

TOWN OF PORTOLA VALLEY

PUBLIC EVENTS SIGNAGE/BANNER POLICY

This policy establishes requirements for the placement of roadside signs/banners within the Town of Portola Valley, as allowed by Municipal Code Section 18.40.030.L., as follows:

The Town allows roadside signs/banners to be placed only for events sponsored by (1) the Town (such as Litter Clean-Up Day, Hazardous Materials Drop-Off Day, Blues and BBQ, Town Picnic, etc.), (2) other public agencies whose jurisdiction includes the Town or (3) organizations authorized by the Town to use the Town's playing fields for regularly scheduled events.

All roadside signs/banners must comply with the following:

1. Location established for placement of roadside signs/banners: The Portola Road entrance to Town Center, 765 Portola Road; Ford Field, Alpine Road; however, for Town sponsored events additional "A-frame" signs may be placed within the right-of-way at the Alpine and Portola Road intersection.
2. The Town Council may approve requests for a sign/banner to be placed at a location other than specified in Item #1 above. However, prior to such approval the specific request shall be referred to the Architectural & Site Control Commission for review and recommendation.
3. Only two banners shall be allowed at each location at any time; however only one banner is allowed at each location per applicant/event.
4. Size/dimensions of roadside sign/banner shall be 3'x10'.
5. The sign/banner shall be displayed for no more than two weeks. Only Town staff shall set up and remove signs/banners.
6. Requestor shall complete a "Signage/Banner" application form for placement of proposed banner at least seven days before the "Date to Begin Sign/Banner Display" indicated on the Signage/Banner application form. Applicants are encouraged to wait until application is approved to make signage/banners.
7. The sign/banner should be delivered to Town Hall at least two days prior to the "Date to Begin Sign/Banner Display" indicated on the Signage/Banner application form. If banner is not delivered by this date, the space will be given to the next applicant in line.

8. If there are more applications received for sign/banner display than space available, priority will be given as follows and with priority further delineated in each category by the order in which the applications were received: (1) events or programs sponsored by the Town; (2) events or programs sponsored by other public agencies whose jurisdiction includes the Town or (3) organizations authorized by the Town to use the Town's playing fields for regularly scheduled events.
9. In the event of high fire danger, a posted sign/banner may be displaced by a temporary sign/banner to notify residents of the high fire danger; and the applicant shall not be entitled to a refund.
10. A fee shall be paid for staff coordination and set-up of the roadside sign/banner for organizations authorized by the Town to use the Town's playing fields. The current fee is listed on the Town's fee schedule accessible online at: www.portolavalley.net/feeschedule

Adopted by Council March 13, 2013