CITY OF NORMAN, OK

STAFF REPORT

MEETING DATE: 11/10/2026

REQUESTER: Jason Olsen, Director of Parks and Recreation

PRESENTER: Jason Olsen, Director of Parks and Recreation

ITEM TITLE: CONSIDERATION OF APPROVAL, REJECTION, AMENDMENT AND/OR POSTPONEMENT OF ADDENDUM ONE TO CONTRACT K-2627-26: A CONTRACT BETWEEN THE CITY OF NORMAN, THE NORMAN UTILITIES AUTHORITY, AND DR PEPPER/SEVEN UP, INC. FOR THE PURPOSE OF ESTABLISHING AND NAMING PARK SPACE, PROVIDING FOR THE USE OF THE DR PEPPER NAME, AND PROVIDING FOR PUBLIC ART.

BACKGROUND:

The Lindsey Tower is an elevated water storage tank at the intersection of E. Lindsey Street and Classen Boulevard, originally built nearly 100 years ago to serve Norman's potable water system. However, as Norman's potable water system expanded over the years, the system also changed. In 2014, it was determined that Lindsey Tank no longer had the hydraulic characteristics necessary to function as a viable potable water storage for Norman's system. However, because of the potential for Lindsey Tower to be used as dedicated storage for a non-potable reuse system and stakeholders' desire to keep the structure, demolition was put on hold.

Ultimately, City Council and the Norman Utilities Authority decided to preserve the asset and paint the water tower by awarding a bid and approving contracts and bonds for the work on July 21, 2026. On July 28, 2026, Council approved a contract (Contract K-2627-26) with Dr Pepper/Seven Up, Inc. ("DPS") to offset much of the cost of repainting the tower and to create a unique opportunity for a long-term tourism, branding, and event activation partnership. Addendum No. 1 to Contract K-2627-26 is presented to Council in furtherance of this partnership.

DISCUSSION:

Addendum No. 1 formally designates the area surrounding the water tower as a "Special Use Park" and names the park "Dr Pepper Water Tower Park". With the naming of the Park, DPS formally grants the City a non-exclusive, non-transferable, non-sublicensable, royalty-free, limited license to use DPS trademarks, logos, etc., for the naming of the Park and for advertisements of City-sponsored events within the Park. DPS has also indicated that it desires to install, at its cost, public art within the park space; Section 4 of the Agreement grants

DPS the right to install such artwork in such number, at such locations, and of such design as agreed to in writing. The current conceptual designs include two murals on existing City structures within the park area that will create photography opportunities for parkgoers. Upon expiration or termination of the Agreement, DPS may remove the public art or require the City to remove or cover the DPS Marks within the public art. The ribbon-cutting event for the Dr Pepper Water Tower Park is scheduled for November 13, 2026.

RECOMMENDATION:

Staff recommends approval of Addendum No. 1 to K-2627-26.