

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: RAFAEL RIVERO, ECONOMIC DEVELOPMENT SPECIALIST
ECONOMIC DEVELOPMENT DIVISION
SUBJECT: STREETLIGHT POLE BANNERS PROPOSED FEES
AGENDA ACTION: RESOLUTION

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.

EXECUTIVE SUMMARY

In January 2021, Santa Rosa City Council adopted Streetlight Pole Banner Policy No. 000-071 providing guidelines and procedures to manage and regulate banners on streetlight poles owned by the City. Due to a technical oversight in the Public Hearing Notice, the corresponding fee schedule was not included in the adoption of the policy. The proposed fee schedule includes two new proposed fees: a non-refundable banner application fee of \$45.00, and a banner installation inspection fee that ranges between \$75.00 - \$225.00, depending on the number of banners proposed. The encroachment permit fee of \$128.00 and the traffic control fee of \$147.00 as shown on the schedule are established fees that complete the banner fee schedule and will be newly applied for this purpose.

BACKGROUND

Streetlight pole banners are typically used as a promotional and placemaking enhancement tool, most commonly for seasonal and event related purposes. In recognition of community interest in placing banners on streetlight poles, the City Council adopted the Streetlight Pole Banner Policy No. 000-71 on January 5, 2021.

With banner interest continuing to rise, namely from event producers, but also from neighborhood groups and non-profit organizations, the attached proposed fee schedule (Exhibit B to the Resolution) is intended to offset costs associated with the process outlined in the policy.

There are approximately 100 poles with existing banner hardware within the boundary of the general plan downtown area, the most requested and historically used area for banner placement. Outside of the downtown area poles with banner hardware are scarce and, if in place, are along commercial corridors.

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To exercise quality control and manage streetlight pole availability, proposed banner placement will be reviewed by staff via the Streetlight Pole Banner Application for content and design, dates, and pole availability. Upon application approval, the proposed fees will be assessed, an encroachment permit issued, and a banner installation inspection will take place.

Applicants seeking use of the streetlight poles for banner placement will apply for a review that requires applicants to provide the proposed dates, pole numbers and artwork/content, and to identify the installer. To ensure proper documentation and insurance, the applicant's designated installer must also obtain an encroachment permit and submit a traffic plan.

PRIOR CITY COUNCIL REVIEW

There was no previous Council action specific to adopting the proposed fees related to the Streetlight Pole Banner Policy, however City Council previewed the fees in relation to the policy as follows:

On January 5, 2021, City Council, unanimously adopted Policy No. 000-71, Streetlight Pole Banners.

ANALYSIS

The purpose of the proposed Banner Non-Refundable Application fee of \$45.00 and the corresponding Banner Installation Inspection fee of between \$75.00 - \$225.00 is to cover costs associated with the processing of a new application and ensuring public safety after banners have been installed. The encroachment permit fee of \$128.00 and the traffic control fee of \$147.00 as shown on the schedule are established fees that complete the banner fee schedule.

If all the fees were applied for the maximum number of banners, the total cost possible for an applicant would be \$545.00. In reality, the traffic control fee will more commonly be paid by the installer, and historically the number of banners requested is 30 or less. For comparison, a selection of other banner programs in the Bay Area is as follows:

City	Fees	Install	Insurance Req'd
City of San Rafael	\$25 per banner	Independent Installer	Yes
City of Napa	\$178 encroachment	Independent Installer	Yes
City of San Francisco	\$275 for 20 banners	Independent Installer	Yes
City of Sacramento	\$490 (New Permit)	Independent Installer	Yes
City of San Leandro	\$150.00 application	City of San Leandro	No
Daly City	\$381.00 encroachment	Independent Installer	Yes
City of Vallejo	\$546.00 Admin/Enc.	Independent Installer	Yes
City of San Mateo	\$258.00 Allowed One	City of San Mateo	No

Development of the Streetlight Pole Banner Program relied on heavy engagement by a diverse stakeholder group. The proposed fees were integrated into discussions during the broader outreach and engagement efforts, including presentations to the Downtown Subcommittee, the Economic Development Subcommittee, meetings with event organizers such as Luther Burbank Rose Parade, Wednesday Night Market, and Sonoma County Pride, and with neighborhood organizations such as the Downtown Action Organization and the Railroad Square Association,

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as well as one on one meetings with neighborhood organizers. Staff also met with the Santa Rosa Metro Chamber and the Hispanic Chamber of Commerce, the Museum of Sonoma County, Roseland area business owners and representatives, representatives from various other organizations and interested parties, and other City divisions that would have a role in implementing the policy. Input and concerns were considered and integrated into the policy and fees as appropriate.

FISCAL IMPACT

Adoption of the proposed resolution would not have a fiscal impact on the General Fund as the direct cost of initial program administration will be covered by the current Economic Development Division budget. Eventually permit fees collected will minimally offset staff costs related to the program. With adoption, this program will be formally incorporated into future fiscal year budgeting.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guidelines Section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

An overview of the proposed streetlight pole banner policy was presented and discussed in the Economic Development Subcommittee of the City Council but was not presented or reviewed by the full Council. No action was taken at the subcommittee meeting.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution / Exhibit A and Exhibit B

CONTACT

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