PROCESS

APPLICATION

Return the completed banner application and a non-refundable application fee of $45.00 to:

Attn. Rafael Rivero  
Economic Development Division  
100 Santa Rosa Avenue, Room 3,  
Santa Rosa, CA 95404

economicdevelopment@srcity.org  
Tel. 707-543-3200

PERMIT ISSUANCE

• Upon application approval you must obtain an encroachment permit.
• The contractor installing your banners must also have or obtain an encroachment permit.
  Contractor encroachment permits for banner installation and removal are annual permits; check with your installer if their permit is still valid.

Applicant and Installer permit fees are as follows:

- **Applicant**
  - Encroachment Permit
    - $128.00
  - Inspection Fees
    - $75.00 – 1-12 Banners
    - $150.00 – 13-30 Banners
    - $225.00 – 31-60 Banners

- **Installer**
  - Encroachment Permit - Annual
    - $128.00
  - Traffic Plan – Annual/As Needed
    - $147.00

STREETLIGHT POLE BANNER POLICY & GUIDELINES

Please refer to the attached **Policy & Guidelines** for eligibility, and banner criteria.

STREETLIGHT POLE BANNER APPLICATION PACKET
INSTALLATION REQUIREMENTS

Banner Requirements

- Size: 30” wide by 72” Tall
- Sponsor Logos: no more than 15% of banner (if applicable)
APPLICANT

Name: 

Organization: 

Address: 

City: 

Phone: 

Email: 

BANNER CONTENT AND PROMOTION INFORMATION

1. Name of Event or Promotion: 

2. Description of Banner Content: 

3. Proposed Exhibit Date: 
   Installation Date: _____ / _____ / ______
   Removal Date: _____ / _____ / ______

4. Number of Streetlight Pole Banners Requested: 

INSTALLATION CONTRACTOR

Name: 

Company: 

Phone: 

Email: 

➢ Encroachment Permits allow contractors access to the public right-of-way for banner purposes.
5. Pole Locations Requested

<table>
<thead>
<tr>
<th>DOWNTOWN CORE:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ 1st Street: B St to D St</td>
<td>☐ Mendocino Ave: 4th St to College Ave</td>
</tr>
<tr>
<td>(______# of Banners)</td>
<td>(______# of Banners)</td>
</tr>
<tr>
<td>☐ 2nd Street: D St to E St</td>
<td>☐ B Street: 1st St to 10th St</td>
</tr>
<tr>
<td>(______# of Banners)</td>
<td>(______# of Banners)</td>
</tr>
<tr>
<td>☐ 3rd Street: B St to E St</td>
<td>☐ D Street: Sonoma Ave to 5th St</td>
</tr>
<tr>
<td>(______# of Banners)</td>
<td>(______# of Banners)</td>
</tr>
<tr>
<td>☐ 4th Street: B St to Brookwood Ave</td>
<td>☐ E Street: Sonoma Ave to College Ave</td>
</tr>
<tr>
<td>(______# of Banners)</td>
<td>(______# of Banners)</td>
</tr>
<tr>
<td>☐ 5th Street: B St to E St</td>
<td></td>
</tr>
<tr>
<td>(______# of Banners)</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>OUTSIDE OF DOWNTOWN CORE - Locations and Number of Banners (attach additional info as needed):</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐</td>
</tr>
<tr>
<td>(______# of Banners)</td>
</tr>
<tr>
<td>☐</td>
</tr>
<tr>
<td>(______# of Banners)</td>
</tr>
</tbody>
</table>

☐ REQUEST FOR DELEGATION OF OVERSIGHT (see guidelines for eligibility)

Attach description of request and map of district or desired area

☐ Please attach camera-ready banner artwork illustrating design, color, text, graphics and dimensions for the banners. Artwork must show entire contents of banner messaging, including all artwork for multiple designs.

APPLICATION SUBMITTED BY:

________________________________________________________
Name and Title of Authorized Organization Representative

__________________________________
Tel. Date Submitted

FOR CITY OF SANTA ROSA USE:

Application Reviewed By: ____________________________________

Date: ____________________________ ☐ APPROVED ☐ DENIED

Attachment 2