpass located at the crossing of highway 244 and Greenwood Avenue. This Underpass has some murals and some lighting already in place, however; the large scale of concrete that wraps around the sides provides a blank canvas for more art and placemaking elements. This underpass is also in a prime area, located just north of the Greenwood Rising History Center, the historic buildings that were reconstructed after the 1921 Race Massacre, and just south of the Greenwood Cultural Center. With the groundbreaking announcement of the Pathway to Hope, the underpass can also serve as a vibrant connection along the way!

Using artwork of local Black artists and working with the Greenwood community, we can work to revitalize a space that was once negative and underutilized, into a storytelling, artistic masterpiece. This can be a space where communities can gather, walk, bike, and drive through with admiration and hope.

I will study the site using photography and journaling. I will observe how people interact with the space currently and then compare my findings with peoples’ interactions to the new and improved underpass. I also plan to survey nearby businesses, residents, and stakeholders to determine how the underpass has impacted their environment and how implementing more art and placemaking elements can improve their current situations.

I want to get the community involved as much as possible. Even though this is my project for school, I want the community to take ownership of this space and know that they were a part of it! Getting the community involved will create more respect for the space and help with the preservation of it.

How does this idea work to Make Tulsa Awesome? Please specifically describe how this project is catalytic for Tulsa and/or important to young professionals in the community. Questions about what we’re looking for? Check out our website at [typrosfoundation.org](http://typrosfoundation.org). \*

This idea works to Make Tulsa Awesome by turning the barriers in the Historic Greenwood District into positive connections and serving as an example to other underpasses in Tulsa and across the country. While the IDL (Inner Dispersal Loop) provides clear boundaries and gives identity to Downtown Tulsa, it has also caused separation and in some ways, blurred the identity of the Historical boundaries of Black Wall Street and the Historic Greenwood District.

This project falls into both categories of being catalytic and important to young professionals. It is catalytic because the TYPROS Make Tulsa Awesome grant can bring this idea to life!! No other grants have been received to fund this idea. There are other examples of underpass activations in various cities around the world, however; the activation of underpasses in Greenwood can tell a powerful story and serve as an optimistic intervention, given the highway’s historic role in the Greenwood community. With the centennial of the 1921 Race Massacre approaching, this project will reclaim space that was taken

from the Black community with the help of local artists and organizations such as the Historic Greenwood District Main Street organization.

It is important to young professionals because young people are attracted to unique, vibrant, and culturally sensitive places. Young professionals want to live in cities that are inclusive and sensitive to everyone, regardless of race, income, religion, gender, etc. While Tulsa is proving to be inclusive and sensitive to its citizens, this project can add to Tulsa's already valiant efforts!

What are your 2- 3 goals for your project? What metrics will you measure for those goals to determine if your project is successful or not? \*

Enhance the pedestrian experience and provide a safe, vibrant, and welcoming space out of the underpasses.

Metrics: Number of visitors, people interacting with the space (stopping to view the art, hanging out under the highway, using the seating areas, etc.)

Tell the story of Greenwood and Black Wall Street through art and place-making elements by supporting local artists and organizations.

Metrics: Research of Greenwood and Black Wall Street History and people visiting the space as a learning experience. (Schools and community organizations and the number of Black artists and organizations engaged in the development of the art and place-making elements).

Please list partnerships with other agencies, organizations or city departments necessary for this project. Please also indicate the stage of involvement for each (ask out, involvement confirmed, etc.). \*

OU Tulsa Urban Design Studio-Involvement Confirmed

Tulsa Planning Office Destination Districts-Involvement Confirmed

Historic Greenwood District Mainstreet Board- Tentative confirmation

1921 Race Massacre Commission- Tentative confirmation

Alexander Tamahn, Local Muralist-Tentative confirmation

How could TYPROS become involved with your project? (check all that apply) \*

Volunteer

Engage in development

Do you have any social media accounts or any other public ways you plan to share your project's progress? Please share Facebook, Instagram, Twitter info, etc. \*

Facebook: [Alex O'Connell, OU Urban Design Studio \(OUUDS\), Tulsa Planning Office](#)

Instagram: [\\_alexoconnell\\_](#)

I am also open to creating new social media accounts specifically for this project if needed!

How much total funding are you requesting? Please write the total amount below. We also ask that you email a total project budget that includes the requested grant revenue from TYPF, including additional funding sources, revenue streams, and all expenses. You can send documents, PDFs, and/or spreadsheets to [typrosfoundation@gmail.com](mailto:typrosfoundation@gmail.com). If you have other funding support or have you attempted to seek additional grant funding, please list the following: --Funder--Amount--Status of funds (Submitted, Pending, Funded, Declined). Click here for a budget template:

<https://www.dropbox.com/s/tp9yutgaiabt256/TYPF%20-%20Grant%20Application%20Budget%20Template.xlsx?dl=0> \*

For this current grant cycle funds will be awarded in November 2020 and projects should be complete by December 2021. Given the TYPF timeline and expectations, please describe the target timeline for your project. \*

This project is also my final professional project for graduate school. Although my timeline starts before the decision is made in November, the grant cycle and the Race Massacre Centennial Commemoration event work perfectly with my school schedule. These funds will help bring my project to life rather than a theoretical design project. Not only is this grant important to me and my project, but it will benefit the Historic Greenwood District and become a vibrant place for Tulsan's and visitors to enjoy!

## B. COMMUNITY SURVEY

### Greenwood Placemaking & Underpass Activation Survey

You are invited to participate in the survey "**Placemaking and Underpass Activation in the Historic Greenwood District**," administered by a graduate student of the OU Urban Design Master's Program at the University of Oklahoma - Tulsa.

**Description of the Survey:** The objective of this survey is to understand thoughts and opinions surrounding placemaking, the expressway, and general knowledge surrounding the Historic Greenwood District in Tulsa, Oklahoma. *Placemaking is the process of creating quality public spaces that people want to live, play, and work in.* The survey will ask you 9 questions related to the Greenwood District and 5 demographic questions. The survey should take around 10 minutes to complete. The results from this survey will help inform current designs for placemaking elements and projects for the Greenwood District. The results could also be used to provide insight for future projects. The survey will be open till April 19th, 2021.

**Participation Policy:** Participation in this survey is completely voluntary. You must be 18 years of age or older and a resident of the City of Tulsa to participate. If you agree to participate, you will complete this online survey. There are no risks or benefits. You will not be compensated for taking this survey. Even if you choose to participate now, you may stop participating at any time and for any reason.

**Confidentiality:** In this survey, you will not be asked any question that may reveal your identity. Your responses will be anonymous. After removing all identifiers, your data may be published in an aggregate form without obtaining additional consent from you. Data is collected via the Qualtrics survey system that has its own privacy and security policies for keeping your information confidential. No assurance can be made as to their use of the data you provide. Research records will be stored securely, and only approved researchers and the OU Institutional Review Board will have access to the records.

**Contacts and Questions:** If you have questions about this research, please contact the researcher, Alex O'Connell (Student, Master of Urban Design, OU-Tulsa) at alex.oconnell@ou.edu or the faculty advisor Shawn Schaefer (Director, Urban Design Studio, OU-Tulsa) at sschaefer@ou.edu.

You can also contact the University of Oklahoma – Norman Campus Institutional Review Board at 405-325-8110 or irb@ou.edu with questions, concerns, or complaints about your rights as a research participant, or if you do not want to talk to the researcher.

**Do you want to participate?** *By Clicking YES you are affirming that you are 18 years of age or older, a resident of the City of Tulsa, and giving your CONSENT to participate in this research by providing information to the researcher. Please print this document for your records.*

YES (1)

NO (2)

What is your Gender?

Male (1)

Female (2)

Non-binary (3)

Prefer not to say (4)

What is your age in years?

\_\_\_\_\_

Choose one or more races you identify to be:

- White/Caucasian (1)
- Asian (2)
- Black or African American (3)
- Native Hawaiian or Pacific Islander (4)
- American Indian or Alaska Native (5)
- Other (6) \_\_\_\_\_

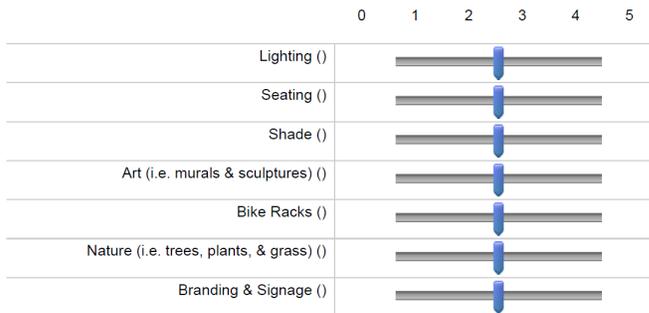
Select your Ethnicity

- Hispanic or Latino (1)
- Non Hispanic or Latino (2)

What is your 5-digit zip code?

\_\_\_\_\_

Score the following placemaking elements based on how much they help you enjoy outdoor spaces in Tulsa (1 being the least helpful & 5 being the most helpful)



Which placemaking element(s) are most needed in the Greenwood District? (Select all that apply)

- Lighting (1)
- Seating (2)
- Shade (3)
- Art (4)
- Bike Racks (5)
- Nature (6)
- Branding & Signage (7)

What are some things you would like to ADD to the Greenwood District?  
(Type your response in the box below)

\_\_\_\_\_  
\_\_\_\_\_

What are some things you would like to KEEP OUT of the Greenwood District?  
(Type your response in the box below)

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What are some historical facts you know about Black Wall Street & Historic Greenwood?  
(Type your response in the box below)

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If the Expressway remains in the Greenwood District, do you think that the underpasses should be enhanced for pedestrian safety and enjoyment?

- Yes (1)
- Neutral (2)
- No (3)

If you chose "Yes" for your response to the question above, what underpass enhancements would you like to see? (Type your response in the box below)

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If you chose "No" for your response to the question above, can you explain why you chose this answer?  
(Type your response in the box below)

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Expressway & Greenwood Avenue Gateway Sign

These are signs for the North and South sides of the Expressway as it crosses over Greenwood Avenue.



Tell us what you think about the idea displayed above:  
(Type your response in the box below)

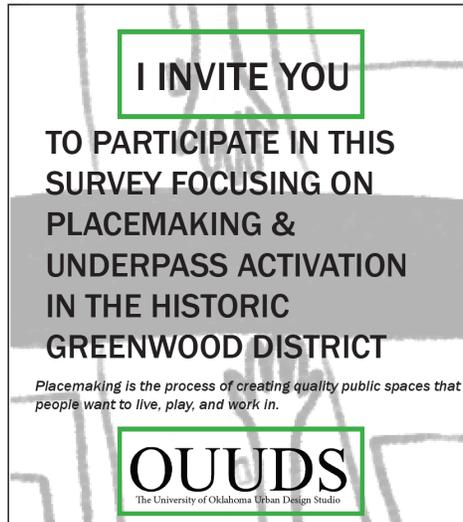
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## C. COMMUNITY SURVEY RECRUITMENT MATERIALS

### Facebook & Email Contents



You are invited to participate in the survey "**Placemaking and Underpass Activation in the Historic Greenwood District**," administered by a graduate student of the OU Urban Design Masters Program at the University of Oklahoma - Tulsa.

**Description of the Survey:** The objective of this survey is to understand thoughts and opinions surrounding placemaking, the expressway, and general knowledge surrounding the Historic Greenwood District in Tulsa, Oklahoma. Placemaking is the process of creating quality public spaces that people want to live, play, and work in. The survey will ask you 9 questions related to the Greenwood District and 5 demographic questions. The survey should take around 10 minutes to complete. The results from this survey will help inform current designs for placemaking elements and projects for the Greenwood District. The results could also be used to provide insight for future projects. The survey will be open till April 19th 2021.

**Participation Policy:** Participation in this survey is completely voluntary. You must be 18 years of age or older and a resident of the City of Tulsa to participate. If you agree to participate, you will complete this online survey. There are no risks or benefits. You will not be compensated for taking this survey. Even if you choose to participate now, you may stop participating at any time and for any reason.

**Confidentiality:** In this survey, you will not be asked any question that may reveal your identity. Your responses will be anonymous. After removing all identifiers, your data may be published in an aggregate form without obtaining additional consent from you. Data is collected via the Qualtrics survey system that has its own privacy and security policies for keeping your information confidential. No assurance can be made as to their use of the data you provide.

**Contacts and Questions:** If you have questions about this research, please contact the researcher, Alex O'Connell (Student, Master of Urban Design, OU-Tulsa) at [alex.oconnell@ou.edu](mailto:alex.oconnell@ou.edu) or the faculty advisor Shawn Schaefer (Director, Urban Design Studio, OU-Tulsa) at [sschaefer@ou.edu](mailto:sschaefer@ou.edu).

You can also contact the University of Oklahoma – Norman Campus Institutional Review Board at 405-325-8110 or [irb@ou.edu](mailto:irb@ou.edu) with questions, concerns or complaints about your rights as a research participant, or if you don't want to talk to the researcher.

[https://ousurvey.qualtrics.com/jfe/form/SV\\_3Qstkcu8q7yTQd8](https://ousurvey.qualtrics.com/jfe/form/SV_3Qstkcu8q7yTQd8)

**Flyer for Local Businesses**

# **Want to inform projects in the Greenwood District?**

## **TAKE THIS SURVEY**

*Scan this QR Code:*



*OR copy this link into your browser:*

[https://ousurvey.qualtrics.com/jfe/form/SV\\_3Qstkcu8q7yTQd8](https://ousurvey.qualtrics.com/jfe/form/SV_3Qstkcu8q7yTQd8)

## D. IRB OUTCOME LETTER



**Institutional Review Board for the Protection of Human Subjects**  
**Approval of Initial Submission – Exempt from IRB Review – AP01**

**Date:** April 06, 2021

**IRB#:** 13190

**Principal Investigator:** Shawn M Schaefer, MA

**Approval Date:** 04/06/2021

**Exempt Category:** 2

**Study Title:** Underpass Activation in the Greenwood District; A placemaking study for Tulsa's Historic Greenwood District

On behalf of the Institutional Review Board (IRB), I have reviewed the above-referenced research study and determined that it meets the criteria for exemption from IRB review. To view the documents approved for this submission, open this study from the *My Studies* option, go to *Submission History*, go to *Completed Submissions* tab and then click the *Details* icon.

As principal investigator of this research study, you are responsible to:

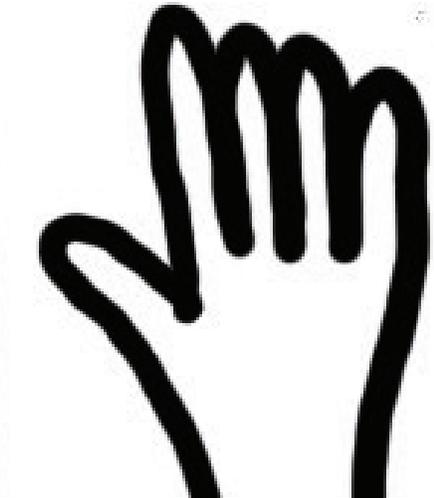
- Conduct the research study in a manner consistent with the requirements of the IRB and federal regulations 45 CFR 46.
- Request approval from the IRB prior to implementing any/all modifications as changes could affect the exempt status determination.
- Maintain accurate and complete study records for evaluation by the HRPP Quality Improvement Program and, if applicable, inspection by regulatory agencies and/or the study sponsor.
- Notify the IRB at the completion of the project.

If you have questions about this notification or using iRIS, contact the IRB @ 405-325-8110 or [irb@ou.edu](mailto:irb@ou.edu).

Cordially,

A handwritten signature in black ink that reads 'Ann M. Beutel'.

Ann Beutel, Ph.D.  
Vice Chair, Institutional Review Board



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The University of Oklahoma Urban Design Studio