

# STREETLIGHT POLE BANNERS

- Policy
- Program Regulations, Application Packet & Associated Fees
- Recommendation

City Council – January 5, 2021

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# Background

**Santa Rosa currently has  
NO BANNER POLICY**

## References

- City Code Title 20
- Council Policy 000-69 - Advertising

## Policy Goals

- Establish program regulations and procedures
- Ensure safe use
- Application & Fees
- Placemaking enhancement & promotion of community-oriented activities



## TYPICAL BANNER USES

### Recognitions

(e.g. Pride Month, US Armed Forces)

### Events

(e.g. IRONMAN, Wednesday Night Market)

### Placemaking

(e.g. Community Benefit Districts)

### Seasonal/Historic Recognitions

(non-religious)

### Public facilities

(e.g. museums, libraries, schools)

## INELIGIBLE BANNERS

Violations of the Santa Rosa City Code

Violations of Council Advertising Policy as that content relates to banners

Activities not open to the general public

Commercial, political, religious content

Images or messages inconsistent with the guidelines

# 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



# Process

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- Availability
- Content Review
- Installer Docs

- Encroachment Permit
- Traffic Control
- Insurance Docs

- Inspection
- Up-Keep

# Fees

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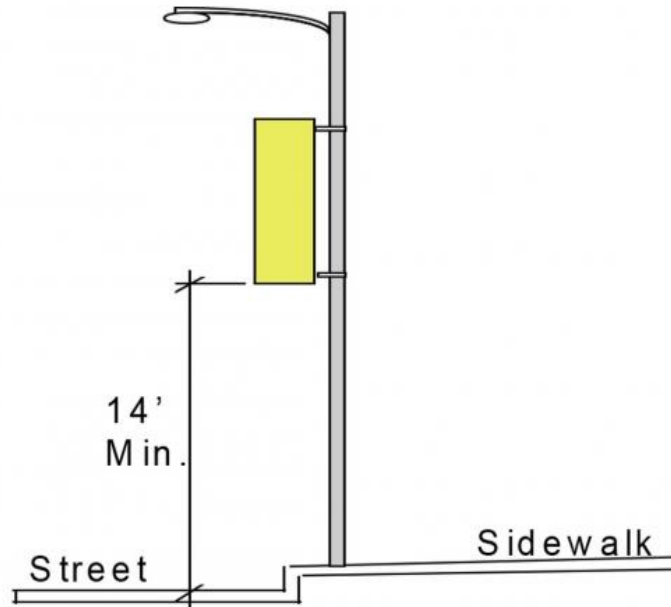
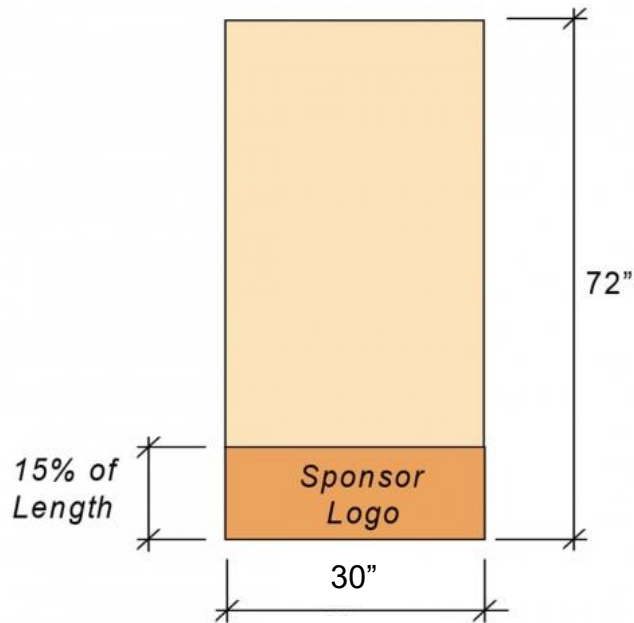
- Non-Refundable Application Fee \$45.00

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

- Inspection \$75.00 - \$225.00

# Requirements

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## Size

- 30" wide by 72" tall

## Content

- Guiding Doc: Council Ad Policy (000-069)
- 15% Sponsor Logo

# 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

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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.