

RESOLUTION NO. RES-2021-088

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

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, on January 5, 2021, Santa Rosa City Council adopted Policy No. 000-71, Streetlight Pole Banners (Exhibit A), establishing the City’s first policy and process for streetlight pole banners to be installed by entities not associated with City services or programs; and

WHEREAS, the Streetlight Pole Banners Policy shifts the responsibility of installing banners from the Transportation and Public Works Department to private sector installers; and

WHEREAS, the Streetlight Pole Banner Fee Schedule aligns with the cost of the permit process allowing non-City use of and installation on streetlight poles for banner placement as outlined in the Policy; and

WHEREAS, the Encroachment Permit Fee and the Traffic Control Fee as shown on the Banner Fee Schedule, attached as Exhibit B, are established; and

WHEREAS, the only new fees associated with the banner program are the Non-Refundable Application Fee and the Banner Inspection Fee, which are related to the processing of new applications and ensuring public safety after banners have been installed; and

WHEREAS, the Encroachment Permit Fee and the Traffic Control Fee as shown on the Banner Fee Schedule attached as Exhibit B are established fees.

///

///

///

///

///

///

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa adopts the Streetlight Pole Banner Fee Schedule, attached as Exhibit B to this resolution.

IN COUNCIL DULY PASSED this 25th day of May, 2021.

AYES: (7) Mayor C. Rogers, Vice Mayor N. Rogers, Council Members Alvarez, Fleming, Sawyer, Schwedhelm, Tibbetts

NOES: (0)

ABSENT: (0)

ABSTAIN: (0)

ATTEST: _____ APPROVED: _____
City Clerk Mayor

APPROVED AS TO FORM: _____
City Attorney

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