



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 3/24/2026

REQUESTER: Lora Hoggatt, Planning Services Manager

PRESENTER: Jane Hudson, Planning and Community Development Director

ITEM TITLE: CONSIDERATION OF APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF RFP-2526-5 AND CONTRACT K-2526-161: BY AND BETWEEN THE CITY OF NORMAN, OKLAHOMA, AND CLARION ASSOCIATES, INC., IN THE AMOUNT OF \$480,335, FOR THE DEVELOPMENT CODE UPDATE AND PARKING STUDY BEGINNING MARCH 25, 2026. (City)

BACKGROUND:

The Federal Department of Housing and Urban Development (HUD) Pathways to Removing Obstacles to Housing (PRO Housing) Grant (FR-6800-N-98) makes federal funding resources available to states and direct recipients to actively take steps to remove barriers to affordable housing, such as: barriers caused by outdated zoning, land use policies, or regulations; inefficient procedures; gaps in available resources for development; deteriorating or inadequate infrastructure; lack of neighborhood amenities; or challenges to preserving existing housing stock such as increasing threats from natural hazards, redevelopment pressures, or expiration of affordability requirements. Funding is provided through the competitive grant process. Grantees may use awards for sustainable actions to further develop, evaluate, and implement housing policy plans, improve housing strategies, and facilitate affordable housing production and preservation. Eligible activities include: Planning and policy activities supporting affordable housing, development activities, infrastructure activities, and preservation activities.

On October 8, 2024, the City Council voted in favor of allowing City Staff to submit a grant application to the HUD for the PRO Housing Grant.

On January 14, 2025, the City of Norman was recognized by HUD as an eligible recipient of federal funds and the PRO Housing Program. Eligible activities awarded, as defined in the grant application include a Zoning Code & Subdivision Regulation Overhaul, Neighborhood Pattern Book, Parking Study, and Affordable Housing Action Plan.

On February 11, 2025, the City Council approved a Funding Agreement with HUD for as much as \$1,000,000 in approved grant funds, with a \$200,000 local leverage amount, for a total potential project budget of \$1.2M for all listed projects. The Funding Agreement referenced applicable federal laws and incorporated the terms of the Notice of Funding Opportunity for the grant.

On July 3, 2025, the City of Norman issued a Request for Proposals (RFP) for an update to the City's Development Codes - including the Zoning Ordinance and Subdivision Regulations - as well as for the preparation of a Parking Study and Plan. The deadline for proposal submissions was August 25, 2025.

A Selection Committee composed of five staff members and two citizen representatives reviewed and scored all submissions. Interviews were conducted on September 29, 2025. Following the selection of a firm, contract negotiations commenced while the City's Action Plan was under review by HUD.

Following a delay due to the federal government shutdown in late 2025, the City's Action Plan for the PRO Housing Grant was approved by HUD on December 2, 2025. This approval allows the City to begin work on the projects, including entering into contract with professional consultants. As outlined in the Action Plan, the first two projects will be the Development Code Update and Parking Study addressed by this contract.

DISCUSSION:

Obtaining a Development Code Update and new Parking Study are vital to pursuing the City's vision of Norman as a place that offers affordable housing opportunities for all residents, past, present, and future and to ensuring that Norman remains an attractive, lively place where people feel healthy and safe. The professional services secured by this are intended to build on the successes of previous efforts the City has taken to enhance housing affordability. The services covered by agreement are intended to serve the following purposes:

1. Update the City of Norman Zoning Code and Subdivision Regulations: The City of Norman's current Zoning Code, Chapter 36, adopted in 1954, has received updates throughout the years, but remains inflexible and unproductive, and it fails to anticipate or incorporate allowances, for the types of affordable development the City is looking to encourage. The Code also includes few provisions geared towards existing, non-conforming buildings, infill development, and could benefit from enhanced and streamlined administrative approval processes. The related Subdivision Regulations, while more recently adopted, are based on the type of development the Zoning Code was designed for – greenfield development of large-lot, single-family homes. An overhaul of the current Zoning Code and Subdivision Regulations, possibly for the creation of a Unified Development Ordinance (UDO), would lead to consistent, reliable regulations that positively benefit housing/overall development production for years to come.
2. Conduct a Parking Study to Determine the Impact of Minimum-Maximum Regulations on Housing Affordability: The City of Norman's minimum parking recommendations and requirements are often cited as inhibiting the construction of new housing. In 2022, the City updated parking requirements for all uses except single- and two-family dwellings, fraternity and sorority houses and mobile home parks, to recommendations. While this was a step in the right direction, the City is considering the implications of enacting maximum parking requirements as well and would benefit from a comprehensive study of these matters. Changes to parking standards can be adopted under the existing Comprehensive Plan and Zoning Code, but will require this comprehensive study to determine the extent to which these should be updated. As such, this project would include a comprehensive evaluation of parking supply and demand near OU campus, downtown, and for typical use categories.

The Professional Planning Services Agreement with Clarion, K-2526-161, establishes Clarion as an independent contractor leading a team of consultant subcontractors to implement the services described in the City's RFP. Clarion's proposal dated August 22, 2025, referenced and incorporated into this Agreement, identifies a team of sub-consultants including RDG Planning & Design, Nelson Nygaard Consulting Associates, Inc., and Parkalytics. Clarion, utilizing its team, proposes to provide the services set forth in Attachment A to the agreement, which includes detailed and separate scope documents for the Development Code Update and Parking Study.

The projects are projected to take 24 months to complete, as shown in Attachment B of this contract, and provided for a cost, and based upon a billing schedule, set forth in Attachment C. Approved Additional Services for this contract are included in the approved scope. No Additional Services will be performed without further City approvals.

The scope documents proposed accommodate the involvement of a Norman Project Team consisting of city project leadership staff and Clarion's team, residents and community members included through public outreach efforts planned throughout the process, a Working Group of as many as twenty (20) members including city staff and private-sector professionals with experience utilizing the affected codes that will contribute experience and insight to the process. The Agreement provides for regular public outreach, Norman Project Team meetings and at least quarterly updates to Planning Commission and City Council. The Agreement otherwise requires the City's standard professional insurances and contract terms for the provision of professional services of this nature. Other provisions particular to or required by the Notice of Funding Opportunity governing this Agreement and grant opportunity have also been included for the purposes of compliance.

Funds have already been appropriated into HUD Zoning Code & Subdivision Update (Project GC0099, Account No. 21240003-46201 Design) in the amount of \$550,000 and to HUD Parking Study (Project GC0101, Account No. 21240003-46201 Design) in the amount \$150,000. After reimbursement, funds will be received into PRO Housing Grant (Account No. 212-333380).

RECOMMENDATION:

Staff recommends that City Council approve Contract Number K-2526-161 between the City of Norman, Oklahoma, and Clarion Associates, Inc. in the amount of \$480,335 for the Development Code Update and Parking Study beginning March 25, 2026.