

## **BANNER PERMIT APPLICATION GUIDELINES AND INSTRUCTIONS**

The Banner Permit Application on the reverse of this sheet will be reviewed according to the following standards. If you have questions about the process, please contact the Public Works Department at (650) 286-3270.

1. City or City-sponsored events are given "First Priority." Foster City Schools, the Foster City Chamber of Commerce, service clubs which have existed within the City of Foster City for five (5) years and non-profit theaters which have existed within the City of Foster City for five (5) years are given "Second Priority." Applications from organizations that do not meet the above criteria are not accepted.
2. Reservations are booked on a first come, first served basis. In the event of City sponsored events conflicting with non-City sponsored events, placement will be granted to City events first.
3. All applications must be made in writing on the Banner Permit Application Form no less than three (3) months prior to the requested date of display.
4. The Public Works Department shall review all permit requests. The City has the right to refuse to display any banner that does not meet the requirements of the Banner Policy. In its review, the Public Works Department shall determine if the banner is acceptable from a safety and aesthetic perspective. This review shall not involve an examination of the content of the message displayed on the banner. Refusals by the Public Works Department may be appealed to the City Manager. The City Manager's decision may be appealed to the City Council.
5. No banner shall be approved that advertises or displays any business or product.
6. Only one set of banners shall be displayed at a time. Banner display will be limited to thirty (30) days for non-City sponsored events. No group may display a set of banners more than one time in each calendar year. Date-specific banners must be removed no more than forty-eight (48) hours after the date on the banner has passed or the event being promoted has occurred.
7. A fee of \$131 shall be charged for each set of banners that is displayed.
8. Applicant shall provide a refundable deposit of \$750 to guarantee timely removal of banners. Deposits shall be forfeited at such time City personnel are required to remove banners.
9. All banners must be constructed of heavyweight vinyl or an equivalent material as approved by the Public Works Department. Banners are to be 22.5" wide by 54" long and constructed in such a way as to ensure that they may be securely fastened to the banner hardware.
10. Applicant shall contract with a vendor from the City's list of pre-approved vendors to install and remove the banners. The vendor shall obtain an encroachment permit from the Public Works Department prior to any installation being performed.
11. Banner design and proof of insurance must be attached to the application form.
12. The completed Temporary Banner Permit application may be returned to:

**Public Works Department**  
City of Foster City  
610 Foster City Boulevard  
Foster City, CA 94404



**TEMPORARY BANNER PERMIT  
CITY OF FOSTER CITY BANNER POLES**



Name of Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone (Daytime): \_\_\_\_\_ E-mail: \_\_\_\_\_

Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Requested Dates of Banner Displays: From: \_\_\_\_\_ To: \_\_\_\_\_

Proposed Text and Description of Banner (*Design must be attached*): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

The applicant agrees to:

1. Provide, to the satisfaction of the City's Risk Manager, proof of Commercial General Liability Insurance for at least \$1,000,000 to include the City of Foster City and the Estero Municipal Improvement District as a named co-insured before the issuance of the permit.
2. Hold harmless, indemnify and defend the City of Foster City, its officials, employees, volunteers and agents, from and against any and all loss, liability, expense, claim, costs, suits and damages of every kind, nature and description, whether caused in whole or in part by any act or omission of the City (except in the event of the sole negligence or willful misconduct of the City) directly or indirectly arising or resulting from the placing of banners on the Banner Poles within the public rights of way of the City of Foster City.
3. Comply with all applicable requirements of the City of Foster City, standard specifications for banner construction and conditions contained herein.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*For Office Use Only*

Approved

Denied

Dates of Display: \_\_\_\_\_

Reviewed By: \_\_\_\_\_ Date: \_\_\_\_\_