

Amendment to the Mission Bay South Master Signage Plan

December 5, 2023



Requested Commission Action

- Approving an amendment to the Mission Bay South Master Signage Plan to allow for a third District Sign in the Event Center Sign Program

Prior CII Action - Event Center Project Signage

- On June 5, 2018, the Commission approved amendments to the Mission Bay South Design for Development and Mission Bay South Signage Master Plan to establish a comprehensive signage program for the Event Center Premises

Thrive City



Thrive City – Recent + Upcoming Events

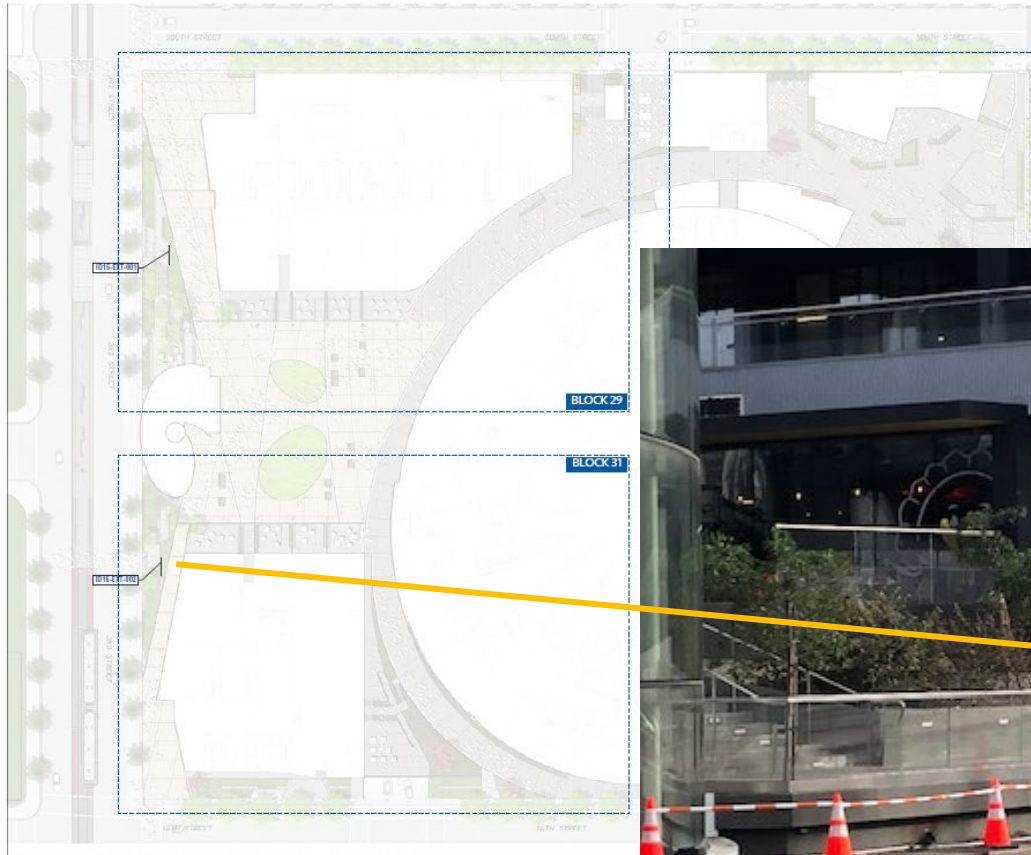


District Signs

District Signs *depict or display the **District Motto**, meaning 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*

Existing District Signs

CHASE CENTER CITY SUBMITTAL: EXTERIOR SIGNAGE



Signage Master Plan Amendment

- Adding a third District Sign to the Event Center Sign Program in the Mission Bay South Master Signage Plan
 - Sign will increase Thrive City's identity, placemaking and branding

Proposed Signage



Next Steps

- Upon Commission approval, GSW will submit a permit application
- Sign will be installed on the Gatehouse building
- GSW will submit proposal for comprehensive signage plan update for Mission Bay CAC and Commission review

Signage Master Plan Amendment

Questions / Comments