

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

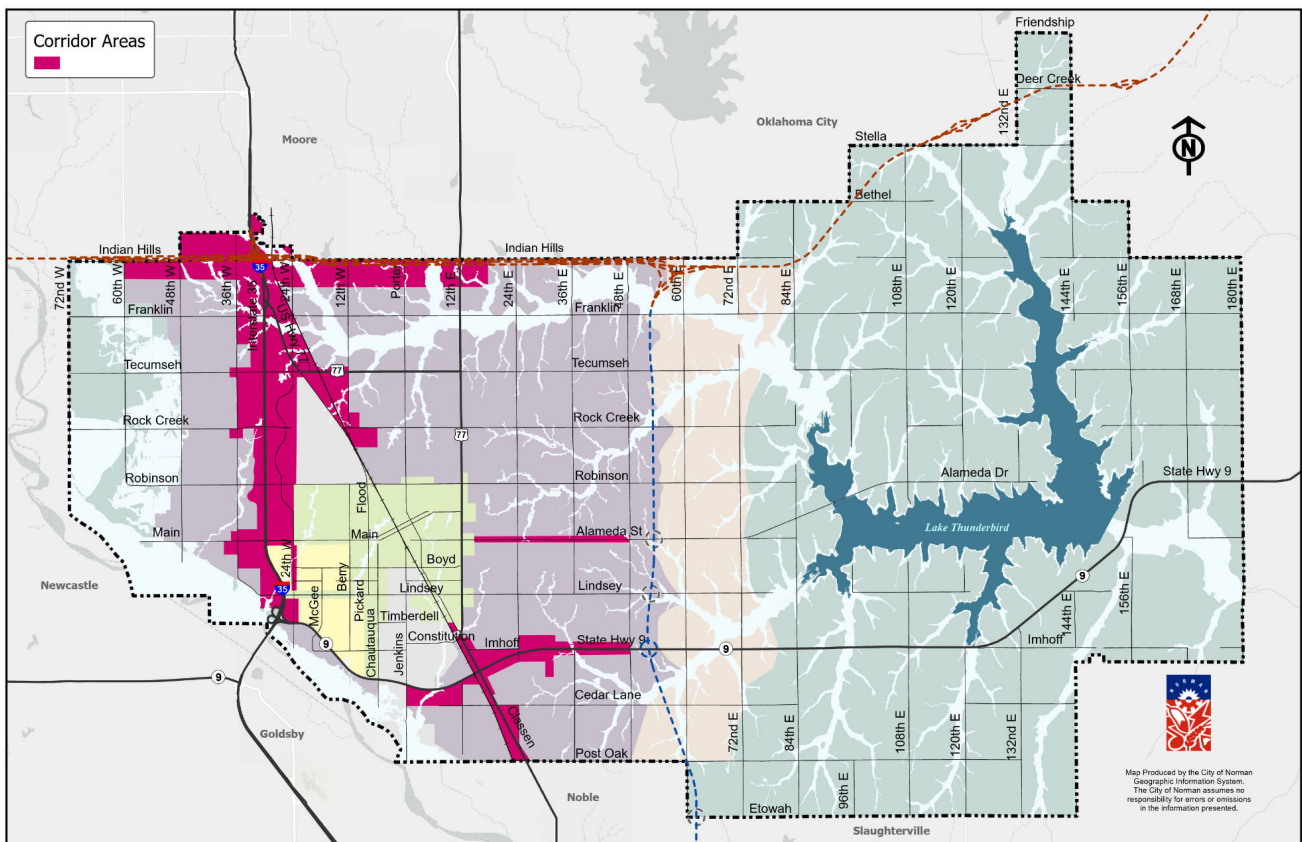
- Access to public transit systems.
- New and redevelopment opportunities.
- Convenient connections to nearby neighborhoods.

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

Job Center (JC)

DESCRIPTION & CONTEXT

Emphasis on concentration of high-quality jobs. Vital to the long-term health of the city, these activities have special considerations to aid in maximizing their benefits to the community, including accommodations for freight traffic, above average utility usage (water, electric, natural gas), and temporary outdoor storage for materials awaiting transport. Most activities within this land use occur inside a building or under a purpose-built cover. These locations are conducive to larger scale manufacturing, warehousing, and research/technology campuses.

Residential uses are typically not appropriate. Multi-unit residential uses can be mixed into corporate campuses or employee provided housing arrangements. Adjacent residential uses may be appropriate.

BUILDING TYPES

Appropriate and common structures are mid-rise offices, large warehouse-type structures, and other buildings that support the primary function, for example a gate house.

SITE DESIGN

- Relatively simple site layouts are appropriate.
- Primarily providing employee parking, although parking lots may seem small compared to the building.
- Attention should be paid to appropriate landscaping designed to screen or buffer sites.
- Building design, articulation, and landscaping should contribute to the attractiveness of sites from the major roadways.
- Industrial uses with high external effects like noise and odor must mitigate anticipated adverse impacts on adjacent land uses. Adjacent residential uses are not appropriate in this context.
- Includes access to sidewalks, trails, and side paths from entrances to streets with transit services and/or potential transit service.

TRANSPORTATION NETWORK, CIRCULATION & ACCESS

Clear and simple access to the highway network is important to activities - both for movement of goods and for employees, many of whom live in neighboring cities or counties. As the area intensifies, an evaluation for extending/expanding transit service would be appropriate. Convenient access and/or integration with trail connections.

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

Plazas/gathering areas designed for employees to relax and socialize are appropriate. Publicly owned parks are unlikely.

