

Amendments to the Mission Bay South Master Signage Plan

May 19, 2026



Background

- Mission Bay South Sign Master Plan - Mixed Use Retail signage controls apply to all ground-floor commercial businesses, including the Event Center at Block 29-32
- Event Center Sign Program supplements and modifies these controls for the Event Center



Requested Commission Action

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- Approving a Sixth Amendment to the Mission Bay South Signage Master Plan Increasing Character Heights and Flexibility of Awning Signs for Mixed Use Retail Uses Project-Area-Wide, and 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.



Awning Sign Types and Area Limitation



- Predominantly horizontal awning expression.
- Mixed Use Retail controls limit awning signs to 50% of the awning's vertical face area.
- Horizontal metal awnings throughout Mission Bay rarely comply with the 50% sign area limitation.



Character Heights & Visibility

- Current limitation for awning signage: 12-inch maximum text height.
- Difficult to read from across the street or at oblique angles where streets exceed 93 feet in width.
- Project Area awning signs appear nonconforming based on staff review of 2025 Street View data.



Changes to Mixed Use Retail

- Increasing character height limitation from 12 inches to 18 inches.
- Replacing area limitation tied to “vertical face of awning” with 40 square feet overall.

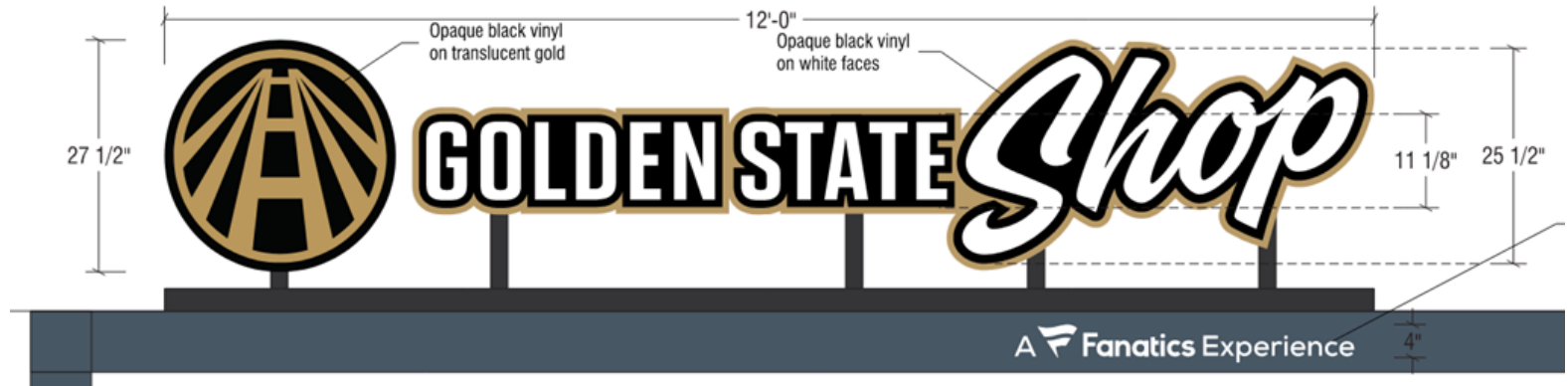


Changes Unique to Event Center

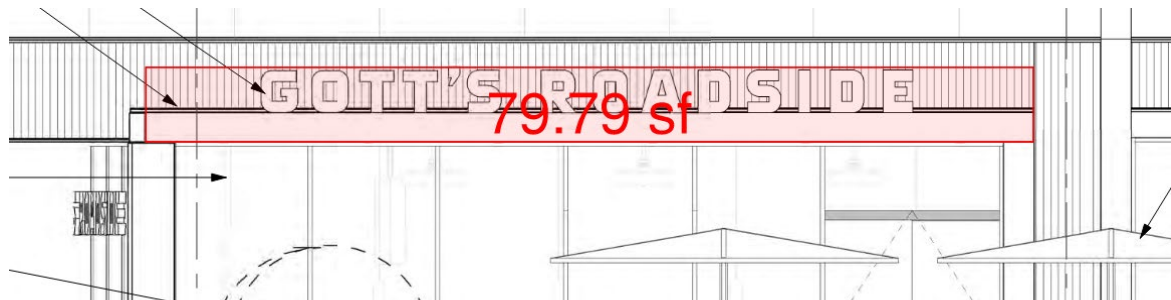


Changes Unique to Event Center

- Allowing signs with most characters up to 18" tall, and less than half of characters up to 26" tall.

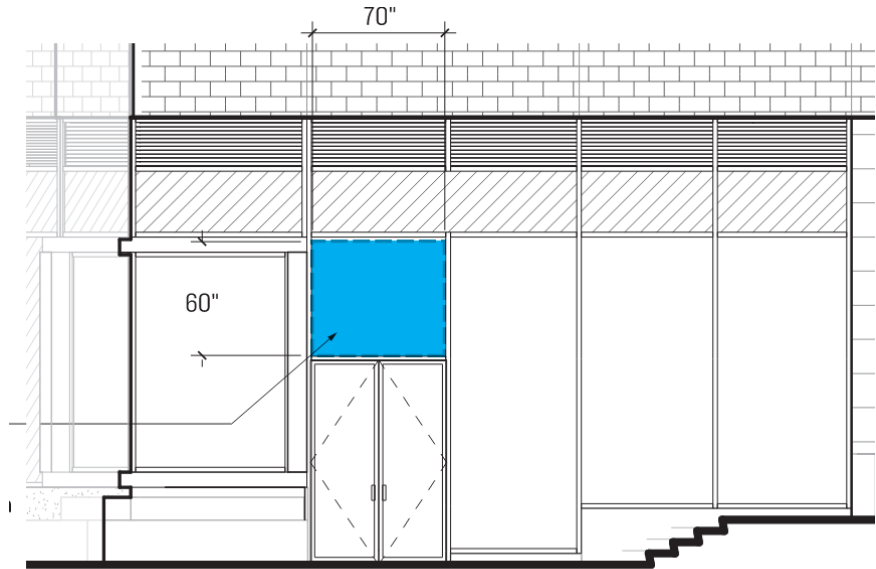


- Overall Sign size limited to 80 square feet



Changes to Entire Project Area

- Awning Zone proposed, following awning sign controls for storefronts with neither solid wall nor protruding awnings to mount signage to.



- Expanding definition of Awning to include contemporary awning types and canopies.
- Cleanup of typos and inaccuracies

Mission Bay CAC

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- Unanimously approved by Mission Bay Citizens Advisory Committee on May 14, 2026.



Signage Master Plan Amendment

Questions / Comments

