

City of Santa Rosa



Legislation Details

File #: 21-0044 **Version:** 1 **Name:** Banner Policy
Type: CC- Public Hearing **Status:** Agenda Ready
File created: 9/22/2020 **In control:** City Council
On agenda: 1/5/2021 **Final action:**
Title: PUBLIC HEARING - STREETLIGHT POLE BANNERS POLICY 000-71 AND ASSOCIATED BANNER FEES

BACKGROUND: Economic Development Division staff in coordination with the Public Works Street Maintenance Division were charged with facilitating the locations, hardware purchases, scheduling and installation of banners on street poles. Installation and removal of the banners has been performed by Public Works, which has impacted their core services delivery bandwidth.

With banner interest continuing to rise, namely from event producers, but also from neighborhood groups and non-profit organizations, the proposed new banner policy and program regulations are intended to provide a clear and fair permit process where none has existed.

RECOMMENDATION: 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.

Sponsors: Economic Development Subcommittee

Indexes: Not a Project

Code sections: 15378 - Not a Project

Attachments: 1. Staff Report, 2. Resolution, 3. Exhibit A - Policy 000-71 Streetlight Pole Banners, 4. Exhibit B – Streetlight Pole Banner Fee Schedule, 5. Exhibit A - Policy 000-71 (Redline - Final) Streetlight Pole Banners 2021.01.pdf, 6. Exhibit A - Policy 000-71 (Clean - Final) Streetlight Pole Banners 2021.01.pdf, 7. Presentation, 8. Late Correspondence (Uploaded 1-5-2021)

Date	Ver.	Action By	Action	Result
1/5/2021	1	City Council	to waive reading of the text and adopt as amended	Pass