

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.

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

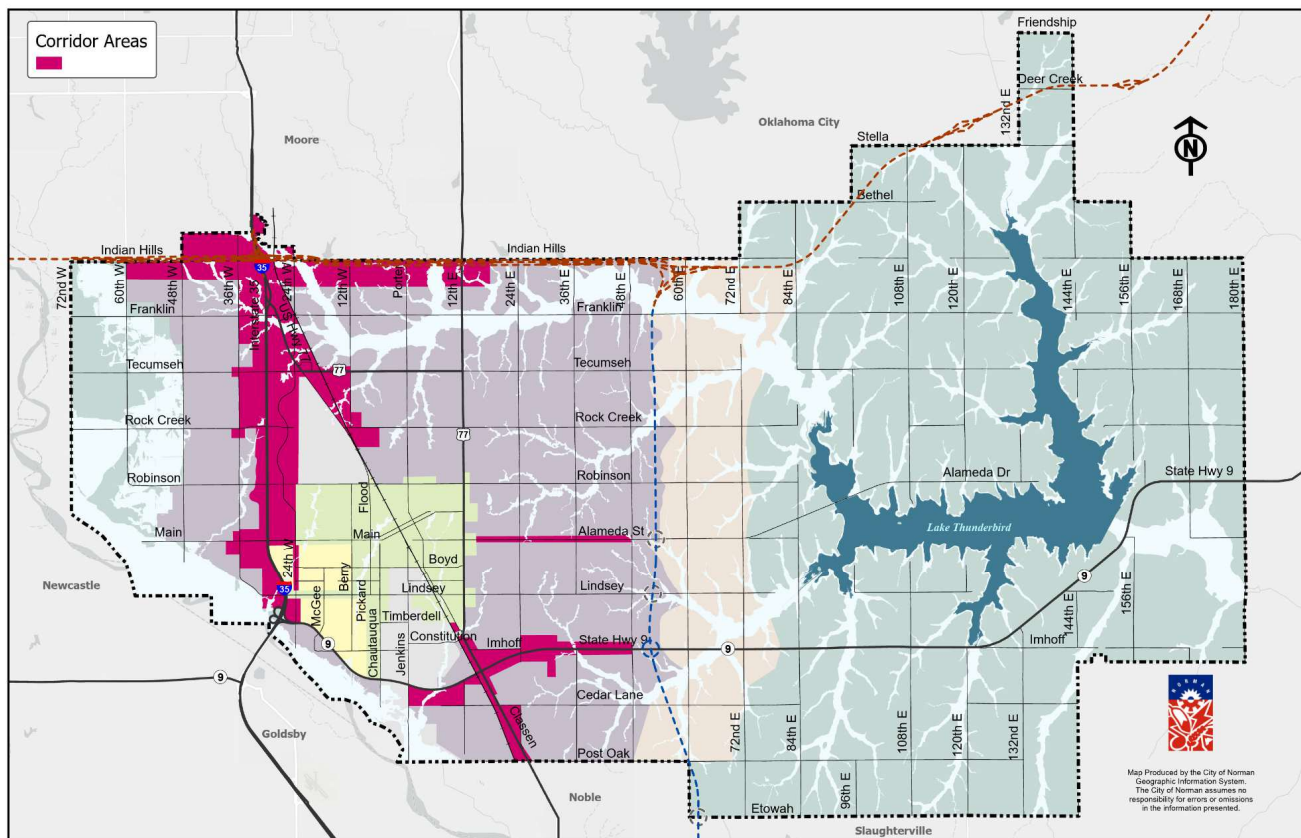
- Access to public transit systems.
- New and redevelopment opportunities.
- Convenient connections to nearby neighborhoods.

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.
- 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.*
- *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.

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,*

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 ($\geq 10,000$ 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	O-1	CO	C-1							
PUD	SPUD	MUD	RM-4	C-2										
A-1	A-2	RE	R-1	R-1-A	RM-4	TC	CR	C-3	I-1	I-2	M-1			

Small-Lot Single Units in Oklahoma City, OK



Neighborhood Commercial



LAND USE CATEGORY

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.

BUILDING TYPES

- 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.
- 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

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

- 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

RM-2	RM-6	R-3	RO	O-1	CO	C-1	C-2	C-3	MUD		
PUD	SPUD										
A-1	A-2	RE	R-1	R-1-A	R-2	RM-4	TC	CR	I-1	I-2	M-1

Mixed-Use; Prairie Queen, Papillion, NE



Commercial; Wheeler District, Oklahoma City, OK



LAND USE CATEGORY

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.

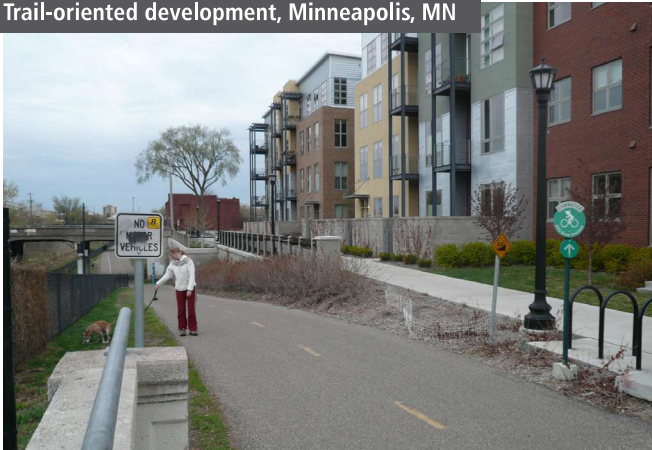
LOCATIONAL CRITERIA

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

Trail-oriented development, Minneapolis, MN



Mixed density development near T stop, Boston, MA

