



# MEMORANDUM

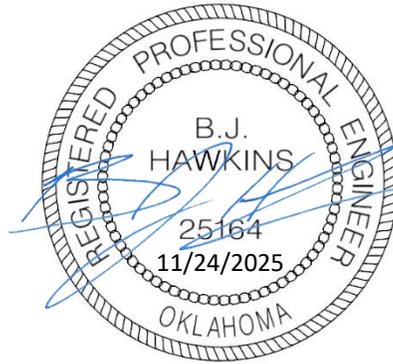
November 24, 2025

**TO:** Scott Lambert  
NOUN Hotel

**FROM:** B.J. Hawkins, P.E., PTOE

**SUBJECT:** NOUN Hotel Expansion

**LOCATION:** University Boulevard and White Street  
Norman, Oklahoma



## INTRODUCTION

Traffic Engineering Consultants, Inc. (TEC) was retained to conduct a traffic impact review on a proposed hotel expansion which is to be located west of University Boulevard opposite White Street in Norman, Oklahoma as shown in **Figure 1** in **Attachment A**. The site of the expansion is the residential lot directly north of the existing hotel. The existing hotel currently has 92 rooms, and the proposed addition would add an additional 57 rooms as shown in **Figure 2** in **Attachment A**. Access to the development is proposed via the existing three driveways (two full-access driveways and one exit-only driveway) on University Boulevard and one existing full-access driveway on Toberman Drive.

University Boulevard is a two-lane north/south collector – urban with a posted speed limit of 25 miles per hour (mph) and an approximate annual average daily traffic volume of 2,500 vehicles per day (vpd) in the vicinity. University Boulevard features dedicated bicycle lanes on both sides of the street.

## SITE GENERATED TRIPS

To determine the effects a new development will have on an existing street system, new or additional trips must be projected. The latest edition of the *Trip Generation Manual*, published by the Institute of Transportation Engineers, was used to determine the number of trips the development is expected to generate. The report is a nationally accepted reference which provides trip rates for determining the trips expected to be generated by different land use types.

Available information was utilized regarding the anticipated land use to determine the additional site generated trips the hotel expansion would be expected to generate. The *Hotel* land use category was utilized to determine the trip generation of the hotel expansion. The resulting trips projected to be generated by the expansion once completed and operational are indicated in **Table 1**.

**TABLE 1**  
Projected Site Generated Trips

Building Type (Land Use)	ITE Land Use Code	Approximate Gross Floor Area or Other	Average Weekday Vehicle Trips			Average AM Peak Hour Directional Distribution		Average AM Peak Hour Directional Trips (vph)		Average PM Peak Hour Directional Distribution		Average PM Peak Hour Directional Trips (vph)	
			Per Day	Per Peak Hour of Adjacent Street Traffic									
				(vpd)	One Hour Between 7am & 9am	One Hour Between 4pm & 6pm							
					(vph)	(vph)	IN	OUT	IN	OUT	IN	OUT	IN
Trip Rate*		(Rooms)	5.84	0.34	0.47								
Hotel	310	57	333	19	27	52%	48%	10	9	51%	49%	14	13

\* Trip Rates from "TRIP GENERATION MANUAL", 12th Ed., Institute of Transportation Engineers.

The hotel expansion would be expected to generate an additional 333 vehicle trips per day, 19 trips occurring during the a.m. peak hour, and 27 trips occurring during the p.m. peak hour than the existing hotel development.

**SUMMARY**

The traffic generated by the proposed hotel expansion would have minimal effects on the surrounding intersections and roadways and no traffic related issues are anticipated.

Should you have any questions or require additional information regarding these findings, please let me know.

# **ATTACHMENT A**

## **FIGURES**

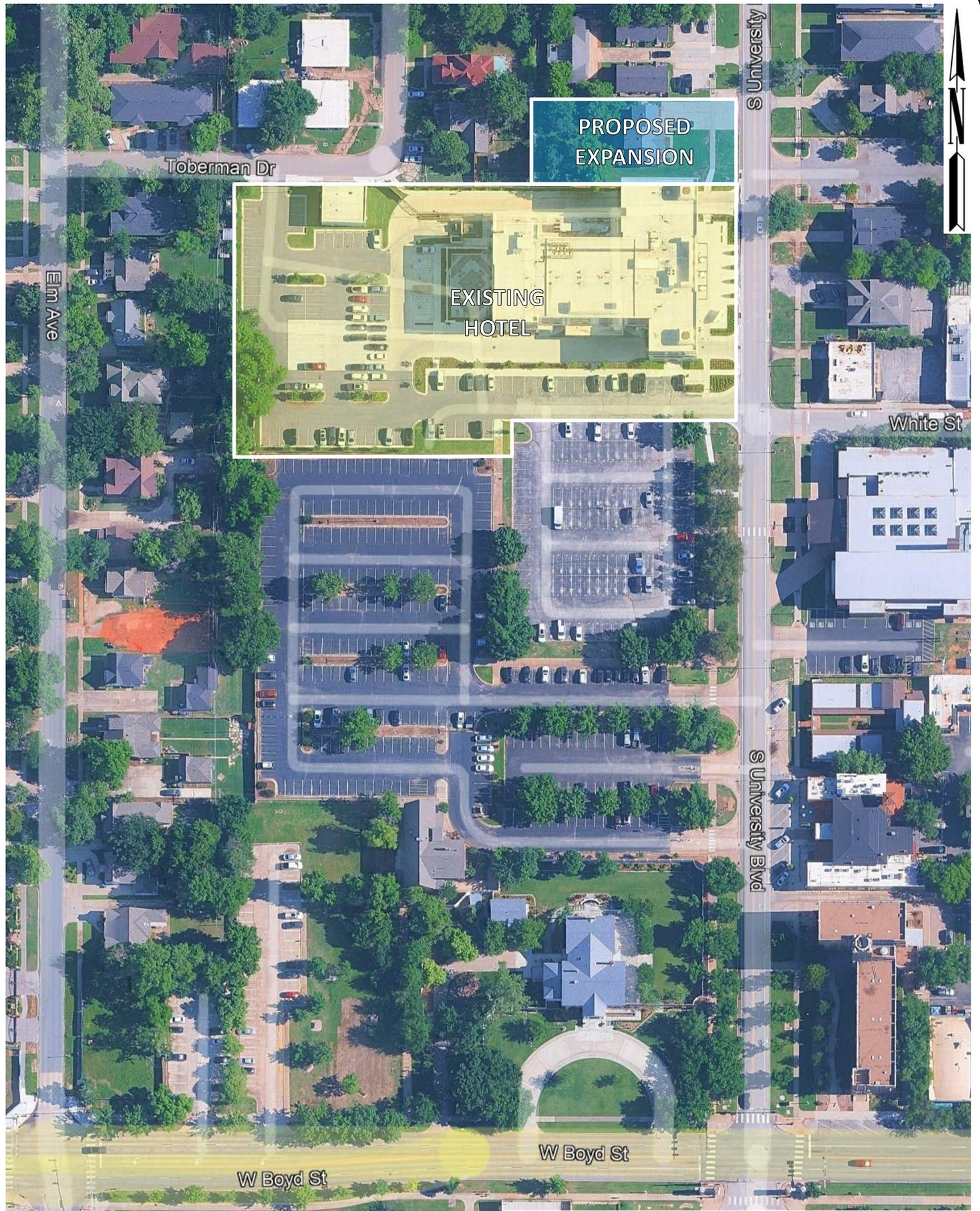


FIGURE 1. Site Location Map  
University Blvd and White St  
Norman, Oklahoma



