

STREET BANNER RESERVATION PROCEDURE

Library and Community Services
800 Alma St., Menlo Park, CA 94025
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Purpose, priority, and locations

The City of Menlo Park provides two over-the-street banner locations on Santa Cruz Avenue that are available for posting banners for city-sponsored events, nonprofit organizations, and community events (in that order of priority). The locations on Santa Cruz Avenue are:

- Santa Cruz Avenue at Doyle Street
- Santa Cruz Avenue at University Drive

Reservation criteria

- Banner content must comply with all applicable city policies and rules, including but not limited to the Exhibits and Displays Policy
- Banner fees are set in the City of Menlo Park Master Fee Schedule
- Reservations are required
- Banners are posted for one week, or for two consecutive weeks
- Reservations are accepted up to 12 months in advance
- The person or organization making the reservation is responsible for printing their banner according to the specifications in this procedure
- Banners are posted and taken down starting Monday at 7 a.m. and ending Monday at 7 a.m., with the exception of staff and equipment availability
- Banners are to be delivered to the Arrillaga Family Gymnasium (located at 600 Alma St.) at least one business day before scheduled to be posted
- Banners not picked up within 72 hours of removal will become property of the City.
- The City bears no responsibility for loss or damage to banners.

Banner specifications

Banners must meet the following specifications in order to be accepted:

- No larger than 3 feet by 30 feet (minimum length of 15 feet)
- At least six air baffles (which are installed in order to prevent ripping)
- Metal grommets on all four corners and along the top edge with holes large enough for a 3/8-inch cable clamp
- Constructed of heavy canvas or vinyl with a minimum weight of 13 ounces (14 mil in thickness), minimum 500 denier polyester weave mesh (scrim), single sheet (not double or two pieces), edges doubled (hemmed 2 inches) and stitched.

Reservation procedure

Banner reservations are accepted through the City of Menlo Park online reservation portal: menlopark.gov/banners

Procedure review

This procedure shall be reviewed at least once every two years.

Procedure history

Action	Date	Notes
Procedure adopted	December 23, 2021	Administrative procedure
Procedure updated	December 1, 2025	Administrative update