

CITY OF NORMAN



CLEVELAND COUNTY, OKLAHOMA

**REQUEST FOR PROPOSAL:
UPDATE OF DEVELOPMENT CODES
RFP 2526-5**

JULY 3, 2025

PUBLIC NOTICE
REQUEST FOR PROPOSAL
RFP 2526-5

The City of Norman, Oklahoma, is seeking proposals from qualified respondents to **provide a development code evaluation/audit/diagnosis, updated development codes, and a process for revising applicable mapping for an updated Development Code and conduct a Parking Study and plan that; inventories and maps all existing public and private parking, analyzes parking needs and opportunities, and provides recommendations, including parking demand for affordable and workforce housing projects, through the development of a Parking Plan** in accordance with the terms, conditions, and specifications contained in this Request for Proposals.

Responses are solicited in accordance with the terms, conditions and instructions set forth in this RFP. Proposals are due no later than 4:00 P.M. CST, Monday, August 25, 2025. Responses received after this time and date will not be accepted. Responses shall be addressed and marked as:

Attn: Lora Hoggatt, Planning Services Manager
RFP 2526-5
City of Norman
225 N. Webster Ave.
Norman, Oklahoma 73069

Any correspondence, questions or requests for copies of the Request for Proposal should be directed to Lora Hoggatt, Planning Services Manager, Planning and Community Development Department, or call (405) 307-7112, or Email: codeupdates@normanok.gov. Correspondence should be marked Attn: City of Norman, RFP 2526-5.

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I. INTRODUCTION

A. Project Scope

A successful response to this Request for Proposal (RFP) will clearly demonstrate how City staff will be incorporated into each project phase, leveraging their expertise to maximize project effectiveness and outcomes.

Development Code:

After 20 years under the previous Comprehensive Land Use Plan, Norman leveraged the opportunity to create a new comprehensive plan in conjunction to overhauls of some of our most prominent guiding documents, including Housing, Water, Wastewater, Stormwater, Park, and Transportation Plans, known as the Area Infrastructure and Master Plan (AIM) Norman planning process. The idea behind this undertaking was to ensure cohesive plans, focusing not only on protecting our city's natural resources, but also ensuring the city will be able to accommodate the influx of residents we anticipate over the next 20 years. This process began in late 2023 and was adopted in June 2025.

A major recommendation of the AIM Norman Comprehensive Land Use Plan was an update to the City's the Zoning Ordinance and Subdivision Regulations. The City applied for and was awarded a Pathways to Removing Obstacles to Housing (PRO Housing) grant in early 2025. The grant will fund the projects outlined in this RFP.

Essential outcomes of this process are as follows:

- 1) A **new Development Code** that is clear, consistent, transparent, equitable, accessible, and administrable;
- 2) **Zoning Map updates** that enact place-specific recommendations made in adopted plans, including the AIM Norman Comprehensive Plan (and its seven included master plans), and adopted Neighborhood Plans; and
- 3) **Tools and systems** that clearly implement and communicate the new Zoning and Subdivision Regulations (alongside other land use regulations) and support efficient administration of the code.

The updated code and regulations must include at least the following provisions or actions, as directed by the adopted AIM Norman Plan and all related elements:

- Establish a clear, efficient, equitable, and predictable process for regulating development.
- Updated and improved design standards to maximize compatibility of the built environment to site design including items such as:
 - o Building height and mass
 - o Setbacks

- o Landscaping
 - o Lighting
 - o Entry/access
 - o Materials
 - o Parking
 - o Circulation
 - o Lot coverage
 - o Ecologically sensitive landscape design
 - o Lot size minimums/maximums
- Mixed-use and infill specific development standards.
 - Flexibility for non-conformance and existing structures, specifically those that provide naturally occurring affordable housing.
 - Special regulations emphasizing character areas, as described in the AIM Norman Plan.
 - By-right allowance for multiple housing types, including missing middle, live-work, and other in-demand housing types that are currently infeasible under the current code.
 - Based on the AIM Norman Comprehensive Land Use Plan and Comprehensive Transportation Plan Update, provide design to enhance neighborhood walkability, limit cut-through traffic, and improve connectivity.
 - Exploring the possibility of minimum density requirements in key areas of the city and tools for implementing the same.
 - Promoting greater density along the proposed Regional Transit Authority (RTA) corridor.
 - Condensing, combining and/or aligning all city codes that impact land use with the Development Code, including potentially through the exploration of a Unified Development Code.

Note: Although there are some zoning implications to be considered, this project does **not** include substantive revisions to the Animals Code (Title 4) or the Health and Safety Code (Title 16). This project does **not** include revisions to the Sign Regulations Code (Title 28).

Current Development Codes and guidelines to be included in item A(1) are:

- Buildings and Building Regulations (Title 6) https://norman.municipalcodeonline.com/book?type=ordinances#name=CHAPTER_6_BUILDINGS
- [AND BUILDING REGULATION S](#)
- Fire Prevention (Title 14) <https://norman.municipalcodeonline.com/book?type=ordinances#>

- [ame=CHAPTER 14 FIRE PREVENTION](https://norman.municipalcodeonline.com/book?type=ordinances#name=CHAPTER_14_FIRE_PREVENTION)
- Public Improvements Code (Title 26)
[https://norman.municipalcodeonline.com/book?type=ordinances#name=CHAPTER 26 PUBLIC IMPROVEMENTS](https://norman.municipalcodeonline.com/book?type=ordinances#name=CHAPTER_26_PUBLIC_IMPROVEMENTS)
- Subdivision Code (Title 30)
[https://norman.municipalcodeonline.com/book?type=ordinances#name=CHAPTER 30 SUBDIVISIONS](https://norman.municipalcodeonline.com/book?type=ordinances#name=CHAPTER_30_SUBDIVISIONS)
- Zoning Code (Title 36) (Including all appendices)
[https://norman.municipalcodeonline.com/book?type=ordinances#name=CHAPTER 36 ZONING](https://norman.municipalcodeonline.com/book?type=ordinances#name=CHAPTER_36_ZONING)
- Center-City Form Based Code
[https://www.normanok.gov/sites/default/files/documents/2023-09/CCFBC Draft Aug 2023 Clean 9 13 23.pdf](https://www.normanok.gov/sites/default/files/documents/2023-09/CCFBC_Draft_Aug_2023_Clean_9_13_23.pdf)
- AIM Norman – The City of Norman’s Area & Infrastructure Master Plan
<https://experience.arcgis.com/experience/f87dce7ee7cf4e53af5dce538bc9ce27/page/Home/>
- City of Norman Interactive Zoning Map
<https://normanok.maps.arcgis.com/apps/webappviewer/index.html?id=f69b169befde4e6080f9b33cb03f54f>

Parking Study and Plan:

Norman is situated in central Oklahoma, where respectively low land costs and undeveloped lands incentivize single-story, suburban style development which is historically overparked and underutilized. As Norman continues to grow, competition for land will continue to increase as available housing options have trouble keeping pace with the surge in population. Promoting infill and mixed-use development with the goal of curating a pedestrian-friendly, multi-modal city is defined in the development principles of the City’s Comprehensive Plan, Area Infrastructure and Master Plan Norman (AIM Norman). In efforts to fulfill this goal, parking minimums have been relaxed from mandated to recommended for commercial projects, including large-scale multi-family projects. However, with the continued growth, residents and officials are looking to identify goals and strategies to ensure parking needs are met while still maintaining a prosperous community. Many businesses and residential projects continue to be overparked, resulting in sprawling lots that utilize land inefficiently, and some areas, like the downtown and surrounding core cite lack of parking as a concern. The purpose of this study is to provide targeted recommendations to help address real and perceived parking concerns. Areas of particular interest include the Downtown Central Business District, University North Park (UNP), Campus Corner, and areas identified for special study within the AIM Norman Land Use Chapter (available for review here at aimnorman.com).

Essential outcomes of this process are as follows:

- 1) **Existing Parking & Utilization Inventory.** Assess current parking inventory (public and private) to understand availability, usage patterns, and peak demand times.
- 2) **Project Future Parking Demand.** Forecast parking needs for the City, and the Downtown Central Business District, University North Park (UNP), Campus Corner, and areas identified for special study within the AIM Norman Land Use Chapter, based on expected growth, planned development, and demographic trends through 2045.
- 3) **Develop Recommended Strategies and Programs.** Address parking needs, including but not limited to: Parking management; connectivity; physical parking changes; regulatory and zoning changes; signage, education, parking rates, and marketing materials; public-private partnerships.

B. Requesting Entity Information

The City of Norman, Oklahoma, with municipal offices located at 225 N. Webster Ave., Norman, Oklahoma, 73069, is the requesting entity.

C. Project Funding

The City of Norman has set aside funding in the FYE 2026 Budget beginning on July 2, 2025, for the completion of the work described in this Request for Proposal.

Funding for this project includes amounts awarded by the Federal Department of Housing and Urban Development through the Pathways to Removing Obstacles to Housing (PRO Housing) grant opportunity. The award funds the Development Code update for a maximum of \$525,000.00, inclusive of expenses and reimbursables. The award funds the Parking Study and Plan for a maximum of \$125,000.00, inclusive of expenses and reimbursables. As such, applicants must comply with all regulations regarding projects receiving Federal funding. All funds for this project must be completely encumbered by September 2030 under this grant program. All Proposers shall provide a fixed price fee, as a “not to exceed” quotation for the total project.

D. Public Participation

These projects are the result of an intensive, citizen-led planning process for the AIM Norman Comprehensive Plan. Respondents should recommend focus groups and/or other stakeholder engagement, although there is no expectation that an appointed “advisory/steering committee” group be convened at regular intervals for this project.

E. Community Background

The City of Norman is located in the Oklahoma City Metropolitan Area, with a population of 130,000. Norman is the third largest city in Oklahoma and the largest city within Cleveland County, for which it serves as the county seat.

Norman, like several other cities in the area, was established during the Oklahoma Land Run of 1889. Norman formally incorporated in May of 1891, sixteen years before statehood in 1907. Over the years, the City of Norman expanded from the original one-square-mile town site to an area of just under 190 square miles. The first zoning ordinance, which is still in effect today, was adopted in 1954. Revisions to the Zoning Ordinance have included the introduction of the Center City Form-Based Code, establishing parking recommendations instead of requirements, and most recently, ADUs by-right in some residential areas.

Factors that Influence Development

Interstate 35 (I-35) runs north and south through Norman, nearer to the western than eastern edge of the City limits. Two additional transportation corridors are proposed by the Oklahoma Turnpike Authority (OTA) and may again significantly influence development patterns in Norman. US Highway 77 runs north and south through Norman and State Highway 9 runs east and west through the southern portion of Norman.

Norman is home to the University of Oklahoma, which is important to Norman's economic engine and cultural identity. The University's recent move to the Southeastern Conference (SEC) will accelerate the University's growth and will necessitate improvements to accommodate that growth.

The majority of Norman that is developed lies between the Ten Mile Flats Conservation along 48th Avenue West and 36th Avenue East. The Burlington Northern Santa Fe (BNSF) Railway bisects this developed area. Land east of 48th Avenue East is currently protected as reserve for any development beyond the anticipated life of the current Comprehensive Plan. East of 48th Avenue East, floodplain, State and Tribal lands, and infeasibility of service expansion prevents urban development in these areas.

II. DEVELOPMENT CODE

A. Technical Lead

The technical lead of the Development Code Update is Lora Hoggatt, Planning Services Manager.

B. City of Norman Zoning History

Planning Background

The City of Norman currently manages development using the AIM Norman Comprehensive Land Use Plan and supporting master plans (adopted June 2025), the Zoning Ordinance and the Subdivision Regulations. Norman's growth spurred the development of associated plans in AIM Norman for stormwater, wastewater, water utility, parks, housing, and transportation to address growth.

City of Norman Planning & Associated Documents

- Zoning Ordinance (1954, as amended)
https://norman.municipalcodeonline.com/book?type=ordinances#name=CHAPTER_36_ZONING
- Subdivision Regulations (1973, as amended)
https://norman.municipalcodeonline.com/book?type=ordinances#name=CHAPTER_30_SUBDIVISIONS
- AIM Norman (2025) – The City of Norman's Area & Infrastructure Master Plan
<https://www.normanok.gov/aim-norman>
- Neighborhood Plans: Adams, Andrews Park, Faculty Heights (1996) | Old Silk Stocking, First Courthouse, Original Townsite, Pickard (2007) | Bishop's Creek (2012)
<https://www.normanok.gov/your-government/departments/planning-and-community-development/planning-projects/neighborhood-plans>
- Historic District Ordinance (1993)
[https://www.normanok.gov/your-government/departments/planning-and-zoning/historic](https://www.normanok.gov/your-government/departments/planning-and-community-development/planning-and-zoning/historic)
- Downtown Norman Revitalization Plan (2007)
<https://www.normanok.gov/your-government/departments/planning-and-community-development/planning-projects/norman-center-city>
- Porter Corridor Plan & Overlay Zone (2010)
https://norman.municipalcodeonline.com/book?type=ordinances#name=36-539_PCZOD_Porter_Corridor_Zoning_Overlay_District
- Inclusive Community Report and Action Plan
<https://www.normanok.gov/about-norman/inclusive-community>
- Griffin Memorial Hospital Advisory Service Panel (2015)
<https://oklahoma.uli.org/uli-resources/uli-advisory-panel-2015-griffin-memorial-hospital/>
- City-Center Form Based Code
https://www.normanok.gov/sites/default/files/documents/2023-09/CCFBC_Draft_Aug_2023_Clean_9_13_23.pdf

C. Challenges with the Current Development Codes

The current codes associated with development present the City and developers with a variety of challenges and misalignment with the AIM Norman vision which continue to grow in prevalence as the codes age. The most important challenges identified are:

- Misalignment between the recently-adopted AIM Norman Land Uses (description and map) and related zoning districts, with an increasingly widening gap.
- By-right zoning districts and their associated bulk/dimensional standards are often incompatible with the current goals of infill or redevelopment, especially in Core and Classic Neighborhood Character Areas, mixed-use nodes and centers, and commercial corridors.
- By-right zoning districts are incompatible with mixed-use development and accessory commercial uses.
- Unnecessary/over-use of PUDs, which are often used to slightly modify standards or to add or remove a few, specific uses for the benefit of the property and fail to achieve the greater goal of creative development benefitting the City as a whole.
- Several similar existing districts have outdated or no longer meaningful distinctions between regulations.
- Lack of clear, consistent definitions and terminology use – especially with regards to uses.
- Uses are listed within each district regulations with no cohesive place of reference, and which lack flexibility to accommodate immediate or gradual shifts in community, social or consumer focus.
- Overall, the misalignment of zoning regulations and current vision for the City are not ensuring a consistently recognizable design practice or demonstrable community benefit that a Development Code is intended to provide.

D. Scope of Work

Objective

The purpose of this project is to rework and update the Zoning and Subdivision regulations to guide future development in the City of Norman. To meet this purpose, the project should be separated into three phases with the following objectives:

- 1) Evaluation of the current development codes against the visions, goals, and policies adopted in the AIM Norman Plans and proposal of a methodology for resolving discrepancies,
- 2) If warranted, preparing revisions to the development codes for recommendation by Planning Commission and adoption by City Council; and
- 3) If warranted, preparing updates to the zoning map for recommendation by Planning Commission and adoption by City Council.

Boundary of Regulations

The boundary of the Zoning Update will be the corporate limits of the City of Norman.

Task 1: Evaluation/Diagnostic/Audit of Existing Regulations and Related Materials

To accurately determine the nature of the required code updates, a technical evaluation should be completed that addresses the concerns with Norman's existing codes, including those outlined above, and potentially further expanding to include:

- Whether, and to what extent, existing codes are preventing the community's vision as captured in the AIM Norman Comprehensive Plan, from being fulfilled.
- Whether, and to what extent existing codes are out of alignment with current best practices, specifically for university cities and cities within a similar market. This should include case studies with emerging models for zoning regulation, including Code, Map, and process issues.
- Contradictory regulations and/or terminology.
- Over-complication of processes that impact development and enforcement.
- A narrative framework explaining areas which need reform and updates and identifying potential tools or methods for addressing the same.

The evaluation should also include a review of the City's administrative development procedures and processes.

Subtask 1-A: Stop-Gap Measures

The City has a particular interest in avoiding inappropriate development in new Character Areas, or otherwise inconsistent with the goals and policies of the AIM Norman Comprehensive Plan, before the updated Development Codes can be adopted and fully implemented. In order to mitigate against this possibility, Task 1 should include strategies and actions that can be immediately or administratively implemented by the City to ensure these areas are not compromised in the interim.

Task 2: Development Codes Update

Based on the recommendations of the evaluation/audit phase, the City and the selected consultant will prepare a detailed work plan and timeline to create (and implement?) updated Development Codes for the City of Norman. Factors that may influence the scope of Task 2 include: number, size, and type of zoning districts and depth of changes to the Subdivision regulations; number and type of graphic elements; types of online and/or digital presence; and the amount and type of stakeholder engagement. Task 2 is anticipated to take no more than 18 months.

The resulting code shall be integrated into readable and user-friendly formats and should be accessible to persons of all level, from layman to professional.

Task 3: Remapping Process

Based on the result, type, condition, or other factors associated with the updated Development Codes, the need to update the related zoning and regulatory maps shall be evaluated and accomplished accordingly. Task 3 should occur concurrently with Task 2 and is anticipated to remain on the same timeline.

E. DELIVERABLES

Task 1: Evaluation/Diagnostic/Audit of Existing Regulations and Related Materials

Required deliverables will include, but are not limited to:

1. One (1) digital copy of the Code Evaluation/Diagnostic/Audit in Adobe Acrobat format. This deliverable is assumed to include any necessary, but no less than two, rounds of revisions.

Task 2: Update of Development Codes

Required deliverables will include, but are not limited to:

1. Ten (10) bound, color copies of the final Code(s), in 8 ½ x 11 vertical format. Maps and illustrations will be reproducible in 8 ½ x 11 or 11 x 17 format. Thirty (30) color copies in binders that allow for amendments.
2. One (1) digital copy of the final Code(s) in Microsoft Word and Adobe InDesign, Illustrator (for links and graphics) and Acrobat formats. The formats must allow for revisions, reformatting, reproductions and direct web posting.
3. The Code(s) shall be designed for integration into the City's website, and online Code access, Municode. The final Code(s) shall be formatted in accordance with the Municode formatting of all other sections.

4. Materials and/or forms to visually outline and administratively implement the permit application, review process, and possible outcomes.
5. Educational and promotional materials aimed at assisting community members and prospective developers with navigating the development process, with a potential emphasis on housing development.

Task 3: Remapping Process

Required deliverables will include, but are not limited to:

1. Maps will be reproducible in 8 ½ x 11, 11 x 17, and ANSI A, C, and E formats.
2. One (1) digital copy of each final map format in Adobe Illustrator and in Adobe Acrobat formats. The formats must allow for revisions, reformatting, reproductions and direct web posting.
3. Each map shall be designed for integration into the City's existing interactive map currently found at:
<https://normanok.maps.arcgis.com/apps/webappviewer/index.html?id=f69b169befde4e6080f9b33cbd03f54f>.

General Deliverables

Products produced as part of the plan process, including but not limited to GIS layers, studies, documents, drawing, etc., shall be the property of the City of Norman. Original files, including GIS mapping, Photoshop, illustrations, and renderings shall be provided to the City in totality, both digitally and via a secure device, such as a USB, to ensure integrity of the files.

III. PARKING STUDY & PLAN

A. Technical Leads

The technical leads of the Parking Study are Lora Hoggatt, Planning Services Manager, Planning and Community Development Department, and Taylor Johnson, Transit and Parking Program Manager, Public Works Department.

B. City of Norman Parking History

Background

The City of Norman currently manages development using the AIM Norman Comprehensive Land Use Plan and supporting master plans (Adopted 2025), the Zoning Ordinance and the Subdivision Regulation Ordinance. Norman's growth spurred the development of associated plans in AIM Norman for stormwater, wastewater, water supply, parks, housing, and transportation. In 2021, the City of Norman updated off-street parking standards by converting parking minimums for commercial projects, including large scale multi-family projects, into recommendations. This change was intended to alleviate issues with overparking and provide flexibility for adaptive reuse and redevelopment projects. Additionally, in 2024, accessory dwelling unit (ADU) provisions were updated to relax parking requirements for ADUs under 650 square feet in size. While these changes are positively affecting the parking landscape within Norman, to ensure an amount of housing that adequately meets anticipated population projections from AIM Norman can be produced, further changes are necessary. The addition of ADUs, while a benefit to the City's housing shortage, can have unintended consequences if additional traffic and the need for more parking to serve a specific lot or area is needed.

City of Norman Associated Documents

- Zoning Ordinance (1954, as amended)
https://norman.municipalcodeonline.com/book?type=ordinances#name=CHAPTER_36_ZONING
- Subdivision Regulations (1973, as amended)
https://norman.municipalcodeonline.com/book?type=ordinances#name=CHAPTER_30_SUBDIVISIONS
- AIM Norman (2025) – The City of Norman's Area & Infrastructure Master Plan
<https://www.normanok.gov/aim-norman>
- Go Norman Transit Plan (2021)
<https://www.normanok.gov/sites/default/files/documents/2021-07/Go%20Norman%20Transit%20Plan%20-%20Final%20Report%20with%20Appendices%20-%28reduced%29.pdf>
- City-Center Form Based Code
https://www.normanok.gov/sites/default/files/documents/2023-09/CCFBC_Draft_Aug_2023_Clean_9_13_23.pdf
- Downtown Norman Revitalization Plan (2007)
<https://www.normanok.gov/your-government/departments/planning-and-community-development/planning-projects/norman-center-city>
- Porter Corridor Plan & Overlay Zone (2010)
https://norman.municipalcodeonline.com/book?type=ordinances#name=CHAPTER_36_ZONING

[ame=36-539 PCZOD, Porter Corridor Zoning Overlay District](#)

- Transit Operations
<https://www.normanok.gov/residents-visitors/transit-parking/transit-bus-operations>
- Norman Parking Study (2016)
https://www.normanok.gov/sites/default/files/documents/2022-10/2016%20Jacobs%20Parking%20Study%20Report_0.pdf
- City of Norman Strategic Parking Plan (2018)
<https://www.normanok.gov/sites/default/files/documents/2024-03/City%20of%20Norman%20%26%20Cleveland%20County%20Strategic%20Parking%20Plan%20Study%202018%20by%20Kimley%20Horn%20w%20Appendices.pdf>
- Campus Corner Parking Management Plan (Revised 2019)

<https://www.normanok.gov/sites/default/files/documents/2020-04/Revised%20Campus%20Corner%20Parking%20Management%20Business%20Plan%20%28April%202019%29.pdf>

- OU Gameday Parking
<https://soonersports.com/sports/2020/9/10/football-game-day-parking>
- Downtown Parking Lot Management Plan (2016)
<https://www.normanok.gov/sites/default/files/documents/2020-04/Downtown%20Parking%20Lot%20-%20Revised%20%28Jan%202016%29%20Management%20Business%20Plan.pdf>
- Cleveland County Master Plan (2017)
https://www.normantranscript.com/news/government/cleveland-county-plans-for-the-future/article_f00ce648-509b-59e2-9e2a-dd5346424a02.html

C. Challenges with Parking

The current state of parking in the City of Norman presents the City, developers, residents, and visitors with a variety of challenges and misalignment with the AIM Norman vision which continue to grow in prevalence. The most important challenges identified are:

- Overparking and inefficient use of space for many new commercial developments. Recommended parking minimums alone may not be enough to incentivize the multi-modal, efficient use of space AIM Norman envisions.
- Limited parking placing strain on businesses within Downtown Norman, Campus Corner, and near OU. From an economic development perspective, these areas are vital to maintaining a prosperous city.
- The Center City Form-Based Code (CCFBC) has parking requirements that are out of sync with the intensity of development and amount of existing parking within this critical area of the city.

- Limited paid parking opportunities are available to the public at this time. Considerations for paid parking may be influenced by external factors and must be thoroughly discussed.
- AIM Norman envisions Transit-Oriented Development (TOD) centers, Urban Living Centers, and other multi-modal and pedestrian-friendly designs that allow for an affordable live, work, play environment within the city. Norman’s current regulations do not support this goal to the extent possible. This type of development can introduce new parking challenges.

D. Scope of Work

Objective

The purpose of this project is to study current parking utilization and develop strategies and recommendations to guide future development in the City of Norman and provide space for adequate housing within the City. To meet this purpose, the project should meet the following objectives:

- **Existing Parking & Utilization Inventory.** Assess current parking inventory (public and private) to understand availability, usage patterns, and peak demand times.
- **Project Future Parking Demand.** Forecast parking needs for the City, and the Downtown Central Business District, University North Park (UNP), Campus Corner, and areas identified for special study within the AIM Norman Land Use Chapter, based on expected growth, planned development, and demographic trends through 2045.
- **Develop Recommended Strategies and Programs.** Address parking needs, including but not limited to: Parking management; connectivity; physical parking changes; regulatory and zoning changes; signage, education, parking rates, and marketing materials; public-private partnerships.

The chosen consultant will work closely with the Planning and Public Works Departments throughout all phases of the project and the completion of the scope of services. Regular project management meetings with City Staff will be expected throughout the project. Additionally, qualified applicants should clearly outline expectations for attending and presenting at up to two (2) Planning Commission and three (3) City Council and/or sub-committee meetings.

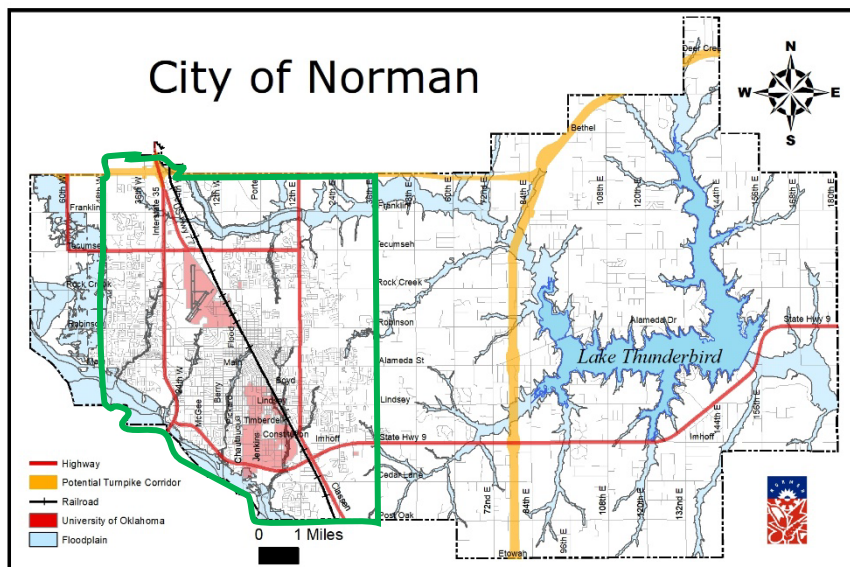
Boundary of Study

The Parking Study will cover areas within the northern boundary of the corporate limits of the City of Norman to the southern boundary, between 48th Avenue W and 36th Avenue E, excluding Tribal lands which do not fall under the jurisdiction of the municipality.

Specifically, this study will include review of the following locations:

- 1) The Downtown Central Business District
- 2) University North Park (UNP)
- 3) Campus Corner
- 4) Neighborhood and Special Study areas identified within the AIM Norman Land Use Chapter
- 5) One, suburban style quarter section to be identified during the kick-off process. This location may include a mix of residential and non-residential uses and will be located adjacent to an arterial intersection.

The following map provides a highlight of areas 1-4.



Task 1: Existing Parking & Utilization Inventory

Assess current parking inventory (public and private) to understand availability, usage patterns, and peak demand times. The inventory shall include public and private on-street, off-street, and surface parking. Prepare a block-by-block inventory within the study area of the following data: on-street parking spaces (number, location, rate, time limit, and hours of service); public and private parking lot spaces (number, location, rate, time limit, and hours of service); bus stops; loading zones and ADA-accessible parking. This data shall be presented on a GIS-based map and spreadsheets in the final report.

Subtask 1.A: Parking Usage Observations and Analysis

The study locations shall be examined at different times of the day and days of the week to provide insight into changing dynamics in the parking demand and to:

- Determine average and peak occupancy, average turnover and average parking durations.

- Identify peak demands and periods of the day when parking is at low demand.
- Identify areas where there are parking spot shortages, and where there are continued surpluses.
- Identify congested or problem parking areas within the study area.
- Identify on-street parking spaces that are nonconforming with applicable regulations, such as MUTCD.
- Identify underutilized private lots that could potentially provide additional parking in high volume parking areas. Should consider current and future need for negotiated parking leases.
- Identify areas for increased and/or improved pedestrian connectivity and walkability, including areas for bicycle and pedestrian amenities.
- Identify where new parking spaces could be relocated to comply with ADA and other applicable state and federal laws.
- Study accessibility and ease of use for diverse user groups, focusing on technology, wayfinding, and payment systems.

In order to capture peak usage, the parking inventory and usage analysis should coincide with times the University of Oklahoma (OU) is in fall or spring session.

Subtask 1.2: Evaluation/Diagnostic/Audit of Existing Regulations and Related Materials

In order to accurately determine recommendations, a technical evaluation should be completed that addresses the concerns with Norman's existing parking management materials, including those outlined above, and potentially further expanding to include:

- Whether, and to what extent, existing codes are preventing the community's vision as captured in the comprehensive land use plan, from being fulfilled.
- Whether, and to what extent existing codes are out of alignment with current best practices, specifically for cities within a similar market.
- Contradictory regulations.
- Over complications of process that impact development and enforcement.
- A narrative framework for explaining needed areas for reform and updates.

Task 2: Assessment of Existing and Future Demand

Assess the demand for parking within the study area and evaluate the demand to current inventory; project new demand based on current land use ordinances and projected business and residential growth, until at least 2045. This assessment should also include expected demand for electric vehicle (EV) and autonomous parking needs. Evaluate parking standards in current land use ordinances. Identify parking solutions to account for projected changes and/or growth in the study area. This assessment should include a breakdown of anticipated parking need by residential unit type, accounting for a variety of affordable and workforce housing types.

Task 3: Parking Study Recommendations

Develop parking priorities and recommendations to help address real and perceived parking concerns in Norman. A phased implementation plan to meet current and future parking needs shall be included. Recommended strategies may include, but are not limited to:

- a. Public-private partnerships, including creation of license agreements/memorandums of understanding for public use of private off-street parking lots and other innovative and creative parking solutions.
- b. Specific requirements that will address the addition of ADUs as necessary.
- c. Bicycle and pedestrian connectivity improvement, including signage, wayfinding, and lighting recommendations.
- d. Area specific solutions for Transit-Oriented Development, Mobility Hubs, Public Transit, ridesharing, biking, micromobility, and pedestrian-friendly initiatives that affect parking demand.
- e. Ordinance amendments, such as changes to parking standards and introduction of parking in-lieu fees and/or parking maximums.
- f. Changes to public parking supply and locations, including establishing peripheral parking and repurposing existing parking spots where appropriate.
- g. Potential locations for parking structures, mobility hubs, or short-term loading zones.
- h. Curb management solutions that optimize space through strategies that balance competing demands, enhance mobility, and support economic activity while prioritizing accessibility and safety.
- i. Programs and initiatives such as educational, informational and/or marketing materials for local businesses and residents, rideshare and bike share programs, park and walk initiatives, employee and user incentives, parking demand management, and enforcement.
- j. Changes to existing rates and locations for paid public parking that is managed by the City of Norman.

Recommendations should clearly define their connection to meeting 2045 parking demand and the role, if any, each plays in promoting affordable and workforce housing within the city.

Task 4: Final Comprehensive Parking Plan

The tasks discussed above will be combined into a final report documenting the project. This deliverable is assumed to include at least two rounds of revisions.

E. DELIVERABLES

Task 1: Evaluation/Diagnostic/Audit of Existing Regulations and Related Materials

Required deliverables will include, but are not limited to:

1. One (1) digital copy of the Evaluation/Diagnostic/Audit in Adobe Acrobat format.
2. This deliverable is assumed to include at least two rounds of revisions.

Task 2: Final Comprehensive Parking Plan

Required deliverables will include, but are not limited to:

1. Ten (10) bound, color copies of the final Study, in 8 ½ x 11 vertical format. Maps and illustrations will be reproducible in 8 ½ x 11 or 11 x 17 format. This deliverable is assumed to include at least two rounds of revisions.
2. One (1) digital copy of the final Code in Microsoft Word and Adobe InDesign, Illustrator (for links and graphics) and Acrobat formats. The formats must allow for amendments, reproductions and direct web posting.

General Deliverables

Products produced as part of the plan process, including but not limited to GIS layers, studies, documents, drawing, etc., shall be the property of the City of Norman. Original files, including GIS mapping, Photoshop, illustrations, and renderings shall be provided to the City in totality, both digitally and via a secure device, such as a USB, to ensure integrity of the files.

IV. PROJECT CRITERIA

A. Consultant Selection Criteria

The City of Norman will commission the services of a planning consulting firm or firms to assist with the update of the Development Code(s) and Parking Study and Plan to bring guidance for future development of the City of Norman. The firm will work in conjunction with stakeholders, including City Staff, Planning Commission, City Council, and a technical focus group to support the development and implementation of the Plan. The firm(s) must also demonstrate experience with the various other Development Code projects with comparable communities.

The City of Norman will seek a firm with proven experience in developing Zoning Codes, Subdivision Ordinances, and Parking Studies.

B. Project Schedule

The final schedule for adoption will be determined during the negotiation of the professional services agreement; the schedule for proposal submittal is as follows:

Milestone	Schedule
RFP Released	July 3, 2025
Questions Due to the City	July 25, 2025
Responses Posted	August 1, 2025
Proposals Due to the City	August 25, 2025
Proposal Evaluation and Interviews	August – September 2025
Contract Negotiations and Contract Award by City Council	September – December 2025

C. General Requirements

Proposals are due no later than 4:00 P.M. CST, Monday, August 25, 2025. Responses received after this time and date will not be accepted. Responses shall be addressed and marked as:

Attn: Lora Hoggatt, Planning Services Manager
RFP 2526-5
City of Norman
225 N. Webster Ave.
Norman, Oklahoma 73069

Proposals must be signed by a duly authorized official of the proposer. Six (6) hard copies, and one (1) electronic copy contained on a USB drive must be submitted. No reimbursement will be made for any cost incurred in preparing the proposal or any cost prior to a formal notice of award.

Digital proposals can be submitted to Lora Hoggatt, Planning Services Manager, via email to codeupdates@normanok.gov.

D. Inquiries/Questions

Respondents should submit questions and/or clarifications to the City of Norman no later than 4:00 p.m. CST on July 25, 2025. Any correspondence, questions or requests for copies of the Request for Proposal should be directed to Lora Hoggatt, Planning Services Manager, Planning and Community Development Department, or call (405) 307-7112, or Email: codeupdates@normanok.gov. Correspondence should be marked Attn: City of Norman, RFP 2526-5. The questions should cite the section of the RFP needing clarification. Responses to the questions will be posted by Friday, August 1, 2025 at <https://www.normanok.gov/businesses/bids-rfps-rfqs>.

For the complete RFP and submission requirements, please go to <https://www.normanok.gov/businesses/bids-rfps-rfqs>.

Proposals are due no later than 4:00 P.M. CST, Monday, August 25, 2025. Responses received after this time and date will not be accepted. Responses shall be addressed and marked as:

Attn: Lora Hoggatt, Planning Services Manager
RFP 2526-5
City of Norman
225 N. Webster Ave.
Norman, Oklahoma 73069

V. RFP CRITERIA

A. Notice to Interested Parties/RFP Recipients

When submitting proposals, corporate entities are required to comply with State law regarding authorized signatures.

The City of Norman requires that a proposal be signed by a duly authorized corporate official with authority to bind the interested party by the proposal as stated in State statute, "...signed by the chair or vice chair of the Board of Directors, or the President,

or by a Vice President, and attested by the Secretary or an Assistant Secretary; or by officers as may be duly authorized to exercise the duties..." 18 O.S. § 22

However, should some other official with the corporation sign, such as a secretary signing a document, such signature needs to be accompanied by a certificate or a copy of a resolution adopted by the Board setting forth the authority of that individual to execute a contract.

With respect to limited liability corporations, every manager is an agent of the company for the purpose of business and binds the limited liability company. Therefore, instruments and documents shall be valid and binding upon the limited liability company if executed by one or more of its managers. 18 O.S. § 32

As set forth above, when submitting proposals, certification adhering to the state statutes should accompany documents turned in for review.

B. Prohibited Interest

No member, officer, employee of the City of Norman, or member of its governing body during his or her tenure, or one (1) year thereafter, shall have any interest, direct or indirect, in any resultant contract or the proceeds thereof.

C. Equal Employment Opportunities

In connection with this proposal, the consultant shall not discriminate against any employee or applicant for employment because of race, color, religion, ancestry, national origin, age, place of birth, disability, sex, sexual orientation, gender identity or expression, familial status, or marital status, including marriage to a person of the same sex.

The consultant shall furnish all necessary information and reports and shall permit access to its books, records and accounts by the City of Norman for purposes of investigation to ascertain compliance with the non-discrimination/minority business provision of any resultant contract.

D. Insurance Requirements

The consultant of this project must provide an insurance policy or policies, naming the City of Norman as an additional insured in the amount of at least one million dollars. Said policy, or policies, shall provide general liability insurance and automobile insurance. In addition, workers compensation insurance must be provided in the amount required by law.

E. Minimum Content of Proposal

At a minimum the proposal should contain the following elements:

1. Transmittal Letter
2. Table of Contents
3. Executive Summary
4. Project Approach
5. Public Participation Approach
6. Project Team
7. Experience of Project Team with same or similar Planning and Infrastructure Experience
8. Anticipated schedule
9. Appendices (misc., exhibits, illustrations, etc.)
10. Proof of Insurance
11. References

VI. SELECTION PROCESS

A. Evaluation of Proposals

The criteria for evaluating the proposals and selecting a consultant will include but not be limited to:

- The firm's specific approach to the project. Although the City has identified the general nature of services required, the consultant is encouraged to provide an innovative approach and methodology to provide the requested services.
- Capabilities and previous experience in comparable projects of this type and the specialized experience and technical competence of the consultant.
- Previous experience providing similar services to comparable communities, including municipalities.
- Past record of performance on contracts with other governmental agencies, including such factors as quality of work, control of costs, and ability to meet established schedules.
- Capacity of the personnel to perform the work in a timely manner.
- Qualifications of individuals who will have direct involvement in tasks on this project.

The City reserves the right to request additional information from consultants submitting proposals. The City reserves the right to reject any or all proposals and the right, in its sole discretion, to accept the proposal it considers most favorable to the City's interest.

The City further reserves the right to reject all proposals and seek new proposals when such procedure is deemed reasonable and in its best interest.

B. Selection of Consultant

The City of Norman will review responses to this RFP that meet the requirements enumerated and are received prior to the designated closing date. Firms without adequate insurance, in minimum amounts set forth herein, to protect the City's interest will not be considered and will not be evaluated.

Consultants may contract with sub-consultants on the Development Code(s), but a lead consultant must be identified and must take responsibility of all the deliverables. The City reserves the right to approve identified leads and request substitution of firms.

A response to this RFP should not be deemed to be construed as a contract or an indication of a commitment of any kind on the part of the City of Norman. **Upon review of the response to this RFP, City staff will prepare a short list of consultants to interview.**

A firm will be selected for recommendation to the City Council for the purpose of negotiating contract terms, including a fair and reasonable price. Additional copies of the response to this RFP may be required for presentation to the City Council. If a satisfactory contract cannot be negotiated with that firm, the City shall formally end negotiations with that firm and select the next most favored provider and attempt to negotiate with that firm.

The most important evaluation emphasis will be placed upon the expertise of the firm, the public participation approach and the project team assigned to the job. Illustrative and narrative material describing previous work of the proposer is recommended. At the proposer's request, any extra material, if available, will be returned at the completion of the review process, at their expense. The proposer shall provide a list of previous related work experience with contact persons and phone numbers.

Key personnel (by names and position) relative experience and capabilities, as well as sub-contractors, will be evaluated closely, and shall be considered material to the City's selection of a Consultant.

C. Ranking Criteria

The Evaluation Committee will review the RFP to determine overall responsiveness and completeness of the proposals, with respect to the components outlined in the RFP using the following criteria (not necessarily listed in order of importance):

1. Technical approach, methods and procedures to be utilized to provide the requested services for the example project.
 - a. Describe your policies and procedures, strategies and methodology for designing the example project, quality control/checks, project management, and response time.
 - b. Describe cost control measures and elements you would propose for the design of the project and explain any processes or procedures you will implement to control costs on projects.
 - c. Provide a draft project schedule for the example project and describe past experience with providing fast track design.
2. Experience of key personnel of staff to be assigned to the project.
 - a. Provide the key personnel that will be providing the services to the City of Norman.
 - b. Provide key personnel experience that shows the firm's ability to complete the required services.
 - c. Submit an organization chart which clearly illustrates the team structure comprising all firms (joint venture partners, sub consultants, etc.); their relationship in terms of proposed services; and key personnel involved and the specific role of each of the firms/organizations in a team for each task/work activity must be described. The City recognizes that sub-consultants, if any, may vary depending upon the scope of the project.
3. Provision of a sample "percent complete" budget. Itemized/line item invoicing is not recommended or desired.
4. Quality of references.

A draft scoring rubric is included on page 24 of this RFP.

SAMPLE SCORING RUBRIC – CITY OF NORMAN DEVELOPMENT CODE UPDATE

Category	Maximum Attainable Points	What would a top score look like?
Qualifications and Experience	20	Respondent demonstrates qualifications to conduct project of this size. Respondent demonstrates extensive successful experience in creating Development Codes for comparable public agencies/clients, including university cities.
Staff Capacity and Oversight	10	Respondent will provide a list of key team members with resumes that reflect experience with Development Codes that would be working on this project. Respondent would also describe your organization’s ability to take on additional work if awarded.
Methodology and Approach	30	Respondent outlines clear and relevant methodology for conducting the Development Codes project with appropriate data collection methods. The project outline demonstrates a robust approach with historical data and benchmarking.
Stakeholder Engagement	20	Respondent effectively addresses stakeholder engagement with strategies for collecting meaningful feedback from diverse stakeholder groups.
Regulatory Understanding	10	Respondent clearly demonstrates an understanding of applicable laws and regulations, including local, state and federal. The project sufficiently aligns proposed changes within existing regulatory frameworks. Respondent demonstrates a complete understanding of the project.
Service Delivery and Timeline	40	The project schedule is sufficient to ensure successful completion of the project in a timely manner, and incorporates key milestones related to the scope of work.
Project Management and Reporting	40	Respondent clearly outlines a plan to complete the project within a timely manner and incorporates key milestones and performance metrics.
Pricing and Cost Proposal	30	The proposed budget is sufficient to ensure a cost-effective approach to conducting the project without compromising quality. The provided budget breakdown displays why each cost is reasonable and necessary.
Maximum Attainable Points	200	The respondent has clearly responded to all items appropriately and has demonstrated the ability to successfully perform in all aspects of the scope of work outlined by this RFP.