



Daniel Lurie, Mayor

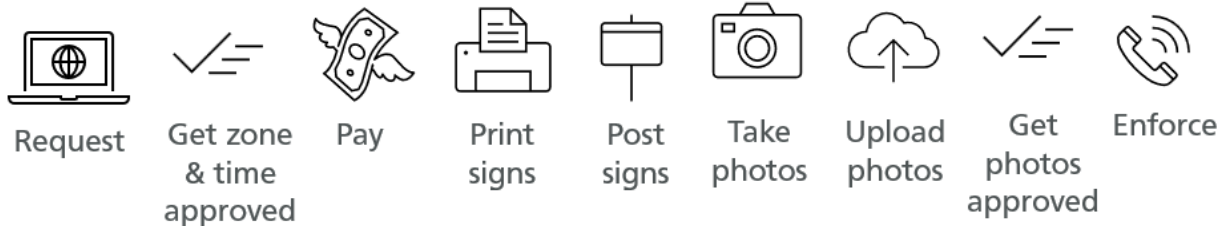
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Entertainment Venue Self-Post Program Guidelines

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
- **This program cannot be used for personal parking, valet parking, or street closures.**

Need Help?

- Go to SFMTA.com/VenueSelfPost for relevant links, documents, FAQs.
- Contact 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 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

1. Email 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

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.



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 leading 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 3 business days 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 **2nd 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. Post signs early and be prepared to repost swiftly.
 - b. If signs deteriorate or are torn down, **you must replace them immediately to preserve tow-away rights.**
 - c. 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
 - d. *Sometimes there will be conflicting Temp Signs or curb obstructions: 1) Work with the contact listed on the conflicting sign, 2) look for an alternate approved location to post your sign, 3) apply for a new location, 4) or contact VenueSelfPost@SFMTA.com.*

Take and Upload Photos of the Posted Signs to Obtain Tow-Away Rights Confirmation (at least 3 business days before your event):

1. Take photos of your newly posted signs, including:
 - a. **One (1) close-up photo** of each sign to confirm correct permit information.



- b. **One (1) 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: Tow-Away rights must be obtained and 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

