

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

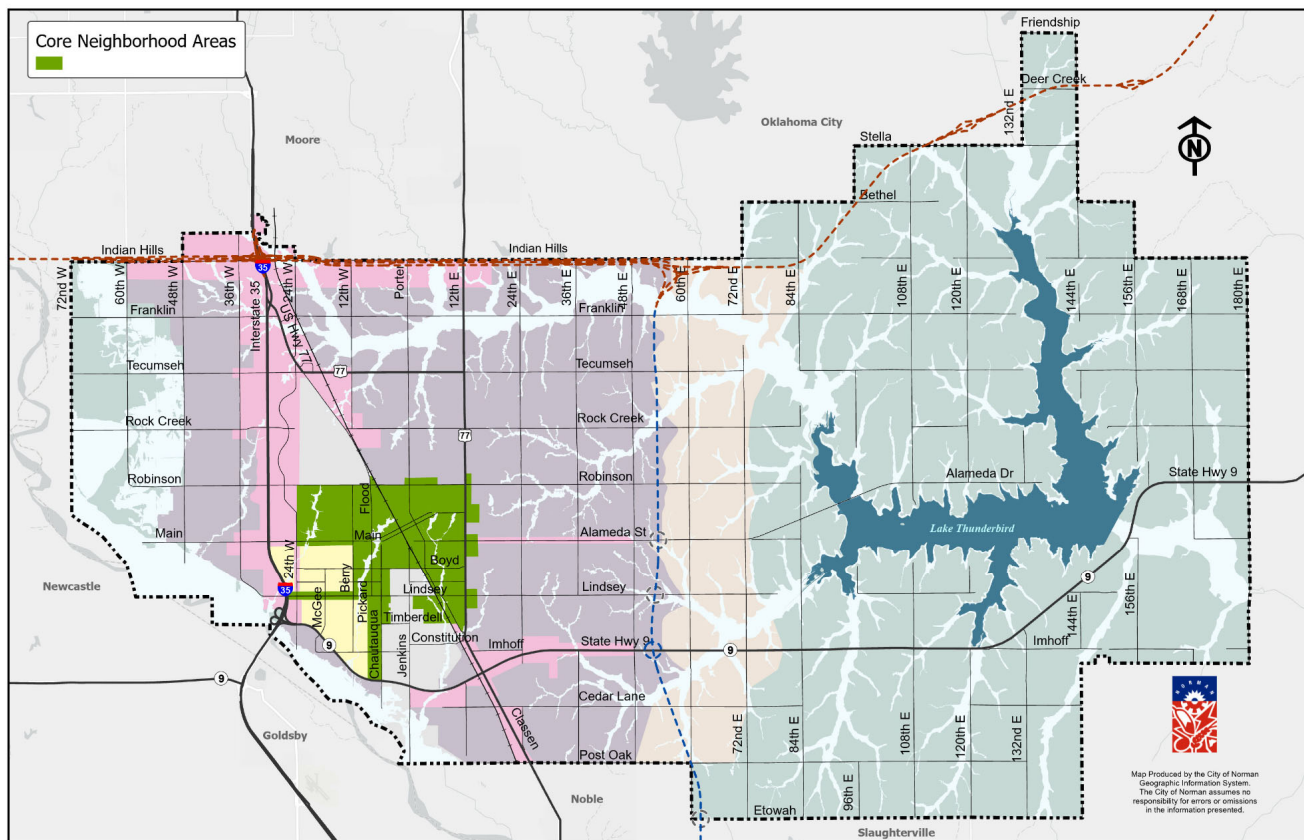
- Balance reinvestment and affordability for housing by promoting rehabilitation and renovation, while allowing for density increases, where appropriate.
 - *ADUs continue to be an appropriate housing typology in this Character Area.*
- Cultivate an accessible, pedestrian-centric environment that's enjoyable 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

Land Use Category Descriptions

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

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 five 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 adopted Development Codes.

**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
ZONING 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

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.

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.

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



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

Central Norman Neighborhoods



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.