



# CITY OF NORMAN, OK CITY COUNCIL STUDY SESSION

Municipal Building, Executive Conference Room, 201 West Gray, Norman,  
OK 73069

Tuesday, August 16, 2022 at 5:00 PM

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## AGENDA

*It is the policy of the City of Norman that no person or groups of persons shall on the grounds of race, color, religion, ancestry, national origin, age, place of birth, sex, sexual orientation, gender identity or expression, familial status, marital status, including marriage to a person of the same sex, disability, retaliation, or genetic information, be excluded from participation in, be denied the benefits of, or otherwise subjected to discrimination in employment activities or in all programs, services, or activities administered by the City, its recipients, sub-recipients, and contractors. In the event of any comments, complaints, modifications, accommodations, alternative formats, and auxiliary aids and services regarding accessibility or inclusion, please contact the ADA Technician at 405-366-5424, Relay Service: 711. To better serve you, five (5) business days' advance notice is preferred.*

### CALL TO ORDER

### AGENDA ITEMS

1. DISCUSSION REGARDING THE DEVELOPMENT OF A DOWNTOWN BUSINESS IMPROVEMENT DISTRICT.
2. DISCUSSION WITH THE NORMAN HOUSING AUTHORITY REGARDING AN AFFORDABLE HOUSING PROJECT LOCATED AT 1210 WEST ROBINSON STREET.

### ADJOURNMENT

# Downtown Norman

## Proposed Business Improvement District (BID)

August 2022 City Council Study Session



# What is a Business Improvement District (BID)?

Business Improvement Districts (BIDs) are organizations formed by private property owners within a legally constituted city district for a 10-year period. Members pay a special assessment to cover the expense of services provided beyond what the local government offers in the designated BID area.



# Why consider a BID for Downtown Norman?



- Maintenance
  - Trash Pickup
  - Powerwashing
  - Maintenance – Street Furniture, Landscaping
  - Seasonal Plantings
- Marketing
  - Festival coordination and management
  - Advocacy for downtown-specific issues
  - More robust social media
- Management
  - Single Point of Contact (i.e. Executive Director)
- Improvements
  - Additional street furniture
  - Completion of lights across Main Street

# Why consider a BID?

- Increased beautification of downtown
- Studies proven to increase property values and business activity within BID districts
- Reduction of crime (broken window theory)
- Increased occupancy rates & pedestrian counts
- Improved walkability
- More direct advocacy for downtown-specific issues through a dedicated staff member
- Increased ease of event coordination & input from downtown property owners



# BID Committee

## Public Meetings regarding proposed Business Improvement District for Downtown Norman

As Downtown Norman considers establishment of a Business Improvement District (BID), plan to attend one of the informational meetings scheduled:

- Thursday, June 9, 2:00 p.m.
- Tuesday, June 14, 8:30 a.m.
- Tuesday, June 14, 2:00 p.m. via Zoom
- Thursday, June 16, 6:00 p.m.

All meetings will be held at the Commerce Building, 424 West Main

Questions in advance? See FAQs on Downtown Norman 405-637-XXXX

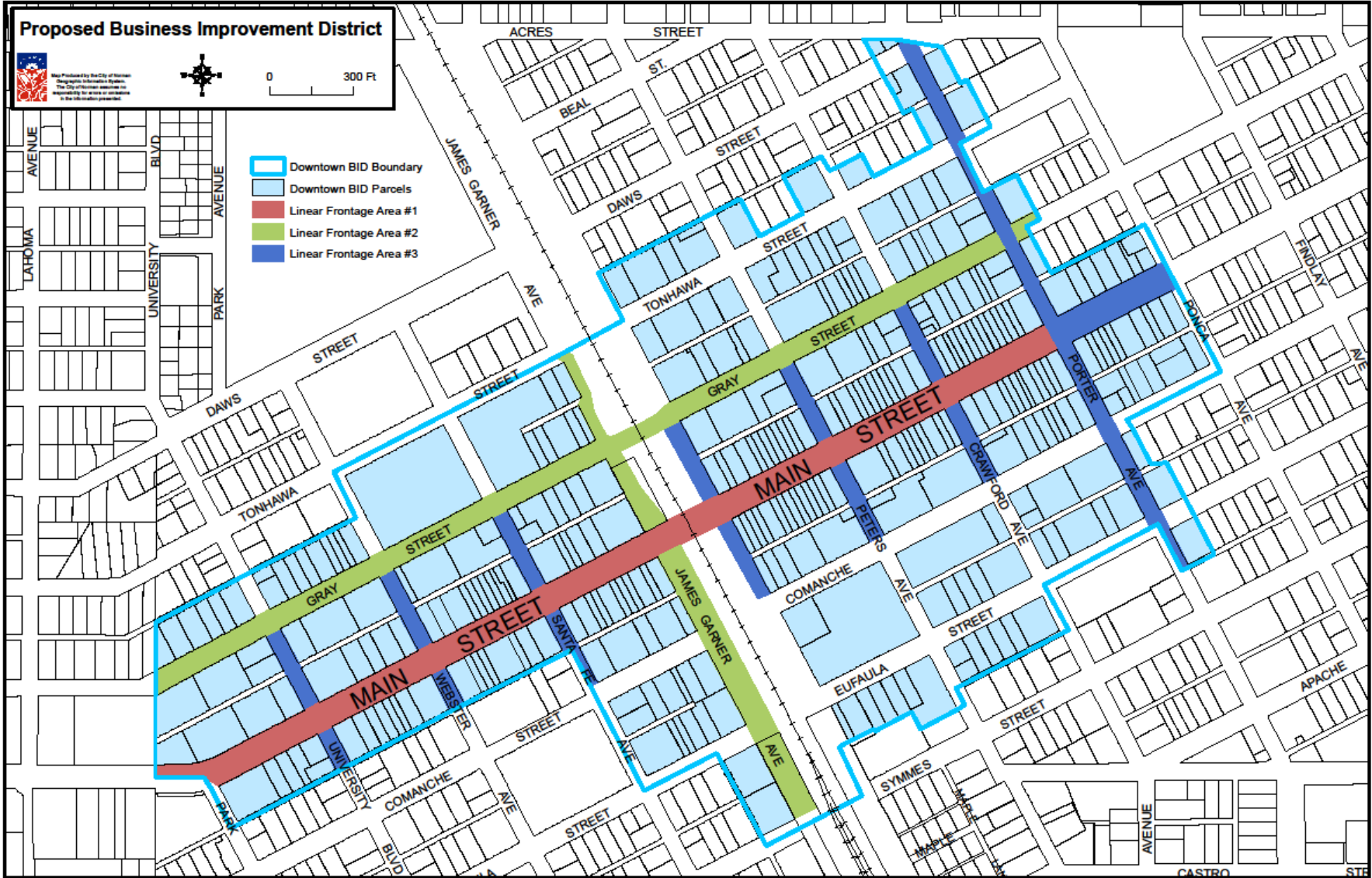
ATTENTION all downtown property owners: Tomorrow at 2 PM at the Commerce Building will be the 1st of 4 public meetings to discuss the proposed Downtown Norman Business Improvement District (BID). Please plan on attending if you are available. Additional meetings will be held on June 14 @ 8:30 AM (@ Commerce) and 2 PM (via Zoom) & Thursday June 16 @ 6 PM (@ Commerce Building). Link for more information and meeting dates can be found here:



DOWNTOWNNORMAN.COM  
**Business Improvement District — Downtown Norman**  
 Before those meetings, please find below answers to Frequently Asked Questions about Business Improvement Districts (BIDs) and how the BID will operate and benefit Downtown Norman.

- 4 public meetings (with mailed, newspaper, and social media notices)
  - June 9 at 2 PM (Downtowners Meeting)
  - June 14 at 8:30 AM
  - June 14 at 2 PM (Zoom)
  - June 16 at 6 PM
- Meetings with numerous property owners
- Letter to all BID property owners with contact info
- Maintenance of a Website with FAQs and meeting dates (downtownnorman.com/bid)
- Meetings with City of OKC BID Oversight staff to determine BID best practices
- Review of various BID structures across the country
- Meetings with City staff
- Formation of a 501(c)6 not-for-profit
- 250+ hours of voluntary service from committee members

# Proposed BID Boundaries



- 334 Total Parcels
- Excludes
  - Single Family
  - Religious institutions
  - 501c(3) nonprofit
  - Utilities

# Linear Frontage - Areas





# Proposed BID Assessment Structure

- Assessment Structure: Three Components  
NOTE: All assessment rates are based on Year 1 budget.
  - 1) Taxable Value
    - 8% of 1% of a parcel's taxable value (as determined by the Cleveland County Assessor)
  - 2) Acreage
    - \$1,100 for every acre of land (pro-rata)
      - Ex. 0.16 acres = \$176/year
  - 3) Linear Front Footages
    - Three separate frontage areas
      - Main Street (\$7.50 per linear foot)
      - \*James Garner/Gray (\$5.00 per linear foot)
      - Side Streets/Porter/400 E Main (\$2.50 per linear foot)

# BID Assessment - Examples

## Example: 307 E Main Street

- Taxable Value Assessment: \$64
- Linear Frontage Assessment: \$173
- Acreage Assessment: \$85
- TOTAL: \$322/year



## Example: 227 W Main Street

- Taxable Value Assessment: \$734
- Linear Frontage Assessment: \$1,313
- Acreage Assessment: \$172
- TOTAL: \$2,219/year



# BID Assessment - Examples

## Example: 401 W Main Street

- Taxable Value Assessment: \$2,340
- Linear Frontage Assessment: \$1,563
- Acreage Assessment: \$532
- TOTAL: \$4,435/year
- NOTE: Highest Property Assessment in Proposed BID



## Example: 101 E Tonhawa

- Taxable Value Assessment: \$480
- Linear Frontage Assessment: \$0
- Acreage Assessment: \$265
- TOTAL: \$745/year





# City/County Contribution

- City of Norman
  - Separate Agreement w/ City for “Base-Level Services” = ~\$57,000 annually
  - ~\$24,000/yr assessment of City-owned property
- Cleveland County
  - ~\$18,000/yr assessment of County-owned property
- Formula for assessment: Based on average taxable value of privately owned property within BID Boundary + linear frontage (if applicable)

# Annual Budget



Proposed Budget Jan 1-Dec 31, 2023		
Services	Amount	
1. Maintenance		
1a. Streetscape/Landscape Maintenance	\$ 88,000.00	
1b. Landscape Seasonal Plantings	\$ 12,000.00	
TOTAL Maintenance		\$ 100,000.00
2. Marketing		
2a. Marketing/General	\$ 35,000.00	
2b. Event Sponsorships	\$ 5,000.00	
TOTAL Marketing		\$ 40,000.00
3. Management		
3a. Salaries/Benefits	\$ 45,000.00	
3b. Rent	\$ 3,600.00	
3c. Professional Services	\$ 10,000.00	
3d. Technology/Office Supplies	\$ 4,000.00	
TOTAL Management		\$ 62,600.00
Improvements		
4. BID Improvements		
4a. Beautification/Furniture/Art	\$ 25,000.00	
TOTAL IMPROVEMENTS		\$ 25,000.00
Administration		
5. City Administration Fee		\$ 5,690.00
TOTAL		\$ 233,290.00

- Roughly 1/3 Taxable Value, 1/3 Acreage, 1/3 Linear Frontage
- Each assessment category limited to no more than 40% or no less than 30% on an annual basis
- **Annual BID Budget Cap of 5% + previous years CPI, or 10%, whichever is lower**

# BID District Management/ Association



- 501c(6) governed by a Board of 9-13 Board Members
  - Owners/Representative of Owners (at least 51% of Board)
  - Nonprofits
  - Tenants
  - Specialized Expertise (Attorneys, Accountants, Architects, etc)
  - Public representatives of City/County (1 seat each)
- Executive Director
- Contracted support professionals
  - Accounting/Financial
  - Other, as needed.

# Next Steps



- OK State Statute: Requires 50%+1 of property owners to sign petition to create BID based on total acreage of the proposed boundary area
- Consideration and adoption by City Council early Fall 2022
- Property assessment notices/invoices sent November 2022
- BID Begins January 1, 2023

# BID - Benefits

- An improved, higher maintained public realm (shared services ensuring all of downtown is maintained)
- Increased foot traffic
- Increase in property values
- Becoming *the* spot for tourists/visitors (Ex. regional, SEC, etc)
- Revamp, seasonal plantings and higher maintenance of landscaping
- Advocacy, Advocacy, Advocacy
- A GREAT downtown Norman for years to come.



the Mental Continuum  
ene

Continuum of Mental Health Services and Support. The continuum of mental health services and support is a spectrum of care that ranges from self-help and peer support to clinical services and hospitalization. The continuum is designed to meet the needs of individuals at all stages of mental illness, from prevention and early intervention to crisis and long-term care. The continuum is a key component of a comprehensive mental health system that is designed to provide the best possible outcomes for individuals with mental illness.





# Q&A/Resources



- All resources and updates regarding the BID are posted to [www.downtownnorman.com/bid](http://www.downtownnorman.com/bid)
- Email or Call Cameron Brewer, BID Formation Chair (Cell: 210.865.0987 or Email: [cameronbrewer@gmail.com](mailto:cameronbrewer@gmail.com))



# **Business Improvement Districts**

City Council Study  
Session  
July 26, 2022

# What is a BID?

Item 1.

- A business improvement district (BID) is an economic development tool that creates a public/private partnership in which property owners pay a special assessment for the maintenance, development and promotion of their commercial district.
- Authorized by the Improvement District Act (11 O.S. 39-101 *et seq.*)
- One BID currently in Norman, two additional BIDs under discussion



# Creation of a BID

- Petition filed with City Clerk
  - General nature of improvements
  - Estimated or probable cost
  - Area to be assessed
  - Proposed method of assessment
  - Proposed apportionment of cost, if any, between the district and the city at large
- Must be signed by:
  - Majority of resident owners of record of property liable for assessment under the proposal OR
  - The resident owners of record of more than ½ of the area liable for assessment under the proposal OR
  - The owners of record of more than ½ of the area liable to be assessed under the proposal

# Creation of a BID

- Process
  - Petition filed with City Clerk
  - Resolution –
    - Notice of hearing on creation of BID
    - Description of improvements to be constructed and location thereof
    - Direct interested people to Clerk's office for further information
  - Notice of hearing mailed to all tract owners within the district 10 – 30 days before the hearing
  - Notice of hearing published 7 days prior to hearing

# Types of Improvements Authorized

- Street improvements (not general street repair/maintenance)
- Certain utility improvements
- Street lights
- Landscaping
- Parks, playgrounds and recreational facilities
- Parking facilities
- Benches, booths, kiosks
- Signs
- Trash receptacles
- Decorations
- Security
- Shuttle Service
- Marketing/Management

# Assessment Roll

Item 1.

- Prepared annually when the district funds ongoing services (vs. capital improvements)
- Resolution prepared annually containing the assessment roll and setting a public hearing
  - Notice mailed 10-30 days prior to hearing
  - Notice published at least 7 days prior to hearing
- Assessment roll adopted by ordinance after public hearing; Staff files liens when property owners fail to pay



# How long does a BID last?

Item 1.

- Life of the bonds OR
- If no bonds issued, a maximum of 30 years
- Length typically specified in petition





# Role of the City

Item 1.

- Council must act to form a district
- Develop and adopt annual assessment roll
- Hold assessment revenue in a special fund
- Coordinate activities within the District
- File liens for unpaid assessments



# QUESTIONS?

