



# GENERAL ADVERTISING SIGN REQUEST FOR RECONSIDERATION

## INFORMATIONAL PACKET AND APPLICATION

This is an application to the Planning Department to seek reconsideration of the issuance of a Notice of Violation or Notice of Penalties. For questions, you can call the Planning counter at 628.652.7300 or email [pic@sfgov.org](mailto: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 A REQUEST FOR RECONSIDERATION?

Under Section 610(d) of the Planning Code, a Responsible Party may seek reconsideration of the issuance of a Notice of Violation or any administrative penalty of a general advertising sign.

### WHEN IS A REQUEST FOR RECONSIDERATION APPROPRIATE?

A Request for Reconsideration is appropriate if the Responsible Party has evidence that demonstrates why the Notice of Violation was issued in error or why the administrative penalties were assessed in error.

### 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 within 30 days of the Notice of Violation or Notice of Penalties issuance date. Applications received after 30 days may be subject to penalties or not accepted. Upon receiving the packet, the Planning Department will schedule a Reconsideration Hearing before an Administrative Law Judge (ALJ).

If the Responsible Party withdraws the Request for Reconsideration at any time before the date of the hearing and corrects the violation, the Responsible Party will be subject to any accrued penalties plus a flat 10-day fixed penalty based on the daily rate outlined in Planning Code Section 610(b)(2)(B).

If the Responsible Party does not withdraw the Request for Reconsideration and the ALJ upholds the Notice of Violation or Notice of Penalties, the Responsible Party must correct the violation as outlined in Section 610(d)(1)(C) and will be subject to any accrued penalties plus a 20-day fixed penalty based on the daily rate outlined in Planning Code Section 610(b)(2)(B).

To avoid the fixed penalties described above which will apply in the event that (a) the request is withdrawn or (b) the Notice of Violation is upheld, the Responsible Party may choose to keep the sign free of all ad copy throughout the Reconsideration period. In these cases, the Request for Reconsideration application must be accompanied by a photograph clearly depicting the sign free of all ad copy. The sign must remain without ad copy until a Reconsideration decision is issued by the ALJ.

The decision of the ALJ is final and cannot be appealed.

## WHO MAY APPLY FOR A REQUEST FOR RECONSIDERATION?

As stated in Section 610 of the Planning Code, a Responsible Party may request reconsideration. A “Responsible Party” shall mean the owner(s) of the real property on which the general advertising sign is located, and the current leaseholder(s) or owner(s) of the general advertising sign, if different from the owner(s) of the real property.

## FEES

Please refer to the [Planning Department Fee Schedule](#) available at [www.sfplanning.org](http://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](mailto: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 application for a Request for Reconsideration 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. Evidence. Attach a copy of the Notice of Violation with written evidence demonstrating that it was issued in error and/or a copy of the Notice of Penalties with written evidence demonstrating that the administrative penalties were assessed in error. Please provide four copies of all materials.
2. Reconsideration Hearing Fee.
3. Photograph. You have the option of enclosing a date-stamped photograph of the sign to confirm it is free of all advertising copy in order to avoid penalties should the request be withdrawn or the Notice of Violation and/or Notice of Penalties upheld.

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 REQUEST FOR RECONSIDERATION

## APPLICATION

### Property Owner and Sign Company Information

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Property Owner's Name:

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Mailing Address:

Telephone:

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Sign Company's Name:

Same as Above

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Mailing Address:

Telephone:

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Contact Person Name:

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Mailing Address:

Telephone:

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Email Address:

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### Sign Location and Identification

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Property Address of Sign 1:

Block/Lot:

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Sign ID:

Sign Height:

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Sign Orientation:

Date of Action:

---

Property Address of Sign 2:

Block/Lot:

---

Sign ID:

Sign Height:

---

Sign Orientation:

Date of Action:

---

Property Address of Sign 3:

Block/Lot:

---

Sign ID:

Sign Height:

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Sign Orientation:

Date of Action:

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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 of this property.
- b) The information presented is true and correct to the best of my knowledge.
- c) Other information or applications may be required.
- d) I hereby authorize City and County of San Francisco Planning staff to conduct a site visit of this property as part of the City's review of this application, making all portions of the interior and exterior accessible through completion of construction and in response to the monitoring of any condition of approval.
- e) I attest that personally identifiable information (PII) - i.e. social security numbers, driver's license numbers, bank accounts - have not been provided as part of this application. Furthermore, where supplemental information is required by this application, PII has been redacted prior to submittal to the Planning Department. I understand that any information provided to the Planning Department becomes part of the public record and can be made available to the public for review and/or posted to Department websites.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (Printed)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Relationship to Project  
(i.e. Owner, Attorney, etc.)

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

For Department Use Only

Application received by Planning Department:

By: \_\_\_\_\_

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