CITY OF PITTSBURGH
DEPARTMENT OF CITY PLANNING

ZONING & DEVELOPMENT REVIEW
ZBA REQUESTS SUPPLEMENT

Posse# DCP-ZDR-2020-04431

A. PROJECT INFORMATION

1. APPLICATION IS: ☒ Development Project ☐ Protest Appeal

2. STAFF REVIEW DATE: 5/21/20

3. SITE INFORMATION

Development Address: 1600 Smallman St

Parcel ID(s)/Lot-and-Block Number(s): 9-D-200

Project Description: **(Produce Terminal – Proposed "The Terminal" Signage)**

3. CONTACT INFORMATION

Applicant Name: Devon Brothy

Applicant Contact (phone and email): 202-540-1174

B. ZBA HEARING INFORMATION

Zone Case #113. of 2020

Date of Hearing: Click here to enter a date. Time of Hearing: Click here to enter text.

Zoning Designation: UI

Neighborhood: Strip District

Zoning Specialist: Svetlana Ipatova

C. ZBA REQUESTS

Type of Request: Variance Code Section: 919.01.E

Description: Sign may not be mounted above roof line or parapet – proposed sign extends above roof line

Type of Request: Variance Code Section: 919.03.M.6.a

Description:

Maximum 80 SF for wall signage – two (2) 324 SF signs proposed
Maximum 4' letter height – 5'8" proposed
Tenant signs are to be located within façade of tenant – proposed signs above passageways

Parcel ID : 0009-D-00200-0000-00
Property Address : 1615 -2001 SMALLMAN ST
PITTSBURGH, PA 15222

Municipality : 102 2nd Ward - PITTSBURGH
Owner Name : PRODUCE TERMINAL HOLDINGS LLC

Data displayed on this map is for informational purposes only. It is not survey accurate and is meant to only show a representation of property lines.

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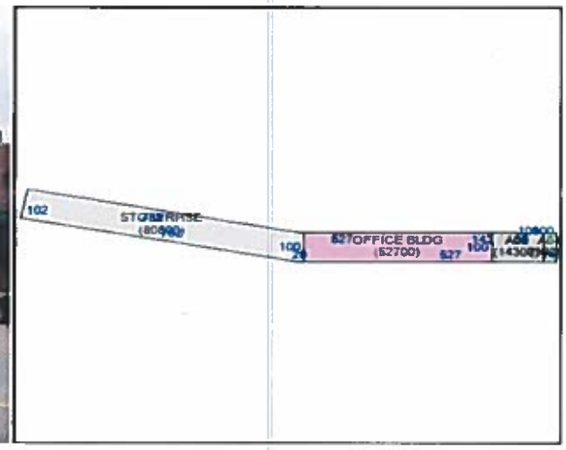
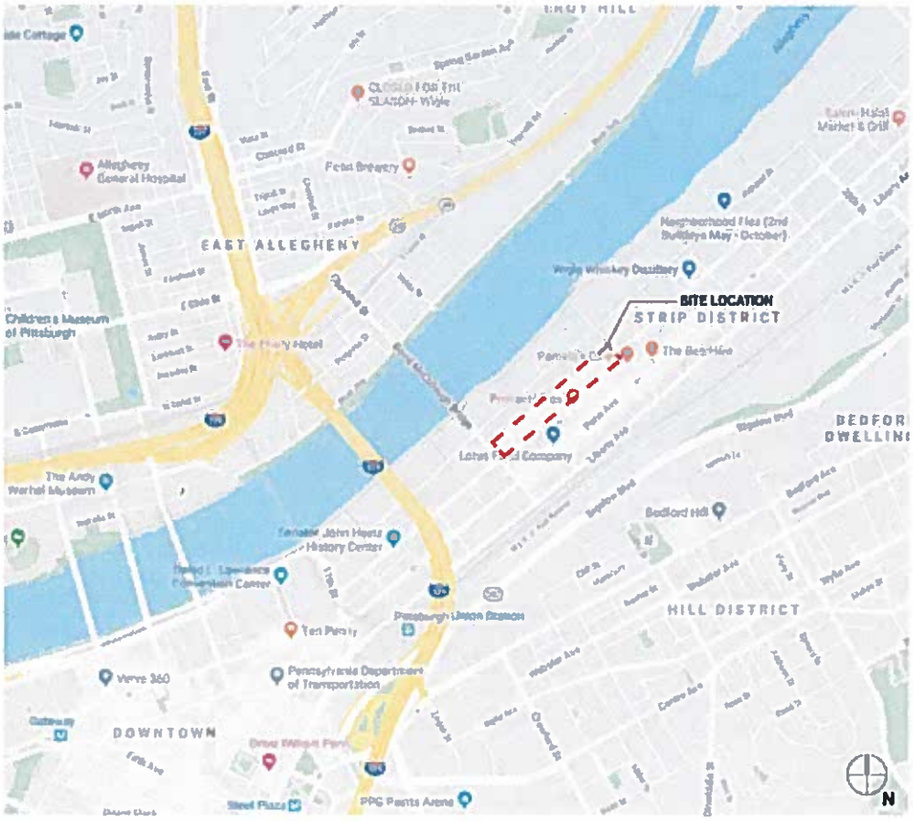


PRODUCE TERMINAL · BUILDING IDENTIFICATION SIGNAGE EXHIBIT



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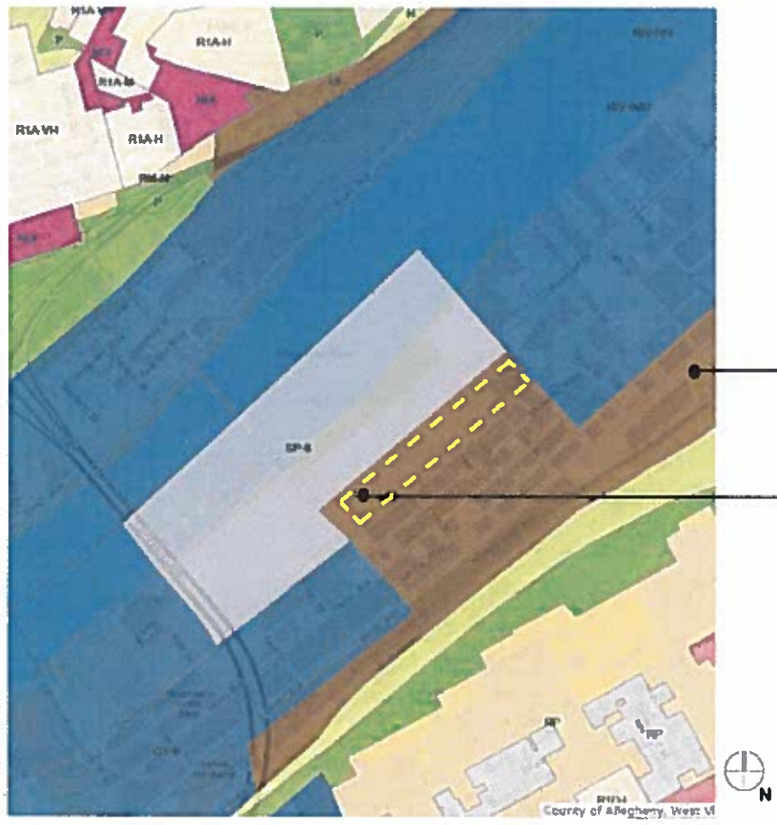
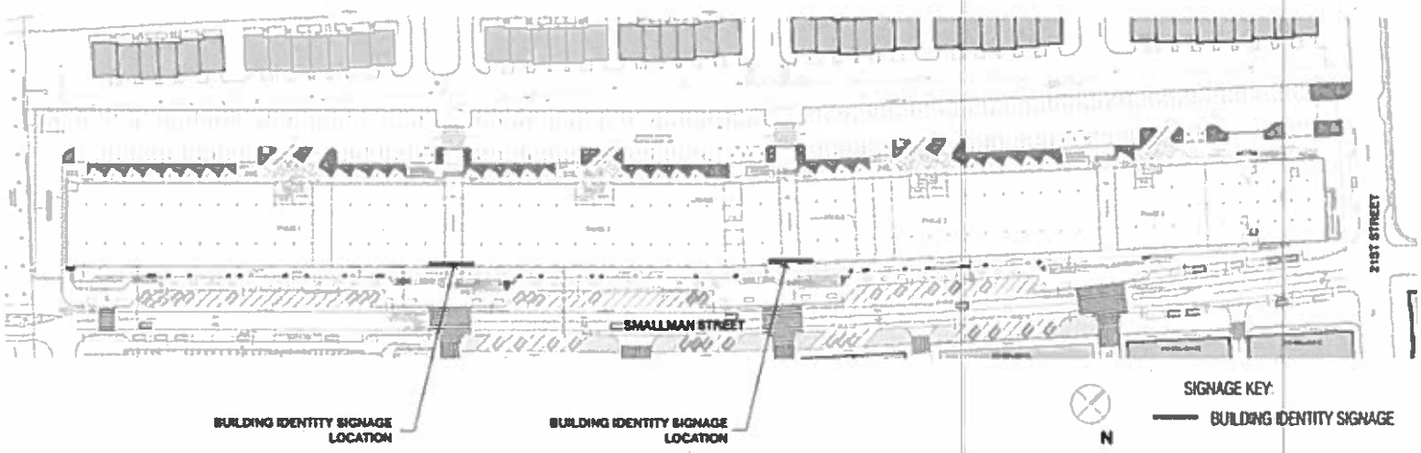
PRODUCE TERMINAL · BUILDING IDENTIFICATION SIGNAGE EXHIBIT



UI ZONING DISTRICT:
Urban Industrial District 904.07
1. Allow mid sized to large industries with lower external impacts on surrounding properties and districts;
2. Provide a flexible district that addresses the growing need for easily adaptable and flexible spaces, including office parks, incubator spaces, high technology and service sector industries;
3. Allow multi-use buildings that permit assembly, inventory, sales, and business functions within the same space;
4. Encourage adaptive reuse of manufacturing buildings and allow the development of high density multi-unit residential buildings.

PROJECT SITE: Project is located entirely in the UI district
Proposed use is a mix of retail and restaurant tenants

Zoning Overlay Map



PRODUCE TERMINAL · BUILDING IDENTIFICATION SIGNAGE EXHIBIT

Proposed Signage Plan

McCaffery Interests · Antunovich Associates ◇ Pittsburgh, Pennsylvania

May 11, 2020 | 4

BUSINESS SIGNS AND IDENTIFICATION SIGNAGE:
919.03.M.6(a) - Wall-mounted business/identification signs in the UI districts
Wall mounted signs are permitted provided that the total face area shall not exceed two (2) square feet of sign face area for each lineal foot of building wall width, to a maximum of eighty (80) square feet and shall be mounted no higher than forty (40) feet above grade. For buildings with multi-commercial tenants on the first and second floors one (1) additional tenant business or identification sign shall be permitted per tenant identifying the name of the tenant or business, the total face area of which shall not exceed two (2) square feet of sign face area for each lineal foot of tenant frontage to a maximum of eighty (80) square feet per sign, and shall not extend higher than the second floor. Tenant signs are to be located within the façade area of the tenant. Maximum letter height on all wall signs below forty (40) feet above grade shall be four (4) feet.

919.01.E Prohibited Signs
6. Any roof sign or sign that extends above the roof line or parapet wall.

BUILDING IDENTIFICATION SIGNAGE:
Allowed SF: <80 SF
Proposed SF: 324 SF per sign (Two Signs Proposed)

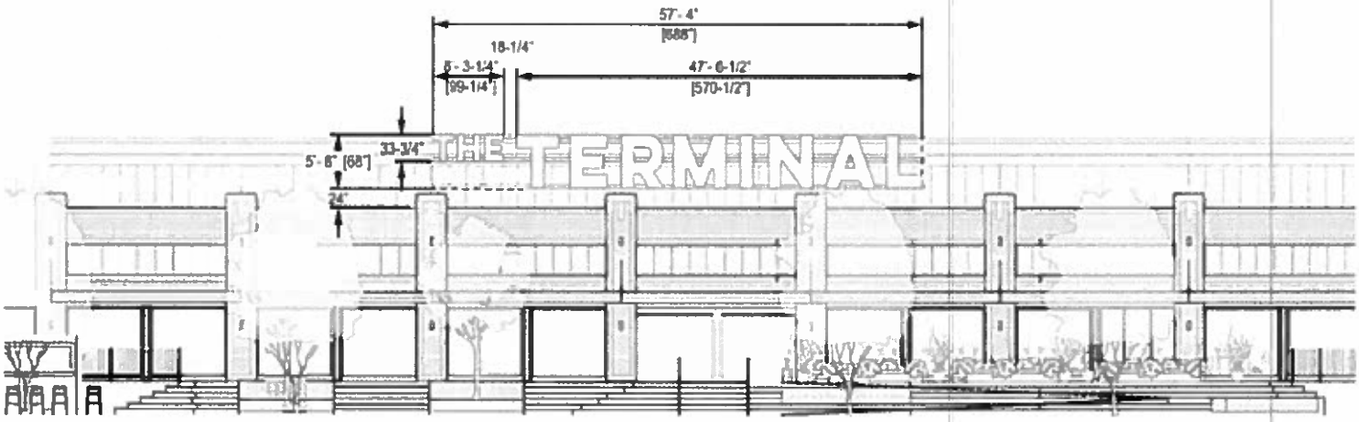
Allowed. Max. Letter Height: 4'-0"
Proposed: Max Letter Height: 5'-8"

Allowed: Signage limited to <40'-0" from grade
Proposed: Signage shown <40'-0" from grade

Allowed: Signage located within facade of tenant
Proposed: Signage located above parapet at building facade

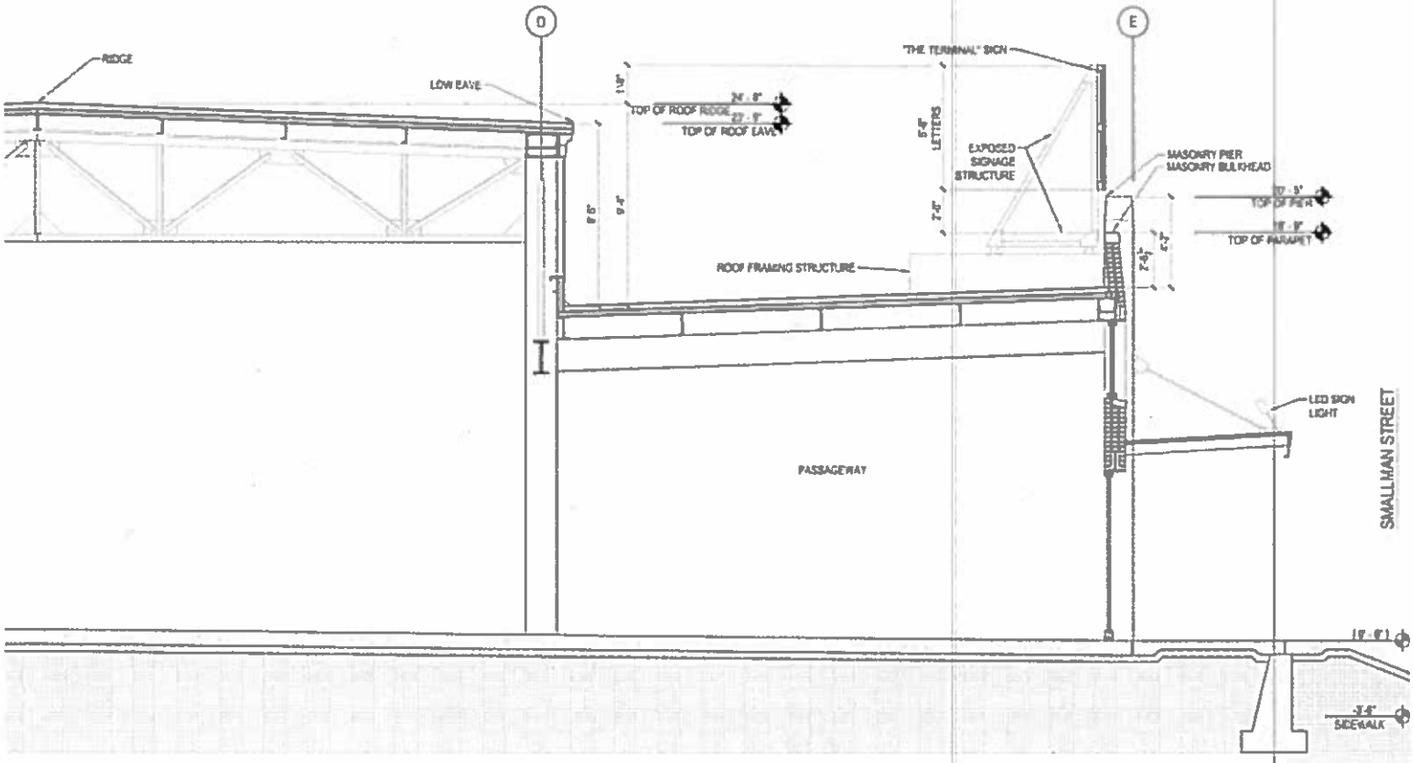
Allowed. Signage shall not extend above the roof line or parapet wall.
Proposed: Signage is mounted above the low roof parapet and extends above the high roof ridge line by 1'-9"

NOTE: These signs would be located at the 17th Street passageway and the 18th Street passageway at Smallman Street. These signs would identify the location of the passageways, and be externally lit by remote fixtures.



Building Identification Signage (Variances Requested)

PRODUCE TERMINAL · BUILDING IDENTIFICATION SIGNAGE EXHIBIT



Building Identification Signage (Variance Requested)

PRODUCE TERMINAL · BUILDING IDENTIFICATION SIGNAGE EXHIBIT

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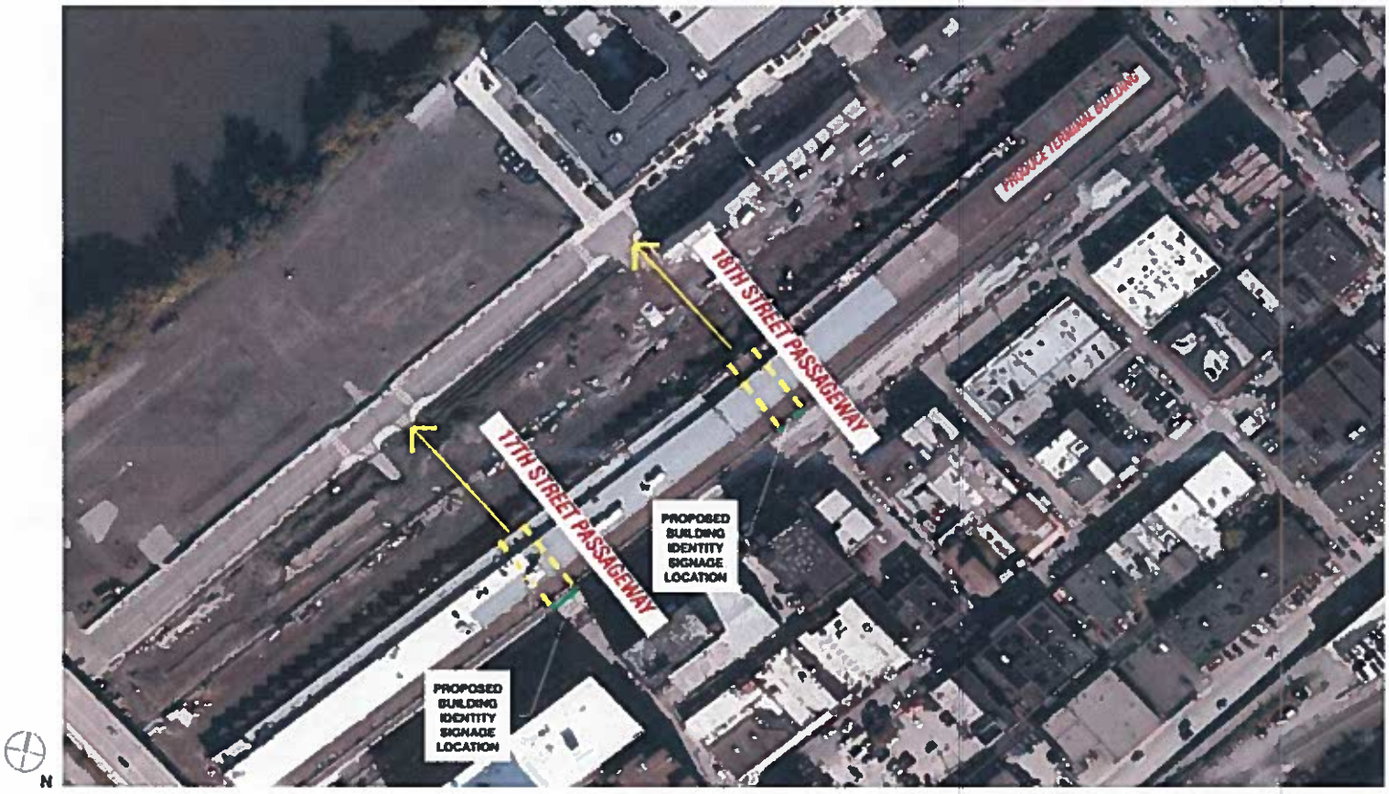
Rendering of Proposed Building Identification Signage

PRODUCE TERMINAL · BUILDING IDENTIFICATION SIGNAGE EXHIBIT



Building Identification Signage Location Map

PRODUCE TERMINAL · BUILDING IDENTIFICATION SIGNAGE EXHIBIT

McCafferty Interests · Antunovich Associates ⊙ **Pittsburgh, Pennsylvania**

May 11, 2000

PHOTO TAKEN AT 11TH STREET AND SMALLMAN STREET IN 1941

Historic Signage Reference Image

UNION MARKET, WASHINGTON, D.C.

PIKE PLACE MARKET, SEATTLE, WA

Building Identification Signage Reference Images

GATEWAY
PITTSBURGH PRODUCE TERMINAL REDEVELOPMENT
PRODUCE TERMINAL HOLDINGS, LLC
C100

PITTSBURGH PRODUCE TERMINAL REDEVELOPMENT
PRODUCE TERMINAL HOLDINGS, LLC
GATEWAY
C100

Division of Zoning & Development Review
City of Pittsburgh, Department of City Planning
200 Ross Street, Third Floor
Pittsburgh, Pennsylvania 15219

June 18, 2020

COPY

113/20

Blaine Lucas
Babst Calland Clements & Zomnir
2 Gateway Ctr 8th Fl
Pittsburgh, PA 15222

NOTICE OF PUBLIC HEARING

The Zoning Board of Adjustment will hold a virtual public hearing regarding:

Zone Case Number:	113/20	Ward:	2
Property Address:	1600 Smallman St	Zone:	UI
Property Owner(s):	Produce Terminal Holdings LLC		
Date & Time:	Thursday, July 9, 2020 @ 9:40 AM		

The appellant has filed an appeal with the Board of Adjustment:

New roof mounted business identification signs.
Requesting a relief from the Zoning Code's maximum in sign face area requirement.

Plans are on file with the Department of City Planning and information about the application will be posted on pittsburghpa.gov/dcp/virtual-zba. Your attendance at the virtual public hearing is required to present testimony; Letters or written petitions are not accepted.

For instructions on how to attend the virtual public hearing or watch the live stream, visit pittsburghpa.gov/dcp/virtual-zba. A phone number will be posted on the website prior to the hearing which can be used to attend the hearing and provide testimony if internet access is not available. Contact zoningboard@pittsburghpa.gov for assistance.