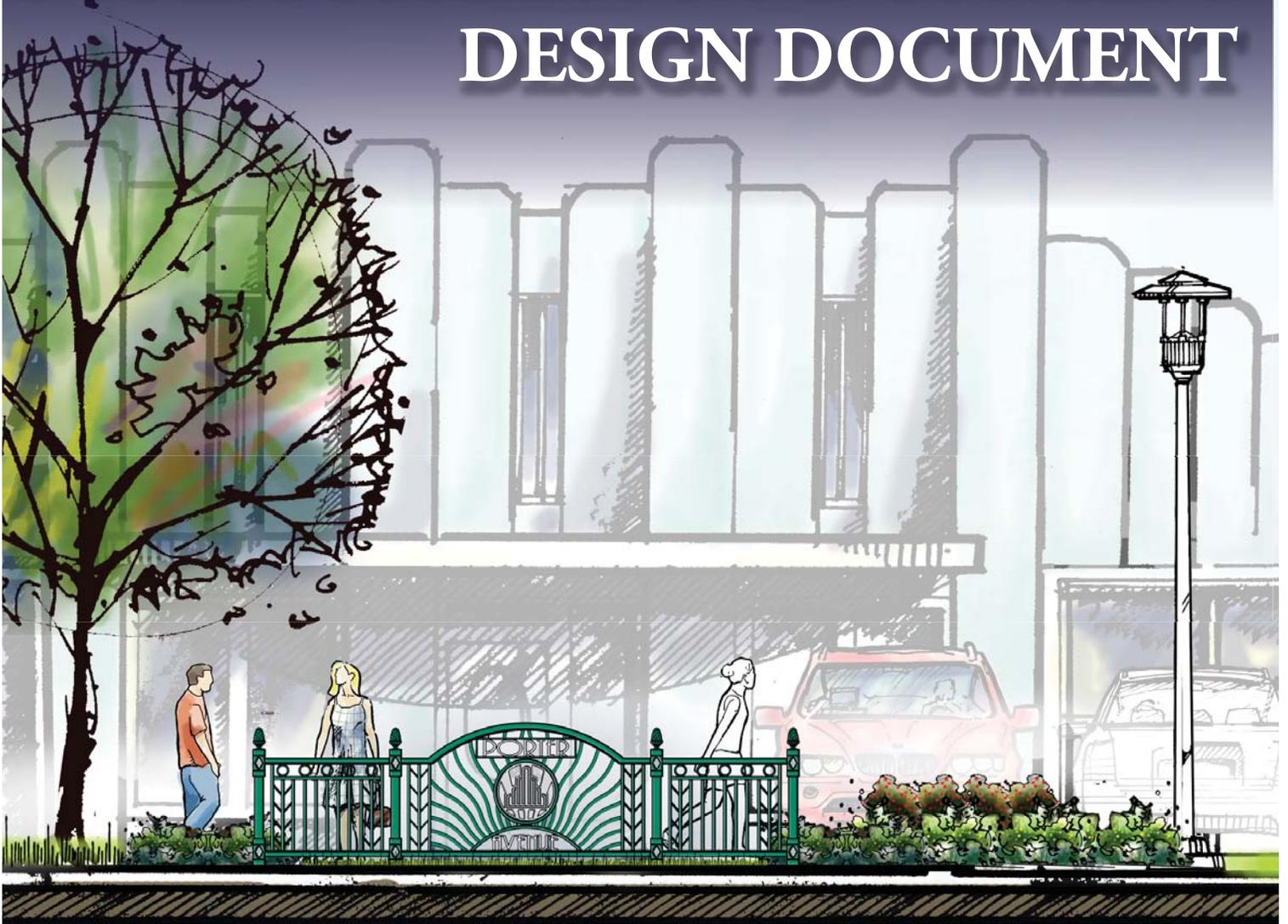


PUBLIC STREETScape CONCEPT DESIGN DOCUMENT



PORTER AVENUE CORRIDOR STUDY PHASE II

FOR:

CITY of NORMAN, OKLAHOMA

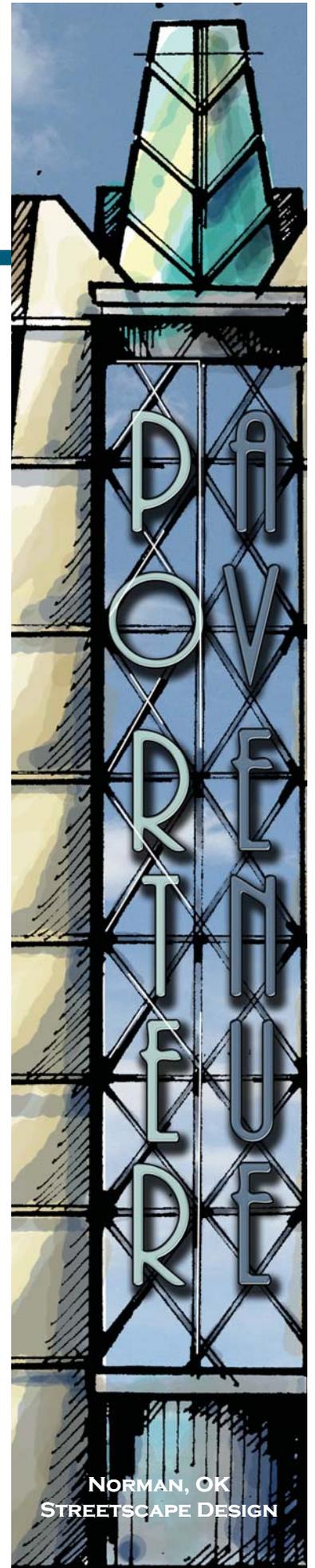


PREPARED BY:
OCHSNER HARE & HARE

JUNE 04, 2010

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INTRODUCTION



NORMAN, OK
STREETSCAPE DESIGN

INTRODUCTION

This document is the summary and presentation document for the Public Streetscape Concept Design for the Porter Avenue Corridor Study (Study). As such, it represents one of the first steps in the 'Next Steps' of the implementation plan as recommended in the Study, dated September 2009.

This document will identify the goals of the Study and how those goals relate to:

- the concept design;
- the design process that was followed;
- access management issues identified along the corridor;
- the streetscape concept design; and
- the next steps for the design.



PROCESS



NORMAN, OK
STREETScape DESIGN

PROCESS

The Porter Avenue Corridor Study created a long range plan for the re-definition and redevelopment of the Porter Avenue Corridor in Norman, Oklahoma. The focus of that study was to create a plan that develops a long-range vision for the corridor, with detailed projects, that may be implemented as next steps. These detailed projects were focused upon accomplishing the identified eight (8) primary goals for the corridor:

1. Minimize land use conflicts between residential neighborhoods and commercial property owners along Porter Avenue.
2. Manage the edge between the residential and commercial property owners through a variety of transitions.
3. Enhance the aesthetics and image of Porter Avenue providing for a sense of place and community.
4. Improve the vehicular and pedestrian mobility of the corridor promoting public safety.
5. Promote development and revitalization of the corridor including the introduction of mixed use development.
6. Promote adaptive reuse of architecturally significant structures.
7. Develop a demonstration block to show the potential economic benefits of the corridor.
8. Establish zoning ordinances and design guidelines for the specific needs of the corridor.

This document is the first of many to address goals # 3 and # 4. These goals focus on improving the aesthetics, mobility and safety of the corridor. Specifically, this study focuses on the streetscape design within the public right-of-way, from back of existing Porter Avenue curb line to the right-of-way lines (property lines). It explores the aesthetic enhancement of the corridor through the use of landscape, hardscape, site furnishings, amenities, and creating a signature look unique to Porter Avenue. Additionally, it provides for much needed and clearly defined safe travel ways for pedestrians, enhanced by crosswalks, crossing signals, and planning for ADA accessibility.

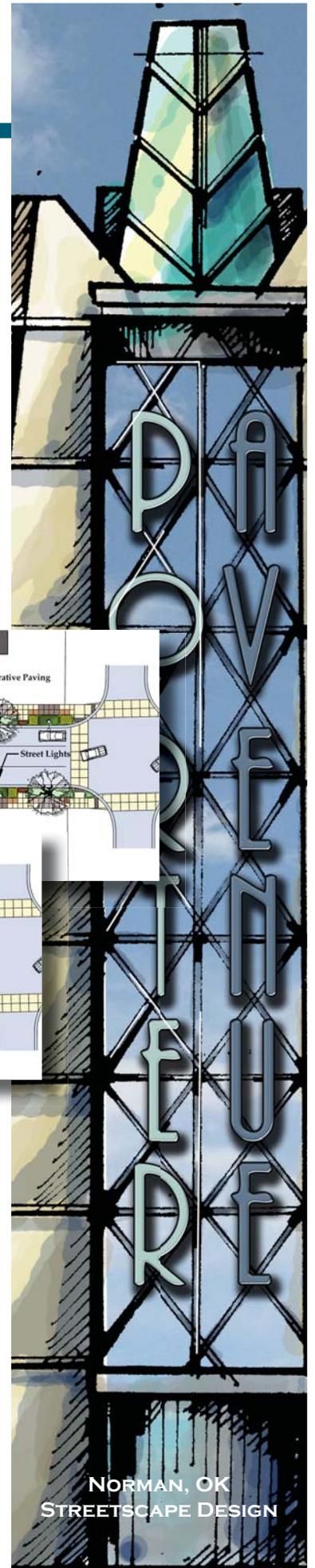
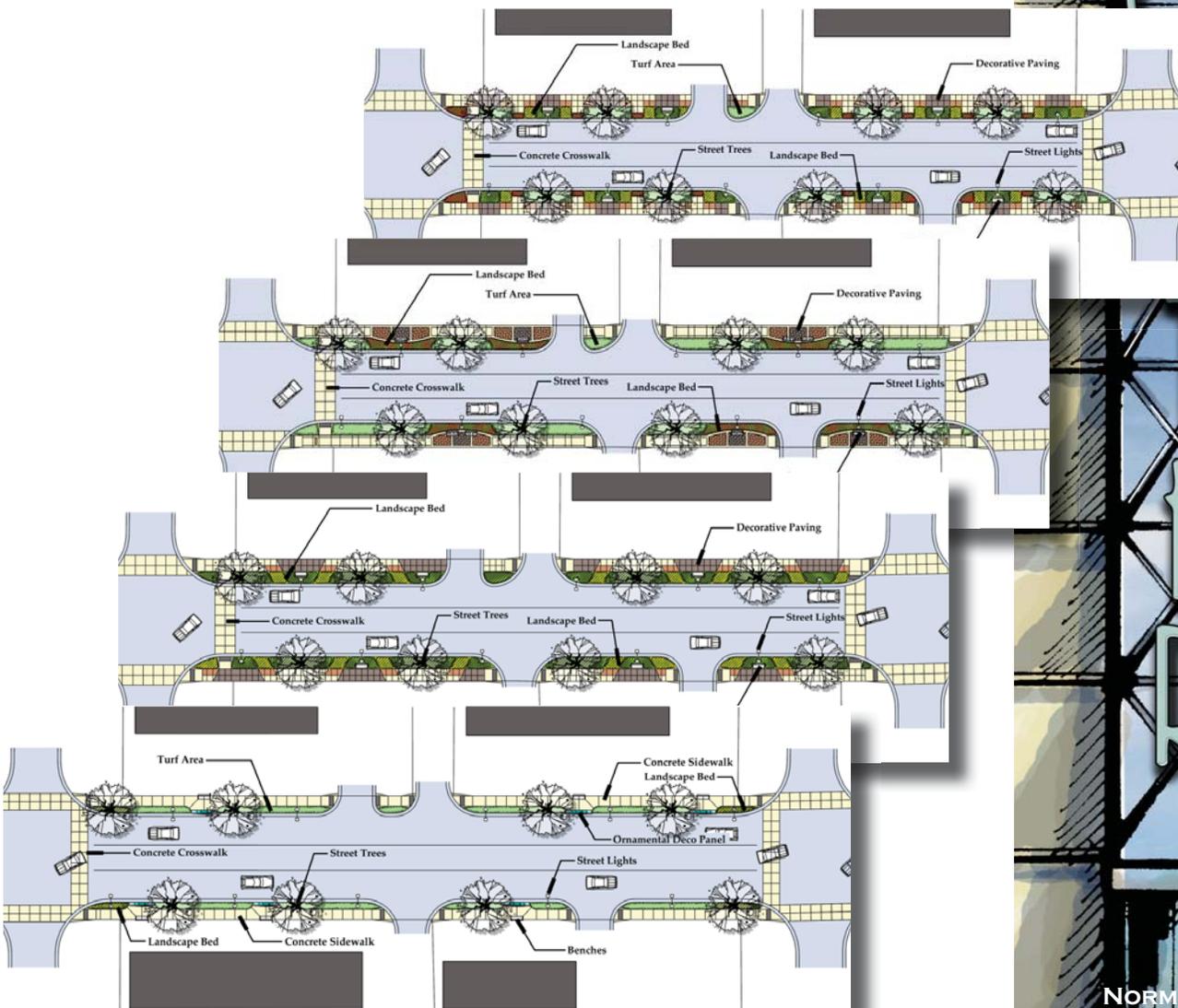


NORMAN, OK
STREETSCAPE DESIGN

PROCESS

The right-of-way for Porter Avenue was recently transferred to the city of Norman, Oklahoma from the Oklahoma Department of Transportation, and so is owned and maintained by the City itself. This study has focused only on that which the City owns and maintains.

Additionally, this study is a schematic level study of possible streetscape alternatives for Porter Avenue. At schematic level, alternative concepts of the streetscape are studied and refined to one concept. The concept is developed far enough to provide the initial basic shapes, sizes, looks, colors, materials, and finishes of design elements, as well as initial associated costs. In some cases, options are provided for design elements for additional interest, opportunity, and cost and budgeting purposes.



NORMAN, OK
STREETSCAPE DESIGN

PROCESS

The process for developing the material in this study was as follows:

- Began the Streetscape Design (based upon Phase I of the Study)
- Discussed ‘What is Streetscape Design?’ and Design of Porter with Steering Committee
- Discussed ‘What is Streetscape Design?’ and Design of Porter with Porter Merchants
- Developed Access Management Issues Diagram and Analysis
Developed Streetscape Design Alternatives
- Discussed with individual property owners future plans for their property
- Reviewed Access Management Diagram and Streetscape Alternatives with Steering Committee
- Revised Alternatives for Streetscape Design based upon Committee and Property Owner comment
- Conducted Public Open House on Design Alternatives
- Received City direction on Preferred Concept based upon Committee Meetings and Public Meetings
- Refined the Concepts to the Preferred Concept, based upon direction from City
- Prepared the final Public Streetscape Concept Design Document

The Streetscape Design Document was presented to the City and the City Council on April 27, 2010.

This document represents the first step in designing the streetscape. Additional phases of design, and ultimately construction, will need to be undertaken when it is deemed to be appropriate by the City of Norman. It is clear the question of how the transportation issues on Porter Avenue will be addressed is the next piece of the puzzle in realizing the eight (8) goals of the Study. Following the transportation phase, the next phase of the streetscape design will move forward when the design direction for this major infrastructure issue is decided.



ACCESS MANAGEMENT



NORMAN, OK
STREETSCAPE DESIGN

ACCESS MANAGEMENT

In order to prepare a streetscape design for the Porter Avenue corridor, potential conflicts, roadway issues, and accessibility issues needed to be investigated and understood.

A preliminary review of access management issues was conducted, and documented for the corridor. Twelve critical issues were identified that have impacts on access, safety, and transportation operations. Those twelve were:

1. No curb or curb control on Porter Ave frontage
2. No curb or curb control on East/West street
3. No curb or curb control on Alley
4. Driveway too wide
5. Too many driveway cuts
6. Driveway too close to signalized intersection
7. Parking backing on to Porter Ave – 90 degree parking
8. Parking backing on to Porter Ave – angled parking
9. Parking backing on to East/West street
10. Parking backing on to Alley
11. Curb radius too small at intersection or driveway
12. Driveway too close to adjacent driveway

Issues #1, #7 and #8 were identified as critical issues to the safety of the corridor.

Properties were then evaluated based upon whether the property had any of these identified issues.



ACCESS MANAGEMENT

Properties were then ranked and color coded by the number of issues present on the property, and whether it had any of the three (3) identified critical issues. The coding system resulted in a ranking of Access Condition, on a property by property basis, for the entire study area. The coding system, an explanation of the rankings, and the impacts on streetscape design are as follows:

ACCESS CONDITION

- **GREEN** – No significant access issues exist currently. None, 1 or 2 (depending on the combination of issues) access issues were identified on the property. None were critical issues. Properties rated as green require little to no change in access, site planning, and curb relocation or creation. Streetscape work in the R.O.W. can proceed with minimal impact to the property.



- **YELLOW** – A few significant access issues exist. Two or more access issues exist, but no critical issues exist. Properties rated as yellow require some change in access, site planning, and/or curb relocation or creation. Streetscape work in the R.O.W. can proceed with coordination from the property owner on potential impacts and changes to on-site circulation, parking, and site planning.



ACCESS MANAGEMENT

- RED – Numerous significant or any critical issues exist. Numerous issues, adding up to major issues with safety, access and operations, or the existence of one or more critical issues. Properties rated as red require significant change in access, site planning, and curb relocation or creation. Streetscape work in the R.O.W. can proceed with coordination on potential impacts to on-site circulation, parking, and site planning.



Green properties, as indicated on the Access Management Issues plan (following), are the lowest priority properties from a needs standpoint. These properties function well, represent the lowest negative impacts to the transportation system, and have managed access. Streetscapes adjacent to green properties are attractive from a phasing and funding standpoint, as they represent the easiest and most cost effective areas to build enhancements.

Yellow properties, as indicated on the Access Management Issues plan (following), are the medium priority properties from a needs standpoint. These properties vary in functionality, based upon the issues present. They also represent some significant impacts to the transportation



NORMAN, OK
STREETSCAPE DESIGN

ACCESS MANAGEMENT

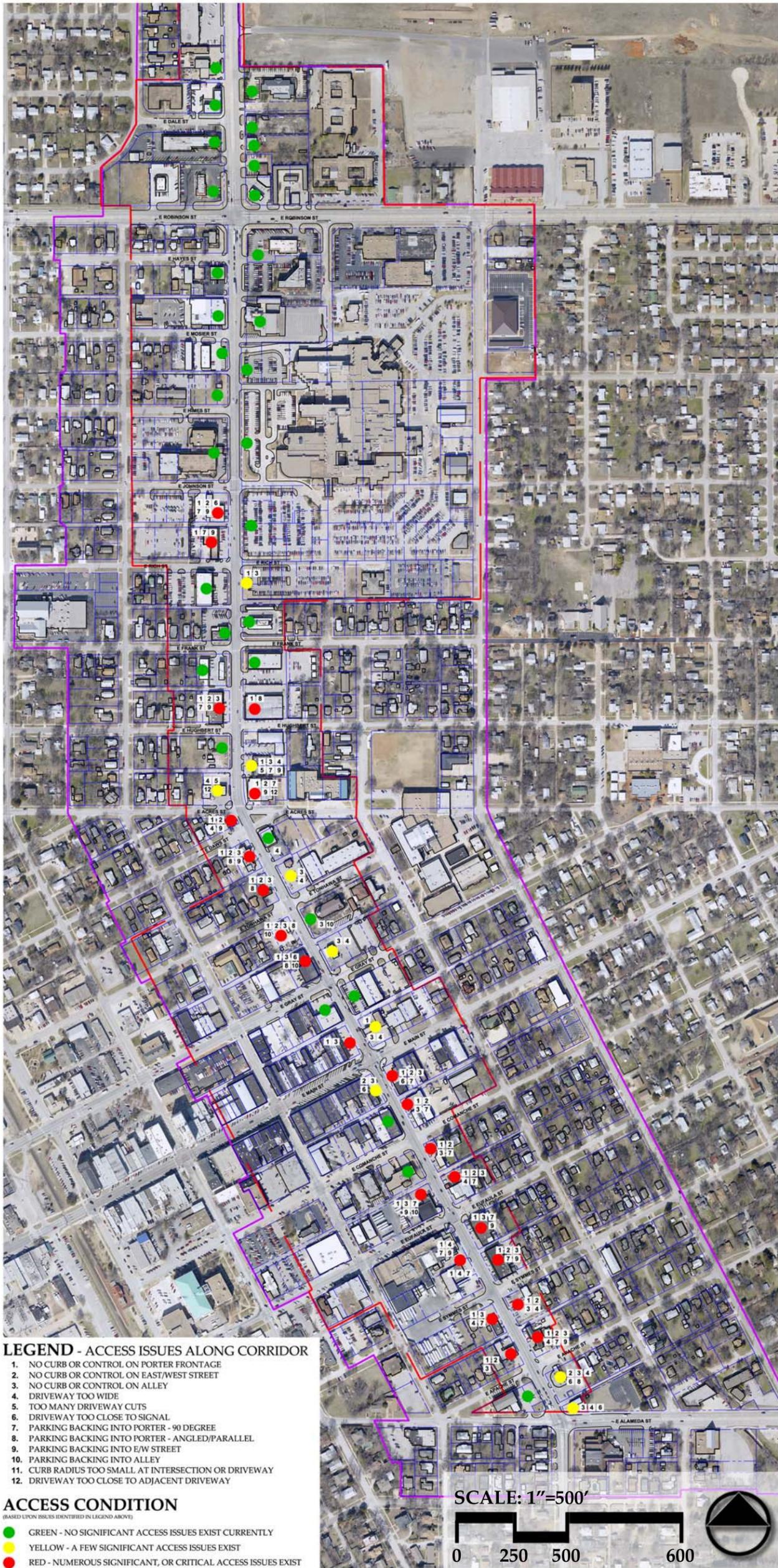
system, and varying degrees of managed access. They should be studied further, and fully coordinated with the Porter Avenue transportation future plans (lane configurations, etc). Streetscapes adjacent to yellow properties can be attractive from a phasing and funding standpoint if the issues present can be coordinated and resolved with the property owner, in a reasonable amount of time and cost impact.

Red properties, as indicated on the Access Management Issues plan (following), are the highest priority properties that need to be studied further, and fully coordinated with the Porter Avenue future transportation plans (lane configurations, etc). They represent the most significant amount of changes that would be anticipated to occur. And not surprisingly, represent the highest requirement for the investment of resources to address the indicated issues.

Generally, the most significant concentration of green properties is located north of Acres Street. The highest concentration of red properties is found south of Acres Street, centered mostly from Alameda, north to Main Street. Yellow properties are dispersed throughout the corridor. This initial analysis of access issues helped to highlight the significant challenges that will be faced in making aesthetic streetscape changes to Porter Avenue. The Streetscape Concept Design incorporates this analysis as one of the foundations for design.

It should be understood that this Access Management Issues plan is a preliminary review to understand the breadth of the issues. Once a direction is decided by the City of Norman on the future transportation plans, an engineered access management plan will need to be conducted, and property owners will need to be engaged on access issues, safety, and potential impacts of changes to Porter Avenue.





ACCESS MANAGEMENT ISSUES

PORTER AVENUE STREETSCAPE

NORMAN, OKLAHOMA 06.04.10



STREETSCAPE CONCEPT DESIGN



NORMAN, OK
STREETSCAPE DESIGN

STREETSCAPE CONCEPT DESIGN

DESIGN

The design of the streetscape is reflective of the steps taken as described previously in the Process section of this study. In brief, this process involves three important steps:

1. Initial design concepts
2. Committee and Public review
3. Concept refinement

STEP ONE

In the first step, initial design concepts were generated based upon the base information gleaned from the Phase I Corridor Study, site opportunities and constraints, access issues analysis, and design elements. Multiple concepts were explored, with all being double checked against the base information.

The goals of the Phase I Study were used as a measuring stick by which the designs were compared. All concepts generated needed to address Goal #3, Improve the Aesthetics, and Goal #4, Improve the Mobility and Safety.

Site opportunities are the existing conditions that assist in accomplishing the goals of the project. Along Porter, the consistency of right-of-way width, the lack of overhead utilities paralleling the corridor, the lack of large, out-of-date, and distracting business signage, lack of significant obstructions in the right-of-way, some intersection signalization, and a favorable climate for growing plant material are all opportunities that are utilized in the design of the streetscape.

Site constraints are the existing conditions that create challenges and sometimes obstacles to be overcome or minimized to accomplish the goals of the project. Along Porter, the access issues, short block length, volume of traffic, number of signalized intersections, lack of pedestrian controlled signals, lack of continuous, protected sidewalks, lack of pedestrian amenities, lack of pedestrian lighting, current lane configurations, alleys, age of existing infrastructure, outdated site plans on some adjacent properties, small lot sizes, multiple, small size property ownerships, the interface of adjacent neighborhoods, and overall age of the corridor all represent constraints that need to be addressed or at a minimum, recognized as an influence, in the design of the streetscape.



STREETSCAPE CONCEPT DESIGN

The access issue analysis is summarized in the previous section, Access Management. Those issues greatly impact the final streetscape design. The relationship of property driveways, parking, visibility and pedestrian access are critical issues in establishing a successful streetscape that is well integrated and complimentary to the needs of the adjacent properties and businesses, as well as address the aesthetic needs of the corridor.

This important integration highlights a critical component of this study and the streetscape, flexibility. Flexibility will enable the coordination necessary to address the access issues on a case by case basis, while still providing a cohesive streetscape along the length of the Porter Avenue Corridor.

Design elements are the components that make up the streetscape. The elements include site furnishings, landscape materials, paving, and any other physical elements of the plan, including geometry, pattern, and layout of materials.

Site furnishings are the site features that add the human scale elements to a streetscape. They include benches, litter receptacles, bike racks, lighting, art, planters, pots, monumentation, signs, banners, wayfinding, walls, and other special amenities.

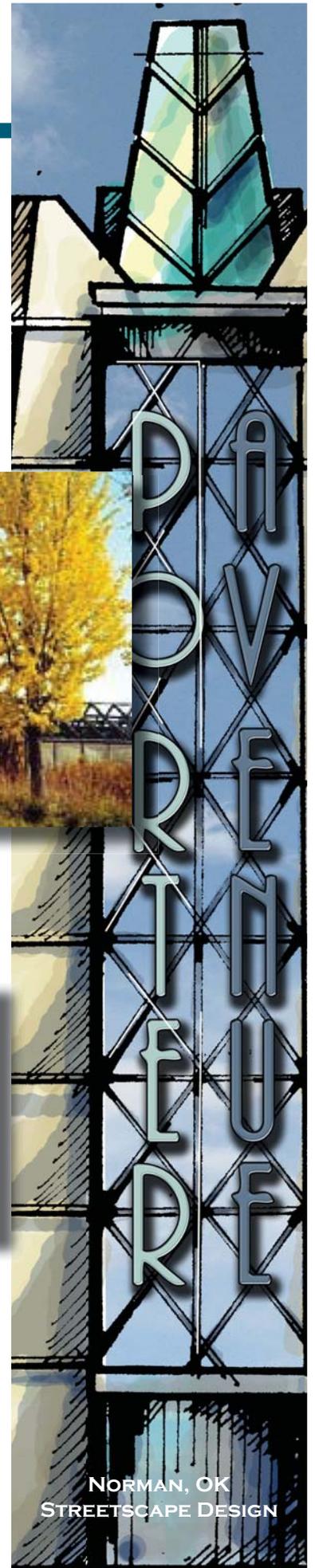


STREETSCAPE CONCEPT DESIGN

Landscape materials include all plantings of trees, shrubs, grasses, annual flowers, perennials, and turf. Irrigation systems for watering the material would also be addressed.



Paving include types of horizontal surfacing types, colors, finishes, and patterns.



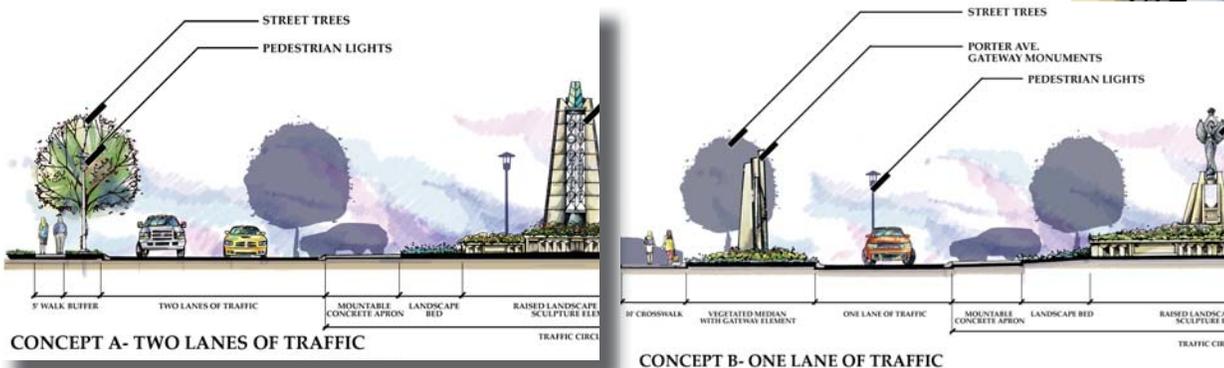
STREETSCAPE CONCEPT DESIGN

Geometry, pattern, and layout are at the heart of the design of the streetscape. It includes the patterns of materials used, the repetition and rhythm, and the overall legibility of the streetscape, both from the vehicle and as a pedestrian.

By understanding the goals, the existing opportunities and constraints, the access issues, along with creating a palette of streetscape design elements, multiple concepts can be generated. Multiple concepts were generated using these parameters. Additionally, preliminary opinions of probable cost were developed for the concepts as well.

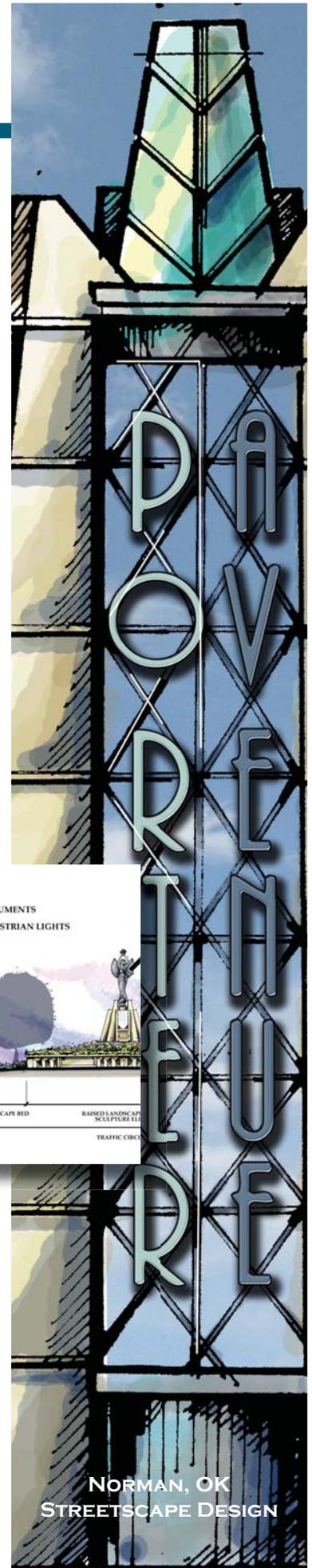
STEP TWO

The second step taken was to present to the City staff and the Porter Avenue Stakeholder Committee the concepts that best met the requirements for review and comment. The concepts included multiple layouts, sections, options for site furnishings, landscape materials, paving materials, and options for utilizing differing lane configurations on Porter Avenue, based upon initial recommendations from the Phase I Study. These concepts were presented to the business owners along Porter Avenue and the general public in a public forum where feedback and comment was solicited.



The owners of individual properties that received a 'RED' rating were interviewed privately by the design team. These meetings were used to solicit input on how a new streetscape adjacent to their Porter Avenue property frontage would affect them and possible solutions they would like to see developed as a result of the project.

City staff and the Porter Avenue Stakeholder Committee chose a preferred concept from the presented options. The City staff then collected the comments from staff, the Porter Avenue Stakeholder Committee, and the public meetings, and presented a list of review comments to be incorporated into the final concept design.



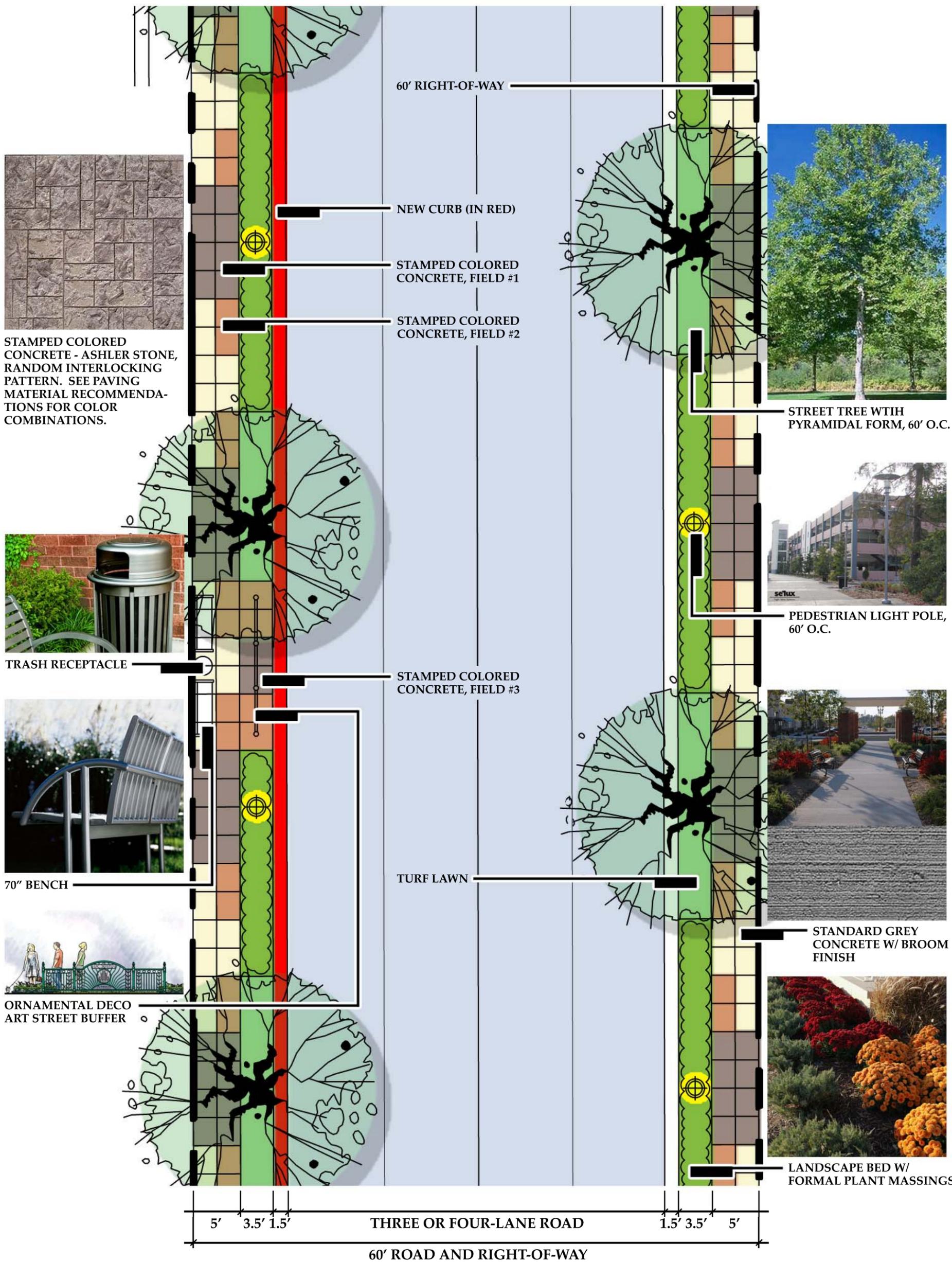
STREETSCAPE CONCEPT DESIGN

STEP THREE

The design team then incorporated the comments into the preferred concept and developed the Final Streetscape Concept Design. This design is shown in detail on the following pages. It includes the following:

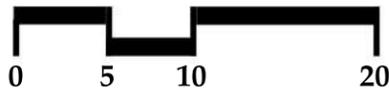
- Streetscape Enhancements Detail – This exhibit indicates all of the elements of the final streetscape concept, the relationship to the adjacent property lines and street, the basic dimensions and the legend for the block-by-block streetscape design area plans.
- Intersection Enhancements Detail – This exhibit indicates the elements proposed at intersections as indicated on the block-by-block streetscape design area plans.
- Typical Streetscape Elevation – A typical one block elevation of the streetscape design.
- Typical Four-Lane Roadway Section (North of Acres Street) – Section of the streetscape, north of Acres Street.
- Typical Three-Lane Section (South of Acres Street to Alameda Street) – Section of the streetscape, south of Acres Street, to Alameda Street.
- Site Furnishing Recommendations – Descriptions of proposed site furnishings with type, manufacturer, model, dimensions, description, MSRP in 2010 dollars per unit, and suggested product contact info.
- Landscape Material Recommendations – Descriptions of proposed landscape material with names, mature height and spread, shape, foliage, flower, and other characteristics.
- Paving Material Recommendations – Descriptions for proposed paving materials with type, suggested manufacturer, finish and pattern, and color.
- Proposed Roundabout Sections – Sections of the proposed roundabouts at Acres and Alameda streets, indicating design elements and locations, and roundabout central iconic features.
- Proposed Gateway Monument – A proposed monument for use at the proposed Alameda Roundabout in the roundabout approach islands.
- Deco Art Street Buffer (Options A, B, C) – Blow-ups of the options for the street buffers as indicated in the plan, elevations, and site furnishings recommendations.





STREETSCAPE ENHANCEMENTS DETAIL

SCALE: 1"=10'

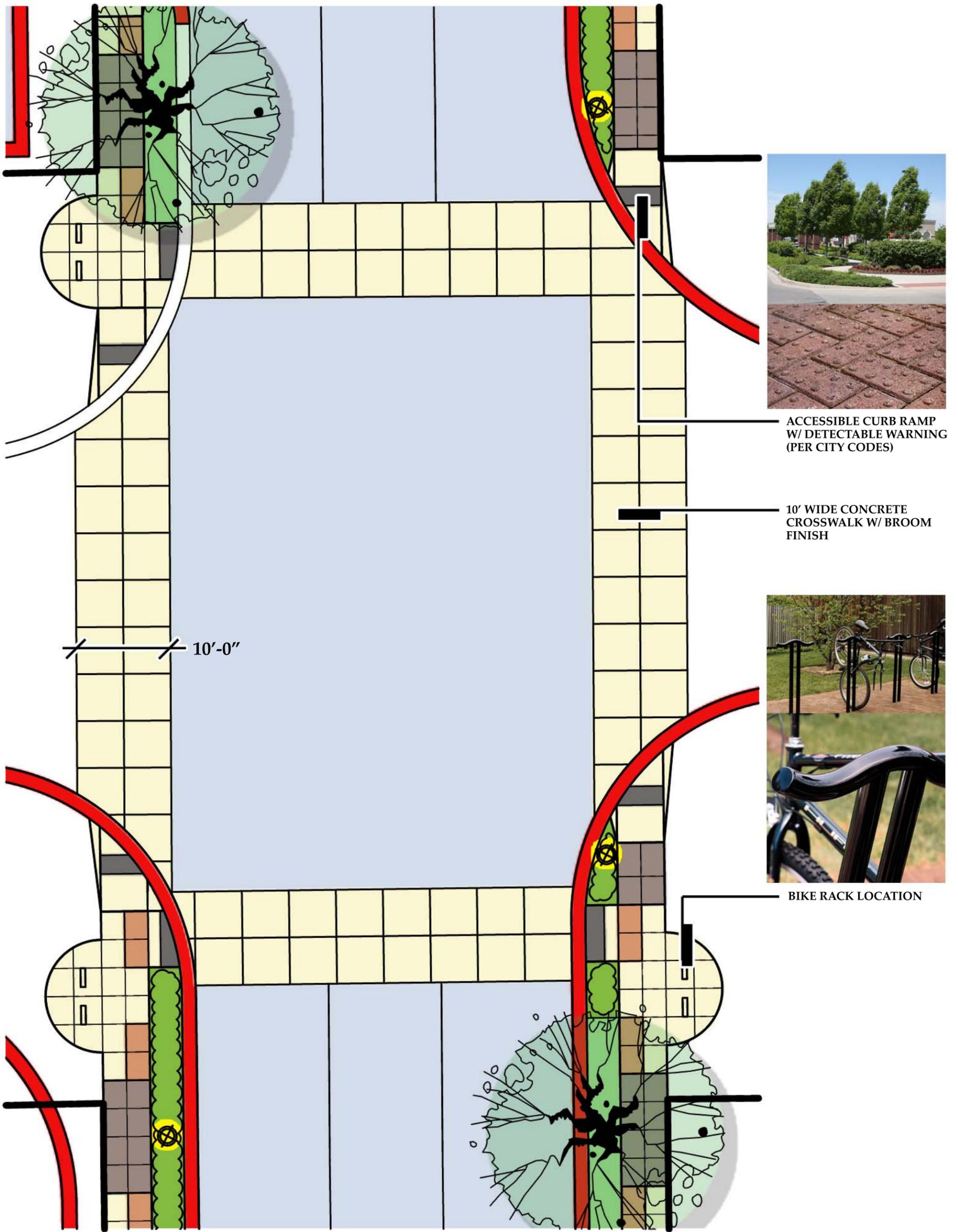


PORTER AVENUE STREETSCAPE

NORMAN, OKLAHOMA 06.04.10



OCHSNER
HARE & HARE
PLANNING CONSULTANTS
LANDSCAPE ARCHITECTS



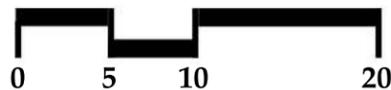
ACCESSIBLE CURB RAMP
W/ DETECTABLE WARNING
(PER CITY CODES)



BIKE RACK LOCATION

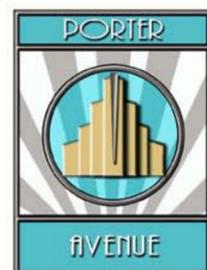
INTERSECTION ENHANCEMENTS DETAIL

SCALE: 1"=10'

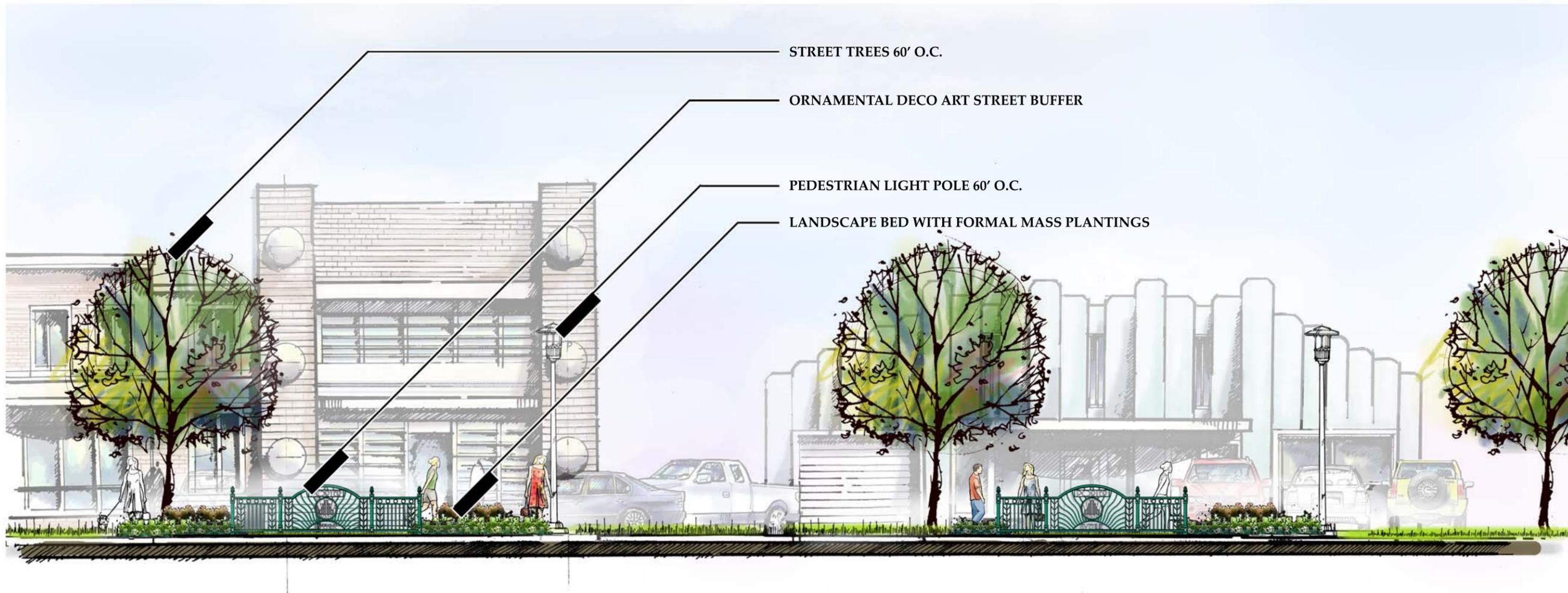
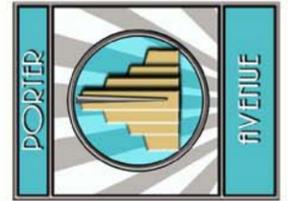


PORTER AVENUE STREETSCAPE

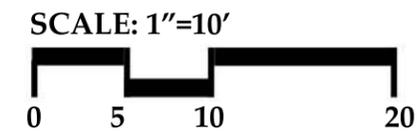
NORMAN, OKLAHOMA 06.04.10



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HARE & HARE
PLANNING CONSULTANTS
LANDSCAPE ARCHITECTS

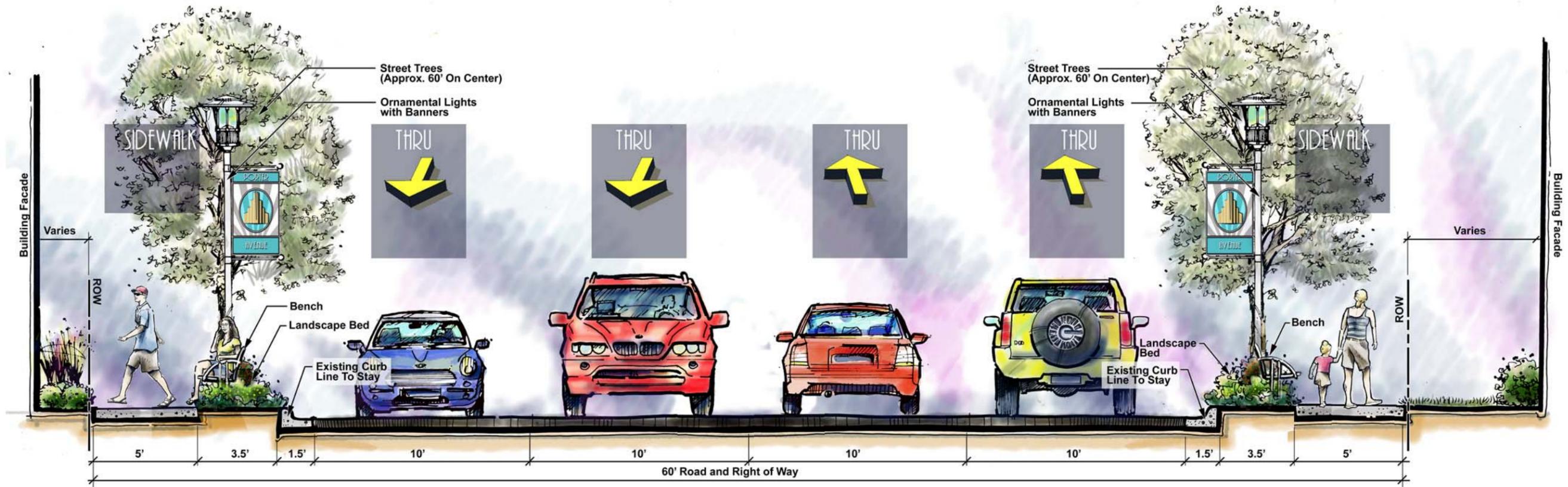
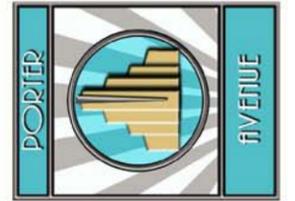


TYPICAL STREETSCAPE ELEVATION



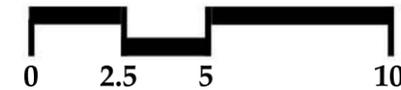
PORTER AVENUE STREETSCAPE

NORMAN, OKLAHOMA 06.04.10



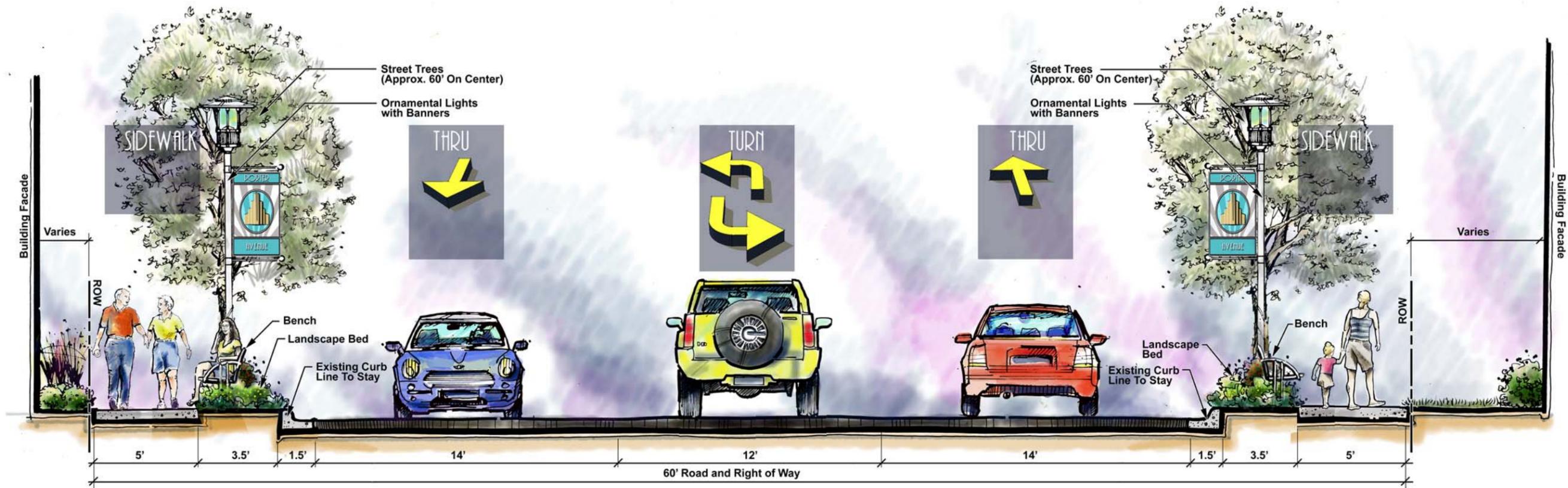
TYPICAL FOUR-LANE SECTION (NORTH OF ACRES STREET)

SCALE: 1"=5'



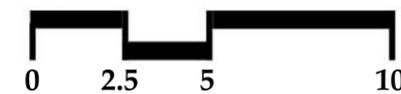
PORTER AVENUE STREETSCAPE

NORMAN, OKLAHOMA 06.04.10



**TYPICAL THREE-LANE SECTION WITH ON-STREET BIKE ACCOMODATION / MULTIMODAL
(FROM ACRES STREET TO ALAMEDA STREET)**

SCALE: 1"=5'



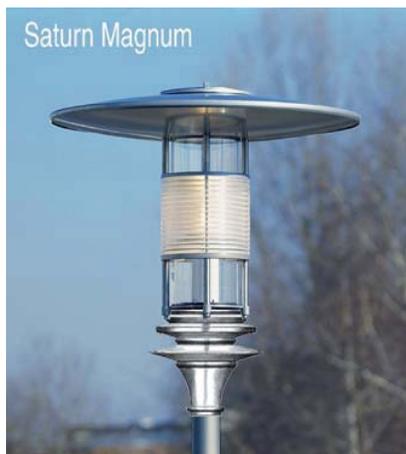
PORTER AVENUE STREETSCAPE

NORMAN, OKLAHOMA 06.04.10

SITE FURNISHING RECOMMENDATIONS

All site furnishings have been carefully selected to complement and highlight the art deco theming of the corridor. Benches will be customized to incorporate the Porter Avenue logo and light pole bases will imitate art deco architecture. The highlight of the collection is the custom art deco street buffer that will populate the enhanced corridor. This ornamental screen serves to create a buffer between vehicular and pedestrian activity. Pedestrian users who choose to sit down and relax can do so without feeling unsafe or overwhelmed by the close proximity of vehicular traffic. Also of note are the pedestrian light poles that line both sides of the corridor. The light poles, in combination with the street trees (both spaced at 60' o.c.), help to establish a visual vertical pattern that defines all great streetscapes.

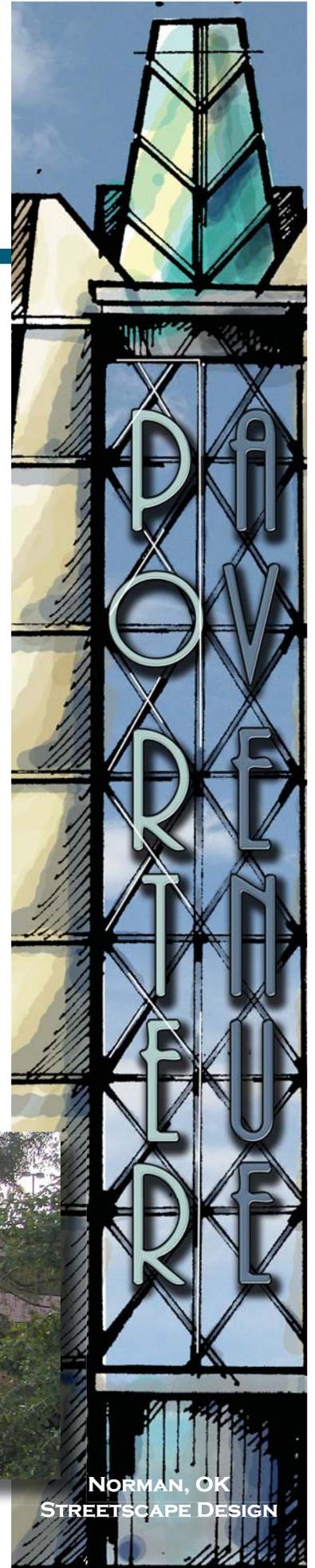
- Type: Light Pole – Option A
Manufacturer: se'lux
Model: Saturn Magnum Metal Halide (w/ custom pole fitter). S35 round straight steel pole with 18"x 36" banner arm (top and bottom) and custom precast pole base.
Dimensions: 29 5/8" Ht., 35 5/8" dia. luminaire. 16' ht., 3 1/2" dia. pole.
Description: Pedestrian-level post mount light pole w/ metal halide fixture, single banner arm, custom precast pole base, & custom fitter. Silver powdercoat finish.
2010 Unit \$: \$6,500.00
Contact Info: Kate Wimer
Mercer-Zimmerman, Inc.
913.438.4546
kwimer@mzltg.com



Saturn Magnum



Saturn Magnum



NORMAN, OK
STREETSCAPE DESIGN

SITE FURNISHING RECOMMENDATIONS

Type: Light Pole – Option B
Manufacturer: se'lux
Model: Saturn LED (w/ custom pole fitter). S35 round straight steel pole with 18"x 36" banner arm (top and bottom) and custom precast pole base.
Dimensions: 16' Ht., 3 1/2" dia. pole.
Description: Pedestrian-level post mount light pole w/ LED fixture, single banner arm, custom precast pole base, & custom fitter. Silver powdercoat finish.
2010 Unit \$: N/A
Contact Info: Kate Wimer
Mercer-Zimmerman, Inc.
913.438.4546
kwimer@mzltg.com



NORMAN, OK
STREETSCAPE DESIGN

SITE FURNISHING RECOMMENDATIONS

Type: Bench – Option A
Manufacturer: Landscape Forms
Model: 3-Seat Chase Park Bench
(Custom Back Design)
Dimensions: 27" x 36" x 74"
Description: Custom laser cut back design, incorporating the art deco theming of the project. Silver powdercoat finish. Surface Mounted.
2010 Unit \$: \$2,750.00
Contact Info: Stacy Ernst
Site Source, LLC.
816.444.4376
Stacye@landscapeforms.com



Type: Bench – Option B
Manufacturer: Maglin Site Furnishings, Inc.
Model: MLB453M Bench (Custom Back Design)
Dimensions: 24.75" x 35" x 70"
Description: Custom laser cut back design, incorporating the art deco theming of the project. Silver powdercoat finish. Surface Mounted.
2010 Unit \$: \$1800.00
Contact Info: Jill Roberts
Maglin Site Furnishings, Inc.
800.716.5506
jroberts@maglin.com



NORMAN, OK
STREETSCAPE DESIGN

SITE FURNISHING RECOMMENDATIONS

Type: Trash Receptacle
Manufacturer: Landscape Forms
Model: Scarborough Litter Receptacle (Side Opening)
Dimensions: 25" x 40"
Description: Silver powdercoat finish. Surface mounted.
2010 Unit \$: \$1,100.00
Contact Info Stacy Ernst
Site Source, LLC.
816.444.4376
Stacye@landscapeforms.com



NORMAN, OK
STREETSCAPE DESIGN

SITE FURNISHING RECOMMENDATIONS

Type: Bike Rack – Option A
Manufacturer: Landscape Forms
Model: Pi
Dimensions: 5" x 21.5" x 43"
Description: Silver powdercoat finish.
Surface mounted.
2010 Unit \$: \$265.00
Contact Info Stacy Ernst
Site Source, LLC.
816.444.4376
Stacye@landscapeforms.com



Type: Bike Rack – Option B
Manufacturer: Landscape Forms
Model: Ring
Dimensions: 1.5" x 25" x 27"
Description: Stainless steel finish.
2010 Unit \$: \$200.00
Contact Info Stacy Ernst
Site Source, LLC.
816.444.4376
Stacye@landscapeforms.com



SITE FURNISHING RECOMMENDATIONS

Type: Art Deco Street Buffers – Option A
Manufacturer: Robinson Iron
Model: Custom Product
Dimensions: 15' Length & 48" Height
Description: Custom street buffer constructed of ornamental iron, stainless steel laser-cut panel and lettering, and iron post top castings.
2010 Unit \$: \$6,000.00
Contact Info: Luke Robinson
Robinson Iron
800.824.2157
luke@robinsoniron.com



NORMAN, OK
STREETSCAPE DESIGN

SITE FURNISHING RECOMMENDATIONS

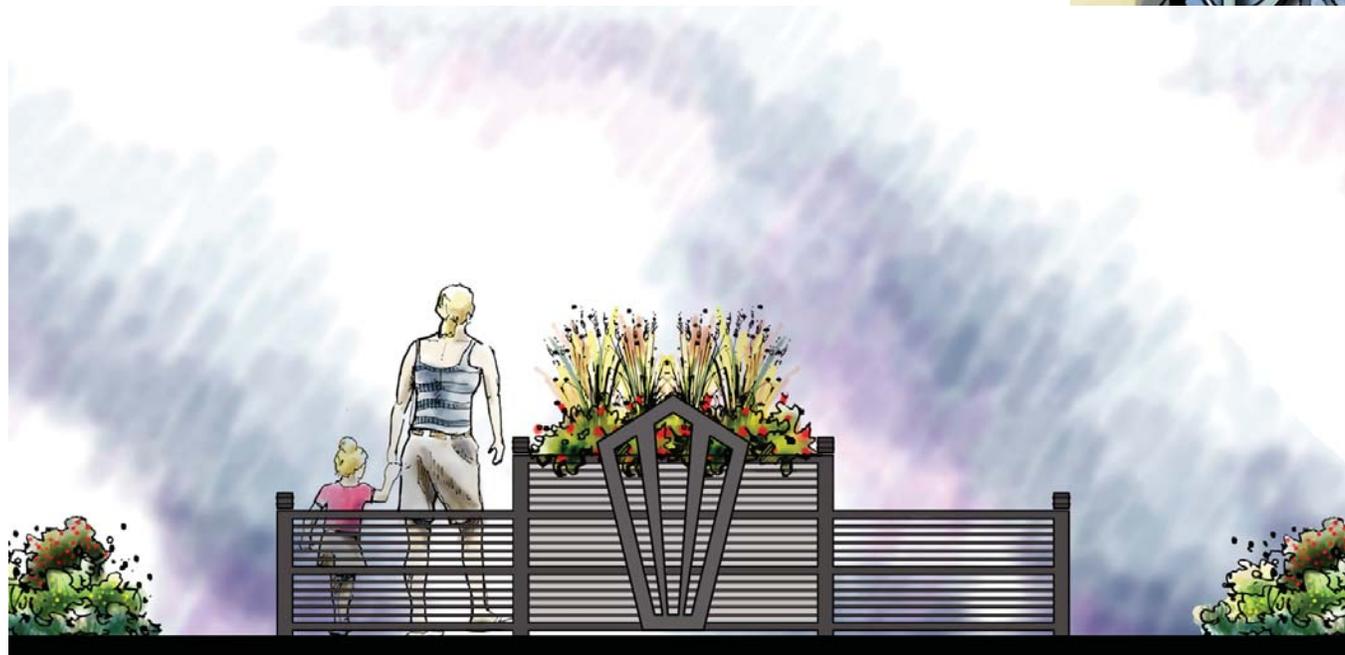
Type: Art Deco Street Buffer - Option C
Manufacturer: Landscape Forms or Maglin Site Furnishings, Inc.
Model: Custom Product
Dimensions: 13' Length & 48" Height, 31" x 58" x 3" Bed Liner
Description: Custom street buffer constructed of high strength steel tubing, a laser-cut steel panel, horizontal steel ribbing, ornamental steel castings, and a galvanized steel bed liner.

2010 Unit \$: \$6,000.00

Contact Info Stacy Ernst
Site Source, LLC.
816.444.4376
Stacye@landscapeforms.com

or

Jill Roberts
Maglin Site Furnishings, Inc.
800.716.5506
jroberts@maglin.com



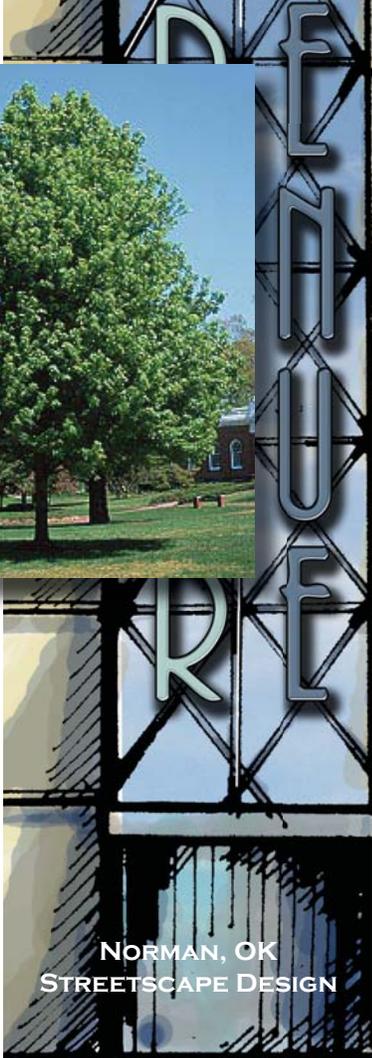
NORMAN, OK
STREETSCAPE DESIGN

LANDSCAPE MATERIAL RECOMMENDATIONS

Street trees and understory plantings have been selected for their shape, size, aesthetic quality, maintainability, and tolerance to urban conditions. All three street tree recommendations have a pyramidal form, helping to maintain visual access to each property along the corridor. Because of their placement within a narrow landscape bed bordering a vehicular corridor, it is also vital that the selected street tree be tolerant to a variety of urban conditions that can affect the quality of a tree. Similarly, understory plantings have been selected for their ability to withstand difficult conditions, but also for their capacity to thrive with little to no maintenance. Aesthetically, the combination of recommended street trees, evergreen shrubs, flowering deciduous shrubs, ornamental grasses, and perennials will provide color and structure to the corridor throughout the year.

STREET TREES

- Scientific Name: *Acer x freemanii* 'Celzam'
- Common Name: Celebration Maple
- Height & Spread: 45-50' Ht. & 20-25' Spread
- Shape: Compact, pyramidal form
- Foliage: Dense foliage, red & gold fall color
- Flowers: Red
- Other Characteristics: Virtually seedless, tolerant of urban pollution and high heat areas



LANDSCAPE MATERIAL RECOMMENDATIONS

Scientific Name: *Ginkgo biloba* 'Princeton Sentry'
Common Name: Princeton Sentry Ginkgo
Height & Spread: 50'-60' Ht. & 20-25' Spread
Shape: Columnar to pyramidal
Foliage: Gold fall color
Flowers: Inconspicuous
Other Characteristics: Slow grower, extremely resistant to disease & pests

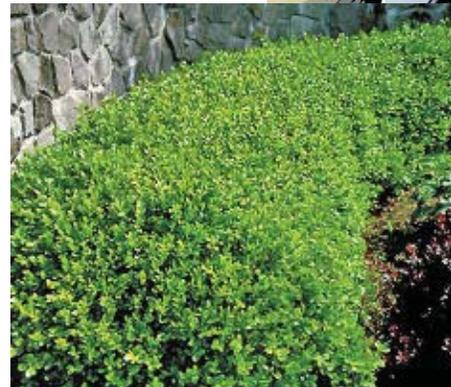


Scientific Name: *Platanus x acerifolia*
Common Name: London Planetree
Height & Spread: 70' Ht. & 60' Spread
Shape: Pyramidal form
Foliage: Brown-yellow fall color
Flowers: Inconspicuous
Other Characteristics: Beautiful exfoliating bark



EVERGREEN SHRUBS

Scientific Name: *Buxus microphylla* 'Winter Gem'
Common Name: Winter Gem Boxwood
Height & Spread: 2' Ht. & 2-3' Spread
Shape: Rounded
Foliage: Dark blue-green foliage keeps its color throughout the year
Flowers: Inconspicuous
Other Characteristics: Dwarf, compact form



LANDSCAPE MATERIAL RECOMMENDATIONS

Scientific Name: *Hesperaloe parviflora*
Common Name: Red Yucca
Height & Spread: 3-4' Ht. & 2-3' Spread
Shape: Mounded with tall spikes
Foliage: Green
Flowers: Red bloom on 4-6' tall stalks
Other Characteristics: Drought tolerant



Scientific Name: *Juniperus chinensis* 'Sea Green'
Common Name: Sea Green Juniper
Height & Spread: 3' Ht. & 5-6' Spread
Shape: Arching
Foliage: Mint-green throughout the year
Flowers: Inconspicuous
Other Characteristics: Very tolerant of urban conditions



Scientific Name: *Juniperus sabina* 'Broadmoor'
Common Name: Broadmoor Juniper
Height & Spread: 12" Ht. & 8' Spread
Shape: Semi-prostrate
Foliage: Green, bright foliage
Flowers: Inconspicuous
Other Characteristics: Drought & heat tolerant



LANDSCAPE MATERIAL RECOMMENDATIONS

Scientific Name: *Yucca filamentosa*
Common Name: Adam's Needle Yucca
Height & Spread: 3-4' Ht. & 2-3' Spread
Shape: Mounded with 4' tall spikes
Foliage: Green
Flowers: Creamy white, bell-shaped flowers
on 4-6' tall stalks
Other Characteristics: Drought, heat & salt tolerant

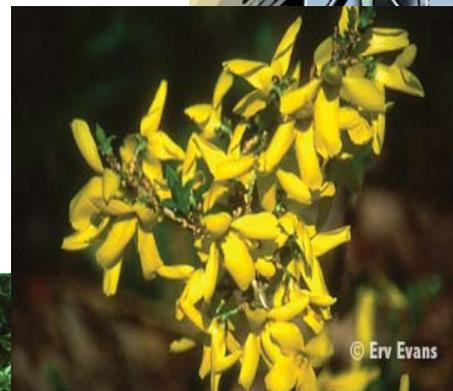
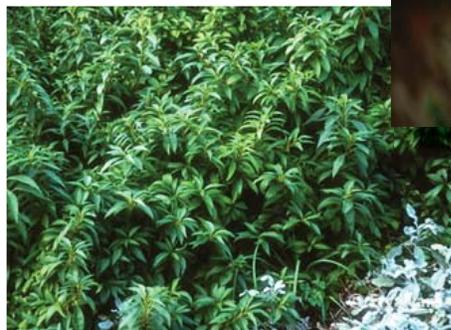


DECIDUOUS SHRUBS

Scientific Name: *Euonymus alata 'Compacta'*
Common Name: Dwarf Burningbush
Height & Spread: 4-6' Ht. & 4-6' Spread
Shape: Rounded
Foliage: Green foliage, brilliant red fall color
Flowers: Yellow-green
Other Characteristics: Orange-red fruit capsules



Scientific Name: *Forsythia viridissima 'Bronxensis'*
Common Name: Bronx Forsythia
Height & Spread: 12" Ht. & 2-3' Spread
Shape: Flat-topped, mounded
Foliage: Green
Flowers: Bright yellow
Other Characteristics: Profusion of flowers on a dense form



LANDSCAPE MATERIAL RECOMMENDATIONS

Scientific Name: *Rosa 'Knockout'*
Common Name: Knockout Shrub Rose
Height & Spread: 3-4' Ht. & 3-4' Spread
Shape: Rounded
Foliage: Dark purplish-green in summer,
purple to burgundy in fall
Flowers: Cherry red roses
Other Characteristics: Very disease resistant



Scientific Name: *Spiraea arguta*
Common Name: Bridal Wreath Spiraea
Height & Spread: 5-6' Ht. & 6-8' Spread
Shape: Rounded
Foliage: Green
Flowers: White/near white flowers
Other Characteristics: Profusion of flowers in mid-spring



Scientific Name: *Spiraea japonica 'Little Princess'*
Common Name: Little Princess Spiraea
Height & Spread: 2-3' Ht. & 3-4' Spread
Shape: Low, mounded
Foliage: Green foliage, turning red in fall
Flowers: Rose-pink
Other Characteristics: Excellent hedge, flowers
from mid-summer to fall



LANDSCAPE MATERIAL RECOMMENDATIONS

ORNAMENTAL GRASSES

Scientific Name: *Calamagrostis 'Karl Foerster'*
Common Name: Karl Foerster Feather Reed
Height & Spread: 5-6' Ht. & 2-3' Spread
Shape: Upright clump
Foliage: Green in summer, green-brown in fall,
& buff in winter
Flowers: Reddish-bronze
Other Characteristics: Flower plumes showy from June
to September



Scientific Name: *Pennisetum alopecuroides 'Hameln'*
Common Name: Dwarf Fountain Grass
Height & Spread: 2' Ht. & 2' Spread
Shape: Mounded
Foliage: Medium green in summer, amber &
chartreuse in fall, & buff in winter
Flowers: Light green spikes of
inflorescences that mature to a
combination of pink-purple-green before
turning to buff as the fall season
progresses
Other Characteristics: Versatile, drought tolerant



PERENNIALS

Scientific Name: *Echinacea purpurea 'Bright Star'*
Common Name: Bright Star Coneflower
Height & Spread: 2-3' Ht. & 1-2' Spread
Shape: Upright
Foliage: Green
Flowers: Bright rose, lavender pink
Other Characteristics: Bloom from mid-summer to early fall



LANDSCAPE MATERIAL RECOMMENDATIONS

Scientific Name: *Hemerocallis 'Paprika Velvet'*
Common Name: Paprika Velvet Daylily
Height & Spread: 1.5-2' Ht. & 1-1.5' Spread
Shape: Mounded
Foliage: Green
Flowers: Red & orange
Other Characteristics: Long flowering season, great for mass plantings; disease, insect, & salt tolerant



Scientific Name: *Liriope muscari*
Common Name: Big Blue Liriope
Height & Spread: 6-12" Ht. & 9-12" Spread
Shape: Upright
Foliage: Green, grass-like tufts
Flowers: Violet, Purplish-blue jumbo spikes
Other Characteristics: Drought & salt tolerant



Scientific Name: *Rudbeckia fulgida var. sullivantii 'Goldsturm'*
Common Name: Goldsturm Black-Eyed Susan
Height & Spread: 3-3.5' Ht. & 3' Spread
Shape: Upright
Foliage: Dark green
Flowers: Bright yellow, 3-4" wide daisy-like flowers with a blackish-bronze center bloom
Other Characteristics: Blooms from late July to mid-October; insect free, drought tolerant



PAVING MATERIAL RECOMMENDATIONS

Paving materials have been selected with the purpose of establishing an art deco theme on the ground plane. Stamped concrete will be used extensively within the sidewalks on both sides of Porter, creating a repetitive pattern that imitates art deco architecture. This pattern also coordinates with the placement of all street trees and pedestrian light poles along the corridor.

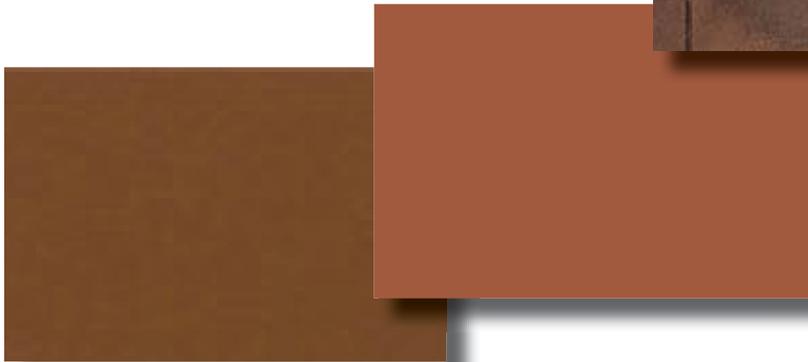
Type: Typical Crosswalks – Heavy Duty (HD) Concrete
Manufacturer: ---
Finish/Pattern: Broom Finish
Color: Standard Grey

Type: Roundabout Crosswalks – HD
Concrete Bands
Manufacturer: ---
Finish/Pattern: Broom Finish
Color: Standard Grey



PAVING MATERIAL RECOMMENDATIONS

Type: Roundabout Crosswalks – HD Stamped
Colored Concrete
Manufacturer: Scofield
Finish/Pattern: Clay Tile
Stacked Bond Pattern
Admix: 1015 Etruscan Tile
Release Agent: A-25 La Crescenta Brown
Sealer: SCOFIELD Cureseal-W Semi Gloss



Type: Sidewalks – Standard Grey Concrete
Manufacturer: ---
Finish/Pattern: Broom Finish
Color: Standard Grey

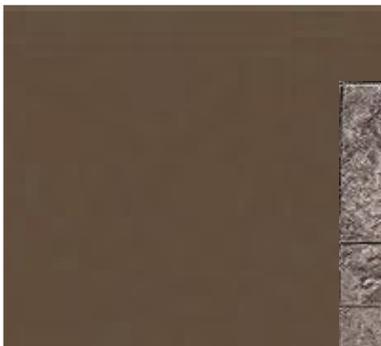


PAVING MATERIAL RECOMMENDATIONS

Type: Sidewalks – Stamped Colored Concrete – Field #1
Manufacturer: Scofield
Finish/Pattern: Ashler Stone
Random Interlocking Pattern
Admix: 6063 Winter Beige
Release Agent: 5921 Walnut
Sealer: SCOFIELD Cureseal-W Semi Gloss



Type: Sidewalks – Stamped Colored Concrete – Field #2
Manufacturer: Scofield
Finish/Pattern: Ashler Stone
Random Interlocking Pattern
Admix: 5238 Sunbaked Clay
Release Agent: 5921 Walnut
Sealer: SCOFIELD Cureseal-W Semi Gloss



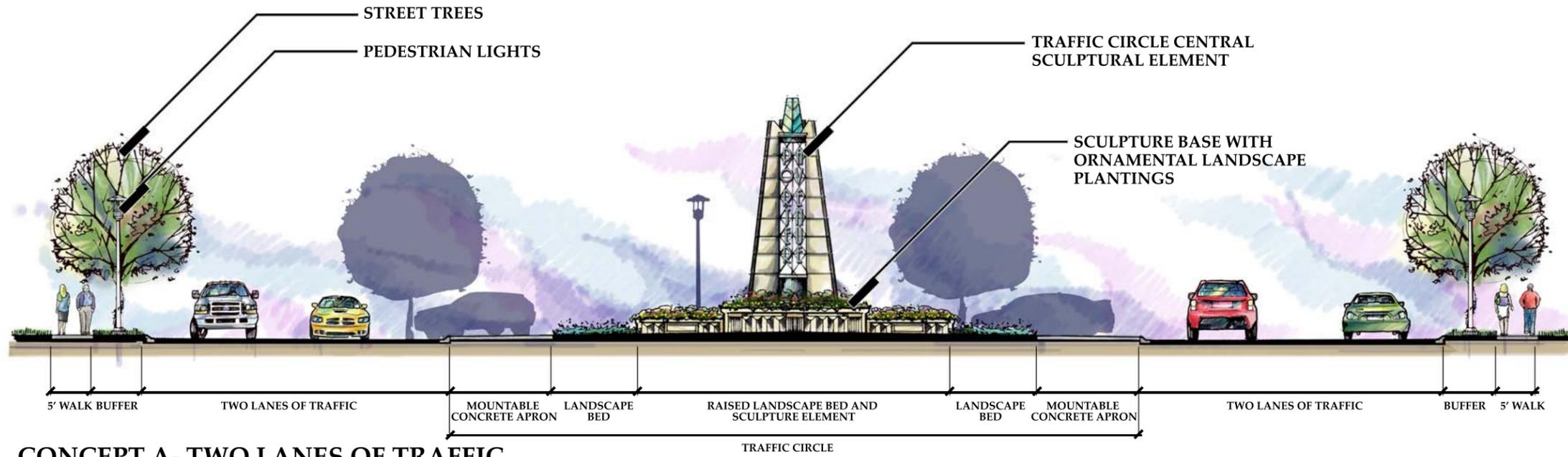
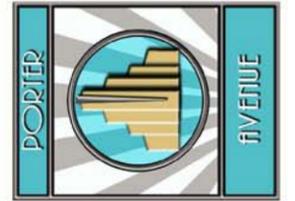
NORMAN, OK
STREETSCAPE DESIGN

PAVING MATERIAL RECOMMENDATIONS

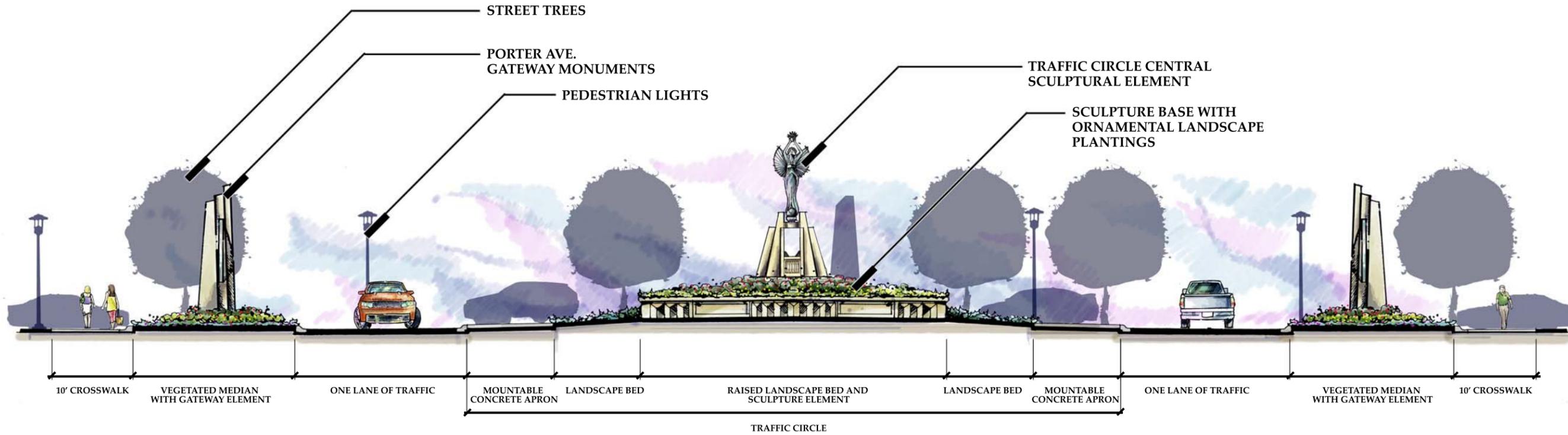
Type: Sidewalks – Stamped Colored Concrete – Field #3
Manufacturer: Scofield
Finish/Pattern: Ashler Stone
Random Interlocking Pattern
Admix: 6063 Winter Beige
Release Agent: 5921 Walnut
Sealer: SCOFIELD Cureseal-W Semi Gloss



NORMAN, OK
STREETSCAPE DESIGN



CONCEPT A- TWO LANES OF TRAFFIC



CONCEPT B- ONE LANE OF TRAFFIC

ROUNDBOUT SECTIONS

SCALE: NOT TO SCALE

**PORTER AVENUE
STREETSCAPE**

NORMAN, OKLAHOMA 06.04.10



A. VIEW ENTERING TRAFFIC CIRCLE

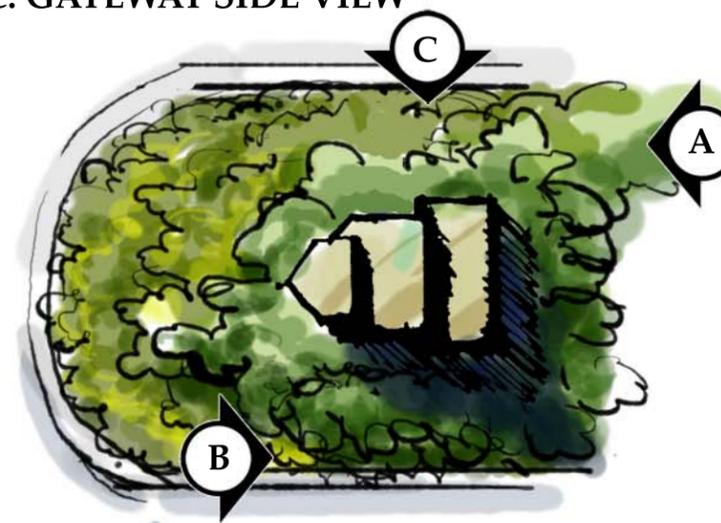


B. VIEW LEAVING TRAFFIC CIRCLE



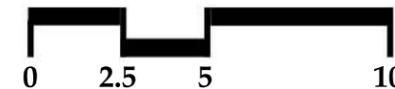
C. GATEWAY SIDE VIEW

PROPOSED GATEWAY MONUMENT



PLAN

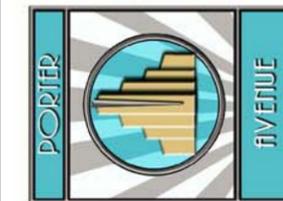
SCALE: 1"=5'



CAST STONE GATEWAY MONUMENT

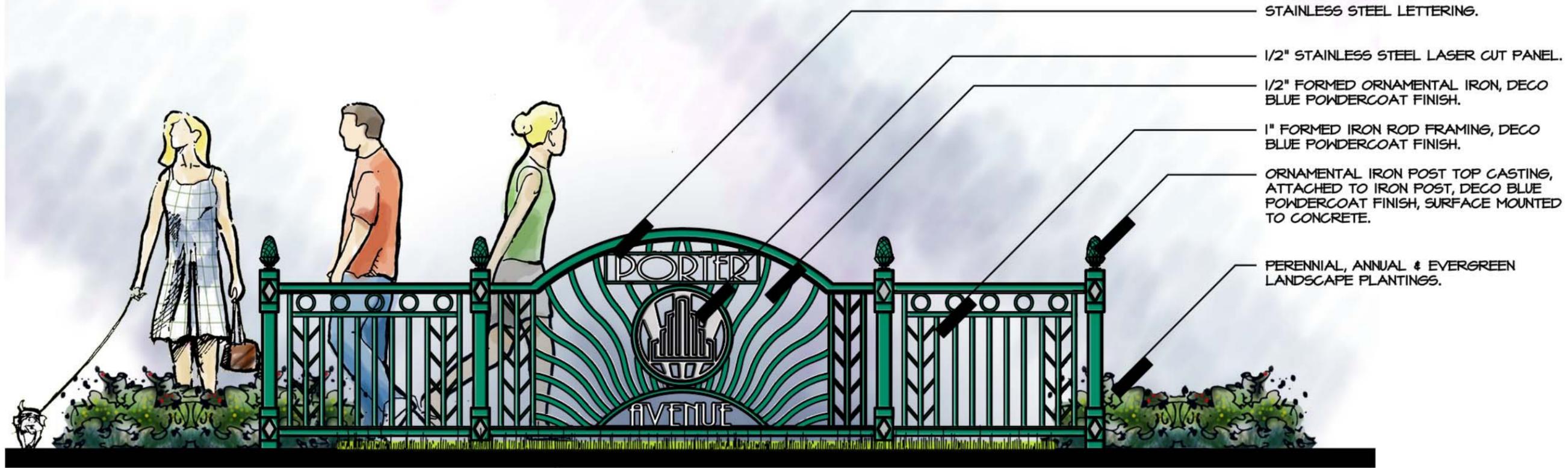
4"X4" DECO TILE

2"X2" RAISED IRON LETTERING



PORTER AVENUE STREETSCAPE

NORMAN, OKLAHOMA 06.04.10



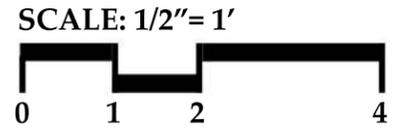
Silver



Black



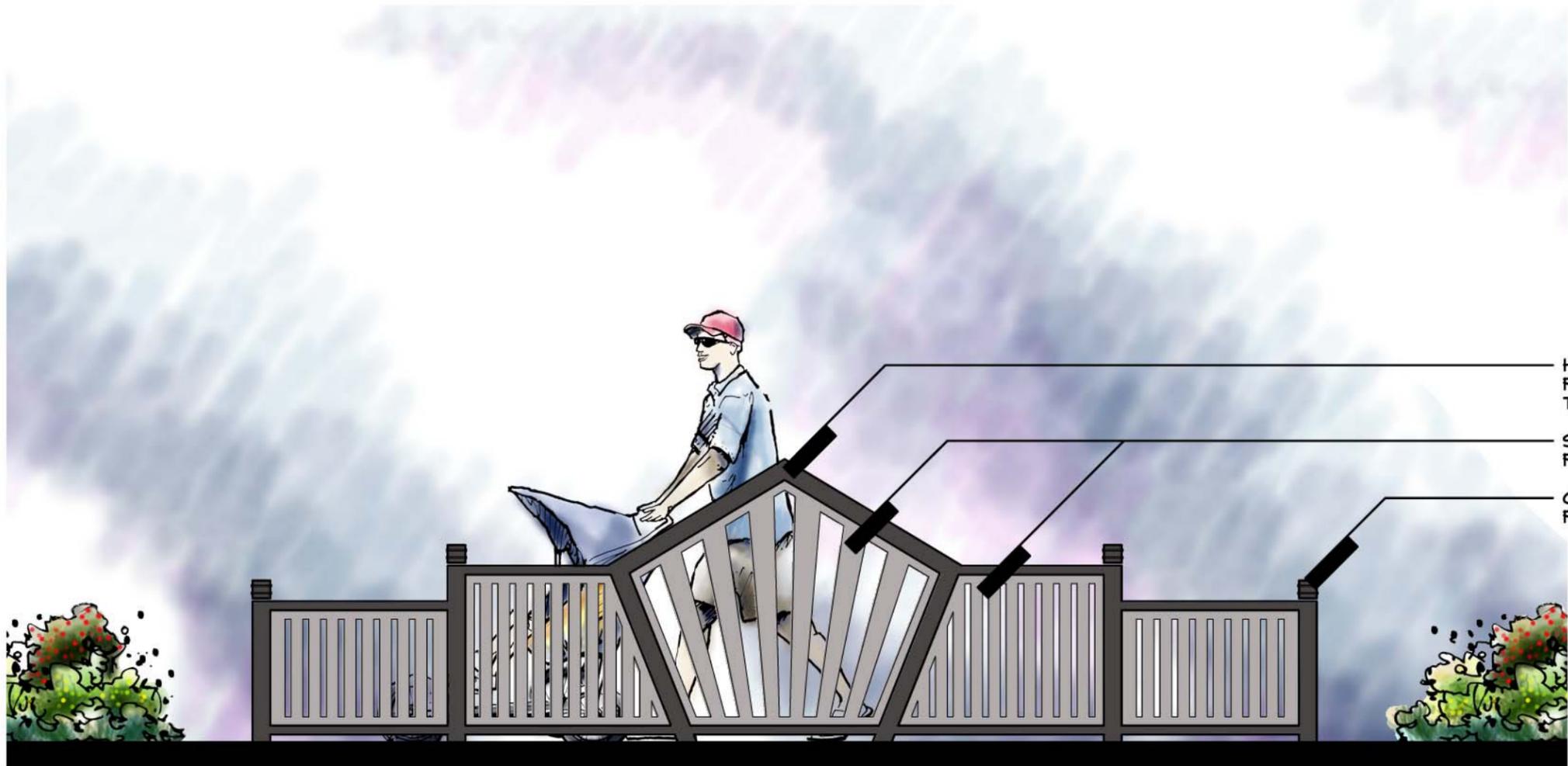
Deco Blue



DECO ART STREET BUFFER - OPTION A

PORTER AVENUE STREETSCAPE

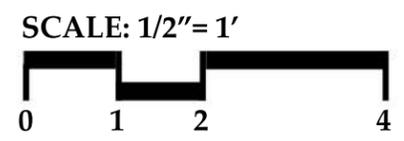
NORMAN, OKLAHOMA 06.04.10



- H.S. STEEL TUBE FRAMING, BLACK POWDERCOAT FINISH, SURFACE MOUNTED TO CONCRETE.
- STEEL LASER CUT PANELS, SILVER POWDERCOAT FINISH.
- ORNAMENTAL STEEL CASTINGS, BLACK POWDERCOAT FINISH.

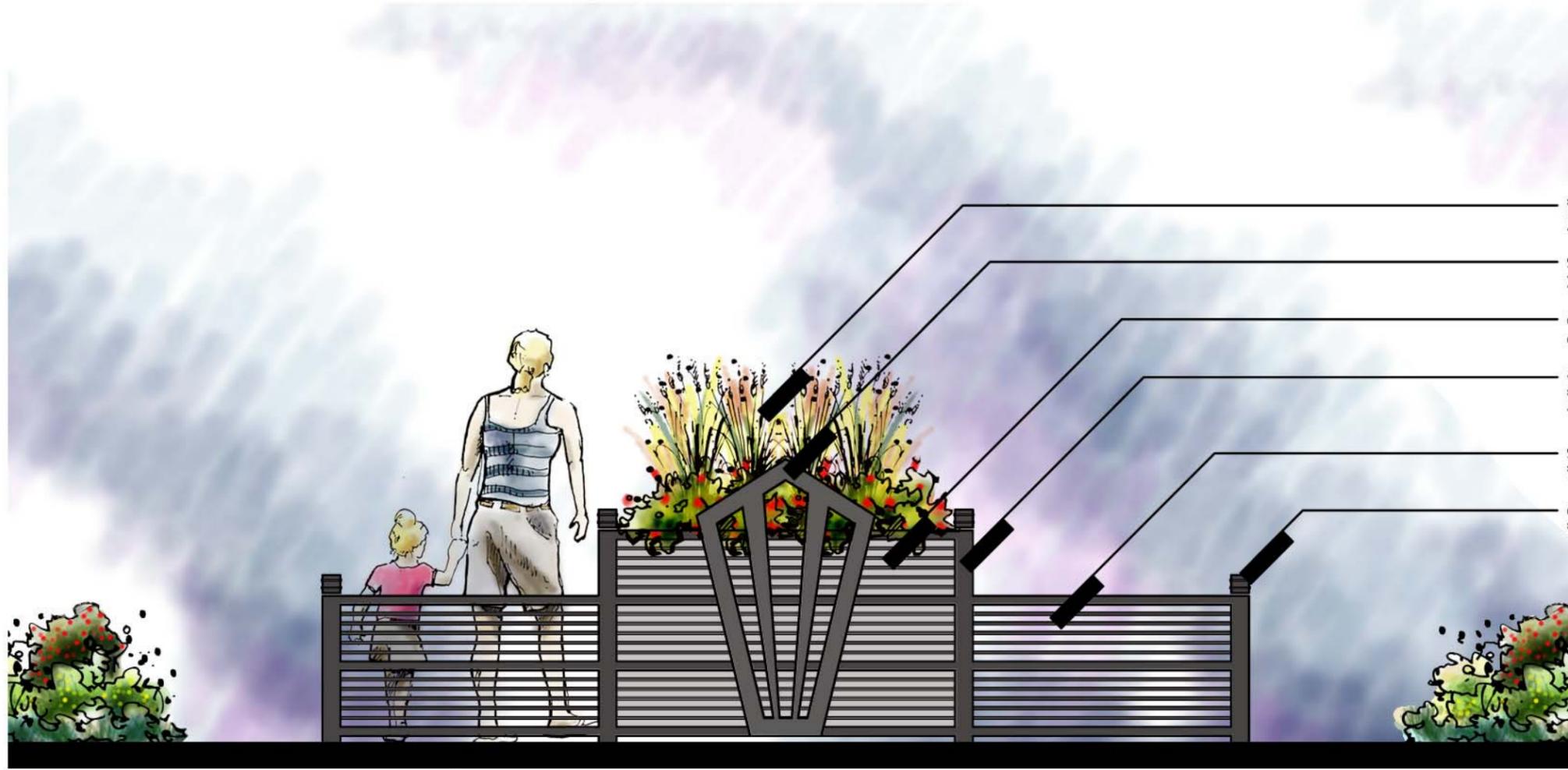


DECO ART STREET BUFFER - OPTION B

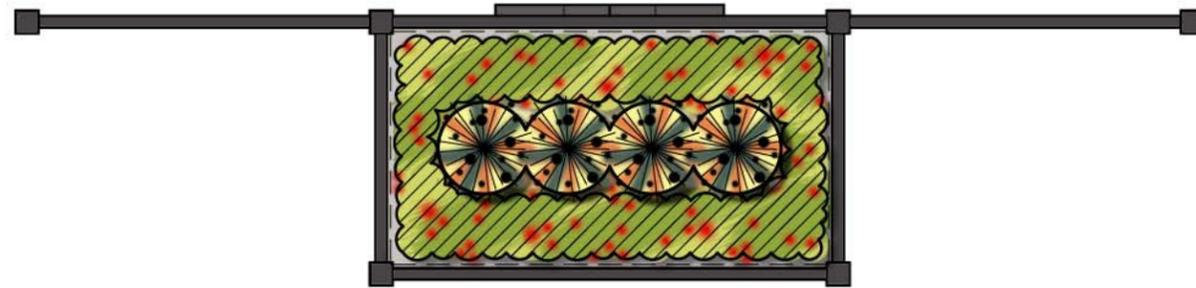


PORTER AVENUE STREETSCAPE

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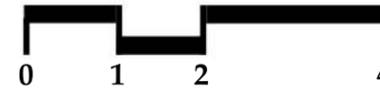


- PERENNIAL, ANNUAL & EVERGREEN LANDSCAPE PLANTINGS.
- STEEL LASER CUT PANEL, METALLIC DARK GRAY POWDERCOAT FINISH.
- GALVANIZED STEEL PLANT LINER INSIDE OF FRAMING.
- H.S. STEEL TUBE FRAMING, BLACK POWDERCOAT FINISH, SURFACE MOUNTED TO CONCRETE.
- STEEL HORIZONTAL RIBBING, BLACK POWDERCOAT FINISH.
- ORNAMENTAL STEEL CASTINGS, BLACK POWDERCOAT FINISH.



DECO ART STREET BUFFER - OPTION C

SCALE: 1/2" = 1'



PORTER AVENUE STREETSCAPE

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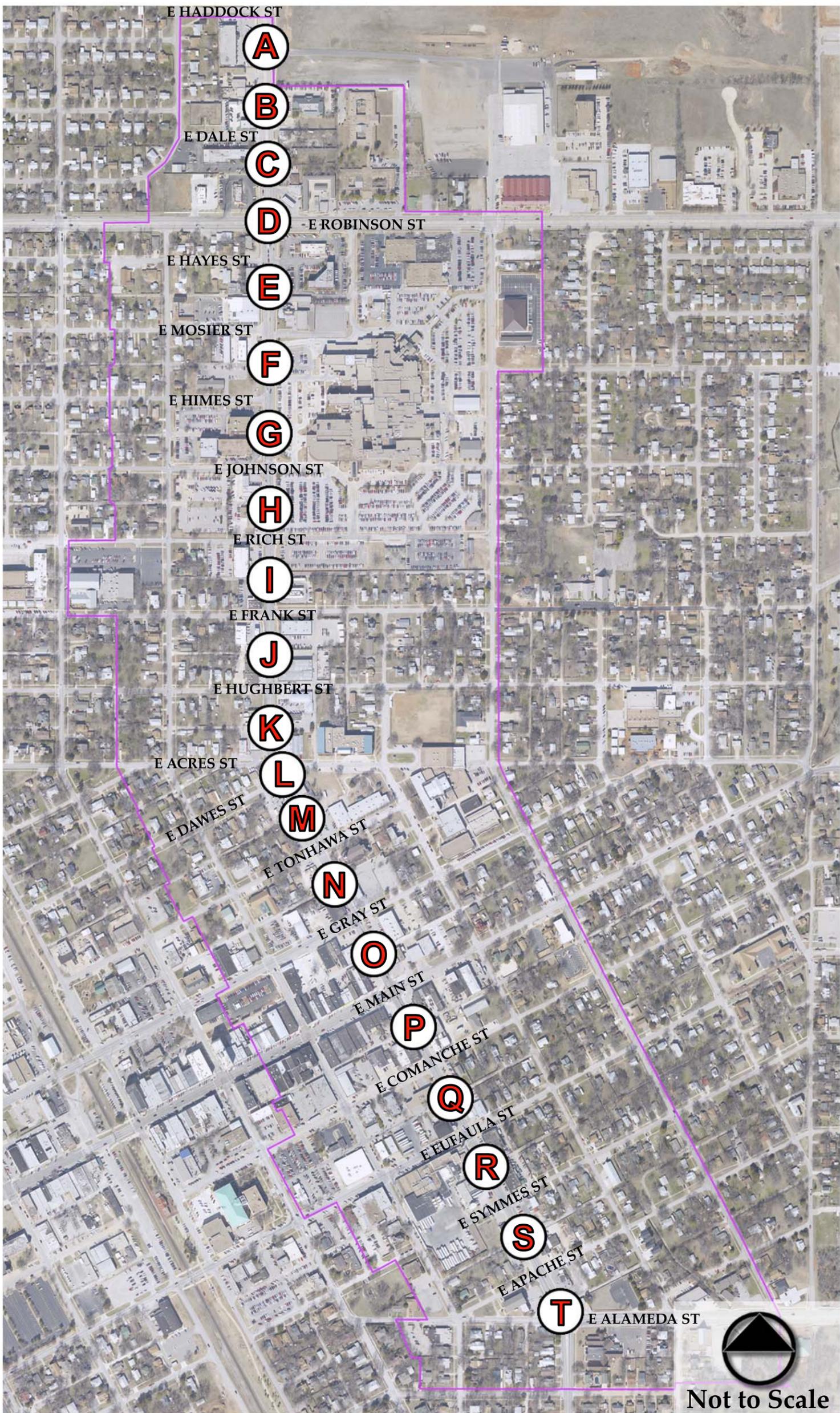
STREETSCAPE CONCEPT DESIGN

OVERALL STREETSCAPE PLANS

The full streetscape is shown in this section. Because of the linear nature and length of the corridor, the streetscape is broken down into plan areas, by block. The location of these plan areas in the corridor is indicated on the Overall Area Plan, following.

Following the Overall Area Plan, are the individual, block-by-block area plans, for the entire length of the corridor. Like the Streetscape Enhancement Detail, they indicate the final streetscape concept, the relationship to the adjacent property lines and street, the legend, as well as their relationship to the adjacent properties.





OVERALL AREA PLAN

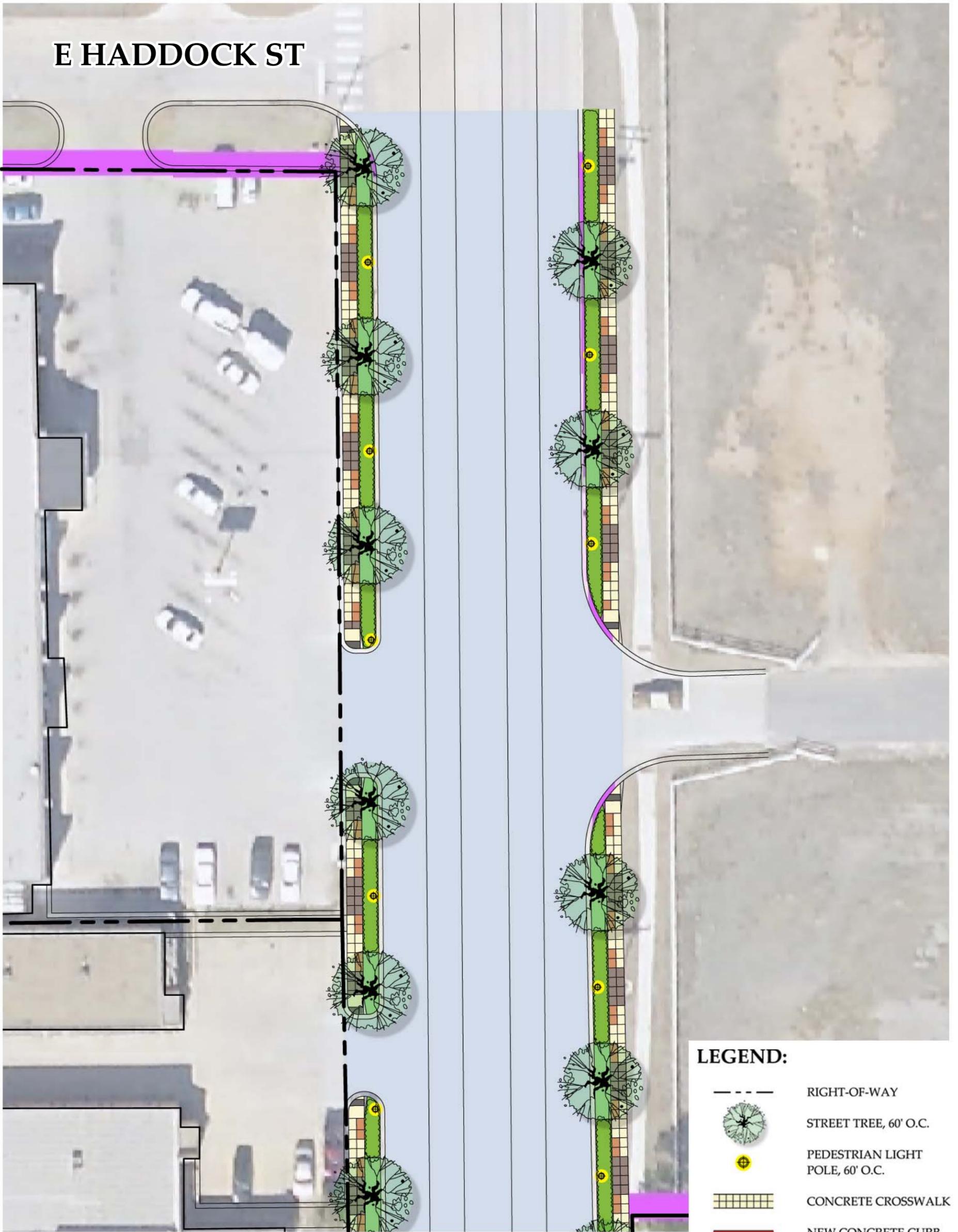
PORTER AVENUE STREETSCAPE

NORMAN, OKLAHOMA 06.04.10

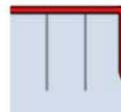


OCHSNER
HARE & HARE
PLANNING CONSULTANTS
LANDSCAPE ARCHITECTS

E HADDOCK ST



LEGEND:

-  RIGHT-OF-WAY
-  STREET TREE, 60' O.C.
-  PEDESTRIAN LIGHT POLE, 60' O.C.
-  CONCRETE CROSSWALK
-  NEW CONCRETE CURB
-  MODIFIED PARKING

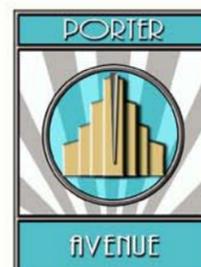
PLAN AREA A
E HADDOCK ST. TO SOUTH 1/2 BLOCK

SCALE: 1"=30'

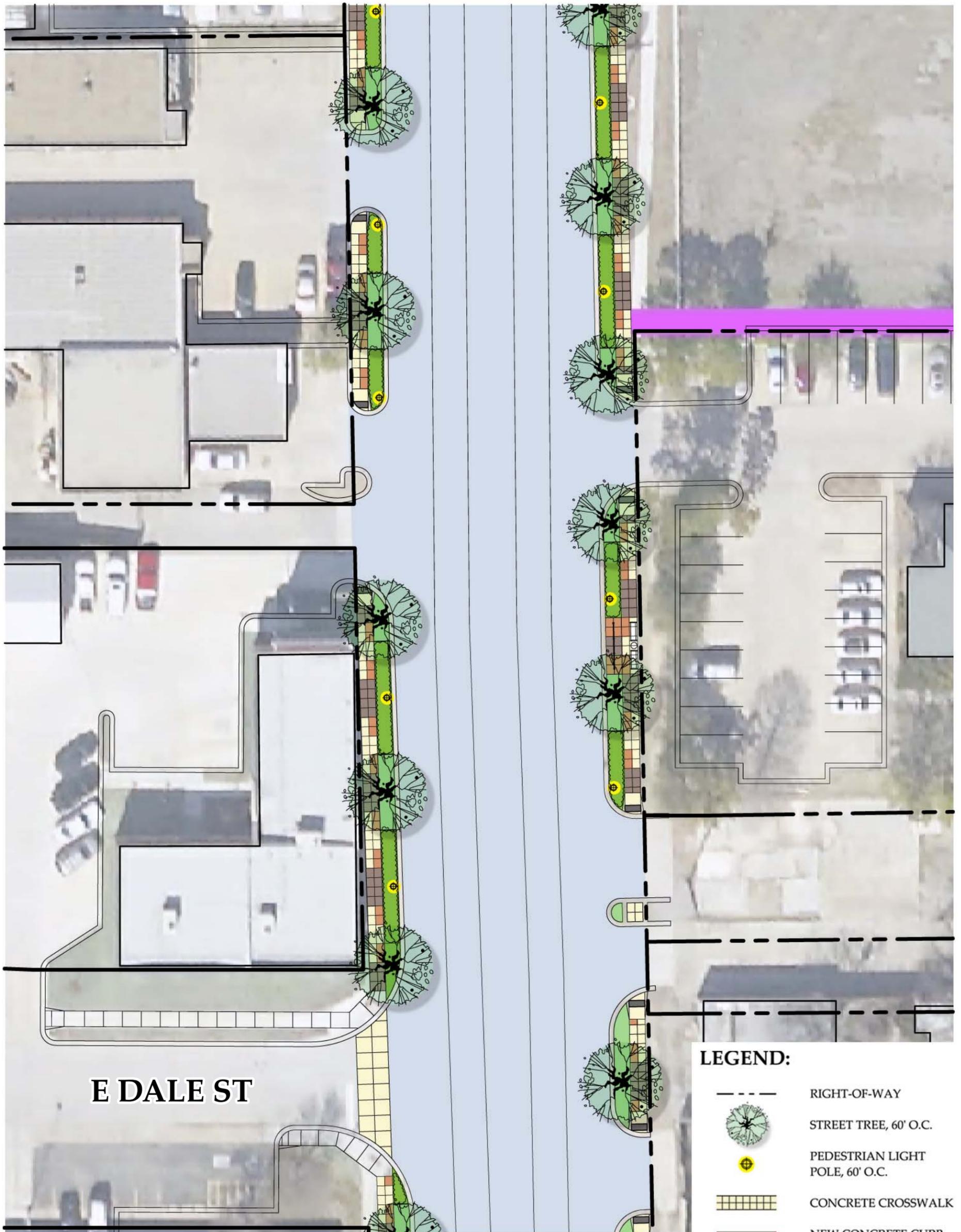


PORTER AVENUE STREETSCAPE

NORMAN, OKLAHOMA 06.04.10



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PLANNING CONSULTANTS
LANDSCAPE ARCHITECTS



E DALE ST

- LEGEND:**
-  RIGHT-OF-WAY
 -  STREET TREE, 60' O.C.
 -  PEDESTRIAN LIGHT POLE, 60' O.C.
 -  CONCRETE CROSSWALK
 -  NEW CONCRETE CURB
 -  MODIFIED PARKING

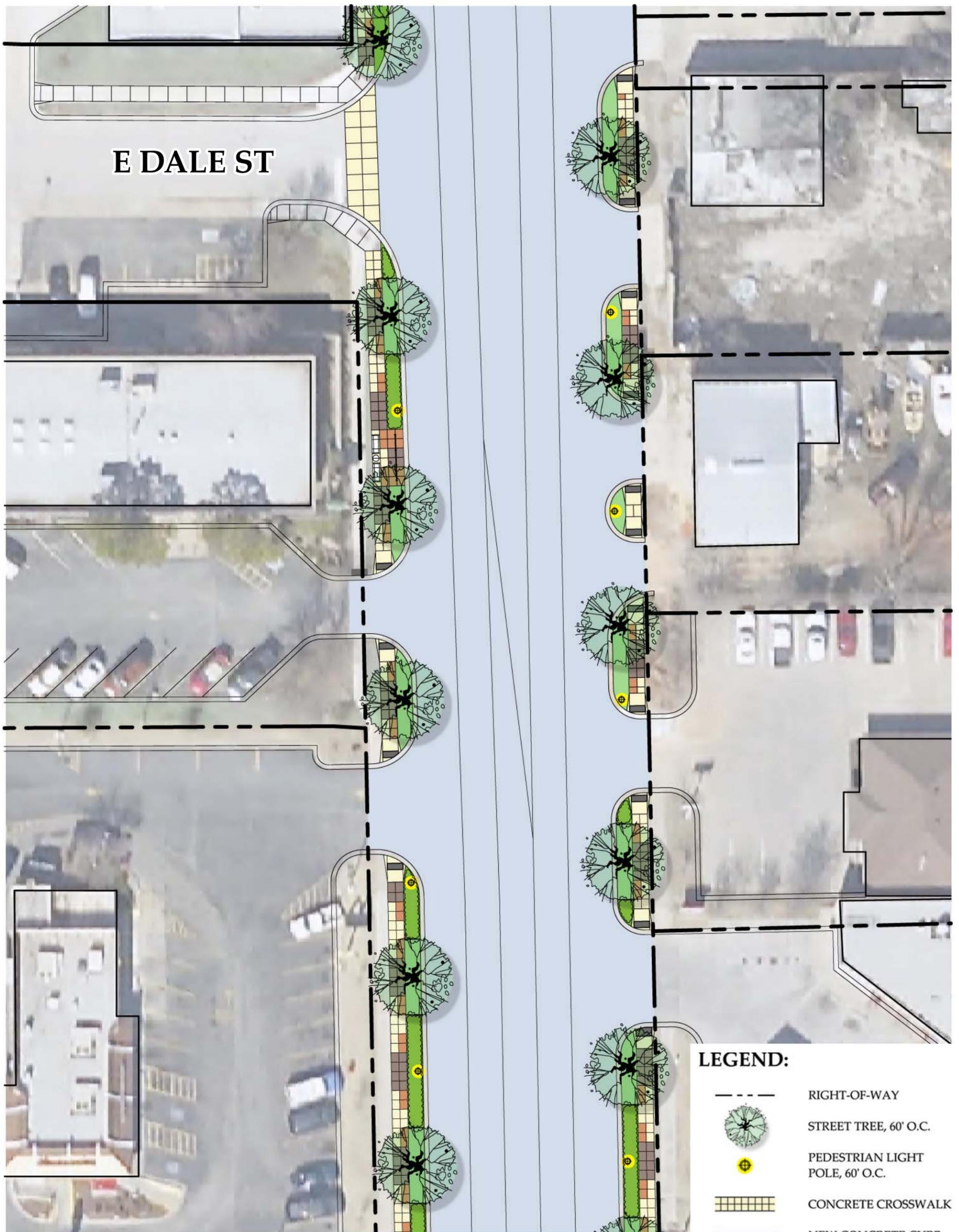
PLAN AREA B
SOUTH TO E DALE ST.



PORTER AVENUE STREETSCAPE

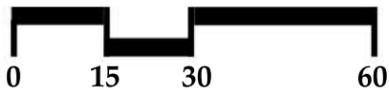
NORMAN, OKLAHOMA 06.04.10



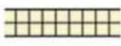
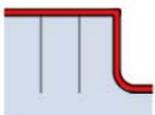


PLAN AREA C
E DALE ST. TO SOUTH 1/2 BLOCK

SCALE: 1"=30'

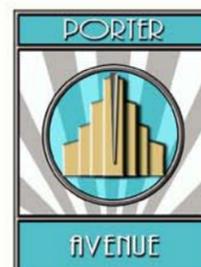


LEGEND:

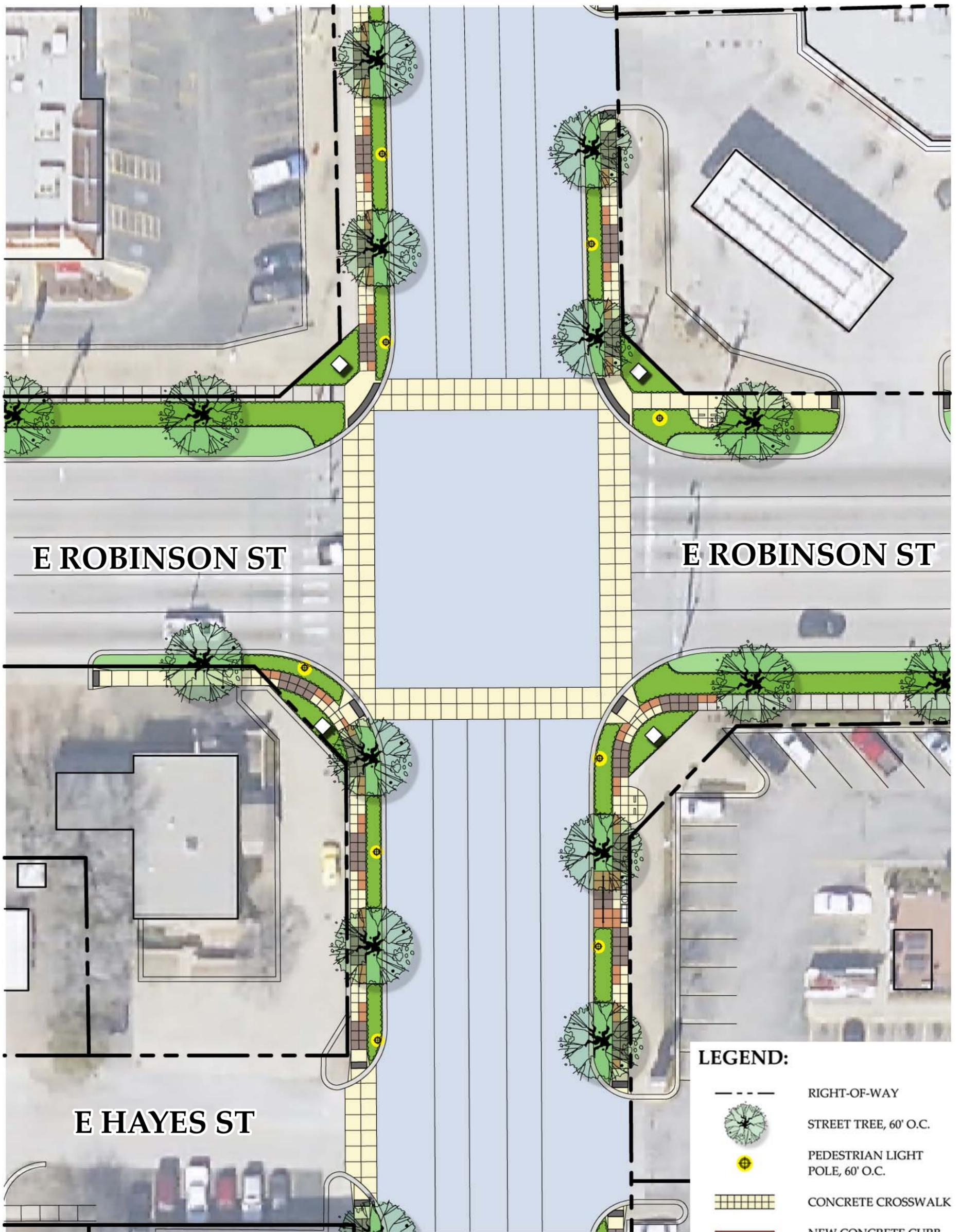
-  RIGHT-OF-WAY
-  STREET TREE, 60' O.C.
-  PEDESTRIAN LIGHT POLE, 60' O.C.
-  CONCRETE CROSSWALK
-  NEW CONCRETE CURB
-  MODIFIED PARKING

PORTER AVENUE STREETSCAPE

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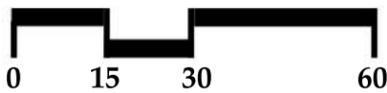
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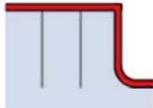
PLAN AREA D

NORTH OF E ROBINSON ST. TO E HAYES ST.

SCALE: 1"=30'



LEGEND:

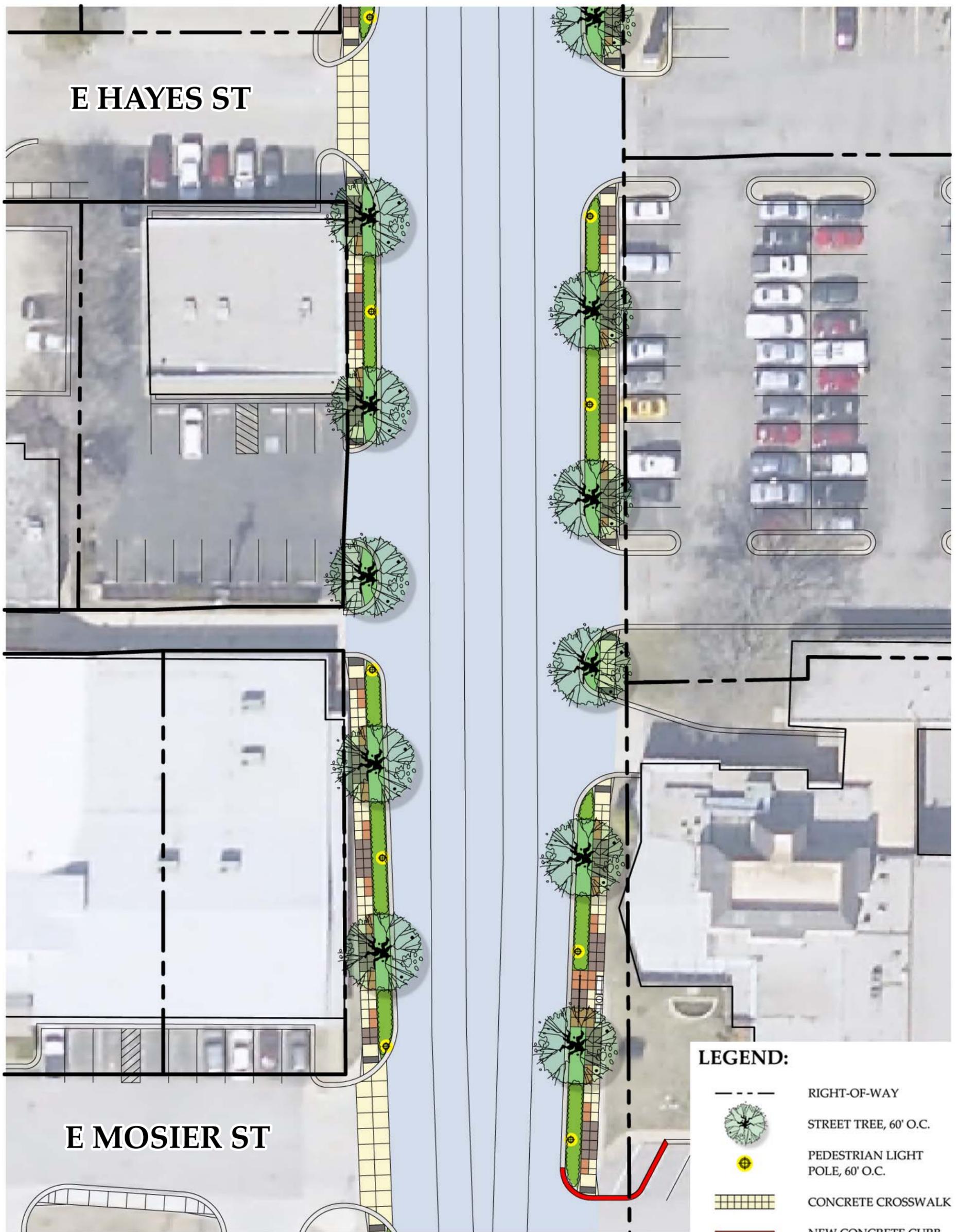
-  RIGHT-OF-WAY
-  STREET TREE, 60' O.C.
-  PEDESTRIAN LIGHT POLE, 60' O.C.
-  CONCRETE CROSSWALK
-  NEW CONCRETE CURB
-  MODIFIED PARKING

PORTER AVENUE STREETSCAPE

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E HAYES ST

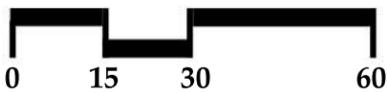
E MOSIER ST

LEGEND:

-  RIGHT-OF-WAY
-  STREET TREE, 60' O.C.
-  PEDESTRIAN LIGHT POLE, 60' O.C.
-  CONCRETE CROSSWALK
-  NEW CONCRETE CURB
-  MODIFIED PARKING

PLAN AREA E
E HAYES ST. TO E MOSIER ST.

SCALE: 1"=30'

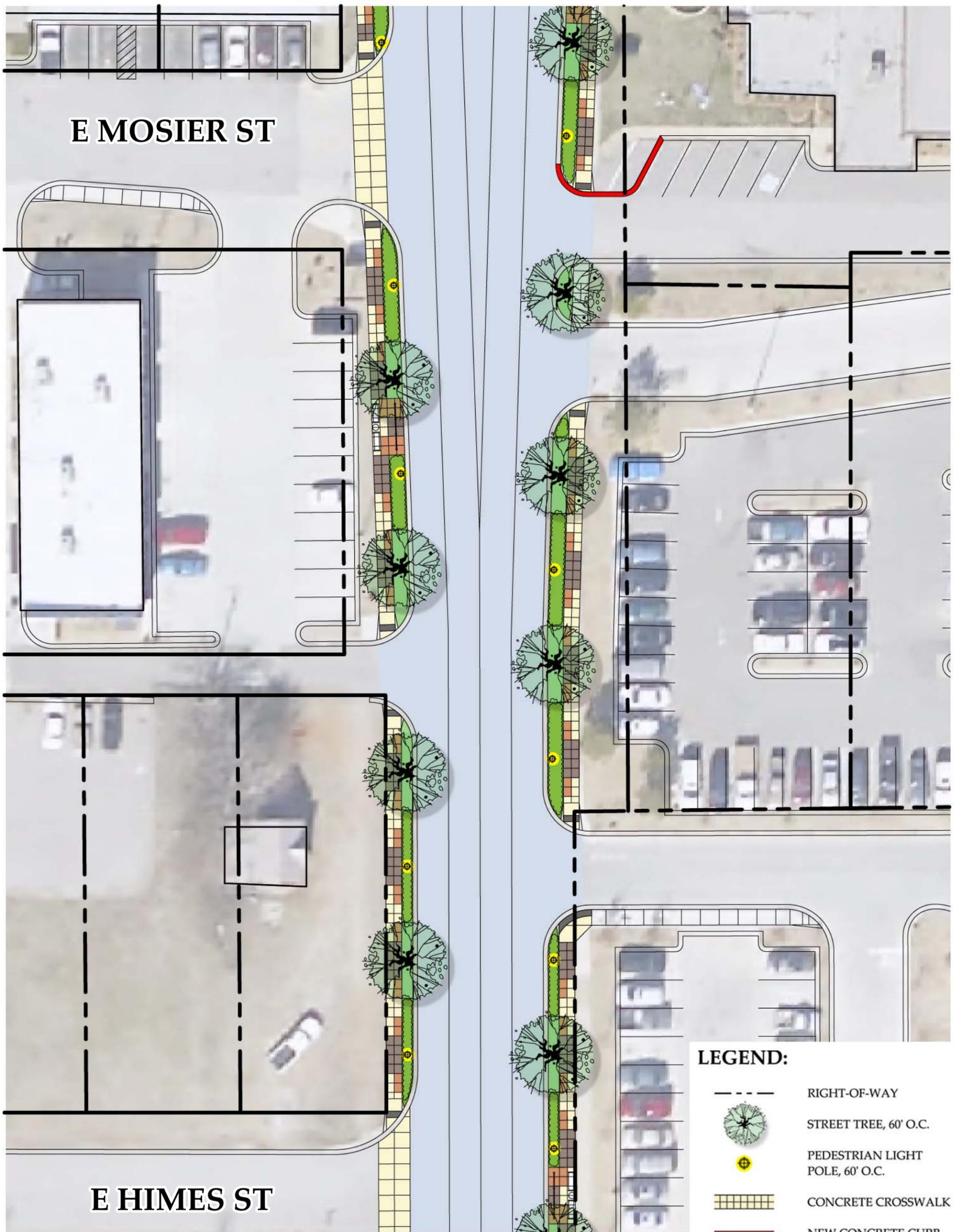


PORTER AVENUE STREETSCAPE

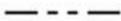
NORMAN, OKLAHOMA 06.04.10



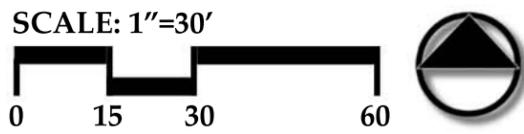
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LEGEND:

	RIGHT-OF-WAY
	STREET TREE, 60' O.C.
	PEDESTRIAN LIGHT POLE, 60' O.C.
	CONCRETE CROSSWALK
	NEW CONCRETE CURB
	MODIFIED PARKING

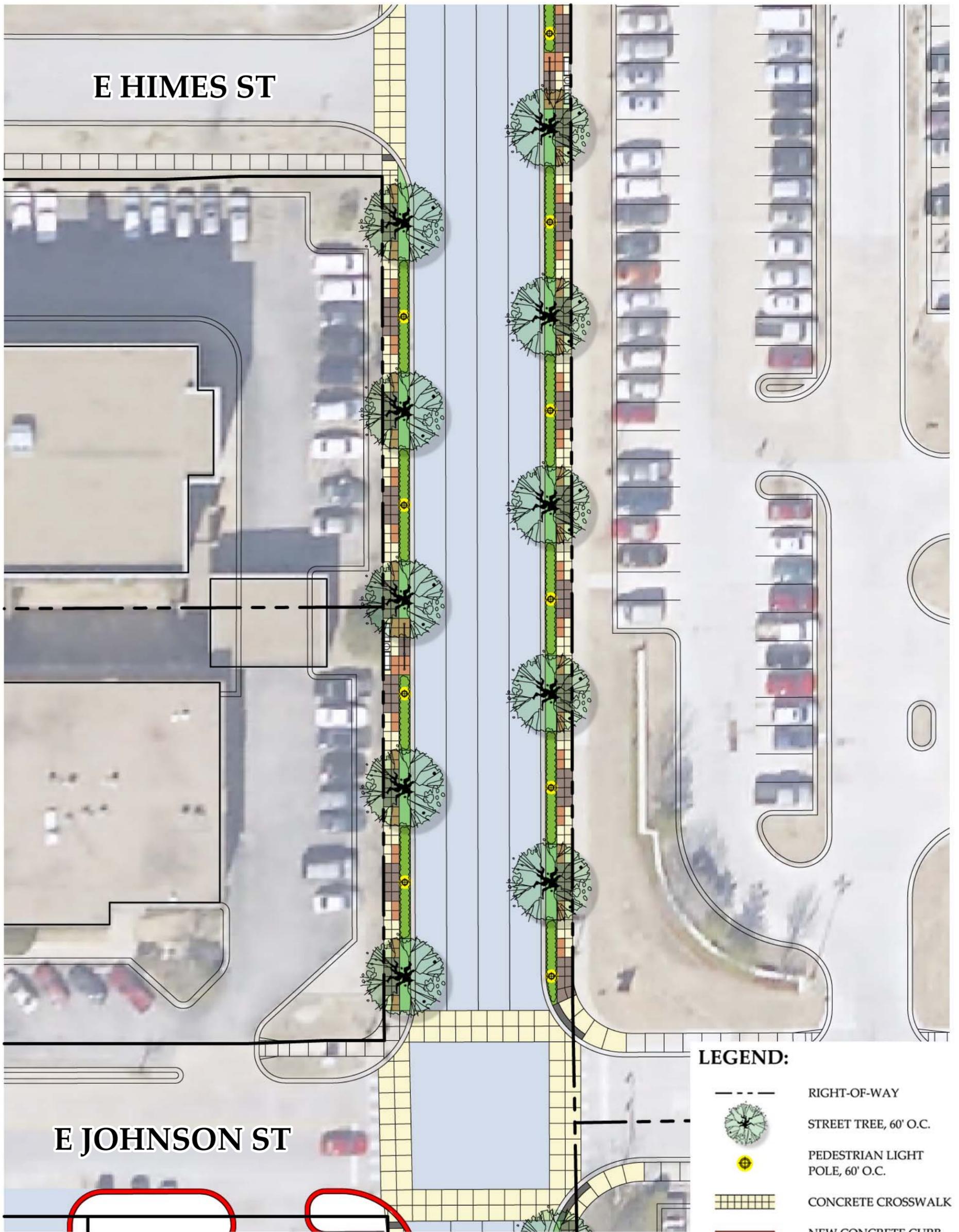
PLAN AREA F
E MOSIER ST. TO E HIMES ST.



PORTER AVENUE STREETSCAPE

NORMAN, OKLAHOMA 06.04.10





E HIMES ST

E JOHNSON ST

LEGEND:

-  RIGHT-OF-WAY
-  STREET TREE, 60' O.C.
-  PEDESTRIAN LIGHT POLE, 60' O.C.
-  CONCRETE CROSSWALK
-  NEW CONCRETE CURB
-  MODIFIED PARKING

PLAN AREA G
E HIMES ST. TO E JOHNSON ST.

SCALE: 1"=30'

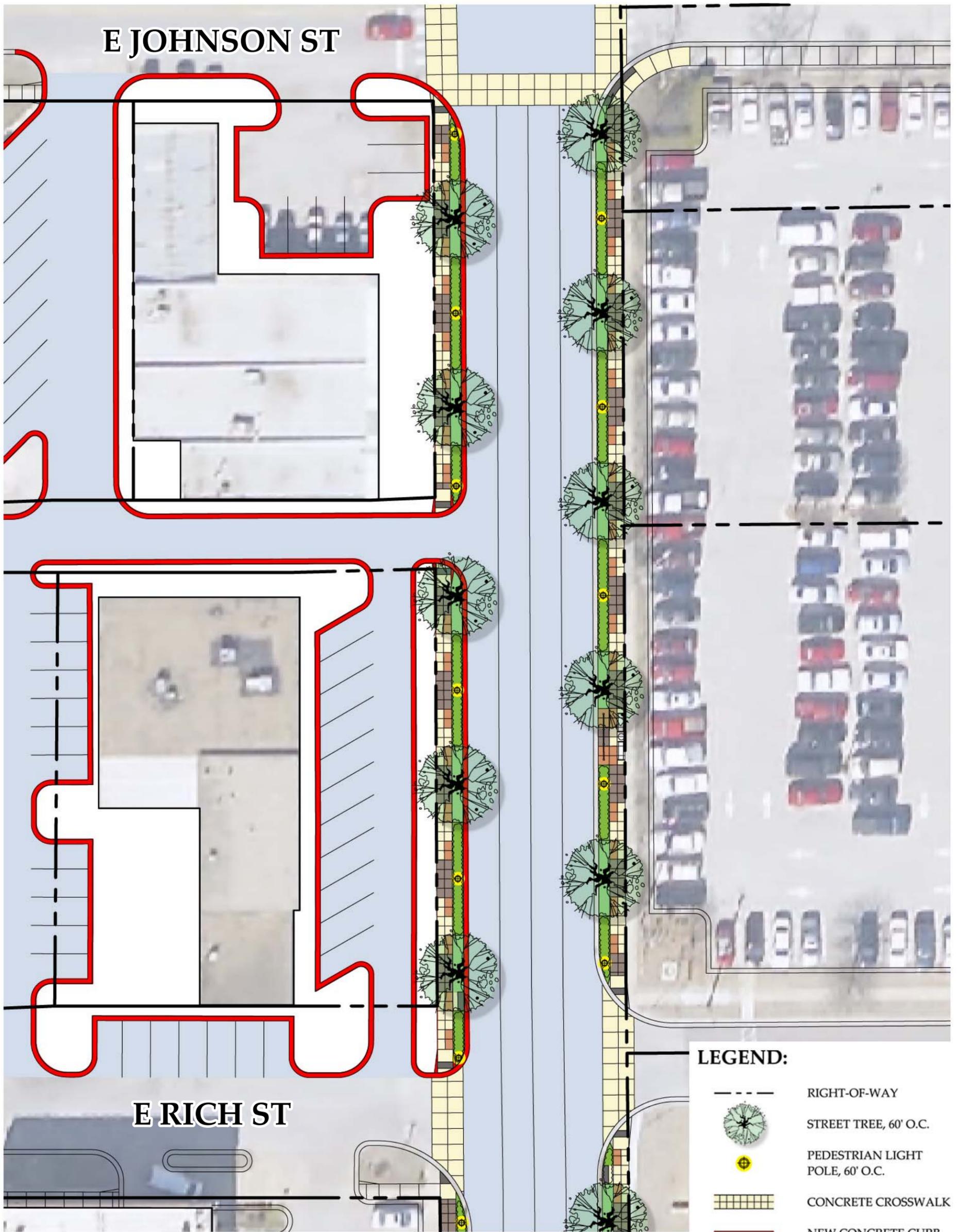


PORTER AVENUE STREETSCAPE

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LANDSCAPE ARCHITECTS



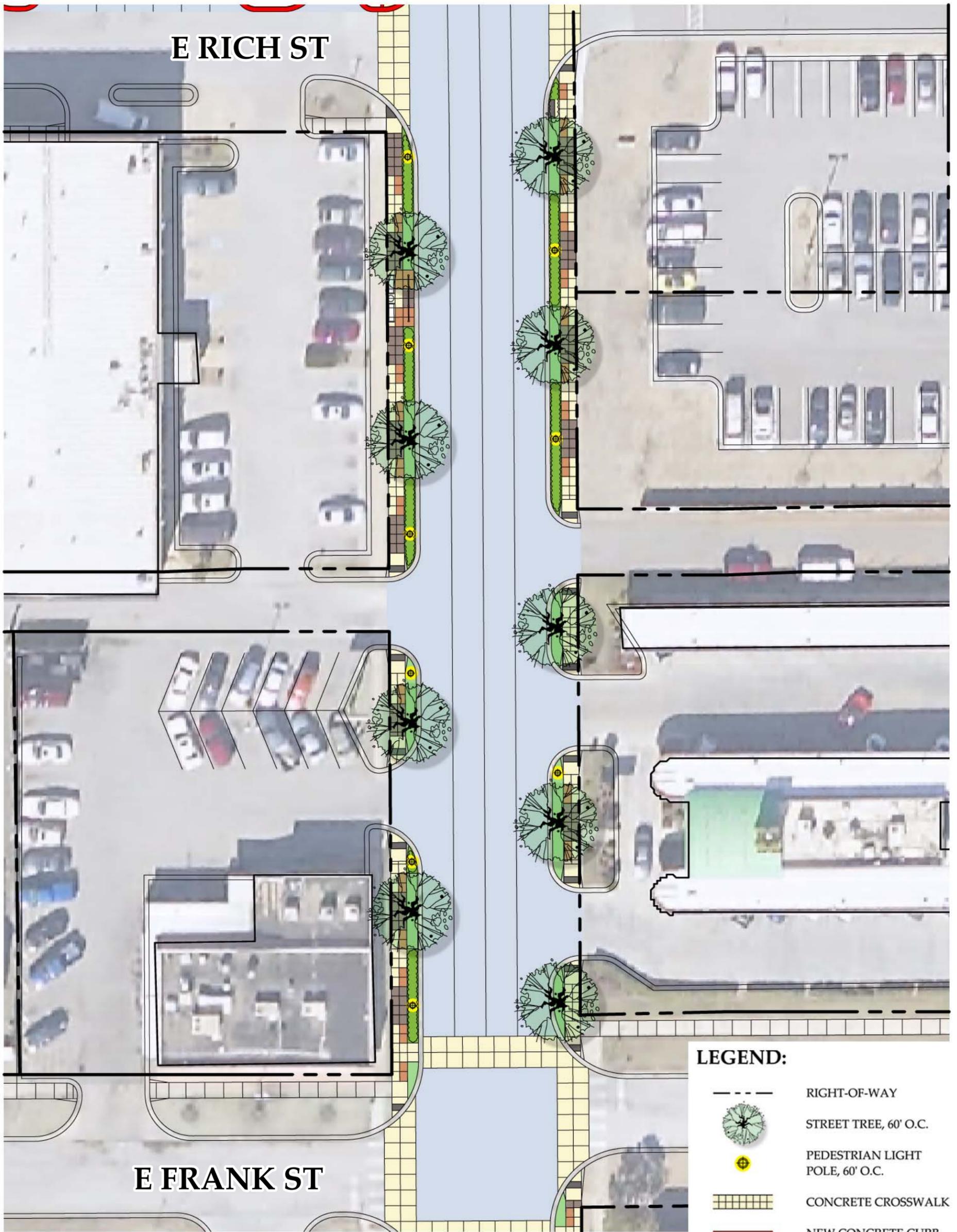
PLAN AREA H
E JOHNSON ST. TO E RICH ST.

PORTER AVENUE STREETSCAPE

NORMAN, OKLAHOMA 06.04.10



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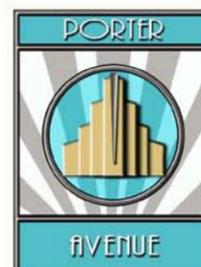
PLAN AREA I
E RICH ST. TO E FRANK ST.

SCALE: 1"=30'

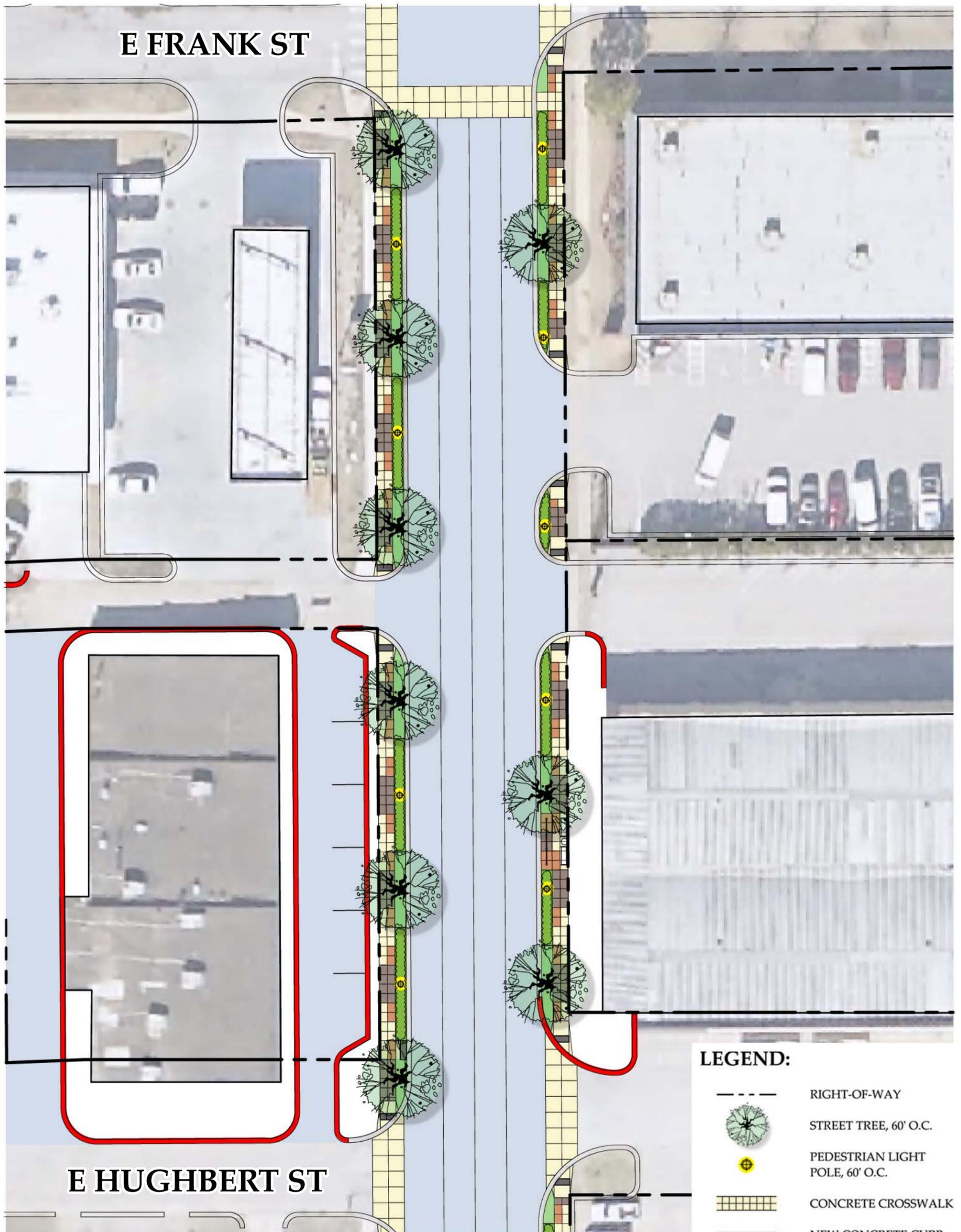


PORTER AVENUE STREETSCAPE

NORMAN, OKLAHOMA 06.04.10



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PLANNING CONSULTANTS
LANDSCAPE ARCHITECTS



E FRANK ST

E HUGHBERT ST

LEGEND:

-  RIGHT-OF-WAY
-  STREET TREE, 60' O.C.
-  PEDESTRIAN LIGHT POLE, 60' O.C.
-  CONCRETE CROSSWALK
-  NEW CONCRETE CURB
-  MODIFIED PARKING

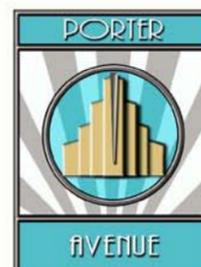
PLAN AREA J
E FRANK ST. TO E HUGHBERT ST.

SCALE: 1"=30'

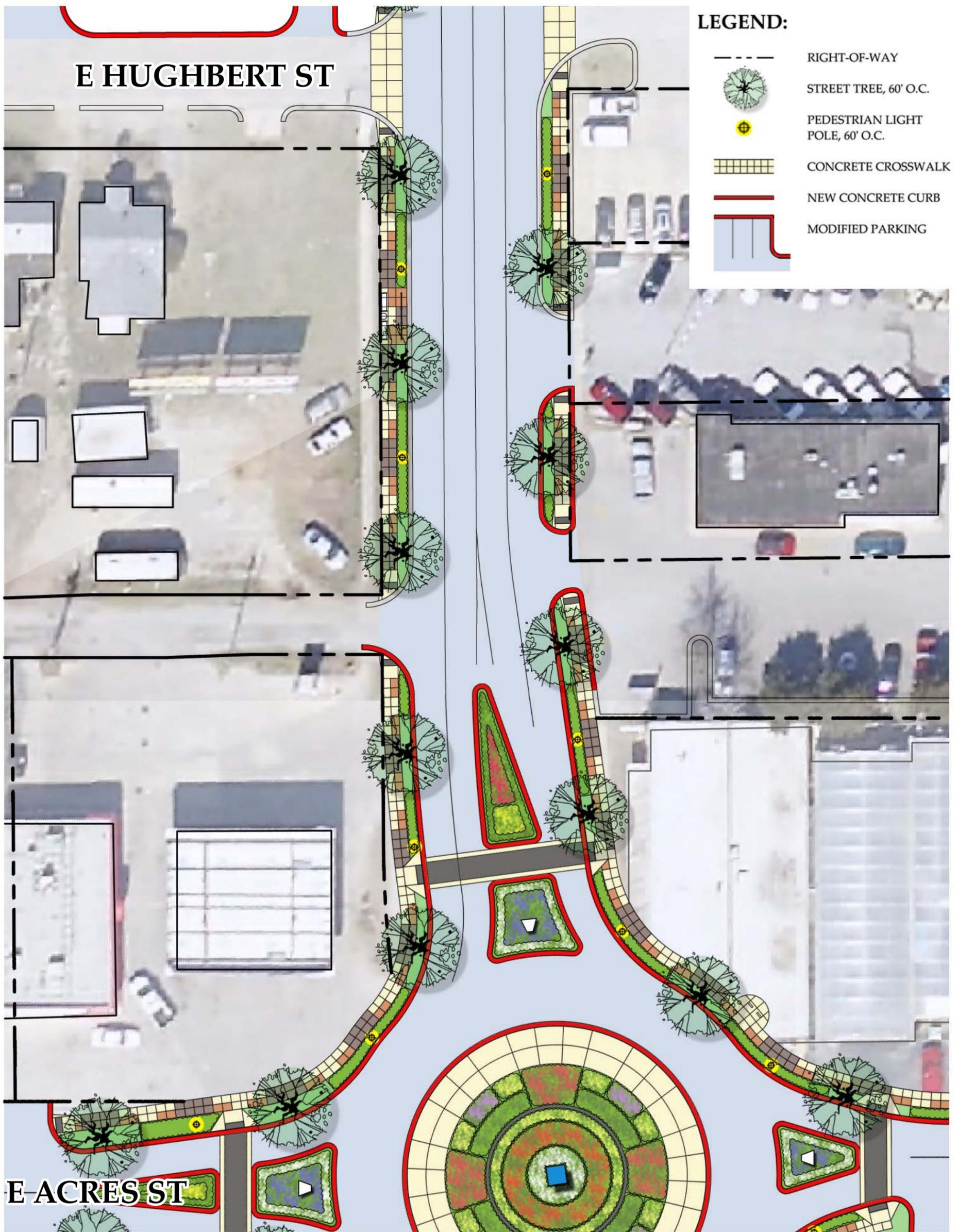


PORTER AVENUE STREETSCAPE

NORMAN, OKLAHOMA 06.04.10



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LANDSCAPE ARCHITECTS

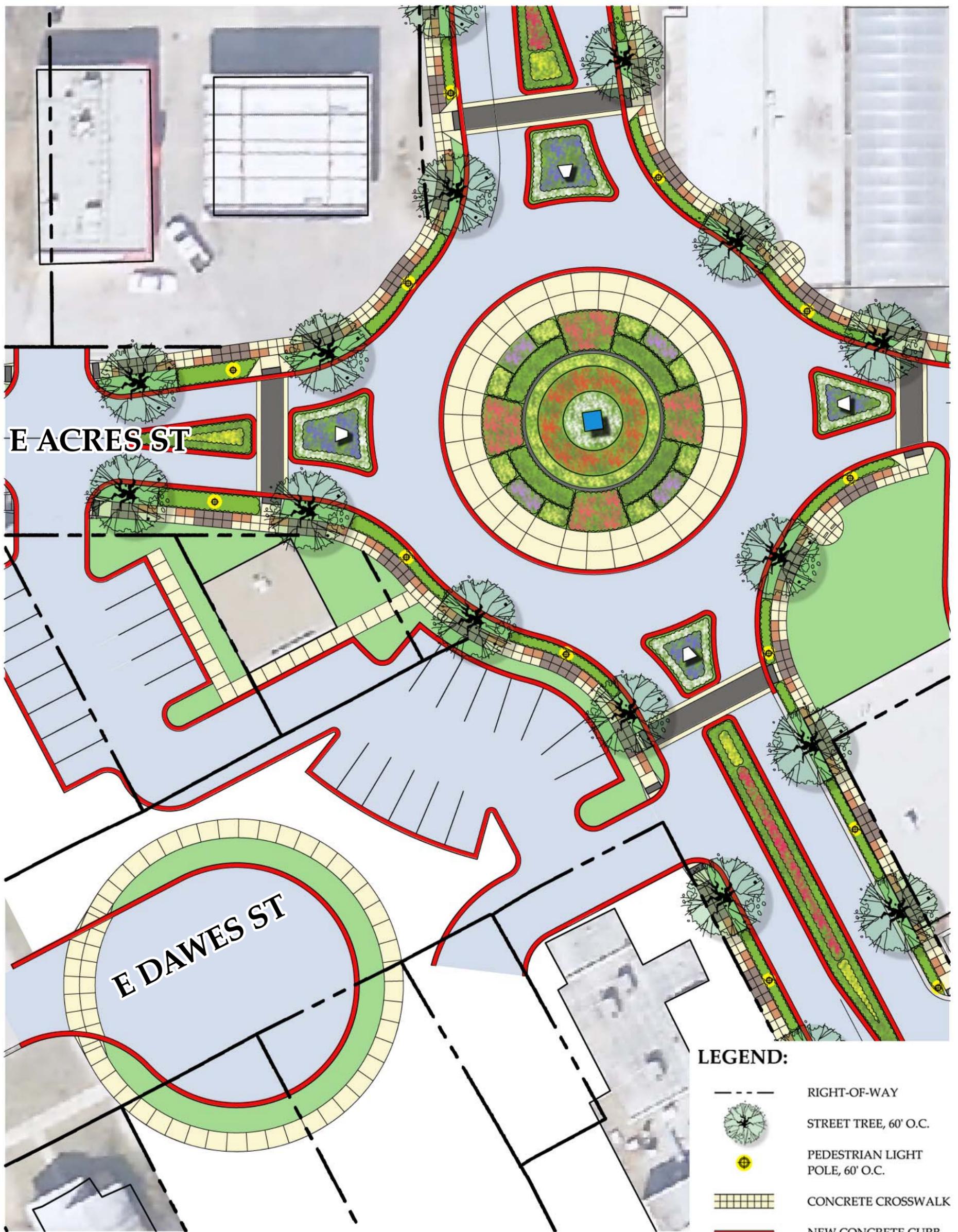


PORTER AVENUE STREETSCAPE

NORMAN, OKLAHOMA 06.04.10



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LANDSCAPE ARCHITECTS



PLAN AREA L
E ACRES ST. ROUNDABOUT

SCALE: 1"=30'

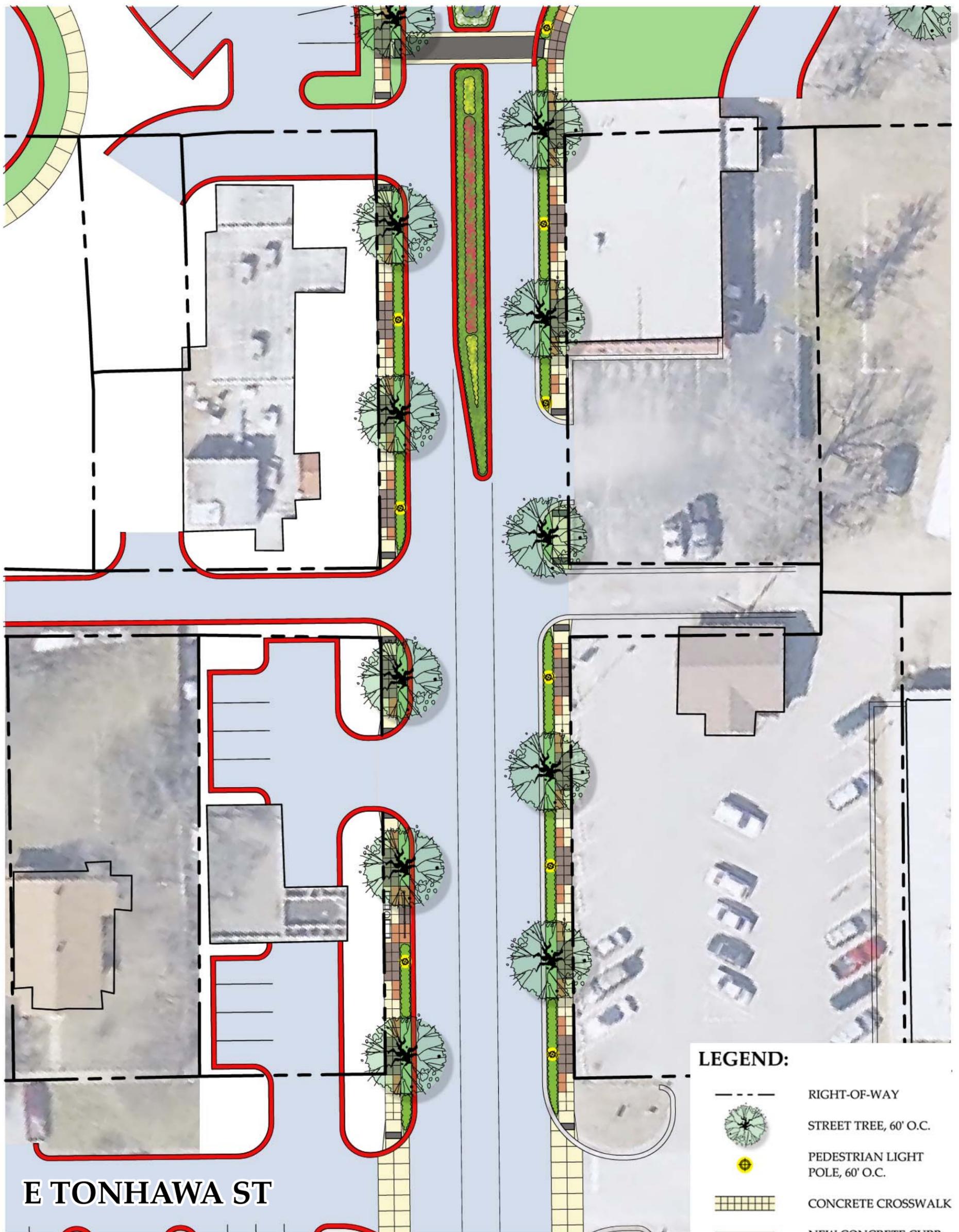


PORTER AVENUE STREETSCAPE

NORMAN, OKLAHOMA 06.04.10

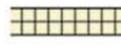
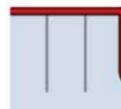


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E TONHAWA ST

LEGEND:

-  RIGHT-OF-WAY
-  STREET TREE, 60' O.C.
-  PEDESTRIAN LIGHT POLE, 60' O.C.
-  CONCRETE CROSSWALK
-  NEW CONCRETE CURB
-  MODIFIED PARKING

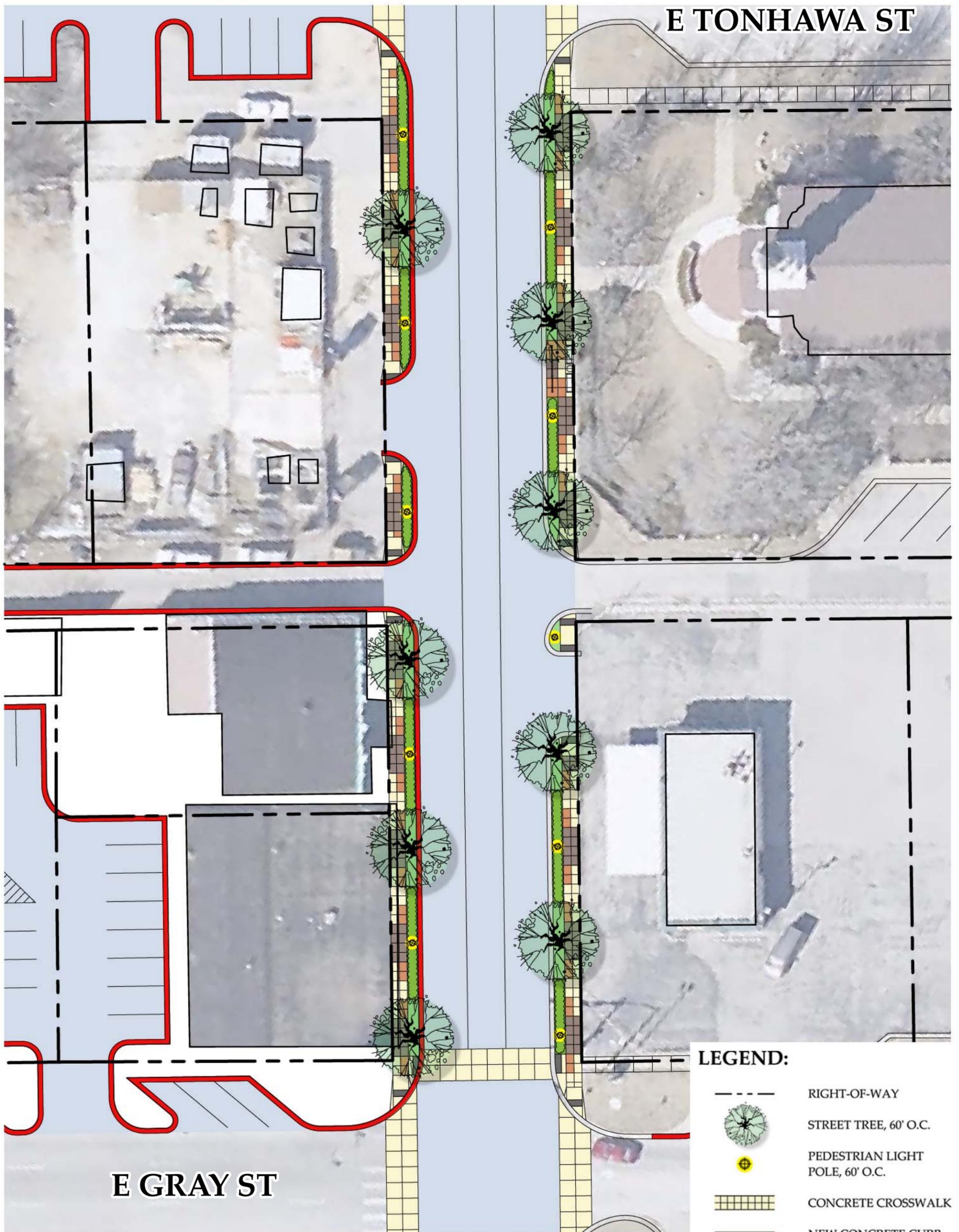
PLAN AREA M
 E ACRES ST. ROUNDABOUT TO
 E TONHAWA ST.



PORTER AVENUE STREETSCAPE

NORMAN, OKLAHOMA 06.04.10



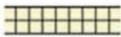
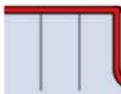


PLAN AREA N
E TONHAWA ST. TO E GRAY ST.

SCALE: 1"=30'

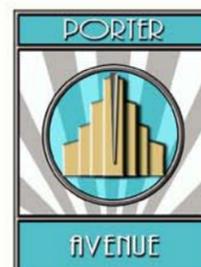


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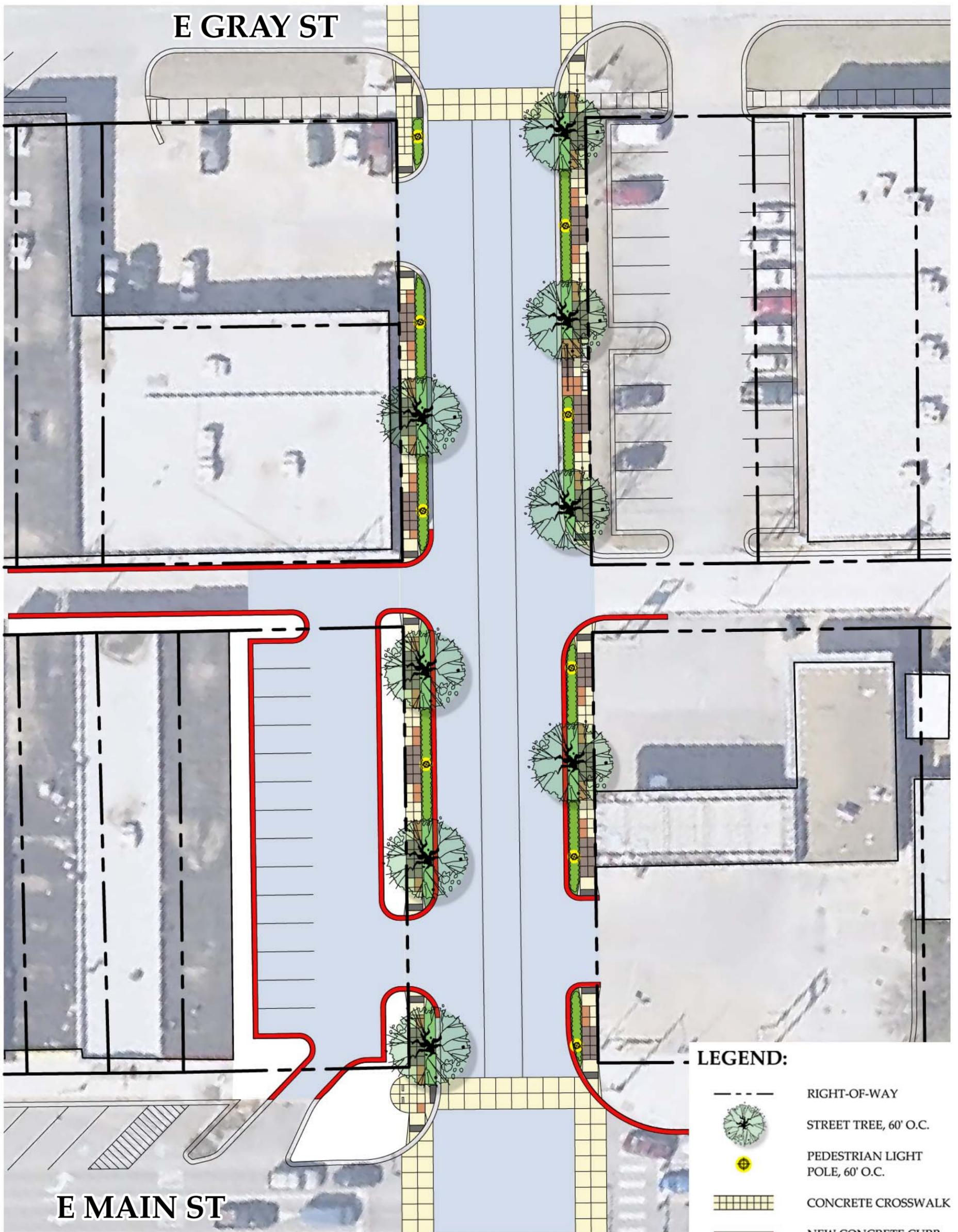
-  RIGHT-OF-WAY
-  STREET TREE, 60' O.C.
-  PEDESTRIAN LIGHT POLE, 60' O.C.
-  CONCRETE CROSSWALK
-  NEW CONCRETE CURB
-  MODIFIED PARKING

PORTER AVENUE STREETSCAPE

NORMAN, OKLAHOMA 06.04.10



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E GRAY ST

E MAIN ST

LEGEND:

-  RIGHT-OF-WAY
-  STREET TREE, 60' O.C.
-  PEDESTRIAN LIGHT POLE, 60' O.C.
-  CONCRETE CROSSWALK
-  NEW CONCRETE CURB
-  MODIFIED PARKING

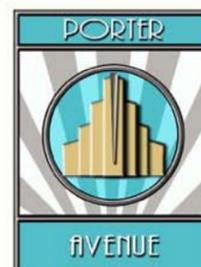
PLAN AREA O
E GRAY ST. TO E MAIN ST.

SCALE: 1"=30'

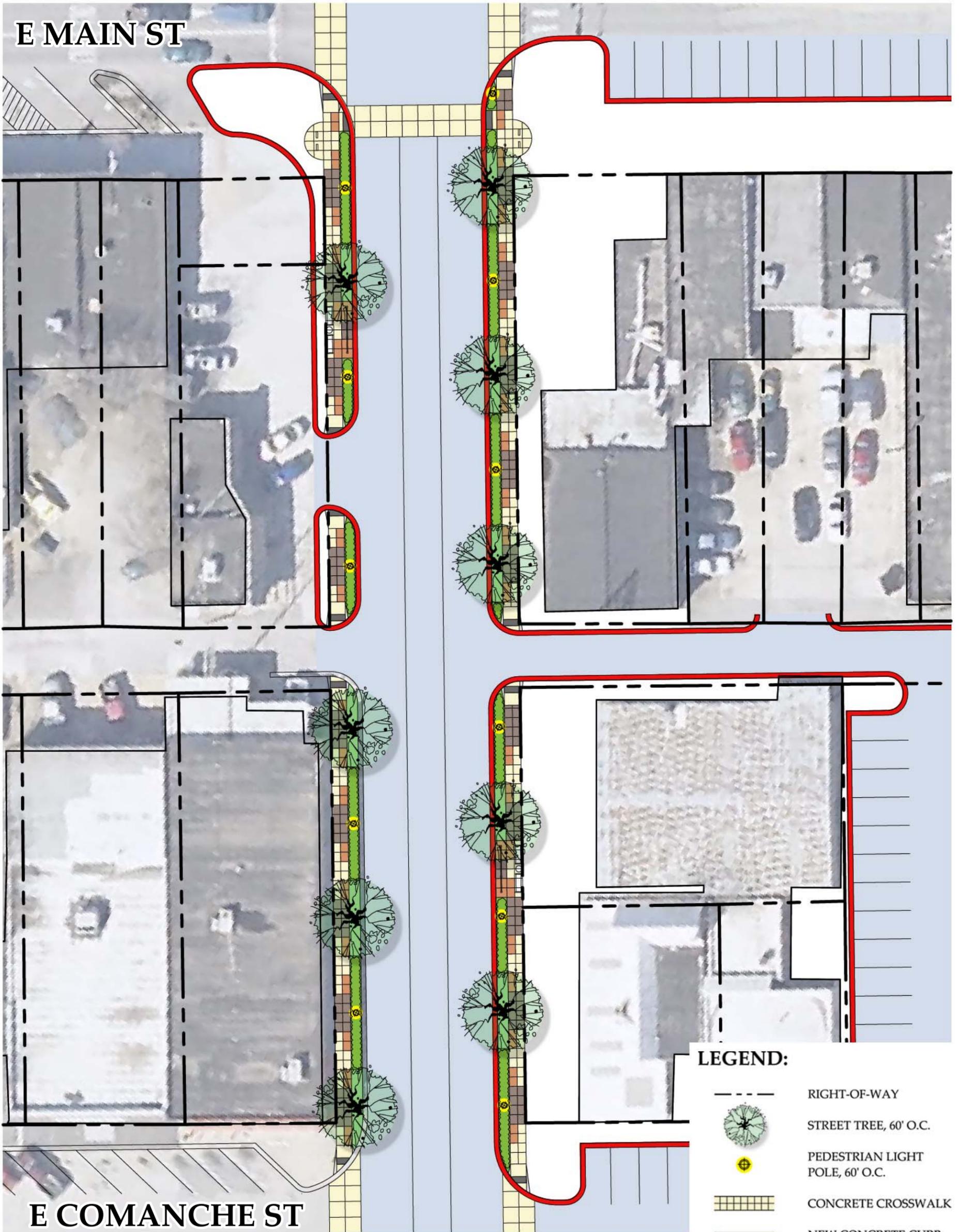


PORTER AVENUE STREETSCAPE

NORMAN, OKLAHOMA 06.04.10



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PLAN AREA P
E MAIN ST. TO E COMANCHE ST.

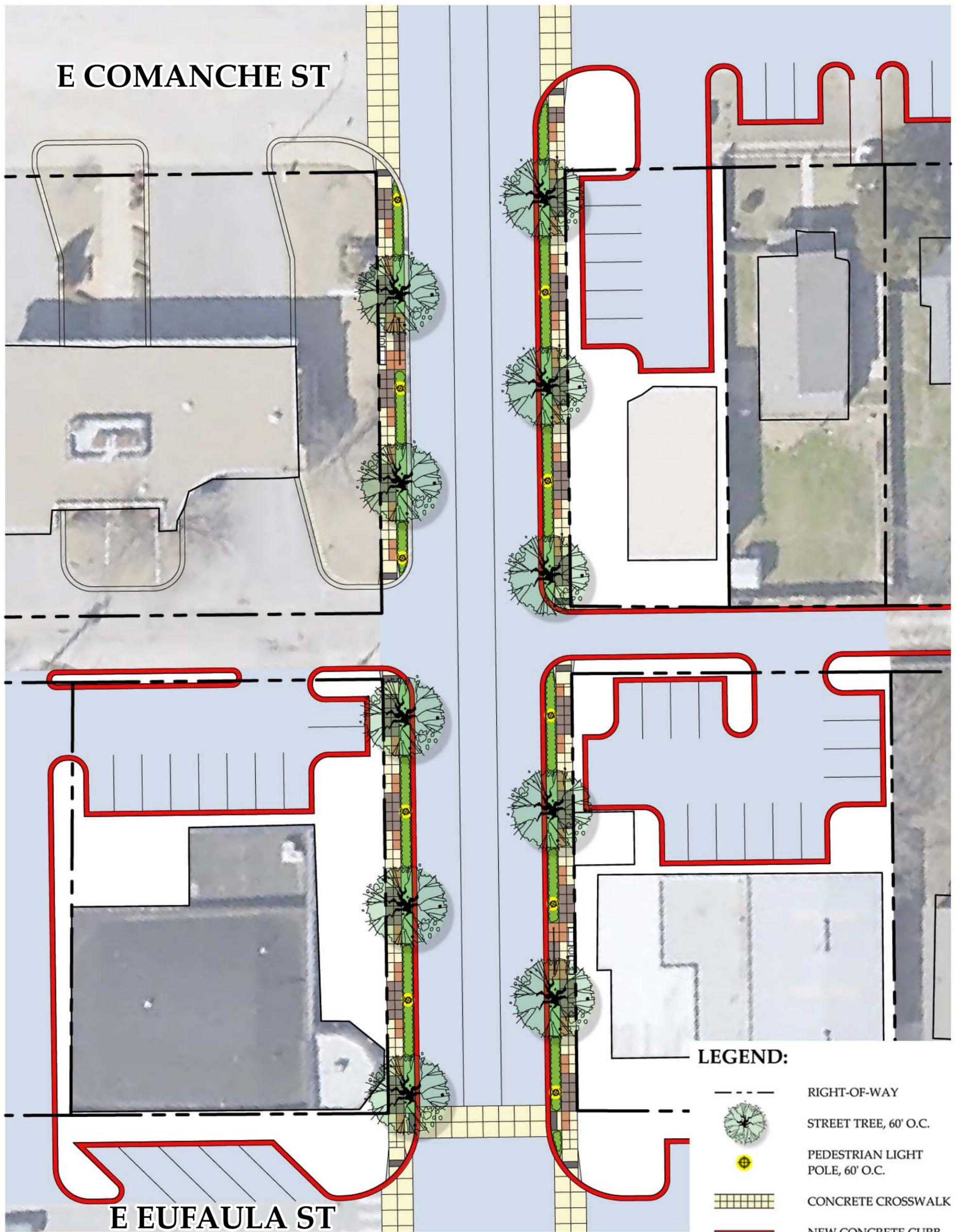


- LEGEND:**
- RIGHT-OF-WAY
 - STREET TREE, 60' O.C.
 - PEDESTRIAN LIGHT POLE, 60' O.C.
 - CONCRETE CROSSWALK
 - NEW CONCRETE CURB
 - MODIFIED PARKING

PORTER AVENUE STREETSCAPE

NORMAN, OKLAHOMA 06.04.10

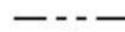
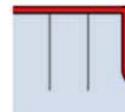




E COMANCHE ST

E EUFAULA ST

LEGEND:

-  RIGHT-OF-WAY
-  STREET TREE, 60' O.C.
-  PEDESTRIAN LIGHT POLE, 60' O.C.
-  CONCRETE CROSSWALK
-  NEW CONCRETE CURB
-  MODIFIED PARKING

PLAN AREA Q
E COMANCHE ST. TO E EUFAULA ST.

SCALE: 1"=30'



PORTER AVENUE STREETSCAPE

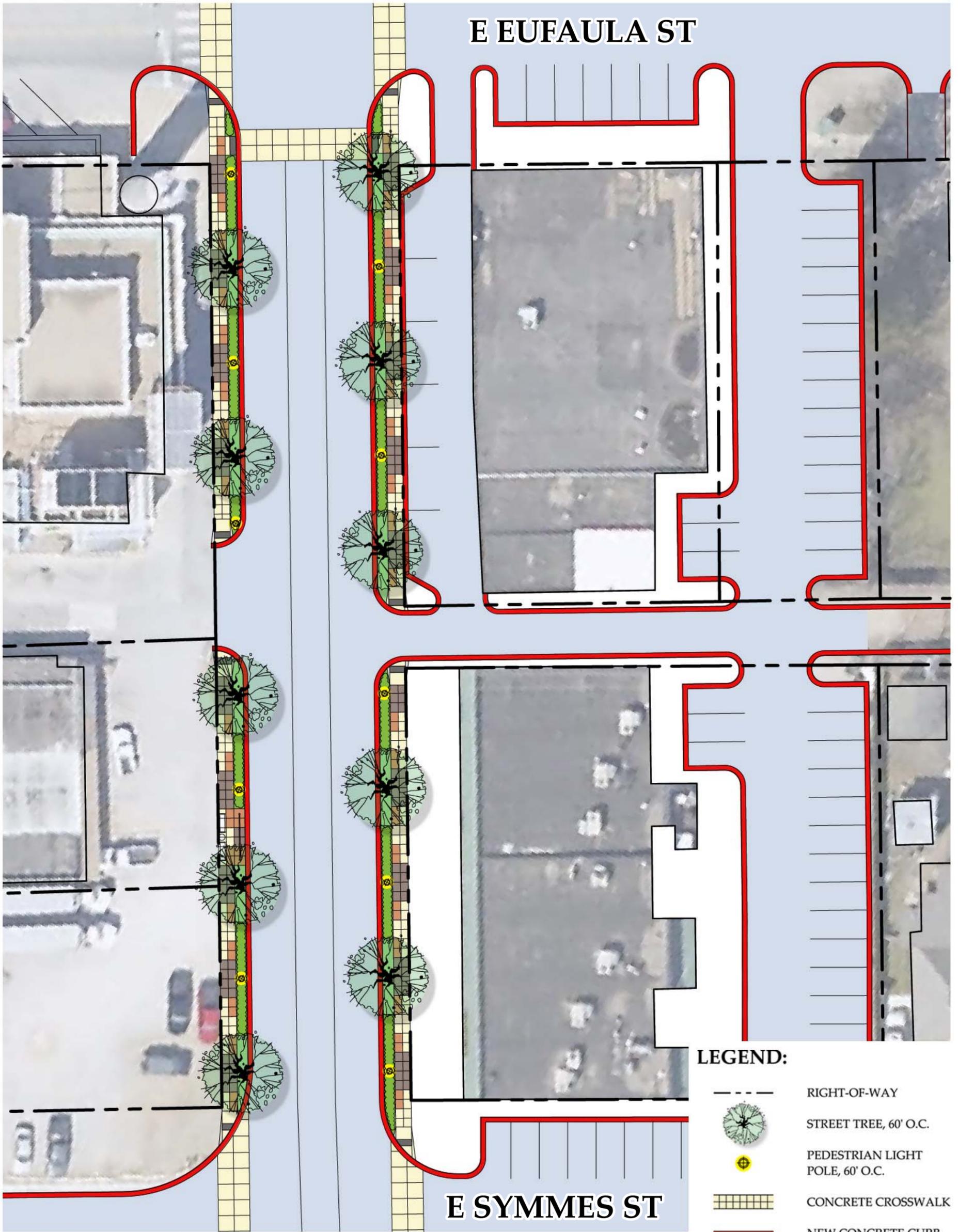
NORMAN, OKLAHOMA 06.04.10



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LANDSCAPE ARCHITECTS

E EUFAULA ST

E SYMMES ST



LEGEND:

-  RIGHT-OF-WAY
-  STREET TREE, 60' O.C.
-  PEDESTRIAN LIGHT POLE, 60' O.C.
-  CONCRETE CROSSWALK
-  NEW CONCRETE CURB
-  MODIFIED PARKING

PLAN AREA R
E EUFAULA ST. TO E SYMMES ST.

SCALE: 1"=30'

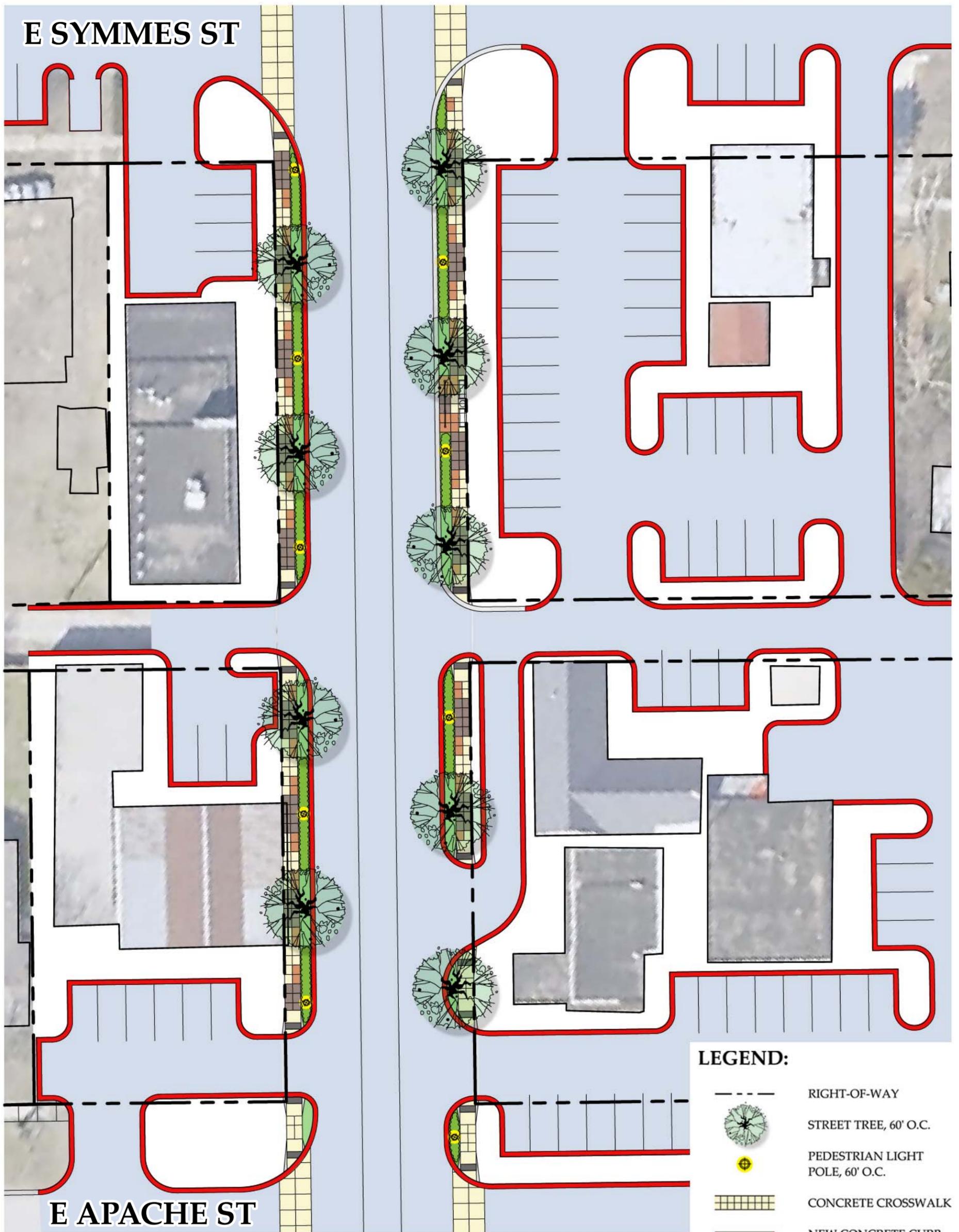


PORTER AVENUE STREETSCAPE

NORMAN, OKLAHOMA 06.04.10



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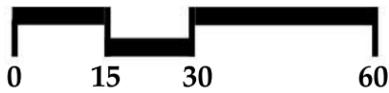


E SYMMES ST

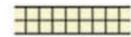
E APACHE ST

PLAN AREA S
E SYMMES ST. TO E APACHE ST.

SCALE: 1"=30'



LEGEND:

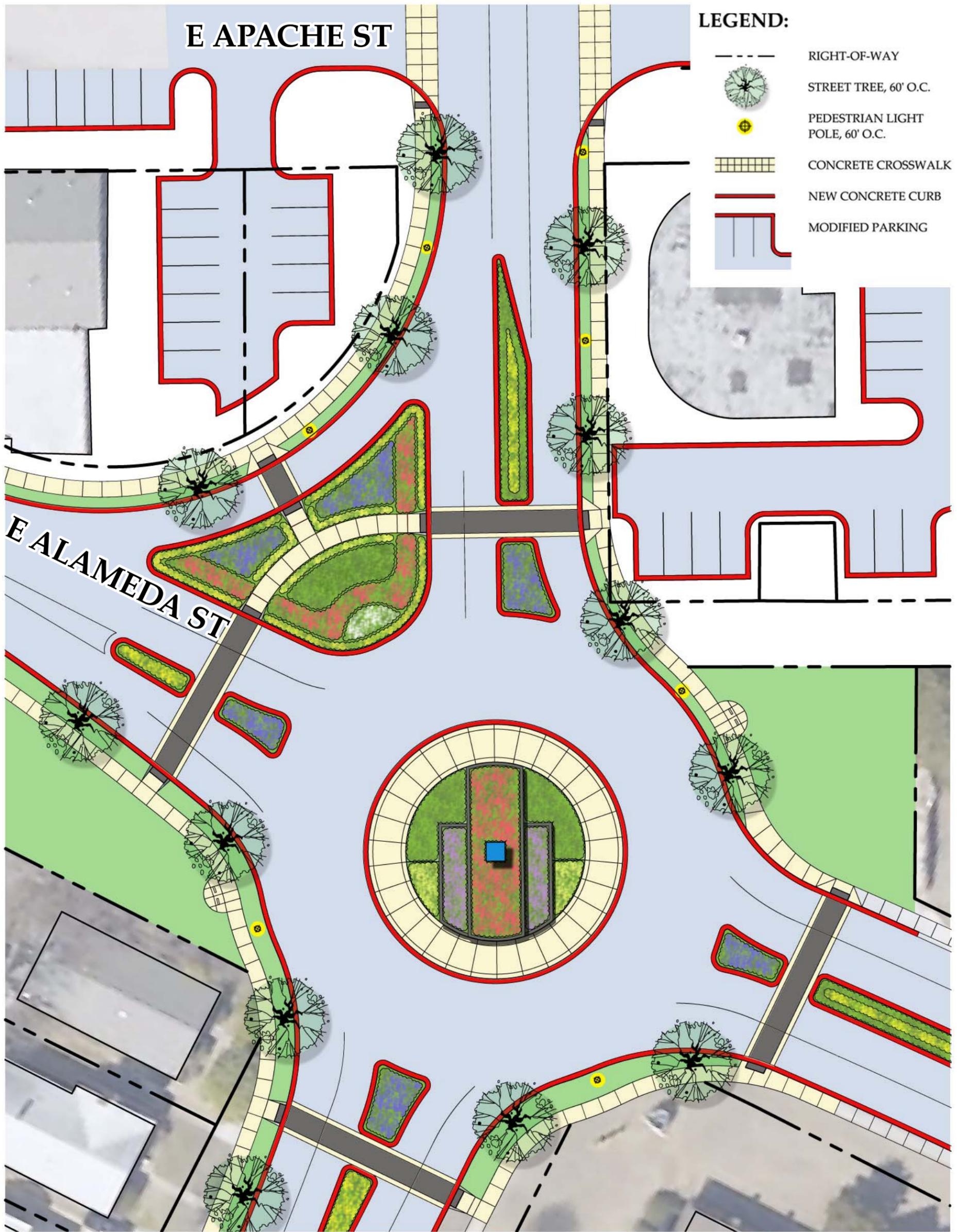
-  RIGHT-OF-WAY
-  STREET TREE, 60' O.C.
-  PEDESTRIAN LIGHT POLE, 60' O.C.
-  CONCRETE CROSSWALK
-  NEW CONCRETE CURB
-  MODIFIED PARKING

PORTER AVENUE STREETSCAPE

NORMAN, OKLAHOMA 06.04.10



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PLAN AREA T
E APACHE ST. TO E ALAMEDA ST.



PORTER AVENUE STREETSCAPE

NORMAN, OKLAHOMA 06.04.10



STREETSCAPE CONCEPT DESIGN

COST

A revised preliminary opinion of probable cost was also developed to provide guidance on budgeting assistance. It is summarized, following.

Porter Avenue Corridor

Norman, Oklahoma

Overall Streetscape Concept

6/4/2010



Item #	Description	Qty	Unit	PPU	Total
LIGHTING					
1	Pedestrian Lights	172	EA	\$5,500.00	\$946,000.00
2	Banners	172	EA	\$250.00	\$43,000.00
3	Precast Deco Bases	172	EA	\$750.00	\$129,000.00
				SUBTOTAL =	\$1,118,000.00
LANDSCAPING					
4	Street Trees - 2 1/2" Cal.	193	EA	\$400.00	\$77,200.00
5	Landscape Bed w/ Understory Plantings	22710	SF	\$6.50	\$147,615.00
6	Turf (Sod)	24033	SF	\$0.45	\$10,814.85
7	Irrigation	46743	SF	\$2.00	\$93,486.00
				SUBTOTAL =	\$329,115.85
SITE FURNISHINGS/AMENITIES					
8	Benches	40	EA	\$1,800.00	\$72,000.00
9	Trash Receptacles	20	EA	\$1,100.00	\$22,000.00
10	Bike Racks	18	EA	\$265.00	\$4,770.00
11	Deco Panels	20	EA	\$6,000.00	\$120,000.00
12	Robinson Street Gateway Monuments	4	EA	\$15,000.00	\$60,000.00
				SUBTOTAL =	\$278,770.00
HARDSCAPE					
13	4" Concrete Sidewalk, 5' Wide, Broom Finish	28380	SF	\$7.00	\$198,660.00
14	6" HD Concrete Crosswalk, 10' Wide	18350	SF	\$8.50	\$155,975.00
15	Accessible Ramp, 5' Wide	223	EA	\$600.00	\$133,800.00
16	Stamped Colored Concrete	27915	SF	\$13.00	\$362,895.00
				SUBTOTAL =	\$851,330.00
ROUNDAABOUT					
17	Landscape Bed w/ Understory Plantings	15541	SF	\$6.50	\$101,016.50
18	Irrigation	15541	SF	\$2.00	\$31,082.00
19	Retaining Wall	386	LF	\$250.00	\$96,500.00
20	4" Concrete Sidewalk, 6' Wide, Broom Finish	365	SF	\$7.00	\$2,555.00
21	6" HD Concrete Paving (Concrete Apron)	5745	SF	\$8.50	\$48,832.50
22	6" HD Decorative Concrete Crosswalk, 10' W.	3810	SF	\$12.00	\$45,720.00
23	Accessible Ramp, 5' Wide	3	EA	\$600.00	\$1,800.00
24	Gateway Monument	4	EA	\$20,000.00	\$80,000.00
25	Sculpture	2	EA	\$150,000.00	\$300,000.00
				SUBTOTAL =	\$707,506.00
TOTALS					
26	PROJECT SUBTOTAL =				\$3,284,721.85
27	12% Contractor GC, Overhead, & Profit =				\$394,166.62
28	TOTAL PROJECT COST =				\$3,678,888.47

Average LF Cost with Roundabout	\$265.05
Average LF Cost without Roundabout	\$207.96
Average SF Cost with Roundabout	\$23.26
Average SF Cost without Roundabout	\$21.78
Average Per Block Cost with Roundabout	\$216,405.20
Average Per Block Cost without Roundabout	\$169,793.04

NOTES: ASSUMPTIONS

1. Per area plans dated June 4th, 2010 (06.04.10).
2. Per typical three & four-lane sections dated June 4th, 2010 (06.04.10)
3. Average Linear Foot (LF) Cost represents the cost associated with improving one side of the street for the distance of one foot.
4. Average Per Block Cost represents the cost associated with improving one typical block on both sides of the street.
5. The Average LF, SF & Per Block Costs labeled "with Roundabout" represent the costs associated with inclusion of the roundabout in the Total Project Cost figure.
6. The Average LF, SF & Per Block Costs labeled "without Roundabout" represent the costs associated with exclusion of the roundabout from the Total Project Cost figure (\$2,886,481.75 without roundabout).



NORMAN, OK
STREETSCAPE DESIGN

NEXT STEPS



NORMAN, OK
STREETSCAPE DESIGN

NEXT STEPS

This document represents the second phase to a multi-phase project for Porter Avenue. In the original study the plan included nine steps to make changes to the district from marketing to redevelopment to public improvements. These steps are as follows:

1. Initiate Project Start-up
2. Develop Appropriate Policy
3. Identify Market Niche and Business Mix
4. Develop Marketing and Communication Strategies
5. Undertake Planning and Design for Plan Recommendations
6. Initiate Demonstration Projects
7. Initiate Demonstration Block
8. Develop Economic Incentives and Funding
9. Identify Funding for Transportation & Demonstration Block

As a summary of the findings and recommendations for the initial plan, a planning document was completed that provided a road map to long term improvements to the Porter Avenue Corridor. To continue the design portion of the project, as indicated in Item 5 (above), and to gain an understanding of magnitude of cost, Phase 1 began, which consisted of Schematic Design, Zoning Overlay District, and Cost Estimates for the proposed improvements. The conclusion of this phase should include at a minimum the approval of (1) the Phase 1 planning document, (2) Schematic Design for the public improvements, and, (3) Zoning Overlay District.

NEXT PHASE

Upon approval of the initial planning document and the first portion of Phase 1, the City should continue on with a traffic study to verify recommended number of lanes and roundabout locations. This engineering study should also include roundabout geometric design which will identify the exact needs for land acquisition.

Upon approval of the second portion of Phase 1, the City will be ready to move forward with Design Development and Construction Drawings for the public improvements.

Concurrently, the City of Norman should continue meeting the other goals of the original planning document. This includes:



NEXT STEPS

- Project Start Up, which is the development of a 501c3 not for profit to move forward with marketing the corridor through communications and identification, as well as continuing with the corridor advisory committee.
- Develop economic incentives and funding opportunities to support and promote revitalization in the Porter Corridor, which includes the pursuit of federal funds for the public improvements.
- Targeting the Demonstration Block and working with the property owner to move forward with developer solicitation for revitalization.

Although moving forward with the next Phase of the project may seem daunting, keeping the vision for the area, momentum of the community and interest in the project is paramount. Currently, there are great destination places within the corridor that must be nurtured and supported by the surrounding development to ensure continued success. Making the improvements to Porter Avenue will only support the community and provide for increased property values and desirable neighborhoods.

