

North Shore Entertainment District

Council Bill 2024-0950

Issued: October 7, 2025

Buchanan KOLANO DESIGN



the warhol:

North Shore Entertainment District

The North Shore contains the City of Pittsburgh's largest collection of Public Destination Facilities, including Acrisure Stadium, PNC Park, Rivers Casino, Daniel G. & Carole L. Kamin Science Center, Warhol Museum and Stage AE. These facilities collectively attract over 20 million visitors per year. In addition, the space between these facilities and along the North Shore riverfront has been developed with a variety of commercial, retail and entertainment uses. Signs on major highways direct traffic to the "North Shore" as a major City destination.

These facilities and the surrounding areas on the North Shore are characterized by unique activities, entertainment programs, sponsorships and temporary events, each of which require special signage. In addition, the size and architecture of the facilities on the North Shore invite the use of non-traditional sign types, shapes and sizes that are not adequately provided for in the City of Pittsburgh Zoning Code ("Code").

The North Shore Entertainment District is generally bounded by Reedsdale St. and the Allegheny River and generally extends from the Rivers Casino to Sandusky Street. The District is further subdivided into five (5) "Subdistricts" referred to as "Acrisure Stadium District," "PNC Park District," "Casino District," "Science Center District" and "Pop District."



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SECTION 1

District Map

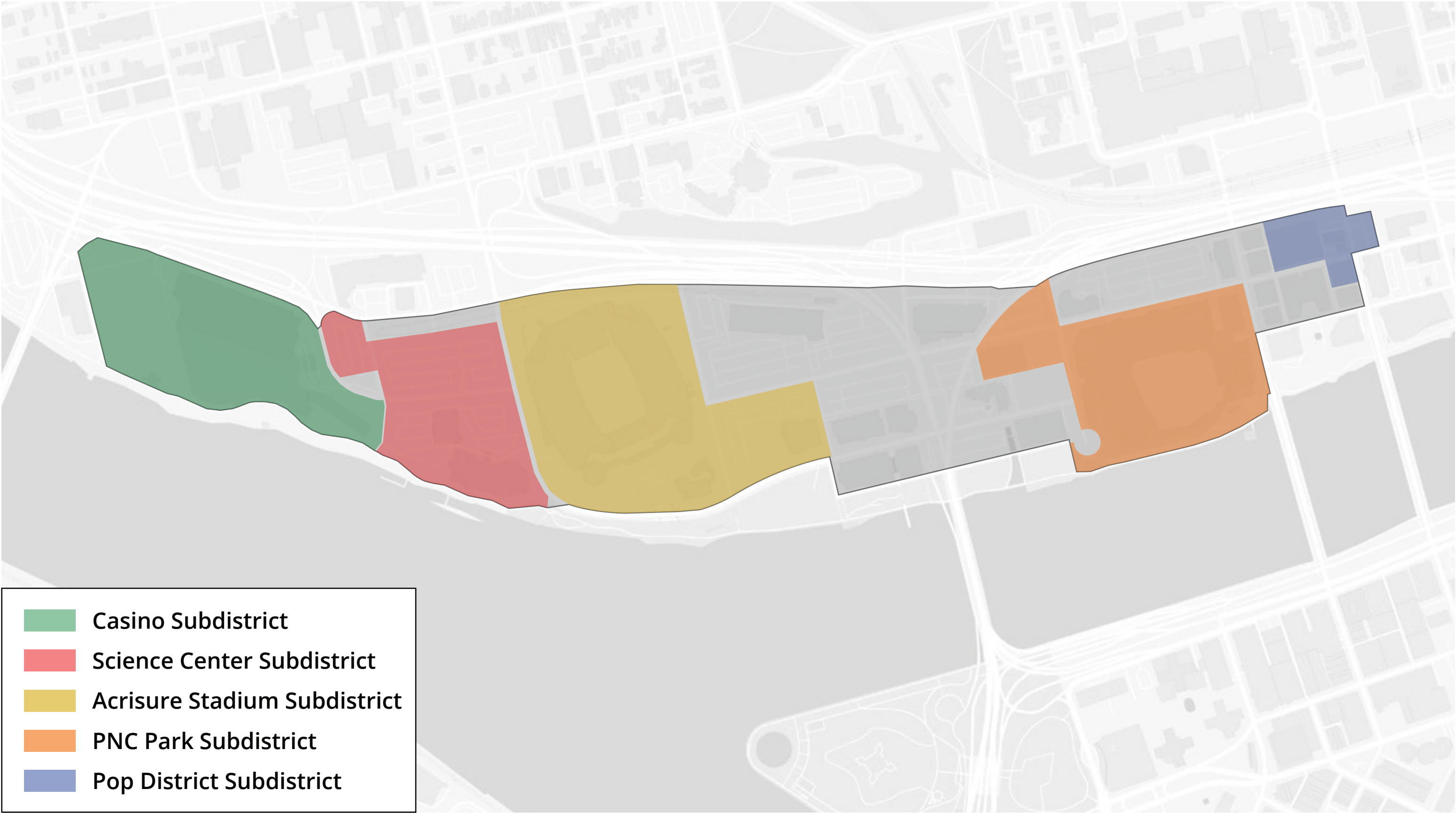
District Map - Full District

Figure 919.06.B.



District Map - Subdistricts

Figure 919.06.B.1.





SECTION 2

Structure Based Signage

Structure Based Signage - Inspiration



Structure Based Signage - Code and Visualization

Structure Based Public Destination Facility Signs

1. Location

- (a) Structure Based Public Destination Facility Signs may be located on building facades, canopies, marquees, parapets, and roofs of a NS Public Destination Facility or other building within the same Subdistrict as a NS Public Destination Facility.
- (b) Structure Based Public Destination Facility Signs may extend beyond the roof peak or parapet wall.

2. Content

Structure Based Public Destination Facility Signs may include Changeable Content.

3. Size

- (a) For a NS Public Destination Facility, the aggregate area for all Structure Based Public Destination Facility Signs shall not exceed 5% of the total amount of all facades on the NS Public Destination Facility.
- (b) For buildings other than a NS Public Destination Facility, the size requirements set forth in Section 919.03.M.7(a) shall apply.
- (c) The perimeter of the logo or typography shall be used to determine the square footage for all Structure Based Public Destination Facility Signs.

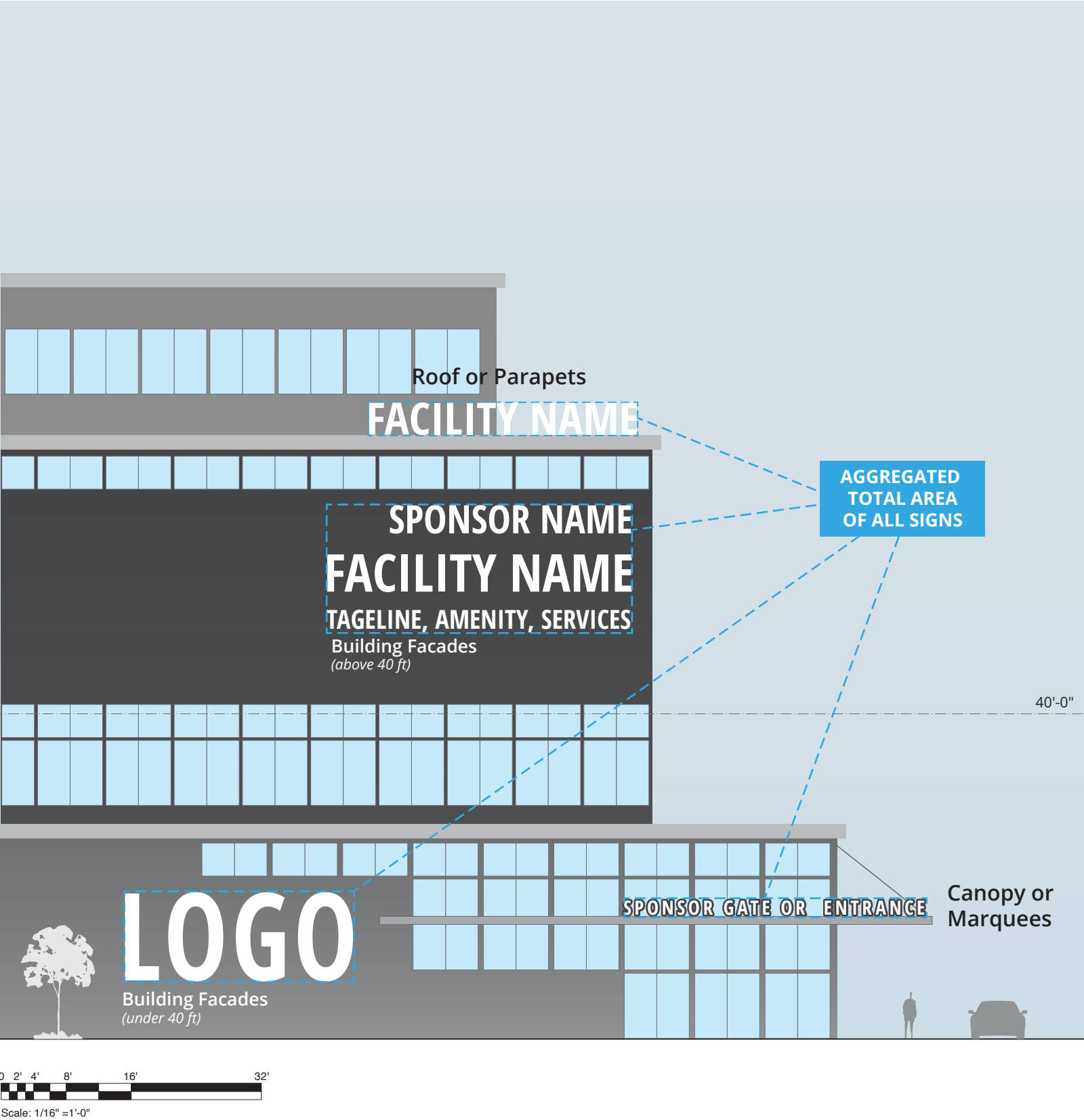
4. Visibility

- (a) Structure Based Public Destination Facility Signs may be internally or externally illuminated 24 hours per day. They may have direct face, and/or edge and/or halo illumination caused by neon, incandescent, fluorescent, L.E.D. lamps or any other solid state electronic component.
- (b) Structure Based Public Destination Facility Signs may include physical moving elements if they do not pose a public safety hazard and/or directly face the riverfront.
- (c) Motion may include actual movement of Sponsor-related graphics (e.g. a slowly turning logo) or of a feature (e.g. the rocking of a pirate ship) or may use lighting effects to convey motion (e.g. the apparent pouring of Coca-Cola from a bottle created by chasing lights).

5. Review & Approval Process

- (a) Structure Based Public Destination Facility Signs shall be subject to Design Review.
- (b) The applicant must provide square footage numbers for existing signage and façade area at the time of application.

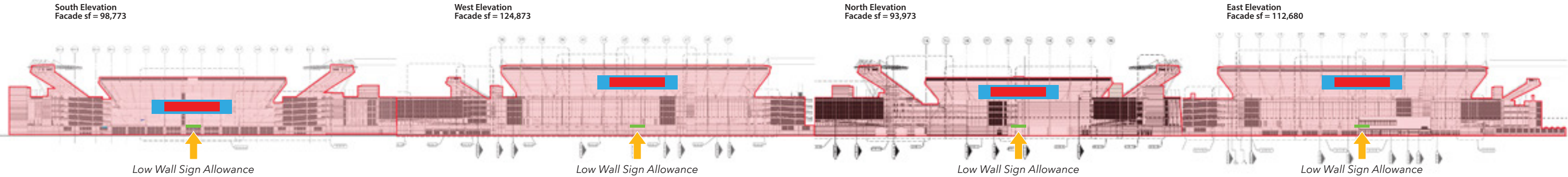
The examples below are to approximate size and scale
These are not intended for the purposes of design or branding.



Structure Based Signage - Maximum Allowance

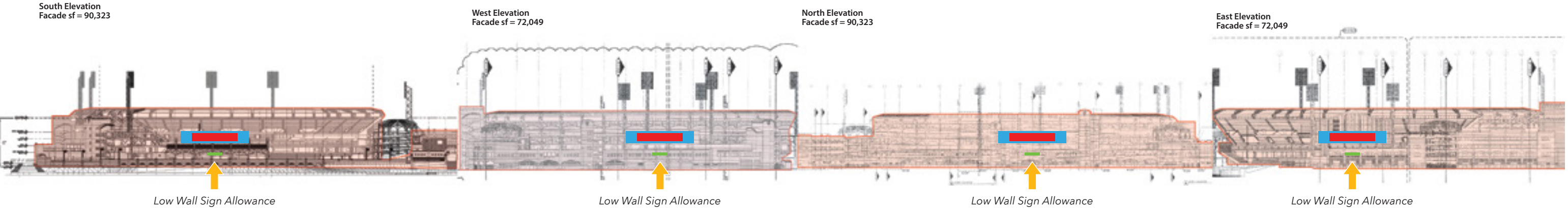
Acrisure Stadium

4 Blocks at 25% Each



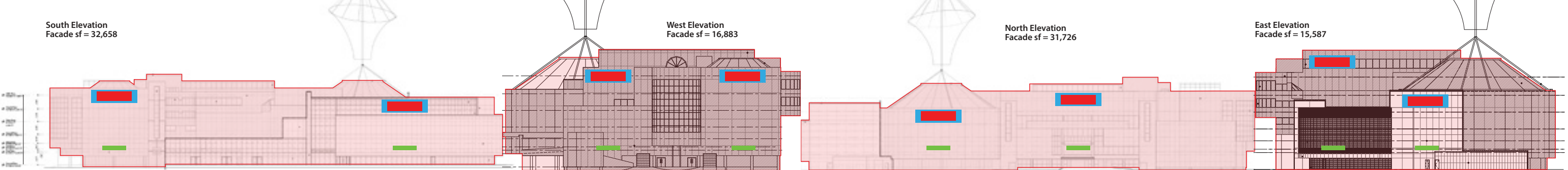
PNC Park

4 Blocks at 25% Each



Kamin Science Center

8 Blocks at 12.5% Each



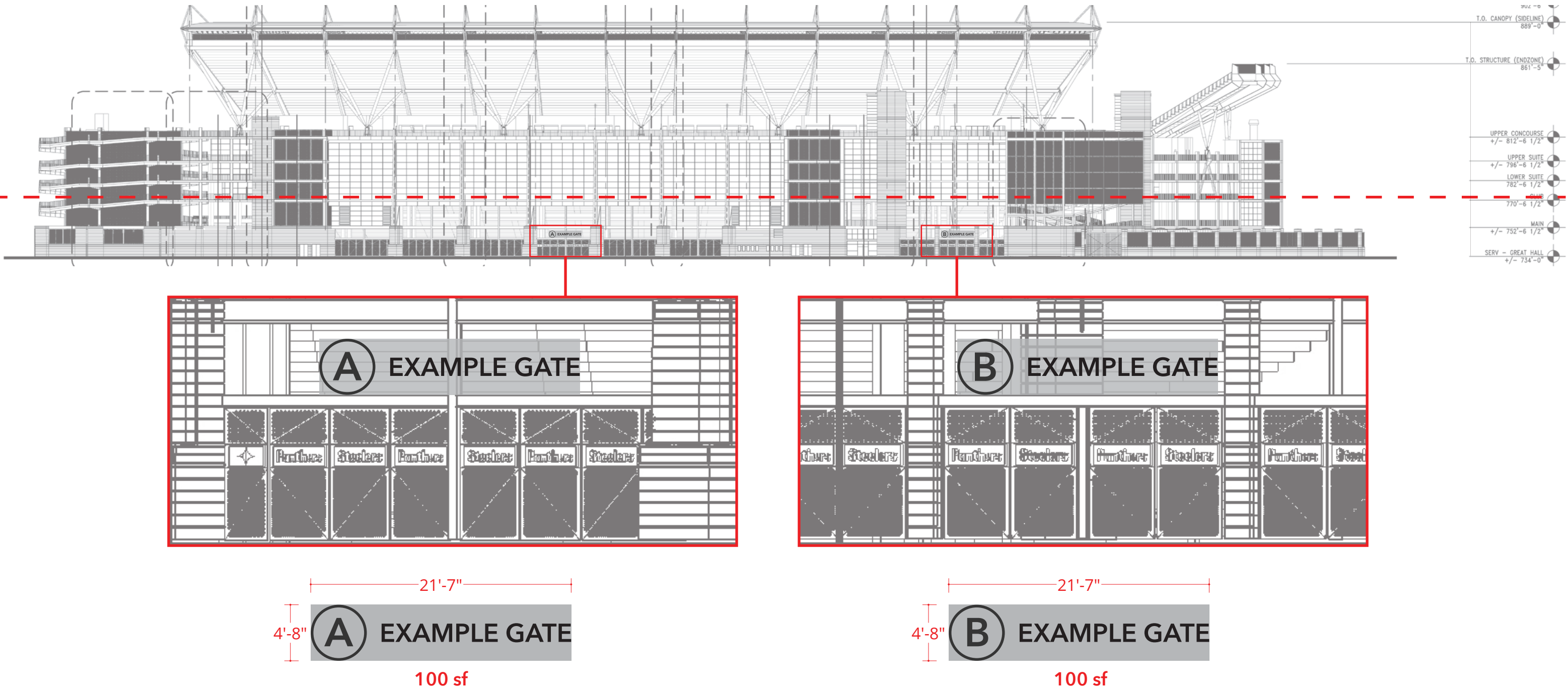
Current Allowance:
2% High Wall Allowance + 200sf Low Wall Allowance

Proposed Allowance:
5% Allowance

200 Square Feet

Structure Based Signage - 200sf Cap

Illustration of 200sf limitation



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SECTION 3 Ground Signage

Ground Signage - Inspiration



Ground Signage - Code and Visualization

Ground Based Public Destination Facility Signs

1. Location

- (a) Except as provided for in this section, Ground Based Public Destination Facility Signs may be located anywhere in Open Space provided that the location does not present an impediment to pedestrian traffic.
- (b) Ground Based Public Destination Facility Signs shall not be located within one hundred (100) feet of the rivers, a Riparian Buffer or be directed primarily towards the rivers.
- (c) No Ground Based Public Destination Facility Sign shall be erected or maintained in such a manner as to obscure or otherwise physically interfere with an official traffic sign, signal or device, or to obstruct or physically interfere with the driver’s view of approaching, merging or intersecting traffic.

2. Content

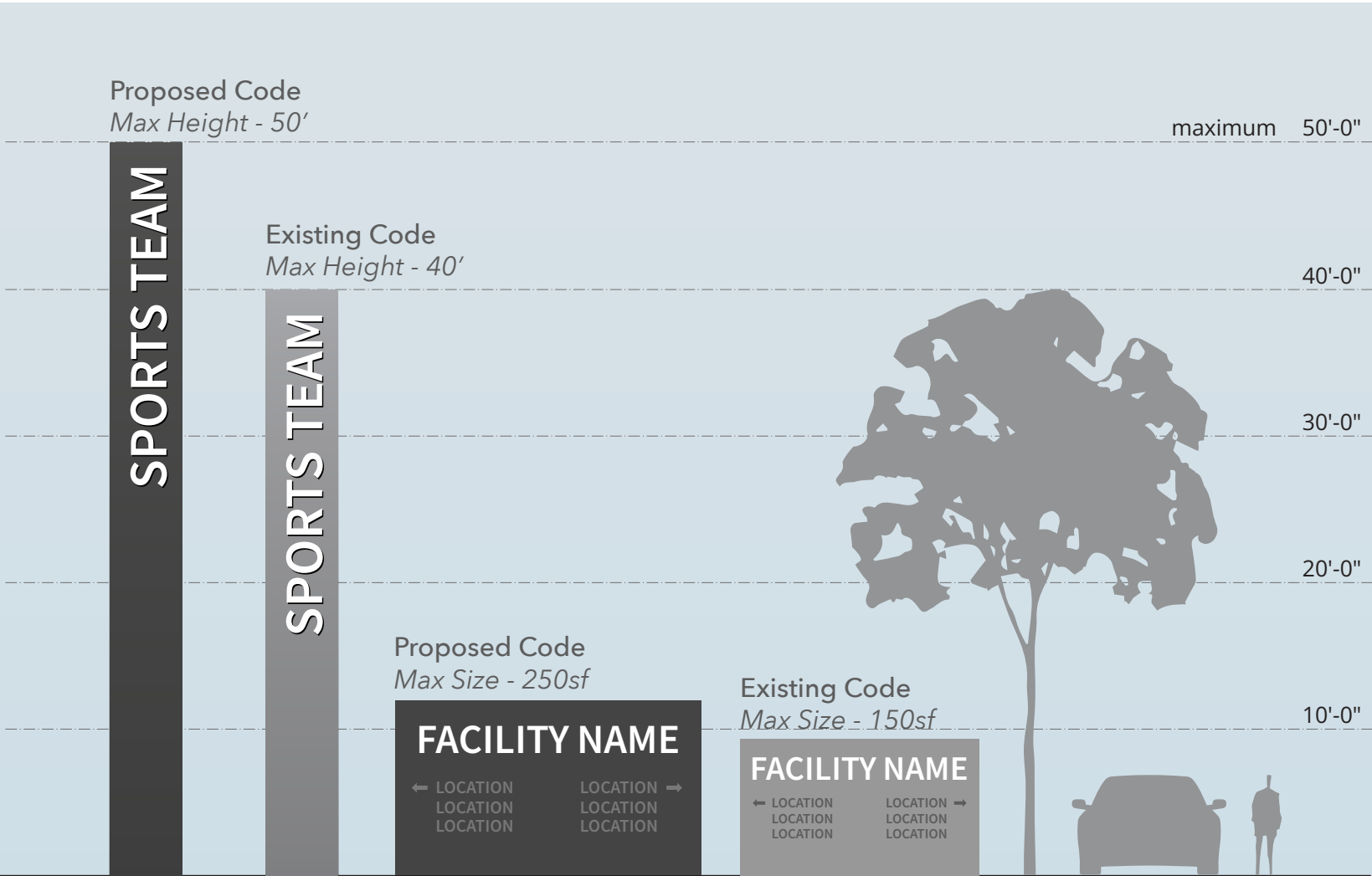
Ground Based Public Destination Facility Signs may include Changeable Content.

3. Size

- (a) The total square footage of all Ground Based Public Destination Facility Signs located in Open Space shall not exceed two (2) square feet of signage for every lineal foot of street frontage within the Subdistrict.
- (b) Up to three (3) Marquee-Style Ground Based Public Destination Facility Signs may be permitted per Subdistrict, each not to exceed a maximum face area of two thousand five hundred (2,500) square feet.
- (c) The maximum size of all other Ground Based Public Destination Facility Signs shall not exceed a total face area of two hundred fifty (250) square feet.
- (d) Ground Based Public Destination Facility Signs shall not be more than fifty (50) feet in height.

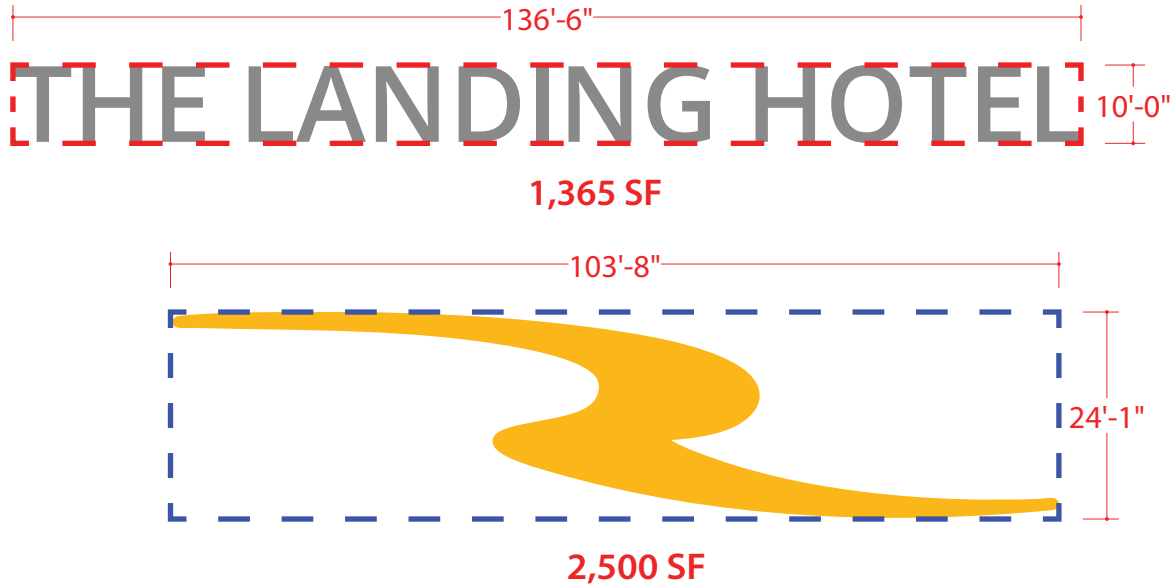
4. Review & Approval Process

Ground Based Public Destination Facility Signs shall be subject to Design Review.



Ground Signage - Visualization

Example Branding Opportunities - *Depictions are strictly inspirational with no intent to install*



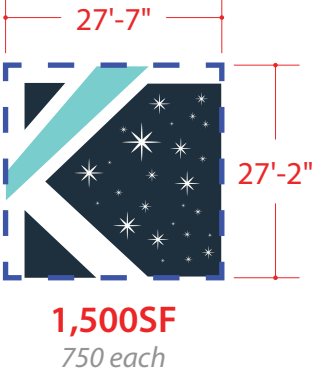
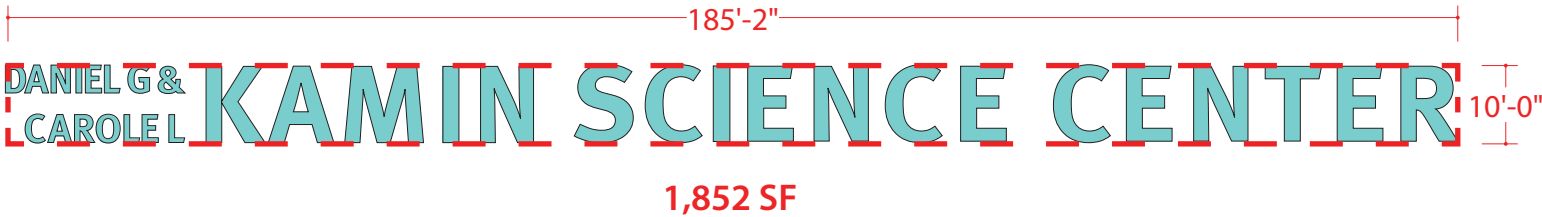
Square Footage Summary

Amount Depicted - 3,865 SF
Max Amount - 7,312 SF

Remaining 3,447 SF to be used for other Ground Based Public Destination Facility Signs.

Ground Signage - Visualization

Example Branding Opportunities - *Depictions are strictly inspirational with no intent to install*



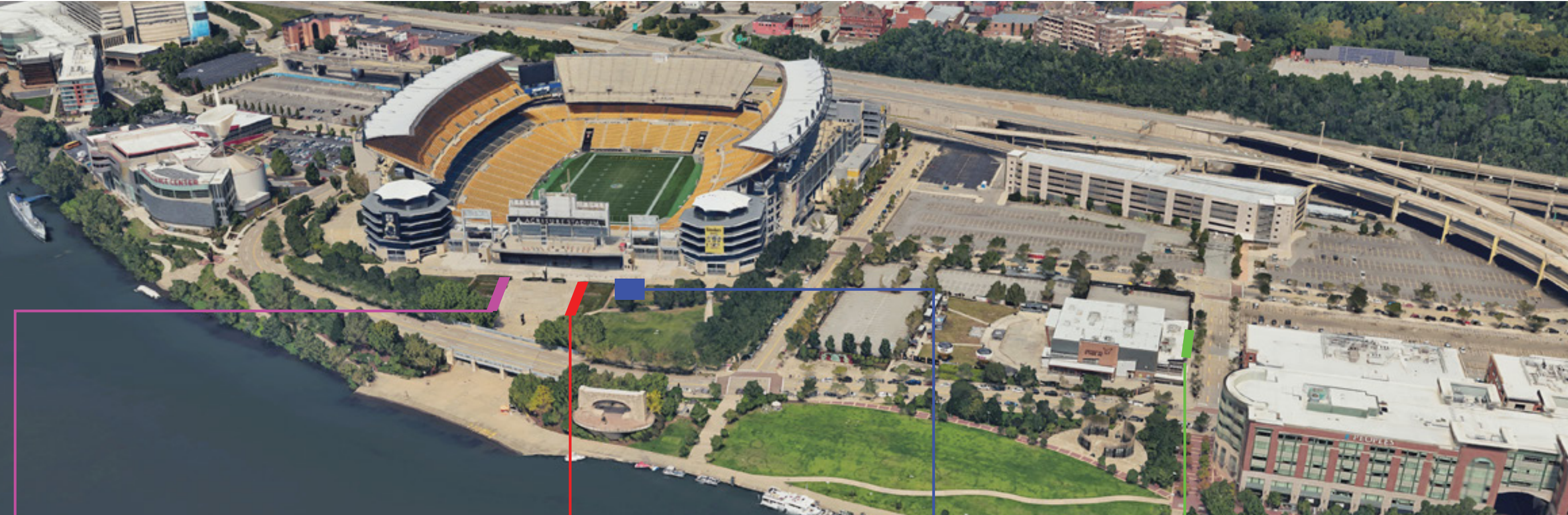
Square Footage Summary

Amount Depicted - 3,352 SF
Max Amount - 7,016 SF

Remaining 3,664 SF to be used for other Ground Based Public Destination Facility Signs.

Ground Signage - Visualization

Example Branding Opportunities - *Depictions are strictly inspirational with no intent to install*



176'-0"

PITTSBURGH STEELERS

12'-0"

2,112 SF

185'-10"

PITTSBURGH PANTHERS

12'-0"

2,230 SF

28'-6"



40'-0"

2,280 SF

15'

AE

10'

150 SF

Square Footage Summary

Amount Depicted - 6,722 SF
Max Amount - 11,200 SF

Remaining 4,428 SF to be used for other Ground Based Public Destination Facility Signs.

Number accounts for 3D object

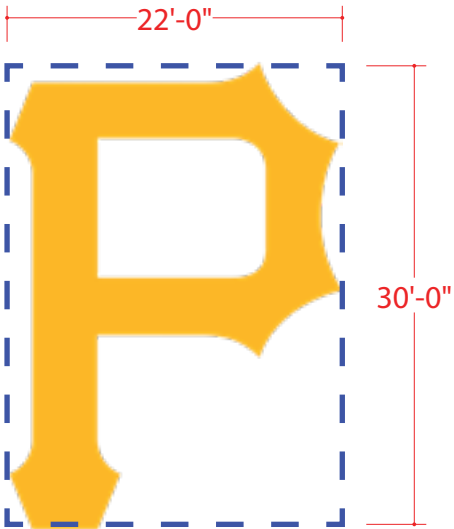
Ground Signage - Visualization

Example Branding Opportunities - *Depictions are strictly inspirational with no intent to install*

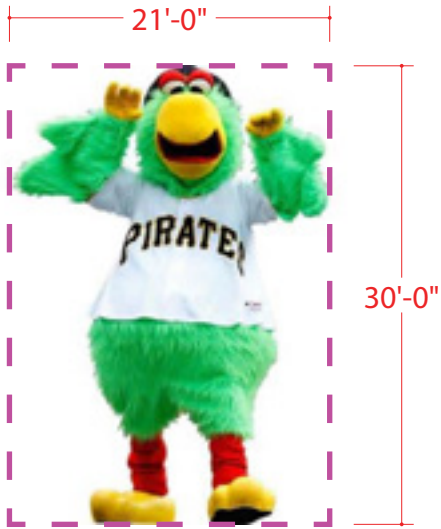


1,920 SF

Number accounts for 3D object

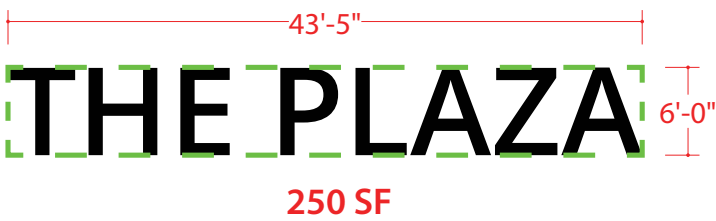


660 SF



1,260 SF

Number accounts for 3D object



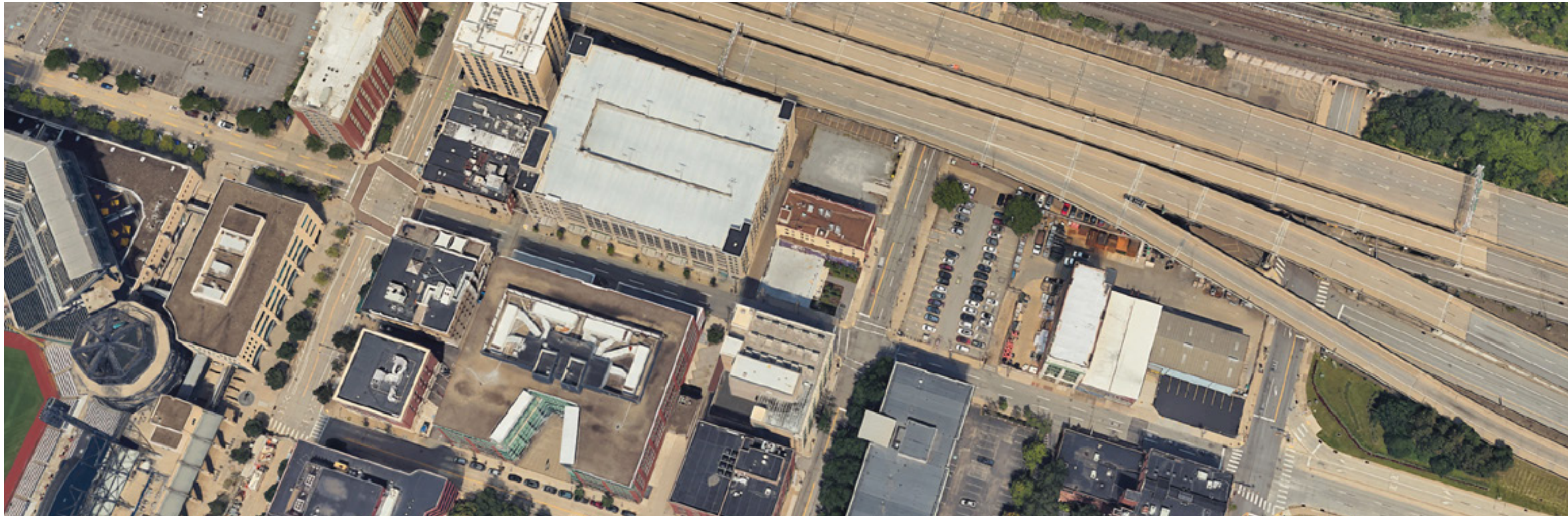
Square Footage Summary

Amount Depicted - 4,090 SF
Max Amount - 6,790 SF

Remaining 2,700 SF to be used for other Ground Based Public Destination Facility Signs.

Ground Signage - Visualization

Example Branding Opportunities - *Depictions are strictly inspirational with no intent to install*



59'-1" 9'-0"

the warhol

531 SF

15'-0" 25'-0"



750 SF

Number accounts for 3D object

Square Footage Summary

Amount Depicted - 1,281 SF
Max Amount - 3,404 SF

Remaining 2,123 SF to be used for other Ground Based Public Destination Facility Signs.

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SECTION 4 Temporary Event Signage

Temporary Event Signage - Inspiration



Temporary Event Signage - Code and Visualization

Temporary Event Signs

- 1. The locations of all Temporary Event Signs are to be provided for in a Temporary Event Sign Plan.
- 2. The determination of whether an event is a Major Temporary Event or Minor Temporary Event shall be determined by the Special Permit issued by the Special Events Committee. A copy of the Special Permit must be submitted to the Department of City Planning when the application for the Temporary Event Signs for the event is filed.
 - (a) For Major Temporary Events, the signs may be in place up to two (2) months before the start of the event and until two (2) weeks after the close of the event; and
 - (b) For Minor Temporary Events, the signs may be in place up to two (2) weeks before the start of the event and until two (2) weeks after the close of the event.
- 3. An application for a Temporary Event Sign Plan must be submitted to the Department of City Planning for review and approval. The Art Commission must review and approve any locations within a Public Right-of-Way or on City-owned property.



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SECTION 5 Large Video Displays

Large Video Displays - Code and Visualization

NS Large Video Displays

1. Location

- (a) A NS Large Video Display may be located on a NS Public Destination Facility facade or Open Space.
- (b) NS Large Video Displays shall not directly face towards the riverfront.

2. Content

- (a) NS Large Video Displays may contain Broadcast Content and Changeable Content.

3. Size

The maximum size of a NS Large Video Display shall be 1,200 square feet.

4. Visibility

- (a) Luminance shall be no greater than 2,500 nits by day and 250 nits by night for NS Large Video Displays directed toward the river.
- (b) Luminance shall be no greater than 4,500 nits for all other NS Large Video Displays.

5. Review & Approval Process

NS Large Video Displays shall be reviewed by the Planning Commission and City Council as Conditional Uses according to the Conditional Use Standards and Procedures of Section 922.06 and the standards set forth above.



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SECTION 6 Special Definitions

Special Definitions

Special Definitions

The following special definitions shall apply throughout the North Shore Entertainment District regulations of this section.

Broadcast Content means the live broadcast of sporting events and performances and related programs at the facility or at remote venues during the day of an event. Broadcasts may include commercials that typically occur during such broadcasts.

Changeable Content means static messaging showcasing internal facilities and events, the name, logo and/or tagline of a NS Public Destination Facility or Open Space, the primary or secondary tenants of a NS Public Destination Facility or Open Space, or a Sponsor associated with a NS Public Destination Facility, a tenant thereof or Open Space, and cross-marketing of other facilities and events within the North Shore Entertainment District.

Ground Based Public Destination Facility Signs means any and all permanent free standing Public Destination Facility Signs located within a Subdistrict’s Open Space that is not attached to any building.

Major Temporary Event means a one-time event or event that does not occur on an annual basis (ex. the NFL Draft, the Winter Classic & All-Star Game) or an annual event with an attendance or patronage of at least one hundred thousand (100,000) people.

Marquee-Style Ground Based Public Destination Facility Sign is a large-scale, two or three-dimensional sign designed to serve as a prominent visual landmark for a public destination facility. These signs may include integrated architectural features or lighting and are intended to provide identity and distinction for major destinations within the district. Marquee-Style signs are distinct from standard ground signs in their scale, design complexity, and role as focal points within the Open Space.

Minor Temporary Event means a specific event, including but not limited to sporting events, concerts, festivals and parades, which takes place not more than once per year.

NS Garage in the North Shore Entertainment District means a structure or any portion thereof designed for the parking of one (1) or more automobiles that is owned or operated by a local agency or authority.

NS Large Video Display in the North Shore Entertainment District means an electronic sign that features real-time, full-motion, or pictorial imagery of television quality or better and may include Broadcast Content or Changeable Content.

NS Public Destination Facility means a structure providing as its primary use one (1) of the following: a NS Garage, community center, hospital, cultural services (limited and general), public assembly (general) recreation and entertainment facilities (general, indoor and outdoor) and gaming enterprises and any other accessory structure attached thereto.

Open Space means that portion of a lot or lots which are not occupied by buildings or streets.

Public Destination Facility Signs means signage that carries the name, logo and/or tagline of a NS Public Destination Facility or Open Space, the primary or secondary tenants of a NS Public Destination Facility or Open Space, or a Sponsor associated with a Public Destination Facility, a tenant thereof or Open Space. Public Destination Facility Signs include Structure Based Public Destination Facility Signs and Ground Based Public Destination Facility Signs.

Sponsor means a person, entity, or organization that provides financial and other support for a tenant, event, product, service or activity associated with a NS Public Destination Facility.

Structure Based Public Destination Facility Signs means any and all permanent Public Destination Facility Signs attached to the NS Public Destination Facility and includes, but is not limited to, the following types of signs: Business, Identification, Electronic, Marquee, Canopy and Projecting Signs.

Temporary Event Sign means a sign that advertises a specific event and the Sponsor thereof, including but not limited to sporting events, concerts, festivals and parades, which takes place not more than once per year.

Temporary Event Sign Plan means a plan that provides for the locations, quantities and sizes of all Temporary Event Signs on the zoning lots and facilities located thereon under the control or ownership of the primary occupant of such lots and facilities.



SECTION 7

Subdistrict Analysis

Subdistrict Analysis - Parcel Information

Casino Subdistrict	
Location	Street Frontage
Rivers Casino	1,734
Parking Lot	1,085
Triangle	837
Total	3,656
Signage SF	7,312

PNC Park Subdistrict	
Location	Street Frontage
PNC Park	2,085
The Plaza/Champions	560
Red Lot	750
Total	3,395
Signage SF	6,790

Science Center Subdistrict	
Location	Street Frontage
Science Center	1,345
Parking Lot 1	1,132
Parking Lot 2	1,031
Total	3,508
Signage SF	7,016

Pop District	
Location	Street Frontage
Garage + Plaza	1,208
Warhol Museum	500
Parking Lot	445
Total	2,153
Signage SF	4,306

Acrisure/Stage AE Subdistrict	
Location	Street Frontage
Acrisure	3,827
Stage AE	1,773
Total	5,600
Signage SF	11,200

Subdistrict Analysis - Ground Sign Allowance

Casino Subdistrict	
Location	Street Frontage
Rivers Casino	1,734
Parking Lot	1,085
Triangle	837
Total	3,656
Signage SF	7,312



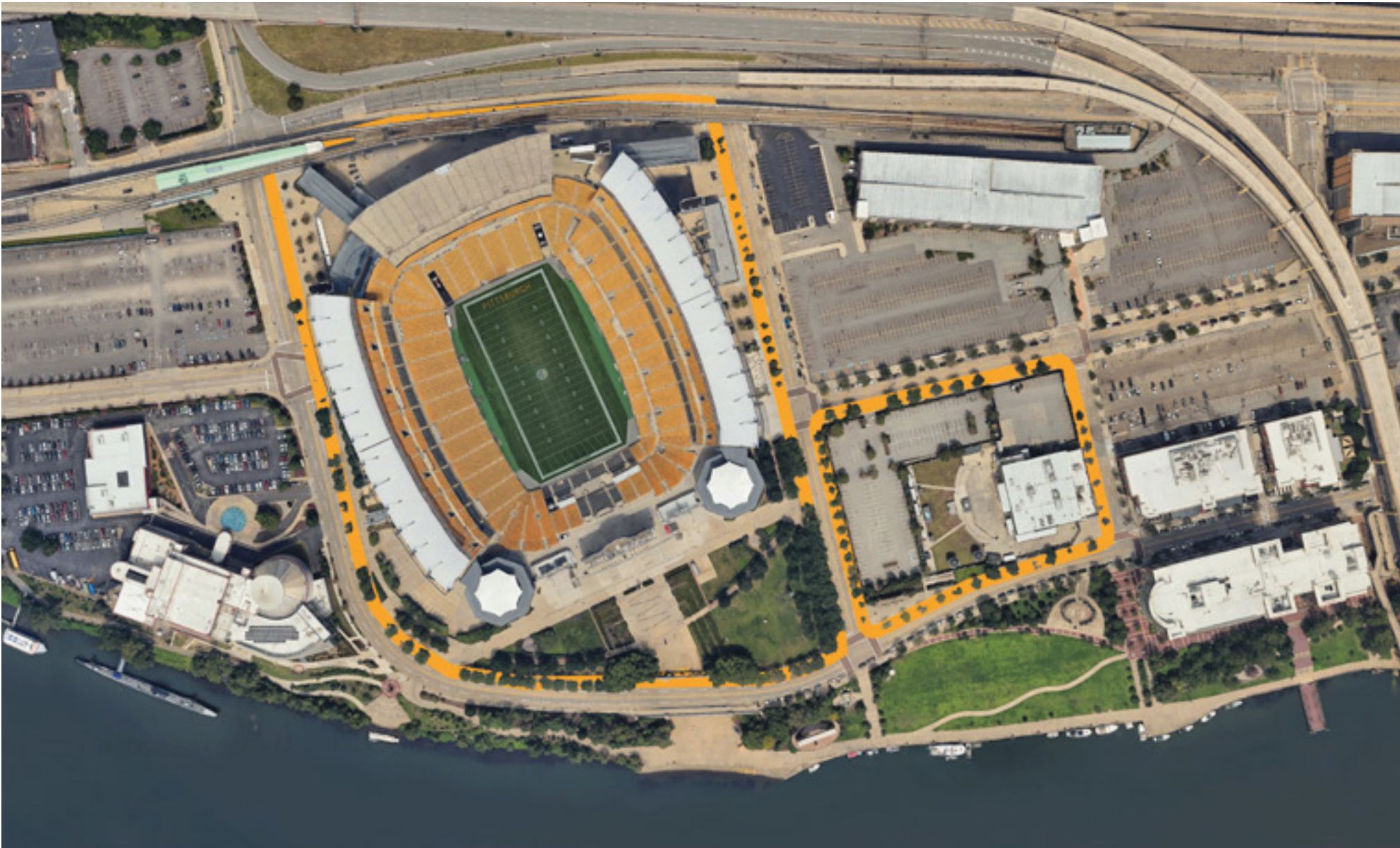
Subdistrict Analysis - Ground Sign Allowance

Science Center Subdistrict	
Location	Street Frontage
Science Center	1,345
Parking Lot 1	1,132
Parking Lot 2	1,031
Total	3,508
Signage SF	7,016



Subdistrict Analysis - Ground Sign Allowance

Acrisure/Stage AE Subdistrict	
Location	Street Frontage
Acrisure	3,827
Stage AE	1,773
Total	5,600
Signage SF	11,200



Subdistrict Analysis - Ground Sign Allowance

PNC Park Subdistrict	
Location	Street Frontage
PNC Park	2,085
The Plaza/Champions	560
Red Lot	750
Total	3,395
Signage SF	6,790



Subdistrict Analysis - Ground Sign Allowance

Pop District	
Location	Street Frontage
Garage + Plaza	1,208
Warhol Museum	500
Parking Lot	445
Total	2,153
Signage SF	4,306

