

Route 54 Banner Board Application

Town of Ashland



Department of Planning and Community Development
101 Thompson Street
Ashland, Virginia 23005

Phone: (804) 798-1073

www.ashlandva.gov

Fax: (804) 798-4892

Organization: _____

Contact Name: _____ Phone: _____

Address: _____

Email: _____

Event

Event _____ Name: _____

Location _____ (Address): _____

Date(s) of Event: _____ Date(s) on Banner Board: _____

Is there a charge for the event? Yes No Fee (if applicable): _____

How will the proceeds be used to benefit the community?

Banner Collection

Banners/signs must be picked up at the Town Hall within **5 days after the event.**

Name: _____

Phone: _____

Email: _____

TO BE COMPLETED BY STAFF

Application Date: _____

Date Up: _____

Banner Collected

Date: _____

Name: _____

Town of Ashland Representative: _____ Date: _____

Banner Board Checklist

It is in the interest of the Town to support the promotion of civic activities to the extent that they add to the social cultural and economic well being of the community. To this end, the Town has installed a temporary signpost within the median of U.S. Route 54 and U.S. Route 1.

Please initial beside each line item to indicate that you have read and fully understand the guidelines:

- ____ 1. **Size.** Banners must be **4' (48") x 10' (120")** finished measurement, with **grommets being measured between 46.5" and 47" from the center** of the top grommet to the center of the bottom grommet.
- ____ 2. **Organization type.** Only businesses which the Town of Ashland staff have designated as Designated Arts organizations (Sec. 6-119(c) of Town Code), or organized non-profit groups that have been approved by the Internal Revenue Service as tax exempt or by a municipal corporation or other government entity may use the signpost.
- ____ 3. **Installation.** Cost of designing and fabricating the signage is the responsibility of the requesting group or agency. The Town will be responsible for all installations and removals.
- ____ 4. **Community.** Events to be advertised on the signs must be for community-wide events (e.g. open to the public either with or without a charge). If there is an event fee, the requestor must stipulate how the proceeds will be used to benefit the community.
- ____ 5. **Content.** Signs **shall not include political statements, corporate sponsorship, or any other information that is offensive to the public** as determined by the Town Manager.
- ____ 6. **Time.** Signs shall be erected no more than twenty-one (21) days prior to the event. Should there be sign requests that would preclude signs being in place for the full twenty-one (21) day period, the Town Manager shall have the authority to issue a permit for a lesser period of time.
- ____ 7. **Maintenance.** Any sign that is damaged so as to be unreadable or is considered a hazard to the traveling public shall be immediately repaired or removed. The Town may remove any sign that it deems to be a hazard without notice to the applicant.

- ___ 8. **Selection.** If there are any competing requests for the use of the signposts for the same period, applicants will be encouraged to design joint signs. If this is not possible, the Town Manager shall have the authority to award a permit to a single applicant, given the weight to the community benefit of the activity and to the timelines of the request.

- ___ 9. **Town Precedent.** Town Use of the signposts by the Town government will take precedence over any other use.

- ___ 10. **Collection.** Banners/signs must be picked up at the Town Hall by the applicant within five (5) business days after the event has taken place, failure to pick up the banners may result in the disposal of your banner.

- ___ 11. **Contact Information.** The applicant is advised to call Town Hall at (804) 798-1073 to make arrangements to pick up their banner/sign.

Banner Image

Please let us know what your sign will say on it in the space below or attach and image of the banner to this application.