

Resolution Number: 5737

A Resolution of the City Council of the City of Sebastopol Amending Resolution 5619, Establishing Policies Concerning Installation of Banners on Public Light Standards

WHEREAS, as part of downtown streetscape improvements, the City installed brackets to hold festive banners on a number of light fixtures on downtown streets; and

WHEREAS, there has been a strong interest in displaying banners to advertise special events; and

WHEREAS, a banner policy was needed and established guidelines for installation and removal of banners.

NOW, THEREFORE BE IT RESOLVED, that the City Council of the City of Sebastopol adopts the following policies concerning banner installation on public light fixtures where such capability exists:

- The Public Works Department shall be responsible for installation and removal of banners of general seasonal or citywide interest (“Welcome to Sebastopol” or “happy holidays” for example).
- The time period between Thanksgiving and New Years shall be reserved for general holiday banners.
- Non-profit providing a public service shall be eligible for installation of banners on brackets not reserved for general interest banners for periods of up to thirty days.
- Banner placement and removal by applicant shall require filing of appropriate encroachment permits, application fees, provision of insurance meeting City standards, and following installation and removal protocol established by the Public Works Department.
- Reservations for time period shall be on a first-come, first serve basis with filing of a complete application being required to establish a reservation.
- A fee as outlined in the current and approved City User Fee Schedule per banner installed shall be collected for banner bracket replacement/repair.
- Organizations installing banners shall also be responsible for their removal not later than thirty days from installation, or within seven days following any event advertised by the banners, whichever is sooner.
- Organizations installing banner shall not remove any existing banners without express written approval from the City.
- The application for banners shall include a drawing and description of the proposed banner.
- The size and materials of the banners shall conform to specifications of the Public Works Department.
- Banners installed in violation of these banner standards shall be subject to immediate removal by the City and payment of City costs for such removal and assessment of a \$25 per banner penalty.
- The City Council welcomes donations for additional banner brackets in appropriate locations to allow expansion of the banner program.

BE IT FURTHER RESOLVED that Sebastopol based non-profits may request the Sebastopol Public Works Department to install and remove their banners for a fee as listed in the current approved City User Fee Schedule. This will eliminate the need for submitting an encroachment permit application.

APPROVED AND ADOPTED on the 17th day of March, 2009.

I, the undersigned, hereby certify that the foregoing Resolution was duly adopted by the City of Sebastopol City Council following a roll call vote:

City of Sebastopol City Council:

AYES: Councilmembers Robinson, Wilson, Shaffer, Vice Mayor Kelley and Mayor Gurney

NOES: None

ABSENT: None

ABSTAIN: None

APPROVED: 
Mayor Sarah Glade Gurney

ATTEST: 
City Clerk Mary Gourley