



May 17, 2019

Enhancement Grant Program Committee
City of Oregon City
625 Center Street
Oregon City, OR 97045

Re: Enhancement Grant Program –
Molalla Avenue Decorative Cross Street Banner System Application

Dear Committee Members:

The Oregon City Public Works Department is pleased to be submitting this application for a Metro Enhancement Grant for the Molalla Avenue Decorative Cross Street System Banner.

Previously, the City had a cross street banner system located on Molalla Avenue near Beverly Drive that utilized two PGE poles. Over the years, the cross street banner poles were utilized by a large range of groups and events. In late 2016, the City was notified by PGE that the poles used for the cross street banner location were no longer of the proper strength class for a cross street banner and in general were not supporting the idea of this kind of use on PGE poles. Since that time, the City has been considering new cross street banner locations and options for designing and building an effective standardized support system.

Under this application the Public Works Department is proposing to provide in-kind services to coordinate the design and placement effort with the work of a local artist to realize a banner facility within the Molalla Avenue Streetscape Project limits. This is a great opportunity to leverage the resources of an ongoing City project. This also allows us an opportunity to add a touch of art along the corridor and create a decorative cross street banner location that will provide a desirable, centralized location that can be used to promote community events, opportunities for work and training opportunities, as well as enhance art and culture within the City.

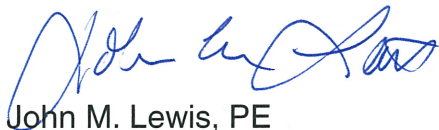
May 17, 2019
City of Oregon City Letter of Support
Molalla Avenue Decorative Cross Street Banner Application

Additionally, this process will present the opportunity to update and refine the policy language regarding cross street banner standards including a focus on content and aesthetics/appearance.

Once installed the decorative cross street banner poles will be owned by the City. The Public Works Department, through the Streets Division, manages the existing Banner Program. The City has a 'Policy for Cross Street Banners and Banners on Street Light Poles' that will be used to manage the use of the new decorative cross street banner location.

The Public Works Department encourages the grant selection committee to support the Molalla Avenue Decorative Cross Street Banner System proposed by awarding a Metro Enhancement grant in the full amount of \$25,000 to help cover the full project cost of \$36,000.

Sincerely,

A handwritten signature in blue ink, appearing to read "John M. Lewis".

John M. Lewis, PE
Public Works Director



**OREGON
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Metro

Enhancement Grant Program Application

Before filling out this form, please read the Enhancement Grant Program Information for complete submittal instructions and to be sure that your proposal qualifies for funding. Applications received after the deadline will not be accepted. Liability insurance coverage may be required. Limit answers to the space provided.

Title of Project Molalla Avenue Decorative Cross Street Banner

Organization City of Oregon City Public Works

Is this a Non-Profit Organization? Yes X No

Non-Profit Federal tax exempt ID Number 93-6002230

Address PO Box 3040

City, State, Zip Oregon City, OR 97045

Project Coordinator John Lewis Phone 503-496-1545

Email jmlewis@orccity.org

Chairperson of Governing Board (If Applicable) N/A

Phone N/A

Signature

(The person authorized to represent the organization must sign the application with a digital signature or actual signature on a hard copy.)

*****Complete the budget sheet on page 7 first.**

Amount totals from that sheet will auto fill into this table

Grant Amount Requested:	\$	25,000.00
+ Matching Funds (Cash):	\$	9,000.00
+ In-Kind Matching Funds (See question #15):	\$	2,000.00
= Total Cost of Project:	\$	36,000.00



**OREGON
CITY**



Metro

Enhancement Grant Program Application

Before filling out this form, please read the Enhancement Grant Program Information for complete submittal instructions and to be sure that your proposal qualifies for funding. Applications received after the deadline will not be accepted. Liability insurance coverage may be required. Limit answers to the space provided.

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Chairperson of Governing Board (If Applicable) N/A

Phone N/A

Signature _____
(The person authorized to represent the organization must sign the application with a digital signature or actual signature on a hard copy.)

*****Complete the budget sheet on page 7 first.**

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Grant Amount Requested:	\$	25,000.00
+ Matching Funds (Cash):	\$	9,000.00
+ In-Kind Matching Funds (See question #15):	\$	2,000.00
= Total Cost of Project:	\$	36,000.00

Proposal Information

1. Is this your first grant application to the Enhancement Grant Committee?

Yes _____ No X

2. Have you received an Enhancement Grant in the last 3 years? (Include past Metro Enhancement Grants)

Yes _____ No X

If yes, please describe the projects/programs for which you received funding.

The Public Works Department was awarded an Enhancement Grant for the McLoughlin Promenade Wall Caps Repair Project in 2017.

3. If you received an Enhancement Grant last year, what is the status of the project?

N/A.

4. Will this grant-funding request be used for the first phase of a project, with possible grant requests for future phases?

Yes X No _____

If yes, please explain.

This grant request is for funding for design and installation of decorative cross street banner poles on Molalla Avenue as part of the Molalla Avenue Streetscape Project. The technical work (design of the foundation and poles and developing banner design standards) would be completed as part of this grant, but it would also establish the standards and create procedures and efficiencies that would be applicable to other potential future decorative cross street banner locations within Oregon City. The funding would also purchase the first banner to be installed, which would thank users of the corridor for their patience during construction and acknowledge both the grant program that funded the Molalla Avenue Streetscape Project, as well as the grant program that funded the decorative cross street banner poles installation.

Other possible corridors for future consideration of decorative cross street banner installations include Beaver Creek Road and another location along Molalla Avenue north of Beaver Creek. However, the decorative and artistic nature of these cross street banners would likely make them sought after in other areas to promote community and local events.

5. Briefly describe the project for which you are requesting funds.

This application is to provide funding for design, construction, and installation of Decorative Cross Street Banner poles on Molalla Avenue as part of the [Molalla Avenue Streetscape Project](#). The proposed location of the decorative cross street banner poles has not been finalized but would be on Molalla Avenue somewhere between Fir Street and Lazy Creek Lane.

The decorative cross street banner poles provide an artistic element either at the top, or along the length of the pole, if desired. As shown in the photo below, the City of Tigard utilized the talents of a local glass blower to create the glass orbs used on their installation. As seen in the third photo, the City of Estacada selected a fish as their artistic element.



Decorative Cross Street Banner installation in the City of Tigard



Detail of the artistic elements selected for the City of Tigard (left) and the City of Estacada (right) Banner Poles

6. Describe why this project was selected and the community need(s) to which it will respond.

The timing for installation of a decorative cross street banner poles is ideal as we are currently in the design phase of the Molalla Avenue Streetscape Project. We could leverage the work we are doing for that project both in regards to the prep work and installation of this decorative cross street banner.

Previously, the City had a cross street banner that was located on Molalla Avenue near Beverly Drive, which was mounted on PGE poles. Over the years, this cross street banner was utilized by a large range of groups and events including the Oregon City Farmers Market, Main Street Oregon City (now known as the Downtown Oregon City Association), the Clackamas County Fair, the Beavercreek Telephone Company, the Oregon City Soccer Club, and the Oregon City Chamber of Commerce.

In late 2016, the City was notified by PGE that the poles used for the cross street banner were no longer of the proper strength class for a cross street banner, so the banners were discontinued at this location. Since that time, the City has been working to identify a new cross street banner location to accommodate the continued need/potential for use by community groups.

With the Enhancement Grant, we will be able to create a desirable, centralized location for a decorative cross street banner that the community will be able to utilize. This will help groups promote their community events, and these events provide a myriad of benefits for Oregon City and the surrounding areas. Building a sense of community by bringing our citizens together for events of common interest – in addition to the economic benefits of potentially drawing in visitors from surrounding areas – is a win/win for all our citizenry.

As Oregon City and its community groups have grown, the number of events and the need for promoting these events has grown as well. According to the Downtown Oregon City Association, the 11 main events they will host this year (with the potential for 20 major events in 2020) will draw over 20,000 people to our city. That number of visitors can be a huge boon to our businesses and economy.

Not only are we filling a huge community need through this project, but we will also be laying the foundation and creating the processes to allow other decorative cross street banner poles to easily and efficiently be added throughout Oregon City.

7a. Identify and describe how this proposal meets one or more of the goals for funding within the enhancement area boundaries (check those below that apply and describe by item number below).

- ☒ 1 Result in significant improvement in the cleanliness of the City.
- ☐ 2. Increase reuse and recycling efforts or provide a reduction in solid waste.
- ☒ 3. Increase the attractiveness or market value of residential, commercial or industrial areas.

- ☐ 4. Result in rehabilitation or upgrade of real or personal property owned or operated by a nonprofit organization having 501(c)(3) status under the Internal Revenue Code.
- ☐ 5. Enhance new or existing wildlife, riparian zones, wetlands, forest lands or marine areas, and/or improve the public awareness and the opportunities to enjoy them.
- ☒ 6. Preserve or increase recreational areas and programs within the City.
- ☐ 7. Improve safety within the City.
- ☒ 8. Increase employment or economic opportunities for City residents.
- ☒ 9. Provide work or training opportunities to benefit youth, seniors and low-income persons or underserved population.
- ☒ 10. Enhance art and culture within the City.

7b. List by item number from 7a and describe how the project meets each goal.

1. Result in significant improvement in the cleanliness of the City.

Installation of decorative cross street banner poles will provide a specific, centralized location that can be used for community outreach of events in Oregon City. This type of centralized advertising may help discourage placement of flyers on utility poles which diminishes cleanliness within our neighborhoods and creates additional workload for those who have to remove them.

The Oregon City Municipal Code Section 15.28.100 – Signs in the right-of-way, Section B Cross Street Banners, allows the installation of cross street banners in the right-of-way upon issuance of a permit in accordance with the requirements contained in the most recent adopted Policy for Cross Street Banners and Banners on Street Light Poles. Banners shall be installed, resecured, and removed by the city. This also reduces helps manage risk to the City by using trained professionals to install and remove the banners, and remove the risk to its citizens who currently post activity flyers on utility poles.

3. Increase the attractiveness or market value of residential, commercial or industrial areas.

The installation of a decorative cross street banner will increase the attractiveness of the corridor by helping to build a strong, healthy and informed community. The aesthetic and artistic nature of the banner poles will add visual appeal and cultural ties to the area. Increasing the attractiveness of the City as a whole by sharing our City through events draws others to discover the developed and natural beauty of our area.

Increasing positive opinions about Oregon City ultimately leads to increased demand for services and property. Increased demand typically leads to growth in the economy and increases in the market value of property within the area.

6. *Preserve or increase recreational areas and programs within the City.*

The previous cross street banner poles were utilized by various groups to share upcoming event information, solicit participation on sporting teams, and promote local sports groups. One of the clubs that have historically used this location was the Oregon City Soccer Club. Their banner would promote registration for youth to sign up to play soccer.

Sporting teams and programs are another way for this street banner to help enhance Oregon City through developing our sense of community. Public banner reminders of events and registration drives will help to increase our recreational programs within the City.

The banner poles would also be available for use by community events such as Movies in the Park and Concerts in the Park or other recreational opportunities in Oregon City.

8. *Increase employment or economic opportunities for City residents.*

The banner pole location would be open to use by employers, educational institutions, and/or to promote career and technical education opportunities. The statistics below from Clackamas Community College represent the need for the cross street banner and the marketing opportunities that it will provide:

- Last year, nearly 60 Oregon City businesses were served by the college's Small Business Development Center.
- Over the last five years, CCC has offered 767 customized training sections, enrolling 4,734 students with an average of annual participation of 2,043. In a given year, we serve 50+ area employers.
- Clackamas Community College's tagline is "Education That Works," and they mean it. Through their partnership with Oregon City, they provide an "Education that Works" and Oregon City "Puts Education to Work". The community outreach and marketing that the cross street banner will provide will strengthen this partnership which will increase employment and economic opportunities for City residents. The two go hand in hand.

9. *Provide work or training opportunities to benefit youth, seniors and low-income persons or underserved population.*

One of the criteria in the Metro Regional Flexible Funds Active Transportation Grant funding awarded to the Molalla Avenue Streetscape Project was that the project provided benefits to environmental justice communities. The Molalla Avenue corridor has higher than average percentages of low-income, non-white, senior and youth populations along it. Banners promoting event or opportunities in this corridor would be visible to all Oregon City citizens, especially our environmental justice communities.

Clackamas Community College's TechHire Clackamas program provides young adults, ages 17 to 29, and front-line incumbent workers with the skills they need – through innovative training approaches, specialized services and one-on-one guidance and support – to gain employment in and advance to new positions in H-1B occupations in the manufacturing and technology industries. Programs of this type need to be made known to our youth, low-income, and/or underserved populations so they may take the opportunities that it provides. The cross street banner marketing within the Molalla Avenue corridor will definitely reach these targeted communities and could provide information regarding job fairs, workshops, trainings, and degree programs.

10. Enhance art and culture within the City.

The proposed decorative cross street banner poles will be designed and built by a local artist, Ben Dye. Ben has other sculptures featured in Oregon City and has created similar decorative cross street banners in other cities.

Installation of public art creates a sense of place and space. It makes people more aware of their environment and more invested in their community. Installation of public art such as the decorative cross street banner poles will work toward accomplishment of the City Commission goal to Enhance the Livability of the Community.

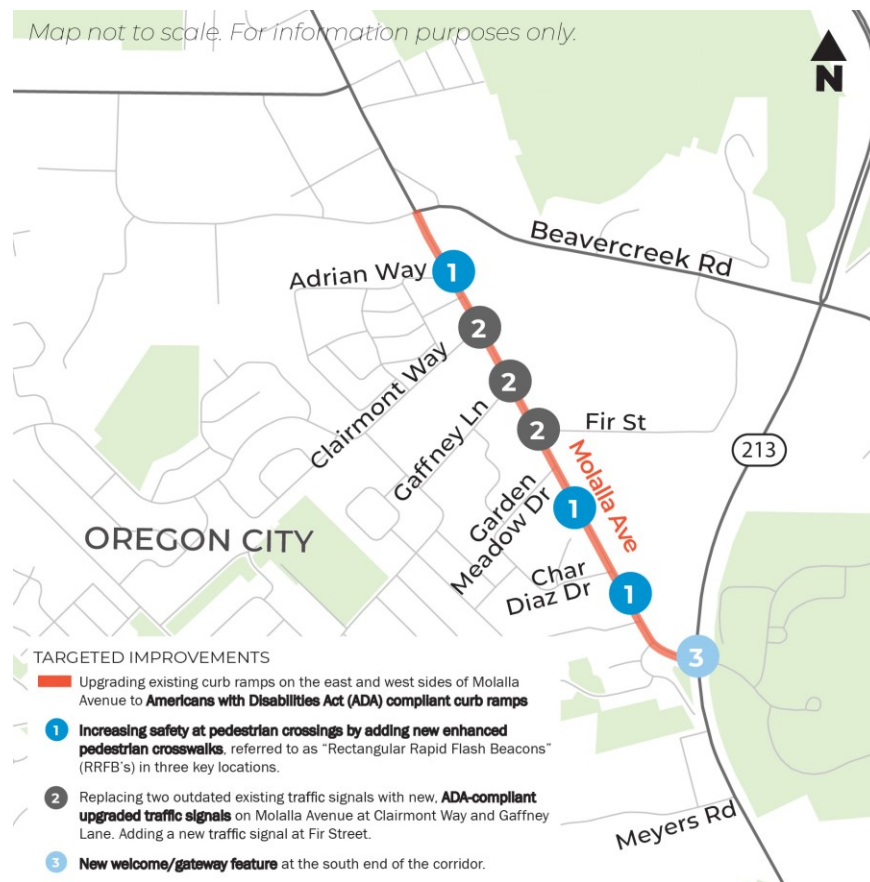
Arts-based placemaking is an integrative approach to urban planning and community building that stimulates local economies and leads to increased innovation, cultural diversity, and civic engagement. Because the banner poles integrate an art component, they can strongly relay a community presence. The decorative poles bring together art and functionality in a way that will enhance our Oregon City culture.

8. Project Period: ~12 Months
(Number of months in duration)
Beginning Date: July 2019
Ending Date: ~ Summer 2020 (depending on Molalla Avenue construction schedule)

9. What is the geographic area of Oregon City where the project will take place?

The decorative cross street banner will be located on Molalla Avenue, somewhere in the corridor between Fir Street and Lazy Creek Lane. Molalla Avenue serves as a Major Arterial in the area and is a corridor that connects many parts of the city.

Following is the Project Overview Map for the Molalla Avenue Streetscape Project.



10. How will the community benefit by your project? What is the estimated number of people affected and anticipated outcome(s)?

Installation of a decorative cross street banner poles will provide art along the corridor, creating a sense of community and placemaking. The design of the decorative banner poles also provides an opportunity to create an iconic structure that can be used to tie geographical elements together. Perhaps banner poles throughout the City could be designed to match geographical elements and create community indicators. In addition, this street banner will promote events within the city that citizens can attend, or become involved in, which increases the sense of community, partnerships, and belonging.

Molalla Avenue in Oregon City is a key corridor for motorists, transit users, pedestrians and bicyclists. The corridor connects Oregon City's Downtown and Regional Center with Clackamas Community College and the Clackamas County Red Soils Campus, and connects residential areas on the west side to commercial areas on the north and east sides.

The Average Daily Traffic on this section of Molalla Avenue is ~13,500 vehicles today, but this number is expected to increase to ~18,000 by the year 2040. Additionally, the corridor is a TriMet Frequent Service Line, with buses running every 15 minutes or better most of the day, every day. The information available on the banner will benefit those who live in the area, and those who travel the corridor.

The area proposed for the decorative cross street banner is along a TriMet frequent service line that runs on Molalla Avenue every 15 minutes.

11. What community resources will be used as support for this project (i.e. community, city-owned property, city departments, transportation services or other civic groups)?

Once installed, the decorative cross street banner poles will be owned by the City. The Public Works Department, through the Streets Division, manages the existing Banner Program. The City has a “Policy for Cross Street Banners and Banners on Street Light Poles” that will be updated and used to manage the use of the new decorative cross street banner poles location.

The City will work with the artist to determine the artistic element included on the poles.

12. Briefly describe prior experience managing similar projects, including any past enhancement projects.

Day-to day-management of the grant, including coordination with the artist, foundation design, installation of the foundation, installation of the cross street banner, and banner design standards will be managed by Public Works staff as part of the Molalla Avenue Streetscape Project.

The Public Works Department has managed a significant number of grant projects over the years. Most recently, it has completed the Enhancement Grant for the McLoughlin Promenade Wall Caps Repair Project, funded in the 2017 grant program. Notable projects include the current Molalla Avenue Streetscape Project, McLoughlin Boulevard Improvements, and improvements on Highway 213 at I-205 (the Jughandle Project).

The City is familiar with all aspects of project management for this type of project, ranging from securing and managing consultants, inspections, testing, and completing associated administrative work.

13. List anticipated project milestones and dates (e.g. groundbreakings, significant facility improvements, large gatherings of volunteers, public meetings, conferences, special activities and events).

The Molalla Avenue Streetscape Project timeline is as follows:

- Design Phase: Spring 2019 – Late Fall 2019
- Construction Phase: Spring 2020 – Late Fall 2020

If the grant is received, staff will include information about the decorative cross street banner in our Molalla Avenue Streetscape Project outreach moving forward. We anticipate our next large outreach event to be Open House #2 in July 2019.

As previously mentioned, the City will work with the artist to determine the artistic element included on the poles. This work to determine the artistic elements is expected to occur in the Fall of 2019.

- 14. An exit report will be required once the project is complete, per a signed Enhancement Grant agreement. Describe the measurements you will use to assess the program/project effectiveness. In other words, how will the effectiveness of the program/project be tracked and evaluated (i.e. number of people served; improvements and/or beautification; number of volunteers attracted; amount of area cleaned or rehabilitated, etc.)? Be sure to describe project goals, changes and noticeable benefits that will come about as a result.**

The effectiveness of the project will be measured in two ways. The first measurement will be the actual installation of the cross street banner poles with the artistic elements along the corridor. This will begin the work to create an increased sense of community and provide art along the Molalla Avenue corridor. The second measurement will be once the decorative cross street banner poles are installed and are used by the community to share information, promote local events, engage the community, and create a sense of community.

15. List sources of support for in-kind matching support (e.g. volunteer hours and donations). In order to estimate the value of donated volunteer time refer to the Enhancement Grant Program Information sheet for current value.

Item	Source of Support	Estimated Value (\$)
Foundation Design	Molalla Avenue Streetscape Project	\$4,000
Foundation Construction	Molalla Avenue Streetscape Project	\$4,000
Banner Standards	Molalla Avenue Streetscape Project	\$1,000
Project Management & Coordination with Molalla Avenue Streetscape Project	City of Oregon City	\$2,000

16. List all grants applied for in support of this project and commitments confirmed to date.

The City has received a \$3.8M grant from Metro as part of the Regional Flexible Funds Allocation (RFFA) grant program for bike and pedestrian improvements along the corridor. Currently that project is in the design phase. The RFFA grant does not include funding for a cross street banner or other art along the corridor.

17. What is the percentage of Enhancement will be used for personnel services or administrative costs? 0%

18. Will the administrator be a paid position? Yes X No

Yes, the project manager is a paid City of Oregon City employee. However, funding for this project will be provided through budget allocated to the Molalla Avenue Streetscape Project.

19. Proposed Budget—on the following page please complete the proposed budget. Modify line items as needed to reflect proposed expenses.

- Column A: Show grant monies needed for the program/project.
- Column B: Show cash matching funds.
- Column C: Show donations or in-kind volunteer labor (from question 15).
- Column D: Totals for each category.

*****These figures will be transferred to the table on the first page of this application.*

Proposed Budget

Suggested List (not inclusive)	(A) Grant Dollars Requested	(B) Matching Funds (Cash)	(C) In-Kind Matching Support	(D) Total
Personnel Services (salaries, administration)			\$2,000	\$2,000
Project Administration costs (clerical, advertising, graphics, printing, postage)	\$1,000			1,000
Materials				
Equipment/Supplies				
Construction Costs				
Event Costs				
Transportation Costs				
Insurance Costs (if needed)				
Additional Costs (List)				
Artist Services & Materials	\$22,000			\$22,000
Foundation Design		\$4,000		\$4,000
Banner Standards		\$1,000		\$1,000
Foundation Construction		\$4,000		\$4,000
Banner Pole Installation	\$2,000			\$1,000
Totals	\$25,000	\$9,000	\$2,000	\$36,000

May 13, 2019

Enhancement Grant Program Committee
City of Oregon City
625 Center Street
Oregon City, OR 97045

Re: Letter of Support for Enhancement Grant Program
Molalla Avenue Decorative Cross Street Banner Application

Dear Committee Members:

Clackamas Community College is happy to support the Oregon City Transportation Advisory Committee in its application for a Metro Enhancement grant for the Molalla Avenue Decorative Cross Street Banner.

At Clackamas Community College, we're here to serve our students and our community. Our mission and values guide our decision making and we are constantly learning about our community and our students so we can adapt to their needs and think toward the future. Now we're growing and expanding so we can keep in step with workforce needs and career demand.

Grant Criteria: Increase employment or economic opportunities for City residents.

- Clackamas Community College's tagline is "Education That Works," and we mean it. Through our partnership with Oregon City, we provide an "Education that Works" and Oregon City "Puts Education to Work."
- Last year, nearly 60 Oregon City businesses were served by the college's Small Business Development Center.
- Over the last five years, CCC has offered 767 customized training sections, enrolling 4,734 students with an average of annual participation of 2,043. In a given year, we serve 50+ area employers.

Grant Criteria: Provide work or training opportunities to benefit youth, seniors and low-income persons or underserved population.

- The Molalla Avenue corridor has higher than average percentages of low-income, non-white, senior and youth populations.
- The college's TechHire Clackamas program provides young adults, ages 17 to 29, and front-line incumbent workers with the skills they need – through innovative training approaches, specialized services and one-on-one guidance and support – to gain employment in and advance to new positions in H-1B occupations in the manufacturing and technology industries.

- A street banner could promote college events and offerings, such as job fairs, workshops, trainings, certificates and degrees.

Clackamas Community College encourages the grant selection committee to support the Molalla Avenue Decorative Cross Street Banner proposed by the Oregon City Transportation Advisory Committee by awarding them a Metro Enhancement grant.

Sincerely,

A handwritten signature in black ink that reads "Tim S. Cook". The signature is written in a cursive style with a large, sweeping initial "T" and a distinct "S" before the last name "Cook".

Dr. Tim Cook
Clackamas Community College president



May 15, 2019

Enhancement Grant Program Committee
City of Oregon City
625 Center Street
Oregon City, OR 97045

Re: Letter of Support for Enhancement Grant Program
Molalla Avenue Decorative Cross Street Banner Application

Dear Committee Members:

Clackamas Workforce Partnership (CWP) is happy to support the Oregon City Transportation Advisory Committee in their application for a Metro Enhancement grant for the Molalla Avenue Decorative Cross Street Banner.

Clackamas Workforce Partnership's mission is to address critical workforce, education and training challenges, and develop a skilled workforce that meets the needs of businesses and strengthens the local economy of Clackamas County. Our *Strategic Plan 2016-2020* lays out four overarching goals focused on strengthening our engagement and support for businesses, job seekers, emerging workers and resources for workforce development.

The Molalla Avenue area has a high rate of low-income people living in the general vicinity and experiences heavy traffic daily. Part of CWP's mission is to provide employment supports, education, and training services for job seekers and community member experiencing barriers to long term, gainful employment. The banner would allow CWP and its affiliates to better advertise these free services and opportunities to populations who would most benefit.

Clackamas Workforce Partnership encourages the grant selection committee to support the Molalla Avenue Decorative Cross Street Banner proposed by the Oregon City Transportation Advisory Committee by awarding them a Metro Enhancement grant.

Sincerely,

A handwritten signature in blue ink that reads "Bridget Dazey". The signature is fluid and cursive, with the first name "Bridget" and last name "Dazey" clearly distinguishable.

Bridget Dazey
Executive Director



May 15, 2019

Enhancement Grant Program Committee
City of Oregon City
625 Center Street
Oregon City, OR 97045

2019 Board

President
Zach Stokes

Vice President
Mike Mitchell

Treasurer
Craig Morrow

Secretary
Brian Slack

Board Members
Michael Brand (non-voting)
Don Scott
Gene Gligorea
Erik Orton
Denyse McGriff (non-voting)
Andy Spicer

Interim Executive Director
Liz Hannum

Re: Letter of Support for Enhancement Grant Program
Molalla Avenue Decorative Cross Street Banner Application

Dear Committee Members:

Downtown Oregon City Association (DOCA) is happy to support the Oregon City Transportation Advisory Committee in their application for a Metro Enhancement grant for the Molalla Avenue Decorative Cross Street Banner.

We see Downtown Oregon City as a thriving and vibrant mix of economically viable and unique businesses, activities, restaurants and housing that attracts local residents and visitors and that entices future residents and businesses to relocate into the area. As the heart and soul of our historic community, downtown connects us with each other, to our rich heritage as the first city of the Oregon Territory and to the larger metropolitan area. DOCA's programs are rooted in four key areas: promotions, marketing and tourism; design and beautification; economic enhancement and research; and community engagement.

The installation of a decorative cross street banner on Molalla Avenue delivers on all four of DOCA's key areas. The installation of a new decorative cross street banner will:

- Create a location for promotion of events & tourism opportunities that are held in historic downtown Oregon City.
- Including an artistic element on the banner poles will work to create beautification of Oregon City by enhancing the art and culture.
- Use of the banner poles to promote local events, draws people to downtown, which in turn creates economic enhancement.

814 Main Street, Oregon City, OR 97045 | info@downtownoregoncity.org | p 503.802.1640
Taxpayer ID: 26-2907232

Downtown Oregon City Association is a 501(c)(3) non-profit that leads revitalization efforts of Oregon City's 175r-old downtown.

- The opportunity to promote events that occur in downtown allows broader community engagement and an opportunity to encourage new visitors to historic downtown.

Downtown Oregon City will host 11 events this year with the potential for 20 more in FY2020. These events range from our biggest event: First City Celebration, with 5-7,000 visitors to the Oregon Trail Game 5k with 700+ runners, a few wine/spirits walks throughout the year with 500 participants each, the Brews and Broomsticks Pub Crawl which topped out at 2,500 participants last year, and then Holiday traditions like Trick or Treat on Main Street with 3,000+ and the Tree Lighting Ceremony with 1,000+ participants. We've also handed over production of several of our events to local businesses or organizations that could utilize this banner like the Oregon Trail Brewfest that has had as many as 5,000 participants in previous years; the antique fair and the car show.

DOCA encourages the grant selection committee to support the Molalla Avenue Decorative Cross Street Banner proposed by the Oregon City Transportation Advisory Committee by awarding them a Metro Enhancement grant.

Sincerely,

Liz Hannum
Executive Director



Enhancement Grant Program Committee
City of Oregon City
625 Center Street
Oregon City, OR 97045

5/15/19

Re: Letter of Support for Enhancement Grant Program
Molalla Avenue Decorative Cross Street Banner Application

Dear Committee Members:

Oregon City Farmer's Market is very happy to support the Oregon City Transportation Advisory Committee in their application for a Metro Enhancement grant for the Molalla Avenue Decorative Cross Street Banner Pole Installation.

As a regularly held event within the City, the Farmers Market has utilized cross street banners for many years as a major form of advertising prior to PGE's termination of hosting banners on their poles a few year back.

During our frequent annual customer dot surveys, banners are repeatedly noted as the #1 form of advertising that reminds customers to attend the event. Oregon City has seen a large population increase over the past years and I often run into people who have never been or even heard of the Farmers Market!

Installation of a decorative cross street banner on Molalla Ave will:

- **Increase the attractiveness or Market Value of residential , commercial or industrial areas.**

A vibrant and culturally-interesting city is a goal this City aspires to. Given how oddly-shaped the City is geographically, having the ability to hang cross-street banners in a central and well-travelled area (Molalla Ave) will help not only the Farmers Market but other non-profits groups promote events, increasing the attractiveness of the City as a whole, and therefore increasing the market value of property.

- **Enhance the art and culture within the City.**

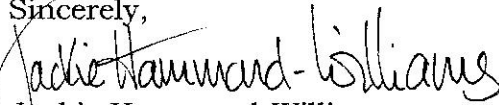
Decorative cross street banner poles would greatly enhance art and culture within the City. The Farmers Market hosts local artists, crafters and musicians as does the Art



Festival and Concerts in the Park. Without prominent visibility within the City (even in the day of social media) it is much harder to attract attendees to an event.

I urge you to approve this application. It certainly will enhance the City to once more be able to hang cross-street banners on artistically-designed and functional poles, which in turn will support local events, creating a vibrant and attractive community.

Sincerely,

A handwritten signature in black ink that reads "Jackie Hammond-Williams". The signature is written in a cursive, flowing style with a large initial "J".

Jackie Hammond-Williams
Manager, OCFM.



May 14, 2019

Enhancement Grant Program Committee
City of Oregon City
625 Center Street
Oregon City, OR 97045

Re: Letter of Support for Enhancement Grant Program
Molalla Avenue Decorative Cross Street Banner Application

Dear Committee Members:

Oregon City Business Alliance is happy to support the Oregon City Transportation Advisory Committee in their application for a Metro Enhancement grant for the Molalla Avenue Decorative Cross Street Banner.

Our Purpose: To attract, build, and keep businesses in Oregon City by educating the voting public about economic issues, influencing public policy, and encouraging qualified individuals to run for local public office, commissions, and committees.

Our Mission: The Oregon City Business Alliance will promote and advocate for a diverse, healthy, and growing economy in Oregon City.

Grant Criteria: Increase employment or economic opportunities for City residents.

Oregon City Business Alliance encourages the grant selection committee to support the Molalla Avenue Decorative Cross Street Banner proposed by the Oregon City Transportation Advisory Committee by awarding them a Metro Enhancement grant.

Sincerely,

A handwritten signature in cursive script that reads "Kent Ziegler".

Kent Ziegler
President
Oregon City Business Alliance
PO Box 1088
Oregon City, OR 97045-0077





May 17, 2019

Enhancement Grant Program Committee
City of Oregon City
625 Center Street
Oregon City, OR 97045

Re: Letter of Support for Enhancement Grant Program
Molalla Avenue Decorative Cross Street Banner Application

Dear Committee Members:

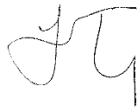
The Oregon City Community Development Department wishes to express support for the grant application submitted by the Oregon City Transportation Advisory Committee in their application for a Metro Enhancement grant for the Molalla Avenue Decorative Cross Street Banner. This project will serve the public and the region long into the future.

The Oregon City Municipal Code Section 15.28.100 – Signs in the right-of-way, Section B Cross Street Banners, allows the installation of cross street banners in the right-of-way upon issuance of a permit in accordance with the requirements contained in the most recent adopted Policy for Cross Street Banners and Banners on Street Light Poles. The proposed location of the cross street banner will replace one of the existing locations identified in the policy as that location is no longer structurally stable (Molalla Avenue & Beverly Drive). If this grant is approved, the policy will be revised and updated to incorporate the new cross street banner location. No Building Permits are required for this proposal.

The installation of decorative cross street banner poles can assist in the placemaking goals of the City's plans. Additionally, a decorative cross street banner will provide a desirable, centralized location that can be used to promote community events, opportunities for work and training opportunities, enhance art in the City and remove visual clutter, which can occur with a decentralized approach to event advertising.

The Community Development Department encourages the grant selection committee to support the Molalla Avenue Decorative Cross Street Banner proposed by the Oregon City Transportation Advisory Committee by awarding them a Metro Enhancement grant.

Sincerely,

A handwritten signature in black ink, appearing to be 'LT' or 'Laura Terway'.

Laura Terway, AICP
Community Development Director
City of Oregon City