



CITY OF NORMAN, OK CITY COUNCIL BUSINESS & COMMUNITY AFFAIRS COMMITTEE MEETING

Municipal Building, Executive Conference Room, 201 West Gray, Norman,
OK 73069

Thursday, June 06, 2024 at 4:00 PM

AGENDA

It is the policy of the City of Norman that no person or groups of persons shall on the grounds of race, color, religion, ancestry, national origin, age, place of birth, sex, sexual orientation, gender identity or expression, familial status, marital status, including marriage to a person of the same sex, disability, relation, or genetic information, be excluded from participation in, be denied the benefits of, or otherwise subjected to discrimination in employment activities or in all programs, services, or activities administered by the City, its recipients, sub-recipients, and contractors. In the event of any comments, complaints, modifications, accommodations, alternative formats, and auxiliary aids and services regarding accessibility or inclusion, please contact the ADA Technician at 405-366-5424, Relay Service: 711. To better serve you, five (5) business days' advance notice is preferred.

CALL TO ORDER

AGENDA ITEMS

1. DISCUSSION REGARDING POTENTIAL CHANGES TO THE ZONING USES ALLOWED AS HOME OCCUPATIONS.
2. REPORT ON SPECIAL EVENTS ATTENDANCE AND VISITORS.

ADJOURNMENT

Special Events

BACA Committee

June 6, 2024



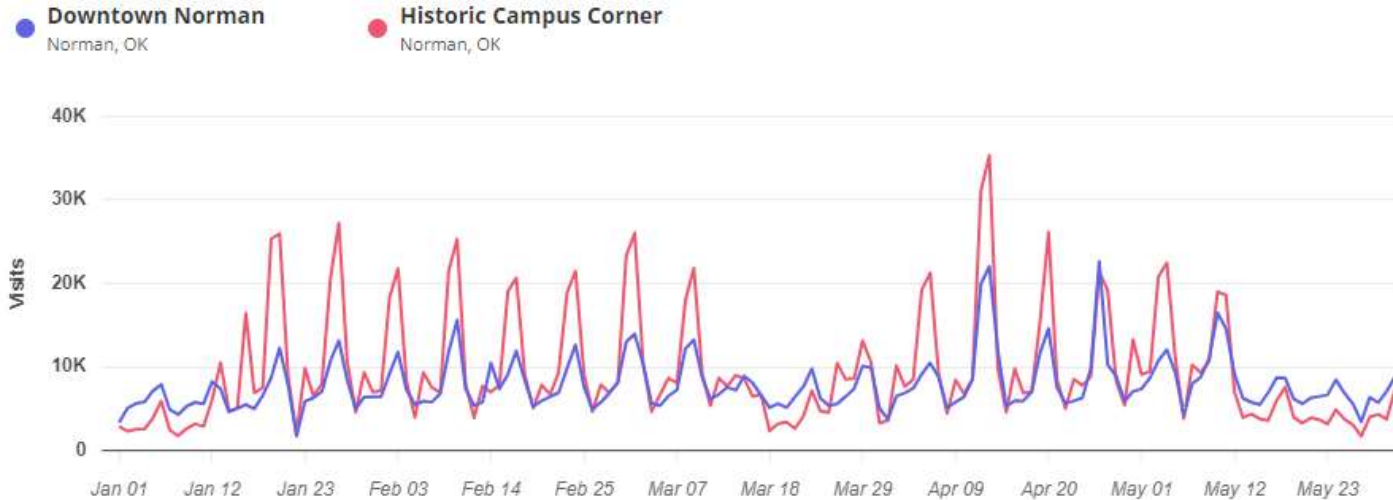
PLACER.AI Visitor Data

- **Location** – WiFi, GPS, Beacons, and user motion all play a key part in determining accuracy.
- **POIs** – The need to match Point of Interest to location requires a highly accurate and current list of places.
- **Volume** – Panel sizes are required to be large enough to accurately reflect visitors.
- **Panel Biases** – Panel biases are modeled and accounted for in extrapolations.
- **Panel Variations** – Changes in technology and application sources are normalized over time.
- **Privacy** - Placer data is aggregated, extrapolated, and stripped of identifiers.



Downtown & Campus Corner

Visits Trend

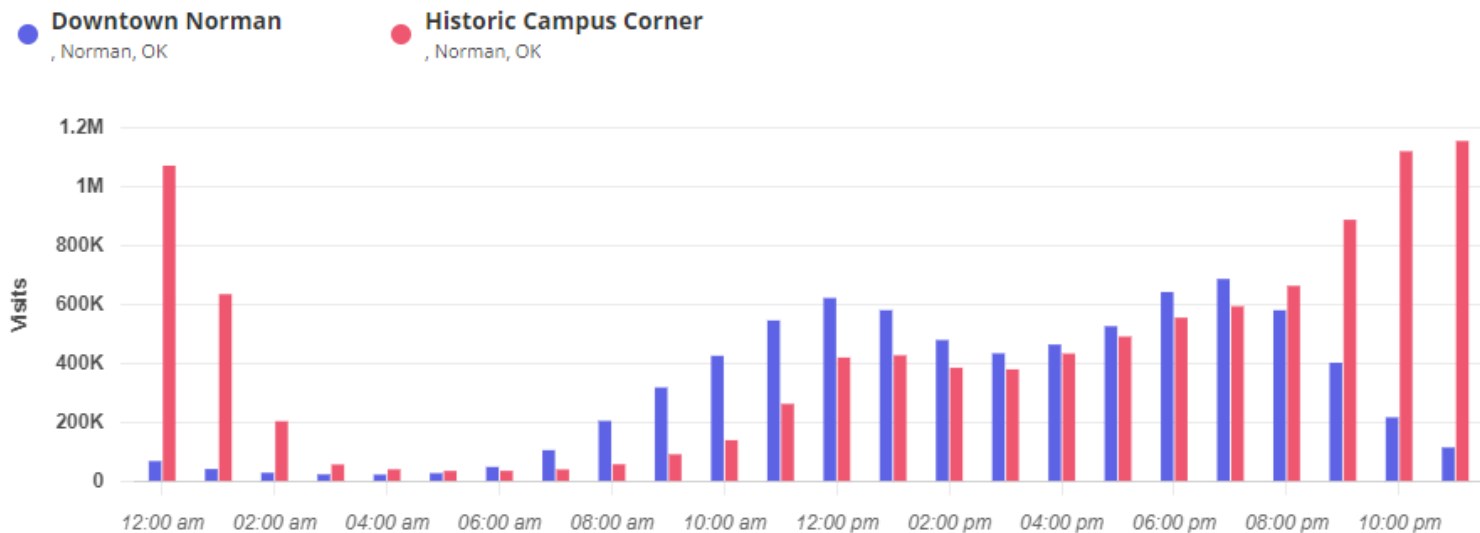


Daily | Visits | Jan 1st, 2024 - May 31st, 2024.
Data provided by Placer Labs Inc. (www.placer.ai)

 Placer.ai

Downtown & Campus Corner

Hourly Visits

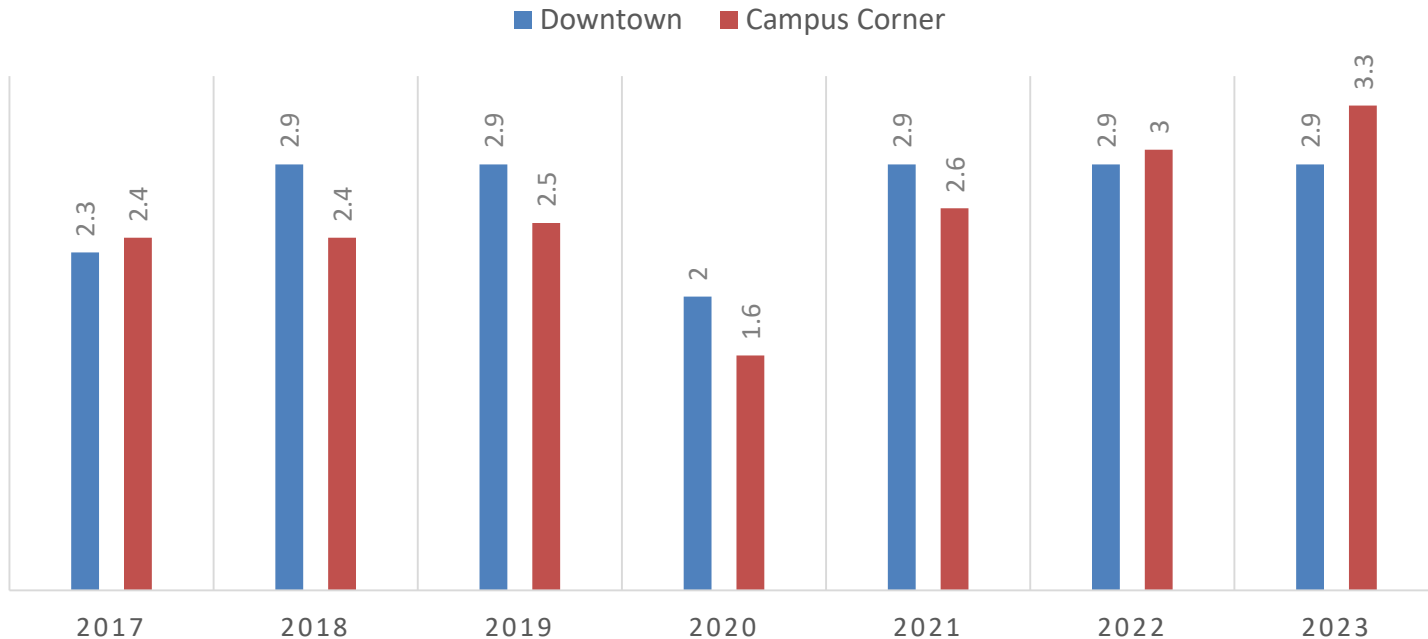


Visits | May 1st, 2023 - Apr 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Downtown & Campus Corner

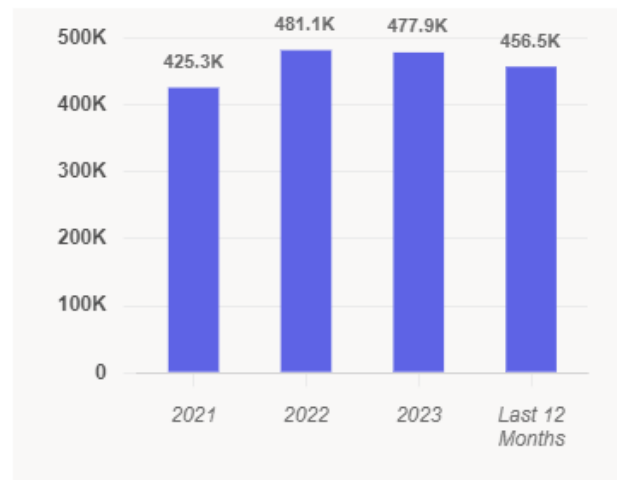
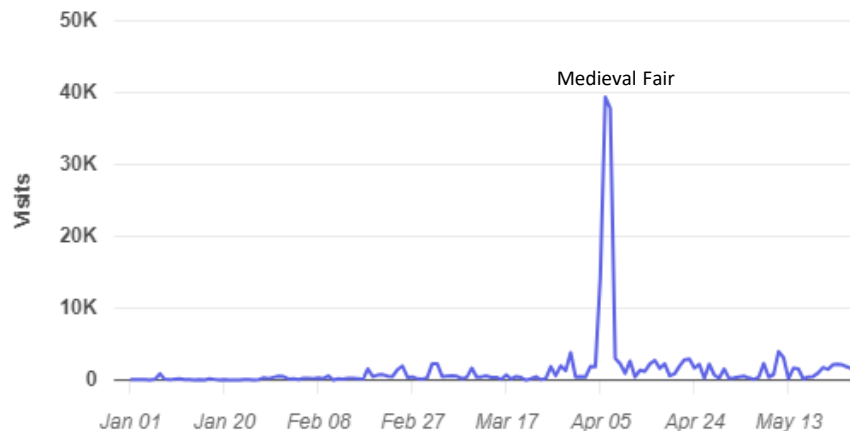
VISITS BY YEAR (M)



Reaves Park

Visits Trend

● **Reaves Park**
Jenkins Ave, Norman, OK

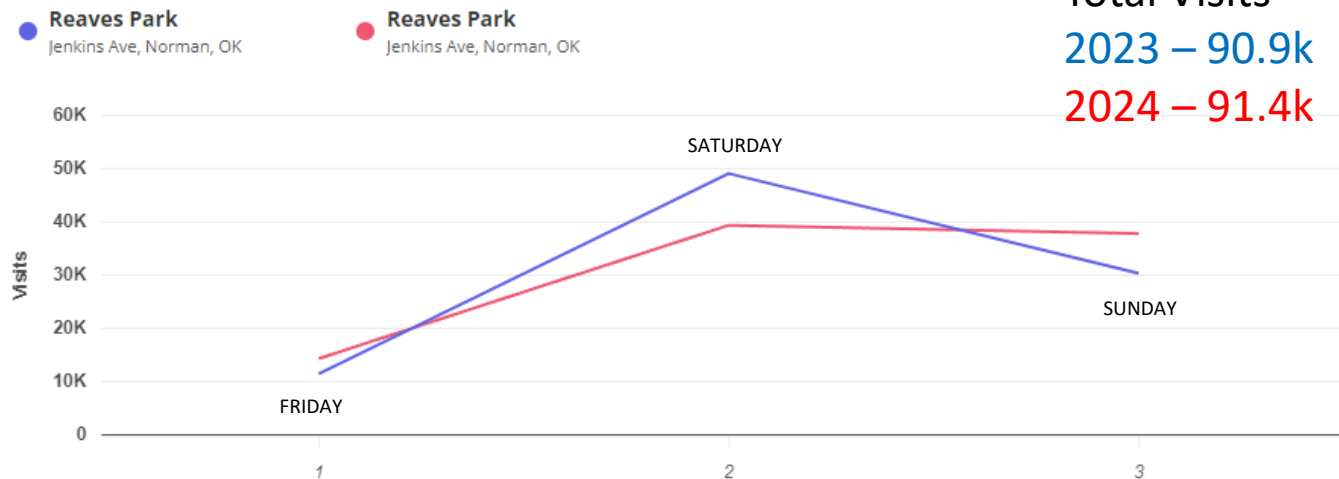


Daily | Visits | Jan 1st, 2024 - May 26th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Medieval Fair 2023 & 2024

Visits Trend



Daily | Visits

Reaves Park - Mar 31st, 2023 - Apr 2nd, 2023

Reaves Park - Apr 5th, 2024 - Apr 7th, 2024

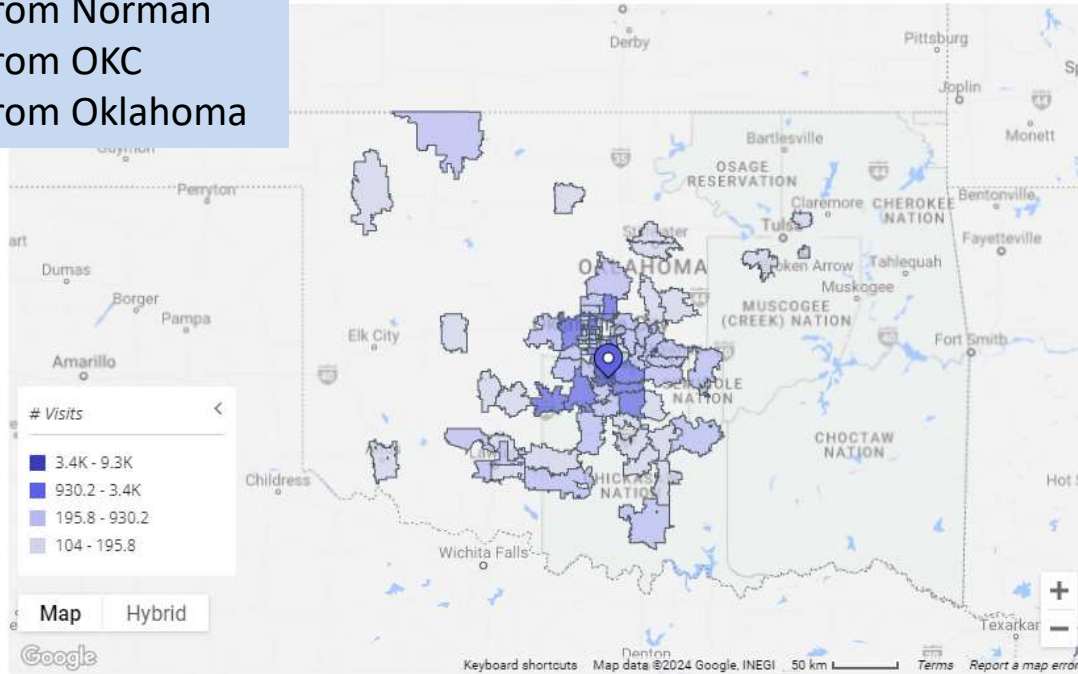
Data provided by Placer Labs Inc. (www.placer.ai)



Medieval Fair – Visitor Origin

Visitor Origin by Zip Code

- 26.8% from Norman
- 33.9% from OKC
- 94.8% from Oklahoma



Zipcode / City	Visits (% of Total)
73071 Norman, OK	9.3K (10.2%)
73072 Norman, OK	8K (8.7%)
73160 Oklahoma City, OK	6.2K (6.7%)
73069 Norman, OK	5.1K (5.5%)
73110 Oklahoma City, OK	2.2K (2.4%)
73170 Oklahoma City, OK	2.2K (2.4%)
73026 Norman, OK	2.1K (2.2%)
73068 Noble, OK	2K (2.1%)
73159 Oklahoma City, OK	1.9K (2.1%)
73099	1.8K (1.9%)

*Showing data for top 100 Zip Codes of this property. Download the CSV file for full results.



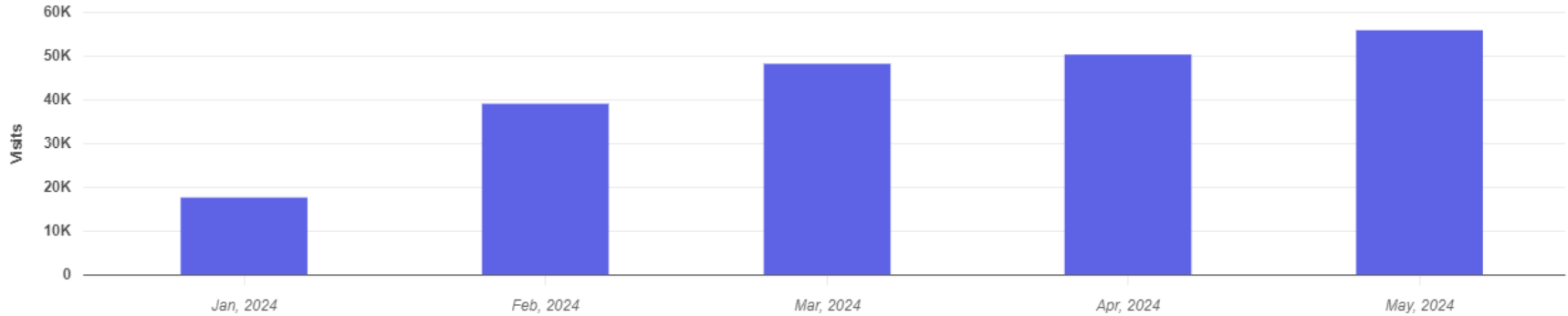
Young Family Athletic Center

Item 2.

Visits Trend

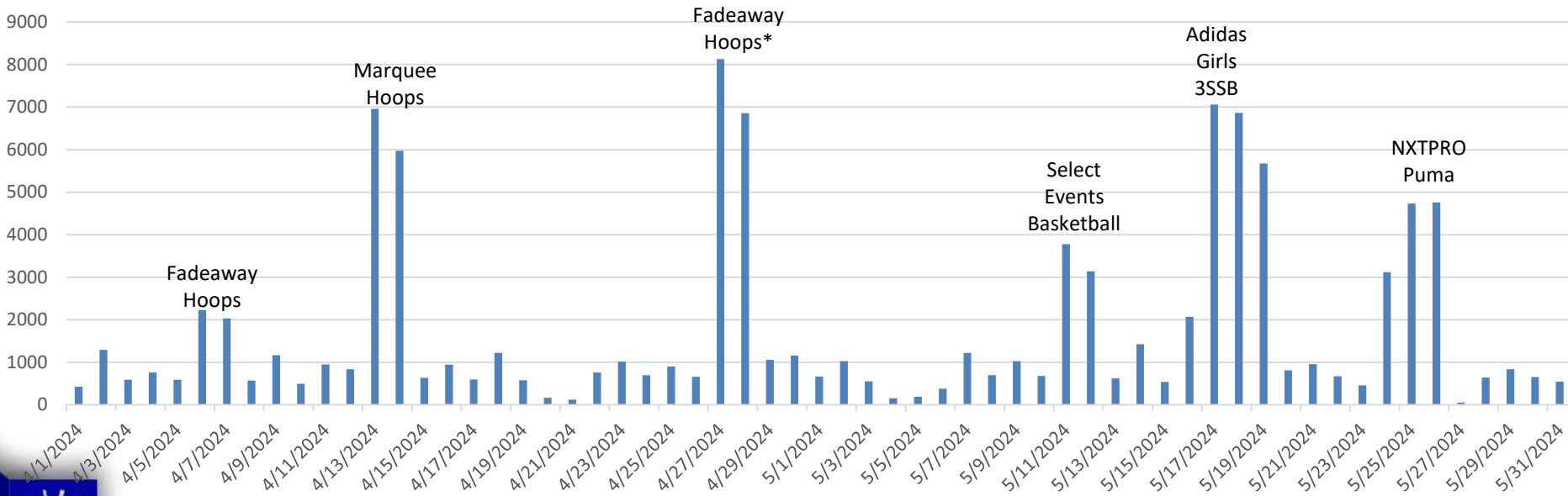
?

Property: ☒ Metric: Visits Aggregation: Monthly Annual Summary: ☐



Young Family Athletic Center

Young Family Athletic Center / 24th Ave Nw, Norman, OK 73069 | 01.04.24 - 31.05.24

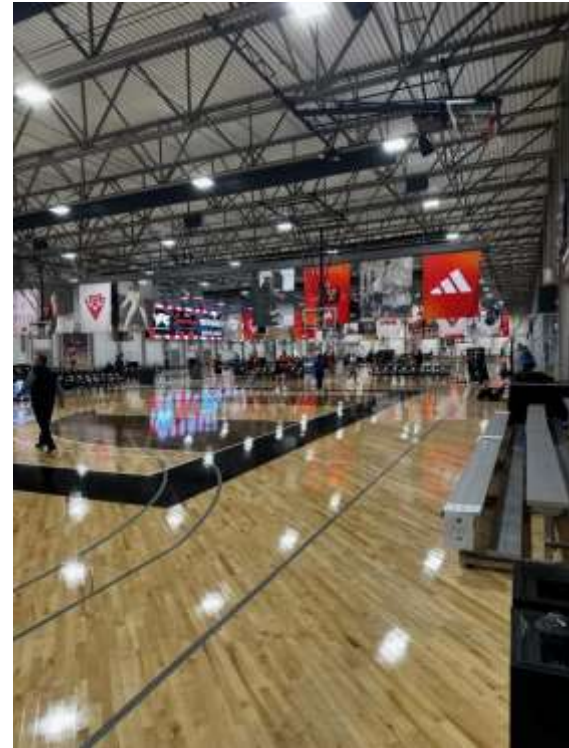


Young Family Athletic Center



Fadeaway Hoops*

<https://www.instagram.com/p/C6VGqB7L-NS/?igsh=YzM0NzAzanV1MGUx>



Adidas Girls 3SSB

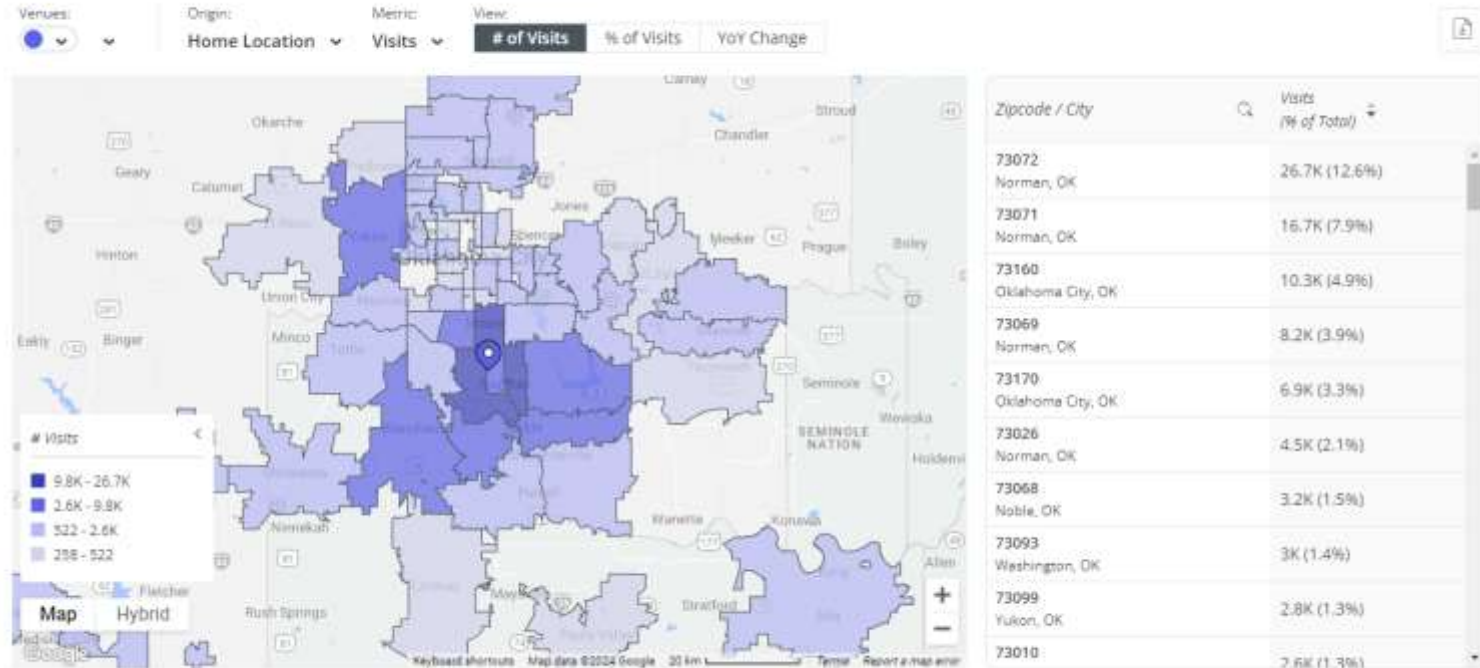


Item 2.



Young Family Athletic Center

Visitors By Origin



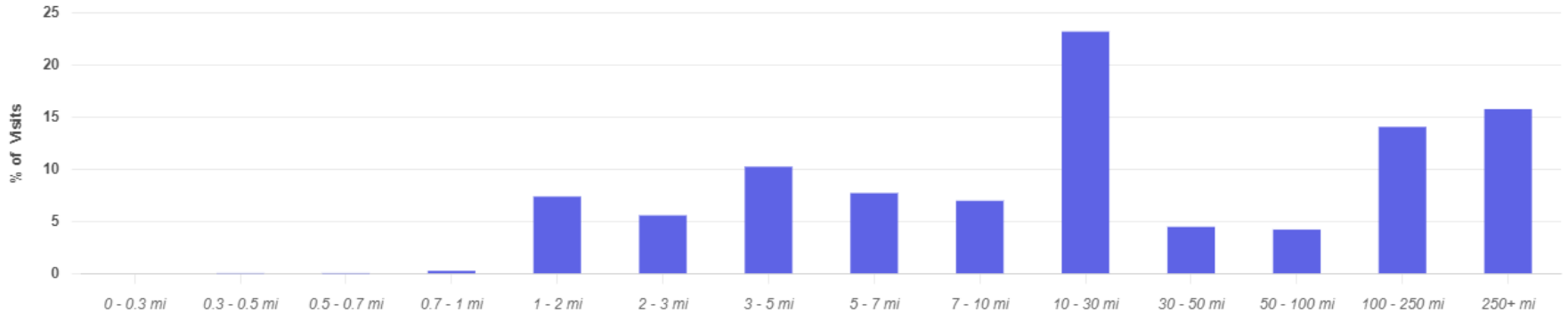
*Showing data for top 100 Zip Codes of this property. Download the CSV file for full results.

Young Family Athletic Center

Item 2.

Trade Area Coverage by Distance

Venues: ☒ Metric: % of Visits By: Home Location Min. Visits: 1 View: Distribution

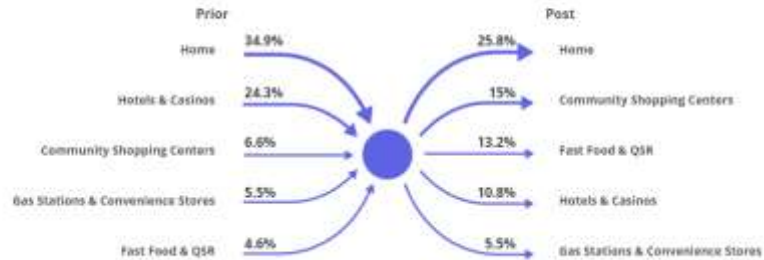


Young Family Athletic Center

Visitor journey

Property:
Young Family Athletic Center ...

Show by:
Location **Category** Category Group



Prior / Post Compare

Young Family Athletic Center / 24th Ave NW, Norman, OK

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Embassy Suites By Hilton Norman ...	10.4%	1	University Town Center / 24th Ave N...	12.2%
2	University Town Center / 24th Ave N...	5.1%	2	Embassy Suites By Hilton Norman ...	2.8%
3	Stone Hill Norman, Trademark Coll...	1.6%	3	Braum's Ice Cream & Dairy Stores / ...	1.1%
4	Holiday Inn Express & Suites Norm...	1.4%	4	Raising Cane's Chicken Fingers / W ...	1.1%
5	Courtyard Norman / Copperfield Dr...	1.2%	5	Holiday Inn Express & Suites Norm...	1.1%
6	Hampton Inn / Conference Dr, Norm...	1.2%	6	Chipotle Mexican Grill / 24th Ave N...	1%
7	Academy Sports + Outdoors / 24th ...	1%	7	Hampton Inn / Conference Dr, Norm...	0.9%
8	Fairfield Inn & Suites Marriott / Nor...	0.7%	8	McDonald's / W Tecumseh Rd, Norm...	0.8%
9	Tropical Smoothie Cafe / 24th Ave N...	0.6%	9	Chick-fil-A / W Main St, Norman, OK	0.8%
10	La Quinta Inn & Suites by Wyndha...	0.5%	10	Tropical Smoothie Cafe / 24th Ave N...	0.7%

Jan 1st, 2024 - May 31st, 2024
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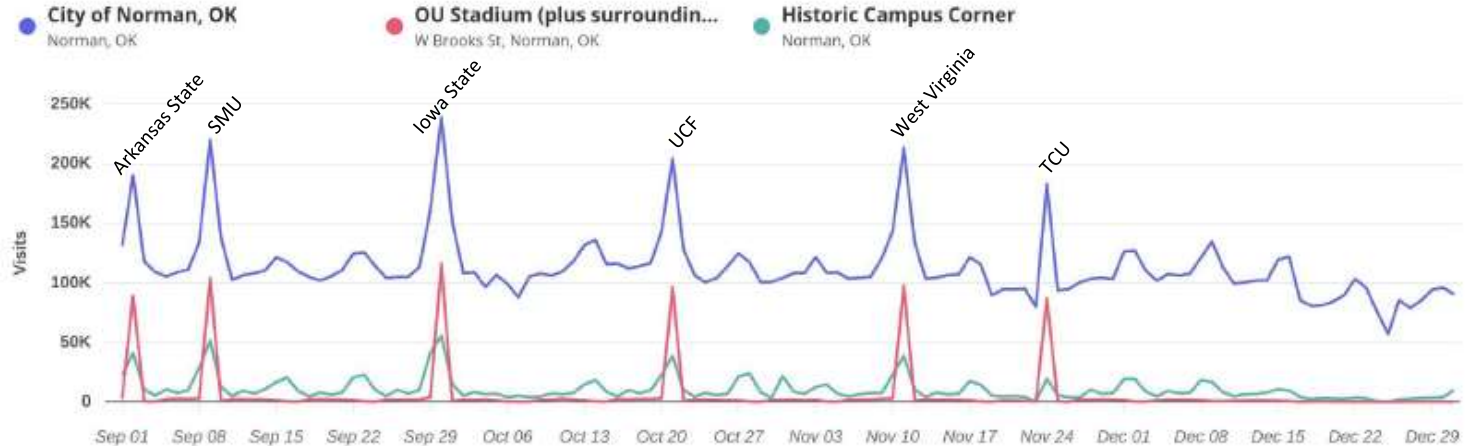


Football Season 2023

Visits Trend

Sep 1 - Dec 31, 2023

Visits Trend



Daily | Visits | Sep 1st, 2023 - Dec 31st, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

CITY OF NORMAN

QUESTIONS?

NormanOK.gov

