

**NORMAN PLANNING COMMISSION
PLAN NORMAN BRIEFING #1**

SEPTEMBER 15, 2016

The Planning Commission of the City of Norman, Cleveland County, State of Oklahoma, met for a Briefing on Plan Norman in Building A, Conference Room D of the Norman Municipal Complex, 201 West Gray Street, on the 15th day of September 2016 at 3:00 p.m. Notice and agenda of the meeting were posted at the Norman Municipal Building twenty-four hours prior to the beginning of the meeting and at <http://www.normanok.gov/content/board-agendas>.

MEMBERS PRESENT

Sandy Bahan
Roberta Pailes
Chris Lewis
Andy Sherrer (arrived at 3:20 p.m.)
Lark Zink
Neil Robinson

MEMBERS ABSENT

Erin Williford
Dave Boeck
Tom Knotts

A quorum was present.

STAFF MEMBERS PRESENT

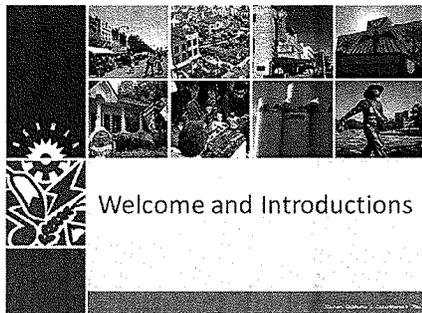
Anaïs Starr, Planner II
Roné Tromble, Admin. Tech. IV

CONSULTANT TEAM PRESENT

Jay Renkens, MIG
Chris Ryerson, MIG
Trish Hatley, Freese & Nichols
Tiffany McCloud, Freese & Nichols

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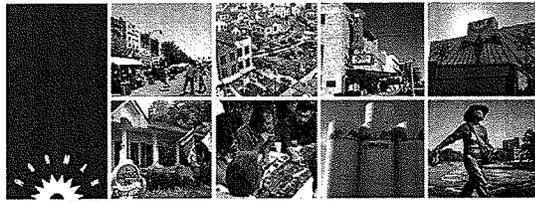
CONSULTANT PRESENTATION



Comprehensive Plan Team

- City of Norman Staff





Overview of Comprehensive Plan Process

What is PlanNorman?

PlanNorman is the effort that will help us prepare our new Comprehensive Plan that provides a community vision, long-term goals, and an implementation framework to guide future development. The Comprehensive Plan is envisioned as both a physical plan and policy guide for Norman moving forward and will serve as a framework for future associated planning documents as well as a policy guide for staff and decision makers.

- PlanNorman will help to address future challenges related to land use, housing, infrastructure and environmental protection
- It recognizes our community's assets and challenges and identifies potential opportunities

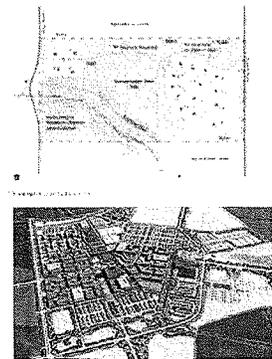
What is a Comprehensive Plan?

- The Comprehensive Plan will establish the **vision and values, goals, and policy direction** for the next 25 years.
- It will **build on and integrate past and current planning efforts.**
- The Plan will include an **implementation strategy** with specific phasing and action items.



What is a Comprehensive Plan?

- The Comprehensive Plan is an **umbrella document** that will unify the vision, goals and policies of the City's other plans and initiatives.
- It is a **document that guides strategic decision making and community investments.**



What is a Comprehensive Plan?

- It is a plan that will establish the types of **neighborhoods and districts we want moving forward.**
- What types of housing, workplaces, and shopping do we want?
- What other **features will make our city and neighborhoods great?** (schools, trails, parks, etc.)



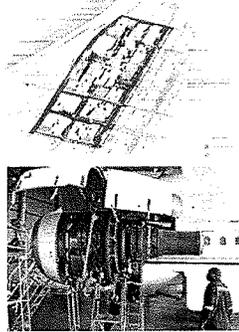
Vision Elements from Existing Plans

- Retain our unique character and protect our existing neighborhoods and the natural environment
- Enhance the quality of economic growth by attracting new and cutting-edge businesses and industries
- Parks and Recreation and Greenways Plans call for development of additional parks, trails, and greenways
- Stormwater Masterplan stresses the value of preserving our natural waterways and watersheds while also identifying ways to protect our neighborhoods from various threats
- Transportation Plan supports the vision of well-balanced networks allowing for safe and easy navigation around the community.



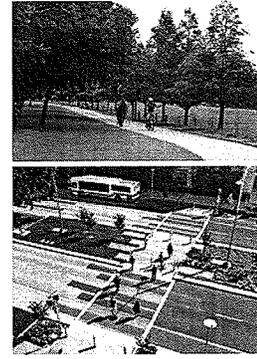
What topics are covered in the plan?

- Future Land Use and Urban Form: Centers, Corridors, and Neighborhoods
- Transportation
- Stormwater Plan
- Infrastructure
- Technology Infrastructure
- Economic Development/ Redevelopment



What topics are covered in the plan?

- Parks, Trails, and Open Space
- Housing
- Neighborhood Revitalization
- Sustainability and Resiliency
- Healthy Community
- Special Planning Areas



Key Drivers of the Comprehensive Plan

Norman, Oklahoma | Comprehensive Plan

Managing Population Growth

- By 2040 the city is projected to grow by almost 50,000 people
- Approximately 23,500 projected new housing units will require:
 - 15,000 new single family detached homes
 - 1,400 single family attached homes
 - 7,500 apartment units
 - This is estimated to require 5,500 acres if undeveloped land
- Trade-offs to manage growth:
 - Add housing and increase density in the core of the city
 - Expand into open land to the east

Managing Population Growth

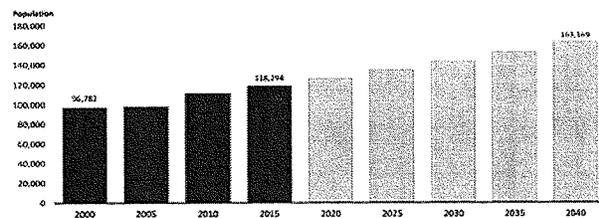


Figure 9. Norman Population Trends and Projections 2000-2040

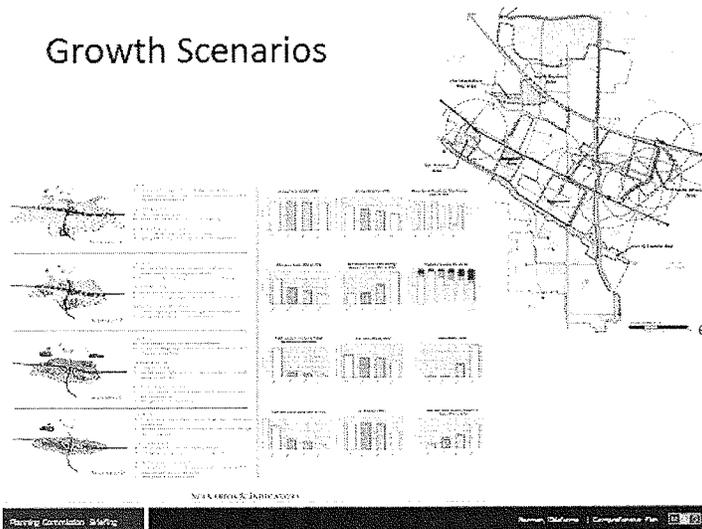
2016 Land Use Map Update

Norman's Evolving Land Use

- The consultant team, city staff and a team of OU students worked to create the first comprehensive update of Norman's Land Use map since 1995
- Key changes in our land use:
 - Today our community is comprised of 40 percent single family residential compared to 17 percent in 1995
 - Despite a large increase in multifamily units built in Norman, the amount of land use dedicated to the use has increased by only 0.2%
 - The biggest decrease in land use were agricultural (-16%) and vacant land (-18%)

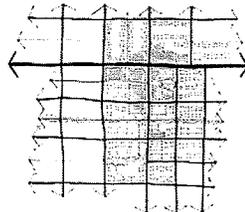


Growth Scenarios



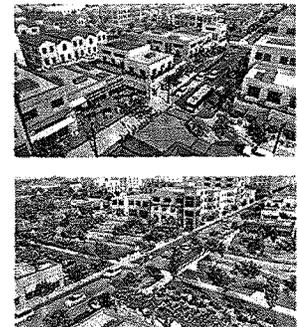
Creating Great Places – “Place Types”

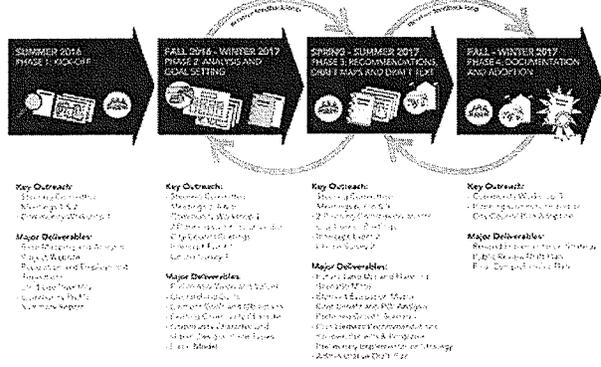
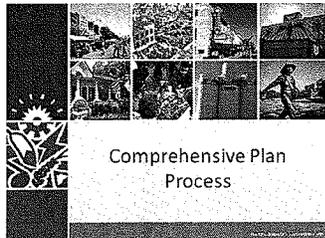
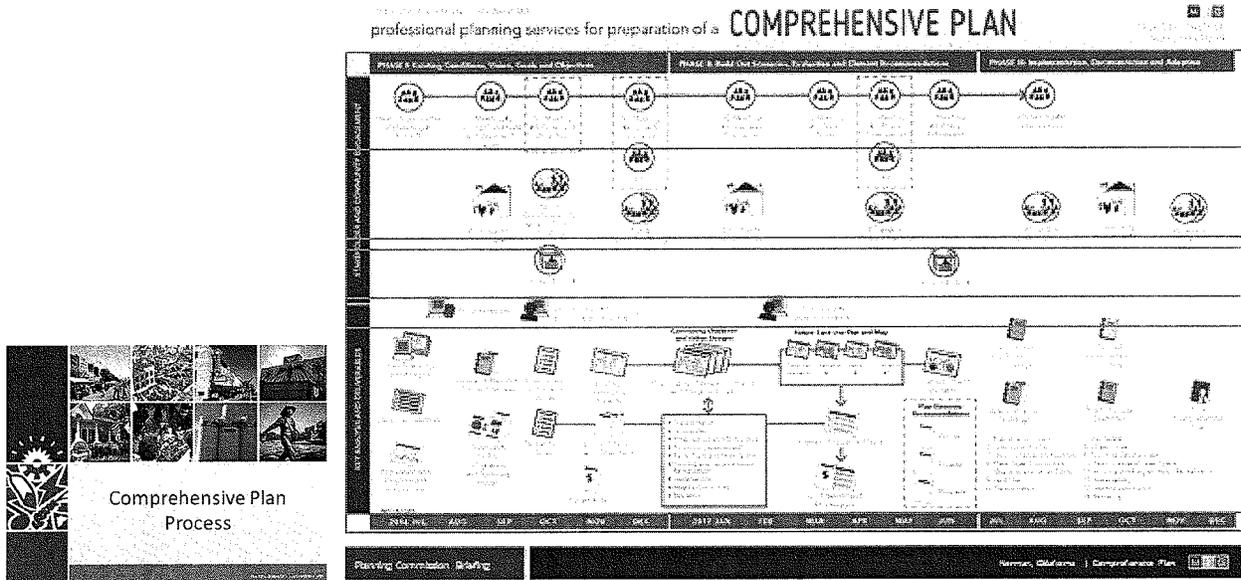
- Place types will help define and implement **desirable neighborhoods, centers, and corridors** for Norman's future.
- They will be **developed around our city's existing and future assets:**
 1. land use
 2. mobility
 3. natural topography and other natural features
 4. sustainability



Creating Great Places

- Focus on appropriate levels of baseline and desired amenities
- Based on the spectrum of existing neighborhoods, centers, and corridors
- Envision Norman's potential neighborhoods, centers, and corridors





Next Steps

- Visit our project website: www.PlanNorman.com
- Community Workshop #1
- Online Survey #1
- Existing Conditions Community Profile and Infographic
- Steering Committee Meeting #3, October 12th
- Intercept events October 14th and 15th



QUESTIONS

Ms. Pailes – What is the format of the community workshop?

Mr. Renkes – We're going to change it up at each of them, depending on what stage we're at. This first one we're going to try to keep it a relatively concise presentation: some of the material you just saw, plus we have some highlights of the community profile that's hitting on some of the main topics. What is the state of Norman today? The parks and recreation system, transportation, infrastructure. Then we're going to do a large group discussion for an hour or hour and a half, where we're asking people for their input. So we will be presenting at the beginning, but we're allocating over half the meeting to simply listening. It's going to be one large group discussion at this first meeting. At future meetings, when we get into scenarios and whatnot, where it's

actually more geographic specific, we'll have people break out around maps and whatnot.

Ms. Starr – Tonight you're going to have open house in the first portion with maps on eight boards for people to look at showing the existing conditions.

Mr. Renkes – The tricky thing is there isn't much for people to respond to yet. It's really early in the process. Small group discussions tend to work really well when you have things to respond to. It's a little trickier – especially not quite knowing how many people are interested in this process. What's your concern about it?

Ms. Pailles – Some of the venues where a number of scenarios were presented and the public was allowed to put sticker dots indicating agreement or disagreement.

Mr. Renkes – And that was the extent of input?

Ms. Pailles – It was a big portion of this particular issue. But it was heavily compromised by certain elements that manipulated. Then this was boiled down and the results presented. I'd say the results were worthless because it was heavily compromised. Discussion is less likely to be compromised.

Mr. Renkes – It's also such a small cross-section of the community.

Ms. Pailles – There was wide participation. What you'll find in Norman, if you haven't already, is that everybody in Norman has a better idea and they're all experts.

Mr. Sherrer – When I walked in there was a slide on place making. We've spent some time on the Center City study, and that's still kind of finally getting to the place where -- again, a lot of compromise -- and form based code -- all kinds of different things that come out of that. But I'm a big believer in place making as an idea for the future, because it starts letting you have land use and then you have zoning. You have all that underlying that, but really you have to have a sense of place to meet characteristics of different parts of our community that can serve those people that say, "I like being in a real walkable area." Perfect. We've got that for you. And we have a place where it's spread out and you're going to be a commuter and I'm going to give you cars as fast as you can get to Oklahoma City. I think that's one of the great things about living in Norman and the reason we have so much contention is we have all those people. So how do you find a place that really fits those particular elements of the community that I think the people in this room will all agree make us kind of unique and special? Place making is something that I would love to have incorporated as much as it's appropriate. I think that would be really helpful.

Mr. Renkes – We can backtrack on some of those areas.

Mr. Sherrer – Especially some of those areas that have already been done. I think one of the great challenges we have as a community is finding what that looks like in other major pockets that we haven't defined by name in certain situations – University North

Park. You can go through and see them. They're already being defined. But define them in a way that best fits.

Mr. Renkes – Then look at different scales; it's not a one-size-fits-all. That is a big piece of the process. I would say maybe there are five really big pieces. There's the vision, values, guiding principles – that big over-arching construct. There's the plan elements with goals, objectives, policies. There's the place types piece of it. There's the scenarios. So that's sort of the application of those place types around the community and where growth should happen. Where are we trying to support an existing place or create a new place? Then there's the implementation strategy. So how do we get there? Really focusing on the next five years in the implementation strategy. But the rest of the plan will set that out through 2040.

Mr. Sherrer – I was there last night. Really appreciate you saying here's the growth that's going to be estimated – 50,000 was the number I think that you used last night. I think it was fair and it was below the national average for growth. Making that very clear statement that growth is going to occur in Norman, but how we best go about approaching that growth is really the question that I think is at hand as related to the land use. To me, there is growth; that is a definite. In Planning Commission, our great challenge is making sure we navigate that and try to help in ways to make that as good of quality for those places to exist. I would hope we'd be thinking of how do we design proper land uses to match up to the right kind of growth. I don't like sprawl and I don't like high density, but where do these people go then? It's going to grow, so I'd much rather have a general decision of how we do that within places to make sure that we have the right kinds of growth. That's my one editorial opinion.

Ms. Pailles – It's really the same idea – it's a bounded system. At some point, it will be entirely developed. So the question is what do we do then? And plan for that. There is a certain point at which every land that is appropriate for development will be developed and you have to say now we're rebuilding or now we have to have economic growth without more development. How do we do that?

Mr. Renkens – Some people would say 50,000 people – why do we have to accept that? What if we don't want any more people? Or what if it's 20,000 people? Yes, you can test different scenarios, but one of the implications is on land values. You could say we're completely built out for what we want to build out. Well, then what's going to happen is land values increase. If we're successful in making sure that Norman is still a great community and it's desirable, the land values are going to increase and it's going to become less and less affordable over time. So there are trade-offs.

Ms. Pailles – There is land that's not appropriate for development.

Mr. Renkens – Absolutely.

Ms. Bahan – Also, you have to keep thinking about do we have enough water to sustain that growth? I think that's a very real issue. I know we're working on it.

Mr. Sherrer – I think the real interesting thing is that the State of Oklahoma has some water questions. There are going to be solutions for water within our community. I don't worry about that. The question is how much it costs to get that water and what we're willing to pay – but to say there's not enough water, I think it's about the cost.

Ms. Bahan – I don't think it's about not having the water. I think it's about having to get the water and how you make sure you've got enough and that it is affordable and useful and all that sort of stuff. What are some changes we need to make policy-wise to help make sure ...

Mr. Lewis – The thing that keeps coming up is sustainability. We're within a defined set of boundaries, and when you presented the Comprehensive Plan at the very beginning and we looked at all the components of the plans that Norman has invested in over the years, one being stormwater – and so, back to your point, and to Sandy's – have we looked at sustainability and water reuse? Is that one of the things we're going to be talking about? There are many communities throughout the entire United States – El Paso being one of them – that now uses less water today than it did prior to reuse. It's just as healthy of a community. I'm wondering if that's going to be a priority.

Mr. Sherrer – I'd much rather be in Norman, Oklahoma than – I think you're from Dallas area, right? That's water problems. Really, in comparison, we have an abundance of water. So I think that's just context.

Ms. Hatley – Your city leaders – your staff here – the plan that they're working on, along with neighboring communities, is looking at water reuse.

Mr. Lewis – In regards to our stormwater, I think one of the things that has really come to light recently, and is costing the city an enormous amount of money, as well as homeowners associations, is public safety should not be a burden on a homeowners association, whether that be in Hall Park, whether that be in Summit Lakes, whether that be in Canterbury Estates – I mean, that needs to be something that's really looked at and the way to use that stormwater without burdening specific homeowners. Because, specifically, in Hall Park and in Summit Lakes a dam – well, luckily OWRB – Oklahoma Water Resources Board has stepped in, but if a dam bursts you have lives eminently at threat and endangered, and that should not be a burden of public safety of the homeowners.

Ms. Pailles – They watch those dams carefully.

Mr. Lewis – OWRB has, but it still falls on the shoulders of the homeowners. We're about to spend three-quarters of a million dollars on the issue.

Ms. Pailles – They were farm ponds at one point. They get a grade as to how adequate they are. If they're in an empty field, they're deemed adequate, but then you put a house below them and they're no longer adequate. Then those homeowners suddenly find out they are by an inadequate dam.

Mr. Lewis – The dam was adequate. It was in a moderate – and it got into a high hazard classification because of – it's a long story.

Ms. Pailles – Most the comp plans have a number attached – a year like 2025. So is this 2050?

Mr. Renkes – 2040.

Ms. Pailles – Thunderbird was built 1965-ish with a 100-year lifespan. So in 2065, Thunderbird is all over. And 2040 – 2050 – kind of have to know what you're doing next. You can't leave it out.

Ms. Bahan – I was on the ad hoc water committee when we studied all that stuff. What we came up with, and what will help us to be sustainable and meet the needs, but water reuse has to be a big part of that. It just has to be. Whether we require it in building codes or however we choose to do it, it's got to be a part of it. Other things we can do with requiring developments to do certain kinds of things with water runoff to minimize the amount of stuff that's going back into the lake that we have to treat and things like that. That's all part of it. We've got to have the will to do it, not just talk about it. I've been concerned with all the apartment complexes we've put up down on the south side of the city, on Highway 9 – I wonder can we sustain this? Can we keep this going?

Ms. Hatley – As far as water supply or runoff?

Ms. Bahan – Specifically having enough good drinking water available to us. What we talked about in the ad hoc water committee would suggest that we do have enough if we do it right and if we treat it right. But we've got to continue to be very aware of that and what we require and what we expect and how we develop more places. And how we encourage old neighborhoods to rethink some of the stuff that's going on there, like they have up in Tulsa, just in the gardening practices and yard landscape practices.

Mr. Sherrer – Roberta is right. We've got a lot of active folks. Being a banker, I work in other Metro areas. There's really no community like Norman as it relates to activism. I think that probably fits with being a college town. There are a lot of intelligent folks that have a lot of academic and educational pedigree to offer ideas or solutions or thoughts. One of the things I think happens a lot, though, is you still have very isolated smaller groups and that sometimes is the vocal group. I really hope that you seek to find equal opinions from maybe every ward as an idea for sampling size for some of the stuff we talk about, because I think sometimes we have real active political groups that – for instance, I would say we've had an active Core Norman group for quite some time. But this last Tuesday on City Council we had Ward 5, which is our eastern part, had all kinds of issues with trails; that was opposite of Ward 4. Well, that's great and fine that it goes back to that wonderful part of our community, but having some joint or equal number of sampling of responses within addresses that might fit in wards – I would encourage that way of thinking. I think it's a better representation of what the community feels, versus those individuals who have more time to be there. It was kind

of funny listening when you said what's the time for the next meeting last night. You heard a lot of people say 1-4, because I can't come to city meetings because that's the time my kids' are playing the games and I don't want to miss that. Evenings are better because I'm working. So I think that's why it's really easy, at least on the sampling size of input, to try to be real cognizant of input from a variety of all parts of our community. I felt like we sometimes listen to certain individuals' louder voices – and I'm probably considered one of those loud voices – but I think it needs to be representative of our entire community.

Ms. Pailles – The last time this was done it ended up very broad-based. Didn't start out like that, but that's how it became and there were a great many people involved. In terms of the public meetings and the discussions there were a lot of people and it was interesting to watch the dynamic, because there were 20 tables set up. We know each other well enough you could kind of judge what a group was interested in. If you had an environmentalist sit down here, a developer would sit down, too, and then some neighborhood people would come. So it ended the tables being very balanced because it worked to everybody's advantage for that to be true. And it was all very collegial. Everybody discussed and accommodated and compromised. But it was interesting because you could watch people kind of sort. The neighborhoods right now are feeling intensely threatened and they're attempting to fight back and they don't have a lot of methods for doing so.

Mr. Renkes – They're feeling threatened by development that they think is out of character with their neighborhoods?

Ms. Bahan – Sometimes.

Mr. Renkes – Are there other things?

Ms. Starr – Are you talking about some of the down-zonings that have come up recently, and maybe the pushback on apartments?

Ms. Pailles – Yes. Pushing back on intense development and intense density in their traditional neighborhoods.

Mr. Sherrer – There has been one down-zoning on College. For me as a banker, I said you realize that potentially you're lowering the value of your property when you do that. You're certainly lowering the flexibility and the possible opportunity. I've had that conversation with several of the people that ended up saying "I want to go forward." I'm the property rights guy at my core. I understand that. I get it. You do what you want. But you really are potentially hurting the economic value of your property. I think that partly goes back to my place-making. I think "I don't have control" is really what they're saying. But you can drive by Jenkins. We've had some new technically multi-family. It's 3, 4, 5, 6 apartments, depending on how much they want to mess with the code. Basically it's this idea of rebuilds and this was pretty much a single-family neighborhood – rented. But now it's got this look or feel that really didn't match what at least the people on College and Elm were looking for their neighbors to look like – which I understand. I think that's completely okay, but they're hurting their value of

their property by preserving the character of what they have. With that in mind, I think that through this process we can find these places and ideas of how to operate within some transition where there is this – and this is the single-family, great, perfect. With Jenkins we've already started down that path, so maybe that's not a place. I'm making this up while I go, but I think that's the kind of level of thought and granularity that I know would be helpful, because if we're going to have interior growth of 50,000 people you talked about being sprawled – should or shouldn't – but if you're going have it in that core area, then we need to have some of these areas be thought of as places where downzoning shouldn't be. As a group – community decide – and those other places where these are where people shouldn't have to give up value in their property because that's the only way to preserve the character that they're looking for.

Ms. Starr – Jay, Roberta has out the 2025 Plan. You had a conversation with us yesterday in one of our meetings about how they use the 2025 Plan and so you might touch on that. I think it would be interesting to see what the Commissioners have to say.

Mr. Renkes – The discussion we had with a few of the staff yesterday was basically do you use the existing 2025 Plan? What's working well? Not working well with sort of implementing that plan and using that as a tool? Then whether or not you are using it – what would make it more useful? Or why wouldn't you use it? That's a lot of questions. Maybe starting out do you all use the 2025 Plan on a pretty regular basis?

Mr. Lewis – I believe we do as a Planning Commission. I view the 2025 Plan as a guide. It's not set in stone; it's something that we have flexibility with. What comes to mind specifically is the Sysco plant – the development that went in just north of that. That was a bit of a contentious topic. But, when looking at the future of Norman, and something that we, as a Planning Commission, make a recommendation of to Council – I mean, it has to come down to 8 or 9 people going this is what we think is in the best interests of the City. I do utilize the 2025 Plan as that guide map. So I look forward to the 2040 plan as well.

Ms. Starr – Do you use the back side of that?

Mr. Lewis – There is a back side? Never looked at it.

Ms. Pailes – It's frequently modified.

Ms. Bahan – I would agree, it's frequently modified. We do use it and we do make reference to it. We do discuss it and whether it fits in.

Ms. Pailes – The biggest modification is the shrinking industrial.

Ms. Starr – But you use mainly the map side when you have zoning.

Ms. Bahan – Well, it's informational more than anything else. I've read the 2025 Plan; I don't know why, but I did. When it serves us to use, we use it; and when it doesn't, we don't.

Mr. Sherrer – Roberta said something interesting. The number one thing I've used it for is exactly what she referenced. One of the things that Norman, I think, prides itself on is being an employer city. You can go up the road to Moore and they take great pride in being a bedroom community and it says our people live here and have great amenities and great food choices, but people are going to work in Norman or Oklahoma City. Norman certainly has a component we talked about last night that is commuter – some percent that goes to Oklahoma City; roughly the same stays in Norman and works. Jason Smith, I think, is the Director of Norman Economic Development Coalition – a big piece of that has been this idea of making sure you have industrial – of course, ideally, zoning potentially, but that's hard, especially in a community like ours where you have a lot of professionals. There has been a lot of push to have those be turned into commercial designation, first of all, for land value. Whether they say that or not, that's part of it. I think that we, as a community, in order to have employer opportunities – there is this need to sometimes have industrial space, either through a plan – we're running out of zoning – at least in the plan have that as some areas where we can say if that Sysco plant, or the Johnson Controls plant, or something is available, having the ability to access that pretty quickly as a community I think could run into opportunities for economic development that may not – that's one reason we had a study that a few years ago came out and said that we were losing industrial areas of our community. That didn't come up last night. I think that's an important thing. I'm glad you said that, Roberta.

Ms. Bahan – I would agree.

Mr. Lewis – Andy, I would agree to a point. But if you have a homeowner who has owned land since the Land Run – and the piece of property that I'm specifically thinking of is there west of the Hitachi plant. Just because that is zoned a certain way – I have difficulty telling someone what they can do with their piece of property. Again, I think any plan that we have in place is a fluid plan that is more of a guide, and I think that's the way we, as a Planning Commission, has used it.

Mr. Sherrer – I'm not disagreeing. I use that guide. But I think it's really easy to forget that is an important piece of our guide.

Ms. Pailles – In the discussions, things come up. There's a big park called Ruby Grant. In the original discussions, I think we put in businesses or homes there, and then it was donated as a park. Okay, great! So you don't say, no, we're not going to put a park there. Things get modified. Agendas that we get, it's always noted if this is a change in the 2025 Plan. The requests certainly are very frequent.

Mr. Renkes – I don't think that you set any records, necessarily, but we were a little struck by how frequently it is amended. I understand having some flexibility built into the plan. That makes a ton of sense. The guiding principles help with that, like a set of

decision-making criteria if there should be adjustments. Are there things in the Plan that maybe it was constructed in a way that is leading to so many amendments?

Mr. Sherrer – I really think we kind of underlined that is getting representation from every ward in the City of Norman at some capacity, because I see the same folks when I show up at most of these community meetings. I really think that's part of what's caused the changes is because – Ward 8 – we're in northwest Norman when this was created. It's been a long time since we've done these plans is part of the issue. But then that area was thought of in this theoretic light and now it's reality. We have land owners and property owners there that, to Chris' point, have some what I want to do and that didn't match up. So I think, again, let's get that representation. Ward 5 – eastern Norman. Are we going to bust through to 72nd? What does that look like in infrastructure items? I think that's a big piece of what having that representation and ideas is going to increase the understanding so it will try to limit as many of the differences. That starts the discussion really hard. The phone calls I'm getting are when it's either a zoning that matches and land use that doesn't, or a plan item that doesn't match the zoning – that's a topic we talked about. Or, if they're trying to change both, but then they're trying to understand the difference. Those are the ones I'm trying to walk through with people and give them some advice and thoughts as much as I possibly can before they come before the actual commission.

Ms. Bahan – I wasn't involved in the process the last time we did this. I've only been on the Commission for a couple of terms. They're constantly saying that this is zoned industrial, but it hasn't developed the way we thought it was going to. So they feel it's an appropriate change to make because it clearly isn't going to go the way we thought it would go and there's no point in hanging onto something that isn't going to work. That's what I hear a lot.

Ms. Pailles – There are things that are considered non-negotiable – the Ten Mile Flats, the Garver-Wellington, and Thunderbird watershed. Those really don't seem negotiable. The plan is in place to protect those, rather than alter them.

Mr. Sherrer – Saying those are non-negotiable – I agree in most cases. But I was in Houston for the OU game, but there are some beautiful lakes in Texas. I'm not suggesting I want that for Lake Thunderbird – I'm not. I would be on the minority of this, I know. But there are some great little developed lakes that are beautiful places and have economic vitality and opportunity that comes from that, that we've chosen as a community not to. So to say it's non-negotiable – I hate to go that far. I understand that would be probably discouraged, but I would have a hard time – because there may be a solution that comes up that I think is fantastic and that has the community support.

Ms. Pailles – Climate change is a deal. My relatives that live on Grapevine Lake, which has grown 20%. I mean, it's inundated -- parks, streets. You can't go anywhere because there's now water on the way you used to get there. Who knows? Protecting the watershed is not negotiable.

Mr. Renkes – So if development were potentially compatible and did not degrade or threaten the watershed, then it could be contemplated?

Ms. Pailles – Developing around lakes – we honestly don't know. Is it going to go drier or wetter? Because we're right on the line and it truly could go either way. The scientists say if you're dry, you're going to get drier; if you're wet, you're going to get wetter. But we're right on the line. We could become a drought area. I-35 is the line between the short-grass and the mid-grass prairie. It could go either way.

Mr. Renkes – As we move forward, one of the things that is coming to mind is maybe some of that doesn't change and some that can still have that flex. I think on a parcel level, you're going to have cases where you need to make some adjustments and think about what was the overall plan trying to say, and is this in alignment with the plan. Maybe it's not exactly as it was colored on the map. But we could also have a spatial component that is pretty fixed which could be around like those place types, or whatever we want to call those. So it could be the centers, the corridors. Where are our employment centers that we're really trying to stimulate? Maybe there are a handful of higher density housing areas where you can walk to the grocery store and different things. Those, at a high level, could be the vision that is fixed. Then the land use plan, we understand that there's going to be some modifications moving forward. I'm not saying that we have to go that route, but that would fit with what we're tasked with doing in the scope and it might be a nice way to think about it as we get a big picture vision of these bigger moves we're all agreeing that's the direction we're going to go – at the micro scale – I mean, we're not going to be able to talk to every single property owner, so to think that we're going to get it right to a parcel is unrealistic. So that might be a good approach.

Ms. Starr – Right. That's the point of coming up with the policies and the values in the policy guidance that we were talking about last night is so that you have something to draw on besides just the map.

Mr. Renkes – We've done this for other communities, identifying those conditions when it can be changed. When is it okay to amend the plan? Does it do X, Y and Z, or does it hit these triggers? Then, yes, we could consider a change in the plan. So we could actually deliver those as part of maybe the implementation strategy.

Mr. Sherrer – A question for the City. On the survey that's out there – the Plan Norman – can you define it and get the ward for whoever it is? Are they entering their address?

Mr. Renkes – We could. We haven't done it yet.

Mr. Sherrer – I'm just trying – the ward representation. I also don't want everybody spending hours of their lives on the City site.

Ms. Starr – One of the issues that the consultants ran up against when they came to town and started working with us is they would have liked to have participated in some neighborhood association meetings, and we don't really have those here in Norman. We have some HOAs, which is kind of different. So that would have been a great way

for them to have had some group neighborhood association meetings, and then you would have those neighborhood leaders from a diverse group of neighborhoods meeting and talking. We don't have that here.

Mr. Sherrer – We've had the ward dialogue meetings for big issues.

Ms. Starr – That's what we mentioned to them, that we've had ward meetings and individual City Councilmen call those for their ward, but we don't have – for instance, other cities do have neighborhood associations that have contact with the city and the city can tap into those. We don't have that here.

Mr. Renkes – On the survey we can do one of two things, typically, to get at what you're talking about. One is to ask for addresses or closest intersection, which is a little more difficult. I think people are more reluctant to do so. But we can also put a pin on a map virtually on the survey – either on your property where you live or the closest intersection. When you're talking sort of the area of town, it's precise enough. We end up getting 60-70% of people will actually provide that information.

Mr. Sherrer – My thought process on this, too, really is we've had the last two major elections – Norman Forward and the stormwater vote that just occurred – and if you look at those, very, very different opinions. Norman Forward almost 70-80% – I don't remember what the exact number was – approval, which was our quality of life. Really across the board, but even in certain areas, really, really high belief that that was important. Stormwater – 70/30 defeat – I think it was 67 to 33. So there's this idea, though, to me that you look at the map on that – I remember looking at that and see where you had differences in the community. The real divisive type stuff – a lot of the conversation about stormwater has been from certain areas of the community – I don't think were maybe representative of the overall – and it certainly felt like that when they voted. I think that's important that we don't end up in that mess again. I'm a big stormwater believer that we need to solve that issue, and I believe we will. But in order to get the right solution, that's not contentious, that doesn't require a change – we're going to have to have enough opinions from a variety of sources. Almost a sampling size – I can see very easily – I'm in Ward 2 – Ward 4 and Ward 2 giving you huge response and then you get very little response from certain other wards. Maybe there's a way to kind of offset that, because I think the more we, as a community, can come together as a whole, that has been really the greatest hold-ups for the progress that we're all wanting to have because I find very few people that are against walkability, that are against greenspace, that are against some of these ideas that are out there. It's how you get there, and that's where we get really contentious and don't get them done.

Mr. Lewis – I would think, if you're looking for a strong hand to just a random sample – and Jay, if what you're saying is the majority of people don't know which ward they live in – have we thought about, as we've done in the past, send a sample out in water bills – because everybody has water – probably not so much in east Norman. But then instead asking what ward you live in, just list all the Council members and which is your Council member so that we can forward this to them. That would easily define your

ward boundaries. It's not going to define every neighborhood, and many neighborhoods have different amenities and needs.

Mr. Sherrer – I'll caveat that a little bit. The sample size was 30, everybody has 30 – that, to me, makes it statistically more valid than if you have 500 in Ward 4 and 500 from Ward 3, but you have 10 or only 30 from Ward 5.

Mr. Lewis – I would think you could normalize the sample from wards, though. I mean, if you got 500 responses out of Ward 5 and you got one out of Ward 2, you could certainly normalize those where some of them would carry equal weight.

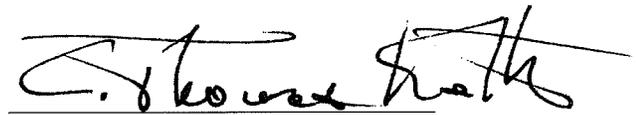
Mr. Renkes – The idea of doing a hard copy – either it's a different survey or – we're just focused for the on-line survey, but it seems like it could be a companion. Maybe its coded – take the work out of it for them. Go online and enter this code, and the code is associated with their address somehow.

Thank you guys so much for your time. We're a few minutes over. We really appreciate the opportunity to meet with you. As you saw in our process, we anticipate coming back to you at least another three or so times throughout this, and maybe more. We basically tell Susan and Anaïs to pack in as many things as humanly possible while we're here so we take advantage of the time. We look forward to working with you.

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MEETING CLOSE

The meeting ended at 4:11 p.m.



C. Stouffer
Norman Planning Commission