Event Center Signage Plan

Golden State

thrive CITY

CHASE CENTER

Mission Bay Citizens Advisory Committee (CAC)
1/8/2026

Agenda

1. Thrive City Overview
2. Signage Placement & Purpose
3. Next Steps

Thrive City

Strengthen the community by providing a space where all are invited to relax, connect and find inspiration through inclusive, interactive, open access events and best-in-class retail and dining experiences.

Programming

Since opening, Thrive City has hosted 600+ community events, free to the public

- Weekly fitness and wellness classes
- Weekly music and dance programming
- Outdoor movie nights
- Live music and performances
- Cultural celebrations and heritage events
- Community watch parties

Dining and Retail

- Home to 14 retail businesses, including a mix of local and small businesses reflective of Bay Area culinary offerings
- Designed to serve both neighbors and visitors
- Active year-round, beyond event days at Chase Center

Signage Plan Overview

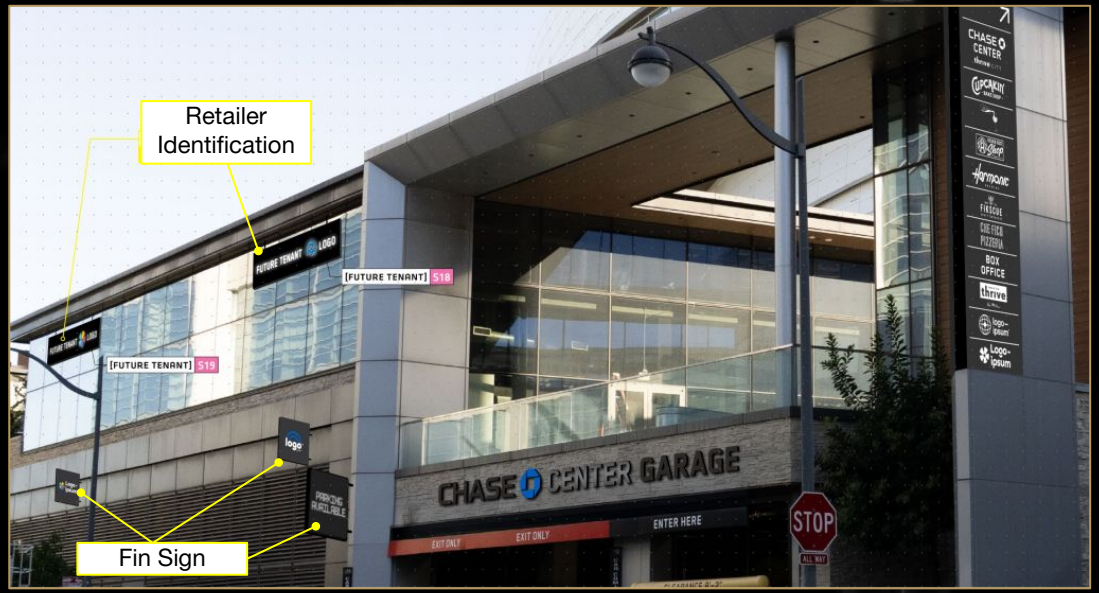
- Event Signage Plan approved, by CAC and OCII, in 2018 coinciding with opening of Chase Center and Thrive CIty
- Learnings and feedback since opening from retailers, residents, event attendees, fans
- Goals:
  - Improve wayfinding for patrons and visitors - regardless of travel mode
  - Increase awareness of retailers, dining options and small businesses for visitors and neighbors
  - Consistency of signage across 11-acre campus

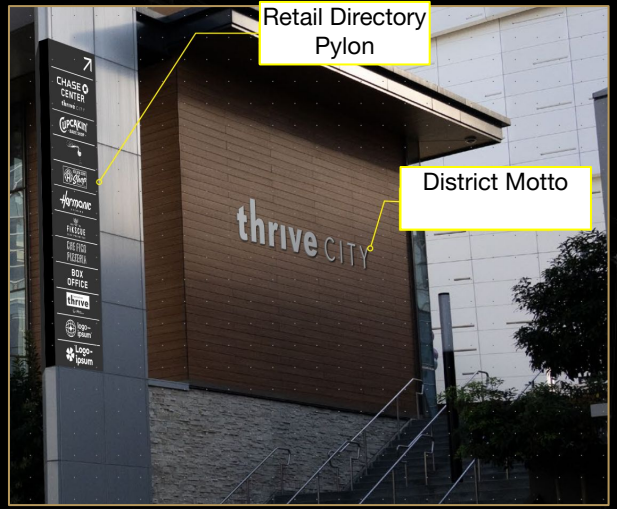
Signage Types

- Retail Directory
- Wayfinding Map
- Fin Sign
- Retailer Identification
- District Motto
- Parking Garage Identification
- Video Board

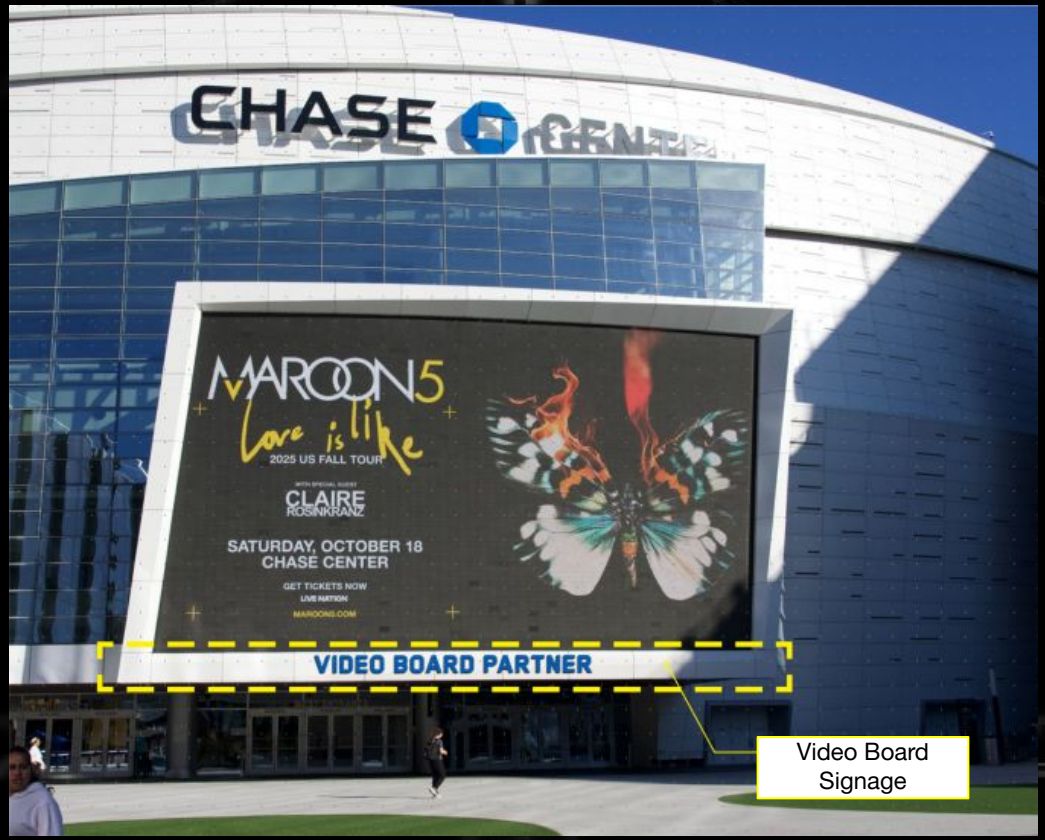
Wayfinding Map

Warriors Way & Bridgeview Way

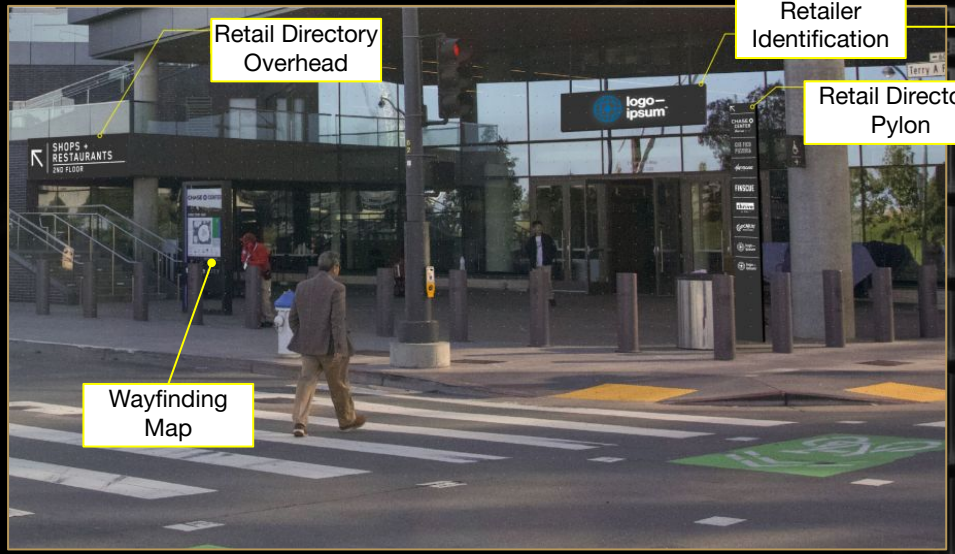




West Plaza


CHASE CENTER
MAROON 5
Love is Like
2025 US FALL TOUR
CLAIRE ROSINKRANZ
SATURDAY, OCTOBER 18
CHASE CENTER
GET TICKETS NOW
LIVE NATION
MAROON5.COM
VIDEO BOARD PARTNER
Video Board Signage

TFB & Warriors Way



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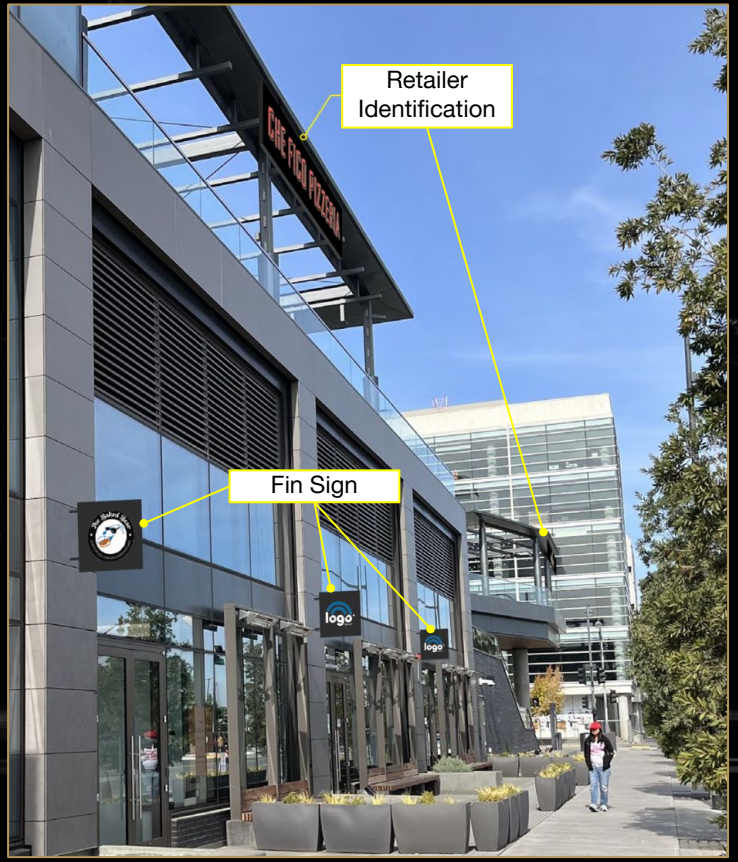
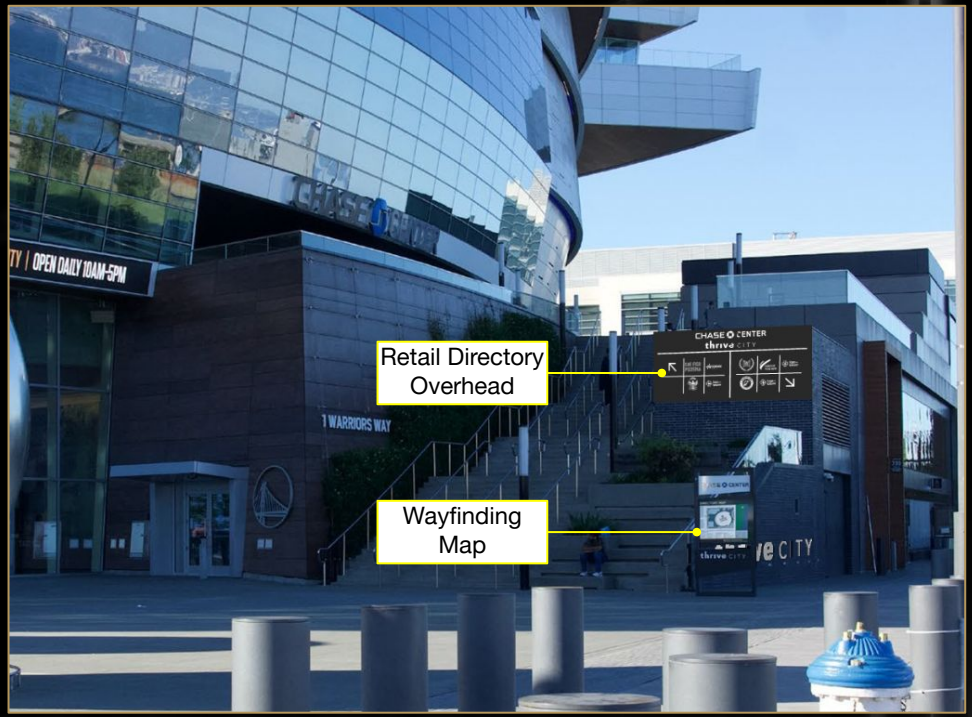
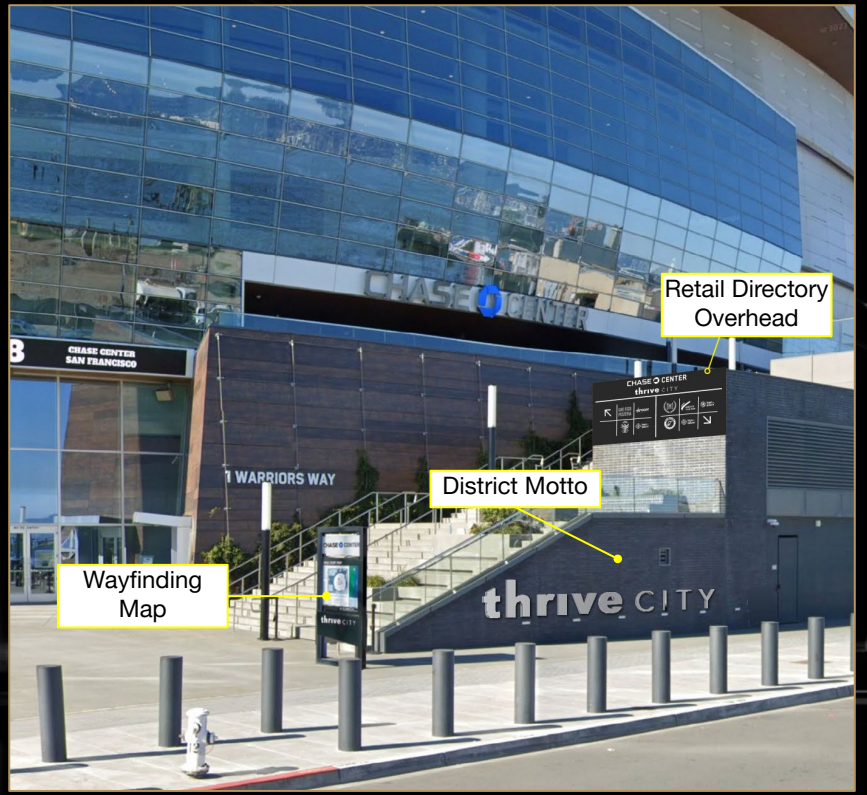


TFB

TFB & 16th St.


Retail Directory Overhead
Wayfinding Map
CHASE CENTER
thrive CITY
1 WARRIORS WAY


Retail Directory Overhead
District Motto
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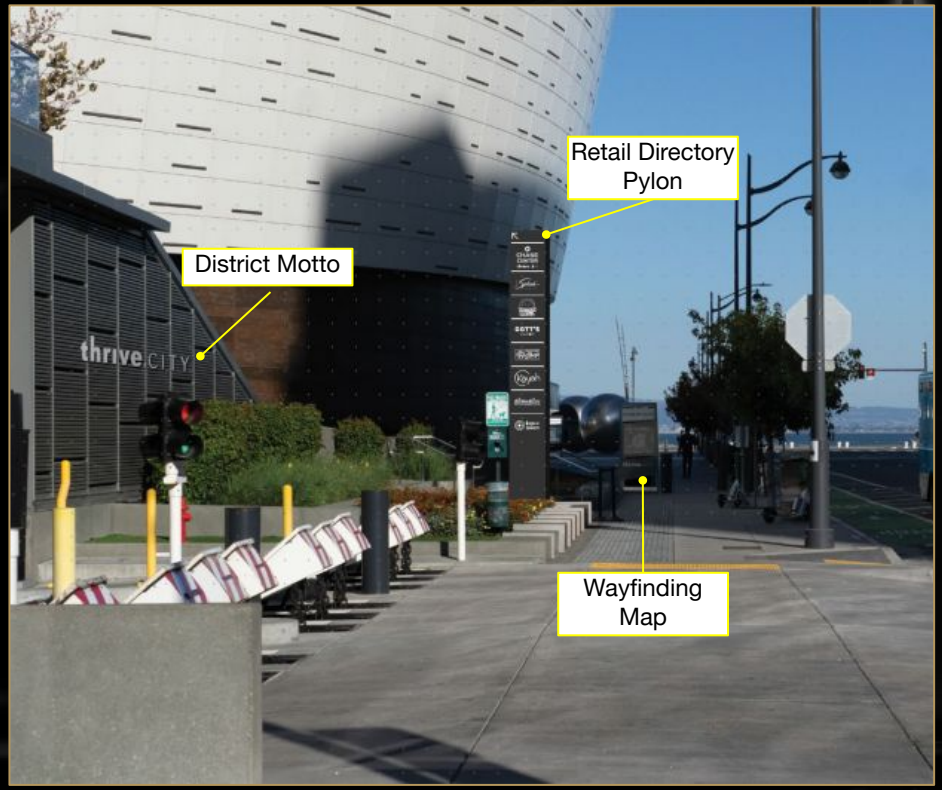
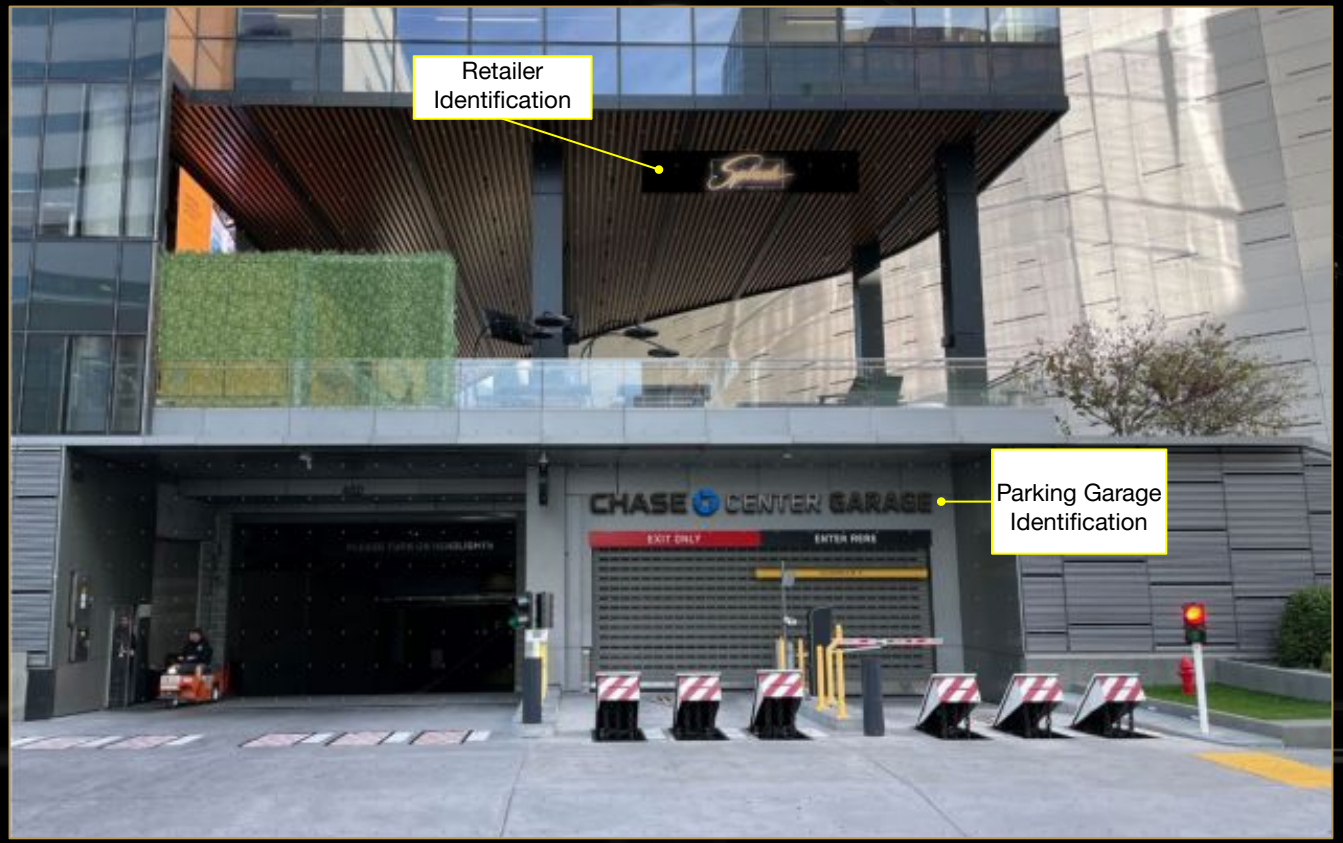
SAN FRANCISCO
1 WARRIORS WAY
thrive CITY

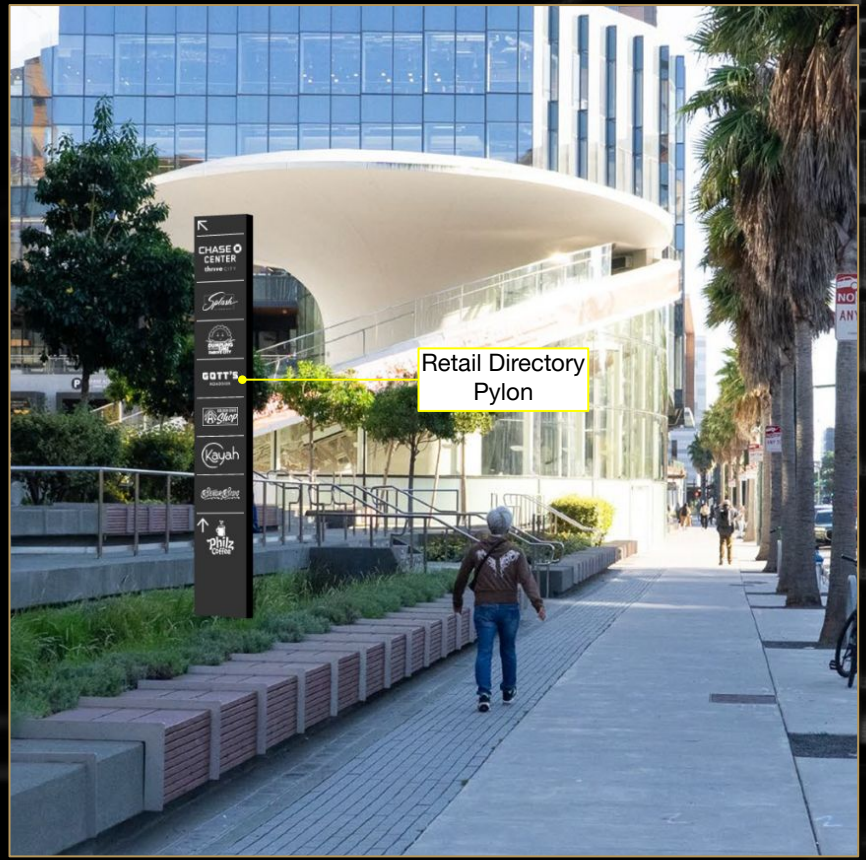
16th St. & Illinois

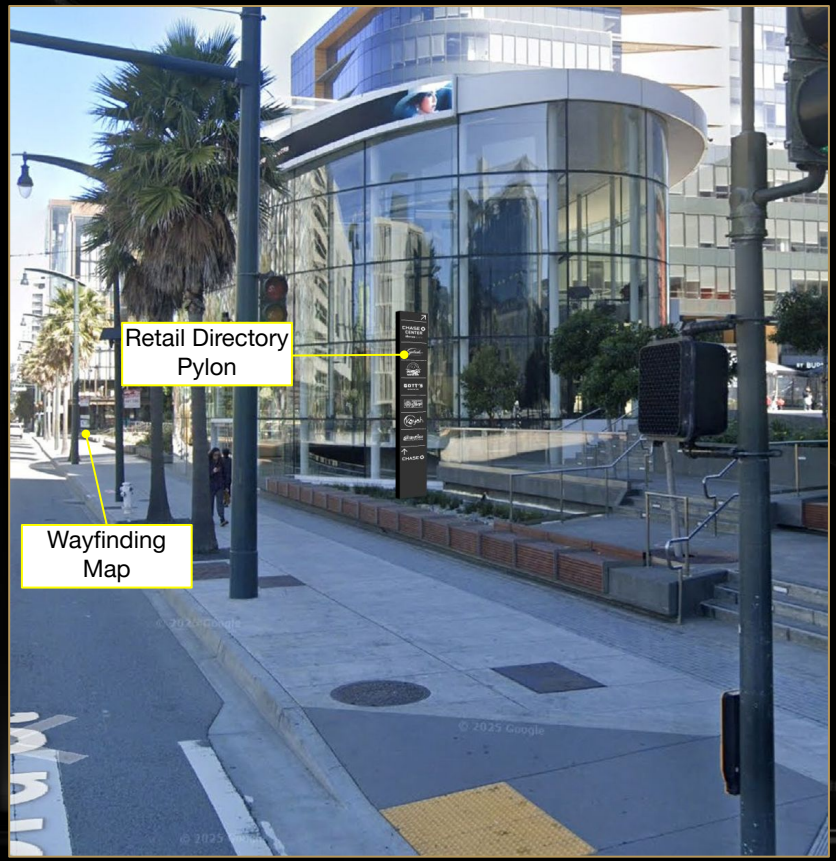


16th St. & Illinois



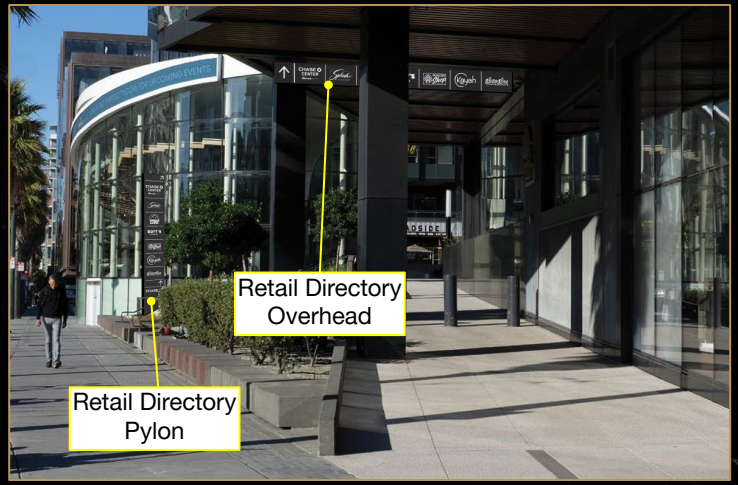
3rd St.

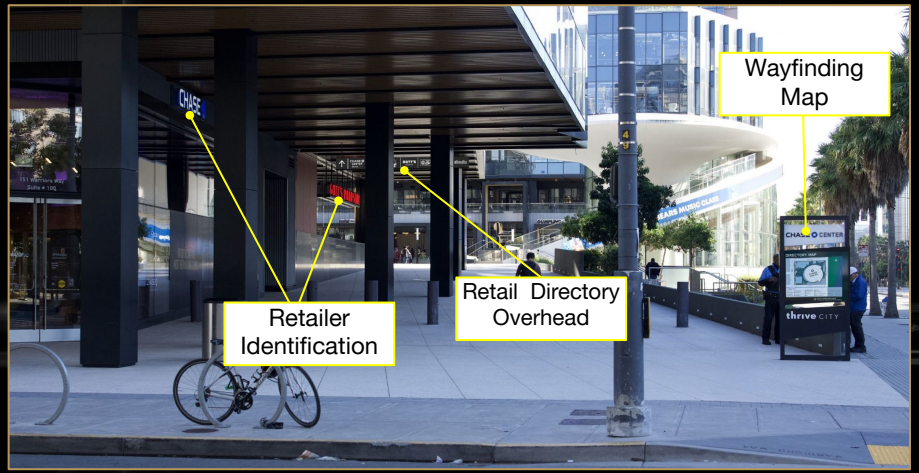

CHASE CENTER
GOTT'S
Retail Directory Pylon


Retail Directory Pylon
Wayfinding Map

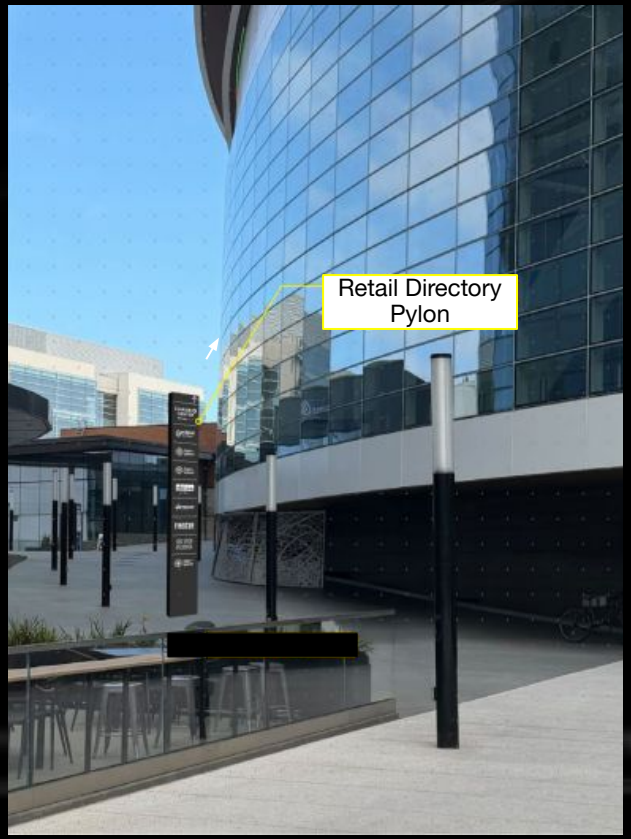
3rd St. Ramps

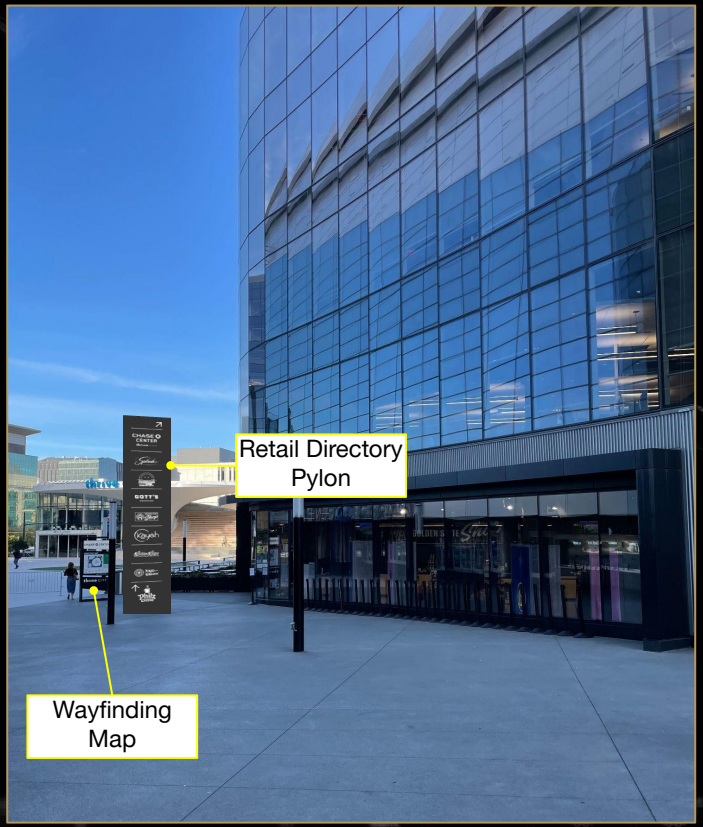
Retail Directory Overhead
Retailer Identification


Retail Directory Overhead
Retail Directory Pylon


Wayfinding Map
Retailer Identification
Retail Directory Overhead

Box Office Ramp





Thank You