

Tulsa – Moton Site

Market Opportunity Analysis

March 2026



KB | ADVISORY GROUP



Bridging economic, real estate and local policy perspectives to help create better places.

Our vision is to make lasting positive impacts on communities and the built environment.

- 1. Real Estate Markets**
- 2. Development Economics**
- 3. Public Financing/Tax Increment Financing**
- 4. Economic Impacts**
- 5. Housing Analysis**



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Context



Context

KB Advisory Group was engaged by PartnerTulsa to conduct a market analysis and opportunity assessment on a collection of parcels in North Tulsa known as the **Moton Site**.

This market analysis and opportunity assessment has been driven by two separate but equally important sets of inputs:

- **Community stakeholder interviews** with local residents, development experts, business owners, institutional decision-makers, policymakers, and leaders &
- **The newest data available** related to demographic, economic and commercial real estate trends

These inputs have been utilized to craft recommendations and conclusions for the site's future development potential.

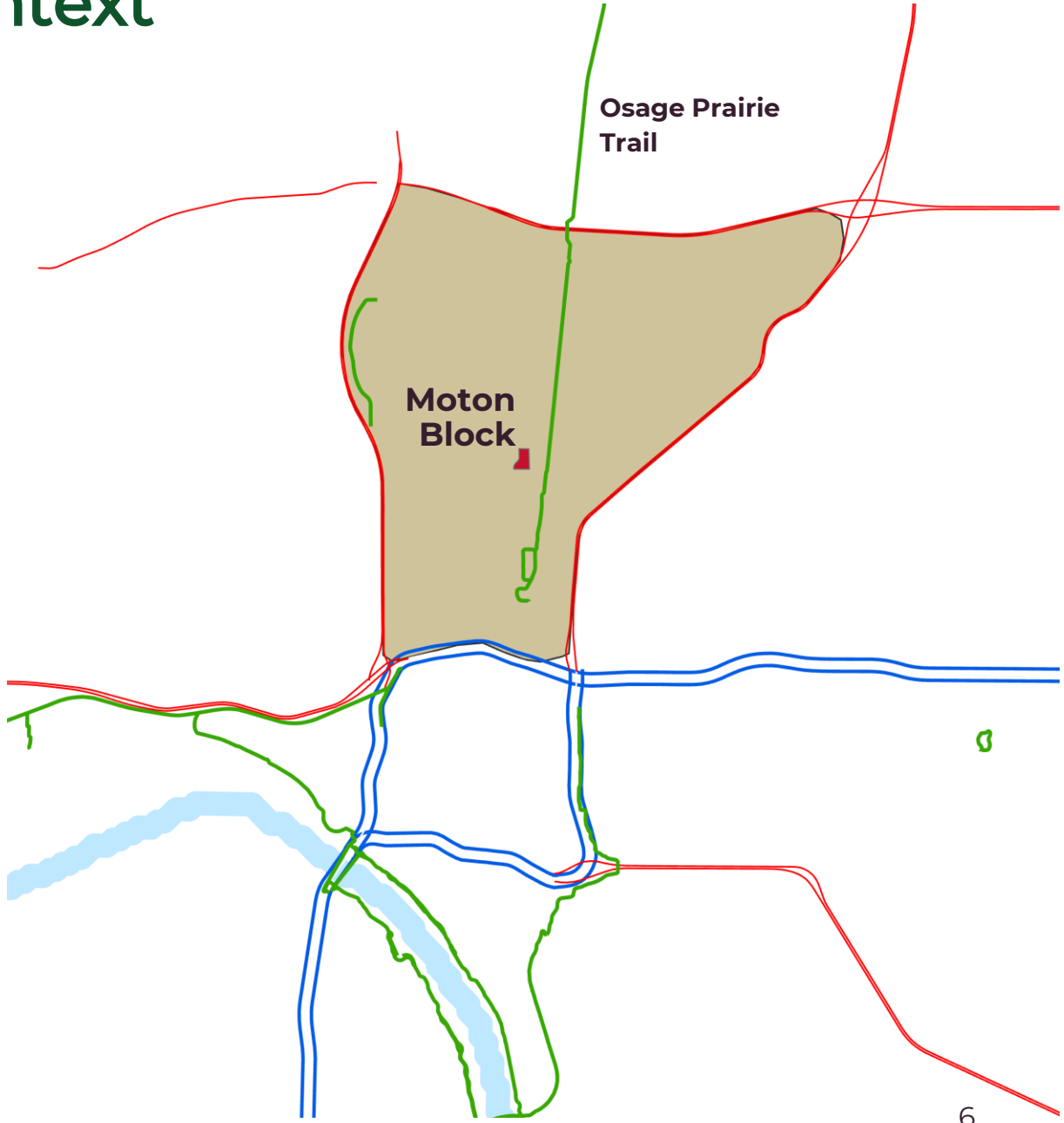
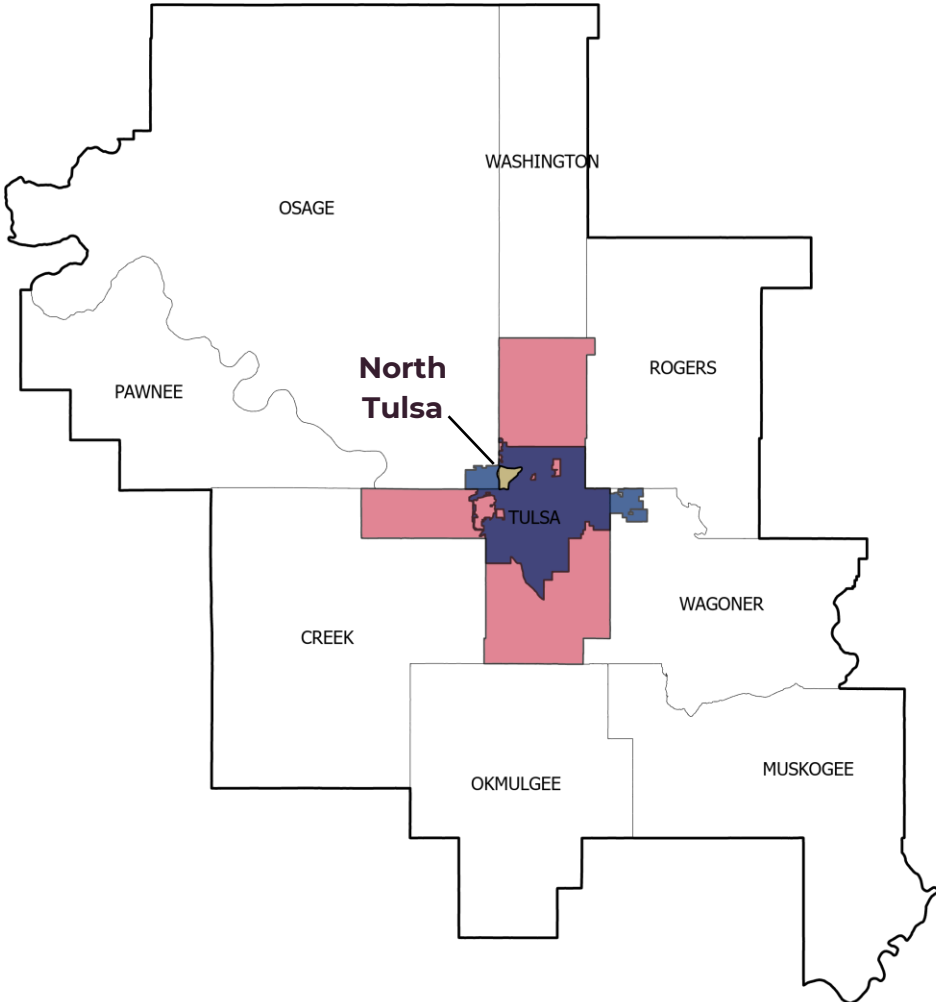


Site Context

- The subject site is a 3.5-acre site on Pine Street and Greenwood Avenue.
- Within North Tulsa, it is situated in the Dunbar neighborhood.
- The block in which the site is situated is home to the neighborhood's historic Moton Hospital, a building which is becoming rehabilitated into the Greenwood Entrepreneurship Hub at Moton (GEM).
- The perspective to the right showcases the site in relation to Downtown Tulsa, which is approximately 1.5 miles away, and linked directly to the site through Greenwood Avenue.



Geographic & Market Area Context



Community Input Context

In September 2025 KB Advisory Group initiated a **preliminary community engagement process** for the Moton site analysis with targeted in-person and virtual interviews with PartnerTulsa and City staff and local North Tulsa stakeholders, including with community organizers, neighborhood leaders, local community developers.

What We Heard

- 1** The community has justified **skepticism about new development** in the area and is simultaneously **hungry for progress**.
- 2** The Moton block holds **physical, cultural, and symbolic value** that few sites can match. Its redevelopment can demonstrate how North Tulsa's history and future connect.
- 3** **The Moton redevelopment can set the standard for equitable reinvestment in North Tulsa.** Doing so requires earning trust and achieving visible wins.

Key Insights

- I** **Desire for Ownership Opportunities**
Former residents want to “move home” and current neighborhood residents need modern, attainable for-sale products.
- II** **Cross-Sectional Housing Needs**
Development should be accessible to local residents with lower renting and purchasing power, while also creating new opportunities for new mid- to upper-market housing choices in North Tulsa.
- III** **Everyday Amenities**
Call for food options and walkable services that make the neighborhood complete.
- IV** **Inclusive Prosperity**
Generally, support for multi-use development that “lets more people benefit” by involving local developers and embedding cultural storytelling into design and branding.

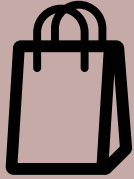
Market Study Summary

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Market Study Summary

Moton Site Capture of North Tulsa Market Demand 2025 - 2030

Retail



14,000-17,000 SF

The site's capture of retail demand in North Tulsa is derived from a market-wide **opportunity to recapture retail dollars that are currently spent outside of North Tulsa. The strongest opportunity on the site is for retail that is experiential and focuses on food and beverage options** integrated within other uses on the site.

Office



15,000-20,000 SF

The site's opportunity for office is inclusive of rather than in addition to the 13,000 sf of office being developed as part of the renovation of the Moton hospital. **Additional office on-site may present as small coworking space catering to local entrepreneurs, or as purpose-built office that addresses the space needs of an institutional partner.**

Townhome



38-50 Units

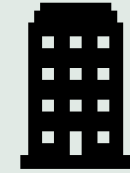
The strongest market-driven opportunity for residential on-site presents as new townhome product. These smaller-format units leverage an active and growing for-sale market in North Tulsa, while also addressing community goals around affordable homeownership.

Detached



5-6 Units

Multifamily

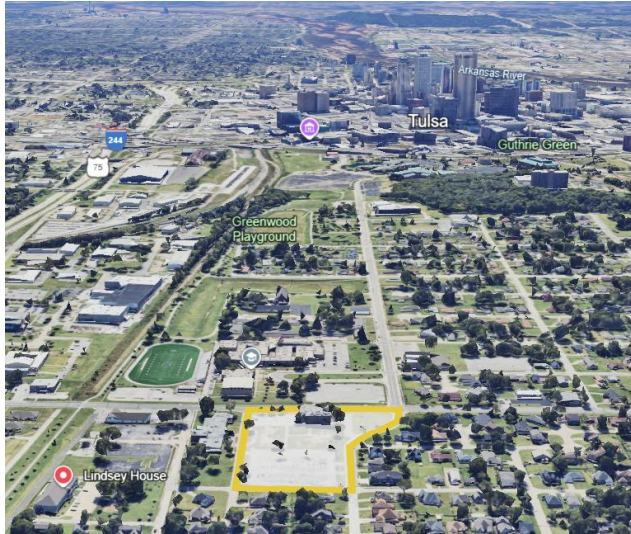


55-75 Units

While affordable rentals have been identified as a need by community stakeholders, **additional subsidy may be necessary to make even a full 120-unit market rate deal work on the site and will be instrumental in providing deeply affordable units.**

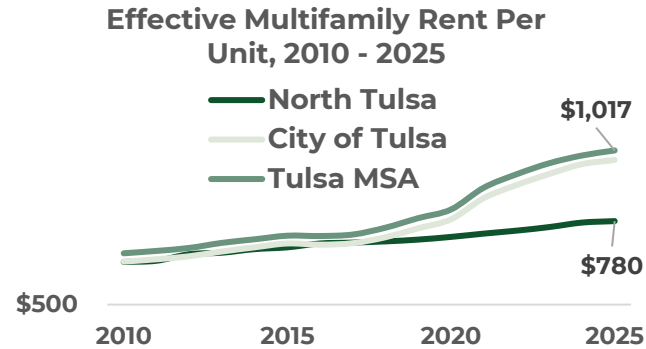
Market Study Summary

A Well-Positioned Site Ready to Capture Downtown Momentum



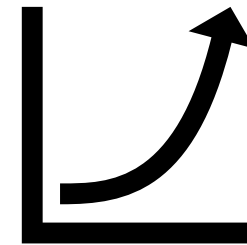
Proximity to the city’s job center and multimodal access via the Osage Prairie Trail create a natural opportunity to absorb spillover growth from Downtown as housing costs rise across the metro.

Local Market Conditions Require Purposeful Public-Private Partnership



A successful strategy will depend on targeted incentives and financing tools—including the City’s \$75 million housing fund and other coordinated investment by public sector and philanthropic partners to bridge feasibility with community priorities.

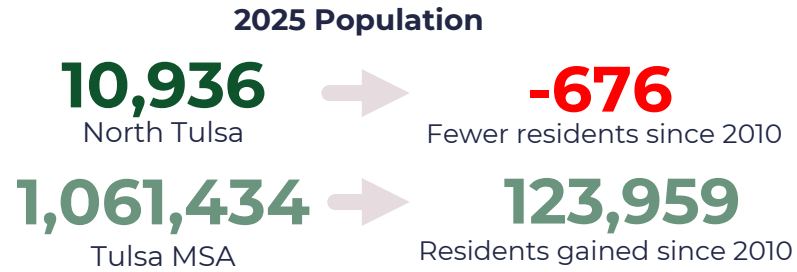
Phased Mixed-Use Development Can Build Momentum



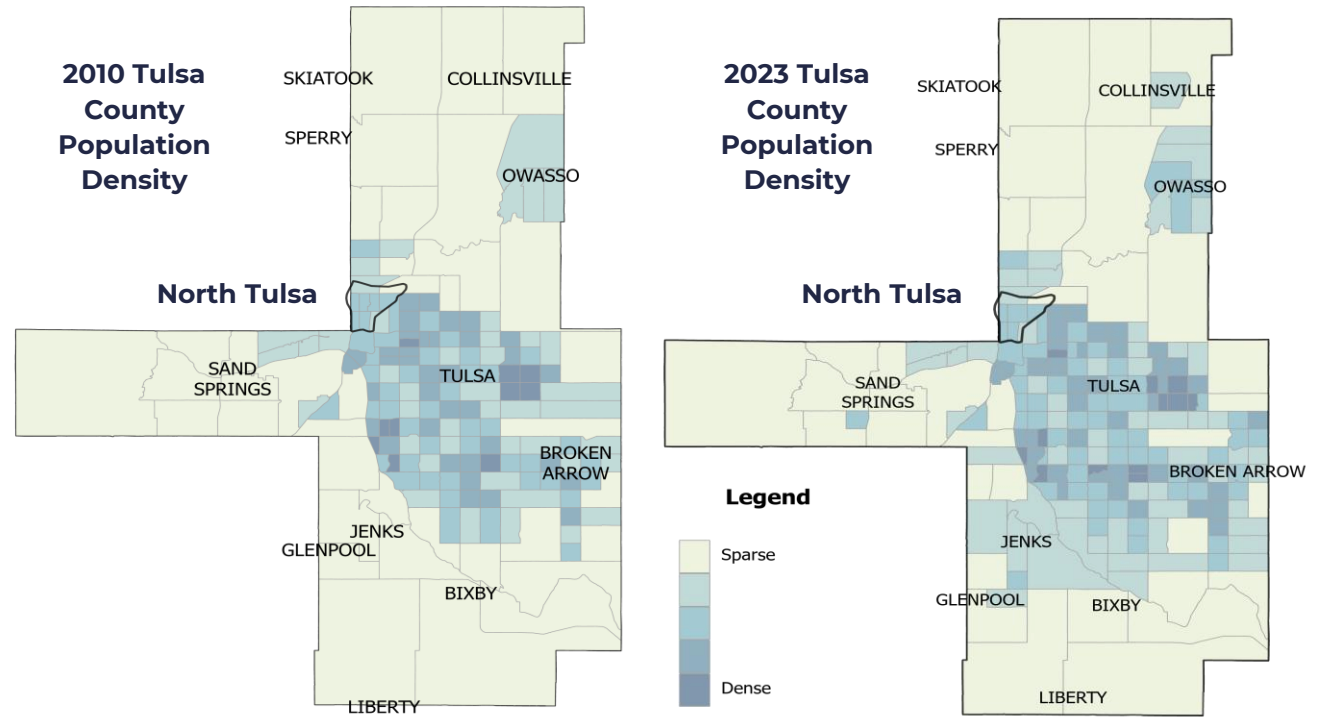
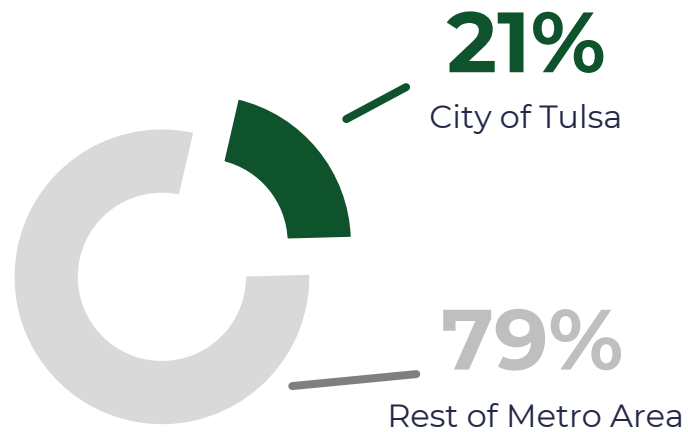
A well-executed first phase can serve as a proof of concept for how inclusive redevelopment can balance community goals and market realities in North Tulsa.

Market Study Summary

Spatially Divergent Growth Trends:

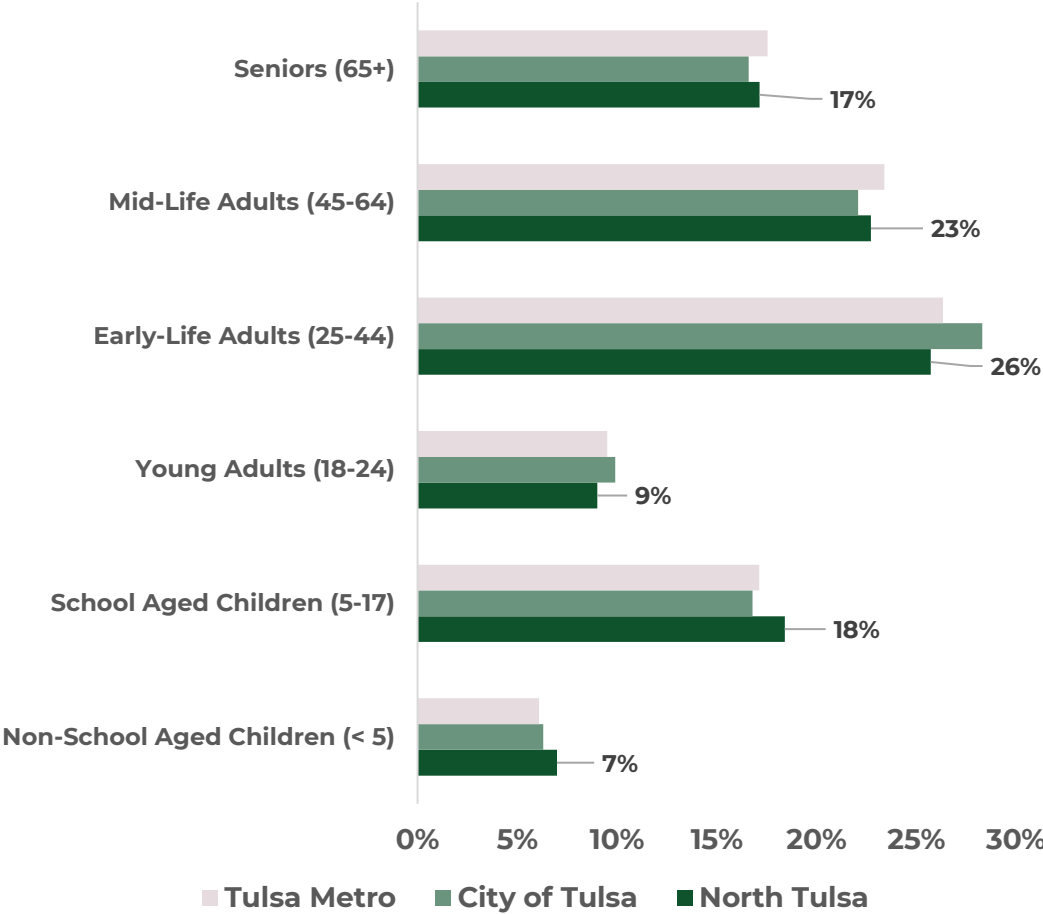


Percentage of New Growth, 2010-2025

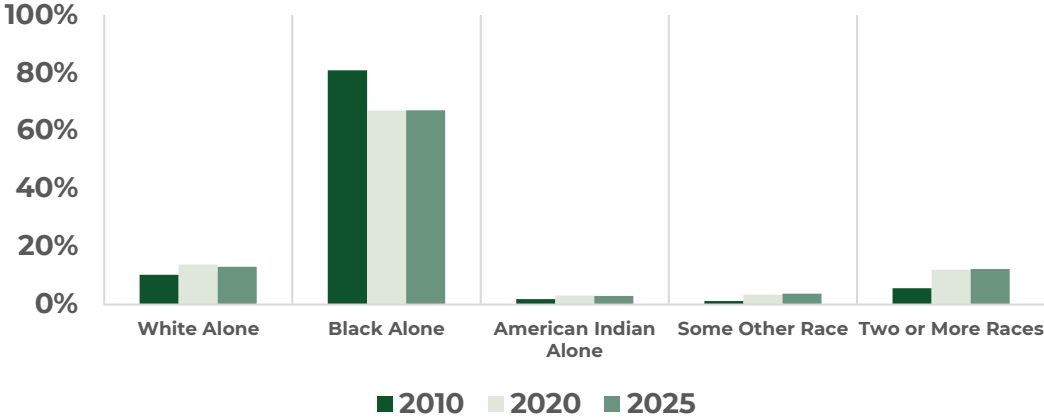


Market Study Summary

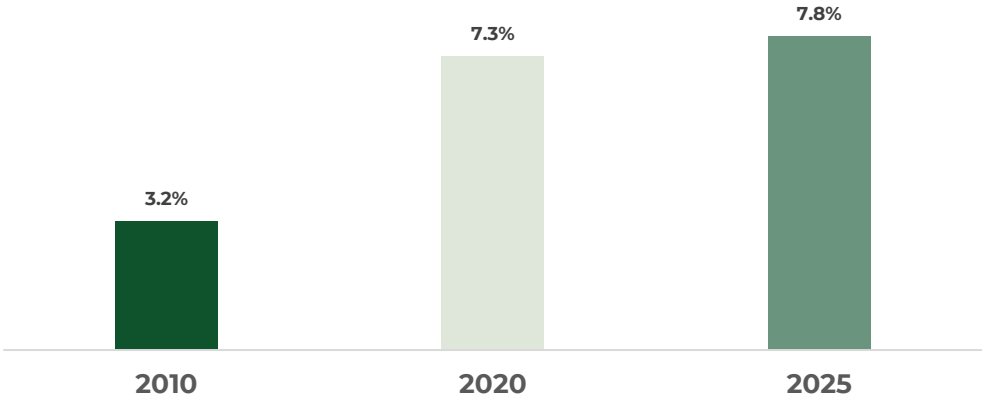
**Younger & Older:
Population by Age Cohort, 2025**



Race & Ethnicity Trends in North Tulsa

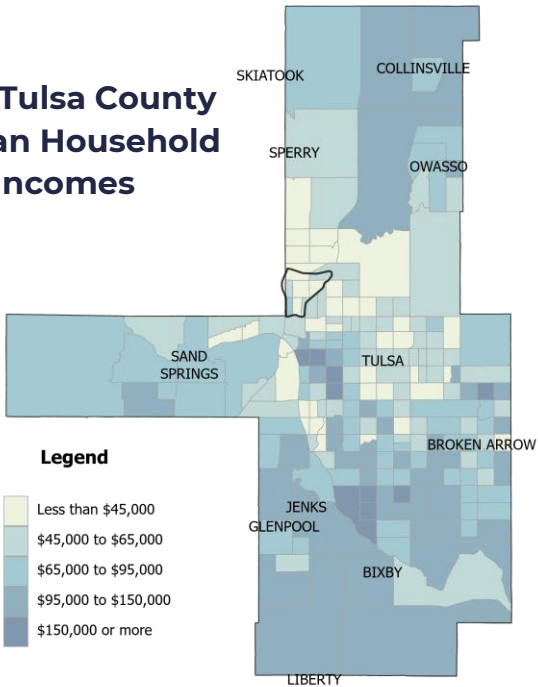


North Tulsa Hispanic/Latino Population, 2025



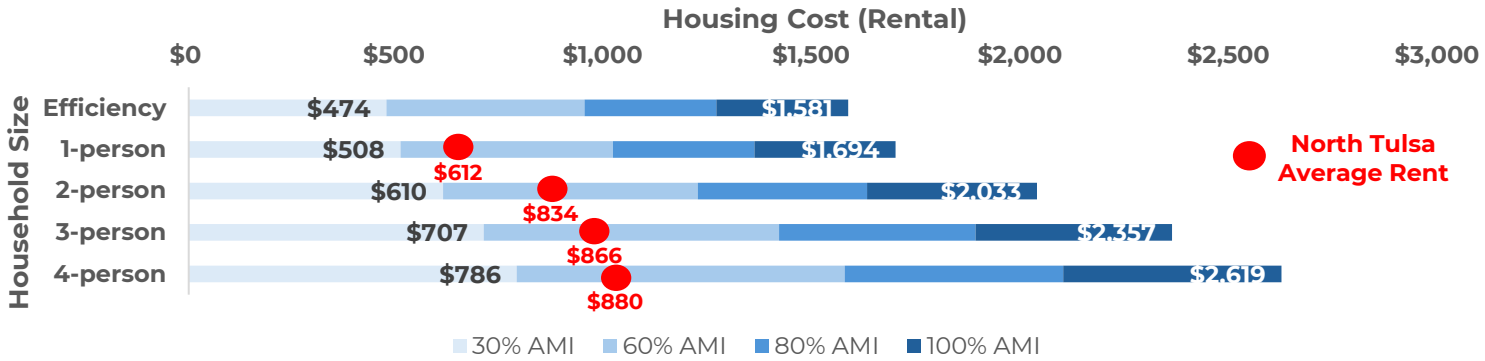
Market Study Summary

2023 Tulsa County Median Household Incomes

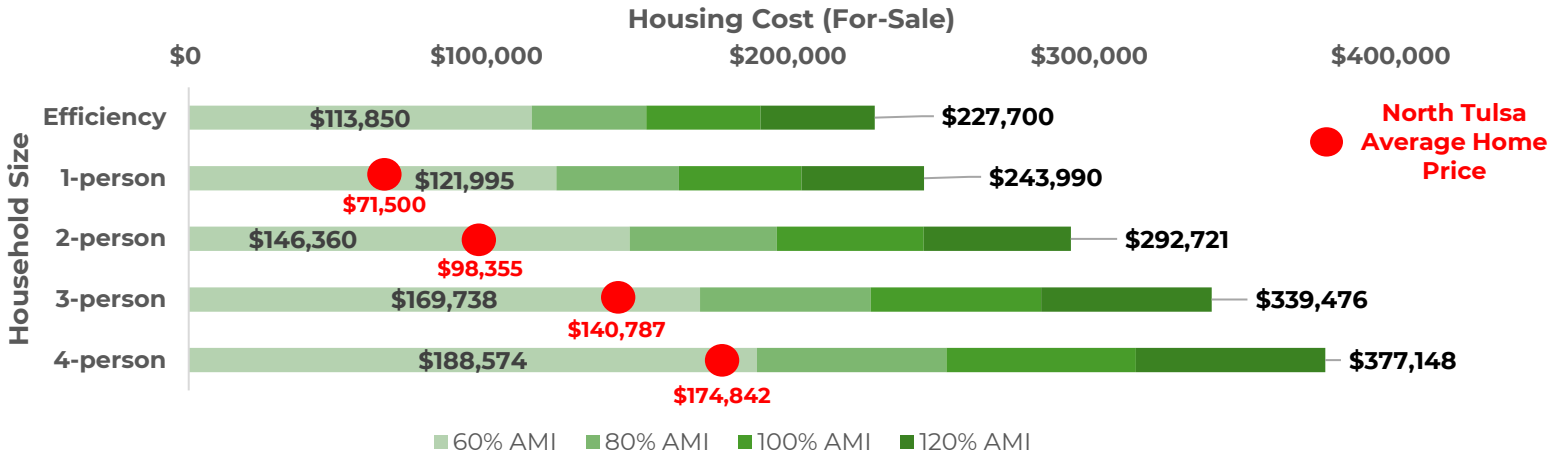


Median Household Income, 2025 Est.
\$35,965 North Tulsa
\$57,384 City of Tulsa
\$66,606 Tulsa Metro

Tulsa MSA Housing Rental Costs by Household Size & Average Housing Costs in PMA

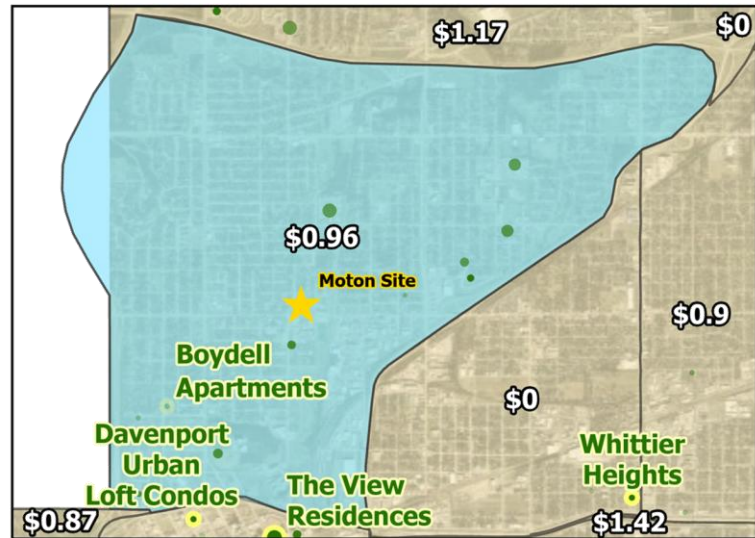
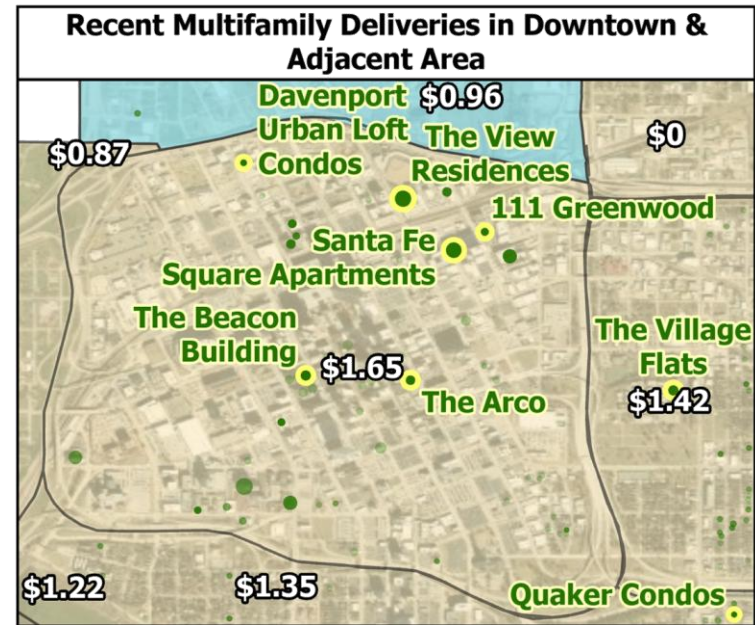
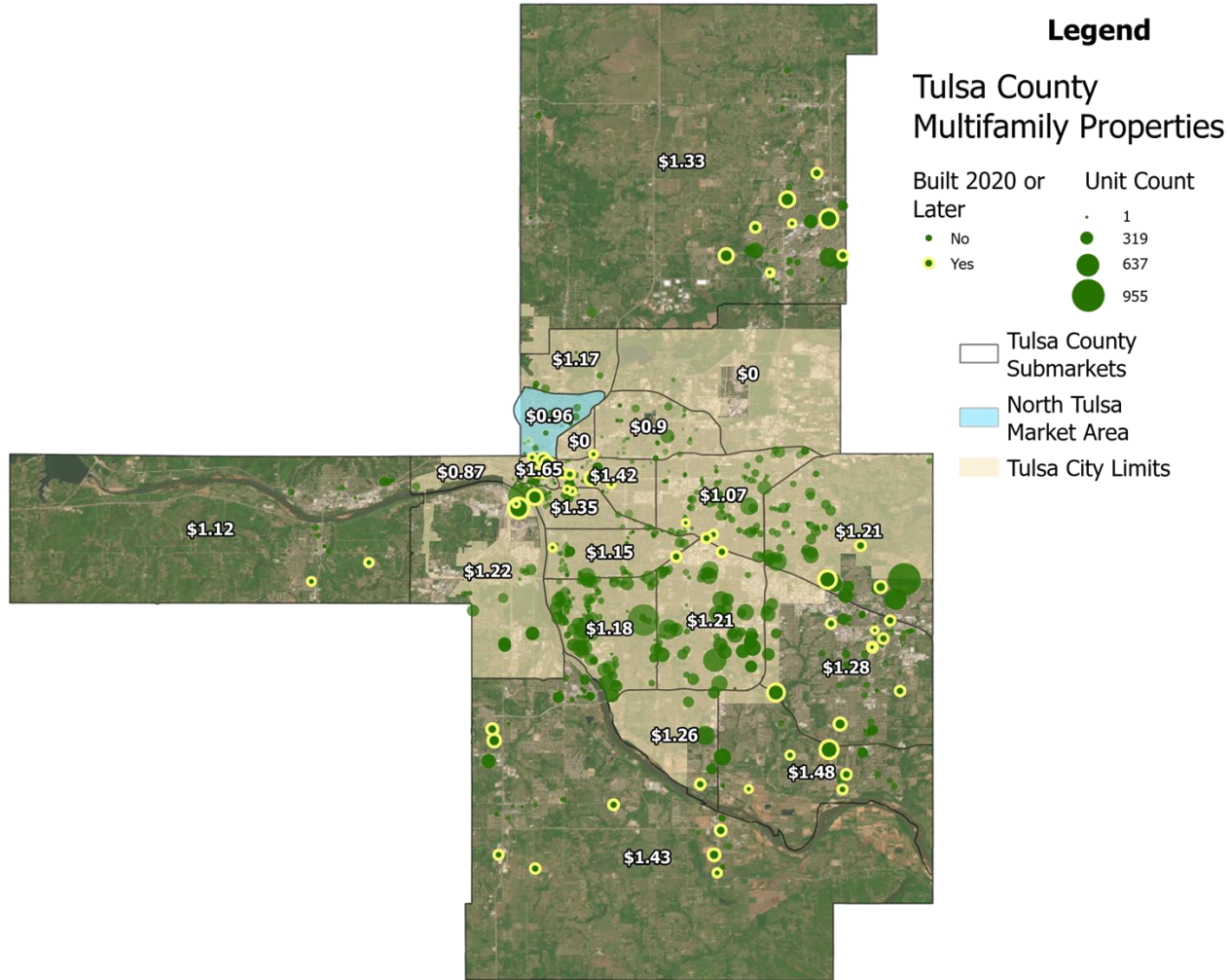


Tulsa MSA Housing For-Sale Costs by Household Size & Average Housing Costs in PMA



Market Study Summary

Multifamily Supply Analysis:



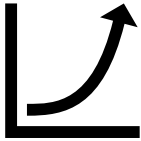
Highlight on North Tulsa: Of the 858 commercially operated rental units in North Tulsa, only 23 are market rate units. The 12-Unit renovation of the Boydell Apartments represents the most recent market activity in the area.

Market Study Summary



Attached Product Share of Overall For-Sale Market, 2022 - 2025

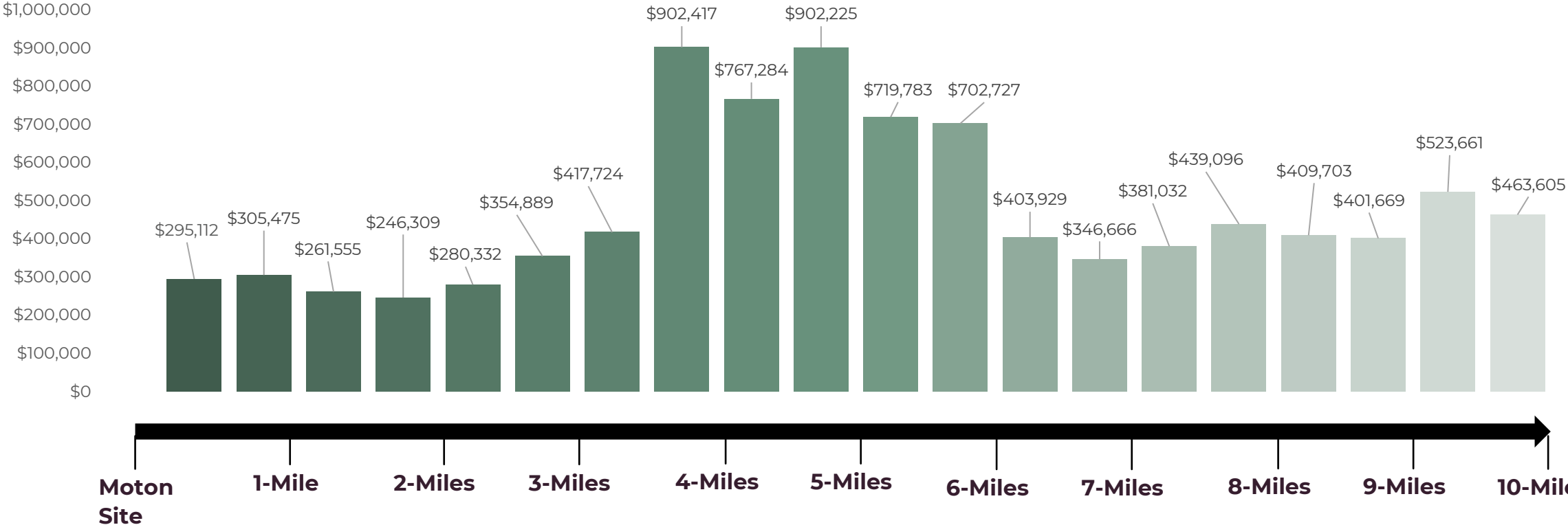
8%



Average Detached Market Premium Over Attached Product, 2022 - 2025

20%

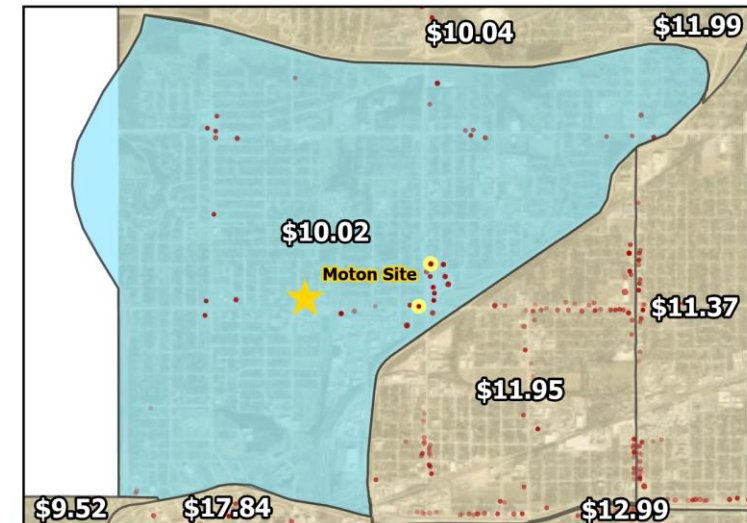
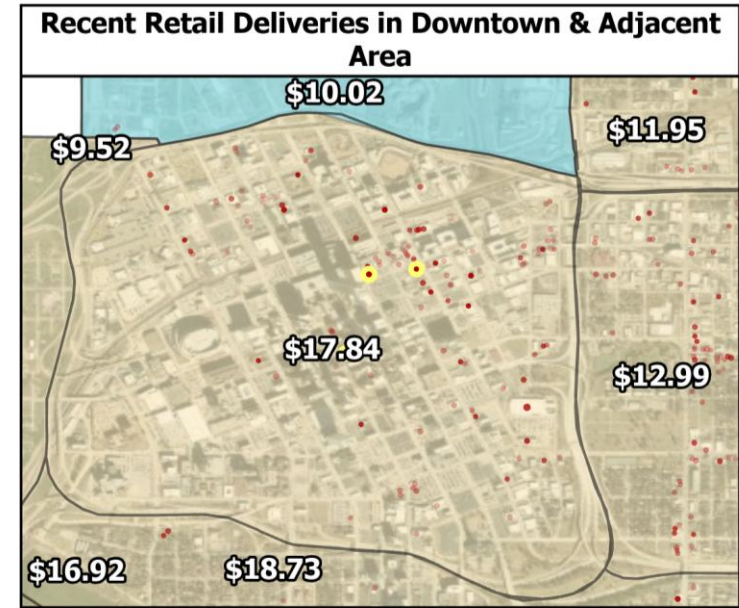
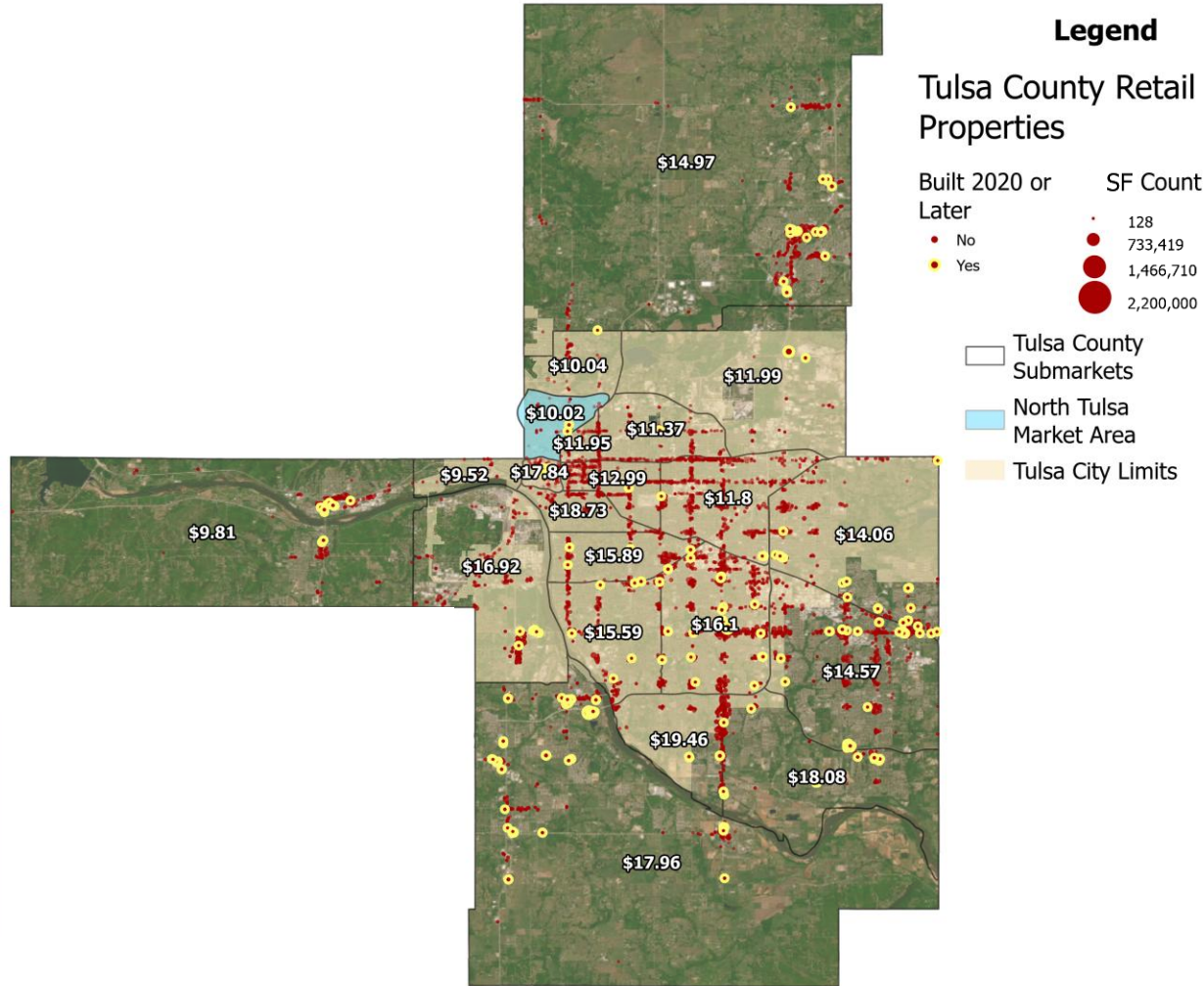
Average New Home Sale Price by Vicinity to Moton Site, 2022-2025



Sources: ACS 2023 5-Year Estimates, Claritas, Greater Tulsa Association of Realtors, KBA Group

Market Study Summary

Retail Supply Analysis:

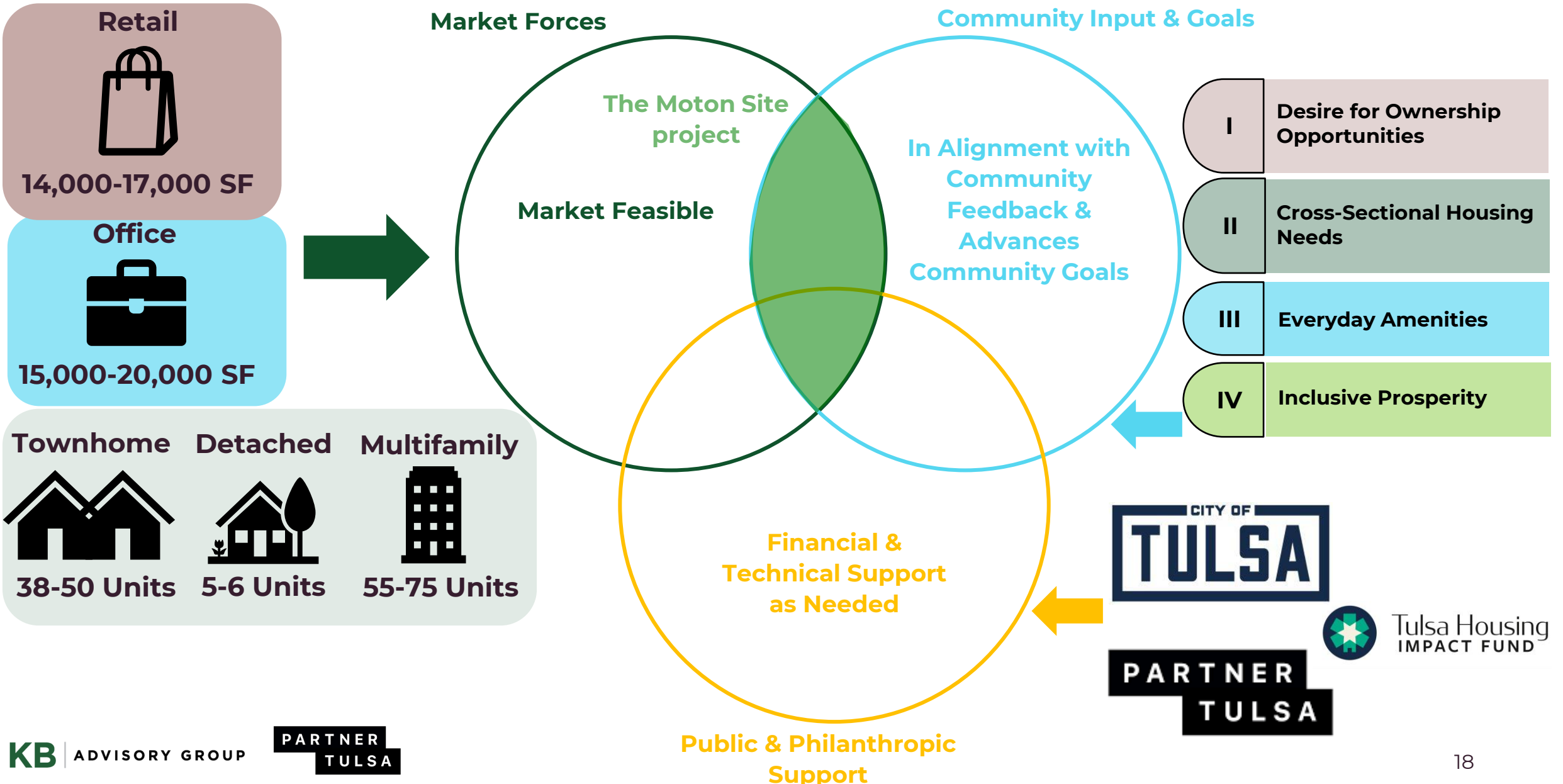


Highlight on North Tulsa: Only two retail properties have been developed in North Tulsa since 2020, the Oasis grocery store on N Peoria Ave and the Wendy's on Pine Street.

Advancing Community Goals & Creating Lasting Impact



Development Feasibility & Community Goals



Development Feasibility-Community Goals Matrix



Low Density, Single-Use



Mixed-Density, Mixed-Use



Very High-Density, Mixed-Use

Community Goals

Follows existing community character	✓	✓	✗
Ownership opportunities	✓	✓	✗
Aligned with accessibility thresholds of current residents	✗	✓	✓
Adds to neighborhood amenity base	✗	✓	✓
Scaled to stimulate local housing market	✗	✓	✓
Potential for public amenities	✗	✓	✗

Neighborhood Case Study – The Stevenson Apartments at Brightwalk (Double Oaks, Charlotte NC)

In 2017, amid disinvestment, the Stevenson Apartments opened in the historically Black neighborhoods of Double Oaks/Druid Hills in Charlotte, North Carolina thanks to public municipal investment.

- **Adjacent to multiple public schools;**
- **2 miles from Downtown Charlotte;**
- **On a major corridor road but adjacent to a predominantly single-family home neighborhood.**



Source: CoStar (February 2026)

Neighborhood Case Study – The Stevenson Apartments at Brightwalk (Double Oaks, Charlotte NC)

2009



- City demolished subpar housing (Earle Village) in the 1990s with a strategy of having a mixed-income neighborhood of townhomes and apartments.

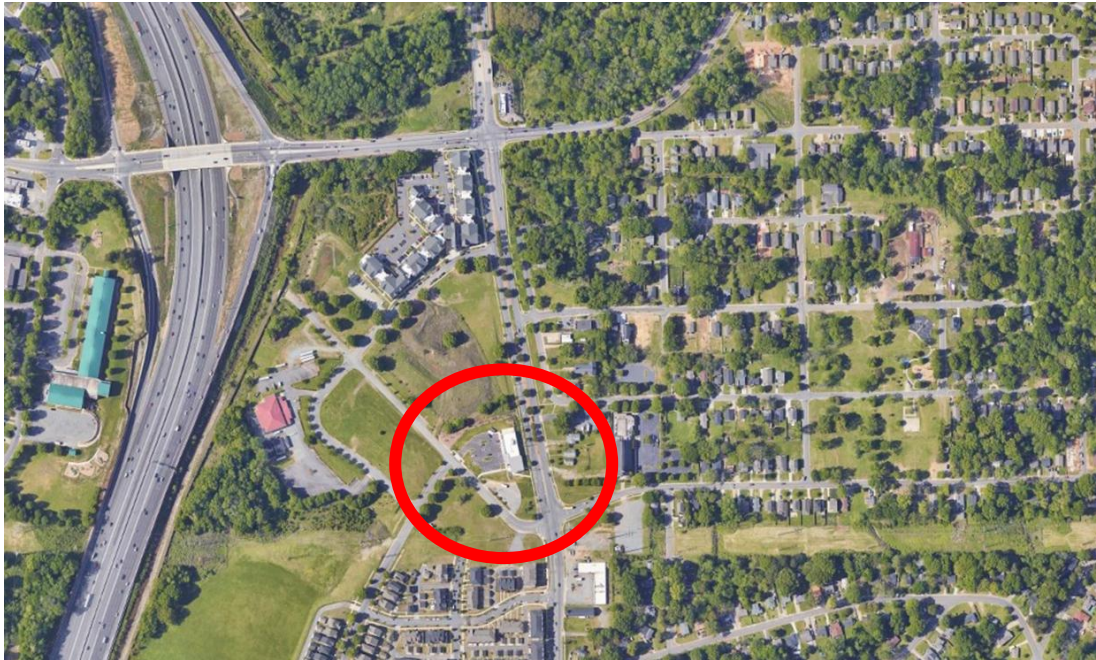
2017



- The Stevenson (130 multifamily units) opens;
- Townhomes are developed south of the apartments.

Neighborhood Case Study – The Stevenson Apartments at Brightwalk (Double Oaks, Charlotte NC)

2021



- The neighborhood sees the opening of the Novant Health Michael Jordan Family Medical Clinic (North End) in late 2020.

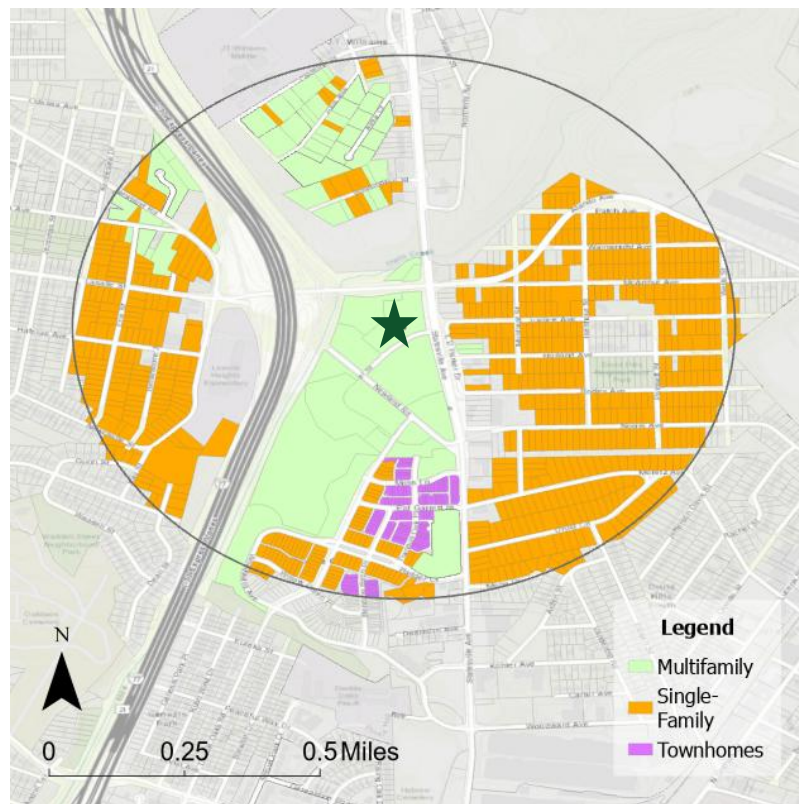
2025



- The private market creates more homeownership through market-rate townhomes.
- Druid Hills Park sees significant improvements in 2024.

Neighborhood Case Study – The Stevenson Apartments at Brightwalk (Double Oaks, Charlotte NC)

2015 – Residential parcels only



Source: Mecklenburg County GIS (2015)

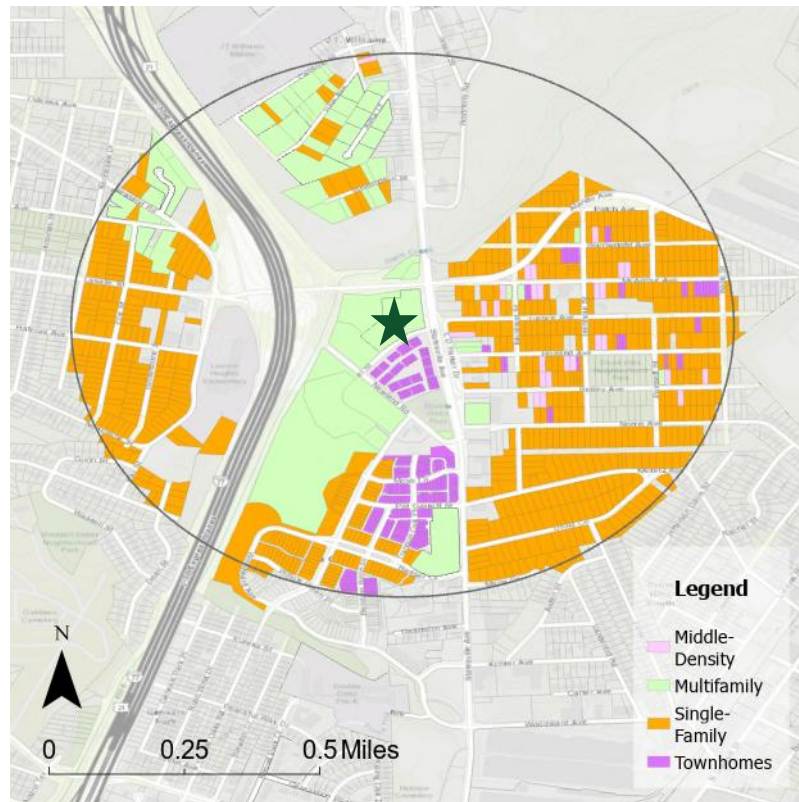
Analysis of the half-mile around where the Stevenson was built:

In 2015, the neighborhood had:

- 761 parcels zoned for Single-Family Homes, with an average assessed value of \$79,066.
- 126 parcels zoned for Townhomes (all part of the Brightwalk development), with an average assessed value of \$29,780.
- 350 apartments. Average year built: 1977

Neighborhood Case Study – The Stevenson Apartments at Brightwalk (Double Oaks, Charlotte NC)

2025 – Residential parcels only



Source: Mecklenburg County GIS (2025)

In 2025, the neighborhood had:

- 728 parcels zoned for Single-Family Homes, with an average assessed value of \$257,597.
- 278 parcels zoned for Townhomes, with an average assessed value of \$344,295.
- 137 more Multifamily units (130 at The Stevenson), with 334 more opening in 2026.
- 27 parcels categorized for Middle-Density Homes with an average assessed value of \$217,604.
- A new neighborhood-scale medical clinic.

Neighborhood Case Study – The Stevenson Apartments at Brightwalk (Double Oaks, Charlotte NC)



Source: Mecklenburg County GIS (2025)

Takeaways of neighborhood changes, 2015 to 2025:

- **No reduction in property values for adjacent properties;**
- **Large increases in property values for the neighborhood;**
- **Increase in population and types of housing available in the area;**
- **Community goals reached – a new health clinic and a new public park;**
- **Investment and partnerships between the public, private markets, and government**
- **Positive change is not zero-sum, but additive**



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