

## CITY COUNCIL STUDY SESSION MINUTES

January 31, 2017

The City Council of the City of Norman, Cleveland County, State of Oklahoma, met in a Study Session at 5:30 p.m. in the Municipal Building Conference Room on the 31st day of January, 2017, 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 Castleberry, Chappel, Clark, Heiple, Hickman, Holman, Karjala, Mayor Miller

ABSENT: Councilmember Allison

Item 1, being:

UPDATE FROM MOORE, IACOFANO, GOLTSMAN, INC. (MIG), ON THE DEVELOPMENT OF A COMPREHENSIVE PLAN FOR THE CITY OF NORMAN.

Mayor Miller called the meeting to order, introduced the visitors present, Jay Renkens and Nicole Hofert with Moore, Iacofano, Goltzman, Inc. (MIG), and recognized Ms. Susan Connors, Director of Planning and Community Development.

Ms. Connors said the City has been working with MIG since July, along with the appointed steering committee. Tomorrow night will be the fifth steering committee meeting and because we are moving into a new phase, the Comprehensive Plan Committee wanted to present an update to Council this evening.

Mr. Renkens said MIG is the planning, design, landscape, architecture, and communications firm and they are partnering with Freese and Nichols who specializes in transportation and Economic & Planning Systems (EPS) who do market analyses, and IEM who focuses on resiliency planning.

### **Process Update**

Mr. Renkens presented the Plan Norman diagram and talked about the overall process including base mapping, the project website, PlanNorman.com, and land use inventory. He said these were the major efforts throughout the summer as they worked with some of the university students in preparing their main inventory that had not been updated since the mid-90s. Mr. Renkens encouraged everyone to visit PlanNorman.com if they had not done so already.

The next phase is Analysis and Goal Setting to be confirmed tomorrow evening with the steering committee.

He said as the Committee moves into Policy and Specific Actions, they will be answering the following:

- Where should growth occur?
- What does that look like?
- How do we make sure we are maintaining the character of the community?
- Is the community growing and evolving in a sustainable way?

### **Community Engagement**

Mr. Renkens said a community workshop was held on September 15, 2016, with a great turnout. They also participated in some public events such as the Art Walk in October, 2016, and tailgated at one of the OU games in October, educating people about the process and getting feedback. He said some people were unaware of the Plan Norman activities regardless of their best efforts to get the word out. He said they are also getting input from the preliminary ideas and the community values and visions, and some of these things are feeding the goals and scenarios. He said they will continue that community engagement process in the spring, tentatively March 30, 2017, and they will have their next community workshop in the fall. He said in the meantime, they will be doing more intercept events as well as supplementing all this with stakeholders and focus groups.

He highlighted the website and said they have been doing E-newsletters to show what is being updated and upcoming events. Mr. Renkens encouraged everyone to visit PlanNorman.com as there is quite a bit of information on there, including summaries about the different meetings, presentations are posted, background and supportive documents, and the E-newsletter updates.

### **Vision and Value Survey**

Mr. Renkens said a Vision and Value Survey was another tool to use at the beginning of the planning process. The online survey was conducted from October 17 to November 26, 2016. He said they made sure that it overlapped with some of the in-person dialogue they were having.

He said there were 828 responses and they were pleased by the number of participants. Councilmember Hickman asked if this was a good number in a community with over 100,000 citizens and would like that put in context. Mr. Renkens said it is not a scientific survey, so it's a little easier when you are doing a scientific survey to ensure you get the exact sample size you want. He said in his experience, 500 participants is actually pretty good as far as the overall results. He said they were targeting 500 people and certainly 828 exceeded those expectations. He said in looking at the demographic characteristics based on the questions they had asked, it's not exactly corresponding to the overall Norman population, but it's a pretty representative group if you are looking at the demographics array.

Mr. Renkens said some of the key themes that emerged were characterizing Norman as having a small-town feel and an atmosphere supportive of arts, culture and education. He said water quality was identified as the biggest concern and water quantity has come up quite a bit as well. He said Norman's future was frequently described as a city offering a safe environment with a well-educated, progressive populace that supports arts, culture, and green infrastructure. Many expressed views that development has been unchecked and is infringing on the small-town atmosphere. He said as they dove deeper into the results, they were looking at things like traffic and its impacts and the architectural character that Norman can achieve with a comprehensive plan.

### **Values, Vision, and Guiding Principles**

Mr. Renkens said Values, Vision, and Guiding Principles is illustrated to set the frame work for looking at the community's values, but this is not typical of a comprehensive plan. Input was solicited via the survey, website comment form, intercept events, and community workshops. The goals are specific to plan elements, i.e., land use, utility infrastructure and transportation/mobility and each of those have key goals and actions which tie back to the objectives to provide measurable metrics.

Values

Values articulate the characteristics, features, and attributes the community supports and aspires to. The values that support each of those higher level themes are shown below.

- **Places: Unique and Connected Neighborhoods and Districts**
  - Access to Amenities and Services
  - High Quality of Life
  - Housing Choice
  - Human-Scaled
  - Local and Homegrown
  - Safe and Inviting Community
  - Small Town Feel
  - Walkable, Bikeable, and Accessible
- **People: Healthy, Innovative and Inclusive**
  - Active Lifestyles
  - Arts and Culture
  - Civically Engaged
  - Diverse
  - Equitable
  - Progressive, Vibrant, and Creative
  - Well Educated
- **Systems: Sustainable and Resilient (Smart City/Smart Grid)**
  - Adaptive and Intelligent Infrastructure
  - Environmental Stewardship
  - Fiscal Stability
  - Preparedness
  - Prosperous and Diverse Economy
  - Responsible Growth
  - Strategic and Proactive
  - Well Balanced

Mayor Miller said in looking at how we have described ourselves in Norman; how does it compare to other communities. Mr. Renkens said, here and there, MIG hears something really unique and that is why he keeps mentioning the “Brain of Oklahoma” description because it came up in Norman’s meetings and is unique from other cities MIG has worked in. He said hearing this “intellectual meter” an “innovation meter” is different from other communities. I would rightly admit that there is probably 50-70 type of value terms that cover probably 95-98% of what different communities are saying. He said some of the unique things about Norman are the university and the arts and cultural focus. Intellectual innovation is a piece of it, small-town feel, and human-scaled are pieces that are setting Norman apart from some of the other communities MIG has worked in recently.

Councilmember Karjala asked as citizens participate in the wish list of wants do they see there is a conflict with the wishes and the City being fiscally responsible? Mr. Renkens said MIG we is going through scenario planning right now and we have to start making some choices; some may suffer a little bit in order to achieve those objectives.

Vision

The Vision is grounded in the values and key themes as expressed by community and stakeholder input. Norman aspires to be a city connected with complete neighborhoods and districts, celebrating the best qualities of a small town, our rural landscapes, a world-class university, and big city amenities. Mr. Renkens said Norman will have a mosaic of unique places that provide access to a full range of housing, jobs, parks, open spaces, arts, culture and education across the city. He said Norman will lead

Oklahoma in the region with opportunities for all residents to participate in and benefit from as a healthy, innovative, and inclusive community. He said Norman will be the model for environmental, economical, and social sustainability and have resilient mid-sized communities.

### Guiding Principles

Guiding Principles provide a lens through which the strategies and policies identified during the planning process will be evaluated. The guiding principles include:

- Proactive management for balanced growth;
- Provide a range of housing choices for all Norman residents;
- Create unique and amenity-rich places; and
- Mobility options with a multi-layered inter-modal transportation system.

Councilmember Castleberry asked if they are planning for a Regional Transit Authority. Mr. Renkens said they are planning for that, absolutely.

Mr. Renkens discussed the last few guiding principles as maintaining high quality education and lifelong learning opportunities; cultivating a culture of innovation and entrepreneurship; fostering economic vitality and diversity; and conserving and protecting water and other natural resources.

### Plan Element Goals

Mr. Renkens highlighted the Plan Element Goals as follows:

- To develop and refine over multiple Steering Committee Meetings
- Have the 12 goals support the three vision themes
  - Places: Unique and Connected Neighborhoods and Districts
  - People: Healthy, Innovative and Inclusive
  - Systems: Sustainable and Resilient
- Produce draft goals
- Establish final goals, policies and objectives

Mr. Renkens said the Steering Committee needs to keep in mind that this is not a one-size-fits-all solution. He said all of Norman does not have to look exactly the same, but needs to find the balance for how we would like to grow in the next 20 to 23 years.

### Next Steps

Mr. Renkens highlighted the Next Steps as follows:

- Visit our project website: [www.PlanNorman.com](http://www.PlanNorman.com)
- Scenario Development and Evaluation
- Policies and Objectives
- Steering Committee Meeting #5, Wednesday, February 1, 2017

Councilmember Hickman asked what Community Heritage means. Mr. Renkens said based on the communities comments about Community Heritage, it's partly how Norman came into being, the fact that Norman has a very diverse landscape, the history with the university, and also the historic character.

Councilmember Hickman asked, what it means when we say we want to be connected neighborhoods in regard to restoration of historic structures, e.g., Santa Fe Depot, the Sooner Theatre, or historic neighborhoods. Mr. Renkens said the community has expressed support for historic preservation and retaining the character in specific neighborhoods.

Councilmember Clark said she interpreted the Community Heritage comments as Native American History and would like to add that to the ideas of preservation.

Councilmember Castleberry asked if the plan would show where new growth should occur. Mr. Renkens said they are touching on the fact that multi-family is the hot product over single family homes. He said they will look at the existing stock and recent permits, but then also look at what happens if that trend continues. He said they are looking at all three of these, valuing the scenarios, and asking how that meets the projected demand.

Mayor Miller said Norman is not a balanced live/work community and asked if there is an opportunity for more growth. Mr. Renkens said educating people about the historic growth trends is an important aspect to be discussed. Projection is a 1.3% to 1.5% growth rate which is the historical trend over time, and in fact, actually slightly lower than the historical trend. He said regarding employment, most importantly, Norman is exporting more workers than it is bringing in. This is not a balanced live/work community but there is an opportunity with the existing population today to support more jobs if Norman had them here, allowing for less commuting to other area cities. He said also, as Norman increases the number of people, there is an opportunity for some of those jobs to be here rather than elsewhere.

Councilmember Holman said with reconstruction it feels like Norman is growing rapidly, which in fact Norman is not growing as rapidly as it may appear.

Councilmember Hickman asked if infrastructure needs to be considered in the growth scenarios. Mr. Renkens said with the high level scenario evaluation they are making assumptions about the needs of the infrastructure. The answer is, yes, they are addressing it in several phases and stages of the process.

Ms. Joy Hampton, *The Norman Transcript*, asked if they are saying there is a housing shortage. She asked if there are ways to look at blighted areas for redevelopment. She said Norman needs affordable housing and senior housing. Mr. Renkens said there is no housing shortage, but as they move forward and talk about the neighborhood maps, they will talk about reinvestment priorities in the existing neighborhoods. He said they can check to see if there are federal and state programs that can assist. Mr. Renkens said they are a planning profession and will look at a better strategy to integrate affordability into all the neighborhoods.

Mayor Miller says affordable housing and senior housing is something she wants to make sure we hear about in the next stage of the planning.

Items submitted for the record

1. PowerPoint presentation entitled, "Plan Norman Comprehensive Plan Update, City Council Briefing" dated January 31, 2017

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The meeting adjourned at 6:40 p.m.

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City Clerk

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Mayor