



## Public Engagement Plan for the 2015 Sign Code

Properly informing the public of the 2015 signage standards is essential to effective implementation. The goal is to provide a common understanding of the numerous signage opportunities available to the public, as well as the types of signs which are not allowed.

### Initial Outreach Methods

Once the 2015 signage standards are approved, City staff will implement an intensive public educational campaign including a variety of techniques to assure that the general public and businesses have multiple opportunities for education. The outreach methods include:

- **Press Release:** A press release will be issued to the general public to inform them of the new signage standards and directing them to the website for additional information. The press release will be issued by the City Manager's Office to all media outlets to provide maximum exposure.
- **Notice Posted on the City and Project Website:** Notice of the new code will be posted on the City website ([www.oregoncity.org](http://www.oregoncity.org)) as well as the project website ([www.OCSignCode.org](http://www.OCSignCode.org)). The notice would provide a clear understanding of the new codes, direction on how existing signs which do not conform to the new standards will be addressed and well as notice of the increased enforcement.
- **Notice in Water Bills:** A message informing the public of the sign code and directing them to the City website for additional information will be printed on approximately 10,500 residential and commercial Oregon City water bills. Depending on availability, the notice may be sent over multiple months.
- **Emailed Notice:** An email informing the public of the sign code, upcoming increased enforcement and directing them to the City website for additional information will be sent to all City groups (including the City Commission, Planning Commission, Historic Review Board, Transportation Advisory Committee, Natural Resources Board, Library Board, Parks and Recreation Advisory Committee), Main Street Oregon City, the Chamber of Commerce, neighborhood associations, the Citizen Involvement Commission, the project's Community Advisory Team, sign companies, the Portland Metropolitan Association of Realtors, and all whom have signed up for notices on project website. The City will ask that the organizations disperse the email to each of their members.
- **Mailed Notices:** A postcard will be sent to all 1,025 property owners within nonresidential zoning designations informing them of the 2015 sign code, upcoming increased enforcement and directing them to the City website for additional information.
- **Posters at City Facilities:** A poster explaining the new sign code and directing the public to the website for additional information will be posted at City facilities such as City Hall, the Library, Police Department and in Community Development.
- **Articles in the Trail News:** A series of articles will be published in the Trail News informing the public of the sign code and directing them to the web site for additional information.
- **Presentation at the Citizen Involvement Commission (CIC).** Main Street Oregon City and the Chamber of Commerce will be invited to attend a presentation about the new signage standards before the CIC.

**On-Going Education:**

Once the initial public information campaign above is completed, ongoing notice of the sign code will be provided with the following approaches:

- **Targeted Pamphlets:** Creating specialized pamphlets directed to target audiences will provide a clear understanding of the code requirements and the process for approval. The following pamphlets will be available at various City offices and on the City website:
  - Signage for your Businesses in Oregon City
  - Signage for your Home Business in Oregon City
  - Signage for your Home in Oregon City
  - Signage for your Condo or Apartment in Oregon City
  - Signage in the Right-of-Way in Oregon City
  - Installing a Public Art Mural in Oregon City
  - Prohibited Signs in Oregon City
  - How to Report a Sign Violation in Oregon City
- **Notice with Business Licenses:** A guide to signage for business or home occupations will be provided to each business license applicant. A link to the signage requirements will also be posted on the City website in the location where business license information is provided.
- **Notice with Building Permits:** A guide to signage for business will be available to applicant's whom submit permits to the Building or Planning Divisions for tenant improvements or new structures.
- **Notice at the Permit Counter:** As always, staff will advise the public about the sign regulations during the normal course of interaction with the Planning and Building Divisions.

City staff is committed to successful implementation of the Public Engagement Plan for the 2015 Sign Code. The comprehensive public education campaign will provide a clear expectation of the signage standards in Oregon City.