

**COMMISSION ON COMMUNITY INVESTMENT AND INFRASTRUCTURE**

**RESOLUTION NO. 25-2018**

*Adopted June 5, 2018*

**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**

- WHEREAS, On September 17, 1998, the Redevelopment Agency of the City and County of San Francisco (“Redevelopment Agency”) approved, by Resolution No. 190-98, the Redevelopment Plan for the Mission Bay South Redevelopment Project Area (“Plan”). On the same date, the Redevelopment Agency conditionally approved, by Resolution No. 193-98, an Owner Participation Agreement (“South OPA”) with Catellus Development Corporation, a Delaware corporation (“Catellus”), and conditionally approved, by Resolution No. 191-1998, the Design for Development for the Mission Bay South Redevelopment Project Area (“Design for Development”), subject to the final approval of the Plan by the Board of Supervisors of the City and County of San Francisco (“Board of Supervisors”); and,
- WHEREAS, On November 2, 1998, the Board of Supervisors adopted, by Ordinance No. 335-98, the Plan; and,
- WHEREAS, On June 27, 2000, the Redevelopment Agency originally approved, by Resolution No. 101-2000, the Signage Master Plan for the Mission Bay South Redevelopment Project Area (“Signage Master Plan”); and,
- WHEREAS, Catellus, the original master developer of the Mission Bay North and South Redevelopment Project Areas, has sold most of its remaining undeveloped land in Mission Bay to FOCIL-MB, LLC, (“FOCIL-MB”), a subsidiary of Farallon Capital Management, LLC, a large investment management firm. FOCIL-MB has assumed all of Catellus’s obligations under the South OPA; and,
- WHEREAS, On February 1, 2012, state law dissolved all redevelopment agencies, including the Redevelopment Agency, and established successor agencies to assume certain rights and obligations of the former redevelopment agencies. California Health and Safety Code §§ 34170 *et seq.*, (“Redevelopment Dissolution Law”); and,
- WHEREAS, Under Redevelopment Dissolution Law, the Successor Agency of the City and County of San Francisco, commonly known as the Office of Community Investment and Infrastructure, (“Successor Agency” or “OCII”) is a separate public entity from the City and County of San Francisco (“City”); and,

- WHEREAS, On October 2, 2012, the Board of Supervisors, acting as the legislative body of the Successor Agency, adopted Ordinance No. 215-12, which, among other matters: established the Successor Agency Commission and delegated to it the authority to (i) act in place of the Redevelopment Agency Commission to, among other matters, implement, modify, enforce and complete the Redevelopment Agency’s enforceable obligations, (ii) approve all contracts and actions related to the assets transferred to or retained by the Successor Agency, including, without limitation, the authority to exercise land use, development, and design approval, consistent with applicable enforceable obligations, and (iii) take any action that the Redevelopment Dissolution Law requires or authorizes on behalf of the Successor Agency and any other action that this Commission deems appropriate, consistent with the Redevelopment Dissolution Law, to comply with such obligations; and,
- WHEREAS, The Board of Supervisors’ delegation to this Commission includes the authority to grant approvals under specified land use controls for the Mission Bay Project consistent with the approved Plan and enforceable obligations, including amending the Plan and related documents; and,
- WHEREAS, The Design for Development and the Signage Master Plan establish standards for signage in the Mission Bay South Redevelopment Project Area; and,
- WHEREAS, On November 3, 2015, OCII approved, by Resolution Nos. 69 -2015 – 72-2015, the Golden State Warriors Event Center and Mixed-Use Development on Blocks 29-32 in Mission Bay South, which is a multi-purpose event center and a variety of mixed-uses, including office, retail, open space and structured parking on an approximately 11-acre site (the “Event Center Project”); and,
- WHEREAS, Pursuant to Resolution No. 71-2015, the Commission adopted amendments to the Design for Development, including amending those provisions of the Design for Development governing signage in Mission Bay South to require a further amendment of the Signage Master Plan to provide for a comprehensive signage program for the Event Center Project and the Event Center Premises which are Blocks 29-32 of Mission Bay South; and,
- WHEREAS, The Design for Development and the Signage Master Plan limit or prohibit certain displays and signs that are “general advertising” and the Commission recognizes that because of the unique aspects of the operation and marketing of the Event Center Project as an arena for professional sports and other entertainment uses that general advertising signs should be permitted at the Event Center Project and on the Event Center Premises in accordance with a comprehensive signage program for the Event Center Project and Event Center Premises (the “Event Center Sign Program”); and,
- WHEREAS, The Commission proposes an amendment to the Design for Development to expressly permit those displays and signs as more fully described in the Event Center Sign Program, including “general advertising” in accordance with such Event Center Sign Program; and,
- WHEREAS, OCII proposes an amendment to the Signage Master Plan to include a new chapter in the Signage Master Plan entitled “Event Center Sign Program” to govern signs and displays on the Event Center Premises; and,

WHEREAS, OCII proposes to approve specific displays authorized in accordance with and pursuant to the Plan, the Design for Development and the Master Signage Plan as amended and the Event Center Sign Program; and,

WHEREAS, OCII staff has reviewed the proposed amendments to the Design for Development and Signage Master Plan and the specific displays authorized pursuant to the Event Center Sign Program for purposes of compliance with CEQA and the State CEQA Guidelines; and,

WHEREAS, On September 17, 1998, the Redevelopment Agency Commission adopted Resolution No. 182-98 which certified the Final Subsequent Environmental Impact Report (“FSEIR”) as a program EIR for the Plan pursuant to the California Environmental Quality Act (“CEQA”) and State CEQA Guidelines Sections 15168 (Program EIR) and 15180 (Redevelopment Plan EIR). On the same date, the Redevelopment Agency Commission also adopted Resolution No. 183-98, which adopted environmental findings (and a statement of overriding considerations), in connection with the approval of the Plan and other Mission Bay project approvals (the “Mission Bay Project”). The San Francisco Planning Commission (“Planning Commission”) certified the FSEIR by Resolution No. 14696 on the same date. On October 19, 1998, the Board of Supervisors adopted Motion No. 98-132 affirming certification of the FSEIR by the Planning Commission and the Redevelopment Agency, and Resolution No. 854-98 adopting environmental findings and a statement of overriding considerations for the Mission Bay Project; and,

WHEREAS, Subsequent to certification of the FSEIR, the Redevelopment Agency and Successor Agency issued FSEIR addenda, which do not identify any substantial new information or new significant impacts or a substantial increase in the severity of previously identified significant effects that alter the conclusions reached in the FSEIR. Hereinafter, the Final Subsequent Environmental Impact Report, including any addenda thereto, shall be collectively referred to as the “FSEIR”; and,

WHEREAS, On November 3, 2015, the Successor Agency Commission adopted Resolution No. 69-2015 certifying a Final Subsequent Environmental Impact Report OCII Case No. ER-2014-919-97 (also identified as Planning Department Case No. 2014.1441E and State Clearinghouse No. 2014112045 (the “2015 FSEIR”) for the “Event Center Project” under CEQA. At that same hearing, the Commission also adopted CEQA Findings and a Statement of Overriding Considerations pursuant to Resolution No. 70-2015; and,

WHEREAS, The 2015 FSEIR is a project EIR that tiered from the FSEIR under CEQA Guidelines Section 15162 which FSEIR was a program EIR under CEQA Guidelines Section 15168 and a redevelopment plan EIR under CEQA Guidelines Section 15180; and,

WHEREAS, Since the certification of the 2015 FSEIR, adoption of the CEQA Findings, and approval of the Event Center Project, OCII prepared a Note to File to the FSEIR, dated May 30, 2018 (“Note to File”) which is incorporated into this Resolution by this reference, that describes the conditions leading to the proposed amendments, analyzes their effect in relation to the 2015 FSEIR analysis, and concludes that the Event Center Project, as modified by the proposed amendments to the Design for Development and Signage Master Plan is within the scope of the Event Center

Project analyzed in the 2015 FSEIR and will not result in any new significant impacts or a substantial increase in the severity of previously identified significant effects that alter the conclusions reached in the 2015 FSEIR for the reasons stated in the Note to File. The Note to File has been attached as Exhibit D; and,

WHEREAS, OCII staff, in making the necessary findings for the actions contemplated herein, considered and reviewed the 2015 FSEIR, and has made documents related to the actions contemplated herein and the 2015 FSEIR files available for review by the OCII Commission and the public, and these files are part of the record before the OCII Commission included with Exhibit D; and,

WHEREAS, The 2015 FSEIR findings and statement of overriding considerations adopted in accordance with CEQA by the Successor Agency Commission by Resolution No. 70-2015 dated November 3, 2015 reflected the independent judgment and analysis of the Successor Agency, were and remain adequate, accurate and objective and were prepared and adopted following the procedures required by CEQA, and the findings in said resolutions are incorporated herein by reference as applicable to the actions contemplated herein; and,

WHEREAS, OCII staff has prepared the proposed amendments to the Design for Development and Signage Master Plan and the approval of specific displays in accordance with and pursuant to the Design for Development as amended and Signage Master Plan, as amended by the addition of the Event Center Sign Program, and finds them acceptable and recommends approval thereof; and, now, therefore, be it

RESOLVED, That the Commission finds and determines that the proposed amendments to the Design for Development and Signage Master Plan (including the addition of the Event Center Sign Program) and the approval of the specific displays pursuant to and in accordance with the Event Center Sign Program are implementing actions within the scope of the Event Center Project analyzed in the 2015 FSEIR (“Implementing Actions”) and for reasons provided in the Note to File requires no additional environmental review pursuant to State CEQA Guidelines Sections 15180, 15162 and 15163 for the following reasons:

1. The Implementing Actions are within the scope of the Event Center Project analyzed in the 2015 FSEIR and 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 2015 FSEIR.
2. No substantial changes have occurred with respect to the circumstances under which the Event Center Project analyzed in the 2015 FSEIR was undertaken that would require major revisions to the 2015 FSEIR due to the involvement of new significant environmental effects, or a substantial increase in the severity of effects identified in the 2015 FSEIR.
3. No new information of substantial importance to the Event Center Project analyzed in the 2015 FSEIR has become available which would indicate that (a) the Implementing Action will have significant effects not discussed in the 2015 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 2015 FSEIR will substantially reduce one or more significant effects on the environment; and, be it further

RESOLVED, That the Commission has reviewed and considered the 2015 FSEIR findings and statement of overriding considerations and hereby adopts the CEQA findings set forth in Successor Agency Commission Resolution No. 70-2015, which are incorporated herein, and those set forth above and the project sponsor will consult with UCSF as necessary to implement Mitigation Measure M-TR-9d; and, be it further

RESOLVED, That the Commission approves the proposed amendments to the Design for Development and Signage Master Plan that will:

1. Amend the Design for Development to state that the Mission Bay South Master Signage Plan shall be amended to include a new chapter entitled the "Event Center Sign Program", which Event Center Sign Program shall exclusively govern displays and signs for the Event Center Project and Event Center Premises as set forth in Exhibit A hereto; and,
2. Amend the Mission Bay South Master Signage Plan to add a new chapter entitled "Event Center Sign Program" which will exclusively govern signs and displays on the Event Center Project and Event Center Premises as set forth in Exhibit B hereto; and,
3. Approve a number of specific displays at the Event Center Premises in accordance with and pursuant to the Design for Development and the Mission Bay South Master Signage Plan as amended and the Event Center Sign Program as set forth in Exhibit C hereto.

I hereby certify that the foregoing resolution was adopted by the Commission at its meeting of June 5, 2018.

  
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Commission Secretary

Exhibit A: Proposed Mission Bay South Design for Development Amendment  
Exhibit B: Mission Bay South Signage Master Plan (as amended)  
Exhibit C: Signage Displays  
Exhibit D: Note to File

The following are general signage standards that apply to all development within the Plan Area. The Agency may require the submission of a uniform signage program in connection with an owner participation agreement. Signage will be reviewed by the Agency as part of the design review process.

- No billboards are permitted.
- No general advertising signs are permitted in the public right-of-way except as integrated in MUNI or DPW street furnishings.

Residential Land Use District:

- Flashing signs, moving signs and roof signs are not permitted.
- Business signs are allowed for retail uses.
- No business signs are permitted above 1/2 of the base height of the building.

Hotel Land Use District (Block 1):

- The hotel parcel is a triangle bounded by the Channel, Third Street and a new street linking Third Street to Fourth Street. Flashing signs, moving signs, and roof signs should not be directed towards the channel edge or the new street at the southern edge of the block.

Commercial Industrial and Commercial Industrial/Retail Land Use Districts:

- Flashing signs, moving signs and roof signs are not permitted.
- No business signs are permitted above 1/2 of the base height of the building.
- Business signs are allowed.
- No business signs are permitted above 1/2 of the base height of the building., except in the following cases:
  - For signs placed along the western façade of buildings located west of Owens Street:
    - Signs may be placed up to a maximum of 80 feet in height of the building;
    - Signs are limited to 200 square feet in size per parcel; and
    - Signs placed above 1/2 of the base height of the building must be lowered to no more than 1/2 of the base height of the building within one year of the I-280 freeway being removed from its current location.
- ~~The Agency will require the submission of a comprehensive signage program for an Event Center Project for Agency discretionary approval, through an amendment to the Mission Bay South Signage Master Plan, which may include flashing signs, moving signs, and roof signs, and business signs above 1/2 of the base height of the building.~~
- A comprehensive signage program for an Event Center Project appears in the Mission Bay South Signage Master Plan (the “Event Center Sign Program”), which shall exclusively govern signs and displays on the Event Center Premises (as defined in the Event Center Sign Program); provided, however, that such signs and displays shall comply with applicable laws. In the event any element of the Event Center Sign Program conflicts with, or would be limited by any provisions of the above-described Design Standards for Signage in this Design for Development, the Event Center Sign Program shall control.

Exhibit B

Mission Bay South  
Signage Master Plan

Resolution No. 13-2015  
Amended March 17, 2015  
Resolution No. 25-2018  
Amended June 5, 2018



Redevelopment Agency of the  
City and County of San Francisco

# Mission Bay

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The purpose of the Signage Master Plan is to provide a framework for the provision of visual information that assists, directs, informs, and identifies in order to serve residents, visitors, and tenants in the Mission Bay South Plan Area. This Signage Master Plan provides standards for the type, placement, size, height, and content for the signs in the South Plan Area.

The Redevelopment Agency (RDA) shall review and approve the schematic design/location of proposed private signs in conjunction with the schematic design plans for each individual project. This requirement is consistent with the Mission Bay South Design Review and Document Approval Procedure.

A comprehensive commercial signage program shall be submitted to the RDA for approval prior to installation of any signs. The intent of the comprehensive signage program is to encourage the use of materials and colors that complement the building materials and scale while identifying the tenant.

Project proponents are encouraged to design signs of a unique and sophisticated nature, which will highlight their identity while contributing to an overall high quality appearance for Mission Bay. Signs should be artful and sculptural in form, and incorporate high quality materials that complement the specific project. Signs that are unique, innovative, and compatible with the pedestrian experience are welcomed and encouraged.

Signs shall conform to the following standards:

- A. Standard regulatory or street signage shall be mounted to light standards or sign frames conforming to Department of Parking and traffic (DPT) and Department of Public Works (DWP) standards. The goal of this Master Plan is to consolidate public signage whenever possible.
- B. Signs shall be mounted with fasteners or bands conforming to the DPT and DPW standards.

A. Signs shall conform to the following standards:

Signs for commercial industrial uses shall be limited to business identification (business sign). The maximum sign area allowed per parcel shall be 3 square feet for each linear foot of business frontage on a street or a maximum of 300 square feet whichever is less, with the following limitation:

- For signs placed along the western facade of buildings located west of Owens Street, only up to 200 square feet of the total maximum signage allowed for the parcel can be placed on the western facade.

The cumulative total signage area shall not exceed the above limitation.

B. Specific types of signs shall conform to the following standards:

**1. Wall signs.** The lowest edge of a wall sign shall be located above the ground floor windows or 15 feet above the sidewalk, whichever is greater. The upper edge of a wall sign shall not be higher than .50 percent of the base height of the building. The above limitation shall apply except in the following case:

- For signs placed along the western facade of buildings located west of Owens Street:
  - Signs may be placed up to a maximum of 80 feet in height from the sidewalk; and
  - Signs placed above 1/2 of the base height of the building must be lowered to be no higher than .50 percent of the base height of the building within one year of the I-280 freeway being removed from its current location.

Wall signs more than 15 feet above the sidewalk shall be well integrated with the buildings architectural design and shall be located within 5 feet of changes in both the vertical and horizontal building wall planes. This requirement is established to ensure that the sign is not located in the middle of a flat wall plane.

The recommended maximum letter size shall not exceed 36 inches in height. No more than two wall signs are permitted per street frontage. Variations to deviate from this recommendation shall be evaluated at the schematic design stage based on overall building integration.

**2. Freestanding signs.** One freestanding signs is allowed where the building is set back from the street property line. Signs may be double-faced. The maximum area of each sign face, independent of the supporting structure shall be 40 square feet with a maximum of two faces at 80 square feet. The maximum height of the sign shall be 25 feet.

**3. Fin signs.** The number of fin signs shall not exceed one per business on street frontage. This type of signage shall only be permitted when the design is integrated with the building design. The lower edge of fin signs shall be not less than twelve feet above the sidewalk, the upper edge shall be no higher than the lower window sill of the first residential floor if within a residential district, otherwise may not exceed 50% of the height of the buildings, and shall not extend more than half the distance from the building to the curb or eight feet, whichever is less. The total area per face of each sign shall not exceed twenty-five square feet.

**4. Awning signs.** Signs on awnings shall not exceed 50 percent of the area of the vertical face of the awning. Letters shall be no higher than 12 inches.

**5. Nameplates.** Nameplates may not exceed 2 square feet per business.

**6. Directional signage.** Signs for the purpose of directing vehicle traffic and pedestrian movement may be allowed at appropriate project access points. The number, size, height, and content of directional signs shall be subject to approval of SFRA on a case-by-case basis.

- A. Signs shall conform to the following standards:
1. Residential uses shall be limited to residential identification signs only.
  2. On 3<sup>rd</sup> and 4<sup>th</sup> Streets, each parcel is limited to a maximum of 20 square feet of sign area with no individual sign exceeding 10 square feet.
  3. On other streets, each parcel shall be limited to a maximum of 15 square feet of sign area with no individual sign exceeding 5 square feet.
- B. Specific types of signs shall conform to the following standards :
1. **Nameplates.** Nameplates shall be limited to the name and address of the building. Each address shall be allowed two plaques with a maximum of 5 square feet each.
  2. **Wall signs.** Signs shall not be higher than the lowest windowsill on the first floor.
  3. **Awning signs.** Sign area shall not exceed 50 percent of the area of the vertical face of the awning. Letters shall not exceed 12 inches in height.

A Signs shall conform to the following standards:

Signs in the Mission Bay Hotel District shall be limited to hotel and retail identification, business and directional signs. The maximum sign area allowed for all signs shall be 3 square feet of street frontage not to exceed 800 square feet. The total area of signage on any single street shall not be more than four square feet per linear foot of street frontage not to exceed the total gross area as identified above.

B Specific types of signs

1. **Wall signs.** The lowest edge of a wall sign shall be located above the ground floor windows or 15 feet above the sidewalk, whichever is greater. The upper edge of a wall sign shall not be higher than 50 percent of the base height of the building.

Wall signs more than 15 feet above the sidewalk shall be well integrated with the buildings architectural design and shall be located within 5 feet of changes in both the vertical and horizontal building wall planes. This requirement is established to ensure that the sign is not located in the middle of a flat wall plane.

2. **Fin signs.** The number of fin signs shall not exceed one per business on street frontage. The lower edge of any fin sign shall not be less than 12 feet above the sidewalk. Signs shall not extend more than half the distance from the building to the adjacent street curb or 8 feet, whichever is less. The total area per face of each sign shall not exceed 50 square feet.
3. **Awning signs.** Sign area shall not exceed 50 percent of the area of the vertical face of the awning. Letters shall not exceed 12 inches in height.
4. **Freestanding signs.** One freestanding sign is allowed where the building is set back from the street property line. Signs may be double-faced. The maximum area of each sign face, independent of the supporting structure shall be 50 square feet for a total of 100 square feet. The maximum height of the sign shall not exceed 40 feet.

5. Marquee signs. Each face may not exceed 100 square feet. Letters may not exceed a height of 12 inches.
6. Window signs. The area of a window sign shall not exceed 30 percent of the window area in which the sign is located or 10 square feet, whichever is less.
7. Nameplates. Nameplates may not exceed 2 square feet per business.
8. Directional signage. Signs for the purpose of directing vehicle traffic and pedestrian movement may be allowed at appropriate project access points. The number, size, height, and content of directional signs shall be subject to approval of SFRA on a case-by-case basis.

C Retail uses fronting on (P3) open space area.

Signs for retail uses in the Mission Bay Hotel District that front on the adjacent public open space shall be limited to business signage. The maximum sign area allowed for each business shall be 1 square foot for each linear foot of business frontage on a public open space or 75 square feet whichever is less.

D. Specific types of signs shall conform to the following standards:

1. Wall signs. The lowest edge of a wall sign shall be above the ground floor storefront or 8 feet above the sidewalk, whichever is greater.

For business frontages up to 25 feet in width, wall signs shall be centered within the middle 75 percent of the frontage. For business frontages exceeding 25 feet in length, wall signs shall be centered within the middle 50 percent of the frontage.

2. Fin signs. The number of fin signs shall not exceed one per business on public open space frontage. The lower edge of any fin sign shall not be less than 8 feet above the sidewalk.

The upper edge shall be 25 feet, whichever is less. Signs shall not extend more than 3 feet from the building. The total area per face of each sign shall not exceed 20 square feet.

3. **Awning signs.** Signs on awnings shall not exceed 30 percent of the area of the vertical face of the awning. Letters shall be no higher than 12 inches.
4. **Window signs.** The area of a window sign shall not exceed 20 percent of the window area in which the sign is located or 6 square feet, whichever is less.
5. **Nameplates.** Nameplates may not exceed 2 square feet per business.



- A. Signage for retail uses shall be limited to identification signage and business signage. The total area allowed for signage shall be the combined total of these types. However, the total gross area of all signage is limited to two square feet of signage per linear foot of street building frontage. Signage implementation shall be located by an area determined by the frontage of each use.
- B. Signage implementation shall conform to the following locations and area limitations.
1. **Window signs.** The total area of all window signs shall be not more than one-third the area of the window in which they are located, or not more than ten square feet, whichever is less.
  2. **Wall signs.** The lower edge of wall signs shall be above the ground floor storefront or ten feet above the sidewalk, whichever is greater and the upper edge of such signage shall be no higher than the lower windowsill of the first residential floor. Wall signs should not be continuous along a parcel; each individual business should have a separate sign. For business frontages up to 25 feet in length, wall signs are permitted for 100% of the frontage. For business frontage exceeding 25 feet in length, wall signs are permitted for up to 75% of the frontage.
  3. **Fin signs.** The number of fin signs shall not exceed one per business on street frontage. The lower edge of fin signs shall be not less than twelve feet above the sidewalk, the upper edge shall be no higher than the lower window sill of the first residential floor if within a residential district, otherwise may not exceed 50% of the height of the buildings, and shall not extend more than half the distance from the building to the curb or eight feet, whichever is less. The total area per face of each sign shall not exceed twenty-five feet.
  4. **Awning signage.** Signage shall be allowed on awnings not exceeding 50% of the area of the vertical face of the awning with no letters higher than 12".

5. **Freestanding signage.** One freestanding sign is permitted within the Commercial/Industrial/Retail designation where the building is set back from the property line. Freestanding signs may consist of graphics on a tower where the area of graphics independent of the supporting structure shall be no more than twenty square feet, and the tower may be no more than forty feet high.
  
6. **Nameplates** not to exceed two (2) square feet per business shall be permitted.

### PURPOSE OF THE EVENT CENTER SIGN PROGRAM

The Event Center Sign Program is intended to provide a comprehensive signage program exclusively governing the sign displays on the Event Center Premises. The Event Center Premises are intended to host a variety of activities and events in the Event Center and on the Event Center Plaza. This Event Center Sign Program identifies certain specific displays permitted on the Event Center Premises and also, where applicable, provides certain operational regulations. The Event Center Sign Program is expressly intended to permit the display of messages, the Event Center Mark and the Marks of Event Sponsors, Event Center Partners, the Project Sponsor and Project Sponsor Affiliates, subject to the limitations set forth herein. The Event Center Sign Program provides authorization (subject to the terms hereof) for certain displays and signs that are “general advertising” (which is generally prohibited in the Mission Bay South Plan Area) because of the unique aspects of operating and marketing an arena for professional sports and other entertainment uses. General advertising continues to be prohibited in other areas of the Mission Bay South Plan Area. The specific displays authorized by this Event Center Signage Program consists of the following, as more particularly described below:

Event Center Roof Sign

Event Center Façade Signs

Informational Pylon Signs

District Signs

Gatehouse Ticker

Theatre Ticker

Videoboard

Parking Garage Signs

Business Signs

Door Signs

Temporary Signs

Additional Signs

As required for other projects in the Mission Bay South Plan Area, the Project Sponsor shall submit, for Agency review and approval, proposals for specific signs on the Event Center Premises and for any material changes to previously-approved signs to ensure consistency with this Event Center Sign Program. For the sake of clarity, a “material change” does not include a change in the content of a sign (e.g., a change of an Event Center Partner or Event Center Sponsor or their respective Marks), provided such change does not otherwise result in a material increase in the illumination level or size of a previously approved sign. In addition, given the unique nature of the regulatory scheme for this signage program, the Project Sponsor shall submit, on a periodic basis and as requested by the Agency, reports on its compliance with the standards contained herein.

## DEFINITIONS OF THE EVENT CENTER SIGN PROGRAM

### Additional Signs

Any code, regulatory or other sign that does not bear the Mark of a Person, is used for general wayfinding or informational purposes, and is necessary or desirable for the functioning of the Event Center Premises, including, without limitation, signs indicating the locations of parking entrances, elevators, entrance locations, no smoking notices, accessible paths, guest service locations and restrooms.

### Affiliate

When used with references to a specified Person, any Person who directly or indirectly controls, is controlled by or is under common control with the specified Person.

### Agency

Means the Successor Agency to the Redevelopment Agency of the City and County of San Francisco, commonly known as the Office of Community Investment and Infrastructure.

### Business Signs

Means signs directing attention to a business, commodity, service, industry or other activity which is sold, offered, or conducted, other than incidentally, on the Event Center Premises.

### District Motto

Means the slogan, tagline or motto, but not the trade name or logo, of a non-profit service organization, charity, foundation, healthcare provider, or educational institution, which slogan, tagline or motto can be combined with one or more other descriptive words, as may be changed from time to time.

#### **District Signs**

Means two (2) signs located on the west side of the Event Center Premises depicting or displaying the District Motto.

#### **Door Signs**

Means signs adhered to entrance doors of the Event Center displaying Marks of the Event Center Partner, the Project Sponsor and/or a Project Sponsor Affiliate.

#### **Event Center**

Means the arena building located on the Event Center Premises.

#### **Event Center Façade Signs**

Means certain signs on the façade of the Event Center bearing the Event Center Mark.

#### **Event Center Mark**

Means the Mark of the Event Center, as may be changed from time to time.

#### **Event Center Partner**

Means any Person sponsoring or otherwise providing goods, services or support to Project Sponsor or any Project Sponsor Affiliate pursuant to a sponsorship marketing plan developed by the Project Sponsor or its designee (as such marketing plan may be modified from time to time); provided that the Project Sponsor informs the Agency, in advance of any Event Center Partner display authorized under this signage program, of the names and total number of Event Center Partners that shall not exceed twenty (20) at any given time and that may be updated during the period beginning October 1<sup>st</sup> and ending December 31<sup>st</sup> of each year, provided however, that if at any time during the calendar year the number of such Event Center Partners is less than twenty (20), additional names may be added by notifying the Agency in advance so long as the number of names does not exceed twenty (20) such Event Center Partners.

#### **Event Center Plaza**

Means the outdoor plaza on the Third Street (western) side of the Event Center Premises.

#### **Event Center Premises**

Means Blocks 29-32 in Mission Bay South.

#### **Event Period**

Means the period beginning two (2) hours prior to the posted start time for an event occurring at the Event Center or the Event Center Plaza and ending one (1) hour following the conclusion of such event.

#### **Event Center Roof Sign**

Means a sign consisting of individual letters and shapes to represent the Event Center Mark that shall generally follow the geometry of the roof structure so that it is primarily visible only from above and that is not visible from the street level.

#### **Event Sponsor**

Means any Person sponsoring, presenting, performing at, an event occurring at the Event Center, the Event Center Plaza or the Park pursuant to a sponsorship marketing plan developed by the Project Sponsor or its designee (as such marketing plan may be modified from time to time).

#### **Gatehouse Ticker**

Means the full color LED ribbon sign affixed to the Gatehouse.

#### **Informational Pylon Sign**

Means pylon signs located throughout the Event Center Premises that provide directional or other wayfinding information as well as current and upcoming event information.

#### **Limited Content**

Means a general advertising message of an Event Center Partner (including the Mark of any such Event Center Partner) that does not seek a direct response and was created specifically for display on the Gatehouse Ticker, the Theatre Ticker and/or the Videoboard.

#### **Mark**

Means the trade name, trademark, service mark, logo, slogan and/or symbol of a Person.

#### **Park**

Means the park located on Block P22 in Mission Bay South.

#### **Parking Garage Signs**

Means signs located on one or more walls within the Event Center parking garage, which signs are located in areas where they are intended primarily for view by patrons of such parking garage.

#### **Person**

Means any individual, organization, association, business entity or other entity, or any governmental authority or agency.

#### **Project Sponsor**

Means the owner of the Event Center.

#### **Project Sponsor Affiliate**

Means any tenant of the Event Center (including, without limitation, the Golden State Warriors basketball team), the National Basketball Association, the Golden State Warriors Foundation, any Affiliate of Project Sponsor, and each of their respective Affiliates.

#### **Size**

Means the area formed by the continuous perimeter of the sign by extending the height and length around the extreme limits of writing, representation, emblem, Mark, or any figure of similar character, including any frame, material, or color form used either as an integral part of the display or to differentiate such sign from the background against which it is placed (except as otherwise provided herein with respect to the Videoboard).

#### **Theatre Ticker**

Means the full color LED ribbon sign affixed to the Event Center.

#### **Videoboard**

Means a videoboard affixed to the west side of the Event Center.

## **REGULATIONS OF THE EVENT CENTER SIGN PROGRAM**

### **EVENT CENTER ROOF SIGN**

An Event Center Roof Sign of a maximum size of 176 feet by 200 feet may be located on the roof of the Event Center bearing the Event Center Mark. Such Event Center Roof Sign shall comply with the one hundred and thirty-five foot (135') height limitation of the Event Center set forth in the Mission Bay South Design for Development.

The Event Center Roof Sign may be illuminated by halo lighting from 10:00 a.m. until midnight.

The Event Center Mark may be changed from time to time.

#### EVENT CENTER FAÇADE SIGNS

The Event Center may have six (6) Event Center Façade Signs.

One (1) Event Center Façade Sign on the west façade of the Event Center shall be no larger than 8 feet by 85.1 feet in Size and located at an approximate elevation of 82-90 feet above the Event Center Plaza located immediately below such sign and will be halo lit.

One (1) Event Center Façade Sign on the east façade of the Event Center shall be no larger than 10 feet by 106.5 feet in Size and located above the southeast entrance to the Event Center, at an approximate elevation of 60-70 feet above the portion of the southeast plaza located immediately below such sign and will be internally illuminated.

Two (2) entrance signs shall be located at the east and west entrances to the Event Center, respectively and each shall be no larger than 4 feet by 42.5 feet in Size and shall be internally illuminated.

Two (2) premium entrance signs shall be located at the east and west lobby entrances, respectively, and each shall be no larger than 10 inches by 20.6 feet in Size and will not be illuminated.

The Event Center Façade Signs and their Marks may be changed from time to time.

The Event Center Façade Signs may be illuminated on (i) weekdays (Sunday-Thursday) until the later of one (1) hour after the conclusion of an event in the Event Center or on the Event Center Plaza or midnight and (ii) on Fridays and Saturdays until the later of one (1) hour after the conclusion of an event in the Event Center or on the Event Center Plaza or 12:30 a.m.

#### INFORMATIONAL PYLON SIGNS

The Informational Pylon Signs shall consist of no more than 15 such signs and shall be located on the Event Center Premises as more particularly described below. The Informational Pylon Signs shall consist of pylon signs in three sizes and types, as follows:

Four (4) small Informational Pylon Signs no larger than 8 feet tall by 2.1 feet wide with illuminated strips to wash the face of the sign and internally illuminated lettering and Marks. Signs located out of street view may incorporate one (1) 34" diagonal digital display per face.



# Mission Bay

## Signage Regulations for

### Blocks 29-32 (Event Center Sign Program)

Ten (10) Informational Pylon Signs no larger than 8.5 feet tall by 4 feet wide with illuminated strips to wash the face of the sign and internally illuminated lettering and Marks. Signs located out of street view may incorporate two (2) adjacent 34" diagonal digital displays per face.

One (1) promotional Informational Pylon Sign no larger than 8 feet tall by 3.5 feet wide with a 60" diagonal digital display per face located away from street view, illuminated strips to wash the face of the sign and internally illuminated lettering and Marks.

In addition, each such Informational Pylon Sign may display the Event Center Mark, the Mark of the Project Sponsor, the Mark of a Project Sponsor Affiliate and/or the District Motto, provided that, in the aggregate, such Marks are not more than 35% of the surface area of any such Informational Pylon Sign.

The Informational Pylon Signs may be illuminated on (i) weekdays (Sunday-Thursday) until the later of one (1) hour after the conclusion of an event in the Event Center or on the Event Center Plaza or midnight and (ii) on Fridays and Saturdays until the later of one (1) hour after the conclusion of an event in the Event Center or on the Event Center Plaza or 12:30 a.m unless otherwise required to comply with code or egress rules or regulations.

### DISTRICT SIGNS

The District Signs shall be no larger than 2.5 feet by 17 feet in Size and shall be illuminated either directly or by halo lighting, as determined by the Project Sponsor.

### GATEHOUSE TICKER

The Gatehouse Ticker will be affixed to the Gatehouse and will display static images that scroll or instantly refresh. The Gatehouse Ticker may display (a) content that markets and promotes upcoming events at the Event Center, the Event Center Plaza and/or the Park, (b) content that markets and promotes Project Sponsor and Project Sponsor Affiliates, and (c) informational messages (including, without limitation, traffic, weather, wayfinding and similar information), in each case with respect to (a)-(c) above, which images may be accompanied by the Event Center Mark and/or the Mark of the Project Sponsor, a Project Sponsor Affiliate, an Event Center Partner or an Event Sponsor, provided that such Mark is incidental to such content (collectively, "**Primary Gatehouse Content**").

# Mission Bay

## Signage Regulations for

### Blocks 29-32 (Event Center Sign Program)

In addition to Primary Gatehouse Content, during the Event Period, Project Sponsor may display on the Gatehouse Ticker Limited Content, provided that the total time that such Limited Content is displayed on the Gatehouse Ticker does not exceed 30 percent of such Event Period (for example, if the Event Period in connection with a concert at the Event Center is 5 hours then during such Event Period, in addition to displaying Primary Gatehouse Content, Project Sponsor can display Limited Content on the Gatehouse Ticker for up to 90 minutes).

The height of any images or letters displayed on the Gatehouse Ticker shall not exceed three (3) feet.

The Gatehouse Ticker may be illuminated on (i) weekdays (Sunday-Thursday) until the later of one (1) hour after the conclusion of an event in the Event Center or on the Event Center Plaza or midnight and (ii) on Fridays and Saturdays until the later of one (1) hour after the conclusion of an event in the Event Center or on the Event Center Plaza or 12:30 a.m.

### THEATRE TICKER

The Theatre Ticker will be located above the southeast entrance to the Event Center and will display static images that scroll or instantly refresh. The Theatre Ticker may display (a) content that markets and promotes upcoming events at the Event Center, the Event Center Plaza or the Park, (b) content that markets and promotes Project Sponsor and Project Sponsor Affiliates and (c) informational messages (including, without limitation, traffic, weather, wayfinding and similar information), in each case with respect to (a)-(c) above, which images may be accompanied by the Event Center Mark and/or the Mark of the Project Sponsor, a Project Sponsor Affiliate, an Event Center Partner or an Event Sponsor, provided that such Mark is incidental to such content (the “**Primary Theatre Ticker Content**”).

In addition to Primary Theatre Ticker Content, during an Event Period, Project Sponsor may display Limited Content on the Theatre Ticker, provided that the total time that such Limited Content is displayed on the Theatre Ticker does not exceed 30 percent of such Event Period (for example, if the Event Period in connection with a concert at the Event Center is 5 hours then during such Event Period, in addition to displaying Primary Theatre Ticker Content, Project Sponsor can display Limited Content on the Theatre Ticker for up to 90 minutes).

The height of any images or letters displayed on the Theatre Ticker shall not exceed three (3) feet.

The Theatre Ticker may be illuminated on (i) weekdays (Sunday-Thursday) until the later of one (1) hour after the conclusion of an event in the Event Center or on the Event Center Plaza or midnight and (ii) on Fridays and Saturdays until the later of one (1) hour after the conclusion of an event in the Event Center or on the Event Center Plaza or 12:30 a.m.

### VIDEOBOARD

The Videoboard shall be affixed to the west side of the Event Center and the display surface shall be no larger than 68 feet by 38 feet, excluding architectural and structural framing elements.

The Videoboard may display the following: (a) movies and similar or related content, (b) broadcasts of sporting and other events of public interest, (c) a live or recorded feed showing activity occurring at the Event Center, the Event Center Plaza or the Park, (d) content that markets and promotes upcoming events and/or replaying all or part of prior events or activities occurring at the Event Center, the Event Center Plaza or the Park, (e) content that markets and promotes Project Sponsor and Project Sponsor Affiliates, (f) artistic content meant to promote public enjoyment, to promote a non-profit Person operating in the service, arts or related industry, or to otherwise serve the public interest and (g) informational messages (for example, traffic, weather, wayfinding and similar information designed to serve the public interest), in each case with respect to (a)-(f) above, which images may be accompanied by the Event Center Mark and/or the Mark of the Project Sponsor, a Project Sponsor Affiliate, an Event Center Partner or an Event Sponsor, provided that such Mark is incidental to such content (collectively, **“Primary Videoboard Content”**) and with respect to (g) above such content may be accompanied by the Event Center Mark and/or the Mark of the Project Sponsor, a Project Sponsor Affiliate, an Event Center Partner or an Event Sponsor, provided that such Mark is incidental and is related to the Person that is the source of the informational message.

In addition to Primary Videoboard Content, during an Event Period, Project Sponsor may display on the Videoboard Limited Content, provided that the total time that such Limited Content is displayed on the Videoboard does not exceed 30 percent of such Event Period (for example, if the Event Period in connection with a concert at the Event Center is 5 hours then during such Event Period in addition to displaying Primary Videoboard Content, Project Sponsor can display Limited Content on the Videoboard for up to 90 minutes.)

The Videoboard may be illuminated on (i) weekdays (Sunday-Thursday) until the later of one (1) hour after the conclusion of an event in the Event Center or on the Event Center Plaza or midnight and (ii) on Fridays and Saturdays until the later of one (1) hour after the conclusion of an event in the Event Center or on the Event Center Plaza or 12:30 a.m.

### PARKING GARAGE SIGNS

One (1) Parking Garage Sign shall be located on the back wall of the South Street garage entrance, approximately 75 feet back from and parallel to the sidewalk/property line, and one (1) Parking Garage Sign will be located on the back wall of the entrance ramp of the 16<sup>th</sup> Street garage entrance, approximately 60 feet back from the sidewalk/property line. The Parking Garage Sign may be illuminated by the garage lighting only and may consist of super graphics, murals or similar methods of adhesion. As part of the Event Center Signage Program, Project Sponsor may display the Event Center Mark, the Mark of the Project Sponsor, the Mark of a Project Sponsor Affiliate and/or the Mark of an Event Center Partner on the Parking Garage Signs.

### BUSINESS SIGNS

Except as otherwise described herein, Business Signs located at the Event Center Premises shall comply with the Signage and Regulations for Mixed Use Retail and Definitions section of the Mission Bay South Signage Master Plan and 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.

The Office Tower Signs shall consist of no more than two (2) signs per office tower, and only one Office Tower Sign is permitted per street frontage. The Office Tower Signs may include the Mark of a tenant at each office tower. Each Office Tower Sign will be no larger than 81 square feet in Size, with letters that shall not exceed 36" and shall be affixed on the glass façade of the respective office tower at a height representing 50% of the base height of the building, as specified in the Mission Bay South Design for Development. The Office Tower Signs shall be internally illuminated.

### DOOR SIGNS

Door Signs may be displayed at each entrance door of the Event Center, each of which shall not be illuminated and shall not be larger than 10 inches by 12 inches in Size.

#### TEMPORARY SIGNS / ADDITIONAL SIGNS

In addition to the other signs described herein, the Event Center Premises may also display (a) in connection with special events occurring in the Event Center or on the Event Center Plaza, temporary banners, super graphics, signs and other displays in a manner consistent with the display of such temporary signs for comparable events occurring at other stadiums, convention centers, open air theaters, performing arts theaters and similar venues in San Francisco and (b) Additional Signs in sizes and locations consistent with a first class office and mixed-use development and Event Center complex. Temporary and Additional Signs shall be subject to the review and approval of the Agency Executive Director or designee provided however, the Executive Director will not be required to approve a sign that does not comply with applicable law.

- A. Temporary signs shall conform to the following standards: Temporary signs may be used to identify; 1) buildings under construction, 2) future tenants/businesses, 3) the initial marketing/sale/leasing of buildings and tenant spaces, and 4) the overall marketing of the Mission Bay project. Given the complexities of the timing typically associated with the signage types identified under 81, 2, 3, it is encouraged that consolidation of a signage be considered on each development site.
- B. Specific types of signs shall conform to the following:
1. **Building constructions signs:** Temporary construction signs providing the names of the architects, engineers, and contractors working on the site are allowed subject to the following:
    - a. One sign per street frontage not to exceed 100 square feet with a maximum height of 15 feet.
    - b. Signs shall be removed upon first occupancy of the property.
  2. **Future tenant/business signs:** Temporary future tenant/business identification signs that provide information about the future use of a property are allowed subject to the following:
    - a. One sign per business per street frontage
    - b. Signs shall not exceed a maximum of 50 square feet and 10 feet in height.
    - c. Signs shall be removed upon occupancy of the property or tenant space.

3. **Initial marketing/sale/leasing signs:** Temporary signs regarding the initial marketing, sale, or lease of a property or tenant space are allowed subject to the following.
  - a. One sign per business or tenant space per street frontage.
  - b. Signs shall not exceed a maximum of 50 square feet and 10 feet in height.
  - c. Signs shall be removed upon sale, lease, or occupancy of the property or tenant space.
  
4. **Mission Bay project marketing signs:** Temporary signs providing general and marketing information regarding the overall Mission Bay project are allowed subject to the following:
  - a. Up to 3 signs may be allowed at each major access point to the project area. A maximum of 12 signs may be allowed at one time.
  - b. Three signs may be allowed with a maximum area of 200 square feet each and a height of 20 feet. Nine signs may be allowed with a maximum area of 100 square feet each and a height of 15 feet.
  - c. Specific locations of signs and the time periods for which they may be displayed shall be subject to the approval of a Marketing Sign Program which may be amended from time to time to accommodate necessary changes as the overall project proceeds through various phases.

The following signs are not allowed in any land use district, except as described in *Signage Regulations for Blocks 29-32 (Event Center Sign Program)*:

- A. Animated and moving signs.
- B. Billboards and other general advertising signs,
- C. Inflatable signs.
- D. Portable signs.
- E. Roof signs
- F. Miscellaneous signage mediums, including balloons, high intensity beam lights, ribbons, tinsel, small flags, pennants, streamers, spinners, metal disks, pinwheels, wind signs, or other similar devices designed to move in the wind.
- G. Flashing signs.
- H. Signs in the public right-of-way except as integrated in MUNI or Department of Public Works (DPW) street furnishings.



### Area (of a sign)

#### A. All Signs Except on Windows, Awnings and Marquees

The area of a sign shall be the area within a single continuous rectangular perimeter formed by extending lines around the extreme limits of writing, representation, emblem, or any figure of similar character, including any frame, material, or color form used either as an integral part of the display or to differentiate such sign from the background against which it is placed. This area excludes the necessary supports or uprights on which such sign is placed and any sign tower. Where a sign has two or more faces, the area of each face shall be deemed separate in determining the area of the sign. In such cases, the area of the sign is defined by the area of one face.

#### B. Windows

The area of a sign displayed in or on a window shall be the area within a single continuous rectangular perimeter formed by extending lines around the extreme limits of writing, representation, or any figure of similar character depicted on the surface of the window.

#### C. On Awnings or Sign Marquees

The area of a sign displayed on an awning or sign marquee shall be the area within a rectangular perimeter formed by extending lines around the extreme limits of writing, representation, or any figure of similar character depicted on the surface of the face of the awning or marquee.

#### **Awning**

A light roof-like structure supported entirely by the exterior wall of a building, consisting of a fixed removable frame covered with cloth, plastic, glass, or metal, extending over doors, windows, or show windows with the purpose of providing protection from the sun and rain and/or embellishment of the

### **Building Constructions Sign**

A sign which states the name of the developer and contractor(s) working on the site and any related engineering, architectural, or financial firms involved with the project.

### **Business Sign**

A sign that directs attention to a business, commodity, service, industry or other activity which is sold, offered, or conducted, other than incidentally, on the premises upon which such sign is located, or to which it is affixed. Where a number of commodities with different brand names or symbols are sold on the premises, up to one third of the area of a business sign, may be devoted to the advertising of one or more of those commodities by brand name or symbol as an accessory function of the business sign, provided that such advertising is integrated with the remainder of the business sign.

### **Fin Sign**

A sign that is perpendicular to the wall to which it is attached

### **Freestanding Sign**

A sign which is in no part supported by a building

### **Future tenant/business sign**

A temporary sign that identifies the names of future businesses that will occupy a site or structure.

### **Height (of a sign)**

The vertical distance from the uppermost point used in measuring the area of a sign, as defined above, to the ground immediately below such point.

### **Marquee**

A permanent structure attached to and supported entirely by a building, including any object or decoration attached to or part of the marquee.

### **Nameplate**

A sign affixed flat against a wall of a building and serving to designate only the name or the name and professional occupation of a person or persons residing in or occupying space in such building.

### **Projecting Sign**

A sign which extends beyond a street property line or building setback line.

### **Projection**

The horizontal distance by which the furthestmost point used in measuring the area of a sign, as defined herein, extends beyond a street property line or a building setback line. A sign placed flat against a wall of a building parallel to a street or alley shall not be deemed to project for purposes of this definition. A sign on an awning, canopy or marquee shall be deemed to project to the extent that such sign extends beyond a street property line or a building setback line.

### **Property Line**

A line separating private property from public rights-of-way and from adjacent property.

### **Roofline**

The upper edge of any building wall or parapet, exclusive of any sign tower.

### **Roof Sign**

A sign or any portion thereof erected or painted on or over the roof covering any portion of a building, either supported by the roof, an independent structural frame or a sign tower. Also included are any signs located on the roof of a penthouse, roof tank, roof shed, elevator housing or other roof structure.

### **Sign**

A structure, part thereof, device, or inscription which is located upon, attached to, painted, projected, or represented on any land or right-of-way, or on the outside of any building or structure including an awning, canopy, marquee or similar appendage. Also, any structure affixed to or visible through the glass on the outside or inside of a window so as to be seen from the outside of the building, and which displays or includes any numeral, letter, work, model, banner, emblem, insignia, symbol, device, light, trademark, used as an announcement, advertisement, attention-arrester, direction, warning, or designation by or of any person, firm, group, organization, place, commodity, product, service, business, profession, enterprise or industry. A "sign" is composed of those elements included in the area of the sign as defined herein, exclusive of the supports, uprights and framework of the display. Two or more faces shall be deemed to be a single sign if such faces are contiguous in the same plane. Also, on awnings or marquees, two or more faces shall be deemed to be a single sign if such faces are on the same awning or marquee structure.

### **Sign Tower**

A tower, whether attached to a building, freestanding, or an integral part of a building, which is erected for the primary purpose of incorporating a sign, or having a sign attached thereto.

### **Street Frontage**

Frontage shall be calculated based on public street frontage; however in the case where a lot/parcel has frontage on a private street, then signage area calculations shall be based upon private street frontage. No circumstance shall a lot/parcel calculate signage area from both frontage on both public and private streets.

### **Wall Sign**

A sign painted directly on the wall or placed flat against a building wall with its copy parallel to the wall to which it is attached and not protruding more than the thickness of the sign cabinet.

**Wind Sign**

A sign composed of two or more banners, flags, or other objects, mounted serially and fastened in such a manner as to move upon being subjected to pressure by wind or breeze.

**Window Sign**

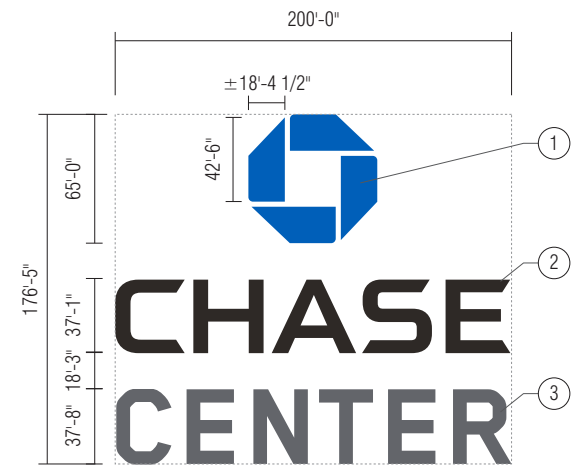
A sign painted directly on the surface of a window glass or placed in front of or directly behind the surface of a window glass.

**Temporary Sign**

An identification sign used for the purpose of construction and leasing. To be removed at the completion of work and leasing of premise.

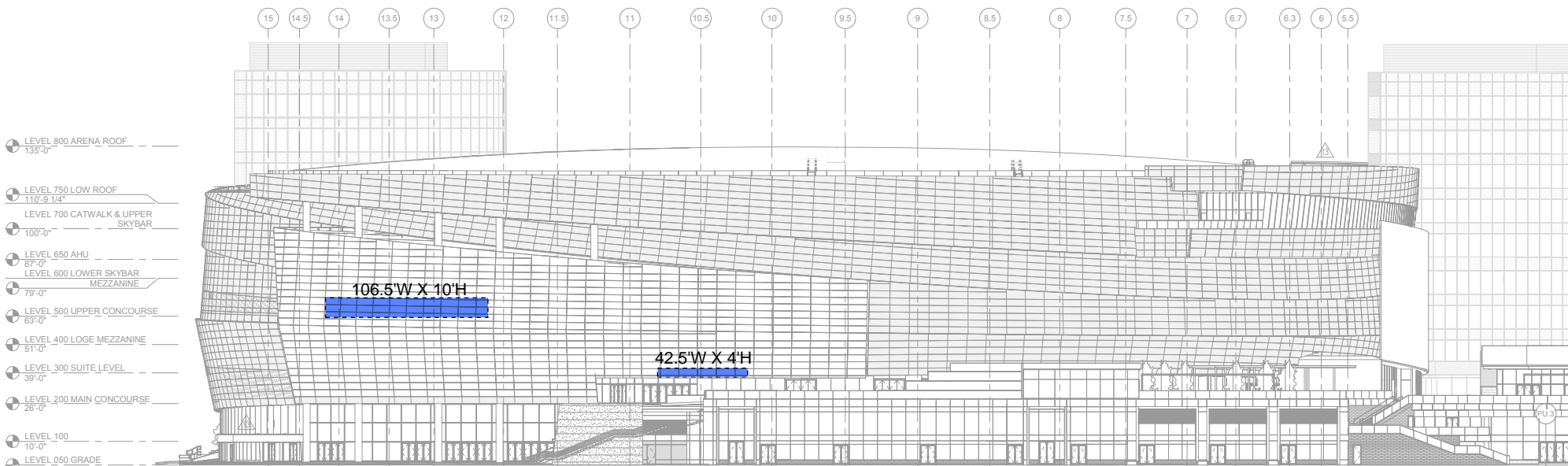


EVENT CENTER ROOF SIGN - PLAN

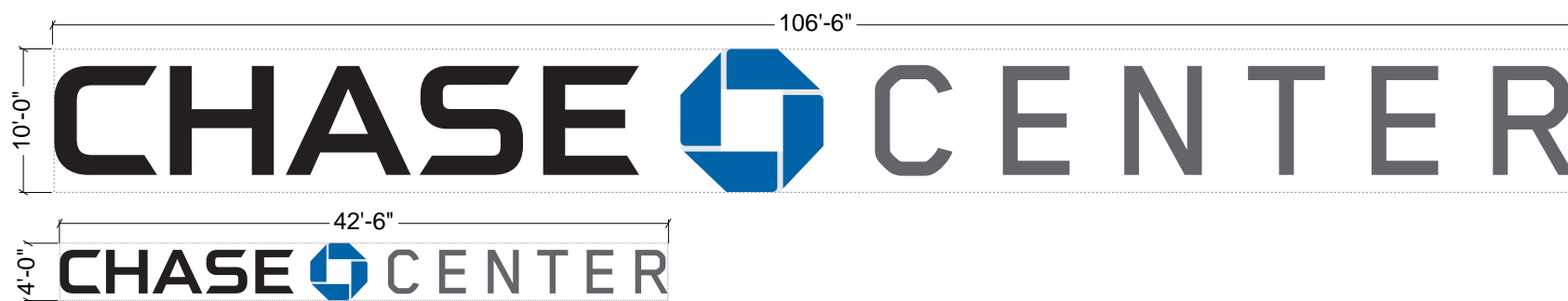


EVENT CENTER ROOF SIGN - DETAIL

# EXHIBIT - C EVENT CENTER FACADE SIGNS - EAST



EVENT CENTER FACADE SIGNS - EAST ELEVATION



EVENT CENTER FACADE SIGNS - DETAIL

# EXHIBIT - C EVENT CENTER FACADE SIGNS - WEST



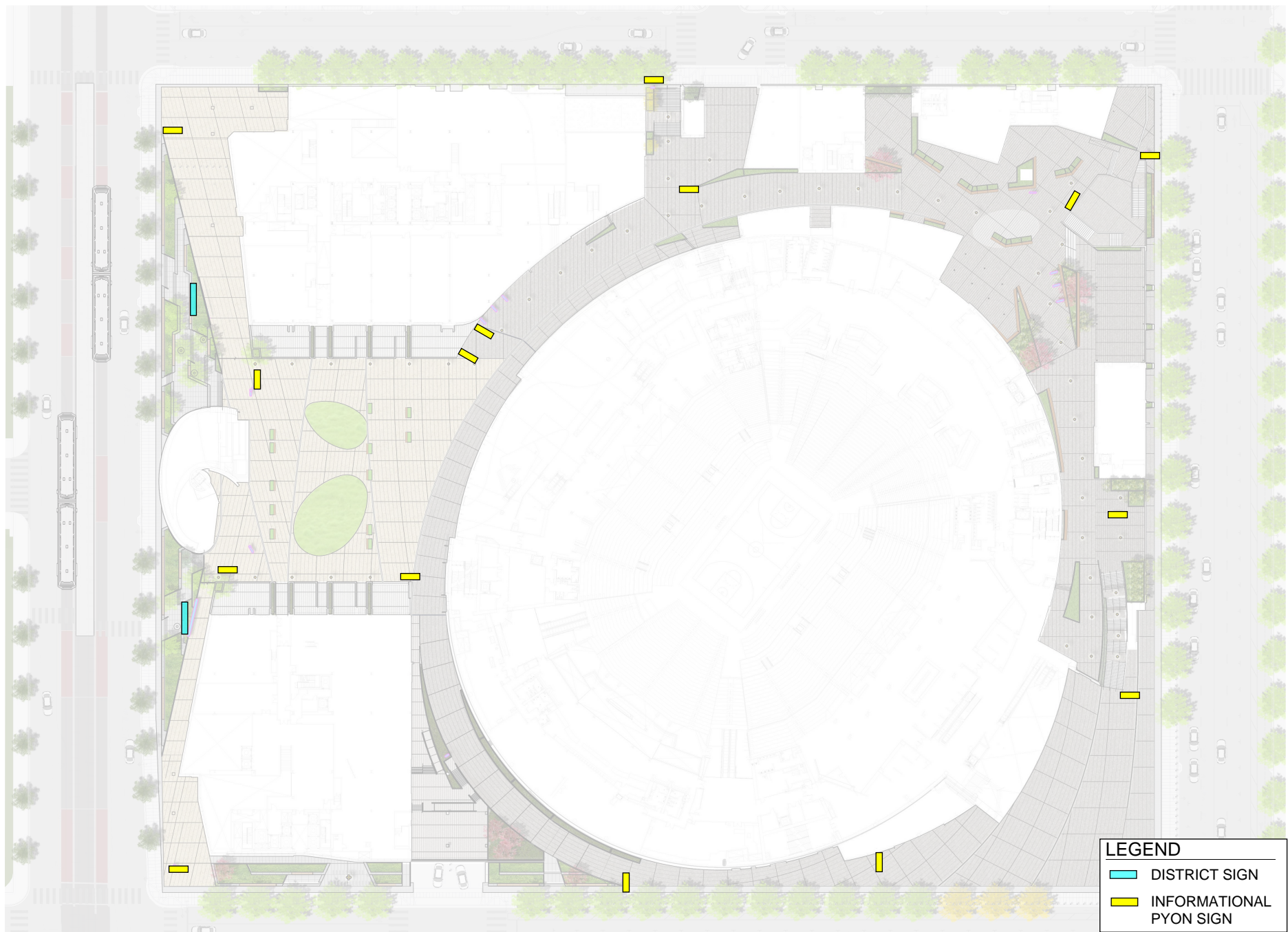
EVENT CENTER FACADE SIGNS - WEST ELEVATION



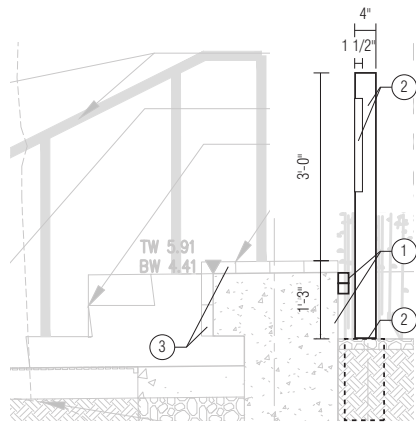
EVENT CENTER FACADE SIGNS - DETAIL



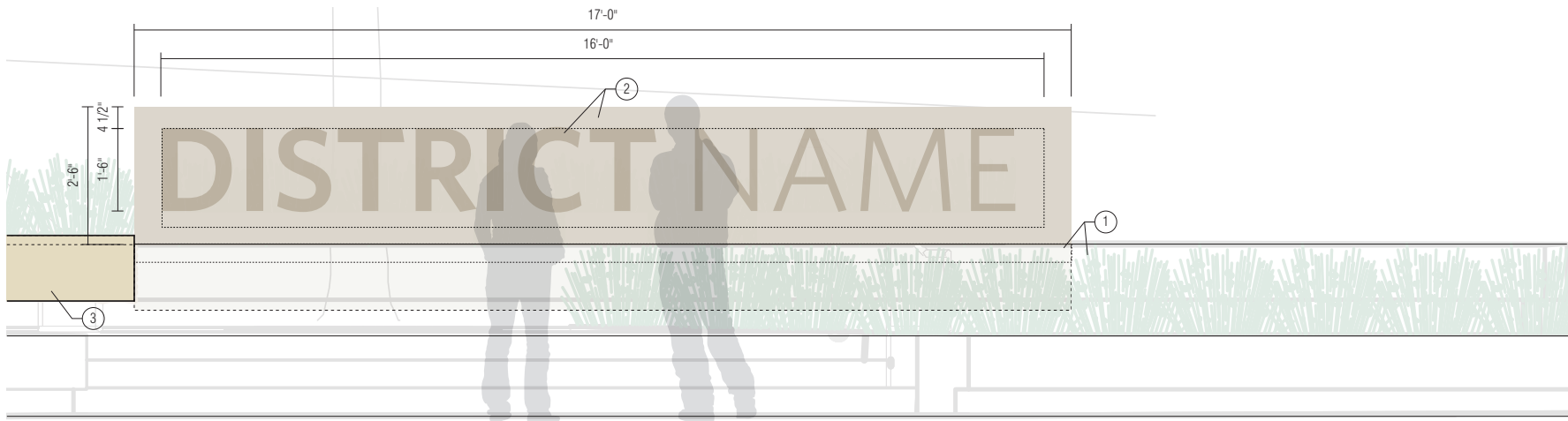
# EXHIBIT - C DISTRICT SIGNS & INFORMATIONAL PYLON SIGNS - MAP



\* This Exhibit C, page 4, shows the general locations of the signs. The final design and locations shall be subject to review and approval by the Executive Director of OCII.

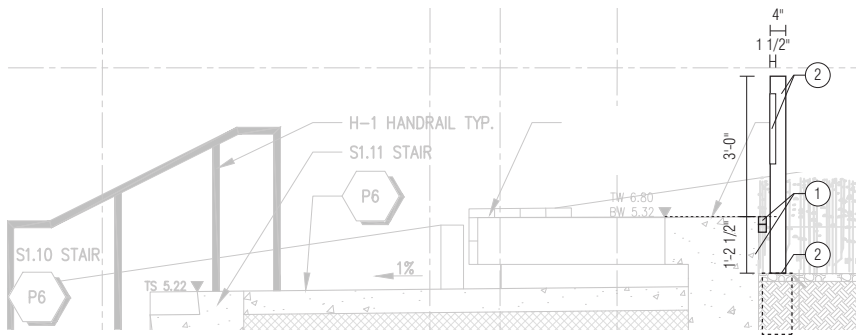


**B** SECTION: **ID16** - DISTRICT ID, THIRD ST GARDENS SOUTH  
SCALE: 1/2" = 1'-0"

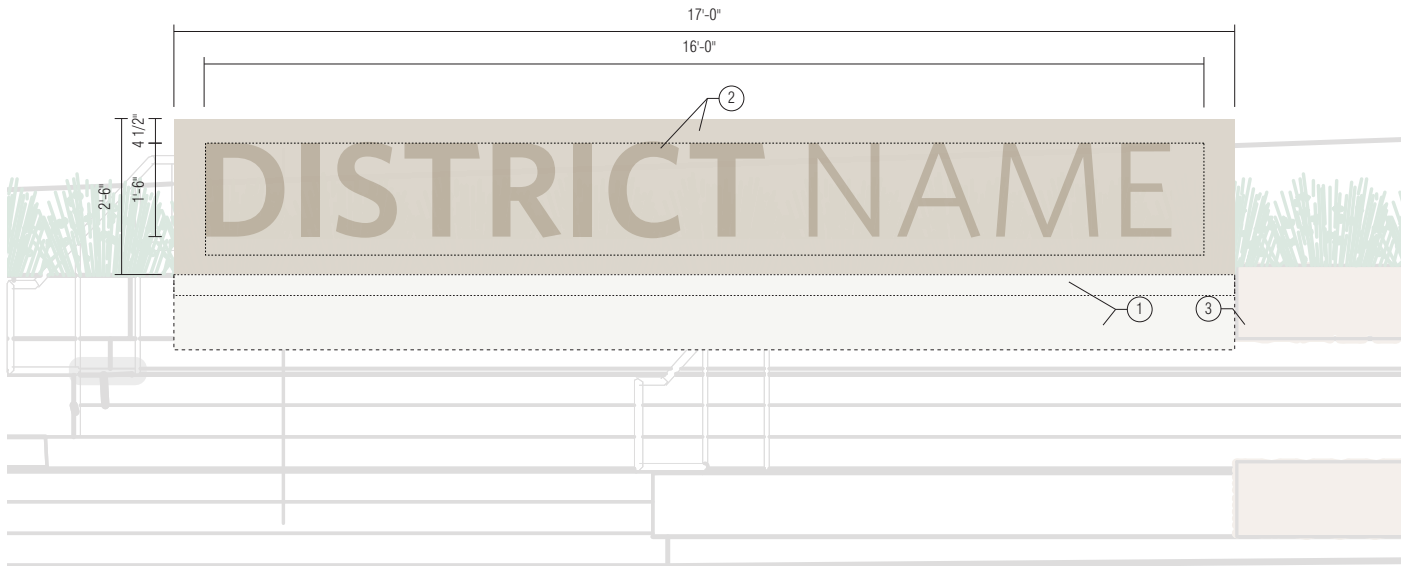


**A** ELEVATION: **ID16** - DISTRICT ID, THIRD ST GARDENS SOUTH  
SCALE: 1/2" = 1'-0"

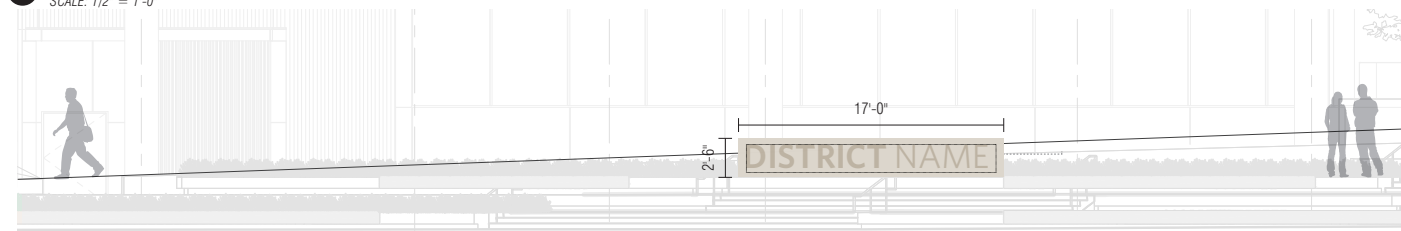
\* This Exhibit C, page 5, shows the general size of the sign. The final design shall be subject to review and approval by the Executive Director of OCII.



**C** SECTION: ID15  
SCALE: 3/8" = 1'-0"



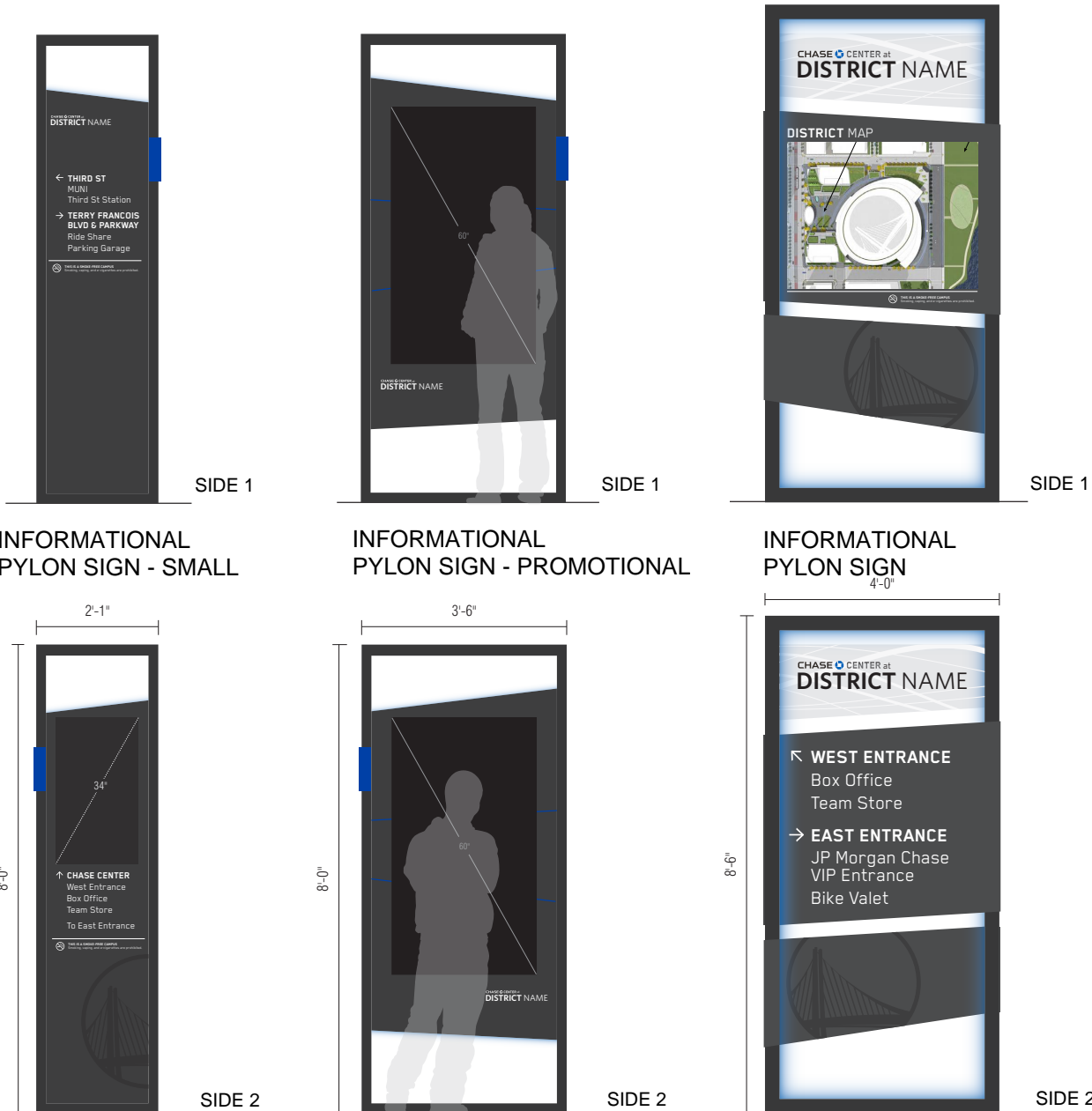
**B** DETAIL ELEVATION: ID15  
SCALE: 1/2" = 1'-0"



**A** ELEVATION: ID15 - DISTRICT ID, THIRD ST GARDEN NORTH  
SCALE: 1/8" = 1'-0"

\* This Exhibit C, page 6, shows the general size of the signs. The final design shall be subject to review and approval by the Executive Director of OCII.

EXHIBIT - C  
INFORMATIONAL PYLON SIGNS



\* This Exhibit C, page 7, shows the general size of the signs. The final design shall be subject to review and approval by the Executive Director of OCII.









## Note to File

**DATE:** May 31, 2018

**RE:** Amendments to Mission Bay South Design for Development and Signage Master Plan and Approval of Specific Sign Displays at the Golden State Warriors Event Center Project Mission Bay Redevelopment Project Area

**Prepared By:** José Campos, Manager of Planning and Design Review, OCII

**Reviewed By:** James B. Morales, General Counsel, OCII

## INTRODUCTION

The following is a Note to File for the environmental review required to ensure compliance with the California Environmental Quality Act (“CEQA”) prior to approval of amendments to the Mission Bay South Design for Development (“Design for Development”) and the Mission Bay South Signage Master Plan (“Signage Master Plan”) governing signs and displays at the Event Center Premises (defined below) and the approval of specific displays on the Event Center Premises (“Event Center Sign Program”). The Event Center Sign Program is a comprehensive program governing signs and displays at the Golden State Warriors Event Center and Mixed-Use Development, a project containing a variety of mixed-uses on an approximately 11-acre site, including office, retail, open space, structured parking, and a multi-purpose event center with over 18,000 seats that will host the Golden State Warriors National Basketball Association (“NBA”) professional basketball team during the NBA season and that will provide a year-round venue for a variety of other uses, including concerts, family shows, other sporting events, cultural events, conferences and conventions (the “Event Center Project”) on Blocks 29-32 in the Mission Bay South Redevelopment Project Area (the “Event Center Premises”). On November 3, 2015, the Successor Agency Commission, commonly known as the Commission on Community Investment and Infrastructure (“CCII”), certified, as an Environmental Leadership Development Project, a final supplemental environmental impact report for the Event Center and Mixed-Use Development at Mission Bay Blocks 29-32 (“2015 FSEIR”), and then approved, the Event Center Project. At the same time, CCII amended the Design for Development in anticipation of the subsequent submission of the Event Center Sign Program. On December 9, 2015, the Board of Supervisors of the City and County of San Francisco upheld certification of the 2015 FSEIR and approved the project.

Mark Farrell  
MAYOR

Nadia Sesay  
EXECUTIVE DIRECTOR

Marilyn Mondejar  
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On November 29, 2016, the California Court of Appeal (2016) 6 Cal.App.5<sup>th</sup> 160, rejected various challenges to the 2015 FSEIR and to the approvals related to the Event Center Project. Construction of the Event Center Project commenced after the California Supreme Court declined to review the decision by the Court of Appeal. On May 11, 2018, GSW Arena LLC submitted a final proposal for the Event Center Sign Program to the Successor Agency (also known as the Office of Community Investment and Infrastructure, or "OCII").

## **PROJECT SITE**

The proposed actions relate to the Event Center Project and Event Center Premises located on Blocks 29-32 in the Mission Bay South Redevelopment Project Area ("Project Area"). The Event Center Premises site is bounded by South Street on the north, Third Street on the west, 16<sup>th</sup> Street on the south, and by future planned realigned Terry A. Francois Boulevard on the east.

## **MISSION BAY FSEIR AND SIGNAGE REGULATIONS**

On November 2, 1998, the Board of Supervisors adopted, by Ordinance No. 335-98, the Redevelopment Plan and on June 27, 2000, the Redevelopment Agency originally approved, by Resolution No. 101-2000, the Signage Master Plan for the Project Area. The Design for Development was originally adopted by the Redevelopment Agency Commission ("Former Commission") on September 17, 1998 (Resolution No. 191-98), and amended on February 17, 2004 (Resolution No. 24-2004) and March 16, 2004 (Resolution No. 34-2004). As part of its actions on September 17, 1998, establishing the Project Area and approving the Design for Development document, the Former Commission certified the Mission Bay Final Subsequent Environmental Impact Report ("1998 FSEIR") (Resolution No. 182-98) and adopted findings under the California Environmental Quality Act ("CEQA") (Resolution No. 183-98). This 1998 FSEIR includes by reference a number of addenda.

On February 1, 2012, state law dissolved all redevelopment agencies, including the Redevelopment Agency, and established successor agencies to assume certain rights and obligations of the former redevelopment agencies. California Health and Safety Code §§ 34170 et seq., ("Redevelopment Dissolution Law"). On October 2, 2012, the Board of Supervisors, acting as the legislative body of the Successor Agency, adopted Ordinance No. 215-12, which, among other matters, established the Successor Agency Commission and delegated to it the authority, among other things, to "exercise land use, development and design approval" for the Project Area consistent with the approved Redevelopment Plan for the Mission Bay South Redevelopment Project ("Plan") and enforceable obligations, including amending the Plan and related documents, which include the Design for Development and the Signage Master Plan.

As part of its actions on November 3, 2015, approving the Event Center Project, the Successor Agency Commission adopted Resolution No. 69-2015 certifying the 2015 FSEIR OCII Case No. ER-2014-919-97 (also identified as Planning Department Case No. 2014.1441E and State Clearinghouse No. 2014112045 for the "Event Center Project" under CEQA. At that same hearing, the Successor Agency Commission also adopted CEQA Findings and a Statement of Overriding Considerations pursuant to Resolution No. 70-2015. The 2015 FSEIR is a project EIR that tiered from the 1998 FSEIR under CEQA Guidelines Section 15162. The 1998 FSEIR was a program EIR under CEQA Guidelines Section 15168 and a redevelopment plan EIR under CEQA Guidelines Section 15180. Pursuant to Resolution No. 70-2015, the Successor Agency Commission adopted the Mitigation Monitoring and Reporting Program (MMRP) for the Event Center Project.

In approving the Event Center Project, the Successor Agency Commission also approved, by Resolution No. 71-2015, amendments to the Design for Development that required “the [future] submission of a comprehensive signage program for an Event Center Project for Agency discretionary approval, through an amendment to the Mission Bay South Signage Master Plan, which may include flashing signs, moving signs, and roof signs, and business signs above ½ of the base height of the building.” Prior to this amendment, the Design for Development and Signage Master Plan generally limited or prohibited certain signs in the Project Area, such as general advertising displays, billboards, flashing signs, moving signs and roof signs. The Successor Agency Commission’s approval of Resolution No. 71-2015 recognized, however, that some signs and displays that would otherwise be prohibited would be beneficial due to the unique aspects of the operation and marketing of the Event Center Project as an arena for professional sports and other entertainment uses and that general advertising signs, videoboards, electronic and other signs should be permitted at the Event Center Project and on the Event Center Premises in accordance with a comprehensive sign program (the Event Center Sign Program). In addition, the Design for Development and Signage Master Plan limit the height of signage for buildings designated Commercial Industrial to ½ the base height of the building, or 45 feet and the Signage Master Plan also limits the total amount of signage on a Commercial Industrial building to the lesser of 300 square feet per parcel or three square feet of signage per linear foot of business frontage. The Event Center Sign Program also modifies these rules for the Event Center Premises.

## **REVISION TO DESIGN FOR DEVELOPMENT AND SIGNATURE MASTER PLAN**

The following describe the proposed amendments to the Design for Development and Signage Master Plan (“Signage Amendments”). The Signage Amendments establish a comprehensive sign program pursuant to and in accordance with the Plan to govern signage on the Event Center Premises.

### **DESIGN FOR DEVELOPMENT AMENDMENT**

The proposed amendment to the Design for Development would authorize a comprehensive sign program for the Event Center Project and Event Center Premises in the Signage Master Plan that would permit signs otherwise limited or restricted by the Design for Development, including, without limitation, “general advertising,” videoboards, flashing signs, electronic signs, among others, in accordance with and pursuant to the Event Center Sign Program and applicable law.

### **SIGNATURE MASTER PLAN AMENDMENT; APPROVAL OF SPECIFIC SIGNS AND DISPLAYS**

The amendments to the Signage Master Plan would allow, among other things, “general advertising,” videoboards, electronic signs, an electronic ticker sign at the gatehouse and an electronic ticker sign over the theatre entrance, a roof sign, illuminated signs, district signs and parking garage signs. The sizes of the signs and hours of illumination, as well as regulations governing the amount and timing of “general advertising” content are set forth in the Event Center Sign Program. In addition, the Successor Agency Commission plans to approve a number of specific displays in accordance with and pursuant to the Event Center Sign Program, including the Roof Sign, the Theatre Ticker, the Gatehouse Ticker, the Informational Pylon signs, the Event Center Façade signs, the District signs, and the Videoboard. Although the Videoboard is intended to include amplified sound, as described more fully below, permits for amplified sound are under the jurisdiction of the San Francisco

Entertainment Commission, and such approval will require a separate permit process and public hearing at the Entertainment Commission.

The Signage Amendments would not change the building envelopes, maximum development, or other physical or operational aspects of development projects in Mission Bay beyond the changes in permitted signage described above for and at the Event Center Premises. As a result, there is no potential for physical changes that implicate environmental topics in the 2015 FSEIR other than the potential impact of the proposed illumination of the signs on biological resources, aesthetics, and noise, which are discussed below.

As set forth in the amendment to the Design for Development, any illuminated or flashing signs under the Event Center Sign Program must comply with all applicable laws, such as traffic safety regulations set forth in the California Vehicle Code. Therefore, compliance of the signs and displays with applicable laws will ensure that no traffic hazards are presented by the signs and displays authorized under the Signage Amendments. In addition, the illumination of the signs and displays authorized under the Event Center Sign Program will have to comply with Mitigation Measure M-TR-9d, which requires an exterior lighting plan to ensure air safety. Mitigation Measure M-TR-9d requires the development, in consultation with San Francisco International Airport staff knowledgeable of the effects of lighting on pilots and safe air navigation, of an exterior lighting plan to ensure that specialized exterior lighting systems will not result in a substantial air safety risk and/or create a safety hazard relating to helipad operation. The exterior lighting plan is subject to approval by OCII or its designated representative. The plan may include, among other things, measures such as the prohibition of high-intensity lights directed toward the University of California at San Francisco ("UCSF") helipad, prohibiting the use outdoor high-intensity flashing lights or strobe lights in proximity to the UCSF helipad's three approaches, and notifying OCII and UCSF in advance and consulting with them regarding planned special lighting events.

As explained above, amplified sound permits are within the jurisdiction of the Entertainment Commission and therefore not among the proposed actions under consideration by the Successor Agency Commission. Therefore, potential noise impacts will be addressed by the Entertainment Commission at the time any permits for amplified sound are sought. However, it should be noted that the 2015 FSEIR analyzed potential noise impacts associated with the use of amplified sound for concerts or events on the plazas or from movie nights or other videoboard uses. As explained more fully in the 2015 FSEIR, any loudspeakers associated with the videoboard or other activities on the plaza would require a permit from the Entertainment Commission and similarly, the 2015 FSEIR explained that promoters of any proposed outdoor events on the site's outdoor plaza, such as concerts, that would use amplified sound or music would be required to obtain a Limited Live Performance permit from the Entertainment Commission prior to the event. Subsequent to the certification of the 2015 FSEIR, the San Francisco Police Code has been amended to consolidate certain outdoor amplified sound permits in the Place of Entertainment permit process. The Police Code provides that a permit amplified sound for concerts or special events on the Plaza and for loudspeakers for ordinary usage (such as for the Videoboard), may be obtained through an amendment to the Place of Entertainment Permit for the Event Center Premises and requires a noticed public hearing before the Entertainment Commission. However, the changes to Police Code do not change the analysis set forth in the 2015 FSEIR pertaining to potential noise impacts describing the requirement of a public hearing before the Entertainment Commission, the enforcement mechanisms set forth in the Police Code, as well as the requirements of a Noise Control Plan for Outdoor Amplified Sound set forth in Mitigation Measure M-NO-4a in the MMRP and of crowd control measures in Mitigation Measure M-NO-4b. Therefore, no impacts pertaining to noise are implicated by the proposed amendments of approval of specific sign displays and no substantial

changes to the project or the circumstances under which the Event Center Project was analyzed that would require revisions to the 2015 FSEIR due to the involvement of new significant effects or a substantial increase in the severity of effects identified in the 2015 FSEIR with respect to noise.

Subsequent to the publication of the 1998 FSEIR but before the certification of the 2015 FSEIR, the California State Legislature passed Senate Bill (SB) 743 (Stats. 2013, chapter 386), which amended CEQA to provide that “aesthetics ... impacts of a [1] residential, mixed- use residential, or employment center project on an [2] infill site [3] located within a transit priority area shall not be considered significant impacts on the environment.” In approving the Event Center Project, CCII determined that the Event Center Project met all three of these criteria. Specifically, CCII determined that the Event Center Project qualifies as an employment center project because the project site is designated Commercial Industrial / Retail within the Mission Bay South Redevelopment Plan and the Project includes a floor area ratio that exceeds 0.75. (Pub. Resources Code, § 21099, subd. (a)(1).) The project site constitutes an infill site because, among other reasons, the site is located in an urban area within the City of San Francisco and was previously developed with industrial and commercial uses. (Pub. Resources Code, § 21099, subd. (a)(2).) Finally, the Project is located within a transit priority area because, among other reasons, the project site is located within one-half mile of several transit routes, including San Francisco Municipal Transportation Agency Muni Metro stops connecting two or more major bus routes with a frequency of service interval of 15 minutes or less during the morning and afternoon peak commute periods. (Pub. Resources Code, §§ 21064.3, 21099, subd. (a)(7).) At in-fill sites such as the Event Center Project site, lead agencies are no longer required to consider aesthetics as a potentially significant impact on the environment pursuant to CEQA, although the lead agency still retains the authority to consider “aesthetic impacts pursuant to local design review ordinances or other discretionary powers provided by other laws or policies.” Cal. Public Resources Code § 21099 (d) (2) (A). The exclusion of aesthetics as a potential significant impact on the environment pursuant to CEQA under Section 21099(d) was explained in detail in the Initial Study of the 2015 FSEIR at pp. 36-37 and in the 2015 FSEIR pp. 2-23-2.24. Therefore, the aesthetic impacts shall not be considered significant impacts at the Event Center Project under CEQA. However, the proposed illumination of the signs could potentially have an impact on biological resources. Thus, as noted in the 2015 FSEIR, “environmental effects of lighting on birds are addressed under Biological Resources.”

The 2015 FSEIR analyzed the potential impacts of the Event Center Project, including lighting and nighttime lighting on birds, noting that the project site is located within the Pacific Flyway along the western shoreline of San Francisco Bay and that the waters of the Bay provide valuable stopover habitat for migratory birds. The 2015 FSEIR discussed the issue of bird collisions being induced by artificial night lighting. In addition to a variety of other new sources of lighting associated with the Event Center Project, the 2015 FSEIR analyzed the increase the amount of light and glare generated at the project site and vicinity by the Event Center Project from nighttime lighting of signs and videoboards.

Although the 2015 FSEIR noted that due to the surrounding urban setting, the proposed project was not expected to appreciably increase the overall amount of lighting along the San Francisco waterfront as a whole (considering existing nighttime lighting conditions within Mission Bay, at AT&T Park and other shoreline locations) and that the project sponsor was planning on incorporating bird-safe measures that would reduce the potential effects of the project on birds, the 2015 FSEIR nonetheless proposed a mitigation measure requiring that the project building and associated lighting design would be consistent with the San Francisco Planning Department Standards for Bird-Safe Buildings and San Francisco Planning Code Section 139, as approved by OCII. The standards include

requirements for bird-safe glazing and lighting in structures or at sites that represent a hazard to birds. This recommendation was adopted by CCII in the MMRP as Mitigation Measure M-BI- 4b, Bird Safe Building Practices, which also requires OCII to consult with the Planning Department prior to issuance of the applicable addendum. The illumination of the signs and displays will comply with Mitigation Measure M-BI-4b which will ensure that the potential impacts on biological resources will be avoided or minimized.

Finally, the Signage Amendments provide that OCII will have the authority to review and approve proposals for specific signs on the Event Center Premises and for certain material changes to previously-approved signs to ensure consistency with the Event Center Sign Program and the 2015 FSEIR.

## **CONCLUSION**

The actions before the Successor Agency Commission are within the scope of the Event Center Project analyzed in the 2015 FSEIR and 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 2015 FSEIR. No substantial changes have occurred with respect to the circumstances under which the Event Center Project analyzed in the 2015 FSEIR was undertaken that would require major revisions to the 2015 FSEIR due to the involvement of new significant environmental effects, or a substantial increase in the severity of effects identified in the 2015 FSEIR. No new information of substantial importance to the Event Center Project analyzed in the 2015 FSEIR has become available which would indicate that (a) the Implementing Action will have significant effects not discussed in the 2015 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 2015 FSEIR will substantially reduce one or more significant effects on the environment.