

## CITY COUNCIL CONFERENCE MINUTES

July 20, 2016

The City Council of the City of Norman, Cleveland County, State of Oklahoma, met in a conference at 4:00 p.m. in the Municipal Building Conference Room on the 20th day of July, 2016, and notice and agenda of the meeting were posted at the Municipal Building at 201 West Gray, and the Norman Public Library at 225 North Webster 24 hours prior to the beginning of the meeting.

PRESENT: Councilmembers Chappel, Clark,  
Hickman, Karjala, Mayor Miller

ABSENT: Councilmembers Allison, Castleberry,  
Heiple, Holman

Item 1, being:

KICK-OFF MEETING WITH MOORE, IACOFANI, GOLTSMAN, INC., (MIG), REGARDING THE PREPARATION AND PROCESS FOR THE DEVELOPMENT OF A COMPREHENSIVE PLAN FOR THE CITY OF NORMAN.

Ms. Susan Connors, Director of Planning and Community Development, introduced the consultants for Moore, Iacofani, Goltsman, Inc., (MIG), who will be working on the Comprehensive Plan for the City of Norman as Mr. Jay Rankin, head of the MIG office in Denver, Colorado, and Mr. Chris Wallace, MIG Project Manager for Norman.

Mr. Rankin said MIG has worked on comprehensive plans of all different scales, but their favorite is citywide plans because those are so complex. He introduced partners that will help MIG throughout the process as Ms. Tiffany McCloud, Assistant Project Manager for Freese and Nichols; Ms. Trish Hadley, Freese and Nichols; Ms. Rachel Shindman, Economic and Planning Systems; and Mr. Dan Guimond, Economic and Planning Systems. He said the Institute of Engineering Mechanics (IEM) who handles resiliency and risk management, which is fairly new to comprehensive planning, will also be included in the process.

Mr. Rankin said a comprehensive plan is an opportunity for a community to articulate their vision, values, goals, and policies for the next 25 years. The Plan is an umbrella document that will unify the vision, goals, and policies of the City's other plans and initiatives and guide strategic decision making and community investments. The Comprehensive Plan will help establish the types of neighborhoods and districts the City wants to create moving forward, such as types of housing, workplaces, shopping, etc. The Comprehensive Plan will also take into consideration topics such as technology infrastructure; transportation; economic development; redevelopment; sustainability (environmental/economic/social); resiliency; healthy community; neighborhood revitalization; land use; parks; trails; open space; housing; and special planning areas.

Mr. Rankin said MIG will be looking at growth scenarios including quantity and location. He said it is important to harness and leverage growth as part of the process to ensure current and future residents benefit from new investment in the community.

Mr. Rankin said “place types” will help define and implement desirable neighborhoods, centers, and corridors for Norman’s future. Place types can be developed around the City’s existing and future assets; focus on appropriate levels of baseline and desired amenities; be based on the spectrum of existing neighborhoods, center, and corridors; and envision Norman’s potential neighborhoods, centers, and corridors.

Mr. Rankin said Phase I will include discussion with local experts and the community regarding existing conditions, vision, goals, and objectives; Phase II will include discussions of build out scenarios, evaluation, and element recommendations; and Phase III will include the draft plan, implementation, documentation, and adoption. MIG will have a series of community events including an art walk and tailgating to interact with the community as well as online community interaction or engagement through a website and surveys.

Next steps include Steering Committee meetings, launching the project website, developing community profiles, holding community workshops, and an online survey.

Councilmember Hickman asked what the website address will be and Mr. Rankin said MIG does not have an address at this time, but is working on creating an address and will be building the website over the next couple of weeks. The website will be a great tool for Council and Norman residents to keep updated on the process.

Councilmember Hickman said he represents the core area of Norman that includes two existing historic neighborhoods with a third in the pipeline so the concept of preservation of neighborhoods is an important topic to him and his constituents. He did not see or hear that concept in tonight’s presentation and asked MIG to consider that as part of the process. He also does not believe anyone from the historic districts are part of the Steering Committee and Mayor Miller said there is a Historic District Committee member on the Steering Committee. Mr. Rankin said MIG will add preservation of historic neighborhoods to the list of topics because historic preservation is important. He said MIG and City Staff have been holding stakeholder meetings all day and everyone has stated that Norman is unique in having a small town feel, but is experiencing some benefits of being a large city, which can potentially have negative effects on the integrity or character of neighborhoods.

Councilmember Hickman said MIG has stated they are going to build on existing plans and while Council may have accepted many plans, it does not necessarily mean they have adopted the recommendations in those plans or necessarily agree with what those plans are saying. While those plans can be guides, he does not think those should be considered at absolutes. He would like MIG to review the Porter Corridor Study and consider that as part of the work in the comprehensive plan.

Councilmember Clark asked how much the Comprehensive Plan process will cost and Mr. Rankin said MIG’s contract amount is \$450,000.

Mayor Miller said a lot of capable, creative people wanted to serve on the Steering Committee and it is a sizeable of Committee of 47 people, which seems to be too large. She is glad to hear MIG plans to bring in local experts and hold community workshops and asked how community experts will be identified. Mr. Rankin said MIG will work with City Staff and stakeholders to identify those and they have not been identified yet because MIG is not quite sure what the topics will be.

Mayor Miller said it would be helpful to know who the local experts are so Council can weigh in and possibly help expand the knowledge base.

Mayor Miller felt holding events is a great idea and asked how the events will be chosen. Will that be decided by the Steering Committee? Ms. Connors said Staff and MIG reviewed fall events that draw in a larger number of people, such as the Second Friday Art Walk and University of Oklahoma (OU) home football game tailgating. She said OU game day tailgating events draw huge crowds that include visitors from outside of Norman that can be engaged in the process. She said specific locations have not been determined, but the events have.

Councilmember Karjala asked who identified the stakeholders interviewed and how many interviews were done and Ms. Connors said City Staff identified people within stakeholder groups and set up appointments with them. Councilmember Karjala would like to see the list of stakeholders because it seems like the City uses the same stakeholders over and over. Mayor Miller asked if architects had been interviewed and Ms. Connors said many groups were interviewed, such as neighborhood people, environmental people, millennials, bike advocates, residential developers, long time citizens, small businesses, large businesses, etc. Staff interviewed people that are not currently serving on the Steering Committee.

Mayor Miller asked how the public meetings will be developed. Will public meetings involve the entire City at one location or will they be broken into segments of the City? Mr. Rankin said MIG envisions three large public meetings or workshops with multiple methods of interaction that include comment cards and keypad polling as well as small group break-outs to be held in the central area of town.

Councilmember Clark would like to see a meeting or event held at the Little Axe Community Center to have representation from the more rural parts of Norman and draw more diverse participation as well. She wants to be sure to reach out to the Native American population in the community.

Councilmember Hickman asked if at the end of the process there will be a zoning map of future envisioned zoning using existing types of zoning in Norman. Mr. Rankin said there will be an updated land use map identifying the different land uses that include residential housing, office, commercial, industrial, etc., and different densities. He said MIG may potentially introduce new land uses as well. The zoning map may be updated as well so zoning rules will have development standards and requirements that reflect the land use. MIG could also make recommendations on zoning changes if warranted.

Ms. Joy Hampton, The Norman Transcript, asked if the community meetings/workshops would be formatted in a way that the public will be able to engage in a process where they are part of the vision rather than just being told this is what will happen and Mr. Rankin said definitely.

Ms. Hampton asked how often the City updates the Comprehensive Plan because \$500,000 is a lot of money and Mayor Miller agreed it was a lot of money, but said having a comprehensive plan to follow can make a big difference in how the City proceeds in development of the community. Ms. Hampton asked when the Comprehensive Plan was last updated and Mayor Miller said 2004. Mayor Miller said she was glad it is being updated because she is very concerned about the fact that Norman is amending the 2025 Land Use Plan quite a bit and the updated Comprehensive Plan will

help guide Norman's future development. Ms. Connors said best practice is to update the Comprehensive Plan every eight to ten years because plans do not stay relevant due to growth and technology changes. She said there are so many things that change in the world and cities need to stay relevant to that and it is important for a community to have a voice in their City's vision.

Councilmember Hickman believes that in the last four years Norman has excessively exceeded what was forecasted for student housing and apartments in the previous Comprehensive Plan. He said the evolution of this type of housing is of great concern to him and his constituents. He wants MIG to be aware of benchmarks from the current plan that Norman may no longer be honoring. Mayor Miller said she assumes MIG is familiar with the current plan and Mr. Rankin said yes, reviewing the current plan is part of their process.

Ms. Jayne Crumpley, 423 Elm, said she participated in the last 2025 Land Use Plan update and was very disappointed that all of the amendments started coming forward not long after its adoption. She said it has been very hard to watch areas develop in manners and ways that were of concern during that process.

Items submitted for the record

1. PowerPoint presentation entitled, "City of Norman, Oklahoma, Planning and Community Development Department, Comprehensive Plan City Council Briefing," dated July 20, 2016, presented by Moore, Iacofani, Goltsman, Inc., (MIG), in association with Freese and Nichols

The meeting adjourned at 4:50 p.m.

ATTEST:

---

City Clerk

---

Mayor