



## MAJOR TOURIST ATTRACTION

## SAN FRANCISCO

**1628 Lombard St, San Francisco, CA 94123** - Lombard Street is an east-west street in San Francisco, California that is famous for a steep, one-block section with 8 hairpin turns & landscaped flowerbeds. On a 27-degree angle, this famously crooked street is known as the "crookedest street in the world", the steep hills and sharp curves of this one-way road pass by grand Victorian mansions and attracts millions of tourists each year is located along the eastern segment in the Russian Hill neighborhood. Stretching from The Presidio east to The Embarcadero (with a gap on Telegraph Hill), most of the street's western segment is a major thoroughfare designated as part of U.S. Route 101. It is a major tourist attraction, receiving around two million visitors per year and up to 17,000 per day on busy summer weekends!

📞 **DC Office: (202) 337-1839**

📧 **chris@capitoloutdoor.com**

💻 **www.CapitolOutdoor.com**

# Wall SF-329

1628 LOMBARD ST, SAN FRANCISCO, CA 94123



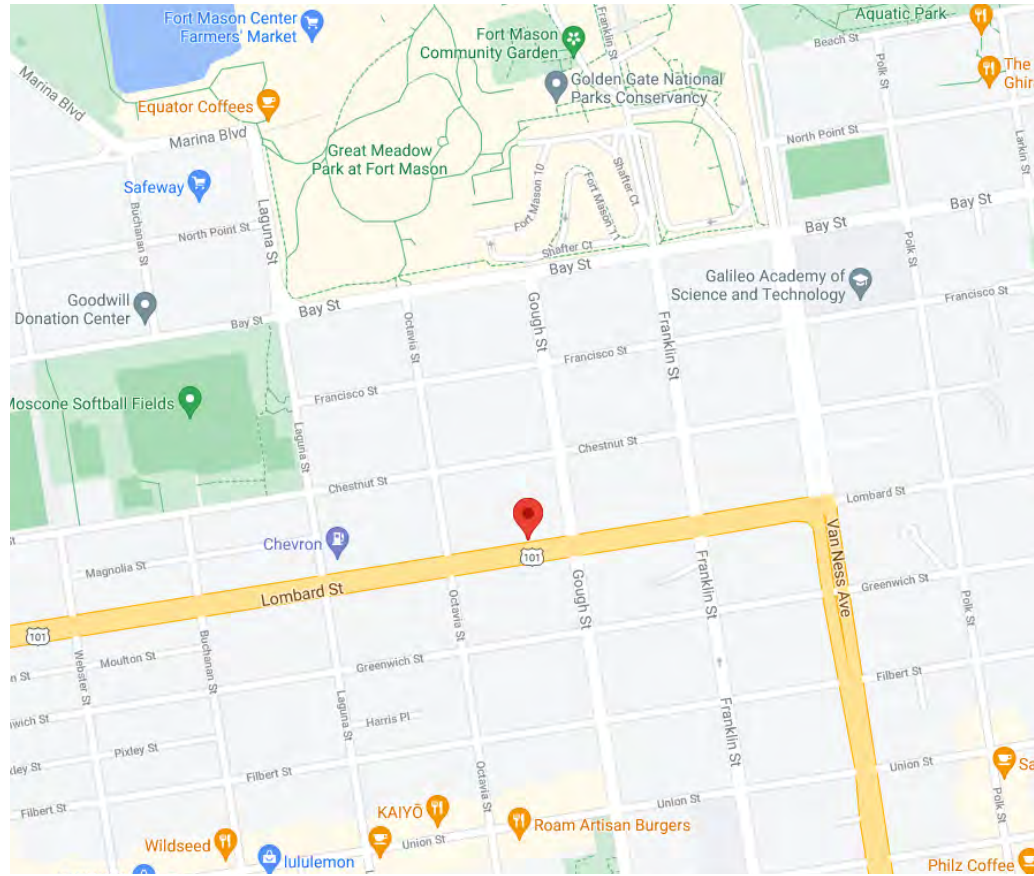
**FACING** West

**READ** Left

**DEC** TBD

**SIZE** 18'H x 10'W

**READ & TRAFFIC**



TAB ID -30768999 TOTAL IMPs 121,328 LATITUDE 37.800981 LONGITUDE -122.42845



**SIZE & PRODUCTION** 18 feet tall by 10 feet wide

**INSTALLATION** \$3,000 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** 1628 Lombard Street, San Francisco, CA 94123

**SIZE** 18'H x 10'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**

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