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# **MISSION BAY NORTH SIGNAGE MASTER PLAN**

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**SAN FRANCISCO  
REDEVELOPMENT AGENCY**

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## 1. SIGNAGE MASTER PLAN GOAL & REVIEW PROCESS

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The planning goal of the Mission Bay North Signage Master Plan is to provide structure for the development of private signage within Mission Bay. The Signage Plan provides a standard for placement, content, design and materials for the development and implementation of private signage in Mission Bay. Signage developed within Mission Bay shall convey information that assists, directs, informs and identifies in order to serve visitors, residents, tenants and the general public.

Owners/tenants are encouraged to design signs of a diverse, sophisticated nature, which will highlight their identity while contributing to the overall appearance of the neighborhood. Owners/tenants may develop display signage through a rail system, fin sign standard, signage band or other building system. It is intended that exterior signage reflect the quality of the architecture, and that it simultaneously complements the scale and quality of the streetscapes of Mission Bay. Unique, artful and innovative signage that contributes to the pedestrian experience and the overall character of a specific street is encouraged.

Specific signage proposals (schematic design plans, design development documents, and construction documents) for an individual project shall be submitted to the San Francisco Redevelopment Agency (“Agency”) for review and approval consistent with Attachment G to the Mission Bay North Owner Participation Agreement, the Design Review and Document Approval Procedure (“DRDAP”). All signage must be submitted to the Agency for review and approval prior to submission of a building permit and installation. Agency review and approval shall encompass architectural design review of the proposed signage including, but not limited to, type and quality of materials, lighting, placement of signs, as well as conformance to the signage standards contained herein.

The Signage Standards contained in this document are mandatory provisions that will govern the development of signage. The Agency and Agency staff may, in its discretion, grant variances to the signage design standards for size, design, and placement to ensure design compatibility with a project’s architecture and to ensure harmonious development of the project with the adjacent Mission Bay projects; however, no variance shall increase the cumulative signage permitted for any project.

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## 2. RETAIL AND NON-RESIDENTIAL SIGNAGE FOR BLOCKS N2-N5

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### **Program Area, Signage Types & Application**

#### **Total Program Area**

The total gross area shall not exceed three square feet of signage per linear foot of building street frontage.

#### **Signage Types & Application**

Signage implementation shall conform to the following program area, signage types and application.

##### **Window**

The total area of all window signs shall not be more than one third the area of the window in which they are located, or not more than ten square feet, whichever is less.

##### **Wall**

Wall signs are permitted to span 100% of the frontage for business frontages up to twenty-five feet in length. Wall signs are permitted to span up to 75% of the frontage for business frontages exceeding twenty-five feet in length.

- The lower edge of wall signs shall be a minimum of ten feet above the sidewalk.
- The upper edge of wall signs shall be no higher than the lower sill of windows on the first residential floor of the building on which it is mounted.

##### **Fin**

The number of fin signs shall not exceed one per business. The program area shall not exceed twenty-five square feet per face. Corner businesses are permitted one additional fin sign per additional street frontage.

A fin sign shall not extend more than half the plan distance from the face of building to the face of curb or eight feet, whichever is less.

- The lower edge of a fin sign shall be not less than ten feet above the sidewalk.
- The upper edge of a fin sign shall be no higher than the lower sill of windows on the first residential floor of the building on which it is mounted.

**Marquee/Awning**

Signage shall be allowed on awnings not to exceed 50% of the area of the vertical face or two hundred square feet, whichever less. Maximum letter height is twelve inches.

**Nameplate**

The number of nameplates shall not exceed one per business. Nameplates shall have a maximum program area of two square feet.

**Freestanding**

A freestanding sign is allowed only on Block N5 and where the building is set back from the property line. A freestanding sign may consist of graphics on a tower where the area of graphics, independent of the supporting structure, shall be no more than twenty square feet. A freestanding sign may be no more than forty feet high.

**Residential Leasing Office**

Location and size of leasing office signs shall conform to the signage permitted for retail and non-residential signage. Leasing office sign square footage shall count against the commercial signage allowance.

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### **3. RETAIL AND NON-RESIDENTIAL SIGNAGE FOR BLOCK N1**

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#### **Program Area, Signage Types & Application**

##### **Total Program Area**

The total gross area of all retail and non-residential signage shall not exceed three square feet of signage per linear foot of building street frontage.

The cumulative area of signage for all four street frontages may be distributed project-wide; however, the total area of signage on any single street shall not exceed four square feet per lineal foot of street frontage.

##### **Signage Types & Application**

Signage implementation shall conform to the following program area, signage types and application.

##### **Window**

The total area of all window signs shall not be more than one third the area of the window in which they are located, or not more than twenty square feet, whichever is less.

##### **Wall**

Wall signs are permitted to span 100% of the frontage for business frontages up to thirty feet in length. Wall signs are permitted to span up to 75% of the frontage for business frontages exceeding thirty feet in length.

- The lower edge of wall signs shall be a minimum of ten feet above the sidewalk.
- The upper edge of signage shall be no higher than the lower sill of windows on the first residential floor of the building on which it is mounted or twenty-five feet above the sidewalk, whichever is less.

##### **Fin**

Fins signs shall be located no closer than 25 feet apart. The program area shall not exceed twenty-five square feet per face.

- The upper edge of a fin sign shall not exceed the height of the building parapet or thirty feet above the sidewalk, whichever is less.

**Marquee/Awning**

Signage shall be allowed on awnings not to exceed 50% of the area of the vertical face or two hundred square feet, whichever less. Maximum letter height is twelve inches.

**Nameplate**

The number of nameplates shall not exceed one per business. Nameplates shall have a maximum program area of two square feet.

**Residential Leasing Office**

Location and size of leasing office signs shall conform to the signage permitted for retail and non-residential signage. Leasing office sign square footage shall count against the commercial signage allowance.

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## 4. RESIDENTIAL IDENTIFICATION SIGNAGE FOR BLOCKS N2-N5

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### **Program Area, Signage Types & Application**

#### **Total Program Area**

The number and orientation of residential multiple-unit entries (lobbies) define the allowable signage area designated for that project. Signage for residential uses shall be limited to residential identification signage.

#### **A project with a main residential entry on King Street may be allowed:**

- A total program area of 20 square feet associated with the main multiple-unit entry
- A total program area of 5 square feet associated with each additional multiple-unit entry on King Street or any other street

#### **A project with a main residential entry on a frontage other than King Street may be allowed:**

- A total program area of 15 square feet associated with the main multiple-unit entry
- A total program area of 5 square feet associated with each additional multiple-unit entry on a frontage other than King Street

#### **Signage Types & Application**

Each project is limited to the signage area described in the above section, "Total Program Area." Signage implementation shall conform to the following signage types.

#### **Nameplate**

Each address shall be allowed two plaques not more than 5 square feet in size and limited to the name and address of the building.

#### **Wall**

No higher than the lower sill of windows on the second floor.

#### **Marquee/Awning**

Signage shall be allowed on marquees or awnings not exceeding 50% of the area of the vertical face with letters no higher than twelve inches.

#### **Other Sign Types**

Parking directional or wayfinding signage is permitted on each project.



**Parking Directional**

Parking directional signs shall not exceed a program area of twelve square feet per face and shall not project more than six feet from the face of the building. Parking signs may include a small project name or logo. The number and location of parking signs are subject to the review and approval of the Agency.

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## **5. RESIDENTIAL IDENTIFICATION SIGNAGE FOR BLOCK N1**

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### **Program Area, Signage Types & Application**

#### **Total Program Area**

The number and orientation of residential multiple-unit entries (lobbies) define the allowable program area designated to residential signage for that project. Signage for residential uses shall be limited to residential identification signage.

#### **A project with a residential entry on King Street may be allowed:**

- A total program area of ten square feet associated with each multiple-unit entry

#### **A project with a residential entry on a frontage other than King Street may be allowed:**

- A total program area of five square feet associated with each multiple-unit entry

#### **Signage Types & Application**

Each project is limited to the signage area described in the above section, “Total Program Area.” Signage implementation shall conform to the following signage types.

#### **Nameplate**

Each address shall be allowed two plaques not more than five square feet in size and limited to the name and address of the building.

#### **Wall**

No higher than the lower sill of windows on the second floor.

#### **Marquee/Awning**

Signage shall be allowed on marquees or awnings not exceeding 50% of the area of the vertical face with letters no higher than twelve inches.

#### **Other Sign Types**

#### **Parking Directional**

Parking directional signs shall not exceed a program area of twelve square feet per face and shall not project more than six feet from the face of the building. Parking signs may include a small project name or logo. The number and location of parking signs are subject to the review and approval of the

Redevelopment Agency.

**Freestanding**

Two freestanding signs are allowed on Block N1 at the midblock walkways at King Street and Townsend Street where the building is set back from the property line. Each freestanding sign may consist of graphics on a tower where the area of graphics, independent of the supporting structure, including stone base, posts or landscape supports above the ground plane, and shall be no more than twenty-five square feet per face. Each freestanding sign may be no more than 3.5 feet high measured from the adjacent grade.

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## **6. TEMPORARY SIGNAGE**

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Proposals for temporary marketing and leasing signage shall be submitted to the Agency for review and approval prior to installation. The proposals shall include, but are not limited to, the proposed signage size, number, type, design, location, and installation time period. The Agency reserves the right to require the project sponsor to provide a bond, or other financial instrument satisfactory to the Agency, to enforce the removal of temporary signage.

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## **7. SIGNAGE NOT PERMITTED**

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- Animated signs
- Billboards
- Inflatable signs
- Portable signs
- Roof signs
- Flashing signs
- Wind signs or other similar devices designed to move in the wind such as: balloons, high intensity beam lights, ribbons, tinsel, small flags, pennants, streamers, spinners, metal disks and pinwheels

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## 8. DEFINITIONS

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### **Area (of)**

#### **a. All Signs Except on Windows, Awning and Marquees**

The entire area within a single continuous rectangular perimeter formed by extending lines around the extreme limits of writing, representation, emblem, or any figure of a similar character. This includes any frame or other material or color form in an integral part of the display used to differentiate such a sign from the background against which it is placed, excluding the necessary supports or uprights on which such sign is placed and any sign tower. Where a sign has two or more faces, the area of each face shall be deemed separate in determining the entire area of one face.

#### **b. Windows**

The area of any sign displayed in or on a window shall be the area within a rectangular perimeter formed by extending lines around the extreme limits of writing, representation or any figure of similar character depicted on the surface of the window.

#### **c. Awnings or Sign Marquees**

All sign copy on each face shall be computed within one rectangular perimeter formed by extending lines around the extreme limits of writing, representation or any figure of similar character depicted on the surface of the awning's or marquee's face.

### **Awning**

A light roof-like structure supported entirely by the exterior wall of a building, which extends over doors, windows or display windows with the purpose of providing protection from the sun and rain and/or embellishment of the facade.

### **Business Sign**

A sign that directs attention to a business, commodity, service, industry or other activity that is sold, offered, or conducted (other than incidentally) on the premises upon which such sign is located, or to which it is affixed. Where a number of commodities with different brand names or symbols are sold on the premises, up to 1/3 of a business sign's area may be devoted to the advertising of one or more of those commodities by brand name or symbol as an accessory function of the business sign, provided that such advertising is integrated with the remainder of the business sign.

### **Freestanding**

A sign in no part supported by a building.

**Height (of a sign)**

The vertical distance from the uppermost point used in measuring the area of a sign, as defined above, to the ground immediately below such point.

**Marquee**

A permanent structure attached to and supported entirely by a building, including any object or decoration.

**Nameplate**

A sign affixed flat against a wall of a building or a sign painted directly on the surface of a window glass or placed in front of or directly behind the surface of a window glass serving to designate only the name or the name and professional occupation of a person or persons residing in or occupying space in such building.

**Projecting Sign**

A sign that extends beyond a street property line or a building setback line. May also be referred to as a Fin or Blade Sign.

**Projection**

The horizontal distance by which the furthestmost point used in measuring the area of a sign, as defined herein, extends beyond a street property line or a building setback line. A sign placed flat against a wall of a building parallel to a street or alley shall not be deemed to project for purposes of this definition. A sign on an awning, canopy or marquee shall be deemed to project to the extent that such a sign extends beyond a street property line or a building setback line.

**Property Line**

Any line separating private property from public rights of way and from adjacent property.

**Roofline**

The upper edge of any building wall or parapet, exclusive of any sign tower.

**Roof Sign**

A sign, or any portion thereof, erected or painted on or over the roof covering any portion of a building. The sign is either supported on the roof or on an independent structural frame or sign tower, or located on the sign or roof of a penthouse, roof tank, roof shed, elevator housing or other roof structure.

**Sign**

Any structure, part thereof, or device or inscription which is located upon, attached to, or painted, projected or represented on any land or right-of-way, or on the outside of any building or structure including an awning, canopy, marquee or similar appendage, or affixed to or visible through the glass on the outside or inside of a window so as to be seen from the outside of the building. A sign displays or includes any numeral, letter, work, model, banner, emblem, insignia, symbol, device, light or trademark and is used as an announcement, advertisement, attention-arrester, direction, warning or designation by or of any person, firm, group, organization, place, commodity, project, service, business, profession, enterprise or industry. A sign is composed of those elements included in the area of the sign as defined herein, exclusive of the supports, uprights and framework of the display. Two or more faces shall be deemed to be a single sign if such faces are contiguous in the same plane. Also, on awning or marquees, two or more faces shall be deemed to be a single sign if such faces are on the same awning or marquee structure.

**Sign Tower**

A tower, whether attached to a building, freestanding, or an integral part of a building, that is erected for the primary purpose of incorporating a sign, or having a sign attached thereto.

**Wall Sign**

Sign painted directly on the wall or placed flat against a building wall with its copy parallel to the wall to which it is attached and not protruding more than the thickness of the sign cabinet. Signs that are parallel to the face of a building but are not flat against the building shall be considered wall signs if the sign is mounted on or from an architectural element such as a ledge, awning, canopy or other building feature and the face of the sign does not project significantly beyond the face of the feature.

**Wind Sign**

Any sign composed of two or more banners, flags, or other objects, mounted serially and fastened in such a manner as to move upon being subjected to pressure by wind or breeze.

**Window Sign**

A sign painted directly on the surface of a window glass or placed in front of or directly behind the surface of a window glass.