



High Wall Sign Face Replacement City Review Package - Pittsburgh Downtown Partnership

October 30, 2020

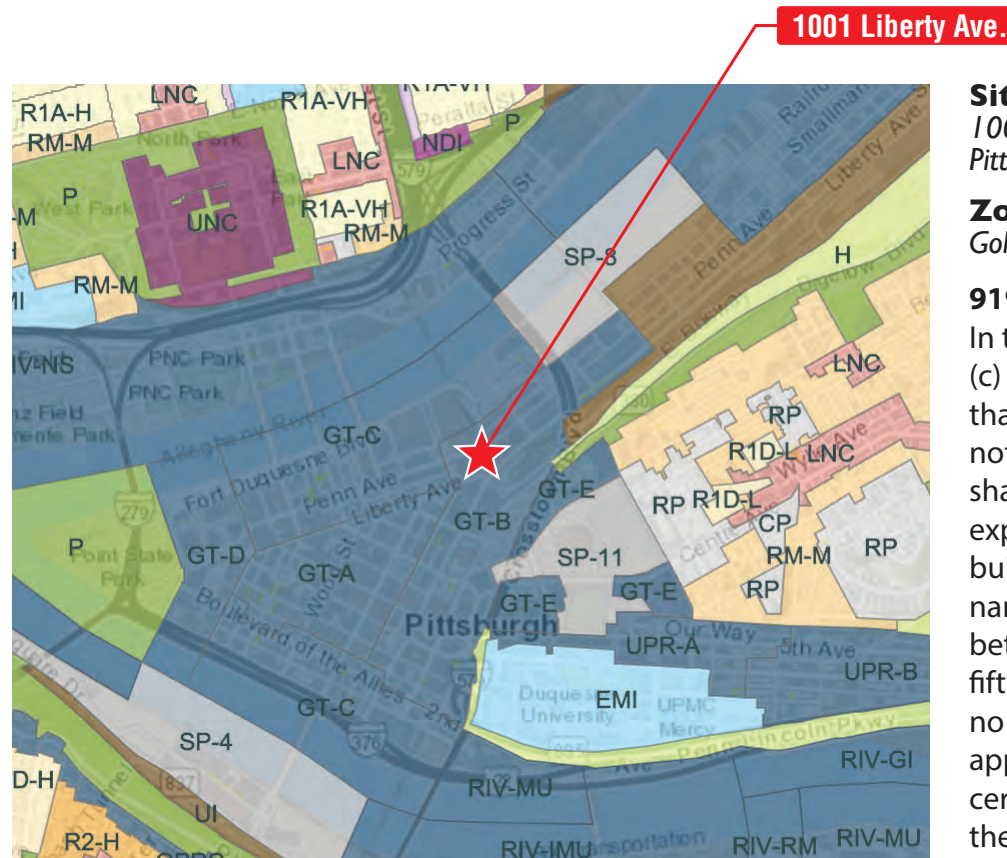
SITE ADDRESS

1001 Liberty Ave
Pittsburgh, PA 15222

KOLANOdesign

6026 Centre Avenue
Pittsburgh, Pennsylvania 15206-3784

412-661-9000 kolano.com



Site Address
1001 Liberty Ave
Pittsburgh, PA 15222

Zoning District:
Golden Triangle - B

919.03.M.7 GT and RIV-NS Zoning Districts

In the GT and RIV-NS Zoning Districts:

(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 façade 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.

Zoning Map
Not to Scale

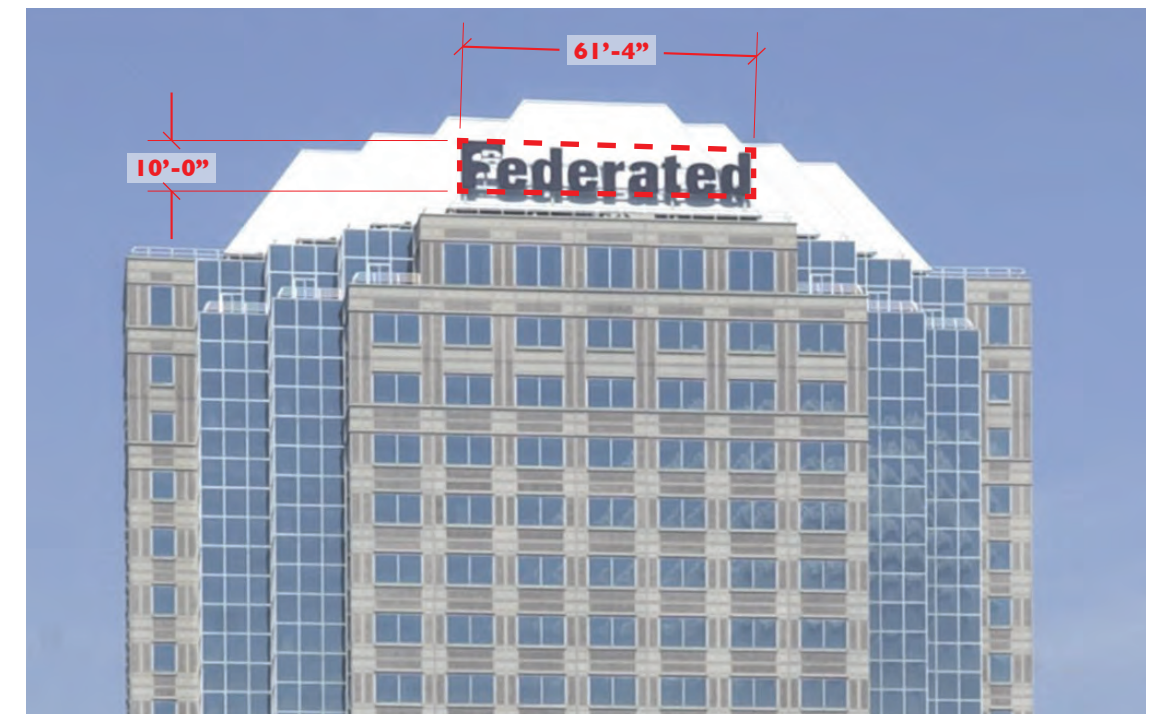


Sign Location Plan
Not to Scale



X1 - Existing Conditions (Northwest Elevation)
Not to Scale

Existing Sign: 895 SF

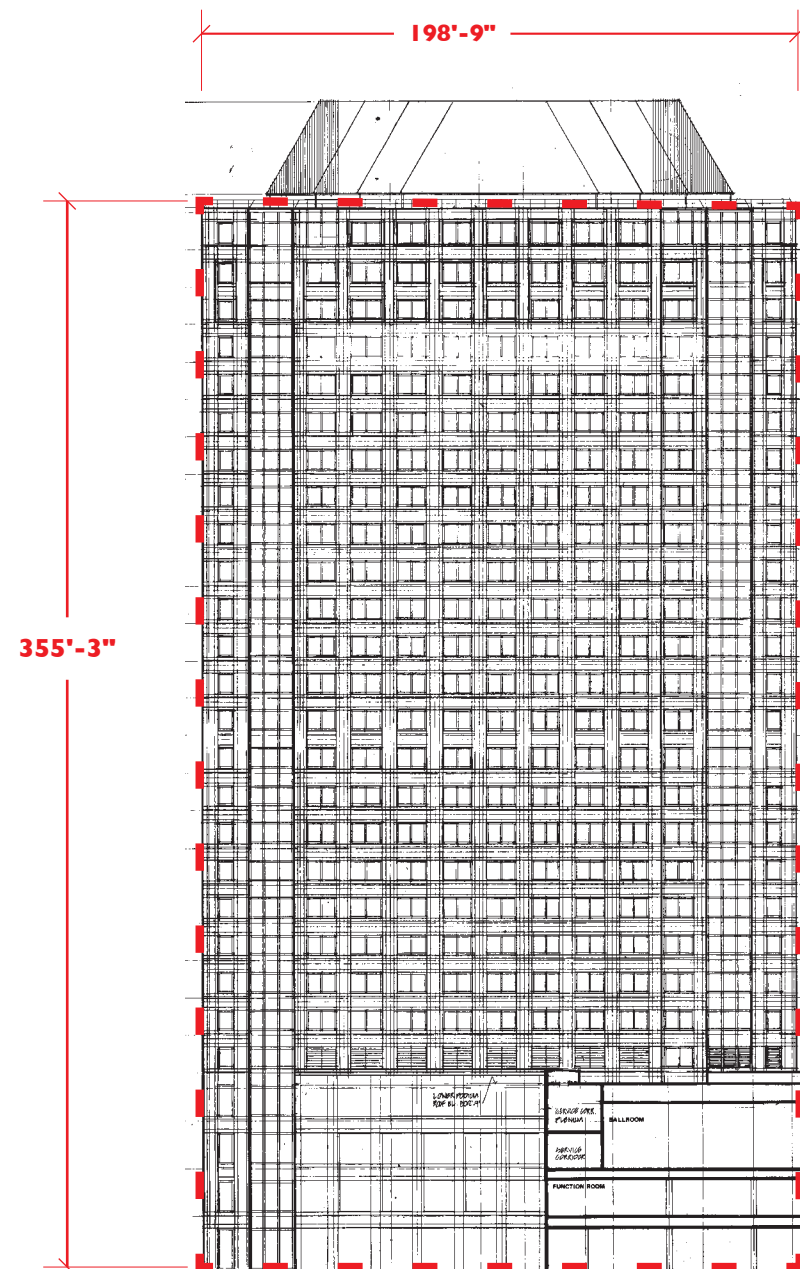


X2 - Existing Conditions (Southeast Elevation)
Not to Scale

Existing Sign: 618 SF

Section 919.03.M.7(c)

“Only the name of the building or business shall be mounted higher than 40’ above grade & 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 & 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 & 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 & must certify again that the sign is operating in compliance with the standards prior to issuance of occupancy permit.

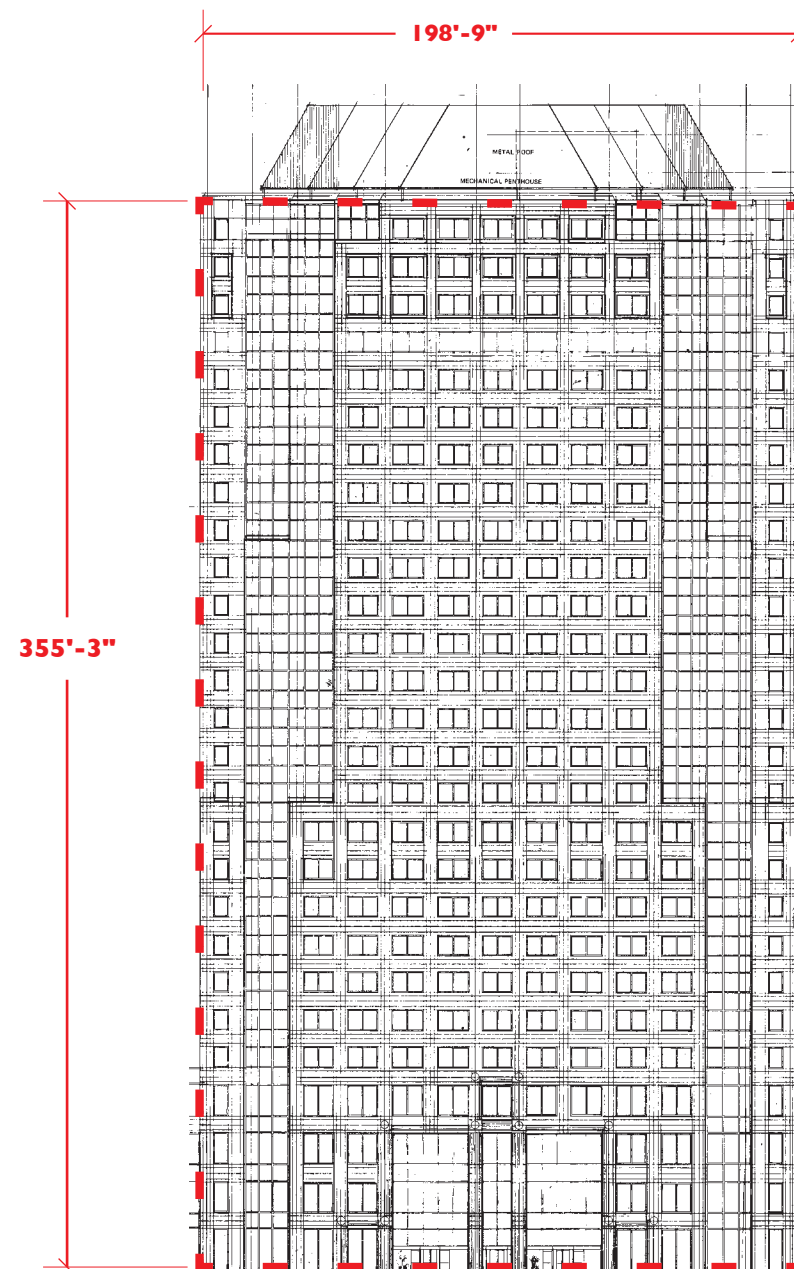


Northwest Elevation
1/64" = 1'-0"



Northwest Elevation
Existing Conditions

Facade: 70,606 SF (based on red dotted line)
2% Sign Allotment: 1,412 SF
Existing Sign: 895 SF



Southeast Elevation
1/64" = 1'-0"



Southeast Elevation
Existing Conditions

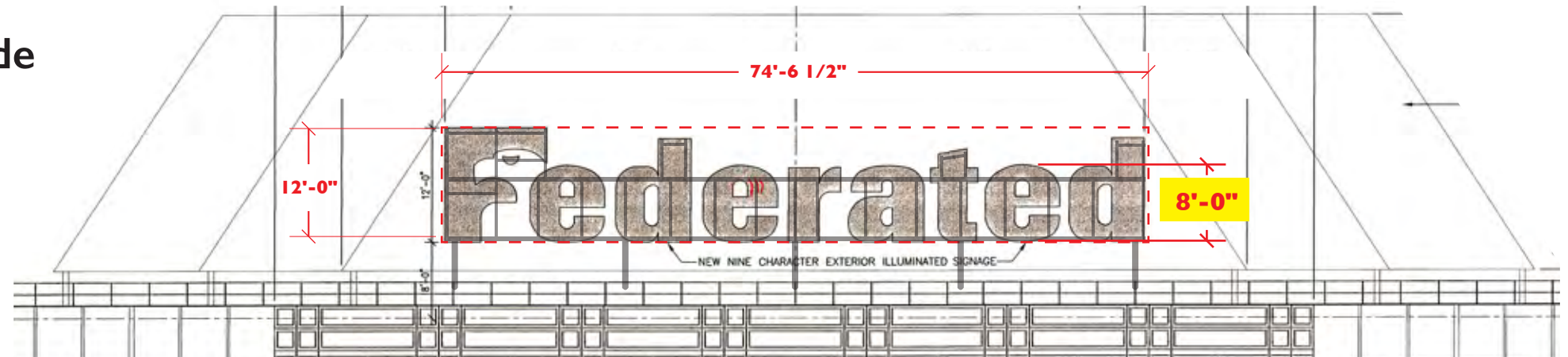
Facade: 70,606 SF (based on red dotted line)
2% Sign Allotment: 1,412 SF
Existing Sign: 618 SF

Sign Type XI - Northwest Elevation

Sign sized per 2% allotment permitted per code

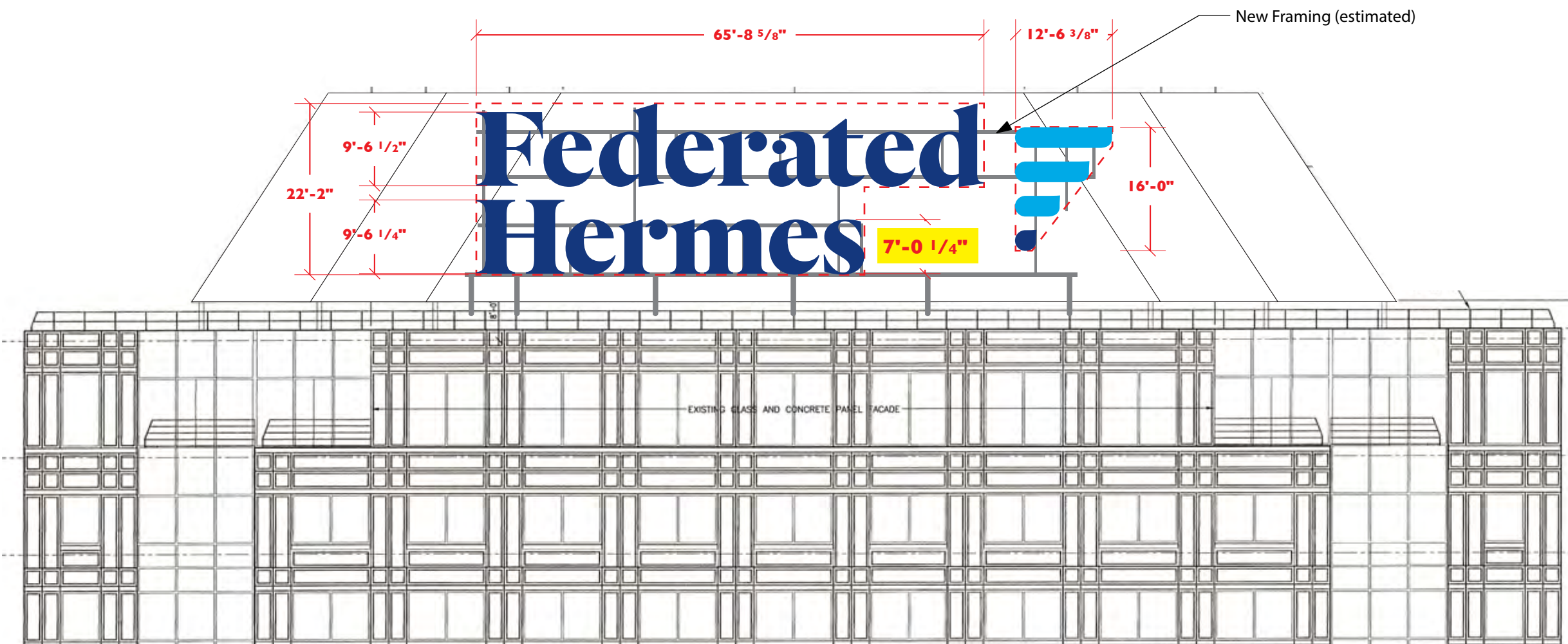
Existing Sign: 895 SF
2% of Facade: 1,412 SF
Requested: 1,412 SF

Existing Sign: 895 SF



Existing Conditions
Partial Elevation

0 2' 4' 8' 16' 32'
Scale: 1/16" = 1'-0"



Logo Text: 1,282 SF
Logo Mark: 130 SF

New Sign: 1,412 SF

Sign Type XI (Northwest Elevation)
Partial Elevation

0 2' 4' 8' 16' 32'
Scale: 1/16" = 1'-0"

Sign Type XI - Daytime Rendering

Sign to display brand colors during daytime

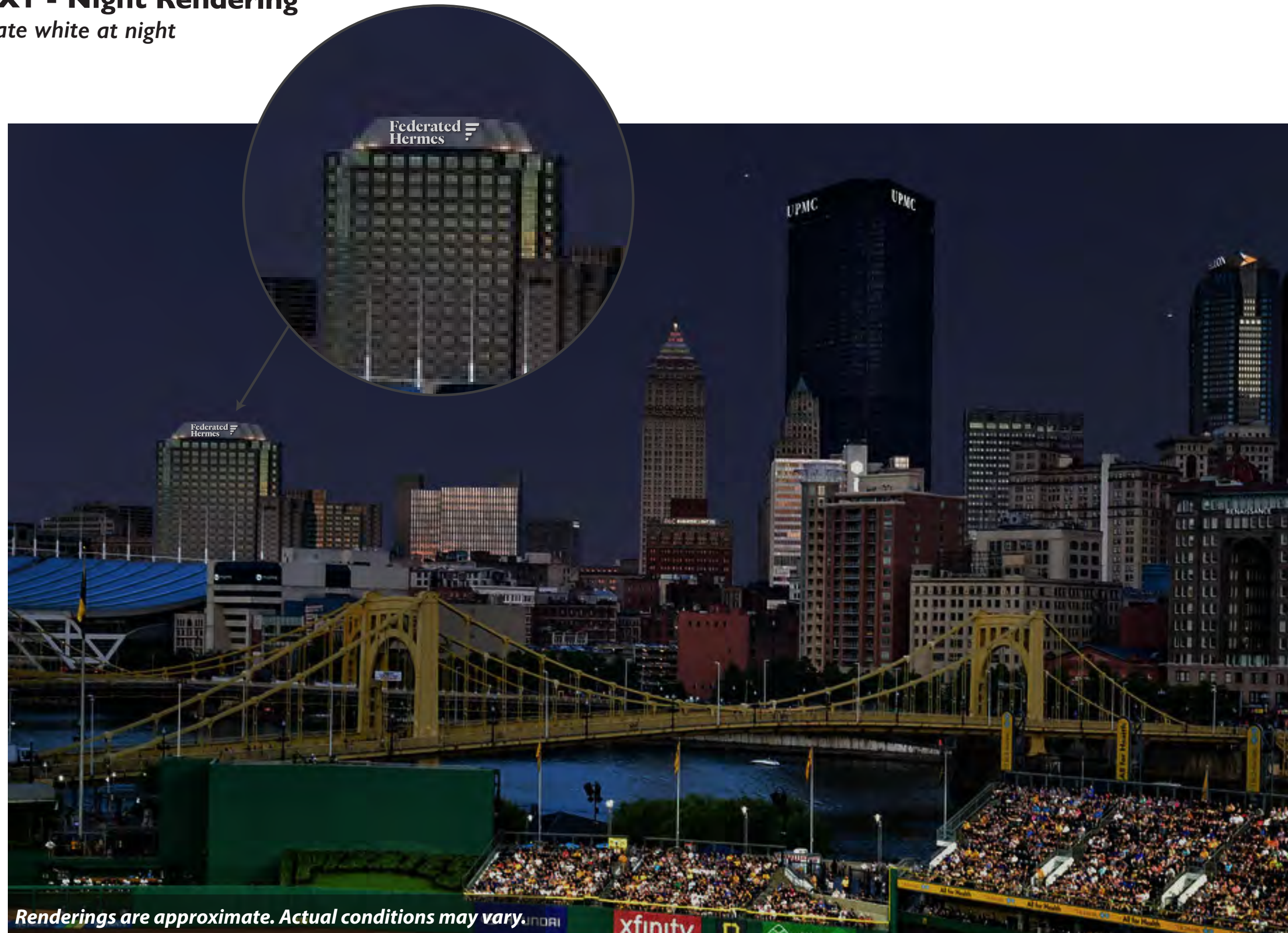
XI - Daytime Rendering
Environmental Rendering
Design Intent Drawing



Sign Type XI - Night Rendering

Sign to illuminate white at night

XI - Night Rendering
Environmental Rendering
Design Intent Drawing



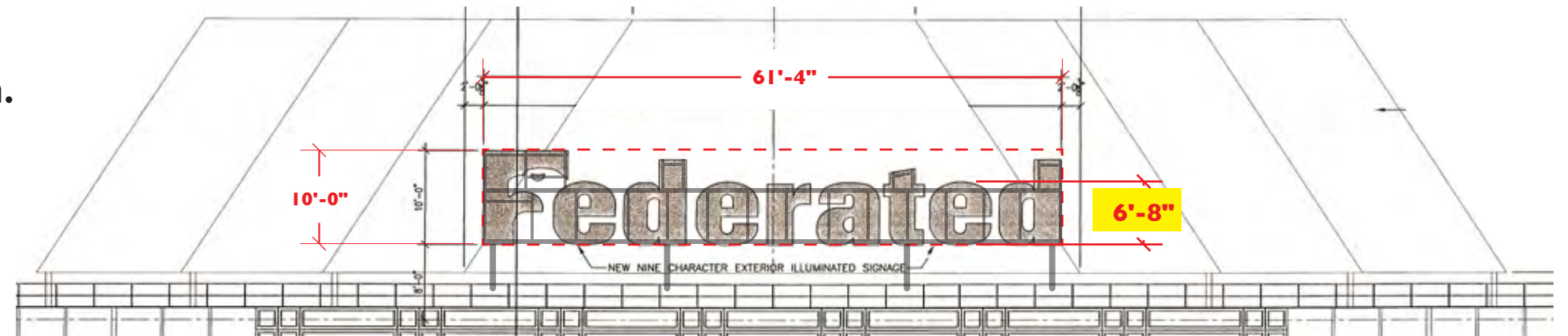
Renderings are approximate. Actual conditions may vary.

Sign Type X2 - Southeast Elevation

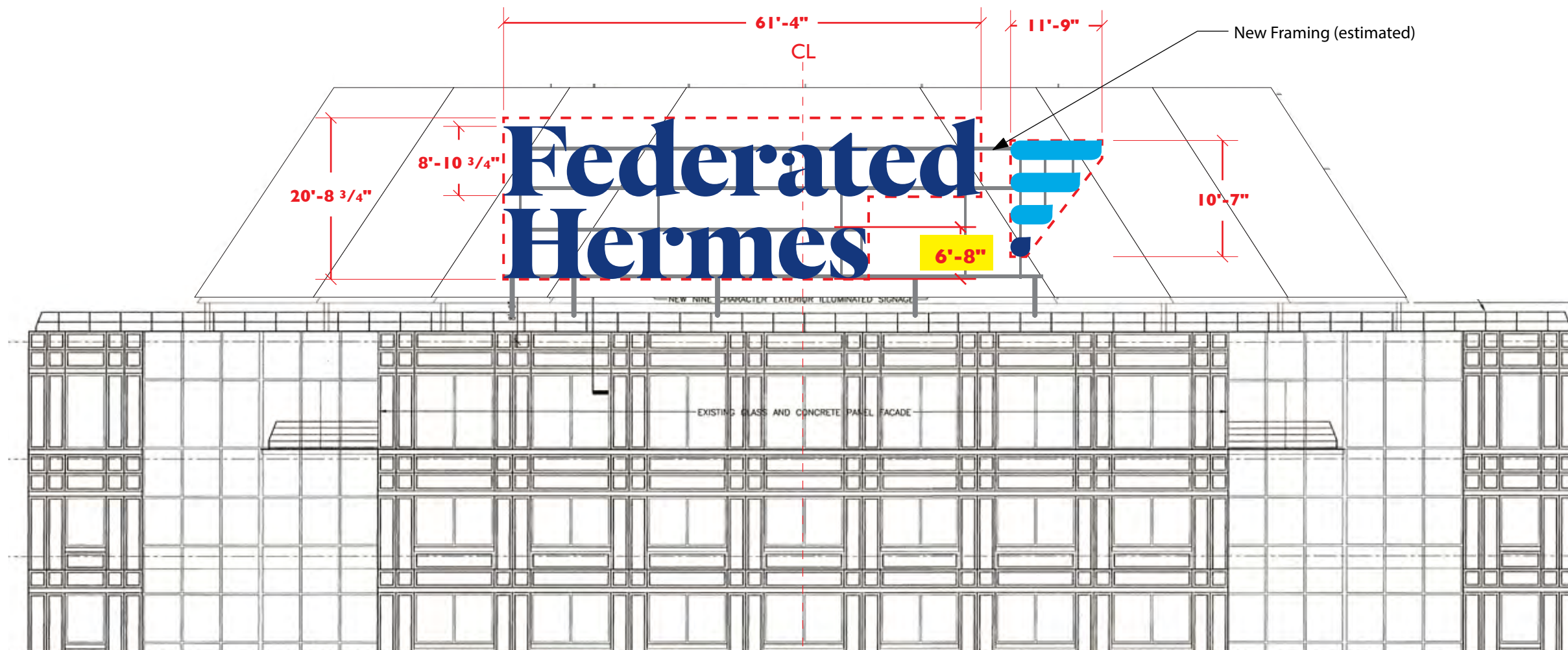
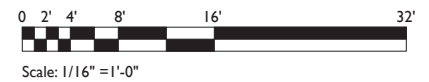
Lowercase letter height on new sign to match lowercase letter height of existing sign.

Existing Sign: 618 SF
2% of Facade: 1,412 SF
Requested: 1,232 SF

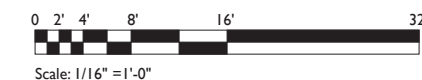
Existing Sign: 618 SF



Existing Conditions
Partial Elevation



Sign Type X2 (Southeast Elevation)
Partial Elevation



Logo Text: 1,118 SF
Logo Mark: 114 SF

New Sign: 1,232 SF

Sign Type X2 - Daytime Rendering

Sign to display brand colors during daytime

X2 - Daytime Rendering
Environmental Rendering
Design Intent Drawing



Renderings are approximate. Actual conditions may vary.

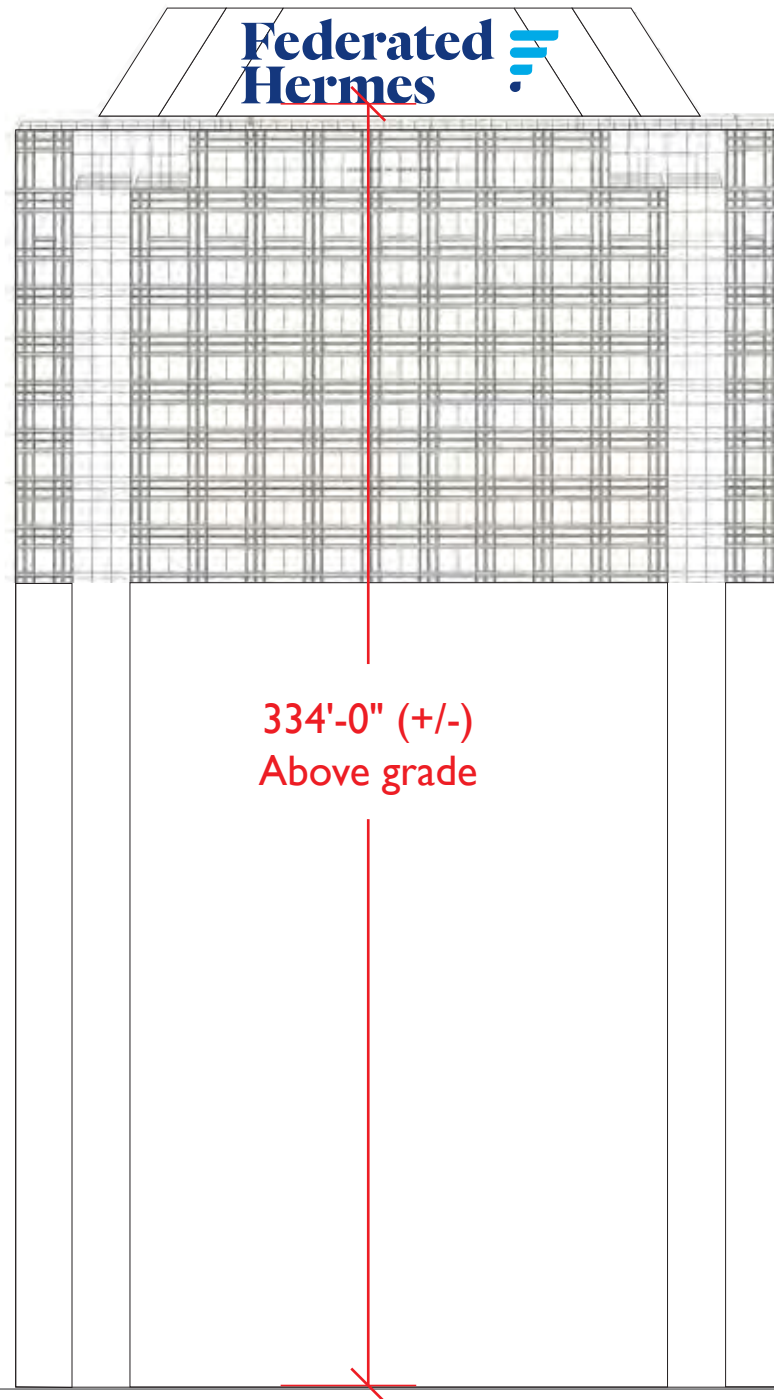
Sign Type X2 - Night Rendering

Sign to illuminate white at night

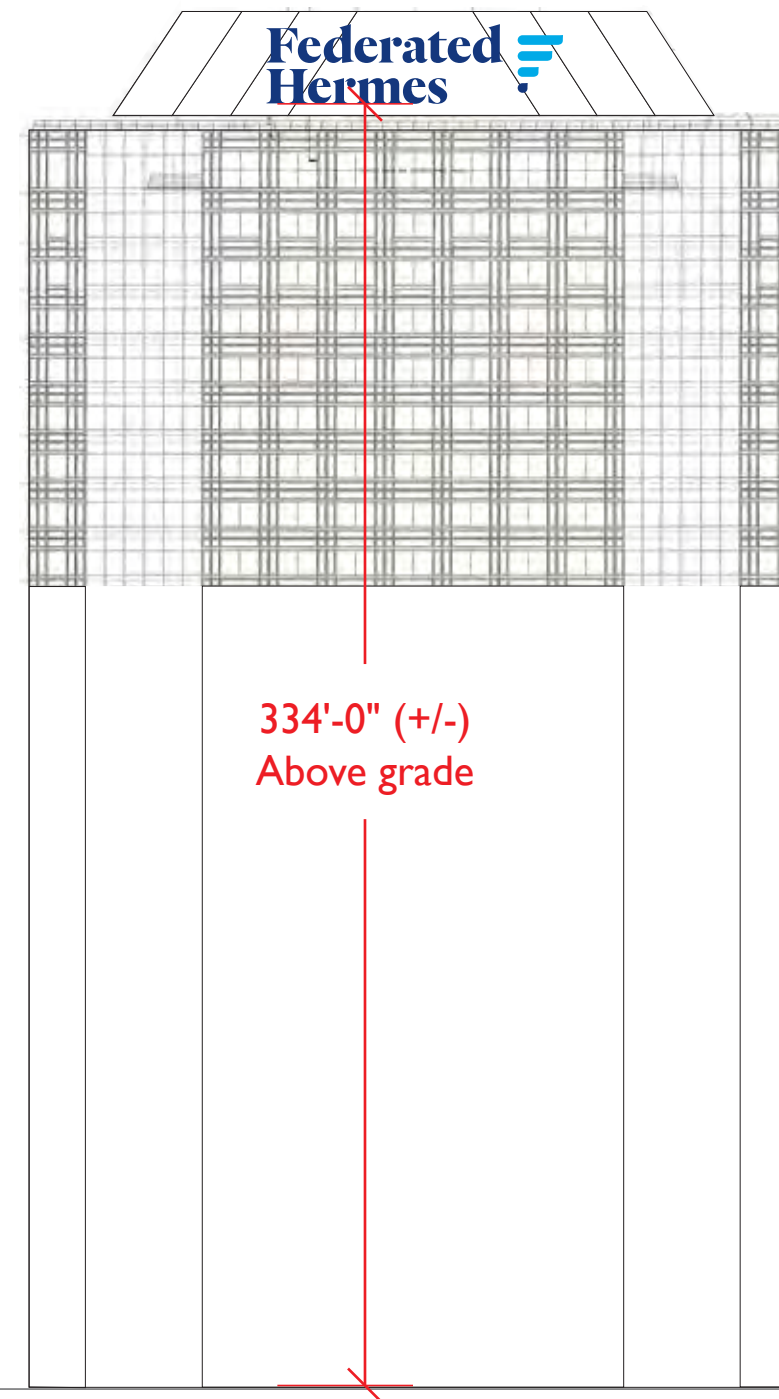
X2 - Night Rendering
Environmental Rendering
Design Intent Drawing



Renderings are approximate. Actual conditions may vary.



Sign Type XI - Resized
Northwest Elevation



Sign Type X2
Southeast Elevation

Visibility Study
Design Intent Drawing

KEY

- Maximum Visibility
- Field of Visibility



Visibility Map
Not to scale

Based on lowercase letters
Visibility distance is based on 35' per 1" of letter height