

DOWNTOWN NAPA
STREET BANNER POLICY AND PROGRAM GUIDELINES

Adopted January 21, 2014

PURPOSE:

It is the goal of the City of Napa to design, install, and maintain improvements within public rights of way in a manner that facilitates, and does not adversely impact, the primary purpose of public rights of way, which is the safe and effective travel of vehicles, bicycles, and pedestrians on public streets and sidewalks. Consistent with this goal, when using public rights of way to communicate a City message on a sign, the City's primary purpose is to ensure that drivers, cyclists, and pedestrians are provided clear directional guidance.

Supplemental to these fundamental purposes of City rights of way, the City finds that limited spaces within rights of way in the Downtown Banner Area may be used by the City to communicate important City messages to the public, without adversely impacting the primary purposes identified above, as long as the guidelines set forth in this document are followed. In order to implement the use of banners within City rights of way in the Downtown Banner Area to communicate a City message, the City Council hereby adopts these Downtown Area Street Banner Policy and Program Guidelines ("Street Banner Program Guidelines" or "Program Guidelines").

The goals of the Street Banner Program Guidelines are as follows:

- To use well-designed banners on City light poles and across City streets as an effective tool to accentuate city streetscapes and convey important City messages to the public;
- To welcome visitors to Napa's downtown and highlight key gateways to the area;
- To announce and publicize events that are open to the public, including special community events, cultural facilities; to designate geographic areas; and market the downtown to visitors and locals alike;
- To establish uniform procedures for the design, installation, maintenance and removal of banners; and
- To limit and regulate the use of banners pursuant to these Program Guidelines in order to not adversely impact the primary purposes of the use of City rights of way, which is the safe and effective travel of vehicles, bicycles, and pedestrians on public streets and sidewalks.

The Street Banner Program Guidelines shall only apply to banners located within City rights of way or City property, generally within or immediately adjacent to the City's downtown, as more particularly shown on the map on page 2 of the Banner Permit Application, attached hereto as Exhibit "B". Provided, however, this policy shall not apply to any City Park (including Veterans Park), which is subject to the use requirements of Napa Municipal Code Chapter 12.36. Banners placed on private

property are regulated by the City's Sign Ordinance in Napa Municipal Code Chapter 15.56.

The City Council hereby authorizes the City Manager or his or her designee to implement the Street Banner Program Guidelines in accordance with the following goals, policies, procedures and guidelines. The City Manager may delegate implementation of these guidelines, such as application review, to an independent contractor, provided that the City Manager may not delegate to an independent contractor the final authority over the location, the content, or the timing of banner installations. All references in these Program Guidelines to "City Manager" shall mean the City Manager or the City Manager's authorized designee.

GUIDELINES:

Program Eligibility

The City may use banners in the Downtown Banner Area to promote the following:

- Special community events
- Designated geographical districts or areas, or key gateways
- Holiday or annual seasons
- Cultural facilities open to the public
- Marketing opportunities for the downtown
- Similar events, activities or geographic area designations

The City will not allow banners to be used to promote any activity that is not open to the public, any activity for which the City is precluded from spending public funds (such as political campaigns or religious messages), any activity that is not in compliance with any local, State, or federal law, or any image or message that is inconsistent with the Street Banner Program Guidelines.

Each authorized location for a banner within the Downtown Banner Area, located on City light poles or over City streets, is documented on the Downtown Banner Area map, in the Banner Permit Application. The City Manager may make written modifications to the authorized location for any banner within the geographical area of the Downtown Banner Area.

Banner Permit Required

If a person (applicant) desires to assist the City in communicating a City message on a banner that is consistent with these Program Guidelines, the applicant must submit an application to the City in compliance with these Program Guidelines. No banner may be installed by any person within City property or a City right of way without receiving City approval prior to installation.

The City, through the City Manager, retains complete discretion to determine whether or not a particular application to communicate a particular message on behalf of the City is consistent with these Program Guidelines. If the City Manager determines that a particular message is not in compliance with these Program Guidelines, the City Manager may deny the application.

The City Manager may suspend the program described in these Program Guidelines at any time by providing public notice to the City Council.

Application Submittal Requirements

- The following information shall be submitted as part of an applicant's application to demonstrate compliance with the provisions of these street banner program guidelines:
 - A completed banner application form;
 - The name of the organization requesting the permit (the "applicant"), and the name, mailing address, email address, and telephone number of the person authorized to act on behalf of the applicant;
 - A proposed schedule for installing and removing the banners;
 - The number of banners proposed;
 - A map identifying the location of the proposed banners (see per application);
 - Camera-ready artwork of the proposed banner design with colors and dimensions;
 - Other information as indicated on the application form or determined by the City to ensure compliance with these guidelines.
 - The application must be signed by the designated signature authority of the applicant (e.g., president, chair, etc.).
- The City Manager will review applications on a first-come, first-served basis. If a time conflict occurs between an approved permit and a pending application, the approved permit will be provided precedence. The City Manager may also determine that certain timeframes will be reserved for particular City messages for which no application has been provided to the City. The pending applicant will be provided an opportunity to request an alternate timeframe.
- Applications will generally be reviewed within 30 days of receipt by the City.

Design Requirements

- All banners shall comply with the following requirements:
 - Banner fabric shall be durable and weather resistant, to include substantial material such as cloth or canvas.
 - Banners shall be two-sided with information contained on both sides.

- Banner messages should be brief, and text font size and style should be sufficient for maximum visibility; small print is ineffective. Banner graphics and text may look large up close, but once installed, can appear diminutive. Graphic elements should be incorporated into the banner design, generally representing not less than one-third of the area of banners on City light poles and one-fifth of the area of banners spanning City streets.
- New banner colors should be compatible with existing banner colors, but should differentiate from existing banners to encourage design interest.
- As a general rule, bold colored backgrounds with light-colored letters are easier to read than the reverse. Also, because banners are required to be printed on both sides, darker/bolder colored fabrics prevent text from showing through to the reverse side of the banner when banners are backlit by the sun.
- Banners on City light poles shall meet the following additional requirements:
 - Banner size requirements shall be 84" tall by 30" wide for the "Cobra-style" poles and 36.5" tall by 18" wide on the "Victorian-style" poles.
- Banners spanning a City street shall meet the following additional requirements:
 - Designed with a minimum 16 oz. canvas or other approved material.
 - Contain a continuous ½" manila rope sewn into the edges with loops provided in the rope at each corner for the purpose of securing the banner in position.
 - A reinforced hem to include at least two layers along all sides and surrounding grommets at each corner.
 - Banners proposed to extend across the street shall have a metal grommet every 12" - 18" across the top and a metal grommet at each corner.
 - No banner extending across the street shall exceed 4 ft. in height.
 - Wind holes or flaps shall be provided on not less than one 6/10 of 1% of the banner area and said holes or flaps shall be not less than 6" in diameter. As an alternative, one 12" by 12" wind hole or flap shall be installed for every eight (8) square feet of a banner proposed to extend across the street.
 - Banners shall be attached to overhead guy wires by using metal fasteners, spaced at intervals not exceeding 5' apart.

Hardware Requirements

- Standard banner hardware has been installed on numerous light poles in the Downtown Banner Area, including on Victorian-style poles in public plazas and parks. If an applicant proposes to install banners on light poles that do not currently contain banner hardware, the applicant may propose to install additional hardware at the applicant's cost. The hardware shall be installed at the height specified by the City to match the height of existing banners on other light poles. The City will retain ownership of all banner hardware once installed. The hardware specifications will be provided by the City of Napa.

Installation and Removal Requirements

- The applicant shall contract with a qualified installer (e.g., a private sign company or a banner company) to install the banners and any required hardware, to perform any necessary maintenance while the banners are installed, and to remove the banners when required under the terms of the permit. The applicant is responsible for payment to the installer. The installer is required to obtain a City of Napa business license from the City's Finance Department and an encroachment permit from the City's Public Works Department, including the provision of the required insurance certificates and payment of an encroachment permit fee as a requirement of issuance of a permit. The requirements for the encroachment permit application are set forth on Exhibit "C," attached hereto. A banner permit application shall be completed and submitted to the Public Works Department for approval accompanied by the associated fees.
- From time to time, it may be necessary for an applicant (through its installer) to remove a set of existing banners, while a new applicant (through its installer) is installing new banners. The City encourages all applicants to work cooperatively with other organizations when installing, removing and/or re-installing banners so that there is no lapse in display time. City staff will coordinate the installation process with the affected applicants and installers. Coordination with the installers will minimize impacts to hardware as well as disruptions to pedestrians and businesses during installation.

Time Limits

- The maximum time limit for banners on City light poles will be based upon the purpose and promotional focus of the banners. Banners with general promotional messages or designated geographic areas relating to the downtown, (e.g., "Do Napa") will not have specific time limits, but will be subject to scheduling and requests on a first-come, first-served basis. Banners that promote a specific event or date-specific activities shall be limited to thirty (30) days. The banners shall be installed not more than ten (10) days prior to the event and shall be removed within five (5) days after the last day of the event, when associated with a date-specific event.

- The maximum time limit for banners spanning City streets shall be twenty (20) days. The banners shall be installed not more than ten (10) days prior to the event, and shall be removed no later than five (5) days after the last day of the event.
- Notwithstanding these standard time limits, the City Manager may authorize an applicant to extend the time a banner is installed, taking into account requests from other banner applicants and physical condition of the banners.
- Any permit issued in accordance with these Program Guidelines is subject to revocation at any time by the City Manager. The City retains the right to change or eliminate the location of an installed banner whether the banner location is on a light pole or in a location spanning across a city street.

Maintenance Requirements

- The applicant (through its installer) is responsible for maintaining its banners in good condition. If banners become torn, dirty or weathered, the applicant will be responsible for cleaning, replacing, or removing the banners upon the City's written request. If the applicant does not address the issue as specified in the written request, the City may remove the banners requiring maintenance, and the applicant shall pay any costs incurred by the City, based on actual staff time and cost to perform the activity.