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 WORLD AND THE CHALLENGES THEY FACE  
 A Free Exhibit  
 Wednesday - Sunday, 11am - 5pm

103  
 The  
 Presidio  
 Trust

# PRESIDIO SIGN STANDARDS & GUIDELINES

EXTERIOR SIGNS

FINAL

Presidio of San Francisco  
 Updated August 2023

**PRESIDIO  
 TRUST**

FOR MORE INFORMATION PLEASE  
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## Contents

### 1. INTRODUCTION

- A. [Intent and Purpose](#)
- B. [Background](#)
- C. [Administration](#)
- D. [Design Principles](#)
- E. [Restrictions, Limitations, and Exceptions](#)
- F. [Accessibility Requirements](#)
- G. [Presidio Sign Types Overview](#)

### 2. WAYFINDING SIGNS

- A. [Vehicular Wayfinding](#)
- B. [Bicyclist Wayfinding](#)
- C. [Pedestrian Wayfinding](#)
- D. [Transit Signage](#)

### 3. TENANT IDENTIFICATION

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

- A. [Building ID](#)
- B. [Tenant ID](#)
- C. [Multi-Tenant Wayfinding](#)
- D. [Building Number](#)

### 4. TEMPORARY EXTERIOR SIGNS

- A. [Temporary Building Mounted Banners](#)
- B. [Streetlight Banners](#)
- C. [Windmasters](#)
- D. [Construction Signs](#)
- E. [Commercial Leasing Signs](#)

### 5. SIGN REQUEST PROCESS

- A. [Non-Residential Tenant Signage](#)
- B. [Residential Tenant Signage](#)
- C. [Capital Projects with Signage](#)

## APPENDIX

### A. [Tenant Sign Zones](#)

1. [Main Post](#)
2. [Halleck Street](#)
3. [Ruger Street](#)
4. [Letterman](#)
5. [Thornburgh](#)
6. [Gorgas/East Mason](#)
7. [Crissy Field](#)
8. [Fort Scott](#)
9. [Public Health Service & Presidio Golf Course](#)
10. [Cavalry Stables](#)
11. [Presidio Nursery](#)

### B. [Graphic Conventions](#)

### C. [Streetlight Poles Available for Banners](#)

### D. [Addressing Standards](#)

### E. Memo Destinations on Vehicular Signs [in progress]

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# *1. INTRODUCTION*

## Introduction

### CHAPTER SUMMARIES

[Chapter 1: Introduction](#) provides an overview of the Presidio's design principles related to signs, restrictions and limitations, exceptions, and accessibility requirements. A graphic overview of sign types is found at the end of this chapter.

[Chapter 2: Wayfinding Signs](#) details the types of vehicular, bicyclist, pedestrian and transit wayfinding signs. Please note that traffic and other regulatory signs are subject to federal standards and not included in the *Presidio Sign Standards & Guidelines*. Design and placement of the regulatory sign types are managed by the Presidio Trust Transportation Office and the Department of Public Safety.

[Chapter 3: Tenant Identification](#) defines office tenants vs. public serving tenants, tenant sign zones, and the sign types offered to tenants for wayfinding and identifying tenants' building and entrances.

[Chapter 4: Temporary Exterior Signs](#) explains the parameters of the Presidio Trust's temporary exterior sign options -- banners, windmasters, construction signs and leasing signs.

[Chapter 5: Sign Request Process](#) illustrates the process of submitting, reviewing and installing signs for commercial tenants, residential tenants, and capital projects.

For specific tenant sign zones and sign specifications such as dimensions and materials, please see the [Appendices](#).

### A. INTENT AND PURPOSE

The intent of the *Presidio Sign Standards & Guidelines* is to implement the Trust's strategic goal: "To be visited and loved by all." Its purpose is to provide a consistent set of standards and guidelines for the following sign types:

1. Wayfinding (vehicular, bicyclist, and pedestrian)
2. Transit
3. Tenant identification
4. Building and facility identification
5. Interpretation
6. Temporary exterior

These standards and guidelines address sign types, design, content, and location, and are to be used as a tool for the Presidio Trust Planning team to determine consistency with the National Environmental Policy Act (NEPA) and the National Historic Protection Act (NHPA). The application of these standards and guidelines ensure compliance with federal law that protects the Presidio's historic status as a National Historic Landmark District.

Specifically, these standards and guidelines strive to provide a reasonable balance among:

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

### B. BACKGROUND

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 and guidelines that regulate the appearance and placement of signs. The *Presidio Sign Standards & Guidelines* are intended to preserve the Presidio's historic visual character and to protect its physical setting.

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 the introduction of motor vehicles and had more time to read a sign's message. Also, signs were taller because they were targeted towards equestrians.

With the introduction of the leasing program at the Presidio in the 1990s, the need and desire 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. Compatibility can also be achieved through the consistent use of color, font style and font size.

### C. ADMINISTRATION

A summary of these sign types are found at the end of this Introduction chapter. The sign approval application process is illustrated in *Appendix A*. Please note that traffic and other regulatory signs are subject to federal standards and not included in the *Presidio Sign Standards & Guidelines*. Design and placement of these regulatory sign types are managed by the Presidio Trust Transportation Office and the Department of Public Safety.

The *Presidio Sign Standards & Guidelines* may change or evolve over time. Therefore, any changes to these standards and guidelines will require additional evaluation and consistency determination. Tenants and Trust staff will be notified of any changes made to these guidelines.

### D. DESIGN PRINCIPLES

Through the sign review process, signs may be allowed if findings for approval support consistency with NEPA and the NHPA and compatibility with the landscape and historic character on a Presidio-wide basis by documenting that the sign design meets the following five Design Principles:

1. The sign promotes uniformity and is compatible with the Presidio's historic military character through the consistent use of color and use Presidio standardized font types for all signs.
2. The sign placement results in minimal intrusion on the cultural landscape and minimal physical impact on historic buildings.
3. The sign design is simple and unassuming, marking the identity of the tenant, without campaign messaging or slogans and not intended to provide advertising. Its purpose is simply to convey information and improve wayfinding.
4. The sign size does not exceed the maximum allowed dimensions and contributes to visual uniformity.
5. The sign is consistent with applicable standards and guidelines outlined in this document.

### E. RESTRICTIONS, LIMITATIONS, AND EXCEPTIONS

There are certain sign types that do not fit the character of the Presidio and are therefore prohibited. Other sign types may be approved under limited circumstances if certain conditions are met. These sign types require review on a case-by-case basis. Exceptions to the specific guidelines may be considered if the site possesses unique site specific constraints that make wayfinding and/or identification more difficult.

The Presidio Trust maintains responsibility for the design, construction, installation, and maintenance of all signs in Area B of the Presidio. All installed signs become the property of the Presidio Trust after installation.

This document was determined to be consistent with the National Environmental Policy Act (NEPA) and the National Historic Protection Act (NHPA). The application of these standards and guidelines ensure compliance with federal law that protects the Presidio's historic status as a National Historic Landmark District.



Tenants are not allowed to design and install their own permanent signs at the Presidio; all allowable temporary signs need approvals for application, design and location. Tenants also may not remove or relocate the signs from the building or the landscape for any reason.

### PROHIBITED SIGNS

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;
- neon window signs
- internally lit signs;
- signs on awnings, canopies, or umbrellas;
- signs on parked vehicles;
- murals;
- signs that include elements considered as advertising, such as wall signs painted on a building using tenant brand colors; and
- flags, with the exception of American flags<sup>o</sup> on building-mounted flag poles or the Presidio's landscape-mounted flagpoles, which are controlled by the Trust.

Existing signs that do not comply with these regulations, as amended, or that have not received approval for temporary special events scheduled through the Trust's Special Events Department or that have not been granted waivers pursuant to these provisions, are prohibited and shall be removed.

### Advertising and Using Other Methods as a Means For Branding

Per CFR 63 35710 § 1005.1, advertisements, commercial notices or advertisements shall not be displayed, posted, or distributed within the area administered by the Presidio Trust. Permanent signs should be simple and straightforward, marking the identity of the tenant -- without campaign messaging or slogans. Signs are not intended to provide advertising. They are simply there to convey information and improve wayfinding.

Using non-signage for branding and/or advertising is also not allowed in the Presidio. This includes painting buildings in branding colors that are not otherwise in the Trust's approved paint palette, or found to be incompatible with the historic setting.

### SIGN ALLOWED UNDER LIMITED CIRCUMSTANCES

#### Window Signs

Only reversible (i.e., non-permanent), non-illuminated window signs may be considered for approval. Window signs shall not exceed 20% of the glass area of the window in which the sign is located. Hanging window signs may be considered for approval if at the interior face of the window only. Neon window signs are prohibited.

For tenants, window vinyl can be used to mark main entrances as part of their permanent signage and identification; they can include tenant's name / logo (if public-servant) and hours of operations if applicable. Window vinyls can be used in the following instances: 1) no wall-mounted signs

<sup>o</sup> 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.

can be installed; 2) the tenant requires hours of operation or direct to main entrances, which are normally not allowed on tenant wall-mounted ID signs (only applicable for tenants with glass entry); 3) temporary vinyl graphics to announce special events for a duration of time (no more than 3 months). No advertising, campaign messaging or slogans are allowed as it should be used for identifying the tenant only.

### Lighted Signs

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. Internally lit signs are prohibited. When allowed, lighting must meet dark-sky policy per the Trust's *Lighting Design Guidelines*.

### Interior Lobby Signs

Interior lobby signage, in addition to the standard tenant directory, may only be allowed:

- for public-serving tenants in multi-tenant buildings to provide wayfinding for visitors; and,
- if the sign is reversible without damaging the historic fabric.

Informal methods of posting signs—including those using tape, tacks, and nails—are prohibited due to the damage they can cause to historic buildings.

### EXCEPTIONS

On a case-by-case basis, Trust facilities may be identified that possess unique site specific constraints that make wayfinding and/or identification more difficult, such as large setback from roads. Such facilities may be granted exceptions to the *Presidio Sign Standards & Guidelines* to strengthen the public serving element of the building/site and implement the Trust's strategic goal to be visited and loved by all. All signage for these sites/buildings are determined on a case-by-case basis and require final approval from the Trust CEO.

Required exception findings for approval include:

1. The facility possesses unique site specific constraints that make wayfinding and/or identification more difficult.
2. Granting the standard and/or design exception will strengthen the public serving element of the building/site and implement the Trust's strategic goal to be visited and loved by all.

To date, the following Trust facilities have been identified to qualify for certain exceptions to *Presidio Sign Standards & Guidelines* due to site conditions:

- Presidio Golf Course
- Main Post Buildings
  - Building 50
  - Building 63
- Building 603

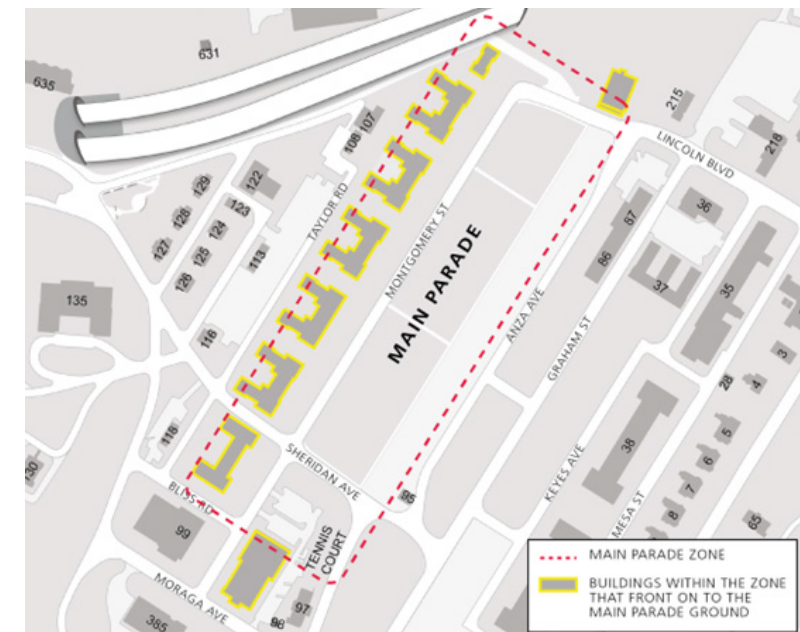
All sign proposals that deviate from the *Presidio Sign Standards & Guidelines* will need to go through a formal Planning Review process that will include National Environmental Policy Act (NEPA) and the National Historic Protection Act (NHPA), as well as Design Review.

### ADDITIONAL DESIGN PRINCIPLES REQUIRED FOR EXCEPTIONS FOR PERMANENT BANNERS

Generally, only temporary banners are allowed in the Presidio, which are used to announce a special event, exhibition, or program. However, an exception may be granted for establishments located in the Main Post.

The Main Parade ground functions as a gathering space for visitors and offers prime views of the surrounding buildings on the Main Post. Permanent tenant identification banners have been permitted for major public-serving establishments that surround this area, including the Presidio Visitor Center and the Walt Disney Family Museum. These banners have been designed to offer greater visibility from the Main Parade ground to promote these public-serving establishments and implement the Trust's strategic goal to be visited and loved by all. The permanent banners fronting the Main Parade are allowed (2 max per building) if they meet the following additional four Design Principles below in addition to the required five Design Principles listed in Section B.

1. The sign is for a major public-serving establishment that is open to all.
2. The building has a porch that is within the Main Parade zone and fronts onto the Main Parade ground, with the sign affixed between two columns. See map below.



3. The sign offers greater visibility from the Main Parade ground than the standard tenant signage.
4. The sign promotes the public-serving elements to increase visitor activity for the heart of the park – the Main Post.

### F. ACCESSIBILITY REQUIREMENTS

The Trust broadly follows the U.S. Access Board Guide to the ADA Accessibility Standards ([Chapter 7: Signs](#)) and the U.S. Access Board (Proposed) Public Rights-of-Way Accessibility Standards ([R402.3 Post-Mounted Objects](#)).

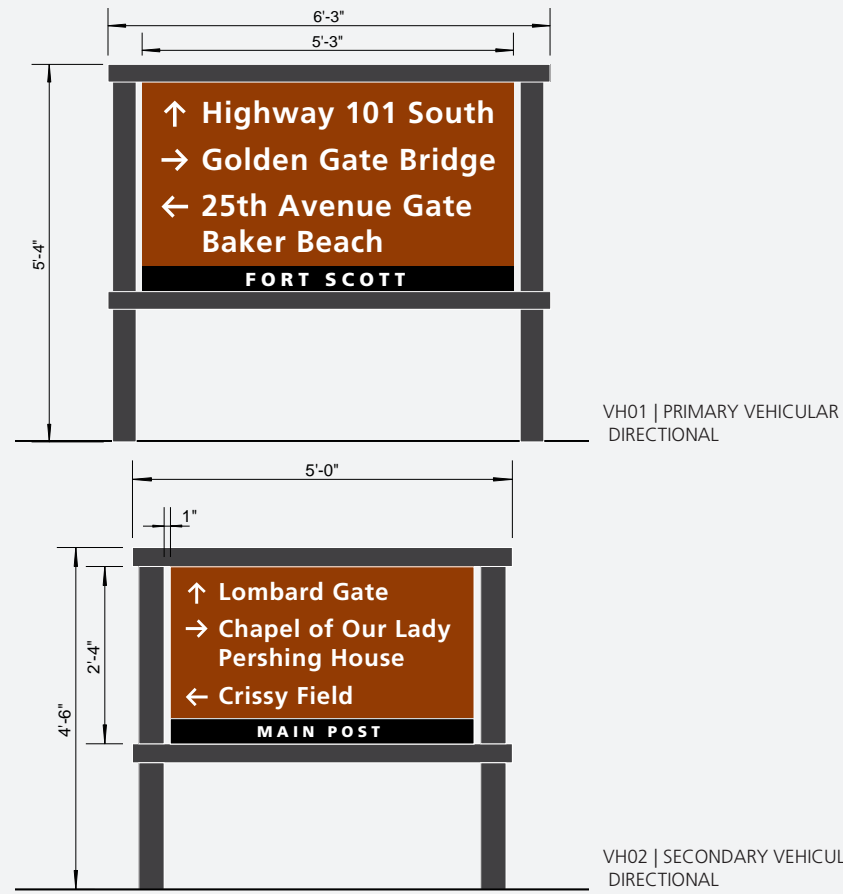
### G. PRESIDIO SIGN TYPES OVERVIEW

The following section provides an overview of all the sign types that this *Presidio Sign Standards & Guidelines* governs. Please see Chapters 2-4 for details of each sign type.

**VH01** PRIMARY VEHICULAR DIRECTIONAL

**VH02** SECONDARY VEHICULAR DIRECTIONAL

Single Sided  
Double Sided

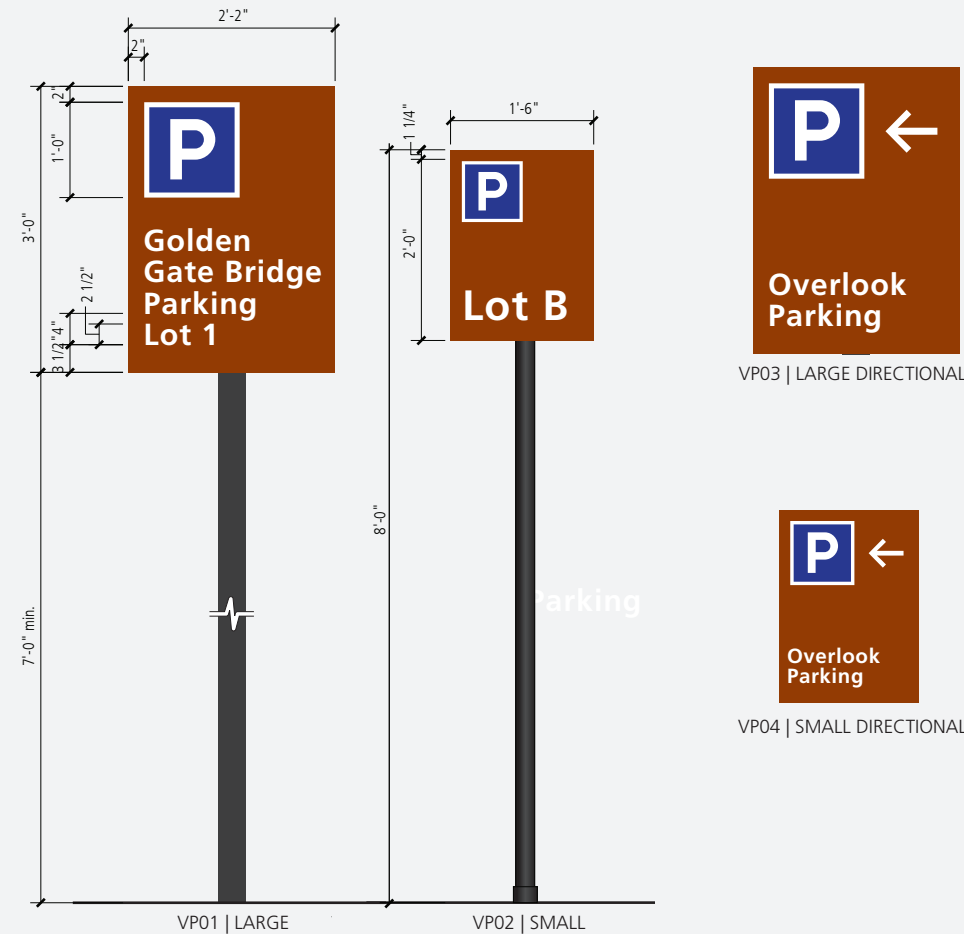


**RA01** RESIDENTIAL AREA & NEIGHBORHOOD ID

Single Sided  
Double Sided



**SS01** SLOW STREETS



**VP01** PARKING ID *LARGE*

**VP02** PARKING ID *SMALL*

**VP03** PARKING ID *LARGE DIRECTIONAL*

**VP04** PARKING ID *SMALL DIRECTIONAL*

Single Sided  
Double Sided

**VEHICULAR WAYFINDING SIGNAGE**

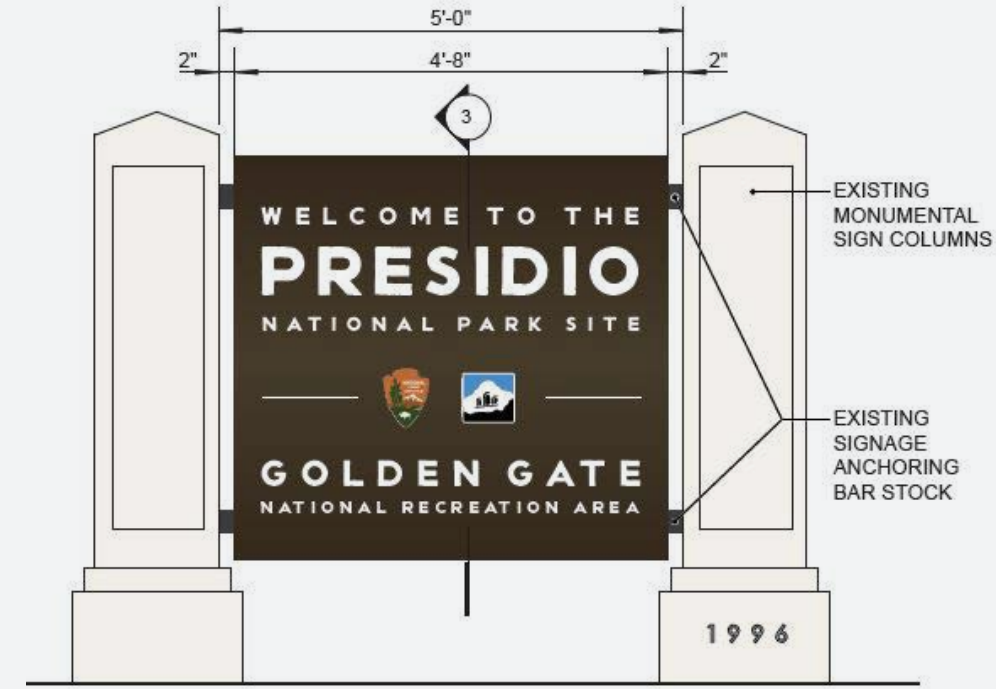
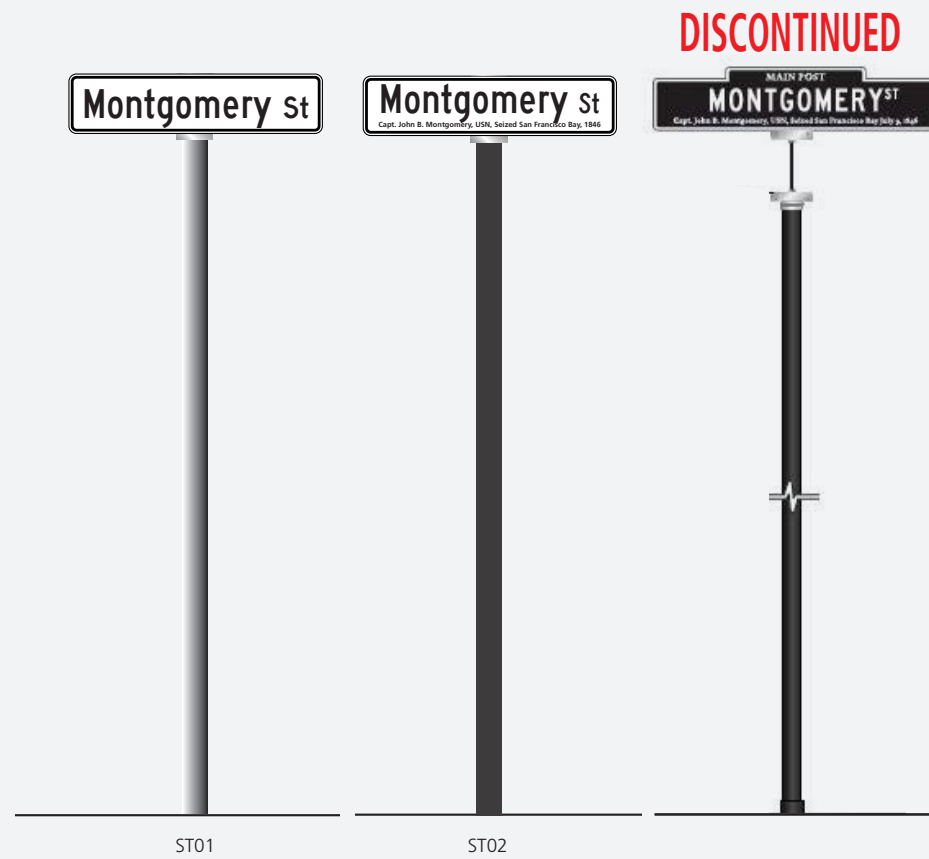


**ST01** STREET NAME

**ST02** STREET NAME  
*SPECIAL DISTRICT*

Please see Section 2D.43 of the CA MUTCD CA -- D3-1a Street Name sign

Note: ST02 black panels will be phased out.



**GW01** GATEWAY MONUMENT

Single Sided  
Double Sided

**BG01** BIKE GUIDES  
*DECISION*

**BG02** BIKE GUIDES  
*CONFIRMATION*

**BG03** BIKE GUIDES  
*TURN*

Other Bike Guide Signs for Bicycle Facilities from MUTCD used in the Presidio include:

**D-11** BIKE GUIDES  
*Bike Route*

**M7-1** BIKE GUIDES  
*Directional*



**GW02** GATEWAY  
*15" SHIELD*

**GW03** GATEWAY  
*16" SHIELD*

**GW04** GATEWAY  
*20" SHIELD*

**GW05** GATEWAY  
*24" SHIELD*

**GW06** GATEWAY  
*28" SHIELD*

**GW07** GATEWAY  
*RECTANGLE SHIELD*



Note: Rectangle shields were used to distinguish non-historic gateways. They will be phased out.

**KI01** KIOSK 4-SIDED  
[PRIOR DESIGN]



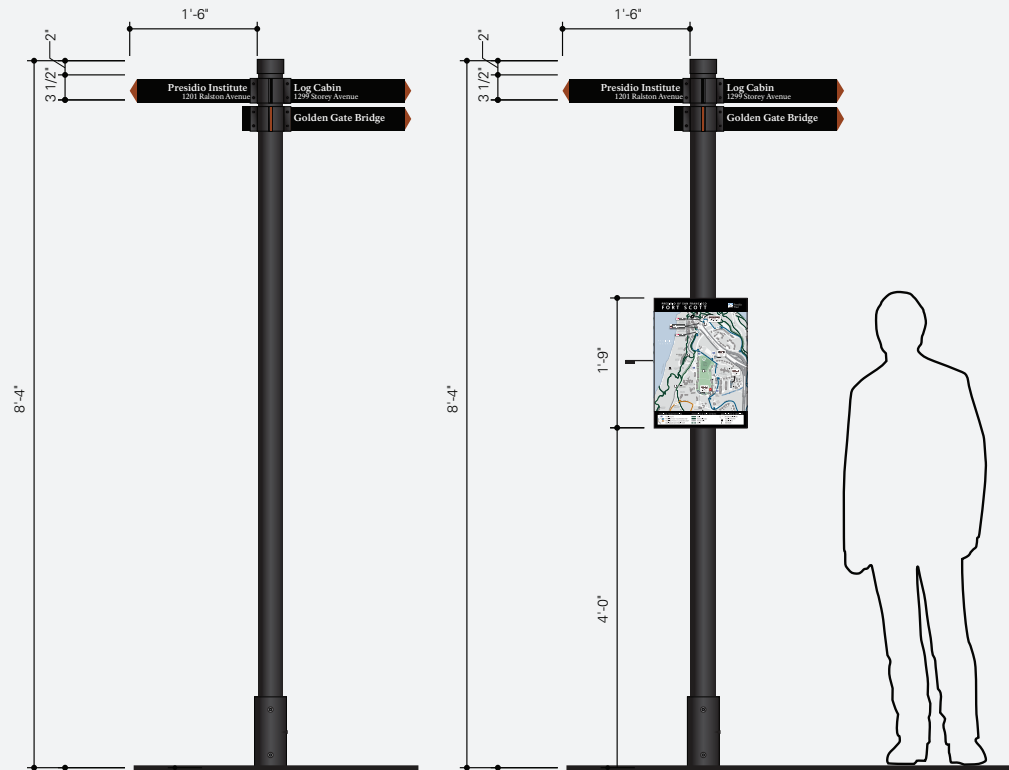
KI01 | KIOSK 4-SIDED

**DISCONTINUED**

**KI02** KIOSK 2-SIDED  
[PRIOR DESIGN]

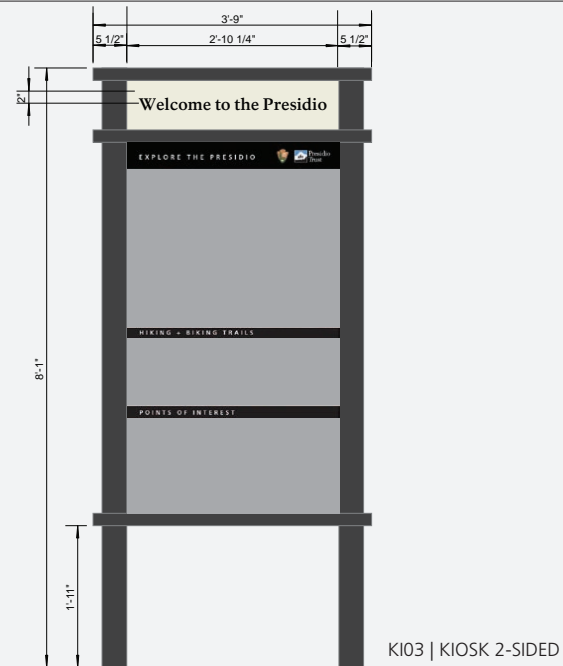


KI02 | KIOSK 2-SIDED



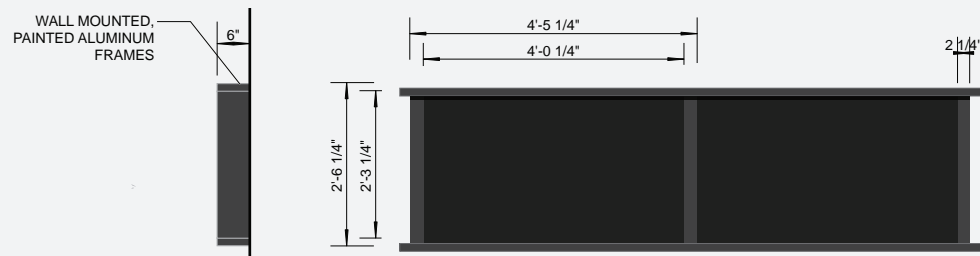
**FP01** FINGERPOST

**KI03** KIOSK 1- OR 2-SIDED  
[NEW DESIGN]

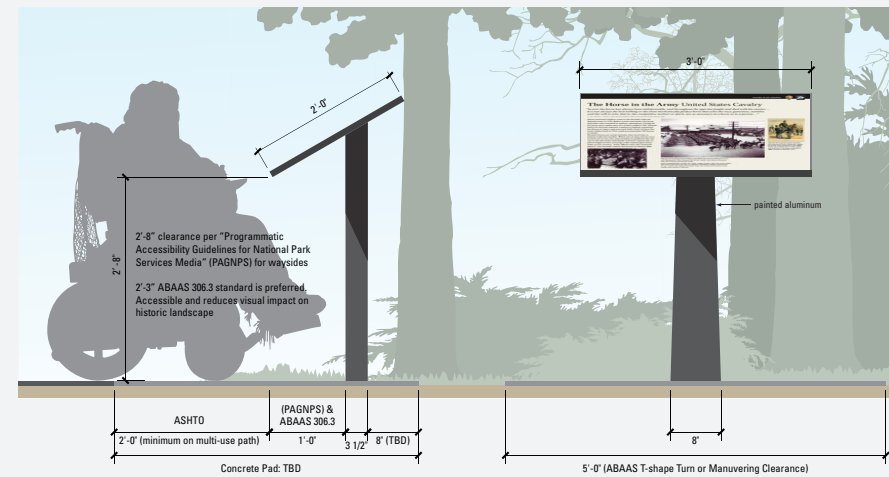


KI03 | KIOSK 2-SIDED

**KI04** KIOSK DIGITAL DISPLAY  
[WALL-MOUNTED]



KI04 | KIOSK DIGITAL DISPLAY WALL-MOUNTED



**IN01** INTERPRETIVE  
WAYSIDES

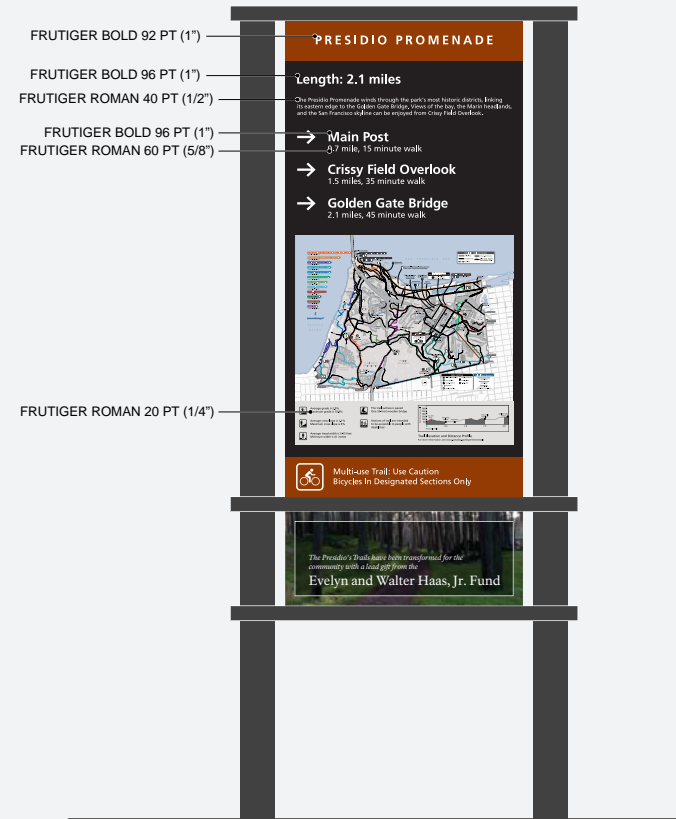
**IN03** HISTORIC BUILDING  
WALL MOUNTED  
INTERPRETIVE SIGN



**PEDESTRIAN WAYFINDING & INTERPRETIVE**

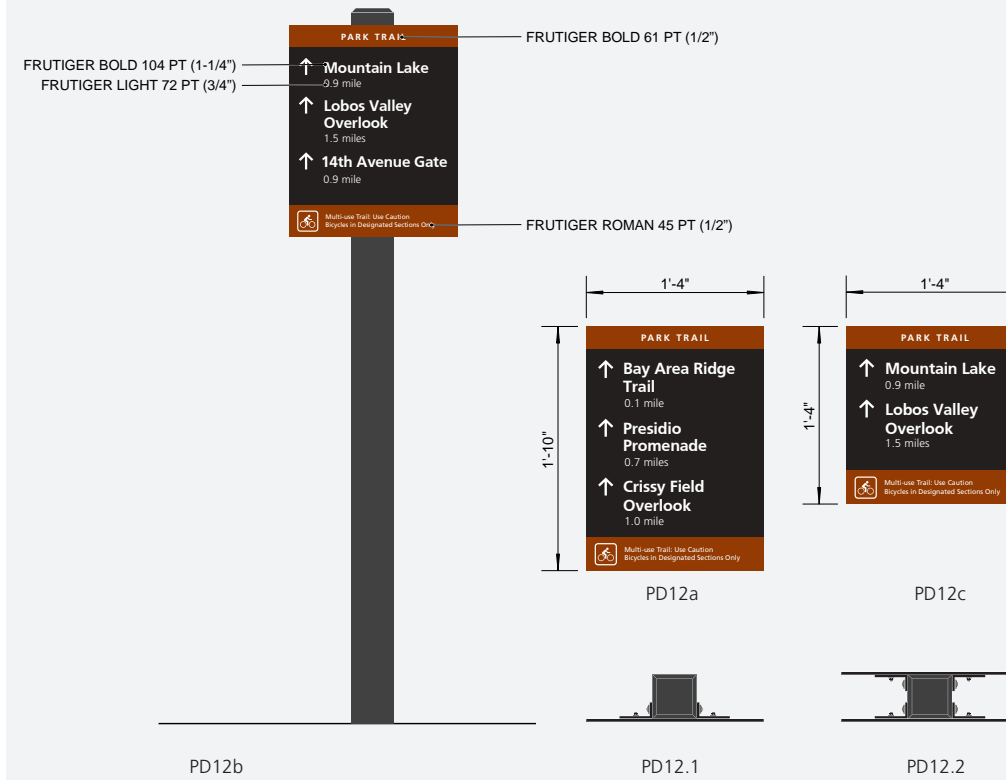
**PD01** TRAILHEAD MAP & ORIENTATION

Single Sided  
Double Sided



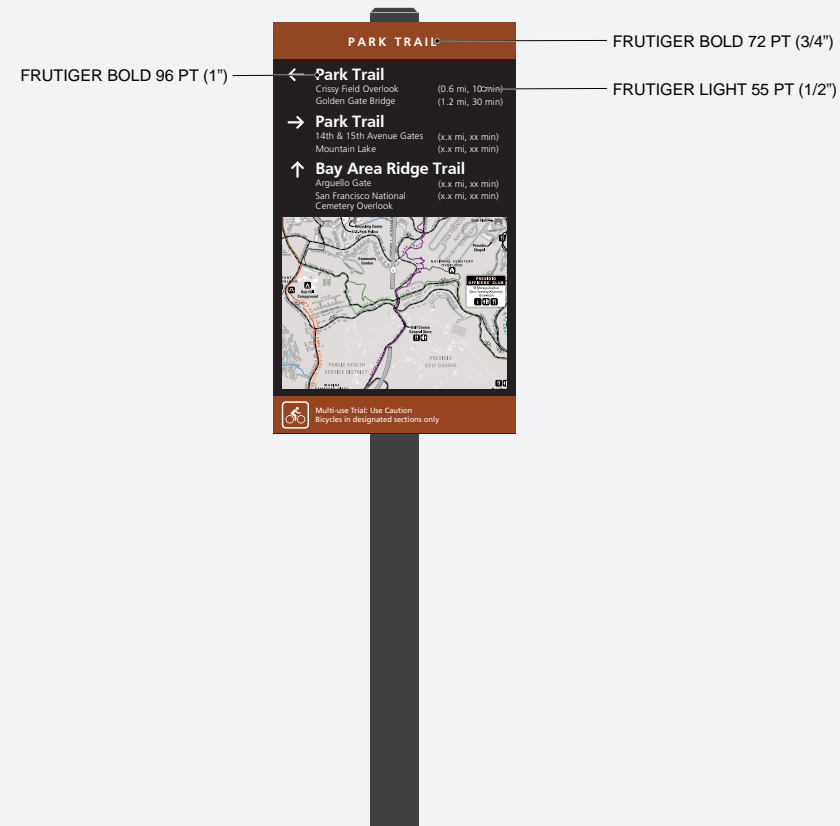
**PD03** TRAIL DIRECTIONAL

Single Sided  
Double Sided



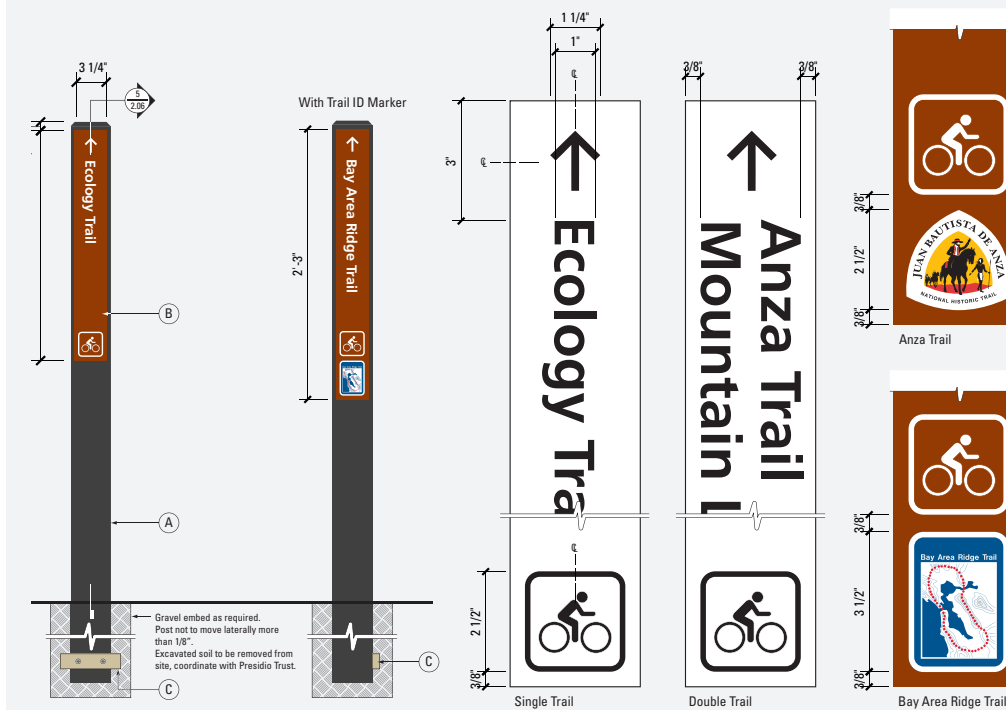
**PD02** TRAIL ORIENTATION MAP

Single Sided  
Double Sided

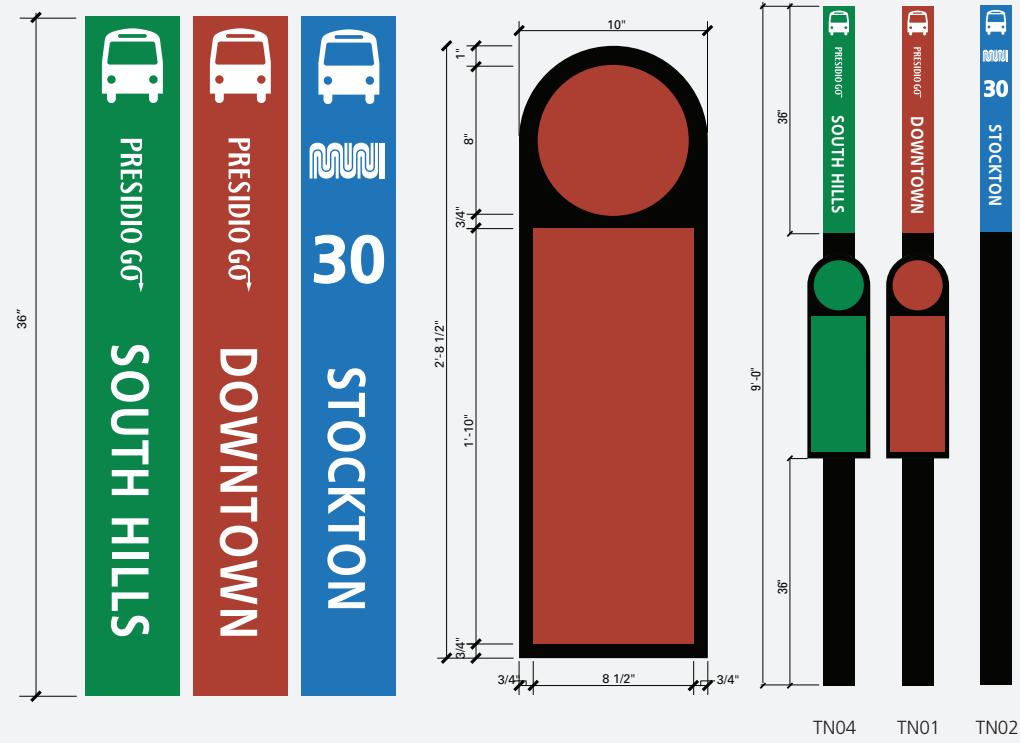


**PD04** TRAIL BLAZE

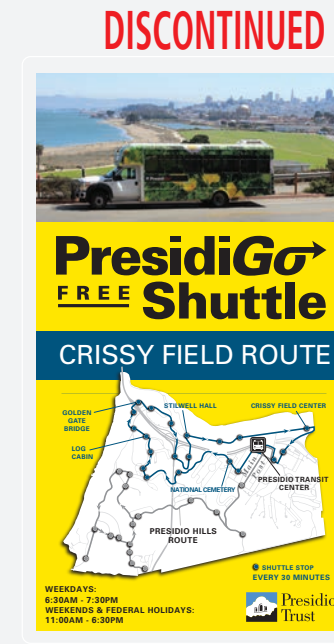
1-4 Sided



- TN01 BUS STOP POST  
DOWNTOWN ROUTE
- TN02 BUS STOP POST  
MUNI
- TN03 **DISCONTINUED**  
BUS STOP  
CRISSY FIELD ROUTE
- TN04 BUS STOP POST  
SOUTH HILLS ROUTE



TN07



TN08

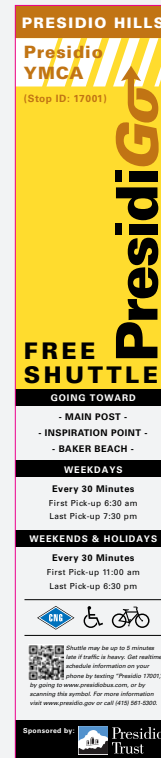
- TN07 FLAG
- TN08

Note: TN08 will be phased out as new bus stop posts are installed.

- TN05 TRANSIT STICKER
- TN06 TRANSIT STICKER



TN05



TN06






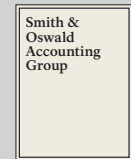













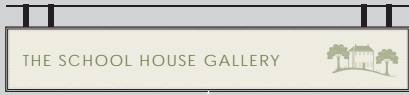





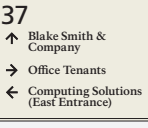


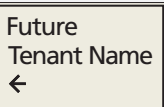
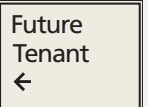
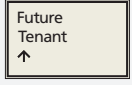





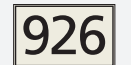






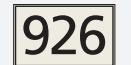

- TN09 SIDEWALK DIRECTIONAL  
ALUMIGRAPHICS
- TN10 SIDEWALK BUS STOP  
ALUMIGRAPHICS



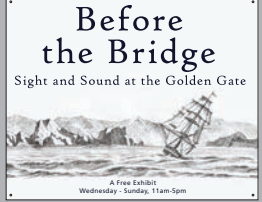
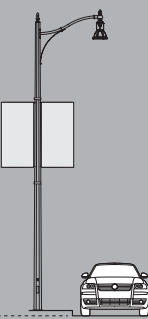
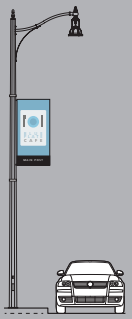


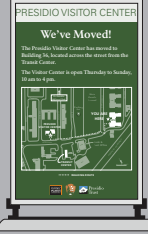





TN09 | DIRECTIONAL  
ALUMIGRAPHICS



TN10 | BUS STOP  
ALUMIGRAPHICS

BUILDING ID	T101 T102	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.	 		Single Sided Double Sided	
			 			
TENANT ID	T103 TL01 TL02	WALL-MOUNTED TENANT ID  Only public-serving tenants may put logos on their signs. Office tenants may use their business name only.	<b>OFFICE TENANTS</b>  		<b>PUBLIC-SERVING TENANTS</b>     	
			 		 	
			 		 	
	TL03 TL04	EYEBROW SIGN  Eyebrow signs are permitted for public-serving tenants located in buildings with front porches. Eyebrow signs are customized based on building size and column widths.	N/A			
	TL05	BLADE SIGN  Blade signs are permitted for public-serving tenants. A blade sign may be used in lieu of an eyebrow sign, but a tenant may not have both an eyebrow sign and a blade sign.	N/A			In lieu of eyebrow sign.
MULTI-TENANT WAYFINDING	TW01 TW02	FREESTANDING TENANT WAYFINDING  TENANT DIRECTORY MAP				
						
MULTI-TENANT WAYFINDING	TD01- TD05	WALL-MOUNTED DIRECTIONAL SIGN  Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.				
					  	
MULTI-TENANT WAYFINDING	BN01- BN05	BUILDING NUMBER SIGN  For emergency response, all buildings will be furnished with building number signs.	      			
			      			

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

		TEMPORARY BUILDING-MOUNTED BANNER <b>TB01</b>  For public-serving tenants only. Maximum area is 52 square feet.
	 	STREETLIGHT BANNERS <b>SB01-SB04</b>  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.
	 	
		WINDMASTERS <b>WM01</b>  For public-serving tenants only. To be placed outside only during business hours. Placement of windmasters in outdoor areas must not block sidewalks, obscure motorists views at intersections, or interfere with lawn or landscape maintenance.
		CONSTRUCTION SIGNS <b>CS01</b>  The maximum size of the sign should be 48" x 72". Signs should be installed on temporary fencing if possible.
	 	COMMERCIAL LEASING SIGNS <b>CL01-CL04</b>  For initial establishment of rehabilitated buildings for lease and turnover leases.
	 	

# TENANT SIGNAGE & TEMPORARY SIGNAGE

## *2. WAYFINDING SIGNS*

## A. VEHICULAR WAYFINDING

These signs are intended to direct people in vehicles to destinations within the Presidio via preferred routes.

### 1) Vehicular Directional Signs

Due to the size constraints that limit the amount of information, these signs are simple and should only contain major destinations within the park. The signs should be located at or prior to key decision-making points. The Presidio has 2 sizes for vehicular directional signs based on site conditions and road types:

#### a. Primary Vehicular Directional VH01

For primary circulation roads where the majority of traffic is directed through to get from district to district within the Presidio.

#### b. Secondary Vehicular Directional VH02

For smaller roads that connect to residential neighborhoods or a more localized area.

Per [MUTCD](#), guidance on the order of destinations on the signs:

- The closest destination lying straight ahead should be at the top of the sign or assembly, and below it the closest destinations to the left and to the right, in that order.
- If more than one destination is displayed in the same direction, the name of a nearer destination shall be displayed above the name of a destination that is further away.

Destination names allowed on the vehicular signs have been adopted based on criteria outlined in the memo *Appendix Memo Destinations on Vehicular Signs*.

### 2) Residential Area & Neighborhood ID RA01

For identifying and marking entry into a residential neighborhood.

### 3) Slow Streets SS01

For identifying slow streets as a shared street for all 3 modes of mobility - pedestrians, bicyclists and vehicles. Mark as indicators to move at safe, considerate speeds and make space for others.

### 4) Parking ID

#### a. Parking ID Large VP01

For major lot identification.

#### b. Parking ID Small VP02

For identifying smaller parking lots.

#### a. Parking ID Large Directional VP03

For directing to nearby major lots.

#### b. Parking ID Small Directional VP04

For directing to nearby smaller lots.

### 5) Street Name

Please see Section 2D.43 of the CA MUTCD CA -- D3-1a Street Name sign.

#### a. Street Name ST01

#### b. Street Name Special District ST02

For Main Post core area. Black panels will be phased out.

### 6) Gateway Signs

The Presidio currently 2 gateway sign types marking major entrances to the park:

#### a. Gateway Monument GW01

For vehicular gateways. These include a welcoming message and partnership agency logos.

#### b. Gateway Shield GW02-GW07

For pedestrian-oriented gateways. Various sizes are available based on site conditions: 15 inches, 16 inches, 20 inches, 24 inches, 28 inches and a rectangle-shaped shield (for non-historic entrances). Rectangle-shaped shields will be phased out.

## B. BICYCLIST WAYFINDING

### 1) Bike Guide Signs

Bicyclists can typically utilize vehicular signs and multi-use trail signs to navigate through the Park; however, the Trust has coordinated with the City of San Francisco on providing bike guide signs to replace the older bike guide signs and provide a bread crumb connecting City of San Francisco streets to Presidio streets. There are 3 types of bike guide signs:

#### a. Decision BG01

Mark the junction of two or more bikeways. Inform bicyclists of the designated bike route to access key destinations.

#### b. Confirmation BG02

Indicate to bicyclists that they are on a designated bikeway. Make motorists aware of the bicycle route.

#### c. Turn BG03

Indicate where a bikeway turns from one street onto another street. Can be used with pavement markings.

#### d. Bike Route Guide D-11

Provided along designated bicycle routes to inform bicyclists of bicycle route direction changes and to confirm route direction, distance, and destination.

## C. PEDESTRIAN WAYFINDING

These signs are intended for pedestrians along pathways, directing them to destinations within the Park via trails and sidewalks. These signs should be located at key decision-marking points. They include:

### 1) Informational Kiosk

The purpose of these informational signs is to welcome visitors and provide orientation around the Park. The kiosks are strategically placed at major gateways into the park, as well as key destinations.

#### a. Kiosk 1- or 2-sided K103

An overall Presidio-wide map with transit lines and key destinations are highlighted on the sign panel. For sites that can accommodate 2-sided kiosks, the second panels will provide a zoomed-in vicinity map showing trail connections and local destinations within a 5-10 minute walk.

#### b. Kiosk Digital Display [Wall-Mounted] K104

For key visitor areas that needs real time transit data.

### 2) Fingerpost Signs FP01

A sign post with multiple blade arms (known as fingers) pointing in the direction of travel to major destinations in the Presidio, and often includes distance information and icons for amenities. Fingerposts are typically placed at strategic locations and decision points.

### 3) Interpretive Waysides IN01

Informational signs that provide a narrative and photos on either the history, natural occurrence or discoveries around the site.

### 4) Trail Signs

#### a. Trailhead Map & Orientation PD01

Placed at trailheads that typically mark the start of a trail, the sign identifies the trail's name, and includes directional wayfinding for major destinations with distances and times, as well as a Presidio map showing trail connections and destinations. Some may have additional information on trail conditions -- such as grade, cross slopes, tread width, surface, accessibility, and elevation/distance profile.

#### b. Trail Orientation Map PD02

For decision points along a trail when intersecting another trail. The sign identifies the trail's name, and includes directional wayfinding for nearby destinations with distances and times, as well as a vicinity map showing nearby trail connections and destinations.

#### c. Trail Directional PD03

For wayfinding along a trail. The sign identifies the trail's name, and includes directional wayfinding for nearby destinations with distances and times.

#### d. Trail Blaze PD04

Markers along a trail to provide a bread crumb to ensure that one is on the right trail. Depending on the number of trails in the vicinity, each side will typically have a directional arrow pointing to a specific trail, as well as symbols for bicycle restrictions and historic trails.

## D. TRANSIT SIGNAGE

Presidio Go is the Presidio's shuttle system with a Downtown service and a South Hills route. The Trust has utilized various signs to help visitors quickly identify stops to catch the shuttle, which includes:

### 1) Bus Stop Post TN01-TN04

For major stops that can accommodate a waiting area for transit riders, and may sometimes have other amenities such as trash bins and benches. The bus stop signs is a vertical post with clear shuttle/route markings as well as a panel that includes additional information such as schedules.

### 2) Bus Shelters Panels

There is a small number of bus shelters in the Presidio. They provide opportunity for visitor-orienting signage such as those found on the informational kiosks.

### 3) Transit Stickers TN05-TN06

For stops that have site constraints and limited space, transit stickers can utilize existing posts or structures to identify the stop.

### 4) Flags TN07-TN08

For stops outside the Presidio on City streets -- placed on existing posts.

### 5) Alumigraphics TN09-TN10

For stops that aren't clearly marked where to stand to wait for the shuttle, the alumigraphics help mark the spot on the ground.

Graphic details and dimensions for each sign type is in [Appendix B: Graphic Conventions](#).

## VEHICULAR WAYFINDING

### Vehicular Directional Signs

Primary Vehicular Directional VH01

Secondary Vehicular Directional VH02

Residential Area & Neighborhood ID RA01

Slow Streets SS01

### Parking ID

Parking ID Large VP01

Parking ID Small VP02

Parking ID Large Directional VP03

Parking ID Small Directional VP04

Street Name ST01 & ST02

### Gateway Signs

Gateway Monument GW01

Gateway Shield GW02-GW07

## BICYCLIST WAYFINDING

### Bike Guide Signs

Decision BG01

Confirmation BG02

Turn BG03

## PEDESTRIAN WAYFINDING

### Informational Kiosk

Kiosk 1- or 2-sided K103

Kiosk Digital Display [Wall-Mounted] K104

### Fingerpost Signs FP01

### Interpretive Waysides IN01

### Trail Signs

Trailhead Map & Orientation PD01

Trail Orientation Map PD02

Trail Directional PD03

Trail Blaze PD04

## TRANSIT SIGNAGE

Bus Stop Post TN01-TN04

Bus Shelters

Transit Stickers TN05-TN06

Flags TN07-TN08

Alumigraphics TN09-TN10

### *3. TENANT IDENTIFICATION*



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. Please see *E. Restrictions, Limitations, And Exceptions* in the Introduction Chapter for more information.

The palette of allowable signs at the Presidio is related to building type—only certain sign types are allowed on certain buildings. Please see *Appendix A: Tenant Sign Zones* which illustrates the allowed sign types for each building type. Presidio Trust tenants must request signs from Trust staff, 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.

**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 tenants 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 of their businesses.

*Presidio Commercial* is the point-of-contact for non-residential tenants requesting exterior signs. *Chapter 5 - Sign Request Process* illustrates the initiation, design review and installation of such requests. *Presidio Commercial* will coordinate with the Trust Planning staff and the Sign Shop throughout the sign approval process.



## Tenant Identification

Allowable signs for certain buildings are delineated in [Appendix A: Tenant Sign Zones](#). Graphic details and dimensions for each sign type is in [Appendix B: Graphic Conventions](#).

### BUILDING ID

**Freestanding Building ID**  
*Large Freestanding Building ID* T101  
*Small Freestanding Building ID* T102

### TENANT ID

**Wall-Mounted Tenant ID** T103, TL01-TL02  
**Eyebrow Sign** TL03-TL04  
**Blade Sign** TL05

### MULTI-TENANT WAYFINDING

**Freestanding Tenant Wayfinding** TW01  
**Tenant Directory Map** TW02  
**Wall-Mounted Directional Sign**  
*Wall-Mounted Directional Large* TD01  
*Wall-Mounted Directional Small* TD01  
*Wall-Mounted Crissy Field Directional Large* TD03  
*Wall-Mounted Crissy Field Directional Medium* TD04  
*Wall-Mounted Crissy Field Directional Small* TD05

### BUILDING NUMBER

**Building Number Large** BN01  
**Building Number Small** BN02  
**Building Number 36'-50' from street** BN03  
**Building Number 50'-100' from street** BN04  
**Building Number Crissy Field Large** BN05  
**Building Number Crissy Field Medium** BN06  
**Building Number Crissy Field Small** BN07

The following section provides details on the sign types offered for tenants, with the overall intention of providing wayfinding and identifying tenants' building and entrances. Please note that 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. Please see *Appendix A: Tenant Sign Zones* outlining the zones and allowable signs. All content design MUST BE approved prior to fabrication. A 3-6 month lead time is needed for design, fabrication and installation of signs.

## A. BUILDING ID

Every non-residential building will have either one large or one small freestanding building ID sign, dependent on building size. Tenant logos are not allowed for these signs as their purpose is to identify the building and list the tenant(s). For multi-tenant buildings -- 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. If there are multiple tenants with similar square footage, no more than 3 tenant names can fit on the sign. The 3 tenants will be based on the order of: 1) public-serving; and 2) largest occupancy square footage as stated on the lease. The freestanding sign will be located near the building's main entrance where it is most visible from street level. The Presidio has two sizes for freestanding building ID signs based on site conditions and building scale:

- 1) Large Freestanding Building ID** T101  
For larger scaled buildings and/or large setbacks from main streets.
- 2) Small Freestanding Building ID** T102  
For smaller scaled buildings.

## B. TENANT ID

The purpose of tenant ID signs are to mark the main exterior entrance. Each will be reviewed on a case-by-case basis depending on building size and number of tenants. For single tenant buildings, there usually 1 tenant ID sign marking the main entrance; however 2 is allowable if there is also a rear entrance for visitors. For multiple tenant buildings, there is a max of 4 tenant ID signs -- dependent on occupany square footage under the lease.

Logos are only allowed for public-serving tenants to strengthen the public-serving element of the building/site and the Trust's strategic goal to be visited and loved by all.

There are a number of tenant ID options depending on the size of the building, tenant type, and number of tenants in a building:

- 1) Wall-Mounted Tenant ID**
  - a. Office Tenant ID Sign** T103  
Office tenants may use their business name only.
  - b. Tenant Logo Sign** TL01  
Only public-serving tenants may put logos on these signs.
  - c. Crissy Field Tenant Logo Sign** TL02  
For Crissy Field zone buildings. Only public-serving tenants may put logos on these signs.

### d. Warehouse Tenant Logo Sign

For Gorgas Rails and Mason St. Warehouse buildings.

For major visitor-serving tenants, 2 additional logo sign options are offered:

#### 2) Eyebrow Signs

Eyebrow signs are permitted for public-serving tenants located in buildings with front porches (not loading docks). Eyebrow signs are customized based on building size and column widths.

##### a. Eyebrow Sign Large

For larger scaled buildings.

##### b. Eyebrow Sign Small

For smaller scaled buildings.

#### 3) Blade Sign

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

## C. MULTI-TENANT WAYFINDING

There are a number of multi-tenant buildings in the Presidio where wayfinding is a bit more challenging due the number of tenants and multiple points of entry. These include buildings with multiple tenants, or a complex of buildings that share common parking lots and driveways. These sign types are to help visitors with directional wayfinding.

#### 1) Freestanding Tenant Wayfinding

Vehicular wayfinding to direct visitors to a complex of tenants/buildings that are not visible from the main road. Generally placed near the driveway into the site from the main road.

#### 2) Tenant Directory Map

Map panel with a directory of tenants for a complex of tenants/buildings. Generally placed at major entry points to the site.

#### 3) Wall-Mounted Directional Large

For larger-sized multi-tenant buildings.

#### 4) Wall-Mounted Directional Small

For smaller-sized multi-tenant buildings.

#### 5) Wall-Mounted Crissy Field Directional Large

For larger-sized Crissy Field buildings.

#### 6) Wall-Mounted Crissy Field Directional Medium

For medium-sized Crissy Field buildings.

#### 7) Wall-Mounted Crissy Field Directional Small

For smaller-sized Crissy Field buildings.

## D. BUILDING NUMBER

The purpose of building number signs are to facilitate emergency response and avoid emergency response delays. Per the Presidio Fire Marshal's Office PTS-002 Addressing Standards for premises identification (see *Appendix D: Fire Marshal's Office Addressing Standards*), all buildings, new and existing, shall be identified by an address and shall use the following standards:

1. Address number shall have contrasting background, numbers and background must be reflective.
2. Address numbers shall be arabic numerals or alphabet letters.

3. New and existing buildings shall have approved address numbers placed in a position to be plainly legible and visible from the street or road fronting the property.
4. Addresses shall be assigned to reflect the road from which the primary driveway originates.
5. Signs must be all weatherproof.
6. Multiple tenant buildings, using the same street address numbers, shall have suite or unit identification posted as required by the Presidio Fire Marshal's Office.
7. Rear Addressing when required by the Fire Marshal, approved numbers or addresses shall be placed on all new and existing buildings in such a position as to be plainly visible and legible from the fire apparatus road at the back of the property. Number stroke and size will comply with (NFPA 1) Section 10.11.1.2 for residential buildings, and Section 3.8 of this Standard for commercial buildings.
8. Buildings containing separate suite and/or unit identification shall have the suite or unit identification clearly posted with assigned letters or numbers having a minimum height of four inches and a minimum stroke of 3/8 inch. Assigned letters or numbers shall be of contrasting color to the background and located between 5 feet and 6 feet off the finished floor. Directional address numbers or letters shall be provided.
9. The size of building address numbers shall be as follows:
  - a. Minimum of one half-inch ( 1/2") stroke by four (4")inches high. **BN01-BN02**
  - b. When the structure is commercial or is located 36-50 feet from the street a minimum of one half-inch ( 1/2") stroke by six (6") inches high is required. **BN03**
  - c. When the structure is more than 50 feet from the street or fire access, a minimum of one-inch stroke (1") by eight (8") inches high is required. **BN04**
  - d. When the structure is more than 100 feet from the street or fire access, a minimum of one-inch stroke (1") by ten (10") inches high is required. Please consult with Planning staff for site assessment to check on feasibility of larger sign.
  - e. When the structure is more than 150 feet from the street or fire access, a minimum of one-inch stroke (1") by twelve (12") inches high is required. Please consult with Planning staff for site assessment to check on feasibility of larger sign.

These standards comply with the International Fire Code and National Fire Protection Association. For new or replacement building number signs, please reach out to the Fire Marshal's Office for guidance on size and placement. Submit their recommendation to the Planning staff for review, mock-up, final sign-off and install. For structures that are more than 100' from the street or fire access, further site assessment will be needed to check on the feasibility of a larger sized sign per Fire Marshal's Addressing Standards.

Both the Fire Marshal's Office and Planning staff should be consulted to ensure that standards are applied appropriately based on unique building or site conditions.

## *4. TEMPORARY EXTERIOR*

## Temporary Exterior Signs

Graphic details and dimensions for each sign type is in [Appendix B: Graphics Convention](#). A quick visual summary of all signs are also provided at the end of this chapter.

### TEMPORARY EXTERIOR SIGNS

**Temporary Building-Mounted Banner** TB01

**Streetlight Banners**

**Tenant Leasable** SB01

**Tenant Reserved** SB02

**Tenant Reserved Pedestrian-Scaled** SB03

**Crissy Field & Gorgas** SB04

**Windmaster** WM01

**Construction Signs** CS01

**Commercial Leasing Signs**

**Temporary Banner** CL01

**Shuttle Ads** CL02

**Existing Freestanding Building ID** CL03

**Multi-Tenant Pedestal Sign** CL04

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

*Presidio Commercial* is the point-of-contact for requesting any exterior temporary signs. *Chapter 5 - Sign Request Process* illustrates the initiation, design review and installation of such requests. *Presidio Commercial* will coordinate with the Trust Planning staff and the Sign Shop throughout the sign approval process.

### A. TEMPORARY BUILDING-MOUNTED BANNERS TB01

#### TEMPORARY BUILDING-MOUNTED BANNERS ARE ALLOWED FOR:

- Special events, exhibitions, or programs.
  - Maximum of one per tenant and two per building
  - 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.
  - Banners for changing exhibits may be displayed beyond 90 days on a case-by-case basis, but not to exceed the term of the exhibit; permanent exhibits will require special consideration and further consultation with the Trust.
- Tenant's grand opening or anniversary announcements -- limited to 90 days.

Separate approvals are required 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.

#### PARAMETERS FOR BUILDING-MOUNTED BANNERS:

- 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 6'-5" (or 77 inches) tall and 8'-0" (or 96 inches) wide. Please see *Appendix B: Graphic Conventions*.
- For visitor-serving tenants that front onto the Main Parade, exceptions are made for permanent tenant identification banners. Please see *Introduction, Section D. Exceptions: ADDITIONAL DESIGN PRINCIPLES REQUIRED FOR EXCEPTIONS FOR PERMANENT BANNERS*.
- For Building 122, temporary banners are allowed on the pilasters that flank the main entrance.

#### BUILDING-MOUNTED BANNERS FABRICATION & INSTALL:

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.

#### PARAMETERS FOR STREETLIGHT BANNERS:

- The size and specifications of the streetlight banners must comply with what is shown in *Appendix B: Graphic Conventions*. Banner installer's name and contact number should be on bottom of the banners in the case that the banner needs immediate attention or repair.
- A map showing Tenant Reserved and Tenant Leasable poles that may be used is shown in *Appendix C: Streetpoles Available for Banners*.

#### STREETLIGHT BANNERS FABRICATION & INSTALL:

Tenants are expected to pay for the design, fabrication and installation (from a Trust-approved vendor) of their own streetlight banners. In the event that banners are in disrepair due to weather elements, it is the responsibility of the tenant to replace.

#### TYPES OF STREETLIGHT BANNERS

There are two types of streetlight banners offered for tenants: 1) Tenant Leasable Streetlight Banners; and 2) Tenant Reserved Streetlight Banners.

##### 1) Tenant Leasable Streetlight Banners SB01

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 of the streetlight banners must comply with what is shown in *Appendix B: Graphic Conventions*.
- The streetlight poles that are available for tenant leasing are shown in *Appendix C: Streetpoles Available for Banners*. Streetlight poles may not be leased singly but must be leased in blocks. The blocks are identified on this map.
- For the streetlight poles not leased, Presidio Trust has the right to utilize those poles for campaigns, public facilities and Presidio's events.

##### 2) Tenant Reserved Streetlight Banners SB02

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 are of interest to the general public and Presidio visitor; or 2) display their name and logo when there are no special events to announce. Banners are also offered for smaller pedestrian-scaled streetlights SB03.

#### 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*.
- 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*.

**Fort Scott**

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

**Crissy Field & Gorgas SB04**

- Banners on Mason Street & Gorgas Avenue are managed by the Presidio Trust. They are used to identify the district/complex and to identify tenants in areas where standard freestanding building ID signs are not possible. Please see *Appendix B: Graphic Conventions*.

**C. WINDMASTERS WM01**

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. Tenant can also reach out to the Work Order desk to request fabrication from the Trust Sign Shop (will be billed to tenant).
- 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 must 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 CS01**

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

- Size of the sign is determined based on size of site/project, with the maximum not to exceed 48” x 72”.
- Construction signs should not be advertisements for the parties engaged in the project.
- For larger projects, they should be simple informative signs that give the basic information about the project participants:
  - Presidio building number and street address;
  - Project name;
  - Owner: Presidio Trust;
  - Emergency telephone numbers (for Fire/Medical Emergency, call 9-1-1 or 561-5656.
- For smaller projects, a logo of developer/architect/general contractor is acceptable.

- Materials: 3/4" medium density overlay exterior plywood with one coat latex-based primer, 2 finish coats of Presidio White acrylic latex, finish both sides and all exposed edges. Recycled plastic composite sign board materials may be accepted as an alternative sign board substrate.
- May be attached to any approved temporary fencing which may exist on site during construction.
- Trust may authorize more than one sign of this type per site depending on site specific circumstances.
- Signs are not to be lighted.
- Term of sign installation may commence no earlier than initial mobilization date and shall end with receipt of initial occupancy certificate.

**E. COMMERCIAL LEASING SIGNS**

Temporary signs identifying buildings for lease are permitted for major primary tenants for a maximum period of six months under the following categories:

**1. INITIAL ESTABLISHMENT OF REHABILITATED BUILDINGS FOR LEASE**

All signs under this category should be submitted for review to the Trust Planning staff for sizing, placement and mounting method.

- Temporary Banner CL01: scaled appropriately to the size of the building(s), with a limit of 2 per building. Additional banners will be reviewed on a case-by-case basis in relation to size and number of buildings. Size of banner is dependent on the facade area of which the banner will be hung -- banner may not exceed more than 10% of any one facade, excluding window and door openings. Signs should be fastened into surfaces in a way that minimizes damage to historic materials, and should not cover doors, windows, apertures and vents.
- Shuttle Ads CL02: please see *Appendix B: Graphic Conventions*.
- Existing Freestanding Building ID CL03: utilize existing freestanding signs -- please see *Appendix B: Graphic Conventions*.

**2. TURNOVER LEASES**

- Existing Freestanding Building ID CL03: utilize existing freestanding signs -- please see *Appendix B: Graphic Conventions*.
- Multi-tenant Pedestal Sign CL04: one is allowed per building, unless circumstances present where two is needed. Placement of pedestal signs in outdoor areas must not block accessibility or path of circulation. Please see *Appendix B: Graphic Conventions*.

**CONTENT:**

Leasing signs should be simple informative signs that give pertinent information about the building for lease:

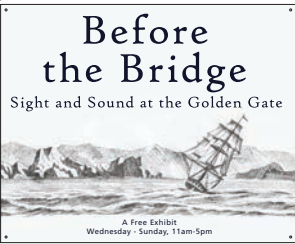
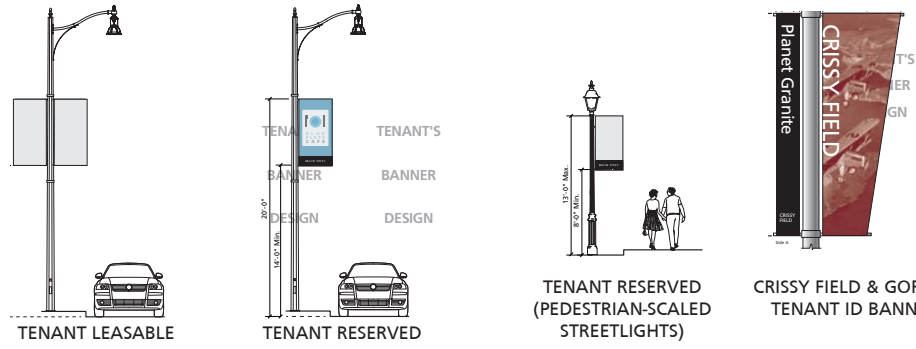



- "For Lease"
- Building owner logo
- Square footage
- Phone number
- Website

**DURATION:**

Leasing signs shall be removed within 3 business days of a signed lease agreement. Requests for an extension beyond the six month limit may be submitted to Trust Planning staff. All extensions require approval by the Director of Planning & Compliance following DRC review and recommendation.



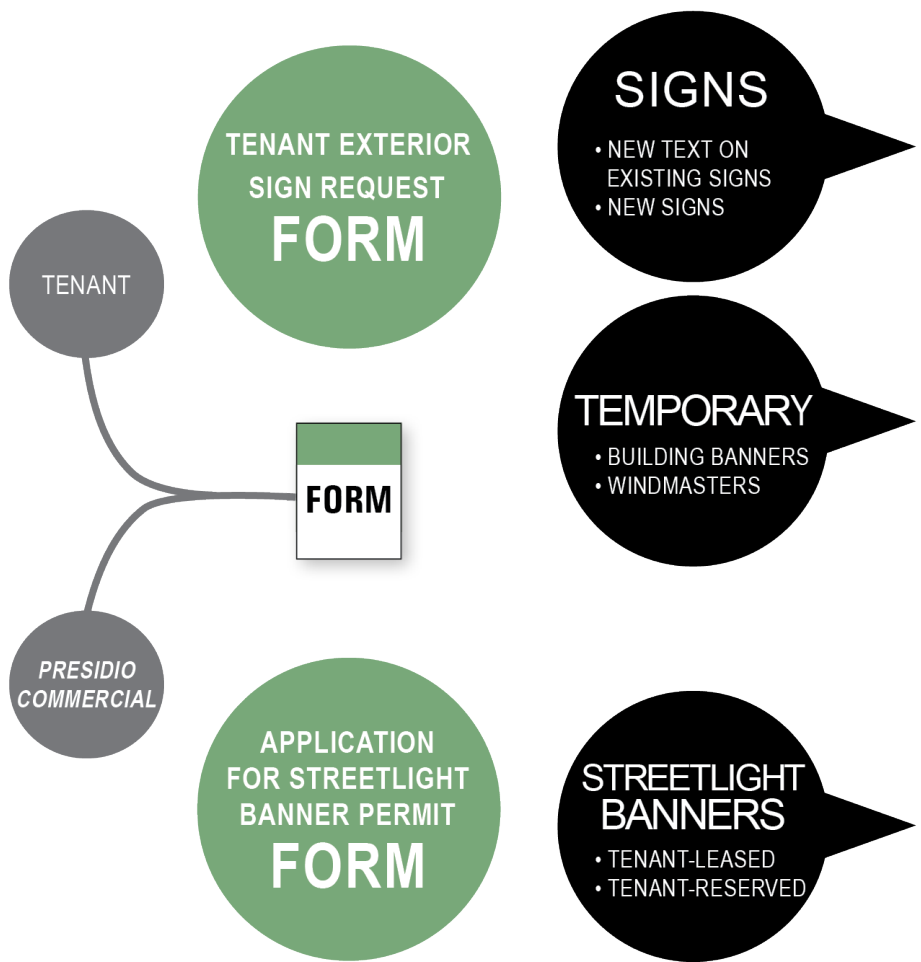
# Temporary Exterior Signs

<p><b>TEMPORARY BUILDING-MOUNTED BANNER</b></p> <p><i>Maximum area is 52 square feet.</i></p>	 <p>FOR TENANTS OF THE MONTGOMERY STREET BARRACKS, A BANNER IS ONLY ALLOWED TO BE INSTALLED ON THE FRONT PORCH AND MUST BE 6'-5" (OR 77 INCHES) TALL AND 8'-0" (OR 96 INCHES) WIDE.</p> <p>SPECIAL EVENTS BANNER</p>
<p><b>STREETLIGHT BANNERS</b></p> <p><i>Minimum of 12 feet clearance from ground; 8 feet clearance from ground for pedestrian-scaled streetlights. All banners must be double-sided. Tenant Leasable streetlight banners must be double banners on a pole; Tenant Reserved streetlight banners must be single banners on a pole.</i></p>	 <p>TENANT LEASABLE      TENANT RESERVED      TENANT RESERVED (PEDESTRIAN-SCALED STREETLIGHTS)      CRISSY FIELD &amp; GORGAS TENANT ID BANNER</p>
<p><b>WINDMASTERS</b></p> <p><i>For public-serving tenants only. To be placed outside only during business hours. Placement of windmasters in outdoor areas must not block sidewalks, obscure motorists views at intersections, or interfere with lawn or landscape maintenance.</i></p>	
<p><b>CONSTRUCTION SIGNS</b></p> <p><i>The maximum size of the sign should be 48" x 72". Signs should be installed on temporary fencing if possible.</i></p>	 <p>LANDSCAPE REHABILITATION      BUILDING REHABILITATION      TRAILS</p>
<p><b>COMMERCIAL LEASING SIGNS</b></p> <p><i>For initial establishment of rehabilitated buildings for lease and turnover leases.</i></p>	 <p>TEMPORARY BANNER      SHUTTLE ADS      EXISTING FREESTANDING SIGNS      MULTI-TENANT PEDESTAL SIGN</p>

IMAGES ARE NOT TO SCALE.  
PLEASE SEE APPENDIX B: GRAPHIC CONVENTIONS FOR DIMENSIONS & SPECIFICS

## *5. SIGN REQUEST PROCESS*

# NON-RESIDENTIAL TENANT SIGNAGE REVIEWS & APPROVALS



Planning Staff to review form & submittals for completeness and consistency with *Presidio Sign Standards & Guidelines*

**COMPLIES**  
WITH *PRESIDIO SIGN STANDARDS & GUIDELINES*

**1 WEEK**

Approval sign-off from Planning & Real Estate. *Presidio Commercial* submits work order.

**3 - 4 MONTHS**

If new signs are needed, Planning staff will arrange procurement & fabrication

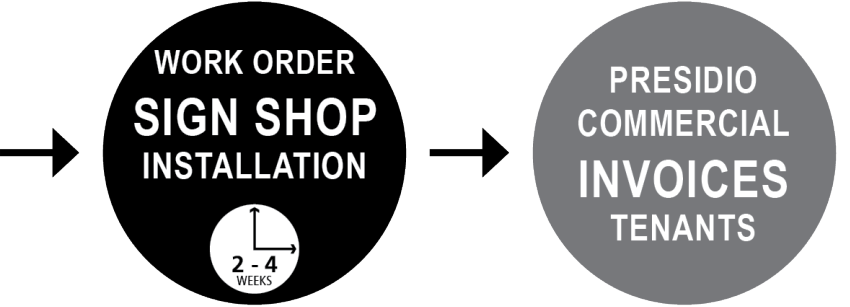
**NON-COMFORMANCE**  
WITH *PRESIDIO SIGN STANDARDS & GUIDELINES*

ADDITIONAL TIME

**2 - 4 WEEKS**

Planning staff to develop sign package to conform

Exemptions from the *Presidio Sign Standards & Guidelines* are scrutinized and infrequent -- there must be a strong compelling reason for the exemption. Exemptions will be required to go through the Planning Review process and approval from Trust CEO.



- Notes:
01. Building-Mounted Banners, Windmasters and Streetlight Banners are generally designed and fabricated by the tenants. Please DO NOT FABRICATE until the proposal has been approved.
  02. Installation and removal of Building-Mounted Banners are done by Presidio Trust Sign Shop. For Streetlight Banners, tenant will need to hire an installer and submit an encroachment permit. A 3-month lead time is needed for all banner installations to ensure timely installation and removal..
  03. For new or replacement building number only signs, please reach out to the Fire Marshal's Office for guidance on size and placement. Submit their recommendation to the Planning team for review, mock-up, and final sign-off. This will ensure that both parties are consulted with not only the requirements, but unique building or site conditions.



**A. NON-RESIDENTIAL TENANT SIGNAGE**

The Non-Residential Tenant Signage Review & Approvals process diagram in the previous page illustrates the Trust's general sign request & review process for non-residential tenants. The approval process will be dependent on specific sign type requested, but tenants are encouraged to start with the *Presidio Commercial* who will help guide tenants through the process. *Presidio Commercial* can provide the latest digital copy of the *Presidio Sign Standards & Guidelines*, along with the necessary forms to fill. The sign request forms will have associated costs that will later be invoiced to the tenant after installation is complete.

*Presidio Commercial* will gather the form along with the required submittal materials (such as logos, exact wording, photos and any communication from the tenant) and forward to the Trust Planning Department to start the review process. Please do not fabricate or put up any signs until review process has been completed.

The time to process the sign request will be dependent on whether the sign conforms to the *Presidio Sign Standards & Guidelines*, and whether it is an existing sign or a new sign. New signs will need to be procured by the Trust, which can take 3-6 months for fabrication & shipping.

As part of the process, the Planning team will develop a sign package and provide visual simulations of the allowable sign types. *Presidio Commercial* will then circulate to tenants for review and approval. Once the review process is completed and signs procured, *Presidio Commercial* will put in a work order request for installation and any excavation permits if required. Note for temporary building-mounted banners and streetlight banners, the tenant is responsible for design (which needs to be submitted with the sign request form) and fabrication. Specifically for streetlight banners, the tenant is also responsible for hiring a licensed installer. An encroachment permit is required and an application must be submitted to the Trust Permitting office by the installer.

**B. RESIDENTIAL TENANT SIGNAGE**

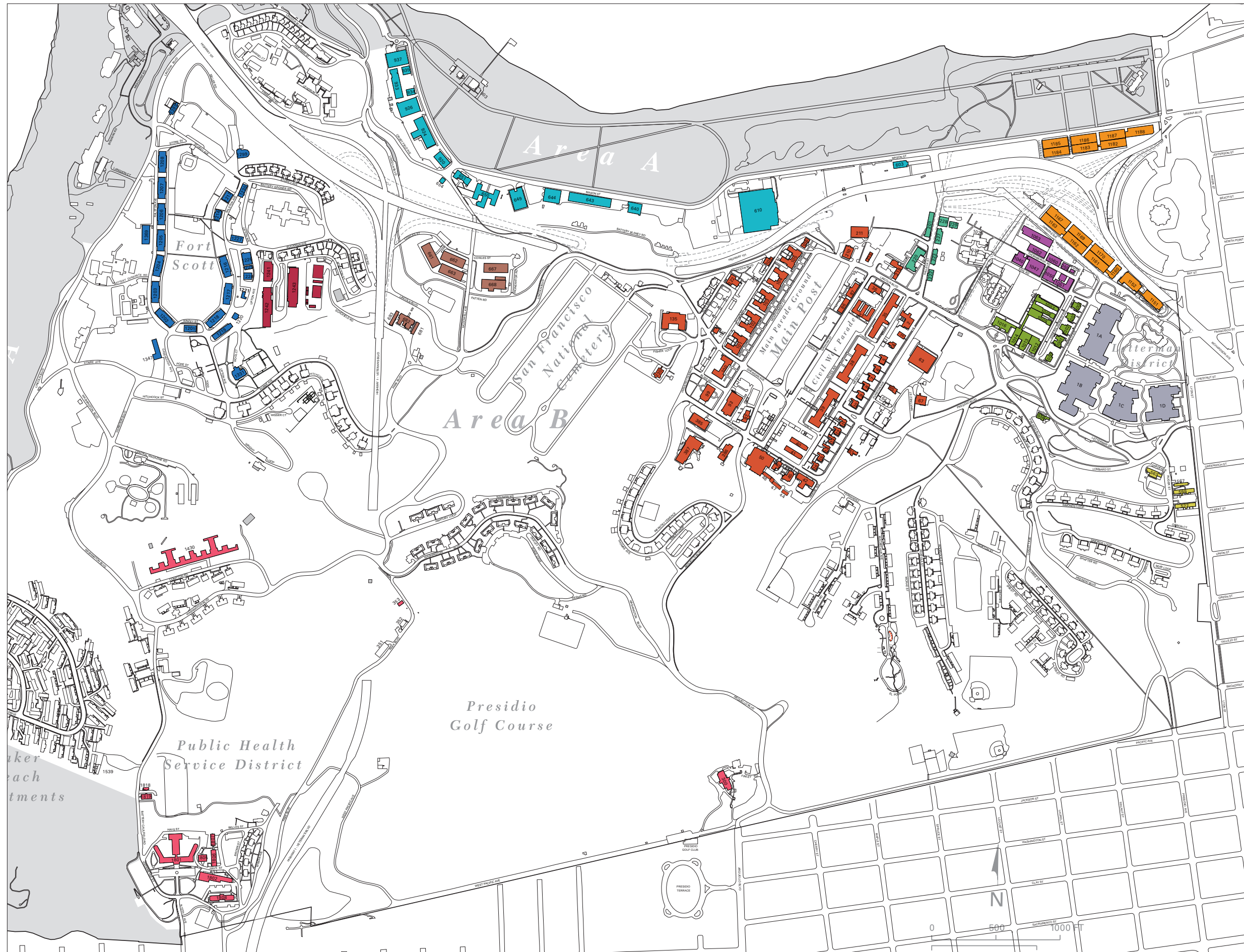
For wayfinding signs for residential neighborhoods or groups of units, *Presidio Residences* or the Trust Residential Asset Management should reach out to the Planning department to coordinate signage.

**C. CAPITAL PROJECTS WITH SIGNAGE**

For signs that are part of a capital or Trust project, project managers and Trust Designated Representatives should reach out the the Planning department to coordinate signage.



## *APPENDIX A. TENANT SIGN ZONES*



## Tenant Sign Zones

**ZONE NAME & COLOR KEY**

**NON-RESIDENTIAL BUILDINGS**

<b>1. MAIN POST</b>	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>2. HALLECK STREET</b>	201, 222, 223, 227, 228, 229
<b>3. RUGER STREET</b>	567, 569, 572
<b>4. LETTERMAN</b>	558, 1000, 1001, 1002, 1003, 1004, 1007, 1008, 1009, 1012, 1013, 1014, 1016
<b>5. THORNBURGH</b>	1040, 1047, 1050, 1051, 1056, 1059, 1060, 1062, 1063
<b>6. GORGAS/EAST MASON</b>	1151, 1152, 1160, 1161, 1162, 1163, 1167, 1169, 1170, 1182, 1183, 1184, 1185, 1186, 1187, 1188
<b>7. CRISSY FIELD</b>	603, 610, 640, 643, 644, 649, 650, 651, 654, 920, 924, 926, 933, 934, 935, 937
<b>8. FORT SCOTT</b>	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
<b>9. PUBLIC HEALTH SERVICE AND PRESIDIO GOLF COURSE</b>	300, 353, 1430, 1801, 1802, 1805, 1806, 1807
<b>10. CAVALRY STABLES</b>	661, 662, 663, 667, 668
<b>11. PRESIDIO NURSERY</b>	1241, 1242, 1243

# 1. MAIN POST



## OFFICE TENANTS

## PUBLIC-SERVING TENANTS

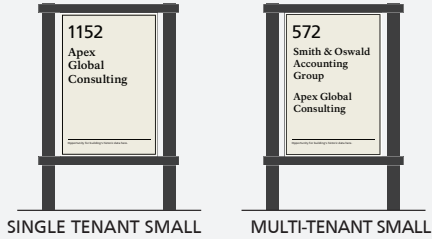
### FREESTANDING BUILDING ID

Every non-residential building will have either one large or one small freestanding building ID sign depending on building size. For multi-tenant buildings - o 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. If there are multiple tenants with similar square footage, no more than 3 tenant names can fit on the sign. The 3 tenants will be based on the order of: 1) public-serving; and 2) largest occupancy square footage as stated on the lease.

The freestanding sign will be located near the building's main entrance where it is most visible from street level.



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.



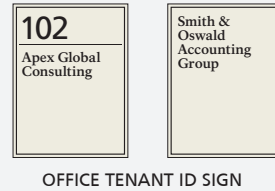
Small signs permitted for Buildings 2-16, 49, 65, 97, 108, and 116.



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

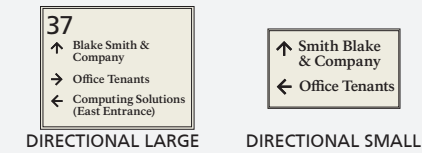
### WALL-MOUNTED TENANT ID

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.

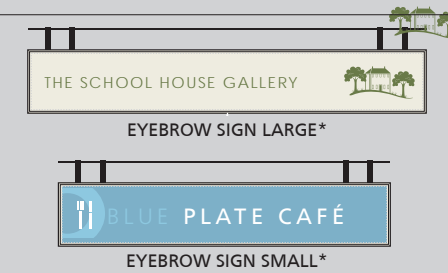
### WALL-MOUNTED DIRECTIONAL SIGN



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

### EYEBROW SIGN

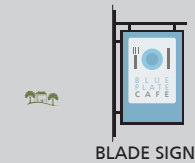
Eyebrow signs are permitted for public-serving tenants located in buildings with front porches. A blade sign may be used instead of an eyebrow sign. A tenant may not use both an eyebrow sign and a blade sign.



Eyebrow sign 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

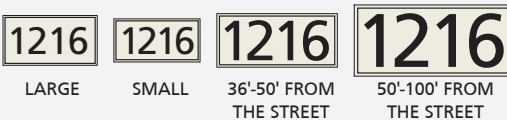
Blade signs are permitted for public-serving tenants. A blade sign may be used instead of an eyebrow sign, but a tenant may not use both an eyebrow sign and a blade sign.



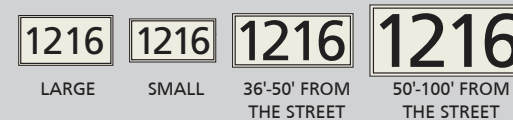
In lieu of eyebrow sign. Permitted on all Main Post zone buildings.

### BUILDING NUMBER SIGN

For emergency response, all buildings will be furnished with building number signs.



Please see Appendix B, p.122 and Appendix D.



Please see Appendix B, p.122 and Appendix D.

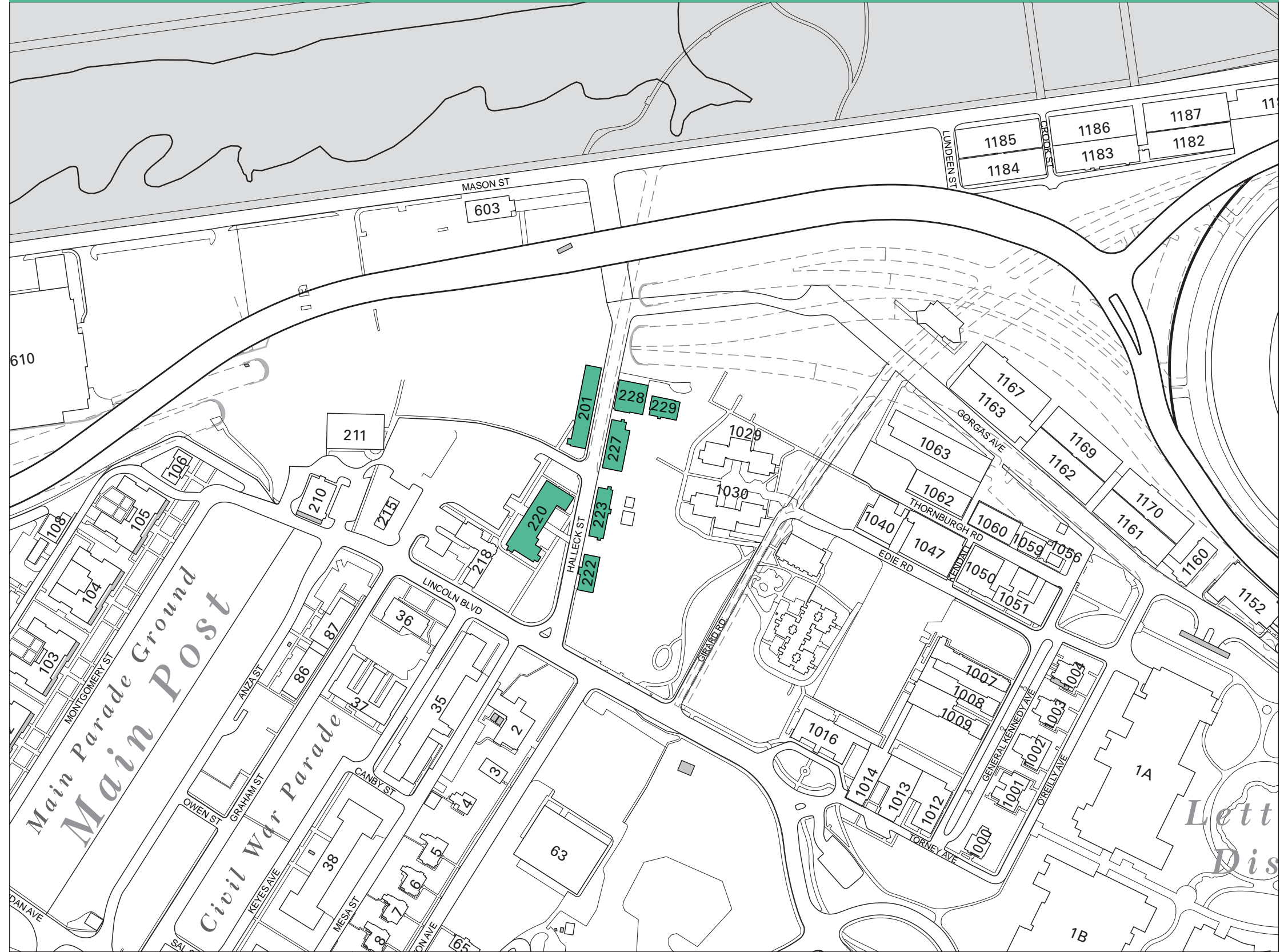
## Tenant Sign Zones

### 1. MAIN POST

IMAGES ARE NOT TO SCALE

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

## 2. HALLECK STREET



OFFICE TENANTS

PUBLIC-SERVING TENANTS

FREESTANDING BUILDING ID

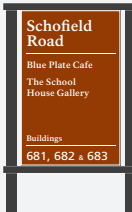
Every non-residential building will have either one large or one small freestanding building ID sign depending on building size. For multi-tenant buildings - o qualify for a business name on a sign, a tenant must occupy at least 1/3 of the building and/or be a public-serving tenant. If there are multiple tenants with similar square footage, no more than 3 tenant names can fit on the sign. The 3 tenants will be based on the order of: 1) public-serving; and 2) largest occupancy square footage as stated on the lease.

The freestanding sign will be located near the building's main entrance where it is most visible from street level.



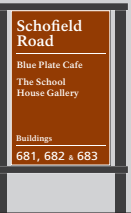

Large sign permitted for Building 220 west side only.

SINGLE TENANT LARGE MULTI-TENANT LARGE



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

TENANT WAYFINDING



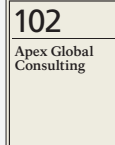

Permitted only as needed in cases where buildings are not visible from a main road.

TENANT WAYFINDING

WALL-MOUNTED TENANT ID

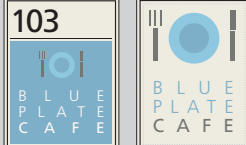
Because there are no front yards on Halleck Street, these signs will be the only building ID signs.

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.

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

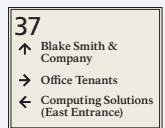
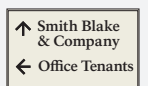
OFFICE TENANT ID SIGN



Permitted on all Halleck Street zone buildings.

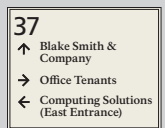
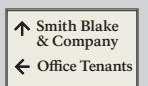
TENANT LOGO SIGN\*

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

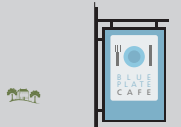



Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.

DIRECTIONAL LARGE DIRECTIONAL SMALL

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 Halleck Street zone buildings.

BLADE SIGN\*

BUILDING NUMBER SIGN

For emergency response, all buildings will be furnished with building number signs.



Please see Appendix B, p.122 and Appendix D.

LARGE SMALL 36'-50' FROM THE STREET 50'-100' FROM THE STREET



Please see Appendix B, p.122 and Appendix D.

LARGE SMALL 36'-50' FROM THE STREET 50'-100' FROM THE STREET

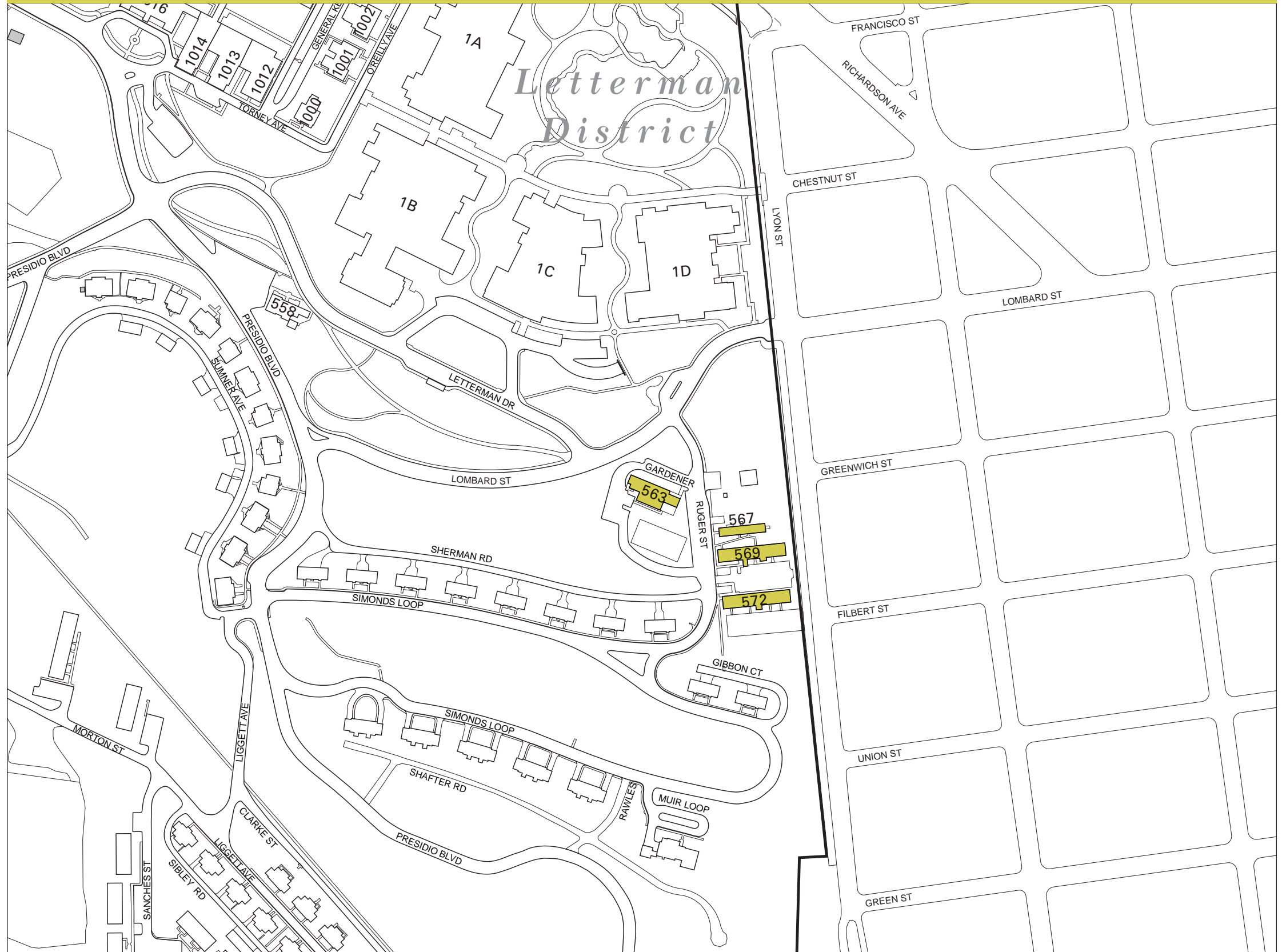
Tenant Sign Zones

2. HALLECK STREET

IMAGES ARE NOT TO SCALE

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

### 3. RUGER STREET





## 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. For multi-tenant buildings - o 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. If there are multiple tenants with similar square footage, no more than 3 tenant names can fit on the sign. The 3 tenants will be based on the order of: 1) public-serving; and 2) largest occupancy square footage as stated on the lease.

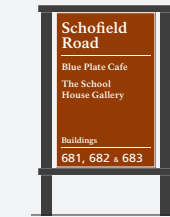
The freestanding sign will be located near the building's main entrance where it is most visible from street level.



Large signs permitted for all Ruger Street buildings.

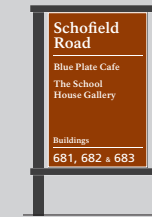


Large signs permitted for all Ruger Street buildings.



TENANT WAYFINDING

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

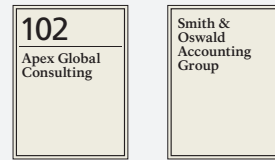


TENANT WAYFINDING

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

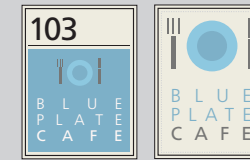
### WALL-MOUNTED TENANT ID

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



OFFICE TENANT ID SIGN

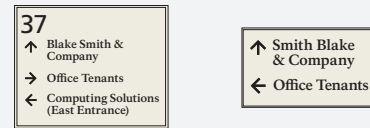
Permitted only as needed in cases where there are multiple door entries or if installation of a freestanding sign is not feasible.



TENANT LOGO SIGN\*

Permitted on all Ruger Street zone buildings.

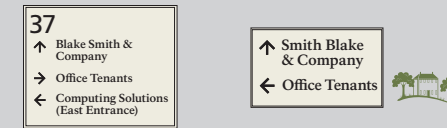
### WALL-MOUNTED DIRECTIONAL SIGN



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.

### 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.

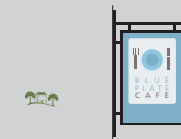


EYEBROW SIGN CUSTOMIZED\*

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

### 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 Ruger Street zone buildings.

### BUILDING NUMBER SIGN

For emergency response, all buildings will be furnished with building number signs.



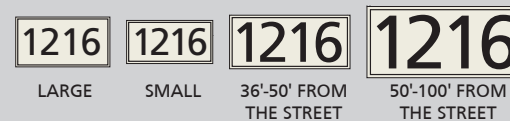
LARGE

SMALL

36'-50' FROM THE STREET

50'-100' FROM THE STREET

Please see Appendix B, p.122 and Appendix D.



LARGE

SMALL

36'-50' FROM THE STREET

50'-100' FROM THE STREET

Please see Appendix B, p.122 and Appendix D.

## Tenant Sign Zones

### 3. RUGER STREET

IMAGES ARE NOT TO SCALE

\*MAXIMUM TOTAL NUMBER OF SIGNS WITH LOGOS ALLOWED PER BUILDING: 1 SIGN

#### 4. LETTERMAN



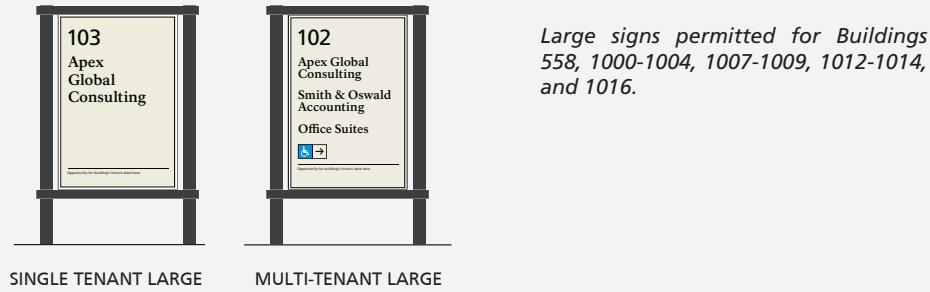
## OFFICE TENANTS

## PUBLIC-SERVING TENANTS

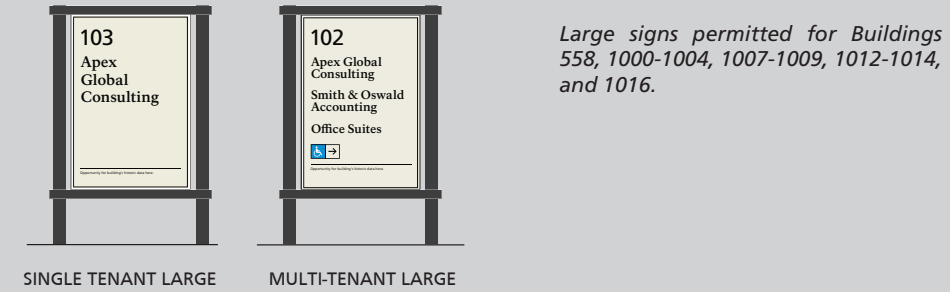
### FREESTANDING BUILDING ID

Every non-residential building will have either one large or one small freestanding building ID sign depending on building size. For multi-tenant buildings - o 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. If there are multiple tenants with similar square footage, no more than 3 tenant names can fit on the sign. The 3 tenants will be based on the order of: 1) public-serving; and 2) largest occupancy square footage as stated on the lease.

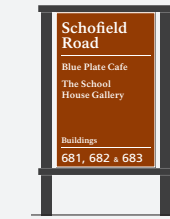
The freestanding sign will be located near the building's main entrance where it is most visible from street level.



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



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



TENANT WAYFINDING

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

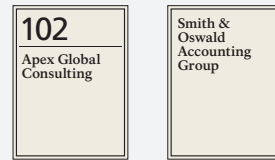


TENANT WAYFINDING

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

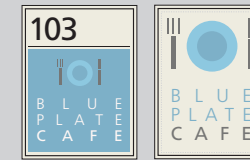
### WALL-MOUNTED TENANT ID

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



OFFICE TENANT ID SIGN

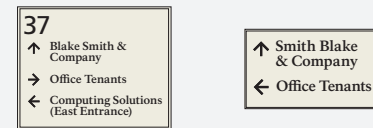
Permitted only as needed in cases where there are multiple door entries or if installation of a freestanding sign is not feasible.



TENANT LOGO SIGN\*

Permitted on all Letterman 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.



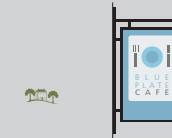
DIRECTIONAL LARGE

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 Letterman zone buildings.

### BUILDING NUMBER SIGN

For emergency response, all buildings will be furnished with building number signs.



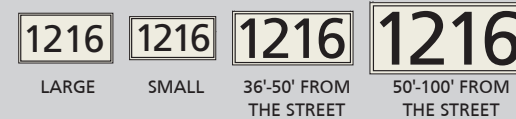
LARGE

SMALL

36'-50' FROM THE STREET

50'-100' FROM THE STREET

Please see Appendix B, p.122 and Appendix D.



LARGE

SMALL

36'-50' FROM THE STREET

50'-100' FROM THE STREET

Please see Appendix B, p.122 and Appendix D.

## Tenant Sign Zones

### 4. LETTERMAN

IMAGES ARE NOT TO SCALE

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

5. THORNBURGH



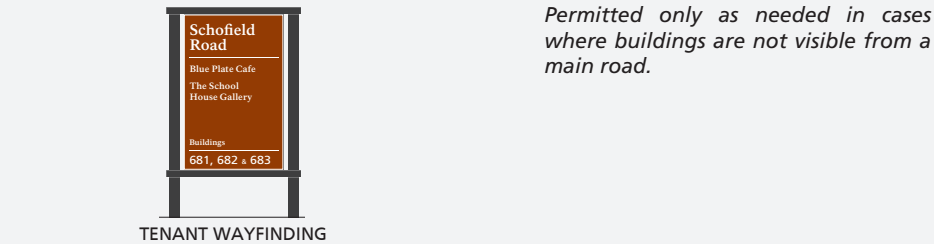
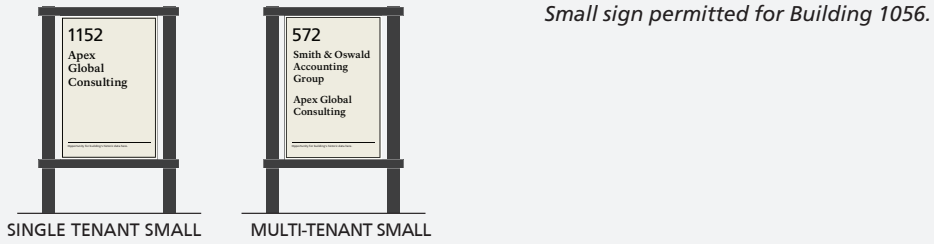
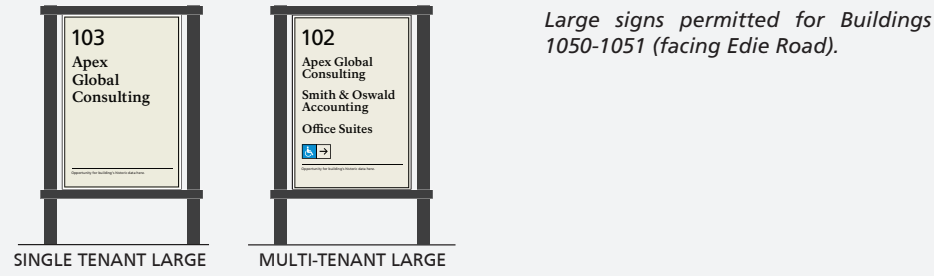
## OFFICE TENANTS

## 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. For multi-tenant buildings - o 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. If there are multiple tenants with similar square footage, no more than 3 tenant names can fit on the sign. The 3 tenants will be based on the order of: 1) public-serving; and 2) largest occupancy square footage as stated on the lease.

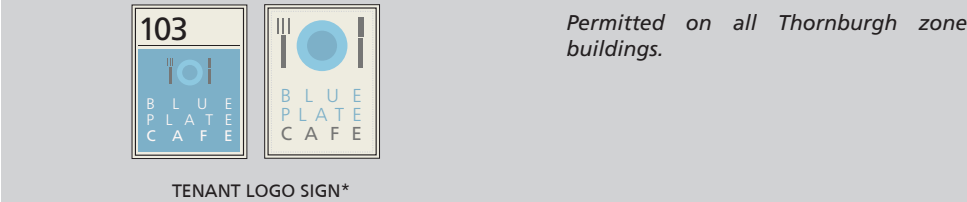
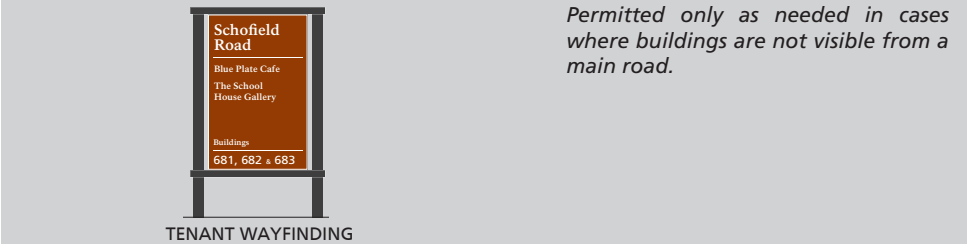
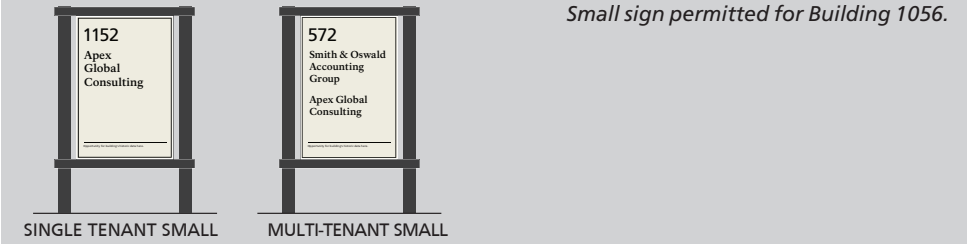
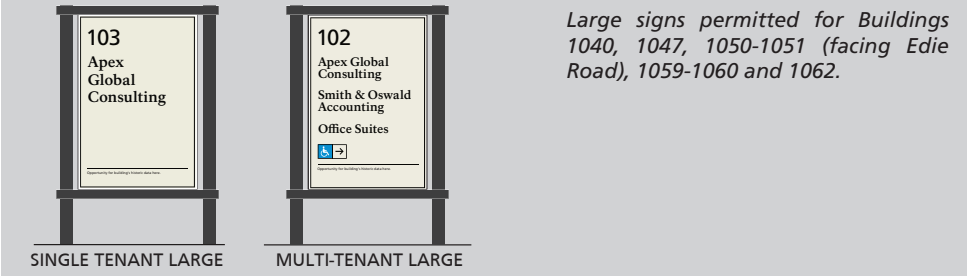
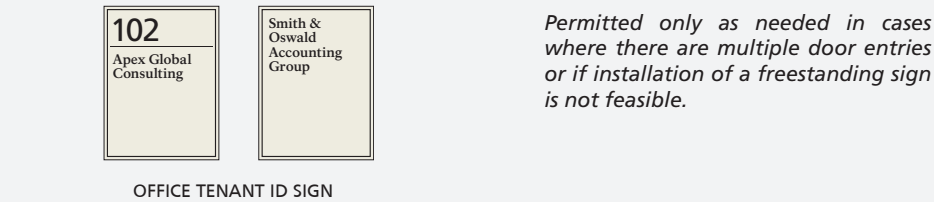
The freestanding sign will be located near the building's main entrance where it is most visible from street level.



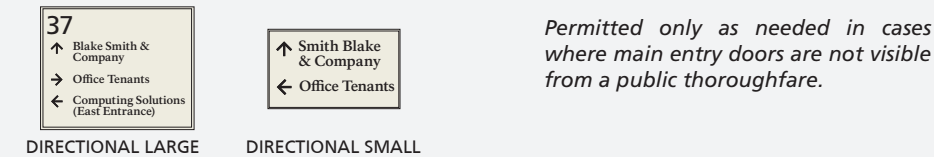
### WALL-MOUNTED TENANT ID

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.



### WALL-MOUNTED DIRECTIONAL SIGN



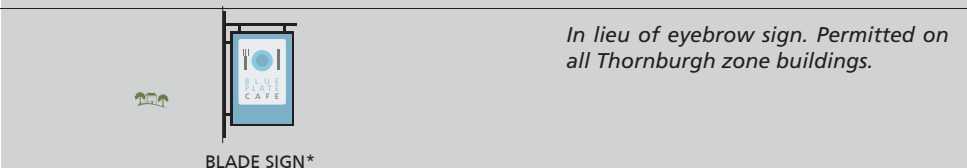
### EYEBROW SIGN

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.



### 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.



### BUILDING NUMBER SIGN

For emergency response, all buildings will be furnished with building number signs.



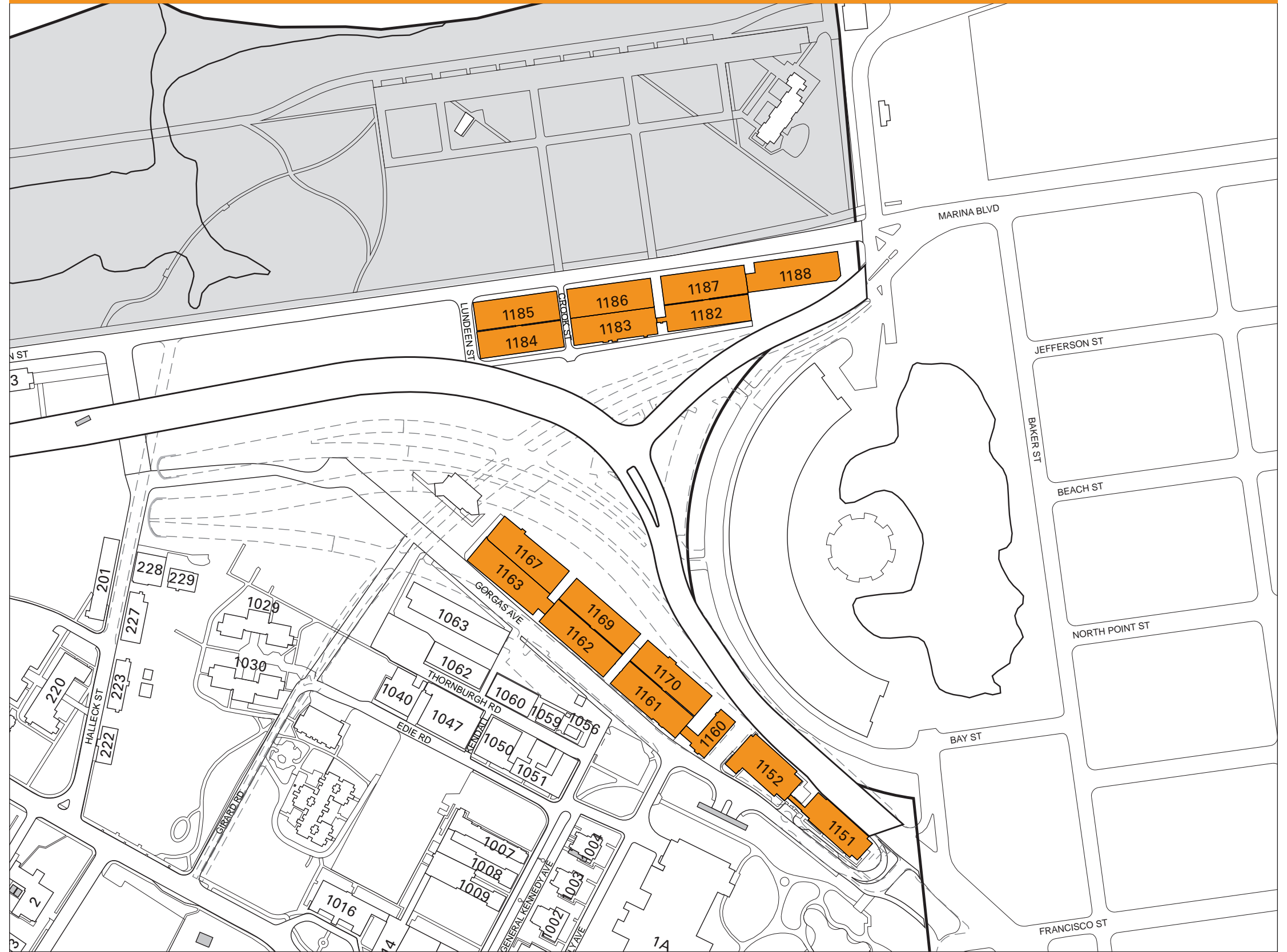
## Tenant Sign Zones

## 5. THORNBURGH

IMAGES ARE NOT TO SCALE

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

6. GORGAS / EAST MASON



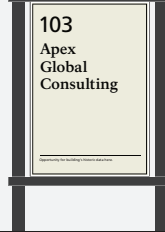
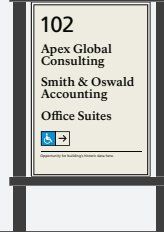
## OFFICE TENANTS

## PUBLIC-SERVING TENANTS

### FREESTANDING BUILDING ID

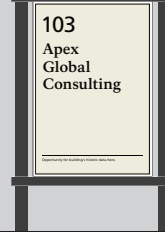
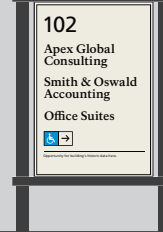
Every non-residential building will have either one large or one small freestanding building ID sign depending on building size. For multi-tenant buildings - o qualify for a business name on a sign, a tenant must occupy at least 1/3 of the building and/or be a public-serving tenant. If there are multiple tenants with similar square footage, no more than 3 tenant names can fit on the sign. The 3 tenants will be based on the order of: 1) public-serving; and 2) largest occupancy square footage as stated on the lease.

The freestanding sign will be located near the building's main entrance where it is most visible from street level.

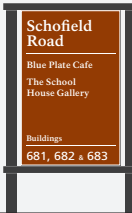
Large signs permitted for Buildings 1151-1152.

SINGLE TENANT LARGE      MULTI-TENANT LARGE

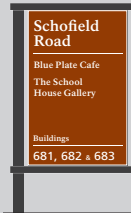
Large signs permitted for Buildings 1151-1152 and one large sign for the Mason Street Warehouse complex.

SINGLE TENANT LARGE      MULTI-TENANT LARGE



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

TENANT WAYFINDING

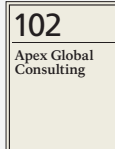



Permitted only as needed in cases where buildings are not visible from a main road.

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 Gorgas/East Mason zone buildings.\*\*



TENANT LOGO SIGN\*      WAREHOUSE 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

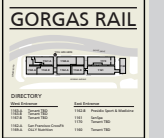
### TENANT DIRECTORY MAP

Map panel with a directory of tenants for a complex of tenants/buildings.



Generally placed at major entry points to the site.

TENANT DIRECTORY MAP

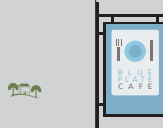


Generally placed at major entry points to the site.

TENANT DIRECTORY MAP

### 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 Gorgas/East Mason zone buildings.\*\*

BLADE SIGN\*

### BUILDING NUMBER SIGN

For emergency response, all buildings will be furnished with building number signs.






Please see Appendix B, p.122 and Appendix D.

LARGE      SMALL      36'-50' FROM THE STREET      50'-100' FROM THE STREET






Please see Appendix B, p.122 and Appendix D.

LARGE      SMALL      36'-50' FROM THE STREET      50'-100' FROM THE STREET

## Tenant Sign Zones

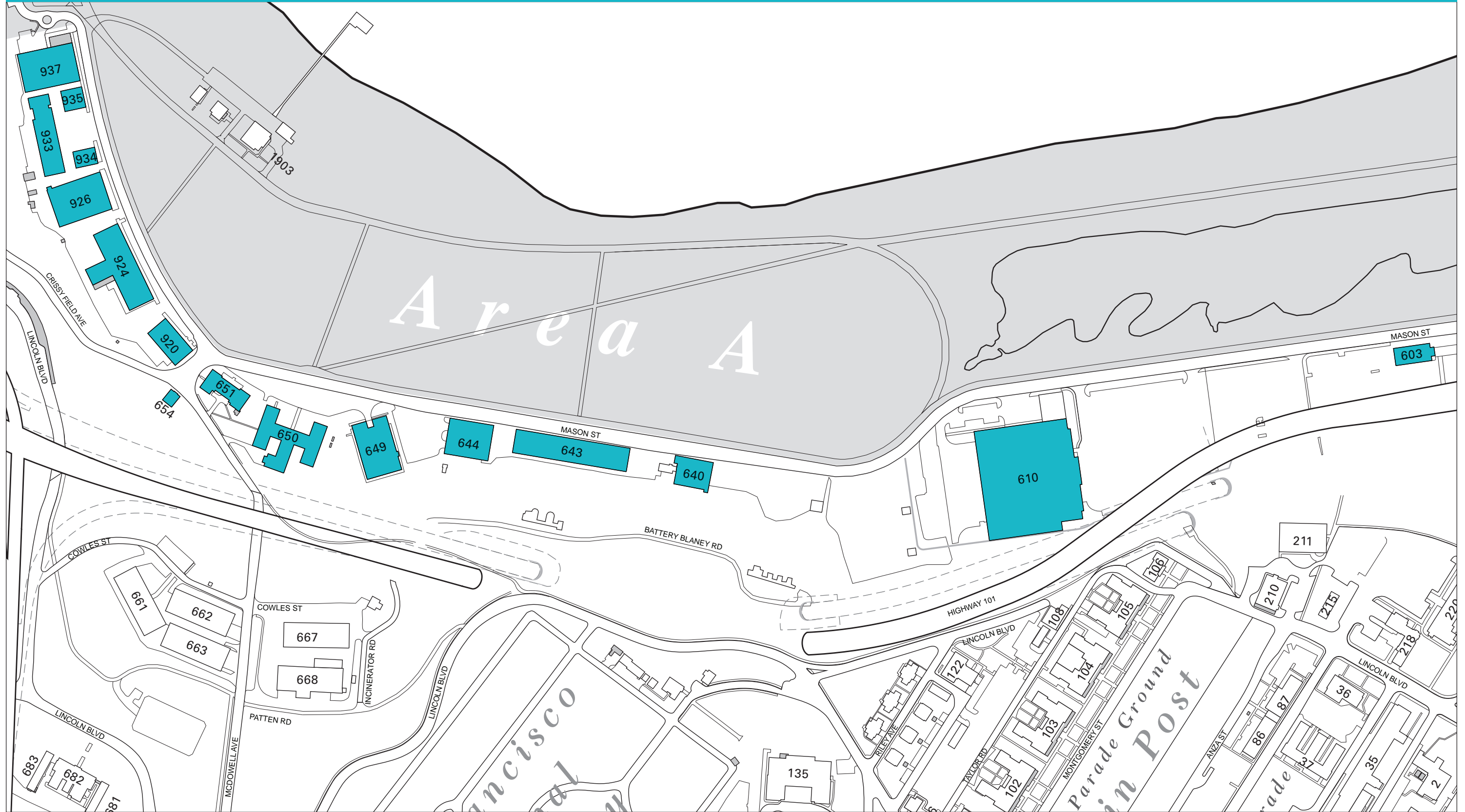
### 6. GORGAS / EAST MASON

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.

7. CRISSY FIELD





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. For multi-tenant buildings - o 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. If there are multiple tenants with similar square footage, no more than 3 tenant names can fit on the sign. The 3 tenants will be based on the order of: 1) public-serving; and 2) largest occupancy square footage as stated on the lease.

The freestanding sign will be located near the building's main entrance where it is most visible from street level.

103 Apex Global Consulting  
SINGLE TENANT LARGE

102 Apex Global Consulting, Smith & Oswald Accounting, Office Suites  
MULTI-TENANT LARGE

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

103 Apex Global Consulting  
SINGLE TENANT LARGE

102 Apex Global Consulting, Smith & Oswald Accounting, Office Suites  
MULTI-TENANT LARGE

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

1152 Apex Global Consulting  
SINGLE TENANT SMALL

572 Smith & Oswald Accounting Group, Apex Global Consulting  
MULTI-TENANT SMALL

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.

102 Apex Global Consulting  
OFFICE TENANT ID SIGN

Smith & Oswald Accounting Group  
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.

BLUE PLATE CAFE  
BUILDING 924  
TENANT LOGO ID<sup>1</sup>

Permitted on all Crissy Field zone buildings.

CRISSY FIELD WALL-MOUNTED DIRECTIONAL SIGN

Future Tenant Name ←  
DIRECTIONAL LARGE<sup>2</sup>

Future Tenant ←  
DIRECTIONAL MEDIUM<sup>2</sup>

Future Tenant ↑  
DIRECTIONAL SMALL<sup>2</sup>

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

Future Tenant Name ←  
DIRECTIONAL LARGE<sup>2</sup>

Future Tenant ←  
DIRECTIONAL MEDIUM<sup>2</sup>

Future Tenant ↑  
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.

THE SCHOOL HOUSE GALLERY  
EYEBROW SIGN LARGE\*

BLUE PLATE CAFE  
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.

BLUE PLATE CAFE  
BLADE SIGN\*

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

CRISSY FIELD BUILDING NUMBER SIGN

For emergency response, all buildings will be furnished with building number signs.

926 BUILDING NUMBER LARGE<sup>3</sup>

926 BUILDING NUMBER MEDIUM<sup>3</sup>

926 BUILDING NUMBER SMALL<sup>3</sup>

Please see Appendix B, p.132 and Appendix D.

926

926 BUILDING NUMBER LARGE<sup>3</sup>

926 BUILDING NUMBER MEDIUM<sup>3</sup>

926 BUILDING NUMBER SMALL<sup>3</sup>

Please see Appendix B, p.132 and Appendix D.

926

Tenant Sign Zones

7. CRISSY FIELD

IMAGES ARE NOT TO SCALE

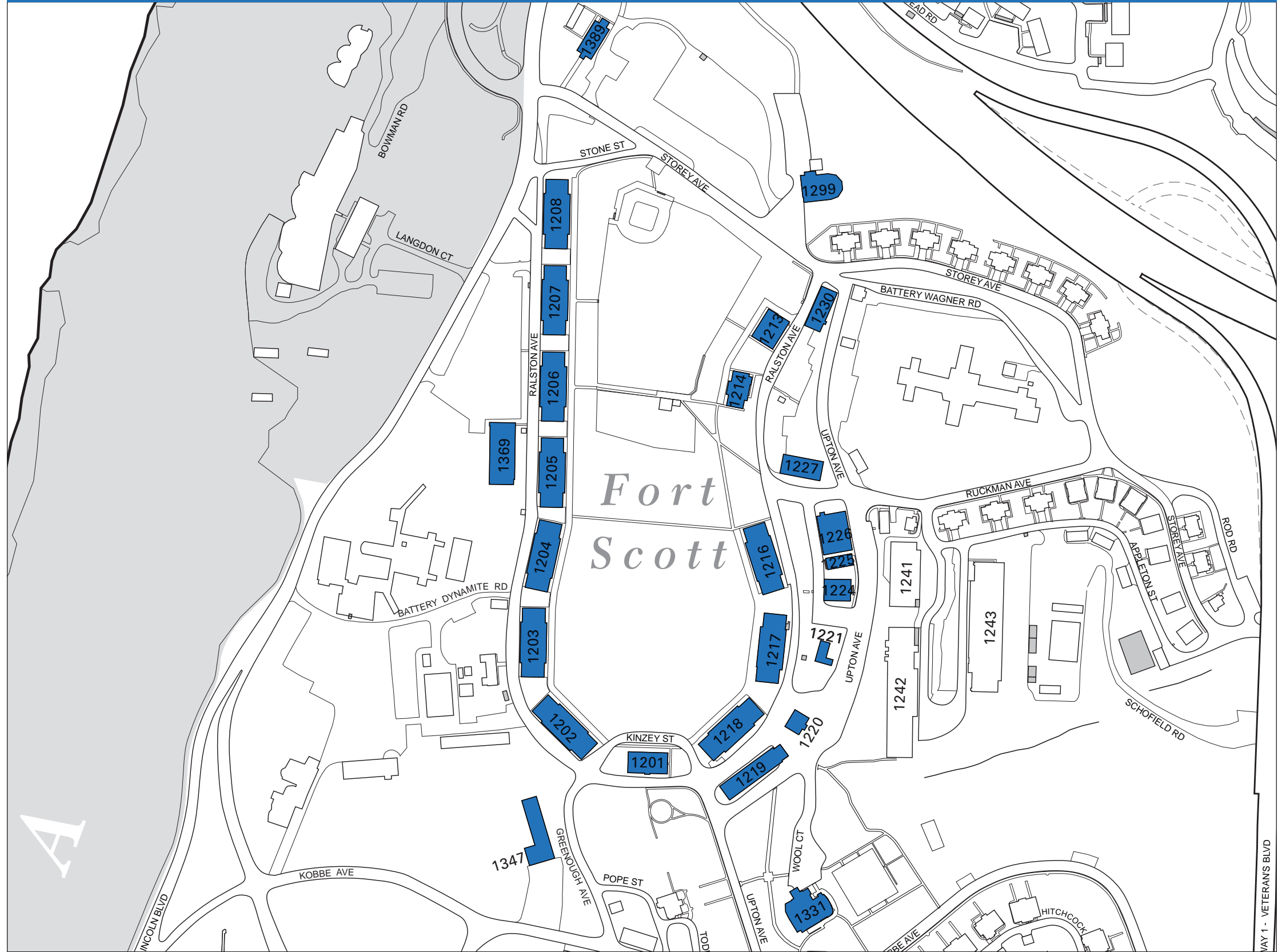
\* MAXIMUM TOTAL NUMBER OF SIGNS WITH LOGOS ALLOWED PER BUILDING: 4 SIGNS

<sup>1</sup> SEE CRISSY FIELD WALL-MOUNTED TENANT ID OF APPENDIX B: GRAPHIC CONVENTIONS, P. 128

<sup>2</sup> SEE CRISSY FIELD WALL-MOUNTED DIRECTIONAL SIGN OF B: GRAPHIC CONVENTIONS, P. 130

<sup>3</sup> SEE CRISSY FIELD BUILDING NUMBER SIGN OF APPENDIX B: GRAPHIC CONVENTIONS, P. 132.

8. FORT SCOTT



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. For multi-tenant buildings - o 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. If there are multiple tenants with similar square footage, no more than 3 tenant names can fit on the sign. The 3 tenants will be based on the order of: 1) public-serving; and 2) largest occupancy square footage as stated on the lease.

The freestanding sign will be located near the building's main entrance where it is most visible from street level.

103 Apex Global Consulting  
102 Apex Global Consulting, Smith & Oswald Accounting, Office Suites

SINGLE TENANT LARGE MULTI-TENANT LARGE

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

103 Apex Global Consulting  
102 Apex Global Consulting, Smith & Oswald Accounting, Office Suites

SINGLE TENANT LARGE MULTI-TENANT LARGE

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

1152 Apex Global Consulting  
572 Smith & Oswald Accounting Group, Apex Global Consulting

SINGLE TENANT SMALL MULTI-TENANT SMALL

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

1152 Apex Global Consulting  
572 Smith & Oswald Accounting Group, Apex Global Consulting

SINGLE TENANT SMALL MULTI-TENANT SMALL

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

Schofield Road  
Blue Plate Cafe  
The School House Gallery  
Buildings 681, 682 & 683

TENANT WAYFINDING

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

Schofield Road  
Blue Plate Cafe  
The School House Gallery  
Buildings 681, 682 & 683

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.

102 Apex Global Consulting  
Smith & Oswald Accounting Group

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.

103 Blue Plate Cafe  
Blue Plate Cafe

TENANT LOGO SIGN\*\*

Permitted on all Fort Scott zone buildings.

WALL-MOUNTED DIRECTIONAL SIGN

37 Blake Smith & Company, Office Tenants, Computing Solutions (East Entrance)  
Smith Blake & Company, Office Tenants

DIRECTIONAL LARGE DIRECTIONAL SMALL

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

37 Blake Smith & Company, Office Tenants, Computing Solutions (East Entrance)  
Smith Blake & Company, Office Tenants

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.

Blue Plate Cafe

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.

Blue Plate Cafe

BLADE SIGN\*\*

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

BUILDING NUMBER SIGN

For emergency response, all buildings will be furnished with building number signs.

1216 1216 1216 1216

LARGE SMALL 36'-50' FROM THE STREET 50'-100' FROM THE STREET

Please see Appendix B, p.122 and Appendix D.

1216 1216 1216 1216

LARGE SMALL 36'-50' FROM THE STREET 50'-100' FROM THE STREET

Please see Appendix B, p.122 and Appendix D.

Tenant Sign Zones

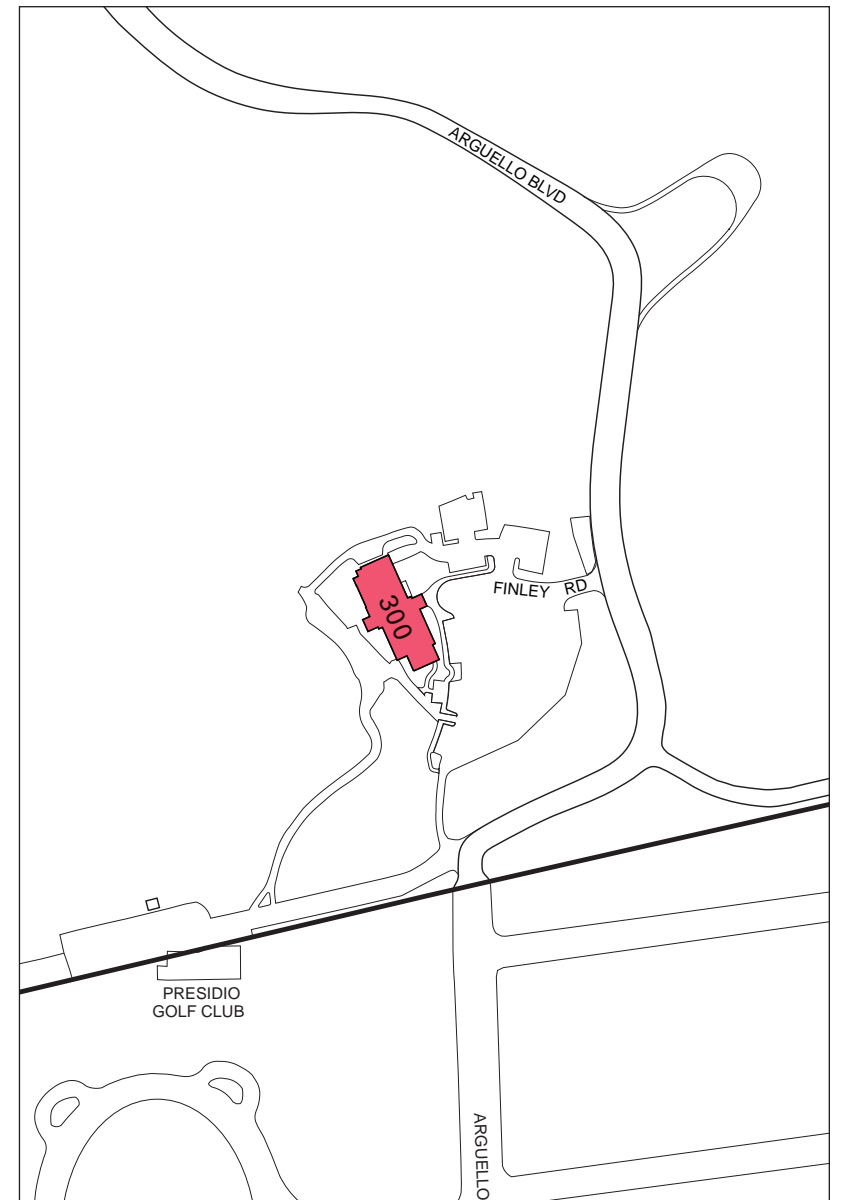
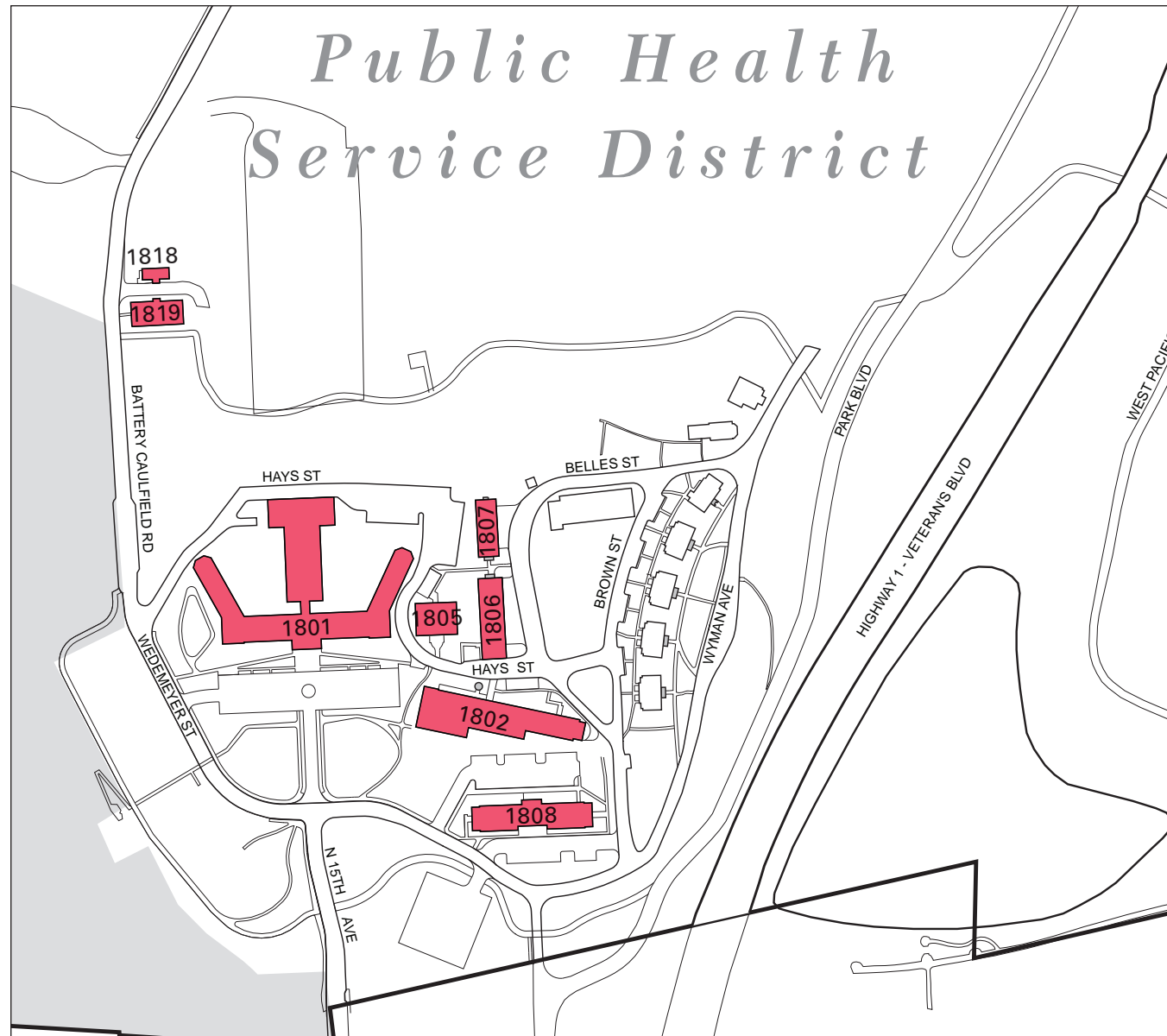
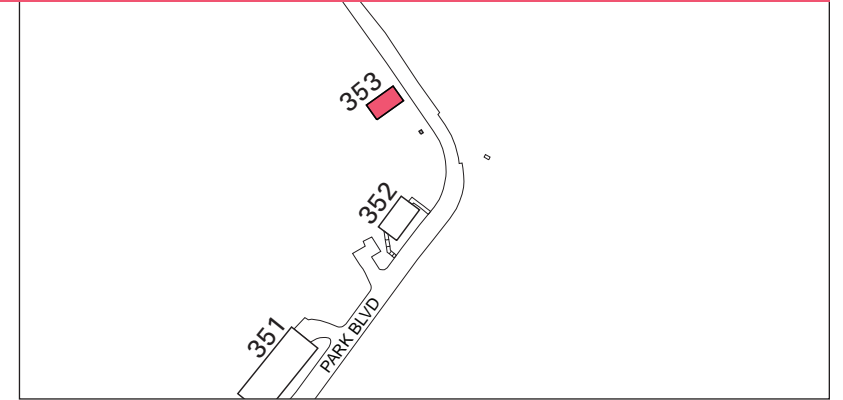
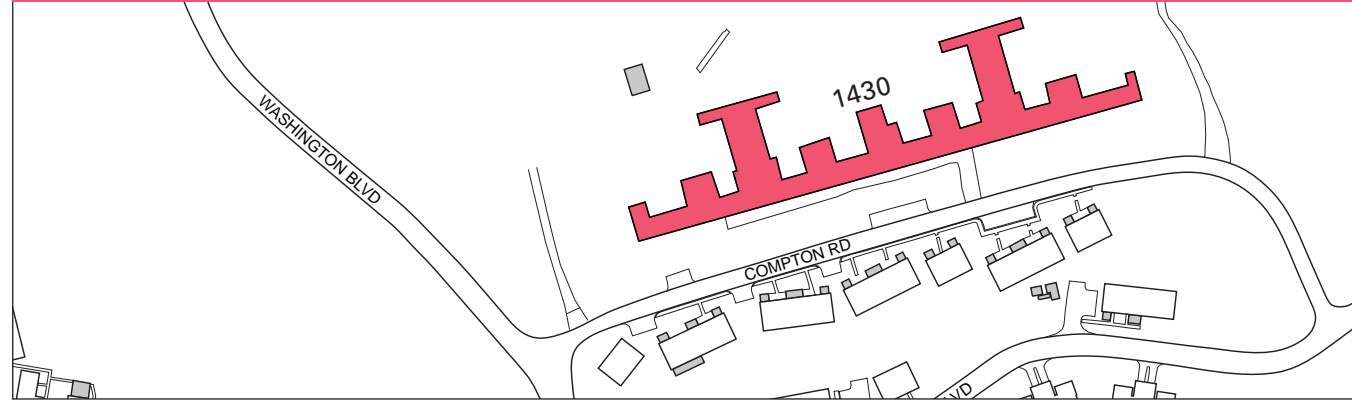
8. FORT SCOTT

IMAGES ARE NOT TO SCALE

\* TO FACILITATE THE TRUST'S MISSION OF CREATING A COLLABORATIVE CAMPUS AT FORT SCOTT, THE TRUST IS ALLOWING ANY TENANT WHO OCCUPIES AN ENTIRE BUILDING TO HAVE A WALL-MOUNTED LOGO SIGN, REGARDLESS OF BEING CLASSIFIED AS OFFICE TENANT OR PUBLIC-SERVING TENANT.

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

9. PUBLIC HEALTH SERVICE AND PRESIDIO GOLF COURSE



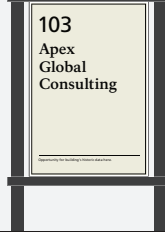

## OFFICE TENANTS

## PUBLIC-SERVING TENANTS

### FREESTANDING BUILDING ID

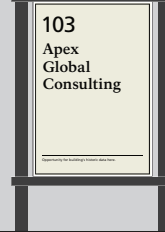
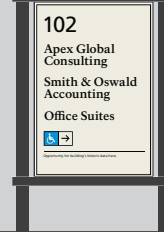
Every non-residential building will have either one large or one small freestanding building ID sign depending on building size. For multi-tenant buildings - o qualify for a business name on a sign, a tenant must occupy at least 1/3 of the building and/or be a public-serving tenant. If there are multiple tenants with similar square footage, no more than 3 tenant names can fit on the sign. The 3 tenants will be based on the order of: 1) public-serving; and 2) largest occupancy square footage as stated on the lease.

The freestanding sign will be located near the building's main entrance where it is most visible from street level.

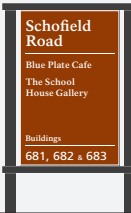
Large signs permitted for Buildings 1801-1802, 1805-1808, and 1818-1819.

SINGLE TENANT LARGE      MULTI-TENANT LARGE

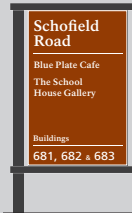
Large signs permitted for Buildings 1801-1802, 1805-1808, and 1818-1819.

SINGLE TENANT LARGE      MULTI-TENANT LARGE



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

TENANT WAYFINDING

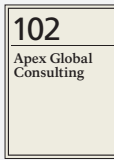
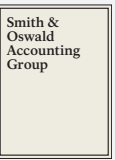


Permitted only as needed in cases where buildings are not visible from a main road.

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.

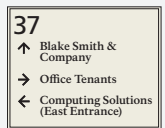

OFFICE TENANT ID SIGN

Permitted on all Public Health Service and Presidio Golf Course 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.

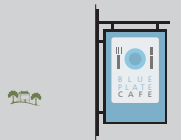


Permitted on Buildings 1805 and 1808.

EYEBROW SIGN 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 Public Health Service and Presidio Golf Course zone buildings.

BLADE SIGN\*

### BUILDING NUMBER SIGN

For emergency response, all buildings will be furnished with building number signs.






Please see Appendix B, p.122 and Appendix D.

LARGE      SMALL      36'-50' FROM THE STREET      50'-100' FROM THE STREET






Please see Appendix B, p.122 and Appendix D.

LARGE      SMALL      36'-50' FROM THE STREET      50'-100' FROM THE STREET

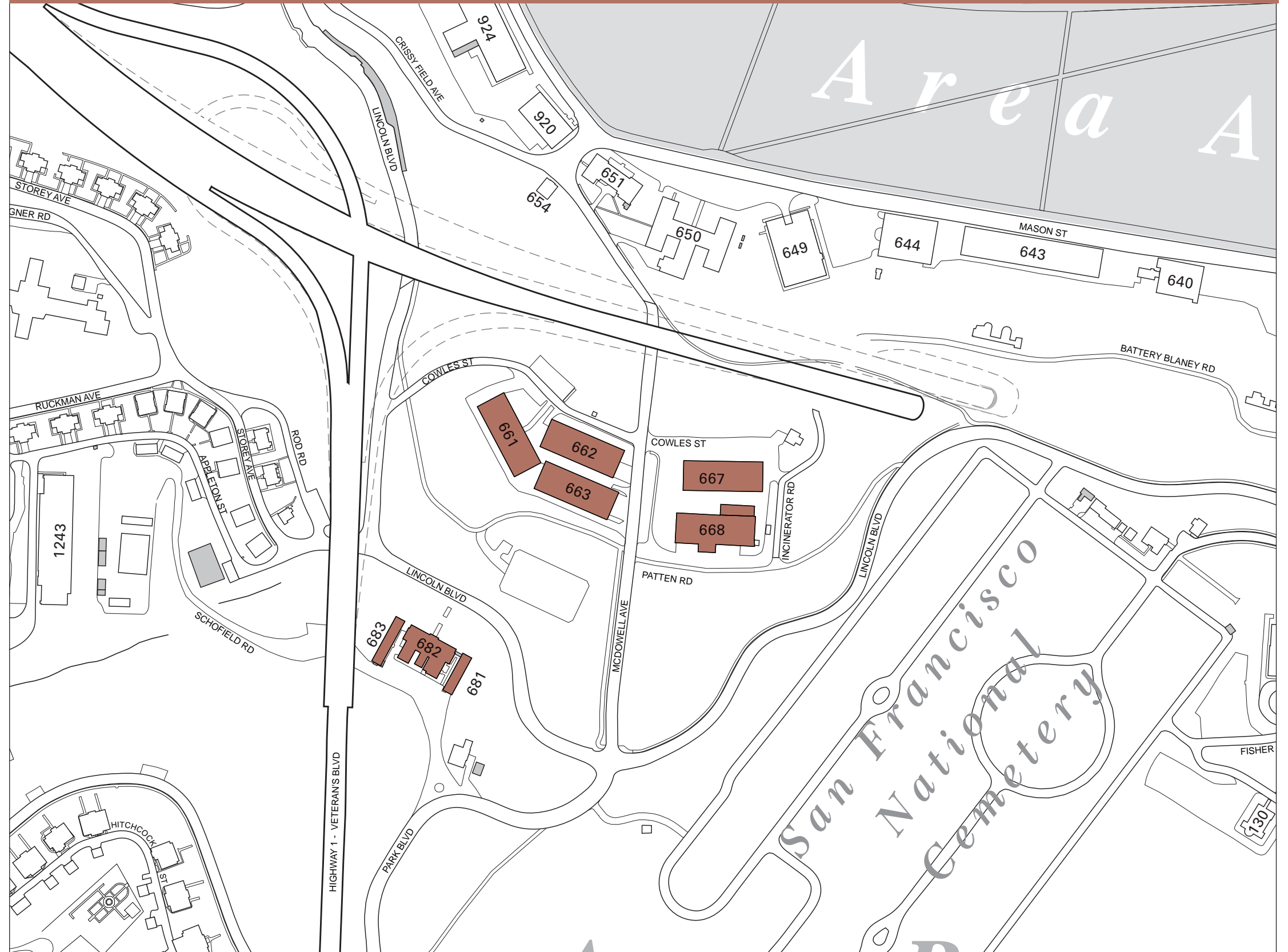
## Tenant Sign Zones

## 9. PUBLIC HEALTH SERVICE AND PRESIDIO GOLF COURSE

IMAGES ARE NOT TO SCALE

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

10. CAVALRY STABLES



**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. For multi-tenant buildings - o 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. If there are multiple tenants with similar square footage, no more than 3 tenant names can fit on the sign. The 3 tenants will be based on the order of: 1) public-serving; and 2) largest occupancy square footage as stated on the lease.

The freestanding sign will be located near the building's main entrance where it is most visible from street level.

103  
Apex Global Consulting

102  
Apex Global Consulting  
Smith & Oswald Accounting  
Office Suites

SINGLE TENANT LARGE MULTI-TENANT LARGE

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

103  
Apex Global Consulting

102  
Apex Global Consulting  
Smith & Oswald Accounting  
Office Suites

SINGLE TENANT LARGE MULTI-TENANT LARGE

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

Schofield Road  
Blue Plate Cafe  
The School House Gallery  
Buildings  
681, 682 + 683

TENANT WAYFINDING

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

Schofield Road  
Blue Plate Cafe  
The School House Gallery  
Buildings  
681, 682 + 683

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.

102  
Apex Global Consulting

Smith & Oswald Accounting Group

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.

103  
BLUE PLATE CAFE

TENANT LOGO SIGN\*

Permitted on all Cavalry Stables buildings.

**WALL-MOUNTED DIRECTIONAL SIGN**

37  
↑ Blake Smith & Company  
→ Office Tenants  
← Computing Solutions (East Entrance)

↑ Smith Blake & Company  
← Office Tenants

DIRECTIONAL LARGE DIRECTIONAL SMALL

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

37  
↑ Blake Smith & Company  
→ Office Tenants  
← Computing Solutions (East Entrance)

↑ Smith Blake & Company  
← Office Tenants

DIRECTIONAL LARGE DIRECTIONAL SMALL

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

**BUILDING NUMBER SIGN**

For emergency response, all buildings will be furnished with building number signs.

1216 1216 1216 1216

LARGE SMALL 36'-50' FROM THE STREET 50'-100' FROM THE STREET

Please see Appendix B, p.122 and Appendix D.

1216 1216 1216 1216

LARGE SMALL 36'-50' FROM THE STREET 50'-100' FROM THE STREET

Please see Appendix B, p.122 and Appendix D.

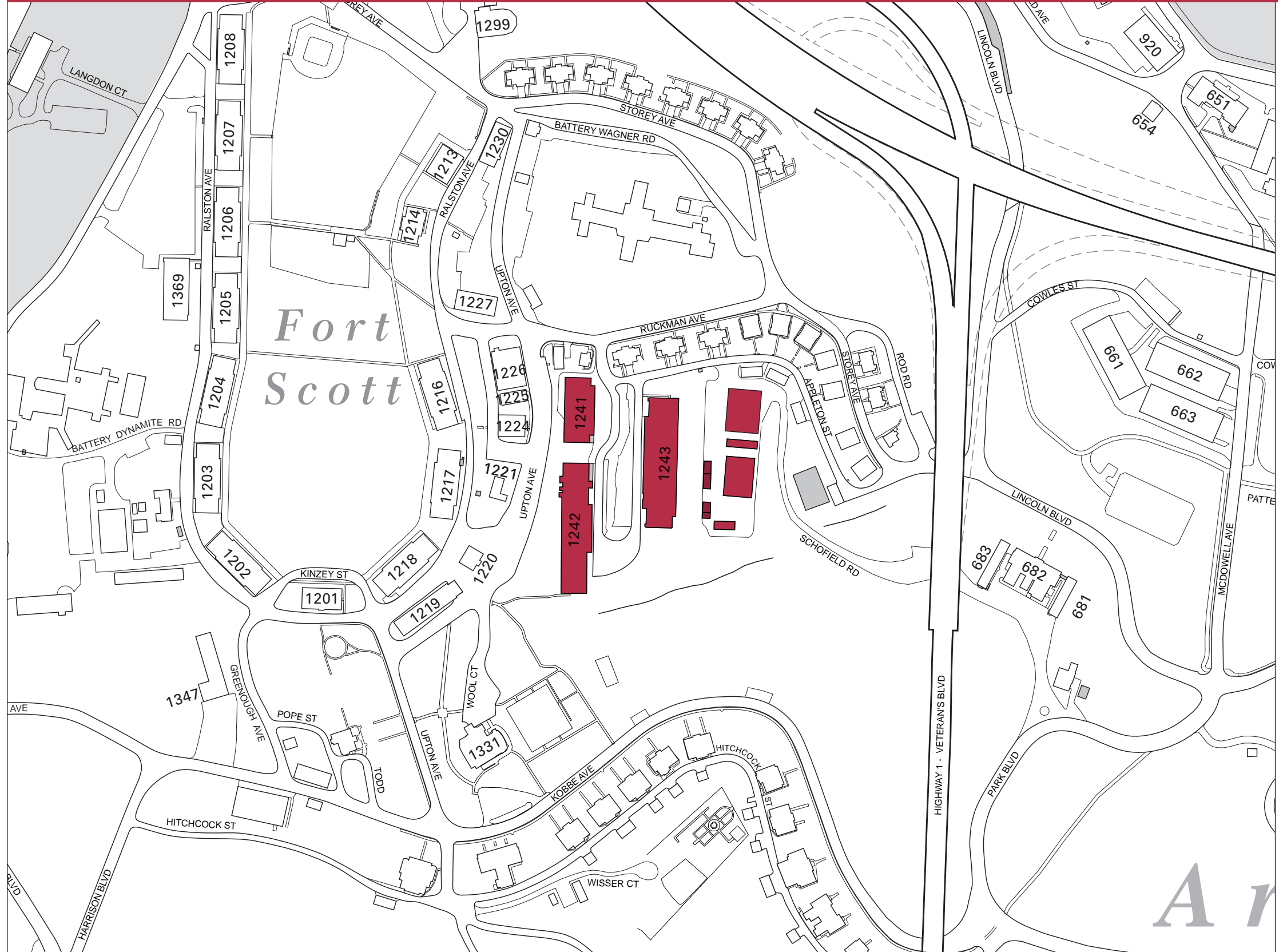
Tenant Sign Zones

10. CAVALRY STABLES

IMAGES ARE NOT TO SCALE

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

11. PRESIDIO NURSERY





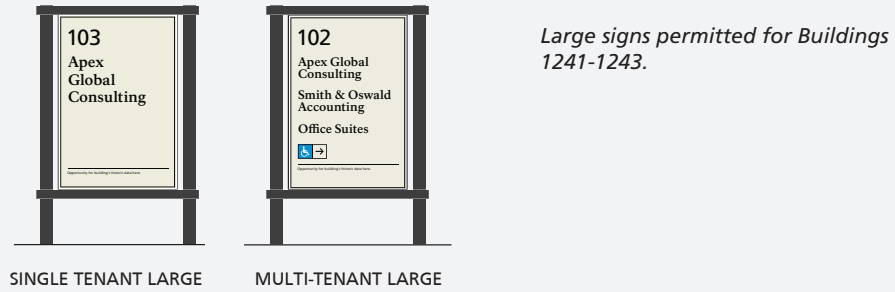
## OFFICE TENANTS

## PUBLIC-SERVING TENANTS

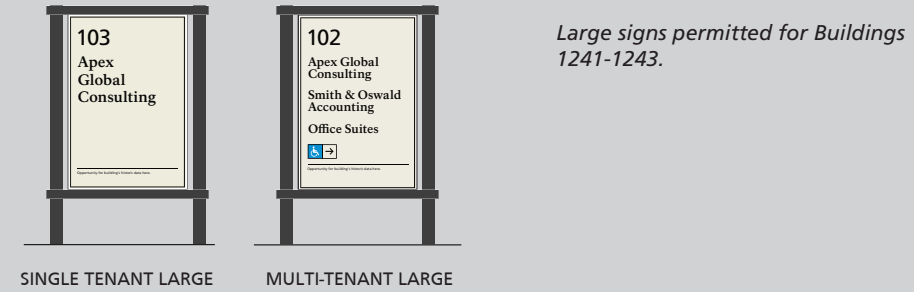
### FREESTANDING BUILDING ID

Every non-residential building will have either one large or one small freestanding building ID sign depending on building size. For multi-tenant buildings - o 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. If there are multiple tenants with similar square footage, no more than 3 tenant names can fit on the sign. The 3 tenants will be based on the order of: 1) public-serving; and 2) largest occupancy square footage as stated on the lease.

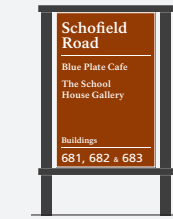
The freestanding sign will be located near the building's main entrance where it is most visible from street level.



Large signs permitted for Buildings 1241-1243.

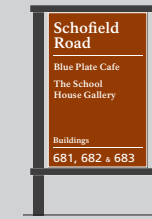


Large signs permitted for Buildings 1241-1243.



TENANT WAYFINDING

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

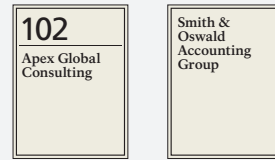


TENANT WAYFINDING

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

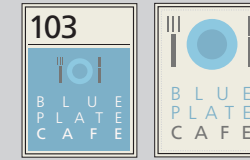
### WALL-MOUNTED TENANT ID

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\*



WAREHOUSE TENANT LOGO SIGN\*

Permitted on all Stewardship and Sustainability Center zone buildings.

### WALL-MOUNTED DIRECTIONAL SIGN

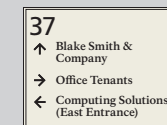


DIRECTIONAL LARGE



DIRECTIONAL SMALL

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



DIRECTIONAL LARGE

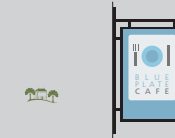


DIRECTIONAL SMALL

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\*

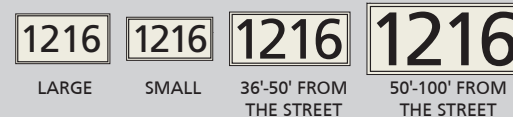
In lieu of eyebrow sign. Permitted on all Stewardship and Sustainability Center zone buildings.

### BUILDING NUMBER SIGN

For emergency response, all buildings will be furnished with building number signs.



Please see Appendix B, p.122 and Appendix D.



Please see Appendix B, p.122 and Appendix D.

## Tenant Sign Zones

### 11. PRESIDIO NURSERY

IMAGES ARE NOT TO SCALE

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



## *APPENDIX B. GRAPHIC CONVENTIONS*

Graphic Conventions

Sign Type:  
PARK ICONS, SYMBOLS  
& LOGOS

Specifications:  
TBD

Fonts:  
• TBD



# NPS Map Symbols: Updated February, 2021

## Accessibility

- Assistive listening systems
- Assistive listening systems T-coil compatible
- Audio description
- Braille
- Closed captioning (CC)
- Elevator
- Entrance
- Large print
- Low vision access
- Live audio description
- Open captioning (OC)
- Text Telephone (TTY) service
- Sign language interpretation
- Volume control telephone
- Wheelchair accessible

## Camping and Picnicking

- Bear box
- Campfire
- Campground
- Electrical hookup
- Fire grate
- Firewood
- Firewood cutting
- Food storage
- Grill
- Picnic area
- Picnic shelter
- RV campground
- Sewer hookup
- Sleeping shelter
- Trailer site
- RV/trailer hookup
- Water hookup
- Wood gathering

## Clean Environment

- Bottles
- Cans or bottles
- Floating dump station
- Litter receptacle
- Recycling
- Sanitary disposal station
- Trash dumpster

## Communications and Technology

- Mobile device charging
- No mobile devices
- Silence mobile devices
- Telephone
- Webcam
- Wi-Fi

## Health and Safety

- AED – Automated external defibrillator
- Emergencies
- Emergency telephone
- Falling rocks
- Fire extinguisher
- First aid
- Hold hand rail
- Hospital
- Pedestrian crossing
- Rattlesnakes
- Safety/Caution/Alerts
- Stay back from edge
- Stay back from edge
- Slippery ramp
- Slippery steps
- Smoking area
- Tornado shelter
- Uneven walkways
- Watch for falling ice

## Information and Interpretation

- Amphitheater
- Audio tour
- Brochure
- Calendar/Events
- Directions
- Driving tour
- Information
- Interpretive exhibit
- Library
- Maps
- Museum
- Newspaper
- Passport stamps
- Ranger led events
- Self-guiding trail
- Tactile exhibit
- Theater
- Things to do
- Trailhead information

## Nature and Wildlife

- Bear viewing
- Birding/Wildlife viewing
- Deer viewing
- Fish hatchery
- Fish ladder
- Flower viewing
- Sea lion viewing
- Tidepooling
- Viewing area
- Waterfowl
- Whale viewing

## Park Buildings

- Cabin
- Entrance station
- Event facility
- Ranger station
- Shelter

## Park Sites

- Dam
- Lighthouse
- Lookout tower
- Monument
- Point of interest
- Scenic viewpoint
- Shipwreck
- Statue
- Trailhead
- Waterfall
- Wilderness

## Permits and Regulations

- AIS – Aquatic invasive species decontamination station
- AIS – Aquatic invasive species inspection sticker
- Backcountry camping permit
- Boating permit
- Customs
- Fishing license
- Passes and fees
- Pets on leash
- Quagga mussel decontamination station
- Quiet
- Stay on trail
- Walk on boardwalk
- Zebra mussel decontamination station

## Recreation (Land)

- Archery
- All-terrain trail
- Baseball
- Caving
- Climbing
- Exercise/Fitness
- Hang gliding
- Hiking
- Hunting
- In-line skating
- Metal detecting
- Playground
- Rock collecting
- Skateboarding
- Technical rock climb
- Tennis
- Star gazing
- Golfing
- Horseback riding (rental, guided tour)
- Stable
- Volleyball
- Walking

## Recreation (Water)

- Beach access
- Boat launch
- Boat tour
- Boat trailer parking
- Canoe access
- Diving
- Fishing
- Fish cleaning
- Fishing pier
- Hand launch/Small boat launch
- Personal watercraft
- Kayaking
- Lifeguard
- Life jackets
- Paddle boating
- Marina
- Motorboating
- River rafting
- Rowboating
- Sailing
- Scuba diving
- Surfing
- Swimming
- Tubing
- Wading
- Waterskiing
- Wind surfing

## Recreation (Winter)

- Chair lift/Ski lift
- Crosscountry ski trail
- Dogsledding
- Downhill skiing
- Ice fishing
- Ice skating
- Ski jumping
- Sledding
- Snowboarding
- Snowmobile trail
- Snow-shoeing
- Winter Recreation area

## Services

- Art
- Alcohol
- ATM
- Baby changing station
- Book and souvenir shop
- Bookstore
- Bottle filling station
- Drinking water
- Food service
- Ice
- Kennel
- Laundromat
- Lockers/Storage
- Lodging
- Post office
- Propane
- Restrooms
- Men's restroom
- Women's restroom
- Showers
- Souvenir shop
- Snack bar
- Store
- Wine

## Transportation

- Airboat
- Airfield
- Airport
- Automobiles
- Bicycle trail
- Bike rack
- Lock bikes
- Bike repairs
- Bus stop/Shuttle stop
- Electric car charging
- 4-wheel-drive road
- Gas station
- Mechanic
- Metro station
- Motor bike trail
- Parking
- Radiator water
- Sea plane
- Shuttle service
- Tram tour
- Tramway
- Trucks
- Tunnel
- Vehicle ferry

## Miscellaneous

- Benches/Seating
- Community garden
- Photography
- Radios
- Strollers
- Sunny
- Video surveillance

# Graphic Conventions

Sign Type:

NPS MAP SYMBOLS

# Graphic Conventions

Sign Type:  
TRANSPORTATION & TRAIL  
SPECIFIC ICONS & SYMBOLS

Specifications:  
TBD  
Fonts:  
• TBD



1 Sign Type PARK SYMBOLS & ICONS Slow Streets  
Scale: NTS



GOLDEN GATE BRIDGE



STAY ON TRAIL



BIKE ROUTE



NO BICYCLES



DE ANZA TRAIL



BAY RIDGE TRAIL



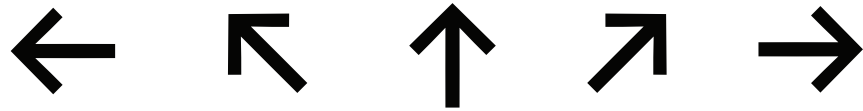
1 Sign Type PARK SYMBOLS & ICONS Trail  
Scale: NTS



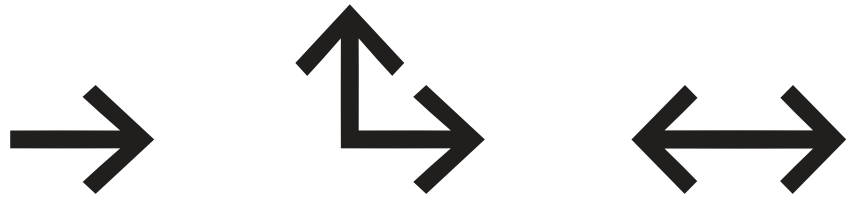
1 Sign Type PARK SYMBOLS & ICONS Etiquette  
Scale: NTS



1 PARK ARROWS Tenant Directional  
Scale: NTS



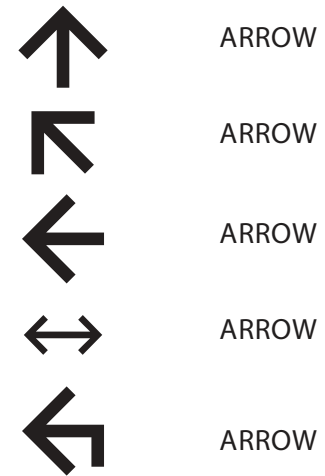
1 PARK ARROWS Pedestrian Trailhead Map & Orientation, Trail Directional, Vehicular  
Scale: NTS



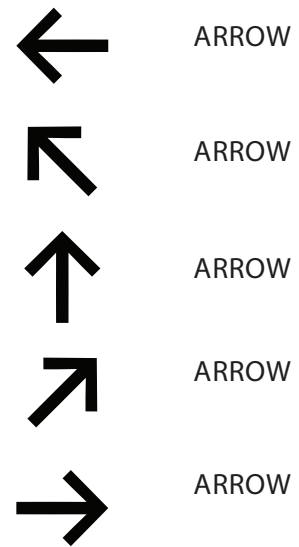
ARROW      TWO WAY ARROW      LEFT RIGHT ARROW

1 PARK ARROWS Pedestrian Trail Blaze  
Scale: NTS

Tenant Directional



Pedestrian Trailhead Map & Orientation, Trail Directional, Vehicular



Pedestrian Blaze



Graphic Conventions

Sign Type:  
DIRECTIONAL ARROWS

Specifications:  
TBD

Fonts:  
• TBD





PRESIDIO TRUST



GGNPC LOGO



NATIONAL PARK SERVICE



PRESIDIO GO



MUNI



AMERICAN BATTLE  
MONUMENTS COMMISSION

## Graphic Conventions

Sign Type:

AGENCY LOGOS

Specifications:

TBD

Fonts:





• TBD


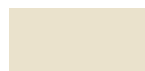


COLOR SCHEDULE

Paint

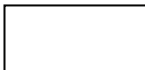

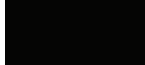
No.Color Name





	Benjamin Moore 2132-10 Black
	Benjamin Moore 2091-20 Rustic Brick
	Benjamin Moore CC-30 Oxford White
	Benjamin Moore 336 Bold Yellow
	Benjamin Moore 2007-20 Shy Cherry
	Benjamin Moore 791 Paddington Blue
	C=100, M=29, Y=100, K=0
	PMS 200 "Muni Red"

	Benjamin Moore 1603 Graphite
	Benjamin Moore OC-36 Niveous (Presidio White)

Vinyl

No.Color Name

	White Reflective 3M #7930 AEGP 3M Retroreflective Sheeting
	Matte White      3M 7725-20      3M Opaque Vinyl
	Matte Black      3M 180C-22      3M Opaque Vinyl

	Hex# 2E6457
	Hex# 00864A
	Hex# AD3F32
	Hex# 2B75B7

Graphic Conventions

Sign Type:  
COLOR SCHEDULE

Specifications:  
TBD

Fonts:  
• TBD

Frutiger LT Std 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Frutiger LT Std 75 Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890**

Frutiger LT Std 65 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890**

Frutiger LT Standard 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Frutiger LT 67 Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890**

NPS Rawlinson OT Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

NPS Rawlinson OT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

NPS Rawlinson OT Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890**

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

*Times New Roman Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz1234567890*

Font Family	Font Style	Bike Guides	Commercial Leasing	Tenant, TB, TD, TI, TL, TW	Kiosk	Interpretive	Pedestrian-Trail	Transit	Vehicular	Streetlight Banner	Donor	Park Etiquette	Sponsorship Signage	Gateway	Construction Sign	Street	GGNPC/Crissy Field Center 601, 602, 603, 643
		BG	CL	TE	KI	IN	PD	TN	VH	SB	DO	PE	DO, SS			ST	
Frutiger	Bold						X	X									
Frutiger	Roman						X										
Frutiger	Regular							X									
Frutiger	Light						X										
Frutiger Condensed	Bold							X									
Frutiger LT Standard	45 Light																
Frutiger LT Standard	75 Black											X					
Frutiger LT Standard	65 Bold						X	X				X			X		
Frutiger LT Standard	55 Roman			X			X					X					
Frutiger LT Standard	56 Lt Std							X									
NPS Rawlinson OT	Medium																
NPS Rawlinson OT	Bold			X		X											
NPS Rawlinson OT	Book					X	X				X						
NPS Rawlinson OT	Book Italic																
Times New Roman	Regular					X											
Times New Roman	Italic					X											
Arial	Regular																
Arial	Bold					X											
Roadgeek 2005 Series C	Regular	X															
Univers	47 Light Condensed		X														
Univers	57 Condensed		X					X									
Univers	67 Bold Condensed		X														
Univers	65 Bold							X									
Univers	55 Roman							X									
Univers Lt Std	45 Light							X									
Univers Lt Std	45 Light Oblique							X									
Roboto Slab	Light																C
Gotham Narrow	Light																C
Gotham Narrow	Medium																X
Gotham Narrow	Bold																C
Gotham Narrow	Book																C
Gotham Condensed	Bold																X

Gotham Narrow Medium

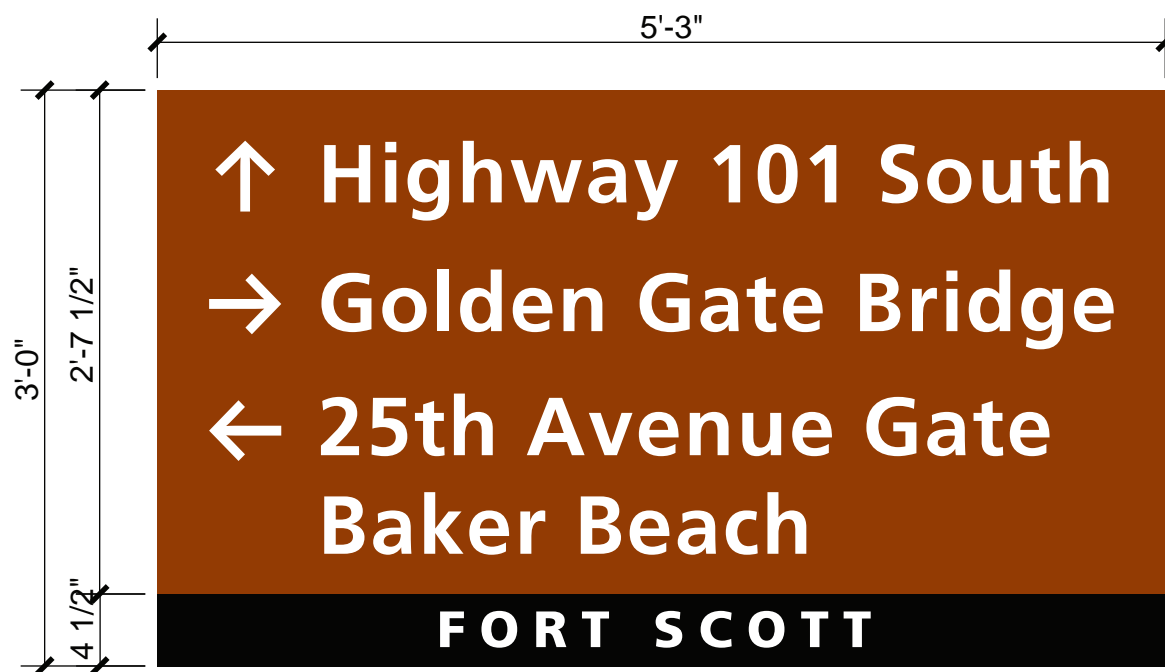
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Condensed Bold

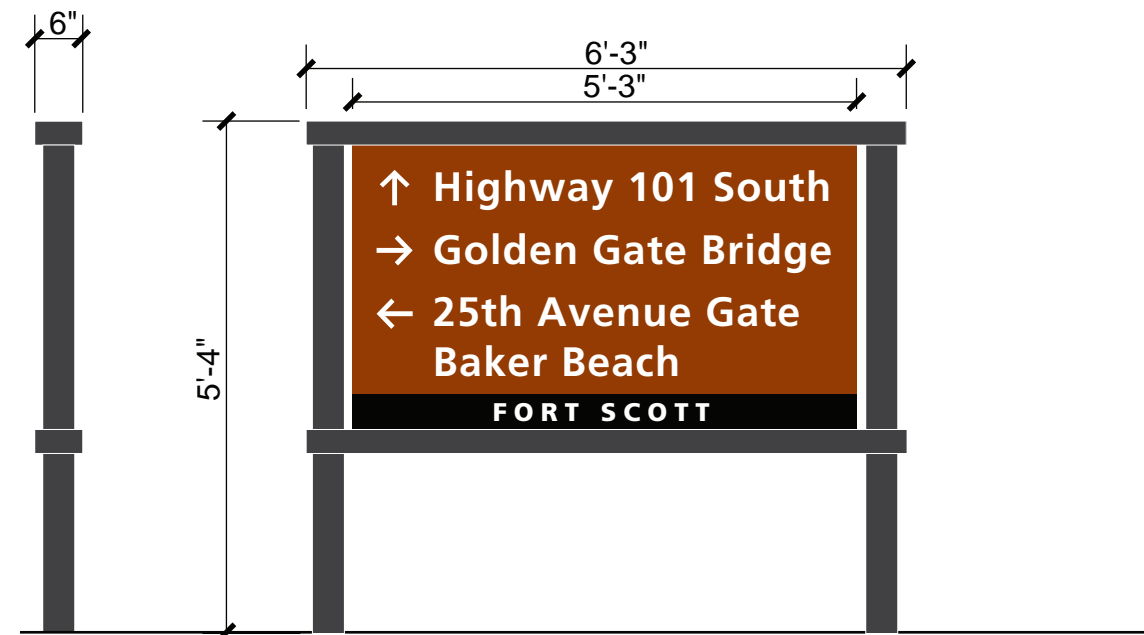
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567

Roadgeek 2005 Series C

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



**1** Sign Type **VEHICULAR DIRECTIONAL** Primary Vehicular Directional  
Scale: 1"=1'-0"



**2** Elevation **VEHICULAR DIRECTIONAL** Primary Vehicular Directional  
Scale: 1/2"=1'-0"

## Graphic Conventions

Sign Type:

**VEHICULAR WAYFINDING**

Primary  
Vehicular Directional **VH01**

### Specifications:

Black aluminum frame structure; Presidio Red FRP sign face and Black border detail; stylus cut White reflective vinyl text. 1/8" Aluminum sign panel with painted satin finish on all surfaces. Ease all edges and corners.

- A. Applied computer cut white 3M Retroreflective copy/arrows.
- B. Accent stripe to be masked and sprayed
- C. Panel Color to match Benjamin Moore BM 2091-20 Rustic Brick.
- D. Single-sided and double-sided available.

PANEL COLOR TO MATCH BENJAMIN MOORE BM 2091-20 RUSTIC BRICK

### Fonts:

- Place of Interest:  
Frutiger LT Std 65 Bold, 370 Point (3-3/4")  
Tracking: 30
- District (Accent Stripe):  
Frutiger LT Std 75 Black, 230 Point (2-1/4")  
Tracking: 275

### Color Schedule:

- Text: White Reflective Vinyl 3M #7930 AEGP
- Band: Matte Black 3M 180C-22 Opaque Vinyl
- Frame color to match Benjamin Moore 2132-10 Black
- Panel color to match Benjamin Moore BM 2091-20 Rustic Brick.

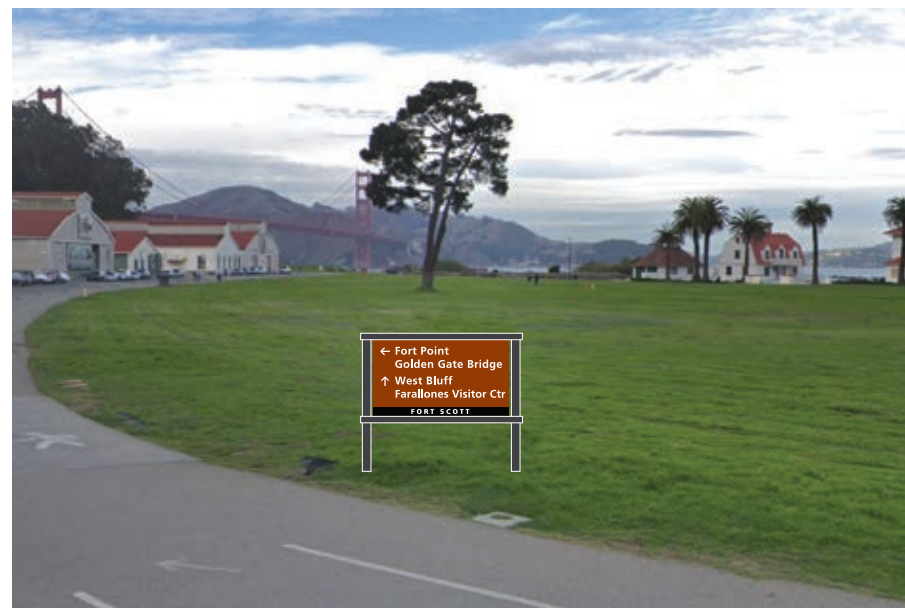
Graphic Conventions

Sign Type:  
**VEHICULAR WAYFINDING**

Primary  
Vehicular Directional **VH01**

Specifications:  
TBD

Fonts:  
• TBD



**1** Photosimulation **VEHICULAR DIRECTIONAL** Primary Vehicular Directional  
NTS

## Graphic Conventions

Sign Type:

**VEHICULAR WAYFINDING**

Secondary  
Vehicular Directional

**VH02**

### Specifications:

Black aluminum frame structure; Presidio Red FRP sign face and Black border detail; stylus cut White reflective vinyl text. 1/8" Aluminum sign panel with painted satin finish on all surfaces. Ease all edges and corners.

- A.
- B.
- C. Applied computer cut white 3M Retroreflective copy/arrows.
- D. Accent stripe to be masked and sprayed
- E. Panel Color to match Benjamin Moore BM 2091-20 Rustic Brick.
- F. Single-sided and double-sided available.

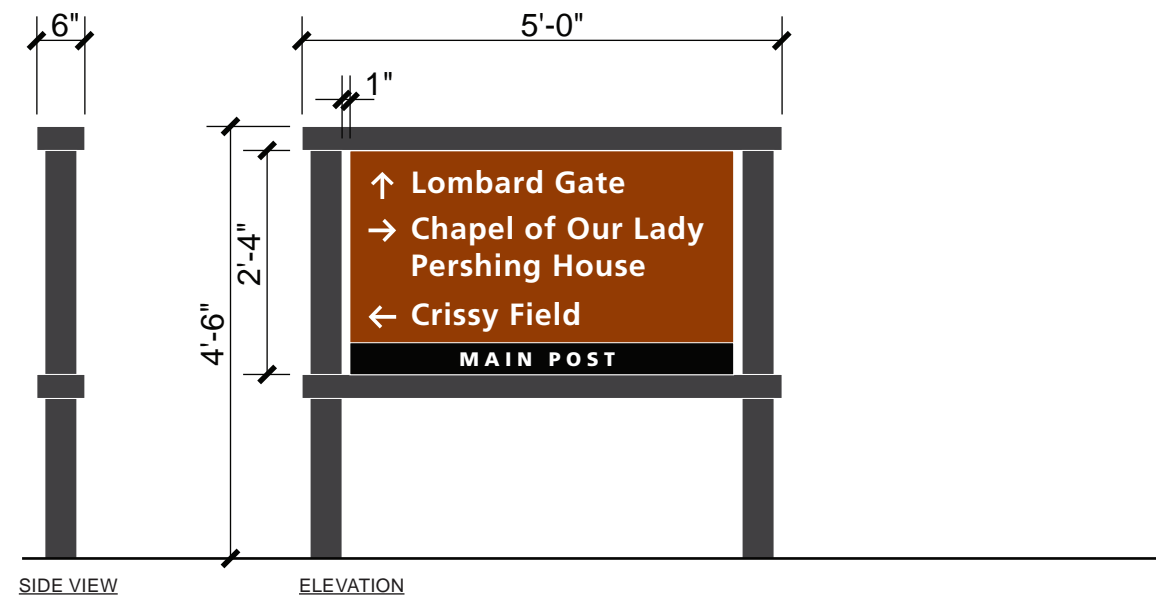
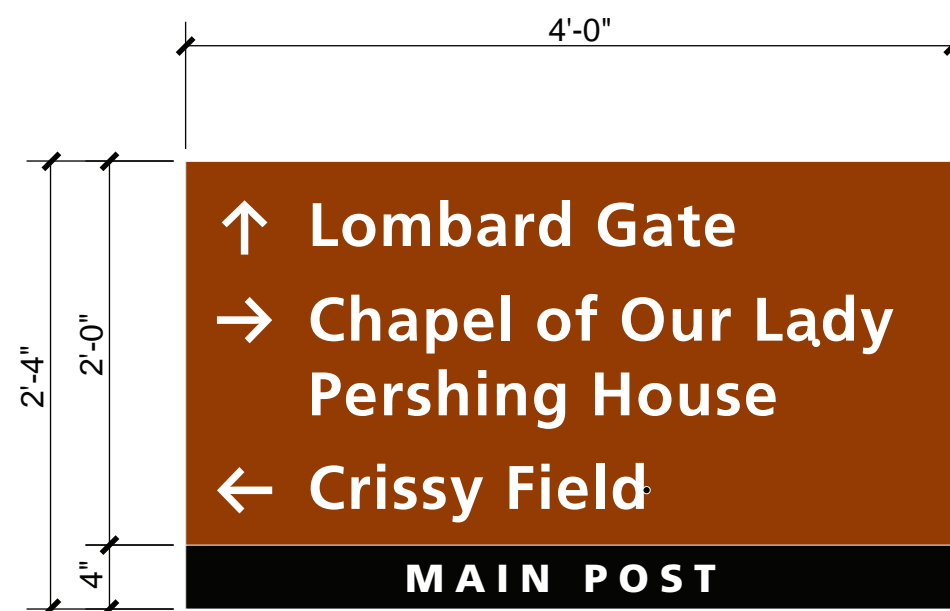
PANEL COLOR TO MATCH BENJAMIN MOORE BM 2091-20 RUSTIC BRICK

### Fonts:

- Place of Interest:  
Frutiger LT Std 65 Bold, 276 Point (2-3/4")  
Tracking: 30
- District (Accent Stripe):  
Frutiger LT Std 75 Black, 176 Point (1-1/4")  
Tracking: 275

### Color Schedule:

- Text: White Reflective Vinyl 3M #7930 AEGP
- Band: Matte Black 3M 180C-22 Opaque Vinyl
- Frame color to match Benjamin Moore 2132-10 Black
- Panel color to match Benjamin Moore BM 2091-20 Rustic Brick.



**1** Sign Type **VEHICULAR DIRECTIONAL** Secondary Vehicular Directional  
Scale: 1"=1'-0'

**2** Elevation **VEHICULAR DIRECTIONAL** Secondary Vehicular Directional  
Scale: 1/2"=1'-0"

## Graphic Conventions

Sign Type:

**VEHICULAR DIRECTIONAL**

Secondary  
Vehicular Directional

**VH02**

**Specifications:**  
TBD

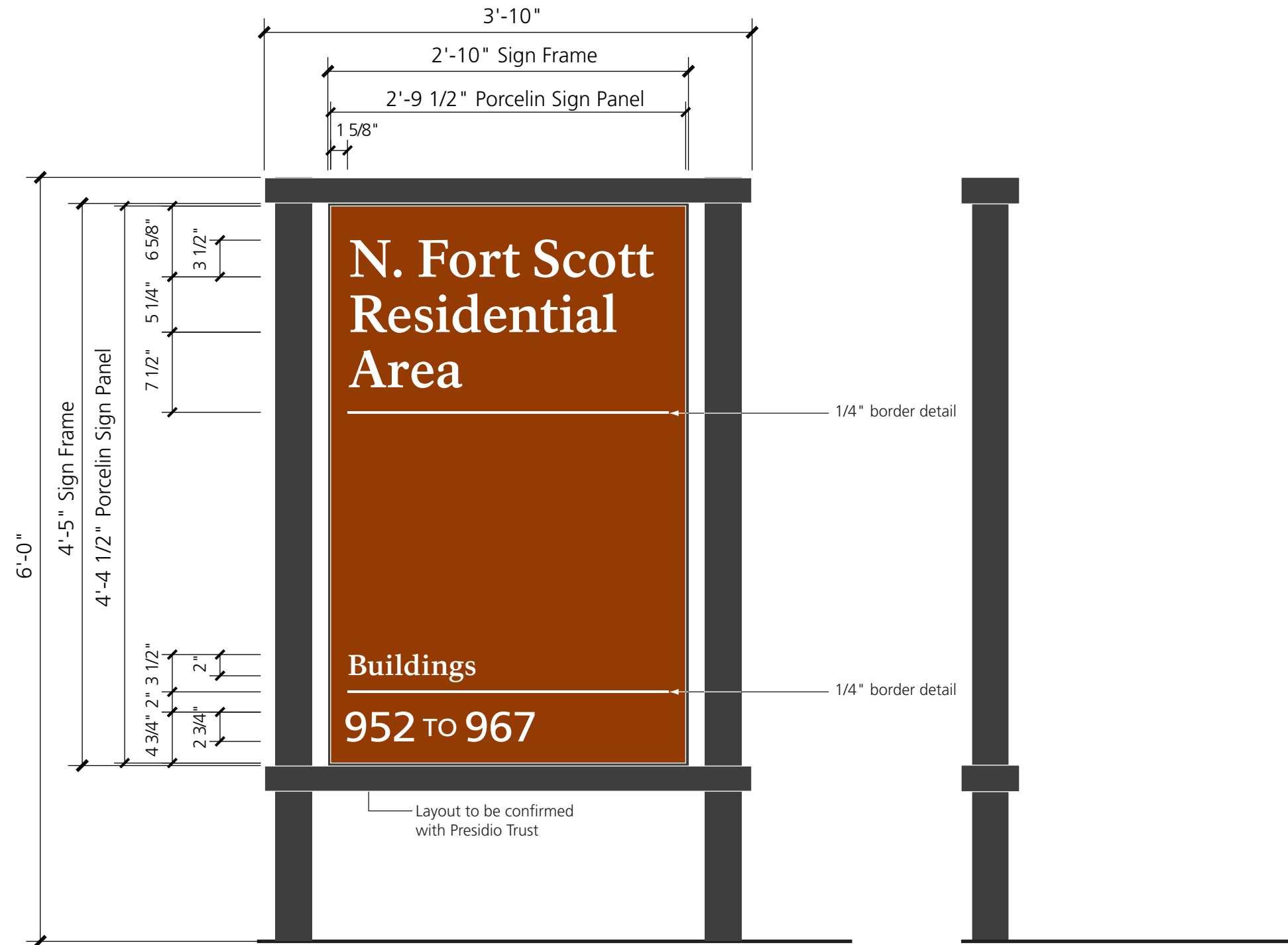
**Fonts:**  
• TBD



**1** Photosimulation **VEHICULAR DIRECTIONAL** Secondary Vehicular Directional  
NTS



**2** Photo **VEHICULAR DIRECTIONAL** Secondary Vehicular Directional  
NTS



**1** Sign Type **VEHICULAR** Residential Area & Neighborhood ID  
Scale: 1"=1'-0"

**2** Side View **VEHICULAR** Residential Area & Neighborhood ID  
Scale: 1"=1'-0"

## Graphic Conventions

Sign Type:

### VEHICULAR WAYFINDING

Residential Area &  
Neighborhood ID

**RA01**

#### Specifications:

Black aluminum frame structure; Presidio Red FRP sign face and Black border detail; stylus cut White reflective vinyl text. 1/8" Aluminum sign panel with painted satin finish on all surfaces. Ease all edges and corners.

- A.
- B.
- C. Applied computer cut white 3M Retroreflective copy/arrows.
- D. Accent stripe to be masked and sprayed
- E. Panel Color to match Benjamin Moore BM 2091-20 Rustic Brick.
- F. Single-sided and double-sided available.

#### Fonts:

- Residential Area:  
NPS Rawlinson OT Bold
- Building Number:  
Frutiger LT Std 55 Roman  
Tracking: -20

#### Color Schedule:

- Text: White Reflective Vinyl 3M #7930 AEGP
- Frame color to match Benjamin Moore 2132-10 Black
- Panel color to match Benjamin Moore BM 2091-20 Rustic Brick.



Graphic Conventions

Sign Type:  
**VEHICULAR WAYFINDING**

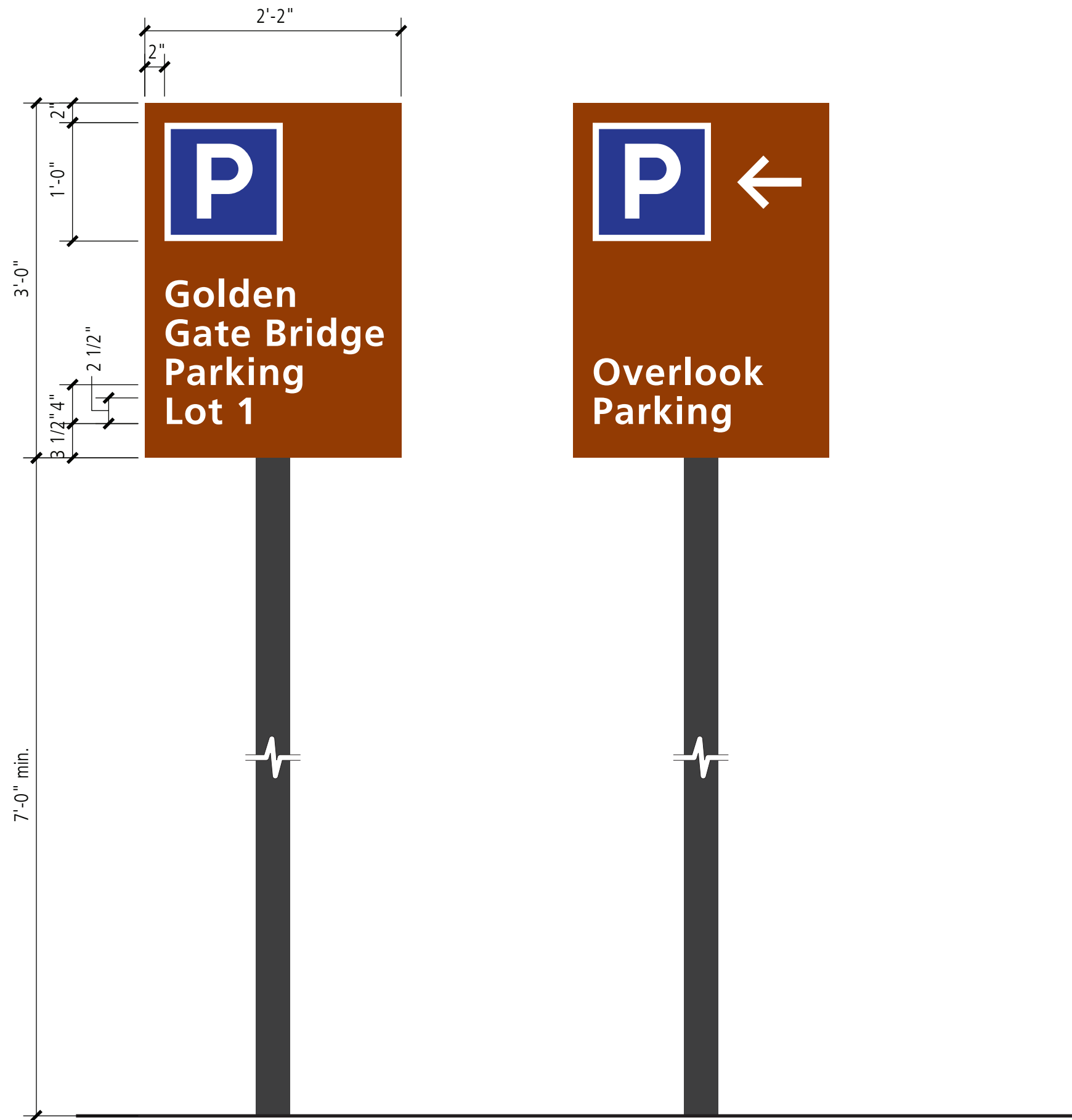
Residential Area &  
Neighborhood ID **RA01**

Specifications:  
TBD

Fonts:  
• TBD



**1** Photo **VEHICULAR** Residential Area & Neighborhood ID  
NTS



**Graphic Conventions**

Sign Type:

**VEHICULAR WAYFINDING**

Parking ID Large	VP01
Parking ID Large Directional	VP03

**Specifications:**  
 Presidio Red FRP sign face and Black border detail; stylus cut White reflective vinyl text. 1/8" Aluminum sign panel with painted satin finish on all surfaces. Ease all edges and corners.

- A. Applied computer cut white 3M Retroreflective copy/arrows.
- B. Panel Color to match Benjamin Moore BM 2091-20 Rustic Brick.
- C. Single-sided and double-sided available.

**Fonts:**

- Frutiger LT Std 65 Bold  
Tracking: 30

**Color Schedule:**

- Text: White Reflective Vinyl 3M #7930 AEGP
- Blue: Benjamin Moore 791 Paddington Blue
- Post color to match Benjamin Moore 2132-10 Black
- Panel color to match Benjamin Moore BM 2091-20 Rustic Brick.

Graphic Conventions

Sign Type:  
**VEHICULAR**

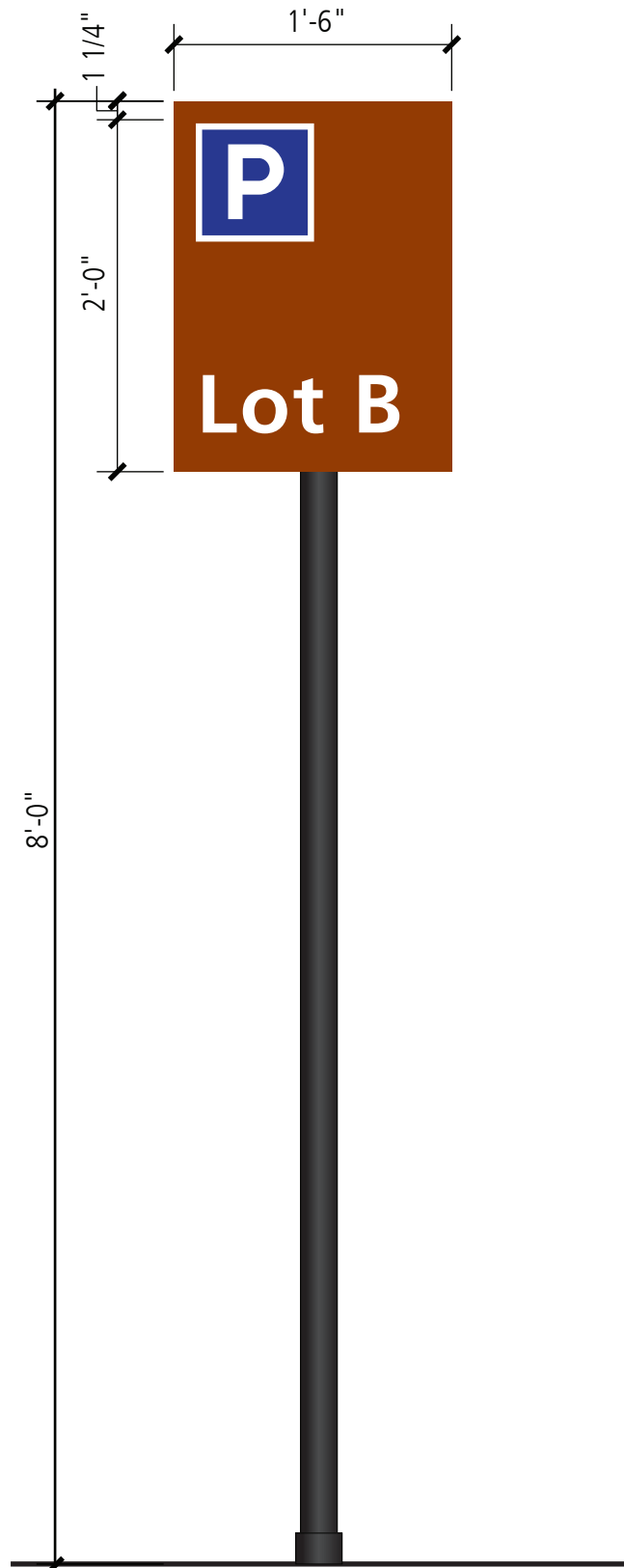
Parking ID Large **VP01**

Specifications:  
TBD

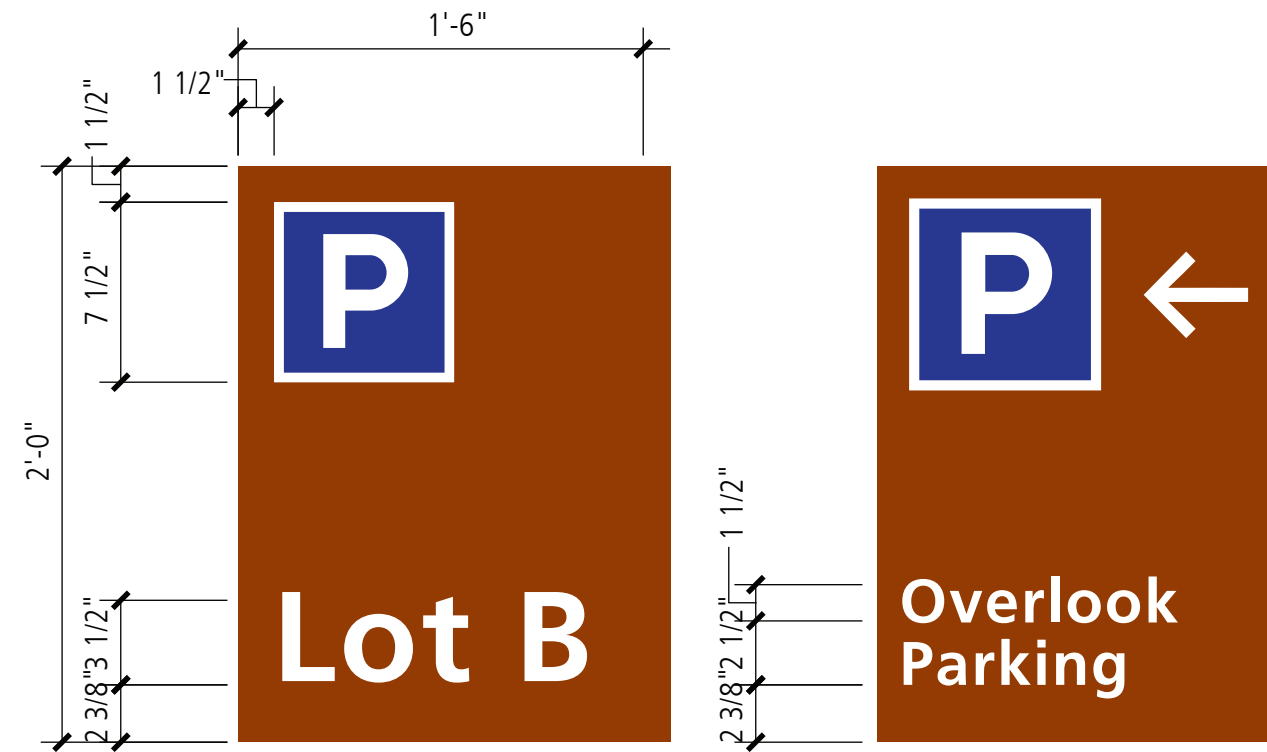
Fonts:  
• TBD



**1** Photo **VEHICULAR** Parking ID Large  
NTS



**1** Sign Type **VEHICULAR** Parking ID Small  
Scale: 1"=1'-0'



**2** Detail **VEHICULAR** Parking ID  
Scale: 1 1/2"=1'-0"

## Graphic Conventions

Sign Type:

### VEHICULAR WAYFINDING

Parking ID Small	VP02
Parking ID Small Directional	VP04

**Specifications:**  
Presidio Red FRP sign face and Black border detail; stylus cut White reflective vinyl text. 1/8" Aluminum sign panel with painted satin finish on all surfaces. Ease all edges and corners.

- A. Applied computer cut white 3M Retroreflective copy/arrows.
- B. Panel Color to match Benjamin Moore BM 2091-20 Rustic Brick.
- C. Single-sided and double-sided available.

**Fonts:**

- Frutiger LT Std 65 Bold  
Tracking: 30

**Color Schedule:**

- Text: White Reflective Vinyl 3M #7930 AEGP
- Blue: Benjamin Moore 791 Paddington Blue
- Post color to match Benjamin Moore 2132-10 Black
- Panel color to match Benjamin Moore BM 2091-20 Rustic Brick.



**1** Photo **VEHICULAR** Parking ID Small  
NTS

## Graphic Conventions

Sign Type:

**VEHICULAR WAYFINDING**

Parking ID Small

**VP02**

**Specifications:**

TBD

**Fonts:**

- TBD

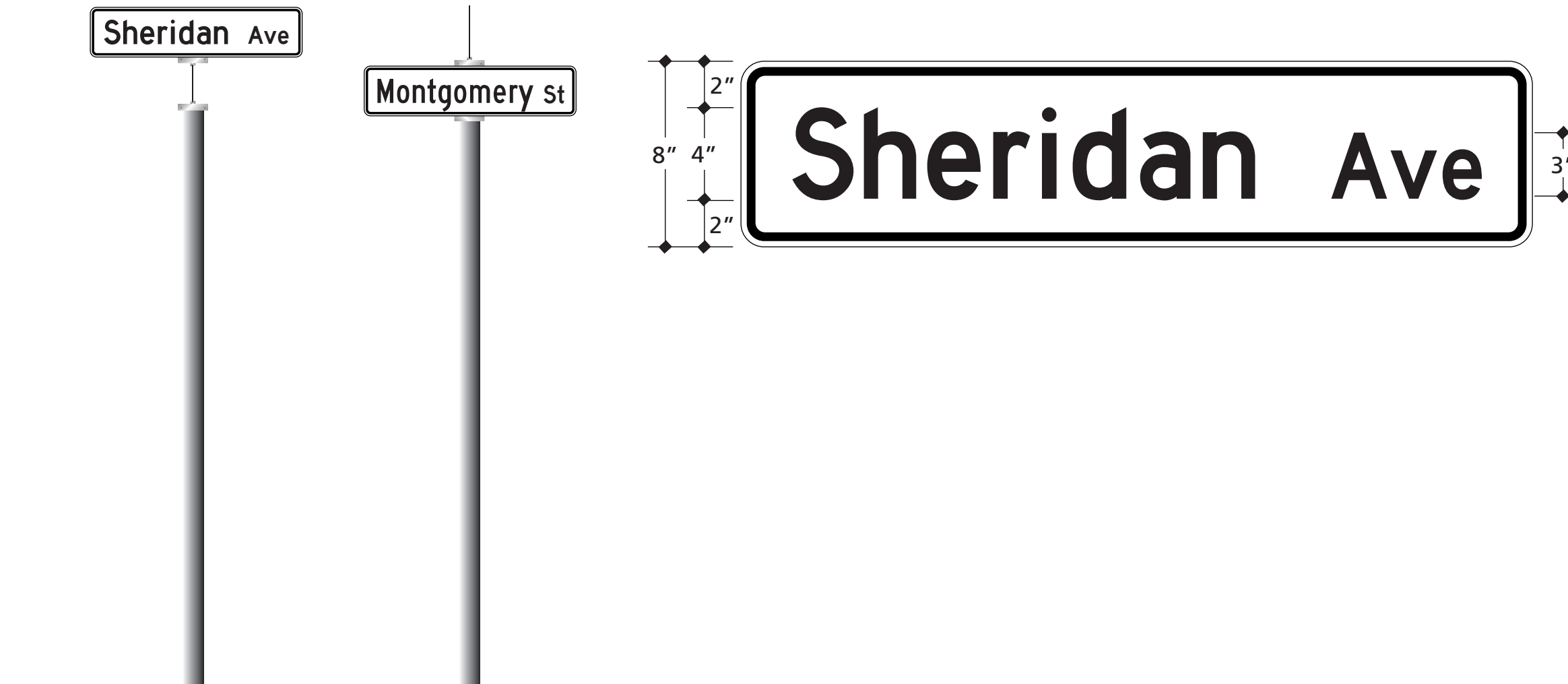
**Graphic Conventions**

Sign Type:  
**VEHICULAR WAYFINDING**

Street Name Sign **ST01**

**Specifications:**

Please see Section 2D.43 of the CA  
MUTCD CA -- D3-1a Street Name sign



**1** Sign Type **STREET SIGN** Standard Street Sign  
Scale: 1/2"=1"

**Graphic Conventions**

Sign Type:  
**VEHICULAR WAYFINDING**

Standard Street Sign **ST01**

**Specifications:**  
Please see Section 2D.43 of the CA  
MUTCD CA -- D3-1a Street Name sign



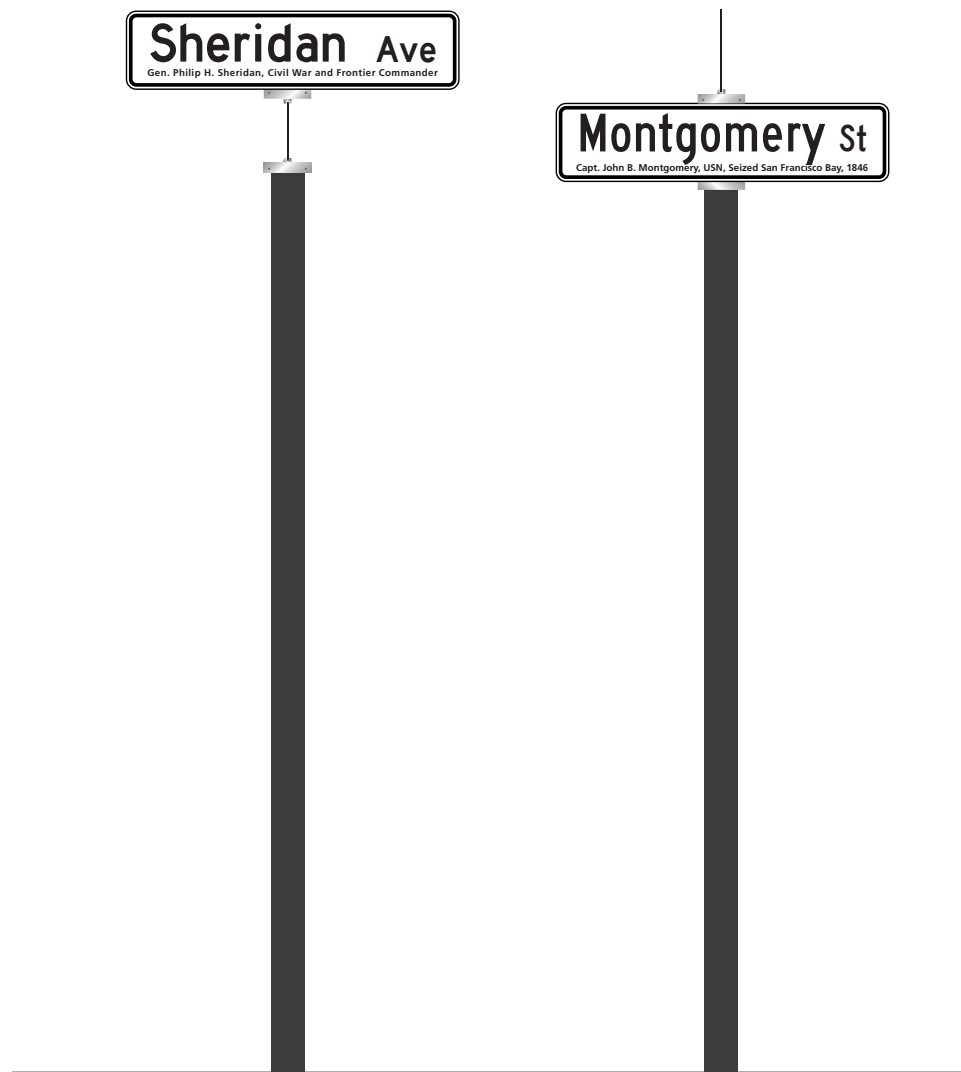
**Graphic Conventions**

Sign Type:  
**VEHICULAR WAYFINDING**

Street Name  
*Special District* **ST02**

**Specifications:**  
Please see Section 2D.43 of the CA  
MUTCD CA -- D3-1a Street Name sign

*Note that the prior black background is being phased out.*



**1** Sign Type **STREET SIGN** Special District Street Sign  
Scale: 1/2"=1"



## Graphic Conventions

Sign Type:

**VEHICULAR WAYFINDING**

Street Sign  
*Special District*

**ST02**

Specifications:

Please see Section 2D.43 of the CA  
MUTCD CA -- D3-1a Street Name sign



Graphic Conventions

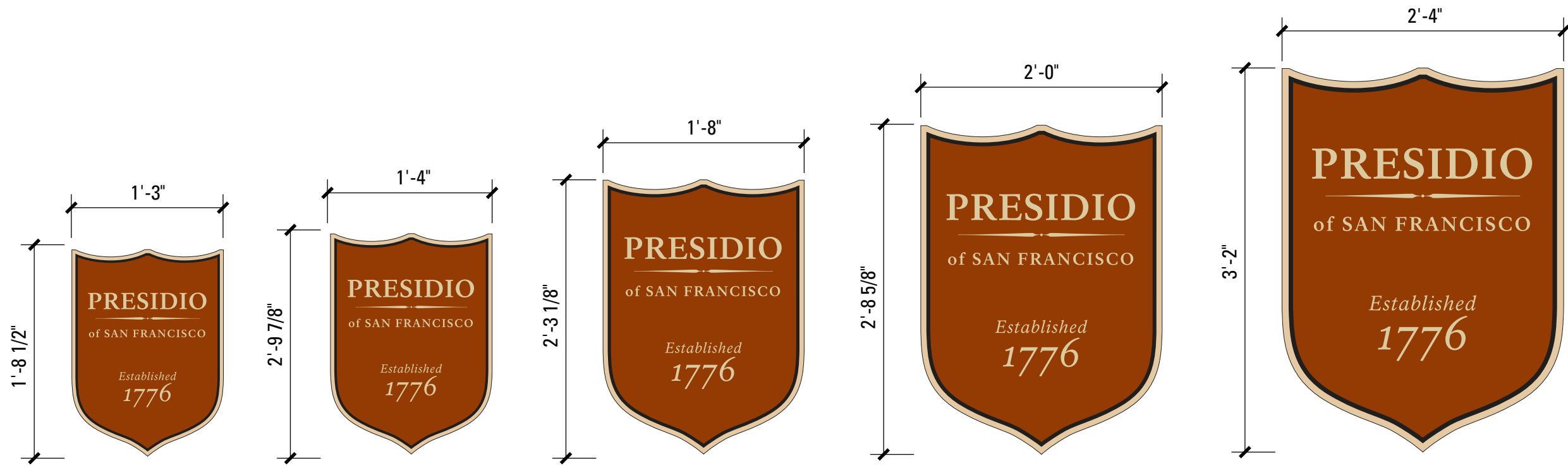
Sign Type:  
**GATEWAY SHIELD**

Historical Gateway

Specifications:

Fonts:

Color Schedule:



**1** Sign Type **GATEWAY SHIELD** Historical Gateway  
Scale: 1"=1'-0"

Graphic Conventions

Sign Type:  
**GATEWAY SHIELD**

Historical Gateway

Specifications:  
TBD

Fonts:  
• TBD



**1** Exhibit **GATEWAY SHIELD** Historical Gateway 20," 24," 28"  
NTS



**2** Exhibit **GATEWAY SHIELD** Historical Gateway 16"  
NTS

**Graphic Conventions**

Sign Type:

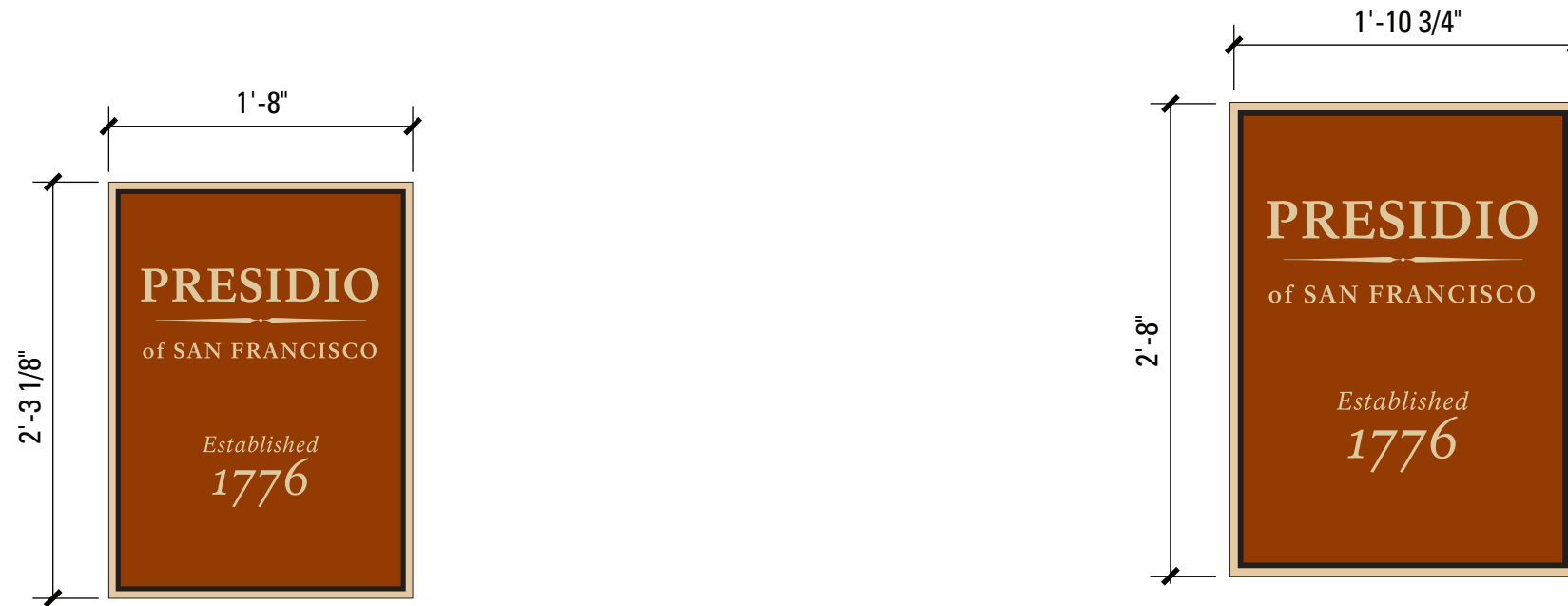
**GATEWAY SHIELD**

Non-Historical Gateway

**Specifications:**

**Fonts:**

To be phased out and replaced with the shield shape.



**1** Sign Type **GATEWAY SHIELD** Non-Historical Gateway

Scale: 1"=1-0'

**Color Schedule:**

- Text: White Reflective Vinyl 3M #7930 AEGP
- Band: Matte Black 3M 180C-22 Opaque Vinyl
- Frame color to match Benjamin Moore 2132-10 Black
- Panel color to match Benjamin Moore BM 2091-20 Rustic Brick.

**Graphic Conventions**

Sign Type:  
**GATEWAY SHIELD**

Non-Historical Gateway

**Specifications:**  
TBD

**Fonts:**  
• TBD



**1** Exhibit **GATEWAY SHIELD** Non-Historical Gateway  
NTS

## Graphic Conventions

Sign Type:

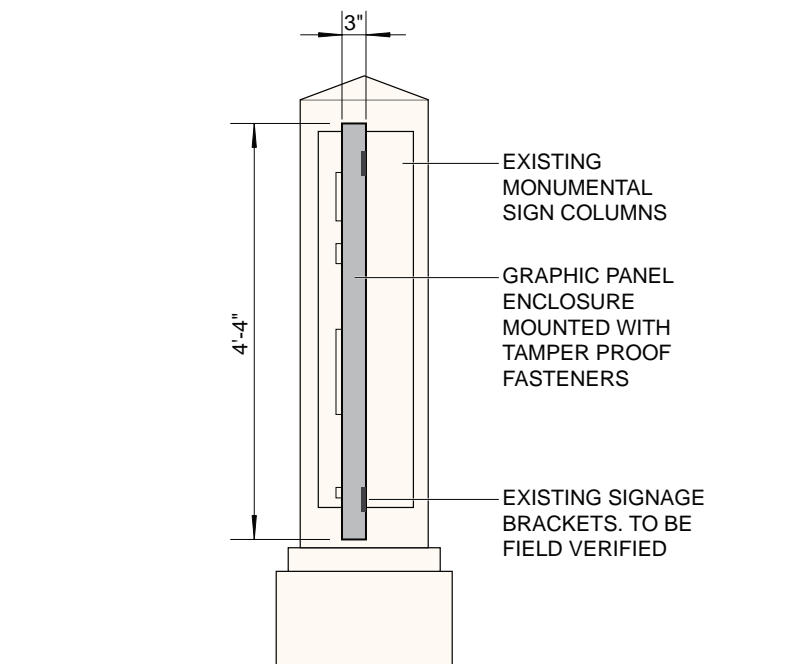
**GATEWAY**

Monument

### Specifications:

#### Fonts:

- Text: Schwab Original
- 1996: Futura Medium



**1** Sign Type **GATEWAY** Monument  
Scale: 1/2"=1'-0'

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

### Color Schedule:

- Text:
- Frame color to match
- Panel color to match

Graphic Conventions

Sign Type:

**GATEWAY**

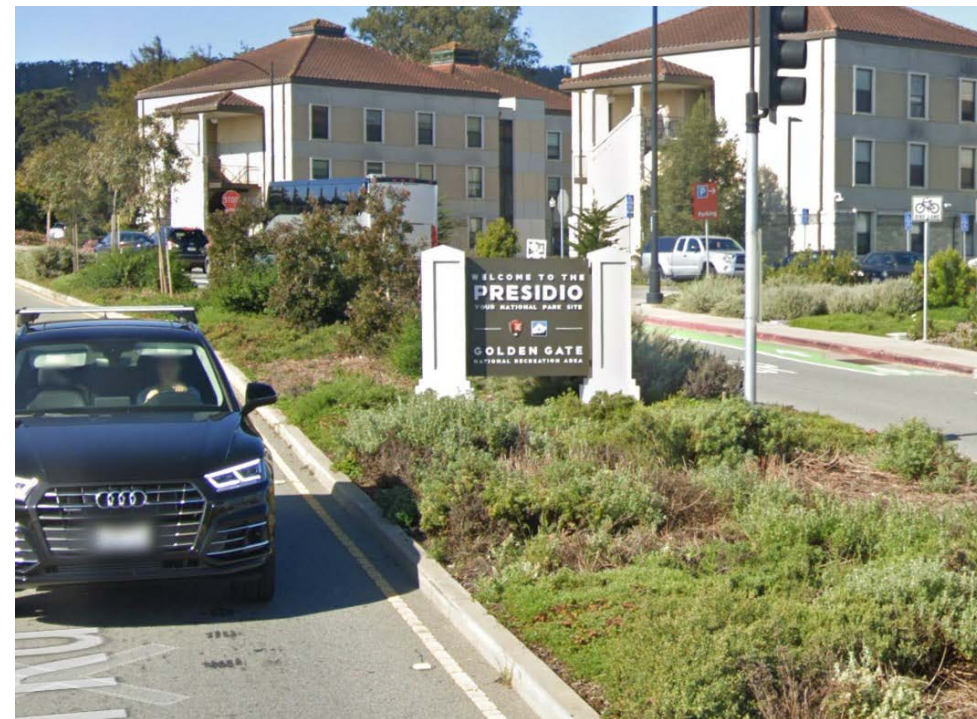
Monument

**Specifications:**

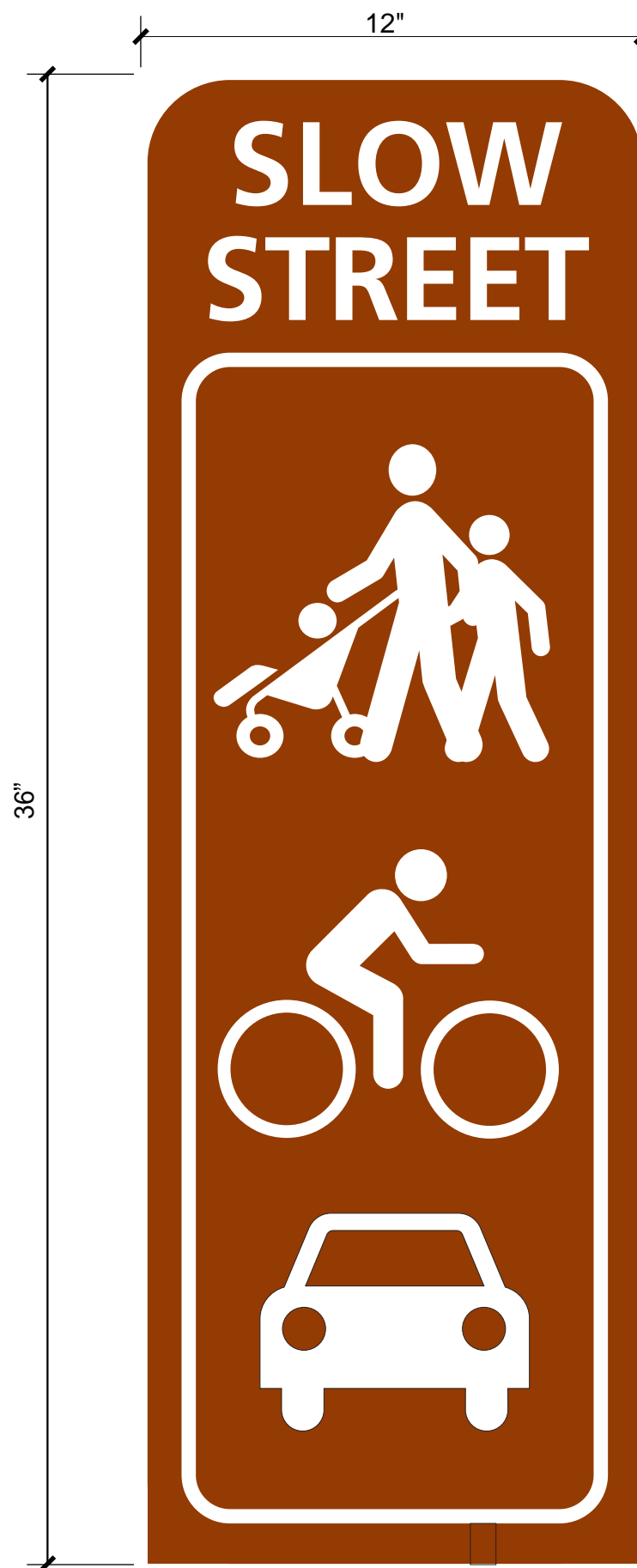
TBD

**Fonts:**

- TBD



**1** Photo **VEHICULAR** Residential Area & Neighborhood ID  
NTS



**1** Sign Type **STREET SIGN** Slow Street In-Street Crossing Panel  
Scale: 1/4"=1"

## Graphic Conventions

Sign Type:

**VEHICULAR WAYFINDING**

Slow Street In-Street  
Crossing Panel

**SS01**

### Specifications:

Please check with Trust Transportation team on ordering materials, fabrication and install.

- A. Polycarbonate panel on flexpost
- B. Vinyl graphics
- C. Panel Color to match Benjamin Moore BM 2091-20 Rustic Brick.
- D. Single-sided and double-sided available.

### Fonts:

- Frutiger LT Std 65 Bold



## Graphic Conventions

Sign Type:

**VEHICULAR WAYFINDING**

Slow Street In-Street  
Crossing Panel

**SS01**

**Specifications:**

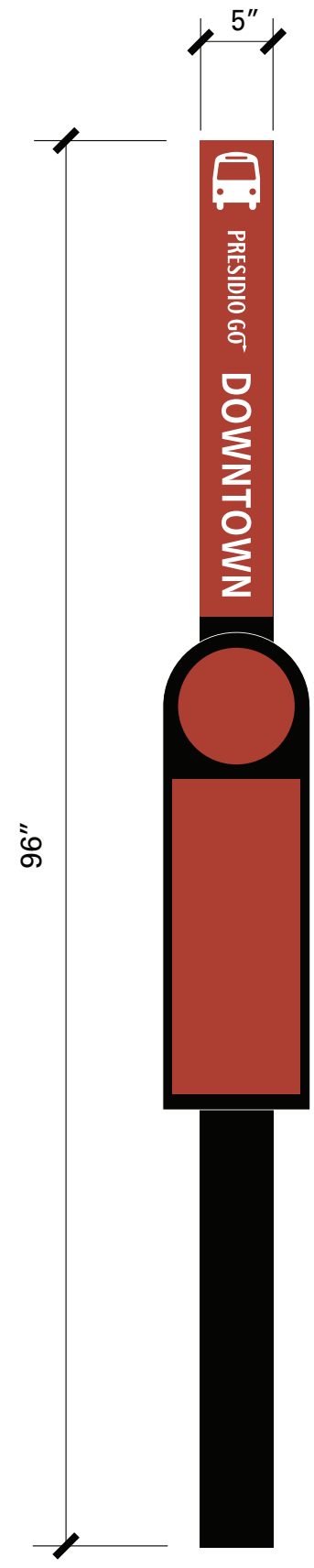
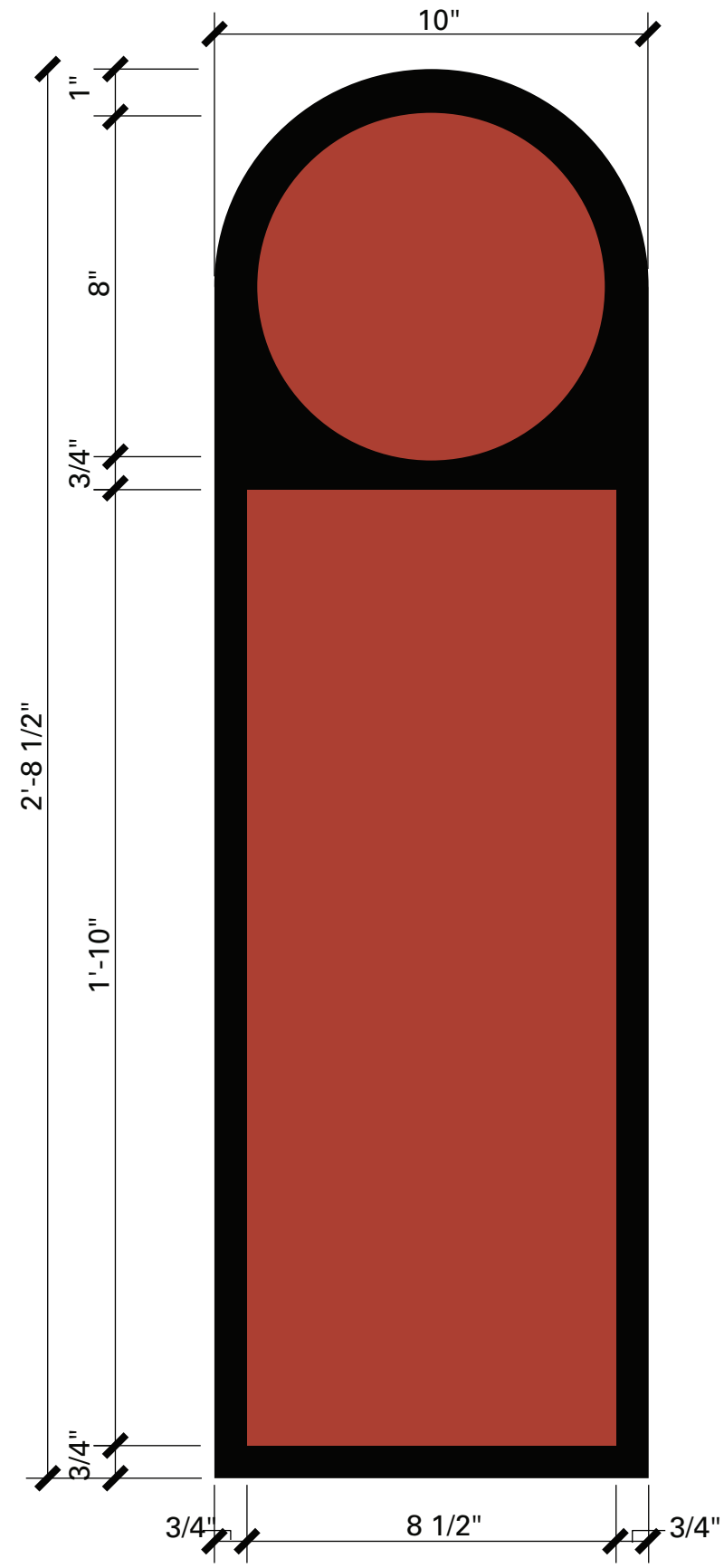
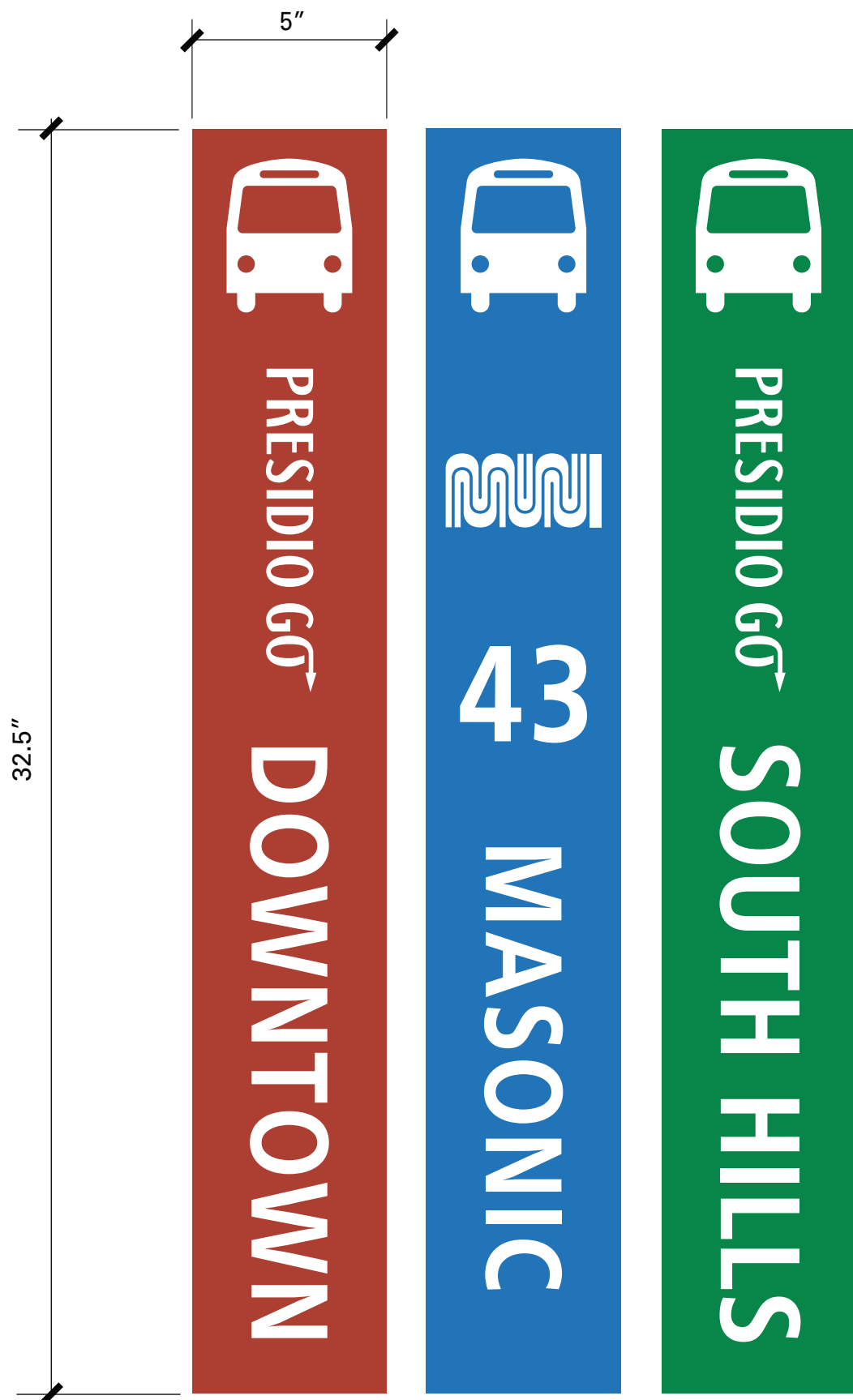
TBD

**Fonts:**

- TBD



**1** Exhibit **STREET SIGN** Slow Street In-Street Crossing Panel  
NTS



**Graphic Conventions**

Sign Type:  
**BUS STOP**

Post Wrap  
Schedule Frame

**Specifications:**  
TBD

**Color Schedule:**  
Downtown Red: Hex# AD3F32

Muni Blue: Hex# 2B75B7

South Hills Green: Hex# 00864A/Hex# 2E6457

**Text:** Opaque White Vinyl 3M 7725-20

**Fonts:**  
• Frutiger LT 67 Bold Condensed

**1** Sign Type **BUS STOP** Post Wrap  
Scale: 1/4"=1"

**2** Sign Type **BUS STOP** Schedule Frame  
Scale: 1/4"=1"

**3** Sign Type **BUS STOP** Post  
Scale: 1/12"=1"



## Graphic Conventions

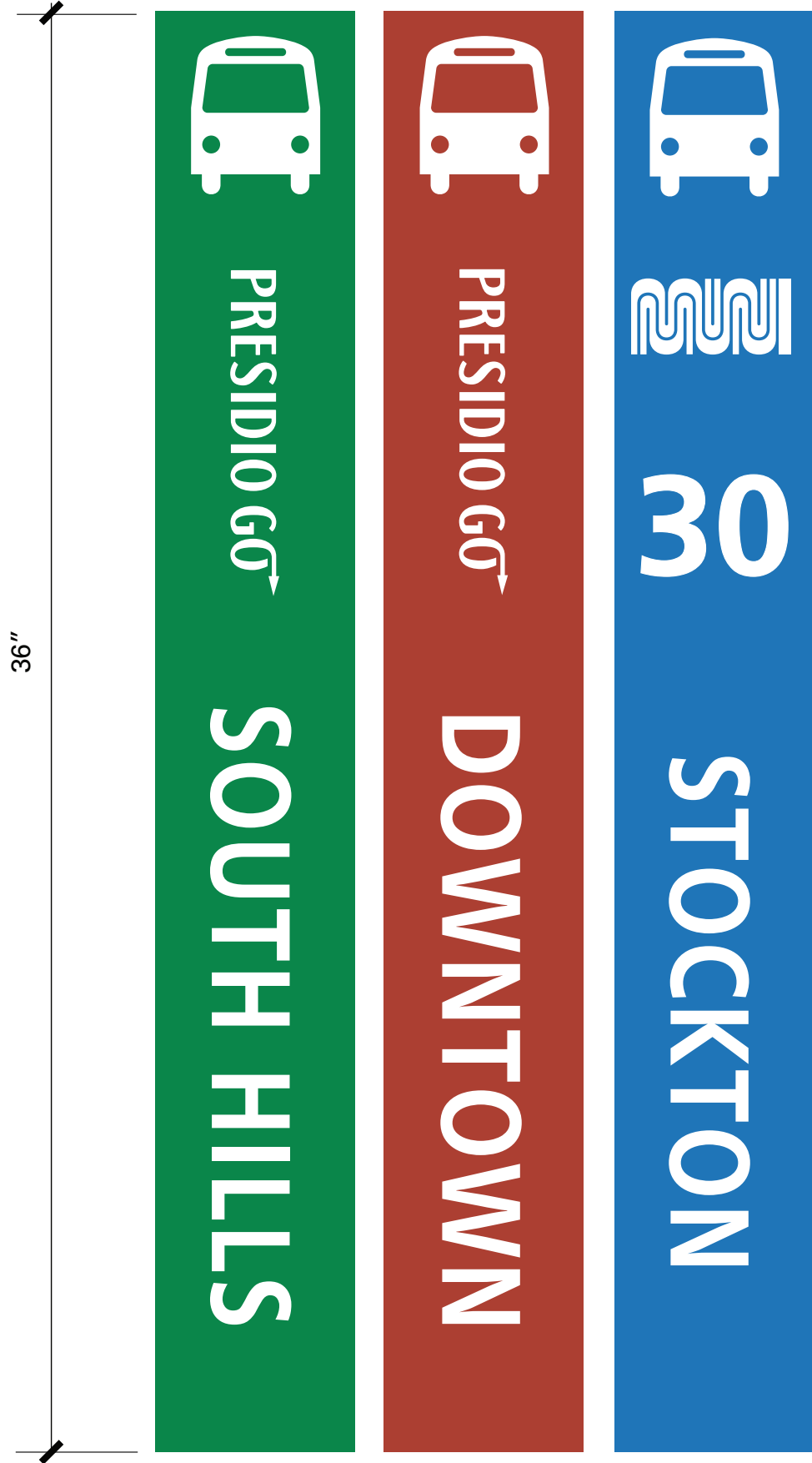
Sign Type:

**BUS STOP**

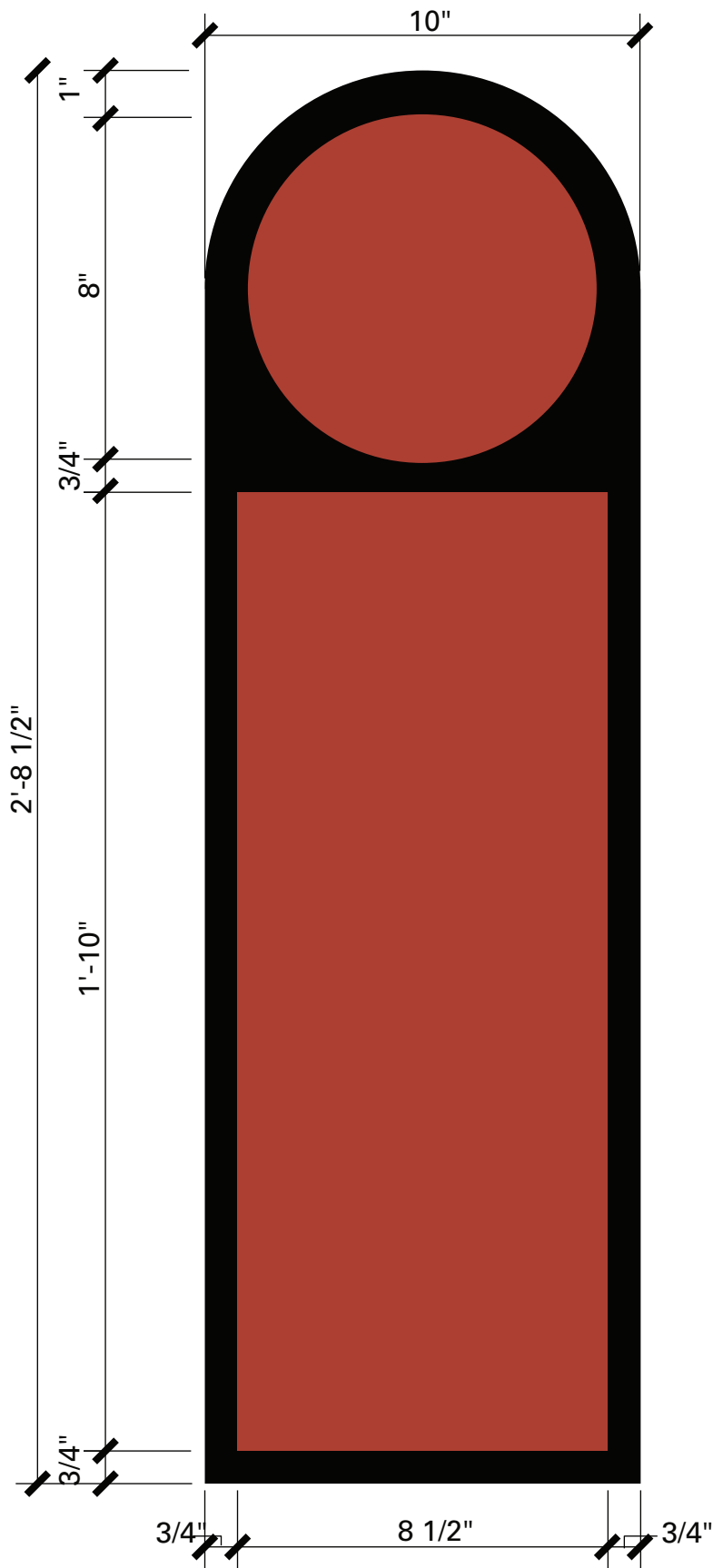
Post Wrap

Schedule Frame

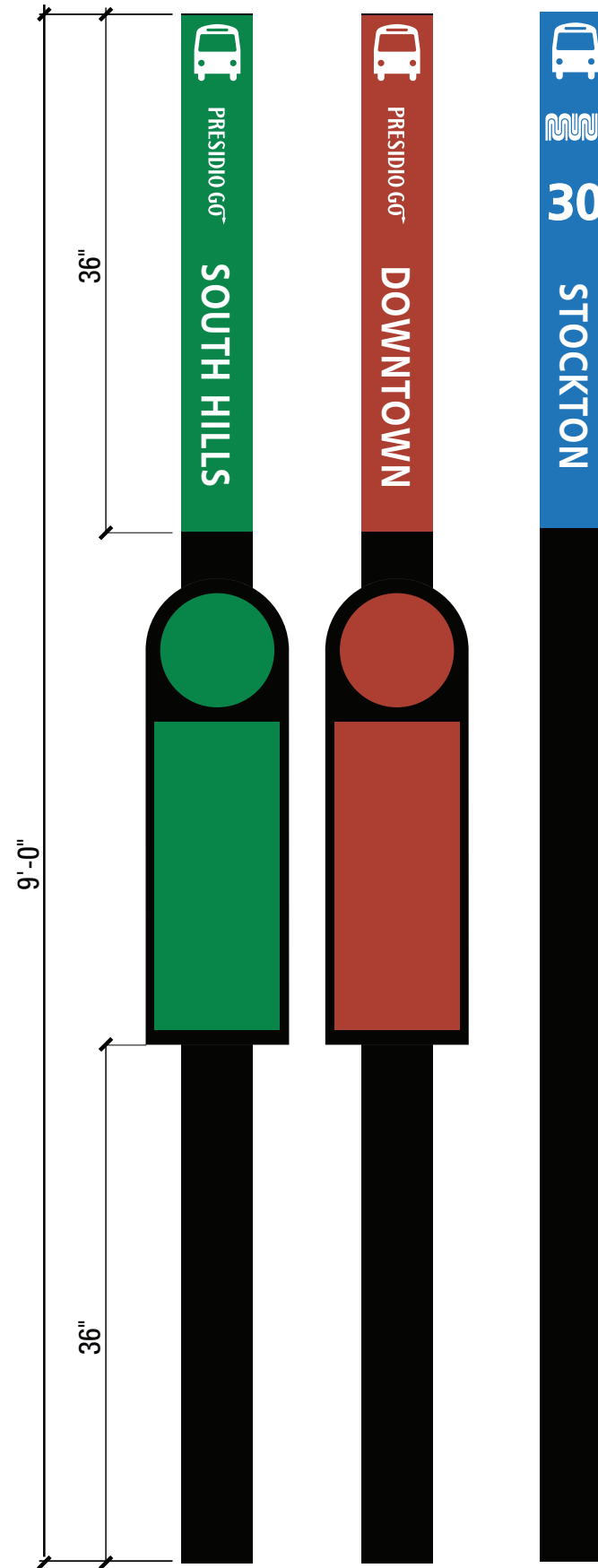
**1** Sign Type **BUS STOP** Post Sign  
Scale: NTS



**1** Sign Type **BUS STOP** Post Wrap  
Scale: 1/4"=1"



**2** Sign Type **BUS STOP** Schedule Frame  
Scale: 1/4"=1"



**3** Sign Type **BUS STOP** Post  
Scale: 1/12"=1"

**Graphic Conventions**

Sign Type:  
**BUS STOP**

Post Wrap  
Schedule Frame

**Specifications:**  
TBD

**Color Schedule:**  
**Downtown Red:** Hex# AD3F32

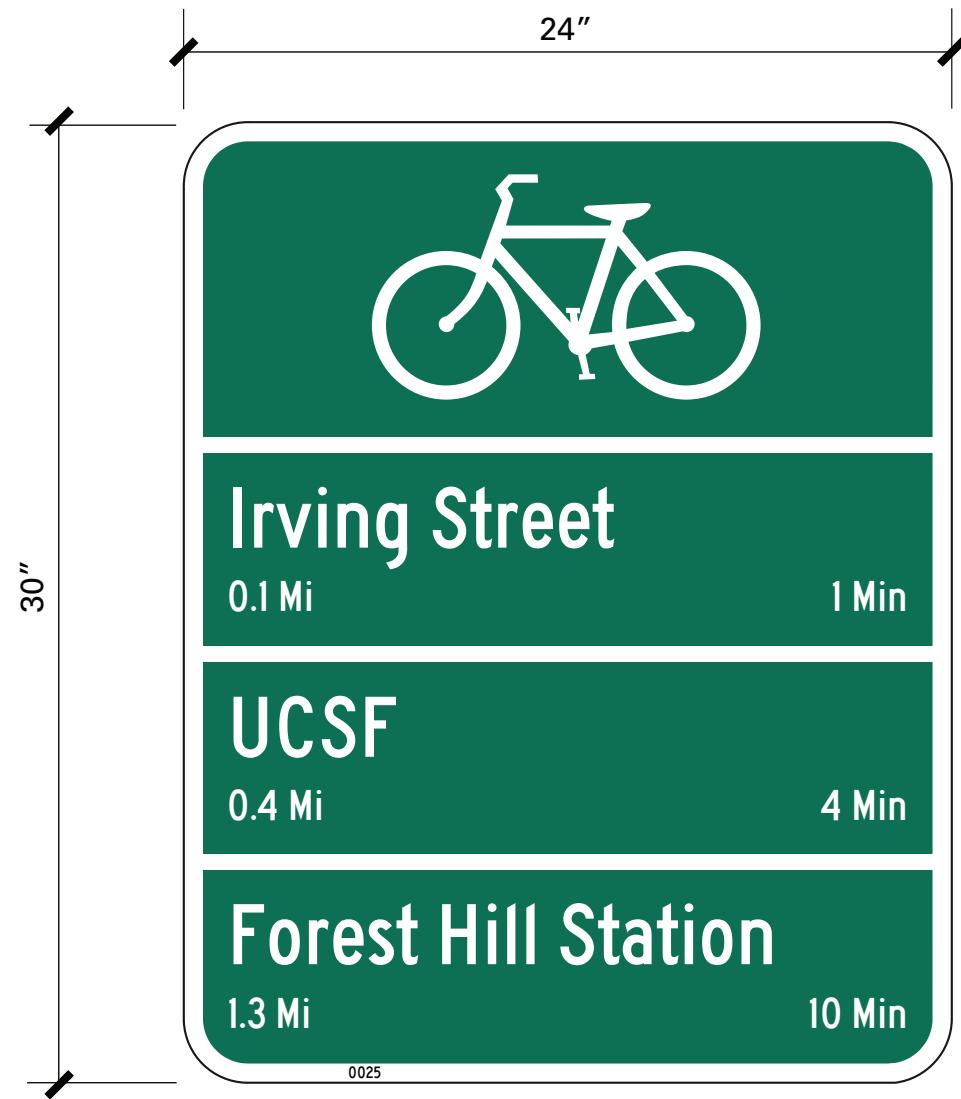
**Muni Blue:** Hex# 2B75B7

**South Hills Green:** Hex# 00864A/Hex# 2E6457

**Text:** Opaque White Vinyl 3M 7725-20

**Fonts:**  
• Frutiger LT 67 Bold Condensed, 210 pt, 2" Height

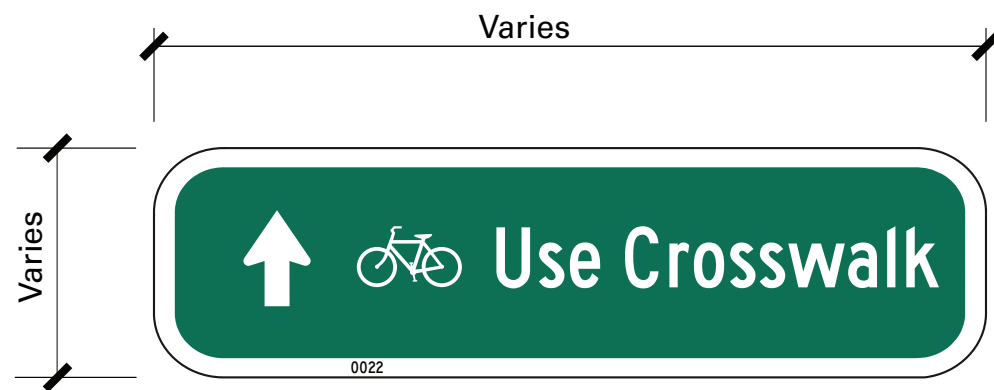




**1** Detail **Bike Guide** Confirmation  
Scale: 1/6"=1"



**2** Detail **Bike Guide** Decision  
Scale: 1/6"=1"



**3** Detail **Bike Guide** Turn  
Scale: 1/6"=1"

**Graphic Conventions**

Sign Type:

**BIKE GUIDE**

Bike Decision

Bike Turn

Bike Confirmation

**Specifications:**

TBD

**Fonts:**

- Roadgeek 2005 Series C



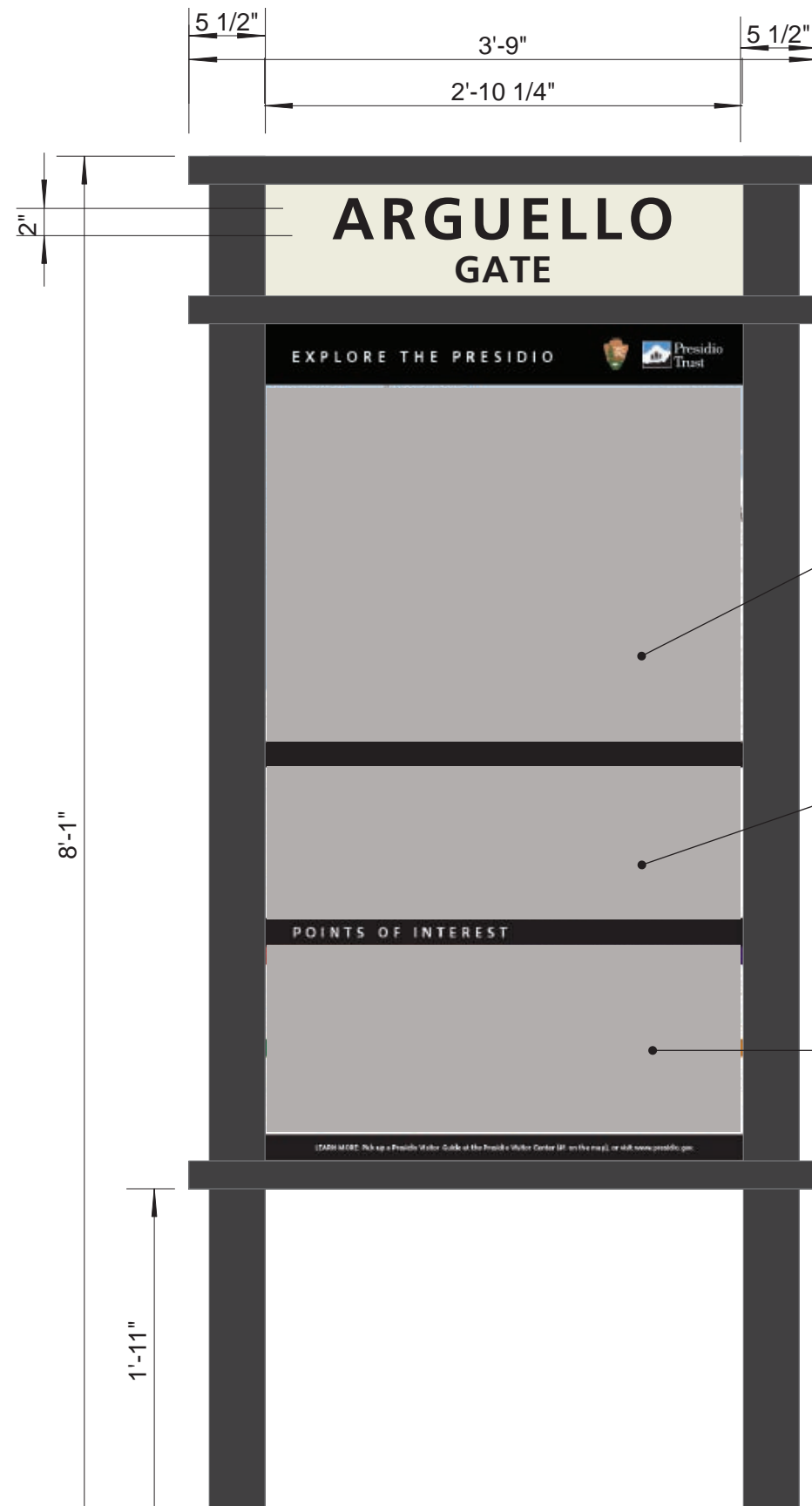
1 Exhibit **Bike Guide** Confirmation  
NTS



2 Exhibit **Bike Guide** Decision  
NTS



3 Exhibit **Bike Guide** Turn  
NTS



**PRESIDIO-WIDE TRAIL MAP**

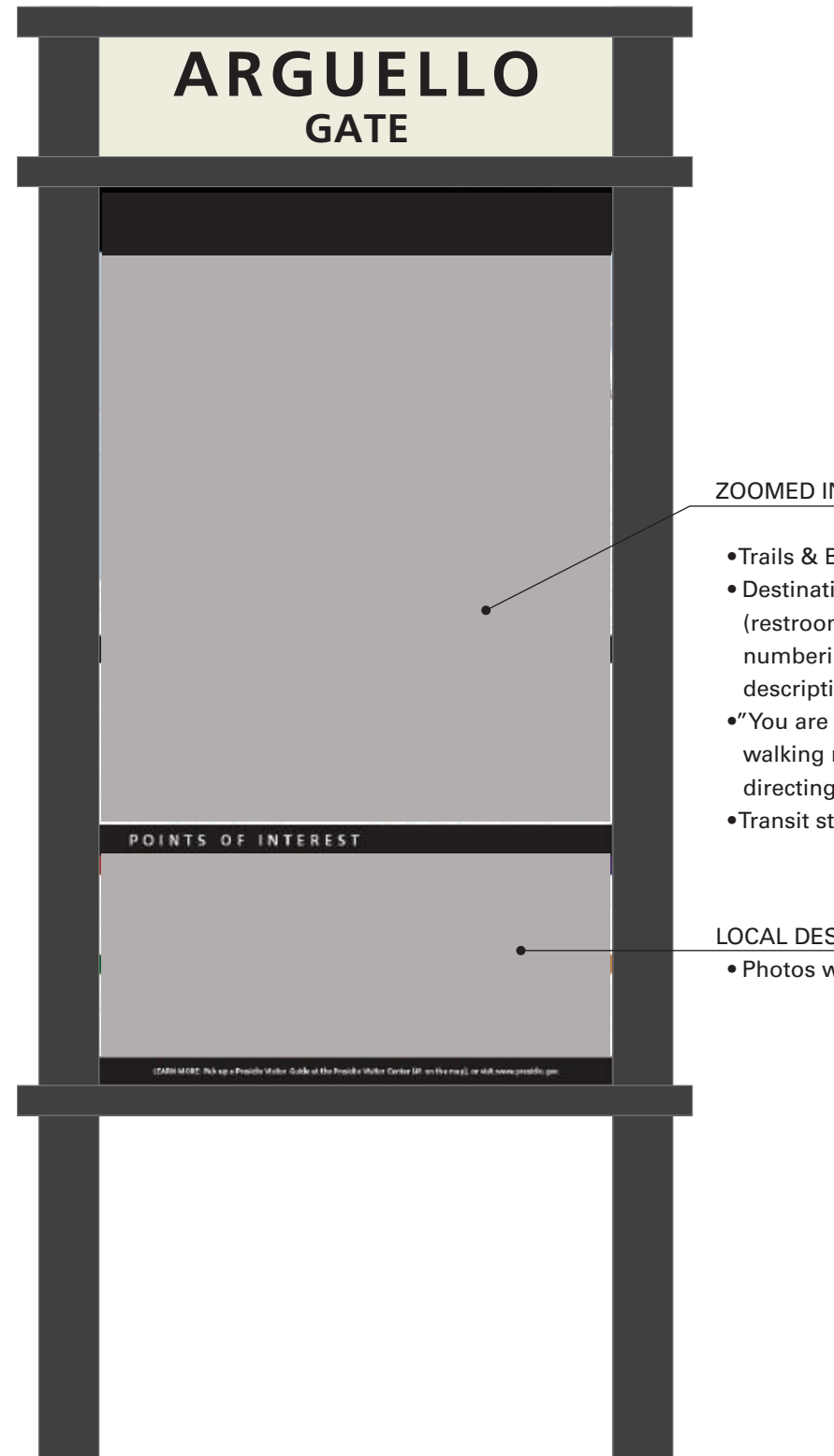
- Trails
- Transit routes with stop #s
- Destinations / Amenities (restrooms , dining)
- "You are here" with 10 min. walking radius

**ZOOMED OUT REGIONAL MAP**

- Plan view
- Muni
- Includes Golden Gate Park, Downtown, GGB and across the bridge

**KEY REGIONAL DESTINATIONS (focus on 4)**

- El Polin



**ZOOMED IN MAP**

- Trails & Bike Routes
- Destinations / Amenities (restrooms , dining) with numbering system keyed to description below
- "You are here" with 10 min. walking radius. and arrows directing beyond
- Transit stops (if any)

**LOCAL DESTINATIONS**

- Photos with Time and Distance

**Graphic Conventions**

Sign Type:

**PEDESTRIAN ORIENTED**

Information Kiosk

**Specifications:**

Black aluminum frame structure; Presidio Red FRP sign face and Black border detail; stylus cut White reflective vinyl text. 1/8" Aluminum sign panel with painted satin finish on all surfaces. Ease all edges and corners.

- A.
- B.
- C. Applied computer cut white 3M Retroreflective copy/arrows.
- D. Accent stripe to be masked and sprayed
- E. Panel Color to match Benjamin Moore BM 2091-20 Rustic Brick.
- F. Single-sided and double-sided available.

PANEL COLOR TO MATCH BENJAMIN MOORE BM 2091-20 RUSTIC BRICK

**Fonts:**

- District/Gateway  
Frutiger LT Std 65 Bold, size/tracking varies
- District (Accent Stripe):  
Frutiger Black, 230 Point (2-1/4")

**1** Elevation **PEDESTRIAN ORIENTED** Information Kiosk  
Scale: 1"=1'-0"

**2** Elevation **PEDESTRIAN ORIENTED** Information Kiosk  
Scale: 1"=1'-0"



## Graphic Conventions

Sign Type:

**PEDESTRIAN ORIENTED**

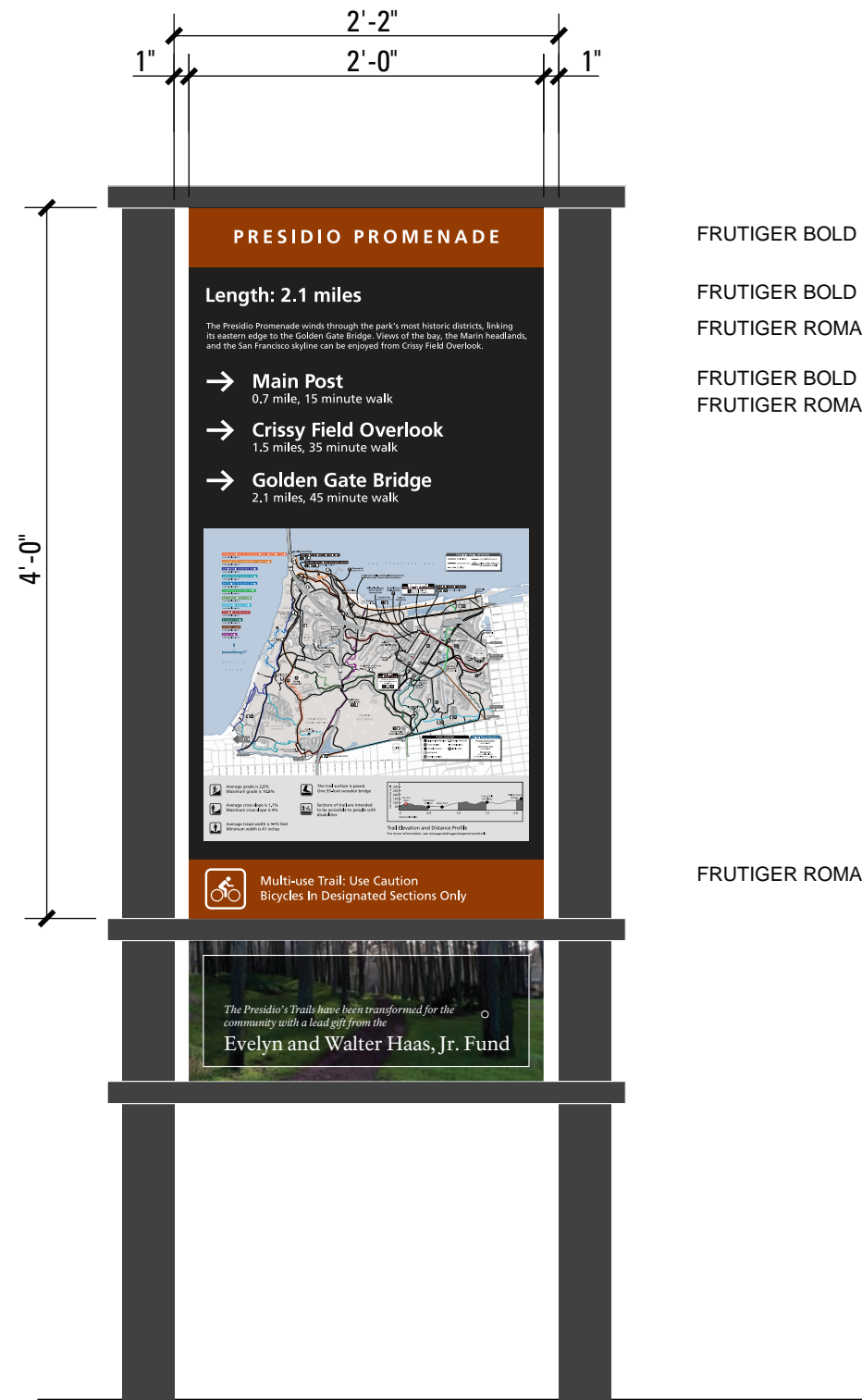
Information Kiosk

**Specifications:**

TBD

**Fonts:**

- TBD



FRUTIGER BOLD 92 PT (1")

FRUTIGER BOLD 96 PT (1")

FRUTIGER ROMAN 40 PT (1/2")

FRUTIGER BOLD 96 PT (1")

FRUTIGER ROMAN 60 PT (5/8")

FRUTIGER ROMAN 20 PT (1/4")

## Graphic Conventions

Sign Type:

### TRAIL SIGNAGE

### Trailhead Map and Orientation

#### Specifications:

1/2" IZONE graphic panel with threaded inserts, fastened to existing L-bracket frame.

- A. Band Color to match Benjamin Moore BM 2091-20 Rustic Brick.
- B. Single-sided and double-sided available.

#### Fonts:

- Trail: Frutiger Bold, 92 Point (1")
- Length: Frutiger Bold, 96 Point (1")
- Trail Description: Frutiger Roman, 40 Point (1/2")
- Place of Interest: Frutiger Bold, 96 Point (1")
- Distance: Frutiger Roman, 60 Point (5/8")
- Trail Use: Frutiger Roman, 20 Point (1/4")

#### Color

#### Frame

- Benjamin Moore 2132-10 Black

#### Panel

- Body: Benjamin Moore 2132-10 Black
- Band: Benjamin Moore 2091-20 Rustic Brick

#### Text | Icon | Arrow

- White: Hex #FFFFFF

**1** Sign Type **TRAIL SIGNAGE** Trailhead Map and Orientation

Scale: 1"=1'-0"

## Graphic Conventions

Sign Type:

**TRAIL SIGNAGE**

Trailhead Map and Orientation



## Graphic Conventions

Sign Type:

### TRAIL SIGNAGE

Trail Orientation Map

#### Specifications:

1/2" IZONE graphic panel with threaded inserts, fastened to existing L-bracket frame.

- A. Band Color to match Benjamin Moore BM 2091-20 Rustic Brick.
- B. Single-sided and double-sided available.

#### Fonts:

- Trail:  
Frutiger Bold, 72 Point (3/4"), Tracking 200
- Trail of Interest:  
Frutiger Bold, 96 Point (1") Tracking varies
- Point of Interest:  
Frutiger Light, 55 Point (1/2") Tracking 10
- Trail Use:  
Frutiger Roman, 20 Point (1/4")

#### Color

##### Post

- Benjamin Moore 2132-10 Black

##### Panel

- Body: Benjamin Moore 2132-10 Black
- Band: Benjamin Moore 2091-20 Rustic Brick

##### Text | Icon | Arrow

- White: Hex #FFFFFF



## Graphic Conventions

Sign Type:

**TRAIL SIGNAGE**

Trail Orientation Map



**1** Photosimulation **TRAIL SIGNAGE** Trailhead Orientation Map  
NTS

## Graphic Conventions

Sign Type:

### TRAIL SIGNAGE

Trail Directional

#### Specifications:

1/2" IZONE graphic panel with threaded inserts, fastened to existing L-bracket frame.

- A. Band Color to match Benjamin Moore BM 2091-20 Rustic Brick.
- B. Single-sided and double-sided available.

#### Fonts:

- Trail: Frutiger Bold, 61 Point (1/2"), Tracking 100
- Trail of Interest: Frutiger Bold, 104 Point (1-1/4"), Tracking varies
- Distance: Frutiger Light, 72 Point (3/4"), Tracking 10
- Trail Use: Frutiger Roman, 45 Point (1/2")

#### Color

#### Post

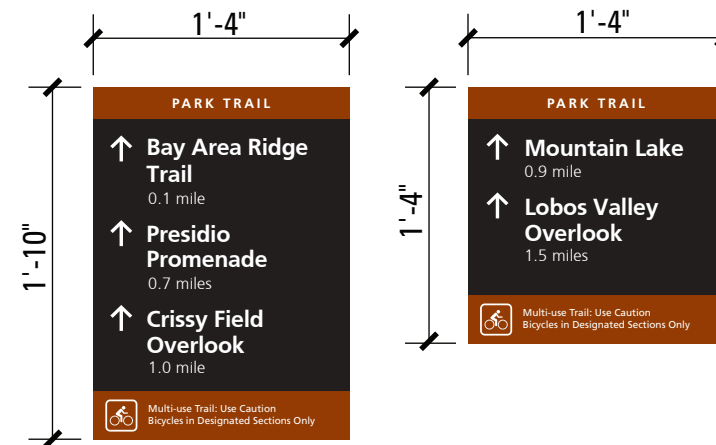
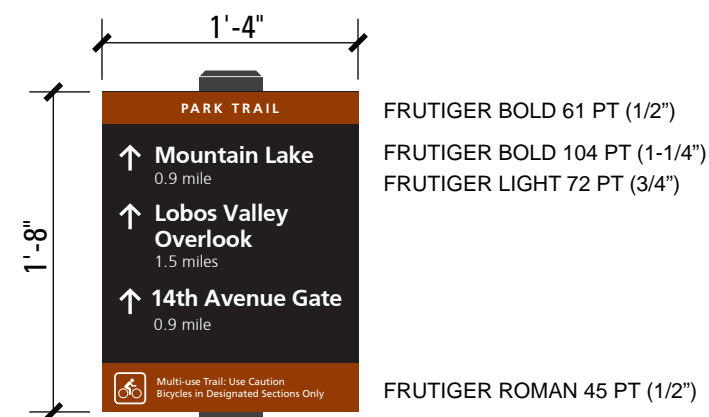
- Benjamin Moore 2132-10 Black

#### Panel

- Body: Benjamin Moore 2132-10 Black
- Band: Benjamin Moore 2091-20 Rustic Brick

#### Text | Icon | Arrow

- White: Hex #FFFFFF

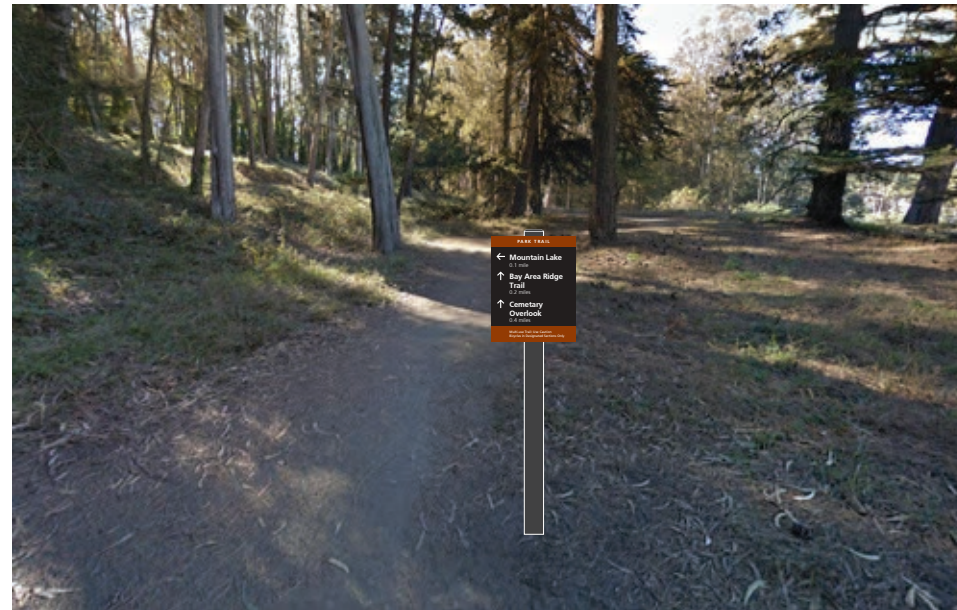


Graphic Conventions

Sign Type:

**TRAIL SIGNAGE**

Trail Directional



**1** Photosimulation **TRAIL SIGNAGE** Trailhead Directional  
NTS

## Graphic Conventions

Sign Type:

### TRAIL SIGNAGE

Trail Blaze

#### Specifications:

Aluminum sign plate w/threaded studs welded to back side. Mount with epoxy adhesive.

- A. Band Color to match Benjamin Moore BM 2091-20 Rustic Brick.
- B. 1-4 sided available.

#### Fonts:

- Trail:  
Frutiger LT Std 65 Bold, 100 pt (1")

#### Color

#### Post

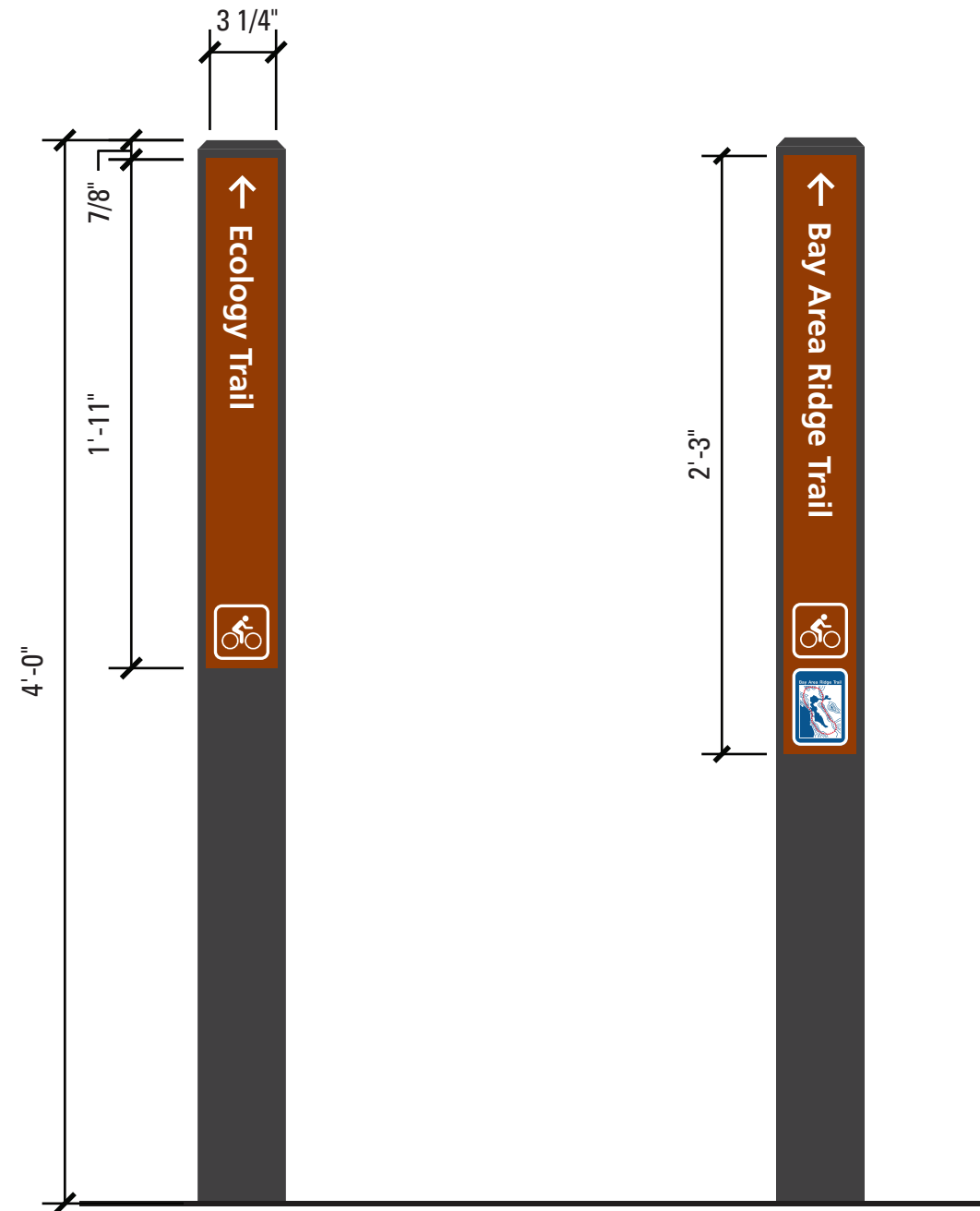
- Benjamin Moore 2132-10 Black

#### Panel

- Benjamin Moore 2091-20 Rustic Brick

#### Text | Icon | Arrow

- 3M 7725-20 Matte White Opaque Vinyl



**1** Sign Type **TRAIL SIGNAGE** Trail Blaze  
Scale: 1 1/2"=1'-0"



## Graphic Conventions

Sign Type:

**TRAIL SIGNAGE**

Trail Blaze

**Specifications:**

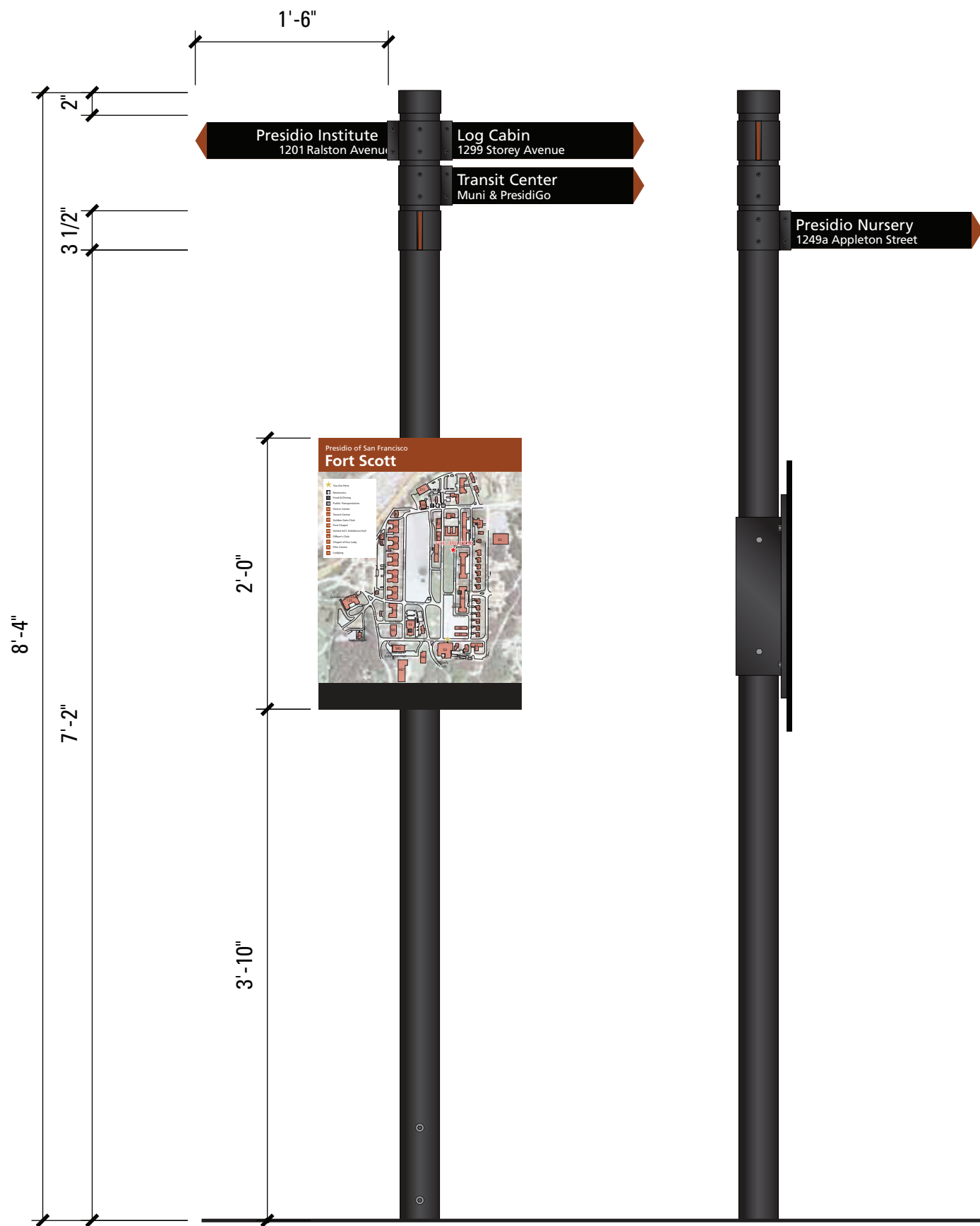
TBD

**Fonts:**

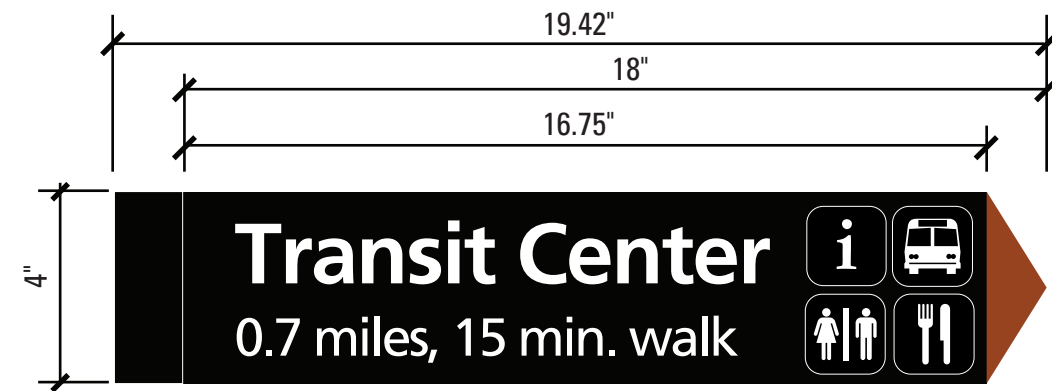
- TBD



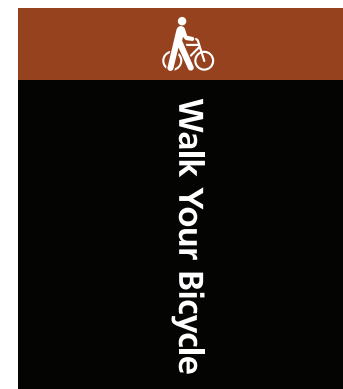
**1** Photo **TRAIL SIGNAGE** Trail Blaze  
NTS



**1** Sign Type **PEDESTRIAN** Fingerpost  
Scale: 1"=1'-0"



**2** Detail **PEDESTRIAN** Fingerpost Blade  
Scale: 1/4"=1"



**3** Detail **PEDESTRIAN** Fingerpost Post Decal  
Scale: 1-1/2"=1'-0"

## Graphic Conventions

Sign Type:

**PEDESTRIAN ORIENTED**

Fingerpost

**Specifications:**

**Fonts:**

**Blade**

- Place of Interest: Frutiger LT Std 65 Bold, 128 pt, Tracking -25
- Distance: Frutiger LT Std 55 Roman, 80 pt, Tracking -50

**Vertical Decal**

- Frutiger LT Std 65 Bold, 100 pt

**Map Panel**

- TBD

**Color**

**Post | Clamp | Tail | Cap | Bolts:**  
Benjamin Moore 2132-10 Black

**Blade**

- Body: Benjamin Moore 2132-10 Black
- Tip: Benjamin Moore 2091-20 Rustic Brick

**Vertical Decal**

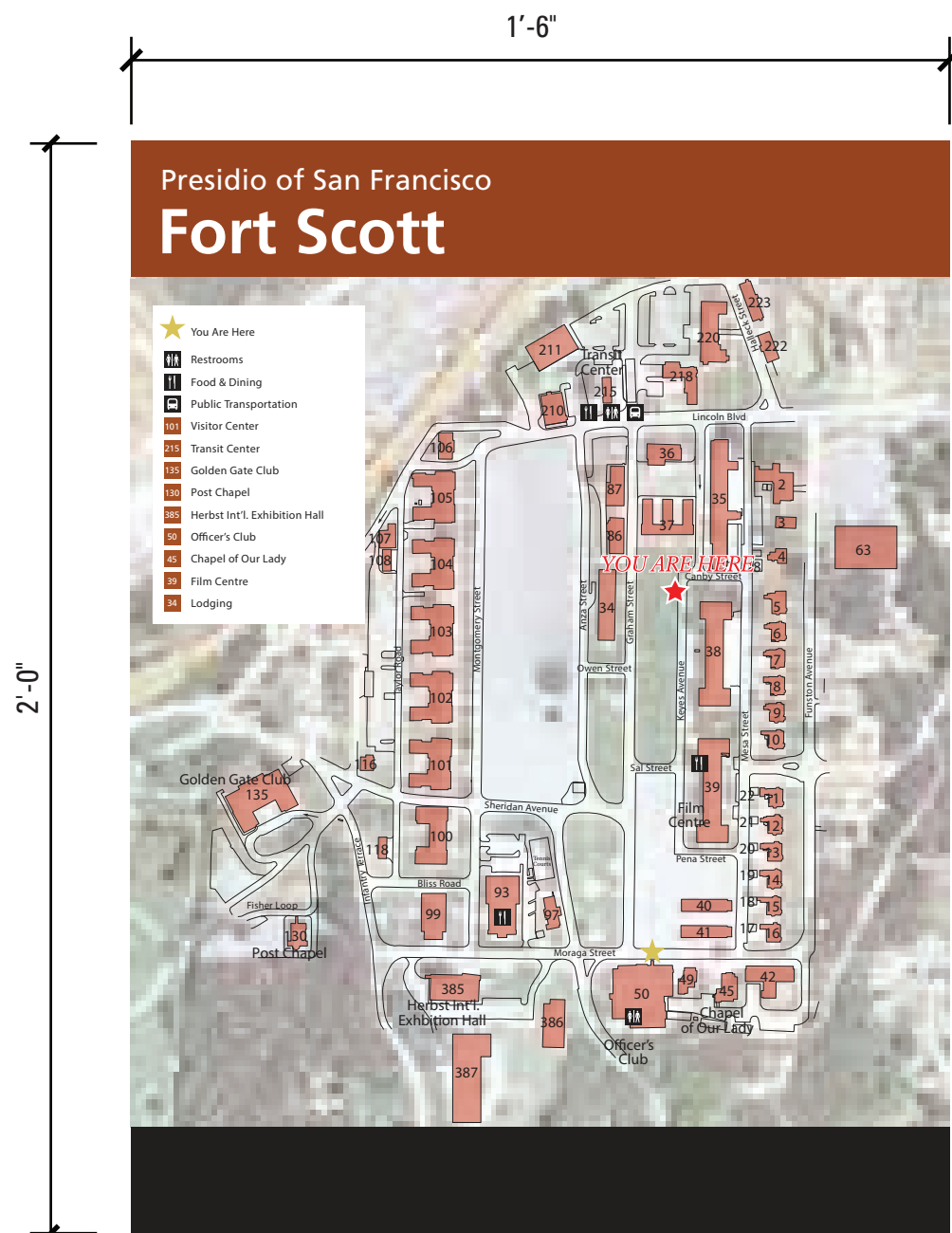
- Icon Background: Benjamin Moore 2091-20 Rustic Brick
- Text Background: Benjamin Moore 2132-10 Black

**Text | Icon**

- 3M 7725-20 Matte White Opaque Vinyl

**Map Panel**

- TBD



**4** Detail **PEDESTRIAN** Fingerpost Map Panel  
Scale: 1/4"=1"



**5** Photo **PEDESTRIAN** Fingerpost  
NTS

## Graphic Conventions

Sign Type:  
**PEDESTRIAN ORIENTED**

Fingerpost

Specifications:  
TBD

Fonts:  
• TBD

## Graphic Conventions

Sign Type:  
INTERPRETIVE SIGNAGE

Interpretive Wayside

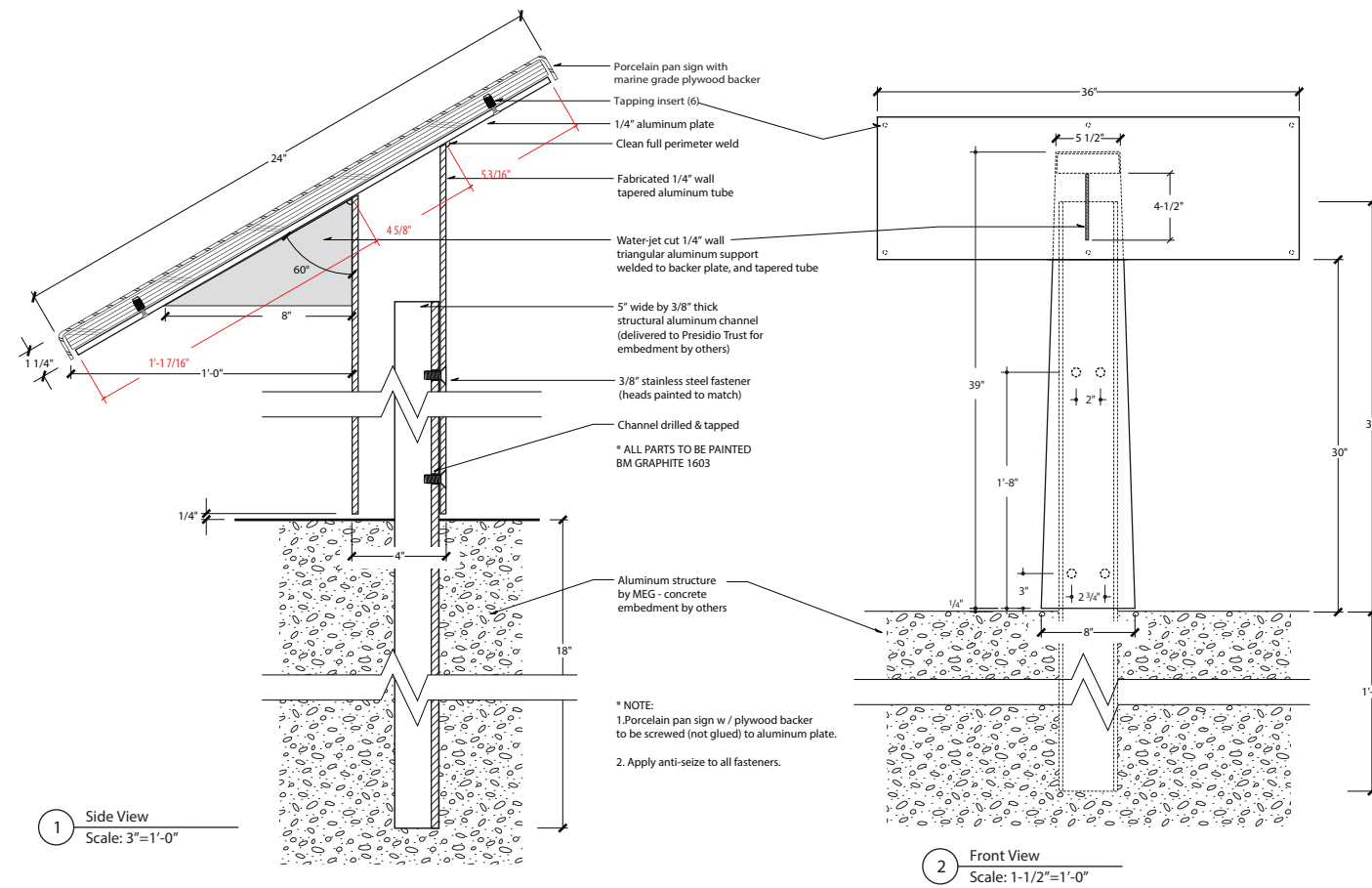
Specifications:  
Black aluminum frame structure;  
Presidio Red FRP sign face and Black border detail; stylus cut White reflective vinyl text. 1/8" Aluminum sign panel with painted satin finish on all surfaces. Ease all edges and corners.

- A.
- B.
- C. Applied computer cut white 3M Retroreflective copy/arrows.
- D. Accent stripe to be masked and sprayed
- E. Panel Color to match Benjamin Moore BM 2091-20 Rustic Brick.
- F. Single-sided and double-sided available.

PANEL COLOR TO MATCH BENJAMIN MOORE BM 2091-20 RUSTIC BRICK

Fonts:

- Place of Interest:  
Frutiger Bold, 370 Point (3-3/4")
- District (Accent Stripe):  
Frutiger Black, 230 Point (2-1/4")



1 Sign Type INTERPRETIVE SIGNAGE Interpretive Wayside  
Scale: 1"=1'-0"

1 Sign Type VEHICULAR DIRECTIONAL Primary Vehicular Directional  
Scale: 1"=1'

2 Elevation VEHICULAR DIRECTIONAL Primary Vehicular Directional  
Scale: 1/2"=1'





**Header:**

16” black horizontal band, Portrait orientation, with the following content in white:

- LEFT JUSTIFIED
  - Building [Number] (Font: Arial, 40 pt, Bold)
  - [Building Name per the 1993 or 2008 NHL Update] (Font: Arial, 40 pt, Bold)
  - Presidio of San Francisco (Font: Arial, 19 pt, Bold)
  - National Historic Landmark District (Font: Arial, 19 pt, Bold)
- RIGHT JUSTIFIED
  - NPS Arrowhead logo, Golden Gate National Recreation Area underneath (left)
  - Presidio Trust logo (right)

**Content:**

Two column text beginning with:

- HISTORIC USE (Paragraph Heading Font: Arial, 18 pt, Bold): [120-130 word summary of the building’s use during the Army period, (Paragraph Text Font: Times New Roman, 24 pt)]
- ARCHITECTURE (Paragraph Heading Font: Arial, 18 pt, Bold): [70-80 word summary of the building’s architectural style, context and distinctive features, (Paragraph Text Font: Times New Roman, 24 pt)]

**Graphics:**

- 1-3 historic images
- Resolution of at least 300 ppi
- 20-40 word image captions (Font: Times New Roman, 18 pt) with image credits (Font: Times New Roman, 14 pt, Italicized)

**Fabrication specifications:**

- Vendor: KVO Industries
- ZED (digitally embedded continuous tone graphics) Embedded digital panels
- 16 3/8” x 20 3/8” x 1/8 interior grade
- Clear coat finish to aluminum frames

**Graphic Conventions**

Sign Type:  
 INTERPRETIVE SIGN

Historic Building  
 Wall Mounted Interpretive Sign

Specifications:  
 Black aluminum frame structure;  
 Presidio Red FRP sign face and Black border detail; stylus cut White reflective vinyl text. 1/8” Aluminum sign panel with painted satin finish on all surfaces. Ease all edges and corners.

- A.
- B.
- C. Applied computer cut white 3M Retroreflective copy/arrows.
- D. Accent stripe to be masked and sprayed
- E. Panel Color to match Benjamin Moore BM 2091-20 Rustic Brick.
- F. Single-sided and double-sided available.

Fonts:  
 • Frutiger Roman

## Graphic Conventions

Sign Type:

INTERPRETIVE SIGN

Historic Building  
Wall Mounted Interpretive Sign

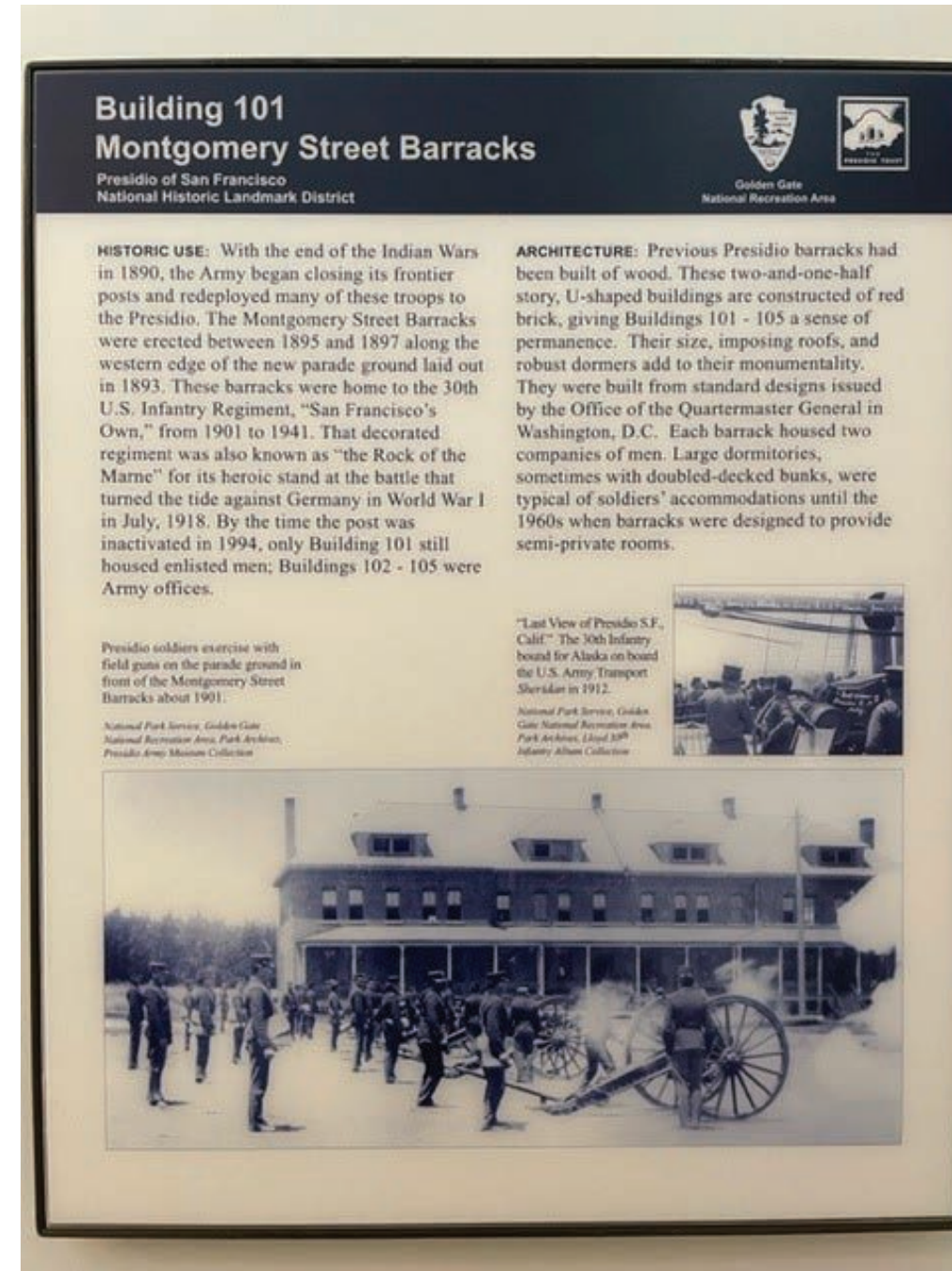
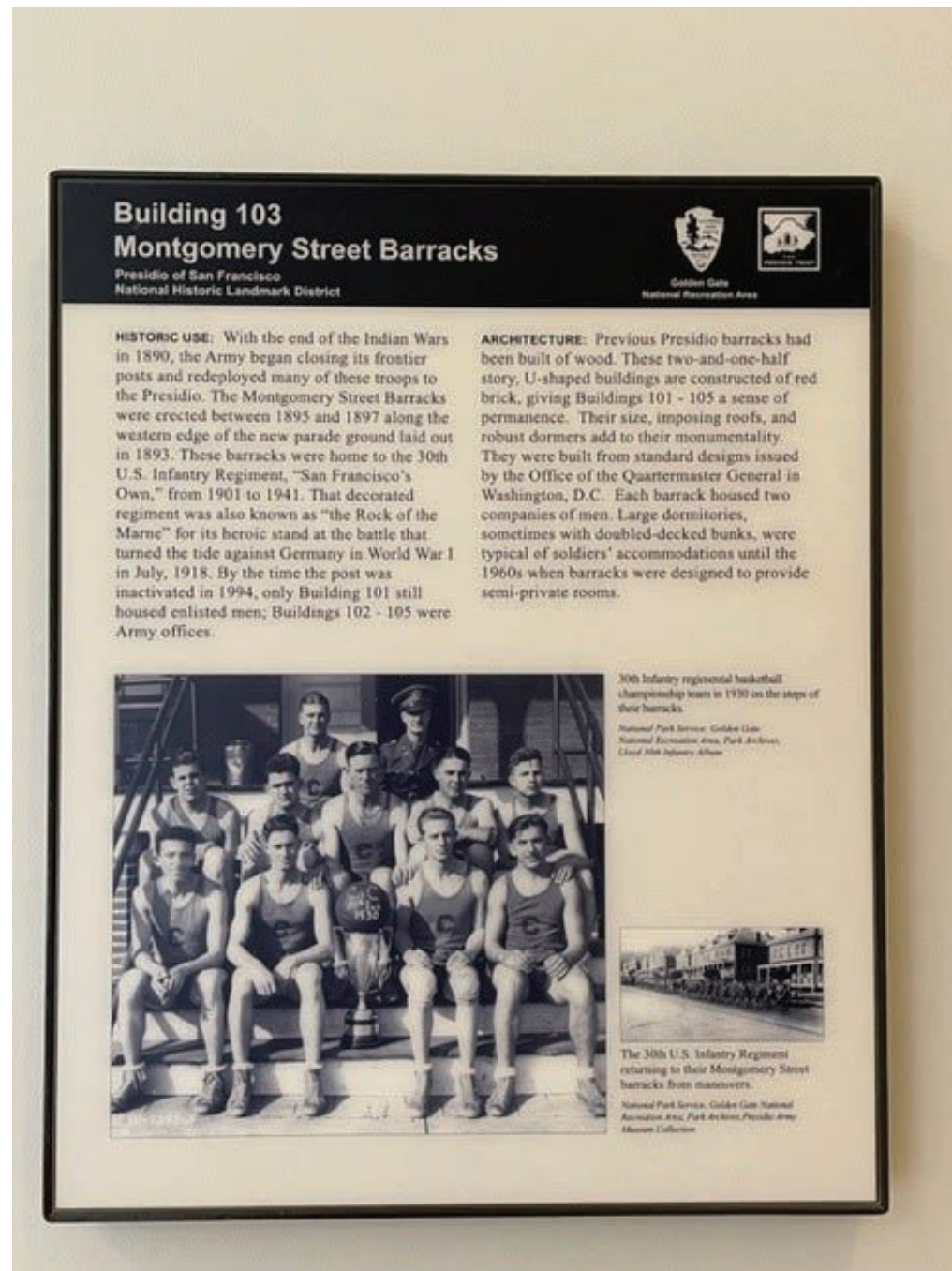
Specifications:

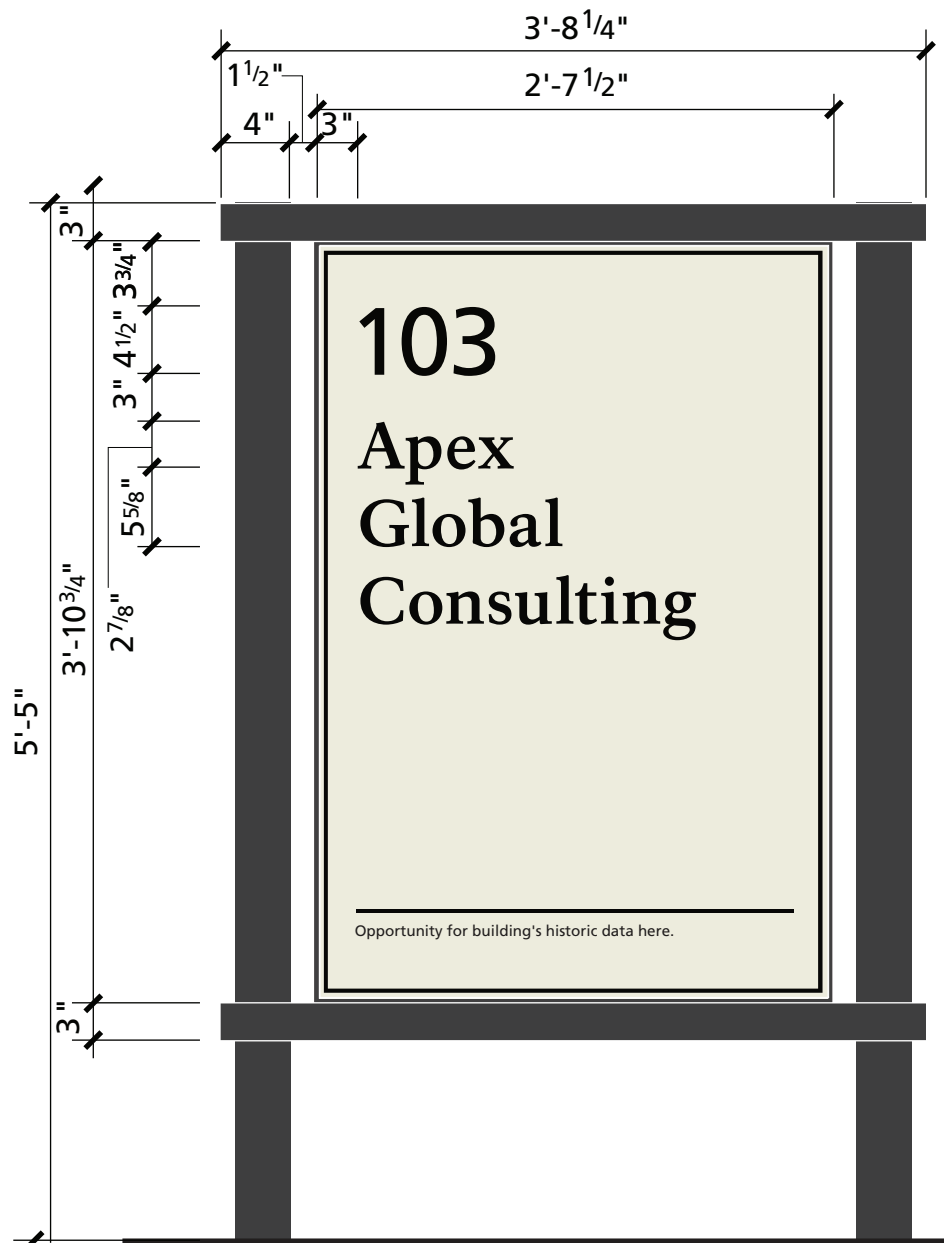
Black aluminum frame structure;  
Presidio Red FRP sign face and Black border detail; stylus cut White reflective vinyl text. 1/8" Aluminum sign panel with painted satin finish on all surfaces. Ease all edges and corners.

- A.
- B.
- C. Applied computer cut white 3M Retroreflective copy/arrows.
- D. Accent stripe to be masked and sprayed
- E. Panel Color to match Benjamin Moore BM 2091-20 Rustic Brick.
- F. Single-sided and double-sided available.

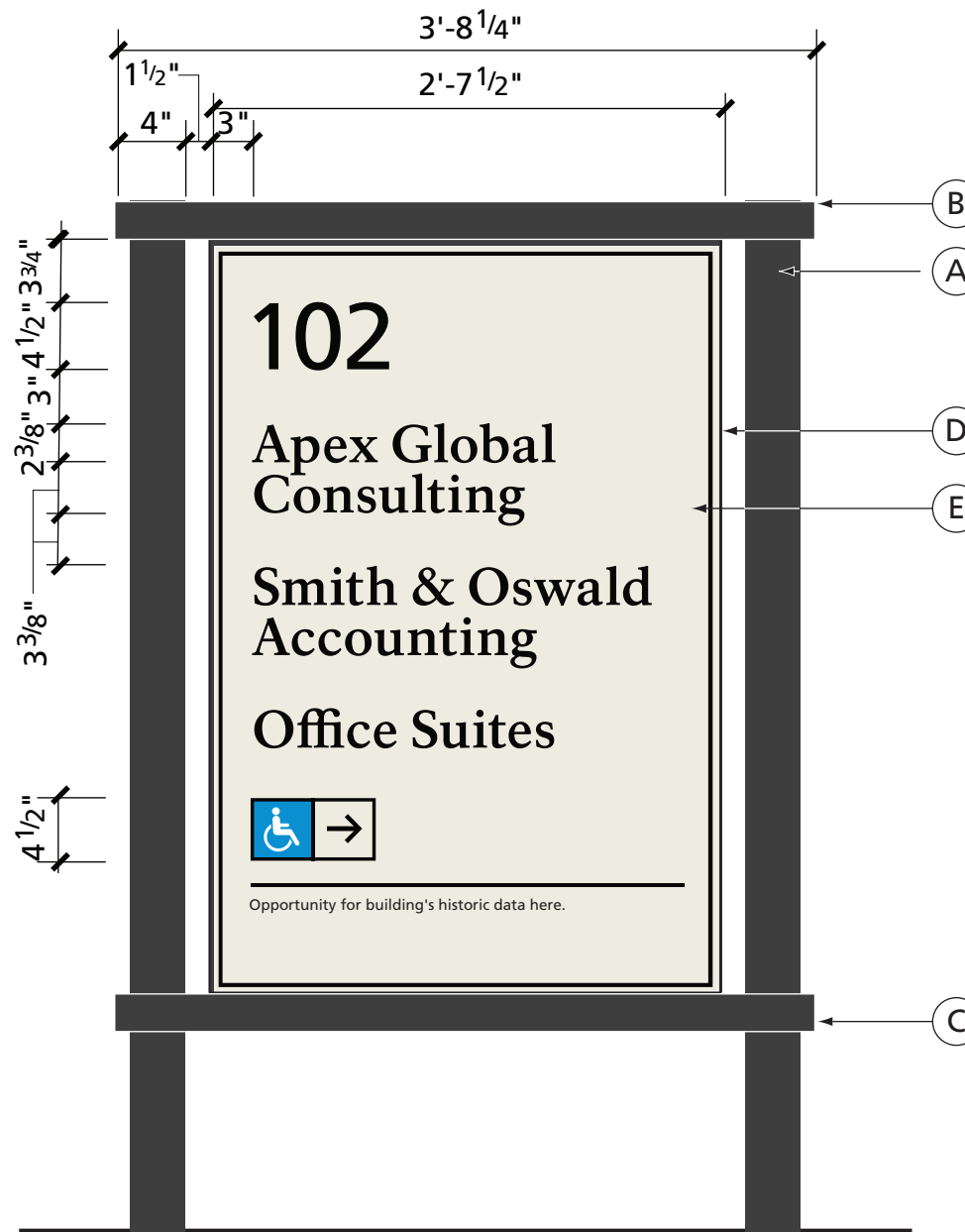
Fonts:

- Frutiger Roman

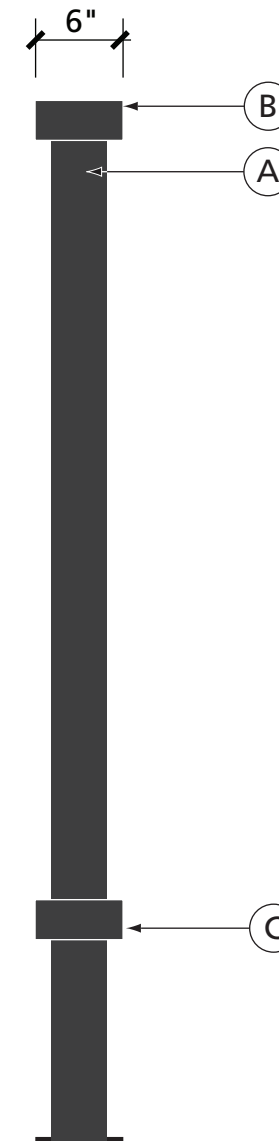




**1** Sign Type **FREESTANDING BUILDING ID**: Single Tenant Large  
Scale: 1" = 1'-0"



**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

#### 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.



## 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

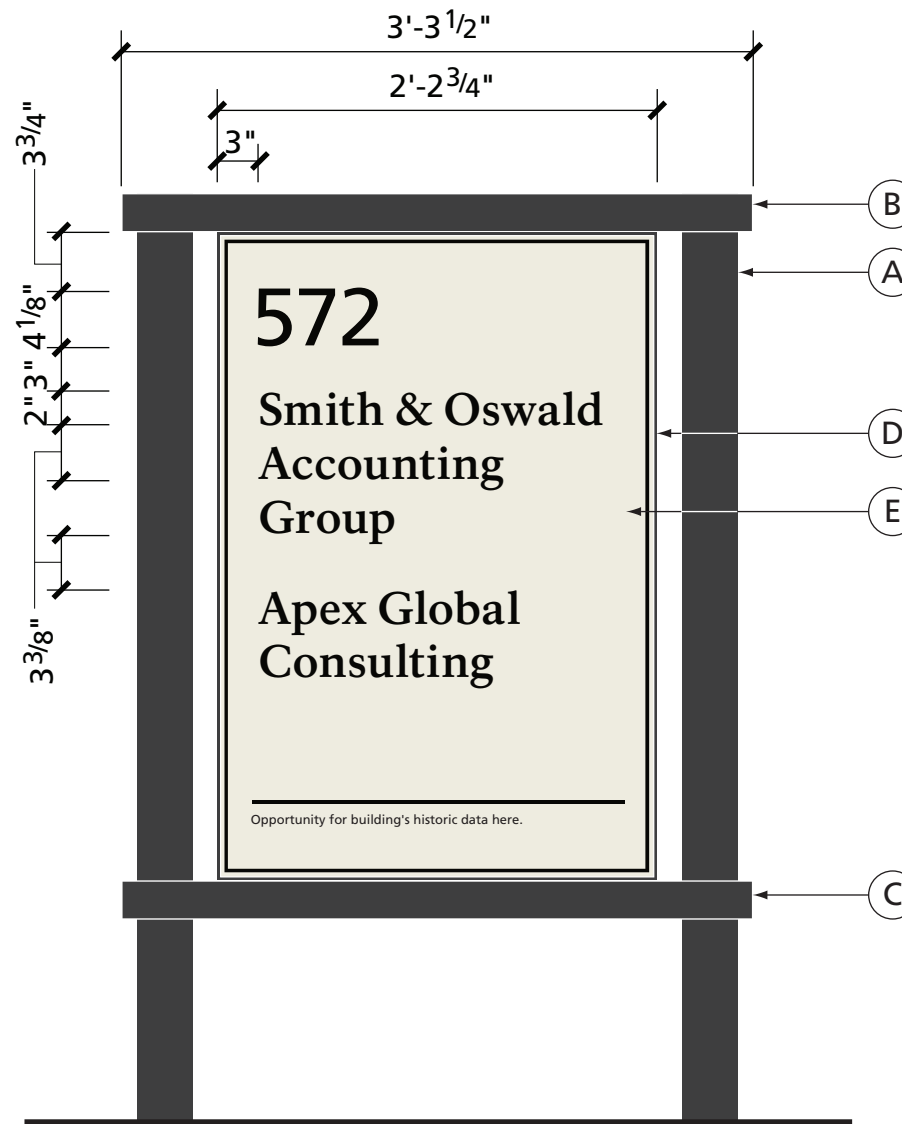
**Specifications:**  
Black aluminum frame structure;  
Presidio White FRP sign face and  
Black border detail; stylus cut  
Black vinyl address and tenant  
name.

- 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.

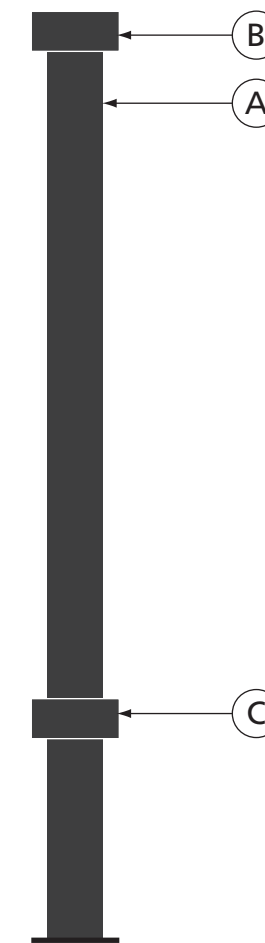
- Fonts:**
- Building number:  
Frutiger LT Std - 55 Roman
  - Tenant(s) name:  
NPS Rawlinson OT - Bold
  - Building's historic data text:  
Frutiger LT Std - 55 Roman



**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**

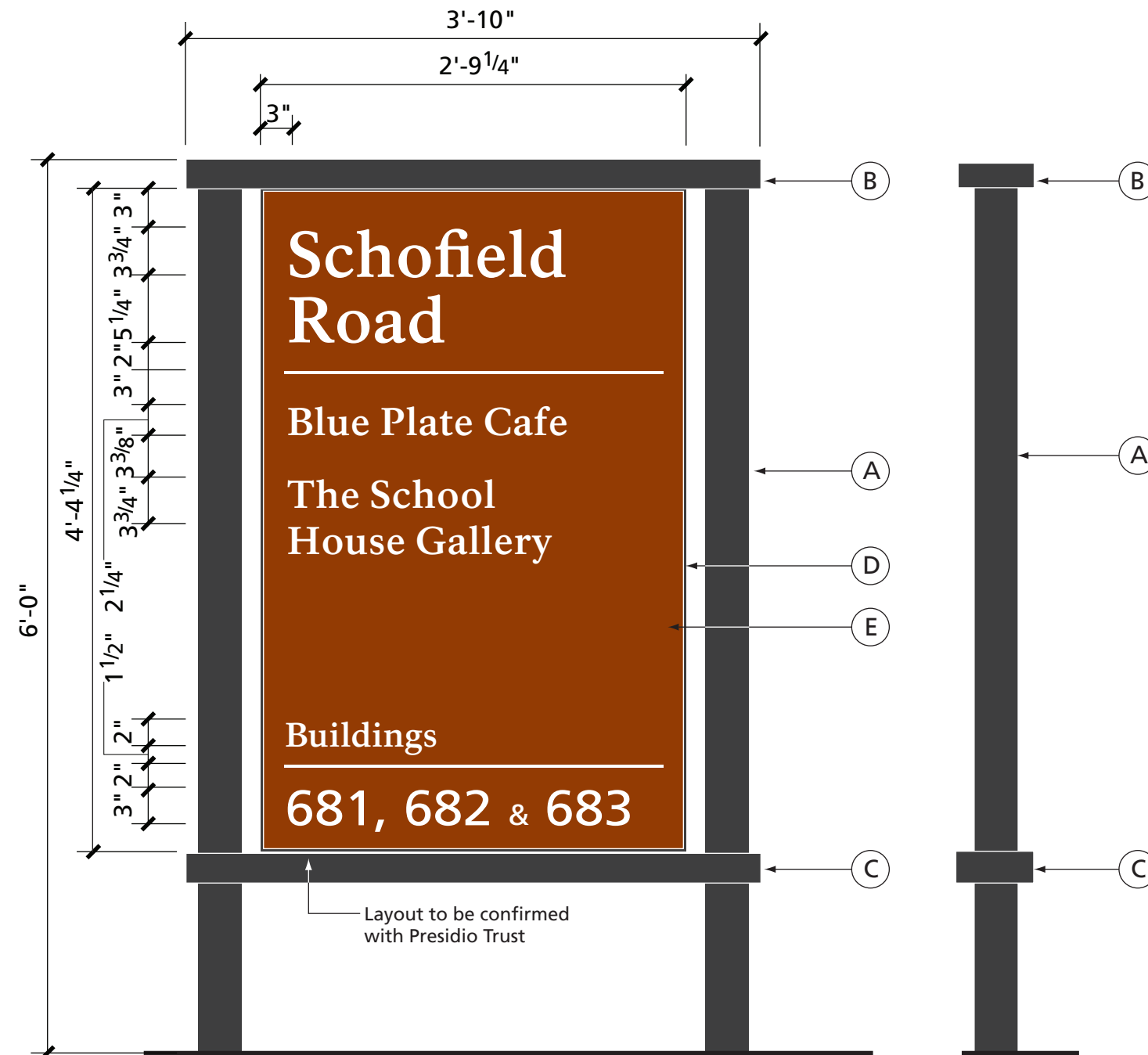
Sign Type:  
**FREESTANDING BUILDING ID**  
 Tenant Wayfinding

**Specifications:**  
 Black aluminum frame structure;  
 Presidio Red FRP sign face and  
 Black border detail; stylus cut  
 White reflective vinyl text.

- 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

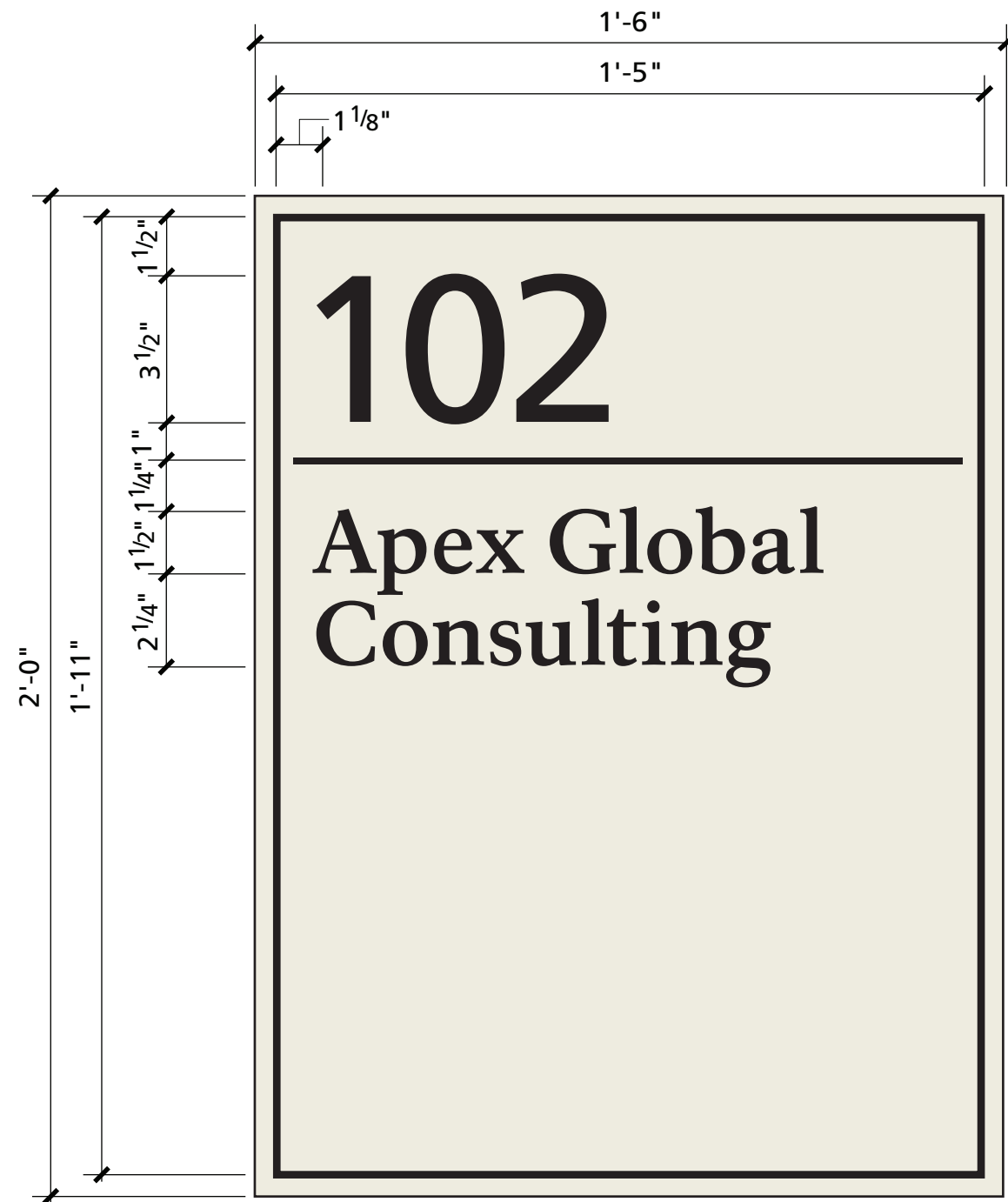
### Mounting Specifications:

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

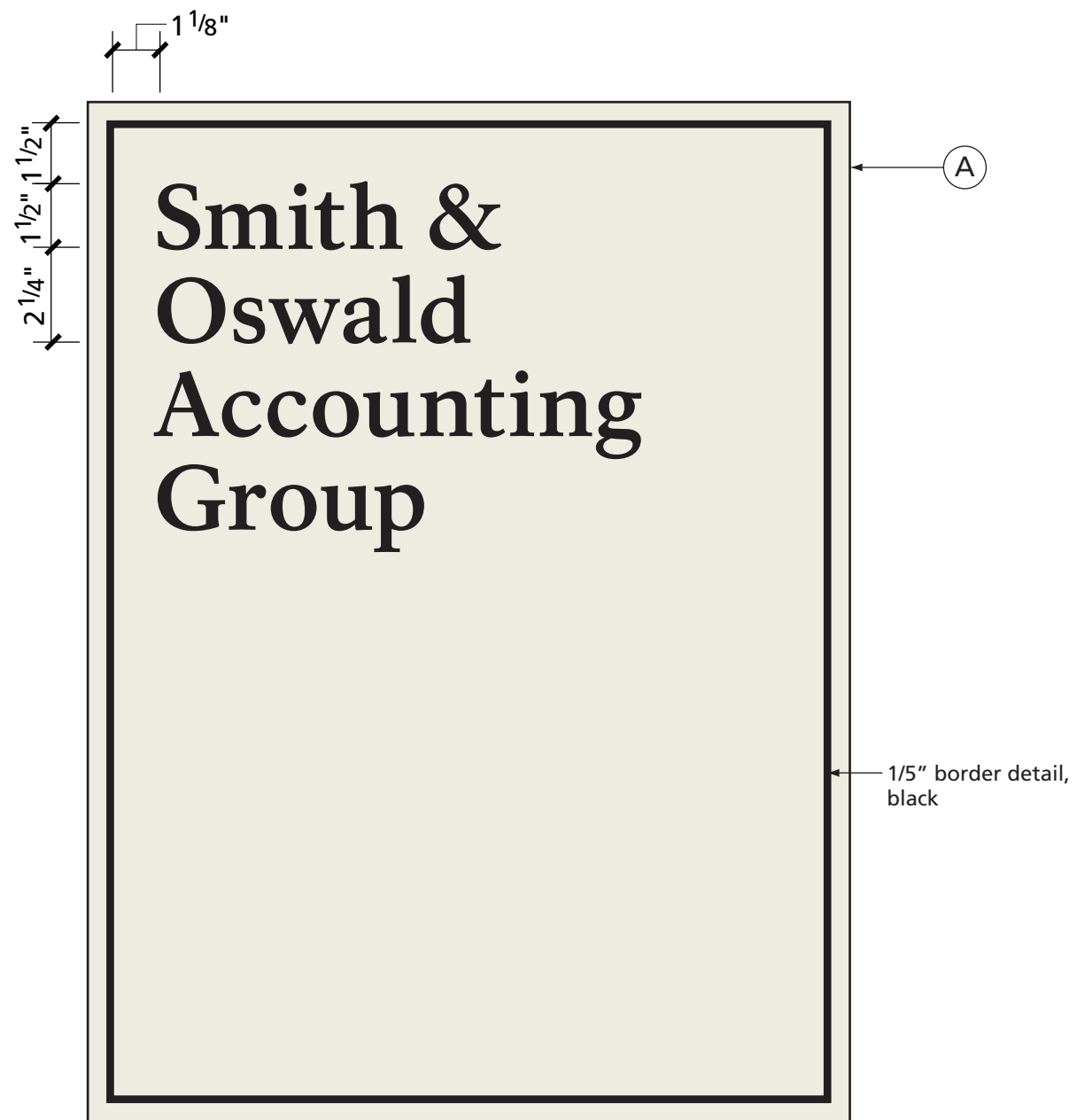
The sign's mounting location will be determined on a case-by-case basis. Exact location will be determined in the field by a Trust sign approver.



**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**

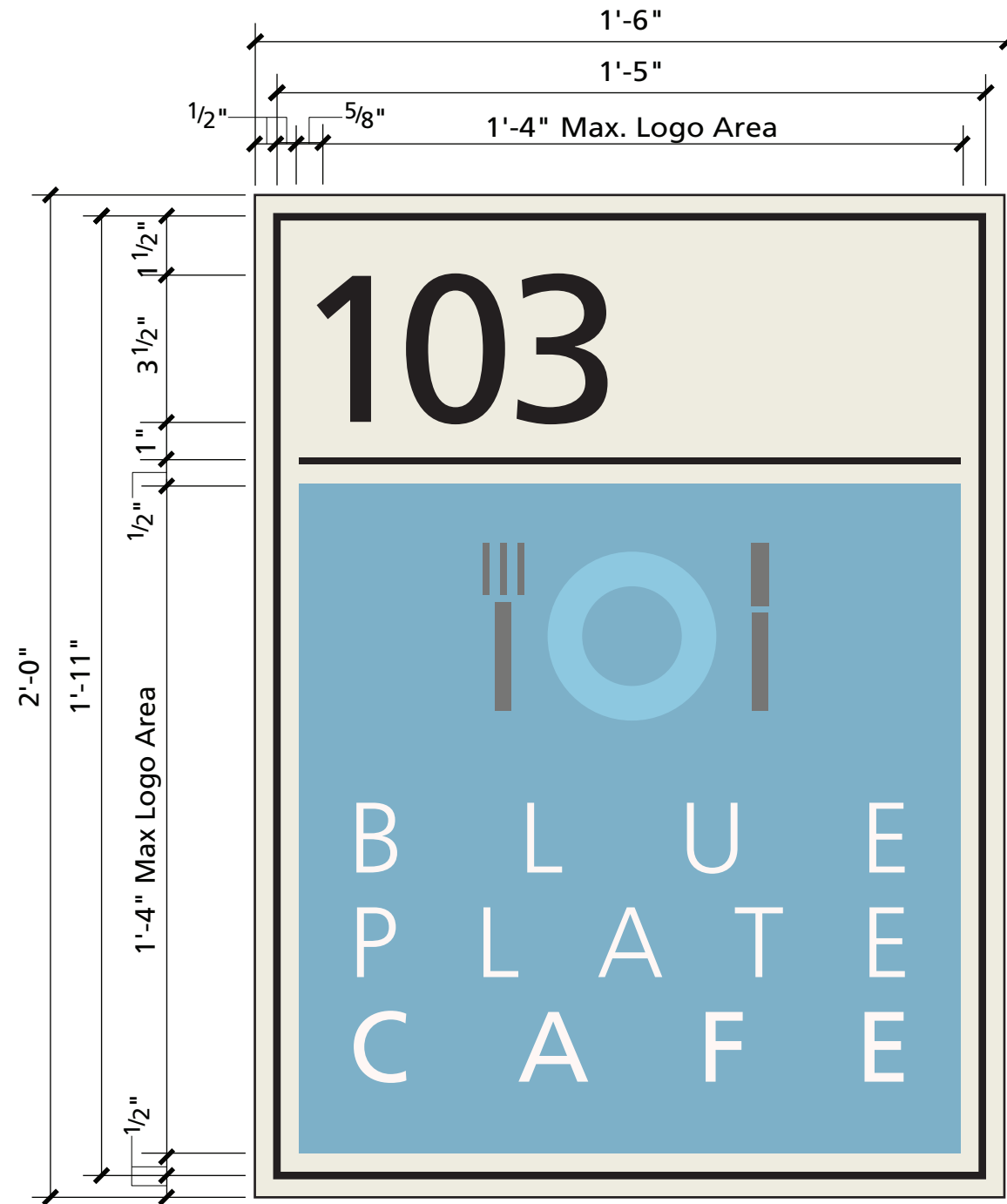
Tenant Logo Sign

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

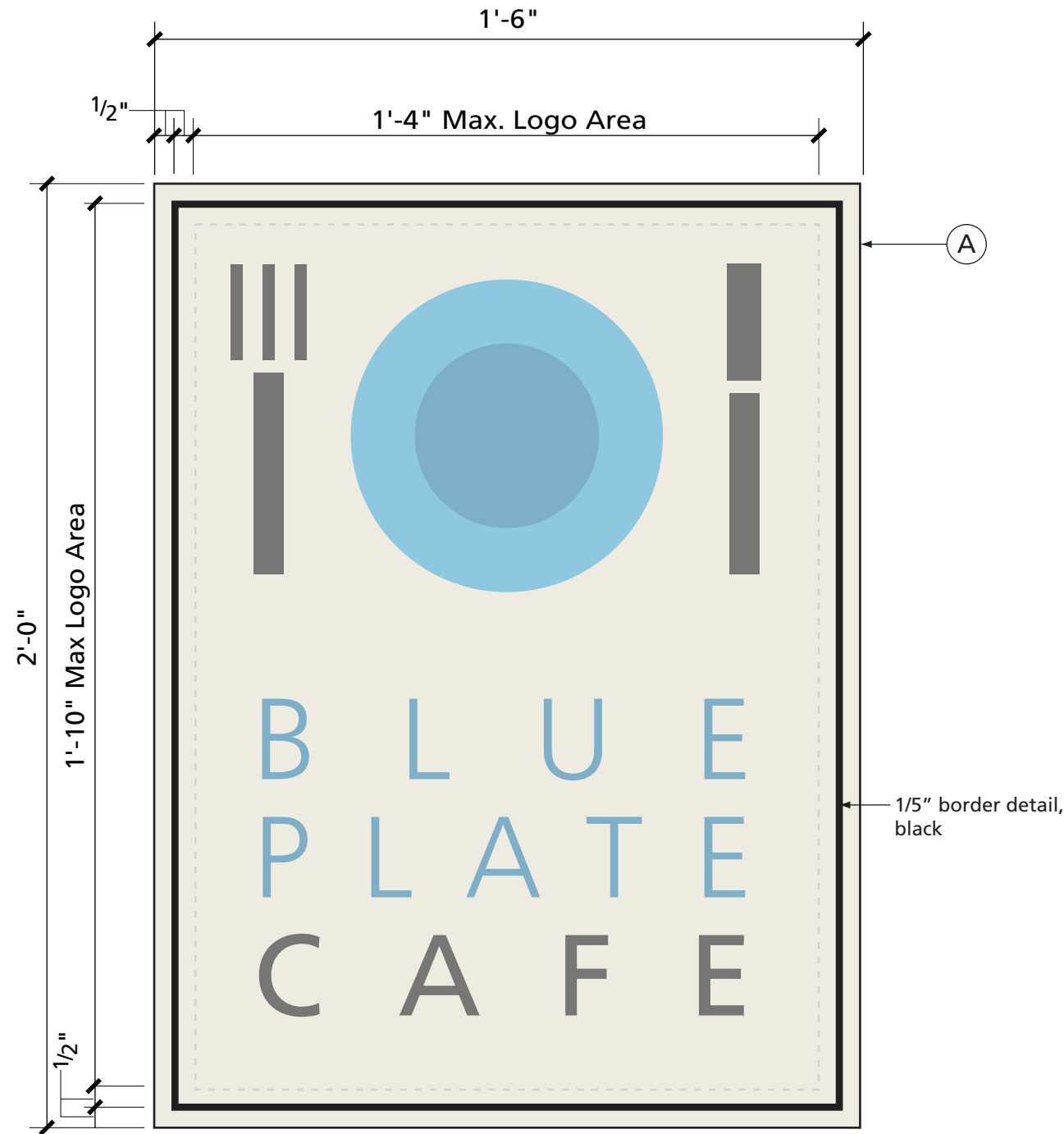
A. 3/4" porcelain enamel pan sign, color to match Presidio White with border detail 1/5" thickness, color Black.

- 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:

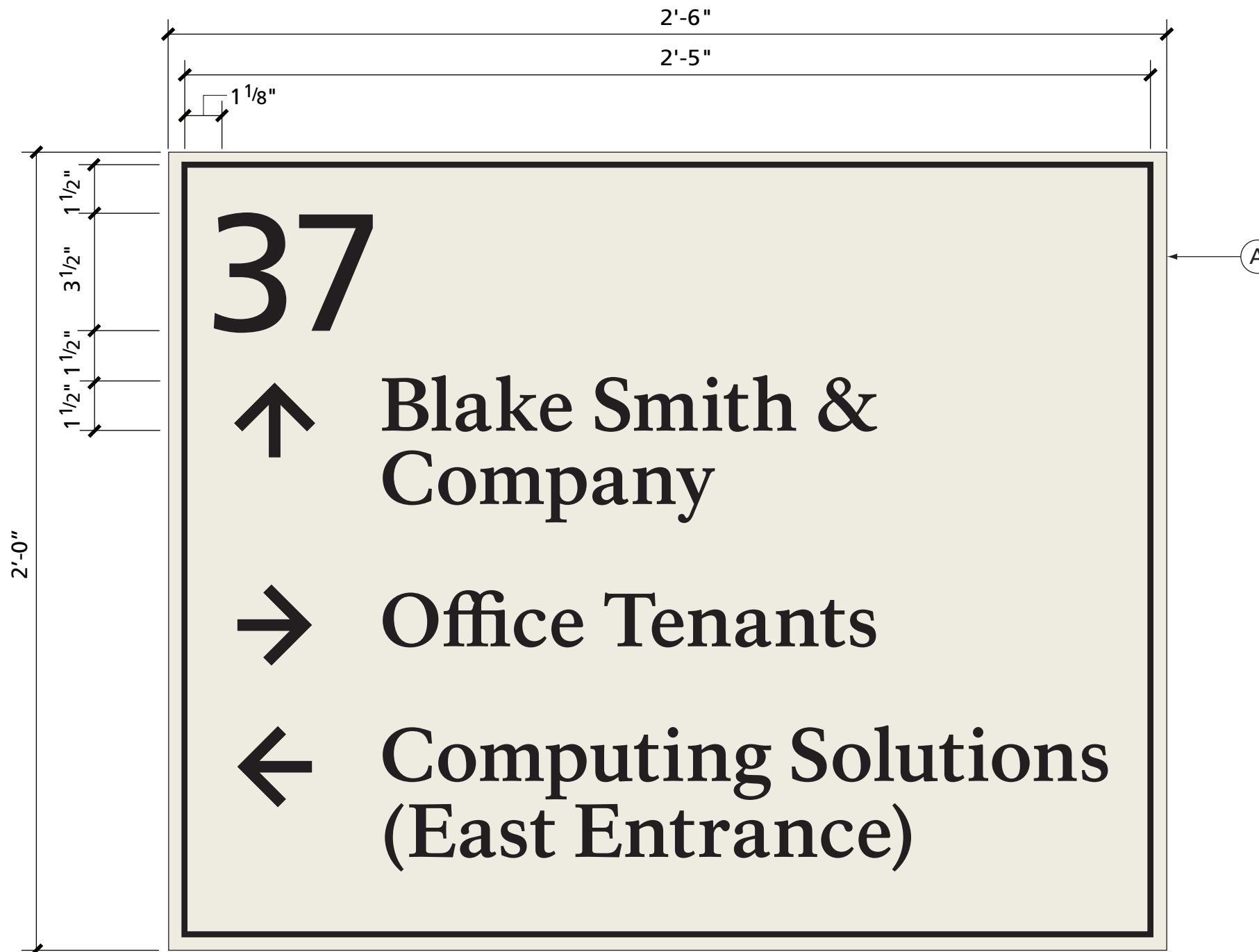
The surface-mounted sign should signal the entrance door associated with the tenant.

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

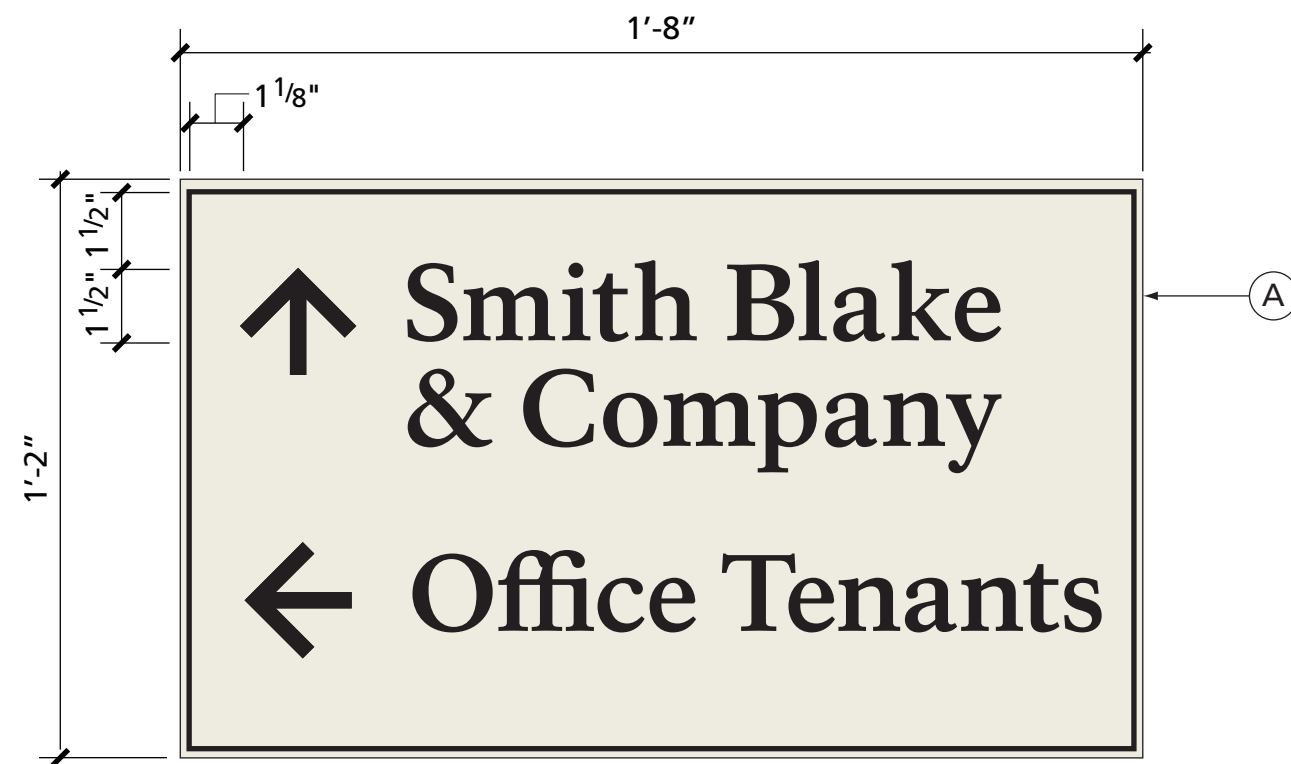
#### **Specifications:**

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:

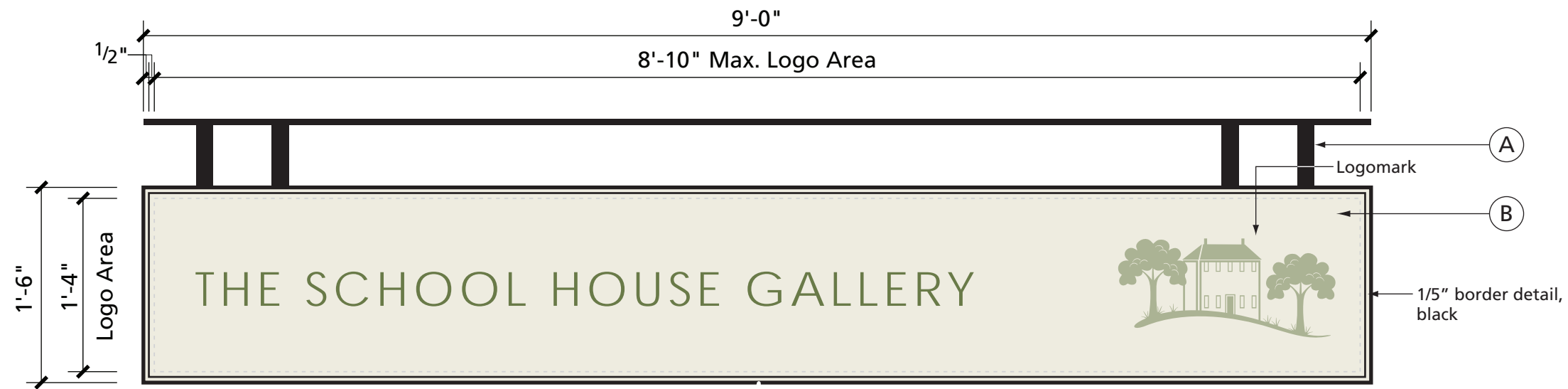
**EYEBROW LOGO SIGN**

Eyebrow Logo Sign Large  
Eyebrow Logo Sign Small

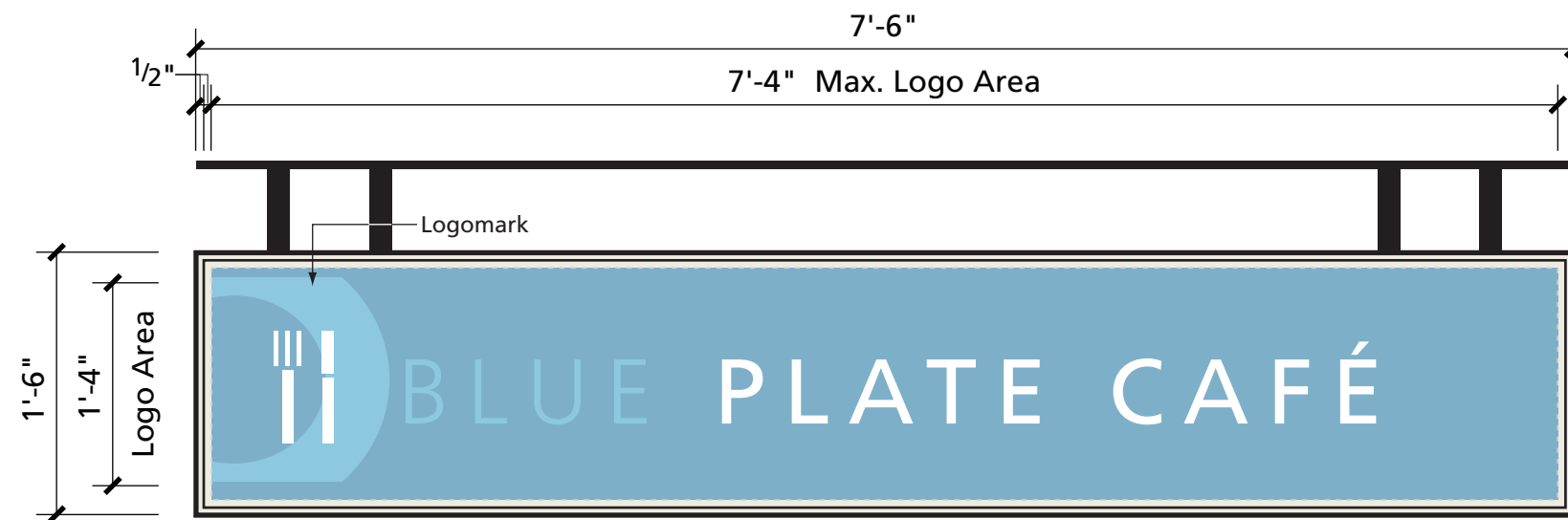
**Specifications:**

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.



**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"

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.

## Graphic Conventions

Sign Type:

### EYEBROW LOGO SIGN

Eyebrow Logo Sign Large  
Eyebrow Logo Sign Small

#### Mounting Specifications:

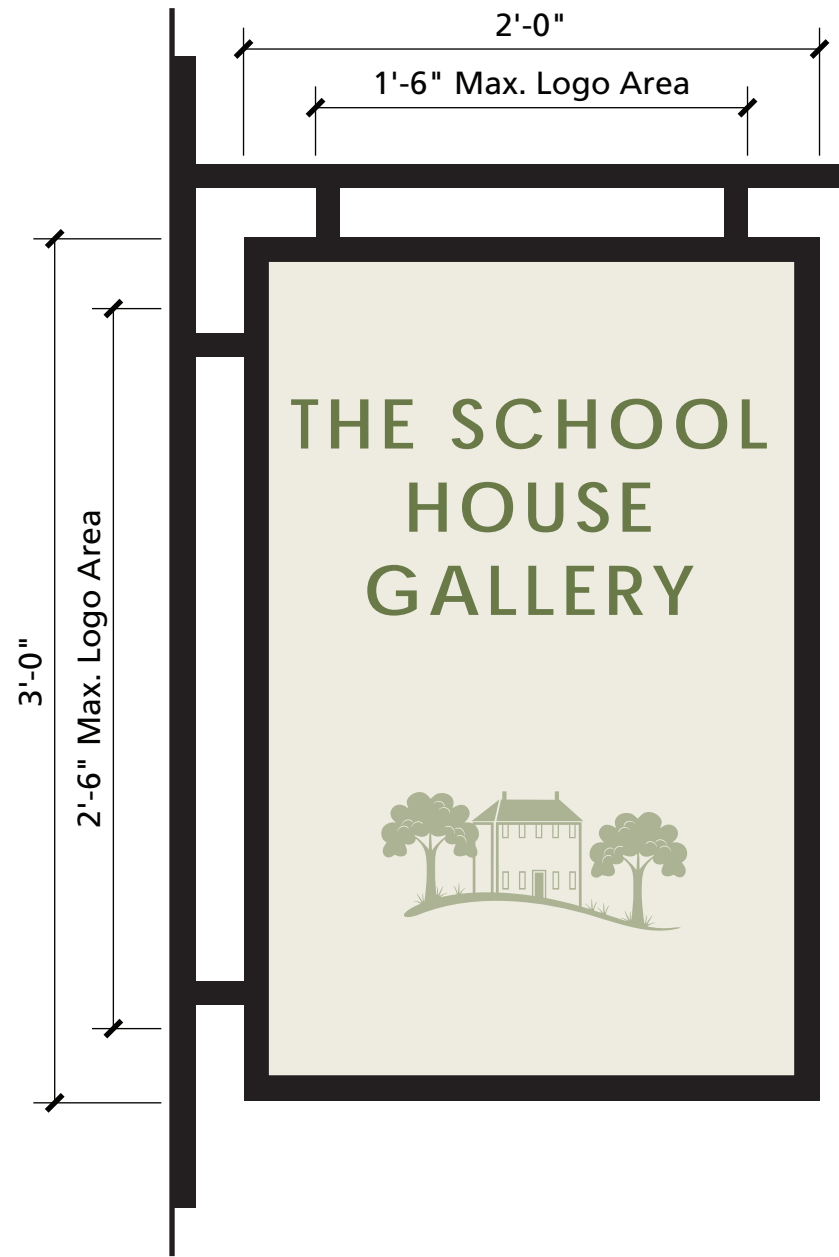
For buildings with front porches, mount between porch columns in a location as close as possible to the tenant's main entry.

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.

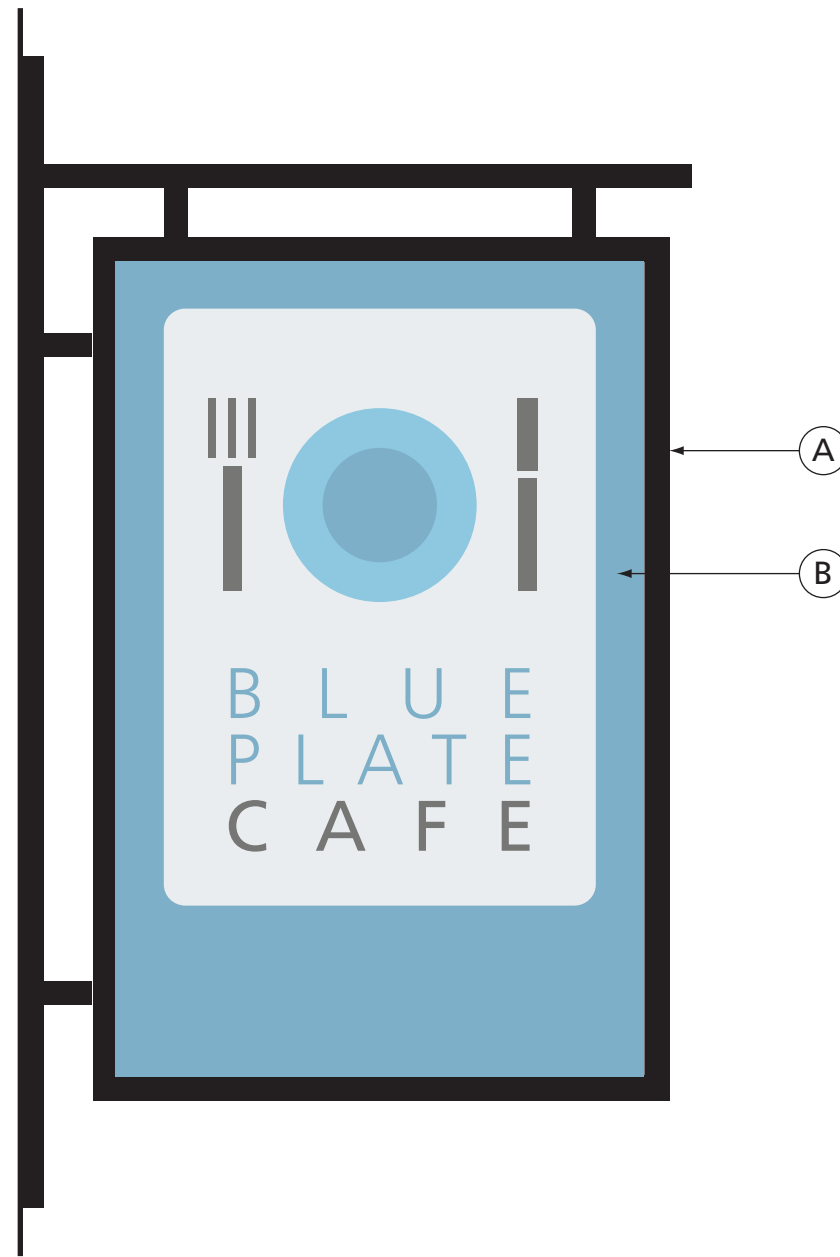
Fasten signs into surfaces in a way that minimizes damage to historic materials.



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



**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

**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.



## Graphic Conventions

Sign Type:

### RETAIL LOGO BLADE SIGN

#### Mounting Specifications:

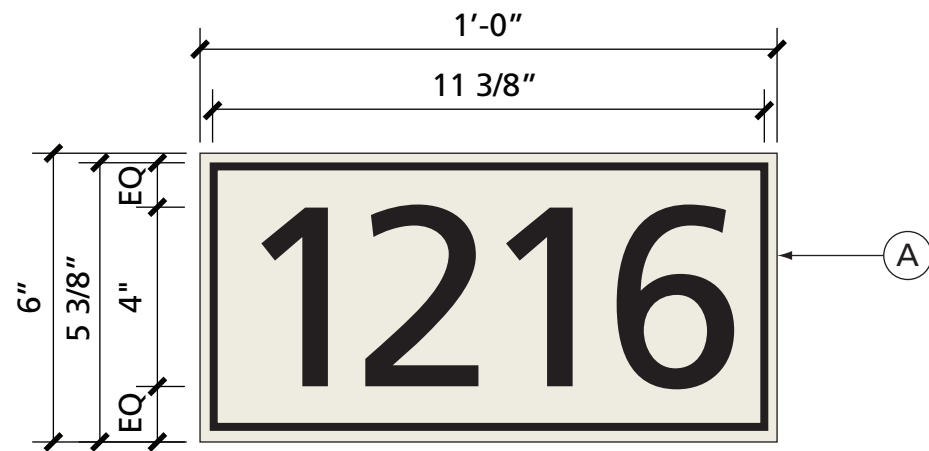
The sign's mounting location will be determined on a case-by-case basis. Exact location will be determined in the field by a Trust sign approver.

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

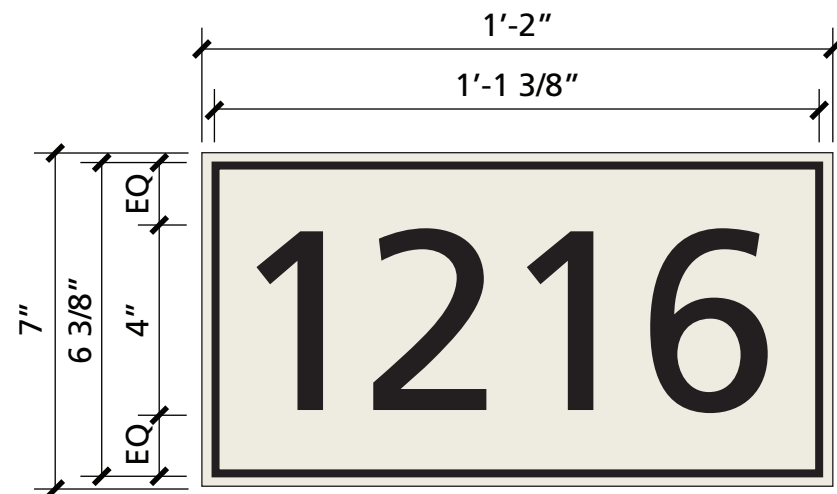


**1** Sign Type **RETAIL LOGO BLADE SIGN**  
Scale: Not to Scale

MINIMUM REQUIREMENTS FOR CHARACTER HEIGHT & STROKE:

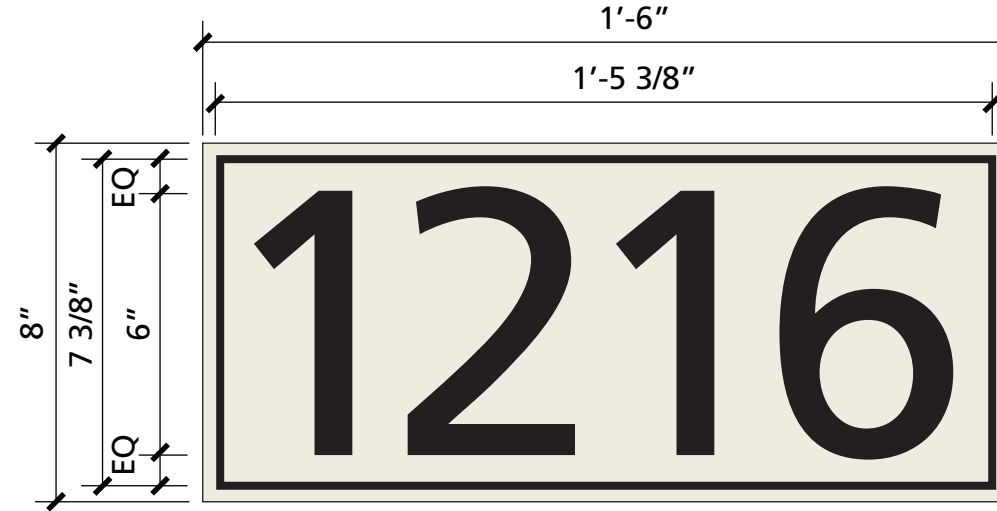


**2** Sign Type **BUILDING NUMBER SIGN**: Building Number Sign Small  
Scale: 3" = 1'-0"



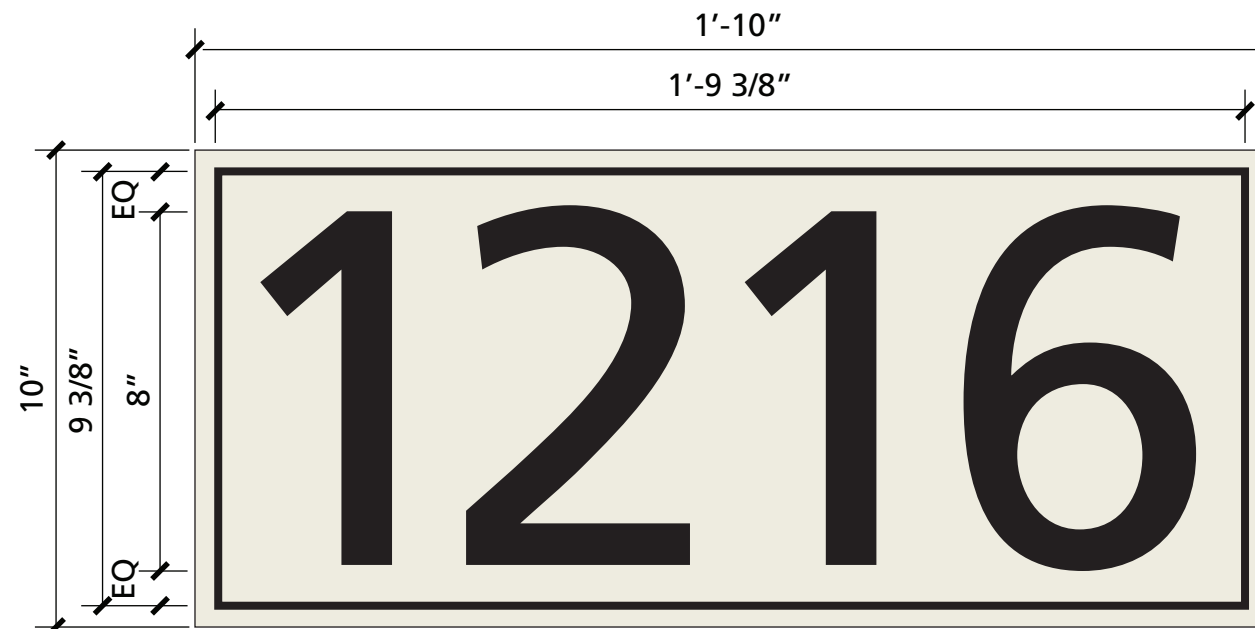
**1** Sign Type **BUILDING NUMBER SIGN**: Building Number Sign Large  
Scale: 3" = 1'-0"

COMMERCIAL STRUCTURE OR LOCATED 36-50' FROM THE STREET



**3** Sign Type **BUILDING NUMBER SIGN**: Building Number Sign 36'-50'  
Scale: 3" = 1'-0"

LOCATED MORE THAN 50' BUT LESS THAN 100' FROM THE STREET



**3** Sign Type **BUILDING NUMBER SIGN**: Building Number Sign 50'-100'  
Scale: 3" = 1'-0"

**Graphic Conventions**

Sign Type:

**BUILDING NUMBER SIGN**

Building Number Sign

**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.

**Note:**

Please see Appendix D: Fire Marshal's Office Addressing Standards.

These standards comply with the International Fire Code and National Fire Protection Association. For new or replacement building number signs, please reach out to the Fire Marshal's Office for guidance on size and placement. Submit their recommendation to the Planning team for review, mock-up, final sign-off and install.

For structures that are more than 100' from the street or fire access, further site assessment will be needed to check on the feasibility of a larger sized sign per Fire Marshal's Addressing Standards.

## 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:

**TENANT ID**

Wall-Mounted Logo Sign Wide

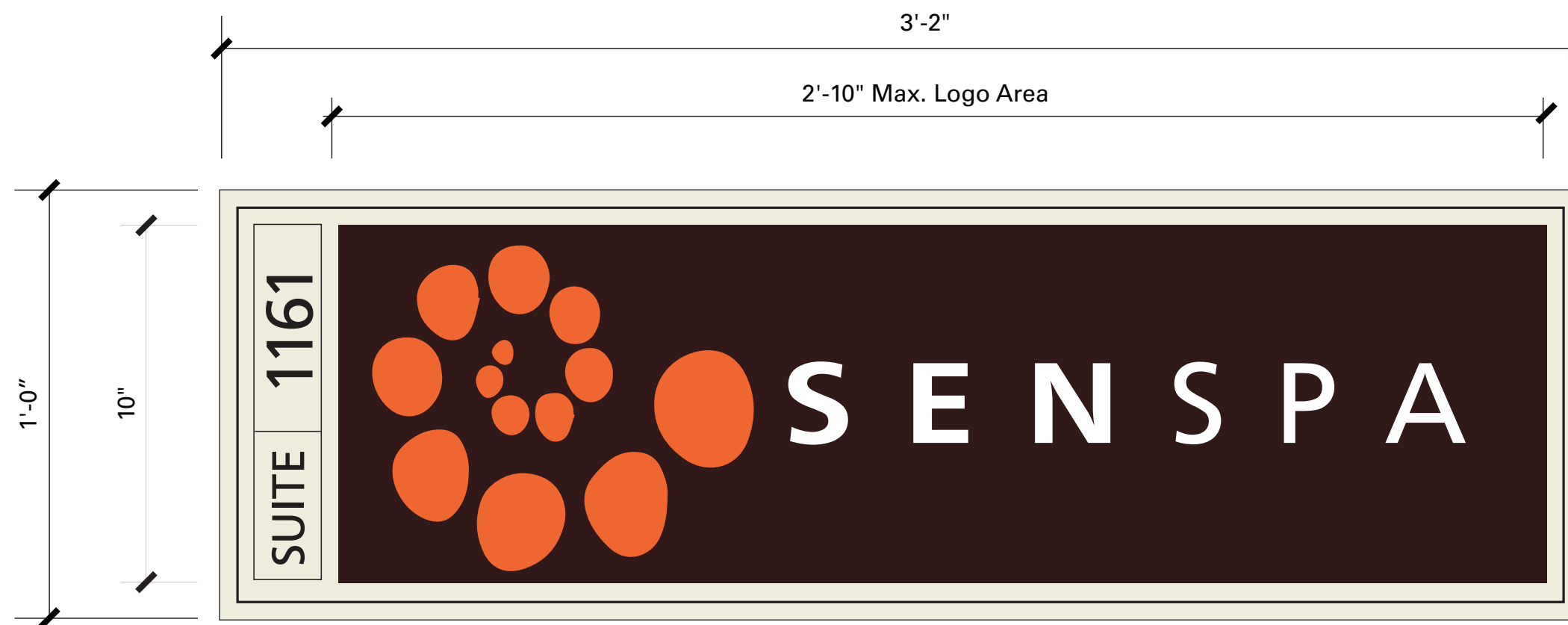
### Specifications:

Two-color fiber reinforced polyester (FRP) pan sign, Presidio White background with Black border detail. Black vinyl graphics.

- A. 2" FRP pan sign with open back wall mount, color to match Presidio White with border detail 1/5" thickness, color Black. Black vinyl graphics applied.

### Font:

- Frutiger LT Std - 55 Roman



**1** Sign Type **TENANT ID** Wall-Mounted Logo Sign Wide  
Scale: 3" = 1'-0"

## Graphic Conventions

Sign Type:

### WALL MOUNTED TENANT ID

Warehouse 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**: Warehouse Tenant Logo Sign

Scale: Not to Scale

**Graphic Conventions**

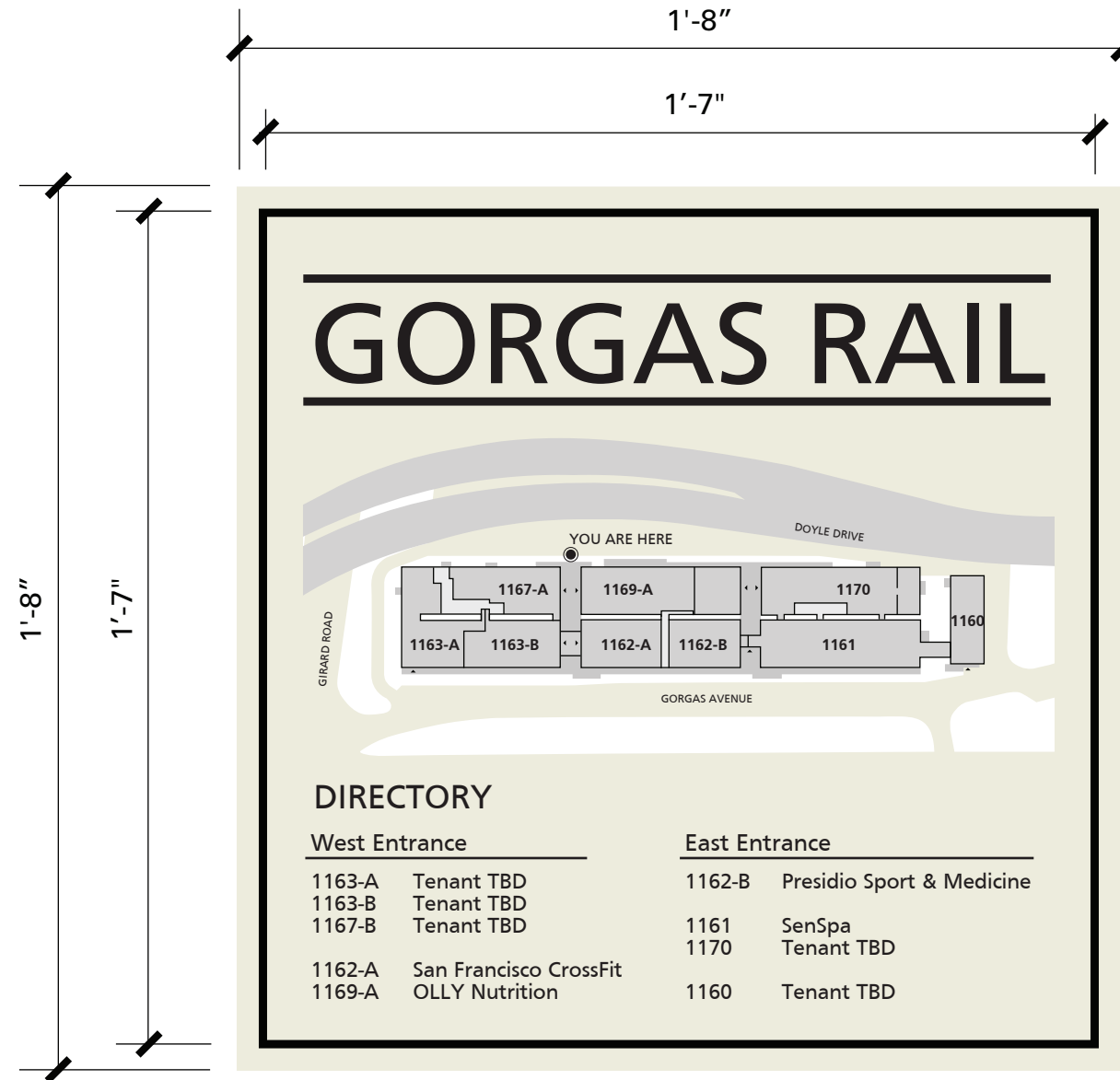
Sign Type:

**TENANT WAYFINDING**

Tenant Directory Map

**Specifications:**  
 Presidio white high pressure laminate panel with black aluminum frame.

**Font:**  
 • Frutiger LT Std - 55 Roman



**1** Sign Type **DIRECTORY MAP**  
 Scale: 1/4" = 1"

## Graphic Conventions

Sign Type:

### DIRECTORY MAP

#### Mounting Specifications:

The surface-mounted sign should be located on a post that is accessible.

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.



**1** Sign Type **DIRECTORY MAP**

Scale: Not to Scale

**Graphic Conventions**

Sign Type:

**CRISSY FIELD  
WALL-MOUNTED TENANT ID**

Tenant Logo ID

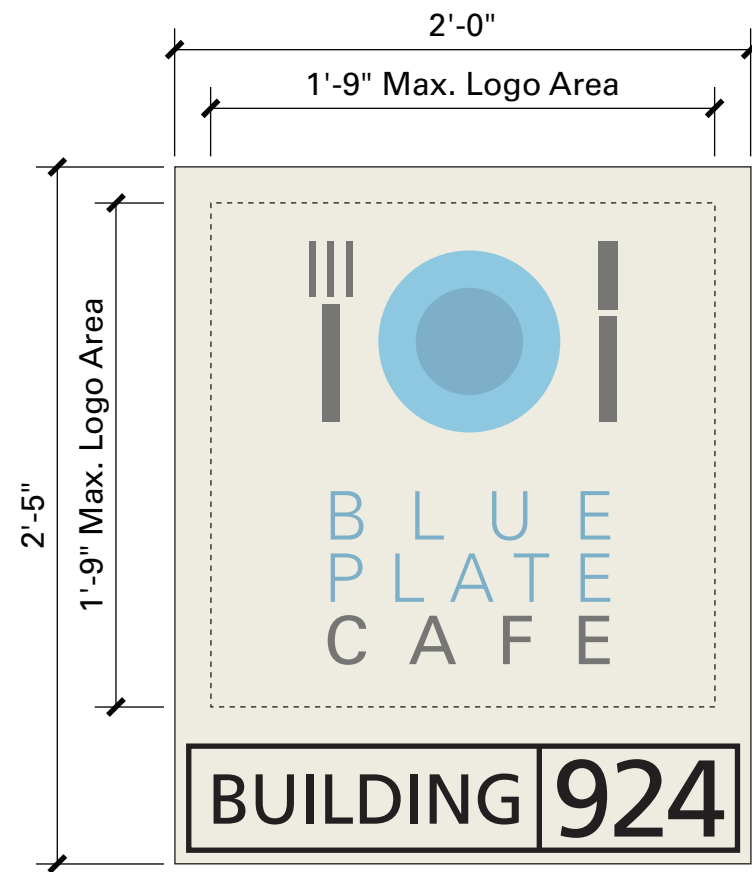
**Specifications:**

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.

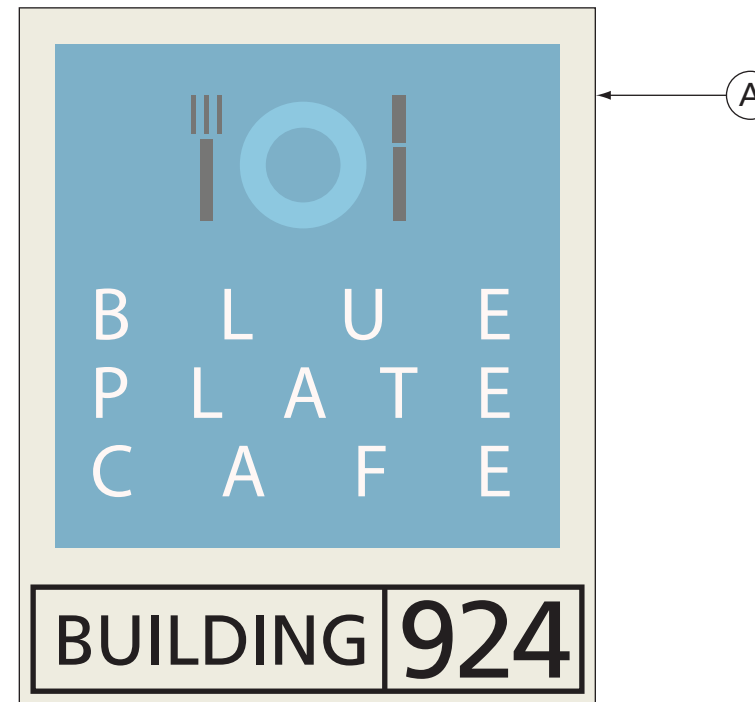
- A. 3/4" Porcelain enamel pan sign, color to match C1 with border detail color C4. Black vinyl graphics applied.

**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

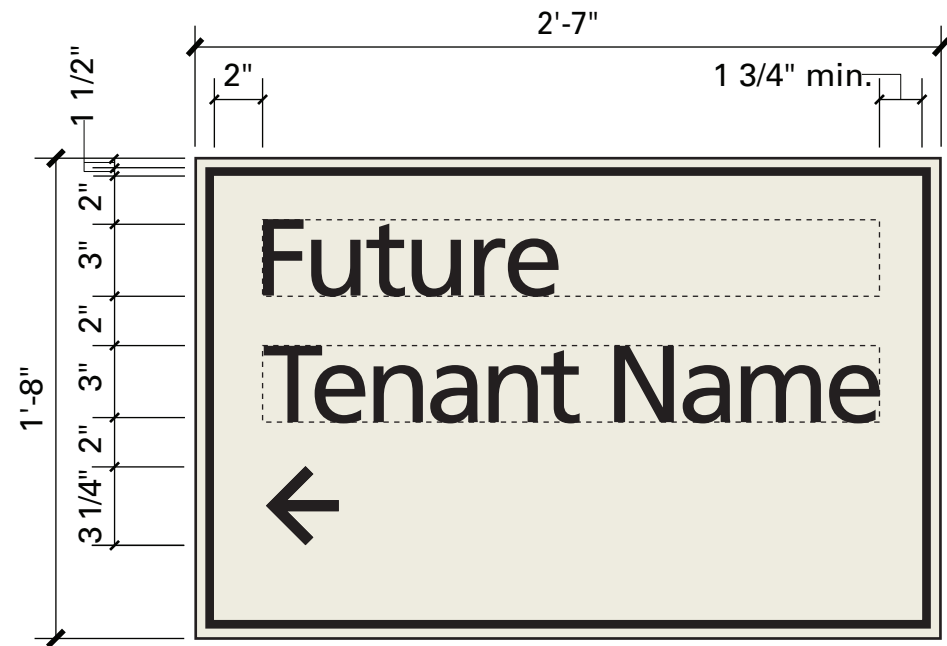
**Specifications:**

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

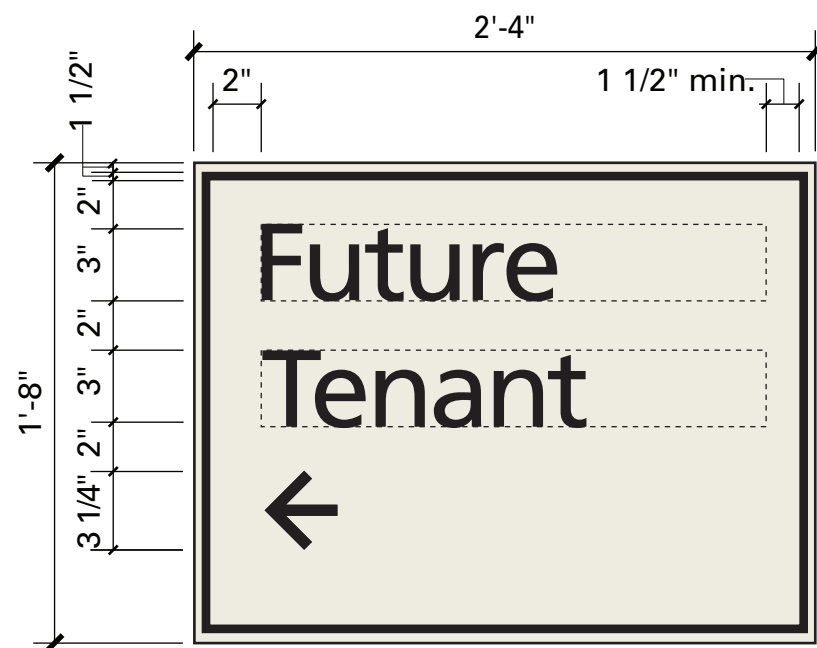
- A. 3/4" Porcelain enamel pan sign, color to match C1 with border detail color C4. Black vinyl graphics applied. (Typography: Frutiger 55; tracking -25)

**Font:**

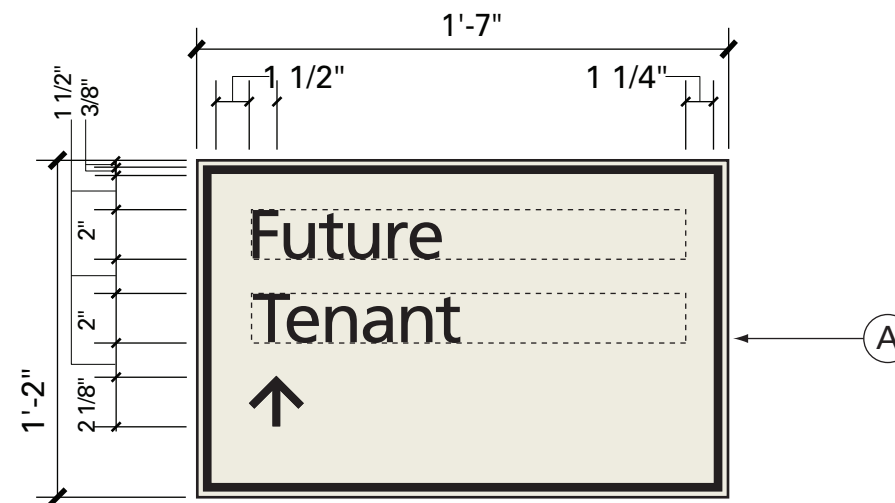
- Tenant name: Frutiger LT Std - 55 Roman



**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.

## 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.

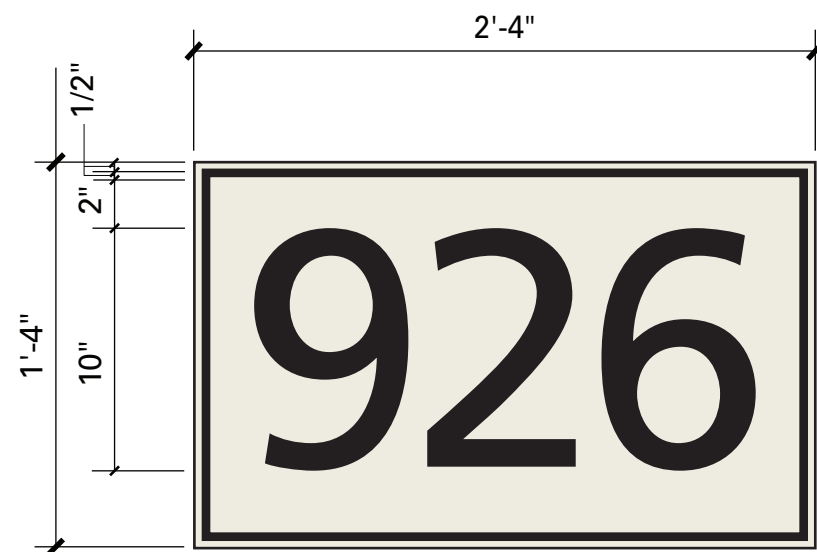
- A. 3/4" Porcelain enamel pan sign, color to match C1 with border detail color C4. Black vinyl graphics applied.

#### Font:

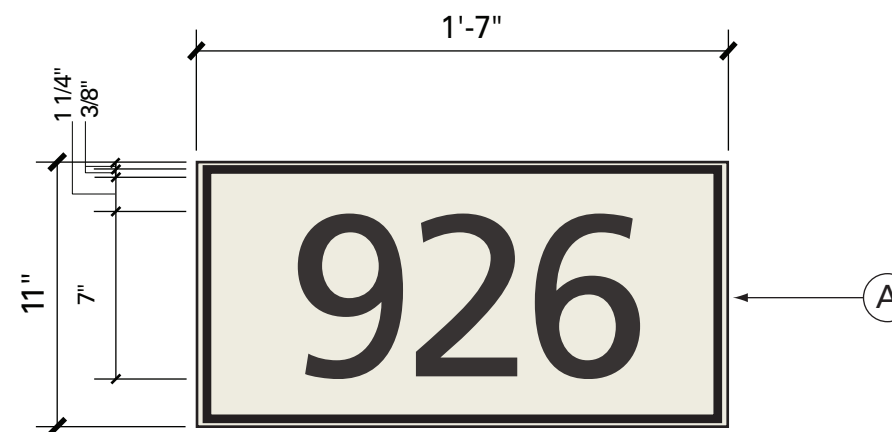
- Building number:  
Frutiger LT Std - 55 Roman



**1** Sign Type **CRISSY FIELD BUILDING NUMBER SIGN**: Building Number Sign Large  
Scale: 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

#### **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: Not to Scale

## Graphic Conventions

Sign Type:

### TEMPORARY BUILDING-MOUNTED BANNER

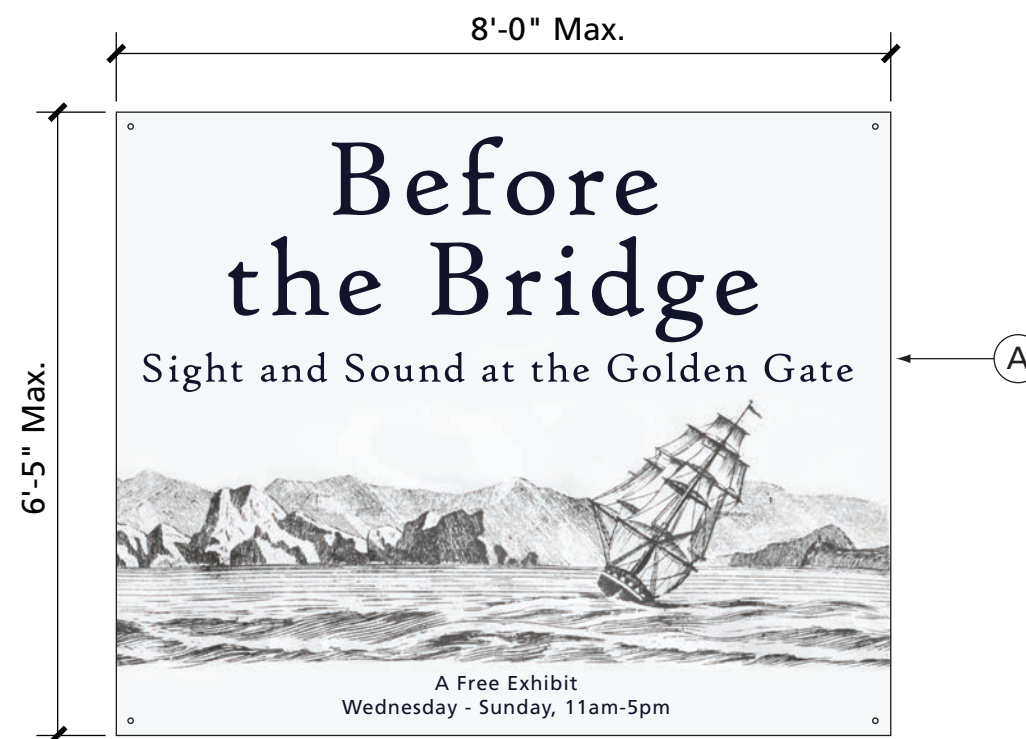
Special Events Banner

#### Specifications:

- A. Digitally imaged mesh (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.

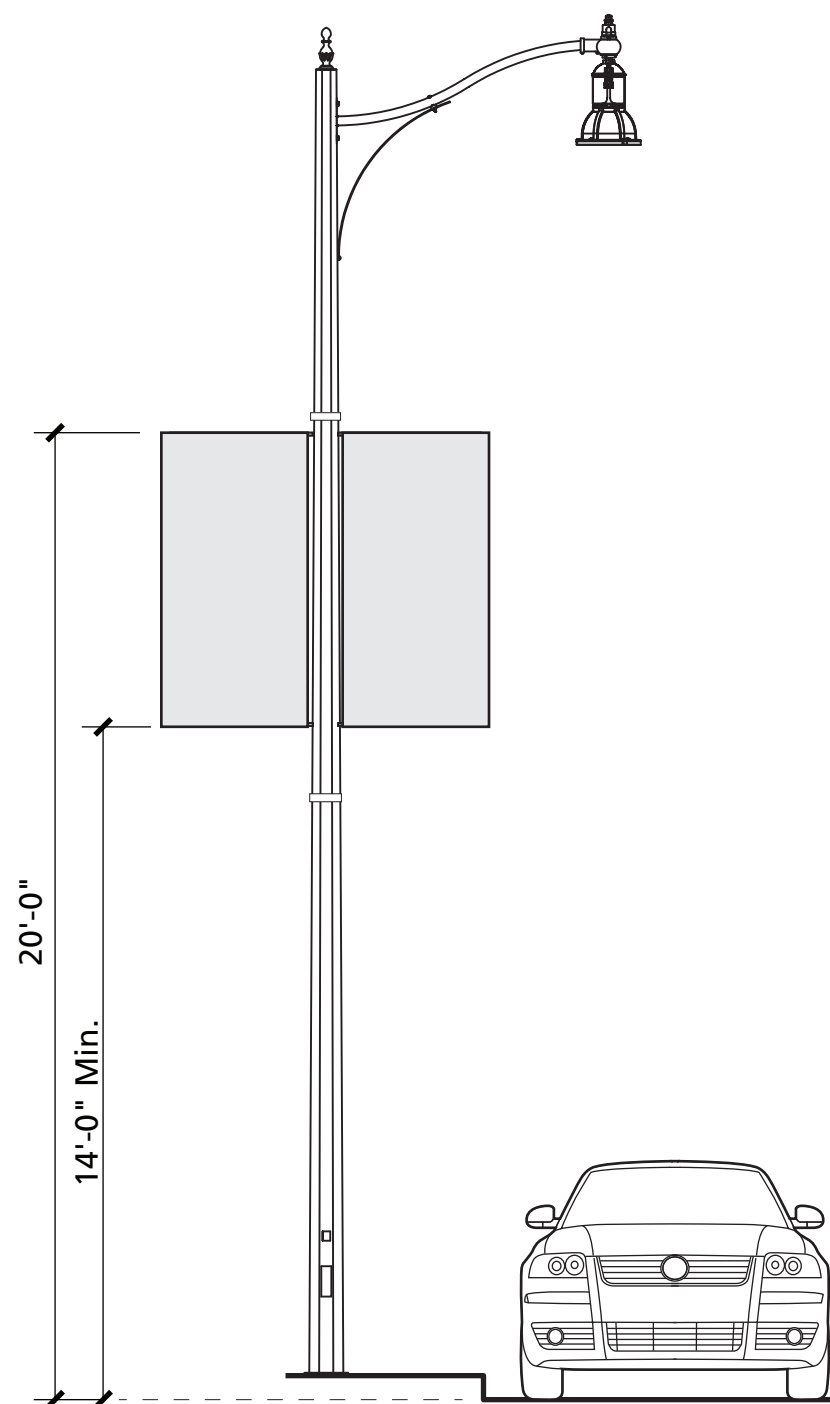
- A. Digitally imaged banner, double-sided print with UV blocking overlaminates.
- B. Pole sleeve seams welded and double needle stitched.
- C. The banner installer's name and emergency contact phone number.

#### Approved Banner Materials:

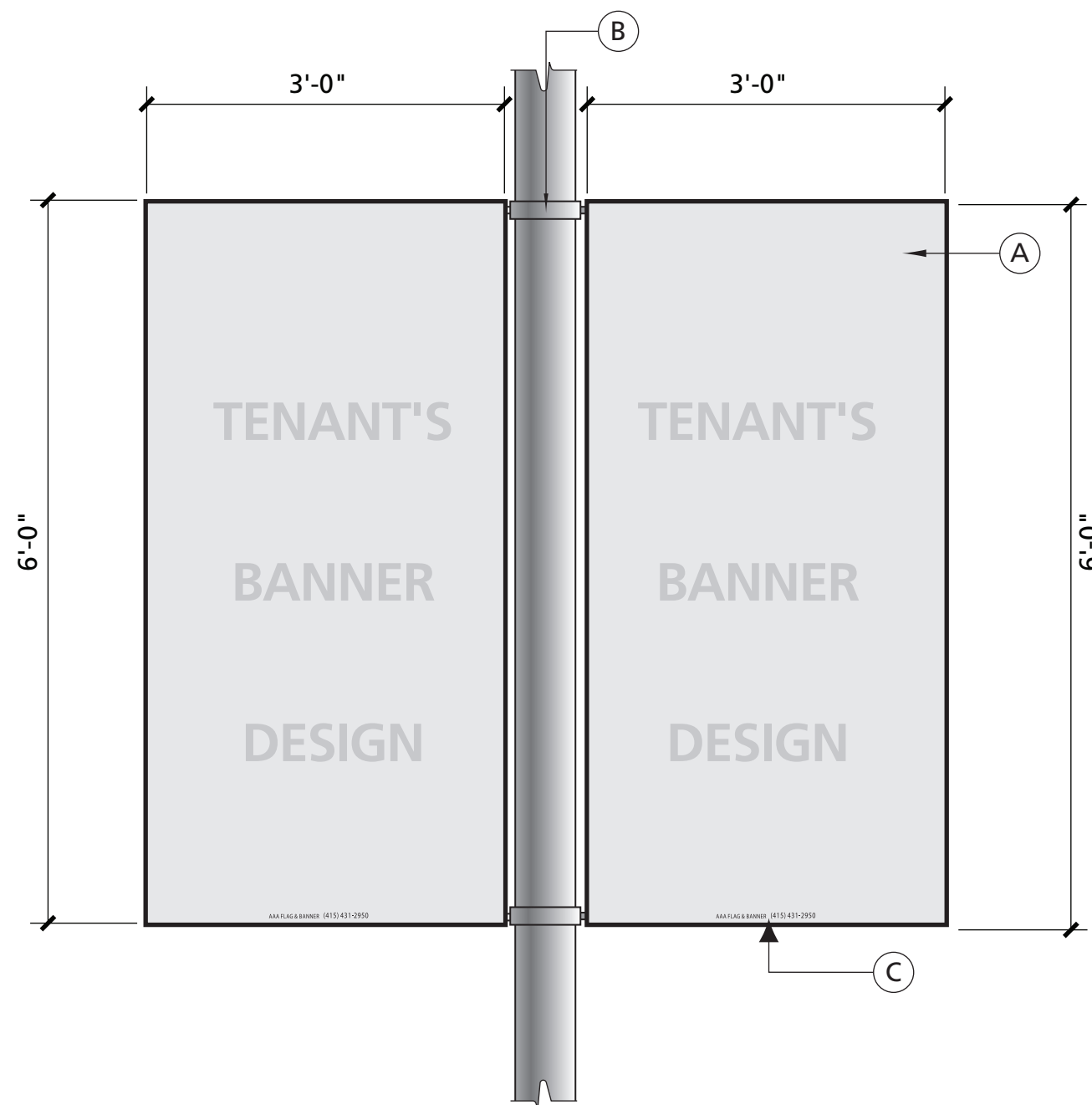
- Natural or recycled materials.

#### 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:**

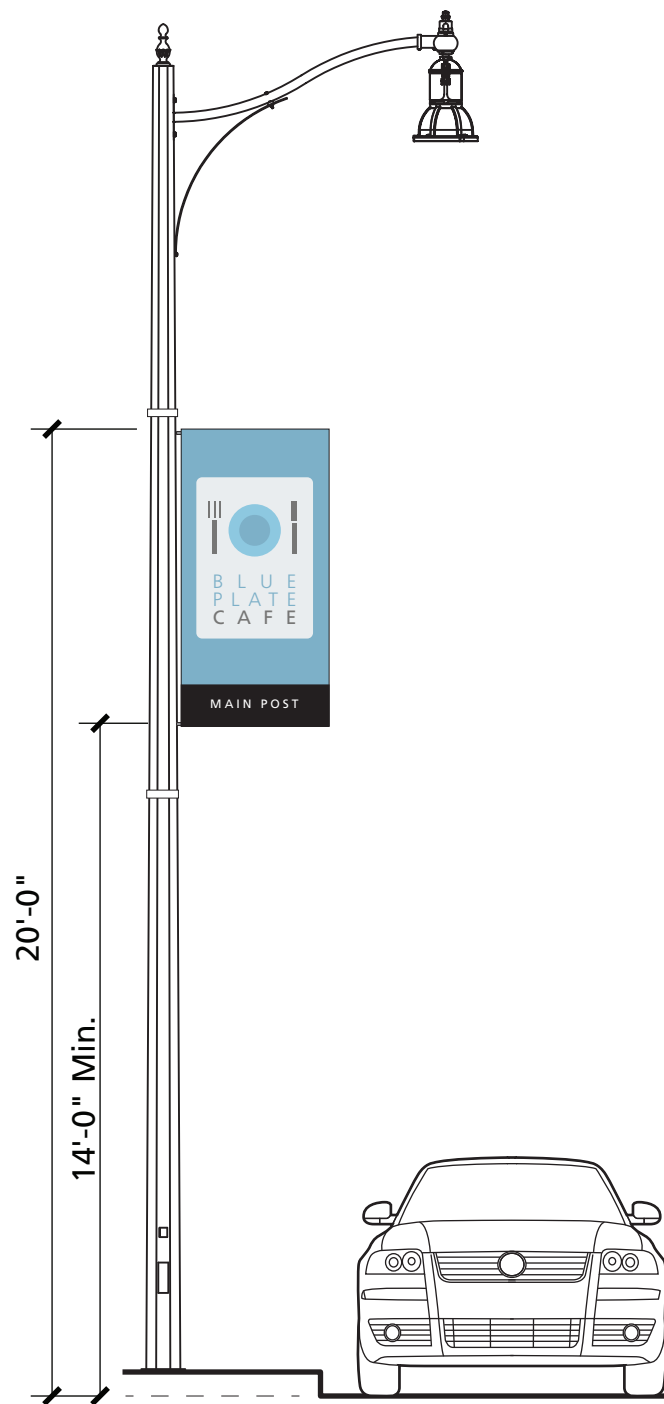
Mounting locations only on streetlight poles that are approved for banners (see Appendix C).  
Mount at least 14' above sidewalk.

#### **Banner Installer:**

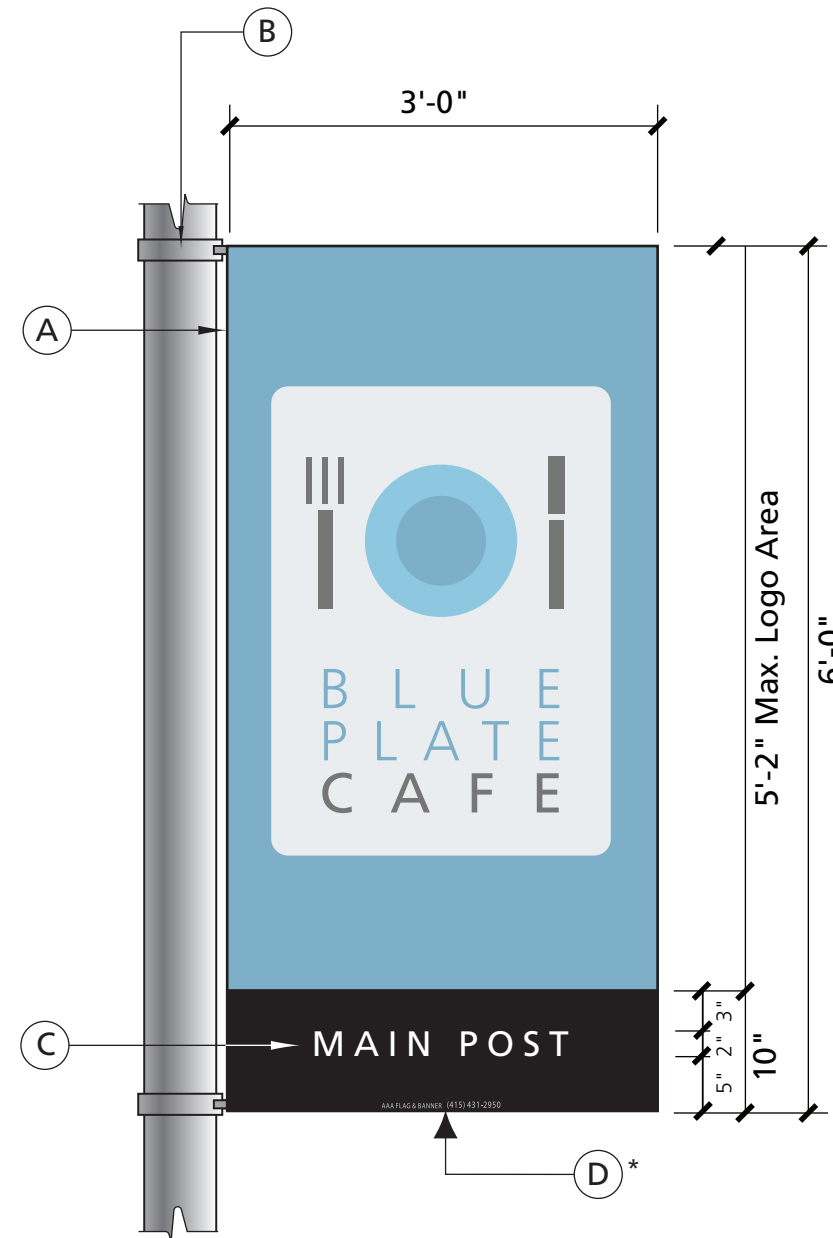
- Tenants are responsible for contracting with a reputable banner fabricator and installer. This installer must be licensed and have demonstrated experience installing banners in San Francisco.
- The banner installer must carry insurance.
- The banner installer may only use materials and hardware that 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.

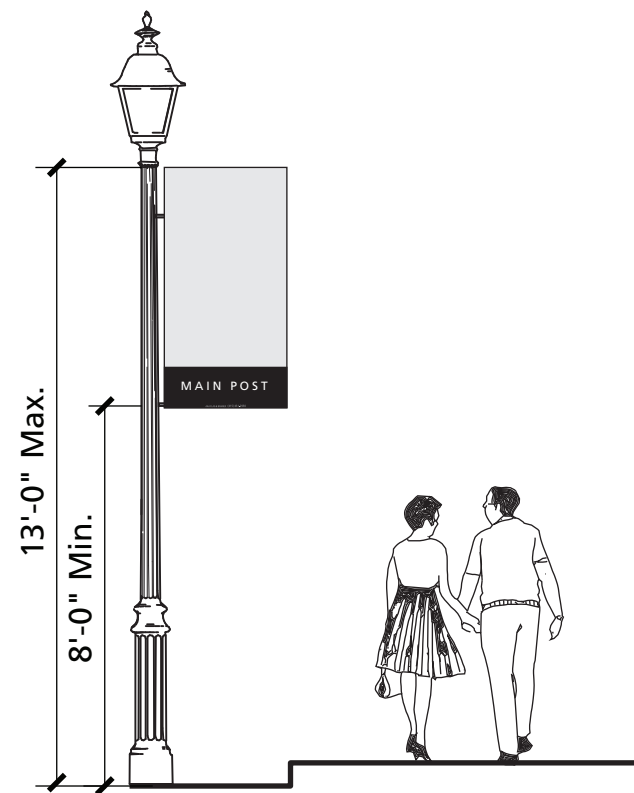
- A. Digitally imaged banner, double-sided print with UV blocking overlamine.
- B. Pole sleeve seams welded and double needle stitched.
- C. The banner installer's name and emergency contact phone number.\*

#### Approved Banner Materials:

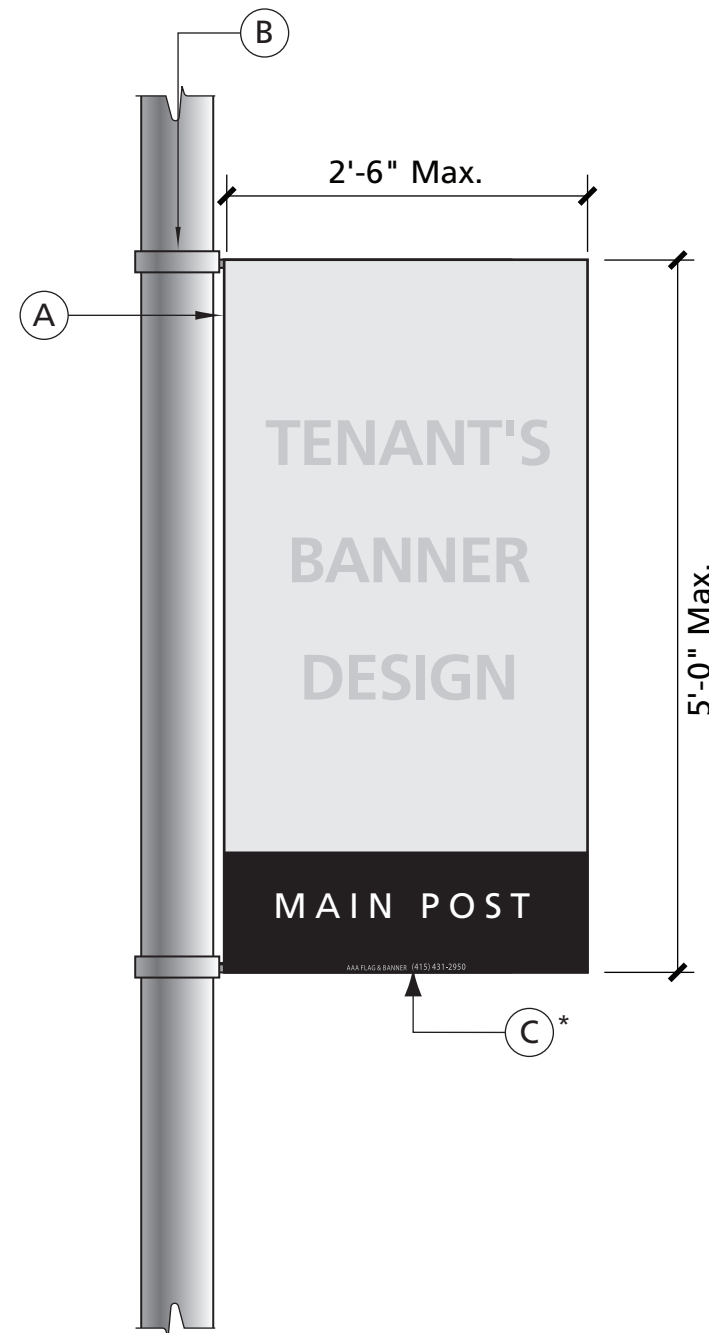
- Natural or recycled materials.

#### 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

Graphic Conventions

Sign Type:

**COMMERCIAL LEASING SIGN**

Leasing Banner Large

**Specifications:**

TBD

**Fonts:**

- Univers - 57 Condensed
- Univers - 47 Light Condensed
- Univers - 67 Bold Condensed

10'

6'

**FOR LEASE**

4,000 – 35,000 sq ft

**(415) 228-6837**

**presidio.gov/workspaces**  Presidio Trust

**1** Sign Type **WALL-MOUNTED LEASING BANNER: Large**  
Scale: 1"=1'



Leasing Banner Large

Mounting Specifications:  
TBD.



**1** Sign Type **WALL-MOUNTED LEASING BANNER:** Large  
Scale: NTS



**2** Sign Type **WALL-MOUNTED LEASING BANNER:** Large  
Scale: NTS



## Graphic Conventions

Sign Type:

**COMMERCIAL LEASING SIGN**

Leasing Banner Wide

**Specifications:**

TBD

**Fonts:**

- Univers - 57 Condensed
- Univers - 47 Light Condensed
- Univers - 67 Bold Condensed

**1** Sign Type **WALL-MOUNTED LEASING BANNER: Wide**

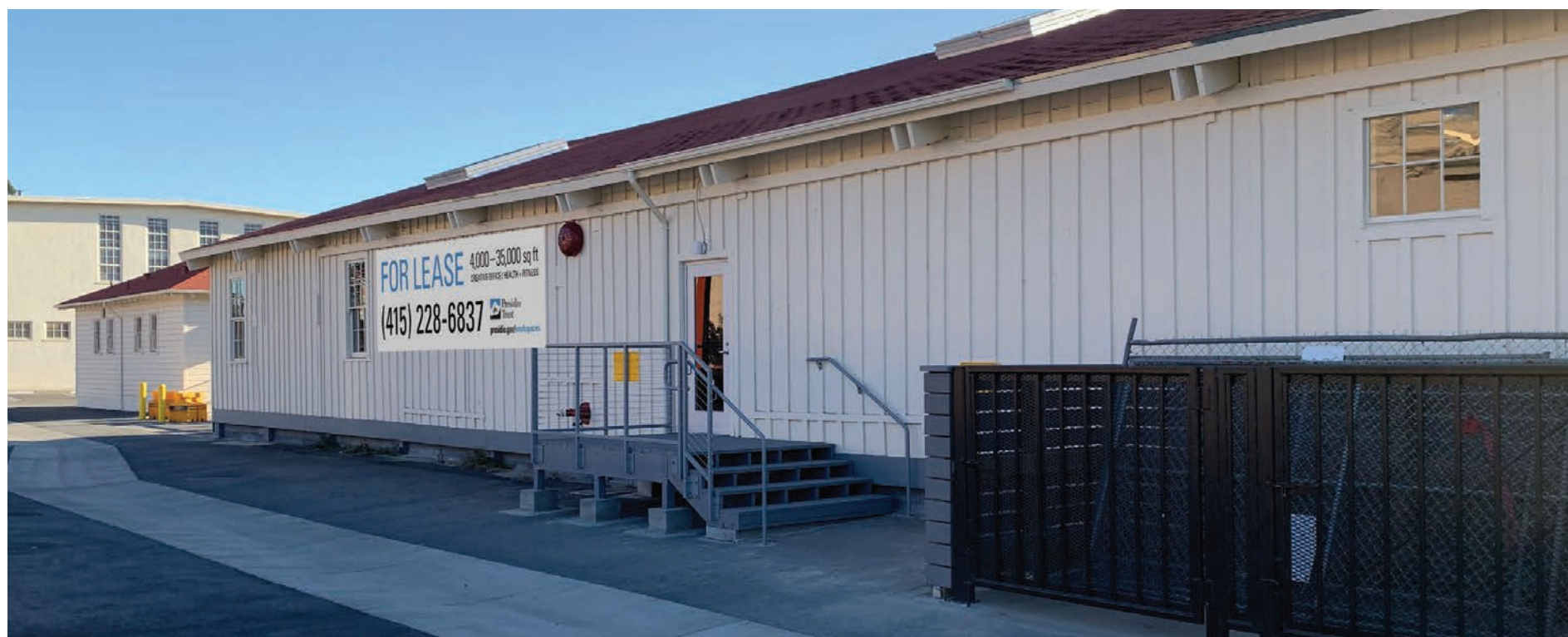
Scale: 1/2"=1'



Leasing Banner Wide

Mounting Specifications:  
TBD.

**1** Sign Type **WALL-MOUNTED LEASING BANNER:** Wide  
Scale: 1/2"=1'



**2** Sign Type **WALL-MOUNTED LEASING BANNER:** Wide  
Scale: 1/2"=1'

**Graphic Conventions**

Sign Type:  
**COMMERCIAL LEASING SIGN**

Freestanding Monument

**Specifications:**  
TBD

- Fonts:**
- Univers - 57 Condensed
  - Univers - 47 Light Condensed
  - Univers - 67 Bold Condensed



**1** Sign Type **MONUMENT LEASING SIGN**  
Scale: 1/4"=1"



**1** Sign Type **MONUMENT LEASING SIGN**  
Scale: NTS



**2** Sign Type **MONUMENT LEASING SIGN**  
Scale: NTS

Graphic Conventions

Sign Type:

**COMMERCIAL LEASING SIGN**

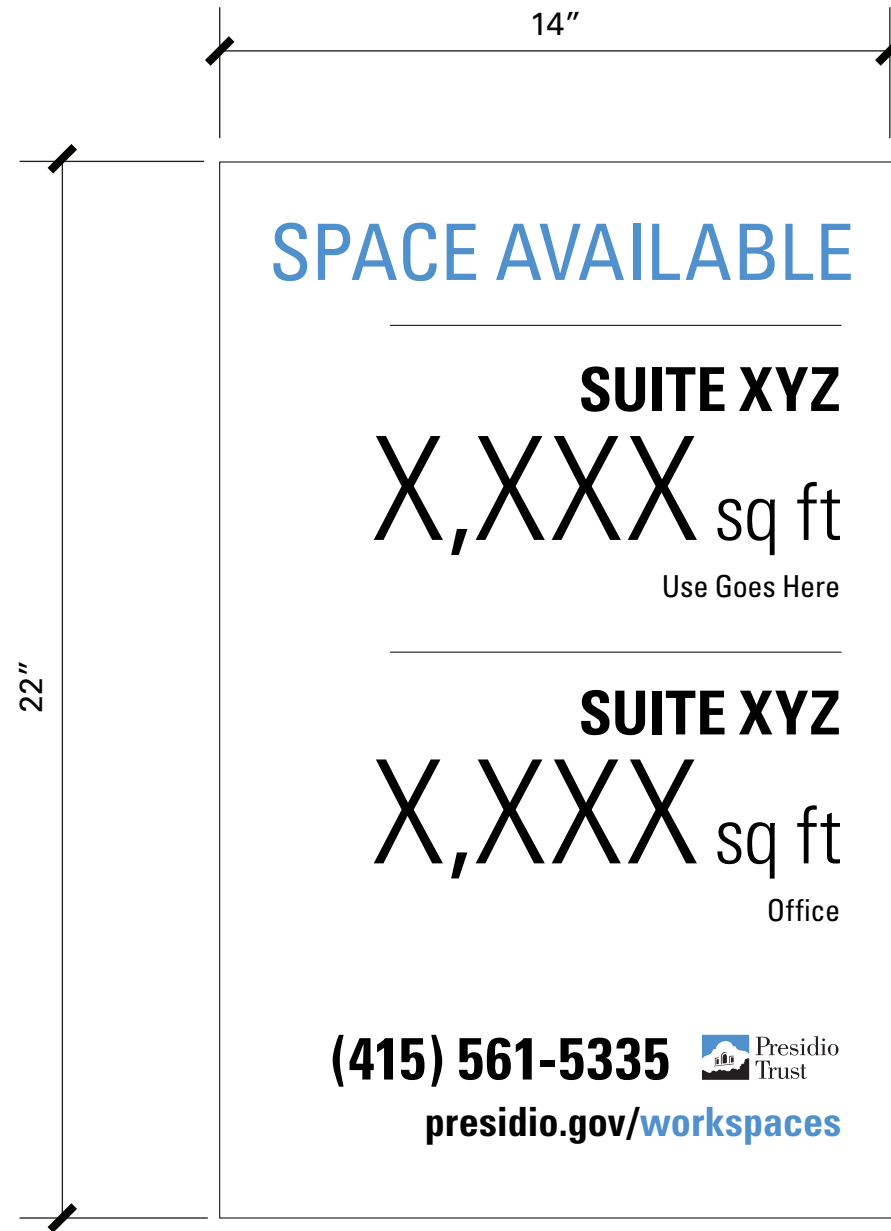
Multi-tenant Pedestal

**Specifications:**

TBD

**Fonts:**

- Univers - 57 Condensed
- Univers - 47 Light Condensed
- Univers - 67 Bold Condensed

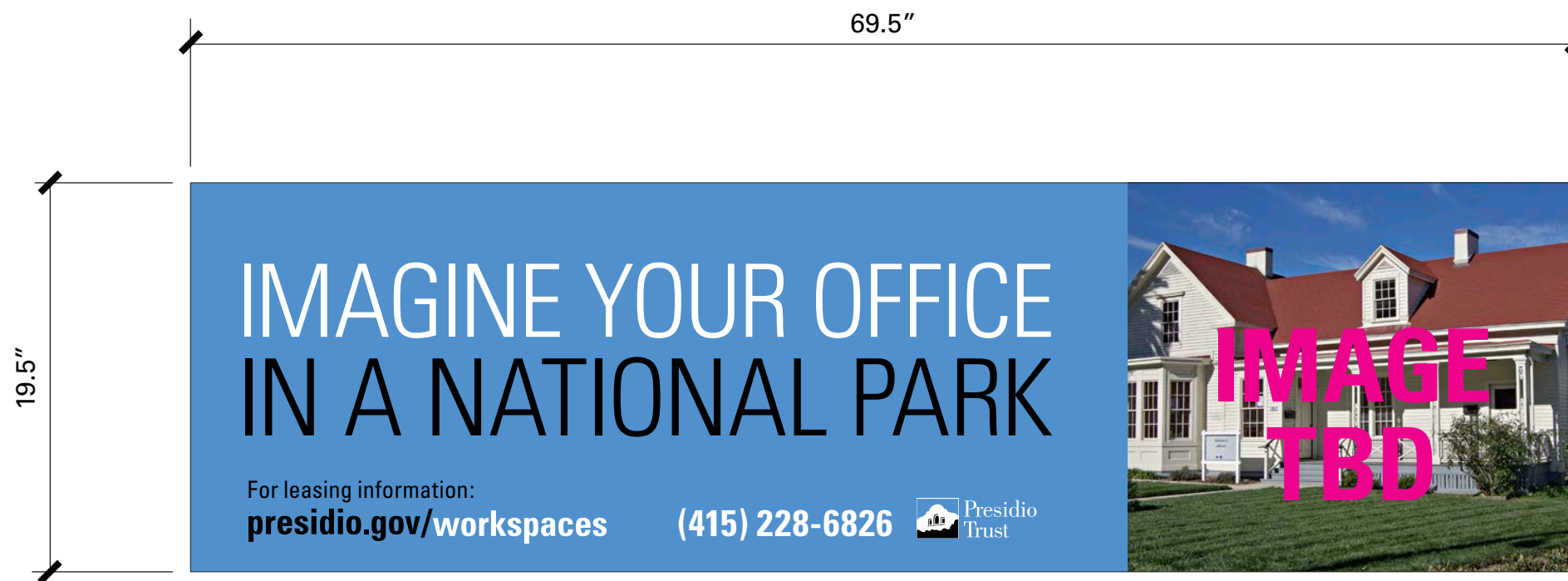


**1** Sign Type **MULTI-TENANT PEDESTAL SIGN**  
 Scale: 1/4"=1"



**1** Sign Type **MULTI-TENANT PEDESTAL SIGN**  
Scale: NTS

Mounting Specifications:  
TBD.



**Graphic Conventions**

Sign Type:

**COMMERCIAL LEASING SIGN**

Shuttle Bus Back Ad

**Specifications:**

TBD

**Fonts:**

- Univers - 57 Condensed
- Univers - 47 Light Condensed
- Univers - 67 Bold Condensed

**1** Sign Type **SHUTTLE BUS BACK AD**  
 Scale: 1/8"=1"

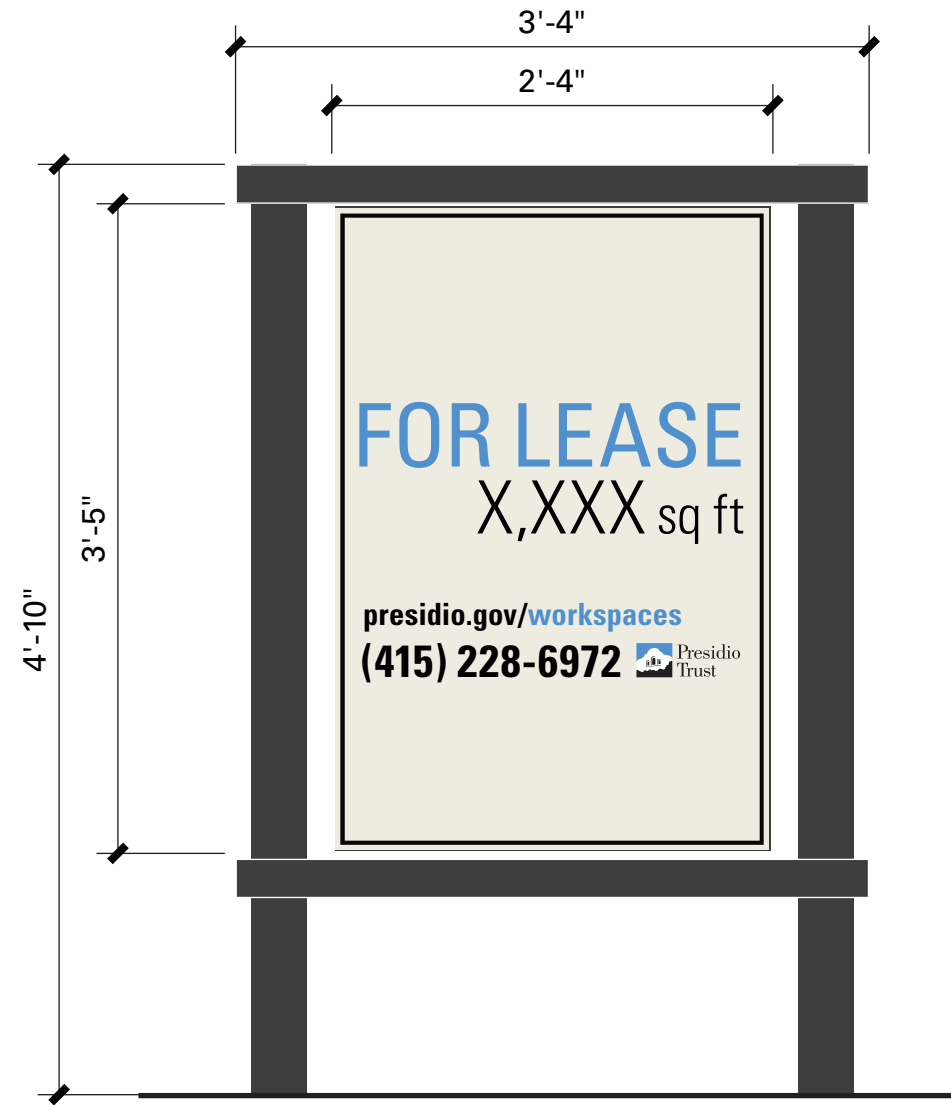




1 Sign Type SHUTTLE BUS BACK AD  
Scale: NTS



**1** Sign Type **COMMERCIAL LEASING SIGN** Freestanding Building ID Large  
Scale: 1"=1'-0"



**2** Sign Type **COMMERCIAL LEASING SIGN** Freestanding Building ID Small  
Scale: 1"=1'-0"

## Graphic Conventions

Sign Type:

### COMMERCIAL LEASING SIGN

Freestanding Building ID Large  
Freestanding Building ID Small

#### Specifications:

TBD

#### Fonts:

- Univers - 57 Condensed
- Univers - 47 Light Condensed
- Univers - 67 Bold Condensed

Graphic Conventions

Sign Type:

**COMMERICAL LEASING SIGN**

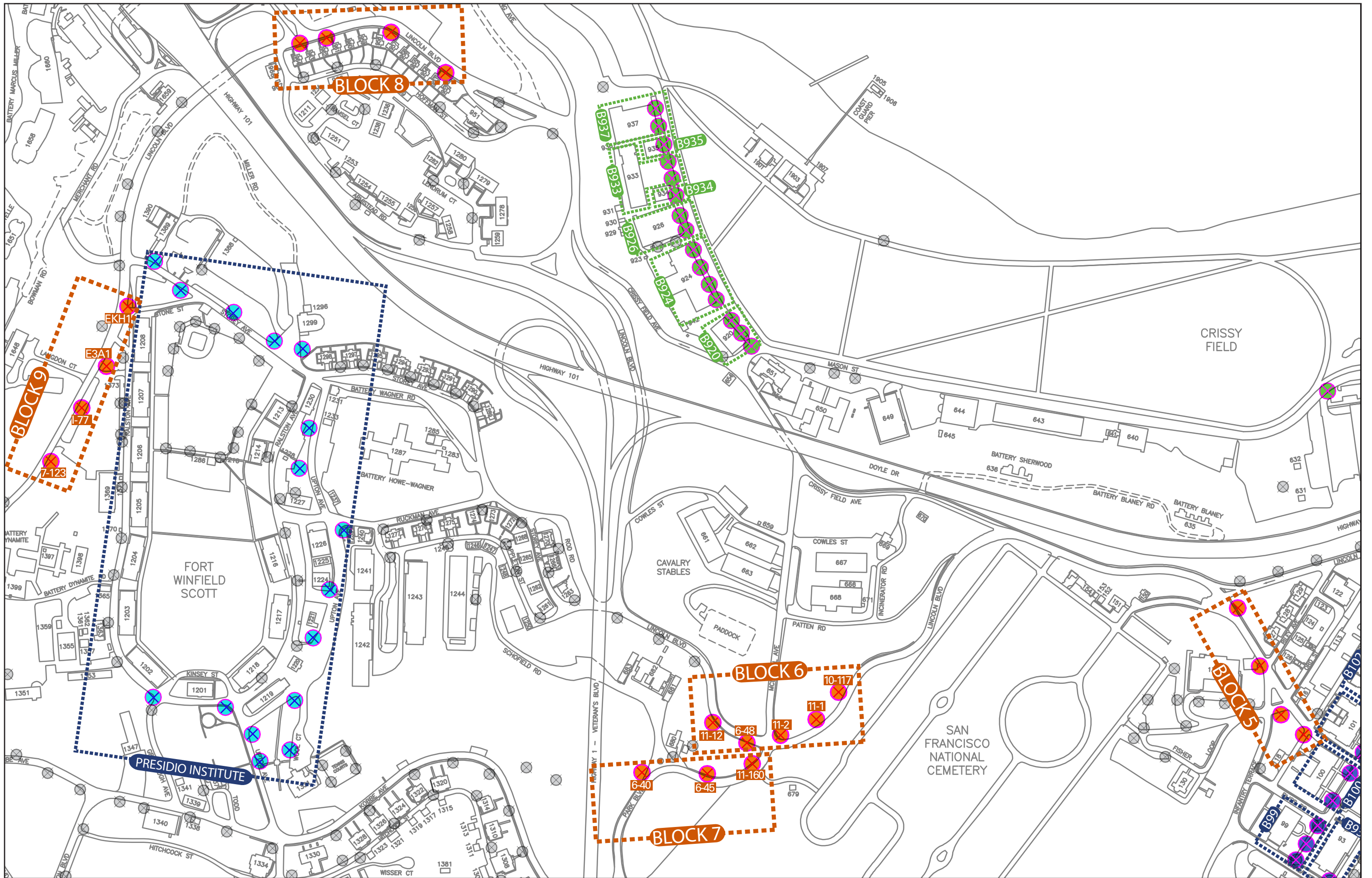
Freestanding Building ID Large  
Freestanding Building ID Small



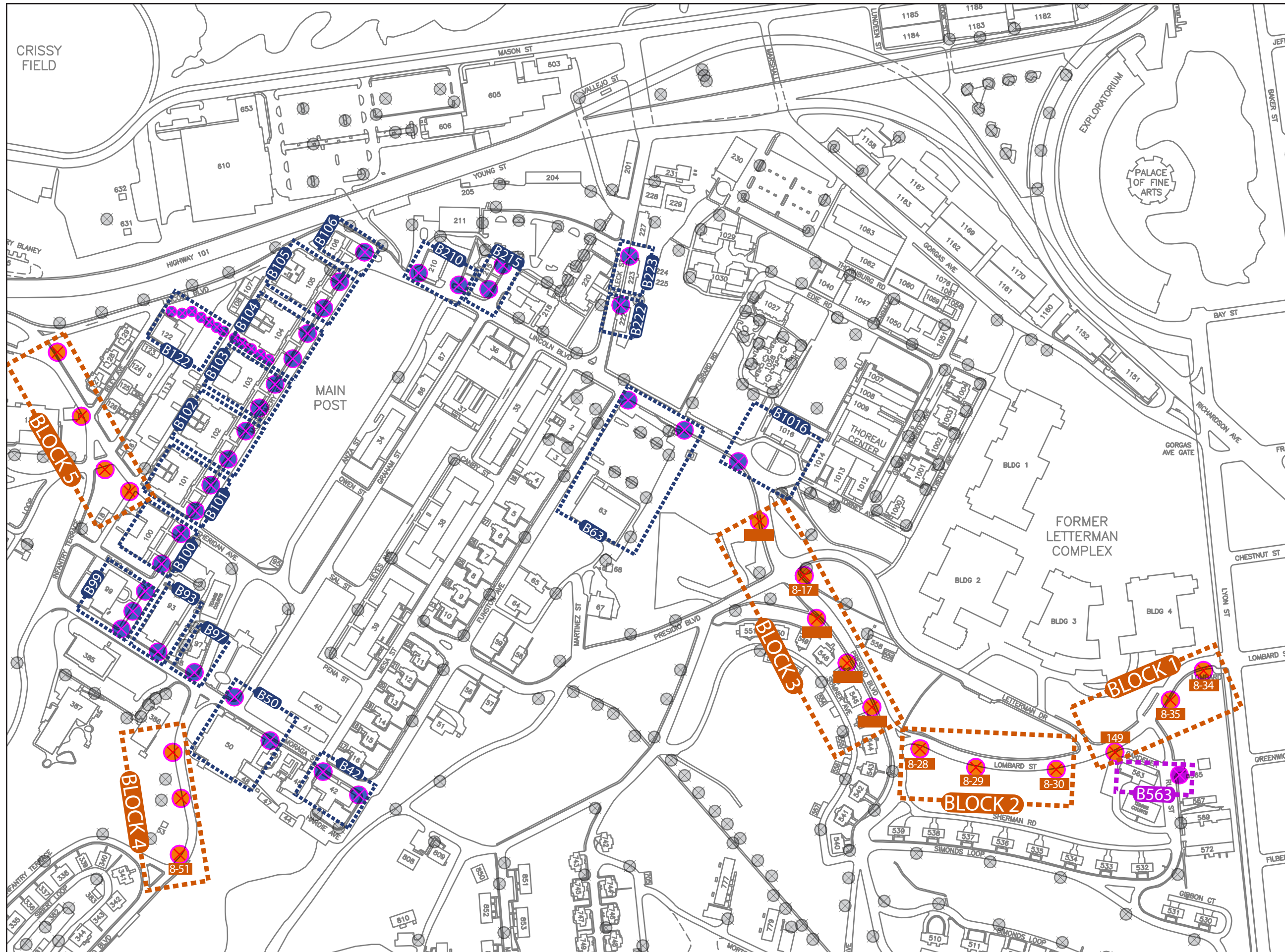
**1** Sign Type **COMMERICAL LEASING SIGN** Freestanding Building ID  
Scale: NTS






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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.

## *APPENDIX D. FIRE MARSHAL'S OFFICE ADDRESSING STANDARDS*





**Presidio Trust**  
**Fire Marshal's Office**  
1750 Lincoln Blvd. San Francisco, California 94129

<b>Date:</b>	April 12, 2022
<b>Revision:</b>	August 7, 2023
<b>Standard:</b>	FDA-001

<b>Title:</b> Addressing Standard	<b>Approved By:</b> Tomas Kaselionis
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### SCOPE

The intent of this Standard is to establish standardized street signing and building numbering to avoid emergency response delays. A road name or number shall be posted and identify all new roads and any existing road this requires the approval of the Presidio Trust Fire Marshal's Office for emergency access due to new development or construction. The posting of any road name or street address not authorized by the Fire Marshal is prohibited. Addressing shall meet the following code requirements:

- [National Fire Protection Association, NFPA 1, Fire Code](#)

### 1. PREMISES IDENTIFICATION

- 1.1. All buildings, new and existing, shall be identified by an address and shall use the following standards:
  - 1.1.1 Address number shall have contrasting background, numbers, and background must be reflective.
  - 1.1.2 Address numbers shall be Arabic numerals or alphabet letters.
  - 1.1.3 New and existing buildings shall have approved address numbers placed in a position to be plainly legible and visible from the street or road fronting the property.
  - 1.1.4 Addresses shall be assigned to reflect the road from which the primary driveway originates. Signs must all be weatherproof.
  - 1.1.5 Multiple tenant buildings using the same street address numbers shall have suite or unit identification posted as required by the Presidio Fire Marshal's Office.
  - 1.1.6 Rear Addressing – when required by the Fire Marshal, approved numbers, or addresses shall be placed on all new and existing buildings in such a position as to be plainly visible and legible from the fire apparatus road at the back of the property.
  - 1.1.7 Number stroke and size will comply with NFPA 1, Section 10.11 for residential and commercial buildings.
  - 1.1.8 Buildings containing separate suite and/or unit identification shall have the suite or unit identification clearly posted with assigned letters or numbers having a minimum height of 4 (four) inches and a minimum stroke of 3/8 (three-eighths) inch.
    - 1.1.8.1 Assigned letters or numbers shall be of contrasting color to the background and located between 5 (five) feet and 6 (six) feet off the finished floor.
    - 1.1.8.2 Directional address numbers or letters shall be provided.
  - 1.1.9 The size of the building address numbers shall be as follows:
    - 1.1.9.1 Minimum of one ½ (one-half) inch stroke by four (4") inches high.
    - 1.1.9.2 When the structure is commercial or is located 35-50 feet from the street. A minimum of one ½ (one-half) inch stroke by 6 (six) inches high is required.
    - 1.1.9.3 When the structure is more than 50 (fifty) feet from the street or fire access, a minimum of 1 (one) inch stroke by eight (8) inches high is required.

- 1.1.9.4 When the structure is more than 100 (one hundred) feet from the street or fire access, a minimum of 1 (one) inch stroke by 10 (ten) inches high is required.
- 1.1.9.5 When the structure is more than 150 (one-hundred fifty) feet from the street or fire access, a minimum of 1 (one) inch stroke by 12 (twelve) inches high is required.

### DEFINITIONS

**Driveway** – A vehicular access that services no more than two buildings, with no more than two dwelling units on a single parcel.

**Fire Apparatus** – A vehicle designed to be used under emergency conditions to transport personnel and equipment or to support the suppression of fires and mitigation of other hazardous situations.

**Roads, Streets, Private Lanes** – Vehicular access to more than one parcel or vehicular access to a single parcel with more than two buildings or dwelling units.

**Weatherproof** – Constructed or protected so that exposure to the weather does not interfere with successful operation.

# PRESIDIO TRUST

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