



CITY OF ST. HELENA
OFFICE OF THE DIRECTOR OF PUBLIC WORKS
1480 MAIN STREET
ST. HELENA, CA 94574
707.967.2792/PHONE • 707.963.7748/FAX

NOTICE TO BANNER PERMIT/CONTRACT APPLICANTS

Please review the attached *Banner Permit/Contract and Insurance Requirements* carefully to ensure your insurance is in full compliance with requirements for banner installation in City rights-of-way.

Insurance which is not in compliance at the time of your Banner Permit/Contract Application may take up to two (2) weeks to obtain the required documents from your insurer. Please plan the scheduling of your banner hanging accordingly.

Public Works

CONDITIONS OF INSTALLATION OF BANNERS
“CHECK OFF LIST”

- The City Manager must approve the event.
- You and your organization are responsible for hanging and removing the banner.
- You must obtain **written** authorization from the property owners involved prior to hanging the banner. Banners are hung at 1335 Main Street, contact Hector Marroquin, Masonic Lodge @ (720) 841-7342 and 1340 Main Street, contact Lydia Money, 967-0638.
- The Banner Permit fee of \$100.00 is due at the time of the permit submittal. This permit fee is non-refundable.
- Property owners of 1339 and 1341 Main Street have asked that no one climb or lean ladders against their buildings or walk on the roof.
- The event being promoted must be organized by a non-profit organization.
- The event must be held within the corporate limits of the City or directly affect/benefit the City or its residents.
- Not more than two banner permit/contracts for the same activity at the same location shall be issued to any City or County community based non-profit corporation in any calendar year.
- The banners shall not contain private advertising (including logos) nor be of a political nature; influencing legislation or a political campaign.
- The banner must be made of substantial cloth or canvas. Rope shall be without knots.
- The banner must comply with CalTrans regulations. The banner should be no more than 25 feet in length, 3 1/2 feet in height and the lower edge of the banner shall be at least 18 feet above the highway pavement at its closest point.
- The banner shall have reinforced hem (2 layer minimum) along all sides and 3 layers surrounding grommets at each corner (or) banner shall have a continuous ¼ inch rope (minimum) sewn into (each) top and bottom hem extending at least 3 feet beyond each side of banner for tying purposes.
- The display may be allowed two weeks before the event and may remain in place for the duration of the event. However, the total period of display shall not exceed 2 weeks.
- An Encroachment Permit/contract application must be submitted by the company installing the banner.
- The City insurance requirements must be met. (See Insurance Requirements “Check Off List” page)

INSURANCE REQUIREMENTS
“CHECK OFF LIST”
REQUIRED FOR ALL BANNER PERMIT/CONTRACTS

- Insurance Requirements:** The following documents showing evidence of insurance coverage, per City requirements, must be submitted and compliant prior to Permit/Contract approval.
 - Certificate of Liability Insurance** (e.g. “ACORD”). Policy numbers are required for and on all documents submitted. A *separate* endorsement is required for General Liability.
 - In the **Cancellation section** (bottom rt. corner): strike out the words “~~endeavor to~~” and “~~but failure... representatives~~”.
 - 30-days written notice mailed to the certificate holder (i.e. City of St. Helena) is required.
 - The language in the **Description section** (bottom middle) must state the following:
“**The City of St. Helena, its agents, officers, officials, employees and volunteers**” are named as **additionally insured**.
or
“**The City of St. Helena**” is named as **additionally insured**, as required by “**Permit/Contract**”.

Please note: **The Certificate of Liability Insurance is not sufficient evidence of insurance.**

- General Liability** (example on page 4, form CG 20 12 07 98)
 - Endorsement** page or a **copy of the policy declaration page**.
 - \$1 million per occurrence
 - Policy type (i.e. “Commercial General Liability”)
 - Policy number (matches ACORD)
 - Effective dates (policy period) (or at least on ACORD form)
 - Additional Insured Language:
“**The City of St. Helena, its agents, officers, officials, employees and volunteers**” are named as **additionally insured**.
or
“**The City of St. Helena**” is named as **additionally insured**, as required by “**Permit/Contract**”.
 - “...Primary...” and “...not contributing...” language/endorsement
- Failure to remove banner by specified date may result in denial of future banner hanging.*

PERMIT # _____

CITY OF ST. HELENA
NAPA COUNTY, CALIFORNIA
BANNER PERMIT/CONTRACT APPLICATION

TO: DEPARTMENT OF PUBLIC WORKS
1480 MAIN STREET
ST. HELENA, CA 94574

Today's Date: _____

PERMITTEE: _____

ADDRESS: _____

(Address, City, State & Zip)

Contact Person: _____ Phone: _____
Company Hanging Banner: _____ Phone: _____
Event Being Promoted: _____ Banner Dimensions: _____
Non-Profit tax I.D. Number: _____

What benefit is derived to St. Helena residents by this activity or organization?

Date Banner will be hung: _____ Date to be removed: _____

Please sketch your proposed banner design and text: *(Attach diagram on separate sheet(s) if necessary)*

Permittee agrees to comply with all ordinances, regulations, specifications and conditions which may apply or be required as a condition of this Permit/Contract. (See conditions of installation and insurance requirements pages).

Permittee shall indemnify, defend and hold harmless The City of St. Helena and its agents, officers, officials employees and volunteers in interest from and against all claims, damages, losses and expenses including attorney fees arising out of or in connection with work performed under this Permit/Contract, except where caused by the sole negligence or willful misconduct of The City of St. Helena. This obligation of Permittee to indemnify, defend and hold harmless shall continue in effect after the completion of the project authorized under this Permit/Contract.

Authorized Representative _____
Signature Title Date

APPROVED BY: _____
City Manager Date