



AIM NORMAN

AREA & INFRASTRUCTURE MASTER PLAN

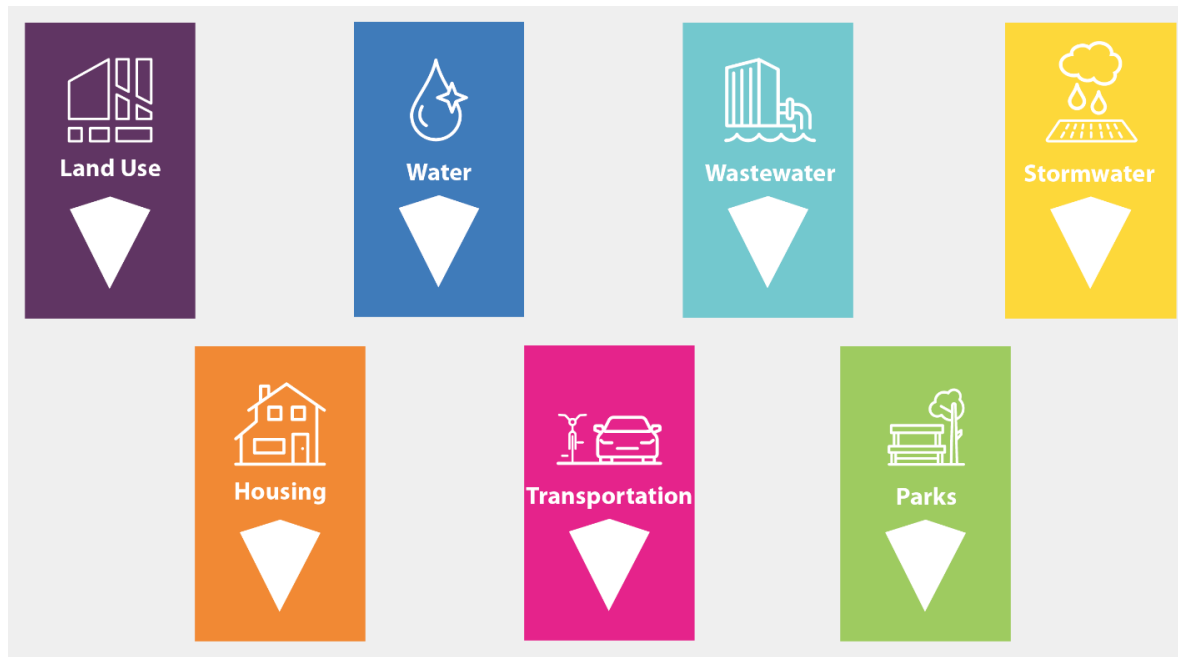
PARKS, RECREATION & CULTURE MASTER PLAN

THE CITY OF NORMAN'S AREA INFRASTRUCTURE MASTER PLAN



The City of Norman is embarking on an ambitious endeavor, the AIM Norman Area & Infrastructure Master Plan. This citywide initiative will help shape the course of the community over the next two decades. AIM Norman represents a crucial roadmap that will provide essential guidance to our city leaders and decision makers as we plan for the future.

The AIM Norman Area & Infrastructure Master Plan will be comprised of seven distinct elements:



THE CITY OF NORMAN'S AREA INFRASTRUCTURE MASTER PLAN



Purpose- AIM Norman serves as an essential compass for the City's leaders and decision makers. It's designed to capitalize on the community's strengths and identify fresh opportunities, all aimed at enhancing the overall quality of life in Norman.

Scope- AIM Norman covers a wide spectrum of city planning aspects, including land use, transportation, stormwater management, water infrastructure, wastewater, parks and affordable housing.

Community Vision- AIM Norman aspires to create a collective vision for the city's future. This vision is all-encompassing and inclusive, supported by every facet of the community, aligning with the values and aspirations of Norman's residents.

Infrastructure Synergy- To ensure that the infrastructure developments align seamlessly with the Comprehensive Plan's goals, we're updating related plans. This includes the Comprehensive Transportation Plan, Stormwater Master Plan, Water Master Plan, and the development of Wastewater Master Plans.

Affordable Housing Commitment- Recognizing the pivotal role of affordable housing, AIM Norman incorporates a comprehensive housing market analysis. It also outlines a strategic plan for addressing the community's affordable housing needs.

Community Engagement- Involvement is the cornerstone of AIM Norman. We actively seek input to ensure the plan mirrors the needs, desires, and collective decisions of the entire community. Active participation makes this plan representative and inclusive.

THE CITY OF NORMAN'S AREA INFRASTRUCTURE MASTER PLAN



Appointed Steering Committee

- Alex Lanphere
- Amanda Nairn
- Mitch Biesemeyer
- Derek Rosendahl
- Evan Nixon
- Inger Giuffrida
- Jayke Flaggert
- Jim Adair
- Terry Vanwinkle
- Lee Hall
- Patrick Schrank
- Dan Bergey
- Richard McKown
- Shavonne Evans
- Charles Kuster
- Robert Castleberry

Partners

- Brian Holderread
- Rod Cleveland
- Chloe Shi Odom
- Scott Martin
- Chuck Thompson
- Andy Sherrer
- Nick Migliorino
- Julie Knutson
- Joyce Burch
- Lucien Bridges
- John Johnson
- Lawrence McKinney
- Richie Splitt
- Dan Schemm
- David Nimmo

MEET THE TEAM



“We’re better together.”

- **Chair:** Lee Hall
- Jennifer Baker
- Dennis Brigham
- Marcus Madlock
- Mark Nanny
- Amanda Prince
- Sara Sancak
- Sherrel Sheriff
- Roberta Pailes (Alternate)

Micro-Committees:

1. Trails
2. Recreation
3. Park Development & Impact Fees
4. Arts/Cultural Amenities/Historic Buildings

Consultants:



WHAT WE'VE BEEN UP TO

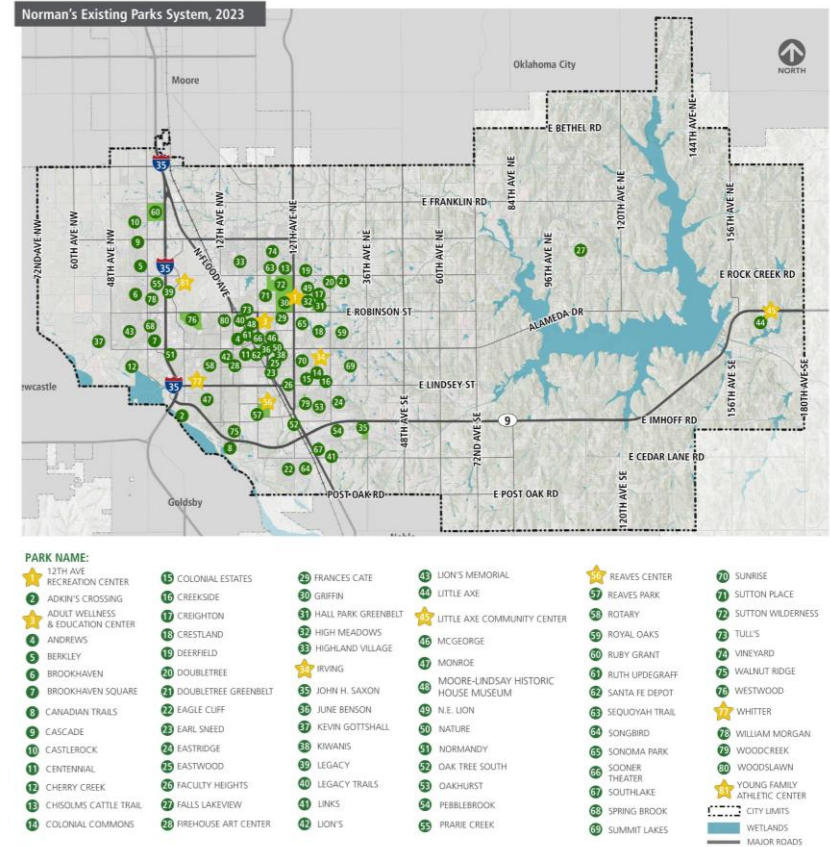
- Inventory and Analysis
- Facility Tours
- Regular Meetings with Staff
- Public Engagement
- Subcommittee Meetings
- Recreation Program Analysis
- Facility Analysis
- Marketing and Branding
- Goal Setting
- Finding synergies with other planning efforts
- Developing a long-term plan



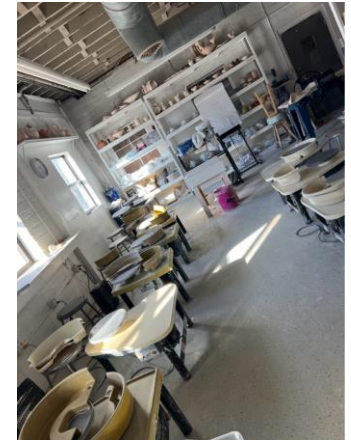
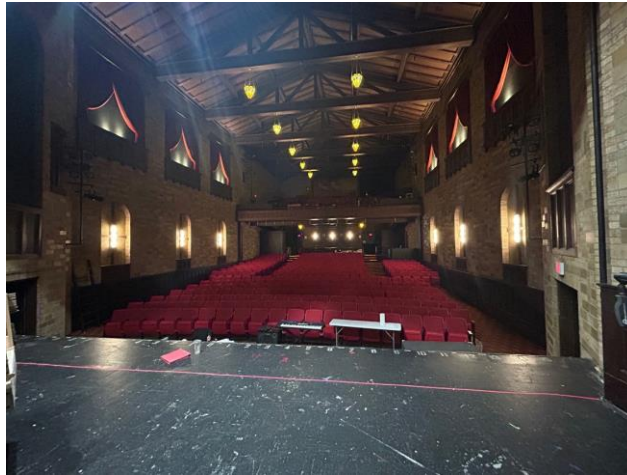
INVENTORY & ANALYSIS



- Introductions
- Benchmarking Continued
- Summary of Inventory Analysis
- Public Engagement Update
- Introduction to Recreation and Program
- Goal Setting
- Next Steps



VISITING CULTURAL & HISTORIC BUILDINGS



VISITING REC CENTERS



PUBLIC ENGAGEMENT



Park-Specific Questions, Total Responses: 386

MONTHLY POLL - PARKS



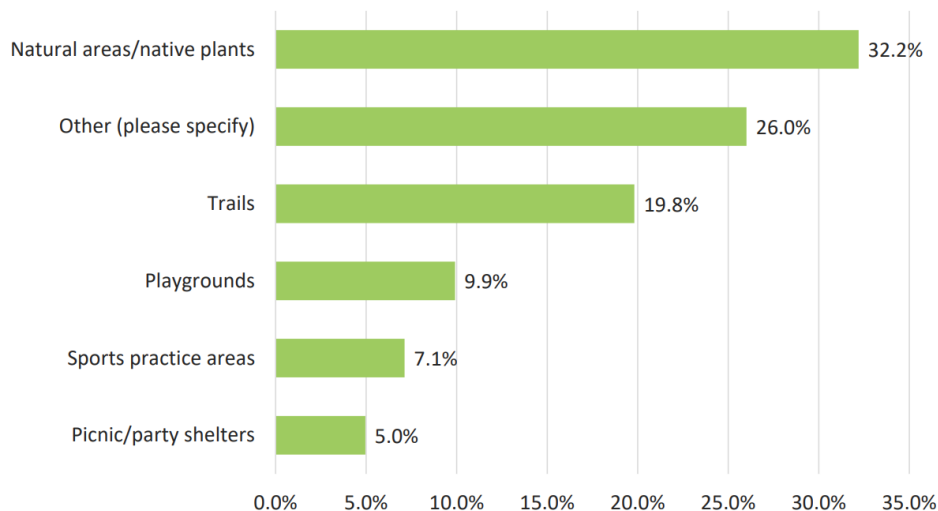
**MONTHLY
POLL**

MARCH

323 Responses



What would you like to see more of in your closest neighborhood park?



Park-Specific Questions, Total Responses: 386

MONTHLY POLL - PARKS



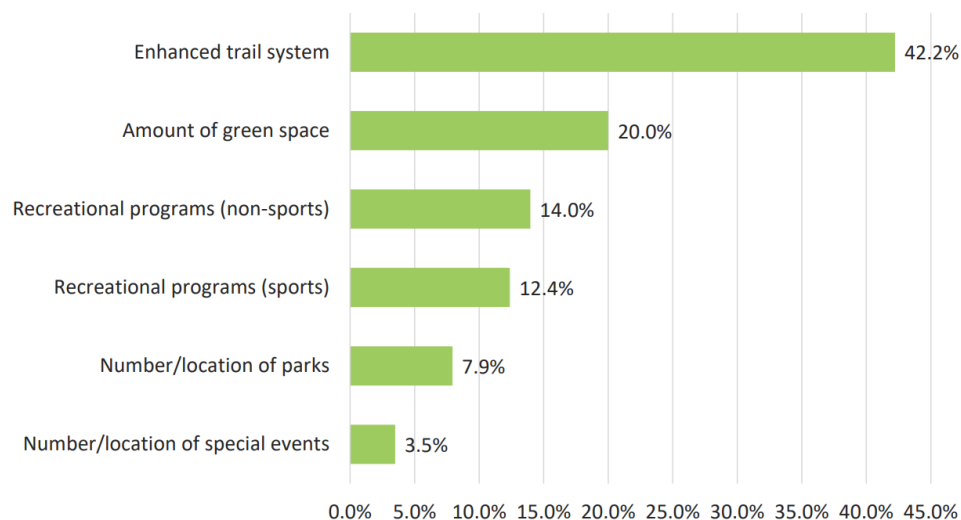
**MONTHLY
POLL**

MARCH

323 Responses



In what areas does Norman need to increase our facility and program offerings?

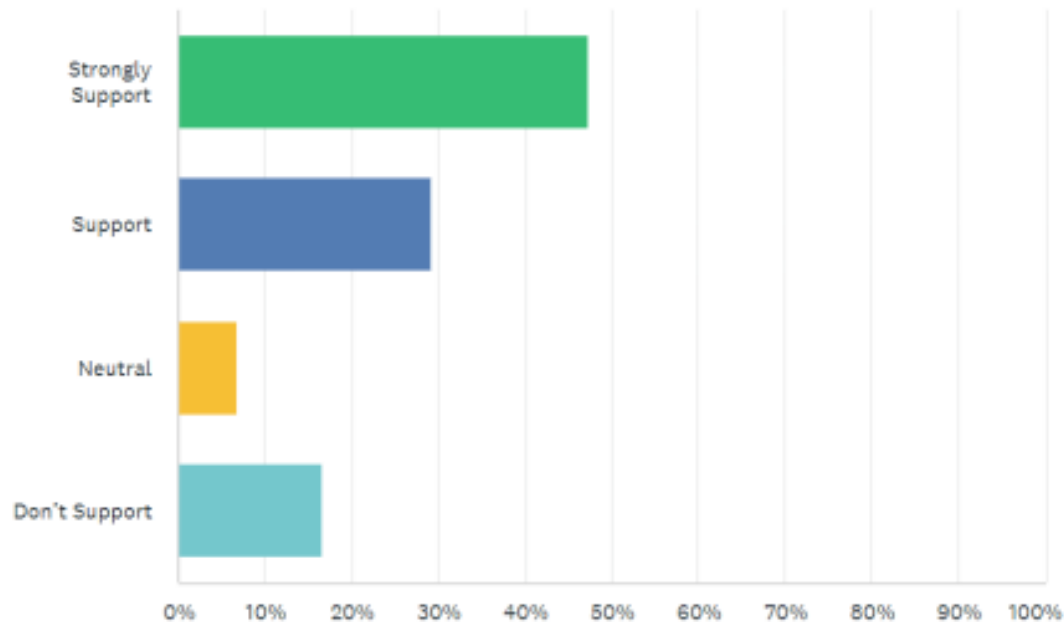


Park-Specific Questions: Round 2 (192 Answers)

QUESTION 5

Would you support a new Commercial Development Impact fee being used to support Trails and Beautification?

Answered: 192 Skipped: 26



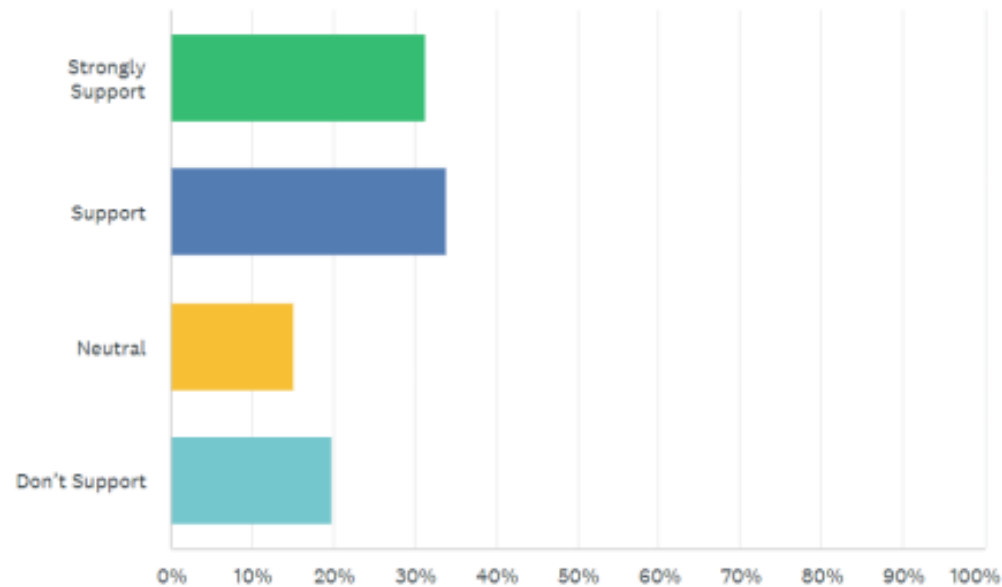
Online Survey

Park-Specific Questions: Round 2 (192 Answers)

QUESTION 6

Would you support Neighborhood Development Impact fees being expanded to support parks AND recreation and cultural centers?

Answered: 192 Skipped: 26



PEOPLE LOVE PARKS (AND TRAILS!)



RECREATION PROGRAM ANALYSIS

- Age Segmentation
- Lifecycle Analysis
- Program Classifications
- Pricing Strategies
- Recommended Areas of Growth



RECOMMENDED AREAS OF GROWTH



- Adult programs and fitness
- Outdoor recreation/environmental education
- Community gardens and unprogrammed open spaces
- Additional special/community events
- Teen/tween programs
- Affordable childcare
- Outdoor adventure/family programs
- Adaptive programs

FACILITY PRIORITIZATION ANALYSIS



Facility / Amenity Priority Ranking Model

Facility / Amenity	Priority Ranking
Trails and pathways	12.00
Indoor sports courts	10.40
Playgrounds	10.30
Park benches to relax, read and enjoy nature	10.00
Community gardens	9.65
Dedicated Teen Zone/Youth Game Room	9.50
Spraygrounds	9.40
Pickleball courts	9.20
Dedicated social space for Active Older Adults	9.10
Indoor event space	9.00
Park shelters/picnic facilities	8.60
Outdoor amphitheater/stage/performance area	8.60
Dog parks	8.20

Facility / Amenity	Priority Ranking
Soccer fields	7.80
Outdoor fitness facility	7.20
Indoor fitness classes	6.95
Indoor fitness facilities	6.90
Computer lab/classroom	6.40
Classroom/meeting rooms	6.40
Volleyball	6.20
Outdoor sports courts	6.20
Disc golf course	5.90
Baseball/softball fields	5.70
Golf course	5.20
Outdoor basketball courts	5.20
Indoor performance space	5.20

Facility / Amenity	Priority Ranking
Food concessions	4.80
Catering and teaching kitchen	4.80
Indoor swimming pool	4.60
Archery range	4.55
Dance studio/exercise studio	4.40
Private patio for events	3.50

Priority Ranking	Score
High Priority	8.0-12.0
Moderate Priority	5.0-7.9
Low Priority	1.0-4.9

PROGRAM PRIORITIZATION ANALYSIS



Program Priority Ranking Model

Program Priorities	Priority Ranking
Community events	12.00
Adult art/performing arts programs	11.70
Tennis/pickleball lessons and leagues	11.05
Adult sports programs	10.00
Community garden programs	9.90
Nature/environmental education programs	9.70
Youth summer camps	9.40
Youth learn to swim programs	9.40
Before and after school programs	9.40
Youth art/performing arts programs	9.40
Teen recreation programs	9.25
Preschool programs / early childhood	8.30
Fitness/exercise classes	8.10
Adult fitness and wellness	8.10
Water fitness programs	8.00

Program Priorities	Priority Ranking
Park stewardship/volunteer programs	7.75
Youth sports programs	7.70
Outdoor hiking/walking clubs	7.65
Martial arts programs	6.60
Inclusive/adaptive recreation programs	6.40
Youth fitness and wellness classes	6.40
Indoor running clubs	5.40
Gymnastics and tumbling programs	3.60

Program Priorities	Priority Ranking
Fishing clinics/classes	3.00

Priority Ranking	Score
High Priority	8.0-12.0
Moderate Priority	5.0-7.9
Low Priority	1.0-4.9

INDOOR FACILITY ASSESSMENTS



- **Scores Facilities Across 5 Categories and 20 Total Criteria**
 - **Infrastructure Integrity**
 - **Accessibility**
 - **Technology and Connectivity**
 - **Activation and Programming**
 - **Modernization**



INDOOR FACILITY ASSESSMENTS



AVERAGE ASSESSMENT SCORES

The below chart displays the average section and category scores of each assessed facility. The ten assessed facilities were given average scores from each individual assessment, along with total scores for each category (in the Summary section), and average scores for each category across all ten facilities on the bottom 'Averages' row.

	Infrastructure Integrity				Accessibility				Tech & Connectivity				Activation/Programming				Modernization									
	Building Envelope	Utilities and Systems	Interiors	FF&E	Accessibility Features	Facility Signage	Recreation Facilities	Multi-sensory/Behavioral Accom.	Staff-access Internet	Public-access Internet	Public Access to Technology	Operational Support Technology	Specialized Program Areas	Older/Active Adult Programs	Summer/Annual Youth Programs	STEM/Arts/Cultural Programs	Versatile Design and Amenities	Upgrades in Last 10 Years	Climate-response Ready	Modern Design/Ops Standards	Total Infrastructure Integrity	Total Accessibility	Total Technology & Connectivity	Total Activation/Programming	Total Modernization	TOTAL SCORE (OUT OF 100)
12th Avenue Recreation Center	4.3	3.7	4.3	3.7	5	3.7	4.7	3	4.3	1	1	3	4	4	5	3.7	4	4	4	4	16	16.3	9.3	16.7	16	74.3
Firehouse Art Center	3.3	2.5	3.8	3.3	3.3	2.5	4	4.3	2.8	1.5	1.3	3.8	4	4.5	5	5	4.5	4.5	2.8	3.3	12.8	14	9.3	18.5	15	69.5
Irving Recreation Center	4.5	4	4	4	5	4	5	3	5	1	1	3	4	3.5	5	3.5	4	4	4	5	16.5	17	10	16	17	76.5
Little Axe Community Center	4	4	4	4	2	2	4	3	5	5	5	4	5	5	3	3	3	3	3	3	16	11	19	16	12	74
Moore-Lindsay Historical House	3.3	3.3	3.7	3.7	3	2.3	3.7	3.3	3.3	1.3	1.3	3.3	3	3.3	4	3	1.3	4.3	3	2	14	12.3	9.3	13.3	10.7	59.7
Santa Fe Depot	3.4	2	2.4	2	2.6	2.6	2.2	2.4	4.6	4.4	1.6	3.4	2.8	4.2	3.2	4.4	3.2	4	3	2.4	9.8	9.8	14	14.6	12.6	69.8
Sooner Theater	3	3.3	3.8	4	2.8	3.8	2.3	3.8	5	4.8	1.5	4.5	2.8	3.8	5	4.8	4.5	5	3.8	4	14	12.5	15.8	16.3	17.3	75.8
Westwood Family Aquatic Center	4.5	4.5	4	4	4.5	3.5	3.5	4	4.5	2	2	4.5	4	5	5	1.5	4.5	4	3.5	4.5	17	15.5	13	15.5	16.5	77.5
Whittier Recreation Center	5	4	5	4	5	4	5	3	4	1	1	3	4	3	5	4	4	4	4	4	18	17	9	16	16	76
Young Family Athletic Center (YFAC)	4.7	5	5	5	5	4	5	3.3	5	3.3	1.7	4.7	5	5	4.3	3	5	5	4	5	19.7	17.3	14.7	17.3	19	88
AVERAGE SCORE	4	3.6	4	3.8	3.8	3.2	3.9	3.3	4.4	2.5	1.7	3.7	3.9	4.1	4.5	3.6	3.8	4.2	3.5	3.7	15.4	14.3	12.3	16	15.2	73.2

EVOLUTION OF A PARKS DEPT.

- Parks and....
- Facilities
- Pools
- Arts & Culture
- Trails
- Open Spaces
- Recreation Centers
- Westwood
- AWE
- YFAC

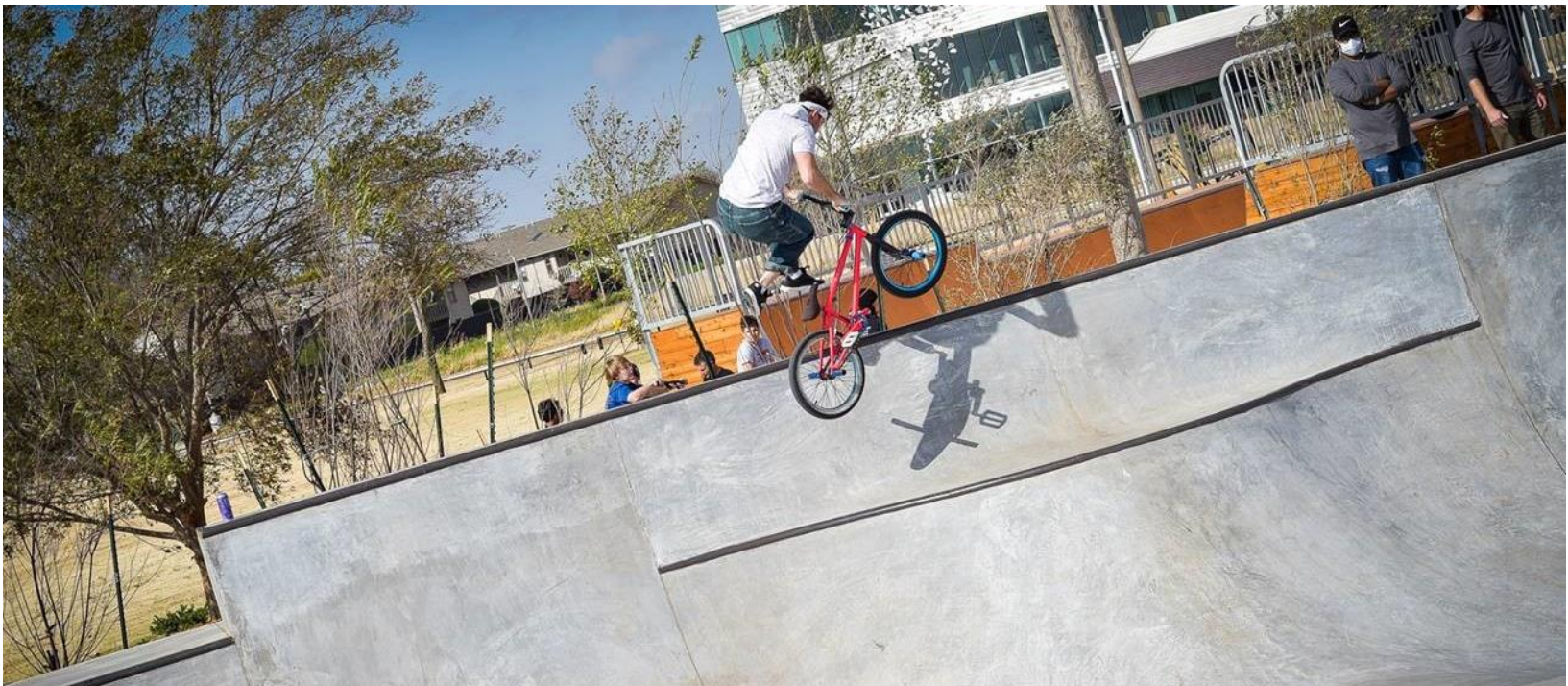


MISSION UPDATE



Current Mission Statement:

The city of Norman Parks and Recreation Department is **dedicated** to providing **fun** and **engaging** parks and recreational activities for the **citizens** of Norman.



MISSION UPDATE



Suggested New Mission Statement:

Our Mission is to provide the **community** of Norman with safe, inclusive, and **accessible** parks, recreation, and cultural experiences that enhance the **quality of life** for **residents** of all ages.



LOGO GETS AN UPDATE



NEW LOGO!OOOOO!



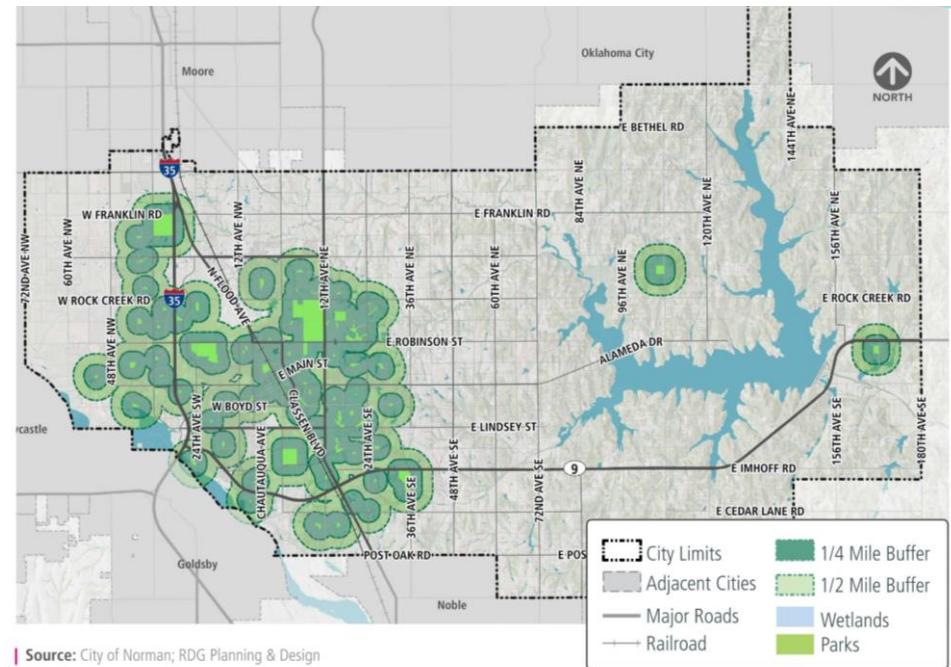
- The new design features a stylized 'N' incorporating natural elements and movement, representing our commitment to the environment and active lifestyles.
- The 'N' shape is central to the design, representing Norman.
- Green color symbolizes nature and growth.
- Blue wave represents water and recreational activities.
- Leaf elements reflect our dedication to environmental stewardship.
- Each element is carefully chosen to represent different facets of our mission.



GOAL SETTING



- Introductions
- Benchmarking Continued
- Summary of Inventory Analysis
- Public Engagement Update
- Introduction to Recreation and Program
- **Goal Setting**
- Next Steps





1 Use urban services efficiently.

2 Promote diverse housing options.

3 Promote infill development and neighborhood reinvestment.

4 Respect and protect the environment in all decision making.

5 Foster distinctive, attractive communities with strong sense of place.

6 Provide a multi-modal and connected transit network.

7 Enhance public safety and minimize hazards.

8 Encourage balanced and connected neighborhoods.

9 Make development decisions predictable, fair and cost-effective.

10 Make decisions in a transparent and collaborative manner.

PLAN RECOMMENDATIONS



1) Prioritize outstanding goals form previous (2009) Master Plan

- More splash and spray grounds.
- Build a new Recreation Center (Ruby Grant Park as possible site).
- Rebuild or renovate and expand the 12th Avenue Recreation Center.
- Give the City-run recreation centers to Norman Public Schools.
- Rebuild or renovate and expand the Little Axe Community Center.
- Develop a Community Park in the SW portion of Norman.
- Continue planned upgrades to Griffin, Reaves, and Westwood Parks.

PLAN RECOMMENDATIONS



2) Update and improve Norman Park System

- Construct completed master plan projects.
- Purchase both Griffin Park and Sutton Wilderness from State of Oklahoma.
- Work towards having large, expansive playgrounds that are highly accessible in all of Norman's Community Parks and have poured surfaces.
- Work toward a goal of replacing Park playground systems every 15 years and not allowing the life of that playground to exceed 20 years.
- Create and organize community-wide support for a tax or bond program for the Norman Park system, possibly a Norman Forward II.

PLAN RECOMMENDATIONS



3) Support and elevate the organizations who contribute to arts and culture in Norman

- Create an Arts and Culture Hub and Performing Arts Center to house the Norman Arts Council and other arts and culture organizations and artists.
- Address the ‘needs’ on the Wish Lists compiled for:
 - The Depot.
 - The Firehouse Art Center.
 - The Moore-Lindsay House.
 - The Sooner Theatre.
- Support the Master Planning effort underway for the Griffin Memorial Site, including saving the Griffin Chapel as possible home to a renovated Performing Arts Center.

PLAN RECOMMENDATIONS



4) Update and modernize policies

- Review and increase the Park Development Fee Ordinance, last updated in 1994.
- Change the cost structure for the Park Development Fee from a flat fee to a cost-per-square-foot model.
- Create and define four quadrants of park service areas to coordinate with the Park Development Fees.
- Review and revise the Park Land Dedication Ordinance, last updated in 1976. Explore placing a housing number limit for fees in Fee-in-Lieu of Land in the Park Land Dedication Ordinance language.
- Explore implementing Commercial Development Impact Fee to support beautification and trails.
- Update Municipal Parkland Zoning and properly zone parks.
- Analyze and reclassify (as needed) parks in Norman Park System.
- Repurpose Rock Creek, Russell Bates, and Brookhaven Village Parks for different park or municipal uses.

PLAN RECOMMENDATIONS



5) Create opportunities for connection and growth

- Create a Comprehensive Trail Network Master Plan for Norman.
 - Connect parks, neighborhoods and schools.
 - Connect to existing and neighborhoods trail systems.
- Expand Staff and Department development opportunities.
- Enhance marketing and brand awareness for the Department.
- Pursue CAPRA (Commission for Accreditation of Parks and Recreation Agencies) Accreditation.

PLAN RECOMMENDATIONS



6) Protect natural resources

- Prioritize effective stormwater management.
- Protect Lake Thunderbird's water quality and quantity.
- Identify sensitive watershed areas for future linear parks:
 - Rock Creek
 - Dave Blue Creek
- Improve biodiversity.
- Create and implement Urban Forest Master Plan (underway).
- Grow Forestry Division.

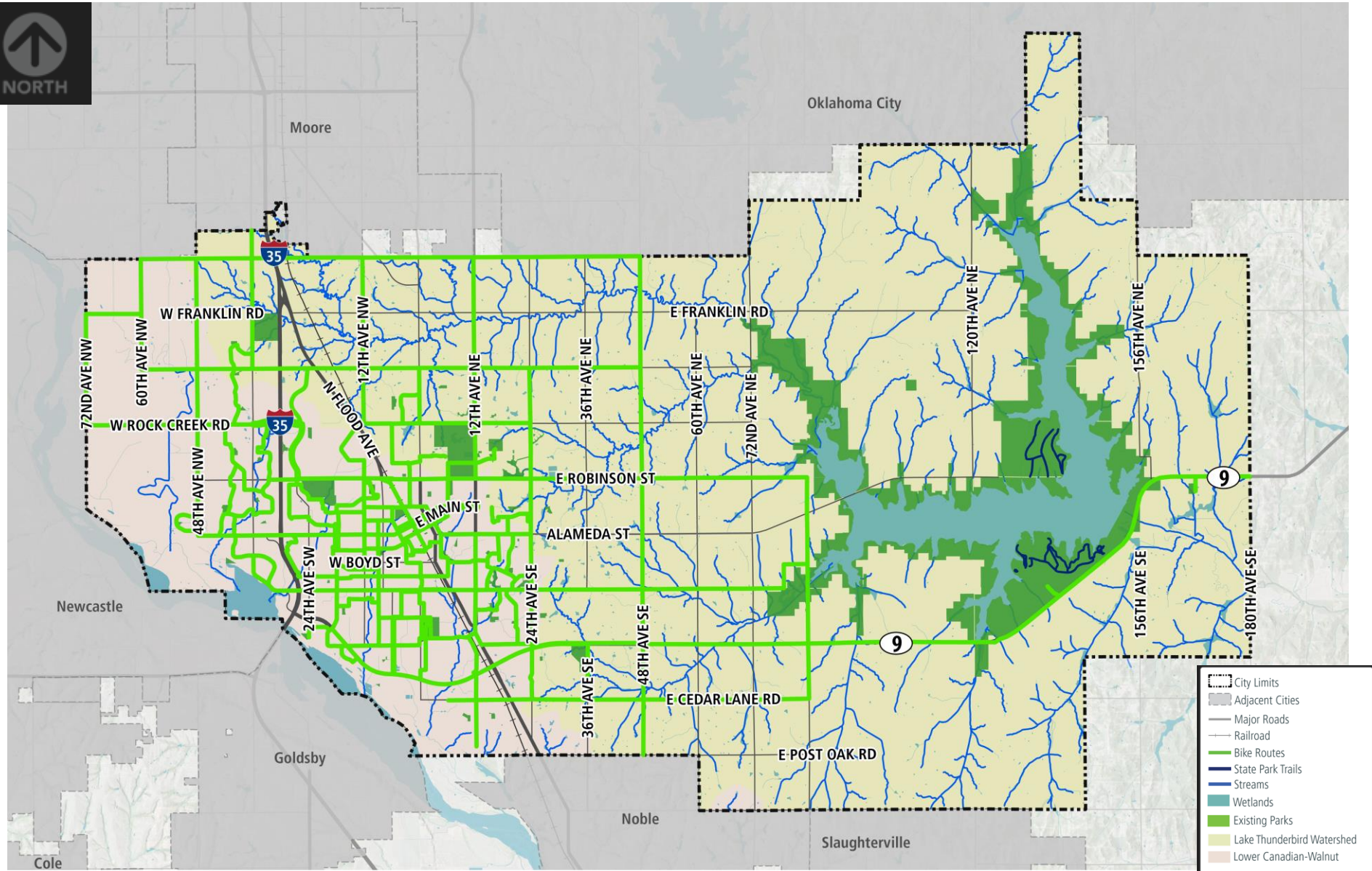
PLAN RECOMMENDATIONS



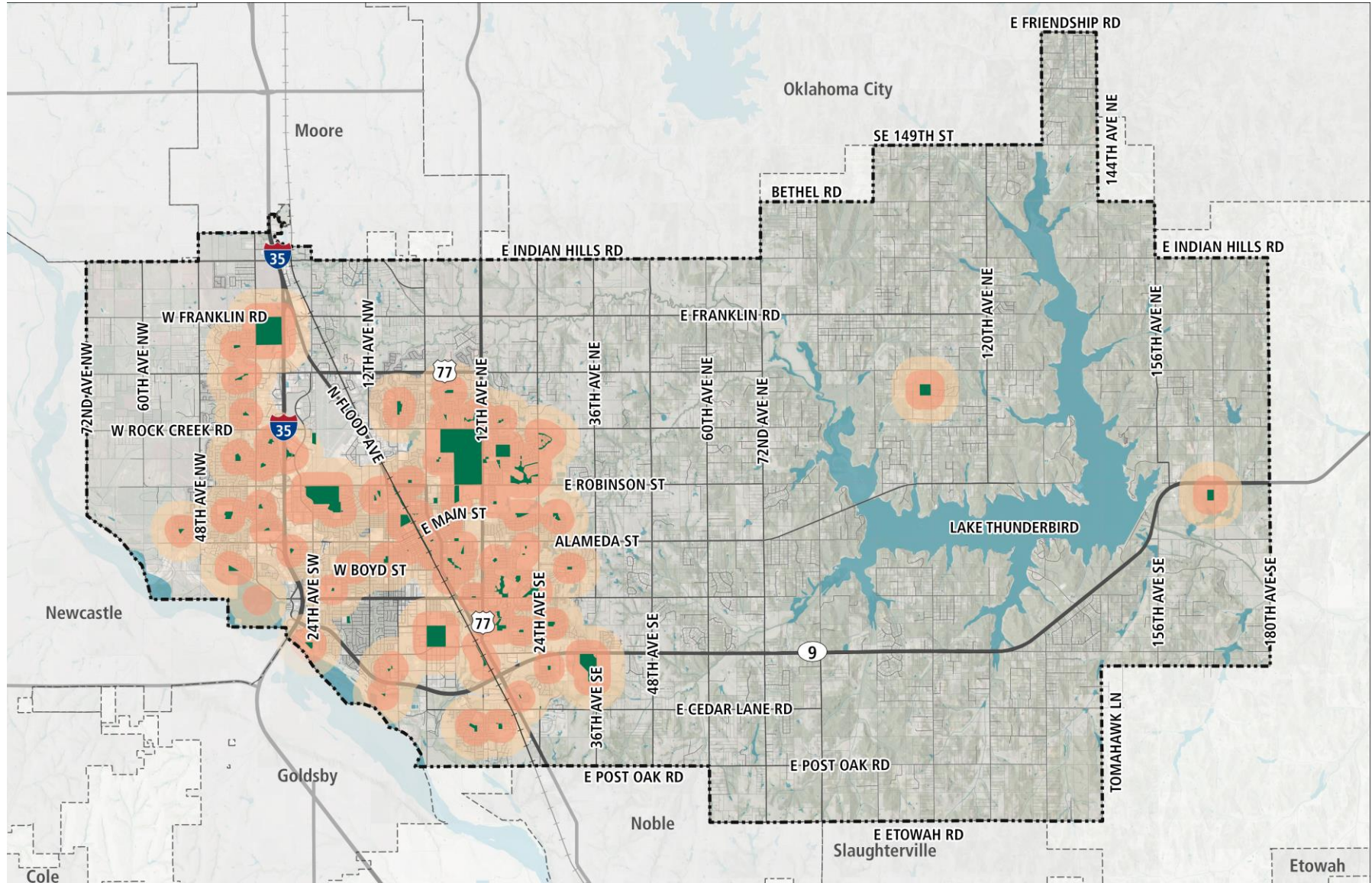
7) Prioritize ongoing maintenance

- Develop a set of maintenance standards for contractors for:
 - Planting
 - Irrigation
 - Park Furniture
- Update and refresh park signage with new sign family, logo and brand standards.
- Review and inspect all parks annually and refer to the maintenance and operation standards.

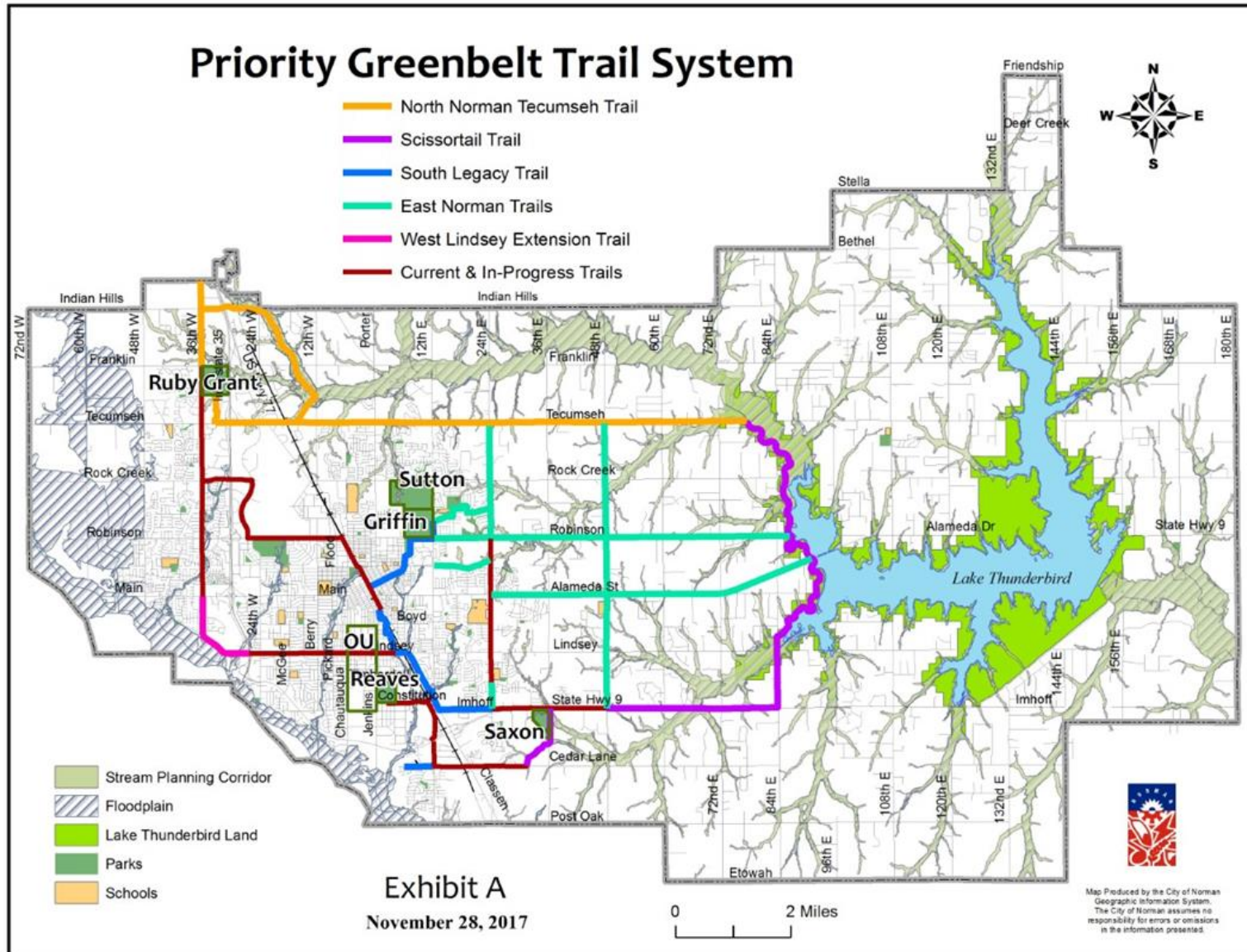
SYNERGIES WITH OTHER PLANS



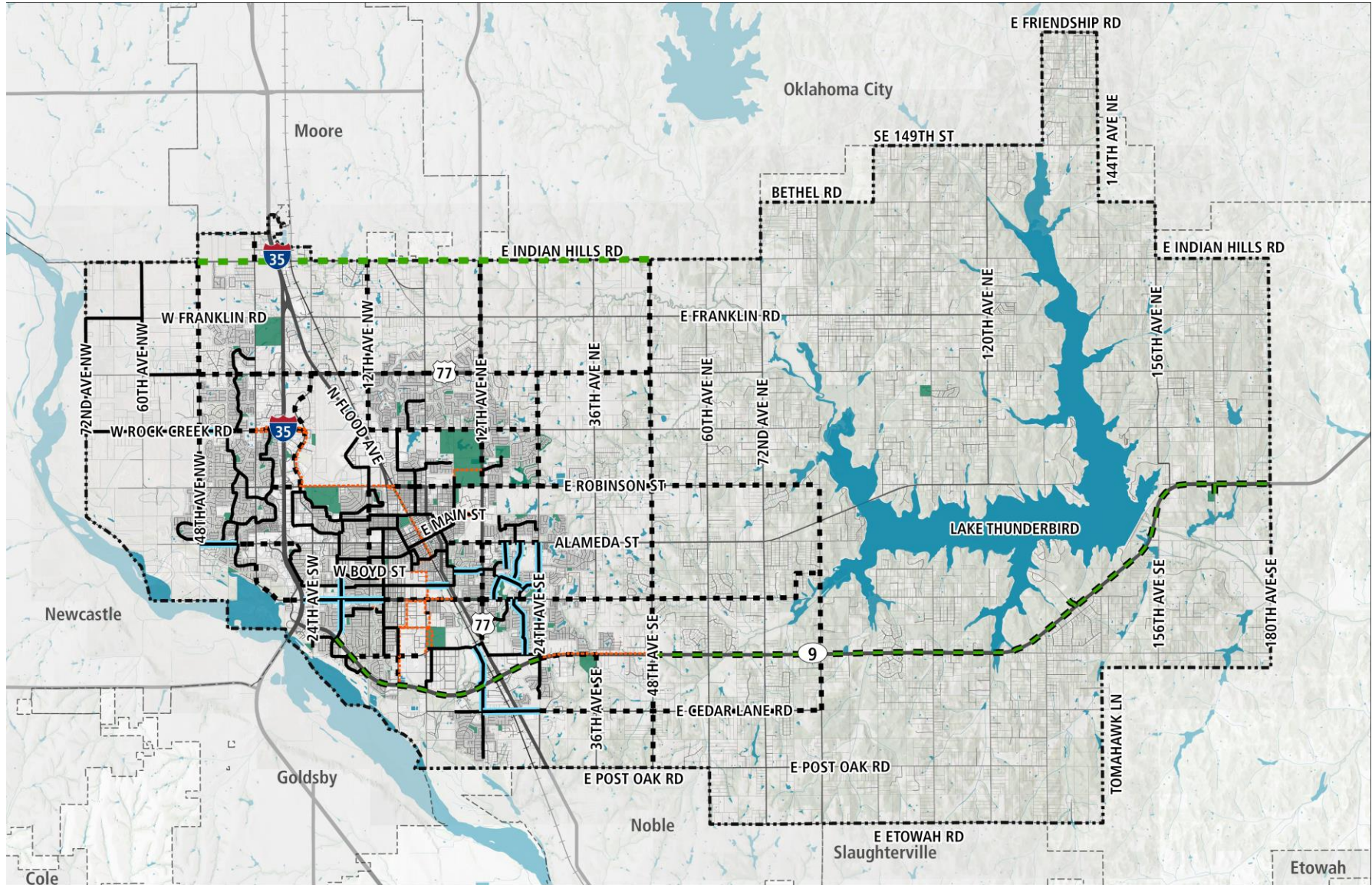
SYNERGIES- PARK SERVICE AREAS



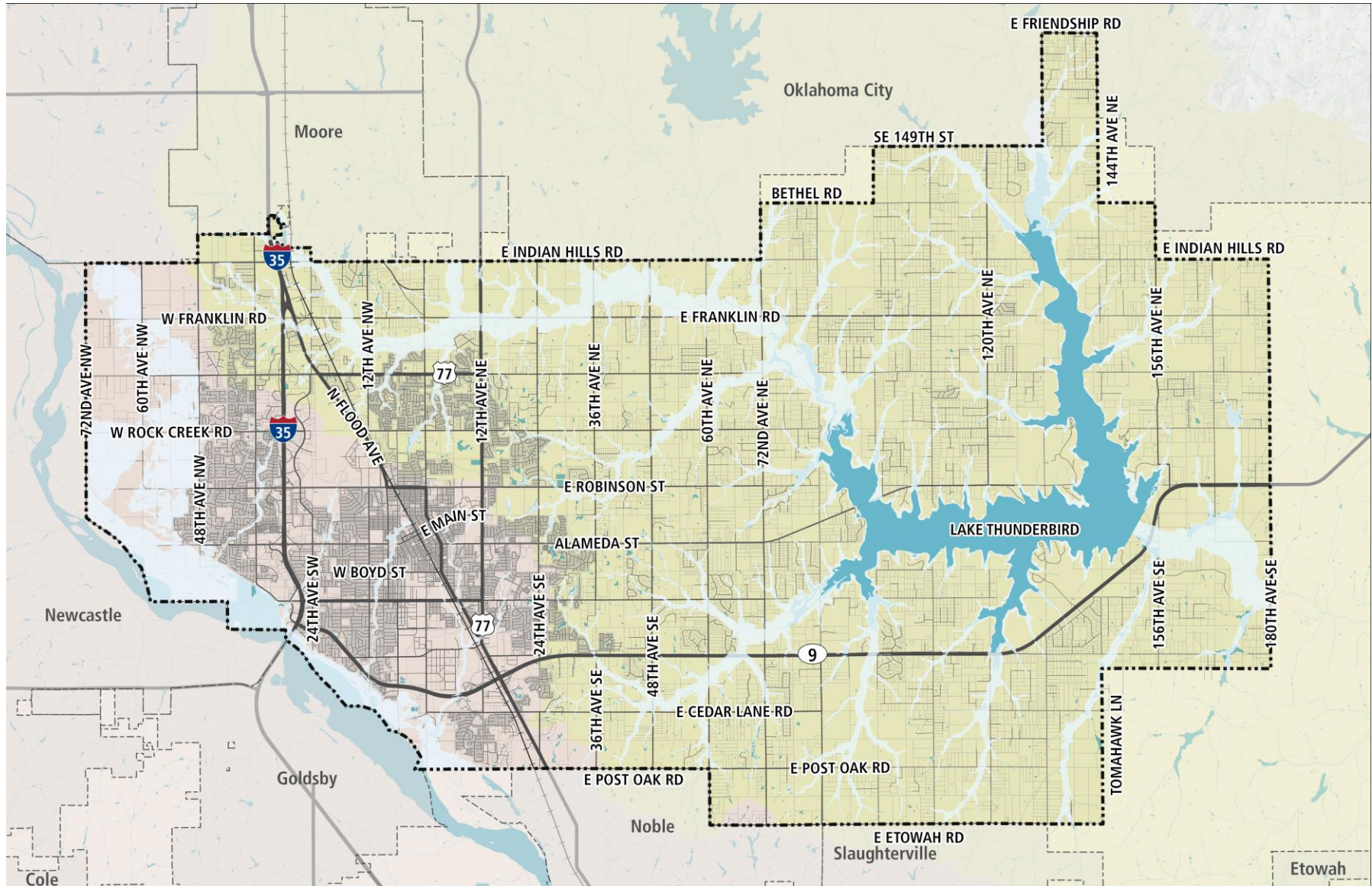
SYNERGIES- TRAILS



SYNERGIES- TRAILS



SYNERGIES- STORMWATER



A PLAN FOR THE FUTURE!



Steps We've Taken to Get Here:

- Work Session with Parks Board
- Acceptance of the Master Plan content by Parks Subcommittee
- Acceptance of the AIM Norman Plans by the AIM Norman Steering Committee
- Presentation at Council Study Session
- Style Guide review and updates

What's Next:

- Parks Board Vote
- Council Vote

