

ORDINANCE NO. O-1415-35

ITEM NO. 10

STAFF REPORT

ITEM: AN ORDINANCE OF THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA, AMENDING CHAPTER 18 (SIGN CODE), SECTION 18-308, FESTIVAL OR PUBLIC EVENTS BANNERS, TO ALLOW ADMINISTRATIVE APPROVAL OF LIMITED LICENSES IN THE PUBLIC RIGHT-OF-WAY; AND PROVIDING FOR THE SEVERABILITY THEREOF.

BACKGROUND:

Section 18-308 of the Sign Code was originally approved by City Council in August, 1995 (O-9596-6) as a revision to the City Sign Code to allow organizations the ability to place public event/festival signage in the public right-of-way for a specified period of time to advertise events. The language in the Code identifies that signs must announce "specific events or promotions that are of a legitimate public benefit to the community at large." Since 2010, 68 separate limited license agreements have been approved by Council as a Consent Docket item. This averages to 17 licenses per year or just over one per month that are considered by Council.

The Business and Community Affairs Committee of the City Council discussed this item at their meeting on February 5, 2015 and recommended that staff prepare this item to proceed through the public hearing process to amend the Sign Code to allow Festival or Public Event Banners to be approved administratively.

DISCUSSION:

Chapter 18, Section 18-308 of the Sign Code outlines criteria for City Council approval of festival or public event banners to be placed in the public right-of-way. The process is initiated through a formal application process that is reviewed by Planning and Community Development Department staff and upon staff approval is recommended for approval to City Council through the granting of a "limited license". There is no fee for processing a limited license application.

Many of the requests are generally in the spring and summer months because more festivals occur in Norman in the warm-weather months. A majority of the requests are generated for annual events that are held by non-profit or other not-for-profit organizations, including: Friends of the Norman Library (book sales), Assistance League of Norman (May Fair Arts Festival), Firehouse Arts Center (Chocolate Festival), United Way of Norman (Yearly Campaign) and Cleveland County YMCA (yearly events). A complete list of the licenses approved by Council from 2010 through 2014 is included as Attachment A. No limited license application has been denied by Council.

In an effort to accommodate event timelines and reduce staff processing, staff is proposing to revise this section of the Sign Code to make approval of banners which fall under Section 18-308 of the Sign Code an administrative approval by the Planning and Community Development Director or designee.

Upon approval of an application, signage would then be allowed to be placed in the right-of-way for the event duration as outlined in the application materials. Council would take no formal action in the approval process. This revision would not only reduce staff's and Council's time spent processing the application, but the revision would also work to better accommodate event timelines by reducing the risk that an organization would miss a Council meeting deadline to have signage for an event considered.

STAFF RECOMMENDATION:

Staff recommends approval of the Ordinance which makes the granting of a limited license administrative.

Attachment A

Limited License Agreements Granted for Festival or Public Event Banners 2010 - 2014

Total Approvals: 68

2010

- 01-26-10 Limited License No. 0910-7: limited license to place fifty (50) signs within public ROW, Norman Youth Soccer Addn.
 Limited License No. 0910-8: limited license to place four (4) signs within public ROW, Friends of the Norman Library, Romance Book Sale
- 03-23-10 Limited License No. 00910-9: to place up to twelve (12) ground banners w/in public ROW, Assistance League of Norman, May Fair Arts Festival April 30, May 1, and May 2, 2010
- 04-27-10 Limited License No. 0910-10: to place four (4) ground banners w/in public rights-of-way as requested by Firehouse Art Center, Fred Jones, Jr. Museum and Jacobson House, "Luncheon on the Grass" to be at Lions Park, June 6, 2010
 Limited License No. 0910-11: to place four (4) signs within public ROW as requested by Friends of Norman Library for Better Books Sale, April 30 through May 2, 2010.
- 05-25-10 Limited License No. 0910-12: to place five (5) ground banners w/in public ROW, Jazz in June Festival (June 24 – 26, 2010)
 Limited License No. 0910-13: to place four (4) ground banners w/in public ROW, from Firehouse Art Center, Midsummer Night's Fair July 9 & 10, 2010, Lion's Park
- 06-22-10 LL0910-15: Limited License to place banners w/in public ROW, United Way of Norman
 LL0910-16: Limited License to place "Goal-A-Meter" banners w/in public ROW, United Way of Norman
- 08-10-10 LL-1011-1: Limited License to place thirty (30) Signs within public ROW, Norman Youth Soccer Association
- 08-24-10 LL-1011-2: Limited License to place one (1) sign w/in public ROW, Cleveland County YMCA, 9th annual Tie-Dye Tri, September 26, 2010
 LL-1011-3: Limited License to place fifty (50) pole banners w/in public ROW, Campus Corner Association, Football Season
- 09-28-10 LL-1011-5: Limited License to place four (4) ground banners w/in Public ROW, Cleveland County YMCA for Free Fall Carnival Event, October 22, 2010
 LL-1011-6: Limited License to place one (1) ground banner and four (4) signs w/in Public ROW, Friends of the Norman Public Library, Annual Book Sale Oct. 22 through 25, 2010
- 11-23-10 LL-1011-7: Limited license to place five (5) signs w/in public ROW, Norman Christmas Day Community Dinner

12-28-10 LL-1011-8: Limited License to place 4 signs within public ROW, Firehouse Art Center, Chocolate Festival, February 5, 2011

2011

01-25-11 LL-1011-9: Limited License to place four (4) signs w/ Public ROW, Friends of the Norman Library, Romance Book Sale, February 5, 2011

02-22-11 LL-1011-10: limited license to place five (5) ground banners w/in public ROW, Jazz in June “Meet Me On Bourbon Street” event, March 5, 2011

03-22-11 Limited License No. LL-1011-11: to place twelve (12) ground banners w/in public ROW, Assistance League of Norman, May Fair Arts Festival, April 29, April 30, and May 1, 2011

04-12-11 LL-1011-12: limited license to place four (4) ground banners w/in public ROW, Firehouse Art Center, Fred Jones, Jr., Museum of Art, and Jacobson House for Luncheon on the Grass, Lions Park, May 22, 2011

LL-1011-13: limited license to place four (4) signs w/in public ROW, Norman Roundup Club for 89er Day Rodeo, April 29 and 30, 2011

LL-1011-14: limited license to place five (5) signs w/in public ROW, Arvest Bank on behalf of St. Jude Children’s Research Hospital for St. Jude Dream Home Giveaway, June 26, 2011

04-26-11 LL-1011-15: Limited License to place four (4) signs w/ Public ROW, Friends of the Norman Library, Better Books Sale (April 29 through May 1, 2011)

05-10-11 LL-1011-16: limited license to place five (5) ground banners w/in public ROW, Jazz in June, June 23 through 25, 2011

05-31-11 LL-1011-17: Limited License to place nine (9) ground banners w/ public ROW, United Way of Norman

08-09-11 LL-1112-1: Limited License to place two (2) ground banners w/in the public ROW, Cleveland County YMCA, 10th Annual Tie-Dye Tri on September 25, 2011

09-13-11 LL-1112-3: limited license to place fifty-three (53) pole banners w/in public ROW, req. from Campus Corner Assn. during OU football season

LL-1112-4: limited license to place twenty-two (22) “Goal-A-Meter” signs within public ROW, req. from United Way of Norman

LL-1112-5: limited license to place one (1) ground banner and four (4) signs within public ROW as req. from Friends of the Norman Library, Annual Book Sale, October 14 – 17, 2011

09-27-11 LL-1112-6: Limited License to place four (4) ground banners w/in public ROW, req. from Cleveland County YMCA for Free Fall Carnival Event, October 21, 2011

11-22-11 LL-1112-7: Limited License to place five (5) double-sided signs w/in Public ROW to request from the Dir. Of Norman Christmas Day Community Dinner

01-10-12 LL-1112-8: Limited License to place four (4) ground banners in the public ROW, Firehouse Art Center, 2012 Chocolate Festival, January 28, 2012

01-24-12 LL-1112-9: Limited License to place four (4) signs w/in ROW pursuant to request from Friends of the Norman Library for Romance Book Sale

03-13-12 Limited License No. 1112-10: to place thirteen (13) ground banners w/in public rights-of-way, Assistance League of Norman, May Fair Arts Festival Saturday, May 5, 2012

2012

03-27-12 Limited License No. 1112-11: to place four (4) ground banners w/in public ROW, Cleveland County YMCA for the Healthy Kids Day/Easter Egg Scramble, March 31, 2012.

04-24-12 LL-1112-12: limited license to place four (4) signs w/in the public ROW, Friends of the Norman Library, Better Books Sale, May 4, 5, and 6, 2012

05-08-12 LL-1112-13: Limited License to place four (4) ground banners within the public rights-of-way pursuant to a request from the Firehouse Art Center for “Luncheon on the Grass,” May 20, 2012 Lions Park

05-22-12 LL-1112-14: Limited License to place nine (9) “Designate Norman” ground banners w/in public ROW as requested from United Way of Norman

06-12-12 Limited License No. LL-1112-15: to place four (4) ground banners within the public ROW, Firehouse Art Center, Midsummer Night’s Fair, July 13 and 14, 2012, Lion’s Park

07-24-12 Limited License No. 1213-1: to place three (3) ground banners w/in public ROW, CC YMCA for 11th Annual Tie-Dye Tri, September 16, 2012

09-11-12 LL-1213-2: limited license to place twenty-two (22) “Goal-A-Meter” signs within the public ROW pursuant to a request from the United Way of Norman

LL-1213-4: limited license to place open (1) ground banner and four (4) signs within the public ROW, Friends of the Norman Library, Annual Book Sale, October 19-22, 2012

10-09-12 Limited License No. LL-1213-3: to place three (3) ground banners within public ROW, Cleveland County YMCA for Free Fall Carnival Event on October 26, 2012

11-27-12 Limited License No. 1213-5: to place five (5) double-sided signs within the public rights-of-way pursuant to a request from the director of the Norman Christmas Day Community Dinner

2013

01-08-13 Limited License No.-1213-6: to place four (4) ground banners in public ROW for Firehouse Art Center, 2013 Chocolate Festival, February 2, 2013

01-22-13 Limited License No. LL-1213-7: to place four (4) signs within the public ROW, Friends of the Norman Library, Romance Book Sale

03-26-13 LL-1213-8: Limited License to place one (1) ground banner w/in public ROW, Mary Abbott Children’s House for “The Children’s Garden” event, Saturday, April 13, 2013

03-26-13 LL-1213-9: Limited License to place fourteen (14) ground banners w/in public ROW, Assistance League of Norman, May Fair Arts Festival, Saturday, May 4-Sunday, May 5, 2013

- 04-23-13 LL-1213-10: Limited License to place four (4) signs within the public ROW pursuant to a request from Friends of the Norman Library for the Better Books Sale to be held May 3, 4, and 5, 2013
- 05-14-13 LL-1213-11: Limited License to place four (4) ground banners w/in public ROW, Firehouse Art Center, “Luncheon on the Grass”, Lions Park on June 2, 2013
- 06-25-13 LL-1213-12: Limited License to place 9 “Designate Norman” ground banners within the Public Right-of-Way pursuant to a request from the United Way of Norman.
- 07-23-13 LL-1314-1: Limited License No. LL-1314-1 to place 4 ground banners within the Public Right-of-Way pursuant to a request from the Firehouse Art Center for the Midsummer Night’s Fair to be held on August 23-24, 2013, at Lion’s Park.
- 08-13-13 LL-1314-2: Limited License No. LL-1314-2 to place one (1) ground banner within the public rights-of-way pursuant to a request from Crossroads Youth and Family Center, Inc.
- 08-13-13 LL-1314-3: Limited License No. LL-1314-3 to place three (3) ground banners within the public rights-of-way pursuant to a request from the Cleveland County YMCA for the 12th Annual Tie-Dye Tri on September 15, 2013.
- 08-27-13 LL-1314-4: Limited License No. LL-1314-4 to place 22 “Goal-A-Meter” signs within the public Right-of-Way pursuant to a request from the United Way of Norman.
- 08-27-13 LL-1314-5: Limited License No. LL-1314-5 to place pole banners within the public Right-of-Way pursuant to a request from Campus Corner Association during the OU Football Season.
- 09-10-13 LL-1314-6: A Limited License to place 1 ground banner and 4 signs within the Public Rights-Of-Ways pursuant to a request from Friends of the Norman Library for the Annual Book Sale to be held September 27 through October 21, 2013.
- 10-08-13 LL-1314-7: Limited License to place 3 ground banners within the Public Right-of-Way pursuant to a request from the Cleveland County Family YMCA for the YMCA Free Fall Carnival Event to be held on October 25, 2013.
- 10-08-13 LL-1314-8: Limited License to place 6 ground banners within the Public Right-of-Way pursuant to a request from the Downtown Norman Fall Festival, L.L.C., for the Downtown Norman Fall Fest Main Street Event to be held on October 25, 2013.
- 10-22-13 LL-1314-9: Limited License No. LL-1314-9 to place 4 vinyl signs with wooded frames within the Public Right-of-Way pursuant to a request from Mission Norman for Phase One, Homes of the Homeless Capital Campaign, from October 23, 2013 until February 28, 2014.
- 11-26-13 LL-1314-10: Limited License No. LL-1314-10 to place 5 double-sided signs within the Public Rights-of-Way pursuant to a request from the Director of the Norman Christmas Day Community Dinner.
- 11-26-13 LL-1314-11: Limited License No. LL-1314-11 to place 9 ground banners within the Public Rights-of-Way pursuant to a request from the Norman Chamber of Commerce, the Norman Convention and Visitors Bureau and the City of Norman for “Christmas in Norman”.

2014

- 01-14-14 LL-1314-12: Limited License No. LL-1314-12 to place four ground banners in the public Right-of-Way pursuant to a request from the Firehouse Art Center for the 2014 Chocolate Festival to be held on February 1, 2014.
- 01-28-14 LL-1314-13: Limited License No. LL-1314-13 to place 4 signs within the Public Right-of-Way pursuant to a request from the Friends of the Norman Library for the Romance Book Sale to be held February 8, 2014.
- 02-11-14 LL-1314-14: Limited License No. LL-1314-14 to place 70 ground banners in the Public Right-of-Way pursuant to a request from the Norman Board of Realtors for Ludown Legacy 5K and 1 mile Fun Run to be held on March 29, 2014.
- 03-25-14 LL-1314-15: Limited License No. LL-1314-15 to place 13 ground banners within the Public Rights-Of-Way pursuant to a request from the Assistance League of Norman for the May Fair Arts Festival to be held on May 3 and May 4, 2014.
- 04-22-14 LL-1314-16: Limited License to place 4 signs within the Public Rights-of-Way pursuant to a request from Friends of the Norman Library for the Better Books Sale to be held May 2, 3, and 4, 2014.
- 06-10-14 LL-1314-17: Limited License No. LL-1314-17 to place 1 pole banner within the Public Right-of-Way pursuant to a request from Transition House for the June Bug Jam to be held Saturday, June 14, 2014.
- 06-10-14 LL-1314-18: Limited License No. LL-1314-18 to place 9 “Designate Norman” ground banners within the Public Right-of-Way pursuant to a request from the United Way of Norman.
- 07-22-14 LL-1415-1: Limited License No. LL-1415-1 to place 4 ground banners within the public Right-of-Way pursuant to a request from the Firehouse Art Center for the Midsummer Nights’ Fair to be held August 22 and 23, 2014, at Lion’s Park.
- 08-26-14 LL-1415-3: Limited License No. LL-1415-3 to place 22 “Goal-A-Meter” signs within the Public Rights-Of-Ways pursuant to a request from the United Way of Norman.
- 08-26-14 LL-1415-4: Limited License No. LL-1415-4 to place 51 pole banners within the Public Rights-Of-Way pursuant to a request from Campus Corner Association during the University of Oklahoma Football Season.
- 09-23-14 LL-1415-5: Limited License No. LL-1415-5 to place 1 ground banner and 4 signs within the Public Rights-of-Way pursuant to a request from Friends of the Norman Library for the Annual Book Sale to be held September 26 through October 20, 2014.
- 09-23-14 LL-1415-6: Limited License No. LL-1415-6 to place 6 ground banners within the Public Rights-of-Way pursuant to a request from Downtown Norman Fall Festival for the Downtown Fall Fest Main St. Event to be held on October 24, 2014.