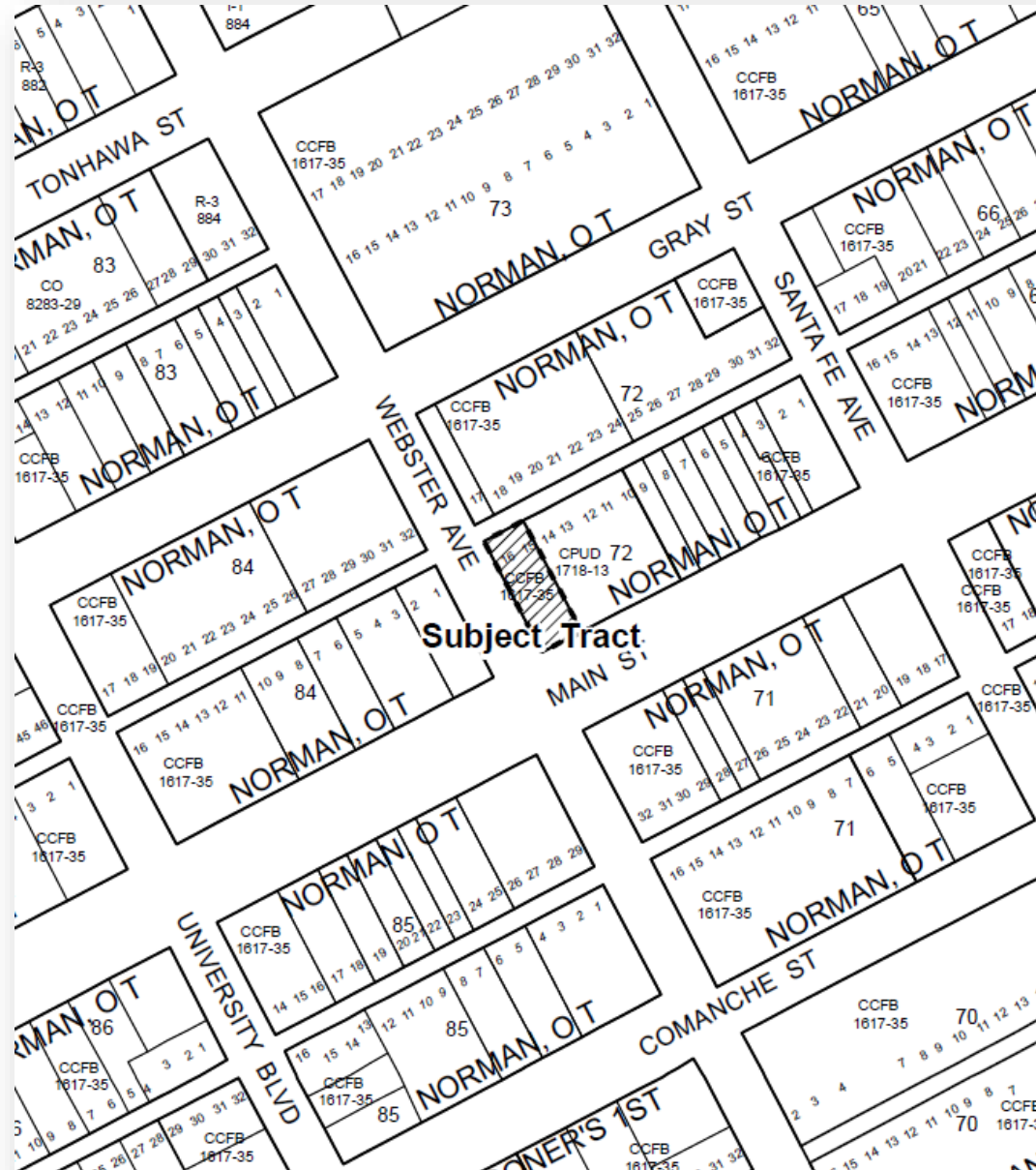


LOCATION MAP

0.16 acres
50' x 140' downtown lot

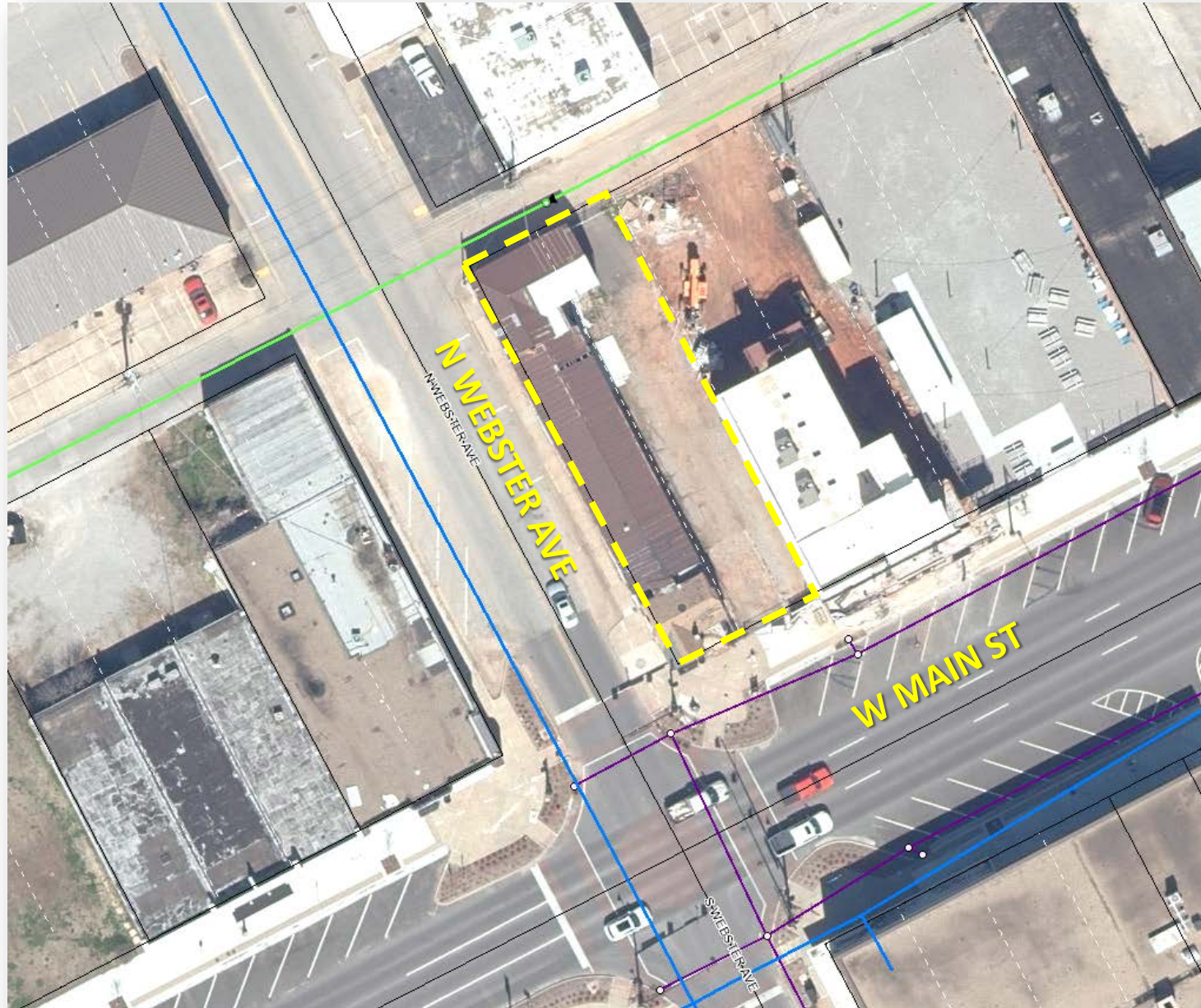


231 W. Main Street - CCPUD

Wishnuck Investments, LLC



AERIAL OF THE SITE



231 W. Main Street - CCPUD

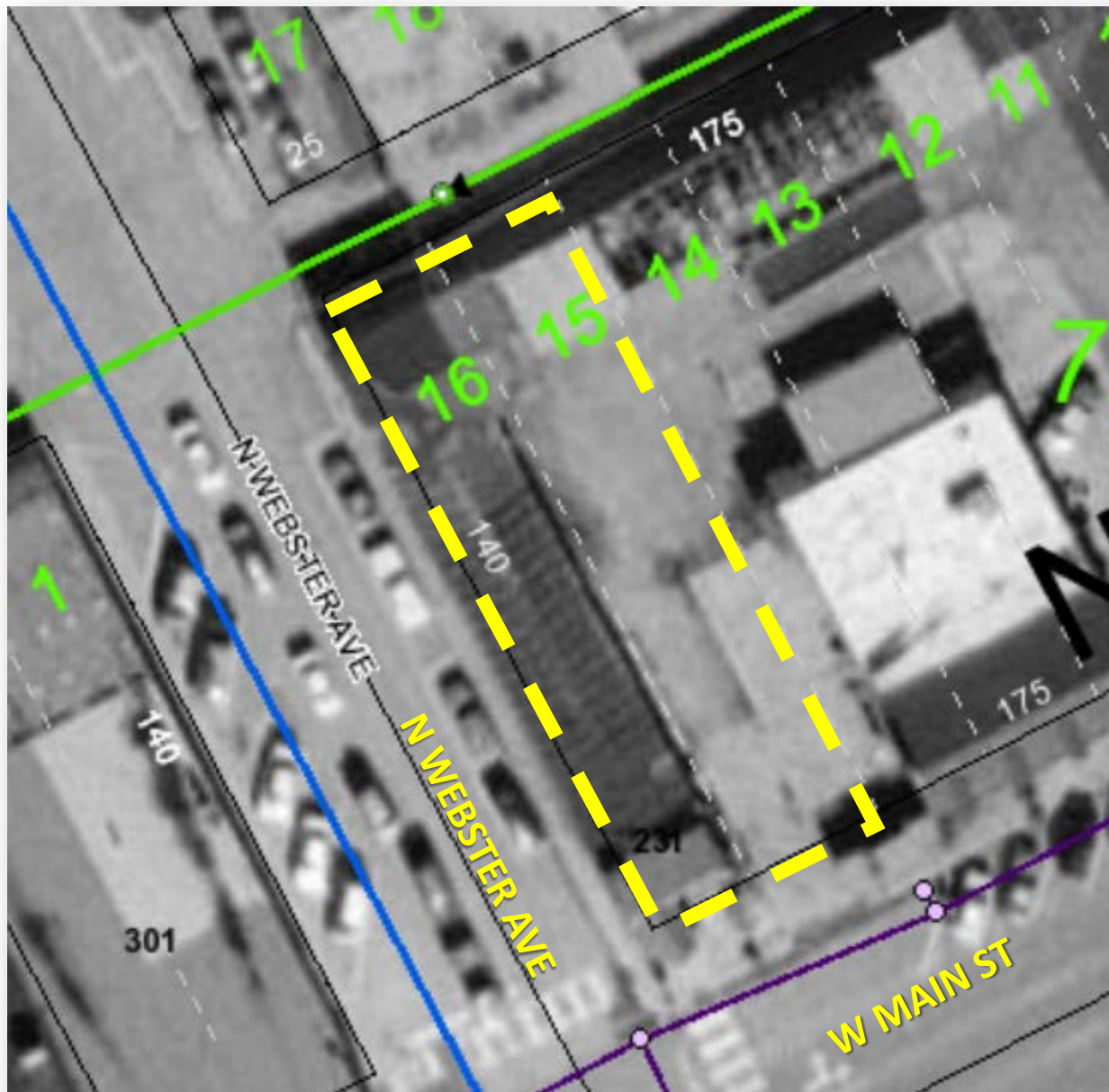
Wishnuck Investments, LLC



AERIAL OF THE SITE

1997 photo:
Existing building is vacant. The remainder of the property previously contained dilapidated structures associated with a former lumberyard, which were demolished in 2019.

Sat vacant for decades, been for sale for many years.



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STREET VIEW

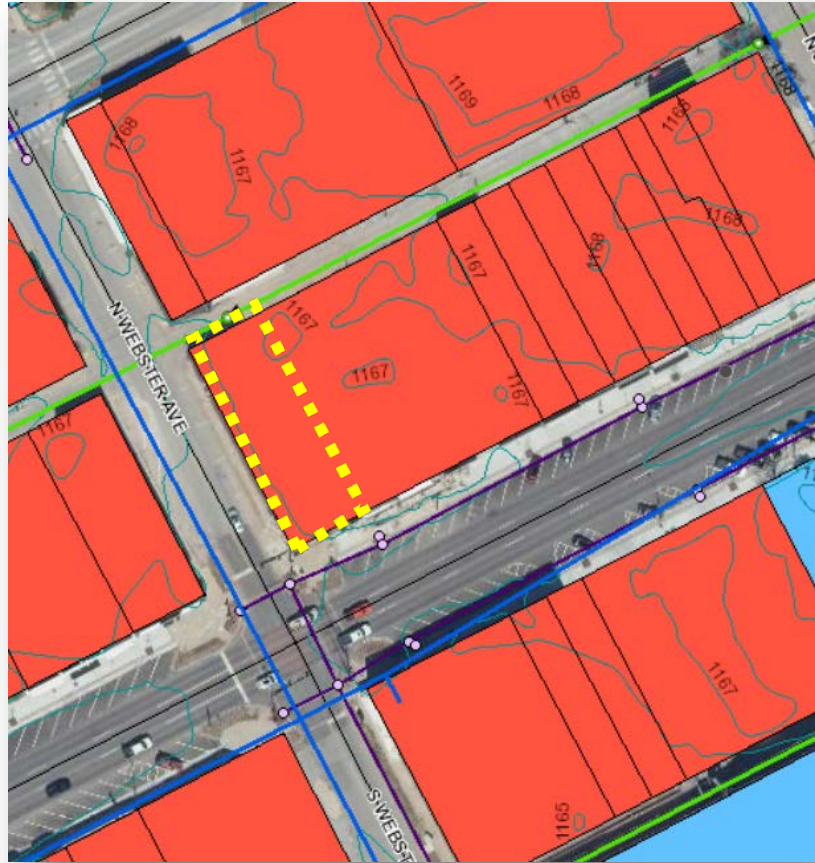


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2025



Existing 2025 Designation:
Commercial

No Change Requested

ZONING



Existing Zoning: CCFBC
Urban General & Urban Storefront

Requested: CCPUD

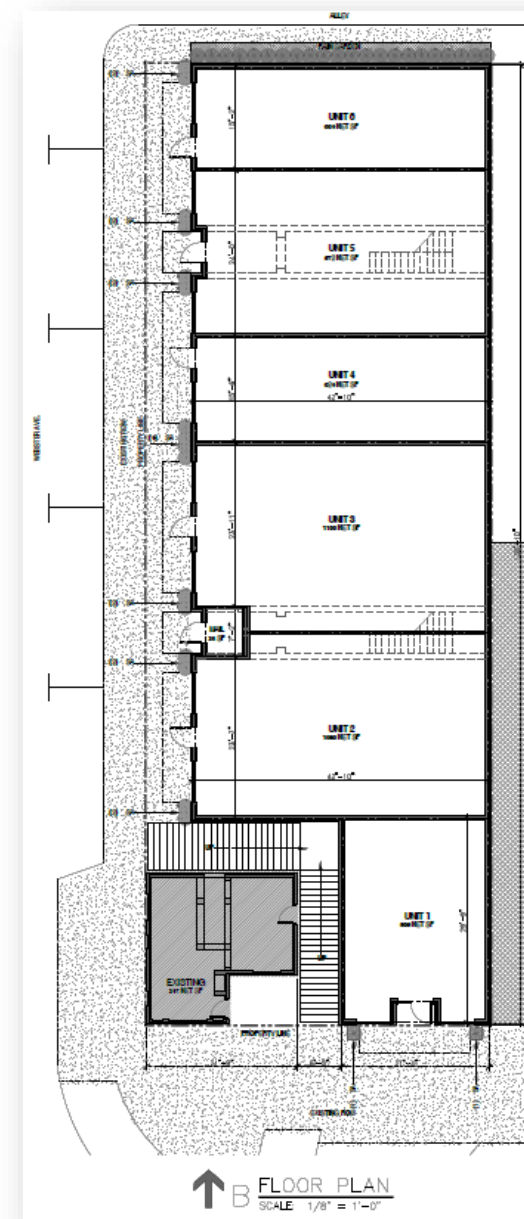
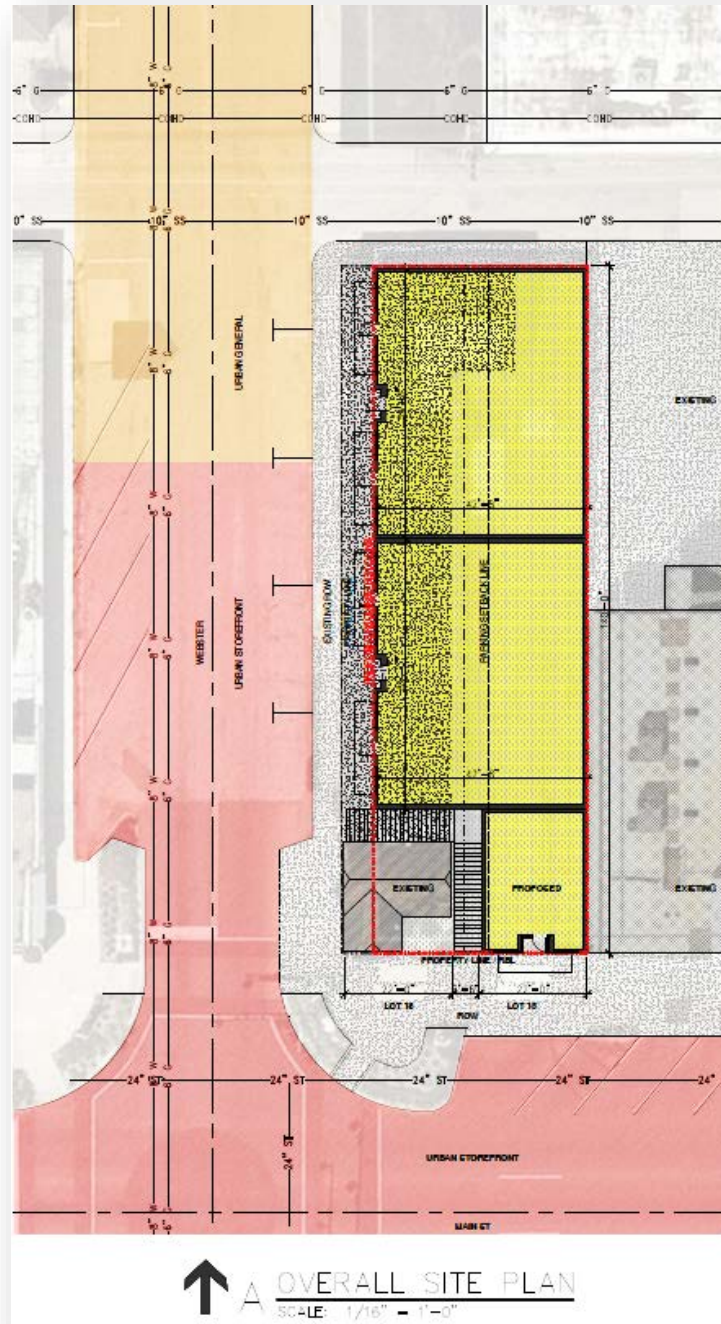
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SITE PLAN

- **PRESERVES** Unique Existing Corner Brick Building
- Active Pedestrian-Oriented Sidewalk & Open Space
- Roof Top Patio Space
- Rain Garden
- Flexibility for Multiple Tenants and Uses to Achieve Desired Mixed-Use Development
- Allowance for Residential Uses on Upper Stories
- Initial Story Constructed with Floor Joists to Support Second Phase



231 W. Main Street - CCPUD

Wishnuck Investments, LLC



CHANGES SINCE PLANNING COMMISSION

CCPUD Edits Since Planning Commission:

1. Allowable Uses

- No Allowable Use Variance for Ground Floor Units Fronting Main Street
- This Limits Allowable Uses to Retail Sales / Service, or Professional Service, in accordance with the CCFBC

2. Preservation of Existing Building

- Substantial Edits to CCPUD Discussing Criteria for Improvements to Existing Brick Building
- Language was Guided by the City of Norman's Historic District Guidelines
- New Language is a Substantial Commitment by the Property Owner to Preserve the Existing Building

3. Phasing

- Additional Language Was Added to Solidify the Applicant's Intent to Proceed to Phase 2 of the Development
- Applicant Commits to Utilize Floor Joists, Instead of Roof Joists, and Substantial Infrastructure as Part of Initial Construction

4. Reduced Signage Request

- Eliminated Request for CCFBC Variance to Allow for Wall Sign
- Added Scaled Exhibit of Proposed Roof Sign
- Committed to Placing Roof Sign on Second Story & Setback from Intersection

REQUESTED VARIANCES FROM CCFBC

C. CCFBC Variances:

The Property shall be developed in accordance with the terms of this CCPUD and the exhibits attached hereto and incorporated by reference. For convenience purposes, a summary of the variances sought from the CCFBC follows:

1. Additional setback from Required Build Line (“RBL”) on N. Webster Ave., to a total of 6’-6” from the property line.
2. Reduction of the built to percentage from 100% to roughly 80% on W. Main St., due to a 6’-5” dimension of separation between the existing red brick corner building and the proposed new building (the proposal is to keep the corner building in place without change to its siting). If the existing red brick building is damaged or destroyed by Act of God, severe weather event, or other similar event that is outside of the control of the property owner, per Section III(B)(2) of this CCPUD, no new building is required to be constructed in its place.
3. Exemption from the street wall requirement for the unbuilt space on both W. Main St. and N. Webster Ave.
4. Exemption from the required two-story minimum to the extent that it is required within the first phase of development; the second/additional story to be provided and completed in a subsequent second phase as market absorption allows.
5. Allowance of additional Commerce and Civic uses on the ground floor units fronting Webster Avenue in addition to, or in alternative to, only Retail/Storefront uses.
6. Exemption from CCFBC 403 restriction that says no restaurant or retail sales uses shall be allowed in upper stories unless they are second story extensions equal to or less than the area of the ground story use, as it is applicant’s vision that the second floor space in phase one be open to the public and not controlled by one ground floor use.
7. Allowance of office use on first floor within 20’ of the RBL.
8. Exemption from the landscaping requirement as this area of W. Main Street was previously enhanced with an integrated and unified design along W. Main St. by a federal grant streetscape project. Further, the N. Webster Ave. frontage does not allow sufficient space to properly accommodate both landscape and pedestrian travel.
9. Exemption from the required 15% open space requirement. Open space may be located behind the parking setback line. It is noted that the proposed second-story roof/raised courtyard space does provide 15% of the total site as open space behind the parking setback line.
10. Exemption from requirement of recessed doors as planned along N. Webster Ave., as such doors are provided within an exterior wall that itself is setback from the required RBL, due to the RBL being revised herein.
11. Allowance for a 300 square foot roof top sign in addition to all other signage allowances in the CCFBC.

The CCPUD Identifies 11 Requested Variances from the CCFBC.

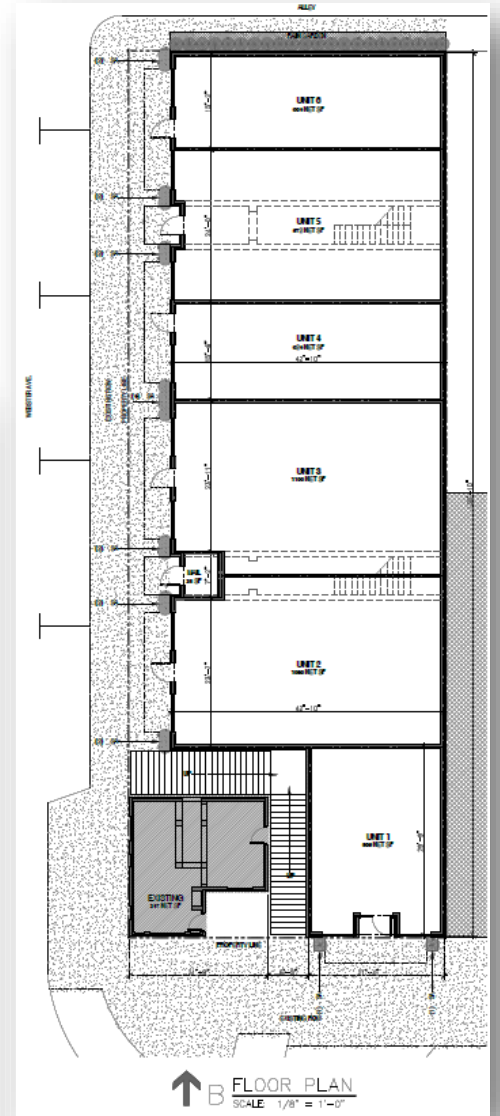
The CCFBC is a Lengthy and Repetitive Document; Therefore, many of the identified variances are duplicative in nature.

The Requested Variances are Required to Achieve the Following 4 Goals:

1. Accomplish a Mixed-Use, Diverse Tenant Mix
2. Create a Pedestrian Oriented and Active Development
3. Allowance for Phasing of Second Story
4. Allowance for Rooftop Scaffolding Sign

REQUEST FOR VARIANCE FROM RBL ALONG WEBSTER AVE

CCFBC would require building within a mere few feet of the curb – not possible for accessible passage, pedestrian usage, etc.

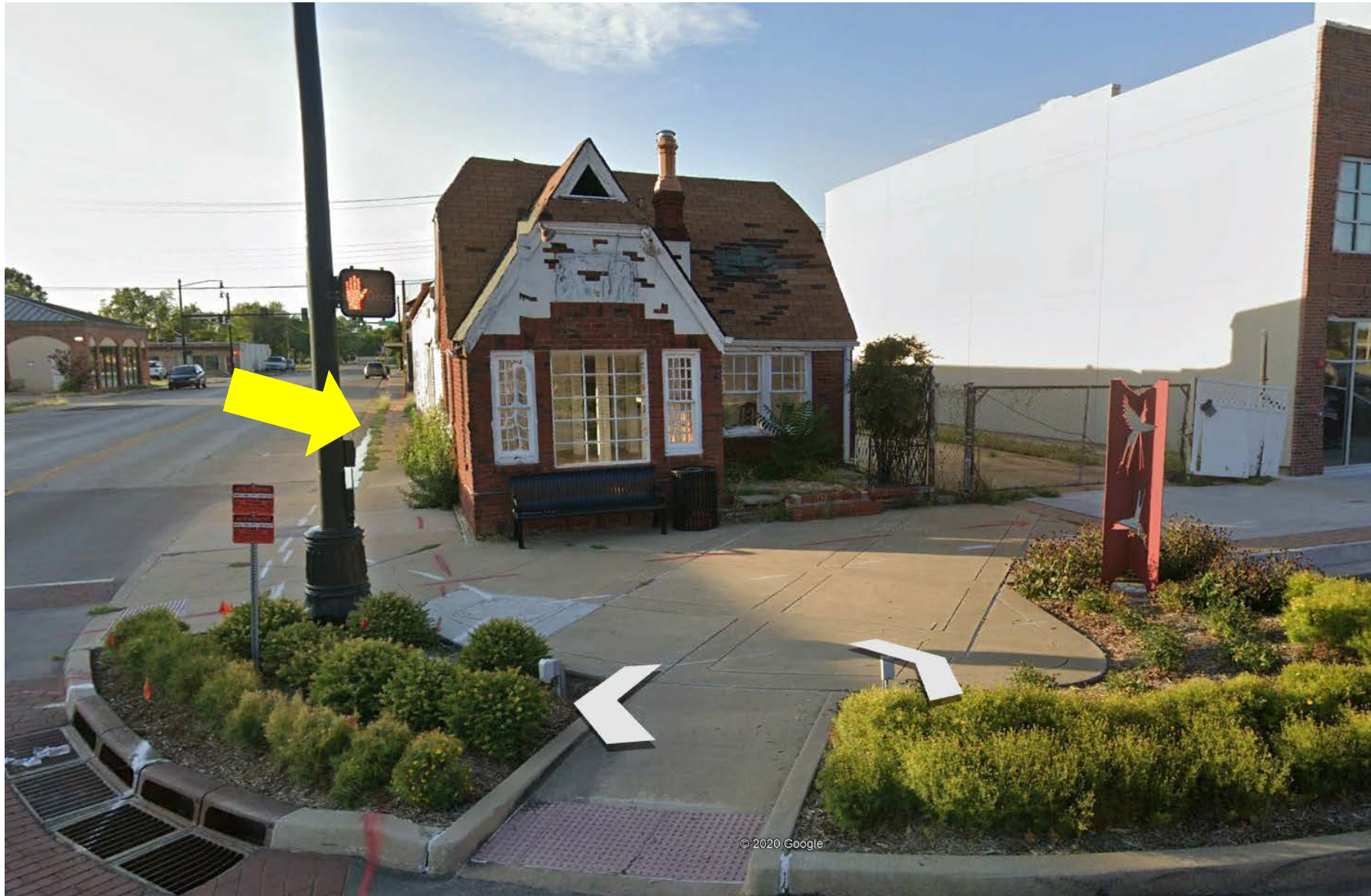


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REQUEST FOR VARIANCE FROM RBL ALONG WEBSTER AVE

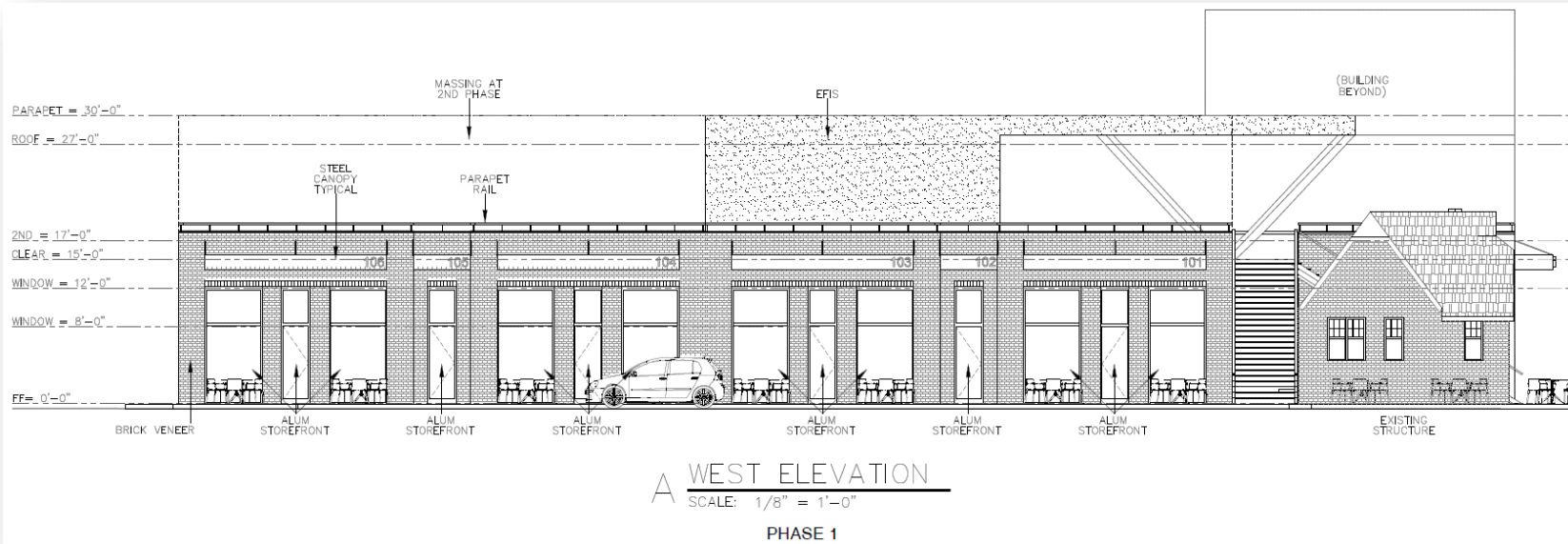


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ELEVATIONS FROM WEBSTER AVE

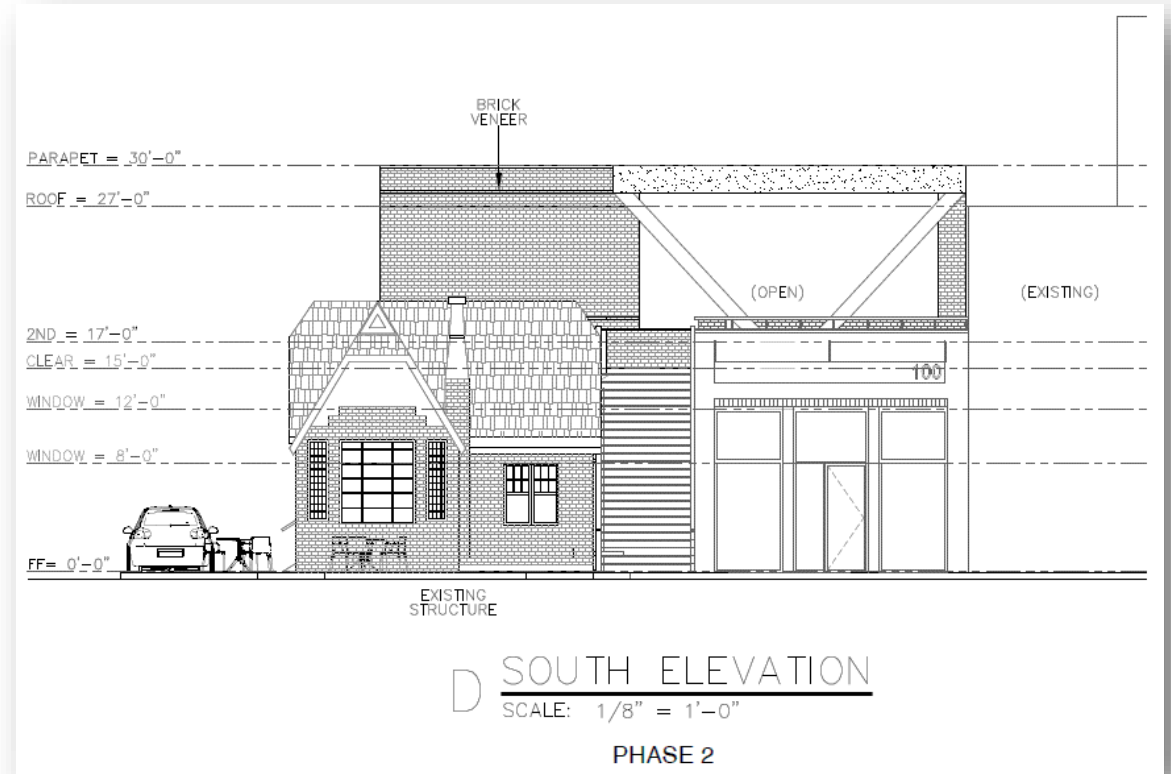
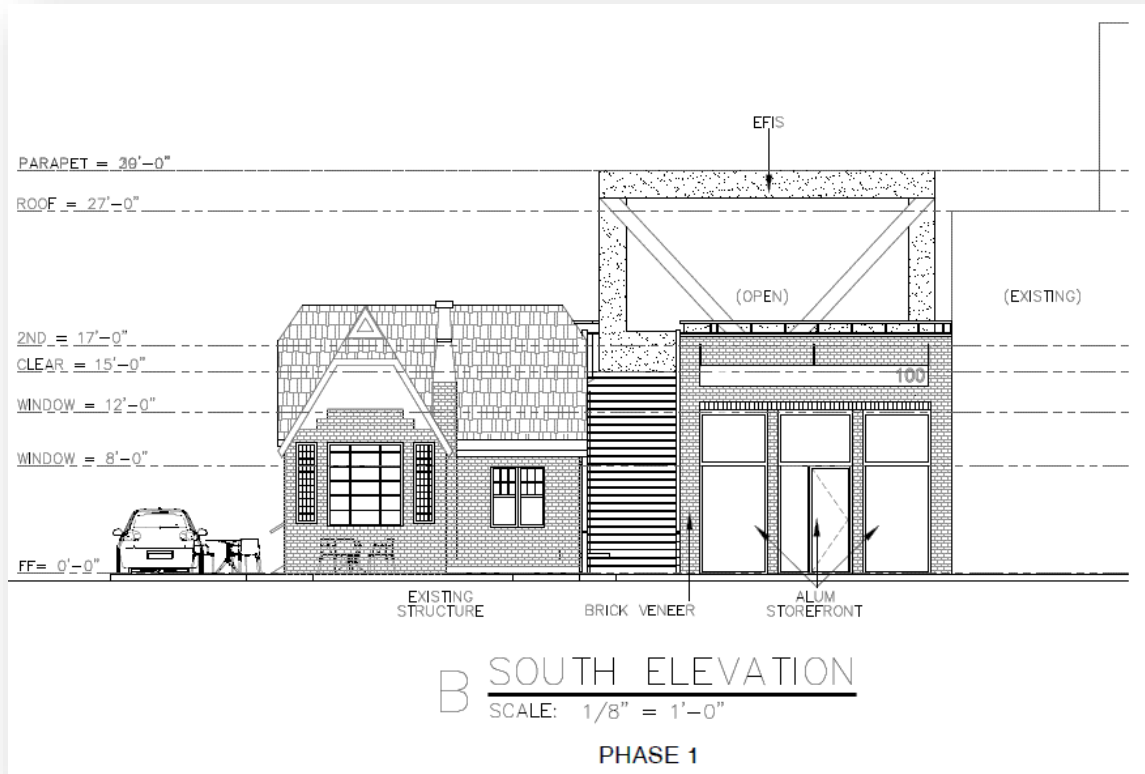


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ELEVATIONS FROM MAIN STREET



SIMILAR DESIGN TO SURROUNDING AREA



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SIMILAR DESIGN TO SURROUNDING AREA



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PRELIMINARY EXTERIOR RENDERINGS



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PRELIMINARY EXTERIOR RENDERINGS



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PRELIMINARY EXTERIOR RENDERINGS



231 W MAIN ST
NORMAN, OK

WEBSTER

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PRELIMINARY EXTERIOR RENDERINGS



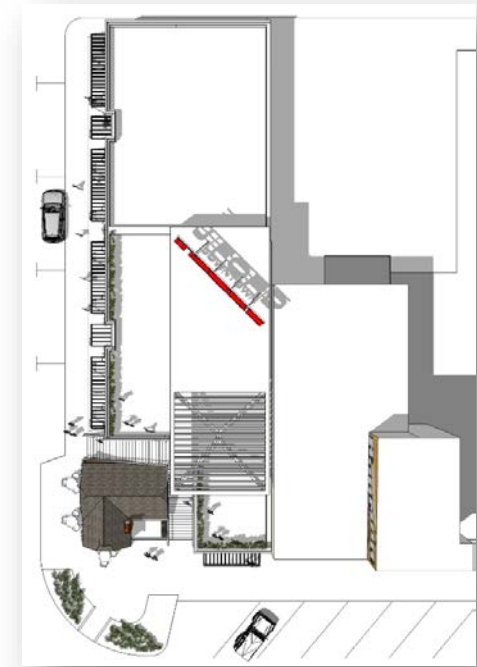
231 W MAIN ST
NORMAN, OK

231 W. Main Street - CCPUD

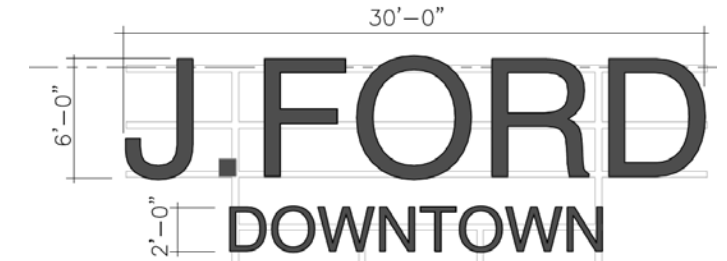
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PROPOSED ROOFTOP SIGN



222 SF (LETTERS ONLY)
357 SF (FULL VOLUME)



- Setback from Intersection & Dr. Bird's Mural to Ensure Visibility.
- Must be Constructed on Second Story of Building
- Added Scaled Exhibit to CCPUD

231 W. Main Street - CCPUD

Wishnuck Investments, LLC



SUPPORT

Dear Council and Mayor.

I am writing in support of the proposed PUD at 231 W. Main St. I have been tracking this project as it has made its way through Planning Commission as well as been in direct contact with the developer.

For those unfamiliar, this is directly adjacent to my building located at 227 W. Main, which was the first PUD Under the CCFBC and the first new construction in downtown Norman in 46 years. It is quite exciting to see a third new construction project downtown since breaking that drought. It is additionally reassuring to see new development come to downtown in spite of global economic uncertainty.

I hope many of you can see that developing a lot of that size and location can present certain unique challenges and I think the variances requested in the PUD are not out of the question considering those challenges.

I like the design and for this particular lot I'd rather see the entire Webster Street frontage built than a taller structure smashed up on the Main Street frontage while tiptoeing around the cottage. Frankly the alley side of my block is not very attractive and this project will go a long way toward beautifying the area.

I have no qualms about the proposed scaffold sign. In fact with the set back placement I feel it will lend a nice texture to the streetscape and will serve, in due time, as a bit of placemaking in downtown as interesting and unique signage tends to do. (Think of the Sooner Theater sign, the Boomer sign on campus, and the now gone Vista sign.)

Additionally I have spoken with Mr. Wishnuck and am happy to place a larger dumpster on my back lot and share with The J. Ford building. I'd prefer that the clutter of additional dumpsters back there and allowing construction all the way back to the alley will enhance the Webster frontage.

Lastly, It is worth noting the planned preservation of that cottage. There is very little to stop a developer from removing that structure and it should be taken into consideration that Mr. Wishnuch intends to preserve it.

Gabriel Bird, DDS

227 W. Main Street
Suite 200
Norman, OK 73069

(405)321-2525
qbdentalnorman.com
FB/whiteandbird

231 W. Main Street - CCPUD

Wishnuck Investments, LLC



SUMMARY OF REQUEST

The Applicant is seeking a CCPUD to allow for a pedestrian oriented mixed-use development on the property that would not otherwise be allowed under the Center City Form Based Code.

Summary of Major Changes to CCPUD:

- **Compliance with Urban Storefront Uses Along Main Street**
- **Commitment to Preservation of Existing Building**
- **Commitment to Second Phase of Development**
- **Reduced and Confined Signage Variance Request**

NO PROTESTS

NO NEIGHBORS ATTENDED PRE-DEVELOPMENT

PLANNING COMMISSION RECOMMENDED APPROVAL



231 W. Main Street - CCPUD

Wishnuck Investments, LLC

