

**CITY OF NORMAN, OKLAHOMA**  
**CITY COUNCIL COMMUNITY PLANNING AND  
TRANSPORTATION COMMITTEE AGENDA**

**Municipal Building Conference Room  
201 West Gray**

**Thursday, September 29, 2016**

**5:00 P.M.**

- 1. CLEVELAND AREA RAPID TRANSIT (CART) RIDERSHIP REPORT INCLUDING SAFERIDE AND EXTENDED SERVICE FOR THE MONTHS OF MAY, JUNE, JULY AND AUGUST, 2016.**
- 2. DISCUSSION REGARDING COMMERCIAL LOADING ZONES IN THE CAMPUS CORNER AREA.**

**ITEM 1**

**CART REPORTS**

## **Community Planning & Transportation Committee**

### **CART Monthly Report, May 2016**

#### **CART – Ridership Report Summary**

- CART transported 67,714 passengers in May – a daily average of 4,352. May's ridership increased 58% from the same month last year, with the average daily increasing 896 (26%). The increase is the result of added service on Main St and Alameda/E. Norman, the new Campus Corner route, park & ride lots at Sooner Mall, Bethel Baptist Church and Memorial Presbyterian Church, and encouragement to use LNC park & ride lot.
- Year to date ridership (July – May) is 1,204,707 – an increase of 32% from the same period last year.
- The only route with a decrease in ridership is Campus Loop (-5% YTD).
- For the one-week manual count in May, there were 276 riders who traveled with bicycles (0.9%) and 159 with wheelchairs (0.5%). 11-Lindsey East carried the most passengers with bicycles (88) and 12-Main Street carried the most with wheelchairs (60).

#### **CARTaccess – Ridership Report Summary**

- CARTaccess transported 2,934 riders in May – an average of 117 riders daily.
- For FY16 year to date, CARTaccess ridership has increased 2% overall. *Zone Two ridership was 358 for May (22% increase) and there has been a 12% increase in Zone Two YTD. Zone Two ridership comprises 11% of all CARTaccess trips.*

#### **CART Vehicles**

- CART staff completed retiring 2 diesel fueled buses as part of a Clean Air grant from ACOG. CART was awarded grant funds to help pay for the cost difference of CNG over diesel for two 2015 Gillig CNG 35 foot buses.

#### **CART Staff**

- CART increased operator wages by \$2.75 in May. This increase was made to make CART more competitive in hiring new drivers and retaining current drivers.

#### **Marketing/Outreach**

- CART's first professional commercial for a local theater was filmed and released. The commercial is called "An Office With A View", and advertises for drivers for CART. View it here: <https://www.youtube.com/watch?v=sNH6VS58tkE>
- The Browsing Room for OU freshman began mid-May with CART information items, including pens, CART 101 sheet, etc.
- Advertisements continued in the Norman Transcript and Purcell Register for drivers.
- CART official was quoted in front-page story in the Norman Transcript about possible bike-sharing program at OU.
- CART participated in Bike to Work Day at Andrews Park. CART brought the bus with the Share the Road wrap to display to bicyclists. Having the bus there also allowed bicyclists to test the bike racks on the front of the bus. Please see Attachment 1 for photographs.

#### **Bus Stop Improvements.**

- CART is updating its bus stop list to include with its contract with the City. In this list, CART staff are identifying stops that need to be improved in the new fiscal year.

#### **CART Detours/Construction**

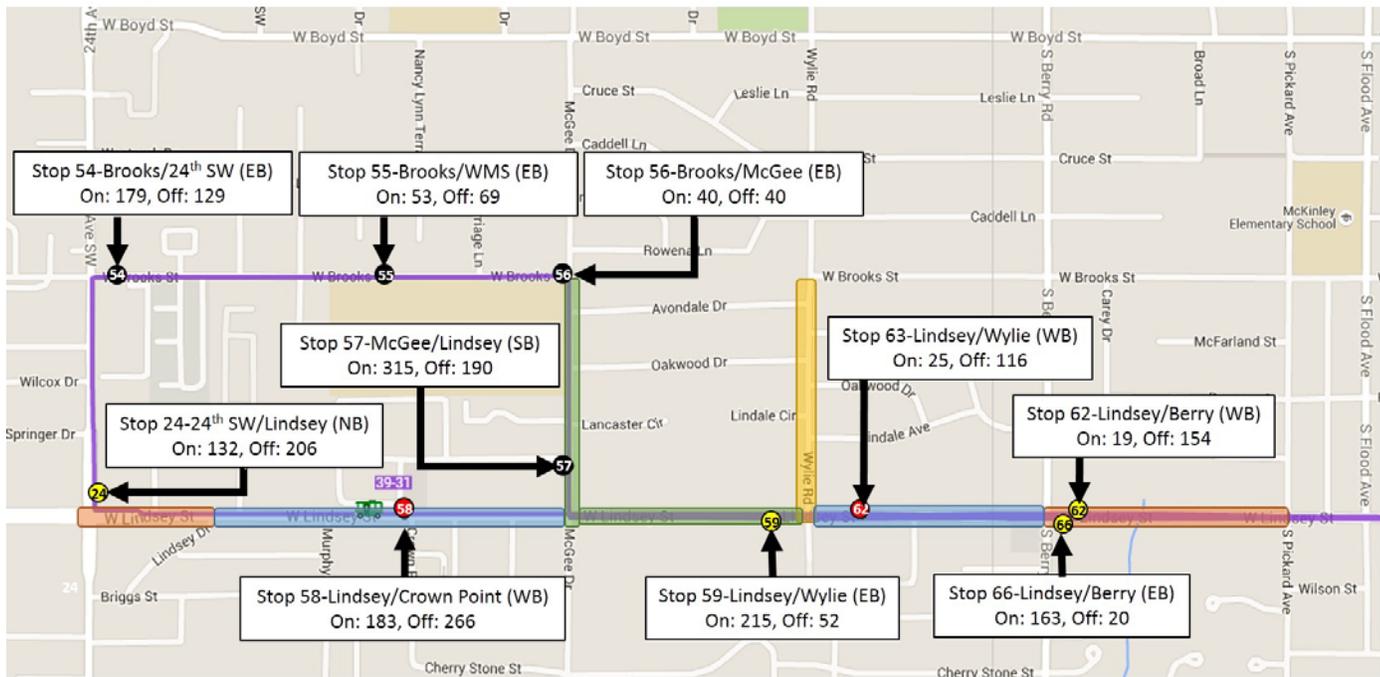
- In preparation of the Lindsey Street widening project beginning this summer, Tyler Media removed all bus stop structures from the project area. This included 3 shelters and 2 benches that were along Lindsey Street between 24<sup>th</sup> Avenue SW and Pickard Avenue.
- Route 12 will detour around the Imhoff Creek bridge construction on Lindsey Street when that construction begins. Presently, Lindsey St. between Pickard and Berry is scheduled to close between July and November while the Imhoff Creek bridge is rebuilt. CART will inform riders of route detours as the construction progresses through the phases on Lindsey Street for the next year and a half (see attachment 2).

# Attachment 1



# Attachment 2

## CART Route 12-Lindsey West Stops With Ridership Counts and Construction Phases



**Route 12-Lindsey West**

- Bus Stop
- Bus Stop with Shelter
- Bus Stop with Bench

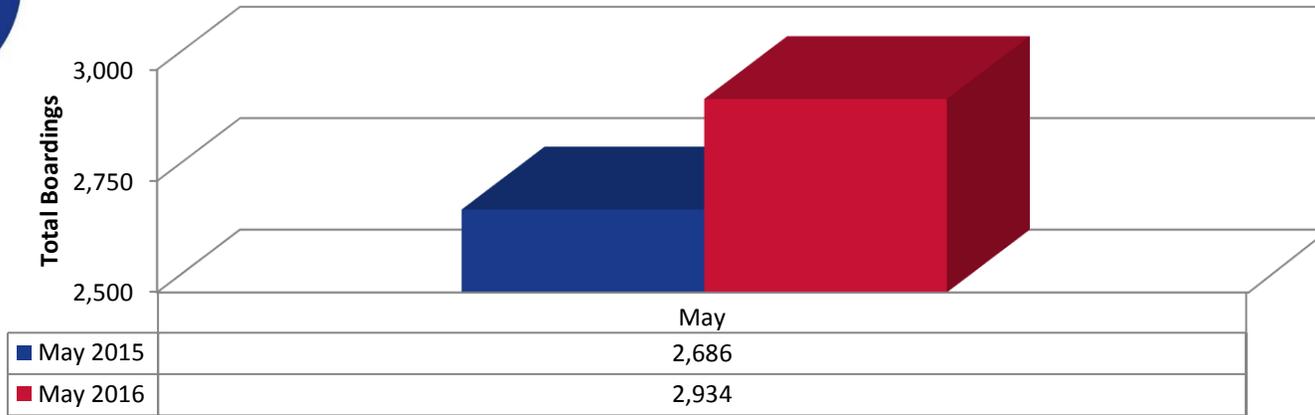
**Construction Phases**

|   |  |
|---|--|
| <span style="display: inline-block; width: 20px; height: 10px; background-color: orange; border: 1px solid black;"></span> Phases 1 & 5 | <span style="display: inline-block; width: 20px; height: 10px; background-color: green; border: 1px solid black;"></span> Phases 3 & 4 |
| 120 Days  | 180 Days   |
| <span style="display: inline-block; width: 20px; height: 10px; background-color: blue; border: 1px solid black;"></span> Phases 2 & 6   | <span style="display: inline-block; width: 20px; height: 10px; background-color: yellow; border: 1px solid black;"></span> Phase 5     |
| 100 Days  |  |

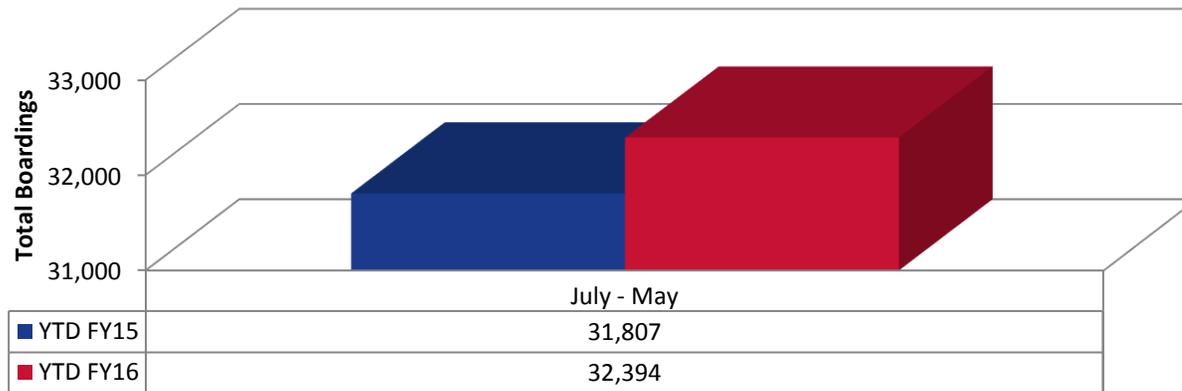
*Note: Counts for bus stops are for February 2016 obtained from Syncromatics APC.*



## May 2016 CARTaccess Total Ridership



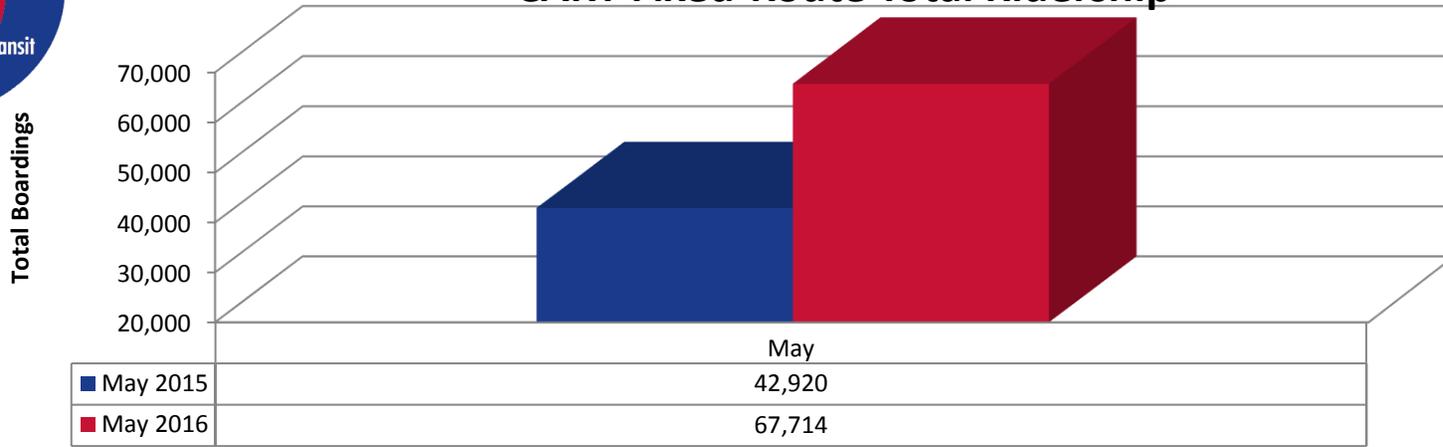
## July 2015 - May 2016 (Year-to-Date FY16) CARTaccess Total Ridership



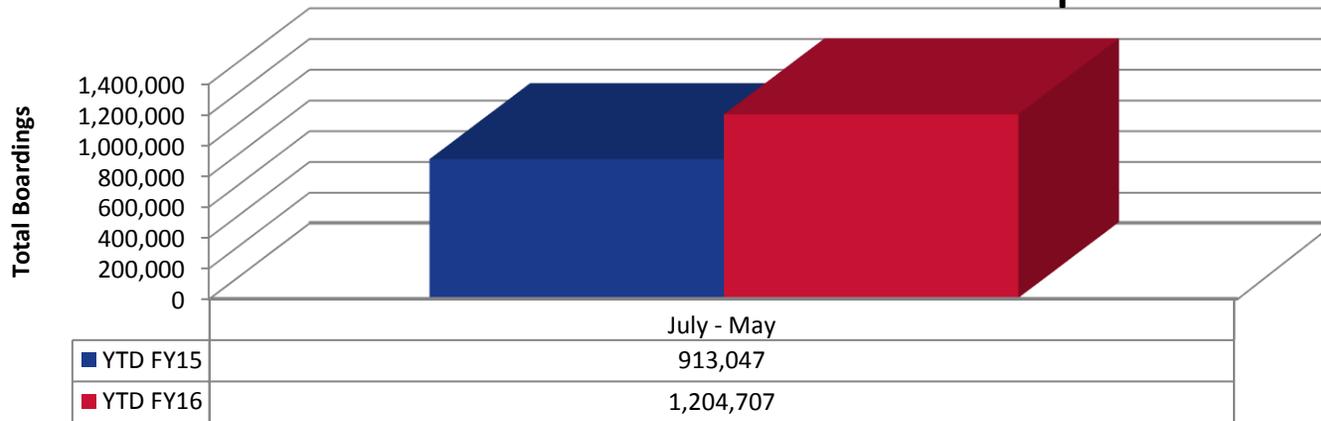
| CARTaccess | May 2015 | May 2016 | % Change | CARTaccess   | YTD FY15 | YTD FY16 | % Change |
|------------|----------|----------|----------|--------------|----------|----------|----------|
| Monthly    | 2,686    | 2,934    | 9%       | Annual Total | 31,807   | 32,394   | 2%       |



## May 2016 CART Fixed-Route Total Ridership



## July 2015 - May 2016 (Year-to-Date FY16) CART Fixed-Route Total Ridership



| CART Fixed Route | May 2015 | May 2016 | % Change | CART Fixed Route | YTD FY15 | YTD FY16  | % Change |
|------------------|----------|----------|----------|------------------|----------|-----------|----------|
| Monthly Total    | 42,920   | 67,714   | 58%      | Annual Total     | 913,047  | 1,204,707 | 32%      |

FY15: July 1, 2014 - June 30, 2015

FY16: July 1, 2015 - June 30, 2016

## **Community Planning & Transportation Committee**

### **CART Monthly Report, June 2016**

#### **CART – Ridership Report Summary**

- CART transported 38,436 passengers in June – a daily average of 1,544. June’s ridership increased 10% from the same month last year, with the average daily increasing 135. The increase is the result of added service on Main St and Alameda/E. Norman, the new Campus Corner route, park & ride lots at Sooner Mall, Bethel Baptist Church and Memorial Presbyterian Church, and encouragement to use LNC park & ride lot.
- Year to date ridership (July – June) is 1,243,143 – an increase of 31% from the same period last year.
- The only route with a decrease in ridership is Campus Loop (-5% YTD).
- For the one-week manual count in June, there were 249 riders who traveled with bicycles (3.1%) and 102 with wheelchairs (1.3%). 10-Main St carried the most passengers with bicycles (83) and 11-Lindsey East carried the most with wheelchairs (46).

#### **CARTaccess – Ridership Report Summary**

- CARTaccess transported 2,909 riders in June – an average of 112 riders daily.
- For FY16 year to date, CARTaccess ridership has increased 1% overall. *Zone Two ridership was 318 for June 2016 (17% increase) and there has been a 12% increase in Zone Two YTD. Zone Two ridership comprises 11% of all CARTaccess trips.*

#### **CART Activities**

- CART had a driver and a supervisor retire last month, sending them off with a celebration on June 22.
- CART hosted Norman’s new mayor, Lynne Miller, for a tour of CART facilities and lunch on June 29<sup>th</sup>.
- The CDBG Bus Pass Application is now online at [www.ridecart.com](http://www.ridecart.com) under Fares and Passes. CART has partnered with organizations and agencies in the City to assist individuals with filling out the application for the new fiscal year.
- Advertisements for drivers were placed in the Purcell Register, Norman Transcript and the Daily Oklahoman.
- CART is advertising its service and hours on 24,000 pharmacy bags at the Homeland Pharmacy on the east side of Norman. These bags will be handed out when current bags run out, likely sometime this month (July).
- There were two ozone alert days in June, the 8<sup>th</sup> and 20<sup>th</sup>.
- CART met with FTA on June 20 – 21 for its Triennial Review. This 3-year review covers 18 areas including grant management, federal reporting requirements (ADA, DBE, Title VI, Drug & Alcohol, etc.), operating, maintenance, and procurement.
- CART’s routes are now included in the National Transit Map Initiative. CART is also working with Syncromatics and Google Transit to get a trip planner up and running for CART routes.

#### **Bus Stop Improvements**

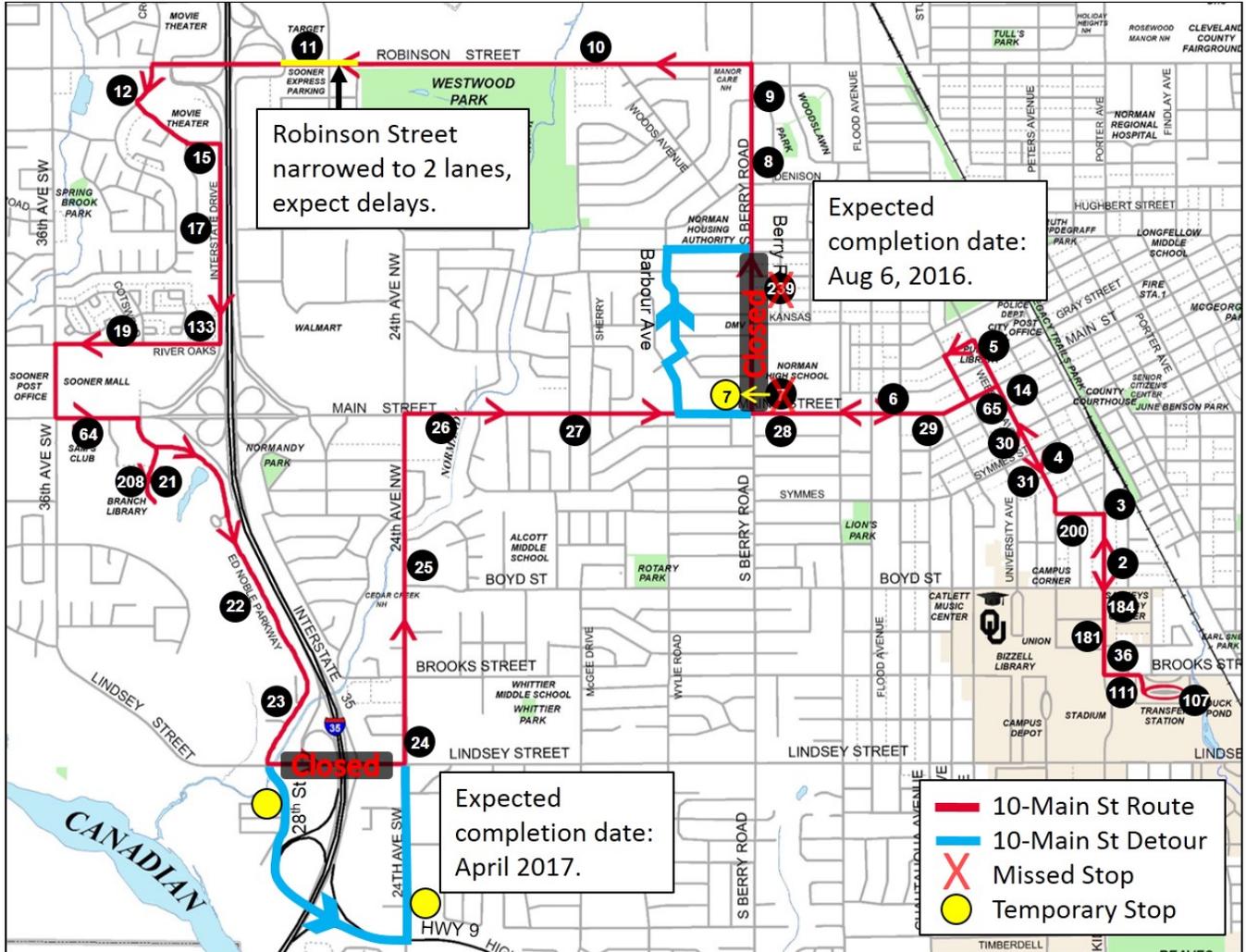
- CART sent its bus stop list to the City to be approved with its contract for Fiscal Year 17. This list included all CART stops and targeted improvements for the upcoming fiscal year.
- CART, with Tyler Media, submitted permit applications to add advertising benches at two existing bus stops and to add a new bus stop with an advertising bench at a third location. The stops are 4-Webster/Apache, 14-Webster/Main, and 240-24<sup>th</sup> SW/Main.

#### **CART Detours/Construction**

- Route 10-Main Street currently has two detours for its route (please see Attachment 1).
  - The Lindsey Street/I-35 overpass has been closed since April and will remain closed until spring 2017. The detour for this construction has the route continuing south on 28<sup>th</sup> Street from Ed Noble Parkway, then merges onto Highway 9, and turns north onto 24<sup>th</sup> SW back on route.
  - Currently, Berry Road is closed from Main Street to Dakota Street for new waterline construction. The bus is proceeding west on Main Street, turning north onto Foreman Avenue, then northeast on Foreman Circle to Barbour Avenue, following Barbour Avenue north until turning northeast onto Denison Drive, and then north on Berry Road back on route.

- Lindsey Street between Pickard and Berry Road closed Tuesday, July 5, for repairs on the Imhoff Creek bridge. The Lindsey West (Route 12) bus will detour on Pickard to Brooks Street to Berry until construction is completed in December 2016. Temporary stops for stops 62 and 66 will be located west of Berry Road as shown in Attachment 2.

## Attachment 1

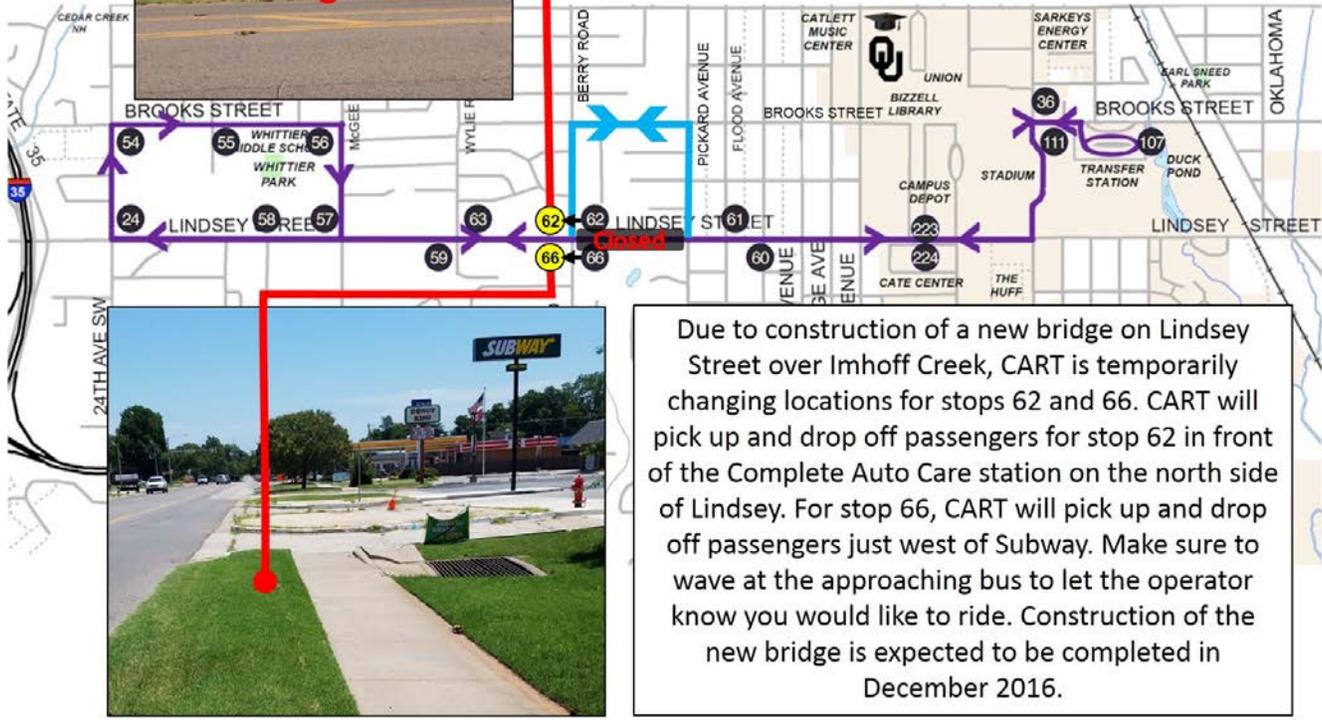


## Attachment 2

### Lindsey West (12) Temporary Stops Imhoff Creek Bridge Construction

- Lindsey West (12)
- Lindsey West (12) Detour
- Temporary Stop
- Where to Stand

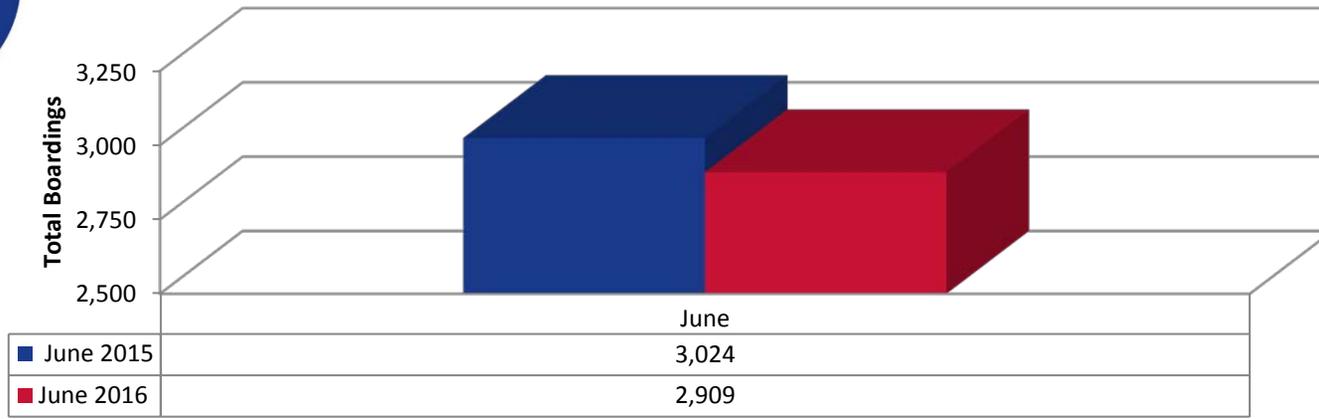
#### *Hail the Driver for a Ride*



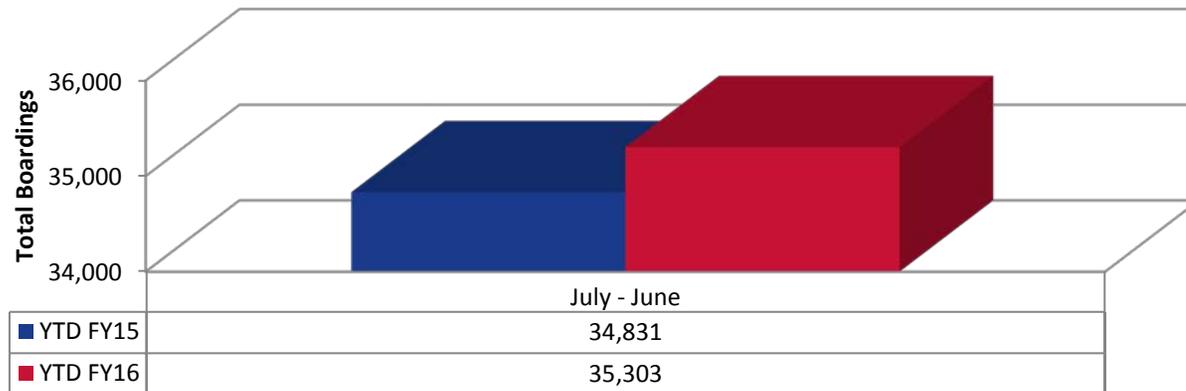
Due to construction of a new bridge on Lindsey Street over Imhoff Creek, CART is temporarily changing locations for stops 62 and 66. CART will pick up and drop off passengers for stop 62 in front of the Complete Auto Care station on the north side of Lindsey. For stop 66, CART will pick up and drop off passengers just west of Subway. Make sure to wave at the approaching bus to let the operator know you would like to ride. Construction of the new bridge is expected to be completed in December 2016.



## June 2016 CARTaccess Total Ridership



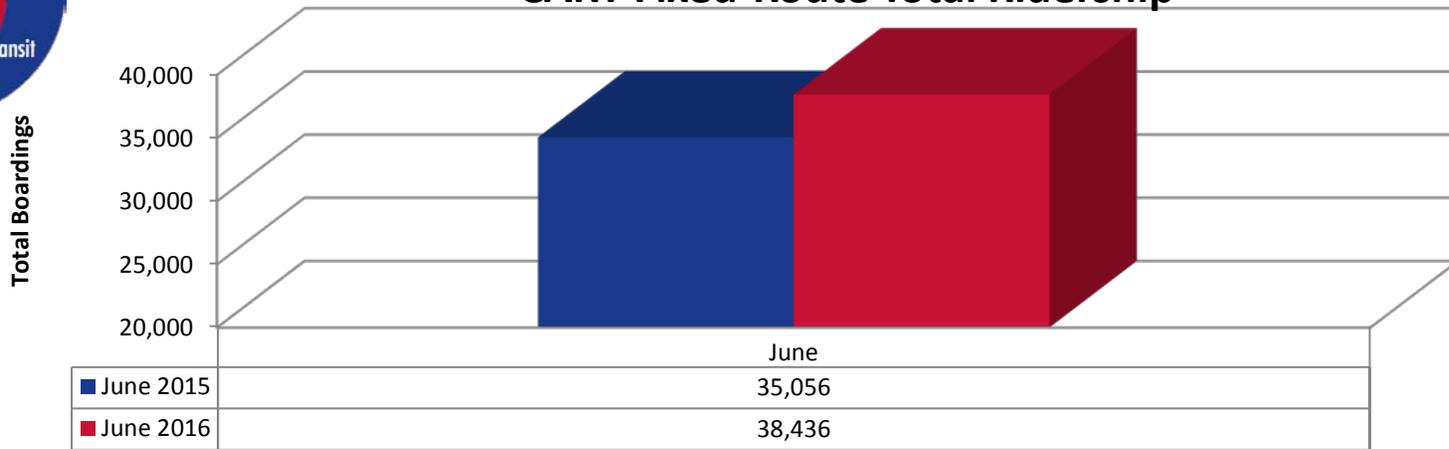
## July 2015 - June 2016 (Year-to-Date FY16) CARTaccess Total Ridership



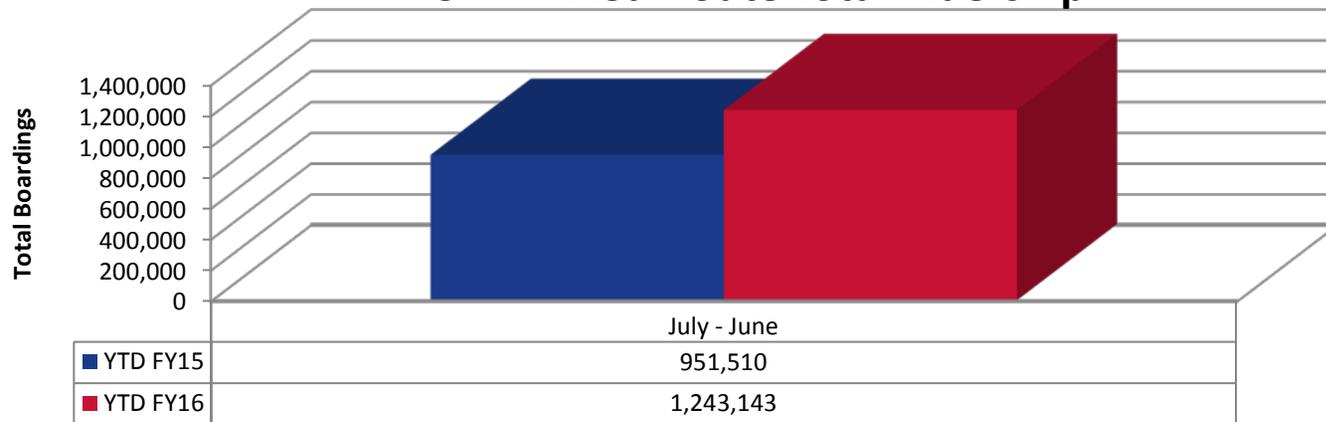
| CARTaccess | June 2015 | June 2016 | % Change | CARTaccess   | YTD FY15 | YTD FY16 | % Change |
|------------|-----------|-----------|----------|--------------|----------|----------|----------|
| Monthly    | 3,024     | 2,909     | -4%      | Annual Total | 34,831   | 35,303   | 1%       |



## June 2016 CART Fixed-Route Total Ridership



## July 2015 - June 2016 (Year-to-Date FY16) CART Fixed-Route Total Ridership



| CART Fixed Route | June 2015 | June 2016 | % Change | CART Fixed Route | YTD FY15 | YTD FY16  | % Change |
|------------------|-----------|-----------|----------|------------------|----------|-----------|----------|
| Monthly Total    | 35,056    | 38,436    | 10%      | Annual Total     | 951,510  | 1,243,143 | 31%      |

FY15: July 1, 2014 - June 30, 2015

FY16: July 1, 2015 - June 30, 2016

## **Community Planning & Transportation Committee CART Monthly Report, July 2016**

### **FY16 CART & CARTaccess Ridership Report Summary**

- CART transported 1,243,143 passengers in FY16, an increase of 31% over FY15. For the year, the average daily was 4,875 passengers which is an increase of 30% or 1,119. The increase is the result of added service on Main St and Alameda/E. Norman, the new Campus Corner route, park & ride lots at Sooner Mall, Bethel Baptist Church and Memorial Presbyterian Church, and encouragement to use LNC park & ride lot.
- CARTaccess transported 35,303 passengers in FY16, an increase of 1% over FY15. Average daily was 118 passengers for FY16, an increase of 2%.
  - Zone 2 ridership was 3,940 passengers, an increase of 12% or 423.

### **CART – July Ridership Report Summary**

- CART transported 35,072 passengers in July – a daily average of 1,459. July's ridership increased 9% from the same month last year, with the average daily increasing by 129.
- For the one-week manual count in July, there were 354 riders who traveled with bicycles (4.5%) and 131 with wheelchairs (1.7%). 11-Lindsey East carried the most passengers with bicycles (111) and 10-Main Street carried the most with wheelchairs (35).

### **CARTaccess – July Ridership Report Summary**

- CARTaccess transported 2,948 riders in July – an average of 118 riders daily.
- Zone 2 ridership was 299, an increase of 24% or 57 over July 2015.

### **CART Activities**

- CART participated in the first Rehabilitation Resource Fair at the Norman Public Library on July 28. CART staff answered questions about the service and handed out pens, rider guides, and t-shirts.
- CART Director Doug Myers and Councilmember Breea Clark have planned an event called Read and Ride, scheduled for Saturday, October 22. Councilmember Clark will read a few books to her children while riding one of CART's routes. The event is open for everyone and we would love to have more Councilmembers there. More details to follow.
- CART is working with OU Student Affairs to operate a SafeRide route between OU Campus, Campus Corner, and Downtown Norman on Thursday, Friday, and Saturday from 10 PM to 3 AM. Mr. Myers met with Mayor Miller about the SafeRide route on August 11. The SafeRide route begins August 18.
- CART Director Doug Myers has reached out to Norman City Councilmembers to discuss CART operations. Doug Myers has met with Councilmembers Breea Clark, Kyle Allison, and James Chappell and welcomes the opportunity to meet with other Councilmembers as their schedules permit.

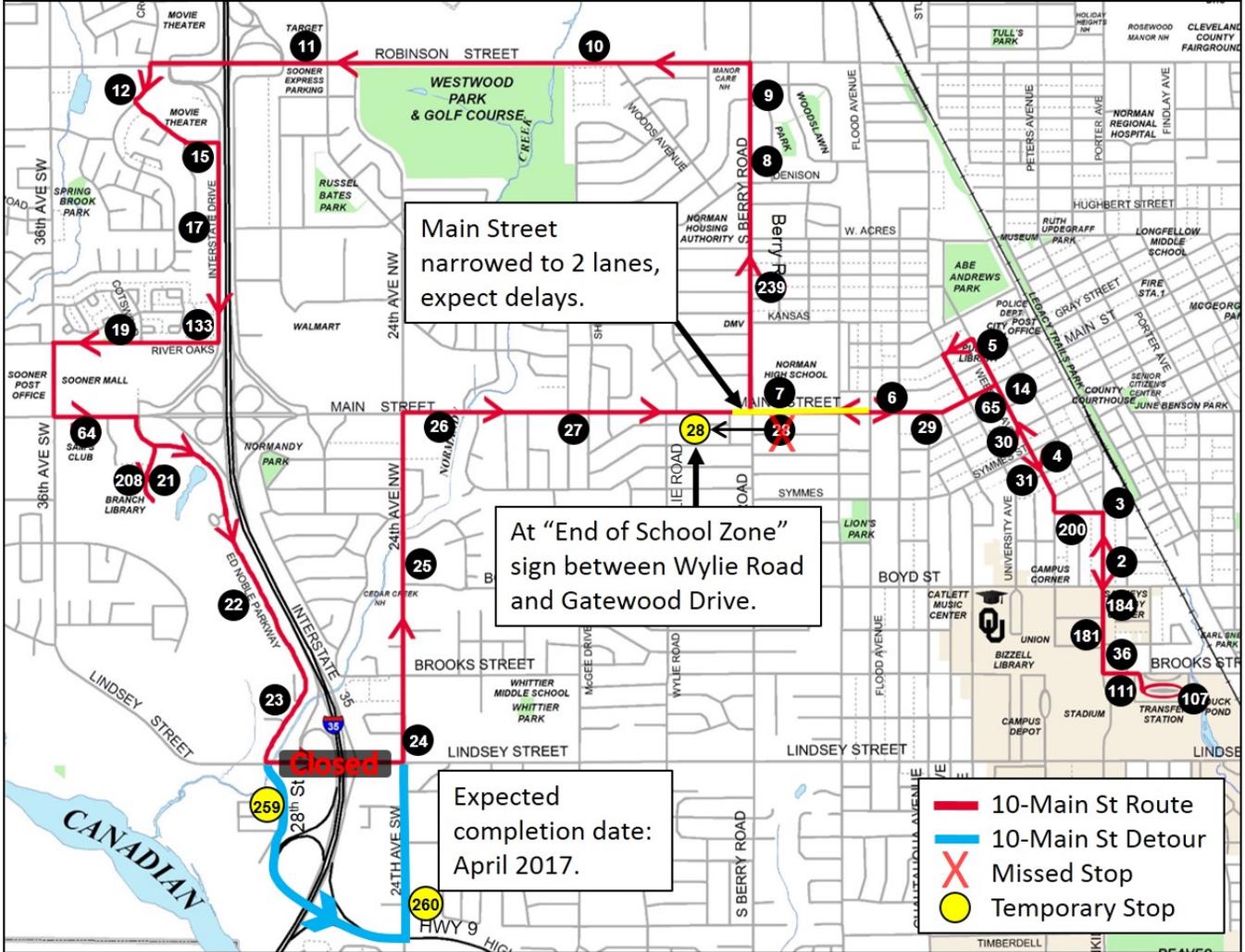
### **Bus Stop Improvements.**

- Permit applications were approved to add advertising benches at two existing bus stops and to add a new bus stop with an advertising bench at a third location. The stops are 4-Webster/Apache, 14-Webster/Main, and 240-24<sup>th</sup> SW/Main. Tyler Media will begin the work to improve these stops soon.

### **CART Detours/Construction**

- Route 10-Main Street currently has two parts of its route under construction (please see Attachment 1).
  - The Lindsey Street/I-35 overpass has been closed since April and will remain closed until spring 2017. The detour for this construction has the route continuing south on 28<sup>th</sup> Street from Ed Noble Parkway, then merges onto Highway 9, and turns north onto 24<sup>th</sup> SW back on route.
  - Main Street, from Gatewood Drive to Flood Avenue, is narrowed to the two north lanes for water line repairs and repaving. CART is not able to access stop 28, so temporarily passengers can be picked up between Wylie Road and Gatewood Drive at the "End of School Zone" sign.
- Lindsey Street between Pickard and Berry Road closed July 5 for reconstruction of the Imhoff Creek Bridge. The Lindsey West (Route 12) bus will detour on Pickard to Brooks Street to Berry until construction is completed later this fall. Temporary stops for stops 62 and 66 will be located west of Berry Road as shown in Attachment 2.

# Attachment 1



## Attachment 2

### Lindsey West (12) Temporary Stops Imhoff Creek Bridge Construction

- Lindsey West (12)
- Lindsey West (12) Detour
- Temporary Stop
- Where to Stand

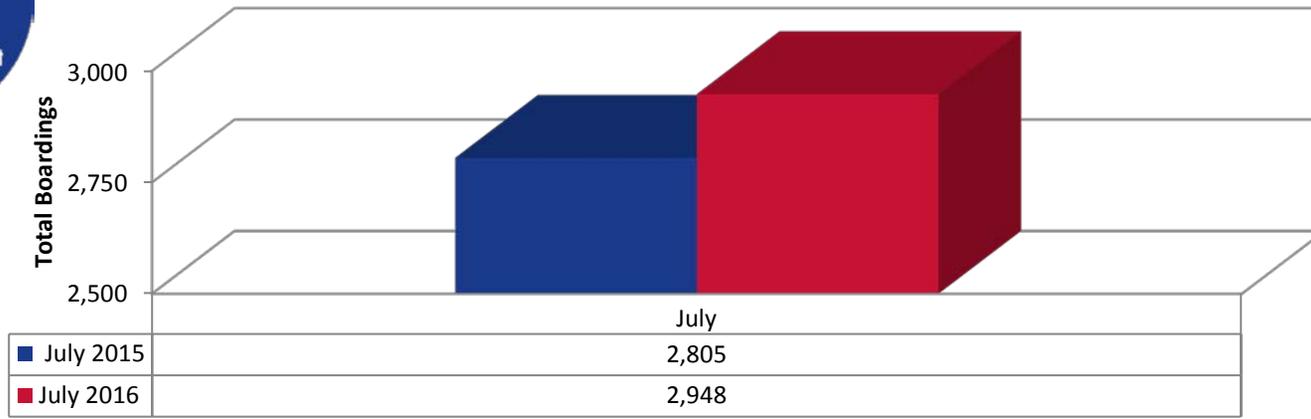
### Hail the Driver for a Ride



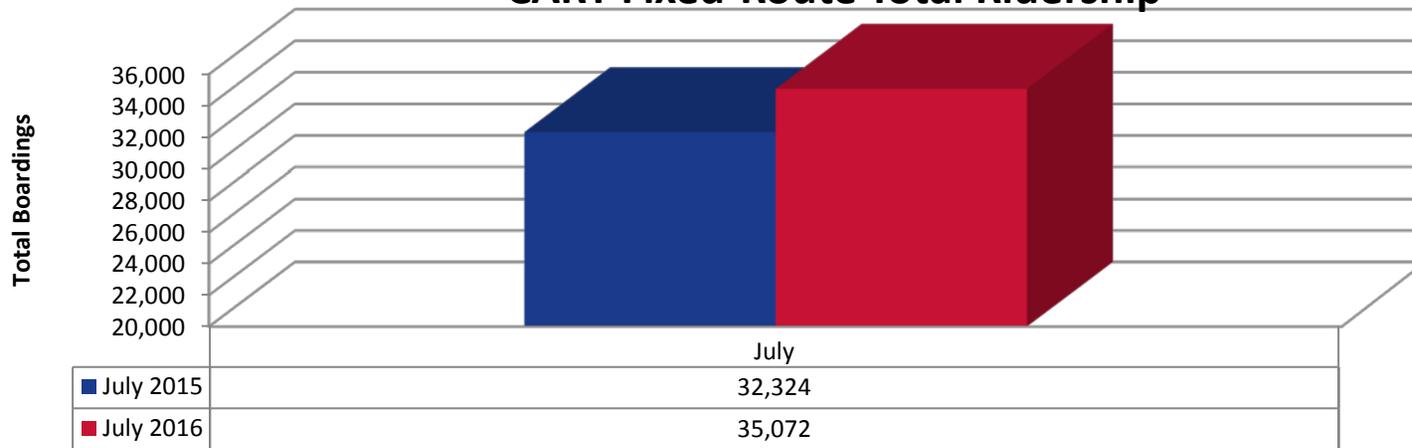
Due to construction of a new bridge on Lindsey Street over Imhoff Creek, CART is temporarily changing locations for stops 62 and 66. CART will pick up and drop off passengers for stop 62 in front of the Complete Auto Care station on the north side of Lindsey. For stop 66, CART will pick up and drop off passengers just west of Subway. Make sure to wave at the approaching bus to let the operator know you would like to ride. Construction of the new bridge is expected to be completed in December 2016.



## July 2016 CARTaccess Total Ridership



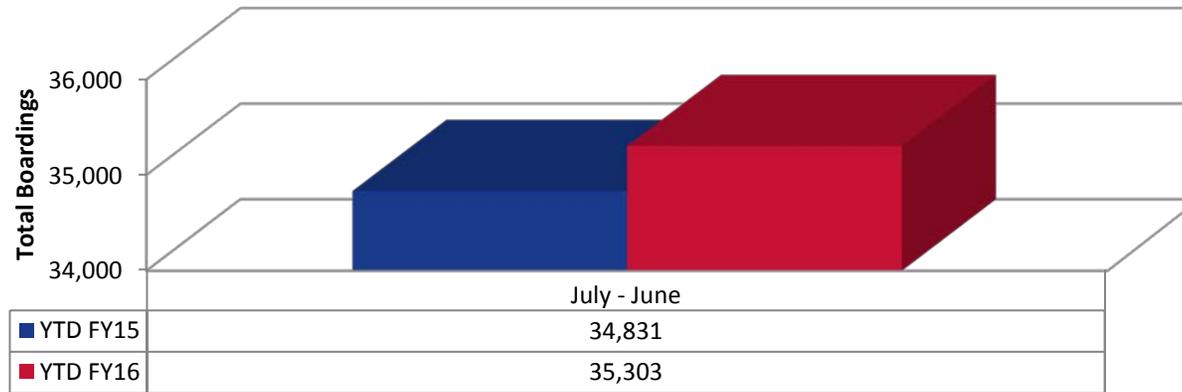
## July 2016 CART Fixed-Route Total Ridership



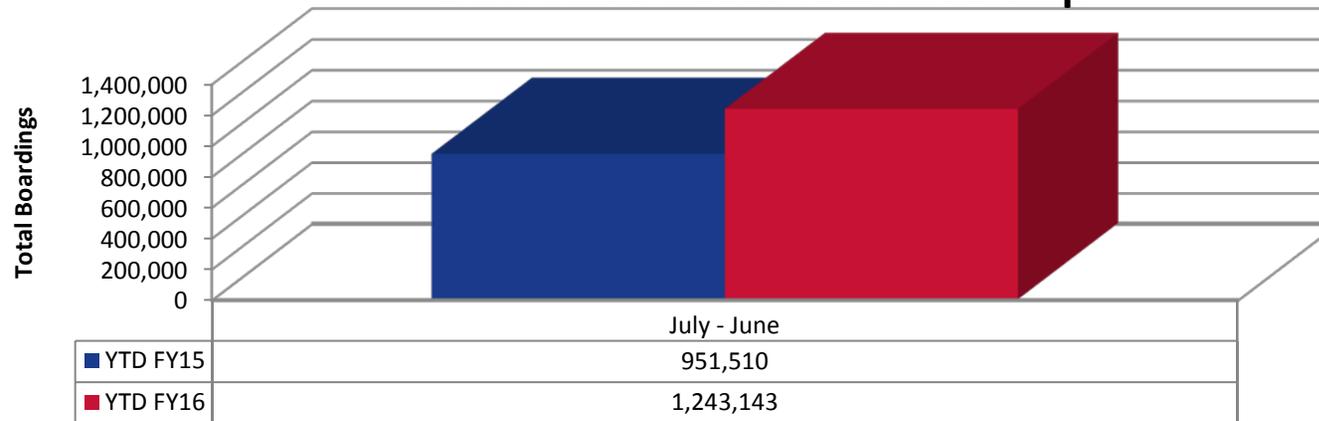
| CARTaccess | July 2015 | July 2016 | % Change | CART Fixed-Route | July 2015 | July 2016 | % Change |
|------------|-----------|-----------|----------|------------------|-----------|-----------|----------|
| Monthly    | 2,805     | 2,948     | 5%       | Monthly          | 32,324    | 35,072    | 9%       |



## July 2015 - June 2016 (Year-to-Date FY16) CARTaccess Total Ridership



## July 2015 - June 2016 (Year-to-Date FY16) CART Fixed-Route Total Ridership



| CARTaccess   | YTD FY15 | YTD FY16 | % Change | CART Fixed Route | YTD FY15 | YTD FY16  | % Change |
|--------------|----------|----------|----------|------------------|----------|-----------|----------|
| Annual Total | 34,831   | 35,303   | 1%       | Annual Total     | 951,510  | 1,243,143 | 31%      |

FY15: July 1, 2014 - June 30, 2015

FY16: July 1, 2015 - June 30, 2016

## **Community Planning & Transportation Committee**

### **CART Monthly Report, August 2016**

#### **CART – Ridership Report Summary**

- CART transported 93,604 passengers in August – a daily average of 3,815. August’s ridership increased 16% from the same month last year, with the average daily increasing 277. CART continues to encourage riders to use the Park and Ride lots located at Sooner Mall, Bethel Baptist Church, Memorial Presbyterian Church, and the Lloyd Noble Center.
- Fiscal year to date ridership (July – August) is 128,676 – an increase of 14% over the same period last year.
- For the one-week manual count in August, there were 331 riders who traveled with bicycles (4.6%) and 129 with wheelchairs (1.8%). 10-Main St carried the most passengers with bicycles (99) and 11-Lindsey East carried the most with wheelchairs (32).

#### **CARTaccess – Ridership Report Summary**

- CARTaccess transported 3,422 riders in August – an average of 127 riders daily. August’s ridership increased 19% over the same month last year, with the average daily increasing by 16. Primary zone ridership increased by 444 or 17% in August; Secondary Zone ridership increased by 93 or 29%.
- For FY17 year to date (July to August), CARTaccess ridership is 6,370 – an increase of 12%. Primary Zone ridership has increased by 530 or 10% FYTD; Secondary Zone ridership has increased by 150 or 27%. Secondary Zone ridership comprises 11% of all CARTaccess trips FYTD.
- CARTaccess approved 11 new applications in August. CARTaccess now has a total of 922 certified ADA eligible individuals.

#### **CART Activities**

- Hired a new PR/marketing intern, Baylee Luther. She will be assisting the Marketing Manager with reaching out to CART riders on social media and designing publications. See attached new passenger ad.
- CART transported international students on Campus Connection for three days (August 15, 16, and 20), enabling them to buy items for their housing while they are in Norman.
- CART attended the Graduate College Resource Fair on August 18 and set up a booth.
- Had a booth at the National Weather Center on August 19 to share CART information with students.
- CART hosted Bobby Mason, OU's equal opportunity officer and Title IX coordinator, during its annual safety meeting on Saturday, Aug. 20. This meeting was filled with new information to assist drivers in the upcoming year.
- Attended all-day Campus Communicators workshop on August 31.
- Staff greeted new and current students for two days, August 22 and 23, at the Lloyd Noble Center. Students were offered a CART t-shirt and CART stickers.

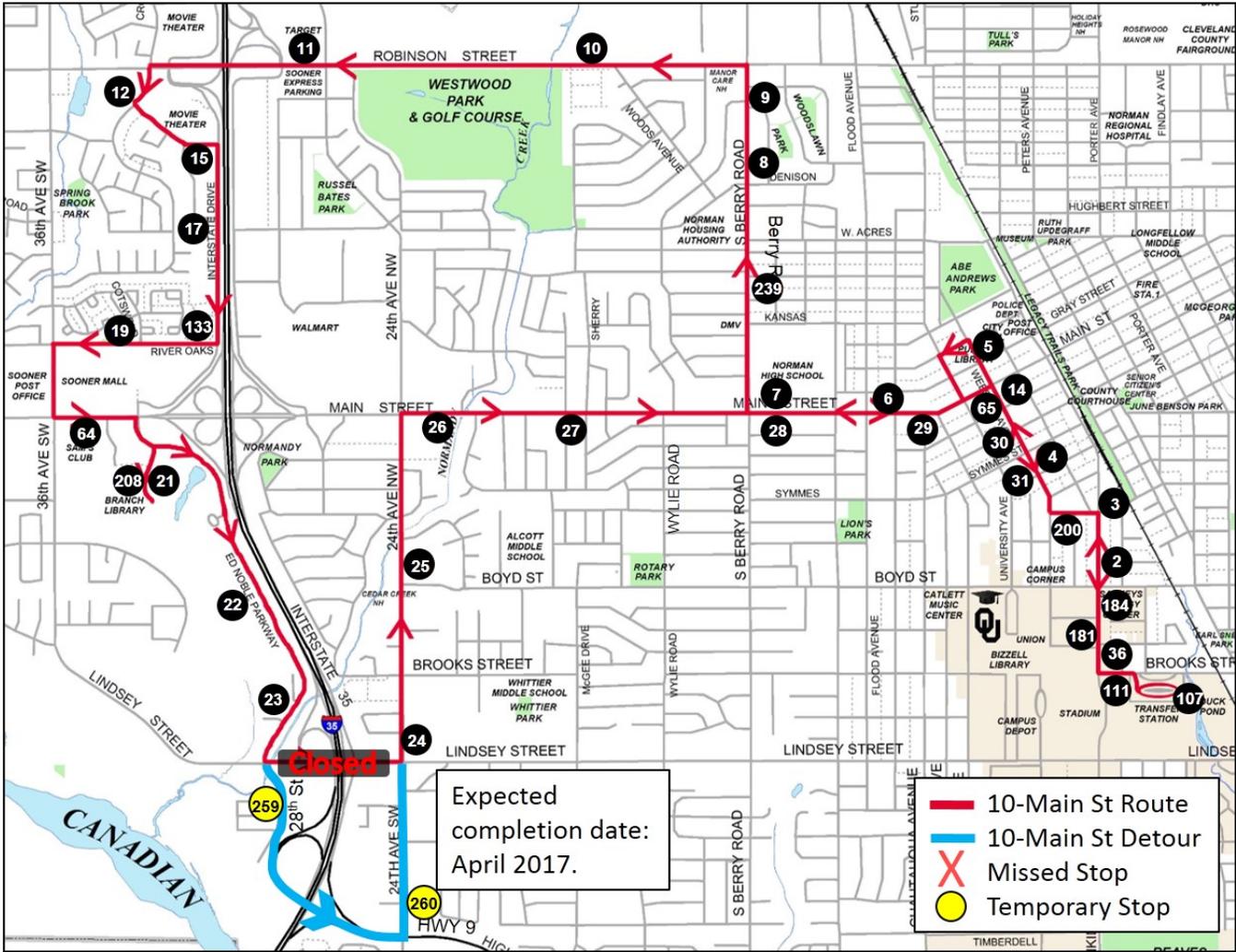
#### **Bus Stop Improvements.**

- Advertising benches and ADA improvements have been installed at two existing bus stops and one new bus stop. The stops are 4-Webster/Apache, 14-Webster/Main, and 240-24<sup>th</sup> SW/Main.
- A permit application was submitted for review to add a shelter and landing pad at stop 71-Main/12<sup>th</sup> NE (CSBI).

#### **CART Detours/Construction**

- Route 10-Main Street currently has one part of its route under construction (please see Attachment 1).
  - The Lindsey Street/I-35 overpass has been closed since April and will remain closed until spring 2017. The detour for this construction has the route continuing south on 28<sup>th</sup> Street from Ed Noble Parkway, then merges onto Highway 9, and turns north onto 24<sup>th</sup> SW back on route. To accommodate passenger’s requests, CART has added two stops along this detour.
- Lindsey Street between Pickard and Berry Road closed July 5<sup>th</sup> for reconstruction of the Imhoff Creek Bridge. Route 12-Lindsey West bus will detour on Pickard to Brooks Street to Berry until construction is completed later this fall. Temporary stops for stops 62 and 66 are located west of Berry Road as shown in Attachment 2.

# Attachment 1

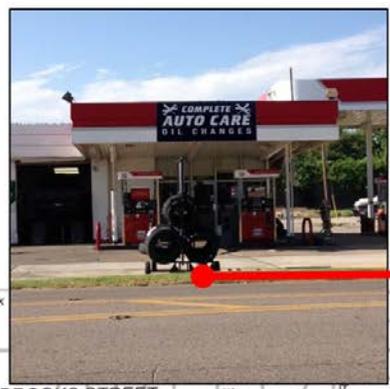


# Attachment 2

## Lindsey West (12) Temporary Stops Imhoff Creek Bridge Construction

- Lindsey West (12)
- Lindsey West (12) Detour
- Temporary Stop
- Where to Stand

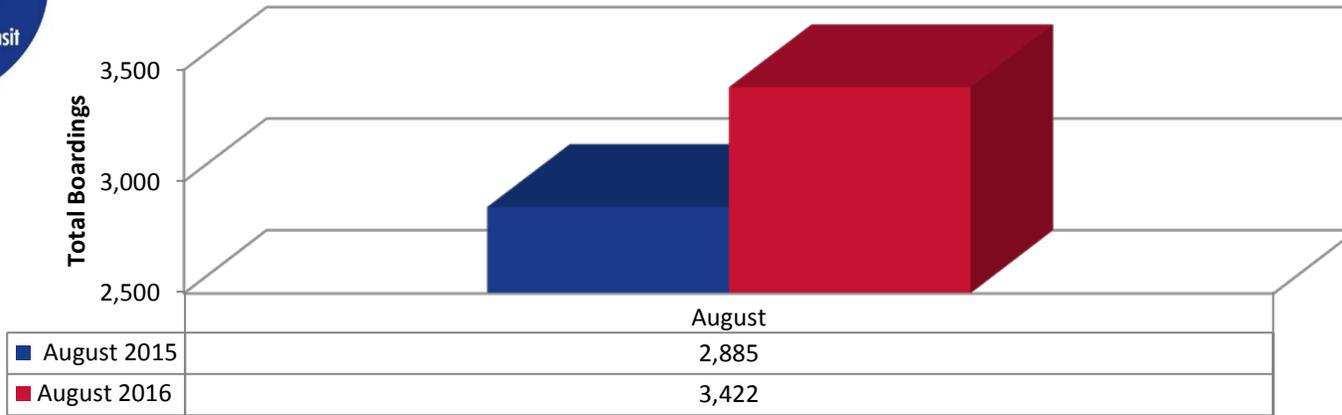
### Hail the Driver for a Ride



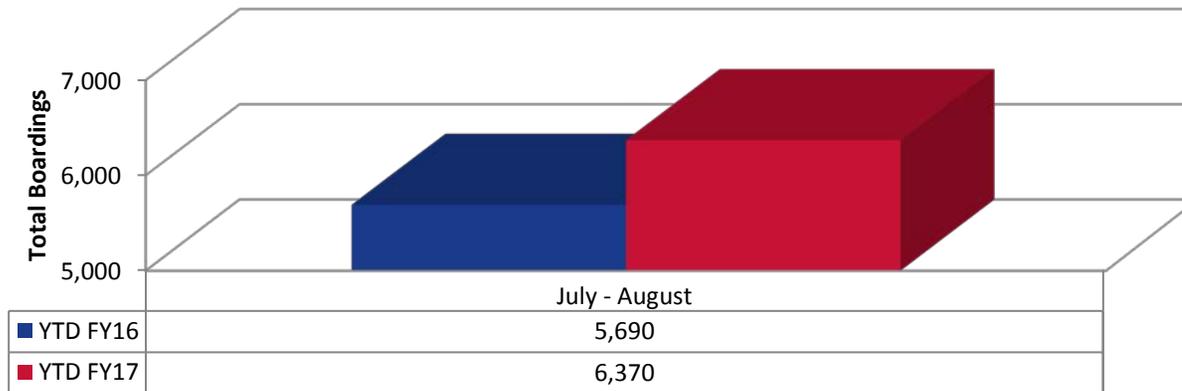
Due to construction of a new bridge on Lindsey Street over Imhoff Creek, CART is temporarily changing locations for stops 62 and 66. CART will pick up and drop off passengers for stop 62 in front of the Complete Auto Care station on the north side of Lindsey. For stop 66, CART will pick up and drop off passengers just west of Subway. Make sure to wave at the approaching bus to let the operator know you would like to ride. Construction of the new bridge is expected to be completed in December 2016.



## August 2016 CARTaccess Total Ridership



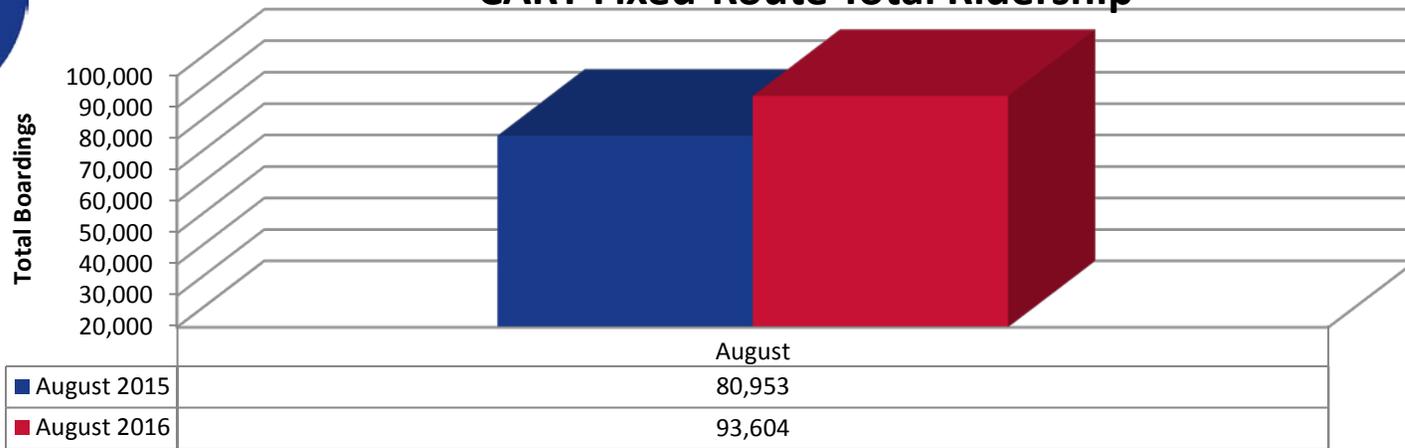
## July 2016 - August 2016 (Year-to-Date FY17) CARTaccess Total Ridership



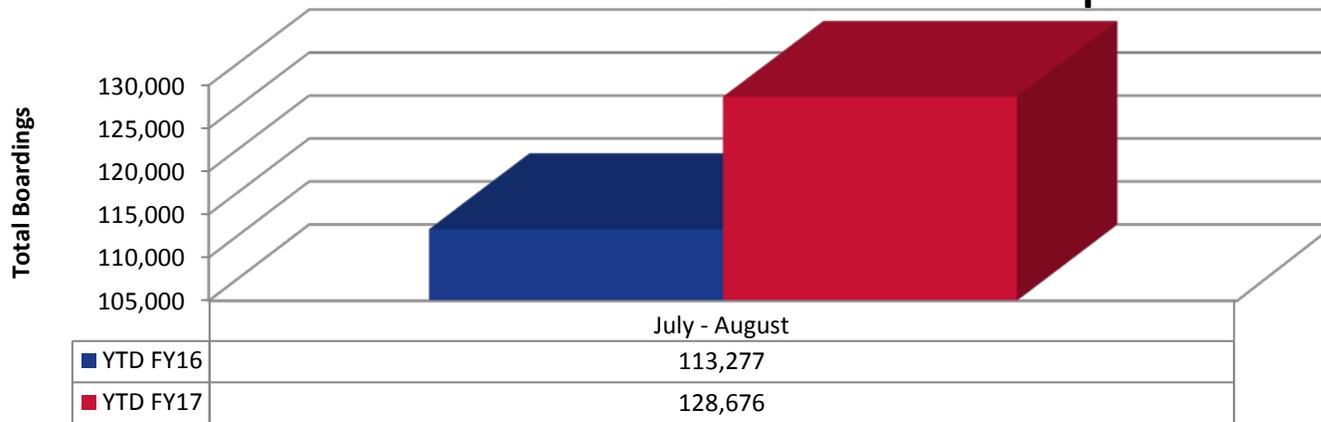
| CARTaccess | August 2015 | August 2016 | % Change | CARTaccess   | YTD FY16 | YTD FY17 | % Change |
|------------|-------------|-------------|----------|--------------|----------|----------|----------|
| Monthly    | 2,885       | 3,422       | 19%      | Annual Total | 5,690    | 6,370    | 12%      |



## August 2016 CART Fixed-Route Total Ridership



## July 2016 - August 2016 (Year-to-Date FY17) CART Fixed-Route Total Ridership



| CART Fixed Route | August 2015 | August 2016 | % Change | CART Fixed Route | YTD FY16 | YTD FY17 | % Change |
|------------------|-------------|-------------|----------|------------------|----------|----------|----------|
| Monthly Total    | 80,953      | 93,604      | 16%      | Annual Total     | 113,277  | 128,676  | 14%      |

FY15: July 1, 2014 - June 30, 2015

FY16: July 1, 2015 - June 30, 2016

## **ITEM 2**

# **COMMERCIAL LOADING ZONES – CAMPUS CORNER**



**TO:** The Community Transportation and Planning Committee

**THROUGH:** Jeff Harley Bryant, City Attorney *JHB*

**FROM:** Jeanne Snider, Assistant City Attorney II *JS*

**DATE:** September 22, 2016

**SUBJECT:** Commercial Loading Zones – Campus Corner  
Requested Ordinance Amendment

**BACKGROUND**

On February 4, 1975, Norman City Council approved the conversion of Asp Avenue, between White Street and Boyd Street, from two-way to one-way traffic flow in the southbound direction. The action was prompted by a request from area merchants who were interested in improving traffic flow and safety along a segment of roadway that at the time had one of the highest vehicular accident rates in the City.

On July 23, 2002, the Norman City Council approved the designation of Asp Avenue to a two-way street from White to Boyd Street. Prior to Council’s approval, staff raised concerns that converting back to a two-way street on Asp Avenue could create safety and congestion problems with the traffic flow, especially with commercial deliveries. Delivery trucks often block one of the driving lanes as merchandise and/or products are unloaded and delivered, causing congestion and safety concerns. As a two-lane street, drivers would not be able to drive around the delivery vehicle, would be tempted to cross a double yellow center line with oncoming traffic, causing side-swipe or head-on collisions.

On July 23, 2013, the Norman City Council passed and adopted Resolution R-1314-19 the Campus Corner Parking Management Business Plan detailing strategies and payment options available to customers and visitors who park in the 159 public parking spaces along Boyd Street, Asp Avenue, Buchanan Avenue, University Boulevard and White Street. In addition, it formalized the use of commercial loading zones. The business plan was adopted to manage the City of Norman parking system for the Campus Corner location. A copy of the Campus Corner Parking Management Business Plan is attached to this Memorandum.

There has been a request that Council consider an ordinance amendment that specifically addresses parking for commercial loading and unloading on Campus Corner. The request is that Sec. 20-807 be amended as follows:

\* \* \*

(11) That is wider than 6.5 feet on the public streets in the Campus Corner area between 10:00 a.m. and 11:59 p.m. Monday through Saturday. The Campus Corner area shall be defined as the 500 blocks of S. University Blvd., Buchanan, and DeBarr Streets, the 200 and 300 blocks of Boyd St., the 700 blocks of Asp Avenue and the alleyway between Asp Avenue and DeBarr Street from Boyd Street to Duffy Street.

## **DISCUSSION**

Part II (B) on page 9 of the business plan specifically addresses commercial loading zones in the Campus Corner area. At the present time, there are three zones reserved for commercial loading and off-loading. As stated in the business plan, the largest, and only zone capable of handling large vehicle deliveries, is along the east side of Asp Avenue north of Boyd Street. The first fifteen metered spaces north of Boyd Street are reserved for commercial loading between the hours of 3:00 a.m. and 10 a.m. After 10:00 a.m., these spaces become regular on-street metered spaces available to the general public. Large delivery trucks loading and off-loading between the hours of 10 a.m. and 3:00 a.m. must be prohibited. Enforcement of this prohibition currently falls on the business owners. Violations are commonplace and difficult to manage by the City's Parking Enforcement Officers.

The other two zones are smaller and only accommodate single-unit trucks. The first is located half way between Boyd Street and White, includes two parallel parking spaces, and is in force between the hours of 3:00 a.m. and 10:00 a.m. The second one is immediately south of White Street, includes a single parallel parking space, and is in full force throughout the day. See page 10 of the Campus Corner Parking Management Business Plan for a map of the area.

### ***Norman City Code***

Traffic regulations are found in Chapter 20 of the Norman City Code and parking, standing and stopping violations are found in Article VIII of that chapter. Sec. 20-807 prohibits parking, stopping and standing in certain areas of the City and is attached to this Memorandum. The sub-sections of Sec. 20-807 that may govern commercial vehicles are:

- (1) prohibits parking, stopping or standing a vehicle by sign; and
- (6)(b) limits a time period not to exceed ten (10) minutes for the expeditious loading or unloading of freight.

### ***Other Cities***

Research of other similar cities, with universities, found up to thirty minutes was allowed for the unloading and loading of merchandise or products. Kansas City and Austin had a permit process for some situations, but all cities reviewed relied on signage with specified times. Attached are pictures of current signage on Campus Corner.

### **Edmond and Stillwater**

Both prohibit a person from stopping, standing or parking a vehicle for any purpose or length of time other than for the expeditious unloading or delivery or loading of materials in any place marked as a freight curb loading zone during the hours when the provisions

applicable to such zones are in effect, but in no case shall the stop for loading and unloading of materials exceed thirty minutes.

#### Lawrence, Kansas

Restricts loading and unloading of merchandise or passengers by signs and prohibit parking any vehicle within a loading zone, except for the purpose of loading or unloading the vehicle and then only for such length of time as reasonable necessary to load or unload the vehicle, in no case for longer than thirty (30) minutes.

#### Manhattan, KS

Manhattan, KS allows parking, standing and stopping for the loading or unloading of property in specific zones for maximum periods of times. In their city code, Manhattan specifies a certain street and maximum loading zone period of time. The time varies from 15 minutes to thirty minutes. The city traffic engineer is authorized to mark loading zones with appropriate signs and other indicators.

#### Kansas City, MO

In Kansas City the director is authorized to determine the location of loading zones and place and maintain appropriate signs indicating the zones and stating the hours during which are applicable. There is also a permitting process upon special request, stating the cost of the permit in specific and general areas. The director is also authorized to issue special permits to permit the backing of a vehicle to the curb for the purpose of loading or unloading merchandise or materials subject to the terms of the permit.

In addition, in Kansas City no person shall stop, stand or park a vehicle for any purpose or length of time other than for the expeditious unloading and delivery or pickup and loading of property in any place marked as a loading zone during hours when the provisions applicable to such ones are in effect. In no case shall the stop for loading and unloading of property exceed 30 minutes.

#### Austin, Texas

Austin City code allows the City of Austin to issue permits to commercial delivery vehicles creating efficient parking options for the delivery of good and merchandise to the Downtown area, while balancing the mobility needs of major arterial roadways. Permits can be used at metered parking spaces to conduct loading or unloading activity for the duration of the permit time limit. However, Austin established that thirty (30) minute commercial zones are still free to use without permit for up to thirty (30) minutes. Some major arterial streets have restrictions or prohibitions on delivery activities from a travel lane and blocking or stopping in a travel lane on a street with a single lane in each direction for the purpose of delivery vehicle loading/unloading is prohibited at all times. Austin allows commercial parking without a permit if parked in a designated commercial loading zone for less than the amount of time allowed, as specified on the sign for that area or parked in a metered parking space and allows the director to limit the hours of permitted loading and unloading activities from a curb-side travel lane.

### ***Law Enforcement - Parking Service Officers***

Four Norman Parking Service Officers (PSO) work Monday through Friday. Two work from 8 a.m. to 4 p.m. and two from 9 a.m. to 5 p.m. These four PSO's patrol four sections of the City – at large west, downtown, Campus Corner, and at large east. A fifth PSO was recently hired and works Tuesday through Friday from Noon to 9 p.m. and on Saturdays from noon to 9 p.m. in the Campus Corner area.

### **OTHER STAFF COMMENTS**

Asp Avenue is a narrow street which accommodates two lanes of traffic with angle parking on both sides. The Campus Corner Parking Management Business Plan was prepared for the implementation of a modern system of “smart” meters and payment options. However, the plan does provide good historical background about Campus Corner and statistics about the number of parking spaces available in the area and the specified use for each space. In the long term, the Campus Corner Parking Study recommended development of a multilevel parking garage with the preferred location just north of the OU President house along the west side of University Blvd. Other potential locations for a multi-level parking were also recently explored with the update of the 2003 parking study that was completed by Jacobs Engineering in 2016.

There have been ongoing discussions with Campus Corner property owners and businesses to find a solution to the problem of delivery trucks blocking traffic during deliveries, creating safety issues and traffic congestion. There has been a mixture of comments regarding the proposal. Some acknowledge commercial parking during certain hours is preferred, but are not sure such restrictions can be enforced or whether vendors will simply refuse to make future deliveries.

Campus Corner is a special, unique area and home to many small, locally owned, businesses including bars, restaurants, banks, retail, coffee shops, salons, gifts shops, boutiques, churches and professional offices. Delivery of goods is vital to the merchants, restaurants and bars. Balancing the interests of all the businesses, citizens, and visitors is difficult and law enforcement's role is challenging. The addition of the fifth PSO, specifically assigned to the Campus Corner, along with the Monday through Friday, 8 a.m. to 4 p.m. PSO, is a positive step in enforcement of the City's current ordinances that relate to loading and unloading in commercial zones.

Staff will be available to answer questions, hear concerns, and follow Council's direction regarding the appropriateness of moving forward with the proposed ordinance change.

#### **Attachments:**

- 1) Campus Corner Parking Management Business Plan
- 2) Copy of Sec. 20-807 of the Norman City Code
- 3) Survey of Campus Corner Merchants

Sec. 20-807. - Parking, stopping and standing prohibited in other areas.

No person shall park, stop, or stand a vehicle:

- (1) Where prohibited by sign;
- (2) Upon a street or approved cutback:
  - [a] Unless otherwise allowed by signs, for a time period exceeding twenty-four (24) hours;
  - [b] To display that vehicle for sale;
  - [c] For washing, greasing, or repairs, except as necessitated by emergency;
  - [d] Adjacent to a yellow painted curb;
- (3) On any private drive or property without the prior consent of the owner or that person legally in possession of such property;
- (4) In that space between the curb, curbline, or roadway edge and the private property line along any street, unless parking is in an approved cutback provided for such parking;
- (5) In a bus stop or taxicab stand, except:
  - [a] When the vehicle is respectively a bus or a taxicab; or
  - [b] That person is temporarily stopped therein for the purpose of and engaged in loading or unloading passengers, so long as that does not interfere with any bus or taxicab waiting to enter or about to enter the designated area;
- (6) On the roadway side of any vehicle parked or stopped at the edge of a street curb, except for the expeditious loading or unloading of:
  - [a] Passengers, for a time period not to exceed three (3) minutes; or
  - [b] Freight, for a time period not to exceed ten (10) minutes;
- (7) At any curb loading zone, except for the loading or unloading of passengers or freight;
- (8) In a parking space designated and signed for handicapped drivers, whether on public or private property, unless the vehicle to be parked displays a handicapped parking permit issued by the State of Oklahoma, to the driver or a passenger present during use of the permit, or the state of residence of such a person;
- (9) In any fire lanes, whether on public or private property;
- (10) On any public property without proper authorization.

(Ord. No. 0-7273-67; Ord. No. 0-7778-23; Ord. No. 0-7879-80; Ord. No. 0-7980-19; Ord. No. 0-8384-14; Ord. No. 0-8485-84; Ord. No. 0-8586-43; Ord. No. 0-0304-11)

The following Campus Corner Merchants approve or oppose the proposed City Ordinance Restricting trucks wider than 6.5 feet in the Campus Corner area from 10:00 AM to 11:59 PM, Monday through Saturday. The Campus Corner Area shall be defined as the 500 Blocks of South University Blvd, Buchanan, DeBarr streets, the 200 & 300 blocks of Boyd St, the 700 Block of Asp Avenue and the Alley between Asp and DeBarr from Boyd to Duffy

| Address # | Street | Suite | Business Name         | (Between Boyd Street and White Street) |          | Signature | Phone # |
|-----------|--------|-------|-----------------------|--|----------|-----------|---------|
|           |        |       |                       | Approve                                | Oppose   |           |         |
| 710       | Asp    | 400   | McMahon MKT           | X                                      |          |           |         |
| 730       | Asp    | 100   | Bluebert              | X                                      |          |           |         |
| 731       | Asp    | A     | I.T.                  | X                                      |          |           |         |
| 731       | Asp    | B     | The Vapor Hut         | X                                      |          |           |         |
| 731       | Asp    | C     | Vacant                |  | X        |           |         |
| 731       | Asp    | D     | Impressions           | X                                      |          |           |         |
| 733       | Asp    | A     | Haute Boutique        |  | X        |           |         |
| 733       | Asp    | B     | Journey Travel House  | X                                      |          |           |         |
| 733       | Asp    | C     | Barbery               | X                                      |          |           |         |
| 735-745   | Asp    |       | CVS                   |  |          |           |         |
| 747       | Asp    |       | Seven 47              |  |          |           |         |
| 750       | Asp    |       | Hurts Donuts          |  | X        |           |         |
| 750       | Asp    |       | NU Body Nutrition     | X                                      |          |           |         |
| 751       | Asp    |       | Sugar's               |  |          |           |         |
| 752       | Asp    |       | Fuzzy's Tacos         |  |          |           |         |
| 753       | Asp    |       | Diamond Dawgs         | X                                      |          |           |         |
| 754       | Asp    |       | Apple Tree Chocolates | X                                      |          |           |         |
| 755       | Asp    |       | Stella Rae's Boutique | X                                      |          |           |         |
| 757       | Asp    |       | Crooked Crust Pizza   | X                                      |          |           |         |
| 758       | Asp    |       | Lulu Nana             | X                                      |          |           |         |
| 759       | Asp    |       | Pickelman's           | X                                      |          |           |         |
| 760       | Asp    |       | Hue                   | X                                      |          |           |         |
| 761       | Asp    |       | Savvy                 | X                                      |          |           |         |
| 762       | Asp    |       | I Sushi               | X                                      |          |           |         |
| 763       | Asp    |       | Savvy Shoes           | X                                      |          |           |         |
| 763       | Asp    | 205   | Terry Van Winkle      | X                                      |          |           |         |
| 763       | Asp    | 200   | 329 Partners Office   | X                                      |          |           |         |
| 763       | Asp    | 201   | Asp St. Investments   | X                                      |          |           |         |
| 763       | Asp    | 202   | Smith & Smith         | X                                      |          |           |         |
| 763       | Asp    | 203   | Hazard Scout          | X                                      |          |           |         |
| 763       | Asp    | 206   | Mike Hardwick         | X                                      |          |           |         |
| 763       | Asp    | 207   | Karen Sonntag         | X                                      |          |           |         |
| 764       | Asp    |       | The Transition        | X                                      |          |           |         |
| <b>33</b> |        |       |                       | <b>26</b>                              | <b>1</b> | <b>2</b>  |         |

The following Campus Corner Merchants approve or oppose the proposed City Ordinance Restricting trucks wider than 6.5 feet in the Campus Corner area from 10:00 AM to 11:59 PM, Monday through Saturday. The Campus Corner Area shall be defined as the 500 Blocks of South University Blvd, Buchanan, DeBarr streets, the 200 & 300 blocks of Boyd St, the 700 Block of Asp Avenue and the Alley between Asp and DeBarr from Boyd to Duffy

| Address # | Street | Suite | Business Name         | (Between Boyd Street and White Street) |          | Signature | Phone # |
|-----------|--------|-------|-----------------------|--|----------|-----------|---------|
|           |        |       |                       | Approve                                | Oppose   |           |         |
| 765       | Asp    |       | Coogreens             | X                                      |          |           |         |
| 765       | Asp    |       | Chipotle              | X                                      |          |           |         |
| 765       | Asp    | 202   | Rebecca Patten, PC    | X                                      |          |           |         |
| 765       | Asp    | 203   | Smith & Smith         | X                                      |          |           |         |
| 765       | Asp    | 204   | OU Web Communications |  |          |           |         |
| 765       | Asp    | 206   | OU Web Communications |  |          |           |         |
| 765       | Asp    | 214   | Smith & Smith         | X                                      |          |           |         |
| 769       | Asp    |       | O'Connell's           | X                                      |          |           |         |
| 775       | Asp    |       | Jimmy John's          | X                                      |          |           |         |
| 784       | Asp    |       | Apothem               | X                                      |          |           |         |
| 786       | Asp    |       | Pepe Delgadod         | X                                      |          |           |         |
| 788       | Asp    |       | Tea Café              |  |          |           |         |
| 792       | Asp    |       | Belfour               |  | X        |           |         |
| 796       | Asp    |       | Logan's on the Corner | X                                      |          |           |         |
| 798       | Asp    |       | OK Locker Room        | X                                      |          |           |         |
| 225       | Boyd   |       | Starbucks             | X                                      |          |           |         |
| 301       | Boyd   |       | Louie's Bar & Deli    | X                                      |          |           |         |
| <b>17</b> |        |       |                       | <b>12</b>                              | <b>0</b> | <b>1</b>  |         |

Asp St. Businesses

The following Campus Corner Merchants approve or oppose the proposed City Ordinance Restricting trucks wider than 6.5 feet in the Campus Corner area from 10:00 AM to 11:59 PM, Monday through Saturday. The Campus Corner Area shall be defined as the 500 Blocks of South University Blvd, Buchanan, DeBarr streets, the 200 & 300 blocks of Boyd St, the 700 Block of Asp Avenue and the Alley between Asp and DeBarr from Boyd to Duffy

| Buchanan & White St. Businesses |          |       |                         |         |        |     |            |           |         |
|---------------------------------|----------|-------|-------------------------|---------|--------|-----|------------|-----------|---------|
| Address #                       | Street   | Suite | Business Name           | Approve | Oppose | N/A | Print Name | Signature | Phone # |
| 529                             | Buchanan |       | Chimys                  | X       |        |     |            |           |         |
| 561                             | Buchanan |       | Buchanan Bicycles       |         | X      |     |            |           |         |
| 563                             | Buchanan |       | Brother's Eatery & Pub  |         | X      |     |            |           |         |
| 564                             | Buchanan |       | Second Wind             |         | X      |     |            |           |         |
| 566                             | Buchanan | A     | Threads                 | X       |        |     |            |           |         |
| 566                             | Buchanan | B     | Threads                 | X       |        |     |            |           |         |
| 566                             | Buchanan | C     | Blush                   | X       |        |     |            |           |         |
| 566                             | Buchanan | D, E  | Blush                   | X       |        |     |            |           |         |
| 570                             | Buchanan |       | Tulips                  | X       |        |     |            |           |         |
| 577                             | Buchanan |       | Hideaway Pizza          | X       |        |     |            |           |         |
| 578                             | Buchanan |       | Tiny Tulips             | X       |        |     |            |           |         |
| 580                             | Buchanan |       | Powell                  | X       |        |     |            |           |         |
| 582                             | Buchanan |       | Dainty Hoolligan        | X       |        |     |            |           |         |
| 584                             | Buchanan |       | Amazonia                | X       |        |     |            |           |         |
| 588                             | Buchanan |       | Anabell's               | X       |        |     |            |           |         |
| 434                             | Buchanan |       | Othello's               | X       |        |     |            |           |         |
| 303                             | White    | 303   | IBedlam Graphics        |         |        |     |            |           |         |
| 305                             | White    | 305   | Chad Pate, Attorney     |         |        |     |            |           |         |
| 309                             | White    |       | The Deli                |         |        |     |            |           |         |
| 315                             | White    |       | Napolitana Pizzeria     | X       |        |     |            |           |         |
| 315                             | White    |       | Pete Wilson             | X       |        |     |            |           |         |
| 317                             | White    |       | Campus Music & TV       |         |        |     |            |           |         |
| 319                             | White    |       | Lucky Monkey Salon      | X       |        |     |            |           |         |
| 321                             | White    |       | Vacant                  |         |        |     |            |           |         |
| 320                             | White    |       | Vacant                  |         |        |     |            |           |         |
| 323                             | White    |       | Contender Café          |         |        |     |            |           |         |
| 329                             | White    |       | PostScript              |         |        |     |            |           |         |
| 327                             | White    |       | Victoria's Pasta        |         |        |     |            |           |         |
| 331                             | White    |       | Crimson & Whippod Cream |         |        |     |            |           |         |
|                                 |          |       |                         | 15      | 5      | 2   |            |           |         |

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| Address # | Street | Suite | Business Name                 | Boyd Street Businesses<br>(Between DeBarr Street and University Street) |          | Signature | Phone # |
|-----------|--------|-------|-------------------------------|---|----------|-----------|---------|
|           |        |       |                               | Approve   | Oppose   |           |         |
| 770       | DeBarr |       | Cafe Saffron                  | X   |          |           |         |
| 119       | Boyd   |       | King Kopy                     | X   |          |           |         |
| 119       | Boyd   |       | Pad Thai                      | X   |          |           |         |
| 211       | Boyd   |       | Campus Market                 | X   |          |           |         |
| 215       | Boyd   |       | Whichwich                     | X   |          |           |         |
| 217       | Boyd   |       | NY Pizza                      | X   |          |           |         |
| 219       | Boyd   | 206   | Terry Kingsberry              | X   |          |           |         |
| 219       | Boyd   | 203   | Barret L. Williams Architects | X   |          |           |         |
| 219       | Boyd   | 202   | Anishinabe Design             | X   |          |           |         |
| 301       | Boyd   | 200   | Krittenbank Architecture      | X   |          |           |         |
| 301       | Boyd   | 202   | Manines                       | X   |          |           |         |
| 303       | Boyd   |       | Louie's 2                     | X   |          |           |         |
| 307       | Boyd   |       | Shoelopia                     | X   |          |           |         |
| 311       | Boyd   |       | Pita Pit                      | X   |          |           |         |
| 315       | Boyd   |       | MidFirst Bank                 | X   |          |           |         |
| 319       | Boyd   |       | Lucca                         | X   |          |           |         |
| 323       | Boyd   |       | Antique Garden                | X   |          |           |         |
| 329       | Boyd   |       | OUIT                          | X   |          |           |         |
| 333       | Boyd   |       | RCB Bank                      | X   |          |           |         |
| 333       | Boyd   |       | Meatball House                | X   |          |           |         |
| <b>20</b> |        |       |                               | <b>19</b>   | <b>0</b> |           |         |

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| Address # | Street     | Suite | Business Name             | University Blvd. Businesses<br>(Between Boyd and White Street) |          | Signature | Phone # |
|-----------|------------|-------|---------------------------|--|----------|-----------|---------|
|           |            |       |                           | Approve  | Oppose   |           |         |
| 555       | University |       | First Presbyterian Church |  |          |           |         |
| 575       | University | 101   | Jax                       | X  |          |           |         |
| 575       | University | 101   | Blackbirds                | X  |          |           |         |
| 575       | University | 101   | The Birds Nest            | X  |          |           |         |
| <b>4</b>  |            |       |                           | <b>3</b>   | <b>0</b> |           |         |

103 75 6 5  
 98 Net of N/A's 73% 6% 5%  
 83% Percent Voting 77% 6% N/A  
 87% 7% 6%

# Campus Corner Parking Management Business Plan

**City of Norman**

**Department of Public Works**

**Traffic Control Division**

**September 11, 2015**



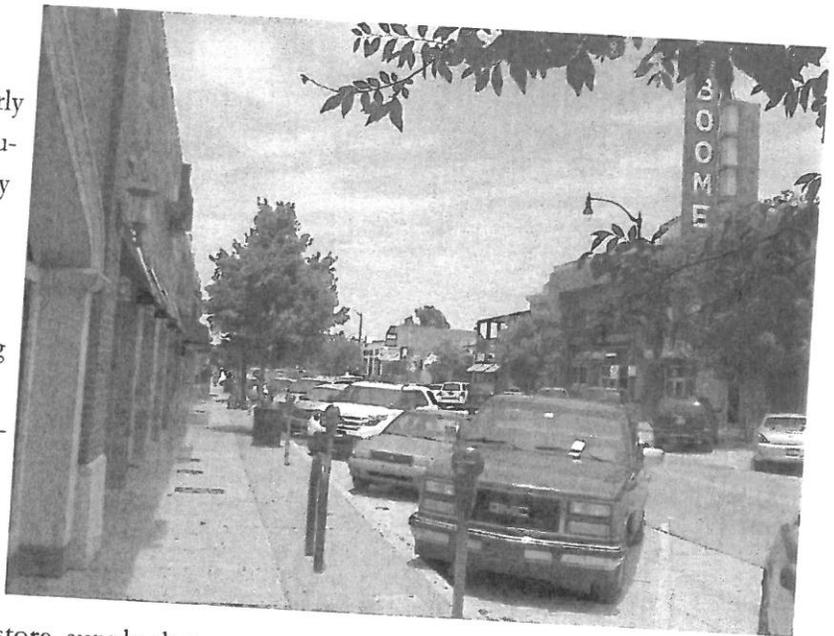
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## I. INTRODUCTION

Campus Corner was developed during the early 1900s to serve the needs of the faculty and students working at and living near the University of Oklahoma. Nearly all student housing was located in the Campus Corner area and at the time students were not permitted to drive.

This caused the area to grow rapidly, becoming a thriving business district by 1920. Restaurants, clothing stores, laundry facilities, pharmacies, and beauty salons soon opened for business. One of the early developers in Campus Corner was the Whistler Family, responsible for additions to the area such as the 575 Uni-



versity building which ultimately housed a bookstore, supply shop, restaurant, and a dance floor. In 1929 a tragic fire destroyed most of the then-existing Campus Corner; however, within a few years the area was rebuilt and the fire ultimately led to further expansion.

Throughout the 1930s the area continued to grow with the addition of new restaurants, cleaners, and a department store. In 1947 the Boomer Theater was constructed at 765 Asp Avenue. Originally a movie theater, in its later years the Boomer Theater became a concert venue before finally being remodeled for use as a department store/office space during the 1980s.

During the 1950s enrollment at the university was swelling and, as a result, Campus Corner was booming. With the close proximity between merchants and students, a unique relationship was formed. Many activities were held in Campus Corner. Some of those included Ruf/Neks (a university pep-squad) ceremonies, the public shaving of beards to signal the end of Engineering Week, tobacco spitting contests, and numerous bonfires celebrating football games.

By the early 1960s enrollment was growing greater than the university's ability to house its students and, as a result, the decision was made to build new housing on the south end of campus. With the new residence towers completed in the mid-1960s, the popularity of Campus Corner waned. More students were living farther from campus as dorms and Greek houses changed locations and more students began to drive. In the 1970s retailers began to build malls and strip centers farther west of campus with better access to Norman's primary highway, Interstate 35.

As a result of civic improvements and private funding, the area began to re-emerge as a shopping and social destination in the early-2000s. In recent years, the city has improved the infrastructure in the area including new utility lines, lights, landscaping, parking meters with one-hour limits, curbs, sidewalks, and new ornamental traffic signals. Campus Corner property owners have also consolidated their properties and organized with one another to deal with long-standing challenges in the area. Owners and tenants have renovated the century-old buildings, having demolished interior walls, re-wired, and re-plumbed much of the area to meet modern city codes. In 2003, OU head football coach Bob Stoops became part owner of a new sports bar in Campus Corner that started a wave of

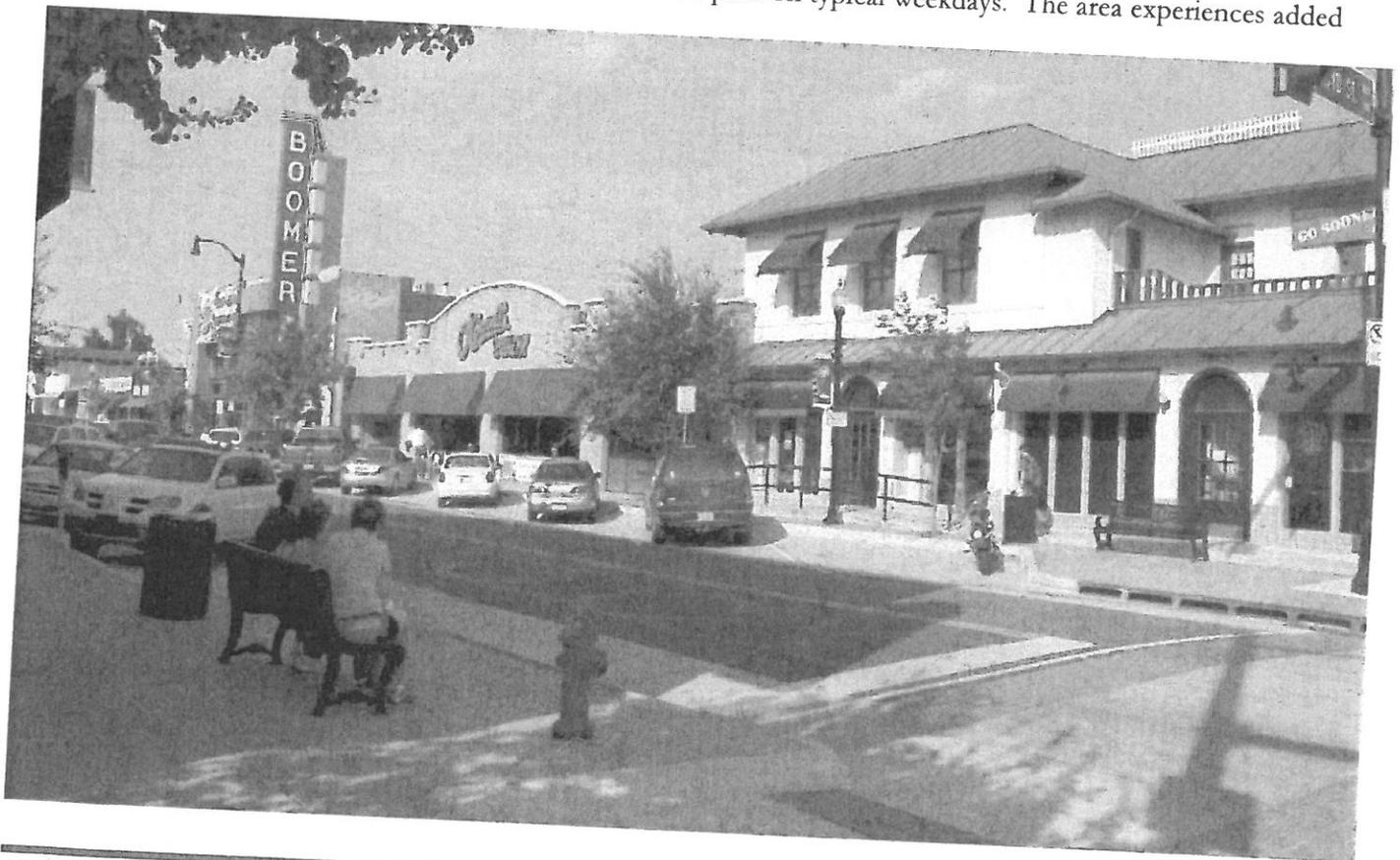
new restaurant openings. Since that time many new businesses have been established in the area, its growth continuing into the 2010s. Today, Campus Corner is home to many businesses including bars, restaurants, banks, computer/technology retail, coffee shops, a newspaper, hair salons, gift shops, accessories boutiques, churches, professional organizations, a bridal shop, and several professional offices.

In 2003, the Norman City Council approved a contract with Carter & Burgess, Inc. to develop a blueprint for future parking improvements and expenditures for the area. The study included a detailed inventory of on-street and off-street parking spaces that shows a total of 1,836 total spaces in the area. Of these, 1,597 are off-street spaces in surface lots and informal parking areas (87 percent of the total supply) and 239 are on-street spaces (13 percent). Off street parking includes 33 accessible spaces reserved for use by disabled persons.

Metered parking spaces include a variety of options with most being one-hour meters charging 25¢ per hour and a few being 15-minute meters and still others being 10-hour meters. There are five accessible on-street spaces designated for use by disabled persons and three commercial loading zones.

Of the total vehicle Campus Corner parking supply, 61.7 percent (1,133 spaces) are private-use parking spaces reserved for use only by certain individuals or classes of individuals, such as reserved parking for employees or customers of a particular business establishment. The remaining 38.3 percent (703) are public-use spaces available for hourly or daily use, either free or on a fee-paid basis.

On street parking space demand is extremely high during most hours of the day throughout the week and weekends. Parking occupancy peaks between noon and 1:00 p.m. on typical weekdays. The area experiences added



parking demand due to spillover of demands generated by the OU Campus, making the use of parking meters critical for adequate turnover.

In the long term, the Campus Corner Parking Study recommends development of a multilevel parking garage. Two alternative sites were investigated with a preferred location identified just north of the OU President house along the west side of University Boulevard.

In order to provide adequate and convenient parking for Campus Corner customers, the Campus Corner Merchants Association requested that the City of Norman consider implementing a parking management system that includes a modern system of “smart” meters capable of supporting various payment options, variable hourly rates and monitoring of parking space demand. The specific recommendations made by the association serve as the backbone of this Business Plan.

The business plan details the strategies and payment options available to customers and visitors who park in the 154 non-disabled spaces along Boyd Street, Asp Avenue, Buchanan Avenue, University Boulevard and White Street. The plan is designed to maximize both the level of convenience experienced by all users as well as the efficient use of public parking spaces. Figure 1 depicts the location of each of the public parking spaces included in the plan.

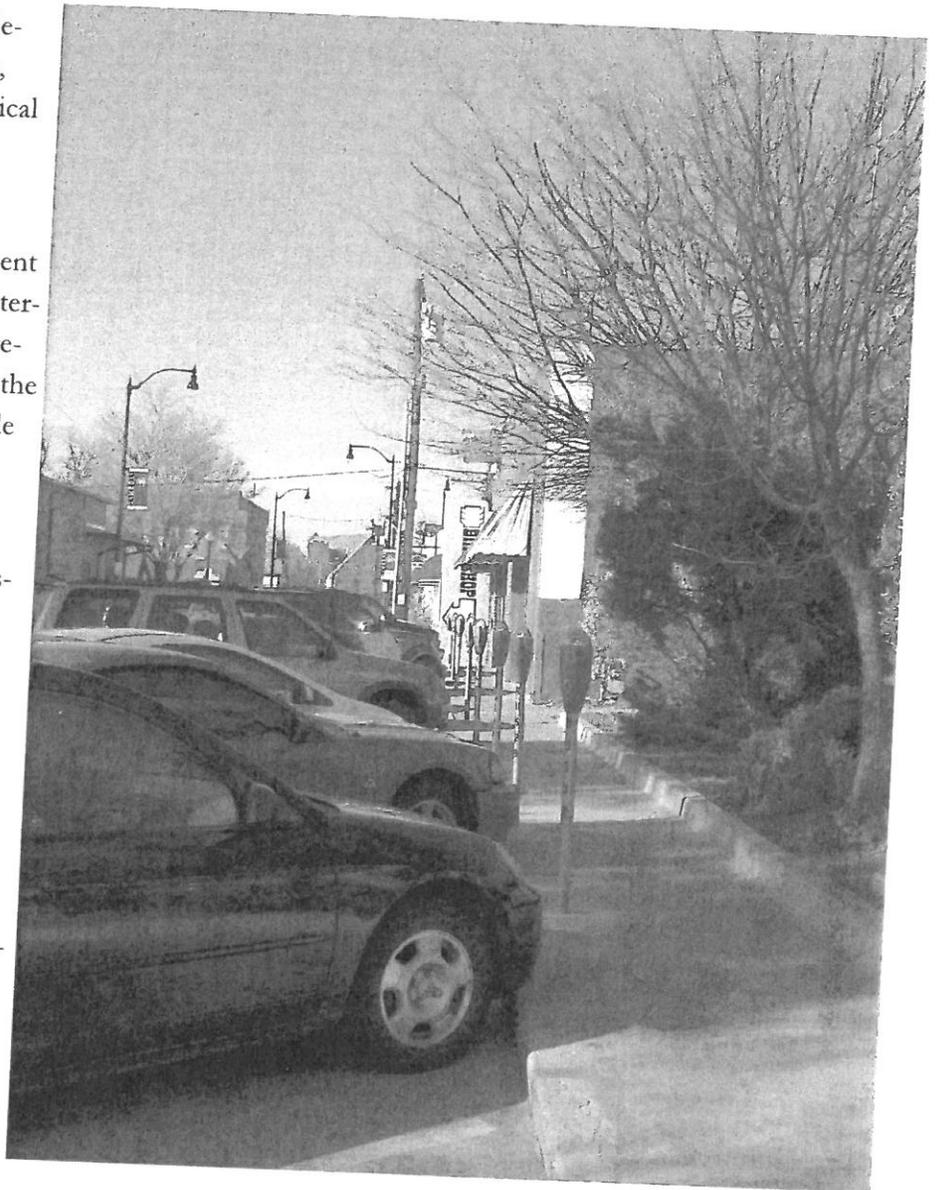
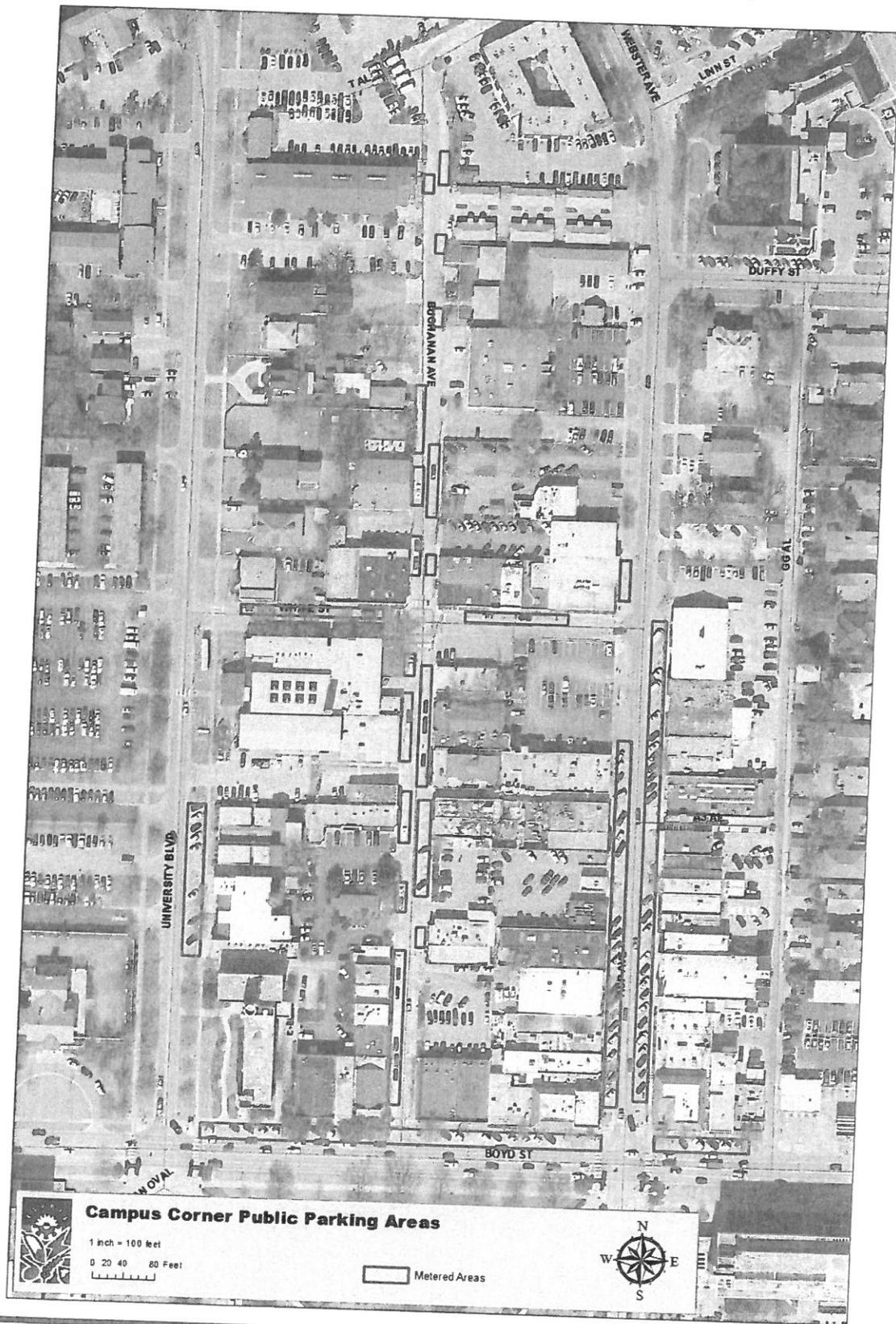


Figure 1 - Campus Corner Public Parking Areas



## II. PARKING MANAGEMENT SYSTEM

The majority of the public on-street parking spaces have digital parking meters that accommodate a wide range of users visiting or doing business in the Campus Corner area. Different payment options are offered to meet the specific needs of individuals. For the short-term user visiting Campus Corner, there are 154 metered spaces along Boyd Street, University Boulevard, Buchanan Avenue, Asp Avenue and White Street that can be used to pay for up to two hours of parking before 6:00 p.m. and up to three hours after 6:00 p.m. For long-term users, the area offers numerous privately-owned spaces for customers. For individuals with disabilities, there are a number of accessible parking spaces reserved for their use at no cost. No matter the situation, the Parking Management System for the Campus Corner area is flexible, versatile and convenient for all users.

### A. Parking for the Disabled

Campus Corner on-street parking spaces include a number of accessible spaces for physically disabled users. There are a total of five parking spaces reserved for drivers with disabilities, including one that is van-accessible. The Americans with Disabilities Act recommends six spaces, including one that is van accessible, which is one more than currently provided.

The spaces are clearly signed and marked. They are conveniently located and offer accessible routes that connect the parking space aisle to the adjacent sidewalk system. The specific locations are as follows:

Asp Avenue - Two spaces along the east side of the roadway in front of 747 Asp Avenue. The northernmost space is van-accessible.

Buchanan Avenue - One space along the east side of the roadway north of White Street.

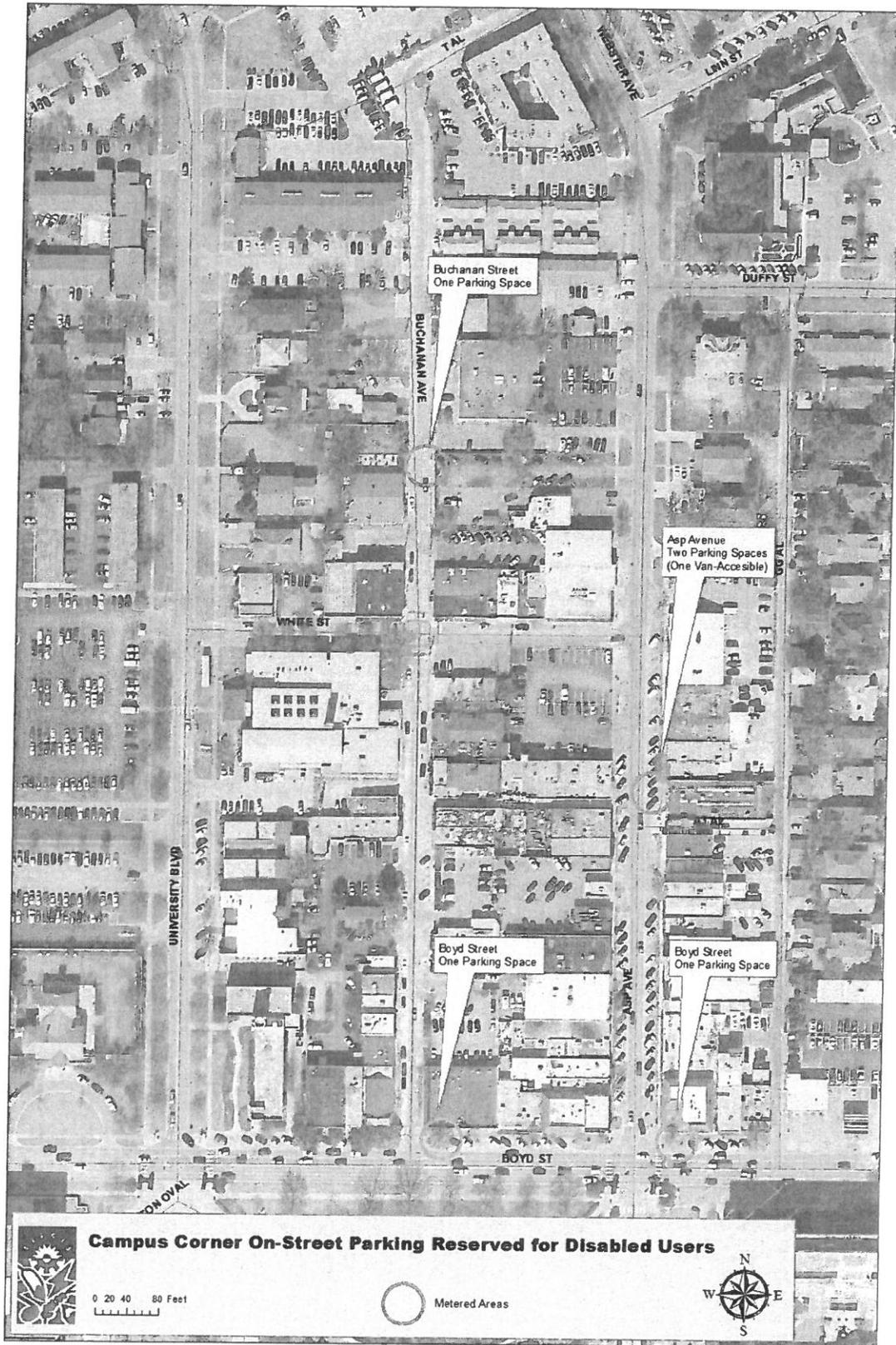
Boyd Street - Two spaces along the north side of the roadway (one immediately west of Buchanan Avenue and one immediately west of Asp Avenue).

Figure 2 depicts the location of each of the spaces.

Customers using these spaces are exempted from any of the hourly fees and can park for the entire day.



Figure 2 - Campus Corner Parking for the Disabled



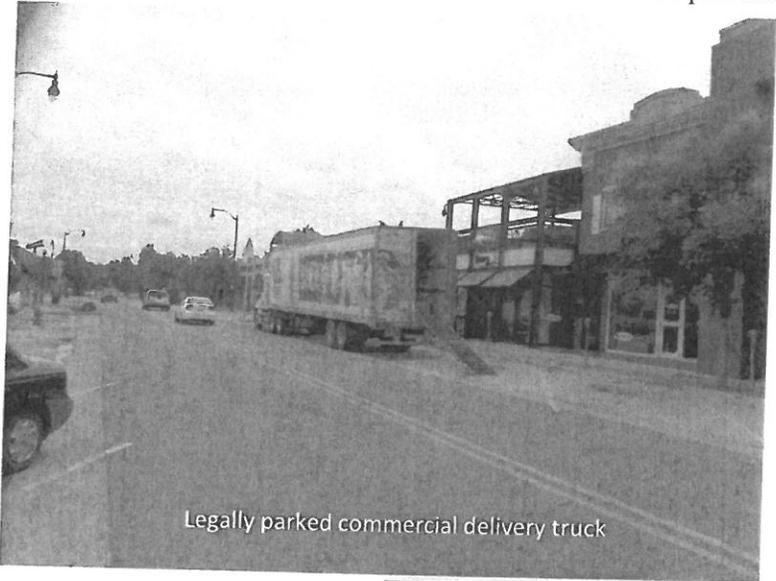
## B. Commercial Loading Zones



The limited number of alleys and the high demand for on-street parking opportunities make the Campus Corner area challenging when it comes to the establishment of commercial loading zones. At the present time, there are three zones reserved for commercial loading and off-loading. Figure 3 depicts these locations.

The largest, and only zone capable of handling large vehicle deliveries, is along the east side of Asp Avenue north of Boyd Street. The first fifteen metered spaces north of Boyd Street are reserved for commercial loading between the hours of 3:00 a.m. and 10 a.m.. After 10:00 a.m., these spaces become regular on-street metered spaces available to the general public. Large delivery trucks loading and off-loading between the hours of 10 a.m. and 3:00 am must be prohibi-

ed. Enforcement of this prohibition currently falls on the business owners. Violations are commonplace and difficult to manage by the City's Parking Enforcement Officers.



The other two zones are along the west side of Buchanan Avenue. These two zones are significantly smaller and only accommodate single-unit trucks. The first one is located half way between Boyd Street and White Street, includes two parallel parking spaces, and is in force between the hours of 3:00 a.m. and 10:00 a.m.. The second one is immediately south of White Street, includes a single parallel parking space, and is in full force throughout the day.

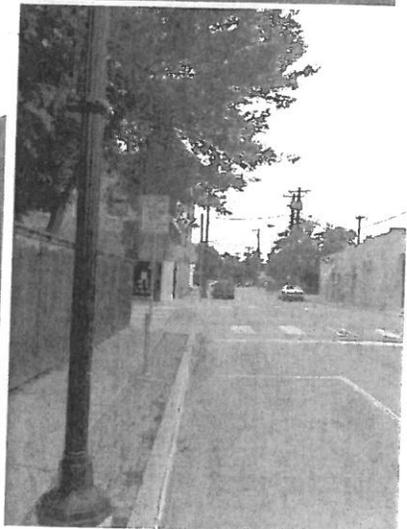
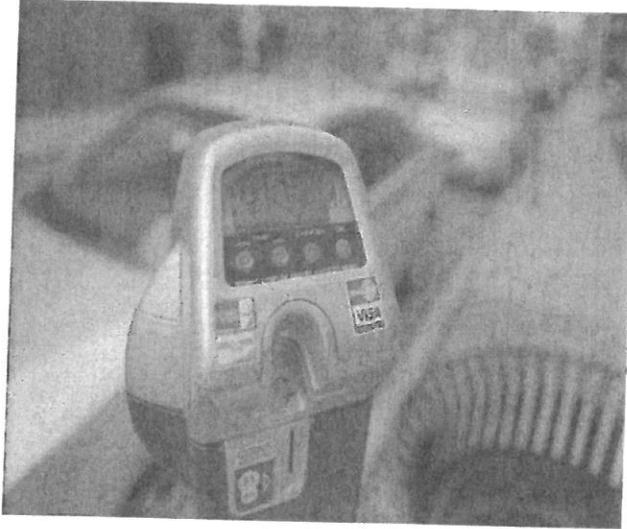


Figure 3 - Campus Corner Commercial Loading Zones



### C. Single-Space Parking Meters

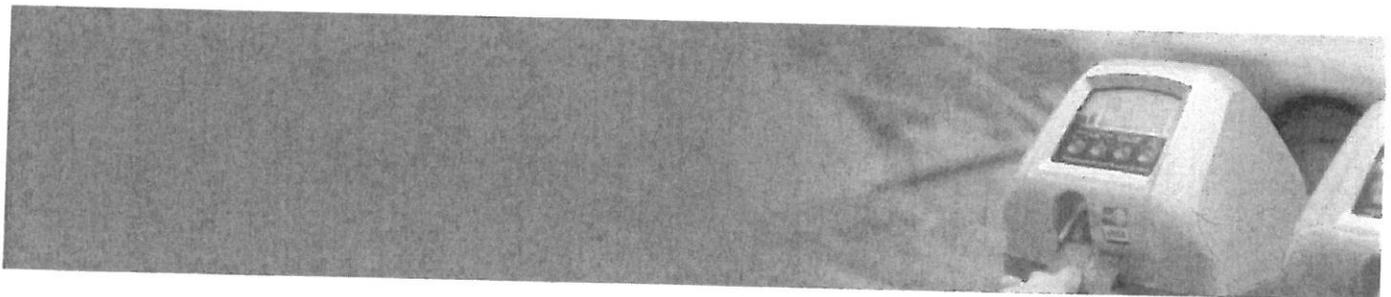
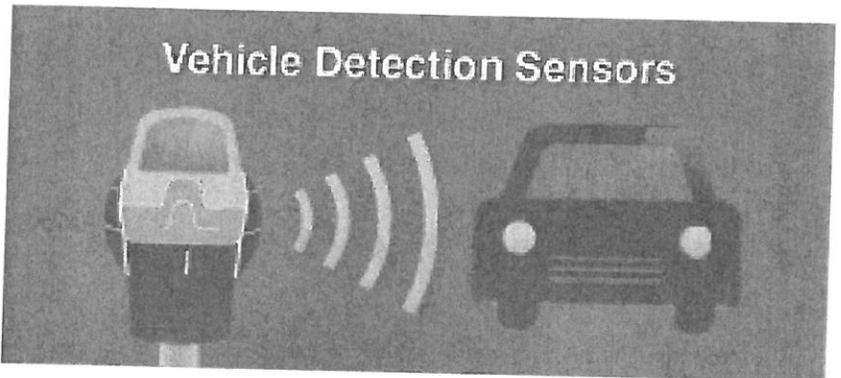


In 2013, the city purchased a sensor-based system from San Diego, CA - based IPS Group using Campus Corner Tax Increment Finance District funds.

The meters provide customers and their patrons with a simple and consistent parking user experience - which is more cost effective, customer friendly, and reliable. The patented IPS solution uniquely provides a credit card enabled single-space meter mechanism which was retrofitted into each of the existing on-street parking meter housings. In addition, the IPS meter offers multiple payment options (coins and credit / debit cards), access to real-time data, solar-power technology, and a comprehensive web-based management system.

The meters are wirelessly connected to individual parking space sensors that monitor parking space occupancy as it relates to the amount of time purchased by the user. The meter and sensors, working in tandem with the web-based management system, generates expired meter notifications visible to the parking enforcement officers.

The new meters and sensors became operational in late July, 2013.



### **a) Signing**

The individual parking meters contain all the instructions necessary to complete a transaction. Menu options are easily accessible through a key pad in the meter head that will guide the user through the payment process. To supplement the on-screen instructions, stickers were affixed to each meter in August, 2015, to provide users with specific and detailed information regarding enforcement hours, etc.

### **b) Operation**

- Patented meter mechanism accepts payment by coins and credit / debit cards
- Wirelessly networked to a web-based management system – no additional communications infrastructure required
- Retrofits into existing meter housings/poles and maintains all current meter enforcement and collection processes
- Solar powered with rechargeable battery pack
- PA-DSS and Level 1 PCI-DSS Certified

### **c) Data Management System**

The meter system Data Management System is a secure, web-based application that allows the City to manage the entire parking meter network with ease, at the click of a mouse. A comprehensive set of financial, technical, and administrative reporting features and remote meter configuration make this system both intuitive and powerful. The system seamlessly integrates all of the applications of the parking system into a single system. Features include:

- No need for local software or new hardware installation
- Comprehensive set of financial and technical reports as well as administrative management tools
- Always uses the latest in encryption and internet security
- Real-time data available 24 / 7 / 365

### **d) Vehicle Detection System**

When paired with the IPS credit card enabled single-space parking meter, customers benefit from:

- Measurable data---sensors enable the City to track true parking demand over time
- Improved efficiency in law enforcement
- Increased revenue from the meter resetting after vehicle departs
- Customer convenience – push parking availability to future web applications and maps

The Vehicle Detection System is the most cost effective and reliable sensor system on the market today. Sensors communicate wirelessly to the meter, which means there is no need to install expensive, complicat-

ed mesh networks. The result is an anticipated increase of 25%-50% in City revenues and improvements in operating efficiencies, all while providing vehicle detection technology at a fraction of the ongoing costs (up to 50% less expensive).

The Vehicle Detection System has the following capabilities:

- Calculate paid vs. actual occupancy trends to improve enforcement efficiency
- Provide real-time directed enforcement to Parking Enforcement Officers
- Reset meter when vehicle leaves space (generally results in increased revenues of 20-40%)
- Push parking availability to the public via future on-line maps

#### e) Payment Options

The Parking Meters accept the following as a means of payment:

- Coins
- Credit Cards
- Debit Cards

##### Coins

Hourly parking can be purchased using coins. The meters accept nickels, dimes and quarters. Customers can purchase up to maximum hours of parking at a rate of \$1 per hour.



##### Credit Cards

The meters accept Visa or MasterCard for hourly purchase transactions and support real-time credit card processing, with authentication within 15 seconds in most situations. In order to cover credit card transaction fees, the minimum amount that can be charged for time at the Campus Corner meters is 75¢.



### III. PARKING FEES

#### Hourly Parking Rates

| <b>Day</b>        | <b>Hours</b>           | <b>Maximum Hours</b> | <b>Cost</b>     |
|-------------------|------------------------|----------------------|-----------------|
| Monday - Saturday | 8:00 a.m. to 6:00 p.m. | 2                    | \$1.00 per hour |
| Monday - Saturday | 6:00 p.m. to 9:00 p.m. | 3                    | \$1.00 per hour |

## IV. ANTICIPATED NET REVENUE

### A. Revenues

Revenue from the parking meter system comes from two sources; meter fees and expired meter citations. Using historical data, the revenue is anticipated to be approximately \$382,000 per year. The following assumptions are made:

#### a) Meter Fees

Number of meters = 154

Hours of Operation = 3,939 hours per year per meter (8:00 a.m. to 9:00 p.m., 303 days per year) (excludes Sundays and holidays).

Occupancy = 69.8% (based on actual collections @ 25¢)

@ 25¢ per hour for 100% occupancy = \$95,600 per year or \$637.50 per space per year

Actual Collections = \$70,744 per year or \$444.93 per space per year

% Occupancy =  $444.93 / 637.50 = 69.79\% \sim 70\%$

Daily Transactions = 154 meters x 13 hours x 0.70 ~ 1,400 transactions per day

Projected revenue with increased rates = \$432,860

Reduction in use due to rate increase = 10%

Number of Weekday transactions = 1,400 x 0.90 ~ 1,260 per day

Number of Weekend transactions = 1,000 per day

Revenue per Weekday =  $(1,260 \times \$1.00) = \$1,260$  per day

Revenue per Weekend Day =  $1,000 \times \$1.000 = \$1,000$  per day

Revenue per year =  $(\$1,260 \text{ per day} \times 261 \text{ days}) + (\$1,000 \text{ per day} \times 104 \text{ days}) = \$432,860$

#### b) Parking Meter Citation Revenue

Total Expired Meter Citations = \$25,000 (2,500 citations at \$10 per citation)

## **B. Expenses**

The annual cost of operating the new Campus Corner parking meter system is \$166,401 and includes the following items:

- Wireless Gateway / Data Fee - \$10,971 per year
- Sensor System Management Fee - \$6,678.00 per year
- Real Time Sensor Reporting Fee – \$5,247.00 per year
- Credit Card Transaction Fees - \$82,310 per year (550 daily transactions average @ \$0.41 per transaction)
- Regular Meter / Sensor Maintenance - \$5,000 per year
- Sensor Battery Replacement – \$5,000 every five years

The Norman Police Department also funds one FTE position (Parking Enforcement Office) for enforcement of the parking meter regulations in the Campus Corner Area. Salaries, benefits and equipment total \$55,195 per year.

## **C. Net Revenue**

The increase in parking meter rates minus the expenses associated with operation, maintenance and enforcement of the new system, is expected to generate a net revenue of \$236,264, which more than doubles the current revenue collection.

