

DATE:
April 3, 2024

TO:
TMAPC

FROM:
Susan Miller, AICP
Nathan Foster

ZCA-29, proposed zoning code amendments to add provisions for roadside attractions in the Route 66 overlay district

The City Council initiated amendments to the Route 66 Overlay to include provisions for roadside attractions on January 31, 2024 (see attached draft). Route 66 Overlay was adopted by City Council in 2018 and applied to all portions of Route 66 with the exception of downtown (see attached maps). The zoning code states: *The Route 66 overlay establishes zoning regulations and incentives intended to ensure the enhancement, development, and revitalization of the authentic Route 66 through the promotion of historic and historically inspired signage, especially neon, along and adjacent to the two alignments of Route 66 in Tulsa. The regulations are generally intended to guide the character of both public and private development as it occurs along Route 66.*

The initial purpose of the overlay was focused signage and allows greater sign allowances for neon signs. To assist in implementation of the overlay, the neon sign grant program began in 2019 and has resulted in approximately 60 grants totaling \$396,719 in grants, with a total investment of \$1,133,000 in neon signs along the route.

Significant private investment has occurred along Route 66 over the past 5 years and property owners are enhancing the route through more than just neon signage, including new businesses and roadside attractions. Currently, the zoning code does not address roadside attractions and typically sign standards are applied to these structures. As the sign budget for the site is fully utilized, a variance is required to increase the amount of signage on the site, even though roadside attractions do differ from traditional signage. As a result, there is a need to consider amendments to the zoning code to establish criteria and a process for roadside attractions within the Route 66 overlay.

At this meeting, the Planning Commission is asked to review and comment on the proposed zoning code amendments. The public hearing to consider the amendments will be held on May 1, 2024.

Chapter 20 | Overlay Districts

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20.030-B Purpose and Intended Use

- SA overlays are intended to address neighborhood planning and design issues when other available zoning tools or other techniques cannot achieve the desired results. SA overlays may be used to relax or eliminate requirements that apply under base zoning or to impose requirements in addition to those of base zoning. SA overlays are not intended to be used as a de facto downzoning tool. SA overlays may be appropriate for one or more of the following purposes:
 - Protect unique development, building or land use patterns in residential, commercial or mixed-use areas when such patterns are not adequately addressed by applicable zoning regulations;
 - Promote reinvestment and redevelopment in residential, commercial, or mixed-use areas where change is desired and when existing zoning regulations hinder achievement of the desired change; or
 - Help implement neighborhood plans or planning studies.
- Without limiting the general purpose and intent of 20.030-B1, SA overlays may be used for the following express purposes:
 - Allow principal or accessory uses and building types that are not allowed under base zoning;
 - Allow densities and intensities of development that are not allowed under base zoning; or
 - Establish reasonable, clear, and objective site, building, and design standards that promote the general purpose established in 20.030-B1.
- SA overlays may not be used ~~for any of the following express purposes: to~~
 - ~~impose requirements that conflict with the comprehensive plan or any other officially adopted plan; or~~
 - ~~impose subjective design requirements or guidelines that require discretionary review and approval.~~

Section 20.070 Route 66 Overlay

20.070-A General

1. Purpose and Intent

The Route 66 overlay [district](#) establishes zoning regulations and incentives intended to ensure the enhancement, development, and revitalization of the authentic Route 66 through the promotion of historic and historically inspired signage, especially neon, [and roadside attractions](#) along and adjacent to the two alignments of Route 66 in Tulsa. The regulations are generally intended to guide the character of both public and private development as it occurs along Route 66.

2. Applicability

Except as otherwise expressly stated, the Route 66 overlay [district](#) regulations of this section shall apply within the boundaries of the Route 66 overlay [district](#) to [the following](#):

- a. All new signage that requires a sign permit and includes at least 25% exposed neon as measured by total sign face area. Dynamic Displays as defined in Section 60.100 are not permitted to utilize the provisions of the overlay.
- b. [Roadside attractions as defined in Section 20.070-C.](#)

3. Conflicting Regulations

All applicable regulations of the underlying base zoning district apply to property in the Route 66 overlay [district](#) unless otherwise expressly stated in the Route 66 overlay [district](#) regulations. For properties with approved development plans (PUD, CO, MPD, Optional Development Plan), the approved development plan and development standards apply unless otherwise expressly stated in the Route 66 overlay [district](#) regulations.

20.070-C Roadside Attractions

[Roadside attractions are permitted in the Route 66 overlay district. Roadside attractions are features or structures intended to promote tourism and enhance the Route 66 experience.](#)

1. General Regulations

- a. [Roadside attractions are subject to review and approval by the Tulsa Route 66 Commission.](#)
- b. [Business name and/or logos will be considered signage and are required to comply with sign regulations.](#)

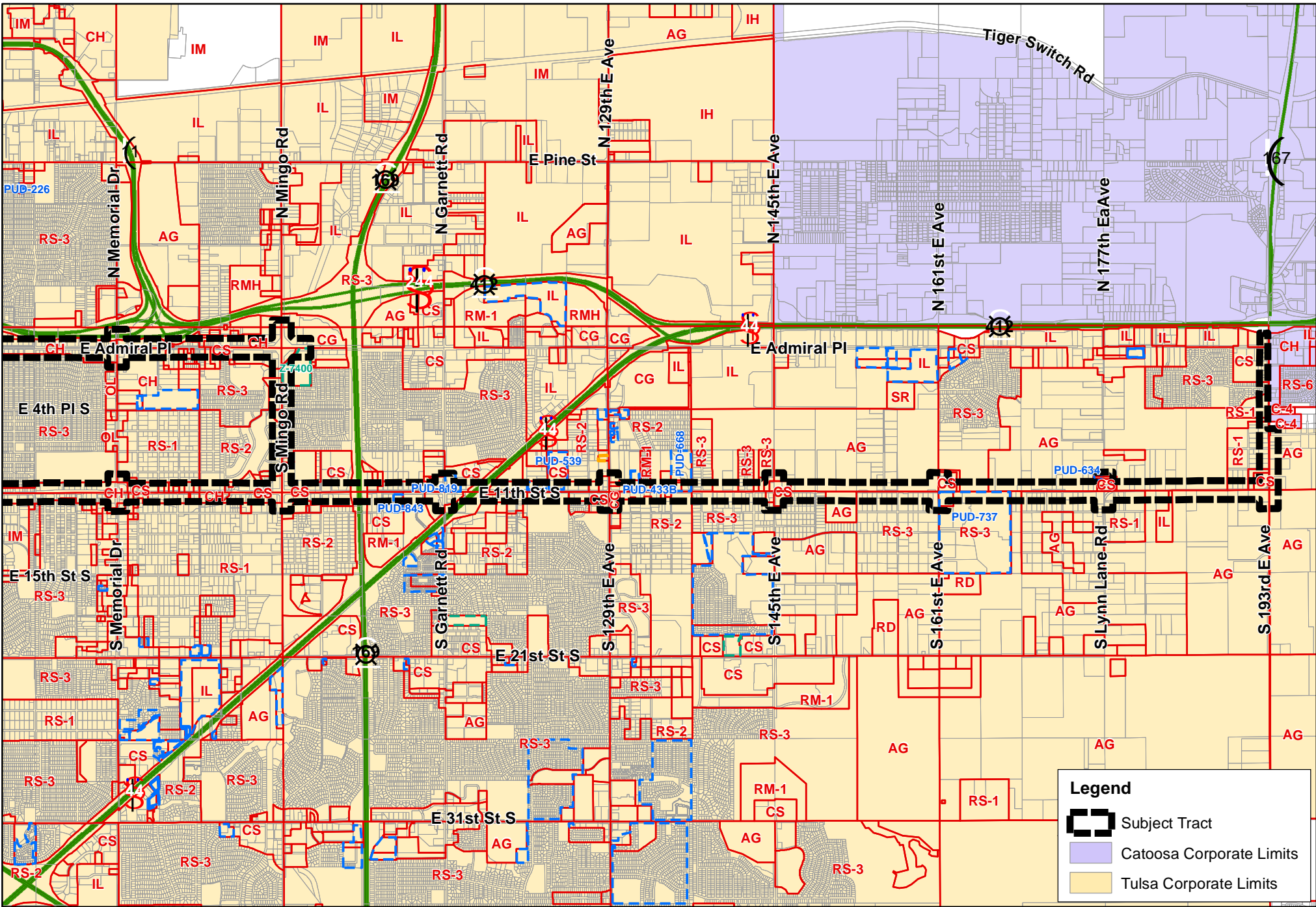
- c. Roadside attractions are required to obtain all necessary permits prior to construction.
- 2. In reviewing roadside attractions, the Route 66 Commission must determine that the proposal:
 - a. Reflects the historic significance of Route 66 in Tulsa by identifying elements that contribute to its legacy and character; and
 - b. Promotes tourism along Route 66; and
 - c. Implements recommendations adopted in Plan 66.

Chapter 95 | Definitions




Section 95.210 Terms Beginning With "R"

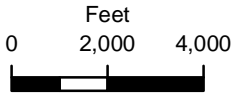
Route 66 Commission

The Route 66 Commission of the City of Tulsa.

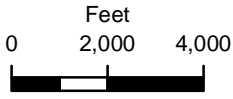
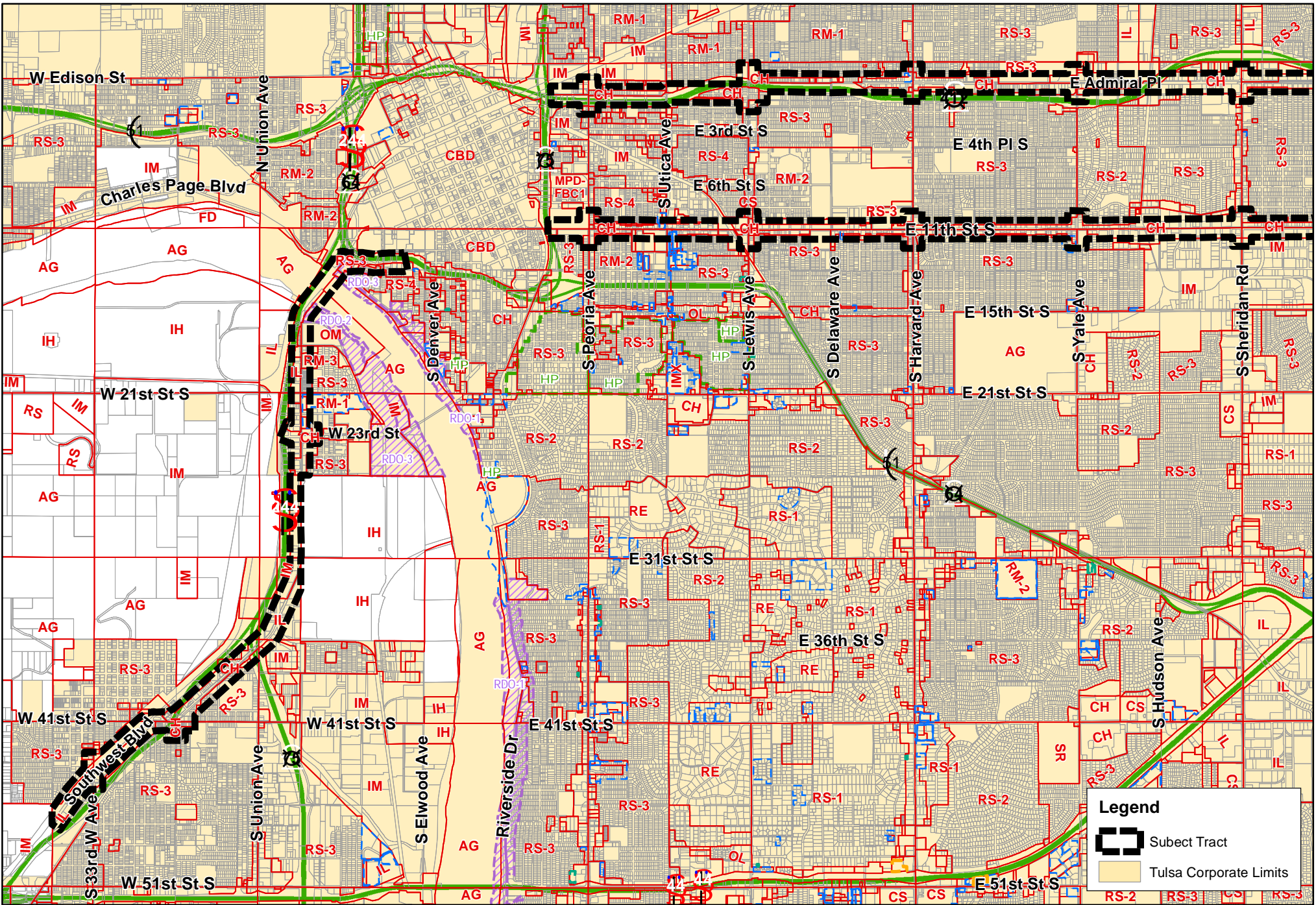


Legend

-  Subject Tract
-  Catoosa Corporate Limits
-  Tulsa Corporate Limits



ROUTE 66 OVERLAY DISTRICT
MAP 1 OF 2



ROUTE 66 OVERLAY DISTRICT
MAP 2 OF 2