

**From:** [Judy Kennedy](#)  
**To:** [\\_CityCouncilListPublic](#)  
**Cc:** [Judy Kennedy](#)  
**Subject:** [EXTERNAL] JANUARY 5, 2021, ITEM 14.2 STREETLIGHT POLE BANNERS  
**Date:** Sunday, January 3, 2021 3:48:47 PM  
**Attachments:** [neighborhood banners pdf.pdf](#)

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Dear Council,

Please consider funding the Neighborhood Banner Project with city funds for another 5-6 years. They are a source of great pride for the neighborhoods and for Santa Rosa, a city that welcomes community engagement and placemaking efforts.

The attached photos of the entire set of 11 banners shows their beauty and artistry.

Please exempt neighborhoods from this ordinance and fund the printing, installation, local fees and upkeep for the 57 banners for the next five years.

Thank you,

Judy Kennedy

Neighborhood + Arts Advocate

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Judy Kennedy  
quinkenn@sonic.net



Neighborhood Alliance of Santa Rosa  
**2008 Neighborhood Banners**

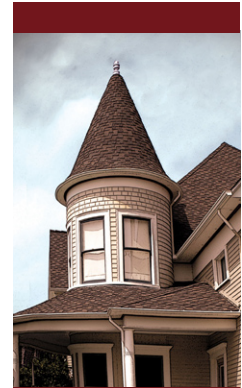
a collection of 11  
Banners celebrating  
the unique  
and wonderful  
architectural  
elements of Santa  
Rosa created in  
collaboration with  
the residents of  
Santa Rosa, the  
neighborhood  
Alliance and funded  
by the Community  
Action Board  
2008 community  
improvement grants



**JULLIARD PARK**  
NEIGHBORHOOD



**HISTORIC  
BURBANK GARDENS**  
NEIGHBORHOOD



**HISTORIC  
CHERRY STREET**  
NEIGHBORHOOD



**HISTORIC  
RIDGWAY**  
NEIGHBORHOOD



**EARLE STREET**  
NEIGHBORHOOD



**SOUTH PARK**  
NEIGHBORHOOD



**JUNIOR COLLEGE**  
NEIGHBORHOOD



**HISTORIC  
ST. ROSE**  
NEIGHBORHOOD



**HISTORIC  
OLIVE PARK**  
NEIGHBORHOOD



**ROSELAND**  
NEIGHBORHOOD



**HISTORIC  
WEST END**  
NEIGHBORHOOD

**From:** [Greater Cherry Neighborhood Association](#)  
**To:** [Rogers, Chris](#); [Fleming, Victoria](#); [\\_CityCouncilListPublic](#)  
**Cc:** [Rivero, Rafael](#); [Denise Hill](#); [quinkenn@sonic.net](mailto:quinkenn@sonic.net); [sennis@aim.com](mailto:sennis@aim.com); [karenlmack49@gmail.com](mailto:karenlmack49@gmail.com); [jimmacken@macken.com](mailto:jimmacken@macken.com)  
**Subject:** [EXTERNAL] 1/5/21 City Council; RE: Agenda # 14.2 Banner Policy  
**Date:** Sunday, January 3, 2021 7:51:09 PM

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Dear Mayor Rogers and Councilmembers;

On behalf of folks in the Greater Cherry Street Neighborhood, as well as residents in other neighborhoods, we would like to express our objections to the process for how this item appeared on the 1/5/21 agenda, as well as with some parts of the policy.

Via email from Rafael to Judy Kennedy, the item was to appear on the 1/12/21 agenda, so we do not know why it was moved up a week, but it is disruptive and preemptive to citizen involvement, to some degree. Why the change?

Outreach was not robust to the neighborhoods, but that in some way is understandable because the neighborhood groups are not funded like the Chamber, DAO, Railroad Square Association, etc. The neighborhood groups are more grassroots, voluntary, and when funding is needed those efforts are ad hoc.

But neighborhood “placemaking” through the use of banners has already been a settled issue. In 2007, 57 banners were designed, approved, and installed with Judy Kennedy coordinating all aspects with the neighborhood groups, CAB, and so on. We understand that the banners were replaced in 2014 using CAB funding. Clearly, “placemaking” banners are intended to last a long time... years, not months, and there is nothing wrong with that as long as they are replaced once depreciated.

Since this issue is now on the agenda, we ask that the banners once again be replaced (same designs) by the City, using City funds (CAB should have unused funds from neighborhood block parties that did not occur in 2019 or 2020, or other funds can be found). Judy has the data on the banners of course, but the cost is under \$5,000.

These banners would not need to be replaced until 5-7 years from now under normal circumstances.

The 57 poles that have these banners should be reserved in perpetuity for the “placemaking” neighborhood banners.

Perhaps this City-funded program should be expanded to include all of the City’s neighborhoods, so they have a banner adjacent to City Hall, as well as four in their neighborhoods. Judy Kennedy’s designs have been very much appreciated, so you should pay

her to expand upon this very successful program - and carve out a budget in CAB to support it !!! (It's time to celebrate Roseland, Oakmont, Fountaingrove, Coffey Park, and so on too. It could be a source of pride to see all our neighborhoods represented.) First, let's start by replacing the 57 neighborhood banners currently installed.

We do not want **any** banners in any neighborhood that contain commercial content, and that have not been approved by our neighborhood groups for design.

Furthermore, there needs to be a public process for approving designs for banners for poles not assigned to a specific organization (neighborhoods, DAO, Railroad Square, etc.) - i.e event banners in commercial districts.

For poles in the official DAO or Railroad Square Association zones (that do not have the few exempt poles that are assigned to the neighborhoods) they should be able to install their supplied banners in a way that meets public objectives as well as the guidance in the policy.

The museum should also have its own assigned poles for placemaking banners, too.

Placemaking banners in the neighborhoods aside, event banners should have designated poles **throughout the commercial zones of the City** that groups could apply to use.

Why is the policy not specifying what poles can host banners? That would be a more sensible approach to controlling and expanding the use of event banners throughout the City, but on approved poles. (Most all of the cities in Rafael's research list designate specific poles that can host banners.)

The proposed policy is not fully formed. For instance, it is unclear if the installer needs to invest in only one encroachment permit per year rather than per installation, or heaven forbid per pole.

It may be a better approach to imagine what areas of the City could utilize placemaking or event banners and go from there. Event banners should be limited to commercial areas (e.g primary streets).

We also do not approve of the City Manager assigning an administrative approval function to a non-City organization like the Chamber, to approve banners outside of the DAO jurisdiction.

It's hard not to notice the banners that are apparently not designed with any standards in mind. Some are 100% commercial content and many have illegible designs (mostly because the type is too small).

However, there are probably places whereby the installation of well-designed banners would add positively to the urban environment, as well as the residential neighborhoods.

Thank you for your time.

Eric Fraser  
Community Organizer  
Greater Cherry Street Neighborhood Association



PS. If the new policy is approved without replacement banners being ordered, we require that the City remove any old, depreciated banners so that a hazard or liability is not created for our neighborhood association, residents, workers, or guests.

cc: Greater Cherry Google Group

**From:** [noreply@granicusideas.com](mailto:noreply@granicusideas.com)  
**To:** [City Council Public Comments](#)  
**Subject:** [EXTERNAL] New eComment for City Council  
**Date:** Monday, January 4, 2021 2:51:26 PM

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[SpeakUp](#)

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## New eComment for City Council

Catherine Dodd submitted a new eComment.

Meeting: City Council

Item: 14.2 PUBLIC HEARING - STREETLIGHT POLE BANNERS POLICY 000-71 AND ASSOCIATED BANNER FEES BACKGROUND: Economic Development Division staff in coordination with the Public Works Street Maintenance Division were charged with facilitating the locations, hardware purchases, scheduling and installation of banners on street poles. Installation and removal of the banners has been performed by Public Works, which has impacted their core services delivery bandwidth. With banner interest continuing to rise, namely from event producers, but also from neighborhood groups and non-profit organizations, the proposed new banner policy and program regulations are intended to provide a clear and fair permit process where none has existed. RECOMMENDATION: It is recommended by the Economic Development Division and Transportation and Public Works Department that the Council, by resolution, adopt Council Policy 000-71 - Streetlight Pole Banners and associated banner fees.

eComment: Well thought out proposal. Seems ironic that insurance is required for banners and an inspection fee is charged but the same is not required for WiFi antennas. Just a thought.

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**From:** [Denise Hill](#)  
**To:** [\\_CityCouncilListPublic](#)  
**Cc:** [CMOffice](#)  
**Subject:** [EXTERNAL] 14.2 PUBLIC HEARING - STREETLIGHT POLE BANNERS POLICY 000-71  
**Date:** Monday, January 4, 2021 5:02:43 PM

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Dear Mayor Rogers and City Council Members,

I am writing to voice my concern about the proposed changes to how the banners for neighborhoods will be handled in the future.

First, I am confused as to why this agenda item has neighborhood banners grouped with banners used for events and non-profit entities since the purpose for neighborhood banners vs promotional and commercial banners is totally unrelated. Even more confusing is why the neighborhood banner program would be moved under the purview of an outside organization and not City staff. Clearly from the lack of notification with neighborhoods in advance of this agenda item, that decision is already not working. I believe the City has a Community Engagement Division and this would seem to be the logical department to handle neighborhood banners.

The benefit to the those neighborhoods with banners is that residents gain pride, a sense of place, and recognition from the City and that their neighborhoods are, indeed, important. While millions of dollars have been spent on the core downtown area with the reunification of Courthouse Square and other recent programs there has been little, if any, investment in the downtown neighborhoods. The neighborhood banners were originally purchased through a CAB grant for \$5,000. This is such a minor portion of the city budget that I can't fathom a reason why the City wouldn't continue with the purchase and installation every (5-7 years) as they need to be replaced. In addition, per the Visitor's Center in Railroad Square the walking tour maps for the historic neighborhoods were one of the most popular items (until the City made the decision to stop printing them a few years ago). Studies have shown that visitors engaged in this type of activity stay in the area longer which translated to more dollars spent on meals, lodging, etc. A re-booted effort to provide visitors walking tour information combined with neighborhood banners would surely be a win-win for neighborhoods, businesses downtown, and the City.

Best,

*Denise Hill*