

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

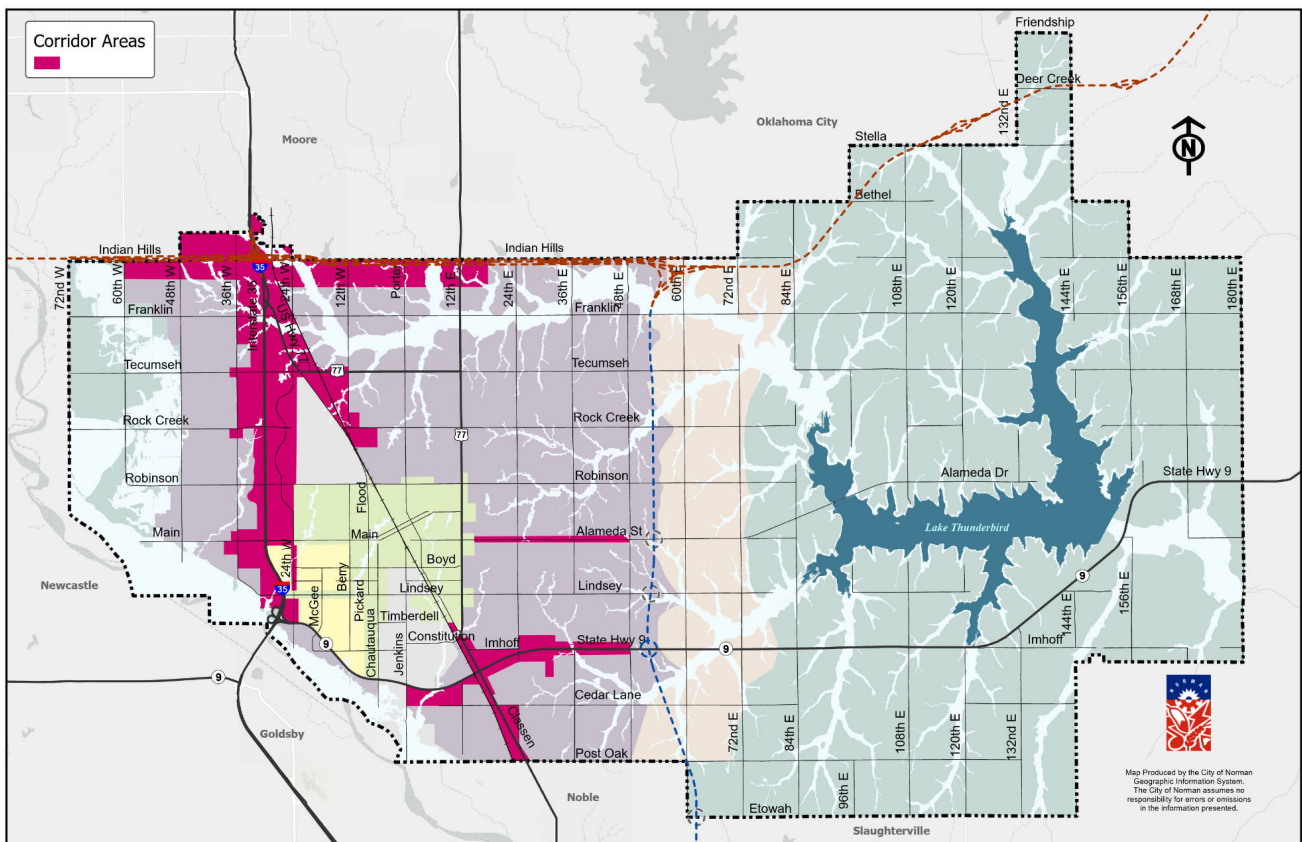
- Access to public transit systems.
- New and redevelopment opportunities.
- Convenient connections to nearby neighborhoods.

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,*

RURAL AREAS

CHARACTERISTICS & INTENT

The area of Norman east of the 2045 Reserve is dominated by Lake Thunderbird, publicly owned land, and large agricultural/grazing land tracts. There are also historic farmsteads and pockets of large-lot residential subdivisions with pastoral views and a high degree of building separation. Commercial activity is primarily located at arterial intersections. Most of the area follows vestige section line streets, with smaller, private roadways serving residential uses. High intensity development is not present in this area. Recreational amenities offered by Lake Thunderbird are the largest economic attraction of the area.

Future growth and development in Norman should continue to remain to the west of the 2045 Reserve area and therefore, land use patterns in this Character Area are likely to remain unchanged in the next twenty years.

GOALS

- Protect agricultural uses and maintain Rural Character.
- Anticipate and plan for impacts of potential turnpike and interchanges on development.

OPPORTUNITIES

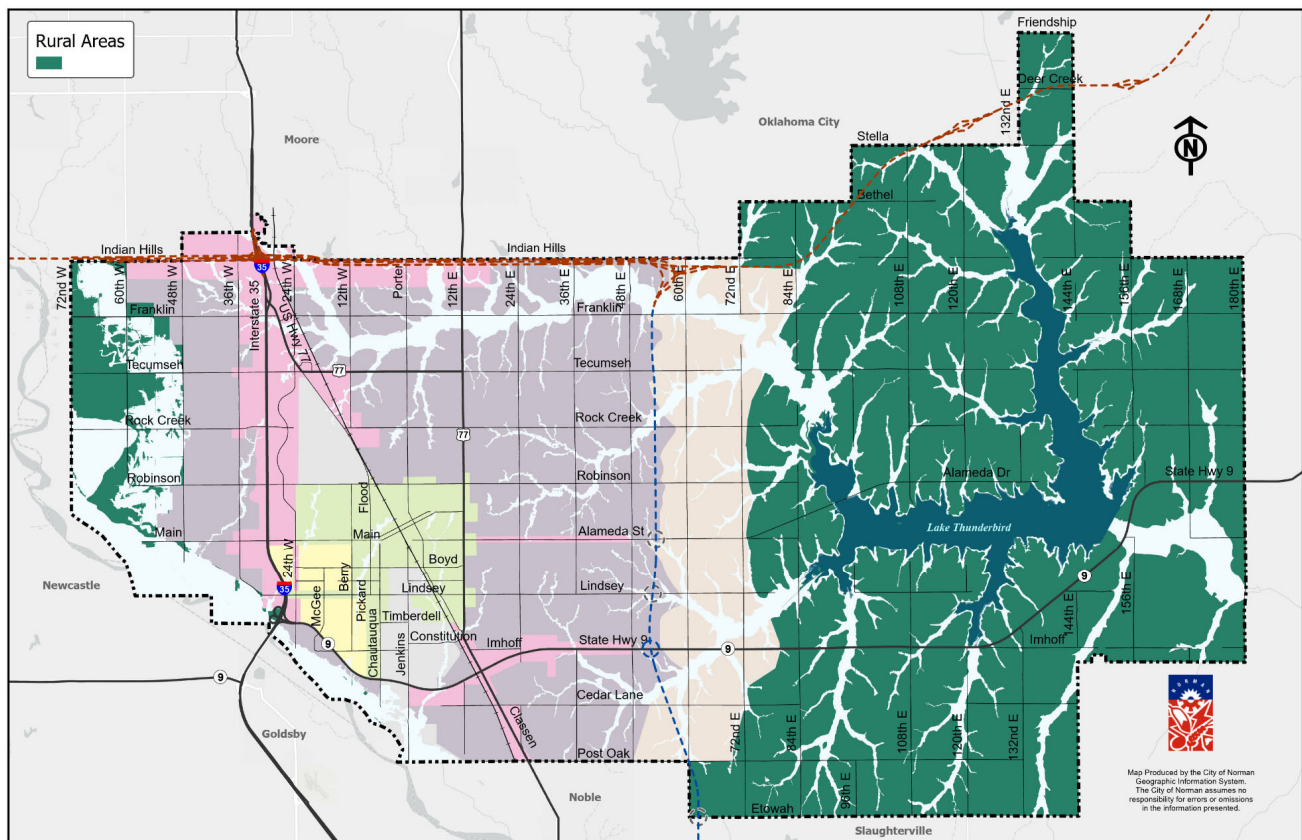
- Large, unplatted lots offer agricultural uses.
- Natural and wild areas for wildlife habitat protection.

CHALLENGES

- Limited access to infrastructure connections.
- Heavy influence on the Lake Thunderbird watershed.

POLICIES

- Continue Water Quality Protection Zone (WQPZ) policies and regulations.
 - *Expand any of these areas within the City's most recently adopted Stormwater Master Plan.*
- New development should not be permitted within the floodplain, except for appropriate recreational and conservatory uses.
- New development should not exceed the intensity of existing development patterns on abutting properties.
- Development, including recreation amenities and services related to the Lake, may be allowed:
 - *A stormwater management plan that includes Best Management Practices is established and realistically implemented.*
 - *Drainageways are preserved with easements and proper buffering.*
 - *When possible, safe, convenient connections to the trail system are included.*



ACTION ITEMS

- Monitor future corridor planning of a north-south turnpike segment for potential changes in land use policy.
 - *Develop detailed land use policies for areas around proposed interchanges and along the turnpike that include: proper buffering for lower intensity uses and rural landscape and protection and expansion of wetlands and wildlife habitat.*
- Update regulations to protect and/or preserve wetlands when developing east towards the 2045 Reserve.

PROTECTED & SENSITIVE AREAS

CHARACTERISTICS & INTENT

The Protected and Sensitive Areas encompass the FEMA designated floodways and floodplain, and the Stream Planning Corridors. Primarily undeveloped natural lands and environmentally sensitive areas not suitable for development, e.g., scenic views, steep slopes, floodplains, wetlands, watersheds, wildlife management areas and other environmentally sensitive areas.

GOALS

- For the health and safety of residents, development within these areas should be avoided, exclusive of low-impact recreational and conservatory uses.

OPPORTUNITIES

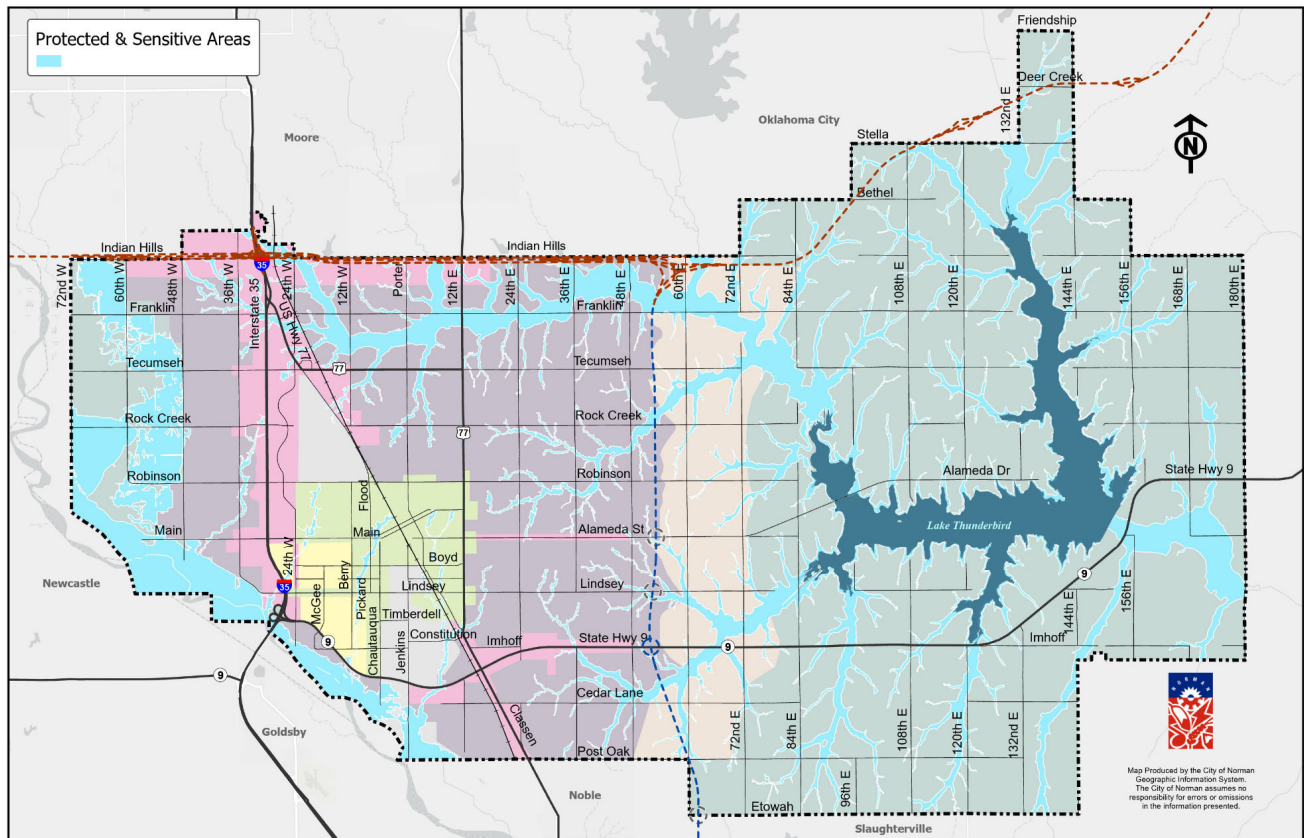
- Space for conservation and low-impact uses like parks.

CHALLENGES

- Lucrative property locations can distract from the need to protect these areas for the health, safety, and welfare of the public.

POLICIES

- Development within the floodway is not appropriate.
- Development within the floodplain is suitable only for recreational and conservatory uses that do not require placing fill or insurable structures.
- Development in and adjacent to these areas should include trails and safe, convenient access to the trail system.
- Areas within the Protected and Sensitive Character Area will automatically adjust with the update of any floodway, floodplain or WQPZ boundary.



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

Open Space (OP)

DESCRIPTION & CONTEXT

Contains valuable environmental features that should not be developed or would make good recreational spaces. Areas intended for parks can be developed with recreational features, while open space areas are more appropriate for wildlife habitat preservation with only passive recreation uses. Consists of relatively large areas appropriate for natural lands, floodplains, large parks (>30 acres), platted common areas larger than 2-3 acres that provide multiple benefits (stormwater management, recreation, tree preservation, interconnected wildlife habitats, etc.) to nearby areas, and major trail system components. Development is limited to park and trail uses due to overlap with 100-year floodplain.

BUILDING TYPES

- Small single-story structures designed to support the primary function as a recreation or natural amenity.

SITE DESIGN

Based around natural areas where wetlands, floodplains, native vegetation, wildlife habitats, and any other sensitive areas should be preserved. Minimal site disturbance.

- Development on the periphery should not remove healthy trees or other beneficial landscaping to help retain natural filtering and protection from pollutants.

TRANSPORTATION NETWORK, CIRCULATION & ACCESS

Streets, transit, sidewalks, and trails all have a role to play in maximizing access to these community resources. Within the OP Land Use itself, small access streets, trails, and walking paths provide both access and recreation functions.

UTILITY ACCESS

Some structures may require water and sewer service. Electricity for lighting and basic building functionality (lights, security, cleaning equipment, etc.) may be appropriate in some open spaces.

PUBLIC SPACE TYPES

All types and sizes of parks, trails, playgrounds, native ecosystem areas, pavilions, and passive and active recreation spaces are accommodated and appropriate.

LOCATIONAL CRITERIA

- Includes existing and potential future parks.
- Nearly all floodplain areas and space unfit for development to protect water quality.
- Open Space is compatible adjacent to all land uses.

ZONING DISTRICTS

Properties within the FEMA 100-Year Floodplain and Floodways or the Stream Planning Corridors may qualify for this designation.

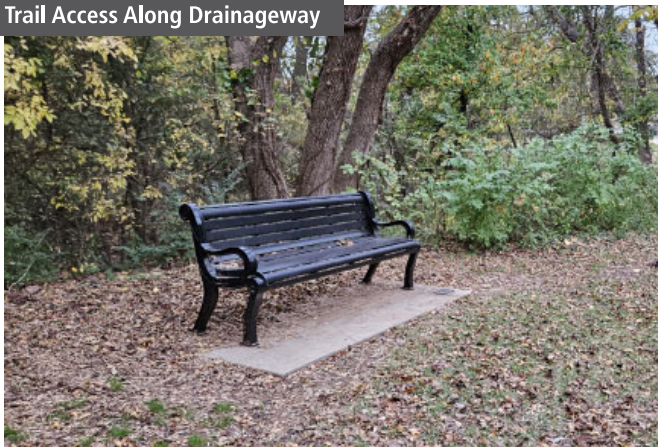
- If a property is removed from the regulatory floodplain, it is eligible for a Land Use change to higher intensity designations.

PUD	SPUD	A-1	A-2	RE	R1	R-1-A	R-2	RM-2	RM-4	RM-6	R-3	RO	O-1	CO
C-1	C-2	TC	CR	C-3	I-1	I-2	M-1	MUD						

Park



Trail Access Along Drainageway



LAND USE CATEGORY

Agricultural Residential (AR)

DESCRIPTION & CONTEXT

Areas of Norman, far east and west of the City Core that are primarily agricultural uses or large-lot residential living. These areas are unlikely to develop during the life of this plan due to the lack of access to urban services and location within, or adjacency to, sensitive areas.

Future residential developments should have a minimum lot size of 10 acres.

- Lots down to 2 acres may be allowed as part of a Planned Unit Development (or other appropriate regulatory process) where 65% of the area is reserved as open space for preservation and conservation or undeveloped.

Commercial uses are inappropriate exclusive of:

- Support services related to Lake Thunderbird and agritourism.
- Small-scale services, where necessary to support the surrounding community.
- Small businesses using accessory structures associated with a residence.

BUILDING TYPES

- Houses, barns, silos, stables, and other structures associated with working farms/ranches.
- Accessory dwelling units are appropriate, but generally the area is a restrictive land use emphasizing single-unit housing, open space, natural vegetation, wildlife habitat, and agricultural activity.

SITE DESIGN

- Drainageways should be properly buffered and easements secured for access and maintenance.

TRANSPORTATION NETWORK, CIRCULATION & ACCESS

Personal/private vehicles are the only mode accommodated, with provisions for large slow-moving farm equipment. Most of this area is accessed directly from 2-lane arterial streets. Almost no street hierarchy exists. No pedestrian, transit, or on-street bike infrastructure is required. Provide regional trail connections, where feasible.

UTILITY ACCESS

No public water or sewer service provided. Electrical service provided to support very low intensity development.

PUBLIC SPACE TYPES

Located within or connected to occasional trail system components. May connect to larger, regional trail system if/when established.

LOCATIONAL CRITERIA

- Areas within city limits, but unlikely to see urban services during the life of the plan.
- Locations within the Rural Character Area.
- Commercial services primarily be located off State Highway 9 or near access points to Lake Thunderbird.
- Agricultural Residential is most compatible adjacent to: UL, RR, UR, and OP.
- Agricultural Residential is least compatible adjacent to: UM, UH, ULC, MC, IMC, CBD, LLC, C, JC, and TOD.

ZONING DISTRICTS

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

Agricultural Lane

