STREETLIGHT POLE BANNERS

- Policy
- Program Guidelines
- Permit Fee Structure
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

<table>
<thead>
<tr>
<th>Recognitions</th>
<th>Events</th>
<th>Placemaking</th>
<th>Seasonal/Historic Recognitions</th>
<th>Public facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>(e.g. Pride Month, US Armed Forces)</td>
<td>(e.g. IRONMAN, Wednesday Night Market)</td>
<td>(e.g. Community Benefit Districts)</td>
<td>(non-religious)</td>
<td>(e.g. museums, libraries, schools)</td>
</tr>
</tbody>
</table>

### INELIGIBLE BANNERS

<table>
<thead>
<tr>
<th>Violations of the Santa Rosa City Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Violations of Council Advertising Policy as that content relates to banners</td>
</tr>
<tr>
<td>Activities not open to the general public</td>
</tr>
<tr>
<td>Commercial, political, religious content</td>
</tr>
<tr>
<td>Images or messages inconsistent with the guidelines</td>
</tr>
</tbody>
</table>
## Comparisons

<table>
<thead>
<tr>
<th>City</th>
<th>Fees</th>
<th>Install</th>
<th>Ins. Req.</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Rafael</td>
<td>$25 per banner</td>
<td>Private</td>
<td>Yes</td>
</tr>
<tr>
<td>San Leandro</td>
<td>$150.00 application</td>
<td>City</td>
<td>No</td>
</tr>
<tr>
<td>Napa</td>
<td>$178 encr. permit</td>
<td>Private</td>
<td>Yes</td>
</tr>
<tr>
<td>San Mateo</td>
<td>$258 application</td>
<td>City</td>
<td>No</td>
</tr>
<tr>
<td>San Francisco</td>
<td>$275 for 20 banners</td>
<td>Private</td>
<td>Yes</td>
</tr>
<tr>
<td>Daly City</td>
<td>$381 encr. permit</td>
<td>Private</td>
<td>Yes</td>
</tr>
<tr>
<td>Sacramento</td>
<td>$490 per permit</td>
<td>Private</td>
<td>Yes</td>
</tr>
<tr>
<td>Vallejo</td>
<td>$546 encr. + admin</td>
<td>Private</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Process

**Application**
- Availability
- Content Review
- Installer Docs

**Permit Issuance**
- Encroachment Permit
- Traffic Control Fee *(as needed)*
- Insurance Docs
- $45
- $203-$500

**Inspection / Management**
- Install Inspection
- Transition Management
- Program Management
- $203-$500
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
<table>
<thead>
<tr>
<th><strong>Banner Request</strong></th>
<th><strong>Applicant</strong></th>
<th><strong>Encroachment Permit</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>-$128</td>
</tr>
<tr>
<td></td>
<td><strong>Installer</strong></td>
<td><strong>Inspection Fees</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>-$75-$225</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Encroachment Permit</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>-$128 - Annual</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Traffic Plan</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>-$147</td>
</tr>
</tbody>
</table>
Delegation of Oversight

Allows approved organizations to manage aspects of program.

• Revocable License Agreement
• Defined geographic area
DELEGATED OVERSIGHT

Applicant w/ Installer

Request w/in District

Revocable License
$128

Traffic Plan
$147

Inspection Fee
$225

 Applicant
EP - $128
Insp - $75

 Installer - NEW
EP - $128
Traffic Pl - $147
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.