UNIVERSITY NORTH PARK

MASTER PLAN UPDATE

MARCH 19, 2018

WELCOME TO UNIVERSITY NORTH PARK

University North Park is being enhanced with a Town Center within the thriving retail south of Rock Creek Road, and expanded with an entertainment / mixed-use development to the north. The result will be a dynamic regional destination in the City of Norman. Upon completion, this new hub of energy will welcome residents, visitors and fans with the perfect combination of amenities – a vibrant tenant mix, broad array of local and national dining options, exciting entertainment venues, connecting bike trails and an inviting, invigorating ambiance enlivened by the existing Legacy Park as well as a new events plaza in the new Entertainment District. This masterplan illustrates the long range development potential for the entire 500+ acres and its two miles of I-35 frontage.

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MASTERPLAN DESIGN GOALS

1 / Create a development strategy that utilizes remaining southern parcels and creates long-term strategy for northern parcels

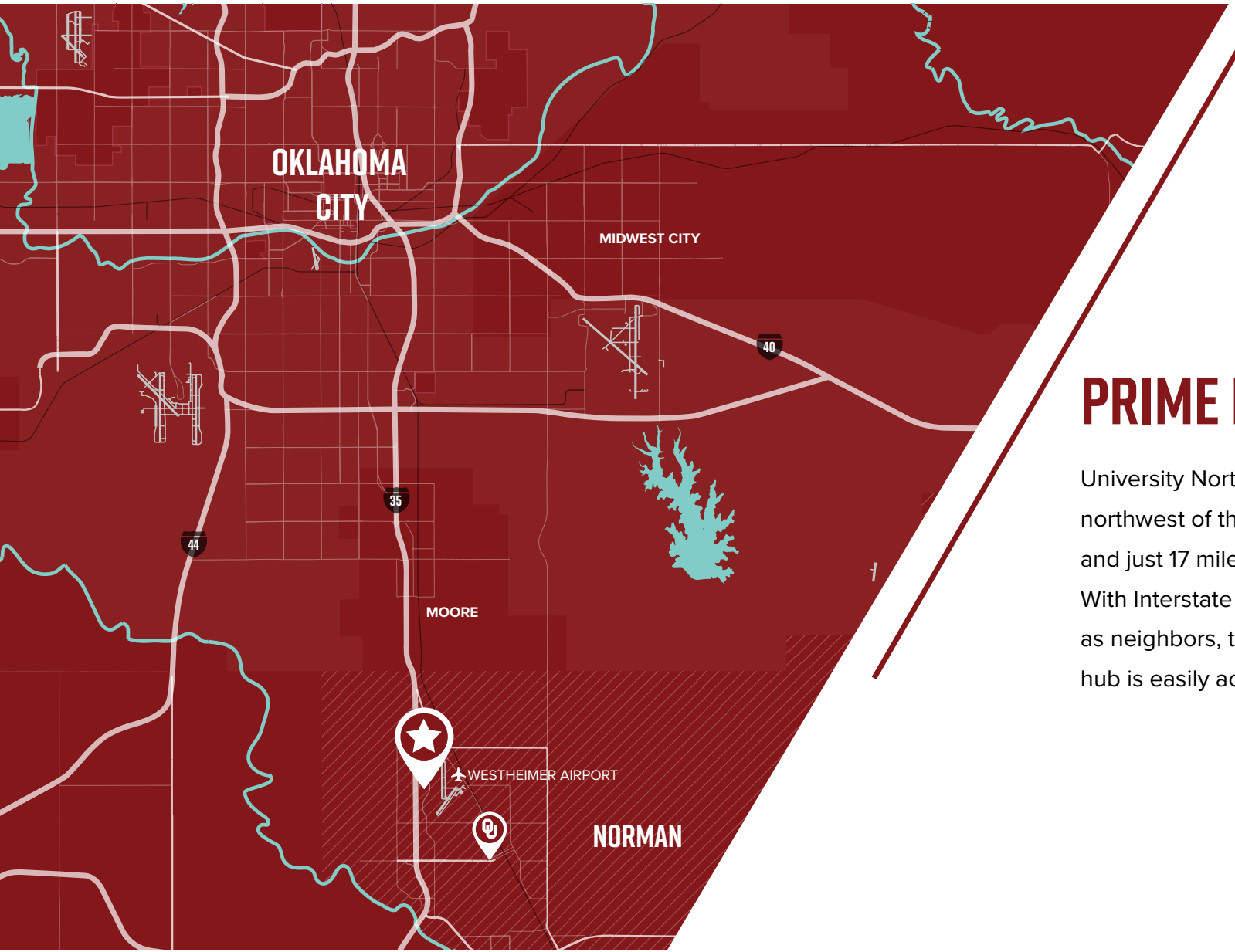
2 / Improve connectivity within the district and regionally

3 / Use undeveloped land in southern parcel to enhance adjacency and connectivity to legacy park

4 / Create a mixed-use entertainment destination on the northern parcel that creates a “heart” of the district

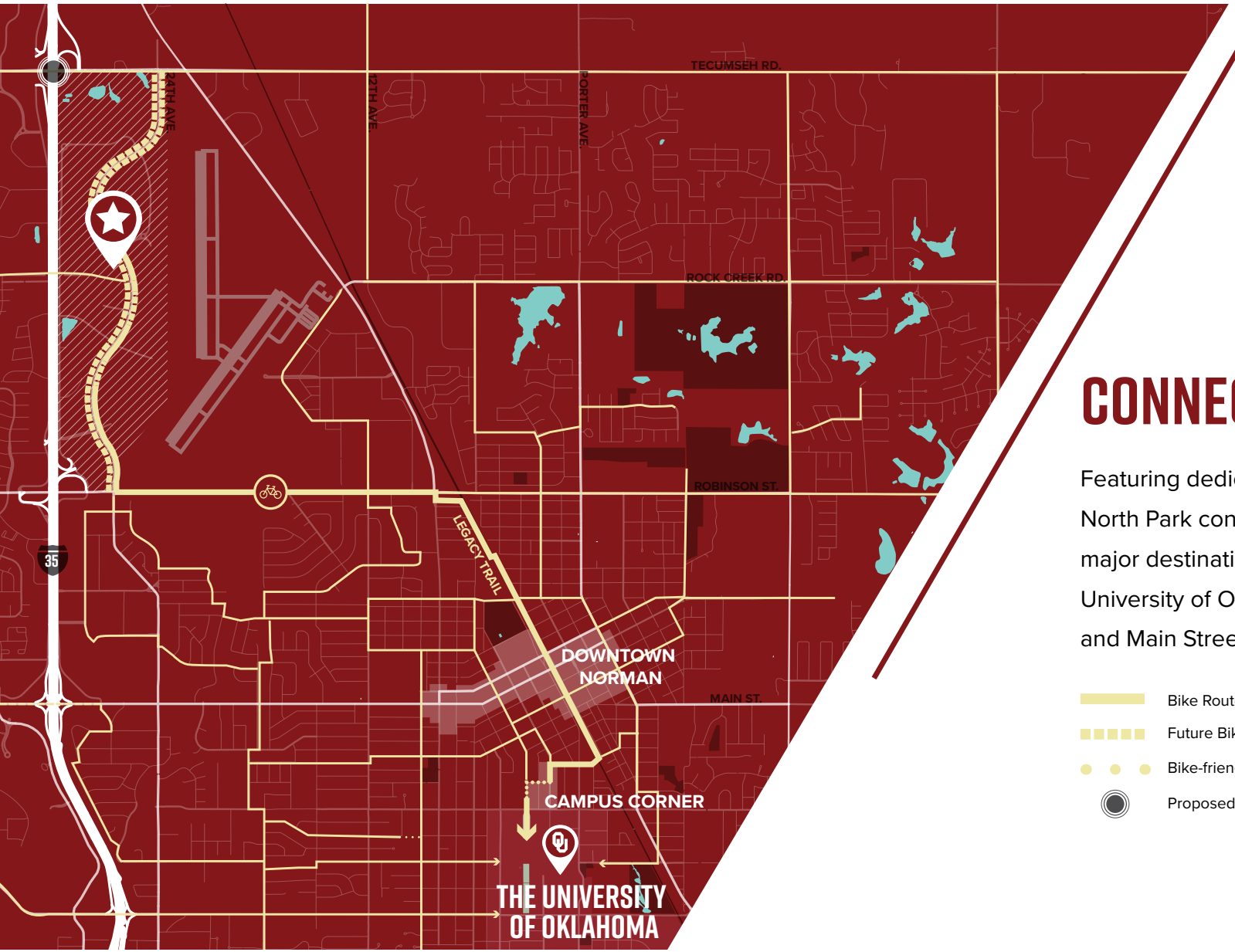
5 / Provide opportunities to increase residents within district by providing a range of housing options

6 / Increase employment base within the district by creating a variety of office locations and typologies



PRIME LOCATION

University North Park is located just 6 miles northwest of the University of Oklahoma and just 17 miles south of Oklahoma City. With Interstate 35 and Westheimer Airport as neighbors, this exciting entertainment hub is easily accessible by all.



CONNECTIVITY

Featuring dedicated bike lanes, University North Park conveniently connects with other major destinations in Norman, including the University of Oklahoma, Campus Corner and Main Street.

- Bike Route/Trail
- Future Bike Route/Trail
- Bike-friendly Road
- Proposed I-35 Interchange Enhancements at Tecumseh

MASTERPLAN

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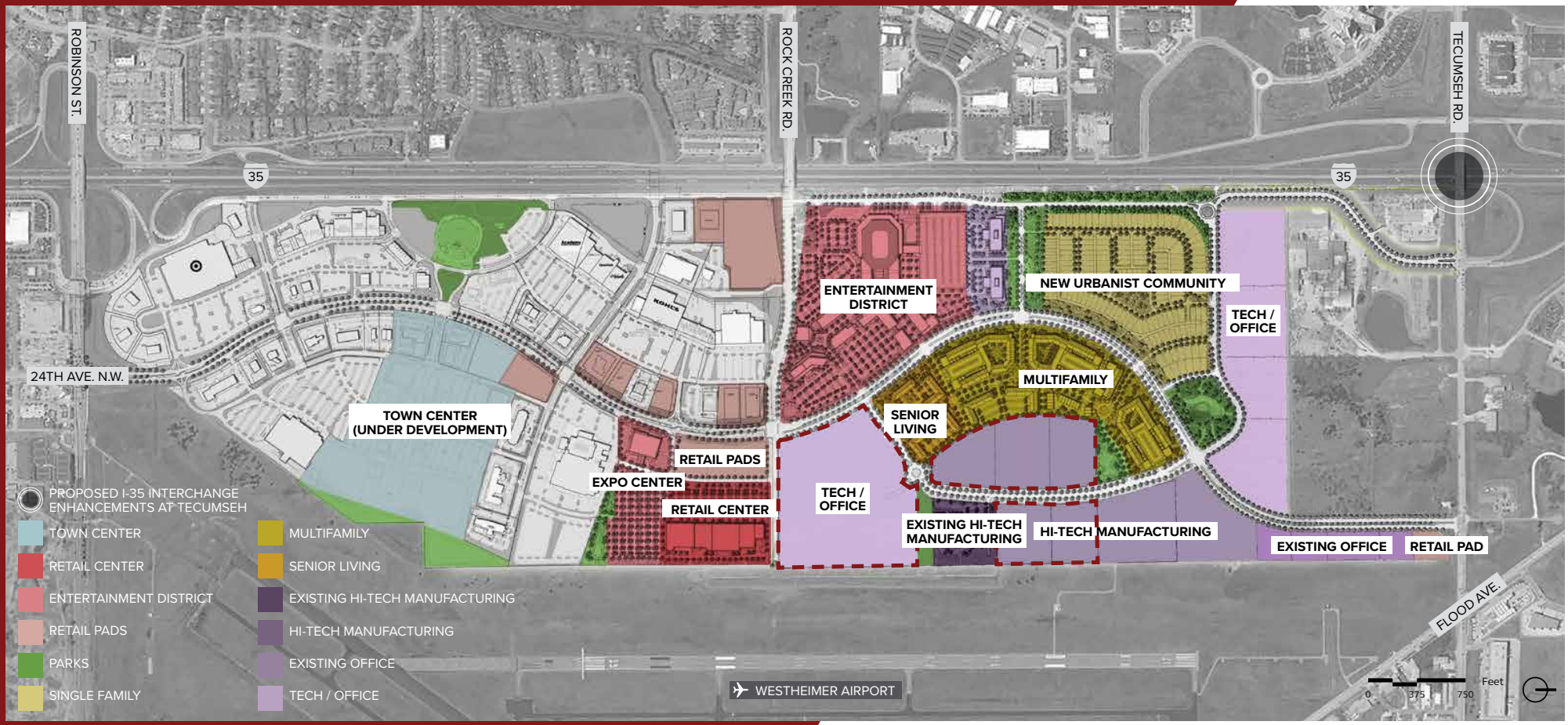
LAND USE



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MASTERPLAN: SOUTH

TOWN CENTER
43 Acres
134.7K SF Retail / Restaurants

RETAIL CENTER
13.2 Acres
125K SF Retail

RETAIL PADS
20.0 Acres

EXPO CENTER
10.6 Acres
40K SF Center

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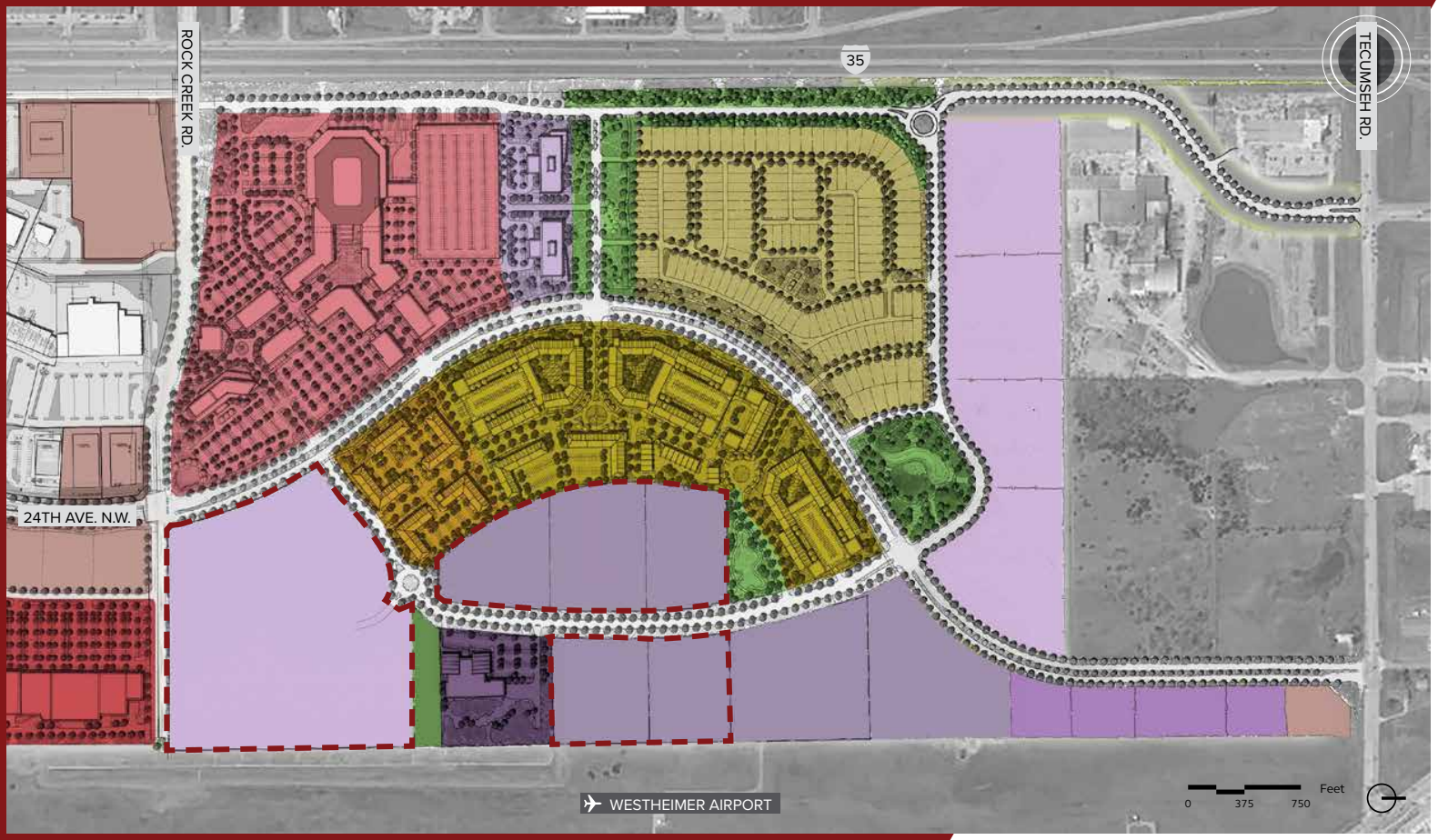
MASTERPLAN: NORTH



ENTERTAINMENT
36.4 Acres
100K SF Upper Level Office
150K SF Entertainment / Restaurants
225 Key Hotel

NEW URBAN COMMUNITY
53.8 Acres
283 Units

MULTIFAMILY
28.6 Acres
1,250 Units

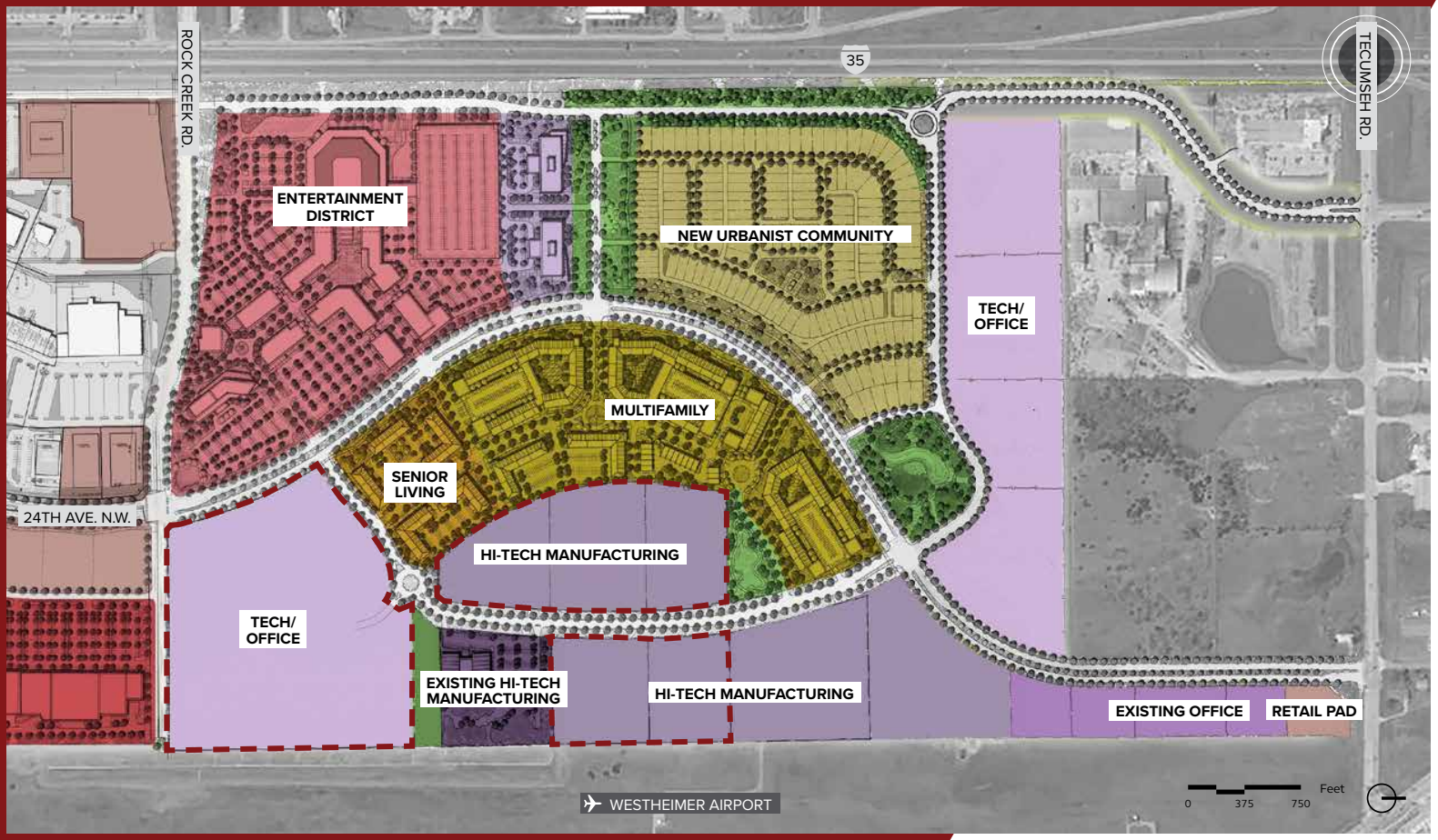
SENIOR LIVING
7.7 Acres
200 Units

HI-TECH MANUFACTURING
43.1 Acres
375,500 SF

TECH / OFFICE
59.5 Acres
518,500 SF

PARKS
15 Acres

LAND USE: NORTH



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THE VISION

SOCIAL. SPIRITED. PROUD.

University North Park is a place for people who are ignited by the energy of the city. This vibrant destination will not only amplify and enhance the game day experience, but will also serve as the new nexus for spirit, dining and entertainment in Norman. Complementing the retail scene, University North Park will provide a combination of unique, local restaurants and national dining / entertainment options. Instilling pride and joy, it will provide space for game day events as well as state-of-the-art venues for international concerts and events. The Entertainment District is planned to serve as a walkable and comfortable neighborhood amenity for everyday use, as well as a flexible celebratory venue for pre- and post events on event day.

RESIDENTIAL TYPOLOGIES

ADDISON CIRCLE - ADDISON, TX

STAPLETON, CO

CELEBRATION, FL

STAPLETON, CO

ADDISON CIRCLE - ADDISON, TX

EXPO CENTER

BRISBANE CONVENTION & EXPOSITION CENTRE - BRISBANE, AUSTRALIA

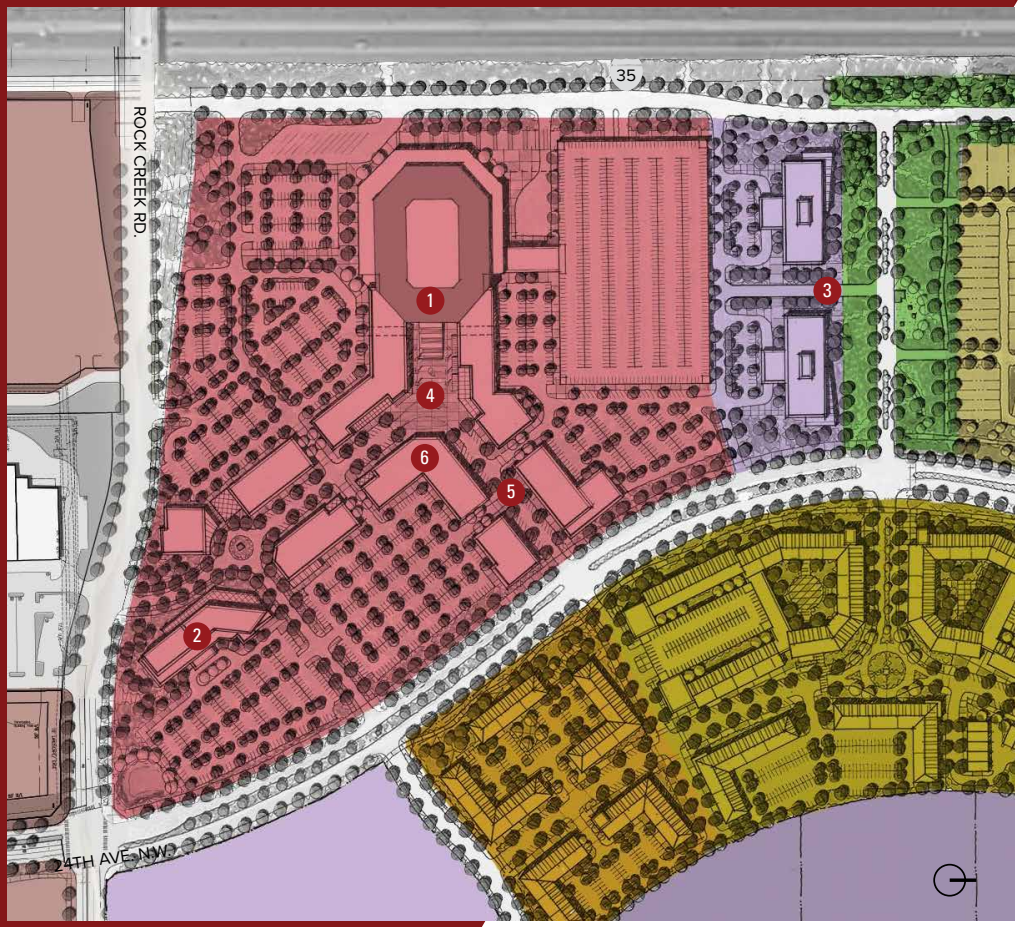
DUKE ENERGY EXPO & CONVENTION CENTER - CINCINNATI, OH

KENTUCKY EXPOSITION CENTER - LOUISVILLE, KY

SHANGHAI NEW INTERNATIONAL EXPO CENTRE - SHANGHAI, CHINA

EXPO CENTER NORTE - SAO PAULO, BRAZIL

LAND USE: NORTH



1 MULTI-PURPOSE ARENA
14.1 ACRES
10,000 SEATS
800 CLUB SEATS
30 LOGE BOXES
12 SUITES
20 LUXURY SUITES
2,600 PARKING GARAGE SPACES

2 HOTEL
5.2 ACRES
225 KEYS

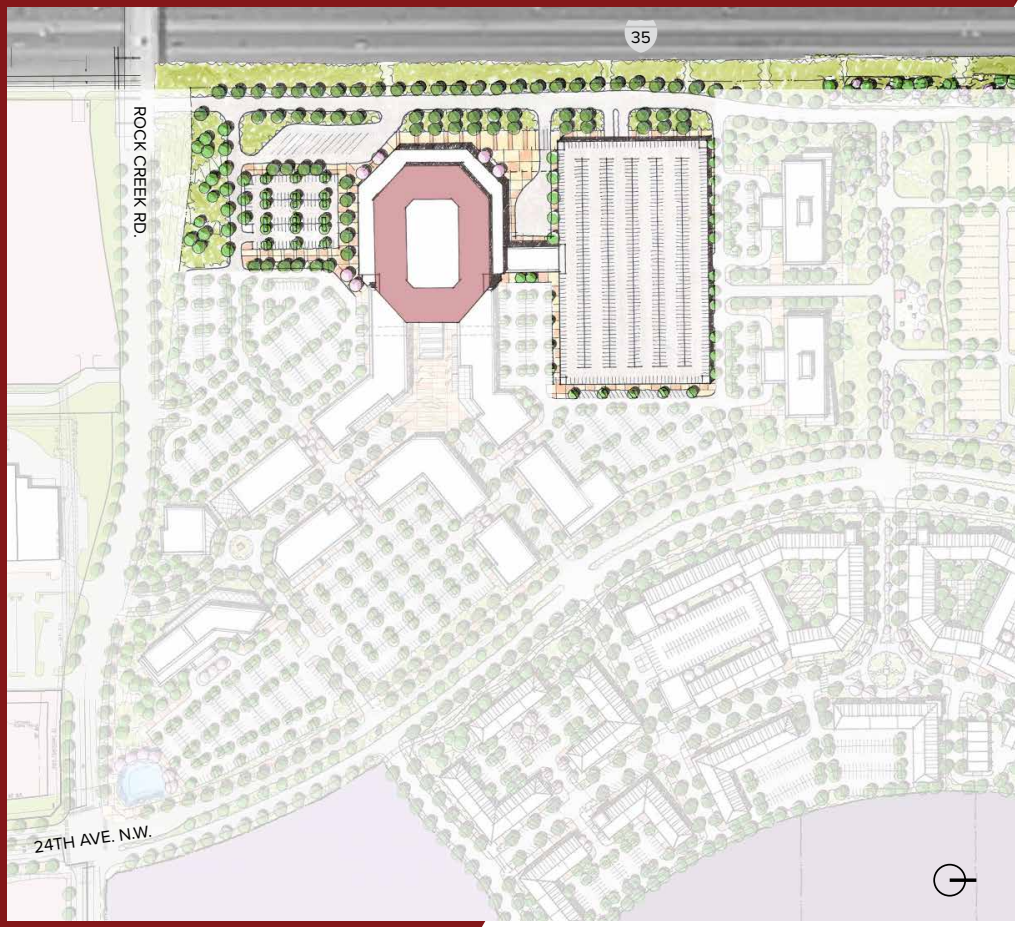
3 TECH / OFFICE
5.5 ACRES
300K SF

4 EVENTS PLAZA

5 FESTIVAL STREET

6 MIXED-USE
20.1 ACRES
150K SF Entertainment / Restaurant
100K SF Upper Level Office

① NORTH: MULTI-PURPOSE ARENA



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2,600 PARKING GARAGE SPACES

MCLEOD CENTER ARENA AT UNIVERSITY OF NORTHERN IOWA - CEDAR FALLS, IA

PAVILION RENOVATION AT VILLANOVA UNIVERSITY - PHILADELPHIA, PA

PURCELL PAVILION AT UNIVERSITY OF NOTRE DAME - SOUTH BEND, IN

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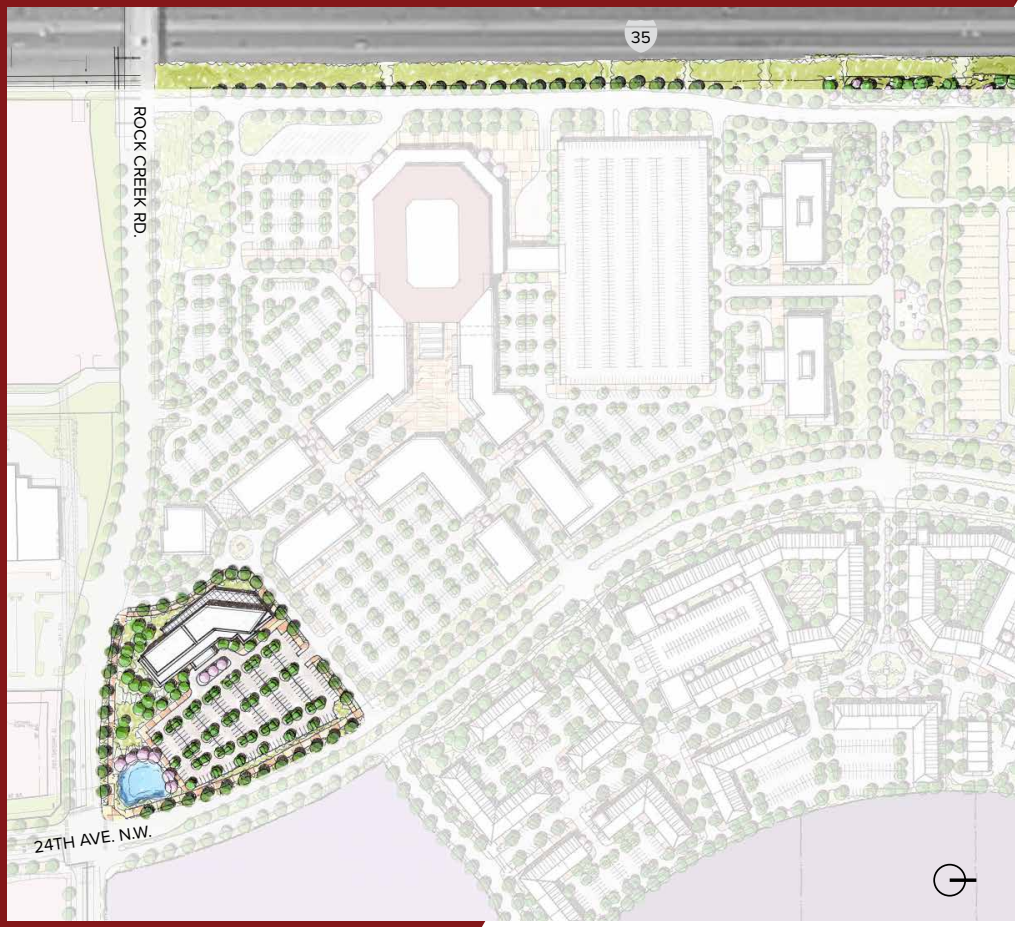
② NORTH: HOTEL



5.2 ACRES
225 KEYS

VIRGIN HOTEL - NASHVILLE, TN

THE STELLA - COLLEGE STATION, TX

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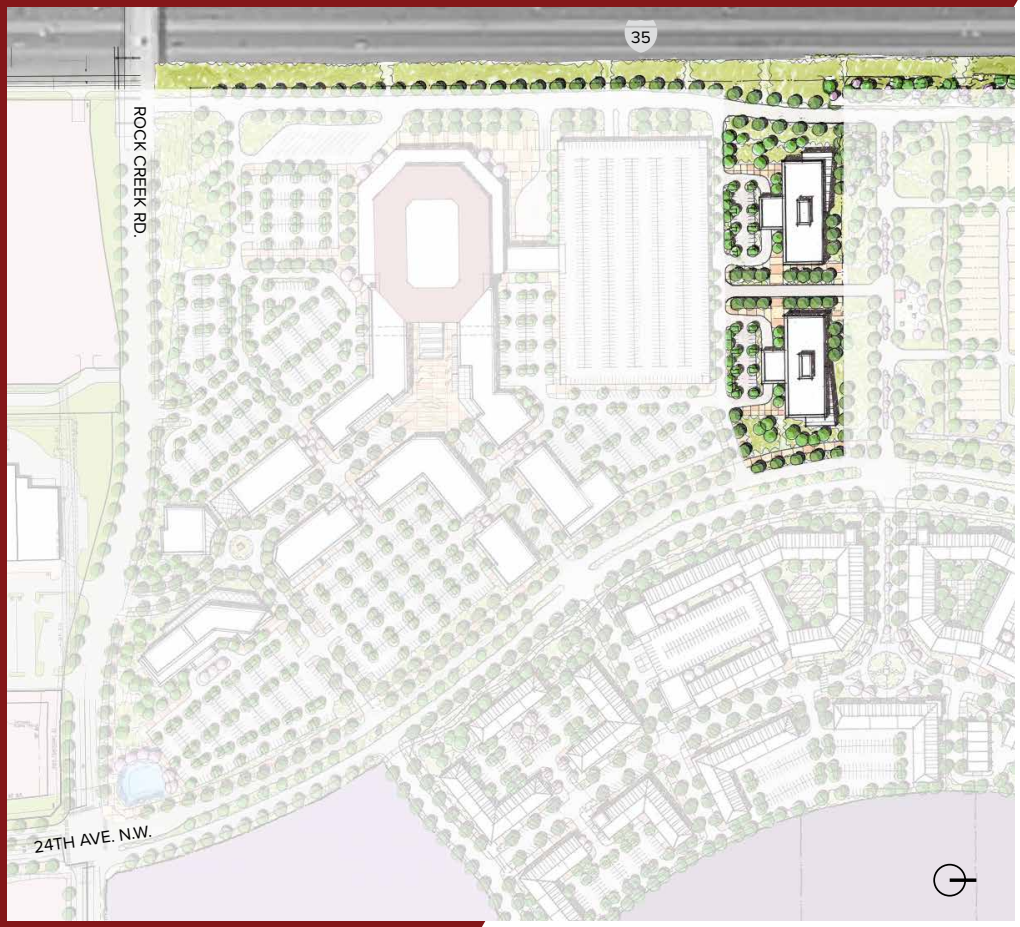
③ NORTH: TECH / OFFICE



5.5 ACRES 300K SF

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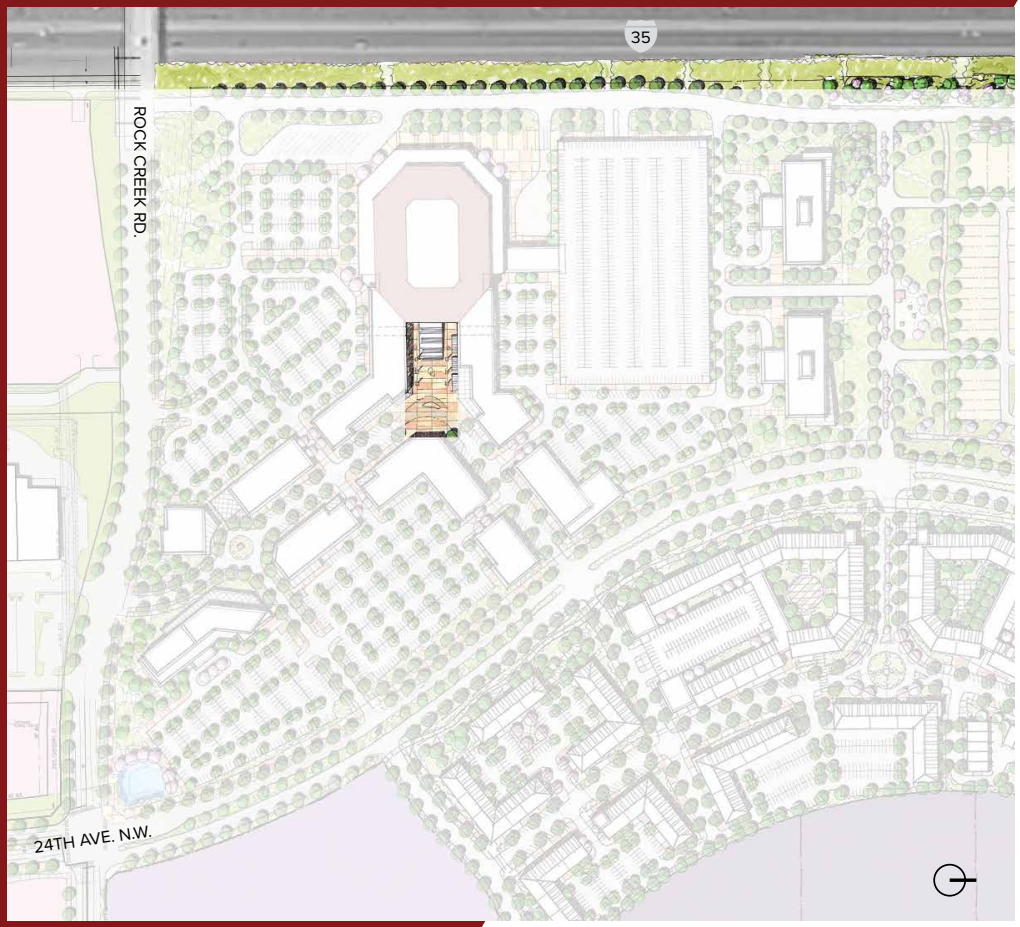
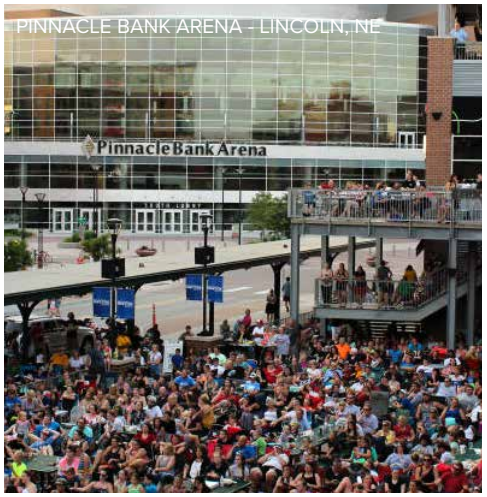
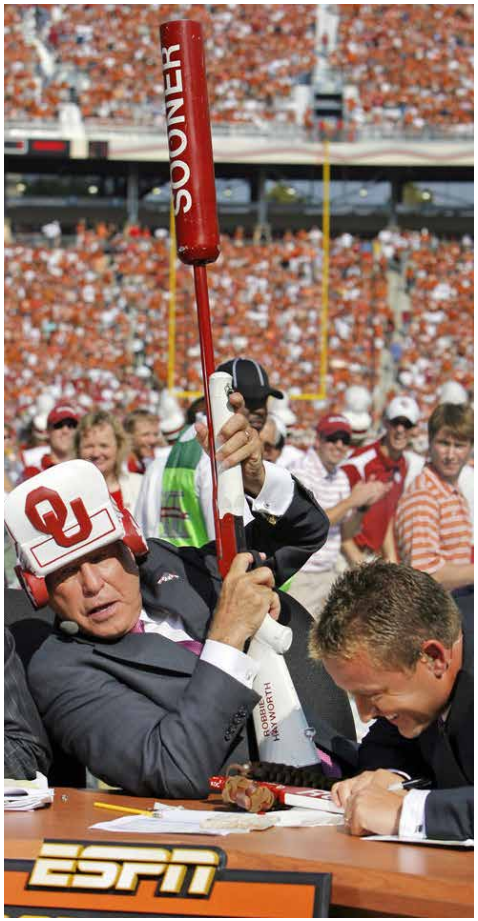
④ NORTH: EVENTS PLAZA





PINNACLE BANK ARENA - LINCOLN, NE

SUNDANCE SQUARE - FORT WORTH, TX



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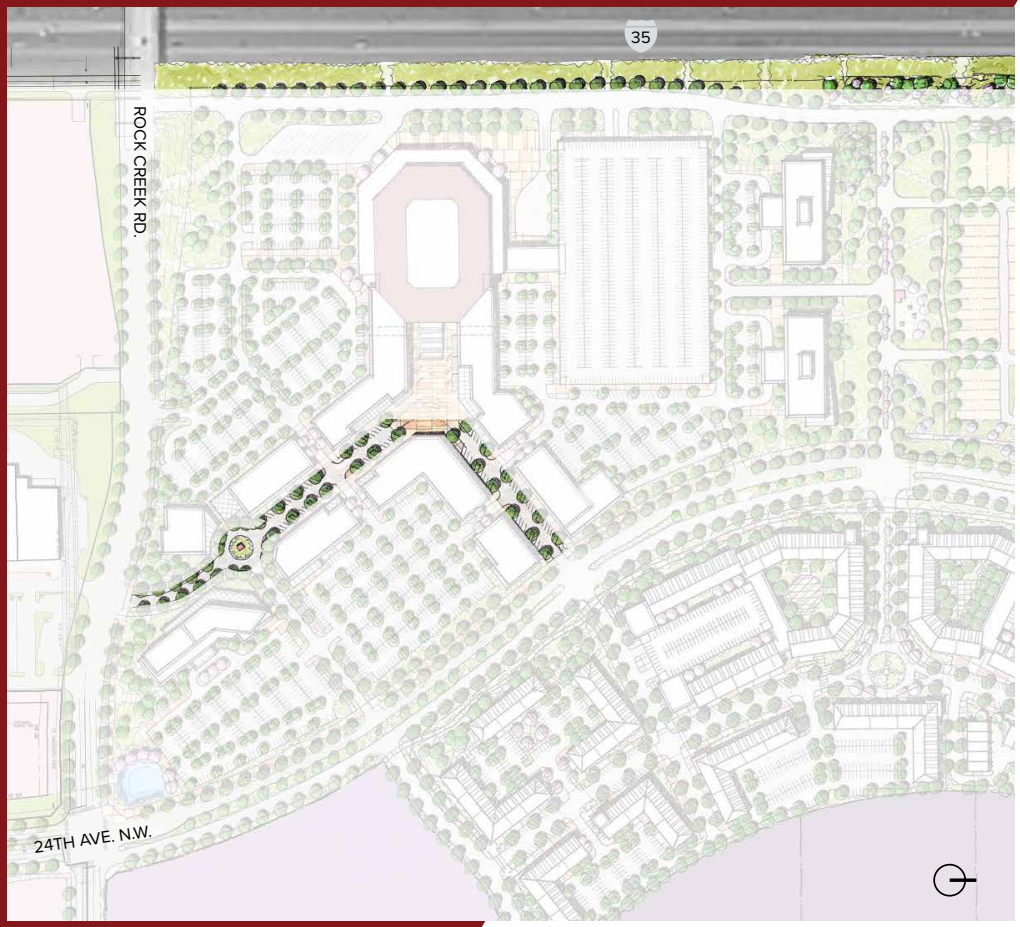
⑤ NORTH: FESTIVAL STREET



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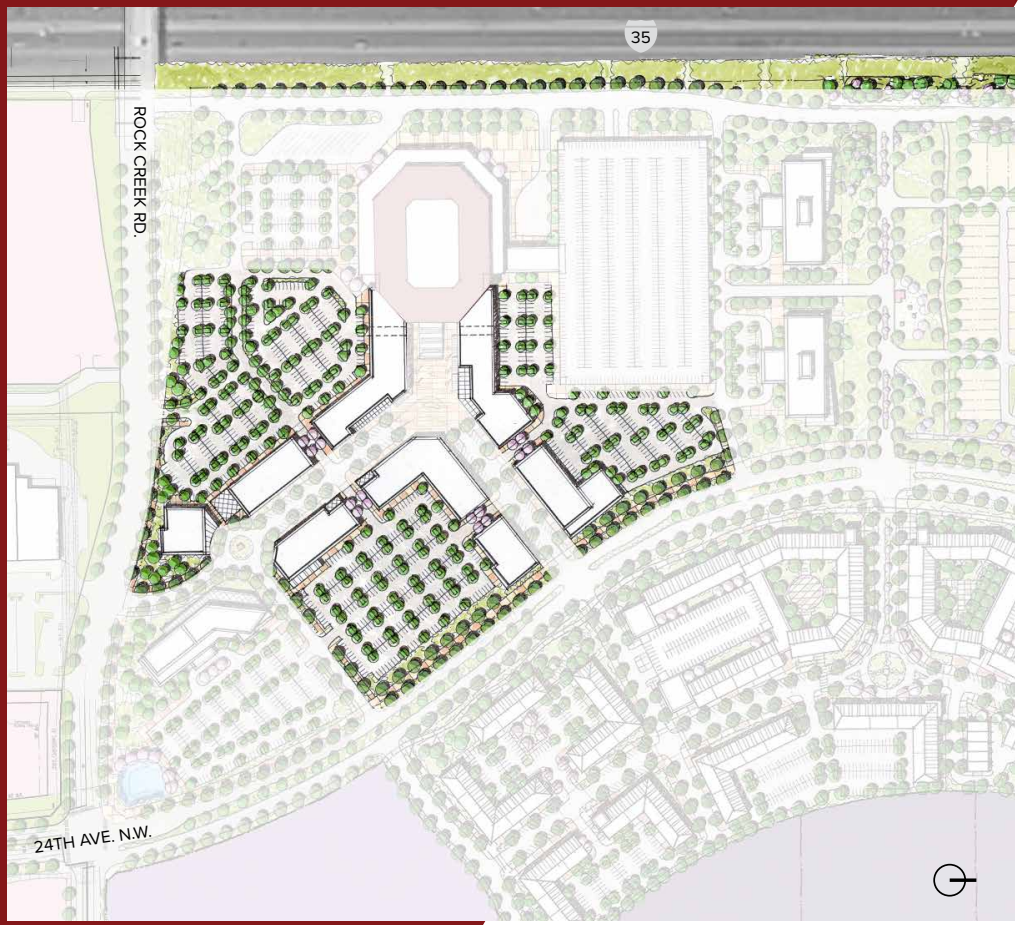
HOTEL
Sueve
Sueve

THE SP)T

SOONERS
STORE

⑥ NORTH: MIXED-USE



20.1 ACRES
150K SF ENTERTAINMENT / RESTAURANT
100K SF UPPER LEVEL OFFICE

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EVENT DAY: NORMAN HS

EVENT DAY: NCAA

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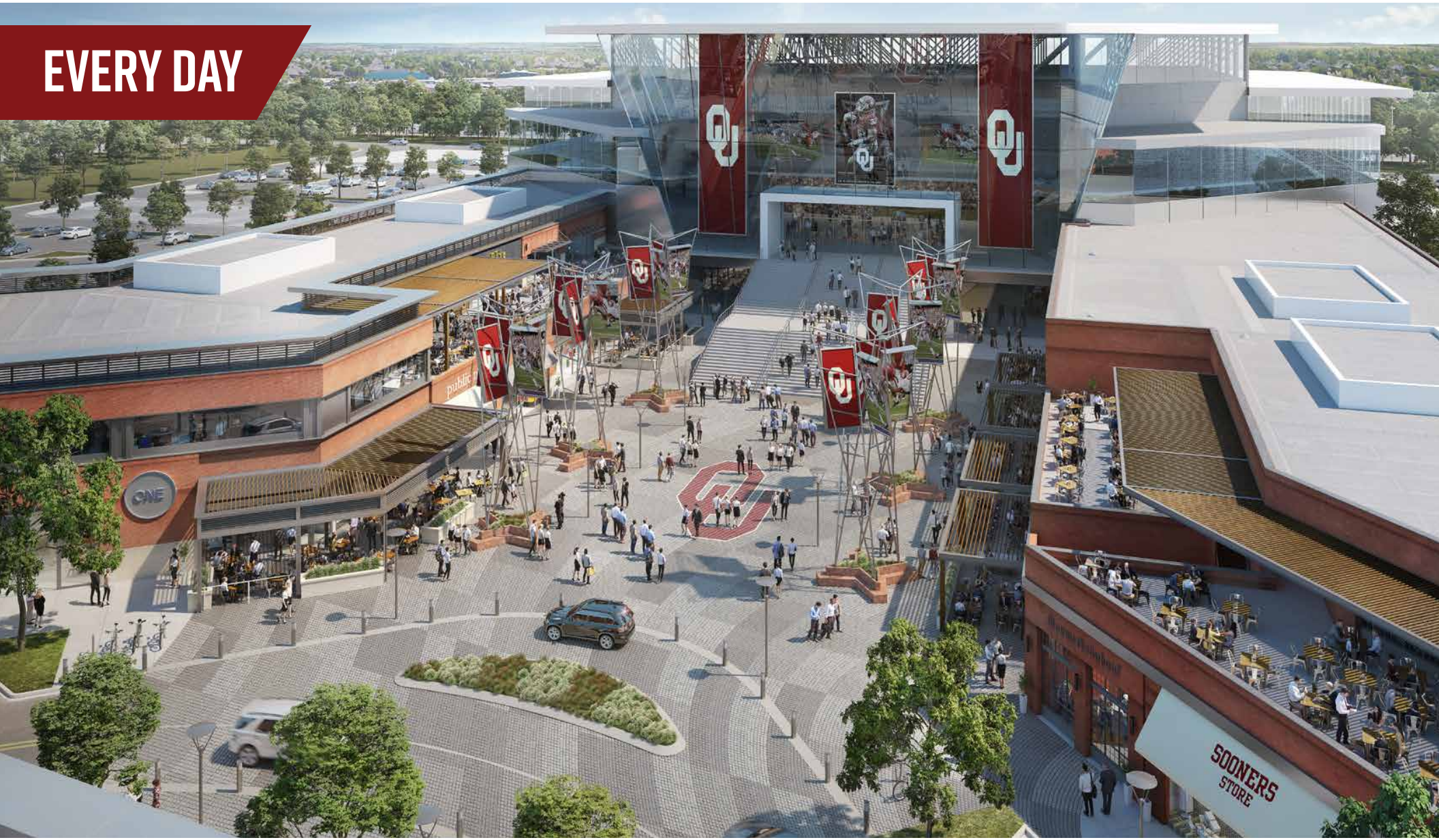
EVENT DAY: OU

EVERY DAY



BENEFITS TO THE CITY OF NORMAN:

1 / 4,000 new residents

2 / Regional-draw entertainment destination

3 / 1 New 250-room hotel

4 / 15 acres of new parks and open space

5 / New employment opportunities

6 / Bike and pedestrian trails connected to the city

7 / Walkable streetscape environment

8 / Flexible expo center

9 / Interchange enhancements to improve traffic

10 / Abundance of new dining options

BOOMER SOONER