

STREETLIGHT POLE BANNERS

- Policy
- Program Guidelines
- Permit Fee Structure

City Council – March 17, 2020



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Background

**Santa Rosa currently has
NO BANNER POLICY**

References

- City Code Title 20
- Council Policy 000-70 - Advertising

Policy Goals

- Establish program procedures
- Ensure safe use
- 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

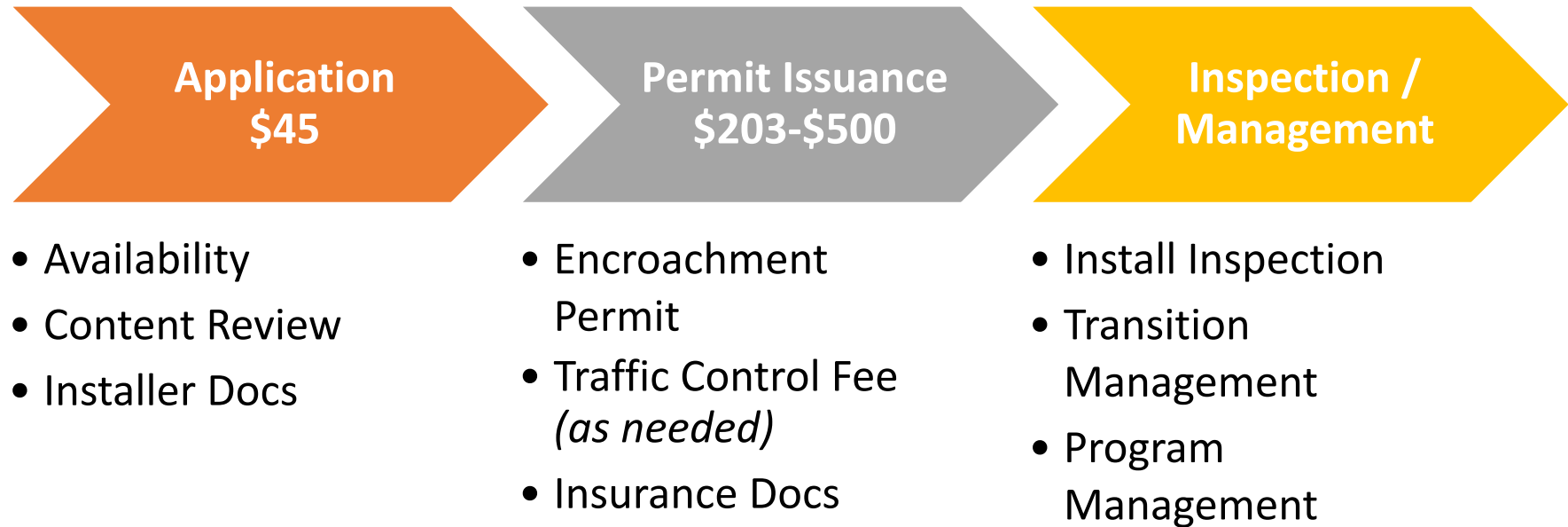
Images or messages inconsistent with
the guidelines

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



Proposed Fees

Non-Refundable Application Fee – \$45.00

Content review | Availability | Installation requirements

Permit Elements – \$203.00 to \$500.00

- Encroachment Permit – \$128.00
or Revocable License Agreement as required
- Traffic Control Fee - \$147.00
if required
- Inspections:
Inspection rate based on code enforcement classification
 - 1 – 12 Banners – \$75.00
 - 12 – 30 Banners – \$150.00
 - 30 - 60 Banners – \$225.00



Banner Request

Applicant

Encroachment Permit
- \$128

Inspection Fees
- \$75-\$225

Installer

Encroachment Permit
- \$128 - Annual

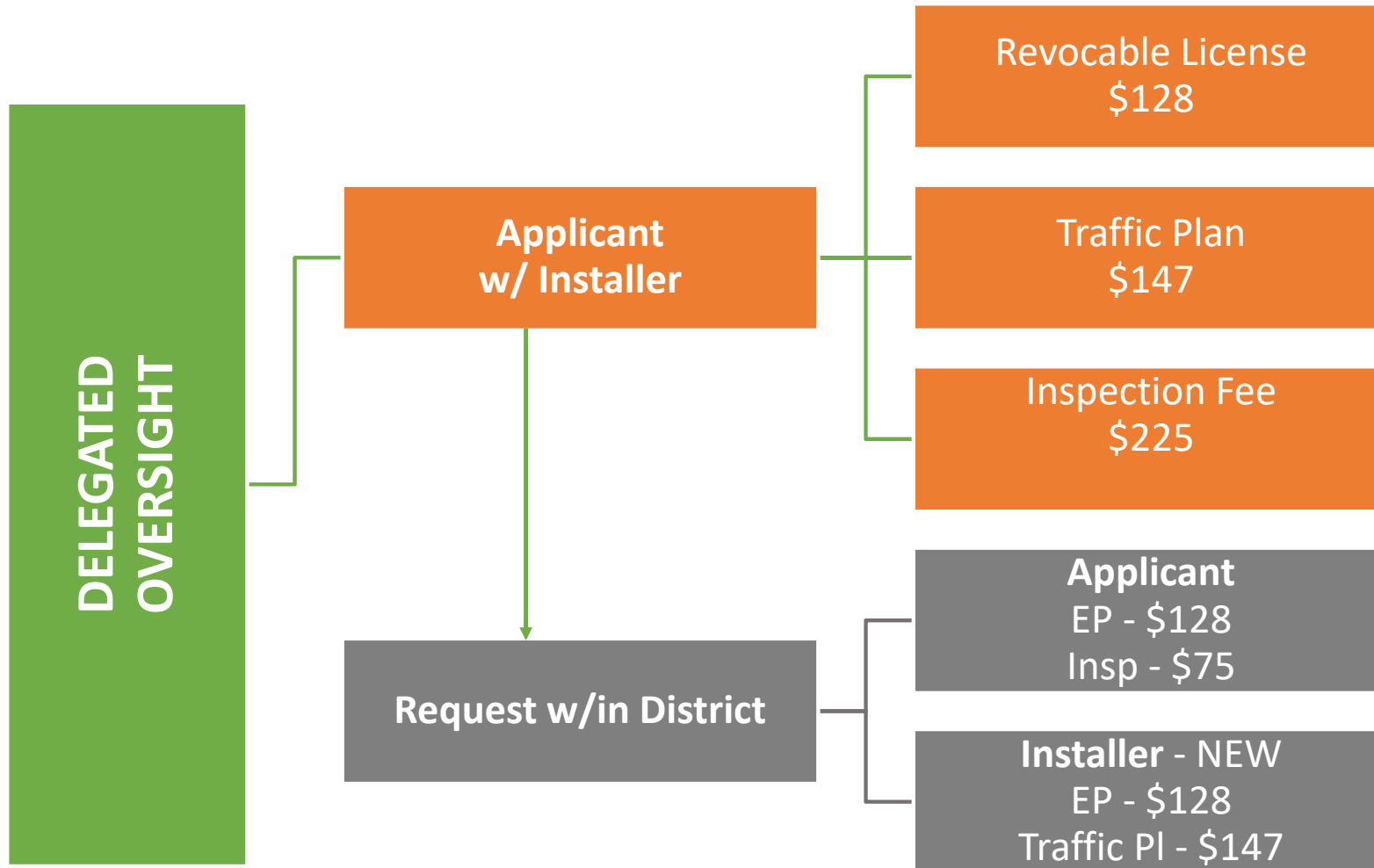
Traffic Plan
- \$147

Delegation of Oversight

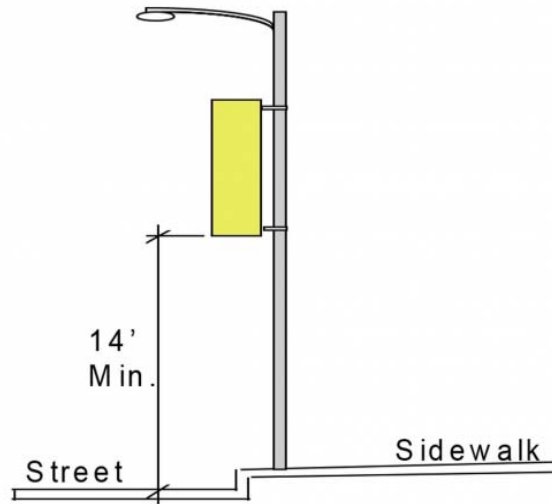
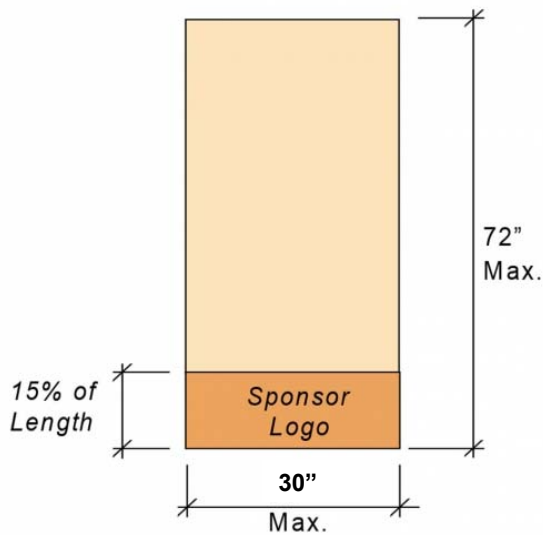
Allows approved organizations to manage aspects of program.

- Revocable License Agreement
- Defined geographic area





Requirements



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
- Event Producers
 - Luther Burbank Rose Parade
 - Wednesday Night Market
 - Sonoma County Pride





Recommendation

It is recommended by the Economic Development Division that the Council, by resolution, adopt Council Policy 000-71 - Streetlight Pole Banner Policy and Guidelines, and adopt a fee structure for the street banner program.