
ORDINANCE NO. O-2021-27

ITEM NO. 9a

STAFF REPORT

GENERAL INFORMATION

APPLICANT	Norman Regional Hospital Authority, an Oklahoma public trust d/b/a Norman Regional Health System & NRH Medical Park West, L.L.C.
REQUESTED ACTION	Amendment of the allowed signage, height regulations, parking requirements, and the Site Development Plan approved with the Planned Unit Development established by Ordinance No. O-0910-11
EXISTING ZONING	PUD, Planned Unit Development District
SURROUNDING ZONING	North: PUD, Ordinance No. O-9900-2 East: I-35 South: PUD, Ordinance No. O-0910-11, and I-1, Light Industrial District West: PUD, Ordinance No. O-0910-11
LOCATION	Southwest corner of West Tecumseh Road and North Interstate Drive
SIZE	35.66 acres, more or less
PURPOSE	Expansion of Norman Regional Healthplex Campus
EXISTING LAND USE	Hospital
SURROUNDING LAND USE	North: Medical offices East: I-35 South: Medical offices and industrial businesses West: Medical offices
2025 LAND USE PLAN DESIGNATION	Institutional, Park, and Commercial
GROWTH AREA DESIGNATION	Current Urban Service Area

SYNOPSIS: Norman Regional Hospital Authority is requesting to amend 35 acres of the 94 acres in the Planned Unit Development – NRH Medical Park West PUD Development Pan, a tract of land located at the southwest corner of West Tecumseh Road and North Interstate Drive.

HISTORY: Norman Regional Hospital Authority rezoned the 94-acre property to a Planned Unit Development, Ordinance No. O-0910-11, in 2009. Since that time, the Hospital has planned an expansion for the Healthplex Campus and needs to update the plat, site plan, and PUD Narrative to reflect the planned changes for the 35 acres planned for redevelopment.

This planned development/expansion of the Campus is part of the Inspire Health program presented to City Council on November 12, 2019.

ZONING ORDINANCE CITATION:

SEC. 420 – PLANNED UNIT DEVELOPMENT

1. Statement of Purpose. It is the intent of this section to encourage developments with a superior built environment brought about through unified development and to provide for the application of design ingenuity in such developments while protecting existing and future surrounding areas in achieving the goals of the comprehensive plan of record. The "PUD" Planned Unit Development district herein established is intended to provide for greater flexibility in the design of buildings, yards, courts, circulation, and open space than would otherwise be possible through the strict application of other district regulations. In this way, applicants may be awarded certain premiums in return for assurances of overall planning and design quality, or which will be of exceptional community benefit and which are not now required by other regulations. By permitting and encouraging the use of such procedures, the Planning Commission and City Council will be able to make more informed land use decisions and thereby guide development more effectively in the best interest of the health, safety, and welfare of the City.

Specifically, the purposes of this section are to encourage:

- (a) A maximum choice in the types of environment and living units available to the public.
- (b) Provision of more usable and suitably located open space, recreation areas, or other common facilities than would otherwise be required under conventional land development regulations.
- (c) Maximum enhancement and minimal disruption of existing natural features and amenities.
- (d) Comprehensive and innovative planning and design of diversified developments which are consistent with the City's long range plan and remain compatible with surrounding developments.
- (e) More efficient and economic use of land resulting in smaller networks of utilities and streets, thereby lowering costs.
- (f) Preparation of more complete and useful information which will enable the Planning Commission and City Council to make more informed decisions on land use.

The PUD (Planned Unit Development) Regulations are designed to provide for small and large scale developments incorporating a single type or a variety of residential, commercial, industrial and related uses which are planned and developed as a unit. Such development may consist of individual lots, or it may have common building sites. Private or public common land and open space must be an essential, major element of the development which is related to, and

affects, the long term value of the homes and other development. A Planned Unit Development shall be a separate entity with a distinct character that respects and harmonizes with surrounding development.

EXISTING ZONING: The existing zoning for the subject property is PUD, Planned Unit Development – NRH Medical Park West – Ordinance No. 0910-11. The existing PUD allows for the following uses:

- Hospital,
- Uses permitted in O-1, Office Institutional,
- Uses permitted in C-2, General Commercial.

There are a few exceptions to the above list:

- Only one service station allowed,
- No more than three drive-through restaurants,
- NO bus terminal, drive-in movie theater, golf course, pawn shop, trailer camp, and/or wholesale distribution center.

The property is subject to architectural controls as described in the Charter and in the Medical Park West Design Guidelines.

ANALYSIS: The particulars of this PUD include:

1. USE The proposed PUD amendment does not change the uses from the ones listed above in the existing PUD Narrative.
2. OPEN SPACE The PUD Narrative states overall the open space for the entire property will exceed the 10% requirement in the City’s PUD Ordinance. However, some individual lots will not meet the 10% Open Space requirement; the Narrative states these must be pointed out on the Final Plat.
3. PARKING The Narrative states all uses will comply with the off-street parking and loading requirements provided by applicable Norman ordinances, except for some modifications. A parking structure will be constructed to provide ample parking for the expansion. Regarding the parking structure, the applicant is requesting a minimum parking space size of 9’x18’ with 24’ adjacent drive aisles. Surface parking will comply with the Zoning Ordinance dimension requirements.
4. SITE PLAN/ACCESS The full 94-acre development has four existing access points, one along 36th Ave NW, two along N. Interstate Drive, and one along Tecumseh Road; those are not changing with this PUD amendment. The existing hospital, Women’s Center, and Hospital Support Building will remain as is. A new surface parking lot is planned along the west edge of the proposed Site Development Plan near the existing Women’s Center. The proposed Site Development Plan shows the following new structures:
 - Parking Structure
 - Acute Care Center
 - Healthplex Expansion
 - Cancer Center.

The site will have a new private drive around the west side of the development. Two large surface parking lots will be added in the south and southeast sections of the site. The helicopter pad is being relocated slightly.

5. **AREA REGULATIONS** The development's setbacks and coverages on each lot will be governed by the Site Development Plan and the Design Guidelines. All structures, other than signs, must comply with a 25' front setback along Tecumseh Road and the I-35 Frontage Road.
6. **LANDSCAPING** Surface parking will be required to comply with the City's Landscaping requirements in Section 431.8. No landscaping will be required for the parking structure.
7. **SIGNAGE** The applicant submitted their signage allowances as Exhibit D. It states the following:

In addition to all existing signage on the Healthplex Campus and in addition to the existing signage allowances for the Healthplex Campus as would be allowed pursuant to the applicable provisions of the Norman Signage Code, the Healthplex Campus shall additionally be allowed to feature the following signs:

1. **Main Message Center** – One large message center located along the Healthplex Campus's North Interstate Drive Frontage or West Tecumseh Road frontage. 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. The message center may be an electronic or digital sign. Due to the elevated berm and highway overpass the Main Message Center may be constructed to a maximum height of 50 feet.
2. **NRHS Healthplex Entrance Signs** – Up to four signs within the Healthplex Campus advertising the entrances to the Healthplex Campus. Each NRHS Healthplex Entrance Sign may be a maximum of 300 square feet per side.
3. **Development Entrance Signs** – Up to four signs within the Healthplex Campus advertising the Healthplex Campus and any tenants located therein. Each Development Entrance Sign may be a maximum of 300 square feet per side.
4. **Major Directional Signs** – Up to six Major Directional Signs within the Healthplex Campus indicating directions to the different offices, locations, services, or entrances contained within the Healthplex Campus. The Major Directional Signs are intended to contain directions to multiple locations or destinations on each sign, such as directions to the main entrance, specific care centers, and parking locations. Each Directional Sign may be a maximum of 200 square feet per side.
5. **Minor Directional Signs** – Up to ten Minor Directional Signs within the Healthplex Campus indicating directions to the different office, location, service, or entrance contained within the Healthplex Campus. 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 the main entrance or parking locations. Each Minor Directional Sign may be a maximum of 150 square feet per side.
6. **Service Directional Signs** – Service Directional Signs may be installed at each service entry and exit location on the Healthplex Campus to direct service, delivery, and similar traffic along the correct route. Each Service Directional Sign may be a maximum of 50 square feet per side.
7. **Major Façade Signs** – Each building within the Healthplex Campus may feature up to two Major Façade Signs per building. Each Major Façade sign may be a

maximum of 750 square feet and a portion of each Major Façade sign may extend above the roof line of the building. For clarity purposes, 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.

8. **Minor Façade Signs** – Each building within the Healthplex Campus may feature up to five Minor Façade signs per each side of the building. Each Minor Façade sign may be a maximum of 300 square feet and a portion of each Minor Façade sign may extend above the roof line of the building.
9. **Parking Structure Façade Signs** – The Parking Structure on the Healthplex Campus, as shown on the Preliminary Site Development Plan, may feature one or more façade signs. The total square footage for all the façade signs on the Parking Structure shall not exceed 1,500 square feet. The Parking Structure façade signs may be electronic and/or digital signs. Portions of the Parking Structure façade signs may extend above the roof line of the Parking Structure.
10. **Emergency Entrance Identification** – The Healthplex Campus may feature an Emergency Entrance Identification sign in order to assist wayfinding to the emergency entrance on the Healthplex Campus. The Emergency Entrance Identification sign may be a maximum of 500 square feet per side and may be constructed as a façade sign or freestanding sign on the Healthplex Campus.
11. **Existing Healthplex Logo** – In addition to the signage allowances enumerated herein, the existing Healthplex Logo may be altered, modified, changed, refurbished, or otherwise replaced by another sign so long as the replacement sign does not substantially increase the existing footprint of the Healthplex Logo.
12. **Illumination** – All of the signage discussed herein may be backlit or otherwise illuminated with LED or similar lighting.
13. **Banner Signage** – Banners, flag signs, and other similar decorative signage may be displayed on the Healthplex Campus. Banners may be attached to private light poles or to the buildings to advertise the Healthplex Campus or NRHS.
14. **Sight Triangle Protection** – All signage within the Healthplex Campus shall be placed in appropriate locations to not interfere with applicable traffic sight triangles.
15. **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.

The PUD Narrative does not state a height limit for any of the signage. The height of the ground signs within the Healthplex Campus, with the exception of the Main Message Center, will be determined by the City Sign Code. Setbacks for signage will follow requirements in the City's Sign Code, Chapter 18.

8. **LIGHTING** Lighting for the Healthplex Campus is governed by the Medical Park West Design Guidelines. No changes are being requested with this application.
9. **HEIGHT** The applicant is requesting there be no height limit for any building in the Healthplex Campus.

ALTERNATIVES/ISSUES:

- **IMPACTS** With the closure of the NRH Porter campus, this expansion will be a benefit to the City as there will be a single campus for medical providers and hospital services. The addition of a parking structure will also help with parking demand as more services are added to the area.

OTHER AGENCY COMMENTS:

- **PUBLIC WORKS** There are no negative traffic impacts anticipated with this development. A traffic impact study was submitted and reviewed by the City Interim Transportation Engineer. On the southern section of the project, an existing traffic circle will be eliminated. New construction of the public street will tie into the proposed new alignment of the proposed private street. The owners feel this will allow for a better layout of their campus. Sidewalks will be constructed adjacent to all public streets.

CONCLUSION: Staff forward this request and Ordinance No. O-2021-27 for Planning Commission's consideration.