















BRADY VILLAGE WALKING TOUR

Tulsa's first tax increment finance district created in 1993, Brady Village is located within the city's original town. The district plan was designed to support an active Arts & Entertainment District in part due to the iconic and historic Brady Theater and Cain's Ballroom. In addition, local artists rent studio, office and retail space in the district's core. In 2003 an infill development detailed design plan and strategy was developed by area stakeholders and adopted by the City. It identified a broad range of needed capital projects which required funding from not only the T.I.F., but also from citywide sales tax and general bond initiatives. In 2008 the Brady Village Tax Increment Finance District was extended 10 years due to increasing the pace of development and the need for improved infrastructure. Brady Village has been recognized by local, national and international design firms as one of four specific areas within Tulsa which are uniquely Tulsa's, the development of which can have speedy and transformational impact on the City's brand, and its capacity to retain, expand and attract new people and business to the community.

1		Boulder Bridge – This bridge was recognized early in the Brady Village Infill Development design process as a critical connection for this area to the rest of downtown. Funding of the bridge's replacement is in play. Demolition has been completed, design is underway, and construction to later stages of recent funding package (2014+) as funds accumulate.
2		Richard Lloyd Jones purchased Tulsa's first daily newspaper, the <i>Tulsa Democrat</i> , formerly the <i>New Era</i> , in 1919. He renamed it the <i>Tulsa Tribune</i> . The paper was printed in a small two-story building on the same land that is the site of the present building. The Tribune Building, expanded in 1929, was considered Oklahoma's largest and most modern newspaper facility. The building was the first in Oklahoma designed and built as a newspaper plant. It introduced the "gravity system," a method of newspaper production in use in the rest of the nation, but previously untried in Oklahoma. The Tribune Building was listed in the National Register on July 16, 1979. It was listed under National Register Criteria A and C, a, and its NRIS number is 79003644. It presently contains 35 residential units ranging generally from 750 to 2200 s.f. in size. The Tribune Building was one of the first building renovation projects to make use state and federal historic tax credits.
3		This red-brick warehouse structure had a rough beginning in to its renovation before it became the home of several business operations including Caz's Chowhouse and the Majestic Club. The Chowhouse was one of the early restaurant successes in Brady Arts District, and has grown in activity as new firms have relocated to the district, including Wallace Engineering.
4		Mexicali Border Café is probably recognized as the second restaurant "anchor" in the district following the establishment of Spaghetti Warehouse in the late 1990's. Many property owners in the district have held strongly to the idea that historic built environment of Brady Village is a crucial asset in the area's future and have rejected tempting offers for businesses not "in line with this urban village vision for its future. This belief has been reaffirmed by the strong, active citizen participation in the recent update to the districts' development design guidelines and plan. Legacy Park is one of the early projects in the district funded by local funds matched with state monies. It represents an early investment "beach-head" for positive, visible support and change by the public.
5		"The Old Lady of Brady," as it gradually came to be called, was billed as the largest hall between Kansas City and Houston. This convention hall accommodated Tulsa's first grand opera, the first International Petroleum Exposition in 1923, and the flood of refugees from Tulsa's infamous Race Riot of 1921. The convention hall was built at a cost of \$125,000. It is a four-story, barn-like building of steel, masonry, and brick, measuring 130 x 160 feet over-all. Seating capacity was approximately 4,200 people, including 1,400 in the balcony. The stage was 70 feet wide and 40 feet deep with a 50 x 20 foot proscenium arch. The venue has been recently listed as one of the top 25 entertainment venues in the country. The Tulsa Convention Hall was listed in the Register on August 29, 1979. It was listed under National Register Criterion A, and its NRIS number is 79002028.
6		Both the east west sides of Main Street between Brady and Cameron Streets, the north and south side of Brady Street between Boulder and Elgin Avenues, and the portion of Boston Avenue between Cameron Street and the BNSF Rail Lines represent the most recognized historic context within Brady Village. These streets form intersecting axis of historic buildings used for entertainment, art, and dining which are linked to the core area of downtown Tulsa, the new ONEOK Center, and the new ONEOK Ballpark. After performances at these venues, the Performing Arts Center, or the Oklahoma Jazz Museum, patrons can stroll, wine, and dine in Brady Village and the nearby Blue Dome District. This corridor of buildings contains several urban homesteads in the upper floors with the opportunity and demand for additional housing units. Plans are at this time in development for such conversions.

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7		The Brady Village Arts district provides a true mixed use urban village that is striving to enhance its desire for a "24/7" moniker by adding new residential units of a variety of types. The first catalyst for establishing the Brady Village Tax Increment Finance District was to be a townhouse development at the southeast corner of Brady and Main Streets. This project never materialized and the site is currently a parking lot for area businesses and visitors. However, discussions continue and the expressed desire to add housing within totally new structures and / or in the upper floors of the many historic buildings – some of which were hotels from the original town site.
8	  	The Cain's Dancing Academy building is a rectangular, sandstone and brick, commercial building with a pitched roof. The building is classified as an American Movement of the Late 19th and Early 20th Century. There are reports that it was built for use as a garage but it never operated as such. The "Cain's" features a ballroom that measure 79 feet by 90 feet. The highlight of the ballroom is the historic, spring-loaded, curly maple dance floor that is laid in a "log cabin" or concentric square pattern. The historic, painted, white, drop ceiling is ornamented with painted red diamonds. Lighting the dance floor is a four foot, blue and red neon star which was likely added circa 1950 when other changes were made including the addition of photographs of noted musical artists that line the walls. These photographs include Bob Wills, Johnnie Lee Wills, Ernest Tubb, Ted Williams, Kay Starr and Tennessee Ernie Ford. The "Cain's" was known for its association with Bob Wills who was known as the "King of Western Swing." Wills made a significant contribution to American music from the 1930s through the 1960s. He has been inducted into both the Country Music Hall of Fame (1968) and the Rock and Roll Hall of Fame (1999).
9		The "Baird Building" contains the principal operations for several small manufacturing and business enterprises operated with northeast Oklahoma, Tulsa and the Brady District. The owner is a stalwart elder stakeholder whose vision for his properties has been to maintain and operate them primarily as they were used when first. No significant changes to exteriors of are building have been made. However, interiors are typically brought up to date for business use which has resulted in the preservation of a significant building stock in Brady Village. This is not always the case as some absentee landlords have removed buildings often in order to provide tenants of other buildings off-street parking that is used for events.
10		Griffin Communications broke ground last year on this site last occupied by parking and which is the future home of new corporate offices including those for KOTV Channel 6. Forgoing opportunities to locate elsewhere in Tulsa, Griffin Communications chose to relocate within downtown to Brady Village. The facility's design and construction documents are complete, and actual construction is intended as economic conditions improve.
11		Central Freight lines trucking company currently occupies this site, but it will vacate the area once their lease expire. Its future use will be s a major area park amenity within the district. The "Brady Park" or "Plaza Park" will be funded by local investors and foundations. The park is a part of the updated vision of the Brady Village Infill Development Design Guidelines which is being finalized by area property owners and is being completed by consultants and is funded by area property owners.
12		The Gypsy Coffee House was originally a hotel during the early years of the oil boom in northeast Oklahoma. Several renowned oilman are reported to have resided here in the early 1900's, but is now is the home of the coffee house, styling studio and the residence of those businesses. The building represents again the commitment and vision of a local stakeholder who saw a better future for the district, and who has held out through several swings in the local and national economy.

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John Hope Franklin Reconciliation Park is designed by renowned sculptor and first black astronaut Ed Dwight. The park will include three sculptures and three granite towers, representing hostility, humiliation and hope. The centerpiece will be the Tower of Reconciliation, a 27-foot-tall monument depicting the history of African and Native Americans in Oklahoma, from slavery to the present. The park is intended to be the first installment in a complex that will ultimately include a center for reconciliation housing archives, gathering spaces, a museum and research facilities. The \$20 million estimated cost of the center is being raised primarily from private donations, though organizers hope the city and state will eventually contribute, Gant said."

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For many, Spaghetti Warehouse was the first major commitment by outside investors in this historic warehouse district and served to spur local officials to establish the first tax increment finance district in Tulsa. Beginning operations in 1993, it was for many years the only "new" business of any size in Brady Village and main contributor of new sales tax. The restaurant has continued its success over the past 23 years. The city and the Tulsa Development Authority assisted acquisition and negotiations of the site, but building renovations were privately funded.

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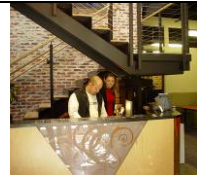
The "Bedcheck Building" was initially redeveloped for business operations in late 1990's and together with Spaghetti Warehouse helped further anchor the east end of Brady Village. This old warehouse was recently purchased and remodeled for eight residential lofts in the upper floors. These units house new teachers for at challenge schools in the Tulsa Public School System. The lower floors are intended for various commercial uses. This building and others west and south of the ONEOK Ballpark were purchased to facilitate development compatible with the ballpark.

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The Wallace Engineering building is another old warehouse originally associated with Tulsa's energy industry. It is now the home for over 150 engineering and design professionals whose presence has served as another engine for economic interest in Brady Village, and one which provides clients to the areas dining venues. The project was privately funded and public monies were used to facilitate certain infrastructure improvements including removal of large storm sewer mains under the building and assistance in construction of streetscape features.

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The New Medio Building is attached to a warehouse building that originally used as an oil field service company and later as the Pittsburgh Company. The building was essentially a one level shell. It has been remodeled into two floors of high tech design space with favorable views of the downtown skyline. Owners of this company were the original promoters / sponsors of the Tulsa Tough annual bicycle event which has been held for the past three years and draws competitors and recreational enthusiasts from across the country.

18



Perimeter Technology Center is the second "redevelopment" project for this old warehouse. Originally housing GTE Companies servers, it is now a data storage and operational back-up facility for major companies in the region. It also provides space for companies should primary facilities cease to function for any reason or event.. The facility is state of the art regarding security, backup energy, and for information technology business operations and data storage and retrieval.

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The BOK Center has two major parking facilities serving their and tenant employees. The original Brady Village infill development plan supports significant, dense mixed use development for both of these block-sized parcels. It is expected that the final recommendations for the updated plan will do the same. Public improvements serving this and other portions of Brady Village will be a

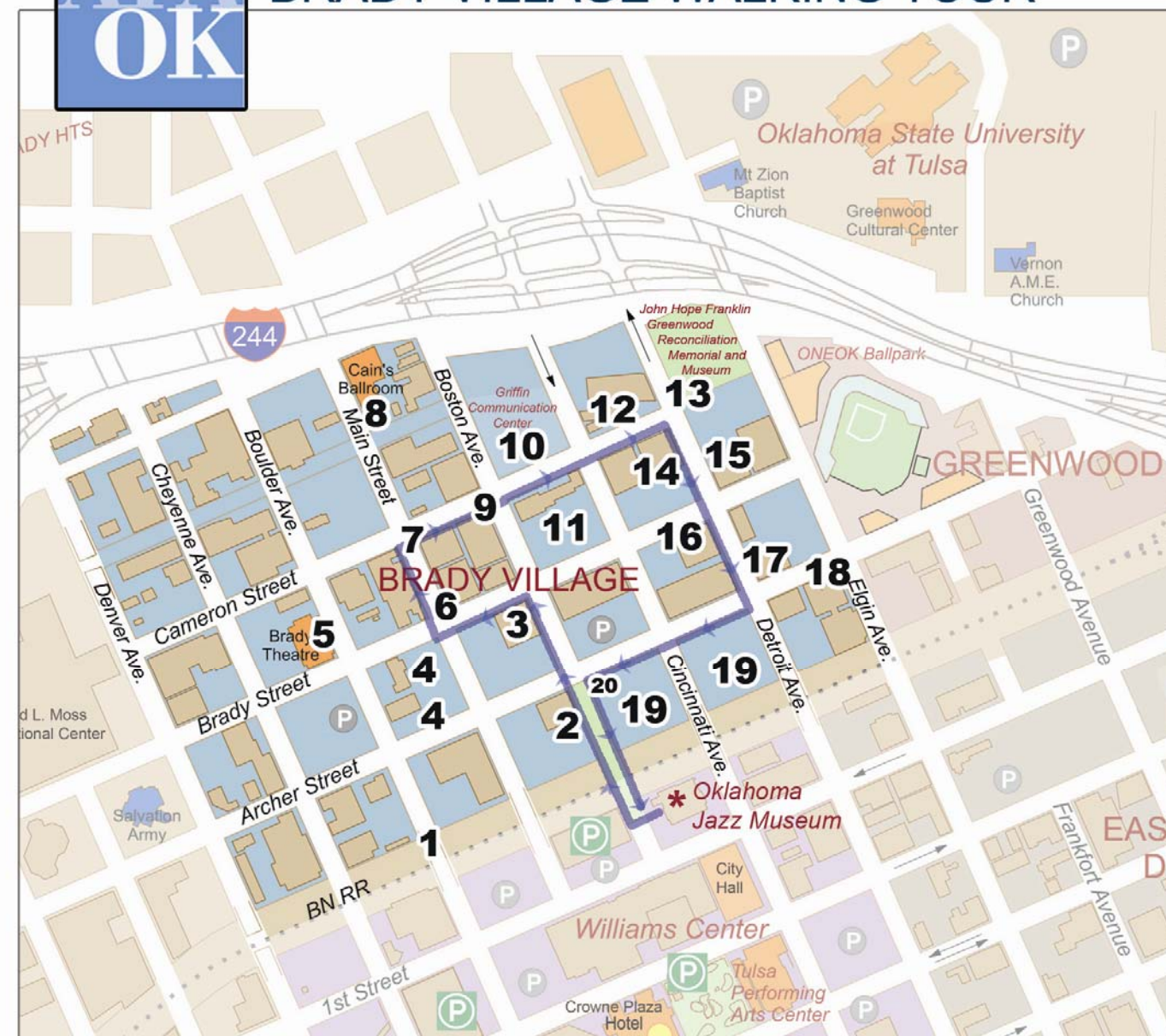
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One of the early concepts selected by area property owners to help jump-start redevelopment and aid in establishing an updated identity for the district was the provision of lighting in the area. Lighting components included façade lighting, roadway lighting pedestrian lighting and identity-locator-pinnacle (IDL) lighting. Given the limited amount of available T.I.F. funds, it was determined that IDL was the most affordable and would have the most direct impact. Four IDL lights have been placed around Brady Village (and one in the Blue Dome) District. TIF District plans propose two more in Brady Village and three have been suggested in the Core Downtown area. These lights can be programmed for specific evenings and for specific events.



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|--|---|--------------------------------|
| 1 Boulder Bridge | 8 Cain's Ballroom & Sound Pony | 15 "Bedcheck Building / Lofts" |
| 2 Tribune Lofts | 9 Baird Manufacturing | 16 Wallace Engineering |
| 3 Caz's Chowhouse, etc. | 10 Griffin Communications Corp. | 17 New Medio Building |
| 4 Mexicali Border Cafe & Legacy Park | 11 Central Freight Line / "Plaza Park" | 18 Perimeter Technology Ctr. |
| 5 Brady Theater | 12 Gypsy Coffee House | 19 BOK Parking |
| 6 Main Street corner (Lola's, Caz's, etc.) | 13 John Hope Franklin Reconciliation Park | 20 "I.L.P." Lighting System |
| 7 Main Street (Deli, T. A. C. Violin Shop, etc.) | 14 Spaghetti Warehouse | |