



GENERAL ADVERTISING SIGN INVENTORY UPDATE

INFORMATIONAL PACKET AND APPLICATION

This is an application to the Planning Department to update general advertising sign inventory information. For questions, you can call the Planning counter at 628.652.7300 or email pic@sfgov.org, where planners are able to assist you.

Español: Si desea ayuda sobre cómo llenar esta solicitud en español, por favor llame al 628.652.7550. Tenga en cuenta que el Departamento de Planificación requerirá al menos un día hábil para responder.

中文：如果您希望獲得使用中文填寫這份申請表的幫助，請致電628.652.7550。請注意，規劃部門需要至少一個工作日來回應。

Filipino: Kung gusto mo ng tulong sa pagkumpleto ng application na ito sa Filipino, paki tawagan ang 628.652.7550. Paki tandaan na mangangailangan ang Planning Department ng hindi kukulangin sa isang araw na pantrabaho para makasagot.

WHAT IS AN INVENTORY UPDATE?

The Planning Department maintains an inventory of every general advertising sign in the City. Pursuant to Section 604.2 of the Planning Code, every general advertising sign company, i.e., any entity that owns and/or operates a general advertising sign in the City, is responsible for keeping this inventory current and accurate by reporting in writing to the Planning Department the transfer (acquisition or removal) of any sign between companies.

WHAT IS AN INVENTORY UPDATE NECESSARY?

Inventory updates are required within 30 days of the actual acquisition or removal of a sign.

HOW DOES THE PROCESS WORK?

Please review the instructions in this application. After filling out the application and collecting the required materials, please mail or deliver the application packet. Upon receiving the packet, a planner will review your application to ensure its completeness. The assigned planner will then process the application and update all applicable sign inventory databases.

WHO IS REQUIRED TO SUBMIT FOR AN INVENTORY UPDATE?

For the transfer of a sign from one sign company to another, the acquiring sign company is required to submit an Inventory Update Application. For sign removals, the current sign company is responsible for submitting an Inventory Update Application.

FEES

Please refer to the [Planning Department Fee Schedule](#) available at www.sfplanning.org. For questions related to the Fee Schedule, you can call the Planning counter at 628.652.7300 or email pic@sfgov.org where planners are able to assist you.

Fees will be determined based on the estimated construction costs. Should the cost of staff time exceed the initial fee paid, an additional fee for time and materials may be billed upon completion of the hearing process or permit approval. Additional fees may also be collected for preparation and recordation of any documents with the San Francisco Assessor-Recorder's office and for monitoring compliance with any conditions of approval.

INSTRUCTIONS:

The attached Inventory Update Application 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. Photograph(s). Include a date-stamped photo of each sign showing the sign subject to transfer or removal with identification placards required under Planning Code Section 604.1 (sign permit number, sign dimensions and sign company).
2. Affidavit. Please complete and sign the attached affidavit.
3. Documentation from previous sign company. If a sign is identified in the inventory as registered under another sign company, written authorization from that sign company is required in order to process the transfer.
4. Inventory Processing Fee. The Inventory Processing Fee is set forth in Planning Code Section 604.2(f). The Inventory Processing Fee applies only to the acquisition of signs to an inventory. There is no charge to remove a sign from an inventory. In addition, penalties for late submittals may apply as set forth in Planning Code Section 604.2(g).

Enclose a check payable to the San Francisco Planning Department.

Send the application and all materials to:

General Advertising Sign Program
San Francisco Planning Department
49 South Van Ness Avenue, Suite 1400
San Francisco, CA 94103



GENERAL ADVERTISING SIGN INVENTORY UPDATE

APPLICATION

Sign Company Information

Sign Company's Name:

Mailing Address:

Telephone:

Contact Person Name:

Mailing Address:

Telephone:

Email Address:

Sign Information

Property Address of Sign 1:

Block/Lot:

Sign Action: Acquiring Removing

Sign ID:

Sign Height:

Sign Orientation:

Date of Action:

Property Address of Sign 2:

Block/Lot:

Sign Action: Acquiring Removing

Sign ID:

Sign Height:

Sign Orientation:

Date of Action:

Property Address of Sign 3:

Block/Lot:

Sign Action: Acquiring Removing

Sign ID:

Sign Height:

Sign Orientation:

Date of Action:

Property Address of Sign 4:

Block/Lot:

Sign Action: Acquiring Removing

Sign ID:

Sign Height:

Sign Orientation:

Date of Action:



PREPARATION OF GENERAL ADVERTISING SIGN INVENTORY UPDATE

The following affidavit is a requirement under Planning Code Section 604.2(d), which states: “the general advertising sign company shall submit with the inventory this affidavit signed under penalty of perjury of a duly authorized officer or owner of the sign company.” For purposes of the inventory, a general advertising sign company is an entity that owns and/or operates a general advertising sign, which may or may not be the person or entity that owns the property on which the sign is located.

I, _____, do hereby declare as follows:
Name

- a. With this update, the sign inventory that has been submitted by this sign company is current, accurate, and complete to the best of my knowledge;
- b. To my knowledge, after the exercise of reasonable and prudent inquiry, all signs on the inventory have been erected or installed with an appropriate City permit or have an in-lieu identifying number granted by the Director of Planning; and,
- c. I am a duly authorized officer or the owner of this general advertising sign company and this general advertising sign company is the current and lawful owner and/or operator of all signs listed in this company’s inventory.

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Signature

Date

Name (Printed)

Relationship to Project
(i.e. Owner, Architect, etc.)

Phone

Email