



City of San Mateo
Public Works Permitting
330 West 20th Avenue
San Mateo, CA 94403

BANNER PERMIT APPLICATION

General Information

Organization: _____ **Address:** _____ **Contact Name:** _____
Phone: _____
Email: _____

Banner Information

Purpose of Banner: (must be located within the City of San Mateo)

- ☐ Announce an activity or event of community-wide interest
☐ Commemorate a community institution

Banner Type:	Dimensions:	Number of Banners:	Hanging Date:	Removal Date:
<input type="checkbox"/> Street Light Pole	8'h x 2'6"w			
<input type="checkbox"/> Central Parking Structure	2'10"h x 30'w			

Hanging Location(s): _____ (see attached maps for clarification of hanging locations)

Street Light Poles

- ☐ Downtown Area
☐ El Camino Real Area
☐ West 25th Avenue Area
☐ South Norfolk Avenue Area

For light poles, describe which streets/poles to be used:

Central Parking Structure

- ☐ Ellsworth Avenue (northern side facing north)
☐ Ellsworth Avenue (southern side facing south)
☐ San Mateo Drive (northern side facing north)
☐ San Mateo Drive (southern side facing south)

Describe Banner Art / Appearance:

Provide Exact Wording of Text on Banner:

Permit Conditions

Availability: Hanging locations availability will be confirmed after receipt of a complete application, insurance, and fee payment.

Duration: The maximum duration per banner posting is 30 days at a time. No banner may exceed 90 days in a calendar year.

Content: The banner shall match the above-described appearance and exact wording, or the banners will not be hung.

Delivery/Pickup: For the Central Parking Structure, banners shall be delivered to City Hall at least 3 business days prior to the hanging date. After banners are removed, the applicant shall pickup the banners within 5 business days of being notified.

Applicant Acknowledgement

I/We agree to defend and indemnify the City, its officers, employees, and agents against, and will hold and save them and each of them harmless from any and all actions, claims, damages to persons or properties, penalties, obligations, and liabilities that may be asserted by any person arising out of the negligent or intentionally tortious acts, negligent errors, or omissions of mine/ours, my/our officers, agents, employees, contractors, subcontractors, or invitees related to the work described in this application. I/We attest that the above information is true to the best of my knowledge.

Applicant's Signature

Applicant's Title

Date



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BANNER PERMIT GUIDANCE

Banner Standards

CONTENT:

Only banners that (1) announce an activity or event of community-wide interest or (2) commemorate a community institution located in the City of San Mateo may be placed.

APPEARANCE:

At least 75% of the display area of banners placed on street light poles shall contain artwork or text describing the community activity or event, or the institution being commemorated, and no more than 25% of the display area may be used to depict the name or logo of the sponsoring entity, or entities.

SIZE:

Banners to be hung on street light poles shall be 96-inches tall and 30-inches wide with grommets at top and at bottom corners on side closest to pole/bracket.

Banners to be hung on the Central Parking Structure shall be 34-inches tall and 30-feet wide with reinforced holes evenly spaced every 3-feet.

MATERIAL:

16oz vinyl or 100% acrylic fade-resistant canvas, design on both sides allowed.

CLEARANCE:

Street light pole banners shall be installed with 15-ft of clearance from the ground to the bottom of the banner hardware.

INSURANCE: See attached for insurance requirements.

APPROVAL:

All Banners and attachment hardware must obtain approval from Public Works to ensure banners will remain safely affixed to the street light pole and not present a threat to public safety. No banner or attachment shall be placed on a street light pole before an encroachment permit is issued under San Mateo Municipal Code Section 25.04.030.

REMOVAL:

Banners must be removed no later than the last date of the authorized display period.

Banner Permit Process

1. Submittal:

Applicant submits the application form to PW. Email pwencroachment@cityofsanmateo.org. An application fee per the Master Fee Schedule will be required. Applicants may contact PW prior to submittal to confirm the fee amount.

2. Review:

Staff will review the application, notify the applicant if corrections are required, and when everything is compliant with the Banner Standards, approve the permit for issuance. Typical review time is 2 weeks.

3. Issuance:

Staff issue the permit for the allowed dates, notify the applicant, and send the applicant a copy of the permit.

4. Hanging (Street Light Poles):

Permittees are required to hire their own contractor to hang banners on the approved street light poles. Permittee is required to contact pwencroachment@cityofsanmateo.org to coordinate an inspection of the hung banners and hardware.

5. Removal (Street Light Poles):

Permittee shall hire a contractor to remove the banners on or before the approved Removal Date.

4. Hanging (Central Parking Structure):

Permittees shall deliver the banner to City Hall at least 3 business days prior to the hanging date. City staff will hang the banner on the Central Parking Structure.

5. Removal & Pickup (Central Parking Structure):

City staff will remove the banner and notify the Permittee to pick up the banner at City Hall. Permittee shall pickup the banner within 5 days of being notified. Staff may dispose of the banner if it is not picked up.

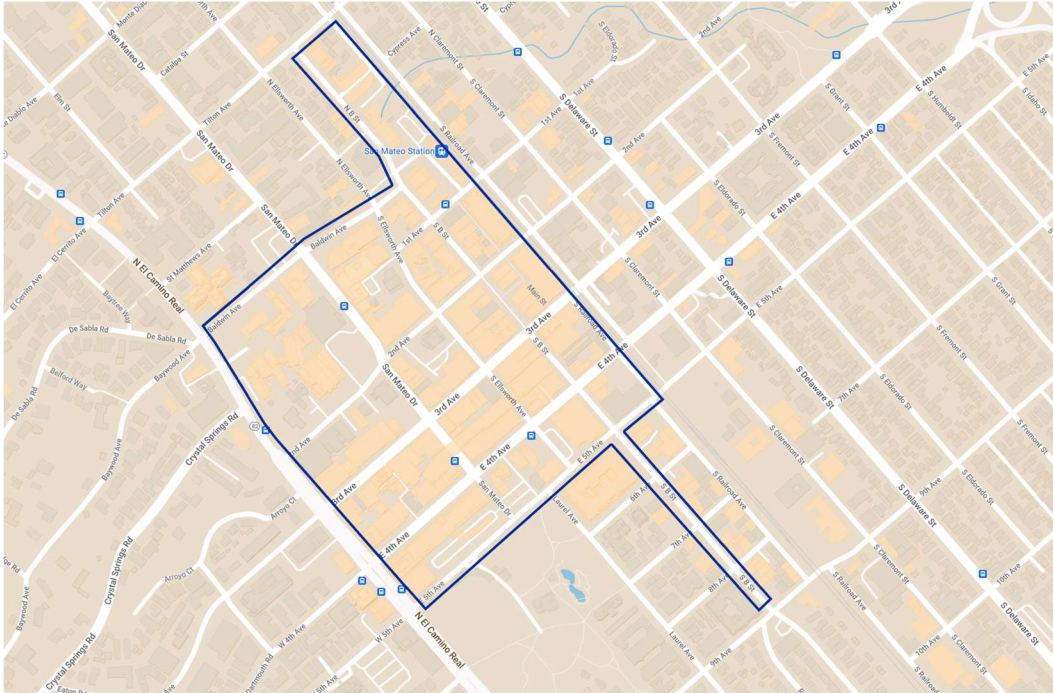


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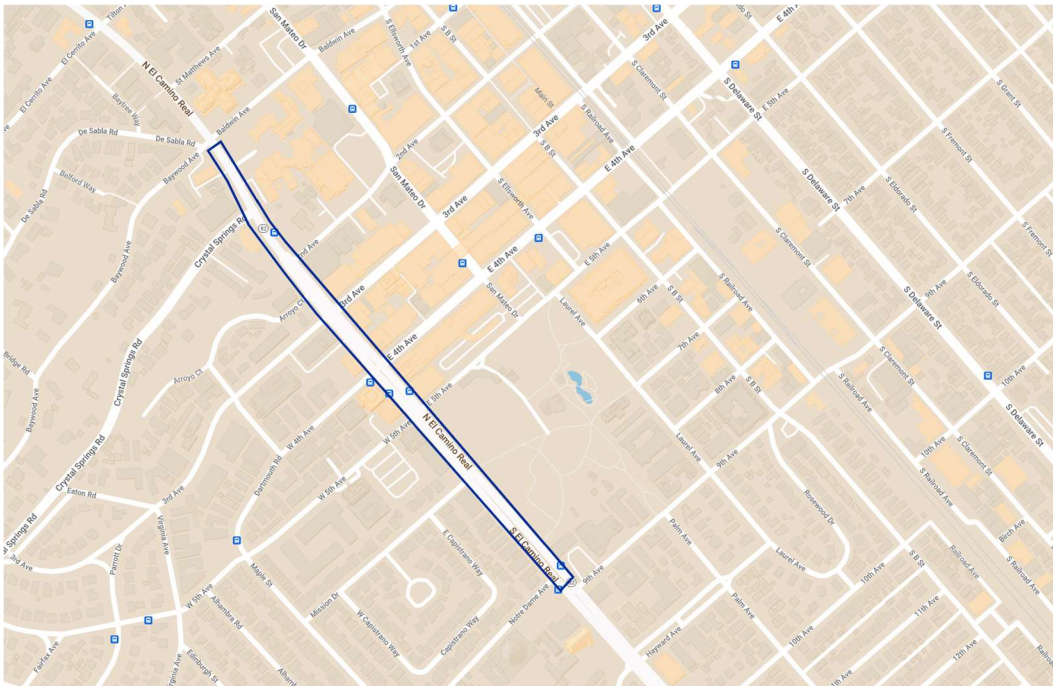
Hanging Locations – Street Light Poles

DOWNTOWN AREA



Both sides of the streets bounded by El Camino Real to the east, 9th to the south, the railroad tracks to the east, and Baldwin to the north. This also includes North B up to Tilton and South B down to 9th.

EL CAMINO REAL AREA



Both sides of El Camino Real from Baldwin to 9th

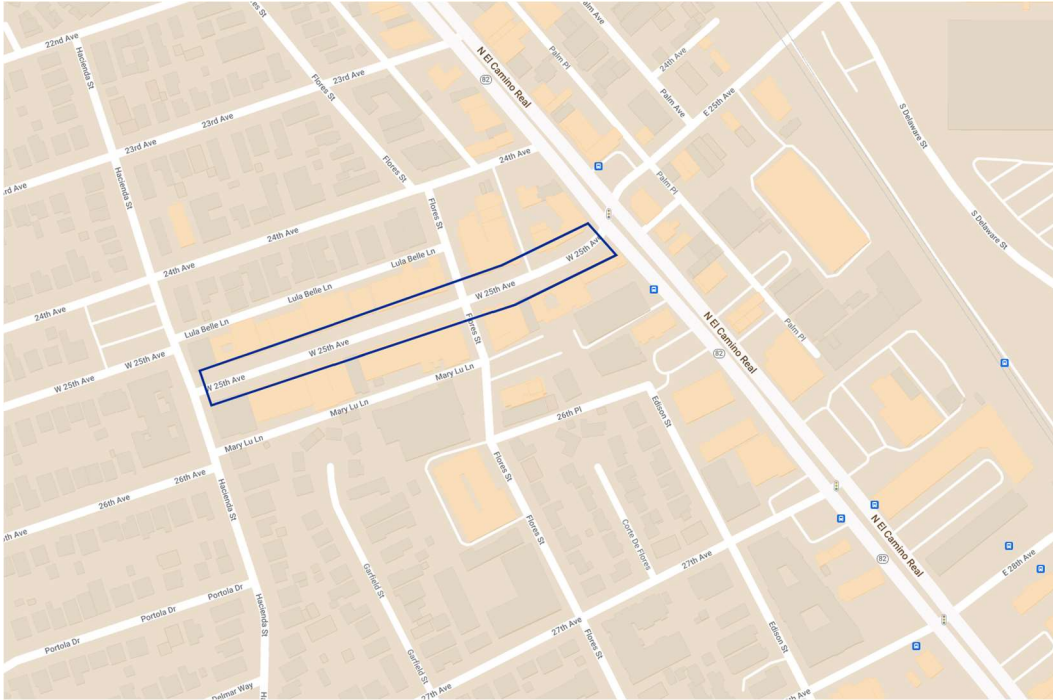


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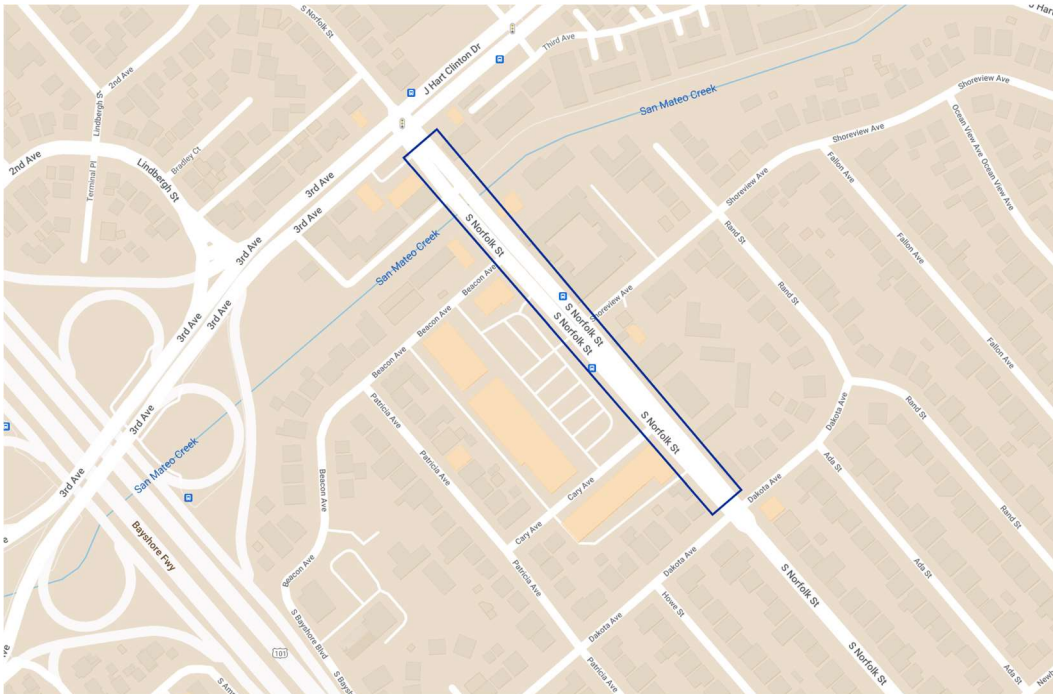
Hanging Locations – Street Light Poles

WEST 25TH AREA



Both sides of the street along 25th from Hacienda to El Camino Real

SOUTH NORFOLK AREA



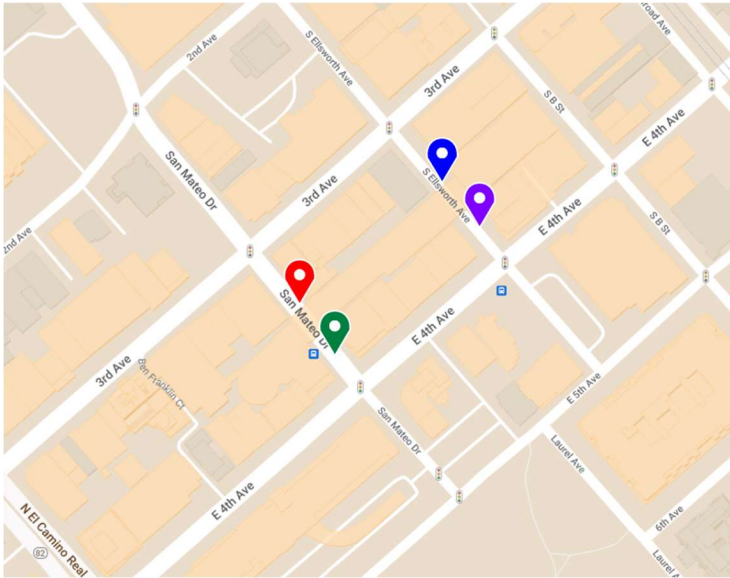
Both sides of the street along South Norfolk from East 3rd to Dakota.



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Hanging Locations – Central Parking Structure



- 📍 Ellsworth (N facing N)
- 📍 Ellsworth (S facing S)
- 📍 San Mateo (N facing N)
- 📍 San Mateo (S facing S)



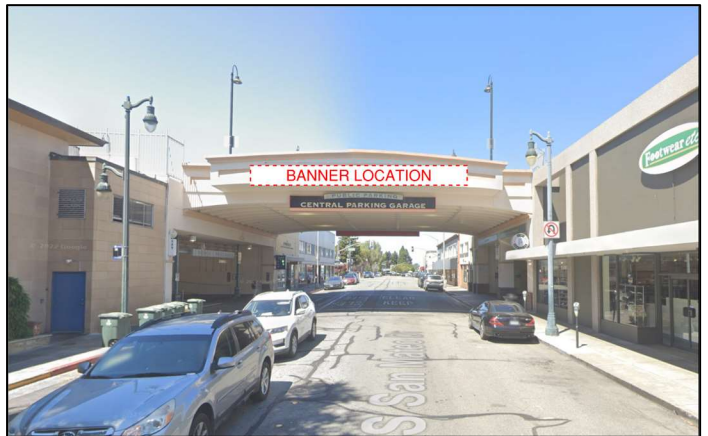
📍 Ellsworth (N facing N)



📍 Ellsworth (S facing S)



📍 San Mateo (N facing N)



📍 San Mateo (S facing S)