

1.0 SONOMA COUNTY UNIFORM FILM PERMIT APPLICATION INSTRUCTIONS AND PROCESS

1.1 Application Checklist

Additional information may be required to complete the application as determined by specific jurisdiction(s) requiring filming permit(s) within Sonoma County.

1.2 Application Deadlines

Timeframes to submit a complete application to individual jurisdictions range from three (3) to thirty (30) days (subject to application and insurance requirements) As much lead time as possible is appreciated and recommended to aid in completing your application, as film permitting is only a small portion of the duties of these agencies.

The specific deadlines, pursuant to applicable jurisdictional ordinances, are as follows:

County Roads	Three (3) to five (5) days
Cotati	At least ten (10) days.
Cloverdale	
Healdsburg	Thirty (30) days
Petaluma	At least seven (7) days
Regional Parks	
Rohnert Park	Seven (7) days
Santa Rosa	No earlier than eighteen (18) months or later than fifteen (15) days
Sebastopol	Seven (7) to fifteen (15) days prior to filming
Sonoma	Fourteen (14) days
Windsor	Seven (7) to fifteen (15) days prior to filming

1.3 Notice(s), Approval/Appeal Period(s) Posting(s), Parking Plan, and Publicity Plan

Prior notice, ranging from three (3) to thirty (30) days, depending on jurisdiction, is required to obtain a permit to film. Special exemptions may be given at the discretion of the City Manager or County designated staff for filming or photographic shoots that have little or no impact on public safety, health or private property. Cities will require specific approval percentages from affected businesses and residents. Affected entities are considered those within a two-block radius around filming activity. Specific noticing/posting requirements and approval/appeal periods for each jurisdiction are as follows:

County Roads	Three (3) to Five (5) days; notification of business and property owners required
Cotati	Ten (10) days. Appeals filed within Five (5) days of permit denials.
Cloverdale	
Healdsburg	Application shall be approved or denied within thirty (30) business days of receipt of completed application and filing fee
Petaluma	Filming in the Downtown Area requires prior approval from the Petaluma Downtown Association (PDA). Contact the PDA at (707) 762-9348, fax (707) 762-4317 to find out if your location falls within their boundaries and to receive their application materials. Most permits require two weeks notification.
Regional Parks	
Rohnert Park	Application shall be approved or denied within two (2) business days of receipt of completed application and filing fee.
Santa Rosa	After submission of application, City official will contact applicant to continue process
Sebastopol	Approval period three (3) to ten (10) days; appeals must be filed within five (5) days of permit denials. A non-refundable appeal fee is required (See Section 1.4.1). Written approval by at least two-thirds of affected merchants or residents. If in downtown, consent from Downtown Association is required.
Sonoma	Application shall be approved or denied within two (2) business days of receipt of completed application and filing fee. Appeals must be filed within five (5) days of permit denials and will be heard by City Council at its next regular meeting.
Windsor	After submission of application, Town staff will work with applicant to continue process. Town Staff posts public notice.

1.3.1 Postings

- A. Copy of approved filming permit is to be posted at filming site and be retained on site by individual in charge of filming.
- B. Parking Plan is to be posted in affected areas.
- C. Any “NO PARKING” signs designated in the approved Parking Plan are to be posted at least twenty-four (24) hours prior to call time. Postings are to be verified by City officials.
- D. Residential notification of filming activity must be posted seventy-two (72) hours prior to filming. Notice must include filming dates, times and contact names. City Manager’s Office must be notified after these notifications have been disseminated.

1.3.2 Parking Plan – (See Appendix 2.3)

1.3.3 Publicity Plan – (Required for City of Sonoma)

The City of Sonoma requires applicants to publish a “Notice of Filing a Publicity Plan” in the Sonoma-Index Tribune newspaper at least forty-eight (48) hours prior to filming. The applicant must state the date(s) and publication(s) in which “Notices of Filming” will be published and mailed to affected businesses and residents.

1.4 Fee(s), Deposit(s), Compensations(s), Use of City Property/Personnel and Outstanding Fees

1.4.1 Fees

Fee schedules for each jurisdiction are as follows:

County Roads	Non-refundable \$213
Cotati	No initial fees for application.
Cloverdale	
Healdsburg	Non-refundable \$300
Petaluma	Non-refundable \$200; Downtown Association has \$500-fee negotiable
Regional Parks	
Rohnert Park	No initial fees for application
Santa Rosa	No initial fees for application
Sebastopol	Non-refundable \$500 for major motion picture, \$300 motion, \$100 still; if applicable, a non-refundable \$150 appeal fee is required
Sonoma	Non-refundable \$460
Windsor	Non-refundable \$378

1.4.2 Deposit(s)

Deposit requirements for each permitting jurisdiction are as follows:

County Roads	Deposit to be determined during application process
Cotati	Deposit to be determined during application process
Cloverdale	
Healdsburg	Deposit to be determined during application process
Petaluma	Deposit to be determined during application process
Regional Parks	
Rohnert Park	Deposit to be determined during application process
Santa Rosa	Deposit to be determined during application process
Sebastopol	Refundable \$10,000; may be modified by City Manager
Sonoma	Refundable \$10,000; may be modified by City Manager
Windsor	Deposit to be determined during application process

1.4.3 Compensation to Affected Businesses

Compensation to directly affected businesses may be required. Specific City regulations are as follows:

County Roads	Not Required
Cotati	Not required by ordinance; any amounts to be determined when obtaining permission to film in or around affected businesses
Cloverdale	
Healdsburg	Compensation may be required for affected businesses. Amounts to be determined when obtaining permission to film in our around affected businesses
Petaluma	Petaluma Downtown Association has guidelines for compensation
Regional Parks	
Rohnert Park	Not required
Santa Rosa	Not required
Sebastopol	Not required by ordinance; any amounts to be determined when obtaining permission to film in or around affected businesses
Sonoma	Requires a statement from the City Manager's designated film liaison for any filming activity in or adjacent to any city Commercial or Mixed Use zone identifying any businesses affected and the means of compensation for any inconvenience or potential loss of revenue
Windsor	Not required by ordinance; any amounts to be determined when obtaining permission to film in or around affected

1.4.4 Fees and conditions for use of City Property, Personnel and/or Vehicles

- A. Property fees vary by City and may be based on proposed use. Healdsburg's Facilities, Streets and Plaza direct costs will be determined (wages, fringe, outside support services and other costs) after reviewing application. The City of Sonoma and Town of Windsor have a rate schedule for various City/Town sites. Contact respective City Manager's Office in Santa Rosa, or the Economic/Community Services Department in the Town of Windsor for details and updated fees
- B. The presence of City employees may be deemed necessary by the City Manager's Office during permit review process; filming company will pay all expenses.
- C. City vehicles such as safety and non-safety vehicles can be leased for various rates (except Petaluma and Windsor). Contact respective City Manager's Office for particular details and update fees.
- D. Conditions for use of City Property, Petaluma:
 - a. Permission is required for altering city property. City property (street signs, parking zones, etc.) shall not be removed, defaced, or altered in any way unless the City Manager's Office has granted specific authorization in this permit.
 - b. No equipment used in or for the purpose of the filming activity shall be placed in City streets, sidewalks or other City property, except as so noted in the approved parking plan.
 - c. Any prop vehicles used as marked radio police cars shall have their light bars and decals covered at all time when not on camera.
 - d. The filming of City buildings, which could be clearly and easily identified as "City of Petaluma" is strictly prohibited. This also includes filming of the City Seal. The City of Petaluma does not endorse any product or service as may be portrayed in any filming activity.

1.4.5 Payment of Outstanding Fees

The applicant shall pay to the City/County within fifteen (15) days after receipt of invoices the costs incurred by the City/County for services rendered in connection with filming activities authorized by filming permit, which are in excess of any fee deposits already paid to the City/County.