

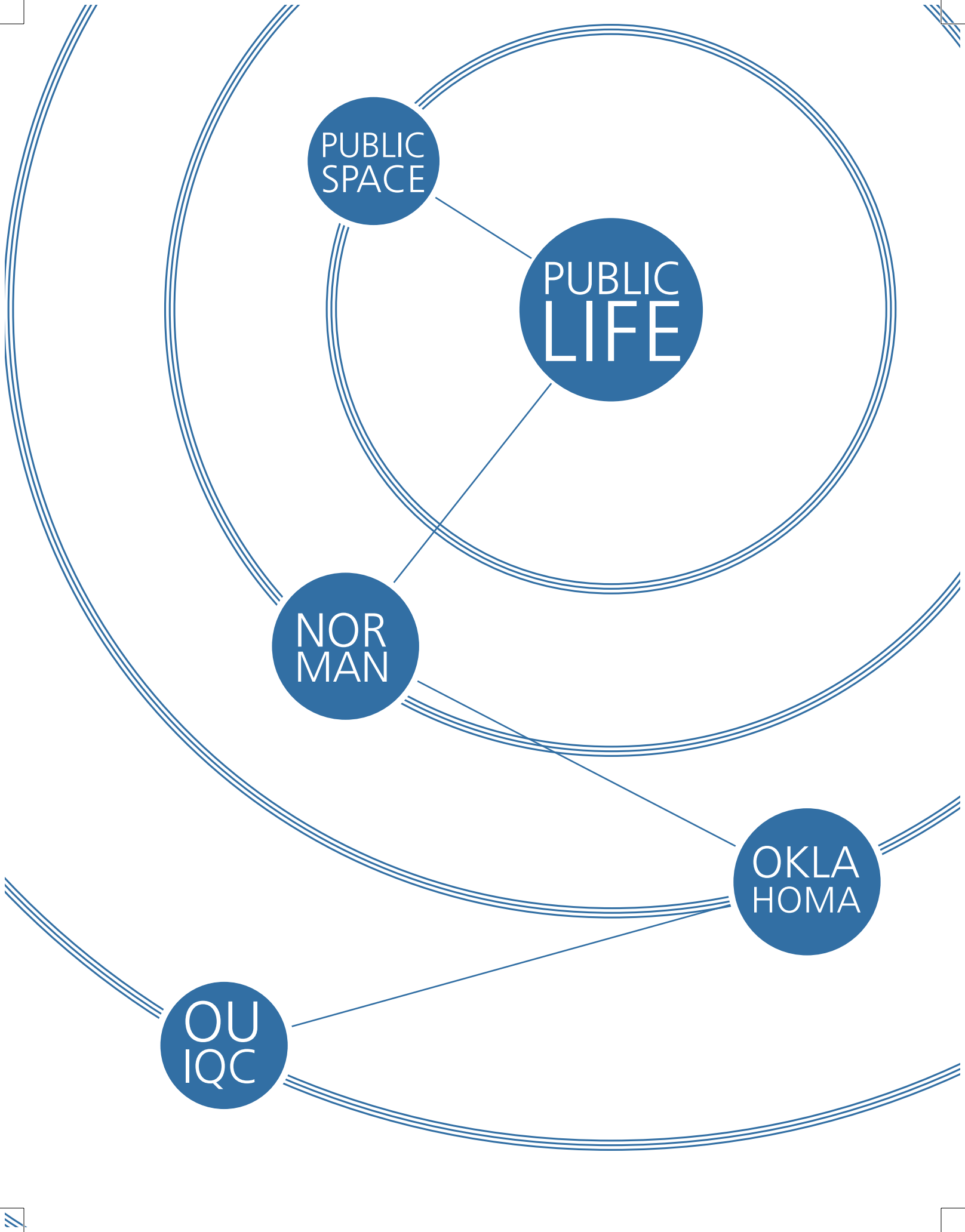
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PART 1:
PLACES

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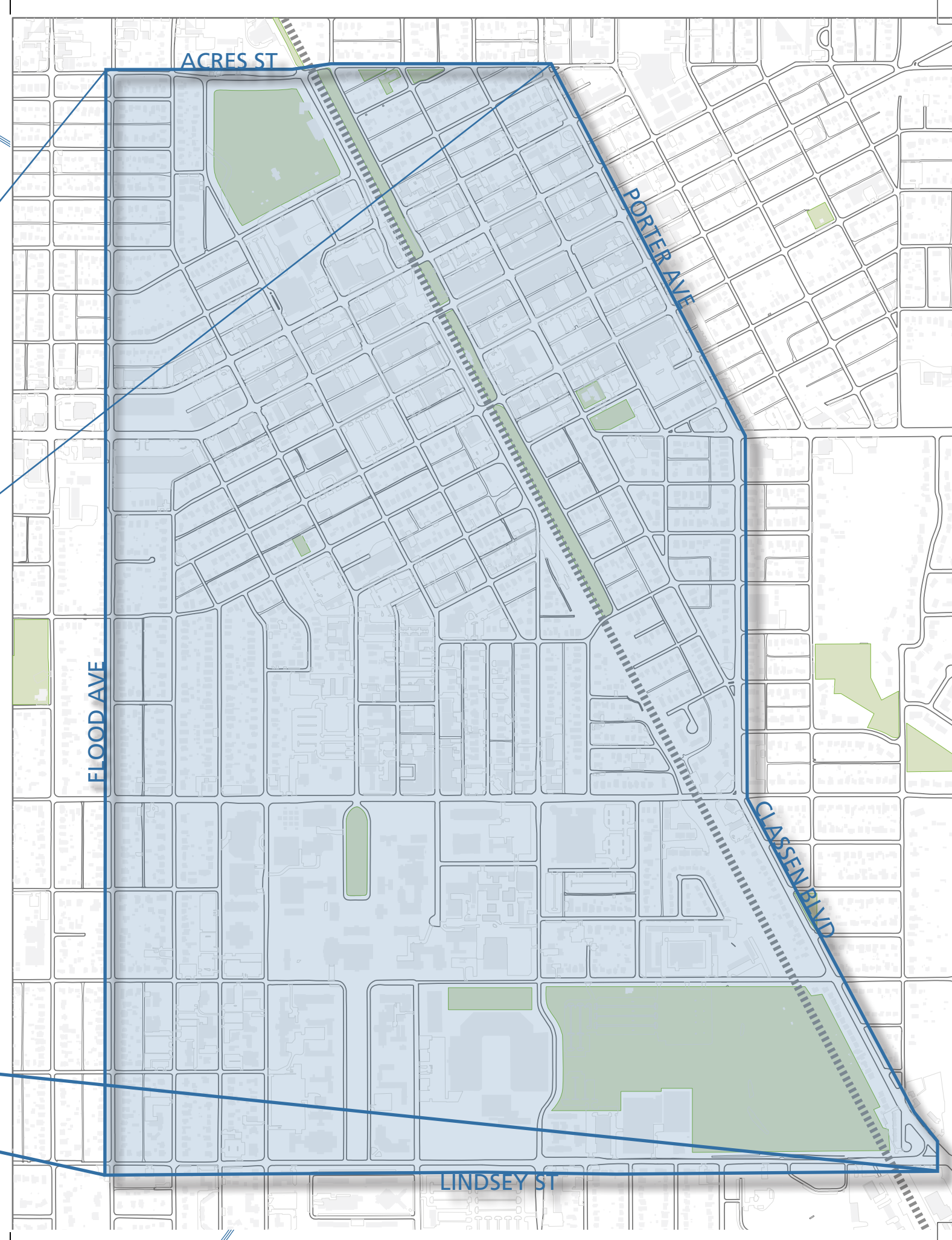
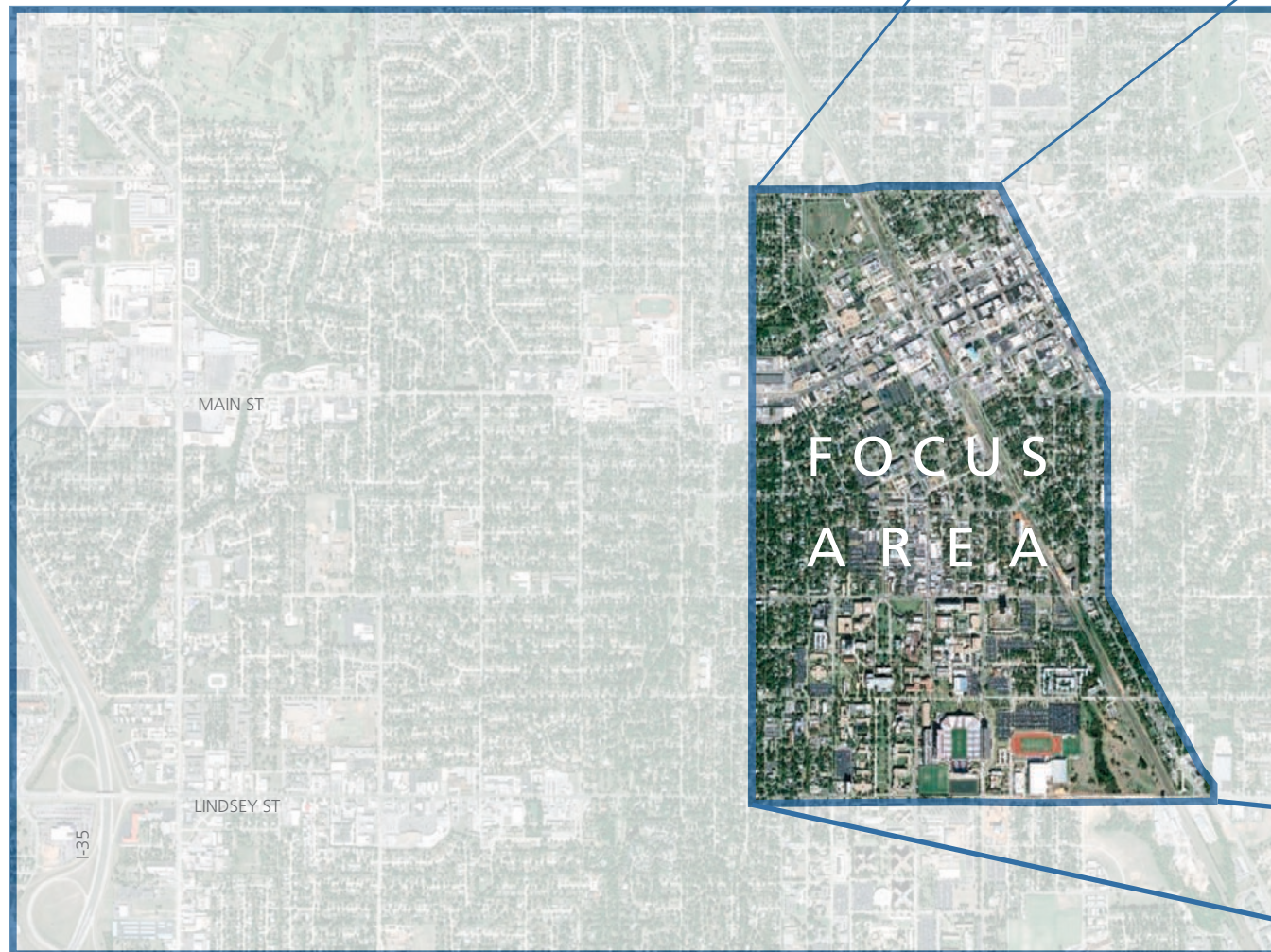
TRAFFIC SPEED 30

VISUAL PRESENCE RATING 32



INTRO- DUCTION

Public Space Public Life Norman documents a portion of the research and analysis done by The Institute for Quality Communities at the University of Oklahoma in the Spring of 2012. Our study focuses on public spaces in central Norman and the people who use them. We modeled our research on work done by Gehl Architects on the city of Perth. By combining their work with our own observations and interpretations we made the following presupposition: that new modes of performing activities such as shopping, commuting, and entertaining have emerged to compete with public spaces as venues for social and economic interaction. Thus, now more than ever, the quality of public space determines whether or not it will be utilized. Furthermore, in order to increase quality of public space, we see it necessary to quantify the conditions we seek to improve. The following report begins to create and apply a series of metrics by which to evaluate the public experience of space in Norman, Oklahoma.

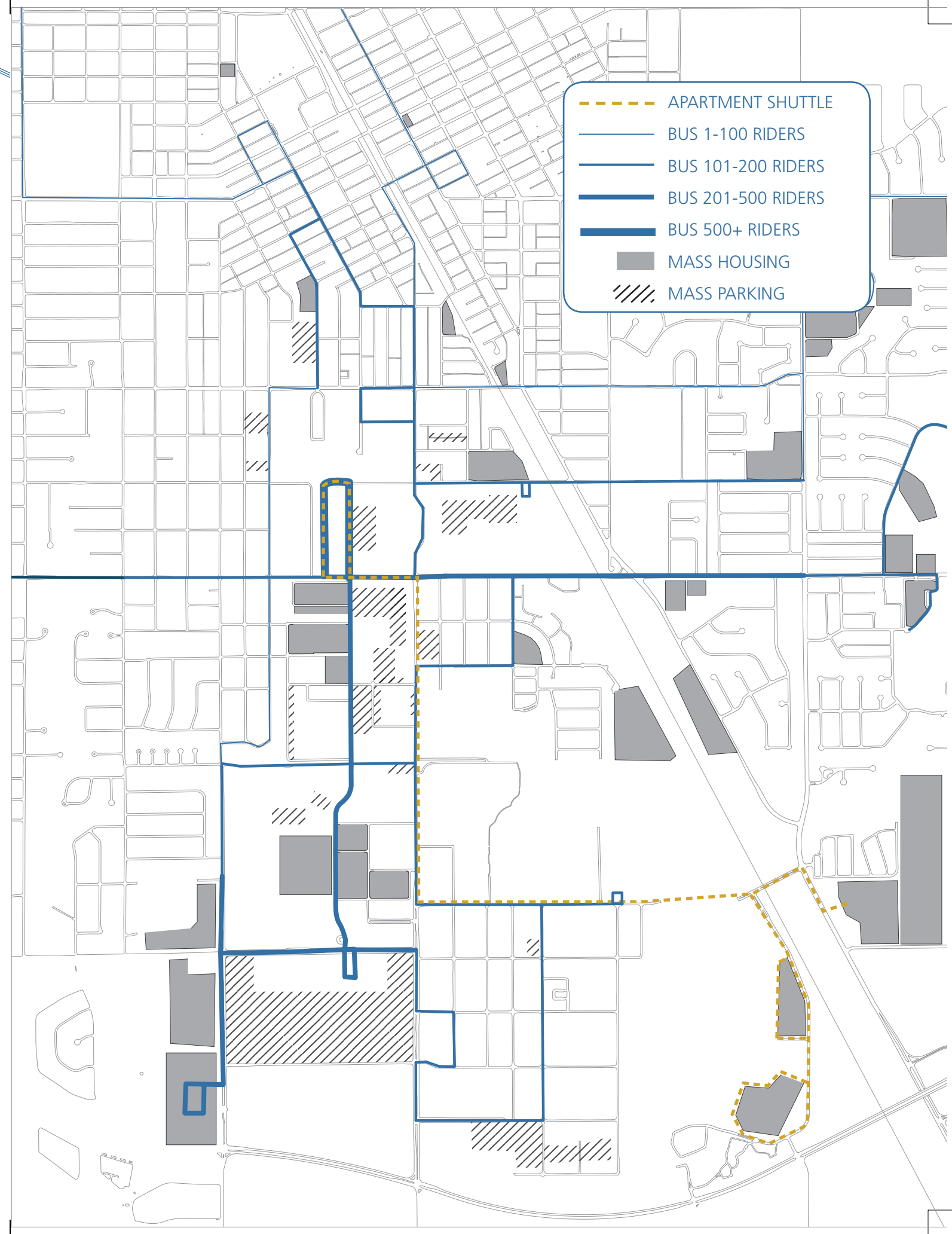


PART 1

PLACES

MASS TRANSIT MASS HOUSING

CART, Cleveland Area Rapid Transit, is Norman's public transportation system. As can be seen on the map, the most frequented routes are those associated with the University of Oklahoma. One of the busiest routes connects an off-campus parking facility to the South Oval. The popularity of this de facto park and ride system can be attributed to the expense of on-campus parking. Other routes see limited utilization as limited range and infrequent arrival times prevent CART from becoming a viable alternative to driving except where parking is elusive or costly. This theory suggests a negative feedback loop—that the reduction in supply of parking spots eventually reduces demand.



LIGHT-ING

STANDARD ADEQUATE ILLUMINANCES (fc)	
Pedestrian way	2.2
Bike way	2.2
Pedestrian (comm. area)	2.0
Outdoor Parking	1.2-1.6
Street w/o Pedestrian	1.0
Freeway thru comm. area	0.6-1.1
Freeway thru res. area	0.7-0.8

Campus Corner and Downtown Norman function as the two epicenters for nightlife in Norman. They are also the only areas of the city with adequate pedestrian lighting—which is both a cause and effect of their success. Or in other words, adequate lighting does not guarantee the success of a district, but inadequate lighting undoubtedly snuffs out all legitimate forms of nocturnal life.

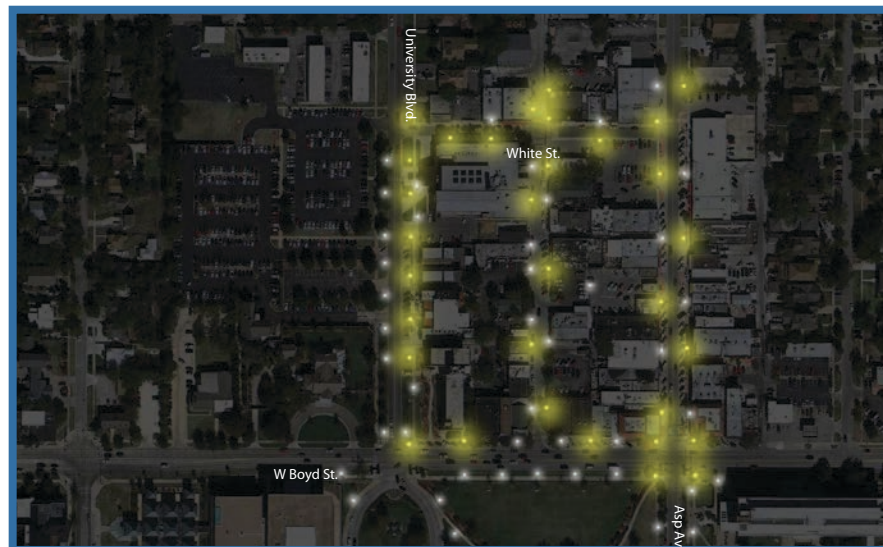
Lighting plays a critical role in security and perception of security. The benefit of civilian “eyes on the street” expires after sunset if insufficient lighting fails to expose potential security threats.

We see the need for adequate pedestrian lighting to extend past the peripheries of night-active zones. This would encourage the expansion of nighttime activity and help maintain security by illuminating the dark edges of nightlife districts.

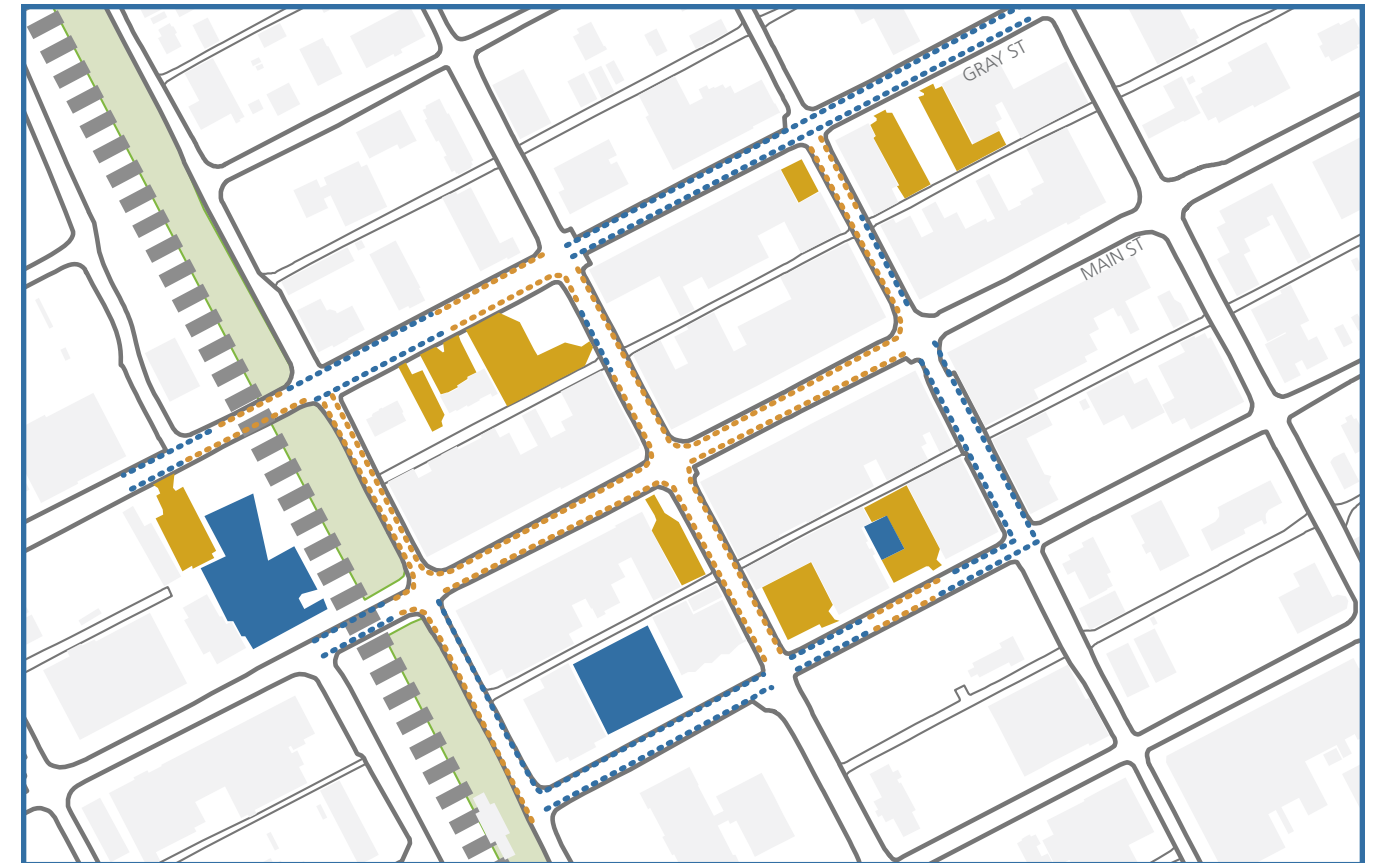
EXISTING LIGHTING



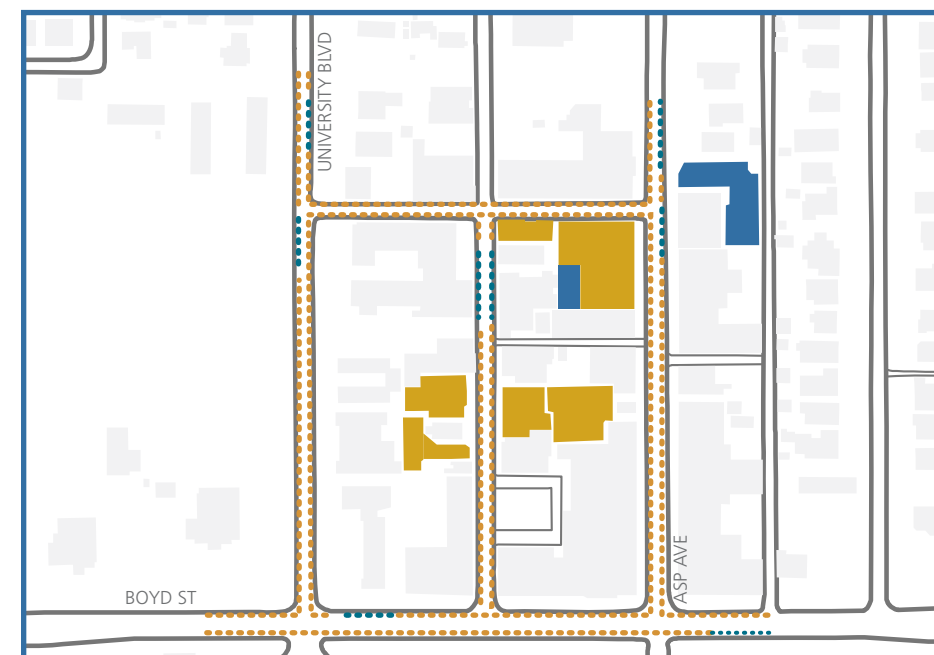
DOWNTOWN



CAMPUS CORNER



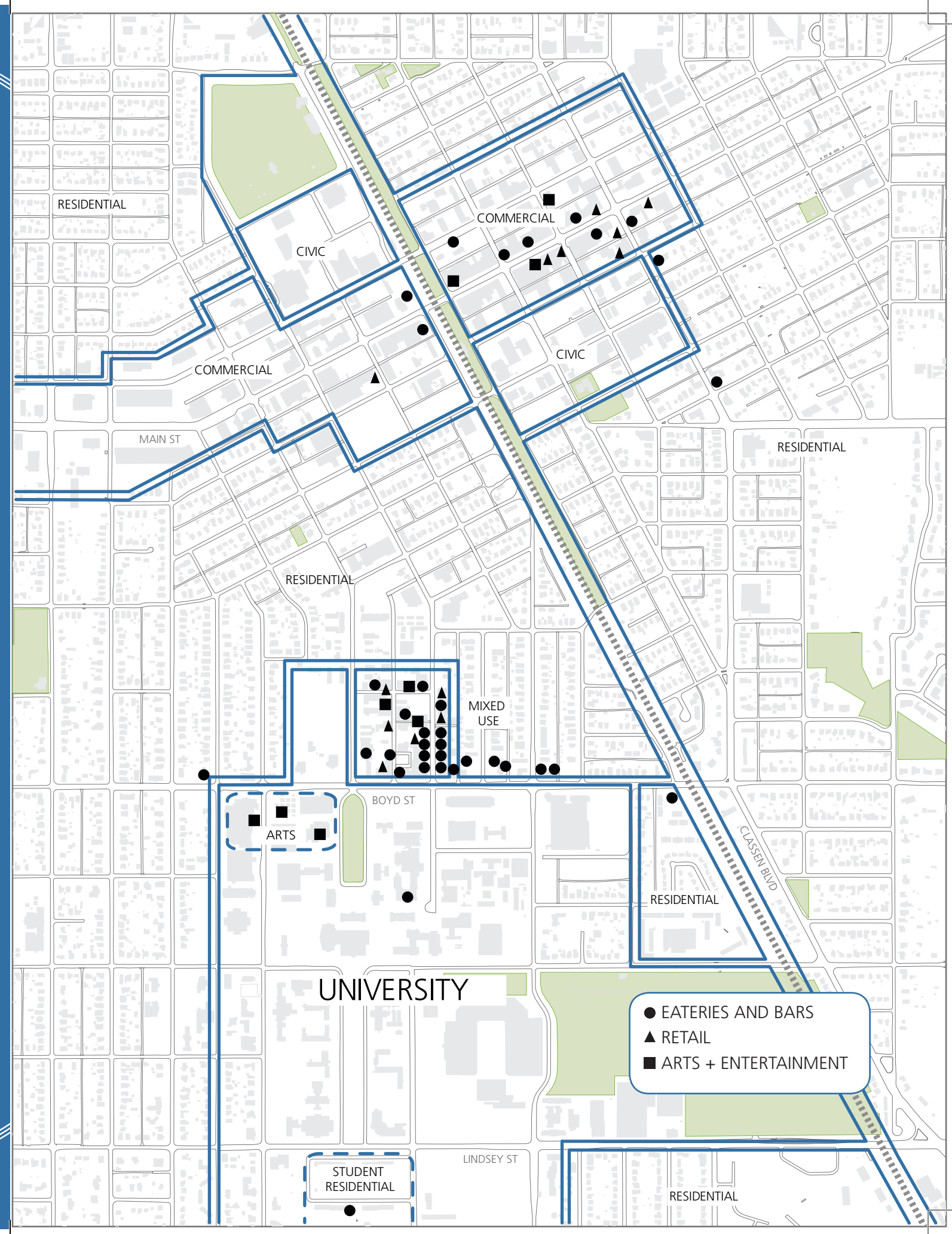
- - - - - Good Pedestrian/Bike Way (>2.2 fc)
- - - - - Bad Pedestrian/Bike Way (<2.2 fc)
- Good Parking Space (>1.2 fc)
- Bad Parking Space (<1.2 fc)



PRO-GRAM

The Island Effect

We acknowledge the success of Campus Corner and a portion of Main Street as individual hubs of activity, but what about the interstitial space? A swath of residences divides the two most programmatically active zones of our study. The resulting schism between the two most lively parts of the city eliminates the possibility of symbiosis between complementary zones and functions.



FAÇADE ANALYSIS

Transparency

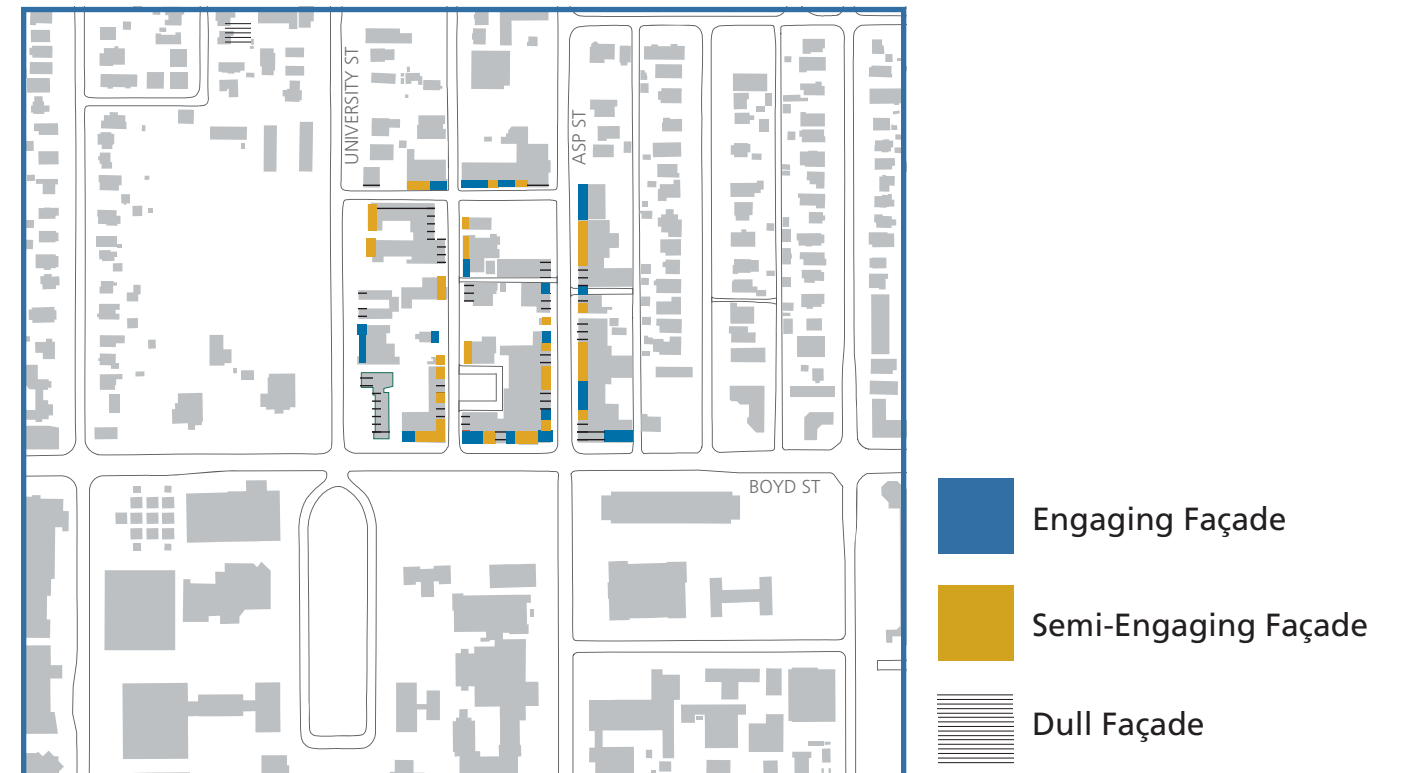
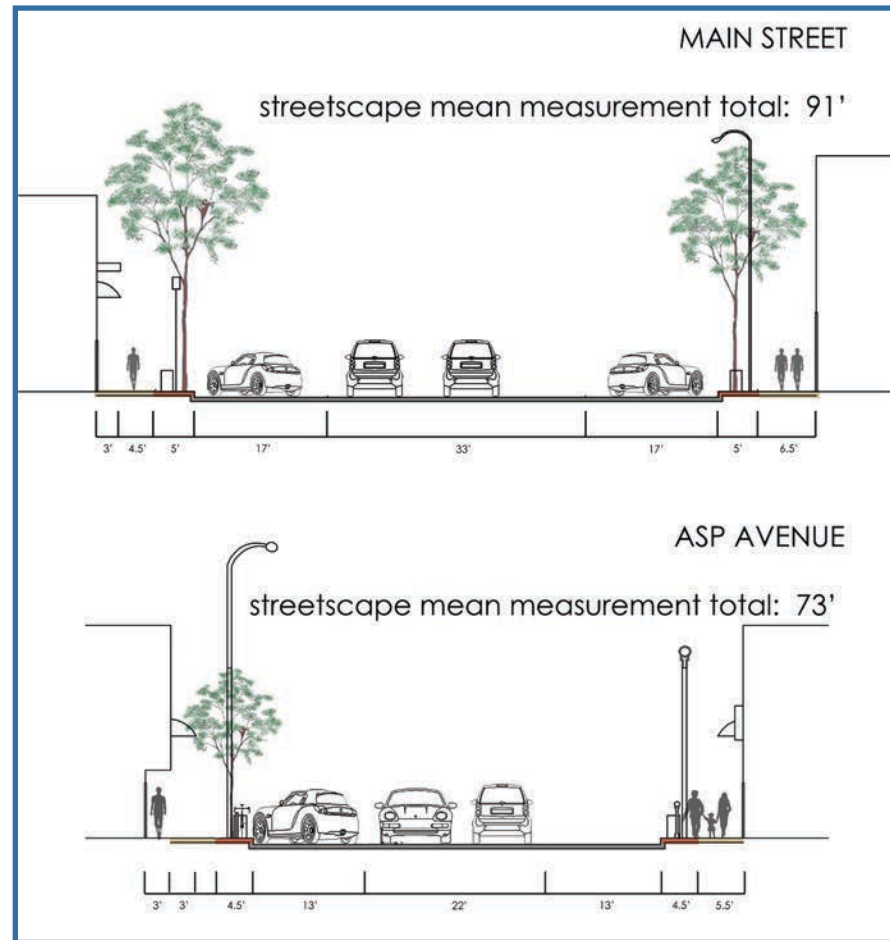
Allowing passersby to look into the building significantly increases the interest of a façade. Transparency also functions as secondary form of signage.

Signage

Good signage requires signs directed to both pedestrians and cars. This means having multiple signs at different scales. Signage perpendicular to a building's façade allows pedestrians walking down the sidewalk to identify a building

Recessions

Recessions in façades for display space and cafe seating make an area more interactive. Alleyways act as channels to parking and other businesses.

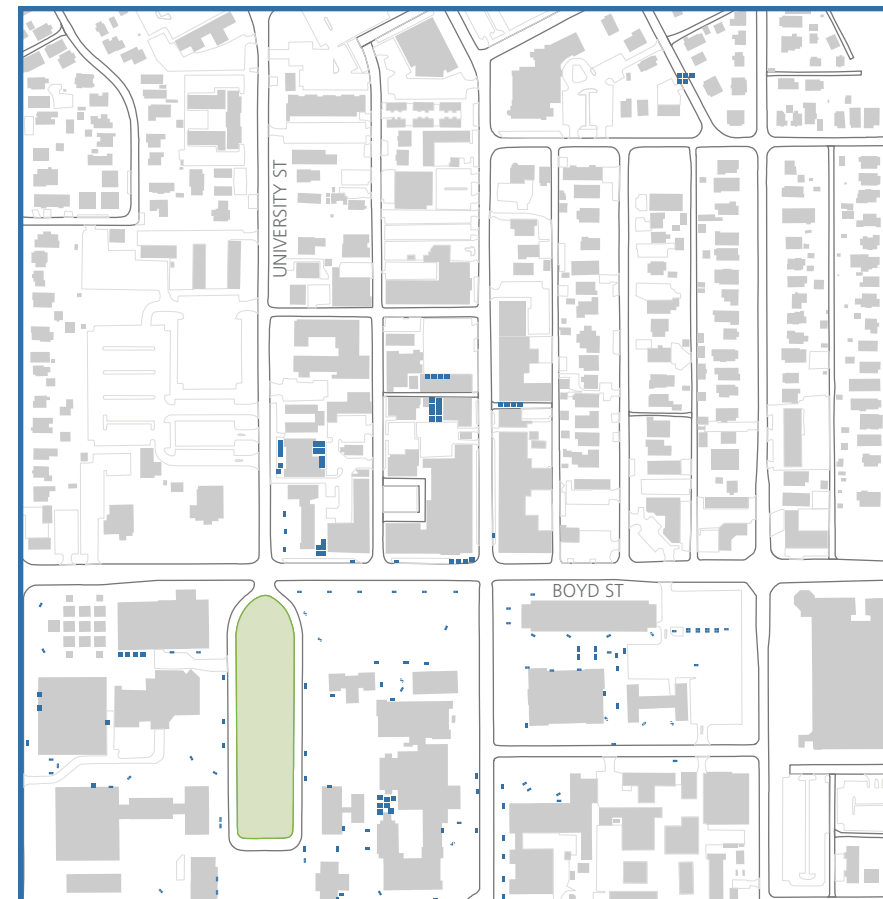


PUBLIC SEATING

These benches on campus lack shading or vegetation. Also, the seating arrangement lacks a relationship to a place-making object, and is exposed to pedestrian circulation on all sides.



These benches across from the entrance of the OU library provide better orientation, and bushes shield the bench from circulation behind.



This zone has a good amount of privacy and comfort. The retaining wall here serves as secondary seating since it does not signify a seat but it can easily serve as one. This area has become a popular spot for gathering and relaxing.



- 1 unit = 1 seat
- 2 units = 1 bench
- 4 units = cafe seating