

General Advertising Sign Inventory Instructions

To: Sign Owner/Operators with General Advertising Signs within San Francisco
From: Sign Inventory Program, San Francisco Planning Department
Date: August 16, 2006
Re: General Advertising Sign Inventory Instructions

Below are detailed instructions to assist you in the completion of the General Advertising Sign Inventory.

Due Date:

All sign inventories are due by 5 PM on Monday, October 23, 2005. Please submit all information, including the required spreadsheet, supporting documents and map on a CD-ROM or DVD, along with a signed affidavit and payment of the required inventory fee (a check made payable to "San Francisco Planning Department") to:

**Sign Inventory Program
San Francisco Planning Department
1660 Mission Street, 5th Floor
San Francisco, CA 94103**

Required Spreadsheet:

To assist you in submitting a complete and accurate inventory, the Planning Department has developed a spreadsheet template (in Microsoft Excel) that can be downloaded from the General Advertising Sign Inventory website (from the Planning Department homepage - www.sfgov.org/planning - the link can be found under "Publications & Reports"). The Planning Department developed a similar spreadsheet requirement for the telecommunications industry to submit as part of their biannual Wireless Telecommunications Services (WTS) Five-Year Facilities Plan and Inventory.

Directions contained at the end of this document will guide you through each field of the required spreadsheet. Should you have any further questions regarding preparation of this inventory, please contact Scott Sanchez of Planning Department staff at (415) 558-6326, or by email at scott.sanchez@sfgov.org.

Maps:

Please submit a map illustrating the locations of all general advertising signs located within the City & County of San Francisco.

Affidavits:

Please print the affidavit from the Planning Department General Advertising Sign Inventory Program website, complete per instructions and submit with the completed inventory and fee payment.

Fees:

Per Planning Code Section 358, General Advertising Signs Fees, the inventory-processing fee is \$560 per sign structure; however, for signs currently on file as an in-lieu request per Planning Code Section 604.1, the fee is \$320 per sign structure. The inventories must be paid in full when they are submitted to the Planning Department. Please make all checks payable to the "San Francisco Planning Department." If you should have questions regarding the fee portion of the sign inventory, please contact Yvonne Ko of Planning Department staff at (415) 558-6386, or by email at yvonne.ko@sfgov.org.

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Useful Links:

San Francisco Planning Department: <http://www.sfgov.org/planning>

San Francisco Planning Code (Refer to Article 6: Signs) and Zoning Maps: <http://www.municode.com/Resources/gateway.asp?pid=14139&sid=5>

San Francisco Board of Supervisors: <http://www.sfgov.org/bos>

Ordinance 140-06 (General Advertising Sign Inventory):

<http://www.sfgov.org/site/uploadedfiles/bdsupvrs/ordinances06/o0140-06.pdf>

Ordinance 200-06 (Fees for General Advertising Sign Inventory):

<http://www.sfgov.org/site/uploadedfiles/bdsupvrs/ordinances06/o0200-06.pdf>

Directions for Required Spreadsheet

Property Information Reports:

Information such as Assessor's Block/Lot, Zoning District and Height/Bulk District can be obtained from the Planning Information Counter (PIC) by requesting a Property Information Report for the subject property. The PIC is located on the first floor of 1660 Mission Street and is staffed by Planning Department staff from 8 AM to 5 PM, Monday-Friday (excluding public holidays). PIC staff can also be reached by calling (415) 558-6377. Additionally, the PIC features a publicly accessible computer that can be used to access and print the Property Information Reports during regular business hours.

Note Regarding Special Sign Districts (SSD):

While the Property Information Reports contain information regarding Special Sign Districts (SSD), this is generally limited to the geographic SSDs such as Van Ness SSD and Showplace Square SSD. Please utilize the Special Sign District definitions contained in Article 6 of the Planning Code (available online) and the SSD Zoning Maps (available online) to assist you in determining which, if any, SSD the subject sign may be located within.

Other Required Materials:

Please attach required materials such as photographs and permits by following the instructions contained in the specified field.

Please note that separate entries are required for each face of a general advertising sign (i.e. a two-faced freestanding sign will require two entries, one to identify each face).

Grouping	Field	Information Required
Sign Owner/Operator Information	Current Sign Owner/Operator	Please enter your company name.
	Previous Sign Owner/Operators	Please enter the names of any previous leaseholders for the subject sign. If there were no previous leaseholders, please enter "N/A." If previous leaseholders are unknown, please enter "unknown."

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Location Information	Street Number (from/to)	Please enter the address number range (i.e. 1650 to 1660). If property is only a single address, enter that number in the "from" field.
	Street Name	Please enter the street address name (i.e. Mission)
	Street Type	Please select the street address type (i.e. Street or Avenue) from the pull down list or enter type if not listed.
	Nearest Cross Street	Please enter the street name of the nearest intersection to subject sign.
	Corner Building/Lot	Is the subject sign located on a corner building or lot? Please select yes or no from pull down list.
	Building/Property Use	Please select the principal land use of subject property (i.e. commercial, mixed-use, etc.) from the pull down list.
	Assessor's Block/Lot	Please enter the four-digit block number (i.e. 4545) and three-digit lot number (i.e. 001) on which the subject sign is located.
Zoning Information	Zoning District	Please select the Zoning District in which the subject sign is located from the pull down list or enter District if not listed.
	Height/Bulk District	Please enter the Height/Bulk District in which the subject sign is located.
	Special Sign District (SSD)	Please select the SSD, if any, in which the subject sign is located from the pull down list. Definitions for Special Sign Districts can be found in Article 6 of the Planning Code (available online), while boundaries for several of the SSDs can be found in the Zoning Maps (available online).

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Permit Information	Building Permit Number to Erect/Install Sign	Please enter the Building Permit Application Number that authorized the subject sign. This is the number assigned to the application at submittal. Since 1999, this is in the form of year/month/day with four additional digits (i.e. 200203050001). If no permits can be found, please enter "unknown"
	Permit Number to Erect/Install Sign	Please enter the Permit Number that authorized the subject sign. This is typically a 6-digit number created by DBI when the permit is issued. If no permits can be found, please enter "unknown."
	Date of Final Inspection/Certificate of Final Completion	Please enter the date on which DBI performed the Final Inspection or issued the Certificate of Final Completion. If dates are unknown, please enter "unknown".
	Other Building Permit Application Number(s) for sign	Please enter any additional Building Permit Application Numbers for the subject sign, including (but not limited to) applications to modify the size of the sign, repair the structure and perform electrical work. If no permits were sought, please enter "N/A."
	State Outdoor Advertising Permit Number	Please enter the permit number issued by the California Department of Transportation (Caltrans) Office of Outdoor Advertising. Required for all signs near freeways. If sign is not near freeway, please enter "N/A."
	Relevant Permits	Use the hyperlink capability of Microsoft Excel to attach any relevant permits. Permits should be scanned into PDF files and named according to block/lot with an appropriate suffix (i.e. 4545001BPA1.pdf)
	In-Lieu Application	Has the subject sign already been submitted to the Planning Department as an in-lieu request? Please select yes or no from the pull down list.

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Sign Characteristics	Date Erected/Installed	Please enter the date the subject sign was erected/installed. If exact date is not known, please enter estimate and make a note in comments field.
	Start date of current lease	Please enter the starting date of the current lease for the subject sign.
	Permitted Sign Dimensions	Please enter the dimensions authorized by the building permit for the subject sign.
	Actual Sign Dimensions	Please enter the actual (in field) dimensions for the subject sign.
	Square footage	Please enter the actual square footage for the subject sign.
	Type of Sign	Please select the type of sign for the subject sign from the pull down list. If the sign is part of a structure with multiple faces, select the appropriate type.
	Illumination	Please select the type of illumination (none, indirect, etc.) for the subject sign from the pull down list.
	Other Features	Please select any other features present on the subject sign (i.e. moving parts, extensions, etc.) from the pull down list or enter features if not listed.
	Height of Sign	Please enter the height of the subject sign above grade (to top of sign).
	Visibility from Freeway	Please select an answer from the pull down list (no, yes – within 200' or yes – more than 200')
	Viewing Orientation	Please select the closest direction from which the sign is viewed from the pull down list.
	Has required sign information been posted?	Has the required sign information per Planning Code Section 604.1 (sign company name, permit number, sign size) been posted? Select yes or no from the pull down list.

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Other Information	Listing on Planning Department Sign Surveys	Was the subject sign listed on a Planning Department Sign Survey? Please select
	Photographs	Use the hyperlink capability of Microsoft Excel to attach photographs of the subject sign. Photographs should be attached as JPEGs and named according to address with picture number (i.e. 1660Mission1.pdf)
	Information that sign is still in use for general advertising	Use the hyperlink capability of Microsoft Excel to attach any relevant information that establishes the sign's current use as general advertising. This includes (but is not limited to) leases, ad contracts, etc. Information should be scanned into PDF files and named according to address with an appropriate suffix (i.e. 1660MissionLEA1.pdf)
	Information on whether the sign had a prior use as a non-general advertising sign	Use the hyperlink capability of Microsoft Excel to attach any relevant information that describes whether the sign had a prior use as a non-general advertising sign (i.e. business sign, identifying sign, etc.). This includes (but is not limited to) leases, permits, photographs, etc. Information should be scanned into PDF files (photographs should be attached as JPEGs) and named according to address with an appropriate suffix (i.e. 1660MissionNonGA1.pdf)
	Comments	Please describe any other features or conditions of the sign that should be reported to the Planning Department.