



## **VERTICAL BANNER APPLICATION PACKET**

### **VICTORIAN AND COBRA HEAD STREET LIGHT POLES IN DOWNTOWN NAPA**

This application packet is for organizations wishing to exhibit vertical banners on Victorian Light Poles and/or Cobra-Head style Light Poles in Downtown Napa. It contains:

- Banner Application With Map
- Downtown Napa Banner Policy and Guidelines
- Encroachment Permit Application

Return the completed banner application and required artwork to staff of the Economic Development Division, Community Services Building, 1600 First Street, or mail to P.O. Box 660, Napa, CA, 94559. If the application is approved, an encroachment permit must be obtained by your contractor to install and remove the banners on public property.

There is no fee for review of the banner permit application. There may be a fee for issuance of the encroachment permit, depending upon the nature of the installation.

For information and assistance in preparing a banner application, please contact City of Napa Economic Development Division staff at 707-257-9502, or email [scooper@cityofnapa.org](mailto:scooper@cityofnapa.org).

For information on the encroachment permit application and process, please contact City of Napa Public Works Department staff at 707-257-9520.

Please note: This application is for vertical banners only. Information about reservations and permits for horizontal across-the-street banners may be found online at [www.cityofnapa.org](http://www.cityofnapa.org) under Quick Links / Permits & Licenses.



## VERTICAL POLE BANNER PERMIT APPLICATION

This application is for vertical banners proposed on Downtown **Victorian poles** or **Cobra-Head street light poles**. For horizontal street banners, availability and reservations may be made by [clicking here](#) or by visiting the city's website: [www.cityofnapa.org](http://www.cityofnapa.org) > *Quick Links > Permits and Licenses*.

Please refer to the **Banner Policy and Program Guidelines**, attached to this application to determine eligibility and specific criteria for banner design

Return this completed application with your banner artwork to the Economic Development Division, 1600 First Street, Napa, CA, 94559. 707-257-9502



### Type of Banners Requested:

Victorian Light Poles  
**BANNER SIZE: 18" x 36.5"**

Cobra-head Light Poles  
**BANNER SIZE: 30" x 84"**

### Applicant/Permittee

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Banner Content and Promotion Information

1. Name of Event or Promotion: \_\_\_\_\_

2. Description of Banner Content: \_\_\_\_\_

3. Proposed Exhibit Date: **Installation Date:** \_\_\_ / \_\_\_ / \_\_\_ **Removal Date:** \_\_\_ / \_\_\_ / \_\_\_

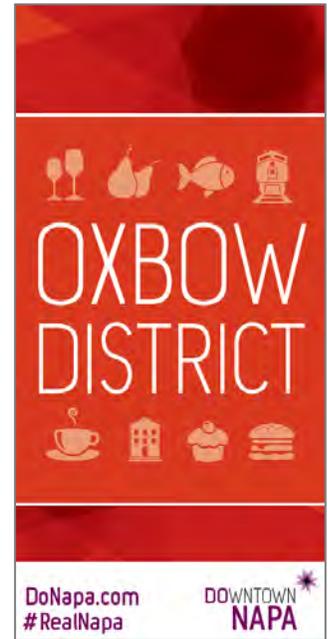
4. Number of Victorian Light Pole\* Banners Proposed: \_\_\_\_\_

5. Number of Cobra-head Light Pole\* Banners Proposed: \_\_\_\_\_

***\*Please denote desired banner locations on the attached map (see page 3 of this application).***

6. Please attach camera-ready artwork illustrating design, color, text, graphics and dimensions for the banners. Artwork must show entire contents of banner messaging, including all artwork for multiple designs.

*Sample banner artwork*



**Name of Installation Contractor:**

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*Contractor to obtain Encroachment Permit from Public Works Department prior to installation of banners on public property. An Encroachment Permits allows for the contractor to perform banner installation and removal activity in the public right-of-way. See attached Encroachment Permit and Guidelines for more information, or call 707-257-9520 for Public Works staff.*

**Application Submitted by:**

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*Name and Title of Authorized Organization Representative*

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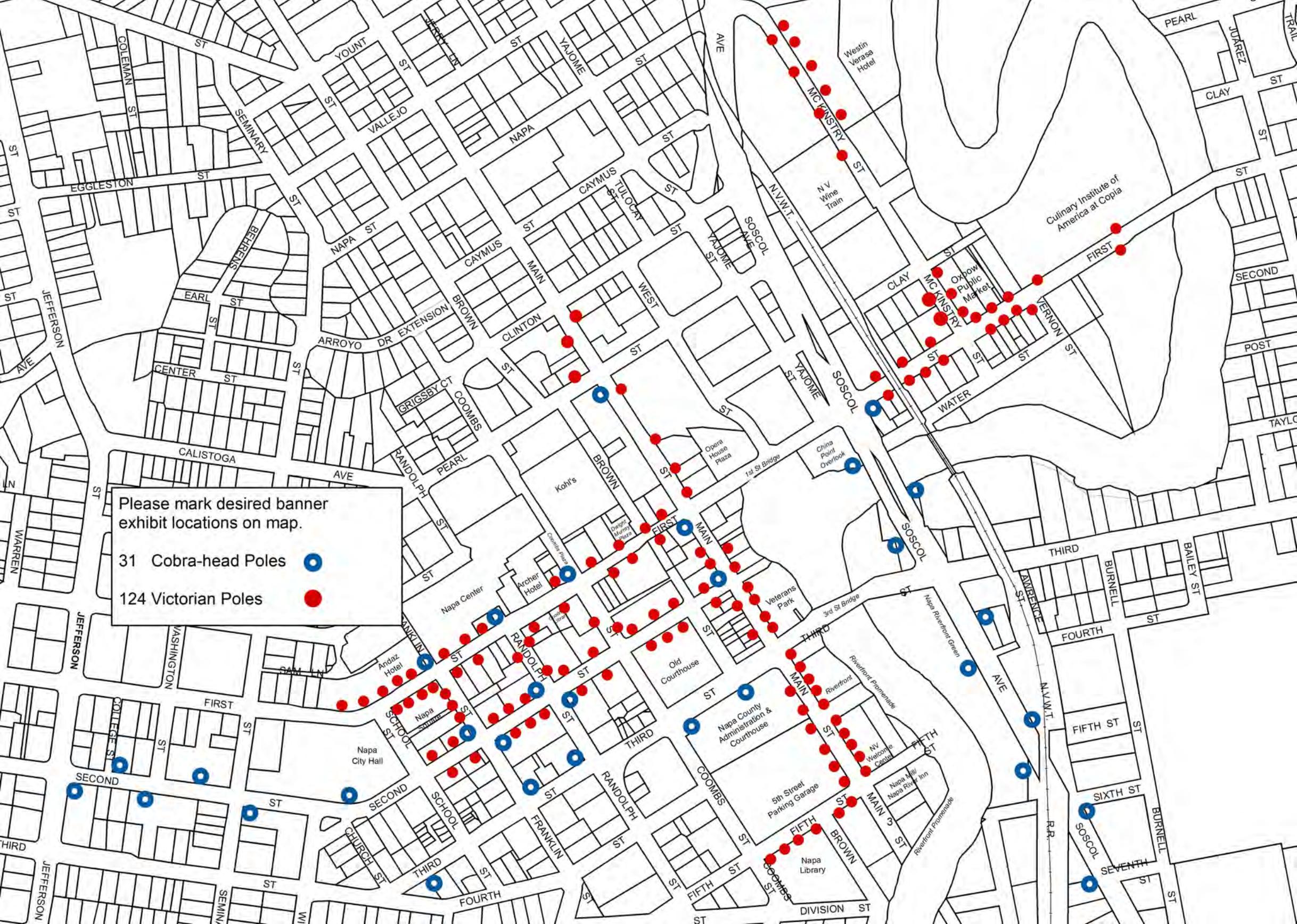
*Date Submitted*

**FOR CITY OF NAPA USE:**

Application Reviewed by: _____
Date: _____
Approved: _____ Denied: _____

Please mark desired banner exhibit locations on map.

- 31 Cobra-head Poles 
- 124 Victorian Poles 



# **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. 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 for Vertical Pole Banners

- 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

- Vertical Banners: Vertical banners on Victorian or Cobra-head poles shall meet 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.
- Horizontal Street Banners: 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. The typical size for a banner spanning a city street is 3’ in height and 20’ in length.
  - 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. Upon approval of a banner permit, applicant's installation representative shall submit a copy of the permit to the Public Works Department as part of the encroachment permit application, 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 vertical 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 horizontal 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.



PUBLIC WORKS DEPARTMENT  
 Office Location: 1600 First Street  
 Mailing Address: PO Box 660, Napa, CA 94559  
 (707) 257-9520 Fax (707) 257-9522

## ENCROACHMENT PERMIT APPLICATION

**APPLICANT INFORMATION** (PLEASE PRINT)

Applicant/Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_ City/State/Zip Code \_\_\_\_\_  
 Contact Person: \_\_\_\_\_ Phone Number: \_\_\_\_\_

**CONTRACTOR INFORMATION: CONTRACTOR LICENSE #** \_\_\_\_\_

Contractor Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_  
 Subcontractor Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

**ENCROACHMENT REQUEST** (PLEASE PRINT)

Job Address: \_\_\_\_\_  
 Describe the work or activity and attach a sketch or plan showing proposed work: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Requested Starting Date: \_\_\_\_\_ Projected Duration or Completion Date: \_\_\_\_\_  
 Request to work weekend, night, or holiday: Yes  No  Approved By: \_\_\_\_\_

***Please read and initial:***

\*Required general liability insurance, workers' compensation insurance, contractor's license information, and City of Napa business license must be on file with the Public Works Department to process this application. See Permit Application Procedures for details. (initial): \_\_\_\_\_

\*Traffic control plans are required when the work or activity impacts a sidewalk, vehicle lane or bike lane within the public street right of way. Traffic, bicycle and pedestrian control plans must conform to the current California Manual of Uniform Traffic Control Devices. Traffic Control Plans shall be submitted for approval by the City a minimum of five (5) business days prior to the start of work. The California Manual of Uniform Traffic Control Devices is available thru the City of Napa website and on the Caltrans website at [http://www.dot.ca.gov/hq/traffops/signtech/mutcdsupp/ca\\_mutcd2012.htm](http://www.dot.ca.gov/hq/traffops/signtech/mutcdsupp/ca_mutcd2012.htm) (initial): \_\_\_\_\_

\*Section 8.08.025 (Construction Activity) of the Napa Municipal Code defines a working day. Construction activities throughout the entire duration of the project shall be limited to the hours of 7:00 a.m. to 7:00 p.m., Monday through Friday. There will be no startup of machines nor equipment prior to 8:00 a.m., Monday through Friday; no deliveries of materials or equipment prior to 7:30 a.m. nor past 5:00 p.m. Monday through Friday. (initial): \_\_\_\_\_

\*Construction on weekends, nights, legal and City holidays must be approved in advance by the Public Works Department. If the request to work outside of the designated hours is approved, the Contractor may be required to pay the cost of providing inspection services for the work performed. (initial): \_\_\_\_\_

**City of Napa  
Public Works Department  
Encroachment Permit Application Procedures**

If you are interested in applying for an encroachment permit from the City of Napa Public Works Department, please be advised that you will need certain items as part of your completed *Encroachment Permit Application*, as described in the following sheets (see attached):

- Part A: Filing Instructions
- Part B: Insurance Requirements
- Part C: Property Owner's Certification In-Lieu of Workers' Compensation Insurance

If after reading the attached sheets completely more information or clarification is needed, City of Napa **Public Works Department staff** can provide information on the appropriate items pertinent to your specific permit application. The Public Works Department, located at 1600 First Street, is open to the public Monday through Friday, from 8:00 AM - 12:00 noon and from 1:00 - 5:00 PM. You can also contact our staff by telephone at (707) 257-9520.

**City of Napa  
Public Works Department  
Encroachment Permit Application Procedures**

**Part A  
Filing Instructions**

Encroachment permit applications shall be submitted to the Public Works Department to allow sufficient time to process the application. A minimum of 24 hours is needed to process a routine permit.

**I. Contractor Filing Instructions**

Encroachment permit applications shall be submitted by the Contractor who is going to perform the work. The application shall contain the following information:

- a. Contractor's State license number and expiration date
- b. Contractor's City business license number and expiration date
- c. Proof of insurance (see Part B: Insurance Requirements, Section I)
- d. Description of the work or activity to be performed and the estimated starting date

**II. Property Owner Filing Instructions**

A property owner may apply for an encroachment permit to perform work in the public right-of-way in front of his/her property. The application shall include a copy of all documents required in Part B: Insurance Requirements, Section II, covering all persons proposed to be employed by the property owner.

In-lieu of submitting the document required in Part B: Insurance Requirements, Section II, a property owner may sign the certification form, Part C: Property Owner's Certification In-Lieu of Workers' Compensation Insurance, stating that he/she will not employ any person or contractor in any manner so as to become subject to the workers' compensation laws of California in performing the work in the public right-of-way. This in-lieu document does not eliminate the need for General Liability Insurance and the required endorsement.

**City of Napa  
Public Works Department  
Encroachment Permit Application Procedures**

**Part B  
Insurance Requirements**

**I. Insurance Requirements For Contractors**

Contractor shall provide a Certificate (or Certificates) of Insurance, documenting the following insurance, covering the activities of the Contractor, its employees, agents and subcontractors relating to the encroachment permit. The Encroachment Permit cannot be granted without this insurance documentation.

- a. Commercial General Liability insurance in the amount of \$1,000,000 per occurrence/ \$2,000,000 annual aggregate. The City of Napa shall be named as an additional insured and be provided with 30 days prior written notice of policy cancellation (10 days for non-payment of premium).
- b. Automobile Liability insurance in the amount of \$1,000,000 per occurrence.
- c. Workers' Compensation insurance with statutory limits as required by the State of California Labor Code, or a copy of Contractor's Certificate of Consent to Self-Insure, issued by the Director of Industrial Relations. If the Contractor has no employees, in lieu of this requirement, the Contractor may sign and file the following certification:

*"I am aware of the provisions of the California Labor Code Section 3700 which requires every employer to be insured against liability for workers' compensation or to undertake self-insurance in accordance with the provisions of that code before commencing with and during the performance of the work of this encroachment permit."*

**II. Insurance Requirements For Small Low Risk Projects Involving Homeowners NOT Using A Contractor**

Homeowner shall provide a Certificate (or Certificates of Insurance) documenting the following insurance, covering the activities of the Homeowner and any employees relating to the encroachment permit. The Encroachment Permit cannot be granted without this insurance documentation.

- a. General Liability insurance in the amount of \$300,000 per occurrence for work in the public right-of-way estimated to be \$2500 or less, or \$500,000 per occurrence for work estimated to be over \$2500. The City of Napa named as an additional insured and shall be provided with 30 days prior written notice of policy cancellation (10 days for non-payment of premium).
- b. Automobile Liability insurance in the amount of \$300,000 per occurrence for work in the public right-of-way estimated to be \$2500 or less, or \$500,000 per occurrence for work estimated to be over \$2500. *This requirement can be deleted if the homeowner certifies that vehicles will not be used for any of the work.*
- c. Workers' Compensation insurance with statutory limits as required by the State of California Labor Code. *This requirement may be deleted if the homeowner certifies that no employees or contractors will be used for the work.* The Part C form must be used for this certification.

**City of Napa  
Public Works Department  
Encroachment Permit Application Procedures**

**Part C  
Property Owner's Certification In-Lieu of Workers' Compensation Insurance**

I, the undersigned, hereby certify that I am the owner/co-owner of the property located at \_\_\_\_\_, Napa, CA; and I am planning to perform construction in the City public right-of-way in front of the above listed property.

I certify that in the performance of the work for which this permit is issued, I shall not employ any person in any manner so as to become subject to the workers' compensation laws of California. I understand that if I become subject to the workers' compensation provisions of the law of California, I shall forthwith comply with the provisions of Labor Code S3700, or my permit will be deemed revoked.

The construction work is scheduled to begin on \_\_\_\_\_ and should be completed by \_\_\_\_\_.

\_\_\_\_\_  
(Type or print name clearly)

\_\_\_\_\_  
Signature Date

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip Code

\_\_\_\_\_  
Phone Number