

ANNUAL STATUS REPORT ON DEVELOPMENT AND THE NORMAN 2025 PLAN FOR CALENDAR YEAR 2010



**CITY OF NORMAN
JULY 2011**



Annual Status Report on Development and the Norman 2025 Plan For Calendar Year 2010

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BACKGROUND

Since the 1997 adoption of the *Norman 2020 Land Use and Transportation Plan* (*Norman 2020*), the Planning and Community Development Department staff has produced an annual report on the status of development in the City of Norman. This year's report summarizes development activity for calendar year 2010, and provides analysis of development and construction trends since the adoption of *Norman 2020*, and its successor, the *Norman 2025 Land Use and Development Plan* (*Norman 2025*), adopted in 2004. Staff provides this annual report to Planning Commission and City Council members to allow comparison of the pace of growth anticipated by the land use plans and their companion document *Norman 2025 Land Demand Analysis* (*Land Demand*) to the actual rate of development that has occurred in the community.

This report consists of four sections: Long Range Planning Activity; Construction Activity; Land Use Plan and Zoning Amendments; and Platting and Land Subdivision Activity. Each section begins with a brief narrative describing the maps and tables that follow. The maps and tables include statistical summaries of the amount, type, and location of development and construction in Norman for Calendar Year 2010. Several tables include information dating back to the adoption of the *Norman 2020 Plan* in 1997. The remaining tables contain data spanning at least a decade of development. These tables put the current year's development into a temporal context and illustrate trends and changes that have occurred in recent years.

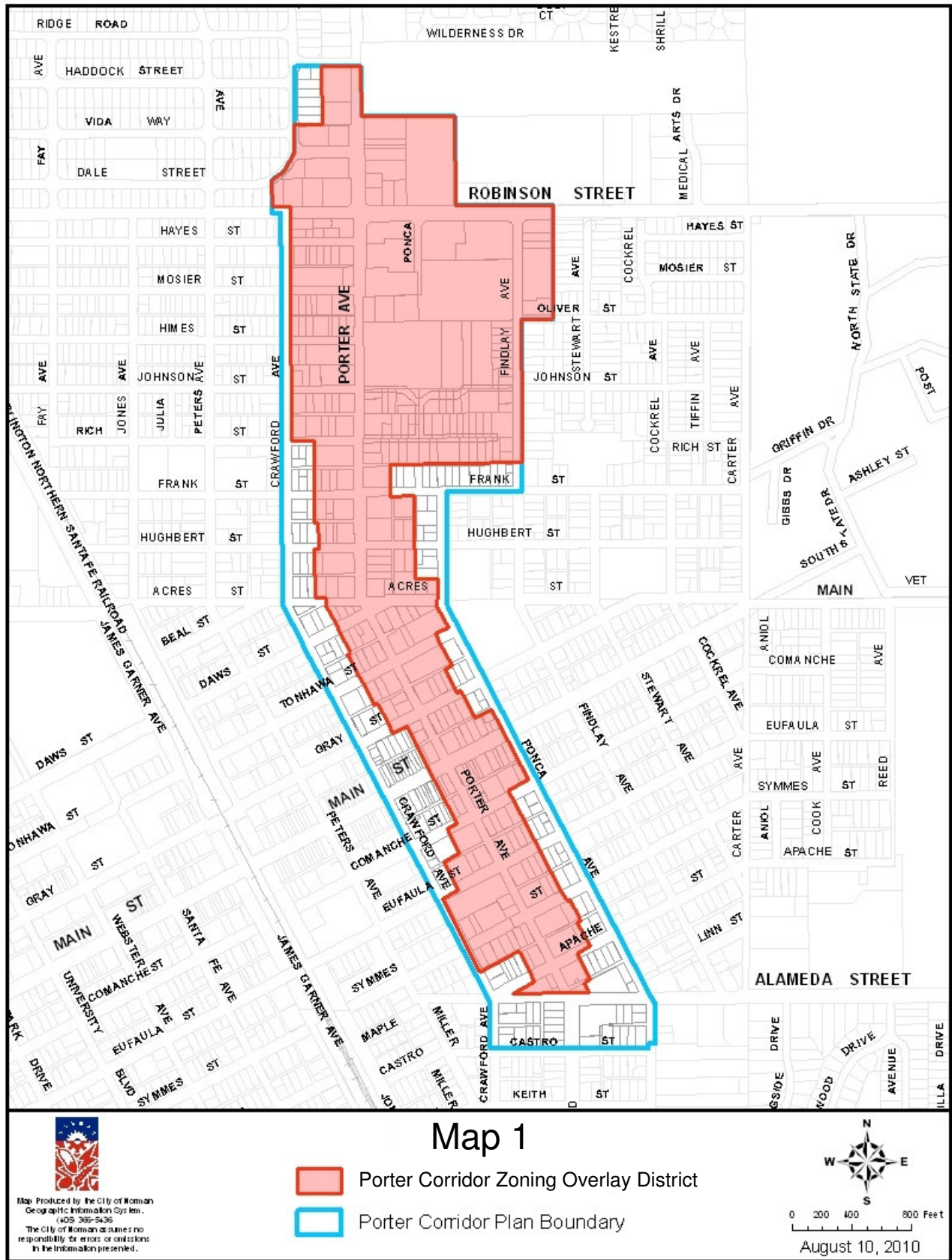
SECTION ONE: LONG-RANGE PLANNING ACTIVITY

Porter Avenue Corridor Plan

On August 10, 2010, City Council adopted the *Porter Avenue Corridor Plan*, (O-1011-2), a policy document designed to guide the future redevelopment of a 1.2-mile segment of Porter Avenue in central Norman. The *Porter Plan* is regarded as an implementing document of the *Norman 2025 Land Use and Transportation Plan*. The adoption of this plan was the culmination of an intensive, two-year study guided by the mayor-appointed Porter Corridor Steering Committee, City staff, elected officials, and members of the public. Incorporating issues, concerns and aspirations raised during numerous community meetings and stakeholder sessions, the *Porter Avenue Corridor Plan* focuses on five areas of future improvement: Aesthetics, Neighborhoods, Public Safety, Economic Development, and Land Use.

The *Porter Avenue Corridor Plan* established the following vision for the future revitalization of the area:

Porter Avenue will be a Core Area destination that brings new economic and social vitality to the City of Norman. Porter Avenue will be a gateway to the community and will be recognized for its unique character and visual appeal. The pedestrian-friendly corridor will offer a balance of commercial, residential and institutional land uses that complement adjacent neighborhoods.



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Adoption of the *Porter Avenue Corridor Plan* supports two key goals and a number of policy recommendations that were included in the *Norman 2025 Plan*:

Goal 3: Housing and Neighborhoods

Encourage and support diversified housing types and densities in order to serve different income levels, family structures and ownership.

Goal 7: Core Area Stability and Enhancement

Continue efforts to promote the enhancement and stability of the core area.

Adoption of *The Porter Avenue Corridor Plan* also resulted in the adoption of two important tools that establish a plan for the future design character of public rights-of-way along Porter Avenue and manage the edges between commercial and residential land uses in the corridor:

Plan for Public Streetscape/Schematic Design. On April 27, 2010, staff presented to City Council the *Porter Avenue Plan for Public Streetscape*, a schematic design for public improvements in the right-of-way along the segment of Porter Avenue between Robinson and Alameda Streets. The streetscape plan includes landscape plantings and street trees, sidewalks and ornamental paving, street furnishings, pedestrian lighting and amenities, with an accompanying narrative summarizing the project process and describing the Corridor's future design character. The Streetscape Plan was included in City Council's adoption of the *Porter Avenue Corridor Plan* (O-1011-2) on August 10, 2010.

Zoning Overlay District. A critical motivator in the City's decision to undertake a Porter Corridor Study was the need to resolve on-going conflicts between commercial and adjacent residential land uses along Porter Avenue. *The Porter Avenue Corridor Plan* recommended the creation of a commercial limit line that allows limited commercial expansion along Porter Avenue but still protects residential feel and form of adjacent neighborhoods. The City Council adopted the Porter Corridor Zoning Overlay District ordinance (PCZOD) (O-1011-2) for the purpose of creating this commercial limit line.

- ❑ **Map 1** depicts the boundaries of the Porter Avenue Corridor with the Zoning Overlay District (ZOD)

Mixed Use Development Zoning Ordinance

On April 13, 2010, City Council adopted a Mixed Use Development (MUD) Zoning District (O-0910-26) designed to foster new development that intentionally integrates a mix of residential and commercial land uses and emphasizes pedestrian walkability. At the request of City Council, City staff and members of the Planning Commission developed the new zoning category using a methodical process that included a series of public meetings and discussions and peer city research.

The *Norman 2025 Land Use and Transportation Plan* introduced the concept of Mixed Use and recommended its implementation, but provided little direction on potential mix of uses or site design desired in areas that were designated for mixed-use. Prior to

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adoption, the only tool in the City of Norman Zoning Ordinance that could accommodate mixed-use development was the PUD zoning district. The *2025 Plan*'s rationale for developing an MUD is to create a more flexible approach to developing specific areas of town in ways that better interconnect the city street network, promote pedestrian travel and access, and foster interaction of neighborhoods.

Highlights of the MUD include:

- ☐ The allowance of all types of residential uses, and the requirement that new districts incorporate two or more different types of residential uses.
- ☐ The requirement that specific commercial uses be incorporated into an integrated design that places residential and commercial uses in the same building, block, or area.
- ☐ A detailed list of design standards for the various components of a mixed use area, which still allows for a wide variety of individual building design.
- ☐ A strong emphasis on pedestrian walkability and connectivity.
- ☐ Locational criteria for on-street and off-street parking that are designed to de-emphasize the presence and minimize the use of automobiles.
- ☐ Open space requirements that make such open spaces a central design element of such areas.

Greenbelt Commission

In 2004, the City Council adopted the Greenbelt Commission Ordinance officially establishing a Commission charged with advising the City Council on policies pertaining to the promotion, acquisition, maintenance and improvement of the green spaces, greenways and trailway systems in the City of Norman.

Adoption of the Greenbelt Ordinance addresses a key goal of the *Norman 2025 Plan*:

Goal 6: Greenbelt Development

Develop and maintain a greenbelt system for Norman.

In this original Ordinance the duties and powers of the Commission were identified and included the task of proposing an ordinance that:

- ☐ Establishes the Greenbelt system of open spaces, greenways, and trail systems.
- ☐ Establishes the contents of the Greenbelt Enhancement Statement ("GES") and associated duties/responsibilities.
- ☐ Establishes the types of applications that will be subject to GES review.

During 2010, staff worked with the nine-member Greenbelt Commission to develop the contents of the GES, to identify the review process, and to establish guidelines for evaluating the GES.

On October 12, 2010, City Council amended the Greenbelt Ordinance to establish the requirements for a GES, when a GES is required and the guidelines for evaluating the

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GES. The first application items requiring submittal of a GES for review by the Commission were submitted in December, 2010 for review at the January, 2011 meeting.

Industrial Land Use Study

In March 2010, City staff concluded a detailed study of industrial land uses throughout the city. Though the Industrial Land Use Study was presented to Planning Commission and City Council without a recommendation for specific action or policy change, its undertaking supported several policy recommendations in *Norman 2025 Plan* Goal 4: Economic Stability and Enhancement. The purpose of the study was to determine optimum locations for industrial land uses in Norman and to analyze existing and potential industrial land locations using common criteria. The study was prompted by City staff's receipt of several applications to amend the *2025 Land Use and Transportation Plan* from industrial land use to other categories, including residential.

The study revealed that despite policies in the *2025 Plan* established to reserve and support industrial land use and generate centers of employment, several areas previously designated for industrial use were rezoned for commercial or residential uses. Once those parcels are consumed or surrounded by residential subdivisions, Norman will have few opportunities to develop new industrial parks or parcels without resorting to more expensive redevelopment opportunities.

The Industrial Land Use Study used the following criteria to evaluate industrial land in Norman:

- ☐ Parcel size, location and configuration
- ☐ Adequacy of existing infrastructure
- ☐ Site constraints
- ☐ Environmental issues
- ☐ Overall industrial land supply
- ☐ Economic development objectives
- ☐ Available support services

The *2025 Plan* intentionally designated nearly one thousand acres of land for industrial use so that Norman could offer a wide variety of opportunities for different types of industry. The plan identified and designated land with convenient access to major roads such as Interstate 35 or Highway 9, or land that could be provided with access to rail.

The *2025 Plan* recommends that changes from industrially designated land to other uses be "critically evaluated" before approval. The preliminary results of this study suggest that extreme caution be exercised when large individual parcels are the subject of requests for change. As ever more industrial land is allowed to be converted from industrial use, the price of land escalates and becomes another barrier to bringing industrial users to Norman. While future industrial development should certainly be evaluated for its environmental impact and effect on neighboring land uses, industrial uses typically offer high-wage employment and are vital to continuing to diversify Norman's economy.

SECTION TWO: CONSTRUCTION ACTIVITY

Since the 2004 adoption of the *2025 Plan*, Norman's pace of multi-family residential construction has consistently surpassed assumptions made in the plan and *Land Demand* documents. For the first time since 2006, the total number of all residential units permitted in 2010 exceeded the *Land Demand* predictions. However 2010 single-family construction increased by only a half-million dollars in valuation and the total number of housing units built decreased by three from 2009. While this 62% decrease in single-family units is a significant drop from *Land Demand* projections, the drop is offset by the number of multi-family residential units permitted during the same period—more than 300% above the projection. It is too soon to determine whether this is a local manifestation of the national trend away from home ownership in favor of rental as an acceptable form of land tenure. Though 2010 residential projects permitted dropped 11% from the 14-year average tracked since 1997, the overall residential value increased 24% from the previous year.

Non-residential construction continues to be a bright spot in Norman's development environment. Though down from its high in 2009, non-residential construction in 2010 represents the third highest valuation of projects permitted in the last fourteen years.

The continued strength of non-residential construction, bolstered by the robust multi-family construction environment, resulted in a total permitted construction value of \$196.4 million in 2010. This figure is the sixth highest dollar value of the past fourteen years and exceeds the yearly average over this period by \$11 million (+ 6%).

The remainder of this section consists of descriptive summaries of the maps and tables related to construction activity. The section contains six tables and 3 maps that create a clear picture of development in Norman since the adoption of *Norman 2020*. Most of the analytical assessments reference *Norman 2025*, which is the most recent plan and includes the most current statistical summaries and estimates.

Section One: Tables and Maps

Table 1: All Types of Construction

This table reflects the aggregate numbers for all types of construction between 1997 and 2010, the fourteen-year total, and the average for those fourteen years. The value of all residential construction activity for 2010 has increased over \$18 million dollars from 2009 levels. This increase is led by multi-family construction, while single family housing construction remains flat.

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Tables 2- 5: Residential Construction

These tables reflect residential construction for all of the years since adoption of the *Norman 2020 Plan*. Consistent with national trends, during the years 2007-2010 the rate of single-family residential construction decreased significantly from the previous four years. The tables indicate the following:

- ❑ **Table 2** depicts new residential construction by type for 1997-2010, the fourteen year average, the volume of new residential construction predicted by the *Land Demand* for 2010, and the *Land Demand's* 22-year average. The city's 788 new units constructed during 2010 exceeds the 2010 prediction of 688 new units. While the 336 new single-family units is lower than the 540 units projected in the *Land Demand*, the 444 new multi-family units permitted in 2010 exceeds the 134 projected by nearly 300%.
- ❑ **Table 3** and **Map 2** reflect the location of new residential units by Service Growth Area. The 1% in the Suburban and 4% in the Country Residential Growth Areas are consistent with previous years. The fourteen-year average of 12% for these two categories remains consistent within the 10-to-15% range of growth projected in both the *Norman 2020 and 2025 Plans*.
- ❑ **Table 4** reflects new residential units permitted in 2010 by Ward boundaries. This information is the basis for calculations that will ultimately be used for consideration by the City's Reapportionment Commission.
- ❑ **Table 5** reflects a grouping of parcel sizes within each growth area where the new residential units were permitted.

Table 6: Non-Residential Construction

This table breaks the majority of the non-residential construction permitting activity into four categories: Industrial, Institutional, Office and Retail. The aggregate numbers for 2010 are down slightly from 2009, with total new dollar valuation of \$41,561,638 as estimated from permit applications. This dollar value is somewhat lower than previous years and is also lower than the value of new construction cited in Table 1. The dollar value is lower is because Table 1 includes several foundation-only permits that cannot be categorized until finish-out permits are applied for. The average valuation for the years 1997-2010 is \$54,075,000.

- ❑ **Map 3** depicts new non-residential construction permit activity throughout Norman between 2008-2010.
- ❑ **Map 4** depicts non-residential construction addition/alteration permit activity in Norman between 2008-2010.

Table 1: Calendar Year Dollar Value* of 2010 Construction and Selected Previous Years

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	TOTAL	14 YEAR AVG
New Single Family	\$61.9	\$72.1	\$82.8	\$60.3	\$76.2	\$74.2	\$88.8	\$108.3	\$120.9	\$117.6	\$73.6	\$90.3	\$57.4	\$57.7	\$1,141.9	\$81.6
New Mobile Homes	\$2.0	\$2.9	\$2.4	\$1.5	\$0.7	\$1.7	\$0.5	\$1.0	\$0.8	\$0.5	\$0.5	\$0.2	\$0.5	\$0.2	\$15.4	\$1.1
New Duplexes	\$0.9	\$0.6	\$0.7	\$1.3	\$0.3	\$6.2	\$4.0	\$0.5	\$0.5	\$0.2	\$0.0	\$0.8	\$0.3	\$0.3	\$16.6	\$1.2
New Multi-Family	\$0.0	\$2.7	\$8.7	\$0.0	\$1.0	\$0.2	\$6.5	\$50.2	\$20.0	\$7.7	\$6.7	\$1.3	\$5.9	\$18.4	\$129.2	\$9.2
Additions/ Alterations to Residential All	\$8.0	\$19.3	\$6.9	\$5.7	\$9.1	\$8.4	\$10.0	\$11.4	\$14.0	\$11.7	\$11.6	\$11.6	\$10.6	\$16.3	\$154.6	\$11.0
Subtotal Residential	\$72.8	\$97.7	\$101.5	\$68.8	\$87.4	\$90.7	\$109.8	\$171.4	\$156.2	\$137.7	\$92.4	\$104.1	\$74.6	\$92.9	\$1,457.8	\$104.1
New Non-Residential	\$36.1	\$24.7	\$45.6	\$13.4	\$44.0	\$78.4	\$27.0	\$21.4	\$29.1	\$55.8	\$200.1	\$56.0	\$76.1	\$73.7	\$781.3	\$55.8
Additions/ Alterations to Non-Residential	\$14.4	\$22.3	\$55.2	\$14.1	\$25.1	\$18.0	\$15.9	\$33.2	\$20.0	\$20.7	\$21.5	\$16.9	\$40.9	\$29.8	\$348.0	\$24.9
Subtotal Non-Residential	\$50.5	\$47.0	\$100.7	\$27.4	\$69.1	\$96.4	\$42.9	\$54.6	\$49.1	\$76.5	\$221.7	\$73.0	\$117.0	\$103.5	\$1,129.3	\$80.7
Total All Construction	\$123.3	\$144.7	\$202.2	\$96.3	\$156.5	\$187.1	\$152.7	\$226.0	\$205.3	\$214.1	\$314.0	\$177.0	\$191.5	\$196.4	\$2,587.1	\$184.8

**Values in Millions of Dollars*

Table 2: Calendar Year New Residential Units by Type

YEAR	SINGLE FAMILY UNITS	MOBILE HOME UNITS	DUPLEX UNITS	3 UNIT/MULTI-FAMILY UNITS (PERMITS)	TOTAL NEW RESIDENTIAL UNITS
NORMAN 2025 22 YEAR AVERAGE PREDICTION*	456	(INCLUDED IN SINGLE FAMILY)	13	125	594
2010 PREDICTED*	540	(INCLUDED IN SINGLE FAMILY)	14	134	688
2010	336	6	2	444 (41)	788
2009	339	7	2	168 (14)	516
2008	564	6	2	18 (4)	590
2007	419	9	0	68 (11)	496
2006	669	13	4	122 (9)	808
2005	724	20	4	371 (30)	1119
2004	652	19	6	768 (91)	1445
2003	619	15	48	187 (30)	869
2002	492	43	84	3 (1)	622
2001	508	18	4	8 (2)	538
2000	439	38	21	0 (0)	498
1999	631	56	8	188 (2)	883
1998	568	59	10	462 (4)	1099
1997	521	51	22	0 (0)	594
14 YEAR AVERAGE	534	26	16	201(17)	776

**NORMAN 2025 Land Demand Analysis*

Table 3: Calendar Year New Residential Units by Service/Growth Area

YEAR	CURRENT URBAN SERVICE/GROWTH AREA # and (%)	FUTURE URBAN SERVICE/GROWTH AREA # and (%)	SUBURBAN RESIDENTIAL GROWTH AREA # and (%)	COUNTRY RESIDENTIAL GROWTH AREA # and (%)	TOTAL UNITS
2010	747 (95%)	1 (<1%)	8 (1%)	32 (4%)	788
2009	464 (90%)	2 (<1%)	10 (2%)	40 (8%)	516
2008	520 (88%)	3 (<1%)	16 (3%)	51 (9%)	590
2007	442 (89%)	0 (0%)	17 (3%)	37 (7%)	496
2006	731 (91%)	2 (<1%)	63 (8%)	12 (1%)	808
2005	1002 (90%)	5 (<1%)	24 (2%)	88 (8%)	1119
2004	1297 (90%)	25 (2%)	88 (6%)	35 (2%)	1445
2003	765 (88%)	18 (2%)	24 (3%)	62 (7%)	869
2002	518 (83%)	5 (1%)	19 (3%)	80 (13%)	622
2001	470 (87%)	0 (0%)	24 (5%)	44 (8%)	538
2000	422 (85%)	2 (<1%)	12 (2%)	62 (13%)	498
1999	729 (83%)	3 (<1%)	29 (3%)	124 (14%)	883
1998	959 (87%)	1 (<1%)	25 (2%)	114 (10%)	1099
1997	466 (78%)	0 (0%)	13 (2%)	115 (19%)	594
14 YEAR AVERAGE	681 (87%)	5 (1%)	27 (3%)	64 (9%)	776
NORMAN 2025 22 YEAR AVERAGE % OF GROWTH EXPECTED	85-90%		10-15%		100%

Table 4: Calendar Year 2010 New Residential Units by Ward

	SINGLE FAMILY UNITS	MOBILE HOME UNITS	DUPLEX UNITS	3+ UNIT/MULTI- FAMILY UNITS	TOTAL NEW RESIDENTIAL UNITS
Ward 1	28	0	0	0	28
Ward 2	1	0	0	34	35
Ward 3	14	1	0	0	15
Ward 4	10	0	2	50	62
Ward 5	37	5	0	360	402
Ward 6	183	0	0	0	183
Ward 7	21	0	0	0	21
Ward 8	42	0	0	0	42
2009 TOTAL	336	6	2	444	788

Table 5: Calendar Year New Residential Permits by Parcel Size and by Service/Growth Areas in the Most Recent Years

	< 2 ACRES	2 - 4.9 ACRES	5 - 9.9 ACRES	>= 10 ACRES	GRAND TOTAL
2010 CURRENT	303	2	0	2	307
2010 FUTURE	1	0	0	0	1
2010 SUBURBAN	4	2	0	2	8
2010 COUNTRY	4	10	7	10	31
2010 TOTAL	312	14	7	14	347
2009 CURRENT	309	0	0	1	310
2009 FUTURE	1	0	0	1	2
2009 SUBURBAN	6	2	0	2	10
2009 COUNTRY	1	16	16	7	40
2009 TOTAL	317	18	16	11	362
2008 CURRENT	503	2	0	1	506
2008 FUTURE	2	1	0	0	3
2008 SUBURBAN	7	6	1	2	16
2008 COUNTRY	1	18	12	20	51
2008 TOTAL	513	27	13	23	576
2007 CURRENT	373	4	7	1	385
2007 FUTURE	0	0	0	0	0
2007 SUBURBAN	9	6	1	1	17
2007 COUNTRY	5	15	12	5	37
2007 TOTAL	387	25	20	7	439
2006 CURRENT	607	6	2	3	618
2006 FUTURE	1	1	0	0	2
2006 SUBURBAN	3	6	1	2	12
2006 COUNTRY	2	26	16	19	63
2006 TOTAL	613	39	19	24	695
5 YEAR AVERAGE (TOTAL)	428	25	15	16	484

MAP 2: 2010 RESIDENTIAL CONSTRUCTION PERMIT ACTIVITY

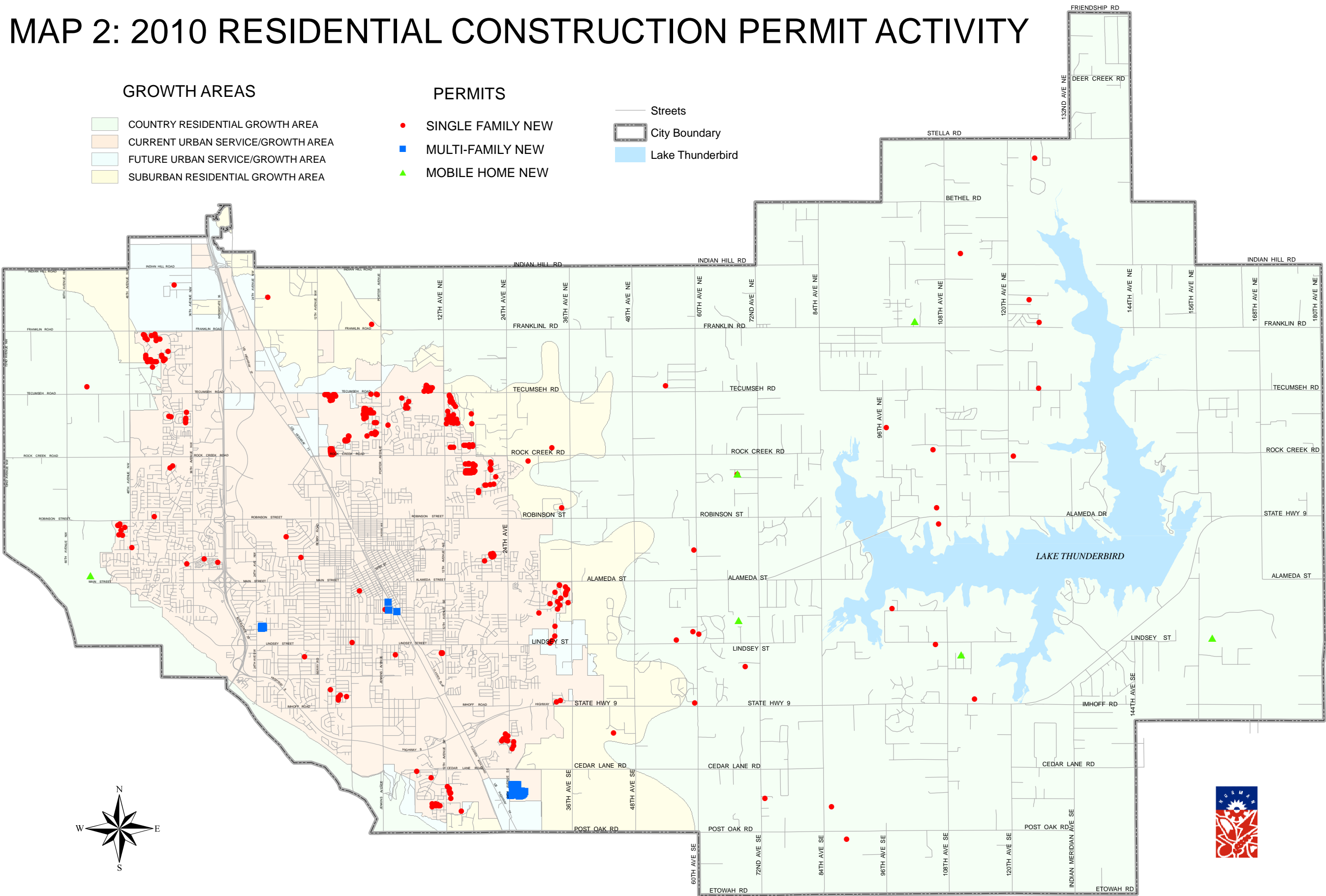
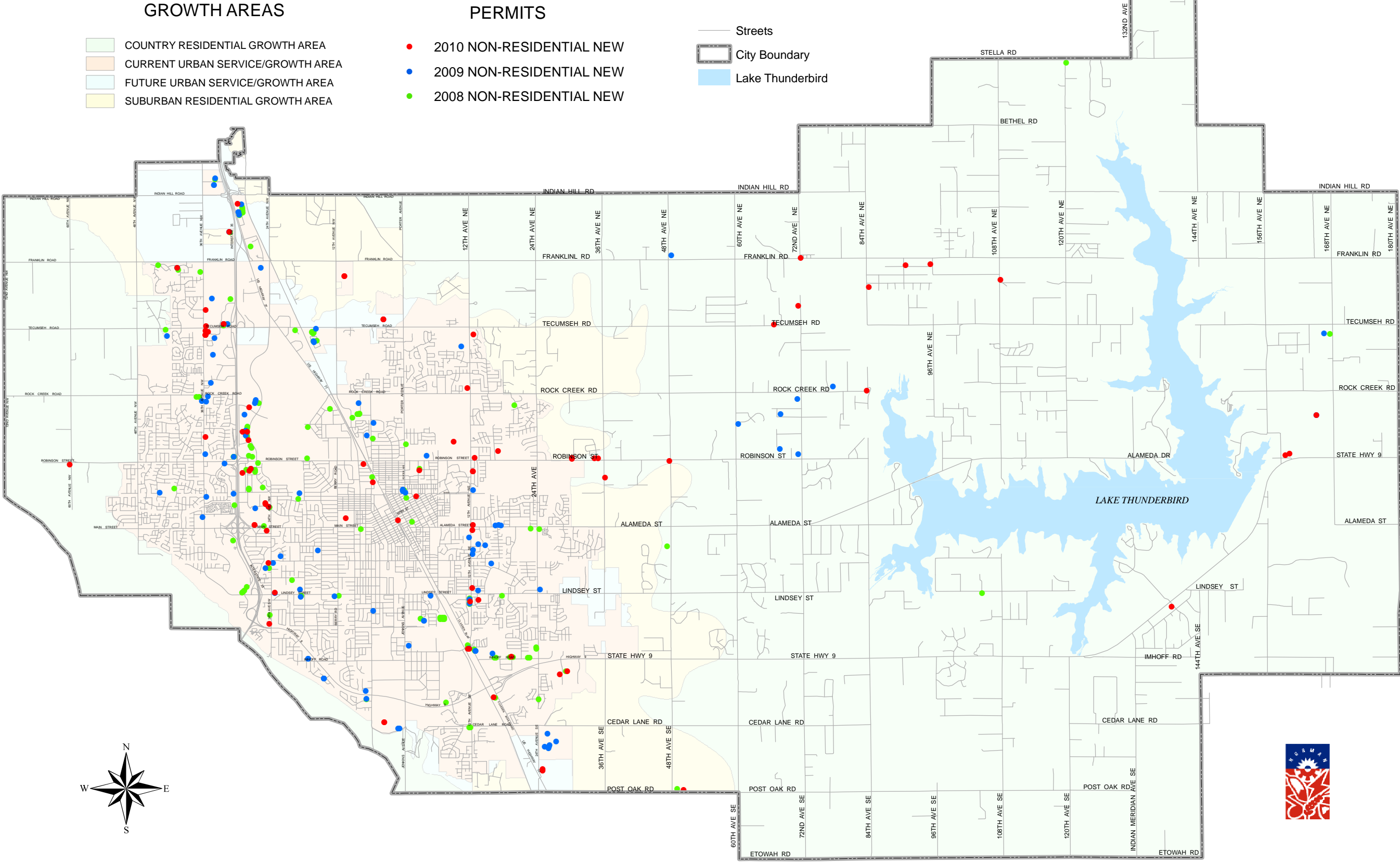


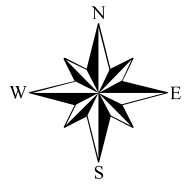
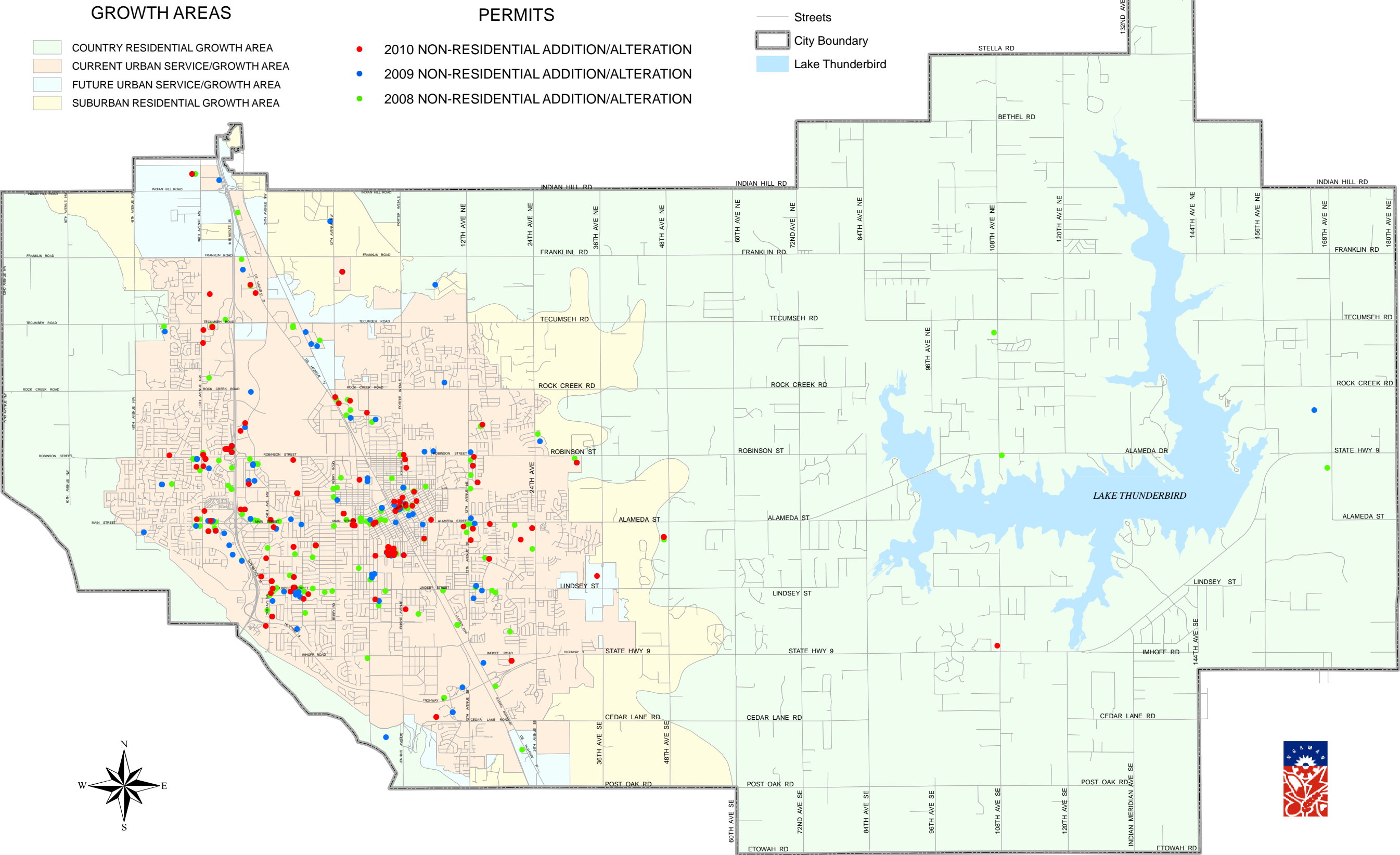
Table 6: Calendar Year Non-Residential New Construction Permits by Type

	INDUSTRIAL	INSTITUTIONAL	OFFICE	RETAIL	TOTAL
2010 PERMITS	5	27	21	29	82
2010 ESTIMATED SQ FT	22,325	230,703	32,788	159,419	445,235
2010 ESTIMATED VALUE	\$1,725,000	\$28,726,322	\$1,769,656	\$9,340,660	\$41,561,638
2009 PERMITS	12	45	13	35	105
2009 ESTIMATED SQ FT	25,698	274,368	102,896	186,814	589,776
2009 ESTIMATED VALUE	\$493,000	\$52,576,847	\$11,136,866	\$6,951,300	\$71,158,013
2008 PERMITS	26	21	43	51	141
2008 ESTIMATED SQ FT	412,977	48,109	148,959	404,307	1,014,352
2008 ESTIMATED VALUE	\$4,698,348	\$2,729,900	\$15,825,408	\$32,754,812	\$56,008,468
2007 PERMITS	10	32	19	75	136
2007 ESTIMATED SQ FT	69,433	491,966	114,598	1,143,166	1,819,163
2007 ESTIMATED VALUE	\$1,658,995	\$101,296,717	\$6,318,650	\$90,837,647	\$200,112,009
2006 PERMITS	26	10	29	42	107
2006 ESTIMATED SQ FT	135,864	108,580	146,949	594,375	985,768
2006 ESTIMATED VALUE	\$6,931,500	\$12,247,048	\$9,373,463	\$27,228,001	\$55,780,012
2005 PERMITS	19	13	21	16	69
2005 ESTIMATED SQ FT	272,236	50,225	97,643	84,495	504,599
2005 ESTIMATED VALUE	\$11,434,092	\$3,469,229	\$8,229,046	\$5,958,836	\$29,091,203
2004 PERMITS	1	23	19	82	125
2004 ESTIMATED SQ FT	320	84,001	53,843	345,915	484,079
2004 ESTIMATED VALUE	\$2,000	\$5,477,596	\$2,756,460	\$13,146,375	\$21,382,431
2003 PERMITS	32	15	15	11	73
2003 ESTIMATED SQ FT	178,186	159,786	85,212	84,374	507,558
2003 ESTIMATED VALUE	\$3,913,837	\$9,857,867	\$7,281,438	\$5,936,000	\$26,989,142
2002 PERMITS	8	21	14	49	92
2002 ESTIMATED SQ FT	95,869	148,342	97,521	731,161	1,072,893
2002 ESTIMATED VALUE	\$17,372,000	\$14,618,774	\$3,776,980	\$42,653,793	\$78,421,547
2001 PERMITS	13	11	11	20	55
2001 ESTIMATED SQ FT	111,989	114,056	95,579	523,424	845,048
2001 ESTIMATED VALUE	\$2,611,442	\$7,712,399	\$7,168,644	\$26,346,950	\$43,839,435
2000 PERMITS	3	10	16	19	48
2000 ESTIMATED SQ FT	11,381	89,069	82,745	141,659	324,854
2000 ESTIMATED VALUE	\$431,190	\$6,384,500	\$4,892,600	\$3,494,842	\$15,203,132
1999 PERMITS	18	5	10	28	61
1999 ESTIMATED SQ FT	247,668	52,332	34,917	467,020	801,937
1999 ESTIMATED VALUE	\$13,493,000	\$4,109,900	\$1,766,565	\$20,597,819	\$39,967,284
1998 PERMITS	20	6	23	27	76
1998 ESTIMATED SQ FT	117,443	141,896	63,236	290,637	613,212
1998 ESTIMATED VALUE	\$2,051,000	\$10,078,854	\$1,918,975	\$9,411,960	\$23,460,789
13 YEAR AVG PERMITS	14.8	18.4	19.5	37.2	90.0
13 YEAR AVG SQ FT	130,876	153,341	88,991	396,674	769,883
13 YEAR AVG ESTIMATED VALUE	\$5,139,646	\$19,945,073	\$6,324,212	\$22,666,077	\$54,075,008
ANNUAL NORMAN 2025 SQ FT PROJECTION	84,691	N/A	94,350	195,136	N/A

MAP 3: 2008 - 2010 NEW NON-RESIDENTIAL CONSTRUCTION PERMIT ACTIVITY



MAP 4: 2008 - 2010 NON-RESIDENTIAL CONSTRUCTION ADDITION/ALTERATION PERMIT ACTIVITY



Norman Annual Development Report for 2010

SECTION THREE: LAND USE PLAN AND ZONING AMENDMENTS

The City of Norman processed nine applications for amendments to the *2025 Land Use and Transportation Plan* in 2010. This was a decrease from 2009 in the total number of applications but the nearly 600 acres involved in these actions nearly doubles the acreage processed during an average year—around 350 acres. This sizable increase in acreage was due to conversions of large sections of Future Urban Service Areas into Current Urban Service Areas that were made possible by voter-approved sewer improvements, including the connection of northwest Norman to the renovated Lift Station D.

The City of Norman acted on 19 applications for rezoning during Calendar Year 2010. One of these applications involved the rezoning of a 27-acre parcel previously zoned for I-1 Light Industrial land to a Planned Unit Development (PUD) for residential and commercial use. The balance of rezoning applications involved the conversion of agricultural land to residential or commercial use, requests for Special Use Permits in residential and commercial districts, and rezoning for residential and/or commercial land use by PUDs.

Section two: Tables and Maps

Tables 7-8

- ❑ **Table 7 and Map 5** identify each of the applications for *Norman 2025 Land Use and Transportation Plan* amendments approved during Calendar Year 2010. For each of the nine applications processed, the table summarizes the applicant's name, property location, original *2025 Plan* designation, change(s) requested, acreage involved, and action taken by the Planning Commission and City Council.
- ❑ **Table 8 and Map 6** identify all of the zoning changes that were approved by the Planning process during Calendar Year 2010. For each of the 19 applications processed, the table summarizes the applicant's name, property location, original zoning and zoning being sought, acreage involved, and action taken by the Planning Commission and the City Council.

Table 7: Calendar Year 2010 Land-Use Plan Amendments

ORDINANCE	APPLICANT	LOCATION	OLD USE	NEW USE	AREA	PC ACTION	CC ACTION
R-0910-72 LUP-0910-3	J&J PROPERTIES LLC	FRANKLIN RD & 36TH AVE NW	FUSA, LOW DENS RES	CUSA, COMM, HIGH DENS RES	348.33 AC	APP 1/14/10	APP 3/23/10
R-0910-82 LUP-0910-5	KENT CONNALLY	12TH AVE NW & TECUMSEH ROAD	FUSA, INDUSTRIAL	CUSA, LOW DENS RES	150.56 AC	DEN 4/8/10	APP 6/8/10
R-0910-87 LUP-0910-6	CEREBRAL PROFESSIONAL SYSTEMS, INC.	HIGHWAY 9 & BERRY RD	MED DENS RES	OFFICE	4.64 AC	APP 4/8/10	APP 6/8/10
R-0910-95 LUP-0910-7	MISSION NORMAN, INC.	2225 E. LINDSEY STREET	LOW DENS RES	MED DENS RES	5.55 AC	APP 3/11/10	APP 5/11/10
R-0910-96 LUP-0910-8	SHANNON O MOORE, LLC.	HIGHWAY 9 & 12TH AVE SE	INDUSTRIAL	OFFICE, MED DENS RES	25.13 AC	DEN 5/13/10	APP 8/24/10
LURP-0910-1 LUP-0910-9	WESTPOINT DEVELOPERS, LLC	EAST OF 48TH AVE NW	FUSA	CUSA	79.07AC	APP 7/8/10	APP 8/24/10
R-1011-1 LUP-1011-1	TARAHUMARA'S MEXICAN CAFÉ & CANTINA	NORTH PORTER AVENUE	LOW DENS RES	COMM	0.49 AC	APP 7/8/10	APP 8/24/10
R-1011-45 LUP-1011-2	L&S DEVELOPMENT, INC	12TH AVE SE	OFFICE	MIXED USE	1.47 AC	DEN 10/14/10	APP 12/14/10
R-1011-66 LUP-1011-4	JERRY'S, LLC (VAN'S PIG STAND)	316 & 322 E DAWS STREET	LOW DENS RES	COMM	0.33 AC	APP 11/18/10	APP 12/28/10

CUSA = Current Urban Service/Growth Area

FUSA = Future Urban Service/Growth Area

SRA = Suburban Residential Growth Area

CRA = Country Residential Growth Area

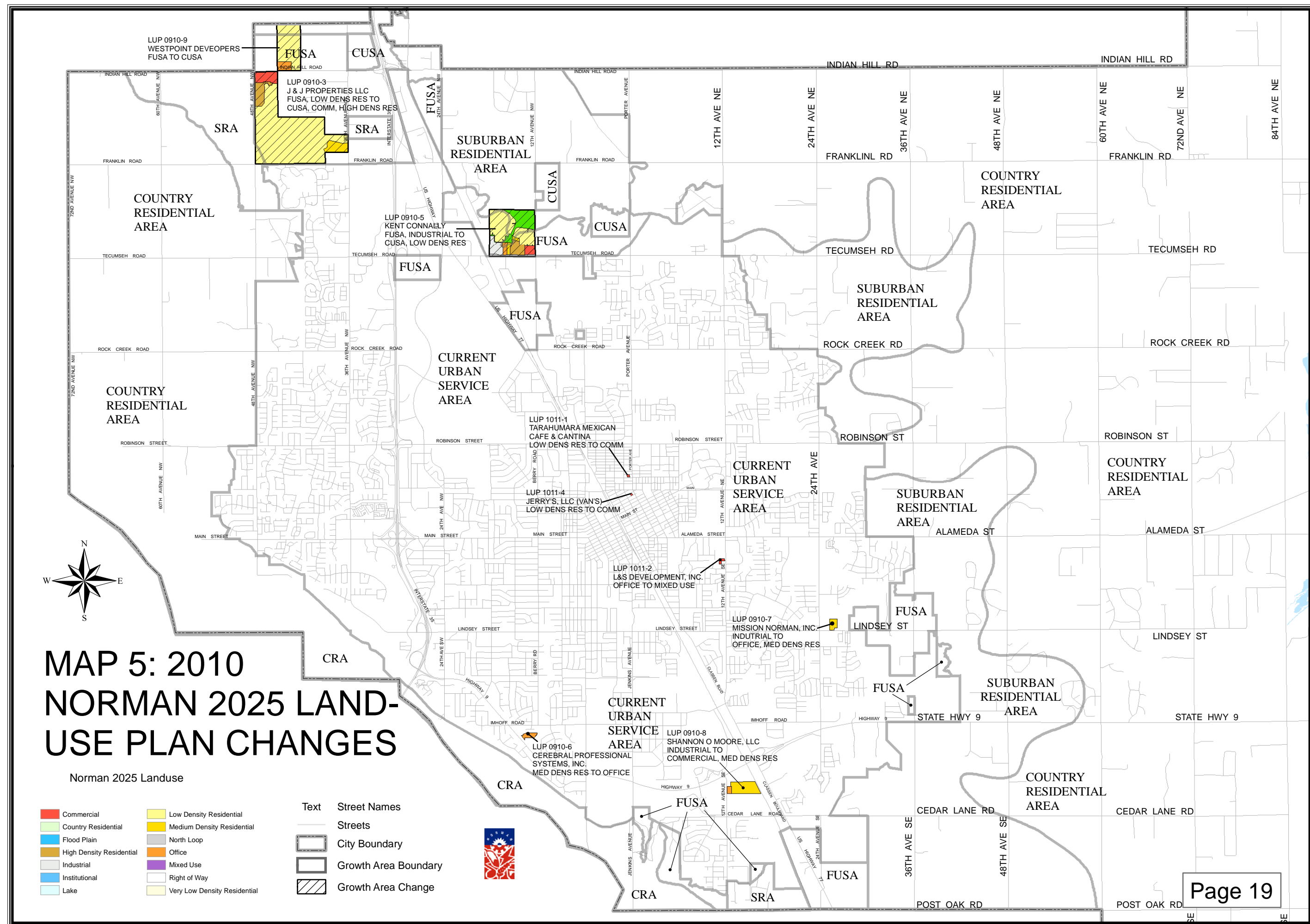


Table 8: Calendar Year 2010 Zoning Amendments*

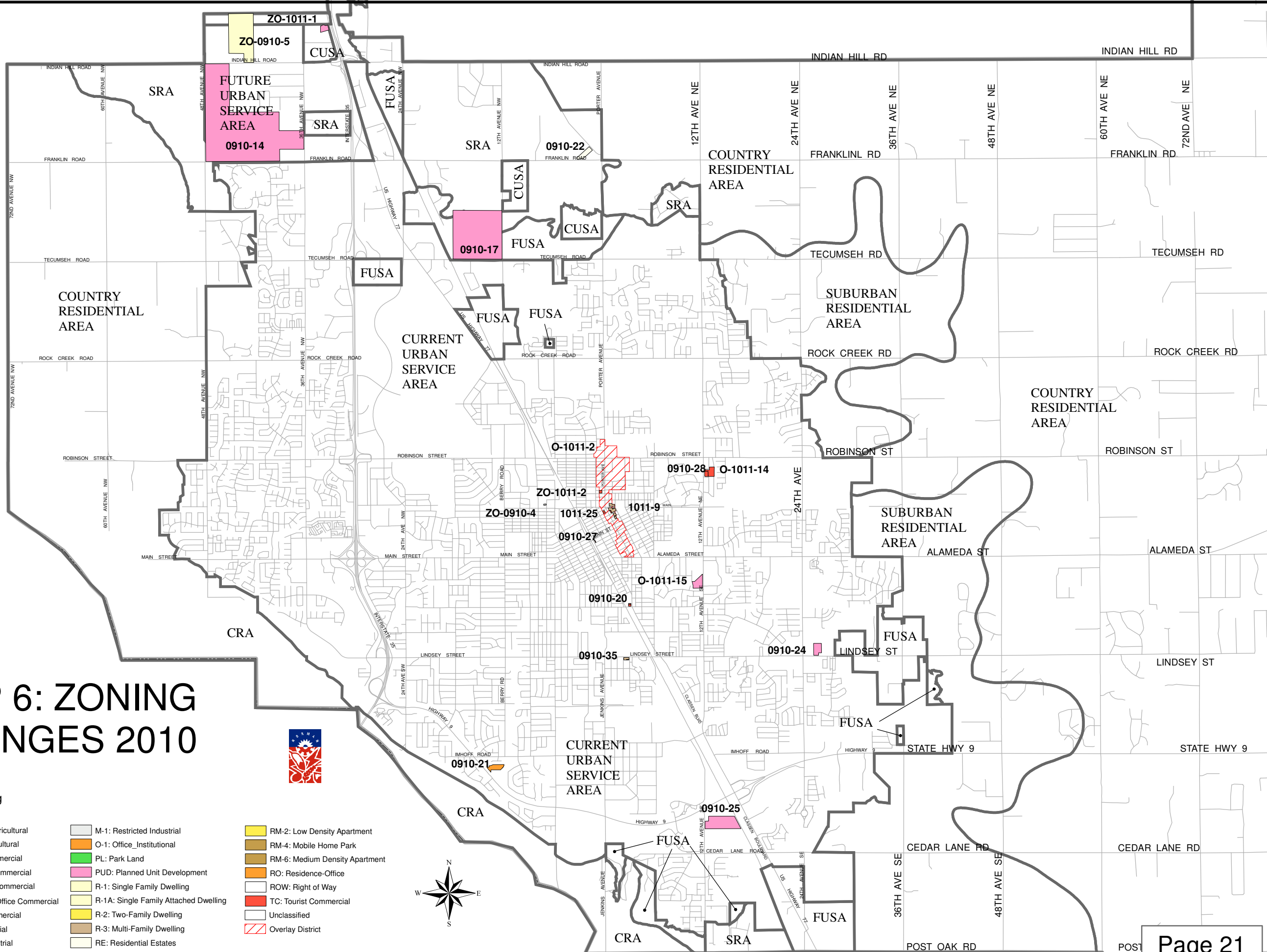
ORDINANCE	APPLICANT	LOCATION	FROM ZONING	TO ZONING	RELATED N2025 ORD	ACREAGE	PC ACTION	CC ACTION
O-0910-14	J&J PROPERTIES LLC	FRANKLIN RD & 36TH AVE NW	A-2	PUD	LUP 0910-3	340.89	APP 1/14/10	APP 3/23/10
O-0910-17	KENT CONNALLY	12TH AVE NW & TECUMSEH ROAD	A-2	PUD	LUP 0910-5	154.43	APP 4/08/10	APP 6/8/10
O-0910-20	ZAFAR BAIG/ ZAIN FUEL INC.	1226 CLASSEN BLVD	C2	SU	N/A	0.31	APP 2/9/10	APP 2/23/10
O-0910-21	CEREBRAL PROFESSIONAL SYSTEMS INC	HIGHWAY 9 & BERRY RD	RM-2 R-1	CO	LUP 0910-6	4.65	APP 4/08/10	APP 6/8/10
O-0910-22	RANDY & LISA MARTIN	BROADWAY AVE AND FRANKLIN RD	A-2	RE	NA	5.00	APP 2/9/10	APP 3/23/10
O-0910-24	MISSION NORMAN, INC.	500 ALAMEDA ST	A-2	PUD	LUP 0910-7	5.55	APP 3/11/10	APP 5/11/10
O-0910-25	SHANNON O MOORE LLC	HIGHWAY 9 & AND 12TH AVE SE	I-1	PUD	LUP 0910-8	25.15	DEN 5/13/10	APP 6/22/10
O-0910-27	BRENT SWIFT	104 E. MAIN	C-3	SU	NA	0.08	APP 4/8/10	APP 6/8/10
O-0910-28	ELITE LION, LLC	1051 12TH AVE NE	PUD	C-2	NA	0.49	APP 4/8/10	APP 5/11/10
O-0910-35	NAIT & ISLAMIC SOCIETY OF NORMAN	420 E LINDSEY ST	R-1 R-3	SU	NA	0.85	APP 5/13/10	APP 6/22/10
ZO-0910-4	DAVID & KELLEY HAMES	910 N LAHOMA AVE	R-1	I-1	NA	0.20	APP 6/10/10	APP 8/10/10
ZO-0910-5	WEST POINT DEVELOPERS LLC	EAST OF 48TH AVE NW	A-2	R-1	LUP 0910-9	70.20	APP 7/8/10	APP 8/24/10
ZO-1011-1	HALLBROKE DEVELOPMENT GROUP	36TH AVE NW & INDIAN HILL RD	PUD	PUD	NA	3.10	APP 7/8/10	APP 8/24/10
O-1011-2	CITY OF NORMAN	PORTER AVE FROM ALAMEDA TO ROBINSON	NA	OVERLAY	NA	13.00	APP 7/8/10	APP 8/10/11
ZO-1011-2	TARAHUMARA'S MEXICAN CAFÉ & CANTINA	PORTER AVE & FRANK ST	R-3	C-2	LUP 1011-1	0.49	APP 7/8/10	APP 8/24/10
O-1011-9	ST JOSEPH'S CATHOLIC CHURCH	N PORTER BETWEEN ACRES & TONHAWA	R-3	SU	NA	3.15	APP 9/9/10	APP 10/12/10
O-1011-14	ELITE LION, LLC	1051 12TH AVE NE	PUD	C-2	NA	3.85	APP 10/14/10	APP 11/23/10
O-1011-15	L&S DEVELOPMENT INC.	12TH AVE SE & ALAMEDA ST	PUD	PUD	NA	6.07	APP 10/14/10	APP 11/23/10
O-1011-25	JERRY'S LLC (VAN'S PIG STAND)	316 & 322 E DAWS	R-3	C-2	LUP 1011-4	0.33	APP 11/18/10	APP 12/28/10

*Does not include easement closures and administrative changes that do not alter map.

MAP 6: ZONING CHANGES 2010

Norman Zoning

- | | | |
|--------------------------------|---------------------------------------|--------------------------------|
| A-1: General Agricultural | M-1: Restricted Industrial | RM-2: Low Density Apartment |
| A-2: Rural Agricultural | O-1: Office Institutional | RM-4: Mobile Home Park |
| C-1: Local Commercial | PL: Park Land | RM-6: Medium Density Apartment |
| C-2: General Commercial | PUD: Planned Unit Development | RO: Residence-Office |
| C-3: Intensive Commercial | R-1: Single Family Dwelling | ROW: Right of Way |
| CO: Suburban Office Commercial | R-1A: Single Family Attached Dwelling | TC: Tourist Commercial |
| CR: Rural Commercial | R-2: Two-Family Dwelling | Unclassified |
| I-1: Light Industrial | R-3: Multi-Family Dwelling | Overlay District |
| I-2: Heavy Industrial | RE: Residential Estates | |



SECTION FOUR: PLATTING AND SUBDIVISION ACTIVITY

In 2010 the City of Norman processed a total of eight Certificates of Survey (COS) and Short Form Plats (SFP) involving a total of 285 acres over 23 lots. This compares to 2009 when the City processed seven COS/SFPs involving 436 acres on 23 lots. The ten-year average is nine COS/SFP involving 443 acres of land with an average of 34 lots.

During the Calendar Year 2010 there were no revisions made to City Ordinances involving the process of platting or subdivision of land.

Section 3: Tables and Maps

Tables 9-11

These tables provide data relative to all land division activity that was subject to the City of Norman Subdivision Regulations during Calendar Year 2010. The tables also depict land subdivision activity for the past decade.

- ❑ **Tables 9 -10 and Map 7** identify the number of Preliminary and Final Plats applied for in Calendar Year 2010, for the preceding nine years, and a ten-year average. The data includes acreages involved, number of lots proposed, and distribution between the four Service/Growth Areas of the *2025 Plan*. Numbers for 2010 indicate that final plats in two of the four growth areas consumed 154 acres and 397 lots. This is around 260 fewer acres than the ten-year average. The 2010 numbers also reflect 230 fewer new urban lots than the ten-year average going to final plat, however the numbers represent a large increase in the acreage coming forward for preliminary platting. This trend is due in part to other action creating ordinances that affect the subdivision of land. Companion Map 7 shows the location of the 2010 plats as well as plats from the proceeding three years.
- ❑ **Table 11 and Map 8** identify the number of Norman Rural Certificates of Surveys and Short Form Plats applied for in Calendar Year 2010, for the preceding nine years, and a ten-year average. The information provides the acreage involved, the number of lots proposed, and the distribution among the four Growth Areas of the *2025 Plan*.

Table 9: Calendar Year Preliminary Plats by Service/Growth Area







	CURRENT URBAN SERVICE AREA	FUTURE URBAN SERVICE AREA	SUBURBAN RESIDENTIAL AREA	COUNTRY RESIDENTIAL AREA	TOTAL
2010 PRELIMS	6	2	0	0	8
2010 ACRES	194.17	419.90	0.00	0.00	614.07
2010 LOTS	421	872	0	0	1293
2009 PRELIMS	7	3	0	0	10
2009 ACRES	105.46	165.38	0.00	0.00	270.84
2009 LOTS	46	24	0	0	70
2008 PRELIMS	12	1	0	1	14
2008 ACRES	555.18	153.99	0.00	80.07	789.24
2008 LOTS	1425	9	0	3	1437
2007 PRELIMS	13	4	0	0	17
2007 ACRES	170.78	375.87	0.00	0.00	546.65
2007 LOTS	209	1123	0	0	1332
2006 PRELIMS (PARTIAL)	9 (3)	1 (3)	0 (4)	0 (2)	15
2006 ACRES	347.36	202.32	268.27	53.81	871.76
2006 LOTS	961	391	312	14	1678
2005 PRELIM PLATS	17	2	1	1	21
2005 ACRES	213.28	64.36	89.46	9.23	376.33
2005 LOTS	413	151	58	1	623
2004 PRELIM PLATS	12	1	0	2	15
2004 ACRES	352.40	59.21	0.00	175.63	587.24
2004 LOTS	762	143	0	71	976
2003 PRELIM PLATS	18	0	0	0	18
2003 ACRES	961.24	0.00	0.00	0.00	961.24
2003 LOTS	2369	0	0	0	2369
2002 PRELIM PLATS	0	0	3	6	9
2002 ACRES	0.00	0.00	133.18	233.36	366.54
2002 LOTS	0	0	25	20	45
2001 PRELIM PLATS	17	2	2	1	22
2001 ACRES	449.92	44.48	86.17	26.41	606.98
2001 LOTS	1081	20	6	2	1109
10 YEAR AVERAGE # OF LOTS	768.7	273.3	40.1	11.1	1093.2
10 YEAR AVERAGE ACRES	335.0	148.6	57.7	57.9	599.1

Table 10: Calendar Year Approved Final Plats by Service/Growth Area

GROWTH AREA/ SERVICE AREA	CURRENT URBAN SERVICE AREA	FUTURE URBAN SERVICE AREA	SUBURBAN RESIDENTIAL AREA	COUNTRY RESIDENTIAL AREA	TOTAL
2010 # FINAL PLATS	15	0	1	0	16
2010 ACRES	149.27	0.00	5.14	0.00	154.41
2010 LOTS	395	0	2	0	397
2010 AVG SINGLE FAMILY LOT SIZE	0.34	N/A	2.57	N/A	0.35
2010 AVG OTHER LOT SIZE*	2.36	N/A	N/A	N/A	2.36
2009 # FINAL PLATS	20	2	0	1	23
2009 ACRES	304.57	157.88	0.00	25.62	488.08
2009 LOTS	441	12	0	1	454
2009 AVG SINGLE FAMILY LOT SIZE	0.39	N/A	N/A	N/A	0.40
2009 AVG OTHER LOT SIZE*	3.73	8.68	N/A	25.62	2.42
2008 # FINAL PLATS	22	0	1	1	24
2008 ACRES	237.86	0.00	157.66	83.54	479.06
2008 LOTS	331	0	83	38	452
2008 AVG SINGLE FAMILY LOT SIZE	0.27	N/A	0.82	2.20	3
2008 AVG OTHER LOT SIZE*	3.96	N/A	22.17	N/A	26.13
2007 # FINAL PLATS	25	2	0	0	27
2007 ACRES	367.46	13.05	0.00	0.00	380.51
2007 LOTS	699	20	0	0	719
2007 AVG SINGLE FAMILY LOT SIZE	0.41	0.17	0	0.00	0.41
2007 AVG OTHER LOT SIZE*	1.91	4.96	0	0	2.03
2006 # FINAL PLATS (Partial)	27 (4)	0 (2)	0 (2)	2 (2)	34
2006 ACRES	432.02	5.75	142.62	83.68	664.07
2006 LOTS	1031	4	74	23	1132
2006 AVG SINGLE FAMILY LOT SIZE	0.24	0.50	0.8	1.30	0.4
2006 AVG OTHER LOT SIZE*	2.61	4.25	22.6	5.89	2.67
2005 # FINAL PLATS	22	1	1	0	24
2005 ACRES	271.94	4.83	89.46	0.00	366.22
2005 LOTS	566	1	1	0	568
2005 AVG SINGLE FAMILY LOT SIZE	0.37	N/A	89.46	N/A	0.57
2005 AVG OTHER LOT SIZE*	0.74	4.83	N/A	N/A	0.79
2004 # FINAL PLATS	27	3	0	3	33
2004 ACRES	285.40	65.88	0.0	126.54	477.82
2004 LOTS	742	207	0	46	995
2004 AVG SINGLE FAMILY LOT SIZE	0.31	0.32	N/A	2.35	0.41
2004 AVG OTHER LOT SIZE*	1.43	0.38	N/A	20.63	1.60
2003 # FINAL PLATS	36	1	3	1	41
2003 ACRES	406.32	13.55	100.69	18.35	538.91
2003 LOTS	995	49	21	1	1066
2003 AVG SINGLE FAMILY LOT SIZE	0.27	3.62	4.00	N/A	0.34
2003 AVG OTHER LOT SIZE*	1.17	N/A	6.09	18.35	1.81
2002 # FINAL PLATS	30	1	0	1	32
2002 ACRES	214.74	4.76	0	34.45	253.95
2002 LOTS	505	2	0	15	522
2002 AVG SINGLE FAMILY LOT SIZE	0.29	N/A	N/A	2.30	1.29
2002 AVG OTHER LOT SIZE*	1.785	2.38	N/A	N/A	2.38
2001 # FINAL PLATS	23	4	0	2	29
2001 ACRES	230.96	66.98	0	72.14	370.08
2001 LOTS	623	120	0	33	776
2001 AVG SINGLE FAMILY LOT SIZE	0.25	0.47	N/A	1.48	0.34
2001 AVG OTHER LOT SIZE*	1.8	1.15	N/A	4.41	1.99
10 YEAR AVG # FINAL PLATS	24.9	1.4	0.8	1.2	28.3
10 YEAR AVG ACRES	290.1	33.3	49.6	44.4	417.3
10 YEAR AVG LOTS	632.8	41.5	18.1	15.7	708.1
10 YEAR AVG SF LOT SIZE	0.3	0.3	18.7	1.6	0.8
10 YEAR AVG OTHER LOT SIZE*	2.15	4.25	14.92	13.04	4.69

*Other includes all non-single family uses

MAP 7: 2008 - 2010 PLATTING HISTORY

- | | | | | | |
|---|------------------------|---|------------------------|---|------------------------|
|  | 2010 PRELIMINARY PLATS |  | 2009 PRELIMINARY PLATS |  | 2008 PRELIMINARY PLATS |
|  | 2010 FINAL PLATS |  | 2009 FINAL PLATS |  | 2008 FINAL PLATS |

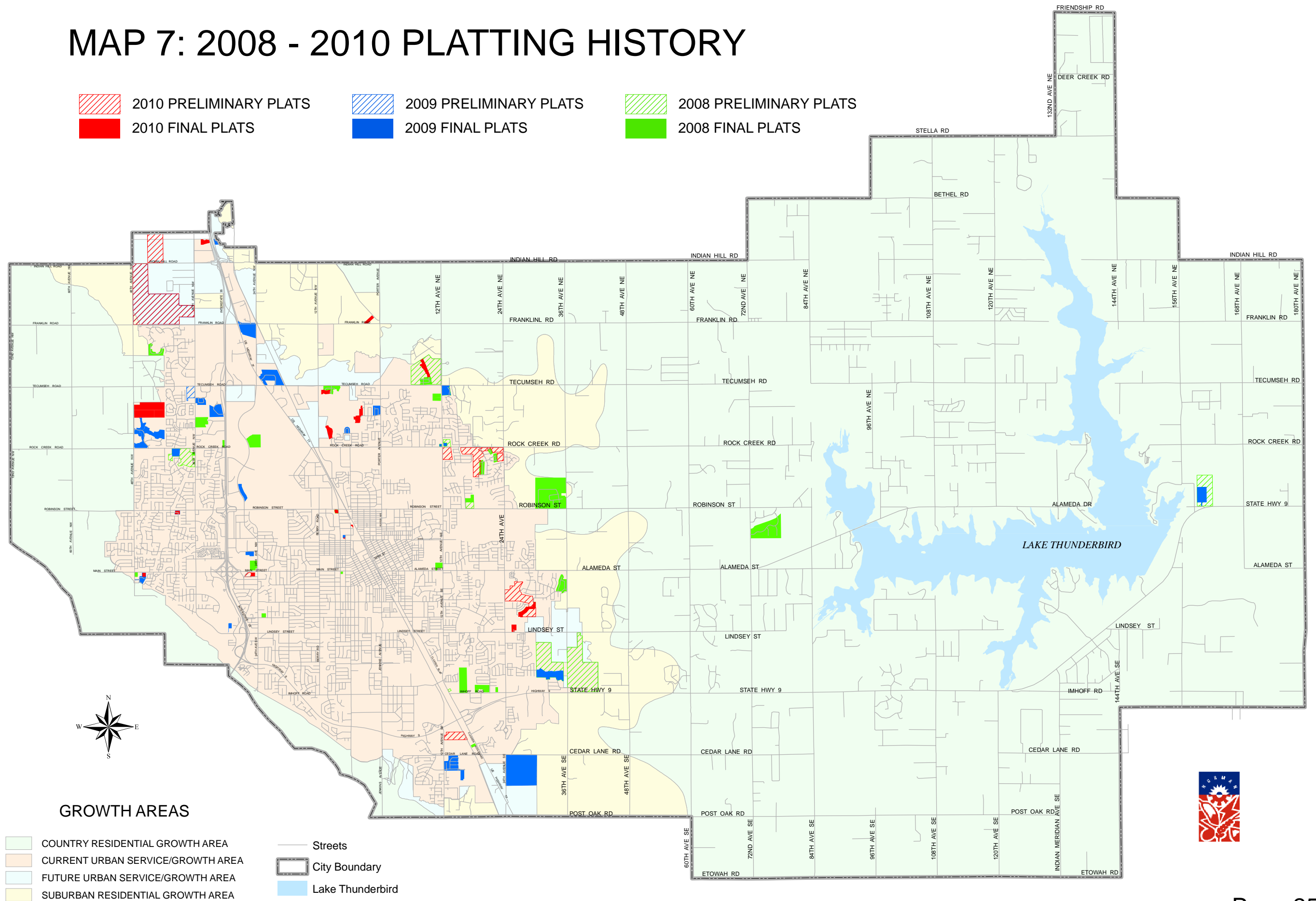
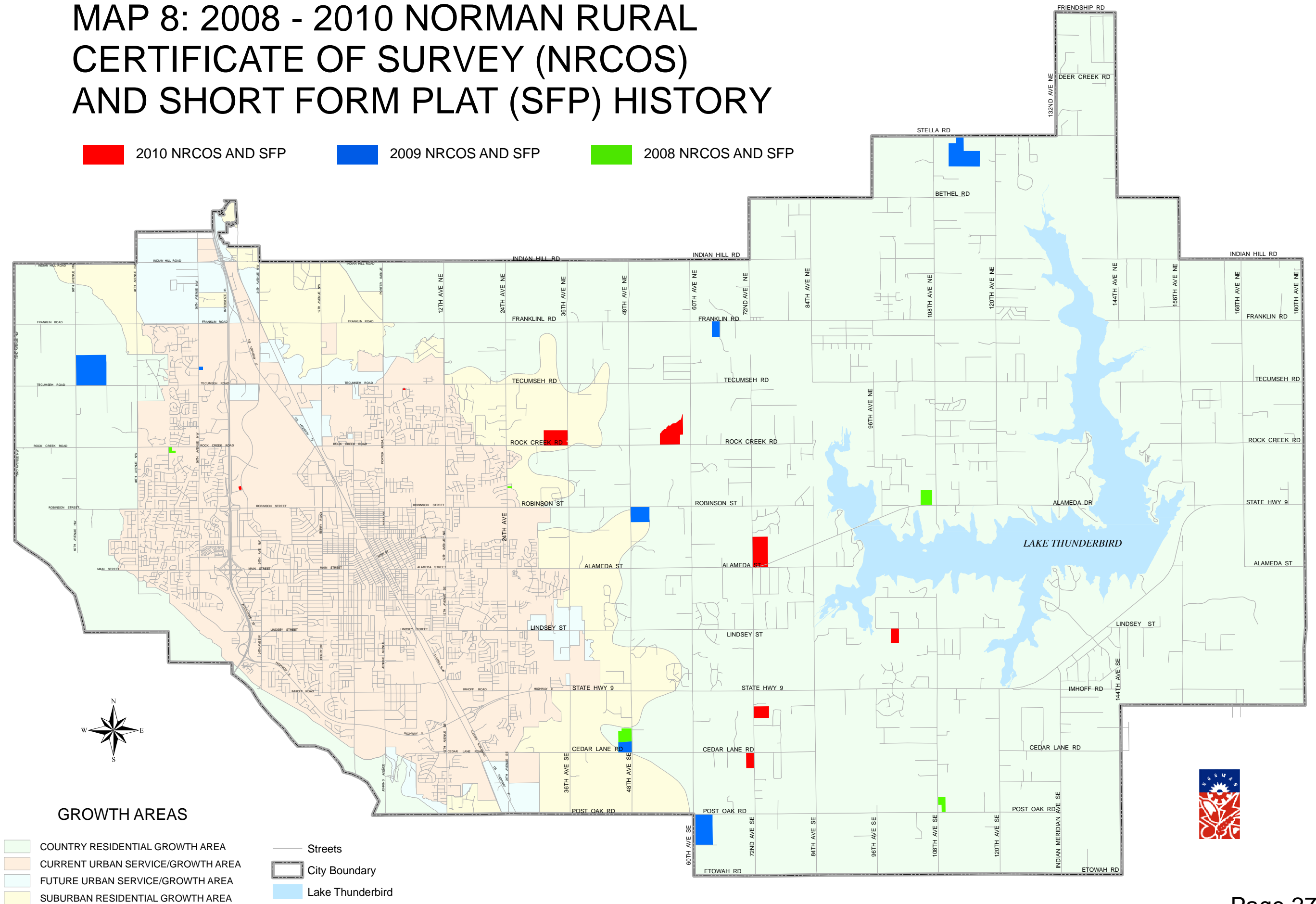


Table 11: Calendar Year Approved Norman Rural Certificates of Survey and Short Form Plats by Service/Growth Area

GROWTH AREA	CURRENT URBAN SERVICE/ GROWTH AREA	FUTURE URBAN SERVICE/ GROWTH AREA	SUBURBAN RESIDENTIAL GROWTH AREA	COUNTRY RESIDENTIAL GROWTH AREA	TOTAL
2010 # COS AND SFP'S	2	0	1	5	8
2010 ACRES	2.22	0.00	61.86	221.44	285.52
2010 LOTS	4	0	5	14	23
2010 AVG LOT SIZE	0.56	N/A	12.37	15.82	12.41
2009 # COS AND SFP'S	0	0	1	6	7
2009 ACRES	0.00	0.00	49.44	414.31	463.76
2009 LOTS	0	0	3	20	23
2009 AVG LOT SIZE	N/A	N/A	16.48	20.72	20.16
2008 # COS AND SFP'S	2	0	0	3	5
2008 ACRES	5.88	0.00	0.00	96.31	102.18
2008 LOTS	2	0	0	7	9
2008 AVG LOT SIZE	2.94	N/A	N/A	13.76	11.35
2007 # COS AND SFP'S	2	0	0	8	10
2007 ACRES	3.16	0.00	0.00	301.71	304.87
2007 LOTS	2	0	0	23	25
2007 AVG LOT SIZE	1.58	0.00	0.00	13.12	12.19
2006 # COS AND SFP'S	1	0	4	5	10
2006 ACRES	0.59	0.00	134.48	265.62	400.69
2006 LOTS	2	0	11	14	27
2006 AVG LOT SIZE	0.30	0.00	12.23	18.97	14.84
2005 # COS AND SFP'S	2	0	4	6	12
2005 ACRES	1.23	0.00	512.34	229.23	742.80
2005 LOTS	22	0	13	33	68
2005 AVG LOT SIZE	0.06	0.00	39.41	6.95	10.92
2004 # COS AND SFP'S	3	0	4	7	14
2004 ACRES	4.14	0.00	225.78	284.80	514.72
2004 LOTS	6	0	6	22	34
2004 AVG LOT SIZE	0.71	0.00	37.63	12.95	15.14
2003 # COS AND SFP'S	1	0	1	8	10
2003 ACRES	0.71	0.00	30.88	661.41	693.01
2003 LOTS	1	0	3	48	52
2003 AVG LOT SIZE	0.71	0.00	10.29	13.78	13.33
2002 # COS AND SFP'S	0	0	3	6	9
2002 ACRES	0.00	0.00	133.18	233.36	366.54
2002 LOTS	0	0	25	20	45
2002 AVG LOT SIZE	0.00	0.00	5.33	11.67	8.15
2001 # COS AND SFP'S	1	0	1	6	8
2001 ACRES	0.61	0.00	136.78	425.52	562.91
2001 LOTS	1	0	2	31	34
2001 AVG LOT SIZE	0.61	0.00	68.39	13.73	16.56
10 YEAR AVG # COS AND SFP'S	1.4	0.0	1.9	6.0	9
10 YEAR AVG ACRES	1.9	0.0	128.5	313.4	443.7
10 YEAR AVG LOTS	4.0	0.0	6.8	23.2	34.0
10 YEAR AVG LOT SIZE	0.8	0.0	22.5	14.1	13.5

MAP 8: 2008 - 2010 NORMAN RURAL CERTIFICATE OF SURVEY (NRCOS) AND SHORT FORM PLAT (SFP) HISTORY



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SUMMARY AND FUTURE OUTLOOK

Construction

During the seven years since the adoption of the *Norman 2025 Plan*, Norman has experienced significant growth and development primarily in the multi-family residential and non-residential construction sectors. Reflecting trends throughout the region, the pace of single-family residential construction activity slowed to a crawl after 2007. In 2010 there was an increase of less than a half-million dollars in valuation and a total decrease of three housing units built. During the same period though, multi-family residential construction increased by \$18 million. Although it was lower than the fourteen-year average valuation of \$104.1 million, construction permit activity in 2010 exceeded 2009 rates.

The total non-residential permitting valuation for 2010 is \$103.5 million, the third highest level since 1997. Additionally, rates of new construction and additions/alterations have been substantial with both scoring in the top four valuations since 1997. As a result of the strong performance of non-residential construction and additions/alteration activity, the total value of all permitted activity in 2010 is \$196.5 million, nearly \$11.6 million or 6% higher than the fourteen-year average of \$184.8 million.

Land Use and Zoning

The City of Norman processed nine applications for amendments to the *2025 Plan* during Calendar Year 2010. This was a decrease in the total number of applications from 2009 but the nearly 600 acres involved in these actions almost doubles the 350-acre average of the past 14 years. This increase was due to large conversions of Future Urban Service Areas into Current Urban Service Areas that were enabled by voter-approved sewer improvements, including the connection of northwest Norman to the renovated Lift Station D.

The City of Norman processed 19 applications for rezoning during Calendar Year 2010. One of these applications involved the rezoning of a 27-acre parcel previously zoned for I-1 Light Industrial land to a Planned Unit Development (PUD) for residential and commercial use. The balance of rezoning applications involved the conversion of agricultural land to residential or commercial use, requests for Special Use Permits in residential and commercial districts, and rezoning for residential and/or commercial land use by PUDs.

Platting and Subdivision

In 2010 the City of Norman processed a total of 8 Certificates of Survey (COS) and Short Form Plats (SFP) involving a total of 285 acres over 23 lots. This compares to 2009 when the City processed seven COS/SFPs involving 436 acres on 23 lots. The ten-year average is nine COS/SFP involving 443 acres of land with an average of 34 lots.

Porter Corridor Plan Implementation

The Porter Plan included a design for improvements to the public streetscape to be implemented as funding becomes available. City staff is currently exploring possible funding sources to begin making improvements to the sidewalk environment along Porter

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Avenue. The plan also included a preliminary study of traffic along Porter which concluded that current traffic growth patterns along the corridor cannot be supported in the long term by the existing roadway. As a result of this finding, the plan recommended that the City undertake a detailed traffic analysis of Porter Avenue as soon as possible to determine the best future course of action to improve the roadway. City Council approved funding in FY12 for a Transportation Plan Scoping Study as precursor to undertaking the community's first city-wide transportation plan. Such a plan would include a detailed analysis of Porter Avenue as one of the city's major arterial roadways. The PCZOD requirements have been applied to projects in three commercial parcels—one involved new construction of a commercial land use and two involved expansion of parking lots at existing commercial development.

Industrial Land Use Study

In March 2010, City staff concluded a detailed study of industrial land uses throughout the city. The purpose of the study was to determine optimum locations for industrial land uses in Norman and to analyze existing and potential industrial land locations using common criteria. Though the Industrial Land Use Study was presented to Planning Commission and City Council without a recommendation for specific action or policy change, its undertaking supported several policy recommendations in *Norman 2025 Plan*

The *2025 Plan* recommends that changes from industrially designated land to other uses be “critically evaluated” before approval. The preliminary results of the Industrial Land Use Study suggest that City officials exercise extreme caution when large industrial parcels are the subject of requests for change. As ever more industrial land is allowed to be converted from industrial use, the price of land escalates and becomes another barrier to bringing industrial users to Norman.

Greenbelt Commission

In December 2010, The City Council adopted the Greenbelt Commission Ordinance (O-1011-6) officially designating a commission charged with preserving green space, natural habitat and existing vegetation in the city, with the ultimate goal of creating an interconnected trail system throughout Norman. Establishment of the Greenbelt Ordinance addresses a key goal of the *Norman 2025 Plan* to develop and maintain a greenbelt system for Norman.

The Greenbelt Ordinance also created a requirement that applications for a Predevelopment meeting which are triggered by a *2025 Land Use Plan* amendment, a request for Norman Rural Certificate of Survey or the preliminary platting of land in the city shall include a Greenbelt Enhancement Statement. Greenbelt Enhancement Statements articulate how the purposes and goals of this ordinance are met by proposed development and its amenities. Greenbelt Enhancement Statements are intended to advise City Council as they make decisions and form policies that affect the city's open space, natural environment and pedestrian and bicycle circulation.

Neighborhood Plans

During 2010, City staff continued to work with neighborhoods that flank the Porter Corridor to create individual long-range plans for each neighborhood. This activity is the

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implementation of a *Norman 2025 Plan* recommendation to “establish a neighborhood planning program for a targeted portion of the City’s Core area, in order to address such issues as land use compatibility, parking, circulation, and neighborhood improvements.”

Norman 2025 Plan Update

Seven years ago the *Norman 2025 Plan* recommended that a major plan update be undertaken in 2009. However, several factors that have emerged since the plan’s adoption in 2004 have caused City officials to deem it appropriate to delay a plan update project. These factors include:

- ☐ Significant growth that has occurred in 2004 has been consistent with the goals and directions established in the *2025 Plan* and its supporting documents.
- ☐ Economic forecasts suggested a continued slowing of the local and national economies which proved true in Norman beginning in 2009.
- ☐ Norman has just adopted a comprehensive Storm Water Master Plan and progress has just begun on the implementation Action Plan. It was important to sustain city officials’ and the public’s attention on this critical planning effort.
- ☐ The 2010 US Census took place in April of 2010. The 2010 Census data began to be available in 2011.
- ☐ In 2011, the City of Norman will undertake a Transportation Plan Scoping Study as precursor to a later undertaking of a city-wide transportation plan. This information will be important to include in any plan update.

Taking all of these reasons into account in 2010, staff recommended that the *Norman 2025 Land Use and Transportation Plan* update be postponed until at least 2012.

The community is presently undertaking an update of the Waste Water Master Plan through existing condition flow monitoring and current loading analysis. A long-range water supply study is also close to completion. Information and directions established through both of those efforts will play key roles in the *Norman 2025 Plan* update. In anticipation of the completion of those two studies, staff is currently assessing options for undertaking the update to the *Norman 2025 Plan* to commence in or after 2012.