

Route 66 Task Force Recommendations

1. Establish a Route 66 Authority
 - a. “A separate Route 66 Authority could be formed to oversee the development and promotion of the corridor.” – Route 66 Master Plan, pg. 7-3
 - b. Similar to River Parks Authority, this public/private partnership could be supported by City of Tulsa, Tulsa County, INCOG, and private donors
 - c. “The Authority could be given the ability to collect voluntary dues or given the power to tax property and/or business owners adjacent to 11th Street, Southwest Boulevard, and Admiral Place.” Route 66 Master Plan, pg. 7-3
 - d. The authority would be responsible for hosting 1-2 big events each year
 - e. The Route 66 Authority office could house and staff important information centers for tourists and business owners

2. Improve Streetscaping Along the Route
 - a. Re-stripe lanes and perform regular maintenance audits on way-finding signage
 - b. Install Route 66 shield emblems (heat transfers) at all intersections along route
 - c. Develop a plan and ensure the maintenance of existing granite Route 66 planters funded through Vision 2025
 - d. Partner with the University of Tulsa for ongoing clean-up/maintenance in the University (11th Street) corridor

3. Promote Neon Signage
 - a. Amend business sign design and placement standards through an ordinance establishing exceptions to the sign code along Route 66 or a design overlay
 - b. Invest in public art featuring neon to improve the nostalgic aesthetic and atmospheric energy of Tulsa’s Route 66

4. Create a Route 66 High Frequency MTTA Bus Line
 - a. Bus stops could also serve as information kiosks for tourists
 - b. Use retro style buses
 - c. Could gather additional support and funding from the academic communities located along Route 66 (TU, TCC, OSU-Tulsa)

5. Create a Route 66 Business Association
 - a. Build a community of support among business owners on Route 66
 - b. Offer educational programming, possibly through the state Main Street curriculum
 - c. Provide opportunities for cross-promotion and events
 - d. Help Route 66 develop strong advocacy potential with legislative entities

6. Update the Route 66 Master Plan