



City of Norman, OK

Municipal Building Council
Chambers
201 West Gray Street
Norman, OK 73069

Master

File Number: R-1314-56

File ID: R-1314-56

Type: Resolution

Status: Consent Item

Version: 1

Reference: Item No. 45

In Control: City Council

Department: Public Works
Department

Cost:

File Created: 11/04/2013

File Name: Adoption of the Final Report for the Wayfinding Plan

Final Action:

Title: RESOLUTION NO. R-1314-56: A RESOLUTION OF THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA ADOPTING THE NORMAN SIGNAGE AND WAYFINDING PLAN, THE WAYFINDING ACTION PLAN, AND DIRECTING STAFF TO BEGIN IMPLEMENTATION OF SAID ACTION PLAN.

Notes: ACTION NEEDED: Motion to adopt or reject Resolution No. R-1314-56.

ACTION TAKEN: _____

Agenda Date: 11/12/2013

Agenda Number: 45

Attachments: R-1314-56 Wayfinding Plan Adoption (2).pdf,
Wayfinding Action Plan-Final, Norman Signage and
Wayfinding Plan.pdf, Appendix A Stakeholder Survey
Results.pdf, Appendix B Selection Criteria.pdf,
Appendix C Phase 1 Major and Primary
Destinations.pdf, Appendix D Destination Matrix.pdf,
Appendix E Phase 1 Implementation and Preliminary
Cost.pdf, Appendix F Pilot Project.pdf

Project Manager: David Riesland, Traffic Engineer

Entered by: michelle.rudder@NormanOK.gov

Effective Date:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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Text of Legislative File R-1314-56

Body

BACKGROUND: The City Council authorized the development of a Wayfinding Plan by executing Contract No. K-1112-130 with the team led by Guernsey Engineers/Architects/ Consultants on May 22, 2012. The project evolved through a Memorandum of Understanding (MOU) between the City of Norman, the Norman Chamber of Commerce and the Norman Convention and Visitors Bureau. This MOU was approved by the Norman City Council on January 10, 2012. Under the MOU, funding for the development of the plan was provided jointly by the Norman Chamber of Commerce and the Norman Convention and Visitors Bureau. The City of Norman provided the project management for the development of the Wayfinding Plan. The Plan is intended such that all signing will be appropriate from a multi-modal standpoint accounting for motorists, bicyclists and pedestrians.

DISCUSSION: The Wayfinding Plan is very comprehensive and multi-faceted. It includes the following fundamental elements:

- ☐ Project Vision and Branding
- ☐ Audit and Analysis
- ☐ Establish Criteria/Select Wayfinding Destinations
- ☐ Develop Recommendations for Signage Types and Placement
- ☐ Signage Design Elements
- ☐ Identification of Potential Funding Sources
- ☐ Preparation of Final Deliverables

The scope of work included two public open houses and a survey of stakeholders. The list of stakeholders included representation from the following groups:

- ☐ Norman Public Schools
- ☐ Large Area Retail
- ☐ University of Oklahoma
- ☐ Norman Public Arts Board
- ☐ Small Area Retail
- ☐ Norman Regional Hospital
- ☐ Downtowners Association
- ☐ Local Media
- ☐ Campus Corner Merchants
- ☐ University North Park/Embassy Suites
- ☐ Norman Economic Development Coalition
- ☐ Bicycle Advisory Committee
- ☐ Oklahoma Department of Transportation
- ☐ Norman Chamber of Commerce
- ☐ Norman Convention and Visitors Bureau
- ☐ City of Norman

The entire City of Norman is included in the plan; however, some areas of the city feature much fewer potential destinations than other areas. The deliverables from this contract included:

- ☐ List of destinations broken down into Major, Primary, and Secondary categories
- ☐ Selection criteria to add future destinations to list to be signed
- ☐ Kit of Parts to provide ingredients and the framework for the overall system
- ☐ Other design considerations to include
- ☐ Family of sign styles
- ☐ Recommendation to draft and adopt a standardized sign code to regulate public and private signage
- ☐ Recommendation to convene a standing committee that would review signage applications and monitor the expansion of the wayfinding system
- ☐ Identification of potential funding strategies
- ☐ Phase I implementation plan for major and primary destinations with opinion of probable cost
- ☐ Implementation plan for a pilot project of signs on Main Street from I-35 to downtown with opinion of probable cost

To clarify the next steps in the process, city staff developed an Action Plan for the Wayfinding Plan. That Action Plan is attached.

The City Council conducted a Study Session on September 24, 2013, at which time the project team provided a full briefing on the final proposed Wayfinding Plan. The attached Resolution and associated Action Plan attempt to address the feedback and direction from Council. If approved, implementation of the Wayfinding Plan will begin immediately.

STAFF RECOMMENDATION: It is recommended that the City Council adopt Resolution No. R-1314-56 which

adopts the Norman Signage and Wayfinding Plan, the Wayfinding Action Plan, and directs staff to proceed with implementation of the Action Plan.