

CITY COUNCIL CONFERENCE MINUTES

March 12, 2013

The City Council of the City of Norman, Cleveland County, State of Oklahoma, met in a conference at 5:30 p.m. in the Municipal Building Conference Room on the 12th day of March, 2013, 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 48 hours prior to the beginning of the meeting.

PRESENT:

Councilmembers Castleberry, Gallagher, Jungman, Lockett, Spaulding, Williams, and Mayor Rosenthal

ABSENT:

Councilmembers Kovach and Griffith

PRESENTATION BY REPRESENTATIVES OF THE DEVELOPER FOR THE UNIVERSITY NORTH PARK TAX INCREMENT FINANCE DISTRICT REGARDING THE ENTRYWAYS TO BE CONSTRUCTED WITHIN THE DEVELOPMENT.

Mayor Rosenthal said representatives for the University North Park development will present information related to aesthetic improvements currently in the planning stages for the University North Park (UNP) area. She recognized three (3) Tax Increment Finance (TIF) Oversight Committee members; Dr. Joe Siano, Dr. Harold Haralson, and Mr. Freddy Walden also in attendance.

Mr. Jeff Bryant, City Attorney, said while creating and reviewing Development Agreement No. 5, there was discussion and interest by Council about moving forward with some of the entrance improvements in the UNP area. He said Council expressed a strong desire to begin creating a sense of place at UNP and Staff forwarded Council's desire to the developers who presented concept drawings and designs to Staff in January 2013. Mr. Bryant said developers will be presenting their ideas about what the UNP entrances should look like as well as entrances to the Village Center. He said tonight's dialogue will also include possible developer interest in potentially partnering with the City to finish some of the landscaping around the detention pond per Council discussions/request during the Legacy Park contract. Mr. Bryant introduced Mr. Brad Goodwin, Sooner Investment Commercial and Investment Real Estate, and Mr. Robert Collett, Collett and Associates. Mr. Collett said he is pleased that Legacy Park is coming to fruition and felt the park and construction of the proposed entryways will be a quality that will help attract the type of tenants the City wants in the UNP.

Mr. Collett highlighted:

- current built developments;
- developments under construction;
- what is coming to UNP soon;
- connectivity to Legacy Park;
- entryway features; and the
- iconic tower at Legacy Place.

Mr. Collett said if done properly, the Village/Town Center, Legacy Park, proposed walking trail(s), and the on-going construction on the north side of Rock Creek Road will further the interconnectivity of UNP, as well as cultivate a family and pedestrian friendly type of environment. He felt the entryway features of UNP and the iconic tower at Legacy Place will further the environment envisioned for UNP.

Mr. Collett provided a site marketing plan composite and highlighted the existing buildings, buildings under construction, and proposed future construction and buildings coming soon to UNP. The plan also reflected Legacy Trail and the pathway/pedestrian path. He said Mathis Brothers and possibly Chuck E. Cheese, will be

located on the far north side of UNP (Lot 7) behind Kohl's and both businesses are very excited to come to Norman. Currently infrastructure needs are being studied and developers foresee the area being viable sooner, rather than later. Mr. Collett felt more family and home-related businesses would follow. He said a contract is underway but not completed with Residence Inn Hotel and feels certain that it will transpire within a year. Mr. Collett said the Town Center has engaged in meetings, various real estate conventions, and active discussions with tenants that UNP Development has always dreamed of having. He said approaching the Town Center, the architecture "steps up" as people and/or vehicles proceed which has always been the intention.

Mr. Collett provided an overview of the current and proposed pedestrian path beginning at the entrance wall features into UNP as well as pedestrian paths in and around UNP including Legacy Park. He said the iconic tower is the "exclamation point" of UNP and will be visible from I-35 and Robinson Street, which he feels will help draw the "iconic" tenants that are wanted and deserved at UNP. The proposal also reflects a walking path from John Q. Hammons Embassy Hotel and Conference Center located on Conference Center Drive and west around the detention pond at Legacy Park, which will allow connectivity from the park to the conference center as well as the rest of the Town Center located south of the conference center.

The proposed entry wall at Robinson Street and 24th Avenue N.W. is approximately eight feet, six inches (8'6") to the top of the planter feature and will be an attention-getter without blocking out the locations and/or activities within UNP. The proposed design will include the name *Town Center University North Park* on the wall with a multi-colored lighting feature and a landscape concept that will be top quality and exude class. Mr. Collett said the proposed entry will be subtle yet "pop" thus creating an entry feature that people will recognize and certainly remember. He said the proposal includes an iconic tower located at Legacy Drive and possible entryways at both Rock Creek Road and Tecumseh Road. The main entry adjacent to the iconic tower is part of the Town Center and will be the first portion built that is to be deeded with the Town Center.

Mr. Collett said Zoe's Kitchen, a Mediterranean upscale restaurant, will be a free-standing building located north of Chipotle Restaurant and the anticipated opening date should be mid to late summer 2013. He said the architecture is unique and, in his opinion, resets the standard for the architecture in the Town Center. Mr. Collett said there is tremendous tenant interest in lifestyle categories from tenants you might see at malls, restaurants, etc., and UNP developers are very excited. He presented renderings of the architecture elements for proposed businesses within UNP and the Village Center including the Legacy Place Building and the 50-foot Legacy Place iconic tower to be located at Legacy Drive and 24th Avenue N.W. The area will have major landscaping, slanted parking, and will have the main entry signage for Legacy Place. The Legacy Place iconic tower will include a fire feature that will accentuate the entrance and be visually pleasing to the eye. The fire will only burn at night and be environmentally safe. He said the Federal Aviation Administration (FAA) should be fine with the tower, and the pole holding the flame is four (4) feet with the flame itself from two to six feet tall. Mr. Collett felt like the iconic tower will be fresh and new and something that no other city will have.

Mr. Collett requested feedback from Council regarding the entryway(s) including entry walls, iconic tower, walking path around the detention pond, and said the Developer sees pulling all the pieces together with the City's assistance.

Councilmember Gallagher asked who will pay for the flame and ongoing costs for the iconic tower and Mr. Collett said the tenants at UNP will share the costs.

Councilmember Castleberry asked who will be financially responsible for the walking trail and landscaping and Mr. Collett said Mr. Frank Goppold, Goppold Architecture, was in an accident and was not able to attend tonight's meeting. He said Mr. Goppold would probably know that particular information and he is not sure of the financial costs and/or responsibility at this time. Mr. Bryant said during bid discussions, Council was not comfortable with funding the landscaping around the detention pond and requested Staff approach the Developer asking if they would be willing to do the landscaping portion around the detention pond, as bid. He said the

Developers agreed to contemplate the request and Mr. Collett agreed, stating the park and walking trails will definitely work for UNP. Mr. Bryant said he is aware there are questions about the funding but the funding has not totally been decided yet. He said the Developer requested the opportunity to share the preliminary plans for the improvements with Council and get Council feedback on the design before moving the project forward. Mr. Bryant felt the Developer did not want to pursue and complete the costing of the proposal until Council accepted the concepts and ideas; then once a consensus on the concept is achieved, the Developer will work on the costing for the proposal and determine a budget.

Mr. Bryant said Development Agreement No. 5 set aside approximately \$200,000 to further this particular effort, i.e., a portion for design and construction of the entrances on Robinson Street and 24th Avenue; a portion for the UNP Master Landscaping Plan, and a portion for the UNP Master Lighting Plan. He said some of these particular aesthetic improvements began in UNP when the Norman Tax Increment Finance Authority (NTIFA) approved Contract No. K-1112-134 with Traffic Engineering Consultants, Inc., on June 26, 2012, for consulting and engineering services associated with the development of UNP Master Lighting Plan.

Councilmember Gallagher asked if the walking trail will be concrete or impervious and Mr. Collett felt because of the detention system it would be concrete but was not certain. Mr. Bryant said the sidewalks would probably fall under the same pattern as Legacy Trail which is a wider concrete structure.

Mayor Rosenthal felt the walking trails within UNP and Legacy Park will be a “connectivity plus” and will be utilized by business travelers. Councilmember Castleberry agreed and felt that providing a beautiful park and valuable connectivity will allow people to utilize the UNP area, i.e., spending the afternoon walking, shopping, and/or going to a restaurant. Mr. Collett agreed and felt the UNP Legacy Park will be fantastic. He said Council really had the vision for Legacy Park and felt it will be an overwhelming accomplishment for the City.

Councilmember Castleberry asked if any proposed restaurants will be waterside restaurants and Mr. Collett felt the best restaurants will probably be located right around the park. Dr. Harold Haralson, Tax Increment Finance (TIF) Oversight Committee Chair, felt the proposals for UNP can be compared to the Woodlands located outside of Houston, Texas, which attracts a lot of people. He said restaurants are located around water features, have open-air seating, and include an extensive area along the water feature that is very impressive. Dr. Haralson felt the Woodlands has an upscale concept which is similar to the vision and proposed aesthetic improvements for UNP.

Mayor Rosenthal asked for clarification regarding landscaping along the sidewalk from John Q. Hammons Hotel and Conference Center to the Lifestyle Center/Legacy Park and Mr. Collett said the intention is to make the mile loop of sidewalk wider. Mr. Tom McCaleb, SMC Consulting Engineers, engineer for the developer, said it was Staff’s desire to create pedestrian activity at UNP and while there are walking trails and/or sidewalks throughout UNP; the main focus tonight is the walking trail from the hotel to Legacy Park. Mayor Rosenthal felt the sidewalk crossing from the hotels to the Town Center is a very important piece as it will draw people from the hotels to the shops and/or restaurants.

Councilmember Spaulding said he really liked the iconic tower and asked whether the flame on the tower can be converted to electric if (gas) fuel costs go too high. Mr. Collett felt the tower would need to be built in a way that it could have either gas or electric fuel. Councilmember Castleberry asked if the UNP would have a tenant association that would address and cover the maintenance and fuel costs for the tower and Mr. Collett answered in the affirmative.

Councilmember Gallagher asked if the 50-foot wall would be a sheer/smooth wall so that people will not be tempted to climb it and Mr. Collett said the proposed wall is fairly sheer/smooth.

Mr. Bobby Stevens, Post Office Box 6226, asked the size and cost of the jogging trail and Ms. Kathryn Walker, Assistant City Attorney, said it would be eight feet wide and cost approximately \$260,000 which also includes landscaping.

Ms. Joy Hampton, The Norman Transcript, asked if the proposed sidewalk trail around the detention pond would be American Disability Act (ADA) accessible to the park and Mr. Collett and Staff said yes.

Mr. Collett said it is important to build the main entry to show the present businesses that UNP is serious about creating a great atmosphere and to attract future businesses. Mayor Rosenthal felt it was important to get the gateways done and gather input from other Councilmembers as well as the TIF Oversight Committee. She suggested sending today's Powerpoint presentation to Council and the TIF Oversight Committee.

Mr. Bryant said if Council chooses to accept the concepts presented today, Staff will take the proposed concepts to the next TIF Oversight Committee meeting as well as attempt to have more solid cost numbers for budgetary purposes. He said the process may include another Development Agreement stating who pays for what, who shares what, etc.

Items submitted for the record

1. Memorandum dated March 7, 2013, from Kathryn L. Walker, Assistant City Attorney, through Jeff H. Bryant, City Attorney, to Honorable Mayor and Councilmembers
2. PowerPoint presentation entitled "University Town Center at University Northpark"

Participants in discussion

1. Mr. Jeff Bryant, City Attorney
2. Mr. Robert Collett, Collett & Associates
3. Mr. Tom McCaleb, SMC Consulting Engineers

The meeting adjourned at 6:20 p.m.

ATTEST:

City Clerk

Mayor