

CITIZENS RECOGNITION POLICY

It is the desire of City Council to provide a policy for formal recognition of individuals, groups, and organizations whose outstanding service and contributions have enriched the Norman community. Norman's Citizen Recognition Policy will provide an avenue for showcasing the people, programs, and events that make Norman unique.

Annual Volunteer Appreciation Ceremony

At least once a year, a volunteer appreciation ceremony will be held to recognize those citizens who volunteer to serve countless hours on the City's Boards and Commissions and by doing so, enhance and improve the quality of life for the citizens of Norman.

AWARDS AND RECOGNITIONS

Citizen Honor Roll of Service

This recognition is intended to honor an individual whose work benefits or has benefited the quality of life in Norman by building on and making the efforts of government richer and more successful. Award recipients will be recognized for their specific deeds, actions or contributions to the Norman community through Community Involvement, Community Leadership, and/or Noteworthy Citizen Actions.

1. **COMMUNITY INVOLVEMENT** - In recognition of volunteer service on City boards, commissions, and/or ad hoc committees or activities which promote the welfare of the citizens of Norman and a sustained commitment that has an enduring impact on the community.
2. **COMMUNITY LEADERSHIP** - In recognition of those individuals who have assumed a positive leadership role in the community and whose leadership activities have resulted in the advancement of the goals of the community, the enhancement of the community's quality of life, economic vitality and/or livability.
3. **NOTEWORTHY CITIZEN ACTIONS** - In recognition of actions by a citizen which are above and beyond the normal responsibilities of citizens and that result in a positive event or outcome of benefit to the community. Such actions include acts of heroism, significant donations of financial resources to fund community programs or projects and other humanitarian acts.

Each recipient will be recognized and presented a certificate and plaque at a City Council meeting as well as an engraved nameplate for each Citizen Honor Roll of Service recipient to be displayed on a plaque in City Hall.

Human Rights Award

The Norman Human Rights Commission seeks to promote and encourage fair treatment and mutual understanding among all citizens and to combat all prejudice, bigotry, and discrimination that prevent individuals from reaching their full potential as human beings.

The Norman Human Rights Commission annually recognizes a citizen for outstanding contributions to the struggle of human rights. Each recipient will be recognized and presented a resolution and plaque at a City Council meeting as well as an engraved nameplate for each Human Rights Award recipient to be displayed on a plaque in City Hall.

NAMING OF PUBLIC FACILITIES

Public facilities are dedicated to the service and enjoyment of all citizens and shall carry designations befitting their intended function and use, origin, and/or location. Exceptional circumstances may prompt the City to consider naming a facility in honor of an individual's service and leadership to the community. Any such consideration will be pursuant to the following:

Policy

The City Council shall designate the names of city buildings, public places, facilities and natural features by resolution. The City Council shall consider a name or the consideration of a name change for a specific building, public place, facility, or natural feature at a regularly scheduled and advertised meeting.

Procedure

1. The Mayor, a City Councilmember, the City Manager, or any citizen or interested group may request the naming or renaming of a public building, place, facility, or natural feature. Requests should be made in writing to the Office of the Mayor.
2. Suggestions for names may be solicited from organizations, individuals, and the media. All suggestions, solicited or not, shall be acknowledged and recorded for consideration by the City Clerk's Office.

3. If a contest or competition is to be held, the City Clerk's Office shall provide guidelines and rules for the contest.
4. The City Clerk's Office will make every effort to contact and solicit comments from surrounding property owners, residents, and affected parties before taking action on any naming or renaming of a public building, place, facility, or natural feature.
5. The Mayor, in consultation with the City Council, will forward requests for naming or name changes to the City Council Planning Committee for review and recommendation at a regular scheduled public meeting. Any proposal regarding a City owned park or natural park feature, ball field, sports complex, and/or recreation facility must be submitted to the Board of Parks Commissioners for consideration and recommendation prior to consideration by the City Council.

Principles and Priorities

The election of names for public facilities shall conform to the following principles and priorities:

1. As a general policy, names which commemorate the culture and history of Norman shall be given first priority.
2. The name of an individual shall be considered to honor many years of service and leadership to the general public interest or the interests of the City. Except in extraordinary circumstances, naming shall be done posthumously. Outstanding service shall be performed in one or more of the following categories:
 - (A) Involvement in a leadership role in civic organizations which are devoted to community improvement.
 - (B) An active leadership role in developing and implementing programs directed to the improvement of the visual aesthetic appearance of the community at the commercial, public, or residential level.
 - (C) An active leadership role in developing programs and/or facilities for collecting, promoting, and retaining the many aspects of the natural or historical heritage of the community.

- (D) An active leadership role in developing programs and the facilities directed toward the improvement of community, social, and health needs as well as programs directed toward humanitarian purposes.
- 3. Preference may be given to names of long established local usage and names that lend dignity to the facility to be named.
- 4. Names selected shall be of enduring, honorable fame, not notoriety, and shall be commensurate with the significance of the facility.
- 5. Names with connotations which, by contemporary community standards, are derogatory or offensive shall not be considered.
- 6. Names must be tasteful and non-controversial. The name should be no more than three words preceding the designation (i.e., Park, Building, Room, Field, Complex, etc.).

Contribution Dedication Guidelines

- 1. Displays of public recognition in the name of an individual shall be considered for interior features or a portion or special section of a building, facility, or park area as a condition of a gift of cash or property or to honor meritorious service and leadership over a period of time.
- 2. The following are guidelines for which a dedication opportunity may be extended:
 - (A) There shall be a \$50,000 contribution or 10% of total cost, whichever is greater, in either cash or property.
 - (B) Projects not budgeted and for which other funding is not designated may require a 100% contribution in order to be implemented and a naming opportunity considered.
 - (C) For major capital projects, a specifically tailored plan of donor recognition and dedication may be submitted to the City Council Planning Committee for review and recommendation to City Council.

3. Displays of public recognition for such minor items as benches, trees, refuse cans, flagpoles, water fountains, or similar items are encouraged and are not subject to these guidelines or procedures. Current and appropriate signage guidelines will apply.
4. Nothing in this policy shall preclude the City from entering into a contractual agreement with other governmental, non-profit, and private entities to undertake a significant public-private venture that depends upon the participation of multiple funding sources and may include the stipulation of naming rights in the financing agreement. (A local example of such an arrangement would be the Sam Noble Museum of Natural History.)

Change of Name

Once established, a name shall not be changed unless, after investigation by the City of Norman, the name is found to be inappropriate or otherwise scheduled to terminate.

Recommendations of Community Organizations or Citizen Groups

1. In the selection of names for City owned facilities the suggestions, comments, and recommendations of community organizations or citizen groups shall be duly considered; provided that such suggestions, comments and recommendations meet all the provisions of this policy.
2. Any community organization or citizen group may propose the naming of a City owned facility by submitting to the City Manager a request for such action and setting forth the proposed name, a description of the facility, and a statement evidencing that the proposed name meets all the provisions of this policy.

STREET RENAMING DESIGNATIONS

Honorary Street Names

Persons wishing to request an honorary street name designation shall meet the following criteria.

1. The designation shall not be on an arterial roadway.

2. There shall be only one honorary designation per right-of-way.
3. Names of living persons should be used only in exceptional circumstances.
4. Consideration should be given to an important community event, organization or well-known person defined as follows:
 - A person or entity who has made a sustained contribution above and beyond the call of duty and demonstrated leadership relating to governance, human relations and development, or neighborhood development.
 - A person who has made specific and sustained contributions to an organization located in or in proximity to the facility.
 - A person or entity who has demonstrated vigilance in changing the nature and characteristics of the specific neighborhood, community or city.
 - An important community event that commemorates local history, places, or culture.
 - An important community event that strengthens neighborhood identity.
 - Environmental contribution.
5. Consideration should be given to a local area or historic significance.
6. The important community event, organization or well-known person shall be directly related to the public facility or the public right-of-way, i.e., lived, worked, went to school, etc., at the location specified. Only one honorary designation shall be permitted for each person or community event. Preference shall be given to intersections and other limited locations.
7. An application form and process shall be established as promulgated by the City Manager. To advance the honorary street name designation proposal, the proponent must demonstrate input was received from 75% of the official addresses, with 75% in favor (total 56%). Additionally, a

majority of all registered neighborhood and/or business organizations must provide written support for the honorary street name designation.

8. The City Clerk shall forward a resolution to establish the Honorary Street Name Designation to the City Council to hold a public hearing on the proposal. The designation will automatically sunset in ten (10) years which is the estimated life of the street name signs.
9. Each sign contemplated by any honorary naming request must have a financial sponsor whose name and contact information shall be identified in the request. An application fee in the amount of \$200, plus the charge for the sign(s), which will cover the cost of design, fabrication, installation and maintenance over the ten-year expected life of the sign, shall be payable to the City of Norman and will be deposited in the City's General Fund.
10. Upon approval of the request and receipt of the fee for the sign(s) the Public Works Department will prepare and install the appropriate signage.

Permanent Street Name Changes

A. Persons Wishing to Propose a Change in a Current Street Name

1. Persons wishing to propose a change in a current street name should contact the Public Works Department to determine if the proposed name is acceptable. The criteria for the Public Works staff to determine acceptability of the proposed change should include: (a) verification that the name is not a duplicate; (b) whether the proposed change contains vulgarity or vulgar innuendo; (c) whether the proposed change is likely to cause confusion with other street names by Emergency Services; and (d) whether the proposed change meets current U.S. Postal addressing criteria.
2. Once acceptability criteria have been met, the Public Works Department should also be presented a petition containing the names of at least 75% of affected property owners along with the application fee of Two Hundred Dollars (\$200). As used in this Policy, the term "affected property owners" means owners of property on the street proposed to be renamed whose property address will change if the street is renamed.
3. The Public Works staff will verify property ownership records against the petition. If the mailing address of the property owner set forth on the ownership record is not the same as the property address, notice of the

petition via First Class shall be mailed to the property address to ensure all rental tenants receive notification.

4. Once property ownership records are verified, the Petition requested the name change and supporting documentation will then be forwarded to the City Clerk for placement on the agenda of a regular Council meeting for consideration. If approved by City Council, the City Clerk will cause the resolution to be filed in the Cleveland County Clerk's Office. The Public Works staff will send all affected property owners a copy of the Resolution renaming the street, make the require signage changes, and notify the 9-1-1 Association of Central Oklahoma Governments (9-1-1 ACOG), the United States Post Office, etc. The Public Works staff will also identify all multi-unit properties and consult USPS databases to locate individual unit mailing addresses to ensure all rental tenants receive a copy of the Resolution renaming the street.
 5. The petitioner(s) is required to pay the full cost to manufacture the new street sign(s).
- B. Requests by the Mayor, Three (3) Councilmembers, or the Human Rights Commission to Change a Street Name
1. The Mayor, three (3) Council members, or the Human Rights Commission may request initiation of the process to change a street name when it is deemed offensive or derogatory as measured by the Civil Rights and anti-discrimination policy of the City set forth in Section 7-101(a) of the City's Code of Ordinances.¹ The request shall be submitted to the City Manager in writing.
 2. In accordance with established deadlines, at the next regular City Council meeting, staff will request City Council action to decide whether to initiate the process to review whether to change the street name. If approved by City Council, the street name request will be submitted through the review process outlined below.
 3. The City Clerk's Office will make every effort to contact and solicit names from surrounding property owners, residents, and affected parties before taking action on any naming or renaming a street.

¹ Section 7-101(a) of the City's Code of Ordinances states, "[i]t is the policy of the City of Norman that all citizens of this community shall have ... an equal opportunity in ... social and economic life of the City, without regard to race, color, religion, ancestry, sex, national origin, age, place of birth, handicap, or familial status. It is further declared and determined to be the policy of the City of Norman that all citizens of this community should be provided with an opportunity to reach their full potential as human beings, without being inhibited by conditions relating to race, color, religion, ancestry, sex, national origin, age, place of birth, handicap, or familial status.

4. The request with proposed new street name(s), if any, shall be forwarded to the Public Works Department. The Public Works staff shall determine if the proposed name is acceptable. The criteria for the Public Works staff to determine the acceptability of the proposed change should include: (a) verification that the name is not a duplicate; (b) whether the proposed change contains vulgarity or vulgar innuendo (c) whether the proposed change is likely to cause confusion with other street name by Emergency Services; and (d) whether the proposed change meets current U.S. Postal addressing criteria.
5. Following Public Works staff review, the proposed name change shall be placed on the agenda of the Community Planning and Transportation Committee or a committee assigned by the Mayor if the Community Planning and Transportation Committee no longer exists. Notice via First Class mail shall be sent to affected property owners at least ten (10) days before the proposed change is considered by the Community Planning and Transportation Committee. If the mailing address of the property owner set forth on the ownership record is not the same as the property address, notice via First Class shall be mailed to the property address at least ten (10) days before the proposed change is considered by the Community Planning and Transportation Committee to ensure all rental tenants receive notification.
6. The notice shall inform affected property owners and their tenants, if any, of the date, time and location of the meeting of the Community Planning and Transportation Committee. Notice should also be given to the community at large by publication in a newspaper of general circulation at least ten (10) days prior to the Community Planning and Transportation Committee meeting. Following the receipt of public comments at the advertised meeting, the Community Planning and Transportation Committee shall make a recommendation to City Council regarding the proposed change and proposed new street name, if applicable.
7. City Council shall consider the recommendation of the Community Planning and Transportation Committee at a regularly scheduled City Council Meeting by Resolution.
8. If a majority of City Council approves the Resolution renaming a street, the City Clerk will cause the Resolution to be filed in the Cleveland County Clerk's office. The Public Works staff will make the required signage changes and notify the 9-1-1 Association of Central Oklahoma Governments (9-1-1 ACOG), the United States Post Office, etc. The Public Works staff will also send the property owners required to be notified in paragraph B(5) and their tenants, if any, a copy of the Resolution renaming the street.