

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.

- § 1. WHEREAS, on January 10, 2012, the City Council approved Contract No. K-1112-105, a memorandum of understanding setting forth obligations of the City of Norman, Oklahoma, the Norman Chamber of Commerce, and the Norman Convention and Visitors Bureau for shared funding of the development of a wayfinding plan; and
- § 2. WHEREAS, the purposes of said wayfinding plan were to (1) design an easily understood, user-friendly, distinct navigational system that will guide visitors to and from destinations within the City, (2) promote tourist, historical, and cultural destinations, as well as support and assist the local retail market, (3) develop an identity for the City that can be reflected not only in the wayfinding components, but could also be incorporated into other elements of an overall Norman branding and marketing program; and (4) identify potential funding sources to implement a wayfinding system for the City; and
- § 3. WHEREAS, on May 22, 2012, the City Council approved Contract No. K-1112-130 with C.H. Guernsey and Company for the development of the wayfinding plan; and
- § 4. WHEREAS, City Council reviewed the final proposed Norman Signage and Wayfinding Plan at its Conference on September 24, 2013 and directed Staff to develop an action plan to accompany the Wayfinding Plan and directed the implementation thereof.

NOW THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA:

- § 5. That the Norman Signage and Wayfinding Plan dated September 2013 is hereby adopted.
- § 6. That the Wayfinding Action Plan, attached hereto as Exhibit A is hereby adopted and that City Staff is directed to begin implementation of said Plan.

PASSED AND ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2013.

\_\_\_\_\_  
Mayor

ATTEST:

\_\_\_\_\_  
City Clerk

