



# The New Porter Avenue

Our Vision

Our Choices



# Porter Stakeholder Committee Members

**Jim Gasaway, Chair**

Jim Adair

Robin Allen

Joel Barbour

Roger Brown

Amber Clour

Jeannette Coker

Carol Dillingham

Ty Hardiman

Diana Hartley

Cindy Gordon

Mike Tower

Zev Trachtenberg

Jim Wade

David Whitaker

Jeff Willard

William Woods



# Stakeholder Committee: Assets and Liabilities

## Assets:

- history
- local business thriving
- location
- diversity
- institutional investments
- neighborhoods
- near fairgrounds, farmers market
- church and schools

## Liabilities:

- inadequate parking
- Porter/Main intersection
- unfriendly to walkers, bikers
- poor infrastructure
- noise, high traffic
- institutional encroachments
- deteriorating housing
- no green space
- uninviting streetscape
- shops too close to street
- poor drainage
- Acres intersection
- architecture lacks cohesiveness
- vacant lots

# Stakeholder Committee: Porter Corridor Priorities

1. **Aesthetics** – nothing inviting = 19
2. **Porter width** – lanes too narrow = 13
3. **Area not a destination** = 9
4. **Lack of sidewalks/connections** = 9
5. **Traffic and parking** = 8
6. Pedestrian and school children – safety = 4
7. Hospital shift – possible doctor shift = 4
8. Competing business/residential interest = 3
9. Nothing to attract young = 2
10. Drainage swale – within paved area = 2
11. Reuse of older buildings = 2
12. Ordinances = 2
13. Truck traffic-dairy through neighborhoods = 1

## **Identified but received no votes:**

Robinson underpass  
Backing onto Porter  
Porter and Robinson intersection  
High turnover businesses  
Porter – pass through only  
CDBG Funds drying up  
Hospital and its future  
Fire Department – noise from  
Too many curb cuts  
Lighted walkways



A photograph of a modern building with a glass facade and a classic car parked in front of it. The building has several tall, rectangular sections. The car is a dark-colored classic sedan. The scene is set against a clear blue sky.

# Porter Corridor Market Analysis

- A key driver in undertaking the Porter Corridor Study was how to improve economic performance of the area
- Consequently, the Porter Avenue Corridor Study included a detailed market analysis performed by Canyon Research Associates.



# Market Analysis Summary

## Potential Absorption Rates over 15 years for Porter Avenue Corridor

- Retail – 33,000 to 66,000 sf
- Office – 34,000 to 46,000 sf
- Housing – 180 to 230 units\*

\*In addition to the rehabilitation of existing structures



# Corridor Walking Tour



Porter on the Ground  
August 6, 2008



Porter  
Hill & Hill  
Construction Management





## Porter Avenue Design Charrette Agenda Norman, Oklahoma October 2<sup>nd</sup> and 3<sup>rd</sup>, 2008

### Thursday, October 2

**Kick off meeting – Public, City Officials, Project Committee, Staff**

- 8:00 am     Introductions
- 8:05 am     Design Charrette Process Review
- 8:15 am     Project Schedule
- 8:30 am     Goals and Objectives
- 8:45 am     Onions & Orchids
- 9:15 am     Break
- 9:30 am     Opportunities and Constraints
- 9:45 am     Site Analysis Review
  - Infrastructure
  - Weather and microclimate
  - Traffic – pedestrian & vehicular
  - Problems
  - Current conditions
  - Future conditions
- 11:00 am    Market Study Review
- 11:30 am    Market Possibilities for the corridor
- 12:00 pm    Corridor Vision exercise
  - Other places
  - Big picture, intersections, entire corridor, mixed use development
  - Dreams
  - Uses – Ideal mix

### **Design Team Lunch**

- 1:00 pm    Team Lunch (closed session)

### **Design Team Work Session**

- \*2:00 pm   Design Team Work Session

### **Community Recap**

- 5:30 – 6:30 Recap of the day and feedback

### **Design Team Dinner**

- 6:30-7:30 (Closed Session)

### **Night Design Team Work Session**

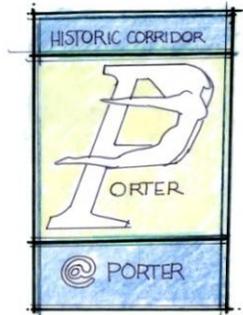
- 7:30-? (Closed Session)



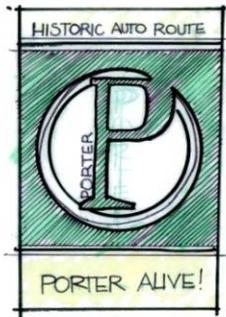
# Porter Logo Concepts



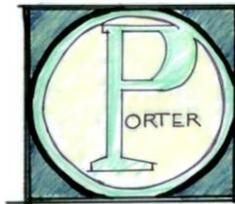
CONCEPT "A"



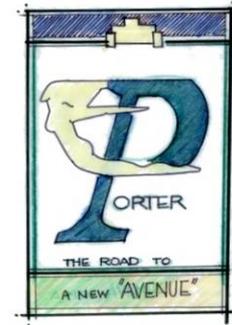
CONCEPT "B"



CONCEPT "D"

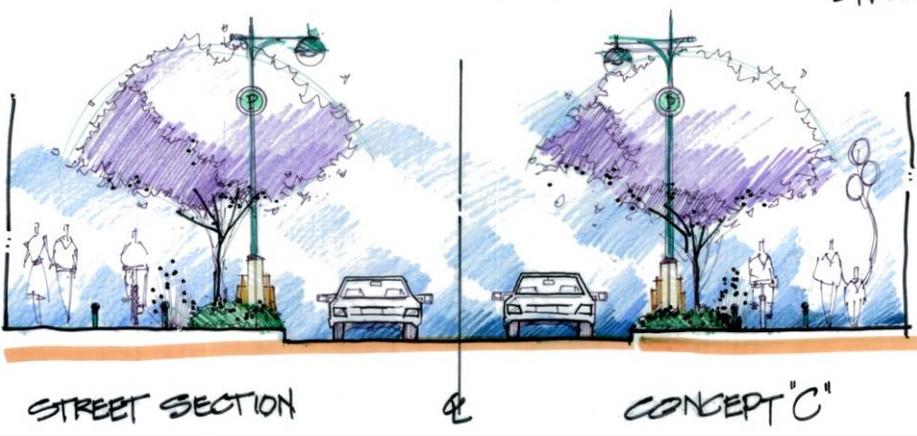
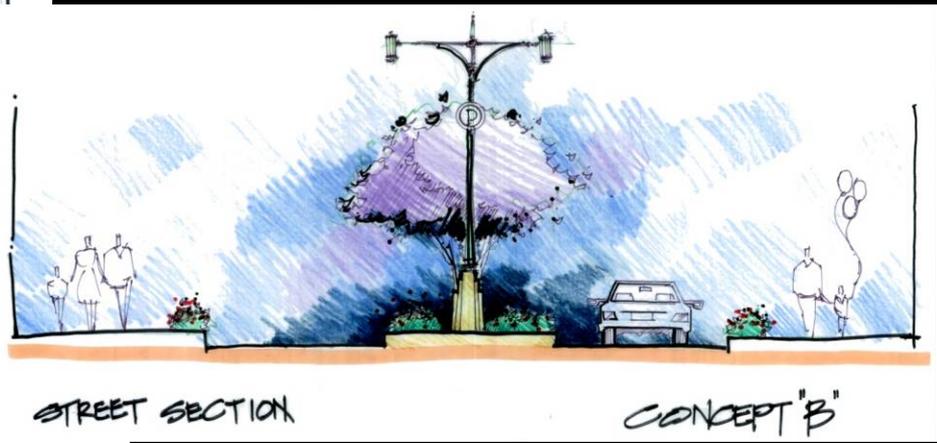
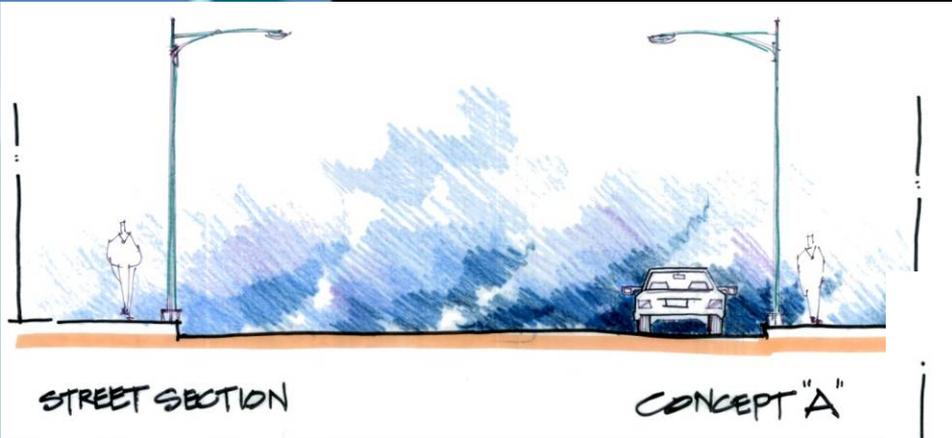


CONCEPT "E"



CONCEPT "F"

# Streetscape Concepts





# Porter Charrette Summary

## Key findings

- Broad community support exists for quality revitalization of Porter Avenue and environs
- Creating a walkable destination environment along Porter Avenue is important to many people
- Residents want a clear, buffered edge between adjacent commercial and residential uses
- The need for quality commercial expansion must go hand-in-hand with preservation of neighborhood integrity



## A Vision for Porter Avenue

In the near future, Porter Avenue ....

- will be a **Core Area destination**
- will bring **new economic and social vitality** to the Norman community.
- will be a **gateway** to Central Norman
- will be recognized for its **unique environment and visual appeal**, from streetscape to storefronts.
- will offer a **balance of** commercial, residential and institutional **land uses** that complement adjacent neighborhoods.
- will accommodate **all forms of transportation**, with a commitment to safety and pedestrian uses
- will be recognized as a **community connector**



# Key Plan Revitalization Goals

## 1. **Aesthetics**

Create a destination environment reminiscent of Porter's transportation "roots," complemented by intimate green spaces, a spectacular public streetscape and high visual interest

## 2. **Neighborhoods**

Make Porter Corridor neighborhoods safe, walkable, well-maintained and well-connected, with clearly defined neighborhood edges.

## 3. **Transportation and Safety**

Make Porter Avenue a multi-modal transportation corridor, providing for and managing vehicular, bicycle, bus and pedestrian transportation.

## 4. **Economic Development**

Encourage development that creates a balance of land uses and makes Porter a significant revenue-generating corridor for the city of Norman

## 5. **Land Use**

Encourage land uses that maximize Porter's opportunities for housing, economic growth and transit connections in compatible way with surrounding established neighborhoods.



# Porter Avenue Corridor Plan

## Chapter 1: Introduction

### Location

- Central corridor through Norman, carries 18-20K cars per day
- Roughly 60 blocks from Robinson to Alameda between Crawford and Findley

### History

- Began as residential/institutional street; later lively mix of highway-related uses  
Became a state highway and later US 77
- Porter's identity as Norman's "automotive corridor" solid by late 1920s; decline began with Norman's westward expansion

### Why Revitalize Porter?

- Given shifting patterns of disinvestment, today's Porter is the best it will ever be
- Without public involvement, Porter businesses will continue to come and go; neighborhood disinvestment will continue.

### Vision

- A vision for the future of Porter Corridor crafted from Stakeholder Committee, charrette participants, and 50+ community interviews:
- Create a walkable mixed-use district that becomes a Norman destination focused on livability vs. the automobile. Make Porter a magnet for public life and economic expansion



# Porter Avenue Corridor Plan

## Chapter 2: What's Good About the Porter Corridor Now?

- Nice Art Deco buildings
- Nodes of activity
- Good potential – not limited (not one-way, not mall character)
- Charming neighborhoods surround (well-maintained)
- Proximity to Main, Farmers Market, Fairgrounds
- Connections to other parts of Norman
- Town has grown around Porter Avenue
- St. Joseph's Church campus
- Affordable housing nearby
- Presence of quality businesses
- Some business expansion going on
- Involved community
- Hospital – employment/ visitors



# Porter Avenue Corridor Plan

## Chapter 2: What's So Bad About the Porter Corridor Now?

- Too much asphalt!
- Lack of Maintenance – public or private
- Lanes too narrow (9' & 10' lanes)
- Street lights on bump outs
- Light fixtures
- Utility lines
- Porter & Acres – very busy intersection (buses/semis)
- No landscaping
- School zones not clearly defined
- Businesses not visible
- Not safe for pedestrians and bikes
- Overall infrastructure - poor • Too much traffic – especially trucks
- Many barriers for handicapped users-no sidewalks or ramps
- It's ugly
- Inadequate parking
- Piecemeal development
- Ordinance promotes suburban development
- No uniformity
- Business and residential have conflicting goals



# Porter Avenue Corridor Plan

## Chapter 3: The Plan

### The Need for “The Line”

- For years, Porter Corridor residents have sought a clear line beyond which commercial uses will not expand
- Likewise, for years, Porter Avenue commercial property owners have sought to expand shallow lots to accommodate modern business requirements and customer demands

### What is Location of “The Line” Based On?

- Neighborhood-scale commercial uses requires 225’-250’ depth for critical mass and on-site parking in the rear (Porter Market Study)
- Neighborhoods also require critical mass: minimum of 3 units per street side to retain residential function/feel
- Existing zoning based on suburban development patterns with large setbacks and elevated parking requirements
- Significant number houses in the corridor, particularly adjacent to existing commercial uses, are non-owner occupied



# Porter Avenue Corridor Plan

## Chapter 3: The Plan

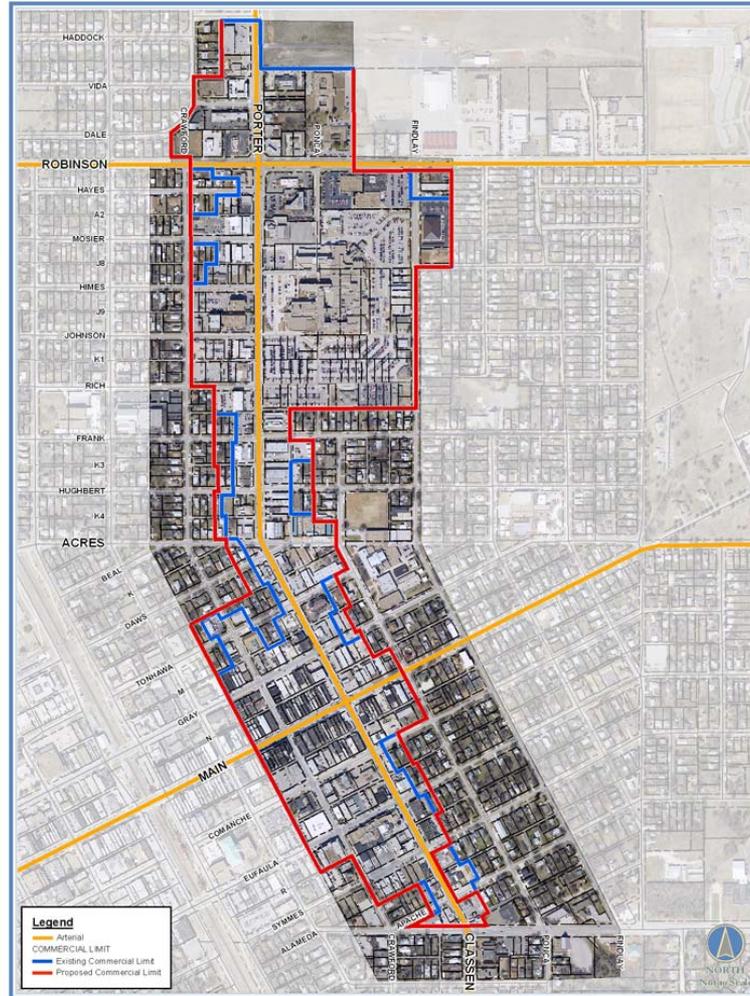
### How Do We Manage the Edges of “The Line?”

- Require appropriate buffering standards for parking lot design & landscaping between commercial/residential uses
- Require four-sided architecture so residents don’t live with “backsides” of adjacent commercial
- Require corridor developments to undergo site plan review
- Allow no blanket rezoning to commercial
- Allow no “leapfrog” commercial development

### Conclusions

- Establishing The Line is about establishing expectations for the entire community
- The Line gives protection to all land uses
- It is indeed possible to establish a line that gives all users some of what they need

# Proposed Limit for Commercial Development



Red line--proposed limit of commercial

Blue line--existing limit of commercial



OCHSNER  
HARE & HARE  
PLANNING CONSULTANTS  
LANDSCAPE ARCHITECTS

EXISTING & PROPOSED COMMERCIAL LIMIT

PORTER AVENUE CORRIDOR STUDY





# Porter Avenue Corridor Plan

## Chapter 4: Implementation

- Minimize land use conflicts
- Manage the Edge
- Enhance Porter aesthetics & sense of place
- Improve vehicular and pedestrian mobility and promote public safety
- Introduce mixed use development pattern
- Promote adaptive reuse of significant structures
- Develop demonstration block
- Establish zoning ordinances & design guidelines for specific needs of Porter Corridor

# Porter Corridor Design



# Key Inspirations for Corridor Design

- Existing Art Deco architecture
- History of Automotive Businesses and land uses along Porter



# Examples of Art Deco in the US



# Automotive Businesses and Design



# Art Deco in the Porter Corridor



# Art Deco in the Porter Corridor



# Examples of Successful Districts



# Increased Pedestrian Usage



# Nodes, Gathering, Turning Moments



# Crosswalks





# Street Furnishings



# Roundabouts





# Lighting



# Wall & Landscape Edge





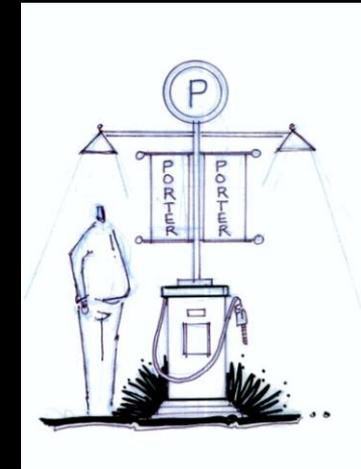
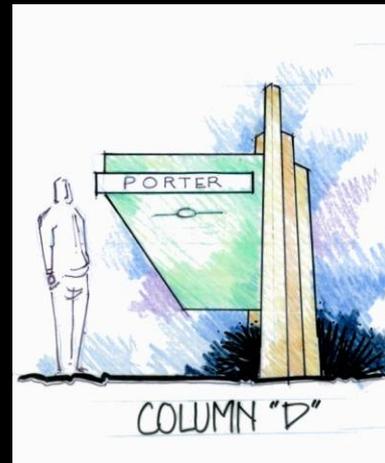
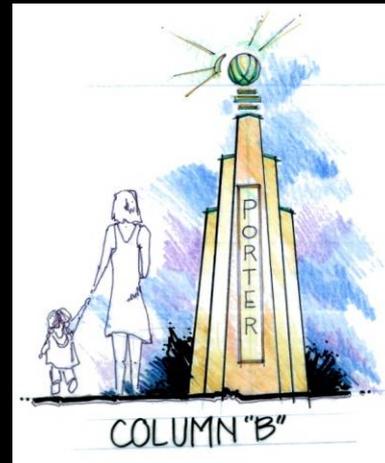
# Wall & Landscape Edge



# Neighborhood Gateways / Edge Treatment Concepts

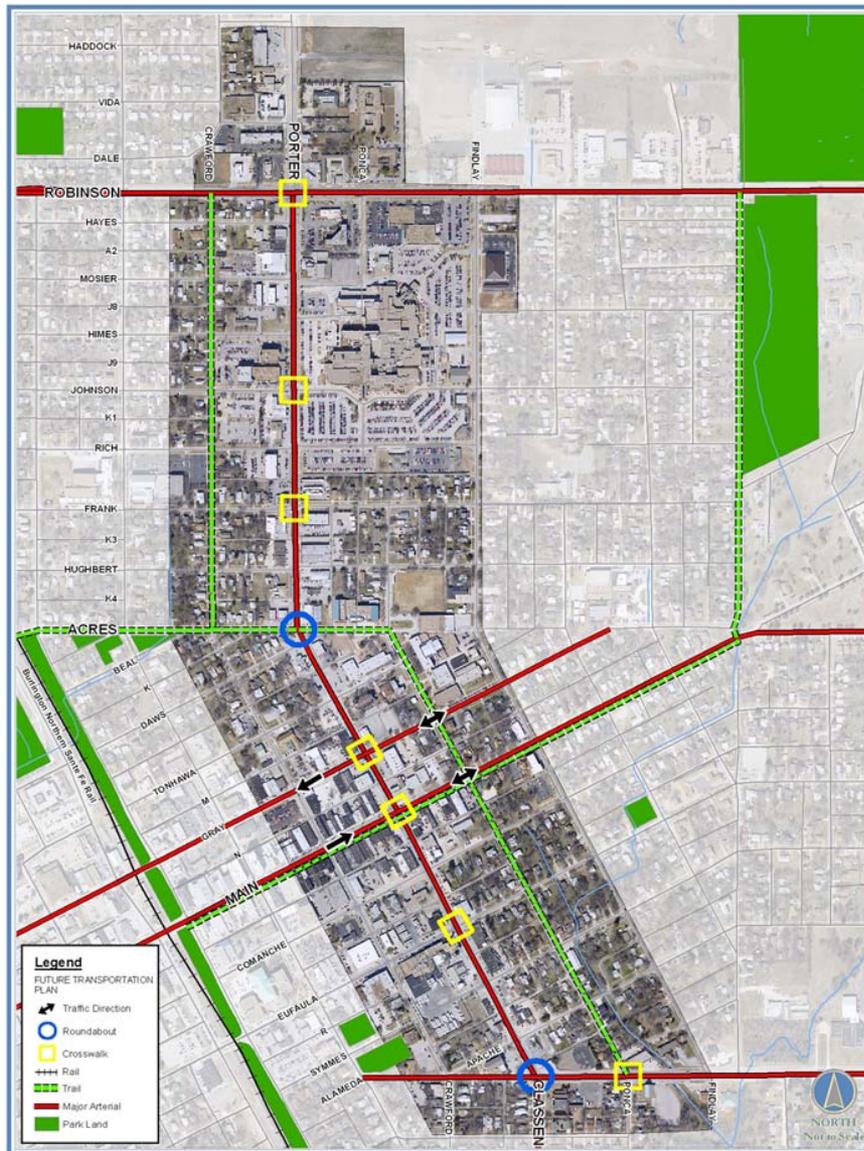


# Gateways / Edge Treatment Concepts





# Transportation & Safety



FUTURE TRANSPORTATION PLAN  
 PORTER AVENUE CORRIDOR STUDY





## Key Transportation Considerations

- **Maintain Current LOS**
  - Lacks Peak Period Travel
- **Access Management Along Porter**
  - improve safety, mobility and efficiency, while preserving any capital investment made in the corridor.
    - Minimize number of curb cuts
    - Restrict some turning movements
- **Create safe & attractive pedestrian environment**
- **Model Traffic demands 4 lane** - through year 2025 based on a 2% annual growth factor
- **Model Traffic demands 3 lane** - through year 2025 based on a 2% annual growth factor
  - Preliminary Conclusion:
    - 1-lane and 2-lane roundabout improves LOS at key intersections

A photograph of a modern building with a glass facade and a car parked in front of it. The building has several tall, rectangular sections. The car is a dark-colored sedan. The scene is set against a clear blue sky.

## Examples of Access Management Techniques

- Utilize a dedicated center turn lane
- Reduce number of curb cuts
- For new and redeveloping sites, relocate Porter parking to rear of businesses in order to eliminate cars backing into traffic
- The access management plan will propose adequate access to properties through driveway cuts and driveway locations.
- Parking will not be removed from Porter until there are appropriate options in place.



# Transportation: Pedestrians

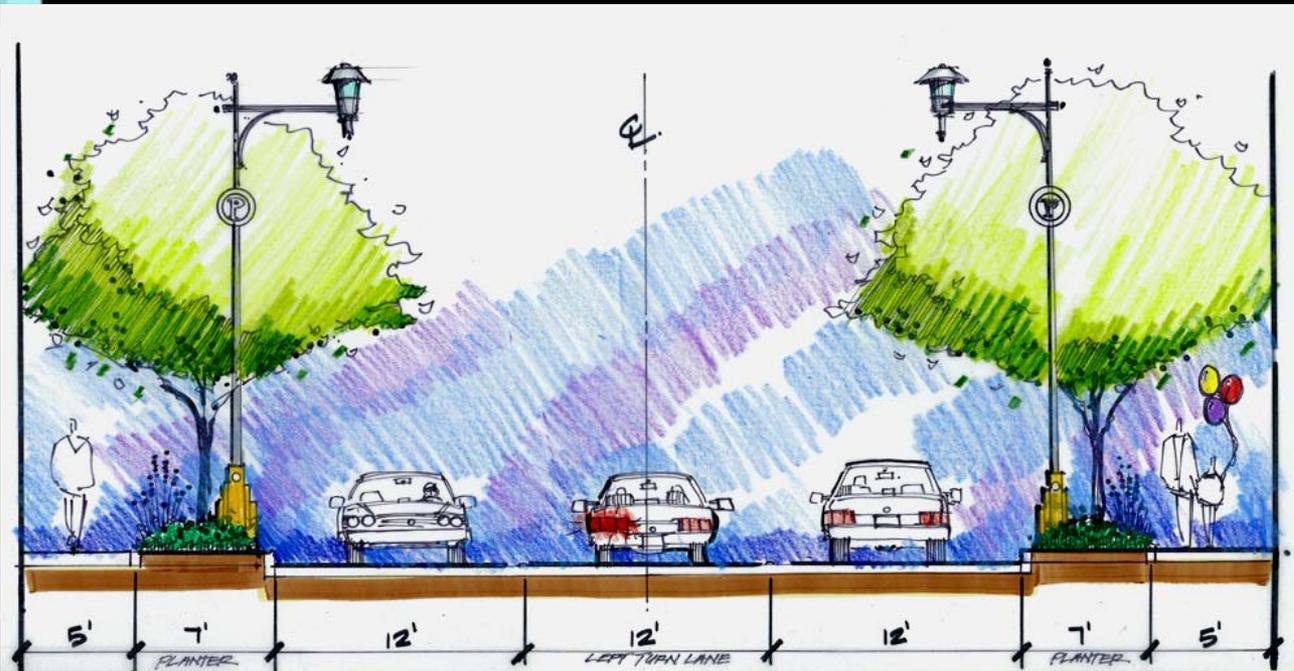
- Porter Avenue Plan would continue to utilize existing signalized crosswalks at intersections
- Proposed Porter roundabouts:
  - Shorter distance for pedestrians to cross
  - Splitter islands provide pedestrian landings
  - Present fewer conflict points for vehicles and pedestrians
  - Lower speeds reduce number and severity of accidents
  - Maintain visibility for drivers and pedestrians

# Transportation: Pedestrians



# Transportation

- Year 2025 traffic demands (2% annual growth)
  - 3 lane design works
  - Access Management Techniques will need to be applied
  - Some turning movement restrictions, such as right-in/right-out, may need to be applied



# Acres Roundabout



ACRES INTERSECTION CONCEPT  
PORTER AVENUE CORRIDOR PLAN

4/24/2009



# Alameda Roundabout



ALAMEDA INTERSECTION CONCEPT  
PORTER AVENUE CORRIDOR PLAN

4/24/2009



# Existing Edges

What's wrong with the status quo?

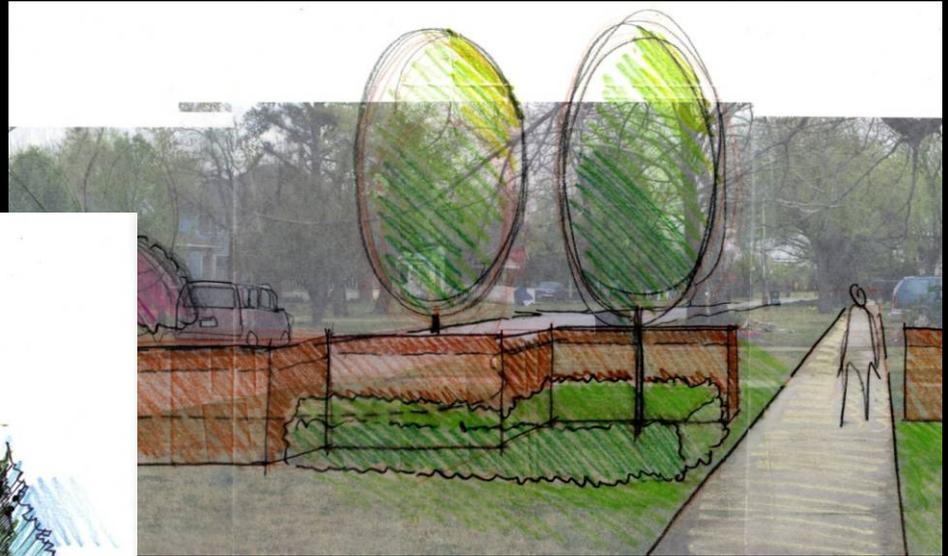


# Daws Street Existing





DAWS STREET ELEVATION



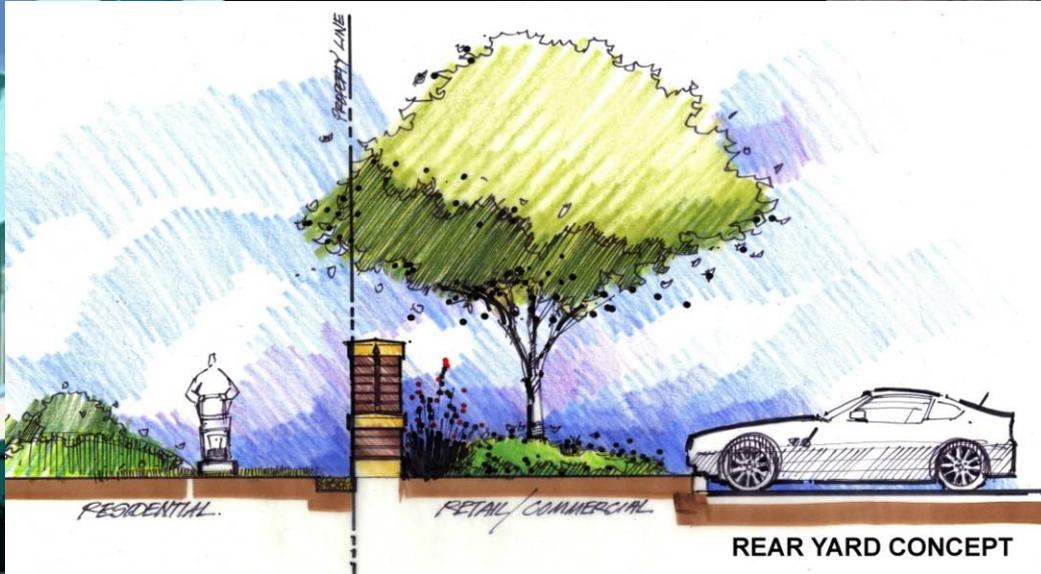
OLD SILK STOCKING  
NEIGHBORHOOD

# Daws St. Example

# Frank Street Existing



# Frank St. Example





## Transition Areas: Managing the Edge

- No blanket rezoning
- Wall and landscape buffers required between commercial and residential land uses
- Standards for parking lot design and landscaping
- No “leap frog” development
- Site plan submittal and review
- Four-sided architecture



## Parking Lot Design: What's Required Now?

### **Current CON Parking lot requirements:**

- 6' opaque fence between commercial & residential uses
- Shrubs allowed in lieu of fence but rarely used
- Adjacent commercial and residential uses must each have a 5-foot setback
- Parking ratio determined by Zoning District

### **Current Parking Lot Design Standards**

- 5' rear setback
- 5' side setback
- 5-10' landscaped buffer between parking area and adjacent residential use
- Landscaping = trees every 40', shrubs every 10' to screen opaque fence
- 3' masonry wall or 20' landscape buffer required when parking lot fronts on street



# Potential Redevelopment

# Adaptive Reuse



# Mixed Use



# Architectural Edge



Rear Elevation: four-sided  
architecture



Example of Quality Architecture

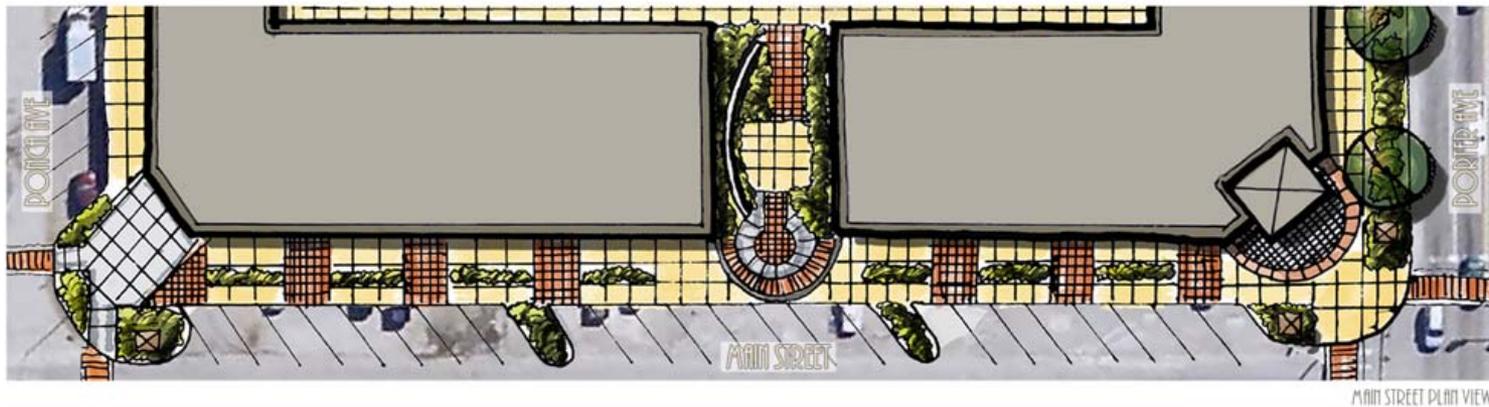
# Demonstration Block



# Demonstration Block

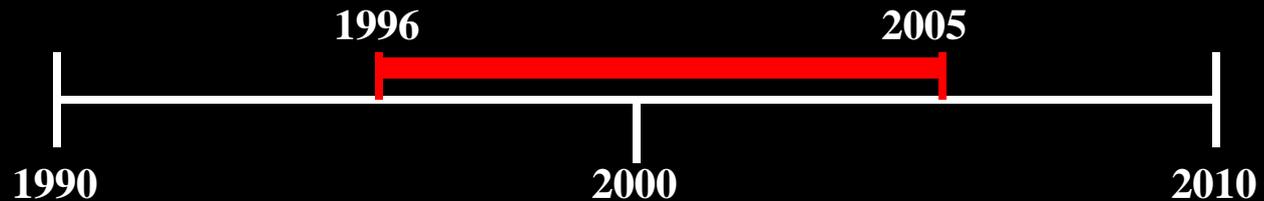


# Demonstration Block: Redevelopment Concept



# Main Street Downtown Project

Idea began in 1996 with “Heart of Norman” merchants’ committee. Group pitched the concept to Norman Chamber of Commerce, who approached the City of Norman with the idea of partnership



## **Project Planning: \$90,000**

Duration: April 1997-Nov 1999

Funding: City of Norman budget (\$65,000), Norman Chamber of Commerce (\$25,000)

## **Design & Engineering: \$500,000 (approx.)**

Duration: May 2001-May 2003

Funding: Downtown Area Sidewalks fund, East Main Signals project, Capital Projects Fund, Water Fund, Federal Aid ODOT, Letters of Credit

## **Downtown/Campus Corner Parking Study: \$60,000**

Duration: 2003

Funding: Capital Budget

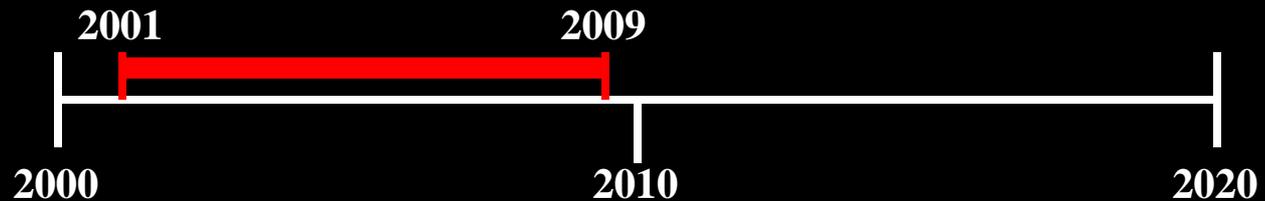
## **Construction: \$3.2 M (approx.)**

Duration: Feb 2003-Sept 2005

Funding: Main St Downtown Enhancement Project budget, Water Wells & Distribution, Capital Fund Downtown Streetscape & Sidewalk, CON budget appropriations

# Campus Corner Revitalization Project

Idea for Campus Corner revitalization began with merchants establishing Revitalization Trust in 1984, continued with parking study in 1997, and the establishment of a Tax Increment Financing District and Revitalization Plan in 2001



**Project Planning, Design & Engineering: \$126,000 (approx.)**

Duration: Oct 2001-June 2007

Funding: CON Budget Appropriations, Campus Corner Sidewalk Modification Project

**Construction: \$1.3 (approx.)**

Duration: May 2008-Aug 2009

Funding: FYE 2001 Drainage Project, Campus Corner TIF, Campus Corner Sidewalk Modification Project, FYE 2009 Concrete Project

**Landscaping: \$33,000 (approx.)**

Duration: Feb 2007-June 2007

Funding: Campus Corner Tree Replacement Project

A photograph of a modern building with a covered walkway and a classic car parked underneath. The building has a white facade with large windows and a balcony. The car is a dark-colored classic sedan. The scene is set in a well-lit, possibly urban environment.

# Porter Corridor Plan: What Do We Propose to Do Tonight?

- **Propose** a vision for the future of Porter Corridor
- **Accept** the Porter Corridor Plan in support of the goals of the Norman 2025 Land Use & Transportation Plan
- **Lay** a foundation for future of Porter Corridor
- **Declare** our intentions to implement the Plan as outlined in Chapter 4 of the Plan:
  - Transportation studies
  - Funding mechanisms
  - Schematic design
  - Regulatory mechanisms needed



# Porter Corridor Plan: What We Are Not Doing Tonight?

- Voting to spend public money
- Voting to purchase land
- Voting to build roundabouts
- Voting to make Porter Avenue a three-lane road
- Adopting design guidelines or standards or rezoning property
- Choosing any funding mechanism to implement plan

Decisions to do any of these steps will require further study, will be discussed in public hearings and will require future votes of the Norman City Council.

# RESOLUTION

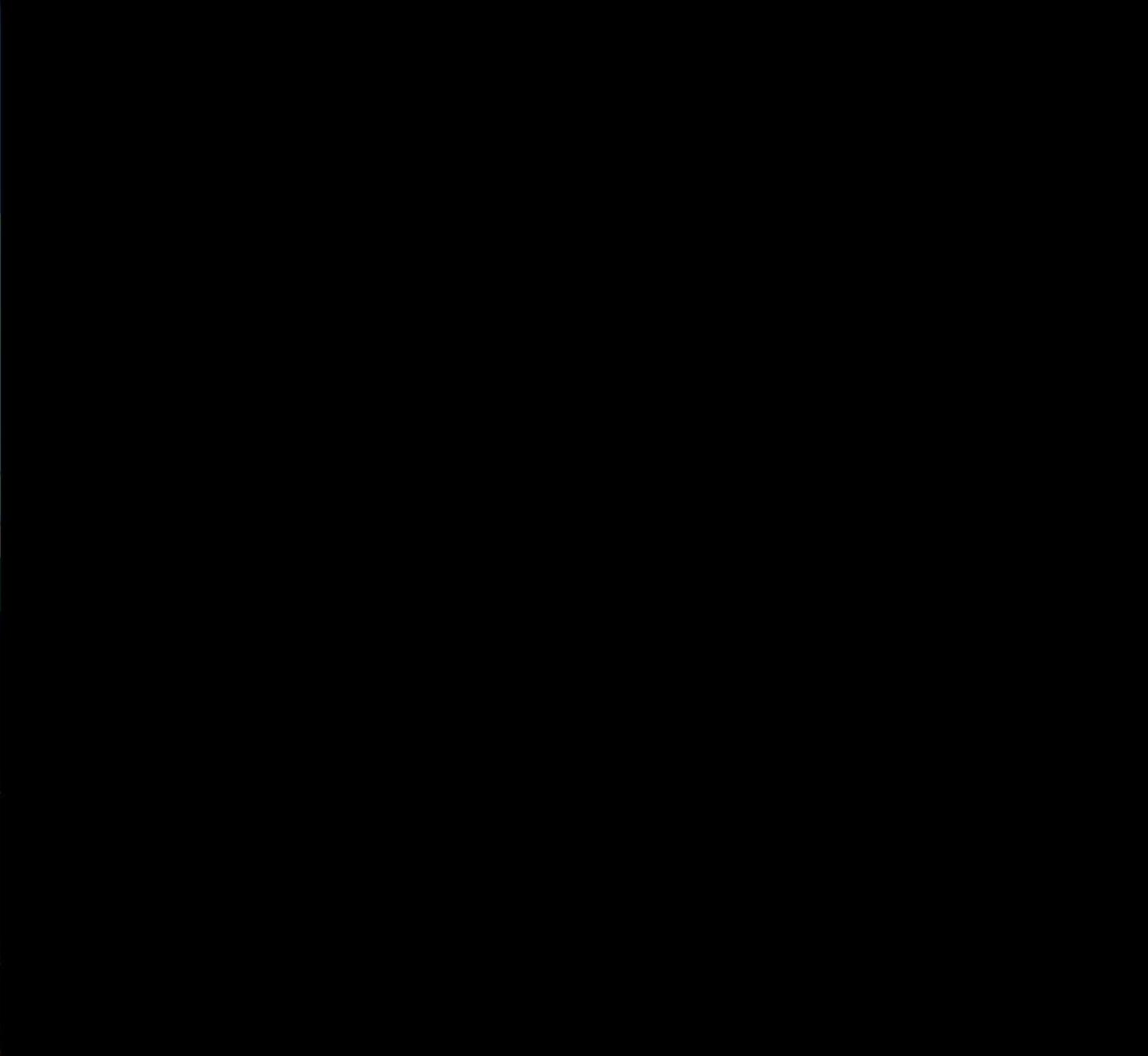
- § 11. That the City Council accepts the overall vision and goals set out in the Porter Avenue Corridor Plan (Plan) as information valuable for its continued work in developing implementation plans and future policies for the Porter Corridor.
- § 12. That the City Council acknowledges that the goals and vision of the Plan further the City's existing land use goals set out in the 2025 Land Use and Transportation Plan, specifically Goal 3 (Housing and Neighborhoods), Goal 4 (Economic Stability and Enhancement) and Goal 7 (Core Area Stabilization and Enhancement).
- § 13. That accepting the Plan comports with the time constraints for development and adoption of an overlay district, financing options, design guidelines and implementation strategies adopted in R-0910-28, which resolution remains unchanged by this action.



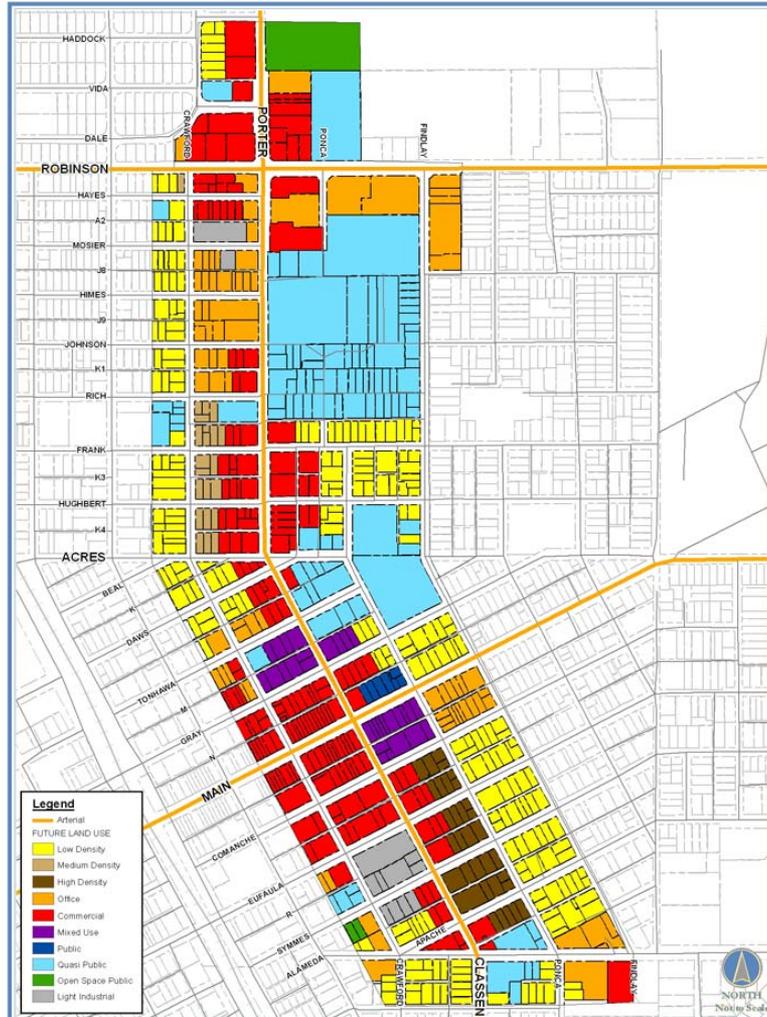
A photograph of a modern building with a glass facade and a classic car parked in front of it. The building has several tall, rectangular sections. The car is a dark color, possibly black or dark blue, and is parked on a street. The sky is clear and blue.

## Porter Corridor Plan: Next Steps....

- Extend a Porter Corridor Stakeholder Committee
- Begin developing new ordinances (e.g. mixed use zoning)
- Begin developing proposal for Design Guidelines
- Begin developing funding recommendations
- Report to City Council in April 2010



# Future Land Use Plan

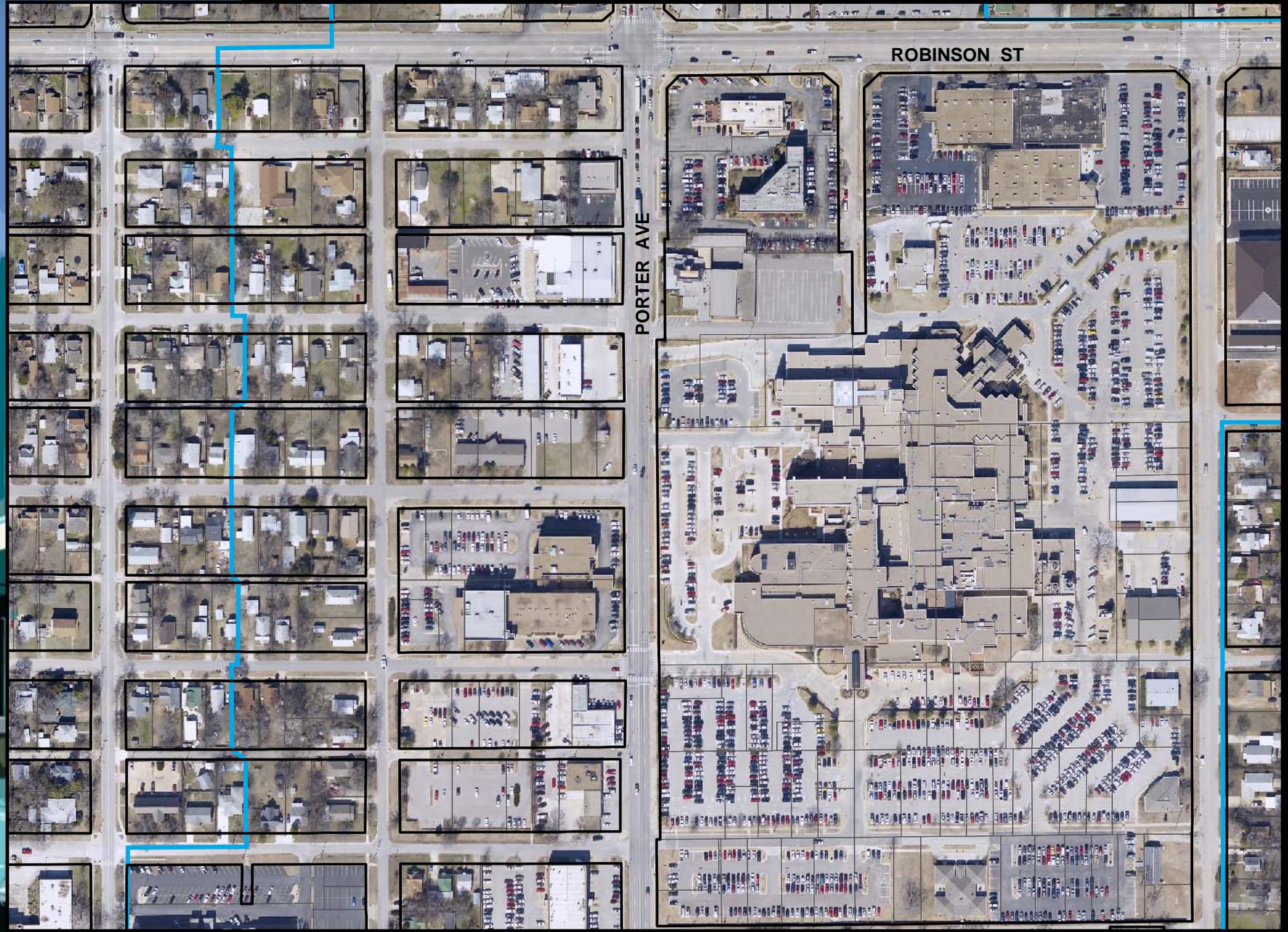


OCHSEN  
HARE & HARE  
PLANNERS CONSULTANTS  
LANDSCAPE ARCHITECTS

PROPOSED FUTURE LAND USE

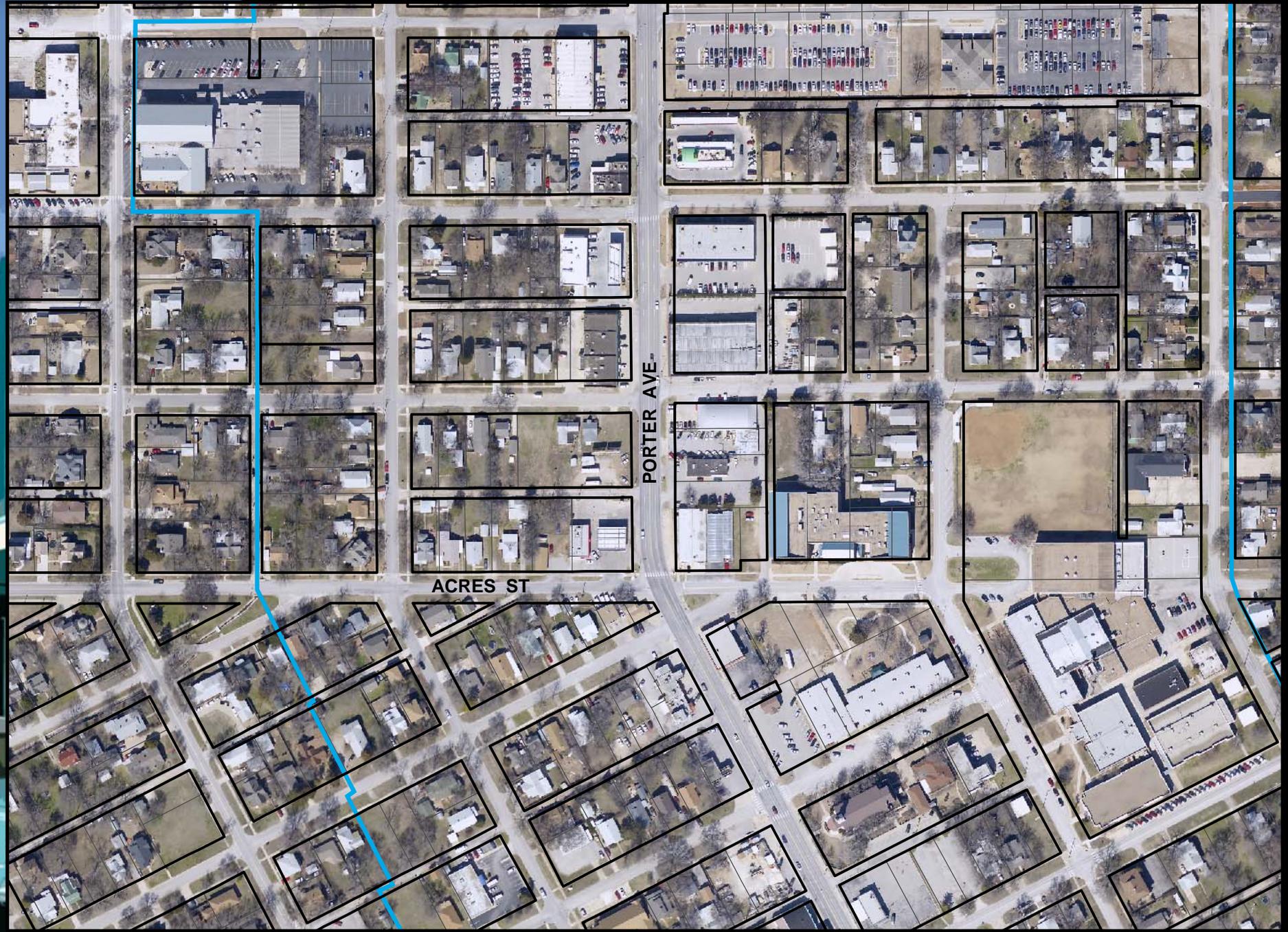
PORTER AVENUE CORRIDOR STUDY





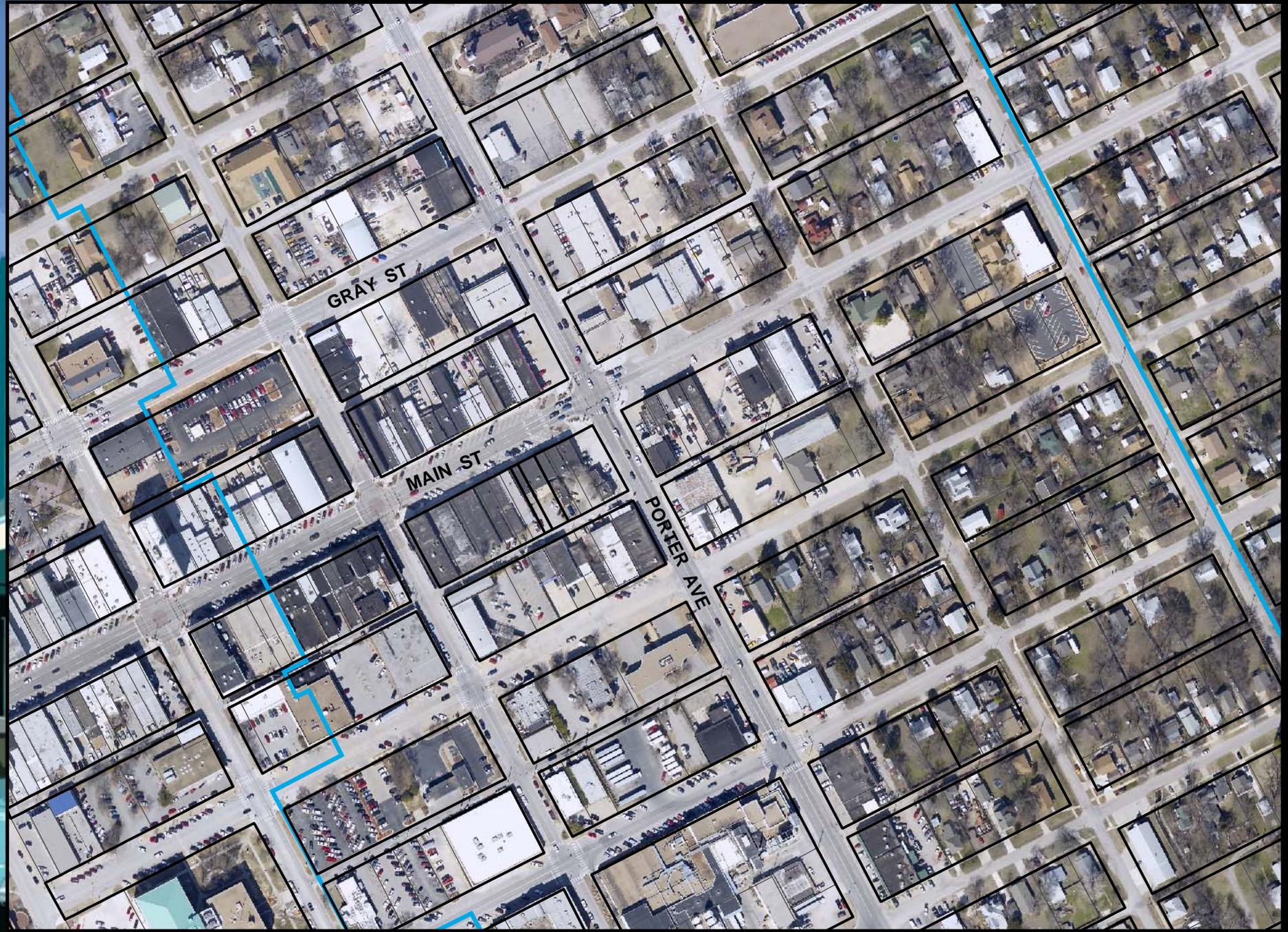
ROBINSON ST

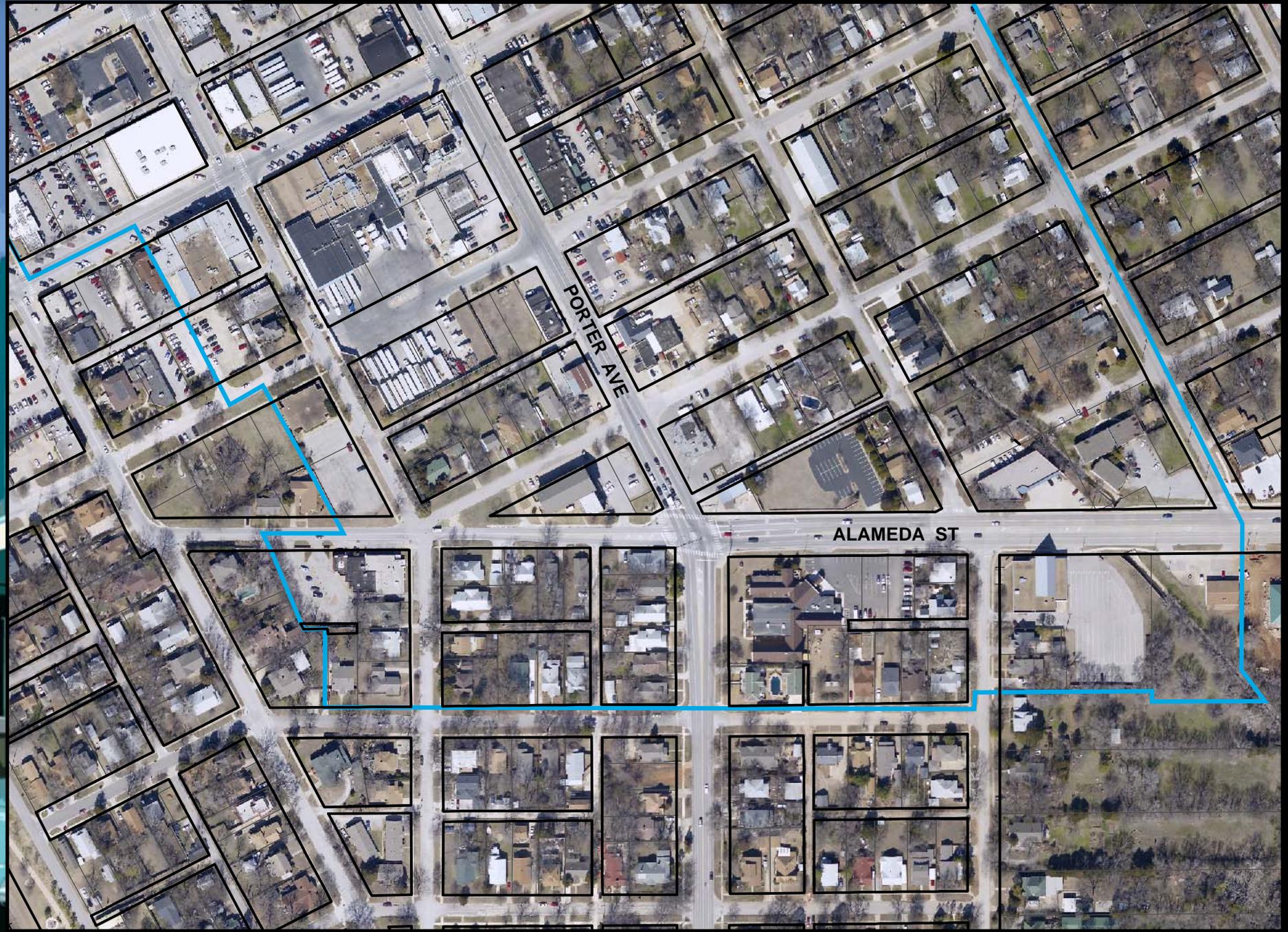
PORTER AVE



ACRES ST

PORTER AVE





PORTER AVE

ALAMEDA ST