

University North Park
Tax Increment Finance District (TIF #2)
Citizen's Oversight Committee

Discussion of Proposed
Rock Creek Entertainment
Tax Increment Finance Districts (TIF #4 and TIF #5)
June 18, 2024

CIRCA 2006-2017 UNTIL NOW: THE "SOUTH HALF"



**Subject
Tract**

Existing Zoning

Map produced by City of Norman GIS Division

2023 Aerial Photography

Map produced by City of Norman GIS Division

PHASE, UNIT, AND AREA CALCULATION SUMMARY (CONTINUED) AREA 1 AND 2

NUMBER OF RESIDENTIAL UNITS AND MULTI-FAMILY UNITS PER THE PLAN
 1. MULTI-FAMILY UNIT = 37 UNITS PER PHASE
 2. MULTI-FAMILY UNIT = 78 UNITS PER PHASE
 3. TOTAL RESIDENTIAL UNITS PER PHASE
 SINGLE FAMILY HOMES (2 UNITS) + 2,000 SQUARE FEET PER UNIT + 1,000 SQUARE FEET PER UNIT
 277 UNITS + 2,000 SQUARE FEET PER UNIT + 1,000 SQUARE FEET PER UNIT = 4,777 SQUARE FEET
 MULTI-FAMILY HOMES (2 UNITS) + 2,177 SQUARE FEET PER UNIT + 1,000 SQUARE FEET PER UNIT
 178 UNITS + 2,177 SQUARE FEET PER UNIT + 1,000 SQUARE FEET PER UNIT = 4,385 SQUARE FEET
 TOTAL PHASE ONE UNIT AND AREA SUMMARY: 2 x 1,000 SQUARE FEET + 2,177 SQUARE FEET = 4,377 SQUARE FEET
 TOTAL RESIDENTIAL PHASE ONE UNIT AND AREA SUMMARY: 475 UNITS + 9,162 SQUARE FEET = 9,162 SQUARE FEET

RESIDENTIAL UNIT TYPE SUMMARY

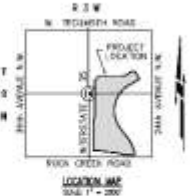
RESIDENTIAL UNIT TYPE
 DEVELOPMENT AREA 1 16,400
 DEVELOPMENT AREA 2 18,400
 DEVELOPMENT AREA 3 14,500
 TOTAL DEVELOPMENT AREA 49,300

**GREENSPACE EXHIBIT
 UNIVERSITY NORTH PARK
 ENTERTAINMENT DISTRICT
 A PLANNED UNIT DEVELOPMENT
 A PART OF THE E./Z. SEC. 14, T9N, R3W, L1N,
 NORMAN, CLEVELAND COUNTY, OKLAHOMA**



LEGEND

- | | | | |
|--|----------------------------|--|--|
| | CONCRETE DRIVEWAY | | PAVED DRIVE |
| | PAVED DRIVEWAY TREATMENT | | OPEN SPACE / LAWN |
| | ASPHALT DRIVEWAY / PARKING | | RECREATIONAL USE PER FCZ |
| | CONCRETE DRIVEWAY | | GREEN SPACE / LAWN |
| | CONCRETE DRIVEWAY | | TREES TO BE PLANTED / EXISTING TREES TO REMAIN |



**PRELIMINARY
 NOT FOR
 CONSTRUCTION**

**UNIVERSITY NORTH PARK
 ENTERTAINMENT DISTRICT
 INTERSTATE 35 & ROCK CREEK ROAD
 NORMAN, OKLAHOMA**

**SMC
 SMC CONSULTANTS, INC.
 1000 N. UNIVERSITY BLVD., SUITE 200
 OKLAHOMA CITY, OK 73102
 TEL: 405.541.1234
 FAX: 405.541.1235
 WWW.SMCOKLAHOMA.COM**

**GREENSPACE
 EXHIBIT
 SHEET
 GS-01**

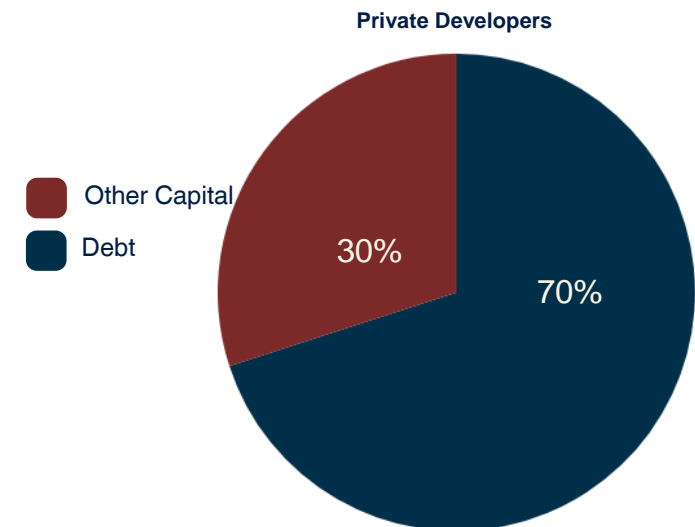
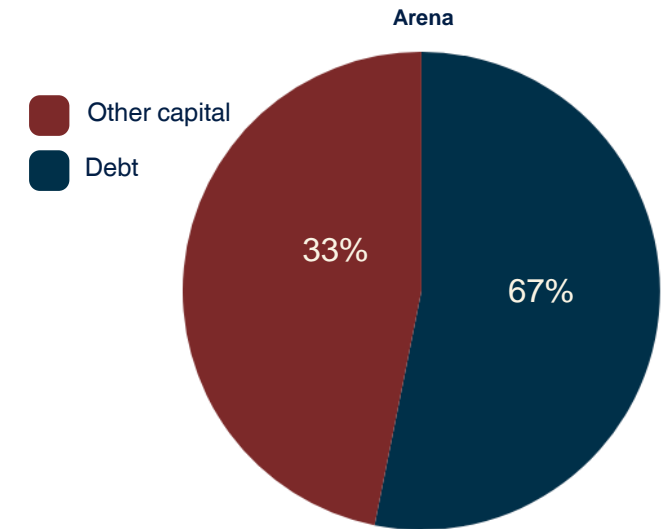


The Numbers

1 Public Funding Request of \$230 Million

Here are the numbers rounded within 3% for description purposes:

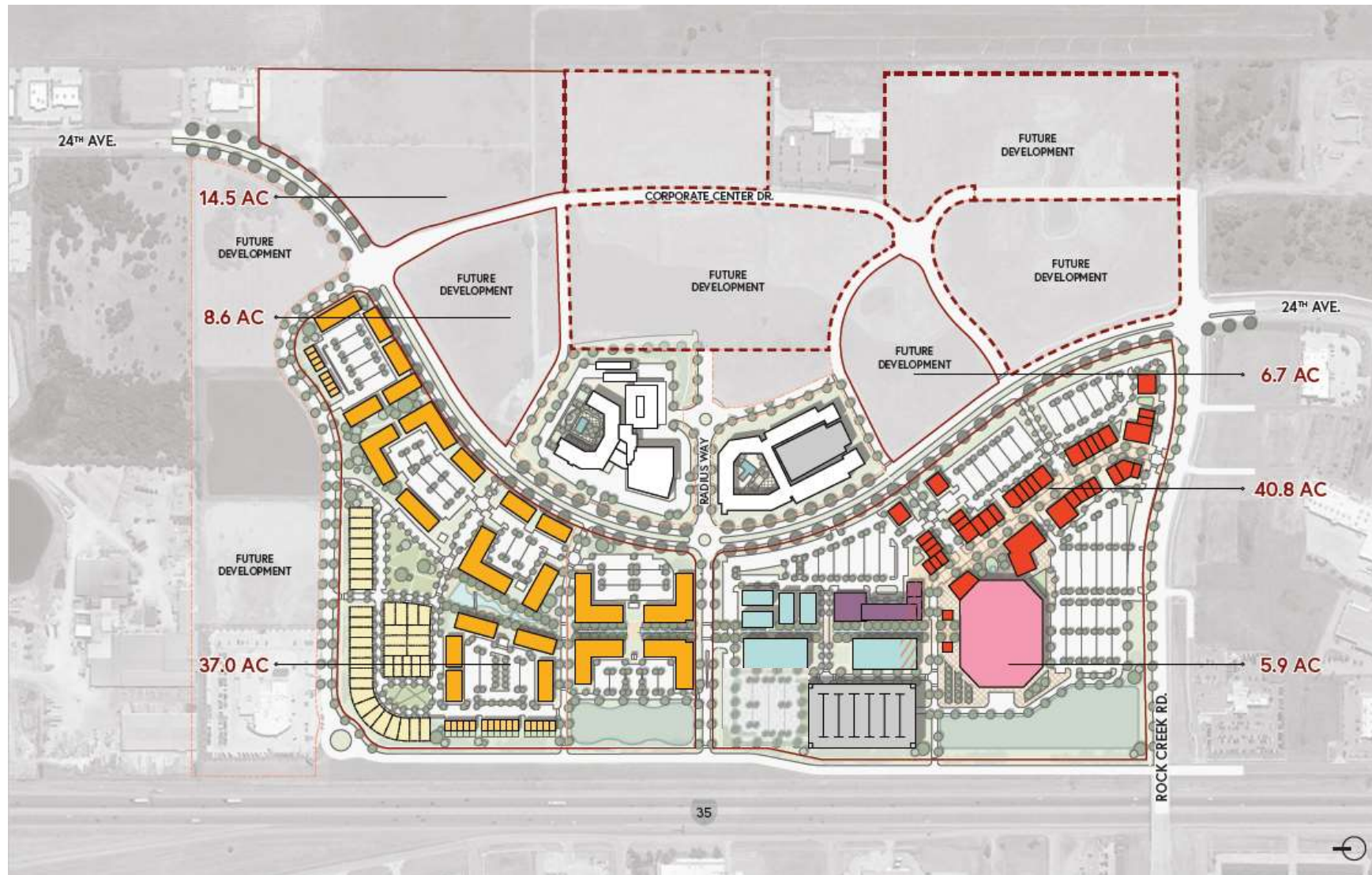
- \$300 million arena and parking garage + \$30 million infrastructure cost (roads, utilities, etc.)
 - o \$100 million other capital from OU/Developers
 - o **\$230 million from TIF Financing**
 - o \$800 million private capital by Developers (retail, medium/high density residential, office, hotel, etc.)
 - \$240 million capital from Developers
 - \$560 million debt guaranteed by Developers
- Ad Valorem – Cleveland County, and other taxing bodies (67%)
- Sales Tax – Norman City (33%)
- o Non-Dedicated TIF REVENUES ONLY FOR REPAYMENT
- o DEDICATED SALES TAX (public safety, etc.) WILL BE PAID to Norman City throughout life of TIF (\$56 million)



Developer

- Danny Lovell, *CEO of Rainier Companies*, a vertically integrated real estate investor and operator.
- David Neher, *President of Rainier Development Company*, and leading expert in retail-driven, mixed-use.
- Lincoln Property Company, among the largest diversified real estate firms in the nation and perennial leader in office and multifamily development.
- Arcadis (Callison RTKL), a leading mixed-use planner and top 5 Architect in the US.
- Legends, global experience company specializing in solutions for sports and entertainment.
- Gensler, industry leading architecture design and planning firm specializing in sports facilities.

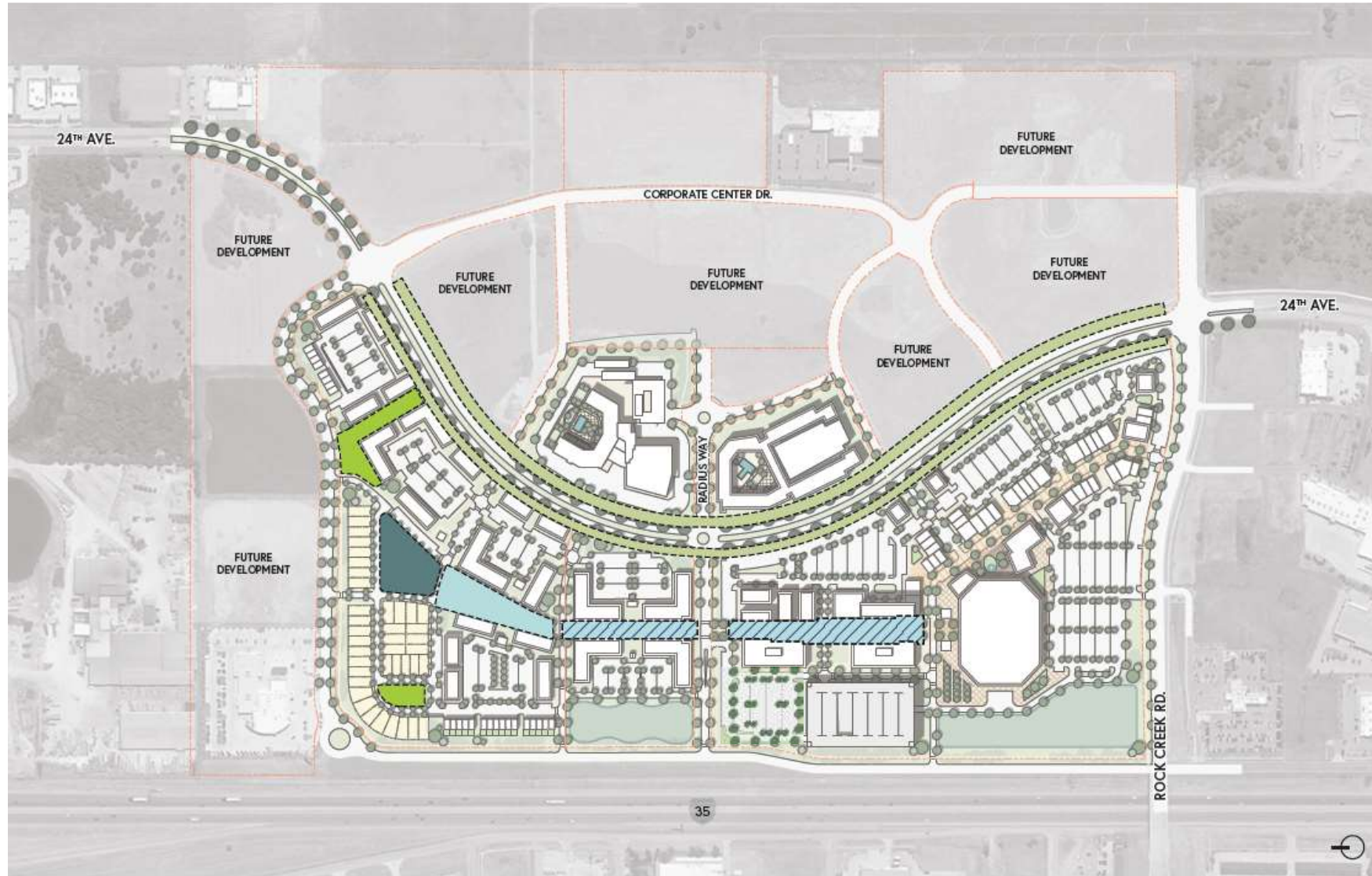
Masterplan






Use

- 
RETAIL / F&B
 140,000 SF
- 
PERFORMANCE VENUE
 8K Capacity
- 
OFFICE
 180,000 SF
- 
HOTEL
 150 Rooms
- 
MULTI-FAMILY
 758 Units
 24 Townhomes
- 
URBAN RESIDENTIAL
 37 Units
- 
 3rd Party Controlled Land

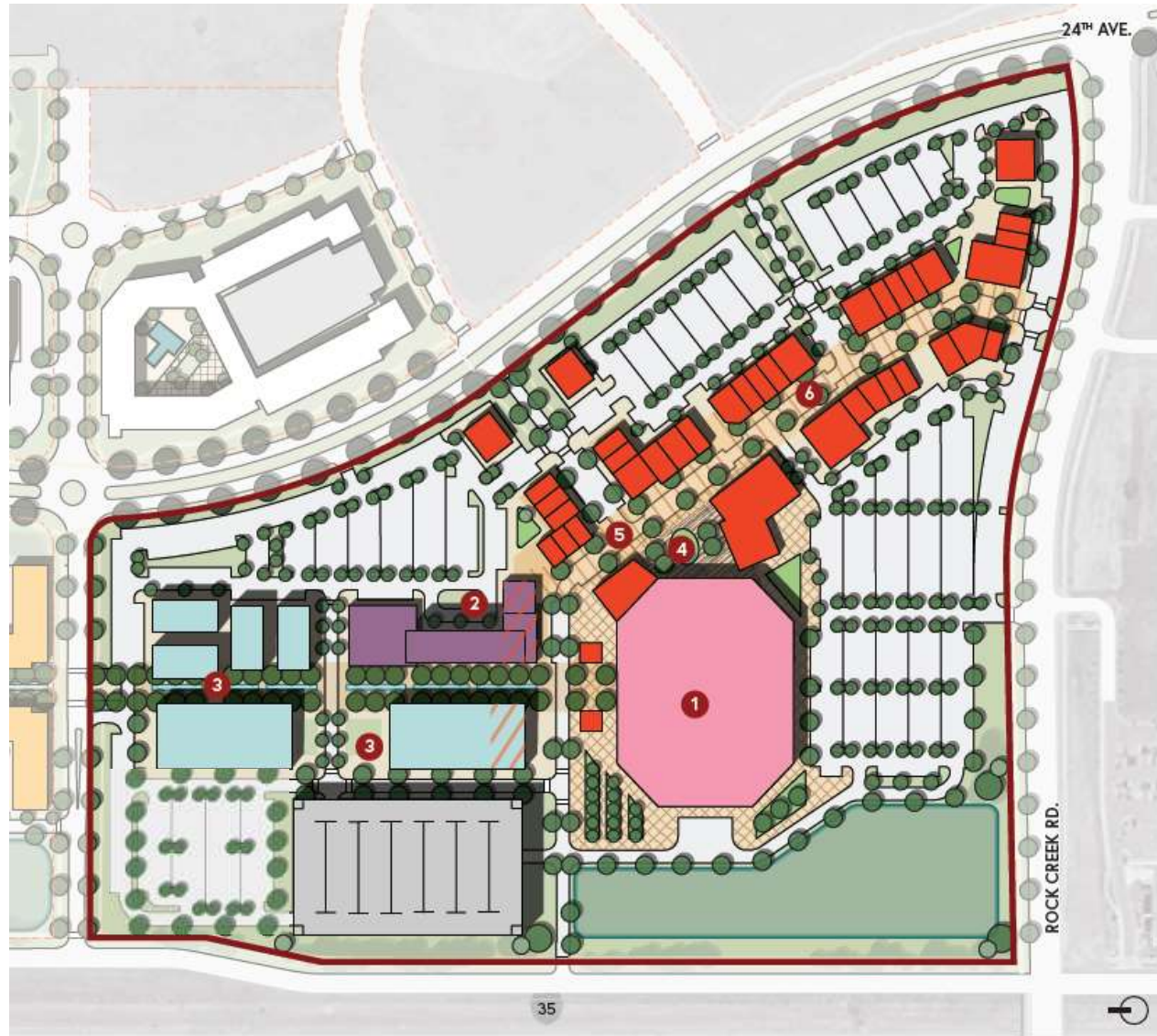
Masterplan



Landscape

-  **POCKET PARKS**
+/- 54,000 SF (1.2 AC)
-  **STREET BUFFER**
+/- 290,000 SF (6.7 AC)
- LINEAR PARK**
 -  **SOFTSCAPE**
+/- 55,500 SF (1.3 AC)
 -  **SOFTSCAPE/HARDSCAPE HYBRID**
+/- 105,000 SF (2.4 AC)
-  **RESIDENTIAL AMENITY**
+/- 37,400 SF (0.9 AC)

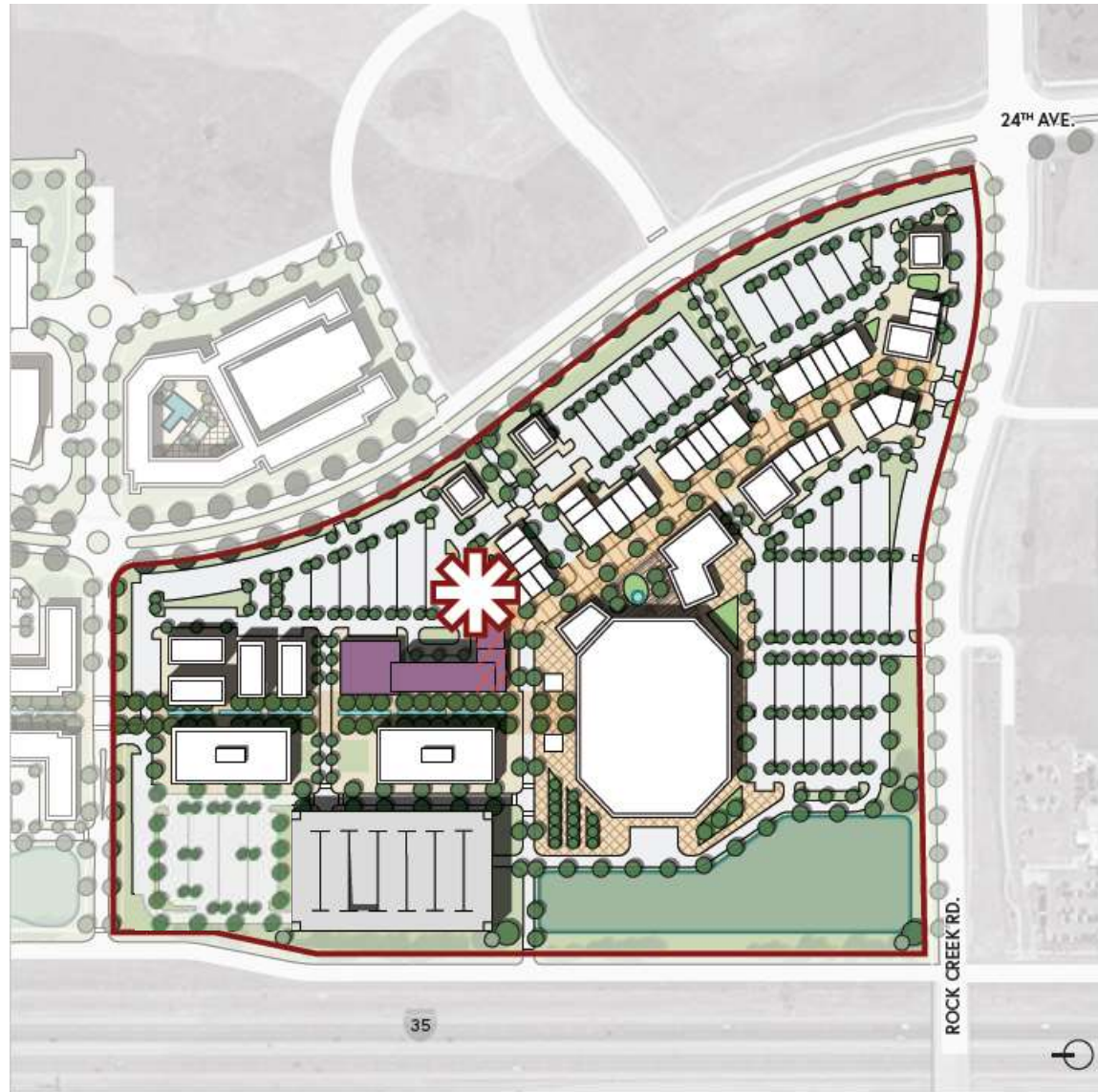
Mixed-Use Entertainment



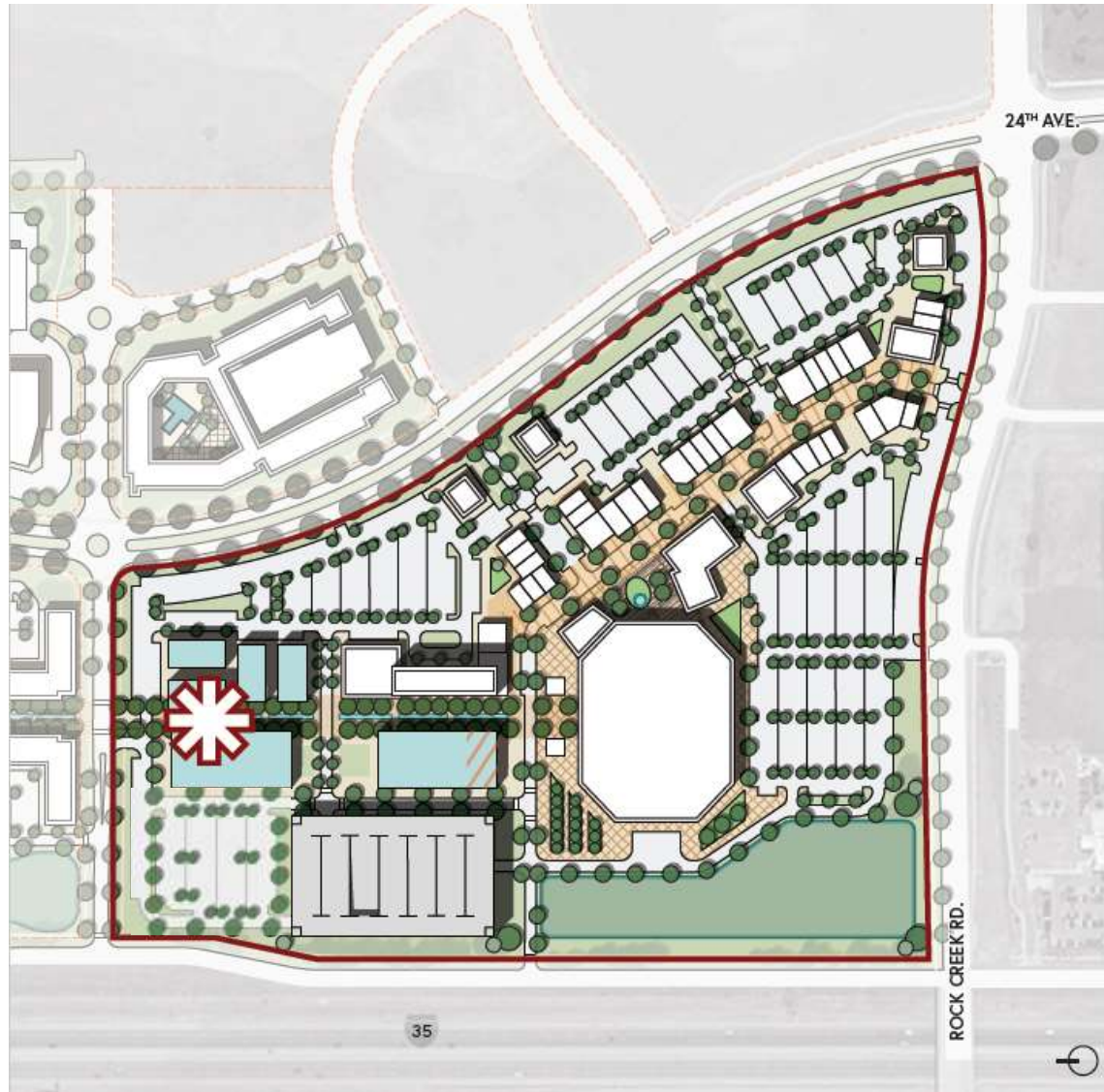
- 1 MULTI-PURPOSE PERFORMANCE VENUE
- 2 HOTEL
- 3 TECH / OFFICE
- 4 EVENTS PLAZA
- 5 FESTIVAL STREET
- 6 MAIN STREET RETAIL

Mixed-Use Entertainment

Hotel



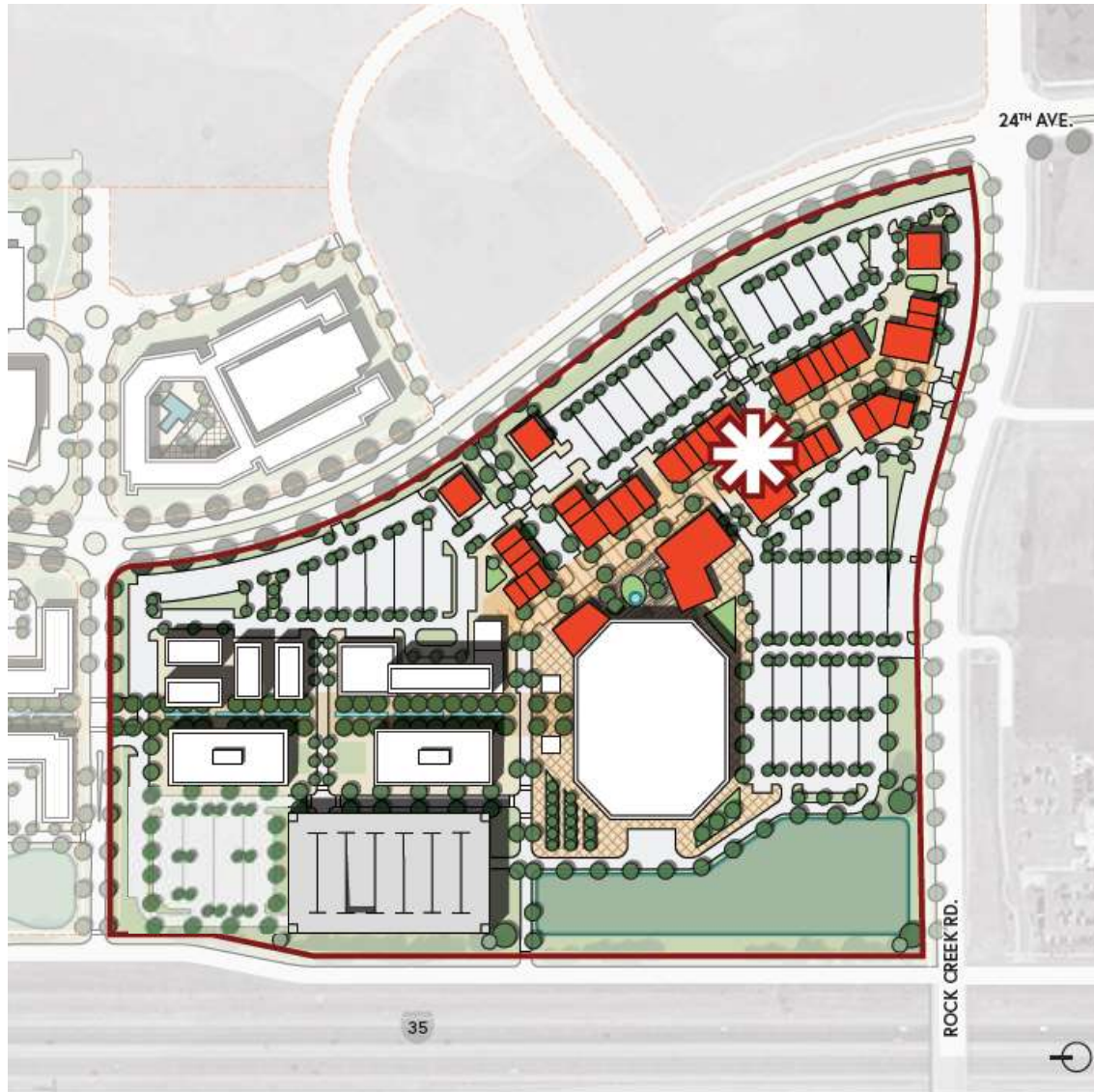
Mixed-Use Entertainment



Office



Mixed-Use Entertainment






Festival Street Retail



Residential



-  **MULTI-FAMILY**
758 Units
-  24 Townhomes
-  **URBAN RESIDENTIAL**
37 Units

Mixed-Use Entertainment



Mixed-Use Entertainment



Mixed-Use Entertainment



Public Art Concept

Overview:

The objective is to ideate and conceptualize a significant, engaging sculpture at the entrance of the University North Park Entertainment District. This project, seeking collaboration with Norman Arts Council, aims to honor the historical contributions of the Naval Airbase while celebrating the local community. This sculpture honors the WAVES program, which trained female World War II volunteers, including the Naval Air Technical Training Center in Norman, Oklahoma, crucial to aviation training from 1942 until 1959.

Location:



Proposed Concept Imagery:



Concept A Imagery for "WAVE"



Concept B Imagery for "Perpetual Propeller" in collaboration with 25-100 local artists



Concept C Imagery by Artist Vincent Leroy

Objective:

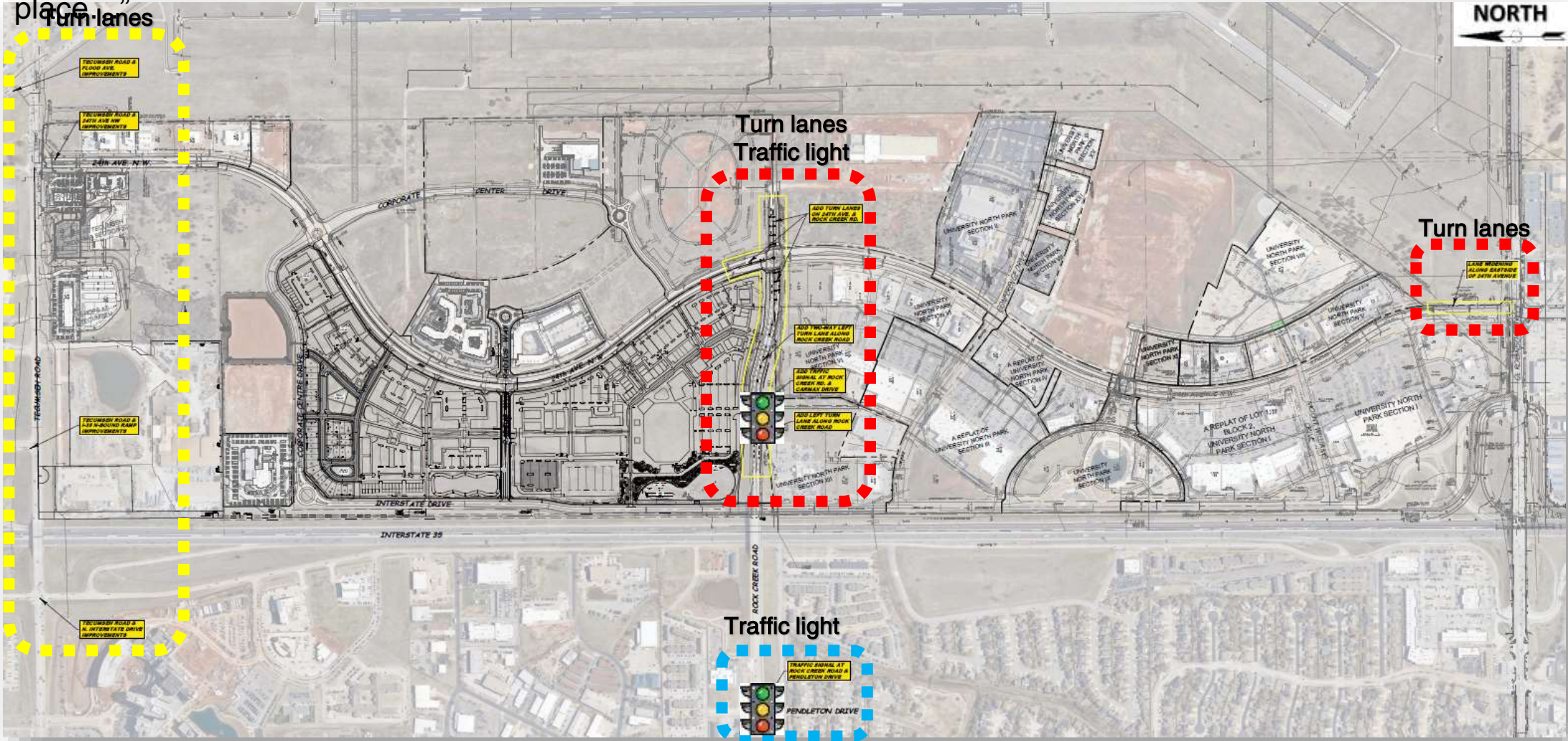
- ✓ Historical Landmark
- ✓ Local Artist Involvement
- ✓ Memoriam to Naval Air Base
- ✓ Connection to University of Oklahoma

Storm Water Engineering, L.I.D., B.M.P

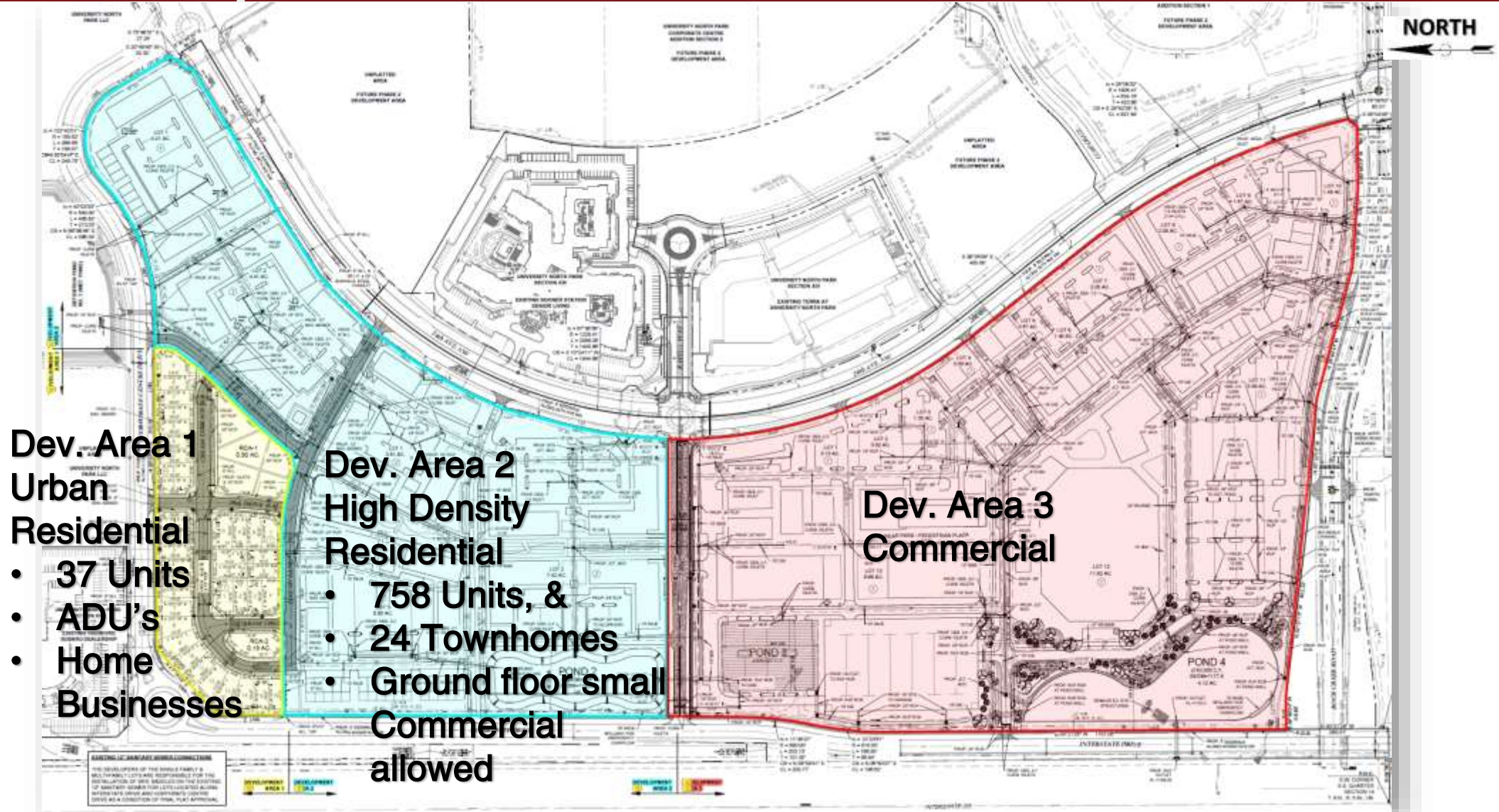


Traffic Engineering

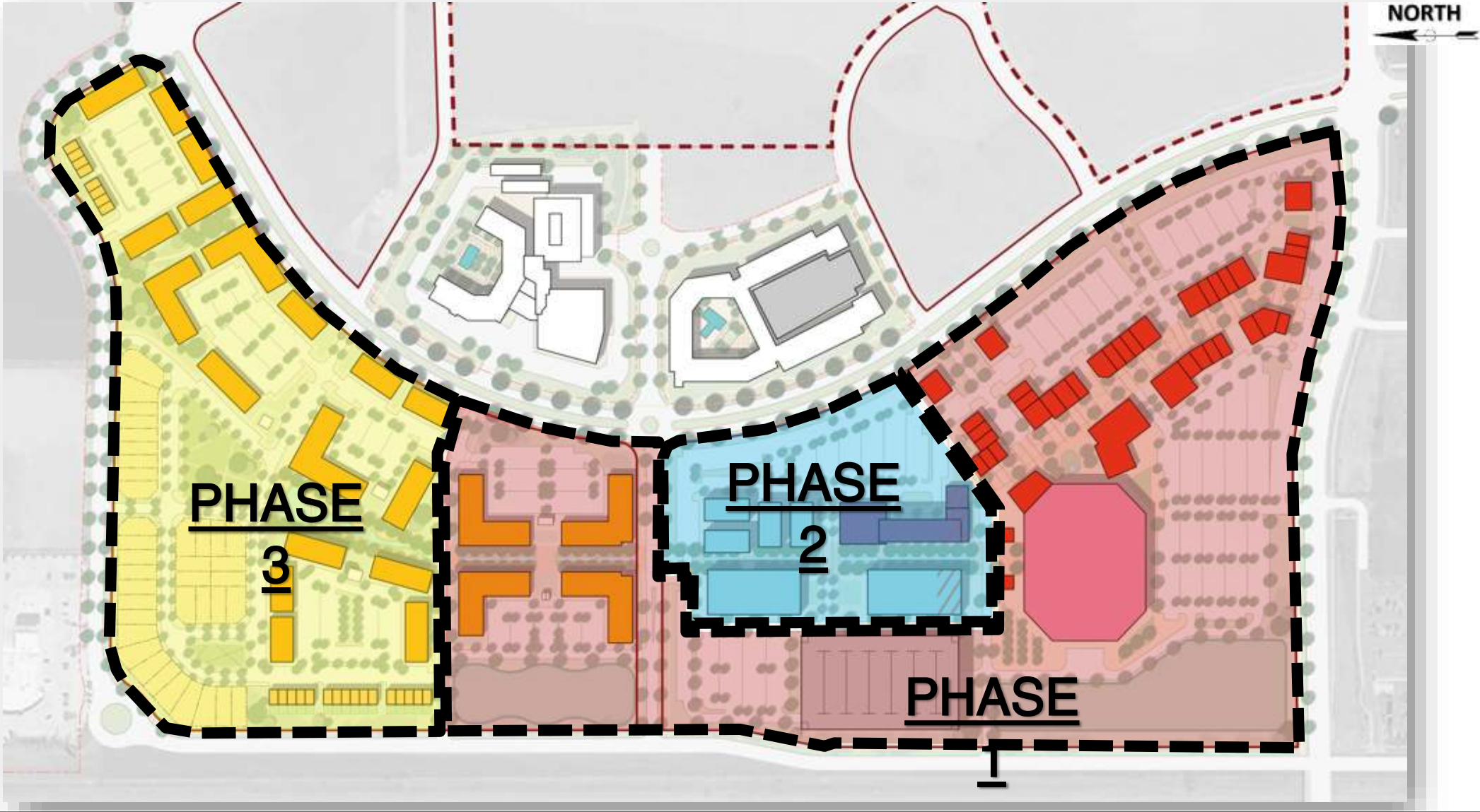
STAFF: "No traffic operational issues are anticipated due to development assuming improvements are in place."



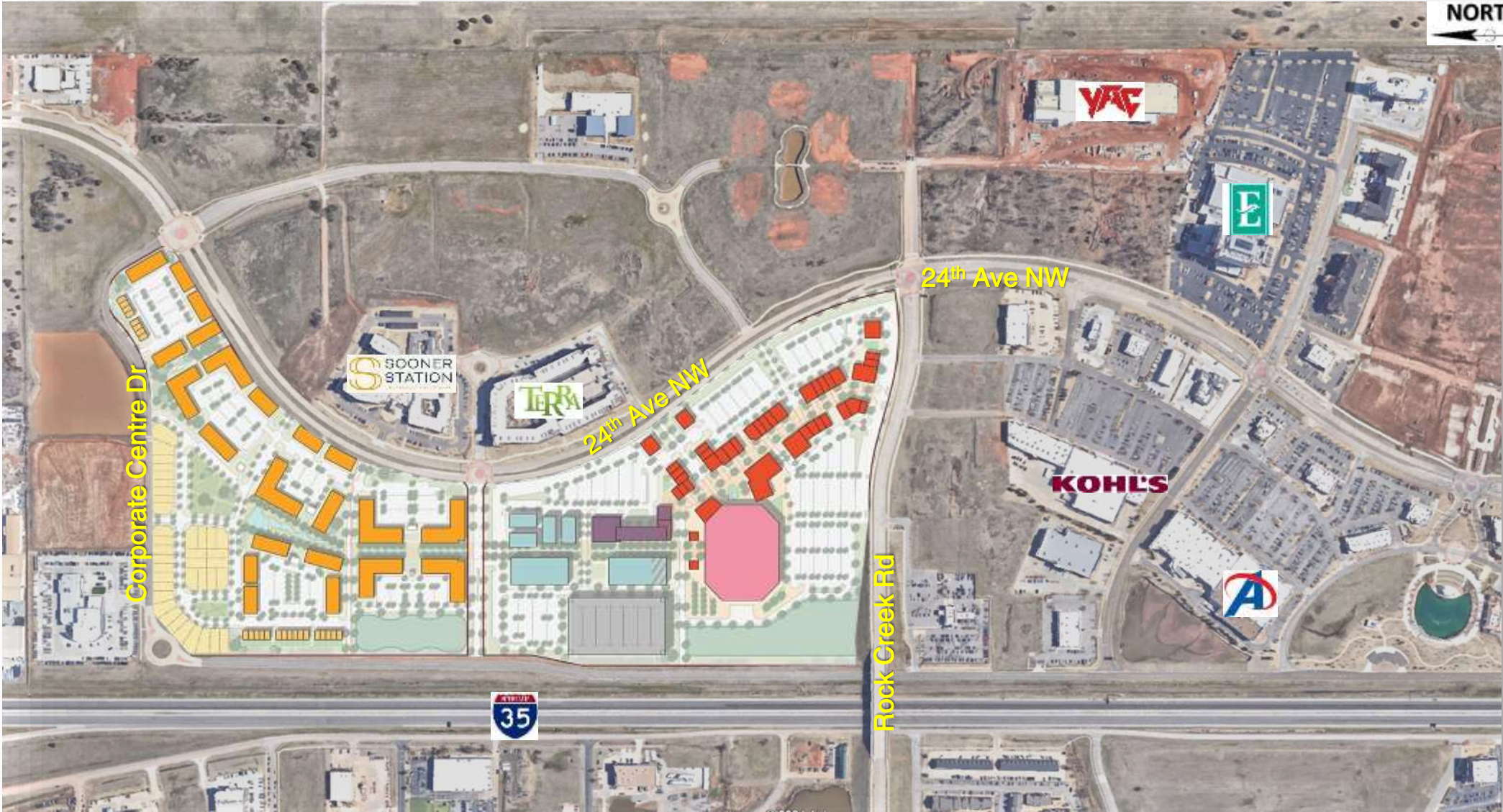
PUD Development Areas - Uses



Development Phasing



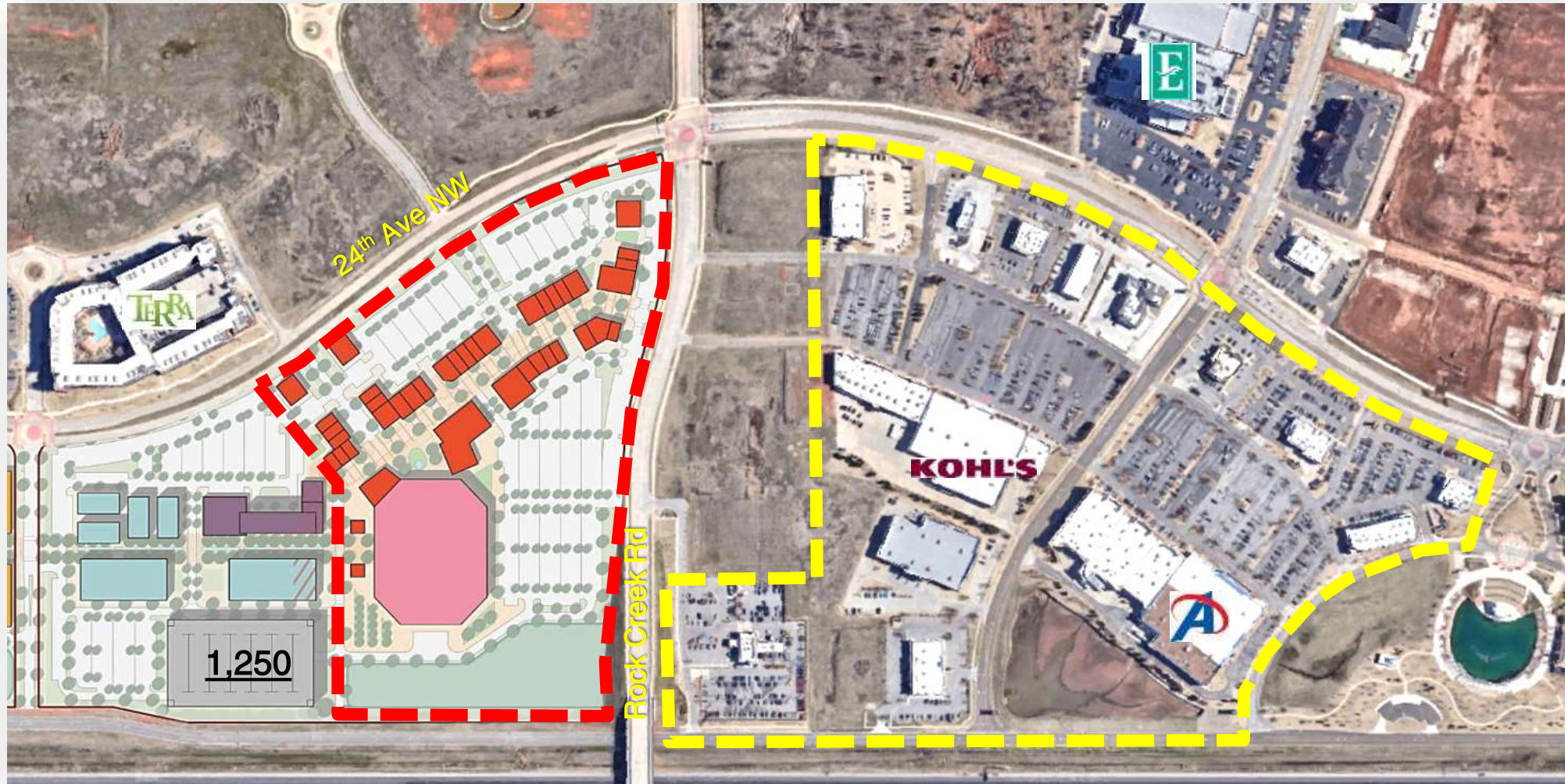
Site Plan in Context



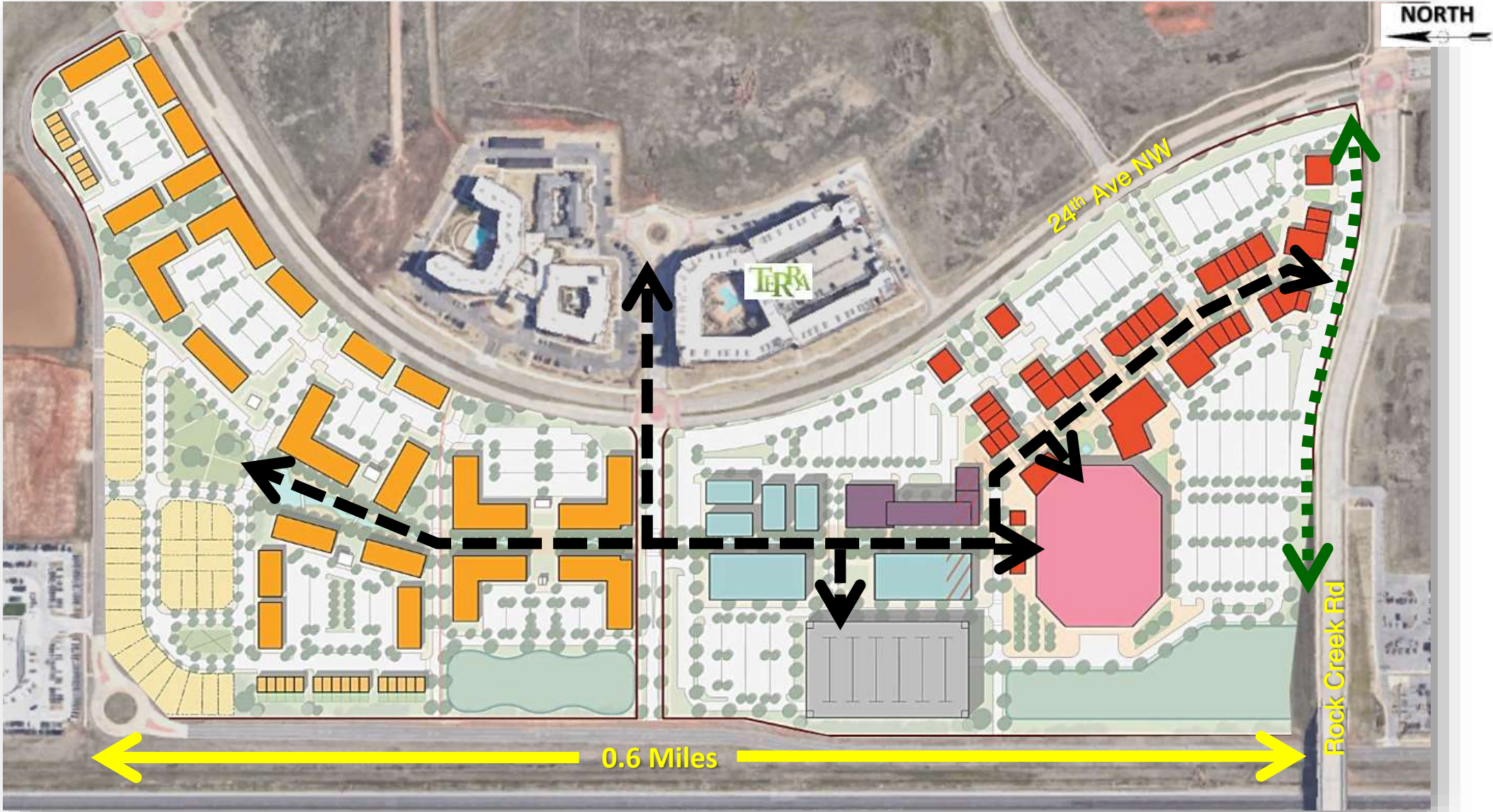
Parking

1,206 surface parking
retail/restaurant area

2,061 surface parking
retail/restaurant area

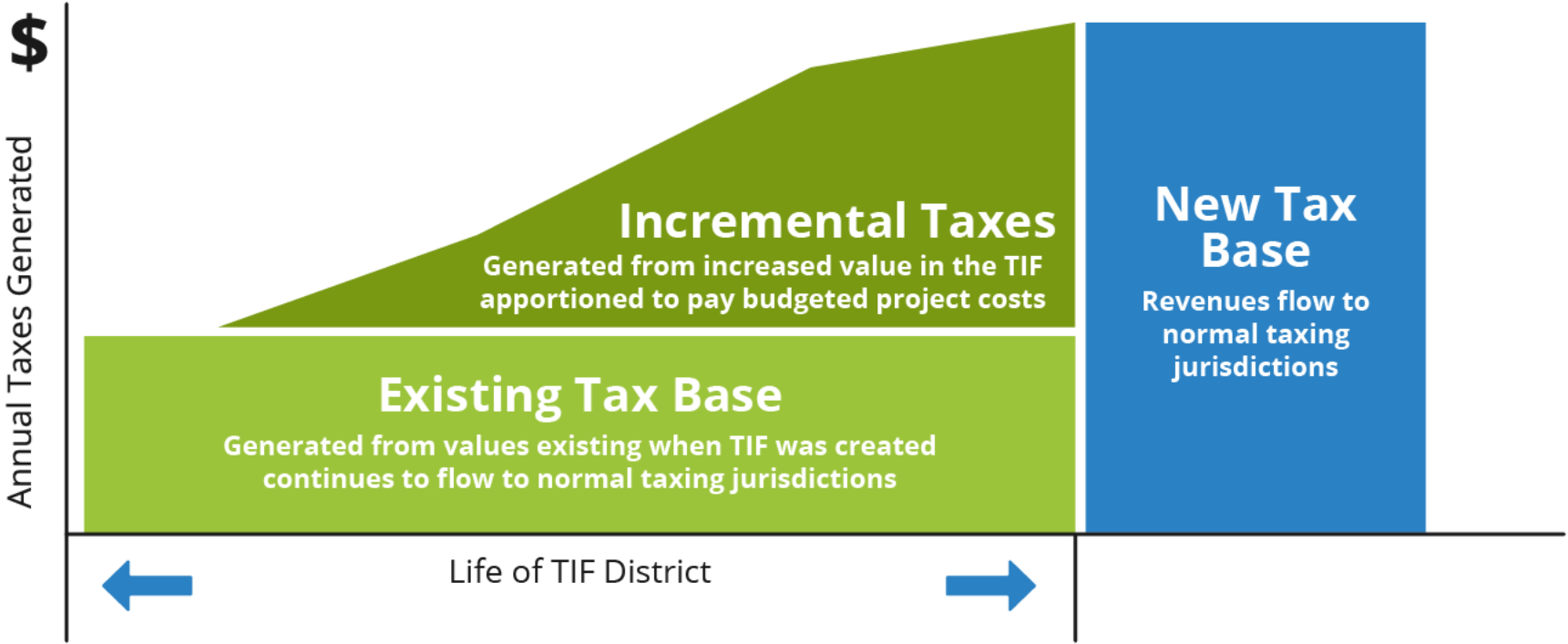


Walkability

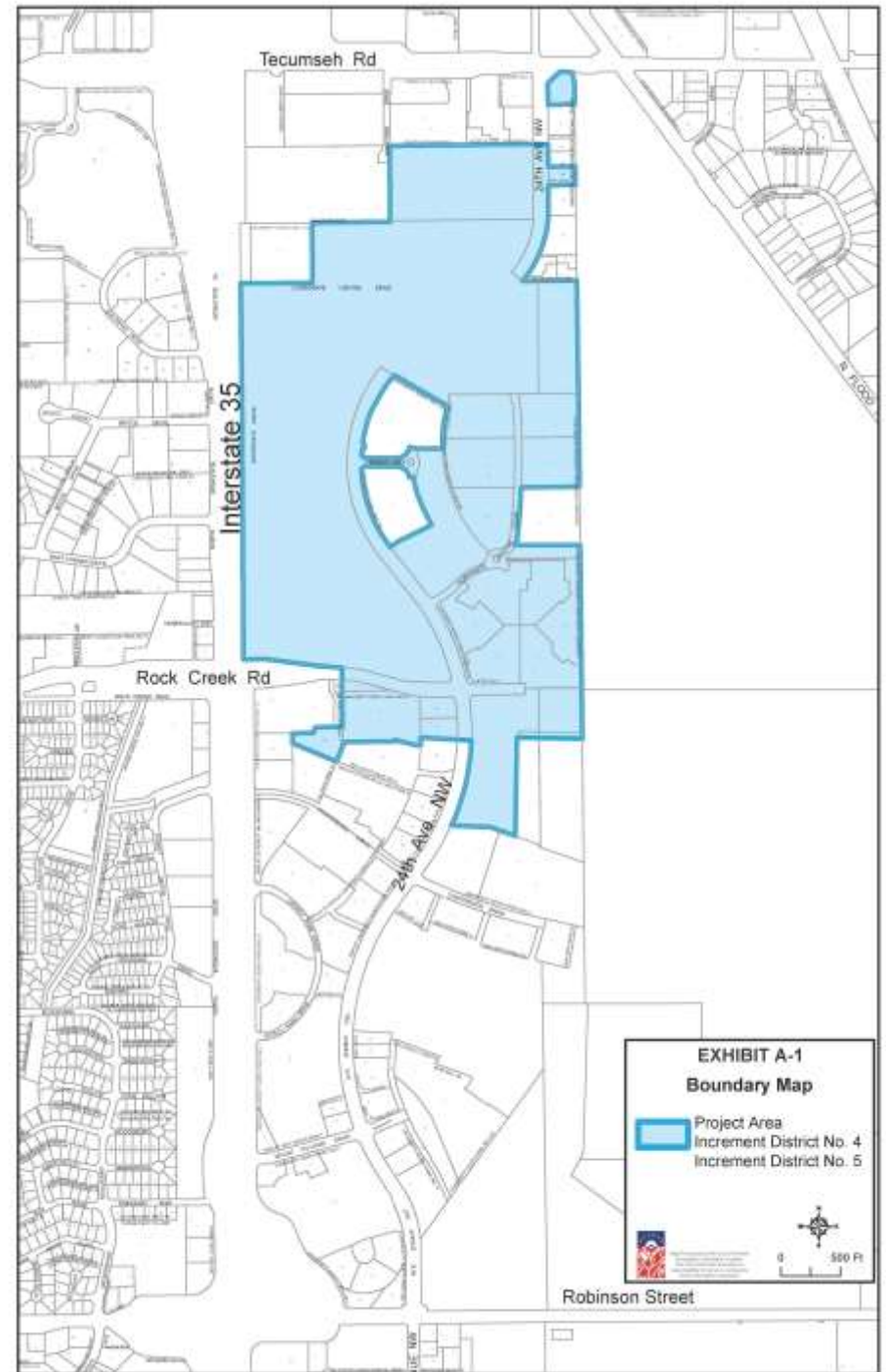


Basic TIF Model

Value Generation and Capture



PROPOSED ROCK CREEK ENTERTAINMENT DISTRICT PROJECT PLAN



PROPOSED ROCK CREEK ENTERTAINMENT DISTRICT PROJECT PLAN

- Mixed-use Project previously discussed this evening:
 - \$1+ billion investment including residential, retail, office, commercial, arena, parking garage, and hotel, along with festival plaza and related public improvements
- Proposed 2 TIF Districts for up to 25 fiscal years:
 - Increment District 4: Sales Tax TIF district, collecting non-dedicated and capital improvements sales taxes (3%) generated by the Project starting 5/1/25
 - Increment District 5: Property Tax TIF district, collecting 100% of ad valorem taxes generated by the Project starting 12/31/26
- Authorized Project Costs up to \$600 million, primarily assistance in development financing
- Estimated total incremental tax revenues of \$540 million, not including potential Leverage Act matching payments

PROPOSED ROCK CREEK ENTERTAINMENT DISTRICT PROJECT PLAN

Objectives :

- Retain or expand employment, attract major investment in the area, and reverse stagnation
- Preserve and enhance the tax base
- Stimulate private commitments to invest and reinvest in the area

PROPOSED ROCK CREEK ENTERTAINMENT DISTRICT PROJECT PLAN

What are the identified Project Costs?

- Assistance in Development Financing—
 - 100% of incremental taxes generated annually in TIF 4 and TIF 5, less administrative costs, up to the lesser of (i) the amount necessary to finance \$230 million in private development and public infrastructure costs or (ii) \$600 million
 - Leverage Act payments would contribute to the cap
 - Would be provided through separate development agreement between developers, City, and Norman Tax Increment Finance Authority ("NTIFA"), obligating the Project's development (anticipated to be considered concurrently with Project Plan)
 - Intended to partially reimburse Project developers for costs incurred in construction of arena and parking garage components of the Project
 - Developers would be responsible for all upfront costs and anything not reimbursed through TIF; neither the City nor NTIFA would issue any debt or make any revenue/collateral pledge to any Project financier

PROPOSED ROCK CREEK ENTERTAINMENT DISTRICT PROJECT PLAN

What are the projected TIF revenues?

- Estimated \$151 million in aggregate Sales Tax TIF revenues (TIF 4)
- Estimated \$389 million in aggregate Property Tax TIF revenues (TIF 5)
- [Though not TIF revenues, Leverage Act payments of up to \$151 million]

PROPOSED ROCK CREEK ENTERTAINMENT DISTRICT PROJECT PLAN

Oversight of TIF Revenues

- City will apportion TIF revenues pursuant to the Project Plan
 - City Manager listed as person in charge of implementation
 - City and/or NTIFA will approve public agreements with developer, as appropriate
- Assistance in Development Financing for Developer
 - Pursuant to an economic development agreement approved by City and/or NTIFA

PROPOSED ROCK CREEK ENTERTAINMENT DISTRICT PROJECT PLAN

Expected Impacts of Project:

(see Oklahoma Commerce Department and Hunden Partners Reports)

- Impacts on Taxing Entities
 - Increase in population/students and associated needs (capital infrastructure and service demands)
- New office/commercial development will increase employment opportunities
- Destination experiences will attract increased visitors to and recaptured spending within the City
- Ancillary development outside of TIF districts may generate additional revenue and local Gross Domestic Product

PROPOSED ROCK CREEK ENTERTAINMENT DISTRICT PROJECT PLAN

UNP TIF Citizen's Oversight Committee Action:

- Determine whether the proposed “material modification to the University North Park Master Plan” should be recommended to the City Council for approval;
- Provide general recommendations to City Council regarding the proposed Rock Creek Entertainment District TIF Project Plan (see 10/2023 Letter)
- OR Take No Action