



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 08/12/2025

REQUESTER: Hudimax Norman Holdings, LLC

PRESENTER: Jane Hudson, Planning and Community Development Director

ITEM TITLE: CONSIDERATION OF ADOPTION, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF ORDINANCE O-2425-39 UPON SECOND AND FINAL READING BY TITLE: AN ORDINANCE OF THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA, AMENDING SECTION 36-201 OF THE CODE OF THE CITY OF NORMAN SO AS TO REMOVE THE NORTHWEST QUARTER (NW/4) OF SECTION TWENTY-THREE (23), TOWNSHIP NINE (9) NORTH, RANGE THREE (3) WEST OF THE INDIAN MERIDIAN, TO NORMAN, CLEVELAND COUNTY, OKLAHOMA, FROM THE C-1, LOCAL COMMERCIAL DISTRICT, AND PLACE SAME IN A SPUD, SIMPLE PLANNED UNIT DEVELOPMENT; AND PROVIDING FOR THE SEVERABILITY THEREOF. (SOUTHWEST CORNER OF STONEY BROOK DR. AND N. INTERSTATE DR.)

APPLICANT/REPRESENTATIVE	Hudimax Norman Holdings, LLC/Box Law Group, PLLC
LOCATION	Southwest Corner of Stoney Brook Dr. and N. Interstate Dr.
WARD	8
CORE AREA	No
EXISTING ZONING	C-1, Local Commercial District
EXISTING LAND USE	UH, Urban High
PROPOSED ZONING	SPUD, Simple Planned Unit Development
PROPOSED LAND USE	No Change

REQUESTED ACTION

Rezoning from C-1, Local Commercial District, to SPUD, Simple Planned Unit Development.

EXISTING CONDITIONS:

SIZE OF SITE: 0.10 Acres

SURROUNDING PROPERTIES

	Subject Property	North	East	South	West
Zoning	C-1	RM-6 and C-1	PUD	C-1	R-1
Land Use	Urban High	Urban High	Commercial and Open Space	Urban High	Urban Medium
Current Use	Undeveloped	Residential and Commercial	I-35	Undeveloped	Residential

ZONING DESIGNATION

C-1, Local Commercial District

This commercial district is intended for the conduct of retail trade and to provide personal services to meet the regular needs and for the convenience of the people of adjacent residential areas. It is anticipated that this district will be the predominately used commercial district in the community. Because these shops and stores may be an integral part of the neighborhood closely associated with residential, religious, recreational, and educational elements, more restrictive requirements for light, air, open space, and off-street parking are made than are provided in other commercial districts.

LAND USE DESIGNATION

Urban High

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.

CHARACTER AREA DESIGNATION

Corridor

Corridor Areas are developed or undeveloped land on both sides of a roadway; primarily designated, although not limited to, commercial and mixed-use development with auto-centric design. Scale and location affect the type and intensity of these uses. Corridor character is determined by scale and is recognized in three main areas.

Gateway Corridors

Major thoroughfare that serves as an important entrance or means of access to the community marked by orientation of buildings to highway; on-site parking; and large setbacks for buildings. Anticipating high public transit access, including stops and shelters in locations safe for passengers and operations. Interstate-35, North Flood Avenue, Alameda Street, Main Street west of 24th, and Highway 9 are Gateway Corridors managed under this Character Area.

PROCEDURAL REQUIREMENTS:

PRE-DEVELOPMENT:

This project is a rezoning application on a parcel smaller than 40 acres and includes no special use or preliminary plat. As such, the project is not required to hold a Pre-Development informational meeting.

BOARD OF PARKS COMMISSIONERS:

This project does not include residential development and does not require a trail easement. As such, the project not required to go before the Board of Parks Commissioners.

SUMMARY OF APPLICATION:

The applicant requests rezoning from C-1, Local Commercial District to SPUD, Simple Planned Unit Development, with plans to construct a double-sided, electronic off-premise sign. The proposed sign will have 672 square feet of sign face per side and a maximum height of 50'. Staff notes that off-premise signage is permissible within 660 feet of the Interstate 35 right-of-way in C-2, General Commercial, and I-1, Light Industrial, Zoning Districts. The applicant elected to pursue a SPUD to limit the uses on the site in consideration of the abutting R-1, Single-Family Dwelling District, properties.

Staff notes that between the time of public notification and the Planning Commission meeting, the applicant has modified the request to rezone less land than advertised. The applicant wishes to rezone 0.10 acres of unplatted land on the northernmost point of the subject property. This is a decrease of 3.5 acres from the 3.60 acres described in the notification.

USE:

The following use shall be permitted within this SPUD: Off-premise signage.

LANDSCAPING:

The proposal for an off-premise sign does not necessitate parking, there is no parking or landscaping shown on the Site Plan.

LIGHTING:

Other than the lighting for the sign, there is no outdoor lighting shown on the Site Plan. Should the applicant determine the need for any outdoor lighting, the outdoor lighting for this SPUD shall be in accordance with Section 36-549 of the Norman Code, as amended from time to time. Lighting for the proposed sign shall be permitted.

SUBDIVISION:

This property is not platted, a preliminary plat was not required for the proposal of an off-premise sign. For any future proposed development, a preliminary plat will be required.

DRAINAGE:

No development is proposed.

SIGNAGE:

One (1) off-premise sign shall be permitted on site. Said sign shall be a maximum of 672 square feet per side and a maximum of 50 feet in height. Said sign may be double sided, may be of V-type construction, and may consist of electronic digital technology.

SIDEWALK:

No development is proposed for this site; sidewalks are not required as part of this proposal.

PUBLIC IMPROVEMENTS:

This property is not platted; a preliminary plat was not required for the proposal of an off-premise sign. For any future proposed development, a preliminary plat will be required as well as any public improvements.

NEAREST PUBLIC PARK:

The nearest park, Prairie Creek Park, is 0.01 miles from the subject property, and takes access from Pendleton Drive.

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 adverse comments.

CITY DEPARTMENTS/DIVISIONS

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

COMMENTS, BY DEPARTMENT/DIVISION:

Items italicized and in blue in these sections represent City Staff analysis.

A.1. FIRE DEPARTMENT

The Fire Department had no comments.

A.2. BUILDING REVIEW

Sign permit application and associated trade permits (electrical permit) are required for this proposal.

A.3. PUBLIC WORKS/ENGINEERING

I. AIM NORMAN PLAN CONFORMANCE

- i. *As the project has no proposed utilities, these departments had no comments.*

A.4. TRANSPORTATION ENGINEER

II. AIM NORMAN PLAN CONFORMANCE

- i. *As the project has no proposed access or parking, the City Transportation Engineer had no comments.*

A.5. PLANNING

I. ZONING CODE CONSIDERATIONS

i. Purpose – SPUD, Simple Planned Unit Development

- i. The SPUD, Simple Planned Unit Development is a special zoning district that provides an alternate approach to the conventional land use controls and to a PUD, Planned Unit Development to maximize the unique physical features of a particular site and produce unique, creative, progressive, or quality land developments.
 - 1. The SPUD may be used for particular tracts or parcels of land that are to be developed, according to a SPUD narrative and a development plan map and contains less than five acres.
 - 2. The SPUD is subject to review procedures by Planning Commission and adoption by City Council.
- ii. It is the intent of this section to encourage developments with a superior built environment brought about through unified development and to provide for the application of design ingenuity in such developments while protecting existing and future surrounding areas in achieving the goals of comprehensive plan of record. In addition, the SPUD provides for the following:
 - 1. Encourage efficient, innovative use of land in the placement and/or clustering of buildings in a development and protect the health, safety and welfare of the community.
 - 2. Contribute to the revitalization and/or redevelopment of areas where decline of any type has occurred. Promote infill development that is compatible and harmonious with adjacent uses and would otherwise not be an area that could physically be redeveloped under conventional zoning.

3. Maintain consistency with the City's zoning ordinance, and other applicable plans, policies, standards and regulations on record.
4. Approval of a zone change to a SPUD adopts the master plan prepared by the applicant and reviewed as a part of the application. The SPUD establishes new and specific requirements for the amount and type of land use, residential densities, if appropriate, development regulations and location of specific elements of the development, such as open space and screening.

The applicant is requesting off-premise signage. Off-premise signage is permissible within 660 feet of the Interstate 35 right-of-way in C-2, General Commercial, and I-1, Light Industrial, Zoning Districts. The applicant elected to pursue a SPUD, rather than straight rezoning to retain a reduced list of allowable uses in consideration of the abutting R-1, Single-Family Dwelling District, properties.

ii. Uses Permitted

- i. The following use shall be permitted within this SPUD: Off-premise signage.

Off-premise signage will be the only allowable use on-site.

iii. Height Regulations

- i. One (1) off-premise sign shall be permitted on site. Said sign shall be a maximum of 672 square feet per side and a maximum of 50 feet in height.

The regulation for off-premise signage in Section 28-601 states the following: No off-premises sign on such trafficway shall be erected to a height of more than 35 feet. The exception to this would be in the case of an elevated highway roadbed. In this event, the allowable height shall be no more than 20 feet above the roadbed at the edge of the pavement or 35 feet, whichever is greater.

II. COMPREHENSIVE PLAN CONSIDERATIONS

i. Character Area Policies

i. General Policies

1. Non-residential Policies

- a. New non-residential development should use high quality building materials such as glass, brick, stone, wood or cementitious siding.
- b. Require that loading areas be located to the rear and sides of buildings and screened from view.

- c. Ensure that all sides of a parking garage that are visible from public view are architecturally consistent with the buildings it serves.
- d. Buildings in a corporate campus setting should have an internal pedestrian network between buildings.

The Non-residential Policies do not address off-premise signage.

ii. Character Area Policies – Corridor

1. Support the natural phasing out of older and lower-yield commercial and industrial uses with regulations and incentives that support mixed-uses and local businesses.
2. Use screening, with natural materials when possible, to lessen noise pollution and visual clutter from existing and future uses along the corridor.
3. Promote circulation and manage access to keep traffic flowing by:
 - a. Including access along and into properties for vehicles, public transit, pedestrians, and bicyclists during street and interchange improvements.
 - b. Projects should not create fragmented parcels or impede on- and off-site circulation through, to reduce restriction of future development.
 - c. Allowing redevelopment of excess parking areas or commercial building space for residential uses, especially along public transit routes and areas with strong existing or planned pedestrian connections.
 - d. Requiring shared entrances, cross-access, and avoiding multiple access points for new commercial developments at major intersections.
4. Commercial developments should offer both internal and external pedestrian connections, especially between hotels, restaurants, and retail services.
 - a. Connections to the corridors and through developments should improve safety for those walking, bicycling, or using mobility devices.
5. Allow redevelopment for high density residential and mixed-residential uses near public transit stops, along pedestrian routes, and where site design does not create secluded enclaves of apartments.
6. Add density through development of sites behind properties directly facing streets.
7. Retrofit or mask existing strip development or other unsightly features, as necessary.

8. Explore requiring that stormwater management and detention have lower impact than historic stormwater conditions for all new or redevelopment along corridors.

This proposal is for an off-premise sign, there is no need for development of access points or structures.

ii. Land Use Development Policies

i. Description and Context – Urban High

1. 1. 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.
 - a. 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.
 - b. Gross densities in any single development should be greater than 12 units per acre.

The installation of an off-premise sign does not contribute to the highly compact, walkable pattern of urban development encouraged by the Urban High Land Use.

ii. Building Types

1. 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.
2. Multi-unit structures are the priority, but a variety of housing types from townhomes to apartments are expected.
3. Mixed-use buildings including retail, work-spaces, and residences are most common.
4. Public and private spaces (i.e. balconies, recreational roof decks, outdoor dining, etc.) are clearly defined and cultivate a sense of place.
5. New developments that are single-use developments or predominantly single-unit or garden apartments are not appropriate.

No buildings are proposed as a part of this project.

iii. Site Design

1. 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.
2. Multi-unit developments without connections to neighboring properties and uses weakens the development pattern and should be limited or avoided altogether.
3. Street trees should form a continuous urban canopy over public areas and rights-of-way.
4. Stormwater to be addressed at the project level, but designed as part of a larger neighborhood or sub-basin system.
5. Site layout should take every opportunity to maximize the public infrastructure available in this area.

No connectivity or access points are proposed or needed as a part of this project.

iv. Transportation

1. 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.

No connectivity or access points are proposed or needed as a part of this project.

v. Utility Access

1. A full range of utilities should be available. If services are not already in place, they must be extended by the developer during the platting 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.

No utility access is proposed as part of this project. Existing utility easements are present on the site, as shown on the attached site plan.

vi. Public Space

1. Consisting of appropriately scaled public spaces including small parks, plazas, parklets, regional trail connections, and

walking paths. Pedestrian amenities should commonly integrated into public and private projects.

No public spaces are proposed as a part of this project.

vii. Locational Criteria

1. Large building footprints (>12,500 SF) compromise the development pattern and are not appropriate, except along arterials and at arterial intersections.
2. Medium intensity residential uses should be discouraged along arterial streets and should be located behind higher intensity residential, commercial, or mixed-use developments along arterial streets.
3. Medium intensity residential uses shall be adequately buffered or spaced from intensities posing adverse effects including noise, odors, air and light pollution, and heavy traffic.
4. High Urban is most compatible adjacent to: UM, ULC, MX, IMX, CBD, LCC, C, JC, TOD, and OP.
5. High Urban is least compatible adjacent to: AR and UR and requires additional buffering from uses that generate more noise, odors, air and light pollution, and heavy traffic.

The installation of an off-premise sign is not addressed by the locational criteria.

ALTERNATIVES/ISSUES:

IMPACTS: The SPUD Narrative outlines the installation of a single, off-premise sign on the northernmost point of the unplatted property. Off-premise signs are not addressed by the AIM Norman Comprehensive Land Use Plan and are allowed in few locations across the City. Off-premise signage is permissible within 660 feet of the Interstate 35 right-of-way in C-2, General Commercial, and I-1, Light Industrial, Zoning Districts. The applicant elected to pursue a SPUD, rather than straight rezoning to retain a reduced list of allowable uses in consideration of the abutting R-1, Single-Family Dwelling District, properties.

CONCLUSION: Staff forwards this request for rezoning from C-1, Local Commercial District, to SPUD, Simple Planned Unit Development, and Ordinance O-2425-39 for consideration by City Council.

PLANNING COMMISSION RESULTS: At their meeting of July 10, 2025, the Planning Commission recommended approval of Ordinance O-2425-39 by a vote of 5-0.