

## Town of Yountville Temporary Banner Guidelines & Application

The following guidelines apply to all Temporary Banner Applications. The Town of Yountville requires anyone wishing to display a temporary banner on Town property to receive prior authorization from the Town.

**DESCRIPTION:** A temporary banner is a sign constructed of pliable materials such as canvas, fabric, vinyl, plastic or similar materials which will withstand exposure to wind and rain without significant deterioration, and which does not require a building permit for its construction or installation outdoors. The applicant is responsible for all associated costs for participating in the temporary banner program.

**BANNER PROGRAM ELIGIBILITY and PRIORITIES:** Eligibility and Priority for placement of banners is given in the following order:

- 1) Town sponsored banners
- 2) Flag banner display for time period the week prior Memorial Day through mid July Reserved by Town.
- 3) Informational and/or event tourism promotional banners provided in partnership with the Yountville Chamber of Commerce or the NVTID-Yountville.
- 4) Event banners for Yountville non-profit organization fundraising events.
- 5) Informational and/or event tourism promotional banners provided by an official town partner, public agency or town sponsored activity (i.e. Visit Napa Valley, Napa Valley Film Festival, NCTPA, etc. )
- 6) Informational and/ or event tourism promotional /educational information from officially recognized sponsors of activities that have resulted in a significant sale of hotel rooms throughout the Town. Messaging must include a tag of "Yountville welcomes" or other message approved by the Town.

***No external private party banners are allowed as that would violate the State statute provision prohibiting the use of (gift) of public funds to the private purpose.***

**REQUESTS TO DISPLAY BANNERS:** Applications to display banners may be obtained from the Town of Yountville, Parks & Recreation Services Department at 6516 Washington Street or on the Town's website ([www.townofyountville.com](http://www.townofyountville.com)), and should be submitted to the Parks & Recreation Services Department.

**APPLICATIONS:** Applications will be considered no earlier than one year prior to the first day in which the display is desired. The completed application must be submitted no later than thirty (30) days prior to the first requested display date. A draft mock-up of the proposed banner must be attached to the application.

Applications are to be completed by a representative who can sign on behalf of the organization. Incomplete application packets will not be considered. A completed application packet should be submitted to the Parks & Recreation Department at the following address:

Town of Yountville  
Parks and Recreation Services Department  
6516 Washington Street  
Yountville, CA 94599  
Phone: 707-944-8712  
Fax: 707-944-1596

**LENGTH OF DISPLAY:** Organizations may display banners for no longer than thirty (30) days. However, the Town Manager may extend the length of time by up to 14 days if no other requests for banner displays in the same location have been approved. Banners displayed at the Community Center must be advertising an event located at the Community Center and can be on display for up to 7 days prior to the event.

**MAXIMUM NUMBER OF BANNERS:** Up to two banners 8 foot banners per organization may be displayed at any one time. Up to 52 and no less than 30 Street Pole Banners may be installed at any one time.

## **BANNER STANDARDS/INSTALLATION & REMOVAL**

### Event Banners

- Must be 8 feet long x 3 feet wide
- Must have at least 6 grommets, 3 on top and 3 on the bottom.
- Event Banners will be installed by the Town of Yountville Public Works staff.
- Banners must be delivered 7 working days prior to the expected day of hanging.
- Town Staff will install and remove Event Banners.
- Event Banners must be picked up within 10 days of removal at the Parks and Recreation Office. Banners left for more than 10 days will be disposed of.

### EVENT BANNER LOCATIONS:

- Yountville Community Center- Event must be taking place at the Community Center and/or the Town is a significant sponsor.
- Veterans Park, California Drive (south side)

### Street Pole Banners

- You must install a minimum of 30 street pole banners in order to be approved. There are 58 street pole banners in town along Washington Street from California Drive to Madison Street; Madison Street from Hwy 29 to Washington; Yount Street from Washington to Webber.
- Can be 18" x 36" OR 24" x 36". Must be 36" in length. An additional sponsor flap below the lower banner sleeve that is 6-8" length is also optional.
- **Installation contractor CANNOT move the banner arms to accommodate banners that are not 36" in length.**
- Must be securely hemmed at the top and bottom to allow for sleeves adequate for hanging.
- Banners sleeves that are secured with adhesive will not be approved.
- Street pole banners can only be installed and removed by a reputable company who submits verification of insurance to the Town of Yountville naming the Town of Yountville as additionally insured. This certificate can be emailed or mailed but must be received a minimum of 3 days prior to installation.
- Installation and removal of street pole banners must take place overnight or early in the morning in order to not create traffic and parking issues in Town.
- Applicant is responsible for the removal of the Street Pole Banners on or before the agreed upon date of removal.

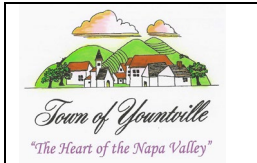
**MAINTENANCE OF BANNERS:** Problems with banners on display will be reported to permit holders. Corrective action shall be made within 24 hours of notification. Town staff will take corrective action if it is within their capability and there is no direct cost associated. The Town of

Yountville reserves the right to immediately remove banners and/or revoke permits if any hazard is created.

**CONTENT & DESIGN:** The banner must promote community events only. Banner designs must be submitted at the time of application. Do not pay for banner production until you have received approval for the design.

**REVOCAION OF PERMIT:** Any permit granted pursuant to this section shall be revocable at any time by the Town Manager for good cause.

**DISCLAIMER:** The Town of Yountville does not assume responsibility for damage to banners or damage to utility poles when pole banners are installed, removed or while the banners are hanging.



## Town of Yountville Temporary Banner Application

Organization Name: \_\_\_\_\_ Application Date: \_\_\_\_\_

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

Applicant Phone-Office: \_\_\_\_\_ Cell: \_\_\_\_\_

**PRIMARY CONTACT**

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

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

Phone-Office: \_\_\_\_\_ Cell: \_\_\_\_\_

Name/Location of Event: \_\_\_\_\_

Event Date(s): \_\_\_\_\_

Locations	#	*Start Date	*End Date
Yountville Community Center (If event is taking place at the Community Center or Town Sponsor)	1		
Veterans Park California Drive (south side)	1		
No less than 30 and up to 58 Street Pole Banners. Please indicate location of selected poles: _____ _____			

\*Note: Up to 30 days permitted

- As part of the application process, please attach draft mock-up of proposed banner including all language and graphics proposed for banner. We advise you to not order your banner until your banner permit has been approved and scheduled.
- As an authorized representative of the above-listed organization, I agree to comply with all applicable laws and guidelines. Town Manager or designee shall be authorized to immediately revoke the rights and privileges conferred by banner approved, in whole or in part, in his or her absolute discretion, for reasons related to, among other things: 1) preserving health and safety; or 2) for the breach of any term or condition of this permit.

By signing this I am certifying that I have read and understand the Temporary Banner Guidelines that accompany this application and agree to the policies and procedures. We agree to indemnify and hold harmless the Town of Yountville, its officers, agents, and employees from any and all claims, damages or suits that may arise or in any way be occasioned by the approval of this banner or the installation or removal of banners.

\_\_\_\_\_  
**APPLICANT'S SIGNATURE**

\_\_\_\_\_  
**DATE**