



SAN FRANCISCO
PLANNING
DEPARTMENT

APPLICATION PACKET FOR Request for Reconsideration General Advertising Signs

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

T: 415.558.6378
F: 415.558.6409

This is an application to the Planning Department to seek reconsideration of the issuance of a Notice of Violation or Notice of Penalties. The first pages consist of instructions which should be read carefully before the application form is completed.

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

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To avoid the fixed penalties described above which will apply in the event that (a) the request is withdrawn or (b) the Notice of Violation is upheld, the Responsible Party may choose to keep the sign free of all ad copy throughout the Reconsideration period.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.

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.** Please refer to the Planning Department Fee Schedule available at www.sfplanning.org or at the Planning Information Center (PIC) located at 1660 Mission Street, First Floor, San Francisco. For questions related to the Fee Schedule, please call the PIC at (415) 558-6377.
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
1650 Mission Street, Suite 400
San Francisco, CA 94103

APPLICATION FOR

Request for Reconsideration

General Advertising Signs

1. Property Owner and Sign Company Information

PROPERTY OWNER'S NAME:		
MAILING ADDRESS:	ZIP CODE:	TELEPHONE:
		()
SIGN COMPANY'S NAME:		
Same as Above ☐		
ADDRESS:	ZIP CODE:	TELEPHONE:
		()
CONTACT PERSON:		EMAIL:
MAILING ADDRESS:	ZIP CODE:	TELEPHONE:
		()

2. Sign Location and Identification

PROPERTY ADDRESS OF SIGN 1:			ASSESSOR'S BLOCK/LOT:
			/
SIGN ID:	SIGN DIMENSIONS:	SIGN HEIGHT:	SIGN ORIENTATION:
PROPERTY ADDRESS OF SIGN 2 (IF APPLICABLE):			ASSESSOR'S BLOCK/LOT:
			/
SIGN ID:	SIGN DIMENSIONS:	SIGN HEIGHT:	SIGN ORIENTATION:
PROPERTY ADDRESS OF SIGN 3 (IF APPLICABLE):			ASSESSOR'S BLOCK/LOT:
			/
SIGN ID:	SIGN DIMENSIONS:	SIGN HEIGHT:	SIGN ORIENTATION:

3. 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