



126-0012026-002

Agenda Item **No. 5(e)**
Meeting of February 3, 2026

MEMORANDUM

TO: Community Investment and Infrastructure Commissioners

FROM: Thor Kaslofsky, Executive Director

SUBJECT: Approving amendments to the Mission Bay South Signage Master Plan for the Event Center Sign Program at the Golden State Warriors Event Center and Mixed-Use Development on Blocks 29-32 in Mission Bay South, adding Retail Directory Signs, a Videoboard Sign, and Parking Garage Entry and LED Signs, and increasing the number of Business Signs and District Signs; Mission Bay South Redevelopment Project Area

EXECUTIVE SUMMARY

GSW Arena LLC (“GSW” or “Project Sponsor”), an affiliate of Golden State Warriors, LLC, which owns and operates the Golden State Warriors National Basketball Association (“NBA”) team, operates a multi-purpose event center, and a variety of mixed uses, including office, retail, open space, and structured parking (the “Event Center Project”) on an approximately 11-acre site (Blocks 29-32) within the Mission Bay South Redevelopment Project Area of San Francisco (“Mission Bay South Project Area”).

On June 5, 2018, the Commission approved amendments to the Mission Bay South Design for Development (“Design for Development”) and Mission Bay South Signage Master Plan (“Signage Master Plan”) to establish a comprehensive signage program for the Event Center Project (“Event Center Sign Program”). The Event Center Sign Program, as defined by the Signage Master Plan, included the naming the Event Center or arena with the Event Center Mark, known as “Chase Center”, and Event Center premises District Motto, known as “Thrive City,” recognizing Kaiser Permanente, Inc.’s sponsorship and community programming on the site and also included retail signs and wayfinding signage.

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MAYOR

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The Chase Center opened for its inaugural event in September 2019. The first retail space within Thrive City opened to the public in October 2019. On December 5, 2023, the Commission approved an amendment to the Event Center Sign Program to permit a third District sign.

GSW has identified the need for additional signage for branding and wayfinding needs, including four district signs, additional business signs for retail at the perimeter of the site, ten retail directory signs, a trademark below the videoboard, and two trademarked parking garage entry signs and one informational parking garage sign

Staff recommends the Commission approve the proposed amendments to the Mission Bay South Signage Master Plan for the Event Center Sign Program at the Event Center Project Site.

BACKGROUND

Basic Concept and Schematic Design

On November 3, 2015, the Commission conditionally approved the Basic Concept/Schematic Design Applications for a Golden State Warriors Event Center and Mixed-Use Development on Blocks 29-32 in Mission Bay South. A condition of the approval required submission for review and approval of a signage plan and related amendments to the Signage Master Plan applicable to the Event Center Project.

Establishment of the Event Center Sign Program

On June 5, 2018, by Resolution No. 25-2018, the Commission approved amendments to the Signage Master Plan establishing the Event Center Sign Program for the Event Center Project. The Event Center Sign Program is a comprehensive framework that exclusively governs signage on the Event Center Premises. It identifies permitted sign types and operational regulations to support activities and events unique to an event center, including event-related messaging and approved sponsor and project branding. The program also authorizes limited general advertising otherwise prohibited in the Mission Bay Project Area, including the District Motto and trademarks of business that do not sell or offer goods or services on the Event Center premises, which remains prohibited elsewhere. It included the following signage and is further defined in the Event Center Sign Program:

- The Event Center Roof Sign across the roof of the arena, with the tradename of the main sponsor, Chase Bank. The sign established the arena being named Chase Center
- Event Center Façade Signs distributed across various facades of the arena and with the name Chase Center.
- Wayfinding Informational Pylon Signs distributed across the site.

- Two District Signs facing Third Street with the District Motto, known as “Thrive City,” recognizing Kaiser Permanente, Inc.’s sponsorship. The signs established the Event Center premises surrounding the arena being known as “Thrive City”.
- A 68 foot by 39 foot Videoboard affixed to the west side of the arena facing the main plaza with regulated programming including branding, wayfinding and upcoming events.
- Business Signs, meant to direct attention to retail businesses operating on the site.
- Parking Garage Signs on the back walls of each entrance on Warriors way and 16th Street.
- Office Tower Signs for the tenants of the two office towers.
- Two LED ribbon signs, one affixed to the gatehouse building facing Third Street and another located above the southeast of the arena.
- Door Signs will be located at each entrance door of the arena.
- Temporary Signs / Additional Signs to be determined and subject to the review and approval of the Agency Executive Director or designee.

Event Center Project Completion

The Event Center Project was completed in 2019. The inaugural event at Chase Center took place in September 2019, and the first retail space within Thrive City opened to the public in October 2019. The arena, known as “Chase Center”, serves as the home of the Golden State Warriors of the National Basketball Association and the Golden State Valkyries of the Women’s National Basketball Association. In addition to basketball games, Chase Center hosts ticketed concerts, sporting events, and nationally recognized events.

The Event Center premises, known as “Thrive City”, are active year-round and include 14 retail tenants, primarily food and beverage uses, as well as outdoor community programming and events that are free and open to the public. These activities include live event watch parties, fitness programming, and holiday celebrations.

Amendment to Event Center Sign Program

On December 5, 2023, by Resolution No. 35-2023, the Commission approved an amendment to the Event Center Sign Program to permit a third District Sign measuring 4.5 feet in height by 30 feet in length. The sign is affixed to the Gatehouse building roofline and faces east toward the main plaza and videoboard. At the time of approval, it was noted that GSW would return at a later date with a more comprehensive amendment to the Event Center Sign Program to further enhance site identity, placemaking, and branding.

DISCUSSION

Proposed Second Amendment to the Event Center Sign Program

As discussed previously, the Event Center Project is an 11-acre site consisting of Chase Center and Thrive City, featuring a mix of entertainment, retail, office, and open-space uses that attract local, regional, and national visitors. Based on feedback received over more than six years since its opening from retailers, residents, event attendees, fans, and nearby businesses, GSW is now proposing additional signage. GSW has indicated that the proposed signage is necessary to improve wayfinding for patrons and visitors, increase awareness of retailers, dining options, and small businesses for both visitors and neighbors, and provide greater consistency of signage across the site.

The proposed amendments to the Event Center Sign Program consists of the following signage elements, which are described in detail in Exhibit A and shown in Exhibit B of the accompanying Resolution.

- Four District Signs, each measuring 2.5 feet in height by 17 feet in width, displaying the District Motto known as “Thrive City”. These signs are considered general advertising and acknowledge Kaiser Permanente, Inc.’s sponsorship, consistent with the Event Center premises surrounding the arena being known as “Thrive City”. The signs are located as follows:
 - Two District Signs facing east toward Terry A. Francois Boulevard
 - One District Sign facing south toward 16th Street
 - One District Sign facing north toward Warriors Way
- Ten Retail Directory Signs, a new sign type under Event Center Sign Program, located throughout the Event Center Premises and intended to direct visitors and patrons to businesses and services within Thrive City. The signs are located and sized as follows:
 - One double-faced Retail Directory Sign along Warriors Way measuring 19 feet in height by 4.5 feet in width
 - One double-faced Retail Directory Sign at the corner of Warriors Way and Terry A. Francois Boulevard measuring 14 feet in height by 2 feet in width
 - One Retail Directory Sign along Terry A. Francois Boulevard measuring 3.5 feet in height by 13 feet in width
 - One Retail Directory Sign along Terry A. Francois Boulevard measuring 7 feet in height by 15 feet in width
 - One double-faced Retail Directory Sign along 16th Street measuring 20 feet in height by 3 feet in width
 - Two double-faced Retail Directory Signs along 3rd Street measuring 10 feet 6 inches in height (measured from the sidewalk) by 2 feet in width
 - Two double-faced Retail Directory Signs attached to the office towers façade leading up to the main plaza measuring 2 feet in height by 24 feet in width
 - One double-faced Retail Directory Signs within the main plaza measuring 14 feet in height by 2 feet in width

- Two Parking Garage Entry Signs, classified as general advertising, located above the vehicular entry points to the Event Center parking garage and intended to provide a trademarked wayfinding opportunity, as follows:
 - Warriors Way Parking Garage Entry Sign measuring 2 feet in height by 40 feet in width
 - 16th Street Parking Garage Entry Sign measuring 2 feet in height by 18 feet in width
- One Parking Garage LED Sign displaying parking capacity and real-time parking availability for the Event Center parking garage.
- One Videoboard Sign, considered general advertising, measuring 2 feet in height by 40 feet in width, located below the videoboard.
- Various Business Signs for retailers, including fin signs, elevated signs, and window signs, located at both ground level and elevated along Warriors Way and Terry A. Francois Boulevard, intended to increase visibility and awareness of on-site retailers.
- Corrections to minor grammatical errors within the Event Center Sign Program text.

CITIZENS ADVISORY COMMITTEE

The Event Center Sign Program Amendment was presented to the Mission Bay Citizens Advisory Committee on January 8, 2026. All CAC members present voted in favor of recommending the proposed Event Center Sign Program amendments to the Commission for review and approval.

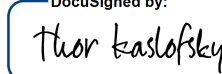
CALIFORNIA ENVIRONMENTAL QUALITY ACT

Approval of the proposed Event Center Sign Program amendments are categorically exempt from environmental review under California Environmental Quality Act Guidelines Section 15311, as it authorizes the construction of minor accessory structures appurtenant to an existing commercial facility.

STAFF RECOMMENDATION AND NEXT STEPS

OCII staff recommends approval of amendments to the Mission Bay South Signage Master Plan for the Event Center Sign Program. The proposed amendments include the addition of four District Signs, additional retail business signs along the perimeter of the site, ten retail directory signs, a trademark sign on the videoboard frame, two trademarked parking garage entry signs, and one informational parking garage sign. Upon Commission approval, GSW or its retailers will submit the required permit applications to install the proposed signage.

(Originated by Nikki Henry, Development Specialist)

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Thor Kaslofsky
Executive Director