



SAN FRANCISCO  
PLANNING  
DEPARTMENT

# APPLICATION PACKET FOR General Advertising Sign Relocation

Planning Department  
1650 Mission Street  
Suite 400  
San Francisco, CA  
94103-9425

T: 415.558.6378  
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Pursuant to Section 611(c) of the Planning Code, a general advertising sign company may apply to relocate one or more of its legally existing general advertising signs subject to approval by the Board of Supervisors.

Planning Department staff are available to advise you in the preparation of this application. Call (415) 558-6377 for further information.

## WHAT IS A RELOCATION APPLICATION?

Every general advertising sign relocation must be authorized by the Board of Supervisors on recommendation from the Planning Department. A relocation application is the process through which the Planning Department evaluates the merit of each relocation and provides a recommendation to the Board. Authorization from the Board is in the form of a Relocation Agreement.

## WHEN IS A RELOCATION APPLICATION NECESSARY?

Every proposed relocation of a general advertising sign requires this application. Once a complete application is reviewed by the Planning Department, the Department will transmit the application along with a recommendation to the Board of Supervisors.

## HOW DOES THE PROCESS WORK?

The first step in seeking to relocate one or more signs is to confirm that the Planning Department has a complete and accurate inventory of all general advertising signs owned or operated by your company, that all of your signs have been legally installed and that there are no outstanding violations on any of your signs.

Only one sign may be installed in a new location, which must be no greater in size, height, dimensions or luminosity than the existing sign proposed to be relocated. In no event may the square footage of two or more signs be aggregated in order to install a new sign with greater square footage.

Each proposed relocation site must be a lawful location for installing the proposed general advertising sign. That is, it must be a location where the sign could have been lawfully installed pursuant to zoning provisions in effect immediately prior to the effective date of Section 611 of the Planning Code (March 5, 2002) and one that conforms to all current zoning laws. In no case can a sign be oriented for viewing from a freeway, rapid transit line, scenic street, school, park, recreation facility or residential district.

After the application is reviewed for completeness and accuracy, the Department will prepare a recommendation for the Board of Supervisors. Once the Board adopts the Relocation Agreement, you must apply for Conditional Use authorization from the Planning Commission and building permits for each sign removal and installation.

## WHO IS REQUIRED TO SUBMIT AN APPLICATION FOR RELOCATION?

Any general advertising sign company seeking to relocate a general advertising sign must complete a relocation application.

## INSTRUCTIONS:

The attached application for General Advertising Sign Relocation includes necessary contact and sign information. Please complete the application fully, typing or printing in ink and attaching pages if necessary.

Please provide the following materials with this application:

1. **Signs to be relocated (removed and installed).** This application includes a set of tables for identifying the signs proposed for removal and the signs proposed for installation. All requested information must be provided. Additional pages may be attached.
2. **Authorizing Permits.** The application must be accompanied by a copy of the authorizing permit that was issued to install the sign or signs proposed for relocation.
3. **Photographs.** To ensure that each sign exists in compliance with all applicable provisions of the Planning Code, the application must be accompanied by a current date-stamped photograph of each sign to be relocated, in addition to photographs of the locations proposed for the new sign(s). The latter photographs must be sufficient for adequate review of the proposed sign locations in context with surroundings.
4. **Criteria.** Statements of how and to what extent each proposed sign to be relocated and each proposed relocation site must meet the criteria set forth in Planning Code Section 303(I), excerpts of which are attached.
5. **Drawings.** The application must be accompanied by plot plans and elevations sufficient for adequate analysis of each relocation request. Plans are not required for the proposed removal sites, only for the proposed installation sites. The scale used for plot plans should be not less than 1" = 20'. The scale used for elevations should be not less than 1/8" = 1'. All drawings should be no larger than 11" x 17".  
  
The plot plan should show existing and proposed structures on the subject property and immediately adjoining properties, open spaces, driveways, trees and land contours where relevant. The plot plans should also contain a north arrow and scale.  
  
Elevations should be provided for the front view of the proposed sign; and where applicable, the side and rear views. They should be clearly labeled and show the sign height (measured from ground level immediately below the sign to the uppermost point of the sign) and sign dimensions.
6. **Authorization.** Signed letters from the owner of every Assessor's parcel proposed for either sign removal or for sign installation authorizing the permanent removal or installation of signage.
7. **Affidavit of ownership.** The application includes an affidavit to confirm that you are a representative of the sign company making this application and that the company owns or operates the sign(s) which is/are the subject of this application.
8. **Application Processing Fee.** The fee for sign relocation is set forth in Planning Code Section 358. Please check the fee schedule on-line at <http://www.sfplanning.org> for current fee schedule, as it is subject to change. Enclose a check payable to the San Francisco Planning Department.
9. **Proposed Relocation Agreement.** The application must be accompanied by a draft agreement specifying the sign or signs to be relocated.

All plans and other exhibits submitted with this application will be retained as part of the permanent public record in this case.

Send the application and all materials to:

General Advertising Sign Program  
San Francisco Planning Department  
1650 Mission Street, Suite 400  
San Francisco, CA 94103

CASE NUMBER:  
For Staff Use only

# APPLICATION FOR General Advertising Sign Relocation

## 1. Property Owner and Sign Company Information

PROPERTY OWNER'S NAME:		
MAILING ADDRESS:	ZIP CODE:	TELEPHONE:
		(   )

SIGN COMPANY'S NAME:		
Same as Above <input type="checkbox"/>		
ADDRESS:	ZIP CODE:	TELEPHONE:
		(   )

CONTACT PERSON:		EMAIL:
MAILING ADDRESS:	ZIP CODE:	TELEPHONE:
		(   )

## 2. Signs To Be Removed

SIGN ID:	STREET ADDRESS OF SIGN 1:		ASSESSOR'S BLOCK/LOT:
			/
SIGN TYPE (non structural, wall, roof, etc):	AREA (square feet):	HEIGHT (feet):	ILLUMINATION:
			YES <input type="checkbox"/> NO <input type="checkbox"/>

SIGN ID:	STREET ADDRESS OF SIGN 1:		ASSESSOR'S BLOCK/LOT:
			/
SIGN TYPE (non structural, wall, roof, etc):	AREA (square feet):	HEIGHT (feet):	ILLUMINATION:
			YES <input type="checkbox"/> NO <input type="checkbox"/>

SIGN ID:	STREET ADDRESS OF SIGN 1:		ASSESSOR'S BLOCK/LOT:
			/
SIGN TYPE (non structural, wall, roof, etc):	AREA (square feet):	HEIGHT (feet):	ILLUMINATION:
			YES <input type="checkbox"/> NO <input type="checkbox"/>

SIGN ID:	STREET ADDRESS OF SIGN 1:		ASSESSOR'S BLOCK/LOT:
			/
SIGN TYPE (non structural, wall, roof, etc):	AREA (square feet):	HEIGHT (feet):	ILLUMINATION:
			YES <input type="checkbox"/> NO <input type="checkbox"/>

Signs To Be Removed...

SIGN ID:	STREET ADDRESS OF SIGN 1:		ASSESSOR'S BLOCK/LOT: /
SIGN TYPE (non structural, wall, roof, etc):	AREA (square feet):	HEIGHT (feet):	ILLUMINATION: YES <input type="checkbox"/> NO <input type="checkbox"/>

SIGN ID:	STREET ADDRESS OF SIGN 1:		ASSESSOR'S BLOCK/LOT: /
SIGN TYPE (non structural, wall, roof, etc):	AREA (square feet):	HEIGHT (feet):	ILLUMINATION: YES <input type="checkbox"/> NO <input type="checkbox"/>

3. Signs To Be Installed

SIGN ID:	STREET ADDRESS OF SIGN 1:		ASSESSOR'S BLOCK/LOT: /
SIGN TYPE (non structural, wall, roof, etc):	AREA (square feet):	HEIGHT (feet):	ILLUMINATION: YES <input type="checkbox"/> NO <input type="checkbox"/>

SIGN ID:	STREET ADDRESS OF SIGN 1:		ASSESSOR'S BLOCK/LOT: /
SIGN TYPE (non structural, wall, roof, etc):	AREA (square feet):	HEIGHT (feet):	ILLUMINATION: YES <input type="checkbox"/> NO <input type="checkbox"/>

SIGN ID:	STREET ADDRESS OF SIGN 1:		ASSESSOR'S BLOCK/LOT: /
SIGN TYPE (non structural, wall, roof, etc):	AREA (square feet):	HEIGHT (feet):	ILLUMINATION: YES <input type="checkbox"/> NO <input type="checkbox"/>

SIGN ID:	STREET ADDRESS OF SIGN 1:		ASSESSOR'S BLOCK/LOT: /
SIGN TYPE (non structural, wall, roof, etc):	AREA (square feet):	HEIGHT (feet):	ILLUMINATION: YES <input type="checkbox"/> NO <input type="checkbox"/>

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SIGN TYPE (non structural, wall, roof, etc):	AREA (square feet):	HEIGHT (feet):	ILLUMINATION: YES <input type="checkbox"/> NO <input type="checkbox"/>

SIGN ID:	STREET ADDRESS OF SIGN 1:		ASSESSOR'S BLOCK/LOT: /
SIGN TYPE (non structural, wall, roof, etc):	AREA (square feet):	HEIGHT (feet):	ILLUMINATION: YES <input type="checkbox"/> NO <input type="checkbox"/>

## General Advertising Sign Relocation Criteria

Pursuant to Planning Code Section 303(l), the Planning Commission shall consider the size and visibility of the signs to be located as well as factors listed below in determining whether to approve or disapprove a proposed relocation. Please describe to what extent the proposed relocations will meet or not meet each of the following criteria:

**(A) The factors set forth in this subsection (A) shall weigh in favor of the Commission's approval of the proposed relocation site:**

- (i) The sign or signs proposed for relocation are lawfully existing but are not in conformity with the sign regulations that existed prior to the adoption of Proposition G on March 5, 2002.

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- (ii) The sign or signs proposed for relocation are on a City list, if any, of priorities for sign removal or signs preferred for relocation.

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- (iii) The sign or signs proposed for relocation are within, adjacent to, or visible from property under jurisdiction of the San Francisco Port Commission, the San Francisco Unified School District, or the San Francisco Recreation and Park Commission.

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- (iv) The sign or signs proposed for relocation are within, adjacent to, or visible from an Historic District or conservation district designated in Article 10 or Article 11 of the Planning Code.

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(v) The sign or signs proposed for relocation are within, adjacent to, or visible from a zoning district where general advertising signs are prohibited.

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(vi) The sign or signs proposed for relocation are within, adjacent to, or visible from a designated view corridor.

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**(B) The factors set forth in this subsection (B) shall weigh against the Commission’s approval of the proposed relocation:**

(i) The sign or signs proposed for relocation are or will be obstructed, partially obstructed, or removed from public view by another structure or by landscaping.

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(ii) The proposed relocation site is adjacent to or visible from property under the jurisdiction of the San Francisco Port Commission, the San Francisco Unified School District, or the San Francisco Recreation and Park Commission.

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(iii) The proposed relocation site is adjacent to or visible from an Historic District or conservation district designated in Article 10 or Article 11 of the Planning Code.

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CASE NUMBER:  
For Staff Use only

(iv) The proposed relocation site is within, adjacent to, or visible from a zoning district where general advertising signs are prohibited.

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(v) The proposed relocation site is within, adjacent to, or visible from a designated view corridor.

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(vi) There is significant neighborhood opposition to the proposed relocation site.

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## Applicant's Affidavit

Under penalty of perjury the following declarations are made:

- a: The undersigned is the owner or authorized agent of the owner or sign company of this property.
- b: The information presented is true and correct to the best of my knowledge.

Signed: \_\_\_\_\_  
Applicant or Owner

Date: \_\_\_\_\_

\_\_\_\_\_  
Print Name of Applicant in Full



**SAN FRANCISCO  
PLANNING  
DEPARTMENT**

**FOR MORE INFORMATION:  
Call or visit the San Francisco Planning Department**

**Central Reception**

1650 Mission Street, Suite 400  
San Francisco, CA 94103-2479

TEL: **415.558.6378**

FAX: **415.558.6409**

WEB: **<http://www.sfplanning.org>**

**Planning Information Center (PIC)**

1660 Mission Street, First Floor  
San Francisco, CA 94103-2479

TEL: **415.558.6377**

*Planning staff are available by phone and at the PIC counter.  
No appointment is necessary.*