



# SAN FRANCISCO PLANNING DEPARTMENT

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December 3, 2007

Melanie Coronel  
Peralta Development  
P.O. Box 8286  
Foster City, CA 94404

**RE: Request for Written Determination**  
**1689-1693 Folsom Street, General Advertising Sign**  
**Assessor's Block/Lots: 3522/058**  
**Zoning: SLR (Service/Light Industrial/Residential Mixed Use District)**

Dear Ms. Coronel:

This letter is in response to your correspondence of February 22, 2007 requesting a written determination as to whether you may now file an in-lieu permit application number request under Planning Code Section 604.1 for the wall sign at 1689-1693 Folsom Street. On February 5, 2007, your office submitted an in-lieu identification number request and general advertising sign inventory materials for the subject wall sign along with two checks, one for \$560 (check No 1186) for the inventory processing fee and one for \$320 (check No 1187) for the in lieu processing fee. Department staff informed you that the opportunity to file for an in-lieu identification number had expired and suggested that you obtain a written determination regarding your request.

On September 8, 2003, the Planning Department issued a notice to all general advertising sign companies operating in San Francisco that allowed until October 14, 2003 for the submittal of requests for in-lieu identification numbers (see attached). This notification stated that in-lieu requests submitted after the October 14, 2003 deadline would not be accepted and that there would not be any additional opportunities to submit requests for in-lieu identification numbers.

Planning Code Section 604.1 required each general advertising sign authorized by the Planning Code to display the name of the sign company, the permit number and the permitted sign dimensions within 12 months of the effective date of the legislation (Ordinance 232-02, approved December 20, 2002). If no permits could be located within the 12-month period, the section provided one six-month extension to allow the sign owner to submit a request for an in-lieu identification number. The time limits specified in Section 604.1 have since expired; therefore, no additional opportunities to submit requests for in-lieu identification numbers can be provided.

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San Francisco,  
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Based upon the deadline established by the September 8, 2003 notice and the time limits specified in Section 604.1, it is my determination that the Department cannot accept the in-lieu identification number request for the general advertising sign at 1689-1693 Folsom Street. As such, the Department is returning a check for \$320 (see attached) that was submitted with your in-lieu identification number request.

The Planning Department's Code Enforcement Team has reviewed information contained in your in-lieu request and general advertising sign inventory submittal for compliance with the Planning Code. Based upon this information, the subject general advertising sign has been determined to be in violation of the Planning Code. The nature of the violation will be detailed to you and the property owner in a separate Notice of Violation.

**If you have any questions regarding this letter, please call Jonathan Purvis of my staff at (415) 558-6354, or by e-mail at [jonathan.purvis@sfgov.org](mailto:jonathan.purvis@sfgov.org).**

If you believe that this determination represents an error in interpretation of the Planning Code or abuse of discretion by the Zoning Administrator, an appeal may be filed with the Board of Appeals within 15 days of the date of this letter. For information regarding the appeals process, please contact the Board of Appeals located at 1660 Mission Street, Room 3036, San Francisco, or call (415) 575-6880.

Sincerely,

Lawrence B. Badiner  
Zoning Administrator

Attachments:  
Letter of Sept 8, 2003  
Planning Code Section 604.1  
Check 1187

cc: Jonathan Purvis

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