

STREETLIGHT POLE BANNERS PROPOSED FEE SCHEDULE

City Council – May 25, 2021



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Background

Streetlight Pole Banner Policy 000-071

- Adopted January 5, 2021

Purpose

- Enables placemaking enhancement & promotion of community-oriented activities
- Establishes banner program regulations and procedures
- Ensures safe use of streetlight poles for banners



Streetlight Banner Fee Schedule

NEW FEES

- Non-Refundable Application Fee
- Banner Inspection Fee

EXISTING FEES APPLIED TO PROGRAM

- Encroachment Permit
- Traffic Control

Non-Refundable Application	\$45.00
Encroachment Permit	\$128.00
Traffic Control	\$147.00
Banner Inspection	
1-12	\$75.00
12-30	\$150.00
30-60	\$225.00



Fees and Process



- Non-Refundable Application Fee \$45.00

- Encroachment Permit \$128.00
- Traffic Control \$147.00

- Inspection \$75.00 - \$225.00



Comparisons

City	Fees	Install	Ins. Req.
San Rafael	\$25 per banner	Private	Yes
San Leandro	\$150.00 application	City	No
Napa	\$178 encr. permit	Private	Yes
San Mateo	\$258 application	City	No
San Francisco	\$275 for 20 banners	Private	Yes
Daly City	\$381 encr. permit	Private	Yes
Sacramento	\$490 per permit	Private	Yes
Vallejo	\$546 encr. + admin	Private	Yes



Outreach

- Economic Development Subcommittee
- Downtown Action Organization
- Santa Rosa Chamber of Commerce
- Hispanic Chamber of Commerce
- Railroad Square Association
- Community Advisory Board
- Event Producers
 - Luther Burbank Rose Parade
 - Wednesday Night Market
 - Sonoma County Pride





Recommendation

It is recommended by the Economic Development Division that the Council, by resolution, adopt the Streetlight Pole Banner Schedule of Fees related to the review, permitting, installation/deinstallation and inspection of streetlight pole banners.

