



# City of Capitola

## Over-the-Street Banner Application Packet

### Items included in your Over-the-Street Banner Application Packet

- Street Banner Program Policies  
Read through the Street Banners Program policies prior to applying. Customers will be required to abide by program policies.
- Over-the-Street Banner Application Form  
Application form to apply for an over-the-street banner reservation. Please include all required documents at the time of submission.
- Specifications & Design Requirement  
This document describes what technical specifications your banners must be in order for them to be installed. Banners not meeting the required specifications may not be installed.

### Application Process

1. Read through the Application Packet.
2. Complete the Application form.
3. Installation Period: 2 weeks maximum  
Locations: Capitola Avenue at Riverview Drive or Monterey Avenue at Park Place
4. Submit your application a minimum of **30 days prior to installation**. Applications may be emailed or mailed or made in person.

EMAIL completed applications to:

[duharriet@ci.capitola.ca.us](mailto:duharriet@ci.capitola.ca.us)  
[siesberg@ci.capitola.ca.us](mailto:siesberg@ci.capitola.ca.us)

IN PERSON, please contact:

City of Capitola Public Works Department  
420 Capitola Avenue  
831.475.7300  
Monday – Friday  
8:00 a.m. - 12 noon  
1:00 p.m. - 5:00 p.m.

MAIL applications to:

City of Capitola  
Attn: Public Works Department  
420 Capitola Avenue  
Capitola, CA 95010

5. Design your banner and follow the design requirements before submitting for review and approval. All banner designs and content must be submitted for consideration at least **30 days in advance** of the installation date.  
*Previously approved banners may be reused if they meet the current specifications and are in good condition. City staff inspects banners prior to installation; we have seen problems with moldy, decayed, and damaged banners.*
6. After you receive design review approval, fabricate your banner to the City of Capitola specifications. *Banners not meeting the required specifications may not be installed!*
7. Drop off your banner **no later than 3 business days prior to installation**. *Banners not dropped off within 3 business days may not be installed!*
8. Pick up your banners **within 7 days of take-down date**. *Banners not picked up within 10 business days may be discarded!*

#### **BANNER DROP OFF AND PICKUP LOCATION**

City Corporation Yard  
430 Kennedy Drive  
Capitola, CA 95010  
Hours: 7:00 a.m. – 3:00 p.m. Monday – Thursday  
Eddie Ray Garcia 831.212.4046 or Matt Kotila 831.212.4058



# Street Banner Program Policies

[www.cityofcapitola.org](http://www.cityofcapitola.org)



## ADMINISTRATIVE POLICY

Number: 1-17

Issued: 10/23/03

Revised: 01/24/08

Revised: 09/24/15

Jurisdiction: City Council

## CAPITOLA VILLAGE STREET BANNER PROGRAM POLICY

### I. PURPOSE

The Street Banner Program provides a service to community nonprofits and public service organizations that need an effective tool to promote events and public information of interest and benefit to 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.

### II. POLICY

It is the Policy of the City of Capitola to provide community nonprofits and public service organizations a cost-effective, high-impact, place-based tool for engaging the public in promoting events, raising awareness, and communicating key messages.

Nonprofit groups, public and governmental agencies, and public information campaigns may display Promotional Street Banners for charitable, educational, arts, community, and public interest activities, regulations and events. Approved special events 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.

### III. SPECIFICATIONS

1. Installation Period is a maximum of two (2) weeks.
2. Authorized locations:  
Capitola Avenue 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.

#### IV. PROCEDURE

1) Banner Sign. Per Capitola Municipal Code, Chapter 17.57 Signs, "Banner Sign" 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 utility/streetlight poles and 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, and any department or agency shall 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 the 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.

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

This policy is approved and authorized by:

  
Benjamin Goldstein, City Manager



## Specifications Over-the-Street Banner

1. Banners shall be a **minimum of 3' high x 14' wide to a maximum of 3 ½' high x 18' wide**. No exceptions.
2. Base fabric shall be 18 oz. heavyweight vinyl banner material.
3. 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.
4. Wire cable sewn into the top hem is recommended
5. Wind slits spaced ~10" apart from each other and at least 4" from the edges of the banner
6. Banners should be printed double-sided
7. Back to back banners are not permitted

**Banners not meeting the specifications may be rejected.**

All banner designs must be approved before a reservation is finalized and at least **30 days** prior to installation. Please contact the Public Works Department, for design review. [duharriet@ci.capitola.ca.us](mailto:duharriet@ci.capitola.ca.us) or 831.475.7300.



# Street Banner Application Over-the-Street Banner

*This is NOT a Permit*

## Items to Submit with your Application

- Banner Design Graphics. Submit a color graphic of the banner design including the dimensions for design review approval a minimum of 30 days prior to installation. Ensure that you receive design review approval prior to fabrication.
- *Banners not meeting the required specifications may not be installed!*

## Applicant Information

Primary Contact Name		Primary Contact Phone No.	
Name of Organization		Non-Profit Status: <b>Yes</b> or <b>No</b>	
Mailing Address			
Apt/Unit No.	City	State	Zip Code
Alternate Phone No.	Fax No.	Email Address	

## Event Information

Name of Event/Topic	
Banner Text (MESSAGE MUST BE NON-COMMERCIAL)	
Date of Event	
Street Location <i>City of Capitola reserves the right to place your banner in the location available</i>	<input type="checkbox"/> Capitola Avenue <input type="checkbox"/> Monterey Avenue
Requested Installation Date	Requested Removal Date
Contact Name for Banner Pick Up (FIRST, LAST)	
Contact Phone or Email Address for Banner Pick Up	

## Submission Information

EMAIL completed applications to:

[duharriet@ci.capitola.ca.us](mailto:duharriet@ci.capitola.ca.us)  
[sjesberg@ci.capitola.ca.us](mailto:sjesberg@ci.capitola.ca.us)

IN PERSON, please contact:

City of Capitola Public Works Department  
420 Capitola Avenue  
831.475.7300  
Monday – Friday  
8:00 a.m. - 12 noon  
1:00 p.m. - 5:00 p.m.

MAIL applications to:

City of Capitola  
Attn: Public Works Department  
420 Capitola Avenue  
Capitola, CA 95010

By signing this application, I certify I have read and understand the City's Street Banner Program Policies and I agree to be bound by them. I understand my banner may be recycled or discarded if not picked up within 10 days of removal date. I understand that street banner service is subject to scheduling maintained by the City.

\_\_\_\_\_  
**Signature**

\_\_\_\_/\_\_\_\_/\_\_\_\_\_  
**Date**

---

*To be completed by staff*

<i>Application Rcvd:</i>	<i>Dates Available:</i>	<i>Installation Scheduled:</i>
--------------------------	-------------------------	--------------------------------

<b>Staff Approval:</b> _____	<b>Date:</b> _____
<b>Permit Conditions:</b>	_____ _____