

Ordinance amending and supplementing the Pittsburgh Code, Title Nine, Zoning Code, Article VI, Chapter 919, Signs, to create and establish the North Shore Entertainment District and set forth regulations for Neighborhood or District Gateway signs.

Be it resolved by the Council of the City of Pittsburgh as follows:

Section 1. The Pittsburgh Code, Title Nine, Zoning Code, Article VI, Chapter 919, Signs, is hereby Amended as follows:

919.06. North Shore Entertainment District Sign Regulations

919.06.A. General

1. Purpose

The North Shore contains the City of Pittsburgh's largest geographically concentrated area of Public Destination Facilities, including Acrisure Stadium, PNC Park, Stage AE, Rivers Casino, Carnegie Science Center and Warhol Museum. These facilities collectively attract over 20 million visitors per year and generate significant revenue that supports the local and regional economy. 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 large-scale temporary events that promote the City to the world. The purpose of this legislation is to provide for sophisticated modern signage efforts on the North Shore. The North Shore Entertainment District is intended to encourage the orderly development, placement, and usage of two and three-dimensional destination, identification, digital accessory, non-accessory, and video displays on buildings and in opens spaces.

2. Conflicts

The provisions of this section shall take precedence over any conflicting provisions in Article VI, Chapter 919 relating to signs.

919.06.B. Establishment of North Shore Entertainment District

The provisions of this section apply only to all land within the North Shore Entertainment District, which is generally bounded by Reedsdale St. and the Allegheny River and generally extends from the Rivers Casino to Sandusky Street as depicted in Figure 919.06.B.

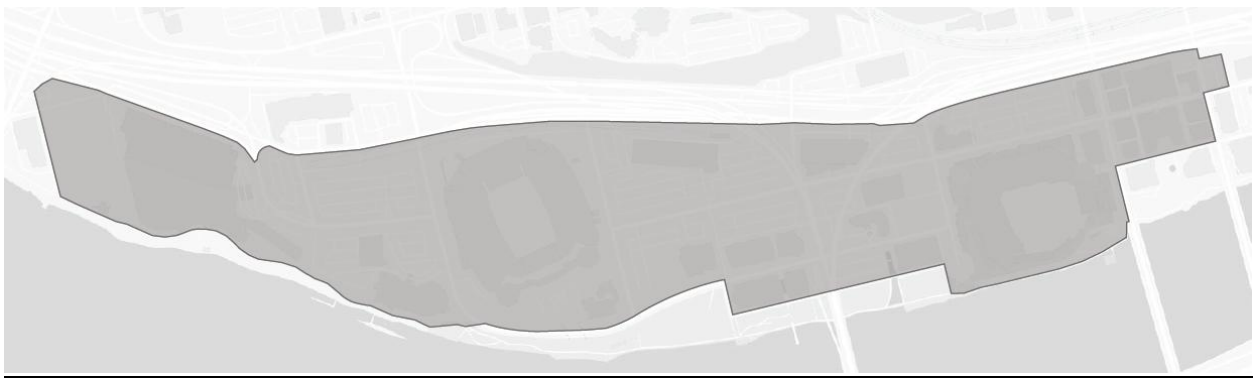


Figure 919.06.B.

1. Subdistricts

The North Shore Entertainment District shall be divided into five (5) “Subdistricts,” referred to as “Acrisure Stadium District,” “PNC Park District,” “Casino District,” “Science Center District,” and “Pop District,” inclusive. The Subdistricts shall be located in those areas as depicted in Figure 919.06.B.1.

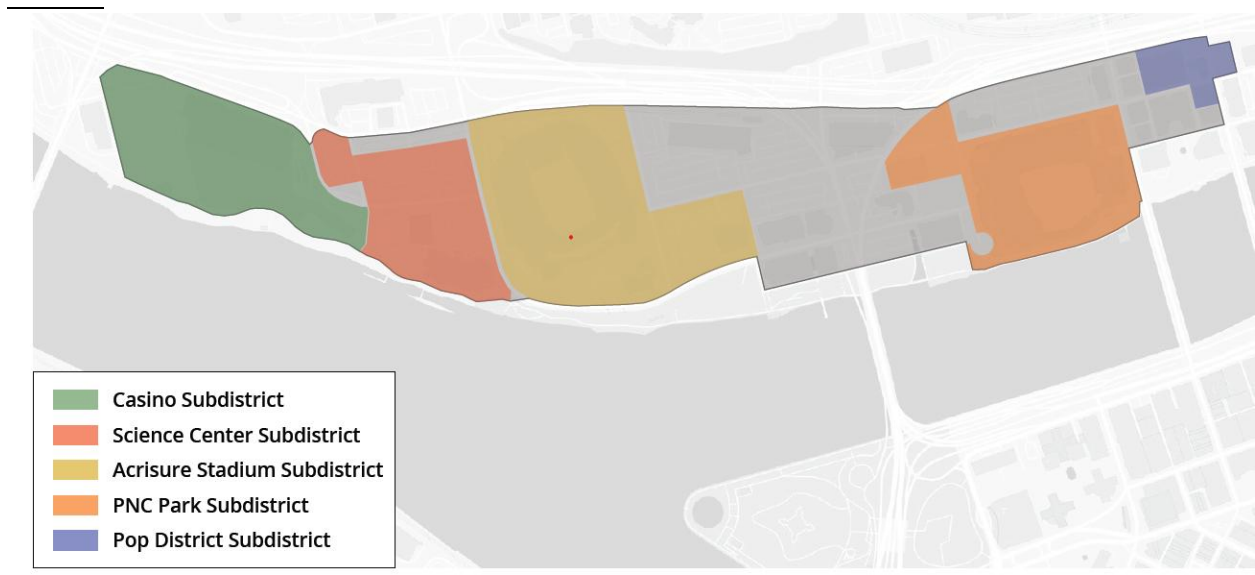


Figure 919.06.B.1.

Acrisure Stadium Subdistrict is bounded:

By a line beginning at the intersection of the centerline of Reedsdale Street and Allegheny Avenue, and continuing along the centerline of Reedsdale Street to the intersection of Reedsdale Street and Art Rooney Avenue, then continuing south along the centerline of Art Rooney Avenue to the intersection of Art Rooney Avenue and West

General Robinson Street, then continuing along the centerline of West General Robinson Street to the intersection of West General Robinson Street and Chuck Noll Way, then along the centerline of Chuck Noll Way to the intersection of Chuck Noll Way and North Shore Drive, then along the centerline of North Shore Drive and the centerline of Allegheny Avenue to the place of beginning.

PNC Park Subdistrict is bounded:

By a line beginning at the intersection of Federal Street and West General Robinson Street and continuing along the centerline of Federal Street until the 6th Street Bridge, then along the eastern edge of tax parcel 8-L-8 until its intersection with the Allegheny River, then along the southern boundary of tax parcel 8-L-8, then north to the shared boundary of tax parcel 8-L-8 and Mazeroski Way, then north along the centerline of Mazeroski Way to the intersection of Mazeroski Way and the southern boundary of tax parcel 8-K-36, then along the southern boundaries of tax parcels 8-K-36 and 8-K-37 to the western boundary of tax parcel 8-K-37, then along the western boundary of tax parcel 8-K-37 across General Robinson Street on an arc to the southwestern corner of tax parcel 8-K-5, then along the northern boundary of tax parcel 8-K-5 until the intersection of the northern boundary of tax parcel 8-K-5 and Mazeroski Way, then along the centerline of Mazeroski Way to the intersection of Mazeroski and West General Robinson Street, then along the centerline of West General Robinson Street to the place of beginning.

Casino Subdistrict is bounded:

On the east, by the centerline of Sproat Way and, upon the termination of Sproat Way, by the eastern boundary of tax parcel 7-L-32;

On the south, by the southern boundary of tax parcel 7-L-32, the southern boundary of tax parcel 7-G-122 and the southern boundary of tax parcel 7-F-273;

On the west, by the centerline of Belmont Street and the western boundary of tax parcel 7-F-262 until the intersection of the western boundary of tax parcel 7-F-260 and Reedsdale Street; and

On the north, by the centerline of Reedsdale Street until the intersection of Reedsdale Street and Casino Drive, then by the centerline of Casino Drive.

Science Center Subdistrict is bounded:

On the east, by the center line of Allegheny Avenue and North Shore Drive;

On the south, by the southern boundary of tax parcel 7-M-500 and 7-M-150;

On the west, by Sproat Way, then, from the intersection of Sproat Way and Casino Drive – by the centerline of Casino Drive until its intersection with Reedsdale Street; and

On the north, from the intersection of Reedsdale Street and Casino Drive – by the centerline of Reedsdale Street, and for the remainder of the subdistrict – by the northern boundary of tax parcel 7-M-2-1.

Pop District Subdistrict is bounded:

By a line beginning at the intersection of Range Way and East Lacock Street, and continuing along the centerline of East Lacock Street to the eastern boundary of tax parcel 8-H-163, then along the eastern boundary of tax parcel 8-H-163 to the point where such boundary intersects with East General Robinson Street, then along the centerline of East General Robinson Street to the intersection of East General Robinson Street and Sandusky Street, then along the centerline of Sandusky Street to the intersection of Sandusky Street and Silver Street, then along the centerline of Silver Street to the intersection of Silver Street and Vulcan Way, then along the centerline of Vulcan Way to the intersection of Vulcan Way and East General Robinson Street, then along the centerline of East General Robinson Street to the intersection of East General Robinson Street and Range Way, then along the center line of Range Way to the place of beginning.

919.06.C. Special Definitions

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

1. **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.
2. **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.
3. **DISTRICT CROSS-PROMOTION CONTENT** means content displayed on a permitted sign that publicizes or directs attention to an event, performance, or activity happening within ninety (90) days 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.
4. **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.
 - (a) 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.
 - (b) Small Scale Ground Signs means Ground Based Public Destination Facility Sign fifty (50) square feet or less.

5. **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.
6. **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.
7. **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.
8. **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.
9. **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.
10. **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.
11. **OPEN SPACE** means that portion of a lot or lots which are not occupied by buildings, parking areas, driveways, streets or loading areas.
12. **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.
13. **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.
14. **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.

15. 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.

16. TEMPORARY EVENT SIGN PLAN means a plan that provides for the locations, quantities and sizes of all Temporary Event Signs.

919.06.D. Regulations Applicable Throughout the North Shore Entertainment District

The following regulations apply to all developments located within the North Shore Entertainment District.

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. (2) 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.

3. Other Signs Not Located in a Subdistrict

Except for NS Garages, all other signs that are not located in a North Shore Entertainment District Subdistrict shall be subject to the regulations set forth in Chapter 919 relating to non-advertising signs.

NS Garages may permit Public Destination Facility Signs subject to the regulations set forth in Section 919.06.B.4.

919.06.E Regulations Applicable Throughout North Shore Entertainment District Subdistricts

1. Public Destination Facility Signs

(a) Structure Based Public Destination Facility Signs

i. 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.

ii. 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.

iii. 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.

iv. 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.

v. 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.

(a) Ground Based Public Destination Facility Signs

i. 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.

ii. 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.

iii. 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 are permitted in an unlimited number but 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 extend more than fifty (50) feet in height from the top of the sign to grade beneath the sign.
 - 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.
- iv. 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.

2. NS Large Video Displays

(a) Location

- i. A NS Large Video Display may be located on a NS Public Destination Facility facade, excluding NS Garages, or Open Space.
- ii. 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.
- iii. 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.

(b) 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.

(c) Size

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

(d) Visibility

- i. Chargeable Content may not change more than once every thirty (30) seconds.
- ii. 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.

(e) 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.

919.06.F Acrisure Stadium Subdistrict

RESERVED

919.06.G PNC Park Subdistrict

RESERVED

919.06.H Casino Subdistrict

RESERVED

919.06.I Science Center Subdistrict

RESERVED

919.06.J Pop District Subdistrict

RESERVED

Section 2. The Pittsburgh Code, Title Nine, Zoning Code, Article VI, Chapter 919, Signs, Section 919.01, is hereby Amended to add the following definition:

25. NEIGHBORHOOD OR DISTRICT GATEWAY SIGN — means a sign that is intended to convey the name of the City Neighborhood or significant historical or cultural areas within a City Neighborhood.

Section 3. The Pittsburgh Code, Title Nine, Zoning Code, Article VI, Chapter 919, Signs, Section 919.03.R, Neighborhood Gateway Signs, is hereby amended as follows:

- R. Neighborhood or District Gateway Signs. Neighborhood Gateway Signs may be permitted in order to identify the major neighborhood entrance gateways or significant historical or cultural areas within ~~to~~ a City neighborhood in accordance with the following standards:

1. Shall be located at or near neighborhood or district boundaries and placed as to clearly convey entry to that neighborhood, district, or area;

2. Shall be limited to one (1) sign for each major entrance gateway to a City neighborhood or publicly recognized historical or cultural area within the City.
3. Shall not contain advertising matter attached to or integrated with or as part of such sign;
4. May be illuminated, but sShall not be an Electronic Sign;
5. ~~Shall not exceed forty (40) square feet in face area; and~~ be subject to the following dimensional standards:
 - (a) Ground Signs shall be designed to fit the scale and context of the location. Sign text should be scaled to be readable at a distance appropriate to the context and visibility of the site and surroundings, using a formula of one inch of letter height per 10 feet of distance as a guideline, but in no case shall exceed six (6) feet in letter height.
 - (b) Wall Signs, where appropriate, shall be limited to text area that is no greater than 1 square foot per 1 linear foot of wall length, to a maximum of 80 square feet.
 - (c) Non-text and non-logo signage elements and graphics related to a neighborhood, district, or area's unique character or cultural heritage, such as artwork integrated with the structure, or as a wall mural, is encouraged, and is not limited in size, subject to Design Review.
6. Shall be subject to Design Review and approval by the City Planning Commission except in locations where Public Art and Civic Design Commission approval is required;.