



## EMBARCADERO

## SAN FRANCISCO

**121 Embarcadero, San Francisco, CA** - One of Capitol's newest units in San Francisco is truly iconic and one that cannot be missed! This right-hand read is one of the most sought-after units in San Francisco on the Embarcadero facing Mission. Landmarks nearby include the San Francisco Ferry Building which attracts thousands of people each day. Loaded with shops and restaurants and even a farmers market on the weekends, the Ferry Building is a major draw for people each year, all of who pass unit 327 going and coming! In addition to one of the most iconic and historic buildings in San Francisco, other attractions nearby include popular restaurants like Americano located in the popular Hotel Vitale, Epic Steak, and the Waterbar with a spectacular view of the Bay Bridge. Sitting on the edge of the Financial District several fortune 500 companies take up office space in the Embarcadero near this sign, most notably Google, and Banana Republic/Gap have an office within eye-shot of unit 327. There are two MUNI stops across the street from this location, the E Embarcadero, and F Market and Wharves, both of which use the historic streetcars as these are labeled as the historic streetcar lines in the city. A destination for tourists and locals alike, anyone in San Francisco who has driven, biked, or walked the Embarcadero will see this unit. With limited outdoor space available in this area of San Francisco, this unit truly is iconic and is one of the most sought after in the city.

📞 DC Office: (202) 337-1839

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# Wall SF-327 121 EMBARCADERO, SAN FRANCISCO, CA 94102

- **FACING** NW
- READ** Right-hand
- DEC** TBD
- SIZE** 24'h x 30'w
- READ & TRAFFIC**



TAB ID 30609913 TOTAL IMPs 218,896 LATITUDE 37.793332 LONGITUDE -122.392451

- **SIZE & PRODUCTION** 24 feet tall by 30 feet wide.

**INSTALLATION** \$4,000 NET

**TERM** 4 Weeks

**SHIPPING** Universal Sign Company Inc.  
884 Folsom St.  
San Francisco, CA 94107

*Please laminate all shipping labels to ensure that information is legible upon arrival.*

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## PRODUCTION SPECS SHEET

**UNIT LOCATION** 121 Embarcadero, San Francisco, CA 94102

**SIZE** 24'h x 30'w

**MEDIUM** Pressure sensitive (high-tack) adhesive vinyl

### SPECIAL INSTRUCTIONS

- Use Flexmark/Flexcon Blbrd for the material to be printed on. **DO NOT USE 3M SCOTCHCAL.**
- **MUST BE** produced as 4' rolls each
- Adhesive back vinyl must be produced in continuous vertical columns not exceeding 4'.
- Bleed 1"
- Provide 1" overlap on left and right sides of each strip
- The side perimeters should be clearly marked, indicating where each roll is to meet the next roll
- The perimeter should also be clearly marked all the way across the top, not just at corners
- Vinyl must be registered no less than every two (2) feet. Marks must be very precise. They can be made with water-soluble pencil or computer generated.
- Please create each vertical column as one continuous vertical length of material, not as several vertical segments. Adhesive vinyl is installed from left to right, and top to bottom. Therefore, the right sections will overlap the upper sections.
- Notes: Please ship vinyl 7 days prior to posting date to ensure timely posting.

### SHIPPING INSTRUCTIONS

Please send materials with mechanical to:

**Universal Sign Company Inc.**  
**884 Folsom St.**  
**San Francisco, CA 94107**

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