

RESOLUTION NO. _____

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA ADOPTING COUNCIL POLICY NUMBER 000-71 TITLED “STREETLIGHT POLE BANNER POLICY AND GUIDELINES” AND ASSOCIATED FEES

WHEREAS, the City of Santa Rosa does not currently have a policy or process that allows streetlight pole banners not associated with City services or programs; and

WHEREAS, the City owns streetlight poles throughout the city on which the public has expressed a desire to hang vertical banners for the purposes of enhancing placemaking, and promoting community-oriented activities and events; and

WHEREAS, the Economic Development Division and the Transportation and Public Works Department have expressed interest in codifying a public process for permitting and installing streetlight pole banners in the public right of way; and

WHEREAS, the “Streetlight Pole Banner Policy and Guidelines” (Exhibit A) establishes a clear permit process and parameters associated with allowing non-City use of and installation on streetlight poles for banner placement; and

WHEREAS, the Banner Policy and Guidelines provide for the submittal of a Banner Application (Exhibit B) and Encroachment Permit process to ensure requests are handled in a timely and fair manner, quality of content and design are considered, and appropriate messaging and use is in accordance with City Code sections 13-04, 20-38, 20-50.020 and 20-52.030, Council Policy 000-69, and other City objectives and standards; and

WHEREAS, to offset costs associated with the banner program and policy, application and permit fees based on established encroachment and inspection rates have been developed as follows:

- **Non-Refundable Application Fee – \$45.00**
Application review of proposed content/artwork, scheduling/pole availability, installation needs and requirements.
- **Permit Elements – \$203.00 to \$500.00**
 - Encroachment Permit or Revocable License Agreement – \$128.00
 - Traffic Control Fee* - \$147.00
 - Inspections**:
 - 1 – 12 Banners – \$75.00
 - 12 – 30 Banners – \$150.00
 - 30 - 60 Banners – \$225.00

** May not be needed in all cases*

***Inspection Rate based on code enforcement professional classification*

WHEREAS, the Revocable License Agreement fees set by Resolution 26620, adopted by Council on July 18, 2006, or as amended in the future, shall not apply related to streetlight pole banner fees and installation, but shall be the same rate as an encroachment permit for this use.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa adopts Council Policy 000-71 - Streetlight Pole Banner Policy and Guidelines, attached as Exhibit A and made a part of this resolution.

BE IT FURTHER RESOLVED that the Council adopts the associated fees outlined above and in the Streetlight Pole Banner Application Packet, attached as Exhibit B and made a part of this resolution.

IN COUNCIL DULY PASSED this _____ day of _____, 2020.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST: _____ APPROVED: _____
City Clerk Mayor

APPROVED AS TO FORM:

City Attorney

Exhibit A – Streetlight Pole Banner Policy and Guidelines
Exhibit B – Streetlight Pole Banner Application Packet