

THIS PRINT COVERS CALENDAR ITEM NO.: 10.2

**SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY**

DIVISION: Streets

BRIEF DESCRIPTION:

Amending Division II of the Transportation Code to establish the Entertainment Venue Self-Post Program; define eligibility for participants in the Program, including music venues with Place of Entertainment permits and theaters that host live performances; and set fees to cover the costs to operate the Program as well as be reimbursed for any lost meter revenue and design changes for Temporary Tow-Away signs.

SUMMARY:

- The Venue Self-Post Pilot was established under the authority granted to the Director of Transportation to establish short-term experimental rates and collect fees.
- The pilot allowed 16 participating music venues and theaters to request Temporary Tow-Away No Stopping signs (a.k.a. “Temp Signs”) and post the signs themselves, rather than needing SFMTA staff to do the posting. This allowed participants to immediately address sign teardowns and vandalism, which often occurs outside of SFMTA’s normal business hours. Self-posting also reduced the cost for participants (40-50% less than standard fees).
- The pilot period has ended and was successful. As a result, a permanent program is being proposed.
- Pilot participants (and some entities that were eligible but did not participate in the pilot) would like the option to choose between self-posting at a lower rate or paying more for the SFMTA Temp Sign Program to print, post, re-post, and remove Temp Signs.
- Changes are proposed for Division II of the Transportation Code to establish a permanent program allowing concert venues and theaters with live performances to request and self-post Temp Signs at a reduced rate.

ENCLOSURES:

1. SFMTA Resolution
2. Transportation Code Amendment

APPROVALS:

DATE

DIRECTOR  November 13, 2025

SECRETARY  November 13, 2025

ASSIGNED SFMTAB CALENDAR DATE: November 18, 2025

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PURPOSE

Amending Division II of the Transportation Code to establish the Entertainment Venue Self-Post Program; define eligibility for participants in the Program, including music venues with Place of Entertainment permits and theaters that host live performances; and set fees to cover the costs to operate the Program as well as be reimbursed for any lost meter revenue and design changes for Temporary Tow-Away signs.

STRATEGIC PLAN GOALS AND TRANSIT FIRST POLICY PRINCIPLES

This action supports the following SFMTA Strategic Plan Goals:

Goal 6: Eliminate pollution and greenhouse gas emissions by increasing use of transit, walking, and bicycling

Goal 7: Build stronger relationships with stakeholders

This item would support the following Transit First Policy Principles:

Principle 1: To ensure quality of life and economic health in San Francisco, the primary objective of the transportation system must be the safe and efficient movement of people and goods.

Principle 3: Decisions regarding the use of limited public street and sidewalk space shall encourage the use of public rights of way by pedestrians, bicyclists, and public transit, and shall strive to reduce traffic and improve public health and safety.

Principle 7: Parking policies for areas well served by public transit shall be designed to encourage travel by public transit and alternative transportation.

DESCRIPTION

Small concert and event venues are an important part of what makes San Francisco a vibrant cultural center. These venues often rely on signs provided by the Temporary Sign Program to reserve and secure curb space close to their entrance for loading and unloading event equipment, and to provide parking for the performers' tour buses. Venue operators and relevant stakeholders have mentioned challenges associated with the existing Temp Sign program, primarily around: compounding permit fees; Temp Sign teardowns and vandalism, which render the reserved curb space unenforceable; and the fact that Temp Signs can only be replaced by SFMTA staff during normal business hours.

In response to these concerns, the SFMTA established the Venue Self-Post Pilot Program to reduce fees and allow small venues to post and re-post Temp Signs to quickly address vandalism and sign tear-downs. The pilot was formed using the authority granted to the Director of Transportation to establish short-term experimental rates (Resolution No. 240416-043, adopted

April 16, 2024) and collect fees for time and materials pursuant to Transportation Code Section 324 for up to six months. Under the existing Temporary Sign Program, signage processing fees are based on the number of signs needed for posting and range from \$341 increasing to \$1,179 with an additional charge of \$20 per sign beyond fifty-two (52) signs to cover the cost of labor and materials (see Table 3 for full breakdown). Along metered blocks, there is an additional fee of \$18 per metered space per day, compensating for the temporary loss of parking. The pilot removed the cost of SFMTA labor associated with posting signage by allowing pilot participants to post and re-post Temp Signs, saving participants 40% to 50% per application and included the following rates as described below based on the existing structure for the Temporary Sign program.

- Processing Fee: \$228
- Metered blocks: \$18/meter/day

Pilot participants were identified through a collaborative effort with the Entertainment Commission and the Office of Economic and Workforce Development (OEWD). A total of sixteen (16) businesses responded to the call for pilot participation (Table 1).

Venues and theaters identified to participate in Venue Self-Post Pilot	
August Hall	Swedish American Hall / Cafe Du Nord
Bottom Of The Hill	The Eagle, SOMA Community Advisory Committee
Regency Ballroom (AEG Live)	The Great Northern
The Fillmore / Live Nation	Rickshaw Stop
Kilowatt Bar	SHN Golden Gate Theater
Monarch (Venue)	The Orpheum Theater
The Independent	The Chapel
The Curran Theatre	Great American Music Hall

Table 1. Venues and theaters identified to participate in Venue Self-Post Pilot

To administer the pilot program, SFMTA staff created the Venue Self-Post Community Site, or portal, where participants would set up their account, and later submit requests to reserve curb space along a single block face to self-post Temp Signs (Figure 1). Within two weeks of the official launch of the pilot, participants received emails that included introductions to City staff, relevant resources (including direct links to the portal and pilot webpages), and an invitation to attend an online Venue Self-Post Pilot Kick-Off and Training. The virtual meeting (Figure 2), held on February 4th, included Q&A that was later included in the FAQ document found on the pilot webpage. The training session of the virtual meeting was recorded and posted on the project website along with other relevant resources. Pilot participants were then free to submit Temp Sign requests. Once their requests were approved, participants could print and self-post as directed in the training and Venue Self-Post Guidelines found on the pilot webpage.

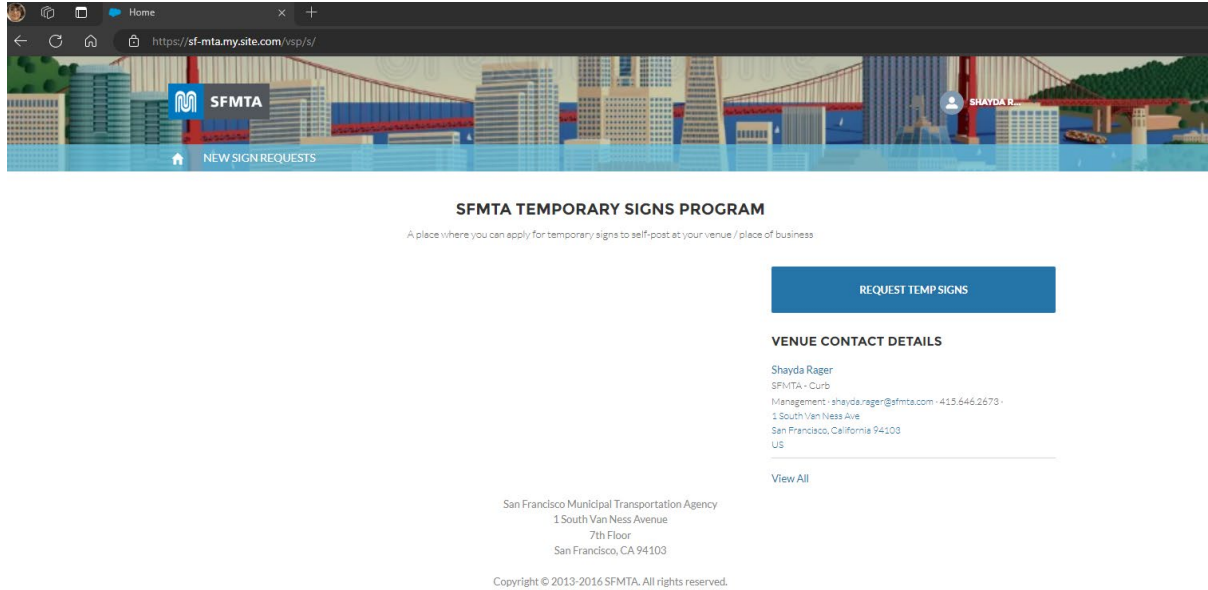


Figure 1. Screenshot of the Venue Self-Post Community Site where pilot participants could submit parking zone reservations.



Figure 2. Screenshot of the Venue Self-Post Pilot kick-off and online training that took place on February 4, 2025.

At the three- and six-month marks of the pilot, staff offered one-on-one meetings with all active

participants and sent out an online survey to participants that had not submitted a request within the pilot period. Two of the five participants submitted Temp Sign requests through the pilot program after they were invited to fill out the non-participant survey. Participants said they obtained sufficient guidance but wanted (a) the user interface of the online portal to be improved, and (b) the review timelines for Temp Sign applications to be shorter. They also noted resource costs associated with printing on 11"x17" card stock, and labor costs associated with posting signage. Ultimately, those that self-posted Temp Signs believed the effort was worth the savings. Non-participants noted their lack of participation was because they either preferred the postings to be done by the Temp Sign Program team, that the printing and self-posting was too burdensome, or that they did not need to reserve parking for the performers' tour buses during the pilot period. The non-participants still supported a permanent Entertainment Venue Self-Post Program as another option for venues.

Since the pilot program successfully operated on a cost-recovery basis and met its goals of reducing permit fees and enabling businesses to independently post and re-post Temp Signs, SFMTA staff decided to (1) conclude the pilot program at the end of the 6-month pilot period, and (2) pursue legislation to establish a permanent version of the program. Participants were notified of these two decisions via email.

Pilot Participant	Pilot Temp Sign Reservations
August Hall	20
Curran Theater	2
The Fillmore	23
MonarchSF	1
Swedish American Hall	1

Table 2. Venues/Theaters that reserved and posted Temp Signs during Venue Self-Post Pilot and the number of reservations made by each pilot participant.

The proposed permanent Entertainment Venue Self-Post Program expands the eligibility beyond the 16 pilot participants to include music venues with Place of Entertainment permits and theaters that host live performances, but otherwise mirrors the structure and operations of the Venue Self-Post Pilot Program. To ensure the program remains financially sustainable and operates on a cost-recovery basis, it will include the following fees:

- Processing fees (new fee of \$228 per application to temporarily reserve curb space under Entertainment Venue Self-Post Program), which cover administrative costs and tow-activation services;
- Lost meter revenue (\$18 per metered space per day), which compensates for the temporary loss of parking meter income due to event-related postings; and

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- Design change fee (\$62), applied when venues request modifications to their approved Temp Signs.

These fees are essential to support the continued viability of the program while maintaining curb access. Fees are subject to change and will be published in the annual Fees and Fines Schedule.

Proposed Entertainment Venue Self-Post Program Fees		Standard Temporary Sign Program Fees	
<i>Description</i>	<i>Fees</i>	<i>Description</i>	<i>Fees</i>
Processing Fee	\$228	1-4 Signs	\$341
Lost Meter Revenue	\$18/meter/day	5-9 Signs	\$470
Design Change Fee	\$62	10-15 Signs	\$590
		16-21 Signs	\$708
		22-28 Signs	\$824
		29-35 Signs	\$943
		36-43 Signs	\$1,058
		44-51 Signs	\$1,179
		52 or more Signs	\$20/additional sign
		Lost Meter Revenue	\$18/meter/day
		Design Change Fee	\$62

Table 3. Fee structure for Proposed Entertainment Venue Self-Post Program compared with Standard Temporary Sign Program.

PUBLISHED NOTICE

Charter Section 16.112 requires published notice and a hearing before the SFMTA may institute or change any schedule of rates or charges that affect the public. In compliance with Charter Section 16.112, advertisements were placed in the City’s official newspaper, the San Francisco Examiner, beginning on November 6, 2025, to provide notice that the Board of Directors will hold a public hearing on November 18, 2025, to reimburse costs incurred from operating the Entertainment Venue Self-Post Program.

STAKEHOLDER ENGAGEMENT

The SFMTA worked with the Entertainment Commission and the Office of Economic and Workforce Development (OEWD) to identify and establish an email list of venues and theaters

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interested in the Venue Self-Post Pilot Program. These agencies reached out to music venues and theaters throughout San Francisco, invited them to participate in the pilot program, and confirmed the final list of pilot participants.

Key 2025 dates and milestones include the following:

- January 23: OEWD staff contacted pilot participants and introduced them to the SFMTA staff administering the pilot and let them know to be on the lookout for an upcoming online training.
- January 31: Participants were contacted about the upcoming kick-off meeting and training via calendar invite and email. The email also included a direct link to the pilot portal.
- February 4: SFMTA hosted an online Kick-off and Training meeting for the Venue Self-Post Pilot. During the training, staff provided an overview of the pilot, demonstrated how to request and post Temp Signs, and explained how to ensure tow enforceability. Staff also shared relevant resources and answered participant questions.
- Three-month and six-month mark of the pilot period:
 - Active Participants: SFMTA staff offered one-on-one meetings with pilot participants (in-person or over a Teams call, whichever the participant preferred) to discuss their experience in the Venue Self-Post Pilot. At the one-on-one meetings, participants were invited to discuss their experience with self-posting, if they were provided with sufficient information about the pilot, and whether they believed we should make this pilot permanent.
 - Non-active Participants: SFMTA staff created and distributed an online survey to find out why they did not participate in the pilot program.
- Two weeks prior to the pilot program's expiration: SFMTA staff reached out to all participants to share updates on their efforts to extend the pilot and explain the need for permanent legislation. Staff also provided clear deadlines for submitting final reservation requests and for uploading photos to ensure continued tow-enforcement for approved reservations. In addition, participants received a link and further guidance on how to continue submitting temporary sign requests through the original Temp Sign Program while permanent legislation is being pursued. Staff also answered any questions from venues regarding the status of the pilot and permanent programs via email and phone calls.

Other means for stakeholder engagement include the pilot webpage (Figure 3) and dedicated project email address (selfpostpilot@sfmta.com) to field inquiries and communicate program information to participants throughout the pilot period. The project email address was linked to multiple SFMTA staff within the Parking division including Curb Management and Temporary Sign Program staff so that the inbox could be checked frequently. The pilot webpage included

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several links and files for participants, including information about the portal, where venues could print the Temp signs on 11”x17” paper, and recordings of the online trainings. The Venue Self-Post Pilot Guidelines and Frequently Asked Questions documents, including those discussed during the training, were made available on the pilot webpage, along with a recording of the session and a portal link for submitting applications.

Venue Self-Posting Pilot

Share this: [Facebook](#) [Twitter](#) [LinkedIn](#)

Tuesday, January 7, 2025

In coordination with the Office of Economic and Workforce Development and the Entertainment Commission, the SFMTA developed protocols to pilot a program allowing select venues to self-post and re-post temporary tow-away signage for their special events.

If you are a pilot participant and wish to request a temporary sign for venue self-posting please log in to the Venue Self-Post (VSP) community portal:


[VSP community portal](#)

Print your temp signs signs in color on 11"x17" paper or sign material, in portrait orientation (not landscape orientation) on your own or at the [Permit Center](#).

Permit Center - Print Center
49 South Van Ness Ave, 2nd Floor
San Francisco, CA 94103

Contact selfpostpilot@sfmta.com for questions and feedback.

Venue Self-Post Pilot Kick-Off and Tutorial - February 4th, 2025



Documents

- Self-post Guidelines_updated February 27, 2025
- Venue Self-Post Pilot FAQs_updated February 14, 2025.pdf
- Venue Self-Post Pilot Kick-Off and Portal Training_20250204

Figure 3. Screenshot of the Venue Self-Post Pilot program webpage, www.sfmta.com/selfpostpilot

ALTERNATIVES CONSIDERED

The SFMTA considered several alternatives including:

1. Maintaining the status quo (no Self-Post Program)
2. Allowing businesses who previously participated in Venue Self-Post Pilot program to self-post when a sign is vandalized or torn down.
3. Pursuing a new type of loading zone for music venues similar to Seattle’s Music Venue Zone.

The first alternative was rejected because maintaining the status quo does not address the pilot’s goals of reducing fees and allowing venues and theaters to post and re-post Temp Signs if/when

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they are vandalized or torn down.

The second alternative was rejected because allowing businesses who previously participated in the Venue Self-Post Pilot Program to only self-post when a Temp Sign is vandalized or torn down does not eliminate the cost of the initial post completed by SFMTA. For this alternative, the businesses would use the existing Temp Sign Program to reserve a parking zone and if approved, the business would receive a PDF attachment such that after the initial post completed by the SFMTA, the venue could print and re-post in the event of vandalism or tear down. Additionally, this alternative does not expand the authorization to self-post to more entertainment venues and theaters and would require that these additional businesses be properly trained on reserving and self-posting Temp Signs.

The third alternative—pursuing a Music Venue Zone similar to Seattle’s program, which effectively privatizes up to three parking spaces per venue twenty-four (24) hours a day for \$250 a year—was ultimately rejected for three main reasons. First, allocating curbside space to a specific business effectively privatizes public space, limiting access for other users. This is especially problematic in high-demand areas where metered parking is scarce, and the designated space may sit unused when the venue is not actively operating. Second, granting curbside space for a specialized business use sets a precedent that could prompt additional requests for exclusive loading zones or other special-use allocations, further complicating citywide curbside management. Lastly, given current budget constraints, the SFMTA cannot pursue programs that lack a clear path to cost recovery—particularly when existing fees, such as the \$250 annual charge for music venue zones, fall significantly short of covering actual program costs in San Francisco—making this alternative financially unfeasible at this time.

FUNDING IMPACT

The proposed Entertainment Venue Self-Post Program is designed as cost-recovery. Fees collected through the program cover the cost of running the program. The Entertainment Venue Self-Post processing fee includes time and materials associated with processing requests, confirming there are no conflicts, and activating tow-rights. The proposed processing fee is lower than the existing Temporary Sign Program base fee because it reflects the reduced scope of SFMTA involvement, as applicants are responsible for printing and posting signs themselves (see table below). In contrast, the standard Temporary Sign Program also includes staff time and materials for printing and posting, which is why its fees are higher and scale with the number of signs. Importantly, the Temporary Sign team continues to manage a high volume of events and signage needs, ensuring that any reduction in fees from the Entertainment Venue Self-Post Program is offset by fees from handling more events. As such, we anticipate the program will be revenue-neutral.

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ENVIRONMENTAL REVIEW

On September 29, 2025, the SFMTA, under authority delegated by the Planning Department, determined that the permanent Entertainment Venue Self-Post Program is not a “project” under the California Environmental Quality Act (CEQA) pursuant to Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b).

A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors and is incorporated herein by reference.

OTHER APPROVALS RECEIVED OR STILL REQUIRED

The City Attorney’s Office has reviewed this calendar item.

RECOMMENDATION

Amending Division II of the Transportation Code to establish the Entertainment Venue Self-Post Program; define eligibility for participants in the Program, including music venues with Place of Entertainment permits and theaters that host live performances; and set fees to cover the costs to operate the Program as well as be reimbursed for any lost meter revenue and design changes for Temporary Tow-Away signs.

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. _____

WHEREAS, The SFMTA launched the Venue Self-Post Pilot Program on February 4, 2025, to support local concert venues and theaters for their unique curb access needs with the stated goal of lowering Temporary Tow-Away No Stopping Sign fees and enabling these businesses to quickly replace vandalized or removed Temp Signs which has now ended; and,

WHEREAS, The pilot was authorized under the Director of Transportation's power to set temporary rates (Resolution No. 240416-043) and collect time-and-materials fees per Transportation Code Section 324; and,

WHEREAS, The pilot met its goals by reducing costs to businesses 40–50% and allowing pilot participants to freely print, post, and repost Temporary Tow-Away signs; and,

WHEREAS, Despite limited participation, positive feedback and the program's cost-recovery model support a permanent program; and,

WHEREAS, The SFMTA's Entertainment Venue Self-Post program allows pilot participants to continue posting temporary signs and expands eligibility to more venues and theaters across San Francisco, provided they follow the program guidelines; and,

WHEREAS, On September 29, 2025, the SFMTA, under authority delegated by the Planning Department, determined that the Venue Self-Post Permanent Program is not a "project" under the California Environmental Quality Act (CEQA) pursuant Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b); and,

WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors, and is incorporated herein by reference; therefore, be it

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors amends Division II of the Transportation Code to establish the Entertainment Venue Self-Post Program to enroll and authorize eligible Entertainment Venues to reserve a parking zone limited to a single block face near the Entertainment Venue through Temporary Tow-Away No Stopping signs for event purposes; to print, and post Temporary Tow-Away No Stopping signs as specified in the Entertainment Venue Self-Post Guidelines; and, be it further

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors amends Transportation Code, Division II, Section 301 to add a processing fee for the

Entertainment Venue Self-Post Program base fee, which will be indexed as described in Transportation Code, Division II, Section 301(b)(2), to cover annual administrative costs and tow-activation services.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of November 18, 2025.

Secretary to the Board of Directors
San Francisco Municipal Transportation Agency

[Transportation Code - Entertainment Venue Self-Post Program]

Resolution amending Division II of the Transportation Code to create an Entertainment Venue Self-Post Program and allowing fees to be charged to participants.

NOTE: **Additions** are in *single-underline italics Times New Roman font*.
Deletions are in *strike-through italics Times New Roman font*.
Board amendment additions are in double-underlined Arial font.
Board amendment deletions are in ~~strikethrough Arial font~~.
Asterisks (* * * *) indicate the omission of unchanged Code subsections or parts of tables.

The Municipal Transportation Agency Board of Directors of the City and County of San Francisco enacts the following regulations:

Section 1. Article 1000 of Division II of the Transportation Code is hereby amended by adding Section 1011, to read as follows:

SEC. 1011. ENTERTAINMENT VENUE SELF-POST PROGRAM.

(a) Participation.

(1) **Eligibility.** Entertainment Venues are eligible to participate in this Entertainment Venue Self-Post Program. An Entertainment Venue is any business: that qualifies as a Place of Entertainment under Police Code Section 1060 et seq., that is a theater that hosts live performances, or that participated in the SFMTA's Small Venue Self-Posting Pilot Program, as authorized by SFMTA Board Resolution No. 240416-043.

(2) **Enrolling.** Entertainment Venues may enroll in the Entertainment Venue Self-Post Program to reserve a parking zone near the Entertainment Venue through Temporary Tow-Away No Stopping signs for event purposes, including parking musician tour buses and loading equipment. Parking zones are limited to a single block face. A parking zone may not be used for personal parking, valet parking, or street closures.

(3) **Removal.** The SFMTA may remove an Entertainment Venue from the program if the

SFMTA finds that the Entertainment Venue:

(A) Manipulated approved signage text;

(B) Posted signs beyond an approved location;

(C) Used an approved temporary tow away zone for personal parking, valet parking, or street closures;

(D) Called in enforcement of a vehicle where the self-posted signage did not meet SFMTA guidelines; or

(E) Engage in other actions or abuses that undermine the integrity or objectives of the program.

(4) **Temporary Signage Option.** Entertainment Venues removed from the program may still request temporary signage through the standard temporary sign request process.

(b) **Conditions.** The SFMTA may authorize an enrolled Entertainment Venue to print and post Temporary Tow-Away No Stopping signs within a specified time period before and after an event. This time period may be effective either continuously or for certain portions of a day. Such signs shall be posted as specified in the Entertainment Venue Self-Post Guidelines, which may include: how closely together signs must be posted, how far from each sign the restriction applies, and how far in advance the sign must be posted prior to restriction effectiveness.

(c) **Fees.** Fees pursuant to this Section 1011 shall be set forth in the SFMTA Fee and Fine Schedule and adjusted by an Automatic Index under the provisions in Section 301(b). Fees pursuant to this Section 1011 shall include a fee to reimburse the SFMTA for costs incurred from operating the Entertainment Venue Self-Post Program in Section 1011. The fee shall include the amount of any applicable lost meter revenue. It may also include design change fees if staff need to regenerate a new Temporary Tow-Away No Stopping sign for an existing request.

Section 2. Scope of Resolution. In enacting this resolution, the San Francisco

Municipal Transportation Agency Board of Directors intends to amend only those words, phrases, paragraphs, subsections, sections, articles, numbers, letters, punctuation marks, charts, diagrams, or any other constituent parts of the Transportation Code that are explicitly shown in this resolution as additions or deletions in accordance with the "Note" that appears under the official title of the resolution.

Section 3. Effective Date. This resolution shall become effective 31 days after enactment. Enactment occurs when the San Francisco Municipal Transportation Agency Board of Directors approves this resolution.

APPROVED AS TO FORM:
DAVID CHIU, City Attorney

By: _____
MISHA TSUKERMAN
Deputy City Attorney

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I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of November 18, 2025.

Secretary to the Board of Directors
San Francisco Municipal Transportation Agency