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

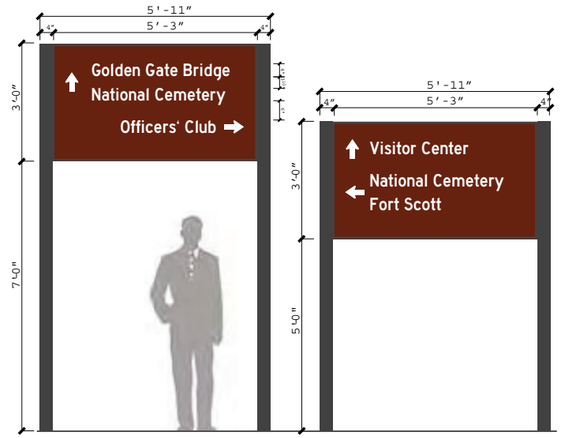
VEHICULAR

VH01 VEHICULAR 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.



RA01 RESIDENTIAL 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

ST01 STREET NAME

See MUTCD Section 2D.45 -- D3-1 Street Name sign.



ST01

GATEWAY SIGNS

GW01 GATEWAY MONUMENT

Gateway monuments are sited at major vehicular entry points into the park.

GW02 GATEWAY SHIELD 15"

GW03 GATEWAY SHIELD 16"

GW04 GATEWAY SHIELD 20"

GW05 GATEWAY SHIELD 24"

GW06 GATEWAY SHIELD 28"

GW07 GATEWAY 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).



GW01| GATEWAY MONUMENT



GW02 | SHIELD 15" GW03 | SHIELD 16" GW04 | SHIELD 20"

GW05 | SHIELD 24" GW06 | SHIELD 28" GW06 | RECTANGLE SHIELD

PARKING LOT SIGNS

VP01 PARKING ID

For major lot identification.

VP02 PARKING ID DIRECTIONAL

For directing to nearby major lots.

SINGLE SIDED
DOUBLE SIDED



VP01 | PARKING ID LARGE VP03 | LARGE DIRECTIONAL

IMAGES ARE NOT TO SCALE.

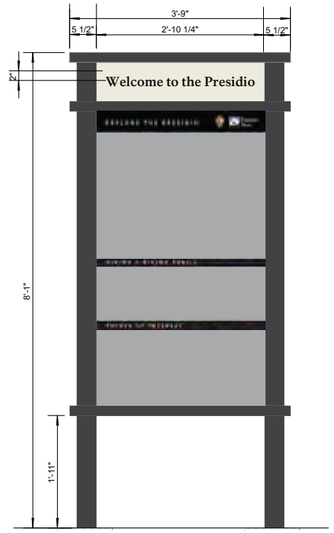
Pedestrian Wayfinding

INFORMATIONAL KIOSK

KI03 KIOSK FREESTANDING

SINGLE SIDED
DOUBLE SIDED

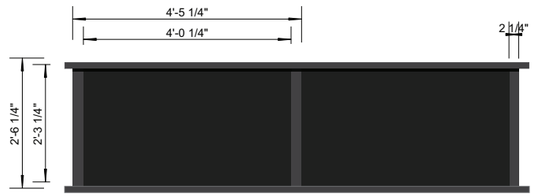
The kiosk displays a zoomed-in vicinity map showing trail connections and local destinations within a 5-10 minute walk. For sites that can accommodate 2-sided kiosks, the second panel provides an overall Presidio-wide map with transit lines and key destinations highlighted.



KI04 KIOSK DIGITAL DISPLAY

WALL-MOUNTED

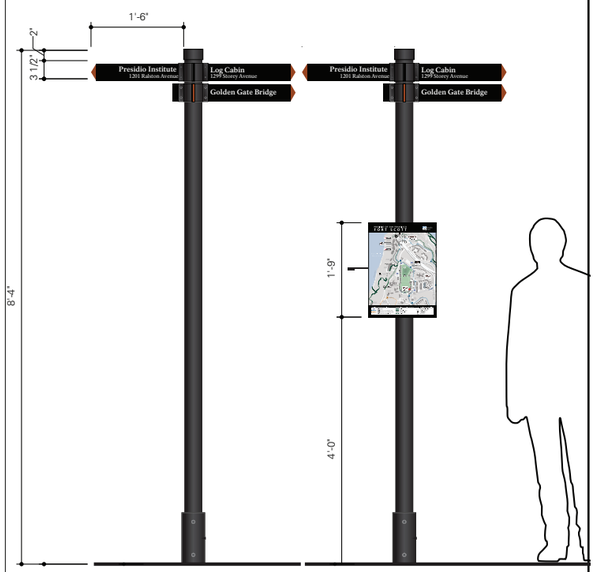
For key visitor areas that need real time transit data such as transit centers.



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

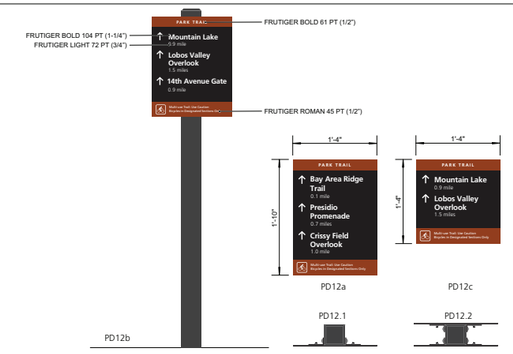
SINGLE SIDED

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

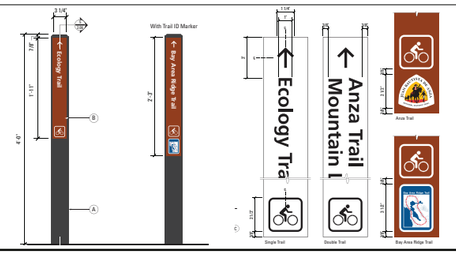
For wayfinding along a trail. The sign identifies the trail's name, and includes directional wayfinding for nearby destinations with distances and times.



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.



IMAGES ARE NOT TO SCALE.

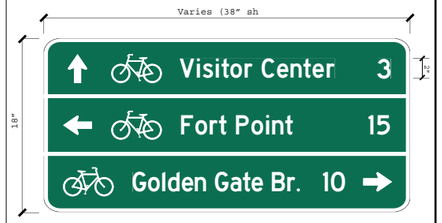
Bicyclist Wayfinding

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.

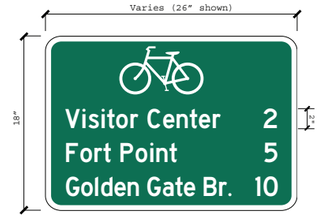


BG01 | DECISION

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



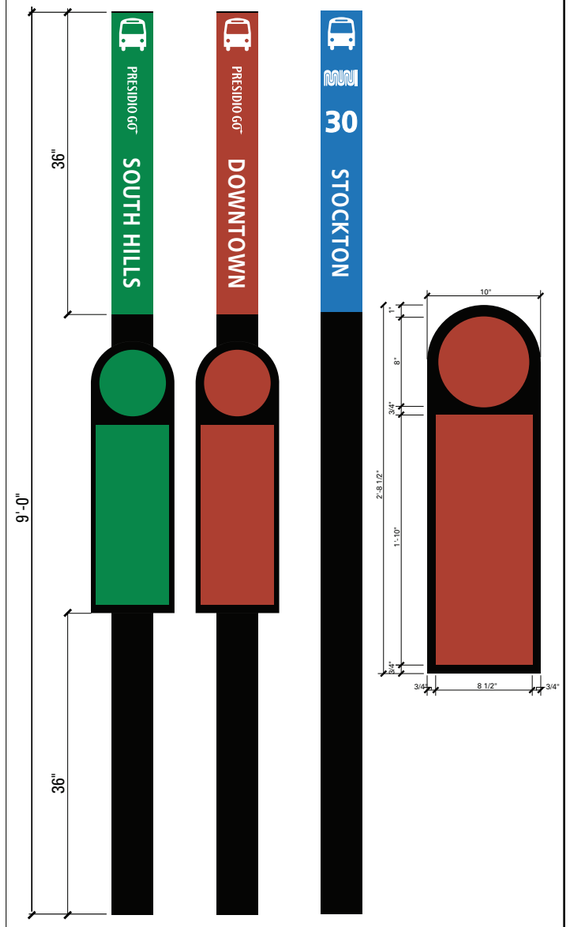
BG04 | BIKE ROUTE

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.



TN05



TN06

Regulatory Etiquette Signs

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



16"X20"

PE02 PICNIC ETIQUETTE

SINGLE SIDED
DOUBLE SIDED

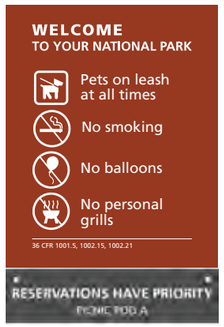
Located at designated picnic sites:
- Pets on leash at all times
- No smoking
- No balloons
- No personal grills

If the picnic site is not reservable, substitute No balloons with:
- No private parties or events





16"X20"



RESERVABLE PICNIC SITES
16"X4"



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



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



16"X20"

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

IMAGES ARE NOT TO SCALE.

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



PD02 | TRAIL ORIENTATION MAP
3"X 20"BOTTOM HEADERS



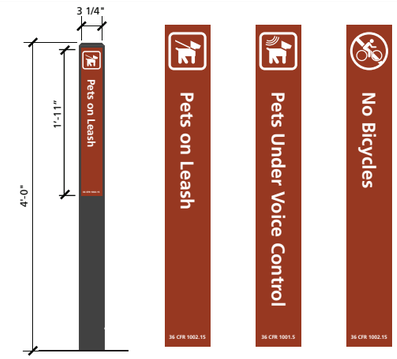
PD03 | TRAIL DIRECTION
3"X 16"BOTTOM HEADERS



PD04 TRAIL BLAZE

UP TO FOUR SIDES

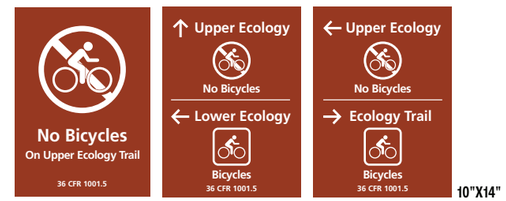
For existing trail blaze signs that have a blank side to accommodate a blaze sign panel:
- Pets Under Voice Control
- Pets on Leash



TE01 BICYCLE DESIGNATION

POST-MOUNTED
SINGLE SIDED

To designate trails where bicycles are and are not allowed.
- Bicycles
- No Bicycles



10"X14"

TE02 SAFETY

POST-MOUNTED
SINGLE SIDED

For trails with hazardous conditions such as steep slopes.
- Stay on Trails for Your Safety



10"X14"

Regulatory Etiquette Signs

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]

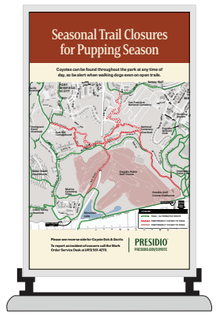


16"X20"

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.

WC02 COMMERCIAL TRASH ENCLOSURES

Sited at trash enclosures adjacent to commercial buildings.
- No dumping.



WC01 | 16"X24"



WC02 | 12"X18"

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

IMAGES ARE NOT TO SCALE.

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"

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"

Informational Signs

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.



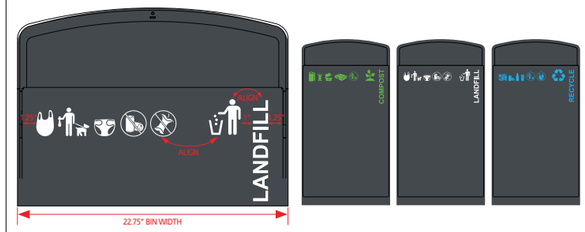


WASTE SORTING SIGNS

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

PUBLIC ACTIVATION TEMPORARY SIGNS

PA01 NATURAL RESOURCES

PA02 PRESIDIO EVENTS & VISITOR ENGAGEMENT

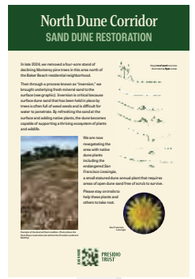
PA03 PRESIDIO FORWARD

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







SUMMER STORYWALK

A-FRAMES

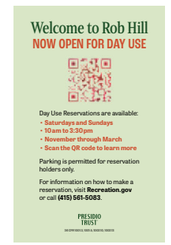
WINDMASTER

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.





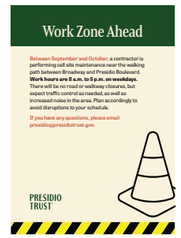


TA02 CONSTRUCTION ALERT

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.





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"

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

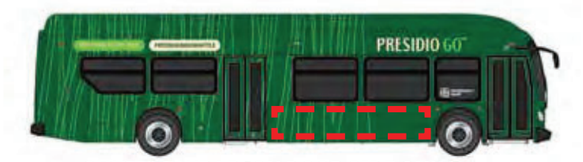
IMAGES ARE NOT TO SCALE.

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

FOUNDING PARTNER

	CONTENT*	QUANTITIES/DURATION*	ADDITIONAL COMPLIANCE CRITERIA
 KI04 **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.*
 BOTTOM PANEL ONLY 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.*

* FROM **CORPORATE SPONSORSHIP + MARKETING RIGHTS & BENEFITS.**

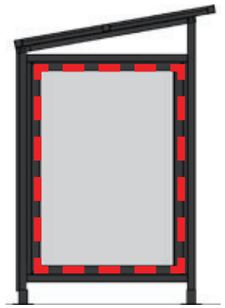
IMAGES ARE NOT TO SCALE.

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

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.*
 ADD BLACK BAND ON BOTTOM OF THE PANEL FOR PARTNER LOGO LOCKUP KI03 **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.*
ALUMIGRAPHICS GRIP APPLIED ON SIDEWALKS **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.*

* FROM **CORPORATE SPONSORSHIP + MARKETING RIGHTS & BENEFITS.**

IMAGES ARE NOT TO SCALE.

Corporate Sponsorship

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

LOCATIONS:
Tunnel Tops & Outpost
Main Post

OFFICIAL PARTNER

SIGN TYPE*	CONTENT*	QUANTITIES/DURATION*	ADDITIONAL COMPLIANCE CRITERIA
 KI04 **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.*
ALUMIGRAPHICS GRIP APPLIED ON SIDEWALKS **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.*

* FROM **CORPORATE SPONSORSHIP + MARKETING RIGHTS & BENEFITS.**

IMAGES ARE NOT TO SCALE.

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.

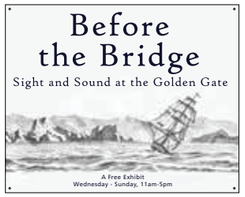
* FROM **CORPORATE SPONSORSHIP + MARKETING RIGHTS & BENEFITS.**

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.*

Tenant Identification

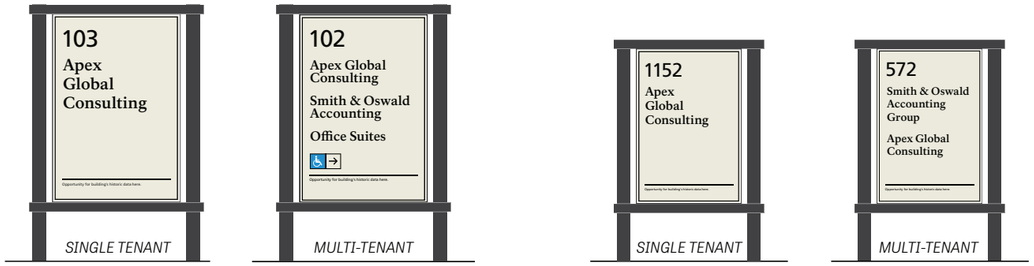
BUILDING ID

TI01 LARGE FREESTANDING BUILDING ID

TI02 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.



TI01 | LARGE FREESTANDING BUILDING ID

TI02 | SMALL FREESTANDING BUILDING ID

TENANT ID

WALL-MOUNTED TENANT ID

TI03 OFFICE TENANT ID

TL01-TL03 TENANT LOGO ID

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

TI04 EYEBROW LOGO ID

TI05 BLADE SIGN

SB01-SB03 TENANT RESERVED STREETLIGHT BANNERS

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

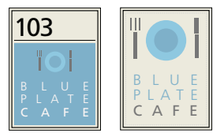
OFFICE TENANTS



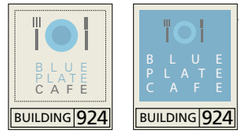
TI03 | OFFICE TENANT ID

N/A

PUBLIC-SERVING TENANTS



TL01 | TENANT LOGO ID*



TL02 | CRISSY FIELD TENANT LOGO ID*



TL03 | WAREHOUSE TENANT LOGO ID*



TL04 | EYEBROW LOGO ID*



TL04 | WAREHOUSE EYEBROW LOGO ID*



IN LIEU OF EYEBROW SIGN

TL05 | BLADE SIGN*

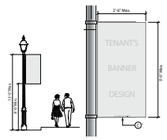




SB01 | TENANT RESERVED



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.



TW01 | FREESTANDING TENANT WAYFINDING

TW02 TENANT DIRECTORY MAP

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



TW02 | TENANT DIRECTORY MAP



MOUNT ON EXISTING RAILING, POLES OR PEDESTAL

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



TD03 | LARGE CRISSY FIELD DIRECTIONAL



TD04 | MEDIUM CRISSY FIELD DIRECTIONAL



TD02 | SMALL DIRECTIONAL



TD05 | SMALL CRISSY FIELD DIRECTIONAL

BUILDING NUMBER

BN01-BN05 BUILDING NUMBER SIGN

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 idenification, 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.*



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

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

IMAGES ARE NOT TO SCALE.

Temporary Exterior Signs

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**

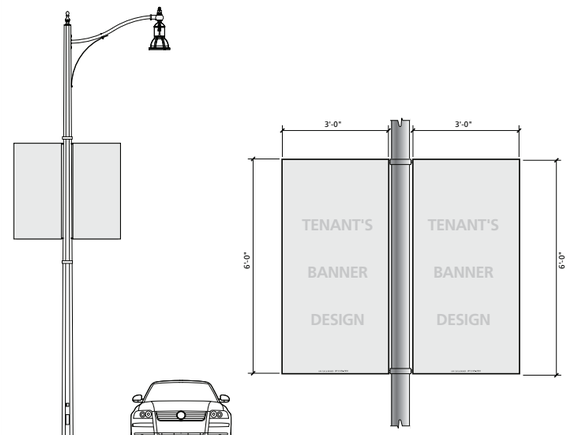
See Appendix B: Streetpoles Available for Banners for banner size and locations. Planning & Compliance to review quantities & locations in coordination with other streetlight banners utilized by the Presidio or other tenants.

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.*



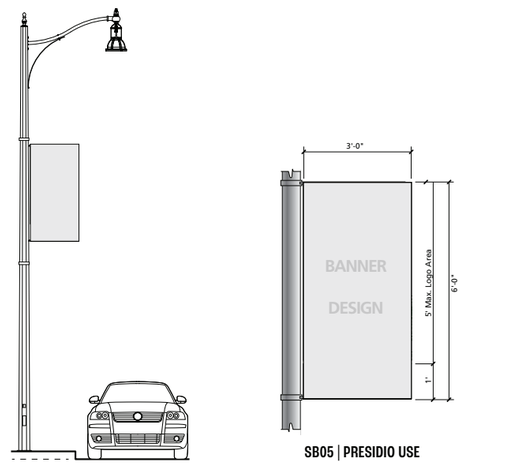
SB04 | TENANT LEASABLE

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.*



SB05 | PRESIDIO USE

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

*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.