



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 12/09/2025

REQUESTER: Taylor Johnson, AICP, Transit and Parking Program Manager

PRESENTER: Scott Sturtz, P. E., Public Works Director

ITEM TITLE: CONSIDERATION OF ADOPTION, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF RESOLUTION R-2526-88: A RESOLUTION OF THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA, ADOPTING THE CITY OF NORMAN PARKING MANAGEMENT PLAN.

BACKGROUND:

The City of Norman's parking services have been maintained in a piecemeal fashion with multiple departments overseeing various responsibilities. This decentralized management has prevented the City from realizing the full potential of the parking assets operated by the City of Norman.

The first City parking management system business plan was implemented in 2013 following the development of the East Gray Street Parking Lot, located at 121 N. Peters. This was succeeded by two separate parking management business plans. The first in 2015 titled the "Campus Corner Parking Management Business Plan" which included the Asp Avenue Parking Lot and on-street metered parking in the Campus Corner area. The second in 2016 titled the "Downtown Parking Lot Management Business Plan" initially encompassing the Gray Street Parking Lot and later including the County Courthouse on-street metered parking.

Studies are periodically conducted in order to assess the availability and usage of City operated parking in the City of Norman. These studies help determine if changes need to be made to current parking operations or what improvements can be made to make the system more efficient. In 2015 the City of Norman partnered with Cleveland County, as well as the Norman Downtowners Association and the Campus Corner Merchants Association, to conduct a parking study with Jacob's Engineering Group as a consultant resulting in the 2016 Jacobs Parking Study Report. A follow-up study was conducted as a partnership between the City of Norman and Cleveland County using Kimley-Horn as a consultant which produced the 2018 Kimley-Horn Strategic Parking Plan Report. These are the most recent dedicated analysis of parking services in Norman, however some references and recommendations have been made in the AIM Norman plans and are being considered alongside the proposed update to the City's zoning code through a Pro Housing federal grant.

Since taking over the public transit system from the University in July 2019, the City has created a dedicated Transit and Parking Division from the ground up. The immediate focus of this division

was to ensure a smooth transition of the public transit system and make recommendations to ensure transit service success into the future. Over the past 6 years this has included the passage of a dedicated transit sales tax, the adoption of the Go Norman Transit Plan, vehicle purchases to overhaul the transit fleet, construction of a new maintenance facility, the implementation of a new transit route network, and the construction and opening of City's first Transit Center. Now that the transit program has gotten into a good rhythm as a City service, over the last couple of years the Transit and Parking Division has begun to consolidate parking services and look towards the future of parking management in the City.

DISCUSSION:

As part of efforts to consolidate parking service responsibilities to the Transit and Parking Division, Transit and Parking staff have taken over certain administrative and practical responsibilities from other City staff. Currently, Transit and Parking staff: are the main contact to address parking related complaints submitted to the City; manage the operation, repair, replacement, and revenue collection for physical pay stations; track and administer the budget and accounts for parking related revenues and expenses (not including parking enforcement and citations); are currently transitioning the administration of leased parking operations; and have been developing the proposed City of Norman Parking Management Plan.

The proposed City of Norman Parking Management Plan, which combines the previously mentioned Campus Corner and Downtown Management Plans, specifies the available public parking owned and managed by the City of Norman; outlines strategies and payment options available to citizens and visitors; details the associated fees and rate structures for the various areas and types of parking; and finally provides a brief overview of parking enforcement and contact information for reporting and resolving these concerns. Citizens familiar with this plan will understand the various options for where City managed parking is located, the hours of operation and how to pay for parking, as well as the expectations for handling violations and citations.

A presentation of the proposed Parking Management Plan was made to Council at the Community Planning and Transportation Committee meeting on October 23, 2025. Through the discussion, staff received direction from Council to proceed with the proposed plan and recommendations contained within. While there are some general updates throughout, adoption of the plan will formalize some existing operations and alter or update certain policies and rates not determined by City Ordinance. The major changes for consideration are as follows:

- Revision of the Asp Avenue Parking Lot metered parking rate to \$0.50 per hour, decreased from \$1.00 per hour.
- Revision of the Downtown/County Courthouse On-Street metered parking rate to \$0.50 per hour, increased from \$0.25 per hour.
- Revision of the East Gray Street Parking Lot metered parking rate to \$0.50 per hour, increased from \$0.25 per hour.
- Revision of the East Gray Street Parking Lot lease rate to \$600 annually, increased from \$450 annually.
 - The East Gray Street Parking Lot lease program would continue to have 41 spaces/permits available, a term between January 1 and December 31 (aligned with the calendar year), and be effective for the parking lot's hours of operation (8am-6pm Monday-Friday).

- Implementation of leased parking in the Asp Avenue Parking Lot at a rate of \$800 annually.
 - The proposed Asp Avenue Parking Lot lease program would have 21 spaces/permits available, a term between July 1 and June 30 (aligned with the City's fiscal year and University school year), and be effective for the parking lot's hours of operation (8am-9pm Monday-Saturday).
- Revised instruction for using digital and app-based payment methods

The increase to the rates are proposed to help ensure revenues are able to, at a minimum, continue to cover the expenses of staff time, maintenance, and fees. If revenues exceed these expenses, then improvements to the parking services/system could be proposed. The decrease to the Asp Avenue Parking Lot hourly rate is to encourage customers to utilize that facility, thereby increasing parking turnover for the Campus Corner on-street parking spaces.

If approved, staff are proposing a January 1, 2026 effective date of the Parking Management Plan.

RECOMMENDATION:

Staff recommends that City Council approve Resolution R-2526-88 adopting the City of Norman Parking Management Plan.