

University North Park

ENTERTAINMENT DISTRICT

April 25, 2024



Lincoln



Gensler



University North Park Entertainment District

- **Project Economics**
- **Mixed-Use Development**
- **Team**
- **Arena**

Project Economics

Use	Total Costs
Infrastructure	\$27,742,288
Public Open Space & Amenities	\$9,500,000
Stadium Venue w/ Parking Structure (Phase 1)	\$290,758,600
Retail w/ Service Lot (Phase 1)	\$90,940,719
Hotel (Phase 1)	\$50,479,260
Office 1 (Phase 2)	\$30,953,568
Office 2 (Phase 3)	\$30,953,568
Multifamily 1 (Phase 1)	\$50,909,807
Multifamily 2 (Phase 1-2)	\$50,909,807
Medium Density Residential (Phase 2-3)	\$48,577,624
Rainier/Lincoln Development Subtotal	\$644,482,954
Future Development: Multifamily 3	\$50,909,807
Future Development: Townhomes	\$19,125,049
Future Development (MF)	\$67,424,500
Future Development (Commercial)	\$31,050,000
Future Development (Experiential Development Use)	\$81,001,998
Future Development (Commercial)	\$31,050,000
Future Development (Potential FBO)	\$6,000,000
Future Development (MF)	\$70,889,000
Future Development (Flex)	\$31,250,000
Future Development (Commercial)	\$4,313,093
Future Development (Commercial)	\$6,837,831
Future Development (Mixed-Use)	\$21,045,000
Future Development (Mixed-Use)	\$25,702,500
Expanded District Development Subtotal	\$446,598,778
	\$1,091,081,733

- Overall Development Year 8 FMV - \$1.1 Billion
- Approx. \$230 Million TIF Financing proposed including infrastructure & public amenities

Arena Public Funding
Need - \$193 million



Infrastructure Funding
Need - \$37 million

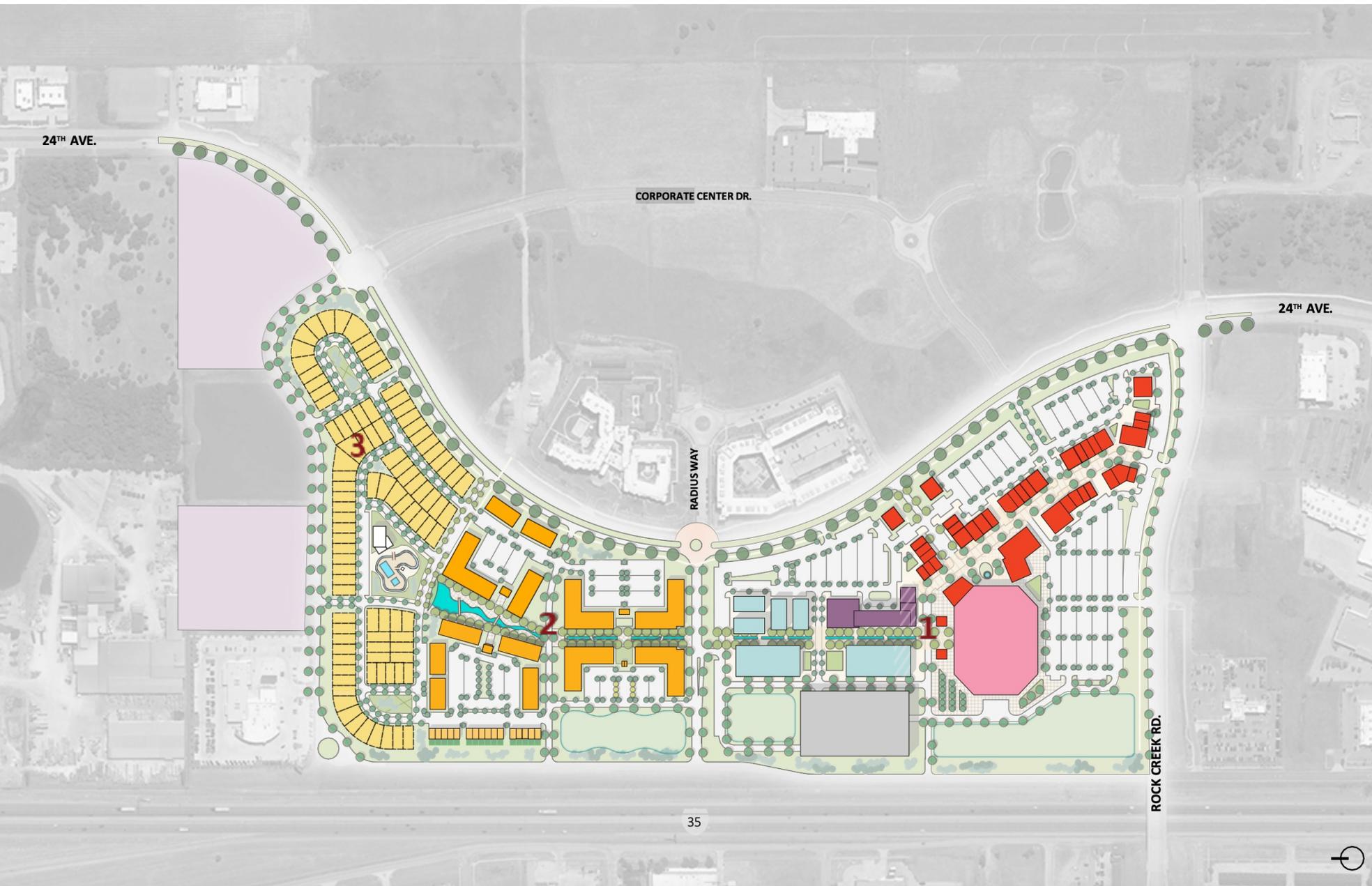
- Contemplated TIF 100% of incremental sales and ad valorem taxes within district (non-dedicated only)
- TIF – 25 years or less if projects are fully funded
- Private capital will capitalize approx. 80% of the overall development

*All project funding costs are estimates as-of 12/31/23

Core Development

- **Arena catalyzes the planned mixed-use development**
- **Remaining core development would include:**
 - **Entertainment District mostly F&B/interactive retail – 160,000 sq/ft**
 - **At least one major hotel and conference facility – 150 key hotel**
 - **Multifamily apartments – 578 units built in phases from year one to year four**
 - **Medium density residential – 177 units built in year three/four**
 - **Amenity rich, low-profile office – 180k+ sq/ft built in phases from year one to year five**
- **When completed, University North Park will be a destination shopping and entertainment district, where over 5,000 people work and where more than 3,000 Norman residents will live**
- **The core development will be a fully integrated community creating a sense of place with easy walkability to the plaza, the arena, and retail destinations**

Masterplan



Districts

- ① **MIXED-USE ENTERTAINMENT DISTRICT**
 - *Multi-Purpose Arena*
 - *Event Plaza*
 - *Festival Street Retail*
 - *Hotel*
 - *Office*
- ② **MULTI-FAMILY**
- ③ **RESIDENTIAL**

Development Team

- **Danny Lovell, CEO of Rainier Companies, a vertically integrated real estate investor and operator**
- **David Neher, President of Rainier Development Co., and leading expert in retail-driven, mixed-use**
- **Lincoln Property Company, among the largest diversified real estate firms in the nation and perennial leader in office and multifamily development**
- **Arcadis (Callison RTKL), a leading mixed-use planner and top 5 Architect in the United States**
- **Legends, a global experience company specializing in solutions for sports and entertainment**
- **Gensler, industry leading architecture design and planning firm specializing in sports facilities**

Dallas Cowboys HQ



The Star – Frisco, TX

Square Feet Retail:	250,000 SF
Hotel Rooms:	300 Keys
Stadium Seats:	12,000 Seats
Square Feet Office:	740,000 SF
Medical Facility:	400,000 SF

Total Project Cost: \$ 2,200,000,000



University North Park - THE STAR Frisco, TX

Arena Design

Seating Capacity

- 8000 for Basketball
- 7250 for End Stage Concert
- 1500 Premium Seating Options

State of the Art Concert Facility

- Equipment loading and access
- Talent Amenities
- Acoustics

Close to the Action Lower Bowl Design

Structured Parking Access (1250 Spaces)

Purpose Built Student Section (OU Events)

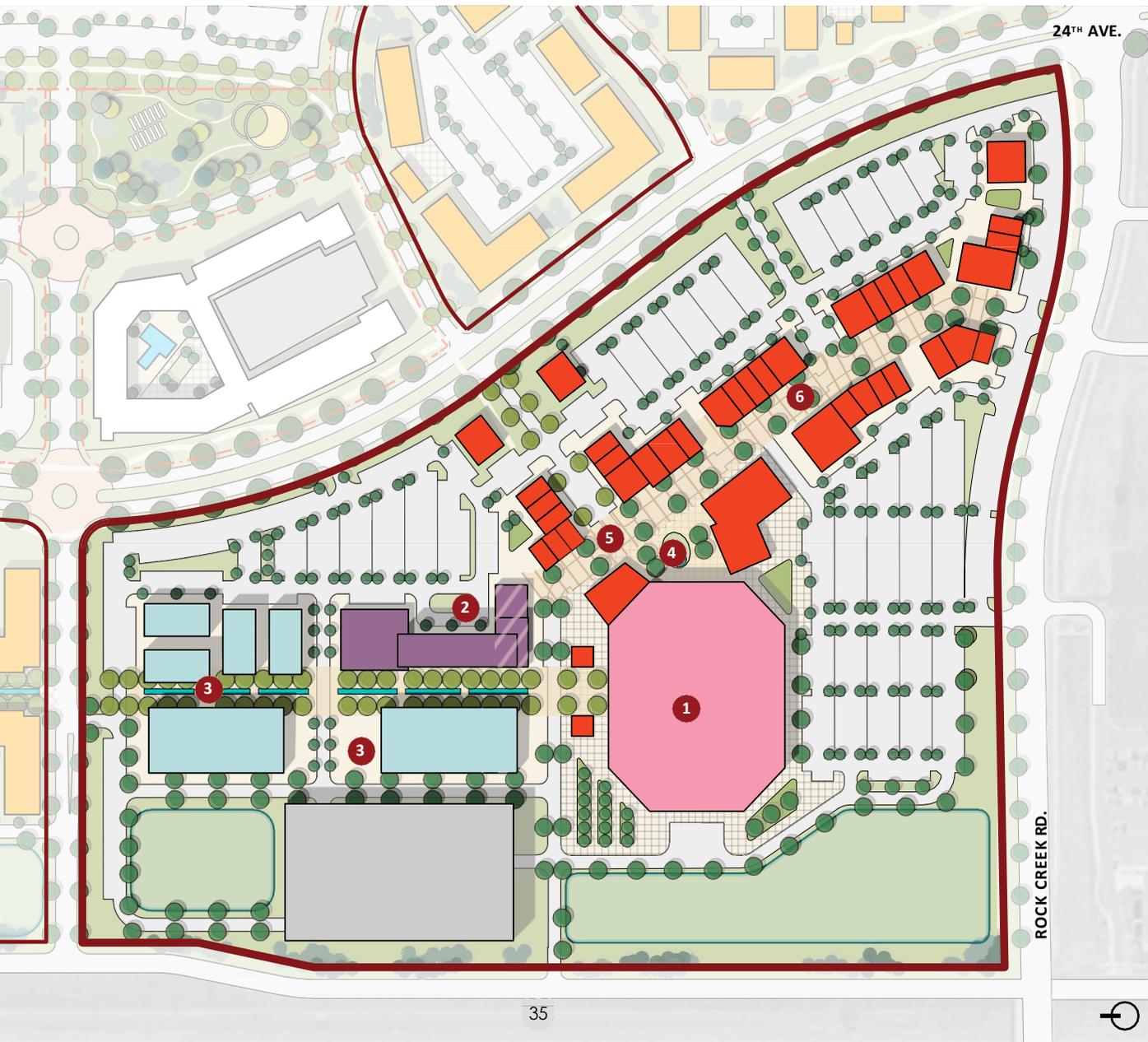
LOWER BOWL



LOWER BOWL	CURRENT
CLUB	900
SUITES (16)	256
STUDENT SEATING	800
LOWER GA	2,340
LOGE (20)	80
LEDGE SEATS	300
BULKHEAD GA	3,160
COURTSIDE SEATS	165
TOTAL	8,001

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Mixed-Use Entertainment District



- 1 MULTI-PURPOSE PERFORMANCE VENUE
- 2 HOTEL
- 3 TECH / OFFICE
- 4 EVENTS PLAZA
- 5 FESTIVAL STREET
- 6 ENTERTAINMENT / F&B



SOLAR

HORN

SOLAR

maza

BEER GARDEN

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