

AIM NORMAN COMPREHENSIVE LAND USE PLAN

March 14, 2025



FROM THE AIM NORMAN CHAIRS

After nearly two years of work involving hundreds of residents, the Area Infrastructure and Management Plan for the City of Norman is completed. This plan represents the first time that any city in the U.S. has attempted to create a comprehensive land use plan and develop or update master plans for water, wastewater, storm water, transportation, housing, and parks, recreation, and culture simultaneously. The goal of this complex approach was to identify the opportunities as well as any obstacles these plans may create for one another and address them throughout the process.

Were it not for the engagement of residents serving on the steering committee, the master plan subcommittees, and the land use working group as well as residents showing up to meetings and events, completing surveys, or raising their ideas through social media, emails, texts and phone calls to committee members, this process would not have worked.

As co-chairs, we are grateful for the commitment, dedication, patience, and collaboration among the various committee members, the city of Norman staff, the consultants from RDG Planning & Design and Garver, and the citizens of our beautiful city.

Thank you for attending countless meetings, reviewing multiple versions of each plan, speaking up even when you didn't feel confident, and challenging the process when it was needed. This made the end result better, stronger, and representative of the priorities of Norman's residents—attainable and accessible housing for all residents, protection of our water in Lake Thunderbird and the Garber-Wellington Aquifer, preservation of green space and wildlife habitat, and ample opportunities for walking, biking, and rolling on a comprehensive trail network throughout our great city.

While the Comprehensive Land Use Plan and Master Plans took thousands of hours to create and were built on an array of experience and expertise within our community, this is but the first step. It's now up to the Planning Commission, Norman City Council, and the citizens of Norman to ensure the vision and development guidance are followed and are not modified on the wish of the one at the expense of the many.

We hope this plan and the seven master plans including the land use plan inspire innovation, conservation, and compassion ensuring that our children and even their children can live, work, and play in Norman. We aimed to create a plan that will make them proud to call Norman home.

Shavonne Evans, Ward 5 Resident Co-Chair, AIM Norman Inger Giuffrida, Ward 6 Resident Co-Chair, AIM Norman

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INTRODUCTION



PURPOSE OF AIM NORMAN

WHAT IS A COMPREHENSIVE PLAN?

Comprehensive plans are used to aid residents and decision-makers through complicated issues that arise in the process of building and maintaining a city. Cities must plan for the future so decisions can be based on sound information, principles, and agreed-upon goals, strategies, and priorities.

As a comprehensive plan, AIM Norman (Area & Infrastructure Master Plan) is a policy document used by City leaders, City staff, developers, business owners, and residents to make decisions about future growth, development, policy, and capital improvements. The policies contained in this Plan inform and guide land use decisions, helping to assure residents that these decisions are not arbitrary.

PRIMARY ROLES

AIM Norman serves three primary roles:

- 1. **Community Building.** Comprehensive planning allows residents to create a shared vision for their community. Residents and City staff identified issues and opportunities for Norman's land use, infrastructure, public facilities and services. These findings were used to set priorities and assemble action steps that can improve the quality of life for residents.
- 2. Legal Significance of Land Use Regulations. The City of Norman's Charter, Art. XX, Sec. 1, allows for planning, zoning and subdivision authority pursuant to the City's police power to "promote the public health, safety, morals, and general welfare by regulating the use of property and by controlling and directing the development of the City." Oklahoma statutes also grants this power. See 11 Okla. Stat. § 43-101. Indeed, Oklahoma statutes provide a framework whereby the implementation of zoning ordinances and regulations may be guided by the implementation of an overall comprehensive plan. See 11 Okla. Stat. §§ 43-102 & 43-103.
- **3. Guidance for Decision-Makers.** The plan will serve as a guide for City staff, City Council, and other boards and commissions as they set policy and make investment and land use decisions.

AIM Norman is not intended to be a static document. It is designed to be updated as conditions change over time. Additional information is available in the implementation section, found on page 155.



USER'S GUIDE

GENERAL PUBLIC

Serving as a shared reference point for all residents of Norman, the Plan frames constructive conversations about the benefits of careful, intentional growth and development in Norman. The public can use the planning principles, goals, and recommendations in AIM Norman in discussions on specific proposals or issues with City Council or other appointed boards or commissions.

CITY STAFF

City staff will refer to AIM Norman during the development processes and when assessing alterations to development regulations, rezoning applications, and when reviewing additions to or enhancements of facilities, and services. AIM Norman will be used to guide capital improvement projects, budgets, and planning endeavors.

CITY COUNCIL

AIM Norman cannot predict every situation that might arise in the future. To ensure consistency with the long-term vision for Norman, City Council will use AIM Norman as a reference point and guide for decision-making. The Implementation section of this plan provides questions that leaders can consider when making decisions. AIM Norman may also be used to inform the strategic plan and guide City Council's annual goals.

APPOINTED BOARDS, COMMISSIONS, AND COMMITTEES

Boards, Commissions, and Committees can use AIM Norman to pursue their work and missions. Certain groups, like Norman's Planning Commission and Board of Parks Commission, will use the Plan for direction when making decisions.

OTHER AGENCIES AND PARTNERS

Various stakeholders in Norman, such as non-profits, businesses, educational institutions, and neighboring municipal governments, will use AIM Norman to identify and achieve goals that support one another, and the greater vision for the future of Norman and the greater community.

A full glossary of terms to know can be found at the end of this document.

WHAT TO EXPECT IN AIM NORMAN

AIM Norman is organized so that different audiences, such as residents, City Council members, Planning Commissioners, or developers can easily find the information they need.

WHY AND HOW

The Introduction and Community Speaks chapters explain the process used to develop AIM Norman. These chapters describe the importance of planning for Norman, and the significant level of community engagement throughout the process.

LAND USE PLAN

This section describes the community's vision for the future of Norman based on accommodating a projected population of 185,759 by 2045. This chapter will detail how City leaders, City staff, and developers who are interested in how, where, and when development should occur and natural spaces should be preserved and protected.

SEVEN DISTINCT ELEMENTS

AIM Norman is an ambitious endeavor, comprised of seven individual, distinct elements:

- Land Use Master Plan
- Housing Strategy Plan
- Stormwater Master Plan Update
- 2025 Comprehensive Transportation Master Plan
 Update
- Parks, Recreation and Culture Master Plan
- Wastewater Utility Master Plan
- Water Utility Master Plan

While each of these elements will be addressed in the Land Use Master Plan, they will each have their own plan document, including much more detail. Readers interested in a particular area are encouraged to read not just the Land Use Master Plan, but also the other plans of AIM Norman.



DEVELOPMENT PRINCIPLES

OUR ENVIRONMENTAL COMMITMENT

For over 50 years the community of Norman has put priority on the protection of natural areas to preserve wildlife habitat, green spaces, Lake Thunderbird, the Garber-Wellington Aquifer, and the unique Cross-Timbers Eco-Region 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

Ten Development Principles serve to improve economic opportunities, preserve the natural environment, protect quality of life, ensure equitable decision-making processes, and support the community's top priority of protecting its water resources.

Manage urban services efficiently. Promote diverse housing options. Promote infill development and neighborhood reinvestment. Protect the environment in all decision-making. Enhance distinctive neighborhoods, business districts, and natural areas with a strong sense of place. Provide a multi-modal and connected transportation network. Enhance public safety and minimize hazards. Encourage balanced and connected neighborhoods. Make development decisions predictable, fair, and cost effective. Make decisions in a transparent and collaborative manner.

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PLANNING PROCESS

Norman includes many meaningful individuals, perspectives, and landscapes, all of which contribute to the City. AIM Norman is based on community engagement, extensive research into Norman's past and present, and valuable conversations about Norman's future, resulting in strategies that will realize those visions. The full process took nearly two years, and the time and effort of thousands of people.







THE COMMUNITY SPEAKS



NORMAN HISTORY

Norman has a rich history, and understanding what led Norman to the city it is today is a vital part of the planning process. Norman has actively planned for growth and development throughout its history. The planning process has placed a strong emphasis on public involvement to ensure comprehensive plans reflect the values of the community. AIM Norman builds upon previous plans, strengthening relevant sections and revising others to reflect changes that have occurred in the past 20 years.





PUBLIC ENGAGEMENT

The AIM Norman process was designed to foster thoughtful public engagement and an understanding of community values and priorities. It is a plan of the people, whose sense of ownership and active participation are essential to implementation.

STEERING COMMITTEE MEETINGS

A team of fourteen decision-makers representing all eight wards in Norman, and involved residents focused on creating a vibrant future for Norman were appointed by the City Council. The steering committee met monthly throughout the development of this plan, guiding the process and ensuring voices were heard and considered.

STEERING COMMITTEE MEMBERS

- Shavonne Evans (Co-Chair)
- Inger Giuffrida (Co-Chair)
- Jim Adair
- Dan Bergey
- Mitch Biesemeyer
- Robert Castleberry
- Jayke Flaggert
- Lee Hall
- Charles Kuster
- Alex Lanphere
- Richard McKown
- Amanda Nairn
- Derek Rosendahl
- Patrick Schrank





LISTENING SESSIONS

A diverse range of community organizations, social groups, and subject matter experts were invited to share their perspectives on the past, present, and future of Norman. Between August 2023 and May 2024, the planning team met with numerous groups, including:

- Council Members
- Chairs of Boards and Commissions
- Realtors® and real estate agents
- Property Managers & Landlords
- University of Oklahoma Students
- Social Service Providers
- High School Students
- Arts & Entertainment Organizations
- Norman NEXT
- Refugee Coalition Members
- Teachers and School Staff
- Ward 5 Residents

These sessions brought together over 100 Norman residents and representatives to discuss important issues and ideas.





"We need new facilities, but maintaining and preserving historic facilities is also important."

- Listening Session Attendee

"[There is a] need to generally improve safety of biking on streets. Prioritize public safety improvements."

- Listening Session Attendee

PROJECT WEBSITE

Throughout the process, the public was invited to learn about the planning process and share ideas and input via the AIM Norman website (www.aimnorman.com). The website was launched in September 2023, and earned over 22,000 views by the end of 2024.

"Allow more walkability to get from home to library, commercial restaurants, etc.."

- Comment from Project Website

MONTHLY SURVEYS

The AIM Norman website hosted monthly survey questions for residents. The topics of the survey corresponded with plan elements under AIM Norman, and each question was carefully crafted. These survey questions earned 3,400 total responses across 8 surveys.

Each month brought residents an opportunity to give input on a new topic. Some plan topics, including land use, housing, parks, and stormwater, conducted two surveys, while transportation, wastewater, and water conducted one. The total number of responses per topic is displayed in the graphic below.

TOTAL SURVEY RESPONSES BY TOPIC



MAINSTREAM MEDIA

Articles, letters to the editor, and radio and television interviews helped share information on the plan's purpose and objectives. The planning team and steering committee co-chairs made 10 publications and appearances in local newspapers and networks. These forms of communication also advertised upcoming events and ways to get involved virtually in the process.



GUEST COLUMN Citizens lead the way in Norman

At the heart of all great communities are local residents and public officials who come together to engage in meaningful dialogue dialogue to the second second and second second second and second second second community community

seven distin municipal elements: land use,



SHAVONNE

INCER GIUFFRIDA The goal of the City of Norman's Area and Infrastructur cture Infrastructure Master Plan, AIM Norman, is to draw from the input of Norman residents and previous planning documents to guide our city. AIM Norman will capture the visions and goals for seven distinct nts; land use,

parks. City leaders entrusted a

IN INOUTINAL Working by profile projects. The AIM Sortman planning team has no induce on the proposed intertainment district or postential turnpike expansion. We do not approve or reject proposed projects. The document we create projects. The document we create projects. The document we create indicate the second second second projects. The document we create indicate the second second second projects. The document we create indicate the second second second projects. The document we create indicate the second second second document. We are working to protect the vibrancy and diversity of the community, our second what second second wildlife habitant owner our community is a wonderful place to live and work and play.

wonderful place to live and work and play. Normanites can follow along with our progress by visiting AimNorman.com to sign up for updates and take our monthly surveys. AIM Norman is anticipated to be complete by the end of the year. Shavonne Evans and Inger

Article published May 19, 2024 in the Norman Transcript

POP-UP EVENTS & PRESENTATIONS

The planning team hosted 18 pop-up events and presentations throughout the AIM Norman process. The purpose of these events was to catch people already at another event to share information about AIM Norman and gather their thoughts and ideas on comment cards. These events collected 190 comment cards.

Pop-Up Events held:

- National Neighbors Night Out | 10/02/23 •
- Second Friday Art Walk | 10/13/23 •
- Christmas Market at the Well | 10/14/23 •
- National Weather Festival | 10/14/23 •
- International Festival | 10/14/23 •
- Library Book Sale | 10/20/23 •
- Downtown Norman Fall Fest | 10/27/23
- Movie in the Park | 11/03/23 •
- Cross Timbers Rotary | 11/07/23
- Yellow Dog Coffee | 11/10/23 •
- Mutual Aid Fair | 12/02/23 •
- Pancake Dinner | 12/02/23 •
 - Sponsored by Norman Kiwanis Club
- Chili Dinner | 01/25/24 •
 - Sponsored by the Police and Fire Departments
- Resource Fair | 03/12/24 •
 - Sponsored by Cleveland County
- Music Festival VIP Tent | 04/25-27/24 •
- Kiwanis Meeting | 09/03/24 •
- Legacy Rotary Club Meeting | 09/17/24
- League of Women Voters | 10/09/24 •



NEIGHBORHOOD WORKSHOPS

In February, March, and April 2024, a series of seven neighborhood workshops took place at elementary schools and community centers across the City of Norman.

A total of 103 people attended the events and 205 comments were collected.

For more information on public engagement in the AIM Norman process, see Appendix.











AIM NORMAN MASTER PLANS

AIM NORMAN FRAMEWORK

In 2023, the City of Norman embarked on an ambitious endeavor: The Norman Area & Infrastructure Master Plan (AIM Norman). Decisions made in Norman today and in the years to come will shape the city's growth, development patterns, and the community image for decades. Rapidly changing and evolving technology, extreme weather events, and the University of Oklahoma's growing national audience as a new member of the Southeastern Conference will all impact these decisions.

AIM Norman examines all elements of city development and quality of life to help shape the community's growth through 2045. Together, all seven Master Plans of AIM Norman creates a roadmap that will provide essential guidance to leaders and decision-makers, representing the City and its partners' plan for growth, change, and adaptation.

AIM Norman is:

- A combination of processes and Master Plans.
- A blueprint for a sustainable and resilient future that embraces Norman's unique character.
- A collective vision for Norman that should resonate with every community member.
- All-encompassing and inclusive, supported by every facet of the community, and aligns with the values and aspirations of Norman residents.



LAND USE

AIM Norman encompasses distinct master planning elements, with the Land Use Master Plan as the guide for development and land use policy to help inform all Master Plans.

🕮 HOUSING

A safe, comfortable, and attainable home for all is critical to Norman's future success. Rising home prices contribute to housing challenges. The recognition of poverty and unhoused populations in Norman is growing, while limited student housing options strain existing neighborhoods. The increasing popularity of the Oklahoma City metro as a place to live creates more demand, coupled with long-time residents wanting to age in the community. The AIM Norman Housing Plan analyzes the housing market and outlines a strategic plan for addressing housing needs.

STORMWATER

Major rain events impact Norman's residents and infrastructure. The City has recently shifted away from the traditional system of hard, channelized drainage paths and concentration of stormwater flows toward more sustainable stormwater policies. However, challenges remain, including flooding, erosion, and pollution of streams flowing into Lake Thunderbird. As growth and development increase impervious surface coverage, the City must accommodate stormwater effectively throughout the community. The AIM Norman 2025 Stormwater Master Plan Update outlines resilient solutions to help Norman's stormwater management systems adapt to both current and future challenges.

TRANSPORTATION

Mobility routes create a more connected community when it feels safe, comfortable, and accessible for all users. As the Norman community grows geographically and in population, so too must the routes and options to get to places. Car-centric communities like Norman are considering a more multi-modal approach to transportation. People are looking for connected trails and safe bike routes when choosing where to live, as new personal transportation devices grant more people opportunities to leverage trails. The AIM Norman Comprehensive Transportation Plan Update identifies future mobility projects in existing and new neighborhoods for motorists and active transportation users to cast a positive vision for mobility in Norman.

PARKS, RECREATION, AND CULTURE

Along with a comprehensive trail network, residents value cities with unique quality of life amenities — particularly parks, recreational opportunities, and special events. Norman has more parks per capita than many comparable cities. Maintaining these parks at a first-class level is a high priority that grows in difficulty as costs rise and resources decline. Residents desire a connection to nature and each other, along with vibrant cultural and community events and facilities for all ages and abilities. The AIM Norman Parks, Recreation, and Culture Master Plan aims to provide current and future residents with safe and engaging parks, recreation, events, and cultural activities to access and enjoy.

WASTEWATER

Reliable and resilient wastewater service is vital for existing and future homes, businesses, and industries. As more users are added and the wastewater collection system is expanded, adequate treatment facilities for quantity and quality must also be in place to meet environmental standards and water quality requirements. The AIM Wastewater Master Plan analyzes wastewater capacity needs and identifies improvements to the collection and treatment of wastewater to meet current and future needs in accordance with environmental regulations while minimizing costs to ratepayers.

🕑 WATER

Access to quality water supply is critical for existing and future homes, businesses, and industries. Currently, Norman's critical water supply comes from Lake Thunderbird, the Garber-Wellington Aquifer, and wholesale water purchases from Oklahoma City. With projected residential and commercial growth, future constraints on the water supply and infrastructure are expected and must be addressed. The AIM Norman Water Master Plan analyzes the water system's capacity and water supply needs and identifies improvements to meet existing and future demands.

INTEGRATING THE AIM NORMAN MASTER PLANS

A thoughtful, coordinated approach ensures that all seven elements of AIM Norman work together to create a balanced, sustainable, and thriving community for current and future residents. Together, they shape how Norman looks, feels, and functions. Major decisions in one component influence the others and determine the trajectory of land use development.





LAND USE



The land use vision for Norman is wide-reaching and touches on all aspects of living in the city. It is built around estimated population growth, the influence of growth on land needs, environmental considerations, and the ten Development Principles that highlight community priorities for the future.

LAND USE VISION Demand

Norman's projected future population of 185,759 will require new places for people to live, work, and play. Population growth is directly correlated to demand for new housing, services, and jobs.

Many factors affect how and where Norman will grow, including market preferences, access to City services, and the environment. The land use planning process gave residents an opportunity to envision what kind of community they want to live and leave for future generations. To facilitate these conversations, the Steering Committee held a scenario planning workshop that was shared with the public in January 2024. The workshop completed by the Steering Committee offered direction to the planning team on a preferred residential density scenario and identified areas for further investigation during the Neighborhood Workshops (held in February, March, and April 2024).

GROWTH SCENARIOS

Inputs into the land use scenarios include existing land use patterns, projected population, and the number of homes needed to support that population.

For planning purposes, one and a half to two times the needed acres should be identified in the land use map. This ensures options in the market and flexibility due to owners deciding when and if they wish to develop their property.

Three potential residential land use scenarios were considered:

SCENARIO 1: TOTAL CITY TREND This includes everything within the city limits, including the very low density development patterns occurring in eastern Norman. Development at this density would not address residents' desire for housing variety and efficient use of services.

SCENARIO 2: BETWEEN WEST AND EAST 48TH TREND This scenario looks at the average density that exists today in what is the more urbanized portion of the city.

SCENARIO 3: TREND + This scenario assumes greater efficiency in the use of land with more housing units per acre of land. A number of the Ten Development Principles outlined in the following section support this approach.

More details and background information can be found in the "Norman Today" Appendix.

2024 RESIDENTIALLY DEVELOPED LAND

Total City

34,760 Acres = 1.5 Units/Acre (Gross Density)

Between 48th Ave W & 48th Ave E 13,478 Acres = 4.1 Units/Acre (Gross Density)

2045 ESTIMATED POP. & HOUSING UNITS 185,759 population = 23,225 Units

FIGURE 1.1: FUTURE RESIDENTIAL LAND USE DEMAND

Scenarios	2045 Unit Demand	Net Density	Land Needs (acres)	Planned Acres
Scenario 1: Total City Trend	23,225	1.5	15,490	23,235– 30,981
Scenario 2: Between West & East 48 th Trend	23,225	4.1	5,663	8,500–11,325
Scenario 3: Trend +	23,225	5.0	4,645	6,900–9,300

SOURCE: RDG PLANNING & DESIGN

LAND USE VISION

Constraints

PHYSICAL CONSIDERATIONS

Norman's natural environment can be a tremendous asset for future growth, but only if development is sensitive to key environmental features such as floodplains, wetlands, hydric soils, and steep slopes.

Preserving natural areas should reduce flood risks by providing natural stormwater drainage, protecting plant and animal habitats, and enhancing and connecting residents to nature.

Avoiding development in areas that create safety concerns, such as floodplains, is not only good practice but reflects the desires of Norman residents. Participants in the planning process regularly noted a desire to preserve the city's natural features and to find ways to protect the city's water sources at Lake Thunderbird and the Garber-Wellington Aquifer. Stormwater runoff and the pollutants that can come with development (lawn fertilizers, etc.) were concerning to many residents. The map below illustrates the areas that should be avoided or policies established that advance the "Ten Development Principles" outlined in the next section.

For more information on the Development Constraints Areas see the Environmental Character section of Norman Today (Appendix A).



Source: City of Norman; RDG Planning & Design

DEVELOPMENT PRINCIPLES

The following "Ten Development Principles" are a guide across the AIM Norman Plan. Within the context of land use, these principles should guide decision makers and community leaders when evaluating opportunities and addressing challenges. These principles were built upon residents' input and smart growth principles identified by different national research organizations, including Smart Growth for America and the American Planning Association. Through the work of the AIM Norman Steering Committee, each principle was refined and overarching goals were identified.

> Manage urban services efficiently.

Contiguous development and developing on infill sites reduces costly infrastructure extensions and improves communities. With the extension of any service, the long-term costs, both fiscal and environmental, should be considered.

GOALS

- Identify key mixed-use priority areas that enhance neighborhoods and reuse urban services.
- Balance new development with infill development to reduce infrastructure extensions and promote connectivity.
- To reduce infrastructure extensions and promote connectivity, maintain and improve existing services necessary to support infill development.

OUR ENVIRONMENTAL COMMITMENT

For over 50 years the community of Norman has put priority on the protection of natural areas to preserve wildlife habitat, green spaces, Lake Thunderbird, the Garber-Wellington Aquifer, and the unique Cross-Timbers Eco-Region while managing growth. AIM Norman looks to continue this mission while still allowing the opportunity for the next generation to call Norman home.



Promote diverse housing options.

By focusing on diverse and affordable housing, Norman becomes a place where residents can live at every stage of life. Communities and neighborhoods with diverse housing options provide a mix of opportunities for first-time homeowners, growing families, seniors, and downsizers. A variety of housing types can expand the economic opportunities for individuals and families.

GOALS

- Update the zoning ordinance to make development of mixed-use and housing variety easier to produce.
- Identify redevelopment opportunities to address accessible, attainable workforce housing.
- Create policies, programs, and regulations that encourage new and creative ways to address housing gaps.
- Expand homeownership opportunities for a wider range of socio-economic situations.

Promote infill development and neighborhood reinvestment.

Strong, established neighborhoods capitalize on existing water, sewer, and transportation infrastructure. These neighborhoods also contribute to the city's naturally occurring affordable housing supply. Norman's neighborhoods tell stories, create memories, and define community character. Appropriate infill development respects established patterns and scale and supports the viability of complete neighborhoods. Community investment in infill projects may periodically be needed to make these projects financially feasible.

GOALS

- Encourage local entrepreneurship and investment in neighborhoods to support viability of neighborhoods.
- Cultivate a culture of reinvestment across the city.
- Facilitate a variety of housing in infill and redevelopment projects that offer both owner and renter options.
- Better connect neighborhoods and residents.

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

Cities and their neighborhoods reflect on the diverse values, culture, and heritage of people who live there by creating a distinctive and vibrant natural and built environment. Incorporating natural features, historic sites, and public art creates an overall quality that builds pride in residents and attracts new residents and visitors.

GOALS

- Increase the city's tree canopy and expand biodiversity across Norman, with preference to native species.
- Identify ways to support organizations and neighborhood groups that create community connections and encourage beautification.
- Encourage the creation of places for people to gather and connect with fellow residents and visitors by incorporating natural features, historic sites, and public art.

Protect the environment in all decision-making.

Preservation and protection of environmental assets such as wetlands, forests, urban tree canopies, and wildlife habitats has a variety of benefits for the community. These potential benefits include a connected park system, improved water quality, reduced flooding, mitigation of heat island effect, and protection for diverse wildlife habitats. A connected network of natural areas enhances community character, creates trail opportunities, and provides wildlife corridors. The consideration of environmental impacts favors long-term benefits over expediency and short-term profit.

GOALS

- Identify key locations for Best Management Practices (BMP's) pertaining to stormwater storage and quality.
- Implement the City of Norman: Mayor's Climate Protection Agreement.
- Increase the publics access to nature and wildlife.
- Mitigate impacts of extreme storm events, wildfires, water quality, and provide unfragmented wildlife habitat.



Provide a multi-modal and connected transportation network.

Transportation options significantly impact household economy, quality of life, urban form, and the environment. Alternative transportation modes offer significant health, environmental, experiential, and community quality benefits. These active modes will not replace cars, and only some streets can or will accommodate all modes of transportation. However, a balanced transportation network of streets, trails, hike/ bike paths, and on-street bike facilities will ensure safe, efficient connectivity.

GOALS

- Improve the experience of multi-modal transportation and accommodate a variety of mobility needs and preferences.
- Implement a comprehensive trail network.
- Expand public and multi-modal transportation options.

Enhance public safety and minimize hazards.

Land use decisions have a wide variety of effects on public safety and hazard mitigation. A mixture of land uses within neighborhoods enhances security by creating activity and "eyes on the street" throughout the day. Preserving natural drainageways and effective stormwater management minimizes the risk of injury and property damage from flooding. A well-connected transportation network improves first responder service and evacuation routes in case of large-scale emergencies.

GOALS

- Guide the development of places and spaces that are safe and inviting.
- Make Norman accessible to all by going beyond the basic Americans with Disabilities Act (ADA) requirements.
- Facilitate a transportation system that is accessible and and safe for all residents and allows for efficient emergency management.

Make development decisions predictable, fair, and cost effective.

Streamlining the process for quality projects that meet land use and design standards and reducing uncertainty encourages innovative, high-quality development. Processes that support innovative, pedestrianoriented, mixed-use projects support the above eight Development Principles.

GOALS

- Work with developers to incentivize innovative ideas to improve cost-efficiency.
- Update the zoning ordinance to create clear expectations for both developers and residents.
- As a community, find ways to minimize risk on innovative housing and community development efforts that support AIM Norman Ten Development Principles.

Encourage balanced and connected neighborhoods.

Balanced neighborhoods offer a variety of housing options, access to open and natural space, and activity centers such as parks, schools, civic centers, or commercial areas, preferably within easy walking or biking distance. Neighborhoods, new and old, should also connect to one another rather than exist as isolated pods. Complementary land uses create neighborhoods that are alive at all times of the day, offering greater vitality, safety, and support for local businesses. While different land uses can create conflicts, these conflicts can be managed through effective standards and transitions.

GOALS

- Improve connections between parks, neighborhoods, public spaces, and destinations.
- Enhance support and outreach for neighborhood associations and organizations.
- Expand opportunities for residents to know their neighbors and cultivate a greater sense of community.
- Increase natural greenspace, and create wildlife corridors.

Make decisions in a transparent and collaborative manner.

Decisions regarding AIM Norman or changes to the land use map should be made transparently. Streamlined processes require broad community input on design quality, reduction of negative impact, and land use planning. Treating the creation and implementation of land use decisions as shared responsibilities promotes quality living environments and efficient use of fiscal resources.

GOALS

- Enhance civic literacy and engagement through community partnerships.
- Continue clear communication from City to residents.
- Leverage technology to improve communication.
- Regularly review and update AIM Norman.

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LAND USE MAPS

How are the Character Area & Land Use maps used?

The Character Areas and Land Use maps are based on population projections, economic trends, environmental analyses, and public input. As explained on page 28, the amount of urban land planned is more than the projected need to provide market flexibility and avoid creating a false land shortage. Many areas shown in the Character Areas and Land Use maps are unlikely to fully develop in the 20-year time frame generally addressed by this plan.

TWO MAPS WORKING TOGETHER

CHARACTER AREAS

How the built environment fits together

- How community features such as streets, parks, water, sewer, and stormwater connect and transition between neighborhoods.
- Defined by how an area looks and functions.
- Policies guiding development.



Full map on page 41.

LAND USE

How land should be developed, and in what way.

- Future desired use for a parcel of land.
- More specific vision for how sites will develop.
- What specific land uses look like, including building types and landscaping.



Full map on page 59.

THREE IMPORTANT POINTS ABOUT THE MAPS

1. PROPERTY OWNERS DECIDE

The Land Use Map depicts land uses for privately owned properties. The transition from their current use to the depicted use is expected to occur slowly, in response to market demands, as property owners voluntarily sell, develop, or change the use of their land.

2. POLICY FRAMEWORK

These maps provide a framework for discussing plan policies and aspirations as they relate to making community development and land use decisions. The Character Area policies and Land Use designations integrate the recommendations of all AIM Norman plans with the Land Use Plan.

3. GENERALIZED MAP

The Land Use Map should be interpreted generally and is not intended to include the specificity or the rigidity of a zoning map or engineering document. The map is meant to show:

- Generalized land use locations and transitions: The boundaries between land uses on the map are meant to show approximate areas for transition, rather than rigid boundaries.
- Collector and Arterial Street connections: Critical arterial and collector street connections are specified on this map, though the exact routes will depend on detailed engineering studies. Local streets will be determined as development occurs.
- Preservation or protection of sensitive areas: The map identifies the largest sensitive areas, where non-recreation oriented development should not occur. The policies within the AIM Norman Master Plans and the Character Areas provide a neighborhood level of detail for sensitive areas and local circulation that apply with the land use categories.

In the past, rezoning requests have also frequently required a land use change. The AIM Norman Plan is designed to provide flexibility in order to reduce these requests. When received, requests will be reviewed for conformance with the Character Areas policies and Land Use compatibility. When a zoning change is necessary, City staff, the Planning Commission, and City Council will use the Character Area Map and Land Use Map as guides to determine if these changes are consistent with the AIM Norman policies.

LAND USE PLAN FRAMEWORK

Contemporary growth in American cities generally separated different land uses as a way to protect public health. Separating homes and everyday needs from the traffic, noise, smells, and other effects of major industries was seen as a way to create healthier communities. Today, the understanding of a healthy city includes one where residents can be active and move around the city in different ways. These types of vibrant neighborhoods are cultivated by mixing different, but still compatible uses.

Several AIM Norman Ten Development Principles support a flexible land use approach that encourages mixing of uses and focuses on the intensity of use, rather than type.

- Development Principle 3: Promote infill development and neighborhood reinvestment.
- Development Principle 5: Enhance distinctive neighborhoods, business districts, and natural areas with a strong sense of place.
- Development Principle 8: Encourage balanced and connected neighborhoods.

To achieve these Principles, an intensity based approach should take into consideration:

- **Compatibility with flexibility.** Norman's land use pattern should minimize conflicts between adjacent land uses. Some land uses are inherently incompatible and should be separated. In other cases, where different uses and intensities meet, a variety of design techniques can reduce incompatibilities and more successfully integrate different uses into a cohesive city environment. Homogeneous building form and uses are not the goal of the plan. Guidelines should provide developers with reasonable flexibility and room for innovation.
- Vital, convenient mixing of uses. Mixing uses encourages the creation of more active, interesting, and efficient city environments, while providing residents convenient access to neighborhood commercial services and other vital community facilities.
- **Residential density and diversity.** As an inclusive community, diverse housing types and price points that serve the needs of a range of demographic and economic groups is important. The intensity of housing is measured by the density, or dwelling units per acre, in a development and puts less importance on any one type of housing within a development.
- Places for employment and enterprise. AIM Norman illustrates appropriately located space for a wide range of enterprises that provide employment for existing and prospective residents.
- **Relating land use and infrastructure.** Land use planning in Norman must be done in coordination with the city's transportation, parks, stormwater, water, and wastewater systems. This was a key philosophy behind AIM Norman. Removing sensitive areas from development consideration and placing higher intensity uses along streets that have the capacity to serve these uses is crucial for success.
LAND USE Definitions & Context

In planning and defining land use in Norman, the following terms are often used. A complete glossary of terms can be found at the end of this document.

COMPATIBILITY

Compatibility is the relationship between different uses and how well they do or do not fit with each other. In areas where densities are low, compatibility is usually achieved using spacing between buildings and by congregating similar uses. This method is easy to administer and understand; however, it can lead to some undesirable conditions such as increased commute times and neighborhoods that are not conducive to walking

Compatibility in mixed-use districts can be attained by focusing more on the performance (effects) of various uses and designing land use regulations that allow for better integration of uses. If carefully done, the integration of uses can be achieved so that commute times become shorter, and neighborhoods become more walkable and interesting, all while preserving privacy, security and aesthetics.

As land uses become more intense and uses become more integrated, compatibility methods focus less on spacing and congregating of similar uses, and more on performance-based methods that directly address issues such as noise, traffic, privacy, and aesthetics. The land use categories described in this Plan exist on a continuum of intensity, and therefore have a continuum of compatibility methods.

It is important to remember that while the intensity-based concept proposes mixing uses, it does not mean that every land use is appropriate everywhere. Location standards and compatibility requirements for higher impact uses are an important part of the land use system proposed in this plan.

INTEGRATION/MIXING OF USES

One advantage of an intensity based framework is its ability to integrate different land uses. Uses may be integrated in two ways: horizontally and/or vertically. Horizontal integration keeps individual building purposes separate but relates buildings harmoniously to each other. Vertical integration puts more than one use in the same building. In AIM Norman, most of the city's land is in multiple-use categories, but certain areas, such as Job Centers, are still kept as single-use areas.



Horizontal Integration: Different uses housed in different buildings but are related to one another.



Vertical Integration: Different uses housed in the same building.

INTENSITY

The AIM Norman Land Use Plan designates how much development occurs in an area and how that development affects its neighbors. This is measured by intensity and/or density of development. In residential areas, intensity is measured by dwelling units per acre. For other uses, the amount of traffic a project generates or how it affects its neighbors determines intensity.

• Defining Dwelling Units Per Acre: If six single-unit houses are included on an acre of land, the density of the site is 6 units per acre (du/A). The higher the number of units on an acre the more intense the land use.



DENSITY

Residential density or dwelling units per acre can be measured as either gross density or net density. This plan uses gross densities as a tool for representing the goals of each land use.

NET DENSITY

Total dwelling units divided by developed parcels (exclusive of right-of-ways, parks, buffer areas, outlots, stormwater facilities, and/or trails)



GROSS DENSITY

Total dwelling units divided by overall area



CHARACTER AREAS

The Character Areas build upon past plans, community input, and factors that influence how the built environment is used and looks. This includes characteristics like building age, architecture, connectivity, scale, and environmental sensitivity. AIM Norman proposes seven Character Areas, as follows:

- Core Neighborhood Areas
- Classic Neighborhood Areas
- Suburban Neighborhood Areas
- Corridor Areas
- 2045 Reserve Areas
- Rural Areas
- Protected and Sensitive Areas

The development of these areas over time may be fluid, as new opportunities arise or growth rates fluctuate. The policies identified in the following section should be viewed from a big-picture perspective, with the goal of balancing neighborhoods and providing quality living environments across the city.

IMPACTING AIR QUALITY

Air quality is an important factor in any community's quality of life, and can be most influenced by the land use policies a community implements. Distance to destinations, density of development, various transportation options, and green space requirements are all ways that Norman's land use policies can impact the community's air quality.



NOTE ON SHOWN TURNPIKE ROUTES:

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"). While the north-south connector turnpike is demonstrated in the position originally disclosed by the OTA, it is subject to change and an anticipated general shift westward. At this time, the actual nature and extent of the alignment shift for the north-south connector turnpike has not been specified by the OTA.

OVERARCHING POLICIES

These policies are designed for all Character Areas throughout Norman, as applicable.

GENERAL

- Based upon the recommendations of the most recent Stormwater Management Plan (SWMP), improve stormwater management for all development projects.
 - Improve stormwater and floodplain management with all infill development.
- Based on the most recent Transportation Plan and Complete Streets Policy, City projects and new development should establish a network of complete streets (see glossary).
- Appropriately regulate development within the floodplains and Stream Planning Corridors via the Floodplain and Water Quality Protection Zones (WQPZ) ordinances.
- Create and uphold quality build and site design standards to bolster community identity and pride.
- Where feasible, new streets and internal streets should follow a grid pattern of small blocks for a more condensed form of development.
- Improve pedestrian and bicycle connectivity, especially between public transit stops and destinations with new projects, redevelopments, or reconfiguration of existing development.
- Amenities such as, but not limited to, seating, public art, natural green space, fountains and other outdoor landscape elements should be included within each development. These amenities should be conscious and considerate of impacts on the natural environment.
- Develop buildings that meet or exceed Universal Design principles.
- Promote building principles such as energy efficiency and renewable energy sources, indoor environmental quality, water conservation, and minimizing impacts on wildlife through space and material optimization and building with resilient design.
- Coordinate all capital improvement projects between all necessary City departments (e.g. transportation, water, wastewater, stormwater, parks).
- Strengthen programming for disseminating information on the City's Fertilizer Ordinance and other pollution prevention initiatives.

RESIDENTIAL

- New residential development should blend with existing housing, incorporating tools such as buffering requirements and right-sized public spaces as defined in land use categories.
- Accommodate a variety of housing styles, sizes, densities, and price points to suit diverse housing needs.
- New residential development should use a variety of techniques to avoid the appearance of identical homes, increasing vibrancy and diversity in the built environment.

NON-RESIDENTIAL

- New non-residential development should use high quality building materials such as glass, brick, stone, wood or cementitious siding.
- Require that loading areas be located to the rear and sides of buildings and screened from view.
- Ensure that all sides of a parking garage that are visible from public view are architecturally consistent with the buildings it serves.
- Buildings in a corporate campus setting should have an internal pedestrian network between buildings.

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CORE NEIGHBORHOOD AREAS

CHARACTERISTICS & INTENT

The Core Neighborhood is a focal point of the city, the traditional central business district, with a concentration of activities such as general retail, service commercial, professional office, mixed-density housing, mixed-use spaces, and appropriate public and open space easily accessible by pedestrians. This area frames the University of Oklahoma campus.

The Core Neighborhood encompasses all historic districts and some existing neighborhood planning areas. One notable aspect of this area is the reinvestment that has been occurring over the past decade.

The Core Neighborhood is defined by smaller, traditionally platted lots and older homes. Most streets within this Character Area are designed on a grid pattern, radiating from the BNSF rail line, and are highly connected to one another. Alleys are prominent and, although often used by local traffic, are in disrepair and in need of maintenance. Towards the commercial centers of this Character Area, taller buildings are more common, with the overarching height of residential structures being three stories or less.

GOALS

- Balance reinvestment and affordability for housing by promoting rehabilitation and renovation, while allowing for density increases, where appropriate.
 - ADUs continue to be an appropriate housing typology in this Character Area.
- Cultivate an accessible, pedestrian-centric environment that's enjoyable for live, work, and play including transitions from other, more autocentric, character areas.
- Promote local business growth and encourage employment opportunities within the Core, catering to residents, students, and visitors.

OPPORTUNITIES

- High access to alternative modes of transportation, including public transit, walking, and bicycling.
- Rehabilitation and redevelopment opportunities for residential and commercial projects.
- Strong historic ties and active attention from existing community efforts.

CHALLENGES

- Undersized, aging infrastructure, including lack of stormwater infrastructure, that requires frequent maintenance.
- Balancing reinvestment with affordability options.
- Under used areas.
- Cost of infill development.



POLICIES

- Continue to maintain and improve public facilities and infrastructure that supports infill development and reinvestment.
- Residential development should reinforce the Core through a combination of rehabilitation in the downtown area and compatible new infill development targeted to a broad range of income levels, including multi-unit townhomes, apartments, lofts, and condominiums.
- Focus mobility infrastructure on pedestrian comfort, safety, and convenience where there are smaller lots and greater proximity to a range of services.
- Ensure that redevelopment and infill developments:
 - Address the impacts of parking and access:
 - » Off-street parking should be screened from public right-of-way, and placed in the rear of the lot for all development.
 - » For residential development, access to garages and parking pads are encouraged from a rear loaded alley.
 - » Alternative modes of transportation, including walking, rolling, biking, and public transit should be a priority with safe, clear connections. This includes improving sidewalks and filling gaps in the sidewalk network during development.
 - Reflects the scale and characters of surrounding properties:
 - » Structures should not be significantly taller, further from the front property line, or be inconsistent with the massing of neighboring properties.
 - Reduce the impact of higher intensity uses to adjacent lower intensity uses with screening and landscaping. Native landscaping is encouraged.
 - Encourage activation of the street space along arterials with pedestrian amenities.
- Increased impervious area coverage should be mitigated using LID stormwater BMPs regardless of parcel size or existing impervious area coverage.
- New architecture should be compatible with existing neighborhoods. Modern, contemporary architecture should be limited, but can be accommodated as long as scale transitions and architectural elements achieve continuity.

ACTION ITEMS

- Work with Downtown businesses to explore a Business Improvement District.
- Incorporate results of the Center City Infrastructure Study into future projects.
- Based on the most recently adopted Housing Plan, establish programming to encourage rehabilitation of residential structures.

- Develop incentive programs and/or pursue publicprivate partnerships that promote infill development on vacant or under used sites to create catalytic projects of high-quality.
- Focus on strategic public investments to improve conditions, appropriate infill development on scattered vacant sites, and encouraging more homeownership and maintenance or upgrade of existing properties.
- Implement existing neighborhood plans; update as appropriate.
- Work with neighborhood leaders to assemble resources and technical assistance in support of existing historic districts.
- Coordinate with existing neighborhood organizations to increase street and alley activation to build community and increase safety.
- Conduct a parking study to identify solutions, including shared parking, to adequately support residents.
- Complete corridor-specific plans for potential Transit Oriented Development (TOD) sites that identify residential development opportunities that have good access management, improved site design, and low impact transitions to non-residential uses.
- Ensure undersized, aging infrastructure is updated as areas are redeveloped.
- Seek alternative funding sources to increase capacity for reducing flooding damages by acquiring vulnerable properties and converting that area to open space floodplain storage.
- Update regulations to:
 - Ensure adequate lighting and sidewalks are provided for pedestrian safety.
 - Establish requirements for connectivity to bolster Complete Street policy.
 - Create development patterns consistent with the character area, including setbacks, scale, massing, yard characteristics, height, off-street parking, and other defining features.
 - Provide high-quality streetscape standards transitioning West Main Street, West Lindsey Street, and sections of James Garner Avenue and Porter Avenue from auto-centric to pedestrianfriendly designs as they approach Downtown Norman.
 - Explore special districts and design criteria for Downtown neighborhoods experiencing high development pressures such as Old Silk Stocking, and other locations not currently protected by an overlay district.

CLASSIC NEIGHBORHOOD AREAS

CHARACTERISTICS & INTENT

These neighborhoods feature relatively well-maintained housing, possessing a unique style of lot and street design with high rates of homeownership. Characteristics include limited public open spaces, often curvilinear street patterns, a medium degree of building separation, and distinct separation of uses.

Proximity to the University of Oklahoma and Core Neighborhoods means that development pressure from those areas may extend into this Character Area in the future.

GOALS

- Maintain character by limiting incremental density to lower- to medium-intensity residential.
- Strengthen connections to public spaces, including Downtown Norman.

OPPORTUNITIES

• Naturally-occuring affordable housing.

CHALLENGES

- Undersized, aging infrastructure, including lack of stormwater infrastructure, that requires frequent maintenance.
- Poor active transportation access.

POLICIES

- Residential development should reinforce ties to the Core Character Area through a combination of rehabilitation and compatible new infill development consistent with the scale of existing neighborhoods; limited to primarily single-unit, duplex, triplex, and quadplex, and townhome developments designed for homeownership.
 - ADUs continue to be an appropriate housing typology in this Character Area.
- Ensure that redevelopment and infill developments:
 - Address the impacts of parking and access:
 - » Alternative modes of transportation, including walking, rolling, biking, and public transit should be a priority with safe, clear connections. This includes improving sidewalks and filling gaps in sidewalks during development.
 - Reflects the scale and character of surrounding properties:
 - » Structures should not be significantly taller, further from the fronting property line, or be inconsistent with the massing of neighboring properties.
 - Reduce the impact of higher intensity uses to adjacent lower intensity uses with screening and landscaping. Native landscaping is encouraged.



- New architecture should be compatible with existing neighborhoods. Modern, contemporary architecture should be limited, but can be accommodated as long as scale transitions and architectural elements achieve continuity.
 - All ground floor principal residential units should have a stoop or porch with direct sidewalk access and visible frontage to the primary street.

ACTION ITEMS

• Based on the most recently adopted Housing Plan, establish programming to encourage rehabilitation of residential structures.

SUBURBAN NEIGHBORHOOD AREAS GOALS

CHARACTERISTICS & INTENT

Suburban Neighborhood Areas are where suburban residential subdivision development have occurred or are likely to occur (due to availability of water and sewer service). This area is characterized by low pedestrian orientation, existing but largely inconvenient public transit access, high to moderate degree of building and use separation, predominantly residential with scattered civic buildings and varied street patterns, often curvilinear.

In the future, the neighborhoods with good trail access and connections to surrounding services will likely continue to be highly attractive neighborhoods. Future development should elevate connectivity and traditional neighborhood design (TND).

- Encourage areas with new development to have greater housing variety and a higher overall density.
- Provide for medium- to high-intensity residential development near the Core and major streets, transitioning to lower density, single-unit uses further from arterial streets.
- Foster retrofitting of these areas to promote moderate to high density where appropriate, and expand options for multi-modal transportation.
- Promote balanced commercial and business/industry uses with appropriate mixed-use development and locally serving commercial establishments.

OPPORTUNITIES

- Naturally occurring affordable housing options near Core, Classic, and Corridor Character Areas.
- Trail network connection possibilities.
- Greenfield development opportunities for efficient, compact subdivision design.

CHALLENGES

• Lack of a seamless multi-modal transportation network including safe, convenient, active and public transportation options results in an overreliance on personal vehicles.



POLICIES

- Infrastructure extensions should occur incrementally, and new developments must connect to City water and sewer, which may require extension of lines.
- Protect drainageways in accordance with WQPZ ordinance within new development and expand their use for public trail access.
 - Treat water quality volume from runoff for volume recommended in stormwater master plan and in accordance with EDC Section 7000.
 - The open spaces created around drainageways should be connected when feasible to create wildlife corridors.
- Reduce the impact of higher intensity uses to adjacent lower intensity uses with screening and landscaping. Native landscaping is encouraged.
 - Prioritize preservation of existing mature street trees.
- Promote a mix of housing types, including accessory dwelling units, and new, well-designed similarly scaled multi-unit residences to increase neighborhood density and income diversity.
 - Priority for higher density, mixed-income, and affordable housing opportunities should be assigned to locations with multi-modal transportation access and capacity.
 - Based on associated Land Use, housing typologies of all intensity levels are appropriate within the Suburban Character area.
- Encourage:
 - More mixing of uses, including neighborhood services, job centers, and residential uses of similar intensities.
 - Retrofitting existing commercial and retail strip development in areas that are likely to undergo renovation or potential demolition in the life of this plan.
 - Civic, cultural uses, entertainment establishments that will promote community interaction and public open space.
- As streets move further from the center of the Core Neighborhood Character Area and parcel sizes and development patterns work against pedestrian circulation, focus should shift to vehicular safety, corridor appearance and traffic speeds while still providing basic access and safety for pedestrians and bicyclists. Transportation accommodations should:
 - Ensure interconnectivity between developments for local and collector streets.
 - Provide access to trails with all new development, when feasible to integrate trail plans outlined in the Transportation and Park Master Plans into developments.
 - Connect streets between land uses and include

complete street approaches for undeveloped sites.

- Use the most recent Transportation Master Plan to fill pedestrian system gaps along streets, to trails, and within developments.
- Encourage network of multi-modal transportation options to neighborhood centers and local mixed-use developments.

ACTION ITEMS

- Continue to work with developers on dedication of park land for neighborhood parks.
- Based on the most recent Transportation Plan, expand access to public transit.
- Update regulations to:
 - Use building and site design as transitions between commercial centers and adjacent residential areas, as opposed to distance.
 - Promote pedestrian access between buildings.
 - New, transformative housing developments must have multiple access points onto the road network to ensure adequate external connections to the larger neighborhood community.
 - Create incentives for establishing natural, undeveloped spaces for ecological conservation and interconnectedness of these areas across multiple developments (i.e. wildlife habitat corridors).
 - Protect and/or preserve wetlands when developing east towards the 2045 Reserve.

CORRIDOR AREAS

CHARACTERISTICS & INTENT

Corridor Areas are developed or undeveloped land on both sides of a roadway; primarily designated, although not limited to, commercial and mixed-use development with auto-centric design. Scale and location affect the type and intensity of these uses. Corridor character is determined by scale and is recognized in three main areas.

Gateway Corridors

Major thoroughfare that serves as an important entrance or means of access to the community marked by orientation of buildings to highway; on-site parking; and large set-backs for buildings. Anticipating high public transit access, including stops and shelters in locations safe for passengers and operations. Interstate-35, North Flood Avenue, Alameda Street, Main Street west of 24th, and Highway 9 are Gateway Corridors managed under this Character Area.

In-Town Corridors

Arterial streets servicing neighborhood needs including commercial, residential, civic, and recreational uses. Already or likely to experience uncontrolled strip development if growth is not properly managed. Anticipating high public transit access, including stops and shelters in locations safe for passengers and operations. These corridors are managed under Suburban Neighborhood Character Area policies and Action Items.

Downtown Corridors

Key commercial areas of transition from auto-centric to pedestrian-friendly design. These corridors are managed under Core Neighborhood Character Area policies and Action Items.

GOALS

- Encourage high-quality destination commercial and mixed-use development that highlights Norman's role as a collegiate town.
- Promote Transit Oriented Development (TOD) design with emphasis on first- and last-mile connections to alternative forms of transportation.

OPPORTUNITIES

- Access to public transit systems.
- New and redevelopment opportunities.
- Convenient connections to nearby neighborhoods.

CHALLENGES

- Poor existing sidewalk and bike connections, especially to public transit.
- Underused/vacant sites.



POLICIES

- Support the natural phasing out of older and lower-yield commercial and industrial uses with regulations and incentives that support mixed-uses and local businesses.
- Use screening, with natural materials when possible, to lessen noise pollution and visual clutter from existing and future uses along the corridor.
- Promote circulation and manage access to keep traffic flowing by:
 - Including access along and into properties for vehicles, public transit, pedestrians, and bicyclists during street and interchange improvements.
 - Projects should not create fragmented parcels or impede on- and off-site circulation through, to reduce restriction of future development.
 - Allowing redevelopment of excess parking areas or commercial building space for residential uses, especially along public transit routes and areas with strong existing or planned pedestrian connections.
 - Requiring shared entrances, cross-access, and avoiding multiple access points for new commercial developments at major intersections.
- Commercial developments should offer both internal and external pedestrian connections, especially between hotels, restaurants, and retail services.
 - Connections to the corridors and through developments should improve safety for those walking, bicycling, or using mobility devices.
- Allow redevelopment for high density residential and mixed-residential uses near public transit stops, along pedestrian routes, and where site design does not create secluded enclaves of apartments.
- Add density through development of sites behind properties directly facing streets.
- Retrofit or mask existing strip development or other unsightly features, as necessary.
- Explore requiring that stormwater management and detention have lower impact than historic stormwater conditions for all new or redevelopment along corridors.

ACTION ITEMS

- Complete corridor-specific plans for Ed Noble Parkway and the potential Transit Oriented Development (TOD) sites that identify residential development opportunities that have good access management, improved site design, and low impact transitions to non-residential uses.
- Offer wayfinding and gateway features that welcome and orient visitors.
- Conduct a parking study with intent to reduce parking abundance by evaluating the amount of parking needed at the development or block level rather than at the individual business level.
- Establish incentives for the I-35 Corridor that:
 - Elevate the image of the community as compared to other sections of the I-35 corridor in the metropolitan area. Examples may include, but are not limited to: limiting signage and lowquality building materials, increasing landscaping features, showcasing renewable energy, and/or featuring public art and lighting.
 - Improve efficiency of land use in the area and avoid large expanses of parking and disconnected uses.
- Update regulations to:
 - Emphasize community aesthetics, high-quality building design and materials, and image for Gateway Corridors.
 - Protect and/or preserve wetlands and wildlife habitat when developing east towards the 2045 Reserve.
 - Streamline projects that increase cross access between land uses and/or properties.
- Elevate the image of all Gateway Corridors from the roadway. Examples may include, but are not limited to: limiting signage and low-quality building materials, increasing landscaping features, showcasing renewable energy, and/or featuring public art and lighting.

2045 RESERVE AREAS

CHARACTERISTICS & INTENT

The 2045 Reserve is an area of deep concern for the community of Norman. The area is currently sparsely developed, with large-lot residential uses and agricultural/grazing lands. Most of the area follows vestige section line streets, with smaller, private roadways serving residential uses. High intensity development is not present in this area.

New development in this area should be done with sensitivity and only when City services are available to adequately serve future use.

GOALS

- Conservation of natural resources including wildlife habitat, surface water, and ground water.
- Ensuring intermediate development does not hinder the ability of City utilities to adequately serve future development.
- Change in land use should not increase pollutants or sediments into the Lake Thunderbird watershed.

OPPORTUNITIES

- Future connections to infrastructure.
- Natural and wild areas for wildlife habitat protection, aquifer recharge, upland forests, and riparian areas.

CHALLENGES

- Limited access to existing infrastructure.
- Heavy influence on the runoff water quality of the Lake Thunderbird watershed.

POLICIES

As water and sewer services within the Suburban Neighborhood Character Area reach capacity, development in this area may be permitted such that:

- It is contiguous with existing development. In order to be considered contiguous a development must:
 - Be in close proximity to existing or platted development (adjoining land that touches the subject property at a common corner or property line),
 - Connect to or use existing or planned sewers, streets, and other utilities,
 - Not require the construction or extension of unplanned public improvements, and
 - Not result in the creation of unplatted parcels between new and existing development.
- Further, development must:
 - Clearly define and designate stormwater practices that protect water quality and are in line with the most recently adopted Stormwater Plan.
 - Include trail corridors and safe, convenient access to adjoining trails.



- Contain housing typologies reflective of the goals from the most recently adopted Housing Plan.
- Contain well defined transportation systems connecting to existing and future systems, as outlined in the most recently adopted Transportation Plan.
- Clearly define a strategy for regionalizing lift stations and building out the sewershed.
- Allow for cluster development where at least 65% of the development is preserved in an out-lot held for conservation or as a through line for future urban services.
- Infrastructure extensions into these areas should only occur after existing service areas have been fully developed, or as identified in appropriate master plans.
- New development should not be permitted within the floodplain, except for appropriate recreational and conservatory uses.
- Continue Water Quality Protection Zone (WQPZ) policies and regulations.
- Expand any of these areas within the City's most recently adopted Stormwater Master Plan.
- Preserve drainageways with proper buffering according to the most recent Stormwater Master Plan to allow for stormwater absorption, water quality protection, and access to recreational trails.
- Improvements to the Transportation Network should provide for all modes.

ACTION ITEMS

- Monitor future corridor planning of a north-south turnpike segment for potential changes in land use policy.
 - Develop detailed land use plans for geographically limited areas around proposed interchanges that include: proper buffering for lower intensity uses and rural landscape and protection and expansion of wetlands and wildlife habitat.
- Update regulations to protect and/or preserve wetlands when developing east towards the 2045 Reserve.

RURAL AREAS

CHARACTERISTICS & INTENT

The area of Norman east of the 2045 Reserve is dominated by Lake Thunderbird, publicly owned land, and large agricultural/grazing land tracts. There are also historic farmsteads and pockets of large-lot residential subdivisions with pastoral views and a high degree of building separation. Commercial activity is primarily located at arterial intersections. Most of the area follows vestige section line streets, with smaller, private roadways serving residential uses. High intensity development is not present in this area. Recreational amenities offered by Lake Thunderbird are the largest economic attraction of the area.

Future growth and development in Norman should continue to remain to the west of the 2045 Reserve area and therefore, land use patterns in this Character Area are likely to remain unchanged in the next twenty years.

GOALS

- Protect agricultural uses and maintain Rural Character.
- Anticipate and plan for impacts of potential turnpike and interchanges on development.

OPPORTUNITIES

- Large, unplatted lots offer agricultural uses.
- Natural and wild areas for wildlife habitat protection.

CHALLENGES

- Limited access to infrastructure connections.
- Heavy influence on the Lake Thunderbird watershed.

POLICIES

- Continue Water Quality Protection Zone (WQPZ) policies and regulations.
 - Expand any of these areas within the City's most recently adopted Stormwater Master Plan.
- New development should not be permitted within the floodplain, except for appropriate recreational and conservatory uses.
- New development should not exceed the intensity of existing development patterns on abutting properties.
- Development, including recreation amenities and services related to the Lake, may be allowed:
 - A stormwater management plan that includes Best Management Practices is established and realistically implemented.
 - Drainageways are preserved with easements and proper buffering.
 - When possible, safe, convenient connections to the trail system are included.



ACTION ITEMS

- Monitor future corridor planning of a north-south turnpike segment for potential changes in land use policy.
 - Develop detailed land use policies for areas around proposed interchanges and along the turnpike that include: proper buffering for lower intensity uses and rural landscape and protection and expansion of wetlands and wildlife habitat.
- Update regulations to protect and/or preserve wetlands when developing east towards the 2045 Reserve.

PROTECTED & SENSITIVE AREAS

CHARACTERISTICS & INTENT

The Protected and Sensitive Areas encompass the FEMA designated floodways and floodplain, and the Stream Planning Corridors. Primarily undeveloped natural lands and environmentally sensitive areas not suitable for development, e.g., scenic views, steep slopes, floodplains, wetlands, watersheds, wildlife management areas and other environmentally sensitive areas.

GOALS

• For the health and safety of residents, development within these areas should be avoided, exclusive of low-impact recreational and conservatory uses.

OPPORTUNITIES

• Space for conservation and low-impact uses like parks.

CHALLENGES

• Lucrative property locations can distract from the need to protect these areas for the health, safety, and welfare of the public.

POLICIES

- Development within the floodway is not appropriate.
- Development within the floodplain is suitable only for recreational and conservatory uses that do not require placing fill or insurable structures.
- Development in and adjacent to these areas should include trails and safe, convenient access to the trail system.
- Areas within the Protected and Sensitive Character Area will automatically adjust with the update of any floodway, floodplain or WQPZ boundary.



COMPREHENSIVE PLAN | LAND USE 57

DEVELOPING THE LAND USE MAP

This map shows general patterns of proposed uses, rather than the use of individual sites or lots. The map provides a general vision of Norman's land use future and guidance for private and public sector decision-makers.

Where different land use categories are located on the Land Use map depends on such factors as:

- Existing land use patterns. The land use map reflects how land is used today, unless the overall comprehensive plan recommends major redevelopment or redirection.
- Adjacencies. Adjacent uses should be reasonably compatible with each other. Locational criteria should be followed to ensure reasonable compatibility.
- **Infrastructure.** Systems should be adequate to serve the recommended development pattern either with existing or cost-effective extensions.
- **Transportation.** Transportation facilities should be adequate to serve proposed uses, with higher intensity uses located at points or areas with maximum transportation service.
- **Environmental impact.** Proposed use patterns should minimize impact on major environmental resources, including Lake Thunderbird, the Garber-Wellington aquifer, drainageways, and wetland areas.

URBAN NEIGHBORHOODS

These categories are primarily residential, but include some non-residential uses and different intensities. Uses are grouped together in terms of their impact rather than their specific type of use. In all cases, these areas use urban infrastructure now or in the future.

- UL: Urban Low. This category includes built-up areas of largely single-unit developments within the Current Development Character Area east of 12th Avenue East and west of Interstate 35. New growth UL areas are located toward the interior of areas bounded by major streets east of 24th Avenue East, open sites where the predominant form are relatively large lot, urban single-unit subdivisions, and in areas to the east where development densities transition to more rural levels to the east.
- UM: Urban Medium. Urban Medium includes most of Norman's established neighborhoods west of 48th Avenue East. Within new growth UM areas, this category is located along and behind section-line arterials that can support higher density environments and neighborhoods with a variety of housing forms. It also follows potential trail and greenway corridors where creative site design can provide larger stormwater management facilities and recreational, walking, and bicycling amenities can serve more people.

- UH: Urban High. This category is located along major transportation and amenity corridors and corridors with high residential demand. These include the Classen Boulevard/Legacy Trail/BNSF corridor, on the edges of major mixed-use centers, near and around major intersections, around the OU campus, between Downtown and OU, and as a transitional use between potential commercial nodes and low- and medium density neighbors.
- ULC: Urban Living Center. These very high density centers, are focused at points of very high transportation access and existing or future urban services, making a walking distance environment feasible. Other locations include redevelopment projects, such as conversion of underused commercial centers to mixed-uses.

MIXED-USE & EMPLOYMENT CENTERS

- **C: Commercial.** The commercial category is generally reserved for large format retail and commercial concentrations. Mixed-uses may be included, but commercial uses dominate. The land use map recognizes existing commercial concentrations such as University North Park and proposes new focuses at principal arterial intersections, including the access points of the east-west Turnpike.
- MX: Mixed-Use Development. This category includes both existing developed areas that include a variety of uses with opportunities for greater connectedness and infill development (12th Avenue East and 24th Avenue East at Alameda and Lindsay; Porter and Robinson; and Ed Noble Parkway); redevelopment sites (Griffin Hospital); and new Turnpike related areas (Indian Hills and I-35).
- IMX: Interchange Mixed-Use. This category is logically located along Interstate corridors with parallel service streets, creating the linear pattern with diverse uses along I-35 between 24th and 36th Avenues West.
- JC: Job Center. Employment-intensive uses, including low-impact industry, office, and research uses, along major transportation corridors.
- **TOD: Transit Oriented Development.** TOD's are very high intensity mixed-use areas within easy pedestrian or bicycle distance from major transit stations. These are located at future stations of a proposed passenger rail line from Norman to Edmond through Downtown Oklahoma City. TOD's may also develop along bus rapid transit lines or a major community transit center.



TURNPIKE ROUTES: 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"). While the north-south connector turnpike

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north Norman by the Oklahoma Turnpike Authority ("OTA"). While the north-south connector turnpike is demonstrated in the position originally disclosed by the OTA, it is subject to change and an anticipated general shift westward. At this time, the actual nature and extent of the alignment shift for the north-south connector turnpike has not been specified by the OTA.

- **CBD: Core Business District.** This encompasses Norman's two "main street" mixed-use areas with street-oriented, pedestrian environments – Downtown and Campus Corner. New commercial or mixed-use development could conceivably generate a similar type of district in developing areas.
- LC: Local Commercial Corridors. These urban corridors are characterized by a mix of commercial and limited residential uses and relatively shallow commercial sites with Small-scale businesses and strip centers. Policies will include spot redevelopment, improved multi-modal access, and introduction of residential uses while building on the character of these urban streets. This category include the Main, Lindsay, and Porter corridors.

RESERVE AND RURAL CATEGORIES

- UR: Urban Reserve. These areas extend out to approximately 72nd Avenue East and represent the likely limit of Norman's future urban development outside the life of this plan. Acreage subdivision would compromise the feasibility of future urban services.
- **RR: Rural Residential.** This designation is limited to existing large lot or rural subdivisions in the eastern fringes of the city and are unlikely to ever change in character.
- **AR: Agricultural Residential.** This category includes land that is unlikely to receive urban services and where rural subdivision is likely to be the end use for the foreseeable future. Conservation development should be encouraged in these areas, permitting smaller lots with preservation of open space to achieve the permitted density.

LAND USE Land Use Category Descriptions

The following attributes for each land use category help guide rezoning, site plan approvals, and other site development decisions.

adopted Development Codes.

BUILDING TYPES	The scale and transparency of buildings dictate the feel and intensity of the areas. Larger commercial spaces or buildings with more residential units generate more trips, impacting factors like parking demand. Scale also influences the feel of an area, such as the difference between a block of one- and two-story structures versus structures with fiver or more stories. Transparency, or the ability to see into or out of a structure (often with windows), can make an area feel more comfortable, safe, and interesting for pedestrians. The recommendations in this section guide how to regulate and administer building types and uses in the adopted Development Codes.
SITE DESIGN	The area and shape of lots, streets, sidewalks, parking, landscaping, design of open spaces, and access all influence the feel of a development and should be handled differently based on the intensity of the use. Site design can often mitigate the effects of higher intensity uses on less intense neighboring uses. The recommendations in this section guide how to regulate and administer site design standards through the adopted Development Codes.
TRANSPORTATION NETWORK, CIRCULATION & ACCESS	Transportation accommodations vary depending on the intensity of the use. For example, commercial uses that generate more traffic will require access to arterial and collector streets. Site design will guide circulation and access within a site, but projects also need to consider how circulation and access are addressed between sites and future developments. The recommendations in this section guide how to regulate and administer access and circulation standards through the adopted Development Codes.
UTILITY ACCESS	Access to public services - water, wastewater, and regional stormwater management - may be required depending on the location and/or intensity of a development. Utility access recommendations in this section are strict to ensure services can support the development.
PUBLIC SPACE TYPES	Public spaces are open and accessible to anyone in the community. These spaces can include plazas, parks, courtyards, natural areas, and more. They create a sense of community and a way for residents to interact with their neighbors. The recommendations in this section guide where public spaces are needed and guide standards through the

LOCATIONAL CRITERIA

Location Criteria considers the influence of a use on adjacent properties and land uses. The recommendations in this section guide how to administer compatibility of adjacent land uses and their influence on one another through the adopted Development Codes.

ZONING DISTRICTS

This section identifies the most appropriate zoning districts (based upon the current code) for each land use designation. For properties within an Overlay Zoning District, the base Zoning District will apply.

ZONING DISTRICTS IN GREEN ARE TYPICALLY APPROPRIATE IN THE DESIGNATED LAND USE

ING DISTRICTS IN YELLOW MAY BE APPROPRIATE IN THE DESIGNATED LAND USE, BUT REQUIRE INTENSE REVIEW

ZONING DISTRICTS IN RED ARE TYPICALLY NOT APPROPRIATE IN THE DESIGNATED LAND USE

Norman's Current Zoning Districts are:

- PUD: Planned Unit Development
- SPUD: Simple Planned Unit Development
- A-1: General Agricultural
- A-2: Rural Agricultural
- RE: Residential Estate Dwelling
- R-1: Single-Family Dwelling
- R-1-A: Single-Family Attached Dwelling
- R-2: Two-Family Dwelling
- RM-2: Low Density Apartment
- RM-4: Mobile Home Park
- RM-6: Medium Density Apartment
- R-3: Multi-Family Dwelling
- RO: Residence-Office
- O-1: Office-Institutional

- CO: Suburban Office Commercial
- C-1: Local Commercial
- C-2: General Commercial
- TC: Tourist Commercial
- CR: Rural Commercial
- C-3: Intensive Commercial
- I-1: Light Industrial
- I-2 Heavy Industrial
- M-1: Restricted Industrial
- MUD: Mixed-Use Development
- FH: Flood Hazard
- PL: Park Land
- CCFBC: Center City Form-Based Code

More information on Zoning and Overlay Districts may be found in Section 36-505 of the City of Norman Municipal Code.

LAND USE CATEGORY Open Space (OP)

DESCRIPTION & CONTEXT	Contains valuable environmental features that should not be developed or would make good recreational spaces. Areas intended for parks can be developed with recreational features, while open space areas are more appropriate for wildlife habitat preservation with only passive recreation uses. Consists of relatively large areas appropriate for natural lands, floodplains, large parks (>30 acres), platted common areas larger than 2-3 acres that provide multiple benefits (stormwater management, recreation, tree preservation, interconnected wildlife habitats, etc.) to nearby areas, and major trail system components. Development is limited to park and trail uses due to overlap with 100-year floodplain.
BUILDING TYPES	• Small single-story structures designed to support the primary function as a recreation or natural amenity.
SITE DESIGN	Based around natural areas where wetlands, floodplains, native vegetation, wildlife habitats, and any other sensitive areas should be preserved. Minimal site disturbance.Development on the periphery should not remove healthy trees or other beneficial landscaping to help retain natural filtering and protection from pollutants.
TRANSPORTATION NETWORK, CIRCULATION & ACCESS	Streets, transit, sidewalks, and trails all have a role to play in maximizing access to these community resources. Within the OP Land Use itself, small access streets, trails, and walking paths provide both access and recreation functions.
UTILITY ACCESS	Some structures may require water and sewer service. Electricity for lighting and basic building functionality (lights, security, cleaning equipment, etc.) may be appropriate in some open spaces.
PUBLIC SPACE TYPES	All types and sizes of parks, trails, playgrounds, native ecosystem areas, pavilions, and passive and active recreation spaces are accommodated and appropriate.

LOCATIONAL CRITERIA

• Includes existing and potential future parks.

• Nearly all floodplain areas and space unfit for development to protect water quality.

• Open Space is compatible adjacent to all land uses.

ZONING DISTRICTS Properties within the FEMA 100-Year Floodplain and Floodways or the Stream Planning Corridors may qualify for this designation.

• If a property is removed from the regulatory floodplain, it is eligible for a Land Use change to higher intensity designations.







LAND USE CATEGORY

Agricultural Residential (AR)

DESCRIPTION & CONTEXT	Areas of Norman, far east and west of the City Core that are primarily agricultural uses or large-lot residential living. These areas are unlikely to develop during the life of this plan due to the lack of access to urban services and location within, or adjacency to, sensitive areas.
	Future residential developments should have a minimum lot size of 10 acres.
	 Lots down to 2 acres may be allowed as part of a Planned Unit Development (or other appropriate regulatory process) where 65% of the area is reserved as open space for preservation and conservation or undeveloped. Commercial uses are inappropriate exclusive of:
	Support services related to Lake Thunderhird and agritourism
	 Support services related to take mandership and agricultarian. Small-scale services, where precessary to support the surrounding community.
	 Small businesses using accessory structures associated with a residence
	s shall businesses using accessory structures associated with a residence.
BUILDING TYPES	 Houses, barns, silos, stables, and other structures associated with working farms/ ranches.
	 Accessory dwelling units are appropriate, but generally the area is a restrictive land use emphasizing single-unit housing, open space, natural vegetation, wildlife habitat, and agricultural activity.
SITE DESIGN	 Drainageways should be properly buffered and easements secured for access and maintenance.
TRANSPORTATION NETWORK, CIRCULATION & ACCESS	Personal/private vehicles are the only mode accommodated, with provisions for large slow- moving farm equipment. Most of this area is accessed directly from 2-lane arterial streets. Almost no street hierarchy exists. No pedestrian, transit, or on-street bike infrastructure is required. Provide regional trail connections, where feasible.
UTILITY ACCESS	No public water or sewer service provided. Electrical service provided to support very low intensity development.
PUBLIC SPACE TYPES	Located within or connected to occasional trail system components. May connect to larger, regional trail system if/when established.

LOCATIONAL CRITERIA

- Areas within city limits, but unlikely to see urban services during the life of the plan.
- Locations within the Rural Character Area.

A 1 | A 2

- Commercial services primarily be located off State Highway 9 or near access points to Lake Thunderbird.
- Agricultural Residential is most compatible adjacent to: UL, RR, UR, and OP.
- Agricultural Residential is least compatible adjacent to: UM, UH, ULC, MC, IMC, CBD, LLC, C, JC, and TOD.

ZONING DISTRICTS

						_			1
PUD	SPUD		CR						



LAND USE CATEGORY Rural Residential (RR)

DESCRIPTION Existing, suburban-style, large-lot residential (2+ acre lots). **& CONTEXT** Commercial uses are inappropriate or limited to businesses that use accessory structures associated with a primary residence, with no outdoor storage and traffic generating activities. This use would not be appropriate in areas west of 72nd Avenue East, specifically in the 2045 Reserve or Suburban Neighborhood Character Areas. **BUILDING TYPES** • Single-unit homes in a very low density, quasi-suburban manner. • Accessory dwelling units may be appropriate when properly situated. **SITE DESIGN** • Most lots between 2 and 5 acres and maximum net density of 1 unit per 2 acres. Personal/private vehicles are the only mode accommodated. Due to the lower densities, TRANSPORTATION developments often lack access to urban amenities such as commercial services, **NETWORK**. sidewalks, parks, and access to fixed-route transit. Provide regional trail connections, **CIRCULATION &** ACCESS where feasible. No public water or sewer service provided. Electrical service provided. **UTILITY ACCESS PUBLIC SPACE TYPES** May connect to larger, regional trail system if/when established.

LOCATIONAL CRITERIA

- Areas within city limits, but unlikely to see urban services during the life of the plan.
- This use would be inappropriate for areas west of 72nd Avenue East.
- Commercial services primarily located off State Highway 9 or near access points to Lake Thunderbird.

ZONING DISTRICTS





LAND USE CATEGORY

Urban Reserve (UR)

DESCRIPTION & CONTEXT	 Areas generally in agricultural use, and likely to experience limited development during the life of this plan. These areas consist of natural vegetation and wildlife habitat. Commercial uses are inappropriate exclusive of: Small-scale services, where appropriate to support the surrounding community. Small businesses using accessory structures associated with a primary residence.
BUILDING TYPES	 Existing: Existing residential uses in this area include large-lot single-unit homes. New Development: Residential developments should have a minimum lot size of 30 acres. Lots down to two acres may be allowed as part of a Planned Unit Development (or other appropriate regulatory process) where 65% of the area is reserved for future urban level densities. Small-scale services, where appropriate to support the surrounding community. Accessory dwelling units are appropriate.
SITE DESIGN	 New developments that meet the 30 acre lot size or 65% area reservation requirement should: Avoid large parcels without access to existing streets by identifying access points to the reserved areas. Provide access points to future urban water and sewer systems without crossing developed parcels. Identify possible wildlife and native vegetation preservation opportunities. Developments including drainageways may allow smaller than 30 acres lot sizes if buffering is greater than minimum requirements and easements are secured for access and maintenance. For Commercial uses, screen any outdoor storage or parking from adjoining residential uses or arterial and collector streets, and limit outdoor storage and traffic generating activities.
TRANSPORTATION NETWORK, CIRCULATION & ACCESS	Personal/private vehicles are the only mode accommodated, with provisions for large slow-moving farm equipment. Most of this area is accessed directly from 2-lane arterial streets. Almost no street hierarchy exists. Sidewalk, trail, and/or bike lane easements are required. Provide regional trail connections, where feasible.
UTILITY ACCESS	These areas may be served with municipal water and/or sewer service, but this will likely occur beyond the life of this plan. Managing development in this area to allow for the most efficient expansion of these services should be a priority. Existing homes and structures are on septic and private water wells. Electrical service provided supports very low intensity development.
PUBLIC SPACE TYPES	Located within or connected to occasional trail system components. May connect to larger, regional trail system if/when established.

LOCATIONAL CRITERIA

- Avoid development in these areas during the life of this plan. If necessary, design in such a way as not to inhibit the ability to provide City water and wastewater services in the future.
- Commercial uses would primarily be located off State Highway 9.
- Urban Reserve is most compatible adjacent to: UL, RR, AR, and OP.
- Urban Reserve is least compatible adjacent to: UH, ULC, MX, IMX, CBD, LCC, C, JC, and TOD.

ZONING DISTRICTS

R-1-A	R-2	RM-2	RM-4	RM-6	R-3	RO	0-1	со	C-1	C-2	тс	C-3	I-1	I-2	M·
PUD	SPUD			CR											

LAND USE CATEGORY Urban Low (UL)

DESCRIPTION & CONTEXT	 An efficient, walkable pattern of lower-density urban development. Moderate to high building spacing and separation of uses, with further distances between destinations and fewer shared amenities. Low-intensity areas will be predominately residential over non-residential uses at compatible densities and scales. Gross densities in any single development should be greater than 3 units per acre.
BUILDING TYPES	Existing: All types of residential structures, primarily 1 or 2 story; single-story commercial, often with large parking lots, civic/institutional uses such as fire stations and schools are in close proximity.
	New Development:
	 Varied types of residential structures.
	 Emphasis on single-unit detached and attached residential developments, including small-, standard, and large-lot single-unit detached, duplexes, and townhomes.
	 Attached housing may transition to higher intensities along collector and arterial streets, or adjacent to higher intensity uses.
	 Attached housing may be allowed throughout a development to create variety. Higher intensity multi-unit residential housing would be allowed when parcels are located along and with direct access to an arterial street.
	• 2 or 3 story commercial and higher density residential on arterials with limited parking areas.
SITE DESIGN	• It is critical that these locations take every opportunity to improve connectivity and help mitigate missing connections to nearby developed areas in order to strengthen neighborhood connectivity.
	• The variety and diversity of housing stock should be improved as should the functionality of these areas, such as extensive street and sidewalk connections, a wider variety of lot sizes, and integration of and access to open spaces and other nearby activities should be incorporated into the design of new areas.
TRANSPORTATION NETWORK, CIRCULATION & ACCESS	Existing: The type and arrangement of streets means that almost all trips require a private vehicle to use at least one arterial road. Some of these areas have connections, or potential connections, to the regional trail network. Few of these areas have easy access to transit at this time.
	Projected: A highly connected multi-modal network is required to support the current and future needs of these important areas. Improving access for pedestrians and bicyclists will be a priority, including modernizing multi-modal infrastructure.
UTILITY ACCESS	A full range of utilities should be available. If services are not already in place, they must be extended by the developer during the platting process to be suitable for development. If development occurs adjacent to existing facilities that are determined

to be insufficient to meet the demands of the proposed development, the developer must upgrade the existing facilities to enhance the capacity of the utility systems.

PUBLIC SPACE TYPES

This UL Land Use supports a variety of public spaces including parks of various sizes, regional trails, natural areas including wildlife corridor, and walking paths.

LOCATIONAL CRITERIA

- Low intensity residential uses shall be adequately buffered or spaced from intensities posing adverse effects including noise, odors, air and light pollution, and heavy traffic.
- Lower intensity residential uses are not appropriate along arterial streets and should be located behind higher intensity residential, commercial, or mixed-use developments along arterial streets.
- Non-residential development is appropriate along arterial and collector streets, primarily at intersections.
- Urban Low is most compatible adjacent to: UM, RR, AR, UR, LCC, TOD, and OP.
- Urban Low is least compatible adjacent to: ULC, CBD, and C and requires additional buffering from uses that generate more noise, odors, air and light pollution, and heavy traffic.

ZONING DISTRICTS	R-1	R-1-A	R-2	RO	0-1	со	C-1				
	MUD	PUD	SPUD	RM-4							
	A-1	A-2	RE	RM-6	R-3	тс	CR	C-3	I-1	I-2	M-1





LAND USE CATEGORY

Urban Medium (UM)

DESCRIPTION & CONTEXT	Fairly compact, walkable pattern of moderate urban development with variety in housing types. Allowances for commercial and recreational activities designed for community-wide access. Moderate to low building spacing and separation of uses, with pockets of mixed-use development.
	 Medium-intensity strives for more residential than non-residential uses at compatible densities and scales, with opportunities for more intense master planned developments.
	• Gross densities in any single development should be greater than 8 units per acre.
BUILDING TYPES	 Mostly small-scale; 2- and 3-story buildings are common. Developments may go up to 4 stories when located along an arterial street.
	 A variety of housing types including small-lot single-unit detached, duplex, townhomes, triplex, quadplex, and appropriately scaled multi-unit buildings create cohesive neighborhoods.
	 Higher intensity multi-unit residential housing would be allowed when parcels are located along and with direct access to an arterial street.
	 Architectural and design choices (i.e. front porches, visibility of the front door on the primary structure, avoidance of garage door more prominent than front doors) reinforce the built environment and enhance the area's character and history.
	• Public and private spaces (i.e. by the prevalence of porches, recreational roof decks, outdoor dining, etc.) are clearly defined and cultivate a sense of place.
	• Mixed-use buildings that include retail, work space, and residences are common.
SITE DESIGN	 The scale and layout of the built environment are conducive to walking. Parking is secondary to the movement of people and visibility of destinations. Layout of the streets and arrangement of lots should be thoughtfully considered with regards to transitioning between neighboring properties and uses and takes
	precedence over individual lot design.Street trees should form a continuous urban canopy over public areas and rights- of-way.
TRANSPORTATION NETWORK, CIRCULATION & ACCESS	Existing: The type and arrangement of streets means that most trips require a private vehicle to use at least one arterial road. Some of these areas have connections, or potential connections, to the regional trail network. Most areas do not have easy access to varied public transit at this time.
	Projected: A highly connected multi-modal network is required to support the current and future needs of these important areas. Improving access for active transportation will be a priority, including modernizing multi-modal infrastructure.
UTILITY ACCESS	A full range of utilities should be available. If services are not already in place, they must be extended by the developer during the platting process to be suitable for development. If development occurs adjacent to existing facilities that are determined to be insufficient to meet the demands of the proposed development, the developer must upgrade the existing facilities to enhance the capacity of the utility systems.
PUBLIC SPACE TYPES	This UM Land Use supports a variety of public spaces including parks of various sizes, regional trails, and walking paths.
LOCATIONAL CRITERIA

- Large commercial building footprints (≥ 10,000 sq. ft.) weaken the development pattern and are not appropriate, except along arterials and at arterial intersections.
- Lower intensity residential uses are not appropriate along arterial streets and should be located behind higher intensity residential, commercial, or mixed-use developments along arterial streets. Low intensity residential uses shall be adequately buffered or spaced from intensities posing adverse effects including noise, odors, air and light pollution, and heavy traffic.
- Urban Medium is most compatible adjacent to: UL, UH, LCC, JC, TOD, and OP.
- Urban Medium is least compatible adjacent to: AR and requires additional buffering from uses that generate more noise, odors, air and light pollution, and heavy traffic.

ZONING DISTRICTS

RM-2	RM-6	R-2	R-3	RO	0-1	C-1					
PUD	SPUD	MUD	RM-4								
A-1	A-2	RE	R-1	R-1-A	RM-4	тс	CR	C-3	I-1	I-2	M-1





LAND USE CATEGORY Urban High (UH)

DESCRIPTION & CONTEXT	Highly compact, walkable pattern of urban development prioritizing alternative means of transportation. Low to no building spacing and separation of uses. This area is intended to create opportunities for economic activities attracting a city-wide audience, and place residents closer to services and jobs.
	 High-intensity areas strive for more residential than non-residential uses with frequent master-planned mixed-use development nodes. Non-residential uses may be more common in UH than in UM or UL due to higher concentrations of population.
	 Gross densities in any single development should be greater than 12 units per acre.
BUILDING TYPES	 Medium and Small-scale 3- to 5-story buildings are common. Within existing developed areas, buildings may go up to 2-stories higher than surrounding properties.
	 Multi-unit structures are the priority, but a variety of housing types from townhomes to apartments are expected.
	 Mixed-use buildings including retail, work-spaces, and residences are most common. Public and private spaces (i.e. balconies, recreational roof decks, outdoor dining, etc.) are clearly defined and cultivate a sense of place.
	• New developments that are single-use developments or predominantly single-unit or garden apartments are not appropriate.
SITE DESIGN	• The scale and layout of the built environment are conducive to walking. Trails and pathways are integrated throughout developments to connect to parks, neighborhoods, and community destinations.
	• Multi-unit developments without connections to neighboring properties and uses weakens the development pattern and should be limited or avoided altogether.
	• Street trees should form a continuous urban canopy over public areas and rights- of-way.
	• Stormwater to be addressed at the project level, but designed as part of a larger neighborhood or sub-basin system.
	• Site layout should take every opportunity to maximize the public infrastructure available in this area.
TRANSPORTATION NETWORK, CIRCULATION & ACCESS	This area features a relatively dense grid of streets and sidewalks. A full street hierarchy provides a variety of connections and route choices to people moving to, through, and within the area. Parking is a secondary use and should be as small as possible due to character and value of land in the area. Most of these areas have, or will have, easy access to public transportation (less than one half-mile walk of a stop). Improving access for pedestrians and bicyclists will continue to be a priority, including modernizing multi-modal infrastructure.
UTILITY ACCESS	A full range of utilities should be available. If services are not already in place, they must be extended by the developer during the platting process to be suitable for development. If development occurs adjacent to existing facilities that are determined to be insufficient to meet the demands of the proposed development, the developer must upgrade the existing facilities to enhance the capacity of the utility systems.

PUBLIC SPACEConsisTYPESregion

Consisting of appropriately scaled public spaces including small parks, plazas, parklets, regional trail connections, and walking paths. Pedestrian amenities should commonly integrated into public and private projects.

LOCATIONAL CRITERIA

- Large building footprints (>12,500 SF) compromise the development pattern and are not appropriate, except along arterials and at arterial intersections.
- Medium intensity residential uses should be discouraged along arterial streets and should be located behind higher intensity residential, commercial, or mixed-use developments along arterial streets.
- Medium intensity residential uses shall be adequately buffered or spaced from intensities posing adverse effects including noise, odors, air and light pollution, and heavy traffic.
- High Urban is most compatible adjacent to: UM, ULC, MX, IMX, CBD, LCC, C, JC, TOD, and OP.
- High Urban is least compatible adjacent to: AR and UR and requires additional buffering from uses that generate more noise, odors, air and light pollution, and heavy traffic.

ZONING DISTRICTS	RM-2	RM-6	R-3	0-1	C0	C-1	C-2	C-3	MUD		
	PUD	SPUD									
	A-1	A-2	RE	R-1-A	R-2	RM-4	тс	CR	I-1	I-2	M-1





Urban Living Center (ULC)

DESCRIPTION & CONTEXT	Most compact, walkable pattern of urban development. Low to no building spacing and separation of uses. Vibrant urban areas with an intense mix of uses that not only support residents and employers but leverage their location to attract visitors from throughout the region.
	 Urban Living Center areas strive for a balance of residential and non-residential uses and predominance of mixed-use development of compatible densities and scales. Current market conditions and demand for housing over commercial spaces will likely result in a slightly higher mix of residential in these areas. Gross densities in any single development should be greater than 18 units per acre.
BUILDING TYPES	 Large and medium 4 to 5+ story buildings are common. It is anticipated that various articulations, scales, and architectural styles will create cohesive and compact sites with clear connections to other destinations.
	 Public and private spaces (i.e. balconies, recreational roof decks, outdoor dining, etc.) are clearly defined and cultivate a sense of place.
	• Mixed-use buildings that include retail, work-spaces, and residences are the most common.
	• Single-use buildings are undesirable and should be limited, or avoided altogether.
SITE DESIGN	 The scale and layout of the built environment are very conducive to walking. Trails and pathways integrated throughout developments to connect to parks, neighborhoods, and community destinations.
	 Multi-unit developments without connections to neighboring properties and uses weakens the development pattern and should be limited or avoided altogether. Design features, such as street/sidewalk level windows, should make larger scale structures appropriate at the pedestrian level.
	 Street trees should form a continuous urban canopy over public areas and rights- of-way.
	• Stormwater to be addressed at the project level, but designed as part of a larger neighborhood or sub-basin system.
	• Site layout should take every opportunity to expand and maximize the public infrastructure available in this area.
TRANSPORTATION NETWORK, CIRCULATION & ACCESS	This area features a dense grid of streets and sidewalks. A full street hierarchy provides a variety of connections and route choices to people moving to, through, and within the area. Parking is a secondary use and should be as small as possible due to character and value of land in the area. Many housing options offer private parking rather than relying on street parking. Most of these areas have, or will have, easy access to public transportation (adjacent to or less than one quarter-mile walk of a stop). Improving access for pedestrians and bicyclists will continue to be a priority, including modernizing multi-modal infrastructure.
UTILITY ACCESS	A full range of utilities should be available. If services are not already in place, they must be extended by the developer during the platting process to be suitable for development. If development occurs adjacent to existing facilities that are determined to be insufficient to meet the demands of the proposed development, the developer must upgrade the existing facilities to enhance the capacity of the utility systems.

PUBLIC SPACE TYPES

LOCATIONAL CRITERIA

- Appropriately scaled public spaces including small parks, plazas, parklets, regional trail connections, and walking paths. Pedestrian amenities are commonly integrated into public and private projects.
 - Large building footprints (>12,500 SF) compromise the development pattern and are not appropriate, except at arterial intersections and along major thoroughfares.
 - Medium intensity residential uses should be discouraged along arterial streets and should be located behind higher intensity residential, commercial, or mixed-use developments along arterial streets.
 - Urban Living Center is most compatible adjacent to: UH, MX, IMX, CBD, LCC, C, JC, TOD, and OP.
 - Urban Living Center is least compatible adjacent to: RR, AR, and UR and requires additional buffering from uses that generate more noise, odors, air and light pollution, and heavy traffic.

ZONING DISTRICTS







Mixed-Use (MX)

DESCRIPTION & CONTEXT

Urban, compact, walkable pattern. Low to no building spacing and separation of uses. Cultivates vibrant urban areas with an intense mix of uses that not only support residents and employers but leverage their location to attract visitors from throughout the region. For areas requiring retrofit or redevelopment, neighborhood or site master plans should be developed to encourage more efficient and attractive land use along with higher densities.

- Mixed-use areas should have a slightly higher non-residential to residential mix and a predominance of mixed-use structures.
- Gross densities in any single development should be greater than 18 units per acre.

BUILDING TYPES

- Medium and Small-scale 3 to 5-story buildings are common. Within existing developed areas, buildings may go up to 2-stories higher than surrounding properties.
- Multi-unit structures are the priority, but a variety of residential uses including townhomes, walk-ups, apartments, lofts, condominiums are present.
- Mixed-use buildings that include retail, work-spaces, and residences are the most common.
- Public and private spaces (i.e. balconies, recreational roof decks, outdoor dining, etc.) are clearly defined and cultivate a sense of place.
- Single-use buildings are limited. Large single-use, single-story structures are not appropriate.

SITE DESIGN

- The scale and layout of the built environment is conducive to walking. Trails and pathways are integrated throughout developments to connect to parks, neighborhoods, and community destinations.
- Single-use commercial and single-use multi-unit residential developments without connections to neighboring properties and uses disturb the development pattern and should be limited or avoided altogether.
- Design features, such as street/sidewalk level windows, should make larger scale structures appropriate at the pedestrian level.
- Street trees should form a continuous urban canopy over public areas and rightsof-way.
- Residential developments should include trails or side paths that facilitate resident movement and encourage resident interactions.
- Stormwater to be addressed at the project level, but designed as part of a larger neighborhood or sub-basin system and, when possible, function as an amenity to the development.
- Site layout should take every opportunity to maximize the public infrastructure available in this area.

TRANSPORTATION NETWORK, CIRCULATION & ACCESS	This area features a dense grid of streets and sidewalks. A full street hierarchy provides a variety of connections and route choices to people moving to, through, and within the area. Parking should not be prominent, but rather it should be obvious that this area is designed to be a park-once environment. Shared parking is prevalent, with limited private parking options, which are screened from view of the right-of-way. Most of these areas have, or will have, easy access to public transportation (adjacent to or less than one quarter-mile walk of a stop). A future rail transit service is possible near some locations. It should be comfortable for users of all ages and abilities to move through this area safely. Access and connections to the regional trail network are vital assets to this land use.
UTILITY ACCESS	A full range of utilities should be available. If services are not already in place, they must be extended by the developer during the platting process to be suitable for development. If development occurs adjacent to existing facilities that are determined to be insufficient to meet the demands of the proposed development, the developer must upgrade the existing facilities to enhance the capacity of the utility systems.
PUBLIC SPACE TYPES	Appropriately scaled public spaces including small parks, plazas, parklets, regional trail connections, and walking paths. Pedestrian amenities are commonly integrated into public and private projects.
LOCATIONAL CRITERIA	 This land use is not to be located behind other uses, without direct access or frontage to collector and arterial streets. Large building footprints (>12,500 SF) compromise the development pattern and are not appropriate, except at arterial intersections and along major thoroughfares. Low and medium intensity residential uses shall be adequately buffered or spaced from intensities posing adverse effects including noise, odors, air and light pollution, and heavy traffic. Mixed-Use is most compatible adjacent to: UH, ULC, IMX, CBD, LCC, C, JC, TOD, and OP. Mixed-Use is least compatible adjacent to: RR, AR, and UR and requires additional buffering from uses that generate more noise, odors, air and light pollution, and heavy traffic.
ZONING DISTRICTS	RM-2 RM-6 R-3 RO O-1 CO C-1 C-2 C-3 MUD PUD SPUD
Mixed-Use	Mixed-Use in West Village, Oklahoma City, OK





Interchange Mixed-Use (IMX)

DESCRIPTION & CONTEXT	Characterized by major community and regional commercial developments that are large in scale and have high traffic impact. Efficient, walkable pattern of development with variety in commercial arrangements. Moderate building spacing and separation of uses. Allowances for commercial activities that draw from a regional level; neighborhood services are less common.
	 Interchange Mixed-Use areas should be predominately non-residential with minimal residential uses at compatible densities. Gross densities in any single development should be greater than 18 units per acre.
BUILDING TYPES	Existing: Primarily medium to large single-story "boxes." Outparcel buildings, single- story, are common. Minimal high density residential uses.
	New Development:
	 Taller buildings (3+ stories), especially close to the Interstate itself, are appropriate. All building sizes can be accommodated. Buildings should be custom designed to be sensitive to the context of their site and the surrounding development and/or open space. High density housing types are present. These uses can be mixed in with commercial, but should be clearly incidental to the commercial use and are not appropriate on the ground floor of a mixed-use building. Single-use, medium density residential structures may be appropriate with extensive review along edges transitioning to residential areas.
SITE DESIGN	 Sites in this land use should be carefully planned to be attractive, especially from both Interstate-35 and potential turnpike corridors. Building design, articulation, and landscaping should contribute to the attractiveness of sites from the major roadways. Parking areas should be oriented away from sight lines from both Interstate-35 and potential Turnpike corridors. Site layout should make it comfortable to walk throughout the area and
	 experience the unique place. Adjacent buildings and uses should be clearly integrated with thoughtful design such as cross-access, shared parking, driveway closures, and connected pathways.

- Special attention to pedestrian circulation from tenant to tenant is important.
- Accommodates a wide variety of activities that support commercial uses. Components such as well-designed outdoor seating, landscaping, bike and pedestrian improvements, site lighting improvements, diversified tenant mix, and other placemaking opportunities must be incorporated into proposed developments.

TRANSPORTATION NETWORK, CIRCULATION & ACCESS	Existing surface parking lots at these locations often present an opportunity to modify the circulation pattern, improve access, and add other benefits. New and redeveloped parking should be a secondary component, unless provided as public street parking, located in the rear, in alleys, screened from view of the right of way, and/or in large shared parking facilities or decks. A highly connected multi-modal network is required to support current and future needs of these important areas. Improving access for pedestrians and bicyclists will be a priority, including modernizing multi-modal infrastructure. Public transit accommodations should be integrated, if not already established.
UTILITY ACCESS	A full range of utilities should be available. If services are not already in place, they must be extended by the developer during the platting process to be suitable for development. If development occurs adjacent to existing facilities that are determined to be insufficient to meet the demands of the proposed development, the developer must upgrade the existing facilities to enhance the capacity of the utility systems.
PUBLIC SPACE TYPES	Plazas, café seating, and other outdoor spaces of significance should be present. Traditional public parks are not appropriate. Private parks within housing developments are permissible. Pedestrian amenities and connections to regional trails are commonly integrated.
LOCATIONAL CRITERIA	 Contained within a quarter-mile of the interchanges or along Freeway, Highway, and/or potential Turnpike corridors. Interchange Mixed-Use is most compatible adjacent to: UH, ULC, MX, LCC, C, JC, and TOD. Interchange Mixed-Use is least compatible adjacent to: RR, AR, and UR and requires additional buffering from uses that generate more noise, odors, air and light pollution, and heavy traffic.
ZONING DISTRICTS	0-1 CO C-1 MUD PUD SPUD C-2 PL A-1 A-2 RE R-1 R-1A R-2 RM-2 RM-4 RM-6 R-3 RO TC CR C-3 I-1 I-2 M-1

Transit Oriented Development (TOD)

DESCRIPTION & CONTEXT

Includes a variety of concentrated urban uses that can be both origin and destinations points – a mix of office, commercial, service, and office oriented businesses that both serve residents living in the area and may be a workplace destination from outside the immediate area. Each of these areas has unique qualities that require individual guiding plans that include land use, density, and urban design characteristics that emphasize connection and walkability.

- TOD areas should be a mix of residential and non-residential uses with a large number of residential units that want convenient transit to jobs and destinations.
- Gross densities in any single development should be greater than 18 units per acre.

BUILDING TYPES

- Varied, mixed-use buildings are appropriate on a number of scales.
- It is anticipated that various articulations, scales, and architectural styles will create cohesive and compact sites with clear connections to other locations and transportation modes.

SITE DESIGN

- The initial activity in this land use should be flexible enough, in terms of articulation, massing, and accommodated modes of transportation, that it can exist without the presence of the rail transit component.
- Commercial, residential, and other uses should be closely integrated and mixed with clear, convenient connections between buildings.
- Due to the close integration with residential uses, stormwater features and regulations should be consistent across uses.
- Some locations may warrant 2-3 story parking decks serving multiple campuses or areas.

TRANSPORTATION NETWORK, CIRCULATION & ACCESS

Automobiles are accommodated within TODs but must not dominate a project's urban environments. Regional shared use trails can have some of the same catalytic influence as major public transportation facilities. Substantial office and employment centers with a high concentration of employees should focus on arrival by transit rather than car. Projects should provide clear pedestrian and bicycle paths to and from the transit station or stop.

UTILITY ACCESS

A full range of utilities should be available. If services are not already in place, they must be extended by the developer during the platting process to be suitable for development. If development occurs adjacent to existing facilities that are determined to be insufficient to meet the demands of the proposed development, the developer must upgrade the existing facilities to enhance the capacity of the utility systems.

PUBLIC SPACE TYPES

Primarily focused on providing comfortable places for passengers to gather; open space plazas accommodating active transportation and community gathering to break up more intense design patterns.

LOCATIONAL CRITERIA

- Located around the proposed commuter rail stations or other facilities that involve points of high access to public transportation such as transit centers or high performance transit lines like bus rapid transit (BRT).
- Provides convenient access and/or integration with trail connections.
- Transit Oriented Development is most compatible adjacent to:UL, UM, UH, ULC, MX, IMX, CBD, LCC, C JC, OP, and CIV.
- Transit Oriented Development is least compatible adjacent to: RR, AR, and UR.

ZONING DISTRICTS

 PUD
 SPUD
 RM-2
 RM-6
 R-3
 C-1
 C-2
 C-3
 MUD

 A-1
 A-2
 RE
 R-1
 A
 R-2
 RM-4
 RO
 O-1
 CO
 TC
 CR
 I-1
 I-2
 M-1





Local Commercial Corridor (LCC)

DESCRIPTION & CONTEXT

A fairly compact, walkable pattern of moderate development with a variety of commercial arrangements. Offers commercial activities that draw from a community-wide level. Moderate to low building spacing and separation of uses with pockets of more diverse, mixed-use development. Features a diverse tenant mix, including offices, shops, restaurants, and services, which may center on anchor activities such as big box retailers.

- Existing Local Commercial Corridors have very little residential. Over time residential may be added but the dominate use will likely continue to be moderate intensity commercial uses, with opportunities for more intense master-planned developments.
- Gross densities in any single development should be greater than 18 units per acre.

BUILDING TYPES

Existing: Small to medium single-story structures including stand-alone single-use buildings, multi-tenant structures, or a combination are the most common. Housing types typically include multi-unit structures or attached townhomes.

New Development: An opportunity exists to revitalize and/or intensify aging areas with rehabilitated and new buildings, including 2 to 3-story and/or mixed-use options.

SITE DESIGN

Existing: Parking lots in front and along building sides, set back from the street – many locations have excess parking. Service and loading typically in the rear, often abutting residential development. Some sparse landscaping may have the opportunity to reach maturity if properly maintained.

New Development:

- Negative impacts, including service and loading, to adjacent properties should be mitigated through design and operations.
- Adjacent buildings and uses should be clearly integrated with thoughtful design such as cross-access, shared parking, and closures of driveways, and connected pathways.
- Landscaping should be improved and replaced so that these areas can contribute to the tree canopy.
- Accommodates a wide variety of activities that support commercial uses. Components such as well-designed outdoor seating, comfortable landscaping, bike and pedestrian improvements, site lighting improvements, diversified tenant mix, and other placemaking opportunities must be incorporated into proposed developments.
- Residential developments should include trails or side paths that facilitate resident movement and provide for resident interactions.
- Existing excessive parking lots provide opportunity for infill commercial and/or residential development where appropriate.

TRANSPORTATION NETWORK, CIRCULATION & ACCESS	Existing: The type and arrangement of streets means that most trips require a private vehicle to use at least one arterial road. Parking lots in front and along building sides, set back from the street. Often near an intersection of two arterial streets, taking access from one or both. Some of these areas have connections, or potential connections, to the regional trail network. Many sites are scaled for pedestrians, but the site layout was not designed to accommodate current options for pedestrians and bicyclists. Few of these areas have easy access to varied public transit at this time.
	Projected: A highly connected multi-modal network is required to support the current and future needs of these important areas. Existing surface parking lots at these locations often present an opportunity to modify the circulation pattern, improve access, and add other benefits. Improving access for pedestrians and bicyclists will be a priority, including modernizing multi-modal infrastructure.
UTILITY ACCESS	A full range of utilities should be available. If services are not already in place, they must be extended by the developer during the platting process to be suitable for development. If development occurs adjacent to existing facilities that are determined to be insufficient to meet the demands of the proposed development, the developer must upgrade the existing facilities to enhance the capacity of the utility systems.
PUBLIC SPACE TYPES	These areas rarely provide significant public spaces. Well-designed outdoor seating can serve as a semi-public space for visitors and employees to relax.
LOCATIONAL CRITERIA	 For new facilities, typically at median breaks or intersections of collector and/or arterial streets. Low intensity residential uses shall be adequately buffered or spaced from intensities posing adverse effects including noise, odors, air and light pollution, and heavy traffic. Residential uses are generally behind or above commercial uses that are fronting the urban arterial street. Local Commercial Corridor is most compatible adjacent to: UL, UM, UH, ULC, MX, IMX, CBD, C, JC, TOD, OP, and CIV. Local Commercial Corridors are least compatible adjacent to: UL, RR, AR, and UR and requires additional buffering from uses that generate more noise, odors, air and light pollution, and heavy traffic.
ZONING DISTRICTS	R-2 RM-2 RO O-1 CO C-1 C-2 PUD SPUD MUD RM-4 <th< th=""></th<>





Commercial (C)

DESCRIPTION & CONTEXT

Efficient, walkable pattern of development with a variety in commercial arrangements. Moderate building spacing and separation of uses. Allowances for commercial activities that draw from a regional level, while still supporting neighborhood services. Primarily featuring retail establishments that have a large trade area and are auto-centric in design. The large retail site often acts as an attractor to other activities that rely on pass-by vehicle trips.

• Predominately non-residential uses with a smaller percentage of residential uses at compatible densities and scales.

BUILDING TYPES Existing: Complexes of large single-story main structures and small single-story outparcel structures.

New Development:

- Focus on big-box retail, office, small-scale manufacturing, and distribution.
- Developments are mostly non-residential. Multi-unit residential can be a transitional use to a lower intensity residential neighborhood or as part of employer housing.

SITE DESIGN

Existing: Very large parking lots are common, often excessive for related uses; service and loading often located behind the structure, limiting visibility from the customer. Landscape usually installed to meet minimum criteria and screen the site and its buildings from the street.

New Development:

- Parking lots may be converted into buildable sites.
- Some locations may warrant 2-3 story parking decks serving multiple campuses or areas.
- Special attention to pedestrian circulation from tenant to tenant.
- Shared waste streams for garbage and grease, limited off-hour deliveries, and inclusion of other design features that mitigate service and loading impacts on adjacent lower intensity uses.
- Landscaping should be thoughtfully planned and maintained to cultivate an attractive environment.
- Stormwater management should be integrated into projects and designed, when possible, as a site or district amenity.

TRANSPORTATION NETWORK, CIRCULATION & ACCESS

Existing: Sites usually take direct access from a major arterial, often via multiple driveways. Much of the internal circulation is accomplished by using the drive-lanes of the parking lot. Typical pedestrian activity involves walking through a portion of the parking lot directly to the front door without clear, safe tenant to tenant connections for pedestrians and bicyclists.

Projected: High-connectivity grid pattern providing viable locations for higher intensity land uses, and allowing multiple access points and routes between uses. Most of the arterials have or will have adequate pedestrian facilities, giving people the option of walking to get to and from these locations. Existing surface parking lots at these locations often present an opportunity to modify the circulation pattern, improve access, and add other benefits. Improving access for pedestrians and bicyclists will be a priority, including modernizing multi-modal infrastructure. Locations at major transit stations highly preferred, transit accommodations should be integrated, if not already established.

UTILITY ACCESS	A full range of utilities should be available. If services are not already in place, they must be extended by the developer during the platting process to be suitable for development. If development occurs adjacent to existing facilities that are determined to be insufficient to
	meet the demands of the proposed development, the developer must upgrade the existing facilities to enhance the capacity of the utility systems.

PUBLIC SPACEPlazas, café seating, and other small, well-designed outdoor spaces. Traditional publicTYPESparks are not appropriate. Pedestrian amenities and connections to regional trails are
commonly integrated.

LOCATIONAL CRITERIA

- Limited distribution and logistics uses may be allowed along freeways and highways provided they mitigate any anticipated negative impacts on adjacent land uses and operations that are visible to these corridors through landscaping, buffering, and screening.
- New facilities anticipated at regional highway interchanges or at arterial intersections with regional access.
- Commercial is most compatible adjacent to: UH, ULC, MX, IMX, CBD, LCC, JC, TOD, and CIV.
- Commercial is least compatible adjacent to: UL, RR, and AR and requires additional buffering from uses that generate more noise, odors, air and light pollution, and heavy traffic. .

ZONING DISTRICTS







Core Business Districts (CBD)

DESCRIPTION & CONTEXT

Efficient, walkable pattern of development with a broad range of retail services, offices, civic institutions, and residential uses. Includes Norman's two most historic business districts - Downtown Norman and Campus Corner.

Allowances for commercial and recreational activities that draw from a regional level, while still supporting neighborhood services.

- The mix of residential to non-residential may be slightly different between the two Core districts. Downtown Norman likely features more non-residential uses, including office spaces in upper stories, whereas Campus Corner's upper stories may primarily be residential.
- Net density should be 18 units per acre or greater for new construction. Density minimums do not apply to conversion to residential of upper-stories in existing structures.

BUILDING TYPES Existing: Buildings typically 3-stories or less, primarily office and retail uses. Core Business Districts include some of the city's oldest commercial structures.

New Development:

- Multi-story (3+), pedestrian scale buildings are appropriate in this land use. New single-story buildings are not recommended. Multi-story structures ensure that this relatively small area is used efficiently.
- Mixed-use buildings accommodating a variety of uses are encouraged.
- Existing commercial structures should be rehabilitated or reused, as opposed to redeveloped.
- Large-scale stores or large single-story offices are not appropriate.
- Single-use, medium density residential structures may be appropriate along edges transitioning to residential areas.

SITE DESIGN

- Design elements, such as street level windows and visibility of front doors, should focus on interactions between the first floor and the street grid.
- Pedestrian scale design is required to make this area vibrant and attractive.
- Medium and high density housing types are integrated into upper stories, with lower stories dedicated to uses that are accessible to the public.
- Site layout should make it comfortable to walk throughout the area and experience the unique place.

TRANSPORTATION NETWORK, CIRCULATION & ACCESS

Parking should not be prominent, but rather it should be obvious that this area is designed to be a park-once environment. New and redeveloped parking should be a secondary component, unless provided as public street parking, located in the rear, in alleys, screened from view of the right of way, and/or in large shared parking facilities or decks. Single occupancy vehicles can be accommodated, but not to the detriment of pedestrians and bicyclists. A highly connected multi-modal network is required to support the current and future needs of these important areas. Improving access for pedestrians and bicyclists will be a priority, including modernizing multi-modal infrastructure.

UTILITY ACCESS	A full range of utilities should be available. If services are not already in place, they must be extended by the developer during the platting process to be suitable for development. If development occurs adjacent to existing facilities that are determined to be insufficient to meet the demands of the proposed development, the developer must upgrade the existing facilities to enhance the capacity of the utility systems.
	A variativ of small scale public spaces exist and are appropriate. These include public parks

PUBLIC SPACE
TYPESA variety of small-scale public spaces exist and are appropriate. These include public parks
and plazas associated with a specific building. Roof-top gathering space would be a
welcome addition to the public spaces in this land use. Public spaces should be added and/
or improved.

LOCATIONAL CRITERIA

- Within one half-mile of Downtown Norman or Campus Corner hub; must be contiguous.
- Core Business Districts are most compatible adjacent to: UH, ULC, MX, LCC, C, JC, TOD, OP, and CIV.
- Core Business Districts are least compatible adjacent to: UL, RR, AR, and UR.







LAND USE CATEGORY Job Center (JC)

DESCRIPTION & CONTEXT	Emphasis on concentration of high-quality jobs. Vital to the long-term health of the city, these activities have special considerations to aid in maximizing their benefits to the community, including accommodations for freight traffic, above average utility usage (water, electric, natural gas), and temporary outdoor storage for materials awaiting transport. Most activities within this land use occur inside a building or under a purpose-built cover. These locations are conducive to larger scale manufacturing, warehousing, and research/technology campuses.
	into corporate campuses or employee provided housing arrangements. Adjacent residential uses may be appropriate.
BUILDING TYPES	Appropriate and common structures are mid-rise offices, large warehouse-type structures, and other buildings that support the primary function, for example a gate house.
SITE DESIGN	 Relatively simple site layouts are appropriate. Primarily providing employee parking, although parking lots may seem small compared to the building. Attention should be paid to appropriate landscaping designed to screen or buffer sites. Building design, articulation, and landscaping should contribute to the attractiveness of sites from the major roadways. Industrial uses with high external effects like noise and odor must mitigate anticipated adverse impacts on adjacent land uses. Adjacent residential uses are not appropriate in this context. Includes access to sidewalks, trails, and side paths from entrances to streets with transit services and/or potential transit service.
TRANSPORTATION NETWORK, CIRCULATION & ACCESS	Clear and simple access to the highway network is important to activities - both for movement of goods and for employees, many of whom live in neighboring cities or counties. As the area intensifies, an evaluation for extending/expanding transit service would be appropriate. Convenient access and/or integration with trail connections.
UTILITY ACCESS	A full range of utilities should be available. If services are not already in place, they must be extended by the developer during the platting process to be suitable for development. If development occurs adjacent to existing facilities that are determined to be insufficient to meet the demands of the proposed development, the developer must upgrade the existing facilities to enhance the capacity of the utility systems.
PUBLIC SPACE TYPES	Plazas/gathering areas designed for employees to relax and socialize are appropriate. Publicly owned parks are unlikely.

LOCATIONAL CRITERIA

- Strong, if not direct, access to regional highway network. Typically along connector and arterial streets or at places of high accessibility.
- May connect to regional commercial centers, though not required.
- Job Center is most compatible adjacent to: UM, UH, ULC, MX, IMX, CBD, LCC, C, TOD, OP, and CIV.
- Job Center is least compatible adjacent to: UL, RR, and AR. and requires additional buffering from uses that generate more noise, odors, air and light pollution, and heavy traffic.



LAND USE CATEGORY Civic (CIV)

DESCRIPTION & CONTEXT	Recognized spaces for large scale institutional, educational, and other public and quasi- public uses including educational campuses, the Max Westheimer airport, municipal services, and major utilities. Smaller scale public and semi-public uses such as places of worship and elementary schools are allowed in other land use types and are not limited to Civic Land use.
BUILDING TYPES	 Large 1 to 2-story structures are common; additional building styles are allowed. Many contain unique buildings such as stadiums or auditoriums either as separate structures or connected to the other portions of the development.
SITE DESIGN	 Higher intensity civic uses that generate noise, odor, or require outdoor storage should be located adjacent to higher or similar intensity uses. Civic institutions should follow the same standards for site design and stormwater management as enterprises of similar intensity.
TRANSPORTATION NETWORK, CIRCULATION & ACCESS	Existing: These areas tend to take direct access from one or more major arterial streets and often result in the installation of traffic signals at their driveways. Due to their scale and design, priority for moving vehicles to, from, and through the site. Pedestrian and bicyclist access is limited.
	Projected: Higher intensity civic uses that generate consistent levels of higher traffic should have direct access to arterial streets and include proper buffering from lower intensity uses. Connections to alternative forms of transportation should be integrated, especially in municipal projects or when public services are offered from the space.
UTILITY ACCESS	Full utility access is required to develop these areas.
PUBLIC SPACE TYPES	Integration of public spaces is often appropriate, except in the cases of schools, places of worship, and utility facility locations, and many locations have public venues that the community enjoys on a regular basis. Native landscapes should be preserved or installed with landscaping projects.

LOCATIONAL CRITERIA

- Small-scale civic uses are appropriate in any area with proper access and parking.
- Larger scale developments and uses with more industrial and storage requirements should be located in areas with similar characteristics.
- Civic is most compatible adjacent to: MX, IMX, CBD, LCC, C, JC, TOD, and OP.

ZONING DISTRICTS Where rezoning is required, it will most likely occur in the form of a Special Use Permit. Individual review of proposals should include an assessment of operating characteristics, project design, and traffic management.









NEIGHBORHOOD & SPECIAL STUDY AREAS

NEIGHBORHOOD STUDY AREAS

The following section refers to the neighborhood and special study areas found on the Land Use Map (page 59).

CENTRAL NORMAN NEIGHBORHOODS

Central Norman neighborhoods are mostly small single-unit homes in the Urban Low and Urban Medium Land Use designations. Yet, they differ substantially in architectural and landscape character, circulation patterns, public spaces, and scale from more contemporary developments. For these reasons and the recognition of their unique characteristics, plans for these areas are needed. Some existing neighborhood plans that cover these areas need updates. For areas that do not have existing plans, plans should be created.

These areas include established neighborhoods and historic districts in Core Norman (defined by Robinson St., 12th St. East, Berry Rd, and Imhoff Rd.).

Some neighborhoods in the Core between Downtown and the University of Oklahoma campus are also in the Center City Form Based Code District, that has produced a number of unintended consequences. The new cycle of neighborhood plans for these areas should consider previous development patterns and create a policy and regulatory framework consistent with neighborhood goals. Plans for these areas should:

- Identify and quantify the features of each neighborhood that are distinctive to maintain as conditions and development markets evolve.
- Establish ways to maintain an inventory of quality affordable housing.
- Provide residential variety and innovation within the general density parameters of the applicable land use intensity category.
- Performance criteria may be established that address net density, lot size, height, building footprint, and impervious coverage.
- Identify investments in public spaces including existing neighborhood parks that enhance community and civic life.
- Establish strategies that prevent encroachment of development that is incompatible in building and site design, while maintaining flexibility.
- Evaluate the impact of the existing form-based code and, if needed, update accordingly.
- Identify ways to maintain and enhance the local street pattern, incorporating traffic calming techniques.



- Form a strategy for filling sidewalk gaps and offering safe, continuous pedestrian and bicycle routes to neighborhood schools, parks, and activity centers.
- Encourage using tactical urbanism to experiment with innovation.

The City has completed a number of Neighborhood Plans that identify the priorities and initiatives important to each area, and highlight what makes each location special. Common goals among these plans focus on protecting neighborhood character and improving circulation and multi-modal options.

Existing neighborhood plans include:

- Bishop Creek
- First Courthouse
- Lions Park
- Old Silk Stocking
- Original Townsite

Most of these plans were made a decade or more ago, and should be updated. Updates to these plans should:

- Recognize the completed work
- Engage a new generation of residents
- Incorporate AIM Norman Ten Development Principles
- Identify new priorities
- Incorporate criteria listed above
- Celebrate each neighborhood

Neighborhoods can rarely take these types of initiatives on by themselves, and will need staff support, both in development and implementation. Staff capacity is currently limited and may need to expand to provide quality support to the neighborhoods.

The plans should be incorporated into the AIM Norman family of plans within the Land Use chapter as they are completed.

SPECIAL STUDY AREAS

During the AIM Norman process, several areas were identified for further study because of their unique characteristics and opportunities. Expanded studies for these areas should help guide future uses, development, and/or redevelopment.

The Griffin Memorial Hospital Site



THE GRIFFIN MEMORIAL HOSPITAL SITE

The State of Oklahoma plans to replace the Griffin Memorial Hospital with a new facility and offer the site and its buildings for redevelopment. The overall 160 acre development site includes the hospital campus, Frances Cate Park, and McKenzie Gardens, an affordable housing property owned and managed by the Norman Housing Authority. The site, about one-half mile from Downtown Norman, adjacent to Griffin Community Park and Sutton Wilderness Park, and convenient to major community commercial services, offers a unique opportunity for developing a new city neighborhood that both offers significant amenities and features and contributes substantially to meeting Norman's housing goals and demands.

In order to meet its potential, the site must remain a unified parcel and be developed following a specific master plan. This plan should integrate the Griffin site with adjacent neighborhoods and become a figurative bridge between the eastern and western parts of the larger city. Major features of the master plan and the development that it generates include:

- Residential development with a variety of urban housing types, capable of accommodating between 5 and 10% of Norman's 20-year housing demand.
- Medium and high density housing types that include small-lot single-family detached, semiattached, and twin home configurations; rowhomes; and mid-rise, high coverage multi-family development.



- Preservation of significant historical buildings where feasible and elements of the original campus design concept, with highest priority placed on reuse of the American Legion Memorial Chapel.
- Strong relationship to Downtown Norman, continuing the Main Street axis as an important urban design feature.
- A high degree of connectivity to surrounding neighborhoods and within the project using a local street grid and a network of greenways, paths, urban open spaces, existing area parks, and connections to community trails.
- Potential use of visual and performing arts facilities and working space into the overall project concept.
- Sustainable and market supported retail, entertainment, and enterprise uses into the overall concept, grouped and connected to be major activity focuses.
- Best Management Practices (BMPs) for stormwater and integration of drainageways as neighborhood amenities. Creation of a major retention facility both for stormwater management and as an amenity in the southwestern portion of the site.

SPECIAL STUDY AREAS



THE ED NOBLE PARKWAY CENTER

This area includes a mix of older commercial uses and spaces. The area has excess parking relative to demand, creating opportunities for new investment in the area. A redevelopment plan for this area should:

- Address parking at the study area level and not individual business level.
- Identify housing opportunities and incorporate priorities identified in the Housing Strategy Plan.
- Expand multi-modal opportunities and improve safety for those not in a vehicle.
- Improve stormwater management, specifically through the use of BMPs.
- Identify appropriate zoning.

12th Avenue East & Alameda Node



THE 12TH AVE EAST & ALAMEDA NODE

The 12th and Alameda area includes underused commercial areas and parking that exceed demand. A master plan for this area should identify opportunities to strengthen it as a central hub for the larger neighborhood. Additionally, the plan should:

- Address parking for each of the four quadrants of the area as individual developments and not at the individual business level.
- Address the potential opportunities for housing. The area may have fewer opportunities for housing, but there is potential to add housing as part of a new mixed-use development.
- Expand multi-modal opportunities and improve the sense of safety for those moving through the area, especially for pedestrians crossing 12th Avenue East and Alameda Avenue.
- Improve stormwater management, specifically with BMPs.

SPECIAL STUDY AREAS continued



12TH AVE EAST & LINDSEY NODE

This area includes underused commercial areas and parking that exceed demand. A master plan for this area should identify opportunities to strengthen it as a central hub for the larger neighborhood. Similar to the 12th and Alameda Study Area, the plan should:

- Address parking for each of the four quadrants of the study area as individual developments and not at the individual business level.
- Address the potential opportunities for housing. The area may have fewer opportunities for housing, but there is potential to add housing as part of a new mixed-use development.
- Expand multi-modal opportunities and improve the sense of safety for those moving through the area, especially for pedestrians crossing 12th Avenue East and East Lindsey Street.
- Improve stormwater management, specifically with BMPs.



CAMPUS CORNER

This area covers one of the city's most iconic business districts. Many current and past residents have strong memories associated with the district. A plan for this area should:

- Identify opportunity sites.
- Establish development standards that address land use transitions at the district's edges.
- Address parking in discreet ways and focus on movement of people over cars and parking.
- Identify ways to prevent encroachment of development that is incompatible in scale, building, and site design.
- Encourage innovation while honoring the history and character of the district.



TRANSIT ORIENTED DEVELOPMENT AREAS

These areas are potential stops along a future commuter rail line and include:

- Tecumseh Road and the Railroad
- Downtown Depot
- Lindsey Street and the Railroad
- Highway 9 and the Railroad
- University North Park
 - Focused on the area north of Rock Creek Road, this area is a center of attention with discussion around a new arena. The area also includes some of the first residential uses in the University North Park area and a mix of recreation and services.

The development of the commuter rail line will make these locations highly desirable. Proactively developing a vision for these areas will better prepare the community. Master plans for these areas should focus on:

- The movement of people over the movement of cars.
- A mix of uses.
- Parking in structures and on-street with little to no surface parking lots.
- Best practices in stormwater management and when possible, incorporating these methods as assets to the areas.

NEXT STEPS

In addition to establishing or updating plans and studies, the City will need to take several actions to support these efforts, including:

- Updating existing zoning and development ordinances to provide incentives for desirable mixed-uses.
 - As part of development of a new regulatory framework, establish contextual standards for setbacks, building coverage, lot size, landscaping, and other appropriate physical design factors. Establish transitional requirements for adjacencies between different development forms and intensities within the areas identified in this section.
- Implementing a new five-year cycle of developing neighborhood conservation plans for Central Norman Neighborhoods. Include documentation of changes and trends that have affected individual neighborhoods during the past ten years.
- Work with neighborhoods to establish organizations that promote neighborhood spirit and the positive aspects of civic life.



HOUSING



HOUSING & LAND USE

Housing is an essential part of land use planning. Determining where people live and how their neighborhoods complement the broader community has major effects on the quality of life for the people of Norman. The Housing chapter provides an analysis of the current and future needs for affordable, workforce, and other housing options to bridge housing demand and supply gaps. The Housing chapter ties together a wealth of information that forms a picture of Norman's housing market. The information includes qualitative and quantitative sources to understand factors in building housing policy.

The goals and strategies in the Housing chapter define how to achieve the broader AIM Norman Ten Development Principles.

HOUSING CHAPTER PURPOSE



Establishes a policy and program blueprint



Stimulates conversation on programs and funding



Shows the high demand for homes and price points



Motivates partners and employers to get involved



Educates residents and shows them opportunities

PROMOTION OF THE DEVELOPMENT PRINCIPLES

AIM NORMAN DEVELOPMENT PRINCIPLES



Identified below are the five housing goals for Norman. While these goals are specific to housing, they further promote the Development Principles of AIM Norman and will help the City realize the vision of the plan.

GOAL 1

Modernize development regulations to achieve consistency, efficiency, and outcomes

This goal rose to the top and contributes to achieving all other housing goals for Norman in the housing strategy.

2358910

GOAL 2

Add variety in housing types across more densities and design approaches

23

GOAL 3

APPLICABLE TEN DEVELOPMENT PRINCIPLES

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

26810

GOAL 4

Maintain, enhance, and infill gaps in existing neighborhoods

13<mark>5</mark>8

GOAL 5

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

910

PRIMARY HOUSING MARKET FINDINGS

The housing market is multi-faceted. Many forces influence each other to affect how homes are added, where homes are built, and the home price for consumers. The supplemental information in this Plan and the AIM Norman Land Use Plan include the most recent data that captures Norman's housing market status 2024. These data show gaps in the market and possible trends that might continue or change. These data unveil several primary findings that rise to the top and most influence housing in Norman.

Few housing options for movement in the market

- While residential building activity steadily grew in Norman from 2010-2021, most construction remains single-unit detached homes and large apartment complexes. Over 62% of homes in Norman are single-unit detached homes, even with the large student population.
- A portion of the large apartments getting built are student oriented. The student apartment models focus on renting spaces based on bedrooms with a shared common space.
- People who work in Norman are commuting more from other cities. A common comment during AIM Norman engagement was losing young professionals to Oklahoma City. About 33% of employees at Norman businesses lived and worked in Norman in 2021, versus 36% in 2016.
- Between 2019 and 2023, the number of active homes for sale fell by 37%. How long homes stay on the market fell by 31% over the same period.

Attainable owner or renter options matching people's incomes, needs, and preferences are increasingly difficult to obtain

- From 2010-2021, median home values rose by 35%, from \$143,200 to \$192,700, and median contract rents by over 37%, from \$568 to \$781. National inflation was 25% over this same period, meaning home costs are rising faster than other costs and incomes.
- Over 35% of all households in Norman pay more than 30% of their income on home costs.
- Most people giving input during the AIM Norman process indicate that cost is the most important factor when choosing a home in Norman.
- More than 200 federally subsidized homes in Norman will expire by 2025. Rent for these homes is at risk of rising.



Aging and changing population demographics are increasing demands for different products

- Much of the population growth and in-migration is happening among those over 45 years old, with over 20% of householders over 65.
- The population continues to become more diverse with increased ratios of Hispanic and BIPOC populations.
- The number of households that have a person with a disability rose from 12.3% in 2010 to 15.7% in 2022.
- The percentage of the population who are university students is not as high as in the past. Total enrollment at the University of Oklahoma grew 0.5% annually from 2010-2020, while the city grew 1.44% annually in the same period. The fulltime student population on campus as a percent of Norman's population fell from 17.2% in 2010 to 15.6% in 2020.
 - However, there has been an increase in student oriented development, particularly duplexes in the Center City area.

The lowest income households face more burdens than in the past. Non-white households continue to struggle more

- Over 17% of Norman's population lives below the poverty line. While this number has decreased over time, the percentage of Norman's population in poverty is higher than the state (15.2%) and nation (12.5%).
- White households are more likely to be homeowners than non-white households by a considerable margin.
- Over 60% of owner and renter households making under \$50,000 a year are cost burdened.
- Daycare and transportation were additional costs mentioned frequently during the AIM Norman process.

Regulations need to better align with Norman's housing vision

- Nearly all people who work in housing development or assistance and were engaged in the AIM Norman process identified zoning restrictions, regulations, and development procedures as real or perceived housing barriers. Some personal examples people gave include:
 - The time and developer money to go through the development process, especially for mixed-use projects through the Planned Unit Development.
 - The need for easier transitions between different density projects.
 - The perception of the time and process to request small deviations, such as setbacks.
- Most neighborhoods in Norman do not allow residential uses by right other than detached single-unit homes and accessory dwelling units. The majority of current development in the city is between 48th Avenue W and 48th Avenue E. Of all residentially zoned land in this area, over 80% is zoned for only single-unit detached homes by right.
- In addition, different housing types in other zoning districts cannot be built by right without the risk of being derailed through a political process.

Many people have perceptions of the housing market that are disconnected from reality.

- People providing input during the AIM Norman process were concerned by the cost of homes but are less willing to support public housing policy unless it gives funds directly to people.
 - Stakeholders more directly involved in the housing market on a day-to-day basis (developers, builders, REALTORS®, nonprofits, etc.) indicate that low housing supply and development regulations are barriers to overcome.
- Many in the AIM Norman process fear that the voices of some who are unsupportive of constructing new attainable homes will prevent future project approvals. Many were in favor of actions that could address concerns, such as property upkeep, programs for people without permanent homes, and safety improvements for tenants.

HOUSING NEEDS SUMMARY

Figure 1.2 shows housing characteristics in Norman. There is a gap in homes for the lowest and highest income households. Households making less are paying more than they can afford on homes. Households making the most are paying less than they could afford to pay and out-competing lower income households for existing homes. Norman needs more homes at all price points and types to meet the needs of current and prospective residents.

FIGURE 1.2: A HOUSING PROFILE OF NORMAN RESIDENTS BY HOUSEHOLD INCOME, 2021

% AMI	0%-27% AMI	28%-68% AMI	69%-102% AMI	103%-137% AMI	138%-205%+ AMI	
Household Income	\$0- \$20,000	\$20,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000- \$150,000+	
Example Occupation	Student, Retiree, Part-time and min.	Construction worker, Elementary teacher, Childcare,	Firefighter, Paramedic, Plumber	Facilities manager, Industrial engineer,	Experienced management, Lawyer, Nurse practitioner,	
40-hour week	wage worker \$0 - \$9.62	Nursing assistant, Janitor \$9.63 - \$24.04	\$24.05 - \$36.06	Architect \$36.07 - \$48.08	Software developer Over \$48.08	
# of Households	7,704	13,178	9,016	6,112	14,119	Total 50,129
Share	15%	26%	18%	12%	28%	100%
% White, Non Hispanic	74%	74%	70%	75%	83%	76%
% Under 25	44%	18%	8%	5%	1%	14%
% 65+	13%	23%	23%	16%	24%	21%
% Owner	19%	34%	49%	65%	88%	53%
% Renter	81%	66%	51%	35%	12%	47%
Cost Burden	: *	: *	: *	: *	·· ·>	: *
Share of Owners	77%	38%	16%	12%	3%	16%
Share of Renters	73%	60%	13%	0%	0%	44%
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The most a household should spend on a home per month	<\$500	\$500 - \$1,250	<\$1,875	<\$2,500	\$2,500 - \$3,750+ Me	Norman's edian Contract Rent is \$781
Comparable home ownership price in Norman*	Not available or feasible	<\$150,000	\$150,000 - \$240,000	\$240,000 - \$315,000	\$315,000 - \$470,000+ Nor	man's Median Home Value is \$192,700

Source: American Community Survey; raycneck to raycneck for the Uklahoma City Metro; Zillow.com *Assumes a good credit score, no downpayment, no HOA fees, comparable local taxes/insurance, and a 30-year fixed rate

mortgage at 6.2%. The comparable home price rises considerably with a 20% downpayment

GOALS & STRATEGIES

GOALS

A goal is a broad statement of what Norman hopes to accomplish. The broadness means the Plan does not need to create an unmanageable list of goals. The more goals, the lower chance for accomplishments.

The housing goals provide a more specific direction than the AIM Norman Ten Development Principles by combining the community input with the data analysis and housing forecast. Each goal should answer yes to each of these questions for Norman:

- **Supporting data.** Does the goal address a need shown through reputable data sources and research for Norman?
- **Supporting community input.** Does the goal align with community visions for Norman's future?
- Housing development program. Can the goal apply to advancing parts of the home demand and development program?
- **AIM Norman alignment.** Can the goal apply to specific land use districts and character areas in AIM Norman?

STRATEGIES

A strategy is the approach to achieve the goal. Each strategy is specific and includes important ways to advance the goal, using successful examples from other cities where applicable. A strategy can be a combination of:

- **Policy.** An agreed upon direction on how to administer programs and decision-making to achieve a stated objective.
- **Financial capital.** Allocation of funds to a goaloriented project, program, or initiative.
- **Social capital.** Allocation of staff, knowledge, training, or community building towards a goal.
- **Regulation.** A rule that enforces projects, policies, funding, or functions to comply with a stated objective.
- **Partnership.** A group of people, jurisdictions, and organizations that either formally or informally work together on policies, capital, and regulations to advance the strategy and goal.

Using the primary market findings and the qualitative data collected through surveys, listening sessions, and community events, the following goals were identified for Norman. Each of the strategies is an action item that can be used to help Norman achieve these goals.





GOALS & STRATEGIES

continued

GOAL 1 Modernize development regulations to achieve consistency, efficiency, and outcomes

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.

STRATEGIES SUMMARY

- Rewrite the zoning and subdivision ordinances, which may include:
 - Minimum density standards in certain areas or districts
 - Flexibility for non-conformities in existing neighborhoods
 - Reconsider the rationale behind all minimum bulk requirements
 - Broaden by- right residential uses and development standards
 - Clarify standards for home development on infill lots
 - Evaluate accessory dwelling units (ADU) usage and tiny home provisions
 - Allow live-work units everywhere
 - Context-sensitive landscaping requirements
- Coordinate departmental review with agreed upon administrative approval criteria

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

The strategies for Goal 2 intend to increase home construction outside of conventional detached singleunits and large apartment complexes. Strategies target:

- Adding more rental options beyond traditional apartments. For example, duplexes, townhomes, and accessory dwelling units
- Lowering the risk of developing underbuilt home products that fill local needs
- Building new homes to free up existing homes for households with middle incomes – those that do not qualify for low-income programs but still have trouble affording market rate homes

STRATEGIES SUMMARY

- Create acceptable building plans of housing typologies, share type-specific resources
- Offer mixed-use reuse and redevelopment incentives

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

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.

Priority Households:

- Low income. Households making under 80% of the Area Median Income (AMI) who qualify for many Federal housing programs.
- Mobility limited. Any situation that limits a person's ability to move comfortably and safely. Common challenges include stairs and narrow hallways or doorways.
- **Supportive services.** People needing regular care or a residence with on-site care employees and specialized equipment.
- **Those experiencing homelessness.** To support the goals of the Homebase Inc. study.

Priority Locations on the AIM Norman Land Use Plan:

- Transit routes
- Bicycle and pedestrian routes
- Near schools and healthcare facilities

STRATEGIES

For the strategies that target specific income and price ranges, stipulations in the funding allocations should consider limiting rent increases to local inflation or wage indices to maintain homes at attainable prices for new residents. For homeownership, stipulations include deed restrictions to maintain an attainable sales price in transactions with new owners at target income levels.

- Enact target metric requirements for large developments
- Maintain an Affordable Housing Development/Trust Fund
- Expand Affordable housing education and advocacy to property owners
GOAL 4 Maintain, enhance, and infill gaps in existing neighborhoods.

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.

STRATEGIES

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

GOAL 5 Have clear, understandable and reasonable housing incentives and program procedures

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

STRATEGIES

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











STORMWATER



COMPREHENSIVE PLAN | STORMWATER 111

STORMWATER & LAND USE

Stormwater, or runoff generated by rain events, influences Norman's environment and infrastructure by contributing to flooding, erosion, and surface water quality concerns. The AIM Norman Land Use Plan considers how land uses changes will influence stormwater management.

The AIM Norman Stormwater Master Plan update aligns the 2009 SWMP with 2025 stormwater management standards while integrating strategies into the AIM Norman Land Use Plan to anticipate challenges and protect Norman's future.

The map below highlights Norman's main stormwater features. The ridgeline dividing the Lake Thunderbird Watershed and the Canadian River Watershed delineates different stormwater challenges and priorities for each area. The priorities for the watersheds are important to strive for and not mutually exclusive. The Canadian River Watershed priorities include costly upgrades to outdated, undersized infrastructure and reducing flood and erosion damages. The Lake Thunderbird Watershed priorities include preserving water quality, maintaining natural areas, and sustainable development practices to protect the Lake - which is Norman's primary drinking water source.

NORMAN STORMWATER QUICK FACTS

- There are two primary watersheds in Norman: Lake Thunderbird and Canadian River.
- Norman has over 100 miles of storm sewers.
- Norman has 16 FEMA mapped streams.
- Over 15,000 acres of stream planning corridors exist in Norman.
- There are approximately 53 stream miles of ODEQ-listed impaired waterbodies.

Given the diverse elements of stormwater management, Norman must balance community and environmental needs as it implements land use changes.



PROMOTION OF THE DEVELOPMENT PRINCIPLES

AIM NORMAN DEVELOPMENT PRINCIPLES



Identified below are the six stormwater goals for Norman. While these goals are specific to stormwater, they further promote the Ten Development Principles of AIM Norman and will help the City realize the vision of the plan.

GOAL 1

Protect the water quality runoff into Lake Thunderbird and the Canadian River to preserve the natural and beneficial uses of these water bodies

247

GOAL 2

Provide an understanding of the flood risk to citizens in our community and continue to implement and enhance the Capital Improvement Program to reduce flooding risks.

14710

GOAL 3

Enhance and preserve the ecological character of Norman's unurbanized areas.

247

PPLICABLE TEN DEVELOPMENT PRINCIPLES

GOAL 4

Restore and rehabilitate riparian areas in Norman's urbanized areas while expanding recreational access and opportunities that support their ecological health.

1234578

GOAL 5

Continue to educate and raise awareness to the community about flood risk, stormwater quality, City infrastructure, and individual responsibilities to preserve and maintain both natural and manmade stormwater resources.

14710

GOAL 6

Prioritize stormwater projects using a transparent process that includes collaboration with all stakeholders.

47910

RECENT STORMWATER

Since adopting the 2009 Stormwater Master Plan (SWMP), Norman has implemented updates and studies to address immediate and long-term stormwater needs. These initiatives reflect proactive responses to changing environmental, regulatory, and community needs. This section highlights key studies and updates since the 2009 SWMP, illustrating the collective progress toward a resilient stormwater management system that continues to evolve with the community.

- **2011**: Adoption of the Water Quality Protection Zone (WQPZ) Ordinance. This is the only ordinance of this kind in the state of Oklahoma.
- **2013**: Manufactured Fertilizer Ordinance. This encourages reduction of Nitrogen and Phosphorous in residential and commercial fertilizer applications.
- **2013**: Lake Thunderbird Watershed was issued a Total Maximum Daily Load (TMDL).
- **2016**: City of Norman TMDL Compliance and Monitoring Plan created for Lake Thunderbird. The lake is included on the state's list of impaired waterbodies and must meet specific water quality standards.
- 2016: First Stormwater Utility Fee (SWU) Campaign.
- **2018**: Stormwater Citizen's Committee Reports. Summary of discussions and findings from the educational push leading to the second vote on a City-wide SWU. The vote for the SWU failed, but the reports generated from this effort contain valuable information regarding citizen's understanding of the stormwater challenges in Norman.
- **2023**: Engineer Design Criteria Update. Significant updates were made to the drainage design criteria, including updated precipitation estimate requirements, detention requirements, and design storm criteria for roadway cross structures. A section detailing the benefits of Stormwater Best Management Practices (BMPs) was added. These BMPs are intended to provide a guide for minimizing pollutants in stormwater and how to implement them during design and construction of a new development.
- **2023**: Mayor's Climate Protection Agreement Recommendations Update.
- **2023**: Bishop Creek Watershed Based Plan completed.
- **2024**: Stormwater Management Plan Update. Document includes 5-year stormwater quality implementation, maintenance, and documentation plan.

2024 STORMWATER MANAGEMENT PLAN UPDATE MISSION STATEMENT & GOALS:

MISSION

The City of Norman's Stormwater Program is dedicated to maintaining stormwater infrastructure, enhancing runoff water quality, and investing in strategic capital improvements to protect our community and natural resources.

GOALS

- 1. Protect the runoff water quality contributing to Lake Thunderbird and the Canadian River to preserve the natural and beneficial uses of these waterbodies.
- 2. Provide an understanding of the flood risk to citizens in our community and continue to implement and enhance the capital improvement program to help reduce flooding risks.
- 3. Enhance and preserve the ecological character of the unurbanized areas of Norman through stormwater management efforts.
- 4. Restore and rehabilitate riparian areas in the urbanized areas of Norman while expanding recreational access and opportunities that support ecological health of these areas.
- 5. Continue to prioritize community awareness and education regarding stormwater quality, City infrastructure, flood risk, and individual responsibilities to preserve and maintain both natural and manmade stormwater resources.
- 6. Prioritize stormwater projects using a transparent process that includes collaboration with all stakeholders.

2024 STORMWATER MASTER PLAN RECOMMENDATIONS

Many recommendations from the 2009 Stormwater Master Plan (SWMP) remain relevant and are reaffirmed in the 2024 update. The new recommendations support Norman's growth while protecting water resources. Below is a brief overview of each stormwater recommendation.

CONTINUING RECOMMENDATIONS

The following recommendations highlight items from the 2009 SWMP that are most relevant to the Land Use Plan. These include updates and progress made since 2009, and policy strategies that remain valid. Additional detail may be found in section 9 of the SWMP.

STORMWATER FUNDING

• Explore long-term funding options such as a stormwater utility fee or bonds. Continue strategic outreach and planning to help residents understand the need for funding.

FUTURE MEETINGS AND COORDINATION

• Continue public outreach, adapt stormwater goals to changing needs, and maintain public engagement to ensure sustainable stormwater management.

STREAM PLANNING CORRIDORS

- Continue to dedicate Stream Planning Corridors (SPCs) and 100-year full-buildout floodplains through easement or title for streams in the Lake Thunderbird Watershed with drainage areas over 40 acres.
- Continue to restrict development and major land disturbances within these SPCs and floodplains, allowing only the exemptions permitted today.

STORMWATER QUALITY CONTROL

- Require large developments (over 1 acre) to capture and treat a minimum of 0.5 inches of runoff through the use of low impact development (LID).
- Encourage LID on smaller development and infill development with an option to contribute to a regional water quality program.
- Include nonstructural measures like public education on fertilizer use, septic maintenance, and density limits to protect Lake Thunderbird.

STREAM BANK DISTURBANCE

- Require U.S. Army Corps of Engineers (USACE) and ODEQ permits for any stream bank work.
- Mandate mitigation measures like flowline stabilization, replacing vegetation and erosion control in accordance with language in USACE Nationwide Permits.

CITY-WIDE MAINTENANCE

- Acquire easements for streams and detention areas in new developments.
- Establish a maintenance program for stormwater infrastructure protecting critical facilities.
- Create an operations and maintenance guide for local associations (e.g. HOAs) managing private stormwater management systems.

DAM SAFETY ISSUES

- Partner with state agencies to assess dam risks and ensure safety measures are installed and maintained.
- Conduct an assessment of dam safety (for all existing and proposed dams) based on projected development identified in the Land Use Plan.

POLICY, ORDINANCES, AND CRITERIA

- Regularly update development guidelines for rainfall, runoff, water quality, and erosion control as industry standards and best management practices change into the future.
- Develop standard city-wide "pre-development" runoff parameters to provide developers and City staff a documented baseline condition for detention analysis.

STORMWATER QUANTITY AND QUALITY MANAGEMENT

- Continue funding and developing the Stormwater Program with dedicated staff to support implementation of the SWMP recommended policies, Total Maximum Daily Load (TMDL) compliance and construction of projects included in the Capital Improvement Program.
- Regularly monitor problem areas, prioritize greenway opportunities in conjunction with other AIM Norman plans, and engage regional partners to protect Lake Thunderbird.

HYDROLOGIC AND HYDRAULIC (H&H) MODELING

- Schedule updates to regulatory H&H models city wide as precipitation estimates and hydraulic modeling techniques change.
- Create a centralized H&H model management system so that accepted models can be referenced by City staff, developers' engineers, and CIP project consultants.

NEW RECOMMENDATIONS

Built upon the 2009 SWMP, many of these recommendations were a particular focus for the 2024 AIM Norman Stormwater Sub-Committee. Additional detail on these recommendations can be found in the SWMP.

CONDUCT ADDITIONAL STUDIES

- Flood Warning System (in progress, 2024).
- Stormwater Infrastructure Inventory (in progress, 2024).
- Low Impact Development (LID) Optimization Study. This should include the 2009 Oklahoma Water Resources Board (OWRB) Garber-Wellington Aquifer Recharge Study.
- Stormwater BPM-focused Geomorphology and Sediment Transfer Study within Lake Thunderbird Watershed.
- Two-dimensional (2D) hydrologic and hydraulic (H&H) modeling where appropriate to identify flooding issues in the urbanized areas outside of the mapped floodplain.
- Update regulatory floodplain mapping for the city, specifically Merkle Creek subbasin to include effects of airport detention.

STORMWATER MANAGEMENT PLAN

• Continue implementing the six Minimum Control Measures (MCMs) outlined in the 2024 Stormwater Management Plan.

ENGINEERING DESIGN CRITERIA

- Review and update the Engineering Design Criteria (EDC) every two years.
- Require runoff treatment as described in the EDC section 7000 ("Water Quality Volume") in new developments, with stricter standards near Lake Thunderbird and other impaired water bodies.

NORMAN'S COMMUNITY RATING SYSTEM

- Improve flood preparedness with real-time warning systems for rain, stream, and detention levels.
- Inventory stormwater infrastructure to improve maintenance, reduce repair costs, and increase flood insurance discounts for residents.

NORMAN'S WATER QUALITY PROTECTION ZONE ORDINANCE

- Update the Water Quality Protection Zone (WQPZ) Ordinance based on lessons learned since adoption in 2011. Updates should focus on protecting natural riparian areas during construction.
- Prevent "alternative width" reduction of WQPZ widths in the 2045 Reserve of the Land Use Plan Character Area Map.

INCENTIVIZE LOW IMPACT DEVELOPMENT

- Establish overlay districts with stricter runoff treatment standards for areas that could directly impact sensitive and impaired water bodies.
- Create incentives for projects exceeding stormwater management standards, including expense credits, annual best practice awards, and expedited permits.
- Establish a local cost-share or grant program for retrofitting urban stormwater infrastructure and providing technical support to neighbors seeking to maintain their stormwater.

CONSTRUCTION SITE INSPECTIONS

- Strengthen oversight of construction site BMP compliance by hiring additional inspectors and dedicated compliance officers.
- Ensure support of stormwater management enforcement across all stakeholders including City staff, officials, and residents to enforce stormwater regulations and protect Norman's waterbodies.

TOTAL MAXIMUM DAILY LOAD (TMDL) MONITORING STATUS

• Install additional water quality monitoring stations for streams that may be affected by additional development allowed by the Land Use Plan or upcoming major transportation projects.

TREE COVER PROTECTION

• Set a goal to preserve at least 60% of beneficial tree coverage post-construction within WQPZ riparian areas and offer incentive credits for meeting this target.

ACCESSORY STRUCTURES

- Require stormwater BMPs when accessory structures are permitted to reduce the impact of increased impervious coverage in areas where stormwater management is an existing issue.
- Develop a plan to improve stormwater infrastructure as Core Norman incrementally redevelops.



STORMWATER CAPITAL PROJECTS PLAN

The 2009 Stormwater Master Plan (SWMP) proposed solutions and cost estimates for 59 flood-related stream and erosion issues. Since 2009, many of the proposed solutions have been constructed, but a majority have not due to lack of funding. The map below highlights the locations of planned and completed projects.

Projects from the 2009 SWMP were grouped by issues like funding, erosion, water quality, and local drainage. The updated plan verifies and includes unfinished projects that still meet current needs.





TRANSPORTATION



TRANSPORTATION & LAND USE

Transportation and land use are interconnected and reciprocal - transportation facilities create the conditions that generate new development, while development increases demand for transportation facilities. Transportation can also be a key determinant to urban form and character. Other than unique features like Lake Thunderbird and the University of Oklahoma, streets and roadways are the City's most dominant public land use. The interactions between transportation and land use, and the effects that these systems have on one another, can create a city with better connectivity; improved safety, reliability, and experience for all types of users; and a better and more pleasant urban environment for residents, businesses, and visitors.

This section analyzes existing transportation conditions in Norman, and summarizes future transportation goals and strategies. This informs and forms a vision for Norman's transportation network and becomes a framework for setting priorities.

PURPOSE

This chapter is not intended to become the guiding document for transportation planning, as that role and responsibility squarely falls with the 2025 Comprehensive Transportation Master Plan Update. Rather, this chapter summarizes the general findings and recommendations of the 2025 Comprehensive Transportation Master Plan Update, and includes goals and strategies for:

- Street Network
- Active Transportation
- Transit
- Parking
- Aviation
- Transportation Safety Improvements





NOTE ON SHOWN TURNPIKE ROUTES:

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"). While the north-south connector turnpike is demonstrated in the position originally disclosed by the OTA, it is subject to change and an anticipated general shift westward. At this time, the actual nature and extent of the alignment shift for the north-south connector turnpike has not been specified by the OTA.

PROMOTION OF THE DEVELOPMENT PRINCIPLES

AIM NORMAN DEVELOPMENT PRINCIPLES



Identified below are the five transportation goals for Norman. While these goals are specific to transportation, they further promote the Ten Development Principles of AIM Norman and will help the City realize the vision of the plan.

GOAL 1

A Special Place to Live. Provide a transportation system planned and designed with people and places in mind, including amenities and aesthetic treatments to enhance the traveling experience for all modes of transportation.

15678

GOAL 2

Mobility. Provide efficient and effective mobility to, from and within Norman by providing multi-modal transportation options and management for existing and anticipated future needs.

168

GOAL 3

APPLICABLE TEN DEVELOPMENT PRINCIPLES

Maintain and Improve Existing Infrastructure. Prioritize investments to ensure the maintenance, rehabilitation, safety, and reconstruction of current infrastructure systems.

134

GOAL 4

Fiscal Stewardship. Optimize the use of City of Norman funds and leverage additional funding for transportation to maximize the Norman public return on investments in transportation infrastructure and operations.

19

GOAL 5

Enhance Economic Vitality. Invest in transportation improvements that support the physical and economic vitality of Norman's neighborhoods, businesses, employment, and education districts.

358

PRIMARY TRANSPORTATION STRATEGIES

STREET NETWORK

Most of Norman's residents interact with the city's transportation system through its street system. Traditional transportation planning visualizes the street network as a hierarchy of arterials, collectors, and local streets. Traffic is distributed from locals to collectors and eventually to arterials. The result tends to be fewer fine-grained connections among neighborhoods, limited route options, and congested arterials. In Norman, the arterial system mostly follows the section line grid, dividing the city into one mile square grids. The primary exceptions are segments of Flood Avenue and Classen Boulevard that follow the principal BNSF rail line through the city. Most street connections outside of the Core Norman area lead to or from this major street grid, requiring most people to use these streets for at least part of their typical trips.

AIM Norman acknowledges there is a paradigm shift in transportation planning by relating transportation more closely to proposed changes in land use. Understanding that a vast majority of Normanites will continue to use vehicular modes of transportation, an ever increasing number of street network users are now multi-modal users. Hence, a key to this is a different role for the collector streets and the gradual reintroduction of the alternative routes provided by a more granular grid network - a pattern already visible to at least some degree in Core Norman neighborhoods. AIM Norman's Proposed Transportation Plan map proposes streets with greater connectivity for a secondary grid that connects all modes of transportation over longer distances at slower speeds. This requires a higher quality street design that naturally produces slower speeds and includes attractive facilities for pedestrians, cyclists, and other micro-mobility users that will help Norman create a better sense of place and a more livable transportation system. The map below shows the proposed functional classifications for freeways, turnpikes, highways, arterials, and collectors for the 2025 Comprehensive Transportation Plan Update.



ACTIVE TRANSPORTATION

Norman should have a strong network of pedestrian and bicycle facilities within its compact Core Norman area due to relatively easy topography, a large university community, and a population with a high interest in routine physical activity and alternative transportation. A destination-oriented active transportation network has many benefits, including providing alternatives to motor vehicles for short, functional trips. AIM Norman's public outreach process identified trail development as high priorities for both transportation and recreation. Despite the City's designations as a Bike Friendly Community by the League of American Bicyclists, Norman's existing facilities fall short of producing a cohesive transportation system.



The active transportation network includes:

- **Connected Trails/Greenways/Shared Use Paths.** Trails are exclusive, typically paved shared use paths on their right-of-way separate from streets. As of 2024, trail examples include the Legacy Trail, several facilities within the University of Oklahoma campus, and some internal trails within subdivisions.
- **Side paths.** Side paths are shared use paths adjacent and generally parallel to streets and roadways and located within their right-of-way. Existing side path examples in Norman include: the northside of Robinson Street between 24th Avenue NW and Flood Avenue, 24th Avenue NW from Robinson Street north to Rock Creek Road (i.e. Legacy Trail).
- **Cycle tracks.** Cycle tracks are one- or two-way bike lanes typically within a street footprint, but separated from travel lanes by a physical barrier such as a curb, raised median, planters, or vertical panel type delineators and on-street parking. Norman currently lacks cycle tracks, but street modifications or new streets in new development projects could provide space for them.
- **Bike lanes.** Bike lanes provide specific space within the street footprint for bicycles and other potential wheeled users. Examples include McGee Street south of Boyd Street and Brooks Street between Jenkins Avenue and Classen Boulevard. "Buffered" bike lanes provide a painted dimensional separation from vehicular travel lanes. Some installations, including West Lindsey Street, use green paint for heightened visibility or to define conflict zones and street crossings.
- **Bike routes and "bicycle boulevards."** These are low volume local streets and neighborhood collectors that provide good connectivity, wayfinding features, and traffic calming features where needed to provide a low capital framework for an active network.

The map below displays the current application of the active network infrastructure types in Norman alongside proposed trails and sidepaths.



The 2025 Comprehensive Transportation Plan Update recommends the gradual development of active transportation facilities that create a safe and useful transportation system for people who use alternatives to cars or public transit out of necessity or preference. Strategies include:

- Map and gradually develop a functional grid of trails and shared use paths that have dual roles for transportation and recreation.
- Develop a coordinated, destination-oriented active transportation system that supplements trails with low-stress, on-street routes that accommodate human-powered users on foot and on wheels.
 Infrastructure generally includes sidewalks, traffic calming on local streets, and bike lanes of various types with lane modifications.
- Develop a program of intersection improvements on key routes to improve the safety and comfort of pedestrians and active users on wheels. Intersection improvement projects include high-visibility crosswalks, curb extensions to reduce crossing distance, pedestrian actuated signals and beacons, pedestrian refuge medians, and in extreme situations, grade separations.







TRANSIT

Public transit generally consists of local fixed route bus service, regional bus rapid transit, and commuter rail systems. The rapid growth of Norman and the entire Oklahoma City metropolitan area has resulted in regional transportation investments and fostered greater regional connectivity. In recent years, the transit system transitioned from an operation by the University of Oklahoma to a City asset that is now operated on contract by Embark, an entity governed by the Central Oklahoma Transportation and Parking Authority. Additionally, the Regional Transportation Authority of Central Oklahoma is in the early planning stages for developing a future commuter rail line to connect Norman to Oklahoma City.

Commuter rail, if approved by a vote of the people, could naturally have a significant impact on land use and development in Norman. It may generate demand for high density residential and mixed-use development around stations, because of the travel convenience to jobs in downtown Oklahoma City and other parts of the region. The Land Use Plan identifies transit-oriented developments, or TODs, within easy walking or biking distance from these stations. The active transportation component described in this chapter also anticipates extending trails and shared use paths north and south along the rail line, creating an opportunity for trailoriented density.

Locally, the City recently completed a major planning effort to advance transit through the 2021 Go Norman Transit Plan, which is integrated into AIM Norman and adopted in its entirety and included as an appendix in the 2025 Comprehensive Transportation Plan Update.

PARKING

Parking can be a significant contributor to advancing Norman's transportation and economic development goals and improving the overall experience of downtown and the University of Oklahoma campus area. In 2018, the City, in conjunction with Cleveland County, commissioned a detailed study to develop a parking strategic plan to address an ever-increasing citywide parking problem. Known as the 2018 Parking Strategic Plan, it established eight primary objectives related to governance, technology, and enforcement as well as planning and parking asset development along with an overall management plan. The Parking Strategic Plan effectively addressed these objectives and produced a comprehensive implementation plan to share between the City and the County.

There was no need to update the 2018 Parking Strategic Plan in its entirety with the Transportation Master Plan update. The emphasis of the 2025 Comprehensive Transportation Plan Update coordinates implementation of the 2018 Parking Strategic Plan within the current environment.

AVIATION

Max Westheimer Airport (MWA) is owned and operated by the University of Oklahoma and is located within the city. Aviation is a vital component to the overall transportation system as the airport moves people and goods in and out of Norman. The City should support the University in its execution of the FAA approved MWA Master Plan. The City can support the airport through developing and improving freight corridors (I-35, Tecumseh Road, Robinson Street, and Flood Avenue), and adding more active transportation and transit options to and from the airport. Development processes should accommodate and reference controlling state and federal law regarding approach zones and "incompatible uses" per the Aircraft Pilot and Passenger Protection Act. The MWA Master Plan is included as an appendix to the 2025 Comprehensive Transportation Plan Update.

TRANSPORTATION SAFETY IMPROVEMENTS

Future traffic-related improvements within the city can be captured through a traffic study to compare alternatives and weigh the benefits to provide safe and efficient travel for all road users. The table below shows areas to study for safety projects to increase capacity, reduce delay and congestion, and better serve the city, in addition to policy recommendations related to transportation funding, safety, and operations in the 2025 Comprehensive Transportation Plan Update.

The traffic studies included in the table below were identified and prioritized based on potential future needs of The City and AIM Norman Guiding Principles, in addition to policy recommendations related to transportation funding, safety, and operations in the 2025 Comprehensive Transportation Plan Update.

FIGURE 1.3:	
Study Locations	Study Details
Citywide	Conduct Citywide safety study for Pedestrian/Bicycle Improvements
Boyd Street	Conduct Safety Study for Pedestrian/Bicycle Improvements
12th Avenue E.	Conduct Safety Study for Pedestrian/Bicycle Improvements
Main Street	Conduct Safety Study for Pedestrian/Bicycle Improvements
East Norman	Conduct Safety Assessment for Rural Countermeasures
36th Avenue E.	Multi-modal capacity analysis
48th Avenue E.	Multi-modal capacity analysis
Citywide	Conduct Citywide speed studies on routes adjacent to schools
Porter Avenue @ Franklin Road	Study potential Innovative Intersection Configurations
Classen Boulevard @ Constitution Street	Study potential Innovative Intersection Configurations
12th Avenue E.	Conduct an Access Management Study
Cedar Lane @ 12th Avenue E.	Perform Roundabout Study
East Norman	Perform Roundabout Study at Arterial Intersections
Alameda Street @ Crawford Avenue / Apache Street	Conduct Intersection Study for Alignment Improvements
SH-9 @ Berry Road	Study a Restricted Crossing U-Turn (RCUT) Installation
Alameda Street	Conduct a study for Lane Configuration
Flood Avenue	Perform a study for 3-lane Configuration
24th Avenue W. @ Flood Avenue	Study a potential Bypass for University North Park area
Webster Avenue	Perform a study for One-Way Conversion
University Boulevard	Perform a study for One-Way Conversion



PRIORITY IMPLEMENTATION CRITERIA

Transportation projects are some of a City's largest and most visible public investments. A combination of this visibility, an immense amount of data and information, changing travel demand and preferences, and public opinion all influence decision-making for such projects. Due to this complexity and the various pressures placed on transportation projects, a Project Priority Matrix in the 2025 Comprehensive Transportation Plan Update is a new tool to help City staff and officials set priorities for future transportation projects.

The matrix was created in partnership with the AIM Norman Transportation Subcommittee. It ranks fourteen priority criteria, aligned with the Plan's goals, to evaluate transportation projects. City staff will use it on an ongoing basis to provide a transparent, data-driven evaluation of where and what transportation investments align best with AIM Norman. The criteria include:

- 1. Safety
- 2. Quality of Life/Place
- 3. Environmental Impact
- 4. Public Transit Access
- 5. Connectivity
- 6. Equity Impact
- 7. Community Impact
- 8. Economic Development
- 9. Bike/Pedestrian/Rolling Access
- 10. Flood Hazards/Drainage
- 11. Maintenance Impact
- 12. Partners
- 13. Construction Duration
- 14. Congestion Reduction/Capacity Improvement

The Transportation Subcommittee gave a high ranking to safety, quality of place and environment, public transit access, and connectivity, all factors that relate to the fit between transportation and its urban context. The lowest ranked priority was vehicular traffic congestion reduction.



PARKS, RECREATION & CULTURE

PARKS & LAND USE

The parks of Norman make up the critical "play" piece of ensuring Norman is a fun and safe place to live, work, and play. Heavily integrated into our communities and neighborhoods, parks play a vital role in the lives of residents. Parks are proven to have both physical and mental well being for people, providing a connectedness to nature. As the City of Norman continues to grow, it will become increasingly important to continue to reserve space for neighborhood and regional parks for people to enjoy.

ITS ALL ABOUT LOCATION

The parks of Norman are depicted in the map below. The majority of the parks sit within the Northwest and Southwest quadrants of the city. This is because Thunderbird lake occupies a large area of land on the eastern side of town. Having a state park located in that area, allows for a variety of activities to take place. With so much to do, much of the east side of town is serviced by the state park, and has to rely less on built neighborhood parks.

NORMAN PARKS AND RECREATION

OVERVIEW

The Norman Parks and Recreation Department is responsible for the maintenance and management of all the City's parks, cultural centers, and recreation centers. It's a big job! Norman has:

- 67 neighborhood and community parks
- 4 recreation centers
- 4 disc golf courses
- 1 aquatic center
- 30+ tennis and pickleball courts
- 3 special services centers

The Parks and Recreation Department oversees the care and operation of these spaces, ensuring they are accessible and wellmaintained for the community to enjoy.



PROMOTION OF THE DEVELOPMENT PRINCIPLES

AIM NORMAN DEVELOPMENT PRINCIPLES



Identified below are the ten parks goals for Norman. While these goals are specific to parks, they further promote the Development Principles of AIM Norman and will help the city realize the vision of the plan.

GOAL 1

Optimize efficiency in department operations.

1910

GOAL 2

Support and enable the development of diverse housing options that retain a high quality of living.

23689

GOAL 3

APPLICABLE TEN DEVELOPMENT PRINCIPLES

Improve the attractiveness of neighborhoods and living spaces, as well as improving environmental resiliency.

<mark>34578</mark>

GOAL 4

Have equitable distribution and connectivity of parkland within the community.

<mark>4568</mark>

GOAL 5

Create a robust and strategic system of parks, natural lands, urban forests, and trails to contribute to the economic value of private residences, businesses, and public spaces.

4589

GOAL 6

Address how the community is connected programmatically, not just though physical infrastructure.

356

GOAL 7

Design public spaces thoughtfully, with integration of accessibility features, signage, and lighting strategies.

578

GOAL 8

Work to drive neighborhood impacts through park access and connectivity, healthy greenspaces, modern design and equipment, and community gathering spaces.

4568

GOAL 9

Parks will reflect smart growth and government, integrating how development decisions connect with parks and programming.

<mark>5 8 9 10</mark>

GOAL 10

Leverage city resources through creative and equitable partnerships that are transparent and collaborative.

10

PARKS & RECREATION DEPARTMENT MISSION

AIM Norman brought about the opportunity to think about changes that will help pave the way for the future. As an exercise, the staff of the Parks and Recreation Department was asked to consider their current mission statement. What did they like about it? Was it working for them? Did it guide their work? Did anyone know what it was?

The activity found that while staff knew the mission statement of the Department, with the growth in roles and responsibilities, the mission statement no longer fit the full purpose of the Parks and Recreation Department. After several more activities and conversations with staff, the mission statement was updated to better fit current and future roles and goals.

NEW MISSION STATEMENT:

"Our Mission is to provide the community of Norman with safe, inclusive and accessible parks, recreation and cultural experiences that enhance the quality of life for residents of all ages."

PREVIOUS NPR MISSION STATEMENT

The city of Norman Parks and Recreation Department is dedicated to providing fun and engaging parks and recreational activities for the citizens of Norman.



PLAN OBJECTIVES

MAINTAIN, UPDATE AND IMPROVE THE NORMAN PARK SYSTEM

The Norman Parks and Recreation Department is unique in many ways and their park system is vast. Throughout this effort, residents praised the parks that they have and encouraged ongoing maintenance and upkeep of current assets. As the community grows and evolves, so to must the park system. Objectives in this category focus on moving forward projects that have been planned or are already in motion, planning for future growth with a refreshing new look, and finding and creating efficiencies for a very busy department staff.

SUPPORT AND ELEVATE THE ORGANIZATIONS WHO CONTRIBUTE TO ARTS AND CULTURE IN NORMAN

Arts and culture are celebrated widely throughout the community and generate millions of dollars in economic activity for the region. Cultural facilities are owned and maintained by the City but organized and managed by the nonprofit organizations housed within them. Those facilities have developed 'Wish Lists' for infrastructure improvements to carry forward their missions that vary from 'needs' to 'dreams.' The Norman Arts Council supports many of the arts and culture organizations around town and has created a vision for a muti-cultural, multidisciplinary, community art center to house and share services under one roof.

UPDATE AND MODERNIZE POLICIES

Policies should be evaluated and updated regularly to support the work of the department. Neighborhood Development Impact Fees have helped to create a vast network of neighborhood parks in the community. Consider Commercial Development Impact Fees to support ongoing trail construction and maintenance, and beautification efforts to keep up with demands.

OPPORTUNITIES FOR CONNECTION AND GROWTH

Growth and evolution can only be supported through improved connections—both physical and emotional. Public support for a comprehensive trail system in Norman was shared and reiterated frequently throughout this master planning effort. Department staff want to elevate themselves and the programs offer as they continue to bring people together and elevate the park and trail system through-out the community.

PROTECT NATURAL RESOURCES

Park systems not only provide recreation and respite but protection of local ecosystems and natural resources. By prioritizing water quality and improved biodiversity, the department will be contributing to ongoing sustainability and quality-of-life amenities for generations to come.

KEY TAKEAWAYS & PRIORITIES

1. CREATE A COMPREHENSIVE TRAIL SYSTEM MASTER PLAN FOR NORMAN

- 2. PRIORITIZE OUTSTANDING GOALS FROM THE PREVIOUS (2009) MASTER PLAN.
 - More Splash and Spray grounds (Ruby Grant and Little Axe Parks)
 - Build a new Recreation Center at Ruby Grant Park
 - Rebuild or renovate and expand the 12th Avenue Recreation Center
 - Rebuild or Renovate and Expand the Little Axe Community Center
 - Develop a Community Park in the SW portion of Norman.
 - Continue planned updates to Griffin, Reaves, and Westwood.
- PRIORITIZE EFFECTIVE STORMWATER MANAGEMENT and protect Lake Thunderbird's water quality and quantity.
- 4. SUPPORT AND ELEVATE ARTS AND CULTURE

5. UPDATE AND MODERNIZE POLICIES to support the work of the Department.

- Review and increase the Park Development Fee Ordinance, last updated in 1994.
- Change the cost structure for the Park Development Fee from a flat fee to a cost-per-square foot model.
- Review and revise the Park Land Dedication Ordinance, last updated in 1976.
- Explore implementing a Commercial Development Impact Fee to support beautification and trail maintenance.
- Analyze and reclassify (as needed) parks in the Norman Park System.
 - Reclassify Lions Park to a Community Park.
 - Reclassify Little Axe Park to a Community Park.
 - Add Edwards Park back into the Park System as a Special Use Park.
 - Repurpose Rock Creek, Russel Bates, and Brookhaven Village Parks for different park or municipal uses.

BY FAR the most common feedback received from the community

6. MAINTAIN A WELL-ROUNDED AND DIVERSE ARRAY OF COMMUNITY PROGRAMS

POTENTIAL AREAS OF PROGRAMMATIC GROWTH

In discussion with recreation program staff, and drawing from the findings of both the recent statistically valid survey and public workshops, there are several areas of programming that could be explored for development.

- Adult programs and fitness
- Outdoor recreation and environmental education
- Community gardens and unprogrammed spaces
- Additional special / community events
- Teen / tween programs
- Affordable childcare
- Outdoor adventure / family programs
- Adaptive programs

GOALS & STRATEGIES

Using the primary market findings and the qualitative data collected through surveys, listening sessions, and community events, the following goals were identified for Norman. Each of the strategies is an action item that can be used to help Norman achieve these goals.

GOAL 1 Use Urban Services Efficiently

- **Strategy A.** Offer recreational programs that seek to balance fair pricing for community members, and incorporate funding/support for urban service expenses.
- Strategy B. Use fundraising.
- **Strategy C.** Strengthen community partnerships.
- **Strategy D.** Keep cultural and historical assets open and affordable while keeping programs/ products at a professional level.
- **Strategy E.** Create neighborhoods and environments that promote health and safety.

GOAL 2 Promote diverse housing options

- **Strategy A.** Prevent clusters/deserts of recreation locations.
- **Strategy B.** Look for outreach opportunities. It cannot all be done at the facilities we run. Go into the neighborhoods.
- **Strategy C.** Where possible, seek to immerse neighborhoods with cultural amenities and green spaces.

GOAL 3 Promote infill development and neighborhood reinvestment

- **Strategy A.** Ensure there are appropriate and well designed connections between trails developed by private owners and developers so that housing developments and neighborhoods can reach urban trails and use them for recreation, exercise, and to travel to points of interest without having to interact with vehicular traffic.
- **Strategy B.** Work with developers and property owners to identify incentives for private development of public access trails and creation of green space.

- **Strategy C.** Identify current recreation locations that could be improved, thus re-energizing their surrounding neighborhoods
- **Strategy D.** Develop amenity assessment systems to review five parks yearly, to create a 15-year review cycle for each park.
- **Strategy E.** Encourage developers to partner with the City to celebrate the history of each area as infill occurs. Invest in a program much like the 1% for art in Norman Forward.

GOAL 4 Respect And Protect the environment in all decision making

- **Strategy A.** Celebrate outdoor spaces. Keep it modern, use science and lead with LEED designs in buildings and projects.
- **Strategy B.** Track and document healthy benefits of arts and culture in resident's lives.
- **Strategy C.** Promote and protect a healthy and robust urban forest.
- **Strategy D.** Identify and use key environmental areas for walking paths, so that people can directly experience them as they move about the city.

GOAL 5 Foster distinctive, attractive communities with strong sense of place

- **Strategy A.** We are here to make sure creatives have a home to grow and a city-wide palette with which to express themselves.
- **Strategy B.** Work to strengthen relationships between businesses near recreation sites to build connections between the communities and build partnerships/neighborly associations.
- **Strategy C.** Ensure current and future event sites offer programs that support the adjacent neighborhoods' culture and atmosphere.
- **Strategy D.** Legacy Trail is a linear park that should be used for specific activities that promote the neighborhoods and commercial districts throughout.
- **Strategy E.** Use wayfinding signage to promote points of interest with the duration of walking time it takes to get from Point A to Point B to encourage alternate forms of transportation.

GOAL 6 Provide a multi-modal and connected transit network

- **Strategy A.** Work with designers to customize and 'brand' different parts of the network to designate areas a user is in. Leverage local artists to create path signs. Take every opportunity to engage the public.
- **Strategy B.** These trails will be multi-modal, providing mobility routes for pedestrians and bicyclists to move throughout Norman without having to use sidewalks directly adjacent to a street or the street itself.
- **Strategy C.** Encourage children/family activities along trails in both urban and rural areas.

GOAL 7 Enhance Public safety and minimize hazards

- **Strategy A.** Clear markings for bikes/transportation vs. walking/hanging out to avoid conflict over space and ensure safe passage.
- **Strategy B.** All facilities and trails meet ADA requirements and multi-sensory needs.
- **Strategy C.** Allocate funding for park resources officers.
- **Strategy D.** The Parks Department should remain vigilant and aware of new technologies, and update when necessary.

GOAL 8 Encourage balanced and connected neighborhoods

- **Strategy A.** Urban trails will link areas of interest: schools, commercial corridors, etc.
- **Strategy B.** Take art to the parks! Create pop-up events and projects that can be customized per neighborhoods' flavor and history.
- **Strategy C.** A well managed urban forest will be a legacy amenity.
- **Strategy D.** Require connectivity between all neighborhoods and housing development.

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

- **Strategy A.** Expand park development fee structure to include residential and commercial categories to include add/alts.
- **Strategy B.** Update parkland dedication ordinance to reflect new, proposed fee structures.
- **Strategy C.** Identify an equitable fee structure to update park development fees.
- **Strategy D.** Provide what is demanded by our citizenry in as broad of a reach as possible. Stay flexible enough to not discourage participation and stay cost effective.

GOAL 10 Make decisions transparent and collaborative

- **Strategy A.** All parks and trails are designed with human perception of safety and engagement in mind, in close collaboration with Norman Public Safety.
- **Strategy B.** Urban trail identification, design, and implementation will be done in partnership with the Norman Transportation Department.
- **Strategy C.** Collaborate with Norman Stormwater Plan to develop trails and greenways in natural areas that also can be used as utility access for stormwater maintenance.
- **Strategy D.** Work to identify, design, and implement walking trails through rural areas. These trails will include trail heads with parking and multiple points of entry.
- **Strategy E.** Involve the voting public from inception to completion on new projects.





WASTEWATER



WASTEWATER & LAND USE

As a growing community, the City of Norman must prepare for a variety of infrastructure improvements, including wastewater conveyance and treatment. As population increases, wastewater production increases, so the wastewater treatment capacity must be improved commensurate to the new demands. This Wastewater Master Plan addresses questions regarding wastewater conveyance and treatment improvements in accordance with infill development principles established to manage urban services efficiently, support the viability of complete neighborhoods, and maintain environmental regulatory compliance.

The City currently collects and treats all wastewater at the Water Reclamation Facility (WRF), located in the southern portion of the wastewater service area (WWSA) shown in the map below. Based on population projections, the current WRF design average daily flow (ADF) of 16 MGD will be exceeded by 2045. Additionally, the current conveyance system constrains future development in the WWSA.

The Wastewater Master Plan presents a baseline development of historical wastewater flows, projects future wastewater flows, evaluates the existing system's existing challenges and capacity gaps, and outlines a Capital Improvement Plan (CIP) to address wastewater system challenges and support continued system growth.



PROMOTION OF THE DEVELOPMENT PRINCIPLES

AIM NORMAN DEVELOPMENT PRINCIPLES



Identified below are the four wastewater goals for Norman. While these goals are specific to wastewater, they further promote the Ten Development Principles of AIM Norman and will help the City realize the vision of the plan.

GOAL 1

Assess current infrastructure: Review and evaluate existing wastewater collection system to identify areas of improvement.

1349

GOAL 2

Plan for future growth: Analyze historical wastewater flows and flows entering the existing WRF.

134810

GOAL 3

APPLICABLE TEN DEVELOPMENT PRINCIPLES

Improve system efficiency: Develop alternatives for meeting future wastewater conveyance and treatment needs.

1341

GOAL 4

Collection system improvements: Outline a CIP to address system challenges and support system growth.

134910

PRIMARY FINDINGS

PROJECTED FLOWS

Historical service population and annual average WRF flows from 2015-2022 were used to determine the projected wastewater flow (MGD) through 2045. The graph below provides the historical and projected MGD through 2045. The projections include a reserve capacity to account for unforeseen drivers such as new industrial or commercial growth beyond projected levels.



Historical Wastewater Flow Projected Wastewater Flow Reserve Capacity
Historical Service Population ···Projected Service Population

WASTEWATER TREATMENT ALTERNATIVES

The current WRF with a permitted ADF of 16 MGD was last upgraded in 2014. A new North WRF was evaluated in 2018 and then re-evaluated in the Wastewater Master Plan along with two additional new WRF locations. The Master Plan evaluated the feasibility of builidng out the existing WRF versus constructing a new WRF at one of the three locations. The graph below shows marginal life-cycle costs of the existing WRF and three location alternatives for the additional new WRF. The marginal life-cycle costs are determined by comparing the expected marginal costs of upgrading, operating, and maintaining the existing plant and conveyance system versus constructing a new facility. The graph below summarizes the cost of each facility in terms of dollars per 1,000 gallons of treated water, which is based on the estimated cost of each facility and the total anticipated treatment capacity over the 20-year life of the facility.



The most cost-effective alternative is projected to be expanding the existing WRF and constructing the necessary collection system improvements to convey additional flows to the existing location. The expansion of the existing WRF provides advantages from an economy of scale perspective. However, the Master Plan allows for the conveyance system to be built in a way that still allows for a new WRF to be constructed in the future (beyond 20 years), if those locations become more advantageous.
COLLECTION SYSTEM

The collection system was modeled with both existing and future flows, and capacity constraints were identified under each loading condition in the existing collection network. The map below shows the proposed improvements to the existing wastewater collection network. To alleviate existing capacity constraints and accommodate future growth in the existing WWSA, interceptor upgrades are needed in the Bishop and additional equalizing storage is needed in the LS D basin.

Growth to the east of the current WWSA will introduce the need for a new conveyance route to the existing WRF. The eastern conveyance network plan includes three regional life stations in each of the planning areas (Little River, Rock Creek, and Dave Blue Creek). The final locations of the proposed regional lift stations will need to be re-evaluated and finalized based upon actual growth trends. The map below shows a schematic of the future eastern conveyance network.

Project Number	Existing Wastewater Service Area (WWSA) Improvements Projects
1	Lower Bishop Interceptor Upsizing
2	Eagle Cliff Interceptor Upsizing
3	Lift Station D Equalization
4	Upper Bishop Interceptor Upsizing
5	Oak Tree Interceptor Upsizing
6	Constitution St. Interceptor Upsizing
Project Number	Eastern Conveyance Improvements Projects
7a	Dave Blue Creek Eastern Conveyance Network
8a	Rock Creek Eastern Conveyance Network
9	Little River Eastern Conveyance Network
7b	Dave Blue Creek Expansion
8b	Rock Creek Expansion
Project Number	Existing WRF Improvement Projects
10	Additional Equalization Basin
11	Additional Grit Removal
12	Existing WRF Rehabilitation and Equipment Replacement









WATER & LAND USE

As a growing community, the City of Norman must prepare for a variety of infrastructure improvements, including drinking water supply, treatment, and transmission. As population increases, the water demand increases, and the water supply must grow commensurate with that demand. Additionally, safe drinking water must reach residences, businesses, and industry through a distribution system that meets pressure and flow requirements. The Water Master Plan addresses future improvements regarding water supplies and water distribution improvements in accordance with infill development principles established to manage urban services efficiently and support the viability of complete neighborhoods.

The City currently supplies drinking water from three different sources:

- Surface water from Lake Thunderbird that is treated at the Vernon Campbell Water Treatment Plant (WTP).
- Groundwater from the wells in the Garber-Wellington Aquifer.
- Finished water purchased from Oklahoma City (OKC).

Having a diverse water supply is a positive approach to providing drinking water to residents; however, all three existing supplies currently have capacity limitations or other challenges. To supply long-term security, one goal of the Water Master Plan is to determine if increased capacity of the existing supplies can be achieved or where new supplies can be realized.

Another goal of the Water Master Plan is to determine whether the distribution system is adequately sized to supply this additional water in the future. The distribution system consists of approximately 600 miles of underground pipes and water storage facilities throughout the City. These water infrastructure components were evaluated to determine where upgrades are necessary to provide drinking water to customers connected to the system.

The Water Master Plan presents a baseline development of historical water demands, projects future water demands, evaluates the existing system's current challenges and capacity gaps, and outlines a Capital Improvement Plan (CIP) to address water system challenges and support continued system growth. The current water service area is shown below.



PROMOTION OF THE DEVELOPMENT PRINCIPLES

AIM NORMAN DEVELOPMENT PRINCIPLES



collaborative manner.

Identified below are the five water goals for Norman. While these goals are specific to water, they further promote the Ten Development Principles of AIM Norman and will help the City realize the vision of the plan.

GOAL 1

Assess current infrastructure: Review and evaluate the existing system to identify areas for improvement.

13910

GOAL 2

Forecast future demand: Analyze population growth, economic development, and other factors to predict future water demands.

138

GOAL 3

APPLICABLE TEN DEVELOPMENT PRINCIPLES

Develop strategic improvements: Propose targeted upgrades and expansions to the water distribution network and water supply to meet anticipated demand and regulatory requirements.

13810

GOAL 4

Promote sustainability: Incorporate sustainable practices and technologies to promote water conservation and environmental stewardship.

134

GOAL 5

Enhance resilience: Strengthen the system's ability to withstand and recover from emergencies, including natural disasters and infrastructure failures.

1347

PRIMARY FINDINGS

CURRENT WATER SUPPLY BY SOURCE

Norman Utilities Authority (NUA) currently has an annual water rights allocation of 3,084 million gallons (MG) of supply from Lake Thunderbird. In 2015, NUA entered into an agreement with OKC to buy treated water based on a subscribed monthly capacity reservation of one million gallons per day (MGD). The remaining demand is met by 43 wells withdrawing groundwater from the Garber-Wellington Aquifer underlying the City. The graph below summarizes the historical annual water supply by source between 2003-2023.



DEMAND PROJECTIONS

Historical service population and production data from 1990-2022 were used to determine the projected average daily demand (ADD) and maximum day demand (MDD) through 2045. The graph below provides the historical and projected ADD through 2045. A reserve capacity was included in the projections to account for potential demand changes due to new large users, unexpected growth, or severe droughts.

Without the availability of flood-pool supply from Lake Thunderbird, NUA is projected to be unable to supply the projected ADD with the current sources of supply by around 2030. Similarly, NUA may be unable to supply MDD during hot and dry summer conditions without new sources of supply or watering restrictions by 2025.

WATER SUPPLY ALTERNATIVES

Through workshops with the AIM Norman Water Subcommittee, the following potential water supply alternatives were selected for further analysis:

- Rehabilitation of and/or New Garber-Wellington Groundwater Wells
- Indirect Potable Reuse (IPR) via Lake Thunderbird Augmentation
- Direct Potable Reuse (DPR)
- New In-Basin Reservoir
- New Out-of-Basin Reservoir
- Purchased Water from OKC

Water supply alternatives were evaluated through a non-monetary and monetary scoring system. The non-monetary scoring system evaluated characteristics including total available water yield, drought resiliency, public acceptance of source, transmission distance, source reliability, and possible implementation issues. The monetary scoring system evaluated capital cost and lifecycle cost. The final scores for each source were used to rank and select ideal supply alternatives.



WATER MASTER PLAN RECOMMENDATIONS

Recommendations from the Water Master Plan include:

- Use purchased water from OKC to meet any immediate increases in demands over the next 1-3 years.
- The existing OKC connection can provide an additional 5 MGD of supply without any capital improvements. Demands greater than that will require a second OKC connection.
- Construct new Garber-Wellington wells and pipelines to expand the groundwater supply system.
- Construct either indirect potable reuse (IPR) or direct potable reuse (DPR) facilities to fill the anticipated long-term water supply gaps.

The graphic below shows the recommended approach for new source additions. This approach will allow NUA to phase in the new sources needed as demands increase. The graphic below shows that a second OKC connection or greater expansion of the Garber-Wellington wells can be implemented as contingency plans to potable reuse.



DISTRIBUTION SYSTEM

Most future growth is expected in the northern and eastern portions of the water service area. Additional water supply capacity is anticipated from wholesale water purchased from OKC, new groundwater wells, and potable reuse. The Water Master Plan identifies numerous projects as part of a 20-year CIP with the intent of increasing supply, storage, and transmission capacity to accommodate future growth over the next 20 years as shown in the map below.

Project Number	Existing Water Service Area (WSA) Improvements
1	Chautauqua Loop: 12-inch
2	Jenkins Loop: 24-inch
3	Robinson Transmission Main: 30-inch
Project Number	Future WSA Improvements
4	Southeast Elevated Storage Tank (EST)
5a, 5b	Eastern Transmission Loop: 24-inch
6a, 6b	Indian Hills Transmission Loop: 24-inch
7	GW Treatment Ground Storage Tank (GST) & Pump Station
8	GW Treatment Facility Piping to System: 24-inch
9	North EST
Project Number	Supply Improvements
10a, 10b	New Garber-Wellington Wells
11	Second OKC Connection
12	Reuse Water Supply System







IMPLEMENTATION



AIM NORMAN IMPLEMENTATION

This chapter outlines the maintenance and implementation process for the land use plan and summarizes the initiatives outlined in the plan with additional information guiding follow-through.

PLAN IMPLEMENTATION

Plan implementation should:

- 1. Use consistent decision-making processes.
- 2. Make development decisions transparent.
- 3. Be financially sustainable with public investment by considering costs and benefits.
- 4. Regularly review and update the Land Use Plan.

1. Use consistent decision-making processes.

AIM Norman is not designed to predict every situation that might arise in the future. Leaders and staff will have to make decisions considering the vision and intent of the Plan. Decision makers should contemplate the following criteria when evaluating land use amendments, rezonings, ordinance amendments, and capital investments:

- Whether it aligns with the vision and goals of the Land Use designation and Development Principles.
- Public cost, including impact and timetable.
- Annual operating costs for public services, including public safety, recreation, infrastructure, and utility services.
- Possible strategies to add new civic and community uses.
- Protection or enhancement of environmental features, including wildlife habitat and water quality.
- Economic development opportunities.

ADMINISTRATIVE PROCESSES

The AIM Norman Comprehensive Land Use Plan is designed to be applied with flexibility. Though amendments are not expected to be a common occurrence, this section sets forth guidance for how this document may be updated and amended periodically, or by specific request.

Character Areas

The Plan's Character Areas define how the built environment fits together, based on (a) community features such as streets, parks, and stormwater infrastructure connectivity; and (b) how the area looks and functions. These Character Areas set important policies guiding development for the life of the Plan.

This Plan is not designed to accommodate individual requests to Character Area Designations or boundaries. Any amendment to the Character Areas (designation, boundary or policy language) may only be brought as a City initiative, and may be founded upon broader public engagement and analysis of relevant data and municipal services and needs.

Land Use Designation Amendments

Requests for Land Use designation amendments may be considered by the City Council after a recommendation by the Planning Commission, and shall be subject to the same notice provisions as apply to zoning ordinance amendments, or as otherwise may be specified for Land Use Designations amendments in the Norman Zoning Ordinance. Such amendments may be requested at any time. Staff will prepare a complete analysis of the impact of the proposed amendment and will identify all impacted portions of the Plan.

Land Use designation amendment requests may be initiated by the record owner(s) of a parcel or area of land, by the Planning Commission, or by City Council. Major amendments (identified as amendments for 50+ acres) proposed by individual property owners may require greater than thirty days review time by staff prior to being considered by Planning Commission. The following criteria must be evaluated by City Council in determining whether to approve Land Use designation amendment requests:

- 1. The compatibility of the proposed Land Use to the existing and adjacent Land Uses based upon intensity (See Land Use Compatibility Guide, including the Compatibility Matrix).
- 2. An evaluation of the likelihood of adverse impacts to surrounding properties based on the following information provided by the applicant and in Staff's report to the Planning Commission and City Council:
 - Character Area policies;
 - Land Use characteristics, including: Building types, site design, transportation, utility access, public space, locational criteria;
 - Designation or inclusion in a Neighborhood Study Area/Plan or Special Study Area; and
 - Other AIM Norman Master Plan Policies, as applicable.

Additionally, when the property or area of land subject to a Land Use designation amendment request is found within the 2045 Reserve Character Area AND the proposed amendment would EITHER remove the property from OR amend the property to an Urban Reserve Land Use designation, the following shall also apply:

- 3. A Land Use designation change to a higher level of intensity (see Land Use Compatibility Guide) must be contiguous to urban development and must demonstrate implementation of the policies set forth for the 2045 Reserve Area, and
- 4. As applicable, planned unit developments, or similar regulatory mechanisms, proposed within the Urban Reserve area should only be utilized when 65% of the area is reserved for future urban level densities (3+ units per acre).

Amendment to Neighborhood Study Area or Special Study Area

The Plan identifies Neighborhood Study Areas, some of which are detailed in existing neighborhood plans. Further neighborhood plans, based upon Neighborhood Study Areas identified in this plan, are anticipated to be considered and potentially adopted by City Council in the future pursuant to this Plan. Inclusion within Neighborhood Study Areas, and any adopted neighborhood plans, are not subject to individual amendment, and may only be amended by City initiative (and as may be set forth in said Neighborhood Plan), and may be founded upon broader public engagement and analysis of relevant data and municipal services and needs.

The Plan also identifies Special Study Areas, chosen for further study due to unique characteristics and opportunities. Amendment to Special Study Areas (inclusion, designation, or boundary), or any studies or master plans adopted pursuant to the goals and policies set forth in this Plan, are not subject to individual amendment, and may only be amended by City initiative, and may be founded upon broader public engagement and analysis of relevant data and municipal services and needs.

Other Plan Amendments

Other amendments to the Plan and/or its language may be proposed by staff or City initiative. Items identified in the plans annual review or development of neighborhood plans are two examples of why staff may initiate amendments. Any Neighborhood Plan or further plan for any Special Study Area pursuant to this Plan may incorporate community input but would be prepared by the City (or its consultant(s)).

LAND USE COMPATIBILITY GUIDE



LAND USE COMPATIBILITY MATRIX & KEY

The further apart uses are on the intensity scale, the greater the level of mitigation is needed to protect or buffer - as defined in the zoning code - the less intense use. Potential mitigation techniques, and necessary documentation as determined by the Director of Planning and Community Development, should be outlined with the Zoning and Subdivision ordinances.

- **1. The proposed use does not overlap on the intensity scale.** Any development proposed requires documentation to illustrate how external effects are mitigated.
- 2. The proposed use is adjacent on the intensity scale. Major effects must be mitigated to prevent impact on adjacent uses. Documentation is required to assess project impact and define development design.
- **3. The proposed use overlaps minimally.** Uses may have potential conflicts with adjacent uses, which may be resolved or minimized through project design. Potential conflicts and solutions should be documented. If mitigation is not offered or proposed, reasons should be documented.
- **4. The proposed use significantly overlaps.** Uses are basically compatible with the existing adjacent uses. Building elements and scale should be consistent with surrounding development.
- 5. The proposed use overlaps completely. Development should be designed consistent with good planning practices.

	UL	UM	UH	ULC	RR	AR	UR	MX	IMX	CBD	LC	С	JC	TOD	OP	CIV
UL	-	4	3	2	4	4	5	3	3	3	4	3	2	3	5	5
UM	4	-	4	3	2	2	2	4	4	4	5	4	3	4	5	5
UH	3	4	-	4	2	2	1	5	5	5	4	4	4	5	5	5
ULC	2	3	4	-	1	1	1	5	5	4	3	4	4	5	5	5
RR	4	2	2	1	-	5	5	1	1	1	2	1	1	1	5	5
AR	3	2	1	1	5	-	5	1	1	1	2	1	1	1	5	5
UR	5	2	1	1	5	5	-	1	1	1	2	2	2	1	5	5
MX	3	4	5	5	1	1	1	-	5	5	4	5	4	5	5	5
IMX	3	4	5	4	1	1	1	5	-	2	4	5	5	5	3	5
CBD	3	4	5	4	1	2	1	5	2	-	4	2	2	5	4	5
LC	4	5	4	3	2	2	2	4	4	4	-	4	4	4	4	5
С	3	4	4	4	1	2	2	5	5	2	4	-	5	5	3	5
JC	2	3	4	4	1	2	2	4	5	2	4	5	-	4	4	5
TOD	3	4	5	5	1	2	1	5	5	5	4	5	4	-	4	5
OP	5	5	5	5	5	5	5	5	3	4	4	3	4	5	-	5
CIV	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	-

2. Make development decisions transparent.

This means more than just keeping people informed but keeping them engaged as part of visionary decisionmaking processes. For example:

- Invest time and resources (staff time and funding) to stay up-to-date in city communications including website information and community engagement.
- Maintain communication and continued coordination between the City and neighboring and related governmental jurisdictions.
- Partner with the school districts, trade schools, and higher education organizations, where sharing facilities, services, and programs can benefit students and citizens to achieve the goals of AIM Norman.
- Continual conversation with electric, energy, and communications providers and Internet providers on improving services for residents in the most fiscally responsible way.
- Draw on a variety of funds and partnerships to implement the Plan rather than having the City assume all financial burdens.

3. Be financially sustainable with public investment by considering costs and benefits.

AIM Norman's Master Plans work together in an effort to ensure efficient and effective use of city resources and promote fiscal sustainability. For the City, focus should be on regular maintenance and update of these plans. Plans should be updated when:

- Circumstances change, including economic or environmental.
- Better practices, tools, data, or resources become available.
- Plans are nearing the end of their useful life.

4. Regularly review and update the Land Use Plan.

The initiatives and action items of AIM Norman are ambitious and long-range, and its recommendations will require continued community support and funding. AIM Norman should be viewed as a dynamic and living document that adapts to conditions and markets changes. The process should include an annual action and evaluation program.

ANNUAL EVALUATION

An annual evaluation of the Comprehensive Land Use Plan should be assembled by staff and reported to the Planning Commission and City Council at the end of each calendar year. This evaluation should include a written report that:

- Summarizes key land use developments and decisions during the past year and relates them to the Land Use Plan.
- Reviews actions taken by the City during the past year to implement plan recommendations.
- Defines any City initiated changes that should be considered for the Land Use Plan.

AIM NORMAN IMPLEMENTATION

IMPLEMENTATION OF PLAN INITIATIVES

The following table presents a summary of the AIM Norman Land Use Plan initiatives and action items. In addition to these initiatives, each of the Master Plans that make up AIM Norman - Water, Wastewater, Stormwater, Housing, Transportation, and Parks - all identify specific actions and initiatives that will support the implementation of the Land Use Plan.

Timing

- On-going: These are matters related to general policy and operations, and have no completion date.
- Short-term: Implementation in less than 5 years.
- Medium-Term: Implementation in 5 to 10 years.
- Long-term: Implementation in 10 to 20 years.

INITIATIVES & ACTION ITEMS

	Timing	Leadership	Partners
Rewrite Development Codes	Short	Planning Department	Public Works
Updates to Existing Neighborhood Plans	Medium	Planning Department	Neighborhood Leaders
Development of New Neighborhood Plans	Short	Planning Department	Neighborhood Leaders
Completion of Master Plans for Special Study Areas	Long	Planning Department	Property owners and Neighborhood Leaders
CORE NE	IGHBORH	OOD AREAS	
Work with Downtown businesses to explore a Business Improvement District.	Short	Planning Department	Downtown Business & Property Owners
Incorporate results of the Center City Infrastructure Study into future projects.	On-going	Pubic Works	Planning Department
Based on the most recently adopted Housing Plan, establish programming to encourage rehabilitation of residential structures.	Medium	Planning Department	Property Owners and Neighborhood Leaders
Develop incentive programs and/or pursue public-private partnerships that promote infill development on vacant or under used sites to create catalytic projects of high- quality.	Medium	Planning Department	Property Owners and Neighborhood Leaders
Focus on strategic public investments to improve conditions, appropriate infill development on scattered vacant sites, and encouraging more homeownership and maintenance or upgrade of existing properties.	On-Going	Planning Department	Property Owners and Neighborhood Leaders
Implement existing neighborhood plans; update as appropriate.	On-Going	Various City Departments	Planning Department, Property owners and Neighborhood Leaders
Work with neighborhood leaders to assemble resources and technical assistance in support of existing historic districts.	Medium	Public Works	Planning Department, Property owners and Neighborhood Leaders
Coordinate with existing neighborhood organizations to increase street and alley activation to build community and increase safety.	Medium	Planning Department	Property owners and Neighborhood Leaders

INITIATIVES & ACTION ITEMS

	Timing	Leadership	Partners
Conduct a parking study to identify solutions, including shared parking, to adequately support residents.	Medium	Planning Department	Public Works and Business owners
Complete corridor-specific plans for potential Transit Oriented Development (TOD) sites that identify residential development opportunities that have good access management, improved site design, and low impact transitions to non-residential uses.	Medium	Planning Department	Transportation Department and Planning Department
Ensure undersized, aging infrastructure is updated as areas are redeveloped.	On-Going	Public Works & Utilities	NA
Seek alternative funding sources to increase capacity for reducing flooding damages by acquiring vulnerable properties and converting that area to open space floodplain storage.	On-Going	Public Works	Planning and Parks Departments
CLASSIC N	EIGHBOR	HOOD AREAS	
Based on the most recently adopted Housing Plan, establish programming to encourage rehabilitation of residential structures.	Medium	Planning Department	NA
SUBURBAN	NEIGHBO	RHOOD AREAS	
Continue to work with developers on dedication of park land for neighborhood parks.	On-Going	Parks Department	Planning Department
Based on the most recent Transportation Plan, expand access to public transit.	Medium	Public Works	Planning Department
CC	RRIDOR A	REAS	
Complete corridor-specific plans for Ed Noble Parkway and the potential Transit Oriented Development (TOD) sites that identify residential development opportunities that have good access management, improved site design, and low impact transitions to non-residential uses.	Medium	Planning Department	Public Works and Utility
Offer wayfinding and gateway features that welcome and orient visitors.	Medium	Parks Department	Planning Department
Conduct a parking study with intent to reduce parking abundance by evaluating the amount of parking needed at the development or block level rather than at the individual business level.	Short	Public Works	Planning Department
Elevate the image of all Gateway Corridors from the roadway. Examples may include, but are not limited to: limiting signage and low-quality building materials, increasing landscaping features, showcasing renewable energy, and/or featuring public art and lighting.	Medium	Public Works	Planning & Parks Departments

INITIATIVES & ACTION ITEMS								
	Timing	Leadership	Partners					
2045 RESERVE AREAS								
Monitor future corridor planning of a north-south turnpike segment for potential changes in land use policy.	On-Going	Planning Department	Public Works					
Update regulations to protect and/or preserve wetlands when developing east towards the 2045 Reserve.	Long	Utilities	Planning Department					
RURAL AREAS								
Monitor future corridor planning of a north-south turnpike segment for potential changes in land use policy.	On-Going	Planning Department	Public Works					
Establish programming to disseminate information on the harmful effect of phosphorus-rich fertilizers on water quality and on the related ordinance.	Short	Utilities	Planning and Parks Departments					
Update regulations to protect and/or preserve wetlands when developing east towards the 2045 Reserve.	Long	Utilities	Planning Department					
Strengthen programming for disseminating information on the City's Fertilizer Ordinance and other pollution prevention initiatives.	Short	Public Works	Planning and Parks Departments					



GLOSSARY



GLOSSARY

Several terms and phrases are used in planning discussions today. The following terms are used throughout this document:

- Accessible Housing: Housing that is physically adapted to the individuals who are intended to occupy it, including those who are disadvantaged by age, physical or mental disability, or medical condition.
- Active Transportation: Any form of transportation powered by a human, such as walking or biking. Public transit is frequently involved, as passengers usually walk or bike to transit stops.
- Affordable Housing (federal): As defined for certain housing programs like low-income housing tax credit projects (LIHTC), housing choice vouchers (Section 8), or other programs that define housing for lower income ranges.
- Attainable Housing: Not financially burdensome to a household. Financially burdensome could be housing expenses that exceed 30% of household income. It could also include situations where a household has high daycare costs, high transportation costs, student or medical debt, or other expenses that limit income to spend on housing.
- **Best Management Practices (BMPs):** Physical, structural, or managerial practices that minimize the influence of development and other land use activities on the natural environment, such as reducing stormwater pollutants.
- **Bus Rapid Transit (BRT):** High-capacity bus-based transit system that delivers fast, reliable, and cost-effective services through dedicated bus lanes, off-board fare collection, level boarding, bus priority at intersections, and fast and frequent operations for riders.
- **Complete Streets:** A roadway designed to be supported and safely used by all users, automobiles, bicyclists, pedestrians, and others.
- **Contiguous:** Adjoining land that touches at a common corner or property line (reference 2045 Reserve for more information)
- **Corridor Urbanism:** An evolutionary planning approach for typical commercial corridors, building on and respecting their physical and economic character while capitalizing on inefficiently used land within them to add the mixed-uses,

connectivity, density, and the civic life features of living urban districts. It incorporates five major principles: reality and respect for existing context and businesses; increasing resident population; taking advantage of underused real estate; providing effective transportation function and experience for all modes; and building a quality public realm enjoyable at a variety of speeds.

- **Cost Burdened:** The household spends more than 30% of HUD Area Median Income on housing.
- **Density:** The number of housing units per net area of land.
- **Development Concept Map:** Identifies possible areas for future growth. The amount of land designated for planning purposes will be greater than the projected need to allow market flexibility and guide longer-term planning.
- **Equitable Housing:** An approach that involves creating equal access to opportunity through housing location, access, price, and other factors, and that varies based on a household's socioeconomic and demographic characteristics.
- **First- and Last-Mile:** The distance between a traveler's origin and a transit station and the distance between a transit station and the traveler's final destination.
- **Floodplain/Floodway:** As defined by FEMA, any land area susceptible to inundation by water from any source.
- **Incentive:** Any policy, action, regulation, or finance (local, state, federal, grant, and/or foundation) that entices a landowner or developer to provide a housing product, amenity, or service deemed to be in the public interest.
- Infill: Developing vacant or partially developed lots which are surrounded by or near areas that are substantially or fully developed.
- **Infrastructure:** Built facilities needed to sustain industrial, residential, commercial, and all other land use activities, including water, sewer lines, and other utilities, streets, and communications.
- **Intensity:** The extent to which land is used and how that development affects its neighbors.

- Large-Lot Residential: Residential development where each home sits on one or more acres of land.
- Land Use Map: A map serving as a visual reference point that shares existing land uses and desired land uses for developed and undeveloped areas based upon existing trends and future predictions. A Land Use Map is not a Zoning map.
- Land Use Policy Map: A map to guide future development, placing policies in areas to help ensure future development fits in cohesion with existing land use, and will not hinder long-term development goals.
- **Mixed-Use:** The use of one area for multiple uses, such as commercial, office, and/or residential space. Mixed-use can be horizontal or vertical.
 - Horizontal Mixed-Use: Different uses are housed in different buildings but are related to each other.
 - Vertical Mixed-Use: Different uses are located in the same building.
- **Move-Up Housing:** Occurs when higher-income households move out of homes that are below the price that they can afford. Often, it involves housing that frees up existing, more attainable housing for others. Today, the moves can be lateral in square footage but also upgrades in locations or amenities with smaller home square footage.
- **Multi-Modal:** Transportation that considers various modes (walking, biking, automobile, public transit, etc.) and connections between different modes for one journey.
- **New Urbanism:** A planning practice that promotes environmentally friendly developments by making neighborhoods more accessible for active transportation users.
- **Poverty:** As defined by the Census Bureau using a set of monetary income thresholds that vary by family size and composition and updated for inflation.

- **Public/Private Partnership:** An agreement between a government entity, non-profit, community organization, and/or for-profit entity to achieve a mutually agreed upon outcome for the public good.
- **Redevelopment:** To demolish existing buildings to build something else or to rehabilitate an existing property, or both, for the purpose of revitalization.
- **Rehabilitate:** To make an older building compatible for modern use, return the building to "good" condition, or enabling compatible property use through repairs, alterations, and additions while preserving its historic, cultural, or architectural significance.
- **Reuse:** Changing the original use of a built structure to something else. Common examples include adapting non-residential uses to residential uses.
- **Sense of Place:** Creating meaningful environments by integrating community identity, public spaces, wayfinding, materials, and sensory experiences.
- Smart Growth: Approaches development in an intentional, comprehensive way to best serve the economic, environmental, and social needs of residents in communities.
- Standard Lot Residential: Typical lots in Norman, as required by R-1 zoning, that are 6,000 square feet. Residential development where each home sits on a plot of land roughly this size is considered standard.
- **Street Hierarchy:** The typical North American road classification system starts with the highest classification of interstates/highways, followed by arterial and collector streets; lastly, local streets are the lowest in the classification system.
- **Subdivision:** The process of laying out undeveloped land into lots, blocks, streets, and public areas.

- Traditional Neighborhood Development (TND): The development of a complete neighborhood or town using traditional town planning principles, limited to the neighborhood scale. TND developments include a range of housing types, a network of well-connected streets and blocks, humane public spaces, and amenities such as stores, schools, and places of worship within walking or bicycling distance of residences.
- **Transit-Oriented Development (TOD):** Urban development that concentrates land uses around public transit stops. This style of development aims to create more livable urban spaces by increasing access to public transit, while increasing the accessibility of walking or bicycling options in the area.
- Universal Design Principles: Creating inclusive environments that are accessible, usable, and beneficial for people of all abilities, focusing on equity, flexibility, simplicity, and ease of use.
- **Unhoused:** Anyone who lacks a fixed, regular and adequate nighttime residence.
- **Urban Canopy:** A measurement encompassing the layer of leaves, branches, and stems of trees that shelter the ground when viewed from above.
- **Urban Development:** Development within city limits, connected to urban utilities.
- **Urban Infrastructure:** The essential systems and services, such as transportation, utilities, and public services, that support the functioning and growth of a city.

- **Urban-Level Densities:** Refers to the concentration of people, housing (3+ units per acre), or jobs within a specific area, impacting land use and transportation.
- **Urban Services:** Services necessary to support urban development, including such services as electricity, water, sewer, and fire and police protection.
- Watershed: The area of land adjacent to a body of water that drains rain and snowfall into that body of water.
- **Wayfinding:** A system of signage, displays, colors, and/or other design elements that help people navigate through space to find destinations.
- **Zoning Map:** A map that depicts specific land uses permitted, often at the parcel level. A zoning map is adopted by ordinance, and thus is treated and enforced as a legal document.
- **100-Year Floodplain:** As defined by FEMA, this is the boundary of the flood that has a 1-percent chance of being equalled or exceeded in any giving year. Also referred to as "1-Percent Annual Chance Floodplain." The City of Norman formally adopted FEMA's 100-year floodplain as regulatory.



APPENDIX A NORMAN TODAY



POPULATION HISTORY & CHARACTER

INTRODUCTION

As the county seat of Cleveland County and the third most populous city in Oklahoma, Norman has a rich history dating back to its founding in 1889. Best known as the home of the University of Oklahoma, the city has experienced remarkable population changes over the past few decades, evolving into a dynamic community celebrated for its academic, cultural, and economic contributions.

This section dives into how Norman's population has changed over the years, and considers different scenarios for future growth. To provide a comprehensive understanding, this analysis includes current demographics, past growth patterns, and possible projections that reflect different potential scenarios for future growth. The analysis further provides a comprehensive exploration of Norman's past, present, and the potential pathways that lie ahead.

KEY TRENDS

POPULATION CHANGE

Since 1960, Norman experienced consistent population growth. Items to note in this pattern include:

- In 2000, Norman became the third most populous city in Oklahoma.
- Annual growth rates tend to slow as the base population becomes larger.
 - As seen in Figure 1.0, Norman's annual growth rate has declined from the 1970s to the 2000s. However, when comparing the number of new residents added, the growth in the 2010s is similar to that experienced in the 1970s. In 1970, 18,705 new residents were added, and in the 2010s, the number was 17,101.
- In the realm of annual growth rates from 2010 to 2020 among peer communities, Norman stands out:
 - The city has the fourth-highest growth compared to its peers.
 - The city had a similar annual growth as Cleveland County, 1.46% and 1.44%, respectively.

Figure 1.0: Historical Population Change 1960-2020



Source: US Census Bureau

Figure 1.1: 2010-2020 Annual Growth Rate - Peer Communities



Source: US Census Bureau; RDG Planning & Design

AGE

The demographics of Norman are fairly consistent with a community that is home to a large university. Generally, the age group breakdown has remained steady since 2010.

- When divided into 5 year increments (cohorts), those between the ages of 20 and 24 are the largest cohort (16%). The University of Oklahoma (OU) students heavily influence this age cohort.
- When standard birth and death rates are applied to the city's 2010 population and then compared to the actual 2020 population, the city grew at a faster rate than expected. Much of this growth happened among those over the age of 45 in 2020.
- A stable primary school population and OU students resulted in over 57% of the city's population under the age of 35 in 2020.

• The distribution between males and females in Norman is about even, 49.5% males and 50.5% females. There does appear to be an anomaly among 20 to 24 year olds where the percentage of males appears higher (by 2%) despite OU's student population being nearly 50/50 male to female.



Source: American Community Survey ACS (5-Year Estimates)

RACE & ETHNICITY

Norman is becoming more diverse. Changes observed between the 2010 and 2020 Census show:

- The white alone population in Norman dropped by 10 percentage points.
- The Hispanic population living in Norman rose from 6.4% to 9.2%.
- The 10.3 percentage point increase in the BIPOC (Black, Indigenous, and People of Color) population since 2010 represents almost a quarter of Norman's total population. This not only showcases Norman's evolving demographic landscape but also underscores the importance of fostering an inclusive environment that caters to the diverse needs of its residents.
- As shown on Map 1.0, Norman's Hispanic population is concentrated around the University and to the east of the University.

Figure 1.3: Norman Race

■ White Alone ■ BIPOC: (Black, Indigenous, and People of Color)







STUDENT POPULATION TRENDS

The student population at the University of Oklahoma (OU) plays an important role in Norman's population characteristics. Some characteristics of the University's student population include:

- Annual Replacement of Student Population. The student population will generally not remain in the community to have additional children but will replace itself on an annual basis.
- Enrollment. Over the past decade, OU has experienced fluctuations in student enrollment but has generally remained between 19,000 and 20,000 full time students. Nationally, Millennials (those born between 1980 and 2000) are progressing beyond their college years, and the succeeding generation is not as sizable. OU has managed to overcome this shift and maintain enrollment and even attract larger Freshman classes.
- **Percentage of Norman's Population.** The student population in 2020 accounted for 15.6% of Norman's total population compared to 17.1% in 2010.
 - Student population is becoming a less dominate force in the city's population characteristics as more growth has occurred among non-students.
- **Student Population Growth.** OU's entrance into the Southeastern Conference and recruiting efforts in the larger region create new opportunities to attract more students. While the student population may grow faster than in previous years, the balance of the city's population will likely continue to grow even faster.

Figure 1.4: Full-Time Student Enrollment, University of Oklahoma (Norman Campus)



Source: The University of Oklahoma

Figure 1.5: Full-Time Student Enrollment, University of Oklahoma (Norman Campus) & Norman Total Population



OU: Oklahoma University

Source: The University of Oklahoma; US Census Bureau

POPULATION PROJECTIONS

The city's population growth rate influences almost every aspect of AIM Norman, from housing to City services.

Two population growth scenarios were developed, one illustrating a 1.25%, and one illustrating a 1.50% annual growth rate. The 1.50% rate is similar to that experienced between 2000 and 2020 and 1.25% illustrates continued reduction in the growth rate.

The methodology for determining future population growth involves two scenarios:

In December of 2023, the AIM Norman Steering Committee selected Scenario A and the 1.5% annual growth rate as the model to be used for planning purposes.

- **Scenario A.** This scenario applies the two potential annual growth rates to the total population, without consideration of the student population.
 - This scenario could account for some continued student population growth, but the ratio of the student population to total population will likely continue to decline.
- Scenario B. In this scenario the student population is assumed to remain steady and therefore is removed before the annual growth rates are applied to the 2020 population.

Total Population	2020	2025	2030	2035	2040	2045
1.25% Growth Rate	128,026	136,230	144,960	154,249	164,134	174,652
1.50% Growth Rate	128,026	137,920	148,579	160,062	172,432	185,759
Source: RDG Planning &	Design					

FIGURE 1.7: POPULATION FORECAST- SCENARIO B									
Total Population with Students removed	2020	2025	2030	2035	2040	2045			
1.25% Growth Rate	108,028	114,951	122,317	130,155	138,496	147,371			
1.50% Growth Rate	108,028	116,377	125,371	135,060	145,498	156,743			
19,998 Students Added Back	2020	2025	2030	2035	2040	2045			
19,998 Students Added Back 1.25% Growth Rate	2020 128,026	2025 134,949	2030 142,315	2035 150,153	2040 158,494	2045 167,369			
19,998 Students Added Back1.25% Growth Rate1.50% Growth Rate	2020 128,026 128,026	2025 134,949 136,375	2030 142,315 145,369	2035 150,153 155,058	2040 158,494 165,496	2045 167,369 176,741			

LAND USE CHARACTER

INTRODUCTION

Norman's existing land use and development patterns provide the foundation for the development of a land use vision. The previous section reviewed historic population trends and future population growth. This growth will need to be supported by new housing, additional commercial space, office and job centers, and expanded recreation options. To plan for this growth, an understanding of the city's current land use mix must be combined with diverse market preferences and fiscal responsibility.

This section introduces the existing physical trends in Norman, including land use trends, and projected land needs based on 20-year population growth.

KEY TRENDS

PHYSICAL DEVELOPMENT

Map 1.2: Norman Growth Over Time

The city's physical development patterns have matched the population growth and transportation options the city has had over time. In the city's first fifty years, growth was concentrated around the downtown and University, where residents found the jobs and services needed to sustain a community. Over the last 70 to 80 years, the city's growth patterns have been dominated by cars. Growth became spread out further and more workers from Oklahoma City could choose to live in Norman. Map 1.1 illustrates this pattern but also the one exception to this pattern, the annexation of the Lake Thunderbird area.





Map 1.1: Norman City Limits Growth Over Time

1930

1940

Before 1940 1941 - 1960

1961 - 1980

1981 - 2000

After 2000

LAND USE COMPOSITION

RESIDENTIAL

- Almost half of total developed land within the city limits is residential (47.8%).
 - Of the residentially developed land, nearly 98% is dedicated to single-unit use only.
 - Less than 1% of the developed residential land is multi-unit (structures with 2+ more units).

COMMERCIAL

- Several commercial/office clusters are dispersed throughout Norman.
- Major commercial corridors running north-south include 36th Avenue West (west of I-35), 24th Avenue West (east of I-35), and 12th Avenue East (Highway 77). The intersections of these major corridors are home to many of Norman's community shopping centers and experience some of the highest traffic counts.

INDUSTRIAL

• The majority of industrial land is located along Highway 9 and Flood Avenue, attracted to the area for its ease of access to markets.

CIVIC

- Civic uses include government facilities, university grounds, airport, public and quasi-public parks, schools, and religious facilities such as places of worship and cemeteries.
- In Norman, civic uses comprise 5.5% of all developed land, which is low for a city with a major university but reflective of a city with a large amount of very low density development and the presence of a significant lake.

PARKS & OPEN SPACES

• Parks and open spaces account for 18% of total developed land.

FIGURE 1.8: NORMAN LAND USE COMPOSITION (DEVELOPED LANDS), 2023

Land Use Category	Area (Acres)	% of Total	Acres per 100 People
Residential	34,760.4	47.8%	88.90
Urban High Density	662.8	0.9%	1.70
Urban Medium Density	4.7	0.0%	0.01
Urban Low Density	34,092.8	46.9%	87.19
Commercial	3,648.5	5.0%	9.33
Commercial	3,129.1	4.3%	8.00
Office	519.4	0.7%	1.33
Industrial	609.0	0.8%	1.56
Industrial	609.0	0.8%	1.56
Civic	4,021.0	5.5%	10.28
City Owned & Facilities	1,833.2	2.5%	4.69
School/Place of Worship	1,381.7	1.9%	3.53
University	564.3	0.4%	1.44
Medical	158.6	0.1%	0.41
Cemetery	83.2	0.1%	0.21
Parks & Open Spaces	13,070.3	18.0%	63.82
Parks & Natural Conservation & Open Spaces	12,441.6	17.1%	60.75
Golf Courses	628.7	0.9%	3.07
ROW & Wetlands	16,548.3	22.8%	
Right-of- Way (ROW)	9,143.05	12.6%	63.82
Wetland	7,405.3	10.2%	
Total Developed Land	72,657.5	100.0%	

Source: City of Norman; RDG Planning & Design; Urban Footprint





Source: City of Norman; UrbanFootprint (2023)

HOUSING & NEIGHBORHOOD CHARACTER

INTRODUCTION

Houses and neighborhoods are essential components of the community. Ensuring quality, affordable housing for all is important for a good quality of life. Establishing policies, tools, and partnerships to help create and maintain healthy housing and neighborhoods will make Norman a truly welcoming home for residents. This section provides a high level overview of current housing conditions with additional detail being provided in the Housing Master Plan.

KEY TRENDS

HOUSING OCCUPANCY

Single-unit homes represent the majority of Norman's housing stock, but almost 45% of homes constructed in the last decade were in multi-unit structures (Figure 1.10). This increase closely reflects regional and state trends. Figure 1.9 shows the occupancy of housing reported in the decennial Census.

- The share of total homes occupied by renters in Norman has grown by 3.3 percentage points since 2010.
 - This increase in the number of renters in Norman is slightly lower than in Cleveland County (3.8%) and higher than in the State of Oklahoma (2.6%).
- The total number of homes rose by 7,729 between 2010 to 2020 or approximately 773 new homes per year.
- Norman's vacancy rate in 2020 was 9.1%. It is beneficial for a city to have a vacancy rate high enough to allow movement in the market but not too high so as to lessen the property value .
 - A 9% vacancy rate would appear to be high for Norman but in a city with a large student population the time of year and effects of the COVID-19 in 2020 could push this number higher. Further assessment of this will be undertaken in the Housing Master Plan.



Source: US Census Bureau

HOUSING VALUES

Housing costs impart a large stress on quality of life, as it is typically the single largest, regular expense. Figure 1.10 shows the median home value in Norman, Cleveland County and the State of Oklahoma.

- Norman's median home value increased by 34.6% between 2010 and 2021. This increase was considerably higher compared to Cleveland County (21.8%) and lower than the State of Oklahoma (44.6%).
- Median gross rent rose 37.5% from 2010 to 2021. This increase is lower than in Cleveland County (41.7%) and the State of Oklahoma (43.6%).

HOUSING AGE

- The median year built in Norman is 1987, compared to 1979 for the entire state (American Community Survey, 2021).
- About 22.0% of the houses in Norman were built before 1960.
- Nearly 47.0% of houses were built between 1980 to 2000.
- A third of Norman's housing stock was built after the year 2000.

Older housing tends to be some of the most affordable housing in a community. Having a diversity of housing ages helps current and potential residents find housing that meets their financial and life style needs more easily.



Source: American Community Survey (5-Year Estimates)

Figure 1.11: Median Gross Rent, 2010 & 2021

	2010	
	\$568	Norman
RENT	\$581	Cleveland County
	\$473	Oklahoma
	2021	
	\$781	Norman
	\$823	Cleveland County
REIN	\$679	Oklahoma

Source: American Community Survey (5-Year Estimates)

BUILDING ACTIVITY

Norman's population has been steadily growing over the past decade, resulting in increased demand for housing. The city's resilience after the 2007-2009 recession has led to strong building activity in the last ten years. Figure 1.12 displays the growth in residential construction since 2010.

- **Decade of Development.** Between 2010 and 2021, Norman had 7,750 homes constructed in the city, an average rate of 792 homes per year.
- **Rising Rentership.** Growth in the issuance of multi-unit housing permits reflects the growing number of renters in Norman. Nearly 45% of homes built after 2010 were multi-unit. In 2016 along, 993 permits for homes in multi-unit structures were issued, the highest number of permits issued in a single year within the last decade.

- Housing variety is a concern in Norman. Over the last eleven years (2010-2021), the market has been dominated by single-unit and large multi-unit structures.
- Missing Middle Housing. Single-unit attached homes, duplexes, townhomes, and small-scale multi-unit structures are part of a housing style referred to as the "missing middle." Norman has built very few of these types of homes in the past decade, as well as low maintenance options for aging adults.
 - Between 2010 and 2021, Norman added an average of 17 duplex homes per year, accounting for only 2.2% of total units built during that time frame.





Source: City of Norman
ECONOMIC CONDITIONS

INTRODUCTION

Norman has a unique economy with the influence of the University Oklahoma and proximity to the Oklahoma City metropolitan region.

KEY TRENDS

INCOME

- Over the past ten years Norman's median household income has grown at a rate similar to the state but higher than the county.
- Often, a large student population tends to pull down a city's median household income. In Norman, as students become a smaller percentage of the overall population they tend to have less of an influence on the city's overall household income.
- Over 64% of Norman's residents have a bachelors degree or higher (American Community Survey, 2021), tending to support higher household incomes.
- The larger metro area and the State's economy also plays an important role in residents household incomes. While cities like Athens and Baton Rouge have populations as large, if not larger than Norman, incomes tend to be lower in Louisiana and Georgia as compared to Oklahoma (American Community Survey, 2021).
- Roughly 20% of the city's population works in retail sales or food industries (American Community Survey, 2021), positions that tend to pay on the lower end of the pay scale. This, along with the student population, likely results in a slightly higher percentage of people living below the poverty line.

Figure 1.13: Median Household Income, 2010 & 2021



Source: 2021 American Community Survey (5-Year Estimates)

Figure 1.14: People Living Below Poverty Level, 2021



16.7% Norman 12.3% Cleveland County

15.2% Oklahoma

Source: American Community Survey (5-Year Estimates)

FIGURE 1.15: MEDIAN HOUSEHOLD INCOME, 2010 & 2021

Peer Communities	2010	2021	% Change 2010-2021
Ames, IA	\$40,321	\$54,339	34.8%
Athens, GA	\$33,940	\$43,466	28.1%
Baton Rouge, LA	\$36,964	\$46,282	25.2%
Cleveland Co, OK	\$52,688	\$67,068	27.3%
Columbia, MO	\$41,287	\$57,463	39.2%
Denton, TX	\$44,415	\$65,168	46.7%
Fayetteville, AR	\$37,113	\$52,111	40.4%
Lawrence, KS	\$41,290	\$56,536	36.9%
Lexington, KY	\$47,469	\$61,526	29.6%
Lincoln, NE	\$48,846	\$62,566	28.1%
Norman, OK	\$45,209	\$59,866	32.4%

Source: 2021 American Community Survey (5-Year Estimates)

EMPLOYMENT

- Educational services, health care/social services, and retail are the largest industries in Norman (American Community Survey). Over 41% of residents are employed in one of these industries.
- Norman's employment mix results in a very high percentage of residents employed in white collar jobs and service positions.
 - White collar worker is a person who performs professional services, desk, managerial, or administrative work.
- Norman has an extremely low unemployment rate, comparable to many peer communities.
 - Unemployment statistics only account for those looking for work or who are considered part of the labor force. Retirees, full time students, and a stay-at-home parent would not be part of this calculation.
- Norman's labor force participation rate, the percentage of individuals over 16 in the labor force, is comparable to many peer cities.
 - Communities with larger student populations are more likely to have a lower labor participation rate, but this is not the case for all of the peer cities.
 - In addition to students, approximately 14% of the city's population is over the age of 65 and potentially no longer participating in the labor force.
 - These factors would indicate a limited supply of potential new employees in Norman and Cleveland County, indicating that Norman employers will need to attract employees from outside the city to fill existing and future job openings.



Source: US Bureau of Labor Statistics, August 2022/ Esri Community Analyst, 2022

FIGURE 1.17: EMPLOYMENT, 2022

Peer Communities	Population 16+	Labor Force Participation	Unemployment Rate
Ames, IA	66,950	61.7%	2.0%
Athens, GA	128,561	45.0%	3.3%
Baton Rouge, LA	221,453	51.1%	3.9%
Cleveland Co, OK	221,453	67.0%	2.5%
Columbia, MO	128,555	52.9%	2.0%
Denton, TX	150,353	56.2%	3.3%
Fayetteville, AR	99,285	52.3%	2.5%
Lawrence, KS	95,794	55.9%	2.6%
Lexington, KY	320,347	54.9%	3.1%
Lincoln, NE	292,627	55.6%	2.2%
Norman, OK	129,627	50.5%	2.5%
		Source: US Bureau of Labor Statistics, 2022	

COMMUTING PATTERNS

- Very few Norman workers live and work inside the city (33% of workers).
- Figure 1.18 reinforces the perception that many Norman residents work in the larger region but it clearly illustrates that the city's employers are dependent on the region's workforce to fill jobs.
- The flatter terrain and grid system of Norman's urbanized area should make it a place for easy biking and walking but just under 5% of workers get to work in this manner.
 - 65% of the residents working outside the city means that many are dependent on a car to get to their jobs.



Numerous employees struggle to find housing that meets their needs in Norman, leading them to commute from surrounding communities.

Figure 1.19: Work Commute, 2021







0.6% 1.2% Took Public Bike Transportation to Work 3.6% 76% Walked Drove Alo to Work to Work

76%9.7%Drove AloneCarpooled

Source: Esri Community Analyst, 2021

PARKS & RECREATION AMENITIES

INTRODUCTION

Parks and recreational spaces are essential for a community's well-being, providing opportunities for exercise, relaxation, and social connection. Access to these spaces is crucial for both physical and mental health, contributing to a higher quality of life. This section offers a high level overview of the park system with a more detailed analysis in the Parks and Recreation Master Plan.

KEY TRENDS

GEOGRAPHIC DISTRIBUTION

The city has over 1,200 acres of parks and recreational areas, with a good balance of community and neighborhood parks. Maps 1.4 and 1.5 show the existing parks and trails system in Norman.

• The City allocates approximately 476 acres across 7 community parks and 285 acres in 56 neighborhood parks, along with other special use parks. • Overall, the city is above the National Recreation and Park Association (NRPA) standards for acres of park space per 1,000 residents.

LEVEL OF SERVICE

- Despite the city's diverse array of high-quality parks, and recreational facilities, certain areas within Norman present a need for expanded opportunities for exercise, relaxation, socialization, and a deeper connection with nature (see Map 1.4).
 - According to NRPA recommendations, residents are more likely to access a park via active transportation (walking, bicycling, scootering, etc.) within a quarter to a half-mile range.
 - Map 1.4 reveals a concentration of Norman's park system on the west side. While areas on the east side of the city do not have this same level of access, these areas have very low density development and rural character.



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ENVIRONMENTAL CHARACTER

INTRODUCTION

Norman's natural environment can be a tremendous asset for future growth, but only if development is sensitive to key environmental features such as floodplains, wetlands, hydric soils, and steep slopes. Preserving natural areas can increase property values of adjacent development, enhance and connect the park system, protect plant and animal habitats, and reduce flood risk by providing natural stormwater drainage. For Norman, environmentally-aware development is especially important since new development could occur upstream of the existing city and Lake Thunderbird.

NORMAN ENVIRONMENTAL FEATURES

Map 1.7 on the next page serves as a general guide, identifying areas that should be reasonably preserved and/or receive special consideration during development. Major Considerations, shown in red, should be preserved from development and include drainageway, 100-year floodplains, wetlands, and steep slopes. It is important to note that this map is a general guide. Site specific factors will dictate any future development activity.

- Floodway and floodplain on the eastern and western areas of the city. Development on the eastern and western portions of the city should be focused on areas outside of the floodplain and floodway.
- **Streams and floodplains.** Streams and floodplains dot the area surrounding Norman. Keeping development outside of the floodplain will help protect property along with allowing space for wetland ecosystems.
- Based on these constraints, much of the city is developable. However, this assessment does not take into consideration water, sewer, and other environmental limitations that may influence the feasibility of development projects. It is crucial to conduct an evaluation of Norman's infrastructure capacities in these areas.



ENVIRONMENTAL FRAMEWORK: DEVELOPMENT SUITABILITY

Development suitability considers areas that should be preserved and/or receive special consideration during development. It includes the FEMA 100-year & 500-year floodplain, floodways, wetlands, water quality protection zones (WQPZ), hydric soils, Aquatic Resource of Concern (ARC) area of the Canadian River, and steep slopes (\leq 15.0%). Areas with these characteristics are best left undeveloped and reserved for preservation, recreation, or agriculture.

MAJOR RISKS (RED)

Areas within the FEMA 100-year floodplain, floodways, wetlands, water quality protection zones (WQPZ) and steep slopes (\leq 15.0%) are best left reserved for preservation, greenways, recreation, or agriculture.

HIGHER RISKS (ORANGE)

Should consider localized low impact development - includes areas such as the FEMA 500-year floodplain and steep slopes (\leq 15.0%).

MINOR RISKS (YELLOW)

Can be developed, but developers should be particularly attuned to good stormwater management - includes areas with hydric soils, the Aquatic Resource of Concern (ARC) area of the Canadian River and Lake Thunderbird watershed.



Source: City of Norman; RDG Planning & Design

UTILITIES Water

INTRODUCTION

Norman's utility system is a comprehensive network designed to meet the city's various needs. This includes:

- Water supply resources, treatment facilities, and a storage and distribution system.
- Wastewater collection, treatment, and disposal methods, including non-potable reuse of reclaimed water.

This section offers a high level overview of key water systems in Norman. A more in depth analysis will be part of the Water Master Plan.

KEY TRENDS

WATER SUPPLY

Norman's water supply originates from three sources. In addition to the Lake Thunderbird and Garber-Wellington supplies mentioned below, Norman also purchases wholesale water from Oklahoma City at one million gallons per day (MGD).

- **Surface Water.** The Central Oklahoma Master Conservancy District (COMCD) manages, through a contract with the Bureau of Reclamation (BOR), the operation and maintenance of surface water supply equipment at Lake Thunderbird. The COMCD provides raw water to three municipalities, of which Norman is one. Norman's allocation of raw water supply from the COMCD is treated at the Vernon Campbell Water Treatment Plant (WTP) before entering the distribution system.
- Well Fields. The well field for Norman is spread throughout the eastern portion of the city and is managed by the Norman Utilities Authority. The well field includes 43 active groundwater wells in the Garber-Wellington Aquifer.
- Oklahoma City. Norman purchases one million gallons of treated water daily from Oklahoma City.

WATER TREATMENT

The Vernon Campbell WTP facility in Norman is located on East Robinson Street between 24th Avenue Northeast and 36th Avenue Northeast. This plant has been continually upgraded and expanded to ensure Safe Drinking Water standards are met. Currently, the capacity of this plant is 17 MGD, allowing for some blending of treated surface water with groundwater in the distribution system.

The existing WTP uses processes such as coagulation, lime softening, ozonation, and ultraviolet (UV) disinfection to meet Safe Drinking Water Standards. Additionally, a project is currently under design to construct a groundwater disinfection plant that will provide additional treatment for the wellfield supply.

WATER DISTRIBUTION

Norman's water distribution system serves approximately 85% of Norman's 128,000 residents (approximately 109,230 residents). Clean drinking water is distributed through an extensive network of waterlines spanning over 650 miles, with multiple elevated storage tanks to produce consistent water pressure throughout the system.



30% Ground-Water Wells (Garber-Wellington Aquifer)





UTILITIES Wastewater

INTRODUCTION

Norman's utility system is a comprehensive network designed to meet the city's various needs. This includes:

- Water supply resources, treatment facilities, and a storage and distribution system.
- Wastewater collection, treatment, and disposal methods, including non-potable reuse of reclaimed water.

This section offers a high level overview of key wastewater systems in Norman. A more in depth analysis will be part of the Wastewater Master Plan.

WASTEWATER COLLECTION

Norman's wastewater collection system comprises over 527 miles of sewer lines, collecting wastewater from residential, commercial, and industrial areas. These sewer lines, in addition to a series of lift stations, convey wastewater to the City's Water Reclamation Facility (WRF).

WASTEWATER TREATMENT

The Norman WRF is located south of Highway 9 on Jenkins Avenue and has undergone significant expansions and upgrades since its first year of service in 1942. It is currently permitted to treat up to 16 MGD. In 1991, Norman and the University of Oklahoma (OU) golf course entered a joint water reuse agreement where the City provides OU's golf course with reclaimed water for land application/irrigation.

WASTEWATER DISPOSAL

The Norman WRF currently treats and discharges most of its effluent to the South Canadian River. A small percentage is pumped to OU's golf course for irrigation. Additionally, biosolids generated in the treatment process are disposed of either at a landfill or through ODEQapproved agricultural land application.





PUBLIC WORKS

Stormwater

INTRODUCTION

The City Council adopted a Stormwater Master Plan (SWMP) for Norman in 2009. The SWMP provides an atlas of stormwater systems in the city, identified dozens of drainage related challenges and potential solutions, and outlined beneficial water quality protection objectives for the city. This plan remains extremely valuable and will be used as a basis for updating the stormwater goals for the AIM Norman Stormwater Master Plan.

KEY TRENDS

STORMWATER GEOGRAPHY

- Norman is located within two primary watersheds, the Lake Thunderbird Watershed and the Canadian River Watershed, as shown in Map 1.10.
- The Lake Thunderbird Watershed contains 79% of the land area of the city while 21% of the land area is in the Canadian River Watershed.
- Development (and especially historical development) is more highly concentrated in the Canadian River Watershed.
 - 54% of the buildings are in the Canadian River Watershed and 46% of identified buildings in Norman are in the Lake Thunderbird Watershed.

INITIATIVES SINCE 2009 PLAN

- Stream planning corridors were delineated for the 2009 SWMP to identify dedicated floodplain corridors (primarily in the Lake Thunderbird Watershed), as shown in Map 1.10.
 - A Water Quality Protection Zone (WQPZ) ordinance was created in 2011 to officially regulate the Stream Planning Corridors.
- In 2016, a Total Maximum Daily Load (TMDL) Compliance and Monitoring Plan was established for the Lake Thunderbird watershed.
- In 2017 and 2022, the City was reissued the Municipal Separate Storm Sewer Systems (MS4) General Permit outlining specific water quality goals for stormwater management for the entire city.
- In 2023, the Engineering Design Criteria Manual was updated with Section 7000 detailing the benefits of green infrastructure solutions. This section is intended to provide a guide for minimizing pollutants in stormwater and implementing stormwater control methods during design and construction of new development.



Source: City of Norman

PUBLIC WORKS

Transportation

INTRODUCTION

A product of the era in which Norman saw most of its city growth, the 1960s onward, the city's transportation system is chiefly focused around the car. However, changing trends and growth in recent years have pushed more focus to transit, sidewalks, and bike routes in the city. In 2014, the Norman Comprehensive Transportation Plan (CTP) was adopted. In 2023 a Complete Streets Policy was formally incorporated into the Engineering Design Criteria, meaning that all projects in Norman will be designed to accommodate all modes of transportation.

Given the recency of the 2014 plan, many of its provisions will be used as a basis for updating the transportation component of the AIM Norman Transportation Master Plan.

KEY TRENDS

Transit

The rapid growth of Norman and the entire Oklahoma City metro area precipites regional transportation investments and fosters greater regional connectivity. In recent years, the city's transit system transitioned from an operation by the University of Oklahoma to a city asset that is now operated on contract by Embark, an entity governed by the Central Oklahoma Transportation and Parking Authority. Additionally, the Regional Transportation Authority of Central Oklahoma composed of Norman, Oklahoma City, and Edmond are in the early planning stages for development of a future commuter rail that would connect Norman to Oklahoma City. All of these investments will foster greater regional connectivity and influences Norman's local transportation system.

Air Service

The Max Westheimer Airport is owned and operated by the University of Oklahoma. It is classified as a Regional Business Airport and, in addition to serving hundreds of students a year, serves general aviation aircraft, including business jets. It is also classified as a General Aviation Reliever Airport for Will Rogers Airport. The University recently submitted an airport master plan to the Federal Aviation Administration (FAA) for review/approval. Upon public release of this document it will be incorporated into the AIM Norman Transportation Master Plan.

2014 CTP Projects

Since completion of the 2014 study, the City has completed or launched 21 different projects. There are six projects remaining, summarized in Figure 1.20.

FIGURE 1.20: CTP PROJECTS, 2014

Project	Туре	
James Garner Avenue (Main Street to Tonhawa Street)	Realign 2 Lanes with on-street bike routes and sidewalks. 2035 E+C Fair to Good LOS, Medium Priority	
Rock Creek Road (Grand View Avenue to 36th Avenue W.)	Widen from 2 Lanes to 4 Lanes. 2035 E+C Good LOS, Lower Priority, Add Bike and Shoulder Lanes	
SH 9 (24th Avenue W to 12th Avenue E)	Widen from 4 Lanes to 6 Lanes	
Indian Hills Road (48th Ave- nue W. to I-35)	Widen from 2 Lanes to 4 Lanes, Plus On-Street Bike Route and Sidewalk	
Lindsey Street (Berry Road to Jenkins Avenue)	One through travel lane in each direction with auxiliary lane, 2035 Fair to Poor LOS, Constrained ROW, High Priority	
36th Avenue W (Indian Hills Road to Tecumseh Road)	Widen from 2 to 4 Lanes	

Source: City of Norman

ROAD SYSTEM

To align facilities and facility improvements with federal funding mechanisms, communities often adopt a functional classification system for the transportation network. Map 1.11 illustrates the hierarchy of streets based on their role within the community. These include:

- **Freeways/Interstates.** These are restricted access, free-flow streets, designed to carry high traffic volumes at high speeds with minimum friction. These facilities are often maintained by other entities such as Oklahoma Department of Transportation (ODOT).
- **Principal Arterials.** These streets serve regional needs and connect important activity centers.
- **Minor Arterials.** These connect with and complement the principal arterial system by linking activity centers and connecting various parts of the city together.
- Collector. The collector system links neighborhoods together and connects them to arterials and activity centers.
- **Local.** Local streets serve individual properties within residential or commercial areas. They provide direct, low-sped access for relatively short trips.

REGIONAL CONNECTIVITY

Expanding on this system is the proposed Access Oklahoma program of the Oklahoma Turnpike Authority. This program is proposing two connections to and through Norman. An east/west leg will likely following Indian Hills Road, while a north/south section is still being assessed.

SYSTEM MAINTENANCE

Norman's large geographic size has resulted in a comparatively low population density compared to nearby peers such as Edmond, Moore, and Midwest City. This means dollars dedicated to roadway maintenance must go further to cover the needs of the city. Additionally, the lower densities do not always align with the criteria for funding established by Association of Central Oklahoma Governments (ACOG). This means future improvement projects should be carefully considered to understand the long-term maintenance impacts.



Source: City of Norman; Oklahoma Department of Transportation (ODOT)

ACTIVE TRANSPORTATION

Norman currently has limited patchwork of transportation facilities for walking and bicycling. The Legacy Trail is a great example of a safe and attractive greenway. The region's planning agency, ACOG, developed the Encompass 2045 Plan, which indicates planned regional transportation investments. Numerous active transportation projects are indicated in the plan, including a side path along Highway 9 to Lake Thunderbird. Regardless, the current amount of greenways or side paths, bike lanes, and protected bike facilities are likely a barrier to more people walking or bicycling.

Norman has several park trails on the west side of the city and a strong regional trail leading to Lake Thunberbird State Park. Finding ways to provide on and off-street bicycle and trail connections between the trails, parks, downtown, University, and other major destinations can help expand access and opportunities for outdoor activity.





Source: City of Norman