



AIM NORMAN

AREA & INFRASTRUCTURE MASTER PLAN

COUNCIL STUDY SESSION
MARCH 10, 2025

COMMUNITY ENGAGEMENT TO DATE



PROJECT WEBPAGE



+2,013 Visits
23,213 Total
Visits

MONTHLY POLL



3,400 Total
Responses

EVENTS



34 Pop-Up and
Public Events

192 Comments from
Events

18 Steering
Committee
Meetings

32 Sub-
Committee
Meetings



- Since the December 2024 presentation to Council, there have been no significant changes to the Character Areas or Land Use designations.
- Changes have focused on refining language and the Land Use Map

DEVELOPMENT PRINCIPLES



For over 50 years the community of Norman has prioritized the protection of Lake Thunderbird and the Garber-Wellington Aquifer while managing growth.

AIM Norman looks to continue this mission while still allowing the opportunity for the next generation to call Norman home.

DEVELOPMENT PRINCIPLES



1 Manage urban services efficiently.

2 Promote diverse housing options.

3 Promote infill development and neighborhood reinvestment.

4 Protect the environment in all decision-making.

5 Enhance distinctive neighborhoods, business districts, and natural areas with a strong sense of place.

6 Provide a multi-modal and connected transportation network.

7 Enhance public safety and minimize hazards.

8 Encourage balanced and connected neighborhoods.

9 Make development decisions predictable, fair, and cost effective.

10 Make decisions in a transparent and collaborative manner.

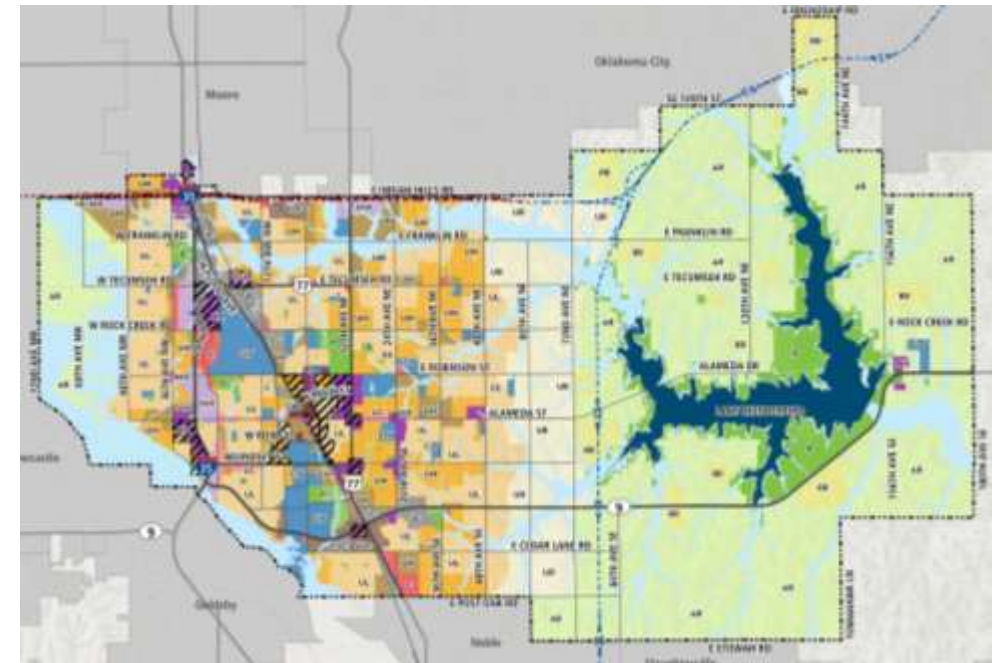
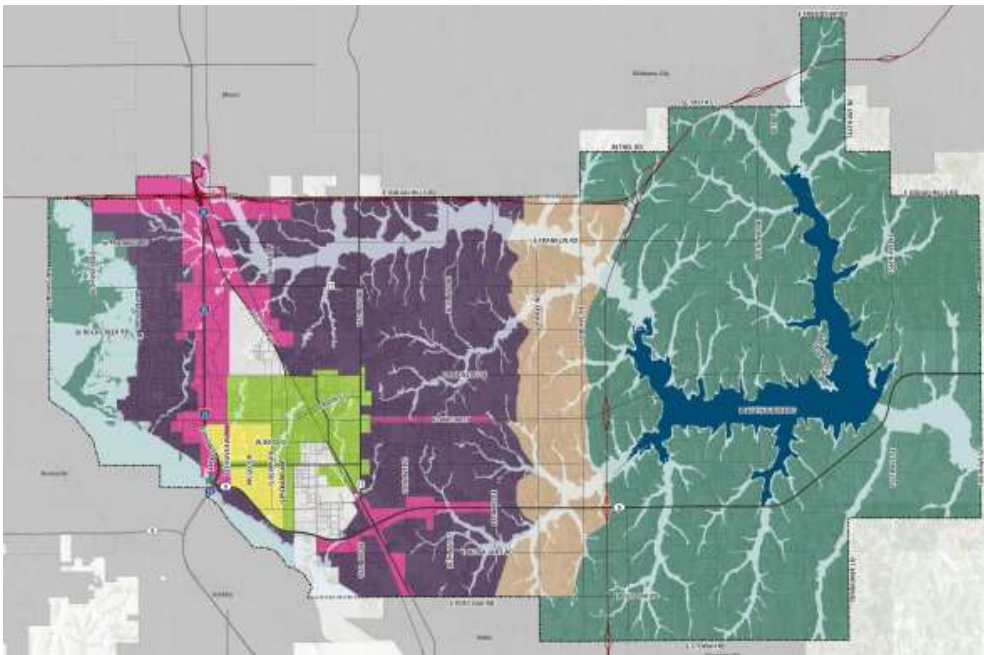
LAND USE PLAN



A Different Approach to Land Use Planning

Two Maps Working Together

1. **Character Area Map** – How the built environment fits together
2. **Land Use Map** - What land uses we want to see in specific areas



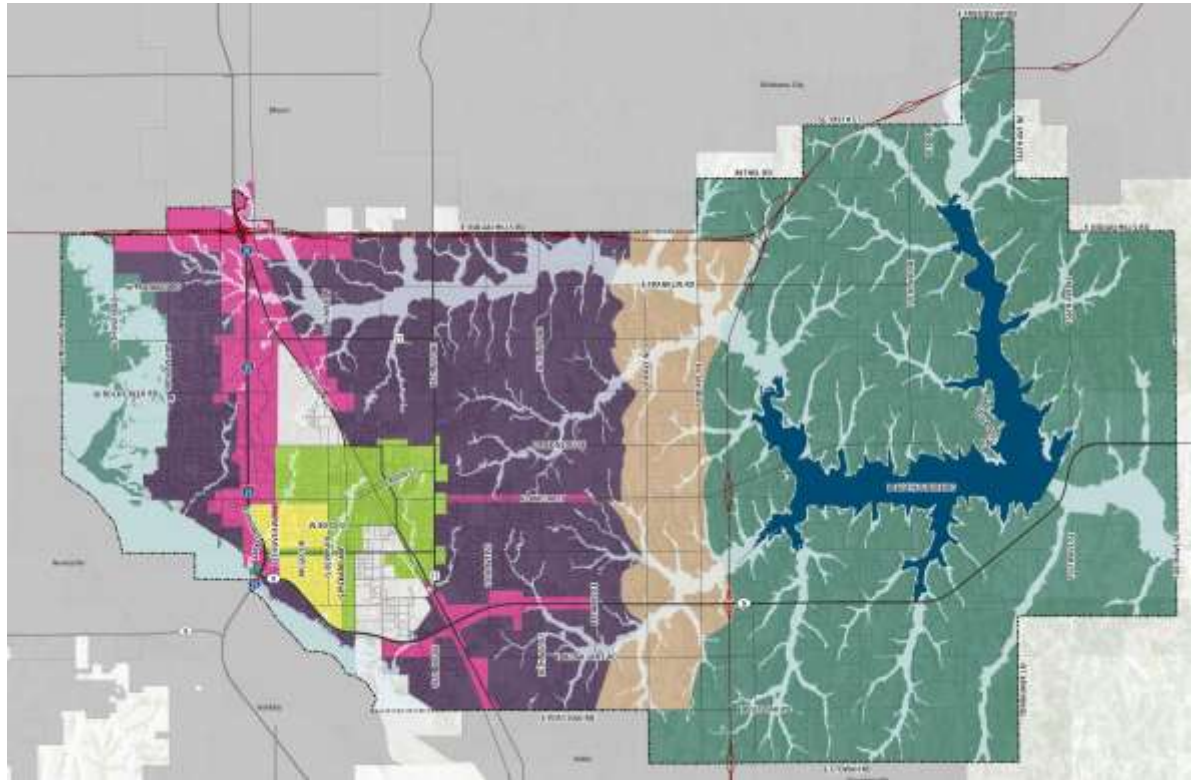
LAND USE PLAN



Two Maps Working Together

1. **Character Area Map** – How the built environment fits together

- The city is divided into 7 Character Areas that share common challenges and opportunities
- The Character Areas formulate policies for new development tailored to the city's unique development areas



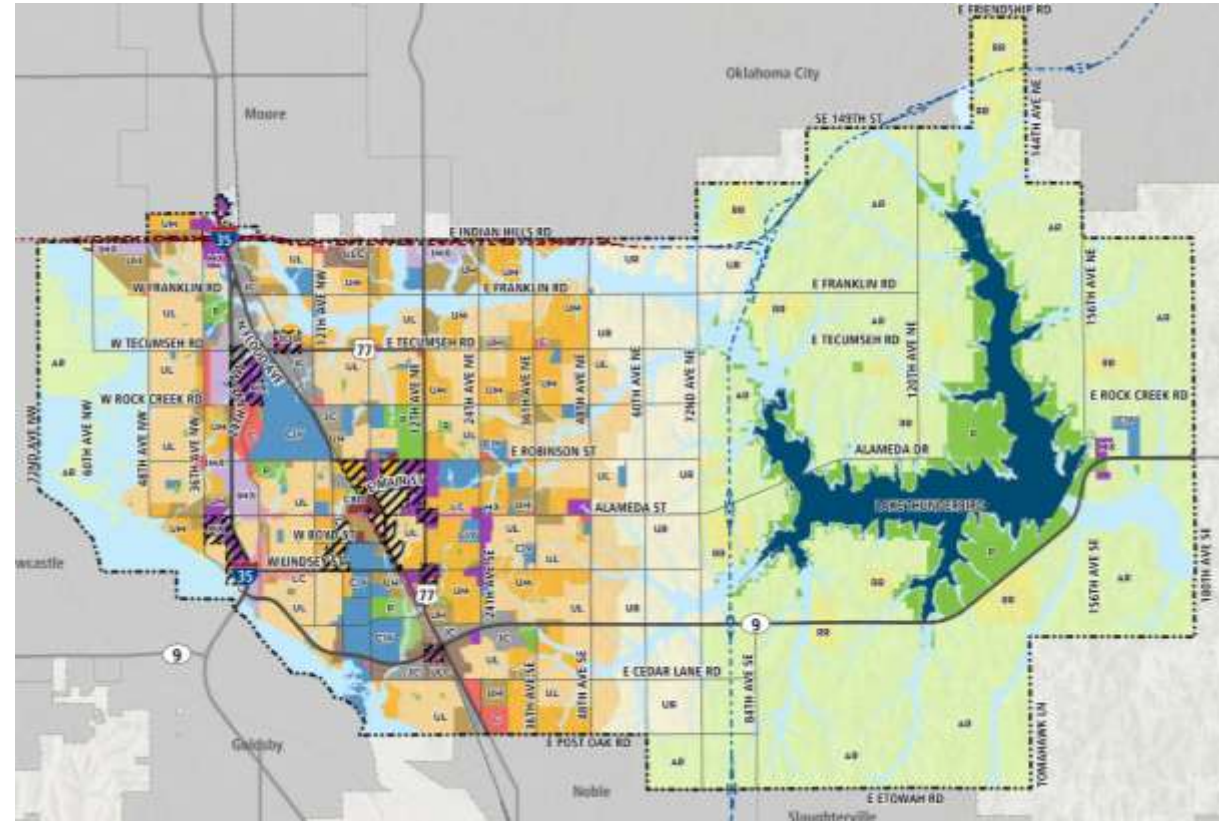
LAND USE PLAN



Two Maps Working Together

2. Land Use Map - What land uses we want to see in specific areas

- Identifies how land in specific areas of the city will be used

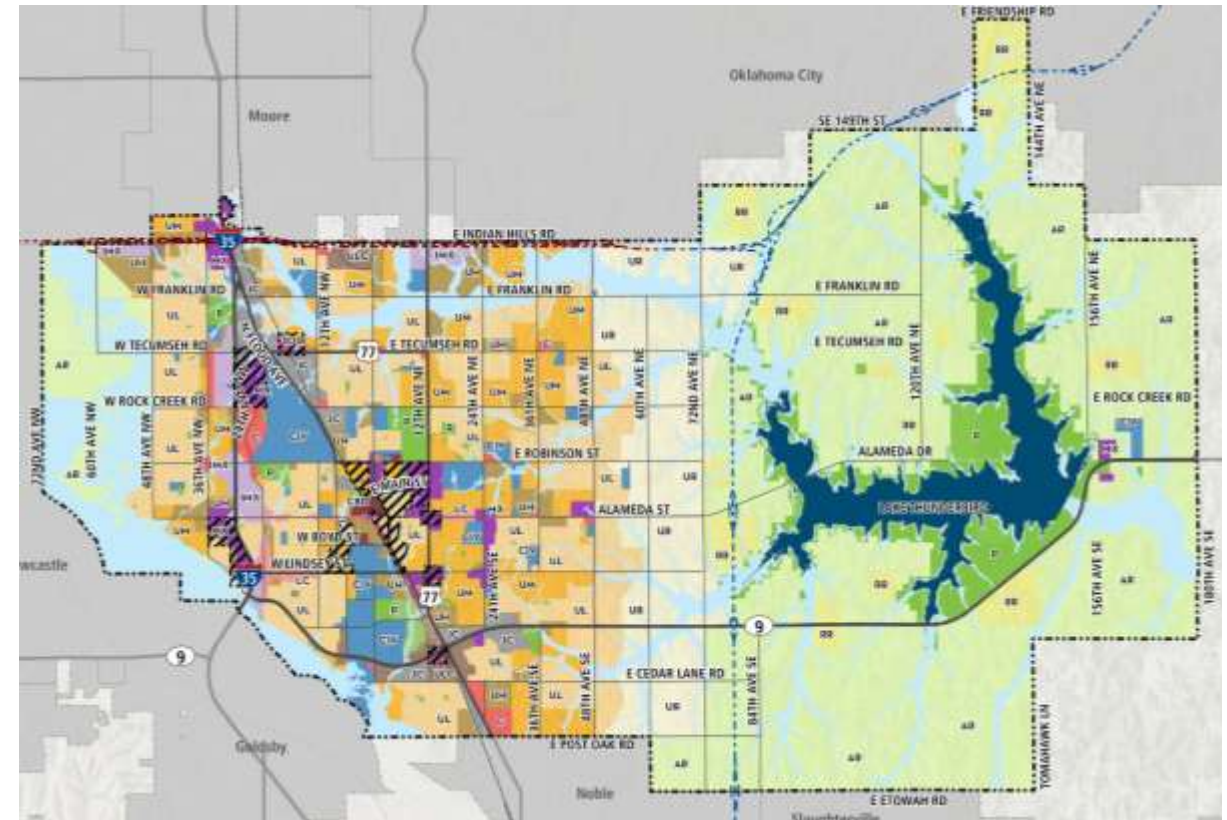


LAND USE PLAN



A Different Approach to Land Use Planning

- Several of the AIM Norman Development Principles support a flexible land use approach that encourages mixing of uses and focuses on the intensity of uses rather than the use itself.
- Added flexibility will mean fewer plan amendments will be necessary, creating more certainty in the process.

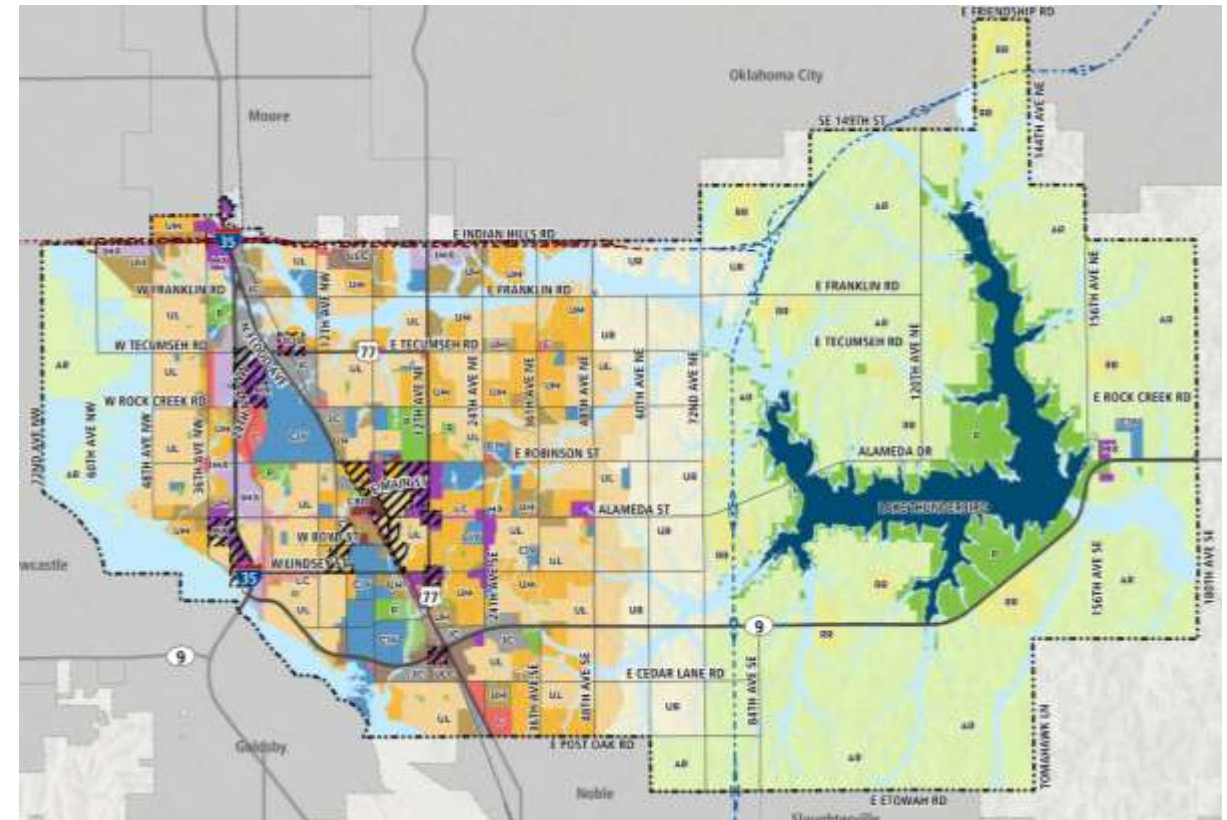


LAND USE PLAN



A Different Approach to Land Use Planning

- **Distribution of land uses in AIM is informed by:**
 - Existing land use patterns
 - Adjacencies
 - Infrastructure
 - Transportation
 - Environment Impact



POINTS OF DISCUSSION



Are we planning to meet the demand?

- The 2045 projected population is just over 185,700
- To accommodate this population an additional 23,000 units will need to be added to the market
- The plan identifies new growth and some infill that will accommodate nearly 2 times this demand

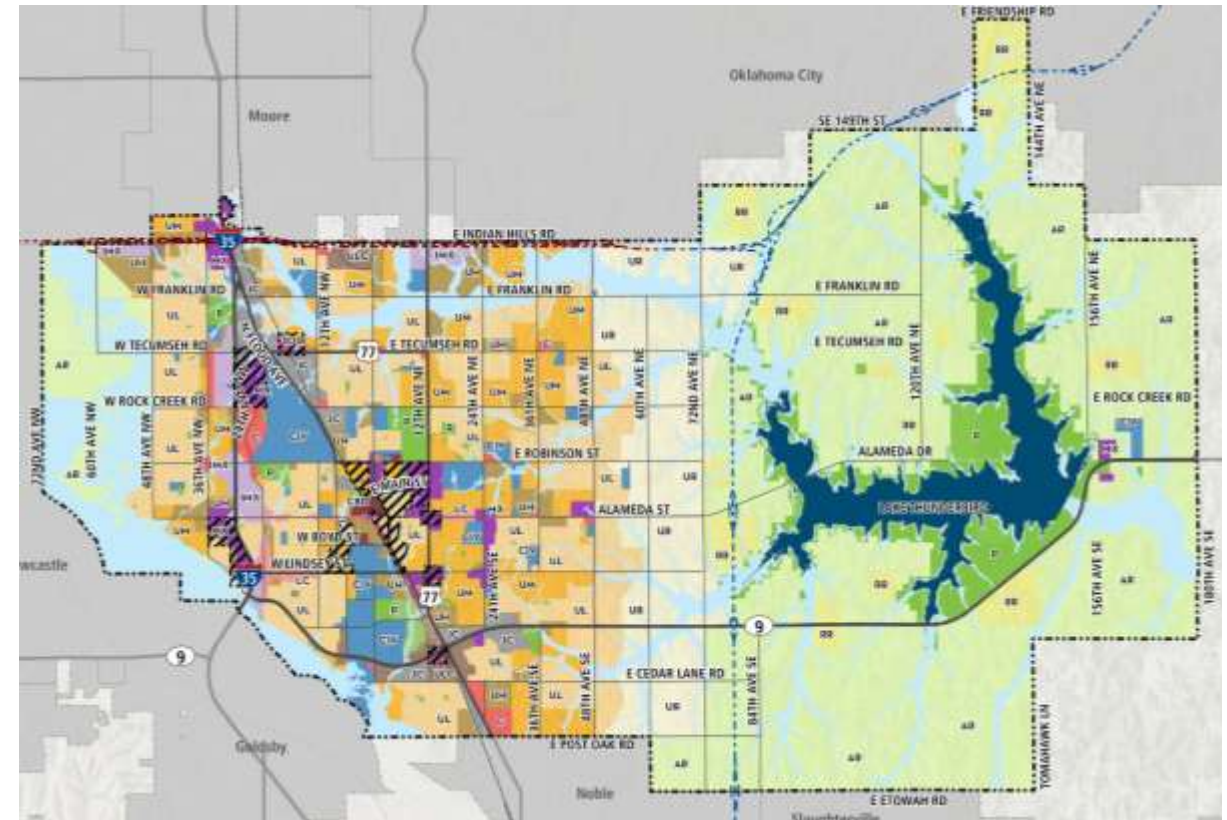


POINTS OF DISCUSSION



Why isn't there as much commercial on this Land Use Map?

- Residents indicated they desired areas that offered easier access to services, jobs, and entertainment and less separation of these uses.
- In response, the **Land Use Plan allows for more mixing of uses** that have similar intensities.
- Almost every land use on the map **allows commercial uses of similar intensity** in appropriate locations.
- **This also means you will see fewer plan amendments**

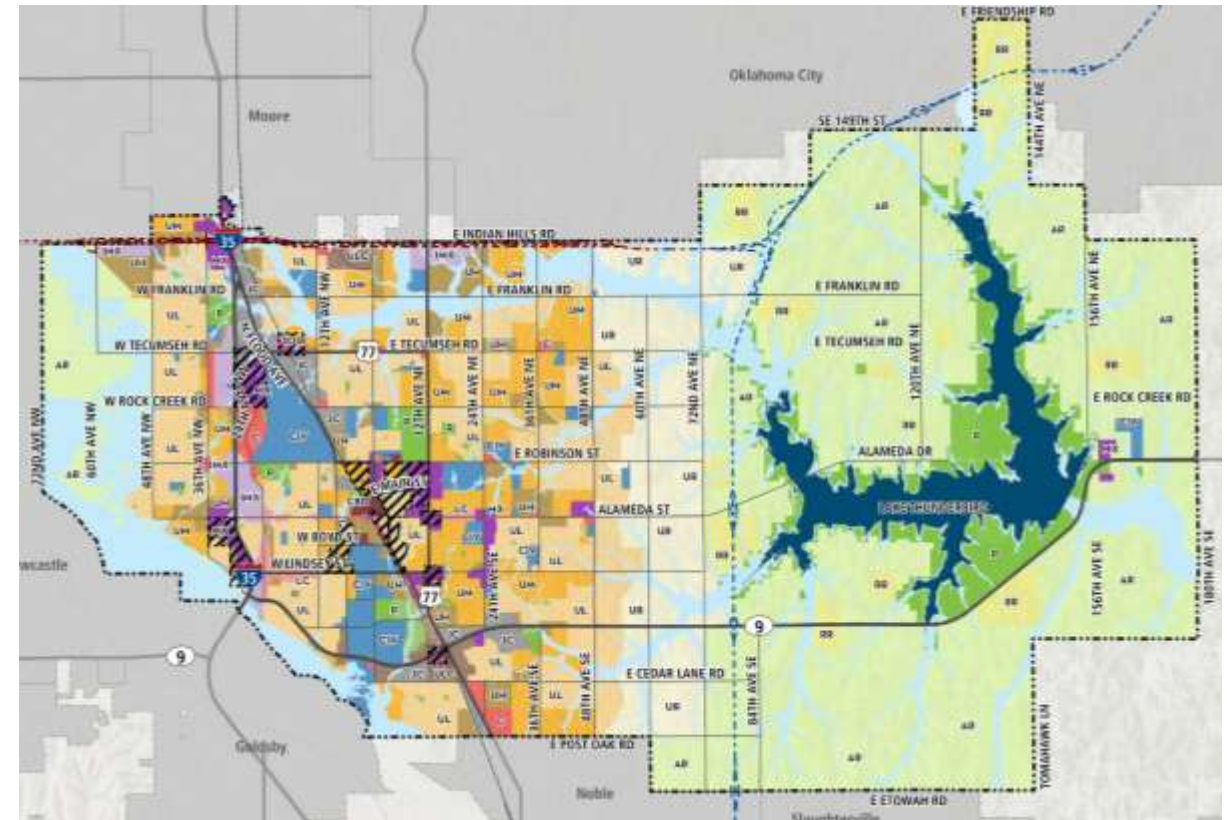


POINTS OF DISCUSSION



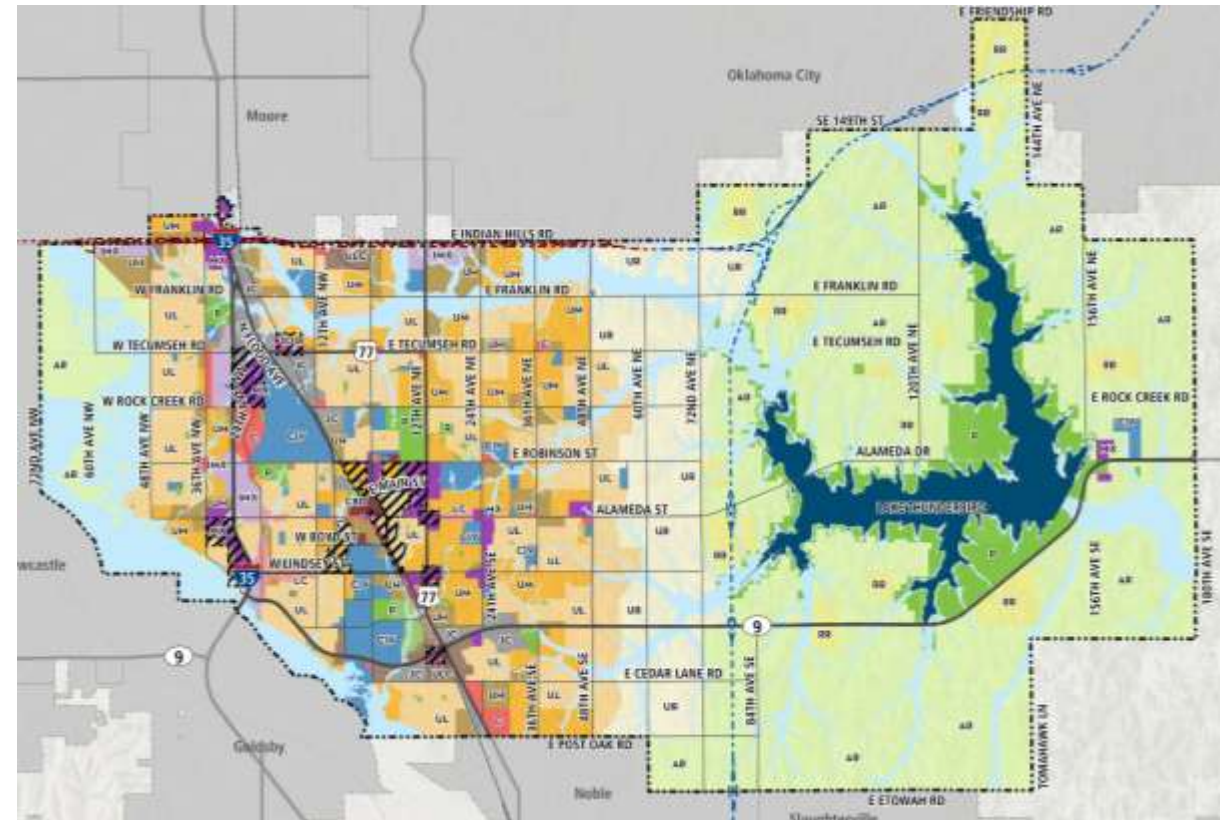
What does the Urban Reserve Land Use category do?

- This is an area where new development will be discouraged until the city's existing water, sewer, stormwater, and transportation infrastructure can serve the area **with out skipping areas to the west.**
- For this reason, it is unlikely that this area will develop during the life of this plan.



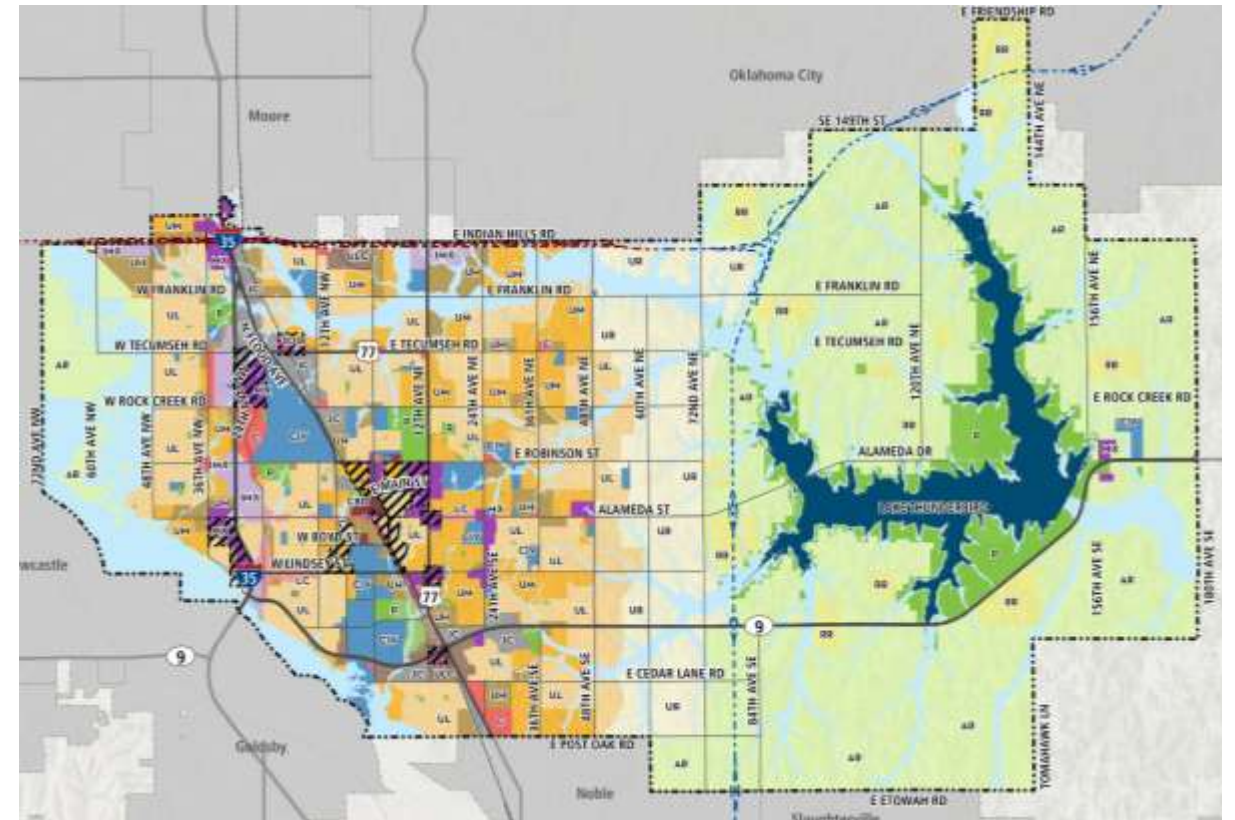
How are we protecting our water resources and rural Norman?

- The Land Use Master Plan has policies that strive to **discourage development in environmentally sensitive areas and that encourage development in or adjacent to developed areas.**
- The Stormwater Master Plan specifically has recommendations regarding buffering, treating run off, and education.
- Policies within the Land Use Plan highlight the importance of maintaining East Norman’s rural character.
- For example, the policies for areas east of 48th Avenue East **strive to protect natural resources and land until 2045 and beyond.**



Why is the Turnpike shown?

- AIM Norman does not endorse or influence the development and alignment of proposed turnpikes planned in east and north Norman by the Oklahoma Turnpike Authority (OTA).
- For this reason, the Committee felt that AIM Norman had to plan for all scenarios, including the potential construction of a Turnpike

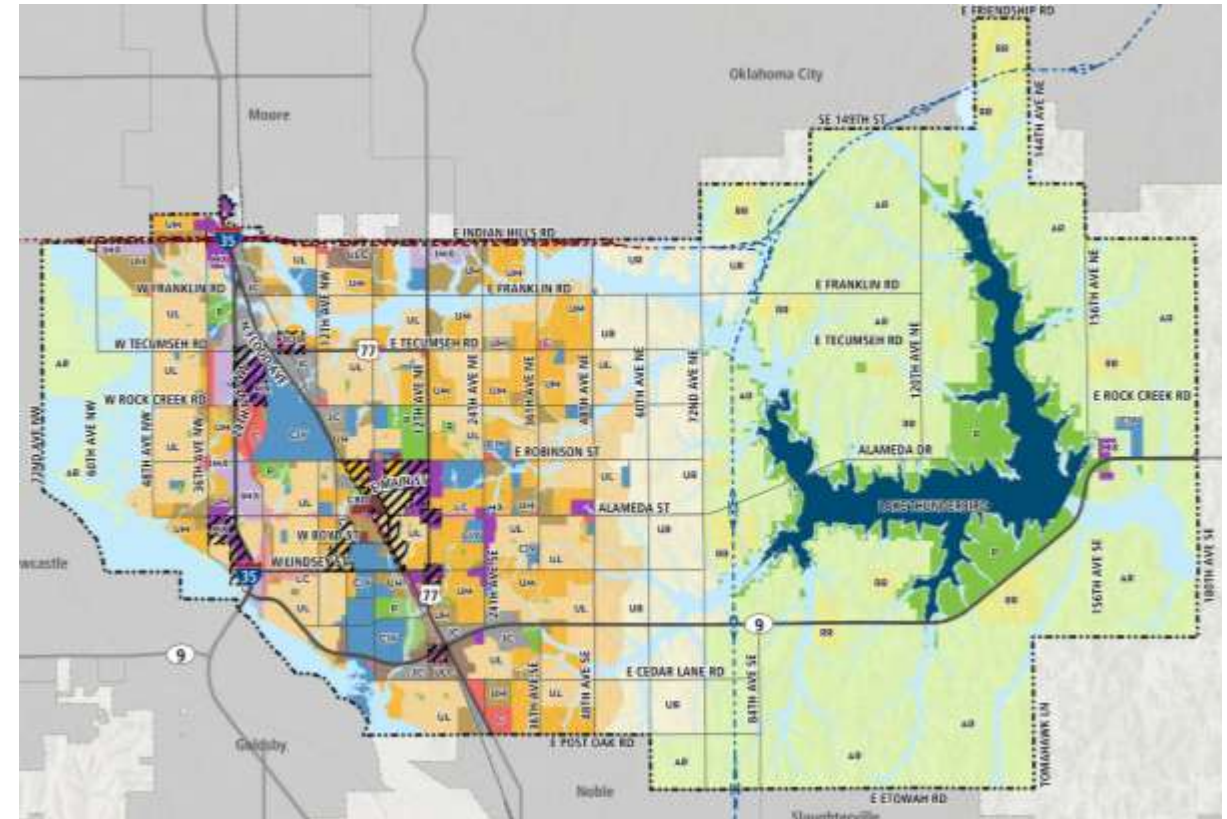


POINTS OF DISCUSSION



How does the plan address increasing density in existing parts of Norman?

- Policies within the plan **encourage development that reflects the character and desires of existing neighborhoods**. This includes recommendations that will guide development of the updated zoning code, including building height and scale.
- The plan specifically calls for the update or development of neighborhood and special area plans that will reflect the desires of neighbors.

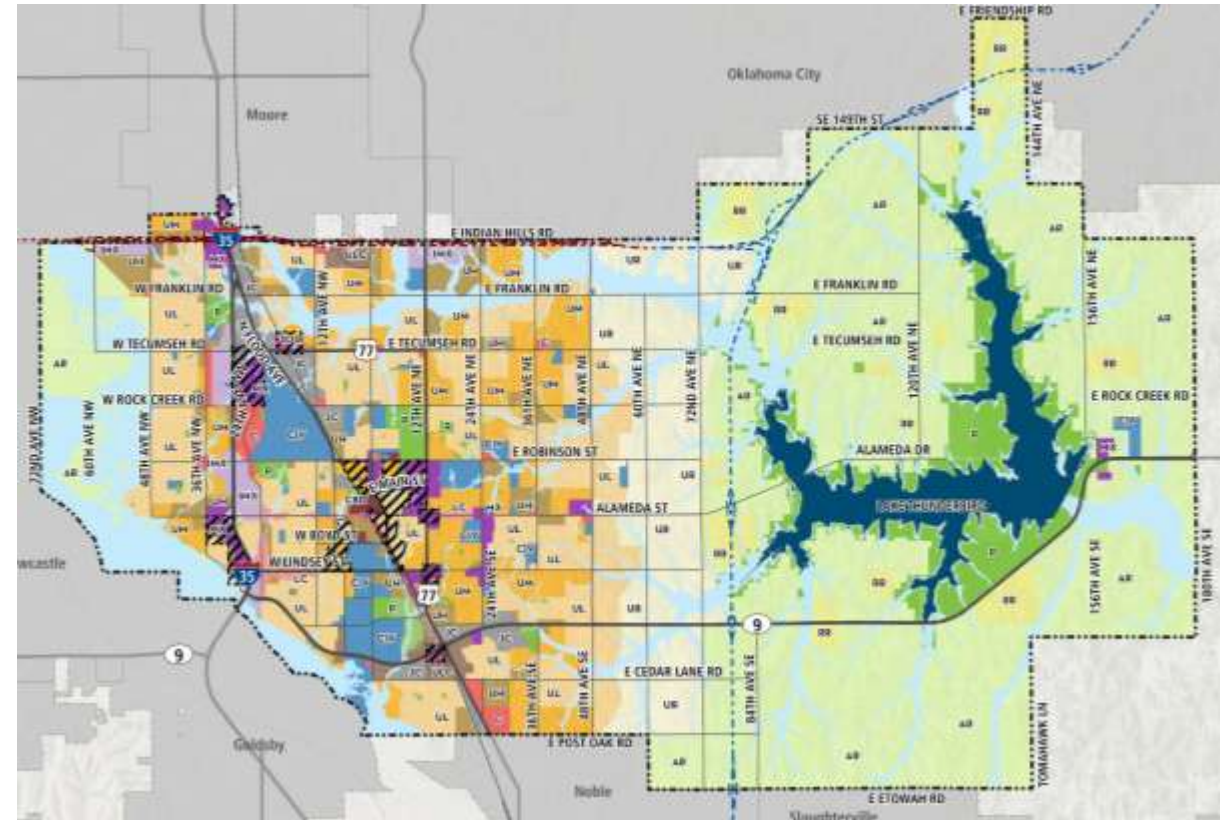


POINTS OF DISCUSSION



What does this mean for my property?

- This will change nothing with regards to the current use of your property.
- If you choose to rezone your property, then you will need to follow the plans policies and guidelines.





AIM NORMAN

AREA & INFRASTRUCTURE MASTER PLAN

HOUSING STRATEGY

WHAT IS THE HOUSING STUDY/STRATEGIES



- Focus is on policy and strategies related to achieving the housing mix and price points we need in the future and inform the AIM Norman.
- Provide context to the housing unit need to meet the AIM Norman population forecast:
 - **What types?**
 - Rental and ownership gaps to fill
 - Affordable and attainable options
 - **Redevelopment and infrastructure approaches**
 - **Zoning and subdivision regulations that are missing or in the way**

WHAT IS THE HOUSING STUDY/STRATEGIES



What the Action Strategy CAN do

- Establish a **blueprint for new public policy and programs** geared toward different housing products.
- **Stimulate conversation** on existing programs and level of funding.
- **Show** builders and developers the high **demand for housing products** in Norman and the **price points needed**.
- Motivate other partners and employers to **get involved in solutions**. Whether staff assistance, housing development, or direct funding of programs.
- **Educate residents** and show the opportunities available to them to improve their homes and living conditions.

HOUSING GOALS AND STRATEGIES



- Items to Note

- The goals provide more specific direction than the AIM Norman development principles
- They mesh the community input with the data analysis and housing forecast
- Each goal will need to be elaborated upon to frame the goal statement, might include metrics
- The density and location is not our job. A policy and strategy committee, not the land use planning committee

HOUSING GOALS AND STRATEGIES



Goal 1 –

Modernize development regulations to achieve consistency, efficiency, and outcomes

What this means: Zoning, subdivision, building, stormwater, and other codes should align with the AIM Norman goals. Codes need to be written for consistent decision-making so that property owners and developers know what to expect.

Most Applicable AIM Norman Development Principles

- 2** Promote diverse housing options.
- 3** Promote infill development and neighborhood reinvestment.
- 5** Enhance distinctive neighborhoods, business districts, and natural areas with a strong sense of place.
- 8** Encourage balanced and connected neighborhoods.
- 9** Make development decisions predictable, fair, and cost effective.
- 10** Make decisions in a transparent and collaborative manner.

HOUSING GOALS AND STRATEGIES



Goal 1 – Modernize development regulations to achieve consistency, efficiency, and outcomes

Strategies –

- A. Rewrite the zoning and subdivision ordinances
- B. Coordinate departmental review with agreed upon administrative approval criteria

Most Applicable AIM Norman
Development Principles

- 2** Promote diverse housing options.
- 3** Promote infill development and neighborhood reinvestment.
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HOUSING GOALS AND STRATEGIES



Most Applicable AIM Norman
Development Principles

Goal 2 –

Add variety in housing types across more densities and design approaches

What this means: The strategies for this goal intend to increase home construction outside of conventional detached single-units and large apartment complexes.



HOUSING GOALS AND STRATEGIES



Goal 2 – Add variety in housing types across more densities and design approaches

Strategies –

- A. Create acceptable building plans of housing typologies, share type-specific resources
- B. Offer mixed-use reuse/redevelopment incentives

Most Applicable AIM Norman
Development Principles



HOUSING GOALS AND STRATEGIES



Most Applicable AIM Norman
Development Principles

Goal 3 -

Increase attainable, accessible, and quality housing options for all people

What this means: Price is a major barrier. Households can also face barriers in finding a home that accommodates mobility challenges, has efficient utilities, and is near services like transportation, healthcare, and groceries. People need more home choices that fit their price points and daily needs.

2 Promote diverse housing options.

6 Provide a multi-modal and connected transportation network.

8 Encourage balanced and connected neighborhoods.

10 Make decisions in a transparent and collaborative manner.

HOUSING GOALS AND STRATEGIES



Goal 3 - Increase attainable, accessible, and quality housing options for all people

Priority Households

- Low Income
- Mobility limited
- Supportive services
- Those experiencing homelessness

Priority Locations

- Transit routes
- Active transportation routes
- Near schools and healthcare facilities

Most Applicable AIM Norman Development Principles



HOUSING GOALS AND STRATEGIES



Goal 3 - Increase attainable, accessible, and quality housing options for all people

Strategies –

- A. Enact target metric requirements for large developments
- B. Maintain an Affordable Housing Development/Trust Fund
- C. Expand affordable housing education and advocacy to property owners

Most Applicable AIM Norman Development Principles



HOUSING GOALS AND STRATEGIES



Most Applicable AIM Norman
Development Principles

Goal 4 –

Enhance and promote infill opportunities in existing neighborhoods

What this means: Continual reinvestment in neighborhoods cannot be put on hold and must increase to meet existing and housing needs. Reinvestment includes maintenance of existing homes, filling vacant homes, and adding homes on vacant lots that use existing infrastructure.

- 1 Manage urban services efficiently.
- 3 Promote infill development and neighborhood reinvestment.
- 5 Enhance distinctive neighborhoods, business districts, and natural areas with a strong sense of place.
- 8 Encourage balanced and connected neighborhoods.

HOUSING GOALS AND STRATEGIES



Goal 4 – Enhance and promote infill opportunities in existing neighborhoods

Strategies –

- A. Increase rehabilitation and redevelopment incentives and programs for appropriate sites
- B. Build new and revamped public/private partnerships for neighborhood investment

Most Applicable AIM Norman Development Principles

- 1** Manage urban services efficiently.
- 3** Promote infill development and neighborhood reinvestment.
- 5** Enhance distinctive neighborhoods, business districts, and natural areas with a strong sense of place.
- 8** Encourage balanced and connected neighborhoods.

HOUSING GOALS AND STRATEGIES



Most Applicable AIM Norman
Development Principles

Goal 5 –

Have clear, understandable, and reasonable housing incentives and program procedures.

What this means: For programs to encourage home repair and construction, their benefits need to be clear to everyone no matter their level of expertise. Convolutd processes will discourage people from using a program.



HOUSING GOALS AND STRATEGIES



Most Applicable AIM Norman
Development Principles

Goal 5 – Have clear, understandable, and reasonable housing incentives and program procedures.

Strategies –

- A. Develop a central curated resource center for property owners, renters, builders, and landlords to access resources
- B. Expand housing education and engagement
- C. Simplify any incentive, funding, administrative approval, or other process required for housing strategies

