

STREETLIGHT POLE BANNERS

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

Community Advisory Board – December 16, 2020



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Planning & Economic Development Department

Background

**Santa Rosa currently has
NO BANNER POLICY**

References

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

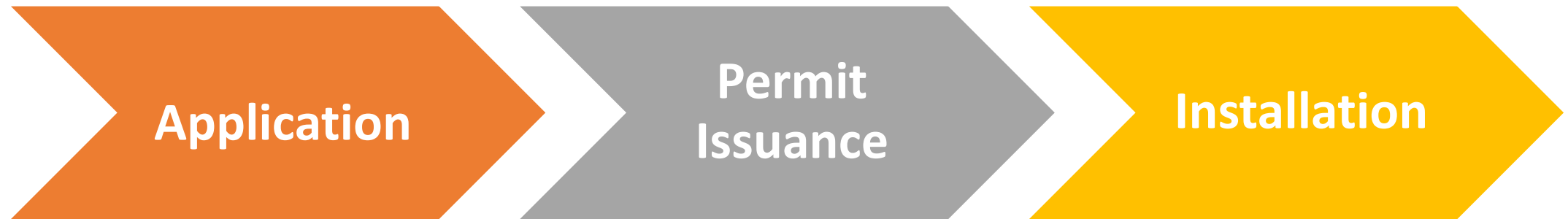
Images or messages inconsistent with the guidelines

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



- Availability
- Content Review
- Installer Docs

- Encroachment Permit
- Traffic Control
- Insurance Docs

- Inspection
- Up-Keep

Fees



Application

- Non-Refundable Application Fee \$45.00

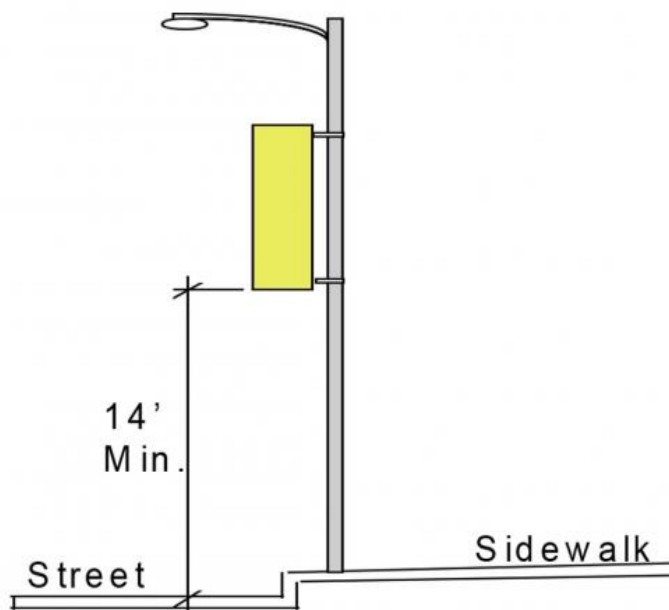
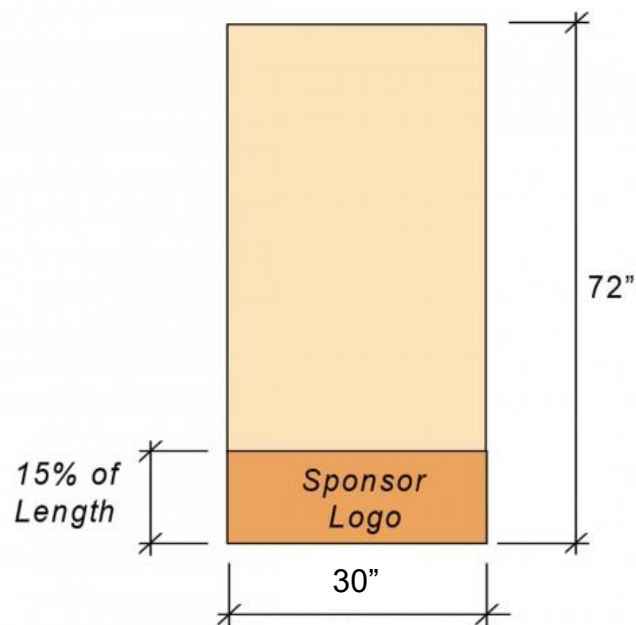
Permit Issuance

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

Installation

- Inspection \$75.00 - \$225.00

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





Proposed Recommendation

The Economic Development Division and Department of Public Works will be making the following recommendation on January 5, 2021:

That the Council, by resolution, adopt Council Policy 000-71 - Streetlight Pole Banners, Streetlight Pole Banner Application Packet and Associated Fees.