



Daniel Lurie, Mayor

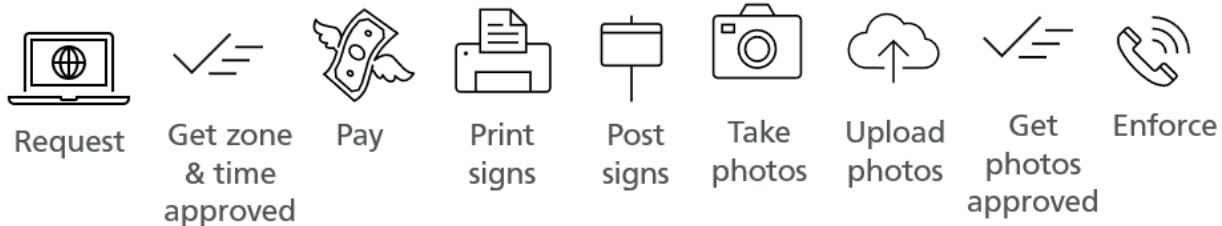
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# Entertainment Venue Self-Post Program Guidelines

This guide explains how eligible entertainment venues can enroll, print, and post Temporary Tow-Away No Stopping signs (Temp Signs) themselves as part of the SFMTA Entertainment Venue Self-Post Program. By following these steps, you can reserve a parking zone along a block face near your venue for event purposes, like parking artist tour buses and loading equipment.



## Benefits for Venues:

- Lower fees - cut permitting costs up to 50%  
Program fees include:
  - Permit application fee: \$228 (FY25)
  - Meter fees, if on a metered block: \$18/meter/day (FY25)
  - Design change fees: \$62/new sign
  - Any additional costs incurred (printing and sign materials, associated staff costs)
- More control – post, re-post, and maintain signs yourself.

## Before You Get Started:

- Only venues & theaters enrolled in the [Entertainment Venue Self-Post Program](#) can submit requests to **self-post** Temp Signs.
- All other Temp Sign requests can be made through standard procedures at [www.SFMTA.com/TempSigns](http://www.SFMTA.com/TempSigns)
- **This program cannot be used for personal parking, valet parking, or street closures.**

## Need Help?

- Go to [SFMTA.com/VenueSelfPost](http://SFMTA.com/VenueSelfPost) for relevant links, documents, FAQs.
- Contact [VenueSelfPost@SFMTA.com](mailto:VenueSelfPost@SFMTA.com) if you have general program questions or an issue reserving or posting your signs.
- If enforcement or towing is needed, call SFMTA enforcement at **415-553-1200**.
- Contact [TowZoneRequest@sfmta.com](mailto:TowZoneRequest@sfmta.com) if you have an issue exercising your tow-away rights.



## How it Works:

### Confirm eligibility (at least 4 weeks before your event)

Venues must hold an active [Place of Entertainment permit](#) or be a theater that hosts live performances.

#### **Important Notice for 2025 Venue Self-Post Pilot Participants**

*All 16 participants invited to take part in the 2025 Venue Self-Post Pilot do not need to complete any additional eligibility steps. Please proceed directly to **Submit Your Temp Sign Request**.*

**For account access issues, please contact [VenueSelfPost@SFMTA.com](mailto:VenueSelfPost@SFMTA.com)**

1. Email [VenueSelfPost@SFMTA.com](mailto:VenueSelfPost@SFMTA.com) with the following information:
  - Business Name
  - Business Address
  - [Business Account Number](#)
  - Contact Information (email and phone number; if you'd like to use a different email for portal account access, please provide that as well)
2. SFMTA staff will verify your status with the Entertainment Commission and/or the Office of Economic & Workforce Development.
3. Account Creation Timeline:
  - *All new eligibility and account creation requests submitted by **Thursday** will be processed by **Tuesday** of the **following** week.*
4. If eligible, you will receive a link to register for an account  
If not eligible, you will be notified by e-mail that you are not eligible. You may appeal by obtaining a [Place of Entertainment permit](#) or by providing documentation via e-mail (e.g., playbill) corroborating that you operate a theater that hosts live performances. [Otherwise, you can still apply for temporary signs for your event through standard procedures.](#)

### Create a Venue Self-Post Community Portal Account

*For more detailed step-by-step guidance please refer to the Venue Self-Post Training PowerPoint slides found on [www.SFMTA.com/VenueSelfPost](http://www.SFMTA.com/VenueSelfPost)*

1. After your eligibility has been confirmed to participate in the Entertainment Venue Self-Post Program, the SFMTA will send you an email to setup an account password to access the [Venue Self-Post Community Portal](#)
2. For account access issues, please contact [VenueSelfPost@SFMTA.com](mailto:VenueSelfPost@SFMTA.com).



## Submit Your Temp Sign Request (at least 2 weeks before your event)

1. Fill out the **Temporary Sign Request** form on the Venue Self-Post Community Portal to apply for a permit

*Make sure to request only **one block face per application** through the portal. If you request more than one block face your application may not be approved or the SFMTA may impose **Design Change fees** to modify approved Temp Signs, which could lead to unnecessary processing delays and additional fees.*

2. Get your permit approved, submit payment to receive printable signs:
  - a. If your request for a permit is approved, submit payment to obtain signs for printing and posting.

## Print and Post Temp Signs (at least 72 hours before your event):

1. Once payment is received, you'll receive an email with a link to download the Temp Signs as PDF documents, instructions on how to post signs, and a link to submit photos after posting signs
2. Print the signs **in color on 11"x17" paper or sign material, in portrait orientation** (not landscape).
  - a. You can also get these printed for \$7/sign at the **2<sup>nd</sup> floor of the [Permit Center](#)** (49 South Van Ness, 94103)
  - b. Use the guidelines below to post the signs at each reserved metered post or every 20-25 feet in the permitted area at least three days before the event.
  - c. You may need materials like stanchions and zip ties.

How to Post Your Signs:

### If there ARE single space meters

- Affix a sign to each parking meter post using string or zip ties
- Do NOT use wire or tape
- Do NOT cover the meter head
- Do NOT cover placards
- Do NOT block the keyhole access on the back of the meters
- Do NOT block any regulation signage attached to the meter pole

### If there are NOT single space meters

- Affix signs to portable fixtures (like a stanchions or A-frame sign holders), sign poles, or light poles every 20-25 feet using string or zip ties
- Do NOT use wire or tape
- Do NOT post on a pay station, traffic signal pole, or tree.





3. Maintain visible signs throughout your event.
  - a. If signs deteriorate or are torn down, **you must replace them immediately to preserve tow-away rights.**
  - b. If you have experienced sign issues in the past (ie., damage, vandalism, tear downs, etc.), it is highly recommended you print multiple signs to be ready to replace them readily
  - c. *Consider posting signs early and be prepared to repost swiftly. Sometimes there will be conflicting Temp Signs or curb obstructions. Try working with the contact listed on the conflicting sign, look for an alternate approved location to post your sign, apply for a new location, or contact [VenueSelfPost@SFMTA.com](mailto:VenueSelfPost@SFMTA.com).*

### Take and Upload Photos of the Posted Signs to Obtain Tow-Away Rights Confirmation (at least 72 hours before your event):

1. Take photos of your signs, including:
  - a. **Close-up photo** of each sign to confirm correct permit information.



- b. **Overall photo** of the parking area showing all signs to confirm location and spacing.





2. Upload the photos (JPG/PNG format only) to the Entertainment Venue Self-Post portal for review.
  - a. Upon approval of your permit, you will receive an email labeled "Signs and Photo Upload". Click the "Take and Upload Photos" link.
  - b. In the "Tow Away Signs Photo Upload" page, select the appropriate street segment, upload photos, and submit one at a time. View all photos at the bottom of the page.
3. **Confirmation of Tow-Away Rights:**
  - a. Once your photos are approved, you'll receive a confirmation email of tow-away rights.
  - b. If photos are inadequate, you will receive an email identifying issues to be corrected.
  - c. Your signs will not be enforceable until you receive a confirmation email.

**4. If you need towing, call the tow desk at 415-695-2700**

***REMINDER: Signs must be present to enforce the zone.***

**Circumstances leading to removal from the Entertainment Self-Post Program**

Entertainment Venues may be removed from the program if a venue is found to have:

- Manipulated approved signage text
- Posted signs beyond approved location
- Used approved temporary tow-away zone for zone for personal parking, valet parking, or street closures
- Called in enforcement of a vehicle where the self-posted signage did not meet SFMTA guidelines
- Engaged in other actions or abuses that undermine the integrity or objectives of the pilot program

**Continued Access to Temporary Signage Requests**

- Venues removed from the program may still request temporary signage through the [traditional Temp Sign request process](#)

*For more detailed step-by-step guidance please refer to the Venue Self-Post Training PowerPoint slides found on [www.SFMTA.com/VenueSelfPost](http://www.SFMTA.com/VenueSelfPost)*