

Amendments to the Mission Bay South Master Signage Plan for the Event Center Sign Program

February 3, 2026



Requested Commission Action

- Approving amendments to the Mission Bay South Signage Master Plan for the Event Center Sign Program.
 - 6+ years of operations has identified the need for additional wayfinding and identification signage.

Prior Actions - Event Center Project Signage

- **Signage Master Plan**

- June 5, 2018: Commission approved amendments establishing the Event Center Sign Program.
- December 5, 2023: Commission approved an amendment allowing a third District sign (Thrive City).

Signage Master Plan Amendments

- **Four Additional District Signs:** 2.5 feet by 17 feet
- **Ten Retail Directory Signs:** Various sizes and locations
- **Two Parking Garage Entry Signs**
 - Warriors Way: 2 feet by 40 feet
 - 16th Street: 2 feet by 18 feet
- **One Parking Garage LED:** 4 feet by 4 feet
- **One Videoboard Sign:** 2 feet by 40 feet
- **Additional Various Business Signs for retailers:**
 - Fin signs, elevated signs, and window signs
- Corrections to minor grammatical errors

Event Center Signage Plan



Golden State



thrive
CITY

CHASE
CENTER

OCII Commission
2/3/2026

Thrive City

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

Programming

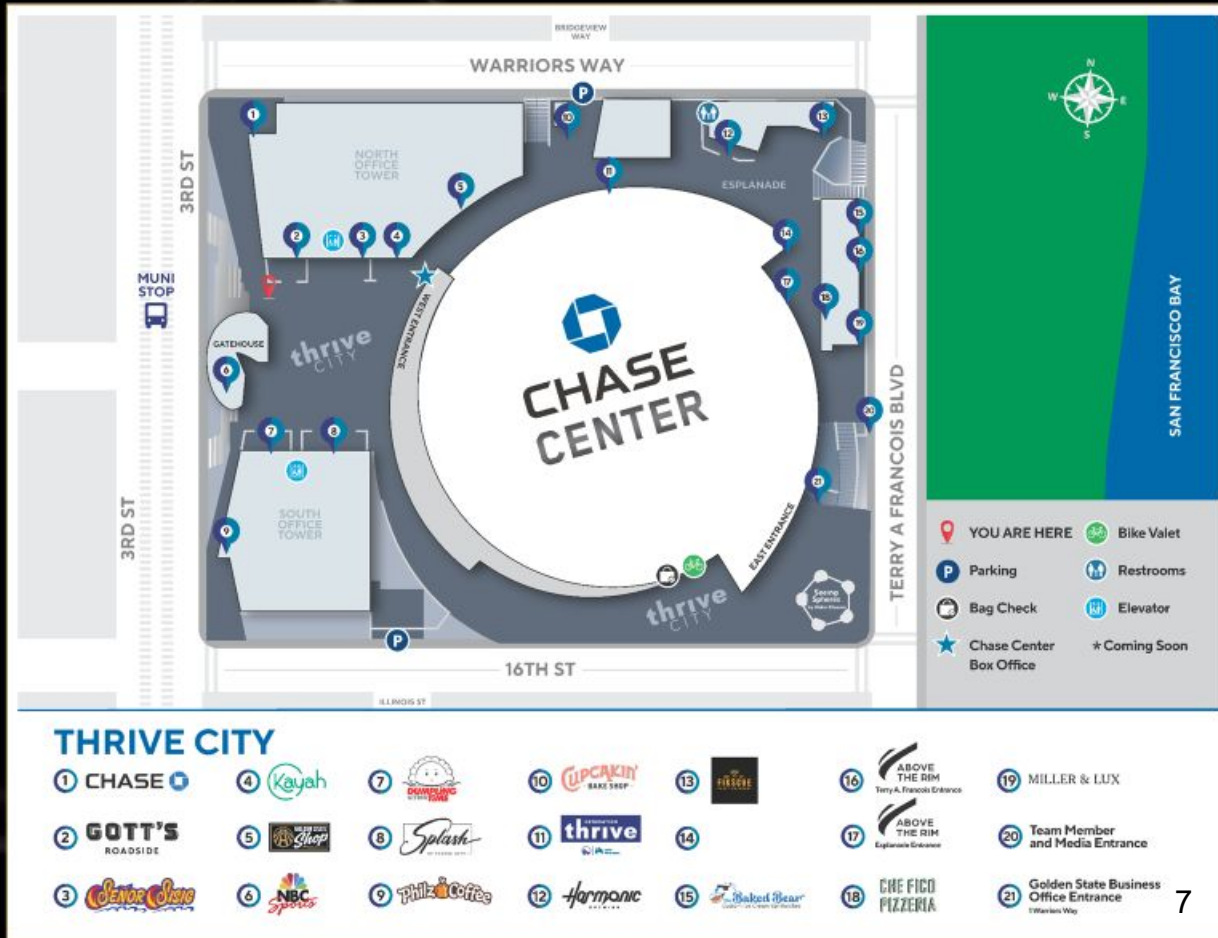
- Thrive City has hosted 600+ community events, free to the public.
- Culturally competent programming reflective of local community

Dining and Retail

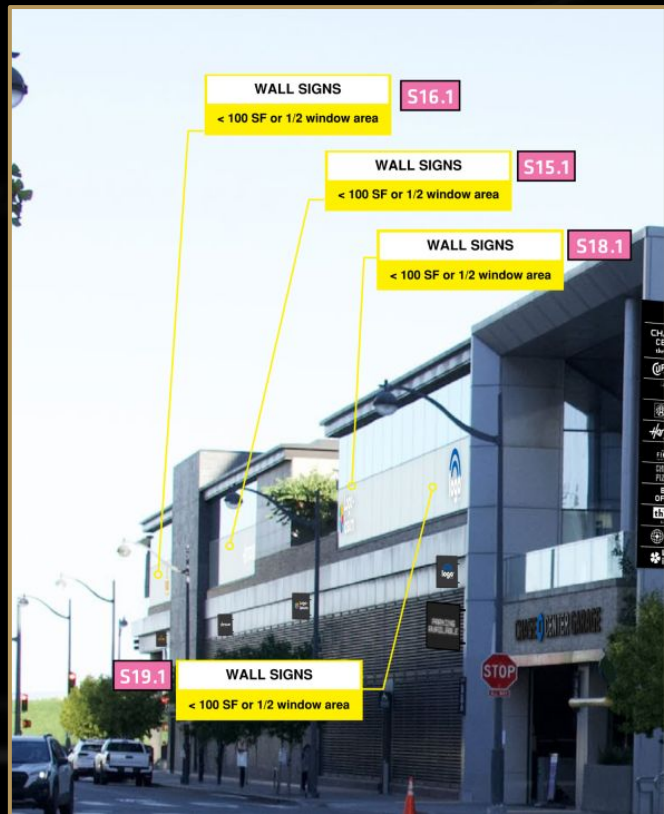
- Local and small businesses reflective of San Francisco Bay Area
- Designed to serve both neighbors and visitors
- Active year-round, beyond event days at Chase Center



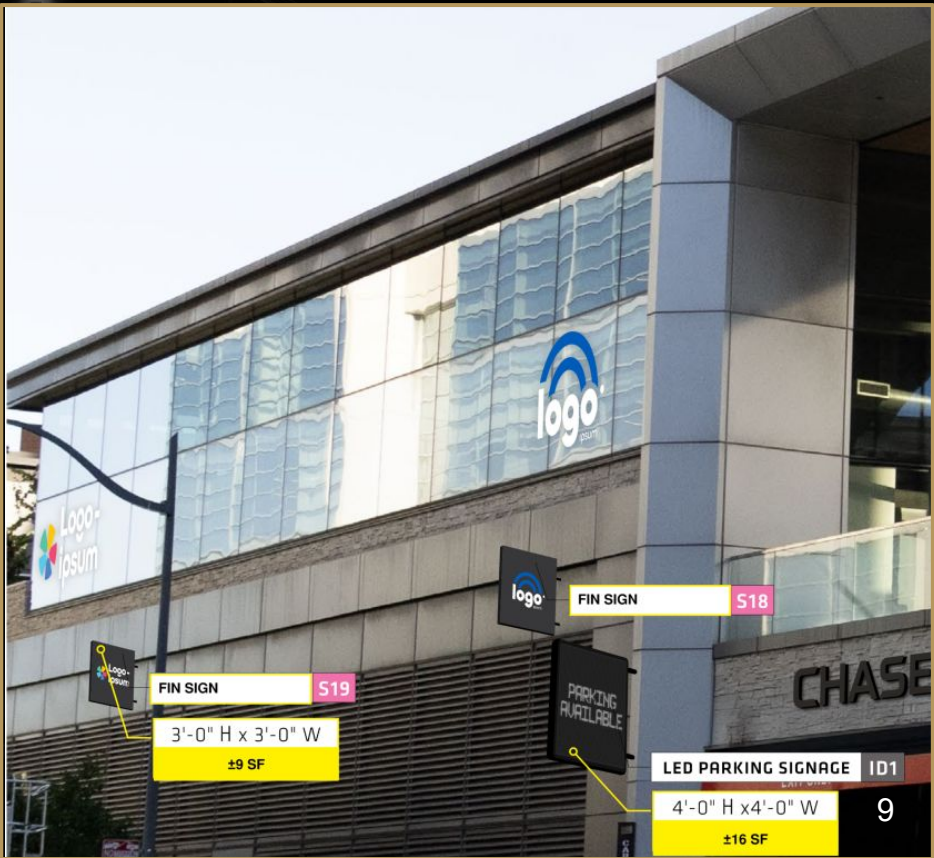
Wayfinding Map



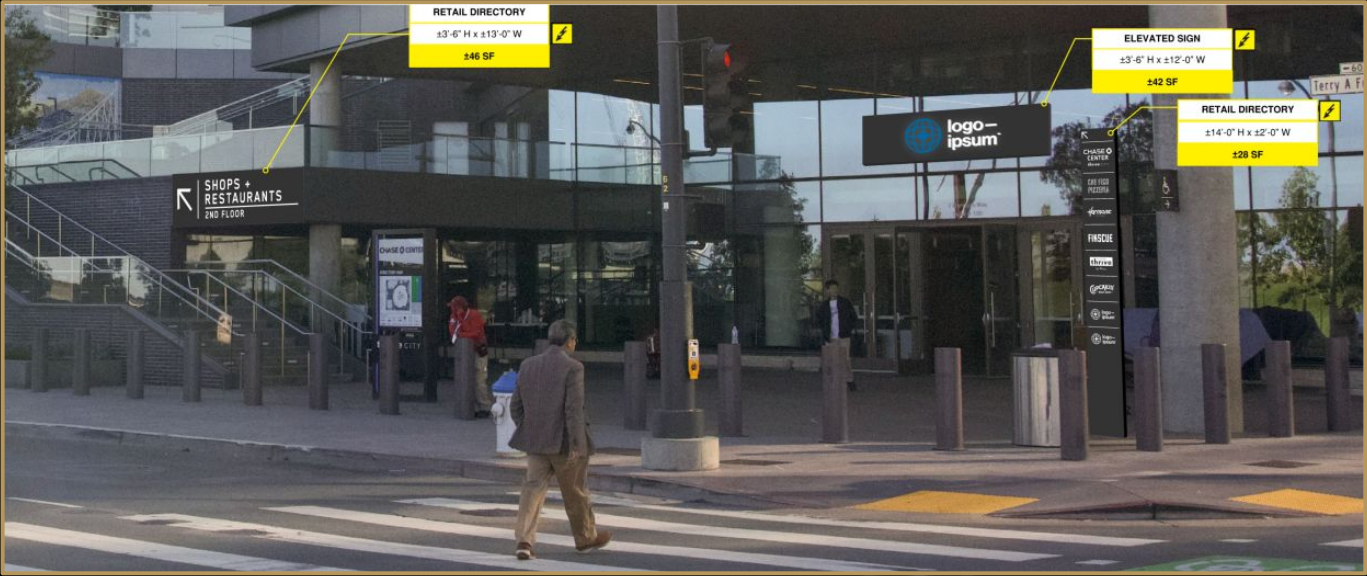
Warriors Way & Bridgeview Way



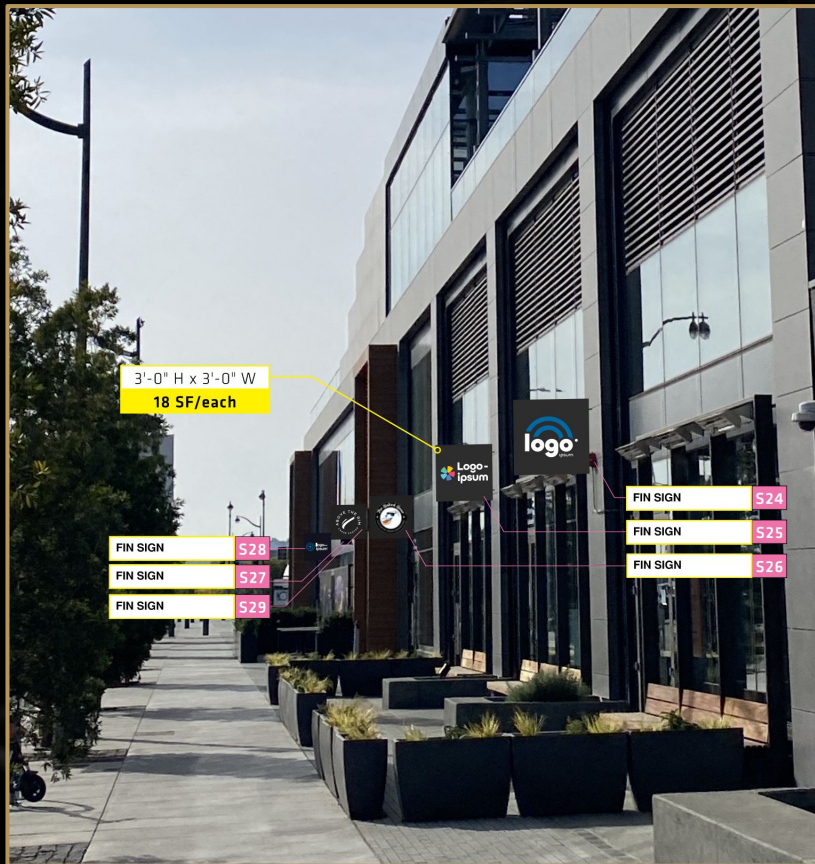
Warriors Way & Bridgeview Way



TFB & Warriors Way



TFB



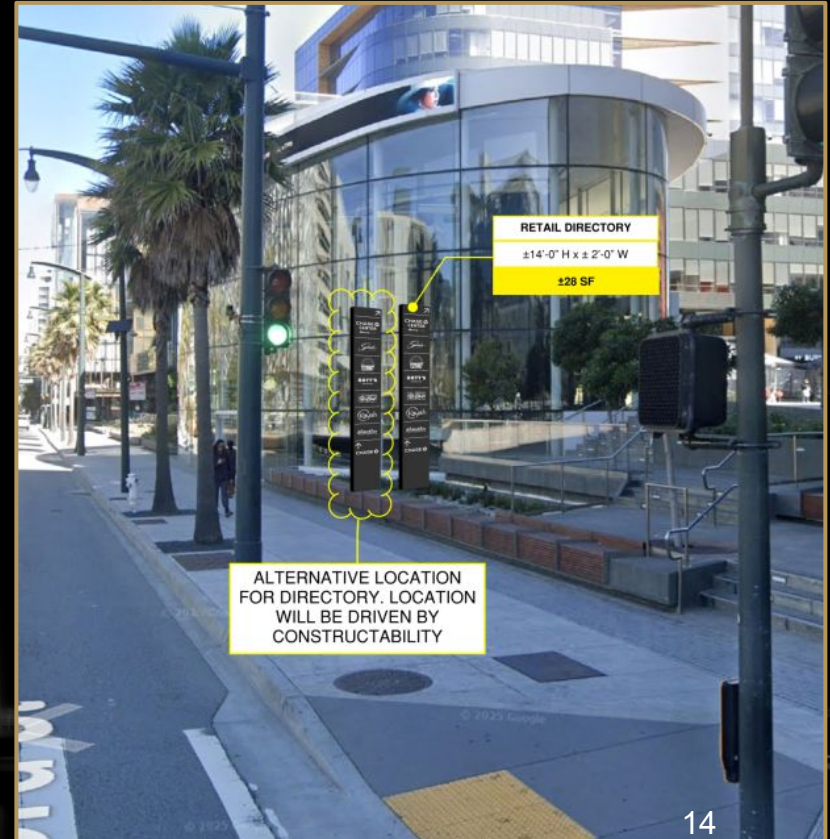
TFB & 16th St.



16th St. & Illinois



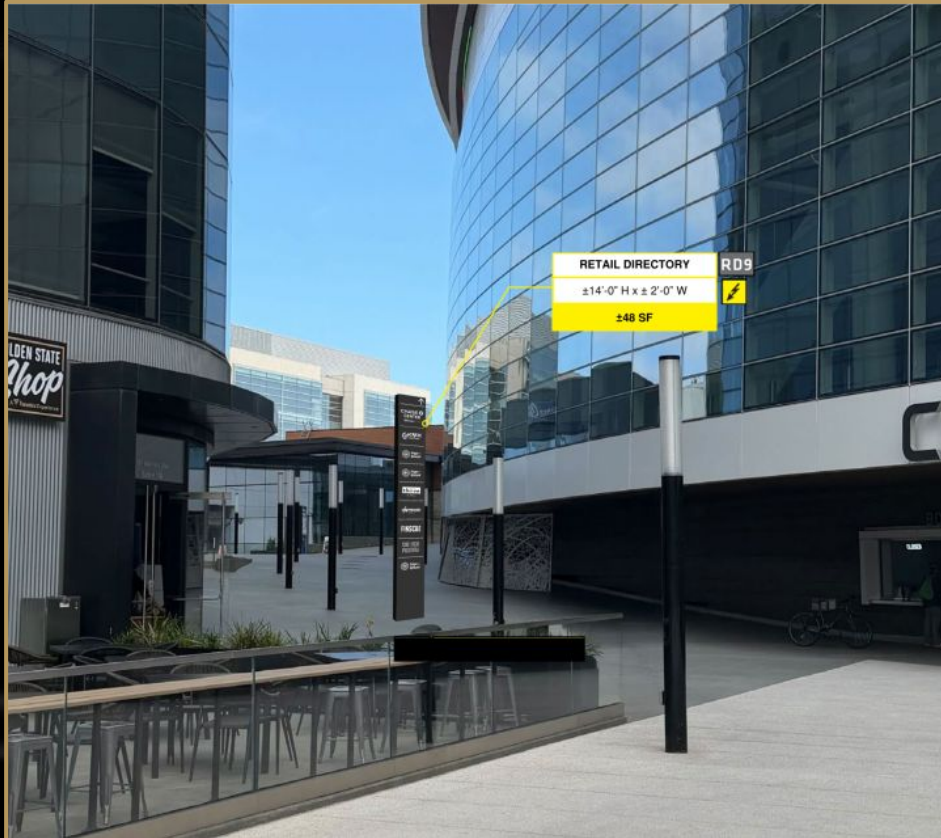
3rd St.



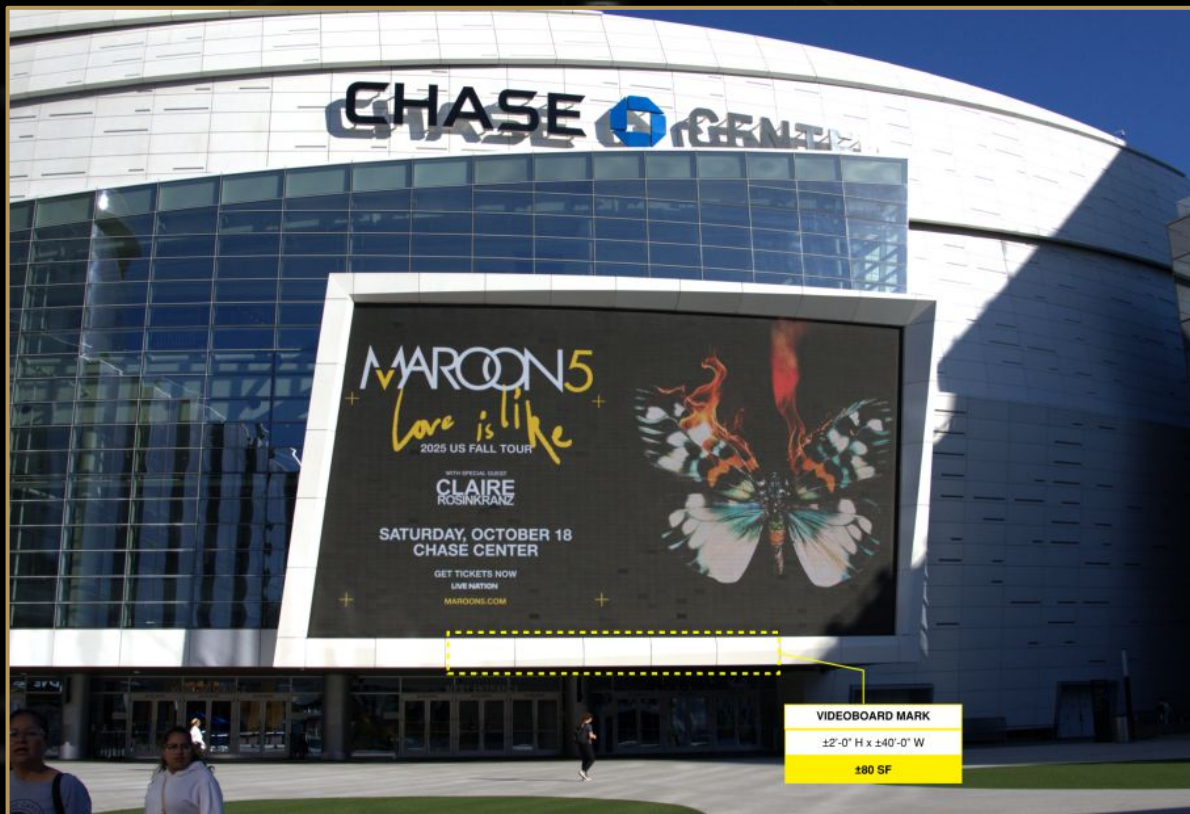
3rd St. Ramps



Box Office Ramp



West Plaza



Mission Bay CAC and Environmental Review

- **Mission Bay CAC**

- January 8, 2026 Mission Bay CAC unanimously approved the Signage Plan Amendments

- **Environmental Review**

- The proposed 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.

Next Steps

- **Next Steps**

- Upon Commission approval, GSW and retailers will finalize construction designs and submit permit applications to Department of Building Inspection.

Signage Master Plan Amendment

Questions / Comments