

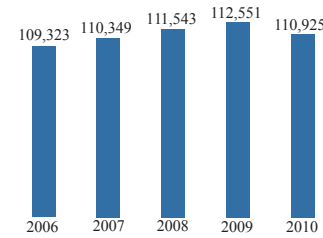
PART 2

PEOPLE

DEMO-GRAPHICS

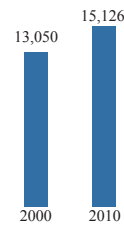
In 2010 the University saw the largest number of enrolled freshmen in the school's history. The population of Norman took a small dip in 2010, but finished around 6,000 higher than it was ten years prior. That increase also helped bring in 7,000 more jobs to the area. The most dense part of our study area is in the South Greek portion of campus.

110,925 NORMAN POPULATION

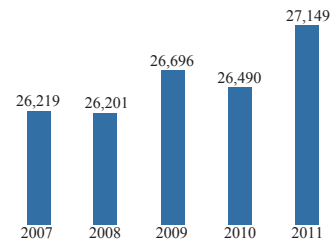


Source: 2011 Norman, OK Community Report Card

15,125 RESIDENTS IN STUDY AREA

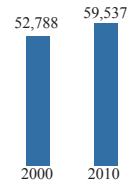


27,149 OU STUDENT POPULATION

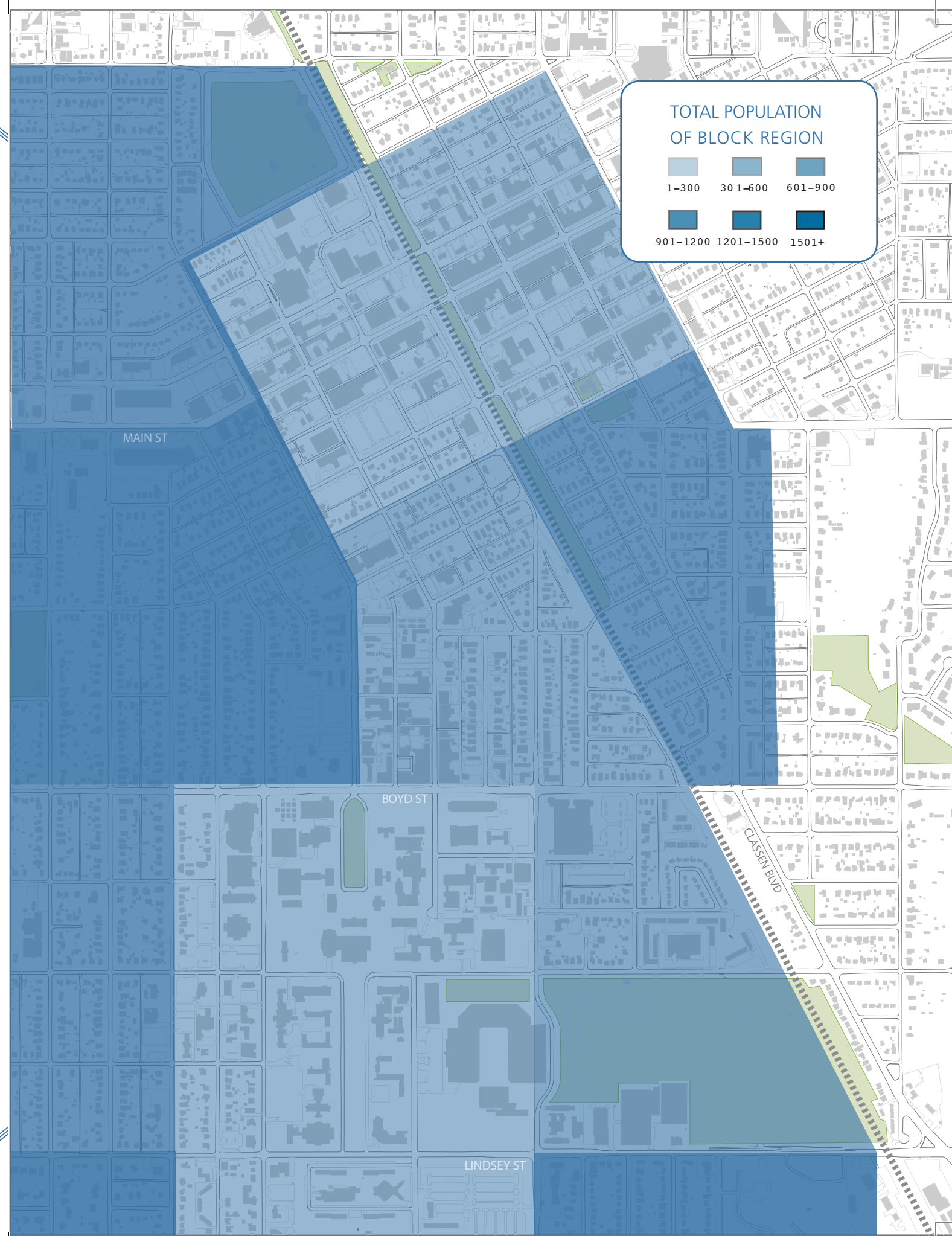


Source: OU Enrollment Services

59,537 PEOPLE IN LABOR FORCE

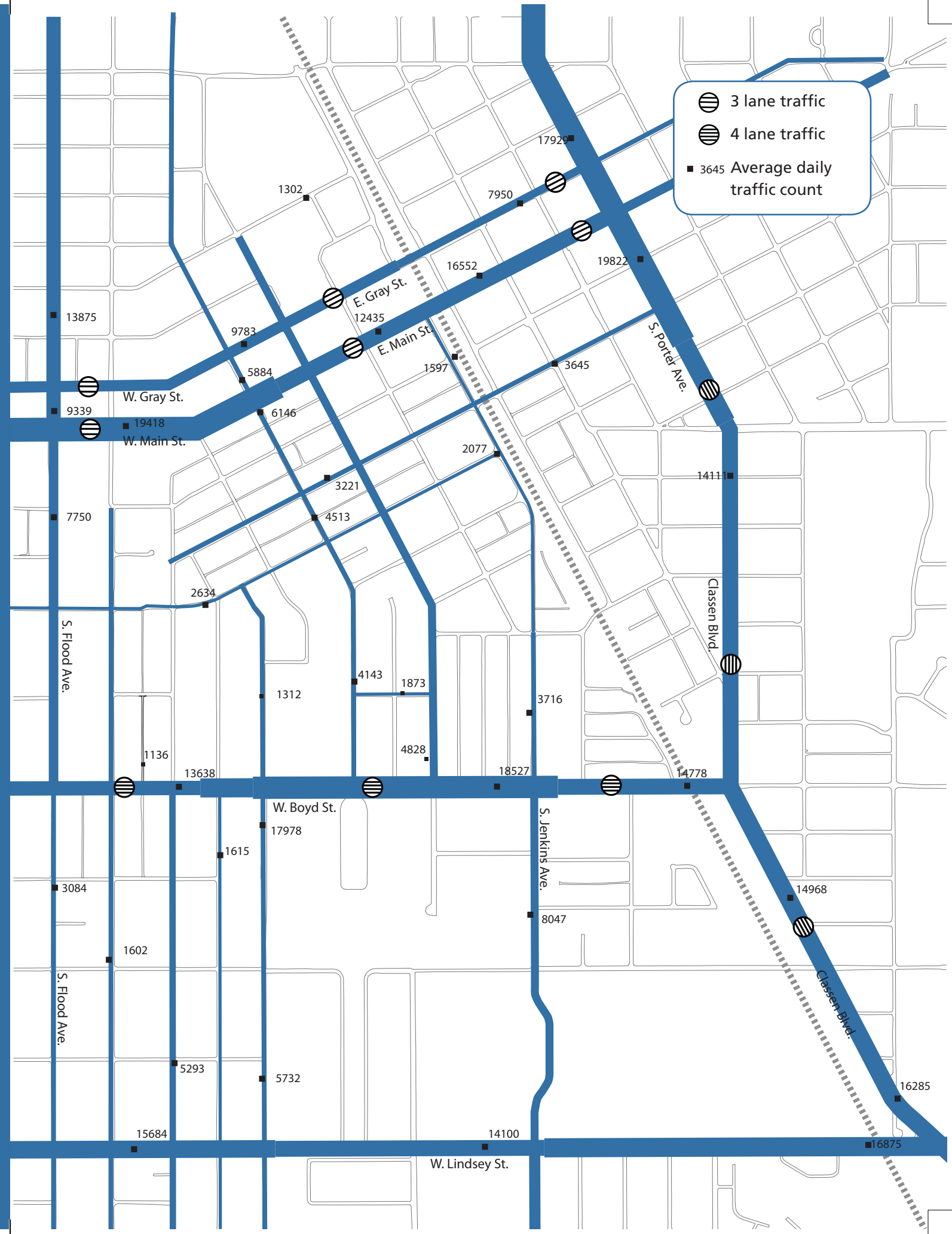


Source: 2010 DP-3 Profile of Selected Economic Characteristics



VEHICULAR TRAFFIC

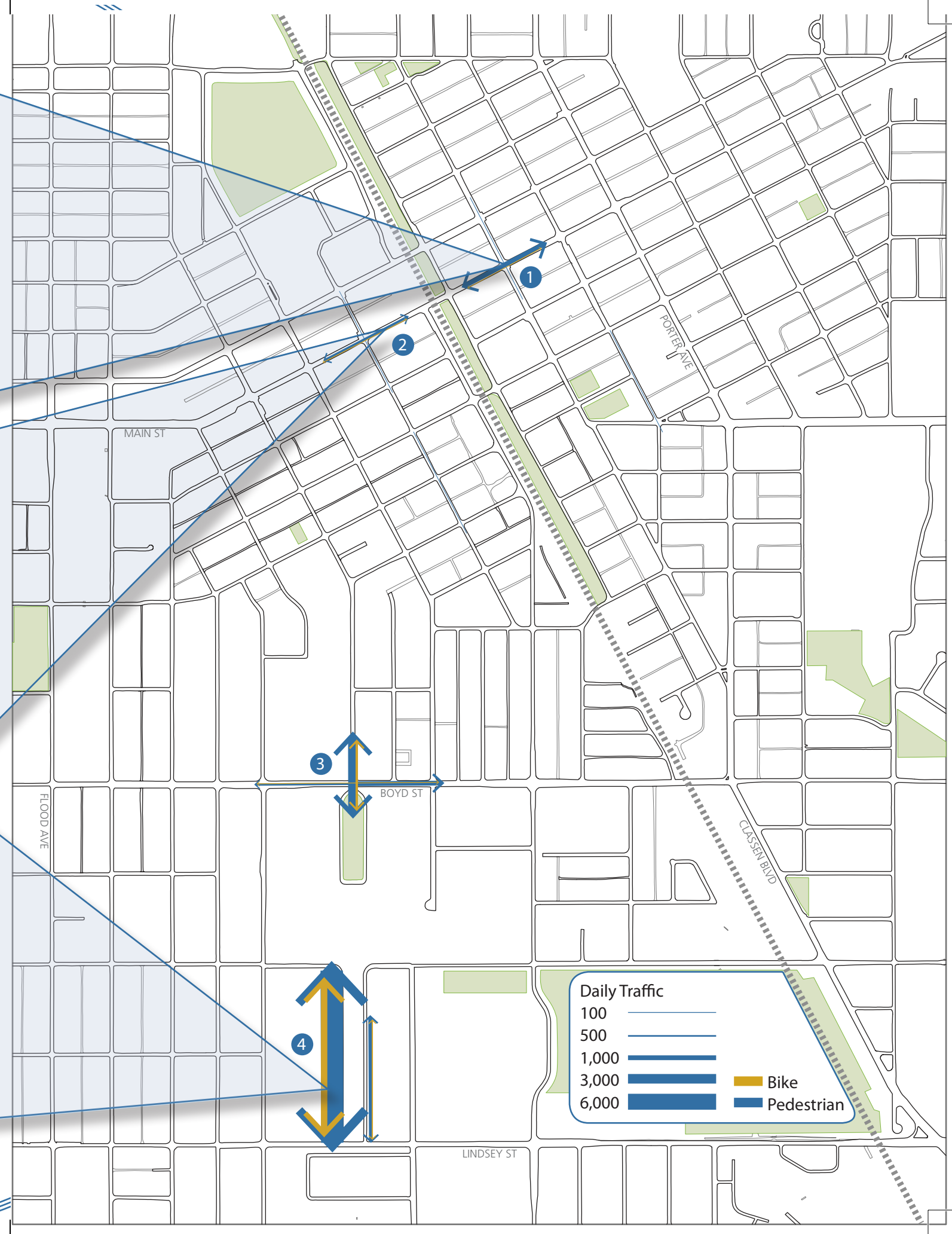
Urban living depends on the fluid transportation of people and goods between cities and across the globe. This traffic allows for space to be differentiated and interdependent—both necessary conditions for urbanism. At the city scale commuter traffic differentiates work from home and event traffic mediates between play and home. At a global scale import/export traffic along with immigrant/emigrant traffic differentiate regions and nations from one another. If it were not for these forms of transportation, every zone of consumption would be its own zone of production, thus every community would be agrarian and rural. In this way urbanity depends on vehicular traffic. However, prioritizing this vehicular traffic at the local scale often ends up encouraging inefficient and non-social models of living.



PEDESTRIAN AND BIKE TRAFFIC

Though urbanism depends on motorized traffic on a global and regional scale, personal vehicular traffic at the local scale tends to inhibit density, and annul the economic and labor efficiencies which urban communities otherwise benefit from. In cities too small to support extensive mass transit systems, such as Norman, walking and cycling can provide the most efficient means of transportation.

Our pedestrian and bike counts were taken on weekdays by video recording at a single location from 7:00 am until 10:00 pm.

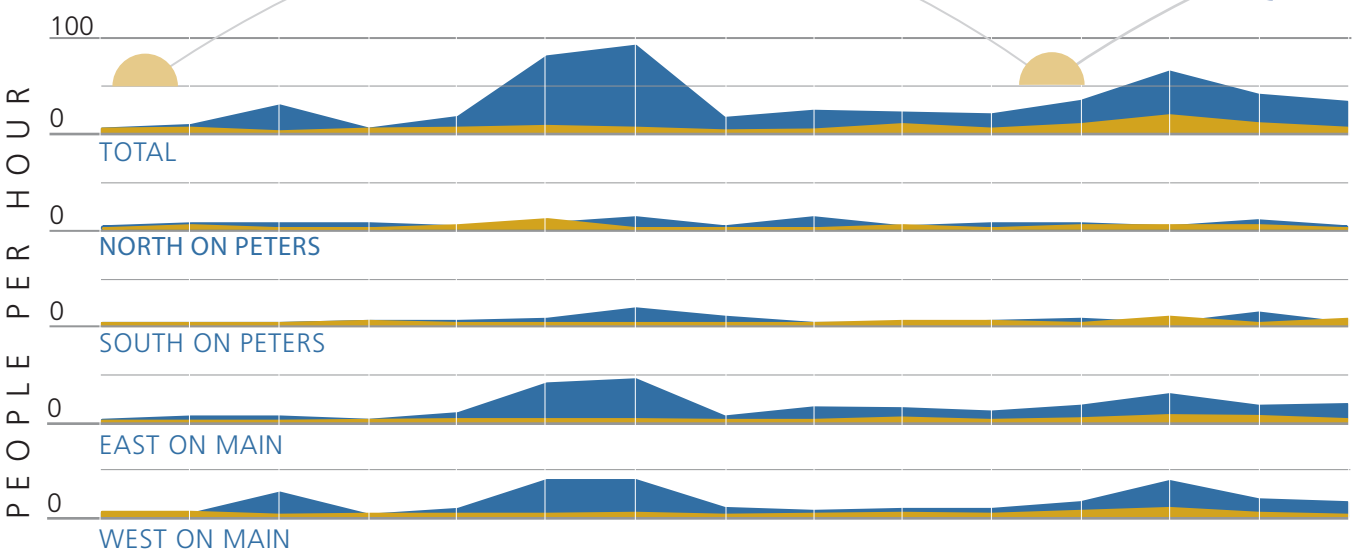


PEDESTRIAN AND BIKE TRAFFIC HOURLY PROFILES

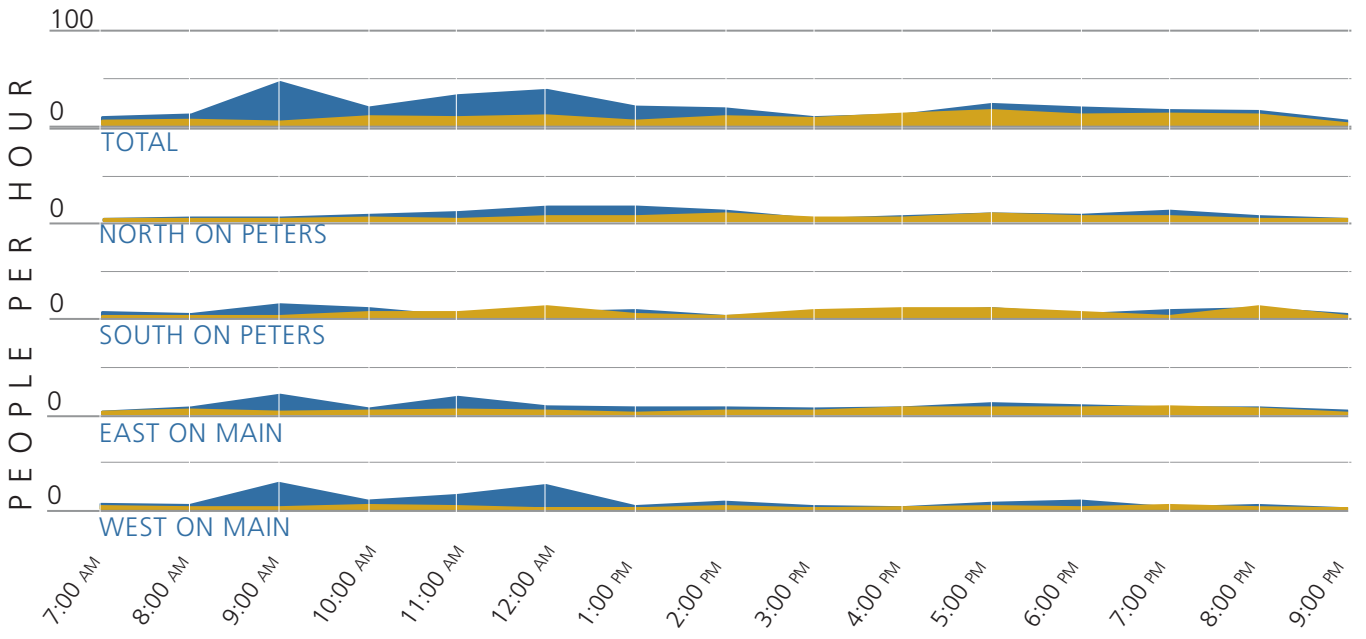
PEDESTRIANS PER HOUR

BICYCLISTS PER HOUR

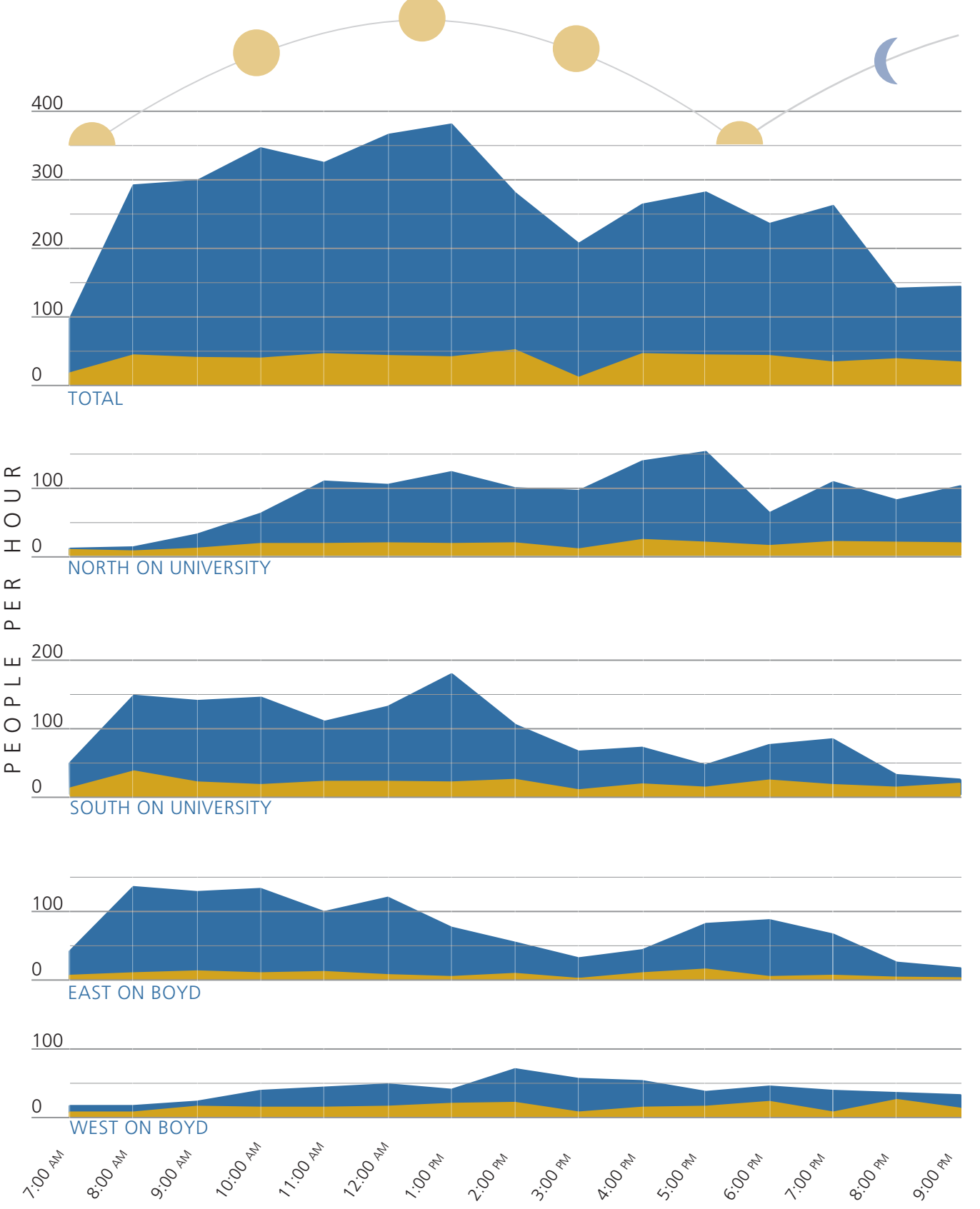
1 EAST MAIN



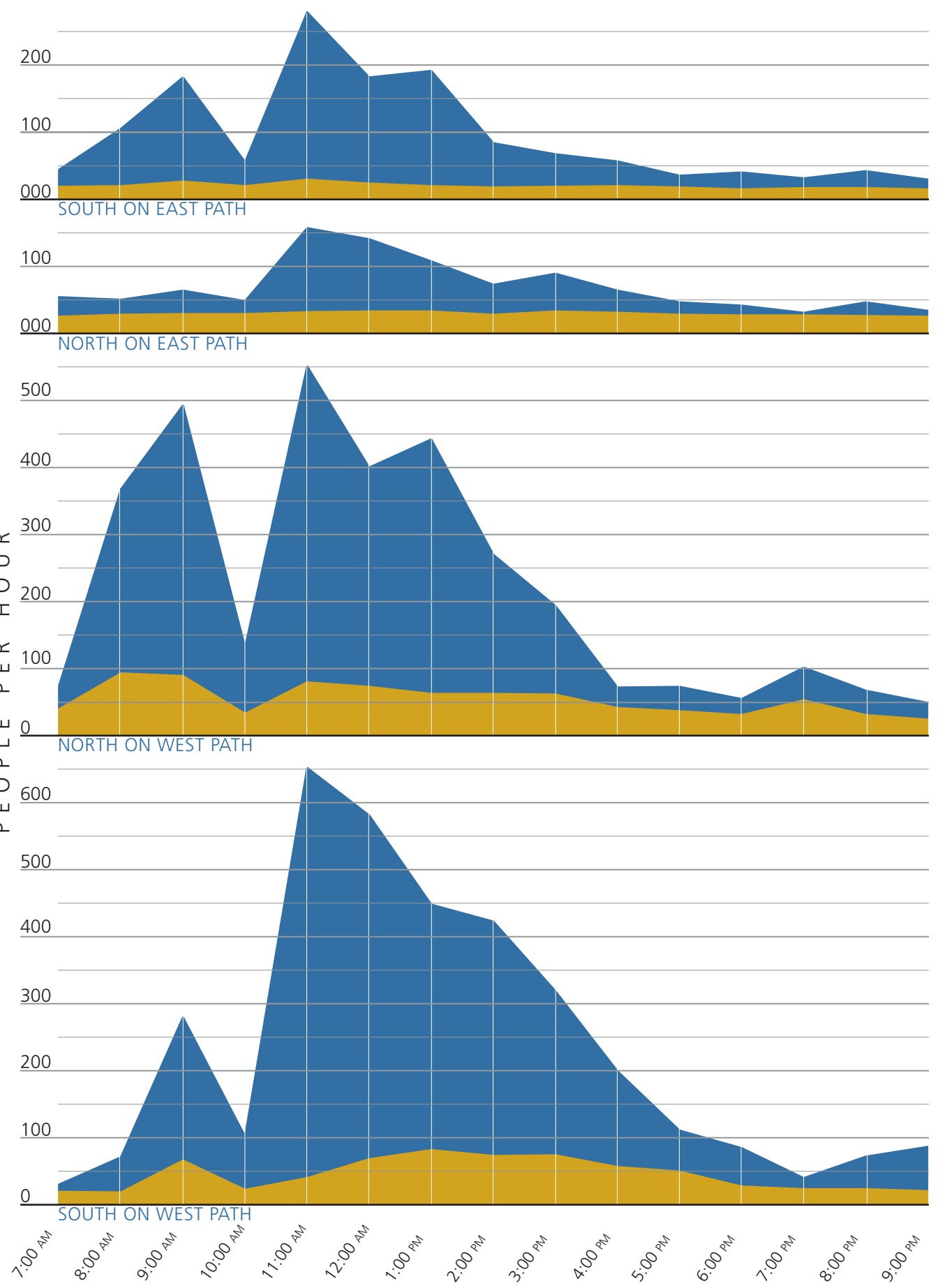
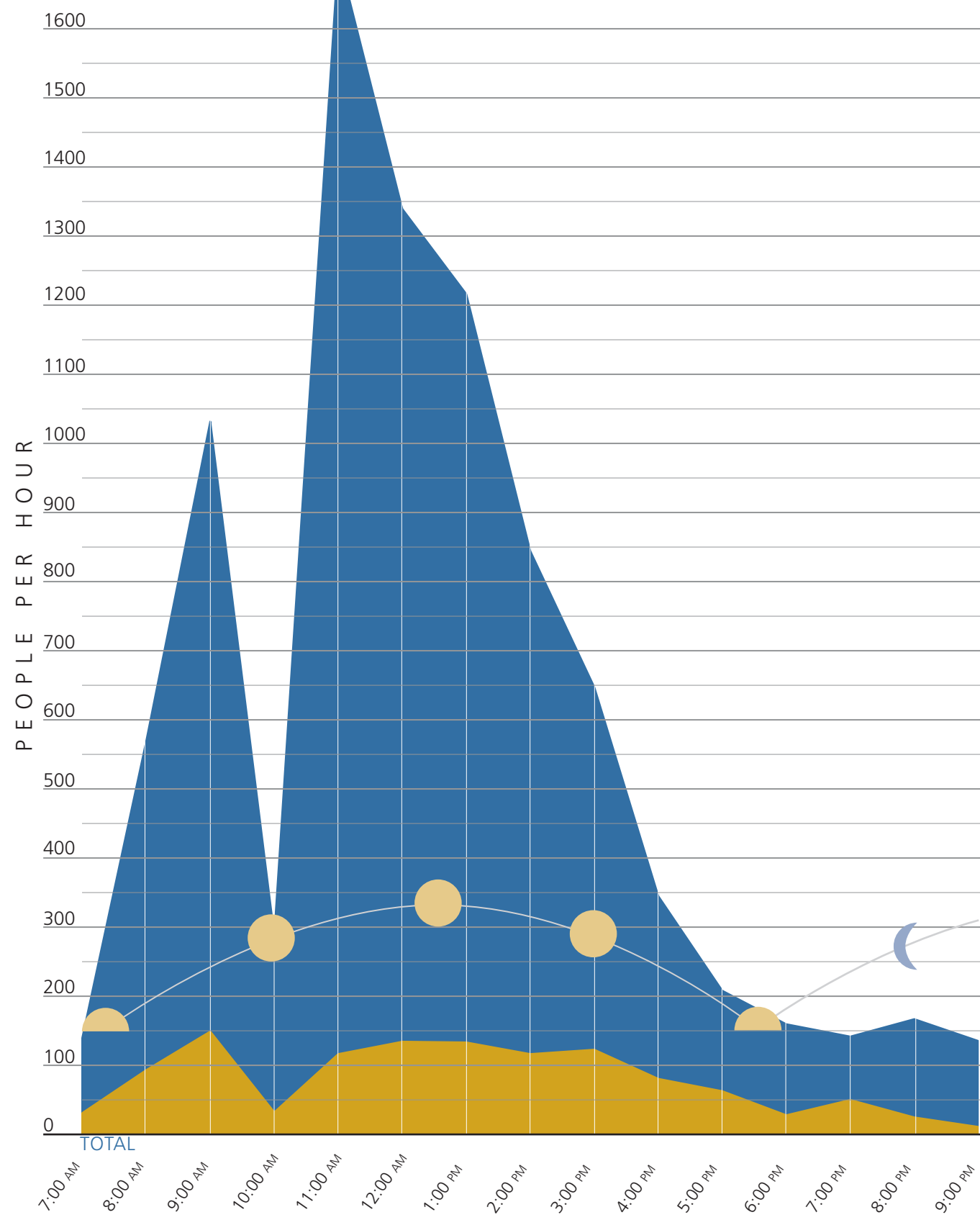
2 WEST MAIN



3 UNIVERSITY BLVD + BOYD ST



4 SOUTH OVAL



TRAFFIC SPEEDS

Nearly all streets within our study area have been restricted to a 25 mile per hour speed limit. However, three and four lane roads along with slightly higher speed limits through major pedestrian zones both work to limit the walkability of central Norman.

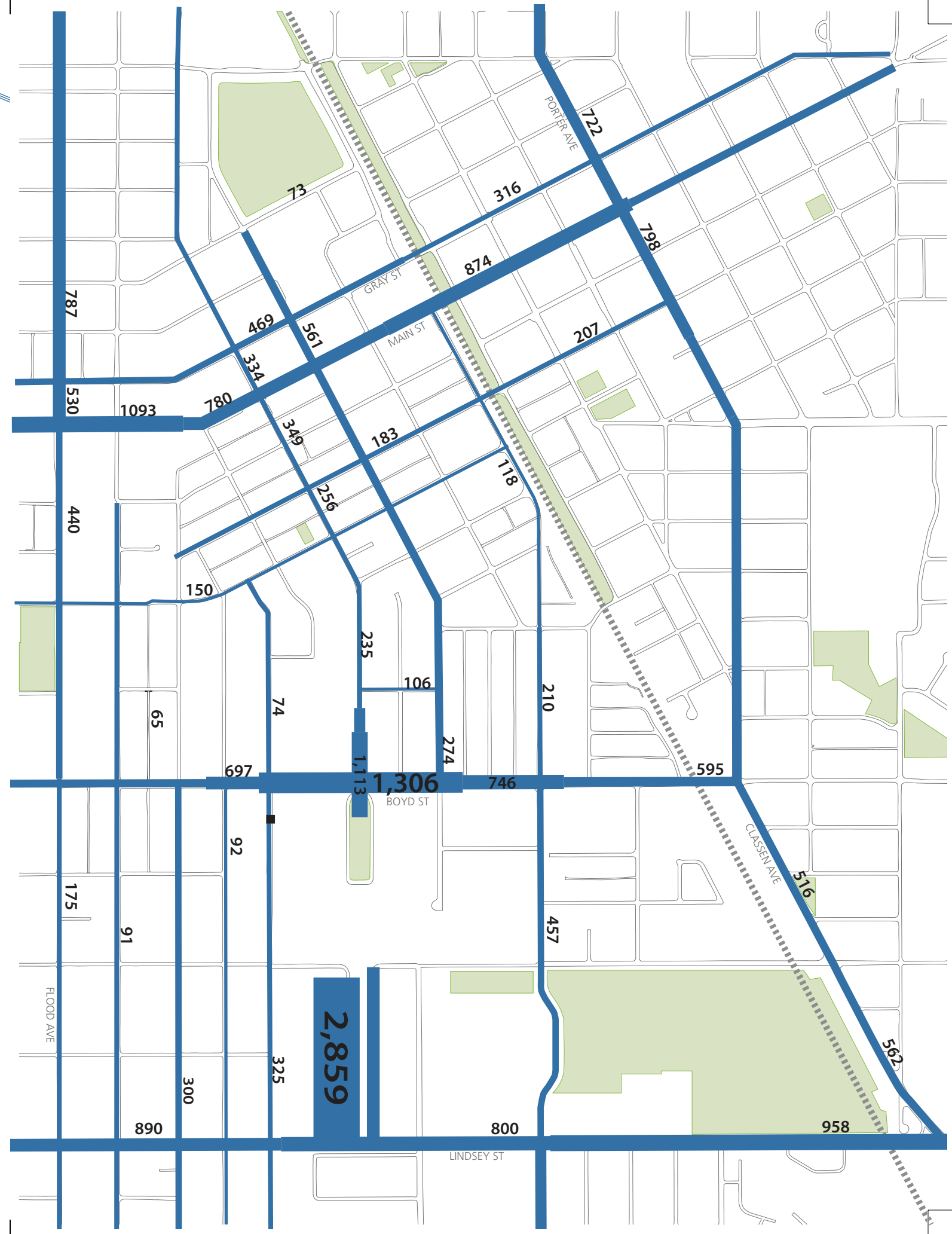
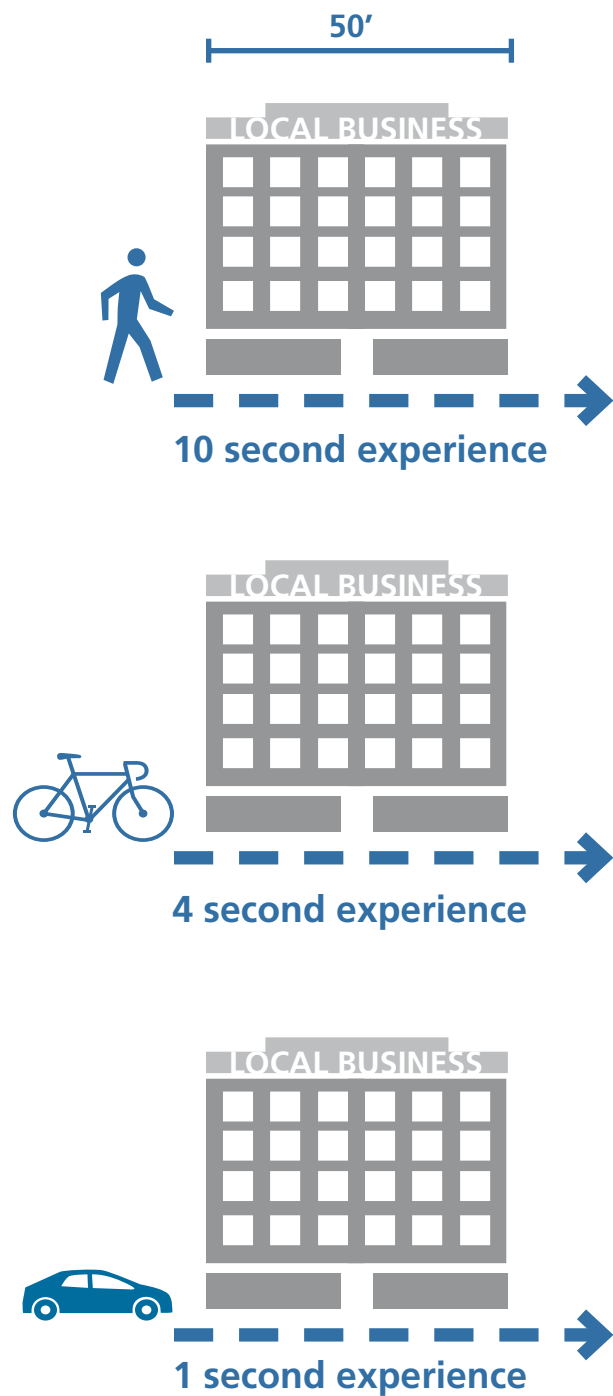


VISUAL PRESENCE RATING

We formulated our visual presence rating, or VPR, by combing pedestrian, bicycle, and vehicular traffic data to calculate the average number of seconds that people collectively spend on a fifty foot stretch of street in one hour. Essentially VPR measures how much time the public spends traversing 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, fewer traffic stops and further viewing distances from storefronts.

This data set serves as an index for measuring the activity on any given street, and thus could prove a valuable resource in determining the most economically viable locations for future development.

$$\begin{aligned}
 & [50\text{ft}/\text{mean traffic speed}(\text{fps})] \\
 & \times \\
 & \text{average hourly traffic volume} \\
 & = \\
 & \text{VPR}
 \end{aligned}$$



Public Space Public Life Norman
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