

**UNIVERSITY NORTH PARK**  
**ENTERTAINMENT DISTRICT**

A PLANNED UNIT DEVELOPMENT  
NORMAN, OKLAHOMA

APPLICANT:  
*UNIVERSITY NORTH PARK, LLC*

APPLICATION FOR:  
PLANNED UNIT DEVELOPMENT  
PRELIMINARY PLAT

Submitted: November 1, 2023  
Revised: September 11, 2024

PREPARED BY:  
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Norman, Oklahoma 73069

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## **I. INTRODUCTION**

University North Park, LLC (the “**Applicant**”) intends to rezone the real property that is more particularly described on **Exhibit A** (the “**Property**”) to a Planned Unit Development (“**PUD**”) in order to develop a mixed-use master planned community, with allowances for various residential opportunities, hospitality and entertainment anchors, and compatible commercial uses within the Property, as more particularly enumerated in this PUD Narrative. The Applicant has also submitted a corresponding Preliminary Plat for the Property in order to facilitate the subdivision of the Property. The Property contains approximately 90 acres. A preliminary conceptual site plan of the proposed development has been attached hereto as **Exhibit B**.

The project design team consists of the Applicant, Rainier Development, Arcadis, SMC Consulting Engineers, and Traffic Engineering Consultants.

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

### **A. Location**

The Property is generally located East of Interstate Drive, West of 24<sup>th</sup> Avenue NW, North of Rock Creek Road, and South of Corporate Centre Drive, as is more particularly shown on the attached exhibits.

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

The Property is currently zoned PUD, pursuant to O-0607-13. Additionally, the Property currently has a NORMAN 2025 designation of Mixed-Use. The Property is located within the University North Park development and all immediately adjacent parcels are zoned PUD and designated Mixed-Use by NORMAN 2025. The Property is undeveloped.

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

Generally, the Property is flat, with only gradual elevation changes from the East towards the West. The Property contains little to no vegetation or heavily wooded areas.

### **D. Drainage**

The Property will utilize stormwater and drainage management systems that will meet or exceed the City’s applicable ordinances and regulations. A preliminary drainage report has been provided to City Staff as part of the Preliminary Plat application. As noted in the drainage report, portions of the Property drain into two (2) separate watersheds.

### **E. Utility Services**

All necessary utilities for this project are currently located within the proximity to serve the Property, or they will be extended as necessary to facilitate the planned development as future development phases commence.

#### **F. Fire Protection Services**

Fire Protection services will be provided by the City of Norman Fire Department and by individual property owners as may be required by applicable City codes, ordinances, and regulations.

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

Access to the Property shall be permitted in the manner depicted on the attached Preliminary Site Development Plan and Preliminary Plat. A Traffic Impact Analysis, conducted and prepared by Traffic Engineering Consultants, Inc., has been provided to City Staff as part of the Preliminary Plat application.

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

The Property shall be developed in compliance with the Preliminary Site Development Plan, attached hereto as **Exhibit B**, subject to final design development and the changes allowed by Section 36-509 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 mixed-use master planned community, with allowances for various residential opportunities, hospitality and entertainment anchors, and compatible commercial uses within the Property. For purposes of area regulations and allowable uses, the Property shall be divided into three (3) Development Areas. Development Area 1 is planned as the Urban Residential Area. Development Area 2 is planned as the High-Density Residential Area. Finally, Development Area 3 is planned as the Commercial Area. A complete list of the allowable uses for the Property is attached as **Exhibit C**. A depiction of the Development Areas is attached as **Exhibit H**.

#### **B. Area Regulations:**

##### **1. Development Area 1 – Urban Residential**

**Front Yard:** The minimum depth of the front yard setback shall be ten (10') feet provided that all garages shall have a minimum nineteen (19') foot front yard setback to allow for a parking space in the driveway.

**Side Yard:** The minimum depth of the side yard setback shall be five (5') feet provided that roof, gutter, window, patio, patio coverings, and similar improvement overhangs shall be allowed to encroach upon the side yard setback, up to a maximum of two (2') feet.

**Rear Yard:** The minimum depth of the rear yard setback shall be ten (10') feet, with the allowance for patios, sheds, balconies, ADUs, and similar residential accessory improvements (i.e., gazebos, storm shelters, etc.) to be five (5') feet from the rear property line.

**Lot Size:** The minimum lot width shall be thirty (30') feet at the front building line and twenty (20') feet along street frontage. The minimum lot area shall be three thousand (3,000) square feet. Minimum lot depth shall be ninety (90') feet.

**Building Coverage:** Main and accessory buildings shall not cover more than fifty percent (50%) of the lot area.

**Impervious Area:** The total amount of impervious area, including all buildings and permanently paved areas shall not cover more than seventy-five percent (75%) of a lot.

**Development Area Density:** Development Area 1 is anticipated to contain approximately 37 residential lots, which each may contain one (1) main dwelling and one (1) ADU.

## 2. **Development Area 2 – High Density Residential**

**24<sup>th</sup> Avenue NW Setback:** There shall be a minimum ten-foot (10') building setback from any property line fronting 24<sup>th</sup> Avenue NW.

**Interstate Drive Setback:** There shall be a minimum ten-foot (10') building setback from any property line fronting Interstate Drive.

**No Other Required Setbacks:** Except for the two setbacks enumerated above, in an effort to create a vibrant, walkable, pedestrian friendly and high-quality development, there shall be no minimum building setbacks from any property lines or interior streets, subject to applicable sight line and sight triangle requirements. Notwithstanding the foregoing, no building shall be permitted to encroach upon any public easement or right-of-way without obtaining City Council approval pursuant to a Consent to Encroach or similar written agreement.

**Impervious Area/Building Coverage:** The total amount of impervious area, including all buildings and permanently paved areas shall not cover more than eighty percent (80%) of Development Area 2.

**Lot Size:** The minimum lot area shall be nine thousand (9,000) square feet.

**Development Area Density:** The maximum total density for Development Area 2 shall be 758 multi-family dwelling units and 24 townhomes.

**3. Development Area 3 – Commercial**

**24<sup>th</sup> Avenue NW Setback:** There shall be a minimum ten-foot (10') building setback from any property line fronting 24<sup>th</sup> Avenue NW.

**Interstate Drive Setback:** There shall be a minimum ten-foot (10') building setback from any property line fronting Interstate Drive.

**Rock Creek Road Setback:** There shall be a minimum twenty-five-foot (25') building setback from any property line fronting Rock Creek Road.

**No Other Required Setbacks:** Except for the two setbacks enumerated above, in an effort to create a vibrant, walkable, pedestrian friendly and high-quality development, there shall be no minimum building setbacks from any property lines or interior streets. Notwithstanding the foregoing, no building shall be permitted to encroach upon any public easement or right-of-way without obtaining City Council approval pursuant to a Consent to Encroach or similar written agreement.

**Impervious Area/Building Coverage:** Buildings may not cover more than fifty percent (50%) of Development Area 3. There shall be no maximum impervious area for Development Area 3.

**Lot Size:** The minimum lot area shall be nine thousand (9,000) square feet.

**C. Additional Development Criteria:**

**1. Height**

Due to the proximity of the Property to the Max Westheimer Airport, the maximum building height for each individual lot within the Property shall be governed by the maximum height allowable under applicable state and federal regulations, including, but not limited to, those prescribed by the Federal Aviation Administration and the Oklahoma Department of Aerospace and Aeronautics. Maximum gross floor areas for each individual platted lot shall be determined by utilizing maximum coverage allowances and maximum heights enumerated in this PUD.

**2. Exterior Materials**

The exterior of the buildings constructed within the Property may be constructed of brick, glass, stone, synthetic stone, stucco, EIFS, masonry, metal accents, and any combination thereof. The Applicant may further restrict and control the exterior materials and aesthetics of the buildings to be developed within the Property through the use of private design guidelines and restrictive covenants.

### **3. Sanitation**

Sanitation services for the Property will comply with the City of Norman's sanitation ordinances, rules, and regulations, as may be amended from time to time. Final sanitation plans shall be subject to review and approval of City Staff.

### **4. Signage**

In order to enhance wayfinding and to facilitate the vibrant entertainment development envisioned by this PUD, additional signage allowances are warranted. Development signage allowances are enumerated in **Exhibit F**, attached hereto. All other signs not discussed in Exhibit F shall comply with the sign standards of the City of Norman Sign Code, and as thereafter amended, as applicable to the underlying use for each lot. The Applicant may further restrict and control signage within the Property through the use of private design guidelines and restrictive covenants.

### **5. Traffic access and circulation**

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

### **6. Open Space**

The areas initially planned as open space are depicted on the attached Preliminary Open Space Plan. The preliminary open space area shown on the Greenspace Exhibit contemplates approximately 24% of the Property will be used as open space; however, the total open space actually developed within the Property may be less than the amount shown on the Greenspace Exhibit. Notwithstanding the foregoing, the minimum amount of open space developed on the Property shall be ten percent (10%) of the Property.

### **7. Parking**

Parking for the Property may be developed in general compliance with the parking layout shown on the Preliminary Site Development Plan. The Property shall comply with Norman's applicable parking ordinances, as

amended from time to time, provided that all parking spaces within the Property may be eighteen feet (18') by nine feet (9'). There shall be no minimum parking requirements for any use within the Property and actual end users are encouraged to reduce parking to the extent feasible and to utilize shared parking options, which can be finalized at final building permit stages.

## **8. Landscaping**

Landscaping shall be installed and maintained in order to meet or exceed the City of Norman's applicable landscaping requirements applicable to the underlying uses of each individual lot within the Property.

## **9. Sidewalks**

Sidewalks will be constructed within the Property in accordance with the City of Norman's applicable standards and specifications, as may be amended from time to time.

## **10. Lighting**

Except for the allowances enumerated in Exhibit F for Development Area 3, and the exempt entertainment plazas discussed below, all other exterior lighting within Development Areas 2 and 3 shall be installed in conformance with the City of Norman's Commercial Outdoor Lighting Standards, as amended from time to time.

## **11. Entertainment Plazas**

This PUD desires to create a vibrant and animated entertainment area within Development Area 3, with dynamic and creative signage, lighting, speakers, and other associated entertainment elements. Therefore, the entertainment plazas and outdoor entertainment areas that may be developed on Lots within Development Area 3 will be permitted to utilize outdoor speakers, televisions, stages, food trucks, and other similar entertainment elements. The Development Area 3 entertainment plazas and outdoor entertainment areas will be exempt from the City of Norman Noise Ordinance and the City of Norman's Commercial Outdoor Lighting Standards.

## **12. Initial Phasing and Development Plan**

It is anticipated that the development of the Property will occur in multiple phases. A Preliminary Phasing Plan is attached showing a conceptual sequencing of development. Notwithstanding the foregoing, the actual timing, sequence, commencement, completion, and number of future phases will be determined by market demand and absorption rates, and many other



market factors outside the control of the Applicant. In order to allow for the type of high-quality development contemplated by this PUD, the Applicant may utilize multiple transaction types within the entire Property, including, but not limited to, selling, leasing, and otherwise conveying lots, buildings, and dwelling units with the Property.

**EXHIBIT A**

Legal Description of the Property

A tract of land lying in the East Half (E/2) of Section Fourteen (14), Township Nine (9) North, Range Three (3) West of the Indian Meridian, Cleveland County, Oklahoma being more particularly described as follows:

COMMENCING at the southeast corner of the Southeast Quarter of said Section 14;

THENCE North 89°06'20" East, along the south line of said Southeast Quarter, a distance of 205.03 feet;

THENCE North 00°21'28" West a distance of 280.01 feet to a point of intersection of the east right of way line of Interstate Drive as established in Book 5288, Page 52 with the north right of way line of Rock Creek Road as established in Book 4630, Page 406 and the POINT OF BEGINNING;

THENCE along the east right of way line of said Interstate Drive, the following Five (5) courses:

1. Continuing North 00°21'28" West a distance of 1,107.06 feet to a point of curvature;
2. Northerly along a non tangent curve to the right having a radius of 910.00 feet (said curve subtended by a chord which bears North 05°50'27" East a distance of 196.52 feet) for an arc distance of 196.90 feet to a point of reverse curvature;
3. Northerly along a non tangent curve to the left having a radius of 990.00 feet (said curve subtended by a chord which bears North 06°09'41" East a distance of 202.77 feet) for an arc distance of 203.13 feet;
4. North 00°17'00" East, a distance of 1,427.78 feet;
5. North 47°18'26" East a distance of 244.88 feet to a point on the south right of way line of Corporate Center Drive as established by said document recorded in Book 5288, Page 52;

THENCE along said south right of way line, the following Five (5) courses:

1. North 89°38'32" East a distance of 915.55 feet to a point of curvature;
2. Easterly along a curve to the left having a radius of 540.00 feet (said curve subtended by a chord which bears North 68°06'45" East a distance of 396.34 feet) for an arc distance of 405.82 feet to a point of reverse curvature;
3. Easterly along a curve to the right having a radius of 159.92 feet (said curve subtended by a chord which bears South 82°04'47" East a distance of 249.79 feet) for an arc distance of 286.65 feet;

4. South 30°46'30" East, a distance of 177.61 feet;
5. South 20°48'48" West a distance of 32.32 feet to a point on the westerly right of way line of 24th Avenue N.W. as established in Book 2552, Page 472;

THENCE South 75°46'31" East, along said westerly right of way line, a distance of 27.24 feet;

THENCE South 30°46'30" East a distance of 60.00 feet to a point on the centerline of said 24th Avenue N.W.;

THENCE along said centerline, the following Four (4) courses:

1. South 59°13'30" West a distance of 506.75 feet to a point of curvature;
2. Southerly along a curve to the left having a radius of 1,225.41 feet (said curve subtended by a chord which bears South 10°24'11" West a distance of 1,844.66 feet) for an arc distance of 2,088.36 feet;
3. South 38°25'09" East a distance of 400.00 feet to a point of curvature;
4. Southeasterly along a curve to the right having a radius of 1,905.41 feet (said curve subtended by a chord which bears South 25°52'38" East a distance of 827.54 feet) for an arc distance of 834.18 feet;

South 76°39'53" West, a distance of 60.01 feet;

THENCE South 38°04'45" West a distance of 31.45 feet to a point on the north right of way line of Rock Creek Road as established in Book 4630, Page 406;

THENCE along said north right of way line, the following Six (6) courses:

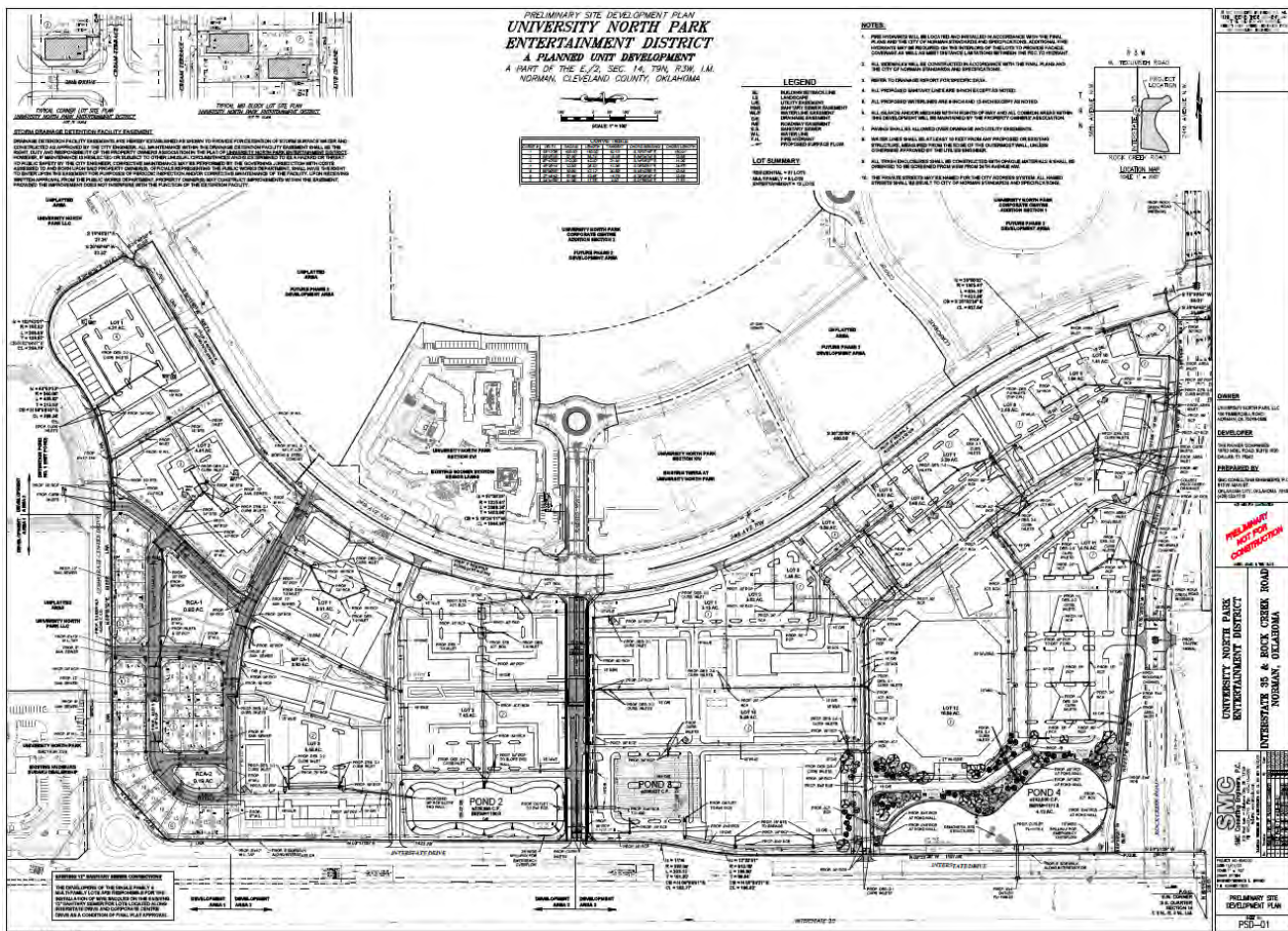
1. South 89°06'20" West a distance of 164.31 feet;
2. North 86°07'59" West a distance of 222.17 feet;
3. North 74°46'41" West a distance of 371.81 feet;
4. North 85°32'53" West a distance of 340.56 feet;
5. North 82°57'16" West a distance of 482.29 feet;
6. South 89°06'20" West a distance of 89.68 feet to the POINT OF BEGINNING.

Said described tract of land contains an area of 3,923,449 square feet or 90.0700 acres, more or less.

The basis of bearings for this legal description was the Oklahoma State Plane Coordinate System (NAD83-South Zone) using a bearing of North 89°06'20" East on the south line of the Southeast Quarter of Section 14, Township 9 North, Range 3 West of the Indian Meridian.

# EXHIBIT B

## Preliminary Site Development Plan Full Size Documents Submitted to City Staff



**EXHIBIT C**  
Allowable Uses

**Development Area 1 – Urban Residential**

- Detached one family dwelling.
- Townhomes
- Family day care home.
- Discreet Home Business:
  - Within Development Area 1, home occupations will be allowed in a slightly greater intensity of use than as allowed under the City of Norman’s standard R-1, Single-Family Residential zoning district. Such business activity will be limited to types of businesses that do not require more than two customer or client parked cars at any given time. No retail activity or sales of merchandise would be allowed. Employees would be limited to one on-site worker and patronage would have to be by appointment only. Minimal, non-illuminated identification signage of no more than four (4) sf in area, attached to the surface of the main dwelling, would be allowed to denote the business being carried on within.
- Municipal recreation or water supply.
- Model Home, subject to an applicable City of Norman annual permit.
- Short-term rentals.
- One accessory dwelling unit (ADU) may be developed on each lot provided (a) it is clearly secondary to the main dwelling; and (b) is not a mobile home;
  - The ADU may be used as a permanent residence and may contain its own attached garage, kitchen, and similar components to allow the occupant to maintain autonomy while allowing for creative housing opportunities, such as, by way of example, aging in place. The ADU may be leased (but not owned) separate from the main principal dwelling.
- Neighborhood/Community Clubhouse and similar associated amenities
- Accessory buildings and uses customarily incidental to any of the above uses when located on the same lot.

**Development Area 2 – High Density Residential**

- Apartment Buildings
- Townhomes
- Short-term rentals
- Ground floors may contain, but are not obligated to contain, office uses, commercial shops and services, retail, and other mixed-use offerings within the larger apartment/residential structures.
- 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.
- Accessory buildings and uses customarily incidental to any of the above uses when located on the same lot

### **Development Area 3 – Commercial**

- Multi-Purpose Event Venue
- Convention/Conference Center
- Banquet Hall
- Hotel
- Office Buildings
- Amusement and Entertainment Enterprises
- Parking Garage
- General Commercial and Retail Uses, such as, but not limited to:
  - Art Gallery, Museum, Shop, Store, or Studio
  - Athletic Gyms and Similar Workout Facilities;
  - Baby or Maternity Store;
  - Bank;
  - Bakery and Baked Goods;
  - Bar;
  - Barber Shop, Beauty Parlor, Salon, and Similar Establishments;
  - Book Store;
  - Butcher or Meat Market;
  - Carpenter and cabinet shop;
  - Cleaning and dyeing works;
  - Camera shop;
  - Candy store;
  - Catering establishment;
  - Childcare establishment;
  - Clothing or apparel store;
  - Coffee Shop;
  - Cosmetics;
  - Craft Store;
  - Department Store;
  - Dairy products or ice cream store;
  - Delicatessen store;
  - Dress shop;
  - Drug store or fountain;
  - Electric sales and service;
  - Electric transmission station;
  - Farmers Market;
  - Feed and fuel store;
  - Frozen food locker;
  - Fabric or notion store;
  - Florist;
  - Furniture Store;
  - Fine Goods;
  - Gift Shop;
  - Grocery or supermarket;
  - Glass shop;
  - Golf course, miniature or practice range;

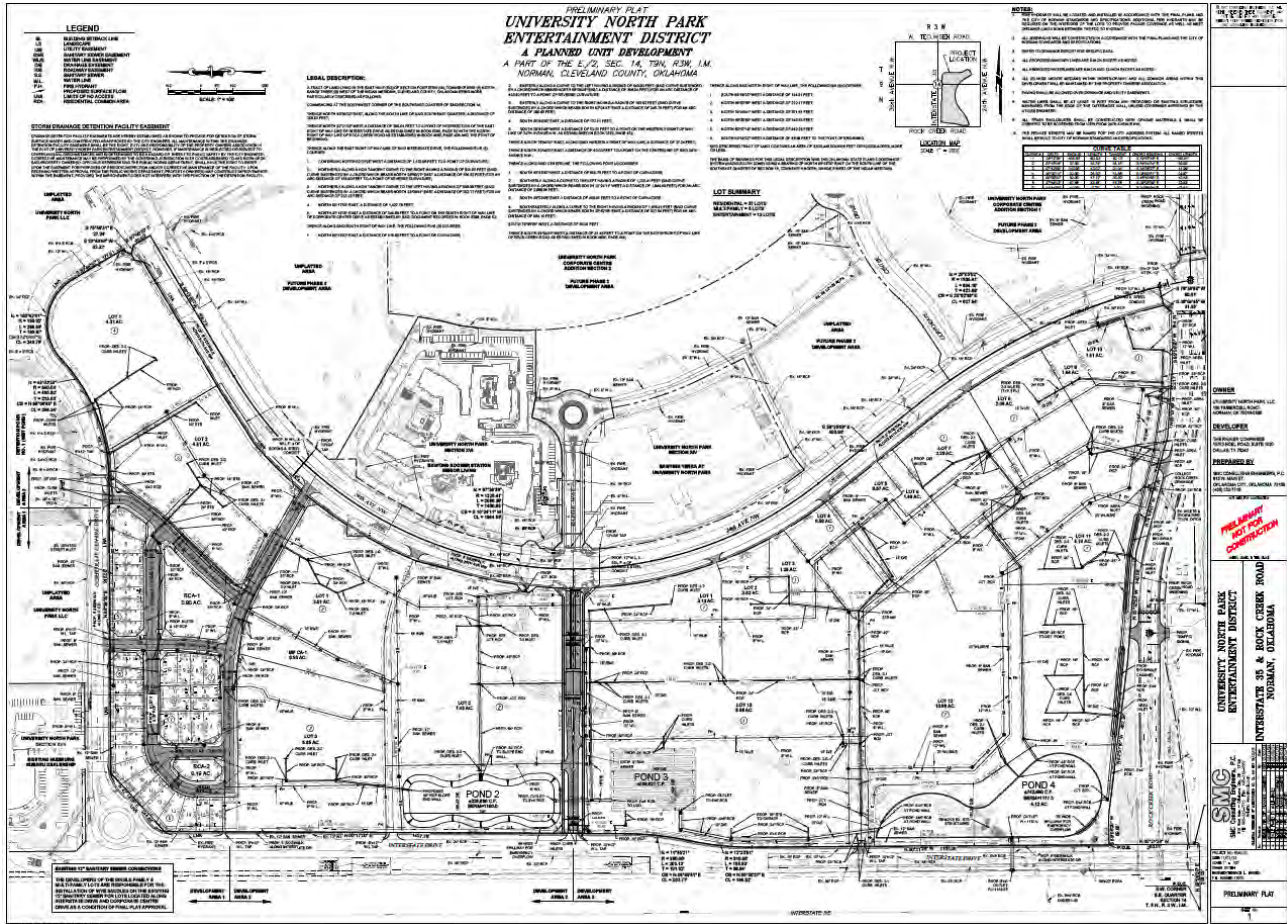
- Hardware store;
- Heating, ventilating or plumbing supplies, sales and service;
- Health and Personal Goods Store;
- Home Décor;
- Home Goods;
- Ice plant or storage house for ice and food housing not more than ten (10) tons capacity;
- Interior decorating store;
- Jewelry/Fine Goods;
- Key Shop;
- Leather Store/ Leather Goods;
- Laundry;
- Lodge hall;
- Lumber and building materials sales yard;
- Music, radio or television shop;
- Messenger/Phone/Electronic Store;
- New Auto Sales;
- Optical Store;
- Party Supply Store;
- Printing plant;
- Painting and decorating shop;
- Pet shop;
- Pharmacy;
- Photographer's studio;
- Radio and television sales and service;
- Restaurants; A restaurant may include live entertainment and/or a dance floor, provided the kitchen remains open with full food service whenever live entertainment is offered;
- Retail spirits store/Liquor Store;
- Retail Stores, Kiosks, Stalls, and Booths;
- Supermarket;
- Sporting goods sales;
- Stationery store;
- Shoe store or repair shop;
- Sign painting shop;
- Tailor Shop/Services;
- Theaters, Bowling Alley, Arcade, and Similar Entertainment Establishments, including those that sell alcoholic beverages in compliance with state law;
- Toy Store; and
- Wholesale distributing center.
- Live Outdoor Entertainment
- Outdoor advertising signs; and
- Accessory buildings and uses customarily incidental to any of the above uses when located on the same lot



# EXHIBIT D

## Preliminary Plat

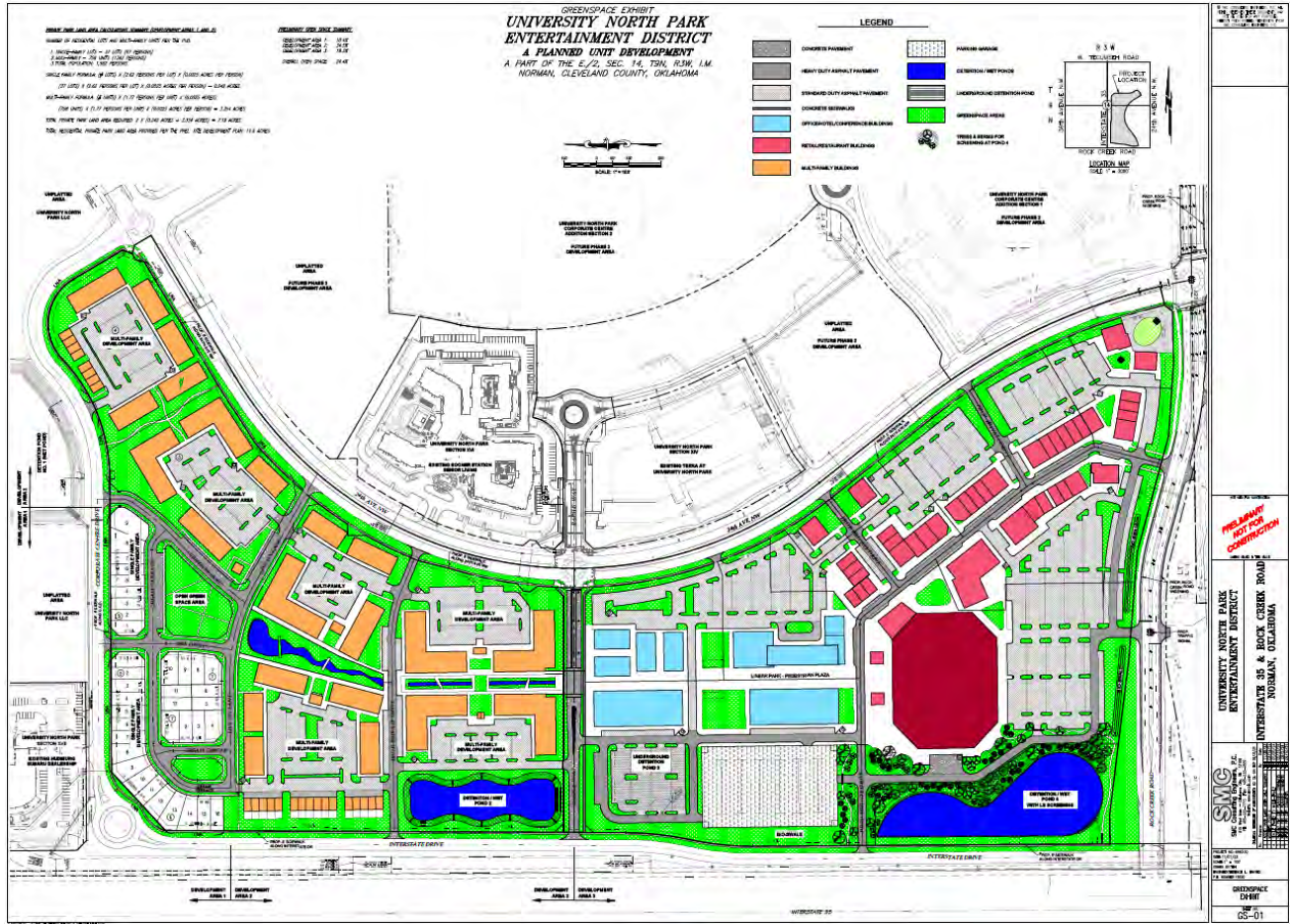
### Full Size Documents Submitted to City Staff



# EXHIBIT E

## Greenspace Exhibit

### Full Size Documents Submitted to City Staff



**EXHIBIT F**  
Development Signage Allowances

In addition to all signage allowances enumerated in the City of Norman Signage Code, as may be amended from time to time, the following signage allowances shall be applicable to the development of the Property:

1. **Development Area 3 Main Message Center** – Development Area 3 may feature a large message center to enhance, identify, advertise, and otherwise support the Multi-Purpose Event Venue to be located within Development Area 3 (the "**Main Message Center**"). The Main Message Center may be freestanding or attached to a building. The Main Message Center sign may be a maximum of 750 square feet of signage. The Main Message Center may be an electronic or digital sign.
2. **Development Area 3 Entrance Signs** – Development Area 3 may feature up to seven entrance identification signs advertising the entrances to Development Area 3, and any buildings, tenants, users, or destinations located therein. Each such Development Area 3 Entrance Sign may be a maximum of 300 square feet per side.
3. **Development Area 2 Entrance Signs** – Development Area 2 may feature up to five entrance identification signs advertising the entrances to Development Area 2, and any buildings, tenants, users, or destinations located therein. Each such Development Area 2 Entrance Sign may be a maximum of 300 square feet per side.
4. **Development Area 1 Entrance Signs** – Development Area 1 may feature up to five entrance identification signs advertising the entrances to Development Area 1. Each such Development Area 1 Entrance Sign may be a maximum of 100 square feet per side.
5. **Major Directional Signs** – Up to ten Major Directional Signs shall be allowed within the Property indicating directions to the different locations, services, offices, areas, or entrances contained within the Property. The Major Directional Signs are intended to contain directions to multiple locations or destinations on each sign, such as directions to the entrances, parking locations, retail districts, entertainment districts, and various other locations within the Property. Each Major Directional Sign may be a maximum of 200 square feet per side.
6. **Minor Directional Signs** – Up to fifteen Minor Directional Signs shall be allowed within the Property indicating directions to the different locations, services, offices, areas, or entrances contained within the Property. The Minor Directional Signs are intended to be ancillary and supplementary to the Major Development Signs, with each Minor Directional Sign indicating directions to a single location or destination, such as directions to entrances, parking locations, retail districts, entertainment districts, and various other locations within the Property. Each Minor Directional Sign may be a maximum of 100 square feet per side.
7. **Service Directional Signs** – Service Directional Signs may be installed at each service entry and exit location within the Property to direct service, delivery, drop off, and similar traffic along the correct route. Each Service Directional Sign may be a maximum of 50 square feet per side.
8. **Major Façade Signs** – There shall be no maximum signage limitations for façade signs located on the Multi-Purpose Event Venue to be located within Development Area 3 or on

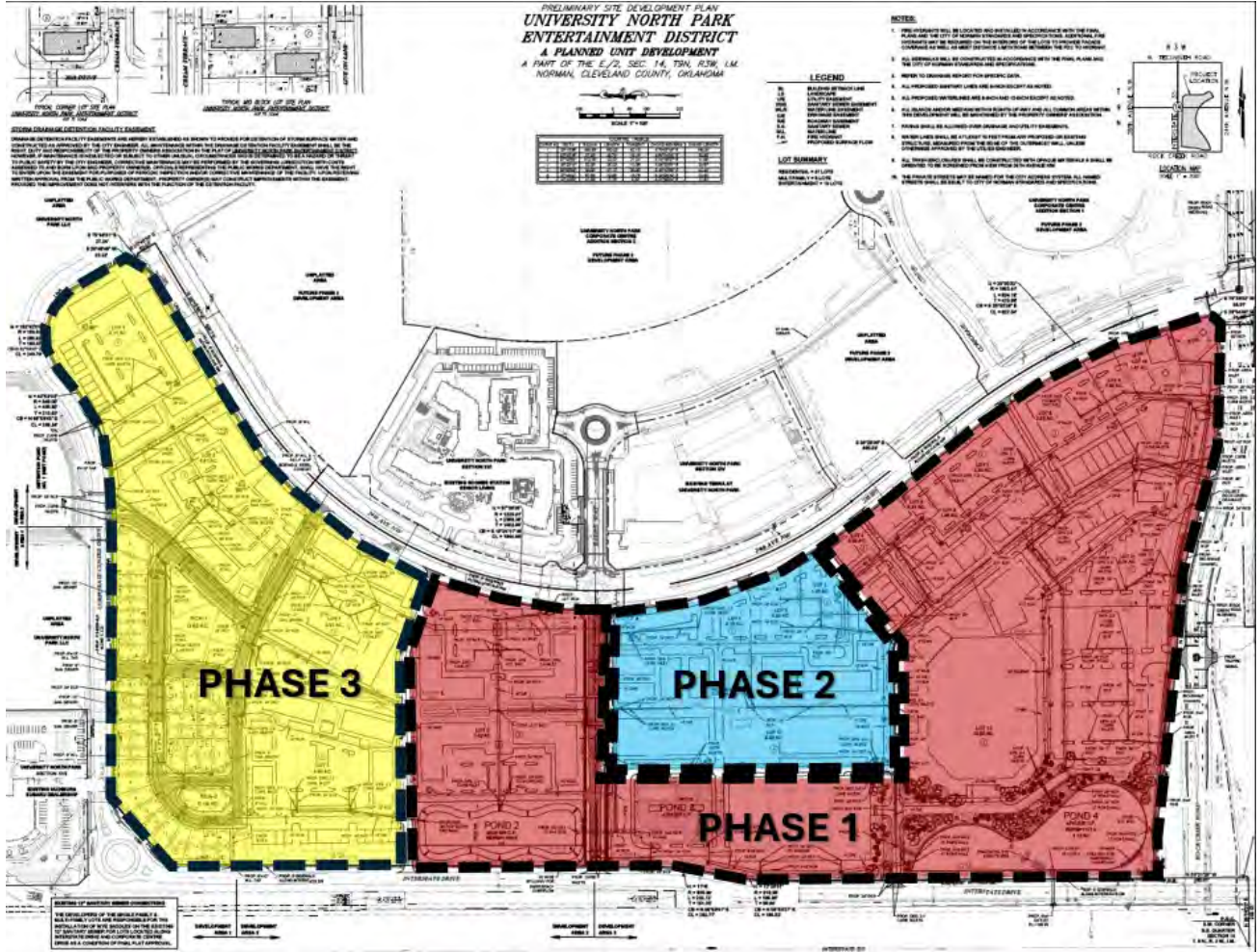
any building constructed on a lot within Development Area 3 that shares a property line with the lot containing the Multi-Purpose Event Venue. Portions of Major Façade Signs may extend above the roof line of the buildings. For clarity, the Major Façade Signs may be constructed above the roof deck of the occupiable space of the buildings, such as, without limitation, along the façade of mechanical units, equipment, screening, parapet walls, or penthouse structures.

9. **Minor Façade Signs** – Buildings located within Development Area 3 that do not qualify for Major Façade Signs, as enumerated above, and buildings located within Development Area 2, may feature up to five Minor Façade Signs per building. Each Minor Façade Sign may be a maximum of 500 square feet and portions of each Minor Façade Sign may extend above the roof line of the building. For clarity, the Minor Façade Signs may be constructed above the roof deck of the occupiable space of the buildings, such as, without limitation, along the façade of mechanical units, equipment, screening, parapet walls, or penthouse structures.
10. **Outdoor Plaza** – This PUD desires to create a vibrant and animated entertainment area within Development Area 3, with dynamic and creative signage, lighting, and other associated entertainment elements. Therefore, the following will all be permissible within the designated entertainment plazas and associated outdoor entertainment areas:
  - a. Plaza Tower Signs: Signs that consist of free-standing multisided structures.
  - b. Supergraphic Signs: Signs which consist of an image, with or without written text, which is applied to and made integral with a wall, projected onto a wall, illuminated by LED or other pixilated lighting where permitted, or printed on vinyl, mesh, window film, or other material supported and attached to a wall or window by an adhesive and/or by using stranded cable and eye-bolts and/or other materials or methods.
  - c. Large-Scale Architectural Lighting: Lighting elements placed on a significant portion of a building’s facade to highlight or accentuate vertical, horizontal, or other elements of the structure’s architecture.
  - d. Electronic Message Display Sign: Signs that display still images, scrolling images or moving images, including video and animation, utilizing a series or grid of lights that may be changed by electronic means, including cathode ray, light emitting diode display (LED), plasma screen, liquid crystal display (LCD), fiber optic, or other electronic media or technology.
  - e. Sponsorship Signs: Signs which identify or promote a facility, use, business, product, service, profession, commodity, activity, exhibition, display, promotion, presentation, event, person, institution, or sponsor of any of the foregoing, which is conducted, sold, manufactured, produced, exhibited, displayed, promoted, presented, broadcast, televised, offered or occurring within Development Area 3, including any incidental facility, use, business, product, service, profession, commodity, activity, exhibition, display, promotion, presentation, event, person or institution. Such signs may be permanent or temporary in nature.

- f. Aerial View Signs: Sign that are applied or placed upon the roof surface, approximately parallel with the roof plane, intended to be viewed from the sky. An Aerial View Sign shall not be visible from any adjacent public right-of-way.
  - g. Architectural Ledge Signs: Signs with individual channel letters, numbers, symbols or icons, which stand atop a horizontal projection forming a narrow shelf on a wall or architectural projection. The signs may not be on top of a roof.
  - h. Animated Sign: Signs that contain images, parts, or illumination which flash, change, move, stream, scroll, blink or otherwise incorporate motion.
11. **Illumination** – All of the signage discussed in this exhibit may be backlit or otherwise illuminated with LED or similar lighting.
  12. **Banner Signage** – Banners, flag signs, and other similar decorative signage may be displayed on the Property. Banners may be attached to private light poles or to the buildings to advertise the Property, holidays, events within the Property, the University of Oklahoma, the City of Norman, or other similar instances or community organizations.
  13. **Sight Triangle Protection** – All signage within the Property shall be placed in appropriate locations to not interfere with applicable traffic sight triangles.
  14. **Platted Easements** – Signs may not be placed in any platted easements without first obtaining consent to such encroachment from the applicable utility providers and City Council.
  15. **Height** – Due to the proximity of the Property to the Max Westheimer Airport, the maximum signage height within the Property shall be governed by the maximum height allowable under applicable state and federal regulations, including, but not limited to, those prescribed by the Federal Aviation Administration and the Oklahoma Department of Aerospace and Aeronautics.
  16. **Safety** – All signage discussed within this exhibit shall be constructed, located, and displayed in accordance with prevailing industry standards of care and practices for signage of such type and comparable entertainment districts in order to ensure such signage does not pose a safety hinderance to drivers or pedestrians.

# EXHIBIT G

## Preliminary Phasing Plan



**EXHIBIT H**  
 Depiction of Development Areas  
*Full Size Documents Submitted to City Staff*

