

Mission Bay South
Signage Master Plan

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Redevelopment Agency of the
City and County of San Francisco

Mission Bay

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Purpose of the Master Signage Plan

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.

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Signs in the Public Right-of-Way

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 (DPW) 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 ten 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. The maximum signage program sign area allowed per parcel shall be 50 square feet with no single street frontage exceeding 30 square feet. Each individual sign shall not exceed 15 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.
 4. **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 the Agency on a case-by-case basis.

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Signage Regulations for

Hotel Uses

- 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 10 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.

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Signage Regulations for

Mixed Use Retail

- 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 ten 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.
7. **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 the Agency on a case-by-case basis.

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 and one (1) sign located on the eastern side of the Gatehouse and attached to the Gatehouse at the cornice, each depicting or displaying the District Motto. The District Sign located on the eastern cornice of the Gatehouse may extend above the cornice or roofline of the Gatehouse as long as the bottom of the District Sign is located at or near the bottom of the cornice.

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 1st and ending December 31st 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 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 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 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

Means the freestanding structure located along Third Street midway between Warriors Way and 16th Street that serves as the formal entry to the Event Center Premises from Third Street.

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.

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 two (2) District Signs located on the west side of the Event Center Premises 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. The one (1) District Sign located on the eastern cornice of the Gatehouse shall be no larger than 4.5 feet by 30 feet in Size and shall be illuminated directly, by halo lighting, or internally illuminated, 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**”).

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 Warriors Way 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 16th 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 to which it is attached.

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.