



## CITY OF NORMAN, OK STAFF REPORT

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**MEETING DATE:** 2/12/26

**REQUESTER:** Noun Hotel, LLC

**PRESENTER:** Anais Starr, Planner II

**ITEM TITLE:** CONSIDERATION OF APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF ORDINANCE O-2526-31: AN ORDINANCE OF THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA, AMENDING SECTION 36-201 OF CHAPTER 36 OF THE CODE OF THE CITY OF NORMAN SO AS TO REMOVE A REPLAT OF THE EAST 236 FEET OF LOT SIX (6) AND THE EAST 200 FEET OF LOT SEVEN (7), OF ELMWOOD ADDITION, AND LOT TWELVE (12), IN BLOCK ONE (1), OF PARKVIEW ADDITION, TO NORMAN, CLEVELAND COUNTY, OKLAHOMA, FROM A CCPUD, CENTER CITY PLANNED UNIT DEVELOPMENT, AND PLACE SAME IN A CCPUD, CENTER CITY PLANNED UNIT DEVELOPMENT; AND PROVIDING FOR THE SEVERABILITY THEREOF. (542 AND 534 S. UNIVERSITY BOULEVARD; WARD 4)

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<b>APPLICANT/REPRESENTATIVE</b>	The NOUN Hotel LLC /Rieger Sadler Joyce, LLC
<b>LOCATION</b>	534 & 542 S. University Boulevard
<b>WARD</b>	4
<b>CORE AREA</b>	Yes
<b>EXISTING ZONING</b>	CCPUD, Center City Planned Unit Development
<b>EXISTING LAND USE DESIGNATIONS</b>	Urban High
<b>CHARACTER AREA</b>	Core Neighborhood
<b>PROPOSED ZONING</b>	CCPUD, Center City Planned Unit Development
<b>PROPOSED LAND USE</b>	No Change

**REQUESTED ACTION**

Amendment of the adopted CCPUD for this site

**SUMMARY:**

The applicant, NOUN Hotel LLC, is requesting an amendment to the existing CCPUD, Center City Planned Unit Development (O-1920-52). The proposed amendment will allow the expansion of the existing hotel north to the lot at 534 S. University Boulevard. The existing CCPUD initially called for this 534 S. University Boulevard site to be utilized for the relocation of the Presbyterian Thrift Store from its current location on Toberman Drive. The Thrift Store relocation has not occurred to date; the applicant is moving forward with plans for expansion of the NOUN Hotel to this site. The proposed expansion may include guest rooms, meeting rooms and office space.

**EXISTING CONDITIONS:**

**SIZE OF SITE:** 1.22 Acres

**SURROUNDING PROPERTIES**

	Subject Property	North	East	South	West
Zoning (BFS)	CCPUD	CCFBC (Urban Residential)	CCFBC (Urban Residential)	CCFBC (Urban General)	CCFBC (Detached)
Land Use	Urban High	Urban High	Core Business District	Urban High & Civic	Urban Low
Current Use	Hotel & Associated Uses for the NOUN	Residential (Duplexes)	Residential (Multi-family), Office & Parking Lot	Commercial Parking Lot and OU Property	Residential (Single-Family & Duplexes) Thrift Store

**ZONING DESIGNATIONS**

**CCPUD, Center City Planned Unit Development**

**SEC. 520 CENTER CITY PLANNED UNIT DEVELOPMENT**

A. Statement of Purpose: It is the intent of this section to provide an alternative zoning district for the Center City Area as defined in the Center City Form Based Code (CCFBC). This Center City Planned Unit Development District (CCPUD) is specifically catering to the Center City Area because of the size of lots, the lack of vacant land and other distinguishing characteristics in this area that make the use of the existing PUD regulations not feasible. The CCPUD encourages developments that create the character of development envisioned in the CCFBC.

**LAND USE DESIGNATION**

**Urban High (UH)**

Highly compact, walkable pattern of urban development prioritizing alternative means of transportation. Low to no building space and separation of uses. This area is intended to

create opportunities for economic activities attracting a city-wide audience, and place residents closer to services and jobs.

High-intensity areas strive for more residential than non-residential uses with frequent master-planned mixed-use development nodes. Non-residential uses may be more common in UH than in UM or UL due to higher concentrations of population. Gross densities in any single development should be greater than 12 units per acre.

## **CHARACTER AREA DESIGNATIONS**

### **Core Neighborhood Areas**

The Core Neighborhood is a focal point of the city, the traditional central business district, with a concentration of activities such as general retail, service commercial, professional office, mixed-density housing, mixed-use spaces, and appropriate public and open space easily accessible by pedestrians. This area frames the University of Oklahoma campus.

The Core Neighborhood encompasses all historic districts and some existing neighborhood planning areas. One notable aspect of this area is the reinvestment that has been occurring over the past decade.

The Core Neighborhood is defined by smaller, traditionally platted lots and older homes. Most streets within this Character Area are designed on a grid pattern, radiating from the BNSF rail line, and are highly connected to one another. Alleys are prominent and, although often used by local traffic, are in disrepair and in need of maintenance. Towards the commercial centers of this Character Area, taller buildings are more common, with the overarching height of residential structures being three stories or less.

### **NEAREST PUBLIC PARK**

Centennial Park is located approximately .22 miles northwest of the development site. Legacy Trail Park is located approximately .62 miles east of the development site. Each of these parks can be accessed using available sidewalks and crosswalks along the streets.

## **PROCEDURAL REQUIREMENTS:**

### **PRE-DEVELOPMENT:**

**PD25-34**

**December 18, 2025**

Several neighboring residents were in attendance and shared concerns regarding the proposed height of the hotel addition. They stated that the CCFBC Regulating Plan limits the height to three stories on the west side of S. University Boulevard and that this should be maintained. Some inquired if there was a way to lower the height of the proposed addition. Other concerns raised by neighbors included: stormwater runoff, proposed landscaping and use for the open area, how the addition would be serviced, and if additional parking was proposed. Neighbors had questions regarding whether the gate onto Park Drive would be opened and if the walkway would be altered.

### **BOARD OF PARKS COMMISSIONERS:**

This property does not require platting; therefore, dedication of parkland or fee in-lieu of parkland dedication is not required.

## **REVIEW COMMENTS:**

This application was submitted to the following agencies, departments, and/or divisions for review and comment. An asterisk (\*) indicates that the agency, department, and/or division responded with review comments “inconsistent” with AIM Norman Plan. Items italicized and blue in these sections represent City Staff analysis.

### **CITY DEPARTMENTS**

1. Fire Department
2. Building Permitting Review
3. Public Works/Engineering
4. Transportation Engineer
5. Planning
6. Utilities

### **FIRE DEPARTMENT**

*Fire codes will be addressed at the building permit stage.*

### **BUILDING REVIEW**

*Building codes and all applicable trades will be addressed at the building permit stage.*

### **PUBLIC WORKS/ENGINEERING**

*The subject property is comprised of two lots which are part of the Elmwood Addition and Parkview Addition Plats. An application for a Lot Line Adjustment to join the existing lot occupied by the NOUN Hotel and the lot at 534 S. University Boulevard will be necessary prior to building permit issuance.*

### **TRANSPORTATION ENGINEER**

*A traffic impact analysis is not required for this project. However, the applicant has provided a Traffic Impact Memo, which is attached as a supporting document.*

### **PLANNING**

### **ZONING CODE CONSIDERATIONS**

**Purpose – CCPUD, Center City Planned Unit Development**

### **Appendix B**

### **SEC. 520 CENTER CITY PLANNED UNIT DEVELOPMENT**

A. Statement of Purpose: It is the intent of this section to provide an alternative zoning district for the Center City Area as defined in the Center City Form Based Code (CCFBC). This Center City Planned Unit Development District (CCPUD) is specifically catering to the Center City Area because of the size of lots, the lack of vacant land and other distinguishing characteristics in this area that make the use of the existing PUD regulations not feasible. The CCPUD encourages developments that create the character of development envisioned in the CCFBC.

Specifically, the purposes of this section are to:

1. Provide an alternative zoning district to the CCFBC where a property owner proposes a development that does not meet the strict regulations required in the CCFBC.

2. Provide open space/street space that is compatible with the concepts of the CCFBC.
3. Provide comprehensive and innovative planning and design for a development which is consistent and compatible with surrounding developments.
4. Provide more efficient and economic use of land resulting in an urban/pedestrian environment.
5. Provide complete and useful information which will enable the Planning Commission and City Council to make more informed decisions on land use.
6. Encourage developments that achieve community goals, such as, but not limited to, aging in place, or affordable housing, or other emerging trends in housing, that may not be able to meet all the required elements of the Center City Form Based Code.

*The applicant is requesting an amendment to the property's existing CCPUD to allow for an expansion of the NOUN Hotel to accommodate an office, a ballroom, and additional guest rooms. This proposal is **consistent** with the purpose of the CCPUD process.*

### **Uses Permitted**

- The proposed amendment will allow for a four-story addition with office, and ballroom/meeting space on the first floor. The second, third, and fourth floors will have guest rooms. A complete list of uses can be found within the attached CCPUD Narrative as Exhibit C.

*The applicant requests an amendment to the existing CCPUD to allow for the expansion of the existing four-story hotel. The proposed uses for the addition include an office, a ballroom/meeting space, and 48 guest rooms. The applicant submitted amendments to the adopted CCPUD Narrative and Site Development Plan to meet this proposed expansion. The project fronts onto S. University Boulevard and is located just north of the University of Oklahoma. Additionally, the proposal is across from the commercial area known as Campus Corner. The proposal is generally **consistent** with the surrounding uses to the north, east and south of the property, and follows the existing CCPUD Narrative.*

### **Area Regulations**

- The CCPUD proposes an addition of the hotel structure to the north along the Required Build Line, as prescribed by the CCFBC Regulating Plan. The amendment proposes a 10-foot setback from the north property line and a 17-foot setback from the rear property line, along the western side of the lot.

*The applicant proposes to follow the Required Building Line (RBL)/the build to line on this lot for the hotel expansion, meeting the CCFBC regulations. The CCFBC, in Section 402.D.1.b., limits structures to a height of 30 feet when placed within 50 feet of a common lot line with property designated Detached Frontage Building Form Standard, as is the case here (to the west). While the CCPUD proposes a 17-foot setback along the western property line abutting property designated as Detached Frontage, it does not meet the required 50-foot setback in the CCFBC. This proposed expansion will be 54 feet in height, which is the same height as the existing structure.*

*The CCPUD Site Plan designates the west and north side setback areas as Open Space and places limitations on these areas in the CCPUD Narrative to prohibit any structures or programming in the space. The Open Space provides a buffer between the hotel structure and*

existing residential properties to the north and west while allowing access for maintenance purposes to the rear of the proposed addition and Open Space area.

The proposed height of the expansion is a continuation of the existing building, but it does not meet the 50-foot rear setback requirements of CCFBC Urban Residential Frontage, the proposed addition is **inconsistent** with the area regulations. (Also noted in the Height Regulations section below.)

## Height Regulations

- The proposed expansion will maintain the current four-story height of the existing hotel.

The CCFBC Building Height Map limits the height on the west side of S. University Boulevard to three stories. The properties to the north and east of the proposed hotel expansion are designated CCFBC, Urban Residential, which allow a maximum of three-stories. The residential properties to the west are designated CCFBC, Detached Frontage, and are limited to a maximum of two stories. The proposed four-story building is **inconsistent** with the height regulations of the CCFBC.

## Open Space

- The CCPUD Narrative proposes 15% of Open Space along the north and west sides of the addition. The CCPUD Narrative states that a minimum of 15% will be maintained for the entire development. The CCFBC requires one tree per 800 square feet of Open Space. The CCPUD Site Development Plan proposes trees along the west property line adjacent to the west perimeter.

The proposed Open Space is **consistent** with the Open Space regulations of the CCFBC.

## Landscaping

- The existing perimeter fence is proposed to be extended along the west property line and north property line of 534 S. University Boulevard. Proposed landscaping will be placed adjacent to the proposed perimeter fence. Locations and types of trees and shrubs to be finalized at the time of building permit in conjunction with City staff.

The CCPUD proposes to install landscaping in the form of trees adjacent to the proposed perimeter fence along the west property line. Landscaping is to be coordinated with the City's Forester. CCFBC requires street trees in front of the proposed addition along University Boulevard. Due to the planned front patio area, the CCPUD Site Plan proposes large potted holly trees instead of street trees. This will continue the landscaping found currently at the front of the existing hotel. The proposed landscaping is **inconsistent** with the CCFBC regulations, as the applicant is proposing alternative landscaping that does not meet those regulations. However, the proposed patio area is a continuation of the existing development and meets the AIM Core Neighborhood goal of encouraging the activation of the street space.

## Traffic Access, Circulation, Parking, and Sidewalks

- Traffic circulation and access to the Property shall be allowed in the manner shown on the attached Site Development Plan. No additional curb cuts beyond the existing access to University Boulevard are proposed. No changes are proposed to the existing parking lots or internal walkways found at 542 S. University Boulevard.

- A traffic impact report was submitted by the applicant which states no traffic related issues are anticipated with the development of the proposed hotel expansion.
- A five-foot sidewalk will be added where there is currently driveway access to 534 S. University Boulevard.
- No new parking areas are planned for the 534 S. University Boulevard.

*This property is in the CCFBC District which does not typically permit curb cuts along street frontages. No additional vehicle access points are proposed for the site beyond the existing access off S. University Boulevard at the main entrance of the NOUN Hotel. An internal walkway along the north side of the existing hotel leading from Park Drive to S. University Boulevard will be maintained and an extension of the existing five-foot sidewalk along S. University Boulevard is proposed. For this reason, the proposed site plan is **consistent** with the surrounding area's traffic access, circulation, parking, and sidewalk standards.*

*The proposed development is **consistent** with the City's traffic access, parking, and sidewalks, regulations.*

### **Lighting**

- All exterior lighting shall be installed in accordance with the applicable regulations of Section 36-549, Commercial Outdoor Lighting Standards, as amended from time to time.

*Lighting within the development will be **consistent** with applicable City regulations.*

### **Signage**

- No signage is proposed for the addition's exterior elevations. However, the CCPUD Narrative has been amended to allow temporary sidewalk easel signs in the dooryard area in front of the addition. Any additional signage for the development will be constructed in accordance with the Center City Form Based Code, as outlined in Exhibit D of the CCPUD Narrative.

*The proposed development will be **consistent** with the regulations under CCFBC Sign standards.*

### **Screening**

- Perimeter fencing is proposed by the CCPUD Narrative along the north and west property lines. The CCPUD Site Plan proposes an eight-foot masonry perimeter fence on the west property line and an eight-foot wood fence on the north property line.

*The CCFBC regulations require a four- to six-foot garden wall along property lines that abut Detached Frontage. The property to the west is designated Detached Frontage and the property to the north is Urban Residential Frontage. The applicant proposes an eight-foot masonry wall on the west property line and an eight-foot wood fence on the north property line. The proposed screening meets and exceeds the CCFBC requirements and is therefore **consistent** with the regulations.*

## **COMPREHENSIVE PLAN CONSIDERATIONS**

### **Character Area Policies**

#### **General Policies**

## Non-Residential Policies

- New non-residential development should use high quality building materials such as glass, brick, stone, wood or cementitious siding.
- Require that loading areas be located to the rear and sides of buildings and screened from view.
- Ensure that all sides of a parking garage that are visible from public view are architecturally consistent with the buildings it serves.
- Buildings in a corporate campus should have an internal pedestrian network between buildings.

*The proposed addition will utilize brick and façade designs found on the existing hotel, as shown in Exhibit B, Exterior Renderings. Loading areas are to the rear of the existing hotel and no new loading area is proposed for the addition. The existing parking lots located south and west of the NOUN Hotel provide parking spaces, as noted on the Site Plan, and are screened with existing landscaping. Any additional parking needed for the addition will be provided via a lease with the property owner to the south of hotel. The existing internal walkways allow pedestrians to access the surrounding commercial and residential areas. The proposed development is **consistent** with the Character Area General Non-Residential Policies because it promotes a commercial building with a design and use that is desired in the Core Area.*

## Core Neighborhood Areas Policies

- Continue to maintain and improve public facilities and infrastructure that supports infill development and reinvestment.
- Residential development should reinforce the Core through a combination of rehabilitation in the downtown area and compatible new infill development targeted to a broad range of income levels, including multi-unit townhomes, apartments, lofts, and condominiums.
- Focus mobility infrastructure on pedestrian comfort, safety, and convenience where there are smaller lots and greater proximity to a range of services.
- Ensure that redevelopment and infill developments:
  - Address the impacts of parking and access:
    - Off-street parking should be screened from public right-of-way, and placed in the rear of the lot for all development.
    - For residential development, access to garages and parking pads are encouraged from a rear loaded alley.
    - Alternative modes of transportation, including walking, rolling, biking, and public transit should be a priority with safe, clear connections. This includes improving sidewalks and filling gaps in the sidewalk network during development.
  - Reflects the scale and characters of surrounding properties:
    - Structures should not be significantly taller, further from the front property line, or be inconsistent with the massing of neighboring properties.
  - Reduce the impact of higher intensity uses to adjacent lower intensity uses with screening and landscaping. Native landscaping is encouraged.
  - Encourage activation of the street space along arterials with pedestrian amenities.
- Increased impervious area coverage should be mitigated using LID stormwater BMPs regardless of parcel size or existing impervious area coverage.

- New architecture should be compatible with existing neighborhoods. Modern, contemporary architecture should be limited but can be accommodated as long as scale transitions and architectural elements achieve continuity.

*The proposed expansion exceeds the height of the single-family residential properties located to the west. While the setback, landscaping, and fencing along the western property line do not fully eliminate the apparent height difference between the residences and the hotel addition, these elements are intended to help mitigate the transition in scale while providing a high-quality commercial structure within the Core Area. Internal walkways connect to the public sidewalk system, offering safe and convenient pedestrian access to Campus Corner, nearby neighborhoods, and the University of Oklahoma campus. Outdoor seating, including chairs and tables, is proposed in front of the hotel addition, further supporting an active streetscape along the NOUN Hotel frontage. Overall, the proposed development is largely **consistent** with the Core Neighborhood Character Area policies.*

## **Land Use Development Policies**

### **Urban High Policies**

- Highly compact, walkable pattern of urban development prioritizing alternative means of transportation. Low to no building spacing and separation of uses. This area is intended to create opportunities for economic activities, attracting a city-wide audience, and place residents closer to services and jobs.
- High-intensity areas strive for more residential than non-residential uses with frequent master-planned mixed-use development nodes. Non-residential uses may be more common in UH than in UM or UL due to higher concentrations of population.
- Gross densities in any single development should be greater than 12 units per acre.

*The proposed development consists of a four-story addition to the existing hotel to accommodate an office, ballroom/meeting space and 48 additional guest rooms. While the development does not provide residential housing, the hotel expansion will increase economic growth in Core Norman by providing accommodations for visitors to Norman. For these reasons, the development is **consistent** with the Urban High Land Use policy.*

### **Building Types**

- Medium and Small-scale 3- to 5-story buildings are common. Within existing developed areas, buildings may go up to 2-stories higher than surrounding properties.
- Multi-unit structures are the priority, but a variety of housing types from townhomes to apartments are expected.
- Mixed-use buildings including retail, work-spaces, and residences are most common.
- Public and private spaces (i.e. balconies, recreational roof decks, outdoor dining, etc.) are clearly defined and cultivate a sense of place.
- New developments that are single-use developments or predominantly single-unit or garden apartments are not appropriate.

*The proposed development features a four-story building, while surrounding properties are one-story and two-story structures. The Urban High Character Area allows for structures to be two-stories higher than surrounding properties. The hotel expansion also offers a clearly defined outdoor seating area along the front of the building facing S. University Boulevard, thereby*

creating a public space. For these reasons, the proposed development is **consistent** with the Urban High Land Use policy for Building Types.

## Site Design

- The scale and layout of the built environment are conducive to walking. Trails and pathways are integrated throughout developments to connect to parks, neighborhoods, and community destinations.
- Multi-unit developments without connections to neighboring properties and uses weakens the development pattern and should be limited or avoided altogether.
- Street trees should form a continuous urban canopy over public areas and rights-of-way.
- Stormwater to be addressed at the project level, but designed as part of a larger neighborhood or sub-basin system.
- Site layout should take every opportunity to maximize the public infrastructure available in this area.

*A public sidewalk is present along a portion of the property line in front of the proposed addition. This existing sidewalk will be extended to meet the adjacent sidewalk to the north and south. A walking path that leads from Park Drive to S. University Boulevard along the north edge of the existing hotel will be maintained with the development of the proposed addition.*

*The applicant proposes hardscaping for a patio area with potted holly trees in lieu of street trees along S. University Boulevard; this would match the landscaping of the existing hotel building. As a continuation of the existing development, the proposed patio area in front of the addition would require a separate request to the City Council to utilize the right-of-way in this manner.*

*The CCPUD Narrative proposes 78% of impervious coverage. The CCFBC allows up to 85% impervious coverage if engineered solutions are proposed to mitigate the effects of the increase in coverage, as is proposed in this case. The applicant proposes low-impact development techniques to mitigate stormwater, including the installation of raingarden at the rear yard of the addition to the hotel. This raingarden will retain stormwater before releasing to existing drainage inlet located near the rear of the existing hotel structure. For these reasons, the development is **consistent** with the Urban High Land Use policies.*

## Transportation

- This area features a relatively dense grid of streets and sidewalks. A full street hierarchy provides a variety of connections and route choices to people moving to, through, and within the area. Parking is a secondary use and should be as small as possible due to character and value of land in the area. Most of these areas have, or will have, easy access to public transportation (less than one half-mile walk of a stop). Improving access for pedestrians and bicyclists will continue to be a priority, including modernizing multi-modal infrastructure.

*The development site is located less than half a mile from the University of Oklahoma's campus bus hub located on Asp Avenue, east of the South Oval. Additionally, there are two Embark bus stops near the hotel's entrance on S. University Boulevard. Bicycle racks are currently located on the south side of the hotel, further supporting multimodal transportation. For these reasons, the development is **consistent** with the Urban High Land Use policy.*

## Utility Access

- A full range of utilities should be available. If services are not already in place, they must be extended by the developer during the lot split process to be suitable for development. If development occurs adjacent to existing facilities that are determined to be insufficient to meet the demands of the proposed development, the developer must upgrade the existing facilities to enhance the capacity of the utility systems.

*The proposed development has existing water and sewer access. The development is **consistent** with Utility Access policies.*

## Public Space

- Consisting of appropriately scaled public spaces including small parks, plazas, parklets, regional trail connections, and walking paths. Pedestrian amenities should be commonly integrated into public and private projects.

*The existing development has internal walkways linked to the public sidewalk system. Additionally, the existing hotel and the expansion will offer sidewalk tables and chairs in a recessed section of the hotel addition along S. University Boulevard. This expansion of the existing NOUN Hotel development is **consistent** with the Urban High Land Use policy.*

## Neighborhood and/or Special Area Plans

*This location is **not** within a Neighborhood or Special Planning Area.*

## UTILITIES

### AIM NORMAN PLAN CONFORMANCE

*Proposed development is in accordance with AIM Water and Wastewater Utility Master Plans.*

### SOLID WASTE MANAGEMENT

*Proposed development meets requirements for City streets and provides access for solid waste services. An existing dumpster is shown on the Site Plan and is adequate for servicing the NOUN Hotel and the expansion.*

### WATER/WASTEWATER AVAILABILITY

#### Water Availability

*Adequate capacity within the water system exists to serve the proposed development. Existing water service(s), if not to be reused, must be abandoned at the water main. If existing service(s) is to be reused, it must have materials identified.*

#### Wastewater Availability

*Adequate capacity within the wastewater system exists to serve the proposed development. Existing sewer service(s), if not to be reused, must be abandoned at the sewer main.*

### **DISCUSSION:**

Overall, the proposed development largely aligns with the AIM Norman Land Use and Character Area objectives. This proposal will provide additional commercial activity to this area of Norman.

The CCPUD Narrative proposes amendments to allow for the expansion of the NOUN Hotel. The proposed addition will have ballroom/meeting event space, office space, and 48 additional guest rooms. The proposed expansion of the existing NOUN Hotel will continue the design elements and alignment of the NOUN Hotel structure to the new addition.

The Ordinance will apply to the area shown on the attached document, "CCPUD/Radius Map Subject Tract". The areas shown on the CCPUD Site Plan located outside the Subject Tract are not controlled by this Ordinance, O-2526-31.

**CONCLUSION:** Staff forwards this request to amend the existing CCPUD as O-2526-31 to the Planning Commission for consideration and recommendation to City Council.