
BARTLESVILLE DOWNTOWN – ASSESSMENT OF HOUSING NEEDS AND OPPORTUNITIES

BARTLESVILLE, OKLAHOMA

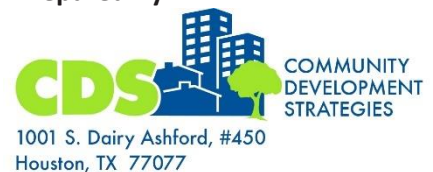


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INTRODUCTION

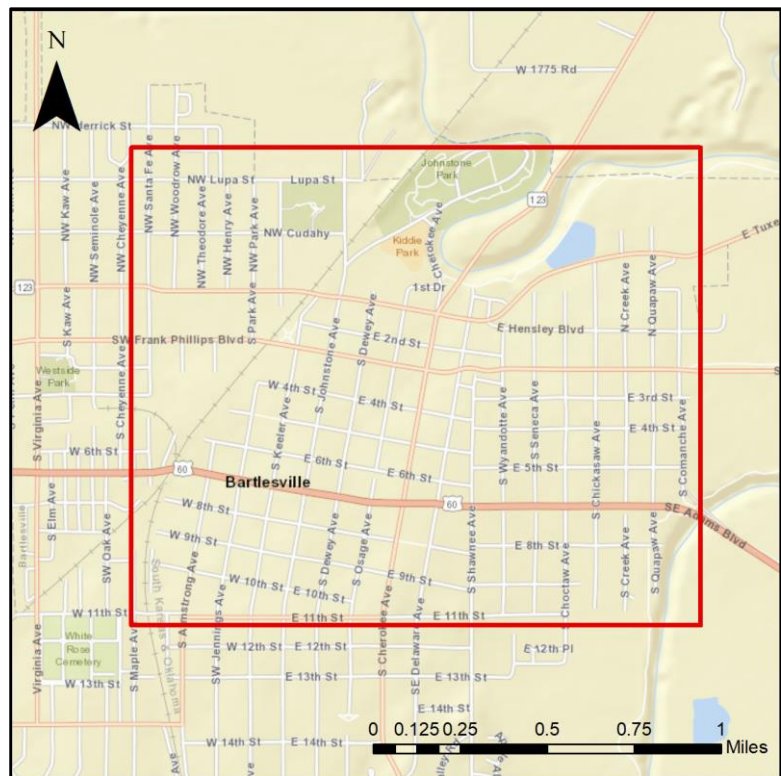
CDS Community Development Strategies (CDS) has been tasked by the Bartlesville Redevelopment Trust Authority (BRTA), Downtown Bartlesville, Ltd., the Washington County Affordable Housing Coalition, and City of Bartlesville to perform this independent housing demand study. This study is designed to provide a comprehensive assessment of need and demand for housing development in the Central Business District (CBD) and surrounding neighborhoods to guide future policies, plans, and improvements. The study focuses primarily on the Bartlesville CBD, and also includes analysis on the neighborhoods of Capitol Hill and the Near West Side.

Finding and maintaining a balanced price range of available housing, both for sale and rental, is important to the long-term viability of any community – downtown, intown, or suburban. This study intends to identify housing demand components that could enhance the downtown housing stock, address the big picture, specific concerns, and provide input for planning and marketing purposes. Market support potential for housing is examined by the following factors:

- Demographic trends in population and employment
- Type - rental or for sale / detached or attached
- Unit Price
- Unit Size
- Development type - new / redevelopment / adaptive or historical reuse
- Timing to best address current and potential resident wants and needs

To accomplish this analysis, CDS examined and documented the extent to which the area may be currently underserved in housing, identified opportunities, and determined the type and amount of new or redeveloped housing that can be supported to satisfy these needs. This process involved both primary and secondary research, including site visits by the project team to many existing housing developments in Bartlesville, interviews with downtown area officials, stakeholders, and property owners, and the conduction of a survey of people employed in the city of Bartlesville. The CDS project team visited Bartlesville on November 13 and 14, 2018 and conducted follow up calls and research through December 2018 and January 2019. The survey of employees was conducted from January 8, 2019 through January 28, 2019.

Bartlesville Downtown Study Area Map



KEY FINDINGS

- Bartlesville has seen its employment base diversify in recent years and contains many notable employers outside of the traditional top employers in Phillips 66 and ConocoPhillips. Nevertheless, these two companies remain quite important to the local economy. Employment growth in recent history has been stagnant in Washington County and, by extension, the city of Bartlesville, where 86% of the county's jobs are located. Wage growth has stagnated in the past few years as well but remains notably above where it was 10 years prior, even when adjusting for inflation. Unemployment is low, in part because the labor force has seen a slight decline.
- The city of Bartlesville and the Downtown Study Area have both seen their populations increase since 2010, though not at the rate of the state of Oklahoma as a whole. The population of the Downtown Study Area is significantly younger, less educated, and more likely to single, than the population of the city as a whole. The city of Bartlesville is well-educated, with over half of the population having some college education and over 30% holding at least a 4 year college degree. Household incomes in the city are higher than in the state of Oklahoma, though incomes in the Downtown Study Area are notably lower. The Downtown Study Area contains a greater share of children than the city as a whole, but a smaller share of family households, indicating that the family households that are downtown are much larger than those in the city as a whole.
- The city of Bartlesville and the Downtown Study Area have an almost flipped owner-renter split, with 70% of city householders owning and 62% of downtown householders renting. Bartlesville's median owned home value is slightly less than the state median value. Around 80% of the city's housing is in single family homes. A majority of Downtown Bartlesville's housing was built before 1950. There are 44 multifamily rental projects containing 505 total units in the Downtown Bartlesville Study Area, many of which are located in converted commercial space. Occupancies and rents in these units are quite healthy. Residents of these units tend to be middle-aged couples with few, if any children. Most are white collar workers or work in higher paying skilled blue collar positions.
- A survey of Bartlesville residents and employees conducted through most of January recorded 629 responses. Most respondents had worked in Bartlesville for at least 5 years and intended to stay in the city for the foreseeable future. Few lived in the Downtown Study Area, but a significant majority were employed there. Most presently owned single family homes and intended to do the same if and when they move to new housing in downtown. An overwhelming majority presently pay under \$1,300 per month in rent or mortgage and a slight majority pay under \$1,000. Respondents would largely be willing to pay similar rates if moving downtown. Respondents found convenience to place of work and the historical buildings and ambience to be the most appealing aspects of living or potentially living in Downtown Bartlesville. They were especially interested in potential downtown housing having off-street parking, laundry hookups, and at least three bedrooms.
- Large scale housing demand in Bartlesville will be driven by job growth in the area, particularly downtown. As job growth has not been strong in recent history, larger scale projects (20 units or more) are not recommended at this time. However, as current downtown housing has seen healthy occupancies, there is opportunity for smaller scale projects to enter the market.

- Based on both examination of existing downtown housing and the responses in the survey, multifamily housing demand is strongest for units in converted or renovated historic downtown buildings. However, it is recommended that development wait until completion and significant absorption in the renovating Johnston Apartments before bringing significant numbers of new units to market. There is room for a few units in small projects of 2-4 units alongside the Johnstone, however. Larger projects in the future would be well-served to bring units to market in phases of a few units at a time and conversion developments of 6 or fewer units are properly sized for the market. Units would likely find success renting at rates similar to existing market rate units, \$700 to \$1,100 per month. Owned multifamily housing (condominiums) is not recommended at this time but could be an opportunity in the future.
- Multifamily developers who have converted downtown buildings into housing expressed concern over city requirements for first floor commercial/retail space, citing the challenges of finding and retaining tenants. It is recommended that the BRTA continue its subsidy programs to help mitigate the cost of struggling retail space, which could be effective at encouraging downtown developers to bring new projects to market.
- The market for new single family housing is more likely to come from buyers than renters and be for 3 bedroom homes. Sale prices for single family homes would perform best between \$150,000 and \$225,000 with renters looking to pay between \$900 and \$1,300 per month for new product. Developing 3-5 lots at a time and building homes on contract is a feasible strategy.

ECONOMIC AND DEMOGRAPHIC CONTEXT

Economy

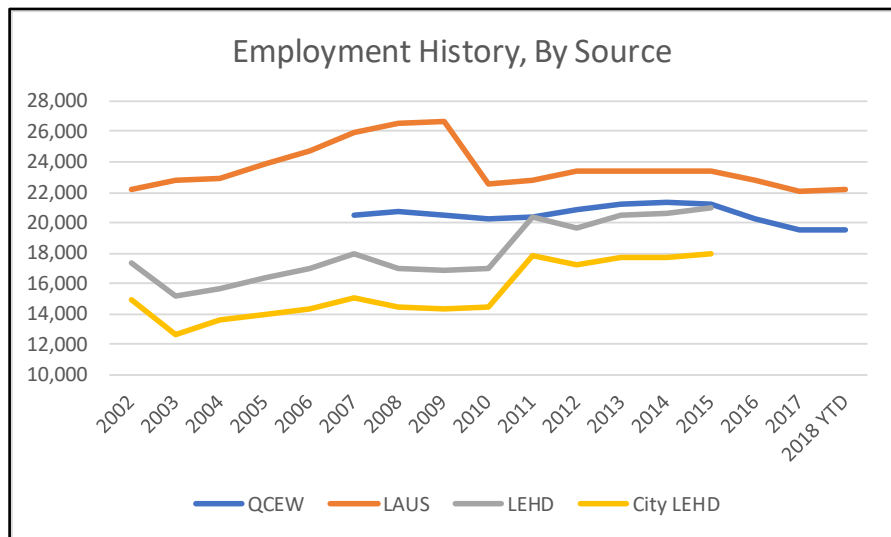
The status and health of a regional economy is critical to understanding potential housing demand. Housing demand is generally driven by population growth, especially due to in-migration. In-migration is generally driven by the employment opportunities provided by economic growth. This report will primarily use area employment statistics as its window into the Bartlesville regional economy.

Bartlesville’s economy has historically been tied to the oil and gas industry, specifically the former Phillips Petroleum, which was headquartered in the city for many years before its merger with Conoco. The now separated Phillips 66 and ConocoPhillips remain two of the cities largest and most visible employers and continue to be critical to the city’s economy. They are not, however, the only major employers in a Bartlesville that has seen its employment base diversify in recent years. Other major employers in the city include ABB TotalFlow, Central State Manufacturing, Chevron Phillips Chemical Company, Siemens, and Walmart Logistics.

Employment

Three different sources of employment data were examined for this study: the US Census Bureau’s Longitudinal Employer-Household Dynamics (LEHD), the Bureau of Labor Statistics’ (BLS) Quarterly Census of Employment and Wages (QCEW), and the BLS’ Local Area Unemployment Statistics (LAUS). The QCEW and LAUS data was provided by the BLS and through the Oklahoma Security Employment Commission (OESC). All three of these sources provide data at the County level with only LEHD providing data at the city level.

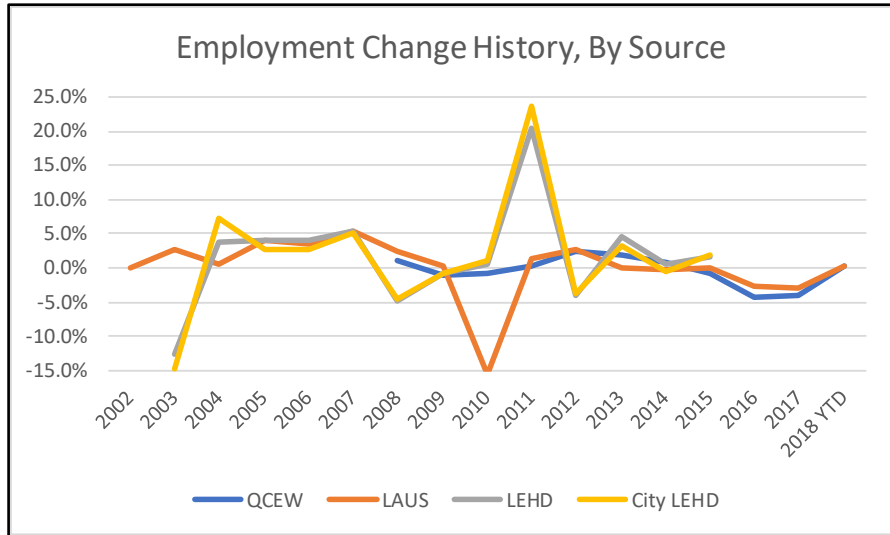
Washington County Employment History



As such, most of the data presented here covers the entirety of Washington County rather than Bartlesville specifically. However, Bartlesville is the principal city of Washington County and the recent history of city and county employment data provided by the US Census LEHD indicates that around 86% of the jobs located in Washington County are located in the city of Bartlesville specifically. Thus, Washington County employment data on the whole is useful for examining employment in Bartlesville specifically, as the overwhelming majority of the county’s jobs are located in Bartlesville.

All three of these different sources provide different figures for the number of jobs located in the county, with the largest differences between sources ranging around 3,000 in recent years. Since 2011, the LEHD and QCEW numbers for total jobs have been quite similar, while the employment trends seen in the QCEW and LAUS are quite consistent and in slight contrast with the LEHD figures. Standing out notably in this data are the sizable decrease in employment seen in the LAUS data from 2009 to 2010 (this occurred during the national economic recession) and the sizable increase seen in the LEHD data between 2010 and 2011.

Washington County Employment Change History

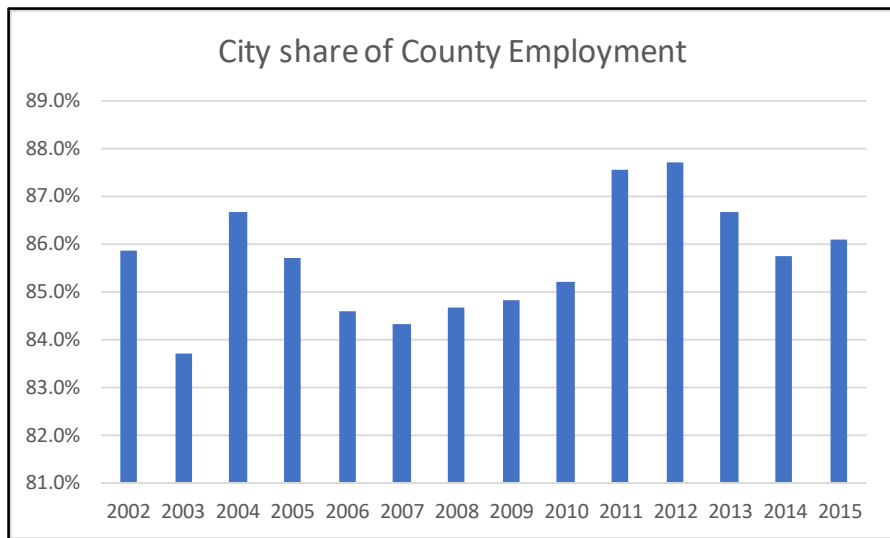


Source: US Census LEHD

Longitudinal Employer-Household Dynamics (LEHD)

The US Census LEHD data typically lags a few years behind the BLS data in reporting. While BLS data is not disaggregated beyond the county or major metropolitan area level, jobs in the LEHD are assigned to US Census geographies as small as the Census Block. The process of reporting data at these smaller geographies is the reason that reporting of this data lags. The most recent year in which LEHD employment data is available is 2015. While older, this data is useful as a comparison point for the trends seen in the other data sources and, especially, because it provides employment data for the city of Bartlesville specifically. Recent trends in this data indicate a gradually increasing number of total jobs both in Washington County and in the city and that the share of Washington County’s jobs that are located in Bartlesville is generally increasing as well. Greater than 85% of the County’s jobs have been located in Bartlesville since 2010, and the figure has never dipped below 83% in any of the years in which data is available.

City of Bartlesville share of County Employment



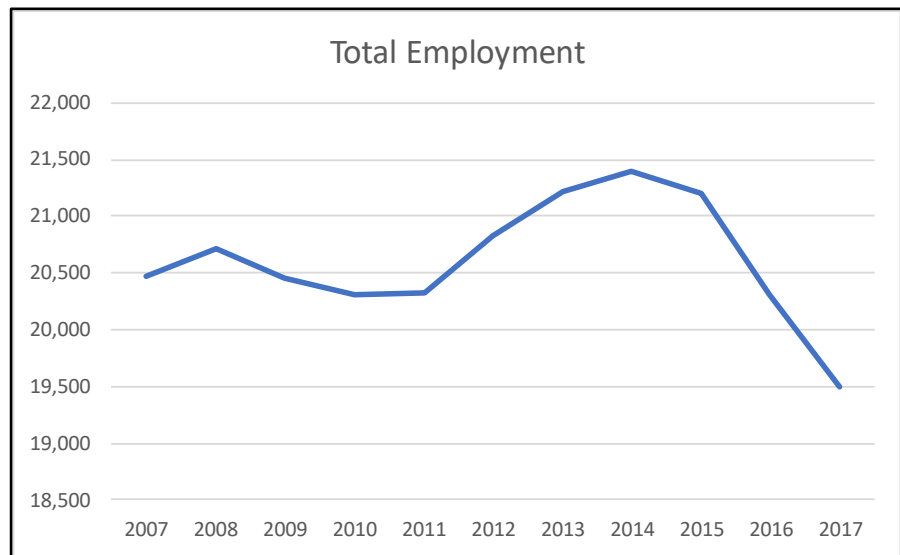
Source: US Census LEHD

Quarterly Census of Employment and Wages (QCEW)

The BLS QCEW employment data provides statistics on total employment as well as employment by industry. Not only does it provide total employment figures, it also provides data on employment by industry and for wages and pay.

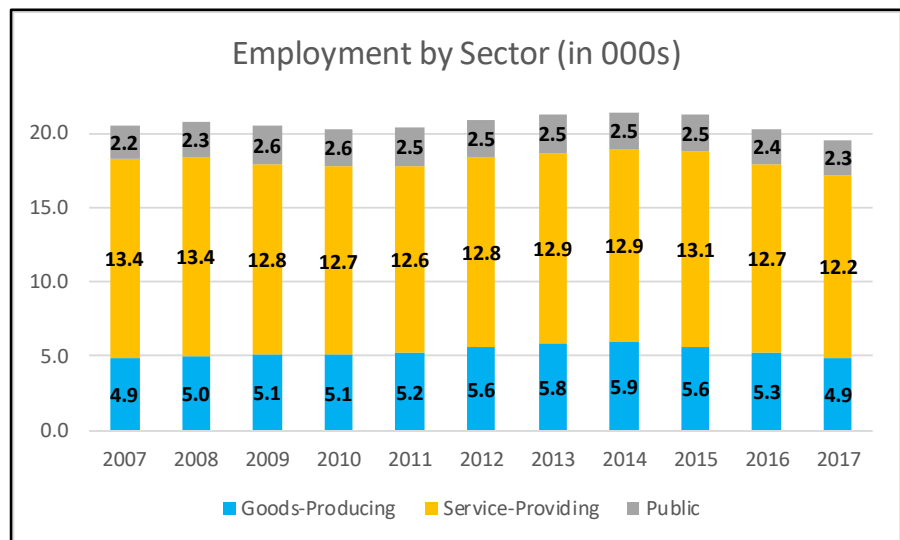
The total employment trend seen in the QCEW data indicates largely stagnant employment change since 2007, with sustained periods of slight increases from 2012 to 2014 and slight decreases from 2015 through 2017. Examining the data by major employment sector shows that the shares of employment by sector have remained largely the same in recent years. Goods-producing employment is the most volatile of the sectors, with changes swinging over 20% in some multi-year periods. Public sector employment has remained the most consistent of the three major sectors.

Washington County Employment



Source: OESC – BLS QCEW Data

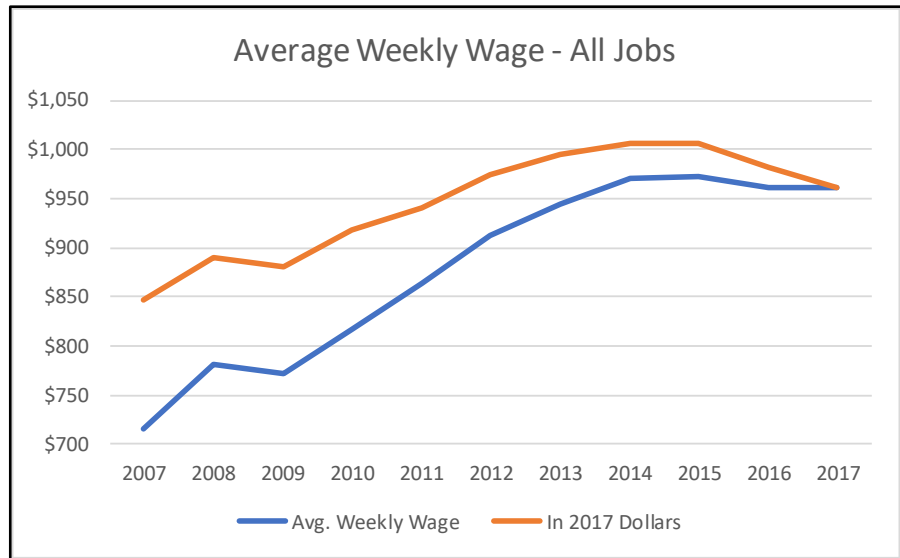
Washington County Employment by Sector



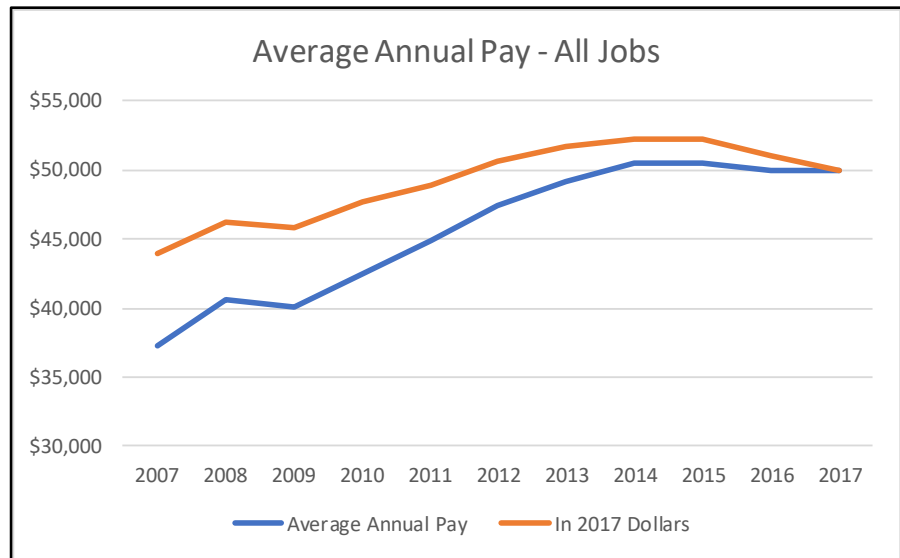
Source: OESC – BLS QCEW Data

Average weekly wages and average annual pay have stagnated since 2014, both in then-current and in constant 2017 dollars. This followed sustained increases in both datasets from 2007 to 2014. Even so, wages and annual pay remain significantly higher in 2017 than they were a decade prior. Even when adjusting for inflation, wages and pay stand roughly 14% higher than they were in 2007.

Washington County Average Weekly Wages



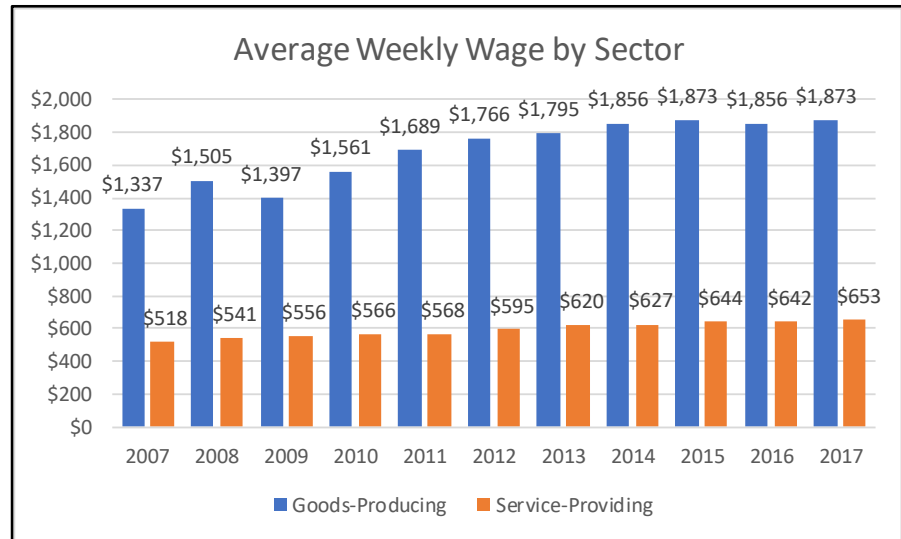
Washington County Average Annual Pay



There is a significant wage gap between goods-producing and service-producing jobs in Washington County and that gap has increased significantly in the past decade. In 2017, goods-producing jobs had a wage 187% higher than service producing jobs. In 2007 that difference was only 158%.

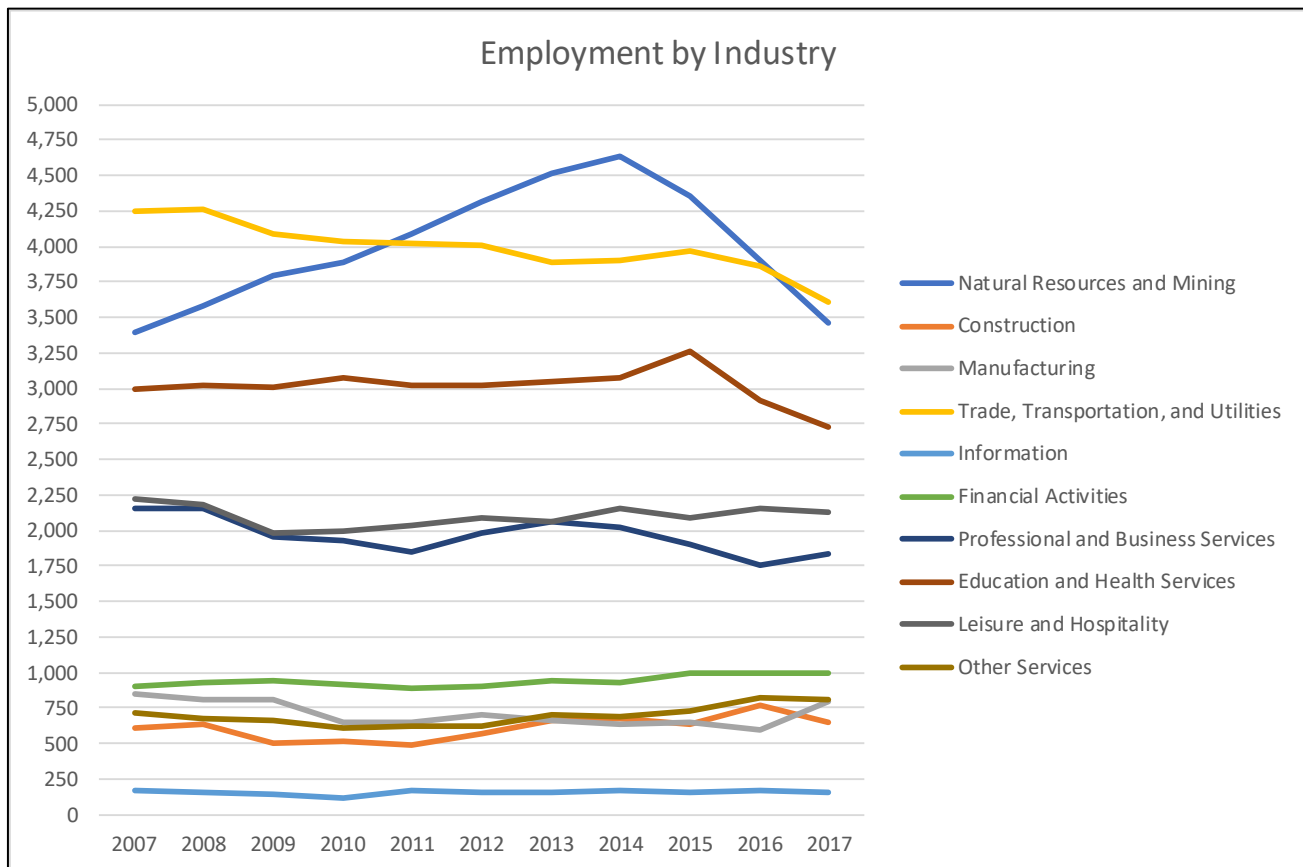
While most employment sectors in the county have been stagnant over the past decade, particularly the smaller ones, natural resources and mining saw sharp increases from 2007 to 2014 and sharp decreases in the years since. It is no longer the largest industry sector.

Washington County Average Weekly Wage by Sector



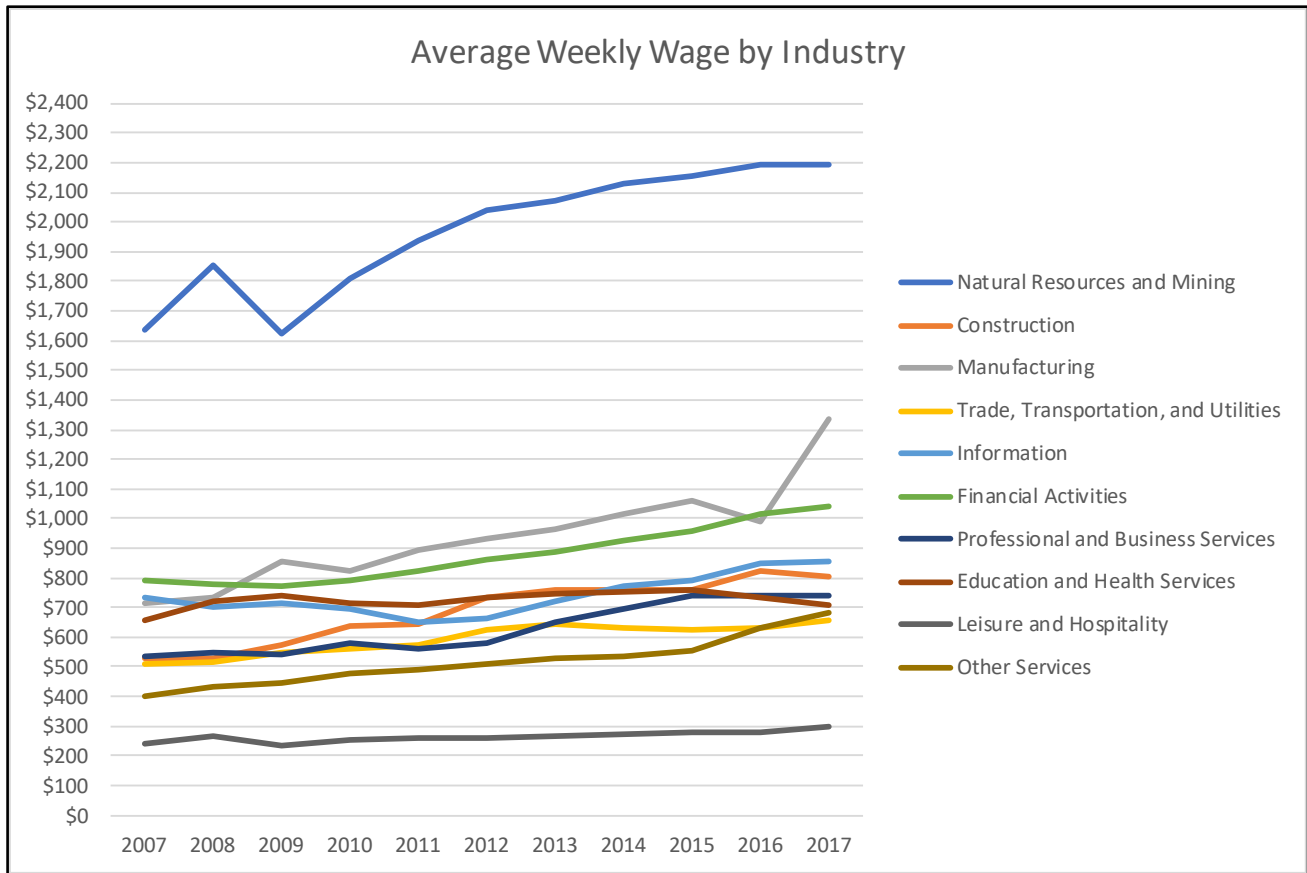
Source: OESC – BLS QCEW Data

Washington County Employment by Industry



Source: OESC – BLS QCEW Data

Washington County Employment by Industry



Source: OESC – BLS QCEW Data

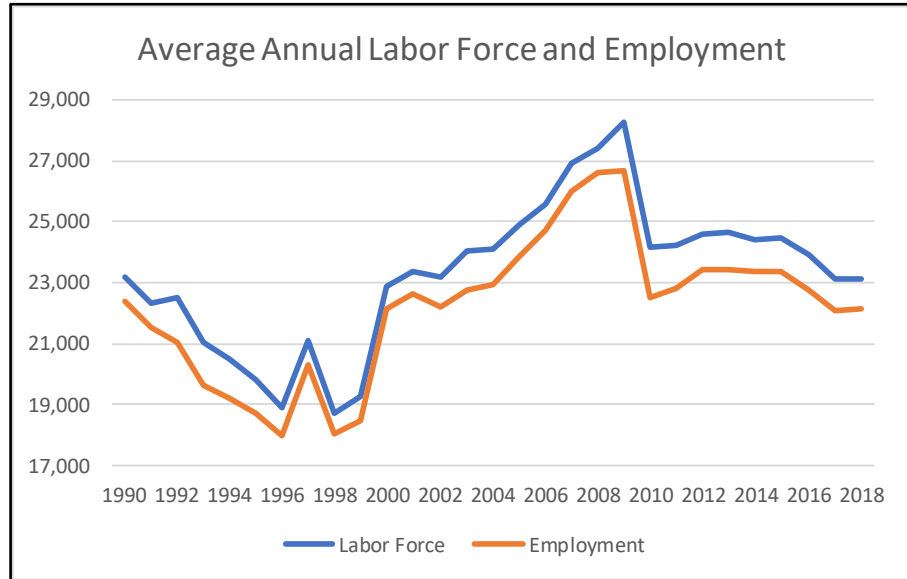
Natural resources and mining (many oil and gas industry jobs fall under this sector) is far and away the best paying employment sector in Washington County, followed distantly by manufacturing. While natural resources and mining pay has leveled off in recent years, manufacturing pay has spiked. Financial activities and other services have also seen significant pay bumps in recent years. Unsurprisingly, leisure and hospitality pay has remained at the bottom of the major industry sectors and has changed little over the past decade, increasing only slightly.

Local Area Unemployment Statistics (LAUS)

The BLS' LAUS data is perhaps the most often-cited employment data in the nation as it tracks labor force participation and unemployment. After reaching recent historic lows in the mid-1990s, Washington County saw both employment and labor force participation grow dramatically from 2000 to 2009, by nearly 25%. 2010 brought a sharp decrease in both employment and the labor force, which has not been subsequently recovered.

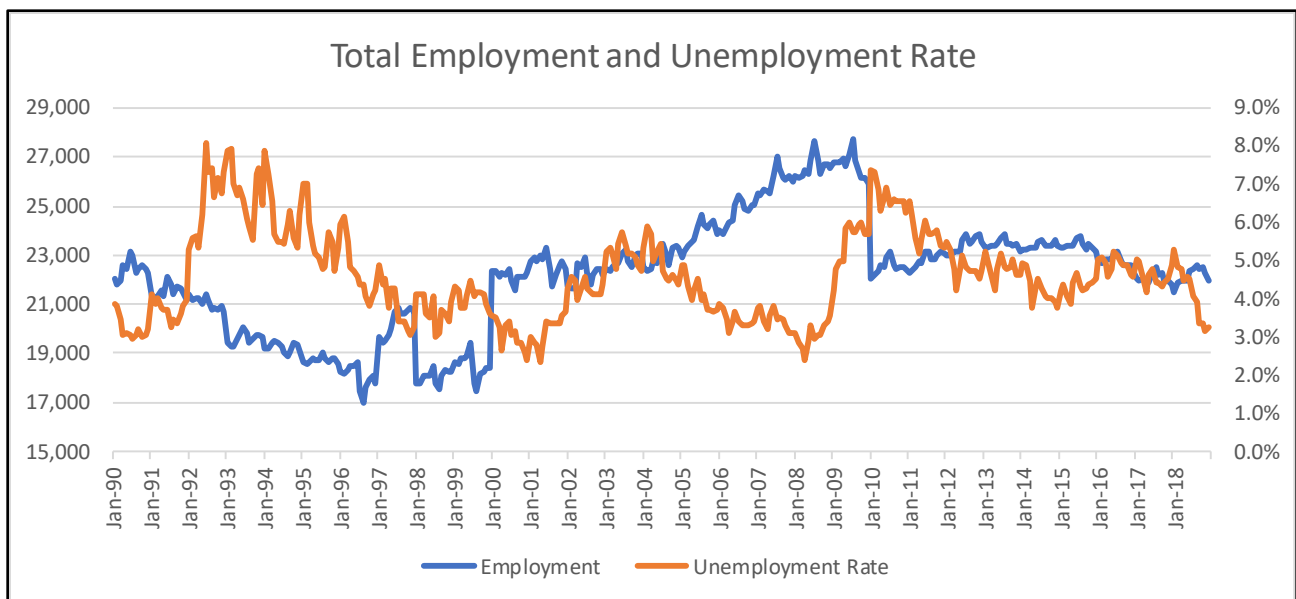
Despite the total employment remaining stagnant since 2010, Washington County's unemployment rate has gradually dropped during this time, corresponding to a labor force that has gradually, if only slightly shrunk.

Washington County Annual Average Labor Force and Employment



Source: BLS LAUS Data

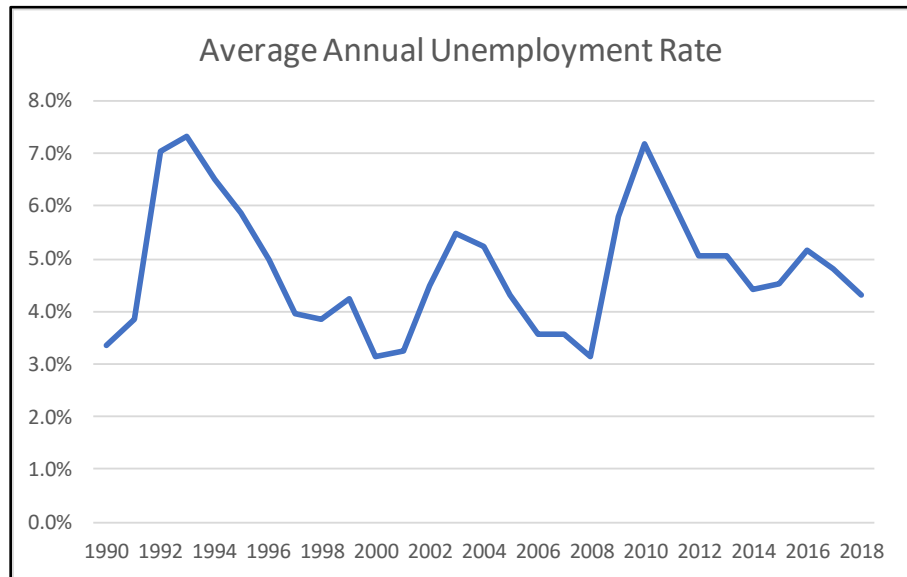
Washington County Monthly Total Employment and Unemployment Rate



Source: BLS LAUS Data

Unemployment rates in the past decade only briefly spiked to mid-1990s levels, in 2010 when employment dropped significantly. Since then they have largely stayed under 5%, though this was accomplished by a reduction in the labor force more so than an increase in jobs. In late 2018, unemployment dipped below 4% for the first time since 2008.

Washington County Average Annual Unemployment Rate



Source: BLS LAUS Data

Population By Ethnicity - 2018

	Downtown Bartlesville		Bartlesville city, OK		Washington County, OK		Oklahoma	
	Count	Share	Count	Share	Count	Share	Count	Share
Population by Ethnicity	2,933		36,545		52,231		3,959,551	
White	1,993	68.0%	26,376	72.2%	37,825	72.4%	2,585,858	65.3%
Black or African American	150	5.1%	1,156	3.2%	1,291	2.5%	295,107	7.5%
American Indian and Alaska Native	256	8.7%	3,085	8.4%	5,212	10.0%	325,736	8.2%
Asian	26	0.9%	1,115	3.1%	1,262	2.4%	90,476	2.3%
Native Hawaiian and Other Pacific Islander	2	0.1%	18	0.0%	23	0.0%	5,638	0.1%
Some Other Race	8	0.3%	28	0.1%	30	0.1%	3,084	0.1%
Two or More Races	245	8.4%	2,067	5.7%	3,298	6.3%	224,287	5.7%
Hispanic or Latino	253	8.6%	2,700	7.4%	3,290	6.3%	429,365	10.8%

Source: PCensus for ArcView

Downtown Bartlesville has a slightly more ethnically diverse population than the city as a whole. The city of Bartlesville contains at least 1,000 people in every US Census-tracked major ethnic group with the exception of Native Hawaiian or Pacific Islander. Downtown, Bartlesville, and Washington County do not contain an especially different ethnic makeup than the state of Oklahoma as a whole.

Population By Sex - 2018

	Downtown Bartlesville		Bartlesville city, OK		Washington County, OK		Oklahoma	
	Count	Share	Count	Share	Count	Share	Count	Share
Population by Sex	2,933		36,545		52,231		3,959,551	
Male	1,500	51.1%	17,640	48.3%	25,474	48.8%	1,960,452	49.5%
Female	1,433	48.9%	18,905	51.7%	26,757	51.2%	1,999,099	50.5%

Source: PCensus for ArcView

Males outnumber females slightly in Downtown Bartlesville, in contrast to the makeup of the populations in the city of Bartlesville, Washington County, and the state of Oklahoma. As expected, the numbers of men and women in each of these geographies is near equal.

Total Population - 2018

	Downtown Bartlesville		Bartlesville city, OK		Washington County, OK		Oklahoma	
	Count	Share	Count	Share	Count	Share	Count	Share
Population by Age	2,933		36,545		52,231		3,959,551	
Age 0 to 4	208	7.1%	2,361	6.5%	3,300	6.3%	270,025	6.8%
Age 5 to 9	200	6.8%	2,418	6.6%	3,386	6.5%	268,695	6.8%
Age 10 to 14	208	7.1%	2,459	6.7%	3,466	6.6%	267,882	6.8%
Age 15 to 17	125	4.3%	1,455	4.0%	2,063	4.0%	160,032	4.0%
Age 18 to 20	113	3.8%	1,420	3.9%	1,974	3.8%	170,726	4.3%
Age 21 to 24	147	5.0%	1,780	4.9%	2,544	4.9%	224,663	5.7%
Age 25 to 34	530	18.1%	4,473	12.2%	6,218	11.9%	530,579	13.4%
Age 35 to 44	404	13.8%	4,359	11.9%	6,026	11.5%	491,436	12.4%
Age 45 to 54	334	11.4%	4,091	11.2%	6,028	11.5%	467,618	11.8%
Age 55 to 64	343	11.7%	4,682	12.8%	6,986	13.4%	488,903	12.4%
Age 65 to 74	213	7.3%	3,617	9.9%	5,412	10.4%	365,208	9.2%
Age 75 to 84	75	2.6%	2,281	6.2%	3,308	6.3%	182,216	4.6%
Age 85 and over	35	1.2%	1,149	3.1%	1,520	2.9%	71,568	1.8%
Age 16 and over	2,276	77.6%	28,831	78.9%	41,404	79.3%	3,100,478	78.3%
Age 18 and over	2,192	74.7%	27,852	76.2%	40,016	76.6%	2,992,917	75.6%
Age 21 and over	2,079	70.9%	26,432	72.3%	38,042	72.8%	2,822,191	71.3%
Age 65 and over	323	11.0%	7,047	19.3%	10,240	19.6%	618,992	15.6%
Median Age	33.80		39.37		40.25		36.77	
Average Age	35.91		40.40		40.80		38.30	

Source: PCensus for ArcView

While Bartlesville and Washington County populations are notably older than the state of Oklahoma as a whole, the Downtown Bartlesville area contains a much younger population. This age difference is largely driven by a greater share of the population being in the age 25 to 34 range, but Downtown Bartlesville also contains a greater share of people under age 18 than even the state of Oklahoma. Nearly 1 in 5 residents of Bartlesville and Washington County are over the age of 65 while in Downtown that figure is closer to 1 in 10.

Population By Educational Attainment - 2018

	Downtown Bartlesville		Bartlesville city, OK		Washington County, OK		Oklahoma	
	Count	Share	Count	Share	Count	Share	Count	Share
Pop Age 25+ by Edu. Attainment	1,933		24,652		35,498		2,597,528	
Less than 9th grade	118	6.1%	404	1.6%	722	2.0%	110,917	4.3%
Some High School, no diploma	334	17.3%	1,864	7.6%	2,742	7.7%	221,330	8.5%
High School Graduate (or GED)	657	34.0%	7,442	30.2%	12,059	34.0%	824,240	31.7%
Some College, no degree	365	18.9%	5,407	21.9%	7,678	21.6%	616,160	23.7%
Associate Degree	115	6.0%	1,879	7.6%	2,733	7.7%	190,669	7.3%
Bachelor's Degree	277	14.3%	5,256	21.3%	6,613	18.6%	424,686	16.4%
Master's Degree	56	2.9%	1,770	7.2%	2,210	6.2%	149,904	5.8%
Professional School Degree	0	0.0%	147	0.6%	196	0.6%	34,090	1.3%
Doctorate Degree	10	0.5%	483	2.0%	545	1.5%	25,532	1.0%

Source: PCensus for ArcView

Downtown Bartlesville contains nearly as many residents who do not have a high school diploma as it does residents with a college degree. The city of Bartlesville as a whole, however, is very well educated. Over 30% of the population age 25 and older has a 4 year college degree and nearly 10% have a post-graduate degree. Washington County as a whole is nearly as well-educated as Bartlesville, owing much but not all of that to Bartlesville containing a majority of the county's population.

Population By Marital Status - 2018

	Downtown Bartlesville		Bartlesville city, OK		Washington County, OK		Oklahoma	
	Count	Share	Count	Share	Count	Share	Count	Share
Pop Age 15+ by Marital Status	2,317		29,307		42,079		3,152,949	
Total, Never Married	826	35.7%	6,810	23.2%	9,247	22.0%	893,982	28.4%
Males, Never Married	486	21.0%	3,826	13.1%	5,218	12.4%	495,134	15.7%
Females, Never Married	340	14.7%	2,984	10.2%	4,029	9.6%	398,848	12.7%
Married, Spouse present	521	22.5%	14,578	49.7%	22,146	52.6%	1,480,988	47.0%
Married, Spouse absent	284	12.2%	1,364	4.7%	1,711	4.1%	150,727	4.8%
Widowed	178	7.7%	2,399	8.2%	3,228	7.7%	207,908	6.6%
Males, Widowed	40	1.8%	466	1.6%	612	1.5%	49,741	1.6%
Females, Widowed	138	6.0%	1,933	6.6%	2,616	6.2%	158,167	5.0%
Divorced	507	21.9%	4,156	14.2%	5,747	13.7%	419,344	13.3%
Males, Divorced	251	10.8%	1,690	5.8%	2,477	5.9%	188,024	6.0%
Females, Divorced	256	11.1%	2,466	8.4%	3,270	7.8%	231,320	7.3%

Source: PCensus for ArcView

Downtown Bartlesville contains a much higher share of singles than the other geographies. It also contains a much higher share of divorcees and married people whose spouse is absent. A majority of Bartlesville, Washington County, and Oklahoma residents are married.

Household growth has outpaced population growth in both Downtown Bartlesville and in the city, contributing to a slightly decreasing average household size. Overall household growth in Downtown, Bartlesville, and Washington County has lagged behind the state of Oklahoma as a whole.

Total Households - 2018

	Downtown Bartlesville	Bartlesville city, OK	Washington County, OK	Oklahoma
2023 Projection	1,333	15,775	22,118	1,598,227
2018 Estimate	1,290	15,406	21,611	1,543,816
2010 Census	1,234	14,985	21,036	1,460,450
2000 Census	1,290	14,660	20,178	1,342,293
Growth 2018-2023	3.3%	2.4%	2.4%	3.5%
Growth 2010-2018	4.6%	2.8%	2.7%	5.7%
Growth 2000-2010	-4.4%	2.2%	4.3%	8.8%

Source: PCensus for ArcView

Households By Type - 2018

	Downtown Bartlesville		Bartlesville city, OK		Washington County, OK		Oklahoma	
	Count	Share	Count	Share	Count	Share	Count	Share
Households by Household Type	1,290		15,406		21,611		1,543,816	
Family Households	628	48.7%	9,997	64.9%	14,504	67.1%	1,034,331	67.0%
Nonfamily Households	662	51.3%	5,409	35.1%	7,107	32.9%	509,485	33.0%
Family HH Type by Presence of Own Children	628		9,997		14,504		1,034,331	
Married-Couple Family, own children	148	23.5%	2,748	27.5%	3,949	27.2%	308,802	29.9%
Married-Couple Family, no own children	220	35.1%	4,855	48.6%	7,334	50.6%	461,057	44.6%
Male Householder, own children	43	6.8%	349	3.5%	488	3.4%	41,247	4.0%
Male Householder, no own children	30	4.8%	258	2.6%	382	2.6%	35,656	3.5%
Female Householder, own children	113	18.0%	1,049	10.5%	1,366	9.4%	107,410	10.4%
Female Householder, no own children	74	11.7%	738	7.4%	985	6.8%	80,159	7.8%

Source: PCensus for ArcView

Downtown Bartlesville is the only geography where less than 50% of households are family households (households in which a spouse, child, or other family member is present). While Downtown Bartlesville contains fewer married couple families, both with and without children, than the other geographies, it contains a much higher share of single parent households. Nearly 1 in 4 Downtown Bartlesville family households are single-parent households while no other geography contains more than 15%.

Households By Size - 2018

	Downtown Bartlesville		Bartlesville city, OK		Washington County, OK		Oklahoma	
	Count	Share	Count	Share	Count	Share	Count	Share
Households by Household Size	1,290		15,406		21,611		1,543,816	
1-person	543	42.1%	4,821	31.3%	6,286	29.1%	425,558	27.6%
2-person	370	28.7%	5,490	35.6%	7,908	36.6%	526,476	34.1%
3-person	162	12.6%	2,192	14.2%	3,181	14.7%	246,850	16.0%
4-person	117	9.1%	1,697	11.0%	2,440	11.3%	191,183	12.4%
5-person	52	4.1%	764	5.0%	1,129	5.2%	94,528	6.1%
6-person	22	1.7%	300	2.0%	452	2.1%	37,589	2.4%
7-or-more-person	23	1.8%	142	0.9%	215	1.0%	21,632	1.4%
Est. Average Household Size	2.18		2.33		2.38		2.49	

All of the Bartlesville area geographies contain smaller households on average than the state of Oklahoma as a whole. This is especially pronounced by these areas' greater shares of 1-person households (single people) and smaller shares of 3 and 5-person households.

Household Income - 2018

	Downtown Bartlesville		Bartlesville city, OK		Washington County, OK		Oklahoma	
	Count	Share	Count	Share	Count	Share	Count	Share
Households by HH Income	1,290		15,406		21,611		1,543,816	
Less than \$15,000	265	20.5%	1,606	10.4%	2,173	10.1%	192,077	12.4%
\$15,000 to \$24,999	233	18.1%	1,646	10.7%	2,322	10.7%	169,508	11.0%
\$25,000 to \$34,999	220	17.1%	1,704	11.1%	2,347	10.9%	162,022	10.5%
\$35,000 to \$49,999	158	12.2%	2,149	14.0%	3,103	14.4%	224,374	14.5%
\$50,000 to \$74,999	202	15.7%	2,679	17.4%	3,759	17.4%	283,167	18.3%
\$75,000 to \$99,999	110	8.6%	1,807	11.7%	2,543	11.8%	185,609	12.0%
\$100,000 to \$124,999	42	3.3%	1,342	8.7%	1,896	8.8%	123,282	8.0%
\$125,000 to \$149,999	25	2.0%	909	5.9%	1,288	6.0%	73,209	4.7%
\$150,000 to \$199,999	19	1.5%	658	4.3%	935	4.3%	62,930	4.1%
\$200,000 to \$249,999	8	0.6%	331	2.2%	466	2.2%	27,921	1.8%
\$250,000 to \$499,999	6	0.4%	371	2.4%	510	2.4%	28,087	1.8%
\$500,000 or more	1	0.1%	204	1.3%	269	1.2%	11,630	0.8%
Average Household Income	\$45,208		\$79,248		\$79,040		\$71,605	
Median Household Income	\$31,677		\$55,580		\$55,723		\$52,112	

Source: PCensus for ArcView

Income in the city of Bartlesville compares favorably with the State of Oklahoma as a whole while income among downtown area residents is significantly lower than the other geographies. Nearly 1 quarter of households in Bartlesville earn more than \$100,000 per year while less than 8% of the households in downtown fall into that category.

Households By Presence Of Children - 2018

	Downtown Bartlesville		Bartlesville city, OK		Washington County, OK		Oklahoma	
	Count	Share	Count	Share	Count	Share	Count	Share
Households by Presence of People Under 18	1,290		15,406		21,611		1,543,816	
Households with 1 or more People under Age 18	346	26.8%	4,596	29.8%	6,486	30.0%	516,703	33.5%
Households with No People under Age 18	944	73.2%	10,810	70.2%	15,125	70.0%	1,027,113	66.5%
Households with 1 or more People under Age 18	346		4,596		6,486		516,703	
Married-Couple Family	164	47.3%	2,939	64.0%	4,255	65.6%	335,029	64.8%
Other Family, Male Householder	49	14.1%	392	8.5%	550	8.5%	48,087	9.3%
Other Family, Female Householder	128	37.0%	1,213	26.4%	1,608	24.8%	128,526	24.9%
Nonfamily, Male Householder	6	1.6%	40	0.9%	57	0.9%	3,763	0.7%
Nonfamily, Female Householder	0	0.0%	12	0.3%	16	0.3%	1,298	0.3%
Households with No People under Age 18	944		10,810		15,125		1,027,113	
Married-Couple Family	204	21.7%	4,668	43.2%	7,026	46.5%	434,764	42.3%
Other Family, Male Householder	23	2.4%	213	2.0%	315	2.1%	28,811	2.8%
Other Family, Female Householder	59	6.2%	575	5.3%	746	4.9%	59,074	5.8%
Nonfamily, Male Householder	331	35.1%	2,138	19.8%	2,959	19.6%	240,119	23.4%
Nonfamily, Female Householder	327	34.6%	3,216	29.8%	4,079	27.0%	264,345	25.7%

Source: PCensus for ArcView

While children are actually a greater share of the population in Downtown Bartlesville than in the other geographies, they are located in a smaller share of households than in any of the others. Just over 1 quarter of Downtown Bartlesville households have children under the age of 18 living in them and less than a majority of these households are married couples. Over half of families with children in the downtown area are led by single or unmarried parents. Married couples with and without children are prevalent in the other geographies and Bartlesville and Washington County are quite similar in these demographics to the state of Oklahoma as a whole.

HOUSING MARKET

Overall Market and Demographics

The housing market and housing characteristics can also be examined using the same four geographies used to examine in the population and household demographics. This allows for comparison of Downtown Bartlesville and the city of Bartlesville with Washington County and with the state of Oklahoma. Generally, the city of Bartlesville is quite comparable to the state of Oklahoma as a whole in most housing characteristics. Downtown Bartlesville, however, does not compare quite so favorably, which represents both challenges and opportunities. Challenges include low occupancy, a high share of rented housing (often owned by less engaged or out of town landlords), aging older homes, and the quality issues that often accompany such housing. Opportunities include relatively abundant affordable housing in a prime central location, the nostalgic and historic appeal of older homes and housing structures, and an existing nearly-even mix of single and multifamily housing that can serve residents interested in or in need of either of the two types of housing.

Housing And Tenure - 2018

	Downtown Bartlesville		Bartlesville city, OK		Washington County, OK		Oklahoma	
	Count	Share	Count	Share	Count	Share	Count	Share
Total Housing Units	1,681		17,291		24,152		1,761,134	
Occupied Housing Units	1,290	76.7%	15,406	89.1%	21,611	89.5%	1,543,816	87.7%
Occupied Housing Units by Tenure	1,290		15,406		21,611		1,543,816	
Owner-Occupied	487	37.7%	10,766	69.9%	15,894	73.6%	1,041,451	67.5%
Renter-Occupied	803	62.3%	4,640	30.1%	5,717	26.5%	502,365	32.5%
Avg. Length of Residence								
Owner-Occupied	11		13		13		12	
Renter-Occupied	4		3		3		4	

Source: PCensus for ArcView

Housing occupancy and ownership rates in Bartlesville are slightly higher than the state of Oklahoma as a whole and significantly higher than they are in Downtown Bartlesville. Downtown Bartlesville's bias toward renter-occupied households was expected, but the fact that the average length of residence in the area does not differ significantly than the other three geographies was not. Renting households in the downtown area actually stay in their residence longer on average than renters in the city of Bartlesville as a whole.

Housing Value - 2018

	Downtown Bartlesville		Bartlesville city, OK		Washington County, OK		Oklahoma	
	Count	Share	Count	Share	Count	Share	Count	Share
Owner Occupied Housing Units by Value	487		10,766		15,894		1,041,451	
Value Less than \$20,000	45	9.2%	352	3.3%	700	4.4%	42,699	4.1%
Value \$20,000 to \$39,999	125	25.7%	596	5.5%	827	5.2%	55,943	5.4%
Value \$40,000 to \$59,999	96	19.8%	650	6.0%	982	6.2%	66,796	6.4%
Value \$60,000 to \$79,999	88	18.0%	1,054	9.8%	1,600	10.1%	86,989	8.4%
Value \$80,000 to \$99,999	19	4.0%	1,315	12.2%	1,754	11.0%	109,367	10.5%
Value \$100,000 to \$149,999	71	14.7%	2,878	26.7%	3,891	24.5%	218,183	21.0%
Value \$150,000 to \$199,999	16	3.3%	1,629	15.1%	2,410	15.2%	175,787	16.9%
Value \$200,000 to \$299,999	20	4.2%	1,394	13.0%	2,254	14.2%	157,474	15.1%
Value \$300,000 to \$399,999	5	1.0%	505	4.7%	737	4.6%	61,109	5.9%
Value \$400,000 to \$499,999	1	0.2%	202	1.9%	338	2.1%	28,948	2.8%
Value \$500,000 to \$749,999	0	0.0%	136	1.3%	229	1.4%	21,143	2.0%
Value \$750,000 to \$999,999	0	0.0%	41	0.4%	87	0.6%	8,169	0.8%
Value \$1,000,000 to \$1,499,999	0	0.0%	10	0.1%	60	0.4%	4,916	0.5%
Value \$1,500,000 to \$1,999,999	0	0.0%	3	0.0%	22	0.1%	1,926	0.2%
Value \$2,000,000 or more	0	0.0%	1	0.0%	3	0.0%	2,002	0.2%
Median All Owner-Occupied Housing Unit Value	\$55,322		\$124,479		\$126,234		\$135,408	

Source: PCensus for ArcView

Bartlesville and Washington County owner-occupied housing is valued slightly lower than in the state of Oklahoma as whole and dramatically higher than in the Downtown Bartlesville “square”. Greater than 50% of housing units in the downtown area are valued under \$60,000 while less than 16% of housing units in the remaining geographies fall into that category. Just over 20% of Bartlesville homes are worth more than \$200,000.

Housing Type - 2018

	Downtown Bartlesville		Bartlesville city, OK		Washington County, OK		Oklahoma	
	Count	Share	Count	Share	Count	Share	Count	Share
Housing Units by Units in Structure	1,681		17,291		24,152		1,761,134	
1 Unit Attached	26	1.5%	496	2.9%	560	2.3%	35,769	2.0%
1 Unit Detached	906	53.9%	13,693	79.2%	18,952	78.5%	1,281,070	72.7%
2 Units	81	4.8%	211	1.2%	272	1.1%	35,095	2.0%
3 or 4 Units	77	4.6%	559	3.2%	627	2.6%	43,965	2.5%
5 to 19 Units	374	22.3%	1,027	5.9%	1,068	4.4%	127,938	7.3%
20 to 49 Units	118	7.0%	489	2.8%	495	2.1%	34,068	1.9%
50 or More Units	69	4.1%	400	2.3%	417	1.7%	33,461	1.9%
Mobile Home or Trailer	31	1.9%	403	2.3%	1,713	7.1%	167,239	9.5%
Boat, RV, Van, etc.	0	0.0%	13	0.1%	48	0.2%	2,529	0.1%
Dominant structure type	1 Unit Detached		1 Unit Detached		1 Unit Detached		1 Unit Detached	

Source: PCensus for ArcView

Befitting an area with more renters than owner, Downtown Bartlesville contains a much higher share of multifamily housing units than the other geographies. Despite this and the area's high share of renters, a majority of housing units in the downtown area are single family homes. Around 80% of all housing units in the city and county are single family homes. Mobile homes are far less common in Bartlesville than they are outside of it and single family attached homes are located in Bartlesville at slightly greater rates than elsewhere.

Housing Age - 2018

	Downtown Bartlesville		Bartlesville city, OK		Washington County, OK		Oklahoma	
	Count	Share	Count	Share	Count	Share	Count	Share
Housing Units by Year Structure Built	1,681		17,291		24,152		1,761,134	
Built 2014 or Later	26	1.5%	558	3.2%	724	3.0%	86,687	4.9%
Built 2010 to 2013	49	2.9%	288	1.7%	422	1.8%	38,308	2.2%
Built 2000 to 2009	131	7.8%	1,404	8.1%	2,447	10.1%	248,942	14.1%
Built 1990 to 1999	55	3.3%	1,024	5.9%	1,757	7.3%	200,691	11.4%
Built 1980 to 1989	75	4.4%	2,314	13.4%	3,301	13.7%	252,622	14.3%
Built 1970 to 1979	251	14.9%	3,340	19.3%	4,629	19.2%	324,374	18.4%
Built 1960 to 1969	65	3.9%	2,256	13.1%	3,045	12.6%	200,314	11.4%
Built 1950 to 1959	177	10.6%	3,050	17.6%	3,872	16.0%	178,084	10.1%
Built 1940 to 1949	166	9.9%	1,241	7.2%	1,613	6.7%	95,018	5.4%
Built 1939 or Earlier	686	40.8%	1,816	10.5%	2,342	9.7%	136,094	7.7%
Median Year Structure Built	1949		1971		1973		1978	
Dominant Year Structure Built	1939 or Earlier		1970 to 1979		1970 to 1979		1970 to 1979	

Source: PCensus for ArcView

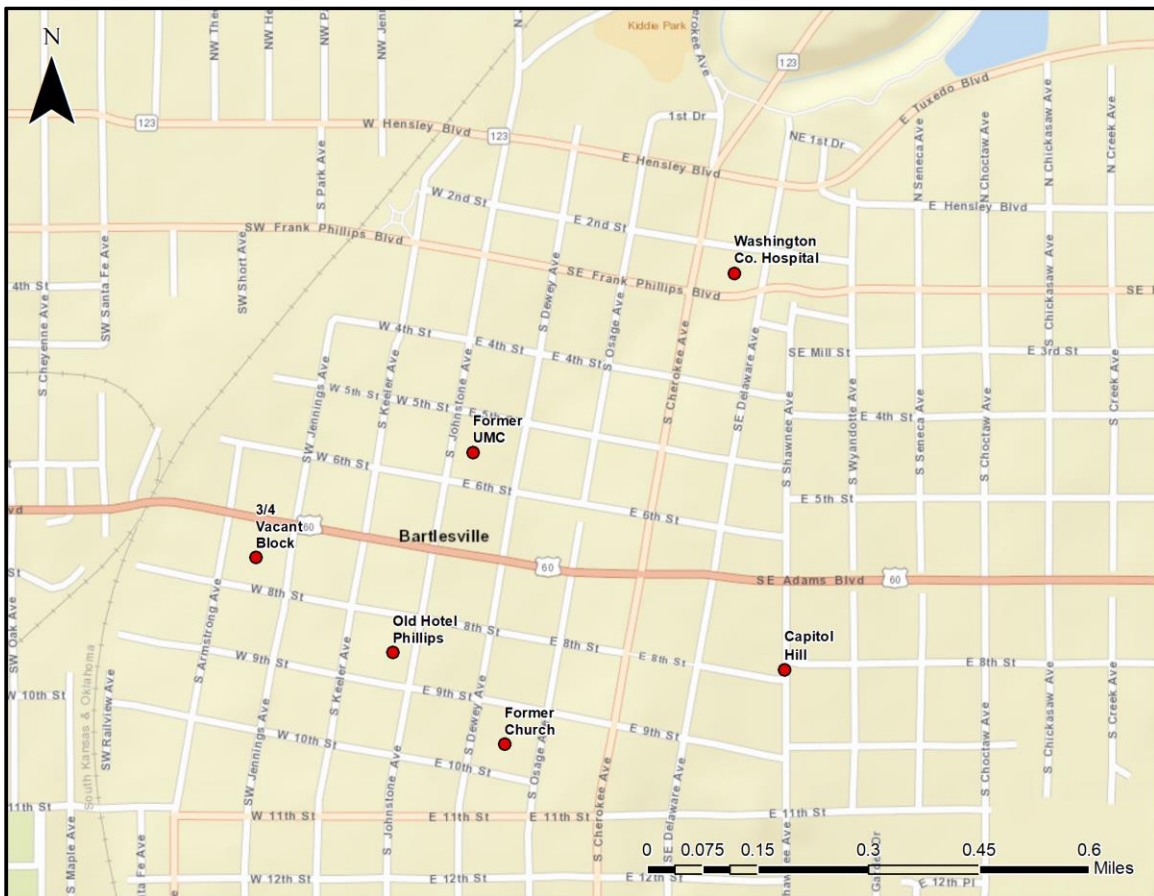
Housing in Bartlesville is slightly older than in the state of Oklahoma as a whole, though it shares the 1970s as the decade in which the largest number of existing homes were built. Downtown Bartlesville housing is particularly aged, with many housing units having been built prior to World War II. A majority of units were built before 1950 and over 80% were built prior to 1980. Renovated homes and buildings, whether originally used for housing or not, are considered by this data to have been built when the structure was originally constructed. There are many renovated homes and housing converted from former commercial spaces located in Downtown Bartlesville and thus a good number of “new” housing in the downtown area is located in structures tracked as being much older than the public perception of the housing’s age. Older housing structures often have quality challenges and may require extensive renovations if such have not yet been performed but they do often hold tremendous appeal to potential residents who value their antique architecture and nostalgic appeal.

Downtown Housing

CDS examined the housing in Downtown Bartlesville particularly closely, focusing primarily on the area during the CDS team’s visit to Bartlesville in November. This focus included touring the area, gathering first hand data on downtown housing, and interviewing several property owners, housing developers, employers, and stakeholders in and of the Downtown Bartlesville area. During CDS’ two-day visit, a total 15 meetings were conducted in addition to the other listed research activities. CDS also held several telephone calls with additional parties involved in downtown housing after the November visit. Generally, downtown housing stakeholders were pleased with the market, noting that the pricing/rents and occupancies of projects they were involved with were relatively healthy and were optimistic about Downtown Bartlesville’s appeal to potential new residents and the potential for new housing development in the area in the future.

CDS was also given a list of potential housing opportunity sites to examine by the BRTA, seen on the map below. These included two closed church sites, the historic Washington County Hospital building, a large vacant parcel of land on the far west edge of the Downtown Study Area, the largely single family Capitol Hill neighborhood on downtown’s east and southeast sides and the old Hotel Phillips building, which is currently operating as the underutilized Johnstone Apartments. Both the west side vacant tract and the Capitol Hill neighborhood provide ample opportunities for potential single family home development near Downtown Bartlesville, with Capitol Hill also holding a number of older, underused homes with renovation or redevelopment potential. The remaining properties are more suited for multifamily housing, which is discussed on the following page.

Bartlesville Downtown Housing Project Opportunities



Downtown Multifamily

Based on research by CDS and the BRTA, there are 505 existing multifamily rental units in the Downtown Bartlesville Study area, scattered across 44 projects. These projects are listed in the table below and on the following pages, along with the characteristics that CDS and the BRTA were able to obtain on the projects.

These units are located in a diverse mix of building types. Most of are located in structures with fewer than 10 units apiece and several are in loft-style conversions of former commercial space in older and historic downtown buildings. These conversion units are often times placed above renovated retail space. There are also more modern garden style apartment projects and several small duplex and quadplex properties. The Johnstone Apartments in the old Hotel Phillips building constitute a mid-rise residential structure. Despite being located in Downtown Bartlesville with its relatively limited amount of private parking, most projects state that they have parking available onsite for residents.

Most downtown multifamily rental units are priced between \$700 and \$900 and over 700 square feet. Most common are 1 bedroom units, but many projects also have 2 bedroom units. Other configurations are rare. Most are market rate properties but several are Low Income Housing Tax Credit projects and one (Torrey Place) is an age-restricted seniors community. Interviews with select property owners and landlords in the Downtown Study Area indicated that occupancies and rents in their properties were generally healthy. Demographically, according to these interviews, these units are rented to wide mix of ages, from young professionals and families to retirees, though most renters in these units are described as middle-aged. While singles were quite common in most projects, most tenants were described as being couples. Very few households had children, outside of those in Low Income Housing Tax Credit properties such as The Linden Apartments. Many tenants in the higher-priced and market-rate units are white collar workers employed in Bartlesville's downtown offices. Few landlords described their tenants as being exclusively or even largely employed by Phillips 66 or ConocoPhillips as full time or contract employees, though they understood that as a popular perception. Rather, these tenants were described as working for a diverse set of employers and several were noted to be self-employed small business owners. Residents in properties with lower rents were largely described as blue collar workers and it was indicated that few work in service industry jobs. Manufacturing was the industry most often cited for employing these tenants. All landlord and multifamily developer interviewees cited the Downtown Bartlesville location of their projects as a positive for their tenants, especially with its proximity to employment and the general walkability of the area.

Existing Downtown Multifamily Rental Properties

Name	Address	Type	Size (SF)	# of Units	Year Built	Parking	Price
13th Street Apartments	621 E 13th St.	1 Bed / 1 Bath	675	10	1970	Yes	
		2 Bed / 1 Bath	850	14	1970	Yes	
401, 403, 405, 407 E 9th Street	401-407 E 9th St.	2 Bed / 2 Bath	1000+	4		Yes	
404 & 410 SE Seneca Avenue	404 SE Seneca Ave.	1 Bed / 1 Bath		12	1975	Yes	
423 South Creek Avenue	423 South Creek Ave.			4	1970	Yes	
425 South Seneca	425 South Seneca	2 Bed / 1 Bath	900	4	1970	Yes	\$600-\$725
508 East 4th Street	508 East 4th St.			5	1950	Yes	
511 South Wyandotte Avenue	511 South Wyandotte Ave.	1 Bed / 1 Bath		2		Yes	\$650
520 East 6th Street	520 East 6th St.			6	1988	Yes	

Name	Address	Type	Size (SF)	# of Units	Year Built	Parking	Price
603, 605, 607 South Adams Blvd.	603-607 South Adams Blvd.	1 Bed / 1 Bath		3	2016	Yes	\$1,100
817 East 4th Street	817 East 4th St.	2 Bed / 2 Bath		5	1970	Yes	
821 South Dewey Avenue	821 South Dewey Ave.			6	1940	Yes	
915 South Dewey Avenue	915 South Dewey Ave.	1 Bed / 1 Bath	800	8	1963	Yes	\$525
Adams Apartments	217-219 South Adams Blvd.	1 Bed / 1 Bath	800	4	1922	Yes	\$795
Adams Place	201 Adams Blvd.	1 Bed / 1 Bath	675	6	1948	No	\$500
Aubrey Meadows	822 South Jennings Ave.	3 Beds / 2 Baths	1100	2	2010	Yes	\$775
Buffalo Run I	409-419 South Wyandotte Ave.	1 Bed / 1 Bath	800	12	2014	Yes	\$700
Buffalo Run II	420-424 South Wyandotte Ave.	2 Bed / 2.5 Baths	1075	8	2016	Yes	\$900
Buford Lofts	200 East 2nd St.	Studio/1B/1B	600	12		No	\$685
Cara Manor	320 South Wyandotte Ave.	1 Bed / 1 Bath	725	20	1978	Yes	\$475
Carver Chateaux	704-708 South Osage Ave.	1 Bed / 1 Bath		6	1917	Yes	
Copper Tree Apartments	412-416 South Wyandotte Ave.	1 Bed / 1 Bath		18	1972	Yes	
Cox Apartments	900 South Johnstone Ave.	1 Bed / 1 Bath	800	9	1955	Yes	\$525
		2 Bed / 2 Bath		2	1955	Yes	
Creek Apartments	324 South Creek Ave.			6	1983	Yes	
Curtis Lofts	122 SE Frank Phillips Blvd.	1 Bed / 1 Bath	600	6		No	\$750
Dizmang Apartments	229 SE Frank Philips Blvd.	1 Bed / 1 Bath	450	5		No	\$500
Georgian Arms	500 SE Shawnee Ave.	1 Bed / 1 Bath	650	12	1963	Yes	\$575
		2 Bed / 2 Bath	800	8	1963	Yes	\$775
Harper Heights	822 South Armstrong Ave.	3 Beds / 2 Baths	1100	2	2010	Yes	\$775
Karate Loft	112 East 2nd St.	2 Bed / 2 Bath	1800	1	2005	Yes	\$1,800
Linden Apartments	812 East 8th St.	2 Bed / 2 Bath	1065	40		Yes	\$685
Maple Leaf Apartments	800-812 SE 4th St.	1 Bed / 1 Bath		12	1970	Yes	
McCoy Lofts	304 South Dewey Ave.	2 Bed / 2 Bath	1025	2	2009	No	\$1,100
Nadia's Lofts	308 South Dewey Ave.	1 Bed / 1 Bath	650	4		No	\$750
Noble Lofts	117 West 2nd St.	Studio	735	3	2016	No	\$800
		1 Bed / 1 Bath	835-1025	8	2016	No	\$950
Pierce Place Apartments	313-315 South Chickasaw Ave.	1 Bed / 1 Bath	675	18	1974	Yes	\$450
Redbud Apartments	416 South Shawnee Ave.	1 Bed / 1 Bath	575	6	1970	Yes	\$575
		2 Bed / 1 Bath	700	4	1968	Yes	\$700
Sandalwood Apartments	707 South Chickasaw Ave.	2 Bed / 1 Bath	850	22	1985	Yes	\$525

Name	Address	Type	Size (SF)	# of Units	Year Built	Parking	Price
The Cardinal Apartments	1024 South Jennings Ave.	2 Bed / 1 Bath	1000	4	1918	Yes	\$775
The Cardinal Apartments	1024 South Jennings Ave.	2 Bed / 1 Bath		1	1920	Yes	\$775
The Johnstone Apartments	821 South Johnstone Ave.	Studio	363	7	1960	Yes	\$700
		1 Bed / 1 Bath	528	15	1960	Yes	\$850
		2 Bed / 2 Bath	750-1084	30	1960	Yes	\$944
The Lodges Apartments (Delaware Tribe - Low income Housing)	1026 South Johnstone Ave.	1 Bed / 1 Bath		12	1960	Yes	
The Montana	500-503 South Cherokee Ave.	2 Bed / 2 Bath		4	1915	Yes	\$595
The Ritz Apartments	201 E 10th St.	Studio		1	1939	Yes	
		1 Bed / 1 Bath	750	20	1939	Yes	\$550+
		2 Bed / 1 Bath	825	4	1939	Yes	\$600+
Torrey Place Apartments	901 SE 3rd St.			22	1985	Yes	
Wasemiller Lofts	204 East 2nd St.	1 Bed / 1 Bath	750	4		Yes	\$750
Williams Apartments	1115 South Adams Blvd.			8	1978	Yes	
Wolf Creek Apartments	805-809 South Creek Ave.	1 Bed / 1 Bath	750	32	1980	Yes	
TOTAL UNITS			505				

SURVEY RESULTS

CDS conducted an online survey in Bartlesville from January 8, 2019 through January 28, 2019. The survey was intended to reach Bartlesville residents and, especially, people employed in the Bartlesville. There were 629 responses to the survey. The results and commentary on them are presented below and on the following pages. A crosstabulation analysis examining the differences in downtown housing interest across several demographic variables is included in the Appendix.

Survey Questions and Results

1. What best describes your employment status and work location?

	Share	Count
Employed full time at local Bartlesville employer	85.7%	538
Employed part time at local Bartlesville employer(s)	4.0%	25
Student / intern	0.6%	4
Independent local contractor working outside your home	1.4%	9
Out of town visiting contractor at local Bartlesville employer	0.5%	3
Work at home (for yourself or an employer)	3.7%	23
Not currently employed but looking	1.4%	9
Retired or unable to work outside the home	2.7%	17
Answered		628
Skipped		1

Nearly 90% of respondents had a job that was explicitly located in Bartlesville. Very few survey respondents were retired.

2. About how long have you been employed by your current employer? (check one)

	Share	Count
less than one year	9.1%	54
1 - 2.9 years	13.7%	81
3 - 4.9 years	14.6%	86
5 - 9.9 years	21.5%	127
10 - 14.9 years	15.1%	89
15 years or more	26.1%	154
Answered		591
Skipped		38

A notable majority of employed survey respondents have been working at their present employer for greater than 5 years. People with 15 years of experience or more at a single company made up greater than 1 in 4 respondents.

3. How long do you expect to continue working and/or attending school in Bartlesville?

	Share	Count
Less than 18 months	3.7%	22
18 months – 3 years	6.6%	39
3 – 5 years	12.4%	73
More than 5 years	77.3%	455
Answered		589
Skipped		40

An overwhelming majority of respondents intend to stay in Bartlesville for the foreseeable future, more than 5 years out.

4. Is your employer or school in Downtown Bartlesville?

	Share	Count
Yes	69.4%	409
No	30.6%	180
	Answered	589
	Skipped	40

Most respondents work in Downtown Bartlesville as defined by the “square” seen in the map on page 3.

5. How far do you commute to work or school each day? (check one)

	Share	Count
0 to 5 miles	53.8%	318
5 to 10 miles	33.2%	196
10 to 25 miles	8.5%	50
25 or more miles	4.6%	27
	Answered	591
	Skipped	38

Few respondents commute more than 10 miles to their job and a majority commute less than 5 miles. This suggests that few Bartlesville employees live outside of the city or its immediate surrounding area.

6. Do you currently own, rent, or have another living arrangement?

	Share	Count
Own	81.2%	484
Rent	15.1%	90
Other living arrangement	3.7%	22
	Answered	596
	Skipped	33

An overwhelming majority of respondents own their homes rather than rent.

7. What is the amount of your household’s monthly mortgage or rent payment?

	Share	Count
Under \$500	8.1%	48
\$500 - \$599	7.6%	45
\$600 - \$699	8.7%	52
\$700 - \$799	8.2%	49
\$800 - \$899	8.1%	48
\$900 - \$999	4.2%	25
\$1,000 - \$1,099	6.1%	36
\$1,100 - \$1,199	7.6%	45
\$1,200 - \$1,299	6.6%	39
\$1,300 - \$1,399	3.2%	19
\$1,400 - \$1,499	4.2%	25
\$1,500 - \$1,749	4.5%	27
\$1,750 - \$1,999	2.9%	17
\$2,000 or more	4.7%	28
Not applicable	15.5%	92
Answered		595
Skipped		34

Several respondents do not or no longer make rent or mortgage payments. A slightly greater share of respondents pay less than \$1,000 per month than pay greater than \$1,000 per month.

8. Please describe the physical structure of your current residence:

	Share	Count
Site-built single family detached home	87.8%	523
Attached townhome or rowhouse	1.7%	10
Duplex / triplex / fourplex	1.7%	10
Small multi-unit property (5-9 units)	1.7%	10
Moderate-sized multi-unit property (10-30 units)	1.3%	8
Large multifamily complex (over 30 units)	1.0%	6
Mobile or manufactured home on long term / permanent site	3.0%	18
Recreational vehicle / trailer in temporary or seasonal location	0.2%	1
Other (please specify)	1.7%	10
Answered		596
Skipped		33

Over 90% of respondents live in a single family home or some other type of non-multi-unit structure. This is a somewhat greater share of respondents than the share that own their homes, illustrating that some of these single family homes are rented.

Q8 - Other (please specify)	
Loft above a store (2 unit)	Condo
Downtown apartment (4 units)	house with one acre
Condominium Community	apartment
x	Residential Area
Downtown 1 Br. Apt. Above business	Apartment above downtown building

9. Please state the 5-digit ZIP code of your current residence:

Answered	596
Skipped	33

Zip	Count
74006	380
74003	142
74029	25
74022	6
74048	6
74051	5
74056	4
74061	4
74070	3
67333	2
74021	2
74055	2
74127	2
67301	1
73098	1
74002	1
74012	1
74027	1
74042	1
74083	1
74104	1
74120	1
74137	1
74301	1
75006	1
92057	1

An overwhelming number of respondents live in zip codes 74006 and 74003, both tabbed to the city of Bartlesville and its post office. 74029, a Dewy zip code, is the only other zip with more than 10 respondents. The top out of state zip code is 67333, associated with Caney, Kansas.

10. Where do you live currently? (check one)

	Share	Count
Downtown Study Area (within red square on map above)	9.1%	54
Elsewhere in the City of Bartlesville	72.1%	429
Unincorporated area within 5 miles of Bartlesville	4.0%	24
Other Washington County	8.1%	48
Other Osage County	2.5%	15
Owasso, Collinsville, or Skiatook	1.0%	6
Nowata or Rogers counties	1.7%	10
Other Tulsa area	1.0%	6
Kansas	0.5%	3
Answered		595
Skipped		34

Nearly 10% of respondents live within the Downtown Study Area. Fewer than 6% live outside of Washington County.

The most popular reasons given by residents who did not live downtown as to why are quality/variety of housing and the physical condition of the area. School district preference is the third most-popular response.

11. Why do you prefer living where you do now rather than the Downtown Study Area? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

	Share	Count
Prefer more rural setting / large acreage property farther from built-up areas and towns	23.5%	124
Current area offers better quality and variety of housing types / supply	34.9%	184
Long-time resident / family established in current community	22.8%	120
Responsibility to manage family land	2.5%	13
Commute easier for other family members	4.9%	26
Housing is more affordable / better value in current area	21.1%	111
Prefer the cultural and demographic profile of current neighborhood	15.2%	80
School district preference	26.2%	138
Better recreational / cultural activities in current area	2.1%	11
Current area looks better / has better physical condition and maintenance	31.3%	165
Better shopping, dining, and entertainment options in current area	5.3%	28
Other (please specify)	16.3%	86
Answered		527
Skipped		102

Q11 - Other (please specify)	
I would rather live downtown.	yard, parking in garage, lack of commercial traffic
I'm 1/2 block south of study area.	Have yard and easy parking
We live just outside the red square, but still downtown; it's where we started in Bartlesville.	Looking to move
rent free	Newer homes
Less busy than downtown area	I live one block outside the Downtown Study area. I consider myself a downtown resident.
Closer to the park. Less concrete more trees	We own our home and it is a nice neighborhood by Madison

Q11 - Other (please specify)	
Best home for us at the time we purchased our home.	I prefer distance between neighboring homes.
Country living	Better perceived resale value of home
crime more likely in poorer neighborhoods	Better choices of homes on the East side of Bartlesville
I live downtown	I DON'T prefer living outside the Downtown Study area. I can't afford to live there, and there's rarely places available anyway.
No many places to live	When my kids were home I wanted them to attend a smaller school district.
None of the Above	I'm renting from a friend, I don't prefer the location beyond that.
Limited housing for adult, single male. Would prefer to buy old building on 1st through 4th street and turn it into a New York style apartment.	I prefer to live outside the city.
Limited housing for older, single male. Would like to buy and renovate old building on 1st-4th street. Turn it into NY style decor.	bought my first home once i came home from college
I like a single story home that is detached from other homes. Quiet neighborhood.	I live just outside the red square, so I consider us still downtown
More employers in tulsa area, Housing prices affected by COP/P66	I own my home in Osage County, letting kids finish school there
We are just one block from this designated area.	There was a house to rent that allowed pets.
I live only 4 blocks outside the "downtown" area and it is easy to get everywhere but still feel "downtown"	crime rate
The downtown residential areas = povertyville.	I am only one block out of the Downtown Study Area, so there really is not a reason I don't choose to live there. I think of my home as downtown.
Planning to move downtown after I renovate my newly-purchased house. It's 2 blocks outside of the red box.	The downtown study area is extremely run down and crime ridden. This is not what I would consider a suitable area to live in.
I live within a block of the area.	Do not like restrictive covenants or municipal codes
My house is barely outside of the Downtown Study Area. I love it and I feel no need to move closer.	Its cheap
Caveat is I am only 3 blocks outside of the study area	I have lived in Bartlesville for a number of years, and I have never and would never live in the downtown Bartlesville study area. I'm sorry, but most of the housing isn't nice and now I found out there's a marijuana dispensary right by my work which means even more unsavory characters/druggies will be in the downtown area.
Newer Housing Addition	I live at 17th and Johnstone, so I basically do, but I am not within the red square
Location is close to the church we attend/where my husband works.	Actually prefer the downtown area (housing near downtown area) but could not find a suitable home there when we bought a house.
was able to use rural development loan in dewey to roll everything into loan	I live just outside of the red square
No property large enough. Would like 3,000 sq feet	The study area in question, especially to the North has higher crime and drug activity.
I prefer downtown, but the house we're in now was the best fit that was available on the market at the time when we bought 10 years ago.	less crime on the other side of town
crime rate on west side of town is higher than where i live	Yard for entertaining and pet

Q11 - Other (please specify)	
Garage parking is unavailable downtown and no close nice grocery store. I would move downtown if there was some garage parking available close or attached to my condo	long time resident- 2 blocks away from red square
prefer newer home	I don't prefer it
Too much of what you have classed as downtown is very poor residential housing and true downtown housing has no or little parking other than on the street which can be a big hassle and get you tickets on a regular basis.	Fewer regulations by local authority
This is where we found a house built like we wanted with the type neighborhood and yard size to fit us.	Too much property crime downtown
I live about 5 blocks outside of your square. I consider it a downtown neighborhood.	home was purchased 30 years ago -- best house in my price range at that time - school
I live just a few hundred feet outside of the red box so I would consider myself in downtown already but not according to the parameters on the map	Lack of nice single-family rental properties in Bartlesville
crime rate lower, downtown has too many methheads and trouble makers	own a home already just outside the red boxed area
Reputation	We were able to purchase a lot to build our own home ourselves (no contractor).
We have cattle & horses	I wanted to live in a house with a yard at the time I moved in 8 years ago but now my kids are grown and off to college so that's not the case any longer.
we prefer a quiet neighborhood setting away from heavy traffic and noise	I have children and would not prefer living close to the bars of downtown on 2nd street & Cherokee. There are too many people who wonder the streets in that area late in the evening.
Became concerned about crime/disrepair downtown.	newer homes with fewer upkeep issues
still considered "Downtown" area by most but is just a few blocks south of study area	new construction, did not want to renovate
Garage space, pets, proximity to grocery store	I live just south of the downtown study area. There were just more homes available, in better condition, in my price range slightly further south.
When moved to Bartlesville, newest or upgraded homes at a reasonable price.	Would not live in the downtown area due to parking and general quality of houses on the west side

12. From your knowledge or perception of the Downtown Study Area, what do you think could be attractive about living there? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

	Share	Count
Being within or close to the concentration of businesses, government offices, and institutions	38.3%	202
Family-friendly orientation	12.5%	66
Recreational amenities and parks	18.2%	96
Walk / bike to work or school	37.4%	197
Walk / bike to shopping / dining / leisure activities	29.6%	156
Public schools	4.0%	21
Social scene and opportunities to meet new people	20.1%	106
Quality and uniqueness of local retail, dining, services, and entertainment	33.6%	177
Older distinctive buildings and historic ambience	47.4%	250
Cost of living	11.6%	61
Other (please specify)	4.6%	24

Answered	527
Skipped	102

Respondents rated Downtown Bartlesville’s most appealing qualities as its historical nature, general ambience, and its location near places of work. Downtown area public schools were not considered attractive.

Q12 - Other (please specify)	
Legitimate public transit, biking and walking-friendly areas. A grocery store/market downtown.	Nicer houses that are affordable for young adults. We don't like only being able to afford dilapidated houses.
Would like to see the area cleaned up before moving my family downtown	wouldnt want to live in study area, flood plain and housing is terrible
FYI there is not public school in your square. The kids are bused to other districts. It's an issue.	The only area in the designated zone I would live in would be on frank phillips in a loft above a business.
Many of these areas need much upgrading in physical condition of neighborhoods, and are a deterrent to outsiders moving into town. Appears that parking of extra vehicals and outside trash/junk storage is not inforced by the city. Yards look unkept and trashed in much of this area....not inviting. But downtown lofts seem to becoming more popular for young single persons.	feeling more safe right now lot of crime downtown
not for me	Nothing
Other than the cost of living and lack of family friendly (combination of budget, pet & child friendly) housing, all of these are reasons I continuously look for homes downtown.	Some of this area is flood zone, so that is a difficult thing to make attractive related to housing.
Nothing	Nothing - I prefer the country life
Would not want to live in Downtown area. Need to demolish Mall and build upscale condo's and apartments.	Nothing, I would not like living here.
Better choices of homes available	available electric scooters, like in Tulsa
nothing is attractive	my son lives in the downtown area of Tulsa - expensive, but he loves being in the middle of activities. Would think the same would apply to young people in Bartlesville.
I do not like to be around people, so none of these choices appeal to me	"safer" environment, there is a bad problem of meth heads and drunks in that area after business hours.
N/A	safe bike path separate from walking paths and/or vehicle traffic

13. What do you like best about living in this part of the City of Bartlesville? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

	Share	Count
Being within or close to the concentration of businesses, government offices, and institutions	44.2%	23
Family-friendly orientation	15.4%	8
Recreational amenities and parks	1.9%	1
Walk / bike to work or school	25.0%	13
Walk / bike to shopping / dining / leisure activities	17.3%	9
Public schools	9.6%	5
Social scene and opportunities to meet new people	17.3%	9
Quality and uniqueness of local retail, dining, services, and entertainment	21.2%	11
Older distinctive buildings and historic ambience	59.6%	31
Cost of living	40.4%	21
Other (please specify)	5.8%	3
	Answered	52
	Skipped	577

Q13 - Other (please specify)
Close proximity to shopping/dining/leisure activities (dont usually walk, but it's a nice option)
Nothing downtown is over rated
Close to work and friends

Those who currently live in Downtown Bartlesville rated similar qualities appealing as those who do not, particularly the area’s proximity to employment and its historic ambience. In contrast to non-residents, those who live downtown find the cost of living to be a significant part of the area’s appeal.

14. What do you like least about living in the Downtown Study Area, compared to other places within or outside of Bartlesville? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

	Share	Count
Limited options for types and quality of housing	34.6%	18
Cost of living	17.3%	9
Limited diversity of employers and healthy industries	9.6%	5
Limited entertainment / family activities	34.6%	18
Limited arts and culture scene	13.5%	7
Limited shopping and dining	38.5%	20
Distance from employers / commute time	0.0%	0
Excessive tourism	3.9%	2
Safety concerns	28.9%	15
Taxes	3.9%	2
Other (please specify)	42.3%	22
	Answered	52
	Skipped	577

Downtown residents found non-listed qualities to be the least-appealing aspects of living in the area. Beyond the “other” answers, the limited availability of shopping and entertainment as well as the area’s housing quality and options were the most commonly selected responses.

Q14 - Other (please specify)	
Limited mainstream shopping/dining in evening hours	Lots of break ins and run down houses
Lack of available parking	Parking
Lack of upkeep of the surrounding neighborhoods of the downtown area	The amount of run down homes and the unkept look of a large majority of homes in the area.
Taxes, safety concerns, limited shopping (bad attitudes with businesses in this town) & dining choices, high cost of descent livable homes, high drug trafficking & sales	None of the ones above apply. I like everything about living downtown.
Closeness to CBD distributor and AA meeting spot (a lot of people hanging out on the street)	I live on Shawnee and the 3 schools cause traffic problems. I wish the city was more involved with how the school district handles its traffic. I extremely dislike Shawnee being closed at the high school twice a day. I pay the taxes for a road I live on and can't use when I go or come home from work.
No grocery stores in the area. Better street lighting	parking
No parking for downtown residence. I have to drive my car to work in order to avoid a ticket. My commute to work more than doubles because I have to drive when I live within walking distance.	I live on a rather busy street
Lack of weekend activities, good parks, actual bike paths, and more reasonably priced housing options	I do not care for the rent houses near in my neighborhood that are either vacant or owned by slum landlords. They need to be renovated properly or removed.
Nothing	No grocery stores
Nice/Safe Grocery & liquor stores	Homeowners and/or Landlords who do not keep up their property. I'd like to see more code enforcement regarding structures that are allowed to be abandoned and not maintained. It's certainly disappointing to homeowners who care about their properties.
Traffic noise (major thoroughfares and sirens) and lack of street parking; street closures for races and public events	The bar scene on Cherokee is a nuisance and a safety concern.

15. If housing that fit your needs were available in the Downtown Study Area at a price or rent you could afford, how likely would you be to move to that housing?

	Share	Count
Very likely	14.7%	84
Somewhat likely	17.3%	99
Possibly, but not likely	26.9%	154
Highly unlikely	28.3%	162
Absolutely would not move there	12.9%	74
Answered		573
Skipped		56

Just under 60% of respondents would consider living downtown, though only about half of those would consider their moving to downtown to be likely even under the proposed ideal circumstances.

16. How soon would you consider moving to the Downtown Study Area if the right housing product was available at the right price?

	Share	Count
Within a year from now	40.0%	68
1 – 3 years from now	37.1%	63
More than 3 years from now	22.9%	39
Answered		170
Skipped		459

Most respondents who would consider moving downtown would be willing to so quite quickly, in under 3 years with many willing to move in less than 1 year.

17. Would you expect to purchase or rent housing in the Downtown Study Area?

	Share	Count
Purchase	70.4%	119
Rent	29.6%	50
Answered		169
Skipped		460

A notable majority of respondents who would consider living downtown would expect or be interested in buying a home rather than renting.

18. What type of residence in the Downtown Study Area would you find most appealing?

	Share	Count
A detached single family home on a small lot	65.5%	112
Duplex	4.1%	7
An attached townhome in a group of multiple units	5.3%	9
A unit in a low-rise residential building of 3 stories or less	2.9%	5
A unit in a residential building of 4 stories or more	0.6%	1
A loft or apartment conversion of an older, previously commercial or institutional building	21.6%	37
Answered		171
Skipped		458

A majority of respondents interested in moving downtown would prefer a single family detached home, the housing type that makes up the overwhelming majority of Bartlesville’s housing. Interest in other housing types is concentrated almost exclusively in loft conversions of older downtown buildings.

19. How much would you be willing to pay per month for a home in the Downtown Study Area, to either own or rent?

	Share	Count
Under \$500	8.2%	14
\$500 - \$749	35.9%	61
\$750 - \$999	25.3%	43
\$1,000 - \$1,249	14.7%	25
\$1,250 - \$1,499	11.2%	19
\$1,500 - \$1,749	1.8%	3
\$1,750 - \$1,999	1.2%	2
\$2,000 or more	0.6%	1
Not applicable	1.2%	2
Answered		170
Skipped		459

Nearly 70% of respondents would only be willing to pay under \$1,000 per month to live in the downtown study area. Only 44% of all respondents pay monthly housing costs under \$1,000 presently. Over 1 quarter of respondents were willing to pay between \$1,000 and \$1,500 per month.

20. Given your monthly cost expectations, what is the room plan you would expect for a residence in the Downtown Study Area?

	Share	Count
Studio or small 1 bedroom	5.3%	9
Larger 1 bedroom or 1 bedroom with den	12.9%	22
2 bedroom	24.6%	42
3 bedroom	40.4%	69
4 or more bedrooms	17.0%	29
Answered		171
Skipped		458

There is a sizable amount of interest in larger housing in Downtown Bartlesville, with 57% of respondents expecting a home with 3 or more bedrooms.

21. Which factors would be most important in selecting a residence in the Downtown Study Area? Please pick UP TO FOUR. You can contribute your own factor as one of your choices under "Other."

	Share	Count
Workplace within walking distance	23.6%	41
Having secure off-street parking on-site	54.0%	94
Elementary school within walking distance	6.9%	12
Being near a town square park or plaza	4.0%	7
Being near a recreational park with trails and athletic facilities	13.2%	23
Being in a traditionally residential area (as opposed to a commercial area)	19.0%	33
Being within walking distance of neighborhood / convenience retail and grocery store	8.6%	15
Being within walking distance of entertainment and special events	12.6%	22
Church within walking distance	1.2%	2
Restaurants and bars within walking distance	27.0%	47
Health club or fitness facilities within walking distance	4.6%	8
Grocery store within walking distance	12.1%	21
Historic character of building	22.4%	39
Home interior layout and design	23.6%	41
Laundry hookups within unit	35.1%	61
Outdoor space, yard, and/or pool within property	20.7%	36
Price of housing	49.4%	86
Historic ambience of neighborhood	14.9%	26
Ability to accommodate pets	24.1%	42
Other (please specify)	5.2%	9
Answered		174
Skipped		455

Other (please specify)	
Safe neighborhood environment	Safety of neighborhood
Safety/police presence/laws upheld, including parking, junk in yards, etc.	sidewalks
Accessibility to pathfinder	Crime Rate in the Downtown Study Area
Already there	Not near a bar
I wanted an HOA situation and found one just outside the downtown area	

The most important factor in considering moving to a downtown residence is secure, off-street parking, followed by price of housing. Having laundry hook ups was the third most common response.

22. What is your preference regarding the age and construction status of potential housing in the Downtown Study Area?

	Share	Count
New construction or newly renovated / rehabbed residential property (not historical conversion)	41.6%	72
Existing older residential property, not renovated or rehabbed	7.5%	13
Historic building reuse or conversion (previously commercial or institutional)	23.1%	40
No preference	27.8%	48
Answered		173
Skipped		456

Most respondents were interested in newly constructed or renovated housing, especially of properties that are currently residential.

23. Which of these categories matches your age in years?

	Share	Count
Under 25	3.0%	17
25 – 34	23.1%	130
35 – 44	22.2%	125
45 – 54	27.9%	157
55 – 64	18.5%	104
65 or older	5.2%	29
	Answered	562
	Skipped	67

An overwhelming share of respondents were between the ages of 25-55 and 1 quarter were under age 35.

24. Gender:

	Share	Count
Male	32.0%	180
Female	68.0%	382
	Answered	562
	Skipped	67

Survey respondents skewed heavily female.

25. Do you live with a spouse or partner?

	Share	Count
Yes	78.5%	442
No	21.5%	121
	Answered	563
	Skipped	66

A significant majority of respondents live with a spouse or partner.

26. Please select the best description of your spouse's/partner's employment status.

	Share	Count
Employed full time outside of the home in Bartlesville area	59.0%	259
Employed part time outside of the home in Bartlesville area	3.6%	16
Employed and works at home	6.2%	27
Employed and works outside of Bartlesville area	17.1%	75
Student / intern outside of the home	0.7%	3
Not employed outside of the home	13.4%	59
	Answered	439
	Skipped	190

Most respondent spouses worked and worked in the Bartlesville area.

27. Where is your spouse’s or partner’s current geographic location (city or town) of employment or schooling?

Answered	340
Skipped	289

While responses varied across the board, most spouses worked in Bartlesville specifically.

Q27 - Where is your spouse’s or partner’s current geographic location (city or town) of employment or schooling?				
OKC	Owasso	Bartlesville	Bartlesville	74006
Old courthouse building near downtown	Bartlesville	Bartlesville	Bartlesville Downtown	Tulsa
Bartlesville	Bartlesville	Tulsa	300 blk. S. Johnstone, Bartlesville Oklahoma	Tulsa
Bartlesville	Bartlesville	downtown Bartlesville	Bartlesville	Bartlesville
Bartlesville	Bartlesville	Downtown area	Bartlesville	Bartlesville
Owasso, OK	Bartlesville	jenks	Bartlesville	BPS
Downtown Bartlesville, but outside the red square.	Bartlesville	Minneapolis, MN	Coffeyville, KS	Downtown Bartlesville
bartlesville	Bartlesville	bartlesville	Kansas	Bartlesville
Bartlesville	Skiatook	Bartlesville, outside downtown area, inside city limits	Owasso	Washington/Osage/Nowata/Tulsa Counties
74003	Bartlesville	Bartlesville	Dewey	Bartlesville
Bartlesville, ok	Bartlesville	east side of Bartlesville	74003	bartlesville
tulsa	Dewey	Bartlesville	Bartlesville	Bartlesville
Bartlesville	Dewey	Bartlesville	Bartlesville	Downtown Bartlesville
74006	Broken Arrow, OK	Bartlesville	Port of Catoosa	Bartlesville
Bartlesville	Owasso	Just west of city	Bartlesville	Coffeyville, KS
downtown	Bartlesville	Bartlesville	Bartlesville	downtown
Bartlesville	Bartlesville, Ok	Tulsa	downtown	bartlesville ok
Sapulpa	Bartlesville	bartlesville	Downtown Tulsa	Bartlesville
Downtown Bartlesville	Bartlesville	BARTLESVILLE	construction	Bartlesville
Bartlesville	Bartlesville	in bartlesville	Osage County	out of state
Bartlesville	dewey dental	Ochelata	downtown	East side - Within the city limits of Bartlesville
Bartlesville	Broken arrow	Bartlesville	Bartlesville	Downtown Bartlesville
Downtown Bartlesville	Ochelata (distribution center)	Bartlesville	Bartlesville	Bartlesville, OK
Tulsa	Town	Bartlesville, OK	Bartlesville - close to downtown	Broken Arrow
Bartlesville	Nowata	Bartlesville	City	Bartlesville
Texas	Downtown	Bartlesville	Ochelata	on east tuxedo
Bartlesville	Bartlesville-Downtown	City	Bartlesville	Bartlesville
Bartlesville	Bartlesville	Dewey	Tulsa	Owasso
Tulsa	bartlesville	Adams Rd & Silver Lake Rd	Tulsa	Bartlesville
Bartlesville	Bartlesville	Tulsa	Pawhuska, Oklahoma	Catoosa
74003	bartlesville	Bartlesville	Bartlesville	south of city limits

Q27 - Where is your spouse's or partner's current geographic location (city or town) of employment or schooling?				
Tulsa	downtown Bartlesville	Coffeyville	Bartlesville	Tulsa, Oklahoma
Bartlesville	Bartlesville	Bartlesville OK	Bartlesville	Westside of Town
Bartlesville	bartlesville	town	bartsville	Bartlesville
Bartlesville	downtown	Pawhuska	Osage County	Bartlesville
In bartlesville off HWY 75	bartlesville	Bartlesville, oklahoma	Pawhuska	Bartlesville
City	Bartlesville outside downtown	Ochelata	Hwy 75 and Adams Rd	74003
Broken Arrow, OK	Pawhuska	Bartlesville	Bartlesville	Bartlesville
Bartlesville	Downtown Bartlesville	Bartlesville	Bartlesville	Bartlesville, OK
Bartlesville	Bartlesville	Bartlesville	Bartlesville	Bartlesville
Bartlesville	tulsa	Dewey	West Bartlesville	Owasso
Same as mine.	Pawhuska	Bartlesville	Bartlesville	Pawhuska, OK
Bartlesville	74003	Wagoneer county	Bartlesville	Bartlesville, OK
Catoosa	74003	Bartlesville	Bartlesville	Cleora Ok
Bartlesville	Bartlesville	Bartlesville	Bartlesville Jane Phillips hospital	Bartlesville
Bartlesville	Bartlesville,, OK	Bartlesville	City	Bartlesville
Bartlesville	Tulsa	Newkirk	Bartlesville	Downtown
Barnsdall	downtown bartlesville	74006	Bartlesville	74006
Bartlesville, OK	city	74006	Tulsa	Bartlesville
Downtown Bartlesville	Bartlesville OK	Bartlesville	city	Bartlesville
Tulsa	Bartlesville	Nowata	Bartlesville	Coffeyville, KS
Bartlesville	Bartlesville	Sedan, Kansas	Barnsdall	Bartlesville
Bartlesville	Bartlesville	Bartlesville	Comanche and Frank Phillips	Bartlesville
Tyro Kansas	Highway 75, North Bartlesville	downtown	Bartlesville	bartlesville
City	Ramona	Bartlesville Downtown	Downtown Bartlesville	downtown Bartlesville
Downtown Bartlesville	Bartlesville	Dewey	Bartlesville	downtown Bartlesville
Downtown	Bartlesville	Bartlesville	Bartlesville	Downtown Bartlesville
Downtown Bartlesville	Tulsa	Bartlesville	Kansas	Tulsa
Bartlesville	Bartlesville	Tulsa	bartlesville	Coffeyville, KS
74019	Bartlesville BVO airport	Bartlesville	Bartlesville	Downtown Bartlesville
Bartlesville	Claremore, OK	City of Dewey	Bartlesville	Southeast Kansas
downtown bartlesville	74003	Bartlesville	Bartlesville	Bartlesville
Owasso	downtown Bartlesville	Wilson Elementary	RAMONA	Tulsa
Bartlesville	Tulsa	KS and TX and OK	Bartlesville	Tulsa
Tulsa	Bartlesville	Bartlesville	N/A	Bartlesville
Bartlesville	Pawhuska/Sedan	Bartlesville	Bartlesville	Bartlesville
Bartlesville	Bartlesville	Bartlesville	Bartlesville	Bartlesville
Bartlesville	Bartlesville	Downtown BPS High School	Coffeyville, KS	Bartlesville

28. How many are in your household (including yourself)?

	Average Number	Total Number
Adults over age 18	1.99	1,102
Children age 18 and younger (put "0" if none)	0.95	528
	Answered	555
	Skipped	74

The average household size of respondents was 2.94, with households averaging just under 1 child age 18 or younger present.

29. What category best describes the annual income for your household?

	Share	Count
Less than \$25,000	1.6%	9
\$25,000 - \$34,999	6.2%	34
\$35,000 - \$49,999	11.0%	61
\$50,000 - \$74,999	15.9%	88
\$75,000 - \$99,999	18.1%	100
\$100,000 - \$149,999	22.1%	122
\$150,000 or more	17.0%	94
Would rather not disclose	8.1%	45
	Answered	553
	Skipped	76

Nearly 60% of respondents make greater than \$75,000 per year and, thus, greater than the median household income found in CDS' third-party demographic research.

30. What is the highest level of educational attainment in your household?

	Share	Count
Less than high school	0.0%	0
High school / GED	6.0%	33
Some college	15.0%	83
Associate's degree	7.4%	41
Bachelor's degree	45.7%	252
Masters degree / other advanced degree	25.9%	143
	Answered	552
	Skipped	77

94% of respondents had some level of college education and 71.6% held a 4 year college degree or higher.

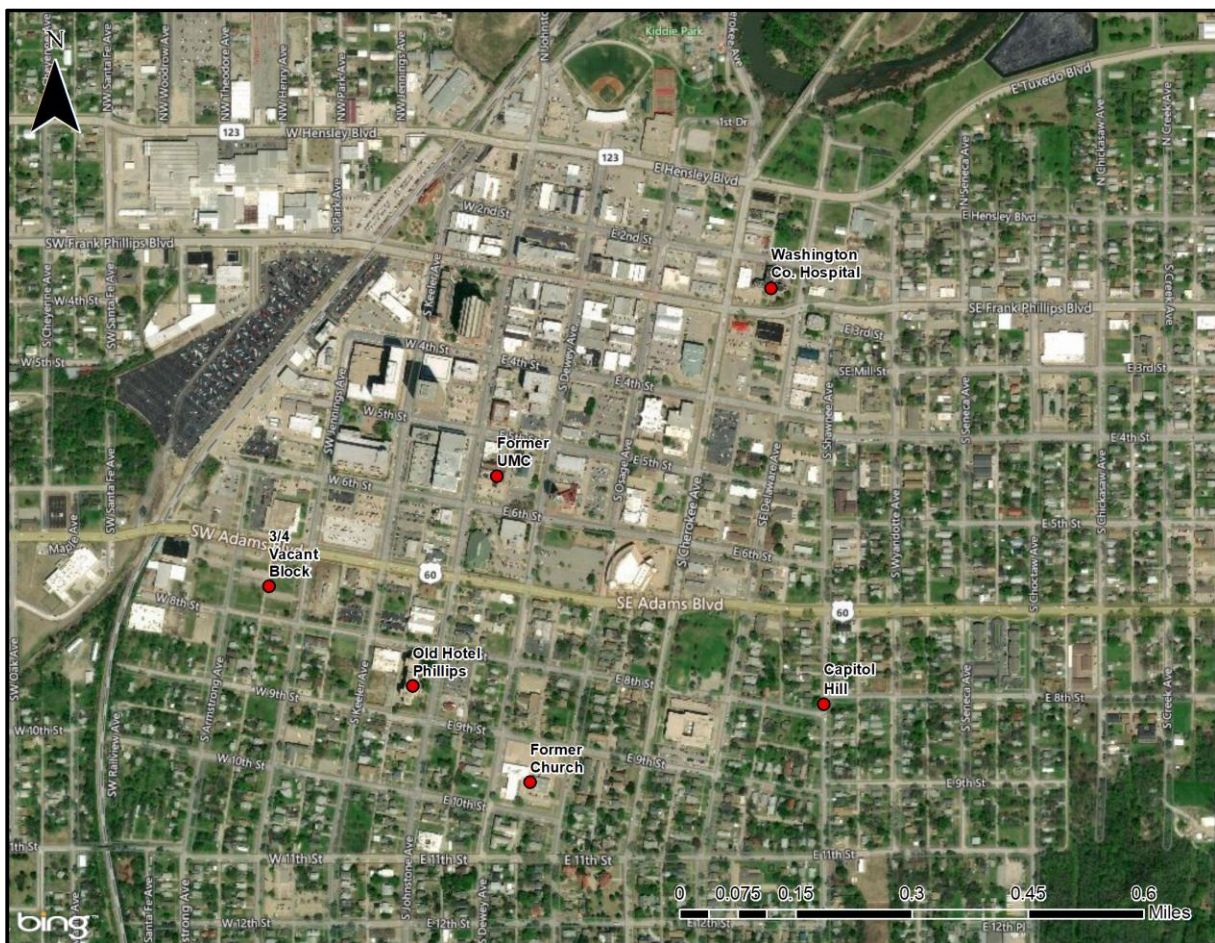
DOWNTOWN HOUSING POTENTIAL DEMAND

Employment Outlook and Overall Housing Demand

Demand for any new large scale housing development in Downtown Bartlesville would be tightly tied to new job growth in the area, particularly but not exclusively job growth in Downtown Bartlesville. In the recent historical trends examined, Bartlesville employment has been largely stagnant. While their employees do not dominate the residency of Downtown Bartlesville’s housing (according to the interviews conducted by CDS), Phillips 66 and ConocoPhillips remain among the area’s largest employers. They are still quite important to the Bartlesville economy and to its overall housing occupancy. Furthermore, these employers’ well-paid primary jobs indirectly support other local jobs through retail and service spending. While these jobs are often not at equally high pay levels, they may still contribute to demand for housing, in downtown and elsewhere.

For the purposes of this analysis, CDS assumes that these two companies conduct no major hiring, layoffs, or relocations in the near future. No indication was given that any of these actions could be made during this time, nor could they be reasonably predicted based on research conducted by CDS. CDS did find evidence, through the conducted interviews and additional research, of several smaller scale job-generating projects that will have relatively small, incremental housing demand impacts. Most of these projects are generating blue-collar jobs paying \$12-\$15 an hour.

Bartlesville Downtown Housing Project Opportunities - Aerial



Downtown Housing Demand

The lack of strong overall job growth makes new larger scale projects with more than 20 units brought to market at a time a challenging proposition and one that CDS would not recommend. Nevertheless, the generally healthy occupancies in downtown housing quoted to CDS by interviewees plus information provided by the employee survey provides an opportunity for gradual and smaller scale downtown housing development. Any of these actions would likely have a significant impact on demand for new downtown housing in Bartlesville depending upon the net change in local jobs.

Multifamily

While survey respondents were more interested in single family and larger housing than in multifamily housing, there did exist a notable level of demand for multifamily housing. This demand was most notable among singles, renters, and those expecting to live in Bartlesville for a shorter amount of time. The thought of new traditional garden style apartments produced little interest among survey respondents, but renovation of historic downtown buildings and reuse of older commercial structures proved popular. Several of these loft-style conversion projects have already been completed and fit for occupancy for several years. Interviews with landlords and developers of such projects indicate that rents and occupancies in these units have been healthy in recent years and that turnover in these types of units is low.

Based on the survey, the conducted interviews, and the recent history of new units added to the downtown market, CDS believes that the conversion of older and historic Downtown Bartlesville buildings exclusively is the best way forward for new multifamily development downtown at this time. However, given both the city's employment growth situation and the demand level for multifamily housing indicated by the survey, CDS would recommend that developers wait for the completion of the expected renovation of the Johnstone Apartments/Old Hotel Phillips project and some subsequent absorption before adding a significant number of new units to the area. There is likely room for a few small-scale projects of 2-4 units during this time, however. The Johnstone project is managing the absorption issue by renovating groups of units at a time and retaining legacy renters in non-renovated units.

It would also be best if subsequent projects did not add too many new units at one time to the market as well. Potential projects in the two former church sites downtown and especially in the former Washington County Hospital building would be best served to be phased if possible, with only sections of units in each being made available at a time. If its new residential units are market rate (non-income-restricted), the Hospital project, because of its larger scale and the likely need to bring groups of units to market at once, may be particularly subject to waiting for completion and stabilized occupancy of the Johnstone project. Other developments of small numbers of units (preferable 6 or fewer) in converted downtown commercial buildings are properly sized for the current Bartlesville market.

New market rate conversion units would likely find success renting for \$700 to \$1,100, as existing market rate units do. Rents higher than that will run well above what potential renters could expect to pay in a mortgage for buying a house in and around Downtown Bartlesville. Survey respondents indicated that hook ups for washers and dryers were a critical amenity to any multifamily unit and most were interested in units with 2 bedrooms (which few loft-style units currently available offer).

Developers interviewed appreciated efforts made by the BRTA and the City of Bartlesville to facilitate conversion of former underused or vacant commercial space into housing developments. They did, however, universally express concern and frustration with the requirement, or their perceptions of the requirement, that commercial building conversions allot much of their first floor space for retail. The retail in their existing projects has struggled to attract tenants and much of it is vacant or renting at rates below where the ownership would like.

Nearly all of these developers said that they would be interested in developing adaptive reuse housing units in Downtown Bartlesville again, but only if the retail requirement was lifted. Mixing uses within a structure generally requires higher construction costs per square foot than in a single-use building. Dining uses in particular cause issues due to the need for venting and exhaust from commercial kitchens through the floors of residential units above. Also, segregation of building access and parking may be necessary for security and privacy concerns of the residents. To build the ground floor commercial space and then fail to generate revenue from it is a significant financial blow to the project.

CDS recommends that the BRTA and the city continue their subsidy programs to mitigate potential or expected lack of revenue. A campaign to make potential developers more aware of the ground floor retail requirements and the subsidy and risk mitigation programs could prove useful as well: the interviews indicated that many developers were unclear or incorrect as to the specifics of the ground floor retail requirements, particularly the minimum amount of space they are required to set aside for commercial uses, and the potential benefits of the BRTA subsidy programs.

Developers and survey respondents alike expressed concerns over the availability of residential parking in downtown. Policy from the city that would facilitate parking for residents of downtown converted building residential would significantly benefit and facilitate such developments. It is recommended that new multifamily units be made available as rentals, though the amount of interest in owning versus renting from survey respondents indicates that there may be a level of interest in owned multifamily housing (condominiums) down the road.

Single Family

CDS saw a strong indication from the survey results that single family housing in the downtown area is in demand. In fact, a notable majority of respondents indicated that a single family detached home and housing units with 3 or more bedrooms are their clear preferences if they were to live in and around Downtown Bartlesville. This demand came from both current and expected future renters and buyers.

CDS believes that small scale small lot single family development, a few homes built at a time, could be quite successful in the downtown area, especially throughout the Capitol Hill neighborhood and especially on lots that are presently vacant or that may contain poor quality, vacant, and abandoned housing which could be fully rehabbed or replaced. The $\frac{3}{4}$ vacant block on SW Adams Blvd. also could be effectively used for new single family home development.

While lot subdivision would increase density and entice developers looking to produce more revenue per square foot of land, developers should be careful not to subdivide acquired property into too many especially small lots, and in some cases may be best served to not subdivide the existing lot at all. Survey respondents expressed little interest in especially dense attached or townhome-style single family housing that would require significant lot subdividing of sub-half acre properties. It is likely that at least a small backyard space will significantly improve marketability compared to a home with only a deck or small patio.

Home prices between \$150,000 and \$225,000 would allow survey respondents in the most common expected monthly housing cost ranges to purchase a home and find a mortgage payment around their price range; 3 bedroom homes would be appropriate for this price range. Demand for rental single family housing was also apparent and construction designed for this market could have success if rents could be set in the \$900 to \$1,300 range; this may not be financially feasible for detached new construction (a rough standard is monthly rent achievable needs to be at least 1% of purchase price).

Constructing duplexes and townhomes for rent would likely have market feasibility in very limited quantities (two to five units every few years) and may have financial feasibility if lot price and unit construction costs can

be held in check. New single family detached or attached homes for rent will have the problem of competing with for-sale units, which could offer buyers similar monthly costs in a home buyer market as affordable as Bartlesville, so build-to-rent opportunities are narrow. The principal competitive opportunity for new construction rentals of these types will be offering better physical condition and current finishes due to recent construction as compared to older properties of this type.

It would be advisable to avoid having more than two or three completed new spec homes entering the market at any one time. Developing small groups of 3-5 subdivided lots and commencing vertical construction only upon a contract with a home buyer for a home with a pre-defined plan (not custom) is probably the most advisable strategy, through this may limit the ability to achieve efficiencies and economies from multiple units under construction at once. A hybrid strategy of a spec home constructed concurrently with a contracted home may be reasonable.

Strategies to Strengthen Demand

In the absence of significant job growth, Downtown's competitive market opportunities in the marketplace come from general improvement in its non-housing uses and activities to improve its ability to capture existing demand. The new Bison Trails apartments on the east side of the city provide general competition in the rental market. Their strongest advantages are newness (condition), unit features (including some with garages), and proximity to certain employers. Bartlesville's more affluent renters who are not committed to a specific type of product (such as a unit in a historic building conversion or a detached single family rental) represent a market segment that could consider either Downtown or Bison Trails and other higher quality multifamily properties. Downtown's particular advantages are proximity to other major employers (as noted in the survey) and walkability to desirable leisure time activities (dining etc.) and convenience uses.

Continuing to improve the leisure time and quality of life offerings of Downtown should position its residential uses to be able to compete more strongly. CDS recognizes that viable retail, dining, and entertainment uses in Downtown are very much reliant on the overall Bartlesville market for support, as resident population and spending power in Downtown are limited to levels far lower than are needed to be sufficient on their own (daytime population to support breakfast / lunch activities would be an exception). CDS will not express recommendations for Downtown commercial business viability in this report. However, it is recommended that continued development and refinement of civic and entertainment uses and programming such as the planned park / plaza near Price Tower, further walking and biking infrastructure, and regular publicly accessible events should help improve the competitive position of Downtown for residential demand.

It should also be noted that while security concerns appear to have abated in Downtown compared to recent decades, continued improvements in security will also improve competitive position. Security was still noted as a concern among many survey respondents. Abatement of physical blight, especially of residential uses, will have a beneficial impact on the perception of security.

Affordable and Special Housing Products

Market rates for Downtown Bartlesville housing are quite affordable relative to other parts of the city, based both on CDS demographic research and the interviews that CDS conducted with local landlords and developers. There is some level of demand for income-restricted Low Income Housing Tax Credit housing in Downtown Bartlesville and there are a handful of projects downtown that serve this market. CDS did not find any significantly large unmet demand for Low Income Housing Tax Credit projects in the downtown area; however, small scale projects of a few units designed to attract such residents may be feasible. The downtown location

could provide an advantage for an affordable housing project over those located elsewhere in the city due to its proximity to certain employers and its walkable access to shopping and services.

A 2015 study done for the whole of Washington County by Integra Realty Resources (IRR) for the Oklahoma Housing Finance Agency projected the need for new affordable housing units in the county by 2020. The IRR study anticipated a need by 2020 for 171 housing units for residents earning less than 80% of the area median income (AMI) and a subset of 117 housing units for those earning less than 60% of AMI. Of the figures in these categories, 69 and 56 units making up 40.4% and 47.9% of total need, respectively, were projected to be rental units. Over 60% of all projected rental unit need was projected to be in households earning less than 80% of AMI.

Considering Washington County's estimated median household income as a reasonable parallel to HUD-calculated AMI, maximum monthly rents or monthly housing costs for affordable housing units would be around \$1,110 at 80% of median income and \$830 at 60% of median income. Both of these figures are comparable to the market rate housing costs seen in and around Downtown Bartlesville at present, even in newer properties, though it should be noted that these calculated figures represent a maximum cost scenario (30% of total income) for households in the 80% and 60% income groups. Truly affordable housing would likely need to cost about 70% to 90% of these maximum figures, or about \$770 to \$1,000 for 80% households and \$590 to \$750 for 60% households.

While these figures are for the county as a whole, the majority of this need can be expected to be in Bartlesville as it contains the bulk of Washington County's population, housing, jobs, and economic activity. A Downtown Bartlesville affordable housing project could well meet a portion of this projected need, provided it was built or converted at a cost that allowed for residents to pay affordable housing-level housing costs. The downtown area's relative affordability in both single family home values and rental rates at present versus the city as a whole indicates that that may well be a reasonable proposition. Downtown Bartlesville's present high concentration of multifamily and rental housing also may indicate that the area is a competitive, if not preferable location for affordable housing compared to other areas of the city based on cost alone.

The desirability that lower income survey respondents indicated for walkability to shopping and services strengthen the case there may be an opportunity for affordable housing in the downtown area. One specific project with such potential is the former Washington County Hospital building at SE Frank Phillips Blvd. and S Cherokee Ave. The former hospital and its 67 proposed units are within walking distance to a Homeland supermarket and multiple medical clinics as well as to several downtown employers. CDS would not recommend conversion of that entire project to a Low Income Housing Tax Credit (LIHTC) structure, but devoting a significant portion of units to income-restricted affordable housing may accelerate absorption and offer improved financial feasibility by taking advantage of the LIHTC tax credits on top of the building's potential for historic tax credits. Lower income survey respondents indicated that they would be willing to move in a sooner time frame to downtown housing than higher income respondents, providing opportunity for more rapid absorption than those looking for market rate housing. This may also indicate that new affordable housing units may be as apt to draw residents from existing affordable housing projects as from other projects or from new residents and householders.

It should also be noted that increasing retail and service employment in Downtown and its adjacent neighborhoods could have the side effect of increasing demand for nearby affordable housing, since those industry categories are often characterized by relatively low wage levels.

With only one age-restricted housing project found in the downtown area and the current resident profile skewing quite young for the city and the state of Oklahoma, it does not appear that there is much demand for senior housing in Downtown Bartlesville at this time. CDS would not recommend pursuing an age-restricted product in the downtown area.

APPENDIX: SURVEY CROSSTABS

By Age

Questions 10 through 22, filtered by Question 23 – “Which of these categories matches your age in years?”

10. Where do you live currently? (check one)

Which of these categories matches your age in years?	Under 25	25 – 34	35 – 44	45 – 54	55 – 64	65 or older	Total
Downtown Study Area (within red square on map above)	35.3%	6.9%	9.7%	7.6%	7.8%	10.3%	8.9%
Elsewhere in the City of Bartlesville	52.9%	73.9%	70.2%	76.4%	69.6%	65.5%	71.9%
Unincorporated area within 5 miles of Bartlesville	0.0%	7.7%	3.2%	2.6%	3.9%	0.0%	3.9%
Other Washington County	5.9%	6.2%	8.1%	8.9%	9.8%	13.8%	8.4%
Other Osage County	5.9%	0.0%	4.8%	0.6%	4.9%	0.0%	2.3%
Owasso, Collinsville, or Skiatook	0.0%	2.3%	0.8%	0.6%	1.0%	0.0%	1.1%
Nowata or Rogers counties	0.0%	1.5%	1.6%	2.6%	2.0%	0.0%	1.8%
Other Tulsa area	0.0%	1.5%	0.8%	0.0%	1.0%	6.9%	1.1%
Kansas	0.0%	0.0%	0.8%	0.6%	0.0%	3.5%	0.5%

Younger survey respondents were more likely to be Downtown Study Area residents than other age groups.

11. Why do you prefer living where you do now rather than the Downtown Study Area? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

Which of these categories matches your age in years?	Under 25	25 – 34	35 – 44	45 – 54	55 – 64	65 or older	Total
Prefer more rural setting / large acreage property farther from built-up areas and towns	9.1%	20.7%	26.6%	23.5%	29.2%	11.5%	23.6%
Current area offers better quality and variety of housing types / supply	45.5%	42.2%	35.4%	37.2%	20.8%	34.6%	35.0%
Long-time resident / family established in current community	27.3%	12.4%	16.8%	26.9%	33.3%	34.6%	22.9%
Responsibility to manage family land	0.0%	0.8%	3.5%	2.8%	4.2%	0.0%	2.5%
Commute easier for other family members	0.0%	3.3%	6.2%	5.5%	7.3%	0.0%	5.1%
Housing is more affordable / better value in current area	36.4%	32.2%	19.5%	16.6%	11.5%	26.9%	20.9%
Prefer the cultural and demographic profile of current neighborhood	18.2%	18.2%	16.8%	13.1%	13.5%	11.5%	15.2%
School district preference	0.0%	38.0%	37.2%	23.5%	14.6%	0.0%	26.6%
Better recreational / cultural activities in current area	0.0%	6.6%	0.9%	0.7%	1.0%	0.0%	2.2%
Current area looks better / has better physical condition and maintenance	36.4%	43.8%	37.2%	29.7%	14.6%	30.8%	32.0%
Better shopping, dining, and entertainment options in current area	0.0%	7.4%	5.3%	4.8%	5.2%	3.9%	5.5%
Other (please specify)	9.1%	13.2%	16.8%	15.9%	21.9%	11.5%	16.2%

Respondents in prime child-raising ages (25 to 44) are particularly interested in school district preference. Younger respondents are most concerned with housing cost and value.

12. From your knowledge or perception of the Downtown Study Area, what do you think could be attractive about living there? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

Which of these categories matches your age in years?	Under 25	25 – 34	35 – 44	45 – 54	55 – 64	65 or older	Total
Being within or close to the concentration of businesses, government offices, and institutions	27.3%	46.3%	27.4%	40.0%	31.3%	65.4%	38.1%
Family-friendly orientation	9.1%	13.2%	15.0%	13.8%	9.4%	3.9%	12.5%
Recreational amenities and parks	36.4%	25.6%	18.6%	17.2%	13.5%	0.0%	18.4%
Walk / bike to work or school	63.6%	35.5%	36.3%	37.2%	36.5%	42.3%	37.3%
Walk / bike to shopping / dining / leisure activities	27.3%	28.1%	22.1%	29.7%	38.5%	38.5%	29.7%
Public schools	0.0%	1.7%	8.0%	1.4%	7.3%	3.9%	4.1%
Social scene and opportunities to meet new people	45.5%	21.5%	18.6%	18.6%	18.8%	11.5%	19.5%
Quality and uniqueness of local retail, dining, services, and entertainment	27.3%	33.1%	29.2%	40.0%	35.4%	15.4%	33.6%
Older distinctive buildings and historic ambience	9.1%	45.5%	48.7%	47.6%	49.0%	61.5%	47.5%
Cost of living	0.0%	13.2%	15.9%	9.7%	12.5%	3.9%	11.9%
Other (please specify)	9.1%	3.3%	7.1%	4.8%	2.1%	7.7%	4.7%

The youngest respondents were most interested in living downtown for its proximity to place of employment. Respondents over the age of 25 were heavily interested in Downtown Bartlesville’s distinctive architecture and historic ambience.

13. What do you like best about living in this part of the City of Bartlesville? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

Which of these categories matches your age in years?	Under 25	25 – 34	35 – 44	45 – 54	55 – 64	65 or older	Total
Being within or close to the concentration of businesses, government offices, and institutions	50.0%	55.6%	33.3%	50.0%	37.5%	33.3%	44.0%
Family-friendly orientation	0.0%	0.0%	16.7%	25.0%	12.5%	33.3%	14.0%
Recreational amenities and parks	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	2.0%
Walk / bike to work or school	16.7%	55.6%	16.7%	25.0%	25.0%	0.0%	26.0%
Walk / bike to shopping / dining / leisure activities	0.0%	22.2%	25.0%	8.3%	25.0%	33.3%	18.0%
Public schools	16.7%	0.0%	8.3%	16.7%	12.5%	0.0%	10.0%
Social scene and opportunities to meet new people	16.7%	44.4%	8.3%	16.7%	12.5%	0.0%	18.0%
Quality and uniqueness of local retail, dining, services, and entertainment	33.3%	22.2%	16.7%	0.0%	62.5%	0.0%	22.0%
Older distinctive buildings and historic ambience	50.0%	33.3%	50.0%	83.3%	75.0%	33.3%	58.0%
Cost of living	50.0%	55.6%	25.0%	33.3%	37.5%	66.7%	40.0%
Other (please specify)	0.0%	11.1%	8.3%	8.3%	0.0%	0.0%	6.0%

Current downtown residents are appreciative of the convenience of the location across the board. There is some fluctuation between age groups on appreciation for downtown’s historical nature, with residents in the age 25-34 and 65 and older groups selecting this at a much lower rate than other groups. The age 25-34 group responded particularly well to downtown’s social scene while the 55-64 age group responded well in their appreciation of downtown’s retail and entertainment.

14. What do you like least about living in the Downtown Study Area, compared to other places within or outside of Bartlesville? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

Which of these categories matches your age in years?	Under 25	25 – 34	35 – 44	45 – 54	55 – 64	65 or older	Total
Limited options for types and quality of housing	33.3%	33.3%	33.3%	41.7%	12.5%	33.3%	32.0%
Cost of living	33.3%	22.2%	33.3%	8.3%	0.0%	0.0%	18.0%
Limited diversity of employers and healthy industries	0.0%	11.1%	0.0%	25.0%	12.5%	0.0%	10.0%
Limited entertainment / family activities	66.7%	22.2%	50.0%	33.3%	12.5%	0.0%	34.0%
Limited arts and culture scene	33.3%	11.1%	16.7%	8.3%	12.5%	0.0%	14.0%
Limited shopping and dining	33.3%	33.3%	41.7%	33.3%	50.0%	33.3%	38.0%
Distance from employers / commute time	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Excessive tourism	0.0%	11.1%	8.3%	0.0%	0.0%	0.0%	4.0%
Safety concerns	16.7%	44.4%	0.0%	50.0%	37.5%	33.3%	30.0%
Taxes	0.0%	0.0%	8.3%	0.0%	0.0%	33.3%	4.0%
Other (please specify)	33.3%	55.6%	41.7%	41.7%	62.5%	0.0%	44.0%

Downtown residents are largely similar across age groups in what they do not like about living downtown.

15. If housing that fit your needs were available in the Downtown Study Area at a price or rent you could afford, how likely would you be to move to that housing?

Which of these categories matches your age in years?	Under 25	25 – 34	35 – 44	45 – 54	55 – 64	65 or older	Total
Very likely	41.2%	18.5%	8.9%	11.5%	11.7%	20.7%	13.9%
Somewhat likely	23.5%	25.4%	12.9%	17.8%	7.8%	13.8%	16.6%
Possibly, but not likely	23.5%	28.5%	25.8%	27.4%	33.0%	13.8%	27.5%
Highly unlikely	11.8%	22.3%	36.3%	26.8%	31.1%	37.9%	28.8%
Absolutely would not move there	0.0%	5.4%	16.1%	16.6%	16.5%	13.8%	13.2%

Outside of the optimistic under 25 respondents, all age groups are similarly interested in moving downtown.

16. How soon would you consider moving to the Downtown Study Area if the right housing product was available at the right price?

Age in years?	Under 25	25 – 34	35 – 44	45 – 54	55 – 64	65 or older	Total
Within a year from now	63.6%	35.7%	48.2%	32.6%	45.0%	40.0%	40.0%
1 – 3 years from now	27.3%	46.4%	33.3%	32.6%	35.0%	30.0%	37.1%
More than 3 years from now	9.1%	17.9%	18.5%	34.8%	20.0%	30.0%	22.9%

Younger survey respondents are more ready to move quickly than those in older age groups.

17. Would you expect to purchase or rent housing in the Downtown Study Area?

Age in years?	Under 25	25 – 34	35 – 44	45 – 54	55 – 64	65 or older	Total
Purchase	27.3%	67.9%	66.7%	84.8%	75.0%	66.7%	70.4%
Rent	72.7%	32.1%	33.3%	15.2%	25.0%	33.3%	29.6%

Only respondents under age 25 are more interested in renting than owning downtown.

18. What type of residence in the Downtown Study Area would you find most appealing?

Which of these categories matches your age in years?	Under 25	25 – 34	35 – 44	45 – 54	55 – 64	65 or older	Total
A detached single family home on a small lot	45.5%	67.9%	74.1%	71.7%	57.1%	40.0%	65.5%
Duplex	9.1%	3.6%	0.0%	4.4%	4.8%	10.0%	4.1%
An attached townhome in a group of multiple units	18.2%	3.6%	3.7%	0.0%	9.5%	20.0%	5.3%
A unit in a low-rise residential building of 3 stories or less	9.1%	3.6%	0.0%	2.2%	4.8%	0.0%	2.9%
A unit in a residential building of 4 stories or more	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.6%
A loft or apartment conversion of an older, previously commercial or institutional building	18.2%	21.4%	18.5%	21.7%	23.8%	30.0%	21.6%

Interest in loft-style conversion housing units increased along with the age of respondents while interest in detached single family housing was highest in the middle age groups. Only the youngest and oldest age ranges expressed significant interest in townhome style housing.

19. How much would you be willing to pay per month for a home in the Downtown Study Area, to either own or rent?

Which of these categories matches your age in years?	Under 25	25 – 34	35 – 44	45 – 54	55 – 64	65 or older	Total
Under \$500	18.2%	5.4%	11.1%	10.9%	4.8%	0.0%	8.2%
\$500 - \$749	63.6%	37.5%	37.0%	32.6%	23.8%	33.3%	35.9%
\$750 - \$999	9.1%	30.4%	25.9%	19.6%	33.3%	22.2%	25.3%
\$1,000 - \$1,249	9.1%	14.3%	7.4%	19.6%	14.3%	22.2%	14.7%
\$1,250 - \$1,499	0.0%	7.1%	14.8%	13.0%	14.3%	22.2%	11.2%
\$1,500 - \$1,749	0.0%	1.8%	3.7%	0.0%	4.8%	0.0%	1.8%
\$1,750 - \$1,999	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	1.2%
\$2,000 or more	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.6%
Not applicable	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	1.2%

Respondents are willing to pay at similar levels throughout all age groups with the exception of those under the age of 25.

20. Given your monthly cost expectations, what is the room plan you would expect for a residence in the Downtown Study Area?

Which of these categories matches your age in years?	Under 25	25 – 34	35 – 44	45 – 54	55 – 64	65 or older	Total
Studio or small 1 bedroom	9.1%	5.4%	3.7%	4.4%	4.8%	10.0%	5.3%
Larger 1 bedroom or 1 bedroom with den	54.6%	10.7%	18.5%	8.7%	4.8%	0.0%	12.9%
2 bedroom	18.2%	19.6%	14.8%	30.4%	23.8%	60.0%	24.6%
3 bedroom	9.1%	44.6%	44.4%	34.8%	57.1%	30.0%	40.4%
4 or more bedrooms	9.1%	19.6%	18.5%	21.7%	9.5%	0.0%	17.0%

Once again, only the under 25 group stands out much in its responses, preferring a larger 1 bedroom home while other groups preferred 3 bedroom units.

21. Which factors would be most important in selecting a residence in the Downtown Study Area? Please pick UP TO FOUR. You can contribute your own factor as one of your choices under “Other.”

Which of these categories matches your age in years?	Under 25	25 – 34	35 – 44	45 – 54	55 – 64	65 or older	Total
Workplace within walking distance	45.5%	21.1%	14.3%	21.7%	28.6%	40.0%	23.7%
Having secure off-street parking on-site	63.6%	49.1%	60.7%	60.9%	47.6%	30.0%	53.8%
Elementary school within walking distance	9.1%	5.3%	14.3%	6.5%	4.8%	0.0%	6.9%
Being near a town square park or plaza	0.0%	5.3%	3.6%	2.2%	4.8%	10.0%	4.1%
Being near a recreational park with trails and athletic facilities	0.0%	17.5%	25.0%	4.4%	4.8%	30.0%	13.3%
Being in a traditionally residential area (as opposed to a commercial area)	0.0%	17.5%	17.9%	26.1%	23.8%	10.0%	19.1%
Being within walking distance of neighborhood / convenience retail and grocery store	0.0%	5.3%	7.1%	6.5%	14.3%	40.0%	8.7%
Being within walking distance of entertainment and special events	0.0%	10.5%	10.7%	15.2%	19.1%	20.0%	12.7%
Church within walking distance	0.0%	0.0%	0.0%	2.2%	4.8%	0.0%	1.2%
Restaurants and bars within walking distance	27.3%	28.1%	28.6%	30.4%	23.8%	10.0%	27.2%
Health club or fitness facilities within walking distance	0.0%	8.8%	0.0%	2.2%	4.8%	10.0%	4.6%
Grocery store within walking distance	0.0%	12.3%	3.6%	15.2%	19.1%	20.0%	12.1%
Historic character of building	9.1%	17.5%	25.0%	26.1%	23.8%	40.0%	22.5%
Home interior layout and design	27.3%	14.0%	25.0%	39.1%	19.1%	10.0%	23.7%
Laundry hookups within unit	54.6%	43.9%	32.1%	21.7%	33.3%	40.0%	35.3%
Outdoor space, yard, and/or pool within property	9.1%	38.6%	14.3%	13.0%	9.5%	10.0%	20.8%
Price of housing	72.7%	52.6%	53.6%	50.0%	28.6%	40.0%	49.7%
Historic ambience of neighborhood	0.0%	14.0%	10.7%	17.4%	33.3%	0.0%	15.0%
Ability to accommodate pets	36.4%	28.1%	21.4%	19.6%	28.6%	10.0%	24.3%
Other (please specify)	18.2%	5.3%	3.6%	2.2%	9.5%	0.0%	5.2%

Under 25 respondents were more interested in walking to work, housing price, and having laundry hook ups than other age groups. Those age 25-34 were particularly interested in outdoor/yard space.

22. What is your preference regarding the age and construction status of potential housing in the Downtown Study Area?

Which of these categories matches your age in years?	Under 25	25 – 34	35 – 44	45 – 54	55 – 64	65 or older	Total
New construction or newly renovated / rehabbed residential property (not historical conversion)	45.5%	45.6%	42.9%	39.1%	38.1%	30.0%	41.6%
Existing older residential property, not renovated or rehabbed	9.1%	5.3%	3.6%	10.9%	9.5%	10.0%	7.5%
Historic building reuse or conversion (previously commercial or institutional)	9.1%	24.6%	21.4%	17.4%	33.3%	40.0%	23.1%
No preference	36.4%	24.6%	32.1%	32.6%	19.1%	20.0%	27.8%

There are not many dramatic differences between age groups about age and construction status of potential downtown housing. Historic building conversions were most popular with respondents age 65 and older.

By Employment Location

Questions 10 through 22, filtered by Question 4 – “Is your employer or school in Downtown Bartlesville?”

10. Where do you live currently? (check one)

Is your employer or school in Downtown Bartlesville?	Yes	No	Total
Downtown Study Area (within red square on map above)	8.3%	9.4%	8.6%
Elsewhere in the City of Bartlesville	70.8%	74.9%	72.0%
Unincorporated area within 5 miles of Bartlesville	4.5%	3.5%	4.2%
Other Washington County	9.8%	5.3%	8.4%
Other Osage County	2.0%	4.1%	2.6%
Owasso, Collinsville, or Skiatook	1.3%	0.6%	1.1%
Nowata or Rogers counties	1.8%	1.8%	1.8%
Other Tulsa area	1.3%	0.0%	0.9%
Kansas	0.5%	0.6%	0.5%

There is little difference between those who do and do not work downtown as to where they live. Interestingly, a greater share of those who do not work downtown answered that they do live there.

11. Why do you prefer living where you do now rather than the Downtown Study Area? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

Is your employer or school in Downtown Bartlesville?	Yes	No	Total
Prefer more rural setting / large acreage property farther from built-up areas and towns	21.5%	28.9%	23.7%
Current area offers better quality and variety of housing types / supply	38.0%	30.9%	35.9%
Long-time resident / family established in current community	20.1%	26.2%	21.9%
Responsibility to manage family land	2.8%	2.0%	2.6%
Commute easier for other family members	3.1%	10.1%	5.1%
Housing is more affordable / better value in current area	19.8%	24.2%	21.1%
Prefer the cultural and demographic profile of current neighborhood	17.3%	11.4%	15.6%
School district preference	25.7%	27.5%	26.2%
Better recreational / cultural activities in current area	2.2%	2.0%	2.2%
Current area looks better / has better physical condition and maintenance	34.1%	26.9%	32.0%
Better shopping, dining, and entertainment options in current area	7.3%	1.3%	5.5%
Other (please specify)	17.0%	12.8%	15.8%

Downtown employees have lower perceptions of downtown housing’s quality and physical condition than those who work elsewhere.

12. From your knowledge or perception of the Downtown Study Area, what do you think could be attractive about living there? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

Is your employer or school in Downtown Bartlesville?	Yes	No	Total
Being within or close to the concentration of businesses, government offices, and institutions	44.1%	23.5%	38.1%
Family-friendly orientation	11.5%	16.8%	13.0%
Recreational amenities and parks	17.3%	22.2%	18.7%
Walk / bike to work or school	46.7%	15.4%	37.5%
Walk / bike to shopping / dining / leisure activities	26.3%	34.9%	28.8%
Public schools	3.9%	4.7%	4.1%
Social scene and opportunities to meet new people	19.6%	20.8%	19.9%
Quality and uniqueness of local retail, dining, services, and entertainment	28.2%	43.0%	32.5%
Older distinctive buildings and historic ambience	48.3%	46.3%	47.7%
Cost of living	11.7%	12.1%	11.8%
Other (please specify)	3.9%	6.7%	4.7%

Those who work in Downtown Bartlesville are more likely to note the convenience of downtown housing to downtown employment than those who do not work downtown.

13. What do you like best about living in this part of the City of Bartlesville? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

Is your employer or school in Downtown Bartlesville?	Yes	No	Total
Being within or close to the concentration of businesses, government offices, and institutions	53.1%	33.3%	46.8%
Family-friendly orientation	18.8%	13.3%	17.0%
Recreational amenities and parks	0.0%	6.7%	2.1%
Walk / bike to work or school	34.4%	6.7%	25.5%
Walk / bike to shopping / dining / leisure activities	3.1%	26.7%	10.6%
Public schools	15.6%	0.0%	10.6%
Social scene and opportunities to meet new people	21.9%	13.3%	19.2%
Quality and uniqueness of local retail, dining, services, and entertainment	21.9%	26.7%	23.4%
Older distinctive buildings and historic ambience	53.1%	66.7%	57.5%
Cost of living	31.3%	53.3%	38.3%
Other (please specify)	3.1%	13.3%	6.4%

Downtown residents who also work in the downtown area are especially appreciative of the area’s convenience to their place of employment.

14. What do you like least about living in the Downtown Study Area, compared to other places within or outside of Bartlesville? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

Is your employer or school in Downtown Bartlesville?	Yes	No	Total
Limited options for types and quality of housing	31.3%	40.0%	34.0%
Cost of living	21.9%	13.3%	19.2%
Limited diversity of employers and healthy industries	9.4%	13.3%	10.6%
Limited entertainment / family activities	34.4%	40.0%	36.2%
Limited arts and culture scene	15.6%	13.3%	14.9%
Limited shopping and dining	43.8%	20.0%	36.2%
Distance from employers / commute time	0.0%	0.0%	0.0%
Excessive tourism	6.3%	0.0%	4.3%
Safety concerns	25.0%	26.7%	25.5%
Taxes	6.3%	0.0%	4.3%
Other (please specify)	37.5%	53.3%	42.6%

Downtown workers are more likely to note downtown’s limited shopping and dining but not its perceived housing and entertainment drawbacks.

15. If housing that fit your needs were available in the Downtown Study Area at a price or rent you could afford, how likely would you be to move to that housing?

Is your employer or school in Downtown Bartlesville?	Yes	No	Total
Very likely	15.3%	11.7%	14.2%
Somewhat likely	17.6%	16.6%	17.3%
Possibly, but not likely	27.5%	23.9%	26.4%
Highly unlikely	28.5%	29.5%	28.8%
Absolutely would not move there	11.1%	18.4%	13.3%

Responses about how likely respondents are to consider moving downtown are similar between downtown workers and others.

16. How soon would you consider moving to the Downtown Study Area if the right housing product was available at the right price?

Is your employer or school in Downtown Bartlesville?	Yes	No	Total
Within a year from now	35.3%	47.6%	38.5%
1 – 3 years from now	41.2%	31.0%	38.5%
More than 3 years from now	23.5%	21.4%	23.0%

Those who do not work downtown are willing to consider moving to Downtown Bartlesville sooner than those who do.

17. Would you expect to purchase or rent housing in the Downtown Study Area?

Is your employer or school in Downtown Bartlesville?	Yes	No	Total
Purchase	71.4%	69.1%	70.8%
Rent	28.6%	31.0%	29.2%

Responses about preference to rent or own are similar between the two categories of workers.

18. What type of residence in the Downtown Study Area would you find most appealing?

Is your employer or school in Downtown Bartlesville?	Yes	No	Total
A detached single family home on a small lot	63.3%	66.7%	64.2%
Duplex	3.3%	4.8%	3.7%
An attached townhome in a group of multiple units	5.8%	4.8%	5.6%
A unit in a low-rise residential building of 3 stories or less	4.2%	0.0%	3.1%
A unit in a residential building of 4 stories or more	0.8%	0.0%	0.6%
A loft or apartment conversion of an older, previously commercial or institutional building	22.5%	23.8%	22.8%

Responses about housing preference are largely the same as well.

19. How much would you be willing to pay per month for a home in the Downtown Study Area, to either own or rent?

Is your employer or school in Downtown Bartlesville?	Yes	No	Total
Under \$500	9.2%	7.1%	8.6%
\$500 - \$749	34.2%	40.5%	35.8%
\$750 - \$999	25.8%	26.2%	25.9%
\$1,000 - \$1,249	13.3%	16.7%	14.2%
\$1,250 - \$1,499	11.7%	7.1%	10.5%
\$1,500 - \$1,749	2.5%	0.0%	1.9%
\$1,750 - \$1,999	1.7%	0.0%	1.2%
\$2,000 or more	0.8%	0.0%	0.6%
Not applicable	0.8%	2.4%	1.2%

Respondents in both employment locations are willing to pay relatively similar monthly housing costs.

20. Given your monthly cost expectations, what is the room plan you would expect for a residence in the Downtown Study Area?

Is your employer or school in Downtown Bartlesville?	Yes	No	Total
Studio or small 1 bedroom	5.0%	4.8%	4.9%
Larger 1 bedroom or 1 bedroom with den	12.5%	14.3%	13.0%
2 bedroom	28.3%	16.7%	25.3%
3 bedroom	36.7%	47.6%	39.5%
4 or more bedrooms	17.5%	16.7%	17.3%

Those who do not work downtown are interested in larger housing units with more bedrooms than respondents who work in Downtown Bartlesville.

21. Which factors would be most important in selecting a residence in the Downtown Study Area? Please pick UP TO FOUR. You can contribute your own factor as one of your choices under “Other.”

Is your employer or school in Downtown Bartlesville?	Yes	No	Total
Workplace within walking distance	31.4%	4.7%	24.4%
Having secure off-street parking on-site	55.4%	60.5%	56.7%
Elementary school within walking distance	8.3%	2.3%	6.7%
Being near a town square park or plaza	3.3%	4.7%	3.7%
Being near a recreational park with trails and athletic facilities	14.9%	7.0%	12.8%
Being in a traditionally residential area (as opposed to a commercial area)	16.5%	23.3%	18.3%
Being within walking distance of neighborhood / convenience retail and grocery store	8.3%	7.0%	7.9%
Being within walking distance of entertainment and special events	10.7%	14.0%	11.6%
Church within walking distance	1.7%	0.0%	1.2%
Restaurants and bars within walking distance	29.8%	18.6%	26.8%
Health club or fitness facilities within walking distance	5.8%	2.3%	4.9%
Grocery store within walking distance	9.1%	14.0%	10.4%
Historic character of building	23.1%	23.3%	23.2%
Home interior layout and design	24.0%	25.6%	24.4%
Laundry hookups within unit	33.1%	41.9%	35.4%
Outdoor space, yard, and/or pool within property	19.0%	25.6%	20.7%
Price of housing	50.4%	48.8%	50.0%
Historic ambience of neighborhood	11.6%	23.3%	14.6%
Ability to accommodate pets	24.8%	25.6%	25.0%
Other (please specify)	5.8%	4.7%	5.5%

Responses are quite similar between both groups of workers, though those whose job is located downtown are more likely to factor in walkable restaurant and bar locations.

22. What is your preference regarding the age and construction status of potential housing in the Downtown Study Area?

Is your employer or school in Downtown Bartlesville?	Yes	No	Total
New construction or newly renovated / rehabbed residential property (not historical conversion)	43.8%	34.9%	41.5%
Existing older residential property, not renovated or rehabbed	5.8%	9.3%	6.7%
Historic building reuse or conversion (previously commercial or institutional)	21.5%	30.2%	23.8%
No preference	28.9%	25.6%	28.1%

Downtown workers are more interested in new construction or rehabbed residential property while those who do not work in Downtown Bartlesville are more interested in reused historical buildings.

By Income

Questions 10 through 22, filtered by Question 29 – “What category best describes the annual income for your household?”

10. Where do you live currently? (check one)

What category best describes the annual income for your household?	Less than \$25,000	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$149,999	\$150,000 or more	Total
Downtown Study Area	11.1%	17.7%	19.7%	6.8%	10.0%	7.4%	1.1%	8.9%
Elsewhere in the City of Bartlesville	55.6%	58.8%	70.5%	71.6%	68.0%	79.5%	71.0%	71.4%
Unincorporated area within 5 miles of Bartlesville	0.0%	0.0%	3.3%	8.0%	4.0%	4.1%	4.3%	4.3%
Other Washington County	11.1%	17.7%	6.6%	10.2%	12.0%	2.5%	8.6%	8.5%
Other Osage County	11.1%	2.9%	0.0%	2.3%	1.0%	2.5%	4.3%	2.4%
Owasso, Collinsville, or Skiatook	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	4.3%	1.2%
Nowata or Rogers counties	0.0%	0.0%	0.0%	1.1%	4.0%	0.8%	3.2%	1.8%
Other Tulsa area	11.1%	2.9%	0.0%	0.0%	1.0%	1.6%	1.1%	1.2%
Kansas	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.4%

Lower income respondents are more likely to live in Downtown Bartlesville while higher income respondents are more likely to live elsewhere in the city.

11. Why do you prefer living where you do now rather than the Downtown Study Area? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

What category best describes the annual income for your household?	Less than \$25,000	\$25,000- \$34,999	\$35,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000- \$149,999	\$150,000 or more	Total
Prefer more rural setting / large acreage property farther from built-up areas and towns	25.0%	21.4%	18.4%	20.7%	23.3%	25.7%	25.8%	23.3%
Current area offers better quality and variety of housing types / supply	12.5%	32.1%	16.3%	32.9%	37.8%	39.8%	39.8%	34.8%
Long-time resident / family established in current community	37.5%	32.1%	24.5%	20.7%	26.7%	20.4%	18.3%	22.7%
Responsibility to manage family land	12.5%	3.6%	2.0%	2.4%	6.7%	0.9%	0.0%	2.6%
Commute easier for other family members	0.0%	10.7%	2.0%	4.9%	4.4%	7.1%	4.3%	5.2%
Housing is more affordable / better value in current area	87.5%	42.9%	20.4%	34.2%	20.0%	13.3%	10.8%	21.6%
Prefer the cultural and demographic profile of current neighborhood	0.0%	14.3%	18.4%	12.2%	12.2%	14.2%	19.4%	14.7%
School district preference	0.0%	32.1%	22.5%	23.2%	23.3%	29.2%	29.0%	25.9%
Better recreational / cultural activities in current area	0.0%	7.1%	2.0%	0.0%	4.4%	2.7%	1.1%	2.4%
Current area looks better / has better physical condition and maintenance	0.0%	14.3%	28.6%	30.5%	22.2%	41.6%	38.7%	31.5%
Better shopping, dining, and entertainment options in current area	12.5%	3.6%	2.0%	4.9%	3.3%	9.7%	5.4%	5.6%
Other (please specify)	12.5%	10.7%	20.4%	18.3%	16.7%	12.4%	16.1%	15.8%

As one would expect, lower income respondents are especially concerned with housing affordability. Higher income respondents are more concerned with housing quality and variety.

12. From your knowledge or perception of the Downtown Study Area, what do you think could be attractive about living there? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

What category best describes the annual income for your household?	Less than \$25,000	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000 or more	Total
Being within or close to the concentration of businesses, government offices, and institutions	50.0%	46.4%	22.5%	34.2%	36.7%	46.9%	38.7%	38.4%
Family-friendly orientation	12.5%	25.0%	24.5%	11.0%	11.1%	10.6%	8.6%	12.7%
Recreational amenities and parks	12.5%	21.4%	28.6%	19.5%	14.4%	18.6%	17.2%	18.8%
Walk / bike to work or school	12.5%	28.6%	24.5%	36.6%	37.8%	38.9%	40.9%	36.1%
Walk / bike to shopping / dining / leisure activities	25.0%	28.6%	20.4%	34.2%	27.8%	25.7%	34.4%	28.9%
Public schools	0.0%	7.1%	0.0%	7.3%	3.3%	2.7%	5.4%	4.1%
Social scene and opportunities to meet new people	12.5%	42.9%	20.4%	12.2%	21.1%	22.1%	18.3%	20.3%
Quality and uniqueness of local retail, dining, services, and entertainment	50.0%	17.9%	40.8%	26.8%	34.4%	33.6%	38.7%	33.7%
Older distinctive buildings and historic ambience	37.5%	32.1%	38.8%	52.4%	41.1%	56.6%	50.5%	48.0%
Cost of living	12.5%	17.9%	14.3%	11.0%	14.4%	15.0%	8.6%	13.0%
Other (please specify)	12.5%	10.7%	6.1%	6.1%	3.3%	2.7%	2.2%	4.3%

Higher income respondents were more interested in downtown’s historic nature while lower income residents cited its convenience and quality of local retail as being especially attractive about the area.

13. What do you like best about living in this part of the City of Bartlesville? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

What category best describes the annual income for your household?	Less than \$25,000	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000 or more	Total
Being within or close to the concentration of businesses, government offices, and institutions	100.0%	33.3%	66.7%	66.7%	40.0%	22.2%	0.0%	46.7%
Family-friendly orientation	100.0%	0.0%	8.3%	16.7%	20.0%	0.0%	0.0%	11.1%
Recreational amenities and parks	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Walk / bike to work or school	0.0%	0.0%	16.7%	33.3%	40.0%	55.6%	0.0%	28.9%
Walk / bike to shopping / dining / leisure activities	0.0%	33.3%	8.3%	50.0%	10.0%	22.2%	0.0%	20.0%
Public schools	0.0%	0.0%	0.0%	0.0%	20.0%	22.2%	100.0%	11.1%
Social scene and opportunities to meet new people	0.0%	50.0%	8.3%	33.3%	0.0%	22.2%	0.0%	17.8%
Quality and uniqueness of local retail, dining, services, and entertainment	0.0%	33.3%	16.7%	16.7%	20.0%	33.3%	0.0%	22.2%
Older distinctive buildings and historic ambience	0.0%	66.7%	58.3%	66.7%	60.0%	66.7%	100.0%	62.2%
Cost of living	100.0%	50.0%	41.7%	16.7%	40.0%	33.3%	100.0%	40.0%
Other (please specify)	0.0%	0.0%	8.3%	0.0%	0.0%	11.1%	0.0%	4.4%

Lower income respondents who lived downtown liked the area’s convenience and cost of living. Higher income residents provided a more diverse set of answers.

14. What do you like least about living in the Downtown Study Area, compared to other places within or outside of Bartlesville? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

What category best describes the annual income for your household?	Less than \$25,000	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000 or more	Total
Limited options for types and quality of housing	100.0%	33.3%	50.0%	50.0%	30.0%	11.1%	0.0%	35.6%
Cost of living	100.0%	0.0%	33.3%	33.3%	0.0%	22.2%	0.0%	20.0%
Limited diversity of employers and healthy industries	100.0%	16.7%	8.3%	0.0%	10.0%	11.1%	0.0%	11.1%
Limited entertainment / family activities	0.0%	33.3%	33.3%	50.0%	30.0%	44.4%	0.0%	35.6%
Limited arts and culture scene	0.0%	16.7%	8.3%	0.0%	30.0%	11.1%	0.0%	13.3%
Limited shopping and dining	0.0%	33.3%	16.7%	33.3%	50.0%	55.6%	0.0%	35.6%
Distance from employers / commute time	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Excessive tourism	0.0%	16.7%	0.0%	16.7%	0.0%	0.0%	0.0%	4.4%
Safety concerns	0.0%	16.7%	33.3%	16.7%	40.0%	44.4%	0.0%	31.1%
Taxes	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	4.4%
Other (please specify)	0.0%	50.0%	33.3%	50.0%	40.0%	44.4%	100.0%	42.2%

Lowest income respondents also liked the cost of living and housing quality least among all income ranges. The highest income respondents did not choose any of the predetermined answers.

15. If housing that fit your needs were available in the Downtown Study Area at a price or rent you could afford, how likely would you be to move to that housing?

What category best describes the annual income for your household?	Less than \$25,000	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000 or more	Total
Very likely	55.6%	36.4%	24.6%	15.9%	10.1%	11.5%	4.3%	14.6%
Somewhat likely	22.2%	12.1%	23.0%	22.7%	19.2%	13.1%	12.8%	17.2%
Possibly, but not likely	0.0%	27.3%	24.6%	25.0%	26.3%	32.0%	34.0%	28.3%
Highly unlikely	22.2%	9.1%	19.7%	27.3%	29.3%	29.5%	37.2%	27.9%
Absolutely would not move there	0.0%	15.2%	8.2%	9.1%	15.2%	13.9%	11.7%	12.1%

Higher income respondents were significantly less interested in moving downtown than lower income respondents.

16. How soon would you consider moving to the Downtown Study Area if the right housing product was available at the right price?

What category best describes the annual income for your household?	Less than \$25,000	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000 or more	Total
Within a year from now	71.4%	62.5%	48.3%	35.3%	21.4%	43.3%	18.8%	39.4%
1 – 3 years from now	28.6%	18.8%	24.1%	44.1%	46.4%	43.3%	43.8%	37.5%
More than 3 years from now	0.0%	18.8%	27.6%	20.6%	32.1%	13.3%	37.5%	23.1%

Lower income respondents were notably more willing to move to Downtown Bartlesville quickly than higher income respondents.

17. Would you expect to purchase or rent housing in the Downtown Study Area?

What category best describes the annual income for your household?	Less than \$25,000	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000 or more	Total
Purchase	28.6%	43.8%	50.0%	70.6%	85.7%	86.7%	87.5%	69.8%
Rent	71.4%	56.3%	50.0%	29.4%	14.3%	13.3%	12.5%	30.2%

As one would expect, lower income respondents are much more likely to express interest in renting while high income earners are interested almost exclusively in buying a home downtown.

18. What type of residence in the Downtown Study Area would you find most appealing?

What category best describes the annual income for your household?	Less than \$25,000	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000 or more	Total
A detached single family home on a small lot	42.9%	62.5%	58.6%	67.7%	72.4%	76.7%	56.3%	65.8%
Duplex	28.6%	0.0%	10.3%	2.9%	3.5%	0.0%	0.0%	4.4%
An attached townhome in a group of multiple units	0.0%	0.0%	3.5%	11.8%	6.9%	3.3%	6.3%	5.6%
A unit in a low-rise residential building of 3 stories or less	14.3%	6.3%	3.5%	0.0%	0.0%	3.3%	6.3%	3.1%
A unit in a residential building of 4 stories or more	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.6%
A loft or apartment conversion of an older, previously commercial or institutional building	14.3%	31.3%	24.1%	17.7%	17.2%	13.3%	31.3%	20.5%

Outside of respondents in the lowest income group, interest in different housing types is quite similar across all income groups.

19. How much would you be willing to pay per month for a home in the Downtown Study Area, to either own or rent?

What category best describes the annual income for your household?	Less than \$25,000	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000 or more	Total
Under \$500	42.9%	18.8%	10.7%	5.9%	0.0%	0.0%	0.0%	6.9%
\$500 - \$749	57.1%	68.8%	60.7%	50.0%	24.1%	13.3%	6.3%	38.1%
\$750 - \$999	0.0%	12.5%	21.4%	23.5%	41.4%	33.3%	18.8%	25.6%
\$1,000 - \$1,249	0.0%	0.0%	7.1%	17.7%	20.7%	23.3%	18.8%	15.0%
\$1,250 - \$1,499	0.0%	0.0%	0.0%	2.9%	13.8%	26.7%	18.8%	10.0%
\$1,500 - \$1,749	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	1.3%
\$1,750 - \$1,999	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	6.3%	1.3%
\$2,000 or more	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	0.6%
Not applicable	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	1.3%

The housing costs respondents are willing to pay increase or decrease in direct proportion to income.

20. Given your monthly cost expectations, what is the room plan you would expect for a residence in the Downtown Study Area?

What category best describes the annual income for your household?	Less than \$25,000	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000 or more	Total
Studio or small 1 bedroom	28.6%	0.0%	10.3%	8.8%	3.5%	0.0%	0.0%	5.6%
Larger 1 bedroom or 1 bedroom with den	28.6%	37.5%	24.1%	8.8%	13.8%	0.0%	0.0%	13.7%
2 bedroom	28.6%	12.5%	31.0%	23.5%	20.7%	23.3%	18.8%	23.0%
3 bedroom	14.3%	43.8%	27.6%	44.1%	41.4%	43.3%	62.5%	41.0%
4 or more bedrooms	0.0%	6.3%	6.9%	14.7%	20.7%	33.3%	18.8%	16.8%

As with expected housing costs, preferred housing size increases or decreases in proportion to income.

21. Which factors would be most important in selecting a residence in the Downtown Study Area? Please pick UP TO FOUR. You can contribute your own factor as one of your choices under “Other.”

What category best describes the annual income for your household?	Less than \$25,000	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000 or more	Total
Workplace within walking distance	14.3%	23.5%	17.2%	23.5%	20.0%	20.0%	37.5%	22.1%
Having secure off-street parking on-site	42.9%	52.9%	58.6%	47.1%	50.0%	56.7%	75.0%	54.6%
Elementary school within walking distance	0.0%	5.9%	3.5%	5.9%	10.0%	13.3%	6.3%	7.4%
Being near a town square park or plaza	14.3%	0.0%	6.9%	5.9%	0.0%	6.7%	0.0%	4.3%
Being near a recreational park with trails and athletic facilities	14.3%	5.9%	3.5%	14.7%	20.0%	16.7%	18.8%	13.5%
Being in a traditionally residential area (as opposed to a commercial area)	28.6%	5.9%	17.2%	20.6%	26.7%	13.3%	12.5%	17.8%
Being within walking distance of neighborhood / convenience retail and grocery store	14.3%	0.0%	13.8%	11.8%	10.0%	3.3%	6.3%	8.6%
Being within walking distance of entertainment and special events	14.3%	5.9%	13.8%	8.8%	16.7%	10.0%	18.8%	12.3%
Church within walking distance	0.0%	0.0%	0.0%	2.9%	3.3%	0.0%	0.0%	1.2%
Restaurants and bars within walking distance	28.6%	29.4%	31.0%	20.6%	23.3%	30.0%	37.5%	27.6%
Health club or fitness facilities within walking distance	0.0%	0.0%	3.5%	5.9%	13.3%	3.3%	0.0%	4.9%
Grocery store within walking distance	28.6%	17.7%	10.3%	8.8%	13.3%	10.0%	6.3%	11.7%
Historic character of building	0.0%	17.7%	13.8%	29.4%	23.3%	26.7%	31.3%	22.7%
Home interior layout and design	14.3%	5.9%	20.7%	26.5%	30.0%	26.7%	37.5%	24.5%
Laundry hookups within unit	85.7%	41.2%	41.4%	32.4%	20.0%	43.3%	18.8%	35.6%
Outdoor space, yard, and/or pool within property	0.0%	23.5%	27.6%	26.5%	10.0%	23.3%	12.5%	20.3%
Price of housing	57.1%	52.9%	58.6%	58.8%	36.7%	46.7%	31.3%	49.1%
Historic ambience of neighborhood	14.3%	11.8%	13.8%	20.6%	16.7%	10.0%	12.5%	14.7%
Ability to accommodate pets	28.6%	64.7%	24.1%	11.8%	30.0%	20.0%	6.3%	24.5%
Other (please specify)	0.0%	5.9%	3.5%	2.9%	6.7%	10.0%	6.3%	5.5%

Respondents earning between \$25,000 and \$35,000 are especially interested in their housing’s ability to accommodate pets. Those earning less were especially interested in living in a unit with laundry hook ups and being withing walking distance of a grocery store. No group was more interested in having secure off street parking than the highest income range respondents. Responses became somewhat more diverse as incomes increased.

22. What is your preference regarding the age and construction status of potential housing in the Downtown Study Area?

What category best describes the annual income for your household?	Less than \$25,000	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000 or more	Total
New construction or newly renovated / rehabbed residential property (not historical conversion)	57.1%	29.4%	44.8%	38.2%	43.3%	43.3%	62.5%	43.6%
Existing older residential property, not renovated or rehabbed	14.3%	0.0%	3.5%	8.8%	6.7%	16.7%	0.0%	7.4%
Historic building reuse or conversion (previously commercial or institutional)	0.0%	11.8%	24.1%	26.5%	26.7%	16.7%	25.0%	21.5%
No preference	28.6%	58.8%	27.6%	26.5%	23.3%	23.3%	12.5%	27.6%

Middle income respondents were most interested in housing in reused historic buildings, though all income groups preferred new or renovated residential properties. Lower income groups were less likely to have a preference in new housing type.

By Tenure

Questions 10 through 22, filtered by Question 6 – “Do you currently own or rent?”

10. Where do you live currently? (check one)

Do you currently own or rent?	Own	Rent	Total
Downtown Study Area (within red square on map above)	5.0%	28.9%	8.7%
Elsewhere in the City of Bartlesville	74.5%	63.3%	72.7%
Unincorporated area within 5 miles of Bartlesville	4.6%	1.1%	4.0%
Other Washington County	9.1%	2.2%	8.0%
Other Osage County	2.5%	1.1%	2.3%
Owasso, Collinsville, or Skiatook	1.2%	0.0%	1.1%
Nowata or Rogers counties	1.9%	0.0%	1.6%
Other Tulsa area	0.6%	3.3%	1.1%
Kansas	0.6%	0.0%	0.5%

Downtown residents were much more likely to renters than owners, as one would expect given the Census and estimated demographics for the Downtown Study Area.

11. Why do you prefer living where you do now rather than the Downtown Study Area? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

Do you currently own or rent?	Own	Rent	Total
Prefer more rural setting / large acreage property farther from built-up areas and towns	24.5%	13.6%	23.2%
Current area offers better quality and variety of housing types / supply	35.4%	35.6%	35.4%
Long-time resident / family established in current community	24.9%	5.1%	22.6%
Responsibility to manage family land	2.5%	0.0%	2.2%
Commute easier for other family members	4.7%	6.8%	4.9%
Housing is more affordable / better value in current area	17.8%	40.7%	20.5%
Prefer the cultural and demographic profile of current neighborhood	15.6%	13.6%	15.4%
School district preference	26.5%	23.7%	26.2%
Better recreational / cultural activities in current area	1.8%	5.1%	2.2%
Current area looks better / has better physical condition and maintenance	33.2%	25.4%	32.3%
Better shopping, dining, and entertainment options in current area	4.9%	10.2%	5.5%
Other (please specify)	16.0%	17.0%	16.1%

Renters are more concerned with housing affordability and shopping, while owners expressed a preference for rural settings, better looking areas, and established family connections in their current living location.

12. From your knowledge or perception of the Downtown Study Area, what do you think could be attractive about living there? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

Do you currently own or rent?	Own	Rent	Total
Being within or close to the concentration of businesses, government offices, and institutions	38.5%	35.6%	38.2%
Family-friendly orientation	13.4%	8.5%	12.8%
Recreational amenities and parks	18.7%	17.0%	18.5%
Walk / bike to work or school	37.4%	35.6%	37.2%
Walk / bike to shopping / dining / leisure activities	28.3%	37.3%	29.3%
Public schools	4.0%	5.1%	4.1%
Social scene and opportunities to meet new people	18.9%	25.4%	19.7%
Quality and uniqueness of local retail, dining, services, and entertainment	33.9%	35.6%	34.1%
Older distinctive buildings and historic ambience	48.3%	40.7%	47.4%
Cost of living	10.7%	17.0%	11.4%
Other (please specify)	4.5%	5.1%	4.5%

Renters and owners held similar opinions about what may be attractive about living downtown. Renters were more attracted to walkable dining, social scene, and cost of living while owners preferred historic ambience and family-friendly orientation.

13. What do you like best about living in this part of the City of Bartlesville? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

Do you currently own or rent?	Own	Rent	Total
Being within or close to the concentration of businesses, government offices, and institutions	34.8%	56.0%	45.8%
Family-friendly orientation	26.1%	8.0%	16.7%
Recreational amenities and parks	0.0%	4.0%	2.1%
Walk / bike to work or school	21.7%	32.0%	27.1%
Walk / bike to shopping / dining / leisure activities	8.7%	28.0%	18.8%
Public schools	8.7%	4.0%	6.3%
Social scene and opportunities to meet new people	8.7%	28.0%	18.8%
Quality and uniqueness of local retail, dining, services, and entertainment	21.7%	20.0%	20.8%
Older distinctive buildings and historic ambience	69.6%	52.0%	60.4%
Cost of living	43.5%	32.0%	37.5%
Other (please specify)	13.0%	0.0%	6.3%

Renters who live in Downtown Bartlesville had a greater appreciation for the convenience and walkability of the area. Owners cited the cost of living and historic ambience as their favorite things about the area.

14. What do you like least about living in the Downtown Study Area, compared to other places within or outside of Bartlesville? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

Do you currently own or rent?	Own	Rent	Total
Limited options for types and quality of housing	17.4%	56.0%	37.5%
Cost of living	0.0%	36.0%	18.8%
Limited diversity of employers and healthy industries	8.7%	12.0%	10.4%
Limited entertainment / family activities	26.1%	32.0%	29.2%
Limited arts and culture scene	13.0%	4.0%	8.3%
Limited shopping and dining	43.5%	24.0%	33.3%
Distance from employers / commute time	0.0%	0.0%	0.0%
Excessive tourism	4.4%	4.0%	4.2%
Safety concerns	34.8%	28.0%	31.3%
Taxes	4.4%	4.0%	4.2%
Other (please specify)	52.2%	40.0%	45.8%

Both renters and owners cited non-preselected answers at a high rate. Owners had greater concern about the downtown area’s safety and limited shopping and dining. Renters were more concerned with cost of living and, especially, quality of housing.

15. If housing that fit your needs were available in the Downtown Study Area at a price or rent you could afford, how likely would you be to move to that housing?

Do you currently own or rent?	Own	Rent	Total
Very likely	8.7%	43.9%	14.0%
Somewhat likely	16.0%	25.6%	17.4%
Possibly, but not likely	28.4%	17.1%	26.7%
Highly unlikely	32.0%	9.8%	28.7%
Absolutely would not move there	14.9%	3.7%	13.3%

Renters were far more interested in potentially moving to new downtown housing than owners. Renters are typically more apt to move than owners.

16. How soon would you consider moving to the Downtown Study Area if the right housing product was available at the right price?

Do you currently own or rent?	Own	Rent	Total
Within a year from now	22.4%	69.8%	38.1%
1 – 3 years from now	44.9%	24.5%	38.1%
More than 3 years from now	32.7%	5.7%	23.8%

Renters were also more willing to move more quickly than owners.

17. Would you expect to purchase or rent housing in the Downtown Study Area?

Do you currently own or rent?	Own	Rent	Total
Purchase	91.6%	38.5%	74.2%
Rent	8.4%	61.5%	25.8%

Owners were almost exclusively interested in owning any new housing they may move into downtown. Renters favored remaining renters, but not so exclusively.

18. What type of residence in the Downtown Study Area would you find most appealing?

Do you currently own or rent?	Own	Rent	Total
A detached single family home on a small lot	74.1%	54.7%	67.7%
Duplex	3.7%	5.7%	4.4%
An attached townhome in a group of multiple units	3.7%	5.7%	4.4%
A unit in a low-rise residential building of 3 stories or less	0.9%	5.7%	2.5%
A unit in a residential building of 4 stories or more	0.9%	0.0%	0.6%
A loft or apartment conversion of an older, previously commercial or institutional building	16.7%	28.3%	20.5%

While both groups preferred a detached single family home on a small lot over all other housing types, renters expressed much more interest in multifamily and adaptive reuse housing than owners.

19. How much would you be willing to pay per month for a home in the Downtown Study Area, to either own or rent?

Do you currently own or rent?	Own	Rent	Total
Under \$500	8.3%	7.7%	8.1%
\$500 - \$749	25.9%	51.9%	34.4%
\$750 - \$999	25.0%	26.9%	25.6%
\$1,000 - \$1,249	19.4%	5.8%	15.0%
\$1,250 - \$1,499	13.9%	7.7%	11.9%
\$1,500 - \$1,749	2.8%	0.0%	1.9%
\$1,750 - \$1,999	1.9%	0.0%	1.3%
\$2,000 or more	0.9%	0.0%	0.6%
Not applicable	1.9%	0.0%	1.3%

Owners expressed a willingness to pay more for housing in Downtown Bartlesville than renters, but not a whole lot more.

20. Given your monthly cost expectations, what is the room plan you would expect for a residence in the Downtown Study Area?

Do you currently own or rent?	Own	Rent	Total
Studio or small 1 bedroom	4.6%	7.6%	5.6%
Larger 1 bedroom or 1 bedroom with den	2.8%	22.6%	9.3%
2 bedroom	21.3%	32.1%	24.8%
3 bedroom	50.0%	28.3%	42.9%
4 or more bedrooms	21.3%	9.4%	17.4%

Owners were also more interested in larger housing than renters, preferring 3 and 4 bedroom units at a much higher rate than renters.

21. Which factors would be most important in selecting a residence in the Downtown Study Area? Please pick UP TO FOUR. You can contribute your own factor as one of your choices under “Other.”

Do you currently own or rent?	Own	Rent	Total
Workplace within walking distance	23.2%	23.6%	23.3%
Having secure off-street parking on-site	54.6%	50.9%	53.4%
Elementary school within walking distance	7.4%	5.5%	6.8%
Being near a town square park or plaza	4.6%	3.6%	4.3%
Being near a recreational park with trails and athletic facilities	13.9%	10.9%	12.9%
Being in a traditionally residential area (as opposed to a commercial area)	24.1%	9.1%	19.0%
Being within walking distance of neighborhood / convenience retail and grocery store	9.3%	9.1%	9.2%
Being within walking distance of entertainment and special events	13.9%	10.9%	12.9%
Church within walking distance	1.9%	0.0%	1.2%
Restaurants and bars within walking distance	23.2%	30.9%	25.8%
Health club or fitness facilities within walking distance	6.5%	1.8%	4.9%
Grocery store within walking distance	15.7%	7.3%	12.9%
Historic character of building	27.8%	14.6%	23.3%
Home interior layout and design	28.7%	18.2%	25.2%
Laundry hookups within unit	25.0%	56.4%	35.6%
Outdoor space, yard, and/or pool within property	23.2%	16.4%	20.9%
Price of housing	38.9%	70.9%	49.7%
Historic ambience of neighborhood	15.7%	16.4%	16.0%
Ability to accommodate pets	17.6%	32.7%	22.7%
Other (please specify)	5.6%	3.6%	4.9%

Renters were especially concerned with the price of housing and the availability of laundry hook ups. Both groups cited off street parking as important. Owners were more interested interior design, the historic character of the building, being in a traditionally residential area, and having outdoor space.

22. What is your preference regarding the age and construction status of potential housing in the Downtown Study Area?

Do you currently own or rent?	Own	Rent	Total
New construction or newly renovated / rehabbed residential property (not historical conversion)	39.8%	47.3%	42.3%
Existing older residential property, not renovated or rehabbed	9.3%	3.6%	7.4%
Historic building reuse or conversion (previously commercial or institutional)	25.9%	18.2%	23.3%
No preference	25.0%	30.9%	27.0%

Renters favored new construction when compared to owners, who were more interested in historic building reuse. Both groups answered relatively similarly regarding age and construction status of potential downtown housing.

By Time Working in Bartlesville

Questions 10 through 22, filtered by Question 3 – “How long do you expect to continue working and/or attending school in Bartlesville?”

10. Where do you live currently? (check one)

How long do you expect to continue working and/or attending school in Bartlesville?	Less than 18 months	18 months – 3 years	3 – 5 years	More than 5 years	Total
Downtown Study Area (within red square on map above)	31.6%	13.2%	9.7%	7.0%	8.6%
Elsewhere in the City of Bartlesville	52.6%	71.1%	69.4%	73.4%	72.0%
Unincorporated area within 5 miles of Bartlesville	0.0%	0.0%	0.0%	5.4%	4.2%
Other Washington County	10.5%	10.5%	11.1%	7.7%	8.4%
Other Osage County	0.0%	2.6%	5.6%	2.3%	2.6%
Owasso, Collinsville, or Skiatook	0.0%	0.0%	1.4%	1.1%	1.1%
Nowata or Rogers counties	0.0%	0.0%	0.0%	2.3%	1.8%
Other Tulsa area	5.3%	2.6%	2.8%	0.2%	0.9%
Kansas	0.0%	0.0%	0.0%	0.7%	0.5%

Respondents who do not expect to continue working or living in Bartlesville long term are more likely to live in the Downtown Study Area than others.

11. Why do you prefer living where you do now rather than the Downtown Study Area? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

How long do you expect to continue working and/or attending school in Bartlesville?	Less than 18 months	18 months – 3 years	3 – 5 years	More than 5 years	Total
Prefer more rural setting / large acreage property farther from built-up areas and towns	15.4%	20.0%	20.6%	24.6%	23.6%
Current area offers better quality and variety of housing types / supply	23.1%	33.3%	42.9%	35.3%	35.8%
Long-time resident / family established in current community	15.4%	23.3%	28.6%	20.9%	21.9%
Responsibility to manage family land	7.7%	0.0%	0.0%	3.0%	2.6%
Commute easier for other family members	0.0%	3.3%	7.9%	5.0%	5.1%
Housing is more affordable / better value in current area	30.8%	26.7%	15.9%	21.4%	21.3%
Prefer the cultural and demographic profile of current neighborhood	30.8%	20.0%	7.9%	15.7%	15.4%
School district preference	15.4%	16.7%	14.3%	29.4%	26.4%
Better recreational / cultural activities in current area	7.7%	6.7%	1.6%	1.7%	2.2%
Current area looks better / has better physical condition and maintenance	23.1%	33.3%	28.6%	32.6%	31.9%
Better shopping, dining, and entertainment options in current area	7.7%	13.3%	6.4%	4.7%	5.5%
Other (please specify)	15.4%	23.3%	15.9%	15.2%	15.8%

Expected longer term residents are understandably more interested in school district, housing, and physical appearance qualities. Shorter term residents are more interested in affordability and cultural profile.

12. From your knowledge or perception of the Downtown Study Area, what do you think could be attractive about living there? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

How long do you expect to continue working and/or attending school in Bartlesville?	Less than 18 months	18 months – 3 years	3 – 5 years	More than 5 years	Total
Being within or close to the concentration of businesses, government offices, and institutions	53.9%	30.0%	46.0%	37.1%	38.2%
Family-friendly orientation	7.7%	13.3%	11.1%	13.2%	12.8%
Recreational amenities and parks	30.8%	13.3%	17.5%	18.7%	18.5%
Walk / bike to work or school	15.4%	33.3%	52.4%	36.1%	37.4%
Walk / bike to shopping / dining / leisure activities	23.1%	33.3%	25.4%	28.9%	28.5%
Public schools	7.7%	3.3%	3.2%	4.2%	4.1%
Social scene and opportunities to meet new people	38.5%	16.7%	17.5%	20.2%	20.1%
Quality and uniqueness of local retail, dining, services, and entertainment	23.1%	40.0%	31.8%	32.6%	32.7%
Older distinctive buildings and historic ambience	30.8%	50.0%	39.7%	49.5%	47.8%
Cost of living	7.7%	3.3%	12.7%	12.7%	12.0%
Other (please specify)	7.7%	6.7%	3.2%	4.7%	4.7%

Expected shorter term residents are more interested in social scene and recreational activities than those expecting to stay in Bartlesville for a longer term.

13. What do you like best about living in this part of the City of Bartlesville? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

How long do you expect to continue working and/or attending school in Bartlesville?	Less than 18 months	18 months – 3 years	3 – 5 years	More than 5 years	Total
Being within or close to the concentration of businesses, government offices, and institutions	33.3%	40.0%	71.4%	44.8%	46.8%
Family-friendly orientation	0.0%	0.0%	28.6%	20.7%	17.0%
Recreational amenities and parks	0.0%	0.0%	0.0%	3.5%	2.1%
Walk / bike to work or school	33.3%	40.0%	14.3%	24.1%	25.5%
Walk / bike to shopping / dining / leisure activities	16.7%	20.0%	0.0%	10.3%	10.6%
Public schools	33.3%	20.0%	0.0%	6.9%	10.6%
Social scene and opportunities to meet new people	16.7%	60.0%	28.6%	10.3%	19.2%
Quality and uniqueness of local retail, dining, services, and entertainment	16.7%	40.0%	42.9%	17.2%	23.4%
Older distinctive buildings and historic ambience	33.3%	40.0%	57.1%	65.5%	57.5%
Cost of living	66.7%	0.0%	28.6%	41.4%	38.3%
Other (please specify)	0.0%	0.0%	0.0%	10.3%	6.4%

Expected shorter term residents who live downtown overwhelmingly cite the cost of living as their favorite thing about living in Downtown Bartlesville. Those expecting to remain long term strongly cite the area’s historic appearance and nature.

14. What do you like least about living in the Downtown Study Area, compared to other places within or outside of Bartlesville? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

How long do you expect to continue working and/or attending school in Bartlesville?	Less than 18 months	18 months – 3 years	3 – 5 years	More than 5 years	Total
Limited options for types and quality of housing	33.3%	40.0%	14.3%	37.9%	34.0%
Cost of living	16.7%	60.0%	14.3%	13.8%	19.2%
Limited diversity of employers and healthy industries	0.0%	0.0%	0.0%	17.2%	10.6%
Limited entertainment / family activities	16.7%	60.0%	42.9%	34.5%	36.2%
Limited arts and culture scene	16.7%	20.0%	14.3%	13.8%	14.9%
Limited shopping and dining	66.7%	0.0%	42.9%	34.5%	36.2%
Distance from employers / commute time	0.0%	0.0%	0.0%	0.0%	0.0%
Excessive tourism	16.7%	0.0%	0.0%	3.5%	4.3%
Safety concerns	16.7%	20.0%	14.3%	31.0%	25.5%
Taxes	16.7%	0.0%	14.3%	0.0%	4.3%
Other (please specify)	16.7%	60.0%	28.6%	48.3%	42.6%

Among current downtown residents, those expecting to stay for a shorter time were more disappointed in the area’s shopping and dining options than anything else. Answers were quite diverse in other groups.

15. If housing that fit your needs were available in the Downtown Study Area at a price or rent you could afford, how likely would you be to move to that housing?

How long do you expect to continue working and/or attending school in Bartlesville?	Less than 18 months	18 months – 3 years	3 – 5 years	More than 5 years	Total
Very likely	36.8%	20.0%	16.2%	12.4%	14.2%
Somewhat likely	15.8%	14.3%	17.7%	17.5%	17.3%
Possibly, but not likely	10.5%	22.9%	27.9%	27.3%	26.6%
Highly unlikely	31.6%	34.3%	23.5%	29.0%	28.7%
Absolutely would not move there	5.3%	8.6%	14.7%	13.8%	13.3%

The most keen interest in moving to Downtown Bartlesville came from respondents who expected to spend less than 3 years living and working in in the city.

16. How soon would you consider moving to the Downtown Study Area if the right housing product was available at the right price?

How long do you expect to continue working and/or attending school in Bartlesville?	Less than 18 months	18 months – 3 years	3 – 5 years	More than 5 years	Total
Within a year from now	62.5%	58.3%	47.6%	33.3%	38.5%
1 – 3 years from now	25.0%	41.7%	23.8%	41.7%	38.5%
More than 3 years from now	12.5%	0.0%	28.6%	25.0%	23.0%

As expected, respondents who expect to be in Bartlesville for a shorter time are also more willing to move to downtown more quickly.

17. Would you expect to purchase or rent housing in the Downtown Study Area?

How long do you expect to continue working and/or attending school in Bartlesville?	Less than 18 months	18 months – 3 years	3 – 5 years	More than 5 years	Total
Purchase	62.5%	41.7%	52.4%	77.5%	70.8%
Rent	37.5%	58.3%	47.6%	22.5%	29.2%

Surprisingly, respondents with both short and long-term plans in Bartlesville would generally prefer to buy rather than rent, the group expecting to stay between 18 months and 3 years excepted.

18. What type of residence in the Downtown Study Area would you find most appealing?

How long do you expect to continue working and/or attending school in Bartlesville?	Less than 18 months	18 months – 3 years	3 – 5 years	More than 5 years	Total
A detached single family home on a small lot	75.0%	58.3%	52.4%	66.1%	64.2%
Duplex	12.5%	8.3%	0.0%	3.3%	3.7%
An attached townhome in a group of multiple units	0.0%	8.3%	23.8%	2.5%	5.6%
A unit in a low-rise residential building of 3 stories or less	0.0%	8.3%	4.8%	2.5%	3.1%
A unit in a residential building of 4 stories or more	0.0%	0.0%	0.0%	0.8%	0.6%
A loft or apartment conversion of an older, previously commercial or institutional building	12.5%	16.7%	19.1%	24.8%	22.8%

All groups preferred the detached single family home to other housing types. Interest in converted commercial space was strongest with respondents who planned to stay in Bartlesville for 5 years or more.

19. How much would you be willing to pay per month for a home in the Downtown Study Area, to either own or rent?

How long do you expect to continue working and/or attending school in Bartlesville?	Less than 18 months	18 months – 3 years	3 – 5 years	More than 5 years	Total
Under \$500	37.5%	8.3%	14.3%	5.8%	8.6%
\$500 - \$749	25.0%	50.0%	38.1%	34.7%	35.8%
\$750 - \$999	25.0%	8.3%	33.3%	26.5%	25.9%
\$1,000 - \$1,249	0.0%	16.7%	9.5%	15.7%	14.2%
\$1,250 - \$1,499	12.5%	16.7%	4.8%	10.7%	10.5%
\$1,500 - \$1,749	0.0%	0.0%	0.0%	2.5%	1.9%
\$1,750 - \$1,999	0.0%	0.0%	0.0%	1.7%	1.2%
\$2,000 or more	0.0%	0.0%	0.0%	0.8%	0.6%
Not applicable	0.0%	0.0%	0.0%	1.7%	1.2%

While there is a slight expectation for lower housing costs a month expected short term residents, the monthly price respondents were willing to pay was fairly similar across all groups.

20. Given your monthly cost expectations, what is the room plan you would expect for a residence in the Downtown Study Area?

How long do you expect to continue working and/or attending school in Bartlesville?	Less than 18 months	18 months – 3 years	3 – 5 years	More than 5 years	Total
Studio or small 1 bedroom	12.5%	8.3%	0.0%	5.0%	4.9%
Larger 1 bedroom or 1 bedroom with den	50.0%	8.3%	23.8%	9.1%	13.0%
2 bedroom	12.5%	33.3%	47.6%	21.5%	25.3%
3 bedroom	12.5%	41.7%	23.8%	43.8%	39.5%
4 or more bedrooms	12.5%	8.3%	4.8%	20.7%	17.3%

Expected longer term residents were more interested in larger housing than expected short termers, perhaps because they may be more likely to have a spouse and/or children.

21. Which factors would be most important in selecting a residence in the Downtown Study Area? Please pick UP TO FOUR. You can contribute your own factor as one of your choices under “Other.”

How long do you expect to continue working and/or attending school in Bartlesville?	Less than 18 months	18 months – 3 years	3 – 5 years	More than 5 years	Total
Workplace within walking distance	50.0%	25.0%	47.6%	18.7%	24.4%
Having secure off-street parking on-site	50.0%	66.7%	52.4%	56.9%	56.7%
Elementary school within walking distance	0.0%	0.0%	4.8%	8.1%	6.7%
Being near a town square park or plaza	12.5%	0.0%	0.0%	4.1%	3.7%
Being near a recreational park with trails and athletic facilities	0.0%	25.0%	9.5%	13.0%	12.8%
Being in a traditionally residential area (as opposed to a commercial area)	0.0%	0.0%	23.8%	20.3%	18.3%
Being within walking distance of neighborhood / convenience retail and grocery store	12.5%	8.3%	14.3%	6.5%	7.9%
Being within walking distance of entertainment and special events	0.0%	0.0%	14.3%	13.0%	11.6%
Church within walking distance	0.0%	0.0%	0.0%	1.6%	1.2%
Restaurants and bars within walking distance	50.0%	25.0%	23.8%	26.0%	26.8%
Health club or fitness facilities within walking distance	0.0%	8.3%	0.0%	5.7%	4.9%
Grocery store within walking distance	12.5%	16.7%	9.5%	9.8%	10.4%
Historic character of building	12.5%	0.0%	9.5%	28.5%	23.2%
Home interior layout and design	25.0%	25.0%	14.3%	26.0%	24.4%
Laundry hookups within unit	37.5%	50.0%	38.1%	33.3%	35.4%
Outdoor space, yard, and/or pool within property	12.5%	33.3%	19.1%	20.3%	20.7%
Price of housing	62.5%	83.3%	47.6%	46.3%	50.0%
Historic ambience of neighborhood	0.0%	8.3%	9.5%	17.1%	14.6%
Ability to accommodate pets	37.5%	25.0%	38.1%	22.0%	25.0%
Other (please specify)	0.0%	0.0%	9.5%	5.7%	5.5%

Respondents expecting to stay in Bartlesville for less than 3 years were especially price-conscious. Those expecting to remain in Bartlesville for a longer time gave a more diverse set of answers.

22. What is your preference regarding the age and construction status of potential housing in the Downtown Study Area?

How long do you expect to continue working and/or attending school in Bartlesville?	Less than 18 months	18 months – 3 years	3 – 5 years	More than 5 years	Total
New construction or newly renovated / rehabbed residential property (not historical conversion)	75.0%	41.7%	38.1%	39.8%	41.5%
Existing older residential property, not renovated or rehabbed	12.5%	8.3%	4.8%	6.5%	6.7%
Historic building reuse or conversion (previously commercial or institutional)	0.0%	33.3%	19.1%	25.2%	23.8%
No preference	12.5%	16.7%	38.1%	28.5%	28.1%

Those expecting to stay in Bartlesville for only a short time were far more interested in new or renovated residential units and existing housing. Those who expected to remain for longer were less likely to have a housing preference and expressed much more interest in historic building reuse.



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