CITY OF NORMAN, OKLAHOMA

CITY COUNCIL
BUSINESS AND COMMUNITY AFFAIRS COMMITTEE AGENDA

Municipal Building Conference Room
201 West Gray

THURSDAY, NOVEMBER 5, 2015

4:00 P.M.

1. **DISCUSSION REGARDING A CITY OF NORMAN MOBILE APP.**

2. **DISCUSSION REGARDING THE INCLUSION OF "FEATHER/TEARDROP" BANNERS IN THE CITY SIGN CODE.**

3. **MISCELLANEOUS PUBLIC COMMENTS.**

4. **ADJOURNMENT.**

TO: Council Business and Community Affairs Committee

FROM: Steve Lewis, City Manager
Tim Powers, Director of Information Technology
Susan Connors, Planning Director

DATE: October 30, 2015

SUBJECT: November 5, 2015, Meeting

At the November 5, 2015, Council Business and Community Affairs Committee (BACA) meeting, staff will be presenting information regarding the creation of a City mobile app and its potential uses. Additionally, at the request of the Committee Chairperson, staff and the Committee will discuss potential amendments to the City Sign Code to allow "feather banners".

City Mobile App

At the October 1, 2015, meeting the Committee requested that staff gather information related to producing and releasing a citywide app for Norman residents to utilize on mobile devices (i.e. smartphones, tablets, other mobile devices).

Mobile applications are being used by municipalities around the country to increase communication with their citizen base and to provide a tool for reporting problems and finding general information about the city. A City of Norman app could potentially be used to provide residents with information about City resources, facilities, and community services. Additionally, most apps have the ability to show general contact information, general city information, and many integrate with Cityworks (the City work order system) and GIS maps.

Some general uses of city mobile apps include options for citizens to report:

- Dead Animal Removal
- Graffiti Removal
- Illegal Parking
- Illegally Placed Signs
- Inoperable vehicle
- Junk and Debris
- Park Concern
- Pothole
- Tall Grass/Weeds
- Traffic Flow Evaluation
- Unsecure Building or Structure

There are two popular ways that municipalities are creating mobile applications. These include: 1) a full web redesign with app capabilities and 2) a standalone city app.

A full web redesigned scalable website with app capabilities can include:

- Upgraded website with a modern look and feel for navigation
- Scalable to tablets and smartphones
- Fully redesign the website while adding the functionality of an app for citizens

A standalone City app typically includes a customized design, selected features. Additionally, standalone apps typically require an initial design fee and annual maintenance fees.

Amendment to City Sign Code to Allow "Feather Banners"

At the request of the Committee Chairperson, staff and the Committee will discuss potential amendments to the Chapter 18 of the City Code (i.e. the Sign Code) to allow "feather banners" to be displayed on commercial and other properties in the city. Currently, these types of banners are prohibited in the Sign Code.

An example image of a "feather banner" is included in Attachment A.

Staff will be presenting information related to these items for Committee discussion at the November 5th BACA meeting. If you have any questions in advance of the meeting, please feel free to contact staff.

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Attachment A

Example Image - "Feather" Banner