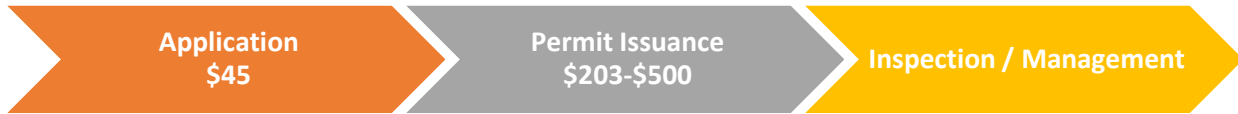




STREETLIGHT POLE BANNER APPLICATION PACKET

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

STREETLIGHT POLE BANNER POLICY & GUIDELINES

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

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:

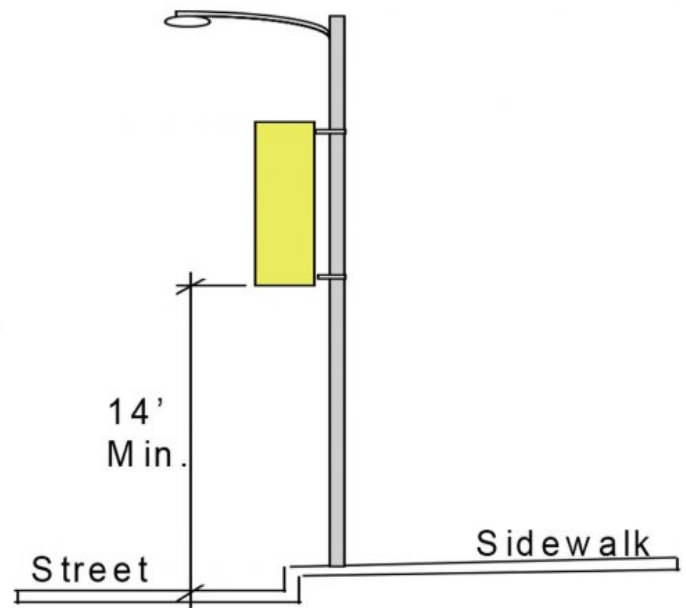
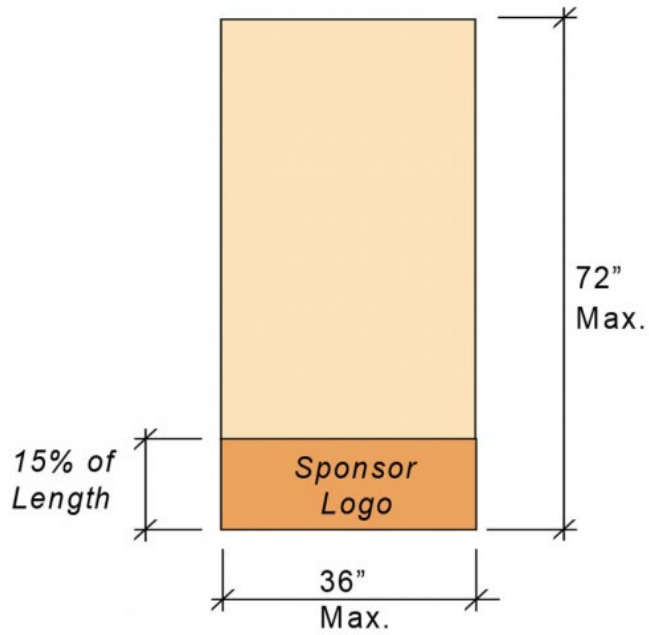
- **Applicant**
 - Encroachment Permit
 - \$128.00
 - Inspection Fees
 - \$75.00 – 1-12 Banners
 - \$150.00 – 12-30 Banners
 - \$225.00 – 30-60 Banners
- **Installer**
 - Encroachment Permit - Annual
 - \$128.00
 - Traffic Plan – Annual/As Needed
 - \$147.00

Attachment 2

INSTALLATION REQUIREMENTS

Banner Requirements

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



Attachment 2

5. Pole Locations Requested

DOWNTOWN CORE:	
<input type="checkbox"/> 1 st Street: B St to D St (_____ # of Banners)	<input type="checkbox"/> Mendocino Ave: 4 th St to College Ave (_____ # of Banners)
<input type="checkbox"/> 2 nd Street: D St to E St (_____ # of Banners)	<input type="checkbox"/> B Street: 1 st St to 10 th St (_____ # of Banners)
<input type="checkbox"/> 3 rd Street: B St to E St (_____ # of Banners)	<input type="checkbox"/> D Street: Sonoma Ave to 5 th St (_____ # of Banners)
<input type="checkbox"/> 4 th Street: B St to Brookwood Ave (_____ # of Banners)	<input type="checkbox"/> E Street: Sonoma Ave to College Ave (_____ # of Banners)
<input type="checkbox"/> 5 th Street: B St to E St (_____ # of Banners)	
OUTSIDE OF DOWNTOWN CORE - Locations and Number of Banners (attach additional info as needed):	
<input type="checkbox"/> _____	(_____ # of Banners)
<input type="checkbox"/> _____	(_____ # of Banners)
<input type="checkbox"/> 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: _____	<input type="checkbox"/> APPROVED	<input type="checkbox"/> DENIED