

MEMORANDUM

TO: Commission on Community Investment and Infrastructure

FROM: Nadia Sesay, Executive Director

SUBJECT: Adopting Environmental Review Findings pursuant to the California Environmental Quality Act and approving amendments to the Mission Bay South Design for Development and Signage Master Plan to establish a comprehensive sign program for the Golden State Warriors Event Center and Mixed-Use Development on Blocks 29-32 in Mission Bay South and approving specific displays pursuant to such comprehensive sign program including general advertising; 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, is constructing 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.

On November 3, 2015, the Commission conditionally approved the Basic Concept/Schematic Design Applications for the Event Center Project. A condition of the approval was to submit for Commission review and approval, a signage plan for the Event Center Project (“Event Center Sign Program”).

The proposed Event Center Sign Program includes wayfinding, naming rights, roof, ribbon and retail signage, as well as a videoboard. This Event Center Sign Program identifies certain specific displays permitted on the Event Center Premises and also, where applicable, provides certain operational regulations.

Approvals of the proposed amendments to the Mission Bay South Design for Development and the Mission Bay South Signage Master Plan are 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, certified by the Commission on November 3, 2015, and require no further environmental review pursuant to the California Environmental Quality Act (“CEQA”).

Staff recommends adopting environmental findings pursuant to CEQA and approving the proposed amendments to the Design for Development and Signage Master Plan.

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BACKGROUND

Basic Concept/Schematic Design for a Golden State Warriors Event Center and Mixed-Use Development

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 for Commission review and approval a signage plan for the Project and related amendments to the Mission Bay South Signage Master Plan applicable to the Project, which shall include at a minimum the following: (1) Event Center and Project signage; (2) signage for the retail and restaurant frontages facing the publicly accessible private open spaces (consisting of the Plaza, Pedestrian Path, 16th Street ramp, Third Street gardens and the Bayfront Overlook); and (3) wayfinding signage plans for pedestrians and for vehicular movement within the parking garage and the periphery of the proposed development on Blocks 29-32".

Mission Bay Design for Development and Signage Master Plan

Signage in the Mission Bay South Redevelopment Project Area is controlled by the Mission Bay South Design for Development ("D for D") and the Mission Bay South Signage Master Plan ("Signage Master Plan"). The D for D was originally adopted by the former Redevelopment Agency Commission on September 17, 1998 (Resolution No. 191-98), and amended on February 17, 2004 (Resolution No. 24-2004), March 16, 2004 (Resolution No. 34-2004), March 17, 2015 (Resolution No. 13-2015), November 3, 2015 (Resolution No. 71-2015) and October 17, 2017 (Resolution No. 42-2017). The D for D prohibits billboards, flashing signs, moving signs and roof signs in the Commercial Industrial Land Use Districts.

The Signage Master Plan was adopted by the former Redevelopment Agency Commission on June 27, 2000 (Resolution No. 101-2000) and Amended on March 17, 2015 (Resolution No. 71-2015) pursuant to the Mission Bay South Owner Participation Agreement. As with the D for D, the Signage Master Plan prohibits billboards, flashing signs, moving signs and roof signs in the Commercial Industrial Land Use Districts.

The Signage Master Plan also prohibits general advertising, and walls signs higher than 50% of the building height, and in the Commercial Industrial Land Use district the maximum amount of signage per parcel is the lesser of 3 square feet for each linear feet of business frontage or 300 square feet.

DISCUSSION

Amendments to Mission Bay South Design for Development and Mission Bay South Signage Master Plan

The Event Center Project is a unique development, to the Mission Bay South Project Area, with specific and different signage needs than other commercial / industrial land uses in the neighborhood. As such, the existing governing documents on signage, specifically the D for D and Signage Master Plan do not adequately address the needs of the Event Center Project and need to be amended to allow for certain types of sponsorship and entertainment related signage. The D for D's Design Standards' Signage section describes signage restrictions across different land uses in the project area, including the prohibition of billboards, flashing signs, moving signs and roof signs in the Commercial Industrial Land Use Districts. The signage section will be amended to include a note excluding Blocks 29-32 from the aforementioned restrictions and identifying the Event Center Signage Program as the controlling document, as it pertains to signage, for those blocks. The Signage Master Plan will be amended to include a new chapter for the Event Center Sign Program for Blocks 29-32. The Prohibited Signs chapter of the Signage Master Plan will also be amended to include a note excluding Blocks 29-32 from certain restrictions laid out in that chapter.

Event Center Sign Program

The Event Center Sign Program is intended to provide a comprehensive signage program governing the sign displays for the Event Center Project on Blocks 29-32. The sign program identifies certain specific displays permitted on the site and also, where applicable, provides certain operational regulations. The below signage relates to the various buildings that comprise the Event Center Project, including the arena, gatehouse (a building serving as the formal entry to the site from Third Street), the public plaza in front of the gatehouse, parking garage entrances on South Street and 16th Street and retail located on South Street. The specific displays authorized by this Event Center Sign Program consists of the following (and described in detail in Exhibit B in the accompanying Resolution):

1. The **Event Center Roof Sign** will lay horizontally across the roof of the arena, intended to only be visible from above, and is planned to bear the tradename of the main sponsor of the Event Center Project, Chase Bank. It will be illuminated by halo lighting from 10:00 a.m. until midnight.
2. The six (6) **Event Center Façade Signs** will be distributed across various facades of the arena and will include the Chase Bank logo. These signs, depending on their location, will be halo lit or internally illuminated. Allowable illuminated hours will end the later of 1 hour after an event or midnight on weekdays and at 12:30am on weekends.
3. The fifteen (15) **Informational Pylon Signs** will be distributed across the site and may include digital displays, with the same hours of illumination as the Event Center Façade signs. These signs will have way-finding information on them, as well as information on current and upcoming Event Center Project events.
4. The two (2) **District Signs** will face Third Street and will feature the slogan, tagline or motto (but not the tradename or logo) of a select sponsor operating as a non-profit, education entity, healthcare provider, charity, or foundation. These signs will be illuminated either directly or by halo lighting.
5. The **Gatehouse Ticker** is a full color LED ribbon that will be affixed to the gatehouse on the Third Street border of the site and will display static images that scroll or instantly refresh. The gatehouse ticker may display content about upcoming events to be held on site or OCII's Bayfront Park (P22), which is adjacent to Blocks 29-32, advertising for the Golden State Warriors and affiliated entities, and informational messages on traffic, weather, and wayfinding. Certain content may also be branded with the trademark of Event Center Project sponsors. In addition, during a time period beginning two hours before the posted start time for an event and ending one hour following the conclusion of such an event, the gatehouse ticker may display general advertising messaging for a pre-determined list of twenty (20) sponsor partners, as long as that content does not exceed 30% of the defined time period. The gatehouse ticker may be illuminated and will follow the same ending hours as the event center façade and informational pylon signs (midnight on weekdays and at 12:30am on weekends).
6. The **Theatre Ticker** is a full color LED ribbon that will be located above the southeast entrance to the site, outside of the theater venue inside the arena. It will look, function and display content in the same manner as the Gatehouse Ticker.
7. The **Videoboard** shall be affixed to the west side of the arena and the display surface shall be no larger than 68 feet by 38 feet, excluding architectural and structural framing elements. It may display movies, live or recorded feed of events occurring or held at the arena, plaza, or Bayfront Park, advertising for the Golden State Warriors and affiliated entities, content related to nonprofits operating in the services, art or related industries and informational messages on traffic, weather, wayfinding. Similar to the gatehouse and theater tickers, certain content may also be branded with the trademark of Event Center Project sponsors. In addition, during a time

period beginning two hours before the posted start time for an event and ending one hour following the conclusion of such an event, the gatehouse ticker may display general advertising messaging for a pre-determined list of twenty (20) sponsor partners, as long as that content does not exceed 30% of the defined time period. The videoboard will follow the same ending hours as the event center façade signs, informational pylon signs, and gatehouse and theater tickers (midnight on weekdays and at 12:30am on weekends).

8. The **Parking Garage Signs** will consist of one sign per garage entrance and will be located on the back walls of each entrance, approximately 60 – 75 feet back from the property line. The parking garage signs may be illuminated by the garage lighting only and may consist of super graphics or murals that include the trademarks of the pre-determined twenty (20) sponsors or the main sponsor of the Event Center Project.
9. **Business Signs**, meant to direct attention to businesses operating on the site will comply with and be limited to the Signage and Regulations for Mixed Use Retail and Definitions section of the Mission Bay South Signage Master Plan. In addition, fin signs may be used to denote elevated retail locations along South Street and Terry Francois Boulevard, in the pattern of one fin sign per business facade.
10. The **Office Tower Signs** shall consist of no more than two (2) signs per office tower. Only one Office Tower Sign is permitted per street frontage and may display the trademark or logo of the relevant office tower tenant. Office Tower Signs will be no larger than 81 square feet in Size, with letters that shall not exceed 36" and shall be affixed on the façade of the respective office tower at a height representing 50% of the base height of the building.
11. **Door Signs** will be located at each entrance door of the arena and will not be illuminated.
12. **Temporary Signs / Additional Signs** may be placed on the site in connection with special events occurring in the arena or on the plaza. These signs might include temporary banners, super graphics and signs. Additional signs might include signs indicating the locations of parking entrances, elevators, entrance locations, no smoking notices, accessible paths, guest service locations and restrooms. Both temporary and additional signs, because they have not yet been designed or planned, shall be subject to the review and approval of the Agency Executive Director or designee.

Citizens Advisory Committee

The Mission Bay Citizens Advisory Committee ("CAC") will hold a special meeting on May 31, 2018 for a presentation of the Event Center Sign Program. CAC actions and comments from that meeting will be reported at the June 5, 2018 Commission meeting.

University of California San Francisco

The University of California San Francisco ("UCSF") supports the signage program but has expressed concerns of the illuminated signage. Most importantly, UCSF is concerned with the effects the illuminated signage will have on their housing residents on 3rd Street across from the Event Center Project and on the helicopter pilots who are flying to the UCSF helipad. The Project Sponsor, as a requirement of the MMRP, will be submitting an exterior lighting plan. In that plan, the signage illumination will be addressed.

CEQA Review

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, which was 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 major revisions are required due to the involvement of new significant environmental effects or a substantial increase in the severity of significant effects previously identified in the FSEIR. No substantial changes have occurred with respect to the circumstances under which the Event Center Project analyzed in the FSEIR was undertaken that would require major revisions to the FSEIR due to the involvement of new significant environmental effects, or a substantial increase in the severity of effects identified in the FSEIR. No new information of substantial importance to the Event Center Project analyzed in the FSEIR has become available which would indicate that (a) the Implementing Actions will have significant effects not discussed in the FSEIR; (b) significant environmental effects will be substantially more severe; (c) mitigation measures or alternatives found not feasible which would reduce one or more significant effects have become feasible; or (d) mitigation measures or alternatives which are considerably different from those in the FSEIR will substantially reduce one or more significant effects on the environment.

STAFF RECOMMENDATION

Staff recommends adopting environmental findings pursuant to CEQA and approving the amendments to the D for D and Signage Master Plan in order to establish a comprehensive sign program for the Event Center Project. Staff further recommends approving the event center roof sign, event center façade signs, gatehouse ticker, theater ticker and videoboard as presented in Exhibit C in the accompanying Resolutions.

(Originated by Marc Slutzkin, Project Manager)



Nadia Sesay
Executive Director

Attachment A: Mission Bay Location Map

