

Planning Commission Minutes  
April 10, 2025

(The agenda was filed with the City Clerk of The City of Oklahoma City at 7:58 a.m. on April 7, 2025)

9. (SP-598) Application by Bradley Simons for a Special Permit to operate Use Unit 8300.33 Drinking Establishments: Sitdown, Alcohol Permitted (Bar) in the C-4 General Commercial District at 2120 NW 39th Street. Ward 2.

**Amended Technical Evaluation:**

1. Outdoor amplification of sound is not permitted on the patio.

The applicant was present. There were protesters present.

**RECOMMENDED APPROVAL SUBJECT TO TECHNICAL EVALUATION AS AMENDED .**

MOVED BY POWERS, SECONDED BY MEEK

AYES: CLAIR, POWERS, MEEK, PRIVETT, NEWMAN, GOVIN, PENNINGTON,  
NOBLE

ABSENT: LAFORGE



**STAFF REPORT**  
**The City of Oklahoma City**  
**Planning Commission**  
**April 10, 2025**

**Item No. IV. 9.**

**(SP-598) Application by Bradley Simons for a Special Permit to operate Use Unit 8300.33 Drinking Establishments: Sitdown, Alcohol Permitted (Bar) in the C-4 General Commercial District at 2120 NW 39<sup>th</sup> Street. Ward 2.**

**I. GENERAL INFORMATION**

**A. Contacts**

**Applicant's Representative**

Benny Darnell  
The Hollywood OKC  
806-206-3437  
thehollywoodokc@yahoo.com

**B. Case History**

This is a new application.

**C. Reason for Request**

The purpose of this request is to allow a drinking establishment / bar.

**D. Existing Conditions**

**1. Size of Site:** 0.19011 Acres

**2. Zoning and Land Use**

	<b>Subject Site</b>	<b>North</b>	<b>East</b>	<b>South</b>	<b>West</b>
<b>Zoning</b>	C-4	C-4	C-4	R-1	C-4
<b>Land Use</b>	Bar	Bar	Retail	Undeveloped	Commercial

**3. Comprehensive Plan Land Use Typology Area:** Urban – Medium (UM)

UM applies to fully urbanized areas of the city, most of which were built prior to the 1960s. Developments are expected to be larger in scale and have greater intensity and mixture of uses than developments found in UL. Development within UM areas should support efficient transit usage and provide pedestrian and bicycle access to retail, services, parks, and other destinations. Priorities for the UM areas include “infill” developments on vacant lots, rehabilitation of underutilized property, and development that supports revitalization of distressed neighborhoods.

## **II. APPLICANT'S PROGRAM DESCRIPTION**

To create welcoming and vibrant community space where people can gather to enjoy crafted cocktails and lively conversations, fostering connections and memorable experiences.

## **III. GENERAL STANDARDS**

All special permit uses shall satisfy the following general standards:

- 1) The proposed use shall conform to the policies of the adopted Comprehensive Plan.
- 2) The proposed use shall not adversely affect the use of the neighboring properties.
- 3) Pedestrian and vehicle traffic generated will not be hazardous or in conflict with the existing and anticipated traffic in the neighborhood.
- 4) Adequate utility, drainage, parking, loading, signs, access, and other necessary public facilities to serve the proposed use shall meet the adopted codes of the City.
- 5) The site shall front or have direct access to a street having adequate right-of-way and improvements to support the traffic generated by the proposed use.
- 6) The City Council may impose specific conditions regarding location, design, and operation to assure safety, to prevent a nuisance, and to control the noxious effects of excessive sound, light, odor, dust, or similar conditions. Such conditions may include:
  - a. A requirement that all machinery and facilities be located within an enclosed building; or
  - b. A requirement that certain areas be screened from view of surrounding neighborhoods; or
  - c. A limitation on intensity of lights or hours of operation; or
  - d. Similar measures designed to protect the public interest.

**IV. ADDITIONAL SPECIFIC STANDARDS**

- A. Each use shall comply with all standards and provisions of the zoning district, unless specifically modified by this section.
- B. Any Drinking Establishment: Sitdown Alcohol Permitted use within the O-2 General Office District must meet the specific use standards for an eating establishment set forth in 9350.26.

*Not applicable.*

C. *Location Requirements.*

- (1) No drinking establishment use shall be allowed to locate within 300 feet of any church property primarily and regularly used for worship services and religious activities, or any public or private school of the type which offers a compulsory education curriculum; however, a college or university located within an improvement district created pursuant to Section 39-103.1 of Title 11 of the Oklahoma Statutes may waive the 300-foot requirement pursuant to 37A O.S. § 2-139. Distances shall be measured from the nearest property line of the public or private school, or church to the nearest perimeter wall of any such drinking establishment.

*There are no schools or religious facilities within 300 feet of the proposed location.*

- (2) If food or beverages are consumed in an outdoor seating/activity area at any time between the hours of 11:00 p.m. and 8:00 a.m., the outdoor seating/activity area shall be separated by a distance of at least 100 feet from the nearest abutting property line of a residential use. Distances shall be measured from the closest edge of the outdoor seating/activity area to the nearest property line of the residential use.

*Outdoor seating / activity areas have been shown on Exhibit C. The nearest residential use property line is approximately 140 feet to the south of the outdoor patio.*

- D. *Site Plan Requirements.* In addition to the Special Permit site plan requirements as specified in 59-4250.2.D., the location and dimensions of the area(s) designated for the sales and consumption of alcoholic beverages shall be shown on the site plan.

*Reference Exhibit C.*

- E. *Notification Requirements.* Applications for a Special Permit allowing the Drinking Establishments: Sitdown, Alcohol Permitted (8300.33) use shall be accompanied by a list of all owners of property within 600 feet of the exterior boundary of the subject property upon which the special permit is requested. In addition, the 600-foot radius shall be extended by increments of 100 lineal feet until the list contains a minimum of ten individual property owners of ten separate parcels.

*All property owners within 600 feet of the proposed location have been issued Public Notice.*

## **V. REVIEW COMMENTS**

This application was submitted to the following agencies, departments, and/or divisions for review and comment. An asterisk \* indicates that the agency, department, and/or division responded with no adverse comments.

### **A. Outside Agencies**

- 1. Oklahoma City-County Health Department (OCCHD)**
- 2. Oklahoma City Urban Renewal Authority (OCURA)**
- 3. Oklahoma Gas and Electric (OGE)**
- 4. Oklahoma Water Resources Board (OWRB)**
- 5. School District Oklahoma City**
- 6. Oklahoma Department of Transportation (ODOT)**

### **B. City Departments**

- 2. Airports**
- 3. Central Oklahoma Transportation and Parking Authority (COTPA)**
- 4. Fire (OCFD)**
- 5. Information Technology/Geographic Support (IT/GIS)**
- 6. Parks and Recreation**

**7. Police (OCPD)**

**8. Public Works**

**a. Engineering - Storm Sewer Availability \***

**9. Traffic Services \***

**10. Utilities**

**a. Solid Waste Management \***

**b. Water Availability \***

**c. Wastewater Availability \***

**11. Planning**

**a. Comprehensive Plan Considerations**

**1) LUTA Development Policies:**

Site Design:

- Utilize Best Management Practices (BMP) for stormwater.
- Incorporate commercial uses at street level to maintain an active, pedestrian friendly streetscape.
- Design buildings to include facades, storefront windows, and attractive signage and lighting to create pedestrian-scale visual interest.

*National, state, and local permitting require basic best management practices for stormwater management.*

Density: The non-residential Floor to Area Ratio (FAR) range for the UM LUTA is 0.4 to 1.2 with a typical FAR of 1. *The purpose of this Special Permit application is to allow a drinking establishment within an existing building. The current FAR of the site is approximately 0.5 and is expected to remain within the range if the application is approved.*

Pedestrian Connectivity:

- Provide sidewalk connections to nearby uses.

*Sidewalks are currently available on the subject site, between the existing building and adjacent on-street parking. Any changes to pedestrian connectivity would be per Code.*

- 2) Compatibility:** The comprehensive plan includes a land use compatibility matrix used to identify potential conflicts between major land use categories. When locating the proposed use adjacent to existing residential uses or zoning, potential compatibility issues identified by the comprehensive plan.

*The subject site is currently zoned C-4. The purpose of the Special Permit application is to allow a drinking establishment within an existing building. The Drinking Establishments: Sitdown, Alcohol Permitted use (59-8300.33) requires a 100-foot setback from any outdoor seating/activity areas to the nearest property line of a residential use if the area where food or beverages to be consumed will be between the hours of 11:00 p.m. and 8:00 a.m.*

**3) Service Efficiency:**

- Water: *Served*
- Sewer: *Fully Served*
- Fire Service: *Urban Response*

**4) Environmentally Sensitive Areas:** No ESAs were identified on the site.

**5) Transportation System:** This site is located along the south side of NW 39th Street, a Main Street in the Urban Low LUTA. The nearest transit (bus) service is located east of the subject site, along North Pennsylvania Avenue.

**6) Other Development Related Policies**

- Prioritize maintaining the strength of existing commercial nodes and corridors over providing new areas for commercial development. (SU-23)
- Favor commercial development clustered in nodes at arterial or collector intersections or along brief “main street” style corridors over commercial development extending in a linear pattern for long distances along highway, arterial, or collector corridors. (SU-25)
- Require sidewalks on both sides of all streets in urban LUTAs. (C-7)
- Support and incentivize the adaptive use of existing buildings, infill development, and brownfield development. (G-10)

**7) Other Considerations: Retail Nodes and Corridors (Revitalize)**

Retail nodes and corridors seek to develop a robust retail sector to generate sales tax levels and growth to fund quality services for the City and to meet needs for goods and services to enhance the quality of surrounding neighborhoods. Corridors targeted for revitalization need help strengthening retail uses through filling vacant space, landscape and beautification efforts, façade programs, business coordination and the introduction of new complementary land uses.

The site is part of a larger area identified in **planokc** as a Retail Priority Area under the “Revitalize” Framework. The retail area extends from west of North Youngs Boulevard to east of North Pennsylvania Avenue along NW 39th Street. Applicable policies under this framework include:

- Reinforce, change, or create branding as appropriate.
- Maintain community scale retail in nodes rather than allowing linear expansion.
- Upgrade streetscapes for visual coherency and place quality.

- Re-tenant viable, vacant space.
- Undertake landscaping and beautification efforts to enhance the customer experience.
- Improve facades and design quality.
- Create or enhance visual coherency through signage.

**b. Plan Conformance Considerations**

The purpose of the Special Permit application is to allow a new bar (The Hollywood OKC) within an existing building (Phoenix Rising), including an outdoor patio area in the back. The subject site is in the 39<sup>th</sup> Street District, along the south side of NW 39th Street between North Barnes Avenue and North Pennsylvania Avenue. The site, along with land to the east and west along NW 39th Street, is zoned C-4. The NW 39th Street corridor primarily consists of retail, office, and bar / restaurant uses. A new street enhancement project was recently completed along 39<sup>th</sup> Street. South of the site are R-1 zoned single-family homes and R-4 zoned apartments. The site and application can meet the specific standards for the proposed use.

**IV. STAFF RECOMMENDATION**

*Staff recommendations are advisory only and do not constitute Planning Commission decisions. Staff recommendations are based on a technical evaluation of information submitted at the time of review. Planning Commission decisions require a vote of five members to approve or deny an item. The Planning Commission may consider in its decision-making process any additional relevant information presented at the public hearing by the public, applicant, and/or City departments.*

**Approval of the application.**

taj

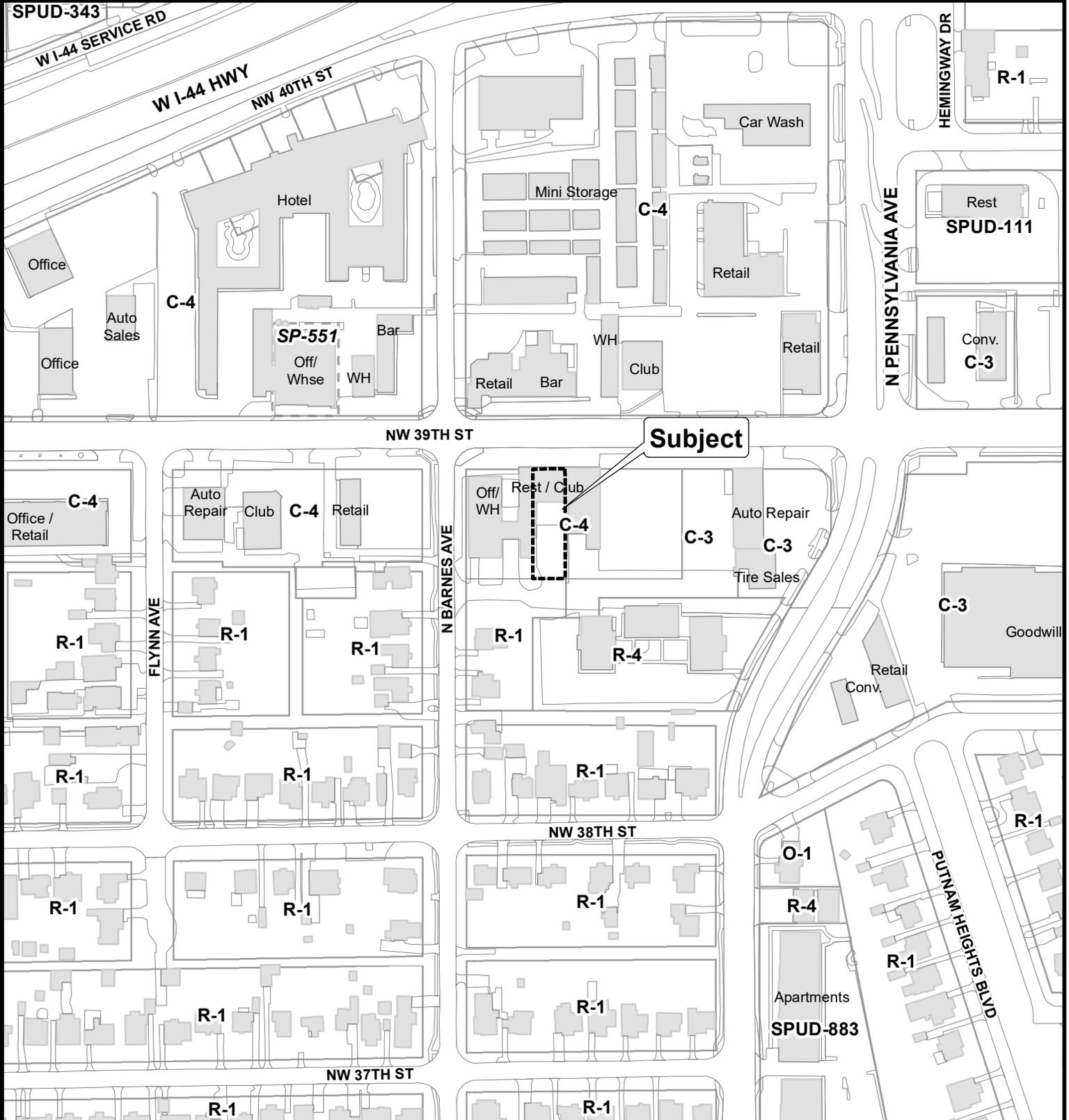
**Case No: SP-598**

**Applicant: Bradley Simons**

Address: 2120 NW 39th St.

Present Zoning: C-4

Proposed Use: (8300.33) Drinking establishments: Sitdown, Alcohol Permitted.



The City of  
OKLAHOMA CITY

# Special Permit Application



0 100 200 Feet

# SITE PLAN

SP-598 Exhibit B

Address: 2120 NW 39th St

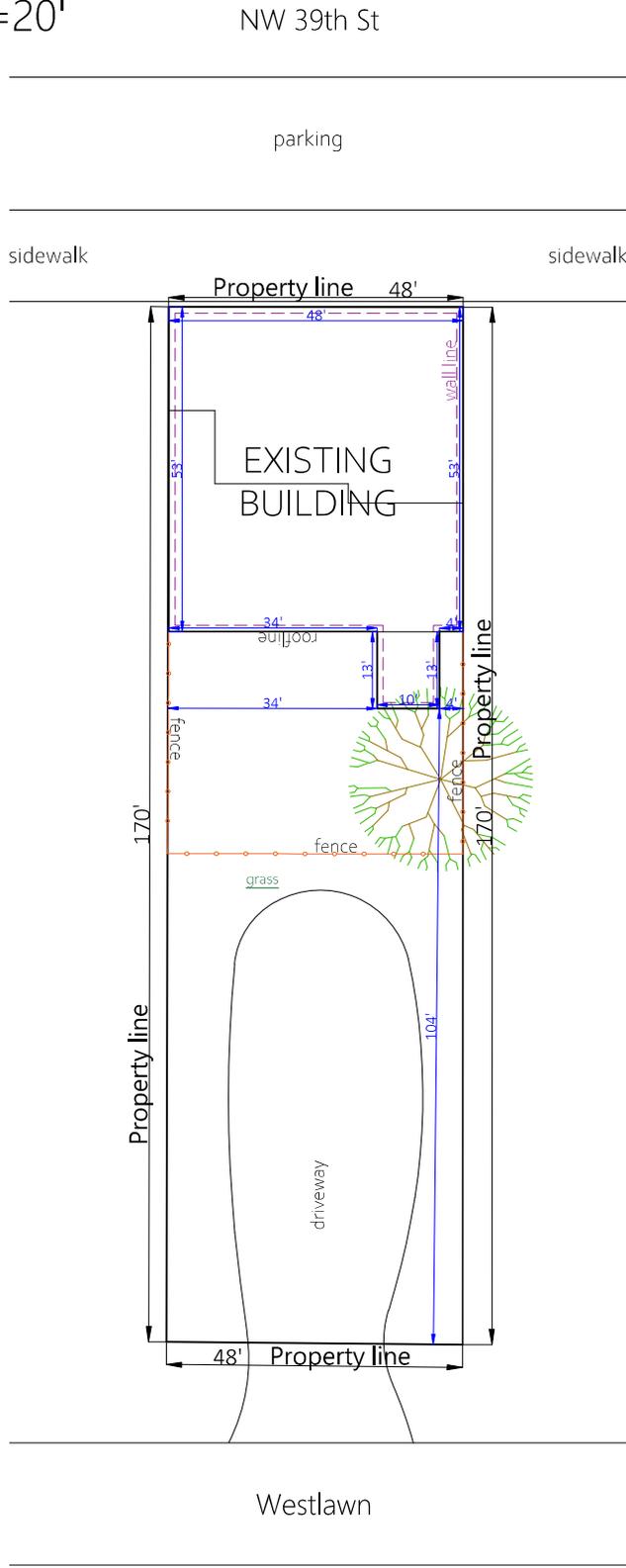
Oklahoma City, OK 73112

Parcel ID: 05-515-6120

Lot area: 0.17 Acres

Plot Size: 11"x17"

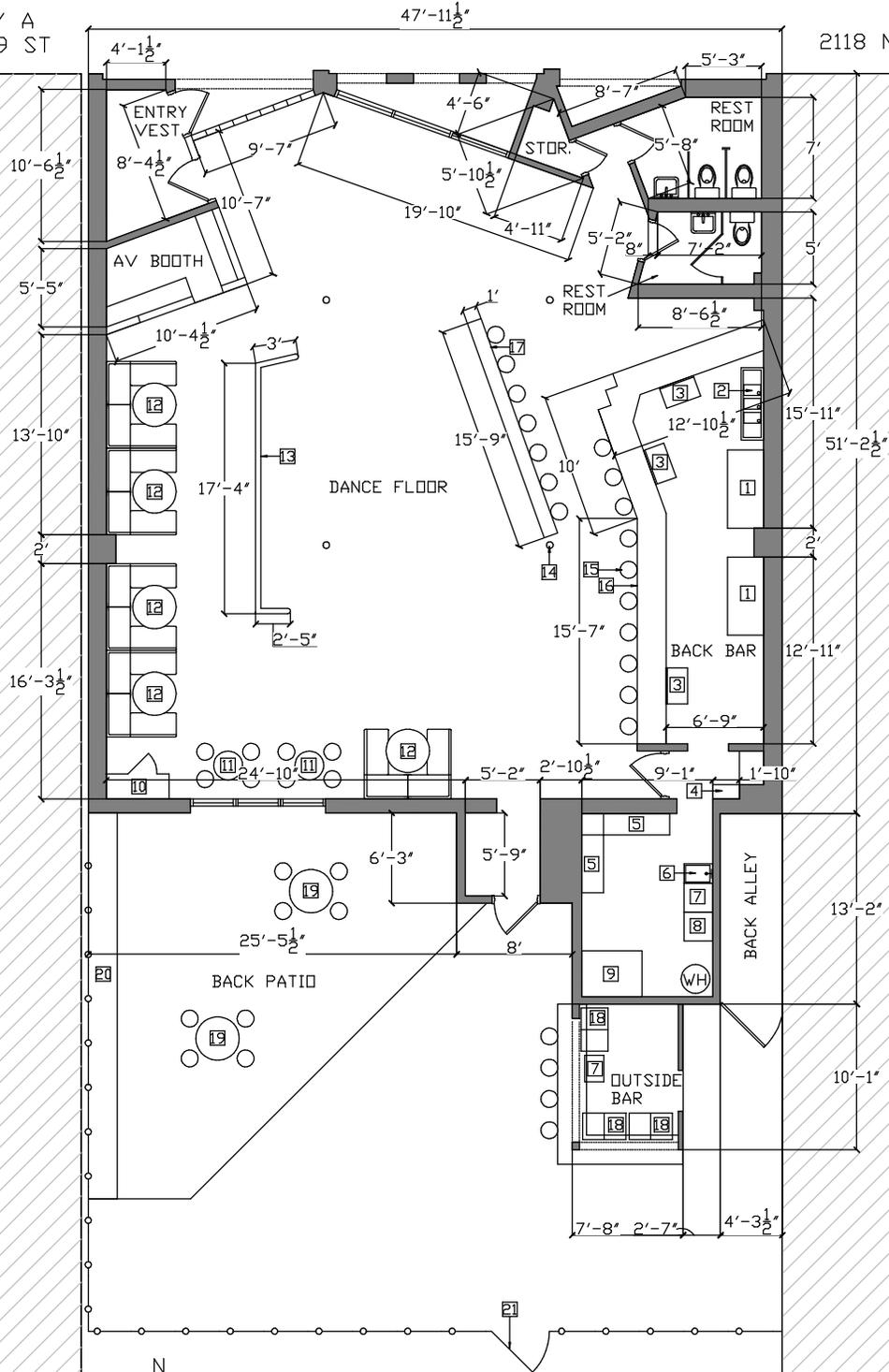
Drawing scale: 1"=20'



\*THE HOLLYWOOD\*  
2120 NW 39 ST

COMMUNITY A  
2124 NW 39 ST

2118 NW 39 ST



N  
1 FLOOR PLAN  
1/8" = 1'-0"

KEYNOTES

- |                                 |                     |
|---------------------------------|---------------------|
| 1. AVANTCO BOTTLE COOLER        | MODEL: 178HBB65HC   |
| 2. REGENCY 3 BOWL UNDERBAR SINK | MODEL: 600B31014213 |
| 3. REGENCY UNDER BAR ICE BIN    | MODEL: 600IB1830    |
| 4. LIGHTING CONTROLS            |                     |
| 5. WIRE STORAGE RACK            |                     |
| 6. SINK                         |                     |
| 7. STAINLESS STEEL PREP SURFACE |                     |
| 8. REFRIGERATOR                 |                     |
| 9. ICE MACHINE                  |                     |
| 10. ELECTRICAL CLOSET           |                     |
| 11. HIGH TABLE WITH 4 SEATS     |                     |
| 12. BOOTH SEATING AND TABLE     |                     |
| 13. RAIL                        |                     |
| 14. COLUMN                      |                     |
| 15. BAR SEATING (TYP.)          |                     |
| 16. MAIN BAR                    |                     |
| 17. ISLAND BAR                  |                     |
| 18. COOLER DRINK STORAGE        |                     |
| 19. PATIO SEATING AND TABLE     |                     |
| 20. BENCH SEATING               |                     |
| 21. PADLOCKED GATE              |                     |

# **Purpose Statement**

Purpose Statement: To create welcoming and vibrant community space where people can gather to enjoy crafted cocktails and lively conversations, fostering connections and memorable experiences.

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Present Zoning: C-4

Proposed Use: (8300.33) Drinking establishments: Sitdown, Alcohol Permitted.



Aerial Photo from 2/2022



The City of  
OKLAHOMA CITY

# Special Permit Application



0 100 200  
Feet