

Exhibit 1:

POLICY FOR CROSS STREET BANNERS AND BANNERS ON STREET LIGHT POLES

PURPOSE.

Chapter 15.28 of the Oregon City Municipal Code identifies the requirements for cross street banners and banners on light poles within the right-of-way. This policy establishes universal guidelines for all City staff to follow when considering requests to display banner(s) in the right-of-way.

APPLICABILITY.

This policy applies to all cross-street banner(s) and banner(s) on street light poles installed in the right-of-way within the city limits of Oregon City. Traffic control devices and government owned signs are exempt from this policy.

APPROVAL PROCESS.

Banner applications will be reviewed for approval when all required materials outlined within this policy are submitted. Once an application is approved, the applicant's preferred contract period may be reserved, if available. Applications are processed on a first-come, first-served basis. Banner applications shall include the following required materials:

- A. A minimum of two (2) weeks prior to the desired banner(s) contract period, but no earlier than two (2) months prior to the contract period the applicant shall submit a completed City Banner Application/Permit Form and associated fee to Oregon City Public Works Department. The applicant shall demonstrate that the banner complies with all approval criteria in Chapter 15.28 of the Oregon City Municipal Code as well as the Oregon City Cross Street Banner Policy. The application shall include:
 1. A completed City Banner Application/Permit Form
 2. The sign permit application fee and installation and removal fee.
 3. Documentation demonstrating the banner complies with the standards in chapter 15.28 of the Oregon City Municipal Code and this Policy.
 4. A Certificate of Insurance.
 5. Written approval from Portland General Electric (PGE) and/or the Oregon Department of Transportation (ODOT) when applicable.

Banner applications will be reviewed for approval when all required materials outlined within this policy are submitted. Once an application is approved, the applicant's preferred contract period may be reserved, if available. Applications are processed on a first-come, first-served basis.

- B. If approved, the applicant shall provide the sign(s) to the Public Works Department for installation at least one (1) week prior to installation. The City will install the sign(s) per the approved permit.
- C. The City will remove the sign(s) and make the sign(s) available for retrieval by the applicant within two weeks of removing the sign. If the signs are not retrieved by the sign owner within thirty (30) days the removed signs will be discarded.

REQUIREMENTS.

Signs within the right-of-way and/or ODOT right-of-way for which a permit has been issued under this policy, may be installed with the following applicable requirements met:

- A. General. The following requirements shall apply to all banner(s):
1. All banners must be constructed to comply with the standards set forth within this policy as well as the City's adopted sign code.
 2. Maintenance and structural repairs to the signs are the responsibility of applicant. When delivered to the City, all banners must be well maintained and kept in a good state of repair. Without limiting the foregoing, the following maintenance shall be required for all signs and supporting structures:
 - a. Signs shall be kept free from rust, dirt, debris, and chipped, cracked or peeling paint.
 - b. Hanging, dangling, cracked, removed or frayed parts shall be repaired.
 - c. Graffiti and unauthorized stickers shall be removed.
 3. Applicant shall provide a certificate of insurance for a minimum of \$1 million for general liability naming the City of Oregon City, its officers, agents, and employees, as additional insured's for the sign and include any other facility owners if applicable, including the State of Oregon (ODOT) and PGE.
 4. Applicant shall provide banner(s) and all support/attachment material for each banner as required.
 5. Banner(s) shall not be installed or will be removed prior to the permitted removal date if the banner(s):
 - a. Interfere with any official traffic control device or appear to attempt to direct the movement of traffic;
 - b. Prevent the driver of a motor vehicle from having a clear and unobstructed view of official traffic control devices and approaching or merging traffic;
 - c. Have any lighting; or
 - d. Are otherwise traffic hazards.No refunds of any kind will be provided should the sign be removed due to safety or construction related issues.
 6. Banner construction shall be in accordance with the banner construction standards listed herein and the details shown on Exhibit A.
 7. Display of banner(s).
 - a. The City will accept permits on a first come first served basis.
 - b. Banner(s) shall be displayed for a contract period of up to 30 consecutive days. Banners may not be displayed in the same location or zone for more than one consecutive contract period, or greater than a total of three (3) times in any twelve (12) month period. If at the end of a contract period, no new applications have been received for the existing zone in which a banner is deployed, the applicant may request to allow their banner to remain in place until a new banner application has been received for the same said location, but no banner shall remain in place longer than 90 consecutive days.
 - c. During a banner deployment, should the banner become damaged or impaired to a point that the City's Sign Official or his/her designee determines that the sign poses a hazard to the commuting public or will interfere with operational or safety conditions, the banner shall be removed and returned to the applicant. If there is remaining time within the contract period, the applicant will be allowed to provide a replacement sign for the remainder of the contract period. No additional fee will be incurred for the removal or redeployment of the replacement sign.

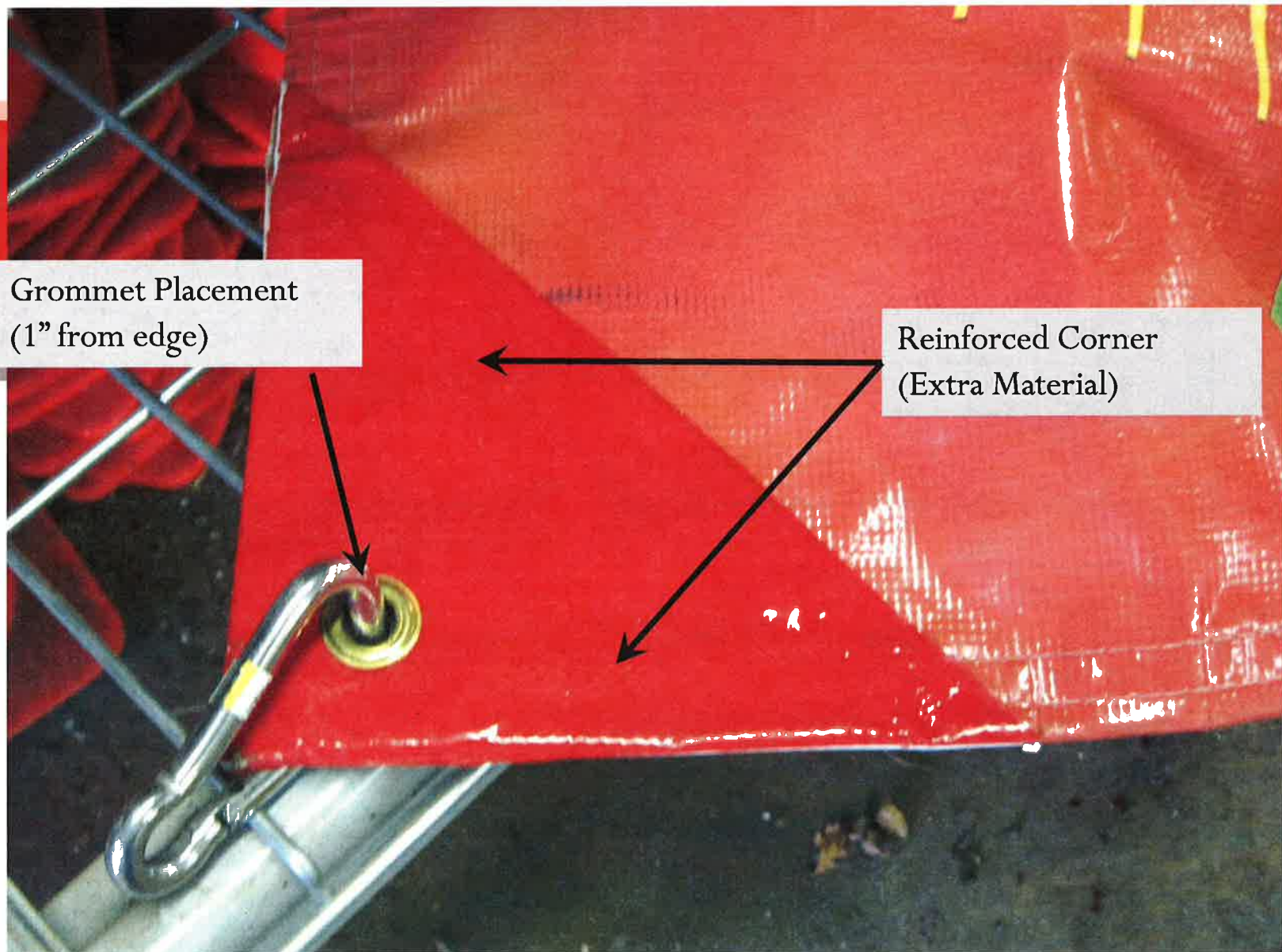
8. Applicant will provide a prioritized list of their preferred location(s) and dates for their sign deployment.
- B. Banners on Street Light Poles. The following additional requirements shall apply to all banner(s) located on City street light poles:
1. The City has identified four zones to allow placement of banners on street light poles. These zones are:
 - a. 7th Street from Center Street to Polk Street;
 - b. Downtown Corridor; Main from 99E to 14th;
 - c. Molalla Avenue from Holmes Lane to Willamette Street; and
 - d. Washington Street from 14th Street to Cascade Hwy.
 2. Only one applicant will be allowed to occupy a zone at any given time. If the applicant has specific location preferences within the assigned zone, the applicant shall include a street light location map indicating the areas of preference within the assigned zones.
 3. Construction Standards.
 - a. Banners shall be constructed in accordance with these standards and as shown on attached as Exhibit A.
 - b. Banners located on street light poles shall be two (2) sided.
 - c. Banner material shall be two-ply 12-ounce vinyl banner sheeting sewn together with a 1-1/2 inch border hem, or a commercial heat sealed hem. Banners shall be 23 inches wide by 48 inches long (center of mounting pocket to center of mounting pocket) with an overall length of 52 inches. Banners shall have a 5 inch (4 inch opening) mounting pockets or sleeve on both the top and bottom of the banner. Banner(s) shall be made of a durable material constructed to withstand wind pressure of 20 pounds per square foot of exposed surface. The Sign Official may approve a stronger material. Request for any alterations from this standard must be submitted and approved prior to permitting.
- C. Cross Street Banners. The following additional requirements shall apply to all cross street banner(s):
1. The City has identified two locations to allow cross street banners. The locations include:
 - a. One (1) located on ODOT facilities at the Highway 99E/Pedestrian Bridge
 - b. One (1) located on PGE power poles #412 and #413 on Molalla Avenue at Beverly Drive:
 2. Written approval from the following entities shall be obtained prior to submittal of an application to Oregon City.
 - a. Portland General Electric (PGE) approval is required for use of power poles #412 and #413 on Molalla Avenue at Beverly Drive
 - b. Oregon Department of Transportation (ODOT) approval is required for use of the Highway 99E/Pedestrian Bridge
 3. Construction Standards.
 - a. Banners shall be constructed in accordance with these standards and as shown on attached Exhibit A.
 - b. All banner(s) located on PGE power poles #412 and #413 on Molalla Avenue at Beverly Drive shall be two (2) sided.
 - c. All banner(s) located on the ODOT facility at the Highway 99E/Pedestrian Bridge shall be one (1) sided.
 - d. Banners shall be two ply 22-ounce vinyl banner sheeting sewn together with a 1 ½ inch border hem, or a commercial heat sealed hem and wind slits. Banner(s) shall be made of a durable material constructed to withstand wind pressure of 20 pounds per square foot of exposed surface. A stronger material may be approved by the Sign Official.
 - e. Banner support/attachment material shall be 40 feet of cord rope 1/4 inch diameter or, ½ inch wide flat fiber ribbon rope.
 - f. Banner(s) shall have 20 feet minimum clearance between the bottom of the banner and the roadway surface and clearance shall be maintained at all times. Banners shall not:

- i. Prevent the driver of a motor vehicle from having a clear and unobstructed view of official traffic control devices and approaching or merging traffic; or
- ii. Have any lighting

Exhibits:

Exhibit A - Example Banner Details

Cross Street Banner Example



Decorative Street Banner Double Arm



23" WIDE



5" Pockets
to create a
4" opening

48" LONG (center of pocket to
center of pocket)

52" LONG (overall)



Decorative Street Banner Single Arm



Banner Pocket 4"

