

# Route 54 Banner Board Application



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

Phone: (804) 798-1073

www.ashlandva.gov  
planning@ashlandva.gov

**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: \_\_\_\_\_

## 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 temporary banner posts within the median of U.S. Route 54.

**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 banners 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 banners 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.** Banners **shall not include political statements, corporate or any other information that is offensive to the public** as determined by the Town Manager. Corporate logos may not cumulatively take up more than 15% of the banner.
- \_\_\_\_\_ 6. **Time.** Banners may be erected for up to twenty-one (21) days total prior to the event. Should there be banner requests that would preclude banner 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. Signs shall be removed within five (5) working.
- \_\_\_\_\_ 7. **Maintenance.** Any banner 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 banner that it deems to be a hazard without notice to the applicant.

- \_\_\_\_\_ 8. **Selection.** If there are competing requests for the use of the banner posts for the same time period, applicants will be encouraged to design combined banners. If this is not possible, the Town Manager will have the authority to issue a permit to a single applicant, based on the community benefit of the activity and the timelines of the request. Banner postings will be permitted on a space available basis, and not on a first come first served basis.
  
- \_\_\_\_\_ 9. **Town Precedent.** Town Use of the banner posts by the Town government will take precedence over any other use.
  
- \_\_\_\_\_ 10. **Collection.** Banners 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.

