



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 06/24/2025

REQUESTER: City of Norman

PRESENTER: Lisa Krieg, CDBG Grants Manager

ITEM TITLE: CONSIDERATION OF APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF RESOLUTION R-2425-102: A RESOLUTION OF THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA ADOPTING THE AIM NORMAN HOUSING STRATEGY PLAN.

BACKGROUND:

The City of Norman released a Request for Proposal (RFP-2223-29) in September of 2022, seeking proposals from qualified consultants for professional services to prepare the following documents for the City of Norman:

- Comprehensive Land Use Plan;
- Housing Strategy Plan;
- Comprehensive Transportation Plan Update;
- Stormwater Master Plan Update;
- Water Hydraulic Modeling Update;
- Wastewater Master Plan; and
- Sanitation Master Plan.

The citywide proposal was to develop an all-encompassing vision for the community that can be supported by all. To facilitate this objective, the City of Norman sought to update its Comprehensive Transportation Plan, Stormwater Master Plan, Water Hydraulic Modeling, and develop Wastewater and Sanitation Master Plans to ensure improvements to the City's infrastructure align with the vision and policies of the new Comprehensive Plan.

As set forth in the RFP, Public Engagement was designed to address three key tasks:

Task 1 – Norman Today – Where are we now?

This process was designed to consist of a review of background documents, economic and development trends, hazard mitigation and environmental constraints, land use inventory and urban design, transportation, public facilities and infrastructure, and housing and neighborhoods.

Task 2 – Norman Tomorrow – Where do we want to go?

This process was designed to review the vision and future land use opportunities, or constraints and develop goals and principles based on community engagement and understanding where we are today.

Task 3 – Norman Tomorrow – How do we get there?

This process was designed to develop Plan Elements for the various included master plans, utilizing the overarching goals and principles to define the program and design of the city and outlining the specific plan elements and systems that guide the City's future, thus creating a cohesive strategy across the city and departments, and for all of the included individual masterplans.

Through the RFP process, a team consisting of seven City Staff members and two citizen members selected RDG Planning & Design, Inc. Contract K-2324-46 with RDG was approved by City Council on July 25, 2023. The final scope included all of the proposed individual master plans except that it was determined that the City did not require a Sanitation Master Plan update at this time. Thereafter, and on September 26, 2023, K-2324-46 was amended to include services for the creation of a Parks Recreation and Trails Master Plan, again bringing the total number of included master plans to seven.

An Ad Hoc Steering Committee to work with the City and its consultants in creating the "Area and Infrastructure Master Plan" ("AIM Norman") was originally appointed by Resolution R-2324-52 on August 22, 2023, and its membership and procedures finalized by Amendment 1 to R-2324-52 on November 14, 2023. The Steering Committee, and its appointed individual Sub-Committees for Housing, Stormwater, Water/Wastewater, Transportation, and Parks, have worked tirelessly to offer input and guidance on the creation of the seven AIM Norman master plans now submitted for the Planning Commission's review and consideration.

DISCUSSION:

The City of Norman selected the RDG Planning and Design (headquartered in Omaha, Nebraska) (RDG) team to develop all of the Master Plans or Master Plan updates. Charlie Cowell, with RDG, led the presentation to the Housing Sub-Committee for this portion of the work. An AIM Steering Committee was established by the Mayor and City Council to guide the planning process. Mr. Richard McKown was chair of the sub-committee formed to specifically guide the development of the Housing Plan.

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.

The AIM Norman Steering Committee has been instrumental in guiding the city's growth. By looking at key factors like population trends, economic development, and community needs, the committee helped create planning scenarios that will shape the city's future. Their work, combined with input from the community, ensures Norman evolves in a way that supports residents today while preparing for future growth. This thoughtful planning is crucial to meeting

the need for about 23,226 new homes to accommodate a projected population of 185,759 by 2045.

The five goals developed by the Housing Committee are as follows:

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

Strategies Summary:

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

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

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 for all people.

Strategies Summary:

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

Goal 4: Enhance and promote infill opportunities in existing neighborhoods.

Strategies Summary:

- 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.

Strategies Summary:

- 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.

The AIM Housing Strategy Plan lays out the strategies, which the City of Norman will further develop within the subsequent Affordable Housing Action Plan. The Action Plan will develop actual steps to be codified that will create pathways for increasing not only the overall housing supply, but increasing the supply of attainable, affordable housing in Norman. The timing of the Action Plan will be scheduled to reflect the changes adopted with the overhaul of the Zoning Ordinance.

RECOMMENDATION:

All of the plan updates, including the Housing Strategy Plan were approved for presentation to the Planning Commission and the Norman City Council by the AIM Steering Committee. This unanimous vote was part of the March 12 Steering Committee Meeting.

Staff recommends the approval R-2425-102, the Housing Strategy Plan, to the Norman City Council.

PLANNING COMMISSION RESULTS: At their meeting of May 8, 2025, the Planning Commission recommended approval of Resolution R-2425-102 by a vote of 8-0.