

CITY COUNCIL CONFERENCE

**MUNICIPAL BUILDING CONFERENCE ROOM
201 WEST GRAY, NORMAN, OK**

MAY 5, 2015

5:00 P.M.

**1. DISCUSSION REGARDING THE FOLLOWING COMPONENT OF
A CITIZENS' QUALITY OF LIFE INITIATIVE ENTITLED
"NORMAN FORWARD":**

- **CANADIAN RIVER PARK**
- **PUBLIC ART COMPONENT FOR NORMAN FORWARD
PROJECTS**
- **COMMUNITY SURVEY**

CANADIAN RIVER PARK



Date: May 1, 2015

To: Steve Lewis, City Manager

From: Jud Foster, Director of Parks and Recreation

Subject: NORMAN FORWARD Information

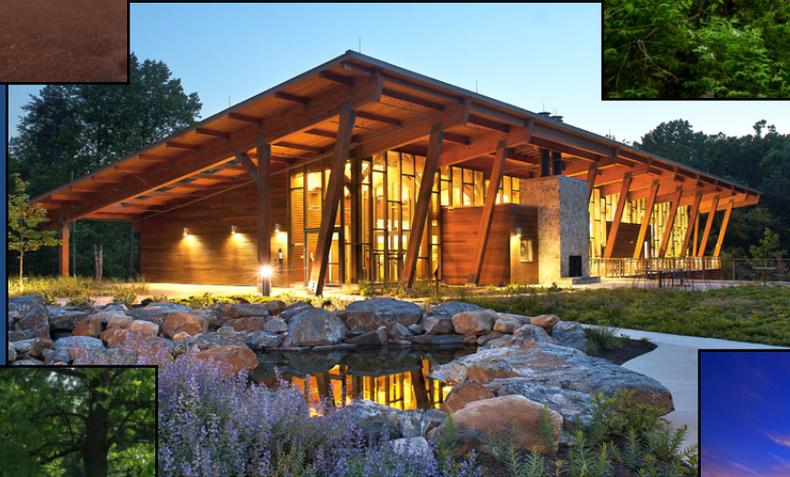
office memorandum

Attached is information for the NORMAN FORWARD presentation scheduled for May 5, 2015, which will discuss a proposal for a river park project along the South Canadian River in southwest Norman. The presentation was put together by the Canadian River Conservancy and will be presented by Mr. John Cougher, from their Board of Directors. I have also attached three pages from the Parks and Recreation Master Plan that discuss the concept of developing a river park in this area, along with supplemental information from the Canadian River Conservancy.

Also included in this packet is a memorandum discussing information regarding components and potential application of a public arts ordinance which would provide funding for NORMAN FORWARD art projects.

JF

CANADIAN RIVER NATURE PARK

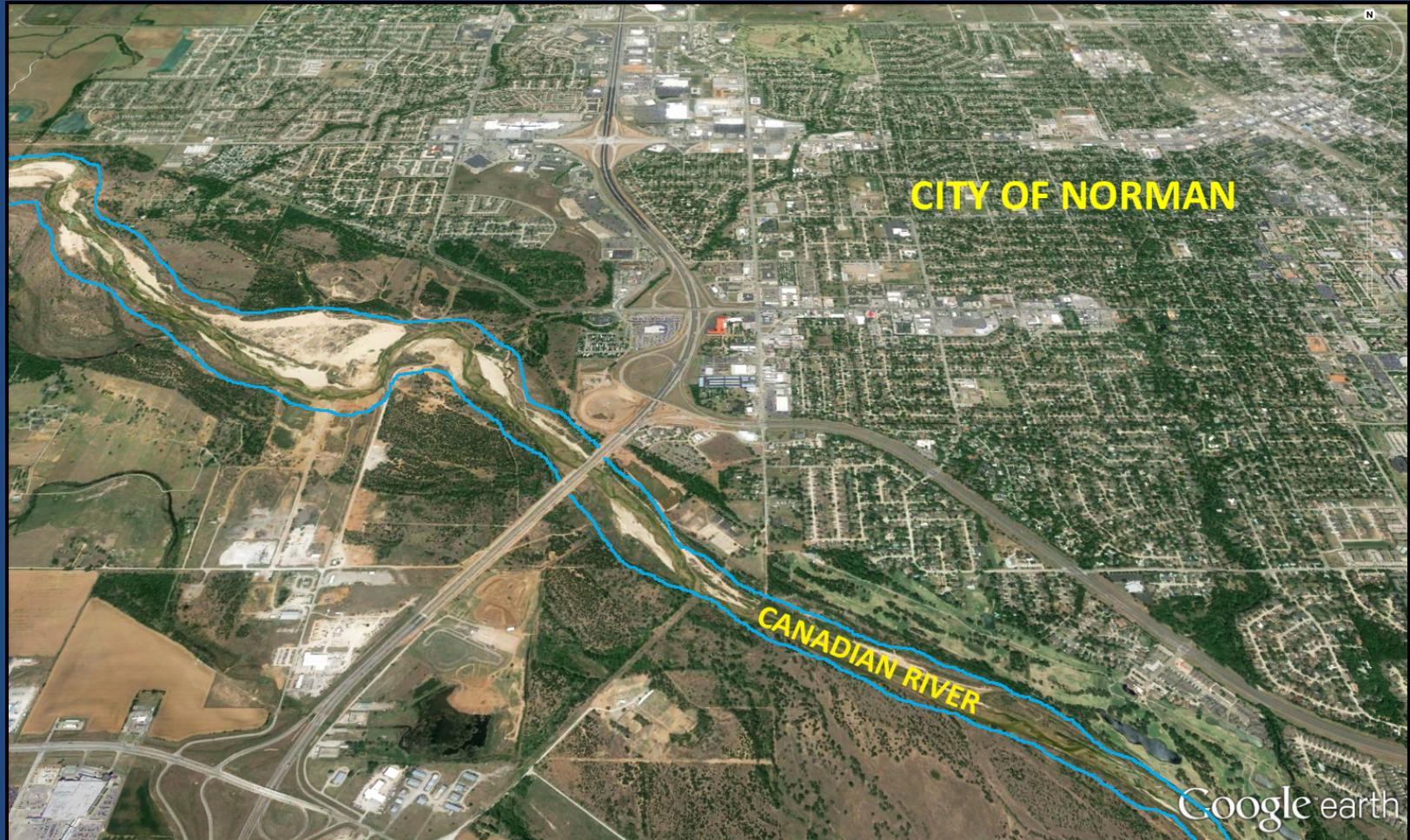


A CIVIC AMENITY FOR THE CITIZENS OF NORMAN

BENEFITS OF TRAILS AND NATURE PARKS

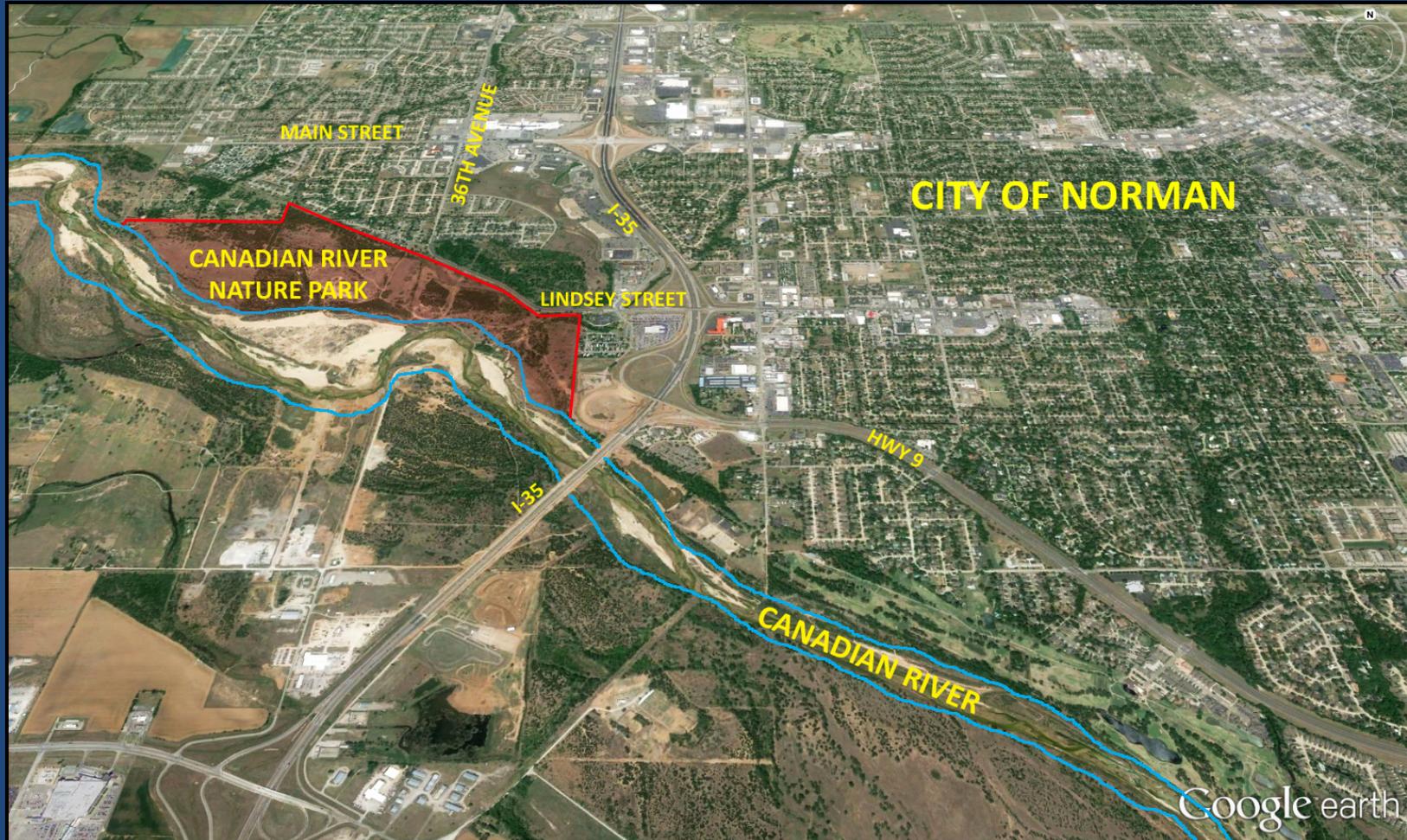
- MAKE COMMUNITIES BETTER PLACES TO LIVE BY PRESERVING GREENWAYS AND CREATING OPEN SPACES
- ENCOURAGE PHYSICAL FITNESS AND HEALTHY LIFESTYLES BY PROVIDING SAFE AND INEXPENSIVE OPPORTUNITIES FOR REGULAR EXERCISE
- CREATE NEW OPPORTUNITIES FOR OUTDOOR RECREATION
- STRENGTHEN LOCAL ECONOMIES BY SUPPORTING ECONOMIC DEVELOPMENT AND PROVIDING OPPORTUNITIES FOR ECONOMIC RENEWAL AND GROWTH
- PROTECT THE ENVIRONMENT BY PRESERVING IMPORTANT HABITATS AND VITAL WILDLIFE CORRIDORS...IMPROVING AIR AND WATER QUALITY...MAINTAINING BENEFICIAL FUNCTIONS OF FLOODPLAINS
- PROVIDE OPPORTUNITIES FOR ENVIRONMENTAL EDUCATION
- PRESERVE CULTURALLY AND HISTORICALLY VALUABLE AREAS

NORMAN, OKLAHOMA



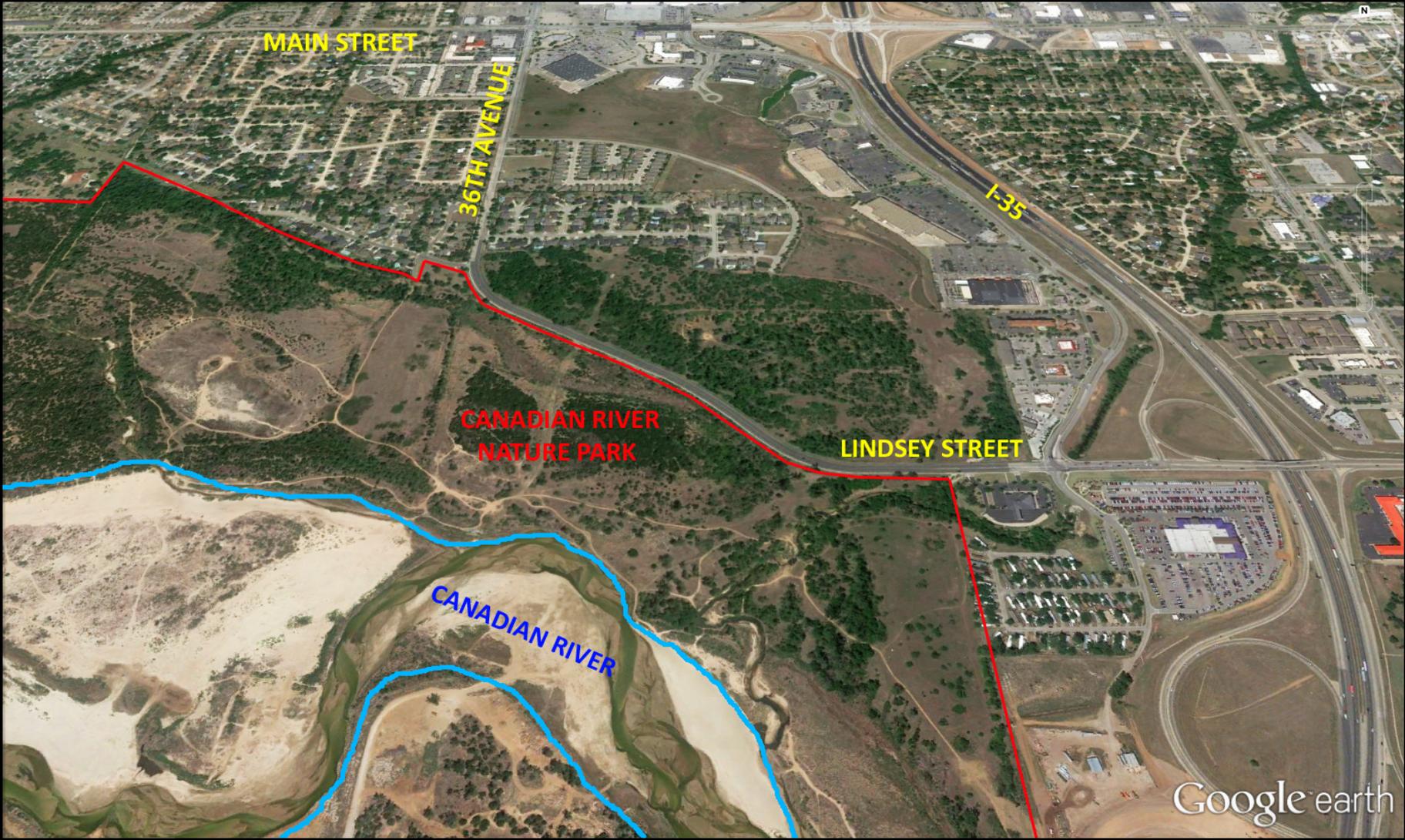
A RIVER CITY WITHOUT A RIVER PARK...

...BUT WITH A GREAT OPPORTUNITY...



...JUST WAITING TO HAPPEN

IDEAL GEOGRAPHY, SIZE AND LOCATION



TREMENDOUS RIVER PARK POTENTIAL



PARK DEVELOPMENT AND PROGRAMMING

- PRAIRIE RIVER NATURE PARK THEME
- PASSIVE USES...HIKING, BIKING, PICNICKING, PHOTOGRAPHY, WILDLIFE OBSERVATION
- NATURE, CULTURAL AND HISTORY CENTER
- PAVILIONS, PICNIC TABLES, RESTROOMS, TRAIL BENCHES, SHELTERS
- WATER FEATURES, NATIVE PLANT GARDENS
- PAVED WALKING AND BIKING TRAILS
- SEMI-PRIMITIVE HIKING AND BIKING TRAILS

NATURE PARK DEVELOPMENT

SEMI-PRIMITIVE TRAILS



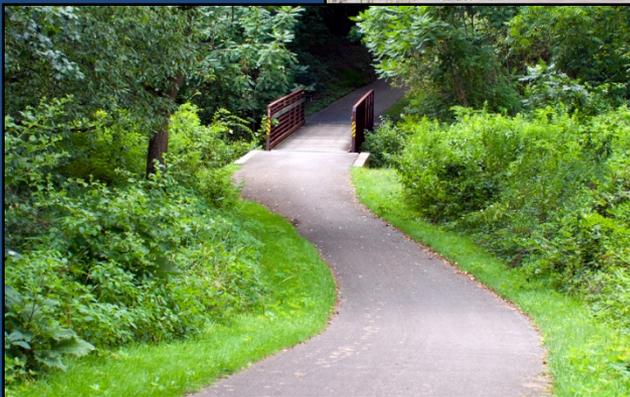
TRAILSIDE BENCHES



NATURE CENTER



PAVED TRAILS



PAVILIONS



PASSIVE PUBLIC USES

WILDLIFE OBSERVATION



PHOTOGRAPHY



WALKING

BIKING



JOGGING



NATURE-CULTURAL-HISTORY CENTER



A LOCAL AND REGIONAL ATTRACTION

PHASED DEVELOPMENT

PHASE ONE:

- ENTRANCE – ROADS, BRIDGE AND PARKING LOTS
- TRAILHEAD FACILITIES – RESTROOMS, PICNIC TABLES, PAVILIONS
- TRAIL SYSTEM – PAVED AND PRIMITIVE TRAILS, BENCHES, SIGNAGE
- ENHANCEMENTS – WATER FEATURES, OBSERVATION DECKS

PHASE TWO:

- NATURE-CULTURAL-HISTORY CENTER
- NATIVE PLANT AND FLOWER GARDENS
- OUTDOOR ENVIRONMENTAL EDUCATION FACILITIES

PHASE ONE BUDGET

CANADIAN RIVER NATURE PARK PHASE ONE DEVELOPMENT BUDGET

ITEM	COST
Landscape/Architectural/Trail Design	\$ 100,000.00
Legal/Land/Title	\$ 20,000.00
Engineering/Surveying	\$ 30,000.00
East Entrance Road (400')	\$ 200,000.00
Bridge	\$ 500,000.00
East Parking Lot	\$ 100,000.00
East Restrooms	\$ 80,000.00
West Entrance Road (400')	\$ 200,000.00
West Parking Lot	\$ 60,000.00
West Restrooms	\$ 60,000.00
Entrance Signs	\$ 20,000.00
Fencing	\$ 40,000.00
Security Lighting	\$ 20,000.00
1 Mile 8-Foot Paved Trails	\$ 120,000.00
3 Miles 6-Foot Improved Semi-Primitive Trails	\$ 90,000.00
Footbridges	\$ 20,000.00
Water Feature	\$ 200,000.00
Landscaping	\$ 40,000.00
Trailhead/Interpretive Signage	\$ 10,000.00
Observation Decks	\$ 20,000.00
Trail Benches	\$ 10,000.00
Pavilions	\$ 40,000.00
Picnic Tables	\$ 10,000.00
Trash Dumpster/Receptacles	\$ 5,000.00
Total	\$ 1,995,000.00

CITY OF NORMAN PLANNING DOCUMENTS

- **CANADIAN RIVER PARK PLAN – CIRCA 1985**

“The South Canadian River, west and south of Norman, Oklahoma is a great resource for recreation, wildlife preservation, and visual enjoyment. The City of Norman has recognized the historic and natural features of the river, and feels there is a need to protect the variety of natural habitats, conditions and visual quality from the encroachment of the city.”

- **GREENWAY MASTER PLAN – 2009 (Canadian River Corridor)**

"Nature Trails would be a great opportunity for wildlife observation and scenic trails. The opportunity for educational uses is an opportunity as well for groups of all ages to see the different types of environments located with the (Canadian River) Greenway."

- **PARKS AND RECREATION MASTER PLAN – 2009**

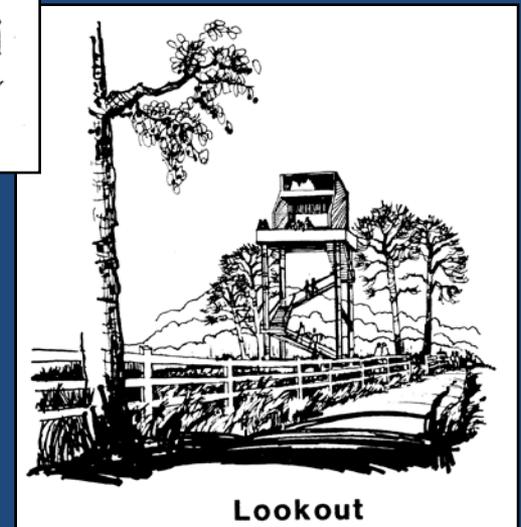
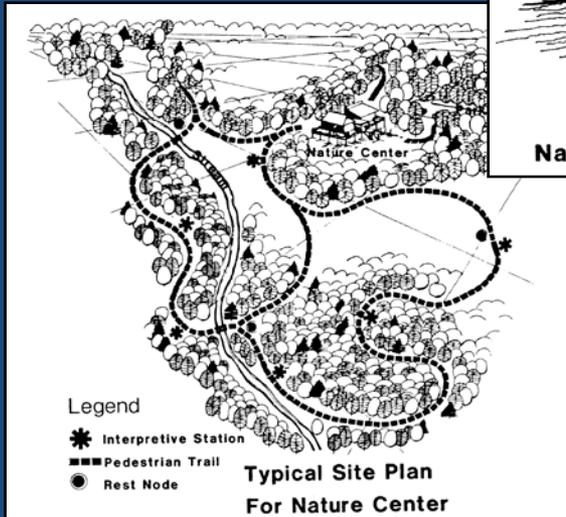
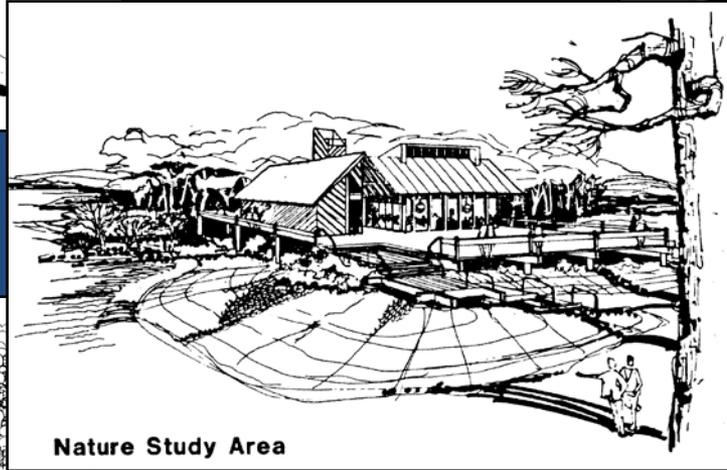
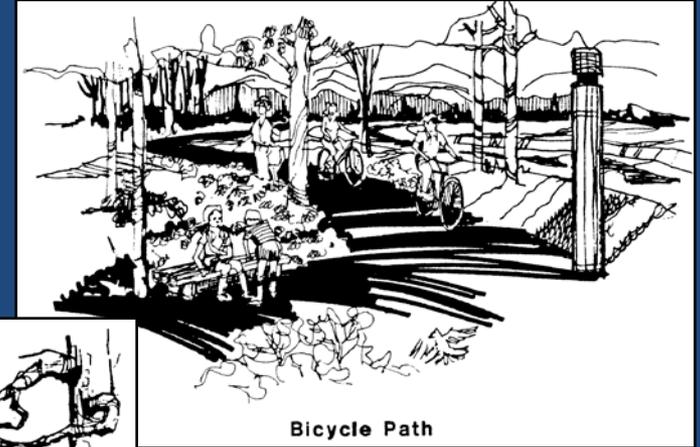
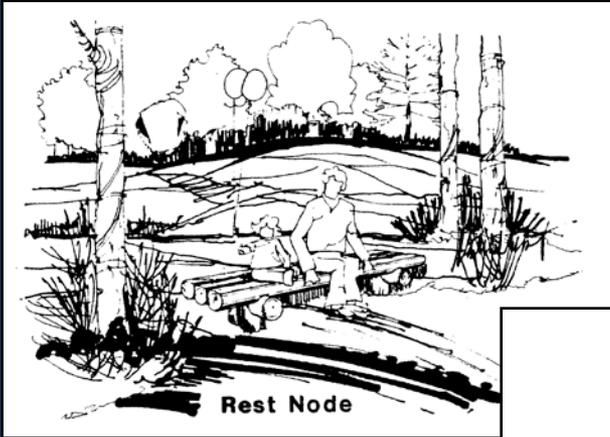
“The Little River and Canadian River corridors should be preserved primarily as passive native preserves with trails that allow some access but that maintain the natural quality of the corridors.”

CANADIAN RIVER PARK PLAN – CIRCA 1985



A CONCEPT WHOSE TIME HAS COME

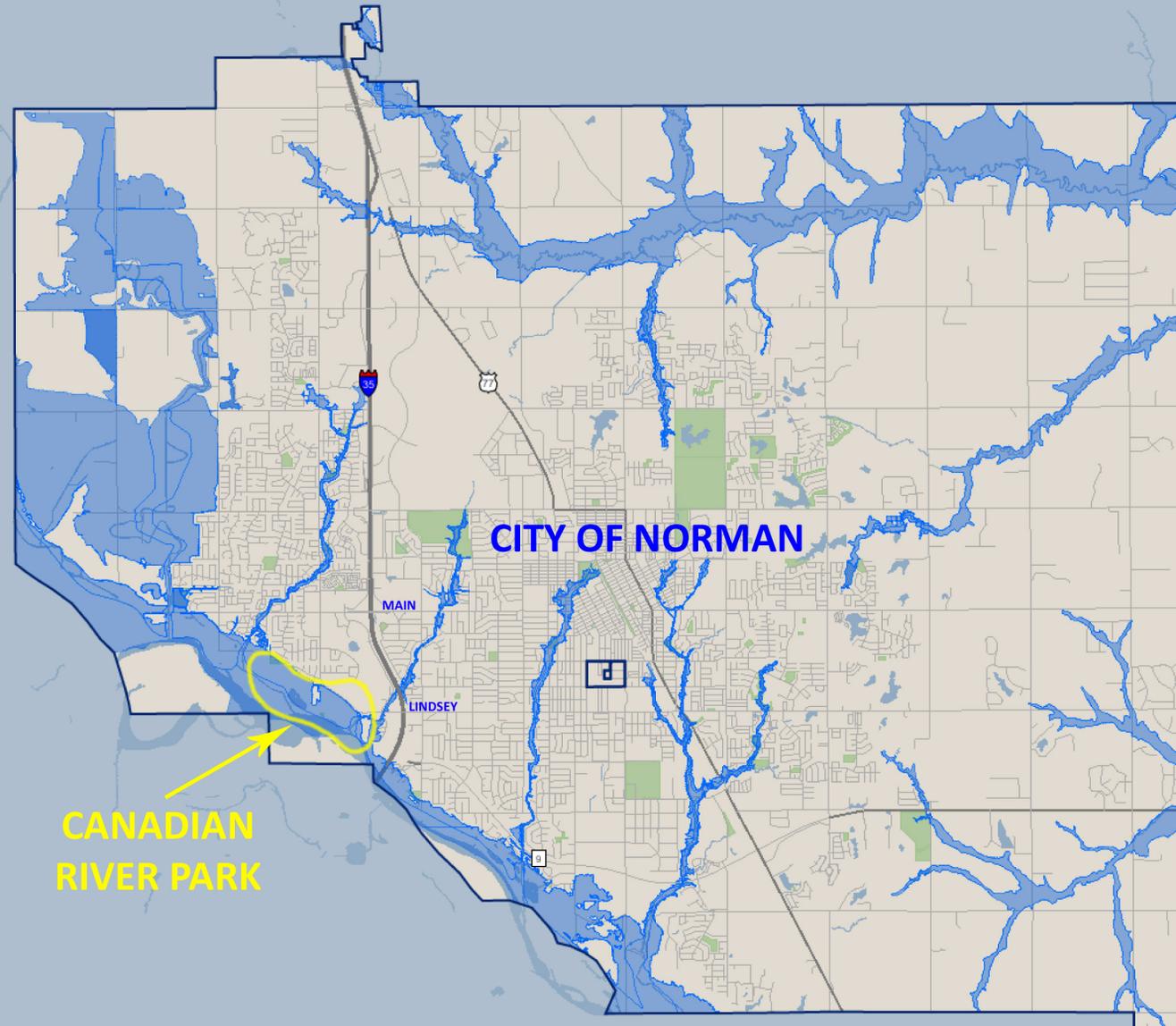
CONCEPTUAL DEVELOPMENT PLAN - 1985



CANADIAN RIVER NATURE PARK



LET'S NOT WAIT ANOTHER 30 YEARS



CITY OF NORMAN

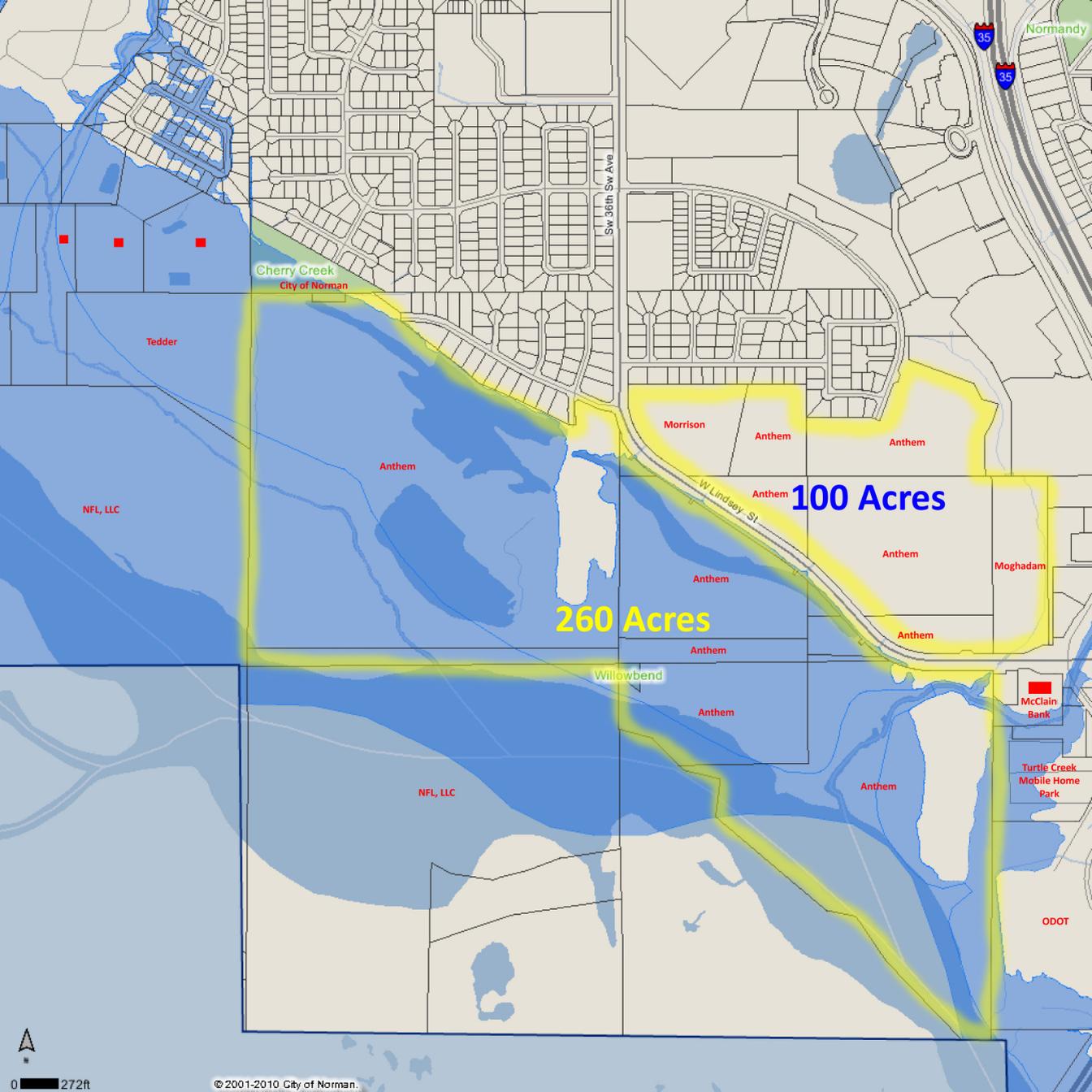
**CANADIAN
RIVER PARK**

MAIN

LINDSEY

d

d



Cherry Creek
City of Norman

Sw 36th Sw Ave

W Lindsey St

100 Acres

260 Acres

Tedder

NFL, LLC

Anthem

Morrison

Anthem

Anthem

Anthem

Anthem

Anthem

NFL, LLC

Willowbend

Anthem

Moghadam

McClain Bank

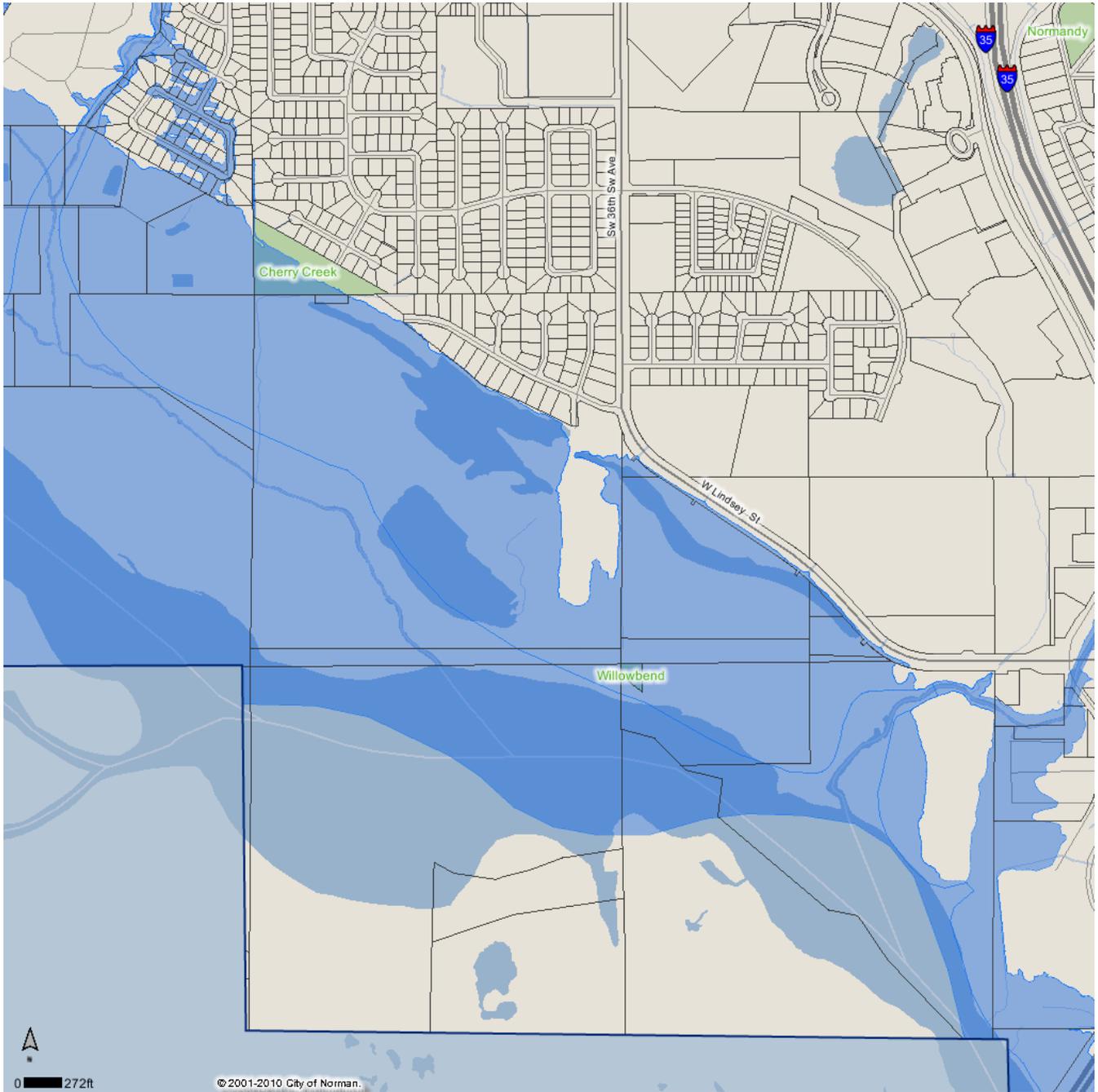
Turtle Creek
Mobile Home
Park

ODOT



0 272ft

© 2001-2010 City of Norman.

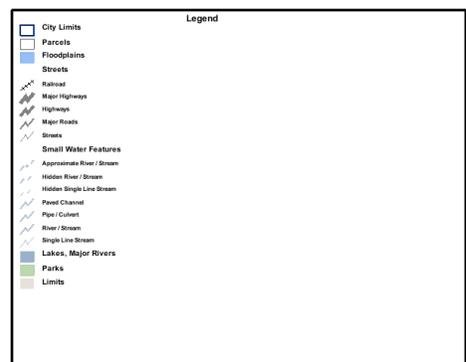


6/11/2010

Norman Map



Map produced using the City of Norman Geographic Information System Website. The data presented is intended for general reference. The City of Norman assumes no liability for errors or omissions in the information presented. GIS@ci.norman.ok.us



Canadian River Conservancy



Not-for-profit environmental conservation and education organization (LLC) with the mission to preserve and protect the natural environment and wildlife, historical significance, educational value, and recreational opportunities of the Canadian River in the Norman, Oklahoma area through real property and conservation easement acquisitions and the creation of public parklands, conservation areas, and educational facilities for the benefit of the citizens of Oklahoma.

UNTAPPED POTENTIAL – Norman has not taken advantage of the recreational and economic opportunities that the Canadian River offers.

PART OF PARK MASTER PLAN – The 2009 Norman Parks and Recreation Master Plan states, "The Little River and Canadian River corridors should be preserved primarily as passive native preserves with trails that allow some access but that maintain the natural quality of the corridors." Recent community surveys indicate strong support among Norman residents for implementing those plans.

DESIRE FOR LEGAL ACCESS – Currently there is no legal public access to the Canadian River. Citizens are not able to enjoy the natural beauty of the river without trespassing. This has created a culture of destructive and illegal activities in this largely unregulated area: including discharging of firearms, setting off fireworks, underage drinking, dumping, trespassing, and off-road vehicles.

GREEN SPACE – No better time to establish a significant river park and natural area in the City of Norman in order to preserve the valuable open spaces and riparian environment.

IDEAL LOCATION – Non-developable floodplain area just west of the I-35 bridge is an ideal location for a river park: sufficiently sized to offer quality hiking, biking and other passive outdoor recreational and educational opportunities. Situated to allow for development of an associated educational center.

LOCAL FAMILY LEGACY – Properties of interest are owned by Bob Moore Farms Group, LLC and Anthem Partnership, both of which are represented by Mr. Mark Moore, son of the late Bob Moore. CRC has spoken with Mr. Moore has expressed interest in creation of a river park on the properties, including the idea of the park serving as a memorial to his late father and a legacy for the whole family.

COMMUNITY SUPPORT – CRC has spoken with representatives of the Norman City Council, Norman Chamber of Commerce, Norman Economic Development Coalition, University of Oklahoma, Chickasaw Nation, The Nature Conservancy, Norman Area Land Conservancy and Foundation Management, Inc. to explore ideas and support for development of such a park.

LEADERSHIP – CRC is well-positioned to serve as a lead organization in facilitating creation of the park while working in partnership other groups, to secure, through purchase and/or charitable donation, fee simple title and/or conservation easements covering the referenced properties for the purposes of developing a river park.

FUTURE MANAGEMENT – Ultimate ownership and management structure as a City park or through a public/private arrangement similar to The Firehouse Art Center, Sooner Theater and the Depot, working with an existing entity such as Norman Area Land Conservancy.

Board of Directors

Charles Wesner – Former Chair, Oklahoma Chapter Sierra Club

Priscilla Crawford – Conservation Specialist, Oklahoma Biological Survey

John Cougher – Associate Director of Philanthropy, The Nature Conservancy

Lyntha Wesner – Chair, Norman Area Land Conservancy

Patrick Copeland – Architectural Planner, Patrick Copeland Consulting

Marion Hutchison – Oklahoma Trails Advisory Board member, State of Oklahoma

www.canadianriver.org



Resource Based Needs Assessment

The resource based assessment addresses key physical features of the City that may be incorporated as potential recreational opportunities. Both man-made and natural features can be considered. The City of Norman has a number of landscape features that should be preserved and/or adapted for recreational use and open space preservation where feasible. These are the creek system, Lake Thunderbird, rural landscapes, historic/cultural landscapes, utility right-of-ways, and railroad right-of-way.

Creek/River System

Norman has a very extensive creek and river system flowing through the City. Recommendations regarding the preservation of greenbelts throughout Norman are made in the recent Storm Water Master Plan and Greenbelt Plan. The citizen comment findings included in this planning process strongly mirror and endorse the findings of those master plans.

The City should make serious efforts to secure functional corridors along drainage ways in the City. The key criteria should be:

- ▶ Preserve the larger of the 100 year floodplain or a 300 foot wide corridor along undeveloped or underdeveloped river areas. Ensure flood control and recreation opportunities by preventing unrestricted encroachment and destruction of the forested areas along all rivers, creeks and their tributaries.
- ▶ Acquire and preserve, where feasible, drainage streams that



Bishop Creek, one of the many creeks with potential to become a linear park

can create linkage to adjacent neighborhoods. Preserve more than just the bare minimum for drainage purposes.

- ▶ Work with landowners and homeowners to create linear vehicular and pedestrian parkways along the edges of the floodplain, rather than backing lots up to wooded areas. Such single loaded parkways open the river and creek areas up to the benefit of informal enjoyment of all residents. Where feasible this concept should be retrofitted to existing conditions.
- ▶ Create linear trail segments in phases. Identify key trail linkages to develop first. With proper City support, funding and marketing, these trails will become the impetus for the development of similar trail connections.
- ▶ Acquire land that is regularly subjected to flooding, remove all improvements and restore the flood area to a healthy and functional ecosystem. This means returning the floodplain to the river and creeks with the benefit of flood control and recreation access.

Developing rivers, creeks and drainage corridors will assist in answering the need for linear parks in the City. This will also provide the opportunity for the development of hike and bike trails which rated consistently as one of the most important recreation facilities to provide in the City.

Two major corridors that are recommended for preservation include the Little River and the Canadian River corridors. The Little River corridor flows along the northern portion of Norman, connecting Ruby Grant Park to Lake Thunderbird. The preservation of this greenbelt is important



Little River corridor

for flood control but also provides a significant opportunity for a linear park and major trail.

The Canadian River is the southern bounty of Norman's city limits. Preservation of this river corridor provides the opportunity for a river park that is unique to Norman and also trails. Many neighborhood parks in

Norman are already adjacent to the Canadian River floodplain. These parks can later serve as trailheads and access points to the Canadian River park and trail.

Lake Thunderbird

In addition to well water, Lake Thunderbird is the primary water supply for Norman. The lake and the property surrounding it are owned and controlled by the State of Oklahoma and operated as a State Park. To ensure the quality of water and the preservation of the lake, little development has been done surrounding the lake. Lake Thunderbird State Park currently offers camping, RV camping, picnicking, a marina, a nature center, few cabins and boat ramps.





A LEGACY FOR THE NEXT GENERATION - The Norman Parks and Recreation Master Plan

Develop Initial Phase of Southwest Community

Park

The southwest sector of Norman does not have a community park and also has the least amount of parkland to serve those residents. After acquiring land for a community park, either along the Canadian River or elsewhere, the first phase of development will include park entry sign, parking, trails, play areas, shade pavilions with picnicking facilities, restroom facilities, and park infrastructure. The estimated cost of development is \$2.5 to \$4 million. The proposed timeframe for development is beyond 2020.



The southwest sector of Norman is underserved in terms of community parkland.



Images are for representation purposes only and are pre-design. Actual amenities placed in the community park may vary considerably.





A Legacy for the Next Generation The Strategic Parks and Recreation Master Plan for Norman Action Plan 2010 - 2020

Key Recommendations - 2010 to 2020

Priority	Action ID	Action	Need for this Action / Considerations	City Sector	Land in Acres Low High	Estimated Cost Range Low Range High Range	Type of Action	Potential Funding Mechanisms and Sources	Potential Time Frame
Very High	R - 1 to 5	Renovation of key existing parks	Renovate eight key parks in the system. Including Andrews, Griffin, Reeves, Tufts, Northeast Lions, Little Axe, and Ellsworth. Also enhance Monroe elementary play area to become a true neighborhood school park. Renovations to all parks include signs, entrance features, trails, pavilions and play features.	All sectors	0 0	\$3,000,000 \$6,000,000	Renovation	Sales tax revenue, certificates of obligation, general obligation bonds, revenue bonds, parkland dedication fees, naming rights, sponsorships, grant opportunity	2010 - 2015
Very High	T - 1	Trail Development (Citywide) - develop 3 to 4 miles of new trails for bicyclists, walkers and joggers	Develop new trail segments throughout the City for bicyclists, runners, walkers.	Citywide - regional	25 50	\$3,500,000 \$5,000,000	New Development	Donation of land, sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2010 - 2020
Very High	A - 1	Replace Westwood Pool with a new Family Aquatic Center	Existing pool is dated and lacks facility to serve as significant regional aquatic draw. Planning, design and construction for replacement will require two to three years. Include water play area, zero entry "beach", slides, lazy river component and outdoor lap pool. Plan for future outdoor phase expansion. Consider adding indoor pool phase if feasible.	Citywide - regional	10 20	\$6,000,000 \$12,000,000	Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2010 - 2015
Very High	I - 1	Develop a new state-of-the-art indoor recreation center in a regional location	Develop 60,000 to 80,000-sq-ft facility. Include gym with 2-courts, fitness and cardio component, indoor walking track, meeting rooms, arts and crafts, dance studio. Include a senior center as an added component of the center. Plan for indoor aquatic component as future phase.	Citywide - regional	20 30	\$12,000,000 \$16,000,000	Development	Sales tax revenue, certificates of obligation, revenue bonds, general obligation bonds, naming rights, sponsorships, grant opportunity	2012 - 2018
Very High	PD - 1	Develop Initial Phase - Ruby Grant Park	Develop initial phase - include park sign, off-street parking, trails, practice fields for soccer and baseball, signature pavilion, shade structures, regional cross-country competitive facility, lighting and gas infrastructure.	NW	0 0	\$4,000,000 \$5,500,000	New Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2015 - 2020
Very High	R - 1	Acquire floodplain lands for Canadian River Park and Little River Corridor Preserve	Acquire floodplain lands for linear park and open space preserve. Acquisition may range from no cost donation to fee simple purchase, or may consist of acquiring access easement and development rights.	Citywide - regional	50 200	\$0 \$5,000,000	Acquisition	Donation of land, sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2010 - 2020
Estimated Total Cost - Very High Priority Items (note that partner participation, donations and grants may fund portions of the amounts shown)					106	300	\$28,500,000	\$40,600,000	
High	ATH - 1	Griffin Park - Soccer and Football Improvements	Additional field lighting, add supplemental fields, additional shade structures.	Citywide - regional	0 0	\$1,500,000 \$3,000,000	New Development / Renovation	By association, sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2014 - 2016
High	ATH - 2	Reaves Park - Baseball and Softball Facility Improvements	Replace fencing, minor field regrading, concession and restroom improvements, lighting improvements.	Citywide - regional	10 15	\$1,500,000 \$2,000,000	New Development / Renovation	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2014 - 2018
High	A - 2	Develop indoor aquatic center - include competition pool, indoor water play area	Provides expanded capacity for fitness and competitive swimming. Develop as partnership with Norman Public Schools. <u>Develop as component of indoor recreation facility.</u>	Citywide - regional	0 0	\$8,000,000 \$12,000,000	Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity. Consider school district participation.	2015 - 2020
High	PD - 2	Develop Initial Phase - Saxon Park	Develop park entry, signs, parking area, access walks, play area, signature pavilion, picnic area, cross country course, open active play field, nature trails.	SE	0 0	\$2,500,000 \$4,000,000	New Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2015 - 2020
High	ATH - 3	Westwood Park Tennis Center Improvements	Develop covered 4-court complex adjacent to existing tennis center. Replace fencing, add additional shade areas.	SE	0 0	\$800,000 \$1,500,000	New Development / Renovation	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2015 - 2020
High	PD - 3	Enhance new Neighborhood parks in developing areas (Three to Five)	Enhance neighborhood parks as area population grows. Funding for three new parks is included in this action. In key area parks, add features beyond play area, such as additional shade pavilions, picnic tables, walking trail.	Per sector as growth occurs	10 15	\$1,000,000 \$1,500,000	New Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	Ongoing
Estimated Total Cost - Very High Priority Items (note that partner participation, donations and grants may fund portions of the amounts shown)					10	16	\$16,300,000	\$24,000,000	
Estimated Total Cost 2010 to 2020 (note that partner participation and grants may fund portions of the amounts shown)					216	606	\$44,800,000	\$73,600,000	

Notes: Costs shown are order of magnitude estimates. Prior to any concept or design, and will vary as the location and more detailed design occurs. Not to be guidance in planning, and final items may be implemented. Funds and drawings may indicate the cost of each item.
 1. Land costs, if shown, are general minimum estimates of required acquisition and fee a vary. Land costs are estimated to an average of \$10,000 per acre.
 2. Costs include an amount of developer fees. All costs shown are potential maximum costs. Costs should be updated frequently as additional cost information becomes available.



PUBLIC ART



TO: Mayor & City Council
THRU: Steve Lewis, City Manager 
FROM: Terry Floyd, Development Coordinator 
DATE: May 1, 2015
SUBJECT: Public Arts Funding for NORMAN FORWARD

As part of the recent City Council Work Sessions for NORMAN FORWARD, Council has discussed potential funding for public art components for projects included in the NORMAN FORWARD project package. In an effort to provide Council information regarding components and potential application of a public arts ordinance to provide art funding for these projects, the following information is provided.

Public Arts Ordinance Research

Qualifying Criteria

Staff has researched public art ordinances in Oklahoma City, Edmond, Tulsa and larger cities across the country to determine criteria and percentages for use of funding for public art associated with public construction projects. Generally, these ordinances include a 1% funding component for public art when public projects matching certain criteria are built.

Although there are variations among the ordinances researched, typically the qualifying project criteria in these ordinances include:

- Public buildings visited by the public
- Large renovations of public buildings
- Major additions or renovations to public parks

Some cities do establish project qualification criteria based upon total project cost threshold that can include road and other construction projects in the public right-of-way.

Definition of Public Art

Public art criteria are defined in some ordinances researched, and generally include the types of art as defined in the City of Norman ordinances.

Public art is defined in City of Norman Code 4-201(b) as:

"...all forms of original creations of visual art, except for blasphemous material as defined by Section 901 of Title 21 of the Oklahoma Statutes or indecent or obscene material as defined by Section 1024.1 of Title 21 of the Oklahoma Statutes, including, but not limited to:

- (1) Sculptures, in any material or combination of materials, where in the round, bas-relief, high relief, mobile, fountain, kinetic, or electronic,*
- (2) Painting, including murals and frescoes,*
- (3) Mosaic,*
- (4) Photography,*
- (5) Fine crafts made from clay, fiber and textiles, wood, glass, metal, plastics or any other material, or any combination thereof,*
- (6) Drawing,*
- (7) Calligraphy,*
- (8) Mixed media composed of any combination of forms or media,*

- (9) *Unique architectural stylings or embellishments, including architectural crafts,*
- (10) *Ornamental gateways, and*
- (11) *Restoration or renovation of existing works of art of historical significance.*

Approval of Public Art

In public arts ordinances researched by staff, public art and placement are approved by public arts committees or other organizations defined within the ordinance. Public art and placement is approved in the City of Norman ordinances by the Norman Arts Council, upon recommendation of the Public Arts Board. The Public Arts Board consists of three members to be nominated by the Mayor and confirmed by the City Council, two members appointed by the Norman Gallery Association, one member appointed by the Norman Arts Council Roundtable Advisory Group and one member to be appointed by the Norman Convention and Visitors Bureau. The Parks and Recreation Director, or his designee, serves as an ex officio member. The board members must be a Norman resident for at least one year and have knowledge or expertise in the area of public art.

Use of Public Art Funds

In the ordinances researched by staff, funds set aside for public art can be used to not only purchase public art, but can also be utilized for maintenance of public art and some nominal administrative costs associated with the project.

Application of an Ordinance to NORMAN FORWARD

If a 1% budgeting component, similar to the City of Oklahoma City Public Arts Ordinance, was applied to the projects included in NORMAN FORWARD, 1% would be need to be added to the NORMAN FORWARD project budget to be set aside in a separate fund to be spent on public art placed in public places. This art could be included as part of the projects as they are constructed or utilized in other public areas to place public art.

Project Criteria for 1% Public Art Requirement Under Oklahoma City Public Art Ordinance:

- Public Buildings visited by the public
- New Park Development
- Buildings with additions that increase the building square footage by 20%
- Buildings with renovations of 25% of the interior square footage
- Parks Projects requiring “significant work on an existing park which enhances the function or use of the substantial areas of an existing park” (OKC Ord. 38-488 (c)(2))

Projects That Do Not Qualify for 1% Public Art Requirement Under Oklahoma City Public Art Ordinance:

- Buildings reasonably expected to be used exclusively by City employees (i.e. parks maintenance building)
- Roads
- Land Acquisition

###

COMMUNITY SURVEY



TO: Mayor & City Council
FROM: Steve Lewis, City Manager 
DATE: May 1, 2015
SUBJECT: Statistically Valid Survey – Norman Forward

As part of the continued public dialogue for NORMAN FORWARD, Council has indicated interest in conducting a statistically valid survey of Norman residents to gather additional feedback and perceptions of projects included in the NORMAN FORWARD package. This feedback would be utilized by Council in further upcoming project discussions and decisions. Currently, an online survey containing follow-up questions from the NORMAN FORWARD Council Conferences is posted on the City website. The response rate to the survey has been positive for the three Council Conference question sets currently posted. Additional question sets for the remaining Council Conference meetings will be posted as those meetings are completed.

Although the information from the current online surveys is useful in aiding Council in their continued discussions, the surveys have not been conducted in a scientific manner and are not statistically valid. Given the size and magnitude of the projects included in the NORMAN FORWARD package, it is strongly recommended that a statistically valid survey be conducted to gather additional citizen feedback. In order to conduct this type of survey, the City will need to engage the services of a firm specializing in survey research. Staff has recently been in discussion with the firm that has previously conducted surveys for the City, and from those discussions, the following general parameters for this type of survey would be required.

General Survey Parameters

The consult would work in conjunction with the City to:

- Prepare the Survey Instrument
- Administer the Survey
- Analyze Survey Results
- Develop a Final Report and Present Findings of Survey Results

The survey would be 24-32 questions and take approximately 10-12 minutes to complete. The survey would be distributed to a randomly selected sample of 4,500 household residents and would be administered via traditional mail, the internet and phone. At least 600 completed household surveys will be needed from the randomly selected sample. The survey would have a margin of error of +/-4% at the 95% level of confidence. The estimated cost for this type of survey would generally be about \$23,000.

Staff will be discussing this information and answering any Council questions regarding the proposed survey at the upcoming May 5, 2015, Council Conference.