

# **City of Ashland**

## **Street Pennant Policy & Guidelines**



Revised December 2019

# Street Pennant Program Standards

## **Overview Statement**

The intent of the City of Ashland Street Pennant Program is to add color and excitement to the city's streetscape, promote the general economic interests of the community through the promotion of cultural and seasonal activities that enhance the economic viability and overall vitality of the community.

It is the intent of the City to provide existing pennant permit holders a five-year timeline to comply with the standards and requirements of this program. All other pennant permit applicants will be required to comply with this program standard upon approval of the City Council.

## **Program Scope & Eligibility Criteria**

Eligible pennants are those that, through the application process, match the above stated overall philosophy of the Program. Pennants may not advertise or promote commercial products or services, or religious, political or social viewpoints. Banners may not promote or advertise gambling (per Oregon Dept. of Transportation 5-5c).

- With the exception of the Downtown Zone, eligible entities are limited to governmental agencies, including the Ashland School District and Southern Oregon University or the City of Ashland, including its approved designees, such as the Ashland Chamber of Commerce and the Oregon Shakespeare Festival.
- Eligible entities in the Downtown Zone include governmental agencies, as well as recipients of Economic & Cultural Development Grants from the City of Ashland.
- Permit applications must be submitted 60 days prior to the requested installation date with permit review and approval completed by the City Administrator a minimum of 30 days in advance of the installation date. Exceptions may be made to the policy concerning the approval timeline by the City Administrator at his/her discretion.
- Installation of pennants is limited to the pennant zones displayed on the attached Pennant Placement Zone Map. The zones are associated with arterial (major) streets and proximity to major commercial, educational and cultural districts and are designated as follows:
  - Downtown Zone
  - North Ashland Entrance Zone
  - South Ashland Entrance Zone with Exit 14 overpass
  - Siskiyou Educational Zone
  - A Street/4<sup>th</sup> Street Zone
  - Winburn Way Zone

## **Pennant Content Criteria**

Pennants must contain some graphic element (photo, illustration, etc.) and may not consist of only text. Pennants may not include the following:

- Phone numbers
- Web addresses
- Directives (turn left here, etc.)
- Business names/logos (this pertains to sponsors who might be businesses as well)

The pennant material and graphic content color palette does not include neon or other overly bright colors. Refer to the Street Pennant Guidelines for suggestions and recommendations for maximizing the aesthetic and communication impact of the proposed pennant(s).

## **Pennant Installation**

### ***Street Pole Options***

There are two types of poles where pennants may be installed; the large overhead street lights (cobras) and the shorter pedestrian scale light poles (Sternbergs) and the fence on the Exit 14 overpass. The A Street/4<sup>th</sup> Street zone is limited to small pennant installation (see pennant construction specifications for details), while all other zones allow only large pennant installation.

Many of the larger street lights are fitted with double horizontal brackets for pennant installation. Others do not have the necessary brackets for hanging pennants.

Approved permit requests for pennant installation on poles without existing brackets may include a one-time bracket purchase by the applicant and installation fee and will require four to six weeks prior to installation for ordering and installing the new brackets.

### ***Pennant Duration***

The Downtown Zone Map contains two designated locations for short term pennant installations (less than two months) with the remainder reserved for long term installations (greater than six months). All other zones allow only long term installations. The Downtown Zone is also limited to a maximum of three unique pennant messages at any time to maintain visual compatibility throughout the zone.

The short term event permit holder is responsible for the removal and reinstallation of the existing pennant in their approved location and any coordination required to accomplish the task. The City of Ashland reserves the right to exclude specific pole locations for certain periods of time for other non-pennant City/community uses, such as holiday decorations.

### ***Installation/Removal Requirements***

Installation and removal of the individual pennants are the responsibility of the permit holder. Any contractor hired to install/remove pennants must meet the pre-qualification requirements of the City of Ashland Public Works Department and may be required to obtain Oregon Department of Transportation (ODOT) lane closure permits depending on the location and method of installation/removal.

Pennants must be removed by the applicant on or before the expiration date of the permit. Applicants may be charged with removal costs if not removed by the date listed on the permit and may not be eligible for future pennant installation approval.

## **Pennant Construction Specifications**

There are two approved pennant sizes: a larger size for the overhead street lights and a smaller size for the pedestrian scale lights. Pennant installation must be consistent with the street light type, i.e. a small pennant will not be approved to be installed on the large overhead street light. ***See Street Pennant Guidelines (page 5) for illustration details.***

- Large Pennant Size: 11'7" (or 139") in height, 2'6" (or 30") in width, 4" pockets for connection with bracket.
- Small Pennant Size: 3' (or 36") in height, 1'6" (or 18") in width, 2" pockets for connection with bracket.

All approved pennants shall be manufactured/constructed to withstand wind gust at 20 lbs. per square inch using large format ink jet printing on two sides of heavy duty material or mesh (preferred) approved and listed for indoor/outdoor use. A listing of pennant manufacturers used by previous pennant applicants will be generated and maintained by the City of Ashland for future applicant reference.

### **Maintenance Standards**

Pennants must at all times be maintained in a visually appealing manner, which is the sole responsibility of the permit holder. Pennants in disrepair must be maintained, replaced, or repaired. An individual pennant is defined as in disrepair when it is loose, frayed, torn, fallen, discolored or faded.

The City, at its discretion, may contact permit holders requesting they repair or remove pennants that are not adequately maintained. Additionally, the City has the authority to remove any pennants that it determines pose a safety risk to the public, with or without prior notice, with costs of such actions being billed to the applicant.

### **Application Information**

**The applicant must have Commercial General Liability (CGL) insurance with minimum limits of \$500,000 per occurrence, \$1,000,000 aggregate.** By endorsement, the CGL policy shall name the City of Ashland, its agents, directors, officers, employees and volunteers as additional insureds. The additional insured endorsement must provide primary and non-contributory coverage. A certificate of insurance with the additional insured endorsement must be provided and approved by the City of Ashland prior to banner installation.

An application fee of \$125 is due at the time of permit application submittal and will be refunded if the permit is not approved. The bracket purchase and installation charge (if applicable) will be collected prior to issuance of the permit and is not required at the time of submittal.

Permit applications are required to be submitted 60 days prior to the requested installation date. Permit review shall be completed by the City Administrator (or designee) within 30 days of submittal, providing the applicant time to arrange an approved installer and obtain right of way permits if required prior to the requested installation date.

Upon approval, the applicant will be notified by phone or e-mail and be required to sign an agreement with the City of Ashland.

### **Application Submittal Requirements**

1. Complete Street Pole Pennant application (attached)
2. Certificate of liability insurance
3. Color copy/rendering of the proposed pennant graphics
4. Application Fee

Mail the completed packet or deliver to:

**City of Ashland – Administration 20 East Main St Ashland, OR 97520**

Applications can also be submitted by e-mail to [administration@ashland.or.us](mailto:administration@ashland.or.us)

## **PENNANT DESIGN GUIDELINES**

### **Effective Pennant Design**

Simple designs have the greatest graphic impact. Details are lost and hard to see from a distance. Bold and contrasting colors work well. Light type on a dark background enhances readability and has good graphic strength. White backgrounds are less effective. Light pastel colors wash out in the sunlight.

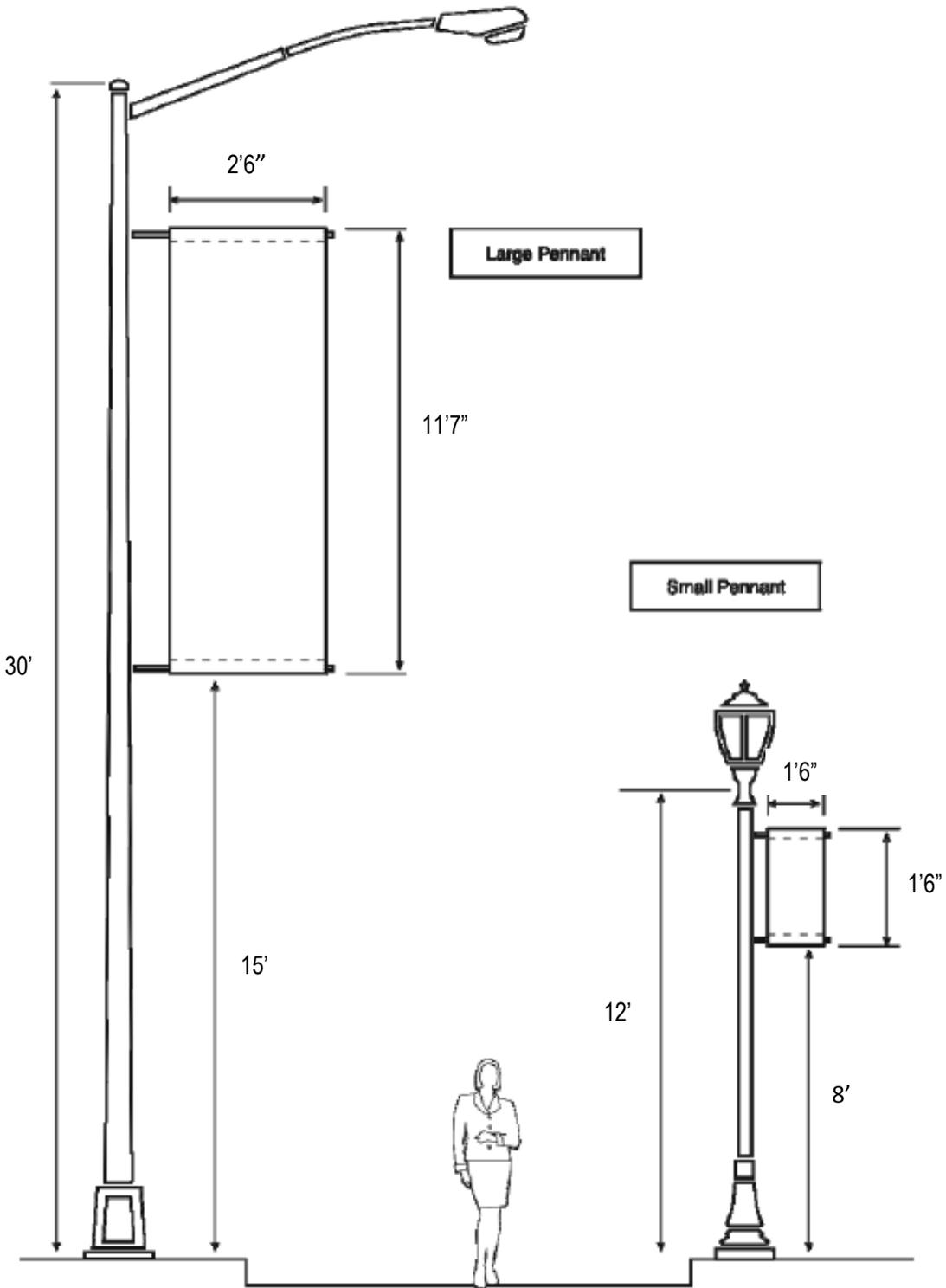
**NOTE:** Neon or overly bright colors are not permitted.

### **Content**

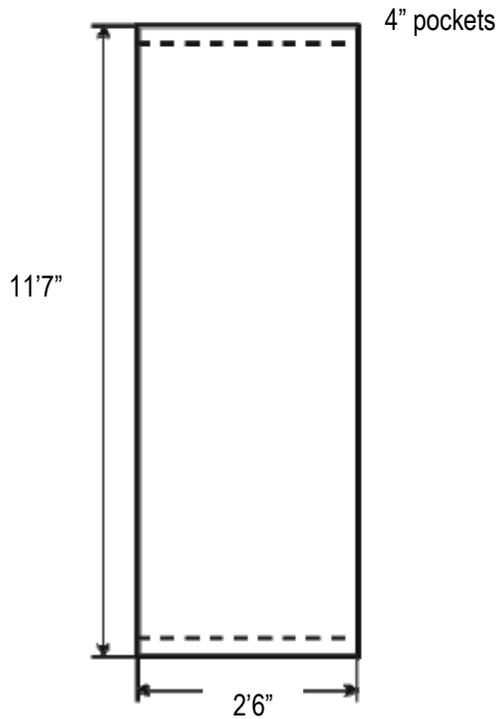
Text heavy pennants are less appealing and difficult to read. Keeping the message simple will allow your audience to interpret it quickly. If the pennants will be reused annually, keep in mind that you may want to refrain from including specific dates. In addition to the graphic element (photo, illustration, etc.), pennants may include sponsor name or logo (except if they are a business), date and time and general location of event. It is important to establish a hierarchy for the visual elements so they complement each other and don't compete. These elements should generally rank in the following order of importance:

- 1) Graphic visual
- 2) Name of event
- 3) Time period and/or supporting text

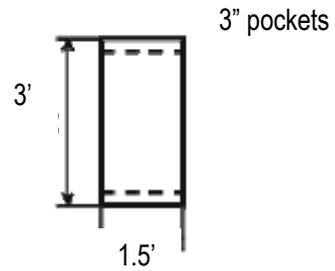
**NOTE:** Pennants may not include phone numbers, web addresses, directives (turn left here, etc.), or business names/logos.



Large Pennant



Small Pennant



### Printing and Construction

Large format ink jet printing on two sides of heavy duty material approved and listed for indoor/outdoor use.

**NOTE:** Material will be folded back at the top and bottom and sewn to opposite side to create pole pockets. Please take this into account when designing banner and preparing for production.

## Design Examples

Example A



Example B



Colors are bold and contrasting\*

Fonts are clean with high readability (sans serif)

Content is concise for quick interpretation

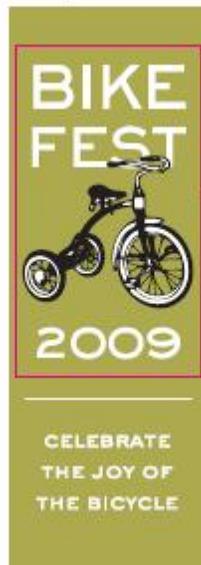
Visual is large with strong graphic impact

\*Neon or overly bright colors are not permitted.

Example C



Example D



Event logo

