

North Shore Entertainment District

Council Bill 2024-0959

Issued: November 14, 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

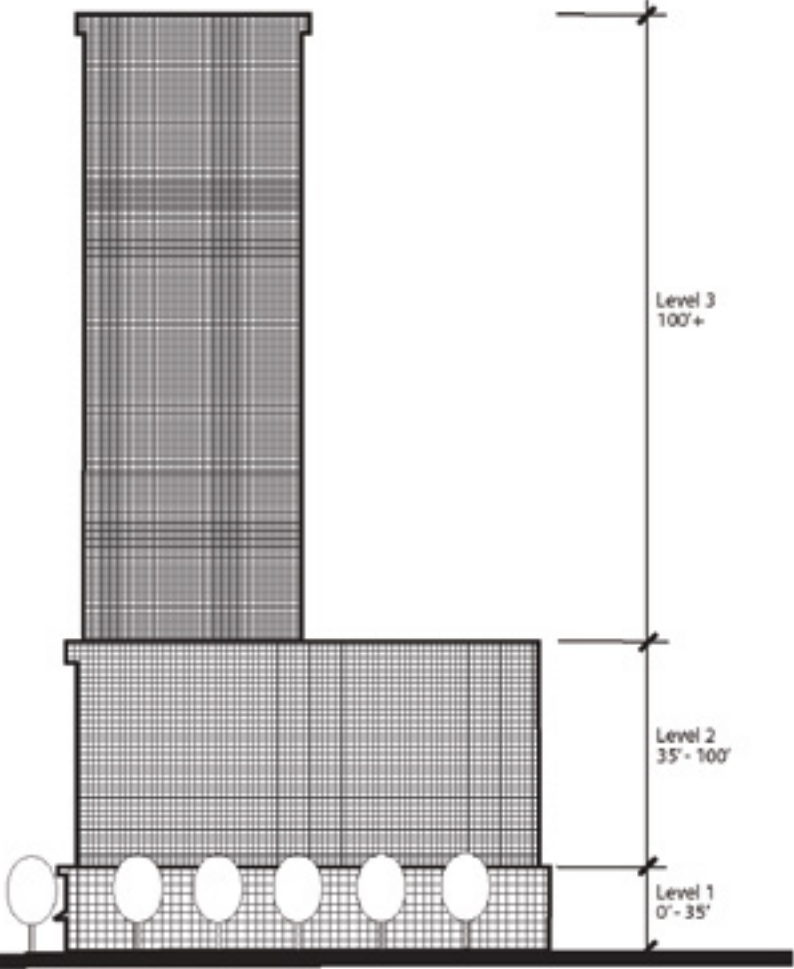
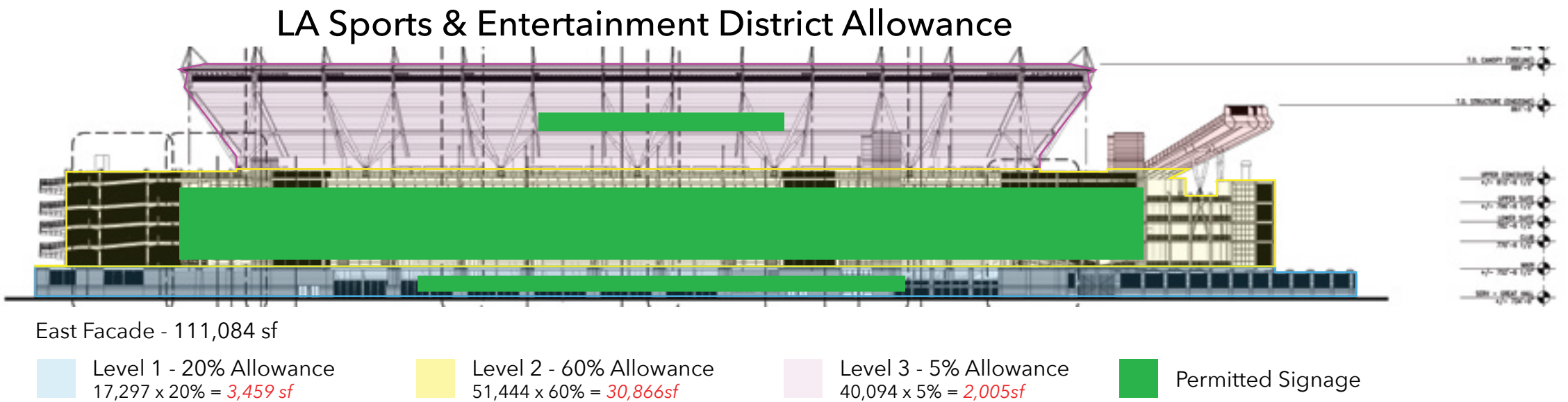
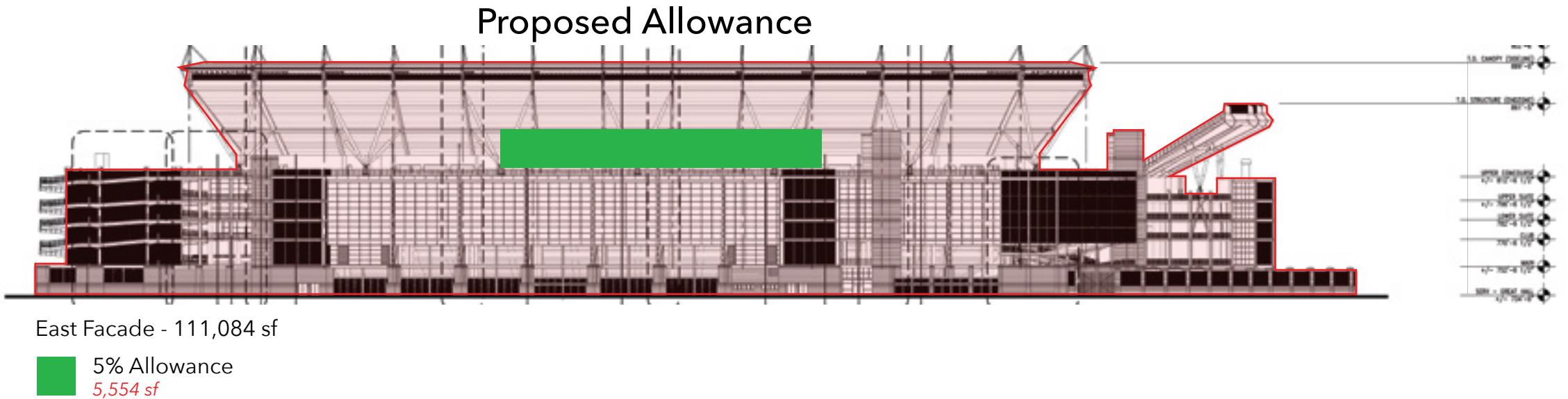
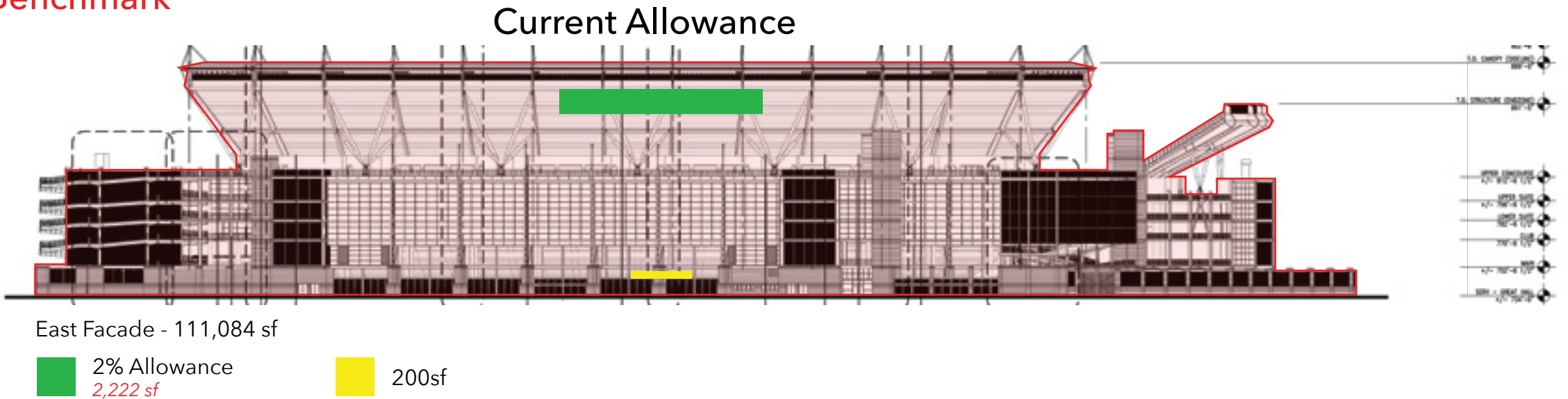
District Comparisons

District Comparisons

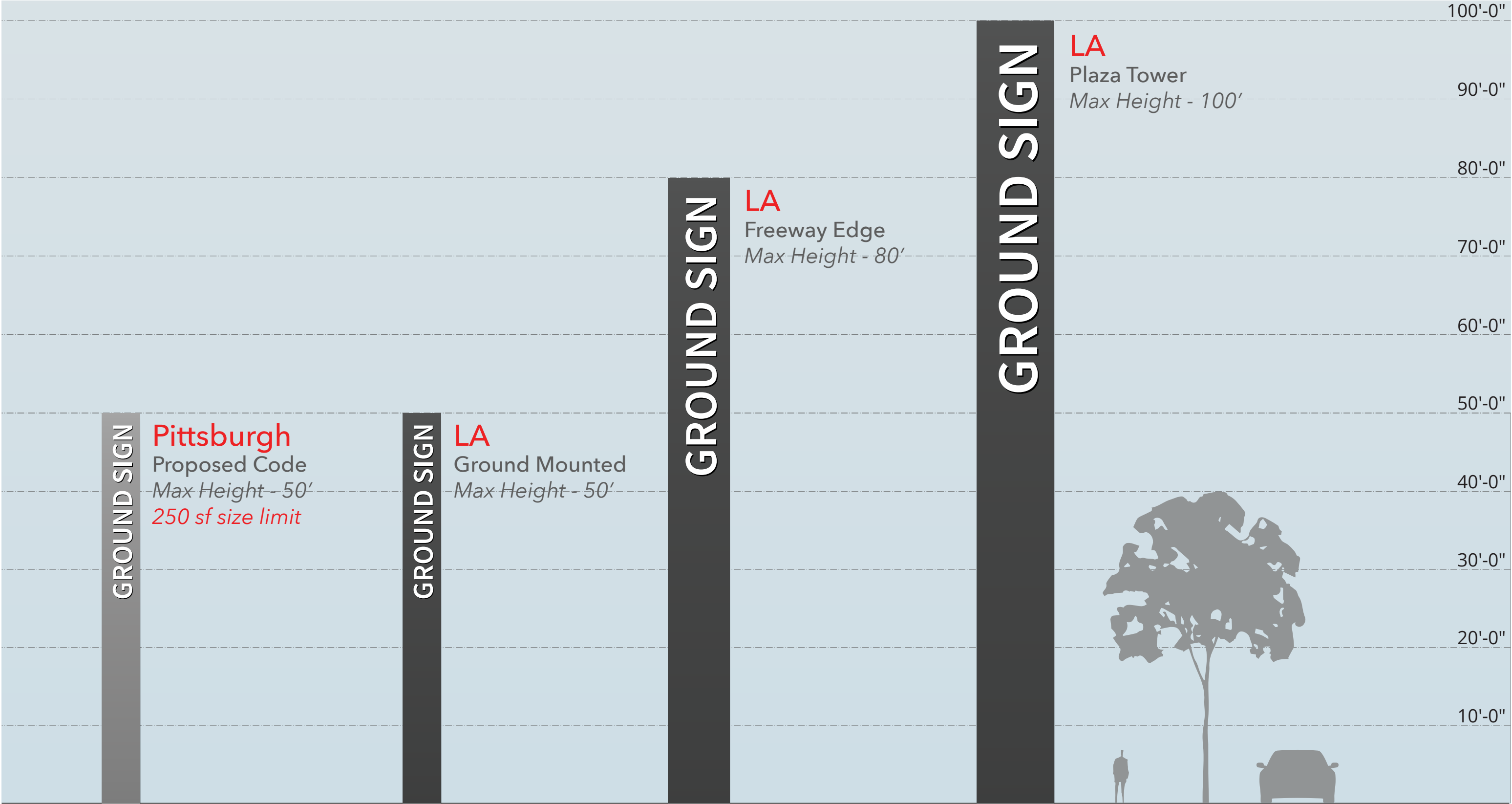
LA Sports & Entertainment District Benchmark

District APercentage of Facade Allowance

Level 1	20%
Level 2	60%
Level 3	5%



LA has no size limit on ground mounted signage, only height.



District Comparisons



District Comparisons

Los Angeles Sports and Entertainment District - Code Snippets

Sec. 16. SIGNAGE.

5. Sign Area Calculation.

Sign area shall be calculated in accordance with the definition of Sign Areas, as described in LAMC Section14.4.2, except as follows:

- (a) Temporary Signs in Sign District A-1 (See Map 8) shall be **excluded** from computation of sign area, up to a total of **10,000 square feet**.
- (b) **Wayfinding signs shall be excluded** from computation of sign area.
- (c) **Aerial View signs shall be excluded** from computation of sign area.

7. Sign Height for Ground Mounted Signs.

Ground Mounted Signs shall be limited to 35 feet. Ground Mounted Signs may exceed 35 feet for a height of **up to 50 feet** only if they do not break the roofline of the podium level of the adjacent building wall. Sign height shall be measured as the vertical.

8. Sign Height for Freeway Edge Signs.

Freeway Edge Signs shall be limited to **80 feet in height**.

9. Sign Height for Plaza Tower Signs.

Plaza Tower signs shall be limited to **100 feet in height**.

10. Existing Signs.

Existing signs and/or sign support structures that legally exist prior to October 21, 2001 and signs authorized by Ordinance No. 172465 shall be permitted to continue pursuant to LAMC Section 91.6216. The sign area of preexisting signs shall count toward sign area allowed by this Specific Plan, with the exception of signs authorized by Ordinance 172465, which shall be excluded from computation of sign area.)

11. Illumination.

All signs within the Specific Plan may be illuminated. Signs may be illuminated by either internal or external means. Methods of signage illumination may include, but not be limited to: Electric lamps, such as neon tubes; fiber optic; incandescent lamps; cathode ray tubes exposed directly to view; shielded spot lights and wall wash fixtures. All Illuminated Signs shall be designed, located or screened so as to limit direct light sources onto any residential units that are located outside of the Specific Plan area. The Arena Sign shall have a **nighttime brightness no greater than 300 candelas per square meter and a daytime brightness no greater than 5,000 candelas per square meter**.

12. Building I.D. Signs.

Any signage that includes corporate sponsors as part of the building identification, shall be designed so as to present internally consistent and internally proportionate sign copy. Signs that **include corporate sponsors** shall utilize lettering size and styles which are generally uniform, in order that all words or names within the sign are not of a significantly different scale than the rest of the sign copy. **Building I.D. Signs are permitted to break the plane of the roof**. Any portion of a Building I.D. Sign above the plane of the roof shall consist of free-standing letters or characters which are not applied or attached to any background structure, building, or material, except as necessary for support.

18. Additional Limitation for Signage in Sign District A-1 and Sign District B.

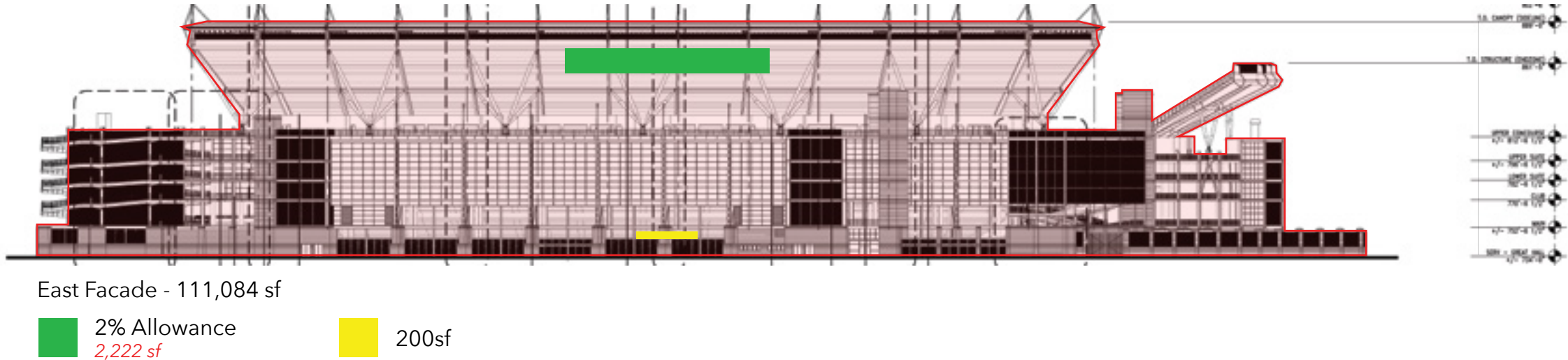
In no event shall the **combined total amount of square footage of signage** in Sign Districts A-1 and B exceed **136,000 square feet, exclusive of up to 10,000 square feet of temporary signage**.

	NON-ANIMATED SIGNS	ANIMATED SIGNS
Aerial View Sign	Yes	No
Architectural Ledge Sign	Yes	No
Arena Sign	Yes	Yes
Awning Sign	Yes	No
Banner Sign	Yes	No
Building I.D. Sign	Yes	No
Channel Letters Sign	Yes	No
Electronic Message Display Sign	Yes	Yes
Freeway Edge Sign	Yes	No
Ground Mounted Sign	Yes	Yes
Inflatable Sign	Yes	No
Plaza Tower Sign	Yes	Yes
Projected Image	Yes	Yes
Projecting Sign	Yes	Yes
Roof Sign	Yes	Yes
Supergraphic Sign	Yes	Yes
Temporary Sign	Yes	Yes
Tenant I.D. Sign	Yes	Yes
Wall Mural	Yes	No
Wall Sign	Yes	Yes
Wayfinding Sign	Yes	No
Window Sign	Yes	No

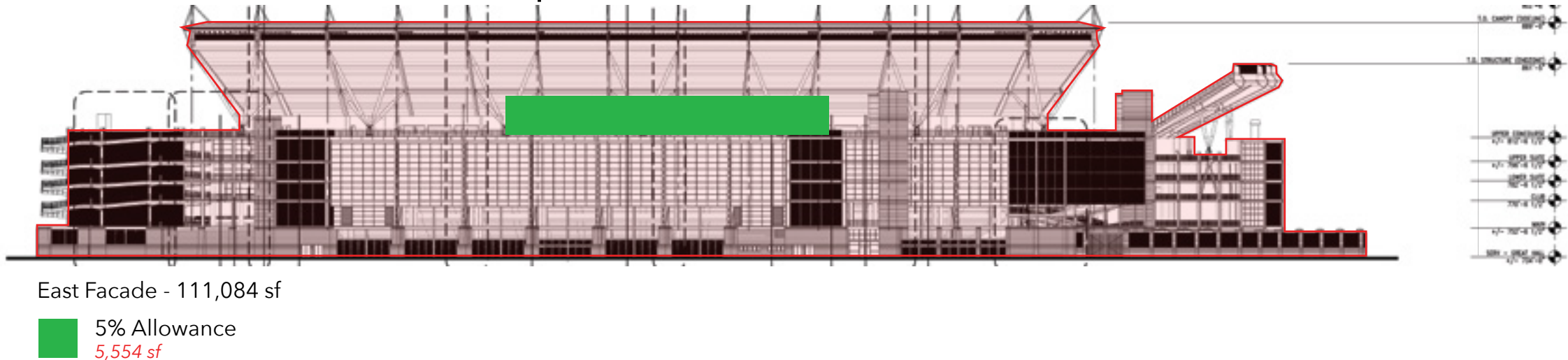
District Comparisons

Dallas Victory Sign District Benchmark

Current Allowance



Proposed Allowance



Dallas Victory Sign District Allowance



District Comparisons

Dallas Victory Sign District - Code Snippets

SEC. 51A-7.1703. PURPOSE.

- (a)The purpose of these sign regulations is to encourage and regulate the erection and display of signs that will create a unique, lively, and commercially-active environment that is bright and safe, and that incorporates diverse, state-of-the-art graphic technologies.
- (b) These sign regulations have been developed to achieve the following objectives in this district:
- (1) To create an atmosphere of vitality appropriate for a place where thousands of citizens gather for entertainment and celebration.
 - (2) To encourage the use of signs that are innovative, colorful, and entertaining, and that bring a distinctive character to this district.
 - (3) To identify and promote special events and cultural activities that will occur in this district.
 - (4) To encourage signs with a style, orientation, and location that take into consideration the high number of pedestrians expected within this district.
 - (5) To communicate clear directions to and through this district.
 - (6) To promote the economic success of businesses in this district. (Ord. Nos. 24348; 25918)

SEC. 51A-7.1726. SIGN REGULATIONS FOR SUBDISTRICT A (THE ENTERTAINMENT COMPLEX SUBDISTRICT).

- (5) Cumulative effective area limitations for all attached signs. The cumulative effective area of permanent non-premise attached signs on a building facade may not exceed 10 percent of the total area of the facade on which the signs are located. The cumulative effective area of all permanent attached signs on the facade may not exceed 30 percent of the total area of the facade.



District Comparisons

Columbus Arena District - Code Snippets

3375.02 - Statement of purpose.

The purpose of this Graphics Code is to promote the general safety and welfare of the citizens of the city by facilitating communication between people and their environment through the establishment of a comprehensive system regulating graphics within this city. The general objectives of this Graphics Code are as follows:

- A. To require all graphics, including signs, to be properly constructed, installed and maintained;
- B. To permit public and private signs that are compatible with their surroundings, aid orientation, identify activities, advertise or promote the interests of persons, products or services, express local history and character, allow for freedom of expression, or to serve educational purposes;
- C. To encourage public and private signs that are appropriate to the zoning districts in which they are located;
- D. To encourage public and private signs that are readable;
- E. To reduce competition between public and private signs;
- F. To reduce visual clutter by controlling the number, size and location of private signs;
- G. To regulate private signs so that they do not obstruct vision or interfere with the functions of drivers;
- H. To control private signs located along the Interstate System.



2

SECTION 2 District Map

District Map - Full District

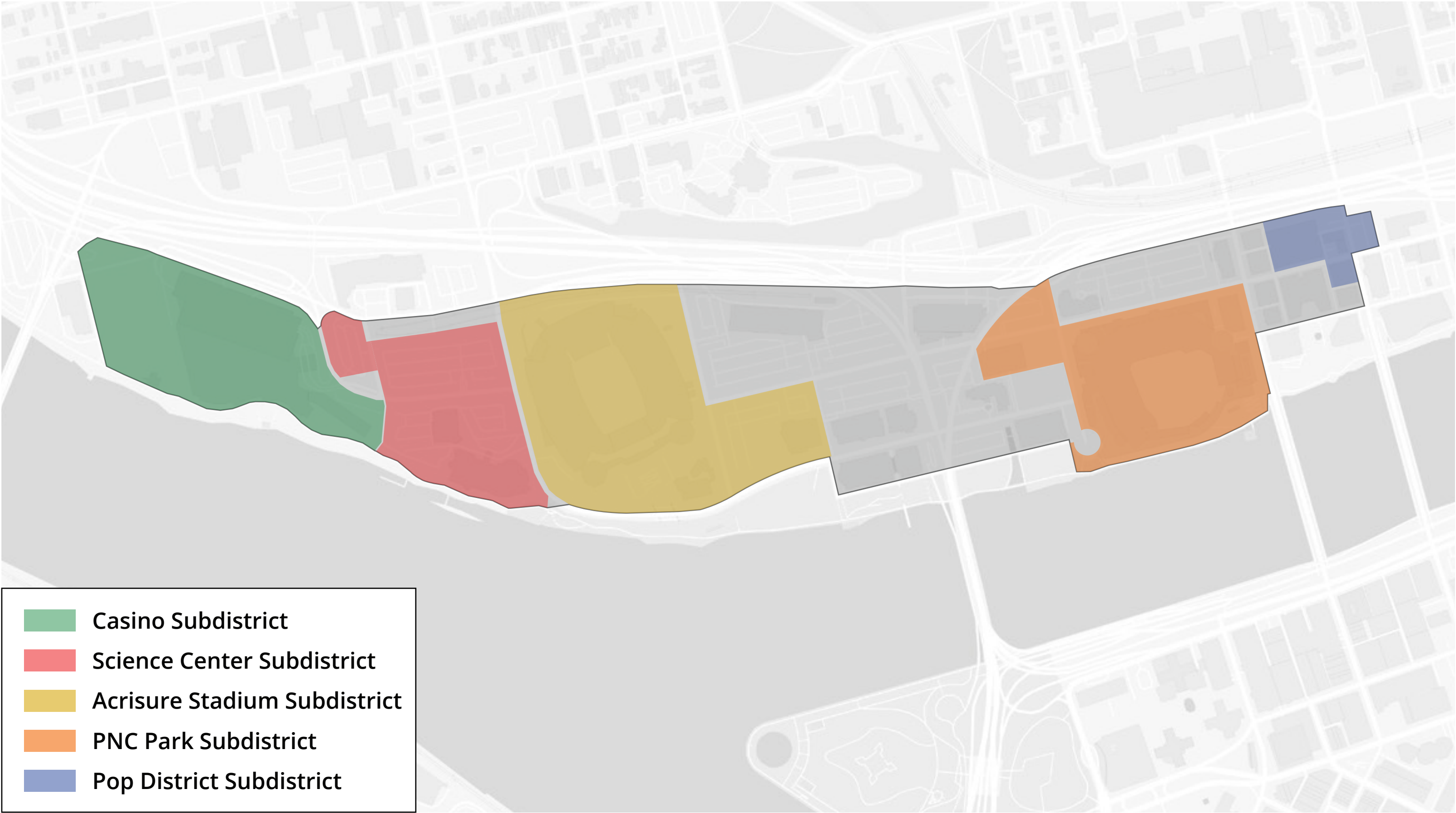
Council Bill 2024-0959

Figure 919.06.B.



District Map - Subdistricts

Figure 919.06.B.1.



3

SECTION 3 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, however, may not be sky facing only.
- (c) Structure Based Public Destination Facility Signs shall not be located within one hundred (100) feet of or be primarily directed towards rivers. .
- (d) Structure Based Public Destination Facility Signs shall be erected or maintained in such a manner as to not 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

Structure Based Public Destination Facility Signs may include Changeable Content and District Cross-Promotion Content. Changeable Content shall have only static text and graphics.

3. Size

- (a) For a NS Public Destination Facility, the aggregate area for all Structure Based Public Destination Facility Signs **larger than fifty (50) square feet shall not exceed 5%** of the total amount of facade area on a NS Public Destination Facility.
- (b) An **unlimited number** of Structure Based Public Destination Facility Signs **up to fifty (50) square feet** shall be permitted as of right.
- (c) For buildings other than a NS Public Destination Facility, the size requirements set forth in Section 919.03.M.7(a) shall apply.

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) Electronic L.E.D. displays, or signs including electronic or mechanical motion shall be oriented so that they are not generally parallel to and primarily visible from the river, and the adjacent trails and parks.
- (d) The text, image, or display on a Structure Based Public Destination Facility Sign may not change more than once every thirty (30) seconds.

- (e) Brightness. During daylight hours between sunrise and sunset, luminance shall be no greater than two thousand five hundred (2,500) nits. At all other times, luminance shall be no greater than two hundred fifty (250) nits.

5. Review & Approval Process

- (a) Structure Based Public Destination Facility Signs less than 250 square feet shall be subject to Design Review.
- (b) Structure Based Public Destination Facility Signs 250 square feet or greater shall be subject to Design Review and approval by the City Planning Commission.
- (c) The applicant must provide square footage numbers for existing signage and façade area at the time of application.

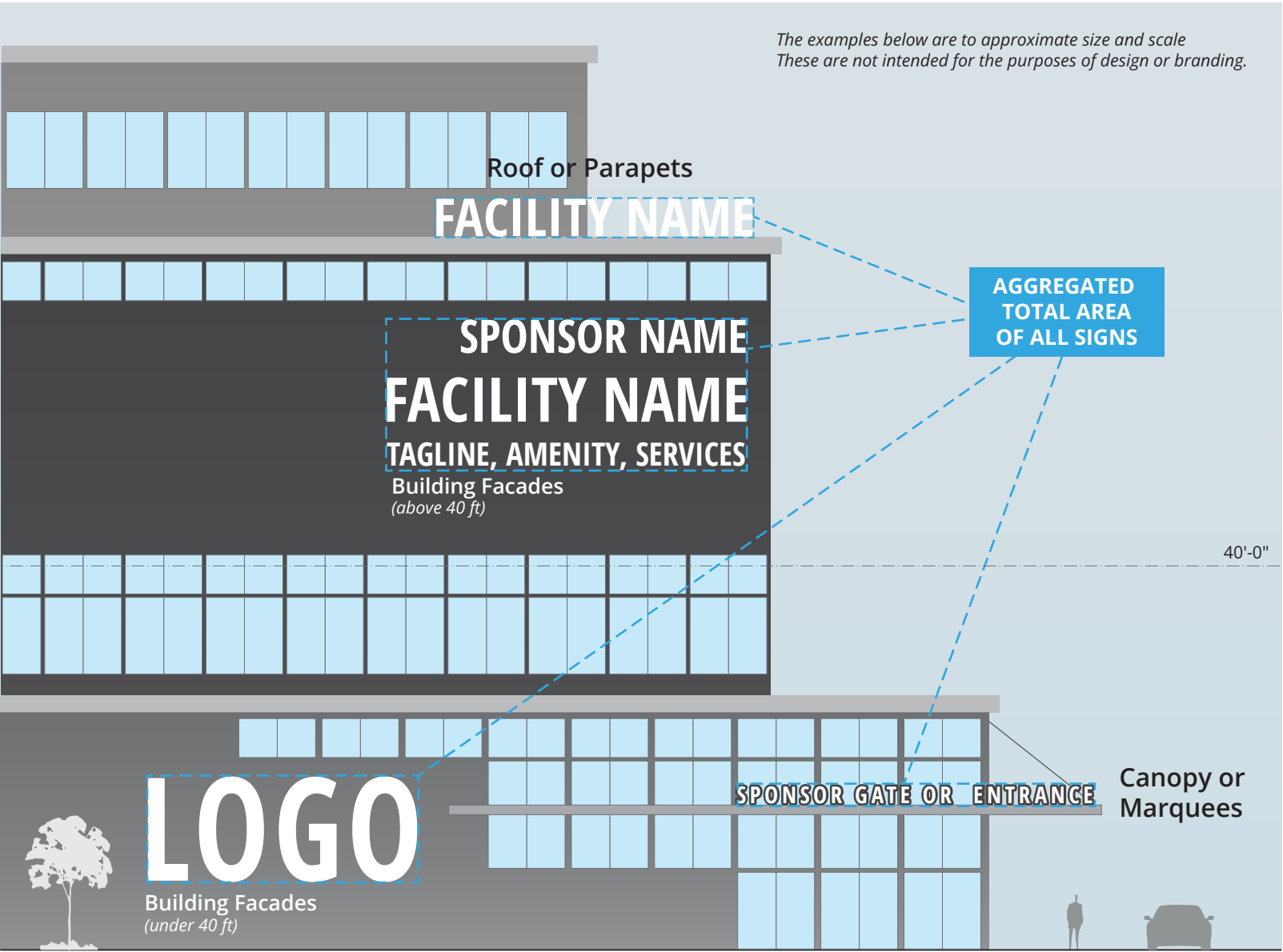
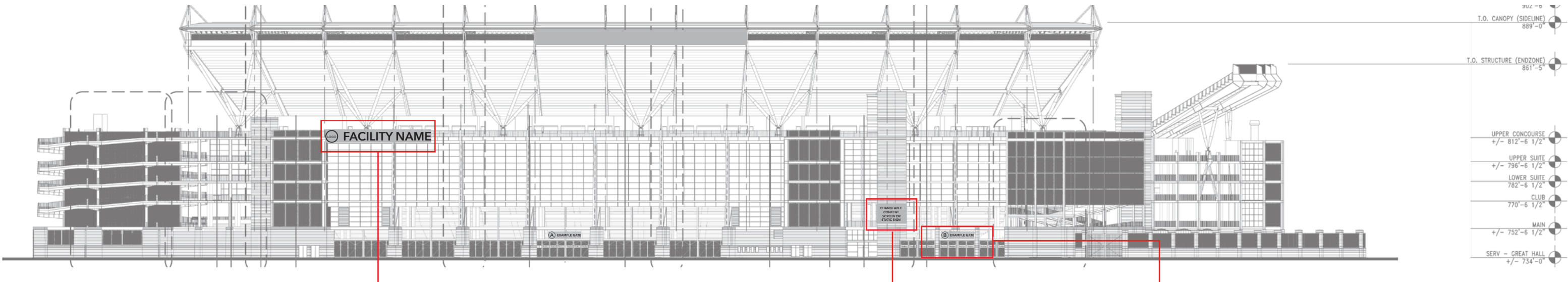


Illustration of 200sf limitation



Signs 250 sf or Greater

Signs Less Than 250 sf

Signs Less Than 50 sf

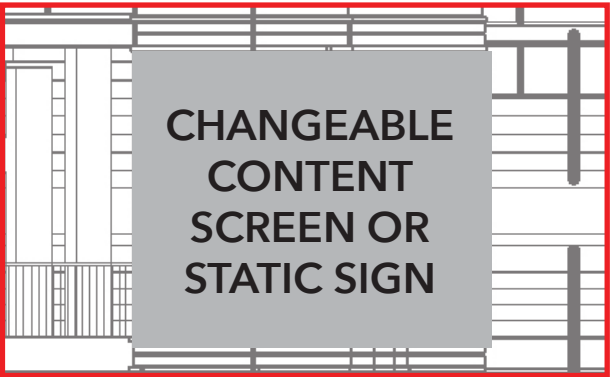


70'-0"



595 sf

Design Review	Required
Planning Commission Review	Required
5% Square Footage Allowance	Yes

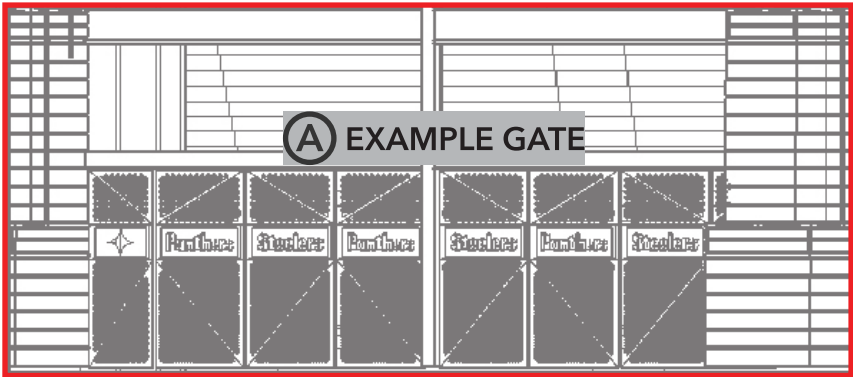


16'-6"

CHANGEABLE
CONTENT
SCREEN OR
STATIC SIGN

250 sf

Design Review	Required
Planning Commission Review	No
5% Square Footage Allowance	Yes



16'-9"

EXAMPLE GATE

50 sf

Design Review	No
Planning Commission Review	No
5% Square Footage Allowance	No

4

SECTION 4 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

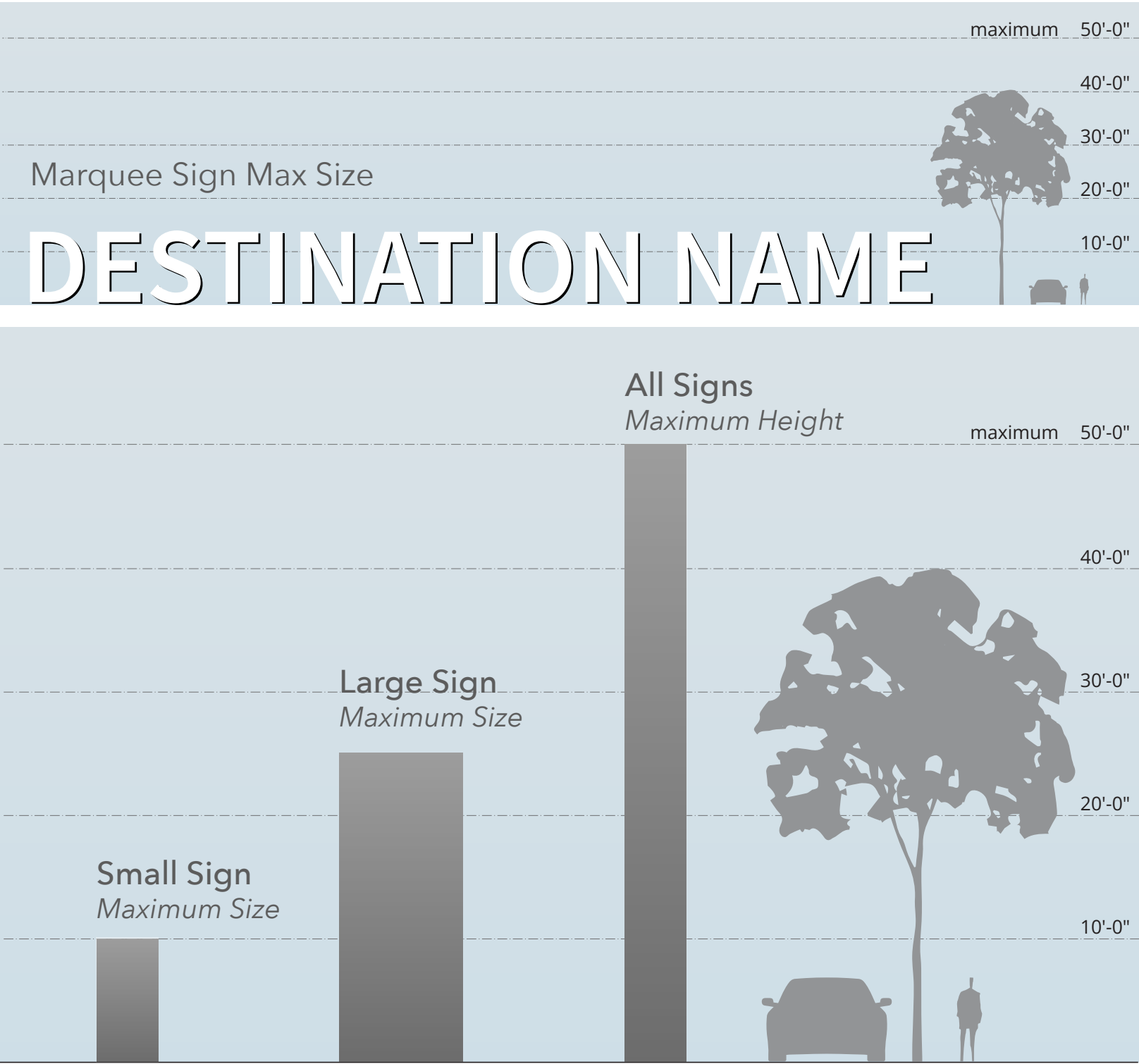
Ground Based Public Destination Facility Signs may include Changeable Content and District Cross-Promotion Content .. Changeable Content shall have only static text and graphics.

3. Size

- (a) **Small Scale Ground Signs** under fifty (50) square feet shall be permitted in unlimited number and are not subject to spacing requirements.
- (b) **Large Scale Ground Signs** shall maintain a minimum horizontal spacing of fifty (50) feet between other Large Scale Ground Signs and Marquee-Style Ground Based Public Destination Facility Signs.
- (c) Up to three (3) **Marquee-Style Ground-Based Signs** may be permitted per Subdistrict with total area not to exceed one (1) square foot of sign area for every one (1) linear foot of aggregate street frontage within the Subdistrict. No individual Marquee-Style Ground-Based Signs may exceed two thousand five hundred (2,500) square feet in face area. Marquee-Style Ground-Based Signs shall also maintain a minimum spacing of fifty (50) feet from other Large Scale or Marquee-Style Ground-Based Signs.
- (d) Ground Based Public Destination Facility Signs shall not be more than **fifty (50) feet** in height.
- (e) Two-Dimensional Sign Area Calculation. The sign area shall equal the area of the largest visible face. The area shall be defined by the smallest possible singular rectangle that fully encompasses all elements of the sign face. For double-sided signs, count the one largest visible face. Decorative or supporting structures without sign copy are excluded.
- (f) **Three-Dimensional Sign Area Calculation.** The sign area shall equal the area of the largest visible face plus the area of one side of the sign’s depth. Decorative or supporting structures without sign copy are excluded.

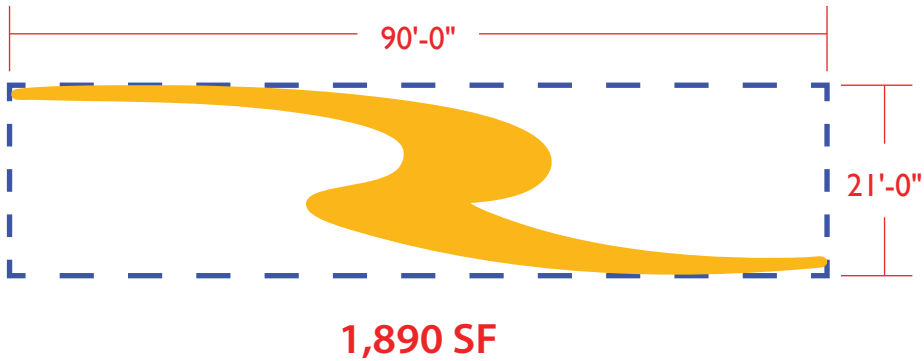
4. Review & Approval Process

- (a) Small Scale and Large Scale Ground Signs shall be subject to Design Review.
- (b) Marquee-Style Ground-Based Signs shall be subject to Design Review and approval by the City Planning Commission.



Ground Signage - Marquee Sign Examples

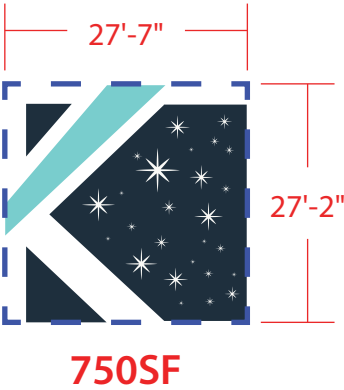
Example Branding Opportunities - *Depictions are strictly inspirational with no intent to install*



Square Footage Summary
Amount Depicted - 3,255 SF
Max Amount - 4,032 SF

Ground Signage - Marquee Sign Examples

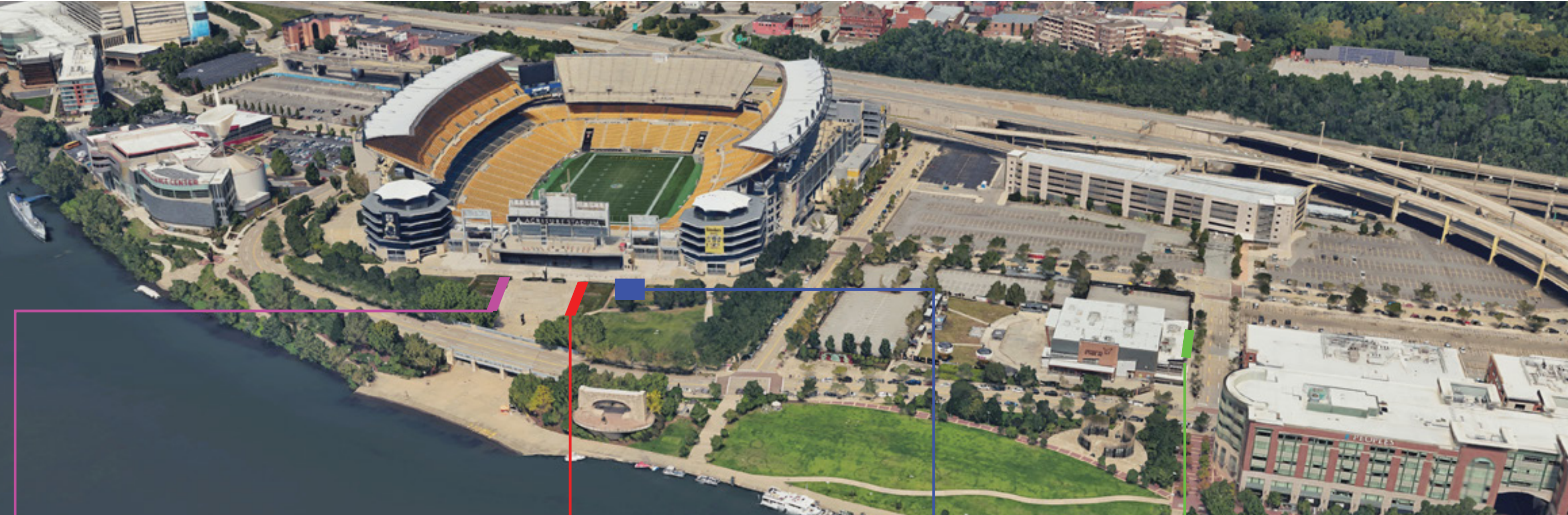
Example Branding Opportunities - Depictions are strictly inspirational with no intent to install



Square Footage Summary
Amount Depicted - 2,602 SF
Max Amount - 3,508 SF

Ground Signage - Marquee Sign Examples

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



176'-0"
PITTSBURGH STEELERS 12'-0"
2,112 SF

60'-0"
STAGE AE 10'
600 SF

185'-10"
PITTSBURGH PANTHERS 12'-0"
2,230 SF

Square Footage Summary
Amount Depicted - 4,942 SF
Max Amount - 5,600 SF

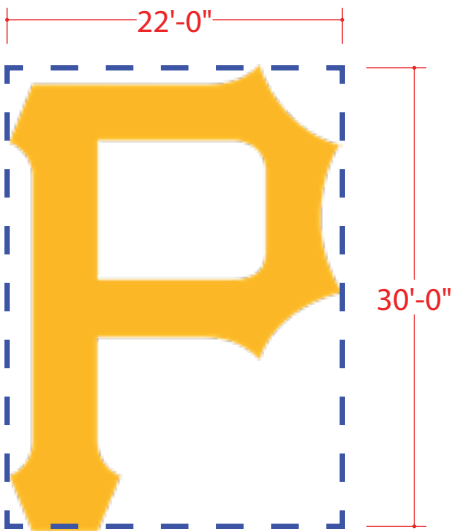
Ground Signage - Marquee Sign Examples

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



1,920 SF

Number accounts for 3D object

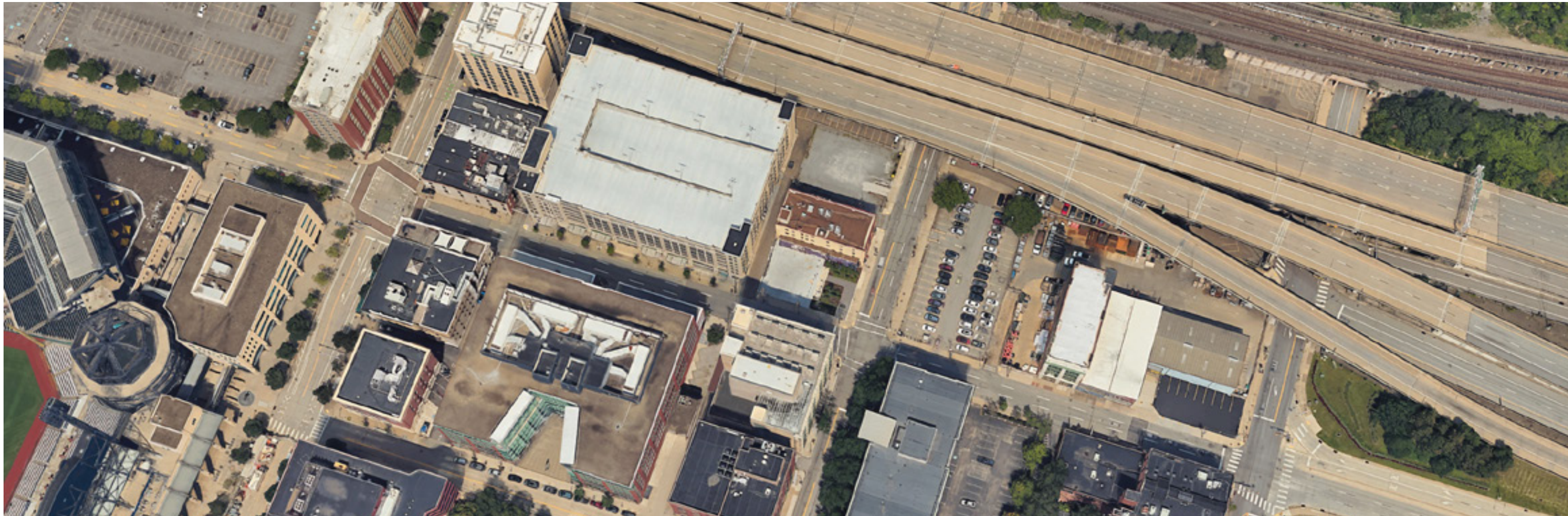


660 SF

Square Footage Summary
Amount Depicted - 2,580 SF
Max Amount - 3,395 SF

Ground Signage - Marquee Sign Examples

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



59'-1" 9'-0" **the warhol** 531 SF

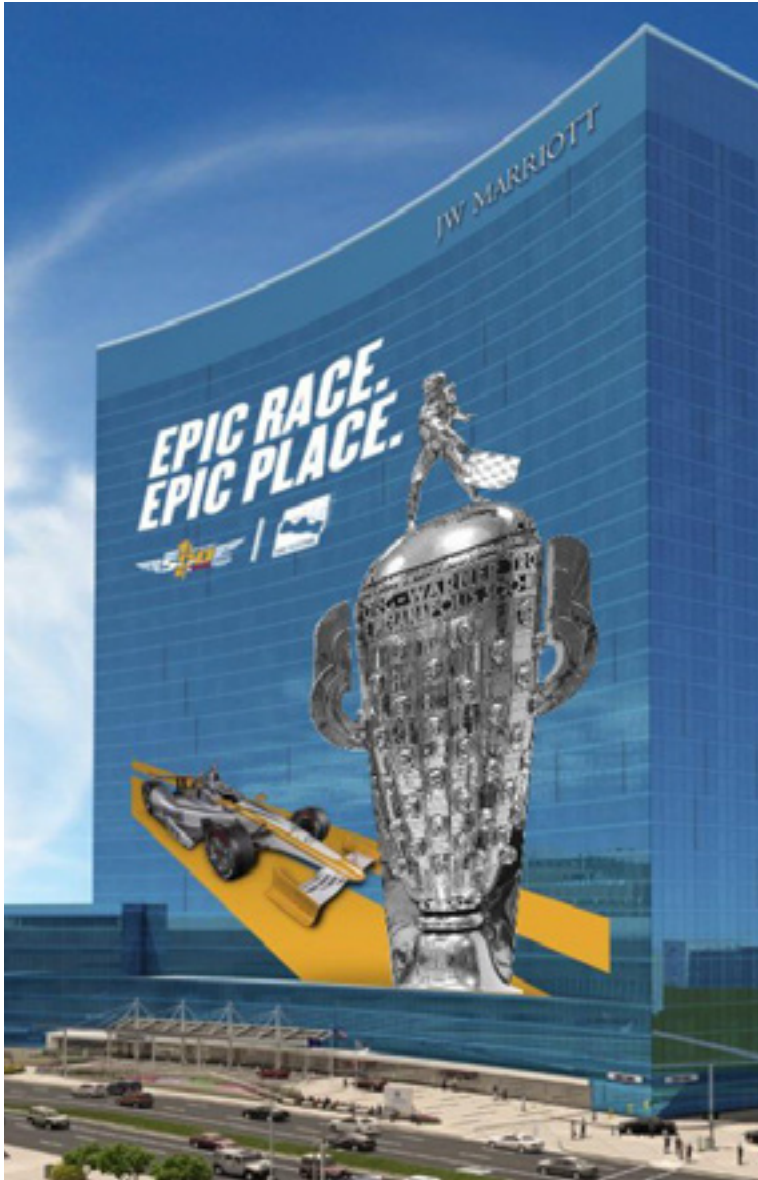
15'-0" 25'-0"  750 SF
Number accounts for 3D object

Square Footage Summary
Amount Depicted - 1,281 SF
Max Amount - 1,702 SF

5

SECTION 5 Temporary Event Signage

Temporary Event Signage - Inspiration



Temporary Event Signage - Code and Visualization

Temporary Event Signs

1. Major Temporary Event Signs

- (a) Signs related to a Special Event permit are permitted within the Special Event permit area without limitation.
- (b) Signs identifying a Major Temporary Event that are not a part of Special Event permit shall be permitted subject to the following standards:
 - i) Any sponsorship logos or trademarks shall not cover more than thirty (30) percent of each sign face.
 - (ii) No motion, animation, or Changeable Content is permitted, except as needed for pedestrian-scaled wayfinding signs.
- (c) 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.
- (d) The locations of all Temporary Event Signs shall be provided for in a Temporary Event Sign Plan.
- (e) A Temporary Events Sign Plan shall be submitted for Zoning Administrator review and approval at least twenty-one (21) days prior to the installation of the first sign.

2. Minor Temporary Event Signs

- (a) No motion, animation, or Changeable Content is permitted, except as needed for pedestrian scaled wayfinding signs.
- (b) Any sponsorship logos or trademarks shall not cover more than thirty (30) percent of each sign face.
- (c) 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.
- (d) Signs for the same event shall not be approved, pursuant to this section, more than once per calendar year.
- (e) There shall not be more than twenty-five (25) signs for a single event approved pursuant to this section.
- (f) Each sign shall not be larger than five hundred (500) square feet.
- (g) The signs shall not be located in the Floodway.
- (h) Temporary Certificates of Occupancy will be required for all Minor Temporary Event Signs.



6

SECTION 6 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, excluding NS Garages, or Open Space.
- (b) NS Large Video Displays shall be oriented so that they are not generally parallel to and primarily visible from the river and the adjacent trails and parks.
- (c) Except for the Pop District Subdistrict, there shall be no more than six (6) Large Video Displays per Subdistrict. No more than three (3) Large Video Displays are permitted in the Pop District Subdistrict.

2. Content

NS Large Video Displays may contain Broadcast Content, Changeable Content and District Cross-Promotion Content. Changeable Content shall have only static text and graphics.

3. Size

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

4. Visibility

- (a) Changeable Content may not change more than once every thirty (30) seconds.
- (b) Brightness. During daylight hours between sunrise and sunset, luminance shall be no greater than two thousand five hundred (2,500) nits. At all other times, luminance shall be no greater than two hundred fifty (250) nits.

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.





SECTION 7

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.

District Cross-Promotion Content means content displayed on a permitted sign that publicizes or directs attention to an event, performance, or activity located within the boundaries of the North Shore Entertainment District whether on or off of the premises of the facility where the event is promoted. District Cross-Promotion Content shall not advertise or promote products, services, or commercial activities that occur outside the 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.

Large Scale Ground Sign means a *Ground Based Public Destination Facility Sign* greater than fifty (50) square feet and not exceeding two hundred fifty (250) square feet.

Small Scale Ground Signs means *Ground Based Public Destination Facility Sign* fifty (50) square feet or less.

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. Attendance is calculated on a daily basis, not over cumulative dates for multi-day events.

Marquee-Style Ground Based Public Destination Facility Sign means 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.

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.

NS Public Destination Facility means a structure providing as its primary use one (1) of the following: a NS Garage; 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, parking areas, driveways, streets or loading areas.

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 NS 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. Sponsorship identification (such as naming rights, gate names, or logos integrated into on-site features) is permitted as part of on-premise or District Cross-Promotion Content, provided it does not include general advertising of products or services.

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 8

Subdistrict Analysis

Subdistrict Analysis - Marquee Sign Allowance

Casino Subdistrict	
Location	Street Frontage
Rivers Casino	2,297
Parking Lot	1,085
Triangle	837
Total	4,032

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

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

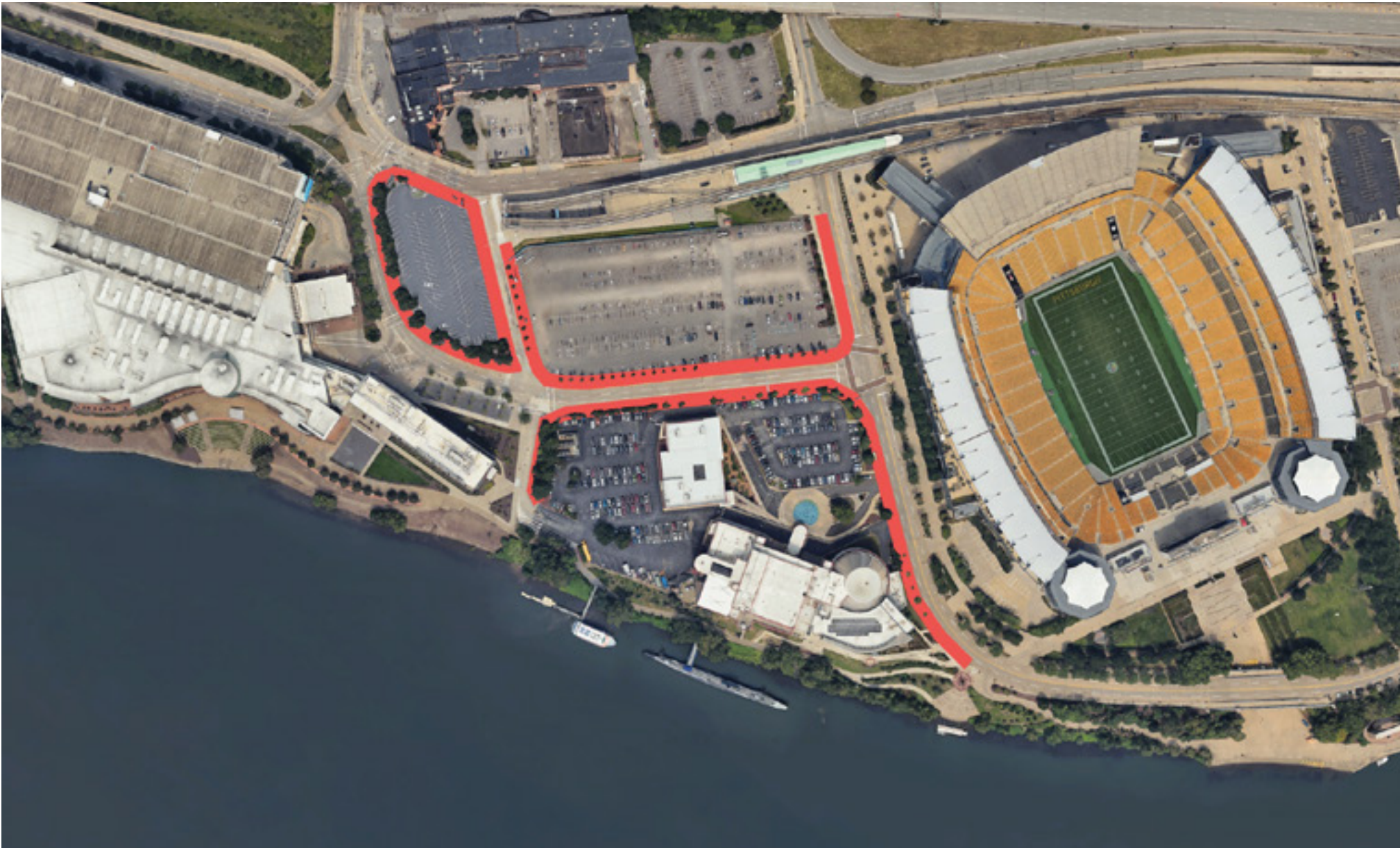
PNC Park Subdistrict	
Location	Street Frontage
PNC Park	2,085
The Plaza/Champions	560
Red Lot	750
Total	3,395

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

Casino Subdistrict	
Location	Street Frontage
Rivers Casino	2,297
Parking Lot	1,458
Triangle	277
Total	4,032



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



Acrisure/Stage AE Subdistrict

Location	Street Frontage
Acrisure	3,827
Stage AE	1,773
Total	5,600



Subdistrict Analysis - Marquee Sign Allowance

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



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

