

Appendix D

Destination Matrix

Destination and Ranking		Public owned	Not-for- profit	Ed. Instit. 400+	Public Svc. 200+	10K+ visitors	Region Signif.	Major Events	Annual Attendance
MAJOR = 100,00+ - Signed from I-35	DESTINATIONS NOT ON THIS LIST WILL BE OMITTED FROM I-35 SIGNAGE								
M Campus Corner						x	x	x	400,000
M Cleveland County Fairgrounds		x		x	x	x	x	x	
M DOWNTOWN									
M Lake Thunderbird State Park		x			x	x	x	x	650,000-1,000,000
M Lloyd Noble Center	OU	x		x	x	x	x	x	
M Max Westheimer Airport	OU	x		x		x	x		
M Memorial Stadium Owen Field	OU	x		x	x	x	x	x	510,000
M National Weather Center	OU	x	=	x	x	x	x	x	50,000
M Norman Healthplex						x	x		122,982; HealthPlex
M Norman Regional Hospital					x	x	x		352,205; Norman Reg.
M Norman Welcome Center									
M Sam Noble Museum of Natural History	OU	x		x	x	x	x		150,000
M University North Park					x	x	x		
M UNIVERSITY OF OKLAHOMA									
PRIMARY = 40,000+- signed on main arterials	PRIMARY DESTINATIONS INCLUDED IN FIRST PHASE								
1 Cleveland County Courthouse	DT	x			x	x	x		36,500-182,500
1 Griffin Community Park		x			x	x	x	x	312,920
1 Griffin Memorial Hospital		x			x	x	x		36,500-73,000
1 Moore-Norman Technology Center		x		x	x	x	x		
1 Norman City Hall	DT	x			x	x			
1 Norman Conference Center (Emb. Suites)									
1 Norman Public Library	DT	x			x	x	x		
1 OU North Research Campus	OU	x		x		x	x		
1 NCED Conference Center									
1 Santa Fe Depot	DT	x	x			x	x	x	
1 Sooner Theater	DT	x	x		x	x	x	x	7,000
1 Westwood Golf Course, Tennis Ctr., & Water Park		x			x	x	x	x	101,871

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SECONDARY - FUTURE PHASE / WITHIN DISTRICTS		SIGNED AS PART OF FUTURE PHASES - WITHIN DISTRICTS								
2	12th and Alameda Shopping Area						x	x		
2	12th Avenue Recreation Center		x			x	x			37,500
2	Andrews Park	DT	x			x	x	x	x	
2	Brookhaven					x	x	x	x	
2	Calypso Cove Marina		x			x	x	x	x	
2	Cleveland County YMCA			x		x	x	x	x	
2	Downtown Arts District - need to define									
2	Firehouse Art Center		x	x		x		x	x	1,600
2	Fred Jones Jr. Museum of Art	OU	x		x	x	x	x		38,000
2	Irving Recreational Center		x			x	x			32,995
2	Legacy Park		x			?	?		?	2014/15
2	Legacy Trail		x				x			
2	Lions Park		x			x	x		x	
2	Moore-Lindsay Historical Home	DT	x	x						
2	Norman Chamber of Commerce			x				x		
2	Norman Convention & Visitors Bureau			x				x		350
2	Norman High School		x		x	x	x	x	x	
2	Norman North High School		x		x	x	x	x	x	
2	OU ATHLETICS									
2	Reaves Park		x			x	x	x	x	
2	Ruby Grant Park		x			x	?			
2	Saxon Park		x					x	x	
2	Sooner Mall					x	x	x	x	
2	Whittier Recreation Center		x			x	x			32,467

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Potential Future Districts/Corridors:									
Downtown Arts District									
HWY 9 Tech Corridor									
OU Athletics									
Porter Avenue Corridor									
Future Destinations / Determinations by University of Oklahoma									
Headington Family Tennis Center	OU	x		x	x		x	x	
Jimmie Austin OU Golf Course	OU	x		x	x	x	x	x	
John Jacobs Track	OU	x		x	x	x	x	x	
McCasland Field House	OU	x		x	x	x	x		
OU Rugby Complex	OU	x			x		x	x	
OU Soccer Complex	OU	x		x	x		x	x	
OU Softball Complex	OU	x		x	x		x	x	
Switzer Center / Heisman Park	OU	x		x	x	x	x		
Huston Huffman Recreation Center	OU	x		x	x	x			
L. Dale Mitchell Park	OU	x		x	x		x	x	
Murray Case Sells Swim Complex	OU	x		x	x		x	x	
Catlett Music Center	OU	x		x	x	x			
Jacobson House	OU	x		x	x	x			
OU Visitor Center	OU	x		x	x	x	x		
Western History Collection	OU	x		x	x				