

Development Activities Meeting Report (Version: 02/20/2026)

This report created by the Neighborhood Planner and included with staff reports to City Boards and/or Commissions.

Logistics	Stakeholders
Project Name/Address: 2100 Wharton Street (Roof Sign)	Groups Represented (e.g., specific organizations, residents, employees, etc. where this is evident):
Parcel Number(s): 12-F-270	South Side Community Council [SSCC]
ZDR Application Number: BDA-2025-10279	South Side and city residents
Meeting Location: Virtually on Zoom	Applicants
Date: March 19, 2026	DCP staff
Meeting Start Time: 6:00 pm	
Applicant: Shamrock Building Services, Inc. & Krystal BioTech Inc.	Approx. Number of Attendees: 15
Boards and/or Commissions Request(s): ZBA [Zoning Board of Adjustment] review for multiple variances, including a Use Variance for a Roof Sign: Section 919.01.E(6), Roof Signs are prohibited. Section 919.03.6, 80 sf maximum sign area whereas 345 square feet is requested. Section 919.03.6, 40' maximum height, whereas 90' requested.	

How did the meeting inform the community about the development project?

Ex: Community engagement to-date, location and history of the site, demolition needs, building footprint and overall square footage, uses and activities (particularly on the ground floor), transportation needs and parking proposed, building materials, design, and other aesthetic elements of the project, community uses, amenities and programs.

<p>During the development activities meeting, Krystal Biotech presented plans for a proposed LED-illuminated high wall sign on the rooftop mechanical screen of their 2100 Wharton Street building.</p> <p>The presentation included background on the company's growth: from 4 employees in 2016 to approximately 300 globally, with 180 employees currently working onsite in the South Side. It emphasized the intent of the signage to establish a visible identity within the neighborhood and from across the Monongahela River.</p> <p>The applicant described the location and physical context of the sign, noting that it would be mounted on an existing permanent rooftop mechanical screen wall, not a temporary structure. The applicant said the sign would be oriented to maximize visibility from major corridors including the Birmingham Bridge, Second Avenue, and Boulevard of the Allies. Visual simulations were provided showing sightlines from these approaches.</p> <p>The applicant showed day-time and night-time elevations of the sign, with letters appearing black in daytime and white in nighttime; however, other parts of the sign appear the same at day and night. Applicant showed details of the engineering for mounting and the white LED details.</p> <p>The sign would be 46 feet wide, 12 feet tall, and 90 feet above ground, using white acrylic lettering, a black perforated vinyl overlay, and internal LED lighting. The DNA symbol portion of the sign would be built with translucent vinyl and would be same color at day and night. Roof signs are prohibited by the municipal code and they will need a use</p>
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variance to be able to install it. In addition, the applicant also requested zoning relief for a larger sign (345 sq. ft. vs. 80 sq. ft. max) and increased height (90 ft. vs. 40 ft. max), justifying the variance due to the location's constraints and the need for clear visibility. Community members generally supported the project, citing minimal impact and the opportunity to promote a local company, though questions about brightness levels were raised.

The SSCC board opened up the floor for questions/comments after the presentation. At the end, DCP explained the next steps for the applicant's understanding.

Discussion

Topic / Issue	Recap
<ul style="list-style-type: none"> • Use • Community Benefits & Amenities 	<ul style="list-style-type: none"> • Comment: We need to celebrate Krystal more. It's a big deal that a biotech company like theirs is here. The sign is a great idea, and I would like to see it show up! • Who asked: Councilperson, who is a South Side resident • Applicant response: n/a
<ul style="list-style-type: none"> • Building Design & Materials 	<ul style="list-style-type: none"> • Concern: Is this lighting going to be as bright white as some of the neon signage on East Carson Street convenience stores, etc. or more subdued? How would it compare to other large high wall signs in the city? • Who asked: RCO Board Members, who are South Side residents • Applicant response: Per high well signs, this city has a regulation. We are not allowed to go above a certain nit level or lumen level. It would be similar to the BNY sign at 500 Ross, or the sign at 400 Grant. It won't be as bright as UPMC, where you are looking at the LEDs directly. We will have vinyl and acrylic in front of these. So, it cuts that light back. And then when it's white at night, it's also transmitting through a perforated vinyl. So, you're only getting about 60% of the light coming through. Probably less than Highmark, maybe similar to K&L Gates.
<ul style="list-style-type: none"> • Use • Building Design & Materials 	<ul style="list-style-type: none"> • Concern/Comment: As a comment for South Side Community Council -- we had a DAM re: Hyatt signage a long time ago. Not sure if you all remember. It was not facing the Flats and the Slopes, but was to be identifiable across the river by the parkway and Second Ave. I can't recall how we responded to that. If the Hyatt sign was approved at ZBA, to show any precedent set with those kinds of signs, that might be a helpful reference for the project. • Who asked: RCO Board Member, who is a South Side resident • Applicant response: The Pittsburgher sign [Downtown] is on a mechanical screen built specifically to put a sign on. These mechanical screen walls have been used for this purpose in other places in the city.
<ul style="list-style-type: none"> • Use • Building Design & Materials 	<ul style="list-style-type: none"> • Concern/Comment: The ZBA looks for a hardship, and I looked at the building, and there is no other place to put a sign of this size because of all the windows on the building. So you might want to include that fact in your representation to ZBA • Who asked: RCO Board Member, who is a South Side resident • Applicant response: Yes, that and the distance we need to be seen. If we go smaller with the sign, it will disappear.

Topic / Issue	Recap
<ul style="list-style-type: none"> • Use • Community Benefits & Amenities 	<ul style="list-style-type: none"> • Comment: I think it's a good idea to use the enclosure of the HVAC equipment to advertise a local company. It can't possibly bother anyone at night other than who is on Wharton, but is so high up that it won't be an issue. It's a good idea. • Who asked: RCO Board Member, who is a South Side resident • Applicant response: Thank you.
<ul style="list-style-type: none"> • Use • Community Benefits & Amenities 	<ul style="list-style-type: none"> • Comment: Most things we think of for South Side have to do with E Carson St. We don't celebrate other local companies enough. This will let us expand the idea about the South Side. It's there with the clock. I think it would be great if it could be seen across the river. It's not overly bright and I asked that question making sure it does not look like some of the signs on East Carson Street. I would like to see more local companies celebrated. I am in favor. • Who asked: RCO Board Member, who is a South Side resident • Applicant response: n/a
<ul style="list-style-type: none"> • Use • Community Benefits & Amenities 	<ul style="list-style-type: none"> • Concern/Comment: Person 1: Nobody knows what Krystal does. Seeing the sign doesn't give one any idea. So, does one need to look it up? Person 2: To me it's clear it's a DNA symbol. • Who asked: RCO Board Members, who are South Side residents • Applicant response: The whole idea is for people to get curious and search us out. Krystal Biotech would come up among top online search results.
<ul style="list-style-type: none"> • Use • Community Benefits & Amenities 	<ul style="list-style-type: none"> • Concern/Comment: What is the timeline? • Who asked: RCO Board Member, who is a South Side resident • Applicant response: After receiving the permit, it take us about 8 weeks to build, and then probably another 1-2 week(s) to install. I'm not sure timeline to get on ZBA agenda. ZBA usually takes 45 days to issue a decision.

Link to Video Recording (if available): [SSCC March 19th, 2026 DAM Meeting on YouTube](#)

Planner completing report: NT and TS