



# City of Norman, OK

Municipal Building  
Council Chambers  
201 West Gray  
Norman, OK 73069

## Master

**File Number: O-1516-5**

**File ID:** O-1516-5

**Type:** Ordinance

**Status:** Non-Consent Items

**Version:** 1

**Reference:** Item 22

**In Control:** City Council

**Department:** City Manager  
Department

**Cost:**

**File Created:** 07/22/2015

**File Name:** Norman Forward Election Ordinance

**Final Action:**

**Title:** CONSIDERATION OF ORDINANCE O-1516-5 UPON SECOND AND FINAL READING:  
AN ORDINANCE OF THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA, AMENDING SECTIONS 8-403 AND 8-416 OF CHAPTER 8 OF THE CODE OF ORDINANCES TO PROVIDE FOR A LIMITED TERM AND LIMITED PURPOSE "NORMAN FORWARD QUALITY OF LIFE PROJECTS SALES TAX", AUTHORIZING THE CALLING AND HOLDING OF A SPECIAL ELECTION IN SAID CITY OF NORMAN, STATE OF OKLAHOMA, (THE CITY), ON THE THIRTEENTH (13TH) DAY OF OCTOBER, 2015, FOR THE PURPOSE OF SUBMITTING TO THE REGISTERED, QUALIFIED ELECTORS OF SAID CITY THE QUESTION OF APPROVING OR REJECTING ORDINANCE O-1516-5 LEVYING AND ASSESSING AN ADDITIONAL LIMITED TERM LIMITED PURPOSE SALES TAX OF ONE HALF OF ONE PERCENT (1/2%) FROM THE EFFECTIVE DATE IN ADDITION TO PRESENT CITY AND STATE SALES TAXES UPON THE GROSS PROCEEDS OR GROSS RECEIPTS DERIVED FROM ALL SALES TO ANY PERSON TAXABLE UNDER THE SALES TAX LAW OF OKLAHOMA; PROVIDING FOR THE ADDITIONAL ONE HALF OF ONE PERCENT (1/2%) SALES TAX TO TERMINATE FIFTEEN (15) YEARS AFTER ITS EFFECTIVE DATE; TO BE USED, TO THE EXTENT FEASIBLE FROM THE REVENUES GENERATED HEREBY, FOR THE SPECIFIED "NORMAN FORWARD QUALITY OF LIFE PROJECTS" SET OUT IN DETAIL IN ORDINANCE O-1516-5 WHICH INCLUDES: PROVIDING A NEW CENTRAL AND EAST SIDE FACILITY TO THE LIBRARY SYSTEM; PROVIDING FOR A SENIOR CITIZEN CENTER; IMPROVING AND EXTENDING JAMES GARNER AVENUE; ACQUIRING CERTAIN LAND CURRENTLY UTILIZED BY THE CITY OF NORMAN AND KNOWN AS GRIFFIN PARK, SUTTON WILDERNESS, FRANCES CATE PARK; PROVIDING A CANADIAN RIVER PARK; PROVIDING AN INDOOR AQUATICS FACILITY; IMPROVING WESTWOOD POOL; IMPROVING CITY PARKS THROUGHOUT THE CITY; PROVIDING FOR PUBLIC ART; PROVIDING SPORT COMPLEX IMPROVEMENTS AT GRIFFIN PARK FOR SOCCER FIELDS AND FACILITIES; PROVIDING SPORT COMPLEX IMPROVEMENTS AT REAVES PARK FOR BASEBALL FIELDS AND FACILITIES; PROVIDING SPORT COMPLEX IMPROVEMENTS AND FACILITIES FOR SOFTBALL AND FOOTBALL; PROVIDING MULTI-SPORT COMPLEX IMPROVEMENTS AND FACILITIES FOR INDOOR SPORTS INCLUDING BUT NOT LIMITED TO BASKETBALL AND VOLLEYBALL; PROVIDING FOR A CITIZENS REVIEW BOARD TO ENSURE FUNDS GENERATED PURSUANT TO THIS ORDINANCE ARE SPENT FOR PURPOSES PROVIDED HEREIN; PROVIDING FOR MAINTENANCE, OPERATIONS AND RESERVES; PROVIDING FOR DEBT SERVICE IF INCURRED FOR THE ABOVE PURPOSES, AND FOR SUCH OTHER LAWFUL PURPOSES AS SPECIFIED HEREIN; PROVIDING FOR THE COLLECTION OF TAX USING THE SAME PROVISION OF CHAPTER 8 AS IS UTILIZED FOR COLLECTION OF OTHER SALES TAXES; AUTHORIZING THE CITY COUNCIL TO MAKE ADMINISTRATIVE AND TECHNICAL CHANGES AND ADDITIONS EXCEPT TAX RATE; MAKING THE TAX CUMULATIVE; REQUIRING APPROVAL OF THE ORDINANCE BY A MAJORITY OF REGISTERED VOTERS VOTING AT AN ELECTION HELD FOR SUCH PURPOSE AS PROVIDED BY LAW; FIXING THE EFFECTIVE DATE OF THE TAX FOR THE FIRST (1ST) DAY OF JANUARY 2016; AND PROVIDING FOR

THE SEVERABILITY THEREOF.

**Notes:** ACTION NEEDED: Motion to adopt or reject Ordinance O-1516-5 upon Second Reading section by section.

ACTION TAKEN: \_\_\_\_\_

ACTION NEEDED: Motion to adopt or reject Ordinance O-1556-5 upon Final Reading as a whole.

ACTION TAKEN: \_\_\_\_\_

**Agenda Date:** 08/11/2015

**Agenda Number:** 22

**Attachments:** Text File O-1516-5, O-1516-5 Norman Forward final clean 7-15-15.pdf, O-1516-5 Norman Forward final annotated 7-15-15.pdf

**Project Manager:** Terry Floyd, Development Coordinator

**Entered by:** Ellen.Usry@normanok.gov

**Effective Date:**

#### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	City Council	07/28/2015	Introduced and adopted on First Reading by title only				Pass
<b>Action Text:</b> That this Ordinance be Introduced and adopted on First Reading by title only. by consent roll call							

#### Text of Legislative File O-1516-5

Body

**BACKGROUND:** NORMAN FORWARD is a citizen driven "quality of life" initiative designed to fund multiple projects for Norman through a temporary ½ percent limited purpose and limited term sales tax assessment. Projects currently proposed as part of NORMAN FORWARD include:

- Central Branch Library
- East Branch Library
- Senior Citizen Center
- Indoor Aquatic Competition Pool
- Westwood Pool
- Sports Complex Projects:
  - Reaves Park
  - New Adult Softball and Flag Football Complex
  - Griffin Park
  - Indoor Basketball/Volleyball Facility
- Park Projects:

- Westwood Tennis Center
- Ruby Grant Park
- Saxon Park
- Andrews Park
  
- Existing Neighborhood Park Renovations
- New Neighborhood Park Development
- New Trail Development
- Canadian River Park
  
- James Garner Avenue Extension
- Griffin Park, Sutton Wilderness and Frances Cate Park Land Acquisition
- Public Art Components in Major Projects

In August 2014, Council received a presentation on a proposed quality of life initiative (NORMAN FORWARD). Local community groups, stakeholders and Norman residents proposed a project package to build and/or enhance existing recreational, park, sports, aquatic, library and other facilities throughout Norman. Utilizing analysis and information aided by recreational planning professionals and research firms, this proposal was brought forward to begin Council discussions.

Beginning in Spring 2015, the Norman City Council began a series of Council Conferences, Study Sessions and public meetings designed to refine the project scope, financing and funding opportunities for the initiative. The meetings and subsequent presentation topics were held as follows:

- March 31, 2015: Expo Center Phase One - Feasibility Analysis
- April 2, 2015: James Garner Avenue Extension and Public Library System Improvements (Central & East Branch Libraries)
- April 7, 2015: Parks Master Plan Projects and Westwood Pool Improvements
- April 9, 2015: Recreational Sports Field Improvements (Griffin Park, Reaves Park & New Adult Softball/Flag Football Facility) and Acquisition of Griffin Land Property
- April 23, 2015: Indoor Aquatic Facility, Indoor Recreation Court Facility and Partnerships with the YMCA
- April 30, 2015: Expo Center Phase Two - Additional Economic Analysis
- May 5, 2015: Canadian River Park and Inclusion of Public Art Components in Projects
- May 14, 2015: Governance & Oversight of Projects, Financing and Project Packaging
- May 20th & 21st: Public Meeting to Receive Input and Comments on Proposed Project Package
- June 2: Continued Discussion of NORMAN FORWARD Projects and Package

Additionally, Council engaged the services of Cole, Hargrave, Snodgrass and Associates (CHS, Inc.) to conduct a statistically valid survey regarding NORMAN FORWARD. The survey was conducted on June 9-15, 2015, using a sample size of 4,500 registered Norman voters, with 500 completed surveys needed for the analysis. The survey results were presented to Council at the July 7, 2015, Study Session.

At the July 14, 2015, Council Conference, Council reviewed the first draft of the NORMAN FORWARD Ordinance (O-1516-5) and received information regarding the financing projections and project totals. From Council discussion and direction at the July 14 meeting, staff revised language in (Sec. 8-416(d)(2.)(g.) of Chapter 8) to specify projects included in the Greenway Master Plan are eligible for potential funding as part of NORMAN FORWARD.

**DISCUSSION:** The proposed Norman Forward Ordinance authorizes a ½% sales tax for fifteen (15) years for funding of the Norman Forward projects as described in Sec. 8-416 (d)(2.).

The ballot language and Ordinance as currently proposed includes the following:

- Makes specific reference to the NORMAN FORWARD projects to be included
- Includes the Senior Center with a sales tax funding option if use of the GO Bonds of 2008 is not

feasible

- Requires negotiated provisions in partnership agreements that provide for reasonable public access to facilities
- References the formation of a Citizen Review Board prior to expenditure of any monies collected from the tax
- Provides that the order of projects will be determined as deemed appropriate by Council
- Limits purpose and term of tax
- Provides for establishment of separate fund
- Provides for use of funds toward infrastructure to serve the projects
- Provides for use of funds for maintenance and operation of facilities once built
- Provides for use of funds for debt service, if projects are financed through revenue bonds

The revised draft Ordinance O-1516-5 is now presented for Council consideration and possible approval to bring forward to Norman residents for a ballot election on October 13, 2015.

**RECOMMENDATION:** If City Council wishes to move forward with calling the election for voters to consider the NORMAN FORWARD Quality of Life Projects Sales Tax under the terms as discussed above, then Ordinance O-1516-5 has been prepared for that purpose. The Ordinance will be on the July 28, 2015 Agenda for First Reading by Title to give formal notice of Council's intent to consider the Ordinance on Second Reading at its meeting to be held on August 11, 2015.