



## TENANT SIGN GUIDELINES

# NON-RESIDENTIAL EXTERIOR SIGNS

Presidio of San Francisco  
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**FOR MORE INFORMATION PLEASE CONTACT THE  
PRESIDIO TRUST'S PROPERTY MANAGEMENT OFFICE  
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(415) 561-2449**



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# 1. INTRODUCTION

## A. INTENT AND PURPOSE

Nestled between the Pacific Ocean and San Francisco Bay, the Presidio is a spectacular national park site with a rich military and cultural history. The Presidio Trust is responsible for managing Area B (the inland area) of the Presidio in a way that preserves its historic character. Fulfilling that responsibility necessitates instituting standards regarding the appearance and placement of signs. These *Tenant Sign Guidelines* are intended to preserve the Presidio's historic visual character and to protect its physical setting.

These standards strive to provide a reasonable balance among the following factors:

- The needs of tenants to identify their businesses, services, and other activities with signs;
- The needs of Presidio visitors and business clientele to find their destinations; and
- The Presidio Trust's responsibility to prevent visual discord and a feeling of commercialization, and to avoid clutter in a national park site.

Tenants are not allowed to design and install their own signs at the Presidio. The Presidio Trust maintains responsibility for the design, construction, installation, and maintenance of all signs in Area B of the Presidio. The palette of allowable signs at the Presidio is related to building type—only certain sign types are allowed on certain buildings. The *Tenant Sign Guidelines* explain which sign types are allowed on which buildings. Tenants of the Presidio must request signs from the Presidio Trust, who will provide these signs in advance of their installation, consistent with what is allowable under guidelines. The Presidio Trust will review requests for their compliance with these standards, for their location in the landscape and on buildings, and to ensure conformity with safety standards and applicable codes. The *Tenant Sign Guidelines* have been found to comply with the National Environmental Policy Act (NEPA) and the National Historic Preservation Act (NHPA). The *Tenant Sign Guidelines* may change or evolve over time. The Trust will notify tenants if changes are made in the future to these guidelines.

## B. HISTORIC CONDITIONS AND COMPATIBLE DESIGN PRINCIPLES

Historic photos and research indicate that signs were not commonplace in most parts of the Presidio before World War II. Signs identifying buildings by number were present and displayed as black text on a white background. These were typically located on fascia and corners of buildings, a trend that survives today.

Historically, signs were unobtrusive because of their scarcity, small size, and simple design. Signs were less conspicuous in the past because people traveled more slowly before cars, and had more time to read a sign's message. (Signs were taller as well, because they were targeted toward people riding horses.)

With the introduction of the leasing program at the Presidio in the 1990s, the need for signs increased considerably. Unfortunately, few historic signs are useful as direct prototypes for new tenant signs. Still, consistency and uniformity of sign structures and site placement are elements that can ensure that new signs are compatible with the Presidio's historic military nature. In many instances, consistency of color and font are also appropriate.

The compatible design principles for tenant signage are as follows:

- To promote uniformity, two font types are used for all Presidio signs.
- Sign placement is determined so as to minimize intrusion on the cultural landscape and to minimize physical impact on historic buildings.
- The design for Presidio signs is simple and unassuming. The size of signs is regulated to ensure visual uniformity.
- Tenant signs are not intended to provide advertising for a tenant. They are simply there to convey information and improve wayfinding.

These principles provide compatibility with the landscape and historic character on a Presidio-wide basis.

## C. RESTRICTIONS AND LIMITATIONS

Tenants must use the sign types prescribed in this document. The following signs are prohibited in the Presidio: signs with mechanical movements; signs that obstruct free ingress to or egress from a required door, window, fire escape, or other required exit; signs that obstruct the view of motor vehicle operators entering a public roadway; portable trailer signs; roof signs; signs on awnings, canopies, or umbrellas; signs on parked vehicles; murals; and non-conforming signs, except for temporary special events scheduled through the Trust's Special Events Department or waivers granted pursuant to these *Tenant Sign Guidelines*.

Tenants are allowed to fly American flags\* on building-mounted flag poles. No other type of flag may be displayed, including but not limited to flags carrying the tenant's name. The Presidio's landscape-mounted flapoles are controlled by the Trust.

The Presidio Trust will consider requests for window signs on an individual case basis. All window signs must be approved by the Presidio Trust. Only reversible (i.e., non-permanent), non-illuminated window signs may be approved. Neon window signs are prohibited. Window signs may not be larger than 20% of the glass area of the window in which the sign is located. Hanging window signs are allowed only at the interior face of the window.

Lighting on exterior signs is permitted in some situations and such requests will be considered on a case-by-case basis. Lighting would only be allowed for those signs belonging to public-serving tenants that offer frequent nighttime public programs, activities or events, in those cases where signs are difficult to see unless they are lit.

Requests for interior lobby signage in addition to the standard tenant directory will be considered on a case-by-case basis. Lobby signage is only allowed for public-serving tenants in multi-tenant buildings to provide wayfinding for visitors. Only reversible sign systems are allowed. Informal methods of posting signs—including those using tape, tacks, and nails—are prohibited due to the damage they can cause to historic buildings.

All installed signs become the property of the Presidio Trust after installation. Tenants may not remove or relocate the signs from the building or the landscape for any reason.

## D. TENANT SIGN ZONES

When tenants begin to consider signs for their business, they must first understand what signs are allowed on their building and in their district. Not all signs are permitted on all buildings. The guidelines in this document are arranged by zones. Within each zone, a specific palette of signs is available, and the sign matrix for each zone shows which buildings are eligible for which sign.

## E. OFFICE TENANTS VS. PUBLIC-SERVING TENANTS

Non-residential tenants at the Presidio are considered to be either office tenants or public-serving tenants. These two types of tenant are allowed different types of signs at the Presidio. Public-serving tenants offer a product for sale or a service to a visitor. In addition, a public-serving tenant might provide a cultural or recreational experience to the public. For example, a tenant operating a museum at the Presidio, or even offering a public gallery within their premises, is considered to be a public-serving tenant. A tenant that operates a restaurant, retail store, or hotel is a public-serving tenant. A tenant that provides professional or medical services is considered an office tenant. An educational or academic tenant is also considered to be an office tenant. Office tenants are provided with minimal signage. Public-serving tenants are entitled to additional signs to alert visitors to their businesses.

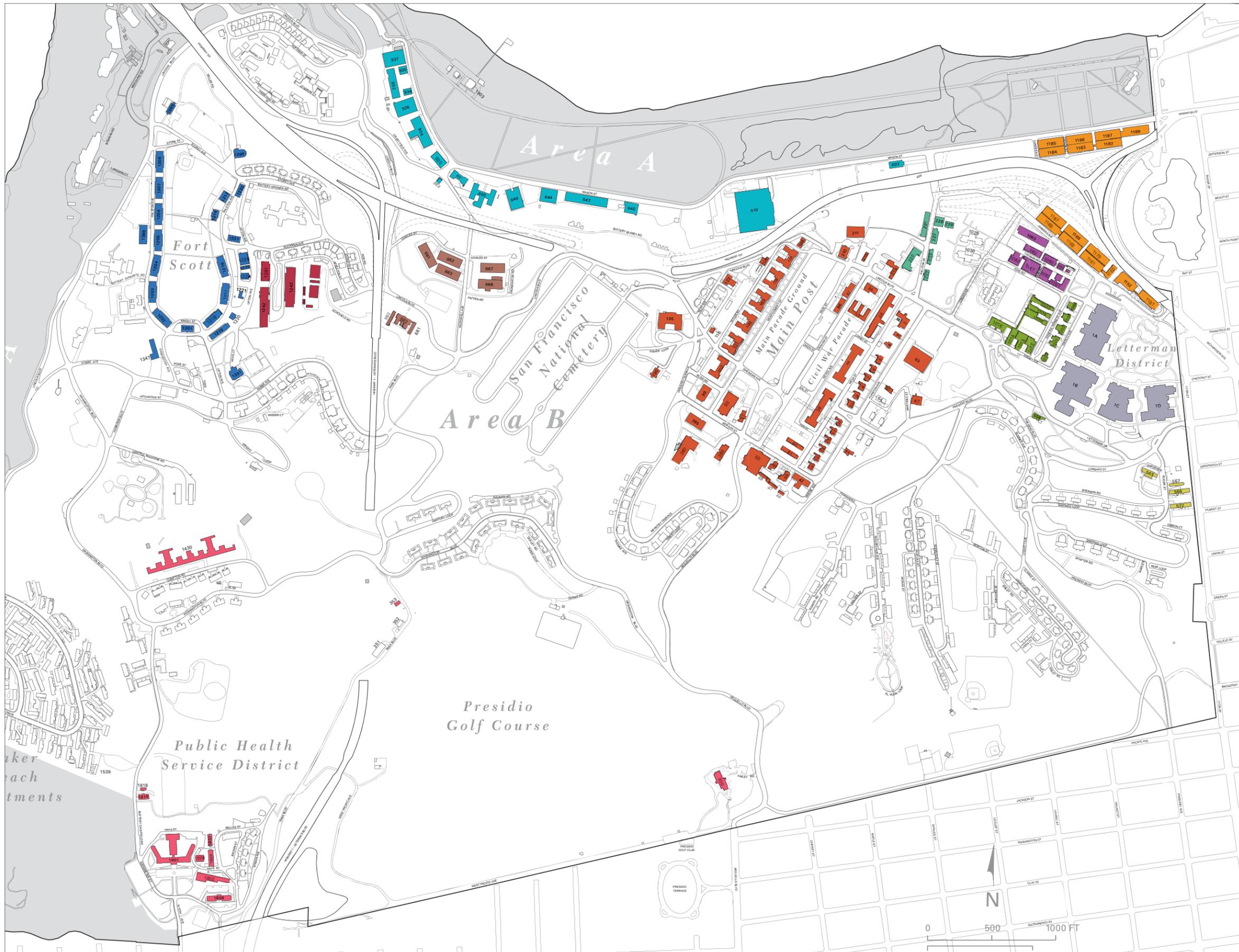
To qualify for a business name on a sign, a tenant must occupy at least 1/3 of a building and/or be a public-serving tenant. For multi-tenant buildings, tenants are not entitled to have their names on the signs if they occupy less than 1/3 of the building. In cases where buildings are very large, where tenants lease more than one building, or where other unusual circumstances are present, tenants may request a special sign type from the Trust to ameliorate these circumstances.

RiverRock Real Estate Group is the point-of-contact for non-residential tenants requesting exterior signs. Appendix A: Application Process illustrates the initiation, design review and installation of such requests. RiverRock will coordinate with the Trust Planning Sign Approver, Design Review Committee (DRC) and the Sign Shop throughout the application process.

On the following pages, a list of allowable signs for each building is presented, divided by tenant types. Sizes and details for each sign type can be found in Appendix B: Graphic Conventions.

\* Please see advisory rules under the United States Flag Code - Chapter 1 of Title 4 of the United States Code (4 U.S.C. § 1 *et seq.* for display and care of the flag.

## 2. TENANT SIGN ZONES



## Tenant Sign Zones

ZONE NAME & COLOR KEY	NON-RESIDENTIAL BUILDINGS
A. MAIN POST	2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 35, 36, 37, 38, 39, 40, 41, 42, 45, 49, 50, 51, 63, 65, 67, 86, 87, 93, 97, 99, 100, 101, 102, 103, 104, 105, 106, 108, 116, 122, 130, 135, 210, 211, 215, 218, 220, 385, 386, 387
B. HALLECK STREET	201, 222, 223, 227, 228, 229
C. RUGER STREET	567, 569, 572
D. LETTERMAN	558, 1000, 1001, 1002, 1003, 1004, 1007, 1008, 1009, 1012, 1013, 1014, 1016
E. THORNBURGH	1040, 1047, 1050, 1051, 1056, 1059, 1060, 1062, 1063
F. GORGAS/EAST MASON	1151, 1152, 1160, 1161, 1162, 1163, 1167, 1169, 1170, 1182, 1183, 1184, 1185, 1186, 1187, 1188
G. CRISSY FIELD	603, 610, 640, 643, 644, 649, 650, 651, 654, 920, 924, 926, 933, 934, 935, 937
H. FORT SCOTT	1201, 1202, 1203, 1204, 1205, 1206, 1207, 1208, 1213, 1214, 1216, 1217, 1218, 1219, 1220, 1221, 1224, 1225, 1226, 1227, 1230, 1299, 1331, 1347, 1369, 1389
I. PUBLIC HEALTH SERVICE AND PRESIDIO GOLF COURSE	300, 353, 1430, 1801, 1802, 1805, 1806, 1807
J. CAVALRY STABLES	661, 662, 663, 667, 668
K. PRESIDIO NURSERY	1241, 1242, 1243



## OFFICE TENANTS

## PUBLIC-SERVING TENANTS

### FREESTANDING BUILDING ID

Every non-residential building will have either one large or one small freestanding building ID sign depending on building size. To qualify for a business name on a sign, a tenant must occupy at least 1/3 of the building and/or be a public-serving tenant. The freestanding sign will be located at the building's main entrance.



Large signs permitted for Buildings 35-39, 42, 45, 50-51, 63, 67, 86-87, 93, 99-106, 122, 130, 135, 210, 211, 215, 218, and 385-387.



Small signs permitted for Buildings 2-16, 49, 65, 97, 108, and 116.



TENANT WAYFINDING

Permitted only as needed in cases where buildings are not visible from a main road.

### WALL-MOUNTED TENANT ID

Only public-serving tenants may put logos on their signs. Office tenants may use their business name only.



OFFICE TENANT ID SIGN

Permitted only as needed in cases where there are multiple door entries or if installation of a freestanding sign is not feasible.



Large signs permitted for Buildings 35-39, 42, 45, 50, 63, 67, 86-87, 93, 99-106, 122, 130, 135, 210, 211, 215, 218, and 385-387.



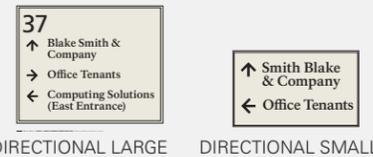
Small signs permitted for Buildings 2-16, 49, 51, 65, 97, 108, and 116.



TENANT WAYFINDING

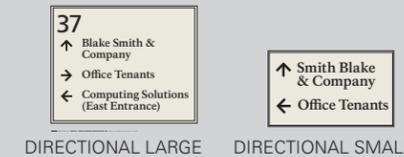
Permitted only as needed in cases where buildings are not visible from a main road.

### WALL-MOUNTED DIRECTIONAL SIGN



DIRECTIONAL LARGE DIRECTIONAL SMALL

Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.



DIRECTIONAL LARGE DIRECTIONAL SMALL

Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.

### EYEBROW SIGN

Eyebrow signs are permitted for public-serving tenants located in buildings with front porches. A blade sign may be used instead of an eyebrow sign. A tenant may not use both an eyebrow sign and a blade sign.



EYEBROW SIGN LARGE\*

EYEBROW SIGN SMALL\*

Eyebrow sign size based on porch column spacing and may be customized per project. Permitted on Buildings 2, 38-39 (rear porch), 50, 86-87, 93, 100-106, 210, and 215.

### BLADE SIGN

Blade signs are permitted for public-serving tenants. A blade sign may be used instead of an eyebrow sign, but a tenant may not use both an eyebrow sign and a blade sign.

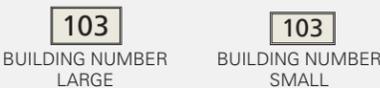


BLADE SIGN\*

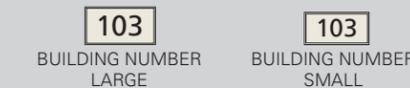
In lieu of eyebrow sign. Permitted on all Main Post zone buildings.

### BUILDING NUMBER SIGN

All buildings will be furnished with a large or small building number sign, depending on the building size.



BUILDING NUMBER LARGE BUILDING NUMBER SMALL



BUILDING NUMBER LARGE BUILDING NUMBER SMALL

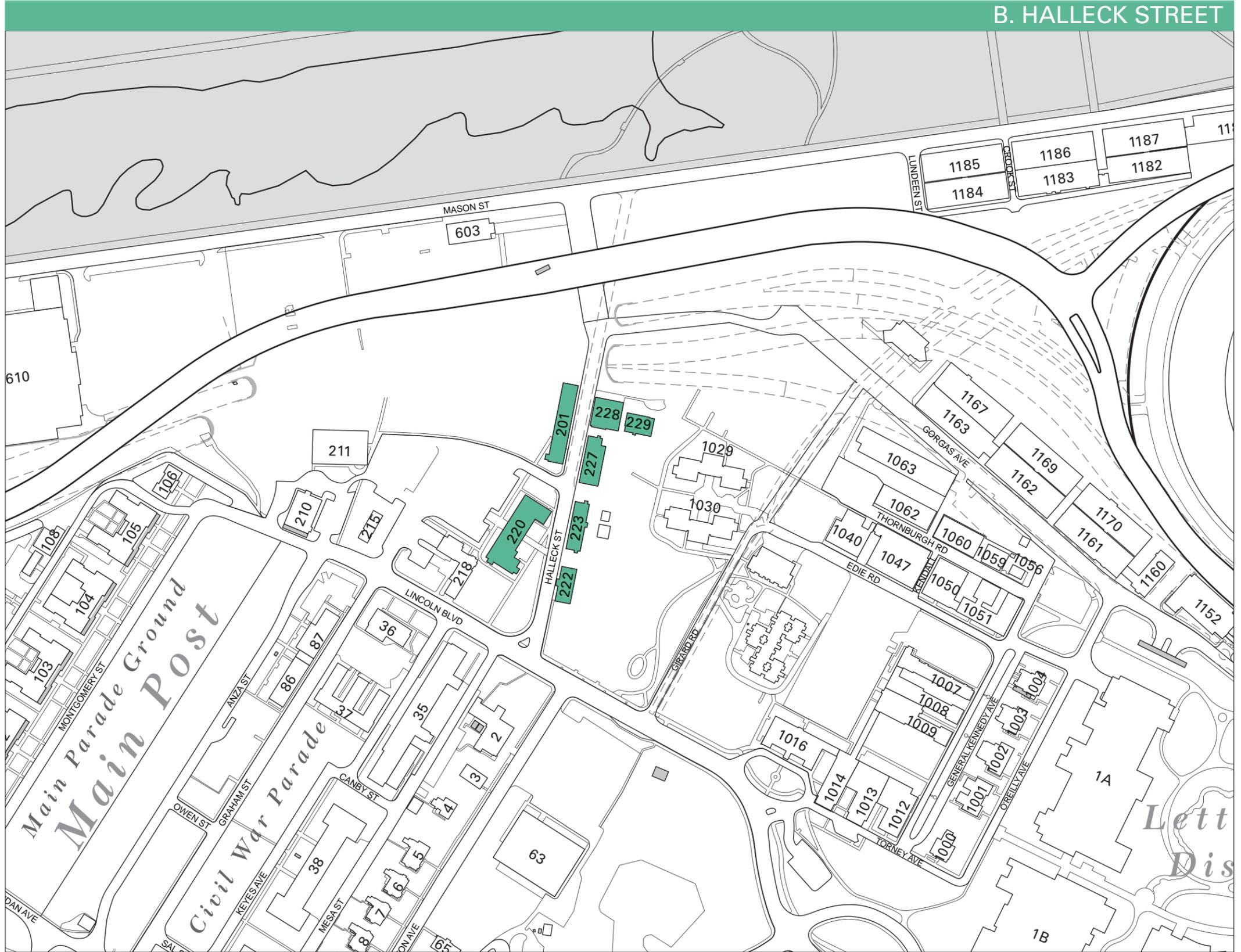
## Tenant Sign Zones

### A. MAIN POST

IMAGES ARE NOT TO SCALE

\*MAXIMUM TOTAL NUMBER OF SIGNS WITH LOGOS ALLOWED PER BUILDING: 4 SIGNS

\*\* IN CASES WHERE BUILDINGS ARE VERY LARGE, WHERE TENANTS LEASE MORE THAN ONE BUILDING, OR WHERE OTHER UNUSUAL CIRCUMSTANCES (SUCH AS LARGE SETBACKS) ARE PRESENT, TENANTS MAY REQUEST A SPECIAL SIGN TYPE FROM THE TRUST TO AMELIORATE THESE CIRCUMSTANCES.



## OFFICE TENANTS

## PUBLIC-SERVING TENANTS

### FREESTANDING BUILDING ID

Every non-residential building will have either one large or one small freestanding building ID sign depending on building size. To qualify for a business name on a sign, a tenant must occupy at least 1/3 of the building and/or be a public-serving tenant. The freestanding sign will be located at the building's main entrance.



Large sign permitted for Building 220 west side only.



TENANT WAYFINDING

Permitted only as needed in cases where buildings are not visible from a main road.



TENANT WAYFINDING

Permitted only as needed in cases where buildings are not visible from a main road.

### WALL-MOUNTED TENANT ID

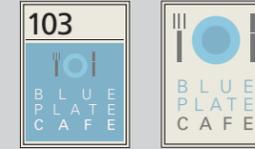
Because there are no front yards on Halleck Street, these signs will be the only building ID signs.

Each tenant is allowed to have a wall-mounted sign. Only public-serving tenants may put logos on their signs. Office tenants may use their business name only.



OFFICE TENANT ID SIGN

Permitted only as needed in cases where there are multiple door entries or if installation of a freestanding sign is not feasible.



TENANT LOGO SIGN\*

Permitted on all Halleck Street zone buildings.

### WALL-MOUNTED DIRECTIONAL SIGN



DIRECTIONAL LARGE



DIRECTIONAL SMALL

Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.



DIRECTIONAL LARGE



DIRECTIONAL SMALL

Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.

### BLADE SIGN

Blade signs are permitted for public-serving tenants. A blade sign may be used instead of an eyebrow sign, but a tenant may not use both an eyebrow sign and a blade sign.



BLADE SIGN\*

In lieu of eyebrow sign. Permitted on all Halleck Street zone buildings.

### BUILDING NUMBER SIGN

All buildings will be furnished with a large or small building number sign, depending on the building size.



BUILDING NUMBER LARGE



BUILDING NUMBER SMALL



BUILDING NUMBER LARGE



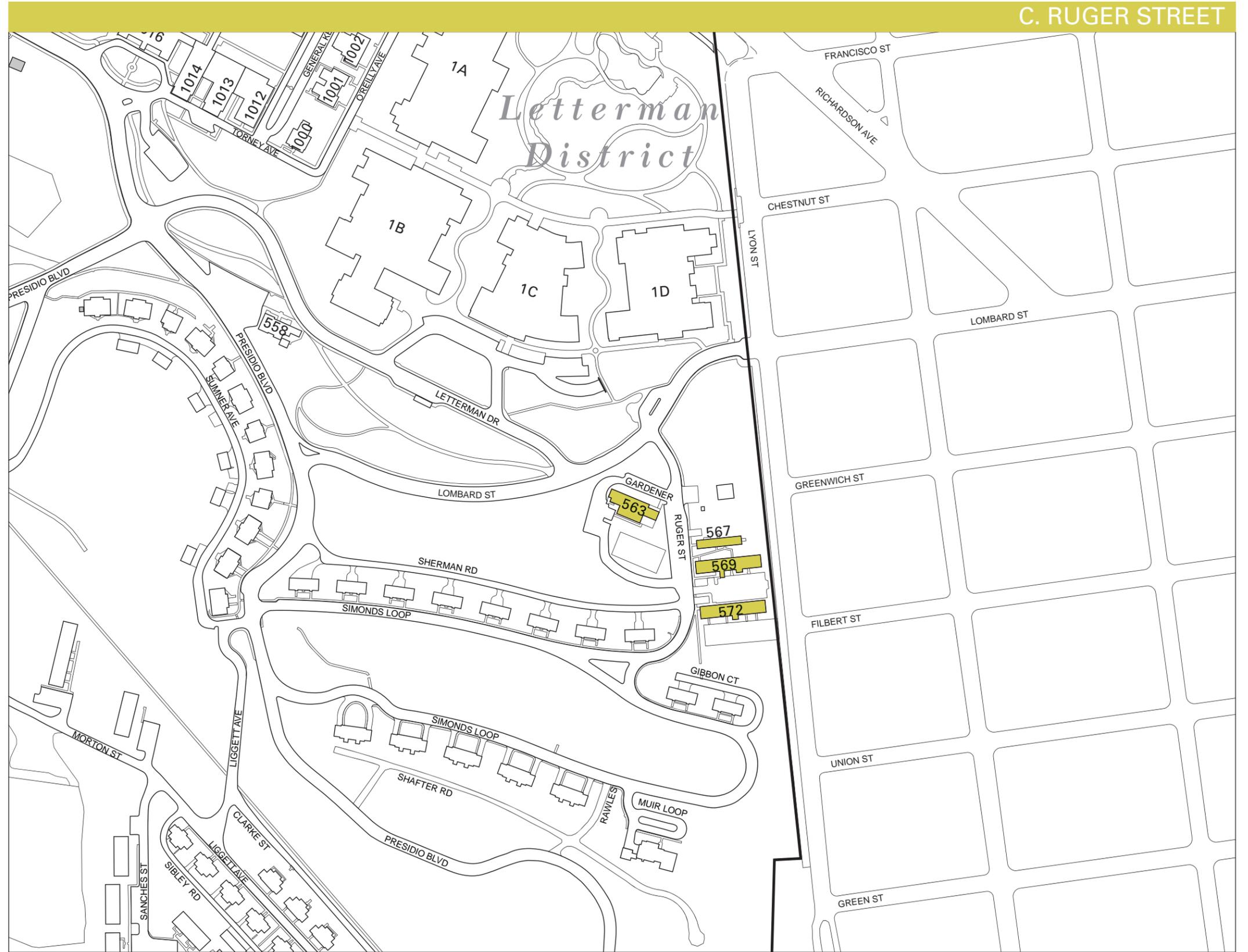
BUILDING NUMBER SMALL

## Tenant Sign Zones

## B. HALLECK STREET

IMAGES ARE NOT TO SCALE

\*MAXIMUM TOTAL NUMBER OF SIGNS WITH LOGOS ALLOWED PER BUILDING: 2 SIGNS



## OFFICE TENANTS

## PUBLIC-SERVING TENANTS

**FREESTANDING BUILDING ID**  
*Every non-residential building will have either one large or one small freestanding building ID sign depending on building size. To qualify for a business name on a sign, a tenant must occupy at least 1/3 of the building and/or be a public-serving tenant. The freestanding sign will be located at the building's main entrance.*




Large signs permitted for all Ruger Street buildings.

SINGLE TENANT LARGE      MULTI-TENANT LARGE




Large signs permitted for all Ruger Street buildings.

SINGLE TENANT LARGE      MULTI-TENANT LARGE

**TENANT WAYFINDING**



Permitted only as needed in cases where buildings are not visible from a main road.

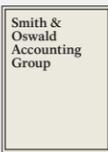
TENANT WAYFINDING



Permitted only as needed in cases where buildings are not visible from a main road.

TENANT WAYFINDING

**WALL-MOUNTED TENANT ID**  
*Only public-serving tenants may put logos on their signs. Office tenants may use their business name only.*

Permitted only as needed in cases where there are multiple door entries or if installation of a freestanding sign is not feasible.

OFFICE TENANT ID SIGN




Permitted on all Ruger Street zone buildings.

TENANT LOGO SIGN\*

**WALL-MOUNTED DIRECTIONAL SIGN**




Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.

DIRECTIONAL LARGE      DIRECTIONAL SMALL




Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.

DIRECTIONAL LARGE      DIRECTIONAL SMALL

**EYEBROW SIGN**  
*Eyebrow signs are permitted for public-serving tenants located in buildings with front porches. A blade sign may be used instead of an eyebrow sign. A tenant may not use both an eyebrow sign and a blade sign.*



Eyebrow sign size based on porch column spacing and may be customized per project. Permitted on Building 563.

EYEBROW SIGN CUSTOMIZED\*

**BLADE SIGN**  
*Blade signs are permitted for public-serving tenants. A blade sign may be used instead of an eyebrow sign, but a tenant may not use both an eyebrow sign and a blade sign.*



In lieu of eyebrow sign. Permitted on all Ruger Street zone buildings.

BLADE SIGN\*

**BUILDING NUMBER SIGN**  
*All buildings will be furnished with a large or small building number sign, depending on the building size.*




BUILDING NUMBER LARGE      BUILDING NUMBER SMALL




BUILDING NUMBER LARGE      BUILDING NUMBER SMALL

## Tenant Sign Zones

### C. RUGER STREET

IMAGES ARE NOT TO SCALE  
 \*MAXIMUM TOTAL NUMBER OF SIGNS WITH LOGOS ALLOWED PER BUILDING: 1 SIGN



## OFFICE TENANTS

## PUBLIC-SERVING TENANTS

**FREESTANDING BUILDING ID**  
*Every non-residential building will have either one large or one small freestanding building ID sign depending on building size. To qualify for a business name on a sign, a tenant must occupy at least 1/3 of the building and/or be a public-serving tenant. The freestanding sign will be located at the building's main entrance.*




Large signs permitted for Buildings 558, 1000-1004, 1007-1009, 1012-1014, and 1016.

SINGLE TENANT LARGE      MULTI-TENANT LARGE




Large signs permitted for Buildings 558, 1000-1004, 1007-1009, 1012-1014, and 1016.

SINGLE TENANT LARGE      MULTI-TENANT LARGE

**TENANT WAYFINDING**



Permitted only as needed in cases where buildings are not visible from a main road.

TENANT WAYFINDING



Permitted only as needed in cases where buildings are not visible from a main road.

TENANT WAYFINDING

**WALL-MOUNTED TENANT ID**  
*Only public-serving tenants may put logos on their signs. Office tenants may use their business name only.*




Permitted only as needed in cases where there are multiple door entries or if installation of a freestanding sign is not feasible.

OFFICE TENANT ID SIGN




Permitted on all Letterman zone buildings.

TENANT LOGO SIGN\*

**WALL-MOUNTED DIRECTIONAL SIGN**




Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.

DIRECTIONAL LARGE      DIRECTIONAL SMALL




Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.

DIRECTIONAL LARGE      DIRECTIONAL SMALL

**BLADE SIGN**  
*Blade signs are permitted for public-serving tenants. A blade sign may be used instead of an eyebrow sign, but a tenant may not use both an eyebrow sign and a blade sign.*



In lieu of eyebrow sign. Permitted on all Letterman zone buildings.

BLADE SIGN\*

**BUILDING NUMBER SIGN**  
*All buildings will be furnished with a large or small building number sign, depending on the building size.*




BUILDING NUMBER LARGE      BUILDING NUMBER SMALL

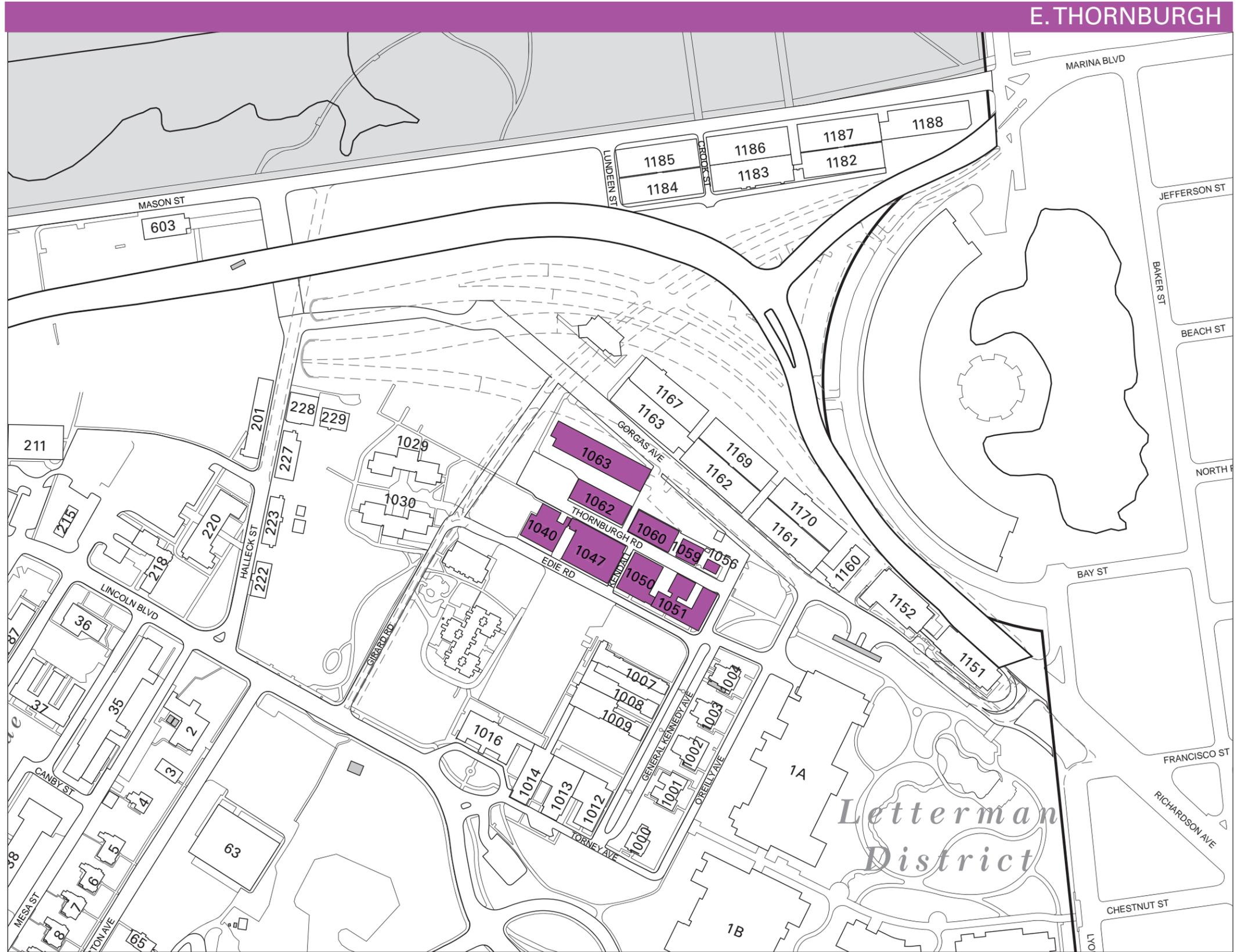



BUILDING NUMBER LARGE      BUILDING NUMBER SMALL

## Tenant Sign Zones

### D. LETTERMAN

IMAGES ARE NOT TO SCALE  
 \*MAXIMUM TOTAL NUMBER OF SIGNS WITH LOGOS ALLOWED PER BUILDING: 2 SIGNS



Letterman  
District

## OFFICE TENANTS

## PUBLIC-SERVING TENANTS

### FREESTANDING BUILDING ID

Freestanding signs are possible for Edie Road buildings. Due to lack of planting areas elsewhere in the Thornburgh zone, all other buildings will use wall- or building-mounted signs.

To qualify for a business name on a sign, a tenant must occupy at least 1/3 of the building and/or be a public-serving tenant. The freestanding sign will be located at the building's main entrance.



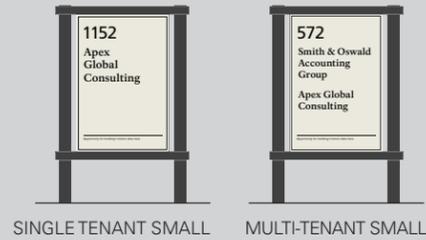
Large signs permitted for Buildings 1050-1051 (facing Edie Road).



Large signs permitted for Buildings 1040, 1047, 1050-1051 (facing Edie Road), 1059-1060 and 1062.



Small sign permitted for Building 1056.



Small sign permitted for Building 1056.



TENANT WAYFINDING

Permitted only as needed in cases where buildings are not visible from a main road.



TENANT WAYFINDING

Permitted only as needed in cases where buildings are not visible from a main road.

### WALL-MOUNTED TENANT ID

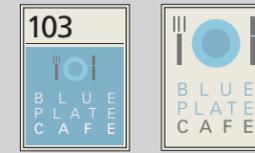
This sign is permitted for Thornburgh Zone buildings that lack sufficient planted area for a freestanding sign.

Only public-serving tenants may put logos on their signs. Office tenants may use their business name only.



OFFICE TENANT ID SIGN

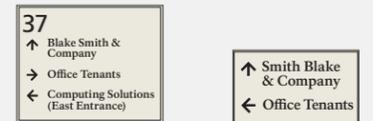
Permitted only as needed in cases where there are multiple door entries or if installation of a freestanding sign is not feasible.



TENANT LOGO SIGN\*

Permitted on all Thornburgh zone buildings.

### WALL-MOUNTED DIRECTIONAL SIGN



DIRECTIONAL LARGE DIRECTIONAL SMALL

Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.



DIRECTIONAL LARGE DIRECTIONAL SMALL

Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.

### EYEBROW SIGN

Eyebrow signs are permitted for public-serving tenants located in buildings with front porches. A blade sign may be used instead of an eyebrow sign. A tenant may not use both an eyebrow sign and a blade sign.



EYEBROW SIGN CUSTOMIZED\*

Eyebrow sign size based on porch column spacing and may be customized per project. Permitted on Buildings 1059-1060.

### BLADE SIGN

Blade signs are permitted for public-serving tenants. A blade sign may be used instead of an eyebrow sign, but a tenant may not use both an eyebrow sign and a blade sign.



BLADE SIGN\*

In lieu of eyebrow sign. Permitted on all Thornburgh zone buildings.

### BUILDING NUMBER SIGN

All buildings will be furnished with a large or small building number sign, depending on the building size.



BUILDING NUMBER LARGE BUILDING NUMBER SMALL



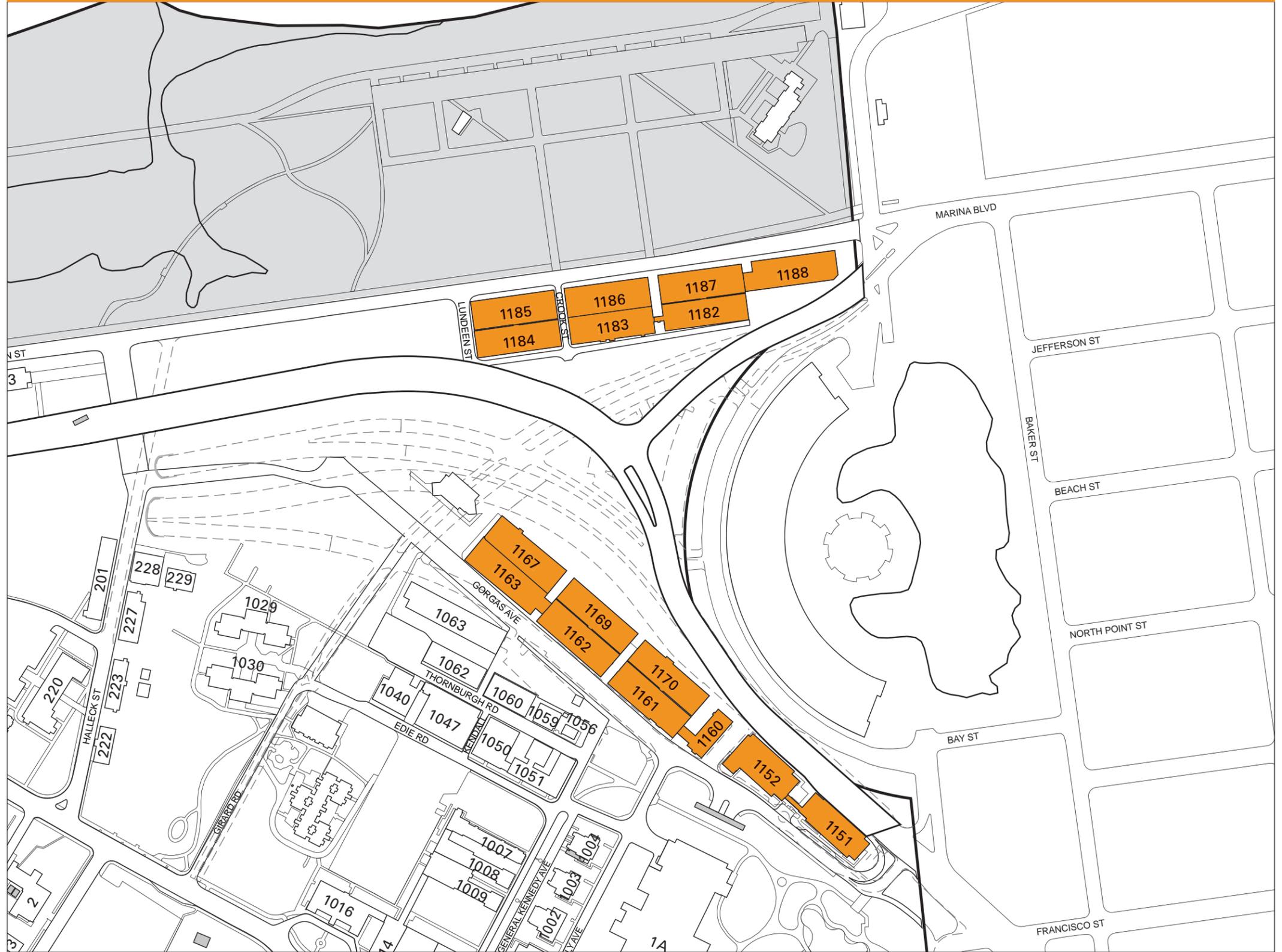
BUILDING NUMBER LARGE BUILDING NUMBER SMALL

## Tenant Sign Zones

## E. THORNBURGH

IMAGES ARE NOT TO SCALE

\*MAXIMUM TOTAL NUMBER OF SIGNS WITH LOGOS ALLOWED PER BUILDING: 2 SIGNS



## OFFICE TENANTS

## PUBLIC-SERVING TENANTS

<p><b>FREESTANDING BUILDING ID</b></p> <p><i>Every non-residential building will have either one large or one small freestanding building ID sign depending on building size. To qualify for a business name on a sign, a tenant must occupy at least 1/3 of the building and/or be a public-serving tenant. The freestanding sign will be located at the building's main entrance.</i></p>	  <p>Large signs permitted for Buildings 1151-1152.</p> <p>SINGLE TENANT LARGE      MULTI-TENANT LARGE</p>		  <p>Large signs permitted for Buildings 1151-1152 and one large sign for the Mason Street Warehouse complex.</p> <p>SINGLE TENANT LARGE      MULTI-TENANT LARGE</p>
	 <p>TENANT WAYFINDING</p> <p>Permitted only as needed in cases where buildings are not visible from a main road.</p>		 <p>TENANT WAYFINDING</p> <p>Permitted only as needed in cases where buildings are not visible from a main road.</p>
<p><b>WALL-MOUNTED TENANT ID</b></p> <p><i>Only public-serving tenants may put logos on their signs. Office Tenants may use their business name only.</i></p>	 <p>OFFICE TENANT ID SIGN</p> <p>Permitted only as needed in cases where there are multiple door entries or if installation of a freestanding sign is not feasible.</p>		 <p>TENANT LOGO SIGN*</p> <p>Permitted on all Gorgas/East Mason zone buildings.**</p>
<p><b>WALL-MOUNTED DIRECTIONAL SIGN</b></p>	  <p>DIRECTIONAL LARGE      DIRECTIONAL SMALL</p> <p>Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.</p>		  <p>DIRECTIONAL LARGE      DIRECTIONAL SMALL</p> <p>Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.</p>
<p><b>EYEBROW SIGN</b></p> <p><i>Eyebrow signs are permitted for public-serving tenants located in buildings with front porches. A blade sign may be used instead of an eyebrow sign. A tenant may not use both an eyebrow sign and a blade sign.</i></p>			 <p>WAREHOUSE EYEBROW LOGO SIGN*</p> <p>Eyebrow sign size based on porch column spacing and may be customized per project. Permitted on Buildings 1160-1163, 1167, 1169-1170, and 1182-1188.**</p>
<p><b>BLADE SIGN</b></p> <p><i>Blade signs are permitted for public-serving tenants. A blade sign may be used instead of an eyebrow sign, but a tenant may not use both an eyebrow sign and a blade sign.</i></p>			 <p>BLADE SIGN*</p> <p>In lieu of eyebrow sign. Permitted on all Gorgas/East Mason zone buildings.**</p>
<p><b>BUILDING NUMBER SIGN</b></p> <p><i>All buildings will be furnished with a large or small building number sign, depending on the building size.</i></p>	  <p>BUILDING NUMBER LARGE      BUILDING NUMBER SMALL</p>		  <p>BUILDING NUMBER LARGE      BUILDING NUMBER SMALL</p>

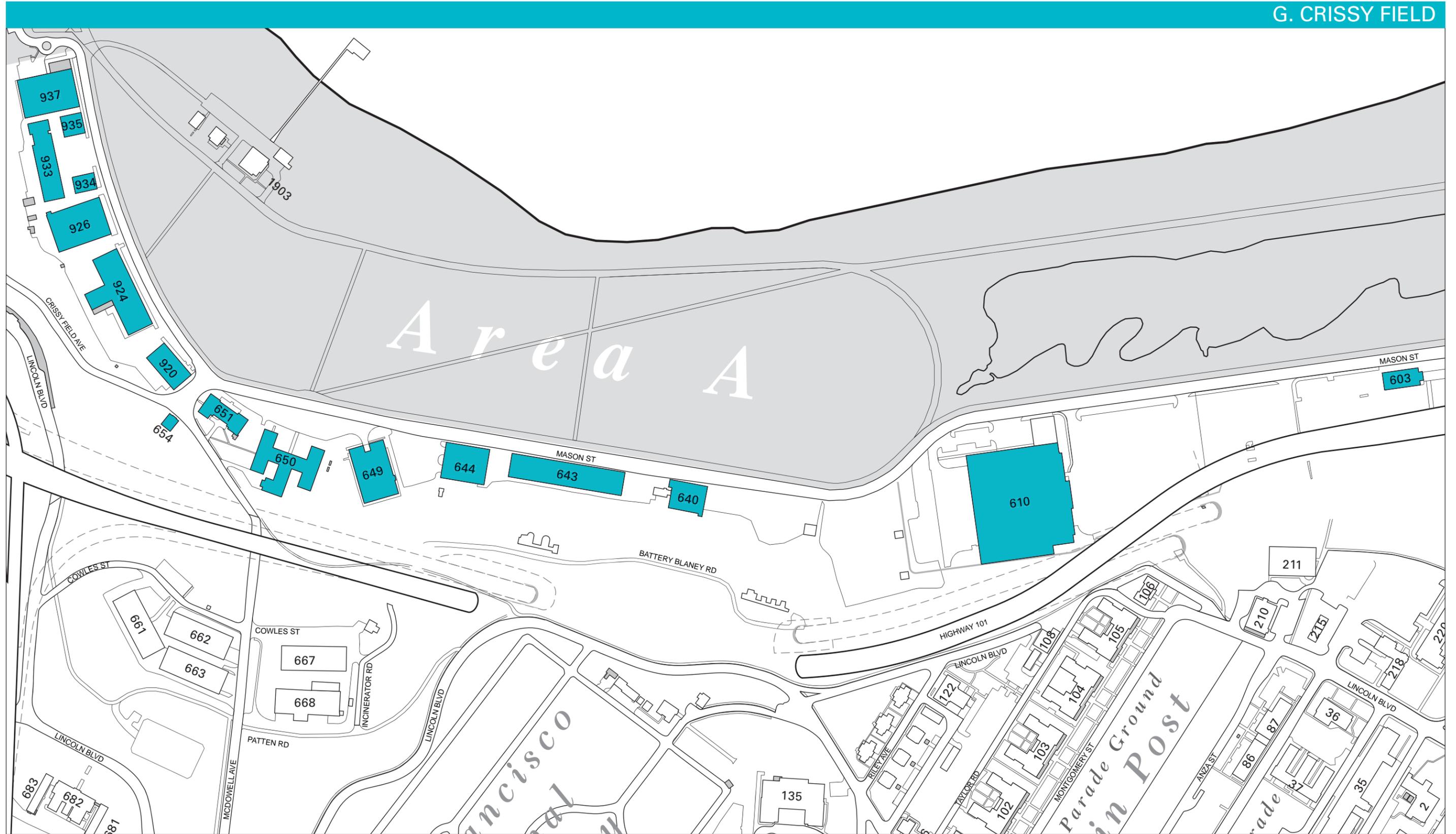
## Tenant Sign Zones

**F. GORGAS / EAST MASON**

IMAGES ARE NOT TO SCALE

\*MAXIMUM TOTAL NUMBER OF SIGNS WITH LOGOS ALLOWED PER BUILDING: 2 SIGNS

\*\* IN CASES WHERE BUILDINGS ARE VERY LARGE, WHERE TENANTS LEASE MORE THAN ONE BUILDING, OR WHERE OTHER UNUSUAL CIRCUMSTANCES ARE PRESENT, TENANTS MAY REQUEST A SPECIAL SIGN TYPE FROM THE TRUST TO AMELIORATE THESE CIRCUMSTANCES.



## OFFICE TENANTS

## PUBLIC-SERVING TENANTS

### FREESTANDING BUILDING ID

Every non-residential building will have either one large or one small freestanding building ID sign depending on building size. To qualify for a business name on a sign, a tenant must occupy at least 1/3 of the building and/or be a public-serving tenant. The freestanding sign will be located at the building's main entrance.



Large signs permitted for Buildings 603, 610, 640, 643-644, and 649-651.



Large signs permitted for Buildings 603, 610, 640, 643-644, and 649-651.



Small sign permitted for Buildings 654.

### WALL-MOUNTED TENANT ID

Only public-serving tenant may put logos on their signs. Office tenants may use their business name only.



OFFICE TENANT ID SIGN

Permitted only as needed in cases where there are multiple door entries or if installation of a freestanding sign is not feasible.



TENANT LOGO ID<sup>1</sup>

Permitted on all Crissy Field zone buildings.

### CRISSY FIELD WALL-MOUNTED DIRECTIONAL SIGN

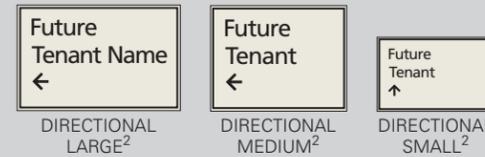


DIRECTIONAL LARGE<sup>2</sup>

DIRECTIONAL MEDIUM<sup>2</sup>

DIRECTIONAL SMALL<sup>2</sup>

Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.



DIRECTIONAL LARGE<sup>2</sup>

DIRECTIONAL MEDIUM<sup>2</sup>

DIRECTIONAL SMALL<sup>2</sup>

Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.

### EYEBROW SIGN

Eyebrow signs are permitted for public-serving tenant located in buildings with front porches. A blade sign may be used instead of an eyebrow sign. A tenant may not use both an eyebrow sign and a blade sign.



EYEBROW SIGN LARGE\*



EYEBROW SIGN SMALL\*

Sign size based on porch column spacing. Permitted on Buildings 603, 610, and 650.

### BLADE SIGN

Blade signs are permitted for public-serving tenant. A blade sign may be used instead of an eyebrow sign, but a tenant may not use both an eyebrow sign and a blade sign.



BLADE SIGN\*

In lieu of eyebrow sign. Permitted on all Crissy Field zone buildings.

### CRISSY FIELD BUILDING NUMBER SIGN

All buildings will be furnished with a large or small building number sign, depending on the building size.



BUILDING NUMBER LARGE<sup>3</sup>

BUILDING NUMBER MEDIUM<sup>3</sup>

BUILDING NUMBER SMALL<sup>3</sup>



BUILDING NUMBER LARGE<sup>3</sup>

BUILDING NUMBER MEDIUM<sup>3</sup>

BUILDING NUMBER SMALL<sup>3</sup>

## Tenant Sign Zones

## G. CRISSY FIELD

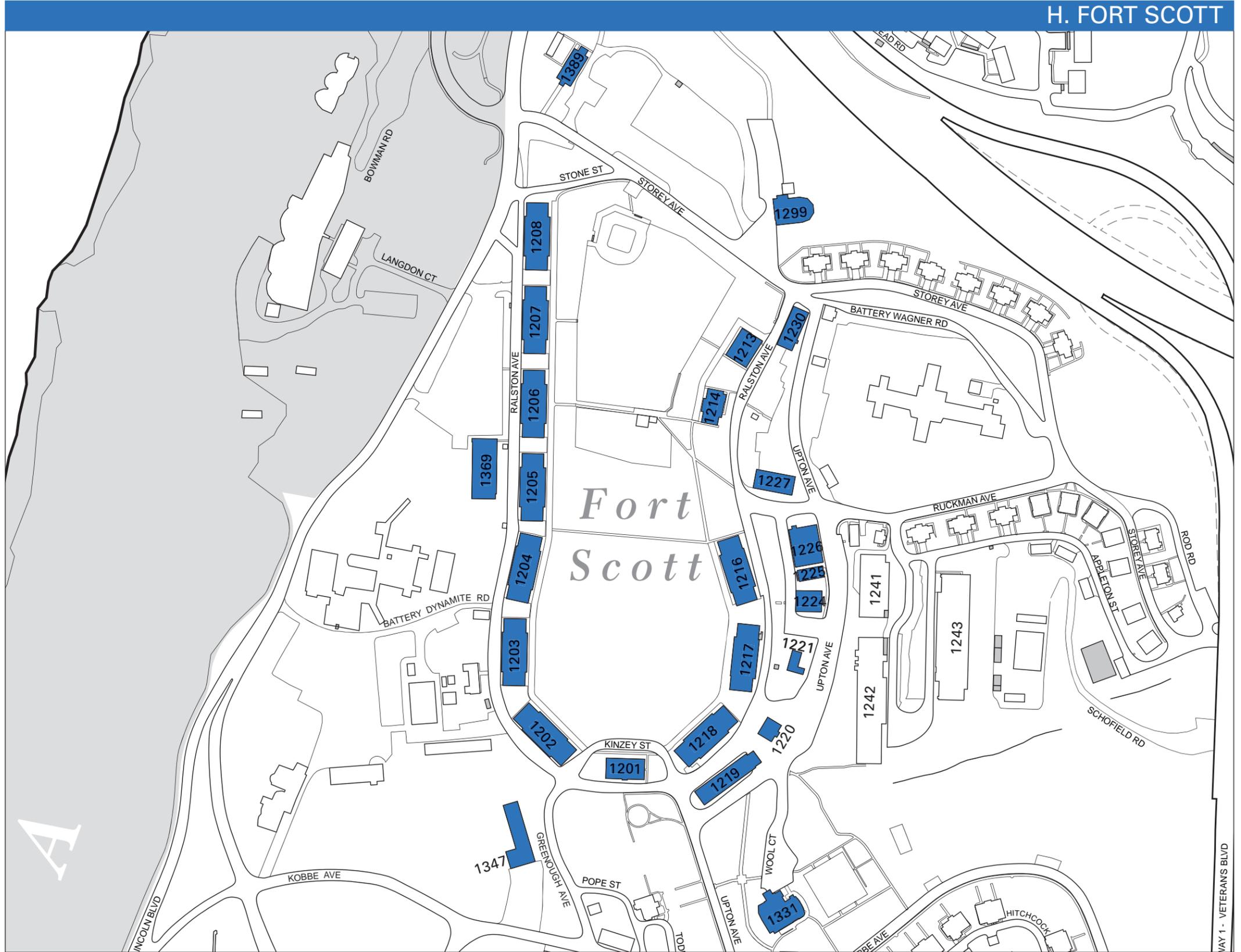
IMAGES ARE NOT TO SCALE

\* MAXIMUM TOTAL NUMBER OF SIGNS WITH LOGOS ALLOWED PER BUILDING: 4 SIGNS

<sup>1</sup> SEE **CRISSY FIELD WALL-MOUNTED TENANT ID** OF APPENDIX B: GRAPHIC CONVENTIONS, P. 58-59

<sup>2</sup> SEE **CRISSY FIELD WALL-MOUNTED DIRECTIONAL SIGN** OF B: GRAPHIC CONVENTIONS, P. 60-61

<sup>3</sup> SEE **CRISSY FIELD BUILDING NUMBER SIGN** OF APPENDIX B: GRAPHIC CONVENTIONS, P. 62-63



## OFFICE TENANTS

## PUBLIC-SERVING TENANTS

### FREESTANDING BUILDING ID

Every non-residential building will have either one large or one small freestanding building ID sign depending on building size. To qualify for a business name on a sign, a tenant must occupy at least 1/3 of the building and/or be a public-serving tenant. The freestanding sign will be located at the building's main entrance.

To qualify for a business name on sign, a tenant must occupy at least 1/3 of the building and/or be a public-serving tenant. The freestanding sign will be located at the building's main entrance.



Large signs permitted for Buildings 1201-1208, 1213-1214, 1216-1219, 1226-1227, 1299, 1331, 1347, 1369, and 1389.



Small signs permitted for Buildings 1220-1221, 1224-1225, and 1230.



TENANT WAYFINDING

Permitted only as needed in cases where buildings are not visible from a main road.

### WALL-MOUNTED TENANT ID

This sign is permitted for Fort Scott buildings that lack sufficient planted area for a freestanding sign.

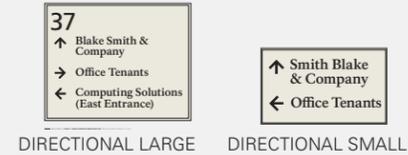
Only public-serving tenants may put logos on their signs. Office tenants may use their business name only.



OFFICE TENANT ID SIGN

Permitted only as needed in cases where there are multiple door entries or if installation of a freestanding sign is not feasible.

### WALL-MOUNTED DIRECTIONAL SIGN



DIRECTIONAL LARGE DIRECTIONAL SMALL

Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.

### EYEBROW SIGN

Eyebrow signs are permitted for public-serving tenants located in buildings with front porches. A blade sign may be used instead of an eyebrow sign. A tenant may not use both an eyebrow sign and a blade sign.



EYEBROW SIGN SMALL\*

Permitted on Buildings 1203-1208.

### BLADE SIGN

Blade signs are permitted for public-serving tenants. A blade sign may be used instead of an eyebrow sign, but a tenant may not use both an eyebrow sign and a blade sign.



BLADE SIGN\*

In lieu of eyebrow sign. Permitted on all Fort Scott zone buildings.

### BUILDING NUMBER SIGN

All buildings will be furnished with a large or small building number sign, depending on the building size.



BUILDING NUMBER LARGE BUILDING NUMBER SMALL



BUILDING NUMBER LARGE BUILDING NUMBER SMALL

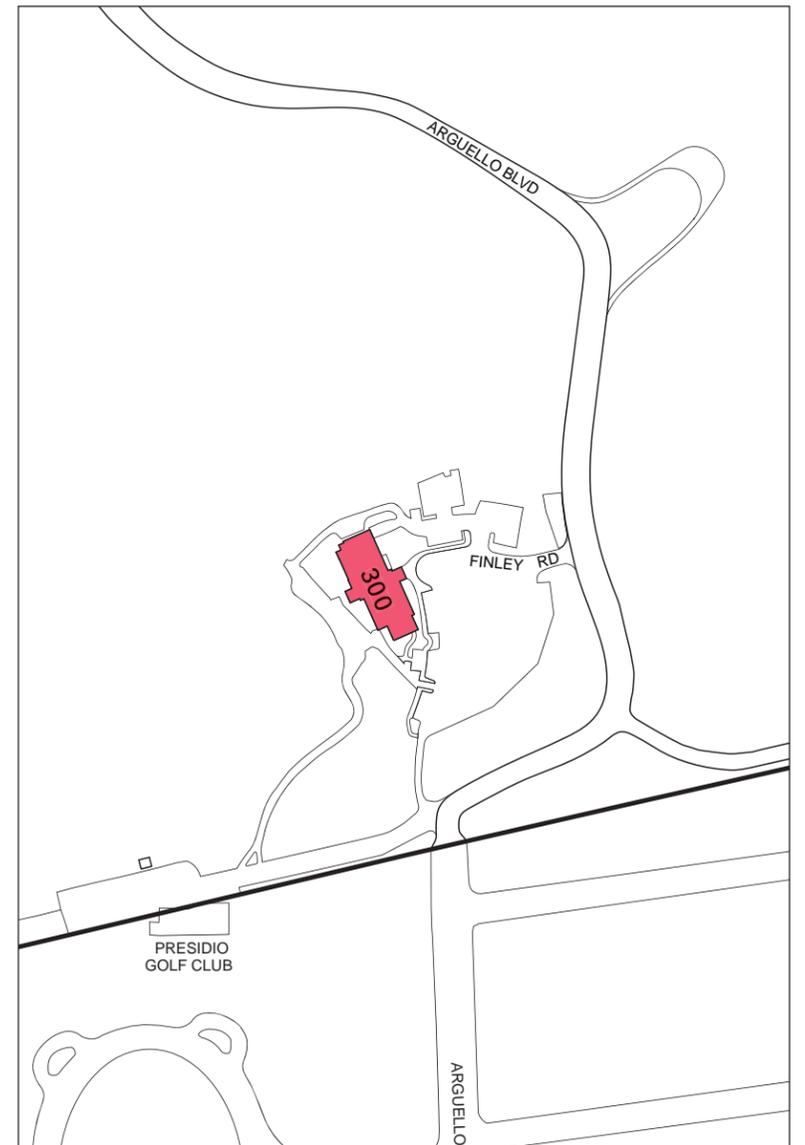
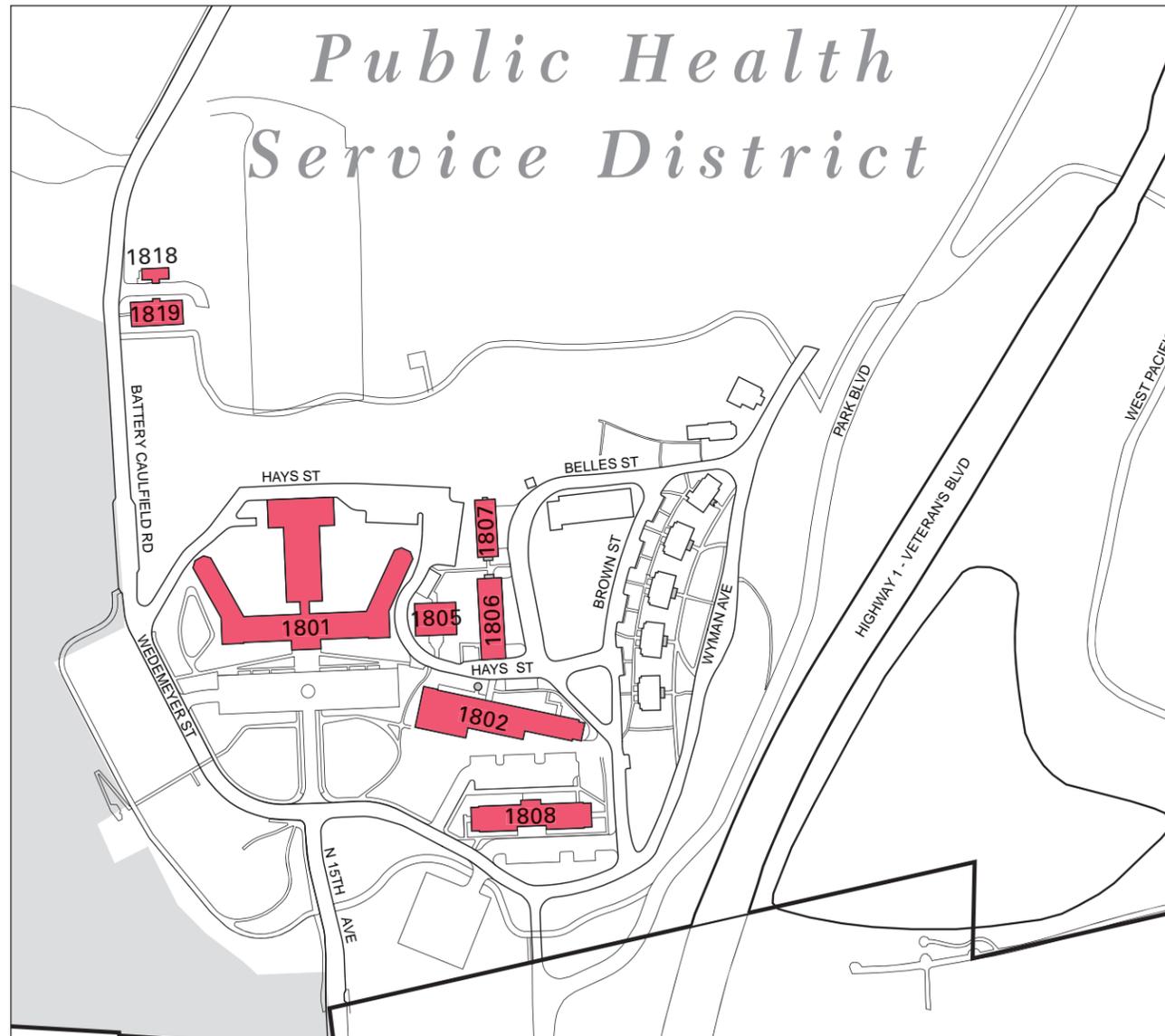
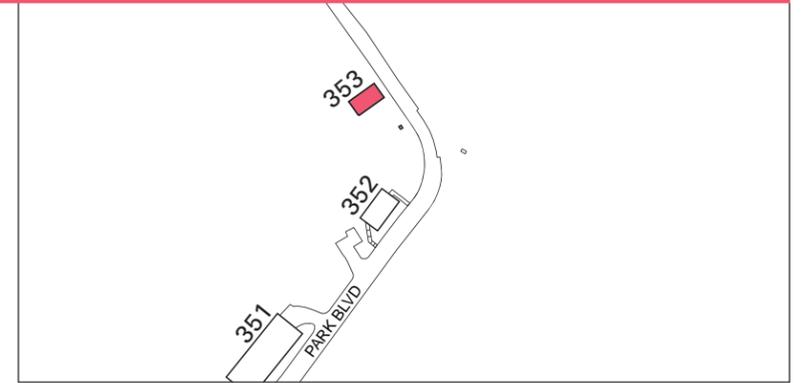
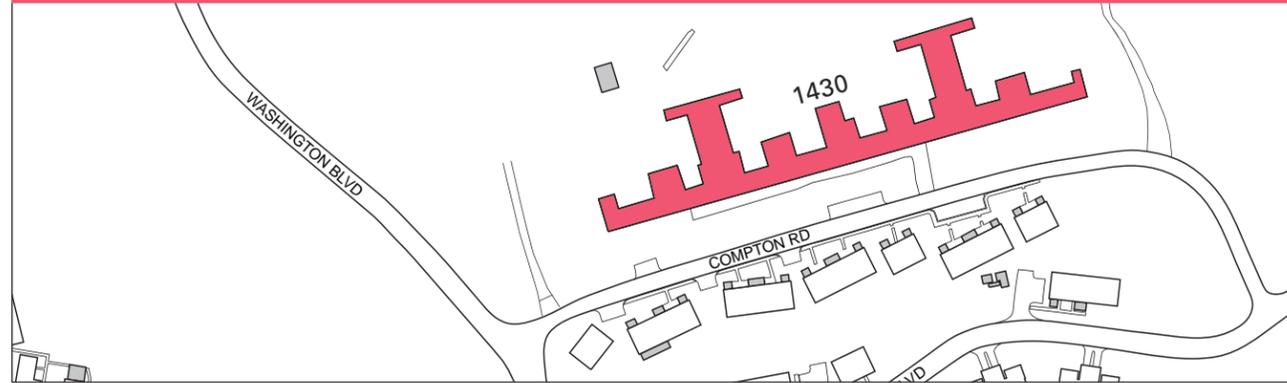
## Tenant Sign Zones

## H. FORT SCOTT

IMAGES ARE NOT TO SCALE

\*MAXIMUM TOTAL NUMBER OF SIGNS WITH LOGOS ALLOWED PER BUILDING: 2 SIGNS

I. PUBLIC HEALTH SERVICE AND PRESIDIO GOLF COURSE



## OFFICE TENANTS

## PUBLIC-SERVING TENANTS

### FREESTANDING BUILDING ID

Every non-residential building will have either one large or one small freestanding building ID sign depending on building size. To qualify for a business name on a sign, a tenant must occupy at least 1/3 of the building and/or be a public-serving tenant. The freestanding sign will be located at the building's main entrance.



Large signs permitted for Buildings 1801-1802, 1805-1808, and 1818-1819.



Large signs permitted for Buildings 1801-1802, 1805-1808, and 1818-1819.

### TENANT WAYFINDING



TENANT WAYFINDING

Permitted only as needed in cases where buildings are not visible from a main road.



TENANT WAYFINDING

Permitted only as needed in cases where buildings are not visible from a main road.

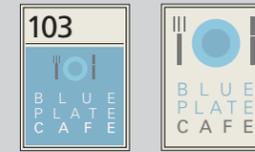
### WALL-MOUNTED TENANT ID

Only public-serving tenants may put logos on their signs. Office tenants may use their business name only.



OFFICE TENANT ID SIGN

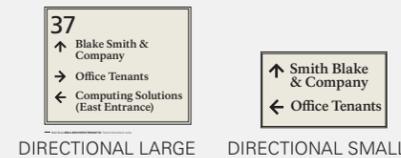
Permitted only as needed in cases where there are multiple door entries or if installation of a freestanding sign is not feasible.



TENANT LOGO SIGN\*

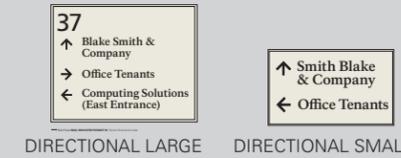
Permitted on all Public Health Service and Presidio Golf Course zone buildings.

### WALL-MOUNTED DIRECTIONAL SIGN



DIRECTIONAL LARGE DIRECTIONAL SMALL

Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.



DIRECTIONAL LARGE DIRECTIONAL SMALL

Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.

### EYEBROW SIGN

Eyebrow signs are permitted for public-serving tenants located in buildings with front porches. A blade sign may be used instead of an eyebrow sign. A tenant may not use both an eyebrow sign and a blade sign.



EYEBROW SIGN SMALL\*

Permitted on Buildings 1805 and 1808.

### BLADE SIGN

Blade signs are permitted for public-serving tenants. A blade sign may be used instead of an eyebrow sign, but a tenant may not use both an eyebrow sign and a blade sign.



BLADE SIGN\*

In lieu of eyebrow sign. Permitted on all Public Health Service and Presidio Golf Course zone buildings.

### BUILDING NUMBER SIGN

All buildings will be furnished with a large or small building number sign, depending on the building size.



BUILDING NUMBER LARGE BUILDING NUMBER SMALL



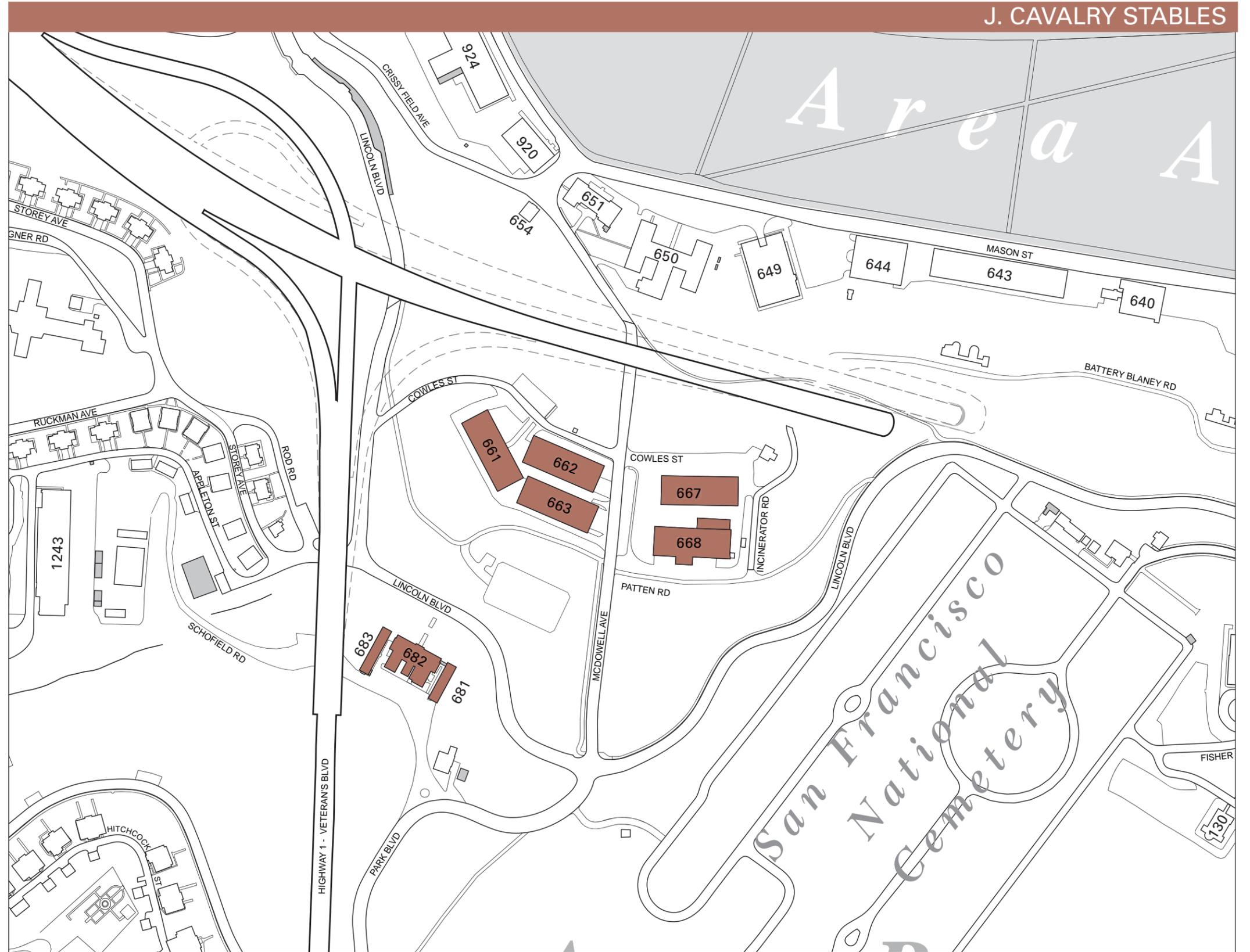
BUILDING NUMBER LARGE BUILDING NUMBER SMALL

## Tenant Sign Zones

I. PUBLIC HEALTH SERVICE AND PRESIDIO GOLF COURSE

IMAGES ARE NOT TO SCALE

\* MAXIMUM TOTAL NUMBER OF SIGNS WITH LOGOS ALLOWED PER BUILDING: 2 SIGNS



## OFFICE TENANTS

## PUBLIC-SERVING TENANTS

**FREESTANDING BUILDING ID**  
*Every non-residential building will have either one large or one small freestanding building ID sign depending on building size. To qualify for a business name on a sign, a tenant must occupy at least 1/3 of the building and/or be a public-serving tenant. The freestanding sign will be located at the building's main entrance.*

Large signs permitted for Buildings 661-663, 667-668, and 681-683.

SINGLE TENANT LARGE      MULTI-TENANT LARGE

Large signs permitted for Buildings 661-663, 667-668, and 681-683.

SINGLE TENANT LARGE      MULTI-TENANT LARGE

**TENANT WAYFINDING**

Permitted only as needed in cases where buildings are not visible from a main road.

TENANT WAYFINDING

Permitted only as needed in cases where buildings are not visible from a main road.

TENANT WAYFINDING

**WALL-MOUNTED TENANT ID**  
*Only public-serving tenants may put logos on their signs. Office tenants may use their business name only.*

Permitted only as needed in cases where there are multiple door entries or if installation of a freestanding sign is not feasible.

OFFICE TENANT ID SIGN

Permitted on all Cavalry Stables buildings.

TENANT LOGO SIGN\*

**WALL-MOUNTED DIRECTIONAL SIGN**

Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.

DIRECTIONAL LARGE      DIRECTIONAL SMALL

Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.

DIRECTIONAL LARGE      DIRECTIONAL SMALL

**BUILDING NUMBER SIGN**  
*All buildings will be furnished with a large or small building number sign, depending on the building size.*

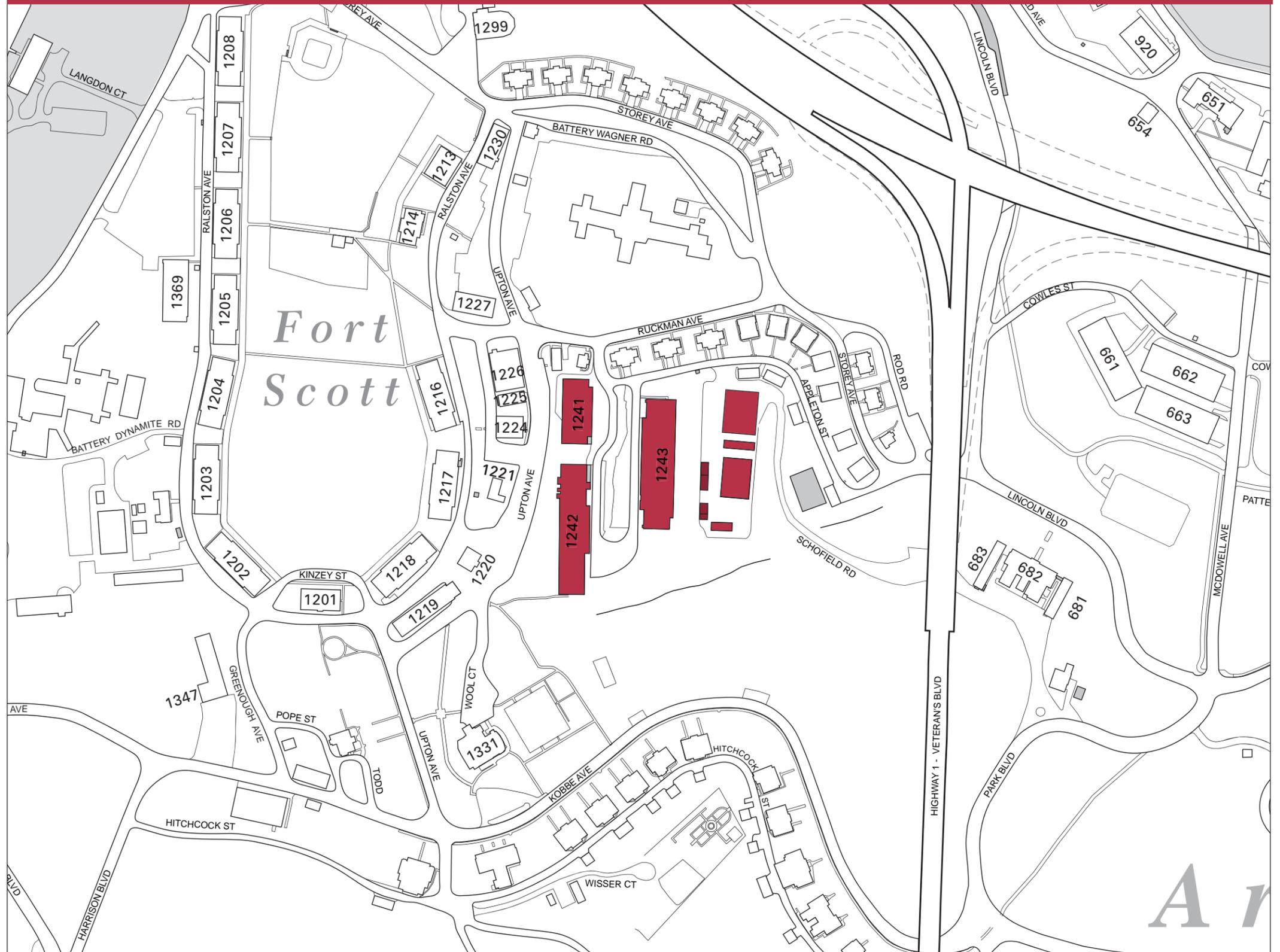
BUILDING NUMBER LARGE      BUILDING NUMBER SMALL

BUILDING NUMBER LARGE      BUILDING NUMBER SMALL

## Tenant Sign Zones

### J. CAVALRY STABLES

IMAGES ARE NOT TO SCALE  
 \*MAXIMUM TOTAL NUMBER OF SIGNS WITH LOGOS ALLOWED PER BUILDING: 2 SIGNS



## OFFICE TENANTS

## PUBLIC-SERVING TENANTS

**FREESTANDING BUILDING ID**  
*Every non-residential building will have either one large or one small freestanding building ID sign depending on building size. To qualify for a business name on a sign, a tenant must occupy at least 1/3 of the building and/or be a public-serving tenant. The freestanding sign will be located at the building's main entrance.*



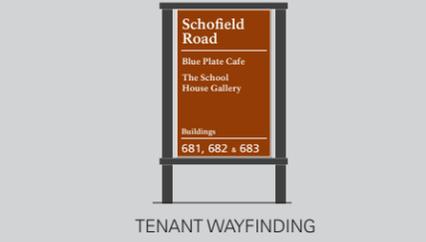
Large signs permitted for Buildings 1241-1243.



Large signs permitted for Buildings 1241-1243.

**TENANT WAYFINDING**

Permitted only as needed in cases where buildings are not visible from a main road.



Permitted only as needed in cases where buildings are not visible from a main road.

**WALL-MOUNTED TENANT ID**  
*Only public-serving tenants may put logos on their signs. Office tenants may use their business name only.*

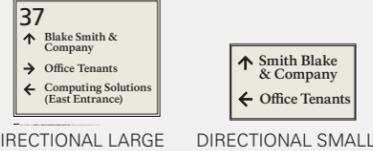


Permitted only as needed in cases where there are multiple door entries or if installation of a freestanding sign is not feasible.

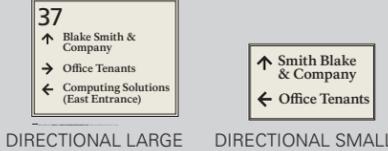


Permitted on all Stewardship and Sustainability Center zone buildings.

**WALL-MOUNTED DIRECTIONAL SIGN**



Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.



Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.

**EYEBROW SIGN**  
*Eyebrow signs are permitted for public-serving tenants located in buildings with front porches. A blade sign may be used instead of an eyebrow sign. A tenant may not use both an eyebrow sign and a blade sign.*



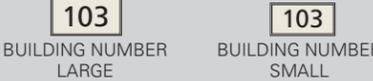
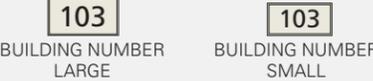
Permitted on Buildings 1241-1243.

**BLADE SIGN**  
*Blade signs are permitted for public-serving tenants. A blade sign may be used instead of an eyebrow sign, but a tenant may not use both an eyebrow sign and a blade sign.*



In lieu of eyebrow sign. Permitted on all Stewardship and Sustainability Center zone buildings.

**BUILDING NUMBER SIGN**  
*All buildings will be furnished with a large or small building number sign, depending on the building size.*



## Tenant Sign Zones

### K. PRESIDIO NURSERY

IMAGES ARE NOT TO SCALE  
 \*MAXIMUM TOTAL NUMBER OF SIGNS WITH LOGOS ALLOWED PER BUILDING: 2 SIGNS

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## 3. TEMPORARY EXTERIOR SIGNS

There are four types of temporary exterior signs allowed in the Presidio: temporary building-mounted banners, streetlight banners, windmasters and construction signs.

In general, the only banners tenants are allowed to have are temporary banners that announce special events like grand openings, exhibits, or limited-time programs. The exception to this rule is Tenant Reserved banners, where public-serving tenants are allowed to install a permanent banner on designated streetlight poles near their buildings. Temporary banners may be hung to correspond to the dates of a special event, but must be removed within 10 days of its closing. The use of windmasters and construction signs will be based on purpose and need. Advertising is prohibited on all temporary exterior signs.

### A. TEMPORARY BUILDING-MOUNTED BANNERS

- A temporary building-mounted banner is allowed to announce a special event, exhibition, or program (one per tenant and two maximum per building). The temporary banner may be installed no more than 30 days before the commencement of the special event and must be removed within 10 days of the end of the special event. For changing exhibits, the Trust will extend beyond 90 days on a case-by-case basis, but not to exceed the term of the exhibit; permanent exhibits will need further consultation with the Trust.
- Temporary banners that announce a tenant's grand opening or anniversary are also allowed, but are limited to 90 days.
- Tenants must obtain permission from the Presidio Trust before installing banners. Permission must be sought for each special program for which a banner is desired. In submitting a banner request, tenants must provide an image of their proposed banner along with the dates they wish for it to be displayed.
- Banners may be no larger than 52 square feet in area.
- For tenants of the Montgomery Street Barracks, a banner is only allowed to be installed on the front porch and must be no larger than 6'-5" (or 77 inches) tall and 8'-0" (or 96 inches) wide. Please see Appendix B: Graphic Conventions, pages 64-65.
- For Building 122, temporary banners are allowed on the pilasters that flank the main entrance.
- Tenants are expected to pay for the design and fabrication of their own banners. Design **MUST BE** approved prior to fabrication. Installation and removal of banners are done by Presidio Trust Sign Shop. A 3-month lead time is needed for all building banner installations to ensure timely installation and removal.

### B. STREETLIGHT BANNERS

- Tenants must obtain permission from the Presidio Trust before installing streetlight banners. Permission must be sought for each special program for which a banner is desired. In submitting a banner request, tenants must provide an image of their proposed banner along with the dates they wish for it to be displayed.
- The size and specifications of the streetlight banners must comply with what is shown in Appendix B: Graphic Conventions, pages 66-73.

- A map showing Tenant Reserved and Tenant Leasable poles that may be used is shown in Appendix C: Streetpoles Available for Banners, pages 76-77.
- Tenants are expected to pay for the design, fabrication and installation (from a Trust-approved vendor) of their own streetlight banners.

### Tenant Leasable

Streetlight poles throughout the Presidio may be leased by tenants to hang temporary banners that announce a special program, exhibition, or event that is of interest to the general public and Presidio visitor.

- The Tenant Leasable streetlight banners may be installed for a maximum period of 90 days to coincide with the special event. The banners may be installed no more than 30 days before the commencement of the special event and must be removed within 10 days of the end of the special event.
- For streetlight banners announcing exhibits whose duration is longer than 90 days, the Trust will extend beyond 90 days on a case-by-case basis, but not to exceed the term of the exhibit. Additional fees may incur.
- Tenants wishing to lease streetlight poles for banners must obtain permission from the Presidio Trust. Permission must be sought for each special program for which a banner is desired. In submitting a banner request, tenants must provide an image of their proposed banner along with the dates they wish for it to be displayed.
- Tenants will be charged a fee in exchange for the use of the streetlight poles they wish to use.
- The size and color of the streetlight banners must comply with what is shown in Appendix B: Graphic Conventions, page 66.
- The streetlight poles that are available for tenant leasing are shown in Appendix C: Streetpoles Available for Banners, pages 76-77. Streetlight poles may not be leased singly but must be leased in blocks. The blocks are identified on this map.

### Tenant Reserved

Public-serving tenants may use the streetlight poles closest to their building to hang temporary banners that either: 1) announce special programs, exhibits, or events that that is of interest to the general public and Presidio visitor; or 2) display their name and logo when there are no special events to announce.

#### Main Post:

- Public-serving tenants in the Main Post and Letterman zones may use streetlight poles adjacent to their buildings for displaying banners, as shown in Appendix C: Streetpoles Available for Banners, pages 76-77.
- Public-serving tenants who occupy the ground floor of the Montgomery Street Barracks (Buildings 100 through 105) may use the two streetlight poles immediately in front of their buildings. If there are two public-serving tenants leasing the ground floor of a Montgomery Street Barrack, each tenant may use one streetlight on Montgomery Street. If there are more than two public-serving tenants on the ground floor, the largest two tenants may each use a streetlight pole.

- If there are two public-serving tenants leasing a Montgomery Street Barrack, each tenant may use one streetlight on Montgomery Street. If there are more than two public-serving tenants, the largest two tenants may each use a streetlight pole.
- For streetlight banners announcing a special event, exhibition, or program, the banners may be hung for the duration of the special event but may not be hung for more than 90 days. The banners may be installed no more than 30 days before the commencement of the special event and must be removed within 10 days of the end of the special event.
- Public-serving tenants can also have a permanent banner with their name on it to hang when there are no special events to announce. Tenants are still limited to the two streetlights near their buildings.
- The Presidio Trust reserves the right to take over some or all Main Post Tenant-Reserved streetlight poles for its own use in announcing special events. Tenants will be given ample notice of this before it happens.
- The size and color of the streetlight banners must comply with what is shown in Appendix B: Graphic Conventions, page 68. For pedestrian-scaled streetlights, please see Appendix B: Graphic Conventions, pages 70.

#### Fort Scott:

- Banners on the Fort Scott parade ground are managed by the Presidio Trust for its own use.

#### Crissy Field:

- Banners on Mason Street are managed by the Presidio Trust. They are used to identify the Crissy Field district and to identify tenants in areas where standard freestanding building ID signs are not possible.

### C. WINDMASTERS

Long-term portable signs, known as "windmasters", are permitted at the Presidio for public-serving tenants. These signs are allowed in special cases where fixed signs do not provide enough direction to visitors to be able to find an establishment. Windmasters must meet the following requirements:

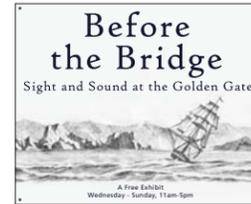
- Tenants must gain permission from the Presidio Trust to use a windmaster. The Trust will provide the supplier's contact information to a tenant so they may order a windmaster.
- Tenants are expected to design and fabricate their own windmaster panel. Design must be approved by the Trust prior to fabrication.
- Typically one windmaster is allowed per tenant, unless there are circumstances present where two is needed.
- Windmasters are portable, and are to be placed outside only during business hours. During off-hours, they should be stored inside. Tenants are not allowed to leave them outside at night or over the weekend when their business is closed.
- Placement of windmasters in outdoor areas must not block sidewalks, obscure motorists views at intersections, or interfere with lawn or landscape maintenance.

**D. CONSTRUCTION SIGNS**

Temporary signs identifying and describing construction and building rehabilitation projects are permitted and must meet the following requirements:

- Construction signs should not be advertisements for the parties engaged in the project. They should be simple informative signs that give the basic information about the project participants, i.e. the name of project sponsor or master developer, architect, general contractor, etc. If a building owner name is listed, it should be “Presidio Trust.”
- Construction signs must contain emergency phone numbers.
- The maximum size of the sign should be 48” x 72”.
- Signs should be installed on temporary fencing if possible.
- Construction signs may be posted 10 days prior to the beginning of construction and must be removed 10 days after the completion of the project.

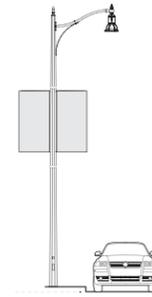
TEMPORARY BUILDING-MOUNTED BANNER



SPECIAL EVENTS BANNER

Maximum area is 52 square feet.

STREETLIGHT BANNERS



TENANT LEASABLE



TENANT RESERVED



TENANT RESERVED (PEDESTRIAN-SCALED STREETLIGHTS)



CRISSY FIELD TENANT ID BANNER

Minimum of 12 feet clearance from ground; 8 feet clearance from ground for pedestrian-scaled streetlights. All banners must double-sided. Tenant Leasable streetlight banners must be double banners on a pole; Tenant Reserved streetlight banners must be single banners on a pole.

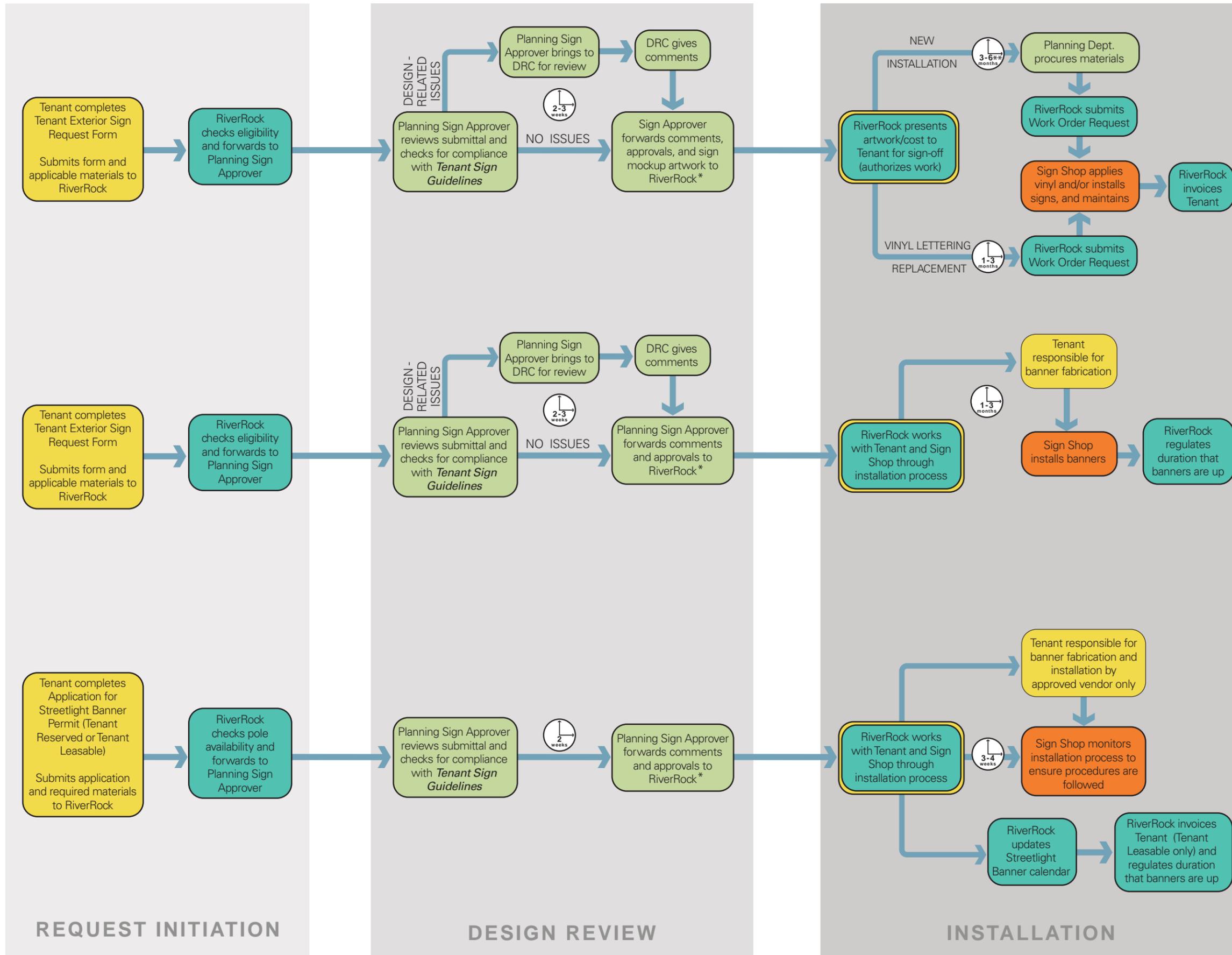
IMAGES ARE NOT TO SCALE

# APPENDIX A: APPLICATION PROCESS

SIGNS

TEMPORARY BUILDING-MOUNTED BANNERS

STREETLIGHT BANNERS



Application Process

\* If the Applicant disputes any of the Planning Sign Approver's decision, the elements of concern will be reviewed by an arbitration panel. The arbitration panel consists of:

- DRC members (one vote collectively)
- The Trust's Chief of Planning, Projects & Programs (one vote)
- The Trust's Chief of Business Operations (one vote)

\*\* Dependent on sign type, quantities, and availability

ACTION ITEMS

- Non-Residential Tenant
- Trust Planning Sign Approver
- RiverRock Real Estate Group
- Trust Sign Shop
- Tenant Check-in Point with RiverRock
- 2-3  
weeks Estimated Time to Complete

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# APPENDIX B: GRAPHIC CONVENTIONS

## Graphic Conventions

Sign Type:

### FREESTANDING BUILDING ID

Single Tenant Large  
Multi-Tenant Large

#### Specifications:

Black aluminum frame structure;  
Presidio White FRP sign face and  
Black border detail; stylus cut  
Black vinyl address and tenant  
name.

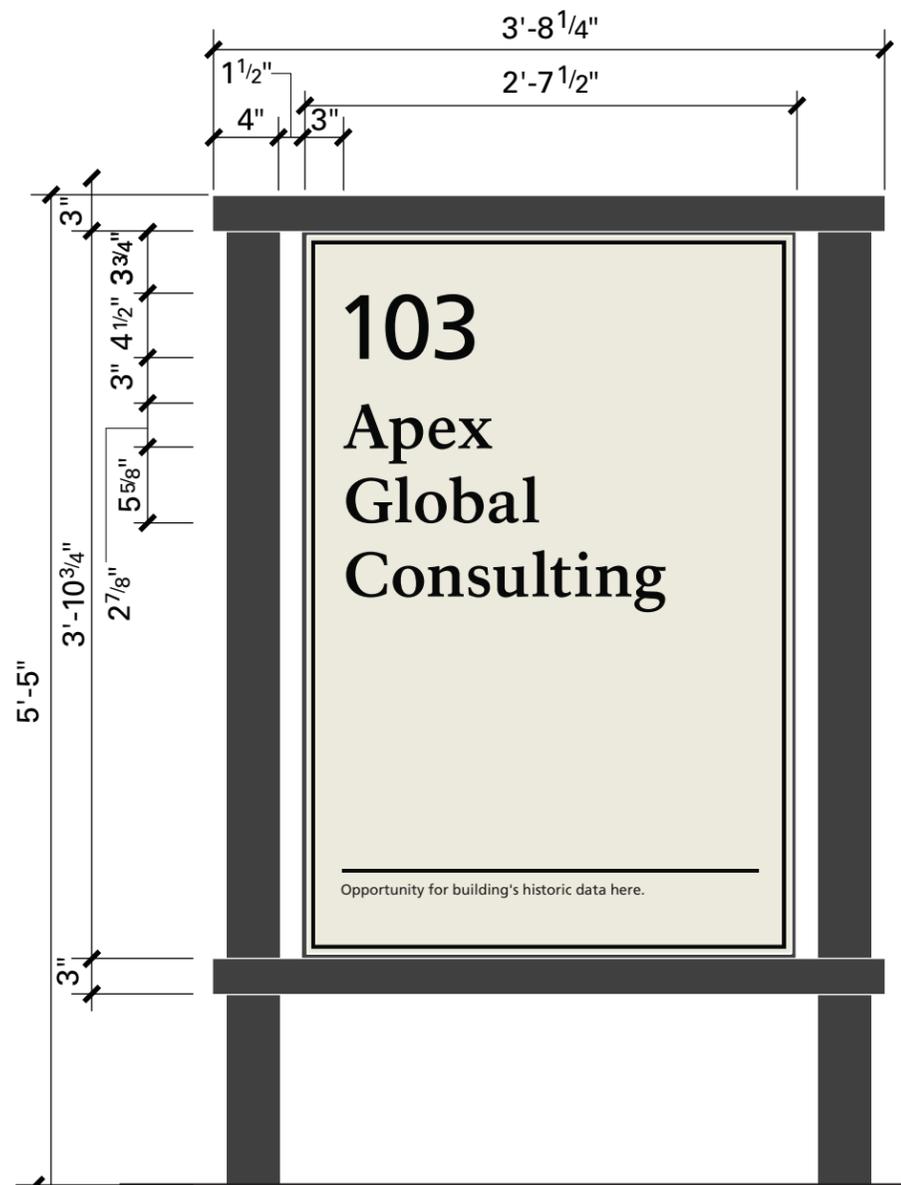
- A. 4" x 4" Square aluminum support post.
- B. 3" x 6" Black aluminum bar horizontal crossbars support cap.
- C. 3" x 6" Black aluminum bar horizontal crossbars support beam.
- D. Aluminum sign panel trim, 1/4" x 2" flat bar. Paint all exposed surfaces black. Mechanically fastened to "B" and "C".
- E. 2" Fiber Reinforced Polyester (FRP) sign panel, color to match Presidio White with border detail 1/4" thickness, color Black. Black vinyl graphics applied. Mechanically fasten to sign structure and frame.

#### Fonts:

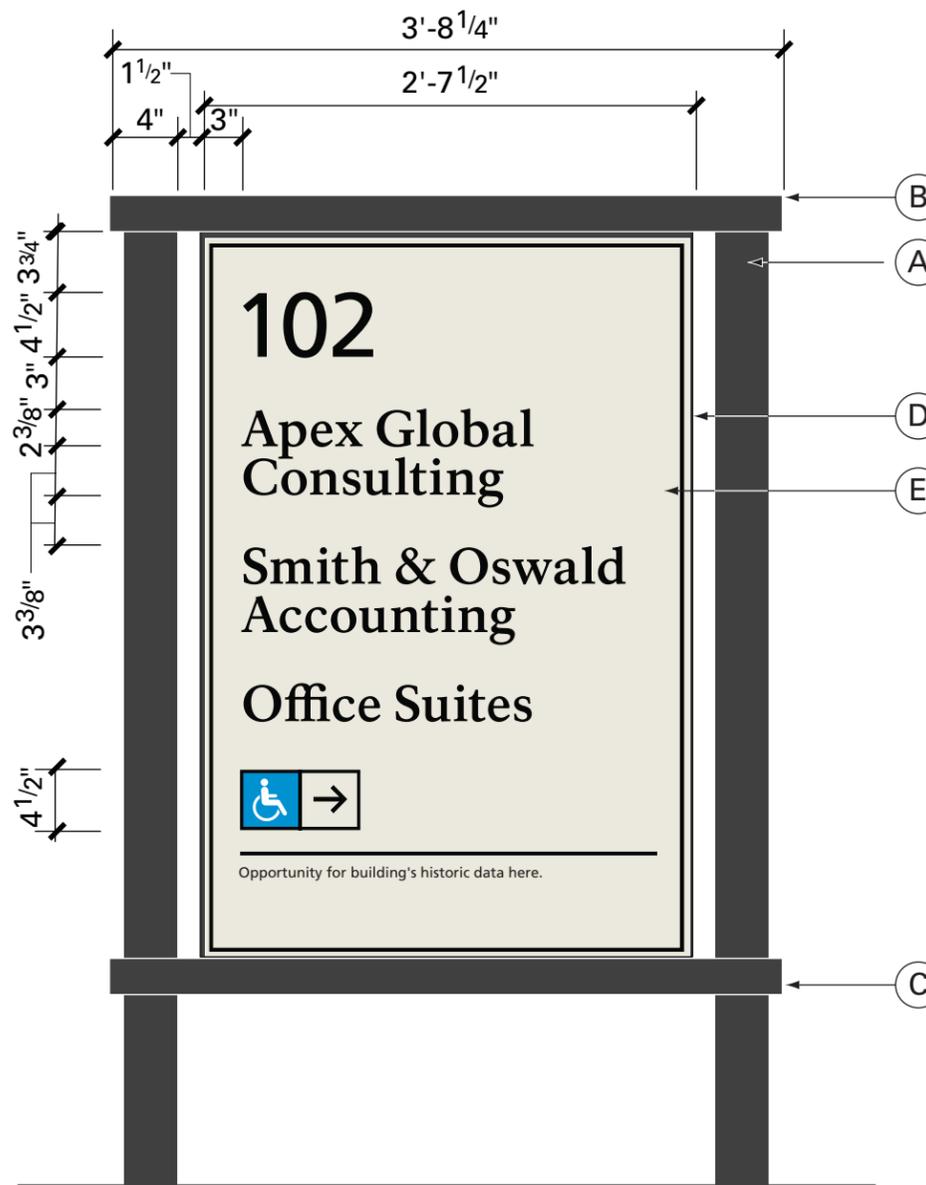
- Building number:  
Frutiger LT Std - 55 Roman
- Tenant(s) name:  
NPS Rawlinson OT - Bold
- Building's historic data text:  
Frutiger LT Std - 55 Roman

Note:

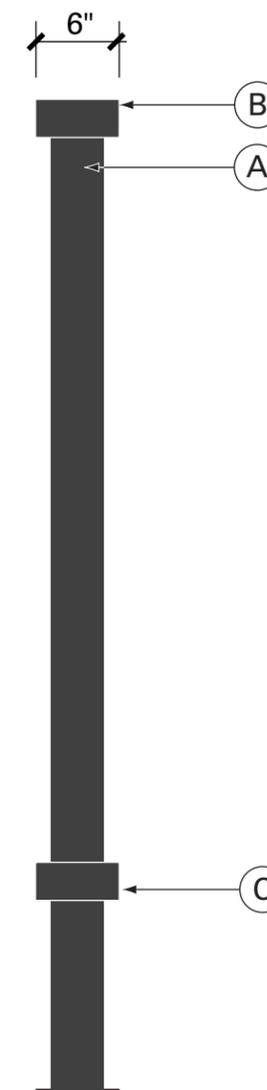
Single-sided and double-sided available.



**1** Sign Type **FREESTANDING BUILDING ID**: Single Tenant Large  
Scale: 1" = 1'-0"



**2** Sign Type **FREESTANDING BUILDING ID**: Multi-Tenant Large  
Scale: 1" = 1'-0"



**3** Side View  
Scale: 1" = 1'-0"

## Graphic Conventions

Sign Type:

**FREESTANDING BUILDING ID**

Single Tenant Large  
Multi-Tenant Large

### Mounting Specifications:

Signs must be mounted within three feet of the building in planting areas and as close to the building's main entrance as possible.

The sign's mounting location will be determined on a case-by-case basis. Exact location will be determined in the field by a Trust sign approver.



**1** Sign Type **FREESTANDING BUILDING ID**: Single Tenant Large  
Scale: Not to Scale

## Graphic Conventions

Sign Type:

### FREESTANDING BUILDING ID

Single Tenant Small  
Multi-Tenant Small

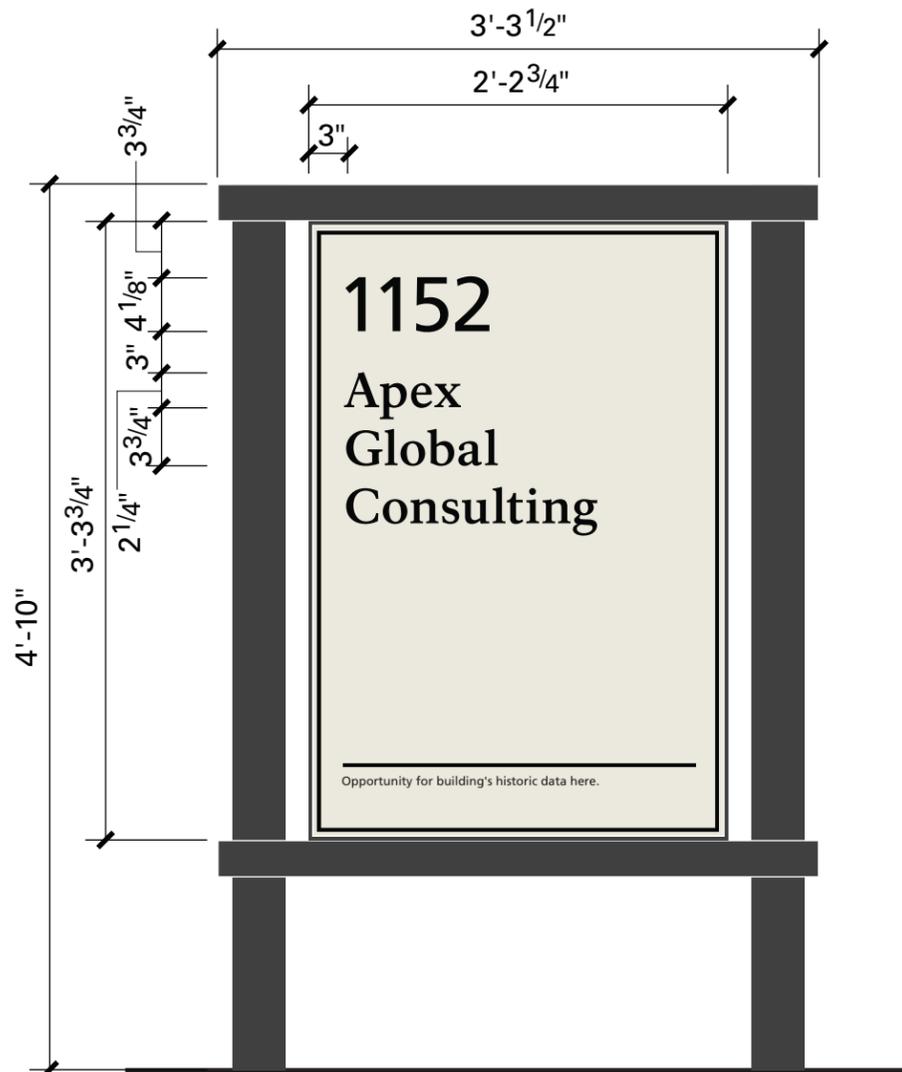
#### Specifications:

Black aluminum frame structure;  
Presidio White FRP sign face and  
Black border detail; stylus cut  
Black vinyl address and tenant  
name.

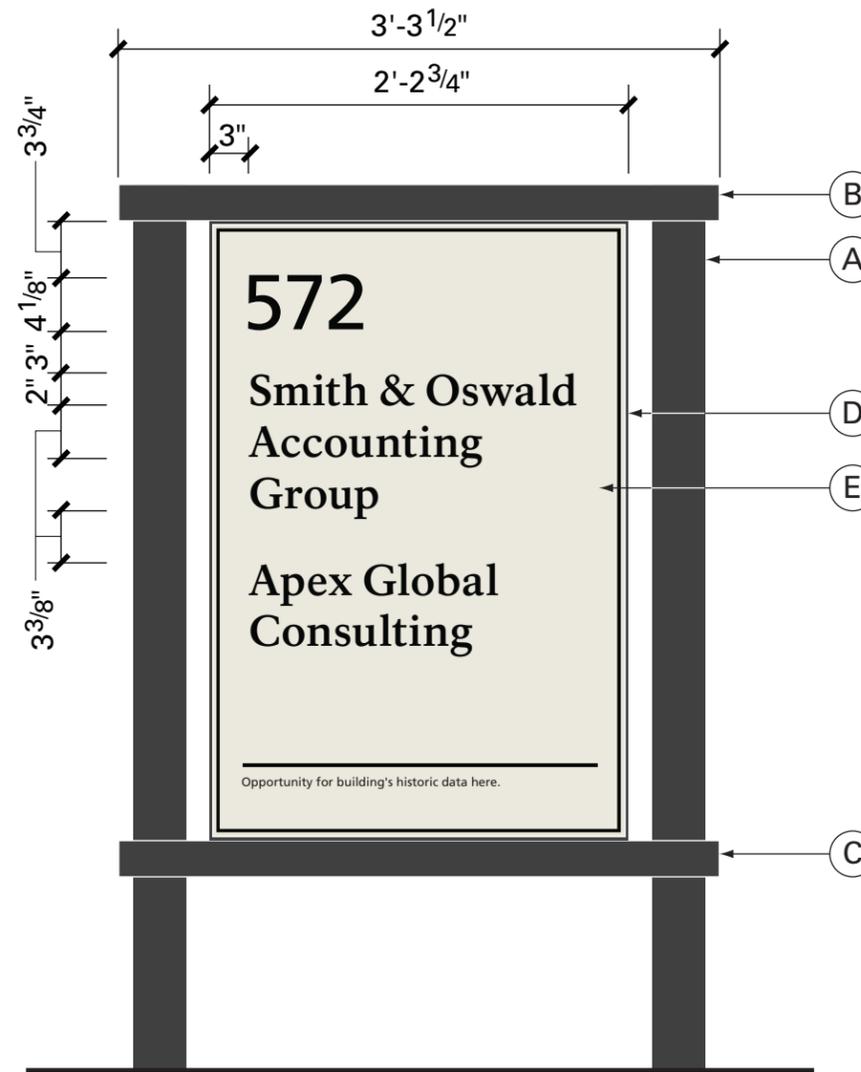
- A. 4" x 4" Square aluminum support post.
- B. 3" x 6" Black aluminum bar horizontal crossbars support cap.
- C. 3" x 6" Black aluminum bar horizontal crossbars support beam.
- D. Aluminum sign panel trim, 1/4" x 2" flat bar. Paint all exposed surfaces black. Mechanically fastened to "B" and "C".
- E. 2" Fiber Reinforced Polyester (FRP) sign panel, color to match Presidio White with border detail 1/4" thickness, color Black. Black vinyl graphics applied. Mechanically fasten to sign structure and frame.

#### Fonts:

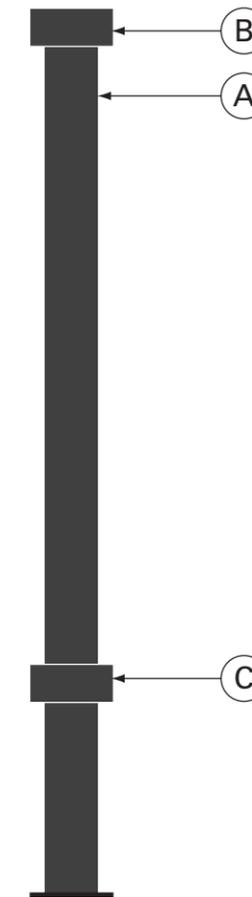
- Building number:  
Frutiger LT Std - 55 Roman
- Tenant(s) name:  
NPS Rawlinson OT - Bold
- Building's historic data text:  
Frutiger LT Std - 55 Roman



**1** Sign Type **FREESTANDING BUILDING ID**: Single Tenant Small  
Scale: 1"= 1'-0"



**2** Sign Type **FREESTANDING BUILDING ID**: Multi-Tenant Small  
Scale: 1"= 1'-0"



**3** Side View  
Scale: 1"= 1'-0"

## Graphic Conventions

Sign Type:

**FREESTANDING BUILDING ID**

Single Tenant Small  
Multi-Tenant Small

### Mounting Specifications:

Signs must be mounted within three feet of the building in planting areas and as close to the building's main entrance as possible.

The sign's mounting location will be determined on a case-by-case basis. Exact location will be determined in the field by a Trust sign approver.



**1** Sign Type **FREESTANDING BUILDING ID**: Single Tenant Small  
Scale: Not to Scale

## Graphic Conventions

Sign Type:

**FREESTANDING BUILDING ID**

Tenant Wayfinding

### Specifications:

Black aluminum frame structure; Presidio Red FRP sign face and Black border detail; stylus cut Black vinyl address and tenant name.

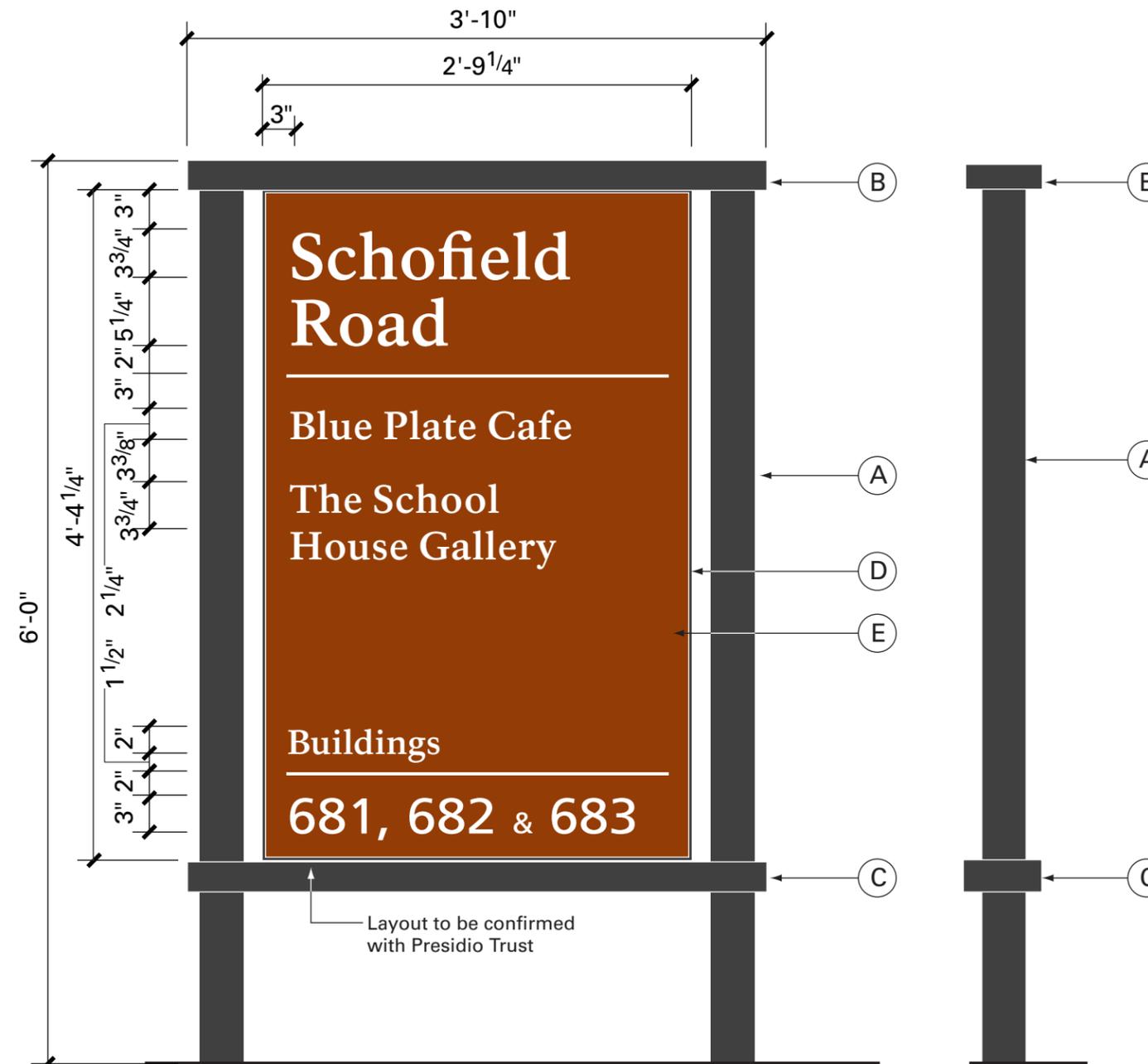
- A. 4" x 4" Square aluminum support post.
- B. 3" x 6" Black aluminum bar horizontal crossbars support cap.
- C. 3" x 6" Black aluminum bar horizontal crossbars support beam.
- D. Aluminum sign panel trim, 1/4" x 2" flat bar. Paint all exposed surfaces black. Mechanically fastened to "B" and "C".
- E. 2" Fiber Reinforced Polyester (FRP) sign panel, color to match Presidio Red. Apply White reflective vinyl graphics. Mechanically fasten to sign structure and frame.

### Fonts:

- Building numbers:  
Frutiger LT Std - 55 Roman
- Street name:  
NPS Rawlinson OT - Bold
- Tenant(s) name and "Buildings":  
NPS Rawlinson OT - Bold

Note:

Single-sided and double-sided available.



**1** Sign Type **FREESTANDING BUILDING ID**: Tenant Wayfinding  
Scale: 1" = 1'-0"

**2** Side View  
Scale: 1" = 1'-0"

## Graphic Conventions

Sign Type:

**FREESTANDING BUILDING ID**

Tenant Wayfinding

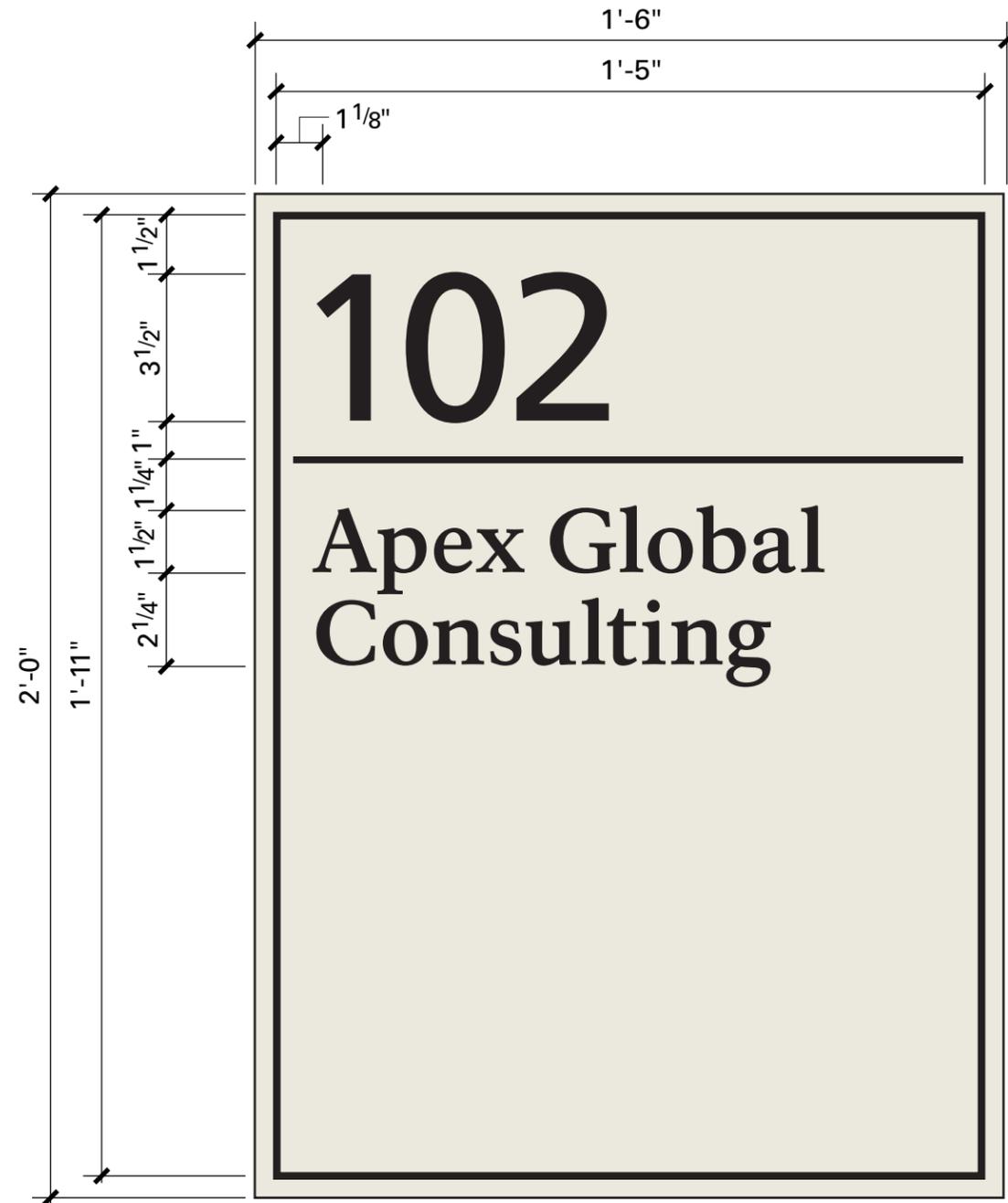
### Mounting Specifications:

These signs are directed at drivers, so they must be visible from roadways.

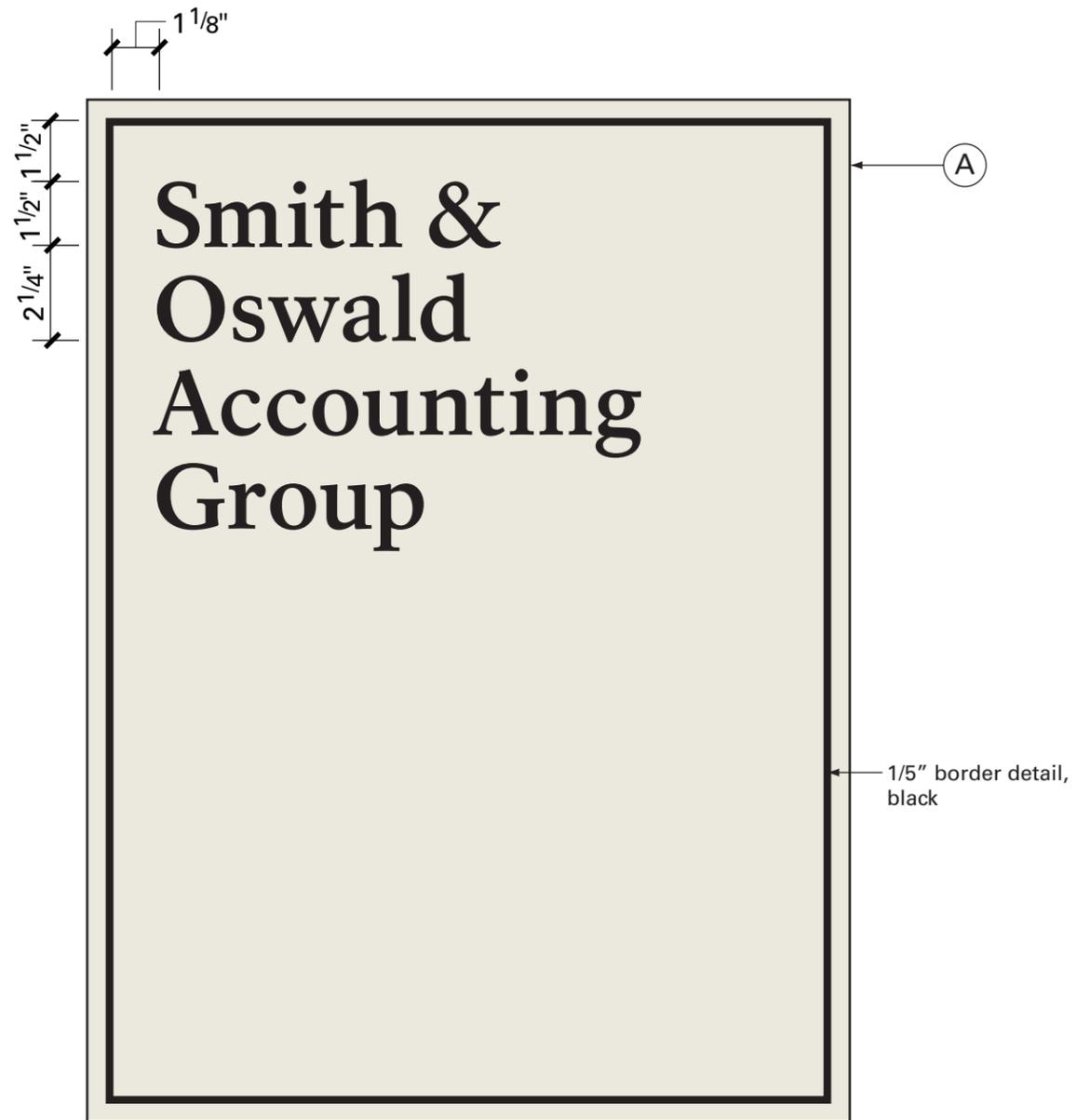
The sign's mounting location will be determined on a case-by-case basis. Exact location will be determined in the field by a Trust sign approver.



**1** Sign Type **FREESTANDING BUILDING ID**: Tenant Wayfinding  
Scale: Not to Scale



**1** Sign Type **WALL-MOUNTED TENANT ID**: Office Tenant ID Sign  
Scale: 3" = 1'-0"



**2** Sign Type **WALL-MOUNTED TENANT ID**: Office Tenant ID Sign (No Number)  
Scale: 3" = 1'-0"

## Graphic Conventions

Sign Type:

**WALL-MOUNTED TENANT ID**

Office Tenant ID Sign

### Specifications:

Two-color porcelain enamel pan sign, Presidio White background with Black border detail. Black vinyl graphics.

- A. 3/4" porcelain enamel pan sign, color to match Presidio White with border detail 1/5" thickness, color Black. Black vinyl graphics applied.

### Fonts:

- Building number:  
Frutiger LT Std - 55 Roman
- Tenant(s) names:  
NPS Rawlinson OT - Bold
- Building's historic data text:  
Frutiger LT Std - 55 Roman

### Note:

Two options available. If a freestanding building ID is not installed and the building ID numbers are not near the front entrance, Option 1 with the building number is used. If the building is clearly marked with building numbers near the front door, Option 2 - No Number option is used.

## Graphic Conventions

Sign Type:

### **WALL-MOUNTED TENANT ID**

Office Tenant ID Sign

#### **Mounting Specifications:**

The surfaced-mounted sign should be located near the building's main door.

The sign's mounting height and location will be determined on a case-by-case basis. Exact location will be determined in the field by a Trust sign approver.

Signs should be fastened into wall surfaces in a way that minimizes damage to historic materials. For masonry walls, fasteners should always be located in mortar joints; they should not be screwed directly into bricks.



**1** Sign Type **WALL-MOUNTED TENANT ID**: Office Tenant ID Sign  
Scale: Not to Scale

**Graphic Conventions**

Sign Type:  
**WALL-MOUNTED TENANT ID**

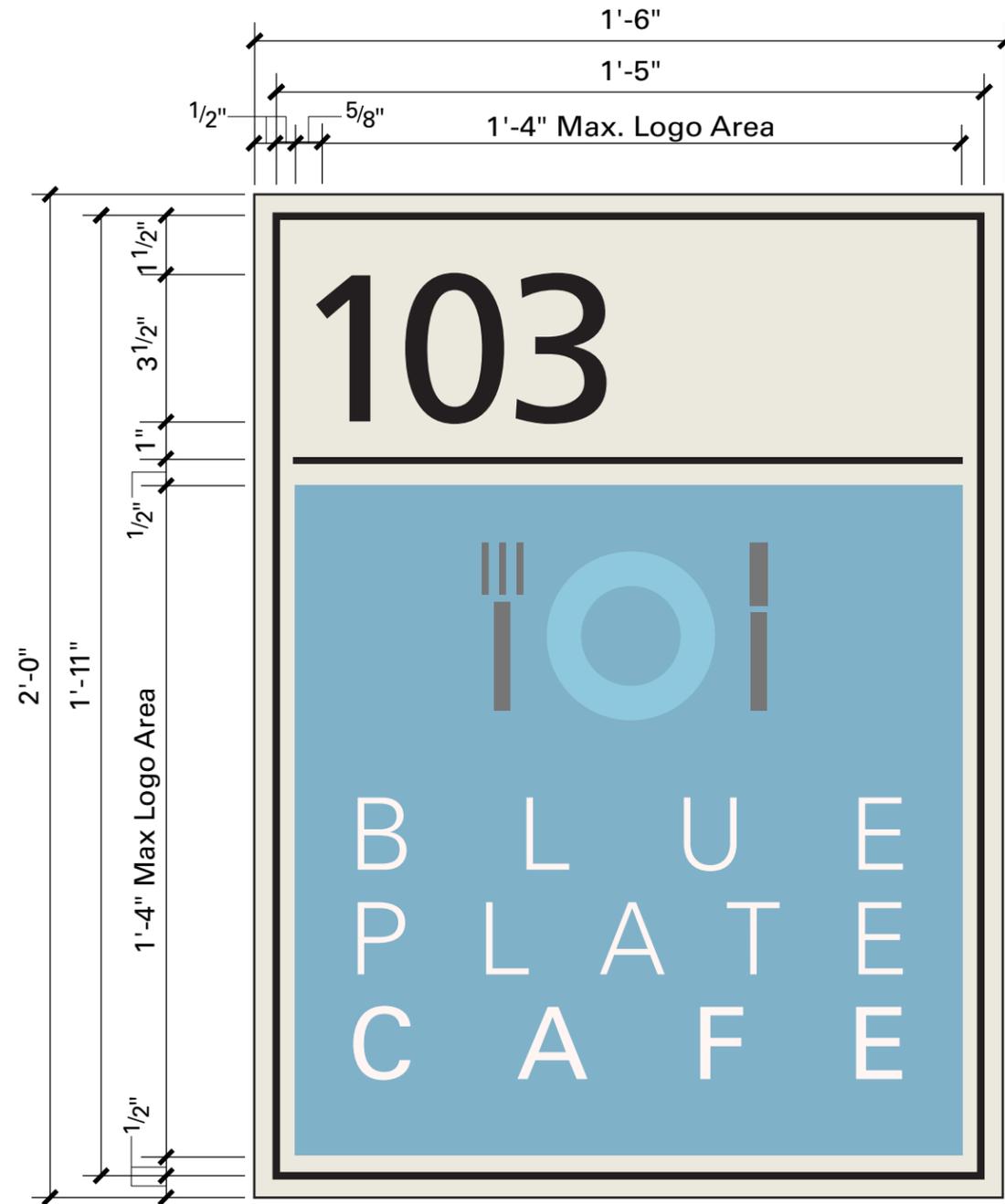
Tenant Logo Sign

**Specifications:**  
Presidio White porcelain enamel sign face with Black border detail and applied tenant logo. Tenant logo is cut or printed vinyl application.

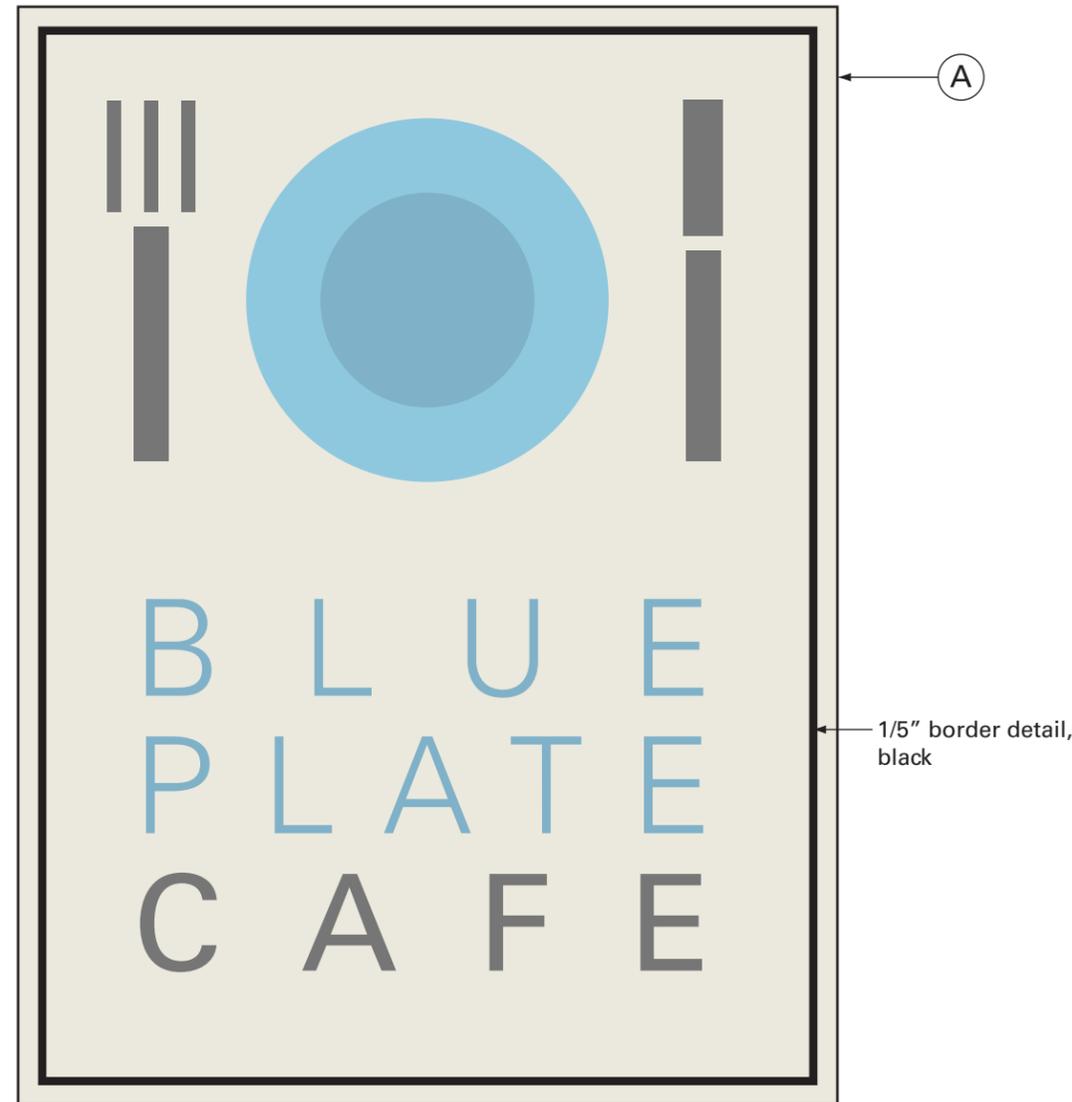
A. 3/4" porcelain enamel pan sign, color to match Presidio White with border detail 1/5" thickness, color Black.

- Fonts:**
- Building number: Frutiger LT Std - 55 Roman
  - Building's historic data text: Frutiger LT Std - 55 Roman

**Note:**  
Two options available. If a freestanding building ID is not installed and the building ID numbers are not near the front entrance, Option 1 with the building number is used. If the building is clearly marked with building numbers near the front door, Option 2 - No Number option is used.



**1** Sign Type **WALL-MOUNTED TENANT ID**: Tenant Logo Sign  
Scale: 3" = 1'-0"



**2** Sign Type **WALL-MOUNTED TENANT ID**: Tenant Logo Sign (No Number)  
Scale: 3" = 1'-0"

## Graphic Conventions

Sign Type:

### WALL-MOUNTED TENANT ID

Tenant Logo Sign

#### Mounting Specifications:

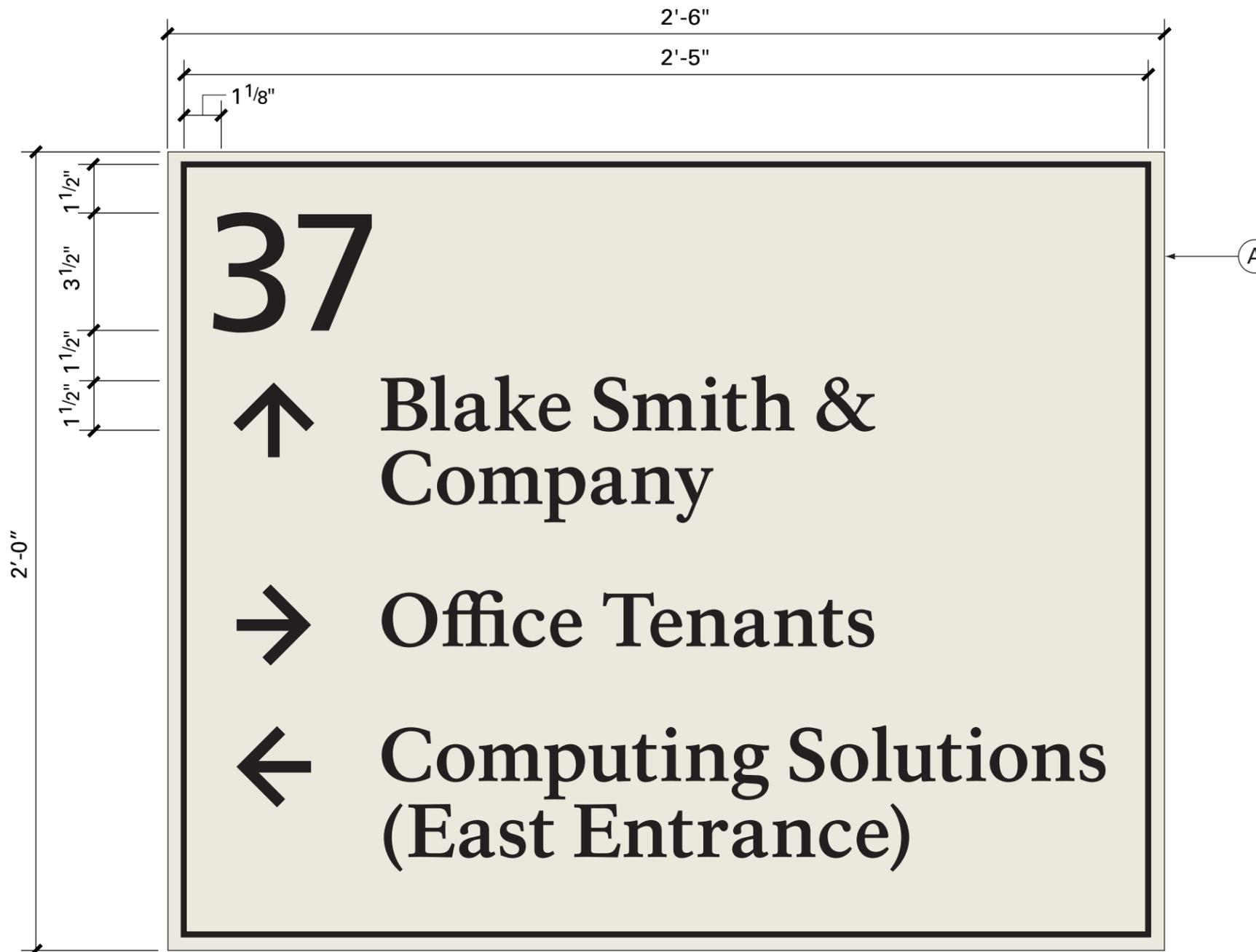
The surface-mounted sign should signal the entrance door associated with the tenant.

The sign's mounting height and location will be determined on a case-by-case basis. Exact location will be determined in the field by a Trust sign approver.

Signs should be fastened into wall surfaces in a way that minimizes damage to historic materials. For masonry walls, fasteners should always be located in mortar joints; they should not be screwed directly into bricks.



**1** Sign Type **WALL-MOUNTED TENANT ID:** Tenant Logo Sign Large  
Scale: Not to Scale



**1** Sign Type **WALL-MOUNTED TENANT ID:** Tenant Directional Large  
 Scale: 3" = 1'-0"

**Graphic Conventions**

Sign Type:  
**WALL-MOUNTED DIRECTIONAL SIGN**  
 Tenant Directional Large

**Specifications:**  
 Two-color porcelain enamel pan sign, Presidio White background with Black border detail. Black vinyl graphics.

A. 3/4" porcelain enamel pan sign, color to match Presidio White with border detail 1/5" thickness, color Black. Black vinyl graphics applied.

- Fonts:**
- Building number:  
Frutiger LT Std - 55 Roman
  - Tenant(s) name:  
NPS Rawlinson OT - Bold

## Graphic Conventions

Sign Type:

### **WALL-MOUNTED DIRECTIONAL SIGN**

Tenant Directional Large

#### **Mounting Specifications:**

The surface-mounted sign should be located on a wall that is easy to see with doorways nearby.

The sign's mounting height and location will be determined on a case-by-case basis. Exact location will be determined in the field by a Trust sign approver.

Signs should be fastened into wall surfaces in a way that minimizes damage to historic materials. For masonry walls, fasteners should always be located in mortar joints; they should not be screwed directly into bricks.



**1** Sign Type **WALL-MOUNTED TENANT ID:** Tenant Directional Large  
Scale: Not to Scale

## Graphic Conventions

Sign Type:

### **WALL-MOUNTED DIRECTIONAL SIGN**

Tenant Directional Small

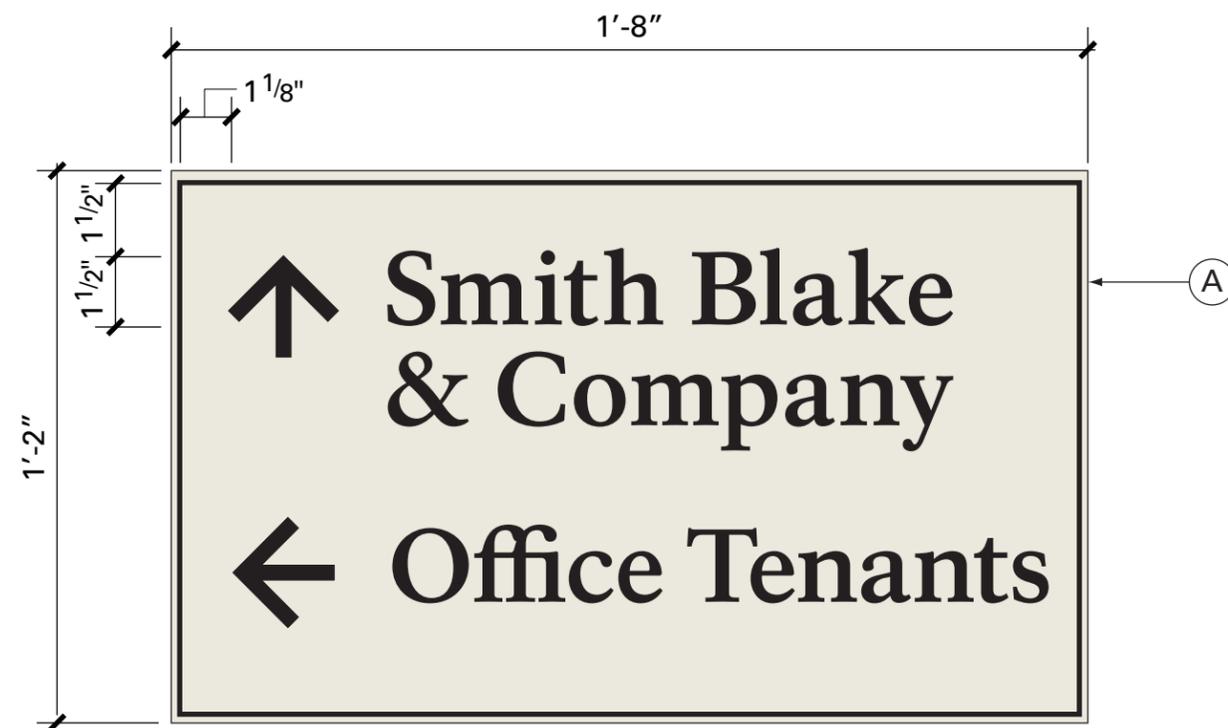
#### **Specifications:**

Two-color porcelain enamel pan sign, Presidio White background with Black border detail. Black vinyl graphics.

- A. 3/4" porcelain enamel pan sign, color to match Presidio White with border detail 1/5" thickness, color Black. Black vinyl graphics applied.

#### **Font:**

- Tenant(s) name: NPS Rawlinson OT - Bold.



**1** Sign Type **WALL-MOUNTED TENANT ID:** Tenant Directional Small  
Scale: 3" = 1'-0"

## Graphic Conventions

Sign Type:

### **WALL-MOUNTED DIRECTIONAL SIGN**

Tenant Directional Small

#### **Mounting Specifications:**

The surface-mounted sign should be located on a wall that is easy to see with doorways nearby.

The sign's mounting height and location will be determined on a case-by-case basis. Exact location will be determined in the field by a Trust sign approver.

Signs should be fastened into wall surfaces in a way that minimizes damage to historic materials. For masonry walls, fasteners should always be located in mortar joints; they should not be screwed directly into bricks.



**1** Sign Type **WALL-MOUNTED TENANT ID:** Tenant Directional Small  
Scale: Not to Scale

## Graphic Conventions

Sign Type:

### EYEBROW LOGO SIGN

Eyebrow Logo Sign Large  
Eyebrow Logo Sign Small

#### Specifications:

Presidio White sign face with applied tenant logo.  
Powder-coated aluminum pan sign. Tenant logo is cut or printed vinyl application.

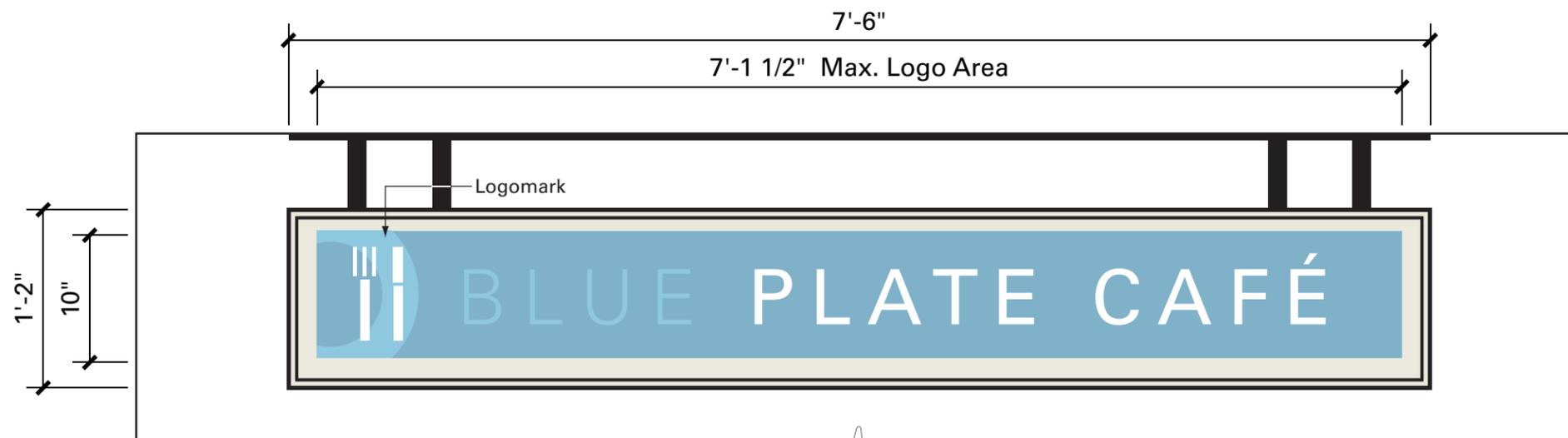
- A. Fabricated steel painted black.
- B. Tenant panel powder-coated aluminum pan sign, color to match Presidio White with border detail 1/4" thickness, color Black.

Note:

Two size options are shown here, dependent on porch column spacing. Additional customized eyebrow signs can be determined on a case-by-case basis.



**1** Sign Type **EYEBROW LOGO SIGN:** Eyebrow Logo Sign Large  
Scale: 1" = 1'-0"



**2** Sign Type **EYEBROW LOGO SIGN:** Eyebrow Logo Sign Large  
Scale: 1" = 1'-0"

## Graphic Conventions

Sign Type:

### EYEBROW LOGO SIGN

EyeBrow Logo Sign Large  
EyeBrow Logo Sign Small

#### Mounting Specifications:

For buildings with front porches, mount between porch columns in a location as close as possible to the tenant's main entry.

The sign's mounting location will be determined on a case-by-case basis. Exact location will be determined in the field by a Trust sign approver.

Fasten signs into surfaces in a way that minimizes damage to historic materials.



1

Sign Type **EYEBROW LOGO SIGN**: Eyebrow Logo Sign Large

Scale: Not to Scale

## Graphic Conventions

Sign Type:

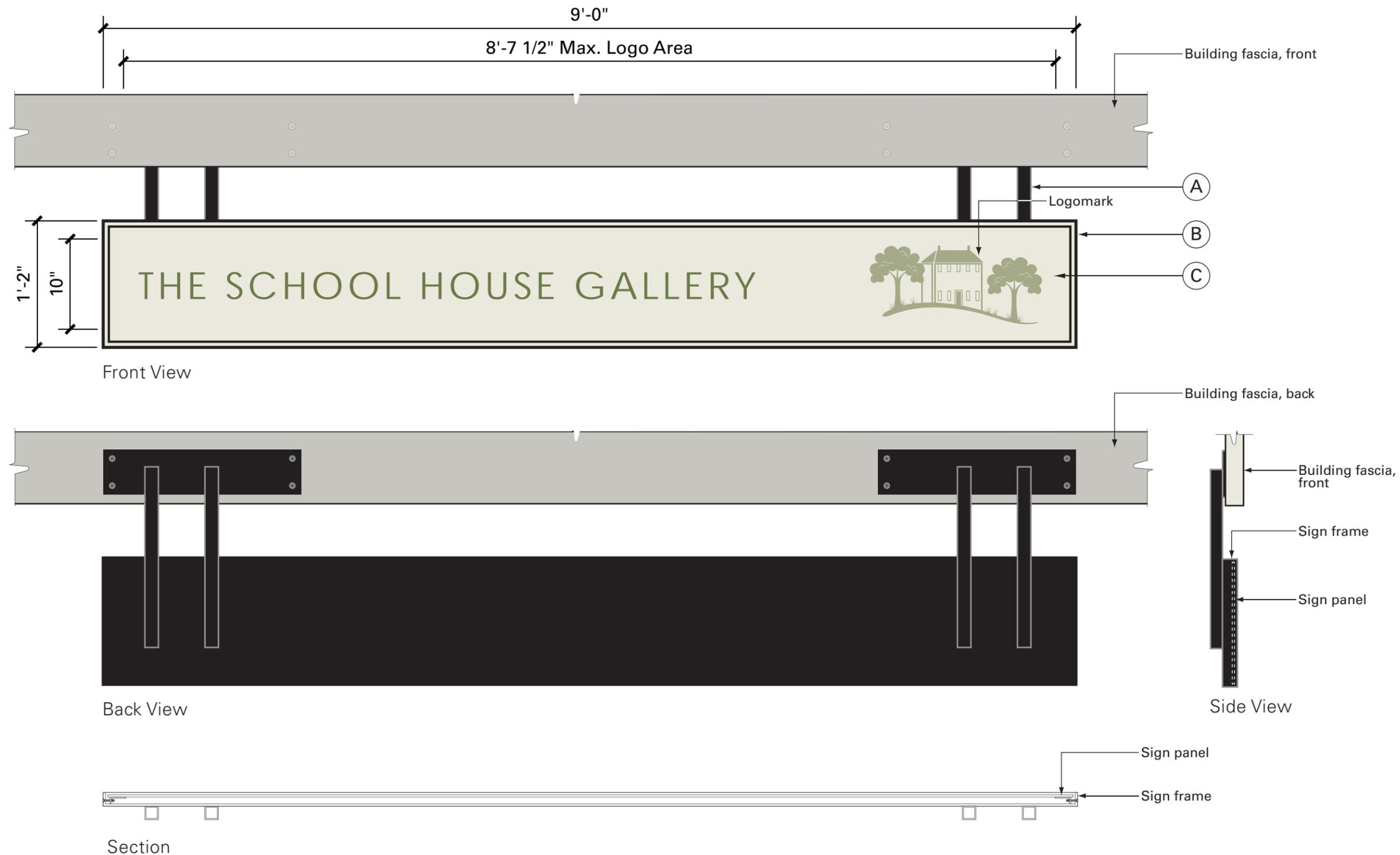
### EYEBROW LOGO SIGN

Warehouse Eyebrow Logo Sign

#### Specifications:

Presidio White sign face with applied tenant logo.  
Powder-coated aluminum pan sign. Tenant logo is cut or printed vinyl application.

- A. Fabricated steel painted Black.
- B. Sign frame.
- C. Tenant panel powder-coated aluminum pan sign, color to match Presidio White with border detail 1/4" thickness, color Black.



**1** Sign Type **EYEBROW LOGO SIGN:** Warehouse Eyebrow Logo Sign  
Scale: 1" = 1'-0"

Note:

This prototype is still to be determined. This may be best suited for the Mason Street Warehouses; Trust is currently in the process of determining the best sign type for the Gorgas Warehouses.



**1** Sign Type **EYEBROW LOGO SIGN**: Warehouse Eyebrow Logo Sign  
Scale: Not to Scale

## Graphic Conventions

Sign Type:

### **EYEBROW LOGO SIGN**

Eyebrow Logo Sign Large  
Eyebrow Logo Sign Small

#### **Mounting Specifications:**

For buildings with front porches, mount between porch columns in a location as close as possible to the tenant's main entry.

For warehouse buildings at Gorgas and Mason Street, mount on overhanging roof eave at edge of loading dock near tenant's main entry.

The sign's mounting location will be determined on a case-by-case basis. Exact location will be determined in the field by a Trust sign approver.

Fasten signs into surfaces in a way that minimizes damage to historic materials.

## Graphic Conventions

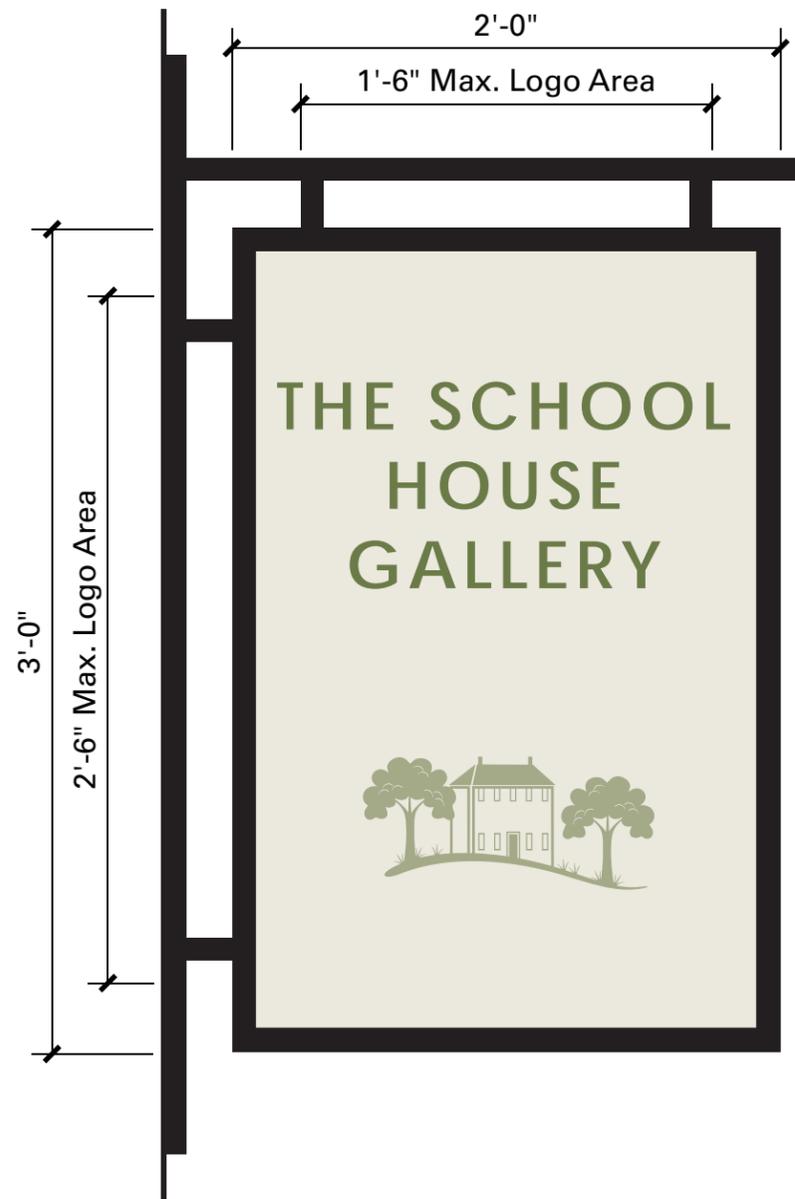
Sign Type:

### RETAIL LOGO BLADE SIGN

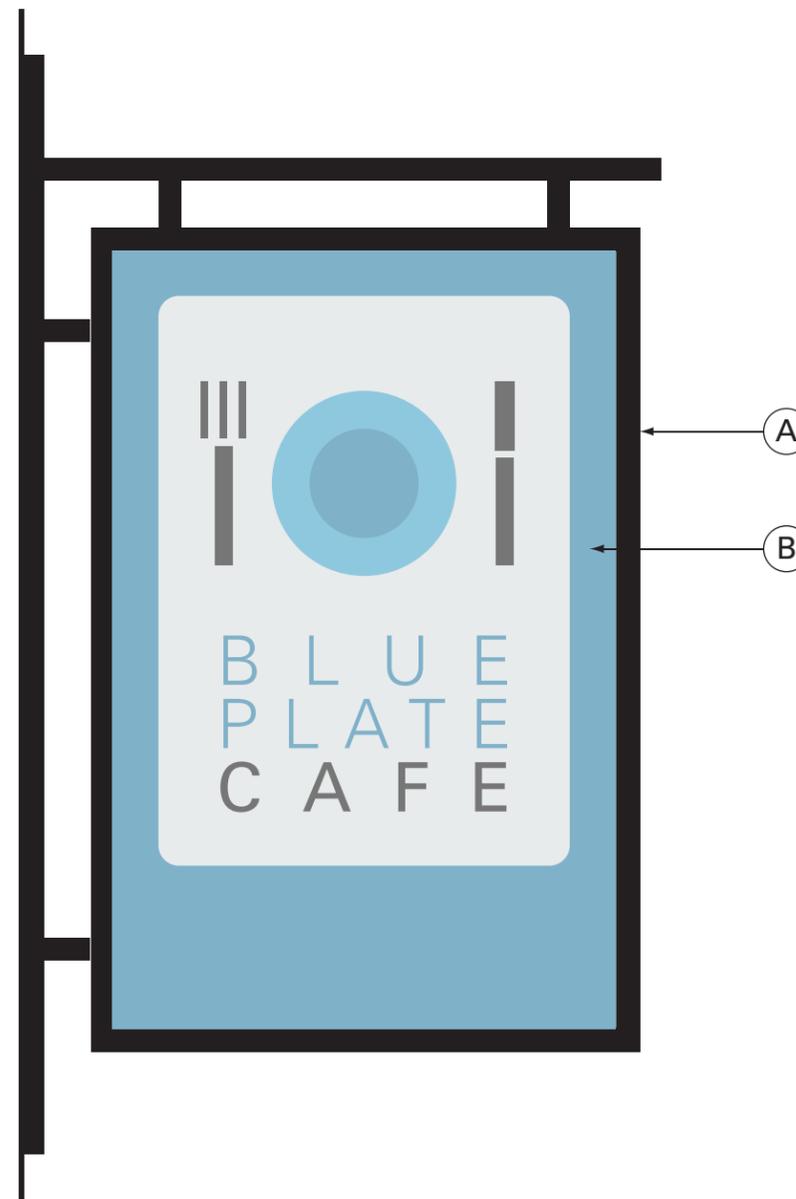
**Specifications:**

Presidio White sign face with applied tenant logo. Materials to be determined. Tenant logo is cut or printed vinyl application.

- A. Fabricated steel painted Black.
- B. Tenant panel to be alumacor, or plywood backed aluminum.



**1** Sign Type **RETAIL LOGO BLADE SIGN**  
Scale: 1 1/2" = 1'-0"



**2** Sign Type **RETAIL LOGO BLADE SIGN**  
Scale: 1 1/2" = 1'-0"

## Graphic Conventions

Sign Type:

### RETAIL LOGO BLADE SIGN

#### Mounting Specifications:

The sign's mounting location will be determined on a case-by-case basis. Exact location will be determined in the field by a Trust sign approver.

Fasten signs into surfaces in a way that minimizes damage to historic materials.



**1** Sign Type **RETAIL LOGO BLADE SIGN**  
Scale: Not to Scale

## Graphic Conventions

Sign Type:

### BUILDING NUMBER SIGN

Building Number Sign Large  
Building Number Sign Small

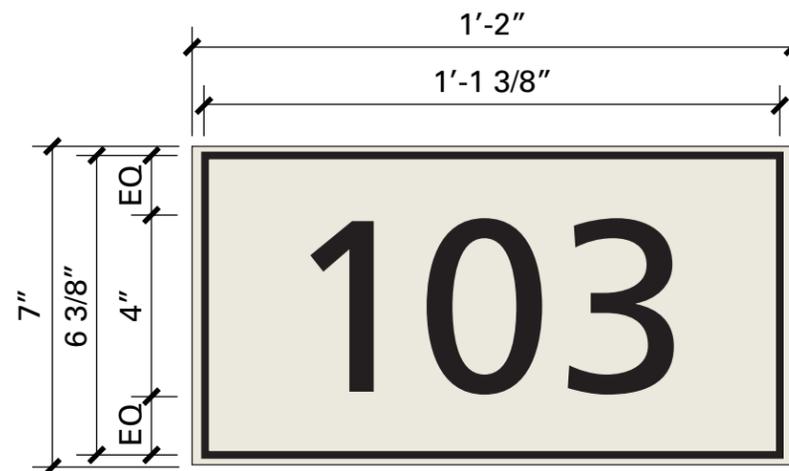
#### Specifications:

Two-color porcelain enamel pan sign, Presidio White background with Black building number.

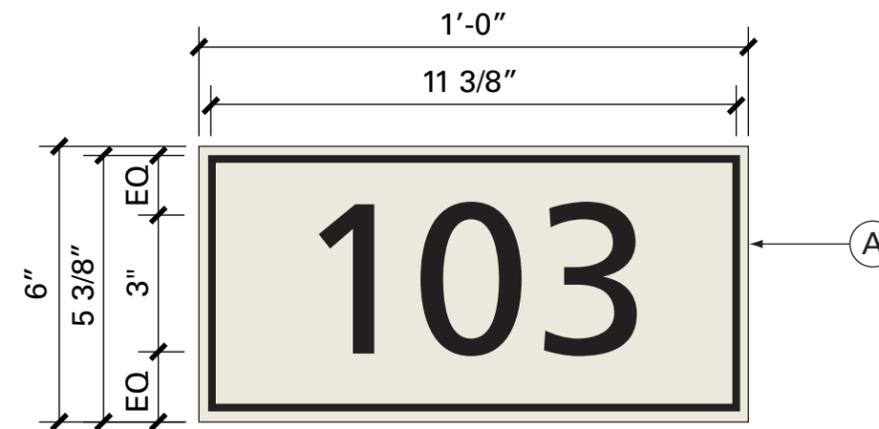
- A. 3/4" porcelain enamel pan sign, color to match Presidio White with border detail 3/16" thickness, color Black. Black vinyl graphics applied.

#### Font:

- Building number: Frutiger LT Std - 55 Roman.



**1** Sign Type **BUILDING NUMBER SIGN**: Building Number Sign Large  
Scale: 3" = 1'-0"



**2** Sign Type **BUILDING NUMBER SIGN**: Building Number Sign Small  
Scale: 3" = 1'-0"

## Graphic Conventions

Sign Type:

### **BUILDING NUMBER SIGN**

Building Number Sign Large  
Building Number Sign Small

#### **Mounting Specifications:**

Signs should be mounted on corners of buildings as needed to allow for easy visibility.

The sign's mounting location will be determined on a case-by-case basis. Exact location will be determined in the field by a Trust sign approver.

Signs should be fastened into wall surfaces in a way that minimizes damage to historic materials. For masonry walls, fasteners should always be located in mortar joints; they should not be screwed directly into bricks.



**1** Sign Type **BUILDING NUMBER SIGN:** Building Number Sign Large  
Scale: Not to Scale

## Graphic Conventions

Sign Type:

**CRISSY FIELD  
WALL-MOUNTED TENANT ID**

Tenant Logo ID

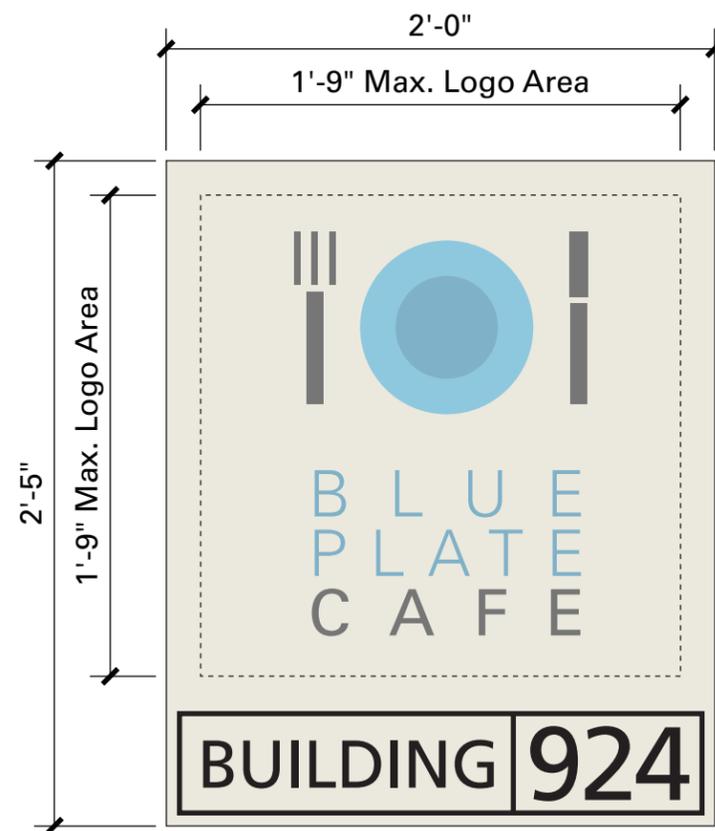
**Specifications:**

Presidio White sign face with applied tenant logo. Materials to be determined. Tenant logo should be digitally printed vinyl graphic or stylus cut solid color vinyl application.

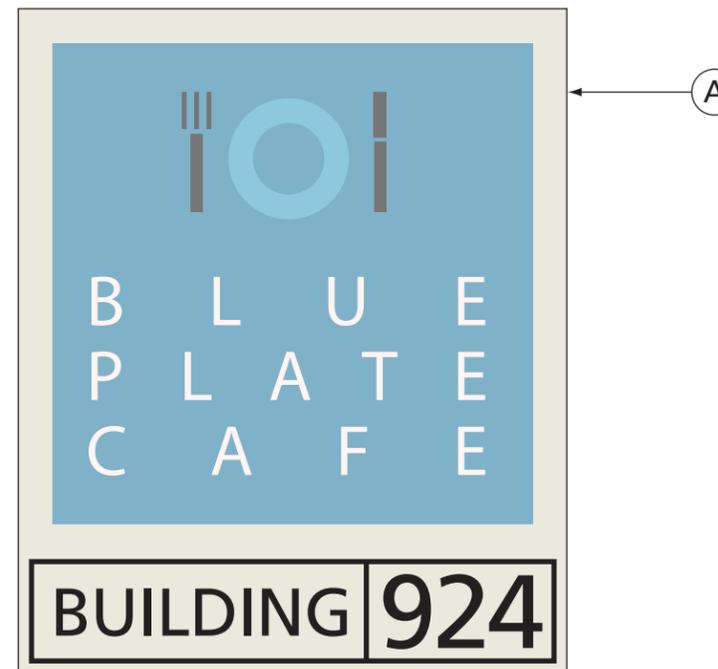
- A. 3/4" Porcelain enamel pan sign, color to match C1 with border detail color C4. Black vinyl graphics applied.

**Font:**

- Building number:  
Frutiger LT Std - 55 Roman



**1** Sign Type **CRISSY FIELD WALL-MOUNTED TENANT ID**: Tenant Logo ID  
Scale: 1 1/2" = 1'-0"



**2** Sign Type **CRISSY FIELD WALL-MOUNTED TENANT ID**: Tenant Logo ID  
Scale: 1 1/2" = 1'-0"

## Graphic Conventions

Sign Type:

**CRISSY FIELD  
WALL-MOUNTED TENANT ID**

Tenant Logo ID

### Mounting Specifications:

The surface-mounted sign should be near tenant's main entry.

The sign's mounting height and location will be determined on a case-by-case basis. Exact location will be determined in the field by a Trust sign approver.

Signs should be fastened into wall surfaces in a way that minimizes damage to historic materials. For masonry walls, fasteners should always be located in mortar joints; they should not be screwed directly into bricks.



**1** Sign Type **CRISSY FIELD WALL-MOUNTED TENANT ID**: Tenant Logo ID  
Scale: Not to Scale

**Graphic Conventions**

Sign Type:

**CRISSY FIELD  
WALL-MOUNTED DIRECTIONAL**

Tenant Directional Large  
Tenant Directional Medium  
Tenant Directional Small

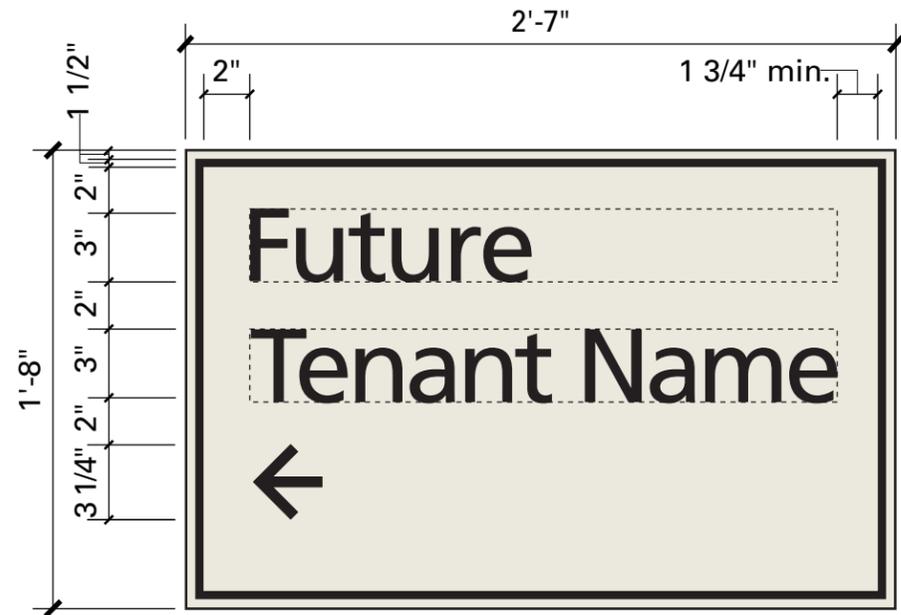
**Specifications:**

Two-color porcelain enamel pan sign, Presidio White background with Black building address.

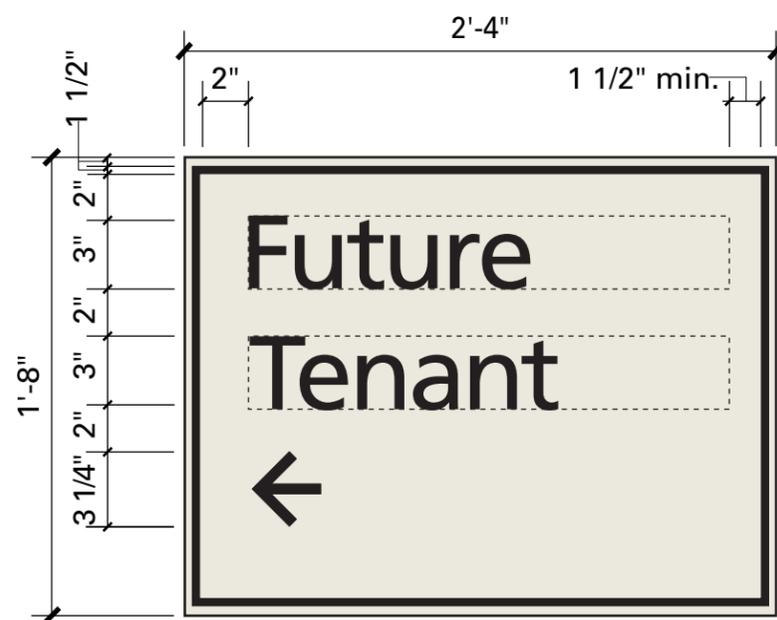
- A. 3/4" Porcelain enamel pan sign, color to match C1 with border detail color C4. Black vinyl graphics applied. (Typography: Frutiger 55; tracking -25)

**Font:**

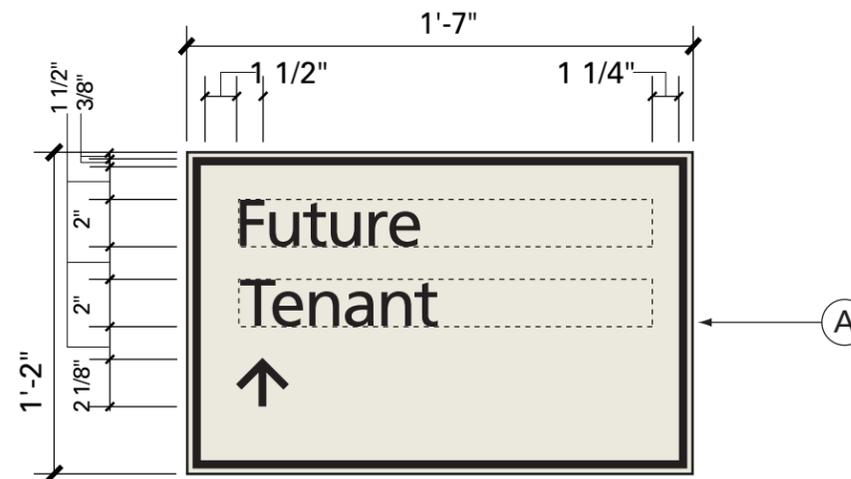
- Tenant name: Frutiger LT Std - 55 Roman



**1** Sign Type **CRISSY FIELD WALL-MOUNTED DIRECTIONAL**: Tenant Directional Large  
Scale: 1 1/2" = 1'-0"



**2** Sign Type **CRISSY FIELD WALL-MOUNTED DIRECTIONAL**: Tenant Directional Medium  
Scale: 1 1/2" = 1'-0"



**2** Sign Type **CRISSY FIELD WALL-MOUNTED DIRECTIONAL**: Tenant Directional Small  
Scale: 1 1/2" = 1'-0"



**1** SignType **CRISSY FIELD WALL-MOUNTED DIRECTIONAL:** Tenant Directional Small  
Scale: Not to Scale

## Graphic Conventions

Sign Type:

### **CRISSY FIELD WALL-MOUNTED DIRECTIONAL**

Tenant Directional Large  
Tenant Directional Medium  
Tenant Directional Small

#### **Mounting Specifications:**

The surface-mounted sign should be located on a wall that is easy to see with doorways nearby.

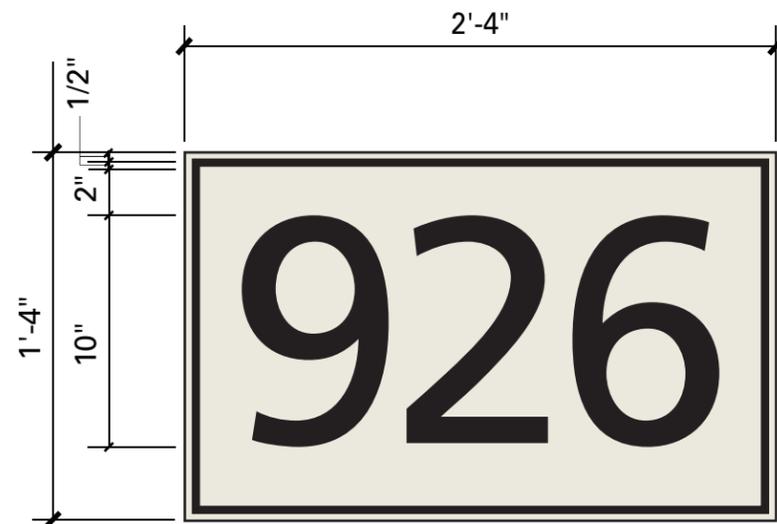
The sign's mounting height and location will be determined on a case-by-case basis. Exact location will be determined in the field by a Trust sign approver.

Signs should be fastened into wall surfaces in a way that minimizes damage to historic materials. For masonry walls, fasteners should always be located in mortar joints; they should not be screwed directly into bricks.

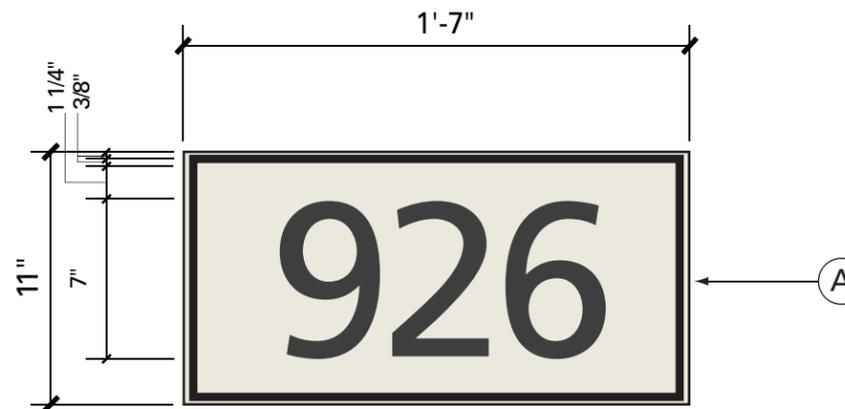
If mounting on corrugated A.C. siding, the Sign Shop should consult with the Trust's Abatement Crew.



**1** Sign Type **CRISSY FIELD BUILDING NUMBER SIGN:** Building Number Sign Large  
 Scale: 1 1/2" = 1'-0"



**2** Sign Type **CRISSY FIELD BUILDING NUMBER SIGN:** Building Number Sign Medium  
 Scale: 1 1/2" = 1'-0"



**2** Sign Type **CRISSY FIELD BUILDING NUMBER SIGN:** Building Number Sign Small  
 Scale: 1 1/2" = 1'-0"

**Graphic Conventions**

Sign Type:  
**CRISSY FIELD BUILDING NUMBER SIGN**  
 Building Number Sign Large  
 Building Number Sign Medium  
 Building Number Sign Small

**Specifications:**  
 Two-color porcelain enamel pan sign, Presidio White background with Black building address.  
 A. 3/4" Porcelain enamel pan sign, color to match C1 with border detail color C4. Black vinyl graphics applied.

**Font:**

- Building number:  
 Frutiger LT Std - 55 Roman



**1** Sign Type **CRISSY FIELD BUILDING NUMBER SIGN:** Building Number Sign Large  
Scale: Not to Scale

## Graphic Conventions

Sign Type:

### **CRISSY FIELD BUILDING NUMBER SIGN**

Building Number Sign Large  
Building Number Sign Medium  
Building Number Sign Small

#### **Mounting Specifications:**

The surface-mounted sign should be located on a wall that is easy to see with doorways nearby.

The sign's mounting height and location will be determined on a case-by-case basis. Exact location will be determined in the field by a Trust sign approver.

Signs should be fastened into wall surfaces in a way that minimizes damage to historic materials. For masonry walls, fasteners should always be located in mortar joints; they should not be screwed directly into bricks.

If mounting on corrugated A.C. siding, the Sign Shop should consult with the Trust's Abatement Crew.

## Graphic Conventions

Sign Type:

### TEMPORARY BUILDING-MOUNTED BANNER

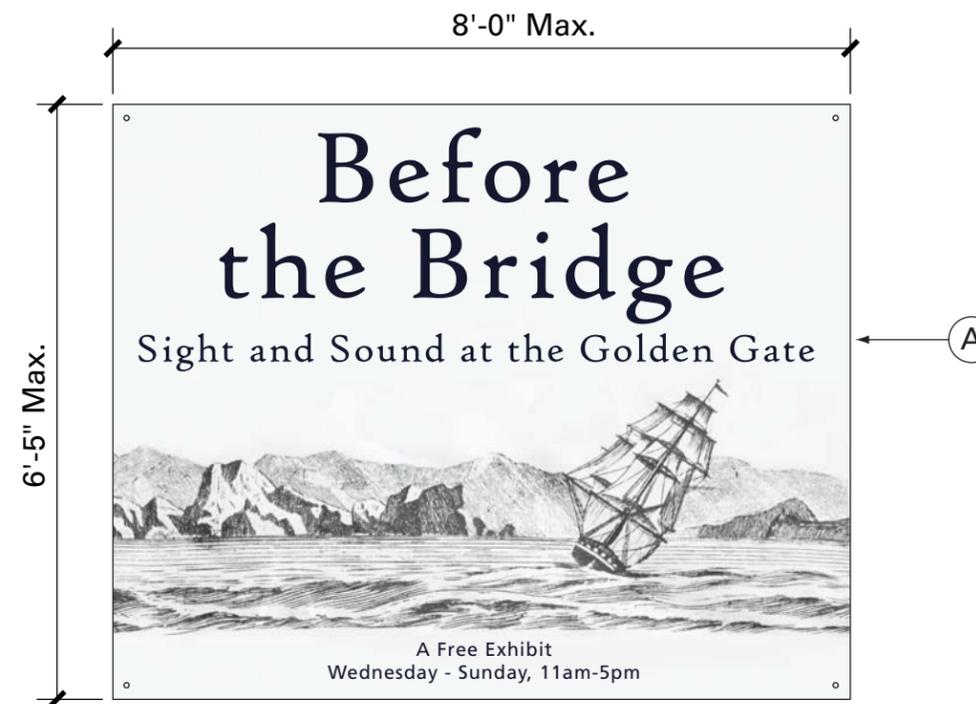
Special Events Banner

#### Specifications:

- A. Digitally imaged vinyl (18 oz.) banner, single-sided print with UV blocking overlamine. Grommet corners to hang.

#### Approved Banner Materials:

- Natural or recycled materials.



**1** Sign Type **TEMPORARY BUILDING-MOUNTED BANNER:** Special Events Banner  
Scale: 1/2" = 1'-0"

## Graphic Conventions

Sign Type:

### TEMPORARY BUILDING-MOUNTED BANNER

Special Events Banner

#### Mounting Specifications:

For building with front porches, mount banners between porch columns.

For other buildings, locations will be reviewed on a case-by-case basis. Exact location will be determined in the field by a Trust sign approver.

Fasten signs into surfaces in a way that minimizes damage to historic materials.



**1** Sign Type **TEMPORARY BUILDING-MOUNTED BANNER:** Special Events Banner  
Scale: Not to Scale

## Graphic Conventions

Sign Type:

### STREETLIGHT BANNER

Tenant Leasable

#### Specifications:

Pole sleeve seams welded and double needle stitched.

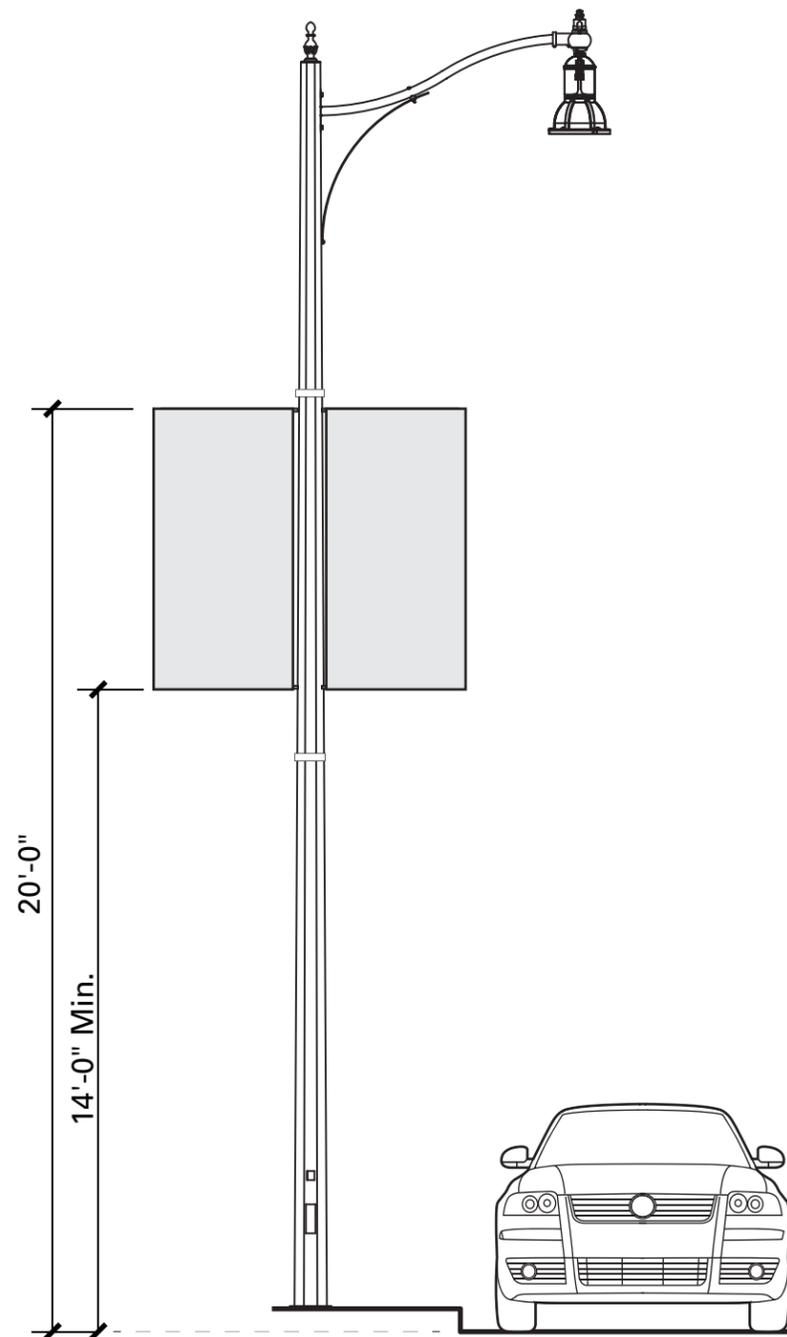
- A. Digitally imaged banner, double-sided print with UV blocking overlaminates.
- B. Pole sleeve seams welded and double needle stitched.
- C. The banner installer's name and emergency contact phone number.

#### Approved Banner Materials:

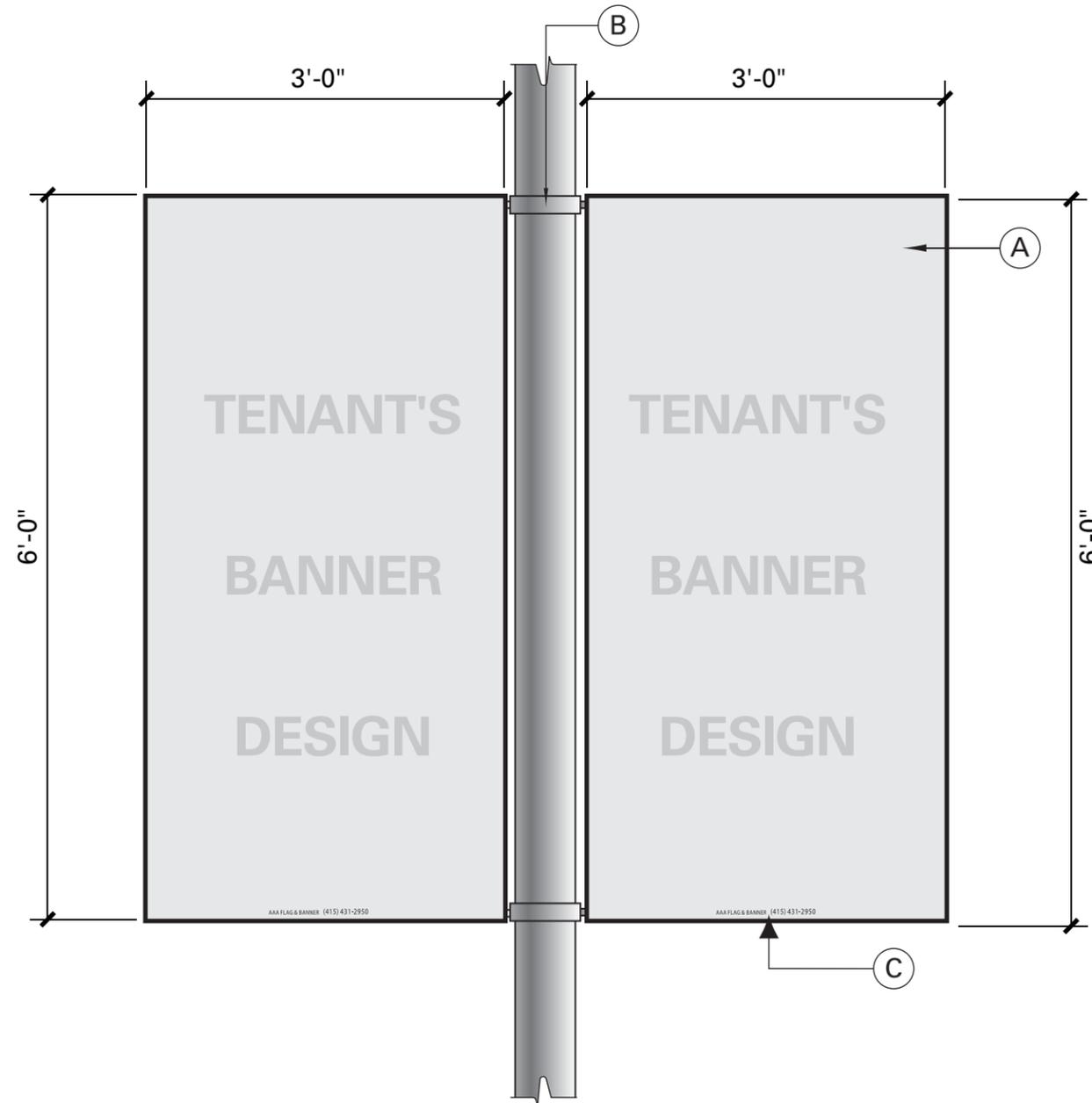
- Natural or recycled materials.

#### Banner Hardware:

- Banners attached to existing Presidio streetlights must avoid damaging streetlight poles. The banner installer will be liable for damaging poles.
- For painted streetlight poles, the banner attachment must include double wrapping the pole at the point of attachment to protect paint the paint finish.
- Banner poles and mounting hardware must be properly attached to streetlight poles. This attachment must be sturdy and wind-resistant and must remain stable and in place for the duration of the approved banner period. Attachment to the poles must not damage them.



**1** Sign Type **STREETLIGHT BANNER**: Tenant Reserved  
Scale: 1/4" = 1'-0"



**2** Sign Type **STREETLIGHT BANNER**: Tenant Leasable  
Scale: 3/4" = 1'-0"

## Graphic Conventions

Sign Type:

### **STREETLIGHT BANNER**

Tenant Leasable



**1** Sign Type **STREETLIGHT BANNER:** Tenant Leasable  
Scale: Not to Scale

#### **Mounting Specifications:**

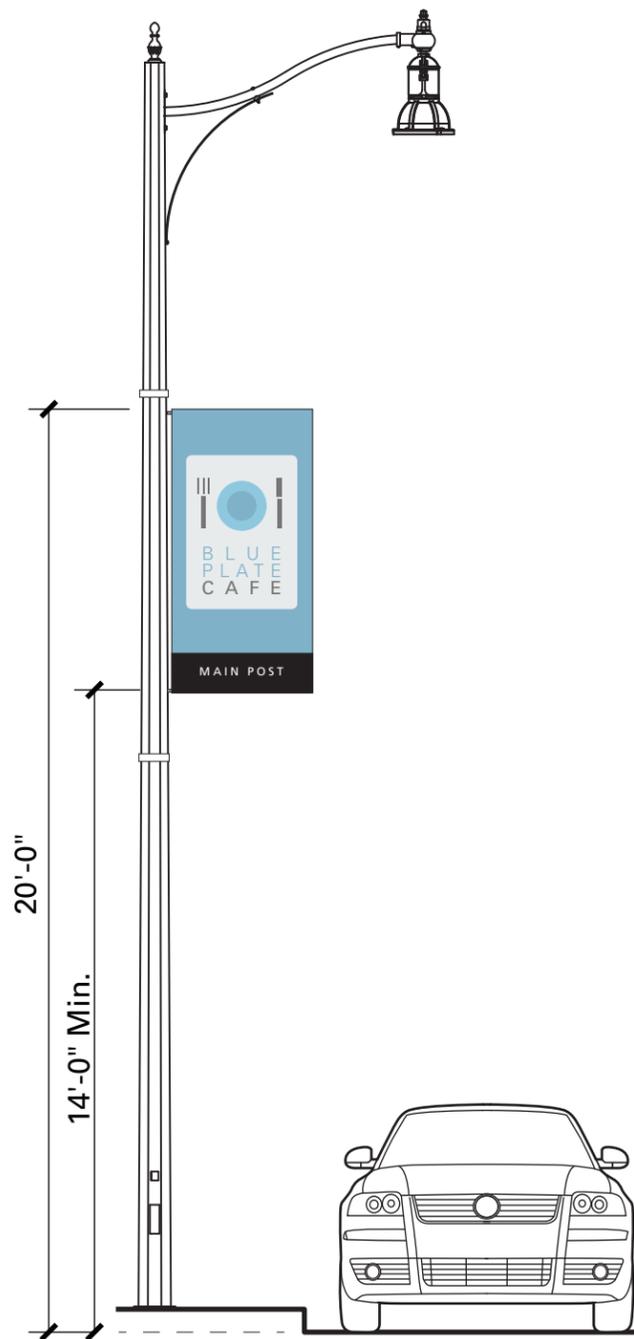
Mounting locations only on streetlight poles that are approved for banners (see Appendix C). Mount at least 14' above sidewalk.

#### **Banner Installer:**

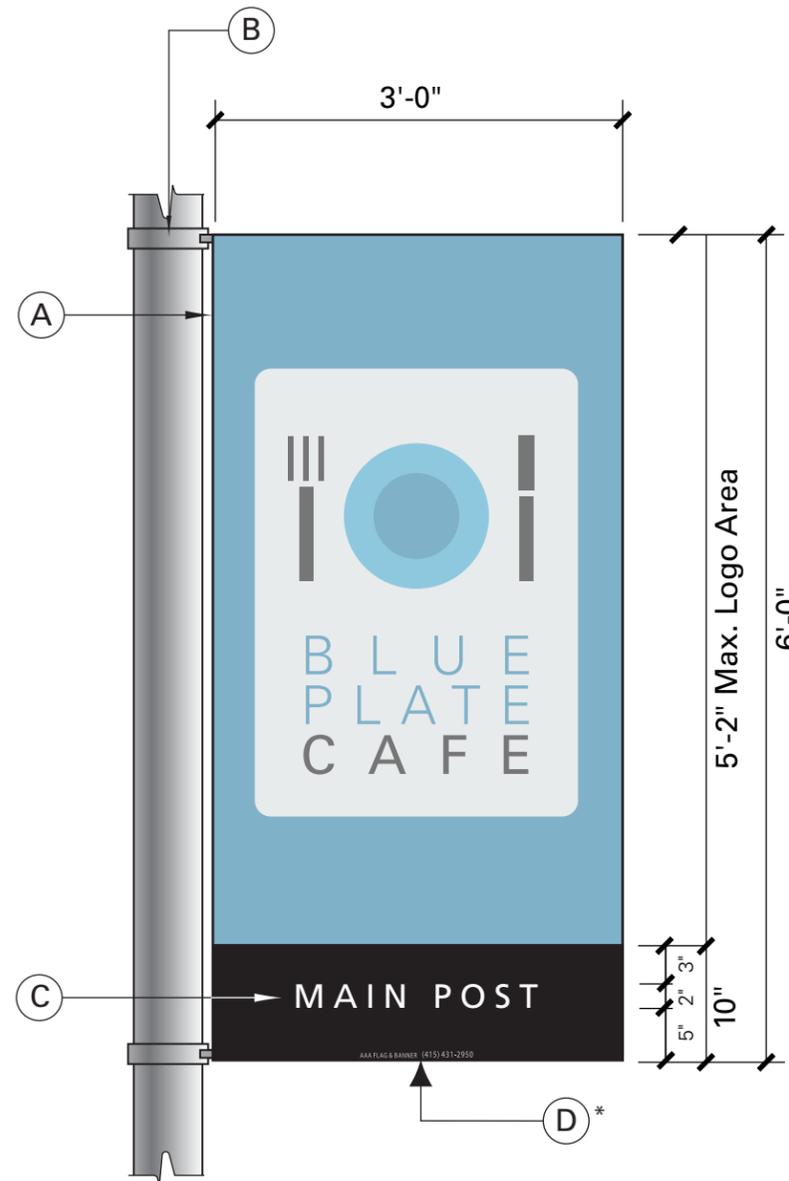
- Tenants are responsible for contracting with a reputable banner fabricator and installer. This installer must be licensed and have demonstrated experience installing banners in San Francisco.
- The banner installer must carry insurance.
- The banner installer may only use materials and hardware that are allowed at the Presidio (see previous page).
- The banner installer may only install banners on pre-approved poles and is responsible for removing those banners promptly at the end of the approved banner period.
- The banner installer's name and emergency contact phone number must be printed on each banner in a location that is visible from the ground. The banner installer must be available 24/7 to respond to phone calls reporting damage and to correct problems for the duration of the time when they are installed at the Presidio.

#### **Installation of Banners:**

- The banner installer must comply with Occupational Safety and Health Administration (OSHA) standards.
- The banner installer must protect public safety in the Presidio while installing banners. Banners must not be installed in busy areas when people are present.
- The banner installer must obey traffic rules and avoid creating traffic congestion or dangerous traffic situations. If the vehicle installing the banners cannot operate without stopping traffic, the installer must provide a flagman to direct traffic around the stopped vehicle.
- Banner installation vehicles must use caution and warning lights while installing banners.
- Banner installation must avoid congested traffic times, and occur during early morning hours or at other times when traffic disruption will be minimized.



**1** Sign Type **STREETLIGHT BANNER**: Tenant Reserved  
Scale: 1/4" = 1'-0"



**2** Sign Type **STREETLIGHT BANNER**: Tenant Reserved  
Scale: 3/4" = 1'-0"

\*The banner installer's name and emergency contact phone number must be printed on each banner in a location that is visible from the ground. The banner installer must be available 24/7 to respond to phone calls reporting damage and to correct problems for the duration of the time when they are installed at the Presidio.

## Graphic Conventions

Sign Type:

**STREETLIGHT BANNER**

Tenant Reserved

### Specifications:

Pole sleeve seams welded and double needle stitched.

- A. Digitally imaged banner, double-sided print with UV blocking overlamine.
- B. Pole sleeve seams welded and double needle stitched.
- C. "MAIN POST" Planning District Name: White; uppercase.
- D. The banner installer's name and emergency contact phone number.\*

### Fonts:

- "MAIN POST" Planning District Name: Frutiger LT Std - 55 Roman  
210 PT Font size with 250 tracking (letter spacing) in white.

### Approved Banner Materials:

- Natural or recycled materials.

### Banner Hardware:

- Banners attached to existing Presidio streetlights must avoid damaging streetlight poles. The banner installer will be liable for damaging poles.
- Hardware used must be stainless steel.
- Pole Banding: Plated carbon steel quick bands will rust and are unattractive. The Trust prefers to utilize permanent banding hardware as used throughout the park.
- For painted streetlight poles, the banner attachment must include double wrapping the pole at the point of attachment to protect paint the paint finish.
- Banner poles and mounting hardware must be properly attached to streetlight poles. This attachment must be sturdy and wind-resistant and must remain stable and in place for the duration of the approved banner period. Attachment to the poles must not damage them.

## Graphic Conventions

Sign Type:

### **STREETLIGHT BANNER**

Tenant Reserved



**1** Sign Type **STREETLIGHT BANNER:** Tenant Reserved  
Scale: Not to Scale

#### **Mounting Specifications:**

Mounting locations only on streetlight poles that are approved for banners (see Appendix C).  
Mount at least 14' above sidewalk.

#### **Banner Installer:**

- Tenants are responsible for contracting with a reputable banner fabricator and installer. This installer must be licensed and have demonstrated experience installing banners in San Francisco.
- The banner installer must carry insurance.
- The banner installer may only use materials and hardware that are allowed at the Presidio (see previous page).
- The banner installer may only install banners on pre-approved poles and is responsible for removing those banners promptly at the end of the approved banner period.
- The banner installer's name and emergency contact phone number must be printed on each banner in a location that is visible from the ground. The banner installer must be available 24/7 to respond to phone calls reporting damage and to correct problems for the duration of the time when they are installed at the Presidio.

#### **Installation of Banners:**

- The banner installer must comply with Occupational Safety and Health Administration (OSHA) standards.
- The banner installer must protect public safety in the Presidio while installing banners. Banners must not be installed in busy areas when people are present.
- The banner installer must obey traffic rules and avoid creating traffic congestion or dangerous traffic situations. If the vehicle installing the banners cannot operate without stopping traffic, the installer must provide a flagman to direct traffic around the stopped vehicle.
- Banner installation vehicles must use caution and warning lights while installing banners.
- Banner installation must avoid congested traffic times, and occur during early morning hours or at other times when traffic disruption will be minimized.

## Graphic Conventions

Sign Type:

### STREETLIGHT BANNER

Tenant Reserved  
(Pedestrian-Scaled Streetlights)

#### Specifications:

Pole sleeve seams welded and double needle stitched.

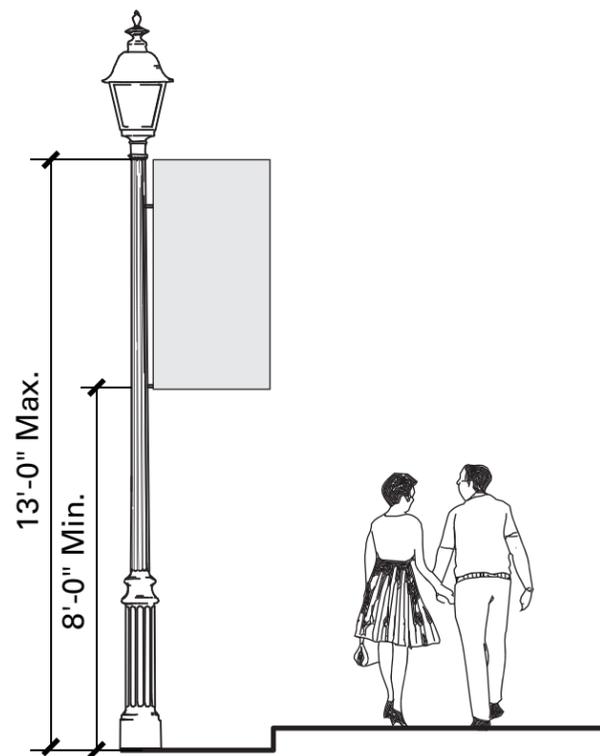
- A. Digitally imaged banner, double-sided print with UV blocking overlamine.
- B. Pole sleeve seams welded and double needle stitched.
- C. The banner installer's name and emergency contact phone number.\*

#### Approved Banner Materials:

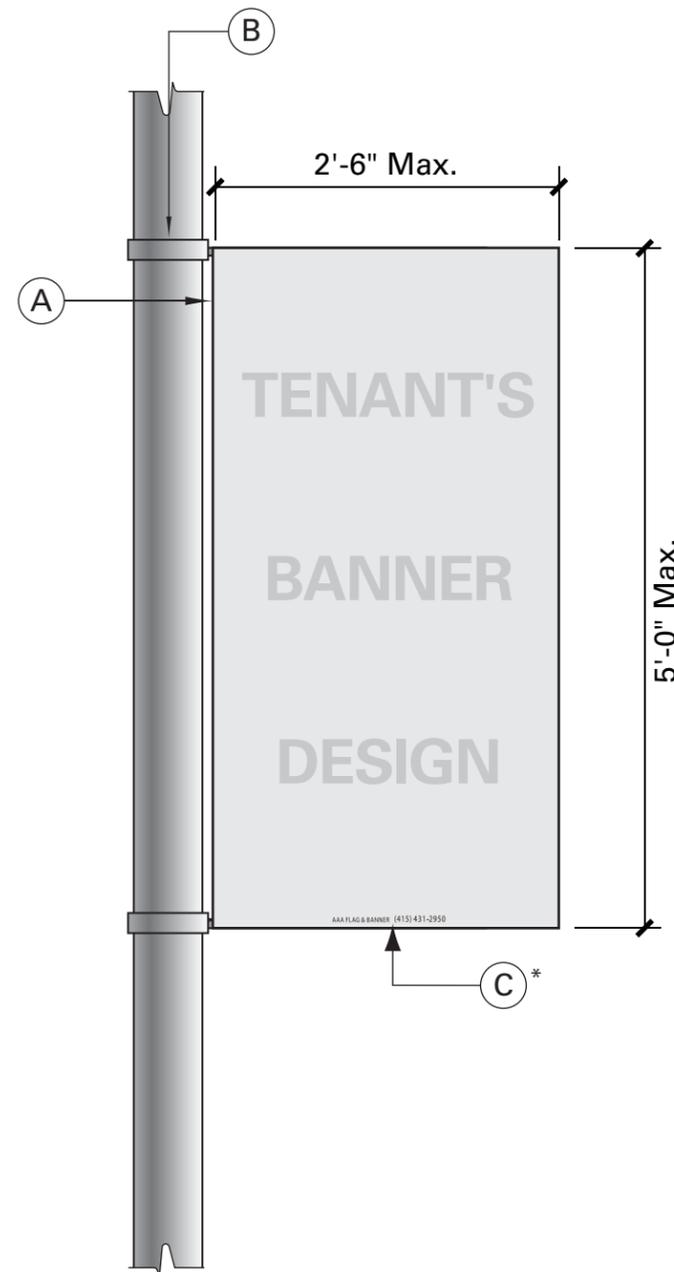
- Natural or recycled materials.

#### Banner Hardware:

- Banners attached to existing Presidio streetlights must avoid damaging streetlight poles. The banner installer will be liable for damaging poles.
- Hardware used must be stainless steel.
- Pole Banding: Plated carbon steel quick bands will rust and are unattractive. The Trust prefers to utilize permanent banding hardware as used throughout the park.
- For painted streetlight poles, the banner attachment must include double wrapping the pole at the point of attachment to protect paint the paint finish.
- Banner poles and mounting hardware must be properly attached to streetlight poles. This attachment must be sturdy and wind-resistant and must remain stable and in place for the duration of the approved banner period. Attachment to the poles must not damage them.



**1** Sign Type **STREETLIGHT BANNER: Tenant Reserved (Pedestrian-Scaled Streetlights)**  
Scale: 1/4" = 1'-0"



**2** Sign Type **STREETLIGHT BANNER: Tenant Reserved (Pedestrian-Scaled Streetlights)**  
Scale: 3/4" = 1'-0"

\*The banner installer's name and emergency contact phone number must be printed on each banner in a location that is visible from the ground. The banner installer must be available 24/7 to respond to phone calls reporting damage and to correct problems for the duration of the time when they are installed at the Presidio.

## Graphic Conventions

Sign Type:

### **STREETLIGHT BANNER**

Tenant Reserved  
(Pedestrian-Scaled Streetlights)

#### **Mounting Specifications:**

Mounting locations only on streetlight poles that are approved for banners (see Appendix C).  
Mount at least 14' above sidewalk.

#### **Banner Installer:**

- Tenants are responsible for contracting with a reputable banner fabricator and installer. This installer must be licensed and have demonstrated experience installing banners in San Francisco.
- The banner installer must carry insurance.
- The banner installer may only use materials and hardware that are allowed at the Presidio (see previous page).
- The banner installer may only install banners on pre-approved poles and is responsible for removing those banners promptly at the end of the approved banner period.
- The banner installer's name and emergency contact phone number must be printed on each banner in a location that is visible from the ground. The banner installer must be available 24/7 to respond to phone calls reporting damage and to correct problems for the duration of the time when they are installed at the Presidio.

#### **Installation of Banners:**

- The banner installer must comply with Occupational Safety and Health Administration (OSHA) standards.
- The banner installer must protect public safety in the Presidio while installing banners. Banners must not be installed in busy areas when people are present.
- The banner installer must obey traffic rules and avoid creating traffic congestion or dangerous traffic situations. If the vehicle installing the banners cannot operate without stopping traffic, the installer must provide a flagman to direct traffic around the stopped vehicle.
- Banner installation vehicles must use caution and warning lights while installing banners.
- Banner installation must avoid congested traffic times, and occur during early morning hours or at other times when traffic disruption will be minimized.



**1** Sign Type **STREETLIGHT BANNER:** Tenant Reserved (Pedestrian-Scaled Streetlights)  
Scale: Not to Scale



**1** Sign Type **STREETLIGHT BANNER**: Crissy Field Tenant ID Banner  
 Scale: 1 1/2" = 1'-0"

**Graphic Conventions**

Sign Type:  
**STREETLIGHT BANNER**  
 Crissy Field Tenant ID Banner

**Specifications:**  
 Pole sleeve seams welded and double needle stitched.

- A. Digitally imaged banner, double-sided print with UV blocking overlamine. Black background with Presidio White logo area.
- B. Pole sleeve seams welded and double needle stitched.

- Fonts:**
- Tenant name:  
Frutiger LT Std - 55 Roman
  - "CRISSY FIELD":  
Frutiger LT Std - 55 Roman.

- Approved Banner Materials:**
- Natural or recycled materials.

- Banner Hardware:**
- Banners attached to existing Presidio streetlights must avoid damaging streetlight poles. The banner installer will be liable for damaging poles.
  - Hardware used must be stainless steel.
  - Pole Banding: Plated carbon steel quick bands will rust and are unattractive. The Trust prefers to utilize permanent banding hardware as used throughout the park.
  - For painted streetlight poles, the banner attachment must include double wrapping the pole at the point of attachment to protect paint the paint finish.
  - Banner poles and mounting hardware must be properly attached to streetlight poles. This attachment must be sturdy and wind-resistant and must remain stable and in place for the duration of the approved banner period. Attachment to the poles must not damage them.

## Graphic Conventions

Sign Type:

### **STREETLIGHT BANNER**

Crissy Field Tenant ID Banner

#### **Mounting Specifications:**

Mounting locations only on streetlight poles that are approved for banners (see Appendix C).  
Mount at least 14' above sidewalk.

#### **Banner Installer:**

- Tenants are responsible for contracting with a reputable banner fabricator and installer. This installer must be licensed and have demonstrated experience installing banners in San Francisco.
- The banner installer must carry insurance.
- The banner installer may only use materials and hardware that are allowed at the Presidio (see previous page).
- The banner installer may only install banners on pre-approved poles and is responsible for removing those banners promptly at the end of the approved banner period.
- The banner installer's name and emergency contact phone number must be printed on each banner in a location that is visible from the ground. The banner installer must be available 24/7 to respond to phone calls reporting damage and to correct problems for the duration of the time when they are installed at the Presidio.

#### **Installation of Banners:**

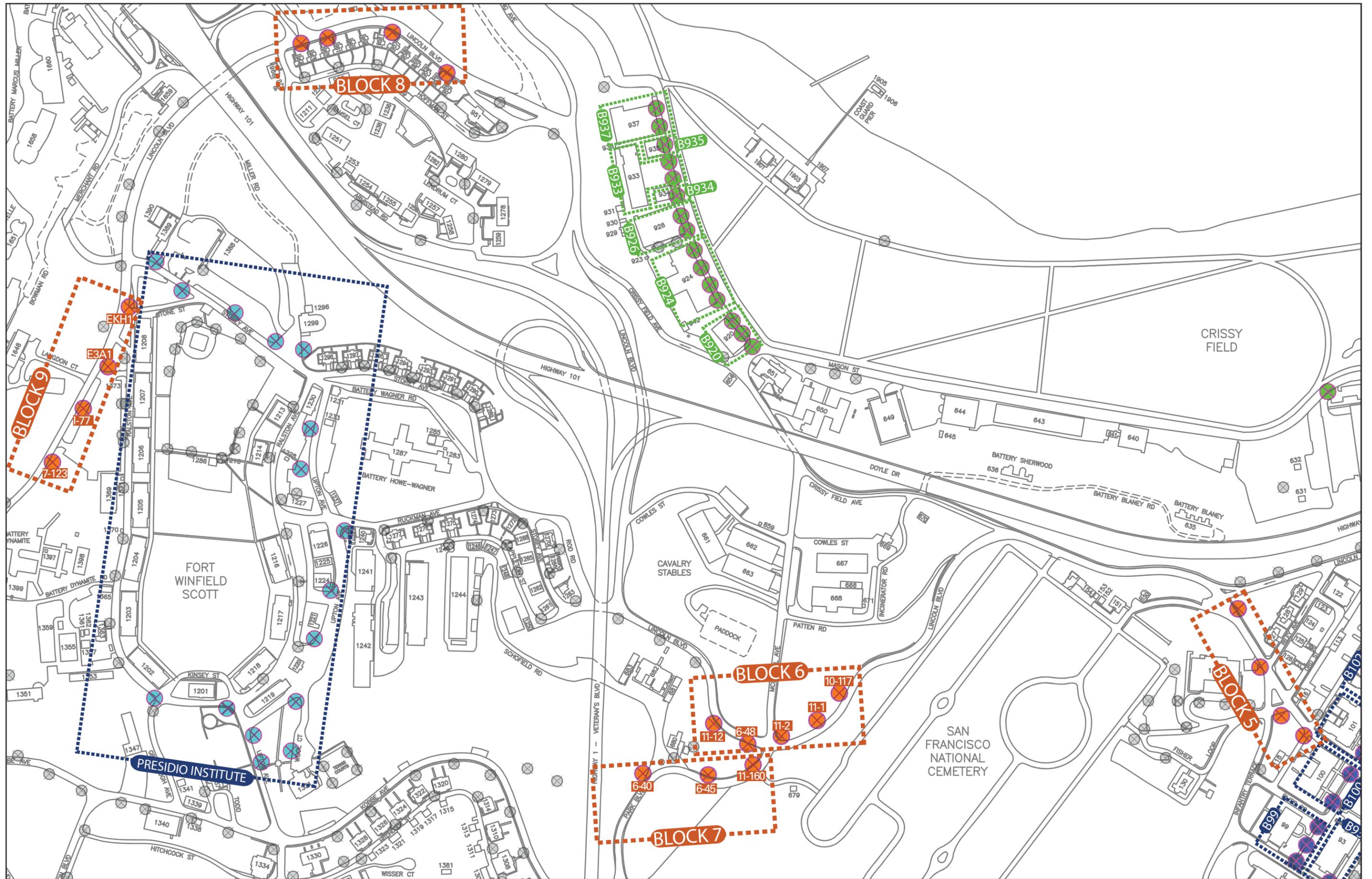
- The banner installer must comply with Occupational Safety and Health Administration (OSHA) standards.
- The banner installer must protect public safety in the Presidio while installing banners. Banners must not be installed in busy areas when people are present.
- The banner installer must obey traffic rules and avoid creating traffic congestion or dangerous traffic situations. If the vehicle installing the banners cannot operate without stopping traffic, the installer must provide a flagman to direct traffic around the stopped vehicle.
- Banner installation vehicles must use caution and warning lights while installing banners.
- Banner installation must avoid congested traffic times, and occur during early morning hours or at other times when traffic disruption will be minimized.



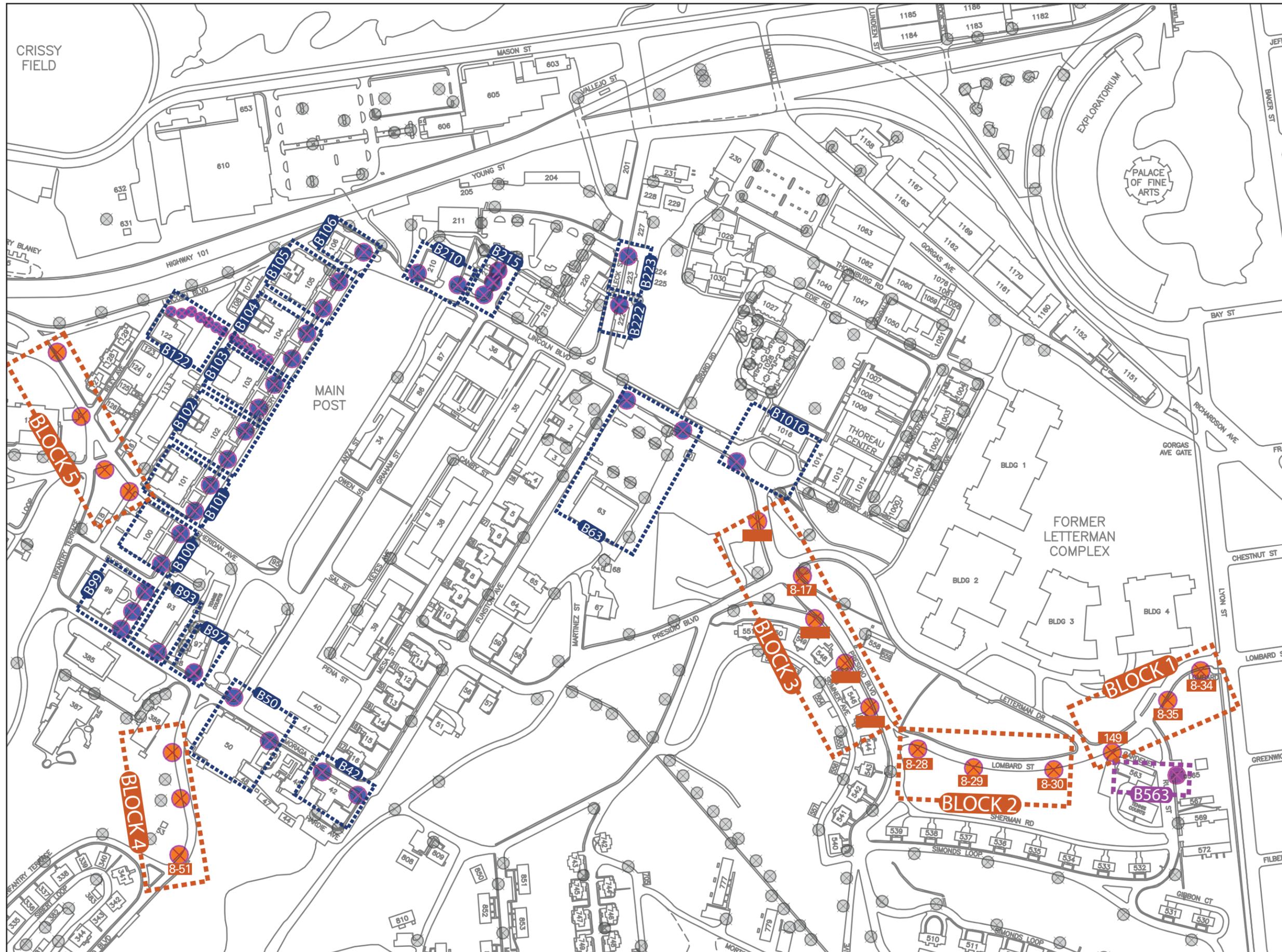
**1** Sign Type **STREETLIGHT BANNER:** Crissy Field Tenant ID Banner  
Scale: Not to Scale

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## APPENDIX C: STREETLIGHT POLES AVAILABLE FOR BANNERS



## Streetlight Poles



- TENANT LEASABLE
- TENANT RESERVED  
MAIN POST ZONE
- TENANT RESERVED:  
FORT SCOTT ZONE
- TENANT RESERVED:  
CRISSY FIELD ZONE
- TENANT RESERVED  
RUGER STREET ZONE

NOTES:  
The Presidio Trust Utilities Department is in the process of assigning identification numbers to the streetlight poles. This document will be updated once that has been completed.



Presidio  
Trust

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