High Wall Sign Remodel
City Review Package - Zoning Board of Adjustment

February 16, 2021

SITE ADDRESS
1001 Liberty Ave
Pittsburgh, PA 15222
919.03.M.7 GT and RIV-NS Zoning Districts

In the GT and RIV-NS Zoning Districts:
(c) Only the name of the building or business shall be mounted higher than forty (40) feet above grade and may face in all directions but shall not be roof mounted nor project above the roof peak or parapet wall, shall not exceed in face area forty (40) square feet or two (2) percent of exposed façade area whichever is larger, shall be limited to four (4) per building, shall include no motion or animation, shall not exceed a luminance of two thousand five hundred (2,500) nits during daylight hours between sunrise and sunset, shall not exceed a luminance of two hundred fifty (250) nits at all other times, shall permit electronic illumination with no motion or animation, and shall be subject to design review and approval by the City Planning Commission. All applications shall include certification that the sign will comply with luminance level standards at the time of application and must certify again that the sign is operating in compliance with the standards prior to issuance of an occupancy permit.
Section 919.03.M.7(c)

"Only the name of the building or business shall be mounted higher than 40' above grade & may face in all directions, but shall not be roof mounted nor project above the roof peak or parapet wall, shall not exceed in face area forty (40) square feet or two (2) percent of exposed facade area whichever is larger, shall be limited to four (4) per building, shall include no motion or animation, shall not exceed a luminance of two thousand five hundred (2,500) nits during daylight hours between sunrise & sunset, shall not exceed a luminance of two hundred fifty (250) nits at all other times, shall permit electronic illumination with no motion or animation, and shall be subject to design review & approval by the City Planning Commission. All Applications shall include certification that the sign will comply with luminance level standards at the time of application & must certify again that the sign is operating in compliance with the standards prior to issuance of occupancy permit."
Sign Type X1 - Northwest Elevation

Lowercase letter height to match existing sign

Existing Sign: 895 SF
2% of Facade: 1,422 SF
Requested: 2,310 SF

Existing Sign: 895 SF
New Sign: 2,310 SF
Logo Text: 1,825 SF
Logo Mark: 485 SF
New Sign: 2,310 SF
Sign Type X1 - Daytime Rendering

Sign to display brand colors during daytime.

Renderings are approximate. Actual conditions may vary.
Sign Type X1 - Night Rendering

*Sign to illuminate white at night*

*Renderings are approximate. Actual conditions may vary.*
**Sign Type X2 - Southeast Elevation**

Sign sized to 2% sign allotment based on building facade

Existing Sign: 618 SF  
2% of Façade: 1,422 SF  
Requested: 1,422 SF

Existing Conditions
Partial Elevation

New Sign: 1,422 SF  
Logo Text: 1,124 SF  
Logo Mark: 298 SF

New Framing (estimated)
Sign Type X2 - Daytime Rendering

Sign to display brand colors during daytime

Renderings are approximate. Actual conditions may vary.
Sign Type X2 - Night Rendering

Sign to illuminate white at night

Renderings are approximate. Actual conditions may vary.
Sign Type X1
Northwest Elevation

334'-0" (+/-)
Above grade

Sign Type X2
Southeast Elevation

334'-0" (+/-)
Above grade
3,360' Visibility (8'-0" H)

Match existing sign lowercase letter height

Visibility Map
Not to scale

Visibility distance is based on 35' per 1" of letter height

2,634' Visibility (6'-3 1/4" H)
2% Sign Allotment

X1
X2

KEY

Maximum Visibility
Field of Visibility

Based on lowercase letters

Federated Hermes - High Wall Sign Remodel
October 6, 2020
Visibility Study
Design Intent Drawing

REV. February 16, 2021
Additional high wall signs not shown:

*Duquesne Light*
- Logo Mark - 9'-4"'
- 'D' Cap Height - 5'-11"'
- 'U' Height - 6'-0"

*Del Monte Northshore*
- Logo Mark - 10'-4"
- 'D' Cap Height - 6'-0"
- 'E' Cap Height - 4'-4"

New sign lowercase letter height to match existing sign lowercase letter height:

**X1**
- 'F & H' Cap Height - 10'-8"
- 'e, d, r, a, m, s' Cap Height - 8'-0"

**X2**
- New sign at 2% allotment
  - 'F & H' Cap Height - 8'-4 12"
  - 'e, d, r, a, m, s' Cap Height - 6'-3 1/4"

**Original**
- (northwest elevation) 'F & H' Cap Height - 12'-0"
- 'e, d, r, a, m, s' Cap Height - 8'-0"
- (southeast elevation) 'F & H' Cap Height - 10'-0"
- 'e, d, r, a, m, s' Cap Height - 8'-0"

**Existing**
- (northwest elevation) 'F & H' Cap Height - 12'-0"
- 'e, d, r, a, m, s' Cap Height - 8'-0"