

CITY COUNCIL STUDY SESSION MINUTES

September 19, 2017

The City Council of the City of Norman, Cleveland County, State of Oklahoma, met in a Study Session at 5:30 p.m. in the Municipal Building Conference Room on the 19th day of September, 2017, and notice and agenda of the meeting were posted at the Municipal Building at 201 West Gray, and the Norman Public Library at 225 North Webster 24 hours prior to the beginning of the meeting.

PRESENT: Councilmembers Bierman, Castleberry, Clark, Hickman, Holman, Karjala, Wilson, Mayor Miller

ABSENT: Councilmember Allison

Item 1, being:

PRESENTATION AND DISCUSSION OF THE UNIVERSITY NORTH PARK MASTER DEVELOPMENT PLAN AND RELATED MATTERS.

Mayor Miller said tonight City Council will be formally presented with the University North Park Master Development Plan (UNPMDP), which has also been known as the RTKL Study. She said information recently published in the local paper led to misunderstandings about what kind of action has been taken by Council. She asked Mr. Jeff Bryant, City Attorney, to clarify what has taken place so far.

Mr. Bryant said the Citizen Tax Increment Finance (TIF) District Oversight Committee for the University North Park (UNP) TIF met this afternoon to review the presentation from RTKL regarding proposed development of the land at the north end of the UNP between Rock Creek Road and Tecumseh Road. He said in accordance with the UNPTIF project plan documents, one of the roles of the TIF Oversight Committee is to review changes to the UNPMDP and make recommendations to Council on whether or not those changes are consistent with the goals and objectives of the project plan. During this meeting a motion was made to recommend that Council adopt the UNPMDP proposal for the area north of Rock Creek Road that was presented by RTKL and submitted by UNP, L.L.C., (the land owners) as consistent with the project plan goals and objectives. That motion was seconded and adopted by the TIF Oversight Committee and that is all that has happened to date. He said that presentation and recommendation is what is being presented to Council for review.

Councilmember Hickman said when he read the headline and noticed the agenda item for tonight's meeting, he recalled his questioning regarding the Norman Forward Citizens Financial Oversight Committee (CFOB) not being able to review the Griffin Park Master Plan in advance nor does he believe they have reviewed any Norman Forward Project plans or expenditures prior to those projects coming to Council for a vote. He said the CFOB reviews what has already taken place on projects to determine whether or not the City is spending the money appropriately within its budget and following what was promised to the public. He felt if the City is going to appoint Oversight Committees, the Committees should conduct themselves in a consistent manner and many people are troubled by the way the CFOB is operating by looking at expenditures that have already been made. He said it is unusual for the TIF Oversight Committee to meet hours before a presentation to Council and vote on a recommendation. Mayor Miller said each Oversight Committee has its own directive and she doubts that every Oversight Committee's directives are exactly the same so if Council would like to review Oversight Committee directives that can be done, she suggested it be done at a later time and Council focus on what is on the agenda tonight. Councilmember Hickman said Council should look at those directives to ensure consistency.

Councilmember Castleberry said the Norman Forward CFOB was given direction by Council on what they should be doing and they are following what Council directed them to do. He said for whatever reason, Council gave different directives to the Oversight Committees whether that is right, wrong, or indifferent. Councilmember Hickman said those directives are subject to interpretation and it is Council's role to ensure the directives are being interpreted and enforced in the way Council thinks is appropriate.

Mayor Miller said tonight Council will be reviewing proposed plans for the north half of the UNPTIF. The south half is not totally developed; however, it does have a master plan and over the last couple of years as Council has reviewed what is taking place and what may take place in the south half, it was suggested that Council think about a master plan for the north half as well. She said the University of Oklahoma Foundation (OU Foundation) is the primary owner of that property, but Norman Economic Development Coalition (NEDC) and some private owners own portions of the property as well. She said the plan for the north half has always been to provide a variety of housing, industrial businesses, and offices with little retail, but there is no master plan defining that. The proposed master plan by RTKL recommends an entertainment venue along with a great deal of diversified housing, office space, and light industrial spaces, which the OU Foundation is excited about. She asked that Council keep in mind this is just the beginning of several discussions that will take place about a complex process and more information needs to be provided before a final decision is made.

Mr. Bryant introduced Mr. Dan Batchelor, Center for Economic Development Law (CEDL), who helped the City with redevelopment of the Campus Corner area and had the opportunity to frame a strategic project plan for the UNP. Mr. Batchelor said UNP gives the City a rare opportunity to direct the quality development and capture investment as well. He said most cities that have a significant vacant area within their borders consequently fall victim to steady growth in the suburbs with a slow steady death in the interior of older portions of the community. He said it goes without saying that the quality of life is increasingly becoming the responsibility of the local communities because State and Federal governments are progressively abdicating the role of quality of life for their citizens. That means more of that responsibility is falling on community leaders so opportunities for economic growth must be taken seriously and thoughtfully. It is no longer a passive experience to govern a community and it is not enough to simply provide utility, police, and fire services. He said it is CEDL's view that the amount of investment and development that could occur in the UNP would at least double or maybe even triple if supported under a public/private partnership with the community because its development depends on significant public improvements and changes in traffic patterns; quality of development would be dictated by the quality of the adopted master plan. CEDL believes development of the south portion would be a foundation for the future and that future would be in the northern half of the UNP because that area has the potential of introducing a variety of mixed uses that would balance and complement the overall economic development. It would also enhance the quality of life in the community by nourishing the attraction and expansion of high quality, high-tech establishments and creating quality employment opportunities within the community as well as residential units that would offer a new style and quality of life to attract new residents. He said during the development of the south half, CEDL did not envision the possibility of a regional destination entertainment attraction, but did envision an opportunity to introduce complementary, balanced uses in the community. This is important because when there is a balanced variety of uses that complement each other; new development complements the ability for redevelopment and generation of reinvestment in older areas of the community.

Mr. Batchelor said when CEDL first embarked on the mission to regenerate reinvestment, particularly private taxable reinvestment in the core of Oklahoma City, there were a lot of naysayers especially from the public school system. The school's leadership said if Oklahoma City created TIFs and generated new investment and development within the community, the City would capture all the growth and tax revenues, but the schools would still be hobbled; however, they went along with the plan because they saw it as the only hope of re-attracting people to the core of the City. As everyone knows, Oklahoma City

moved forward with their plan and the core of Oklahoma City has truly come to life and re-introduced a multiplicity of uses that offer a very attractive, appealing style of living. He said there have been millions of dollars in new investment for redevelopment taking place in thirteen TIFs within the core of Oklahoma City, but what has happened outside of those TIF areas? In a fifteen-year period, the Oklahoma City Public School System has grown an average of five percent per year for a total growth of eighty percent, which is a tremendous turnaround. This happened because the community has a balanced development and reinvestment program that generates impacts and those impacts are as real as throwing a pebble in a still pond, you cannot stop the ripples. The reality in this economic world is no one can predict how great these connections will be, but even though people cannot see the connection they can measure the results. It does not matter that communities cannot see the synergies that are created, they can experience the results and that is what CEDL believes will happen in the UNPTIF. Due to the system structure in Oklahoma, one stepchild in Oklahoma has become public education, which has been given less and less priority by the State. If not for the rising tide of ad valorem taxes the situation would be much direr and one of the wonderful things that happened in the first phase of the UNPTIF was a strategy to nourish a partnership with Norman Public Schools. It is CEDL's belief that there are ways to nourish or even expand that partnership and that possibility should be taken very seriously. The quality of life in communities is heavily dependent on the primary factors of quality of economic development activities, quality of jobs created, nourishment of quality of life, and the quality of education. Strategies for economic growth are not simply economic advancement, economic strategies are how the City can best use whatever tools and choices it has and looking at the consequences generated.

Mr. Jeff Gunning with Callison RTKL said RTKL was asked to create a master plan for the north half of the UNP that would maximize the value, generate market demand, and complete the overall vision for the area. RTKL wanted to create a project north of Rock Creek Road that was entertainment/mixed use driven because the development world has changed since the UNP was first being developed in 2006. He said most of the projects today are characterized by a large dependency upon multi-family residential, single-family residential, experiential dining, and public space that can be programmed. All the components of what is really vital and critical to successful mixed use today have been incorporated into the proposed master plan being presented tonight. RTKL focused on entertainment with dining uses as well as residential and although an arena was not discussed in the beginning, the vision has evolved into developing an arena that could be a catalyst for all the other uses to thrive. He said an arena could become a type of branding element for the entire district to attract people to live close to the activity and businesses that want to be associated with that strong brand. The arena could serve the Norman School System and OU as well as be a regional destination for concerts and events. He said the frontage along I-35 is incredibly valuable so an arena along that corridor would be a great regional draw location.

Mr. Gunning said master plan design goals include creating a development strategy that utilizes remaining southern parcels and long-term strategy for northern parcels; improving connectivity within the district and regionally; using undeveloped land in the southern parcel to enhance adjacency and connectivity to Legacy Park; creating a mixed use entertainment destination on the northern parcel that creates a "heart" of the district; providing opportunities to increase residents within the district by providing a range of housing options; and increasing employment base within the district by creating a variety of office locations and typologies.

Mr. Gunning said the UNP location is a rare find with its proximity to Oklahoma City, I-35, and Westheimer Airport, which could be an exciting entertainment hub easily accessed by all and can conveniently connect with OU, Campus Corner, Main Street, and other major destinations in Norman. He said existing hiking and bike routes will be enhanced to connect throughout the UNP area.

Mr. Gunning highlighted proposed land uses that include a Town Center (already under development); Entertainment District; Retail Center; Retail Pads; Parks; Single-Family Residential; Multi-Family

Residential; Senior Living; Expo Center; Hi-Tech Manufacturing (existing and new); Existing Office; and new Tech/Office. He said the single-family residential lots will be fairly small with less front/back yards that will be perfect for younger or mid-life empty nesters encouraging neighborliness with sidewalks that connect them. This could be a new housing type that will set this development apart from other areas in Norman and even throughout Oklahoma. The master plan proposes additional hi-tech manufacturing and a mixed use development could attract that use. RTKL is also proposing a couple of prime office spaces be reserved near the entertainment district that would have I-35 frontage. There are existing medical office buildings currently under construction and RTKL is suggesting a corner space be reserved for a retail pad at the corner of Tecumseh Road and 24th Avenue. If the proposed Expo Center is located directly adjacent to a proposed new hotel or existing Embassy Suites, the currently proposed Expo Center site could become additional senior living or hi-tech manufacturing sites.

Mayor Miller asked if any of the proposed housing areas would be considered “affordable” housing and Mr. Gunning said not in the sense of a requirement for low-income, but the multi-family will be characterized as “renter by choice” that consists of people who would rather live in an apartment that has a vibrant pool scene with similarly aged residents. The single-family could consist of starter homes for small families who want to be near a walkable, vibrant environment with interesting restaurants, entertainment, parks, etc. He said there is a neighborliness promoted within the residential areas.

Mr. Gunning said the UNP will be a vibrant destination that will not only amplify and enhance the game day experience, but will serve as the new nexus for spirit, dining, and entertainment in Norman. It will provide space for game day events as well as state-of-the-art venues for international concerts and events. It is planned to be a walkable and comfortable neighborhood amenity for everyday use as well as a flexible celebratory venue for pre and post events. He said proposed retail does not want to compete with existing retail in the south so other than restaurants and entertainment venues there will probably be only one retail store selling merchandise next to the arena.

Mr. Gunning displayed some residential typologies in other communities such as Addison, Texas, Stapleton, Colorado, and Celebration, Florida, as well as Expo Centers in Brisbane, Australia; Cincinnati, Ohio; Louisville, Kentucky; Shanghai, China; and San Pueblo, Brazil. He said the multi-purpose arena would consist of approximately 10,000 seats with 800 club seats, 30 lodge boxes, 12 suites, 20 luxury suites, and a 2,600 space parking structure that can be used for overflow parking when events are not being held. He said an arena that is programmed and can have Instagram moments is really a vital part of creating a mixed use project especially where dining and entertainment is such a critical part of the project. He said mixed use is referring to up to 100,000 square feet of office space that could exist above the entertainment and restaurant uses, which puts another level above the ground floor level creating a greater sense of a vibrant streetscape.

Mr. Gunning said the proposed master plan benefits to the City of Norman would include 4,000 new residents; regional-draw entertainment destination; new 250 room hotel; 15 acres of new parks and open space; new employment opportunities; bike and pedestrian trails connected to the City; walkable streetscape environment; flexible Expo Center; interchange enhancements to improve traffic; and abundance of new dining options that includes sidewalk dining.

Councilmember Hickman asked about the expected revenues of the TIF, cost of the proposed developments, what the City’s contribution might be, and what the TIF arrangement would look like. Mayor Miller said at some point, CEDL would review the proposal and prepare an estimated finance picture, but Council is simply reviewing the proposed master plan at this time. Councilmember Hickman said the Griffin Park Master Plan included a budget so he is curious if there is a budget for this proposed master plan. Councilmember Castleberry said there is no budget because the City itself is not building anything within the UNP. Councilmember Hickman asked if anyone had a conceptual idea of what this

“arena” would cost, what the City’s estimated contribution would be, and what the TIF arrangement would be to make this happen. He said if the City does not have financial information then Council has a long way to go before approving this plan.

Mr. Batchelor said the City does have a long way to go and to undertake the build-out of this area would cost approximately \$460 million in new development over a ten year period. He said CEDL has been asked to assess the possible cost, public participation, TIF revenues, etc., and have begun that assessment. He said the south half development offers a foundation for development in the north half and the south half development helped create a meaningful partnership with the Norman Public School System going forward. CEDL will look at what development in the north half can contribute to the balance of the quality of life in the community, what a regional entertainment attraction would contribute, review the residential community sustainability, and review components for attracting, nourishing, or expanding high quality, employment opportunities. CEDL has key metrics they will apply to develop their assessment and recommendations that include what degree the development will add to enhancing quality of life in the Norman community; what expected revenues will be for the City of Norman and other affected taxing jurisdictions; what the prospects are for impacting complementary support for investment, goals, and objectives in the Center City Project; is it complementary to the prospect of generating reinvestment and invigorate the heart of the community; to what extent is it likely to attract quality non-retail business and its intended employment opportunities; can it generate sustained long-term revenue streams for the benefit of the affected taxing jurisdictions; can it be utilized to enhance a long-term partnership with the Norman Public School System; and will it support and enhance a long-term partnership with OU. He said magical things are already taking place in Norman such as older homes being rehabilitated in older neighborhoods and investment in new businesses are being made. He said the character of the community is changing and that is because Norman is nourishing its community with a balance of investment and reinvestment.

Councilmember Holman said development will take place in the north half regardless so he likes the idea of a master plan that allows Council to decide what they want there instead of development happening randomly. He asked what immediate decisions Council will need to make and Mayor Miller said Council is simply being presented the proposed master plan and the economic piece is still needed in order to see the full picture.

Mr. Batchelor said somewhere along the way, Council will be asked to consider approval of the development plan for the north half of UNP. Later, CEDL will tender its assessment and recommendations for consideration then it will be entirely up to Council whether or not they want to pursue the master plan ideas.

Councilmember Wilson asked how binding the master plan will be. Will future decisions to change that plan come to Council or will that be handled by the Oversight Committee? Mayor Miller said changes would come before Council. Councilmember Wilson asked how specific the master plan will be and Mr. Bryant said the master plan is a general picture of what the owners of the land would like to move forward with for the north half consistent with the percentages of residential, office, industrial, commercial, etc., that were presented in 2006. He said since the south half has been platted and moving along this is the next step in the process by focusing on the north half. The project plan states that Council gets to look at the development plan and weigh in on it so that is what Staff is presenting tonight.

Councilmember Wilson said from her understanding, an entertainment district does not necessarily mean the UNP is going to develop an arena so if that changed from an arena to a movie theatre, would that be a specific item Council would vote on or is that still within the project plan? Mr. Bryant said that would come to Council in a series of development agreements similar to what happened in the south half so as details are flushed out, those details will be brought back to Council with a development agreement

outlining the commitments of who will be responsible for what. In the development process, if Council generally likes this type of master plan for the north half then zoning will need to come forward. He said there will need to be a Planned Unit Development (PUD) amendment that will outline development as it moves forward.

Councilmember Wilson said by liking or not liking the master plan as a whole does that commit Council to specific uses or plans? Mr. Bryant said the developers are looking for some type of green light that this particular plan for the north half is consistent with what was envisioned in 2006 and consistent with Council's vision of how the north half should develop. He said that was the question presented to the UNPTIF Oversight Committee this afternoon, is this master plan consistent with the goals and objectives of the project plan? Councilmember Wilson wanted to be clear that liking or not liking this master plan in no way suggests any funding options and that would be a separate piece and Mr. Bryant said that is correct. He said that is why the City has retained CEDL to look into the funding possibilities and as elements of the plan come forward, they will advise the City and all decisions will come to Council.

Councilmember Castleberry said he reviews this presentation as a type of pre-development meeting for Council. If Council likes or dislikes parts of the plan then they need to say so because the developers are looking for feedback.

Councilmember Bierman said on a foundational level, her concern is getting caught in the psychology of sunk costs. She said Council has a busy schedule this year reviewing things that must be done, not just things they want to do, such as stormwater issues, Senior Center, etc., and considering how much time this master plan will take from Staff and Council, she does not know if this is necessarily the right time to be considering this master plan. She likes the concept, but does not know if she wants to devote the time on it right now. She said Council has placed their desires before their needs in the past and is still struggling with the outcome of that and she feels this should be considered in a couple of years. Mayor Miller said Council *needs* to figure out ways to make the General Fund sustainable in the long term and this master plan is a way of diversifying. She thinks the master plan has potential and Council needs to look at it because this is a huge opportunity and by not considering what impact it could have on the General Fund, the school system, OU, etc., and its possibility as a regional draw would be terribly short sighted.

Councilmember Hickman asked if Council will be voting on a master plan, yes or no, and Mr. Bryant said yes. Councilmember Hickman asked if the master plan would have a budget of any kind with information about the impact on the General Fund and Mr. Bryant said that all comes in stages and the first stage is to look at the development plan the owners of the property are presenting to Council. After that development plan comes forward, if developers ask for public participation in implementing that development plan then, yes that will come back to Council with recommendations from CEDL along those lines.

Councilmember Hickman felt Council would not be good stewards of taxpayers' money if they approved a master plan without financial information, considering the potential size of the investment. He believes consideration of a "pretty picture" in isolation of dollars is not a very informed discussion as elected officials. He wants to be clear that approving a master plan without a financial plan creates a higher burden for Council to step out of the project later on because of cost implications. Mayor Miller asked Mr. Batchelor about his thoughts on Councilmember Hickman's concerns and Mr. Batchelor said the question of public financial participation is an entirely separate approval. He does not believe approving a development plan for an area obligates the City to expend any public funds to implement that plan. The approval would provide permission for a developer to undertake that plan, but that is not the same as a commitment of public funds to support that plan. If public funds are needed to implement that plan then that has to be a separate consideration.

Councilmember Castleberry asked if Mr. Batchelor could talk a little bit about Dr. Dauffenbach's Economic Study because that answers a lot of questions regarding the economic impact of a development of this nature. Mr. Batchelor said the key metrics of Dr. Dauffenbach's Study (over a ten year period) consists of new spending for residential housing in an estimated amount of \$68 million with tax revenues generated in the amount of \$2,926,094; new entertainment dining annual sales are projected to be \$43 million generating City and County taxes in the amount of \$1,828,492; new property values for new construction are projected to be \$518,374,909 with property tax valuation adjustment of \$10,189,279; New Basketball/Arena Annual taxable sales of \$4,500,000 generating sales taxes of \$191,250; Expo Center taxable sales of \$17,817,635 generating tax revenues in the amount of \$757,249 per year; and annual hotel revenues of \$11,068,798 per year generating hotel tax revenues in the amount of \$553,440. City and County tax revenues over the ten year period based on build-out of the development plan is estimated to be over \$16 million. In addition, new property taxes generated from non-retail and non-residential property taxes are projected to be \$2,400,855.

Councilmember Holman said a TIF helps encourage or make this type of development more likely, but this could be done without public dollars, right? Mr. Batchelor said, legally, if Council approves the development plan then that would seem to make it possible for a developer to fund the projects; however, it does not answer the question of whether or not it is feasible for all those pieces to be developed. He said that depends on whether there are public components that would require public financing and what the market conditions are. There are sound reasons to project ten years out for a development of this size and scope.

Councilmember Holman said he likes the idea of a master plan, but is concerned about funding; the amount of public investment that might be needed; commitment from OU; the amount of time Council would spend on the projects; and the life of the TIF. Mayor Miller said a developer could come in and do some of the projects, but the land belongs to OU and they would like to have a master plan.

Councilmember Hickman said multi-family units and offices are already being built in the north half so approving the master plan is not required for that to happen. He represents Ward Four which is considered to be the heart of the community so he would like to see a study prepared that would look at the potential risk of cannibalization and any negative impact to Campus Corner, Downtown Norman, and eastside businesses. He said the City has worked hard for many years to strengthen these areas and is on the verge of creating a Center City TIF, which Council should be negotiating right now along with a UNP north half TIF because the structure of one may impact the structure of another. He has heard from small business merchants in Downtown Norman and Campus Corner who are very nervous and scared they will be negatively impacted. He would like to find a way to use existing UNPTIF funds to redevelop along James Garner Boulevard connecting to the Center City TIF, which might help protect the Center City area and east Norman from cannibalization by providing funding to help spur development and revitalization at a more rapid rate. He said the City is being short-sighted to not look at the two TIFs together. He would like the City to consider additional financing options such as bonds or a business tax. He said an arena would be nice, but felt it would be more prudent to look at other options for an entertainment venue.

Councilmember Bierman said the City is already facing an oversupply in some housing, particularly in the rental market, so it is concerning that the City is talking about adding additional rental housing. She questions the 100% projected capacity in ten years because the City already has a market that is over saturated with rental housing and would like to get a deeper sense of what that impact will be on the City. Mayor Miller said that is a good point, but most of the multi-family units constructed in recent years have been geared to college students and do not serve the need for young professionals, senior citizens, or young families. There is data based on projected growth of 1.5% that the City is going to need 16,000 rental units by 2040.

Councilmember Holman would like to see more economic data on places like Stapleton, Colorado; Celebration, Florida; and Addison, Texas, to see how much of the development is home ownership compared to rental. He asked about the average rent or price of housing. In UNP, does the City see people owning residences or would it all be rental? He said it would be helpful to have this information.

Councilmember Castleberry said when looking at sales tax projections, Council needs to remember that the Public Safety Sales Tax and Norman Forward funds come off the top and do not go into TIF funds. Based on the ten year projection, \$5 million to \$5.5 million would go into Norman Forward so how much does the City need for a Senior Center? He believes there may be money to fund a Senior Center with Norman Forward funds and there may be potential to pay the south half of the UNPTIF off earlier as well. The City has options and Council needs to look at those options, but it seems an arena would be the key fixture that really develops the entertainment district so that needs to be built first and is not something that can be built in the tenth year of the project. Mr. Gunning said that is correct, the arena is really the catalyst for the north half being a successful mixed use development that can draw people regionally. Councilmember Castleberry said the south half does not have a regional draw and this master plan helps develop a Lifestyle Center or Cultural Center, which Council has been complaining about not being done. He believes this master plan fulfills some of those niches that have not happened yet and likes this master plan because it is a good use of the land. He said if Council does not approve the master plan or does not build the arena what will happen? He asked Council to keep in mind that OU owns the property so the idea that this development will take place by itself may not be accurate because there is no owner/developer that is just going to let it develop haphazardly.

Mayor Miller introduced Mr. Guy Patton, Chief Executive Officer (CEO) of the OU Foundation, and asked Mr. Patton if he would be willing to say a couple of things about OU's thoughts on the proposal. Mr. Patton said to clarify, the OU Foundation is separate from the University so he cannot speak for the University, but it is safe to say the University has imagined this master plan as a development strategy for the land and the notion of an arena on this property being a catalyst for development is very exciting to the University.

Councilmember Wilson said she likes the master plan, especially the housing units because they are not going to be built in east Norman, but worries significantly about this master plan being the "pusher." She is extremely worried about the issue of cannibalization and wondered what kind of money the Lloyd Noble Center brings in and if that is being factored into this equation. Mayor Miller said her understanding from working in the school system for years is that places for kids to practice, not only sports, but drama and other things are needed and OU believes they need more space. They are not worried about losing money from Lloyd Noble to an arena because OU has a lot of activities that can be dispersed between Lloyd Noble and the arena. Councilmember Castleberry said an arena would generate new events, such as concerts, that cannot get into Lloyd Noble so there is potential for increased events. Councilmember Wilson said businesses in the City are moving to the UNP and that can be seen in the south half. She said the City can pay off the UNPTIF and still have money to do the things that need to be done.

Councilmember Karjala said Council has not talked about the fact that the City is fully capable of paying off the current UNPTIF and not engaging in another TIF so the current sales tax money would go back into the General Fund. The City does not have to engage in another TIF. She said the City is dependent upon sales tax dollars so if the City can pay off the UNPTIF that would be prudent. It is her understanding the UNPTIF Oversight Committee recommended in earlier meetings that the City pay off the TIF. Mr. Bryant said the Oversight Committee did discuss that and made a motion to defer further discussion until September 2018, which passed unanimously. Councilmember Karjala said constituent feedback indicates they are not fond of TIFs and want to know why the City is giving certain portions of Norman help and not others. She said Campus Corner had a TIF and Center City is being considered for

a Center City TIF, but what about Lindsey Street? Mayor Miller said paying off the UNPTIF has impacts on the school system and the school system has concerns about paying that off. Councilmember Hickman felt the UNPTIF could be closed in a way to minimize impact on the school system.

Councilmember Hickman said there are two Norman Forward sites in the North Base area, the Aquatic Center and Indoor Sports Facility, that the school district will be able to utilize. He said the implementation of these projects are behind schedule because the City does not have the property secured even though the implementation plan indicated that would happen by now. He said the City is negotiating with OU who owns that property so this could be the time to get that taken care of especially if OU wants the City's support and participation on the north half UNP. He wants to make sure the City has secured the property before investing in the development of the facilities. He would like to use any funding for an Expo Center indicated on the UNP north half master plan for a Senior Center to be located in the north base area near the two Norman Forward facilities. He said there is a bus stop in the area making it easy for seniors to travel from a Senior Center to the new Central Library. He said money is already in the bank to potentially make that happen if the City could secure the property.

Councilmember Hickman said there is a parking structure indicated on the master plan and the City and County have been meeting about a multi-jurisdictional parking structure in central Norman. He asked if that parking structure in the UNP would involve a multi-jurisdictional management program.

Councilmember Hickman said he is curious if anyone has reviewed the economic data on single-family homes and is troubled about building single-family homes next to I-35. Councilmember Castleberry said he is sure RTKL took that into consideration and Mr. Gunning said they have and sound mitigation is an issue so the home locations could be pulled back farther from I-35 or a line of offices with residential behind could be built. He said sound walls can be built to mitigate sound as well so there are options to mitigate noise. He said the master plan is the developer's vision and they are just asking Council what they think of the plan. He said this is a master plan based on RTKL's experience of an arrangement of uses that have successfully worked together for positive economic impact to cities.

Councilmember Holman said the cannibalization issue is an interesting topic because Ed Noble Parkway has other factors that have impacted it other than businesses moving to the UNPTIF. Since the UNPTIF began in 2006, the City has seen more investment and revitalization in Campus Corner and Downtown Norman than ever before so the new development in the UNPTIF has not taken away from the core and in reality, the core has revitalized despite new development in the UNPTIF. There are a lot of empty spots on Ed Noble Parkway so there is something going on there, but it cannot all be contributed to cannibalization.

Mayor Miller introduced Dr. Nick Migliorino, Superintendent for Norman Public Schools, and asked Dr. Migliorino if he would like to say anything to Council about what has been discussed tonight. Dr. Migliorino said this meeting has been very enlightening with some great discussion. He is extremely excited about the master plan and currently, State funding for schools is not that great; however, the UNPTIF provides \$500,000 to \$600,000 annually to Norman Public Schools, which allows the school system to function well. He said this is a very significant part of the school's budget and it also shines a light on what local communities can do to support local schools. He said without that funding, it could create significant challenges in the school district. He is especially passionate about an arena being right off of I-35 because even though the City has the Lloyd Noble Center, what other community has two 10,000 seat arenas in their backyard? He travels to a lot of other communities to watch local students compete in different events and never do those events come to Norman. He said even though Norman is in the Center of Oklahoma, Norman cannot bring in these competitive groups because they do not have the facilities needed. He said there are no other communities with two arenas and asked Council to think about the events Norman could host. He said graduations are held at the Lloyd Noble Center and there is

a significant cost to the school district to use that facility. He said having the opportunity to plan and work on setting up an arena where the school district and community kids could play with the “big boys” and the thought of out of town visitors coming in to support the local school district is just an incredible opportunity to think about. He said Norman Public Schools typically grows by 200 to 250 students per year, but last year there was very little growth. He said with the possibility of additional residential units in the UNP, the school district could have another 400 to 500 possible students coming into the district. He really believes public schools are only as good as the city they are in and the cities are only as good as its public schools and they really have to support each other. He said the opportunity to have this development along I-35 is incredible. He said schools could see an additional 5% drop in State funding, which is incredibly significant and the UNPTIF has allowed Norman Public Schools to maintain a little stability.

Councilmember Hickman said it is important to support schools and he would like for the City and school system to work together to look at programs to attract teachers. Mayor Miller agreed and said the City is lucky to have the Student Resource Officer Program and she is proud to have served Norman Public Schools for over 30 years.

Mayor Miller said everyone has made wonderful points about the master plan, but the bottom line is can this development help the City in the long term with sales tax and funding for the City? There are a lot more questions that need to be asked and answered. She is excited about the entertainment district because it has the possibility to be a regional draw due to its location. She said that would bring other people into Norman to spend their money and that is something that Council hoped for in the original TIF, but that did not happen although the TIF has been financially beneficial for the City. She said a lot of people today care more about having experiences than just buying things. She said arenas can be a risky business so Council needs to look at the successful ones, the unsuccessful ones, and what kind of mixed use development makes an arena work.

Items submitted for the record

1. PowerPoint presentation entitled, “University North Park,” dated September 19, 2017

The meeting adjourned at 7:39 p.m.

City Clerk

Mayor