

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL

FROM: RAFAEL RIVERO, ECONOMIC DEVELOPMENT SPECIALIST
ECONOMIC DEVELOPMENT DIVISION

SUBJECT: STREETLIGHT POLE BANNER POLICY, GUIDELINES AND
FEES

AGENDA ACTION: RESOLUTION

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.

EXECUTIVE SUMMARY

Santa Rosa Zoning Code 20-38.040 regulates temporary hanging banners not related to streetlight poles, and Council Policy 000-70 outlines the City's advertising policy and guidelines for promoting non-City services on City owned facilities, equipment and social media sites. Neither the Code nor Council Policy address a comprehensive streetlight pole banner policy designed to establish uniform guidelines and fees for banner placement by non-City entities. The adoption of the Streetlight Pole Banner Policy and Guidelines would fill this gap.

BACKGROUND

Streetlight pole banners are typically used as a promotional and placemaking enhancement tool. Along these lines, Santa Rosa has allowed banners citywide on City owned light poles on an informal basis for programs and projects directly associated with City departments and divisions, as well as for select nonprofit organizations that have worked through the City Manager's Office and/or have used pole banners prior to the recognized need to develop a policy.

Within the City, the demand for banner displays has generally been driven by the Economic Development Division for seasonal and event related uses. Non-City use of streetlight poles for banners include the Railroad Square Association, Rose Parade, and Wednesday Night Market. New requests for banner placement are increasing from such

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events and organizations as Sonoma County Pride and Santa Rosa Junior College, as well as placemaking desires such as from the Museum of Sonoma County and Memorial Hospital.

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 attached new banner policy and program guidelines (Attachment 1) are intended to provide a clear and fair permit process where none has existed.

ANALYSIS

The purpose of the banner policy is to establish a program, guidelines and fees for the placement of banners on City streetlight poles in the public right of way. Signage and banners on private property or outside of the City's right of way are governed by Santa Rosa City Code 20-38.

To exercise quality control and streetlight pole availability, banners will be reviewed by staff via the Banner Application (Attachment 2) for content and design, dates, and pole availability. Upon application approval, fees will be assessed, and an encroachment permit issued. All encroachment permits have indemnification language which requires permittees and the banner installers to defend and indemnify the City for all liability that may result from the installation and removal of the banners.

There are approximately 100 poles with existing banner hardware within the boundary of the general plan downtown area, the most commonly requested and historically used area for banner placement. Outside of the downtown area poles with banner hardware are scarce and, if in place, are along commercial corridors. Organizations wishing to install banners on poles with no hardware in appropriate locations may purchase the hardware in accordance with the guidelines. Any hardware purchased and installed on the poles will become City property.

Through clear guidelines and shifting the responsibility of installation and removal of banners from our street crews to the private sector, the banner program provides an accessible pathway for banner placement in support of placemaking and promoting community-oriented activities. The City's role is to facilitate coordination among organizations, minimize scheduling conflicts, and ensure public safety. Banner applications will be available at City Hall and online.

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

- **Non-Refundable Banner 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 – \$128.00
or Revocable License Agreement as required
 - 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*

Applicants seeking use of the streetlight poles for banner placement will submit an application for review that includes dates, pole numbers and artwork/content, and who the installer will be. Upon approval the applicant pays for the encroachment permit and related inspection fees. To ensure proper documentation and insurance, their designated installer must also obtain an encroachment permit and submit a traffic plan, though these will be valid for a full year (i.e. an installer need only obtain one encroachment permit for the year regardless the number banner clients they have).

A revocable license agreement will be needed for those nonprofit organizations seeking delegation of oversight within a defined geographic area. Examples of such organizations are Railroad Square Association, Downtown Action Organization and Museum of Sonoma County. Delegation of oversight allows these organizations to manage aspects of the banner program within the designated district in that they may coordinate directly with organizers for the various potential uses in compliance with the policy, while using the streetlight poles more continuously year round. An example of this may be the Museum's use to highlight changing exhibits, or the community benefit districts displaying seasonal and/or placemaking banners when not in use for other events.

For comparison, a selection of other banner programs in the Bay Area is as follows:

City	Fees	Install	Insurance Req'd
City of San Rafael	\$25 per banner	Independent Installer	Yes
City of Napa	\$178 encroachment	Independent Installer	Yes
City of San Francisco	\$275 for 20 banners	Independent Installer	Yes
City of Sacramento	\$490 (New Permit)	Independent Installer	Yes
City of San Leandro	\$150.00 application	City of San Leandro	No

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Daly City	\$381.00 encroachment	Independent Installer	Yes
City of Vallejo	\$546.00 Admin/Enc.	Independent Installer	Yes
City of San Mateo	\$258.00 Allowed One	City of San Mateo	No

Beyond reviewing the proposed policy and guidelines at the Economic Development Subcommittee, staff focused outreach and policy development engagement efforts on event organizers such as Luther Burbank Rose Parade and Wednesday Night Market, and Sonoma County Pride. Staff also met with the Santa Rosa Metro Chamber and the Hispanic Chamber of Commerce, the Downtown Action Organization, the Railroad Square Association, the Museum of Sonoma County, Roseland area business owners and representatives, and representatives from various other organizations and interested parties. Input and concerns were considered and integrated into the policy as appropriate.

FISCAL IMPACT

Adoption of the proposed resolution would not have a fiscal impact on the General Fund as the direct cost of initial program administration will be covered by the current Economic Development Division budget. Eventually permit fees collected will minimally offset staff costs related to the program. With adoption, this program will be formally incorporated into future fiscal year budgeting.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guidelines section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

An overview of the proposed streetlight pole banner policy was presented and discussed in the Economic Development Subcommittee of the City Council but was not presented or reviewed by the full Council. No action was taken at the subcommittee meeting.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment 1 – Streetlight Pole Banner Policy and Guidelines
- Attachment 2 – Streetlight Pole Banner Application Packet
- Attachment 3 – Sample Encroachment Permit
- Attachment 4 – Sample Revocable License Agreement

CONTACT

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