

ADMINISTRATIVE POLICY

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10/23/03 Revised:
01/24/08 Revised: 09/24/15
Revised & Re-
numbered: 5/9/19
Jurisdiction: City Council

CAPITOLA VILLAGE ~~OVER-THE-~~STREET BANNER PROGRAM POLICY

I. PURPOSE

The Street Banner Program provides a service to ~~public agencies, community nonprofits and public service organizations~~ that need an effective tool to ~~promote events and provide the public with information of interest and regarding the date, time and location of events for the benefit of~~ Capitola residents and visitors. Street banners enhance the streetscape of Capitola Village, by adding a vibrant element that enlivens the mobility experience for pedestrians, cyclists, transit users, and drivers.

This policy covers the banners flown on ~~the City-~~owned banner poles on Monterey Avenue and Capitola Avenue. Banners flown from City streetlights are covered under V-16 Village Decorations Policy.

Street Banners are intended to be informational only and are made of the same type of material, size and shape regardless of the event that is the subject of the Banner. Design review approval is required for the display of any Banner on City-owned banner poles.

II. POLICY

It is the Policy of the City of Capitola to ~~provide-allow community nonprofits and public service organizations a cost-effective, high impact~~ Street Banners that ~~-, place-based tool for engaging the public by in promoting~~ providing information about events and communicate key messages to the public, raising awareness, and communicating key messages about the date, time and place of events in the City.

III. SPECIFICATIONS

~~Nonprofit groups, pPublic and governmental agencies, and public information campaigns may display Promotional-Educational Street Banners for charitable, educational, arts, community events, and public information campaigns, and public interest activities, regulations and events. Approved General/Major-Special Eevents that have significant impacts to the community may also display Informational Street Banners. The City prohibits the use of Street Banners for commercial, political or religious messages, advertising or campaigns. impacts to the community may also display Informational Street Banners. The City prohibits the use of Street Banners for commercial, political or religious messages, advertising or campaigns.~~

SPECIFICATIONS

1. Installation Period is a maximum of two (2) weeks.
2. Authorized locations: Capitola Ave. at Riverview Drive or Monterey Avenue at Park Place

3. Banners shall be a minimum of 3' high x 14' wide to a maximum of 3' high x 18' wide. No exceptions.

4. Base fabric shall be 18 oz. heavyweight vinyl banner material.

5. D-rings attached to the banner corners with reinforced webbing to provide a place to attach a rope or other tie down to the banner.

6. Wire cable sewn into the top hem is recommended.

7. Wind slits spaced ~10" apart from each other and at least 4" from the edges of the banner.

8. Banners should be printed double-sided.

9. Back to back banners are not permitted.

10. Content on ~~the Informational Street Banners hung for Special Events~~ may only include the event name, date, and time ~~and applicable graphics~~. ~~The~~Those banners may be enhanced by the addition of applicable graphics related to the event as approved.

IV. PROCEDURE

1) ~~Banner Sign. Per Capitola Municipal Code, Chapter 17.57 80 Signs, "Banner Sign"~~

~~Commercial Banner sign standards are listed in Table 17.80-10 of the Capitola Municipal Code which provides sign standards for private businesses. Those standards do not apply to Street Banners described in this Policy. means a sign that hangs over a public street or walkway made of fireproof cloth or canvas, which is displayed on a temporary basis to advertise a special event. Such temporary type signs are exempt from the provisions of the sign code enforced by the Community Development Department. Public Banners can only be displayed on city banner poles. Design review approval of the Public Works Director is required prior to displaying any banner in city right of way.~~

2) ~~Application Required. No person, nonprofit corporation, or any department or~~

~~agency shall~~ All applicants shall be required to submit an application to the Public Works Department for a Street Banner at least 60 days prior to the proposed installation date. ~~install a banner in the City of Capitola, without submitting to the Public Works Department an application and obtaining approval pursuant to this administrative policy.~~ Application submittal requirements include:

- A. Name, address, phone number, email address of the applicant and organization;
- B. Name of the event or topic;
- C. Banner text;
- D. Date of the event;
- E. Installation and removal dates;
- F. Name and phone number of person who will pick up the banner;
- G. Color graphic of the banner design including the dimensions.

3) ~~Banner Review and Approval Process.~~ The Public Works Director and /or designee

shall review the application for compliance with the purpose and the standards set in this policy. Upon determination of compliance of a proposed banner with this policy, the application shall be approved, if space is available.

4) ~~Banner Schedules and Installation.~~ The Public Works Department shall be responsible

for maintaining a banner schedule on a calendar year basis. Banners shall be scheduled at the discretion of the Public Works Director to best benefit the City. Nothing in ~~this~~ policy constitutes a guarantee of space availability for a given event or date. Banners may only be placed by Public Works staff or authorized personnel.

5) ~~Banner Content. Banners may include the name of the event, dates and times, locations, logos and other graphics and web site addresses.~~

- A. ~~Informational Street Banners must primarily serve to provide public notification.~~

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~~B. Promotional Street Banners may include information advertising the event, program, or regulation.~~

This policy is approved and authorized by:

