

City of Norman I-35 FRONTAGE ROADS STUDY Workshop 2

Presented to:

City of Norman Frontage Road Task Force
City of Norman Residents and Businesses

July 17, 2008



AGENDA

- Welcome / Project Overview
- What we have heard
 - May 19th Public Meeting
 - Internet Survey
- I-35 Frontage Roads Study (Draft)
 - Public Involvement
 - Transportation
 - Economic
- Next steps
- Questions

With ODOT widening I-35,
Norman has a unique opportunity
to examine the current frontage road system
and see if improvements can be made.

“We are at a juncture where design decisions,
which the council makes, will affect our
community for the next 50 years.
It is our intent to make those decisions based
on sound professional information
and citizen input.”

- Mayor Cindy Rosenthal



Task force members representing the following interests included:

- Barbara McClurkin – Residential area west of I-35
- Walter Kelly – Residential area south of main and east of I-35
- Mike Fowler – Frontage road businesses
- Alan Hendrick – Norman Chamber of Commerce
- Lynn Palmerton – Sooner Mall
- Stanton Nelson – University North Park TIF District
- Dan Quinn – Council Member, Ward 8
- James Fullingim – Norman Fire Department
- Dennis Fox – Norman Police Department
- Shawn O’Leary – City of Norman Public Works
- Angelo Lombardo – City of Norman Traffic

Study Area

- I-35 Widening
- UNP TIF Project
- Hospital Project
- Robinson Interchange Modification (NE Quadrant)
- Robinson Street Congestion



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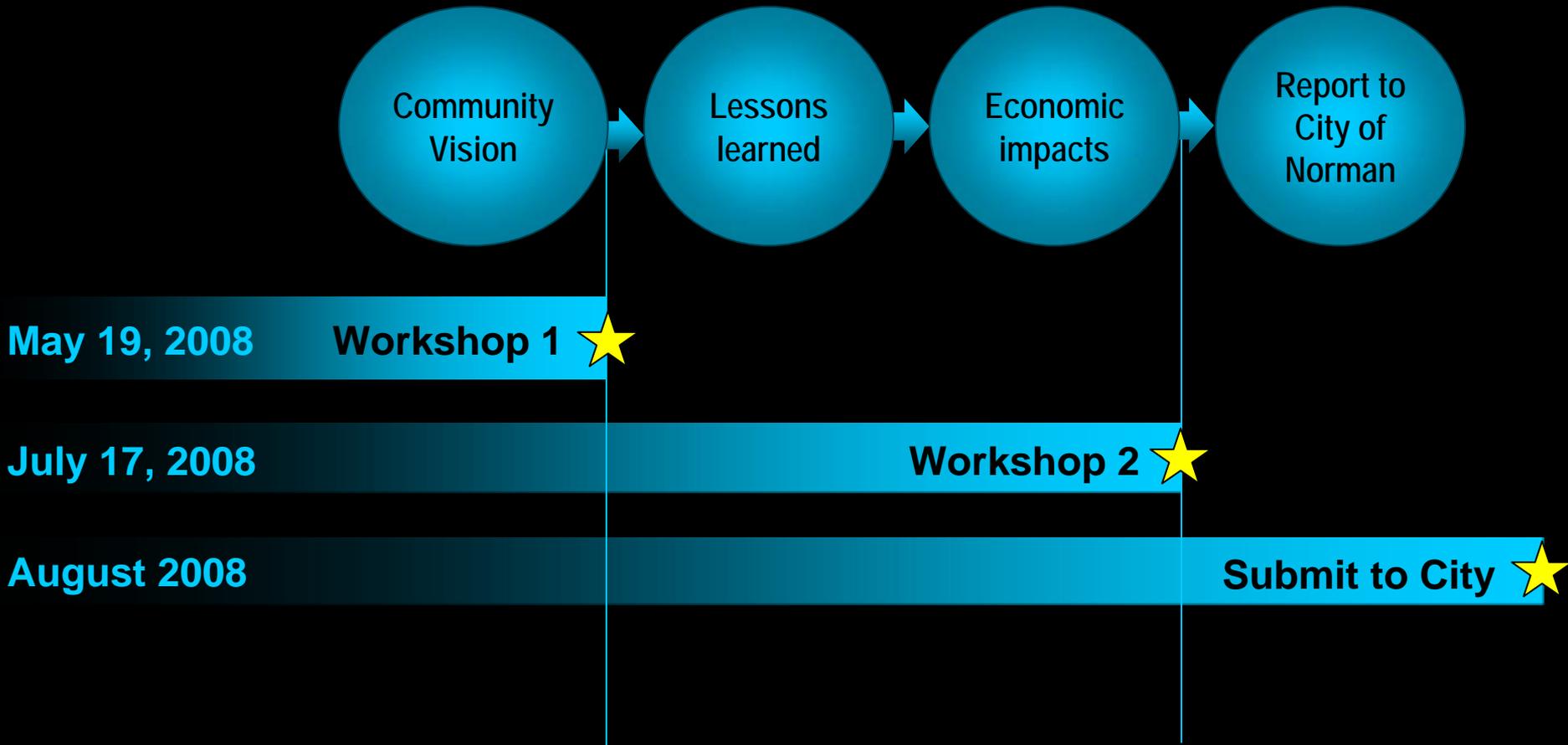
I-35 Frontage Roads Study - Goal

- A thorough evaluation of the impacts of an improved frontage road system relative to:
 - Community input
 - Transportation Lessons learned
 - Economic impacts
- Possible frontage road configurations:
 - Do Nothing
 - Improved two-way
 - One-way
 - Combination one-way and two-way

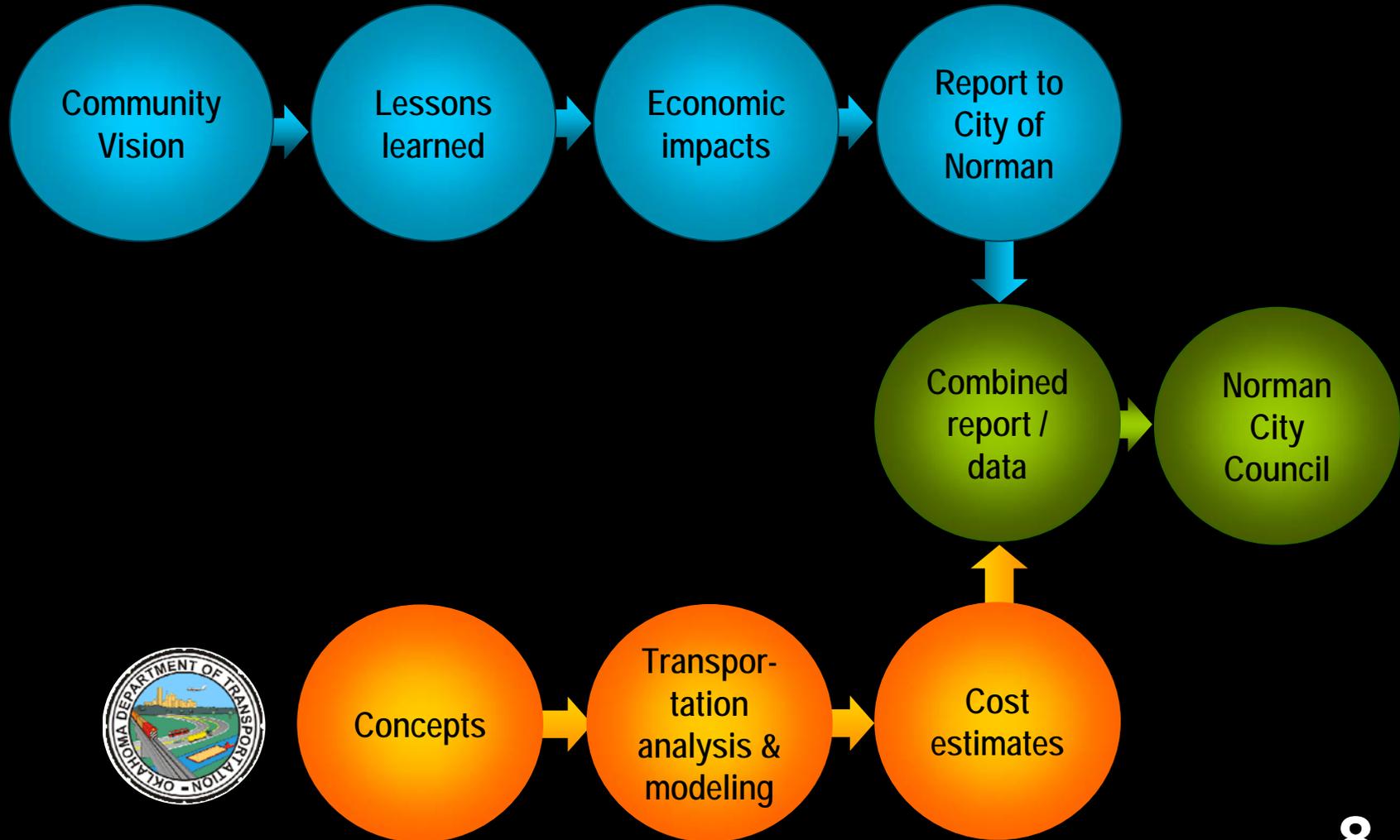


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I-35 Frontage Roads Study - Process

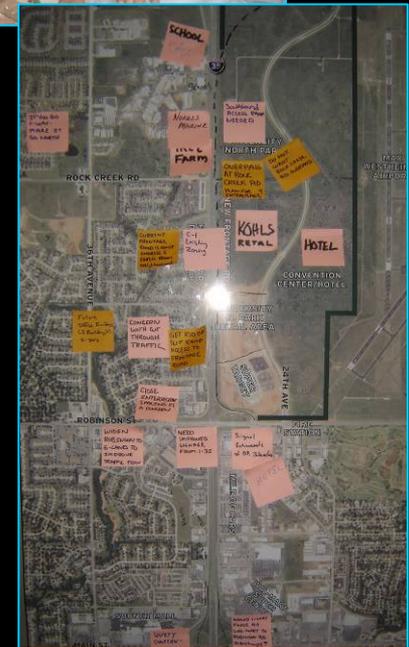


I-35 Frontage Roads Studies



Workshop 1 – May 19

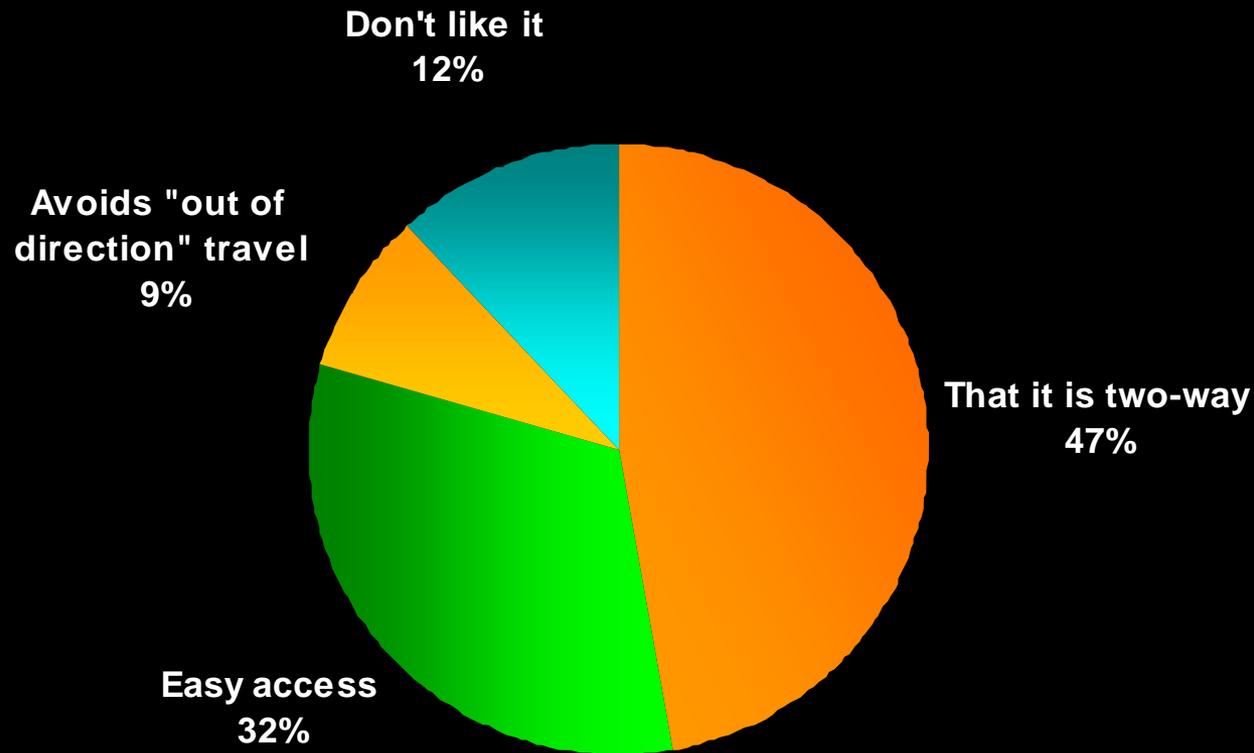
- Key issues:
 - Access to businesses
 - Impacts to businesses
 - Access to homes
 - Fire/police/ambulance access
 - Ease of use
 - Efficiency
 - Congestion on east/west streets
 - Safety
 - Concerns that decisions have already been made



On-line survey

- One part of the over-all public involvement program, in addition to public meetings, city council briefings and the Frontage Road Task Force
- 273 responses
- Not statistically valid, but inclusive of all who have voiced an opinion
- Verbatim, detailed responses will be a part of the report to Mayor and City Council
- Promoted through:
 - City of Norman web site
 - Postcards to 376 residents and businesses
 - Media relations resulting in a minimum of three articles in the local press

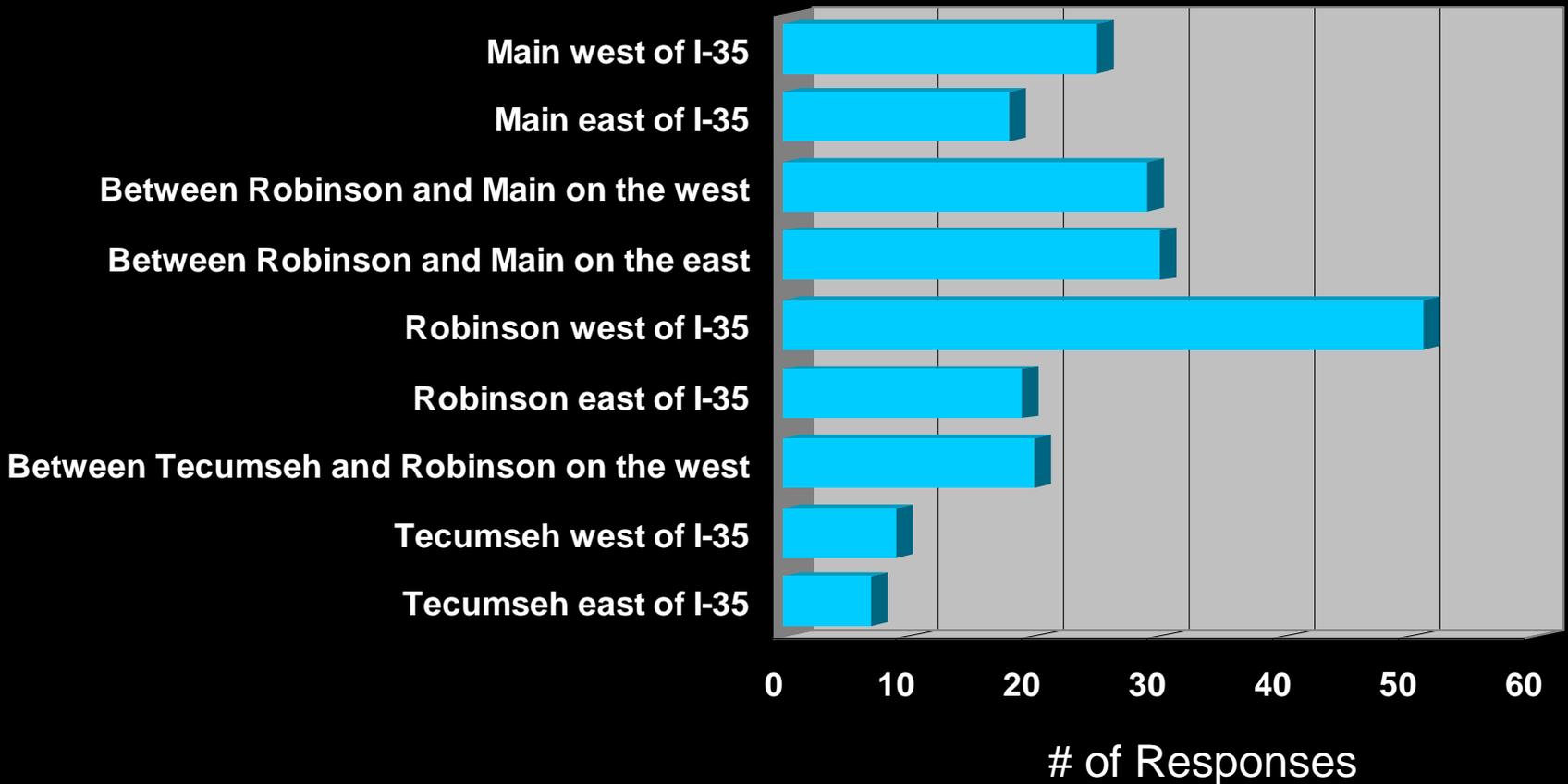
What do you like about the current frontage road system?



What suggestions do you have to improve traffic flow?

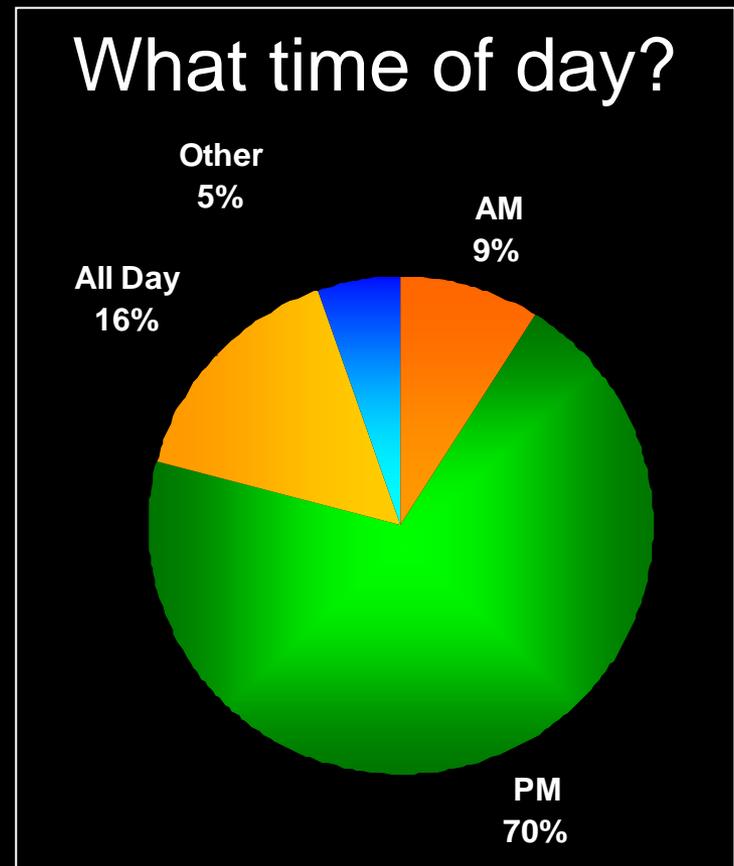
- Widen frontage roads
- Improve key intersections (Robinson, Main)
- Add turn lanes
- Use “Texas-turnarounds”
- Leave as is
- Improve pavement
- Improve signage
- Improve highway access
- Improve signals

If you could improve just one location on the frontage road system, where would it be?



Where do you experience the greatest safety concerns?

- Majority nearly evenly split between
 - Main/Mall
 - Robinson
- Other locations within study area
 - Frontage road at Community Christian School (speeds)
 - Ability to merge safely on I-35
 - Tecumseh

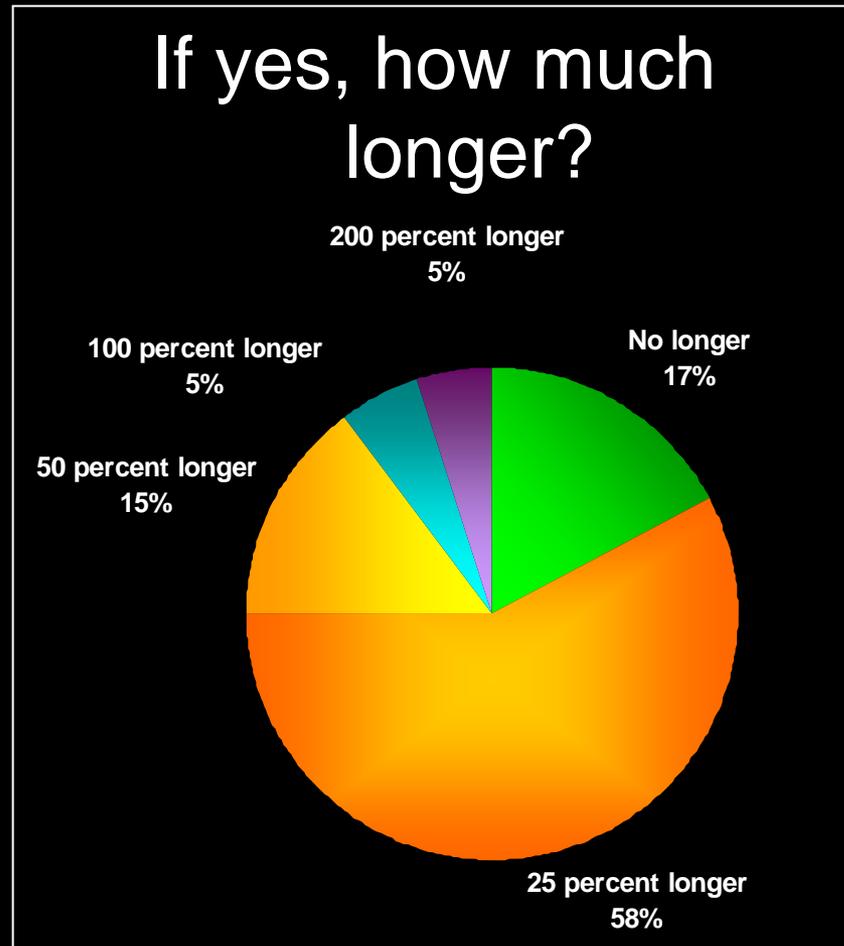


Please rank the following according to importance to you:

	Very Important	Important	Not Important
Safety	83%	17%	4%
Access to locations on the frontage roads	70%	25%	5%
Reducing travel time	49%	43%	8%
Cost efficient	32%	55%	13%
Neighborhood preservation	47%	38%	15%
Access to locations beyond the frontage roads	42%	40%	18%
Economic development	27%	49%	24%
Minimizing the amount of additional property needed for improvements	24%	48%	28%
Pedestrian/bicycle friendly	33%	32%	35%
Aesthetics	14%	41%	45%

Would you be willing to wait longer on east-west roads like Robinson and Main to keep the two-way frontage road system?

- 83% said “yes”



Key Survey Responses

- The community generally likes the access and ease of a two-way system
- Concerns that a decision has already been made to make the Frontage Road system one-way
- Concerns about congestion and safety on east/west streets
- Many said they would be willing to accept trade-offs in the form of a longer wait on east/west streets to preserve the two-way system, if necessary
- Safety is the most important priority
- *Verbatim, detailed survey results will be part of the final report to the City of Norman*

I-35 Frontage Roads Study

Public Involvement

- Frontage Road Task Force
- Workshop 1 – May 19, 2008
- Internet Survey (posted through July 31st)
- Workshop 2 – July 17, 2008
- Comment forms
- Workshop 3 – Date to be determined

I-35 Frontage Roads Study

Transportation

- Purpose of frontage roads
- Emergency Access
- Literature Review identified over 20 sources
- Texas Transportation Institute (TTI) Research
- *The Effects of Converting Frontage Roads from Two-Way to One-Way Operation* (University of Arkansas, May 2004)

I-35 Frontage Roads Study

Transportation

Texas Transportation Institute (TTI) Research

- Four thresholds for conversion

MET	NOT MET
✓	
✓	
✓	
?	?

 1. Accident Threshold
 2. Frontage Road Volume Threshold
 3. Interchange Volume Threshold
 4. Peak Hour Traffic Threshold

- Two-Way & One-Way Advantages & Disadvantages

	Advantages	Disadvantages
One-Way	<ul style="list-style-type: none"> • Safety • Increased Capacity • Reduced Delay 	<ul style="list-style-type: none"> • Cost • Added Travel Distance
Two-Way	<ul style="list-style-type: none"> • Existing condition • Lower Travel Distance • Lower Cost 	<ul style="list-style-type: none"> • More Conflict Points/higher crashes • More Delay • Less Capacity



I-35 FRONTAGE ROAD SYSTEM (From Main Street to Tecumseh Road) Traffic Collision History

Total No. of Collisions * = 330

Average No. of Collisions per year = 73.82

Interstate Drive – Main to Robinson

Section	No. of Collisions *	Average No. of Collisions per year
Main to Robinson	185	41.38

North Interstate Drive – Main to Tecumseh

Section	No. of Collisions *	Average No. of Collisions per year
Main to Robinson	104	23.26
Robinson to Rock Creek	30	6.71
Rock Creek to Tecumseh	11	2.46

* Data provided by the Norman Police Department (from January 1, 2004 to June 20, 2008)

I-35 Frontage Roads Study

Transportation

The Effects of Converting Frontage Roads from Two-Way to One-Way Operation

- Analyzed the transportation and land use effects associated with the conversion of I-30 in central Arkansas
- 5 Study Components
 1. Study corridor traffic volumes
 2. Travel times
 3. Land use types and occupancy
 4. Tax data for businesses
 5. Public opinion survey

I-35 Frontage Roads Study

Transportation

The Effects of Converting Frontage Roads from Two-Way to One-Way Operation

- Conclusions
 - TTI thresholds met
 - Parallel road volumes were found to increase by 15%
 - One-way operation produced lower travel times on the frontage road than two-way operation due to increased speeds

I-35 Frontage Roads Study

Transportation

- Conclusions (*continued*)
 - Traffic flows more freely, and delays along the frontage roads decrease
 - New overpasses helped to reduce travel time
 - System-wide travel times increased due to out-of-direction trips
 - Transportation benefits are heavily dependent on the roadway system

I-35 Frontage Roads Study

Economic Analysis

- Demographic and Economic Overview
- Other Studies
- Interviews
- Case Studies
 - Interstate 240 Corridor, Oklahoma City
 - Specific sites

I-35 Frontage Roads Study

Economic Analysis

- Local Economy
 - Strong local and regional growth
 - Population
 - Incomes
 - Commercial Opportunities
 - Retail Center of Cleveland County
 - 50% of spending in surrounding county occurs in Norman or outside of the county
 - Norman 45% of county spending, 62% of retail supply
 - University North Park
 - New HealthPlex campus

I-35 Frontage Roads Study

Economic Analysis

- Other Studies
 - Residents and business have negative perceptions of one-way frontage roads
 - Sales taxes and land values do not indicate a significant effect
 - Other factors affecting local businesses
 - Local economy
 - Roadway design
 - Secondary access
 - Construction

I-35 Frontage Roads Study

Economic Analysis

- Interviews
 - Realtors
 - Developers
 - Appraisers
 - Property owners
 - Business Managers
 - City officials (OKC)
 - Economic development professionals

I-35 Frontage Roads Study

Economic Analysis

- Interviews
 - No overall economic impact
 - Individual businesses may be affected
 - I-35 Corridor will remain very attractive for businesses and new development
 - Location considerations
 - Demographics & Economy (population, income, growth)
 - Visibility (Interstate)
 - ACCESS (Overall access, One-way v. Two-way, Traffic congestion)
 - Other uses (University North Park, HealthPlex campus)

I-35 Frontage Roads Study

Economic Analysis

- Interviews
 - Factors for one-way success
 - Texas Turnarounds
 - Maximize Crossover points
 - Secondary access roads and entries

I-35 Frontage Roads Study

Economic Analysis

- Interviews
 - What areas have been negatively affected by a one-way conversion?
 - What retailers avoid one-way frontage roads?
 - Can a negative impact be seen in property values?

I-35 Frontage Roads Study

Economic Analysis

- Interviews
 - Residential Homes
 - Access to Dove Crossing Neighborhood is available only by the frontage road
 - One-way conversion could limit access
 - » Emergency Access?
 - » Inconvenience?
 - Realtors and appraisers believe property values will be negatively impacted, but can not quantify

I-35 Frontage Roads Study

Economic Analysis

- Case Study – Interstate 240, Oklahoma City
 - One-way system
 - supports higher traffic volumes
 - prevented congestion and gridlock
 - Texas Turnarounds important
 - Improve access
 - Developers and owners very happy with growth and performance
 - Wal-Mart
 - 240 Penn Plaza

I-35 Frontage Roads Study

Economic Analysis

- Case Study – Interstate 240, Oklahoma City
 - Auto Dealers
 - Cross Roads Chrysler Jeep
 - Estimated 30% drop in sales after conversion
 - Poor location, access
 - Continued Development

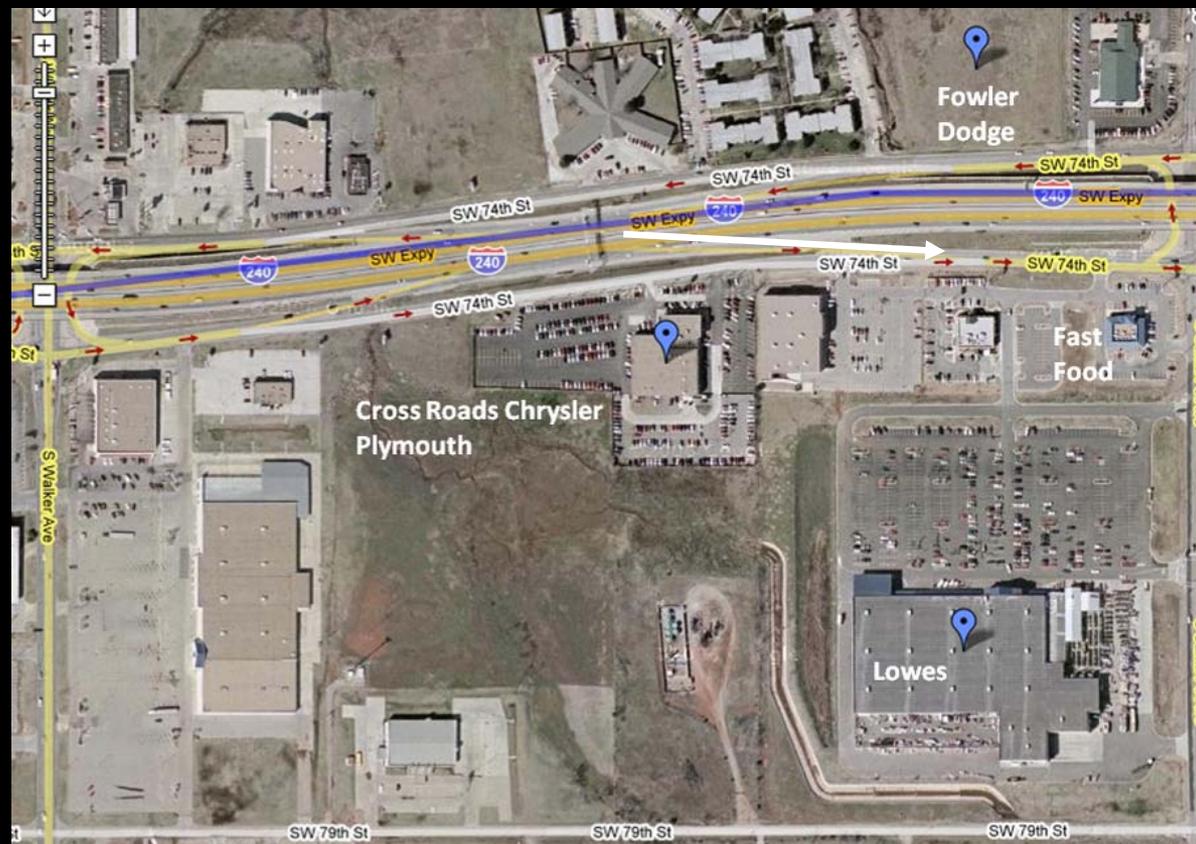
Before/After 1987 Conversion	Total SF Built	Avg. Annual SF Built
Before (1976 – 1987)	31,387 SF	2,853 SF
After (1987 – 2008)	153,525 SF	7,311 SF

I-35 Frontage Roads Study

Economic Analysis

- Case Studies – Sites

– Cross Roads Chrysler Jeep

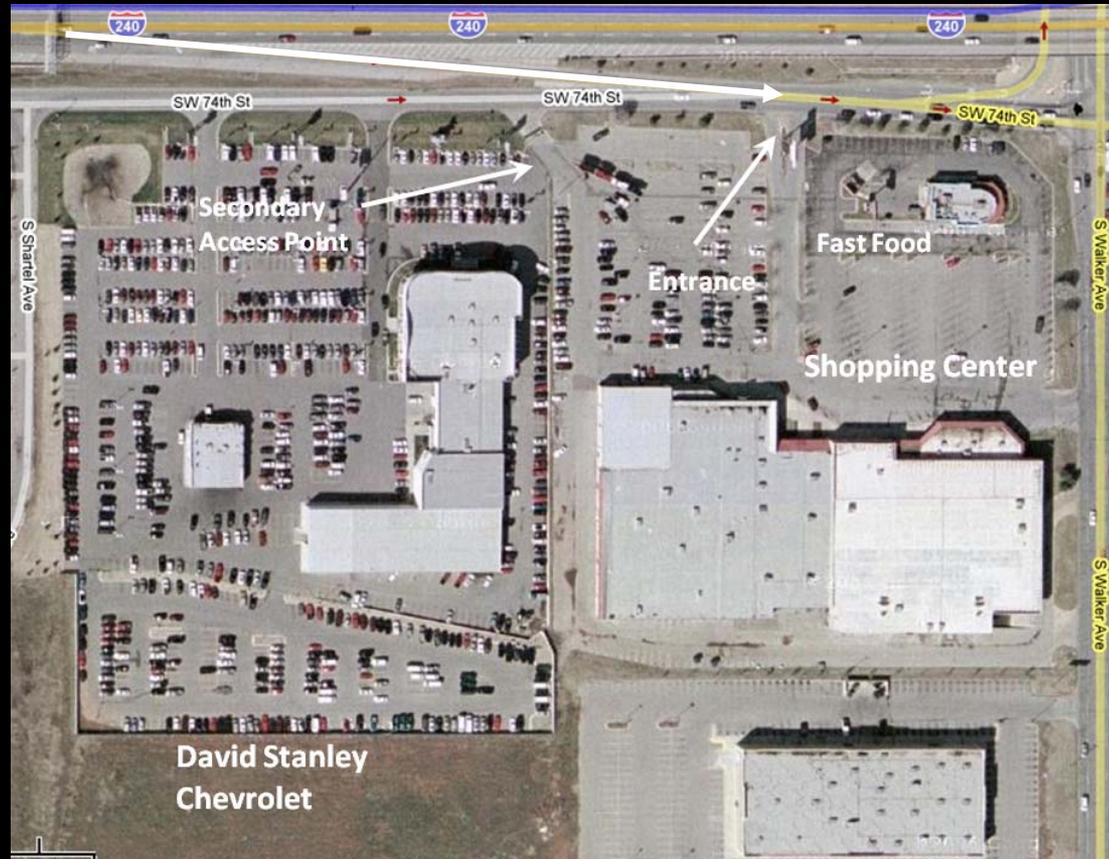


I-35 Frontage Roads Study

Economic Analysis

- Case Studies – Sites

- David Stanley Chevrolet



I-35 Frontage Roads Study

Economic Analysis

- Case Studies – Sites

– 240 Penn Park



I-35 Frontage Roads Study

Economic Analysis

- **Strengths**

- Strong economy, growth and new development
- East side of I-35 has secondary access

- **Weaknesses**

- West side of I-35 is largely dependent on frontage road
- Few crossover points

- **Opportunities**

- ODOT funding
- Rock Creek Overpass
- Public engagement
- Increased capacity

- **Threats**

- Impacts of road construction
- Overpasses are more expensive
- Increasing traffic congestion?

City of Norman

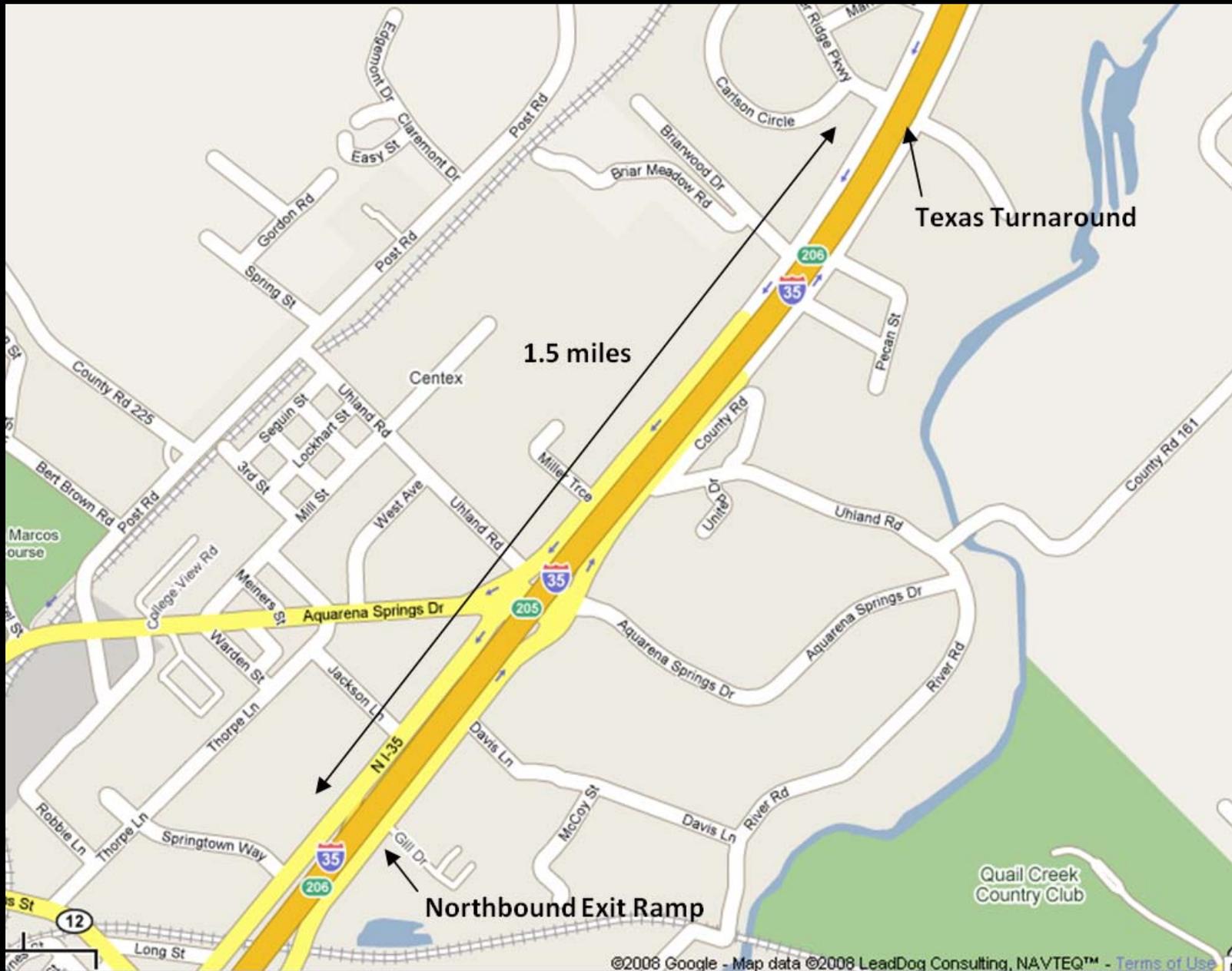
I-35 Frontage Roads Study - Next steps

- Submit Final Report
 - Adding community input from Workshop 2
 - Comment forms
 - Updated on-line survey
- Review ODOT Study
- Workshop 3
- Council Presentation

Questions & Answers

Thank You





1.5 miles

Texas Turnaround

Northbound Exit Ramp



