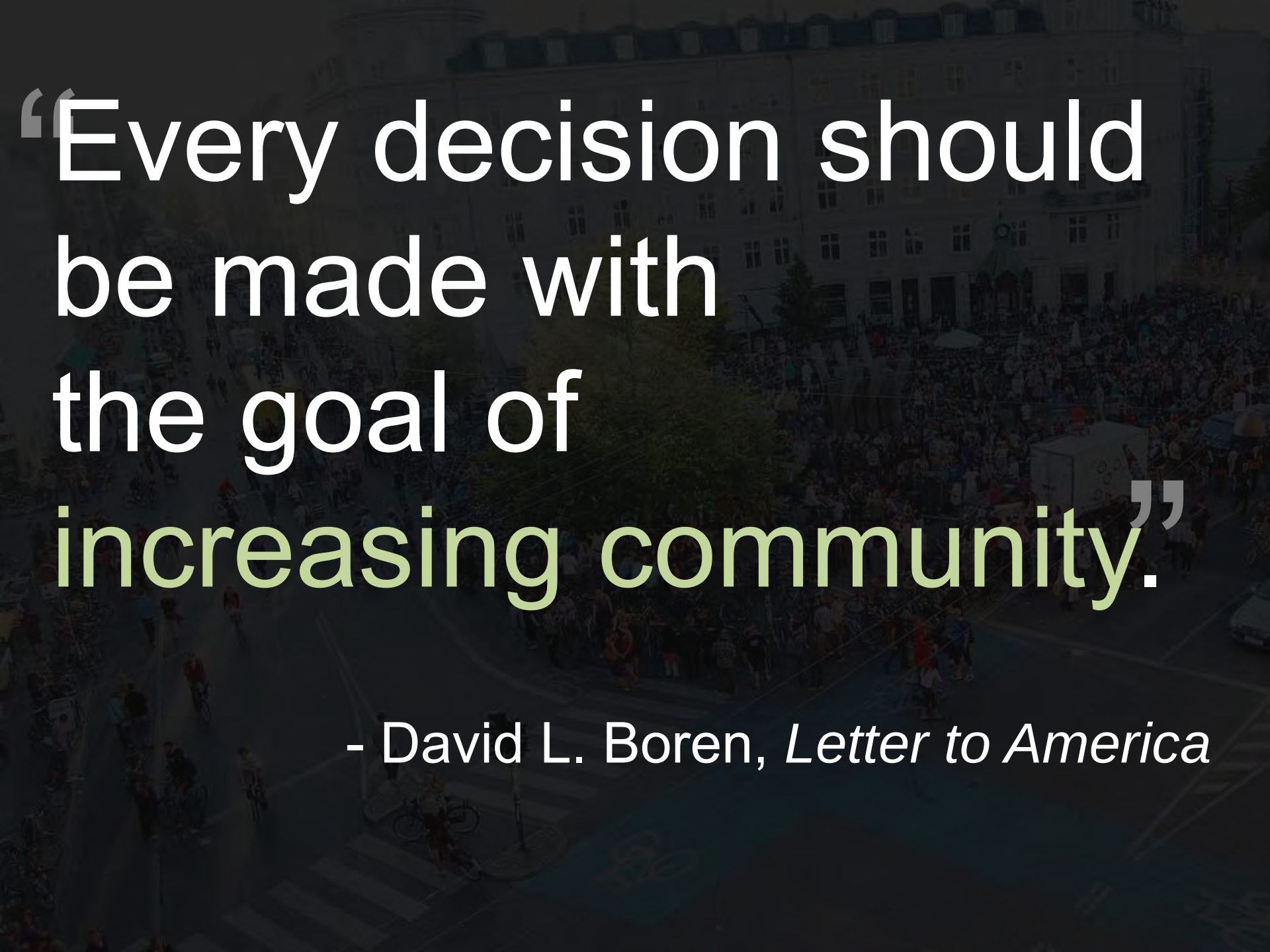
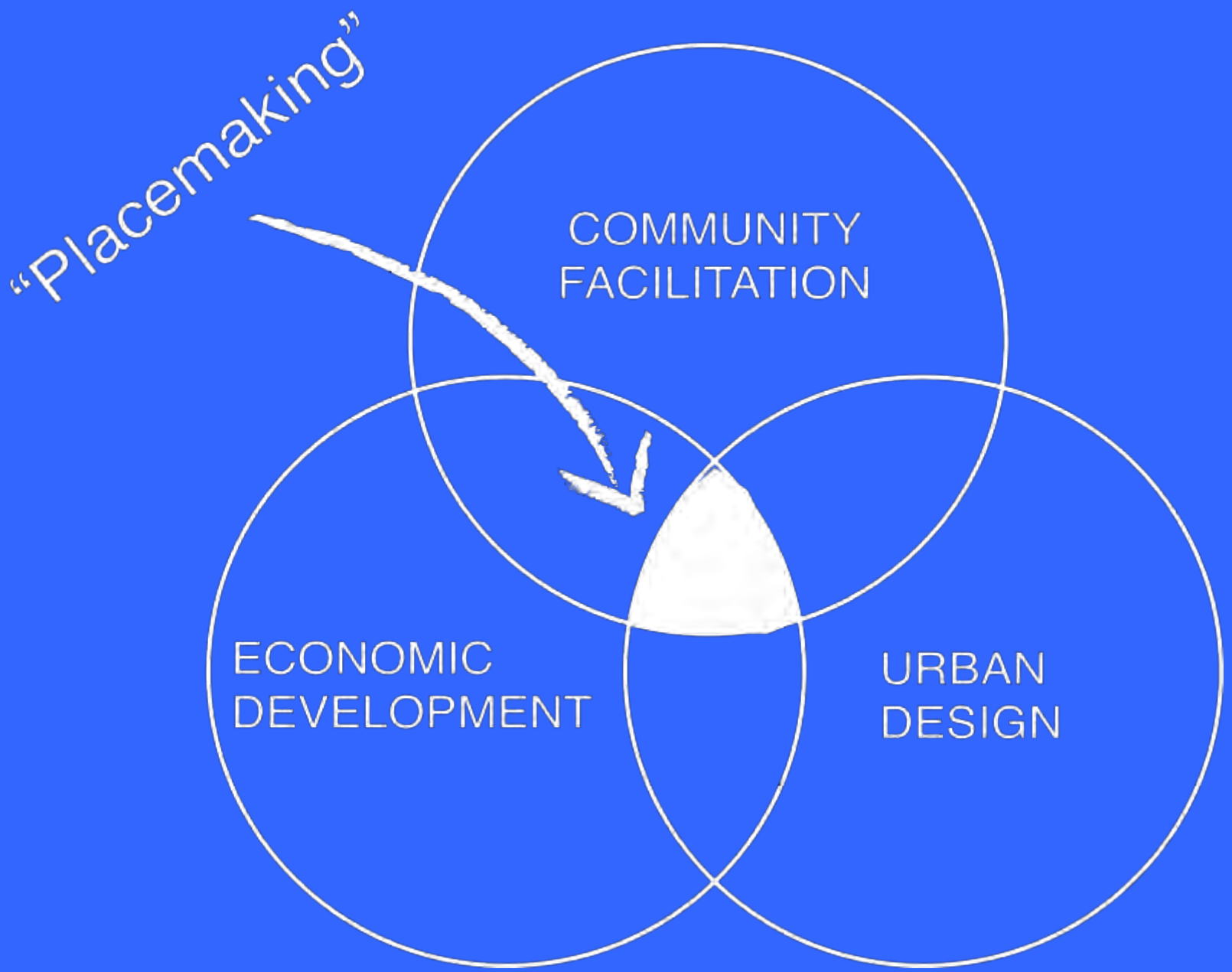
Kansas St. TAB & OK Brownfields Program
"Public Life: A Catalyst for Economic Development"
March 28, 2013

Blair Humphreys, Exec Director
Institute for Quality Communities
University of Oklahoma College of Architecture


“Every decision should be made with the goal of increasing community.”
- David L. Boren, *Letter to America*


"Placemaking"
COMMUNITY FACILITATION
ECONOMIC DEVELOPMENT
URBAN DESIGN

What is it not?

PIERCE
PUB
LIQUOR STORE
Hardee's
Chevron
93 NORTH
LEFT LANE

Five Components of Sprawl

Quiznos
Sub
RE/MAX
PROVIDENT

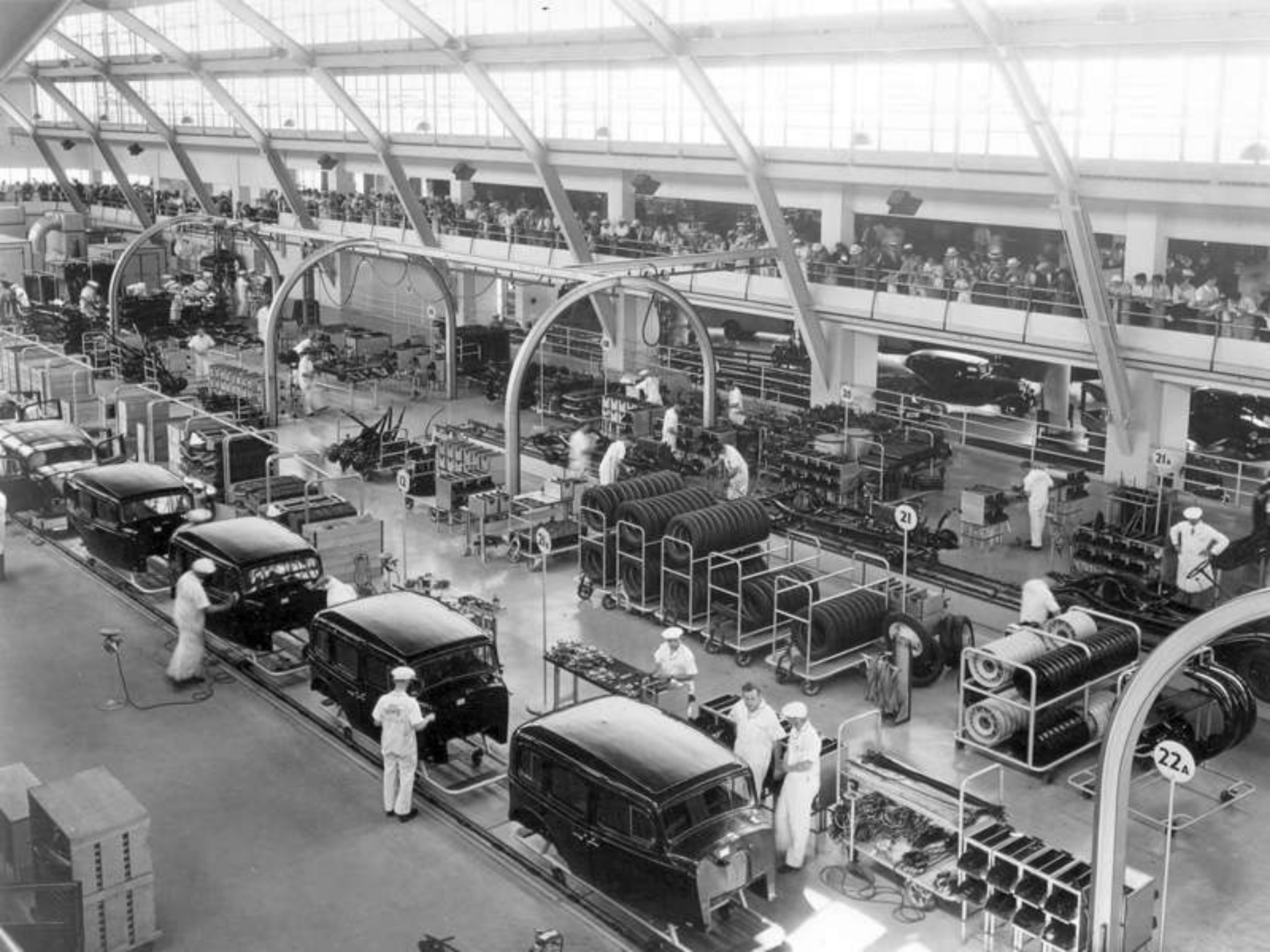
Sprawl is
not an accident.

It started as an idea.

“We shall use up tires, wear out road surfaces and gears, consume oil and gasoline. All of which will necessitate a great deal of work”
- Le Corbusier, *The Radiant City* (1935)

Had powerful advocates

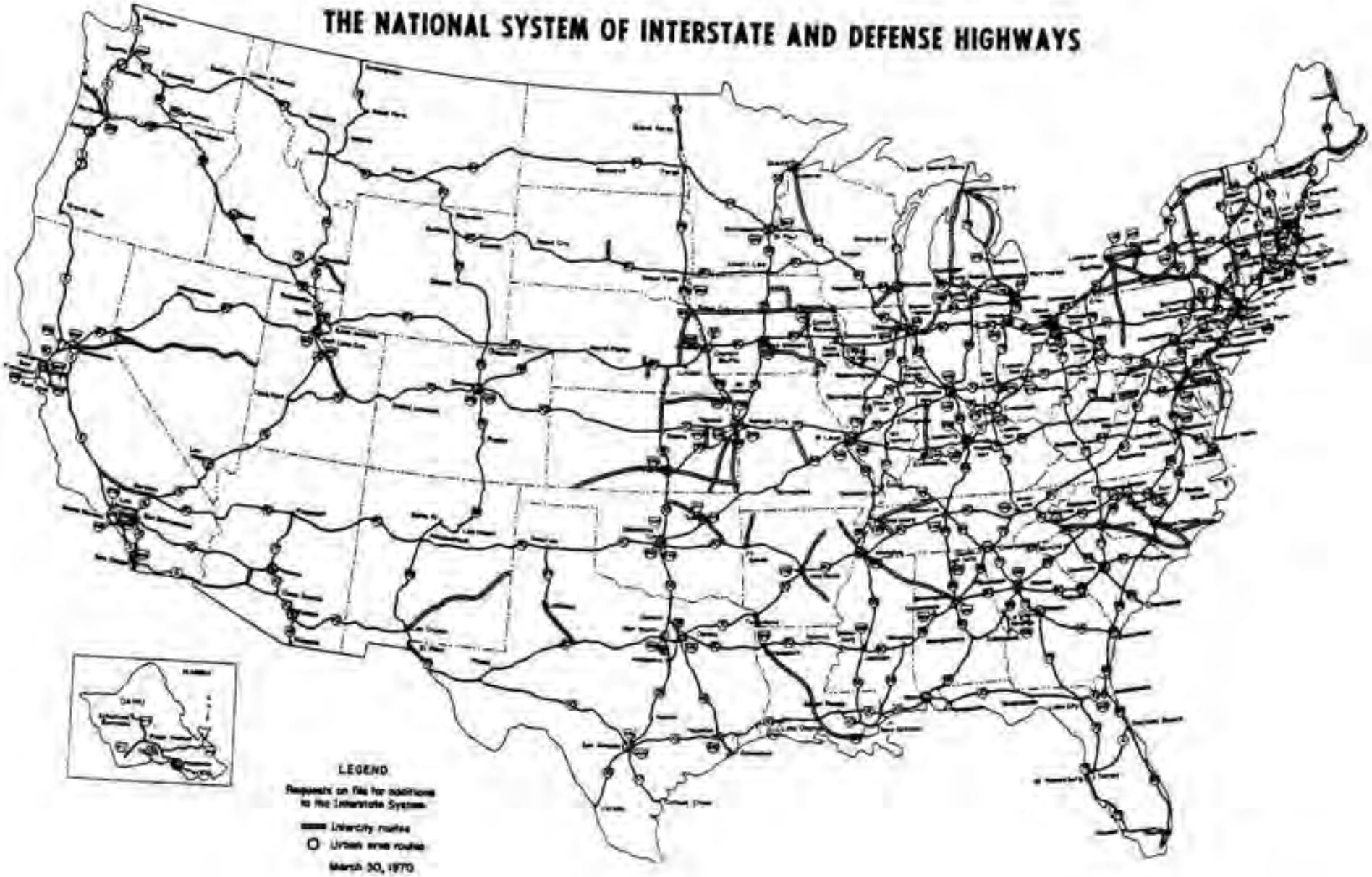
FUTURAMA


21
22A

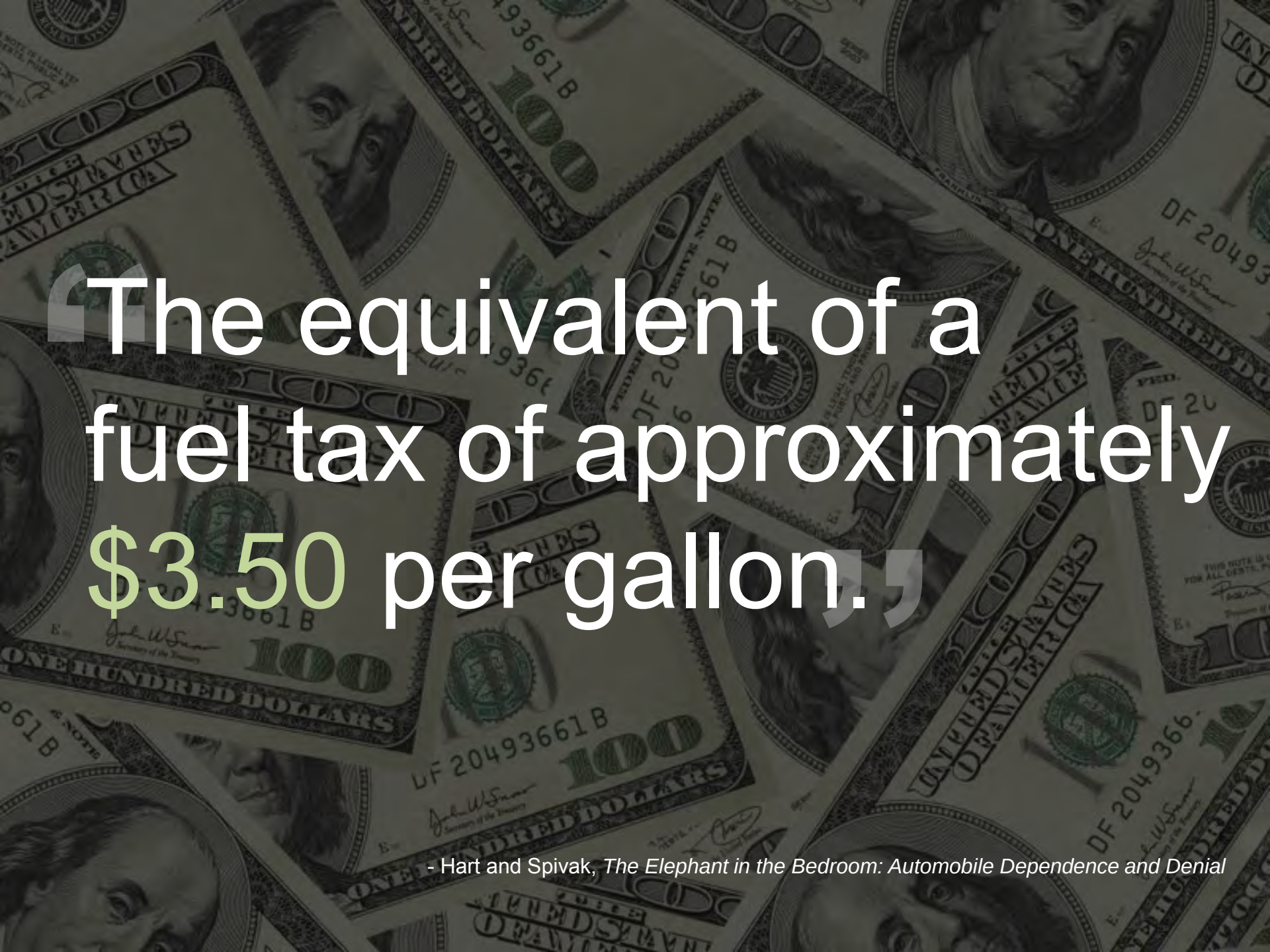
Enabled by government subsidies.

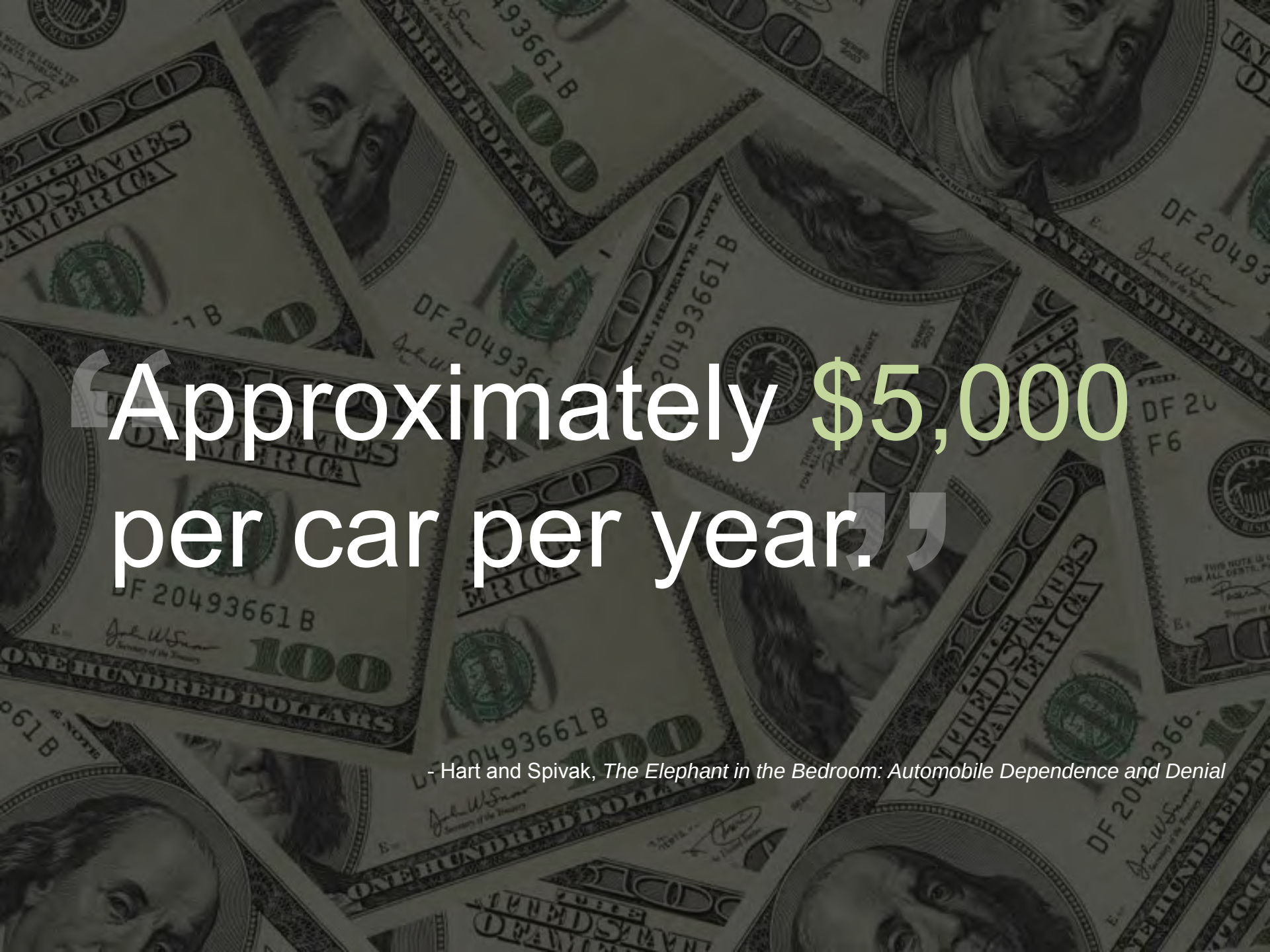
“for newly built, single-family, detached homes.”

THE NATIONAL SYSTEM OF INTERSTATE AND DEFENSE HIGHWAYS



UNLEADED
FUEL
ONLY 22
THE UNITED STATES OF AMERICA
ONE DOLLAR


“The equivalent of a fuel tax of approximately $3.50 per gallon.”
- Hart and Spivak, *The Elephant in the Bedroom: Automobile Dependence and Denial*



“Approximately $5,000 per car per year.”

- Hart and Spivak, *The Elephant in the Bedroom: Automobile Dependence and Denial*

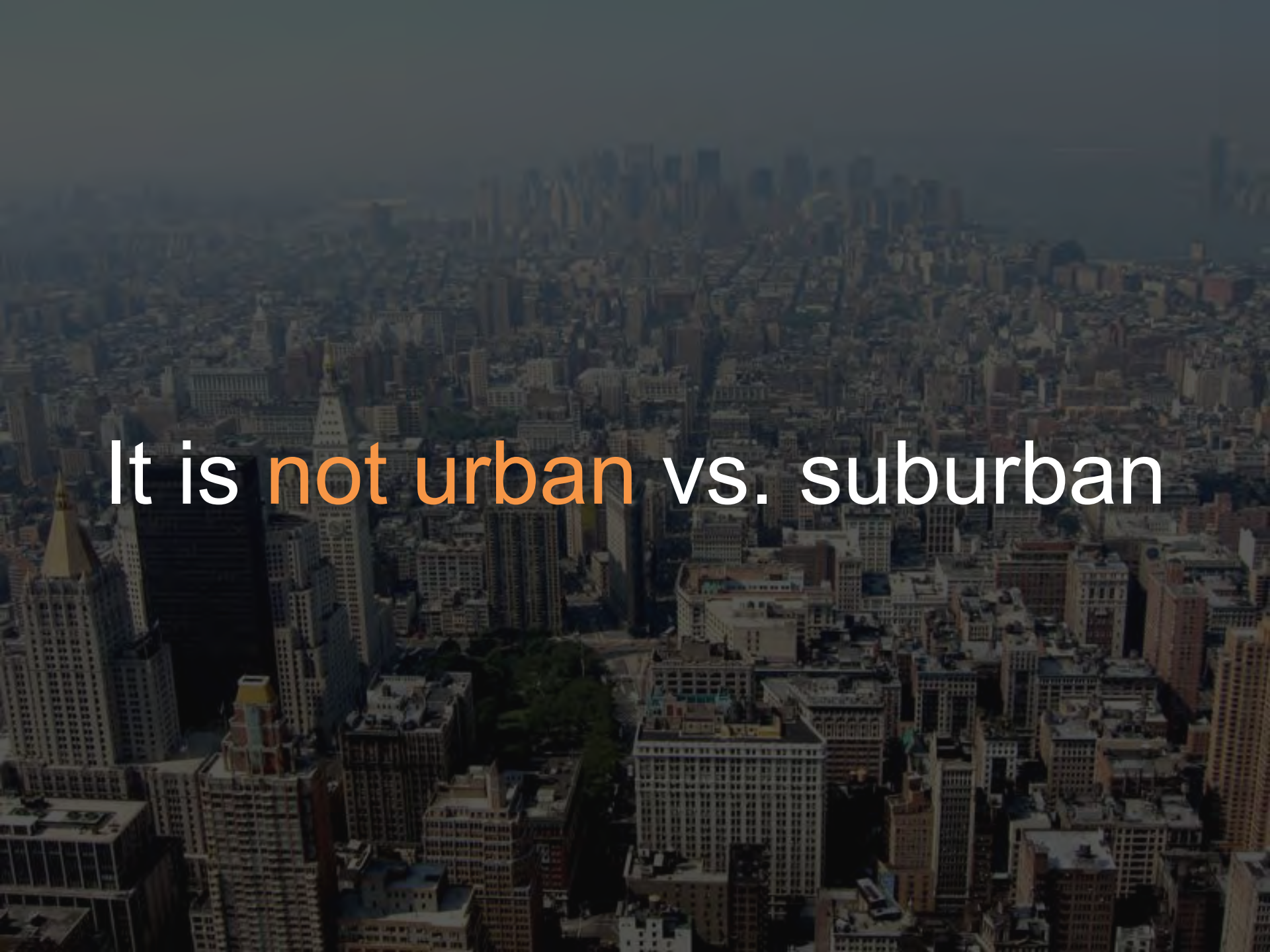
Enforced by gov’t regulations

PEL HILL RD
R40
FAIRBANKS RD
R8CU
R8
RD
R12CU
OICU
TR
R40
EVANS
LAKE DR
West
Cary
Middle
Site
R20
TRCU
OIM
R40
RMFM
CHAPEL
HILL
MAYNARD
RD
Robert V.
Godbold
Park
GCP
I
ORD
GCM
NW
RD
ORD

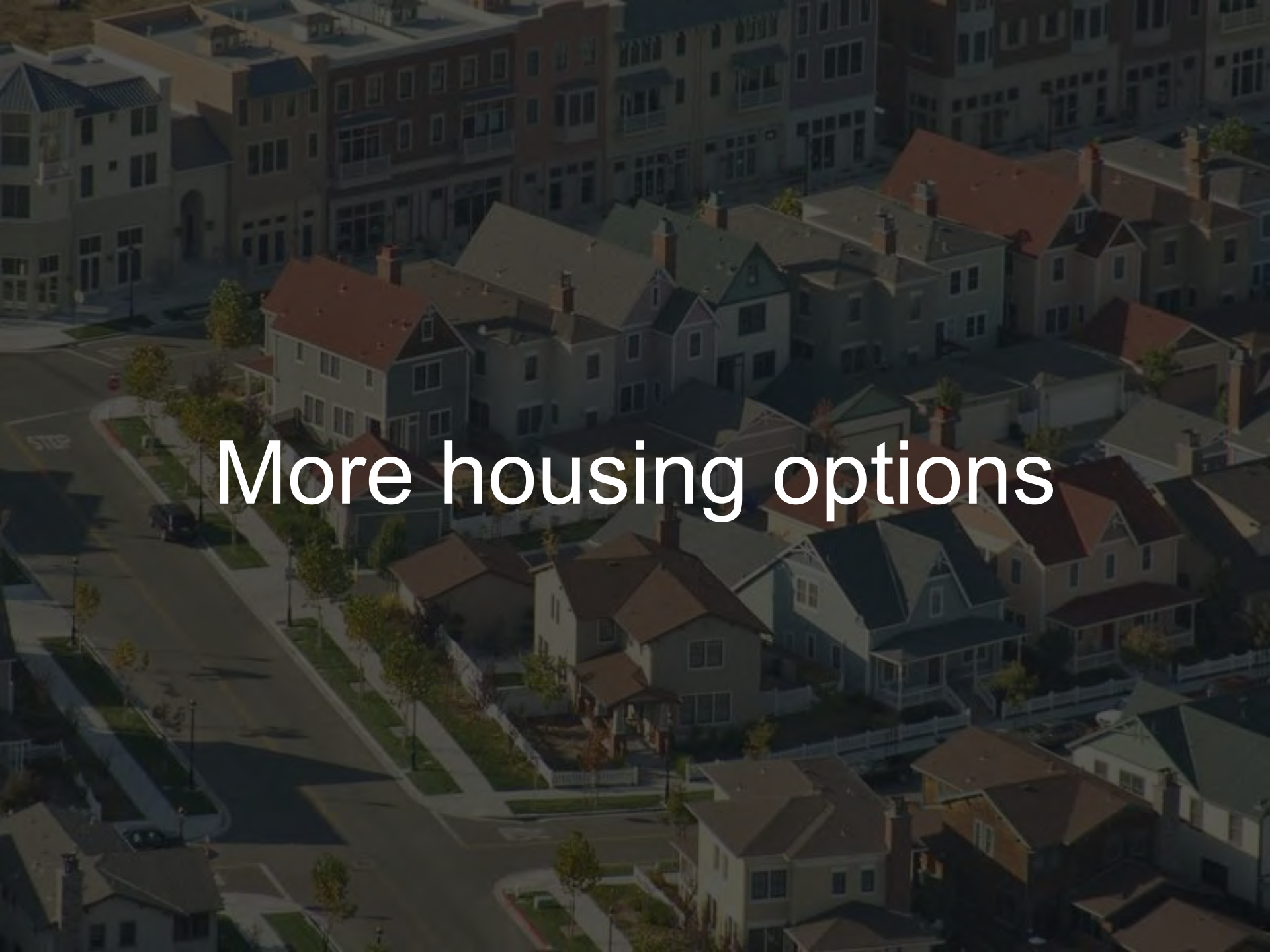
American Home
BANK ONE

What is the alternative?

Placemaking


It is not urban vs. suburban

It is about real neighborhoods


More housing options

STOP

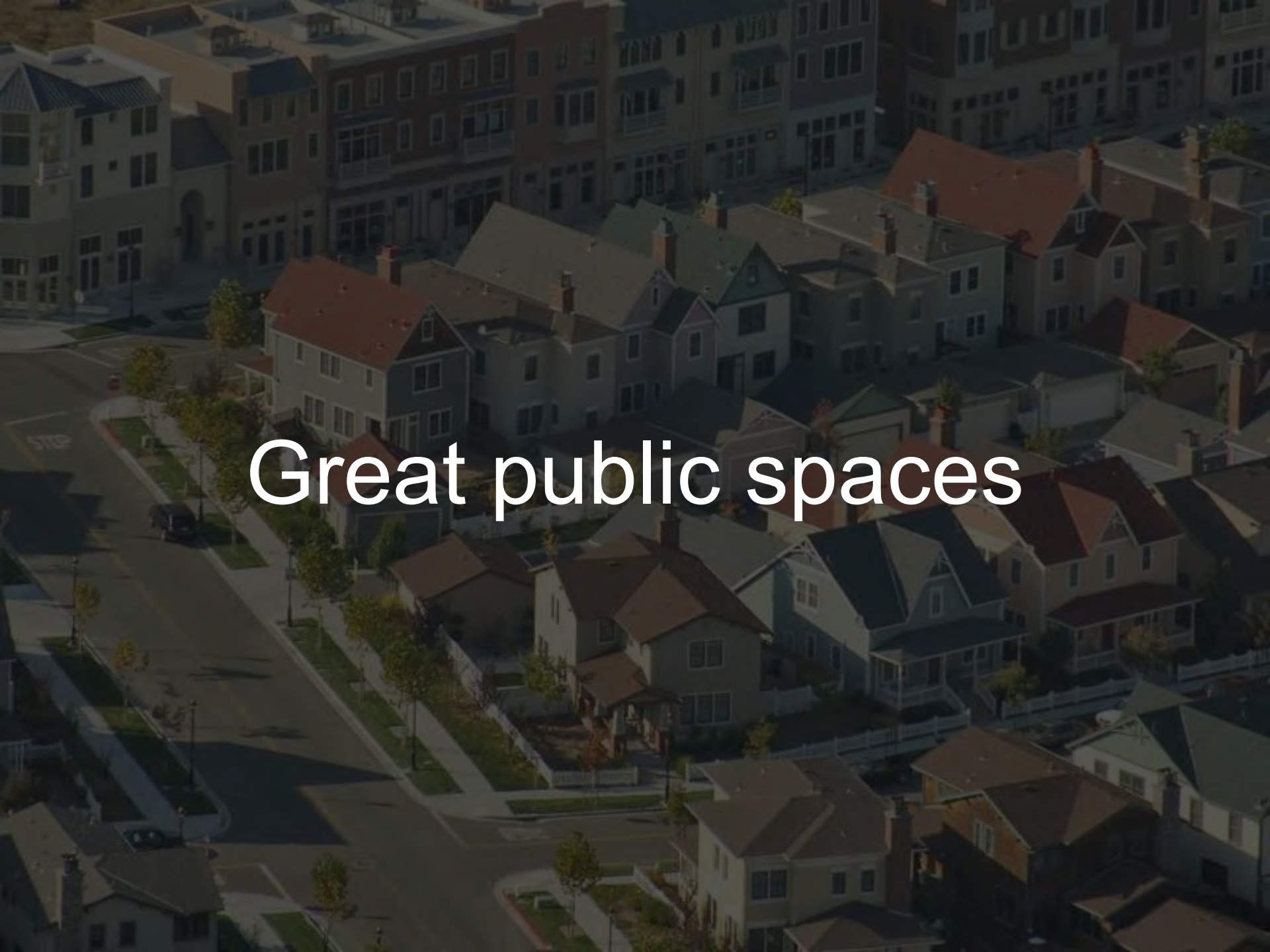
Better streets for people

American Home
BANK ONE

PIERCE
PUB
LIQUOR STORE
Hardee's
Chevron
93 NORTH
LEFT LANE

Healthier lifestyles

41
Tamiami Trail
EXIT 3/4 MILE
968
Flagler St.
1/4 MILE
EXIT ONLY


Great public spaces

CHANGE
CAMBIO WECHSEL

CITY OF MOUNTAIN VIEW
DOG PARK

Knowledge comes

3 MOBILE BOXING DAY TEST LIVE SITE
LIVE SITE

BANK OF AMERICA TOWER
BRYANT PARK
BRYANT PARK

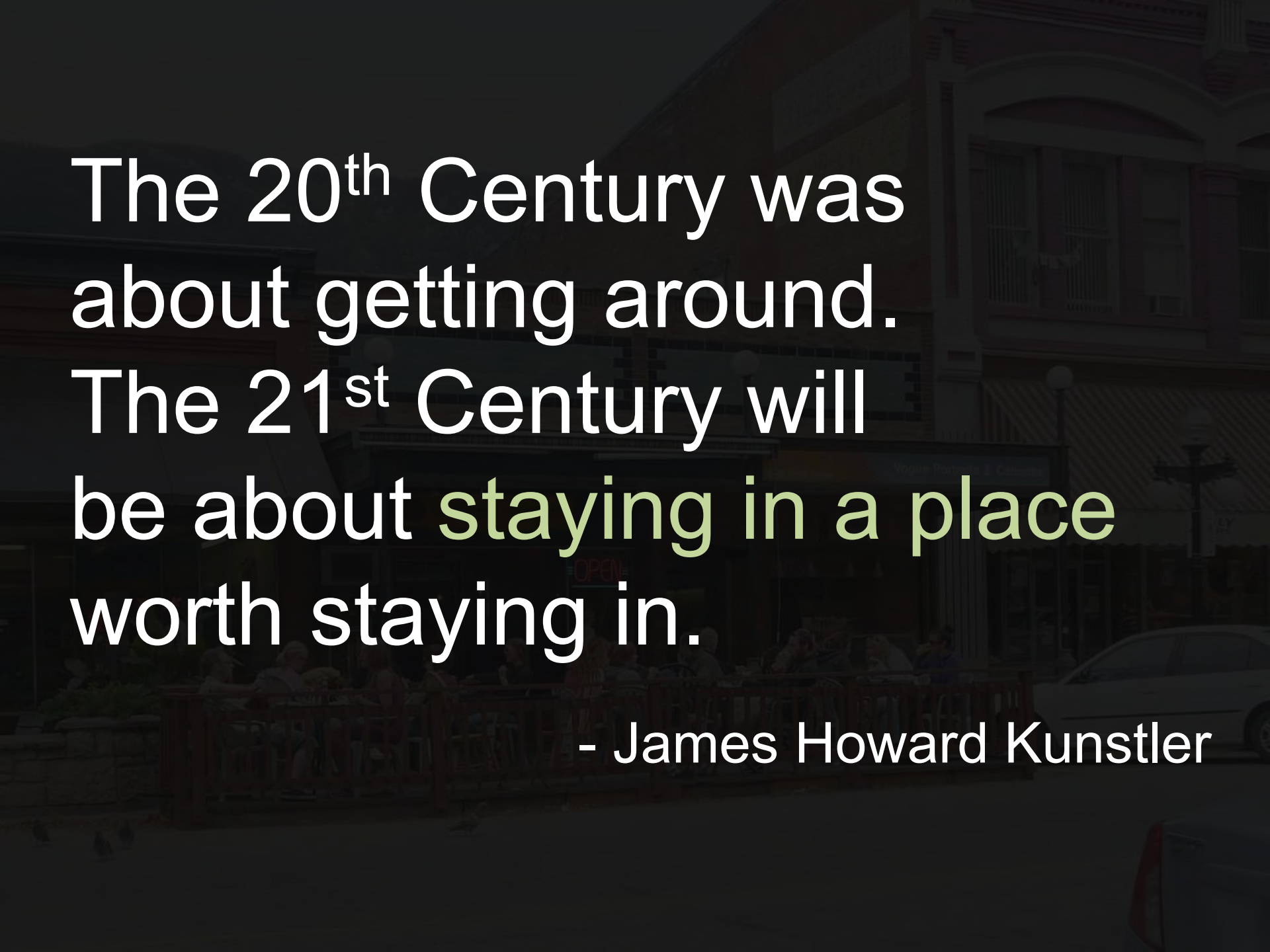
FIKA espresso bar
1834
LOMBAY'S

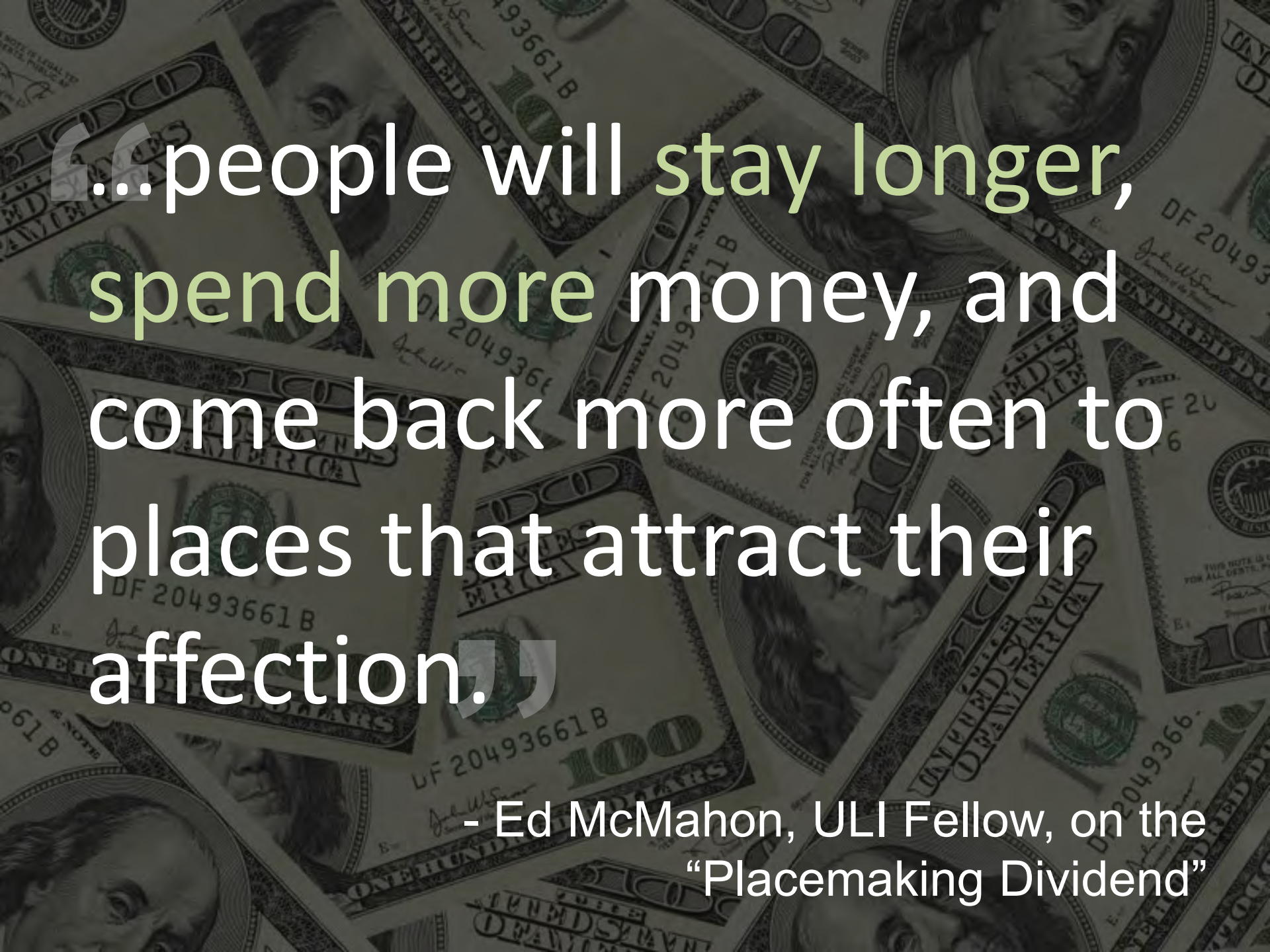
Twisted Tomato
OPEN
Vogue Portraits & Cameras

It is difficult to design a space that will not attract people. What is remarkable is how often this has been accomplished.

- William H. Whyte

PIERCE
PUB
LIQUOR STORE
Hardee's
Chevron
93 NORTH
LEFT LANE


The 20th Century was
about getting around.
The 21st Century will
be about staying in a place
worth staying in.
- James Howard Kunstler


“…people will stay longer, spend more money, and come back more often to places that attract their affection.”
- Ed McMahon, ULI Fellow, on the “Placemaking Dividend”

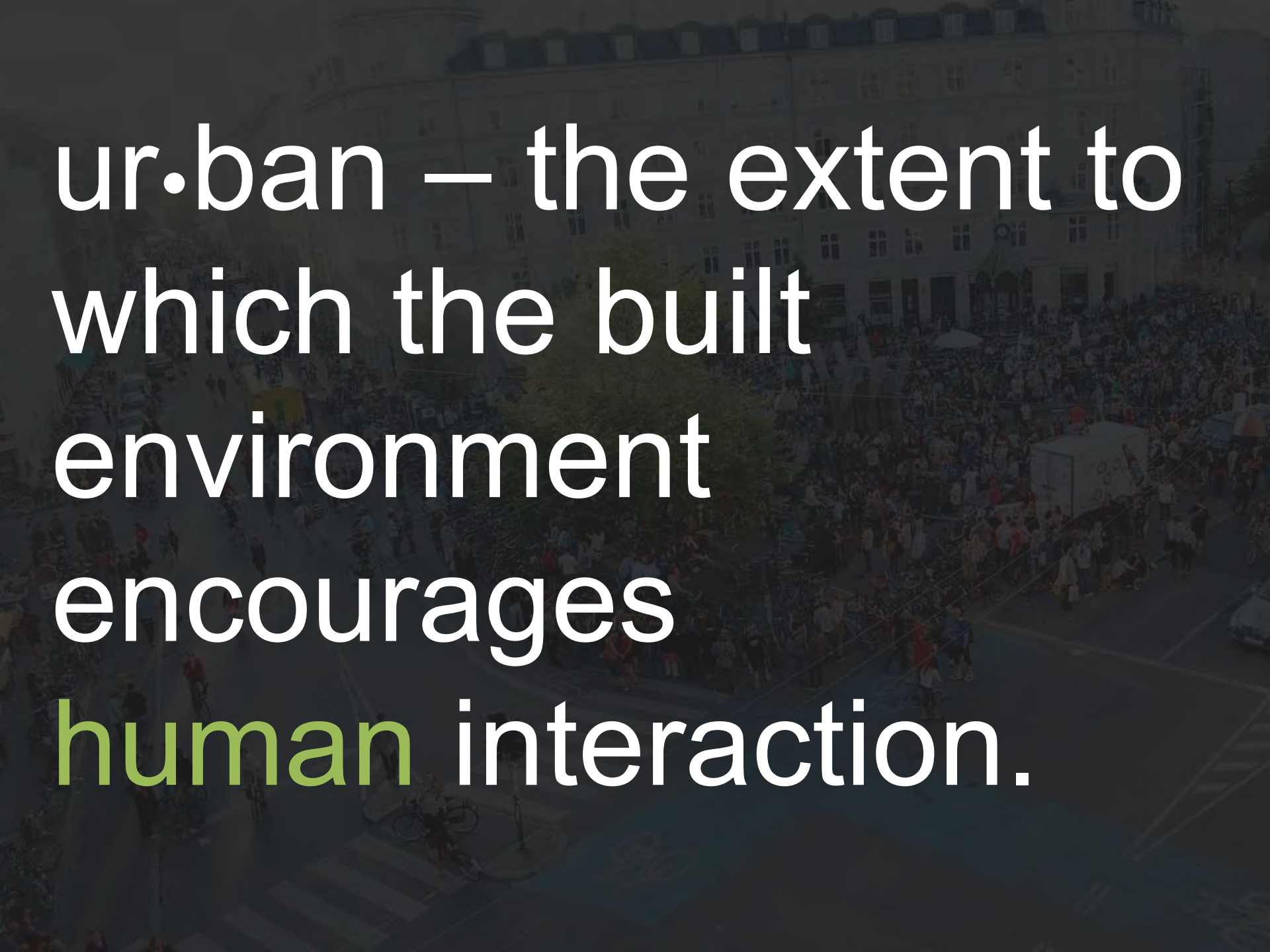
What can your community do?

Protect and revitalize unique assets

SOONER SATURDAY
COLLEGE OF ARCHITECTURE

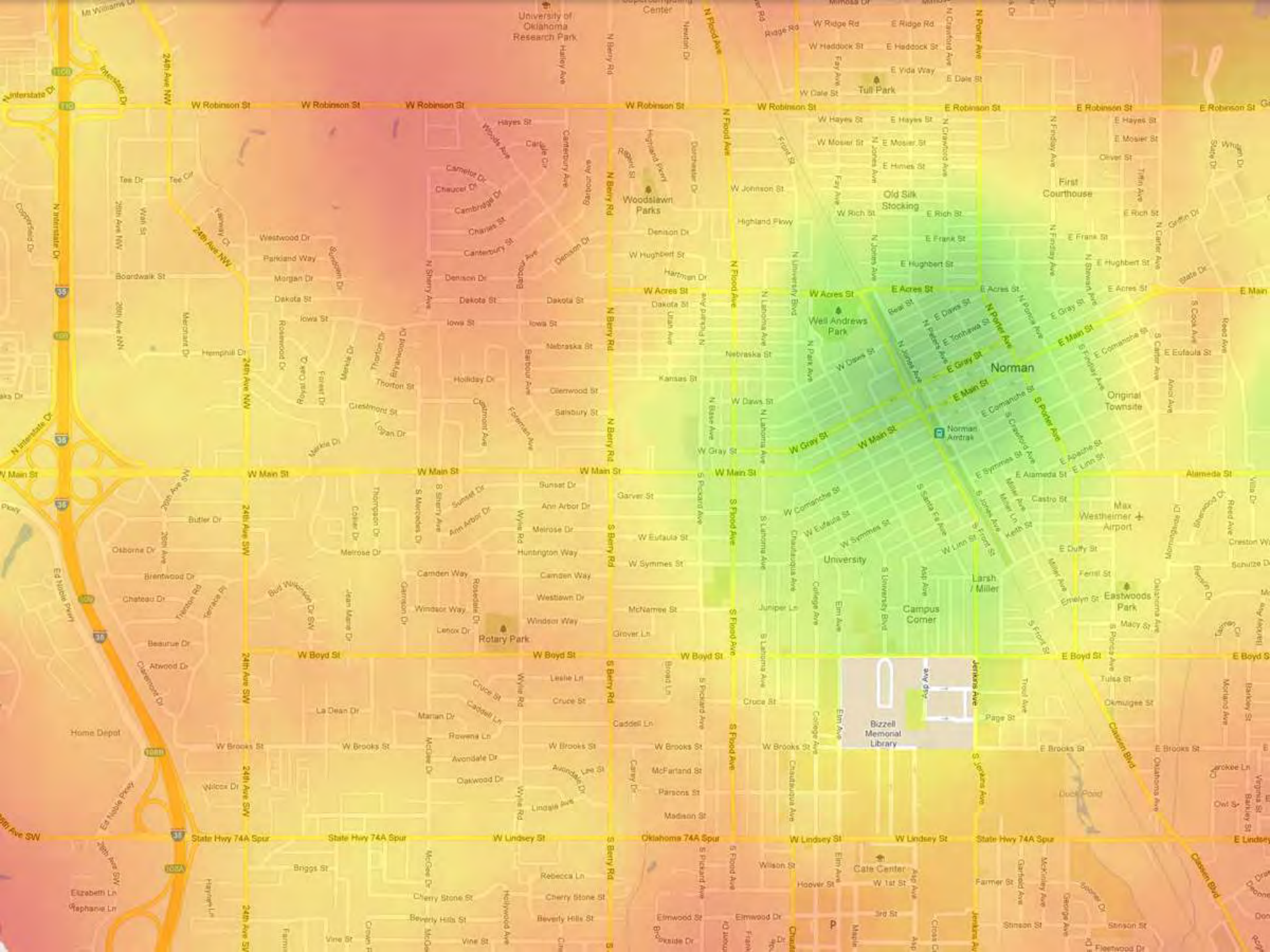
Seattle Lighting
SOUNDER
SOUNDER
911

Develop urban, mixed-use nodes


ur·ban – the extent to which the built environment encourages human interaction.

PMU
LOTO
AQUARELLE
NICOLAS
CAFE JADE
COIFFIRST
Eden Park

ONE WAY
TEL. 722-5360
ATM
Special


Norman
W Robinson St
E Robinson St
W Main St
E Main St
W Boyd St
E Boyd St
W Lindsey St
E Lindsey St
W Acres St
E Acres St
W Gray St
E Gray St
N Berry Rd
S Berry Rd
N Flood Ave
S Flood Ave
N Interstate Dr
24th Ave NW
24th Ave SW
State Hwy 74A Spur
Oklahoma 74A Spur
Woodslawn Parks
Well Andrews Park
Rotary Park
Campus Corner
Bizzell Memorial Library
Max Westheimer Airport
Eastwoods Park
Tull Park
First Courthouse
Old Silk Stocking
Original Townsite
Norman Amtrak
Home Depot
Cate Center
University of Oklahoma Research Park

Norman: Public Space, Public Life
Spring 2012

A study of public space in Norman and how it is used.

THE SECRET LIFE OF PUBLIC SPACE

CONTENTS

PART 1: GEOGRAPHY

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MASS TRANSIT / MASS HOUSING 8
LIGHTING 10
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FAÇADE ANALYSIS 14
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PART 2: TRAFFIC

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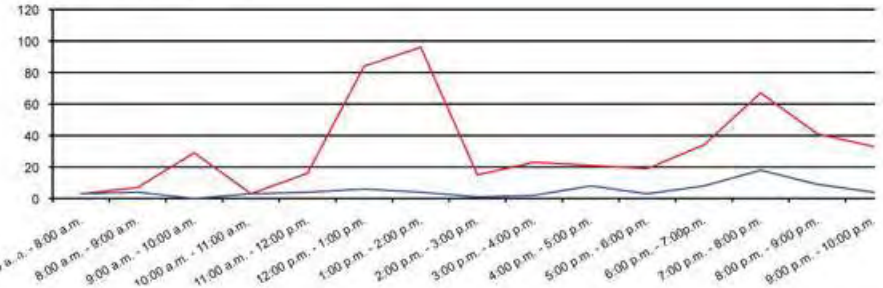
PEDESTRIAN/BIKE TRAFFIC 22
TRAFFIC SPEED 24
VISUAL PRESENCE RATING 26

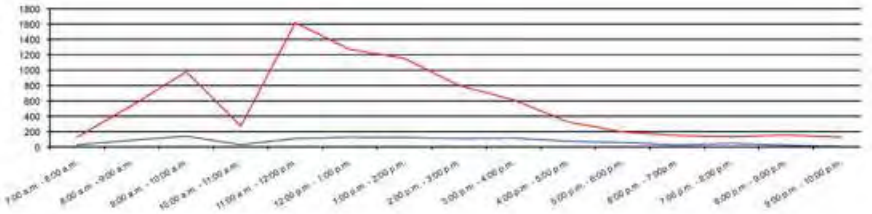
PEDESTRIAN AND BIKE TRAFFIC

Pedestrian counts were taken on weekdays by video recording at single location from 7:00 am until 10:00 pm.

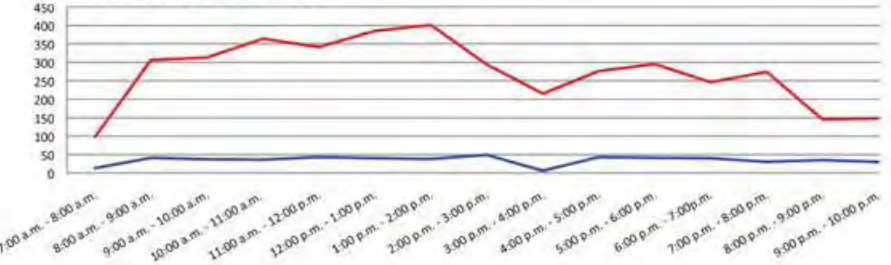
1 EAST MAIN STREET



2 UNIVERSITY OF OKLAHOMA SOUTH OVAL



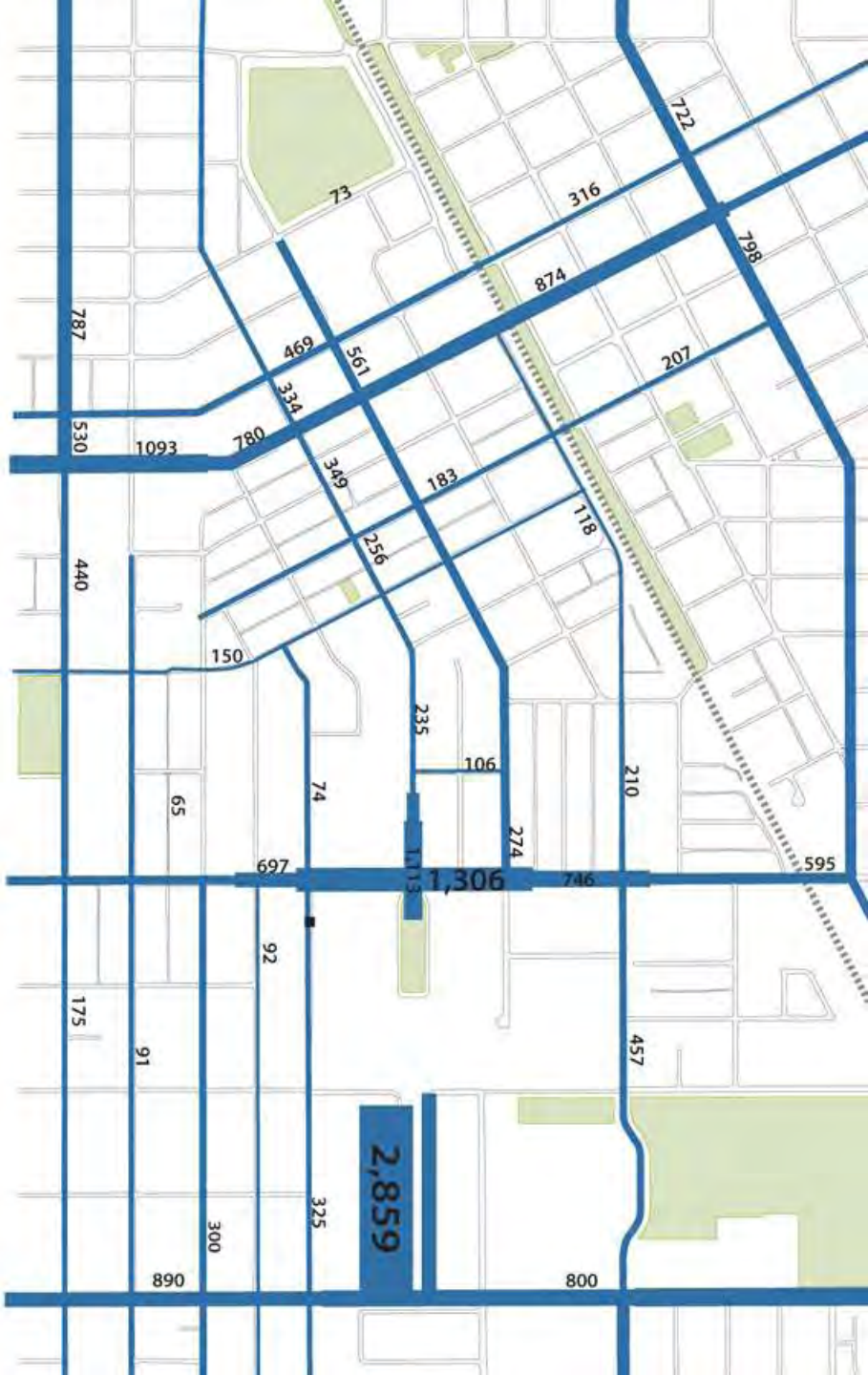
3 BOYD AND UNIVERSITY

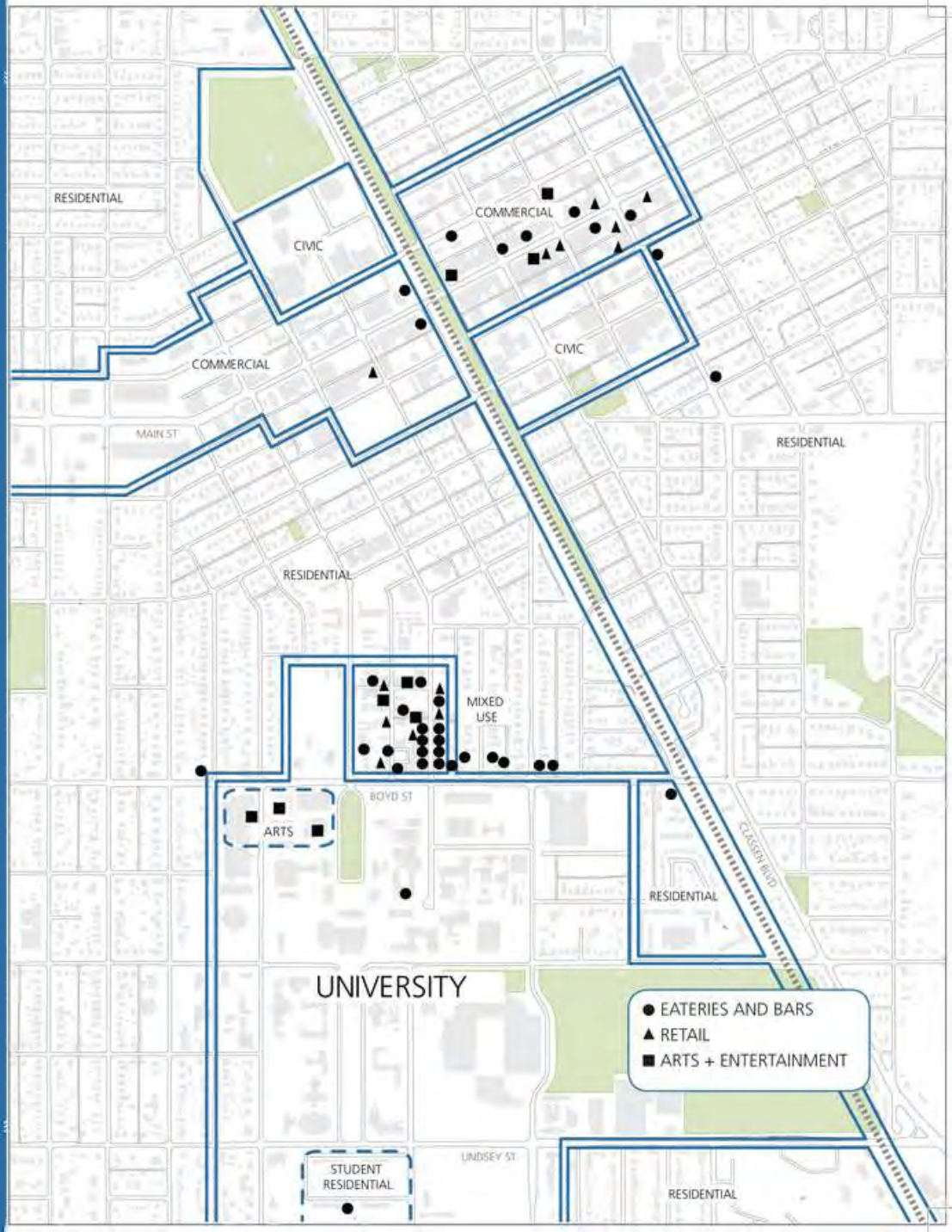


VISUAL PRESENCE RATING

Visual presence rating (VPR) combines pedestrian, bicycle, and vehicular traffic data to calculate the average number of seconds that people collectively spend in front of a given 50 foot space in a hour. Essentially VPR measures how much time the general Public spends in a given area .The rating is weighted by street types. Streets with more lanes receive a slightly lower VPR score because of higher traffic speeds, less traffic stops and further distances from storefronts. This data set serves as

[50ft/mean traffic speed(fps)]
x
average hourly traffic volume
=
VPR




RESIDENTIAL
CIVIC
COMMERCIAL
COMMERCIAL
CIVIC
MAIN ST
RESIDENTIAL
RESIDENTIAL
MIXED USE
BOYD ST
ARTS
RESIDENTIAL
CLASSEN BLVD
UNIVERSITY
EATERIES AND BARS
RETAIL
ARTS + ENTERTAINMENT
STUDENT RESIDENTIAL
LINDSEY ST
RESIDENTIAL

WRONG
WAY

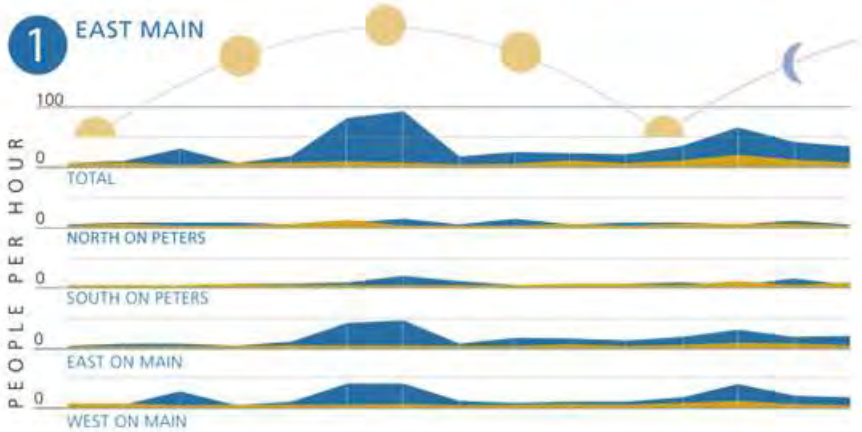
ASP AVE
BOYD ST

PEDESTRIAN AND BIKE TRAFFIC HOURLY PROFILES

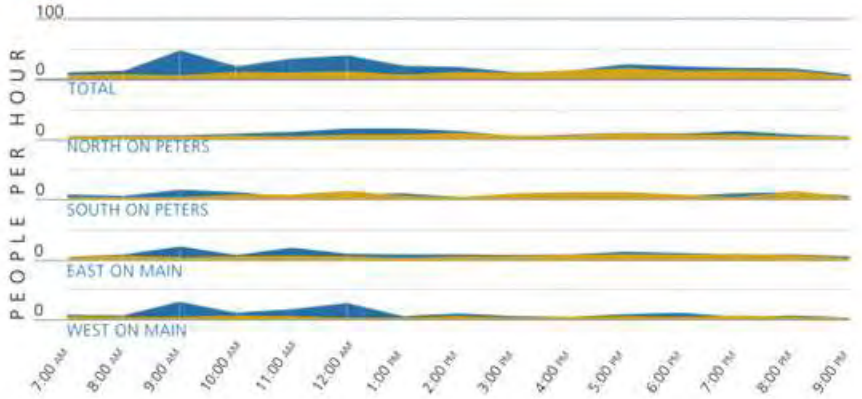
PEDESTRIANS PER HOUR

BICYCLISTS PER HOUR

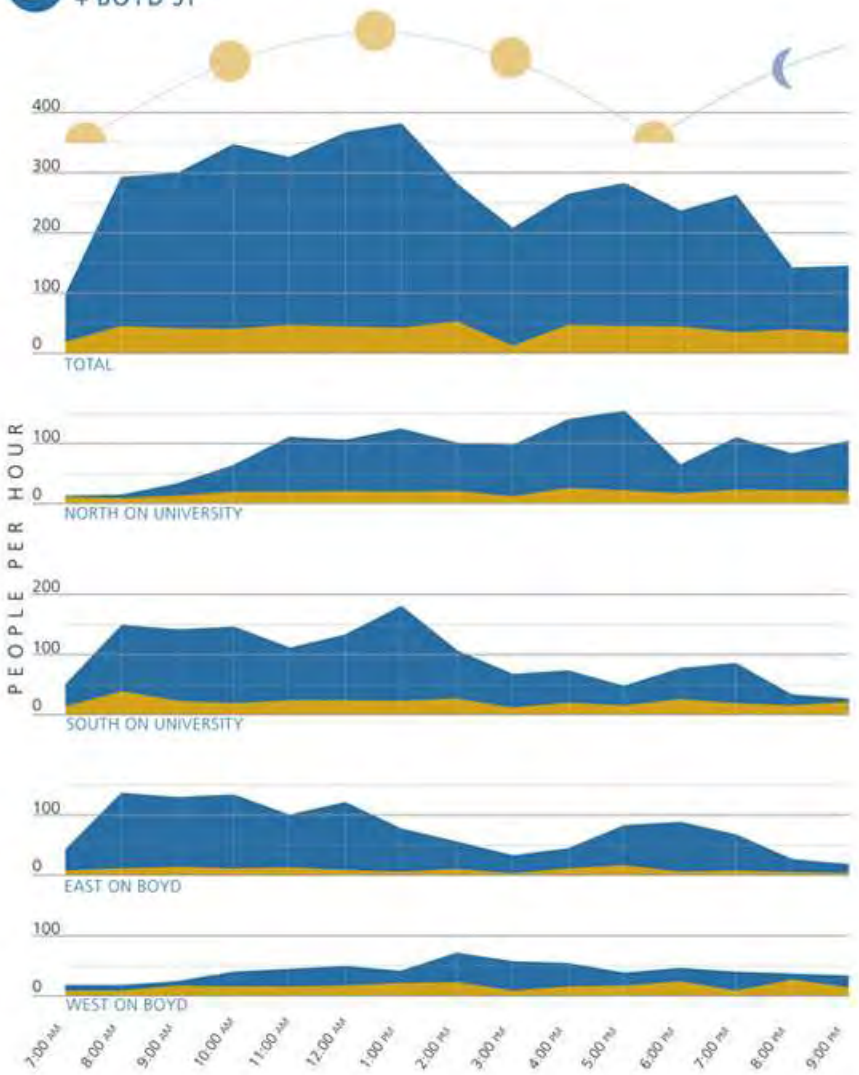
1 EAST MAIN



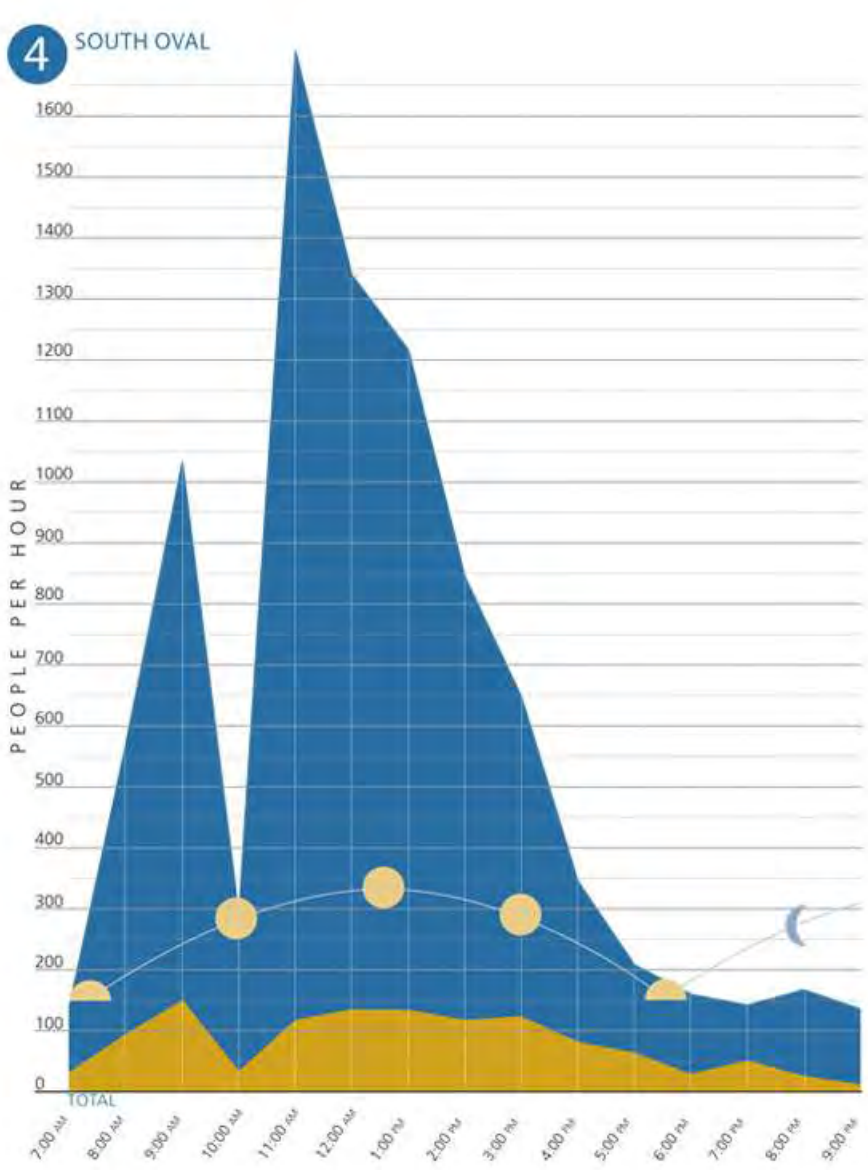
2 WEST MAIN

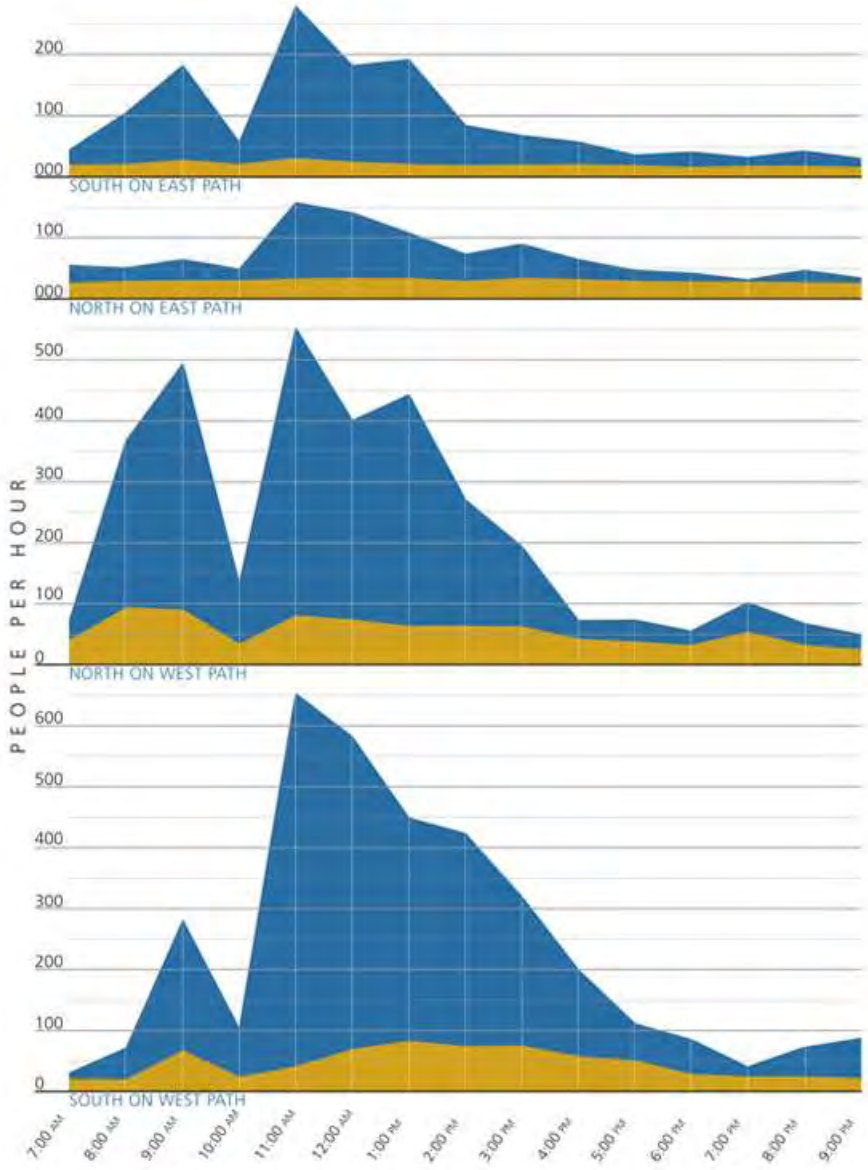


3 UNIVERSITY BLVD + BOYD ST



12 LINDSEY WEST

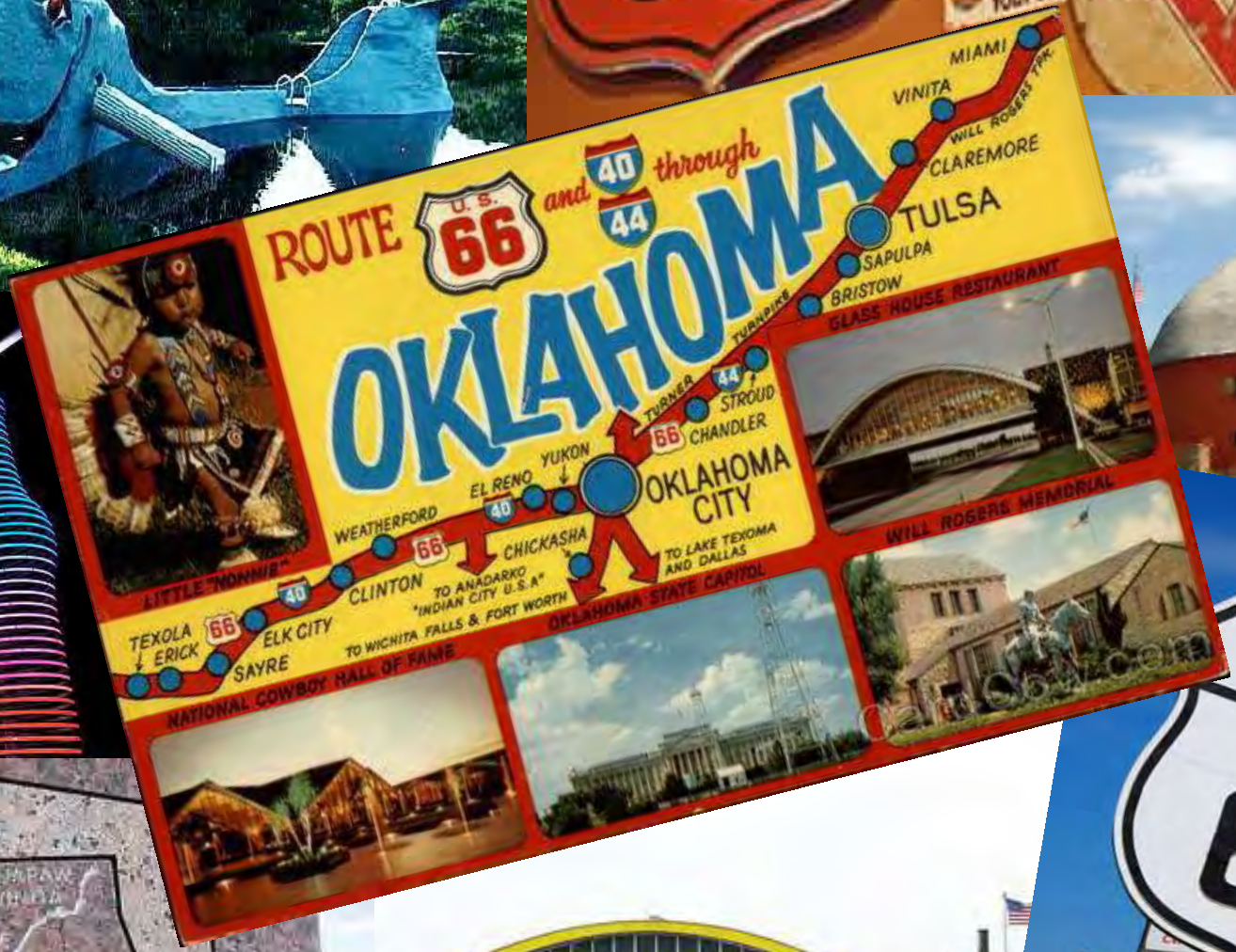

4
SOUTH OVAL
PEOPLE PER HOUR
1600
1500
1400
1300
1200
1100
1000
900
800
700
600
500
400
300
200
100
0
TOTAL
7:00 AM
8:00 AM
9:00 AM
10:00 AM
11:00 AM
12:00 AM
1:00 PM
2:00 PM
3:00 PM
4:00 PM
5:00 PM
6:00 PM
7:00 PM
8:00 PM
9:00 PM


200
100
000
SOUTH ON EAST PATH
100
000
NORTH ON EAST PATH
PEOPLE PER HOUR
500
400
300
200
100
0
NORTH ON WEST PATH
600
500
400
300
200
100
0
SOUTH ON WEST PATH
7:00 AM
8:00 AM
9:00 AM
10:00 AM
11:00 AM
12:00 AM
1:00 PM
2:00 PM
3:00 PM
4:00 PM
5:00 PM
6:00 PM
7:00 PM
8:00 PM
9:00 PM

THE
IN|BETWEEN|
INSTITUTE FOR QUALITY COMMUNITIES
A NORMAN
PUBLIC SPACE, PUBLIC LIFE PROJET
FREE FOOD, MUSIC
NO SMOKING

Create a place (or a street) for people.

66
MARLAND OILS


ROUTE
U.S. 66
and 40 44
through
OKLAHOMA
MIAMI
VINITA
WILL ROGERS TPK.
CLAREMORE
TULSA
SAPULPA
BRISTOW
TURNER TURNPIKE
GLASS HOUSE RESTAURANT
STROUD
TURNER 44
66 CHANDLER
OKLAHOMA CITY
TO LAKE TEXOMA AND DALLAS
EL RENO
YUKON
40
WEATHERFORD
66
CHICKASHA
TO ANADARKO "INDIAN CITY U.S.A."
CLINTON
TEXOLA
ERICK
66
40
ELK CITY
SAYRE
TO WICHITA FALLS & FORT WORTH
LITTLE "HONNIE"
NATIONAL COWBOY HALL OF FAME
OKLAHOMA STATE CAPITOL
WILL ROGERS MEMORIAL

CLAREMORE
STROUD
BRISTOW
CHANDLER
OKLAHOMA CITY
EL RENO

PHILLIPS 66
McDONALD'S

ROUTE
US
66
NATIONAL ROUTE 66 MUSEUM
CLEANERS

Meagan Vandecar
Tulsa Urban Design Studio

2,600 cars per day
375 cars per day

US
66

HOT PIZZA!

Our Big Idea for Depew

ROUTE
66

ROUTE
66

ROUTE
66

ROUTE
66

De

De

Have a seat in Depew on Route 66.

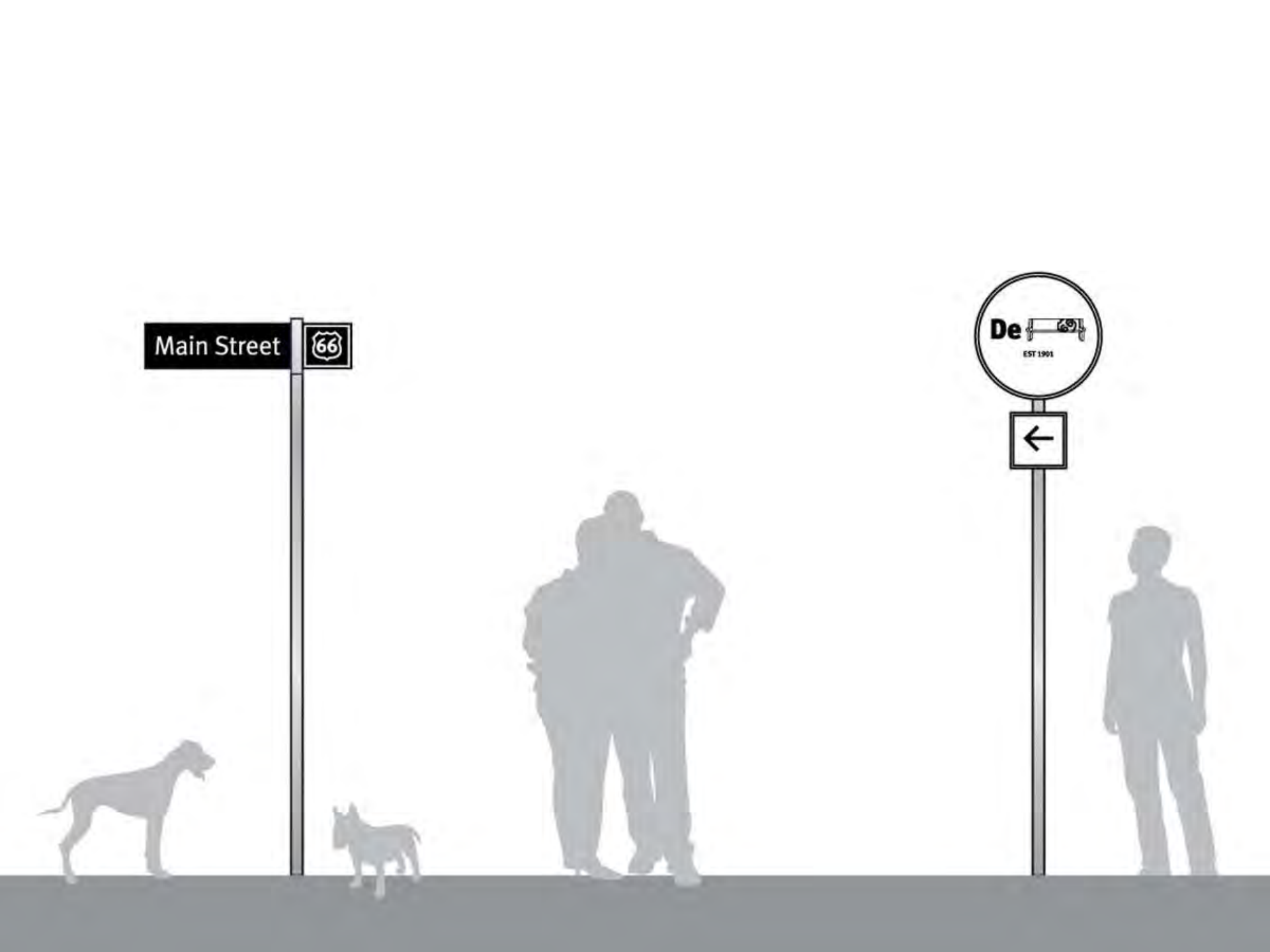
Turn Left Now

De

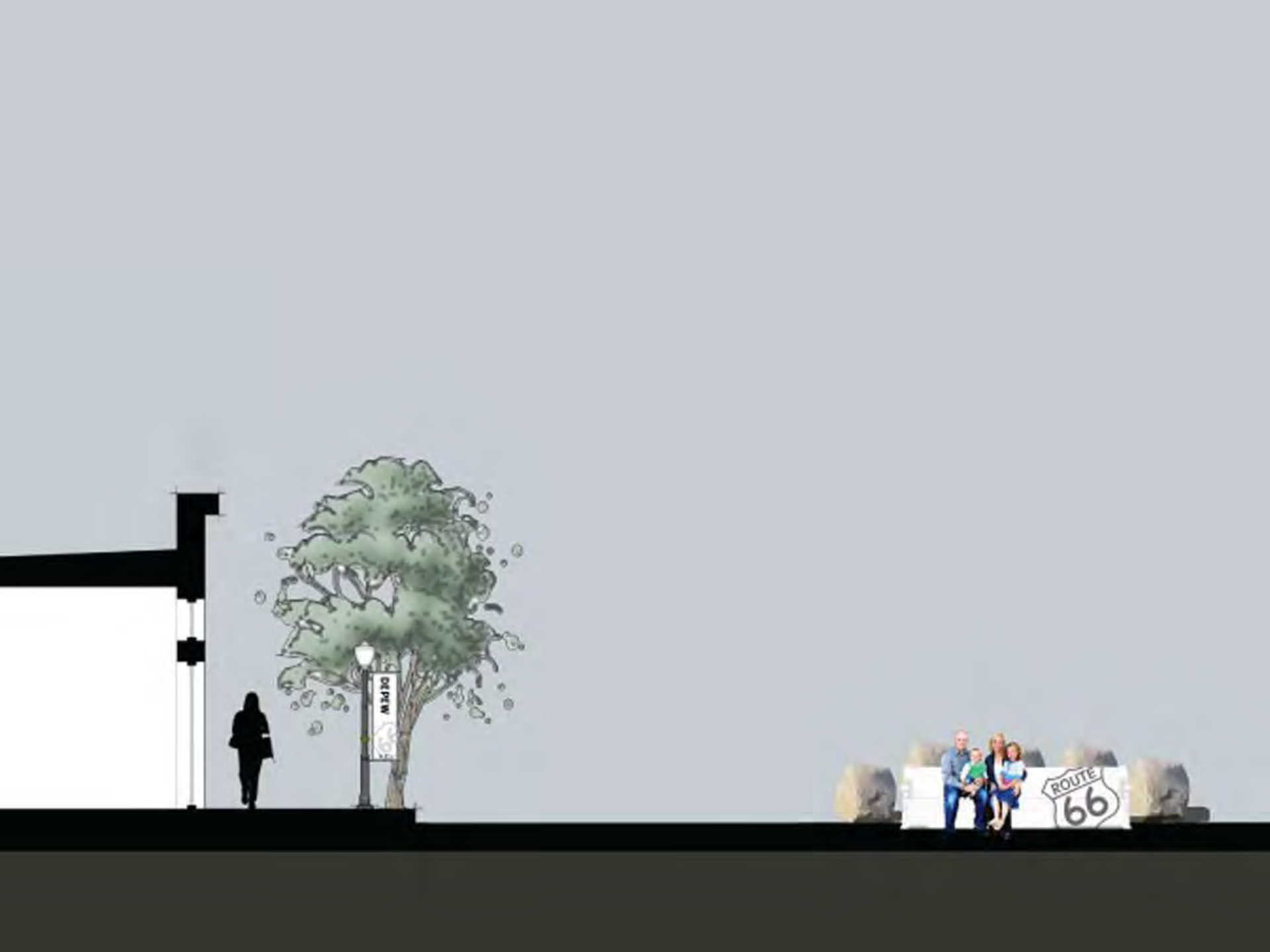
Have a seat in Depew on Route 66.

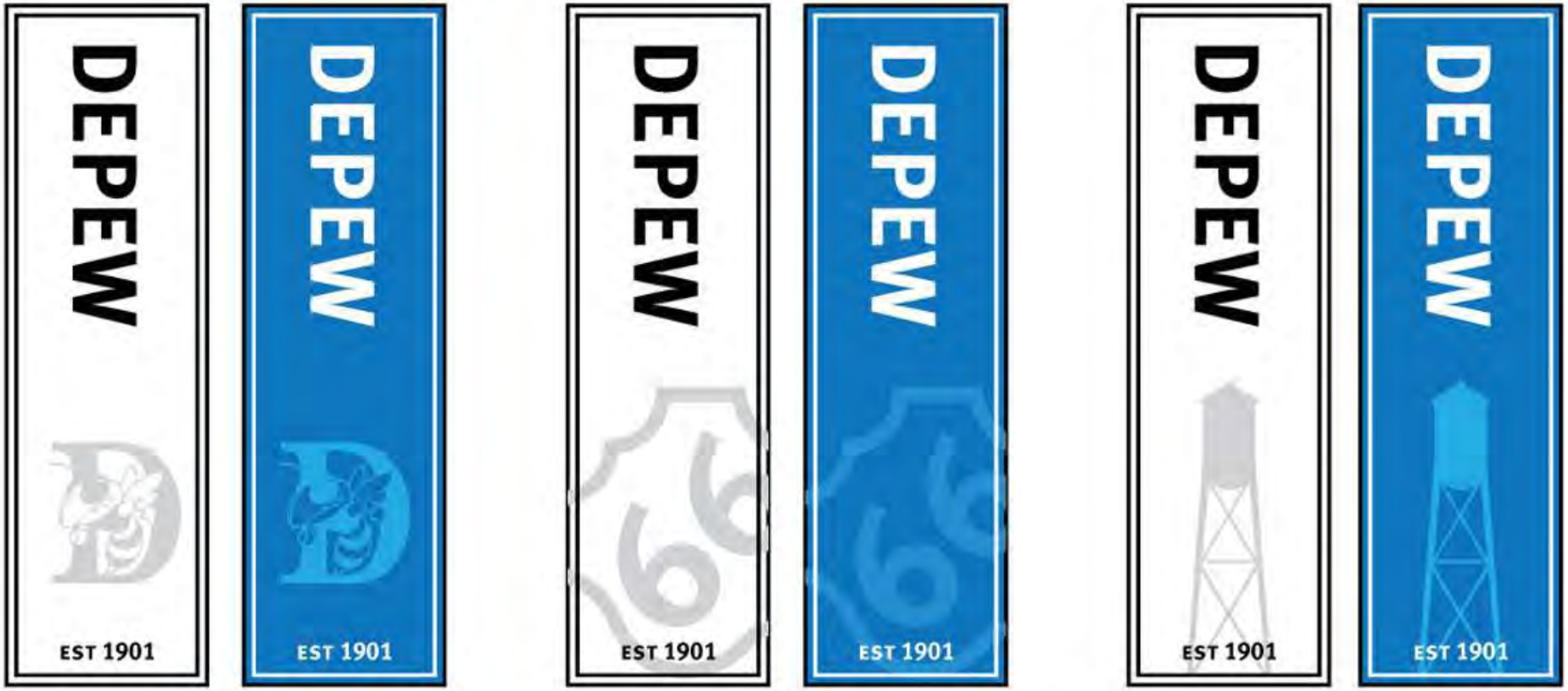
Turn Right Now

De
66
Have a seat in Depew on Route 66.
Turn Left Now


Main Street
66
De
EST 1901

De
EST 1901


ROUTE
66


DEPEW
EST 1901
DEPEW
EST 1901
DEPEW
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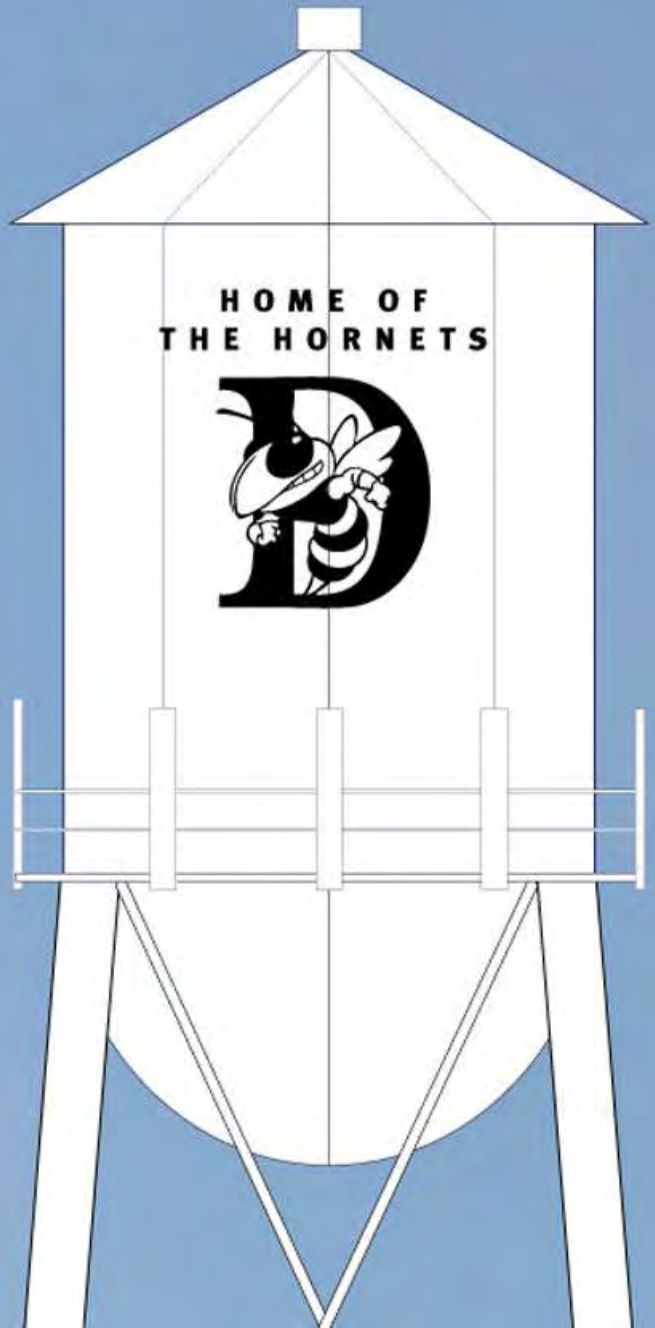
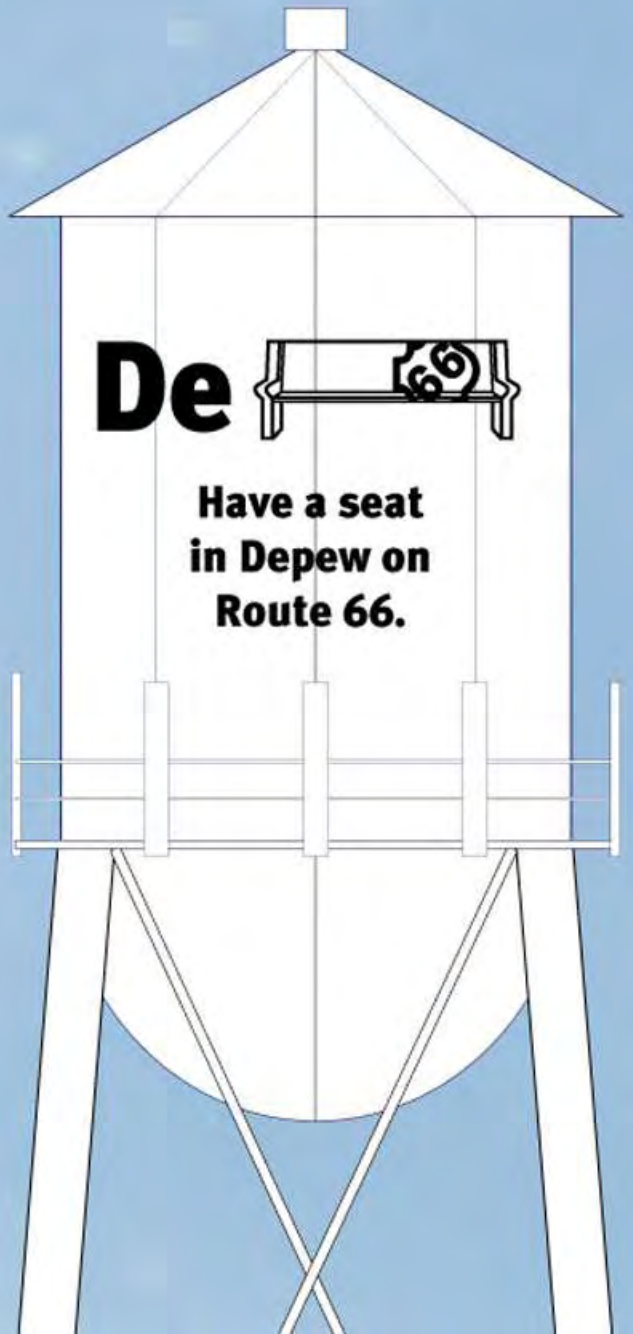
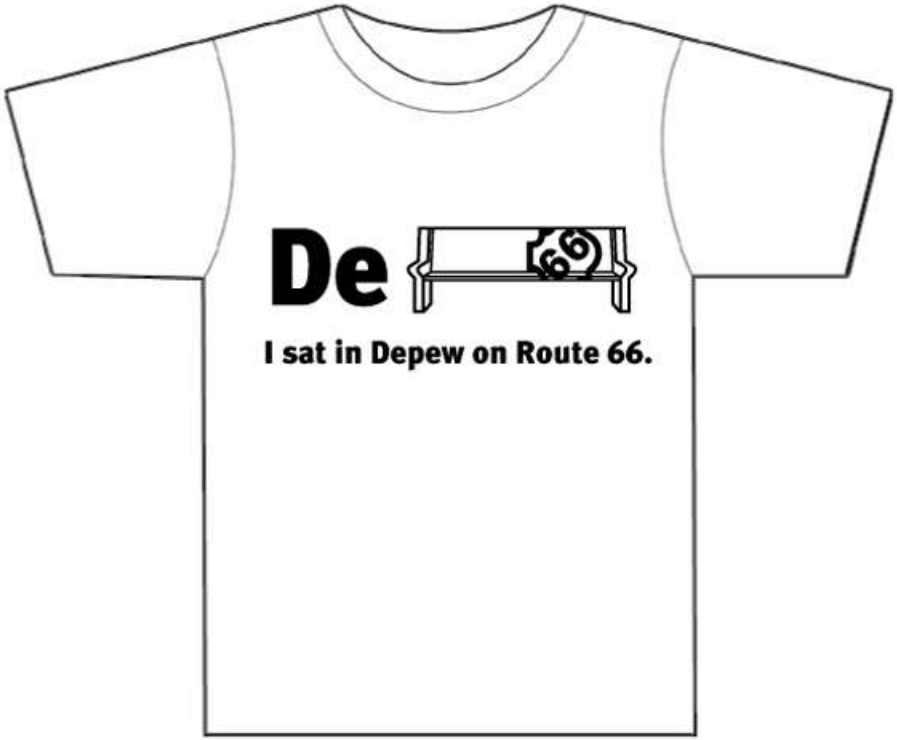
EST 1901
DEPEW
EST 1901
DEPEW
EST 1901

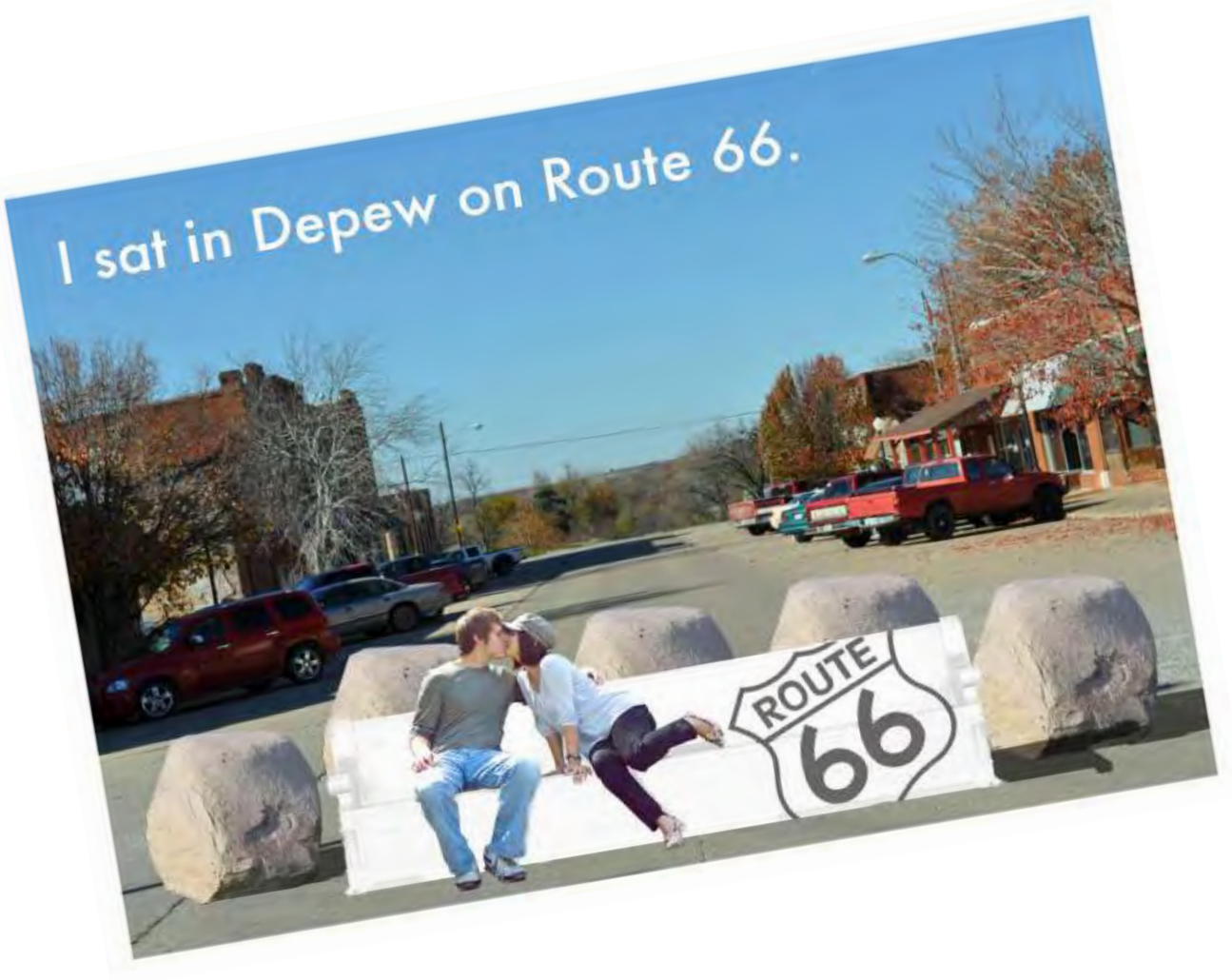

HOME OF
THE HORNETS


De
66
Have a seat
in Depew on
Route 66.

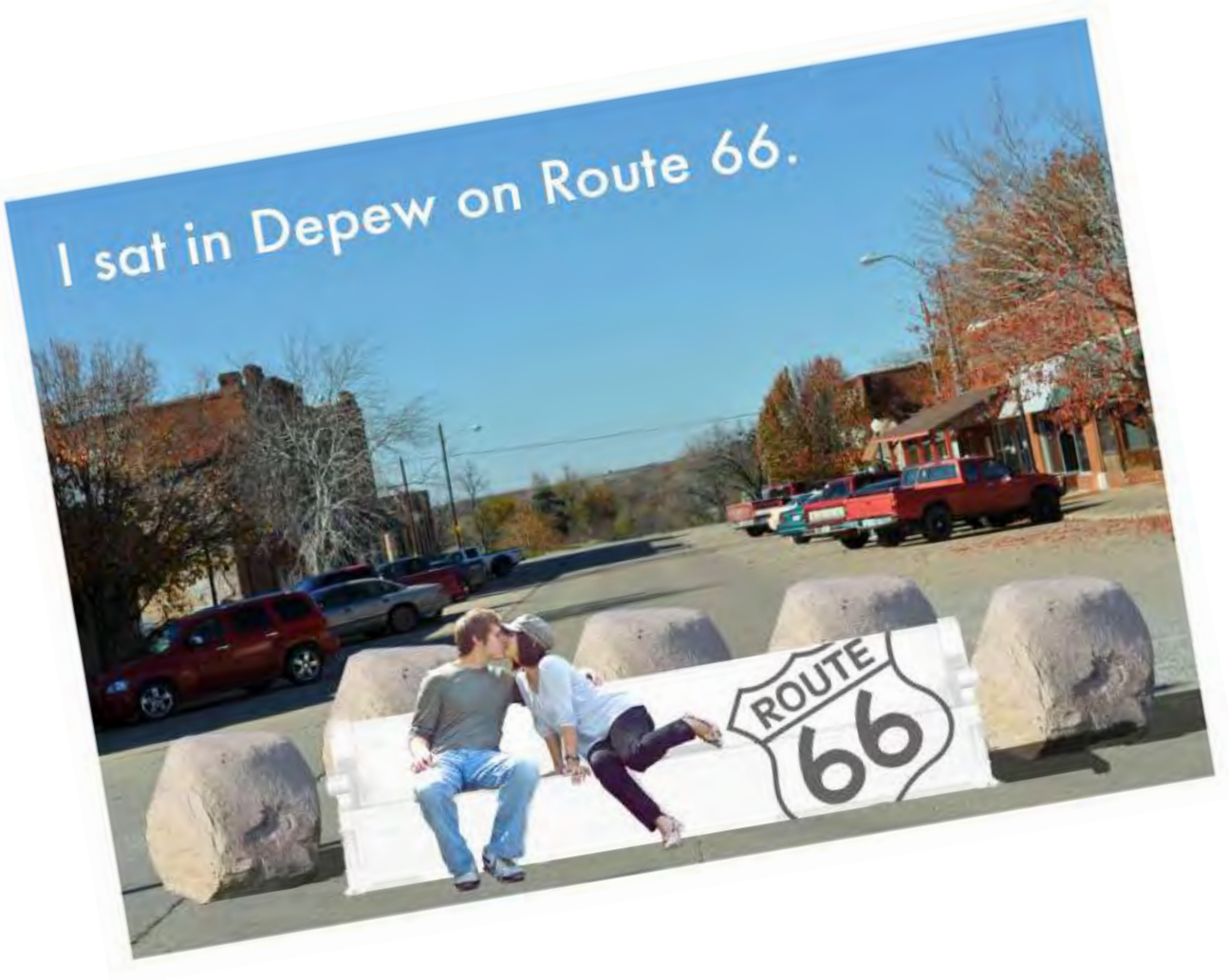
De
Have a seat
in Depew on
Route 66.
HOME OF
THE HORNETS

De
66
EST 1901


De
66
I sat in Depew on Route 66.



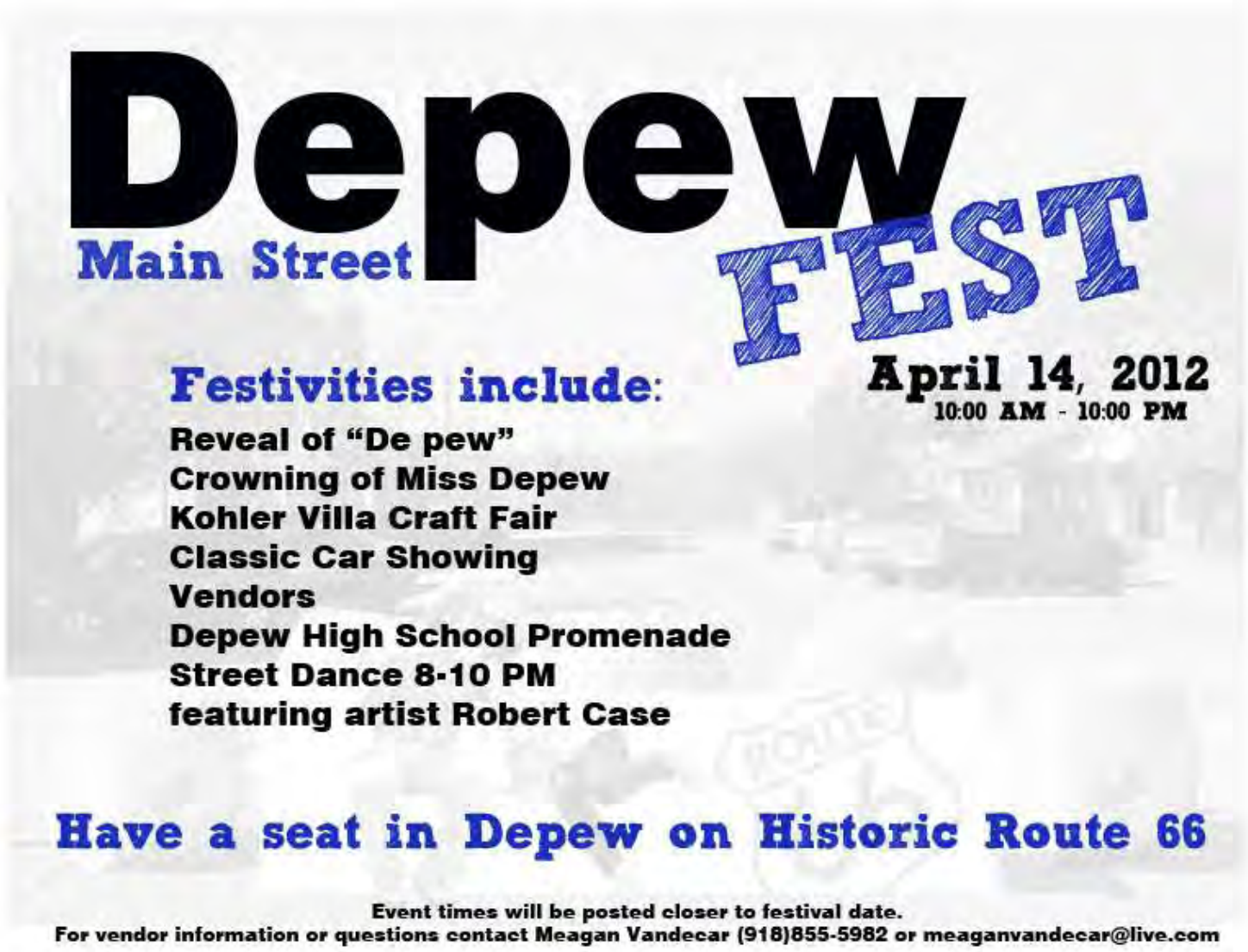
The end



…actually, just the beginning...

Before

After



April 14, 2012

Thank you.

Q&A