



Special Event Guidelines Community Outreach

As part of your event planning process, you must evaluate the potential impact of your event on the surrounding neighborhood or environment.

Your event plans should include outreach and mitigating measures that address potential impacts your event may have on the surrounding area in which the event activities are proposed to take place. Your outreach and mitigation efforts, along with the overall benefit of the event to the community and the region, will be incorporated in the permit application evaluation process. The following are guidelines to assist you in your community outreach efforts:

Community Involvement

Community groups that provide advisory recommendations to the City of San Diego represent most neighborhoods and business districts in San Diego. If your proposed event venue is in an area that is likely to experience impacts due to your event, you should present your event concept to the corresponding community group(s) and provide the City of San Diego with their formal response. Some geographic areas heavily impacted by events have special event committees recognized by the Office of Special Events for the specific purpose of providing advisory recommendations to the City of San Diego as well as to streamline the community review process. Additionally, you should assess your proposed venue area to determine if additional outreach to neighborhood groups should be incorporated in your event plans.

Applicants are not required to present their event concepts to community groups that require fees for review of the event proposal or fees for use of the specific neighborhood. In such cases, applicants should incorporate community impact mitigation strategies, including community notification, in their event plans.



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The Office of Special Events can help identify the community group(s) that review event activities within your proposed event venue. The City of San Diego maintains sole discretion for the final determination of the community group(s) for which an applicant may be required to present their proposed plans.

Following presentation of your proposed event concept to a community group, you should obtain their recommendation and comments, if applicable, in the form of meeting minutes, e-mail, or a letter signed by the Chairperson or Executive Director of the community group(s). The information should be submitted with your special event permit application. Please note that these groups are advisory in nature and cannot approve or deny your event plans; however, they may provide important feedback regarding strategies that work best for the successful management of events in their neighborhoods. Their feedback will be incorporated in the overall assessment of your event plans and the final permit determination.

Should your event be proposed to take place in area where there is not a community group that typically provides advisory recommendations to the City of San Diego or if a particular community advisory group determines that it chooses not to comment on any special events in their immediate area, please provide written communication with your permit application documenting the situation. In such instances, while your proposed event may not receive advisory recommendations from a community group, you must still incorporate community outreach and any necessary mitigation strategies in your event plans.

Individual Meetings

In addition to presenting your event concept to advisory group(s) within the event venue area, you should meet with the residents, businesses, places of worship, schools and other entities that may be directly affected by noise and street closures related to your event in order to



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address their specific needs. Affected businesses and residents include those businesses and residents that are directly adjacent to the event route with the event street closure, shuttle and/or production areas. Issues that are typically resolved by this form of communication include the coordination of delivery schedules, timing of sound checks, and establishing a way to allow residents and businesses to access their building and parking areas.

Written Notification

The City of San Diego requires that notices/fliers be mailed or hand delivered two (2) weeks prior to your event to all entities directly impacted by your event and its associated activities. This notice should include, but not be limited to, the date(s), day(s), time(s), location(s) and types of activities taking place during your event. The notice must also give detour or alternate route information if regular access is affected or if transportation systems are impacted. The notice also must include a telephone number where members of the public can contact an event representative with the authority to address issues or concerns prior to the event and throughout the event time frame including set-up and dismantle. Complete documentation of this effort must be available to city representatives upon request.

Advisory Signage

If your event impacts a major use roadway, you must provide advisory signs that are placed a minimum of two (2) weeks prior to your event date. A representative of the police department will provide you with a required list of advisory signs that must be placed at specific locations to provide advanced notice to the regular users of a roadway of the scheduled closure.



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Marketing and Public Relations

Acceptance of your Special Event Permit Application by the City of San Diego does not guarantee the date and location or imply an automatic approval of your event. You must meet the application requirements before the City of San Diego may issue a Citywide Special Event Permit.

If you plan to include radio, television or other product promotions within your event venue, you should limit the placement and/or distribution of signs, stickers and other promotional material. Items of particular concern are those that may damage public and private property, violate city sign code ordinances, or that may be difficult to clean or remove from the venue. City Code Enforcement Officers or other city representatives may remove non-permitted décor and advertising in your permitted venue area and the Host Organization and/or advertiser may be subject to fines.
