GATEWAY BUSINESS PARK
Master Plan
South San Francisco, CA
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Introduction

Master Plan Vision Statement

The Gateway Business Park is a 22.6 acre site in South San Francisco, California that is ready to make a transformation. Over the last two decades this successful business park has been shaped into its current form which consists of an organized, architecturally consistent group of low scale buildings that are surrounded by surface parking and perimeter landscape. Although it has served its tenants well over the years, it is time for a new vision to take the Gateway Business Park into the decades to come.

This new vision entails a plan to more closely achieve the property’s highest and best use by the creation of a higher density, contemporary, high quality, life sciences oriented campus. This will be accomplished by a phased and incremental replacement of the existing low scale buildings with a community of new buildings that are modern, more energy efficient and better support the ongoing evolution of the life sciences industry. This community of new buildings, organized by a campus style site planning approach, changes the paradigm of how the outdoor environment is currently experienced by the prevalence of surface parking to one where the pedestrian is prioritized in a landscape filled with a variety of useable spaces that are attractive and well connected.

This rendering is a vision of the future Gateway Business Park with all new buildings, a large central common open space and parking structures.

Bird’s Eye View Looking Southeast over the Proposed Vision for the Redevelopment of the Gateway Business Park
Introduction

The creation of this new working campus has many benefits for a wide array of stakeholders.

- The City of South San Francisco will experience the benefits of economic development, maximize potential redevelopment revenues and strengthen the City’s employment-base. The City will also further cement its reputation as a world leader in the concentration of life science / biotechnology research and development.

- Corporations that will occupy the campus will benefit from modern, efficient and flexible facilities within a high quality environment that will significantly contribute to their potential for long term success and their ability to recruit and retain talented employees in an increasingly competitive local and global market.

- Employees will benefit from an enjoyable and attractive workplace that provides an environment in which both the internal building and external open space systems foster connectivity and community to enable more opportunity to share ideas and collaborate.

- The owner and developer of this property will benefit from its long term investment, beginning with the creation of the original business park to its transformation into an asset capable of keeping pace with opportunities and demands of the current and future markets.

Master Plan Goals and Objectives

The following is a summary of the primary goals and objectives that shape the intent of this site’s redevelopment:

- Utilize the site’s existing zoning potential by increasing use from the existing 284,000 square feet (approx .29 FAR) to up to the site’s permitted 1.25 FAR capacity.

- Form a cohesive working campus environment that is capable of accommodating one or multiple tenants with a meaningful and clear organization of buildings, structured parking and network of high quality pedestrian circulation and open spaces.

- Emphasize the pedestrian environment with well designed and useful landscape spaces that respond to the unique challenges of the South San Francisco micro-climate.

- Encourage high quality architecture, landscape architecture and sustainable design elements.

- Connect to and foster the use of various modes of transit such as Caltrain, BART and future Ferry service.

- Allow for the incremental and phased redevelopment of the existing buildings while maintaining a functioning working environment for those areas of the site not yet being redeveloped.
Introduction

Key Master Plan Principles

The following key principles will assist the master plan’s goals and objectives in shaping the execution of the campus’s vision:

Creating Meaningful Open Space

Minimizing the dedication of site area to surface parking is the primary planning strategy to enable the creation of useable pedestrian oriented environments. To accomplish this, it is envisioned that the site’s parking needs will be primarily consolidated into parking structures, supplemented with sub surface garages at buildings where necessary with limited surface parking. This approach enables the creation of a primary central open space network called the “Central Commons” where employees and visitors can logically and safely move from place to place, stop to share ideas, gather for events or simply spend time in the sun protected from the wind.

Organization of Vehicular Entry and Arrival Points

Clear organization and prominent identification of vehicular entries, arrival areas, access points to parking structures and intended paths of travel are critical to safe and logical vehicular movement through the campus. These important points should be reinforced by design techniques to terminate important views and to shape arrival spaces. The incorporation of legible high quality signage, wayfinding and other special site elements will also be used. Building entry points will be clearly identified and pronounced through architectural and landscape design to complete the “arrival sequence,” especially for those buildings that may not have a direct vehicular arrival/drop off area.
I. Introduction

This plan represents a concept framework for the campus and is intended only to convey a vision for relationships and elements.
Introduction

Capitalizing on and Fitting into Context

The prominent position at the intersection of Oyster Point and Gateway Boulevards not only provides valuable corporate visibility for the occupants of Gateway Business Park, but also serves as a platform to create a landmark entry into this employment community known for being the birthplace of biotechnology. It is envisioned that iconic architecture and identity forming landscape elements such as walls, natural planting forms, natural materials and special sculptural features will be combined to signify this gateway experience.
180 & 200 Oyster Point Boulevard Buildings

Although not technically part of Gateway Business Park Master Plan area, the newly developed buildings at 180 and 200 Oyster Point Boulevard are intrinsically linked with the organization and development of this campus through their proximity, access, street orientation, operational needs and architectural style.

Hedgerow at Gateway Boulevard

Along Gateway Boulevard, the existing hedgerow of Poplar trees provides a very strong identifying element for the western edge of the site and is a valuable contribution to the campus’s street frontage. A significant portion of this hedgerow is intended to be retained as part of the new development and it will be reestablished in areas where its removal is necessary for future construction. This hedgerow provides an additional benefit by acting as an effective windbreak to help reduce the impact of the site’s typically windy conditions.
Introduction

Architectural Distinction and Variety

The overarching architectural vocabulary of the campus should reflect a general cohesiveness while allowing variety through the creation of individual building groups. These groups are: the buildings that front Gateway Boulevard, the internal site buildings, and the parking structures. The newly developed buildings at 180 and 200 Oyster Point Boulevard can be considered a fourth building type of the ultimate campus although they are not technically part of the Master Plan area. The combination of these four building groups provide an important variety that will help distinguish this campus from others in the area that have employed a more homogenous building approach.

Landscape Character

The landscape fabric ultimately defines the feel of the campus from the pedestrian perspective and acts as the overall unifier tying all aspects of the campus together. The vision for the landscape character is one of a natural, informal and employee friendly appearance built around free flowing forms rather than geometric patterns. This is accomplished by the use of a simple yet effective palette of plant materials with varied seasonal interest, form, color and texture and the incorporation of other natural elements such as rock and stone work. These elements will be combined with variations in landform and circulation routes to create a series of wind protected spaces that are experienced individually throughout the circulation network rather than being large expanses of flat open space.
Greening Concepts

Creating a “green” campus has a dual meaning for the Gateway Business Park. By employing a LEED equivalent standard for the design of the new buildings, this campus will incorporate and benefit from the advancement in techniques and technologies of resource consciousness that relate to today’s popular definition of “green.” In addition, the campus will utilize a literal “greening” approach where a commitment to landscape as part of an overall site and architectural design vocabulary is employed. Along with thoughtful approaches to materials, energy and water consumption, water quality, and a host of other resource conscious concepts, this project recognizes the importance of the symbolism and connection to life that plant materials provide in the context of a life sciences oriented campus. To that end, the inclusion of plant material in aspects of design including terraces on some buildings and faces to the parking structures are envisioned to help give life to what could otherwise be considered the cold hard necessities of buildings.
Introduction
Purpose and Relationship of Documents

This Master Plan and associated new documents are intended to re-entitle and set forth a framework of performance criteria for the redevelopment of the Gateway Business Park. The following list is a compilation of the existing regulatory documents that currently govern the site’s development and the new supplemental documents that are being proposed to provide a greater level of specificity to implement the redevelopment vision.

Existing Documents

General Plan (adopted 1999)

The South San Francisco General Plan sets forth goals and policies to guide the intent in density and the City’s future growth and development.

East of 101 Area Plan (adopted 1994)

The East of 101 Area Plan was created to guide more specific aspects related to the intent of development for this area that were not addressed in the General Plan or other regulatory documents.

Zoning Ordinance – Gateway Specific Plan District

The South San Francisco Municipal Code specifies the application of the goals and policies of the General Plan through land use zoning and establishes permitted uses, building limitations, spatial standards, parking standards and regulates development of parcels within the City. The Gateway Specific Plan District is a redevelopment district created to refine and implement the City’s General Plan for a specific area within the East of 101 Area Plan. The regulations for this district have been incorporated into the municipal code as Chapter 20.57. The proposed Gateway Business Park Master Plan area is located within the Gateway Specific Plan District boundary and is represented by Zone 5 in Exhibit A in Ordinance 868-61. All regulations in the municipal code relating to the Gateway Specific Plan District shall govern the development of the Gateway Business Park Master Plan area unless otherwise indicated in the Master Plan.

Proposed Gateway Business Park Documents

Gateway Business Park Master Plan

This Master Plan establishes the intent, framework, and development program of the Master Plan area. Amendments to the municipal code section 20.57 that govern the Master Plan area are identified in the Development Standards in Chapter II to this document.

Gateway Business Park Design Guidelines

The Design Guidelines are included as Appendix A to the Master Plan to provide additional guidance for future designers and planning staff as the campus is redeveloped.

Environmental Impact Report

A project specific EIR will be prepared concurrently with the Master Plan review process to study and identify mitigation measures necessary to implement the proposed development program.
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1. Project Setting

1.1 Regional Context

The City of South San Francisco is well situated for continued expansion of business opportunities because of its location between major population centers, convenient access to international airports, major highways and multiple modes of public transit and trail systems. It is the birthplace of the biotechnology industry and is home to several of the world’s largest biotechnology companies making it a world leader in the global marketplace. Much of the growth for this industry in South San Francisco has occurred through the redevelopment of existing industrial base uses in the East of 101 Area. It is critical to continue to support and promote this approach as competition for locating biotechnology companies and the talented scientists and other employees they need grows both locally and globally.

1.2 Local Context

The Gateway Business Park Master Plan area is located at the intersection of Oyster Point and Gateway Boulevards in South San Francisco’s East of 101 Area. US-101 (Bayshore Freeway) is in very close proximity to the site and provides direct access from the Oyster Point Boulevard exits from both north and south bound directions. The South San Francisco Caltrain Station is approximately ¾ of a mile from the site.

The site’s climatic conditions are generally consistent with other Bay Area cities that are characterized by mild winters, cool summers and moderate intermittent rainfall in the winter months. Other factors shaping the local climate are the proximity to the bay edge and the relationship to the San Bruno Gap that divides the San Bruno Mountains and the Coast Range. This dynamic has a particular influence on wind patterns especially during the spring and summer months resulting in strong afternoon easterly moving winds of up to 25 mph.
I. Project Setting

Local Context

Legend
- Gateway Business Park Master Plan Area
- 180 & 200 Oyster Point Blvd (Under Construction)
- Vehicular Access Points
- Shuttle Service to Transit

Prevailing Winds

Seasonal Winds

Bayshore Freeway

US 101

Bay West Cove Specific Plan Area
(Formerly Shearwater)

Gateway Business Park Master Plan Area

Pedestrian and Shuttle Service Route to/from Caltrain to Site

Caltrain Station

Oyster Point Blvd

To Oyster Point Ferry (Future)

Local Context
I. Project Setting

1.3 Existing and Future Roadway System

Existing Roadways and Bicycle Facilities

Two north-south freeways, US-101 and I-280, form the backbone of the roadway system in South San Francisco and carry regional traffic between San Francisco and Santa Clara Counties. I-380, an east-west connector between US-101 and I-280, lies just south of the City. On an average weekday, the section of US-101 in South San Francisco carries approximately 200,000 vehicles. The 2007 Congestion Management Program (CMP) for San Mateo County reports US-101 operates with minimal to moderate levels of congestion (Level of Service D) in South San Francisco during peak commute hours.

In addition to the freeway system, a network of arterial, collector, and local streets provides access and mobility within South San Francisco. Major arterial roadways near the Gateway Business Park Master Plan area include Airport Boulevard, Bayshore Boulevard, Oyster Point Boulevard, Gateway Boulevard, and East Grand Avenue.

Bicycle facilities include bike paths (Class I), bike lanes (Class II), and bike routes (Class III). Bike paths are paved trails that are separated from roadways. Bike lanes are lanes on roadways designated for use by bicycles by striping, pavement legends, and signs. Bike routes are roadways that are designated for bicycle use by signs only and may or may not include additional pavement width for cyclists. In the vicinity of the project site, bike lanes are provided on East Grand Avenue, Sister Cities Boulevard, and portions of Oyster Point Boulevard. Gateway Boulevard and Airport Boulevard are designated as bicycle routes. The San Francisco Bay Trail, part of a planned 400-mile system of trails encircling the Bay, is located close to the project site and provides access to the Oyster Point Marina.

Future Roadways

Several roadway improvements are planned in the East of 101 Area. The South San Francisco General Plan proposes the extension of Railroad Avenue from South Linden Avenue to Gateway Boulevard (East Grand Avenue). This new street connection would provide an additional connection to the Oyster Point area across US-101 and Caltrain tracks, and it would likely be a four-lane roadway. These improvements would enhance access from the south via the Airport Boulevard exit and Gateway Boulevard.

Several intersection traffic improvements are also planned for the East of 101 Area and included in the City’s Traffic Impact Fee Program. They include improvements to the Oyster Point interchange and to intersections along East Grand Avenue.
I. Project Setting

Legend
- Gateway Business Park Master Plan Area
- BART
- Caltrain
- SamTrans Bus Route
- Existing Caltrain Station
- Bay Trail
- Shuttle Service to Transit
- Existing Bicycle Facility
- Proposed Bicycle Path
- Future Ferry Terminal
- Existing Shuttle Stop
- NTS

Existing Transit Route Diagram
I. Project Setting

1.4 Existing and Future Transit

**Existing Transit**

The Gateway Business Park Master Plan area is not directly served by rail or bus transit services; however, three transit agencies (Caltrain, BART, and SamTrans) provide commuter rail and bus service in the vicinity. The East of 101 Area relies on supplementary shuttle services to connect employees with the BART and Caltrain stations. Shuttle services are operated by the Peninsula Traffic Congestion Relief Alliance and include the Utah-Grand and Oyster Point shuttles. The Gateway Express shuttle is operated by Compass Transportation under the guidance of Genentech in conjunction with the Gateway Association, and is open to non-Genentech employees.

While the site is approximately three-quarters of a mile from the South San Francisco Caltrain Station, pedestrian access is inconvenient due to the lack of direct pedestrian connections and lengthy pedestrian wait times at signalized intersections.

**Future Transit**

Several transit changes are also planned in the vicinity of the site. The proposed relocation of the South San Francisco Caltrain station will include a bicycle/pedestrian under- or over-crossing of the railroad tracks to allow for better pedestrian accessibility to and from the East of 101 Area. The San Francisco Bay Area Water Transit Authority (WTA) is expected to begin construction of a new ferry terminal at the Oyster Point Marina. Service will run between South San Francisco and the East Bay.
1.5 Geotechnical Setting

The 22.6 acre site is geotechnically characterized by the subsurface conditions consisting of the following general profiles:

- Bedrock exposed at the ground surface
- Native dense sand over bedrock
- Compacted fill over native dense sand over bedrock
- Compacted fill over bedrock

The fill is characterized as compacted in the site-specific geotechnical report prepared for the adjacent development of 180 and 200 Oyster Point Boulevard. The fill consists of sand, clayey sand and sandy clay. The native soil is predominantly silty and clayey sand. Bedrock is of the Franciscan Formation and consists of shale and sandstone. Groundwater was found perched on top of the bedrock in fractures, seams of the bedrock, or seeping out of exposed bedrock faces.

Based on information in the available reports and the documented subsurface conditions, it is assumed that there are no geotechnical issues that would preclude an intensified development of the site. Additional site exploration shall be performed as necessary to identify any changes in the soil and bedrock conditions to determine the soil/rock profile as specific building sites are identified for development. Due to the variations in the subsurface profile across the site, the acceptable foundation performance may differ between structures and various foundation types may be needed. Shallow foundations such as footings, mats or slabs will likely be acceptable for some buildings while others may require deep foundations such as drilled in-place piles. All of these foundation types are common and feasible and the decision of their appropriate use will be made by the development team during individual building design.

1.6 Existing Utility Services

Domestic Water

Water service for the site is provided by California Water Service Company (CWSC). The CWSC obtains its water from a purchasing agreement with the San Francisco Public Utilities Commission (SFPUC), which is supplied by water from the Hetch Hetchy Regional Water System and groundwater. According to the Genentech Corporate Facilities Master EIR, dated May 23, 2006, CWSC’s contract with SFPUC, dated August 8, 1984, entitles CWSC to 42.3 million gallons per day (mgd) annual average. In 2005, the request from CWSC was 38.25 mgd with an additional 1.4 mgd supply pumped from groundwater. According to preliminary conversations with CWSC staff, water supply is available for the project and capacity of the existing off-site water distribution is not anticipated to be affected. Existing water distribution mains within the site include a 12-inch main along Gateway Boulevard and 16-inch main along Oyster Point Boulevard. There is no existing on-site public distribution system. Private on-site services for the existing six buildings include typical domestic water, fire and irrigation service.

Wastewater

Wastewater capacity for the site is not a constraint to the development. Collection of wastewater is provided by the City of South San Francisco. Treatment of wastewater is provided by the City of South San Francisco/San Bruno Water Quality Control Plant (WQCP). Existing facilities serving the site and the East 101 Area are described as follows:

- Oyster Point Boulevard has a 10 and 12-inch pipe installed circa 1982 as part of the Gateway Assessment District improvements discharging to Pump Station 2. This pipe collects all flows from the Oyster Point basin and existing Buildings 800, 850, 900, and 1000 Gateway Boulevard.
- Pump Station 2 is located southwest of the Oyster Point Boulevard and Gateway Boulevard intersection. Water flows through a 10-inch force main to the existing 15-inch pipe located in Gateway Boulevard. The current final Sewer System Master Plan (SSMP) prepared by Carollo
I. Project Setting

Engineers, dated September 2002 recommends that the pump station capacity be increased by replacing the existing pumps to handle future peak wet weather flows, increasing the firm capacity to 1,400 gpm.

• Gateway Boulevard has a 15-inch pipe installed circa 1982 as part of the Gateway Assessment District improvements which discharges south to Pump Station 4. This pipe collects flows from existing Buildings 700 and 750 Gateway Boulevard.

• Pump Station 4 is located northeast of the intersection of Mitchell Avenue and Harbor Way. This station collects and pumps almost all flows from the East of 101 Area sub-basins to the WQCP through an existing 21-inch force main. The current SSMP recommends that the pump station capacity be increased by replacing the existing pumps to increase future firm capacity of 9,000 gpm.

Stormwater Drainage

Stormwater drainage is not a constraint to development. The site is within the East of 101 Area, which is served by storm drainage collection that discharges either to Colma Creek or the San Francisco Bay. The existing drainage system in the East of 101 Area is generally designed and constructed for industrial development.

The site is divided into three separate sub-drainage areas: North (Portion of Building 1000), Central (Portion of Buildings 800 and 1000) and South (Buildings 700, 750, 850, 900 and a portion of Building 800). The on-site storm drainage system varies in size from 12-inch to 30-inch in diameter. The three sub-drainage areas discharge to the City’s public storm drainage system as follows:

North Sub-Drainage Area

The North sub-drainage area discharges to the existing 18-inch to 24-inch public storm drainage system on Oyster Point Boulevard. The Oyster Point Boulevard storm drainage system outfalls to the San Francisco Bay at the Oyster Cove Marina (north of the Master Plan Area) via a 24 by 30-inch box storm drain line.

Central Sub-Drainage Area

The Central sub-drainage area discharges to the existing 18-inch public storm drainage line on Gateway Boulevard. The existing 18-inch Gateway Boulevard line connects to the Oyster Point Boulevard public storm drainage system at the intersection of Oyster Point and Gateway Boulevard.

South Sub-Drainage Area

The South sub-drainage area discharges to the existing 30-inch public storm drain line on Gateway Boulevard. The Gateway Boulevard public storm drainage system collects and conveys storm runoff from the site and outfalls south of the site to Colma Creek. The outfall is located east of the intersection of Harbor Way and Mitchell Avenue. The Gateway Boulevard public system varies in size from 30-inch to 72-inch.

Preliminary conversations with City Maintenance Department staff do not indicate that there is an off-site capacity issue within the Master Plan Area.

Natural Gas & Electricity

Pacific Gas and Electric (PG&E) serves the site. Since service to all six existing buildings already exists, there should be no constraints to providing gas and electrical services.

Site Communications

AT&T (Telephone) and Comcast (Cable) serve the site. Since service to all six existing buildings already exists, there should be no constraints to providing telephone and cable service.
II. Development Program & Development Standards

2.1 Existing Development Program and Use

2.2 Proposed Development Program

2.3 Development Standards
II. Development Program & Development Standards

2.1 Existing Development Program and Use

The 22.6 acre site is comprised of 4 legal parcels. The existing development model consists of 6 single-story buildings (Buildings 700 through 1,000 Gateway Boulevard) associated surface parking and landscape comprising an aggregate of approximately 284,000 square feet of use operating for various purposes including Research and Development, Office, Light Distribution and Day Care.

2.2 Proposed Development Program

The Master Plan proposes to densify the development site to achieve up to the permitted 1.25 FAR capacity by the phased incremental redevelopment of the existing buildings with new buildings and associated parking structures.
### 2.3 Development Standards

This development standards table outlines the allowable uses, building limitations, setbacks and off street parking requirements proposed for this Master Plan area and their relationship to the existing governing municipal code.

#### Development Standards

<table>
<thead>
<tr>
<th></th>
<th>Existing Municipal Code Gateway Specific Plan District</th>
<th>Proposed Gateway Business Park Master Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Permitted Uses</strong></td>
<td>Per Section 20.57.200</td>
<td>Per Section 20.57.200</td>
</tr>
<tr>
<td><strong>Building Limitations</strong></td>
<td>Per Section 20.57.210</td>
<td>The Gateway Business Park Master Plan retains building limitations per municipal code with the following conditions:</td>
</tr>
<tr>
<td>Building Coverage (1)</td>
<td>= or &lt; than 50% of site area</td>
<td>A. Building coverage and gross floor area ratio limitations shall apply only to aggregate calculations for the site’s permitted 1.25 FAR within the total 22.6 acres. Individual building developments within the Gateway Business Park shall be allowed to exceed these limitations during the phased incremental redevelopment.</td>
</tr>
<tr>
<td>Building Height</td>
<td>= or &lt; than 250’</td>
<td></td>
</tr>
<tr>
<td>Gross Floor Area Ratio (1)</td>
<td>= or &lt; than 1.25</td>
<td></td>
</tr>
<tr>
<td><strong>Setbacks</strong></td>
<td>Per Section 20.57.220</td>
<td>The Gateway Business Park Master Plan retains setbacks per municipal code with the following conditions:</td>
</tr>
<tr>
<td>Buildings</td>
<td>40’ from any property line on any street</td>
<td>A. 0’ from all property lines not adjacent to a street.</td>
</tr>
<tr>
<td><strong>Off Street Parking</strong></td>
<td>Per Section 20.57.240</td>
<td>The current anticipated range of total parking provided for the Master Plan at ultimate buildout is between a parking ratio of 2.0 to 2.83 per 1,000 SF. Parking ratios will vary for new development projects within the 22.6 acre site during its phased incremental redevelopment. Total parking counts for the campus during phased redevelopment shall be an aggregate of new structured parking, below grade parking, new interim surface parking (if necessary), and existing surface parking.</td>
</tr>
</tbody>
</table>

Notes:

(1) Per 20.57.210 Building Limitations, parking garages are excluded from building coverage and gross floor area ratio site calculations.
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III. Urban Design & Site Planning

Legend
- A Gateway Frontage Buildings
- B Internal Site Buildings
- C Parking Structures
- D Oyster Point Buildings
- E Central Commons
- F Street Frontage
- G Arrival Areas
- H Parking Structure Frontage
- NTS

Site Organizational Diagram
3.1 Site Planning and Organization

The arrangement and organization of all component systems that make up the Gateway Business Park is the foundation to allowing the campus to function, adapt and succeed over time. As this campus will be designed and constructed in a phased sequence, it will be critically important to understand and maintain the basic structure of the master plan vision.

To achieve the goals and objectives of the vision, the following site planning and organizational principles will be followed:

- **A** Design new buildings that engage the public street frontage and the Central Commons open space.
- **B** Design new buildings internal to the campus that receive employees and visitors as part of a primary arrival sequence.
- **C** Concentrate parking into parking structures situated along the southeasterly boundary of the site.
- **D** Relate to the newly developed buildings of 180 and 200 Oyster Point Boulevard.
- **E** Develop a pedestrian friendly Central Commons open space in the area created by the parking structure and building placement strategy.
- **F** Enhance public street frontage and foster transit orientation by providing multiple pedestrian connections to and from the internal campus and shuttle system stops.
- **G** Create an inviting and enriched arrival experience to the primary “corporate landing” between the Internal Site Buildings and to other possible arrival areas within the campus.
- **H** Provide an appropriate landscape edge to the parking structure frontage as it relates to the Central Commons.
III. Urban Design & Site Planning

Legend
- Gateway Frontage Buildings
- Internal Site Buildings
- Parking Structures
- Oyster Point Buildings
- Central Commons
- Street Frontage
- Arrival Areas
- Parking Structure Frontage
- NTS

Building Types Diagram
3.2 Building Framework

There are 4 building types associated with the campus. It is intended that architectural variation between these types be created to develop visual interest and diversity to prevent a homogenous campus. The building types are the Internal Site Buildings, the Gateway Boulevard Frontage Buildings, the Parking Structures and the Oyster Point Frontage Buildings.

Gateway Boulevard Frontage Buildings

The Gateway Boulevard Frontage Buildings are those adjacent to the street frontage zone along the existing hedgerow of Poplar trees and the building that occupies the primary corner position at the intersection of Oyster Point and Gateway Boulevard. Together these buildings create the western boundary of the Central Commons open space. The primary corner building is a special case in this building type as it will be the most visible of all new buildings within the campus. This building will provide the iconic gateway experience into the larger biotechnology community.

Internal Site Buildings

The Internal Site Buildings are those that do not front onto a public street. These buildings will create a receptive form to signify a primary "corporate landing" arrival within the campus. These buildings should have an architectural relation with the primary corner building of the Gateway Frontage Building group as they share an important relationship in framing a large component of the Central Commons open space.

Parking Structures

The parking structures have been located and consolidated along the southeasterly boundary of the site. As they are anticipated to be of sizeable proportion to contain the site’s parking needs, their internal façade is envisioned to incorporate a planting component as well as ground level screening to soften their presence. Additionally, enhanced architectural treatment of entries and strategic building corners that terminate views are envisioned.

Oyster Point Frontage Buildings

The 180 and 200 Oyster Point Boulevard Buildings that are currently under construction are not technically part of the Master Plan area; however, their context plays an important role in the perception of the broader campus. Their architectural expression utilizes metal and glass to create simple and clean forms.
III. Urban Design & Site Planning

Legend

- **A**: Gateway Frontage Buildings
- **B**: Internal Site Buildings
- **C**: Parking Structures
- **D**: Oyster Point Buildings
- **E**: Central Commons
- **F**: Street Frontage
- **G**: Arrival Areas
- **H**: Parking Structure Frontage
- **NTS**: NTS

Open Space Diagram
3.3 Open Space Network

The parking structure and building placement strategy allows the campus to benefit from the creation of a series of meaningful outdoor spaces varying in size and scale that are well connected, useful, comfortable and that respond to the micro-climate of South San Francisco. The open space and landscape zones that unify the campus through a consistent body of site elements is comprised of the Central Commons, Street Frontage, Arrival Areas and the Parking Structure Frontage.

Central Commons

The Central Commons is the nucleus of the open space network supporting the main circulation routes and contains the most important outdoor amenities, gathering spaces and passive use areas.

Street Frontage

The Street Frontage is the area between the campus’s primary building face and Oyster Point and Gateway Boulevards and the public realm. It serves as the critical link between the site and the public environment as it supports the flow of pedestrian traffic and connections to public transit. This zone plays an important role in establishing campus identity as it holds a rich palette of landscape, terraces, walls, special elements and signage/wayfinding. The current hedgerows along Gateway Boulevard are not only a strong identifier but also an important windbreak. The Master Plan intends to preserve this element where possible and reestablish it where removal is necessary for future construction.

Arrival Areas

There are multiple arrival areas in the campus. The primary arrival area is associated with the connection to the internal access lane from the primary entry between buildings 180 and 200 Oyster Point Boulevard and the new Internal Site Buildings. Other arrival areas will be determined through the ultimate campus design and tenant need, but special attention will be paid to establishing clear and defined arrivals for each building whether they be vehicular or pedestrian in nature.

Parking Structure Frontage

The Parking Structure Frontage is primarily the area associated with the western edge of the parking structures. This zone will serve as an important landscape screen for the interior faces of the parking structures as they interface with the Central Commons.
III. Urban Design & Site Planning

Pedestrian Circulation Diagram

GATEWAY BUSINESS PARK MASTER PLAN
III. Urban Design & Site Planning

3.4 Pedestrian Circulation and Amenities

Central to the campus concept is the creation of a pedestrian oriented environment where employees and visitors are able to connect to the entire system of buildings and outdoor spaces with a comfortable and easy to navigate circulation network after arriving via transit, car or bicycle. This network includes connections between buildings, parking structures, open spaces, shuttle stops and public sidewalks.

1 Central Spine and Amenity Spaces

The central pedestrian spine is the primary conduit for pedestrian movement through the campus and is the backbone for the Central Commons. It will be the widest pedestrian walk in the system capable of comfortably accommodating higher volumes of pedestrian movement and, as necessary, will also serve as an emergency vehicle route. Primary pedestrian amenity spaces are to be connected to this spine including a central gathering space at the Internal Site Buildings and other useable outdoor spaces for smaller group gatherings and informal meetings. A secondary network of walkways is to be connected to the Central Spine providing indirect and leisurely routes within the Central Commons. These walks are smaller in scale than the Central Spine and are the connections to more informal passive spaces that are created for smaller scale meetings and simple passive enjoyment.

2 Parking Structure Connections

Direct connections from parking structures to the central spine and building entries will help direct visitors and create easy connections for employees.

3 Connections to the Street

These walkways provide a vital link between the interior of the campus and the public sidewalk and shuttle stops.

4 Public Realm at Street Frontage

The street frontage circulation will consist of two walkways that serve separate functions. A new public sidewalk will be created as an extension of the existing sidewalk that terminates near the end of the campus on Gateway Boulevard. This new sidewalk will be associated with the street edge, connect all shuttle stops and provide public pedestrian movement along the campus’s frontage. A second walkway called the perimeter walk is an existing walkway that occurs approximately 30’ from the street edge and runs between the hedgerows of Poplar trees. The perimeter walk is intended primarily for employee use and when combined with the Oyster Point Boulevard frontage and central spine creates an approximate 1 mile loop for walking and jogging.
III. Urban Design & Site Planning

3.5 Vehicular Circulation and Parking

Simple, efficient and well marked vehicular access and circulation is an integral component to a properly functioning campus. Necessities of automobiles, service and emergency vehicles must be accommodated and must be carefully integrated into the pedestrian oriented campus environment. Parking facilities that are located in parking structures at the southeasterly boundary of the site and below grade at the primary corner Gateway Frontage Building will be logically connected to this system and very clearly identified and marked through signage and wayfinding. Other incidental surface parking that may be necessary shall also be easily accessed and clearly labeled.

**Basic System**

Circulation through the campus is achieved primarily by creating an internal access lane along the interior face of the parking structures. This access lane is served by two primary entrances: at the intersection of Oyster Point and Veterans Boulevards between buildings 180 and 200 and the signalized intersection of Gateway Boulevard approximately 850 feet south of the intersection of Gateway and Oyster Point Boulevards. The access lane is additionally served by secondary entrances that link to signalized intersections at the far ends of the site on Oyster Point and Gateway Boulevards. Supplemental access points will also exist along Gateway and Oyster Point Boulevards to provide limited access to buildings not directly adjacent to the internal access lane.

**Employee/Visitor Vehicular Circulation**

The employee/visitor system is served by the primary entrances and the access lane that leads to the parking structures and the arrival to the Internal Site Buildings. Employees may also use the supplemental access points from Gateway Boulevard and Oyster Point Boulevard to reach subsurface parking associated with the 180 Oyster Point building and the corner Gateway Frontage Building.

**Service / Delivery Circulation**

Service/delivery vehicles have the ability to use all entries but are intended to primarily utilize the secondary entrances and the supplemental access points.

**Emergency Vehicle Circulation**

The emergency vehicles will utilize all entries and supplemental access points as necessary to reach the access lane and central pedestrian spine.

**Shuttle Stops**

An existing shuttle stop is located on Gateway Boulevard at the southwestern end of the campus. Additional future stops are proposed for Gateway and Oyster Point Boulevards to help strengthen the campus's transit orientation.

![Basic Vehicular Circulation System](image)
Parking Supply and Demand

Given the regional location of the Master Plan site, automobiles will likely remain a primary form of access in the near future. Availability of parking for employees and visitors is vital to Gateway Business Park operations. However, the Gateway Business Park will balance parking availability with the promotion of alternative transportation modes by employees. Working in combination with an effective parking strategy, the Master Plan’s Transportation Demand Management (TDM) will encourage employees to use alternative modes of access. This can reduce overall parking demand and thus decrease the amount of parking necessary.

City of South San Francisco parking requirements range from 3.3 to 4.0 spaces per 1,000 square feet for office/research & development uses, though some flexibility in these requirements is allowed. The City may accept revised parking standards as long as the amount of parking generated by the standards is supportive of the recommendations and requirements of the Transportation Demand Management plan prepared for the project. The Institute of Transportation Engineers (ITE) Parking Generation Manual recommends 2.73 spaces per 1,000 square feet for office uses in suburban locations with minimal transit access and no TDM program.

Projects in the immediate area of the Gateway Business Park have been able to demonstrate reduced parking demand rates by implementing TDM programs. Typical ranges for office/research & development uses in South San Francisco and elsewhere in San Mateo County typically range from 1.25 to 2.5 spaces per 1,000 square feet.

Using the City’s parking rates based on the office/research & development land-use category, approximately 4,060 parking stalls would be required at Master Plan build-out. Using the demand rate suggested by the Institute of Transportation Engineers, peak project-generated demand can be accommodated with approximately 700 fewer spaces.

Because parking demand characteristics within the East of 101 Area tend to be lower than City-required rates, lower parking supply for the Master Plan area is appropriate. Using a lower rate than recommend by the City Code provides flexibility in accommodating variations in parking demand and changes in future land use while maintaining a more appropriate relationship with current and expected demand characteristics.
III. Urban Design & Site Planning

3.6 Employee Amenities

Upon completion of the redevelopment of Gateway Business Park the employee population is anticipated to be 3,300 to 3,700. Services and amenities such as those offered by cafes, restaurants, and fitness centers will be incorporated as the employee population reaches the critical mass necessary to support such services.

To the extent that Gateway Business park is occupied by large campus users, these amenities will most likely be provided by the employer for the exclusive use of employees and guests of the employer. In the life-science sector there is considerable concern about security and confidentiality making a more public format unfeasible. If the park is occupied by multiple smaller organizations, these amenities will be provided by the Gateway Business Park Association through third parties for the benefit of all tenants and employees of the business park and their guests.

The association and employers of Gateway Business Park will additionally create programs to maximize the efficiency, convenience and quality of life for employees during the business day. Representative examples of such programs include group fitness, childcare and car-pooling referral services, employee and B2B networking events, dry cleaning pick-up & delivery, fund raising for non-profit community and well-being organizations as well as energy and resource conservation programs.

Due to the incremental implementation of the redevelopment and the need for adequate employee population to support and participate in these programs, implementation will weighted toward the future when over 60% to 75% percent of redevelopment has occurred.
IV. Plan Implementation

4.1 Gateway Business Park Master Plan
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4.2 Phasing 27
IV. Plan Implementation

4.1 Gateway Business Park Master Plan Regulatory & Review Process

**MASTER PLAN**

1. Master Plan + Design Guidelines
2. EIR
3. South San Francisco Planning Department Review
4. South San Francisco City Council/RDA
5. Approval

**INDIVIDUAL BUILDING DEVELOPMENTS**

1. Precise Plan Documents
2. RDA Review/Planning & Design Review
3. Project Construction Documents
4. Building Department Review
5. Building Permit Issued
4.2 Phasing

As Gateway Business Park is and will continue to be a working campus during its evolution, the redevelopment model shall be a phased incremental removal and redevelopment of individual or groups of buildings. Emphasis will be placed upon the appropriate access, service and parking needs of remaining existing buildings as the redevelopment unfolds. Phase 1 is envisioned to begin the transformation with the removal of the FedEx distribution facility, which in turn allows the envelope for the first new building. The ultimate phasing strategy beyond Phase 1 shall be based on the property owner’s discretion, and park tenant and market needs.

Legend
- New Buildings Under Construction on Oyster Point Boulevard
- Existing Building
- Access to Phase 1
- Existing Parcel Lines
Appendix A: Design Guidelines

Purpose and Relationship of Design Guidelines to Master Plan

The Gateway Business Park Design Guidelines have been created to supplement the campus development intent and general organization framework that has been communicated in the Gateway Business Park Master Plan. The purpose of these Design Guidelines is to provide guidance to designers engaged in the project over various phases of redevelopment to achieve an end result consistent with the design intent of the campus. These Design Guidelines will also provide City of South San Francisco planning staff with a benchmark for evaluating how future precise plans remain consistent with the campus vision.
A.1 Open Space

The open space system for this campus will benefit greatly from the consolidation of a predominately amount of the site’s parking into structures. This consolidation will allow for the site area necessary to create a network of linked and usable pedestrian oriented environments that will form the core of the campus experience.

As this is an incremental redevelopment of an operating campus to be completed in phases over time, it will not be feasible for each precise plan to incorporate every component of the design system. Collectively, the precise plans will effectively complete the open space program. For example, a particular open space area may span two precise plans being developed sequentially rather than concurrently. Each precise plan will include a portion of the open space that will function independently in the initial phase but will be fully realized upon the completion of the subsequent phase.

Design Considerations:

- Provide a variety of outdoor spaces appropriate for differing levels of active and passive use.
- Provide a circulation system that expresses hierarchy and is logically connected to all buildings and the exterior public environment.
- Avoid expanses of flat and open outdoor space by breaking down large areas or long spaces into a sequence of smaller scaled experiences where appropriate.
- Enhance the open space experience by creating spaces that protect from the wind, open up to the sun and provide comfort within a consistent landscape character.
- Create an outdoor setting for employees that fosters individual and collective creativity and provides opportunity to interact, hold informal meetings, or eat lunch.
- Reinforce pedestrian scale through site elements and planting.
- Extend the use of buildings to create indoor/outdoor experiences such as integrating courtyards with building entries.
- Create recreational opportunities by incorporating systems for walking, jogging, bicycling, and active recreation where appropriate.
Appendix A: Design Guidelines

Central Commons

Outdoor Gathering Space

Passive Space
Central Commons

The Central Commons is the nucleus of the open space network. This area holds the most important outdoor amenities, gathering spaces, and passive use areas while supporting the majority of the pedestrian circulation system. This is the place where users of the campus will be able to come together, share ideas, build community or simply be able to enjoy a moment outside. The components of this area are:

Central Plaza
- Provide a large, organized space that is suitable for events and employee gatherings.
- Incorporate a focal element into the space such as sculpture, overhead structure or other special feature to help signify this space’s importance.
- Ensure simple and direct circulation around and/or through this space.
- Protect this space from the wind, to the greatest degree practical, by use of elements such as plant material hedgerows, landform berming and topography.

Active Amenity Areas
- Provide active gathering spaces that are appropriately sized for smaller gatherings and uses other than those intended for the Central Plaza.
- Incorporate elements such as amphitheaters, multi-use hard surface play courts or other active uses where appropriate.

Secondary Amenity Areas
- Create spaces appropriate for small scale gatherings, meetings and break areas.
- Integrate these spaces into the landscape elements that provide a wind protecting framework; i.e. walls, rocks, earthforms, planting, etc.
- Separate these spaces from the main pedestrian flow, but link them to the central spine with secondary pathways.

Interior Building Entry Courtyards
- Strengthen the indoor/outdoor experience of building entries by creating courtyards that provide seating areas and convenient places to meet a colleague or greet a visitor.
Street Frontage

The Street Frontage is the area along the public face of the site that supports the flow of public pedestrian traffic and provides the interface to public transit connections. This area also plays an important role in establishing campus identity. The components of this area are:

Iconic Elements

- Reinforce the iconic architectural expression at the intersection of Oyster Point and Gateway Boulevards with a sculptural element or special feature that is enhanced by a series of site elements such as walls, lighting, and landscape that express a high level of quality and provide campus identity.

Primary Entry

- Provide continuity and repetition of elements used at the intersection of Oyster Point and Gateway Boulevards (forms, walls, lighting etc.) to signify this location as a primary entry and help strengthen the frontage’s overall unity.
- Provide clear and attractive wayfinding signage that orients visitors into the site.

Supplemental Access Points

- Provide clear wayfinding signage elements that are incorporated into the landscape. These points should be developed at a lower intensity than the intersection of Oyster Point and Gateway Boulevards and the Primary Entry.

Shuttle Stops

- New shuttle stop locations on Gateway Boulevard and Oyster Point Boulevard should be designed to be consistent with the vocabulary of the existing stop at Gateway Boulevard subject to approval by The Gateway Association.
Appendix A : Design Guidelines

Parking Structure Frontage

The Parking Structure Frontage is the area between the parking structures and the internal access lane that creates the eastern edge of the Central Commons.

- Create a landscape screen for the parking structures. This screen may include trees, shrubs and ground covers in addition to vines that are incorporated into the face of the parking structures.
- Accentuate pedestrian outlets of parking structures with well designed connections, enhanced planting and clear wayfinding elements.

Arrival Areas

There will be multiple arrival areas that are developed as the campus is incrementally redeveloped over time. Some of these areas are likely to be more pedestrian in nature as some buildings within the campus will not have direct vehicular access. Regardless of their mode of access, all arrival areas will be emphasized and clearly identified to help orient employees and visitors.

A primary arrival area will be located immediately adjacent to the primary access to the campus between the 180 and 200 Oyster Point Boulevard and the Internal Site Buildings. When fully realized, this area will demonstrate a significant corporate presence and a “headquarters” atmosphere.

- Shape architectural forms to define a welcoming space that is protected from wind.
- Incorporate special site elements such as sculpture or wind-proof water feature.
- Create a common protected indoor/outdoor experience between buildings with an element such as an atrium or over head trellis structure to act as a welcoming feature and/or to define event space.
- Utilize enhanced hardscape materials and rich landscape planting.
- Create clear and simple connection and relationship to parking structures.
A.2 Circulation

Simple, efficient and well marked circulation is an integral component to a properly functioning campus. Automobiles, service and delivery trucks and emergency vehicles must have clear and direct routes, but their accommodation should avoid compromising the pedestrian focused environment. The pedestrian experience will be one where employees and visitors are connected to the entire system of buildings, parking structures, outdoor spaces and links to transit, with a comfortable and easy to navigate circulation network.

**Design Considerations:**

- Develop a hierarchical pedestrian system that identifies major and minor connections with changes in dimension, material combinations and wayfinding.
- Minimize conflicts with pedestrian and vehicular systems and maximize safety by prioritizing the pedestrian route in design, materials and signage.
- Identify primary vehicular entries with landscape and wayfinding site elements that pronounce the entry’s importance, give identity and clearly mark destinations.
- Separate primary employee and visitor entries from those serving service and delivery vehicles to the greatest extent possible.
- Combine both automobile and service vehicle paths of travel once internal to campus to minimize site area dedicated to roadway.
- Prioritize connections to transit to express the value of this system to the campus and its importance to help minimize traffic impacts.
Pedestrian Circulation Framework

The following elements make up the comprehensive pedestrian circulation system:

**Central Pedestrian Spine**
- Create a primary conduit for pedestrian movement through the campus that is generous in scale to comfortably allow the highest volumes of pedestrian traffic and also accommodate bicycle movement.
- Link major outdoor amenity / use spaces with this spine.
- Incorporate shared emergency vehicle access where necessary. This will be achieved by combining an additional width of reinforced turf that is load bearing and drivable to create an overall 20 foot clear dimension with a 13 foot vertical height clearance.
- Route spine through the landscape with sweeping curves rather than straight lines and right angles to better compliment an informal landscape approach.
- Utilize hard surface pavement materials such as concrete and/or modular pavers and consider incorporation of permeable paving systems.

**Parking Structure Connections**
- Create direct connections from the major pedestrian outlets of parking structures to the central spine and building entries to help direct visitors and make simple connections for employees.
- Incorporate material and grade distinction into vehicular drives where these connections cross to signify the pedestrians’ presence and priority.
- Consider applying overhead cover or trellis system for portions of this system if practical.
- Utilize hard surface pavement materials such as concrete and/or modular pavers.
Secondary Central Commons Walkways

- Provide a secondary walkway system within the Central Commons that connects to the smaller intimate spaces that are not associated with the central spine.
- Reduce scale of walkway widths to clearly differentiate this system from the central spine.
- Utilize hard surface pavement materials such as concrete and/or modular pavers.

Connections to Public Realm

- Create private sidewalk and pathway connections into and out of the campus core from the central spine.
- Associate these connections with the primary vehicular entries and supplemental access points but maintain adequate separation for pedestrian safety.
- Utilize hard surface pavement materials such as concrete and/or modular pavers.

Perimeter Walk

- Reuse existing walkway between existing Poplar tree hedgerow.
- Extend walkway concept in areas where existing walk and hedgerow are removed and reestablished due to new building development.

Public Sidewalk

- Extend a public sidewalk associated with the street edge along the entire length of Gateway Boulevard. This new sidewalk will link to an existing sidewalk that terminates at the southern end of the campus’s frontage and will be incrementally implemented with the phased redevelopment of the Gateway Frontage Buildings.
- Match existing sidewalk materials and dimensions.
Appendix A: Design Guidelines

Vehicular Circulation Framework

Safe and efficient movement of vehicular traffic is essential to the working campus. Automobiles and service vehicles will need to coexist with the pedestrian environment in an organized manner that gives many visual clues to ensure their safe integration.

**Design Considerations**

- Design circulation routes to encourage slower traffic speeds. In particular, the internal access lane in between the Central Commons and the parking structures is to be viewed as a slow speed driveway rather than a higher speed roadway.
- Interrupt drive paving with contrasting materials at intersections with pedestrian crossings to highlight pedestrian priority.
- Consider the use of raised speed tables to provide an uninterrupted path of travel for pedestrians across drive lanes at major pedestrian crossings. These elements create an at-grade crossing with the sidewalk level and help to further slow vehicular traffic.
- Pave the internal access lane with enhanced materials and/or texture and color distinction from typical gray asphalt.
- Design two lane drives to be a minimum 25’ overall curb to curb dimension except at the internal access lane where narrower dimensions are allowed.
- Consider the incorporation of gentle curves in the alignment of the internal access lane against the parking structure building line if proper sight line distances can be maintained from pedestrian crossings.
- Incorporate clear and consistent way finding into circulation network and destination identification.

Legend

- **Internal Access Lane**
- **Primary Entry Boulevard**
- **Secondary Entrances**
- **Supplemental Access Points**
- **Emergency Access at Central Spine**
- **Garage Access**

Basic Elements for Vehicular Circulation Framework
A.3 Buildings

Quality architectural design and expression is a crucial component to the campus’s day-to-day experience for employees, visitors, neighbors, and the South San Francisco community. The overarching architectural vocabulary of the campus should reflect a general cohesiveness while allowing variety through individual building groups. This distinction by group or “variety by type” approach is intended to produce a campus where the buildings are not homogenous. The newly developed and under construction buildings at 180 and 200 Oyster Point Boulevard (not part of the Gateway Business Park Master Plan area) provide a benchmark for quality and a point of beginning for future designers in developing the campus’s intended architectural variety.

**Design Considerations:**

- Design buildings to provide an appropriate public face and provide spatial definition to internal open space.
- Ensure that buildings are appropriately scaled and articulated.
- Employ high quality materials that are durable, lasting, and aesthetically pleasing.
- Implement resource conscious practices by designing architectural building components to a LEED equivalent standard.
- Incorporate plant material into architectural vocabulary where practical.
- Articulate and pronounce building entries and provide continuity between indoor and outdoor environments.
- Conceal mechanical systems, especially at the ground level.
- Screen service areas from public view.
Appendix A: Design Guidelines

Building Types and Envelopes

There are four building types that make up the new building program within the campus: the Gateway Frontage Buildings, the Internal Site Buildings, and the Parking Structures. The diagram on this page represents approximate building envelopes related to setbacks identified in the Gateway Business Park Master Plan. Actual envelopes will be determined as part of subsequent individual development project precise plans through the campus’s incremental redevelopment.

Gateway Frontage Buildings

There are three envelopes for this group:

- Corner Envelope: This envelope will contain one new building.
- Central Envelope: This envelope will contain up to two new buildings.
- Southern Envelope: This envelope will contain one new building.

Internal Site Buildings

There is one envelope for this group that will contain two new buildings.

Parking Structures

There are multiple envelopes for this group. Two to four individual parking structures are possible and will be determined during precise plan process.

Oyster Point Frontage Buildings

The 180 and 200 Oyster Point Boulevard Buildings that are currently under construction are not technically part of the Master Plan area; however, their context plays an important role in the perception of the broader campus. Their architectural expression utilizes metal and glass to create simple and clean forms.
Gateway Frontage Buildings

The Gateway Boulevard Frontage Buildings include the building at the intersection of Gateway and Oyster Point Boulevards and those that occur along the public edge of Gateway Boulevard facing the existing hedgerow of Poplar trees.

Common Design Considerations:

- Differentiate external and internal building faces.
- Create external building elevations (facing public streets) that are simple in execution but articulated in a manner which adds visual definition and reduces the impression of large expanses of “flatness”.
- Relate internal building elevations (facing the Central Commons) to the pedestrian experience and incorporate human scale references, such as terracing, balconies, overhangs and handrails where appropriate.
- Employ variation in building heights and/or within particular building rooflines to avoid monotonous building massing.
- Provide clear and accentuated primary entry points on internal and external building faces by incorporating appropriately scaled canopies, projections or recesses from the primary building face. Design should emphasize the internal face as the true primary entry, as this will serve as the main employee entrance.
- Soften exposure of access to sub-surface parking and full screen service bays adjacent to public streets.

Corner Building

Design Considerations:

- Differentiate this building through distinctive design as it will be the most visible of all new buildings within the campus and will symbolize a “gateway experience”.
- Address the corner with a building form that engages both Gateway and Oyster Point Boulevards equally and incorporates an iconic architectural form or building element at the center transition.
- Incorporate sub-surface parking into building design as this building will likely require parking provisions other than the parking structures.

Other Frontage Buildings

Design Considerations:

- Accentuate building corners that present themselves to primary entries.
Appendix A : Design Guidelines

Internal Site Buildings

These buildings will help define an important component of the Central Commons and frame a primary arrival area accessed via the campus entrance from Oyster Point Boulevard between Buildings 180 and 200.

Internal Buildings

Design Considerations

- Shape architectural forms to create a welcoming space that clearly defines arrival and orientation to building entries.
- Differentiate internal Central Commons and arrival area building faces.
- Relate building elevations facing the Central Commons to the pedestrian experience and incorporate human scale references, such as terracing, balconies, overhangs and handrails where appropriate.
- Emphasize quality materials and composition and clearly pronounce building entries for building elevations facing the arrival area.
- Consider a common transitional indoor/outdoor element like an atrium between the new buildings to act as a welcoming feature and to provide an exterior climate protected space. Feasibility of incremental installation with phased building development should also be considered.
- Screen service and mechanical areas by providing screening or enclosures and integrate into the architectural composition whenever possible.
Parking Structures

The parking structures have been located and consolidated along the rear southeasterly boundary of the site. These structures play a major role in the definition of the campus’s Central Commons open space as they define much of its eastern edge.

- Employ parking structure siting and setback variation to help break up long linear facades. Architectural expression such as stair towers projecting from the primary building line to be included where practical to further assist breakdown of linear façade.

- Allow for generous separation between garages where possible.

- Locate primary vehicular entrances to parking structures as close as practical to the primary entry drives to encourage traffic flow directly into the structures and discourage traffic along the internal access lane.

- Emphasize corners and other locations where these structures act as a terminus to views into the campus.

- Accentuate pedestrian entrance/exit points (likely elevator and stair towers locations) to prioritize pedestrian access.

- Incorporate a practical planting component to the face of the structures to help “soften” their presence.

- Develop enhanced architectural treatment to structure façade adjacent to the arrival zone associated with the Internal Site Buildings.

- Incorporate solar panel and/or automobile shade or trellis structures into the long axis perimeter edge of the top floor of the parking structure. Structures are to be designed as pronounced features rather than utilitarian attachments to provide visual interest when viewed from the pedestrian level below and when viewed from upper floors of adjacent structures or up-gradient properties.
Appendix A : Design Guidelines

A.4  Service and Loading

Service and loading facilities play a critical role in the operation of a life sciences oriented research and development facility. It is anticipated that each individual building within the campus will require a dedicated area for these functions.

**Design Considerations:**
- Screen loading and service areas fully from public view if adjacent to a public street.
- Avoid locating these areas near primary building entries and open spaces amenities.
- Incorporate contextual architectural vocabulary into screen walls and fence systems.
- Combine architectural and landscape elements where possible to soften screen elements.

A.5  Commercial Use Integration

The Gateway Business Park redevelopment will incorporate commercial space and amenities that are appropriate to the campus environment and its locational context.

**Design Considerations:**
- Locate amenities and commercial use in portions of buildings that are easily accessible to patrons both from a vehicular and pedestrian perspective.
- Provide clearly delineated parking facilities and pedestrian connections associated with commercial uses.
- Incorporate clear directional signage to lead patrons to these destinations and emphasize their entries through architectural expression or effective signage.
- Implement commercial uses when the appropriate employee/customer population base has been established with the phased redevelopment of the campus.
A.6 Interim Improvements

As the campus is incrementally redeveloped through individually phased development projects, it is likely that certain interim improvements may be necessary to maintain the functionality of the remaining existing campus.

**Design Considerations:**

- Design and construct interim parking areas, pedestrian access and internal drives to City standards for permanent construction regardless of the intended lifespan or retain use of existing improvement.
- Screen areas under construction for individual phases from public and internal campus view. Standards for internal screening shall be consistent with those applicable to public view. Screening materials will be typical materials used at commercial construction sites.
Appendix A : Design Guidelines

A.7 Landscape

The landscape’s role in creating a pedestrian oriented campus environment is paramount as it provides the unifying fabric that shapes the pedestrian’s experience. The character intent within the campus is to create a natural and informal landscape that is built upon the use of a simple palette of plant materials and an elegant combination of form, color and texture. Taking advantage of existing landscape elements, shaping spaces to respond to climate conditions and creating an informal character will provide a level of quality and usability that will ensure the landscape’s success.

The guidelines take into consideration the dynamic quality of plant materials and the related need for maintenance to accomplish proper design intent and durability.

Design Considerations:

• Utilize earth forms and plant materials in conjunction with circulation to create a sequence of successive spaces that foster a sense of discovery throughout the landscape. Avoid flat, exposed, featureless space.

• Develop forms characterized by sweeping masses of plant material that interplay with walls and topography rather than geometric patterns.

• Reinforce the definition of outdoor spaces and create protected environments with the use of plant materials for windbreaks.

• Utilize a variety of plant materials that provide seasonal interest throughout the year.

• Vary planting approach to correspond to the level of pedestrian interaction. More intensity of texture and color is appropriate where people will stop and experience rather than simply pass through the space.

• Incorporate natural materials such as stone and rock work into the landscape to help ground the campus in a natural experience.

• Incorporate plant materials that can display the dynamic expression of the movement of wind.
Appendix A : Design Guidelines

- Prioritize water efficiency in landscape design.
- Utilize plant materials that are best suited for the site’s specific soil and climate conditions and apply their use in design to best match their horticultural needs for water and solar exposure. Special emphasis should be given to the selection of wind tolerant species.
- Enhance building entries by using appropriate scaled planting that emphasizes fragrance and/or color.
- Incorporate plant materials into architectural design where practical.
- Design the landscape treatments at primary and secondary vehicular access points along Gateway Boulevard to accentuate and differentiate these points from the remainder of the landscaped frontage.

See Appendix B for a master list of plant materials that are suitable for use on this site. The list has been created with careful consideration to plants that have a history of growing successfully in the South San Francisco East of 101 or comparable climate. The master list is not meant to exclude or limit other suitable plant selections but rather to serve as a baseline for future designers.
Appendix A : Design Guidelines

A.8 Lighting

Site and architectural lighting systems provide the safe illumination of pedestrian and vehicular circulation systems, add emphasis to important architectural features, outdoor spaces and elements and help to reinforce the campus’s overall character.

**Design Considerations:**

- Achieve illumination levels recommended for safety as outlined by the Illumination Engineering Society of North America for all pedestrian and vehicular circulation systems.

- Utilize a consistent vocabulary of site lighting elements throughout the campus to provide continuity to the site lighting system. A contemporary design aesthetic that relates to the campus’s architectural expression and the natural landscape character should be employed rather than traditional or historic forms and fixtures.

- Special architectural lighting should be employed to add distinction and emphasis to important building features such as the iconic building form or element at the intersection of Gateway and Oyster Point Boulevards.

- Vary the height and scale of site lighting components to relate to the pedestrian environment. Pole and fixture heights should be tallest (20’ plus) in areas associated with vehicular travel and should become progressively shorter in pedestrian focused areas. Typical pedestrian scaled poles/fixtures should be approximately 12’ to 14’ in height with bollard lighting approximately 3’ in height.

- Emphasize building entries, primary pedestrian circulation routes and intersections and crossings with vehicular travel.

- Appropriately illuminate signage and wayfinding system components to make information clearly legible at night.

- Avoid unnecessary light pollution by use of “cut-off” fixtures designed to prevent the upward cast of light where appropriate.

- Consider ambient light generated by buildings in the design of site lighting systems to help prevent over lighting.

- Consider color rendition, energy consumption and long term maintenance when selecting light lamps. Differentiate pedestrian and vehicular circulation with different light lamp types such as mercury vapor and sodium vapor when practical as an effective way to further delineate these two modes of travel.

- Incorporate accent lighting to highlight special site features and create points of emphasis.

- Consider use of solar powered fixtures where appropriate to utilize natural resources efficiently.

Hierarchy of Fixtures
## B.1 Master Plant List

### TREES

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<thead>
<tr>
<th>Botanical Name</th>
<th>Common Name</th>
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<td>Cupressus macrocarpa</td>
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<tr>
<td>Pinus eldarica</td>
<td>Afghan Pine</td>
</tr>
<tr>
<td>Pinus munita</td>
<td>Bishop Pine</td>
</tr>
<tr>
<td>Pinus nigra</td>
<td>Austrian Black Pine</td>
</tr>
<tr>
<td>Pittosporum eugenoides</td>
<td>Stone Pine</td>
</tr>
<tr>
<td>Pittosporum tenufolium</td>
<td>Pittosporum</td>
</tr>
<tr>
<td>Pittosporum undulatum</td>
<td>Victorian Box</td>
</tr>
<tr>
<td>Platanus acerfolia</td>
<td>London Plane Tree</td>
</tr>
<tr>
<td>Prunus cerasifera 'Krater Vesuvius'</td>
<td>Flowering Plum</td>
</tr>
<tr>
<td>Prunus lusitanica</td>
<td>Portugal Laurel</td>
</tr>
<tr>
<td>Prunus serrulata</td>
<td>Japanese Flowering Cherry</td>
</tr>
<tr>
<td>Pyrus calleryana 'Aristocrat'</td>
<td>Redspire Pear</td>
</tr>
<tr>
<td>Quercus agrifolia</td>
<td>Coast Live Oak</td>
</tr>
<tr>
<td>Sequoya sempervirens</td>
<td>Coast Redwood</td>
</tr>
<tr>
<td>Tristania conferta</td>
<td>Brisbane Box</td>
</tr>
</tbody>
</table>

### SHRUBS

<table>
<thead>
<tr>
<th>Botanical Name</th>
<th>Common Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acacia longifolia</td>
<td>Sydney Golden Wattle</td>
</tr>
<tr>
<td>Baccharis pilularis</td>
<td>Prostrate Coyote Brush</td>
</tr>
<tr>
<td>Berberis thunbergii 'Atropurea'</td>
<td>Redleaf Japanese</td>
</tr>
<tr>
<td>Buxus microphylla japonica</td>
<td>Japanese Boxwood</td>
</tr>
<tr>
<td>Ceanothus 'Joyce Coulter'</td>
<td>NCN</td>
</tr>
<tr>
<td>Ceanothus 'Ray Hartman'</td>
<td>NCN</td>
</tr>
<tr>
<td>Cistus spp.</td>
<td>Rockrose</td>
</tr>
<tr>
<td>Cotoneaster horizontalis</td>
<td>Rock Cotoneaster</td>
</tr>
<tr>
<td>Dodonaeas viscosa</td>
<td>Hopseed Bush</td>
</tr>
<tr>
<td>Echium fastuosum</td>
<td>Pride of Madeira</td>
</tr>
<tr>
<td>Escallonia spp.</td>
<td>Escallonia</td>
</tr>
<tr>
<td>Ligustrum japonicum 'Texanum'</td>
<td>Waxleaf Privet</td>
</tr>
<tr>
<td>Mahonia aquifolium</td>
<td>Oregon Grape</td>
</tr>
<tr>
<td>Phormium tenax</td>
<td>New Zealand Flax</td>
</tr>
<tr>
<td>Pittosporum crassifolium</td>
<td>Pittosporum</td>
</tr>
<tr>
<td>Pittosporum tobira</td>
<td>Tobira</td>
</tr>
<tr>
<td>Raphiolepis indica</td>
<td>India Hawthorn</td>
</tr>
<tr>
<td>Rosmarinus officinalis</td>
<td>Rosemary</td>
</tr>
<tr>
<td>Salvia leucantha</td>
<td>Mexican Bush Sage</td>
</tr>
<tr>
<td>Teucrium fruticans</td>
<td>Bush Germander</td>
</tr>
<tr>
<td>Westringia rosmariniformis</td>
<td>Coast Rosemary</td>
</tr>
</tbody>
</table>
## Appendix B: Master Plant List

### Groundcovers & Vines

<table>
<thead>
<tr>
<th>Botanical Name</th>
<th>Common Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bergenia crassifolia</td>
<td>Winter-Blooming Bergenia</td>
</tr>
<tr>
<td>Clytostoma callistegoides</td>
<td>violet trumpet vine</td>
</tr>
<tr>
<td>Cerastium tomentosum</td>
<td>Snow-in-Summer</td>
</tr>
<tr>
<td>Distichis buccinatoria</td>
<td>Blood Red Trumpet Vine</td>
</tr>
<tr>
<td>Ficus pumila</td>
<td>Creeping Fig</td>
</tr>
<tr>
<td>Fragaria chiloensis</td>
<td>Wild Strawberry</td>
</tr>
<tr>
<td>Gazania ‘Mitsuwa Yellow’</td>
<td>Gazania</td>
</tr>
<tr>
<td>Hedera helix</td>
<td>English Ivy</td>
</tr>
<tr>
<td>Juniperus conferta</td>
<td>Shore Juniper</td>
</tr>
<tr>
<td>Lonicera japonica ‘Halliana’</td>
<td>Halls Honeysuckle</td>
</tr>
<tr>
<td>Ophiopogon japonicus</td>
<td>Mondo Grass</td>
</tr>
<tr>
<td>Parthenocissus quinquefolia</td>
<td>Virginia Creeper</td>
</tr>
<tr>
<td>Parthenocissus tricuspidata</td>
<td>Boston Ivy</td>
</tr>
<tr>
<td>Plumbago auriculata</td>
<td>Cape Leadwort</td>
</tr>
<tr>
<td>Pelargonium peltatum</td>
<td>Ivy Geranium</td>
</tr>
<tr>
<td>Rosa banksias</td>
<td>Lady Banks’ Rose</td>
</tr>
<tr>
<td>Tecomaria capensis</td>
<td>Cape honeysuckle</td>
</tr>
<tr>
<td>Trachelospermum jasminoides</td>
<td>Star Jasmine</td>
</tr>
</tbody>
</table>

### Perennials & Grasses

<table>
<thead>
<tr>
<th>Botanical Name</th>
<th>Common Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agapanthus ‘Queen Anne’</td>
<td>Lily of the Nile</td>
</tr>
<tr>
<td>Agapanthus ‘Peter Pan’</td>
<td>Lily of the Nile</td>
</tr>
<tr>
<td>Erigeron spp.</td>
<td>Fleabane</td>
</tr>
<tr>
<td>Hemerocallis spp.</td>
<td>Evergreen Daylilies</td>
</tr>
<tr>
<td>Lantana spp.</td>
<td>Lantana</td>
</tr>
<tr>
<td>Lavandula dentata</td>
<td>French Lavender</td>
</tr>
<tr>
<td>Limonium perizii</td>
<td>Sea Lavender</td>
</tr>
<tr>
<td>Pennisetum setaceum</td>
<td>Fountain Grass</td>
</tr>
<tr>
<td>Salvia spp.</td>
<td>Sage</td>
</tr>
<tr>
<td>Sestaria autumnalis</td>
<td>Autumn Moor Grasses</td>
</tr>
<tr>
<td>Stipa tenuissima</td>
<td>Mexican Feather Grass</td>
</tr>
</tbody>
</table>
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Appendix C : Master Sign Program

OVERVIEW

The Master Sign Program for the Gateway Business Park comprised of the Exterior Site Sign System and the Tenant Signage Guidelines has been developed to:

• Provide a consistent framework and design vocabulary to the overall signage system to assist day to day users and visitors to navigate safely and efficiently within the campus and provide a consistent, high quality visual thread of Campus Brand Identity.

• Provide general design intent of all signage system components and specific design direction and location intent for certain portions of the system.

• Allow for simplified review and approval of future signage applications for sign elements consistent with these guidelines, especially those that have been designed at a higher level of detail.

It should be noted, while not a governed part of the Gateway Business Park, the 180 and 200 Oyster Park buildings adjacent to Gateway Business Park will be carefully considered as to their approximation, impact and integration into the Gateway Business Park Master Sign Program. Every effort will be made for a seamless integration of both properties as it relates to Site Branding, Wayfinding, Facility identification and regulatory signage.

Design Considerations:

• Incorporate the character of the campus and observe consistency with the vision of The Gateway Master Plan.

• Create a unique identity for Gateway Business Park and provide a unified appearance throughout the Campus.

• Utilize a cohesive materials palette, color palette and typography. Materials chosen will be inspired from those provided within the Landscape plan and surrounding the project architecture. Color palette and typography will be selected based upon the project’s Brand Identity.

• Optimize sign placement and design for legibility during the day and night. Lighting will play a roll in ensuring nighttime visibility for some of the major project identification sign types within the hierarchy.

• Design so massing will be appropriate in scale to the surroundings and will integrate with other elements of the landscape design when applicable.

Regulatory Considerations:

• Standard Department of Transportation and California Building Code requirements will be met in the development of control and informational signage throughout the campus.

• Fire safety and emergency codes are taken into account within the program. This will ensure a controlled, accessible and safe campus environment for all visitors, day-to-day users and emergency personnel.

• The Gateway Specific Plan District and South San Francisco Municipal Code shall regulate a building tenant’s implementation of building mounted signage.

There are a wide variety of signs required within the Gateway Business Park. The following Site Plan diagram illustrates the proposed locations of the sign program and is to be viewed in tandem with the text and graphics in this document.

The proceeding pages outline the entire Program Sign Hierarchy and provide information regarding each sign type’s function, general location and description.
Appendix C : Master Sign Program

Primary Sign Locations Site Plan

Note:
Building footprints indicated are conceptual and sign locations are approximate.
Appendix C : Master Sign Program

EXTERIOR HIERARCHY

SITE BRANDING

The primary function of Site Branding signage is to identify the Gateway Business Park from the street. It shall also serve to direct day-to-day users and visitors into the Gateway Business Park property. There are four types of Site Branding signage:

A Primary Project Branding Device, located at the corner of Oyster Point and Gateway Blvd., shall identify the Gateway Business Park and integrate into a landscaped corner wall at this location. Any illumination shall be internally halo illuminated, or by direct illumination via ground level spots.

Primary Entry Identification signs identify main points of entry into the Gateway Business Park. These elements will display the GGBP Brand, building address ranges, and possibly carry directional information and major tenant names. This sign type may integrate into a landscaped wall system. Any illumination shall be internally halo illuminated, or by direct illumination via ground level spots.

Secondary Entry Identification signs identify secondary points of entry into the Gateway Business Park. These elements will display the GGBP Brand and any directional / informational copy. Any illumination shall be internally halo illuminated, or by direct illumination via ground level spots.

Tertiary Entry Identification signs identify tertiary points of entry into the Gateway Business Park. These elements will display the GGBP Brand and directional / informational copy and are smaller in massing when compared to the Secondary Entry ID. Any illumination shall be internally halo illuminated, or by direct illumination via ground level spots.

Example of Site Branding Signage
IDENTIFICATION

The function of signage in the Identification category is to provide identification of a building’s address, occupant (including their brand), or use. There are six types of Identification signage:

Address numbers are building mounted elements that are mounted in high visibility locations and provide information to day-to-day users, visitors, and safety personnel. There shall be building address numbers located on at least two sides of the building and shall be visible from the street or property entrance. Address numbers may be illuminated through the number’s face or back (halo).

Garage Identification signage may be freestanding and/or building mounted. This sign identifies the parking structures and their use. The sign elements shall be located in a high visibility location interior to the property. Any illumination shall be internally halo illuminated, or by direct illumination via ground level spots.

Service Bay Identification are relatively small identification signs to note service areas of the property and its buildings. This signtype shall not require any illumination other than ambient.

The Tenant Sign Design Guidelines (page C-20) discuss requirements of individual building identification signage in detail.

REGULATORY

All regulatory signage consists of varying types of sign messages that meet government requirements. These signtypes control vehicular traffic, emergency procedures, regulate parking, and inform staff and visitors. Because of the vast array of sign messages, every effort shall be made to limit the sizes, shapes and colors of the sign forms. Sign posts and panels should meet the same design characteristics as all other sign categories. This signtype shall not require any illumination other than ambient. Some signs may be required to have reflectorized graphics by law.
Appendix C : Master Sign Program

WAYFINDING

The function of Wayfinding Signage is to direct day-to-day users, visitors, and safety personnel to destinations within the Gateway Business Park. There are three types of Wayfinding signage:

Primary Wayfinding Devices shall provide initial vehicular direction information at the Oyster Point and Gateway corner approach to the site by flanking both sides of the Primary Project Branding Device. The information carried shall be address ranges with appropriate direction arrows. Any illumination shall be internally halo illuminated, or by direct illumination via ground level spots.

Vehicular Directionals may be freestanding or integrated wall systems that provide vehicular wayfinding information. The letterform heights shall be of a scale that is readable from a moving vehicle. These signs shall be placed at vehicle decision points throughout the interior of the property. This signtype shall not require any illumination other than ambient.

A Pedestrian Directional/Directory may be a freestanding element that contains pedestrian wayfinding information. The letterform heights shall be of a scale that is readable from a pedestrian’s viewing distance and speed, or from standing directly in front. These signs shall be placed at pedestrian path decision points throughout the interior of the property. A map graphic may be included to provide a reader with an orientation plan. This signtype shall not require any illumination other than ambient.
## Exterior Site Sign System Hierarchy - Gateway Business Park

<table>
<thead>
<tr>
<th>Sign Name</th>
<th>Function</th>
<th>Location</th>
<th>Form/Massing Elevations</th>
<th>Quantity</th>
<th>Remarks</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Branding</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Primary Project Branding Device B.01</td>
<td>Identifies Gateway Business Park</td>
<td>Located at the Corner of Oyster Point and Gateway Blvd.</td>
<td></td>
<td>1</td>
<td>Integrated into landscaped corner wall at Oyster Pt. and Gateway Boulevards</td>
<td>Page C-12-13</td>
</tr>
<tr>
<td>2. Primary Entry Identification B.02</td>
<td>Identifies Gateway Business Park. Displays the GBP Brand, building addresses, directional information and major tenants</td>
<td>Located at Primary site entries</td>
<td></td>
<td>2</td>
<td>Integrated into landscaped wall at primary site entries</td>
<td>Page C-12-13</td>
</tr>
<tr>
<td><strong>Wayfinding</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Primary Wayfinding Device DIR.01</td>
<td>Provides initial vehicular directional and wayfinding information at approach to site</td>
<td>Flanking the sides of B.02</td>
<td></td>
<td>1</td>
<td>Integrated into corner wall or landscape at Oyster Pt. and Gateway Boulevards</td>
<td>Page C-16</td>
</tr>
<tr>
<td>6. Vehicular Directional DIR.02</td>
<td>Provides vehicular directional and wayfinding information</td>
<td>Placed at appropriate locations within property</td>
<td></td>
<td>5</td>
<td></td>
<td>Page C-17</td>
</tr>
<tr>
<td>7. Pedestrian Directional / Directory DIR.03</td>
<td>Provides pedestrian directional and wayfinding information</td>
<td>Placed at appropriate locations within property</td>
<td></td>
<td>4</td>
<td></td>
<td>Page C-18</td>
</tr>
</tbody>
</table>
### Exterior Site Sign System Hierarchy - Gateway Business Park

<table>
<thead>
<tr>
<th>Sign Name</th>
<th>Function</th>
<th>Location</th>
<th>Form/Massing Elevations</th>
<th>Quantity</th>
<th>Remarks</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>What do we call it?</td>
<td>What does it do?</td>
<td>Where is it placed?</td>
<td>What is its form?</td>
<td></td>
<td>Any special notations?</td>
<td></td>
</tr>
<tr>
<td>ID.01 Building Address</td>
<td>Provides Building Address Information</td>
<td>Wall mounted elements on appropriate</td>
<td>180</td>
<td>Min 2 /</td>
<td>Will be clearly visible to fire safety and</td>
<td></td>
</tr>
<tr>
<td>Numbers</td>
<td></td>
<td>high visibility building locations, on</td>
<td></td>
<td>Bldg</td>
<td>emergency personnel</td>
<td></td>
</tr>
<tr>
<td>ID.02 Garage Identification</td>
<td>Identifies parking structures</td>
<td>Wall mounted elements on appropriate</td>
<td>PARKING</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>high visibility parking garage locations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ID.03 Building ID</td>
<td>Building Identification entry marker for</td>
<td>Located perpendicular near pedestrian</td>
<td></td>
<td></td>
<td>Will conform to S. SF and Gateway Specific</td>
<td>Page C-29</td>
</tr>
<tr>
<td>(Single / Multi -</td>
<td>Gateway Business Park buildings that</td>
<td>walkway near entrance area to building</td>
<td></td>
<td></td>
<td>Plan District codes</td>
<td></td>
</tr>
<tr>
<td>Tenant)</td>
<td>displays the building address and major</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ID.04 Building Mounted ID</td>
<td>Tenant Identification for</td>
<td>Wall mounted elements on appropriate</td>
<td></td>
<td></td>
<td>Will conform to S. SF and Gateway Specific</td>
<td>Page C-23-27</td>
</tr>
<tr>
<td>ID.05 Service Bay ID</td>
<td>Gateway Business Park buildings</td>
<td>high visibility building locations</td>
<td></td>
<td></td>
<td>Plan District codes</td>
<td></td>
</tr>
<tr>
<td>ID.06</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Exterior Site Sign System Hierarchy - Gateway Business Park

<table>
<thead>
<tr>
<th>Sign Name</th>
<th>Function</th>
<th>Location</th>
<th>Form/Massing Elevations</th>
<th>Quantity</th>
<th>Remarks</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>13. Visitor Parking Identification R.01</td>
<td>Identifies the specific parking stall as Visitor parking</td>
<td>At each Visitor parking stall in vertical placement location</td>
<td>TBD</td>
<td>TBD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14. Accessible Parking Identification R.02</td>
<td>Identifies the specific parking stall as accessible</td>
<td>At each accessible parking stall in vertical placement location</td>
<td>TBD</td>
<td>TBD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15. Van Accessible R.02(A)</td>
<td>Identifies the specific parking stall as accessible or van accessible</td>
<td>At each van accessible parking stall in vertical placement location</td>
<td>TBD</td>
<td>TBD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16. CVC Parking Regulation Sign R.03</td>
<td>Displays CVC required regulations</td>
<td>Located at vehicular entries to parking areas</td>
<td>TBD</td>
<td>TBD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17. Garage Entry Code Signage R.04</td>
<td>Displays Code required information</td>
<td>Located at vehicular entries to parking garages</td>
<td>TBD</td>
<td>TBD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18. Stop Sign R.05</td>
<td>Identifies a vehicular stop sign with a DOT compliant sign</td>
<td>Located at main parking area entrances and throughout parking lot</td>
<td>TBD</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19. Speed Limit Sign R.06</td>
<td>Provides Speed Limit information</td>
<td>Located throughout parking areas</td>
<td>TBD</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20. Pedestrian Crossing Sign R.07</td>
<td>Identifies Pedestrian crossing zones</td>
<td>Located near all pedestrian crossing zones</td>
<td>TBD</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21. Traffic info R.08</td>
<td>Provides vehicular exit information</td>
<td>Located at restricted property exit points</td>
<td>TBD</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>22. Emergency Access Signage R.09</td>
<td>Identification marker for Emergency vehicle access only roadways</td>
<td>Located at all Emergency vehicle access only entry points</td>
<td>TBD</td>
<td>4</td>
<td>Will be clearly visible to fire safety and emergency personnel</td>
<td></td>
</tr>
</tbody>
</table>
Appendix C : Master Sign Program

Primary Project Branding
Appendix C : Master Sign Program

Primary Project Branding

Primary Letterforms
Frosted 1/8" acrylic faces with 1'-0" deep fabricated aluminum returns & back painted to match P2. Internally illuminated thru frosted translucent face. TBD

Secondary Letterforms
2" thick dimensional letterforms, mechanically fastened to sign panel painted to match P3, illuminated by wall wash behind. TBD

Mounting
TBD by final wall system design

Lighting
TBD

Wall system by others (shown for example only)

Primary Letterforms – Front View
Scale: 1/4" = 1'-0"

Secondary Letterforms – Front View
Scale: 1/4" = 1'-0"

Side View w/ Wall Section
Scale: 1/4" = 1'-0"
Appendix C : Master Sign Program

Occupant Branding Identification

Backer Panel
1” thk frosted acrylic sheet, mechanically fastened to base edge lit from below

Primary Letterforms
1” thk dimensional letter forms painted to match P1 mechanically fastened to Sign Face (“G” letter firm base, ground flat)

Secondary Letterforms
1/4” thk dimensional letterforms, mechanically fastened to sign panel painted to match P3

Rule Line
1/2” rule lines painted to match P2

Sign Face
1/8” thk aluminum panel attached to 1” square extrusion all sides painted to match P1

Spacers
1” diameter metal spacers painted to match P1 w/ rubber bushings

Tenant Graphic Area
First surface vinyl application, (Size & Color as per Tenant Sign Guidelines)

Base
Fabricated aluminum base painted to match P1 (must be tamper proof side access door for electrical servicing)

Natural Stone Detail (Optional)
Material and shape TBD, Fabricated base built out with 1” inset to accept stone detail

Footing
Direct burial in ground set with concrete per fabricator engineering specifications
Secondary Entry Identification

**BACKER PANEL**
1" thick frosted acrylic sheet, mechanically fastened to base edge lit from below

**PRIMARY LETTERFORMS**
1" thick dimensional letter forms painted to match P1 mechanically fastened to Sign Face ("G" letter firm base, ground flat)

**SECONDARY LETTERFORMS**
1/4" thick dimensional letter forms, mechanically fastened to sign panel painted to match P3

**RULE LINE**
1/2" rule lines painted to match P2

**SIGN FACE**
1/8" thick aluminum panel attached to 1" square extrusion all sides painted to match P1

**SPACERS**
1" diameter metal spacers painted to match P1 w/ rubber bushings

**COPY & ARROWS**
First surface V1 vinyl application (Typeface 1)

**BASE**
Fabricated aluminum base painted to match P1 (must be tamper proof side access door for electrical servicing)

**NATURAL STONE DETAIL (OPTIONAL)**
Material and Shape TBD, Fabricated base built out with 1" inset to accept stone detail

**FOOTING**
Direct burial in ground set with concrete per Fabricator engineering specifications
Appendix C : Master Sign Program

Primary Wayfinding Device

1. DIR.01 PANEL – FRONT VIEW

   Scale: 1/2" = 1'-0"

   - 5'
   - 5'
   - 11'-10"

2. SIDE VIEW

   Scale: 1/2" = 1'-0"

   - 1'-0"
   - 5'
   - 5'

3. SIDE VIEW w/ WALL SECTION

   Scale: 1/4" = 1'-0"

   - 1'-0"
   - 1" deep inset by Landscape Architect
   - Wall system by others (shown for example only)
   - Lighting TBD
   - Directional panel
   - B.01
   - B.01

Sign Panel
1/8" thick aluminum panel painted to match P3 or metallic to match with wall

Copy & Arrows
First surface applied custom graphics to match V2 (copy & arrow)
(Typeface 1)

Installation
Stud mounted to terracing.
(Landscape architect to provide appropriate recessed installation area.)

Components/materials dependent upon landscape design.
Appendix C : Master Sign Program

Vehicular Directional

1. Field verify prior to fabrication.
2. Fabricator shop drawing required prior to release of job.
3. Copy shown for placement only.
4. Power requirements per fabricator specifications

CONSTRUCTION INTENT (90%)

- 08.22.08 AD

180-200 PARKING

1234-1999 180-200

Backer Panel
1” thick frosted acrylic sheet, mechanically fastened to base edge lit from below

Sign Face
1/8” thick aluminum panel attached to 1” square extrusion all sides painted to match P1

Rule Line
1/2” rule lines painted to match P2

Spacers
1” diameter metal spacers painted to match P1 w/ rubber bushings

Copy & Arrows
First surface V1 vinyl application (Typeface 1)

Base
Fabricated aluminum base painted to match P1 (must be tamper proof side access door for electrical servicing)

Natural Stone Detail (Optional)
Material and Shape TBD, Fabricated base built out with 1" inset to accept stone detail

Footing
Direct burial in ground set with concrete per Fabricator engineering specifications
Appendix C: Master Sign Program

Pedestrian Directional

1. Field verify prior to fabrication.
2. Fabricator shop drawing required prior to release of job.
3. Copy shown for placement only.
4. Power requirements per fabricator specifications.

### Exterior Signage Program

- **ID.07**
- **Pedestrian Directional**

---

**Backer Panel**
- 1” thick frosted acrylic sheet, mechanically fastened to base edge lit from below

**Campus Map**
- First surface Full Color Digital print application
- (Final Graphics TBD)

**Rule Line**
- 1⁄8” rule lines painted to match P2

**Sign Face**
- 1/8” thick aluminum panel attached to 1” square extrusion
- all sides painted to match P1

**Spacers**
- 1” diameter metal spacers painted to match P1 with rubber bushings

**Copy & Arrows**
- First surface V1 vinyl application (Typeface 1)

**Base**
- Fabricated aluminum base painted to match P1
- (must be tamper proof side access door for electrical servicing)

**Natural Stone Detail (Optional)**
- Material and Shape TBD, Fabricated base built out with 1” inset to accept stone detail

**Footing**
- Direct burial in ground set with concrete per Fabricator engineering specifications
The following typography specifications apply to all signage in the Master Sign Program. The preceding sign graphics (pages C-12 through C-20) contain references to each typeface and are called out as: Typeface 1, Typeface 2, and Typeface 3.

<table>
<thead>
<tr>
<th>TYPEFACE 1</th>
<th>Century Gothic Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC DEFG HIJ KLM NO PQ RSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz 0123456789</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TYPEFACE 2</th>
<th>Century Gothic Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC DEFG HIJ KLM NO PQ RSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz 0123456789</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>TYPEFACE 3</th>
<th>Helvetica Bold Condensed</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz 0123456789</td>
</tr>
</tbody>
</table>

**PROJECT LOGOTYPE**

GATEWAY BUSINESS PARK
Appendix C : Master Sign Program

**TENANT SIGN GUIDELINES**

The Tenant Sign Guidelines (TSG) for Gateway Business Park is a controlled signage and graphics program. These guidelines describe the types of signs allowed and their criteria:

- All signs located at Gateway Business Park must conform to the Gateway Business Park TSG and to the City of South San Francisco Ordinance and Gateway Specific Plan Guidelines.

- Signs are for the purpose of displaying the Gateway Business Park brand name and the name or symbol of business or businesses occupying the site. These signs shall not be used for advertising of product, services, or job openings. All signage is subject to City of South San Francisco approval. No signs, advertisements, notices or other lettering shall be exhibited, inscribed, painted or affixed on any part of a sign except lettering and/or graphics which have received prior written approval.

- Any reference herein to the word Occupant (sometimes referred to as Tenant) or Owner shall be construed to include any Owner or Occupant or any single building or portion of a building under the terms of office ownership as established by the developer. Any reference to the developer as it pertains to these criteria shall mean Chamberlin Associates or its successors. City shall mean City of South San Francisco.

- All building mounted signage shall be constructed and installed at the sole expense of the Occupant.

- All sign bolts, fasteners, sleeves and clips shall be hot dipped galvanized iron, stainless steel, aluminum or brass. Black iron material of any type will not be permitted.

- Animated, moving, flashing, or sound-emitting signs are prohibited.

- Exposed fluorescent and incandescent illumination is prohibited.

- No labels shall be permitted on the exposed surfaces of signs except those required by local ordinances. Those required shall be applied in an inconspicuous location.

- Any penetration of the building skin or structure required for sign installation shall be neatly sealed in a watertight condition.

- No exposed tubing, conduit or raceway will be permitted. All conductors, transformers and other equipment shall be concealed.

- All electrical sign components shall bear the UL label.

- All signs shall conform to both the Uniform Building Code and the National Electrical Code.

- All signage shall be located outside of city’s required clear viewing triangle.

- Tenant shall bear all liability and responsibility for the operation of their selected sign contractor.

- Upon end of lease, tenant shall be responsible for sign removal and paint patch and repair of building facade.

This document provides guidelines in addition to the requirements outlined in Title 20 of the Zoning Ordinance of the City of South San Francisco, as well as Chapter 20.57, Gateway Specific Plan District.
COMPONENTS
The Gateway Business Park Tenant Sign Guidelines regulate the following four (4) tenant identification opportunities/sign types:

BUILDING MOUNTED, SKYLINE ID
High-visibility sign placed near the roofline of a building. The sign size and location promotes awareness beyond the project site while considering the visual impact on the surrounding environment.

BUILDING MOUNTED, EYEBROW ID (RETAIL-ORIENTED)
Medium-visibility sign placed at top of building arcade level. The sign size and location promotes awareness within the project site, but at greater distances.

OCCUPANT BRANDING ID
A freestanding monument, or landscape wall, identifying the specific building’s major tenant(s) for street-level viewing beyond the project site.

BUILDING ID, SINGLE / MULTI-TENANT ID
A freestanding monument identifying the building’s address and singular or multi-tenant listings for pedestrian-level viewing within the project site.

ALLOWABLE TENANT SIGNAGE MOUNTED ON BUILDING SKYLINE
Any tenant who occupies the specified minimum of the building’s leasable floor space has the opportunity to establish their identity on a high-visibility portion of the building as reflected on the following pages. Typically, the identity is located near the roof line of the building for a high level of exposure.

QUALIFIERS:
When a tenant occupies a minimum of thirty-five percent (35%) of the leasable floor space, one (1) building-mounted sign shall be permitted. The sign location will be determined by Owner or Owner’s agent and will most likely not be the dominant street-front elevation unless occupant is the largest occupant in the building.
When a tenant occupies a minimum of seventy-five percent (75%) of the leasable floor space, two (2) building-mounted signs shall be permitted including the dominant street-front elevation.

ALLOWABLE TENANT SIGNAGE MOUNTED ON BUILDING EYEBROW
A retail-oriented tenant has available an opportunity to place a name on the building perimeter within the arcade for modest level of exposure to the interior of the site.

QUALIFIERS:
When a retail-oriented tenant occupies a minimum of thirty-five percent (35%) of the leasable floor space of building, one (1) building-mounted eyebrow sign may be considered for use.
Appendix C : Master Sign Program

SKYLINE ID / PLACEMENT SPECIFICATIONS

ONE OR TWO TENANT APPLICATION

Size:
• Overall area of the Tenant’s Identity shall not exceed 100 square feet.
• Logo and type length not to exceed 25 feet.
• Sign heights may vary based on logo proportions. Sign edges shall not encroach within 12 inches of any windows, or any vertical building edges. Sign edges may not project beyond the building’s roof line.

Fabrication:
• Fabricated metal form, painted to match appropriate corporate colors. See General Requirements section for additional specifications.
• Logotype to be mounted to architectural mounting system and shall not project more than 12 inches from that system’s surface.

Illumination:
• Logotype may be face-lit or halo lit. Logo illumination may only be white.

Placement:
• Placement of occupant signage on building façade to be designated by property owner.
• No part of sign shall be less than 12 inches from any building edge.
EYEBROW ID / TENANT NAME PLACEMENT SPECIFICATIONS

Size:
- Overall area of Tenant name not to exceed 22 square feet.
- Overall Tenant name length not to exceed 15 feet
- Project Typeface Century Gothic, height not to exceed 18 inches

Fabrication:
- Flat cut-out metal letterforms and panel, painted to match project colors. See General Requirements section for additional specifications.
- Letterforms to be mounted on panel and to be suspended from soffit and shall not project more than 2 inches from panel.

Illumination:
- Ambient lighting from building

Placement:
- Located around the perimeter of the building above the arcade.
- No part of sign shall be less than 8 inches from any building edge.

EYEBROW TENANT LOGOS (LOWER LEVEL ON BUILDING - ONLY FOR RETAIL-ORIENTED TENANTS)
TENANT SIGNAGE OVERVIEW

CALCULATING SIGNAGE AREA

The size of a tenant’s identification will be calculated when it is applied to the building mounted opportunities outlined on the Site Plan (page C-5).

The signage area calculation is based on the overall width multiplied by the overall height. For example, if a tenant’s identification is 3 feet wide and 1 foot high, overall, then the sign area is 3 square feet.

The calculation is based on the overall area needed to accommodate a logo. This means all negative space within the logo and letterforms are included in the square foot calculation.
TENANT SIGNAGE ILLUMINATION EXAMPLES

Daylight Appearance

Illumination Type 1: Face-lit

Illumination Type 2: Halo lit
Appendix C: Master Sign Program

**OCCUPANT BRANDING ID**

**TENANT NAME SPECIFICATIONS**

**Size:**
- Spaces available for 1 to 3 tenants.
- Logo area not to exceed 6 square feet on one tenant configuration, 1.1 square feet on multi-tenant configuration.
- Overall logotype length not to exceed 38 inches.

- One tenant on sign - When a tenant occupies a minimum of fifty-one percent (51%) of the leasable floor space, a one tenant sign option shall be permitted.
- Multiple tenants on sign - When a tenant occupies a minimum of thirty-three percent (33%) of the leasable floor space, the top three lease able floor space Occupants shall share a multiple tenant sign.

**Fabrication:**
- (A) Applied vinyl to aluminum panel, color to match project color
- (B) Envelope max for tenant identification, larger space available for single building tenant.

**Illumination:**
- Lit by the sign cabinet’s ground-level spot lamps.

**Placement:**
- Monument Signs will be located so as to provide effective pedestrian exposure enroute to or at building entries.
BUILDING ID, SINGLE / MULTI-TENANT ID

TENANT NAME SPECIFICATIONS
Size:
• Lettering cap height not to exceed 3.5”.
• Overall tenant copy length not to exceed 16 characters, or 38 inches.

Fabrication:
• (A) Applied vinyl to aluminum panel, color to match project color
• (B) Envelope max for tenant identification

Illumination:
• Lit by the sign cabinet’s ground-level spot lamps.

Placement:
• Sign cabinet is typically positioned near building main entrance on the interior of the site.
Appendix D : Tenant Sign Guidelines

**OCCUPANT BRANDING ID**

**TENANT NAME SPECIFICATIONS**

**Size:**
- Spaces available for 1 to 3 tenants.
- Logo area not to exceed 6 square feet on one tenant configuration, 1.1 square feet on multi-tenant configuration.
- Overall logotype length not to exceed 38 inches.
- **One tenant on sign** - When a tenant occupies a minimum of fifty-one percent (51%) of the leasable floor space, a one tenant sign option shall be permitted. **Multiple tenants on sign** - When a tenant occupies a minimum of thirty-three percent (33%) of the leasable floor space, the top three leaseable floor space Occupants shall share a multiple tenant sign.

**Fabrication:**
- (A) Applied vinyl to aluminum panel, color to match project color
- (B) Envelope max for tenant identification, larger space available for single building tenant

**Illumination:**
- Lit by the sign cabinet’s ground-level spot lamps.

**Placement:**
- Monument Signs will be located so as to provide effective pedestrian exposure en route to or at building entries.
BUILDING ID, SINGLE / MULTI-TENANT ID

TENANT NAME SPECIFICATIONS

Size:
• Lettering cap height not to exceed 3.5".
• Overall tenant copy length not to exceed 16 characters, or 38 inches.

Fabrication:
• (A) Applied vinyl to aluminum panel, color to match project color
• (B) Envelope max for tenant identification

Illumination:
• Lit by the sign cabinet's ground-level spot lamps.

Placement:
• Sign cabinet is typically positioned near building main entrance on the interior of the site.