

CITY OF PLEASANTON

Special Event Permit Application

Applicant Guide & Instructions | FY 2026–27

Library & Recreation Department · 925-931-5340 · recreation@cityofpleasantonca.gov

[Special Event Application Link](#)

Before You Begin

This guide walks you through every section of the City of Pleasanton Special Event Permit Application. Read it in full before starting your application process, it will save you time and help avoid delays. Areas marked in **red** are required and must be included at the time of submittal.

Required Attachments Checklist

The following documents must be submitted with your application or by the specified deadline. Items marked as REQUIRED apply to all events. Conditional items apply based on your event activities.

Document	When Required
Application Fee Payment / Receipt	REQUIRED
Site Plan / Route Map (computer-generated)	REQUIRED
Neighbor Notification Plan (letter + map)	REQUIRED
Certificate of Insurance (\$2M minimum)	REQUIRED
Additional Insured Endorsement	REQUIRED
Liquor Liability Insurance	If alcohol served/sold
ABC Special Event Permit	If alcohol served/sold
Alameda County Health Permit (TFF)	If food served/sold
Fire Permit (tents, open flame)	If tents >400 sq ft or open flame
Encroachment Permit	If using public right-of-way
Inflatable Device Vendor Insurance Proof	If inflatable devices used
Waste Hauler Confirmation (Pleasanton Garbage)	If applicable
Non-Profit 501(c) Documentation	If requesting non-profit rate
City Business License	If applicable

⚠ Important: Submission Does Not Guarantee Approval

Submitting this application does not constitute a permit. The City will review your application, may request additional information, and may issue conditions. The City will grant a permit only after all conditions are met, and all fees are paid.

What Requires a Permit?

Any organized activity involving the use of, or having an impact on, public property (streets, parks, sidewalks, etc.) or public facilities requires a Special Event Permit.

Process at a Glance

Follow these steps in order. Missing a deadline may result in approval delays.

Timeline	Step	What to Do
October 1	Date Reservation Opens	Contact the Special Events office to check availability and reserve your date for the following calendar year.
At least 90 days before	Submit Application & Fee	Submit completed application plus the non-refundable application fee. Do NOT promote your event until you have received approval.
After submission	Staff Review & Meeting	City staff reviews your application and may schedule a meeting to discuss details, safety plans, and requirements. The City issues approval conditions and may request additional permits, plans, or documentation.
30 days before event	Final Compliance & Payment	Agree to all conditions, submit required documents, and pay estimated City service fees. If payment is not received, the City may cancel your event
After event	Post-Event	Return the space to its original condition. Pay any outstanding City service invoices.

Step 1 — Event Overview

Event Title & Sponsoring Organization

Provide the official name of your event and the name of the organization that will hold event insurance. These must match exactly with your insurance certificate.

 **City Business License:** [Apply or look up your license at cityofpleasantonca.gov](https://cityofpleasantonca.gov) →

Organization Type

Select the category that best describes your organization. This determines your application fee and any applicable discounts on City support services:

- For-Profit / Commercial — \$250 application fee, no discount on City services
- Non-Profit (501c) — \$75 application fee, 30% discount on City services. Attach your 501(c) determination letter.
- Pleasanton Resident (Private) — 20% discount on City services
- Non-Resident (Private) — no discount

Event Category

Check all categories that apply. This helps route your application to the correct review teams (Police, Fire, Public Works, etc.).

Event Description

Detailed Event Narrative: Include a full timeline from setup through teardown, a description of all activities, and any special requirements. Be thorough — vague descriptions may cause delays.

Dates, Times & Attendance

Provide dates and times for all four phases: Setup, Event Start, Event End, and Cleanup. These times determine when City staff, permits, and street closures are needed.

For attendance, select the range that best reflects your anticipated numbers. Accuracy matters: larger events trigger additional safety requirements.

Large Event Thresholds

Events with 1,000+ attendees may require a detailed Environmental Plan.

Events with 1,000+ attendees (or 500+ with food) trigger additional Police staffing review.

Events with 5,000+ attendees require extensive advance planning — contact staff early.

Indicate if there will be admission, participation, or registration fees.

Step 2 — Applicant & Contact Information

Primary Applicant Contact

This is the main person the City will contact throughout the planning process. Provide a complete mailing address, primary and secondary phone numbers, and a reliable email address.

Day-of-Event Contact

This person must always be physically present and reachable at the event venue during the event. City staff and emergency services may need to reach them immediately. This can be the same as the primary applicant.

Professional Event Organizer

If you are working with a professional event management company, list their information here. City staff may contact them directly during the review process.

City Business License

If your organization or any vendors operating at the event have a City of Pleasanton Business License, list the number here. A license may be required.

Step 3 — Site Use & Logistics

Public Property Use

Identify every piece of public property your event will use, including:

- City parks, plazas, and recreation facilities
- Streets, sidewalks, trails, medians, or other public right-of-way
- City-owned parking lots or other City property

Even if your event is on private property, if it will significantly impact public areas (traffic, noise, parking), you must describe that impact.

Separate Facility Agreements Required

Use of City parks and recreation facilities requires a separate rental agreement and fees.

Visit: <https://www.cityofpleasantonca.gov/your-community/recreation/facility-picnic-rentals/>

Encroachment Permit

If your event uses any public right-of-way (streets, sidewalks, medians), you will need an Encroachment Permit from the City's Public Works Department in addition to this Special Event Permit.

Encroachment Permit: [Apply via the City of Pleasanton Permits Portal →](#)

Encroachment permits for straightforward use are typically issued on the same day. Street closures with traffic control plans may take up to 4 business days.

Required: Site Plan / Route Map

A detailed site plan is required for every event. Your site plan must clearly show:

- Event boundaries and all street names
- Direction of travel (for parades, walks, or marches)
- All entrances and exits
- Barricades and security checkpoints
- Emergency vehicle access lanes (minimum 20 feet wide — required by Fire Code)
- Accessible parking, restrooms, and travel routes
- All street, lane, or sidewalk closures
- Locations of stages, booths, vendors, tents, generators, portable toilets, first aid stations, and waste stations
- Cooking area configuration
- Alcohol service areas

Traffic, Parking & Transportation

For each question, select Yes or No and provide the requested details

Street/Sidewalk Closures:

List each closure with the specific street name, segment (from/to), and the hours of closure.

No Parking Signs:

If your event requires No Parking zones, specify the exact locations. The City will arrange sign placement — fees apply.

Parking Plan:

Describe where attendees will park. For large events, consider shuttle options. Identify ADA-accessible parking separately.

Required: Neighbor Notification Plan

You must notify residents and businesses that may be impacted by your event (noise, traffic, closures) at least 10–14 days before the event. Your notification package must include:

- A sample notification letter or flyer
- A map showing the area that will be notified

Notification Tips

Deliver notifications by mail, door-hanger, or in person.

Keep a copy of your notification letter to submit with this application.

Include your event dates, hours, what to expect (noise, traffic), and contact number.

Accessibility Plan

Your event must be accessible to all attendees, including people with disabilities. Address each of the following in your plan:

- Clear paths of travel throughout the event (minimum 4 feet wide, unobstructed)
- ADA-accessible parking spaces
- Accessible restrooms (minimum 10% of total restroom count, clearly marked)
- Accessible food and beverage areas (minimum 5% accessible seating or standing space)
- Accessible signage — directional and informational signs at appropriate heights
- Site maps that identify all accessible features, available at entrances

Step 4 — Event Activities & Equipment

Temporary Structures

Declare all temporary structures: tents, canopies, stages, platforms, bleachers, grandstands, and inflatable devices. For each, describe the type, size, quantity, and location (mark on your site plan).

Fire Permit Required for Structures

Tents or canopies larger than 400 square feet require a separate [permit](#) and inspection.

Engineering plans and flame resistance certificates may be required.

Inflatable devices (bounce houses) require additional specific insurance coverage.

Entertainment & Sound

Describe all musical entertainment or performances, including the type of performance, number of stages, performers, and schedule. If sound amplification will be used, list the specific dates and hours.

Noise Ordinance

Sound levels must comply with Pleasanton Municipal Code §9.04.060 (Noise Limits – Public Property).

Note: Daytime exemption ([PMC 9.04.070](#))

Noise at or below 70 dBA measured 25 feet from the source is generally exempt from certain residential, commercial, and public-property limits during:

- 8:00 a.m. to 8:00 p.m. daily, except Sundays and holidays
- 10:00 a.m. to 6:00 p.m. on Sundays and holidays

Violations may result in warnings, fines, or permit revocation.

If electrical power is needed, specify the source (generator, venue power, temporary utility, or other). Position generators safely away from structures and the public. Electrical permits or inspections may be required.

Open Flames

Declare any use of open flames: cooking (propane, charcoal), heating, or performance effects. Open flame use requires Fire Department review.

Fire Department Review [Contact Livermore-Pleasanton Fire Department →](#)

Note: Pyrotechnics and fireworks are generally prohibited at City of Pleasanton special events.

Animals

Animal contact exhibits must adhere to public-health zoonotic-disease guidance from the CDC/NASPHV Compendium and California Department of Food and Agriculture guidance. Provide handwashing stations at all animal exhibit exits, including lower stations for children. Signage must be visible and indicate how and when to wash hands.

Carnival Rides

Carnival rides must adhere to the Amusement Rides Safety Laws (Labor Code Part 8). A permit and proper insurance must be provided at the time of application.

Alcohol Service

Alcohol service at public events requires multiple approvals. If alcohol will be sold or served, you must:

- Obtain an ABC Special Event Permit from the California Department of Alcoholic Beverage Control
- Secure separate Alcohol Liability Insurance
- Receive approval from the Pleasanton Police Department
- Designate a specific alcohol service area (shown on your site plan)
- Describe your responsible alcohol management plan (ID checks, server training, drink limits, security)

 **ABC Special Event Permit:** [Apply at abc.ca.gov/licensing/apply-for-a-new-license →](https://abc.ca.gov/licensing/apply-for-a-new-license)

Apply well in advance — ABC permit processing can take several weeks.

 **Pleasanton Police Department — Special Event Alcohol Permit**
[cityofpleasantonca.gov/assets/our-government/police/alcohol%20waiver%20letter.pdf→](https://cityofpleasantonca.gov/assets/our-government/police/alcohol%20waiver%20letter.pdf)

Apply well in advance — ABC processing can take several weeks.

Food Service

If food will be sold or given away at your event, every food vendor must have an Alameda County Environmental Health Temporary Food Facility (TFF) permit. This applies to restaurants participating as vendors as well.

 **Alameda County Temporary Food Facility Permit:** [Apply at health.alamedacountyca.gov →](https://health.alamedacountyca.gov)

Questions: 510-567-6700. Permits must be submitted at least 14 days before the event.

Also describe:

- How food will be prepared or served (booths, food trucks, pre-packaged)
- Total number of food vendors or booths
- Type of cooking equipment used at each booth (gas, electric, charcoal)
- Your plan for compliant food service ware — City ordinance restricts single-use plastics and polystyrene; reusable or compostable fiber is preferred

Step 5 — Safety, Security & Sanitation

Security Plan

Describe your approach to keeping attendees safe, managing crowds, and handling cash (if applicable). Address:

- How security will be positioned throughout the event
- Crowd management procedures, especially during peak hours or emergencies
- Cash-handling procedures for admission, food, and merchandise
- Communication plan between security staff, event staff, and City services

If you are hiring a private security company, provide their name and contact information.



Police Staffing Notice

The Pleasanton Police Department will determine whether sworn officers are required based on event size, location, activities (especially alcohol), and history.

If PPD cannot staff your event, you may be required to contract California Highway Patrol (CHP) instead.

Failure to meet minimum staffing requirements will result in event cancellation.

Applicants are responsible for the full cost of law enforcement at their event.

Medical / First Aid Plan

Describe your plan for handling medical emergencies:

- Location(s) of first aid stations (mark on site plan)
- First aid personnel on-site (trained volunteers, EMTs, or contracted EMS)
- How you will coordinate with local EMS (Livermore-Pleasanton Fire Dept. and county ambulance)

The Fire Department will review your medical plan and may require specific resources based on event size and risk. For larger events, we strongly recommend hiring a licensed professional EMS provider.

Sanitation — Portable Restrooms

Will portable restrooms be provided?

If portable restrooms will not be used, explain the alternative sanitation facilities available and their locations.

Waste Management

Describe your complete waste management plan. The City requires adequate trash, recycling, and organics collection at all events. Arrangements must be made with Pleasanton Garbage Service.

Your plan should address:

- How waste will be collected during and after the event (litter patrol, scheduled pickups)

** No Smoking — All Downtown Events**

All special events in the Downtown Pleasanton area are NON-SMOKING per Pleasanton Municipal Code §9.24.040.

Event organizers must place "No Smoking" signs at all entrances and at regular intervals along the event perimeter. Required sign text:

"ALL downtown Pleasanton events are NO SMOKING – [Per Municipal Code 9.24.040](#)"

Failure to post required signage may result in administrative citations (\$100 minimum fine).

Step 6 — Insurance & Required Documents

General Liability Insurance

All applicants must provide proof of general liability insurance. Requirements:

- Minimum coverage: \$2,000,000 per occurrence
- The City of Pleasanton, its officers, employees, agents, and volunteers must be named as Additional Insureds
- An Additional Insured Endorsement must be attached

Provide your insurance agency name, address, phone number, policy number, and coverage amount. Attach a copy of the certificate with this application.

** Alcohol Service and Inflation Device Vendors Require Separate Insurance**

- If alcohol will be served or sold, a separate Liquor Liability Insurance policy is required.
- Inflation device vendors must also provide their own proof of additional insured status.

Step 7 — Review, Certification & Submission

Fee Summary

The following fees are due at the time of application submission:

Applicant Type	Fee	Amount
For-Profit / Commercial	Non-Refundable Application Fee	\$250
Non-Profit Organization	Non-Refundable Application Fee	\$75
All Applicants	Refundable Security Deposit	\$1,000

Applicant Type	Fee	Amount
Additional fees may be charged based on services needed during your event. We will share an estimate with corresponding discounts with the organizer after application review. We will send an invoice with final fees at the conclusion of the event.		
Non-Profit	City Support Services Discount	30% off actual cost
Co-Sponsored Groups	City Support Services Discount	40% off actual cost
Pleasanton Residents (Private)	City Support Services Discount	20% off actual cost

Additional City service fees (Police, Fire, Public Works, etc.) will be calculated after review and invoiced separately. An estimate will be provided — payment is due 30 days before the event. If payment is not received 3 weeks before the event, the City may cancel it.

Applicant Certification

By signing the certification, you confirm that:

- You are authorized to submit this application on behalf of the Sponsoring Organization
- All information provided is true, accurate, and complete
- The Sponsoring Organization is financially responsible for all costs associated with the event, including City services, damages, and cleanup
- You agree to comply with all permit conditions, City ordinances, and applicable laws
- You understand that permit revocation, cancellation, or denial of future permits may result from non-compliance

Waiver of Indemnification

The Waiver of Indemnification must also be signed. By signing, you:

- Accept full responsibility for all actions at the event, including those of participants, invitees, and spectators
- Acknowledge that the event may carry inherent risks
- Agree to release, defend, and hold harmless the City of Pleasanton and its officials, employees, and volunteers from all claims, injury, or damages arising from the event

Cancellation & Weather Policy

Cancellations must be submitted in writing to recreation@cityofpleasantonca.gov:

- Cancellation 30+ days before event: \$50 cancellation fee
- Cancellation within 10 days of event: responsible for all City costs incurred
- Reservations may not be transferred, assigned, or sublet

Weather Cancellations:

Application fees are not refunded for weather cancellations, but you may reschedule within 12 months if you notify the City in writing at least 3 days before the event.

Quick Reference — Permit Links

Use these links to apply for the additional permits that may be required for your event:

 **Alameda County Temporary Food Facility Permit (food vendors)** health.alameda-county.ca.gov
[→](#)

Required for all food vendors. Apply at least 14 days in advance. Call 510-567-6700 for help.

 **Livermore-Pleasanton Fire Department — Fire Permits (tents, open flame, structures)**
lpfire.org/fire-prevention/permits [→](#)

Submit application + documents at least 14 days before your event. Schedule inspection 48 hrs in advance.

 **City of Pleasanton Encroachment Permit (street / right-of-way use)** [cityofpleasantonca.gov](https://cityofpleasantonca.gov/permits-portal)
[Permits Portal →](#)

Standard permits are issued the same day. Complex street closures with TCP: up to 4 business days.

 **ABC Special Event Permit:** [Apply at abc.ca.gov/licensing/apply-for-a-new-license](https://abc.ca.gov/licensing/apply-for-a-new-license) [→](#)

Apply well in advance — ABC permit processing can take several weeks.

 **Pleasanton Police Department — Special Event Alcohol Permit**
cityofpleasantonca.gov/assets/our-government/police/alcohol%20waiver%20letter.pdf [→](#)

Apply well in advance — ABC processing can take several weeks.

 **City of Pleasanton Facility & Park Rentals** cityofpleasantonca.gov/your-community/recreation/facility-picnic-rentals [→](#)

Required for use of City parks and recreation facilities (separate from the Special Event Permit).

 **City of Pleasanton Business License** [cityofpleasantonca.gov Business License](https://cityofpleasantonca.gov/business-license) [→](#)

Questions? We're here to help.

Special Events Office · Library & Recreation Department

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Date reservations open October 1st each year.