Banner Placements on Laurel Street
Policy and Procedure

The purpose of this program is to allow City Property to be used to promote events occurring within the limits of the City of San Carlos. Banners are subject to the rules stated herein.

The City of San Carlos accepts reservation applications to display banners over Laurel Street at the intersection of Olive Street up to a year in advance, but will not begin the permitting process until three months in advance. The Banner calendar is scheduled annually and will be revised throughout the year to accommodate as many requests as possible. You may call the Parks & Recreation office at (650) 802-4421 to check availability.

1. Reservations are booked up to three months in advance, on a first-come first-served basis, based upon the event’s “priority status” and submittal of a complete application form and proof of liability insurance (insurance requirements are detailed below).

2. City or City-Sponsored events are given “First-Priority Status.” Banner requests from qualifying private parties are given “Second-Priority Status.” In the event of a scheduling conflict between a City event and a banner request from a qualifying private party, placement will be granted to the City event first. Banner requests from qualifying private parties may be bumped by a City Event.

3. Qualifying private parties are non-profit and/or tax exempt under IRS rules and must be able to provide their tax exempt I.D. on the application for verification. They also must be organizations either based in San Carlos, or which have a local affiliate in San Carlos. Applications for for-profit organizations or events outside of San Carlos are not accepted.

4. Qualifying banners are sponsored by the qualifying private party described above, and promote events occurring within the limits of the City of San Carlos. The events must not be primarily of a religious or political nature, must be open to all members of the public on substantially the same basis as members of the sponsoring organization, must not discriminate on any legally forbidden basis, and must be open to and suitable for persons of all ages.

5. Banners from qualifying private parties may be displayed for one week only, unless otherwise approved by the Director of Parks and Recreation.
6. Reservations do not guarantee banner placement but rather serve as a placeholder until the application is deemed complete. In the case of scheduling conflicts between banner requests from qualifying private parties, the private parties should attempt to negotiate terms or exchanges; if that fails, the time slot will be given to the earliest completed application.

7. Applications for banner permits must be received in writing on the City of San Carlos Laurel Street Temporary Banner Permit Application form prior to booking. The application must be filled out completely including applicant and event information sufficient to verify that the sponsor and the event qualify, and state the preferred dates for display. Display week begins Monday through the following Sunday.

An application is complete only when proof of current liability insurance has also been received and is acceptable to the satisfaction of the City’s Risk Manager. Proof of insurance, typically a Certificate of Insurance, shall be for at least $1,000,000 and shall include the City of San Carlos as a named co-insured.

8. Please complete and return the application to Parks and Recreation Department, Attention: Laurel Street Banner Display. You may return it via the following, inclusive of the proof of liability insurance:
   • Drop off at City Hall, 600 Elm Street
   • Standard mail
   • Via email at vgalea@cityofsancarlos.org
   • Fax at 650-595-6727

9. Denied applications may be appealed directly to the City Council.

10. Laurel Street Banner Design Requirements

   Air Flaps Required

   A total of 20 - ½ holes 6” in diameter (or 1 - ½ hole for each 5 square feet of banner)

   Total cord length on top: 40 feet minimum  
   Total cord length on bottom: 46 feet minimum

   3/8” polypropylene rope stitch sewn-hem into banner with #3 corner grommets within 1½” of edge.

   Banner constructed of minimum 18-ounce vinyl material with re-enforced corners.
11. Approved banner applications will be scheduled. The Parks & Recreation Department will send an approval letter (permit) to the banner applicant.

12. The new approved banner must be delivered to the Corporation Yard located at 1000 Bransten Road on the Monday of the week before the banner is scheduled to be displayed. For banners that are already stored at the Corp Yard, but will require minor changes or revisions, it’s the applicant’s responsibility to schedule a time for banner pick up and ensure its return on the Monday of the week before the banner is scheduled to be displayed. Hours for the Corporation Yard are 7:30a.m. to 3:30p.m. Phone (650) 802-4140.

13. Cancellation by the applicant, if necessary, must be provided to the Parks & Recreation Department no later than the Monday of the week before the banner is scheduled. Please give as much advanced notice as possible, so we can attempt to fill the vacancy. Cancellations with less than one week advanced notice, will be noted and future banner applications by the same organization may be denied. The contact for cancellations is vgalea@cityofsancarlos.org or (650) 802-4421. If unavailable, please call and leave a message at the Corporation Yard (650) 802-4140.

14. Cancellation by the City of San Carlos is a rare occurrence. Given the City’s “first-priority” status, it may be necessary to bump a previously approved banner request in order to promote a City-sponsored event. As much advance notice as possible would be provided to the applicant.

Should you have any questions, please call (650) 802-4421. Thank you.

Amended: 3/2/09
Amended: 7/17/08
Amended: 10/8/14