

**Mission Bay South Signage Master Plan  
Amendments  
May 14, 2026**



# Existing Signage Controls

## Mixed Use Retail

- Max. 12” Letter Height
- Area limited to 50% of awning face



14 Sq. Ft.



# Proposed Signage Controls

## Mixed Use Retail

- Max. 18” Letter Height
- Max. 40 Square Feet
- Creates “Awning Zone” for signage when no surface is available to place signage



## Event Center (Business Signs)

- Max 18” Letter Height
- Max. 26” Letter Height (50% of Letters)
- Max. 80 Square Feet

