

# THE VERVE NORMAN

**A PLANNED UNIT DEVELOPMENT  
NORMAN, OKLAHOMA**

**APPLICANT:**  
*SUBTEXT ACQUISITIONS, LLC*

**APPLICATION FOR:**  
  
PLANNED UNIT DEVELOPMENT  
PRELIMINARY PLAT  
NORMAN 2025

Submitted October 3, 2022  
Revised December 22, 2022

**PREPARED BY:**  
  
RIEGER LAW GROUP PLLC  
136 Thompson Drive  
Norman, Oklahoma 73069

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## **I. INTRODUCTION**

Subtext Acquisitions, LLC (the “**Applicant**”) intends to rezone and plat the property that is more particularly described on **Exhibit A** (the “**Property**”) to a Planned Unit Development (“**PUD**”) in order to develop a multifamily residential community. The Applicant also seeks to amend the property’s NORMAN 2025 Designation in order to facilitate this development. The Property contains approximately 9.66 acres and a preliminary conceptual site plan of the proposed development has been attached hereto as **Exhibit B**.

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

### **A. Location**

The Property is generally located North of E. Constitution Street and West of Classen Blvd., as is more particularly shown on the attached exhibits.

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

The Property is made up of three (3) tracts. The tracts are currently zoned C-2, General Commercial and A-2, Rural Agricultural District and have NORMAN 2025 designations of Commercial and Floodplain. The Property contains an existing structure on the northernmost tract, the existing OU Motel on the middle tract, and the southernmost tract was cleared of structures many years ago.

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

The Property gradually slopes from the North down to the southern portion of the Property that contains floodplain.

### **D. Drainage**

The Applicant proposes stormwater and drainage management systems that will meet or exceed the City’s applicable ordinances and regulations. A drainage report has been provided by the Applicant to City Staff as part of the Preliminary Plat application.

### **E. Utility Services**

All necessary utilities for this project (including water, sewer, gas, telecommunications, and electric) are currently located within the necessary proximity to serve the Property, or they will be extended by the Applicant, 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 applicable City codes, ordinances, and/or regulations.

#### **G. Traffic Circulation and Access**

Access to the Property shall be permitted in the manner depicted on the attached Site Development Plan. The Applicant's proposal will reduce the numerous existing curb cuts on the Property down to two (2) curb cuts that will serve as the access points to the Property.

### **III. DEVELOPMENT PLAN AND DESIGN CONCEPT**

The Property shall be developed in compliance with the Site Development Plan, attached hereto as **Exhibit B**, subject to final design development and the changes allowed by Section 22.420(7) 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:**

The Property will be developed as a five (5) story multifamily residential complex. The current site plan is designed to accommodate 350 units, with a maximum of 650 beds. The Property will be developed with a combination of unit types ranging from one-bedroom units to six-bedroom units. The Property will also feature a leasing office, outdoor courtyard, and various amenities. A complete list of the allowable uses for the Property is attached as **Exhibit C**.

#### **B. Development Criteria:**

##### **1. Building Height**

The Property shall be allowed to reach a maximum height of five (5) stories excluding any subgrade elements as well as any necessary roof top mechanical units, equipment, screening, or parapet walls.

##### **2. Area Regulations**

Any building shall be setback a minimum of two hundred (200) feet from the cell tower located near the North property line.

The Front Yard setback shall be a minimum of five (5) feet.

All other building setbacks shall be a minimum of five (5) feet as shown on the Site Development Plan.

**3. Exterior Materials**

The exterior of the building may be constructed of brick, stone, synthetic stone, high impact quality stucco or EIFS, masonry, metal accents, and any combination thereof.

**4. Sanitation**

Trash dumpster will be located as depicted on the Site Plan or in locations as may be approved by City sanitation services.

**5. Signage**

The Property may feature two entrance ground and/or monument signs generally in the areas shown on the Site Development Plan. The entrance ground and/or monument signs identifying the building may be a maximum of 85 square feet per side.

In addition to the entrance signage, the Property may feature major exterior wall signage consisting of one identification sign on all four sides of the Building, a canopy sign advertising the leasing office, and an identification blade sign (collectively, the “**Major Exterior Signs**”). Preliminary designs and sizes of the Major Exterior Signs are attached as **Exhibit E**. The maximum size for each Major Exterior Sign may increase by no more than 10% in final design and development.

The Property shall also be allowed to contain various other secondary, directional, and wayfinding signage throughout the site (the “**Minor Signs**”). The Minor Signs may change as the development reaches completion. The enumerated Minor Signs shall not be used for advertisement purposes. A list of the Minor Signs is attached as **Exhibit F**. All signage discussed herein may be backlit or otherwise illuminated with LED or similar lighting. All other signs not specifically enumerated as Major Exterior Signs or Minor Signs within this PUD shall comply with the medium density residential sign standards of the City of Norman Sign Code as amended from time to time, including, but not limited to, grand opening and temporary signage as allowed pursuant to Section 18-504(b)(10) of the City of Norman’s Sign Code, as amended from time to time.

An existing off-premise advertising billboard sign is located in the southern portion of the Property. A portion of the support pole may be located in the Flood Plain. This billboard shall be allowed to remain in its current location. The billboard may be upgraded to a digital/electronic message center. The billboard may be repaired, updated, or replaced from time to time as long as the billboard remains in a substantially similar footprint on the Property. The maximum height and size of the billboard shall comply with the sign

standards of the City of Norman Sign Code applicable to off-premise signs in C-2 districts and as thereafter amended. The billboard shall only display a static message or messages with no effects of movement, blinking, animation, scrolling, flashing, or similar effects. If the billboard displays more than one (1) static message, each static message shall have a dwell time of no less than eight (8) seconds and a transition time between static messages of no more than one (1) second. The billboard shall not display an illuminative brightness exceeding three hundred (300) NITs between sunset and sunrise and shall not display an illuminative brightness exceeding five thousand (5,000) NITs between sunrise and sunset. The billboard shall not display any message that resembles or simulates any warning or danger signal, or any official traffic control device, sign, signal, or light, or any consecutive message which constitute a substantially similar theme or story.

**6. Traffic access and circulation**

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

**7. Open Space**

Open space shall be utilized on the Property in the locations and manners depicted on the Site Development Plan. Amenities such as, by way of example and not as a requirement or limitation, dog parks, sport courts, fitness stations, benches, frisbee golf, walking trails, and similar recreational amenities. Total impervious coverage of the Property shall not exceed 65%.

**8. Parking**

Parking for the Property may be developed in general compliance with the parking layout shown on the Site Development Plan, with a maximum of 535 spaces, subject to final design development changes that may be allowed by the City of Norman's PUD Ordinance. The Property may, but is not obligated to, feature multiple EV charging stations. Sidewalks will be installed along the Property's frontage of Classen Blvd., which runs from the Property's North property line down to the southern driveway on the Property.

**9. Exterior Lighting**

All exterior lighting shall comply with the applicable provisions of the City of Norman's Commercial Outdoor Lighting Standards, as the same may be amended from time to time.

## **10. Landscaping and Fencing**

There is a five (5') foot landscaped buffer along the front of the building as shown on the Open Space Exhibit. Landscaping shall be provided and maintained on the Property in locations generally depicted on the Open Space Exhibit.

The parking areas shall have at least five (5) square feet of interior landscaping for each parking space excluding those spaces abutting a perimeter property line and excluding all parking spaces which are directly served by an aisle. Landscaping and islands shall be reasonably dispersed throughout the interior of the parking lot. No parking space shall be located more than eighty-five (85) feet from a portion of landscaped open space. A minimum of twenty (20) trees of two-inch caliper or greater will be planted and maintained on the Property. Additional landscaping will be utilized on site, such as, by way of example, flowerbeds, bushes, or shrubbery, in locations and types to be finalized during final site development. Fencing shall run along the back edge of the Property blocking access to the railroad track, which runs parallel to the Property. The fencing shall consist of six (6) foot wood fencing converting into four (4) foot chain-link within the floodplain areas on the Property.

## **EXHIBIT A**

### **Legal Description of the Property**

A Part of the SE/4 of Section 5 T 8 N, R 2 W IM,  
Cleveland County, Oklahoma, Project No. 5571.5

Lot Five A (5A) and Lot Seven A (7A), Highway Heights Addition to the City of Norman, and a part of the Southeast Quarter (SE/4) of Section Five (5), Township Eight (8) North, Range Two (2) West of the Indian Meridian, Cleveland County, Oklahoma, being more particularly described by Curtis Lee Hale, LS 1084, on September 2, 2022, with metes and bounds as follows:

Commencing at the Southeast Corner of the SE/4 of said Section 5;

Thence North 00°41'16" West as the basis of bearing on the East line of said SE/4 a distance of 843.60 feet to the West Right-of-Way line of State Highway 77;

Thence North 27°45'38" West on said West Right-of-Way line a distance of 546.80 feet to the Point of Beginning:

Thence South 62°24'05" West a distance of 377.20 feet to the East Right-of-Way line of A.T. & S.F. Railroad;

Thence North 27°45'38" West on said East Railroad Right-of-Way, also being the West line of said Lots 5A and 7A a distance of 1142.27 feet to the Northwest corner of said Lot 5A; Thence North 62°24'05" East on the North line of said Lot 5A a distance of 377.75 feet to the Northeast corner of said Lot 5A, said point being on the West Right-of-Way line of Classen Boulevard;

Thence South 27°45'38" East on the said West Right-of-Way line of Classen Boulevard, also being the East line of Lots 5A and 7A a distance of 968.26 feet to the Southeast corner of said Lot 7A;

Thence South 24°23'25" East a distance of 9.36 feet;

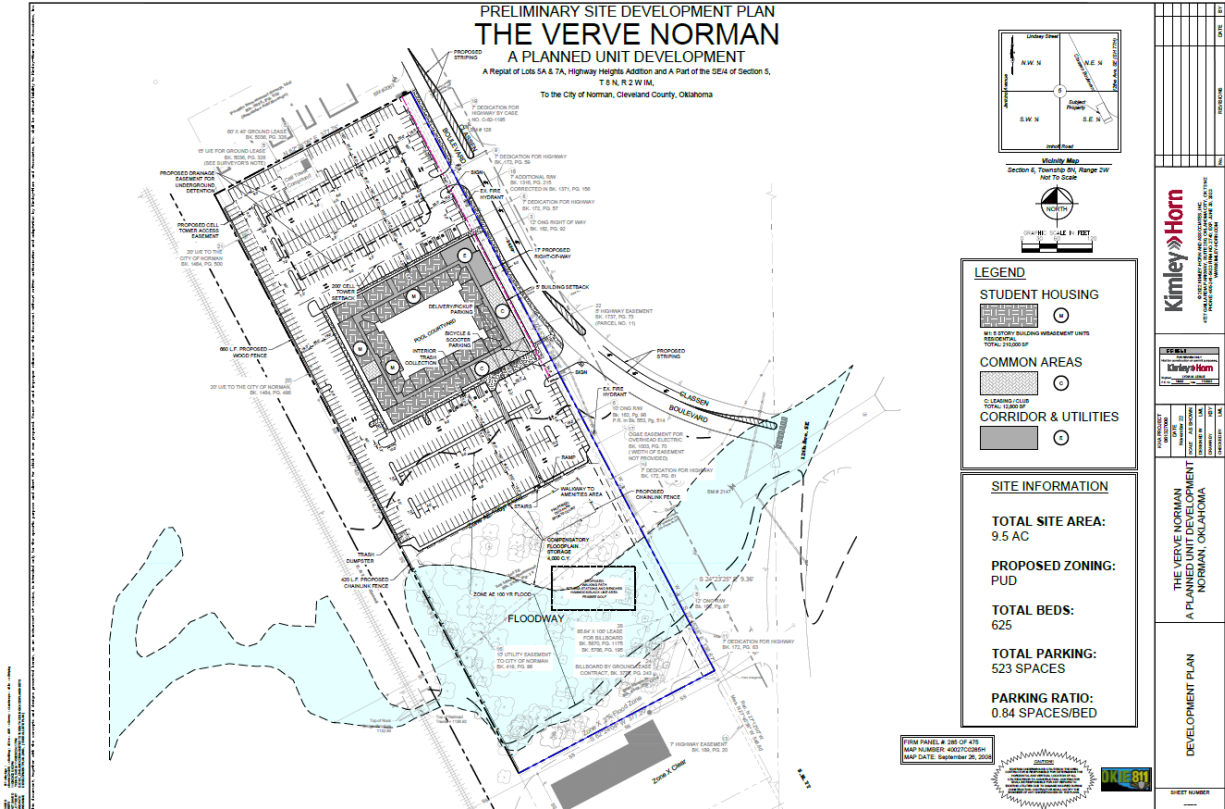
Thence South 27°45'38" East a distance of 136.67 feet to the Point of Beginning.

This description contains 420,839 square feet or 9.66 acres, more or less.

Subject to Easements and Rights-of-Way of record.



**EXHIBIT B**  
**Preliminary Site Development Plan**  
*Full Size Documents Submitted to City Staff*

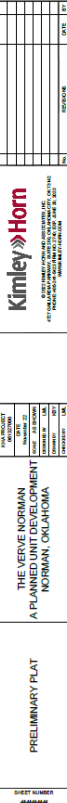


**EXHIBIT C**  
Allowable Uses

Allowable Uses:

- Apartment buildings.
- Accessory buildings
- Leasing offices, pool areas, dog parks, sports courts, walking trails, fitness stations, frisbee golf, outdoor grill areas, and similar recreational amenities for the residents of the development.

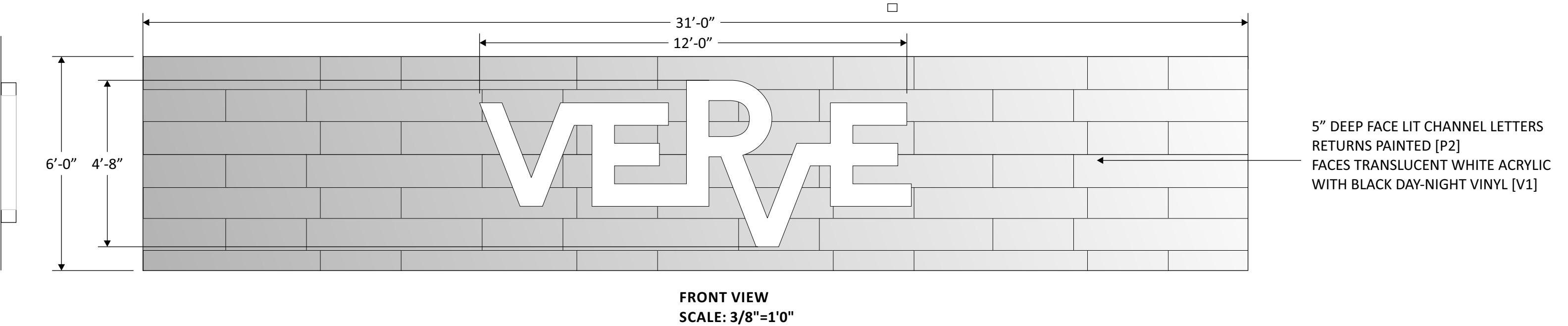
*Full Size Documents Submitted to City Staff*



**EXHIBIT E**  
Major Exterior Signs  
*Full Size Documents Submitted to City Staff*

*[To Be Attached]*

QTY. 1 SINGLE FACE



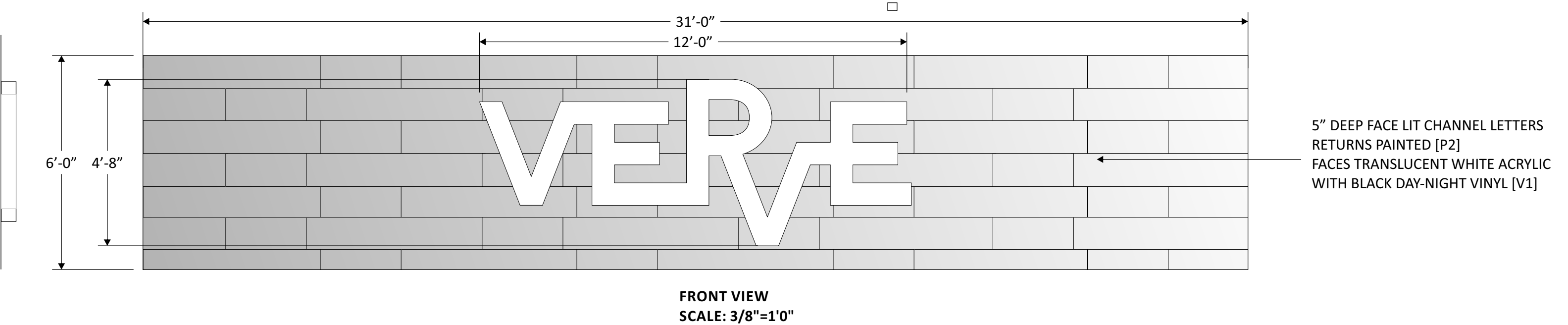
END VIEW  
SCALE: 3/8"=1'0"



☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISE & RESUBMIT ☐ REJECTED

PROJECT FILENAME: VERVE NORMAN 2222553

QTY. 1 SINGLE FACE



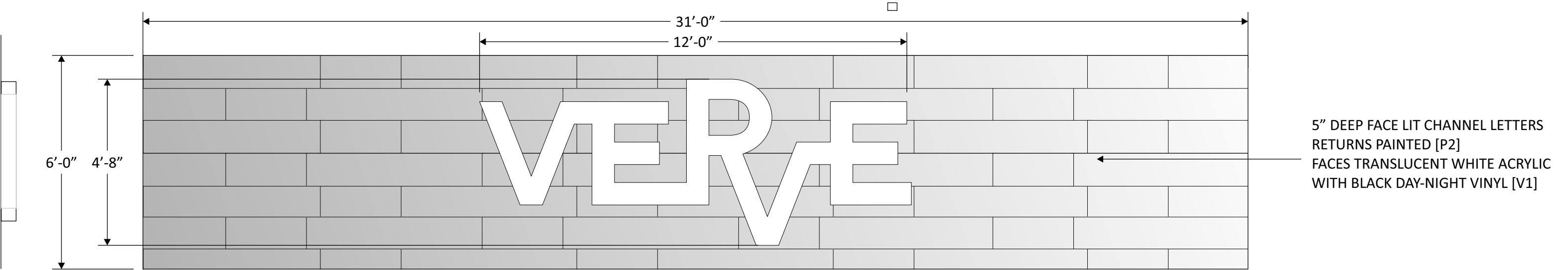
END VIEW  
SCALE: 3/8"=1'0"



☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISE & RESUBMIT ☐ REJECTED

PROJECT FILENAME: VERVE NORMAN 2222553

QTY. 1 SINGLE FACE



FRONT VIEW  
SCALE: 3/8"=1'0"

END VIEW  
SCALE: 3/8"=1'0"

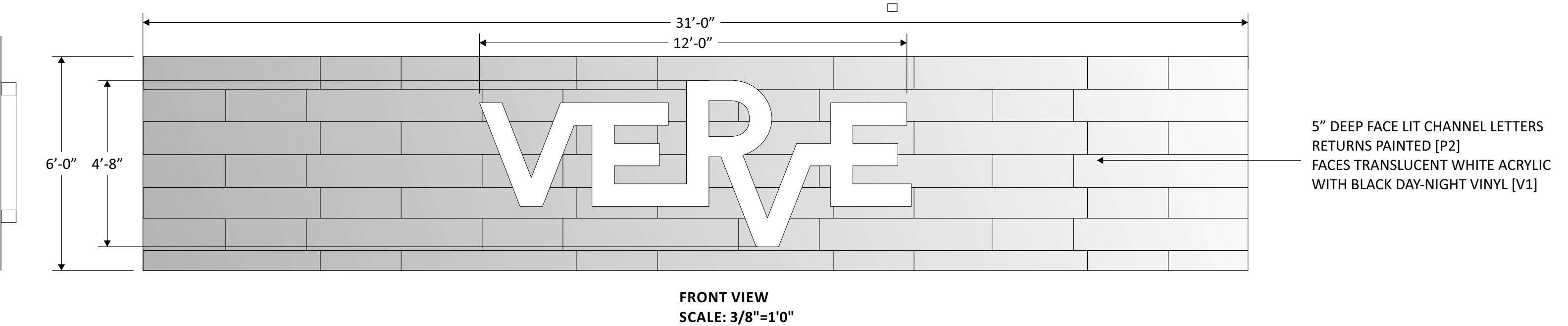
NIGHT SIMULATION

VERVE

☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISE & RESUBMIT ☐ REJECTED

PROJECT FILENAME: VERVE NORMAN 2222553

SIGN TYPE: WLLS.02 | WALL SIGN ( EAST ELEVATION )



END VIEW  
SCALE: 3/8"=1'0"



☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISE & RESUBMIT ☐ REJECTED

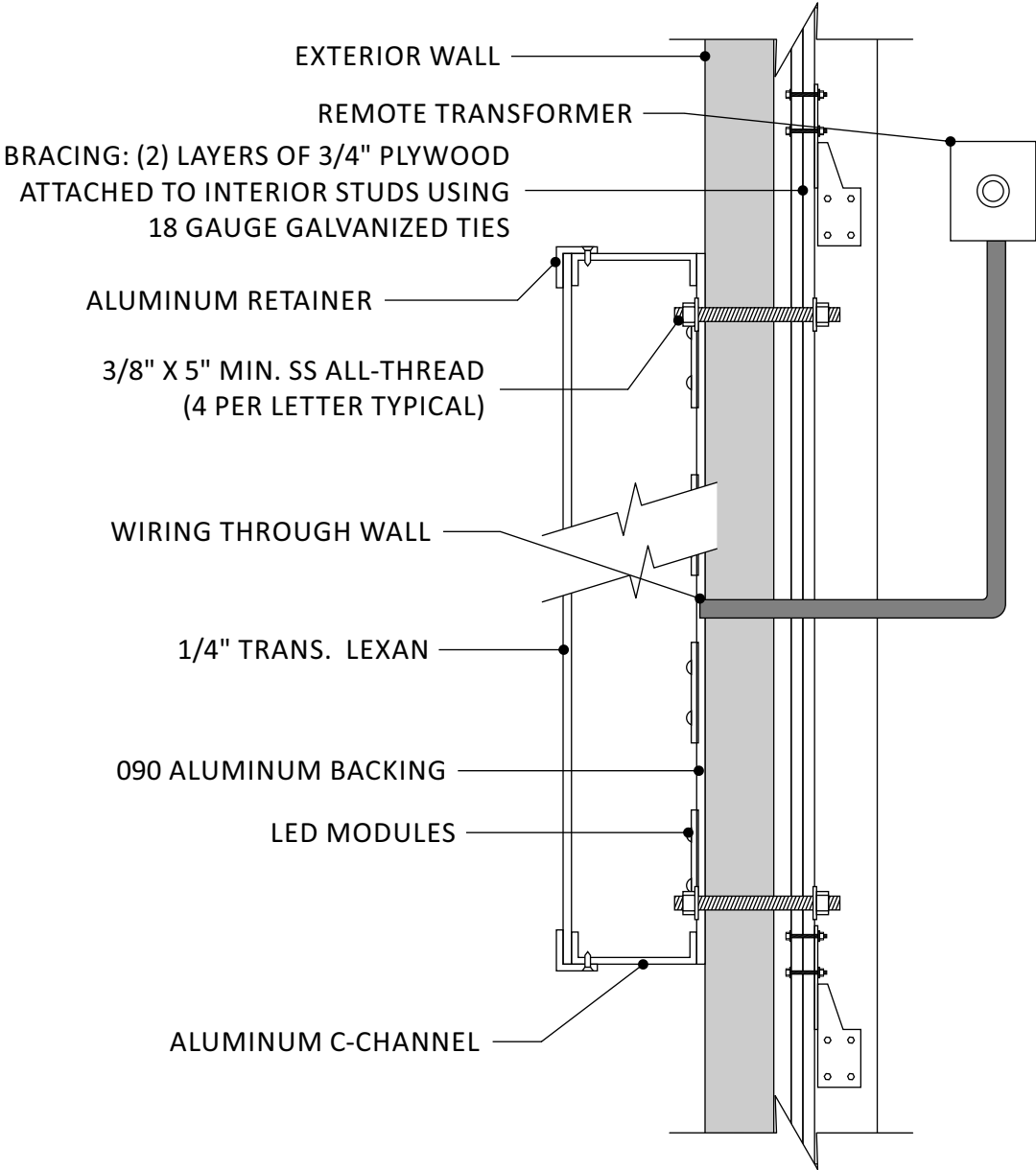
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SUBTEXT | VERVE NORMAN

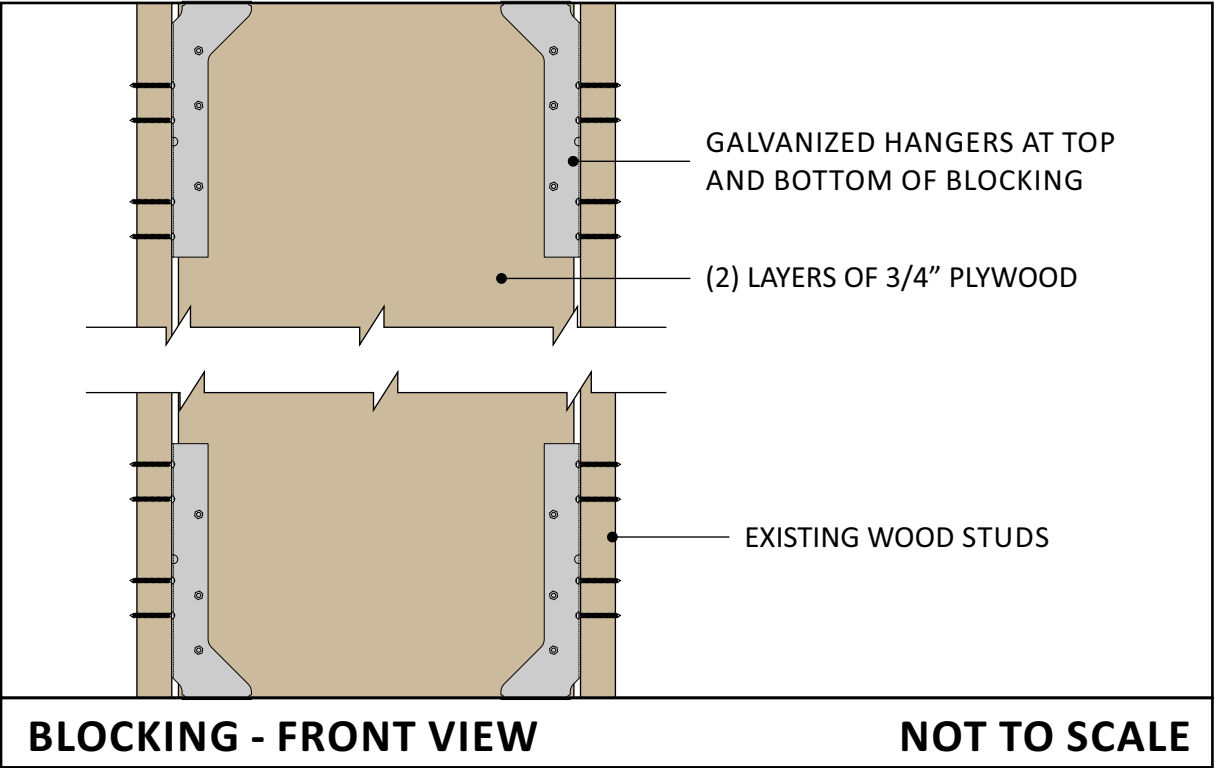
THESE SIGN DESIGNS ARE THE SOLE PROPERTY OF HARDMAN SIGNS AND MAY NOT BE USED FOR BIDDING PURPOSES. THE OWNERSHIP OF THESE DESIGNS WILL BE TRANSFERRED TO THE LISTED CLIENT IN THE EVENT THAT SIGNS ARE PURCHASED FROM HARDMAN SIGNS. IF THE ARTWORK IS USED WITHOUT CONSENT, YOU WILL BE INVOICED FOR THE DESIGN FEE (\$2,500.00 MINIMUM).



FACE LIT ALUMINUM CABINET  
(LEXAN FACE)  
W/ PLYWOOD BACKING



FACE LIT CABINET  
NOT TO SCALE

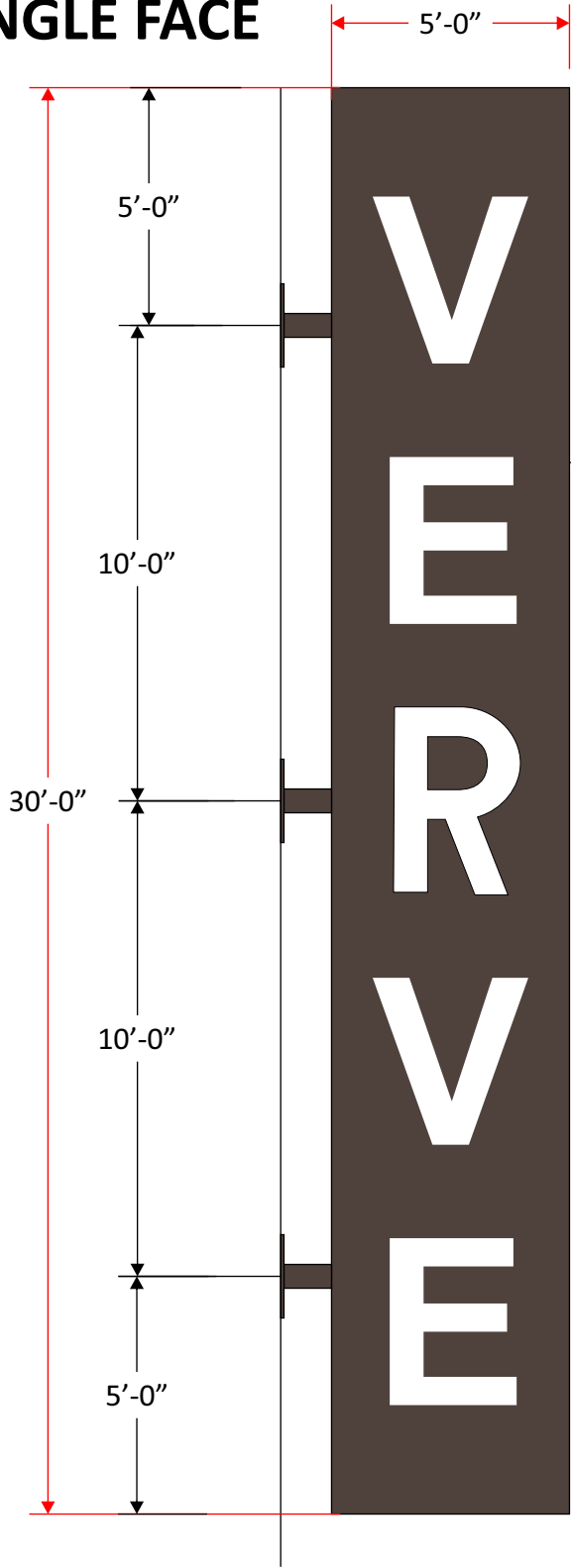


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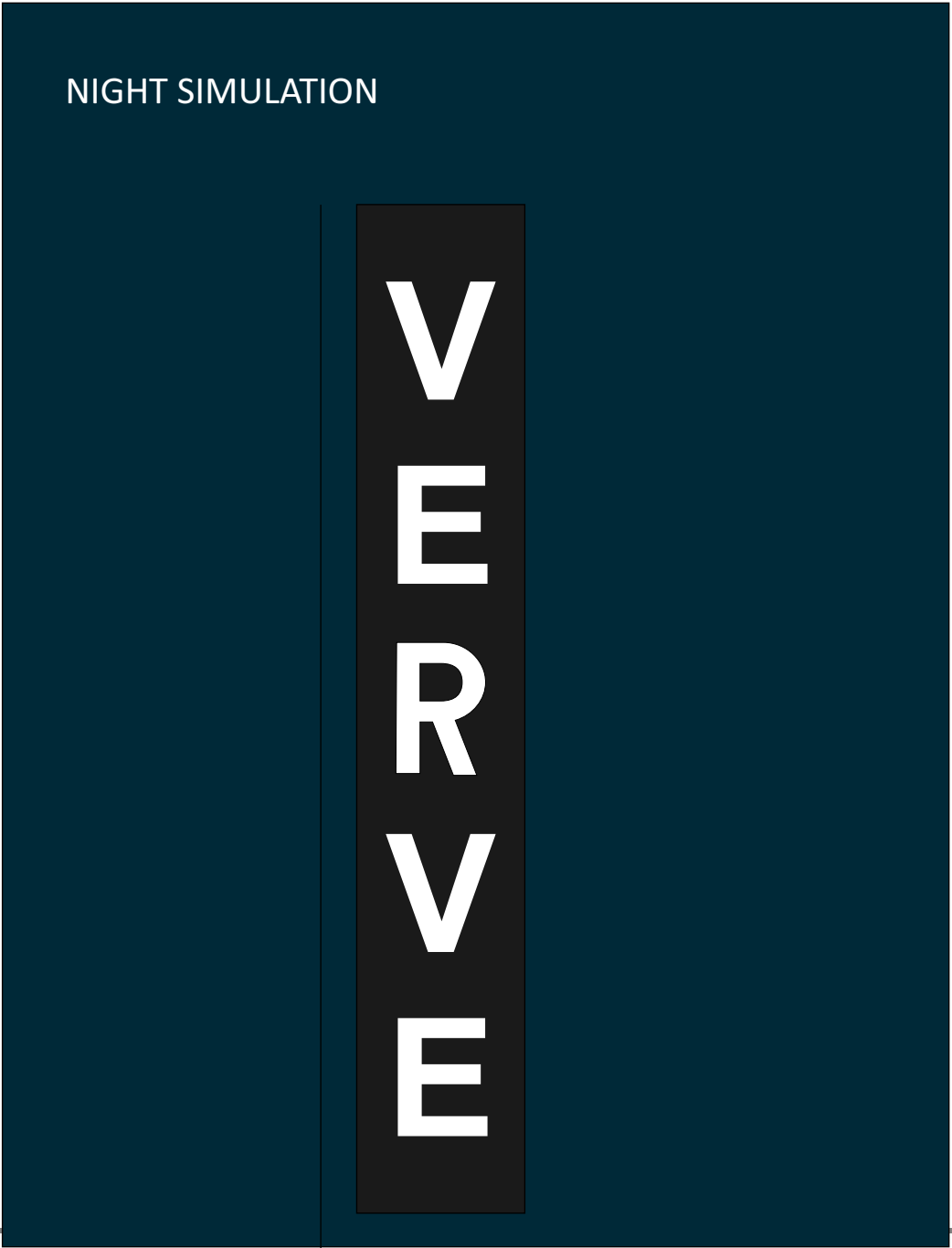
SIGNATURE: \_\_\_\_\_

PROJECT FILENAME: VERVE NORMAN 2222553

QTY. 1 SINGLE FACE



18" DEEP ALUMINUM BLADE SIGN  
PAINTED BROWN TO MATCH THE BUILDING  
TEXT: 3/4" PUSH THROUGH WHITE ACRYLIC



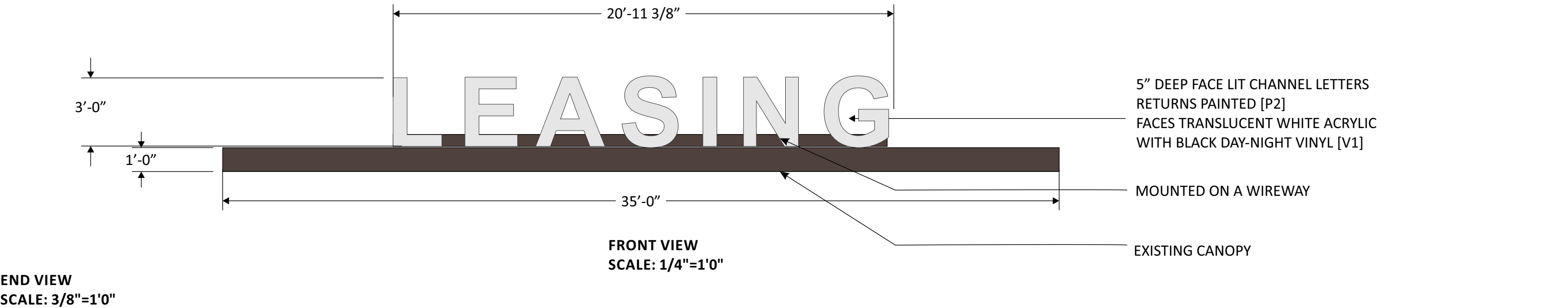
FRONT VIEW  
SCALE: 1/4"=1'0"

☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISE & RESUBMIT ☐ REJECTED

PROJECT FILENAME: VERVE NORMAN 2222553

QTY. 1 SINGLE FACE

ELEVATION ATTACHED



☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISE & RESUBMIT ☐ REJECTED

PROJECT FILENAME: VERVE NORMAN 2222553

**EXHIBIT F**  
List of Minor Signs

*Expected maximum sizes included, subject to final design and development. Actual signs may be less than the maximum sizes included herein, and some signs may not be featured on the Property at all.*

**Exterior secondary signage:**

- Building ID's with unit spread – 5' x 3"
- Address plaque – maximum of 10 square feet
- Standard handicap parking – 3' x 3' sign face - install on galvanized post or wall - bottom of sign to be at 5' height if on post
- Custom parking signage – 3' x 3'
  - Samples include, but are not limited to, Custom future resident & Custom Handicap Signage
- EV parking – 3' x 3' sign face - install on galvanized post or wall- bottom of sign to be at 5' height if on post
- Exterior room ID's – 2' x 2' and may feature raised text & braille
- Fire riser – 5" x 9", or greater if required by code – to be red & white
- Knox box - 5" x 9", or greater if required by code – to be red & white
- FACP- 8" x 12", or greater if required by code – to be red & white
- Fire Pump- 5" x 9", or greater if required by code – to be red & white
- FDC- 8" x 1' with 6" tall letters, or greater if required by code – to be red & white
- Bicycle parking – 3' x 3'
- Scooter parking- 3' x 3'
- Delivery/pick-up - 3' x 3'
- Leasing hours of operation – 3' x 3'
- Leasing directional(s)- maximum of 25 square feet per side
- Exterior amenities – 2' x 2' and may feature raised text & braille
- Exterior policies where needed- 5' x 5'
- Dog park hours - 5' x 5'
- Dog park policy - 5' x 5'
- Pool hours – 5' x 5'
- Pool regulatory signs, such as, but not limited to, no lifeguard, no diving, in case of emergency, required state, local, or federal language, max user load, and similar signage – 5' x 5', or greater if required by code
- Pool policy – 5' x 5'
- Pool water fountain location – 2' x 2'
- Pool 911 emergency phone – 2' x 2'
- Spa policy – 5' x 5'
- Emergency gas shut off - 6" x 12", or greater if required by code, sign is red & white
- Grill policy/grill instructions- 3' x 3'
- Fire pit policy/instructions – 3' x 3'

**EXHIBIT G**

Open Space Exhibit

*Full Size Documents Submitted to City Staff*

*[To Be Attached]*



