


Agenda Report Reviewed by:
City Manager: 

**CITY OF SEBASTOPOL
CITY COUNCIL
AGENDA ITEM**

Meeting Date: July 7, 2020
To: Honorable Mayor and City Councilmembers
From: Public Works Superintendent, Dante Del Prete
Subject: Banner Permit Program (locations, purpose, maintenance, costs/Street Banner Permit)
Program Update and Proposal for New Shop/Savor/Play Downtown Banners
Recommendation: That the City Council approve the updates to the Banner Permit Program and the Proposal for New Shop/Savor/Play Downtown Banners
Funding: Currently Budgeted: Yes No N/A
Net General Fund Cost:
Streets- 124-41-03-4330
Amount: \$4,000.00 -FY 20/21

Account Code 124-41-03-4330 /Costs authorized \$4,000 in City Approved Budget (if applicable) AK
(verified by Administrative Services Department)

INTRODUCTION:

This item is to request the City Council approve the Resolution updating the Banner Permit Program and the New “Shop/Savor/Play” Downtown Banners.

BACKGROUND:

The current Banner Permit Program was approved and adopted by Council on March 17, 2009. Since that time, the street banner program has been used for placemaking enhancement and promotion of community-oriented activities. The addition of the “Locals Who Make A Difference” program banner displays have increased demand for additional and updated citywide interest banners throughout the Downtown corridor. As such, an updated policy and new citywide interest banners are needed.

DISCUSSION:

The Sebastopol Public Works Department is responsible for the installation and removal of street pole banners of general seasonal or citywide interest. Currently, a set number of banner locations are reserved for City Council approved general citywide interest displays such as “Global Vision Local Flavor,” “Locals Who Make a Difference,” “Experience” or, seasonally, “Happy Holidays” banners. Locations not reserved for citywide interest displays are available to non-profit organizations for up-to 30 days on a first-come, first-served basis. Non-profits wishing to display banners must complete a Banner Installation Application and provide a basic design graphic and description for approval. The banners must be produced to the requisite specifications. Fees associated with the installation of banners are to cover the City operational costs for labor and are included in the annual User Fee Schedule. Any banners installed by an organization without the required documentation and approval shall be subject to immediate removal by city staff at the cost of the organization.

Outreach to Downtown merchants has identified a desire for new fresh citywide interest banners. The proposed banners would mark the “Grand Re-Opening” of Downtown businesses after the COVID-19 shelter in place restrictions. The proposed “Shop/Savor/Play” will celebrate resilience and draw attention to the businesses and services that make Sebastopol special. The proposed updated banners will be integrated into the existing banner stock and revive Downtown with vibrant eye-catching colors.

The City encourages local participation in the Banner program and welcomes donations from interested groups to incorporate additional locations for banner hardware installation in appropriate locations.

The Chamber of Commerce, Sebastopol Downtown Association and Experience Sebastopol/Cittaslow previewed the proposed new Shop/Savor/Play banner designs and had input on their final design.

PUBLIC COMMENT:

As of the writing of this staff report, the City has not received any public comment. However, staff anticipates receiving public comment from interested parties following the publication and distribution of this staff report. Such comments will be provided to the City Council as supplemental materials before or at the meeting. In addition, public comments may be offered during the public hearing.

PUBLIC NOTICE:

This item was noticed in accordance with the Ralph M. Brown Act and was available for public viewing and review at least 72 hours prior to schedule meeting date.

FISCAL IMPACT:

The costs associated with the purchase of the New Shop/Savor/Play Downtown Banners can be accommodated within the current operating Street maintenance budget.

RECOMMENDATION:

That the City Council approve the Resolution updating the Banner Permit Program and the New Shop/Savor/Play Downtown Banners.

Attachments:

- Resolution
- New Shop/Savor/Play Downtown Proposed Banner Sample Design
- Banner Installation Application
- Current Banner Locations Map

RESOLUTION NO. _____

**A RESOLUTION OF THE SEBASTOPOL CITY COUNCIL APPROVING THE BANNER PERMIT PROGRAM
UPDATE AND PROPOSAL FOR NEW SHOP/SAVOR/PLAY**

WHEREAS, The Sebastopol Public Works Department is responsible for the installation and removal of street pole banners of general seasonal or citywide interest

WHEREAS, Currently, a set number of banner locations are reserved for City Council approved general citywide interest displays such as “Global Vision Local Flavor,” “Locals Who Make a Difference,” “Experience” or, seasonally, “Happy Holidays” banners; and

WHEREAS, Locations not reserved for citywide interest displays are available to non-profit organizations for up-to 30 days on a first-come, first-served basis; and

WHEREAS, Non-profits wishing to display banners must complete a Banner Installation Application and provide a basic design graphic and description for approval; and

WHEREAS, The banners must be produced to the requisite specifications; and

WHEREAS, Fees associated with the installation of banners are to cover the City operational costs for labor and are included in the annual User Fee Schedule; and

WHEREAS, Any banners installed by an organization without the required documentation and approval shall be subject to immediate removal by city staff at the cost of the organization; and

WHEREAS, The proposed “Shop/Savor/Play” will celebrate resilience and draw attention to the businesses and services that make Sebastopol special; and

WHEREAS, The City encourages local participation in the Banner program and welcomes donations from interested groups to incorporate additional locations for banner hardware installation in appropriate locations.

NOW THEREFORE, BE IT RESOLVED, that the City Council of the City of Sebastopol adopts the Banner permit Update and new Shop/Savor/Play banner design.

IN COUNCIL DULY PASSED this 7th day of July 2020.

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

APPROVED: _____

Patrick Slater

Mayor, City of Sebastopol

VOTE:

AYES:

NOES:

ABSENT:

ABTAIN:

ATTEST: _____
Mary Gourley, MMC, Assistant City Manager/City Clerk

APPROVED AS TO FORM: _____
Larry McLaughlin, City Attorney

ExperienceSEBASTOPOL.COM



SHOP



ExperienceSEBASTOPOL.COM



SAVOR



ExperienceSEBASTOPOL.COM



PLAY





BANNER INSTALLATION APPLICATION

(Please attach a picture and description of banner colors and materials with your application.)

APPLICANT

Business Name: _____

Contact Name: _____

Address: _____

Phone Number: _____ **Fax Number:** _____

Email Address: _____

Name of Event: _____

Dates of Event: _____ **To:** _____

Number of Banners to be Installed: _____

Requested Installation Date: _____ (time permitting)

<u>FEES</u>	<u>NONPROFITS INSIDE CITY</u>	<u>NONPROFITS OUTSIDE CITY</u>
Application Fee	\$350.00 + \$1.50 per Banner	\$550.00 + \$1.75 per Banner
Application Fee: \$ _____		
_____ Banners @ \$ _____ : \$ _____		Date Paid: _____
Total Fee: \$ _____		Receipt #: _____

- Banner reservation for requested time period shall be on a first-come, first-served basis with filing of a complete application and payment of fees being required to establish reservation.
- The time period between Thanksgiving and New Years shall be reserved for holiday banners.
- Banners are to be received no earlier than 3 business days before they are to be installed.
- Banners are to be picked up no later than 3 business days after they are removed.
- The City of Sebastopol assumes no liability for damage or loss of banners.

By signing this form, you acknowledge that you have read and understand the information provided.

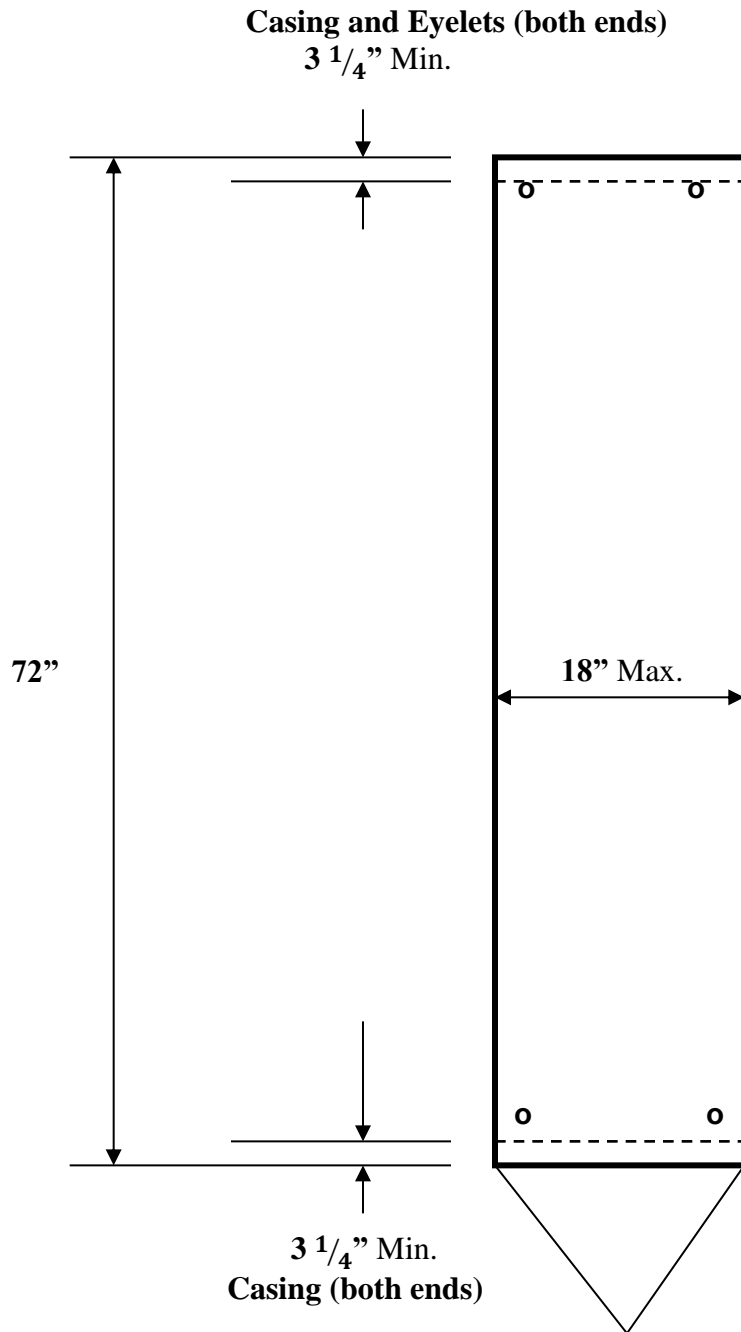
Signature: _____ **Date:** _____

Picked up by: _____ **Date:** _____

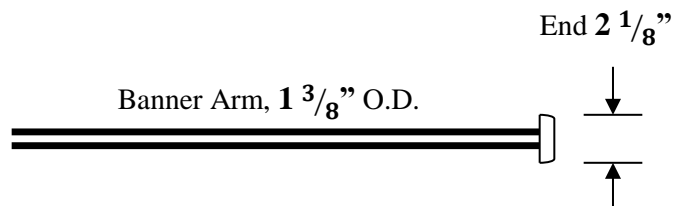
Print Name: _____

BANNER INSTALLATION APPLICATION
BANNER SIZE SPECIFICATIONS

(Banners must be to the following dimensions. Printing on both sides is recommended.)



Side View of Banner Arm



⊙ Approximate Location of Poles with Banner Arms

