

**ARMSTRONG BANK CONSOLIDATION PROJECT  
A PLANNED UNIT DEVELOPMENT**

**NORMAN, OKLAHOMA**

APPLICANT:

***ROYCE ENTERPRISES, INC. & SOONER INVESTMENT DEV Co.***



Edited 11.15.24 following Planning Commission

APPLICATION FOR:

PLANNED UNIT DEVELOPMENT  
PRELIMINARY PLAT

Submitted September 3, 2024

Revised ~~September 27, 2024~~ [November 15, 2024](#)

PREPARED BY:

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## TABLE OF CONTENTS

- I. INTRODUCTION
  - Background and Intent
  
- II. PROPERTY DESCRIPTION/GENERAL SITE CONDITIONS
  - A. Location
  - B. Existing Land Use and Zoning
  - C. Elevation and Topography
  - D. Drainage
  - E. Utility Services
  - F. Fire Protection Services
  - G. Traffic Circulation and Access
  
- III. DEVELOPMENT PLAN AND DESIGN CONCEPT
  - A. Uses Permitted
  - B. Parking
  - C. Miscellaneous Development Criteria

### EXHIBITS

- A. Legal Description of the Property
- B. Preliminary Site Development Plan
- C. Preliminary Plat
- D. Preliminary Open Space Plan
- E. Allowable Uses
- F. Additional Signage Allowances

## **I. INTRODUCTION**

Royce Enterprises, Inc. and Sooner Investment Dev Co. (collectively, the “**Applicant**”) seek to rezone a portion of property located in Ward 5 of the City of Norman. More particularly, the site is located South of East Cedar Lane, East of Classen Blvd., and West of 24<sup>th</sup> Ave SE, as more particularly described on the attached **Exhibit A** (collectively referred to herein as the “**Property**”).

The Applicant intends to put forth the parameters for which the Property may develop over time. Through the use of this Planned Unit Development (“**PUD**”), the Property may be developed as a retail development that shall be permitted to include a mixture of uses as further laid out within this PUD.

This PUD will allow for a creative and enhanced development of the Property, providing a compatible masterplan layout that will entice private investment in the area in close proximity to the University of Oklahoma. This proposal is compatible with the Property’s current NORMAN 2025 designation of Mixed-Use.

## **II. PROPERTY DESCRIPTION/GENERAL SITE CONDITIONS**

### **A. Location**

The Property lies South of East Cedar Lane, East of Classen Blvd., and West of 24<sup>th</sup> Ave SE. A location map is included on the attached Preliminary Site Development Plan and Preliminary Plat.

### **B. Existing Land Use and Zoning**

The Property is currently zoned PUD, Planned Unit Development, and the current NORMAN 2025 land use designation is Mixed-Use.

The Property is surrounded by various differing zoning categories and 2025 designations, which makes this site an ideal location for the proposed mixed-use development. The property to the North is zoned C-2, General Commercial and 2025 designated as Commercial. The Links development to the East of the Property is zoned PUD, with 2025 designation of Medium Residential. The properties to the Southeast and South are zoned I-1, Light Industrial and PUD, Planned Unit Development, with Mixed-Use 2025 designations. The properties to the West of the Property are zoned I-1, Light Industrial, A-2, Rural Agricultural, and C-2, General Commercial; however, all of these properties have a 2025 designation of Industrial.

### **C. Elevation and Topography**

The Property is currently unimproved raw land. The Property generally slopes from the Northeast to the Southwest, as more particularly discussed in the preliminary drainage report provided to City Staff as part of the Preliminary Plat application.

**D. Drainage**

A drainage report has been provided by the Applicant to City Staff as part of the Preliminary Plat application. The Applicant shall comply with all City ordinances and regulations unless otherwise indicated on the attached site plans.

**E. Utility Services**

The necessary utility services for this project are already located in relative proximity to the Property. The Applicant shall extend such utility services to the Property, as necessary.

**F. Fire Protection Services**

Fire Protection services will be provided by the City of Norman Fire Department and by the Applicant as such are required by adopted City codes.

**G. Traffic Circulation and Access**

Access to the Property shall be permitted in the manner depicted on the attached Preliminary Site Development Plan.

**III. DEVELOPMENT PLAN AND DESIGN CONCEPT**

The Property is planned to accommodate a retail development that may also contain a mixture of uses as set forth herein. To the extent possible, the Property shall be developed in substantial compliance with the Preliminary Site Development Plan, attached to this PUD, subject to final design development and the changes allowed by Section 36-509(g) of the City of Norman’s PUD Ordinance, as may be amended from time to time. The Exhibits attached hereto, and as submitted on behalf of the Applicant, are incorporated herein by reference and further depict the development criteria for the Property.

**A. Uses Permitted:**

As contemplated herein, the Property will be allowed to develop over time as a retail development, that may also contain a mixture of the allowable uses as set forth on [Exhibit ED](#).

**B. Area Regulations:**

**1. Setback off of Classen Blvd:**

All Lots within the Property that front Classen Blvd. shall have a minimum ten (10') foot building setback from the property line fronting Classen Blvd.

**2. Setback off of North Property Line:**

All Lots within the Property that abut the neighboring property located to the North of the Property shall have a minimum ten (10') foot building setback from the North property line.

**3. Setback off of 24<sup>th</sup> Ave. SE:**

All Lots within the Property that front 24<sup>th</sup> Ave. SE shall have a minimum ten (10') foot building setback from the property line fronting 24<sup>th</sup> Ave. SE.

**4. Setback off of South Property Line:**

All Lots within the Property that abut the neighboring property located to the South of the Property shall have a minimum ten (10') foot building setback from the South property line.

**5. Setback off of Interior Streets:**

All Lots within the Property that abut any interior platted private street shall have a minimum ten (10') foot building setback from the property line fronting said interior street.

**6. Setback off of Utility Easements:**

If a utility easement or other public easement is not located within the building setbacks enumerated above on a Lot within the Property, all buildings and vertical habitable structures shall be setback a minimum of one (1') foot from said easement located on the Lot. Paving shall be allowed over drainage and utility easements.

**7. No Interior Lot Setbacks:**

Except for the building setbacks enumerated herein, there shall be no other required setbacks, side yards, rear yards, or front yards for the Lots located within the Property to allow for a flexible development of the Property over time.

**8. Height:**

There shall be no height restriction for the commercial and office uses within the Property.

### **C. Parking:**

Parking will meet or exceed the requirements of Norman's parking ordinances.

### **D. Dumpster and Trash Enclosures**

Trash may be handled through on-site dumpsters. A trash compactor(s) and its enclosure(s) may also be located on site to facilitate trash removal. Any dumpster or trash facilities shall be screened within enclosures that are built of materials to be compatible with the building exteriors in the main building.

### **E. Miscellaneous Development Criteria**

#### **1. Site Plan**

The Preliminary Site Development Plan for the Property is concurrently submitted with this PUD and shall be incorporated herein as an integral part of the PUD and the development of the property shall be substantially constructed as presented thereon, subject to final design and the changes allowed by the City of Norman's PUD Ordinance.

#### **2. Open Space**

Open space and green space areas are located throughout the Property. The Property shall contain a minimum of 29.7% open/pervious space throughout the development, however, the total amount of open space actually developed within the Property may be less than the amount shown on the Preliminary Open Space Plan, pursuant to final design development and the changes allowed by Section 36-509 of the City of Norman's PUD Ordinance, as may be amended from time to time. There shall be no maximum impervious coverage restriction on each Lot within the Property. The Property shall contain drainage and detention solutions that adequately control, contain, and channel stormwater runoff from the Property in accordance with all applicable City ordinances and regulations. Landscape buffers within the Property may be located within and/or may contain utility easements, waterline easements, and drainage easements.

#### **3. Signage**

Signage for all Lots with an office or retail use shall comply with the City of Norman's applicable commercial signage standards, as amended from time to time. Signage for all other Lots shall comply with the City of Norman's applicable signage restrictions then in effect for the actual use of the Lot, as may change from time to time. In addition to the signage allowances contained herein, the Property shall be allowed to feature the



additional signage allowances enumerated on Exhibit F and as more particularly shown on Exhibit F-1.

**4. Traffic access/circulation/parking and sidewalks**

Access to the Property shall be permitted in the manner depicted on the attached Site Development Plan, Exhibit B. The Property shall comply with the City of Norman laws and standards to allow for emergency access and fire access as necessary, as such laws and standards may be amended from time to time. The Property shall be allowed to contain private internal streets.

**5. Lighting**

All exterior lighting shall be installed in conformance with any applicable City of Norman Commercial Outdoor Lighting Standards, as such may be amended from time to time.

**6. Landscaping**

Landscaping shall be provided in conformity to the City of Norman ordinances, as amended from time to time.

**7. Fencing**

Fencing, such as, by way of example and not limitation, wrought iron, stockade wood, composite, and other fencing types, is permissible but is not required within the Property. The Applicant may file restrictive covenants against the Property to more narrowly tailor architectural review of fencing within the development. Fencing placement and height shall comply with applicable City ordinances, as amended from time to time.

**8. Phasing**

It is anticipated that the Property will be developed in multiple phases. The initial phase is anticipated to be the bank site as shown on the Site Development Plan. The timing and number of future phases will be determined by market demand and absorption rates, and shall comply with Norman City Code 36-509.

**9. Exterior Materials**

Exterior materials of the building to be constructed on the Property may be brick, glass, stone, synthetic stone, stucco, EIFS, masonry, metal accents, composition shingles, synthetic slate shingles, metal roofs, or other comparable roofing materials, and any combination thereof. The

Applicant may file restrictive covenants against the Property to more narrowly tailor architectural review within the development.



**EXHIBIT A**

Legal Description of the Property

A tract of land situated within the Northeast Quarter (NE/4) of Section Sixteen (16), Township (8) North, Range Two (2) West of the Indian Meridian, Cleveland County, Oklahoma, being more particularly described by metes and bounds as follows:

COMMENCING at the Southeast Corner of said Northeast Quarter (NE/4);

Thence North 00°00'54" West along the East Line of said Northeast Quarter (NE/4) (being the basis of bearing for this description) a distance of 371.87 feet to the Northeast Corner of SOUTH LAKE INDUSTRIAL PARK ADDITION, a plat filed in the Office of the Cleveland County Clerk, in Book 15 of Plats, Page 116, same being the POINT OF BEGINNING;

Thence South 89°06'09" West along the North line of said plat a distance of 805.91 feet to a point on the current (2022) Easterly Right of Way line of State Highway 77, being marked by a 3/8" iron pin found in place;

Thence North 27°37'26" West a distance of 218.04 feet to a point marked by a 3/8" iron pin found in place;

Thence North 28°26'32" West a distance of 700.07 feet to a point marked by a 3/8" iron pin found in place;

Thence North 27°37'26" West a distance of 500.00 feet to a point marked by a 3/8" iron pin found in place;

Thence North 25°42'53" West a distance of 205.41 feet;

Thence North 25°42'53" West a distance of 93.87 feet to a point marked by a 1/2" iron pin w/ cap stamped "DTM CA6391" found in place;

Thence North 89°08'14" East a distance of 140.35 feet to a point on the exterior line of Lot 1, Block 1, ST. JAMES CENTRE SECTION 1, a plat filed in the office of the Cleveland County Clerk, in Book 24 of Plats, Page 53, being marked by a 1/2" iron pin w/ cap stamped "DTM CA6391" found in place;

Thence along said line the following three (3) courses:

1. South 01°12'49" East a distance of 85.00 feet;

2. North 89°08'14" East a distance of 1117.53 feet;

3. North 00°00'14" East a distance of 85.01 feet;

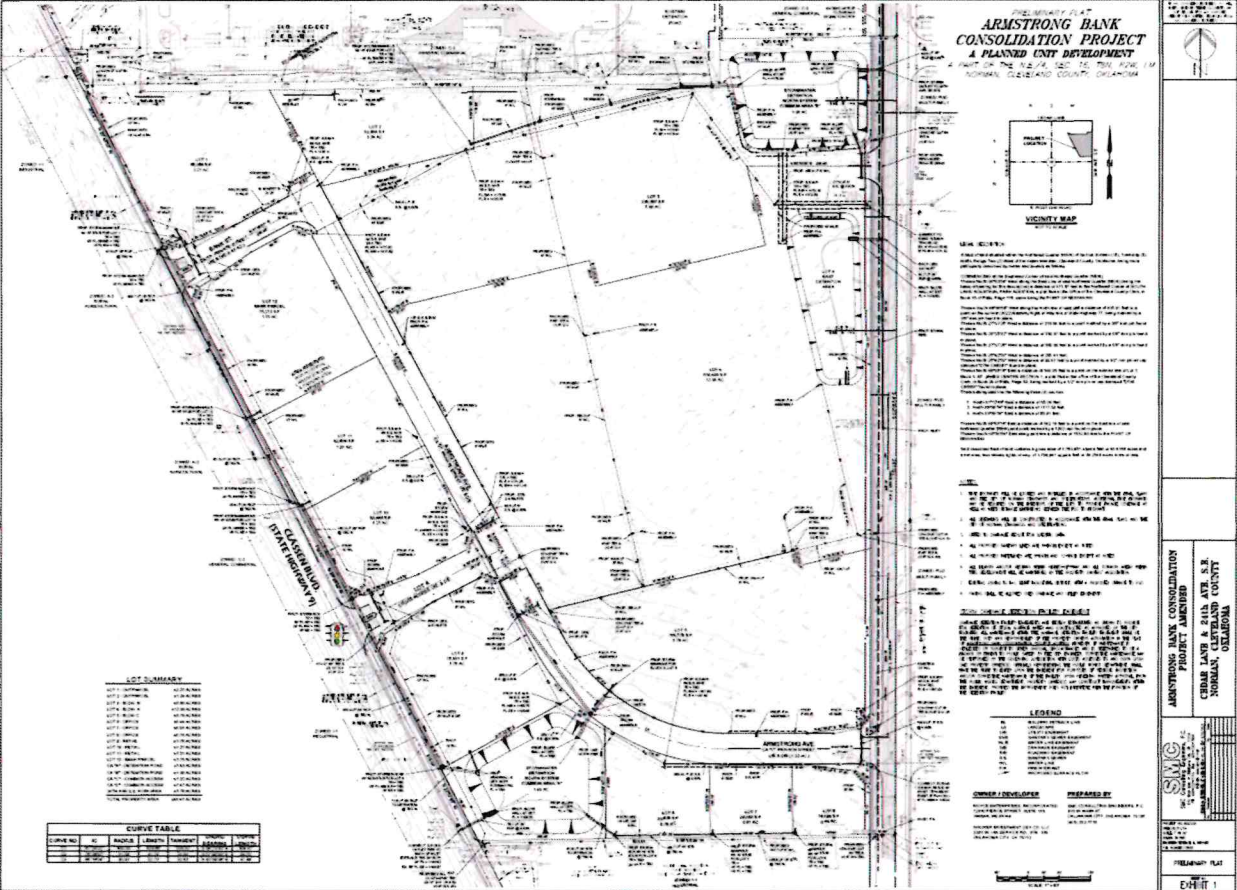
Thence North 89°08'14" East a distance of 342.10 feet to a point on the East line of said Northeast Quarter (NE/4), said point marked by a 120D nail found in place;

Thence South 00°00'54" East along said line a distance of 1532.90 feet to the POINT OF BEGINNING

Said described tract of land contains a gross area of 1,760,461 square feet or 40.4146 acres and a net area, less streets rights of way, of 1,709,941 square feet or 39.2548 acres more or less.

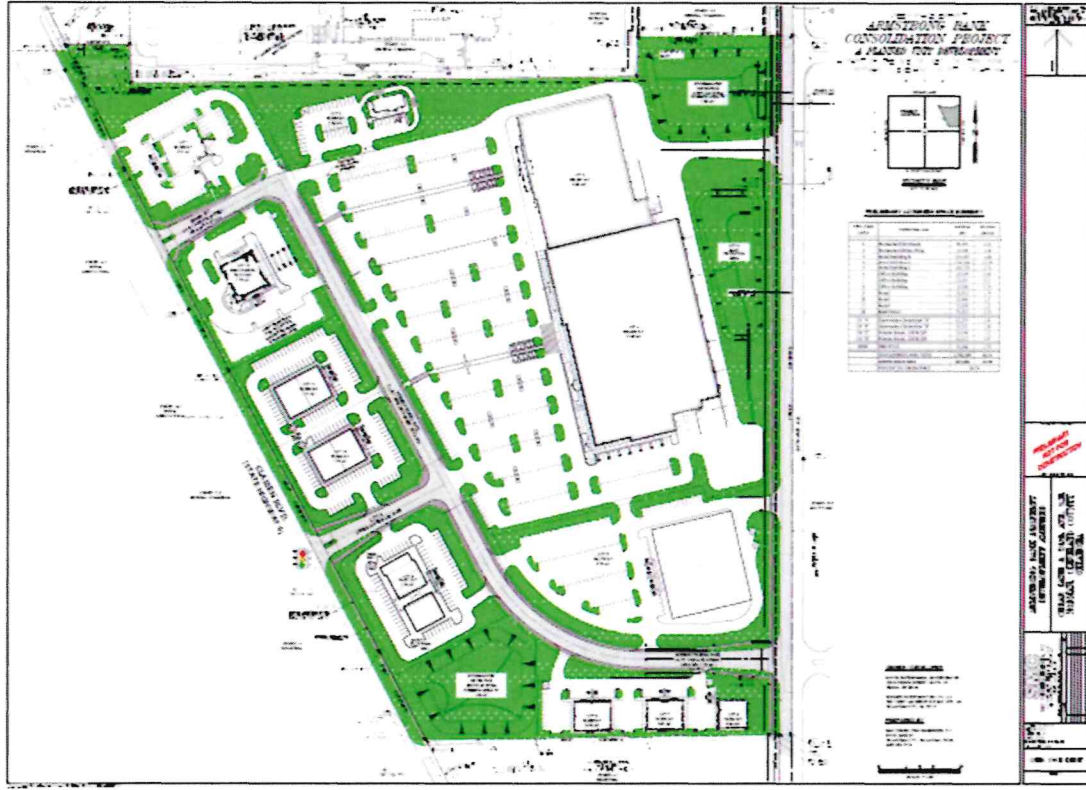


**EXHIBIT C**  
Preliminary Plat  
*Full Size Documents Submitted to City Staff*





**EXHIBIT D**  
Preliminary Open Space Plan  
*Full Size Documents Submitted to City Staff*



**EXHIBIT E**  
Allowable Uses

- Art Gallery/Studio.
- Assembly Halls of non-profit corporations.
- Libraries.
- Museums.
- Music Conservatories.
- Office uses.
- Trade schools and schools for vocational training.
- Churches and other places of worship.
- Short-term rentals.
- Antique shop.
- Appliance Store.
- Artist materials supply, or studio.
- Automobile parking lots.
- Automobile supply store.
- Baby shop.
- Bakery/Baked Goods store.
- Bank.
- Barber shop, or beauty parlor.
- Book or stationery store.
- Camera shop.
- Candy store.
- Catering establishment.
- Child Care / Day Care establishment.
- Clothing or apparel store.
- Coffee house or coffee shop.
- Commercial uses/shops/or services.
- Dairy products or ice cream store.
- Delicatessen store.
- Dress shop.
- Drug store or fountain.
- Dry Cleaning and Laundry Establishment.
- Dry goods store.
- Fabric or notion store.
- Florist/Flower Shop.
- Furniture Store.
- [Garden Center](#)
- Gift Shop.
- Grocery or supermarket.
- Hardware store.
- Hotel or motel.
- Interior decorating store.
- Jewelry shop.
- Key shop.

- Leather Store and/or Leather Goods Store.
- Locksmith.
- Medical Marijuana Dispensary, as allowed by state law.
- Music, Radio, Electronics, Telephone, or Television Store.
- [Outdoor Storage and/or Outdoor Display, noting that covered/shaded/open outdoor storage and/or display areas shall not be considered building coverage areas for purposes of determining building coverage within the Property.](#)
- Painting and decorating shop.
- Pet shop/or Small Animal Hospital.
- Pharmacy.
- Photographer's studio.
- Restaurant/Bar/Lounge/Tavern - may include live entertainment and/or a dance floor, (all such activity fully within an enclosed building) provided the kitchen remains open with full food service whenever live entertainment is offered.
- Retail Shops or Stores.
- Retail spirits store/Liquor store.
- Spa or Similar Establishment.
- Smoke, Tobacco, Vape, or Similar Shop.
- Self-service laundry.
- Sewing machine sales.
- Sporting goods sales.
- Shoe store or repair shop.
- Sign Store/Printing Store.
- Shopping Center.
- T-Shirt Printing
- Senior Living.
- Tanning Spa or Tanning Establishment.
- Tailor shop.
- Theater (excluding drive-in theaters), Bowling Alley, Arcade, or Similar Establishments, including those that sell alcoholic beverages in compliance with state law.
- Tier I Medical Marijuana Processor, as allowed by state law.
- Tier II Medical Marijuana Processor, as allowed by state law.
- Toy store.
- Apartments/Multi-Family Residential Dwelling Units.



## EXHIBIT F

### Additional Signage Allowances

The following signage is permissible within the Property in addition to all other allowances enumerated in the City of Norman's Commercial Zone Sign Standards:

- a. **Development Entrance Signs** – Up to four signs within the Property advertising the Property and any tenants located therein. Each Development Entrance Sign may be as shown on Exhibit F-1, each sign having no more than two (2) advertised sides. The maximum height for Development Entrance Signs shall be as shown on Exhibit F-1. Sign 1 and Sign 2 of the attached Signage Package are preliminary conceptual renderings of potential Development Entrance Signs.
- b. **Monument Signs** – Each platted lot within the Property shall be entitled to include a Monument Sign as shown on Exhibit F-1, each sign having no more than two (2) advertised sides. The maximum height for each Monument Sign shall be as shown on Exhibit F-1. Signs 3 – 6 of the attached Signage Package are preliminary conceptual renderings of potential Monument Signs.
- c. **Directional Signs** – Up to ten Directional Signs within the Property indicating directions to the different offices, locations, services, or entrances contained within the Property. The Directional Signs are intended to contain directions to multiple locations or destinations on each sign, such as directions to the main entrance, specific offices or services, and parking locations. Each Directional Sign may be a maximum of 150 square feet per side.
- d. **Illumination** – All of the signage discussed herein may be illuminated in accordance with the maximum extent allowable under the City of Norman's applicable commercial signage restrictions, as amended from time to time.
- e. **Sight Triangle Protection** – All signage within the Property shall be placed in appropriate locations to not interfere with applicable traffic sight triangles.
- f. **Platted Easements** – Signs may not be placed in any platted easements without first obtaining consent to such encroachment from the applicable utility providers and City Council.
- g. **Wall Signs** – Wall signs are permissible on all sides of the buildings to be constructed on the Property. The maximum height for a wall sign within the Property shall be the height of the building upon which the sign is attached. Notwithstanding the foregoing, the main anchor and junior anchor buildings, conceptually planned as Building A on Lot 4 and Building B on Lot 3 respectively, shall be allowed to have wall signs that exceed the height of the building upon which the sign is attached, up to a maximum height of 150 feet. There shall be no maximum square footage for wall signs located on the front of the main anchor and junior anchor buildings. All other sides of the anchor buildings, as well as all other buildings within the Property, shall comply with the maximum wall sign square footage allowed by the City of Norman's Commercial Zone Sign Standards.

