

ACRISURE STADIUM

Acrisure Stadium Electronic Screen Replacement

Issued: April 28, 2025

Buchanan **KOLANO** DESIGN

Overview

April 28, 2025

919.03.P. Major Public Destination Facility Electronic Signs.

1. **Applicability.** This section shall apply to electronic signs associated with all uses that meet the definition of "major public destination facility."
2. **Review Process.**

(a) Electronic Signs. All major public destination facility electronic signs shall be reviewed by the Zoning Board of Adjustment as Special Exceptions according to the Special Exception review standards and procedures of Section 922.07 and the standards set forth below.

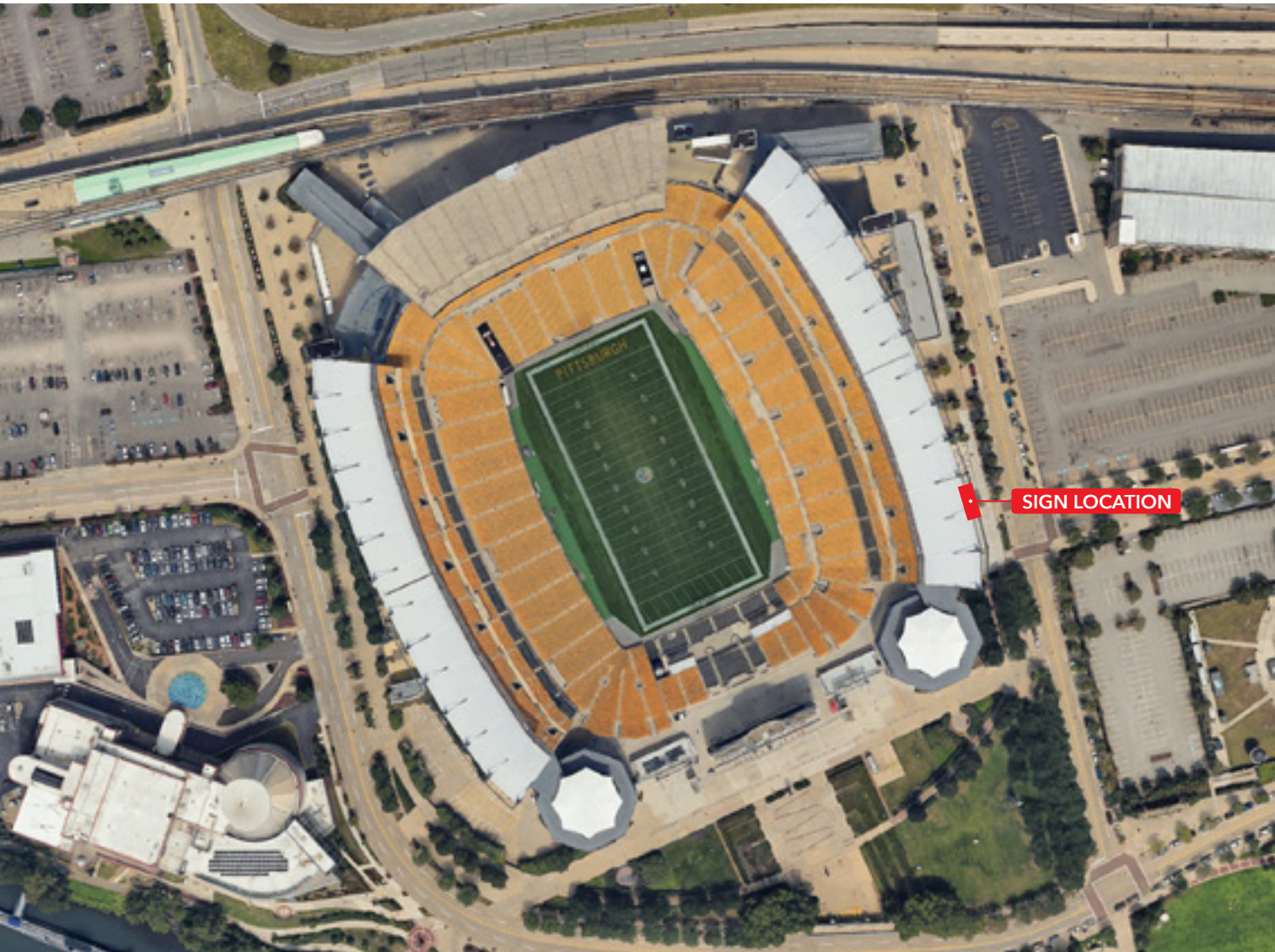
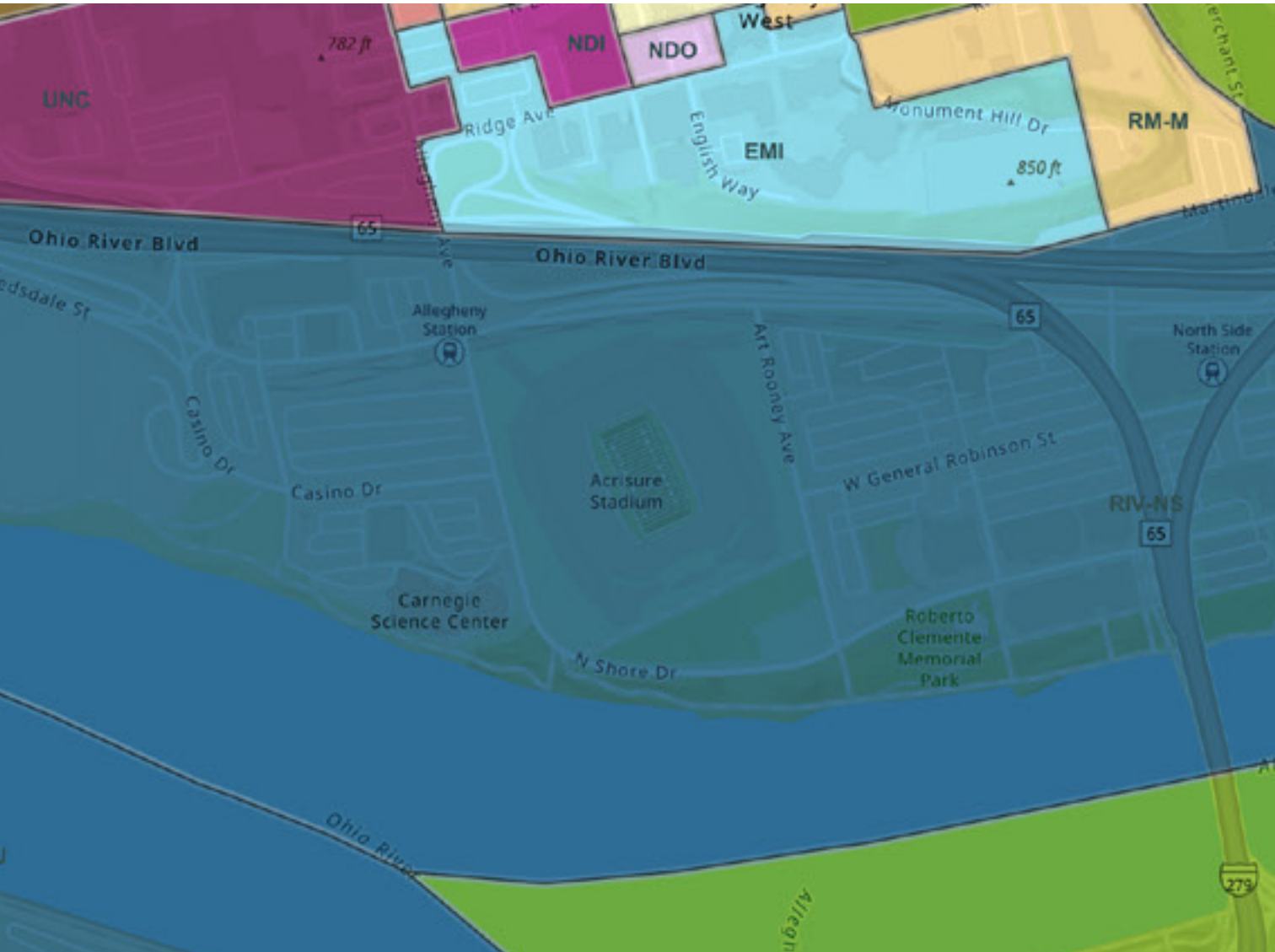
(b) Large Video Displays. All major public destination facility video displays shall be reviewed by the Planning Commission and City Council as Conditional Uses according to the Conditional Use Standards and Procedures of Section 922.06 and the standards set forth below.
3. **Conflicts.** The provisions of this section shall take precedence over any conflicting provisions in Article VI, Chapter 919 relating to non-advertising signs.

Address: 100 Art Rooney Avenue, Pittsburgh, PA 15212

Parcel ID: 8-J-30

Zoning District: RIV-NS

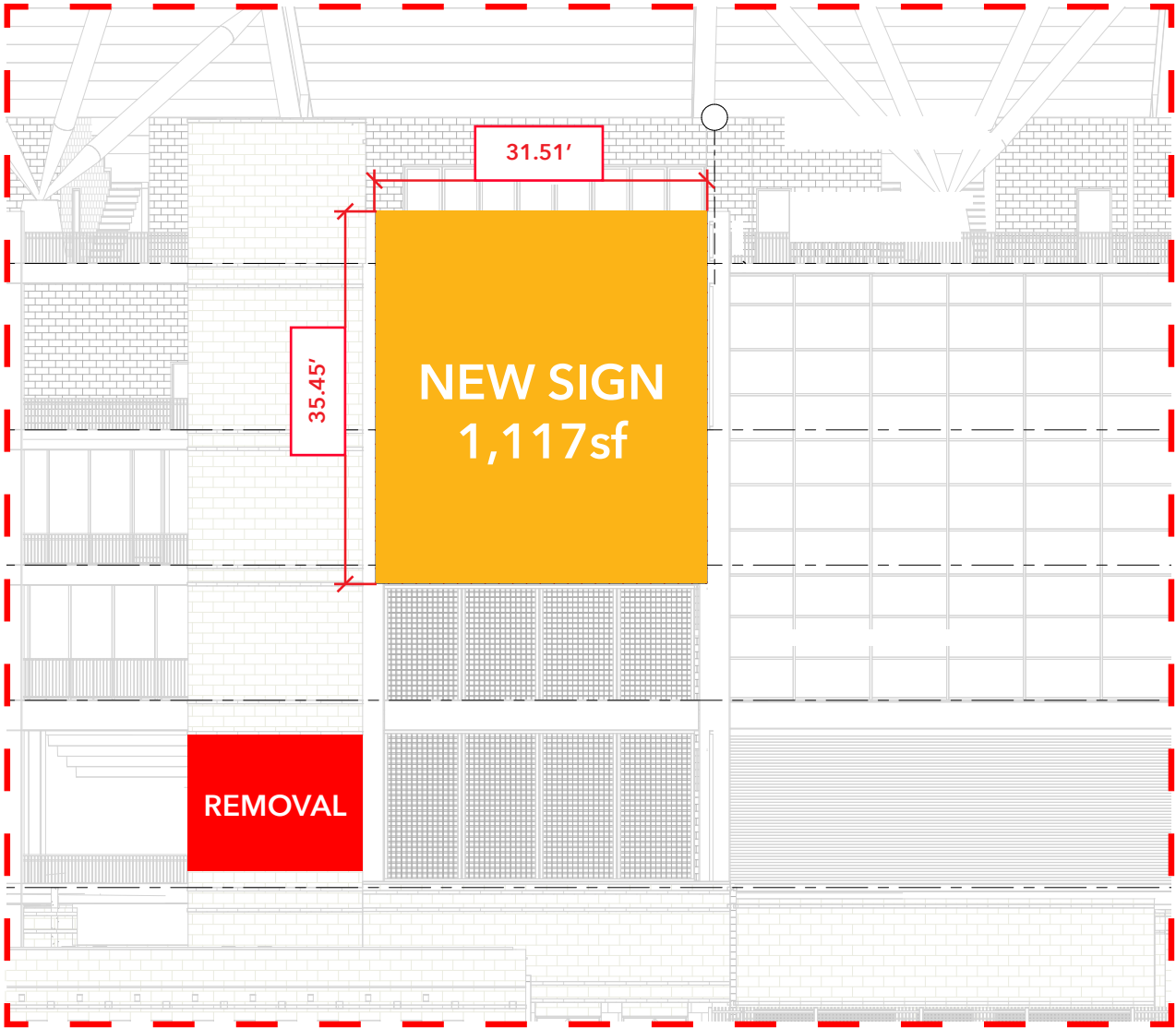
Building Classification: Major Public Destination Facility





Electronic Sign Drawings

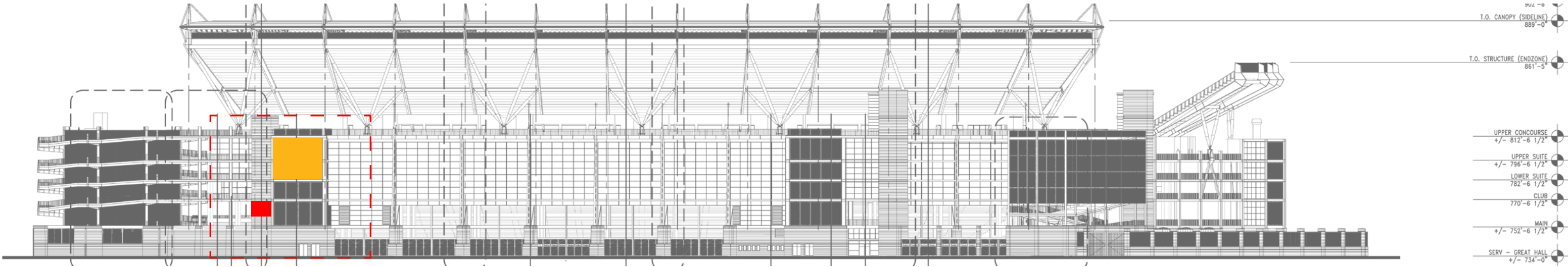
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9. Size. The maximum size of an electronic sign or video display shall be one thousand two hundred (1,200) square feet.

REMOVAL
Sign Size: 9'-6" x 16'-3" = 154.25sf
Maximum Allowance = 1,200sf

NEW SIGN
Sign Size: 35.45' x 31.51' = 1,117sf
Maximum Allowance = 1,200sf



East Elevation

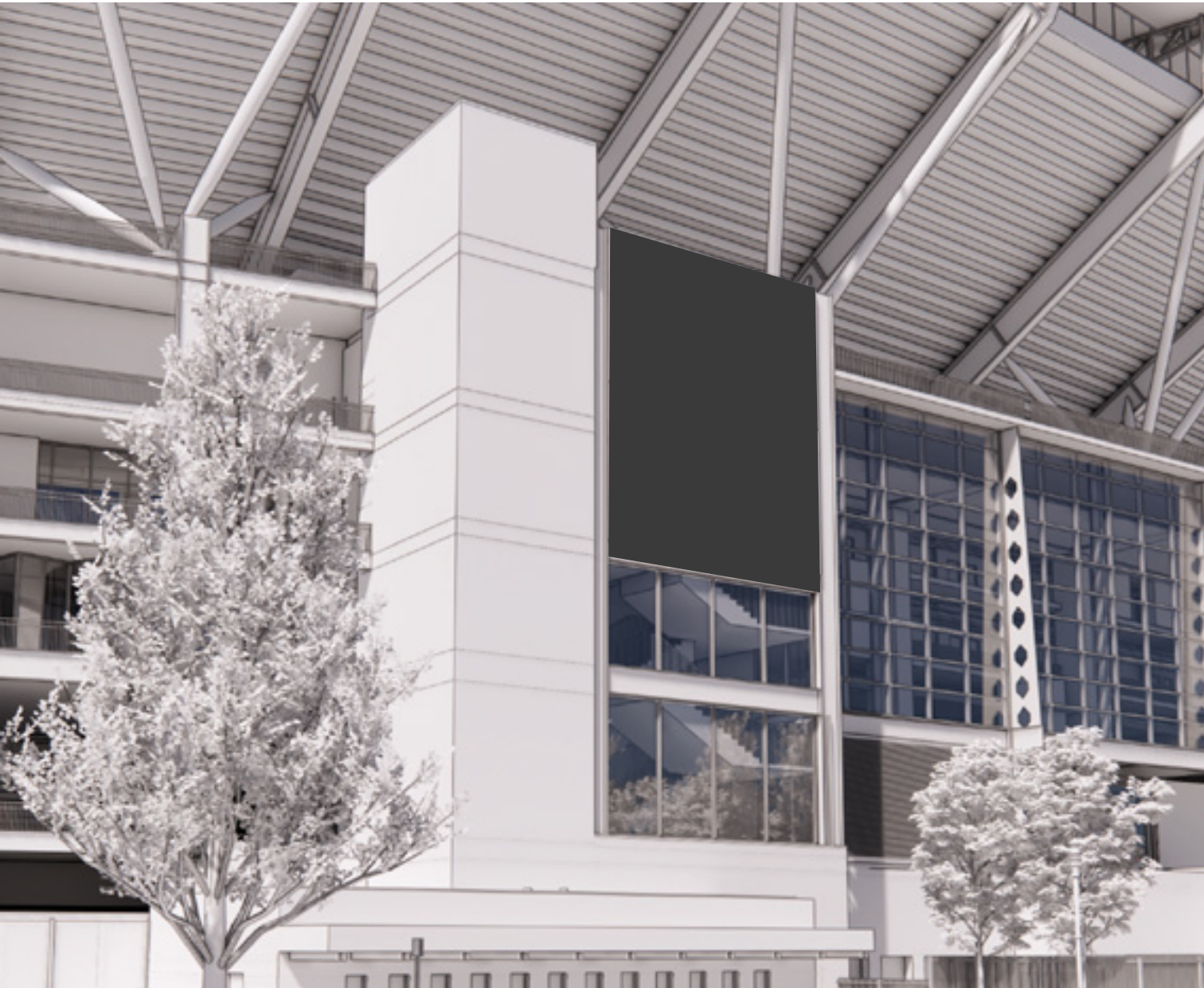
Photo Renderings

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- 4. Electronic Signs Allowed.** Subject to the provisions of this section, major public destination facilities may utilize electronic signs, including video displays, to display:
- (a) The name of the facility, or portion thereof, including any sponsor or memorialized names assigned thereto and their logo or identifying mark. However, products or services of sponsors shall not be displayed;
 - (b) The name of the major enterprise or principal activity and events on the premises.
 - (c) Video displays of activities, events, or games taking place within the facility or contemporaneous away games of teams associated with the facility, and
 - (d) Events or activities at related facilities (both on- and off-premise) under the control or ownership of the primary occupant of the facility.

- 6. Motion.** Any motion of any kind is prohibited on an electronic sign face. Electronic signs shall have only static text, images, and graphics. However, motion may be allowed on large video displays depicting activities, events, or games taking place within the facility or contemporaneous away games of teams associated with the facility.
- 7. Dwell Time.** The text, image, or display on an electronic advertising sign may not change more than once every thirty (30) seconds. Twirl time between subsequent text, images, or display shall not exceed twenty-five hundredth (0.25) of a second.
- 8. 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).

Screen Off



Screen On



Sign Visibility

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5. Location.
- (a) Major public destination facility electronic signs shall not be located within one hundred (100) feet of or be primarily directed towards rivers, parks, City Designated Historic Districts, or properties within a residential or public realm zoning district;
 - (b) Major public destination facility signs shall be attached to the facility or an associated structure such as a parking garage or located on-site within thirty (30) feet of such facility;
 - (c) Video displays shall not be visible from roadways, or ramps associated with such roadways, with speed limits exceeding thirty-five (35) miles per hour;
 - (d) No electronic sign or video display 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; and
 - (e) There shall be no more than one (1) electronic sign and one (1) video display on the site of a major public destination facility.

Allegheny River Distance: 668' from nearest point Angle: 90° from nearest point	Historic District - Allegheny West Distance: 1,002' from nearest point Visibility: Completely blocked by terrain
Three Rivers Heritage Trail Distance: 543' from nearest point Angle: 60° from nearest point Visibility: Significant majority blocked by foliage	Historic District - Allegheny Commons Park Distance: 1,943' from nearest point Visibility: Completely blocked by terrain
The Point Angle: 90°. Greater than LED field of view	
Fort Duquesne Visibility: Completely blocked by foliage	

