A. PROJECT INFORMATION

1. APPLICATION IS:  [X] Development Project  [ ] Protest Appeal

2. STAFF REVIEW DATE: December 2021

3. SITE INFORMATION
   Development Address: 163 S SAINT CLAIR ST
   Parcel ID(s)/Lot-and-Block Number(s): 49-L-171
   Project Description: Installation of 5 signs

3. CONTACT INFORMATION
   Applicant (phone and email): Kolano Design  bill@kolano.com

B. ZBA HEARING INFORMATION

Zone Case # of
Date of Hearing:  Time of Hearing:
Zoning Designation: AP, Mixed-Use Planned Unit Development
Neighborhood: East Liberty
Registered Community Organization: Village Collaborative of East Liberty
Date of Development Activities Meeting: TBD
Zoning Specialist: AK

C. ZBA REQUESTS

Type of Request: Variance  Code Section: 919.03.M.5 (a)
Description: one sign per tenant is permitted; multiple signs for one tenant are requested

If signs 1,2,and 4 are reviewed as wall signs:
Type of Request: Variance  Code Section: Sec. 919.03.M.1(c)
Description: signs above 80 IN from grade shall project no more than 3FT from building; proposed are 6FT 2IN (sign 1), 6FT 6IN (sign 2), and 13 FT (sign 4).

If signs 1,2,and 4 are reviewed as canopy signs:
Type of Request: Variance  Code Section: 919.03.M.5 (c)
Description: the face of such sign shall not project above or below the canopy, shall not exceed 8IN in height, shall not project more than 6IN from the canopy face; proposed are signs above and below the canopy, greater than 8 IN in height, and placed more than 6 IN form the canopy face (signs 1,2 and 4).
Whole Foods Market
Sign Variance Package

SITE ADDRESS
5700 Penn Avenue
Pittsburgh, PA 15206

INSTALL DATE
TBD

Issued: November 15, 2021

KOLANO design
6026 Centre Avenue
Pittsburgh, Pennsylvania 15206-3784
412-661-9000  kolano.com
Variance #1
Sign 1 - Wall Sign
5” deep internally illuminated letters
2'-10 1/2” x 27'-10 1/8” = 80sf
19’-3” AFF to bottom of sign
Sign letters project from building 6’-2”

One variance required for projection from building.
Max projection is 3’-0”
Proposed sign is 6’-2”

919.03.M Business Signs and Identification Signs
919.03.M.1 General
Signs attached to the building at a height above eighty (80) inches from the bottom of the sign to the grade beneath the sign shall not project more than three (3) feet from the building.

Partial Elevation View

Section View

*Red field indicates approximate sign location and is not to scale.

The North facade is mostly glass and can not accept sign attachment hardware.
For appropriate visibility and sign attachment, the proposed sign is attached to the bottom of the canopy.
The 80sf sign allowance for a wall sign is moved to under the canopy.
Variance #2
Sign 2 - Wall Sign
5" deep internally illuminated letters
2'-10 1/2" x 27'-10 1/8" = 80sf
19'-3" AFF to bottom of sign
Sign letters project from building 6'-5"

One variance required for projection from building.
Max projection is 3'-0"
Proposed sign is 6'-5"

Partial Elevation View

Section View

The West facade is mostly glass and cannot accept sign attachment hardware. For appropriate visibility and sign attachment, the proposed sign is attached to the bottom of the canopy. Attaching the sign to the brick facade above the canopy would place it above the 2nd floor and require another variance. The 80sf sign allowance for a wall sign is moved to under the canopy.

*Red field indicates approximate sign location and is not to scale.
Variance #3
Sign 3.1 - Wall Sign
5" deep internally illuminated letters
2'-5 1/4" x 23'-6" = 576sf
11'-4" AFF to bottom of sign
Sign letters project from building 9.75"*  

One variance required for quantity of signs on South facade.
Two (2) wall signs are proposed

Partial Elevation View

Enlarged South Elevation

South Elevation - Eva Street
Variance #4
Sign 4 - Wall Sign
5" deep internally illuminated letters
2'-5 1/4" x 23'-6" = 57sf
12'-7" AFF to bottom of sign
Sign letters project from building 13'-0"

One variance required for projection from building.
Max projection is 3'-0"
Proposed sign is 13'-0"

Partial Elevation View

2'-5 1/4"

23'-6"

13'-0"

5"

12'-7" AFF

Section View

Enlarged East Elevation

East Elevation - South Euclid Avenue

The facade of the building is a vehicular entrance to Whole Food’s space. Identification of this entrance is necessary for wayfinding purposes.
This sign must be located in this position so it is visible from the street.
The garage entrance is set back from the road and the sign would not be visible if it were attached flush to the wall above the garage entrance.
*Red field indicates approximate sign location and is not to scale.