



DEPARTMENT OF DEFENSE
WASHINGTON HEADQUARTERS SERVICES
1155 DEFENSE PENTAGON
WASHINGTON, DC 20301-1155

November 23, 1999

ADMINISTRATIVE INSTRUCTION NO. 103

SUBJECT: Exhibits and Signs in the Renovated Pentagon and Pentagon Reservation

References: (a) Accessibility Guidelines for Buildings and Facilities, Americans with Disabilities Act (ADA), 1990
(b) [DoD 8910.1-M](#), "DoD Procedures for Management of Information Requirements," June 1998

1. PURPOSE

This Instruction:

- 1.1. Establishes the policy, procedures and responsibilities for all exhibits and signs in the renovated Pentagon and on the Pentagon Reservation.
- 1.2. Describes the type of exhibits that are permitted, the approval process, and responsibility for the exhibits' funding and maintenance.
- 1.3. Describes space in the Pentagon where the Pentagon Building Management Office (PBMO), the Pentagon Renovation Program Office, and tenant activities are responsible for providing and maintaining signs.

2. APPLICABILITY

This Instruction applies to:

2.1. The Office of the Secretary of Defense, the Military Departments, the Chairman of the Joint Chiefs of Staff, the Combatant Commands, the Inspector General of the Department of Defense, the Defense Agencies, the DoD Field Activities, and all other organizational entities within the Department of Defense (hereafter referred to as "the DoD Components").

2.2. Private organizations, tenants who occupy space on the Pentagon Reservation, and other Government organizations that desire to erect exhibits at the Pentagon.

3. DEFINITIONS

3.1. Agency Space. Space used by one Agency only and does not include any public space.

3.2. Exhibit. A fixed, freestanding, portable, wall-mounted, built-in, permanent or temporary display that provides information about the DoD mission to occupants and visitors of the Pentagon. Exhibits are either temporary or permanent.

3.2.1. Temporary exhibits are those that remain on display for a specified period of time, usually not to exceed one month.

3.2.2. Permanent exhibits are those that remain on display indefinitely.

3.3. Public Space. Public access space, such as corridors, walkways, throughways, hallways, and stairways.

4. POLICY

It is DoD policy that:

4.1. Standard and nonstandard exhibits and signs in the renovated Pentagon must be approved by the PBMO through the DD Form 2798 (Application/Permit for Use of Space on the Pentagon Reservation) (see enclosure 1) process and that exhibits and signs adhere to the standards and criteria established by the Pentagon Corridor Committee (PCC) (see enclosure 2).

4.2. All exhibits and signs in renovated space shall comply with all applicable State and building codes. In addition, they shall comply with the Americans with Disabilities Act (ADA) (reference (a)), which requires Agencies to provide access for individuals with physical and other disabilities.

4.4. Proposed exhibits shall be approved during a design review that includes an evaluation of the exhibits craftsmanship, materials, content, and overall appearance in order to meet the requirements of this Instruction.

4.5. The sponsoring Agency (i.e., the Agency to which the exhibit belongs) shall maintain the content of permanent exhibits' and the overall appearance and timeliness of exhibited materials. Agencies may provide funds for the PBMO to clean exhibits and replace lights, as needed.

4.6. Tenant space build-out plans for renovated space shall identify which space may be used by the Agency for display purposes.

4.7. The Pentagon Renovation Program Office shall provide and update Agency signs in renovated public space until it is turned over to the PBMO.

4.8. The PBMO shall maintain all building signs in public spaces. Public space signs will include, but will not be limited to, signs denoting rings and corridors, elevators, escalators, stairs, telephones, telephone closets, mechanical rooms, fire extinguishers, fire cabinets, rest rooms, vending areas, and locator maps and signs.

4.9. After the Pentagon Renovation Program Office turns space over to the PBMO, Agencies will maintain Agency signs in public space according to the standards identified in enclosure 2.

5. RESPONSIBILITIES

5.1. The Director, WHS, will maintain oversight and cognizance of exhibits and signs in the Pentagon.

5.2. The PCC will:

5.2.1. Establish standard size, color, and design criteria for all exhibits and signs in the renovated Pentagon in coordination with Pentagon Renovation Program Office and augment existing standards and criteria for tenant occupancy plans, where required.

5.2.2. Approve or disapprove requests for nonstandard signs or requests for new, changed, or relocated exhibits, including appeal requests, based on the criteria in enclosure 2.

5.3. The PBMO will:

5.3.1. Procure, in coordination with the Pentagon Renovation Program Office, signs for renovated public space in the Pentagon.

5.3.2. Maintain all building signs in public space, as indicated in enclosure 2, paragraph E2.2.2., after Pentagon Renovation Program Office turns the renovated space over to the PBMO.

5.3.3. Fund all new or changed public area signs, except Agency signs.

5.3.4. On a cost-reimbursable basis, procure signs for Agencies, when requested, beyond those procured by the Pentagon Renovation Project Office (e.g., replacement signs or signs for new doors).

5.3.5. Review and recommend approval or disapproval of requests for new and relocated exhibits and nonstandard signs, using the criteria in enclosure 2, and forward the recommendation to the PCC.

5.4. The Pentagon Renovation Program Office will:

5.4.1. Procure all initial signs in public space, including Agency signs.

5.4.2. Coordinate with the PBMO on requests to provide signs in renovated public space.

5.4.3. Establish contracts for the initial building of exhibit cabinetry for tenants.

5.5. Tenant Agencies will:

5.5.1. Prior to acceptance of renovated space, provide a tenant occupancy plan that includes a description of the Agency's planned usage of signs and any exhibits.

5.5.2. Prior to occupancy, provide DD Form 2798 to the PBMO for the use of public space for exhibits and nonstandard signs.

5.5.3. Update Agency signs in public space and comply with requirements for standardized signs in public space, according to enclosure 2.

6. PROCEDURES

6.1. The requesting Agency will submit all requests for new or relocated exhibits and nonstandard signs to the PBMO. Requests must include the following:

6.1.1. DD Form 2798, signed by the sponsoring Agency's General Officer or civilian equivalent.

6.1.2. A memorandum on letterhead stationery with:

6.1.2.1. A narrative description of the exhibit.

6.1.2.2. A statement of how the exhibit relates to the Agency mission.

6.1.2.3. Agency certification that it will bear the financial responsibility of maintaining the exhibit and any expenses and repairs associated with its removal.

6.1.2.4. Points of contact for the sponsoring and requesting Agencies.

6.1.2.5. Drawings, photographs or other descriptive material of the exhibit and its proposed location.

6.1.3. If the applicant represents an Agency, a letter or other documentation that, the applicant has authority to represent the Agency.

6.2. The PBMO will review requests for nonstandard signs, approve or disapprove the requests in coordination with the Pentagon Renovation Program Office and notify the requesting Agency of its determination.

6.3. The PBMO will forward all requests for new, relocated or revised exhibits to the PCC. The PCC will review the requests, approve or disapprove them based on the criteria at enclosure 2, and notify the requesting Agency of its determination.

7. INFORMATION REQUIREMENTS

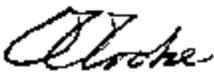
DD Form 2798, "Application/Permit for Use of Space on the Pentagon Reservation," referred to in this Instruction is exempt from licensing in accordance with paragraph C4.4.2. of DoD 8910.1-M (reference (b)).

8. INTERNET AVAILABILITY OF DD FORM 2798

DD Form 2798 is available on the Internet under Defense Link, Publications.

9. EFFECTIVE DATE

This Instruction is effective immediately.


D. O. Cooke, Director
Washington Headquarters Services

Enclosures - 2

E1. DD Form 2798

E2. Standards and Design Criteria for Exhibits and Signs

E1. ENCLOSURE 1

DD FORM 2798

APPLICATION/PERMIT FOR USE OF SPACE ON THE PENTAGON RESERVATION																		
INSTRUCTIONS																		
Type or print in ink. Attach this request to a cover letter which includes information required by Part II of the "Exhibits, Displays, Performances, Special Events, and Ceremonies Policies, Procedures, and Guidelines." Include copies, samples, drawings, and descriptions of the materials to be displayed or distributed. Failure to complete this form will delay the issuance of a permit and could result in a denial of the permit requested. See Conditions on back.																		
SECTION I (To be completed by applicant)																		
1. APPLICANT																		
a. NAME Jane Doe	b. ORGANIZATION WHS/RE&F																	
c. ADDRESS (Include Room Number) WHS, Real Estate and Facilities, 1155 Defense Pentagon, Washington, D.C. Room 4A129																		
d. TELEPHONE NUMBER (Include Area Code) 703 693-3768	e. FAX NUMBER (Include Area Code) 703 695-3896	f. E-MAIL ADDRESS JDoc@pentagon.mil																
IF APPLICANT WILL ACT ON HIS/HER OWN BEHALF, GO TO ITEM 3.																		
2. ORGANIZATION SPONSORING, PROMOTING, OR CONDUCTING THE PROPOSED ACTIVITY																		
a. ORGANIZATION NAME WHS/RE&F	b. NAME OF AUTHORIZED REPRESENTATIVE Allen Smith	c. TITLE Budget Analyst																
d. ADDRESS (Include Room Number) WHS/Real Estate and Facilities, 1155 Defense Pentagon, Washington, D.C. Room 4A129																		
e. TELEPHONE NUMBER (Include Area Code) 703 693-3770	f. FAX NUMBER (Include Area Code) 703 695-3896	g. E-MAIL ADDRESS ASmith@pentagon.mil																
3. DETAILED DESCRIPTION OF PROPOSED ACTIVITY, INCLUDING EXACT LOCATION (Cover letter may be used)																		
<input checked="" type="checkbox"/> TEMPORARY EXHIBIT <input type="checkbox"/> PERMANENT EXHIBIT <input type="checkbox"/> CEREMONY <input type="checkbox"/> PERFORMANCE <input type="checkbox"/> SPECIAL EVENT																		
DESCRIPTION: See Attached Cover Letter																		
4. APPROXIMATE NUMBER OF PERSONS TO BE ENGAGED IN THE ACTIVITY		5. PROPOSED DATES AND HOURS OF THE ACTIVITY																
2,000		<input type="checkbox"/> INDEFINITE (Permanent Exhibit) <input checked="" type="checkbox"/> TEMPORARY (Complete below)																
		<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td></td> <td>(1) MONTH</td> <td>(2) DAY</td> <td>(3) YEAR</td> <td>(4) HOUR</td> </tr> <tr> <td>a. FROM</td> <td style="text-align: center;">Nov</td> <td style="text-align: center;">10</td> <td style="text-align: center;">1999</td> <td style="text-align: center;">1000</td> </tr> <tr> <td>b. TO</td> <td style="text-align: center;">Nov</td> <td style="text-align: center;">10</td> <td style="text-align: center;">1999</td> <td style="text-align: center;">1400</td> </tr> </table>			(1) MONTH	(2) DAY	(3) YEAR	(4) HOUR	a. FROM	Nov	10	1999	1000	b. TO	Nov	10	1999	1400
			(1) MONTH	(2) DAY	(3) YEAR	(4) HOUR												
a. FROM	Nov	10	1999	1000														
b. TO	Nov	10	1999	1400														
6a. SIGNATURE OF APPLICANT <i>Jane Doe</i>		b. DATE SIGNED <i>Oct 1, 1999</i>																
IMPORTANT: If the applicant represents an organization, a letter or other documentation that the applicant has authority to represent the organization is required to be submitted with this form.																		
7a. SIGNATURE OF ORGANIZATION'S AUTHORIZED REPRESENTATIVE (if applicable) <i>Allen Smith</i>		b. DATE SIGNED <i>Oct 4, 1999</i>																
SECTION II (To be completed by the Building Management Office)																		
8. DESIGNATED LOCATION AND ACTUAL DATES AND HOURS FOR WHICH THE ACTIVITY IS APPROVED																		
<input type="checkbox"/> APPROVED <input type="checkbox"/> DISAPPROVED		a. LOCATION																
b. PERMIT NUMBER	c. DATE(S)	d. HOURS																
9a. SIGNATURE OF APPROVING OFFICIAL		b. DATE SIGNED																

DD FORM 2798, JUL 1999

CONDITIONS

The applicant and, if applicable, the organization sponsoring, promoting, or conducting the activity and its authorized representative shall be the permittee(s) for the purposes of the following conditions.

1. The permittee(s) shall indemnify and save harmless the United States, its agents, and employees against any and all loss, damage, claim, or liability whatsoever for personal injury or death, or damage to property, due to the exercise by the permittee(s) of the privilege granted by this permit or due to the permittee's failure to comply with the conditions of the permit. In addition, the permittee(s) shall be liable for any damage to Government property due to the exercise by the permittee(s) of the privilege granted by this permit or due to the permittee's failure to comply with the conditions of the permit.
2. The permittee(s) shall be subject to the rules governing conduct on the Pentagon Reservation (32 CFR Part 234). Permittee(s) shall remain within the location(s) designated by the permit. In addition, the permittee(s) shall:
 - a. Not misrepresent his or her identity to the public or conduct any activities in a misleading or fraudulent manner.
 - b. Not discriminate on the basis of race, creed, color, sex, age, or national origin in conducting the permitted activities.
 - c. Not leave leaflets or other material unattended at any place on DoD-controlled property.
 - d. Not attach posters or banners to the walls or columns of the building unless approved by the Building Management Office.
 - e. Not direct any sound producing equipment toward the building, nor use it in the building.
 - f. Not engage in any activities that are obscene within the meaning of obscenity as defined in 18 USC 1461-65 or that violate the prohibition against political solicitations found in 18 USC 607.
 - g. Not obstruct free ingress and egress of the users of public areas or otherwise interfere with access to public areas. Unencumbered safe passage must be maintained.
 - h. Not interfere with approved uses of the property by tenants or by the public.
 - i. Not damage any property.
 - j. Not use combustible fuels or compressed gas.
3. All permittees shall wear an identification badge at all times while conducting permitted activities on Government property. The identification badges shall be provided by the Building Management Office and shall contain:
 - a. Person's name
 - b. Name of group or organization
 - c. Permit number.
4. A representative of the Building Management Office or a Defense Protective Service official may cancel the permit at any time if the permittee's activities violate any condition of this permit.

I/We understand and agree to abide by the terms of this permit and the conditions for use of Federal space.

a. SIGNATURE OF APPLICANT <i>Jane Doe</i>	b. DATE SIGNED <i>Oct 1, 1999</i>
c. SIGNATURE OF ORGANIZATION'S AUTHORIZED REPRESENTATIVE (if applicable) <i>Allen Smith</i>	d. DATE SIGNED <i>Oct 4, 1999</i>

ATTACHMENT: Conduct on the Pentagon Reservation, June 1998

DD FORM 2798 (BACK), JUL 1999

E2. ENCLOSURE 2

STANDARDS AND DESIGN CRITERIA FOR EXHIBITS AND SIGNS

E2.1. THE PENTAGON CORRIDOR COMMITTEE (PCC)

The PCC will establish and maintain standards and criteria for exhibits and signs in the renovated Pentagon and on the Pentagon Reservation. Standards and criteria that the PCC maintains shall cover the exhibit's purpose, size, proposed location, design standards, applicable legal requirements, and building code and security requirements. The PCC standards and criteria shall at a minimum include the standards and criteria listed in section E2.2. The PCC may waive the application of a standard or criteria, including those listed in section E2.2., on a case-by-case basis as it determines appropriate.

E2.2. STANDARDS AND CRITERIA

E2.2.1. Exhibits

E2.2.1.1. Exhibits may be either temporary or permanent. Examples of permanent exhibits are the Bradley Corridor, Eisenhower Corridor, the McArthur Corridor and the Hall of Heroes. Examples of temporary exhibits are the Combined Federal Campaign exhibit, Special Emphasis exhibits, Drug Awareness events, Conservation Week exhibits, and Crime Prevention Awareness exhibits.

E2.2.1.2. Exhibits will be housed in public space only if they are of general interest to the public and the entire DoD community. Exhibits that are of interest only to the sponsoring or requesting Agency, or that glorify a particular Agency only, will be housed in Agency space, and not in public space.

E2.2.1.3. Exhibits will comply with all access requirements, mandated by reference (a) of this Instruction, such as accommodations for the physically and visually impaired, safety requirements, State and county and building codes and security requirements established by the Defense Protective Service.

E2.2.1.4. Exhibit design review for proposed exhibits consists of an evaluation of the exhibit's craftsmanship, materials, content, and overall appearance in order to ensure it meets the requirements of this Instruction.

E2.2.1.5. Exhibit design requirements will vary for different areas of the renovated Pentagon. For example, certain areas on the Concourse may have height restrictions (say, four feet), whereas that same exhibit may have a different restriction elsewhere (say, eight feet high outside the cafeterias).

E2.2.1.6. During the initial fit-out for Agency space, Agencies will select the cabinets for their exhibits from the standard menu of casework styles available from the Pentagon Renovation Program Office's established contracts for exhibit casework. Agencies are responsible for providing funds for exhibit cabinets. Art work or other decoration intended for direct application to walls, columns, and other building surfaces is not authorized.

E2.2.2. Signs

E2.2.2.1. The system of signs for the renovated Pentagon consists of modular aluminum panels that fit onto a fixed backing panel with an integral framework and are locked into place with removable end caps. The Pentagon Renovation Program Office maintains a list of vendors from which the approved signs may be procured. The wording on signs consists of vinyl lettering, which is applied to aluminum panels. Agency signs may be updated using the following methods:

E2.2.2.1.1. In-house graphics support facilities.

E2.2.2.1.2. Procurement of signs from Agency contractors who are capable of maintaining strict adherence to the standards of this enclosure.

E2.2.2.1.3. Term contracts established by PBMO to procure signs.

E2.2.2.1.4. Reimbursement shall be accomplished in accordance with DoD Instruction 5030.6 (Reimbursable Work Authorization Procedures for WHS Operated Facilities).

E2.2.2.2. Signs for room numbers will adhere to the standard nomenclature for fire, safety and security purposes. Signs for room numbers will also be placed at a height of five feet from the floor on the non-hinge side of the door. Signs will conform to the following additional standards:

E2.2.2.2.1. As outlined in reference (a) of this Instruction, conform to the:

E2.2.2.2.1.1. Recommended stroke width and height for numbers and letters;

E2.2.2.2.1.2. Typeface with raised pictograms and Braille characters; and

E2.2.2.2.1.3. Standard mounting height for tactile signs.

E2.2.2.2.2. Color standards are as follows:

E2.2.2.2.2.1. Type: Dark brown (to match "deep bronze" finish).

E2.2.2.2.2.2. Accent Bar: Deep bronze color (matches door hardware with light beige letters and numbers.)

E2.2.2.2.2.3. Raised Letters or Pictograms Signs: Dark brown type or symbol on light beige background.

E2.2.2.2.2.4. Overhead Signs: Light beige letters or numerals on deep bronze background.

E2.2.2.2.3. Typography standards are as follows:

E2.2.2.2.3.1. Standard typeface for interior signs is Helvetica Medium, with other weights or configurations of the Helvetica typeface family used sparingly for emphasis, differentiation, etc.

E2.2.2.2.3.2. Type should be aligned flush left with a ragged right layout. Room numbers will be centered.

E2.2.2.2.3.3. Line spacing will be "normal" for the typeface(s) used, and text will be centered vertically within all sign "strips."

E2.2.2.2.3.4. Type sizes vary depending upon application.