

# ADMINISTRATIVE POLICY

Number: V-17 Issued:  
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 Over-the-Street Banner Program provides a service to community organizations that need an effective tool to provide the public with information 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 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 allow Street Banners that provide information about events and communicate key messages to the public.

### **III. SPECIFICATIONS**

Public agencies may display Educational Street Banners for community events, and public information campaigns. Approved Special Events that have significant impacts to the community may also display Informational Street Banners.

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

#### **IV. PROCEDURE**

1) Application Required. 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. 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.

2) 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.

3) 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.

This policy is approved and authorized by: