

Venue Self Post - Pilot

Guidelines

Updated February 3, 2025



Guidelines for Venues to Self-Post Temporary "No-Parking" Signs

This guide explains how designated music and entertainment venues can receive, print, and post Temporary Tow-Away No Stopping (TANS) signs themselves as part of a new SFMTA pilot program. By following these steps, you can reserve a parking zone near your venue for event purposes, like parking musician tour buses and loading equipment.

Benefits for Venues:

- **Lower Fees** - cut permitting costs by about 30%. Expenses include:
 - Permit application fee: \$228 (FY25)
 - Meter fees, if on a metered block: \$17/meter/day (FY25)
 - Any additional costs incurred (printing and sign materials, associated staff costs)
- **More Control** - post and maintain signs yourself.

Before You Get Started:

- Only enrolled venues are eligible for the pilot at this time.
- This pilot cannot be used for personal parking, valet parking, or street closures.

Need Help?

- Go to www.sfmta.com/selfpostpilot for relevant links, documents, FAQs.
- Contact SelfPostPilot@sfmta.com if you have general pilot 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:

1. Establish a Venue Self-Posting Community Portal Account

- If you are enrolled in the pilot, SFMTA IT will set up an account. If you have access issues, please contact SelfPostPilot@sfmta.com.

2. Apply for a Permit (at least 2 weeks before your event):

- Request a restriction on a single block face only and the number of signs needed by submitting a form on the Temporary Signs Venue "Self-Poster" Community portal: <https://sfmta.my.site.com/vsp/s/login/>
 - Community portal link can also be accessed at www.sfmta.com/selfpostpilot
- NOTE: there is a field in the "Request Temp Sign" form marked "24 hours continuously or daily."
 - **Continuously** means parking will be restricted from the start date and time and will continue overnight to the end date and time. For example, for Friday, May 24th to Sunday, May 26th from 10am to 11pm, parking will be restricted starting Friday at 10am through Sunday at 11pm.
 - **Daily** means parking will be restricted on the date(s) identified only from the start time to the end time each day. For example, for Friday, May 24th to Sunday, May 26th from 10am

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to 11pm, parking will be restricted from 10am to 11pm on Friday, Saturday and Sunday, allowing other people to park overnight.

3. Get Your Permit Approved and Receive Signs:

- If your request for a permit is approved, you'll receive an email to submit payment.
- Once payment is received, you'll receive an email with a link to open and download the Tow Away No Stopping (TANS) signs as PDF documents and a link to submit photos after posting signs.

4. Print and Post the Signs (at least 72 hours before your event):

- Print the signs in color on 11"x17" paper or sign material, in portrait orientation (not landscape).
 - If you have experienced sign tear downs in the past, it is highly recommended to print multiple signs to replace due to vandalism or inclement weather.
 - You can also get these printed for ~\$7/sign at the **2nd floor of the [Permit Center](#)** (49 South Van Ness, 94103)
- Use the guidelines below to post the signs every 20-25 feet in the permitted area at least three days before the event. You may need materials like stanchions and zip ties.
- You must post before the stated sign is in effect (*at least **24 hours before at metered locations and at least 72 hours before at unmetered locations***)
- Maintain visible signs throughout your event. **If signs deteriorate or are torn down, you must replace them to preserve tow-away rights.**

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.



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.



Consider posting signs early and be prepared to repost swiftly. Sometimes there will be conflicting TANS signs or curb obstructions. Try working with the contact listed on the conflicting sign, look for an alternate approved location to post your sign, or apply for a new location.

If you need more assistance, contact SelfPostPilot@sfmta.com.

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5. Take and Upload Photos of the Posted Signs (at least 72 hours before your event):

- Take photos of your signs, including
 - **Close-up photo** of a sign to confirm correct permit information.
 - **Overall photo** of the parking area showing all signs to confirm location and spacing.
- Upload the photos (JPG/PNG format only) to the Venue Self Post portal for review.
 - Upon confirmation of your payment, you will receive an email labeled "Payment Received." Click the "Click here to upload photos to your Case record." link.
 - In the "Temporary Signs Upload Photos for Tow Review" page, confirm the reservation, upload photos, and submit.

6. Get Confirmation of Tow-Away Rights:

- If photos are inadequate, you will receive an email identifying issues to be corrected.
- Once your photos are approved, you'll receive a confirmation email of tow-away rights. You will not have towing rights until you receive a confirmation email.
- If you need towing, call the tow desk at 415-553-1200.
- **REMINDER:** Signs **must** be present to enforce the zone. If signs have been vandalized or removed, replace them swiftly to maintain tow-away rights, and make sure the placement matches the approved photos.

7. Conditions for Pilot Participant Privilege Revocation:

- a. Pilot participants may be removed from the program if a venue is found to:
 - i. Manipulate approved signage text
 - ii. Posting signs beyond approved location
 - iii. Using approved temporary tow away zone for valet parking
 - iv. Getting a vehicle ticketed and/or towed where self-posted signage did not meet guidelines
 - v. Engage in other actions or abuses that undermine the integrity or objectives of the pilot program
- b. Continued Access to Temporary Signage Requests
 - i. Venues removed from the pilot program may still request temporary signage through traditional temporary sign request processes at www.sfmta.com/temporarysign.