



The Main Campus

**Concepts for a New
Neighborhood for
Norman**

Importance to Norman

- **Unifying east-west bridge**
- **Efficient % of projected growth**
- **Urban neighborhood density**
- **New housing types in demand**
- **Core Norman reinforcement**
- **Reduced pressure on historic neighborhoods**
- **Meets other community goals**



Context



Guiding Principles

- **An Iconic Destination**
- **East-West Bridge**
- **5-8% of 20-25 Year Housing Demand**
- **Neighborhood Experience**
- **Responsiveness to Preferences and Needs**
- **Connections to Surroundings**
- **Link to Community Greenway**
- **Respect for History**
- **Manage Stormwater**
- **Complement Downtown and 12th Ave NE**
- **Home for the Arts**

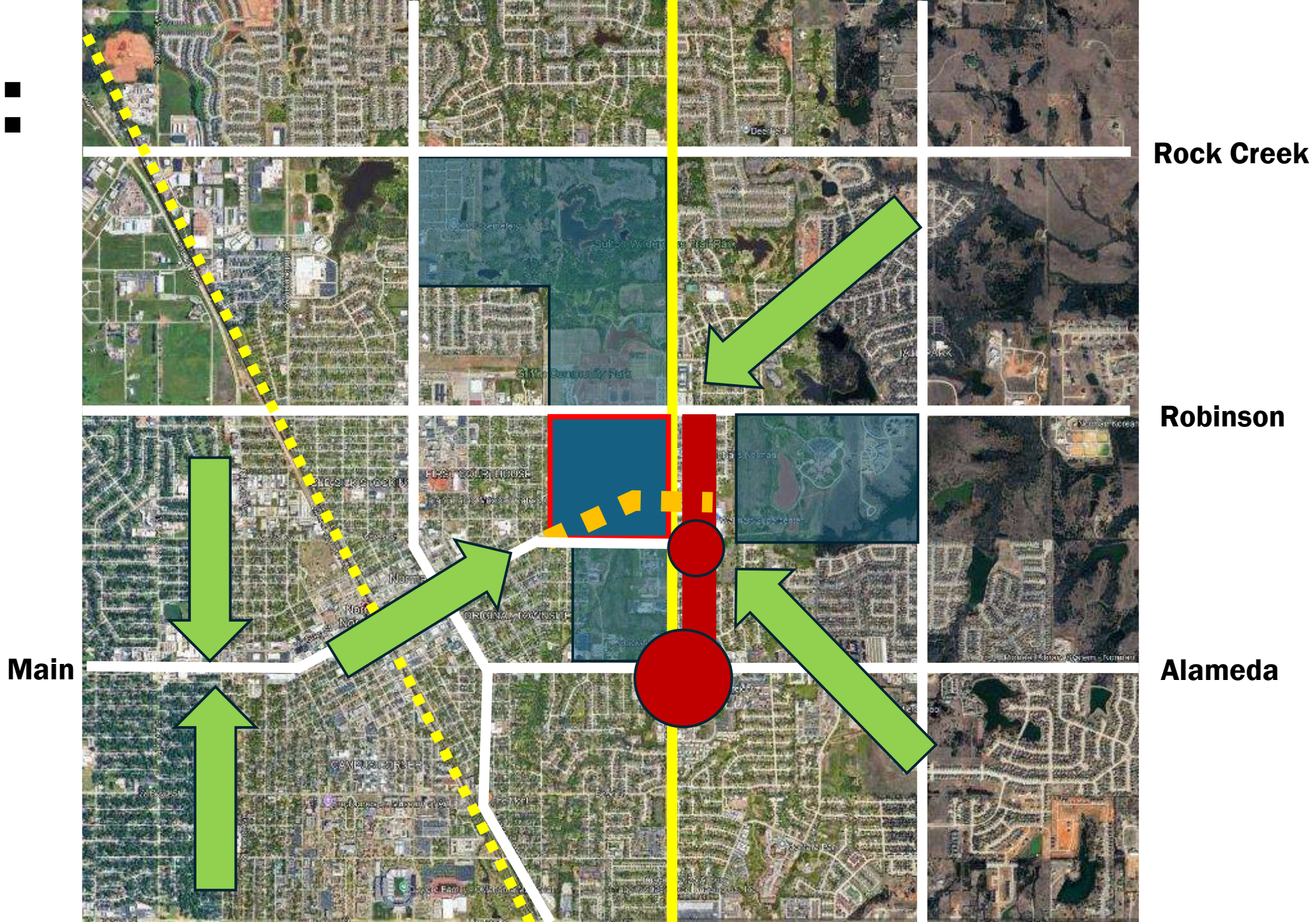


Focus:

- East-West Bridge

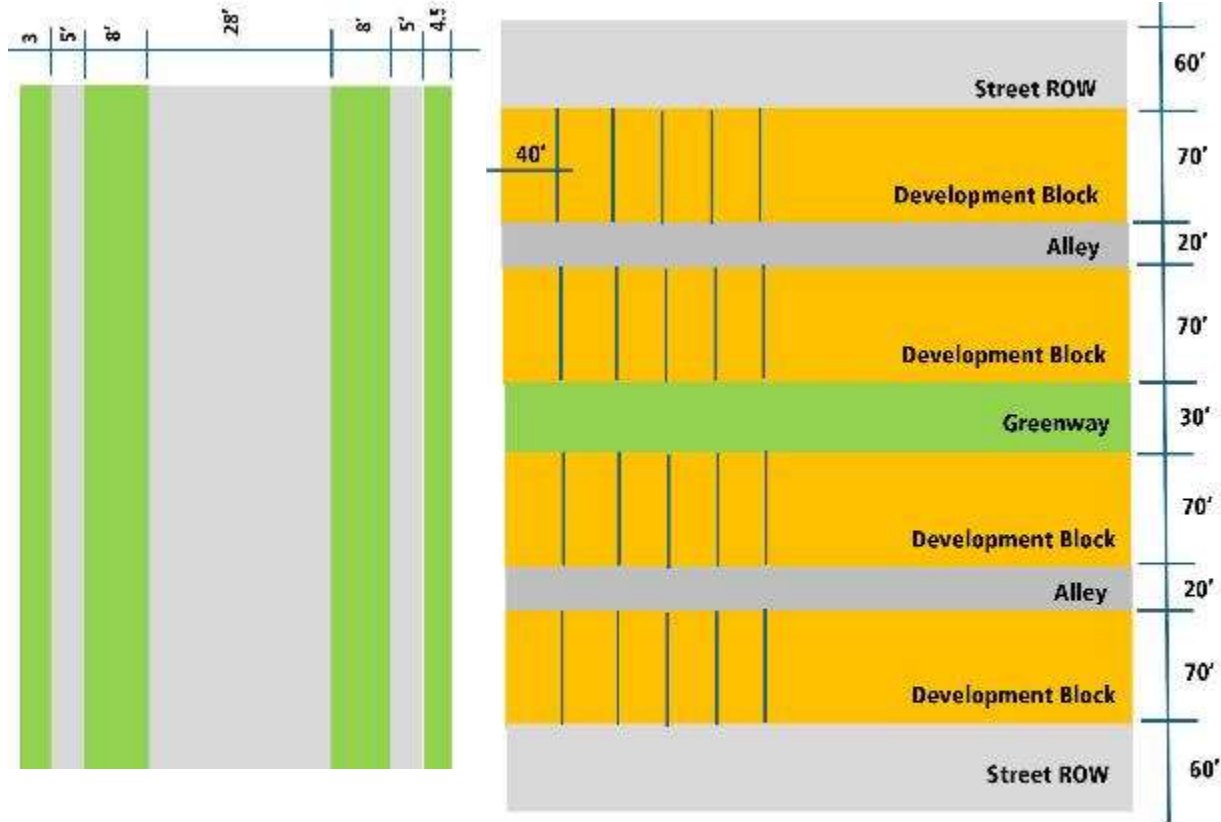
“East is East and West is West/ and at the Main Campus the twain shall meet”

With apologies to Rudyard Kipling



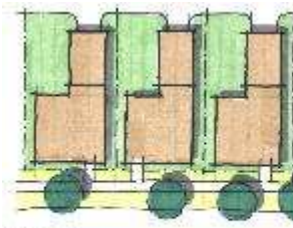
Guiding Principles:

The Residential Building Block

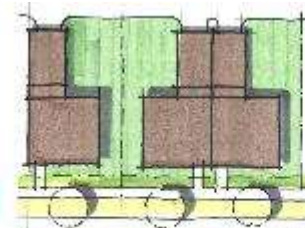


Building Block: Block Module

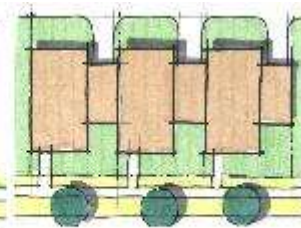
The street to street block module fits four rows of building lots with a 350 foot space. Outer rows have direct street exposure, while inner rows face toward greenways. All units have alley loaded garages.



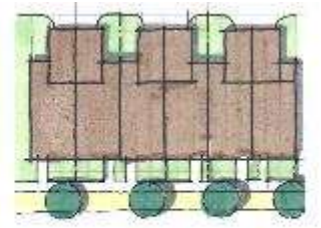
Small Lot Single-Family
Provides single-car attached garage and substantial backyard for an urban setting.



Single-Family Attached
Common wall units with outdoor space comparable to single-family.



Single-Family Semi-Attached
Units are separated by garages, provides driveway length sufficient for a second car.



Townhome/Rowhome
Attached units typically in a four-unit building. Provides higher density, typically 50% higher than other configurations.



Concepts

1

Greenbelt



Type	Units
Small site single-family	280
Walk-ups	462
Town Doughtnut	600
Mixed-use upper level	60
Historic	48
Total	1,285

2

Main Promenade



Type	Units
Small site single-family	280
Walk-ups	567
Town Doughtnut	740
Mixed-use upper level	48
Historic	48
Total	1,672

3

Promenade Refined



Type	Units
Small site single-family	242
Walk-ups	848
Town Doughtnut	600
Mixed-use upper level	85
Historic	65
Total	1,840

4

Art Campus



Type	Units
Small site single-family	312
Walk-ups	628
Town Doughtnut	600
Mixed-use upper level	74
Historic	46
Total	1,660

5

Walk-Up Market



Type	Units
Small site single-family	175
Walk-ups	1,050
Town Doughtnut	0
Mixed-use upper level	95
Historic	30
Total	1,350

Features



Residential Building Block



Chapel Center for the Arts



Greenbelt



Multi-Family "Doughnuts"



Production Studio



Pedestrian Overpass



Main Promenade: Canal



Main Promenade: Mall



Mixed Use "Steps"



"Sunks" Neighborhood Park



Town Square



Adaptive Reuse



Walk-Up Residential



History Center



Enterprise Flex Campus



Live/work/sell street



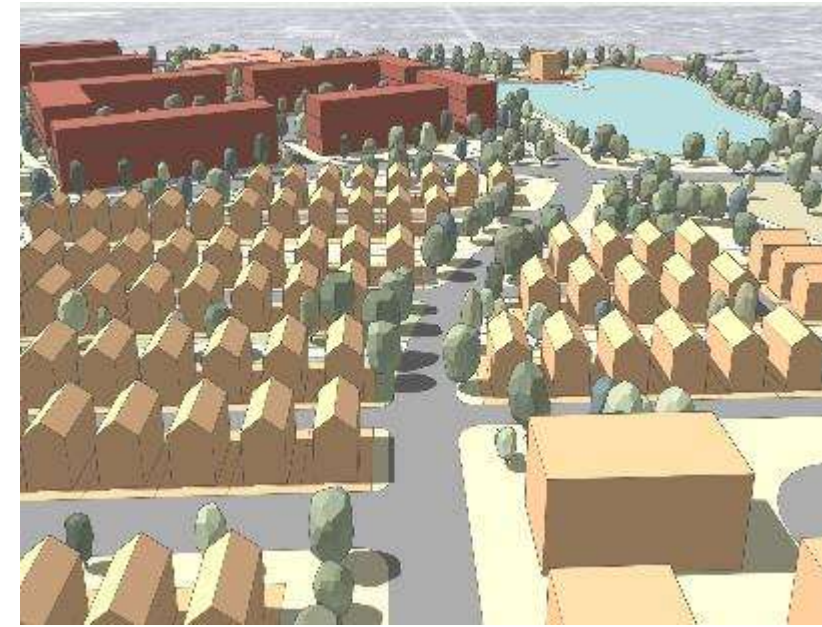
Curved grid



Convertible street level

Close-Up

Concept 3



Close-Up

Concept 5



Implementation Steps

Step 1: State and City Partnership

Step 2: Solidify Local Support

Step 3: Site Conveyance

Step 4: Development Entity

- Local nonprofit development corporation
- Private master developer

Step 5: Master Plan

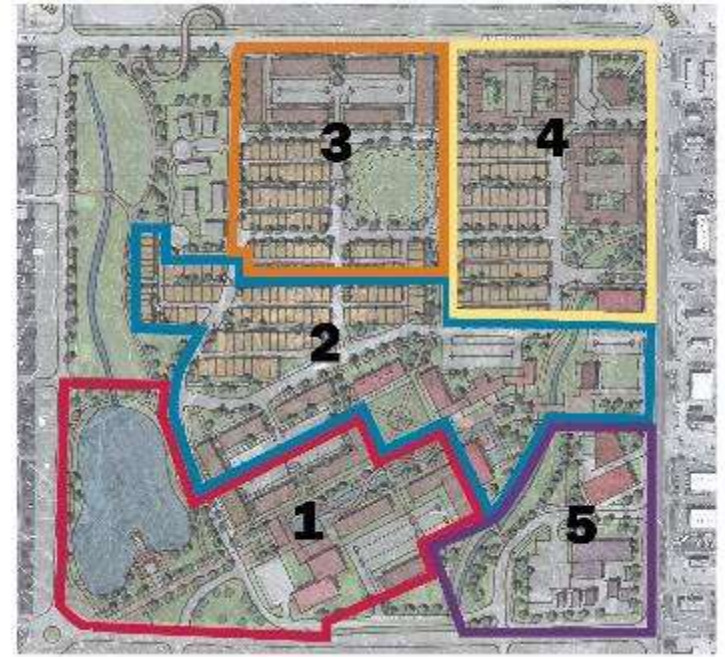
Step 6: Financing

Step 7: Agreements/Entitlements/Subdivision

Phasing Strategy

- Build on an amenity as a catalyst
- Initial location near strength (Downtown)
- Strongest market first.
- Critical mass.
- Phase into ownership stages

Concept 3
Phasing
Idea



Concept 5
Phasing
Idea

