

RESOLUTION NO. _____

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA ADOPTING
COUNCIL POLICY NUMBER 000-71 TITLED “STREETLIGHT POLE BANNERS” AND
ASSOCIATED BANNER FEES

WHEREAS, the City of Santa Rosa does not currently have a policy or process that allows streetlight pole banners to be installed which are not associated with City services or programs; and

WHEREAS, the City owns streetlight poles throughout the City on which the public has expressed a desire to hang vertical banners for the purposes of enhancing placemaking, and promoting community-oriented activities and events; and

WHEREAS, the Economic Development Division and the Transportation and Public Works Department have expressed interest in codifying a public process for permitting and installing streetlight pole banners in the public right of way; and

WHEREAS, the Streetlight Pole Banner Policy (Exhibit A) establishes a clear permit process and parameters associated with allowing non-City use of and installation on streetlight poles for banner placement; and

WHEREAS, the Streetlight Pole Banner Policy provides for the submittal of a Streetlight Pole Banner Application and encroachment permit process to ensure requests are handled in a timely and fair manner, quality of content and design are considered, and appropriate messaging and use is in accordance with City Code sections 13-04, 20-38, 20-50.020 and 20-52.030, Council Policy 000-69, and other City objectives and standards; and

WHEREAS, to offset cost associated with the banner program and policy, application and permit fees based on established encroachment and inspection rates have been developed as described in the attached fee schedule (Exhibit B).

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa adopts Council Policy 000-71 - Streetlight Pole Banner Policy, attached as Exhibit A and made a part of this resolution.

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BE IT FURTHER RESOLVED that the Council adopts the Streetlight Pole Banner Fee Schedule, attached as Exhibit B and made a part of this resolution.

IN COUNCIL DULY PASSED this _____ day of _____, 2021.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST: _____ APPROVED: _____
City Clerk Mayor

APPROVED AS TO FORM: _____
City Attorney

Exhibit A – Streetlight Pole Banner Policy
Exhibit B – Streetlight Pole Banner Fee Schedule