



ZONING BOARD OF ADJUSTMENT

Date of Hearing: February 5, 2026
Date of Decision: March 9, 2026

Zone Case: 178 of 2025
Address: 2103 Noblestown Avenue
Lot and Block: 39-D-165
Zoning Districts: UNC
Ward: 28
Neighborhood: Westwood

Request: Installation of Wall Sign for Giant Eagle

Application: BDA-2025-05757

Variance	Section 919.03.M.5(a)	80 sf maximum wall sign size; 198 sf requested
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Appearances:

Applicant: Jim McFarland

Findings of Fact:

1. The Subject Property is located at 2103 Noblestown Avenue in a UNC (Urban Neighborhood Commercial) District in Westwood.
2. The area of the Subject Property is approximately 5 acres.
3. A Giant Eagle grocery store with a 258-space surface parking lot is located on the Subject Property.
4. The building is set back 349' from Noblestown Avenue.
5. A 4'-3" by 26'-3" (112 sf) sign with the text "Giant Eagle" is currently on the front façade of the building.
6. A 2' by 15'-10" (32 sf) sign, with the text "Beer & Wine", and a 2'-6" by 13" (36 sf) sign, with the text "pharmacy," are also mounted on the building's front façade.
7. In Zone Case No. 94 of 2025, the Board denied, without prejudice, the Applicant's request to install a 447 sf wall-mounted sign identifying the grocery store use.

8. The Applicant submitted a revised sign package, proposing a wall-mounted sign with the reduced area of 35' by 5'-8" (198 sf) sign and the text "Giant Eagle" and a logo graphic.
9. The total area of wall-mounted signage that the Applicant now proposes for the front façade is 266 sf.
10. The Applicant indicated that the intent of the full sign package for the grocery store is to provide wayfinding and visibility, and to identify the different services available within the grocery store.
11. The Applicant presented evidence that the building's setback from Noblestown Road creates some challenges identifying the grocery store from the right-of-way, and asserted that the proposed sign is the minimum size that would be legible in the context of the site.
12. No one appeared at the hearing to oppose the request.

Conclusions of Law:

1. Section 919.03.M.5(a) regulates the size and placement of wall mounted signs in UNC Districts.
2. Pursuant to that Code requirement, the total face area for wall-mounted signs "shall not exceed two (2) square feet of sign face area for each lineal foot of building wall width to a maximum of eighty (80) square feet." Thus, the maximum cumulative area of wall mounted signage allowed on each building façade is 80 sf.
3. Section 922.09.E sets forth the general conditions the Board is to consider with respect to variances. The criteria for determining whether to grant a variance include: 1) whether unique circumstances or conditions of a property would result in an unnecessary hardship; 2) whether the property could be developed in accordance with the Code's requirements to allow for its reasonable use; 3) whether the applicant created the hardship; 4) whether the requested variance would adversely affect the essential character of the neighborhood or the public welfare; and 5) whether the variance requested is the minimum variance that would afford relief with the least modification possible.
4. The Applicant presented credible evidence that location of the building is a unique feature that precludes strict compliance with the Code's sign standards, and that the proposed sign is the minimum that would identify the grocery store and provide wayfinding from Noblestown Road in the context of the site.
5. Consistent with the evidence and testimony presented, and the applicable legal standards governing dimensional variances, the Board concludes that approval of the request is appropriate.

Decision: The Applicant's request for a variance from 919.03.M.5(a) to allow the installation of a 198 sf wall mounted sign is hereby APPROVED, subject to the condition that the total area of signage on the front façade shall not exceed 266 sf, including the wall-mounted sign.

s/Alice B. Mitinger
Alice B. Mitinger, Chair

s/Lashawn Burton-Faulk
LaShawn Burton-Faulk

s/ John J. Richardson
John J. Richardson

Note: Decision issued with electronic signatures, with the Board members' review and approval.