



Planning Commission Package for High Wall Signs at 500 Ross Street

Issued: April 14, 2025

KOLANO DESIGN

6026 Centre Avenue
Pittsburgh, Pennsylvania 15206-3784

412-661-9000 kolano.com

Stamped Site Plan

April 14, 2025



desmone

www.desmone.com

PENNSYLVANIA:

One Doughboy Square
3430 Baker Street
Pittsburgh, PA 15201
Tel: 412.663.5200
Fax: 412.663.3553

WEST VIRGINIA:

255 High Street, Suite 7
Martinsburg, WV 25703
Tel: 304.622.7000
Fax: 304.412.5353

Permit Drawings
BNY MELLON LOBBY
500 ROSS STREET
PITTSBURGH, PA 15260

SEAL



Drawn By: Author
Checked By: Designer
Designed By: Designer

REVISIONS:

- ▲
- ▲
- ▲
- ▲
- ▲

DATE: 11.06.23

PROJECT NUMBER: 5751

OWNER / CLIENT: BNY Mellon

Drawing Title:

ARCHITECTURAL SITE PLAN

Drawing Number:

01-A-001
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Current City of Pittsburgh Code

ZONE: GT-B GOLDEN TRIANGLE B

919.03.M.7

(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 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 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.

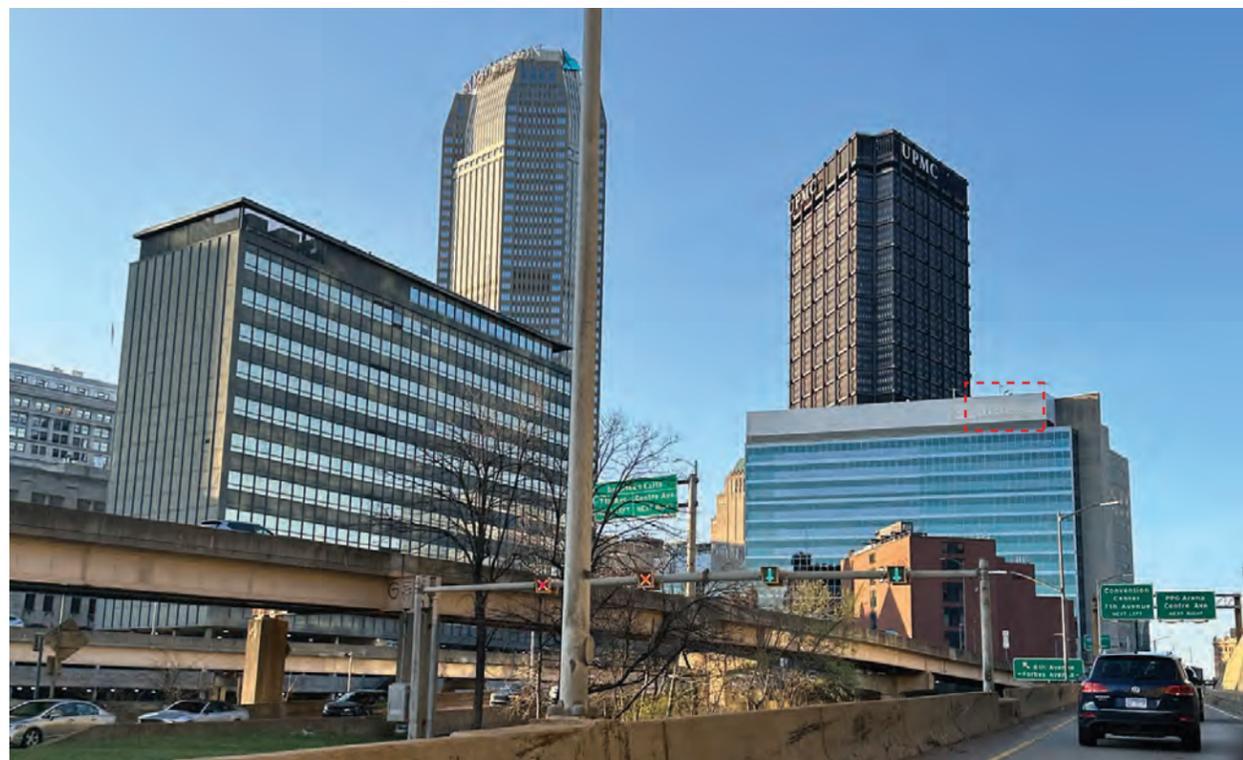


Parcel Map 2-F-230, 2-F-240, 2-F-250

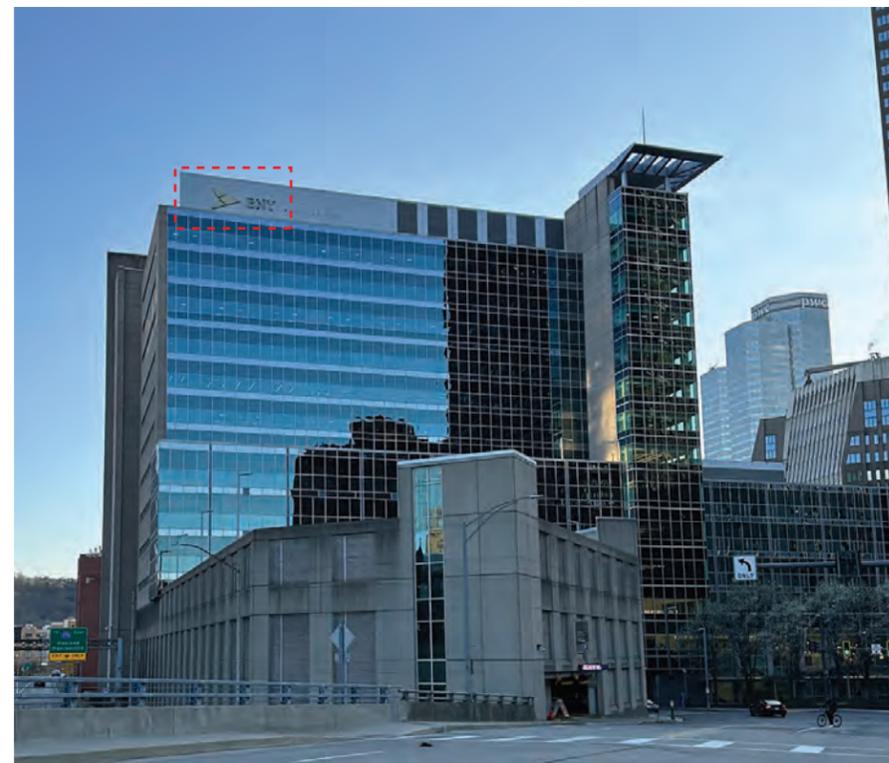


Zoned GT-B, Golden Triangle B

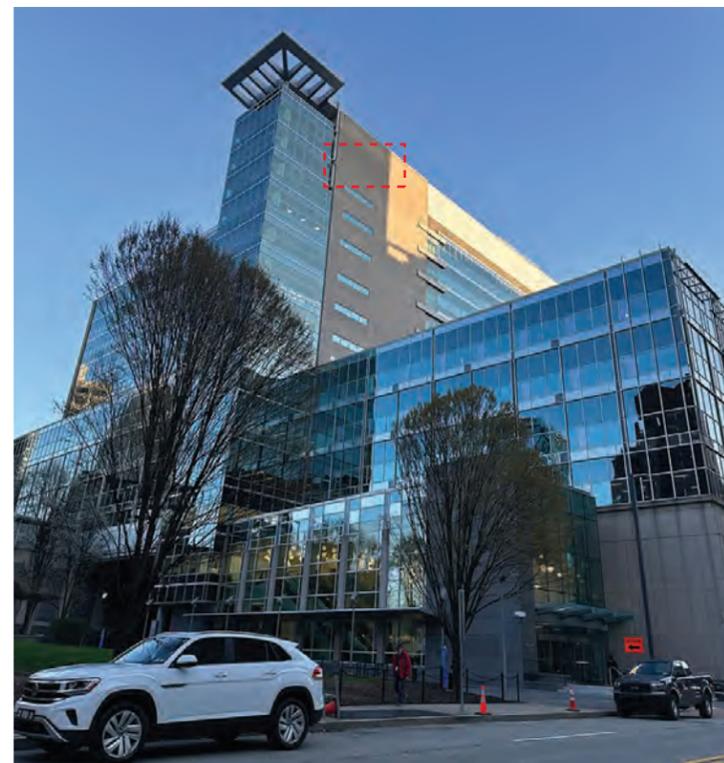
Vehicular Approach from Liberty Bridge



Vehicular Approach from Veterans Bridge and Lower Hill District



Vehicular Approach from Downtown Grant Street and Ross Street



Sign 1 Fifth Avenue Facade

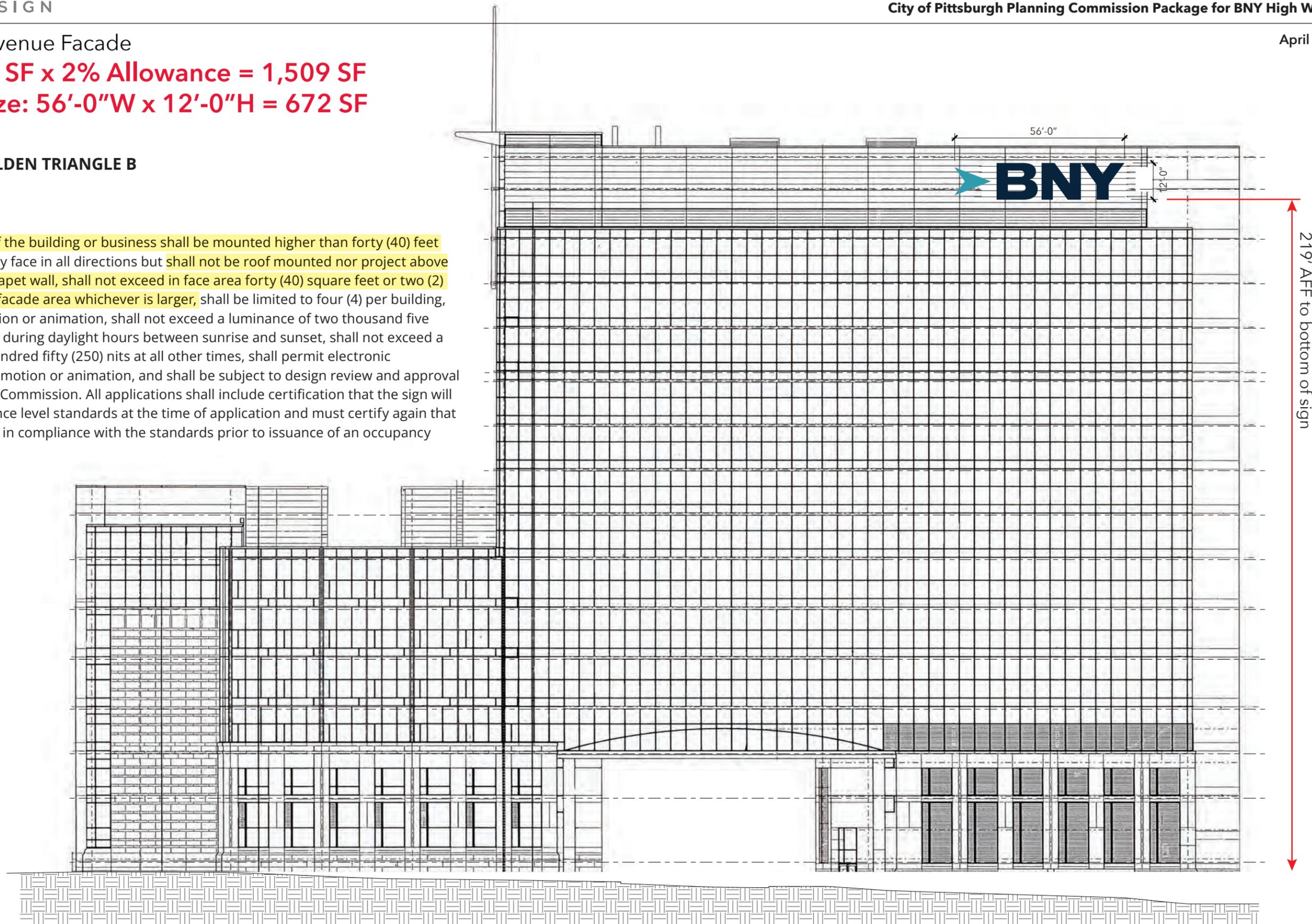
75,470 SF x 2% Allowance = 1,509 SF

Sign Size: 56'-0"W x 12'-0"H = 672 SF

ZONE: GT-B GOLDEN TRIANGLE B

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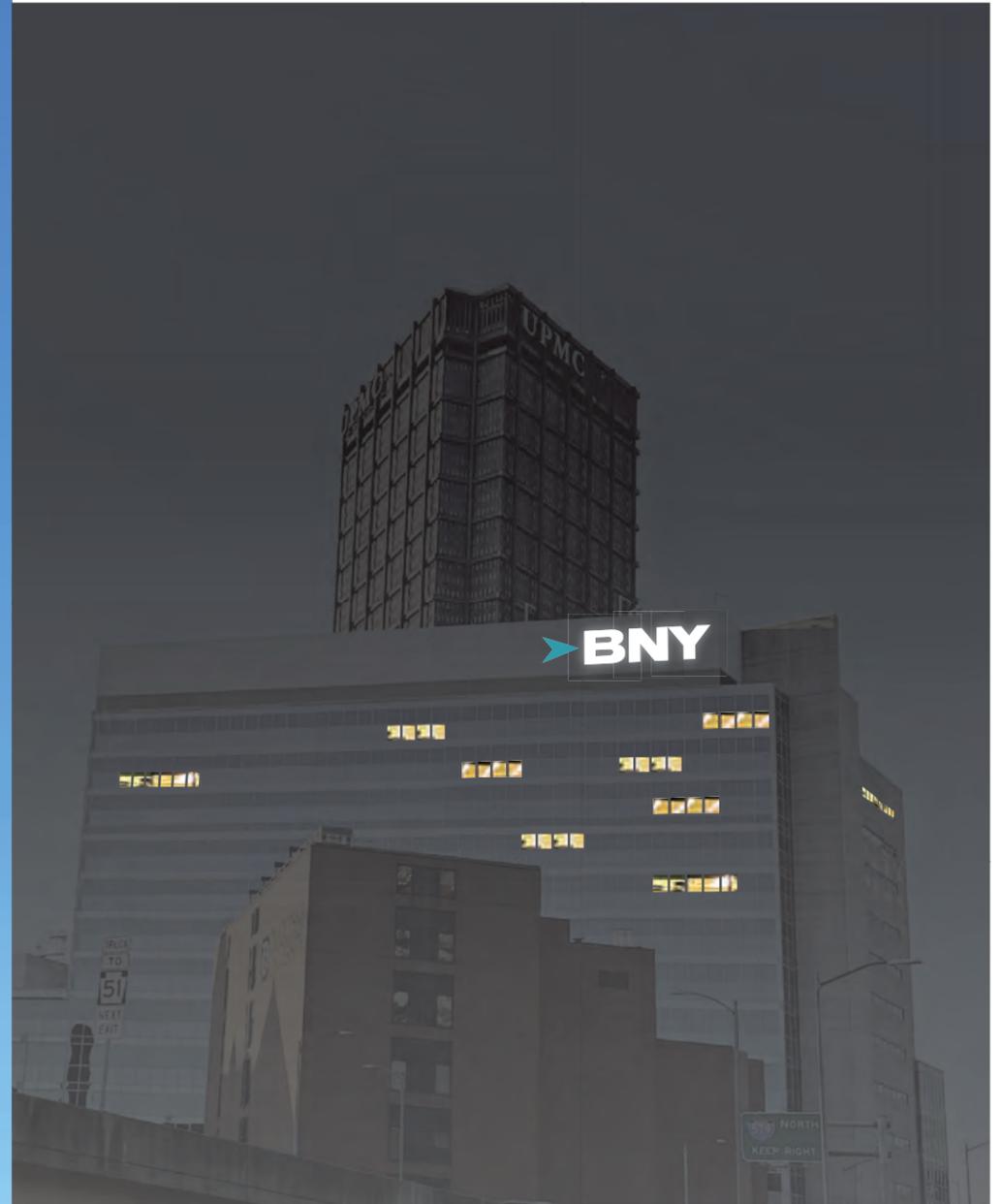


Sign 1 Fifth Avenue Facade Renderings

April 14, 2025



Day Rendering

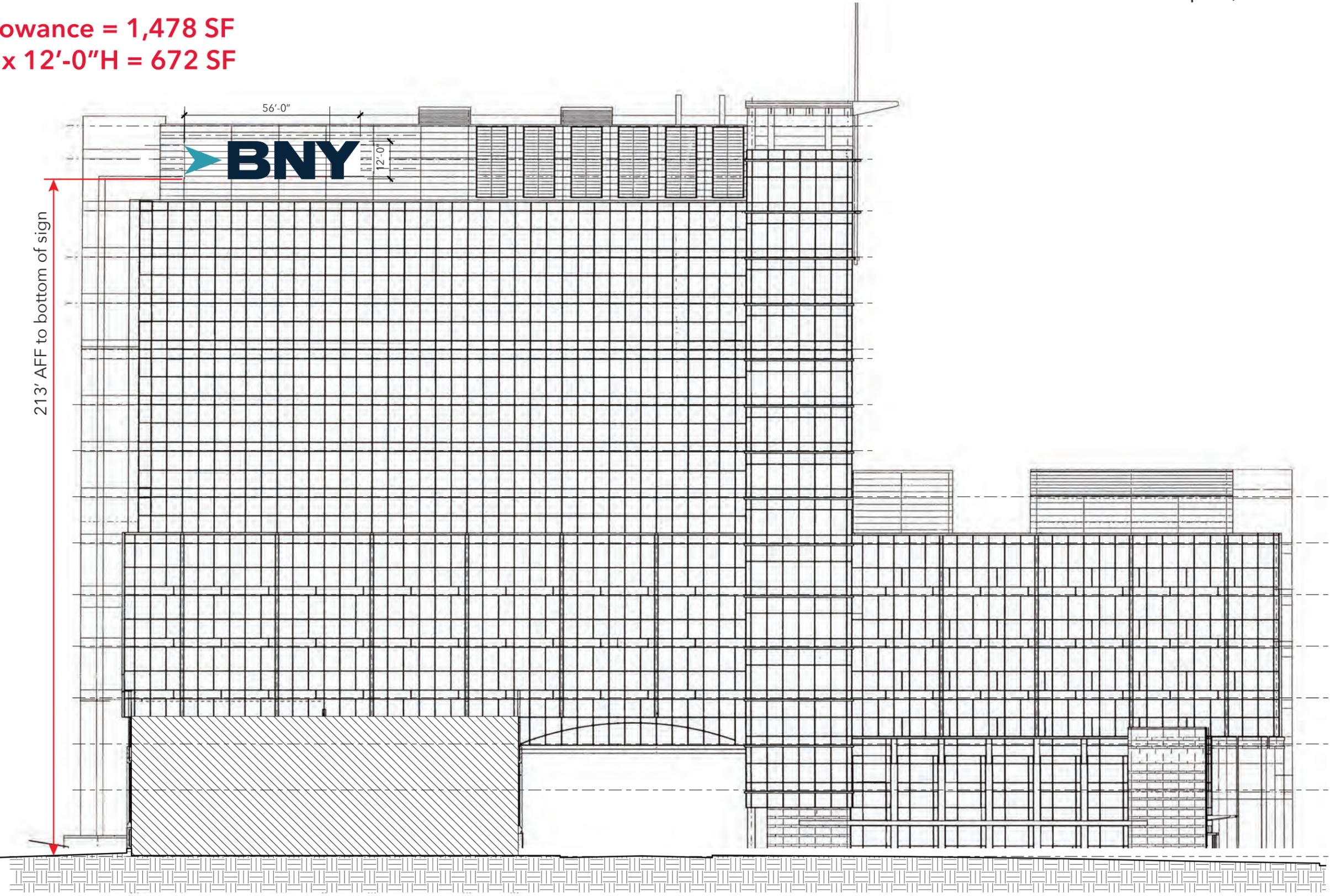


Evening Rendering

Sign 2 Sixth Avenue Facade

April 14, 2025

73,885 SF x 2% Allowance = 1,478 SF
Sign Size: 56'-0"W x 12'-0"H = 672 SF



Sign 2 Sixth Avenue Facade

April 14, 2025



Day Rendering

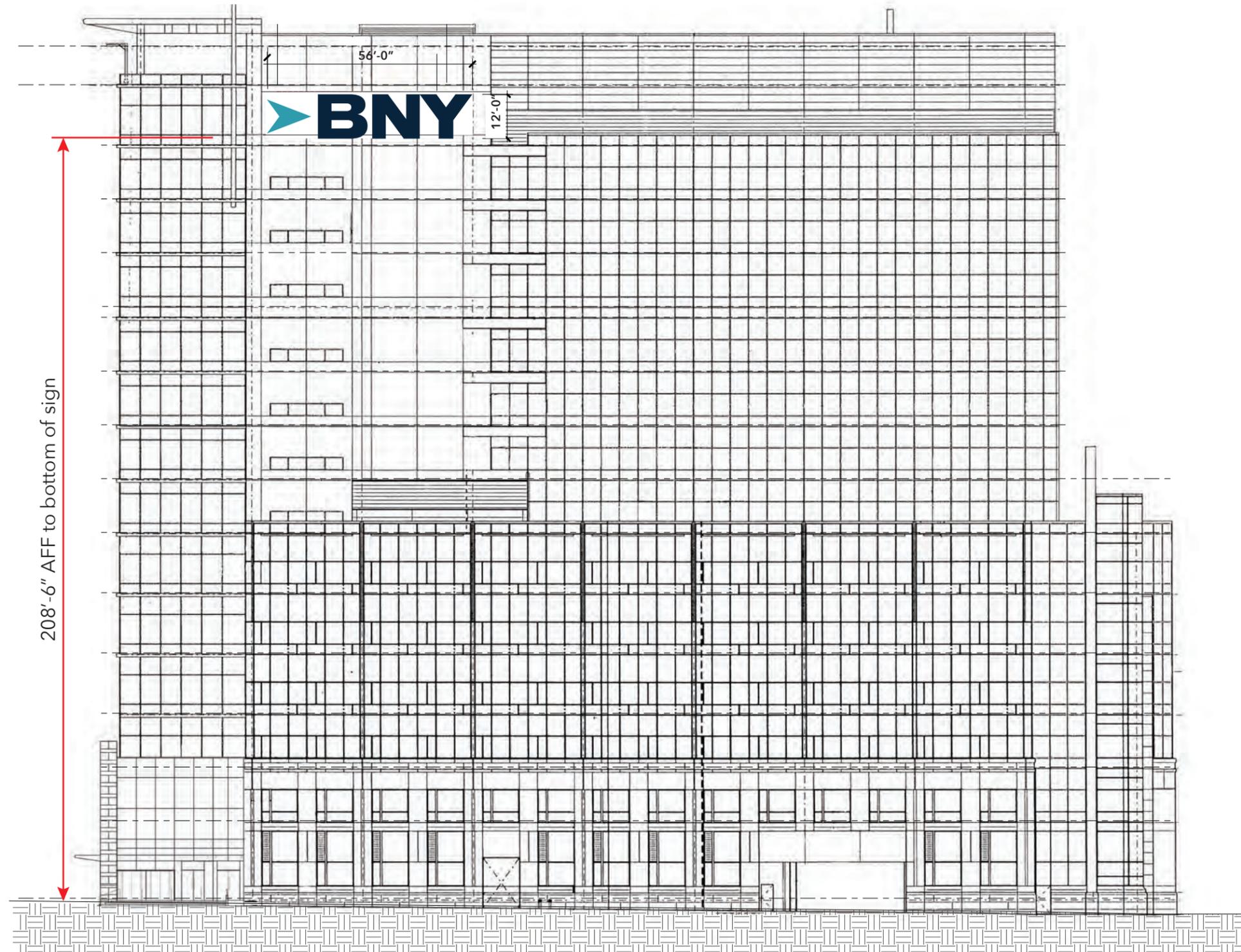


Evening Rendering

Sign 3 Ross Street Facade

April 14, 2025

64,210 SF x 2% Allowance = 1,284 SF
Sign Size: 56'-0"W x 12'-0"H = 672 SF

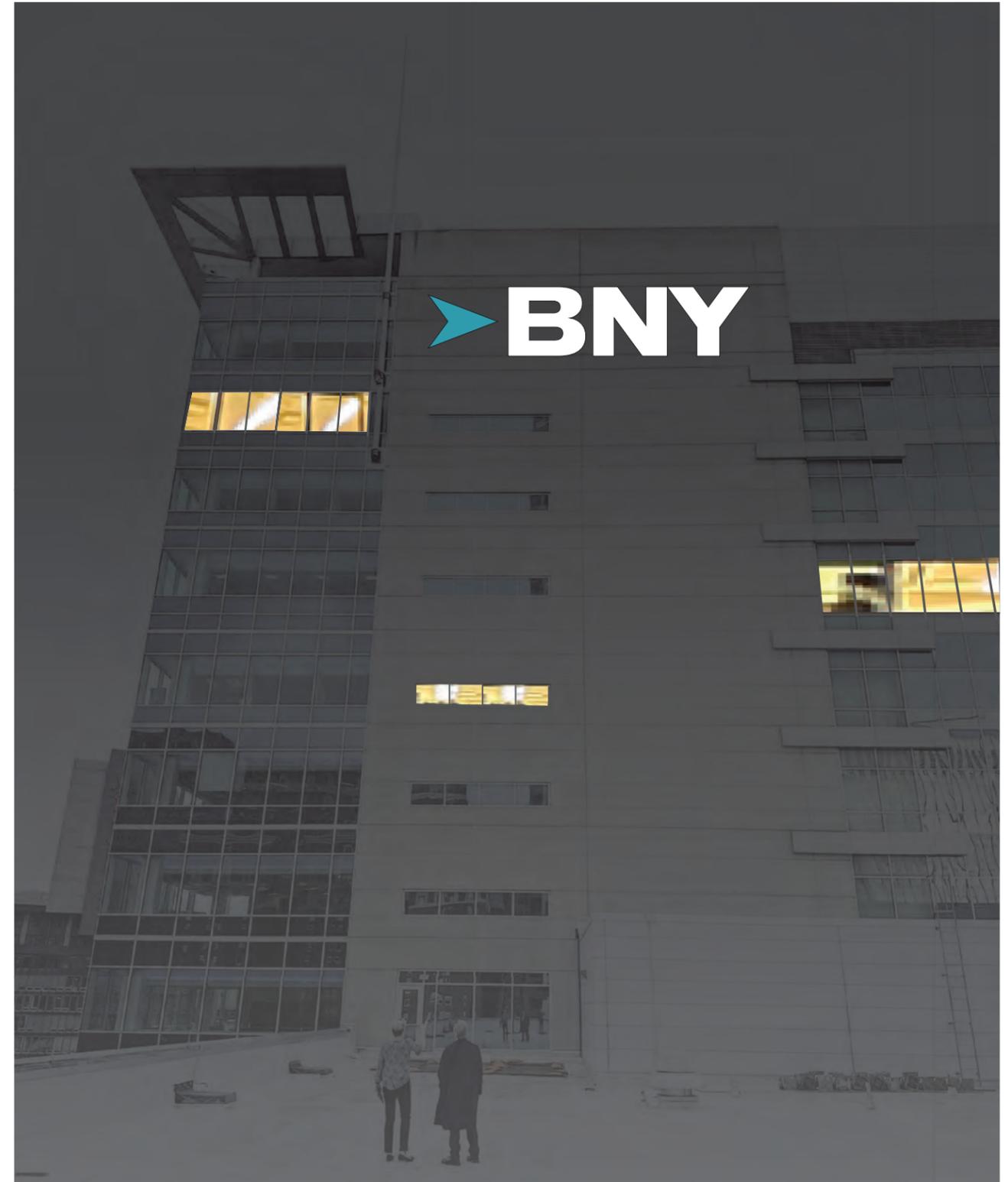


Sign 3 Ross Street Facade

April 14, 2025

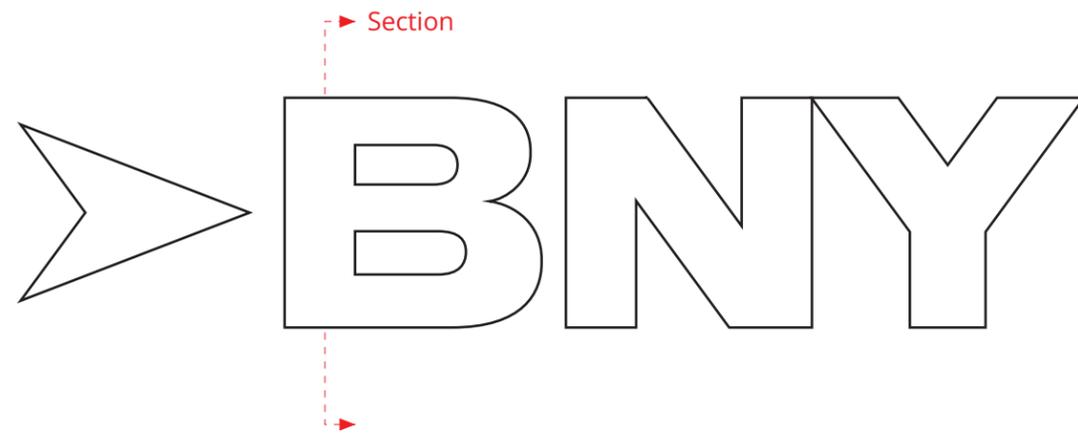


Day Rendering



Evening Rendering

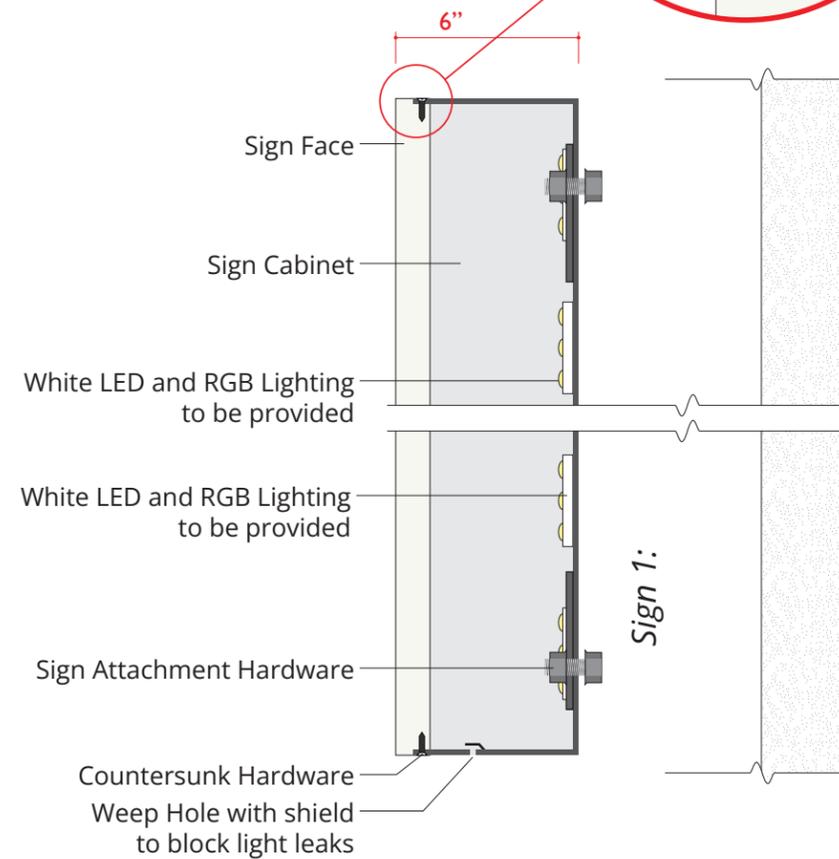
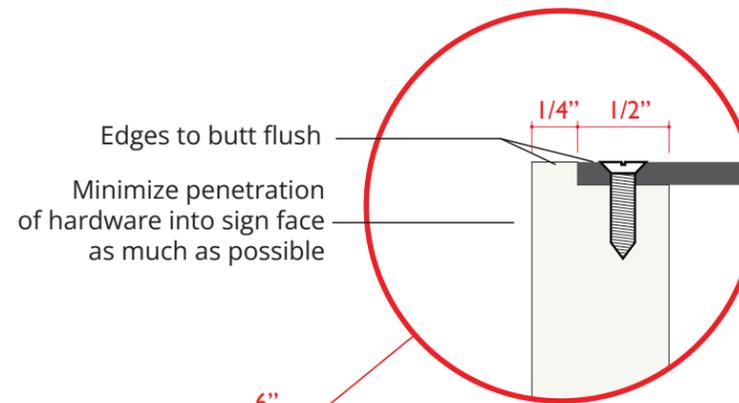
Proposed Letter Construction Details



Elevation View



Logo Symbol, Letter and Return Colors during Daytime:
Teal and Blue faces with light / medium gray returns



Typical Letter Section

Internally Illuminated Sign Cabinet

- .090 returns with 1/4" aluminum backs. Internal structure to be determined by Sign Contractor. 0.177" thick translucent white 2406 acrylic with surface applied Dual Color Perforated Vinyl to match PMS 2221C for Logo Symbol and PMS2965C for Logo Letters 'BNY'.
- Provide diffuser film on 2nd surface as necessary.
- Provide routed groove so letter return and sign face align with a flush outer edge. Attach sign face to letter returns with stainless, countersunk hardware. Paint visible heads of hardware to match surrounding surfaces. Sign faces to protrude 1/4" beyond cabinet.
- Paint non-illuminated logo symbol cabinet returns and letter returns to match PMS 428C (Light Gray) Satin finish or equal.
- Sign Contractor to determine size, quantity and location of internal gusset plates and other letter reinforcement or framing required.
- Signage Contractor responsible for allowances of thermal expansion and contraction of sign faces.
- Electrical penetrations on letter backs to use watertight seals.

Power & Illumination - White LED's and RGB's

- Provide LED power supply as necessary. Signage Contractor to propose locations of power supplies prior to final fabrication / installation of the sign. Power supplies are to be hidden from view and in easily accessible locations for sign maintenance.
- Power supply for letters may be located inside the building or on the roof.
- Final location of transformers to be determine on site with client and Kolano Design prior to installation. Sign Contractor responsible for following transformer manufacturer requirements for maximum distance from LED modules.
- No exposed conduit.
- Signage Contractor to coordinate electrical hookup of sign with Client's Electrician. Existing interior conduit runs from previous signs are to be evaluated by Signage Contractor for reuse. Client's Electrician will provide pricing to Client if any electrical revisions are required to existing electrical by the Signage Contractor.
- SEPARATE electrical permit will be required and acquired by the Client's Electrician through OneStop to power up the illuminated signs prior to the installation of the signs.
- LED and RGB system must include dimmers to control the overall brightness of the sign and be calibrated by the Sign Contractor to meet City of Pittsburgh code for sign luminance level of 250nits.
- Sign Contractor to provide a dimming system to facilitate changing the light levels of the sign.
- Sign Contractor to provide a timer to facilitate manual control of on/off cycles.
- Signs to be internally illuminated with white LED's and RGB's
- LED and RGB layout to provide even illumination across the entire sign face. No hot spots or dim spots. Paint interior of cabinets white.

Recommended LED Products

- White LED's :
Principal LED (www.p-led.com) - Qwik Mod 3, White LED, 7100K PL-QM3-TW200-P, or equal.
- RGB's are to be included for color changing abilities for special events, holidays, etc.:
- Sign Contractor to provide recommendation prior to fabrication.

Sign Visibility Study - Aerial View surrounding 500 Ross Street

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Line of Sight area for High Wall Signs

The green areas indicate where the sign can be seen.

The white circle indicates the approximate readable distance of the sign at 12'-0" letter heights.

1" of letter height is readable from approximately 35'

144" letters x 35' = 5,040' readability distance

