



126-0112023-002

Agenda Item **No. 5(c)**
Meeting of December 5, 2023

TO: Community Investment and Infrastructure Commissioners

FROM: Thor Kaslofsky, Executive Director

SUBJECT: Approving an amendment to the Mission Bay South Signage Master Plan to allow for a third District Sign in the Event Center Sign Program on Mission Bay South Blocks 29-32; 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, operates 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 June 5, 2018, the Commission approved certain amendments to the Mission Bay South Design for Development and Mission Bay South Signage Master Plan (“Signage Master Plan”) to establish a comprehensive signage program for the Event Center Project (“Event Center Sign Program”).

The arena, known as the Chase Center, opened for its inaugural event in September 2019, and the first retail space within the Event Center Premises opened to the public in October 2019. Signs, in accordance with the Commission approved Event Center Sign Program, were installed on the site and in retail spaces as they became leased.

In 2023, GSW identified a need to install a third District Sign, as defined by the Signage Master Plan, to be placed on the roofline facade of the eastern side of the building on the Event Center Premises known as the Gatehouse, which faces both Third Street and the plaza west of the Chase Center (“Main Plaza”) where the Video Board is located. There are two existing monument-style District Signs which face Third Street. The District Signs within the Event Center Premises display the District Motto, “Thrive City,” in recognition of Kaiser Permanente, Inc’s sponsorship, and community programming on the site.

London N. Breed
MAYOR

Thor Kaslofsky
EXECUTIVE DIRECTOR

Bivett Brackett
CHAIR

Dr. Carolyn Ransom-Scott
Vanessa Aquino
Tamsen Drew
COMMISSIONERS

One S. Van Ness Ave.
5th Floor
San Francisco, CA
94103

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Staff recommends the Commission approve an amendment to the Mission Bay South Signage Master Plan to allow for a third District Sign on the Event Center Project site.

DISCUSSION

Thrive City

The Warriors have created a destination/location in the Main Plaza and identified it by the District Motto, “Thrive City”, which is a tagline for Kaiser Permanente. There are currently two District Signs facing Third Street with the Thrive City District Motto. The third sign is meant to reinforce the identification of the plaza as Thrive City to guests and pedestrians already within the Event Center Project site. The additional signage will also help to distinguish between Thrive City events and unrelated events happening within the Chase Center.

Current and upcoming events at Thrive City include:

- Football Sundays. The Main Plaza is set up with lawn chairs and National Football League games are broadcast live from the videoboard.
- Winter Wonderland Lighting Ceremony. A large holiday tree is set up and lit in the Main Plaza.
- First Fridays. Live music is performed in the Main Plaza and a dance area is set aside for attendees.
- Thrive City Winter Wonderland Hanukkah Celebration. A large menorah is lit to mark the beginning of Hanukkah. The Main Plaza will also feature music, food and themed arts and crafts.
- Thrive City Winter Wonderland Ice Skating. A synthetic ice-skating rink is set up in the Main Plaza, and ice-skating sessions are open to the public.
- Thrive City Kwanzaa and New Years Eve Celebration. The Main Plaza features cultural performances, food, themed arts and crafts and a New Years’ Countdown.

Proposed Sign

To further identify the Main Plaza as Thrive City, the Warriors are proposing to add a third District Sign.

The proposed District Sign has dimensions of approximately 27 feet in length and 4 feet in height. It will be affixed to the cornice of the Gatehouse building roofline and will face eastwards towards the Main Plaza. The sign will feature internally-illuminated channel letters so that it can be lit at night, similar to many of the surrounding retail signs that also face the Main Plaza.

The proposed District Sign is shown in further detail in Attachment A to this memorandum.

Second Amendment to Mission Bay South Master Signage Plan

The Mission Bay South Master Signage Plan is proposed to be amended to include this third District Sign, and will provide a dimension range of 4.5 feet by 30 feet for the sign which slightly exceeds GSW’s proposal in order to accommodate any necessary pre-fabrication adjustments.

Future Amendments to Mission Bay South Master Signage Plan

In the near future, OCII staff and GSW will return to the Commission to propose a comprehensive update to the Event Center Signage Program, which will require a more substantive amendment to the Mission Bay Master Signage Plan to enhance the Event Center's identity, placemaking and branding. The update will support GSW's efforts to lease retail spaces on the site and increase pedestrian wayfinding. It will also create a cohesive signage aesthetic for the Event Center site.

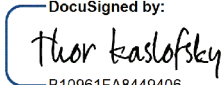
California Environmental Quality Act (CEQA)

Approval of the proposed second amendment to the Signage Master Plan is categorically exempt from environmental review under CEQA Guidelines Section 15311 since it authorizes the construction of an on-premises sign appurtenant to an existing commercial facility.

STAFF RECOMMENDATION AND NEXT STEPS

OCII staff recommends the approval of an amendment to the Master Signage Plan to allow for a third District sign to be placed on the Gatehouse building, as proposed in Attachment 1 to this memorandum. Upon Commission approval, GSW and its signage consultant team will submit a permit application to install a finalized sign design on the Gatehouse building.

(Originated by Gretchen Heckman, Senior Development Specialist)

DocuSigned by:

B10961FA8449406...
Thor Kaslofsky
Executive Director

Attachment 1: Proposed Gatehouse District Sign Design

thrive CITY

1 Warriors Way | San Francisco, CA 94158

GOLDEN GATE SIGN
Company, Inc.

Drawn & Designed By

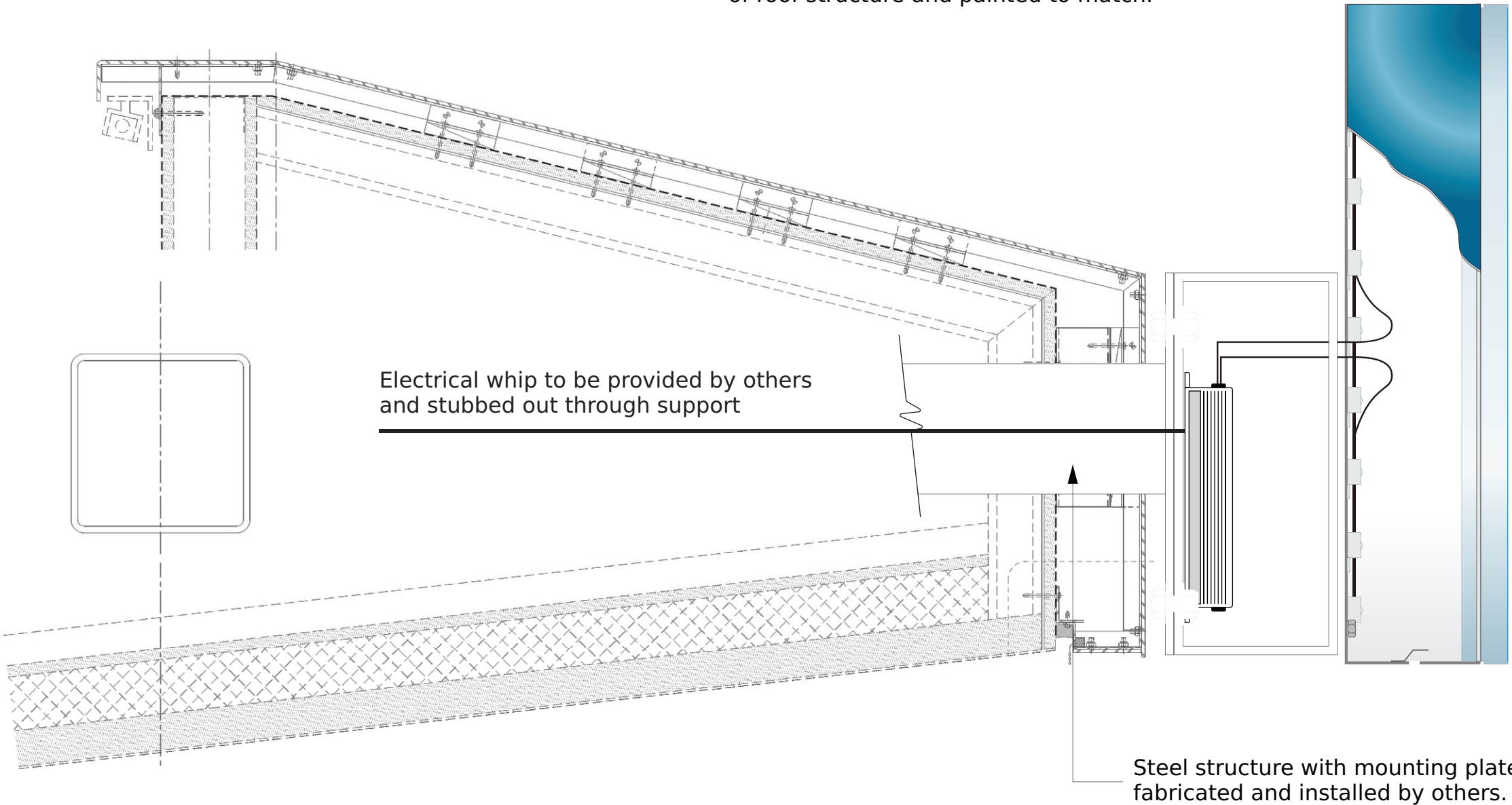




A Internally-Illuminated Channel Letters
Scale: 1/2"=1'-0"

Raceway mounted to fascia of roof structure on steel braces (installed by others)

Raceway to match varying slope and curvature of roof structure and painted to match.



Electrical whip to be provided by others and stubbed out through support

Steel structure with mounting plate fabricated and installed by others.



2500 Bisso Lane, Suite 200
Concord, CA 94520
925.771.6300 Phone
CA License #665363

Project ID
230004-01

Date: 11/28/23
Sales: Clinton Bartizal
Designer: G. Graves

Rev.#: Date:

Revision Notes:

-
-
-
-

☐ Interior ☒ Exterior

☒ Single Faced ☐ Double Faced

☐ _____

☒ Illuminated

☐ Non-Illuminated

Lighting Type:

☐ Lamps ☒ L.E.D.

☐ Neon ☐ Other

GSW - Thrive City

1 Warriors Way
San Francisco, CA 94158

Customer Approval:

Signature

MM/DD/YYYY

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This Sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and other applicable codes. This includes proper grounding and bonding of the sign.

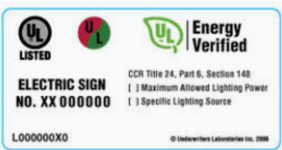


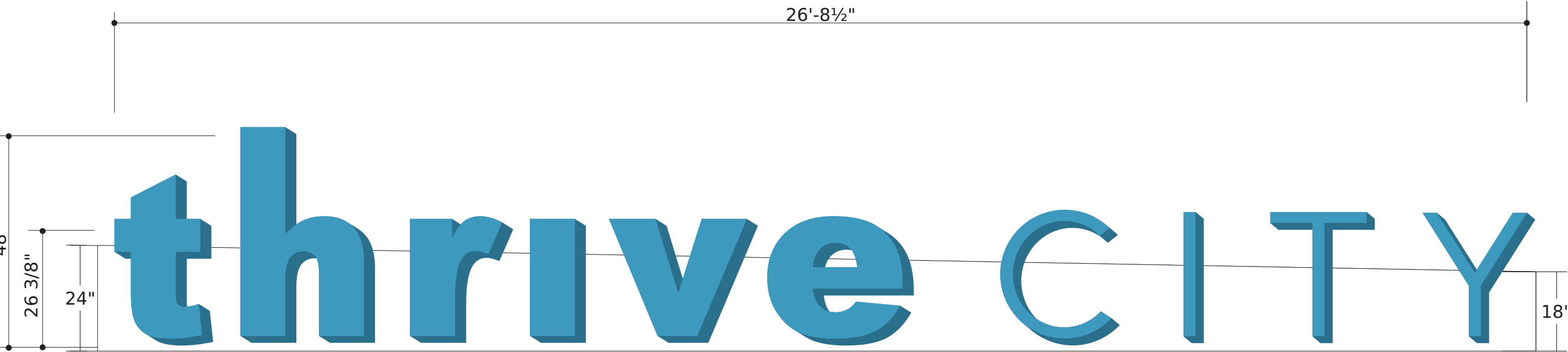
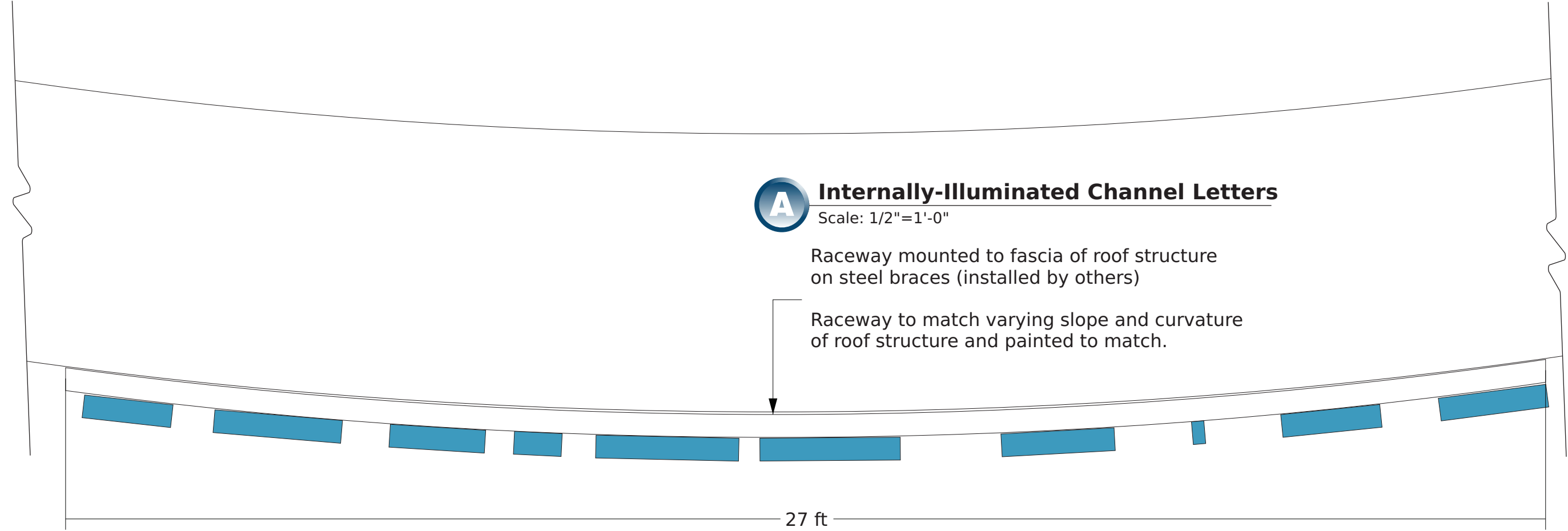
All Signs to be
Title 24
Compliant



Sheet No.

1.0





2500 Bisso Lane, Suite 200
Concord, CA 94520
925.771.6300 Phone
CA License #665363

Project ID
230004-01

Date: 11/28/23
Sales: Clinton Bartizal
Designer: G. Graves

Rev.#: Date:
Revision Notes:
1. _____
2. _____
3. _____
4. _____

☐ Interior ☒ Exterior
☒ Single Faced ☐ Double Faced
☐ _____
☒ Illuminated
☐ Non-Illuminated
Lighting Type:
☐ Lamps ☒ L.E.D.
☐ Neon ☐ Other

GSW - Thrive City
1 Warriors Way
San Francisco, CA 94158

Customer Approval:

Signature

MM/DD/YYYY

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All Signs to be
Title 24
Compliant



World
Sign
Associates

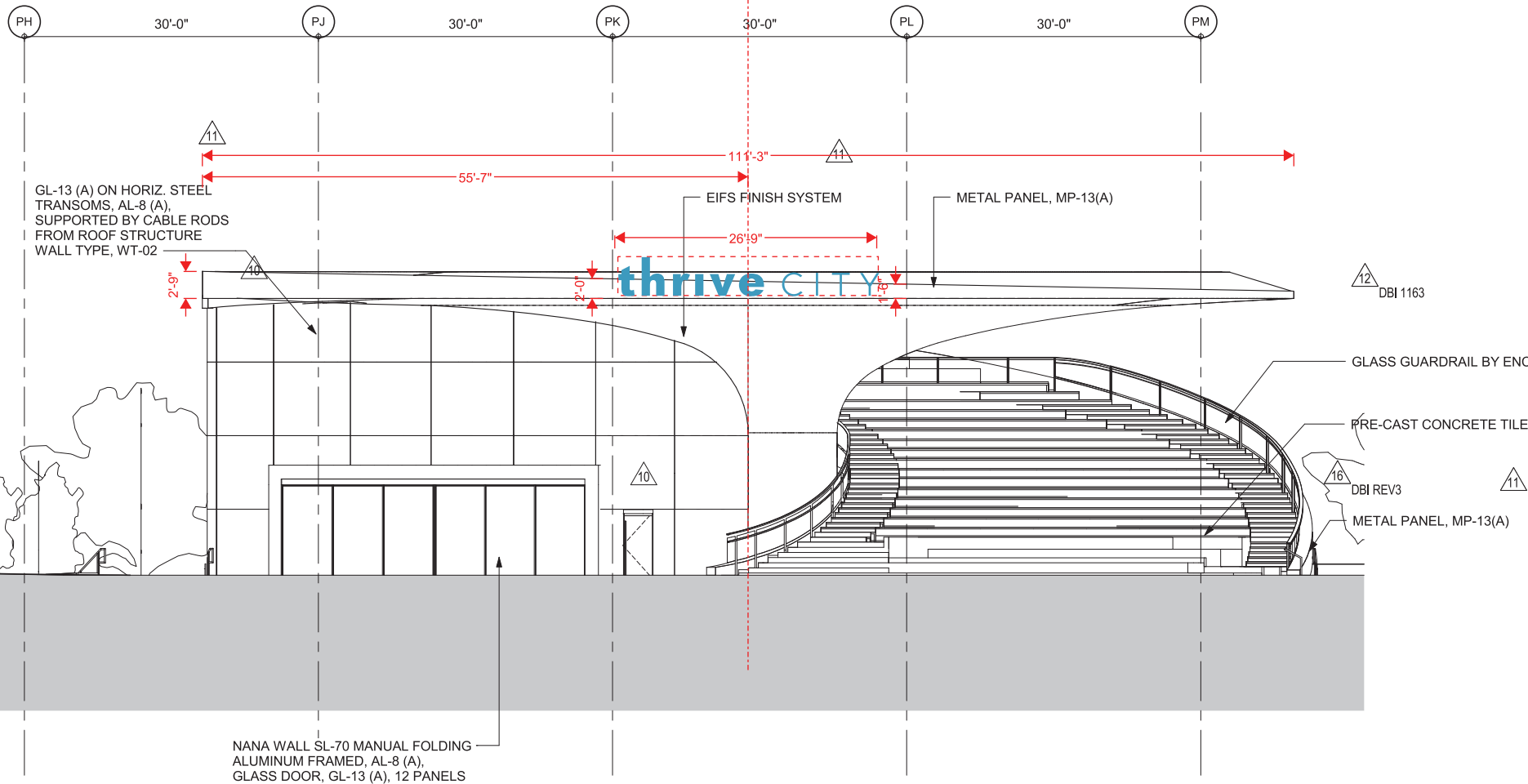


California Sign Association



Sheet No.

2.0



Project ID
230004-01

Designer: G. Graves

Revision Notes:

2. _____

3. _____

☐ Interior ☒ Exterior

☒ Single Faced ☐ Double Faced

11/11/2016

☒ Illuminated☐ Non-Illuminated

Lighting Type:

☐ Lamps ☒ L.E.D.

☐ Neon ☐ Other

1 Warriors Way
San Francisco, CA 94158

Signature _____

MM/DD/YYYY

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Sheet No.

4.0