



UNIVERSITY NORTH PARK

MASTER PLAN UPDATE

May 22, 2018

WELCOME TO UNIVERSITY NORTH PARK

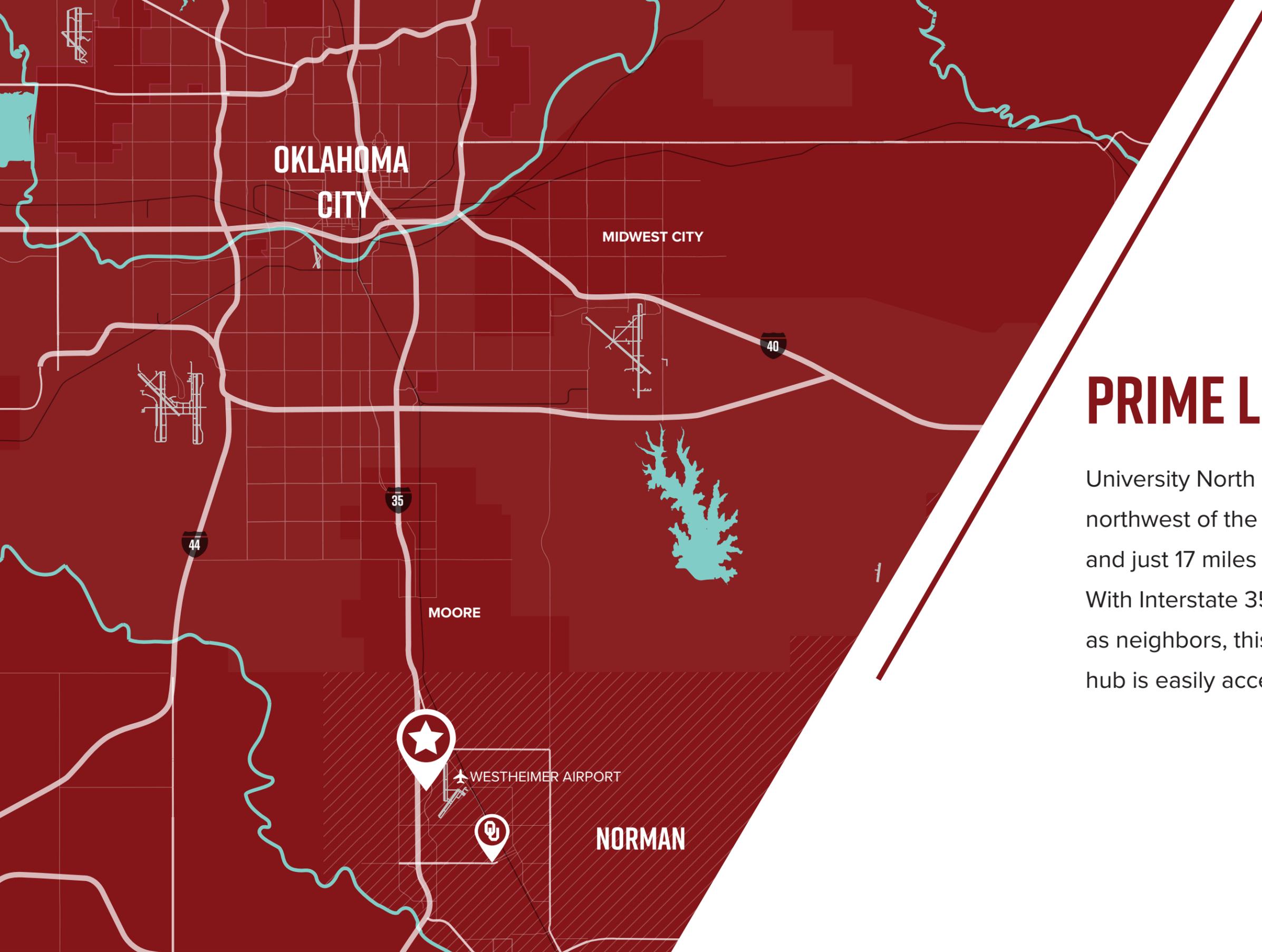
University North Park is being enhanced with a Town Center within the thriving retail south of Rock Creek Road, and expanded with an entertainment / mixed-use development to the north. The result will be a dynamic regional destination in the City of Norman. Upon completion, this new hub of energy will 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.



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





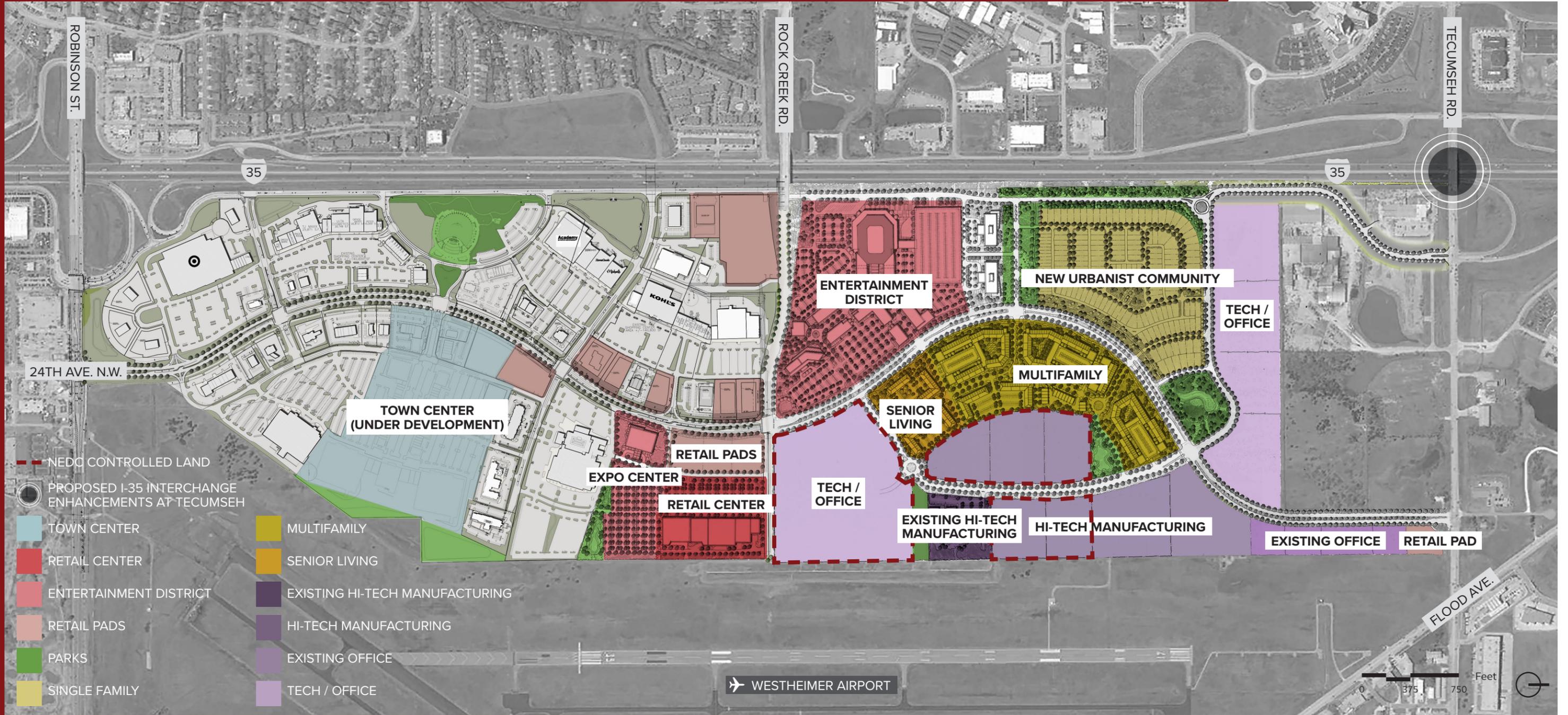
PRIME LOCATION

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.

MASTERPLAN



LAND USE

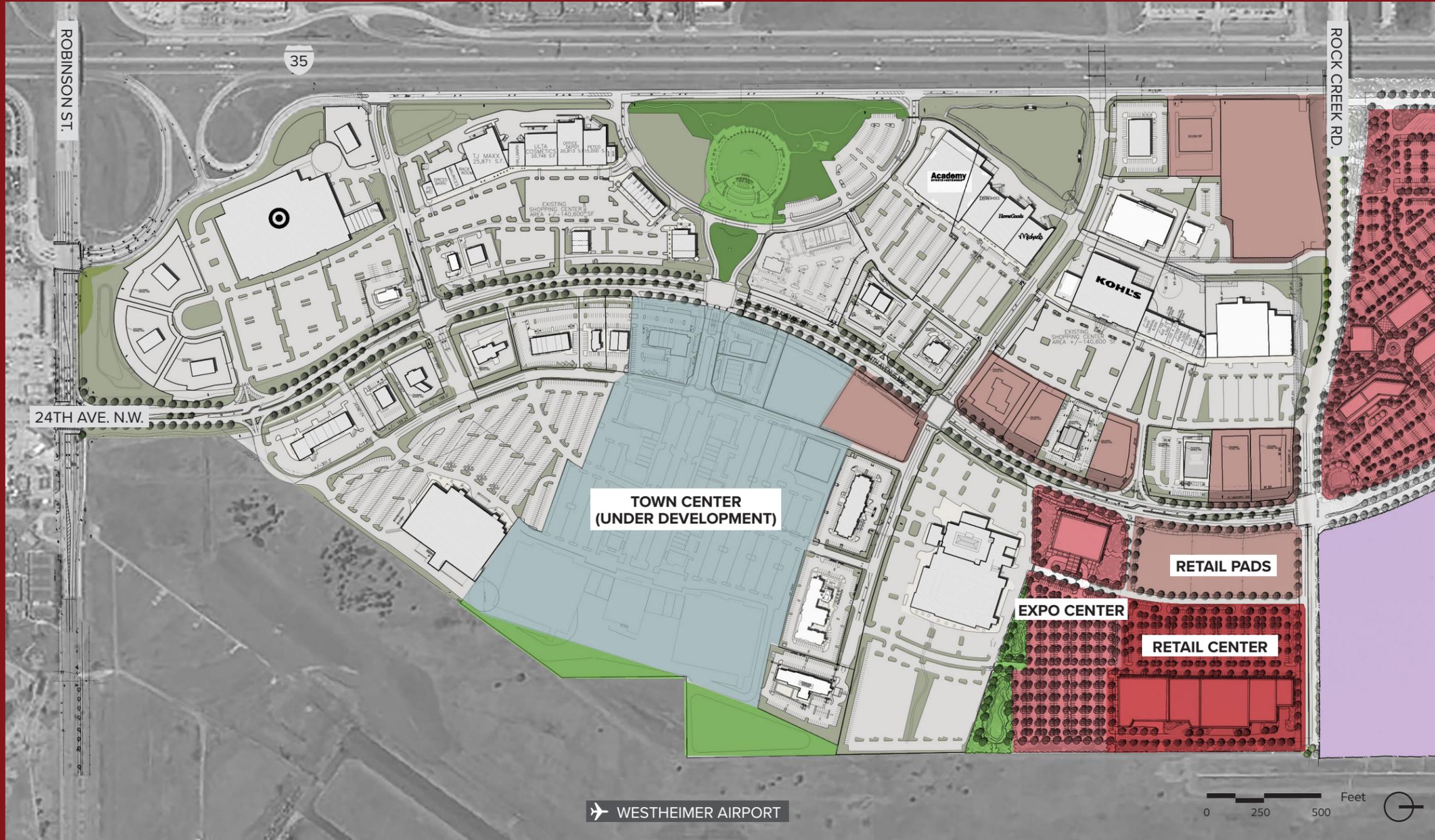


MASTERPLAN: SOUTH



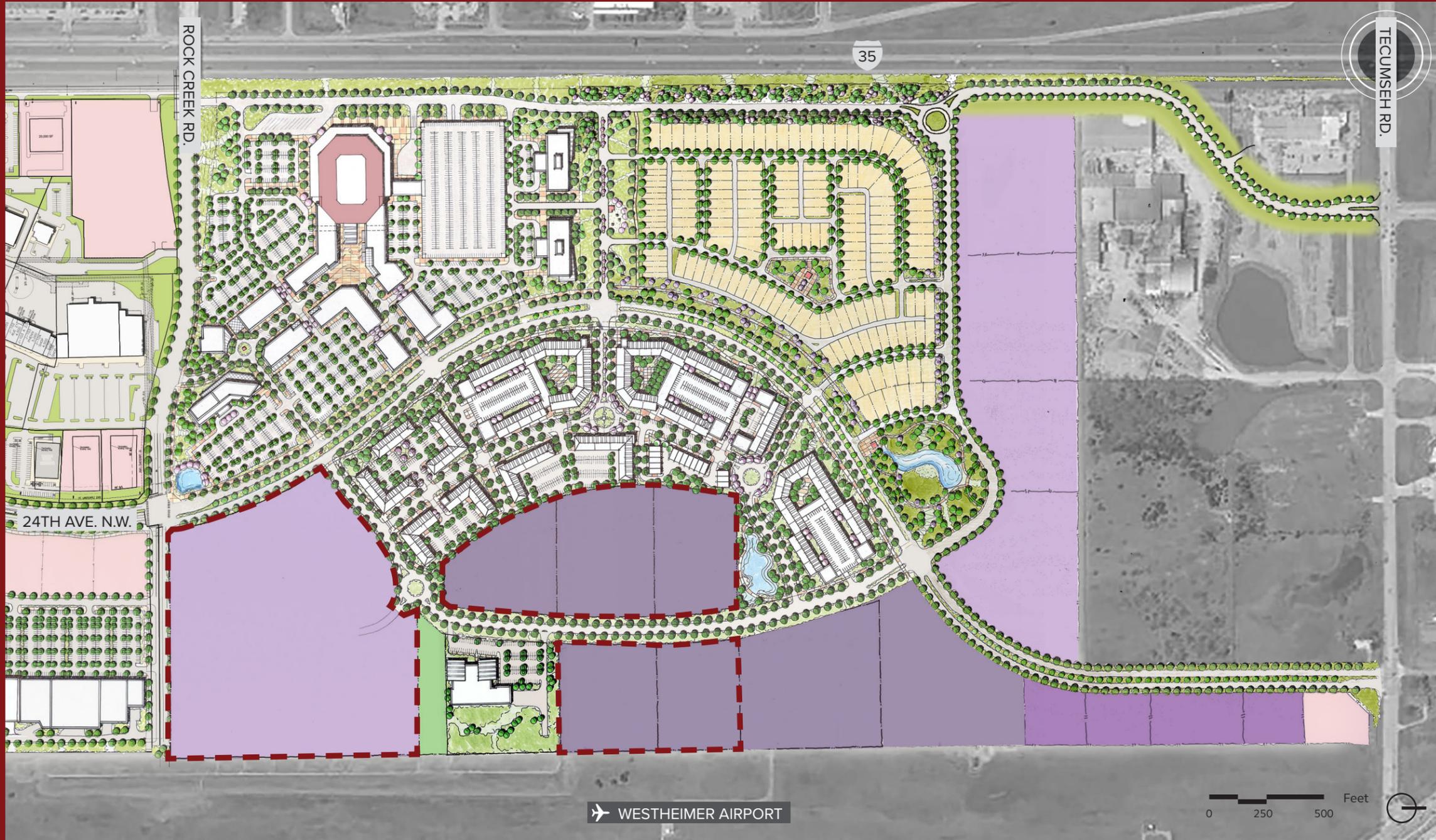
-  **TOWN CENTER**
43 Acres
134.7K SF Retail / Restaurants
-  **RETAIL CENTER**
13.2 Acres
125K SF Retail
-  **RETAIL PADS**
20.0 Acres
-  **EXPO CENTER**
10.6 Acres
40K SF Center

LAND USE: SOUTH



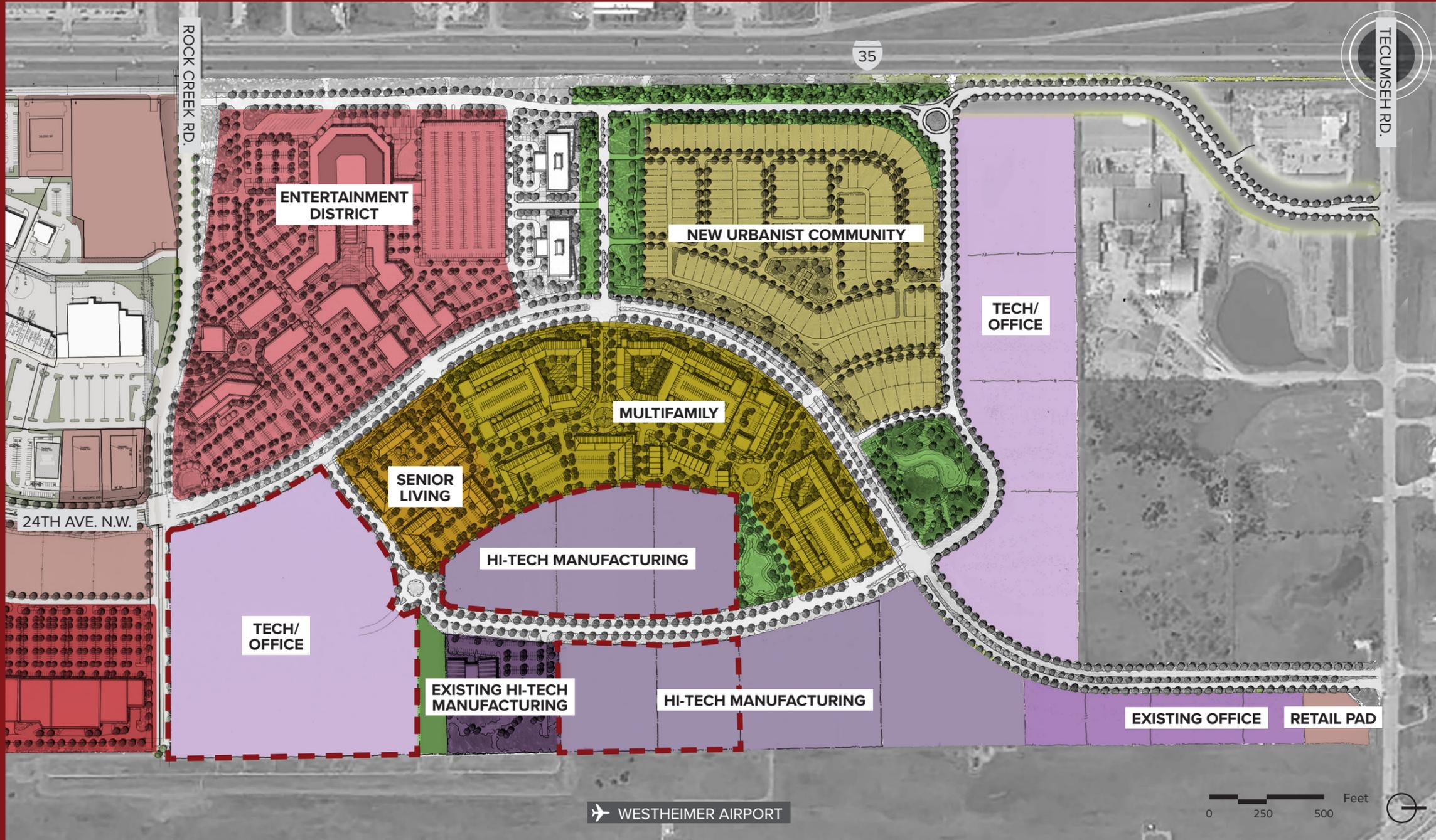
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MASTERPLAN: NORTH



- 
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
- NEDC CONTROLLED LAND**

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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



ALEXANDRIA, VA



ADDISON CIRCLE - ADDISON, TX

EXPO CENTER

BRISBANE CONVENTION & EXPOSITION CENTRE - BRISBANE, AUSTRALIA



DUKE ENERGY EXPO & CONVENTION CENTER - CINCINNATI, OH



KENTUCKY EXPOSITION CENTER - LOUISVILLE, KY



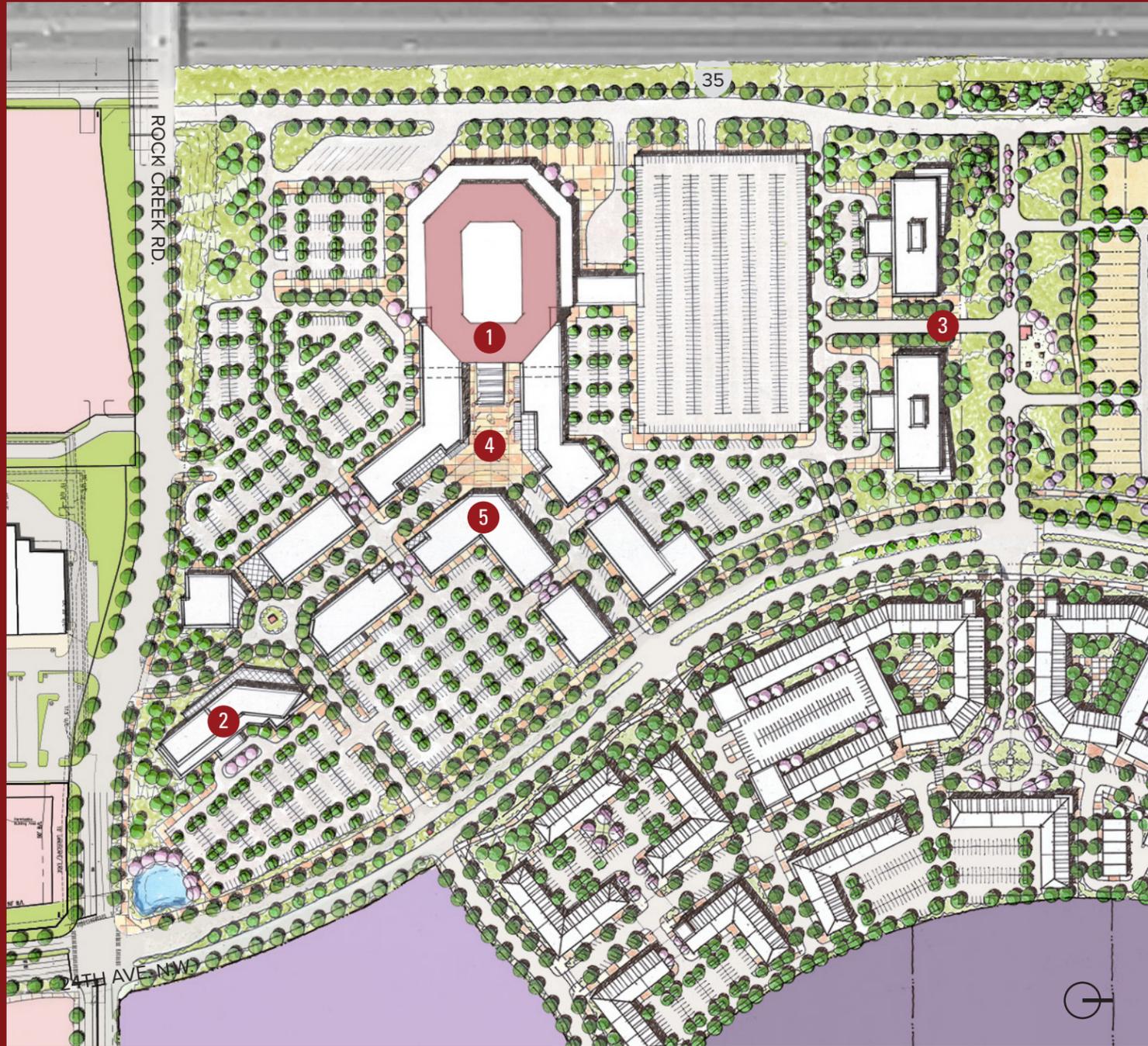
SHANGHAI NEW INTERNATIONAL EXPO CENTRE - SHANGHAI, CHINA



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

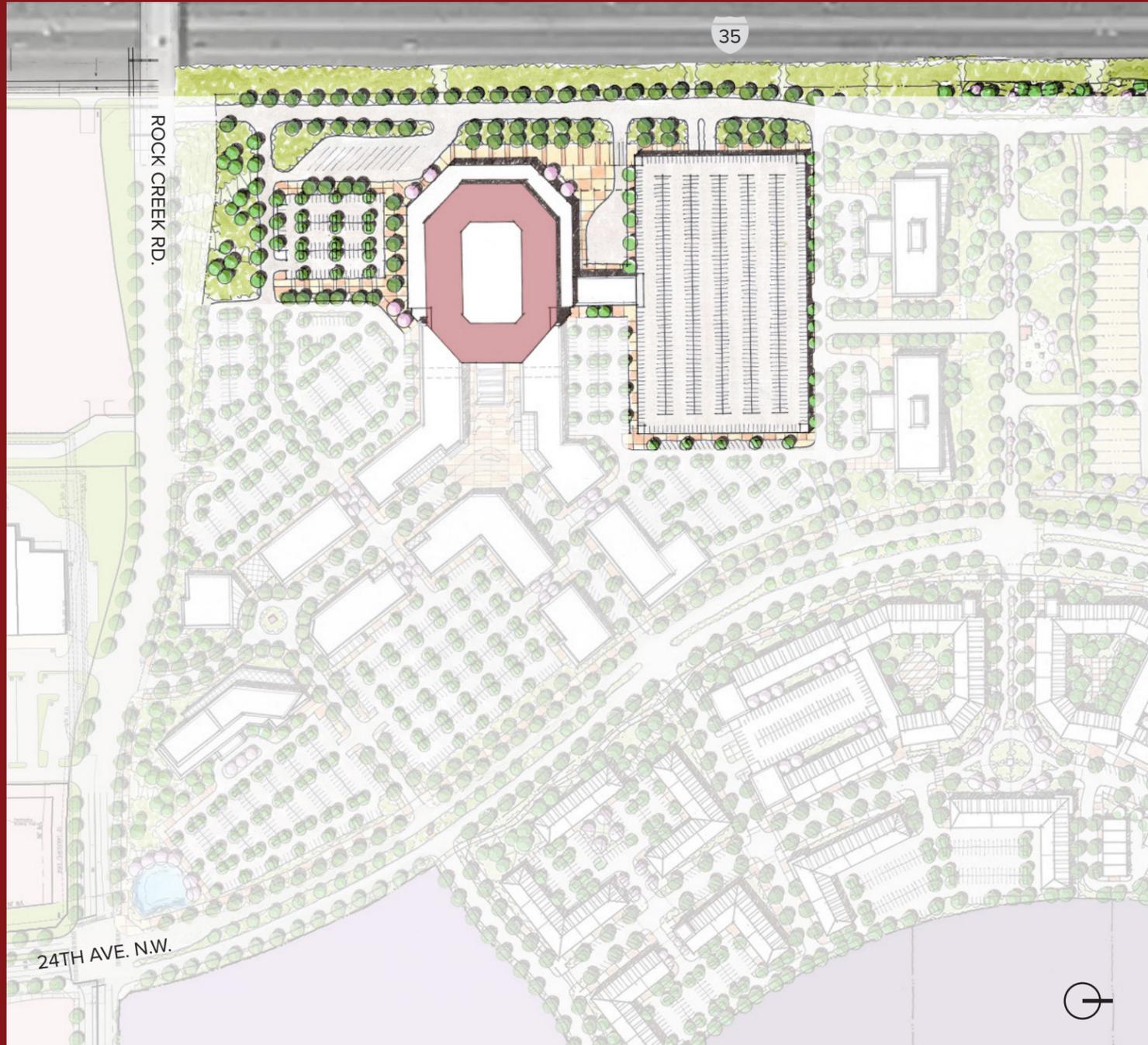
5.5 ACRES
300K SF

4 EVENTS PLAZA

5 MIXED-USE

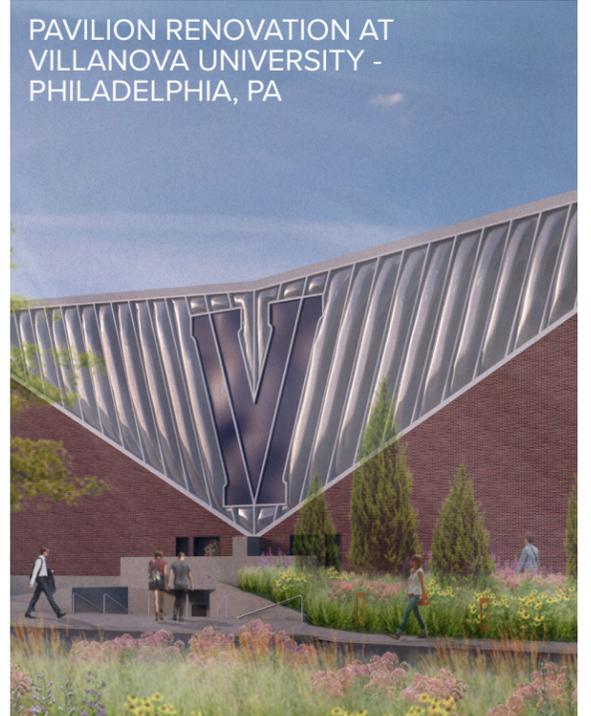
20.1 ACRES
150K SF Entertainment / Restaurant
100K SF Upper Level Office

1 NORTH: MULTI-PURPOSE ARENA

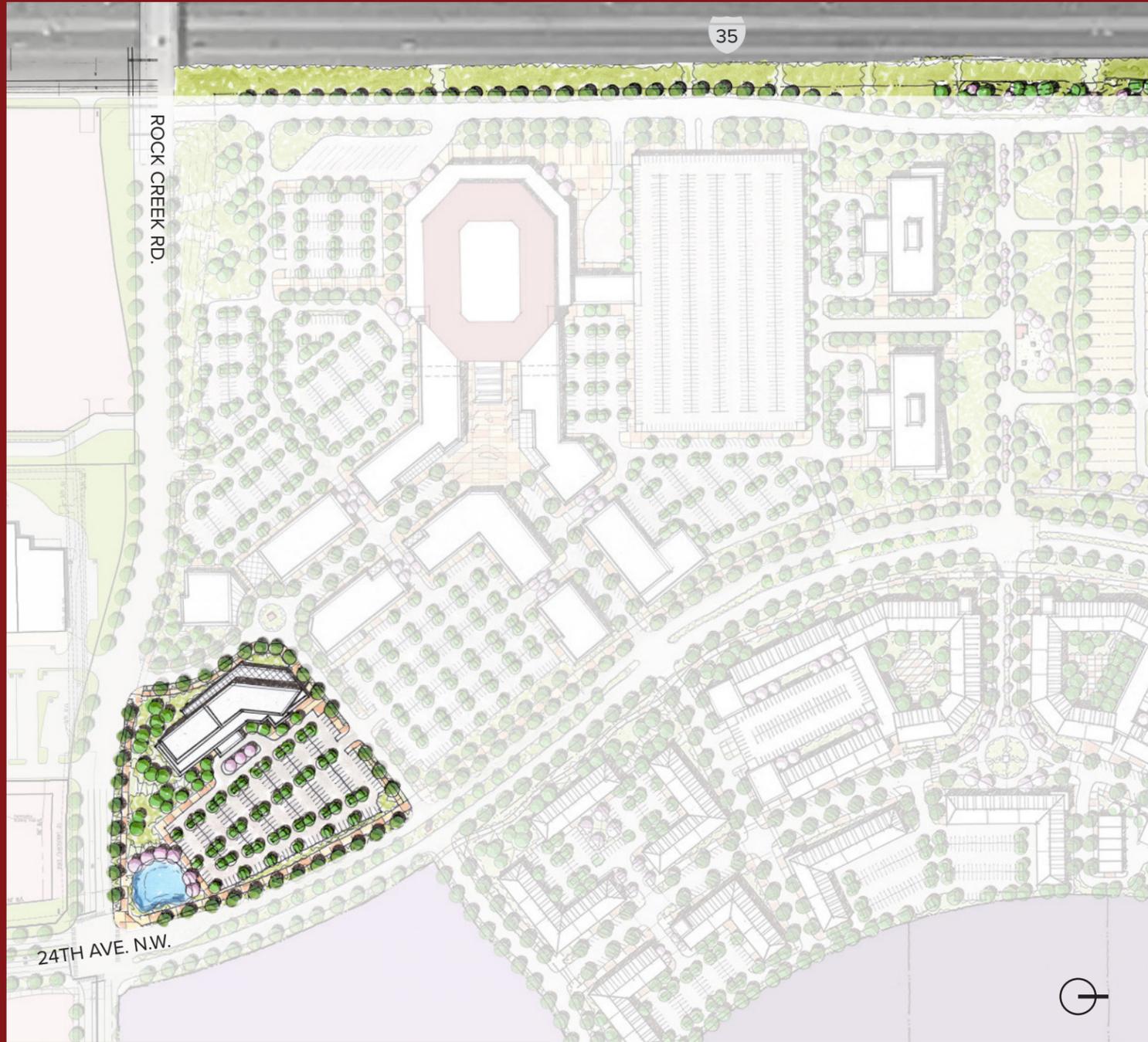


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2 NORTH: HOTEL



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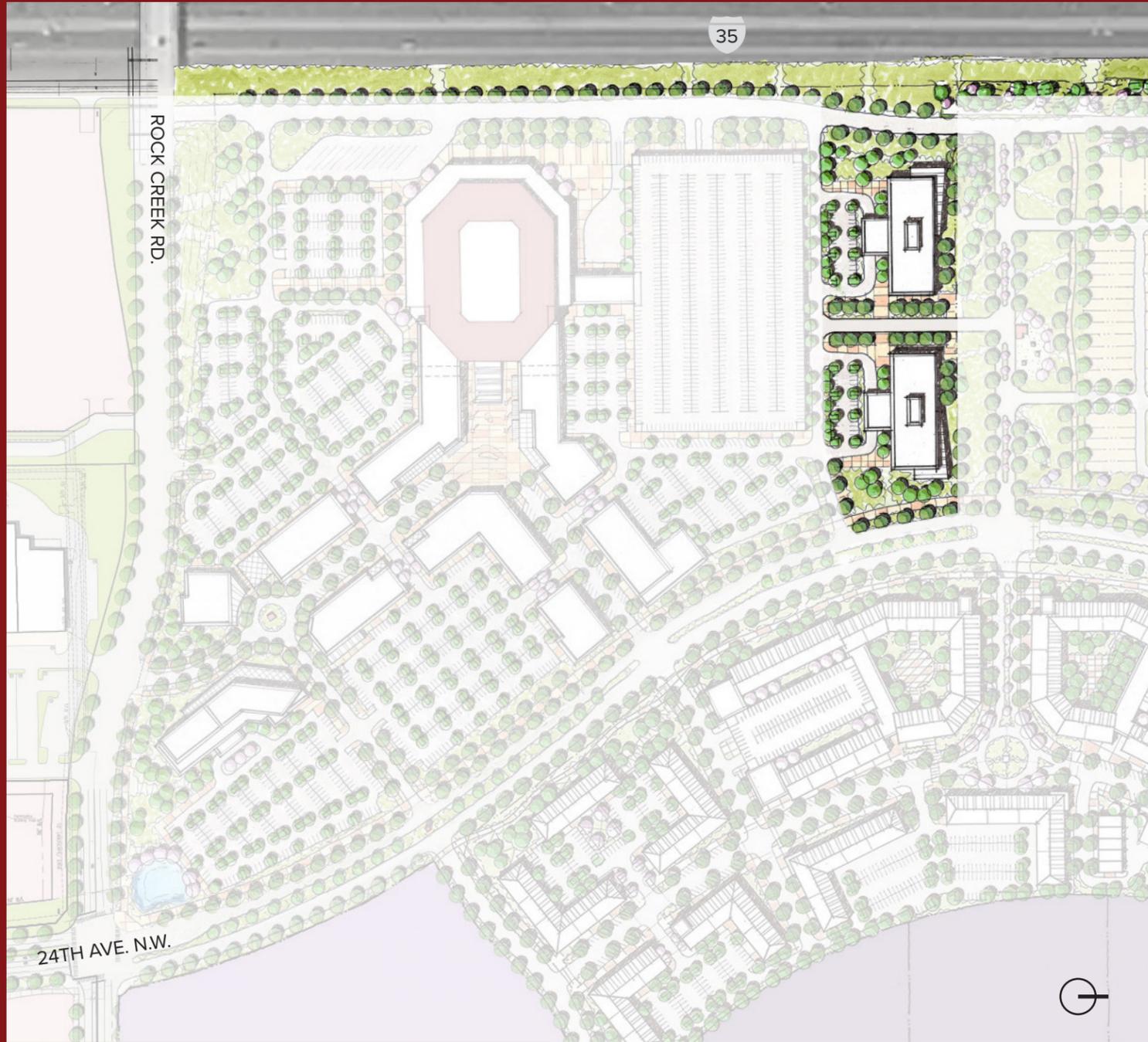


VIRGIN HOTEL - NASHVILLE, TN



THE STELLA - COLLEGE STATION, TX

3 NORTH: TECH / OFFICE

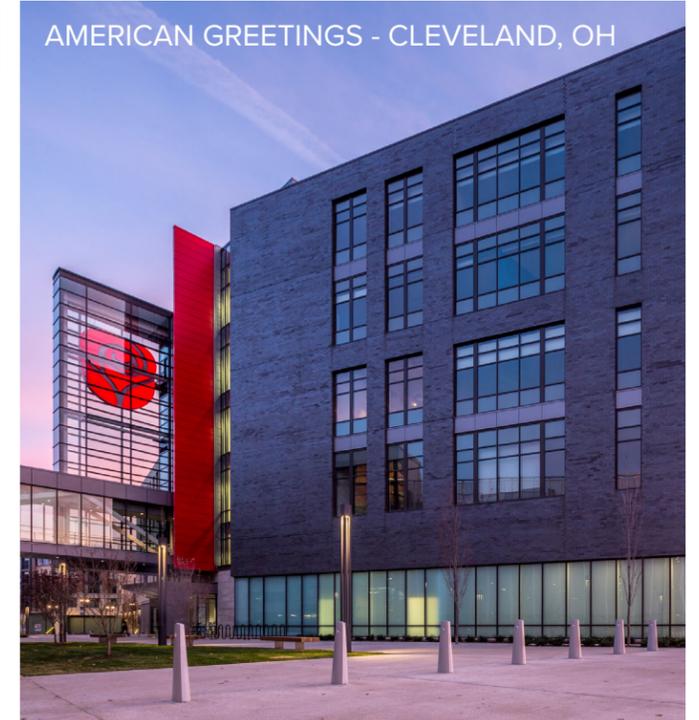


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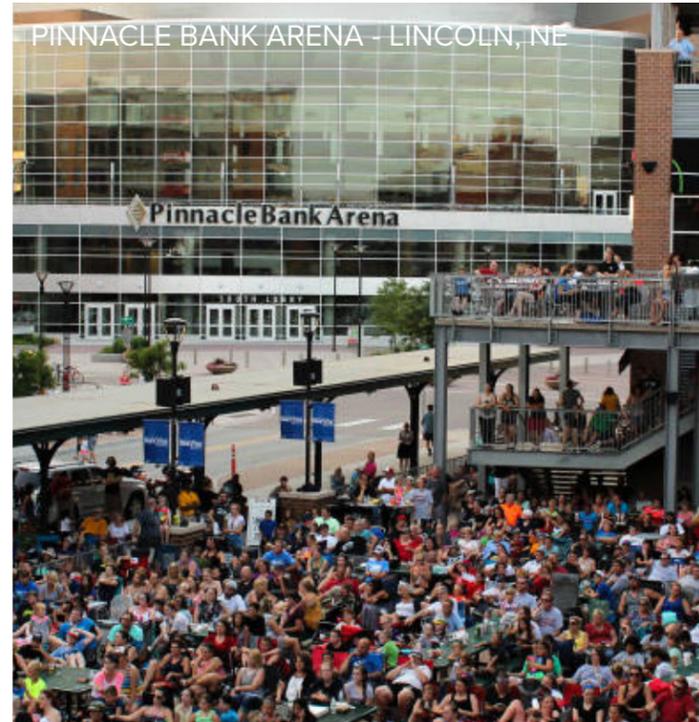
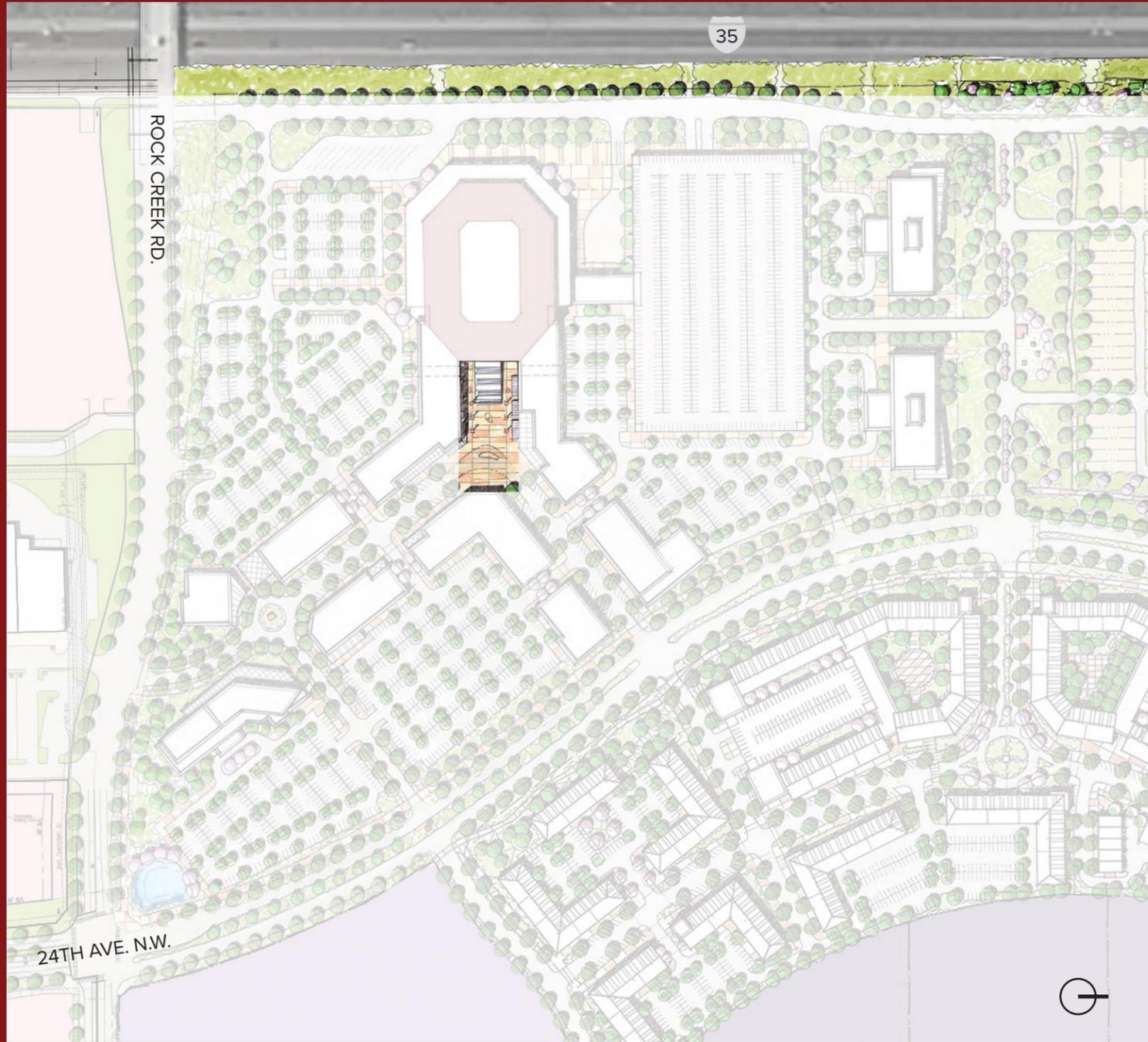
AMERICAN GREETINGS - CLEVELAND, OH



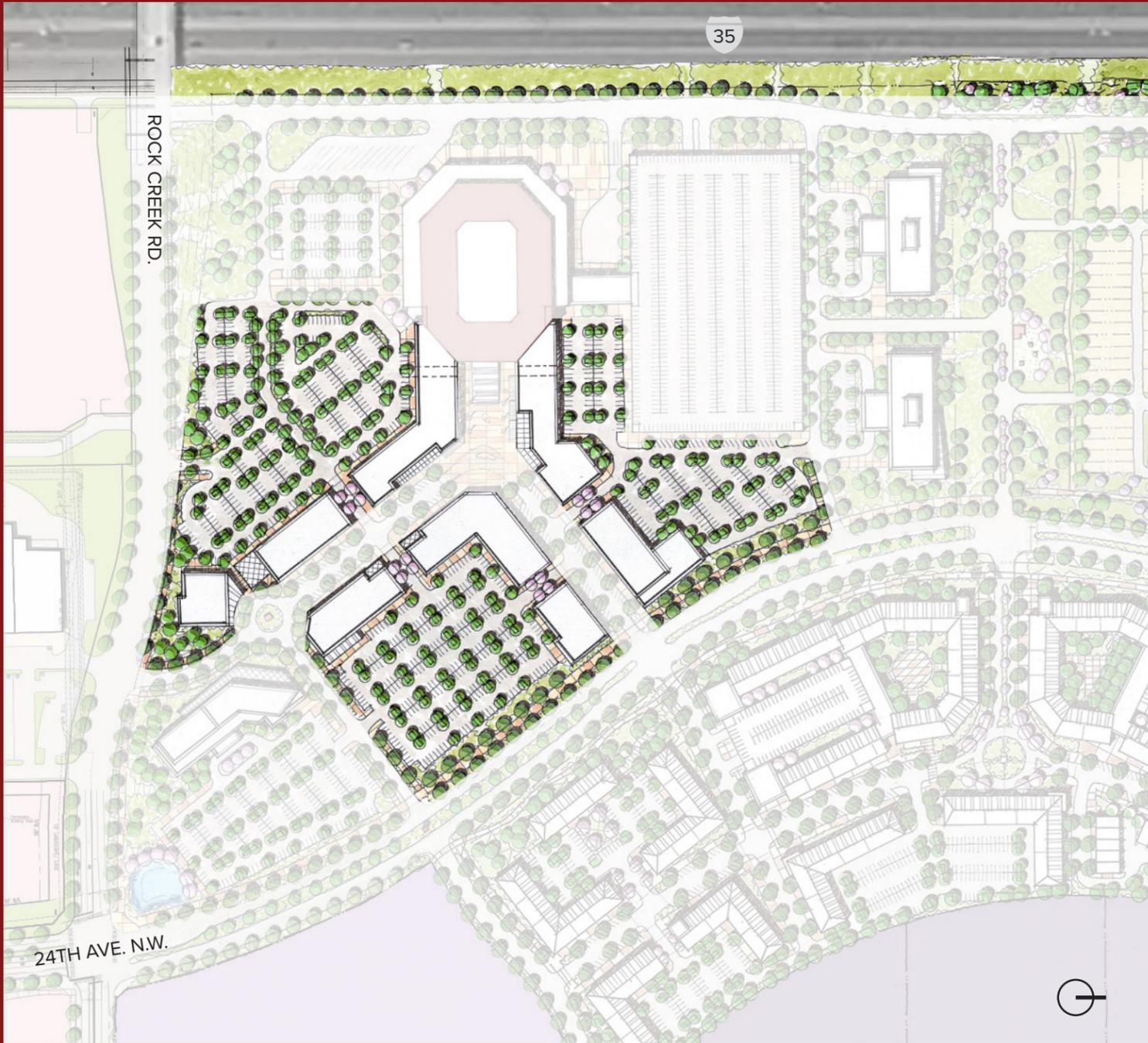
T. ROWE PRICE - OWINGS MILLS, MD



4 NORTH: EVENTS PLAZA



5 NORTH: MIXED-USE



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









EVENT DAY: NORMAN HS



EVENT DAY: NCAA



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

