NormanCenterCityVision

CHARRETTE SUMMARY REPORT

JULY 2014

NormanCenterCityVision

WAS CREATED BY:

and

RESIDENTS OF THE CITY OF NORMAN

City of Norman Staff

- Susan Connors, Planning and Community Development Director
- Susan Atkinson, Neighborhood Planner

Center City Vision Steering Committee

- Jim Adair
- Rebecca Bean
- Susan Connors
- Jonathan Fowler
- Judy Hatfield
- Dwight Helt
- Stephen Tyler Holman
- Greg Jungman
- Richard McKown, Project Co-Chair, Executive Committee member
- Becky Patten
- Daniel Pullin, Executive Committee member

Center City Vision Steering Committee, continued

- Cindy Rogers
- Cindy Rosenthal, Project Co-Chair, Executive Committee member
- Chad Williams
- Barrett Williamson
- Heather Woods-O'Connell

Charrette Sponsors

- Image Net Consulting
- Institute for Quality Communities
- Judy Hatfield
- Loveworks Leadership
- NEDC Norman Economic Development Council
- Norman Chamber of Commerce
- Norman Downtowners Association
- Republic Bank & Trust
- University of Oklahoma

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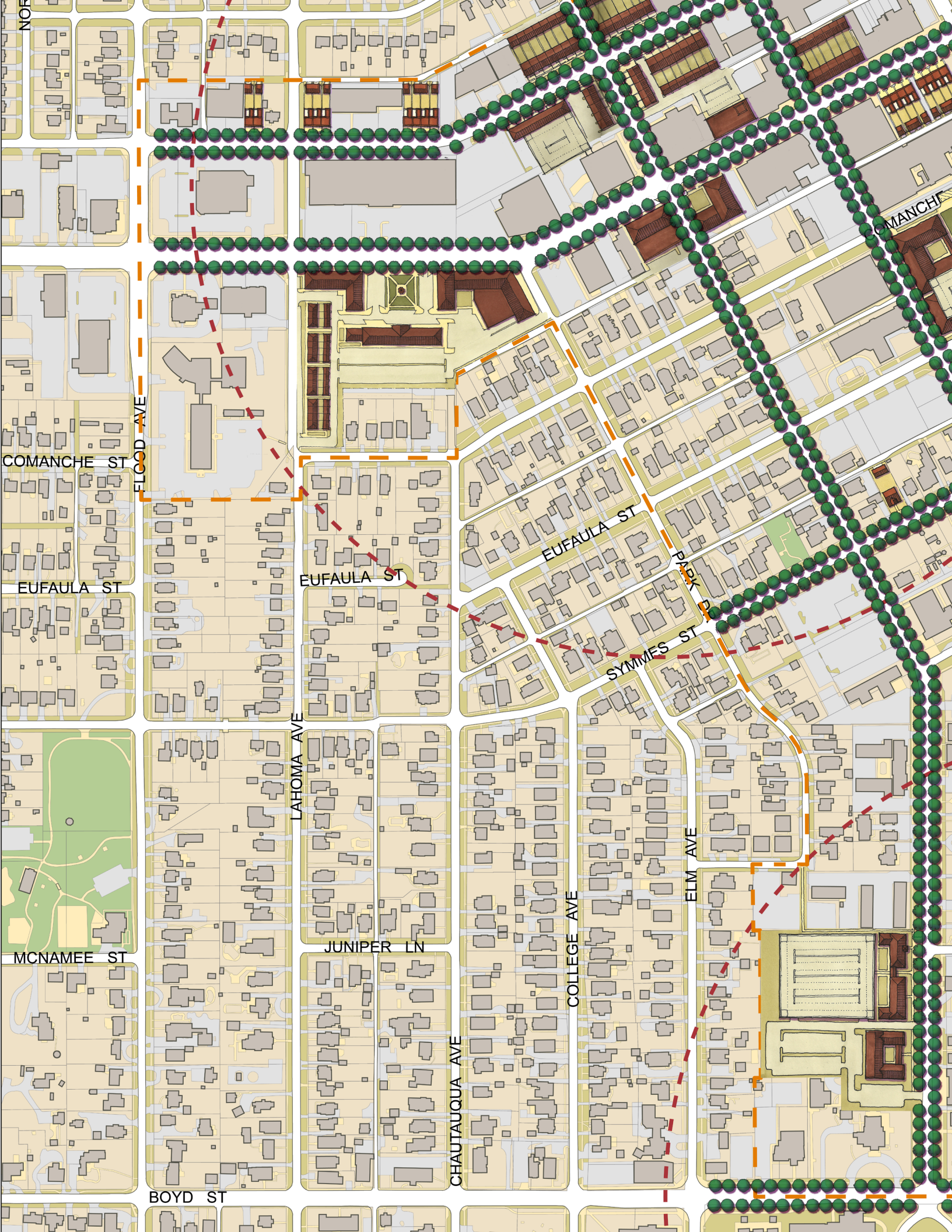

NOR
COMANCHE ST
FLOOD AVE
EUFAULA ST
EUFAULA ST
EUFAULA ST
PARK PL
SYMMES ST
COMANCHE
LAHOMA AVE
JUNIPER LN
MCNAMEE ST
COLLEGE AVE
ELM AVE
CHAUTAUQUA AVE
BOYD ST

The Project and Process

1.1 BACKGROUND

For the past two years, the community of Norman, OK has been engaged in an active conversation about how it should grow. In 2012, concern over proposals for developments within the Core Norman area led to a series of six city sponsored community meetings and discussions called the High Density Discussion Series. In these meetings the community participated in detailed presentations, discussions and exercises about various forms of development in Core Norman. The 2013 Placemaking Conference sponsored by the Institute for Quality Design provided another opportunity for the Norman community to consider the question of how to grow. The conference brought a diverse group of leaders in the areas of economics, design, sustainability and public involvement. Over 800 civic leaders, design professionals and interested community members attended this event. The result of these conversations was a community well prepared to create a clear vision and action plan for how Core Norman should grow.

"The Center City Vision Project is a way for us to connect the dots between our hopes for the future of Norman, good planning, and market demand. Vision can come from many places, but smart communities realize that engaging the public in the city-making process leads to better answers and a deeper public ownership of our future." - Cindy Rosenthal, Norman Mayor

In response to this challenge, the City of Norman and the University of Oklahoma created and jointly funded the Center City Vision Project. The goal of the project is to provide guidance and regulations for future development and redevelopment of the Center City. The project intends to reset the conversation from specific ad hoc development projects to a broader vision and acknowledge, recognize and honor the work done previously by the community.

Norman Mayor Cindy Rosenthal observes, "the Center City Vision Project is a way for us to connect the dots between our hopes for the future of Norman, good planning, and market demand. Vision can come from many places, but smart communities realize that engaging the public in the city-making process leads to better answers and a deeper public ownership of our future."

The Center City Vision Project area includes Downtown's West Main Street and Campus Corner as well as residential neighborhoods in between, many of which are experiencing rapid change. Project boundaries are roughly Gray Street on the north, Boyd Street on the south, the BNSF tracks on the east and Flood Street on the west. Project partners, the City of Norman and the University of Oklahoma, chose a project boundary that includes Campus Corner, Downtown and the neighborhoods in between because the area is already experiencing significant development pressure. Both partners believe that developing a publically-supported vision for this area will provide long-term benefits inside the project area and also in surrounding neighborhoods.

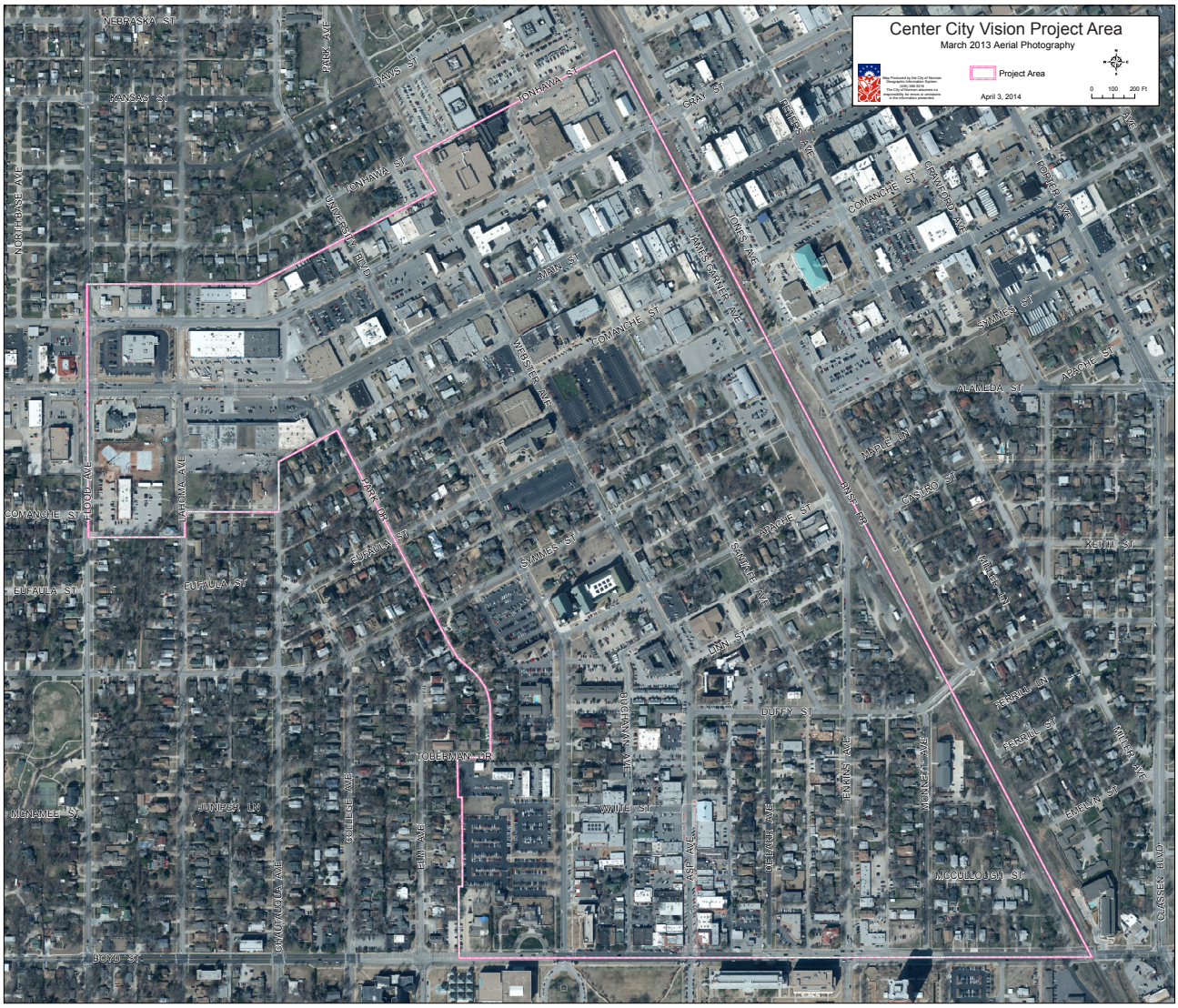


Figure 1.1: Center City Vision Project Area

The project process consists of three phases: pre-charrette, charrette, and zoning ordinance. The pre-charrette phase was the information sharing period beginning February 2014, three months prior to the charrette. The goal of this phase was to assure that the community and charrette team were informed about the project background and process. Transportation, economic, environmental, and land-use base data were gathered and analyzed by the consultant team. A series of meetings with the committee and community members were held over the course of 1.5 days in March 2014. A five-day charrette in May 2014, the second phase of the process, engaged the entire community in the creation of a drawn and written vision for how the Center City should grow. The third phase, zoning ordinance, will be completed during the autumn of 2014. It will result in a zoning ordinance based on the vision created during the charrette. The ordinance will provide certainty for both the community and developers about the form and process of future developments.

1.2 PREVIOUS PLANS AND STUDIES

The Center City Vision Project benefits from work previously undertaken by the University of Oklahoma. The charrette team carefully studied these reports before starting their work.

- **Public Spaces Public Life**, Institute for Quality Communities 2012. The study focused on public spaces in central Norman and the people who use them. This study provided the charrette team with valuable detailed information about where and how people in Norman interact with the environment and each other.

- **Signal District Study,** University of Oklahoma School of Art and Art History and the College of Architecture, 2011. The interdisciplinary student team studied the history of the downtown, the demographics of the community, the stakeholders, the importance of branding and wayfinding, the impact of public art, with the intention of fostering a sense of empathy and unity in Norman.

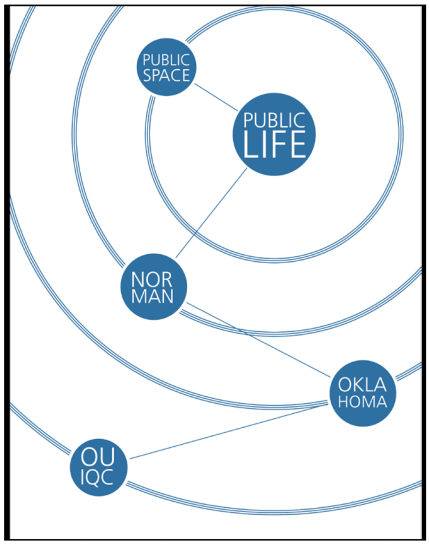


Figure 1.2: Public Spaces, Public Life Study Cover

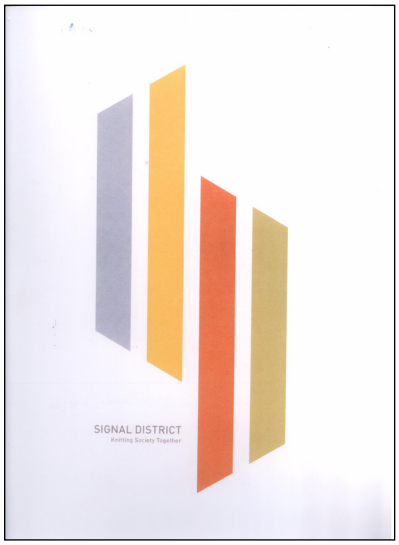


Figure 1.3: Signal District Study Cover

1.3 PRE-CHARRETTE ACTIVITIES, MARCH 25-26TH, 2014

A primary goal of the Center City Vision Project is to create a realistic plan and supportive zoning regulations that lead to the implementation of private and public projects in line with the vision. To do so will require a plan that is understood and owned by a range of community members. Broadly supported ideas are created first by listening. It is for this reason that a series of meetings with community members were held six weeks before the start of the design charrette. On March 25th and 26th 2014, members of the charrette team visited Norman.

1.3.1 March 25th, Committee meetings and interviews

The charrette team conducted a series of meetings with the steering committee and with groups representing neighborhoods, business owners, the arts, faith-based groups, developers and the University. The primary purpose of these meetings was for the charrette team to hear first-hand about the key issues with the community.

1.3.2 March 26th, Public Kick-off Meeting

Over 125 people attended a public kick-off meeting at St. Johns Episcopal Church on the evening of March 26th. As people arrived they were invited to participate in a "vision wall" by posting ideas of their future vision for the Center City. Next was a presentation by members of the charrette team about the project process along with a food for thought presentation about community planning. Participants sat at small tables. Each table participated in exercises for stating their visual preferences for buildings and streetscapes plus mapping strong places and weak places within the study area. The results of these exercises can be found on the following pages.

Public Kick-off Meeting, St John's Episcopal Church, March 26th, 2014

Figure 1.4: Community members participating in photo preference survey and table mapping activity

Community Feedback 1.1: Strong Places in the Center City Project Area (Responses from the Public kick-off meeting, March 26th):

The combined mapping completed by community members at the public kick-off meeting. People were asked to place a green dot on strong places in the study area

Top Themes of Strong Places within Center City Norman, OK

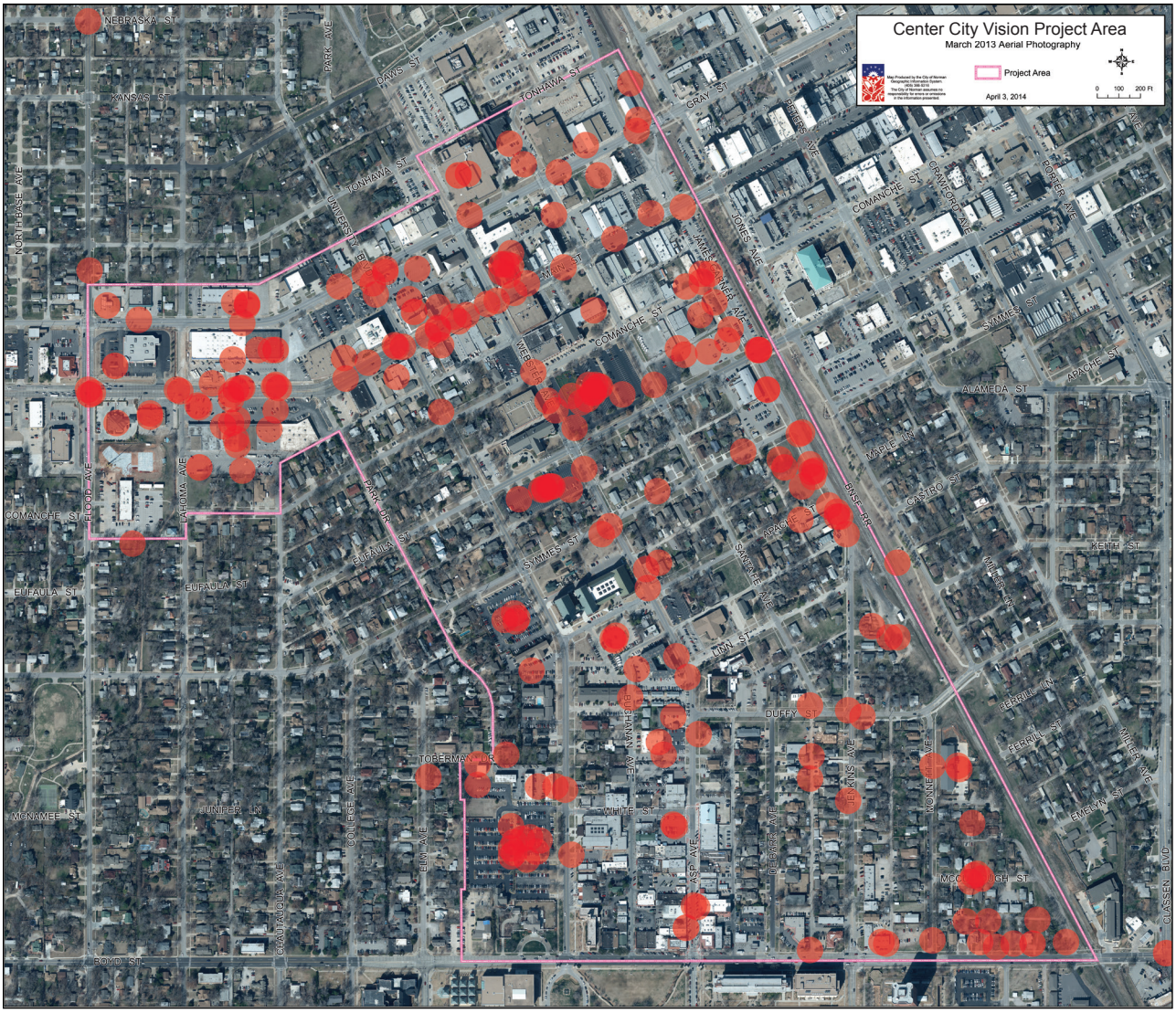
Campus Corner
- Shopping
- Walkability
- Attractive

Main St./Downtown Locations
- Good night life
- Activities
- Attractive Architecture

Historically Significant Areas:
- Residential Buildings/ Neighborhoods
- OU Founders site
- Train Depot
- Trees

Boyd St
McFarlin
Legacy Trail
Jenkins
St. John's Church

Community Feedback 1.2: Weak Places in the Center City Project Area (Responses from the Public kick-off meeting, March 26th):



The combined mapping completed by community members at the public kick-off meeting. People were asked to place a red dot on weak places in the study area

Top Themes of Weak Places within Center City Norman, OK

Main/Gray Corridor
- Poor walkability
- Strip mall
- Fast traffic
- Lack of vegetation

Abundance of Parking Lots:
- Church lots unused majority of the time
- Too much pavement

James Garner Blvd.
- Dangerous intersections
- Blight

Poorly Maintained Buildings
- Library
- Main and Webster
- Duffy and Monette
- Boyd St

Community Feedback 1.3: Top Vision Wall Themes and Ideas (Responses from the Public kick-off meeting, March 26th):

Bikeability
- Bicycle/efficiency apartments
- Full-city, connected, and safe bicycle lanes/trails

Building Heights
- 2-story height maximum
- 3-story, mixed-use: NOT 6-story
- Under 4 floors

Community Aesthetics
- Better enforcement of exterior housing rules
- Clean up neighborhoods
- Enforce existing environmental codes
- Quality neighborhoods
- Compatible Infill Development
- Compatible architectural style
- Match existing scale
- Retain identity

Housing
- More urban-type housing; new lifestyle appeal
- New housing options, mid-rise apartments

Parking
- Multi-story parking garages
- No expansion of surface parking

Local Business
- Adopt ordinances to encourage responsible growth
- Create small, local business incubators
- Promote local, small businesses
- Take advantage of the thriving population who want to support local businesses

Mixed-Use
- High density, mixed-use development with housing options
- Mixed-use; iconic downtown building

Open Space
- Big central park
- Community gardens
- Generous green, open space
- Infill vacant lots with parks
- Outdoor seating communal areas
- Pedestrian mall/central plaza
- Renovate parks

Preservation
- Honor, preserve, and retain historic Norman identity
- Maintain historic neighborhoods; keep infill/redevelopment compatible
- Respect historical area/residential areas

Public Art
- Art!!
- More public art, murals

Sidewalks and Walkability
- Better, wider sidewalks
- Consistent, wide sidewalks
- More walkable areas
- Pedestrian friendly
- Safe areas for walking at night
- Street lights

Storefronts
- Buildings at street
- Interesting, interactive, ground-level storefronts

Stormwater/Drainage
- Better drain systems to control flooding
- Cistern/rain barrel tax credit to encourage water diversion from drainage system
- Xeric landscaping/greenspaces encouragement to control runoff

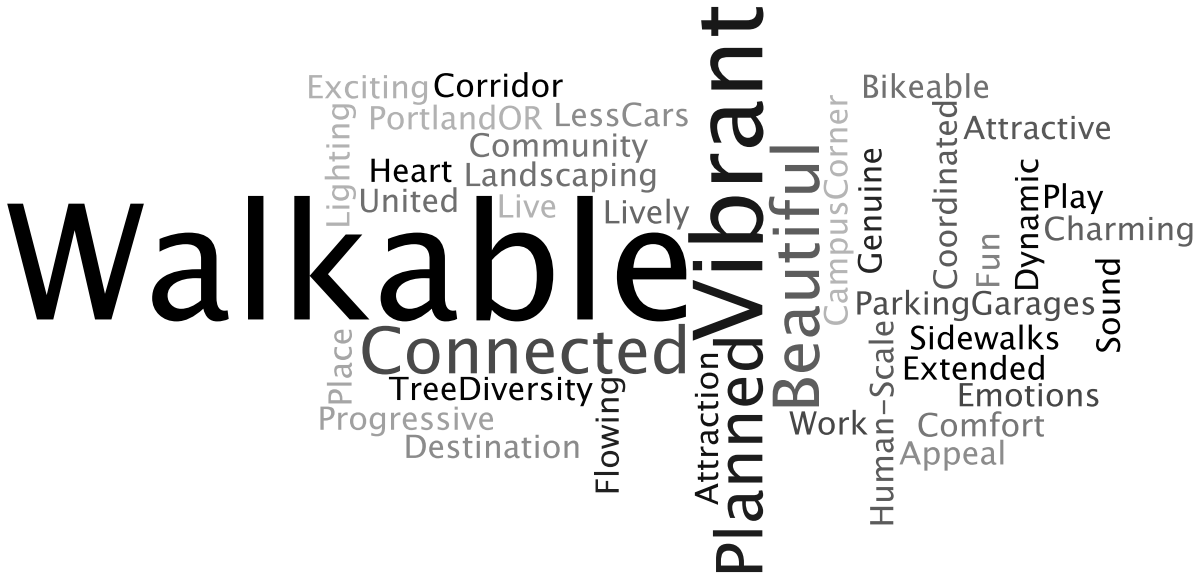
Trees and Streetscape
- Beautify W. Main St.
- Nice landscaping with trees and flowers
- Tree-lined streets
- Trees, trees, trees!

Transportation and Traffic
- Avoid making traffic/parking worse
- Better traffic light timing
- Better public transportation
- Connect downtown and Campus
- Efficient public transportation
- Two-way Main St. and Gray, with roundabouts

Other ideas
- Bury electrical lines
- Build on vacant lots in business areas
- Diverse student/family/senior and economic population
- Sensitivity to all income demographics
- Welcoming and inclusive Norman

Community Feedback 1.4: One word that comes to mind about Center City NOW: (Responses from the Public kick-off meeting, March 26th):

Community Feedback 1.5: One word that comes to mind about Center City in the future (Responses from the Public kick-off meeting, March 26th):



Community Feedback 1.6: A few years from now, I hope to see the following in the Center City (Responses from the Public kick-off meeting, March 26th):

Community Feedback 1.7: Visual Preference Survey Summary (Responses from the Public kick-off meeting, March 26th):

46 to 1

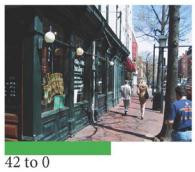
Commercial/Mixed-Use

1 to 50

36 to 1

Residential

2 to 40



42 to 0

Streetspace

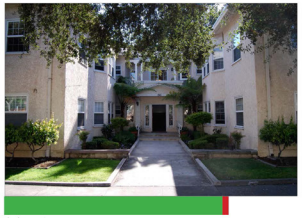
0 to 40

42 to 1

Parking

1 to 45

Community Feedback 1.8: Visual Preference Survey, Residential Buildings (Responses from the Public kick-off meeting, March 26th):


36 to 1

33 to 1

30 to 1

26 to 3

21 to 3

21 to 4

20 to 1

20 to 5

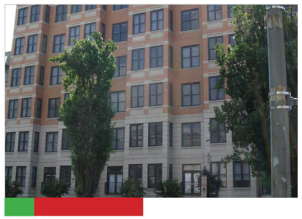
20 to 19

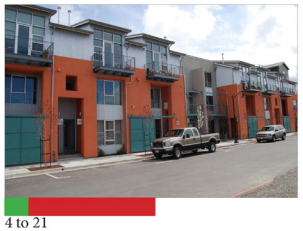
18 to 7

17 to 7

13 to 3

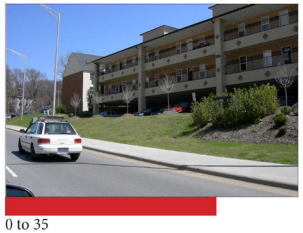
10 to 6


5 to 18


4 to 21

1 to 30

2 to 37

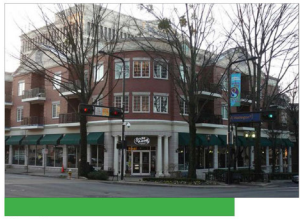

0 to 35

0 to 41

2 to 43

Community Feedback 1.9: Visual Preference Survey, Mixed-Use Buildings (Responses from the Public kick-off meeting, March 26th):

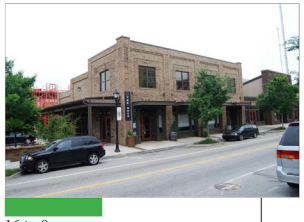
46 to 1


38 to 0

34 to 4

30 to 2

30 to 3

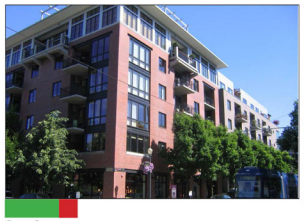

16 to 0

16 to 5

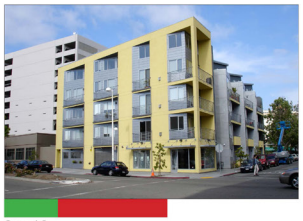
16 to 6

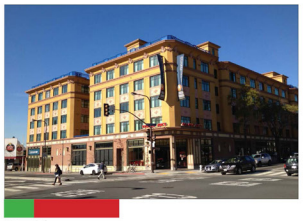
13 to 5

12 to 9


9 to 3

6 to 11


9 to 18


5 to 14

3 to 11

2 to 35

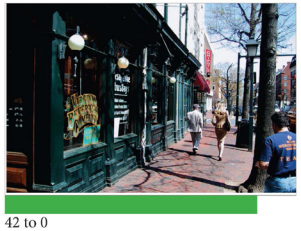
0 to 27

0 to 35

0 to 40

1 to 50

Community Feedback 1.10: Visual Preference Survey, Streetscapes and Parking (Responses from the Public kick-off meeting, March 26th):


42 to 0

40 to 0

37 to 1

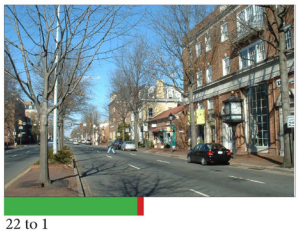
35 to 0

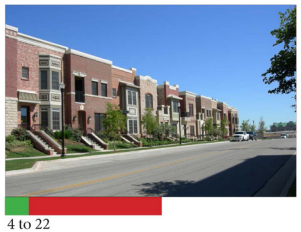
34 to 1

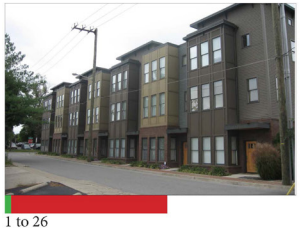
32 to 1

31 to 3

27 to 2

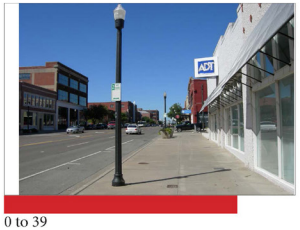

22 to 1


4 to 22


1 to 26

0 to 33

0 to 37



0 to 39

0 to 40

42 to 1

28 to 3

15 to 8

10 to 36

1 to 45

1.4 THE VISIONING CHARRETTE, MAY 12-16TH, 2014

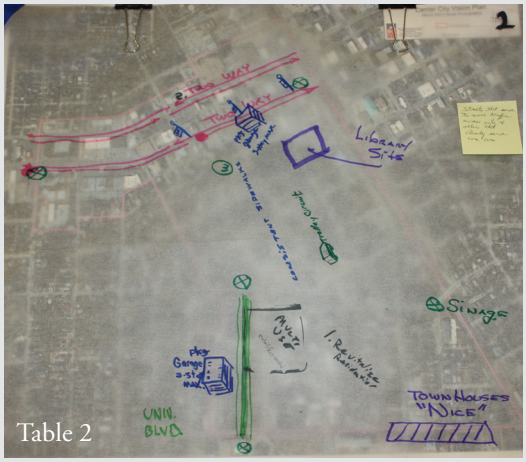
A charrette is a series of design-based meetings held over a consecutive number of days. The goal of this charrette was to harness the talents and energies of the community to create and support a feasible vision for the City Center. The charrette team, comprised of consultants and city staff, began by listening to the community before launching into a five-day design session held at the charrette studio at the Loveworks location. At the May 12th opening meeting, the community and staff participated in the charrette through a series of technical reviews and public meetings, during which the work-in-progress was reviewed and revised. People also participated by dropping by the design studio to view and discuss the work with staff and design team members. During the charrette there were three formal public events, six technical reviews, and numerous unscheduled meetings with people dropping by the studio. In total, the charrette provided over 65 hours of open public meeting time.

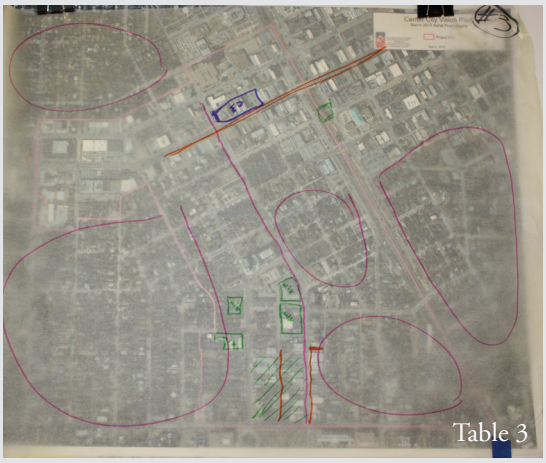
1.4.1 May 12th, Opening Meeting

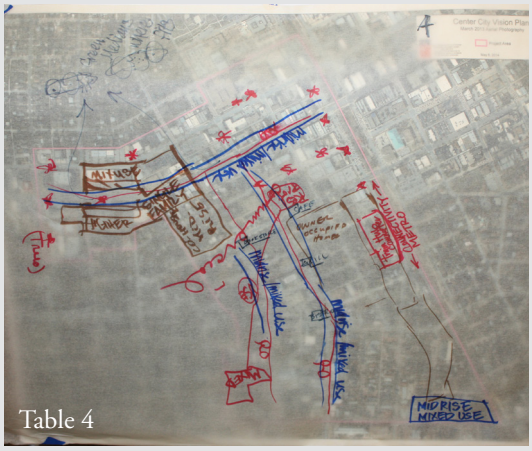
On the evening of May 12th approximately 125 people gathered at the Loveworks building for the opening public meeting of the charrette. The meeting began with a presentation by the charrette team about the project purpose and process including a description of the approach taken by the lead design firm, Opticos, to a neighborhood vision plan. The central activity of the evening was a "hands-on" drawing exercise, during which small groups of community members each worked with a charrette design leader to draw their vision of how the Center City might look and operate some 20 years from now. At the end of the evening a representative from each group reported on their top vision items. This exercise allowed all participants to see the common vision ideas as well as the disagreements. This information was then handed off to the charrette design team as a starting point for the development of design alternatives starting the next day. See pp. 16-20 for meeting results.

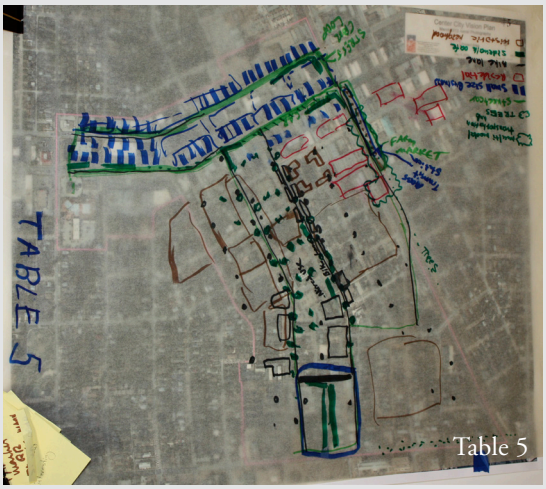
Figure 1.5: The charrette team reviewing the study area.

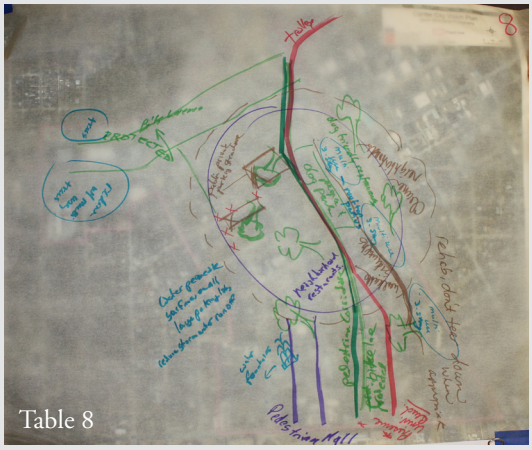
Community Response 1.11: Hands-on Exercise Maps (Responses from the opening meeting, May 12th):











Community Response 1.12: Hands-on Exercise Maps (Responses from the opening meeting, May 12th):

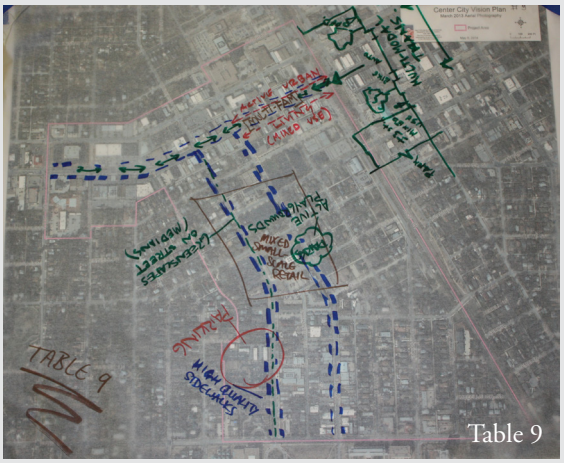


Table 9

Table 11

Table 12

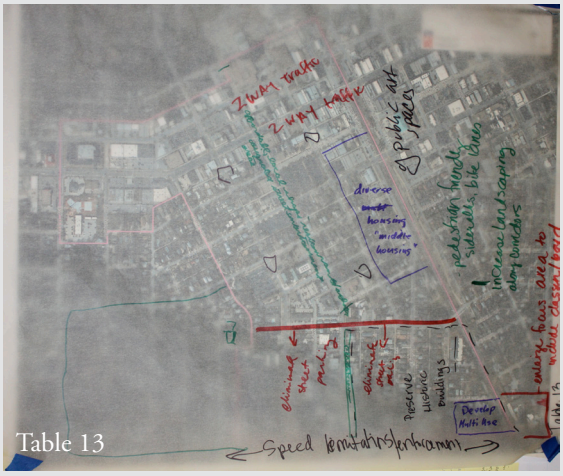


Table 13

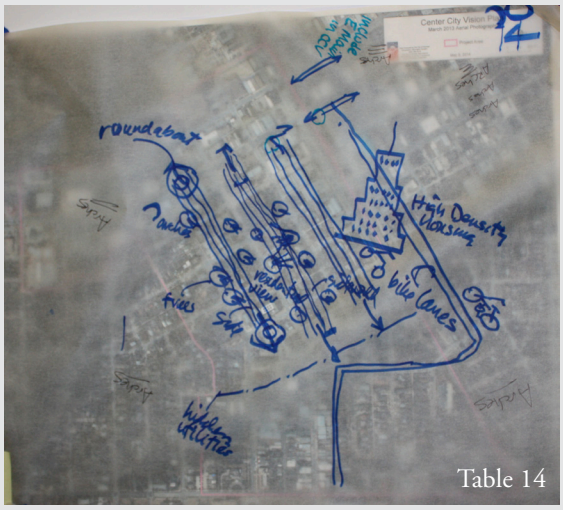


Table 14

These maps are illustrative of the hands-on exercise conducted during the opening meeting on May 16th, 2014. Each table created unique solutions to creating a vision for Center City Norman.

Community Feedback 1.13: Big Ideas from the Hands-on Workshop (Ranked responses from the opening meeting, May 12th):

Mixed-Use Development
- Acting as buffer
- Live/work buildings
- Along railroad tracks
- Along west-side of Downtown between Santa Fe and Jenkins, south of Main
- Mixed housing

Wide, Consistent Sidewalks
- Connecting Campus Corner and Main St
- Along Main St., University, and Asp/Webster
- Shaded with trees and sails to keep cool during summer
- Walkable sidewalks

Multi-Modal/Public Transportation
- Expand public transportation routes and timing
- Mass Transit/Light Rail
- Shuttle buses along Front St./James Garner
- Trolley from new library to Boyd

Iconic Features
- Downtown Farmer's Market
- Curves, circles and arches
- Basketball/event complex at Boyd or near train station
- Historic hotel serving downtown
- University Blvd. to be protected as gateway to OU
- Library to be moved to downtown
- Signage, maps, and waysigns

Local-Only Businesses
- Downtown/Campus Corner filled with local businesses
- Continuous local retail, restaurants, and other storefronts with entertainment
- Maintain local businesses, keep downtown local, special, and distinct from Campus Corner
- Business incubators and temporary business structures

Bike Lanes
- Dedicated bike lanes
- Biking on Buchanan/Casper/Santa Fe – Narrow streets
- Bicycle paths

Historic Preservation
- Protect and preserve the historic homes/ neighborhoods
- Build with architecture sensitive to historic areas
- Rehab/Revitalize old storefront buildings

Parking Structures
- Multiple within study area
- Close to campus
- Centralized

Increase City Parks
- Center City park
- Only one, small park in study area – we need more
- Community Parks

Greenspace
- Between Campus Corner and Downtown
- Tree-lined street
- Greenscapes on streets/medians
- Lots of vegetation
- Less concrete, more trees with greater variety

Development
- Healthy living amenity center
- Increase activity north of Campus Corner
- Bike rental/Bike share
- Extend business footprint to street

Water Fountain Feature
- Water feature on Baptist church, Main St parks
- Fountains, sculptures, and public gardens
- Roundabout with water fountain on Main

Public Space
- More public space along retail corridors
- Use current on-street parking as creative public space
- More public art, aesthetics, and revitalization

Small-Scale Retail
- Main St. Makeover with coffee shops, trees, bike lanes
- Mixed small-scale retail (Laundromat, post office, corner store, bank)
- Several adjoining blocks of small shops and cafes with outdoor entertainment

Diverse Residential
- Affordable public housing blended with new construction
- Middle housing along railroad
- Less student housing and more 'adult' housing
- High density/high mid-rise housing for student/alumni mix – more likely to spend $$
- Open section 8, low-income housing to registered sex offenders

Main & Gray Decoupling
- 2-way traffic on Main St and Gray St.

Reduce Speeds
- Remove speed humps on Symmes
- Speed enforcement on Boyd

Street Lighting
- Well-lit, safe streets
- More street lighting with consistent design

Commuter/Passenger Rail
- Only passenger rail through Norman – no BNSF 20+ times a day
- Commuter rail without overhead lines

Pedestrian-Only Zone
- Pedestrian mall on Buchanan and Asp @ Campus Corner
- Pedestrian corridor

Pet Friendly/Safe
- Pet friendly streets

Mixed Parking Options
- Multi-use church parking lots
- Mixed parking plan: internal integrated, street parking, subsurface
- Need parking authority

Public Infrastructure
- More recycling stations/options
- Underground utilities

Neighborhoods
- Cleaner neighborhoods
- Fewer chopped-up neighborhoods

Accessibility
Handicap and elderly friendly
Accessibility for disabled/challenged

Opening Meeting, Loveworks Building, May 12th, 2014

Figure 1.6: Community members participating in the hands-on workshop.

1.4.2 May 13-15th, The Charrette Design Studio

The place of work for the charrette team was the design studio located at Loveworks. The design studio is a temporary working office combined with meeting space and a public reception/gallery area. During the five days, hundreds of community members, activists, community leaders, university staff, property owners, developers, church leaders and others visited the studio during open hours to view the ongoing work and to provide their input. Six technical meetings were held at the studio around the topics of transportation, land use, buildings, code administration.

Open Studio, Loveworks Building, May 13-15th, 2014

Figure 1.7: During the charrette community members visited the charrette studio to discuss the work-in-progress with city staff and members of the charrette design team.

1.4.3 May 14th, Open House Review

On Wednesday May 14, between 5:00 and 7:00pm, the charrette studio hosted a two-hour open house. The purpose of the open house was to have a designated period during which community members could view the mid-course work-in-progress. During the open house hours the charrette team put down their pencils to take time to present and discuss their drawings posted on the walls around the studio. Over 90 people visited the charrette studio during the open house.

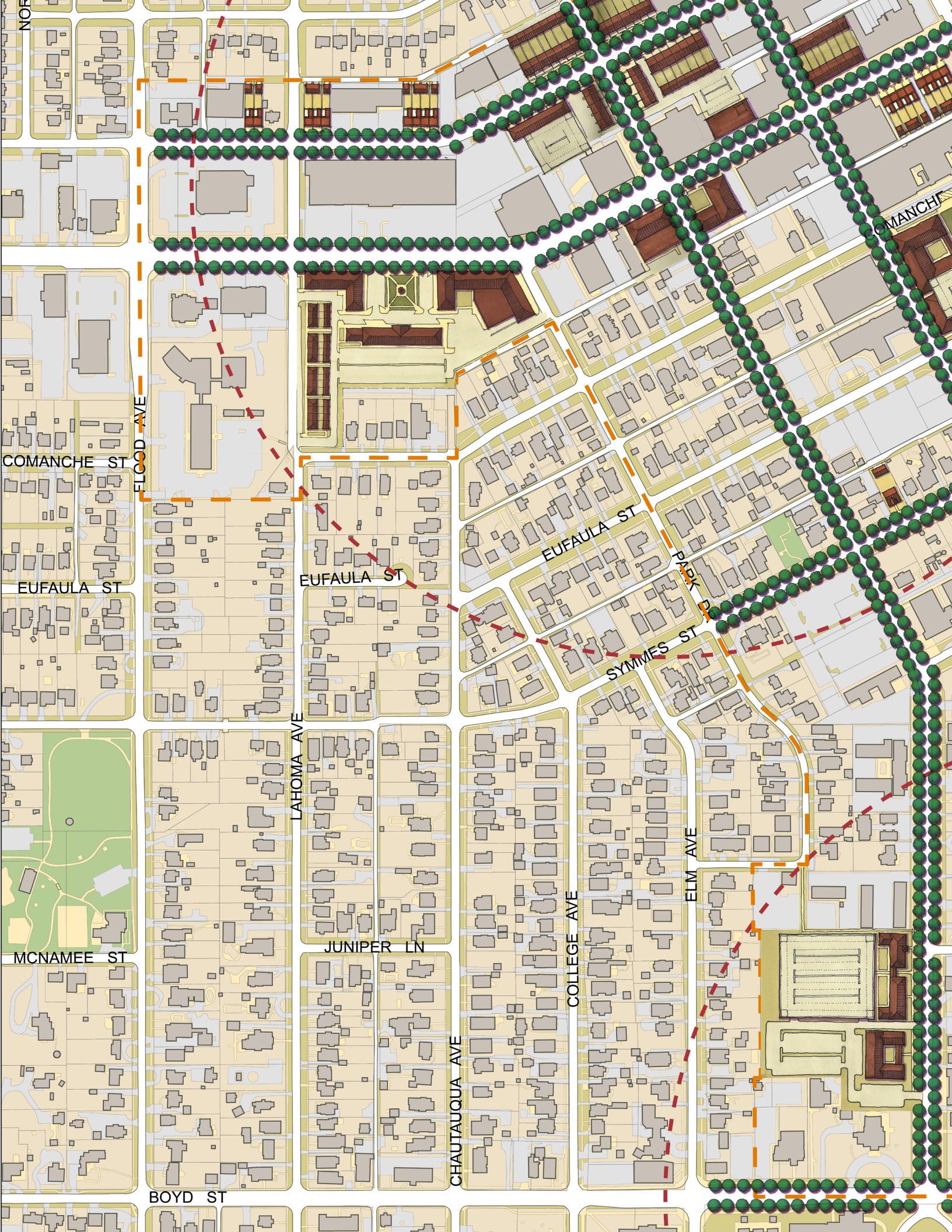
Open House Review, Loveworks Building, May 14th, 2014

Figure 1.8: Community members participating in the charrette open-house, May 14th, 2014.

1.4.4 May 16th, The Charrette Summary Presentation

On the evening of May 16th approximately 100 people attended a presentation and comment session that summarized the work of the five-day charrette. The work represented more than 500 people hours logged by the charrette team and city staff and over 1200 people hours logged by the community.
The resulting drawings and documents were co-created by the charrette design team and community members starting with several alternatives that were merged into a single vision over the five days.
During the summary presentation, members of the design team presented the story and outcomes of the charrette using drawings and data. The charrette team and staff wanted to have a clear idea of how the community felt about the presented vision. Each participant received a keypad that was used as a polling device. At various points throughout the evening the audience was asked to use their keypad to respond to questions related to the content of the presentation. The complete presentation and polling results are included on the following pages.

Figure 1.9: Community members attending the Charrette Summary Presentation, May 16th, 2014.


NOR
COMANCHE ST
FLOOD AVE
EUFAULA ST
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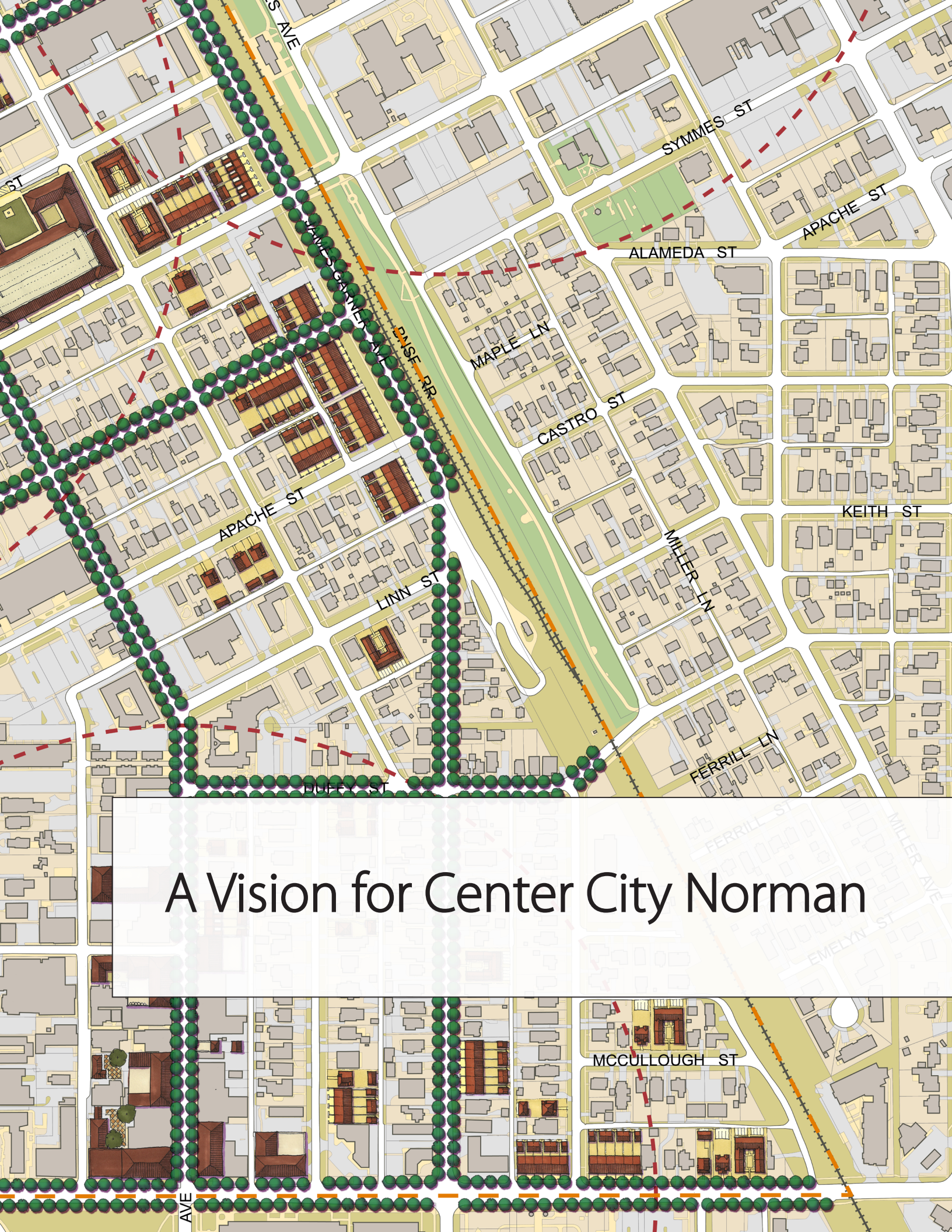
MCNAMEE ST
COLLEGE AVE
ELM AVE
CHAUTAUQUA AVE
BOYD ST



A Vision for Center City Norman

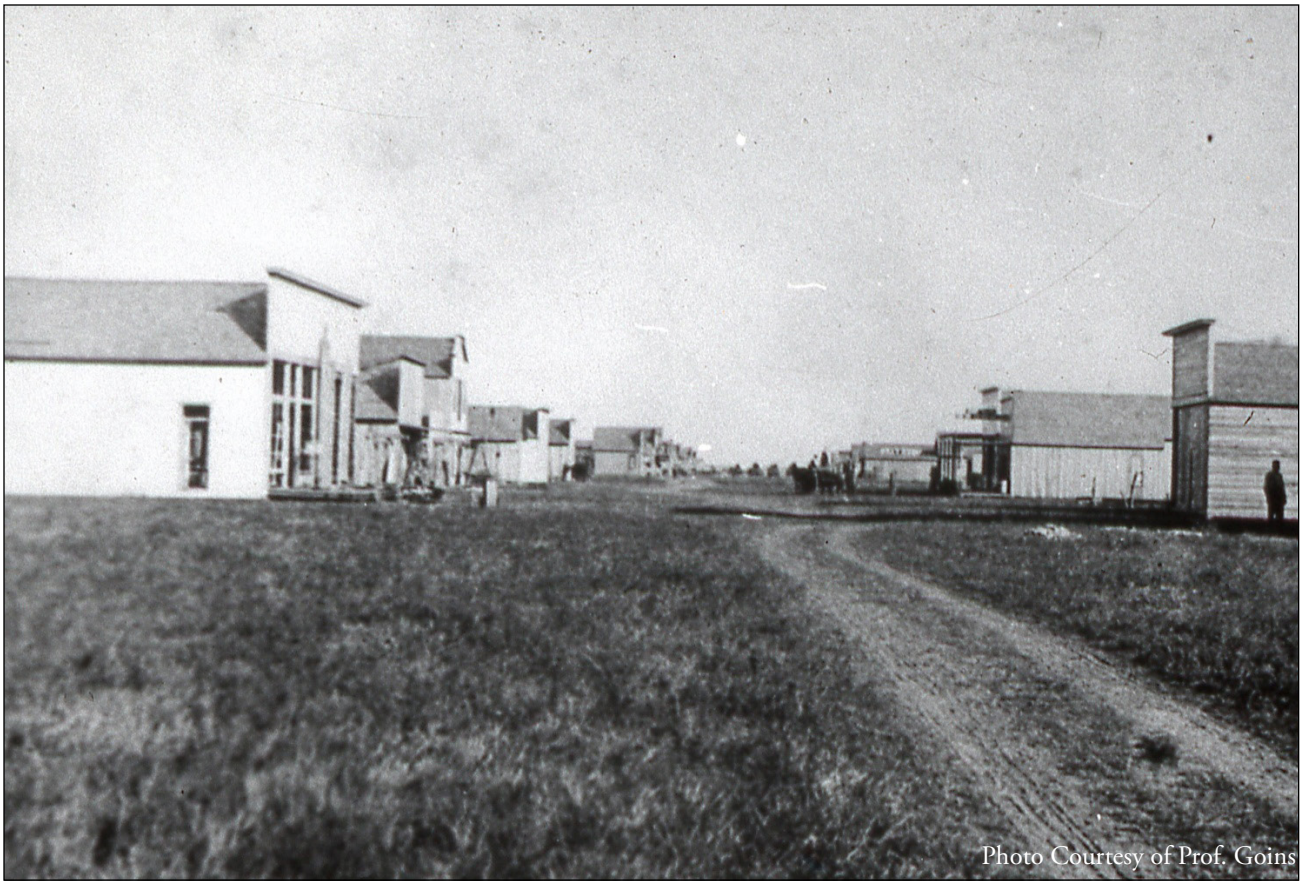


Figure 2.1: Norman, OK as a pioneer community

2.1 PLACEMAKING AND WALKABILITY

All places evolve. No city is a static invention built in a single motion, but is rather a place that grows organically responding to the community's needs, aspirations, lifestyles, and character. Norman was once little more than a handful of wooden shopfront buildings informally emerging from a prairie frontier. Today, the historic main street, thriving university community, and tree-covered residential neighborhoods offer proof that the city has gone through generations of reinvention since Norman's inception. What is the future vision for Norman's Center City that responds to its community today? And what is the clear design framework that will enable Norman to evolve toward this vision?

Understanding the current character of the project area is one fundamental aspect to determine the appropriate framework for evolution. Figure 2.2 illustrates how the built environment can be categorized into two different patterns based on dependence on auto travel, resulting in distinct characters and

behaviors of place: Walkable Urban, and Drivable Suburban.[1] Walkable Urban areas are places where a person can walk, bike, or ride transit to work, shopping, and recreation needs. These environments allow for the use of automobiles, but do not require the use of a vehicle to accommodate most daily needs. Drivable Suburban areas are places where a person is mostly dependent on the automobile to travel to work, shopping, and recreation needs. The design and layout of the built environment in these areas is driven by the need to accommodate the automobile. Land uses are segregated from each other and often buffered by wide arterial streets, leaving large distances between each land use, which further requires the automobile for day-to-day functions. Walkable Urban and Drivable Suburban places also require different tools to be effectively implemented and reinforced because these types of places differ in behavior and structure.

Norman's Center City has the form, street network, and character to be reinforced as a great walkable place. This visioning process seeks to set goals for Norman's evolution to improve walkability, reinforce the community's character, and continue to promote Norman as a wonderful place in which to live.

Walkable Urban

Drivable Suburban

Figure 2.2: Visual comparison of Walkable Urban vs. Drivable Suburban communities

1 The Option of Urbanism: Investing in a New American Dream, Christopher Leinberger

2.2 THE VISION FOR NORMAN

2.2.1. Define Centers: Reinforcing "Places to Go" and Focused Large-Scale Development

Successful placemaking requires defining a hierarchy of places within a community. Walkable urban places do not display a homogenous scale across their entire built environments, nor is larger-scale development located arbitrarily throughout their neighborhoods. Rather, urban form intensifies around major centers in the community, which both creates a synergy of activity at these nodes, and preserves the integrity of surrounding neighborhoods of their residential character. Norman's Center City supports two such nodes – Campus Corner and West Main Street – that should be reinforced as focus points for larger-scale development (Figures 2.3-2.5).

Campus Corner, a University-focused center, is one appropriate location for larger, carefully designed development opportunities. New development at Boyd and Asp could integrate existing facades, Spanish Revival architecture, and building step-backs on upper floors that provide outdoor terraces. Downtown Norman is a larger community-focused center compared to Campus Corner; this activity node could be centered around University Boulevard and Main Street, to serve as a pivot-point of connection between Main Street businesses and traffic heading to and from the University. Tiered-scales of mixed-use development should respond appropriately to the current design context of downtown, with larger building projects taking place along Main Street, transitioning to live/work and townhouse units toward the nearby residential neighborhoods. Larger buildings should also be visually scale-appropriate by "breaking down" buildings to look like a series of smaller buildings with variations in form.

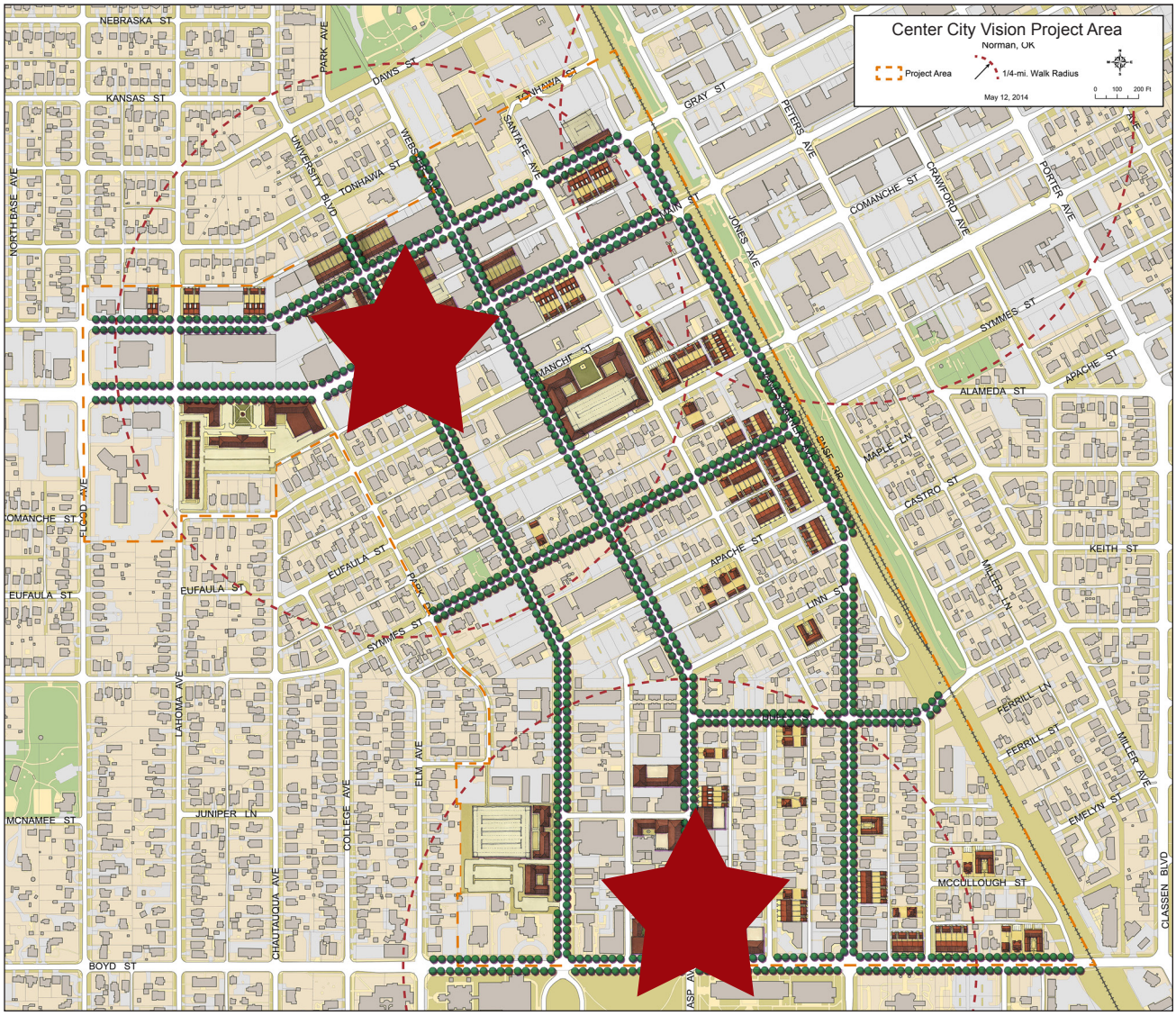


Figure 2.3: Primary goal: make the starred areas walkable

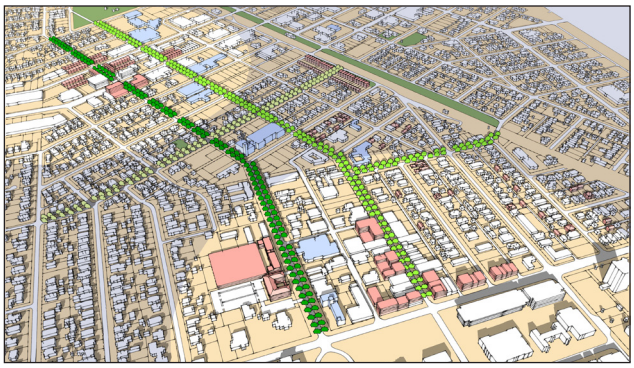


Figure 2.4: Defining Focus Points: Campus Corner looking North

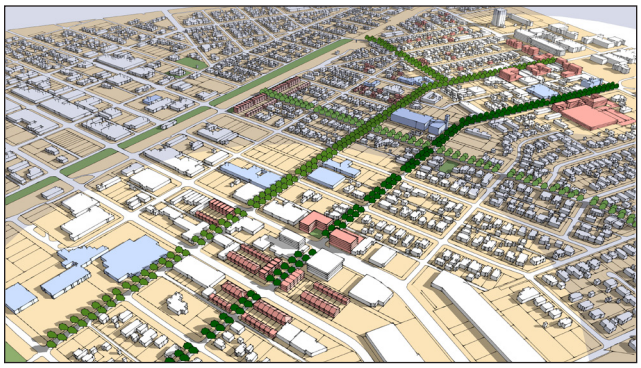


Figure 2.5: Defining Focus Points: Downtown looking South

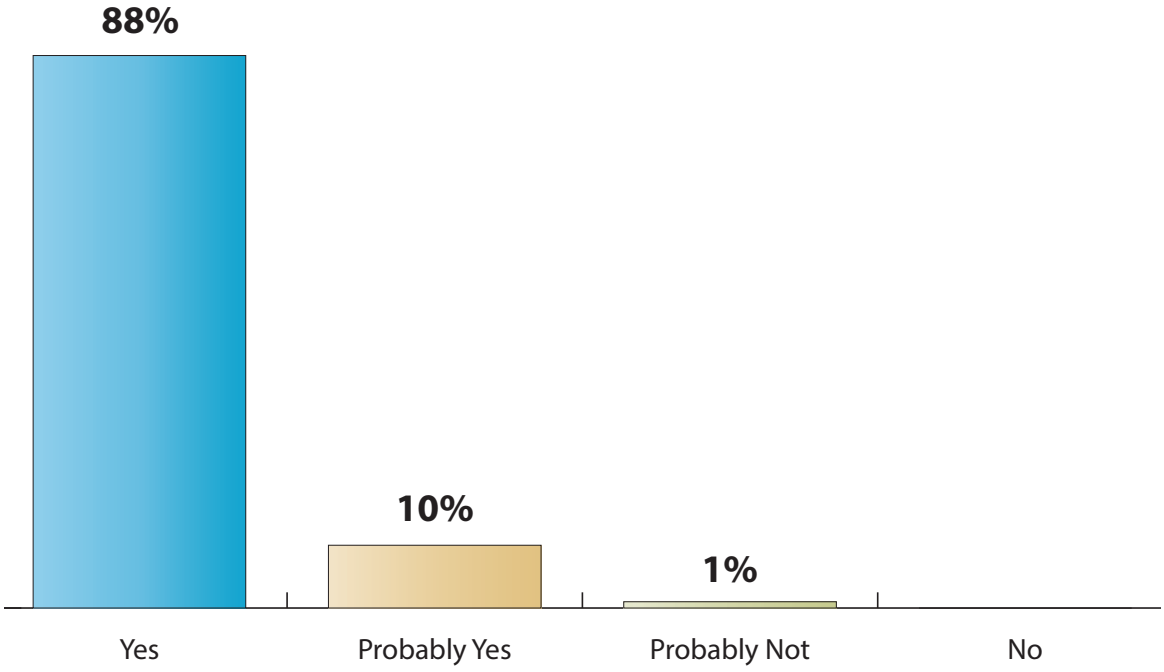
2.2.2. Transform Main & Gray to Two-Way: Generate Economic Development Through Placemaking

One-way streets through downtowns prioritize vehicular travel flow instead of a successful main-street business environment and thriving economy. Cars quickly drive through town, rather than being encouraged to make downtown their destination and local main-street businesses suffer from diminished visibility and access from passing traffic. Main Street and Gray Street can be converted back to two-way thoroughfares within the current curb-to-curb widths, creating one travel lane in each direction with a center turning lane, and maintaining diagonal parking on both sides of the road (Figures 2.6, 2.7). Travel lanes may be marked as sharrows also, to notify vehicles to share the road with bicycles (Figures 2.8, 2.9).

There are great potential economic benefits to support this change; recent examples of one-way removals in American downtowns (such as the conversion of Clematis Street in West Palm Beach, FL) have led to significant increases in property values, rents, occupancy, and private investment. Converting Main and Gray to two-way thoroughfares is the best way to promote change towards a thriving business district in downtown Norman by increasing auto mobility, pedestrian safety, transit accessibility, and retail visibility (Figures 2.10-2.12).

Table 2.1 compares one-way vs. two-way street performance, including mobility, vehicle miles, and travel time. For example, two-way streets require less recirculation or less distance and time for local trips, can accommodate between 2-5% more traffic, and reduces potential for dangerous "conflicts" between pedestrians and motor vehicles[2].

Community Feedback 2.1: Transform Main and Gray to Two-Way Streets? (Responses from the summary presentation meeting, May 16th):



2 Walker. W., Kulash, W., and McHugh, B. 1999. Downtown Streets: Are we strangling ourselves on one-way networks? *TRB Circular E-C019: Urban Street Symposium.* Dallas TX.

Charrette Vision: Convert Gray St. to Two-Way Traffic

Figure 2.6: Existing Gray Street with one-way traffic

Figure 2.7: View of proposed Gray Street at Santa Fe, transformed into a two-way street with center median, on-street parking interrupted by occasional "parklets"

Charrette Vision: Convert Main St. to Two-Way Traffic - Lane Configurations

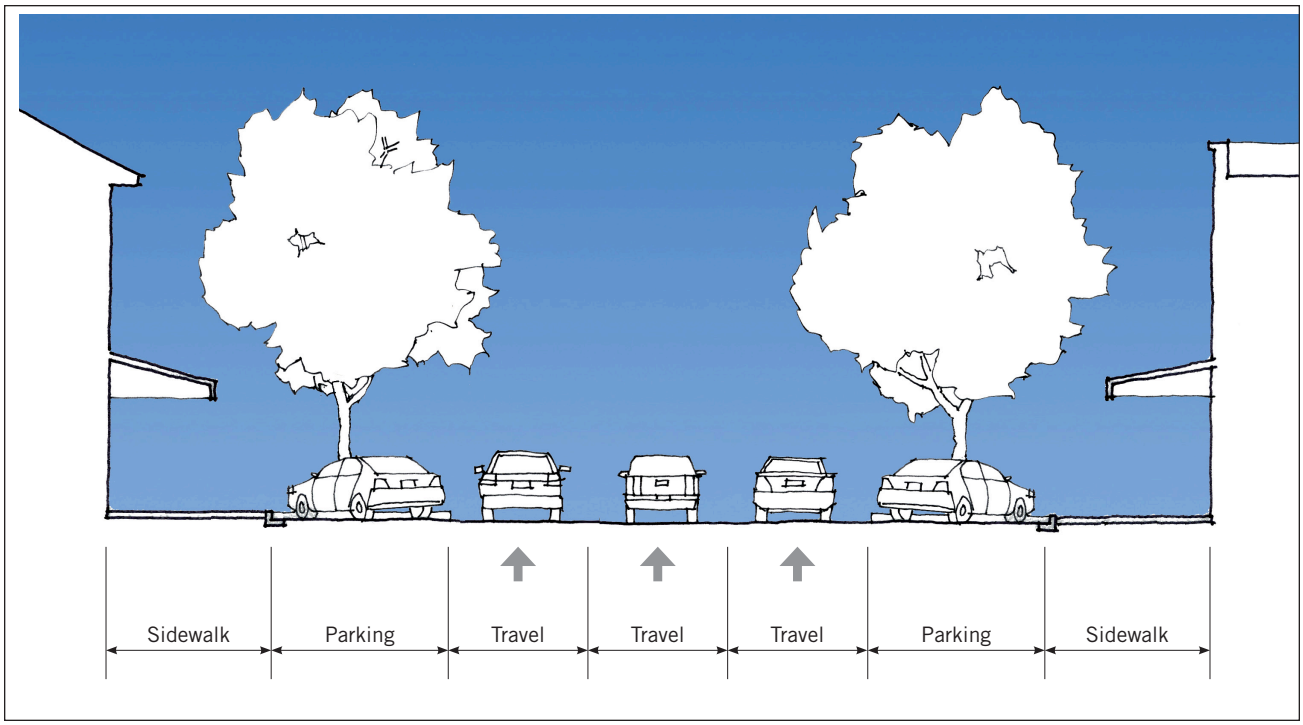


Figure 2.8: Existing Main Street with one-way traffic

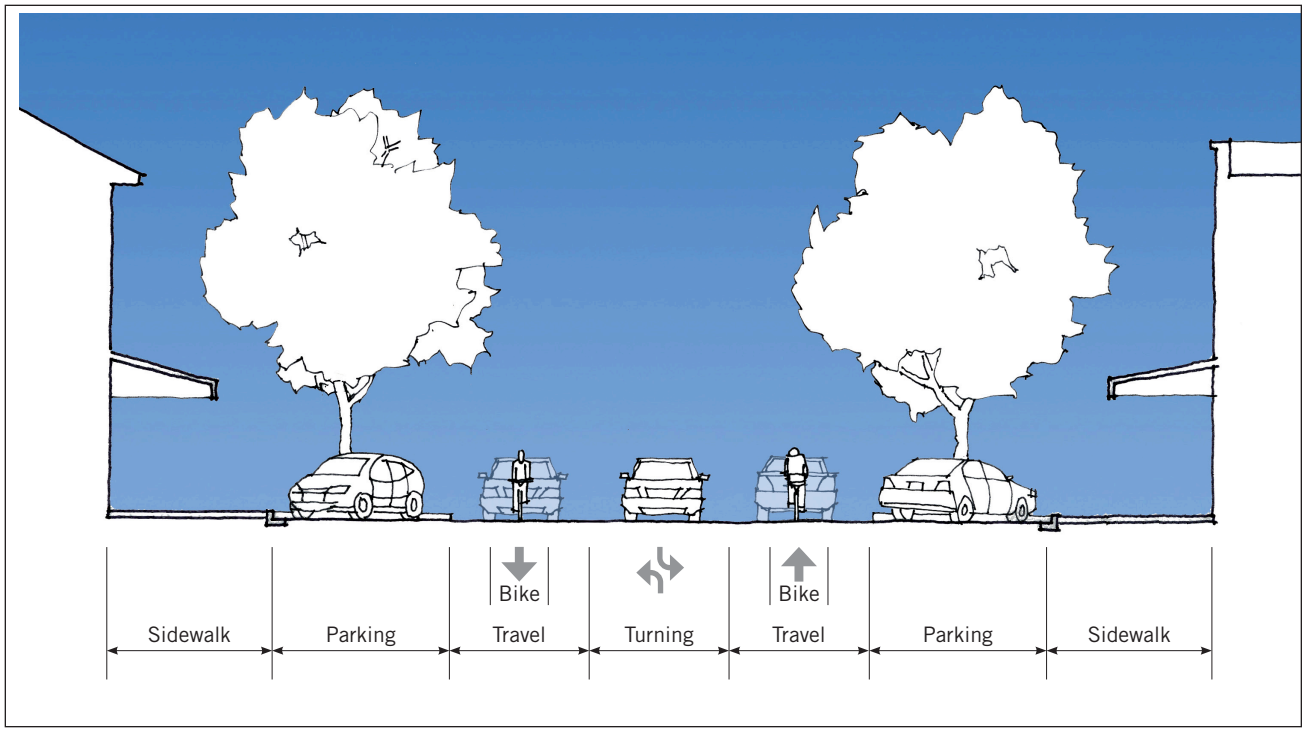


Figure 2.9: Main Street as a two-way street

Table 2.1 Comparison of One-Way to Two-Way Street Conversion Effects

COMMUNITY IMPACTS	ONE-WAY	TWO-WAY
Mobility		
Mobility	Out of Direction	Direct
Vehicle Miles	130-140% Direct	Direct
Turns	160% Direct	Direct
Travel Time (Through)	< Minutes Better	
Travel Time (Local)		Direct
Capacity	2-5% Better	
Parking	1/2 L.H.	Normal
Pedestrians		
Conflict Sequences	16	2
Conflict Quantity	3	2,1
Transit	Complex	Single Route
Retail		
Visibility	>25% Eclipsed	100% Visible
Accessibility	Out of Direction	Direct

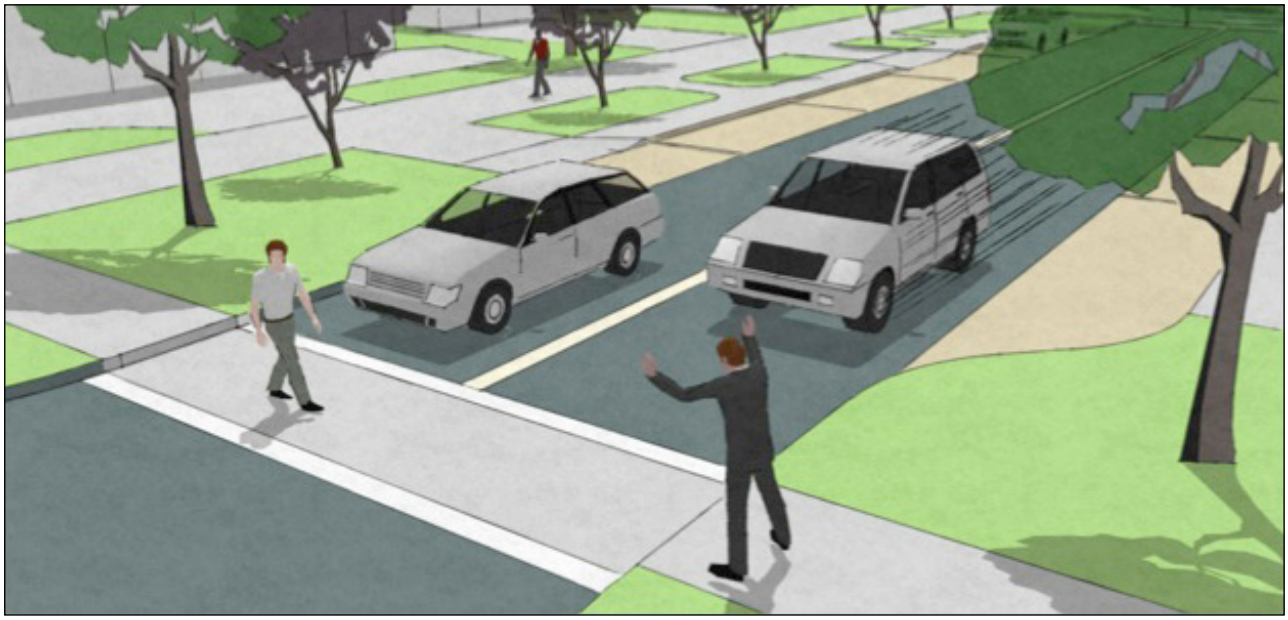


Figure 2.10: One-way streets risk the "multiple threat" conflict as the crossing pedestrian may be "shadowed" by a stopped vehicle

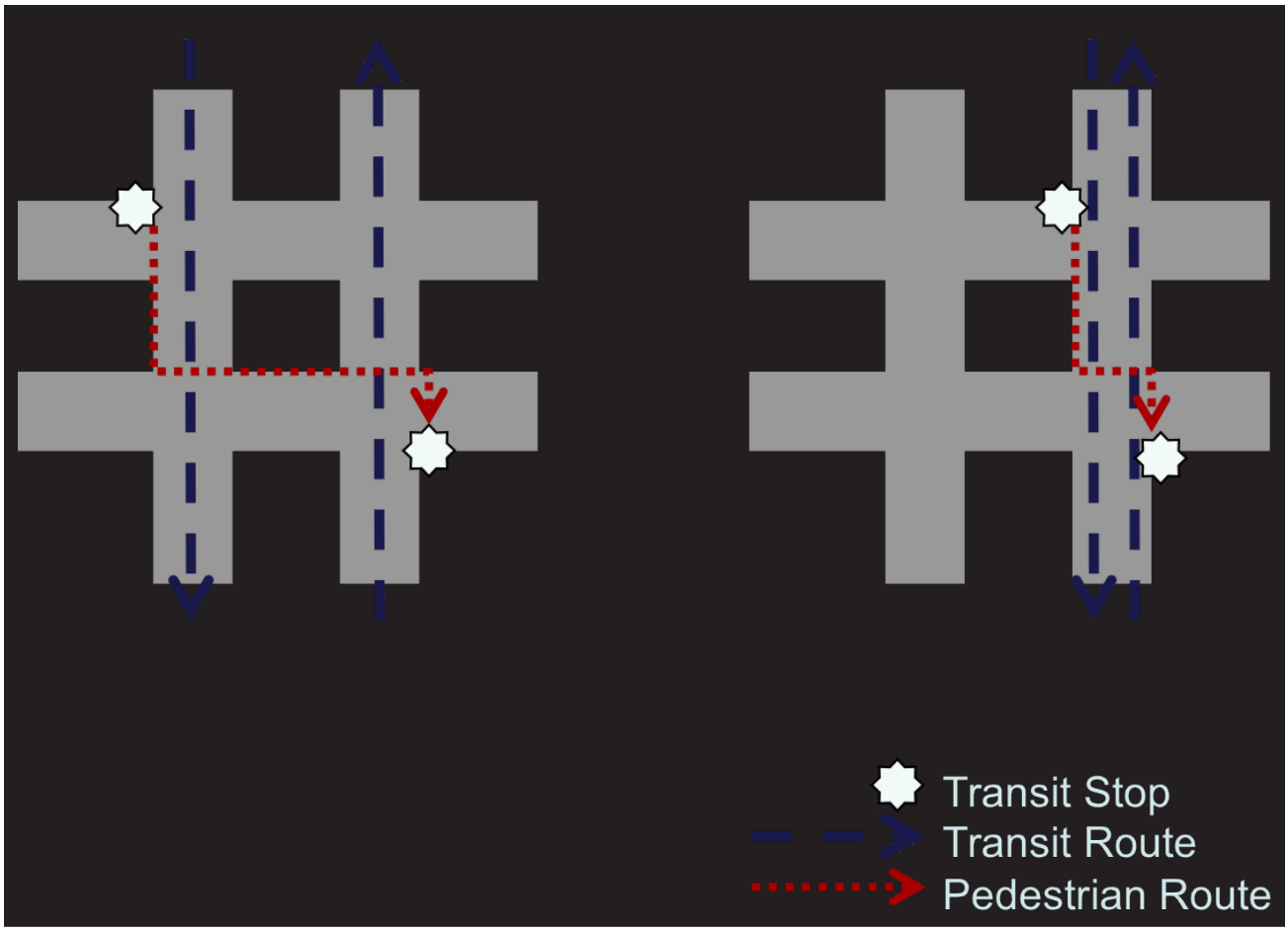


Figure 2.11: One-way streets (left) separate transit routes, which creates confusion for pedestrians using public transportation who might not realize the distance between stops is over a block away. Two-way streets (right) allow transit to operate both directions of a route on the same street, minimizing the distance between transit stops and reducing confusion for transit riders.

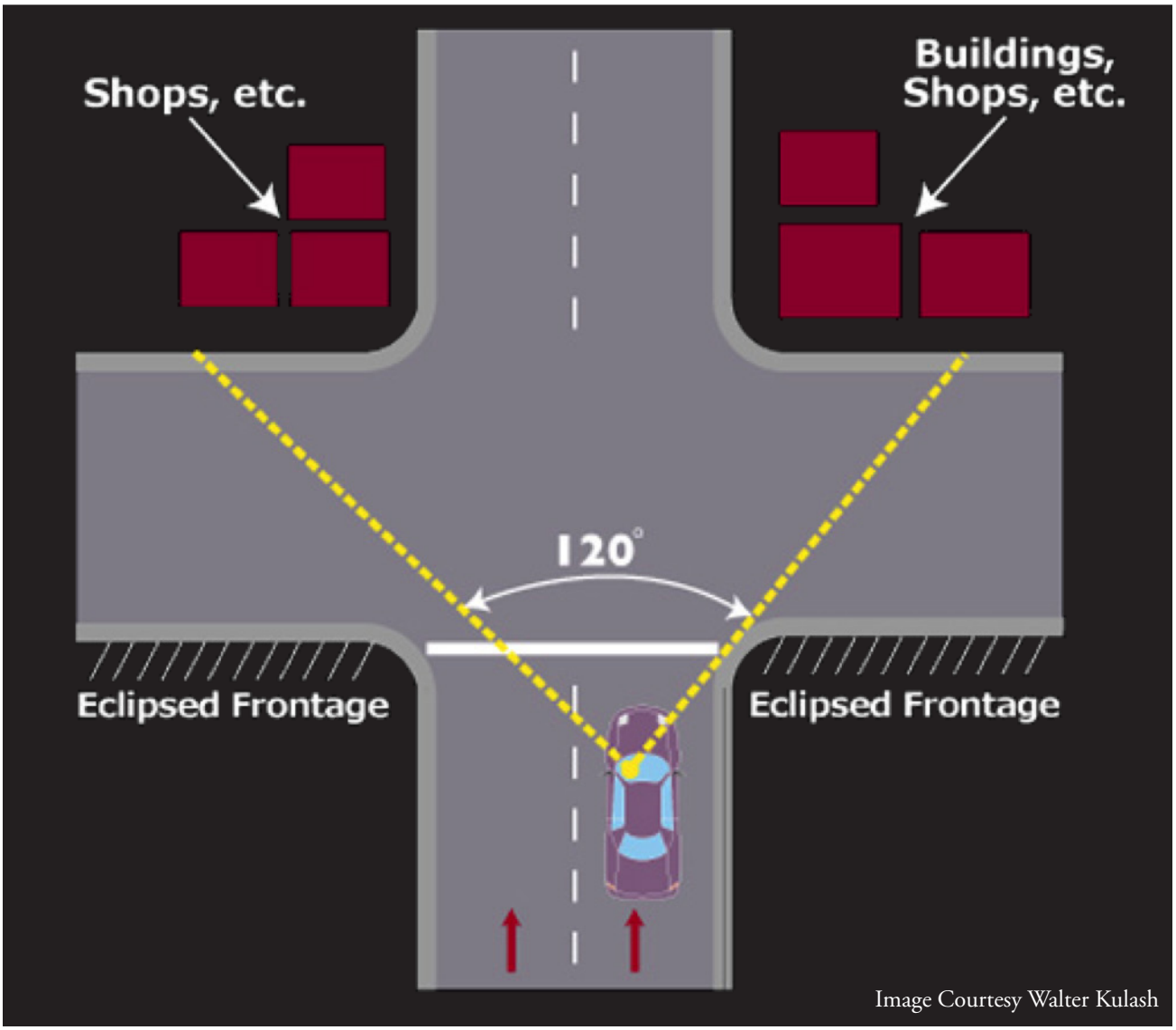


Figure 2.12: In a one-way street configuration (above), the view of building retail frontages on the upstream side of the intersection are compromised by eclipsing and not seen by drivers. Two-way streets allow all corners to be seen by passing vehicles in both directions.

2.2.3. Provide Housing Choices: Diversifying and Stabilizing the Area

Over recent decades, American cities have lost all vocabulary of housing types besides single-unit detached houses and mixed-use mid-rise apartments. Yet previously, American urban communities had a rich diversity of housing options between these extremes, such as bungalow courts, duplexes, fourplexes, and mansion apartments.

Figure 2.13: Diagram of 'Missing Middle' housing types illustrating the range of types and their location between single-family homes and mid-rise buildings

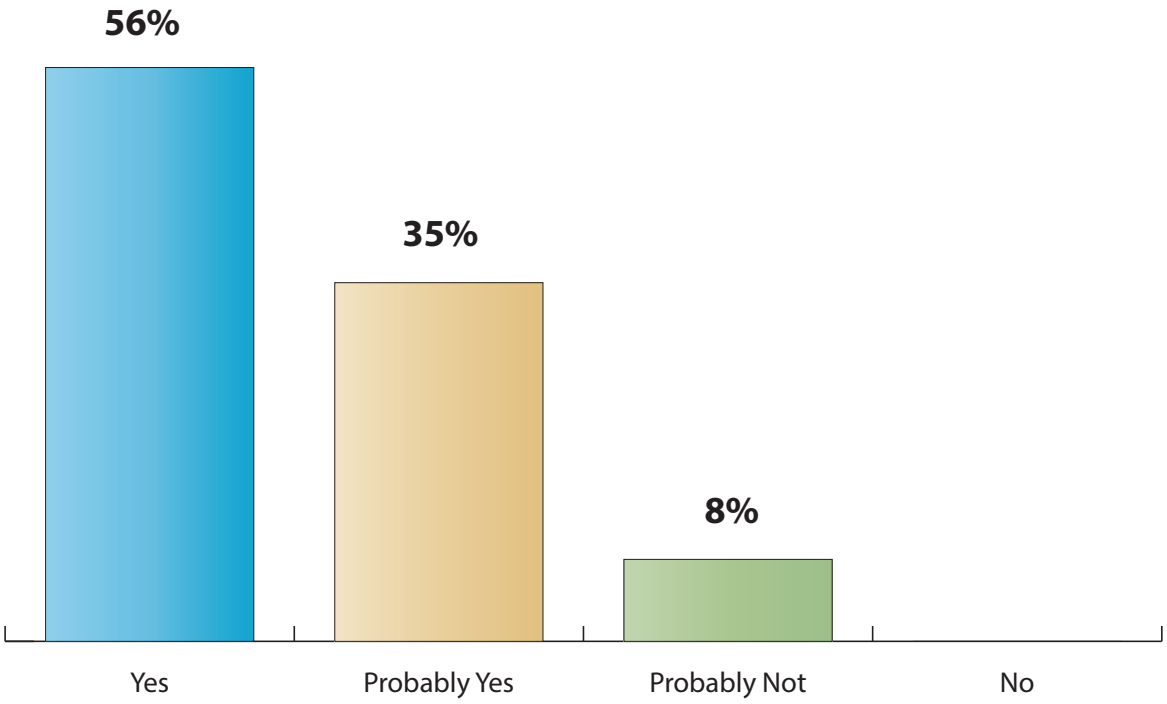
Current housing trends show that demand is increasing for the lost diversity of attached and small-lot housing, yet there is not an adequate supply of these housing types to respond to this demand. Meanwhile, the market is oversaturated with conventional large-lot, single-family housing. The best way for thriving communities to capture this new demand, and encourage creative yet compatible density, is by encouraging 'Missing Middle' housing. Norman still retains many historic examples of these 'Missing Middle' types that have the following characteristics (Figure 2.14):

- Smaller, well-designed units
- Off-street parking does not drive the site plan
- Lower perceived population densities
- Small footprint buildings
- Simple construction
- Community supportive
- Marketability

In the project area, 'Missing Middle' housing is a great opportunity in between the nodes to encourage appropriate infill and meet the demand for housing between Campus Corner and Downtown Norman. Encouraging 'Missing Middle' housing types in Norman, such as those illustrated in figure 2.23, reinforces an important value of the community: that appropriate form and scale, not density, are the most important priorities in deciding how to evolve its neighborhoods. See the appendix for the complete 'Missing Middle' article and housing types.

Figure 2.14: Norman, OK: Comparison of Missing Middle Housing Types

Community Feedback 2.2: Is 'Missing Middle' housing an appropriate strategy to stabilize neighborhoods? (Responses from the summary presentation meeting, May 16th):



2.2.4 Improve the Public Realm: Connectivity and Social Space

All streets should be designed as spaces for both people and cars. This is a concept often called "complete streets," with equal emphasis given to all users when making improvements or changes to the streets. Two ways this emphasis is accomplished are through connecting streets and creating social spaces. The city should go beyond complete street policies to adopting street design guidelines. Such guidelines provide greater assurance of complete street implementation.

Establishing a hierarchy of street connections helps prioritize efforts for public realm improvements, and reinforces the most effective routes for pedestrian and bicycle connectivity. University Boulevard and Asp Avenue are important north-south connectors between the downtown and the University; Symmes Street is a good east-west connector and boundary between the two community centers; and Duffy Street is a critical route connecting the Legacy Trail to Campus Corner (Figure 2.3, page 29).

As the Campus Corner area evolves, building a network of mid-block pedestrian spaces between Asp and Buchanan Avenues would both support walkability and create interesting spaces for community activities and outdoor seating. Lane reductions (road diet) along Boyd Street would accommodate new bicycle lanes, while also improving vehicular travel flow (Figures 2.15-2.18). Developing Asp Avenue as a curbless, "festival street" will make it more pedestrian-friendly, with the potential for temporary closures for events and game days.

One simple yet powerful way to reinforce the public realm is by planting street trees. The first president of the University of Oklahoma, Dr. David Ross Boyd, himself used trees as a civic gesture; a plaque on campus recalls that, "President Boyd not only busied himself with the building of an academic institution, but he himself planted the trees that became the forebears of this beautiful campus."

The community desires a downtown farmers' market; vacant and underutilized land along James Garner Avenue at Symmes is one ideal location. The market could be set up within the extremely deep planting strip, with new live/work units lining the space (Figure 2.19).

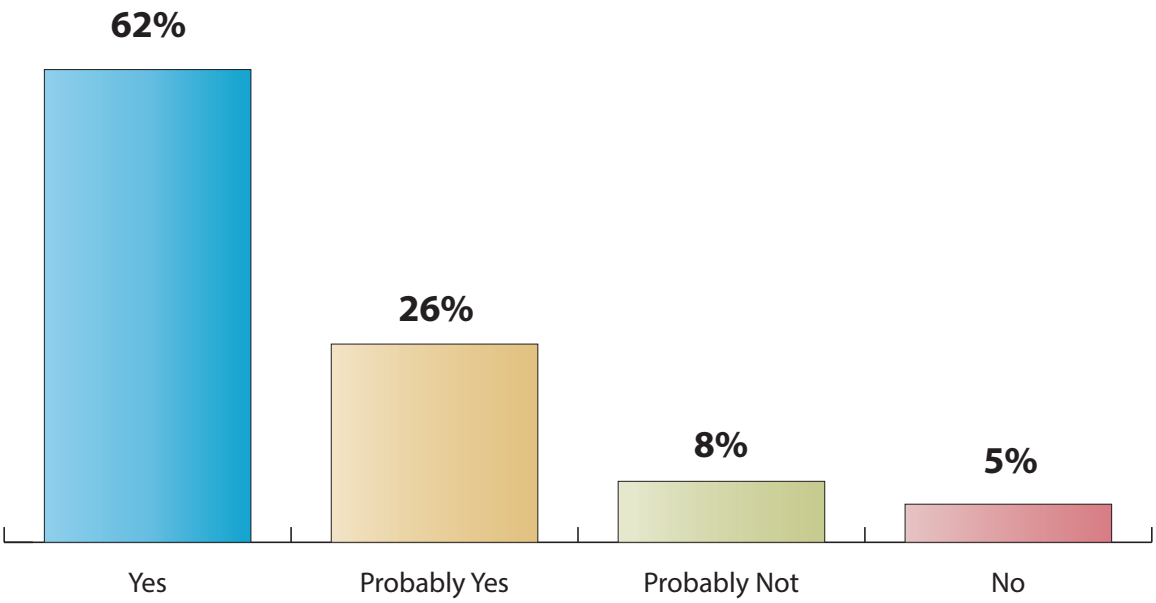
"The city should go beyond complete streets policies to adopting street design guidelines. Such guidelines provide greater assurance of complete street implementation."

Charrette Vision: Create Social Space at Campus Corner

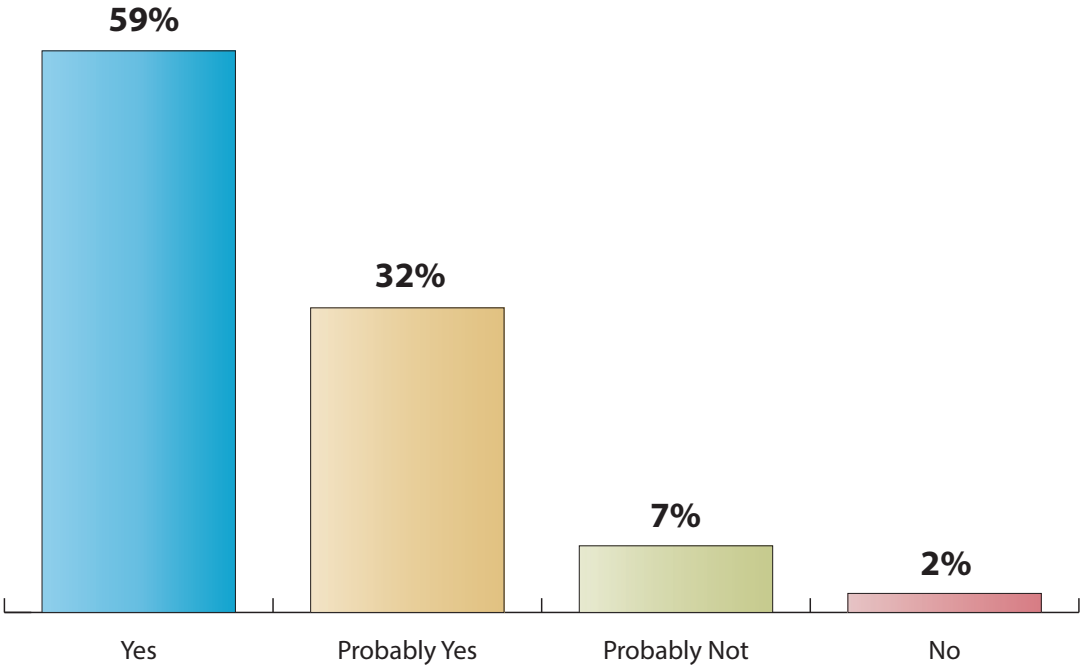
Figure 2.15: Campus Corner Current Conditions

Figure 2.16: Campus Corner with stepped back, five-story building and three-lane Boyd Street with bike lanes

Community Feedback 2.3: Is Figure 2.16 an Appropriate Way for Campus Corner to Evolve? (Responses from the summary presentation meeting, May 16th, image p. 39):



Community Feedback 2.4: Transform Boyd to 3 Lanes?
(Responses from the summary presentation meeting, May 16th):



Charrette Vision: Add Bike Lanes on Boyd St. - Lane Configurations

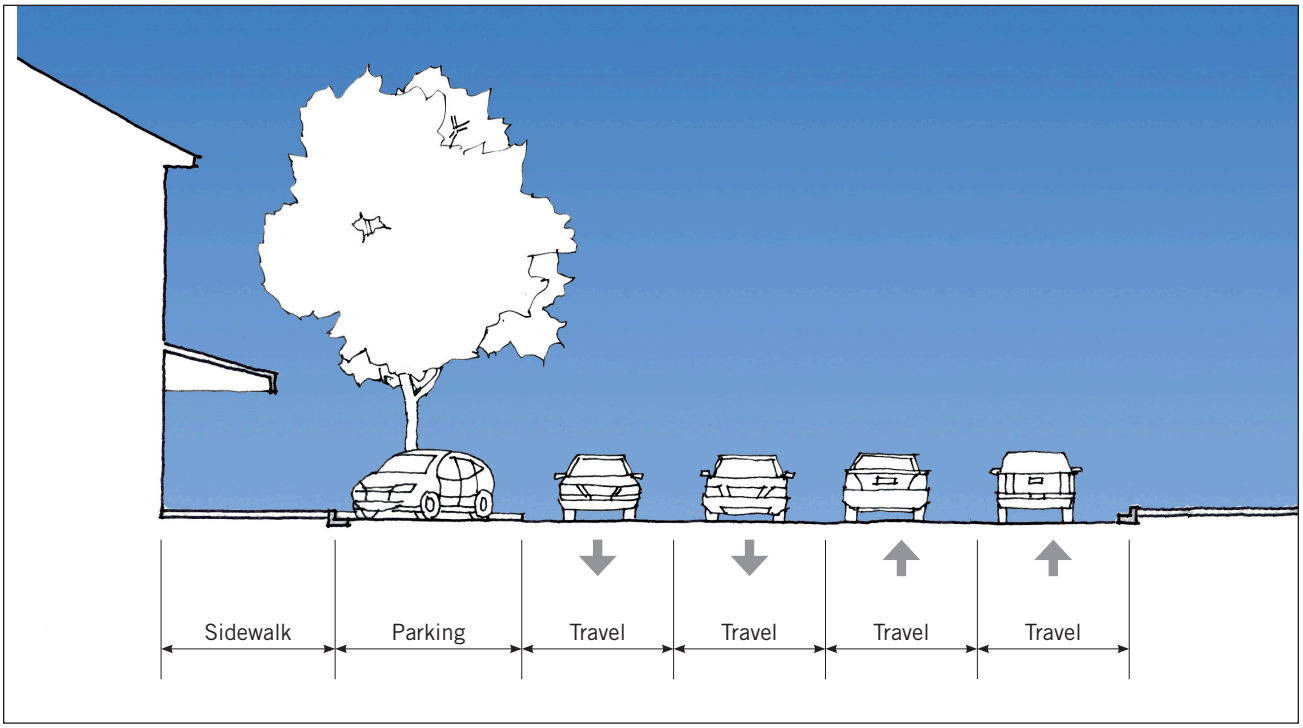


Figure 2.17: Boyd Street Current Lane Configuration

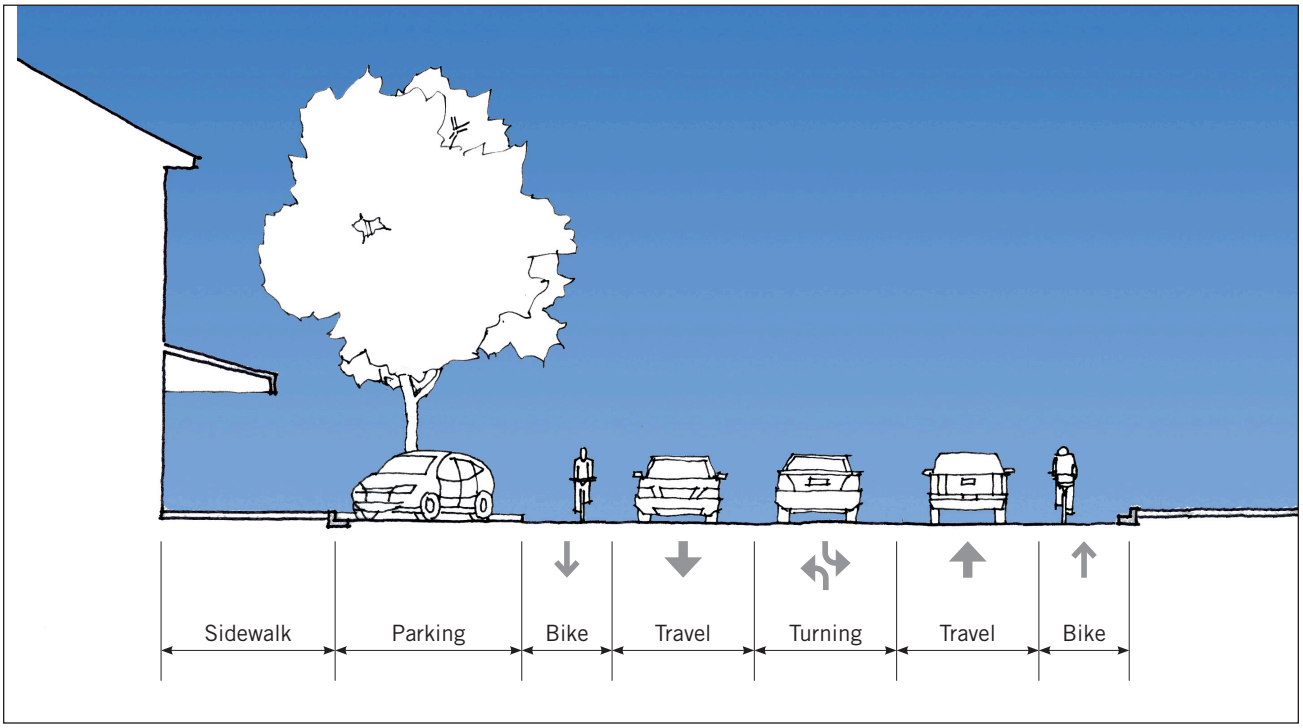
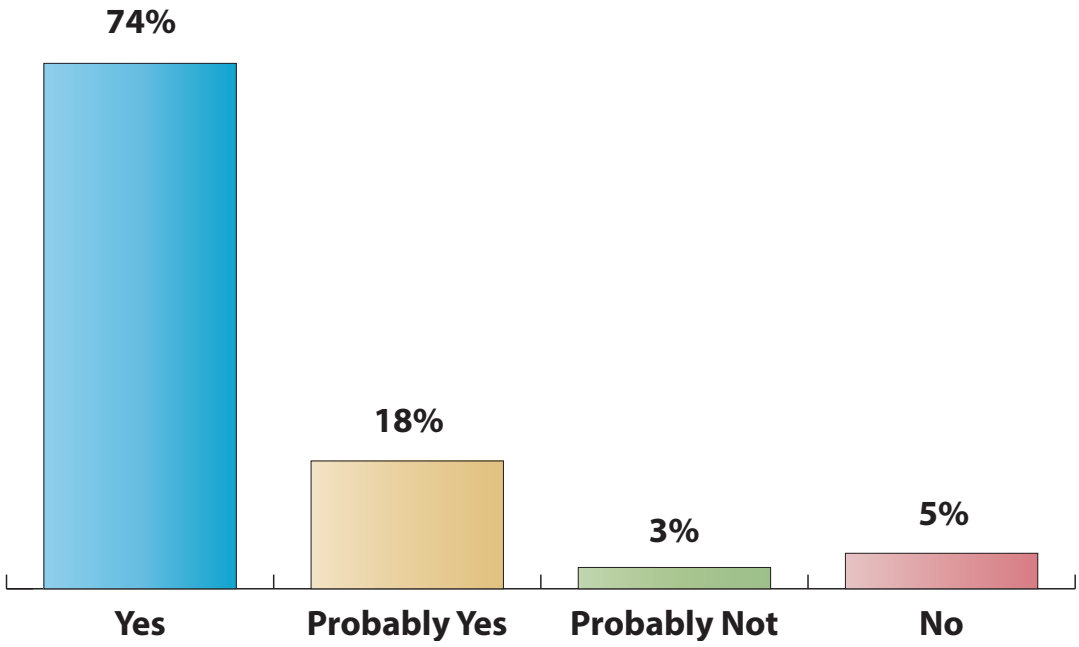


Figure 2.18: Boyd Street at Campus Corner with three lanes and bike lanes

Figure 2.19: Future Vision: Farmer's Market at the intersection of Symmes and James Garner Avenues

Community Feedback 2.5: Is Symmes and James Garner an appropriate location for a farmers market? (Responses from the summary presentation meeting, May 16th):



2.2.5 Repair and Stabilize the Neighborhoods: Don't Let Parking Dominate the Perception of Place

Active street frontages with buildings opening onto the street are critical for encouraging walkability, improving pedestrian perceptions of safety, general comfort, and enjoyability. Today, many large surface parking lots across central Norman create continual voids in the built environment, making it a less pleasant and welcoming place for walking and cycling. For Norman to achieve its goal of walkability, it must ensure more active frontages line its streets while reducing the need for parking through alternative means of transportation.

While efforts can be made to reduce the amount of parking needed by the community, parking structures wrapped by active spaces are a solution to provide parking when needed while also creating active street frontages. The impact of large inactive parking structures on a street environment is minimized with active buildings and uses (such as townhouses) wrapping its perimeter (Figure 2.20). Appropriate city parking standards are key to achieving the vision of the Center City as a walkable place. The Center City with its proximity to Main Street services and the campus is an area that can support reduced parking standards. Table 2.2 contains a sample of parking standards that could be applied to the Center City study area. Further study will be required to determine the actual standards for the study area.

Campus Corner and Downtown Norman will need the long-term support of parking structures, either as a large primary structure or a series of smaller structures within the area. University Boulevard, as it approaches the campus, is another important public realm priority in this project area. It has a large opportunity site, and some have discussed using this area as a possible location for a large, shared parking garage (Figure 2.21, 2.22). Yet this section of University Boulevard is prominently situated as a gateway to the University. It is important for the community to ensure that active frontages engage the street edge, even through means of liner buildings in the case of a parking garage structure. For Downtown Norman, a city-owned location should be selected for a future parking structure.

Table 2.2: Sample Right-size Parking Standards. Additional study will be required to determine similar optimal rates.

USE	TYPE	MAXIMUM	BIKE PARKING
Multifamily	Efficiency	0.5 per unit	1 per 4 units
	1 BR	1.0 per unit	
	2 BR	1.25 per unit	
	3 BR	1.5 per unit	
	4 or more BR	1.67 per unit	
Business (retail)		1 per 300 ft^2	Under 100,000 ft^2 floor area: Min 4; 2 additional spaces per every 2,500 ft^2 of floor area for first 10,000 ft^2; then 1 additional space per 5,000 ft^2.

Charrette Vision: Stabilizing the Neighborhoods

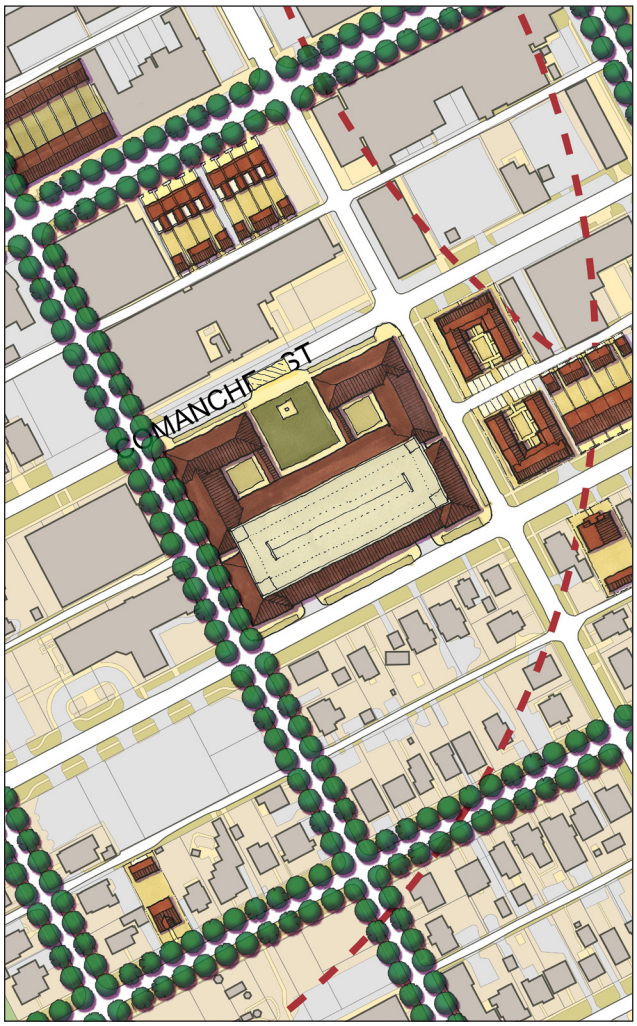


Figure 2.20: Development of the parking lot at Comanche and Webster showing a parking structure wrapped by buildings that houses church activites. Greenspace faces the main church entrance

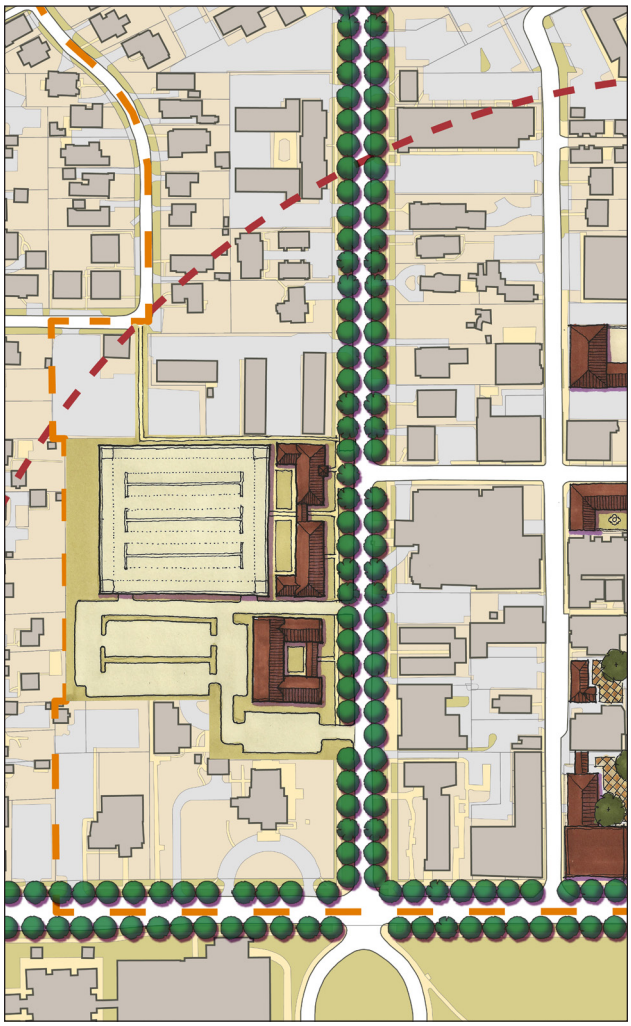


Figure 2.21: Parking garage off University, north of Boyd. Buildings line the street frontage, while the parking garages are positioned in back

Charrette Vision: Stabilizing the Neighborhoods

Figure 2.22 (Left): Opportunity location for a shared parking structure near Campus Corner

Figure 2.23 (Below): 'Missing Middle' courtyard apartments provide an active street frontage compatible with surrounding detatched houses

2.2.6 Incubating Local Business: Provide Small Incubator Spaces

Norman's vision should "think big" with long-term goals and significant game-changing projects. However, small-scale, short-term projects can also make a great impact on a community's sense of place. Norman can encourage its current and future local business owners to think creatively about ways to foster a more active main street and economy today. One great opportunity being used across the country is temporary commercial space. Temporary commercial structures - from reclaimed shipping containers, to food trucks, to low-cost construction, temporary commercial structures - are able to make a big economic impact for a small initial investment (Figure 2.24).

Another great opportunity in the project area for incubating small local businesses is the vacant old lumberyard site on Main Street at Santa Fe. This place would be a great central location for flexible live/work units, offering small spaces perfect for a start-up business (Figures 2.25, 2.26).

Figure 2.24: Shipping container modified to 'pop-up' ice cream stand in Cambridge, MA

Figure 2.25: Old Lumberyard Current Conditions

Figure 2.26: Old Lumberyard site development as “missing-middle” live-work units with housing on top of work or retail space

2.2.7 Integrate a Holistic Transportation Strategy: Provide Choices

Simultaneous transportation improvements are key to supporting all other efforts at improving walkability in the Center City. Proposed projects and policies for the project area include:

1. Convert Main and Gray Streets to two-way with bike lanes (Section 2.2.2)
2. Locate shared parking garages at centers (Section 2.2.5)
3. Reduce Boyd to three lanes with bike lanes (Figure 2.18)
4. Reduce/right-size parking requirements (Table 2.2)
5. Adopt Complete Streets policies and guidelines (Section 2.2.4)
6. Enhance bicycle connectivity (Figure 2.27)
7. Enhance transit service (Figure 2.28)

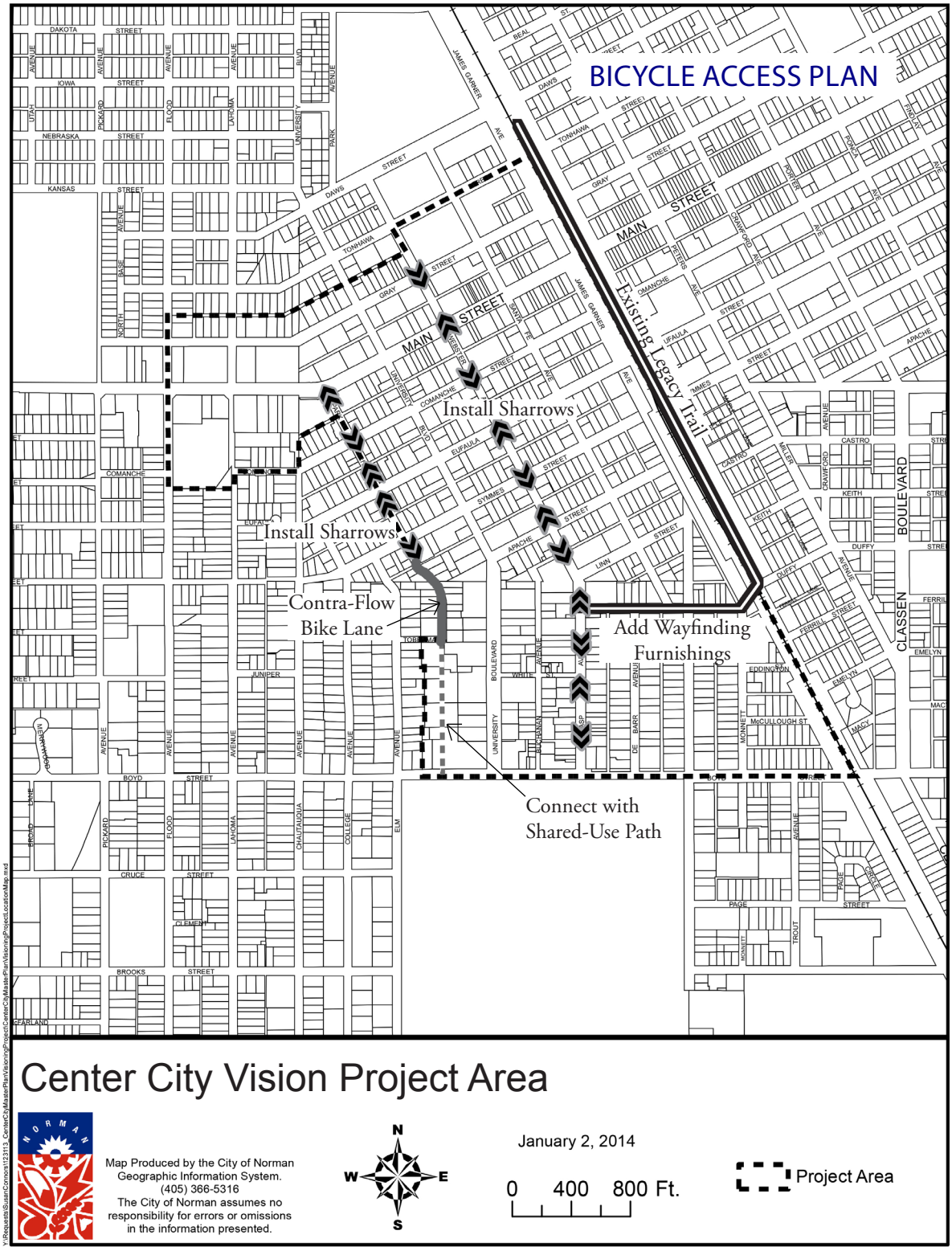


Figure 2.27: Map illustrating enhanced bicycle connectivity within the study area

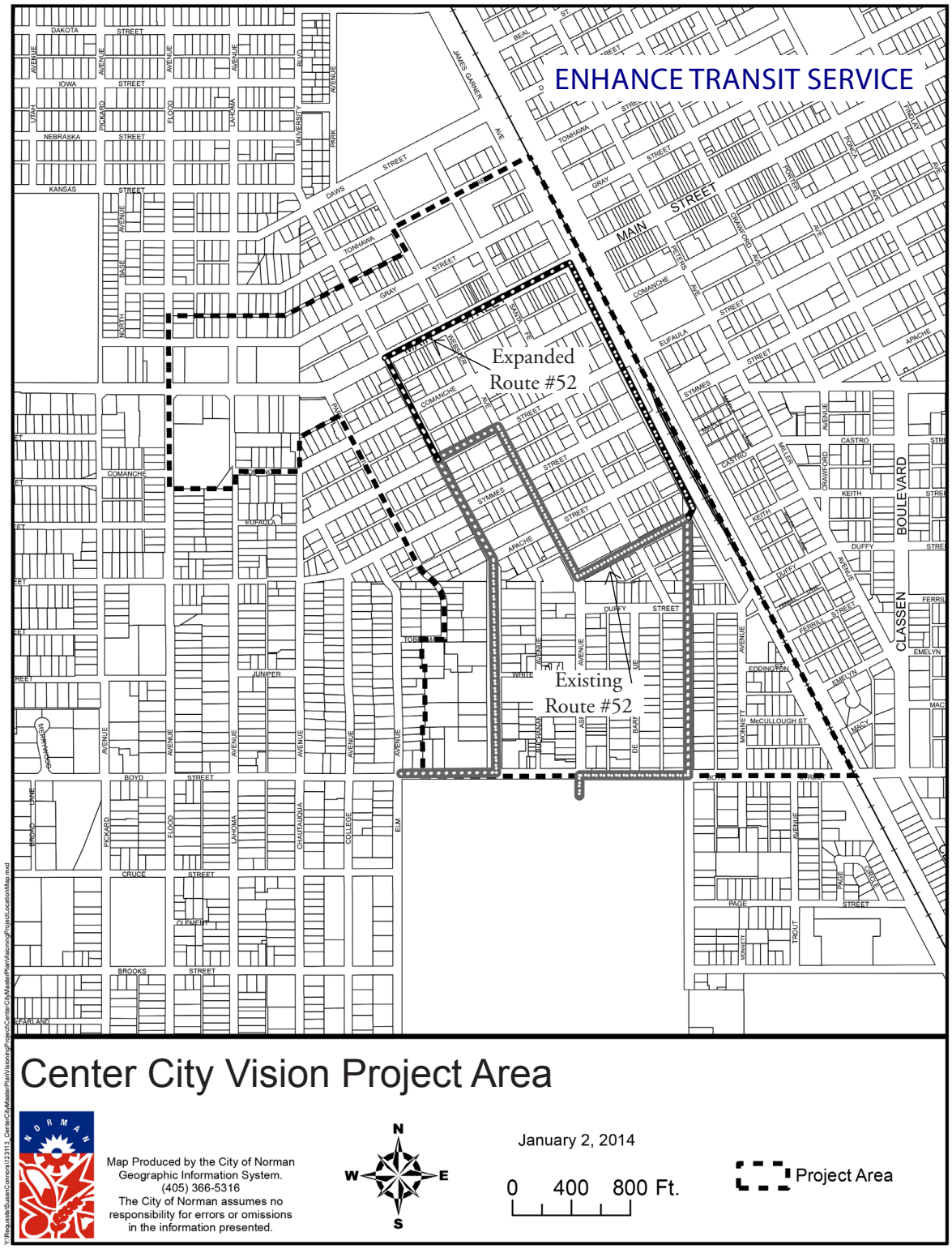
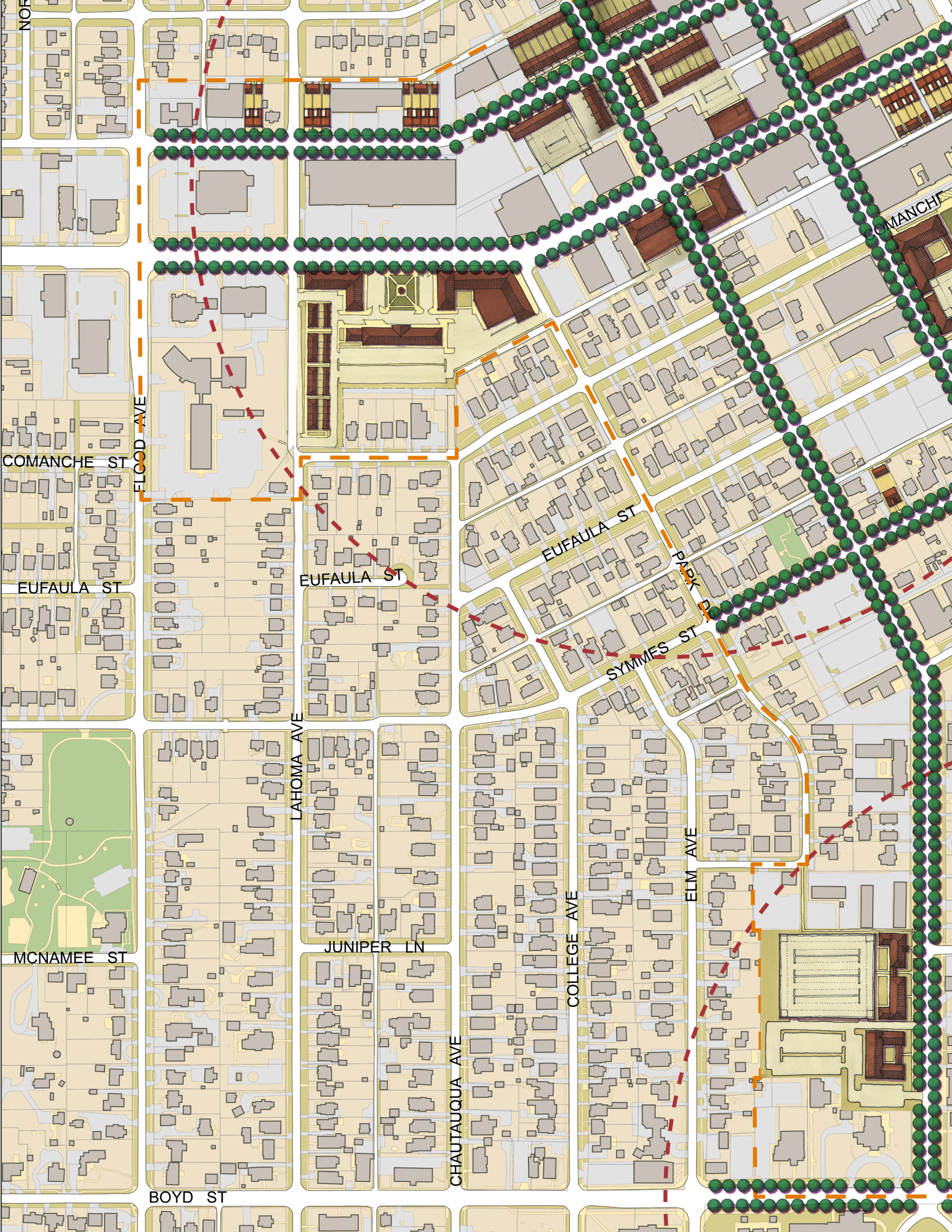


Figure 2.28: Map illustrating enhanced public transportation within the study area


NOR
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PARK PL
SYMMES ST
COMANCHE
LAHOMA AVE
JUNIPER LN
MCNAMEE ST
COLLEGE AVE
ELM AVE
CHAUTAUQUA AVE
BOYD ST

Implementing the Vision: Next Steps

3.1 NOT A ONE-SIZE FITS ALL APPROACH

After developing the community Center City Vision, what is needed for Norman to bring that vision into reality? Based on the initial site visit, context analysis, stakeholder interviews, review of existing ordinances, and public engagement process of the charrette, the next phase in the Center City Visioning process is to establish a priority framework of public policy, investment, and regulations for the area. This effort will unlock the potential for increased private sector investment in the Center City to create the walkable, mixed-use environment that the community desires.

The team spent time in Norman researching the current situation by meeting with stakeholders, citizens, and city staff, and walking every block of the area at different times of the day and night to gain understanding of the Center City. Several things became clear, 1) the study area is not one uniform character and should not be treated as such, 2) the current zoning ordinance and development review process have had many unintended consequences, from allowing inappropriate development "by right" to adding time and uncertainty to the development process (for citizens and developers alike), 3) the existing automobile traffic and parking patterns inhibit pedestrian and bicycle mobility, and 4) many of the vision ideas are simply not possible under the existing zoning.

A new set of form-based development standards for the Center City—with greater focus on character and placemaking and less emphasis on use and density—will be clear about the quality and character of development that the community expects for future infill and redevelopment in Norman. A streamlined set of objective administrative processes and development review procedures will provide greater certainty to homeowners, landlords, and developers for future investments.

To move forward with implementing the Center City Vision, the team recommends the creation of a new Center City Form District (using the basic standards established by the Form-Based Codes Institute, www.formbasedcodes.org) to replace the existing zoning for the study area. Additional information about form-based codes has been posted on the Center City Vision website (http://www.ci.norman.ok.us/sites/default/files/Planning/Images/Zoning%20FAQs%20final.pdf).

3.2 UNDERSTANDING THE EXISTING CONTEXT AND CHARACTER

Understanding the economic, political, and physical context of the Center City—the existing zoning, the local market, historic urban fabric, and current character—is fundamental. Any new rules must recognize that there are at least five distinct sub-areas within the study area (Figure 3.1). The standards will vary accordingly, based on whether the vision for that sub-area is one of maintenance and stabilization; evolution and enhancement; or revitalization and transformation. The scale and character of each sub-area is currently unique and should remain so in the future. The team generally defined the primary sub-areas as:

- the Main and Gray mixed-use corridors (orange);
- the residential neighborhood primarily west of University from Comanche to Apache (blue);
- the mixed-use area from Eufaula to Linn and James Garner/BNSF railroad to University (green);
- the mixed-use Campus Corner area along University and Asp and from Apache to Boyd (red);
- and the primarily residential area along DeBarr and Jenkins from Linn to Boyd (yellow).

The edges of these areas are often indistinct and overlapping and the boundaries above need refining as the project moves forward. One of the specific issues for now is where and how positive transitions can occur between sub-areas of different intensity and character, using tools such as building height step-downs and lot-line setbacks.

In each of the Center City sub-areas, there are intact buildings and blocks that epitomize the character of the area. They are well-liked and reflect the desired scale and character of future infill or redevelopment—such as the traditional shopfront buildings on Main Street, the numerous historic homes between Park and University; and the "postcard view" of Campus Corner. There are also opportunity sites where complete transformations are possible - particularly in regard to creating a mixed-use, walkable, bike-friendly urban neighborhood - because very little of the original context or character exists. These include the vacant parcels along James Garner and the railroad, numerous parking lots, and the aging strip shopping centers. (These opportunity sites were explored in some detail during the Charrette visioning process with illustrations of potential redevelopment.) There are also buildings in each area that residents and stakeholders have indicated they would hope to never see repeated—for a variety of reasons ranging from inappropriate infill that ignored the surrounding context, blank walls toward the street and sidewalk, lack of architectural character and details, to the demolition of the structures that they replaced—many of which are allowed by-right under the existing zoning.

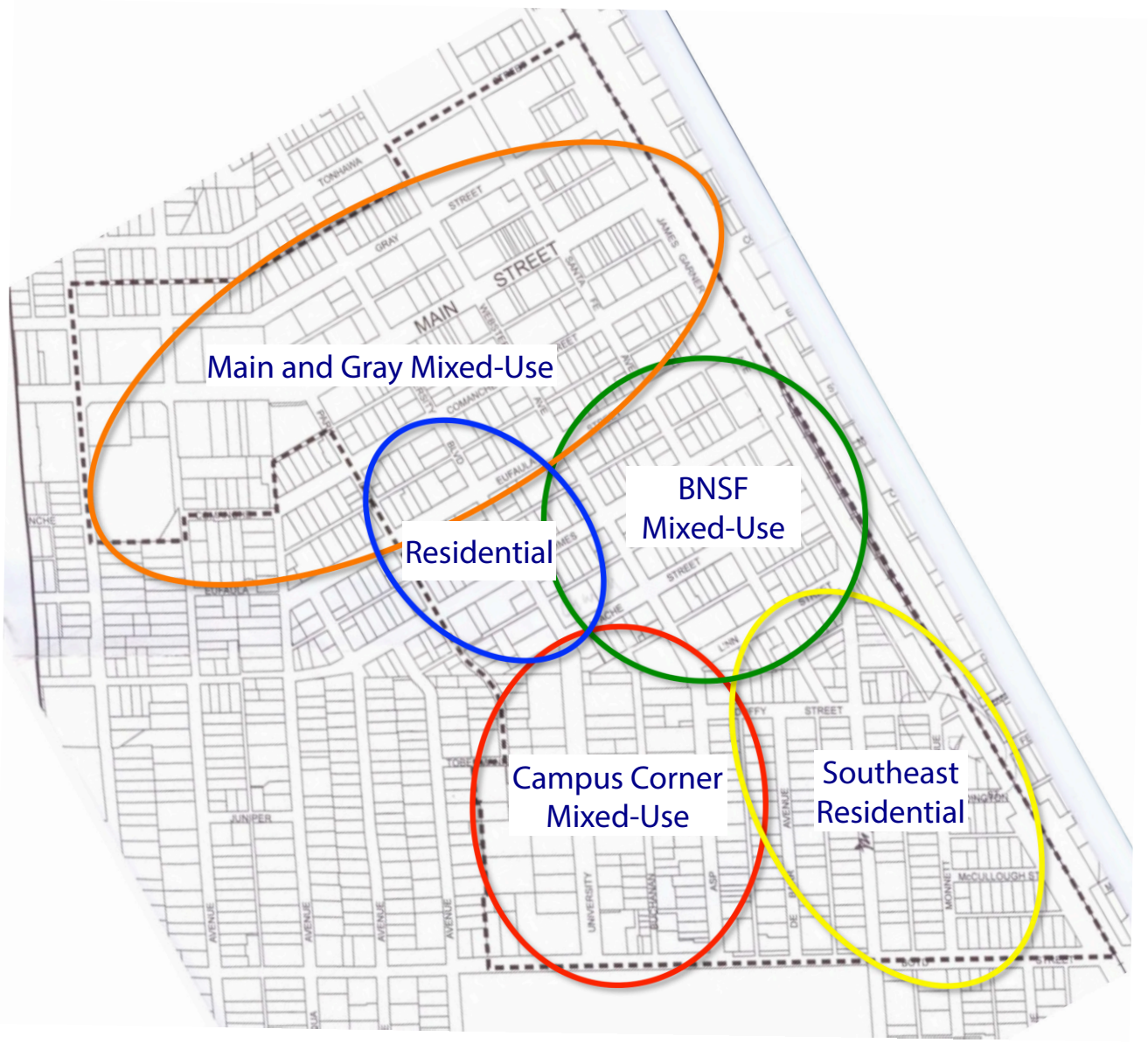


Figure 3.1: Sub-Areas within the Norman Center City

3.3 SETTING THE STANDARDS FOR FUTURE DEVELOPMENT CHARACTER

What new standards will be needed to implement the Center City Vision? In drafting a new form-based code for the district, four basic questions will be considered for each sub-area:

- What features should be required for new development in the area?
- What should be encouraged?
- What should be allowed or permitted?
- And what should be prohibited?

Building on the team's analysis of the study area and the public input during the charrette week, development regulations will be drafted for the Center City, primarily addressing building form with an emphasis on building frontage (the way a building fronts, or faces, the street and defines the public realm). The new regulations will address height, where a building sits on the lot, building elements (such as windows, doors, porches, and balconies), the intensity and ranges of uses allowed, and parking requirements—with the goal of creating the type of place that the community has identified that it desires. Some of these standards could be the same across different sub-areas and others unique to each sub-area.

3.4 NEW STANDARDS, NEW FORMAT

The proposed new form-based code for the Center City will look very different from the existing zoning ordinance, and they will be more user-friendly for staff, citizens, property owners, and developers. The document will include text (in plain English), diagrams, and photo illustrations. The following are recommendations for the third phase of the Center City Vision Project, to be completed in the fall of 2014. This phase calls for the writing of a zoning ordinance based on the vision created in the charrette. The ordinance will provide certainty for both the community and developers about the form of development and the development process.

The new code will be organized with general standards that apply across all sub-areas, a set of sub-areas, or frontage type standards that will apply in specific locations within the Center City. These frontage standards would regulate things such as the design of shop fronts, the way building facades relate to the sidewalk, and the scale and character of 'Missing Middle' housing types—from infill duplexes to townhouses to small apartment—to promote walkability and insure compatibility with the surrounding context. The new form district should also comprehensively address parking to promote a multi-modal, "park once" environment. This should include parking management strategies to be used in conjunction with parking standards related to the quantity, location, and design of parking that are tailored to each sub-area.

Following are selected samples of Form-Based Codes used in Kansas (Figures 3.2, 3.3).

403. General Urban Frontage

ILLUSTRATIONS AND INTENT

Note: These are provided as illustrations of intent. The illustrations and statements on this page are advisory only and do not have the power of law. Refer to the standards on the following pages for the specific prescriptions and restrictions of the Building Envelope Standard.

This is the basic urban STREET FRONTAGE, once common across the United States. The uses range from commercial to residential, retail to municipal— and combinations of all of the above. The primary form is that of a multi-story building placed directly at the sidewalk with windows across the FACADE. There could be several buildings lined up shoulder to shoulder, filling out a BLOCK, or on smaller BLOCKS, a single building might fill the BLOCK face.

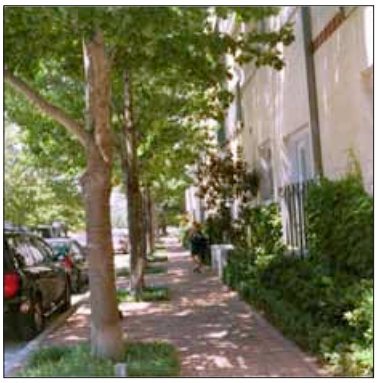
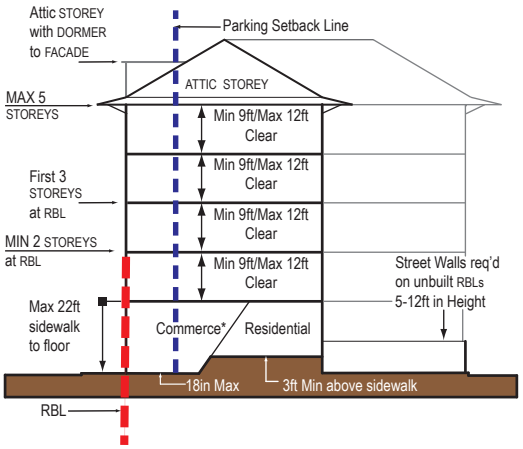
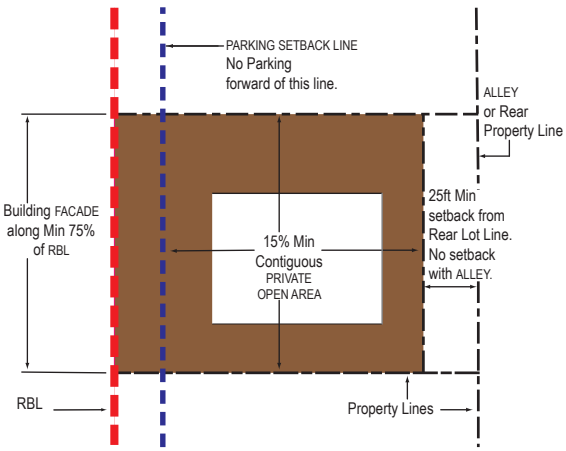


Figure 3.2: Example Form-Based Code Illustrations: Overland Park, KS



HEIGHT



SITING

Building Height
The building shall be at least 2 STORIES in height, but no greater than 5 STORIES and 79 feet in height, unless otherwise designated on the REGULATING PLAN.

Ground Story Height: Commerce Uses
1. The average GROUND STORY finished floor elevation within 30 feet of the RBL shall be:
   a. not lower than the fronting exterior sidewalk elevation.
   b. not higher than an average finished floor elevation of 18 inches above the sidewalk.
2. See Commerce Frontage Special Conditions box below Use.
3. The GROUND STORY shall have at least 15 feet of clear interior height (floor to ceiling) contiguous to the RBL frontage for a minimum depth of 20 feet.
4. The maximum GROUND STORY height is 22 feet, measured from the sidewalk to the second STORY floor.

Ground Story Height: Residential Units
1. The average finished floor elevation shall be no less than 3 feet above the exterior sidewalk elevation at the RBL.
2. The GROUND STORY shall have an interior clear height (floor to ceiling) of at least 9 feet and a maximum sidewalk to second STORY floor height of 22 feet.

Upper Story Height
1. The maximum clear height (floor to ceiling) for STORIES other than the GROUND STORY is 12 feet.
2. At least 80% of each upper STORY shall have an interior clear height (floor to ceiling) of at least 9 feet.

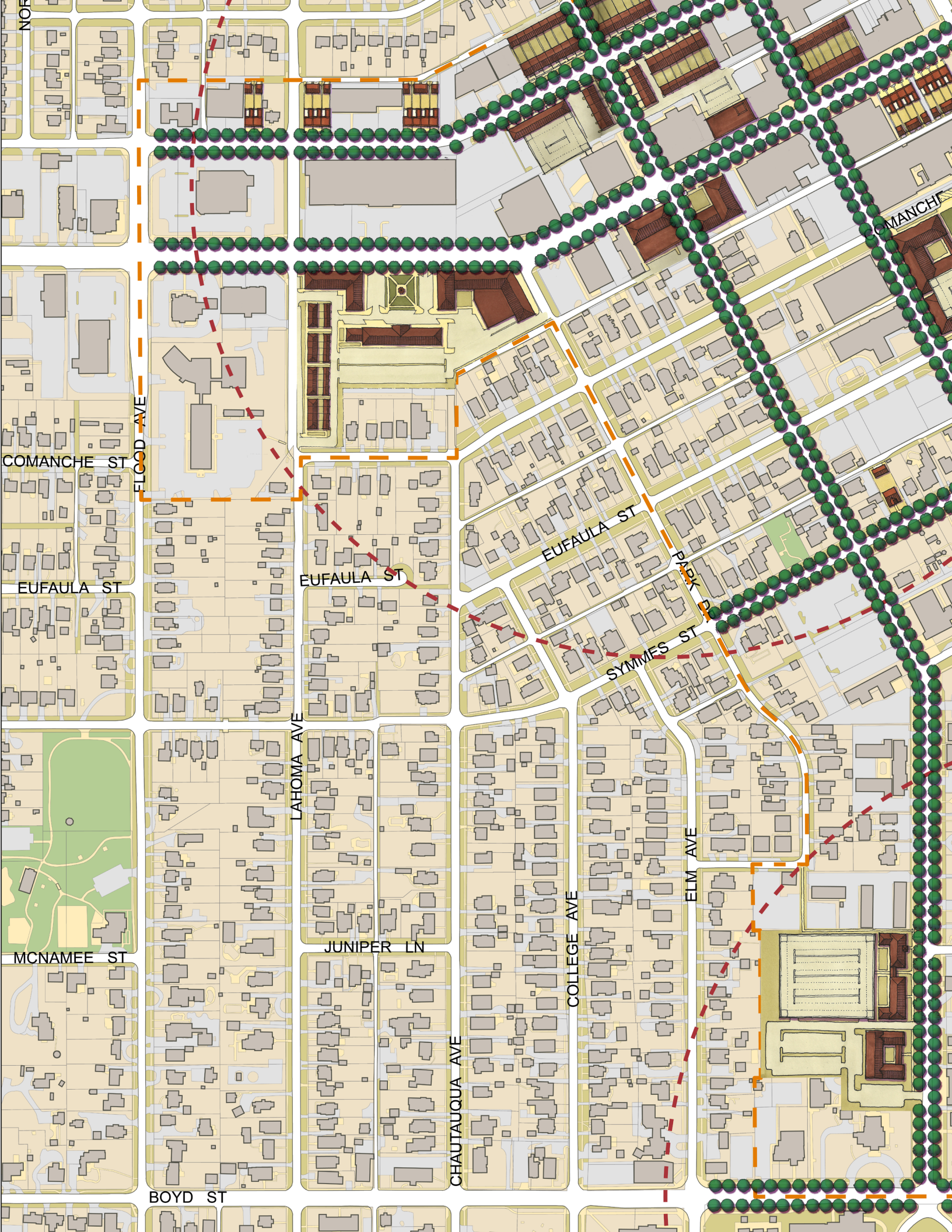
Street Wall Height
A STREET WALL not less than 5 feet in height or greater than 8 feet in height shall be required along any RBL frontage that is not otherwise occupied by a building on the lot.

Façade
1. On each lot the building FAÇADE shall be built-to the REQUIRED BUILDING LINE for at least 75% of the RBL length.
2. Within 8 feet of the BLOCK CORNER, the GROUND STORY FAÇADE may be pulled away to form a corner entry.

Buildable Area
A contiguous PRIVATE OPEN AREA equal to at least 15% of the total BUILDABLE AREA shall be preserved on every lot. Up to 33% of the required open area may be satisfied through the BALCONIES of individual units. Such contiguous PRIVATE OPEN AREA may be located anywhere behind the PARKING SETBACK LINE and not including any side or rear setbacks, at or above grade.

Garage and Parking
Openings in any RBL for parking garage entries shall have a maximum clear height no greater than 16 feet and a clear width no greater than 22 feet.

Figure 3.3: Example Form-Based Code Illustrations: Overland Park, KS


NOR
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EUFAULA ST
PARK PL
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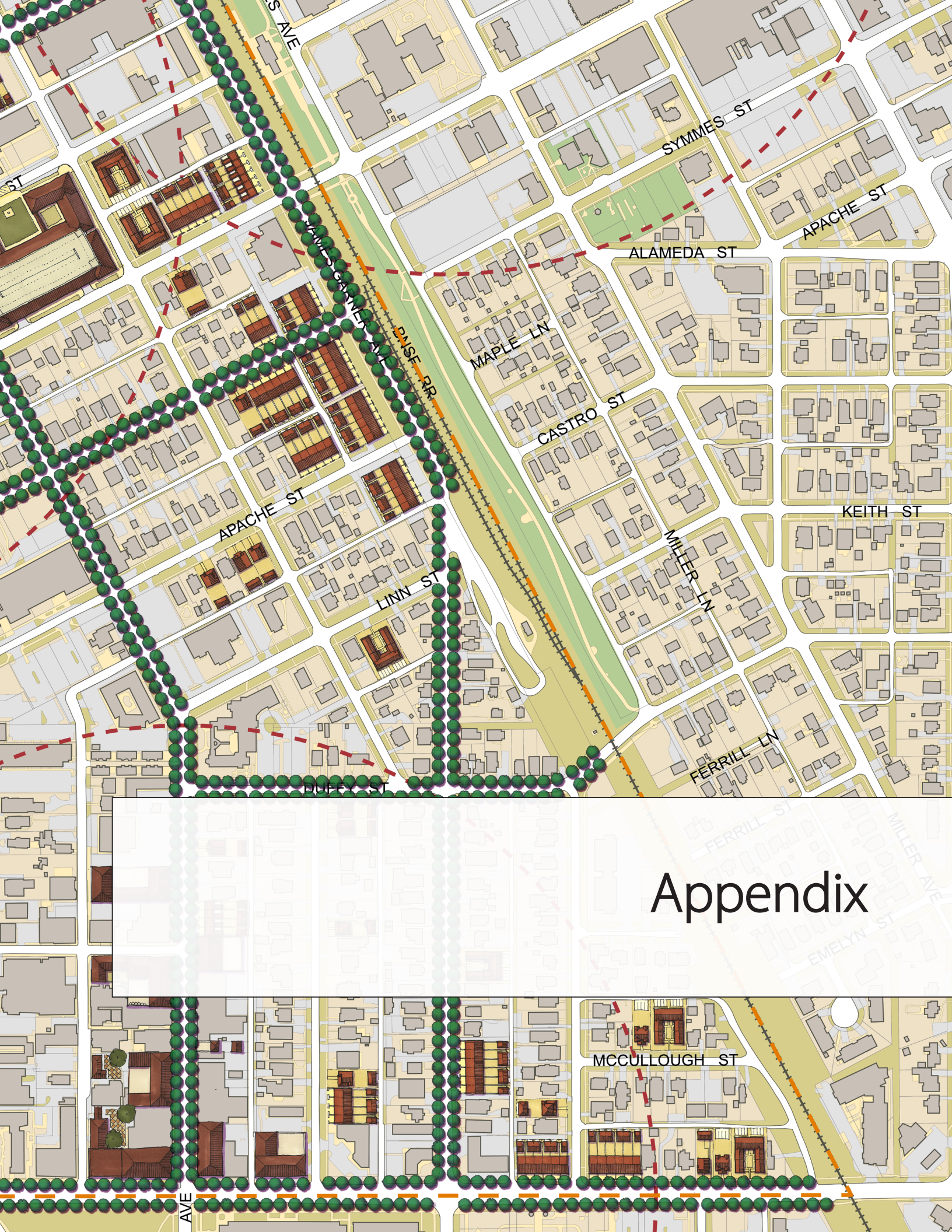
JUNIPER LN
MCNAMEE ST
COLLEGE AVE
ELM AVE
CHAUTAUQUA AVE
BOYD ST


SYMMES ST
APACHE ST
ALAMEDA ST
MAPLE LN
CASTRO ST
KEITH ST
MILLER LN
APACHE ST
LINN ST
FERRILL LN
DUFF ST
MCCULLOUGH ST
AVE

Appendix

Missing Middle Housing: Responding to the Demand for Walkable Urban Living

By Daniel Parolek

The mismatch between current US housing stock and shifting demographics, combined with the growing demand for walkable urban living, has been poignantly defined by recent research and publications by the likes of Christopher Nelson and Chris Leinberger and most recently by the Urban Land Institute's publication, What's Next: Real Estate in the New Economy. Now it is time to stop talking about the problem and start generating immediate solutions! Are you ready to be part of the solution?

Unfortunately, the solution is not as simple as adding more multi-family housing stock using the dated models/types of housing that we have been building. Rather, we need a complete paradigm shift in the way that we design, locate, regulate, and develop homes. As What's Next states, "it's a time to rethink and evolve, reinvent and renew." Missing Middle housing types, such as duplexes, fourplexes, bungalow courts, mansion apartments, and live-work units, are a critical part of the solution and should be a part of every architect's, planner's, real estate agent's, and developer's arsenal.

Diagram of missing middle housing types illustrating the range of types and their location between single-family homes and mid-rise buildings

Well-designed, simple Missing Middle housing types achieve medium-density yields and provide high-quality, marketable options between the scales of single-family homes and mid-rise flats for walkable urban living. They are designed to meet the specific needs of shifting demographics and the new market demand and are a key component to a diverse neighborhood. They are classified as "missing" because very few of these housing types have been built since the early 1940's due to regulatory constraints, the shift to auto-dependent patterns of development, and the incentivization of single-family home ownership.

The following are defining characteristics of Missing Middle housing:

A walkable context

Probably the most important characteristic of these types of housing is that they need to

be built within an existing or newly created walkable urban context. Buyers or renters of these housing types are choosing to trade larger suburban housing for less space, no yard to maintain, and proximity to services and amenities such as restaurants, bars, markets, and often work. Linda Pruitt of the Cottage Company, who is building creative bungalow courts in the Seattle area, says the first thing her potential customers ask is, "What can I walk to?" So this criteria becomes very important in her selection of lots and project areas, as is it for all Missing Middle housing.

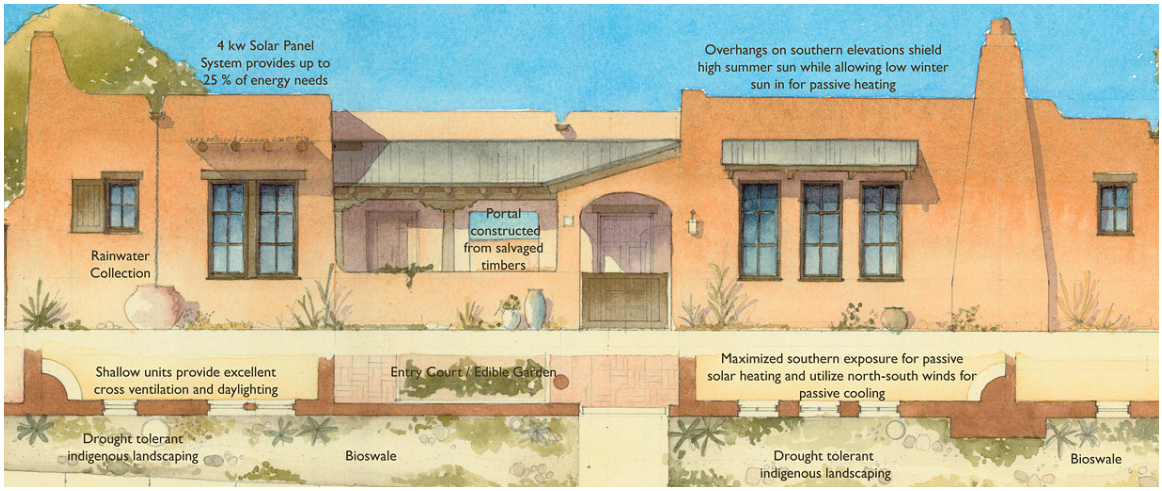
Medium density but lower perceived densities

As a starting point, these building types typically range in density from 16 dwelling units/acre (du/acre) to up to 35 du/acre, depending on the building type and lot size. It is important not to get too caught up in the density numbers when thinking about these types. Due to the small footprint of the building types and the fact that they are usually mixed with a variety of building types, even on an individual block, the perceived density is usually quite lower–they do not look like dense buildings.

A combination of these types gets a neighborhood to a minimum average of 16 du/acre. This is important because this is generally used as a threshold at which an environment becomes transit-supportive and main streets with neighborhood-serving, walkable retail and services become viable.

Small footprint and blended densities

As mentioned above, a common characteristic of these housing types are small- to medium-sized building footprints. The largest of these types, the mansion apartment or side-by-side duplex, may have a typical main body width of about 40-50ft, which is very comparable to a large estate home. This makes them ideal for urban infill, even in older neighborhoods that were originally developed as single-family but have been designated to evolve with slightly higher intensities. As a good example, a courtyard housing project in the Westside Guadalupe Historic District of Santa Fe, New Mexico sensitively incorporates 6 units and a shared community-room building onto a ¼ acre lot. In this project, the buildings are designed to be one room deep to maximize cross ventilation/passive cooling and to enable the multiple smaller structures to relate well to the existing single-family context.



This courtyard housing project in Santa Fe, NM incorporates 6 units on a ¼ acre lot (24 du/acre) in a form that is compatible with adjacent single-family homes.

A new mansion apartment in the East Beach project successfully integrated into a neighborhood with mostly single-family homes

Smaller, well-designed units

One of the most common mistakes by architects or builders new to the urban housing market is trying to force suburban unit types and sizes into urban contexts and housing types. The starting point for Missing Middle housing needs to be smaller-unit sizes; the challenge is to create small spaces that are well designed, comfortable, and usable. As an added benefit, smaller-unit sizes can help developers keep their costs down, improving the pro-forma performance of a project, while keeping the housing available to a larger group of buyers or renters at a lower price point.

Off-street parking does not drive the site plan

The other non-starter for Missing Middle housing is trying to provide too much parking on site. This ties back directly to the fact that these units are being built in a walkable urban context. The buildings become very inefficient from a development potential or yield standpoint and shifts neighborhoods below the 16 du/acre density threshold, as discussed above, if large parking areas are provided or required. As a starting point, these units should provide no more than 1 off-street parking space per unit. A good example of this is newly constructed mansion apartments in the new East Beach neighborhood in Norfolk, Virginia. To enable these lower off-street parking requirements to work, on-street parking must be available adjacent to the units. Housing design that forces too much parking on a site also compromises the occupant's experience of entering the building or "coming home" and the relationship with its context, especially in an infill condition, which can greatly impact marketability.

Simple construction

The days of easily financing and building complicated, expensive Type-I or II buildings with podium parking are behind us, and an alternative for providing walkable urban housing with more of a simple, cost-effective construction type is necessary in many locations. What's Next states, "affordability—always a key element in housing markets—is taking on a whole new meaning as developers reach for ways to make attractive homes within the means of financially constrained buyers." Because of their simple forms, smaller size, and Type V construction, Missing Middle building types can help developers maximize affordability and returns without compromising quality by providing housing types that are simple and affordable to build.

Creating community

Missing Middle housing creates community through the integration of shared community spaces within the types, as is the case for courtyard housing or bungalow courts, or simply from the proximity they provide to the community within a building and/or the neighborhood. This is an important aspect, in particular within the growing market of single-person households (which is at nearly 30% of all households) that want to be part of a community. This has been especially true for single women who have proven to be a strong market for these Missing Middle housing types, in particular bungalow courts and courtyard housing.

Fourplexes like this one in the Midtown neighborhood of Sacramento are highly sought after.

Marketability

The final and maybe the most important characteristic in terms of market viability is that these housing types are very close in scale and provide a similar user experience (such as entering from a front porch facing the street versus walking down a long, dark corridor to get to your unit) to single-family homes, thus making the mental shift for potential buyers and renters much less drastic than them making a shift to live in a large mid-rise or high-rise project. This combined with the fact that many baby boomers likely grew up in similar housing types in urban areas or hac relatives that did, enables them to easily relate to these housing types.

This is a call for architects, planners, and developers to think outside the box and to begin to create immediate, viable solutions to address the mismatch between the housing stock and what the market is demanding–vibrant, diverse, sustainable, walkable urban places. The Missing Middle housing types are an important part of this solution and should be integrated into comprehensive and regiona planning, zoning code updates, TOD strategie and the business models for developers and builders who want to be at the forefront of thi paradigm shift.

The market is waiting. Will you respond?

Dan Parolek is principal of Opticos Design, an architecture and urban design firm with a passion for vibrant, sustainable, walkable urban places. This article originally appeared on Logos Opticos: Composing Vibrant Urban Places.

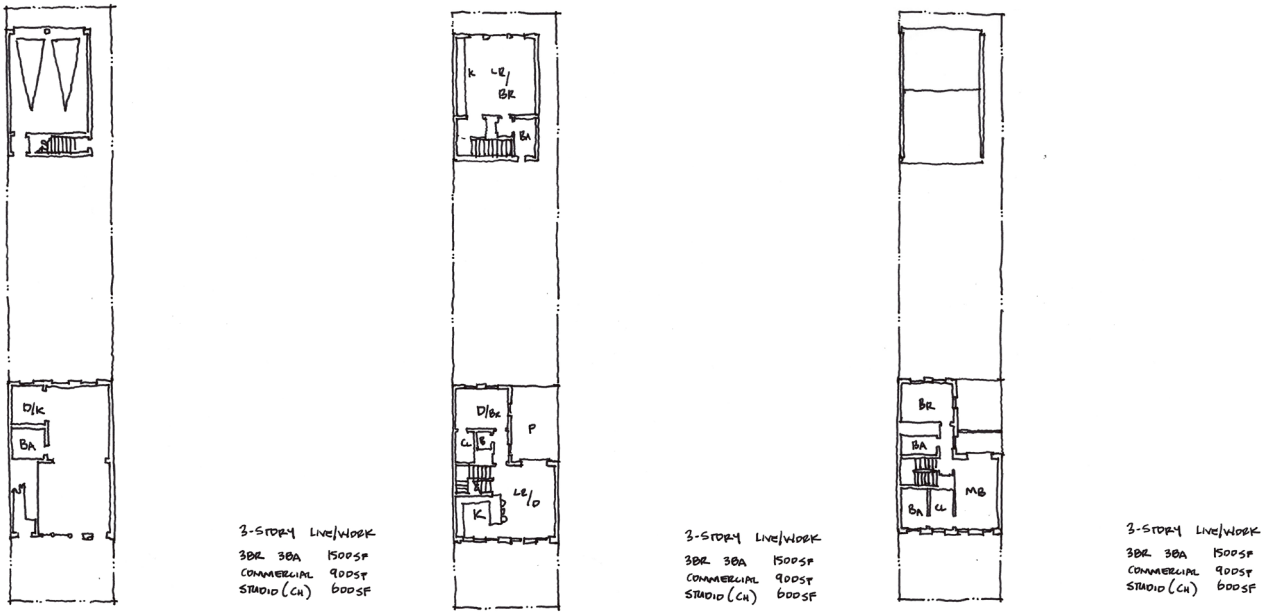
Opticos Design, Inc.

2100 Milvia St, Ste 125

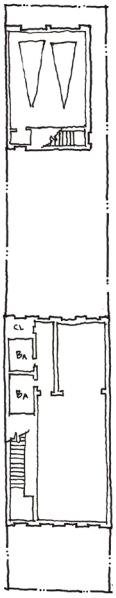
Berkeley, CA 94704

p: 510.558.6957

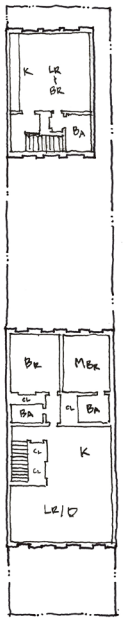
3-STORY LIVE/WORK UNIT



2-STORY LIVE/WORK UNIT

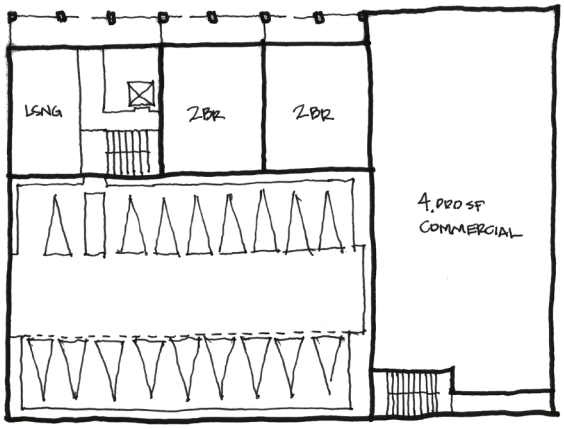


2 STORY LIVE|WORK
w| CARRIAGE HOUSE
2BR 2BA 1250SF
COMMERCIAL 1200SF
STUDIO (CARRIAGE) 600SF



2 STORY LIVE|WORK
w| CARRIAGE HOUSE
2BR 2BA 1250SF
COMMERCIAL 1200SF
STUDIO (CARRIAGE) 600SF

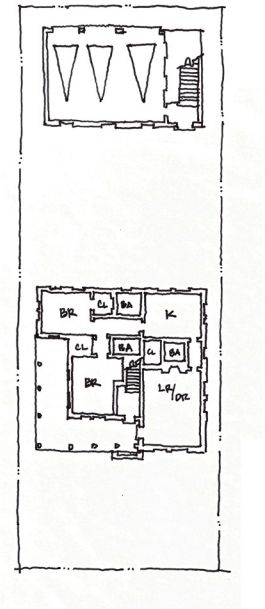
3-STORY LIVE/WORK UNIT



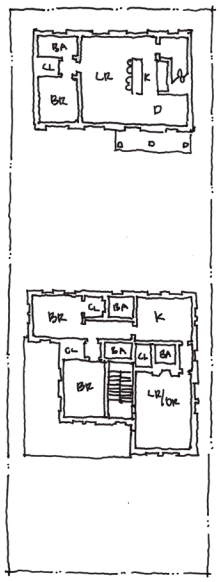
4-5 STORY RESIDENTIAL
12 UNITS PER FLOOR

(6) 1BR 1BA OR STUDIO	24/30
(4) 2BR 2BA	16/20
(2) 3BR 2BA	8/10

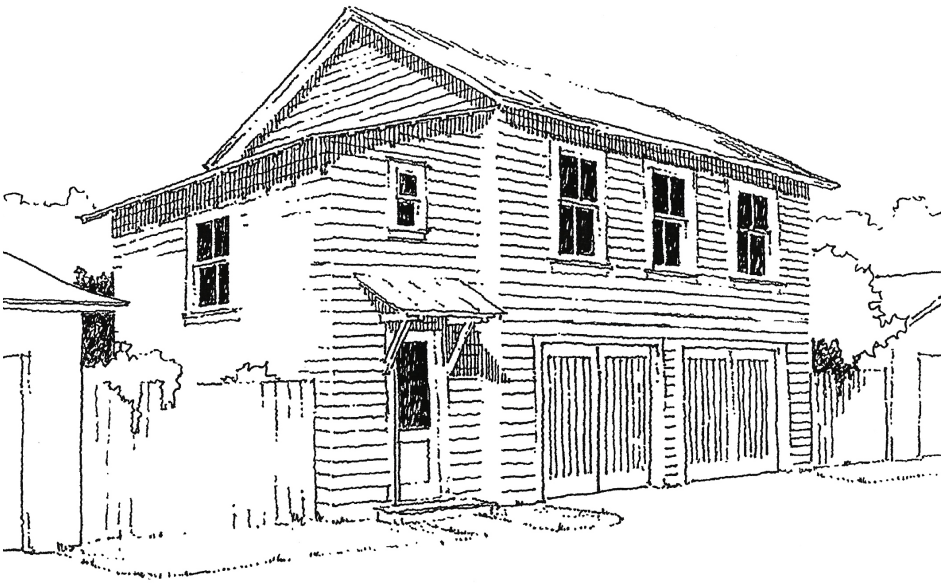
CARRIAGE HOUSE APARTMENTS



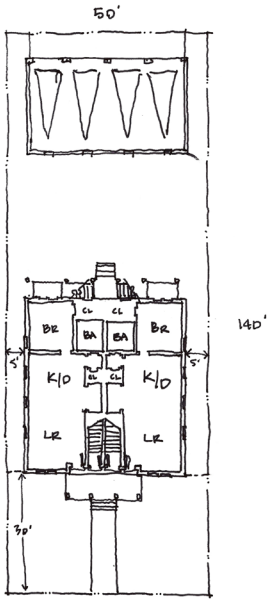
STACKED DUPLEX
W/ CARRIAGE
50 x 140 LOT
(2) 2BR 2.5 BA DUPLEX
1600 SF
1BR 1BA CARRIAGE
960 SF



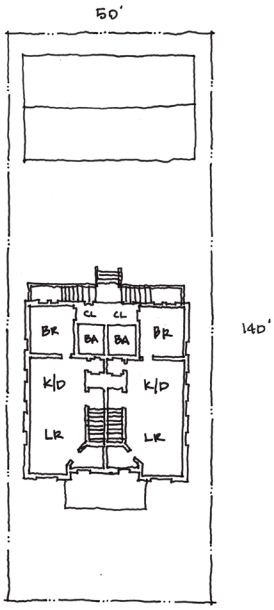
STACKED DUPLEX
W/ CARRIAGE
50 x 140 LOT
(2) 2BR 2.5 BA DUPLEX
1600 SF
1BR 1BA CARRIAGE
960 SF



4-PLEX APARTMENTS

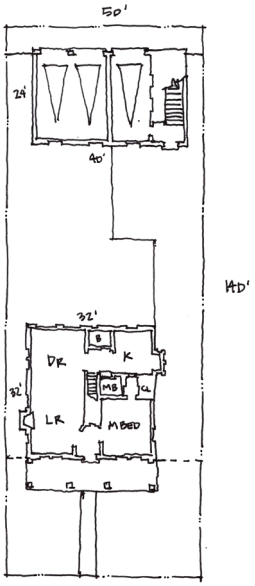


4-PLEX
(4) 1 BR, 1BA UNITS
~700SF PER UNIT
4 OFF STREET PARKING

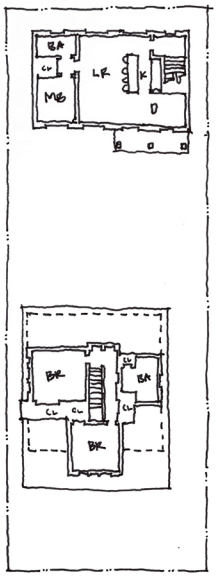


4-PLEX
(4) 1 BR, 1BA UNITS
~700SF PER UNIT
4 OFF STREET PARKING

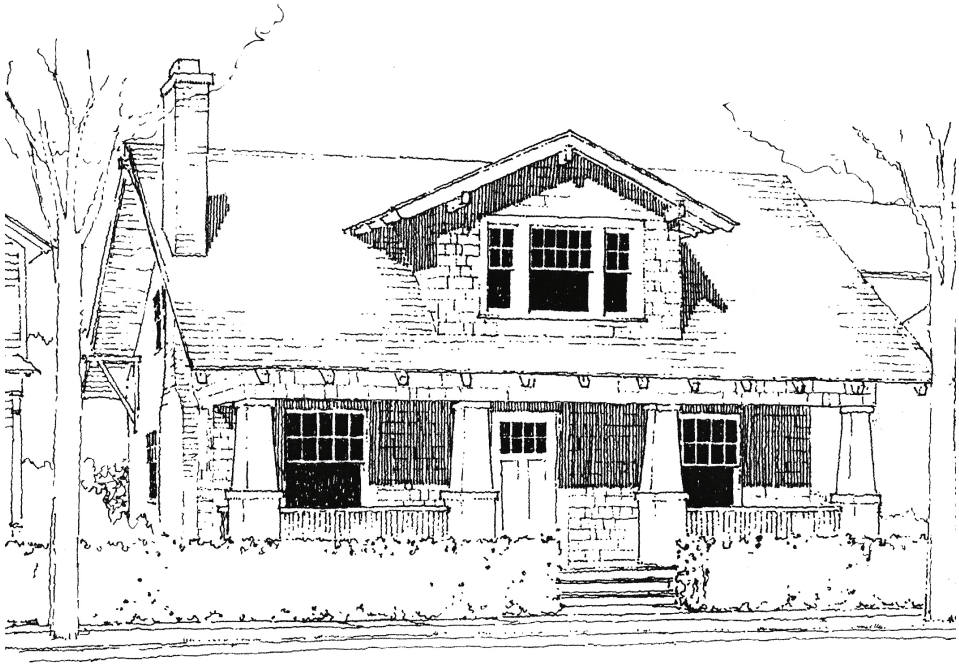
BUNGALOW APARTMENTS



BUNGALOW w/ CARRIAGE HOUSE
50 x 140 LOT
3BR 2.5BA BUNGALOW 1775SF
1BR 1BA CARRIAGE 960SF
3 PARKING SPACES



BUNGALOW w/ CARRIAGE HOUSE
50 x 140 LOT
3BR 2.5BA BUNGALOW 1775SF
1BR 1BA CARRIAGE 960SF
3 PARKING SPACES



CHARRETTE TEAM

Bill Lennertz, AIA, Project Lead, National Charrette Institute

Bill Lennertz, co-founder and Executive Director of the National Charrette Institute, is co-author of *The Charrette Handbook* and has co-developed and teaches the NCI Charrette System™, the first structured approach to design-based collaborative community planning. With Duany Plater-Zyberk & Company and as a partner in Lennertz Coyle &Associates, Bill has directed over 150 charrettes.

Daniel Parolek, Design Leader, Opticos Design

Daniel Parolek is a nationally recognized thought leader in architecture, design, and urban planning, specifically in terms of creating livable, sustainable communities and buildings that reinforce them. Since establishing himself early in his career as an expert in these fields, he has won national competitions and awards for his work and is often asked to contribute to publications and resources.

Christopher Janson, Senior Designer, Opticos Design

Christopher Janson is an architect and urban planner who is highly skilled at bridging the two disciplines. He has a passion for and expertise in integrating important architectural-scale details within the perspective of the bigger planning picture—a skill that makes him an effective project manager and an office leader in the exploration of innovative urban building types and sustainability from the building to citywide scales.

Mary Madden, AICP, Form-Based Code Specialist, Ferrell-Madden

Mary Madden has 20 years of experience in the fields of urban planning and design, community development, and historic preservation at the federal, state, and local levels. Her practice includes town planning and urban design for public and private sector clients, with an emphasis on revising zoning codes to promote compact development and walkable environments.

Geoffrey Ferrell, Architect Form-Based Code specialist, Ferrell-Madden

Geoffrey Ferrell is one of the originators of the modern practice of Form-Based Codes. His work ranges from site-specific urban designs to zoning-toolkits to replace Euclidean zones —development regulations that emphasize clarity for end-users. Before establishing his firm in 1992, Geoff was an urban designer and code writer for Duany Plater-Zyberk Architects in Miami. He also served for two years as the Director of Urban Design for the Treasure Coast Regional Planning Council in Florida.

G. Wade Walker, Regional Engineering Manager/Complete Streets Regional Leader, Alta Engineering SE/LLC Davidson

For the past 20 years, Wade has been focused on rebalancing transportation systems to support the urban and rural areas. He creates context sensitive solutions that increase community livability. He is a recognized expert in walkability and Smart Growth, and often speaks at national conferences on the subject of Complete Streets and balanced multi-modal solutions.