

# Guidelines for Posting of Signs

## Signs that are 11 inches in height or less DO NOT require registration and may be posted on

- **Commercial Streets** (more than 50 percent of the block has a commercial purpose at ground level) and
- **Non-Commercial Streets** (less than 50 percent of the block has a commercial purpose at ground level)
- **Plain English...flyer-size signs are legal on any City street - if the following conditions are met:**

**Registration:** Not required

**Size:** 11 inches high or less

**Pole Type:** Lamp or utility (see strict prohibition on next page)

**Number:** No more than one copy of any sign (i.e. no duplicate) on a single pole at any time

**Elevation:** No more than 12 feet from the ground measured from top of sign

**Method:** Must conform to the shape of the pole; affixed with tape or non-adhesive materials, such as string or other non-metal binding material (plastic wrapped around pole is okay) No staples, nails, glue or other substances that causes damage to the pole. The sign should be secure.

**Posting Date:** Lower right corner, legible and visible after the sign is posted

**Duration:** No time limit

## Signs greater than 11 inches in height are prohibited on Non-Commercial Streets (i.e., residential streets).

**Plain English:** No big signs in residential areas; just flyer size if they meet above criteria

## Signs (greater 11 inches and than no more than 2 feet by 4 feet) can be posted on Commercial Streets if registered with DPW and are in accord with the following conditions:

**Registration:** Required

**Size:** No more than 2 feet by 4 feet

**Pole Type:** Lamp or Utility (See strict prohibitions on next page)

**Number:** No more than one per pole

**Elevation:** No less than 8 feet from the ground measured from the bottom of sign  
Cannot obstruct the view of any traffic control sign or signal

**Method:** No adhesive materials, no staples, nails, glue, tape) (string or non-metal banding, plastic wrap okay)

**Posting Date:** At least one inch high figures in lower right corner and visible after posting

**Registration#:** At least one inch high figures in lower right corner and visible after posting

**Duration:** Removal required no more than 70 days after Posting Date.  
Elections and Event related signs must be removed within 10 days of the event or election.

**Prohibitions on Sign Posting on these Poles, no matter what, no matter what size:**

- **Any traffic control signal or traffic sign poles (examples: stop signs, school crossing zone, traffic signals) Anything that controls/protects traffic and/or pedestrians.**
  
- **Historic or decorative streetlight poles:**
  - Market Street Path of Gold -all of Market (33 foot high with historic subjects as decoration)
  - Mission Street corridor between 16th and 24th (maroon colored with acorn shaped fancy tops)
  - Dragon Street Lanterns on Grant between Bush and Washington (red colored with Chinese lantern shaped tops)
  - Embarcadero between King and Jefferson (slate blue or green colored)--the new waterfront streetlights
  - Fisherman's Wharf between Hyde and Powell (slate blue with decorative bases and acorn shaped tops)
  - Streetlight poles adjacent to Moscone Center on Howard between 3rd and 4th (10 poles in bronze with cobra shaped fixture)
  - Union Square Plaza, bounded by Geary, Stockton, Post, Powell (slate blue with decorative bases and acorn shaped tops)
  - Mason Street from Market to Sutter (gray with gold trim, decorative bases and double acorn tops)
  - Sutter from Mason to Kearny (same as above)
  - Kearny from Bush to Market (same as above)