

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.

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

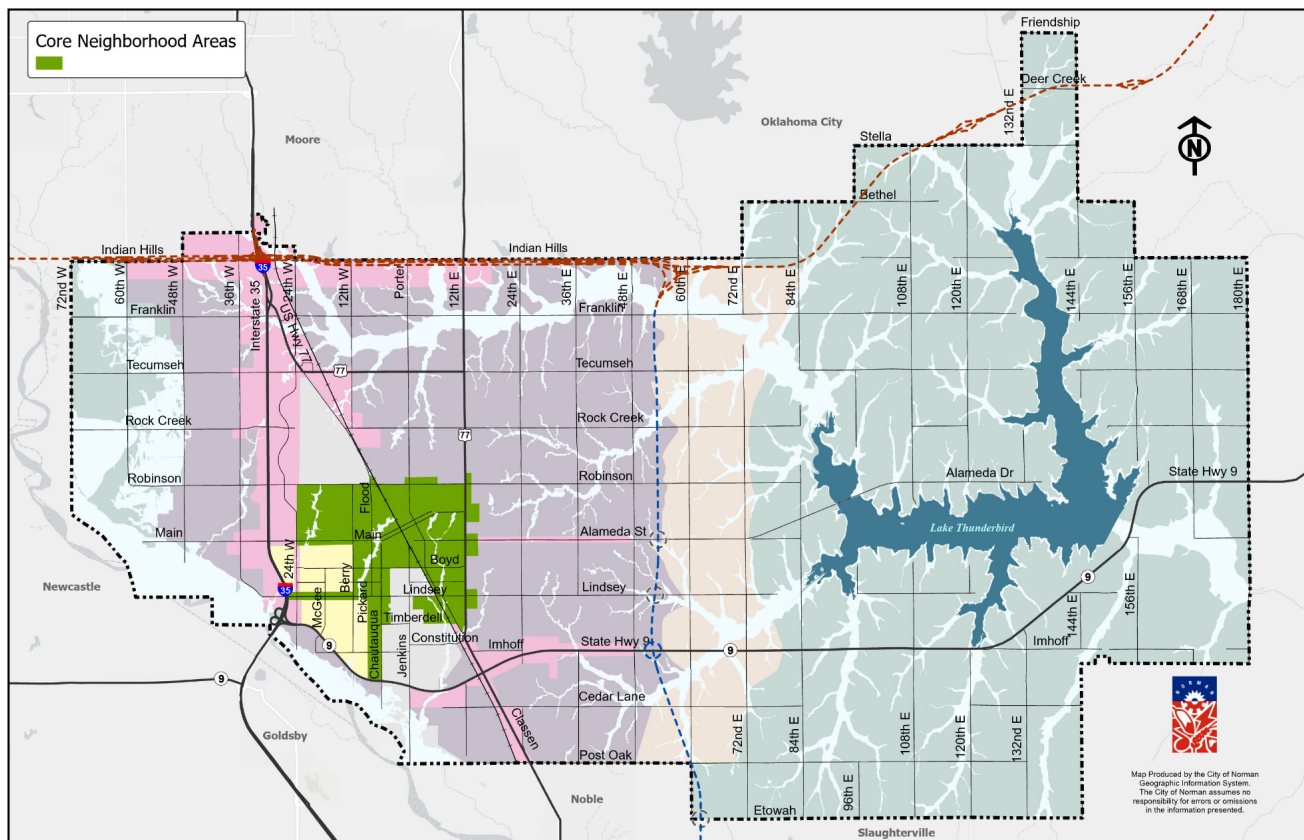
- Balance reinvestment and affordability for housing by promoting rehabilitation and renovation, while allowing for density increases, where appropriate.
 - *ADUs continue to be an appropriate housing typology in this Character Area.*
- Cultivate an accessible, pedestrian-centric environment that's enjoyable for live, work, and play including transitions from other, more auto-centric, 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.
- 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.
- 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 pedestrian-friendly 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.*

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.

LAND USE CATEGORY

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 rights-of-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										
A-1	A-2	RE	R-1	R-1-A	R-2	RM-4	TC	CR	I-1	I-2	M-1

Mixed-Use



Mixed-Use in West Village, Oklahoma City, OK

