

City of Ashland

Welcome Signs
Rogue Design Group
Designer Signs

August 21, 2015, 8:00am
Siskiyou Conference Room

Questions to Spark Creativity

ABOUT ASHLAND

What does Ashland mean to you?

Tell us about Ashland's values?

Tell us about the target audience. Who are they? What are their wants and needs?

SIGN DESIGN

What should the Welcome Signs communicate? < their purpose

What feelings do they evoke? < emotional resonance

What do the signs say? < actual words

Are all three signs the same?

Will the signs be illuminated at night?

What about style? Should the signs be:

- Classic
- Contemporary / Modern
- Artsy
- Eco / Green
- Historic
 - Shakespeare
 - 1850s: Victorian (the birth of Ashland)
 - Late 1800's (timber community)
 - 1910s: Craftsman, Art Deco, the Boulevard
 - 1960-70s: Counter-culture
 - 1980-90s: New Age

SIGN PRODUCTION

How important is it to use environmentally sensitive materials?

If the signs are to be illuminated, will the City deliver electricity to each location?

What about landscaping?

Signs over 10' tall require engineering. Can we assume they won't be over 10' tall?

ALSO

How will we deal with the media?

Minutes
Public Art Commission
Regular Meeting
June 19, 2015

Attendance

Commissioners: Garrington, Bussell, Clark, Newman, Merchant, Friend, Lemhouse (Council Liaison) Seltzer (staff),

Absent:

None

Guests:

Brandon Goldman

Call to Order

The meeting was called to order at 8:30 a.m.

Minutes of the June 19 meeting were approved.

Utility Box Test Program

Clark has been in contact with Justin at Sign Dude in Medford. The cost of the ‘wrap’ is \$10 - \$12 per square foot. The life span of wraps is 5 to 10 years and can be removed using an application of heat.

Brandon Goldman provided a general overview on the use of photographic images. As long as the City is not asking for exclusive rights for the use of an image a reasonable compensation to the photographer would be \$50 to \$100. He explained that taking a two dimensional image and transferring it to a three dimensional utility box will require a higher aptitude of the use of Photoshop. He suggested that the PAC use a graphic designer to create a template of the utility box and provide the designer with the image to be transferred to the box. This would create continuity and provide the sign company with a direct line of communication regarding the image, resolution and pixel requirements Goldman also suggested creating a signature image of 3” x 5” that can be dropped onto the image to appear on a lower right corner. This would include the name of the artist, name of the image and the installation date.

Goldman provided the PAC with five image options for the test box on Granite Street.

Friend motioned the PAC use “Leaf City” as the test image. Bussell seconded the motion and the motion passed.

The PAC feels developing a utility box wrap program will provide more opportunities to both photographers and artists and offer opportunities to wrap boxes in areas outside of the downtown core. It was noted that the program could cost a few hundred dollars more than the current cost of \$500 per utility box.

RFQ Welcome Signs

The PAC reviewed the three submissions of graphic designers that responded to the RFQ. The group noted that RDG included a sign manufacturer and installer and the other two submissions did not. While some felt the RGD examples were too corporate looking others felt that the other two submissions were not the quality they were looking for.

Friend motioned the PAC select the Rogue Design Group as the designer for the Welcome Signs. Garrington seconded, motion passes.

Next Steps:

The PAC will have a special meeting on Friday, August 28 to meet with the designer and members of the Downtown Beautification Committee.

Discussion of RFQ for Theater Corridor

Garrington recently attended the Americans for the Arts conference in Chicago and provided the PAC with her observations and lessons learned about working with professional artists on public art installation. She confirmed that an RFQ is the best process.

The PAC noted a few changes to the current draft RFQ. Seltzer will make the changes and post the RFQ November 1 with a deadline of December 31.

Notification of the dedication of "Fall Splendor"

The PAC reviewed the list of notification opportunities and assignments. Seltzer will post information on the City's website and submit information to the Daily Tidings, the Chamber and ask the Mayor to make an announcement at the City Council meeting and invite the park Commission and City Council. Friend will make an announcement to Rotary, Newman will send an email to AGA members and Clark will notify AAC members.

Review of Calendar

The PAC reviewed upcoming calendar dates and agreed it is helpful to review the calendar at each meeting.

Meeting adjourned at 10:15 a.m.

Upcoming Calendar dates PAC

- August 21 Regular PAC meeting
- September 9 Gateway presentations
- September 10 Gateway Selection
- September 18 Regular meeting approve Selection Panel choice for Gateway
- October 6 Council meeting to approve recommendation re: Gateway artist
- October 16 Regular meeting
- November 1 Post RFQ for Theater corridor
- November 13 Regular meeting (PAC moved the meeting from November 20 because that is the Friday before Thanksgiving and people may be traveling for the holiday)
- December 18 Regular meeting (PAC usually cancels the December meeting since it is so close to the holiday)
- December 31 Deadline Theater Corridor
- January 15 Regular meeting (review submissions for theater corridor)