

Mission Bay South Design for Development and Signage Master Plan amendments to establish a comprehensive sign program for the Golden State Warriors Event Center and Mixed-Use Development.

Marc Slutzkin

Office of Community Investment and Infrastructure (OCII)

June 5, 2018



Requested Commission Action

- Approving amendments to the Mission Bay South Design for Development.
- Approving amendments to the Mission Bay South Signage Master Plan.
- Approving specific signage.

Overview

- Site Location
- Previous Event Center Approvals
- Signage Amendments
- Team Introductions
- Proposed Signage for Event Center Sign Program
- Mission Bay Special CAC Meeting
- CEQA
- Next Steps

Location Map



LEGEND:

- Public Facility
- Parks
- Residential / Market Rate
- Residential / Affordable
- Hotel

- UCSF Campus
- Commercial
- Site Location

MISSION BAY BLOCKS 29-32

MAY 2018



0 200 800
100 400

Event Center Project Signage

- 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 ('Event Center Project') in Mission Bay South. A condition of the approval was to submit a signage plan which included amending the Design for Development and Signage Master Plan.

Design For Development Amendments

- Proposed amendment to the Design for Development Signage section to allow for a comprehensive signage program in the Mission Bay South Signage Master Plan for the Event Center Project.
- Event Center Sign Program includes certain types of sponsorship and entertainment related signage, consistent with other sports arenas and event centers.

Signage Master Plan Amendments

- **Event Center Roof Sign** Will be a maximum of one hundred seventy-six (176) feet by two hundred (200) feet.
- **Video Board** A sixty-eight (68) foot long and thirty-eight (38) foot tall videoboard located on the west side of the Event Center facing the Plaza and Third Street
- **Event Center Façade Sign** Six (6) signs on the vertical face of the Event Center.
- **Gatehouse Ticker** A full color LED ribbon sign.
- **Theatre Ticker** A full color LED ribbon sign located above the southeast entrance.
- **Informational Pylon Signs** Fifteen (15) signs assisting in wayfinding and providing information on Event Center programing.

Signage Master Plan Amendments Cont.

- **District Signs** Two (2) signs located on the west side displaying the slogan tagline or motto of a nonprofit, education- or healthcare-related sponsor.
- **Parking Garage Signs** Located on the back wall of each of the two garage entrances.
- **Business Signs** Will follow the Mixed Use Retail regulations.
- **Office Tower Signs** Two (2) signs per office tower with no one sign larger than eighty-one (81) square feet.
- **Door Signs** Located at the entrance door of the Event Center.
- **Temporary Signs/Additional Signs** Subject to the review and approval of the Agency Executive Director.

Signage Illumination / Operation

- Videoboard, Gatehouse Ticker and Theatre Ticker will operate from 10:00 am to the later of one (1) hour after an event or midnight weekdays and 12:30 am weekends.
- Event Center Roof Sign may be illuminated by halo lighting from 10:00am until midnight.
- Event Center Façade Signage and Informational Pylon Signage may be illuminated from 10:00 am to the later of one (1) hour after an event or midnight weekdays and 12:30 am weekends.

Outdoor Amplified Sound

- Entertainment Commission regulates the amplified sound with the Place of Entertainment permit.
- Warrior game nights extend hours of outdoor amplified sound to forty-five (45) minutes post-game.
- Up to fifteen (15) events in a 12 month period can exceed noise thresholds.

General Advertising

- Videoboard, Gatehouse Ticker and Theatre Ticker may display the advertising of up to 20 Event Center sponsors for no more than 30% of the time from two (2) hours prior to the posted start time of an event to one (1) hour after an event.

Approval of Specific Signage

- Event Center Roof Sign
- Event Center Façade Signs
- Gatehouse Ticker
- Theatre Ticker
- Videoboard
- District and Pylon Signs - General size and location of signs with final design and location to be approved by the Executive Director.

Golden State Warriors' Team Introductions



Golden State Warriors:

Rick Welts

David Kelly

Stephen Collins

Peter Bryan

Yoyo Chan

Mission Bay CAC

- The Mission Bay CAC held a special meeting on May 31, 2018 to review the Event Center Sign Program.
- Approved
- Community Feedback

CEQA/General Plan Consistency

- Approvals of the proposed amendments to the D for D and Signage Master Plan are Implementing Actions within the scope of the Event Center Project, analyzed in the supplemental environmental impact report for the Event Center and Mixed-Use Development at Mission Bay Blocks 29-32 (“FSEIR”).
- The Commission certified the FSEIR on November 3, 2015.
- No further environmental review beyond the FSEIR is required.

Next Steps

- Entertainment Commission.
- Exterior Lighting Plan.
- Landscaping Plan.
- Event Center Temporary Certificate of Occupancy by August 1, 2019.

THANK YOU



Small Business and Workforce

□ **Small Business Enterprise (SBE) Utilization – Construction**

- 18% SBE awards and commitments (\$190 million)
 - Over 75% are SF-based SBEs
- 12% MWBE awards and commitments (\$128 million)

□ **SBE Utilization – Professional Services**

- 46% SBE (\$29 million)
 - Over 94% are SF-based SBEs
- 30% MWBE (\$19 million)

□ **Construction Workforce Local Hire**

- 15.4% (396 SF residents, over 150,000 hours performed)
- 42 SF resident sponsorships from 14 employers
- 2 cycles of Chase Center Training: 44 trainees employed (15 in Chase Center)
- 3rd cycle of Chase Center Training planned this Summer

CHASE  CENTER



Event Center Sign Program

OCL Commission
June 5, 2018



June 5, 2018



CHASE CENTER

EVENTS WITH **JOHN LEGEND** APPLE THEATER PRESENTS AN EVENING WITH **JOHN LEGEND**

JOHN LEGEND

300

June 5, 2018



June 5, 2018



June 5, 2018



June 5, 2018



June 5, 2018



June 5, 2018

CHASE CENTER

CHASE  CENTER







June 5, 2018



June 5, 2018



KEY

- 1 UCSF Hearst Tower 1 – Roof**
(1560 Third Street)
- 2. UCSF Hearst Tower – Top Floor**
(1560 Third Street)
- 3. UCSF Hearst Tower 2 – Roof**
(1560 Third Street)
- 4. Campus Way – Street Level**
(between 3rd and 4th)
- 5. UCSF Chancellor’s Conf. Room**
(550 16th Street)
- 6. UCSF Helipad**
(1855 4th Street)
- 7. UCSF Hospital**
(1855 4th Street)
- 8. Potrero Hill Recreation Center**
(801 Arkansas Street)
- 9. UCSF William J. Rutter Center**
(1675 Owens)
- 10. Kaiser Permanente**
(1600 Owens)



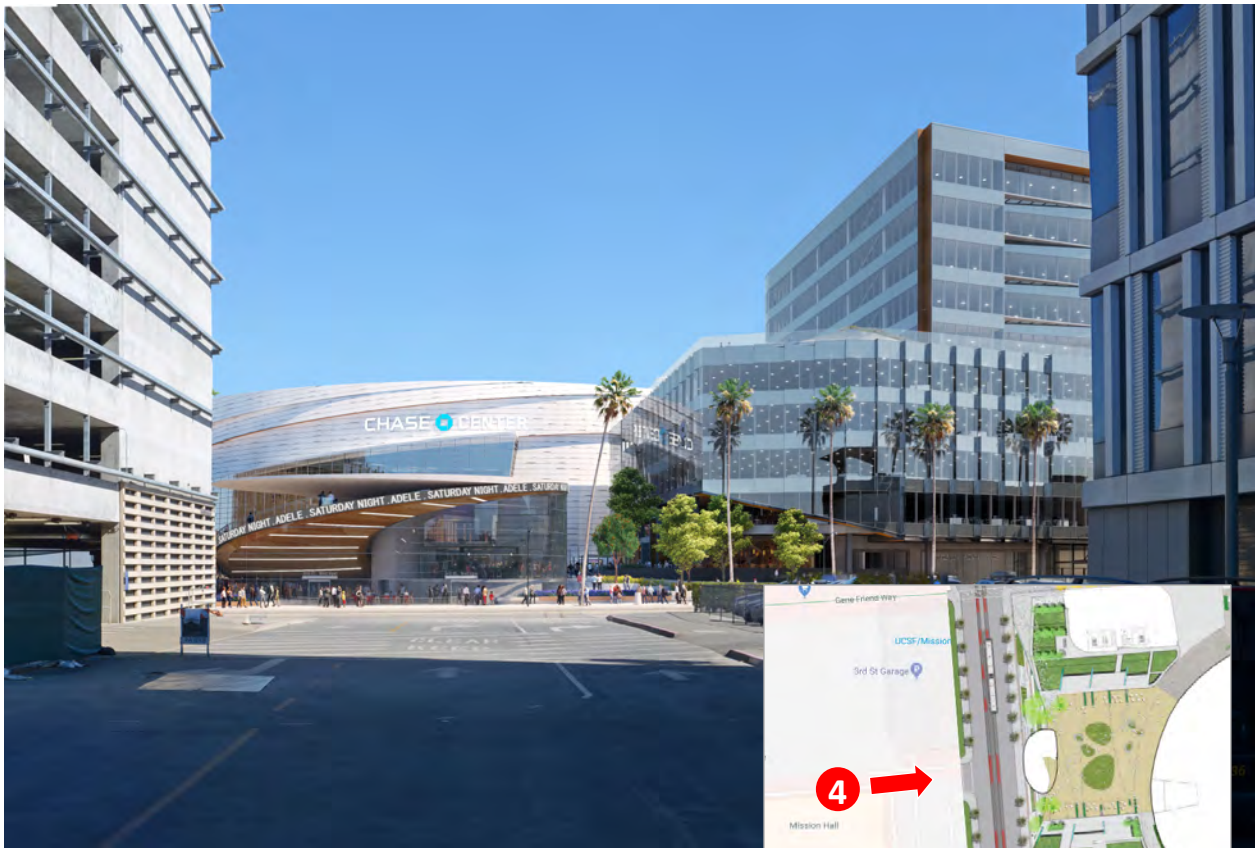
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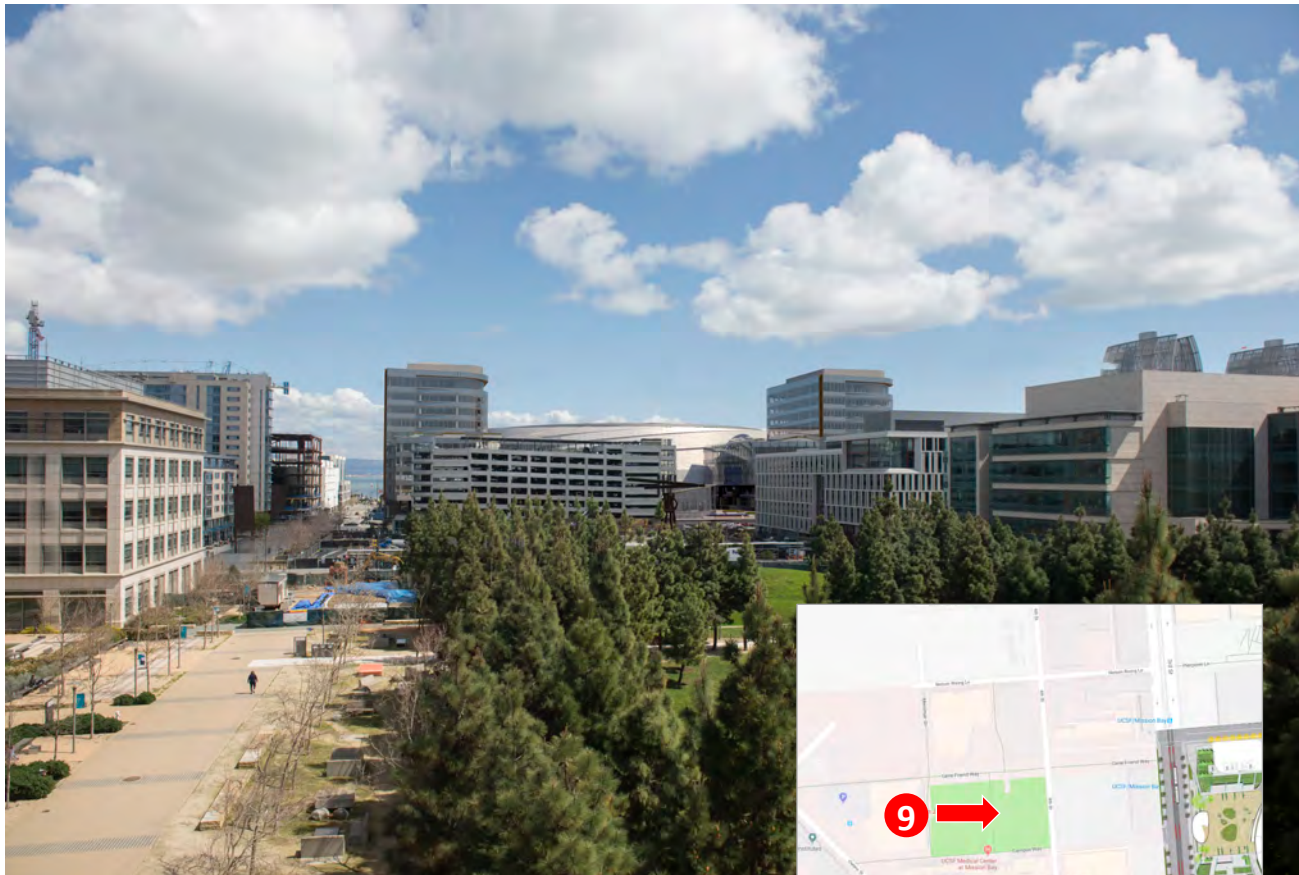
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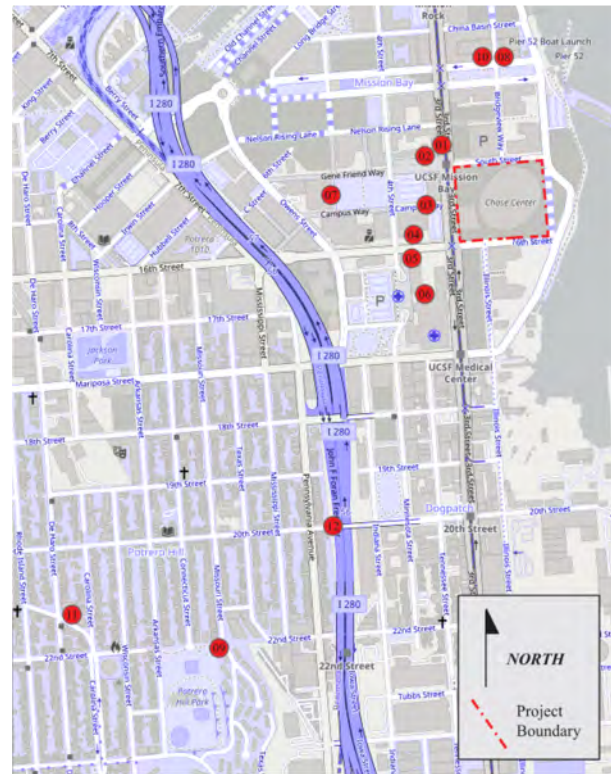
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Illumination Studies

12 Receptor Points:

1. UCSF Hearst Tower at Rooftop(3rd St)
2. UCSF Hearst Tower at Rooftop (Gene Friend)
3. Campus Way at Grade
4. UCSF Mission Hall at 4th Floor Conference Room
5. UCSF Helipad
6. UCSF Hospital at Top Floor
7. UCSF Rutter Center at Top Floor
8. Bridgeview Way & Mission Bay Blvd. North
9. Potrero Tennis Courts
10. Madrone Penthouse
11. Potrero Hill Neighborhood House
12. 20th Street and I-280



Illumination Studies

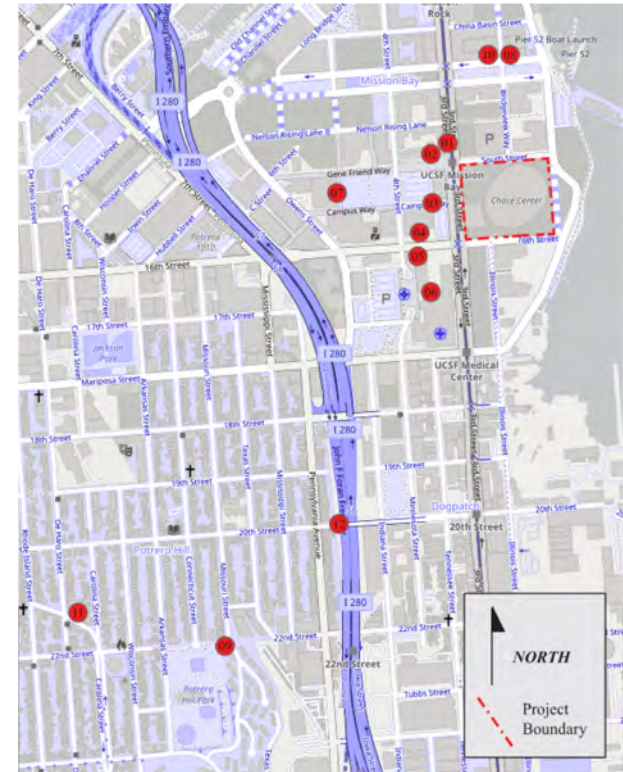
Recommended Sample Exterior Illumination Levels

Exterior Application	Avg. Footcandles	Range of Footcandles
Egress (Exterior Ramps, Stairs, & Steps)	1.0	0.5 – 2.0
Surface Parking (Urban)	1.5	0.75 – 3.0
Crosswalks (Collector/Local Roads)	1.6	1.0 – 2.1

Note: Based on Illuminating Engineering Society “The Lighting Handbook” 10th Edition

Illumination Contribution

- RP1 (Hearst Tower): 0.104 FC
- RP2 (Hearst Tower): 0.170 FC
- RP3 (Campus Way): 0.711 FC
- RP4 (Mission Hall): 0.232 FC
- RP5 (UCSF Helipad): 0.079 FC
- RP6 (UCSF Hospital): 0.007 FC
- RP7 (UCSF Rutter Center): 0.004 FC
- RP8 (Bridgeview & MB Blvd N): 0.001 FC
- RP9 (Potrero Tennis Courts): 0.000 FC
- RP10 (Madrone Penthouse): 0.001 FC
- RP11 (Potrero Nabe): 0.000 FC
- RP12 (20th St. & I-280): 0.000 FC



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