

## 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.

# SUBURBAN NEIGHBORHOOD AREAS

## CHARACTERISTICS & INTENT

Suburban Neighborhood Areas are where suburban residential subdivision development has or is likely to occur (due to availability of water and sewer service). This area is characterized by low pedestrian orientation, existing but limited public transit access, high to moderate degree of building and use separation, predominantly residential with scattered civic buildings and varied street patterns, often curvilinear.

In the future, the neighborhoods with good trail access and connections to surrounding services will likely continue to be highly attractive neighborhoods. Future development should elevate connectivity and traditional neighborhood design (TND).

## GOALS

- Encourage areas with new development to have greater housing variety and a higher overall density.
- Provide for medium- to high-intensity residential development near the Core and major streets, transitioning to lower density, single-unit uses further from arterial streets.
- Foster retrofitting of these areas to promote moderate to high density where appropriate, and expand options for multi-modal transportation.
- Promote balanced commercial and business/industry

uses with appropriate mixed-use development and locally serving commercial establishments.

## OPPORTUNITIES

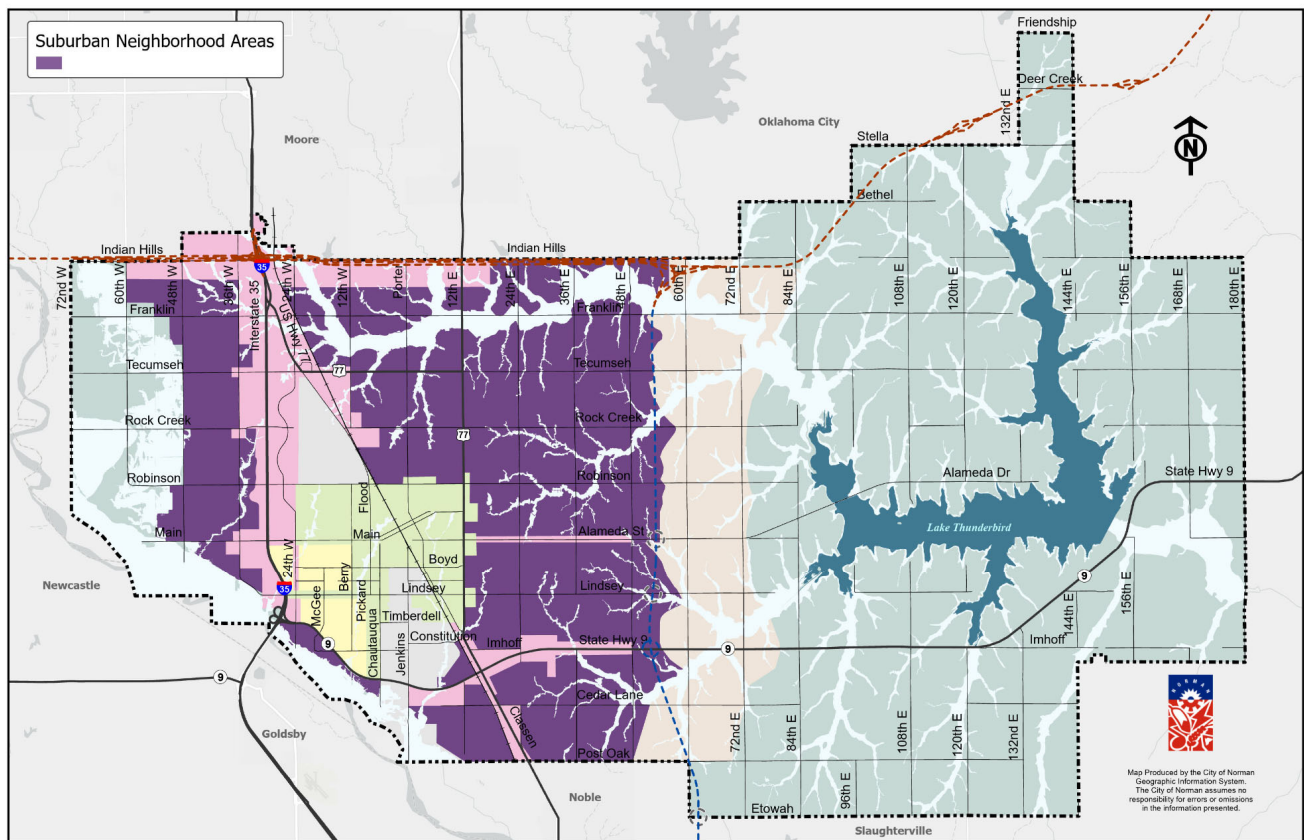
- Naturally occurring affordable housing options near Core, Classic, and Corridor Character Areas.
- Trail network connection possibilities.
- Greenfield development opportunities for efficient, compact subdivision design.

## CHALLENGES

- Lack of a seamless multi-modal transportation network including safe, convenient, active and public transportation options results in an over-reliance on personal vehicles.

## POLICIES

- Infrastructure extensions should occur incrementally, and new developments must connect to City water and sewer, which may require extension of lines.
- Protect drainageways in accordance with WQPZ ordinance within new development and expand their use for public trail access.
  - *Treat water quality volume from runoff for volume recommended in stormwater master plan and in accordance with EDC Section 7000.*
  - *The open spaces created around drainageways should be connected when feasible to create wildlife corridors.*
- Reduce the impact of higher intensity uses to



adjacent lower intensity uses with screening and landscaping. Native landscaping is encouraged.

- *Prioritize preservation of existing mature street trees.*
- Promote a mix of housing types, including accessory dwelling units, and new, well-designed similarly scaled multi-unit residences to increase neighborhood density and income diversity.
  - *Priority for higher density, mixed-income, and affordable housing opportunities should be assigned to locations with multi-modal transportation access and capacity.*
  - *Based on associated Land Use, housing typologies of all intensity levels are appropriate within the Suburban Character area.*
- Encourage:
  - *More mixing of uses, including neighborhood services, job centers, and residential uses of similar intensities.*
  - *Retrofitting existing commercial and retail strip development in areas that are likely to undergo renovation or potential demolition in the life of this plan.*
  - *Civic, cultural uses, entertainment establishments that will promote community interaction and public open space.*
- As streets move further from the center of the Core Neighborhood Character Area and parcel sizes and development patterns work against pedestrian circulation, focus should shift to vehicular safety, corridor appearance and traffic speeds while still providing basic access and safety for pedestrians and bicyclists. Transportation accommodations should:
  - *Ensure interconnectivity between developments for local and collector streets.*
  - *Provide access to trails with all new development, when feasible to integrate trail plans outlined in the Transportation and Park Master Plans into developments.*
  - *Connect streets between land uses and include complete street approaches for undeveloped sites.*
  - *Use the most recent Transportation Master Plan to fill pedestrian system gaps along streets, to trails, and within developments.*
  - *Encourage network of multi-modal transportation options to neighborhood centers and local mixed-use developments.*
- *Use building and site design as transitions between commercial centers and adjacent residential areas, as opposed to distance.*
- *Promote pedestrian access between buildings.*
- *New, transformative housing developments must have multiple access points onto the road network to ensure adequate external connections to the larger neighborhood community.*
- *Create incentives for establishing natural, undeveloped spaces for ecological conservation and interconnectedness of these areas across multiple developments (i.e. wildlife habitat corridors).*
- *Protect and/or preserve wetlands when developing east towards the 2045 Reserve.*

## **ACTION ITEMS**

- Continue to work with developers on dedication of park land for neighborhood parks.
- Based on the most recent Transportation Plan, expand access to public transit.
- Update regulations to:

# LAND USE CATEGORY

## Interchange Mixed-Use (IMX)

### DESCRIPTION & CONTEXT

Characterized by major community and regional commercial developments that are large in scale and have high traffic impact. Efficient, walkable pattern of development with variety in commercial arrangements. Moderate building spacing and separation of uses. Allowances for commercial activities that draw from a regional level; neighborhood services are less common.

- Interchange Mixed-Use areas should be predominately non-residential with minimal residential uses at compatible densities.
- Gross densities in any single development should be greater than 18 units per acre.

### BUILDING TYPES

**Existing:** Primarily medium to large single-story “boxes.” Outparcel buildings, single-story, are common. Minimal high density residential uses.

**New Development:**

- Taller buildings (3+ stories), especially close to the Interstate itself, are appropriate.
- All building sizes can be accommodated.
- Buildings should be custom designed to be sensitive to the context of their site and the surrounding development and/or open space.
- High density housing types are present. These uses can be mixed in with commercial, but should be clearly incidental to the commercial use and are not appropriate on the ground floor of a mixed-use building.
- Single-use, medium density residential structures may be appropriate with extensive review along edges transitioning to residential areas.

### SITE DESIGN

- Sites in this land use should be carefully planned to be attractive, especially from both Interstate-35 and potential turnpike corridors.
  - *Building design, articulation, and landscaping should contribute to the attractiveness of sites from the major roadways.*
    - » *Parking areas should be oriented away from sight lines from both Interstate-35 and potential Turnpike corridors.*
- Site layout should make it comfortable to walk throughout the area and experience the unique place.
- Adjacent buildings and uses should be clearly integrated with thoughtful design such as cross-access, shared parking, driveway closures, and connected pathways.
  - *Special attention to pedestrian circulation from tenant to tenant is important.*
- Accommodates a wide variety of activities that support commercial uses. Components such as well-designed outdoor seating, landscaping, bike and pedestrian improvements, site lighting improvements, diversified tenant mix, and other placemaking opportunities must be incorporated into proposed developments.

**TRANSPORTATION NETWORK, CIRCULATION & ACCESS**

Existing surface parking lots at these locations often present an opportunity to modify the circulation pattern, improve access, and add other benefits. New and redeveloped parking should be a secondary component, unless provided as public street parking, located in the rear, in alleys, screened from view of the right of way, and/or in large shared parking facilities or decks. A highly connected multi-modal network is required to support current and future needs of these important areas. Improving access for pedestrians and bicyclists will be a priority, including modernizing multi-modal infrastructure. Public transit accommodations should be integrated, if not already established.

**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, café seating, and other outdoor spaces of significance should be present. Traditional public parks are not appropriate. Private parks within housing developments are permissible. Pedestrian amenities and connections to regional trails are commonly integrated.

**LOCATIONAL CRITERIA**

- Contained within a quarter-mile of the interchanges or along Freeway, Highway, and/or potential Turnpike corridors.
- Interchange Mixed-Use is most compatible adjacent to: UH, ULC, MX, LCC, C, JC, and TOD.
- Interchange 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**

0-1	CO	C-1	MUD														
PUD	SPUD	C-2	PL														
A-1	A-2	RE	R-1	R-1-A	R-2	RM-2	RM-4	RM-6	R-3	RO	TC	CR	C-3	I-1	I-2	M-1	