



City Center Banner Policy



I. PURPOSE

To allow applicants to announce events by hanging banners from city property across public rights-of-way (“Street Banner”) and along public rights-of-way (“Pole Banner”).

II. DEFINITIONS

A. STREET BANNER

A single banner located on Central Avenue between 5th and 6th Streets.

B. POLE BANNER

Pole Banners are of three types: 1) Large Rectangular Signal Pole Banners; 2) Small Rectangular Light Pole Banners; and 3) Small Triangular Light Pole Banners. Pole Banners may be installed on designated City-owned light poles within Downtown Medford.

III. MANAGEMENT

This banner policy applies to the Medford downtown core area defined by 10th Street, Oakdale Street, 4th Street and Bear Creek. The City Center Banner Program will be administered by the Medford Urban Renewal Agency (AGENCY).

IV. BANNER PERMIT APPLICATION PROCEDURES

AGENCY shall accept applications for banner installation on a first-come, first-serve basis. Applications may not be submitted more than six months prior to the requested installation date.

AGENCY shall review banner applications based on all criteria set forth herein.

All banner applications shall be accompanied by a legible colored scale drawing identifying the banner content, design and size.

Pole Banner applications shall be accompanied by a street diagram indicating which street poles will be utilized.

When considering applications, in addition to the criteria set forth herein, AGENCY shall consider aesthetic qualities of the banners. In its discretion, AGENCY may require design

revisions and re-submission prior to approval. AGENCY accepts no responsibility for the time involved in re-submission until approval is met.

V. BANNER CONTENT

All banners must announce an event. Street banners must include the event's date and location. Events must occur within Medford city limits and/or benefit the Medford community, i.e. Jackson County Fair. If the event occurs in another city, as well as in Medford, the banner may list that other city only if the banner is also hung in that other city, causing benefit to Medford by reciprocal advertising.

VI. BANNER DESIGN

A. Banner Design

Imagery, copy and word-type shall be placed on both sides of all banners. Imagery and word-type shall be appropriately scaled for long-range visibility by drivers and pedestrians.

Banner design shall comply with the following:

1. Street Banners

Height: Maximum 36 inches hemmed; minimum 34 inches hemmed.

Width: Maximum 35 feet hemmed; minimum 20 feet hemmed.

Street Banners shall have a minimum of twelve 8-inch arc-shaped wind slits.

Street Banners shall have grommets at all four corners, and at three-foot intervals across the top and bottom.

2. Pole Banners

a. Light Pole Banners

Each light pole accommodates one Small Rectangular Banner and one Small Triangular Banner.

a.1. Small Rectangular Light Pole Banners

Height: 48 inches on-center (from center of top slot to center of bottom slot).

Width: 19 inches.

Three 3-inch to 4-inch arc-shaped wind slits shall be inserted, one each at the top, at the middle, and at the bottom of the banner.

At a minimum, Small Rectangular Light Pole Banners shall be installed on every other pole per designated block or on every pole on a designated block face. A block shall be defined as both sides of a street between two cross streets. A block face shall be defined as one side of a street between two cross streets.

Sleeves for mounting Pole Banners to the horizontal mounting arms are required at both top and bottom of each banner. They shall be a maximum of 48 inches apart from center (of top slot) to center (of bottom slot). The slots shall be a minimum of 4.5 inches in width to accommodate the mounting arms.

a.2. Small Triangular Light Pole Banners

Height: 48 inches on center (from center of top slot to center of bottom slot).

Width: 19 inches at the top by 2 inches at the bottom.

One 3-inch to 4-inch arc-shaped wind slit shall be inserted at the top center of banner.

At a minimum, Small Triangular Light Pole Banners shall be installed on every other pole per designated block or on every pole on a designated block face. A block shall be defined as both sides of a street between two cross streets. A block face shall be defined as one side of a street between two cross streets.

Sleeves for mounting Pole Banners to the horizontal mounting arms are required at both top and bottom of each banner. They shall be a maximum of 48 inches apart from center (of top slot) to center (of bottom slot). The slots shall be a minimum of 4.5 inches in width to accommodate the mounting arms.

b. Large Traffic Pole Banners

Height: 120 inches on-center (from center of top slot to center of bottom slot)

Width: 36 inches

Three 6-inch to 8-inch arc-shaped wind slits shall be inserted one each at the top, at the middle, and at the bottom of the banner.

Sleeves for mounting Pole Banners to the horizontal mounting poles are required at both top and bottom of the banner, and no farther apart than 120 inches center (of top slot) to center (of bottom slot). The slots shall be a minimum of 4.5 inches in width to accommodate the mounting arms.

The minimum number of Large Traffic Pole Banners shall be two. Additional Large Traffic Pole Banners may be required in increments of two.

VI. SCHEDULING

A. Street Banners

Street Banners approved under this policy shall be installed no earlier than fourteen (14) days prior to the start of an event, and shall be removed within seven (7) days of the end of the event. Banners shall not be allowed to remain in place for more than fourteen (14) days, even if the event exceeds that duration.

B. Pole Banners

Pole Banners approved under this policy shall be installed for no fewer than thirty (30) days and no more than ninety (90) days.

VII. APPLICATION FEES AND INSTALLATION COSTS

A. Application Fees

AGENCY shall charge a non-refundable designated processing fee, payable to AGENCY, for all banner applications. The processing fee shall be paid at time of application. This fee shall be paid separately from costs for installation and removal as described in B. Installation and Removal Costs (below).

B. Installation and Removal Costs

1. Street Banners

Upon approval of a submitted Street Banner application, a single designated payment shall be made for both installation and removal of Banners. The payment shall be written directly to a AGENCY approved contractor and delivered to AGENCY for disbursement to the contractor. No banner shall be installed without payment of the installation and removal fee.

2. Pole Banners

Upon approval of a submitted Pole Banner application, a designated hourly fee shall be charged for Pole Banner installation and removal. An AGENCY approved contractor shall bill the applicant directly upon completion of installation and removal of banners. Applicant shall remit payment directly to the contractor.

A letter of credit or cash deposit written to the contractor for the anticipated cost of installation and removal of Pole Banners shall be submitted to AGENCY with the application. If a cash deposit is remitted, it shall be credited toward the entire cost of installation and removal of the Pole Banners.

VIII. DELIVERY, INSTALLATION, REMOVAL AND RETRIEVAL

All banners shall be delivered to AGENCY at the designated time, as indicated in A. Delivery. Installation and removal shall be performed only by AGENCY approved contractors, as indicated in B. Installation and Removal. After banners are removed by the contractor and returned to AGENCY, applicants must retrieve the banners as indicated in C. Retrieval.

A. Delivery

All banners shall be delivered to AGENCY no sooner than two (2) weeks, and no later than one (1) week, prior to the installation date.

B. Installation and Removal

As set forth in VII. APPLICATION FEES AND INSTALLATION COSTS, upon approval, applicants shall deposit fees with AGENCY to cover installation and removal of banners. All installation and removal shall be conducted by AGENCY approved contractors only. Installation and removal shall be conducted according to a schedule set forth on the approved application form. Upon removal, the contractor shall return banners to AGENCY for the applicant's retrieval.

C. Retrieval

Applicants must retrieve banners from AGENCY within ten (10) days of their removal. Neither AGENCY, the City, nor any AGENCY approved contractor is responsible for banners held more than ten (10) days after removal.

IX. EMERGENCY BANNER REMOVAL

AGENCY or the City may declare a banner a hazard or nuisance; or may declare an emergency. In such event, AGENCY or the City may direct the removal of any banner(s) at any time. Applicants assume this risk and will be charged for the cost of removal of banners under this section.

X. LIABILITY WAIVER, HOLD HARMLESS, INDEMNITY AND INSURANCE

All applicants shall agree in writing to waive any and all claims for damages to their banners; agree to hold harmless; and indemnify AGENCY, the City, their employees, agents and representatives from damage claims arising out of the storage, installation, display and removal of banners; and provide a certificate of insurance naming AGENCY and the City of Medford as additional insured.

XI. CONTACT INFORMATION

For questions or more information, please contact Medford Urban Renewal Agency, 45 South Holly St., Medford, Oregon 97501, (541) 774-2700.