



PRESIDIO®

Sign Standards & Guidelines

EXTERIOR SIGNS

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FOR MORE INFORMATION PLEASE
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CHAPTER SUMMARIES

Chapter 01: Introduction provides a synopsis of the Presidio’s design principles related to signs, restrictions and limitations, exceptions, and accessibility requirements.

Chapter 02: Presidio Sign Types Visual Overview provides an overview of all the sign types that this *Presidio Sign Standards & Guidelines* governs.

Chapter 03: Directional Signs details types of vehicular, bicyclist, pedestrian and transit wayfinding signs. Note that traffic and other regulatory signs are subject to federal standards and not included in the *Presidio Sign Standards & Guidelines* as they are managed by the Presidio Trust Transportation Office and the Department of Public Safety.

Chapter 04: Regulatory Etiquette Signs implements the Presidio Trust's Compendium and enforces the provisions of the Code of Federal Regulations to avoid conflict among visitor uses, enhance public safety, and provide resource protection.

Chapter 05: Informational Signs provides in-depth, site-specific information. These signs may be permanent or implemented as seasonal or temporary installations, depending on the duration of an event or project, and also serve to highlight public activation programs.

Chapter 06: Corporate Sponsorship outlines the sign types allowed for corporate sponsorship recognition and the process for determining consistency with the Trust historic, environmental, and design standards and guidelines.

Chapter 07: Tenant Identification defines office tenants vs. public-serving tenants, and the sign types offered to tenants for wayfinding and identifying tenants' building and entrances.

Chapter 08: Temporary Exterior Signs explains the parameters of the Presidio Trust's temporary exterior sign options—banners, streetlight pole banners, windmasters, construction signs and leasing signs.

Chapter 09: Sign Request Process illustrates the process of submitting, reviewing and installing signs for commercial tenants, residential tenants, and capital projects.

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Presidio Sign Charter

Purpose

The purpose of the Sign Charter is to define roles and responsibilities relating to the need, design, and placement of signs so that there is a reasonable balance among the Presidio Trust’s responsibility to:

- Prevent clutter, visual discord, and a feeling of commercialization in a historic national park site;
- Meet the needs of Presidio visitors and business clientele to find their destinations;
- Meet the needs of tenants to identify their businesses, services, and other activities with signs; and
- Communicate the policies and standards of use and etiquette to all park users.

Sometimes these responsibilities must address conflicting purposes. The needs of Presidio visitors, tenants and sponsors may be prioritized in the interest of financial success. But this approach may detract from the Trust’s responsibility of minimizing visual clutter in the landscape. The intent of this charter is to outline a process that strives to balance competing interests and minimize potential impacts from signs that are designed or placed inappropriately. Specifically, this charter documents a process for managing: sign requests, design, compliance review, and installation, by sign type.

Introduction

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 processes that regulate the appearance and placement of signs.

To ensure that signs meet the requirements of the National Historic District, the Trust has adopted the *Presidio Sign Standards & Guidelines*. All signs in Area B of the Presidio (except for traffic signs that are subject to federal standards) are required to be reviewed by the Planning/Urban Design team and deemed consistent with the *Presidio Sign Standards and Guidelines* prior to installation.

There are six categories of signs that are managed distinctly and described in detail below:

1. **Directional Signs** serve as a wayfinding system that connects pedestrians, cyclists, and vehicles with their desired destinations. They are managed by the Planning/Urban Design team.
2. **Regulatory Etiquette Signs** implement the Presidio Trust’s Compendium and enforce the provisions of the Presidio Trust’s Code of Federal Regulations. This includes traffic, facility numbering, rules & regulations, and informational signs managed by Transportation, Public Safety, Visitor Engagement, and Natural Resources in coordination with the Planning/Urban Design team.
3. **Informational Signs** are managed by Transportation, Public Safety, Visitor Engagement, and Natural Resources in coordination with the Planning/Urban Design team.
4. **Corporate Sponsorship Signs** relating to campaigns and marketing are managed by the Marketing and Communications team in coordination with the Planning/Urban Design team, as well as the Visitor Engagement team.
5. **Tenant Identification Signs** are managed by the Planning/Urban Design team in coordination with Presidio Commercial.
6. **Temporary Exterior Signs** are managed—in coordination with the Planning/Urban Design team—by the Trust Project Manager for tenant improvement projects or Presidio Commercial for temporary events held by tenants, such as temporary exhibits and grand openings.

Signs associated with a capital project are managed by the Project Manager of the capital project in coordination with the Planning/Urban Design team and may include a combination of the sign types listed above. Capital projects consist

of the construction of new physical assets—landscapes, buildings, roads and trails, and infrastructure. Examples of capital projects are Tunnel Tops, Outpost Meadow, and Battery Bluff. These projects often require visitor wayfinding, etiquette, and/or building identification signs. The project manager will coordinate with the Planning/Urban Design team to ensure consistency with the *Presidio Sign Standards and Guidelines*. For large projects, such as Tunnel Tops, sign packages are designed and adopted to demarcate the project site.

Directional Signs

The *Directional Sign Master Plan* (“*Master Plan*”) outlines a comprehensive parkwide wayfinding system that links pedestrians, vehicles, and bicycles with desired routes and destinations. The *Master Plan* identifies:

- 1. Existing signs that require replacement to meet the current design standards;
- 2. New signs to fill gaps in the park’s wayfinding system; and
- 3. Removal of signs that are redundant to the comprehensive wayfinding system.

The *Master Plan* provides an implementation methodology that prioritizes sign installation and replacement projects that will occur annually, based on an annual appropriation of capital and renewal funding (currently named “Area B Signage”). This prioritization process is managed by the Planning/Urban Design team and reviewed by the Directional Sign Master Plan Committee, consisting of representatives of Planning/Urban Design team, Transportation, and Capital Projects.

Sign types under the *Directional Sign Master Plan* category include *Vehicular Wayfinding*, *Pedestrian Wayfinding*, *Bicyclist Wayfinding* and *Public Transit Signs*:

VEHICULAR WAYFINDING

VEHICULAR	GATEWAY SIGNS	PARKING LOT SIGNS
• VH01 Vehicular Directional • RA01 Residential Area & Neighborhood Identification • ST01 Street Name Signs	• GW01 Gateway Monument • GW02-GW07 Gateway Shield	• VP01 Parking ID • VP02 Parking ID Directional

PEDESTRIAN WAYFINDING

INFORMATIONAL KIOSK	FINGERPOST SIGNS	TRAIL SIGNS
• KI03 Kiosk Freestanding • KI04 Kiosk Digital Display	• FP01 Fingerpost	• PD01 Trailhead Map & Orientation • PD02 Trail Orientation Map • PD03 Trail Directional • PD04 Trail Blaze

BICYCLIST WAYFINDING

BIKE GUIDES
• BG01 Decision • BG02 Confirmation • BG03 Turn • BG04 Bike Route

PUBLIC TRANSIT SIGNAGE

PUBLIC TRANSIT
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Regulatory Etiquette Signs

Traffic signs are subject to federal standards, managed by the Presidio Trust Transportation Office, and not included in the ***Presidio Sign Standards & Guidelines***. The Presidio Trust Transportation Office follows the California Manual on Uniform Traffic Control Devices ([CA MUTCD 2023 11th Edition Part 2 Signs](#)) that provides uniform standards and specifications for the signing of all types of highways, and private roads open to public travel. The functions of signs are to provide regulations, warnings, and guidance information for road users.

Parking signs designate parking, loading, time restriction, and accessible parking areas, as well as areas that require parking fees and instructions for “pay by phone”. The Presidio Trust Transportation Office manages the need for and placement of such signs in coordination with the Presidio Trust Sign Shop.

Park Etiquette, *Trail Etiquette*, *Natural Resources*, *Pet Management*, and *Waste Control* signs inform park users of rules and regulations contained in the Presidio Trust Compendium. The design and placement of these signs are managed by the Planning/Urban Design team in coordination with Visitor Engagement and Marketing & Communications teams.

REGULATORY ETIQUETTE *not managed by Sign Standards & Guidelines:*

TRAFFIC	PARKING
• Speed Limit (MUTCD) • Vehicle Size Limits (MUTCD) • Shared Streets • Road Closure • Authorized Vehicles/Personnel Only	• No parking • Loading • Time Restrictions • Paid parking/pay by phone • Accessible Parking • EV charging • Ride Share

REGULATORY ETIQUETTE

PARK ETIQUETTE	TRAIL ETIQUETTE	NATURAL RESOURCES	PET MANAGEMENT	WASTE CONTROL
• PE01 Main Etiquette • PE02 Picnic Etiquette • PE03 Lawn Etiquette • PE04 Food Area Etiquette	• PD02 & PD03 Trail Signs Bottom Headers • PD04 Trail Blaze • TE01 Bicycle Designation • TE02 Safety	• NR01 Do Not Feed Wildlife; Do Not Feed the Birds • NR02 Sensitive Habitat • NR03 Natural Area Specific Etiquette • WM01 Temporary Alerts	• PM01 No Pets • PM02 Voice Control • PM03 Pets on Leash • PM04 Commercial Dog Walkers	• WC01 Residential Trash Enclosure • WC02 Commercial Trash Enclosure

Informational Signs

Informational Signs are an opportunity to provide more in-depth information on specific topics that relate to a site, either as a permanent feature, or may be temporary or seasonal, depending on duration of a specific event or project. They also help showcase any public activation programs. Informational signs are coordinated between the Planning/Urban Design team, and representatives from Natural Resources, Visitor Engagement and Marketing & Communications.

The *Informational Wayside* was created as a supplement to the regulatory etiquette signs and tailored to selective rules and regulations of the park in a proactive, visitor-friendly approach. The objective is to engage visitors to learn more about becoming responsible stewards of the park. Selective topics will be developed as needed.

Public Activation Temporary Signs cover a range of topics, projects, arts and events that are communicated in a way to engage the public and activate the space to foster interaction, improve the community's well-being and enhance the perceived value of the public area. They are temporary in nature, with the Trust's overarching goal to prevent visual discord and to avoid sign clutter in a national park site.

Waste Sorting Signs enhance sorting accuracy for visitors in strategic locations in the park to meet the agency's zero waste efforts. Signage and effective messaging are applied to existing and new waste bins to clearly distinguish between the three waste streams (landfill, recycling, and compost). These standardized signs are installed by Sign Shop in coordination with the Zero Waste Manager and Planning team.

Temporary Alert Signs must be placed for maximum visibility, be clearly visible, securely mounted, and made of appropriate materials. They should also be promptly removed or covered when the alert is no longer valid. These signs are developed as need in coordination with the Trust's Marketing & Communication, Planning & Compliance, Capital Projects and Natural Resources teams. The signs must not imitate or look like official traffic signs, signals, or devices.

INFORMATIONAL SIGNS

INFORMATIONAL WAYSIDE	PUBLIC ACTIVATION TEMPORARY SIGNS	WASTE SORTING SIGNS	TEMPORARY ALERT SIGNS
• IW01 Phytophthora • IW02 Dog Etiquette	• PA01 Natural Resources • PA02 Presidio Events & Visitor Engagement • PA03 Presidio Forward	• WC03 Waste Sorting – Tunnel Tops / Outpost Meadow • WC04 Waste Sorting – Securr Bins / Victor Stanley	• TA01 Public Service Announcements • TA02 Construction Alert • TA03 Natural Resources Staked Signs

Corporate Sponsorship Signs

The Presidio Trust has adopted the Corporate Sponsorship Policy for soliciting and accepting corporate sponsorship proposals that demonstrate an interest in investing in the Presidio’s mission and aspirations in exchange for marketing rights and benefits. Specific sign types have been identified for corporate sponsorship recognition vetted for consistency with the Trust’s historic, environmental, and design standards and guidelines. All Corporate Sponsorship recognition is subject to review by the Director of Planning and Compliance or designee, with the Department of Marketing and Communications to manage efforts for sign design, fabrication, and installation in coordination with the Planning/Urban Design team.

Each marketing campaign and partnership is unique, but the following sign types are used and reviewed by the Planning/Urban Design team for consistency with the *Presidio Sign Standards & Guidelines* on a case-by-case basis:

CORPORATE SPONSORSHIP

FOUNDING PARTNER	OFFICIAL PARTNER	PARTNER	FOUNDING PARTNER+LEASEHOLDER
• KI04 Kiosk Digital Display (Transit Center) • Shuttle wrap • PD01 Trailhead Map & Orientation • SB05 Presidio Use Streetlight Banners • Bus Shelter Panel • KI03 Kiosk Freestanding • WM01 Windmasters (Outpost & Main Post) • Temporary Sidewalk Decals (Main Post)	• KI04 Kiosk Digital Display (Transit Center) • SB05 Presidio Use Streetlight Banners • WM01 Windmasters (Outpost & Main Post) • Temporary Sidewalk Decals (Main Post))	• WM01 Windmasters (Outpost & Main Post)	<i>All signs from Founding Partner and signs already entitled to commercial real estate holders, plus:</i> • SB01 Temporary Banner • Parking Lot Streetpole Banners

Tenant Identification Signs

Tenant identification signs identify business locations and building entrances. Presidio Commercial manages tenant identification sign requests. Presidio Commercial coordinates with the Planning/Urban Design team to ensure consistency with the *Presidio Sign Standards & Guidelines*.

TENANT IDENTIFICATION

FREESTANDING BLDG ID	WALL-MOUNTED TENANT ID	EYEBROW LOGO ID/BLADE SIGN
• TI01 Large Freestanding Building ID • TI02 Small Freestanding Building ID	• TI03 Office Tenant ID • TL01 Tenant Logo ID • TL02 Crissy Field Tenant Logo • TL03 Warehouse Tenant Logo	• TL04 Eyebrow Logo ID / Warehouse Eyebrow Logo ID • TL05 Blade Sign • SB01 Tenant Reserved Streetlight Banner • SB02 Crissy Field & Gorgas Streetlight Banner • SB03 Pedestrian-Scaled Streetlight Banner
MULTI-TENANT WAYFINDING	WALL-MOUNTED DIRECTIONAL	BUILDING NUMBER SIGN
• TW01 Freestanding Tenant Wayfinding • TW02 Tenant Directory Map	• TD01 Large Directional • TD02 Small Directional • TD03 Large Crissy Field Directional • TD04 Medium Crissy Field Directional • TD05 Small Crissy Field Directional	• BN01 Large Building Number • BN02 Small Building Number • BN03 35’-50’ From Street • BN04 50’-100’ From Street • BN05-BN07 Large, Medium and Small Crissy Field Building Number

Building Number Signs are required by the Department of Public Safety. The Trust has continued the Army’s methodology for numbering buildings. DPS staff manage the need for and placement of building and facility identification signs, in coordination with the Planning/Urban Design team.

Temporary Exterior Signs

Temporary exterior signs identify construction zones and announce limited-time programs such as special events, grand openings and exhibits. 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.

For all *Temporary Event Banners, Streetlight Banners* and *Windmasters* requested by tenants, Presidio Commercial is the point-of-contact for requesting any tenant exterior temporary signs. ***Presidio Sign Standards & Guidelines | Chapter 9 - Sign Request Process*** illustrates the initiation, design review and installation of such requests. Presidio Commercial will coordinate with the Planning/Urban Design team and the Sign Shop throughout the sign approval process.

Construction Signs are installed under the coordination of a Trust Project Manager or Trust Designated Representative with the Planning/Urban Design team to design and locate appropriate temporary signs at construction zones.

For *Commercial Leasing Signs*—Temporary signs identifying buildings for lease—are permitted for major primary tenants for a maximum period of six months under initial establishment of rehabilitated buildings for lease or turnover leases. All signs under this category should be submitted for review to the Planning/Urban Design team for sizing, placement and mounting methods.

TEMPORARY EXTERIOR SIGNS

EVENT BANNERS	STREETLIGHT BANNERS	WINDMASTERS	CONSTRUCTION SIGNS	COMMERCIAL LEASING SIGNS
• TB01 Building-Mounted Banner • TB02 Fence-Mounted Banner	• SB04 Tenant Leasable Streetlight Banners • SB05 Presidio Use Streetlight Banners	• WM01 Windmasters	• CS01 Construction Signs	• CL01 Temporary Banner • CL02 Shuttle Ads • CL03 Existing Freestanding Building ID • CL04 Multi-tenant Pedestal Sign

For a more detailed description of each sign type listed above, see the ***Presidio Sign Standards & Guidelines***.

Sign Request Process by Project Type

Sign requests subject to review are currently initiated and processed through the following channels:

SIGN TYPE	SOURCE OF SIGN REQUEST	FUNDING SOURCE		ROLES						
		MATERIAL	INSTALL	PROJECT MANAGER	CONTENT	DESIGN	SITING	REVIEW*	FABRICATE	INSTALL
Directional	Directional Sign Master Plan Visitor Engagement based on visitor feedback	Area B Signage or Visitor Engagement	Area B Signage or Sign Shop (if Visitor Engagement)	Planning/Urban Design team	Sign Committee and Marketing & Communications	Sign Committee	Sign Committee	Sign Committee	APCO or Sign Shop (if Visitor Engagement)	Sign Shop or Project Contractor
Traffic Signs	Projects to initiate with Transportation	Project or Transportation	Project or Sign Shop	Transportation	Transportation	MUTCD	Transportation	Transportation	Sign Shop or Project Contractor	Sign Shop or Project Contractor
Regulatory Etiquette & Informational	Department assigned for implementation of compendium signage; Natural Resources, and Visitor Engagement to initiate sign need with Planning/Urban Design team	Per Annual Planning Budget	Per Annual Planning Budget	Planning/Urban Design team	Requesting Department/Planning/Urban Design team/ Zero Waste Manager	Planning/Urban Design team	Requestor & Planning/Urban Design team	Planning/Urban Design team	Sign Shop	Sign Shop
Corporate Sponsorship	Marketing & Communications staff to initiate with Planning/Urban Design team with purpose & need.	Marketing & Communications	Sign Shop	MarCom	Marketing & Communications	Marketing & Communications	Planning/Urban Design team	Planning/Urban Design team	APCO/AAA or Sign Shop	Sign Shop
Tenant Requests	Presidio Commercial or Trust Designated Representative to send Sign Request Form to Planning/Urban Design team for review.	Tenant (Work Order billing)	Tenant (Work Order billing)	Presidio Commercial or Trust Designated Representative	Planning/Urban Design team	Planning/Urban Design team	Planning/Urban Design team	Planning/Urban Design team	APCO or Sign Shop	Sign Shop
Tenant Improvement Projects	Project Manager or Trust Designated Representative	Real Estate Asset Mgt & Leasing or Project	Sign Shop or Tenant	Project Manager	Planning/Urban Design team	Planning/Urban Design team	Planning/Urban Design team	Planning/Urban Design team	APCO or Sign Shop	Sign Shop or Project Contractor
Facilities Numbering	Public Safety to initiate sign need with Planning/Urban Design team	Public Safety	Sign Shop	Planning/Urban Design team	Planning/Urban Design team	Planning/Urban Design team	Public Safety	Planning/Urban Design team	Sign Shop	Sign Shop
Capital Projects	Project Manager; Visitor Engagement or others may suggest additions or changes	Capital Project	Capital Project or Sign Shop	Project Manager	Project Manager	Capital Project, Marketing & Communications or Planning/Urban Design team	Capital Project	Planning/Urban Design team	APCO or Sign Shop	Sign Shop or Project Contractor

* Review is required to determine consistency with **Presidio Sign Standards & Guidelines**, Directional Sign Master Plan, and any other controlling documents.
NOTE: Mural banners/public art will go through the Planning Review process because they have their own designers and installers.

01

Introduction



Introduction

This document was determined to be consistent with the National Environmental Policy Act (NEPA) and the National Historic Preservation 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.

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 exterior signs that are in the Presidio's public realm that would cumulatively have an visual impact to the overall character of the park.

These standards and guidelines address sign types, design, content, and location, and are a tool for the Presidio Trust Planning team to determine consistency with the National Environmental Policy Act (NEPA) and the National Historic Preservation Act (NHPA). The application of these standards and guidelines ensures 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;
- 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.

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.

SIGN ADMINISTRATION & REVIEWS

The *Presidio Sign Standards & Guidelines* is implemented through the Presidio Trust's Planning Review process, which integrates reviews for NEPA/NHPA, Design Review and Permitting. Under the Planning Review umbrella, the *Presidio Sign Standards & Guidelines* ensure that sign types, quantities, locations and designs are compatible with Presidio's landscape and historic character, and conform with the regulatory and design requirements under Presidio Trust's Planning and Compliance Department.

The sign approval application process is illustrated in [Chapter 9 - Sign Request Process](#). If findings from the sign request process confirm that it is compliant with the *Presidio Sign Standards & Guidelines*, sign requests can be processed without additional reviews needed from Planning Review.

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. These changes and updates will be assessed through the Planning Review process.

A summary of the sign types are found in [Chapter 2 - Presidio Sign Types Visual Overview](#). 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.

DESIGN PRINCIPLES

Through the sign review process, signs may be allowed if findings for approval support consistency with NEPA and the NHPA 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 of 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 serve as 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.

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. 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 signs from buildings or landscapes 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;
- logo signs at major gateway entry points into the park;
- 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* 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.

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

Advertising and Using Other Methods as a Means For Branding

Per CFR 63 35710 § 1005.1, advertisements, commercial notices, and non-standardized use of logos 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.

* 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.

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.

SIGNS 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 placed 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-serving) and hours of operations if applicable. Window vinyls can be used in the following instances: 1) no wall-mounted signs can be installed; 2) the tenant requires hours of operation or direct patrons 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 (installed no more than 30 days before the commencement of the event and must be removed within 10 days of the end of the event, with total duration no more than 3 months). No advertising, campaign messaging or slogans are allowed as it shall 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 requirements per the Trust's ***Outdoor Lighting Policy***.

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.

EXCEPTIONS

On a case-by-case basis, Trust facilities may be identified to 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
- Building 610

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

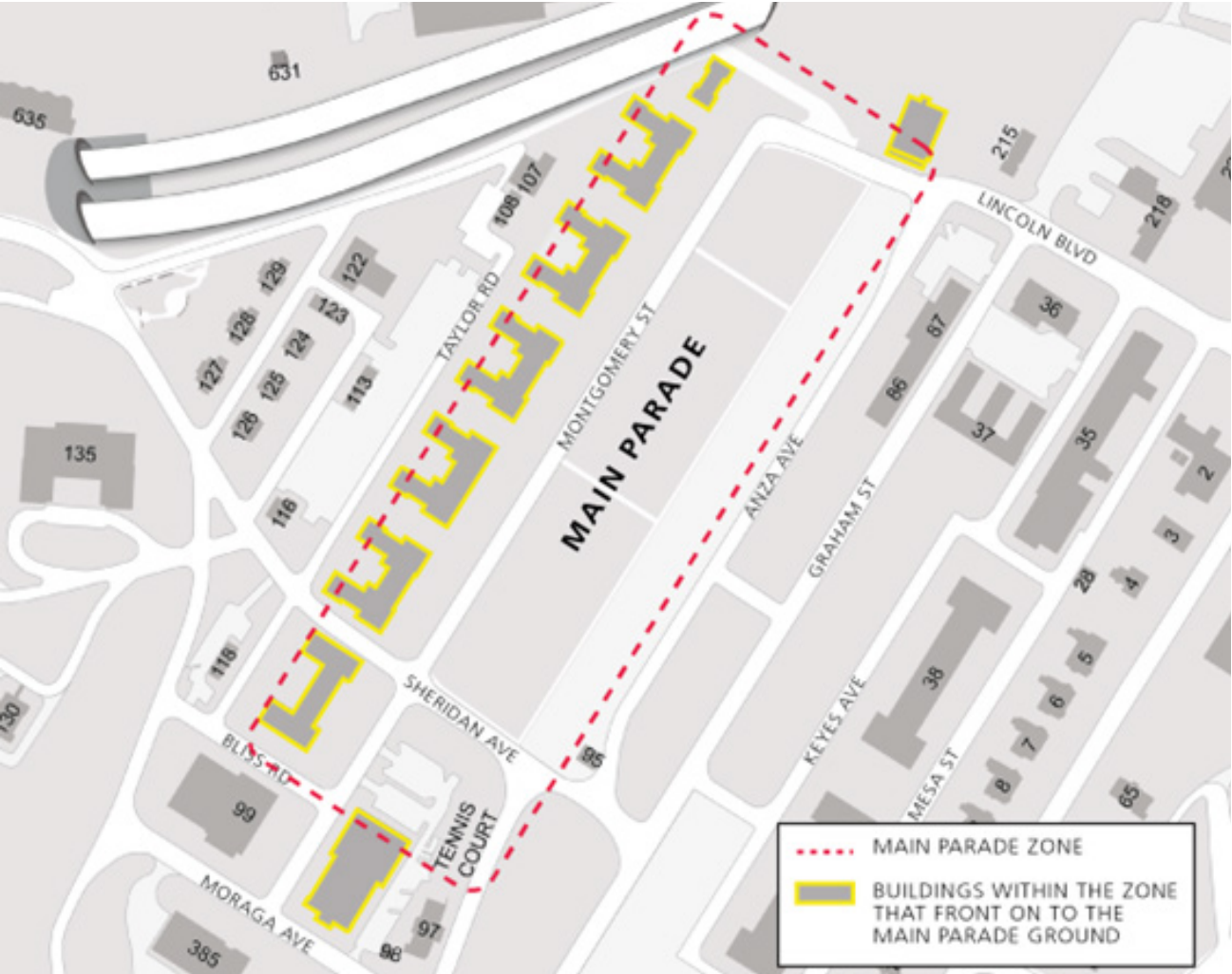
Generally, only temporary banners are allowed in the Presidio to announce a special event, exhibition, or program. However, an exception may be granted for establishments located in the Main Post.

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 (1 per tenant; 2 max per multi-tenant buildings) if they meet the following additional Design Principles below in addition to the required five Design Principles listed on prior page.

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 at top right of this page.
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.

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](#)).



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02

Presidio Sign Types Visual Overview

The following section provides an overview of all the sign types that this *Presidio Sign Standards & Guidelines* governs. Chapters 3 through 8 provide details of each sign type.

Vehicular Wayfinding

IMAGES ARE NOT TO SCALE.

VEHICULAR	
VH01VEHICULAR DIRECTIONAL SIGNS SINGLE SIDED DOUBLE SIDED Vehicular Directional Signs to comply with MUTCD Section 2D.45 — Community Wayfinding 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 on primary circulation roads.	
RA01RESIDENTIAL AREA & NEIGHBORHOOD ID SINGLE SIDED DOUBLE SIDED For identifying and marking entry into a residential neighborhood or identifying a complex of buildings.	
STREET NAME SIGNS ST01STREET NAME See MUTCD Section 2D.45 -- D3-1 Street Name sign.	
GATEWAY SIGNS	
GW01GATEWAY MONUMENT Gateway monuments are sited at major vehicular entry points into the park. GW02GATEWAY SHIELD 15" GW03GATEWAY SHIELD 16" GW04GATEWAY SHIELD 20" GW05GATEWAY SHIELD 24" GW06GATEWAY SHIELD 28" GW07GATEWAY RECTANGLE SHIELD Gateway shields are pedestrian-scaled with sizes based on site conditions; rectangle-shaped shields are for non-historic entrances (to be phased out).	
PARKING LOT SIGNS	
VP01PARKING ID For major lot identification. VP02PARKING ID DIRECTIONAL For directing to nearby major lots. SINGLE SIDED DOUBLE SIDED	

Pedestrian Wayfinding

IMAGES ARE NOT TO SCALE.

INFORMATIONAL KIOSK

KIO03 KIOSK FREESTANDING

SINGLE SIDED
DOUBLE SIDED

The kiosk displays a zoomed-in vicinity map showing trail connections and local destinations within a 5-10 minute walk. For sites that can accommodate 2-sided kiosks, the second panel provides an overall Presidio-wide map with transit lines and key destinations highlighted.

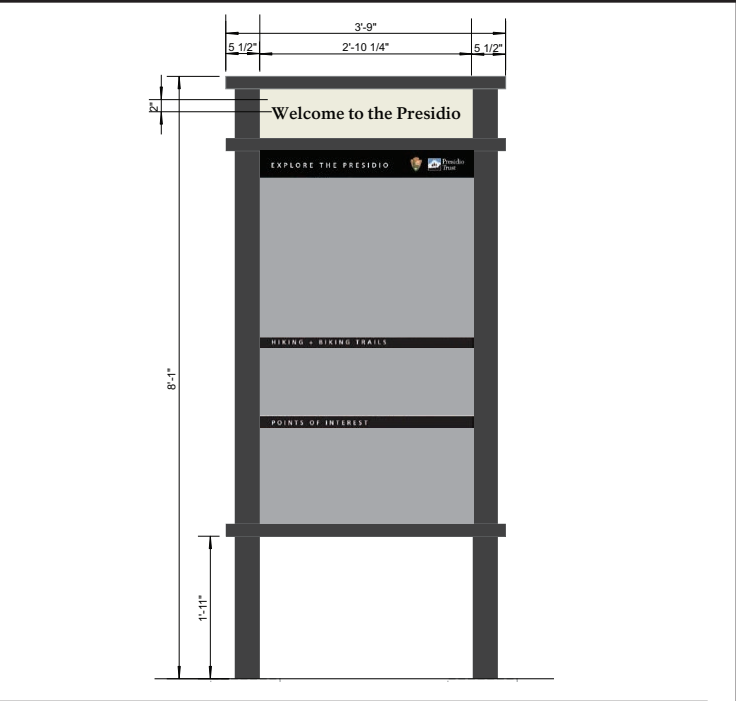


Diagram of KIO03 Freestanding Kiosk. The kiosk is 8'-1" tall and 3'-9" wide. It features a top section with a 'Welcome to the Presidio' sign, a middle section with a map, and a bottom section with a 'KIOSK' label. The top section is 5'-1/2" wide and 2'-10 1/4" high. The middle section is 5'-1/2" wide and 1'-11" high. The bottom section is 5'-1/2" wide and 1'-11" high.

KIO04 KIOSK DIGITAL DISPLAY

WALL-MOUNTED

For key visitor areas that need real time transit data such as transit centers.

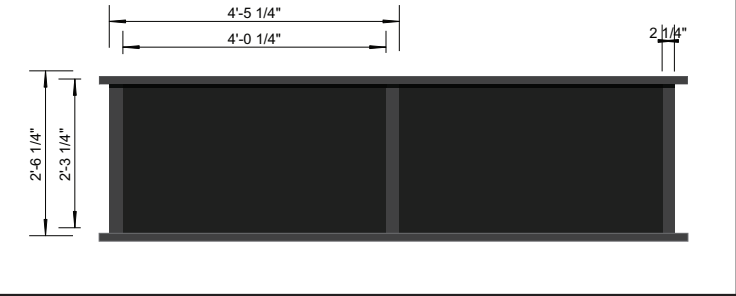


Diagram of KIO04 Wall-Mounted Kiosk. The kiosk is 2'-6 1/4" high and 4'-5 1/4" wide. It features a digital display with a 'KIOSK' label. The display is 2'-3 1/4" high and 4'-0 1/4" wide. The kiosk is 2'-11/16" high and 4'-0 1/4" wide.

FINGERPOST SIGNS

FP01 FINGERPOST

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.

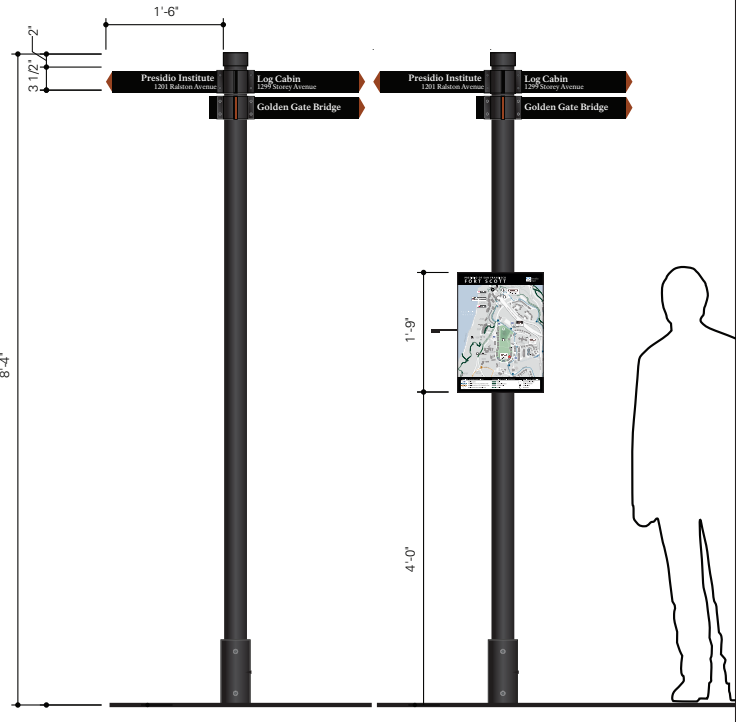


Diagram of FP01 Fingerpost. The fingerpost is 8'-4" tall and 1'-6" wide. It features multiple blade arms pointing in different directions. The blade arms are 1'-9" long and 1'-3" wide. The fingerpost is 4'-0" wide and 1'-9" high. A silhouette of a person is shown next to the fingerpost for scale.

TRAIL SIGNS

PD01 TRAILHEAD MAP & ORIENTATION

SINGLE SIDED

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.



Diagram of PD01 Trailhead Map & Orientation Sign. The sign is 8'-1" tall and 3'-9" wide. It features a top section with a 'PRESIDIO PROMENADE' sign, a middle section with a map, and a bottom section with a 'KIOSK' label. The top section is 5'-1/2" wide and 2'-10 1/4" high. The middle section is 5'-1/2" wide and 1'-11" high. The bottom section is 5'-1/2" wide and 1'-11" high.

PD02 TRAIL ORIENTATION MAP

SINGLE SIDED

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.

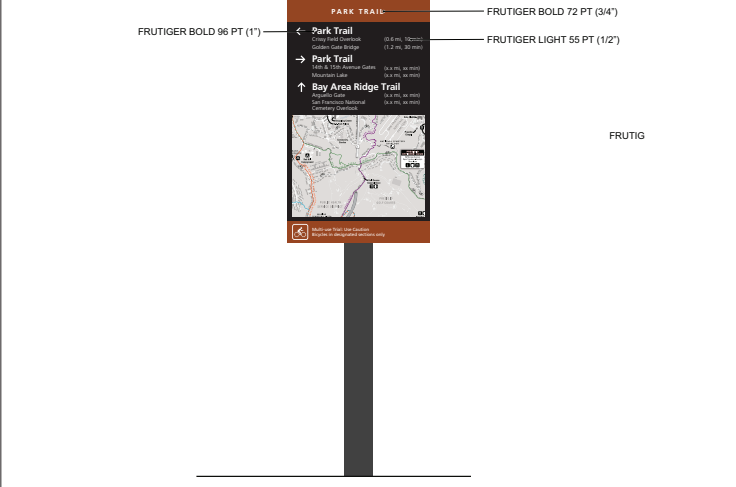


Diagram of PD02 Trail Orientation Map Sign. The sign is 8'-1" tall and 3'-9" wide. It features a top section with a 'PARK TRAIL' sign, a middle section with a map, and a bottom section with a 'KIOSK' label. The top section is 5'-1/2" wide and 2'-10 1/4" high. The middle section is 5'-1/2" wide and 1'-11" high. The bottom section is 5'-1/2" wide and 1'-11" high.

PD03 TRAIL DIRECTIONAL

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

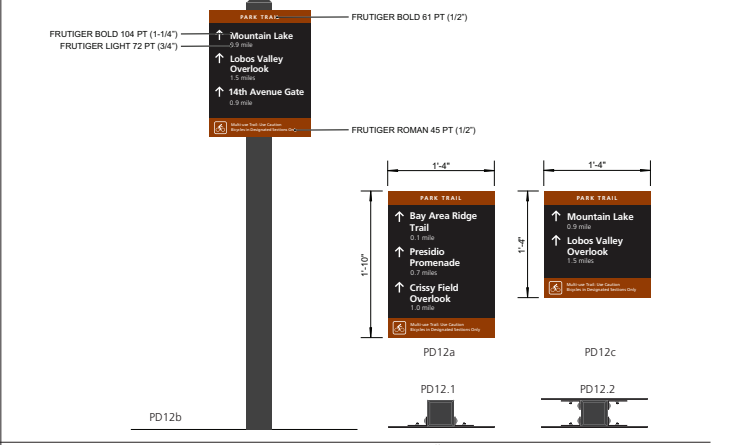


Diagram of PD03 Trail Directional Sign. The sign is 8'-1" tall and 3'-9" wide. It features a top section with a 'PARK TRAIL' sign, a middle section with a map, and a bottom section with a 'KIOSK' label. The top section is 5'-1/2" wide and 2'-10 1/4" high. The middle section is 5'-1/2" wide and 1'-11" high. The bottom section is 5'-1/2" wide and 1'-11" high.

PD04 TRAIL BLAZE

1-4 SIDED

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 pet management.

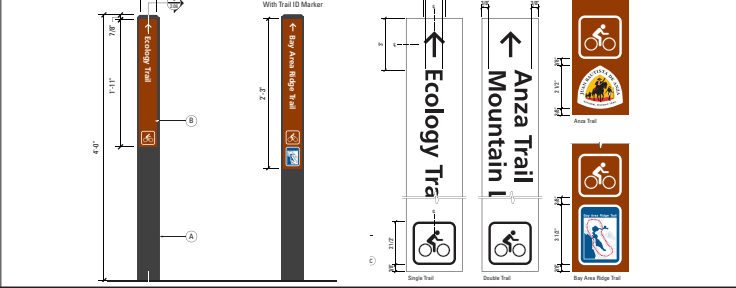


Diagram of PD04 Trail Blaze Sign. The sign is 8'-1" tall and 3'-9" wide. It features a top section with a 'PARK TRAIL' sign, a middle section with a map, and a bottom section with a 'KIOSK' label. The top section is 5'-1/2" wide and 2'-10 1/4" high. The middle section is 5'-1/2" wide and 1'-11" high. The bottom section is 5'-1/2" wide and 1'-11" high.

13

Bicyclist Wayfinding

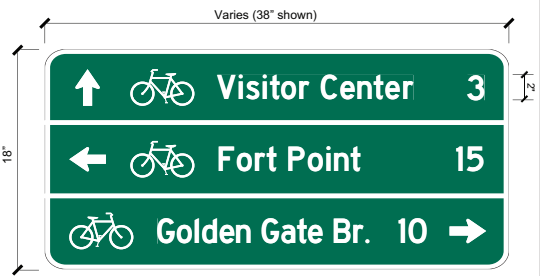
IMAGES ARE NOT TO SCALE.

BIKE GUIDE SIGNS

BG01 DECISION

MUTCD D1-3c Bicycle Destination and Distance (3 Lines)

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

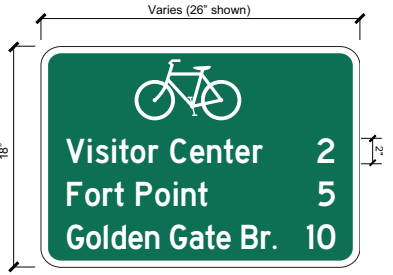


BG01 | DECISION

BG02 CONFIRMATION

MUTCD D2-3a Bike Route Destinationation and Distance (3 Lines)

Indicates to bicyclists that they are on a designated bikeway. Alerts motorists to be aware of the bicycle routee.



BG02 | CONFIRMATION

BG03 TURN

MUTCD D1-1b Bicycle Destination

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

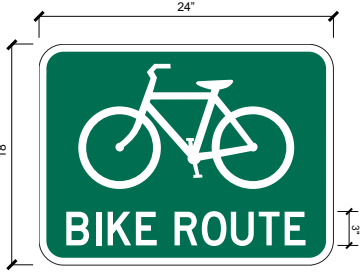


BG03 | TURN

BG04 BIKE ROUTE

MUTCD D11-1 Bike Route Destinationation and Distance (3 Lines)

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



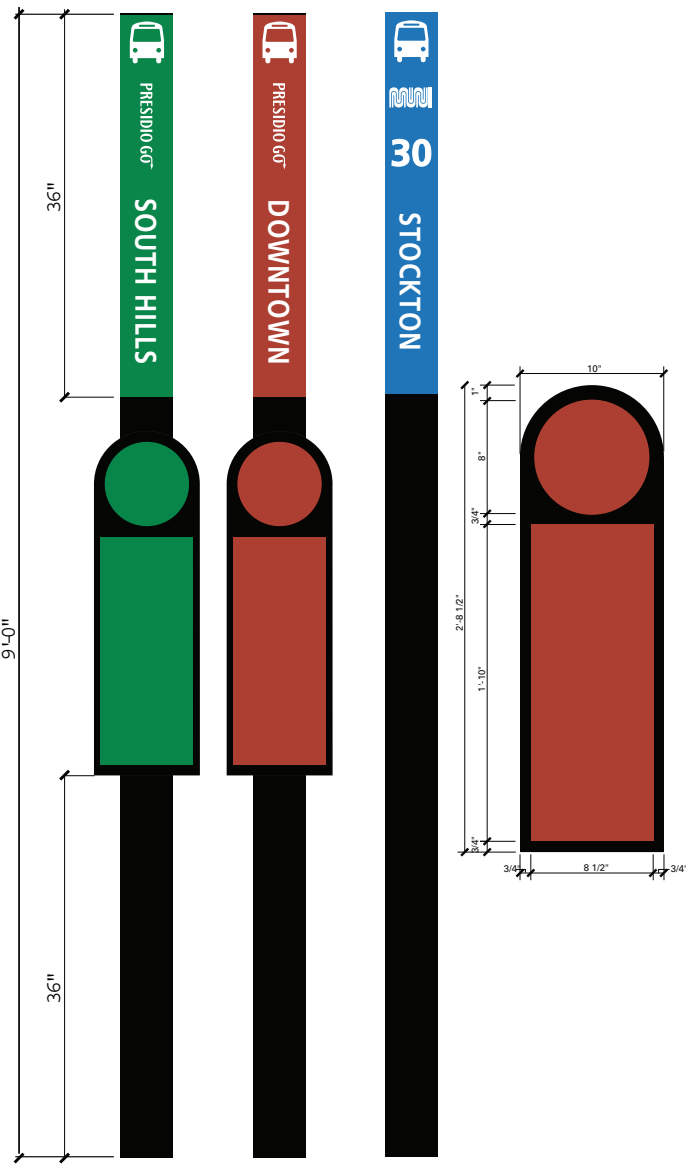
BG04 | BIKE ROUTE

Public Transit Signage

PRESIDIO GO & MUNI

TN01 BUS STOP POST

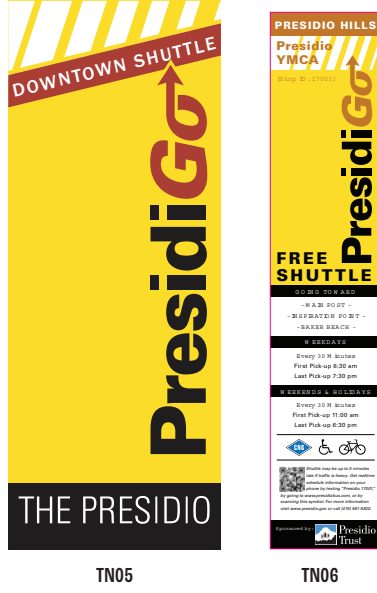
For major stops that can accommodate a waiting area for transit riders, and may sometimes have other amenities such as trash bins and benches. The bus stop sign is a vertical post with clear shuttle/route markings as well as a panel that includes additional information such as schedule.



TN05 TRANSIT STICKER

TN06 TRANSIT STICKER

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



Regulatory
Etiquette
Signs

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PARK ETIQUETTE PE01 MAIN ETIQUETTE SINGLE SIDED DOUBLE SIDED Located at entry points to an area, main pedestrian thoroughfares, or on existing Mutt Mitts: - Pets on leash at all times - Walk bicycles, scooters and skateboards - No smoking WELCOME TO YOUR NATIONAL PARK Pets on leash at all times Walk bicycles, scooters and skateboards No smoking 36 CFR 1001.5, 1002.15, 1002.20, 1002.21, 1004.30 16"X20"	WELCOME TO YOUR NATIONAL PARK Pets on leash at all times No smoking No balloons No personal grills 36 CFR 1001.5, 1002.15, 1002.21 WELCOME TO YOUR NATIONAL PARK Pets on leash at all times No smoking No private parties or events No personal grills 36 CFR 1001.5, 1002.15, 1002.21 WELCOME TO YOUR NATIONAL PARK Pets on leash at all times No smoking No balloons No personal grills 36 CFR 1001.5, 1002.15, 1002.21 RESERVABLE PICNIC SITES 16"X4" • RESERVATIONS HAVE PRIORITY • PICNIC POD B • CLOSED FOR PRIVATE EVENT • PICNIC POD A • CLOSED FOR PRIVATE EVENT • PICNIC POD B	PE03 LAWN ETIQUETTE SINGLE SIDED DOUBLE SIDED Located at lawns: - Pets on leash at all times - Walk bicycles, scooters and skateboards - No tents and staking on lawn WELCOME TO YOUR NATIONAL PARK Pets on leash at all times Walk bicycles, scooters and skateboards No tents and staking on lawn 36 CFR 1001.5, 1002.15, 1002.20, 1004.30 16"X20"	PE04 FOOD AREA ETIQUETTE SINGLE SIDED DOUBLE SIDED At the Presidio Pop Up areas or restaurants with outdoor dining: - Do not feed wildlife - Place waste securely in bins - Leave no trace, leave no waste WELCOME TO YOUR NATIONAL PARK Do not feed wildlife Place waste securely in bins Leave no trace, leave no waste 36 CFR 1002.20 16"X20"
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TRAIL ETIQUETTE

PD02

TRAIL SIGNS -
BOTTOM HEADERS

PD03

POST-MOUNTED

SINGLE SIDED

DOUBLE SIDED

As part of the pedestrian wayfinding signs, Presidio's trail signs also has a section—typically a bottom header—to display general rules along the trail as it pertains to trail classification, conditions, and users—mainly address access (pedestrians and bicyclists) and pet management.

The following are the various messaging placed on the bottom header of the trail sign, dependent on the trail designation and restrictions:

- Pets on Leash at All Times

- Pets Under Voice Control in Designated Areas

- Pets on Leash Beyond this Point ->

- Multi-use Trail: Use Caution

- Bicycles in Designated Sections Only

- No Bicycles on this Trail Segment

- Bicycles Use Road in this Trail Segment

- Steep Grades. No Bicycles on this Trail Segment

- Stairs Ahead. No Bicycles on this Trail Segment

ANZA TRAIL

← Anza Trail

Lobos Creek Valley Trail

(0.1 mi, 3 min)

→ Anza Trail

15th Avenue Gate

(0.1 mi, 3 min)

Park Trail

(0.2 mi, 5 min)

Mountain Lake Trail

(0.4 mi, 9 min)

Mountain Lake

(0.9 mi, 20 min)

Bicycles in Designated Sections Only

Pets on Leash at All Times

PD02 | TRAIL ORIENTATION MAP

3"X 20"BOTTOM HEADERS

Bicycles in Designated Sections Only

Pets on Leash at All Times

Bicycles Use Road in this Trail Segment

Pets on Leash Beyond this Point

Multi-use Trail: Use Caution

Bicycles in Designated Sections Only

Pets on Leash in Designated Areas

No Bicycles on this Trail Segment

Pets on Leash at All Times

Bicycles Use Road in this Trail Segment

Pets on Leash at All Times

Steep Grades. No Bicycles on this Trail Segment

Pets on Leash at All Times

Bicycles Use Road in this Trail Segment

Pets Under Voice Control in Designated Areas

Bicycles Use Road in this Trail Segment

Pets Under Voice Control in Designated Areas

Bicycles Use Road in this Trail Segment

Pets on Leash at All Times

Multi-use Trail: Use Caution

Bicycles in Designated Sections Only

Pets on Leash in Designated Areas

No Bicycles on this Trail Segment

Pets Under Voice Control in Designated Areas

Bicycles Use Road in this Trail Segment

Pets Under Voice Control in Designated Areas

Stairs Ahead. No Bicycles on this Trail Segment

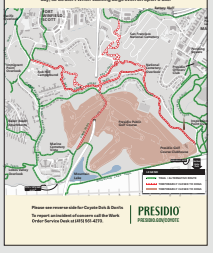
Pets on Leash at All Times

</

Regulatory
Etiquette
Signs

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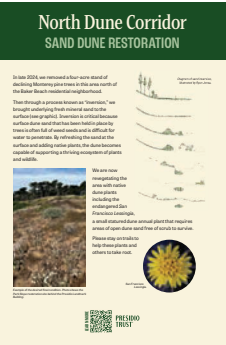
NATURAL RESOURCES	
NR01 DO NOT FEED WILDLIFE DO NOT FEED THE BIRDS POST-MOUNTED SINGLE SIDED Generally in areas where wildlife are visibly present such as picnic sites, or in areas where birds are known to forage such as outdoor dining areas.	Do Not Feed Wildlife 36 CFR 1002.2 Do Not Feed The Birds 36 CFR 1002.2 8"X12"
NR02 SENSITIVE HABITAT POST-MOUNTED SINGLE SIDED For sensitive habitats and restoration areas: - Sensitive Habitat Stay on Trails - Public Use Prohibited & No Fishing - Restoration In Progress; Stay on Trail & Pets on Leash at All Times	Sensitive Habitat Stay On Trails 36 CFR 1001.5 Sensitive Natural Area Public Use Prohibited & No Fishing 36 CFR 1001.5, 1002.3, 1002.1 10"X14"
NR03 NATURAL AREA SPECIFIC ETIQUETTE POST-MOUNTED SINGLE SIDED Etiquette customized to specific natural areas to protect wildlife and native habitats. - Mountain Lake [more to be developed as needs arise]	LOVE MOUNTAIN LAKE Stay on boardwalk. No fishing. Keep out of water: no swimming, boats, or remote crafts. Respect wildlife: no feeding or throwing rocks. 36 CFR 1001.5, 1002.1, 1002.2, 1002.3, 1002.63 PRESIDIO TRUST 16"X20"
WM01 TEMPORARY ALERTS WINDMASTER DOUBLE SIDED For dog alerts or annual trail closures due to seasonal coyote movements or dangerous trail conditions, temporary windmasters are used for ease of mobility to address hazards immediately. See Compendium for areas closed to all pets during coyote pupping season or at other time when aggressive coyote behavior is observed.	Seasonal Trail Closures for Pupping Season Coyotes can be heard throughout the park at any time of day, so be alert when walking dogs and on open trails.  Please use common sense for Coyote Risk & Safety. No dogs or children should be on trails during pupping season. Order Service Desk at (844) 808-6177. PRESIDIO PRESIDIO SERVICES WINDMASTER
WASTE CONTROL	
WC01 RESIDENTIAL TRASH ENCLOSURES Sited at trash enclosures in residential areas. - Sort compost and recycling. - Protect wildlife. Keep lids tightly closed. - Schedule bulky item pick-up. No dumping.	LEAVE NO TRACE YOUR HOME IS A NATIONAL PARK Sort compost and recycling. Protect wildlife. Keep lids tightly closed. Schedule bulky item pick-up. No dumping. Need help disposing of waste or bulky items? Call the leasing office at (844) 808-6177. 36 CFR 1001.5, 1002.14 WC01 16"X24" NO DUMPING FEDERAL PROPERTY VIOLATORS SUBJECT TO FINE 36 CFR 1002.14 NO DUMPING FOR BUILDING 38 BUSINESS USE ONLY VIOLATORS SUBJECT TO FINE 36 CFR 1002.14 WC02 12"X18"

PET MANAGEMENT	
PM01 NO PETS Single Sided Double Sided See Compendium for areas closed to pets, which includes ball fields, playgrounds, golf course and restaurants. Signs will be posted at entrances to note where pets are prohibited.	No Pets 36 CFR 1002.15 Entering Rob Hill Campground No Dogs Allowed 36 CFR 1002.15 8"X12" AND 10"X14"
PM02 VOICE CONTROL Single Sided Double Sided See Compendium for areas allowing pets under voice control, specifically West Pacific Avenue area. Voice control means dogs are within earshot and eyesight of their owner/handler and respond immediately to commands to return to leash when called.	Pets Under Voice Control Beyond This Point 36 CFR 1001.5 Pets Under Voice Control on West Pacific Ave only 36 CFR 1001.5 Pets Under Voice Control on Mt. Lake Trail only 36 CFR 1001.5 Pets Under Voice Control to Lower Ecology & West Pacific Ave. 36 CFR 1001.5 Pets Under Voice Control to West Pacific Ave. & Lower Ecology 36 CFR 1001.5 10"X14"
PM03 PETS ON LEASH Single Sided Double Sided In all other areas where pets are allowed (outside of the Voice Control area), the federal regulation requires pets to be on-leash.	Pets On Leash At All Times 36 CFR 1002.15 Pets On Leash 36 CFR 1002.15 8"X12" AND 10"X14" Pets On Leash Beyond This Point 36 CFR 1002.15 Pets On Leash Playground 36 CFR 1002.15 Pets On Leash El Polin Spring Playground 36 CFR 1002.15 10"X14"
PM04 COMMERCIAL DOG WALKERS Single Sided Double Sided As part of the Golden Gate National Recreation Area (GGNRA), the Presidio welcomes commercial dog walkers carrying a Commercial Use Authorization for any areas of the park. See GGNRA Commercial Dog Walking requirements and how to apply for a Commercial Use Authorization permit. Sign content can be combined with Pet Management language dependent if the area is Pets on Leash or Pets Under Voice Control.	Pets On Leash At All Times GGNRA Permit Required For Commercial Dog Walkers 36 CFR 1002.6, 1002.15 Pets Under Voice Control GGNRA Permit Required For Commercial Dog Walkers 36 CFR 1001.5, 1002.6 10"X14"

Informational Signs

NOTE: IMAGES SHOWN ARE EXAMPLES — SIGN CONTENT & POSTINGS ARE SITE SPECIFIC, AND DEVELOPED ON A CASE-BY-CASE BASIS.

IMAGES ARE NOT TO SCALE.

INFORMATIONAL WAYSIDE		WASTE SORTING SIGNS	
IW01 PHYTOPHTHORA PEDESTAL The informational wayside informs the public on the spread of the phytophthora pathogen and its harm to Presidio plants and the wildlife that depends on them. IW02 DOG ETIQUETTE PEDESTAL The Dog Etiquette informational wayside signs were developed as part of an effort to provide a more friendly reminder to visitors, pet owners, and commercial dog walkers about the importance of keeping a pet-safe Presidio and stewarding the park through the B.A.R.K. Ranger Code.		WC03 TUNNEL TOPS / OUTPOST MEADOW VINYL DECALS WITH COLOR BACKED LETTERS The customized waste bins at Tunnel Tops and Outpost Meadow utilize vinyl decals with color-backed lettering to clearly distinguish between the three waste streams (landfill, recycling, and compost). This signage system enhances sorting accuracy for visitors in these high-traffic areas. WC04 SECURR BINS / VICTOR STANLEY VINYL DECALS OR ALUMINUM PANELS To clearly distinguish between the waste streams (landfill, recycling, and compost), the Securr waste bins utilize vinyl decals with color-backed lettering and the Victor Stanley bins utilize aluminum panels mounted on the facade of the bins. For both bin types, number of bins and waste stream type is dependent on location.	
PUBLIC ACTIVATION TEMPORARY SIGNS		TEMPORARY ALERT SIGNS	
PA01 NATURAL RESOURCES PA02 PRESIDIO EVENTS & VISITOR ENGAGEMENT PA03 PRESIDIO FORWARD TEMPORARY SIGNS: BANNERS POST SIGNS LAWN STAKES WINDMASTERS A-FRAMES Public activation temporary signs cover a range of topics, projects, arts and events that are communicated in a way to engage the public and activate the space to foster interaction, improve the community's well-being and enhance the perceived value of the public area. These signs are developed in coordination with the Trust's Marketing & Communication, Natural Resources, and Visitor Engagement teams. They are temporary in nature, and strategically placed at key locations to avoid clutter in a national park site.  BANNER ON EXISTING FENCES  BANNER  POST SIGNS  LAWN STAKES  SUMMER STORYWALK  A-FRAMES  WINDMASTER		TA01 PUBLIC SERVICE ANNOUNCEMENTS Single Sided Panels or Windmasters To announce any changes to public services that are location-based or areas reserved for public/private events. TA02 CONSTRUCTION ALERT Single Sided Double Sided To announce any temporary construction activity in the area with information on duration, anticipated noise, disturbance, closures, or activities due to construction. TA03 NATURAL RESOURCES STAKED SIGNS Single-Sided H-Stakes or Single Stakes To provide guidance on staying on trail or staying out of restoration areas or sensitive habitats, depending on circumstances. The temporary nature of the stakes allow the signs to be located where there is a need. Yellow sign panels are utilized for cautionary signs.	

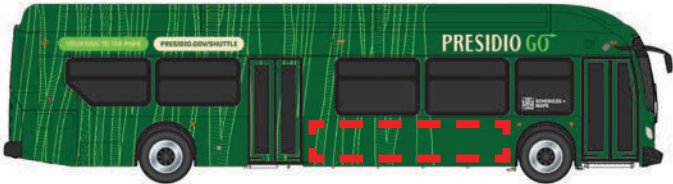
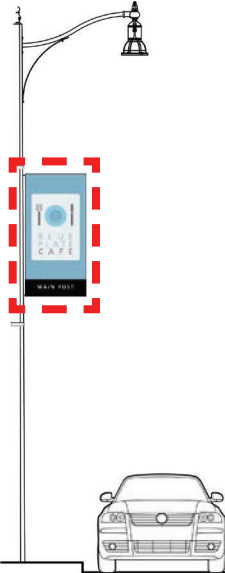
Corporate Sponsorship

FOUNDING PARTNER
\$2M+ PER YEAR, 5+ YEARS

- LOCATIONS:
- Parkwide
 - Tunnel Tops & Outpost
 - Main Post
 - Interior Buildings
 - Halleck Street
 - Ruger Street
 - Letterman
 - Thornburgh
 - Gorgas/East Mason
 - Fort Scott
 - Public Health Service & Presidio Golf Course
 - Cavalry Stables

* FROM CORPORATE SPONSORSHIP +
MARKETING RIGHTS & BENEFITS.

IMAGES ARE NOT TO SCALE.

FOUNDING PARTNER	CONTENT*	QUANTITIES/DURATION*	ADDITIONAL COMPLIANCE CRITERIA
 K104 KIOSK DIGITAL DISPLAY – TRANSIT CENTER	FOUNDING PARTNER RECOGNITION	10 Second loop for each year of the term during op hours.	Left screen displays shuttle real-time arrival/departure information. Utilize the right screen for recognition. For interior digital signs, coordinate with Visitor Engagement Department for use.
 SHUTTLE WRAP [ON DOOR SIDE ONLY]	PARTNER RECOGNITION INCLUSION	1x single bus wrap placement for each year of the term.	For recognition inside of a shuttle, coordinate with Transportation Department for use.
 PD01 TRAILHEAD MAP & ORIENTATION		Up to 2x physical co-branded placements for each year of the term; locations are subject to availability and are first-come-first serve.	Planning & Compliance to review on case-by-case basis. Sponsorship recognition will need to be associated with the trail where the sign is located. Example: THE [TRAIL] IS SUPPORTED BY [COMPANY NAME OR LOGO LOCKUP], AN [DESIGNATION]
 SB05 PRESIDIO USE STREETLIGHT BANNERS	EVENT SPONSORSHIP RECOGNITION	Up to 10 streetpole placements for each year term. See locations for Presidio Use Streetlight Banners in Appendix B – Streetlight Poles Available for Banners . Poles are first-come-first serve and based on availability. Also see Chapter 8 - Temporary Exterior Signs - Presidio Use Streetlight Banners SB05.	Planning & Compliance to review quantities & locations in coordination with other streetlight banners utilized by the Presidio or other tenants. 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.

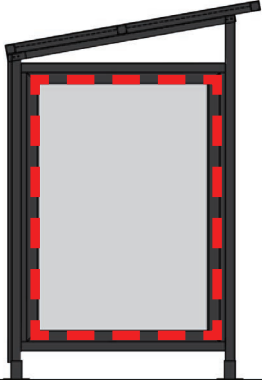
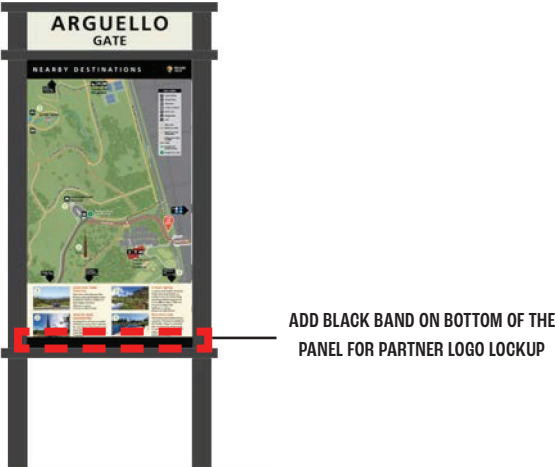
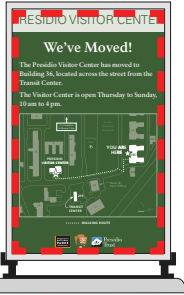
Corporate Sponsorship

-CONTINUE
FOUNDING PARTNER
\$2M+ PER YEAR, 5+ YEARS

- LOCATIONS:**
- Parkwide
 - Tunnel Tops & Outpost
 - Main Post
 - Interior Buildings
 - Halleck Street
 - Ruger Street
 - Letterman
 - Thornburgh
 - Gorgas/East Mason
 - Fort Scott
 - Public Health Service & Presidio Golf Course
 - Cavalry Stables

* FROM CORPORATE SPONSORSHIP +
MARKETING RIGHTS & BENEFITS.

IMAGES ARE NOT TO SCALE.

FOUNDING PARTNER (-CONT.)				
SIGN TYPE*	CONTENT*	QUANTITIES/DURATION*	ADDITIONAL COMPLIANCE CRITERIA	
 BUS SHELTER PANEL	EVENT OR PROGRAM RECOGNITION	Up to 1x physical co-branded bus shelter placement for each year of the term; locations are first-come-first-serve.	Planning & Compliance to review on case-by-case basis with Marketing & Communications team.	
 K103 KIOSK FREESTANDING	PROGRAM/INITIATIVE RECOGNITION	Up to 3x physical co-branded kiosk placements for each year of the term; locations are first-come-first-serve.	Planning & Compliance to review on case-by-case basis. Sponsorship programming will need to be associated with or in the vicinity of where the kiosk sign is located.	
 WM01 WINDMASTERS	CORPORATE PROGRAM/EVENT SIGNAGE	[Outpost & Main Post] Quantities and locations pending sponsor program/event – no more than 5x placements per event/location.	Planning & Compliance to review quantities & locations to ensure that the quantities are appropriate for the size of the site to minimize sign clutter, and placement does not block path of access per code. Allowed only for the duration of the event.	
 TEMPORARY SIDEWALK DECALS	CORPORATE PROGRAM/EVENT SIGNAGE	[Main Post] Quantities and locations pending sponsor program/event – maximum 10x placements per the duration of the event.	Must be slip-resistant. Coordinate with Sign Shop on appropriate material (vinyl or alumigraphics). Allowed only for the duration of the event.	

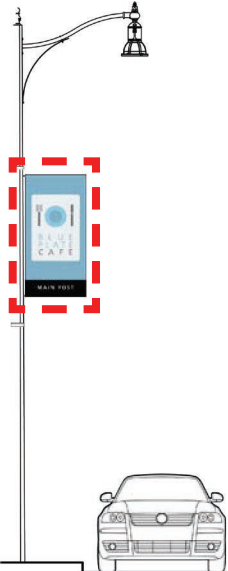
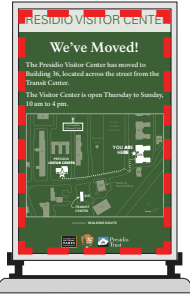
Corporate Sponsorship

OFFICIAL PARTNER
\$1.4M TO \$2M PER YEAR,
2-5 YEARS

LOCATIONS:
Tunnel Tops & Outpost
Main Post

* FROM CORPORATE SPONSORSHIP +
MARKETING RIGHTS & BENEFITS.

IMAGES ARE NOT TO SCALE.

OFFICIAL PARTNER			
SIGN TYPE*	CONTENT*	QUANTITIES/DURATION*	ADDITIONAL COMPLIANCE CRITERIA
 K104 KIOSK DIGITAL DISPLAY – TRANSIT CENTER	FOUNDING PARTNER RECOGNITION	10 Second loop for each year of the term during op hours.	Left screen displays shuttle real-time arrival/departure information. Utilize the right screen for recognition. For interior digital signs, coordinate with Visitor Engagement Department for use.
 SB05 PRESIDIO USE STREETLIGHT BANNERS	EVENT SPONSORSHIP RECOGNITION	Up to 10 streetpole placements for each year term. See locations for Presidio Use Streetlight Banners in Appendix B — Streetlight Poles Available for Banners. Poles are first-come-first serve and based on availability. Also see Chapter 8 - Temporary Exterior Signs - Presidio Use Streetlight Banners SB05.	Planning & Compliance to review quantities & locations in coordination with other streetlight banners utilized by the Presidio or other tenants. 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.
 WM01 WINDMASTERS	CORPORATE PROGRAM/ EVENT SIGNAGE	[Outpost & Main Post] Quantities and locations pending sponsor program/event – no more than 5x placements per event/location	Planning & Compliance to review quantities & locations to ensure that the quantities are appropriate for the size of the site to minimize sign clutter, and placement does not block path of access per code. Allowed only for the duration of the event.
 TEMPORARY SIDEWALK DECALS	CORPORATE PROGRAM/ EVENT SIGNAGE	[Main Post] Quantities and locations pending sponsor program/event – maximum 10x placements per the duration of the event.	Must be slip-resistant. Coordinate with Sign Shop on appropriate material (vinyl or alumigraphics) Allowed only for the duration of the event.

Corporate Sponsorship

PARTNER
UP TO \$1.4M PER YEAR,
12 MONTHS OR LESS

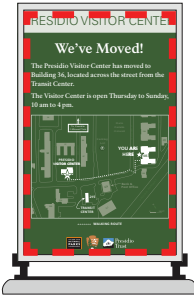
LOCATIONS:
Main Post

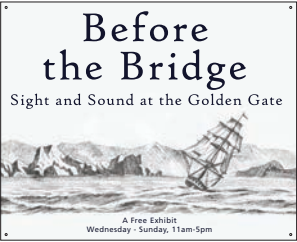
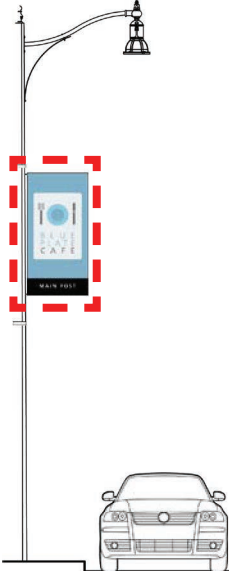
FOUNDING PARTNER + LEASEHOLDER
\$2M+ PER YEAR, 5+ YEARS

IN ADDITION TO COMMERCIAL REAL ESTATE SIGNAGE ALREADY ENTITLED TO COMMERCIAL REAL ESTATE HOLDERS, FOUNDING PARTNERS WHO ADDITIONALLY INVEST IN COMMERCIAL REAL ESTATE LEASES MAY ADDITIONALLY INCORPORATE CORPORATE PARTNERSHIP RECOGNITION WITHIN THE PERIMETER OF THEIR COMMERCIAL SPACE WITH TEMPORARY SIGNAGE ASSETS AND IN WAYS THAT HIGHLIGHT THE PARTNERSHIP, ADD MEANINGFUL VALUE TO THE VISITOR EXPERIENCE, AND FOLLOW TRUST SIGNAGE GUIDELINES. INCREMENTAL SIGNAGE IS SUBJECT TO COMPLIANCE REVIEW AND IS AT THE EXPENSE OF THE CORPORATE PARTNER, AND ALLOWABLE OVER THE LIFE OF THE PARTNERSHIP MARKETING RIGHTS & BENEFITS.

* FROM CORPORATE SPONSORSHIP + MARKETING RIGHTS & BENEFITS.

IMAGES ARE NOT TO SCALE.

PARTNER			
SIGN TYPE*	CONTENT*	QUANTITIES/DURATION*	ADDITIONAL COMPLIANCE CRITERIA
 WM01 WINDMASTERS	CORPORATE PROGRAM/ EVENT SIGNAGE	<i>[Outpost & Main Post] Quantities and locations pending sponsor program/ event – no more than 10x placements per event/location</i>	<i>Planning & Compliance to review quantities & locations to ensure that the quantities are appropriate for the size of the site to minimize sign clutter, and placement does not block path of access per code.</i> <i>Allowed only for the duration of the event.</i>

FOUNDING PARTNER + LEASEHOLDER			
SIGN TYPE*	CONTENT*	QUANTITIES/DURATION*	ADDITIONAL COMPLIANCE CRITERIA
 SB01 TEMPORARY BANNER			<i>No more than 2 banners total per building (including other tenants' banners) and within proximity to leaseholder's building location. Planning & Compliance to review on a case-by-case basis.</i>
 PARKING LOT STREETPOLE BANNERS			<i>Applicable only for leaseholder's building parking location.Planning & Compliance to review on a case-by-case basis.</i>

Tenant Identification

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

IMAGES ARE NOT TO SCALE.

BUILDING ID		
TI01 TI02	LARGE FREESTANDING BUILDING ID	
	SMALL FREESTANDING BUILDING ID	
SINGLE SIDED DOUBLE SIDED		
Every non-residential building will have either one large or one small freestanding building ID sign, dependent on building size. 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. The freestanding sign will be located near the building's main entrance.		
		T101 LARGE FREESTANDING BUILDING ID
		T102 SMALL FREESTANDING BUILDING ID

TENANT ID		
TI03 TL01-TL03	OFFICE TENANT ID	
	TENANT LOGO ID	
Only public-serving tenants may put logos on their signs. Office tenants may use their business name only.		
TI04 TI05 SB01-SB03	EYEBROW LOGO ID	
	BLADE SIGN	
TENANT RESERVED STREETLIGHT BANNERS		
Permitted for major public-serving tenants based on building elements.		
		T103 OFFICE TENANT ID
		TL01 TENANT LOGO ID*
		TL02 CRISSY FIELD TENANT LOGO ID*
		TL03 WAREHOUSE TENANT LOGO ID*
		TL04 EYEBROW LOGO ID*
		TL04 WAREHOUSE EYEBROW LOGO ID*
		TL05 BLADE SIGN*
		SB01 TENANT RESERVED
		SB02 CRISSY FIELD & GORGAS
		SB03 PEDESTRIAN-SCALE

MULTI-TENANT WAYFINDING		
TW01	FREESTANDING TENANT WAYFINDING	
SINGLE SIDED DOUBLE SIDED		
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. Due to space constraints on the sign, tenant names is on case-by-case basis, with preference given to public-serving tenants.		
TW02	TENANT DIRECTORY MAP	
Map panel with a directory of tenants for a building complex. Generally placed at major entry points to the site.		
TD01-TD05	WALL-MOUNTED DIRECTIONAL	
Permitted only as needed in cases where main entry doors are not visible from a public thoroughfare.		
		TD01 LARGE DIRECTIONAL
		TD02 SMALL DIRECTIONAL
		TD03 LARGE CRISSY FIELD DIRECTIONAL
		TD04 MEDIUM CRISSY FIELD DIRECTIONAL
		TD05 SMALL CRISSY FIELD DIRECTIONAL

BUILDING NUMBER		
BN01-BN05	BUILDING NUMBER SIGN	
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, all buildings, new and existing, shall be identified by an address. The size of building address numbers shall be as follows:		
		BN01 LARGE
		BN02 SMALL
		BN03 36'-50' FROM STREET
		BN04 50'-100' FROM STREET
		BN05 LARGE CRISSY FIELD
		BN06 MEDIUM CRISSY FIELD
		BN07 SMALL CRISSY FIELD

Temporary Exterior Signs

*MAXIMUM TOTAL NUMBER OF TEMPORARY SIGNS ALLOWED PER BUILDING: 2 SIGNS

**STREETLIGHT BANNERS COULD CAUSE AN CUMULATIVE EFFECT ON THE NATIONAL HISTORIC LANDMARK DISTRICT IF LARGE QUANTITIES ARE INSTALLED WITHIN A CERTAIN PERIOD OF TIME. PLANNING & COMPLIANCE WILL BE CONSCIENTIOUS OF THE QUANTITY OF BANNERS AT ANY GIVEN TIME AND LOCATION IN THE PARK. APPROVALS, DETERMINATIONS AND LIMITATIONS WILL BE MADE DEPENDENT ON THE DENSITY OF SIGNAGE IN THE VICINITY.

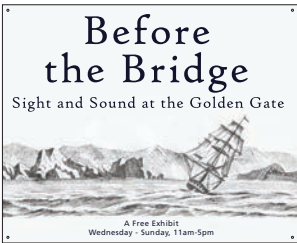
SEE WRITTEN DESCRIPTION IN [CHAPTER 8 - TEMPORARY EXTERIOR SIGNS](#) FOR MORE INFORMATION.

IMAGES ARE NOT TO SCALE.

EVENT BANNERS

TB01 BUILDING-MOUNTED BANNERS*
TB02 FENCE-MOUNTED BANNERS

Temporary banners are allowed for special events, exhibitions, or programs, with the following criteria:
- Maximum of one per tenant and two per building
- May be installed no more than 30 days before the commencement of the event and must be removed within 10 days of the end of the 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.



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.



STREETLIGHT BANNERS**

See [Appendix B: Streetpoles Available for Banners](#) for banner size and locations. Planning & Compliance to review quantities & locations in coordination with other streetlight banners utilized by the Presidio or other tenants.

SB04 TENANT LEASABLE STREETLIGHT BANNERS

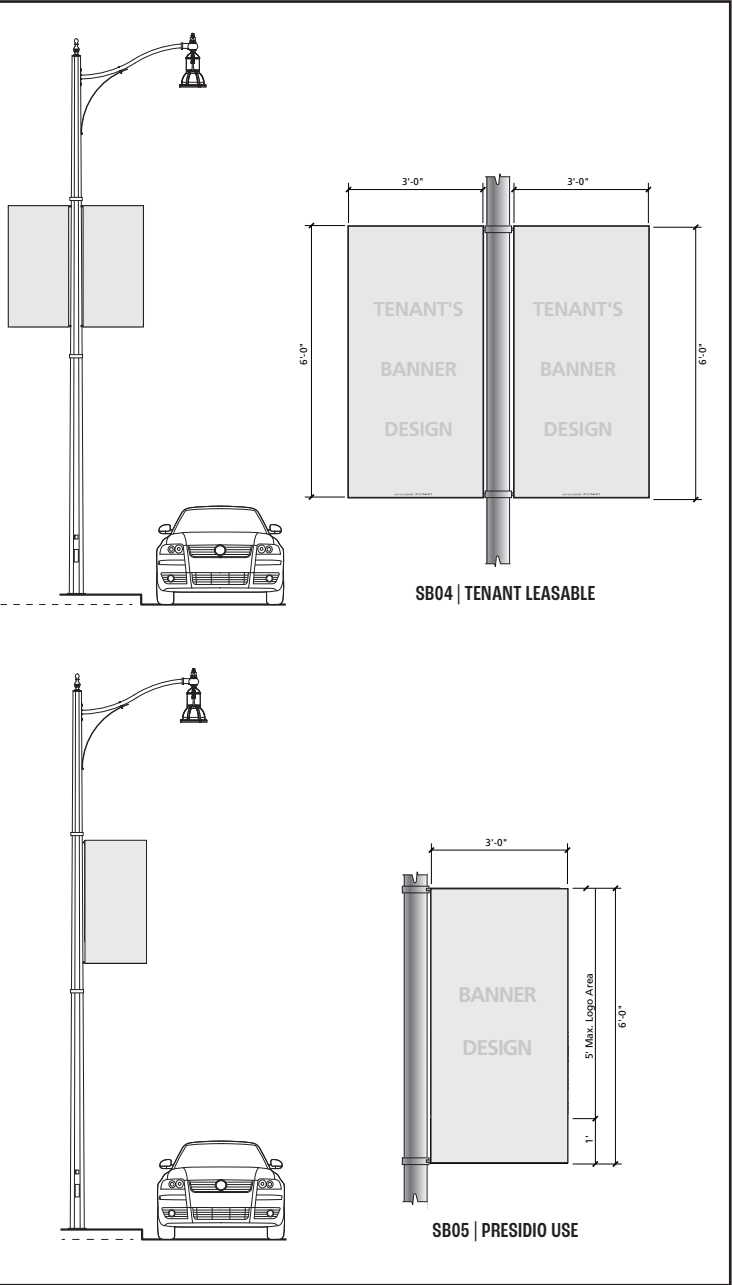
2 PANELS - DOUBLE SIDED

Certain streetlight poles in 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. Tenants wishing to lease streetlight poles for banners must obtain permission from the Presidio Trust with remittance of leasing fees. Permission must be sought for each special program for which a banner is desired.
- 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.
- Streetlight poles may not be leased singly but must be leased in blocks.
- Tenants will be charged a fee in exchange for the use of each streetlight poles they wish to use.
- For the leasable streetlight poles not in use, Presidio Trust has the right to utilize those poles for Presidio use -- such as campaigns, sponsorship and Presidio events.

SB05 PRESIDIO USE STREETLIGHT BANNERS

1 PANEL - DOUBLE SIDED

Certain streetlight poles in the Presidio may be used for Presidio campaigns such as Presidio Forward, Visitor Engagement events, or corporate sponsorship partnerships (see [Chapter 6 - Corporate Sponsorship](#)).
- 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.

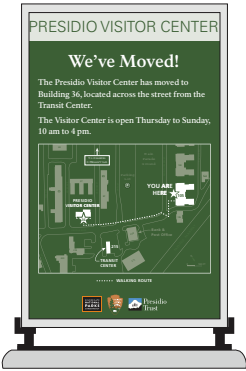


WINDMASTERS

WM01 WINDMASTER

DOUBLE-SIDED

These signs are allowed in special cases where fixed signs do not provide enough direction to visitors to be able to find an establishment.
- Typically one windmaster is allowed per tenant.
- 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 and bus drop-off areas, obscure motorists views at intersections, or interfere with lawn or landscape maintenance.
See written description in [Chapter 8 - Temporary Exterior Signs](#) for more information.



CONSTRUCTION SIGNS

CS01 CONSTRUCTION SIGNS

MOUNTED ON EXISTING CONSTRUCTION FENCES

Temporary signs identifying 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".
- Should not be advertisements for the parties engaged in the project.
- May be attached to any approved temporary fencing which may exist on site during construction.
- Signs are not to be lighted.
- Sign installation may commence no earlier than initial mobilization date and end with receipt of initial occupancy certificate.
See written description in [Chapter 8 - Temporary Exterior Signs](#) for more information.



COMMERCIAL LEASING SIGNS

CL01 TEMPORARY BANNER
CL02 SHUTTLE ADS
CL03 EXISTING FREESTANDING BUILDING ID
CL04 MULTI-TENANT PEDESTAL SIGN

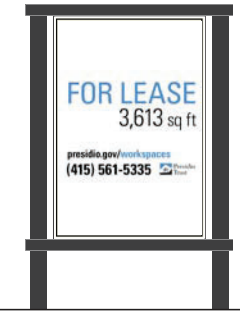
For initial establishment of rehabilitated buildings for lease and turnover leases. See written description in [Chapter 8 - Temporary Exterior Signs](#) for more information.



CL01 | TEMPORARY BANNER



CL02 | SHUTTLE ADS



CL03 | EXISTING FREESTANDING BUILDING ID



CL04 | MULTI-TENANT PEDESTAL SIGN

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The left side of the image features several vertical stripes of varying widths. Each stripe contains a different pattern: some have wavy lines, others have zig-zags, some have small circles, and others have horizontal or diagonal lines. The stripes are colored in shades of blue, green, and yellow.

03 Directional Signs

Directional Signs

VEHICULAR WAYFINDING

- Vehicular Directional Signs* **VH01**
- Residential Area & Neighborhood ID* **RA01**
- Street Name Signs* **ST01**
- Gateway Signs*
 - Gateway Monument **GW01**
 - Gateway Shield **GW02-GW07**
- Parking Lot Signs*
 - Parking ID **VP01**
 - Parking ID Directional **VP02**

PEDESTRIAN WAYFINDING

- Informational Kiosk*
 - Kiosk 1- or 2-sided **KI03**
 - Kiosk Digital Display [Wall-Mounted] **KI04**
- Fingerpost Signs* **FP01**
- Trail Signs*
 - Trailhead Map & Orientation **PD01**
 - Trail Orientation Map **PD02**
 - Trail Directional **PD03**
 - Trail Blaze **PD04**

BICYCLIST WAYFINDING

- Bike Guide Signs*
 - Decision **BG01**
 - Confirmation **BG02**
 - Turn **BG03**
 - Bike Route **BG04**

TRANSIT SIGNAGE

- Bus Stop Post **TN01-TN04**
- Bus Shelter Panel
- Transit Stickers **TN05-TN06**

Directional Signs include vehicular, bicyclist, pedestrian and transit wayfinding signs. These signs direct visitors to the major public-serving destinations in the park. 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.

VEHICULAR WAYFINDING

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

Vehicular Directional Signs **VH01**
Due to the size constraints that limit the amount of information, these signs are simple and shall only contain major destinations within the park. The signs shall be located at or prior to key decision-making points on primary circulation roads.

Per [MUTCD Section 2D.55](#),community wayfinding signs are permitted only on conventional roads. All roads in the Presidio are conventional roads with speed limits below 25 mph. These signs direct visitors to local destinations within the park and comply with MUTCD guidelines for placement, spacing, and mounting.

All messages, borders, legends, and backgrounds of community wayfinding guide signs and any identification markers shall be retroreflective (see [MUTCD Sections 2A.21 and 2A.22](#)).

The Type D directional arrow may be used on post-mounted guide signs on conventional roads with lower operating speeds if the height of the text on the sign is 8 inches or less. Arrow justification will match the design of D1 signs in [MUTCD Section 2D.36](#).

Destination names allowed on the vehicular signs have been adopted based on criteria outlined in the internal Trust’s ***Memo Destinations on Vehicular Signs***.

Residential Area & Neighborhood ID **RA01**
For identifying and marking entry into a residential neighborhood or identifying a complex of buildings.

Street Name Signs **ST01**
See [MUTCD Section 2D.45 -- D3-1](#) Street Name sign. For Main Post core area, Special District Street Name signs with black panels will be phased out.

Gateway Signs
The Presidio has 2 gateway sign types marking major entrances to the park:

Gateway Monument **GW01**
Gateway monuments are sited at major vehicular entry points into the park. These include a welcoming message and partnership agency logos.

Gateway Shield **GW02-GW07**
Gateway shields are pedestrian-scaled with sizes based on site conditions: 15 inches, 16 inches, 20 inches, 24 inches, 28 inches. Rectangle-shaped shields are for non-historic entrances (to be phased out).

Parking Lot Signs
Parking lot signs identify and direct visitors to major parking lots in the vicinity and comply with [MUTCD](#) guidelines for retroreflectivity, fonts and arrows.

- Parking ID** **VP01** For major lot identification.
- Parking ID Directional** **VP02** For directing to nearby major lots.

PEDESTRIAN WAYFINDING

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

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.

Kiosk Freestanding **KI03**
The kiosk displays a zoomed-in vicinity map showing trail connections and local destinations within a 5-10 minute walk. For sites that can accommodate 2-sided kiosks, the second panel provides an overall Presidio-wide map with transit lines and key destinations highlighted.

Kiosk Digital Display [Wall-Mounted] **KI04**
For key visitor areas that need real time transit data such as transit centers.

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.

Trail Signs
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.

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.

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.

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 pet management.

BICYCLIST WAYFINDING

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. All messages, borders, legends, and backgrounds of community wayfinding guide signs and any identification markers shall be retroreflective and comply with [MUTCD Section 9D.01](#).

Decision **BG01**
Marks the junction of two or more bikeways. Informs bicyclists of the designated bike route to access key destinations (MUTCD D1-3c).

Confirmation **BG02**
Indicates to bicyclists that they are on a designated bikeway. Alerts motorists to be aware of the bicycle route (MUTCD D2-3a).

Turn **BG03**
Indicates where a bikeway turns from one street onto another street. Can be used with pavement markings.

Bike Route **BG04**
Provided along designated bicycle routes to inform bicyclists of bicycle route direction changes and to confirm route direction, distance, and destination (MUTCD D11-1).

PUBLIC 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 shuttle stops, which includes:

Bus Stop Post **TN01**
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 sign is a vertical post with clear shuttle/route markings as well as a panel that includes additional information such as schedules.

Bus Shelter Panel
There is a small number of bus shelters in the Presidio. They provide opportunities for visitor-oriented signage such as those found on the informational kiosks or Presidio events for Presidio use. Content and designs are managed by the Marketing & Communications team.

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.

Vehicular Wayfinding

IMAGES ARE NOT TO SCALE.

VEHICULAR	
VH01VEHICULAR DIRECTIONAL SIGNS SINGLE SIDED DOUBLE SIDED Vehicular Directional Signs to comply with MUTCD Section 2D.45 — Community Wayfinding 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 on primary circulation roads.	
RA01RESIDENTIAL AREA & NEIGHBORHOOD ID SINGLE SIDED DOUBLE SIDED For identifying and marking entry into a residential neighborhood or identifying a complex of buildings.	
STREET NAME SIGNS ST01STREET NAME See MUTCD Section 2D.45 -- D3-1 Street Name sign.	
GATEWAY SIGNS	
GW01GATEWAY MONUMENT Gateway monuments are sited at major vehicular entry points into the park. GW02GATEWAY SHIELD 15" GW03GATEWAY SHIELD 16" GW04GATEWAY SHIELD 20" GW05GATEWAY SHIELD 24" GW06GATEWAY SHIELD 28" GW07GATEWAY RECTANGLE SHIELD Gateway shields are pedestrian-scaled with sizes based on site conditions; rectangle-shaped shields are for non-historic entrances (to be phased out).	
PARKING LOT SIGNS	
VP01PARKING ID For major lot identification. VP02PARKING ID DIRECTIONAL For directing to nearby major lots. SINGLE SIDED DOUBLE SIDED	

Pedestrian Wayfinding

IMAGES ARE NOT TO SCALE.

INFORMATIONAL KIOSK	
KIO03 KIOSK FREESTANDING SINGLE SIDED DOUBLE SIDED The kiosk displays a zoomed-in vicinity map showing trail connections and local destinations within a 5-10 minute walk. For sites that can accommodate 2-sided kiosks, the second panel provides an overall Presidio-wide map with transit lines and key destinations highlighted.	
KIO04 KIOSK DIGITAL DISPLAY WALL-MOUNTED For key visitor areas that need real time transit data such as transit centers.	
FINGERPOST SIGNS	
FP01 FINGERPOST 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.	

TRAIL SIGNS	
PD01 TRAILHEAD MAP & ORIENTATION SINGLE SIDED 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.	
PD02 TRAIL ORIENTATION MAP SINGLE SIDED 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.	
PD03 TRAIL DIRECTIONAL For wayfinding along a trail. The sign identifies the trail's name, and includes directional wayfinding for nearby destinations with distances and times.	
PD04 TRAIL BLAZE 1-4 SIDED 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 pet management.	

Bicyclist Wayfinding

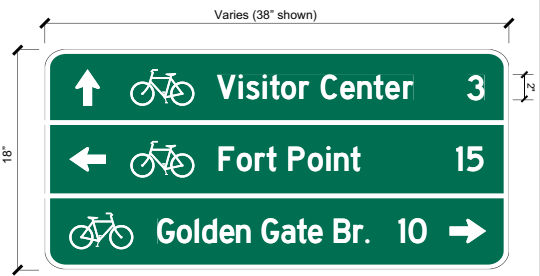
IMAGES ARE NOT TO SCALE.

BIKE GUIDE SIGNS

BG01 DECISION

MUTCD D1-3c Bicycle Destination and Distance (3 Lines)

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

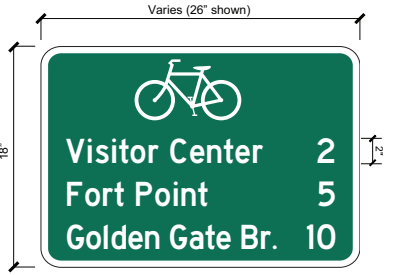


BG01 | DECISION

BG02 CONFIRMATION

MUTCD D2-3a Bike Route Destinationation and Distance (3 Lines)

Indicates to bicyclists that they are on a designated bikeway. Alerts motorists to be aware of the bicycle routee.



BG02 | CONFIRMATION

BG03 TURN

MUTCD D1-1b Bicycle Destination

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

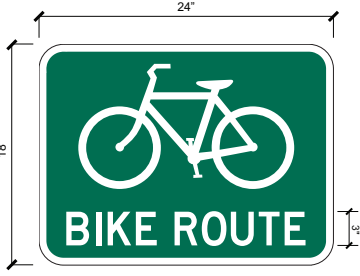


BG03 | TURN

BG04 BIKE ROUTE

MUTCD D11-1 Bike Route Destinationation and Distance (3 Lines)

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



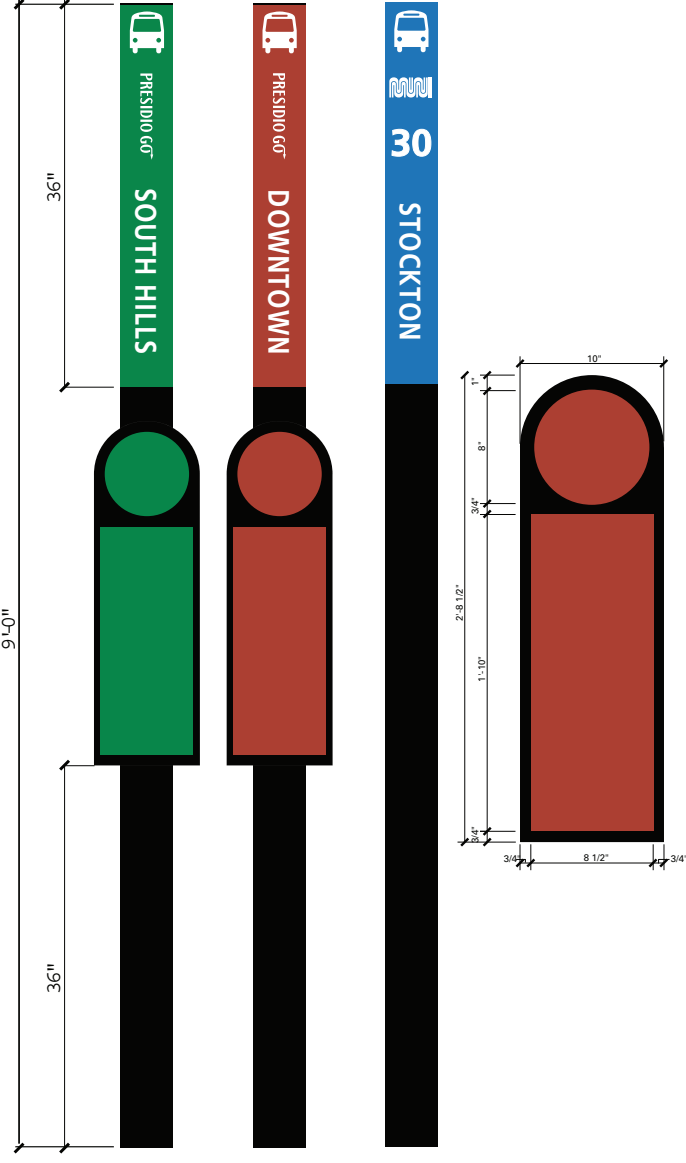
BG04 | BIKE ROUTE

Public Transit Signage

PRESIDIO GO & MUNI

TN01 BUS STOP POST

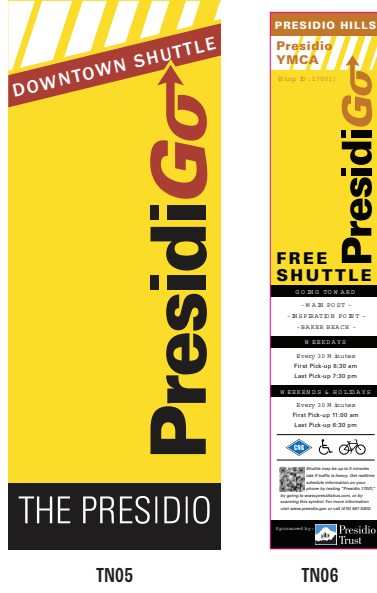
For major stops that can accommodate a waiting area for transit riders, and may sometimes have other amenities such as trash bins and benches. The bus stop sign is a vertical post with clear shuttle/route markings as well as a panel that includes additional information such as schedule.



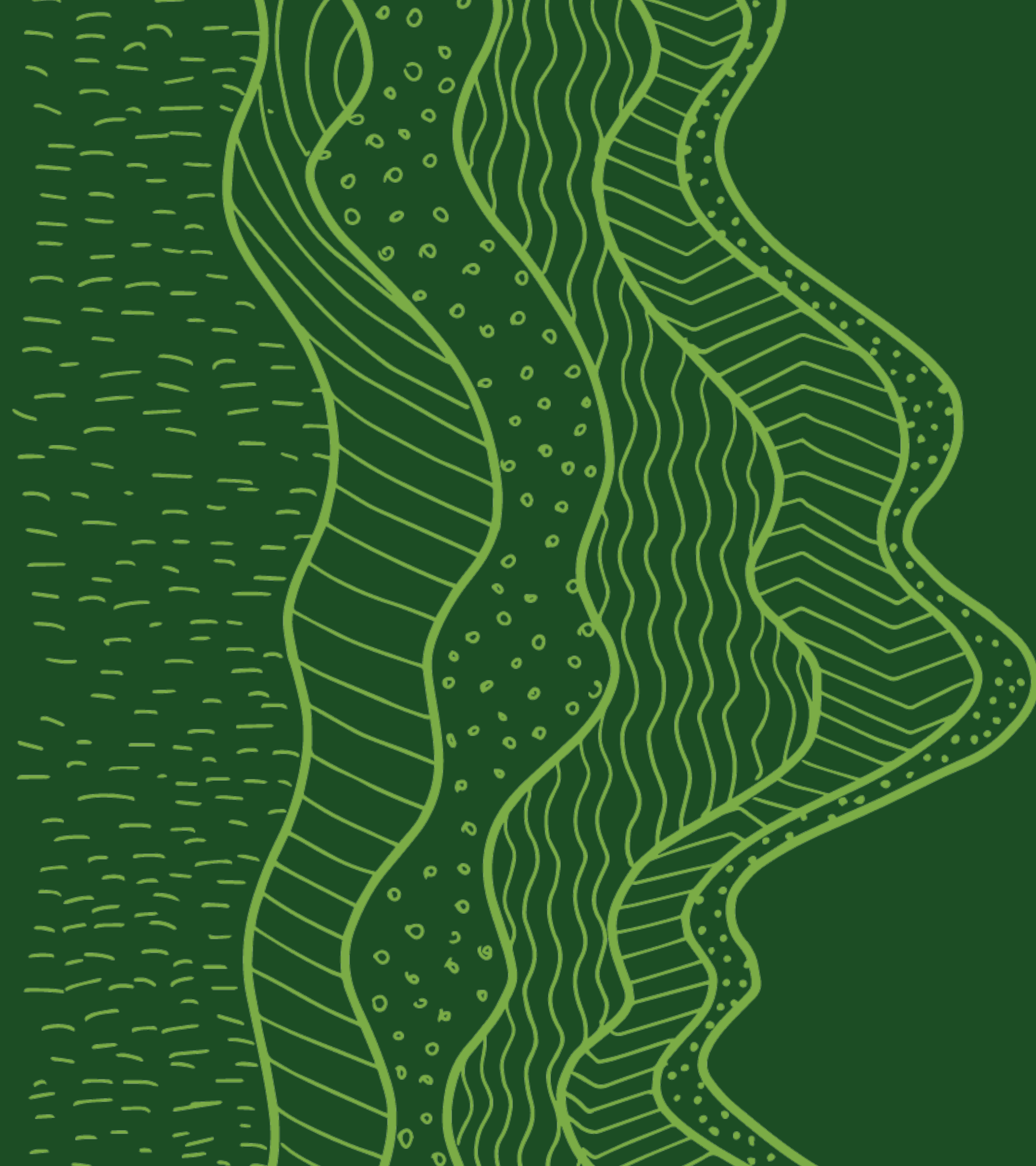
TN05 TRANSIT STICKER

TN06 TRANSIT STICKER

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



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04 Regulatory Etiquette

Regulatory Etiquette Signs

PARK ETIQUETTE

- Main Etiquette* **PE01**
- Picnic Etiquette* **PE02**
- Lawn Etiquette* **PE03**
- Food Area Etiquette* **PE04**

TRAIL ETIQUETTE

- Trail Signs - Bottom Headers* **PD02 & PD03**
- Trail Blaze* **PD04**
- Bicycle Designation* **TE01**
- Safety* **TE02**

NATURAL RESOURCES

- Do Not Feed Wildlife* **NR01**
- Do Not Feed the Birds* **NR01**
- Sensitive Habitat* **NR02**
- Natural Area Specific Etiquette* **NR03**
- Temporary Alerts Windmaster* **NR04**

WASTE CONTROL

- Residential Trash Enclosures* **WC01**
- Commercial Trash Enclosures* **WC02**

PET MANAGEMENT

- No Pets* **PM01**
- Pets Under Voice Control* **PM02**
- Pets on Leash* **PM03**
- Commercial Dog Walkers* **PM04**

Presidio Trust's Compendium (*Compendium*) is a document that summarizes Presidio's specific rules implemented under the Code of Federal Regulations (CFR). Regulatory etiquette signs were developed as part of the implementation of the Compendium and to enforce the provision of the regulations. The purpose of regulatory etiquette signs is to inform the public and avoid conflict among visitor uses, and enhance health and safety and resource protection. This section outlines regulatory etiquette sign types associated with certain topics that are derived from the Compendium. Regulatory etiquette signs are developed on a case-by-case depending on locations and situations.

PARK ETIQUETTE

These signs are intended to inform park visitors general rules of the park at highly visited areas such as Tunnel Tops and Outpost Meadow. In order to increase legibility and not overwhelm visitors will all the park rules, only 3-4 rules will be listed on each sign based on locations and situations.

Main Etiquette (36 CFR 1001.5, 1002.15, 1002.20, 1002.21, 1004.30) **PE01**
Located at entry points to an area, main pedestrian thoroughfares, or on existing Mutt Mitts:
- *Pets on leash at all times*
- *Walk bicycles, scooters and skateboards*
- *No smoking*

Picnic Etiquette (36 CFR 1001.5, 1002.13, 1002.15, 1002.21) **PE02**
Located at designated picnic sites:
- *Pets on leash at all times*
- *No smoking*
- *No balloons*
- *No personal grills*
If the picnic site is not reservable, swap out No balloons to:
- *No private parties or events*

Lawn Etiquette (36 CFR 1001.5, 1002.15, 1002.20, 1004.30) **PE03**
Located at lawns:
- *Pets on leash at all times*
- *Walk bicycles, scooters and skateboards*
- *No tents and staking on lawn*

Food Area Etiquette (36 CFR 1002.20) **PE04**
At the Presidio Pop Up areas or restaurants with outdoor dining:
- *Do not feed wildlife*
- *Place waste securely in bins*
- *Leave no trace, leave no waste*

TRAIL ETIQUETTE

As part of the pedestrian wayfinding signs, Presidio's trail signs also has a section, typically a bottom header, to display general rules along the trail as it pertains to trail classification, conditions, and users—mainly address access (pedestrians and bicyclists) and pet management.

Trail Signs - Bottom Headers **PD02 & PD03**
The following are the various messaging placed on the bottom header of the trail sign, dependent on the trail designation and restrictions:
- *Pets on Leash at All Times* (36 CFR 1002.15)
- *Pets Under Voice Control in Designated Areas* (36 CFR 1001.5)
- *Pets on Leash Beyond this Point ->* (36 CFR 1002.15)
- *Multi-use Trail: Use Caution* (36 CFR 1001.5)
- *Bicycles in Designated Sections Only* (36 CFR 1001.5, 1004.30)
- *No Bicycles on this Trail Segment* (36 CFR 1001.5, 1004.30)
- *Bicycles Use Road in this Trail Segment* (36 CFR 1001.5, 1004.30)
- *Steep Grades. No Bicycles on this Trail Segment* (36 CFR 1001.5, 1004.30)
- *Stairs Ahead. No Bicycles on this Trail Segment* (36 CFR 1001.5, 1004.30)

Trail Blaze (36 CFR 1002.15, 1001.5) **PD04**
For existing trail blaze signs that have a blank side to accommodate a blaze sign panel:
- *Pets Under Voice Control* (36 CFR 1001.5)
- *Pets on Leash* (36 CFR 1002.15)

Bicycle Designation (36 CFR 1001.5) **TE01**
To designate trails where bicycles are and are not allowed.
- *Bicycles* (36 CFR 1001.5)
- *No Bicycles* (36 CFR 1001.5)

Safety (36 CFR 1001.5) **TE02**
For trails with hazardous conditions such as steep slopes.
- *Stay on Trails for Your Safety* (36 CFR 1001.5)

NATURAL RESOURCES

Feeding of wildlife, including birds, is prohibited by federal regulation.

Do Not Feed Wildlife (36 CFR 1002.2) **NR01**
Do Not Feed The Birds (36 CFR 1002.2)
Generally in areas where wildlife are visibly present such as picnic sites, or in areas where birds are known to forage such as outdoor dining areas.

Sensitive Habitat (36 CFR 1001.5) **NR02**
For sensitive habitats and restoration areas:
- *Sensitive Habitat Stay on Trails* (36 CFR 1001.5)
- *Public Use Prohibited & No Fishing* (36 CFR 1001.5, 1002.3, 1002.1)
- *Restoration In Progress; Stay on Trail & Pets on Leash at All Times* (36 CFR 1002.15)

Natural Area Specific Etiquette **NR03**
Etiquette customized to specific natural areas to protect wildlife and native habitats:
- Mountain Lake
[more to be developed as needs arise]

Temporary Alerts Windmaster (36 CFR 1001.5) **NR04**
For dog alerts or annual trail closures due to seasonal coyote movements or dangerous trail conditions, temporary windmasters are used for ease of mobility to address hazards immediately. See [Compendium](#) for areas closed to all pets during coyote pupping season or at other time when aggressive coyote behavior is observed.

WASTE CONTROL

Residential Trash Enclosures (36 CFR 1001.5, 1002.14) **WC01**
Sited at trash enclosures in residential areas.
- Sort compost and recycling.
- Protect wildlife. Keep lids tightly closed.
- Schedule bulky item pick-up. No dumping.

Commercial Trash Enclosures (36 CFR 1002.14) **WC02**
Sited at trash enclosures adjacent to commercial buildings.
- No dumping.

PET MANAGEMENT

These signs are intended to designate areas that are closed to pets, areas that allows voice-control and areas that require pets to be on-leash.

No Pets (36 CFR 1002.15) **PM01**
See [Compendium](#) for areas closed to pets, which includes ball fields, playgrounds, golf course and restaurants. Signs will be posted at entrances to note where pets are prohibited.

Pets Under Voice Control (36 CFR 1001.5) **PM02**
See [Compendium](#) for areas allowing pets under voice control, specifically West Pacific Avenue area. Voice control means dogs are within earshot and eyesight of their owner/handler and respond immediately to commands to return to leash when called.

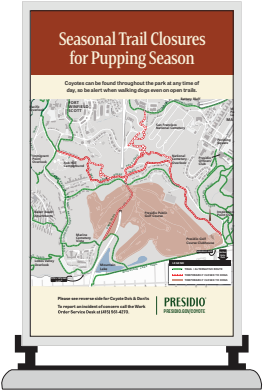
Pets on Leash (36 CFR 1002.15) **PM03**
In all other areas where pets are allowed (outside of the Voice Control area), the federal regulation requires pets to be on-leash.

Commercial Dog Walkers (36 CFR 1002.6) **PM04**
As part of the Golden Gate National Recreation Area (GGNRA), the Presidio welcomes commercial dog walkers carrying a Commercial Use Authorization for any areas of the park. See [GGNRA Commercial Dog Walking](#) requirements and how to apply for a Commercial Use Authorization permit. Sign content can be combined with Pet Management language dependent if the area is Pets on Leash or Pets Under Voice Control.

Regulatory
Etiquette
Signs

NOTE: IMAGES SHOWN ARE EXAMPLES
— SIGN CONTENT & POSTINGS ARE SITE
SPECIFIC, AND DEVELOPED ON A CASE-
BY-CASE BASIS.

IMAGES ARE NOT TO SCALE.

NATURAL RESOURCES	
NR01 DO NOT FEED WILDLIFE DO NOT FEED THE BIRDS POST-MOUNTED SINGLE SIDED Generally in areas where wildlife are visibly present such as picnic sites, or in areas where birds are known to forage such as outdoor dining areas.	 8"X12"
NR02 SENSITIVE HABITAT POST-MOUNTED SINGLE SIDED For sensitive habitats and restoration areas: - Sensitive Habitat Stay on Trails - Public Use Prohibited & No Fishing - Restoration In Progress; Stay on Trail & Pets on Leash at All Times	 10"X14"
NR03 NATURAL AREA SPECIFIC ETIQUETTE POST-MOUNTED SINGLE SIDED Etiquette customized to specific natural areas to protect wildlife and native habitats. - Mountain Lake [more to be developed as needs arise]	 16"X20"
WM01 TEMPORARY ALERTS WINDMASTER DOUBLE SIDED For dog alerts or annual trail closures due to seasonal coyote movements or dangerous trail conditions, temporary windmasters are used for ease of mobility to address hazards immediately. See Compendium for areas closed to all pets during coyote pupping season or at other time when aggressive coyote behavior is observed.	 WINDMASTER
WASTE CONTROL	
WC01 RESIDENTIAL TRASH ENCLOSURES Sited at trash enclosures in residential areas. - Sort compost and recycling. - Protect wildlife. Keep lids tightly closed. - Schedule bulky item pick-up. No dumping.	 WC01 16"X24"
WC02 COMMERCIAL TRASH ENCLOSURES Sited at trash enclosures adjacent to commercial buildings. - No dumping.	 WC02 12"X18"

PET MANAGEMENT	
PM01 NO PETS Single Sided Double Sided See Compendium for areas closed to pets, which includes ball fields, playgrounds, golf course and restaurants. Signs will be posted at entrances to note where pets are prohibited.	 8"X12" AND 10"X14"
PM02 VOICE CONTROL Single Sided Double Sided See Compendium for areas allowing pets under voice control, specifically West Pacific Avenue area. Voice control means dogs are within earshot and eyesight of their owner/handler and respond immediately to commands to return to leash when called.	  10"X14"
PM03 PETS ON LEASH Single Sided Double Sided In all other areas where pets are allowed (outside of the Voice Control area), the federal regulation requires pets to be on-leash.	  8"X12" AND 10"X14"
PM04 COMMERCIAL DOG WALKERS Single Sided Double Sided As part of the Golden Gate National Recreation Area (GGNRA), the Presidio welcomes commercial dog walkers carrying a Commercial Use Authorization for any areas of the park. See GGNRA Commercial Dog Walking requirements and how to apply for a Commercial Use Authorization permit. Sign content can be combined with Pet Management language dependent if the area is Pets on Leash or Pets Under Voice Control.	 10"X14"

05 Informational Signs



Informational Signs

INFORMATIONAL WAYSIDE

Phytophthora IW01

Dog Etiquette IW02

PUBLIC ACTIVATION TEMPORARY SIGNS

Natural Resources PA01

Presidio Events & Visitor Engagement PA02

Presidio Forward PA03

WASTE SORTING SIGNS

Tunnel Tops / Outpost Meadow WC03

Securr Bins / Victory Stanely WC04

TEMPORARY ALERT SIGNS

Public Service Announcements TA01

Construction Alert TA02

Natural Resources Staked Signs TA03



Informational signs are an opportunity to provide more in-depth information on specific topics that relate to a site, either as a permanent feature, or a seasonal/temporary nature based on duration of a specific event or project. They also help showcase any public activation programs.

INFORMATIONAL WAYSIDE

The informational wayside was created as a supplement to the regulatory etiquette signs and tailored to selective rules and regulations of the park in a proactive, visitor-friendly approach. The objective is to engage visitors to learn more about becoming responsible stewards of the park. Selective topics will continue to be developed as needed; currently the park has informational waysides for:

Phytophthora IW01

The informational wayside sign type was first piloted back in 2017 to inform the public on the spread of the phytophthora pathogen and its harm to Presidio plants and the wildlife that depends on them. The sign has been well-received and also provides a boot cleaner to help demonstrate how visitors can help steward the park.

Dog Etiquette IW02

The Dog Etiquette informational wayside signs were developed as part of an effort to provide a more friendly reminder to visitors, pet owners, and commercial dog walkers about the importance of keeping a pet-safe Presidio and stewarding the park through the B.A.R.K. Ranger Code.

PUBLIC ACTIVATION TEMPORARY SIGNS

Public activation temporary signs cover a range of topics, projects, arts and events that are communicated in a way to engage the public and activate the space to foster interaction, improve the community's well-being and enhance the perceived value of the public area. These signs are developed in coordination with the Trust's Marketing & Communication, Natural Resources, and Visitor Engagement teams. They are temporary in nature, and strategically placed at key locations to avoid clutter in a national park site.

Natural Resources PA01

The Presidio's Natural Resources team leads native habitat restoration projects, collaborates on programs that reintroduce native or surrogate species, and promotes wildlife/coyote awareness. These signs are placed at ongoing restoration/reintroduction areas to provide opportunities for visitors to learn about Presidio's unique ecosystem of plants and wildlife.

Presidio Events & Visitor Engagement PA02

The Presidio partners with the public to make the park a welcoming space for everyone by activating through programs and events. Examples of temporary signage include the annual Summer StoryWalks sign panels on remnant stumps, banners honoring the Ancestral Futurism Public Art, and windmasters showcasing the superbloom ground murals.

Presidio Forward PA03

These illustrative banners are located on existing construction fences of capital projects to provide information to the general public about long planned projects that the Presidio will complete over the next few years to the park's infrastructure, open spaces, and historic buildings. The purpose of these signs is to convey to the community that any temporary inconvenience is only generated for a more beautiful and welcoming Presidio that is resilient for generations to come.

WASTE SORTING SIGNS

To optimize sorting success and meet the agency's zero waste efforts, signage and effective messaging were developed to be added on existing and new waste bins.

Tunnel Tops / Outpost Meadow WC03

The customized waste bins at Tunnel Tops and Outpost Meadow utilize vinyl decals with color-backed lettering to clearly distinguish between the three waste streams (landfill, recycling, and compost). This signage system enhances sorting accuracy for visitors in these high-traffic areas.

Securr Bins / Victor Stanley WC04

To clearly distinguish between the waste streams (landfill, recycling, and compost), the Securr waste bins utilize vinyl decals with color-backed lettering and the Victor Stanley bins utilize aluminum panels mounted on the facade of the bins. For both bin types, number of bins and waste stream type is dependent on location.

TEMPORARY ALERT SIGNS

Temporary alert signs are developed on a need-basis in coordination with the Trust's Marketing & Communication, Planning & Compliance, Capital Projects and Natural Resources teams. They must be placed for maximum visibility, be clearly visible, securely mounted, and made of appropriate materials. They should also be promptly removed or covered when the alert is no longer valid. The signs must not imitate or look like official traffic signs, signals, or devices.

Public Service Announcements TA01

To announce any changes to public services that are location-based or areas reserved for public/private events.

Construction Alert TA02

To announce any temporary construction activity in the area with information on duration, anticipated noise, disturbance, closures, or activities due to construction.

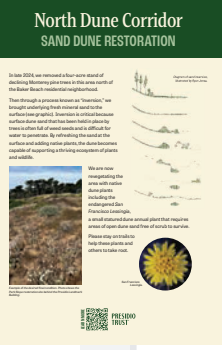
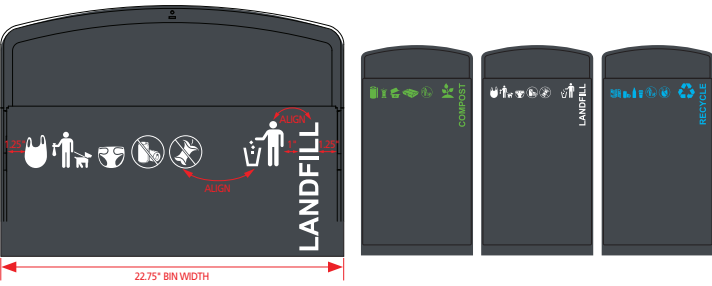
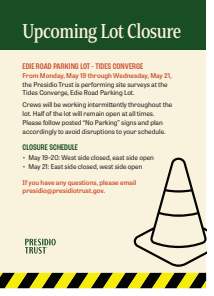
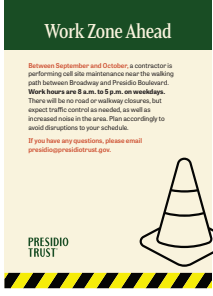
Natural Resources Staked Signs TA03

These temporary staked signs that alert visitors on poison oak, sensitive habitat, wildlife work, coyote dens etc. They typically provide guidance on staying on trail or staying out of restoration areas or sensitive habitats, depending on circumstances. The temporary nature of the stakes allow the signs to be located where there is a need. Yellow sign panels are utilized for cautionary signs.

Informational Signs

NOTE: IMAGES SHOWN ARE EXAMPLES — SIGN CONTENT & POSTINGS ARE SITE SPECIFIC, AND DEVELOPED ON A CASE-BY-CASE BASIS.

IMAGES ARE NOT TO SCALE.

INFORMATIONAL WAYSIDE IW01 PHYTOPHTHORA PEDESTAL The informational wayside informs the public on the spread of the phytophthora pathogen and its harm to Presidio plants and the wildlife that depends on them. IW02 DOG ETIQUETTE PEDESTAL The Dog Etiquette informational wayside signs were developed as part of an effort to provide a more friendly reminder to visitors, pet owners, and commercial dog walkers about the importance of keeping a pet-safe Presidio and stewarding the park through the B.A.R.K. Ranger Code.	   
PUBLIC ACTIVATION TEMPORARY SIGNS PA01 NATURAL RESOURCES PA02 PRESIDIO EVENTS & VISITOR ENGAGEMENT PA03 PRESIDIO FORWARD TEMPORARY SIGNS: BANNERS POST SIGNS LAWN STAKES WINDMASTERS A-FRAMES Public activation temporary signs cover a range of topics, projects, arts and events that are communicated in a way to engage the public and activate the space to foster interaction, improve the community's well-being and enhance the perceived value of the public area. These signs are developed in coordination with the Trust's Marketing & Communication, Natural Resources, and Visitor Engagement teams. They are temporary in nature, and strategically placed at key locations to avoid clutter in a national park site.	 BANNER ON EXISTING FENCES  BANNER  POST SIGNS  LAWN STAKES  A-FRAMES  WINDMASTER
WASTE SORTING SIGNS WC03 TUNNEL TOPS / OUTPOST MEADOW VINYL DECALS WITH COLOR BACKED LETTERS The customized waste bins at Tunnel Tops and Outpost Meadow utilize vinyl decals with color-backed lettering to clearly distinguish between the three waste streams (landfill, recycling, and compost). This signage system enhances sorting accuracy for visitors in these high-traffic areas. WC04 SECURR BINS / VICTOR STANLEY VINYL DECALS OR ALUMINUM PANELS To clearly distinguish between the waste streams (landfill, recycling, and compost), the Securr waste bins utilize vinyl decals with color-backed lettering and the Victor Stanley bins utilize aluminum panels mounted on the facade of the bins. For both bin types, number of bins and waste stream type is dependent on location.	  SECURR BINS: 20" X 12.5" VINYL DECALS VICTOR STANLEY BINS: 16" X 10" ALUMINUM PANELS
TEMPORARY ALERT SIGNS TA01 PUBLIC SERVICE ANNOUNCEMENTS Single Sided Panels or Windmasters To announce any changes to public services that are location-based or areas reserved for public/private events.	
TA02 CONSTRUCTION ALERT Single Sided Double Sided To announce any temporary construction activity in the area with information on duration, anticipated noise, disturbance, closures, or activities due to construction.	 Upcoming Lot Closure  Work Zone Ahead
TA03 NATURAL RESOURCES STAKED SIGNS Single-Sided H-Stakes or Single Stakes To provide guidance on staying on trail or staying out of restoration areas or sensitive habitats, depending on circumstances. The temporary nature of the stakes allow the signs to be located where there is a need. Yellow sign panels are utilized for cautionary signs.	 6"X6"  8"X8"    12"X18"  

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The background is a solid dark green. On the left side, there are several stylized, light green bird-like motifs. Each motif consists of a central body with three or four elongated, pointed wings or tail feathers extending outwards. Some of these motifs have small circles or dots along the edges of the wings. They are arranged in a vertical, slightly staggered pattern.

06 Corporate Sponsorship

Corporate Sponsorship

PARTNERSHIP DESIGNATIONS

Founding Partner
Kiosk Digital Display [Transit Center] **K104**
Shuttle Wrap
Trailhead Map & Orientation **PD01**
Streetlight Banners **SB01**
Bus Shelter Panel
Kiosk Freestanding **K103**
Windmasters [Outpost & Main Post] **WM01**
Temporary Sidewalk Decals [Main Post]

Official Partner
Kiosk Digital Display [Transit Center] **K104**
Streetlight Banners **SB01**
Windmasters [Outpost & Main Post] **WM01**
Temporary Sidewalk Decals [Main Post]

Partner
Windmasters [Outpost & Main Post] **WM01**

Founding Partner + Leaseholder
Temporary Banner **TB01**
Parking Lot Streetpole Banners

RELATED REFERENCES
[CORPORATE SPONSORSHIPS](#)
[CORPORATE SPONSORSHIP POLICY \(INTERNAL\)](#)
[PRESIDIO BRAND GUIDE \(INTERNAL\)](#)

The Presidio Trust has adopted the Corporate Sponsorship Policy for soliciting and accepting corporate sponsorship proposals that demonstrate an interest in investing in the Presidio's mission and aspirations in exchange for marketing rights and benefits. The purpose of this section is to outline the sign types allowed for corporate sponsorship recognition and the process for determining consistency with the Trust historic, environmental, and design standards and guidelines.

COMPLIANCE DETERMINATION AND REQUIRED FINDINGS

All Corporate Sponsorship recognition is subject to review by the Director of Planning & Compliance or designee. Recognition shall honor the intent of the NPS directive that recognition may only be accomplished in a manner that does not attract the attention of visitors away from the purposes for which the park was established.

PLANNING & COMPLIANCE REVIEW PROCESS

Prior to placement of Corporate Sponsorship recognition in the park, the Director of Planning & Compliance, or designee, must review the proposal based on the following criteria:

Compliance With The Presidio Sign Standards & Guidelines

All sponsorship signage proposals should be in conformance with existing sign standards and no new sign types are proposed. They are also reversible and not permanent.

Sign Clutter

Sponsorship signage proposals potentially would have a cumulative effect on the National Historic Landmark District if signs are installed to the fullest extent proposed. Planning & Compliance will be conscientious of the quantity of corporate signage at any given time and placement in the park. Design considerations will be made around density of proposed signage.

Locations

Locations of the sponsorship signage proposals will need to be associated with or in the vicinity of the sponsorship event, project,

organization, program or institution. Proposed sponsorship signs will be reviewed for impacts to important viewsheds outlined in the **Presidio Trust Management Plan** and **Vegetation Management Plan**. Signs mounting to buildings have the potential to impact historic buildings/materials and will need to be reviewed prior to any agreement, such as a lease or sponsorship agreement.

Additional Adverse Effects

Transportation, Natural Resources, Historic Compliance, and Visitor Engagement teams will be invited to review and comment to ensure:

- sponsorship signage proposals' locations, scale, volume, etc. would not result in a situation where drivers would be distracted, or safety is otherwise compromised;
- sponsorship signage proposals locations, materials, etc. would not result in adverse effects on wildlife;
- sponsorship signage proposals will not have an adverse impact on the National Historic Landmark District, viewsheds and historic buildings;
- sponsorship signage proposals and messaging are mindful of the details that affect visitor experience and more specifically the public perception of the Presidio as “a national park that belongs to all.”

REQUIRED FINDINGS

Specifically, for each proposal, the Director of Planning & Compliance, or designee, shall provide a written, signed statement of the following for the Corporate Sponsorship agreement:

The Corporate Sponsorship Recognition Agreement for (PROJECT NAME) supported by (COMPANY NAME) is consistent with the **Presidio Sign Standards & Guidelines**, in that:

- The recognition reflects the following general wording: “The [PROJECT NAME] is supported by [Company Name], a [Designation] of the Presidio,” and
- The proposed location, size, placement and duration of the recognition are consistent with the **Presidio Sign Standards & Guidelines**, and

- The recognition is not considered advertising or commercial notices, which are prohibited by CFR 63 35710 Section 1005.1 because the recognition is simple and straightforward, marking the identity of the tenant, without campaign messaging or slogans, and
- No historic or geographic names are being replaced for the purpose of corporate sponsor recognition, and
- All recognition has been appropriately integrated into the site. Recognition does not compete for attention with, or attract attention away from, the historic or natural resources or public use of the Presidio, and
- Corporate logos will be displayed for (enter agreed upon period of time), and
- The form of recognition is easily removable in that (describe location, type, etc. For example, “it is applied as a vinyl decal on a PresidioGo shuttle to acknowledge support for a transportation program...” or “on a removeable banner to acknowledge sponsorship of a volunteer day or opening day”), and
- The recognition is for a Founding Corporate Sponsor and will be located at (list pre-approved location), or
- The recognition is for an Official Corporate Sponsor and will be located at (list pre-approved location), and
- Recognition is featured at scale and design that does not intrude upon the site's views, resources, or general aesthetics, and
- The presentation emphasizes the place name rather than the corporate name, as illustrated here:



- The recognition placement does not preclude placement of additional recognitions of other contributors for the same feature, site, or program.

DEFINITIONS

FROM THE CORPORATE SPONSORSHIP + MARKETING RIGHTS & BENEFITS

CORPORATE PARTNERSHIP: Corporate sponsorships are part of a marketing program, which is on a term basis and not permanent. This marketing program builds upon shared value relationships between the Trust and the corporate sector to advance our people and planet goals, while delivering business results. Through this model, the Presidio Trust develops tailored corporate sponsorships that align with our purpose and business priorities, leveraging embedded skills and resources to create lasting, meaningful impact in the park and with the communities across the Bay Area. Corporate sponsorships are about relationships-developing trust and belief that the partner is working in the Trust’s interests. The sponsor is committed to making the sponsorship work so that both sides win.

RECOGNITION means display of a corporate name and/or logo on a sign or banner for an agreed upon period of time and in a manner that meets the *National Environmental Policy Act*, *National Historic Preservation Act*, the *Presidio Sign Standards & Guidelines*, and any other standards or guidelines that may apply.

TEMPORARY means 365 days or less.

PARTNERSHIP DESIGNATIONS

Corporate sponsorship status is based on the investment level and areas of interest. The following outlines the levels of sponsors and their coordinating menu of signs available for each level.

Founding Partner

A multi-year, park-wide collaboration between the Presidio Trust and a brand-aligned company, organization, or entity in which the relationship is mutually beneficial, helping both sides achieve their mission-oriented, business, and marketing objectives. Such shared objectives and outcomes include, but are not limited to, significant revenue generation, environmental preservation, corporate social responsibility initiatives, brand awareness, and business growth.

- a. Provides \$2 million or more per year in financial support and resources.
- b. Funds park-wide initiatives and opportunities.
- c. Commits to multi-year engagement, including long-term option (more than five years).

Recognition for the Founding Partner designation includes the following sign types:

- Kiosk Digital Display [Transit Center] - recognition
- Shuttle Wrap - recognition
- Trailhead Map & Orientation - recognition associated with location
- Presidio Use Streetlight Banners - event
- Bus Shelter Panel - event or program
- Kiosk Freestanding - recognition associated with location
- Windmasters [Outpost & Main Post] - event or program
- Temporary Sidewalk Decals [Main Post] - event or program

Official Partner

A multi-year, initiative-focused collaboration between the Presidio Trust and a company, organization, or entity in which the relationship helps both sides achieve their business and marketing objectives.

- a. Provides \$1.4 million to \$2 million per year in financial support and resources.
- b. Funds specific initiatives, shared programs, park areas, or destinations.
- c. Commits to multi-year engagement (2-5 years).

Recognition for the Official Partner designation includes the following sign types:

- Kiosk Digital Display [Transit Center] - recognition
- Presidio Use Streetlight Banners - event
- Windmasters [Outpost & Main Post] - event or program
- Temporary Sidewalk Decals [Main Post] - event or program

Partner

A limited-term collaboration between the Presidio Trust and a company, organization, or entity providing revenue generation for a singular Presidio Trust event, cause, or initiative.

- a. Provides financial support up to \$1.4 million per year.
- b. Funds a singular event or limited program/initiative. Short-term commitment (12 months or less).

Recognition for the Partner designation includes the following sign types:

- Windmasters [Outpost & Main Post] - event or program

Founding Partner + Leaseholder

In addition to commercial real estate signage already entitled to commercial real estate holders, Founding Partners who additionally invest in commercial real estate leases may additionally incorporate corporate partnership recognition within the perimeter of their commercial space with temporary signage assets and in ways that highlight the partnership, add meaningful value to the visitor experience, and follow Trust signage guidelines. Incremental signage is subject to compliance review and is at the expense of the Corporate Partner, and allowable over the life of the partnership Marketing Rights & Benefits.

Recognition for the Founding Partner + Leaseholder designation includes signs from the Founding Partner and additional sign types:

- Temporary Banner
- Parking Lot Streetpole Banners

The following graphics table includes information on **SIGN TYPE, CONTENT, QUANTITIES & DURATION** as documented in the Corporate Sponsorship + Marketing Rights & Benefits. The last column, **ADDITIONAL COMPLIANCE CRITERIA**, provides more specificity and guidance from Planning & Compliance to ensure conformance with the **Presidio Sign Standards & Guidelines**.

Note that all signage for corporate sponsorship recognition must be reversible and not be permanent. Any signage relating to tenancy is subject to a separate leasing agreement.

Graphics shown are for illustrative purposes. See the [Presidio Brand Guide](#) for the usage of the Presidio name, logo, and other brand assets to accurately characterize their relationship with the Presidio to mutual benefit.



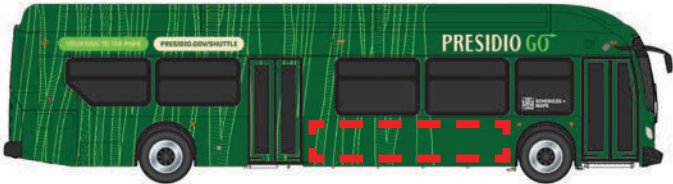
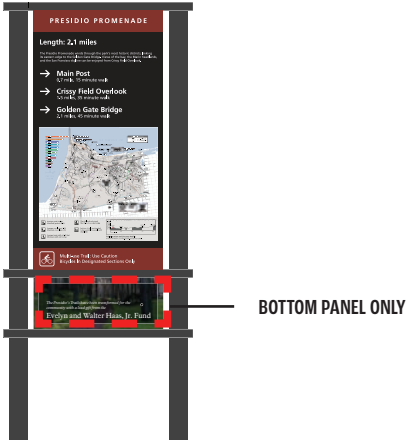
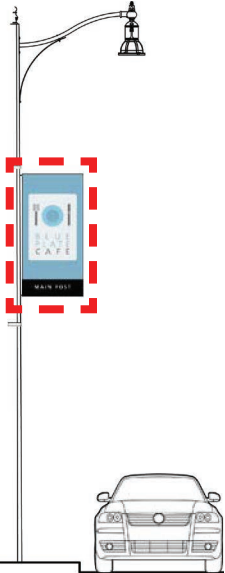
Corporate Sponsorship

FOUNDING PARTNER
\$2M+ PER YEAR, 5+ YEARS

- LOCATIONS:**
- Parkwide
 - Tunnel Tops & Outpost
 - Main Post
 - Interior Buildings
 - Halleck Street
 - Ruger Street
 - Letterman
 - Thornburgh
 - Gorgas/East Mason
 - Fort Scott
 - Public Health Service & Presidio Golf Course
 - Cavalry Stables

* FROM CORPORATE SPONSORSHIP +
MARKETING RIGHTS & BENEFITS.

IMAGES ARE NOT TO SCALE.

FOUNDING PARTNER	CONTENT*	QUANTITIES/DURATION*	ADDITIONAL COMPLIANCE CRITERIA
 K104 KIOSK DIGITAL DISPLAY – TRANSIT CENTER	FOUNDING PARTNER RECOGNITION	10 Second loop for each year of the term during op hours.	Left screen displays shuttle real-time arrival/departure information. Utilize the right screen for recognition. For interior digital signs, coordinate with Visitor Engagement Department for use.
 SHUTTLE WRAP [ON DOOR SIDE ONLY]	PARTNER RECOGNITION INCLUSION	1x single bus wrap placement for each year of the term.	For recognition inside of a shuttle, coordinate with Transportation Department for use.
 PD01 TRAILHEAD MAP & ORIENTATION		Up to 2x physical co-branded placements for each year of the term; locations are subject to availability and are first-come-first serve.	Planning & Compliance to review on case-by-case basis. Sponsorship recognition will need to be associated with the trail where the sign is located. Example: THE [TRAIL] IS SUPPORTED BY [COMPANY NAME OR LOGO LOCKUP], AN [DESIGNATION]
 SB05 PRESIDIO USE STREETLIGHT BANNERS	EVENT SPONSORSHIP RECOGNITION	Up to 10 streetpole placements for each year term. See locations for Presidio Use Streetlight Banners in Appendix B – Streetlight Poles Available for Banners . Poles are first-come-first serve and based on availability. Also see Chapter 8 - Temporary Exterior Signs - Presidio Use Streetlight Banners SB05.	Planning & Compliance to review quantities & locations in coordination with other streetlight banners utilized by the Presidio or other tenants. 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.

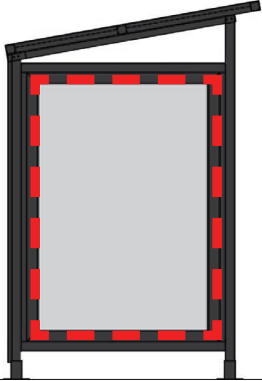
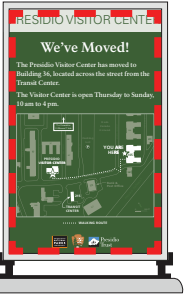
Corporate Sponsorship

-CONTINUE
FOUNDING PARTNER
\$2M+ PER YEAR, 5+ YEARS

- LOCATIONS:**
- Parkwide
 - Tunnel Tops & Outpost
 - Main Post
 - Interior Buildings
 - Halleck Street
 - Ruger Street
 - Letterman
 - Thornburgh
 - Gorgas/East Mason
 - Fort Scott
 - Public Health Service & Presidio Golf Course
 - Cavalry Stables

* FROM CORPORATE SPONSORSHIP + MARKETING RIGHTS & BENEFITS.

IMAGES ARE NOT TO SCALE.

FOUNDING PARTNER (-CONT.)				
SIGN TYPE*	CONTENT*	QUANTITIES/DURATION*	ADDITIONAL COMPLIANCE CRITERIA	
 BUS SHELTER PANEL	EVENT OR PROGRAM RECOGNITION	Up to 1x physical co-branded bus shelter placement for each year of the term; locations are first-come-first-serve.	Planning & Compliance to review on case-by-case basis with Marketing & Communications team.	
 K103 KIOSK FREESTANDING	PROGRAM/INITIATIVE RECOGNITION	Up to 3x physical co-branded kiosk placements for each year of the term; locations are first-come-first-serve.	Planning & Compliance to review on case-by-case basis. Sponsorship programming will need to be associated with or in the vicinity of where the kiosk sign is located.	
 WM01 WINDMASTERS	CORPORATE PROGRAM/EVENT SIGNAGE	[Outpost & Main Post] Quantities and locations pending sponsor program/event – no more than 5x placements per event/location.	Planning & Compliance to review quantities & locations to ensure that the quantities are appropriate for the size of the site to minimize sign clutter, and placement does not block path of access per code. Allowed only for the duration of the event.	
 TEMPORARY SIDEWALK DECALS	CORPORATE PROGRAM/EVENT SIGNAGE	[Main Post] Quantities and locations pending sponsor program/event – maximum 10x placements per the duration of the event.	Must be slip-resistant. Coordinate with Sign Shop on appropriate material (vinyl or alumigraphics). Allowed only for the duration of the event.	

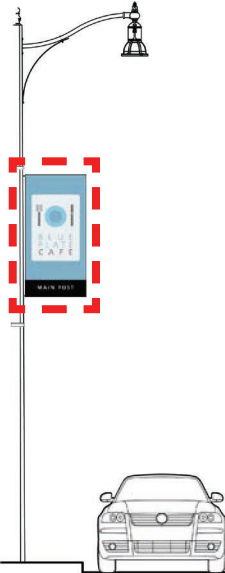
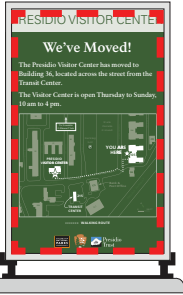
Corporate Sponsorship

OFFICIAL PARTNER
\$1.4M TO \$2M PER YEAR,
2-5 YEARS

LOCATIONS:
Tunnel Tops & Outpost
Main Post

* FROM CORPORATE SPONSORSHIP +
MARKETING RIGHTS & BENEFITS.

IMAGES ARE NOT TO SCALE.

OFFICIAL PARTNER			
SIGN TYPE*	CONTENT*	QUANTITIES/DURATION*	ADDITIONAL COMPLIANCE CRITERIA
 K104 KIOSK DIGITAL DISPLAY – TRANSIT CENTER	FOUNDING PARTNER RECOGNITION	10 Second loop for each year of the term during op hours.	Left screen displays shuttle real-time arrival/departure information. Utilize the right screen for recognition. For interior digital signs, coordinate with Visitor Engagement Department for use.
 SB05 PRESIDIO USE STREETLIGHT BANNERS	EVENT SPONSORSHIP RECOGNITION	Up to 10 streetpole placements for each year term. See locations for Presidio Use Streetlight Banners in Appendix B — Streetlight Poles Available for Banners. Poles are first-come-first serve and based on availability. Also see Chapter 8 - Temporary Exterior Signs - Presidio Use Streetlight Banners SB05.	Planning & Compliance to review quantities & locations in coordination with other streetlight banners utilized by the Presidio or other tenants. 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.
 WM01 WINDMASTERS	CORPORATE PROGRAM/ EVENT SIGNAGE	[Outpost & Main Post] Quantities and locations pending sponsor program/ event – no more than 5x placements per event/location	Planning & Compliance to review quantities & locations to ensure that the quantities are appropriate for the size of the site to minimize sign clutter, and placement does not block path of access per code. Allowed only for the duration of the event.
 TEMPORARY SIDEWALK DECALS	CORPORATE PROGRAM/ EVENT SIGNAGE	[Main Post] Quantities and locations pending sponsor program/event – maximum 10x placements per the duration of the event.	Must be slip-resistant. Coordinate with Sign Shop on appropriate material (vinyl or alumigraphics) Allowed only for the duration of the event.

Corporate Sponsorship

PARTNER
UP TO \$1.4M PER YEAR,
12 MONTHS OR LESS

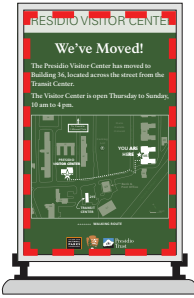
LOCATIONS:
Main Post

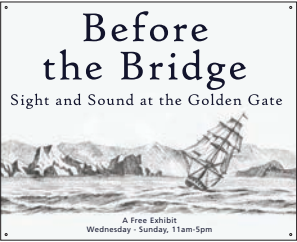
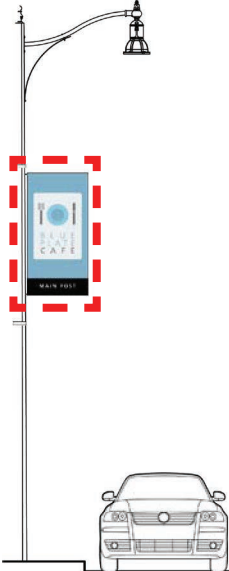
FOUNDING PARTNER +
LEASEHOLDER
\$2M+ PER YEAR, 5+ YEARS

IN ADDITION TO COMMERCIAL REAL ESTATE SIGNAGE ALREADY ENTITLED TO COMMERCIAL REAL ESTATE HOLDERS, FOUNDING PARTNERS WHO ADDITIONALLY INVEST IN COMMERCIAL REAL ESTATE LEASES MAY ADDITIONALLY INCORPORATE CORPORATE PARTNERSHIP RECOGNITION WITHIN THE PERIMETER OF THEIR COMMERCIAL SPACE WITH TEMPORARY SIGNAGE ASSETS AND IN WAYS THAT HIGHLIGHT THE PARTNERSHIP, ADD MEANINGFUL VALUE TO THE VISITOR EXPERIENCE, AND FOLLOW TRUST SIGNAGE GUIDELINES. INCREMENTAL SIGNAGE IS SUBJECT TO COMPLIANCE REVIEW AND IS AT THE EXPENSE OF THE CORPORATE PARTNER, AND ALLOWABLE OVER THE LIFE OF THE PARTNERSHIP MARKETING RIGHTS & BENEFITS.

* FROM CORPORATE SPONSORSHIP + MARKETING RIGHTS & BENEFITS.

IMAGES ARE NOT TO SCALE.

PARTNER			
SIGN TYPE*	CONTENT*	QUANTITIES/DURATION*	ADDITIONAL COMPLIANCE CRITERIA
 WM01 WINDMASTERS	CORPORATE PROGRAM/ EVENT SIGNAGE	[Outpost & Main Post] Quantities and locations pending sponsor program/ event – no more than 10x placements per event/location	Planning & Compliance to review quantities & locations to ensure that the quantities are appropriate for the size of the site to minimize sign clutter, and placement does not block path of access per code. Allowed only for the duration of the event.

FOUNDING PARTNER + LEASEHOLDER			
SIGN TYPE*	CONTENT*	QUANTITIES/DURATION*	ADDITIONAL COMPLIANCE CRITERIA
 SB01 TEMPORARY BANNER			No more than 2 banners total per building (including other tenants' banners) and within proximity to leaseholder's building location. Planning & Compliance to review on a case-by-case basis.
 PARKING LOT STREETPOLE BANNERS			Applicable only for leaseholder's building parking location.Planning & Compliance to review on a case-by-case basis.

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07 Tenant Identification



Tenant Identification

BUILDING ID

Large Freestanding Building ID **TI101**

Small Freestanding Building ID **TI102**

TENANT ID

Wall-Mounted Tenant ID

Office Tenant ID **TI103**

Tenant Logo ID **TL01**

Crissy Field Tenant Logo ID **TL02**

Warehouse Tenant Logo ID **TL03**

Eyebrow Logo ID **TL04**

Blade Sign **TL05**

Tenant Reserved Streetlight Banners **SB01**

Crissy Field & Gorgas Streetlight Banners **SB02**

Pedestrian-Scaled Streetlight Banners **SB03**

MULTI-TENANT WAYFINDING

Freestanding Tenant Wayfinding **TW01**

Tenant Directory Map **TW02**

Wall-Mounted Directional

Large Wall-Mounted Directional **TD01**

Small Wall-Mounted Directional **TD02**

Large Wall-Mounted Crissy Field Directional **TD03**

Medium Wall-Mounted Crissy Field Directional **TD04**

Small Wall-Mounted Crissy Field Directional **TD05**

BUILDING NUMBER

Large Building Number **BN01**

Small Building Number **BN02**

36'-50' From Street **BN03**

50'-100' From Street **BN04**

Large Crissy Field Building Number **BN05**

Medium Crissy Field Building Number **BN06**

Small Crissy Field Building Number **BN07**

The Presidio Trust maintains responsibility for the design, construction, installation, and maintenance of all signs in Area B of the Presidio. **Presidio Commercial** is the point-of-contact for non-residential tenants requesting exterior signs. **Presidio Commercial** will coordinate the sign request submittal to the Presidio Trust Planning & Compliance staff for reviews and coordinate implementation with Sign Shop. [Chapter 9 - Sign Request Process](#) illustrates the initiation, design review and installation of such requests.

Through the sign request process, the Planning & Compliance staff will review for compliance with the **Presidio Sign Standards & Guidelines** for allowable sign types, quantities, locations, and to ensure conformity with safety standards and applicable codes. The review also takes into account tenant type (office tenant vs. public-serving tenant).

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.



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. Note that when tenants begin to consider signs for their business, they must first understand what signs are allowed on their building—dependent on purpose and need, tenant type, building scale, site constraints and entrance locations. Not all signs are permitted on all buildings. See **Restrictions, Limitations, And Exceptions** in [Chapter 1 - Introduction](#) for more information. All content design **MUST BE** approved prior to fabrication. A 3-6 month lead time is needed for design, fabrication and installation of signs.



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 freestadning building ID signs based on site conditions and building scale:

Large Freestanding Building ID TI01

For larger scaled buildings and/or large setbacks from main streets.

Small Freestanding Building ID TI02

For smaller scaled buildings.

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, it would typically be one tenant ID sign marking the main entrance; however two is allowable if there is also a rear entrance for visitors. For multi-tenant buildings, there is a max of 4 tenant ID signs -- dependent on occupancy 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:

Wall-Mounted Tenant ID

Office Tenant ID TI03

Office tenants may use their business name only.

Tenant Logo ID TL01

Only public-serving tenants may put logos on these signs.

Crissy Field Tenant Logo ID TL02

For West Crissy Field buildings. Only public-serving tenants may put logos on these signs.

Warehouse Tenant Logo ID TL03

For Gorgas Rail and 1180 Mason warehouse complex.

For major visitor-serving tenants, 3 additional logo sign options are offered:

Eye brow Logo ID TL04

Eye brow signs are permitted for public-serving tenants located in buildings with front porches (not loading docks). Eye brow signs are

customized based on building elements such as building scale and column widths.

Blade Sign TL05

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.

Tenant Reserved Streetlight Banners SB01-SB03

Public-serving tenants may use the streetlight poles closest to their building to hang banners to display their name and logo. Tenants may use also use their designated poles for events. The specifications of the streetlight banners must comply with what is shown in [Appendix B: Streetlight Poles Available for Banners](#).

Crissy Field & Gorgas Streetlight Banners SB02

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 a standard freestanding building ID sign is not feasible.

Pedestrian-Scale Streetlight Banners SB03

Banners are also offered for smaller pedestrian-scaled streetlights.

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 help visitors with directional wayfinding.

Freestanding Tenant Wayfinding TW01

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. Due to space constraints on the sign, tenant names is on case-by-case basis, with preference given to public-serving tenants.

Tenant Directory Map TW02

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

Wall-Mounted Directional

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

Large Wall-Mounted Directional TD01

For larger-sized multi-tenant buildings.

Small Wall-Mounted Directional TD02

For smaller-sized multi-tenant buildings.

Large Wall-Mounted Crissy Field Directional TD03

For larger-sized Crissy Field buildings.

Medium Wall-Mounted Crissy Field Directional TD04

For medium-sized Crissy Field buildings.

Small Wall-Mounted Crissy Field Directional TD05

For smaller-sized Crissy Field buildings.

BUILDING NUMBER

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

- Address number shall have contrasting background, numbers and background must be reflective.
- 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.
- Addresses shall be assigned to reflect the road from which the primary driveway originates.
- The size of building address numbers shall be as follows:
 - a. Minimum of one half-inch (½”) 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 (½”) 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. Consult with Planning & Compliance 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. Consult with Planning & Compliance staff for site assessment to check on feasibility of larger sign.

These standards comply with the International Fire Code and National Fire Protection Association. Both the Fire Marshal's Office and Planning & Compliance staff should be consulted to ensure that standards are applied appropriately based on unique building or site conditions.

For new or replacement building number signs, reach out to the Fire Marshal's office for guidance on size and placement. Submit their recommendation to the Planning & Compliance 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 *Presidio Fire Marshal's Office PTS-002 Addressing Standards*.



Tenant Identification

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

IMAGES ARE NOT TO SCALE.

BUILDING ID

TI01

TI02

LARGE FREESTANDING BUILDING ID

SMALL FREESTANDING BUILDING ID

SINGLE SIDED

DOUBLE SIDED

Every non-residential building will have either one large or one small freestanding building ID sign, dependent on building size. 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. The freestanding sign will be located near the building's main entrance.

103

Apex Global Consulting

SINGLE TENANT

102

Apex Global Consulting
Smith & Oswald Accounting
Office Suites

MULTI-TENANT

1152

Apex Global Consulting

SINGLE TENANT

572

Smith & Oswald Accounting Group
Apex Global Consulting

MULTI-TENANT

TI01 | LARGE FREESTANDING BUILDING ID

TI02 | SMALL FREESTANDING BUILDING ID

TENANT ID

WALL-MOUNTED TENANT ID

TI03

TL01-TL03

OFFICE TENANT ID

TENANT LOGO ID

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

OFFICE TENANTS

102

Apex Global Consulting

TI03 | OFFICE TENANT ID

103

BLUE PLATE CAFE

BLUE PLATE CAFE

TL01 | TENANT LOGO ID*

BLUE PLATE CAFE

BUILDING 924

TL02 | CRISSY FIELD TENANT LOGO ID*

SENSPA

TL03 | WAREHOUSE TENANT LOGO ID*

TI04

TI05

SB01-SB03

EYEBROW LOGO ID

BLADE SIGN

TENANT RESERVED STREETLIGHT BANNERS

Permitted for major public-serving tenants based on building elements.

N/A

MONTGOMERY STREET BARRACKS

THE SCHOOL HOUSE GALLERY

TL04 | EYEBROW LOGO ID*

1180 MASON

pet food express

TL04 | WAREHOUSE EYEBROW LOGO ID*

IN LIEU OF EYEBROW SIGN

TL05 | BLADE SIGN*

LODGE at the PRESIDIO

SB01 | TENANT RESERVED

CRISSY FIELD

Planet Granite

SB02 | CRISSY FIELD & GORGAS

TENANT'S BANNER DESIGN

SB03 | PEDESTRIAN-SCALE

MULTI-TENANT WAYFINDING

TW01

TW02

FREESTANDING TENANT WAYFINDING

TENANT DIRECTORY MAP

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. Due to space constraints on the sign, tenant names is on case-by-case basis, with preference given to public-serving tenants.

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

Schofield Road

Blue Plate Cafe
The School House Gallery

Buildings
681, 682 & 683

TW01 | FREESTANDING TENANT WAYFINDING

GORGAS RAIL

MTOW02

TW02 | TENANT DIRECTORY MAP

37

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

TD01 | LARGE DIRECTIONAL

Future Tenant Name

TD03 | LARGE CRISSY FIELD DIRECTIONAL

Future Tenant

TD04 | MEDIUM CRISSY FIELD DIRECTIONAL

Smith Blake & Company
Office Tenants

TD02 | SMALL DIRECTIONAL

Future Tenant

TD05 | SMALL CRISSY FIELD DIRECTIONAL

BUILDING NUMBER

BN01-BN05

BUILDING NUMBER SIGN

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, all buildings, new and existing, shall be identified by an address. The size of building address numbers shall be as follows:

a. Minimum of one half-inch (½") 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 (½") 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. Consult with Planning & Compliance 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. Consult with Planning & Compliance staff for site assessment to check on feasibility of larger sign.

1216

BN01 | LARGE

1216

BN02 | SMALL

1216

BN03 | 36'-50' FROM STREET

1216

BN04 | 50'-100' FROM STREET

926

BN05 | LARGE CRISSY FIELD

926

BN06 | MEDIUM CRISSY FIELD

926

BN07 | SMALL CRISSY FIELD



08

Temporary
Exterior Signs

Temporary Exterior Signs

EVENT BANNERS

Building-Mounted Banners **TB01**

Fence-Mounted Banners **TB02**

STREETLIGHT BANNERS**

Tenant Leasable Streetlight Banners **SB04**

Presidio Use Streetlight Banners **SB05**

WINDMASTERS **WM01**

CONSTRUCTION SIGNS **CS01**

COMMERCIAL LEASING SIGNS

Temporary Banner **CL01**

Shuttle Ads **CL02**

Existing Freestanding Building ID **CL03**

Multi-tenant Pedestal Sign **CL04**

**STREETLIGHT BANNERS COULD CAUSE AN CUMULATIVE EFFECT ON THE NATIONAL HISTORIC LANDMARK DISTRICT IF LARGE QUANTITIES ARE INSTALLED WITHIN A CERTAIN PERIOD OF TIME. PLANNING & COMPLIANCE WILL BE CONSCIENTIOUS OF THE QUANTITY OF BANNERS AT ANY GIVEN TIME AND LOCATION IN THE PARK. APPROVALS, DETERMINATIONS AND LIMITATIONS WILL BE MADE DEPENDENT ON THE DENSITY OF SIGNAGE IN THE VICINITY.

Temporary exterior signs identify construction zones and announce limited-time programs such as special events, grand openings and exhibits. In general, the only banners tenants are allowed to have are temporary banners that announce special events such as grand openings, exhibits, or limited-time programs. The exception to this rule is Tenant Reserved Streetlight Banners, where public-serving tenants are allowed to install a permanent banner on designated streetlight poles near their buildings (see [Chapter 7 - Tenant Identification](#) **SB01-SB03**). Temporary banners may be hung to correspond to the dates of a special event, but must be removed within 10 days of the end of the event. **Advertising is prohibited on all temporary exterior signs.**

Presidio Commercial is the point-of-contact for requesting any tenant exterior temporary signs. [Chapter 8 - Sign Request Process](#) illustrates the initiation, design review and installation of such requests. **Presidio Commercial** will coordinate with the Trust Planning & Compliance staff and the Sign Shop throughout the sign approval process.

EVENT BANNERS

Temporary banners are allowed for special events, exhibitions, or programs, with the following criteria:

- Maximum of one per tenant and two per building
- May be installed no more than 30 days before the commencement of the event and must be removed within 10 days of the end of the 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. Banner requests shall include an image of their proposed banner along with the locations and dates they wish for it to be displayed.

Parameters For Temporary Banners:

- Banners may be no larger than 52 square feet in area.
- Applicants are required to provide the artwork of their proposed banner, the dates they wish for it to be displayed, and locations.
- For tenants of the Montgomery Street Barracks, a banner is only allowed to be installed on the front porch and must be 6'-5" (77") tall and 8'-0" (96") wide.
- For visitor-serving tenants that front onto the Main Parade, exceptions are made for permanent tenant identification banners. See [Chapter 1 - Introduction](#), ADDITONAL DESIGN PRINCIPLES REQUIRED FOR EXCEPTIONS FOR PERMANENT BANNERS.

Temporary Banners Fabrication & Install:

Applicants 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.

Types Of Temporary Banners:

Building-Mounted Banners* **TB01*

All building-mounted banner proposals will need to be reviewed and approved by the Planning & Compliance team. For banners mounted on historic buildings, reviews will be coordinated the Trust's Historic Compliance team to ensure that the integrity of the historic building fabric is preserved.

Fence-Mounted Banners* **TB02*

On a case-by-case basis where a banner cannot be mounted to a building, mounting banners on existing fences, railings, or enclosures will be considered.

STREETLIGHT BANNERS

Permission must be sought from the Presidio Trust before installing streetlight banners, and for each special program for which a banner is desired. Streetlight banners could cause an cumulative effect on the National Historic Landmark District if large quantities are installed within a certain period of time. Presidio Trust's Planning & Compliance team will be conscientious of the quantity of banners at any given time and location in the park. Approvals, determinations and limitations will be made dependent on the density of signage in the vicinity.

Parameters For Streetlight Banners:

- The size and specifications of the streetlight banners must comply with what is shown in [Appendix B: Streetpoles Available for Banners](#). 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.
- Applicants are required to provide the artwork of their proposed banner, the dates they wish for it to be displayed, and locations.
- See [Appendix B: Streetpoles Available for Banners](#).for streetpole locations and IDs that are allowed to have banners, dependent on availability.

Streetlight Banners Fabrication & Install:

Applicants 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 applicant to replace.

Types Of Streetlight Banners:

Tenant Leasable Streetlight Banners* **SB04*

Certain streetlight poles in 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. Tenants wishing to lease streetlight poles for banners must obtain permission from the Presidio Trust with remittance of leasing fees. Permission must be sought for each special program for which a banner is desired.

- 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.
- The size of the streetlight banners must comply with what is shown in [Appendix B: Streetpoles Available for Banners](#).
- The streetlight poles that are available for tenant leasing are shown in [Appendix B: Streetpoles Available for Banners](#). Streetlight poles may not be leased singly but must be leased in blocks. The blocks are identified on this map.
- Tenants will be charged a fee in exchange for the use of each streetlight poles they wish to use.
- Planning & Compliance to review quantities & locations in coordination with other streetlight banners utilized by the Presidio or other tenants.
- For the leasable streetlight poles not in use, Presidio Trust has the right to utilize those poles for Presidio use -- such as campaigns, sponsorship and Presidio events.

Presidio Use Streetlight Banners* **SB05*

Certain streetlight poles in the Presidio may be used for Presidio campaigns such as Presidio Forward, Visitor Engagement events, or corporate sponsorship partnerships (see [Chapter 6 - Corporate Sponsorship](#)).

- 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.
- The size of the streetlight banners must comply with what is shown in [Appendix B: Streetpoles Available for Banners](#).
- The streetlight poles that are available for Presidio use are shown in [Appendix B: Streetpoles Available for Banners](#).
- Planning & Compliance to review quantities & locations in coordination with other streetlight banners utilized by the Presidio or other tenants.

WINDMASTERS WM01

Short-term portable signs, known as “windmasters,” are permitted in the Presidio for public-serving tenants based on need. 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 their own windmaster panel. Design must be approved by the Trust prior to fabrication. Once approved, **Presidio Commercial** can coordinate with Sign Shop to request printing (billed to tenant through work order request).
- 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 and bus drop-off areas, obscure motorists views at intersections, or interfere with lawn or landscape maintenance.

CONSTRUCTION SIGNS CS01

Temporary signs identifying 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.
- Contractors/architect/developer can also create their own sign to include logos with basic information :
 - 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, 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.
- Sign installation may commence no earlier than initial mobilization date and end with receipt of initial occupancy certificate.

COMMERCIAL LEASING SIGNS

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

1. Initial establishment of rehabilitated buildings for lease
2. Turnover leases

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

Parameters for Commercial Leasing Signs:

- Leasing signs should be simple informative signs that give pertinent information about the building for lease:
 - "For Lease"
 - Building owner logo
 - Square footage
 - Contact information: phone number & website
- Leasing signs shall be removed within 3 business days of a signed lease agreement. Requests for an extension beyond the six month limit may submitted to Trust Planning & Compliance staff. All extensions require approval by the Director of Planning & Compliance following DRC review and recommendation.

Types Of Commercial Leasing Signs:

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

Consult with the Presidio Trust's Marketing & Communications and Transportation teams.

Existing Freestanding Building ID CL03

Utilize existing freestanding signs to display leasing information.

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.



Temporary Exterior Signs

*MAXIMUM TOTAL NUMBER OF TEMPORARY SIGNS ALLOWED PER BUILDING: 2 SIGNS

**STREETLIGHT BANNERS COULD CAUSE AN CUMULATIVE EFFECT ON THE NATIONAL HISTORIC LANDMARK DISTRICT IF LARGE QUANTITIES ARE INSTALLED WITHIN A CERTAIN PERIOD OF TIME. PLANNING & COMPLIANCE WILL BE CONSCIENTIOUS OF THE QUANTITY OF BANNERS AT ANY GIVEN TIME AND LOCATION IN THE PARK. APPROVALS, DETERMINATIONS AND LIMITATIONS WILL BE MADE DEPENDENT ON THE DENSITY OF SIGNAGE IN THE VICINITY.

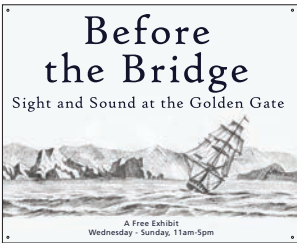
SEE WRITTEN DESCRIPTION IN CHAPTER 8 - TEMPORARY EXTERIOR SIGNS FOR MORE INFORMATION.

IMAGES ARE NOT TO SCALE.

EVENT BANNERS

TB01 BUILDING-MOUNTED BANNERS*
TB02 FENCE-MOUNTED BANNERS

Temporary banners are allowed for special events, exhibitions, or programs, with the following criteria:
- Maximum of one per tenant and two per building
- May be installed no more than 30 days before the commencement of the event and must be removed within 10 days of the end of the 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.



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.



STREETLIGHT BANNERS**

See Appendix B: Streetpoles Available for Banners for banner size and locations. Planning & Compliance to review quantities & locations in coordination with other streetlight banners utilized by the Presidio or other tenants.

SB04 TENANT LEASABLE STREETLIGHT BANNERS

2 PANELS - DOUBLE SIDED

Certain streetlight poles in 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. Tenants wishing to lease streetlight poles for banners must obtain permission from the Presidio Trust with remittance of leasing fees. Permission must be sought for each special program for which a banner is desired.

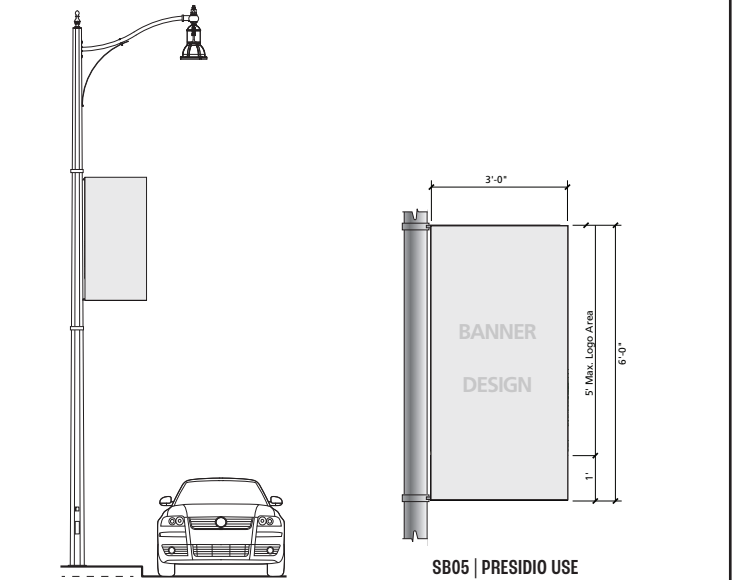
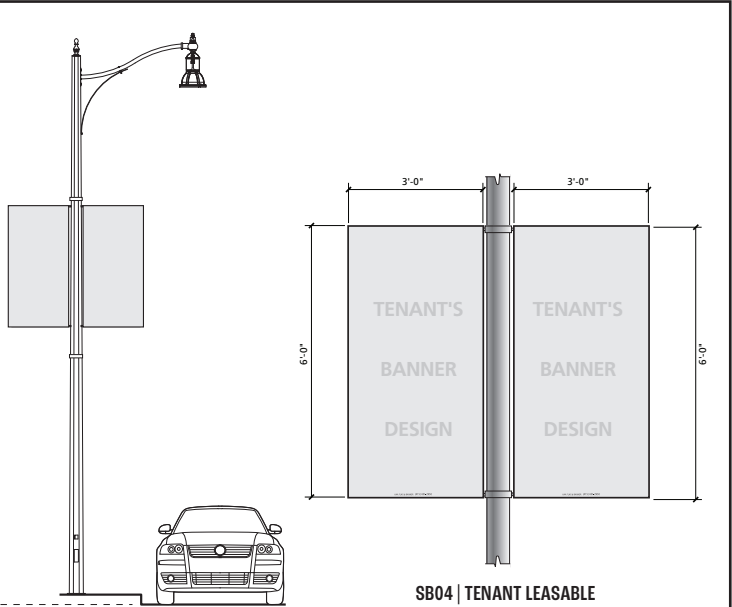
- The Tenant Leasable Streetlight Banners may be installed for a maximum period of 90 days to coincide with the special event. The banners may be installed no more than 30 days before the commencement of the special event and must be removed within 10 days of the end of the special event.
- For streetlight 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.
- Streetlight poles may not be leased singly but must be leased in blocks.
- Tenants will be charged a fee in exchange for the use of each streetlight poles they wish to use.
- For the leasable streetlight poles not in use, Presidio Trust has the right to utilize those poles for Presidio use -- such as campaigns, sponsorship and Presidio events.

SB05 PRESIDIO USE STREETLIGHT BANNERS

1 PANEL - DOUBLE SIDED

Certain streetlight poles in the Presidio may be used for Presidio campaigns such as Presidio Forward, Visitor Engagement events, or corporate sponsorship partnerships (see Chapter 6 - Corporate Sponsorship).

- 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.

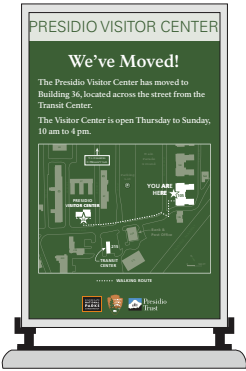


WINDMASTERS

WM01 WINDMASTER

DOUBLE-SIDED

These signs are allowed in special cases where fixed signs do not provide enough direction to visitors to be able to find an establishment.
- Typically one windmaster is allowed per tenant.
- 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 and bus drop-off areas, obscure motorists views at intersections, or interfere with lawn or landscape maintenance.
See written description in Chapter 8 - Temporary Exterior Signs for more information.



CONSTRUCTION SIGNS

CS01 CONSTRUCTION SIGNS

MOUNTED ON EXISTING CONSTRUCTION FENCES

Temporary signs identifying 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".
- Should not be advertisements for the parties engaged in the project.
- May be attached to any approved temporary fencing which may exist on site during construction.
- Signs are not to be lighted.
- Sign installation may commence no earlier than initial mobilization date and end with receipt of initial occupancy certificate.
See written description in Chapter 8 - Temporary Exterior Signs for more information.



COMMERCIAL LEASING SIGNS

CL01 TEMPORARY BANNER
CL02 SHUTTLE ADS
CL03 EXISTING FREESTANDING BUILDING ID
CL04 MULTI-TENANT PEDESTAL SIGN

For initial establishment of rehabilitated buildings for lease and turnover leases. See written description in Chapter 8 - Temporary Exterior Signs for more information.



CL01 | TEMPORARY BANNER



CL02 | SHUTTLE ADS



CL03 | EXISTING FREESTANDING BUILDING ID



CL04 | MULTI-TENANT PEDESTAL SIGN



09

Sign Request
Process

Sign Request Process

NON-RESIDENTIAL TENANT SIGNAGE

The Non-Residential Tenant Signage Review & Approvals process diagram (image below) illustrates the Trust's general sign request & review process for non-residential tenants. Tenants should initiate request through **Presidio Commercial** who will help guide tenants through the review process. **Presidio Commercial** can provide the latest digital copy of the *Presidio Sign Standards & Guidelines*, and submit the application request through the Trust's digital review platform on behalf of the tenant. The application request will have associated costs such as administrative fees to be paid through Pay.gov.

Presidio Commercial will gather details along with the required submittal materials (such as map with locations, artwork/ logos, exact wording, photos and any communication from the tenant) and submit with the application to the Trust Planning & Compliance Department to start the review process. 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 an new sign. New signs will need to be procured by the Trust, which can take 3-6 months for fabrication & shipping.

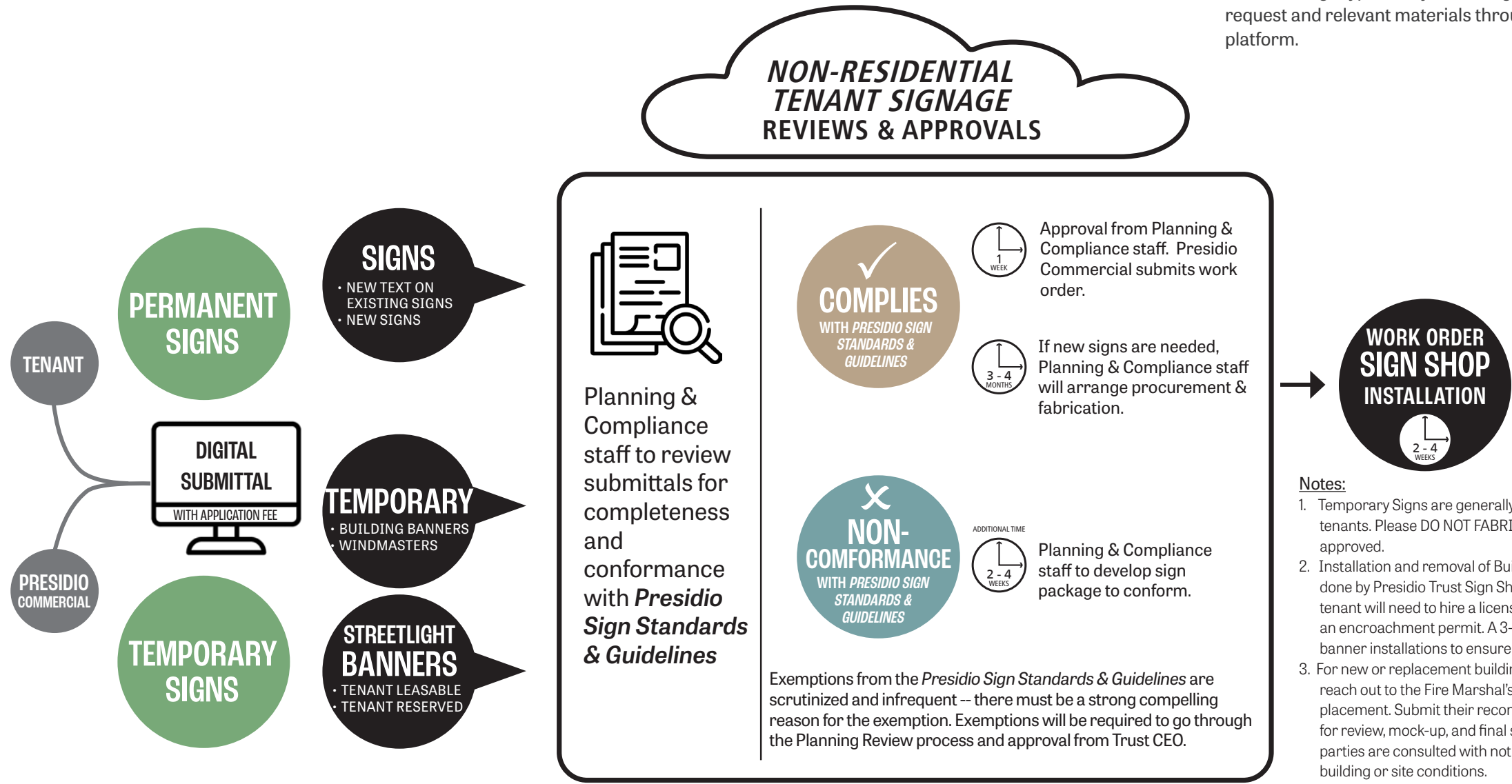
If applicable, the Planning & Compliance staff will develop a sign package and provide visual simulations of the allowable sign types. **Presidio Commercial** will then circulate to tenants for review and approval. Once the review process is completed and signs procured, **Presidio Commercial** will 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 vendor/installer. An encroachment permit is required and an application must be submitted to the Trust Permitting office by the installer.

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 & Compliance Department for consultation and coordination. If applicable, Planning & Compliance staff to develop a sign package and provide visual simulations of the allowable sign types. Residential manager should submit the application request and relevant materials through the Trust's digital review platform.

CAPITAL PROJECTS WITH SIGNAGE

For signs that are part of a capital or Trust project, project managers and Trust Designated Representatives should reach out to the the Planning & Compliance Department for consultation and coordination signage. If applicable, Planning & Compliance staff to develop a sign package and provide visual simulations of the allowable sign types. Project manager should submit the application request and relevant materials through the Trust's digital review platform.



APPENDIX

A

Fire Marshal's Office

Addressing Standard



 Presidio Trust Fire Marshal's Office 1750 Lincoln Blvd. San Francisco, California 94129		Date: April 12, 2022
		Revision: August 7, 2023
		Standard: FDA-001
Title: Addressing Standard	Approved By: Tomas Kaselionis	

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.
- Presidio Trust | Fire Marshal’s Office
- 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.

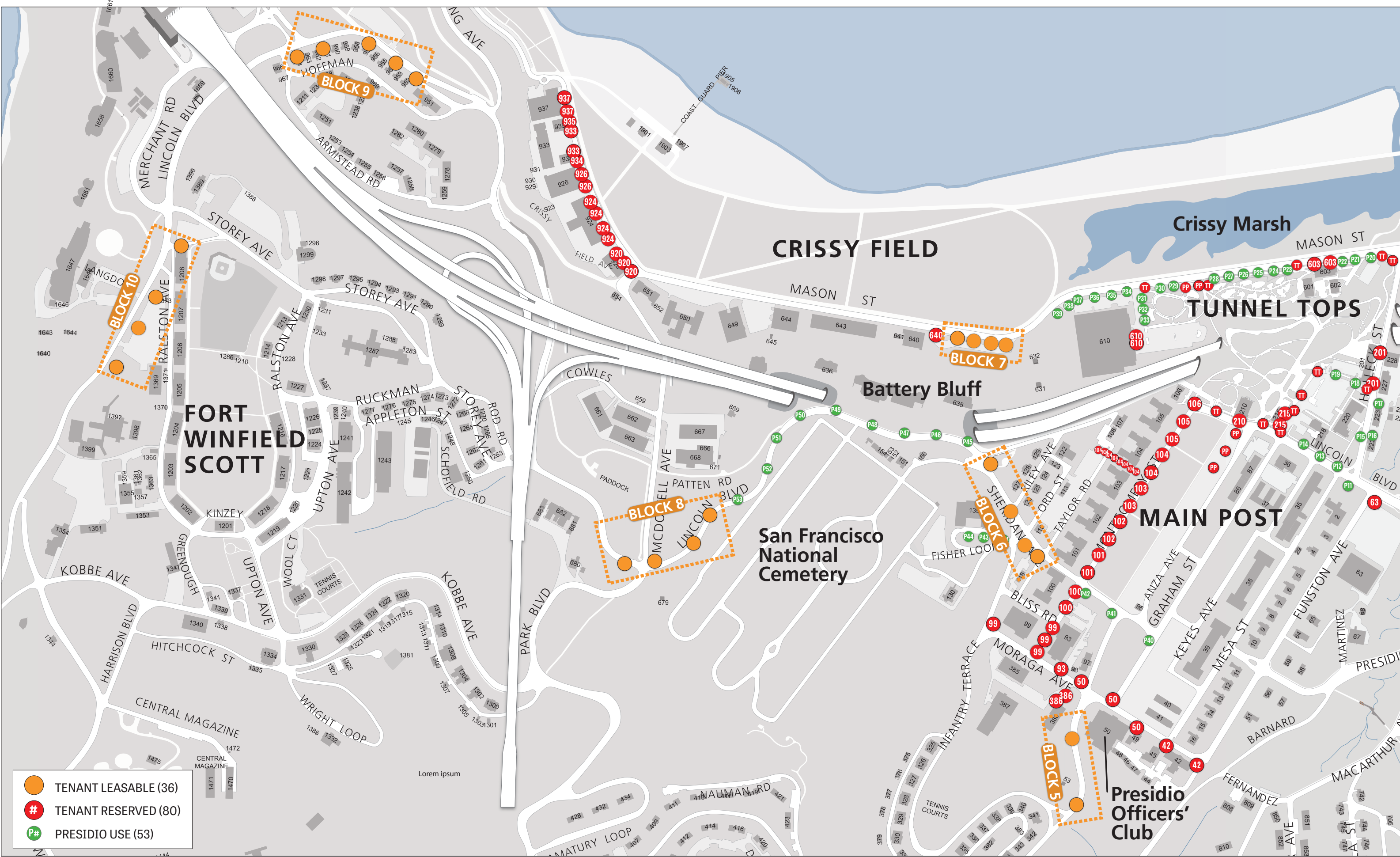
Weatherproof – Constructed or protected so that exposure to the weather does not interfere with successful operation.
- Presidio Trust | Title: Addressing Standard, Author: Amores, Randy

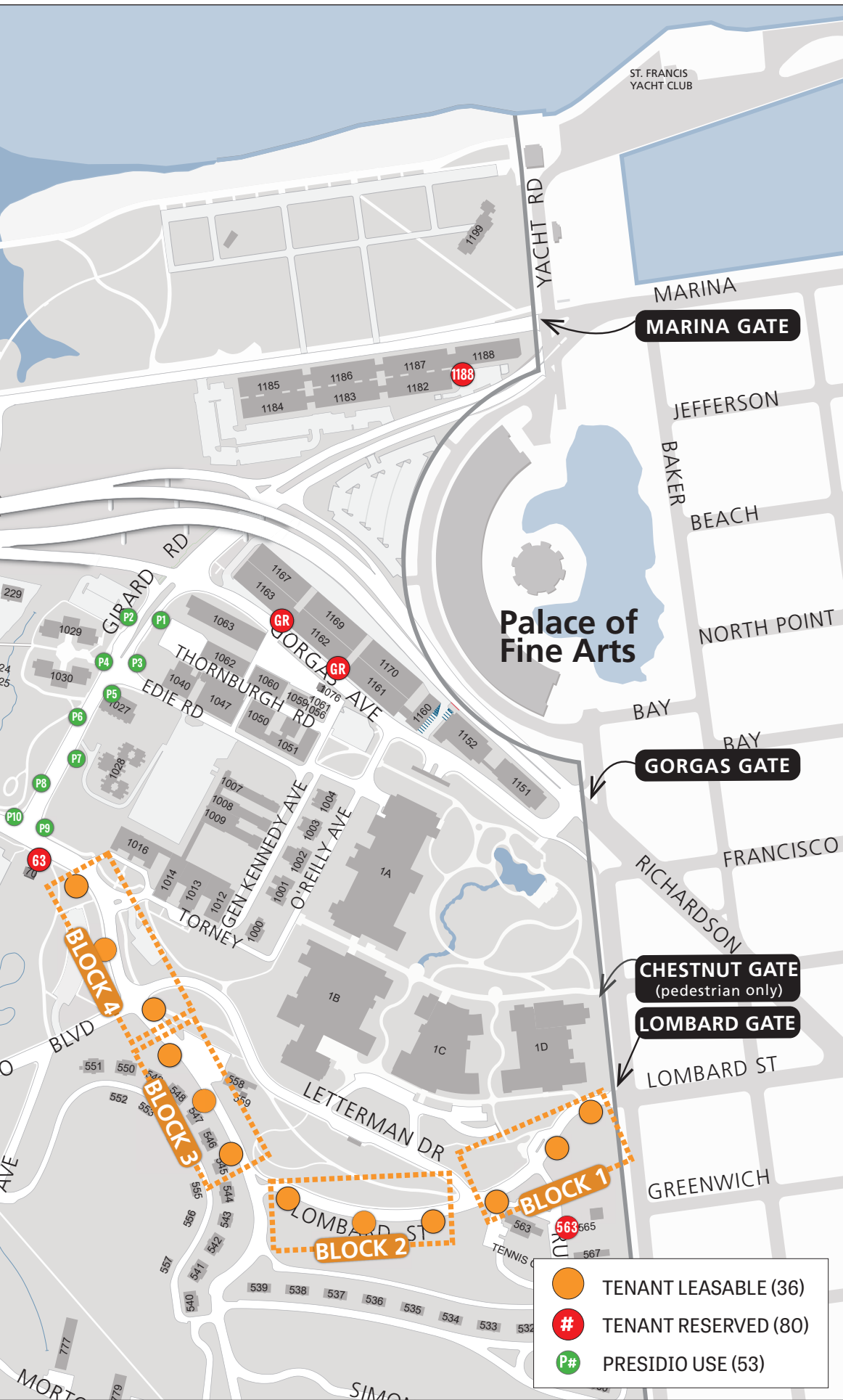


APPENDIX

B

Streetlight Poles
Available for Banners





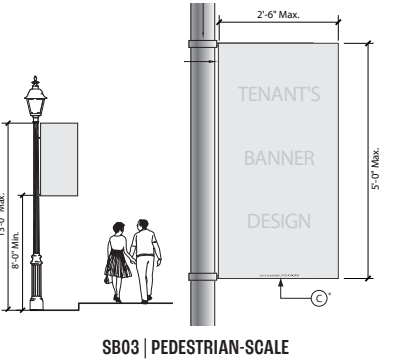
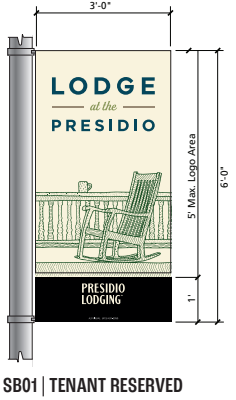
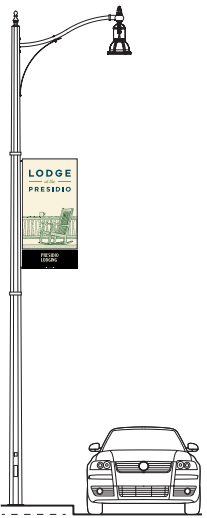
STREETLIGHT BANNERS

Planning & Compliance to review quantities & locations in coordination with other streetlight banners utilized by the Presidio or other tenants.

SB01-SB03 TENANT RESERVED STREETLIGHT BANNER

- 1 PANEL - DOUBLE SIDED
- 2 PANELS - DOUBLE SIDED FOR CRISSY FIELD/GORGAS

Permitted for major public-serving tenants based on building elements.

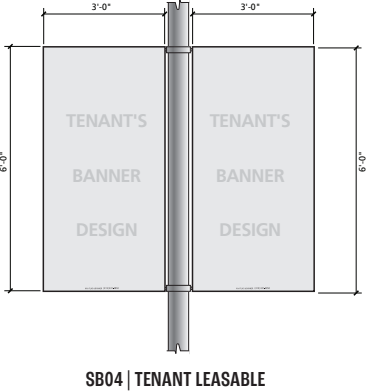
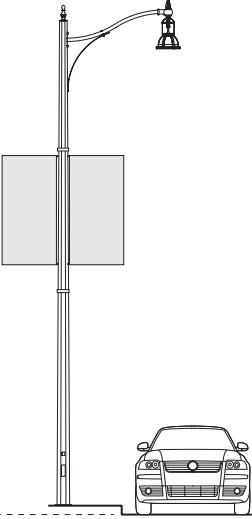


SB04 TENANT LEASABLE STREETLIGHT BANNERS

- 2 PANELS - DOUBLE SIDED

Certain streetlight poles in 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. Tenants wishing to lease streetlight poles for banners must obtain permission from the Presidio Trust.

- 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.
- Streetlight poles may not be leased singly but must be leased in blocks. The blocks are identified on the map to left.
- Tenants will be charged a fee in exchange for the use of each streetlight poles they wish to use.
- For the streetlight poles not leased, Presidio Trust has the right to utilize those poles for Presidio use -- such as campaigns, sponsorship and Presidio events.

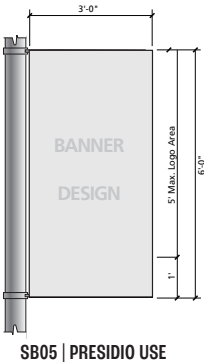
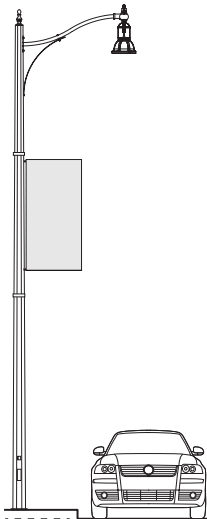


SB05 PRESIDIO USE STREETLIGHT BANNERS

- 1 PANEL - DOUBLE SIDED

Certain streetlight poles in the Presidio may be used for Presidio campaigns such as Presidio Forward, Visitor Engagement events, or corporate sponsorship partnerships.

- 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.



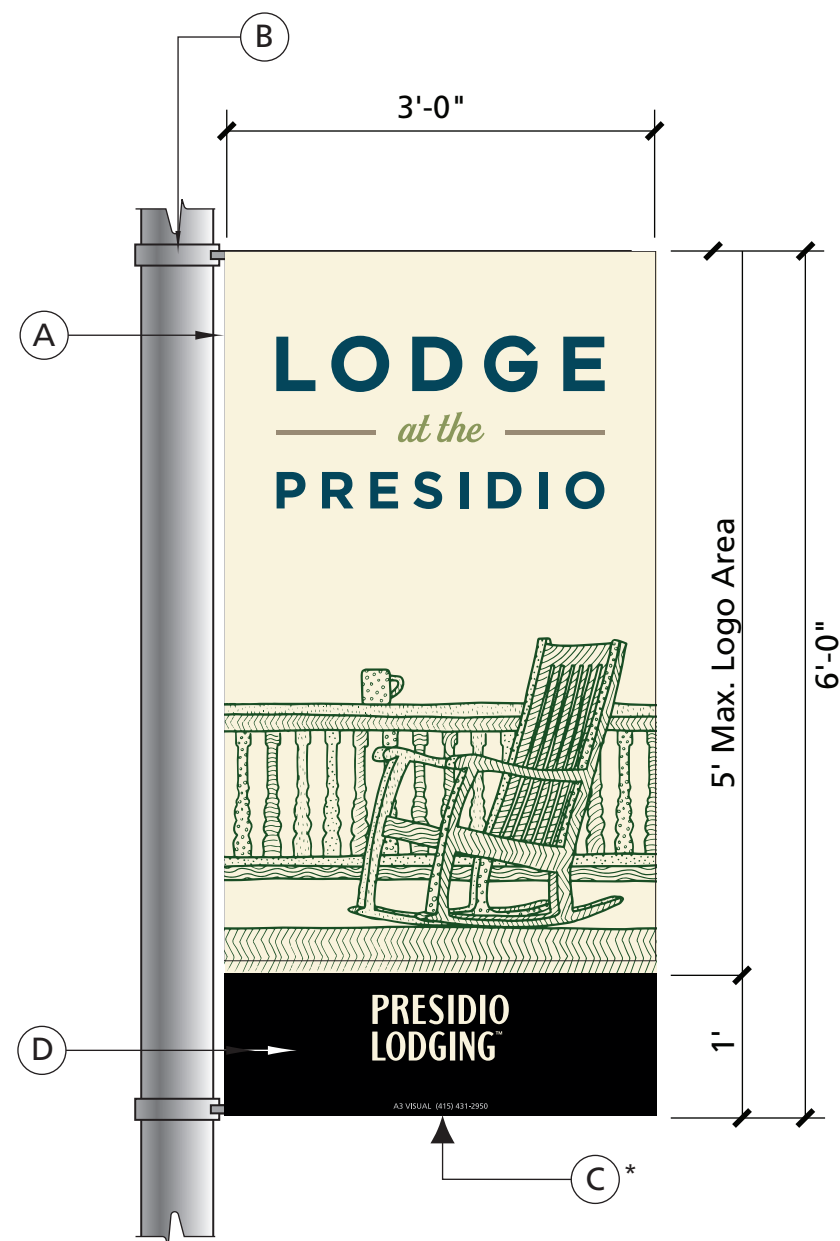
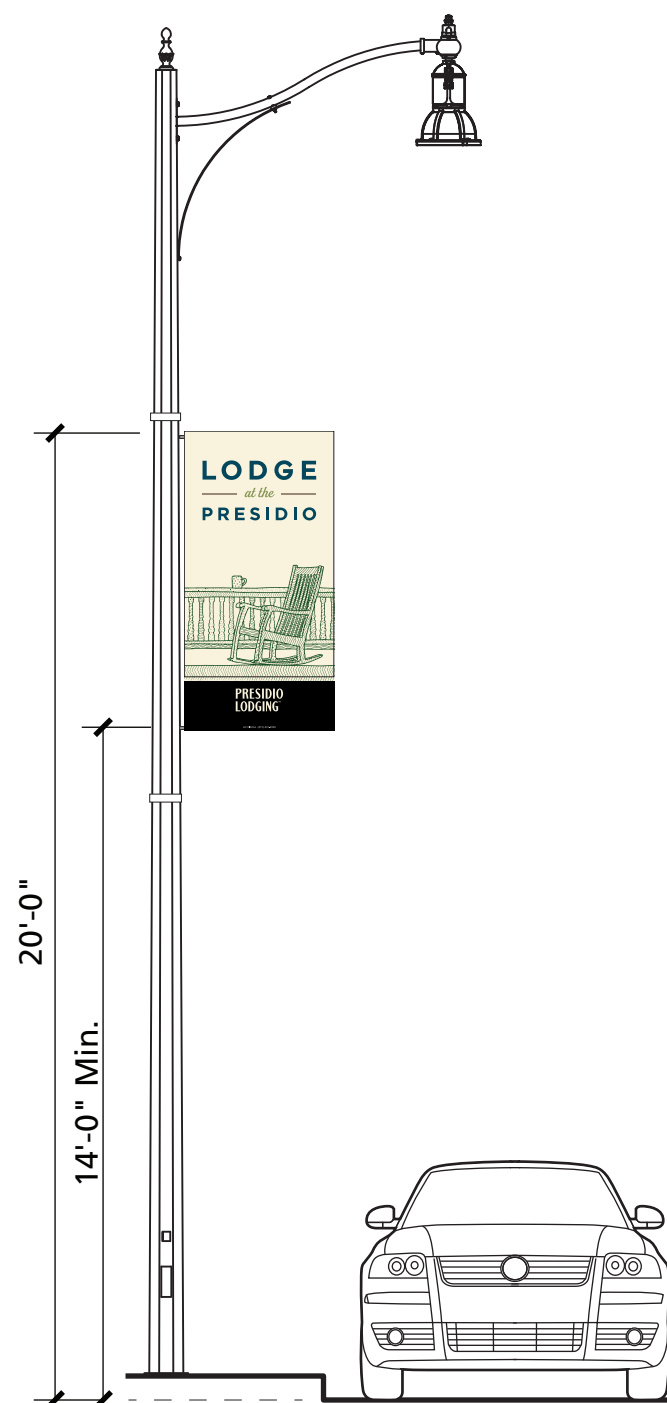
Permission must be sought from the Presidio Trust before installing streetlight banners, and for each special program for which a banner is desired. Streetlight banners could cause an cumulative effect on the National Historic Landmark District if large quantities are installed within a certain period of time. Presidio Trust's Planning & Compliance team will be conscientious of the quantity of banners at any given time and location in the park. Approvals, determinations and limitations will be made dependent on the density of signage in the vicinity.

Parameters For Streetlight Banners:

- The size and specifications of the streetlight banners must comply with what is shown on the left. 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.
- Applicants must provide the artwork of their proposed banner, the dates they wish for it to be displayed, and locations.
- See map on prior page for streetpole locations and IDs that are allowed to have banners, dependent on availability.

Streetlight Banners Fabrication & Install:

Applicants 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 applicant to replace.



* 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.

SIGN SPECIFICATIONS

Sign Type:

STREETLIGHT BANNER SB01

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. The banner installer's name and emergency contact phone number.*
- D. Tenant Name

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

SIGN SPECIFICATIONS

Sign Type:

STREETLIGHT BANNER **SB02**

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:

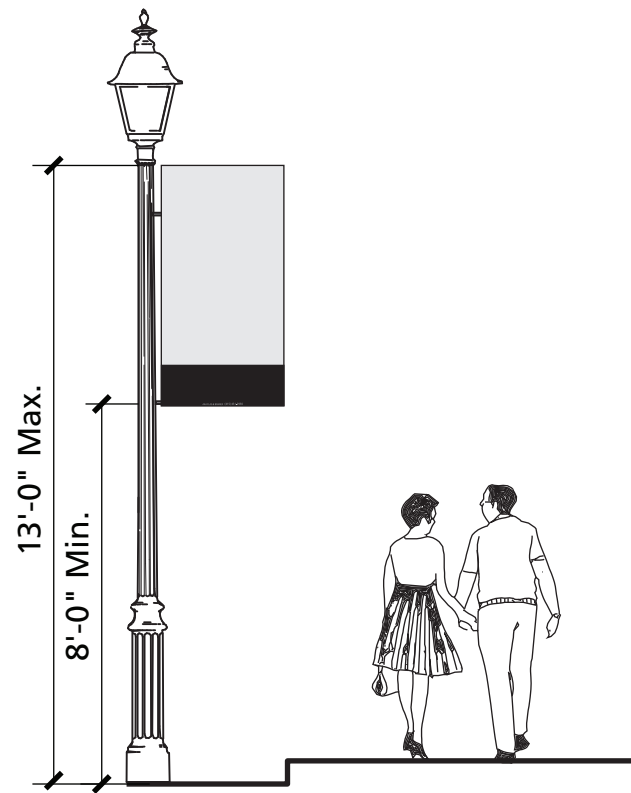
- Tenant name:
Frutiger LT Std - 55 Roman
- "CRISSY FIELD":
Frutiger LT Std - 55 Roman.

Approved Banner Materials:

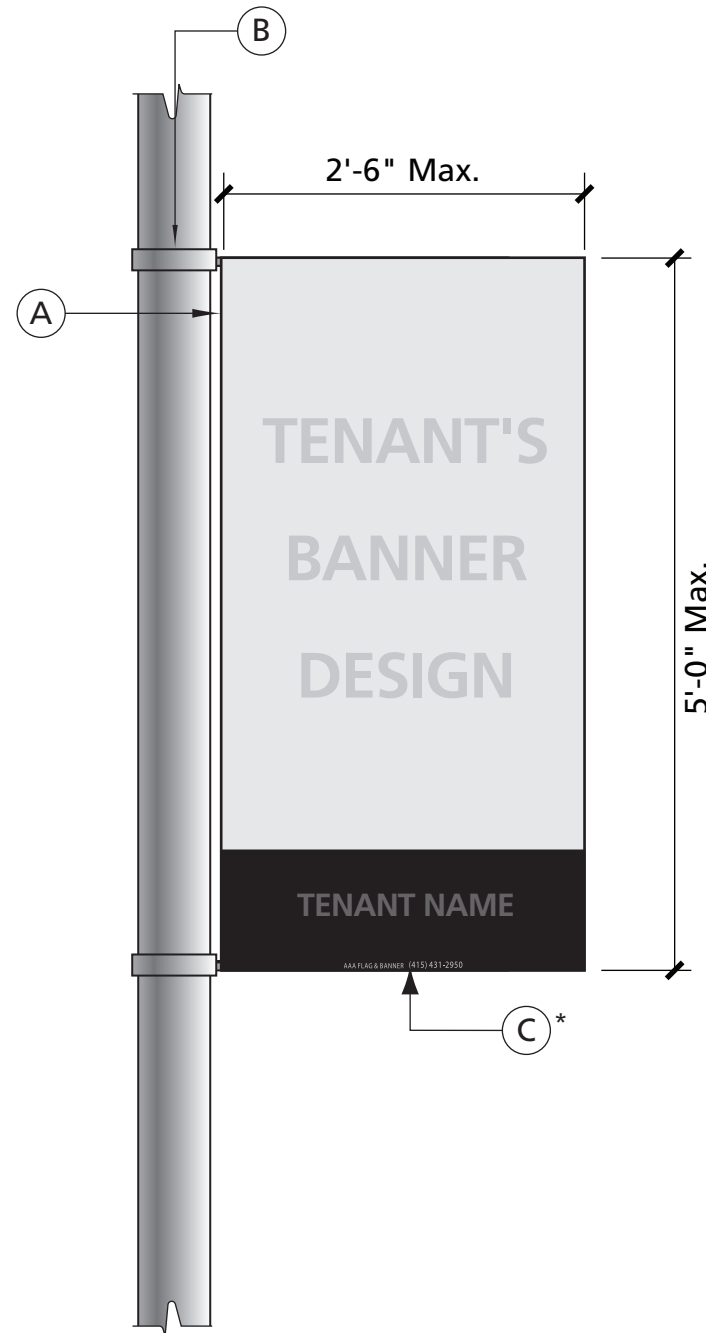
- Natural or recycled materials.

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.



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.

SIGN SPECIFICATIONS

Sign Type:

STREETLIGHT BANNER **SB03**

Tenant Reserved
(Pedestrian-Scaled Streetlights)

Specifications:

Pole sleeve seams welded and double needle stitched.

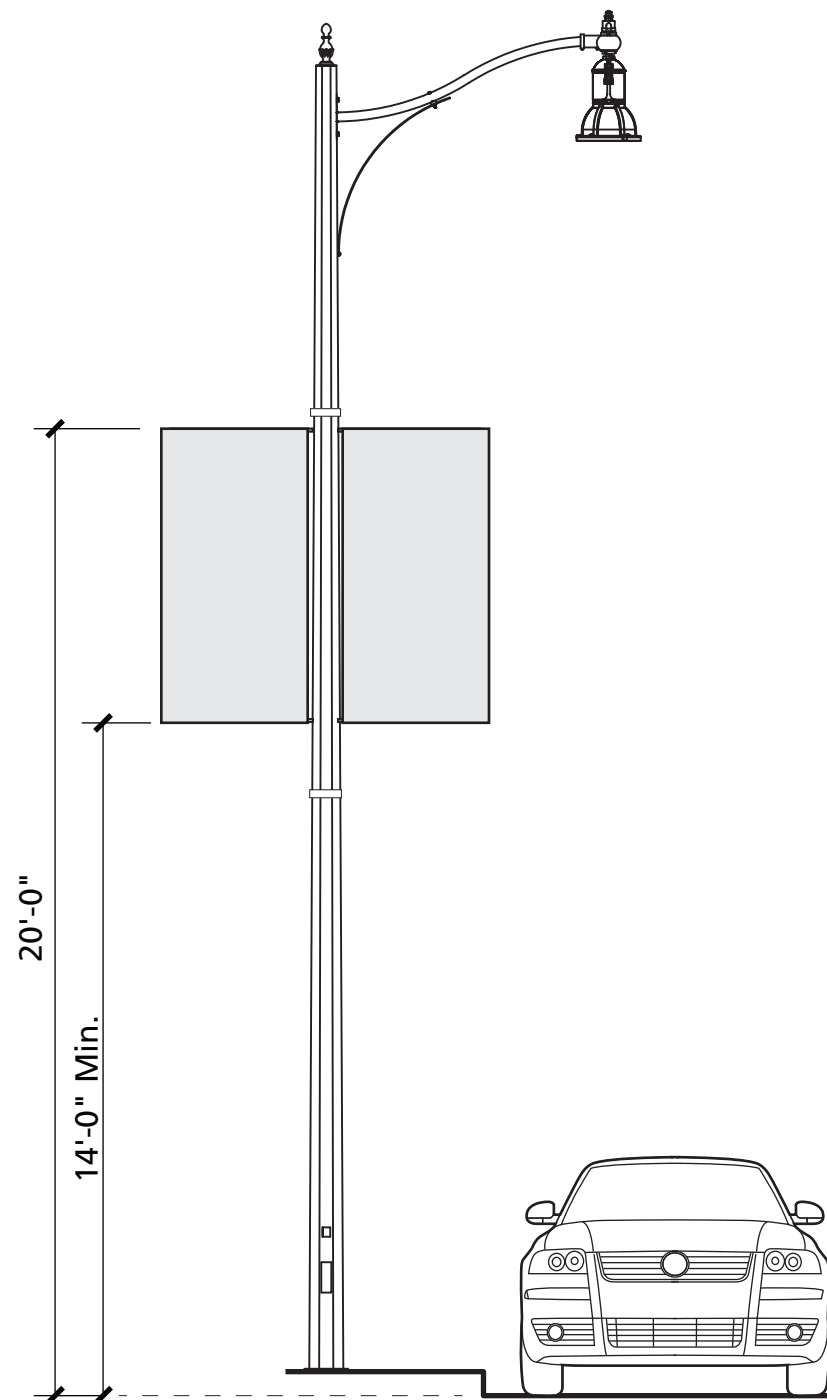
- A. Digitally imaged banner, double-sided print with UV blocking overlamine.
- B. Pole sleeve seams welded and double needle stitched.
- C. The banner installer's name and emergency contact phone number.*

Approved Banner Materials:

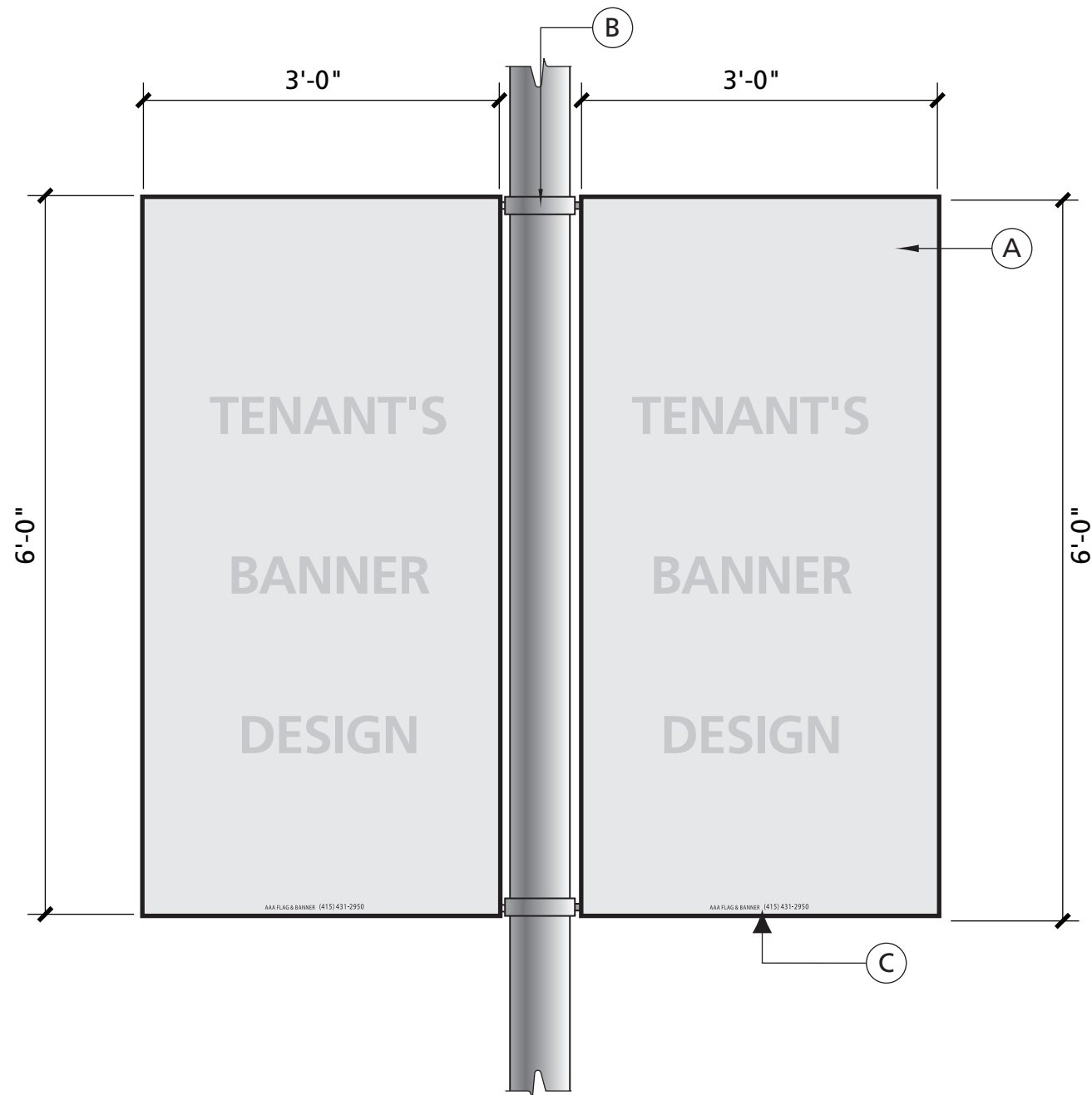
- Natural or recycled materials.

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
Scale: 1/4" = 1'-0"



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

SIGN SPECIFICATIONS

Sign Type:
STREETLIGHT BANNER **SB04**

Tenant Leasable

Specifications:
Pole sleeve seams welded and double needle stitched.

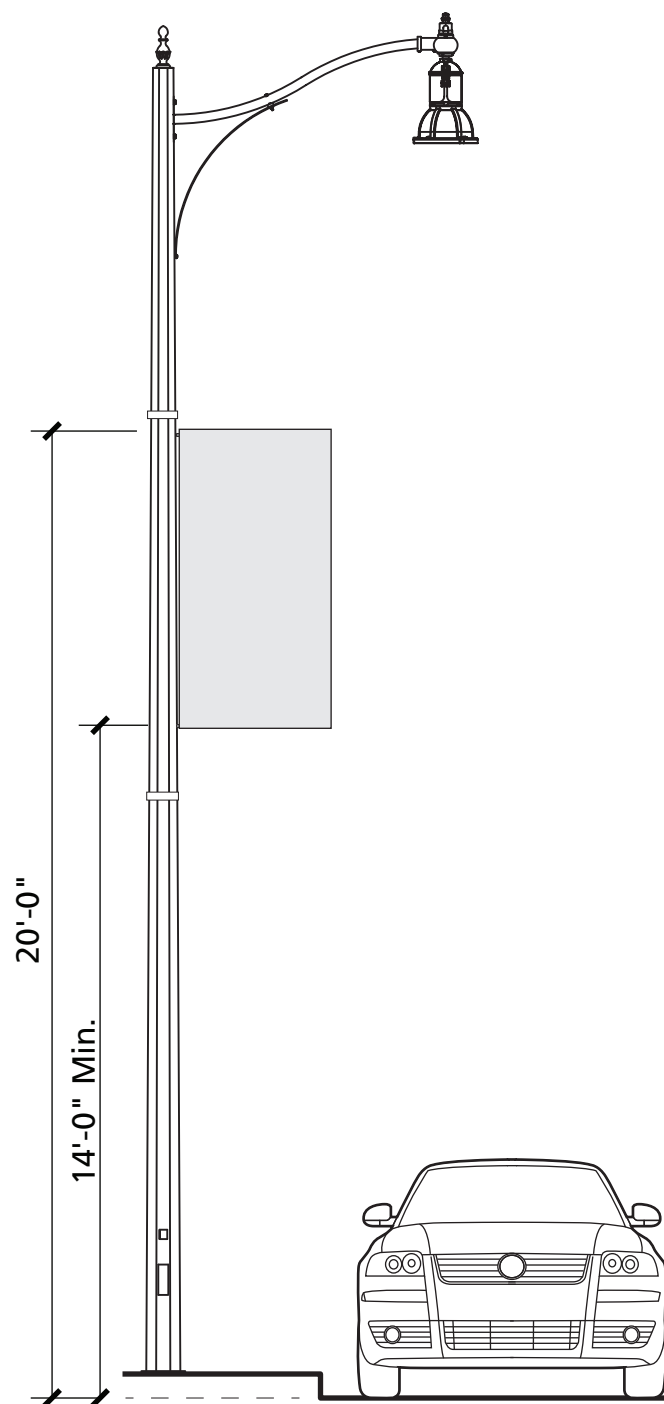
- A. Digitally imaged banner, double-sided print with UV blocking overlamine.
- B. Pole sleeve seams welded and double needle stitched.
- C. The banner installer's name and emergency contact phone number.

Approved Banner Materials:

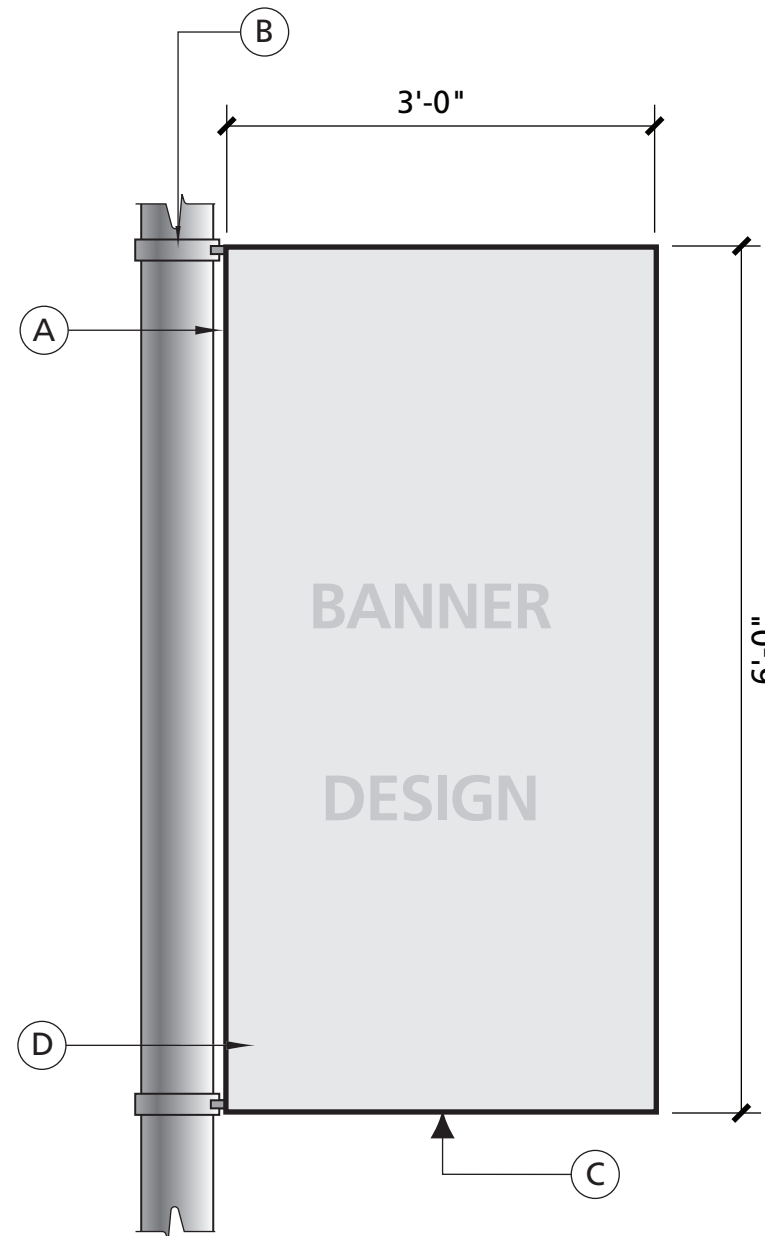
- Natural or recycled materials.

Banner Hardware:

- Banners attached to existing Presidio streetlights must avoid damaging streetlight poles. The banner installer will be liable for damaging poles.
- 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**: Presidio Use
Scale: 1/4" = 1'-0"



2 Sign Type **STREETLIGHT BANNER**: Presidio Use
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.

SIGN SPECIFICATIONS

Sign Type:

STREETLIGHT BANNER **SB05**

Presidio Use

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.*
- D. Banner Design

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.

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