A. PROJECT INFORMATION

1. APPLICATION IS: ☒ Development Project    ☐ Protest Appeal

2. STAFF REVIEW DATE: 4/11/2022

3. SITE INFORMATION
   Development Address: 100 Art Rooney Ave
   Parcel ID(s)/Lot-and-Block Number(s):
   Project Description: Public Destination Facility Sign

3. CONTACT INFORMATION
   Applicant (phone and email): Jon Withrow  jon@kolano.com

B. ZBA HEARING INFORMATION

Zone Case # of
   Date of Hearing: Time of Hearing:
   Zoning Designation: RIV-NS (Riverfront North Shore)
   Neighborhood: North Shore
   Registered Community Organization: (none at time of application)
   Date of Development Activities Meeting: NA
   Zoning Specialist: AK

C. ZBA REQUESTS

Type of Request: Variance       Code Section: 919.03.M.7 (b)
Description: Max 200 SF of sign area allowed for the building facade; proposed total is 1,435 SF.
Stadium Identification Signage
Zoning Board of Adjustment Package

SITE ADDRESS
100 Art Rooney Ave
Pittsburgh, PA 15212

KOLANO design
6026 Centre Avenue
Pittsburgh, Pennsylvania 15206-3784
412-661-9000 kolano.com
Location Plan (NTS)
One (1) Variance Total

1. Variance for 166SF of new signage

919.03.M.7 GT and DR Zoning Districts
(b) For public destination facilities, the total face area of wall mounted signs below forty (40) feet shall not exceed a total of three (3) percent of exposed building façade area or a maximum of two hundred (200) square feet per façade, whichever is smaller, shall permit electronic identification signs with no motion or animation, and shall be subject to design review and approval by the City Planning Commission.

Total Facade SF - 124,873 SF
3% of Total Facade SF - 3,746 SF

Existing Signage SF - 1,269 SF
Proposed Signage SF - 166 SF
1,435 SF

1,435 SF is below 3,746 SF allowance
1,435 SF is over 200 SF and requires a variance

East Facade Existing Signs Below 40': Square Footage Analysis and Proposed Sign Location 1
Sign Location 1: Horizontal Logo  
East Facade Hall of Honor Proposed Entrance Signage  
5'-11" x 28' = 166sf  
2'-6"H Letters  
Building East Facade Area: 124,873 SF  
City max 3% of building face = 3,746 SF
Sign Location 1: Horizontally Illuminated Letters

Building East Facade Area: 124,873 SF
City max 3% of building face = 3,746 SF

2'-6"H Letters

Letter Details
Aluminum construction and reinforcement as noted above. Electrical penetrations on letter backs / bottoms are to use watertight seals. They are to be fed from the backs of letters and through the exterior wall. Power supplies, transformers, etc. to be located as determined by designer and client. Paint interior of letters Matthews Zap White.

Illumination - White Letters
White LED modules are to be used. Illumination is to be even and consistent across sign faces. LED's to provide a minimum of 2500 nits during daytime viewing and 250 nits during night time viewing.

Electrical Hookup
Owner will provide conduit from junction box (dedicated 20 amp circuit) to sign location. Sign Fabricator to confirm electrical requirements. All electrical components, including junction boxes, to be concealed from view. Sign Fabricator responsible for final hookup. Any miscellaneous transformers, etc. are to be mounted in locations that are agreeable to building owner and designer.

Dimmer
Sign Fabricator to supply and provide hook-up of dimmer mechanism to adjust light levels as required by City Code. Location of dimmer to be determined by Owner and Sign Fabricator. Sign Fabricator to participate in on-site dimming session with Owner and Designer to adjust sign light levels.

Mounting
As portrayed in typical mounting detail provided.

Sign Fabricator to determine appropriate mounting hardware for size of sign Letter. All components to mount to the exterior wall and it's structural supports.
Visibility Map

Line of sight area for ID Signage

Sign 1: “Hall of Honor Museum” text
2'-6" Letter Cap Height*
Readable from 1,050'

(Formula: 35’ visibility for every 1” cap height)

All distances and sight areas are approximate and will be influenced by the topography of the land and obstructions such as trees, fences, buildings, bridges, etc.