RESOLUTION NO. 6308-2020

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

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/Live/Create/Love" 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 and rescinds resolution number 6306.

IN COUNCIL DULY PASSED this 1st day of September 2020.

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

VOTE:

AYES:	Councilmembers Carnacchi, Gurney, Hinton, Vice Mayor Glass and Mayor Slayter
NOES:	None
ABSTAIN:	None

ABSENT: None

APPROVED: _____
Mayor Patrick Slayter

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

APPROVED AS TO FORM:_____
Larry McLaughlin, City Manager/Attorney

ExperienceSEBASTOPOL.com



SHOP

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SHOP

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LOVE

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LOVE

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SAVOR

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SAVOR

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SAVOR

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SAVOR

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PLAY

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CITY OF SEBASTOPOL
Public Works Department
714 Johnson Street
Sebastopol, CA 95472
Phone: 707-823-5331
Fax: 707-823-4721

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)

FEES	**NONPROFITS INSIDE CITY**	**NONPROFITS OUTSIDE CITY**
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:** _____

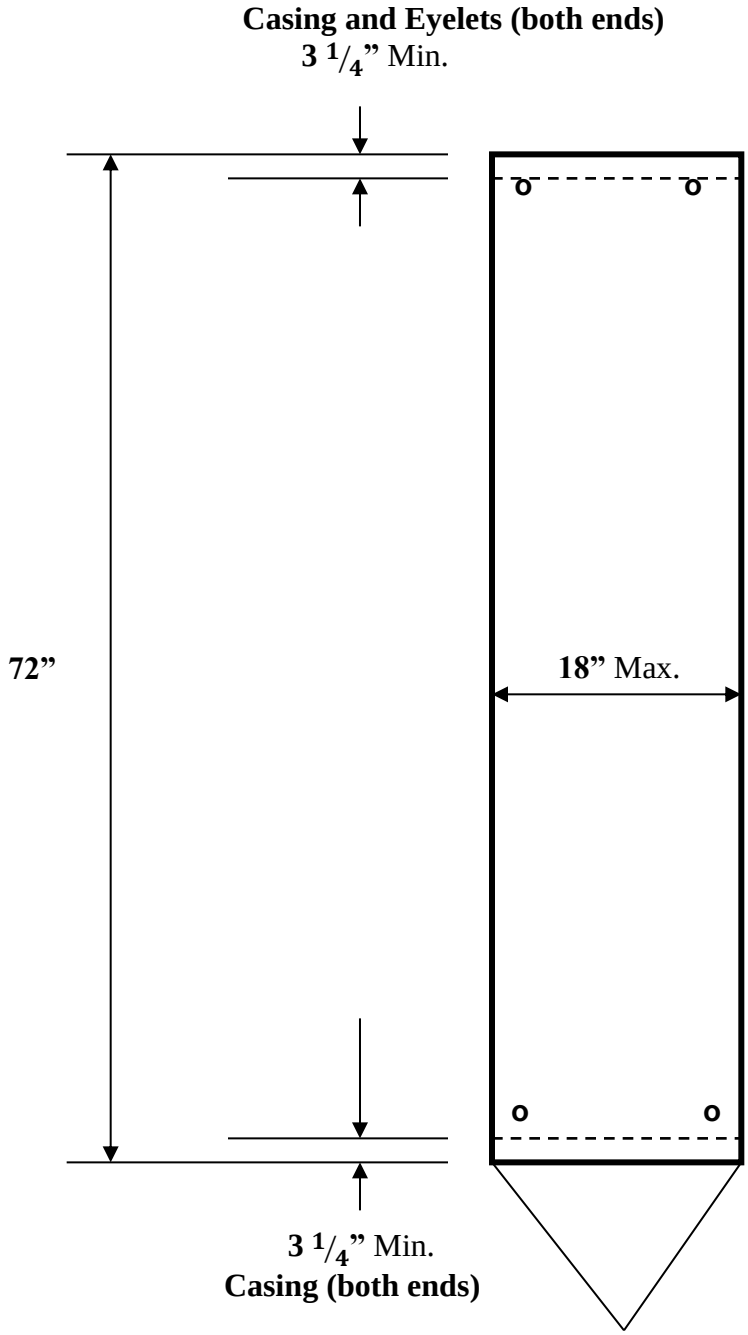
Picked up by: _____ **Date:** _____

Print Name: _____

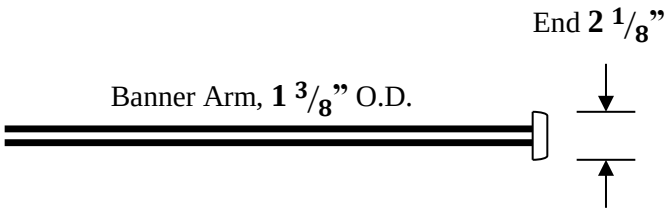
BANNER INSTALLATION APPLICATION

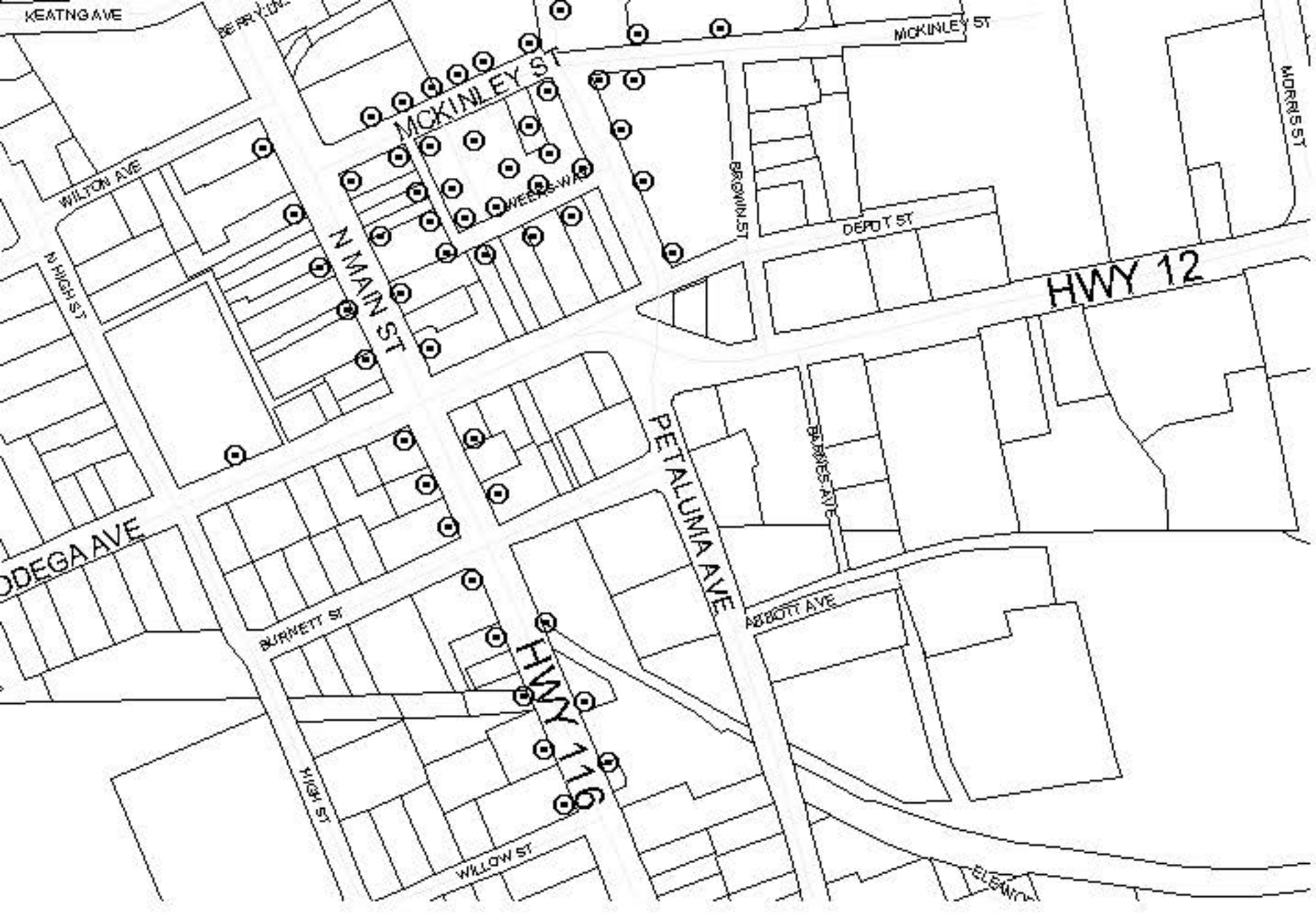
BANNER SIZE SPECIFICATIONS

(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**