



Citizens Bank Highwall Signage Presentation

SITE ADDRESS

444 Liberty Ave.
Pittsburgh, PA 15222

Planning Commission Review 12/20/2023

Issued: October 26, 2023

KOLANO design

6026 Centre Avenue
Pittsburgh, Pennsylvania
15206-3784

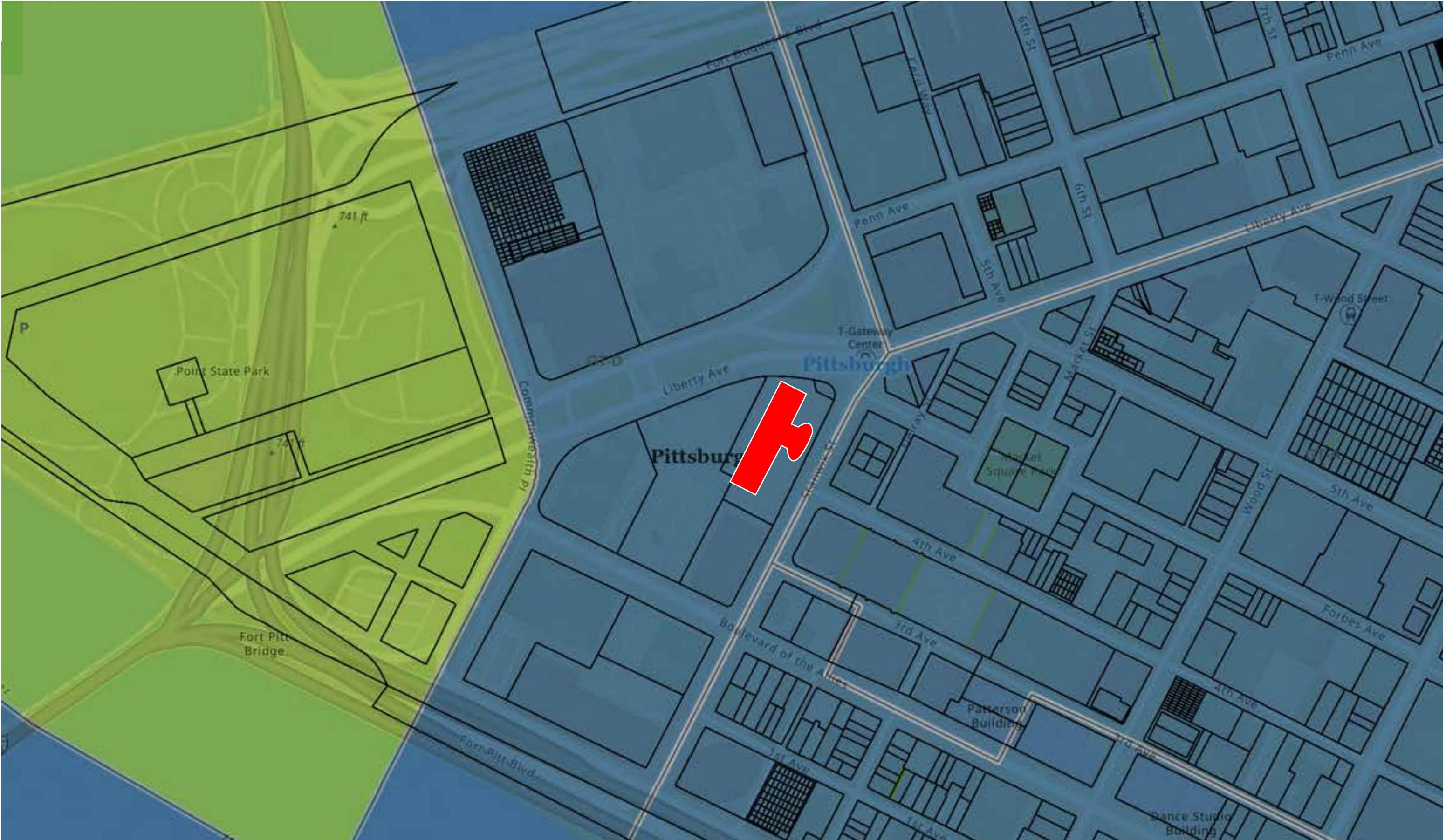
412-661-9000 kolano.com



Zoning Map

Highwall Signage
City Presentation

Zoning District: GT-D **Site Address:** 444 Liberty Ave Pittsburgh, PA

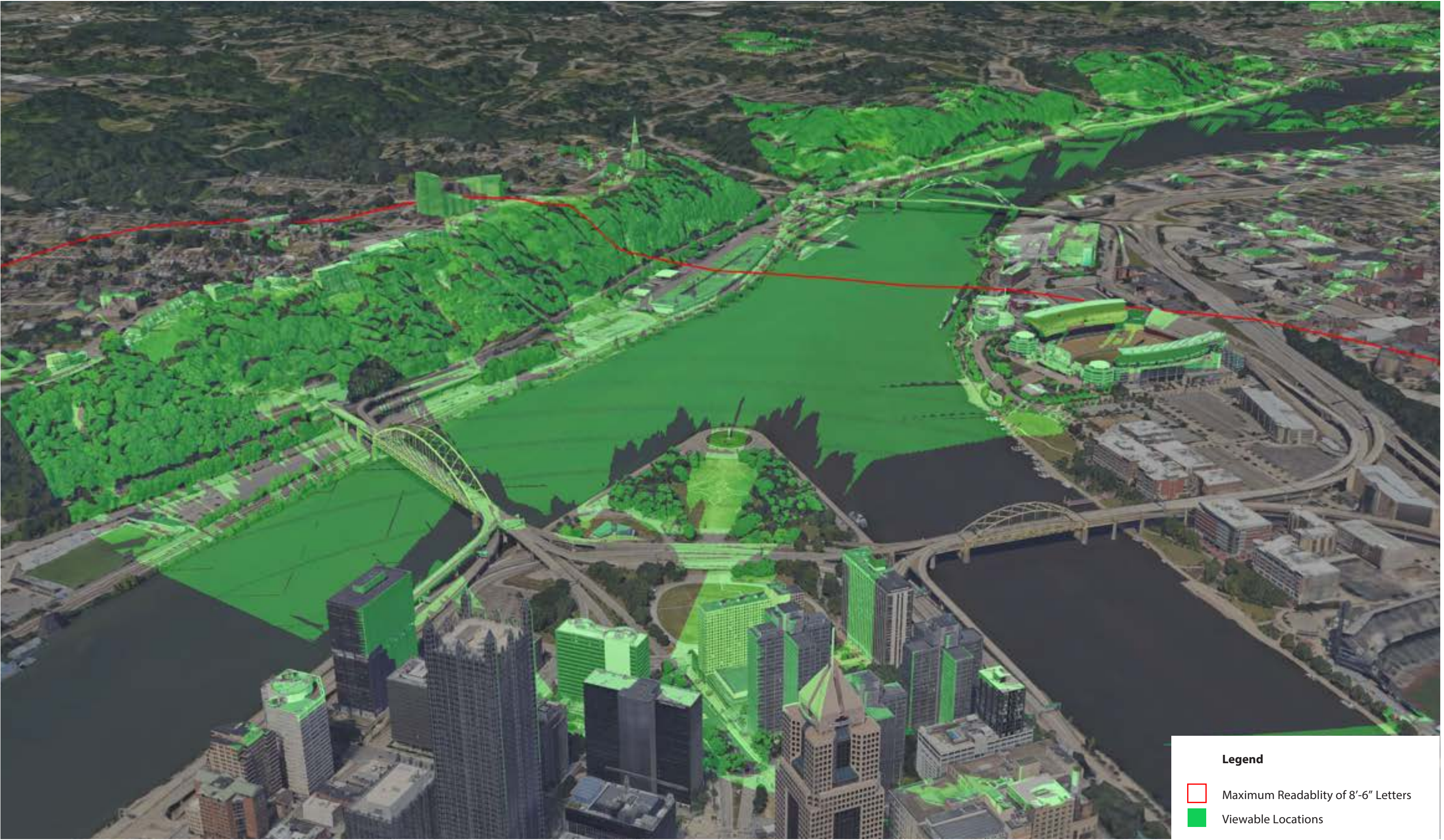


The map displays the Gateway Center area in Pittsburgh. Key features include:

- Streets:** Liberty Ave, Lincoln Hwy, Stanwix St, Delray St, and Forbes Ave.
- Landmarks:** Gateway Center Park, Gateway Center Garage, and Gateway Center building complex.
- Businesses and Points of Interest:**
 - Lux Photobooth
 - Etage Athletic Club
 - Etage Executive Living (4.4 ★ (201) 3-star hotel)
 - KeyMe Locksmiths
 - Personal Care Homes
 - Five Iron Golf - Pittsburgh
 - MEO SOLAR
 - City Works (Market Square - Pittsburgh)
 - C & C News & Snax Newsstand
 - Chocolate & C
 - John
 - Jimmy John's Sandwich
 - Colliers
 - Borough of Parks Home Insurance Solutions
 - Avison Young
 - Taphouse
- Other:** A red line is drawn across the map, likely indicating a specific location or boundary within the Gateway Center area.



Building Views from Sign - West Facing

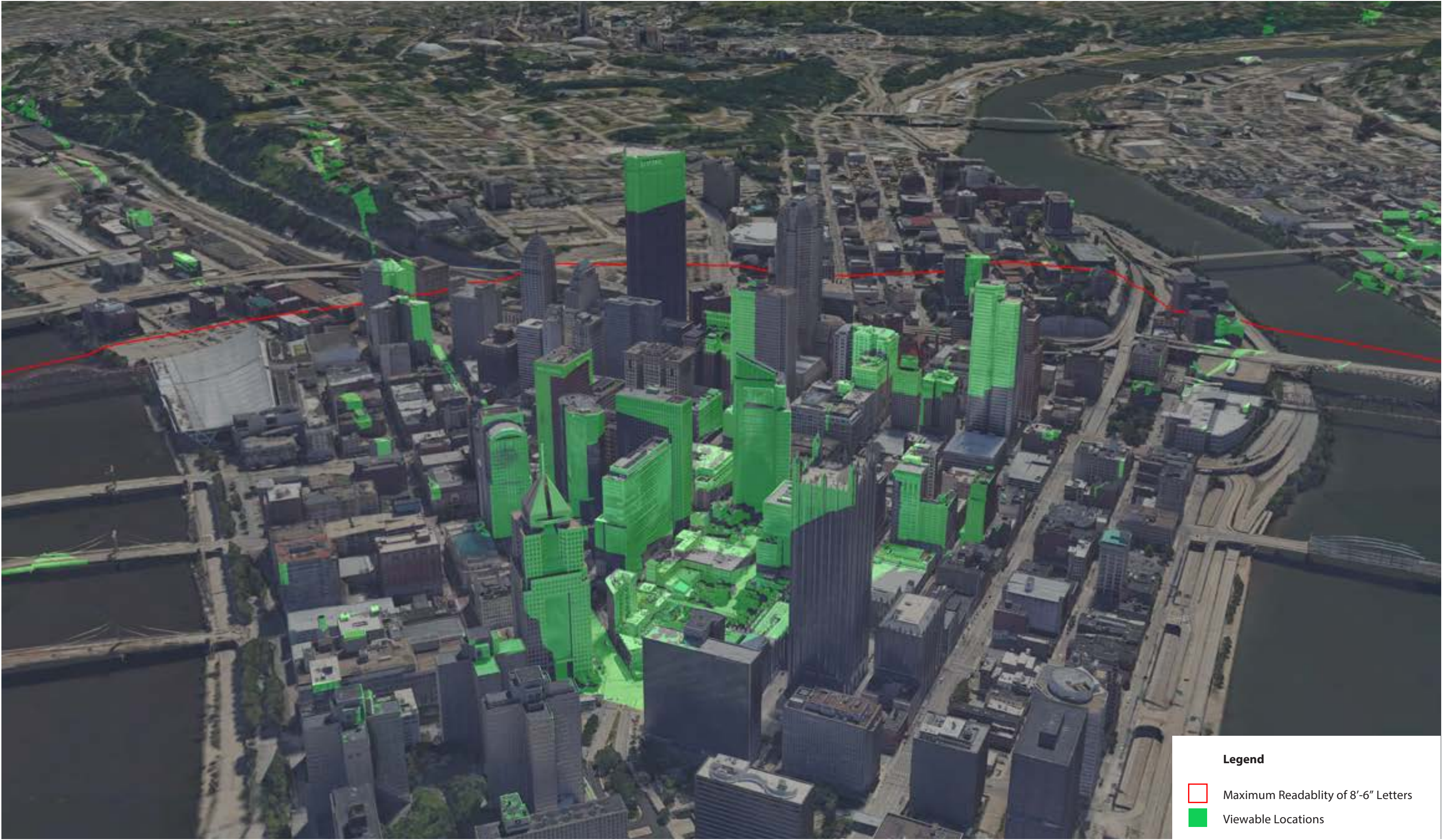


Legend

Maximum Readability of 8'-6" Letters

Viewable Locations

Building Views from Sign - East Facing



Panoramic View From Sign

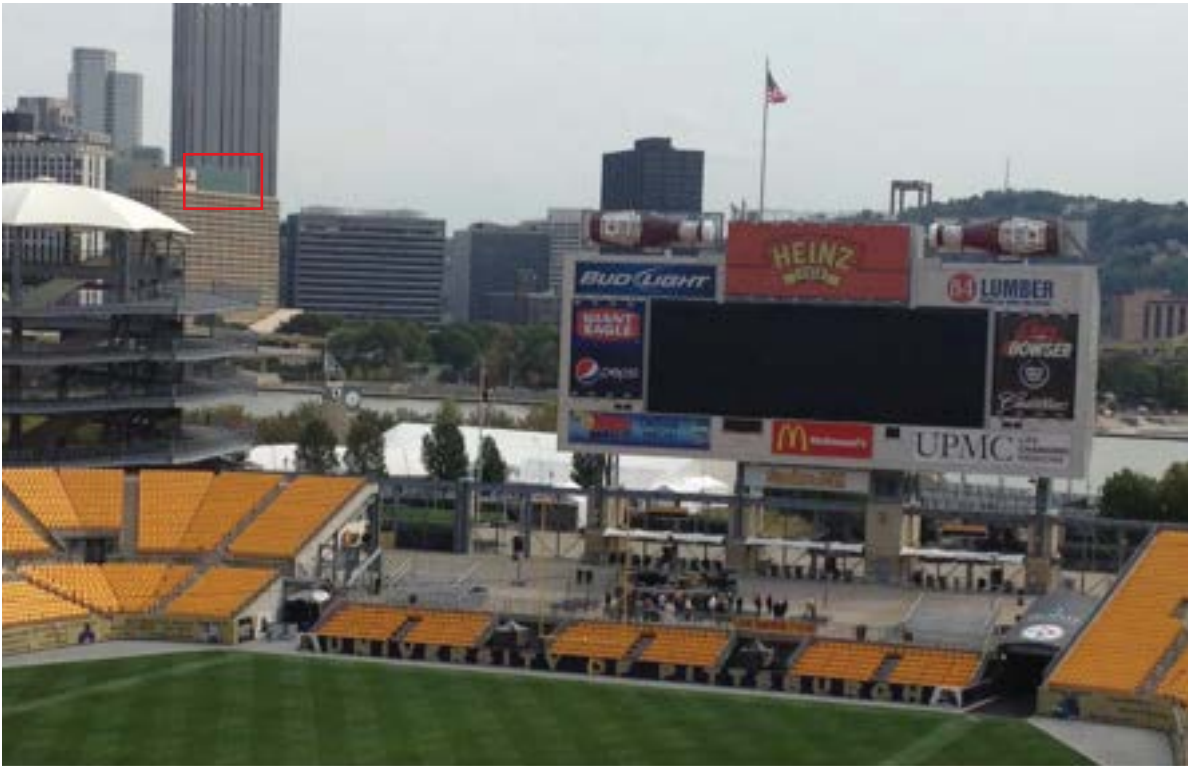
West Facing



East Facing



Viewing Angles



Reference Photo 1: Northwest to Southwest Corners Inside Acrisure Stadium



Reference Photo 2: Acrisure Stadium Southeast Rotunda

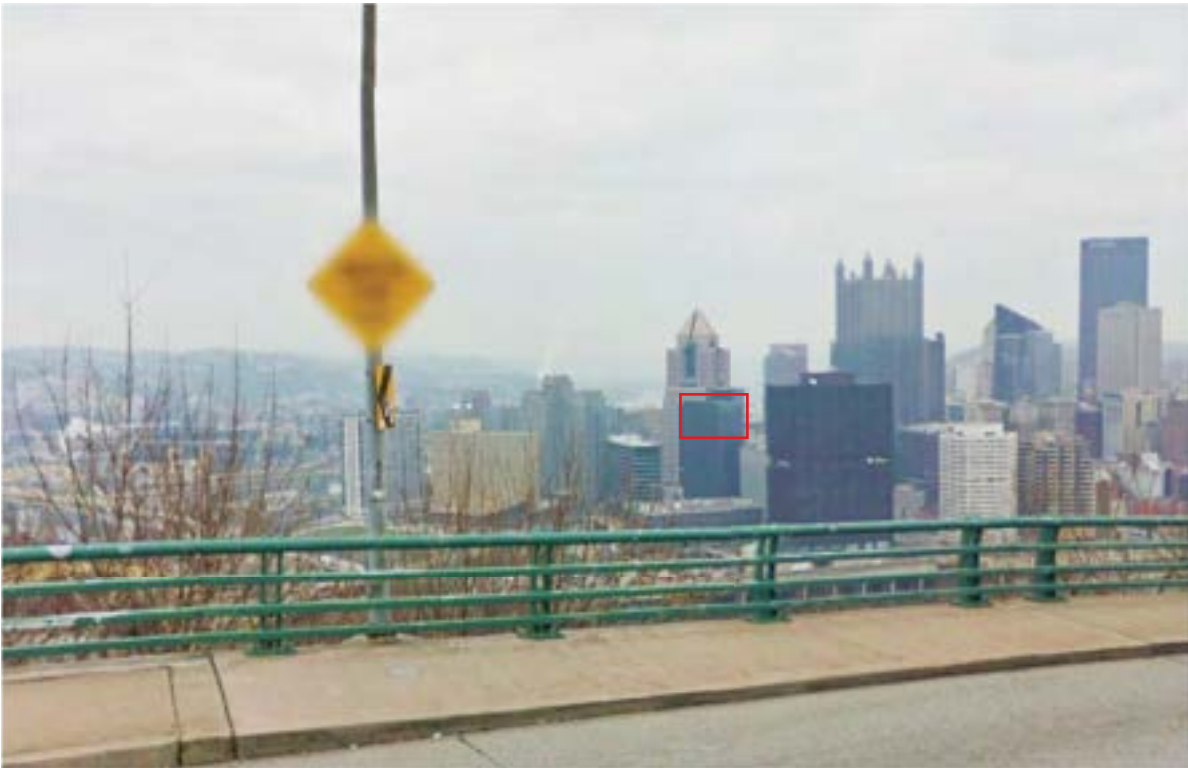


Reference Photo 3: Southside - Carson Street



Reference Photo 4: Ft. Pitt/Duquesne Bridge & 279 North Interchange

Viewing Angles



Reference Photo 5: Mount Washington - P.J. McArdle Roadway



Reference Photo 6: Liberty Avenue and Stanwix Street



Reference Photo 7: Street Level at Market Square



Reference Photo 8 - Highrise Level at the Oxford Building

Facade and Sign Calculations - West Facing

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1039' - 0"

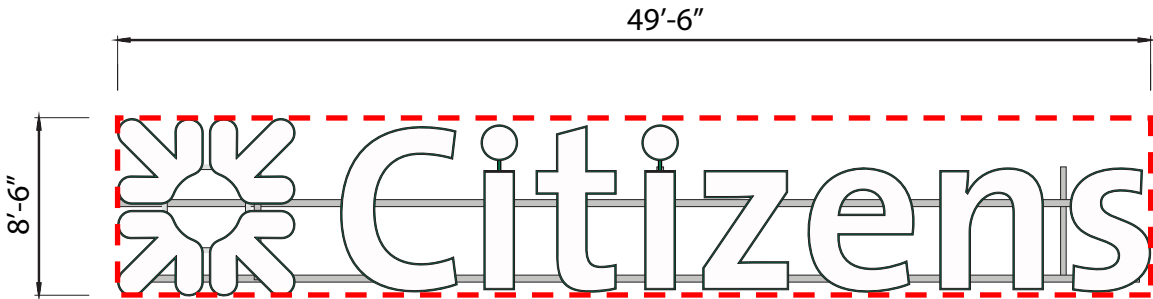
Facade Square Footage
78,400 SF

2% Signage Allowance
1,568 SF

Sign Size
421 SF

Previous Gateway Health Sign SF
467 SF

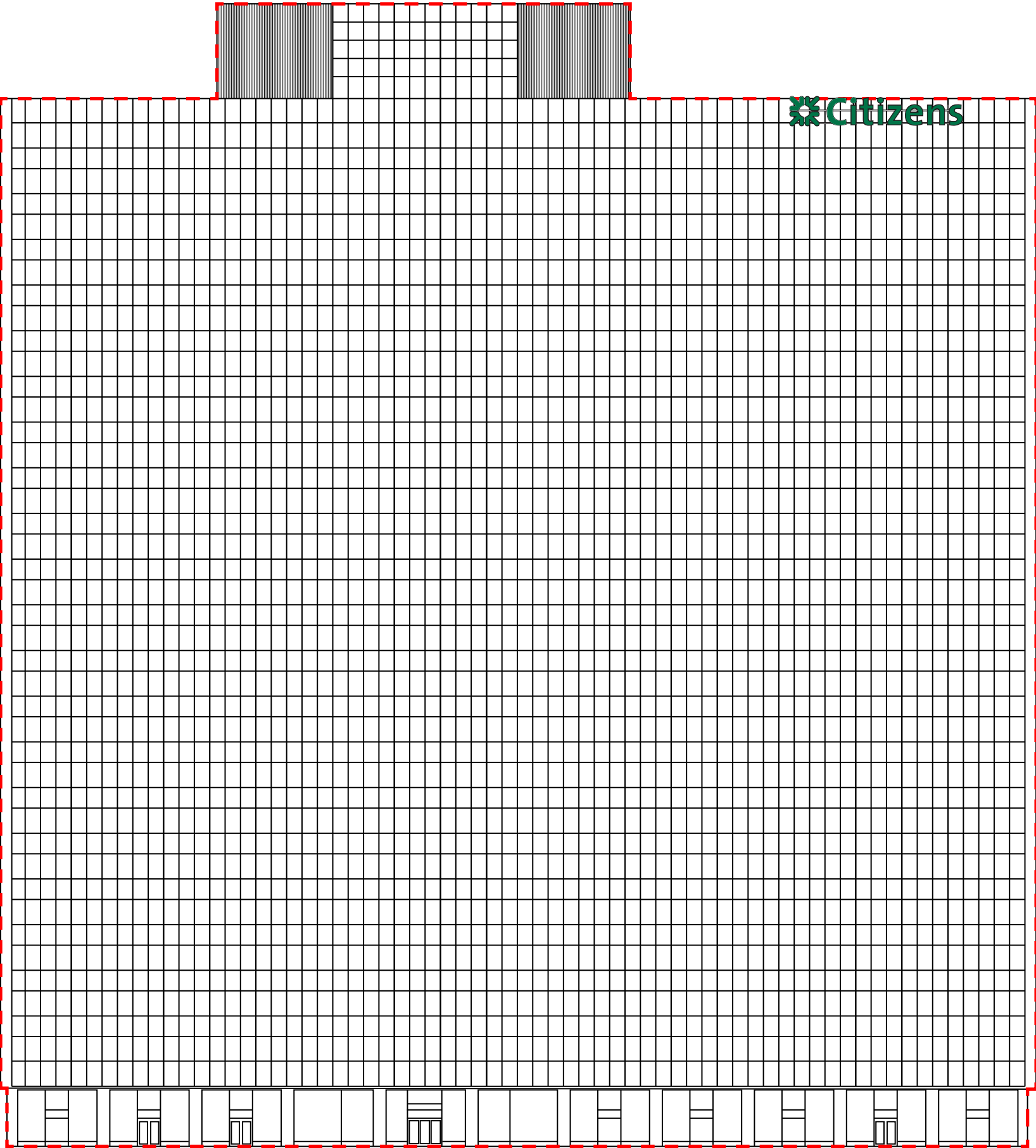
Amount Under Max
1,147



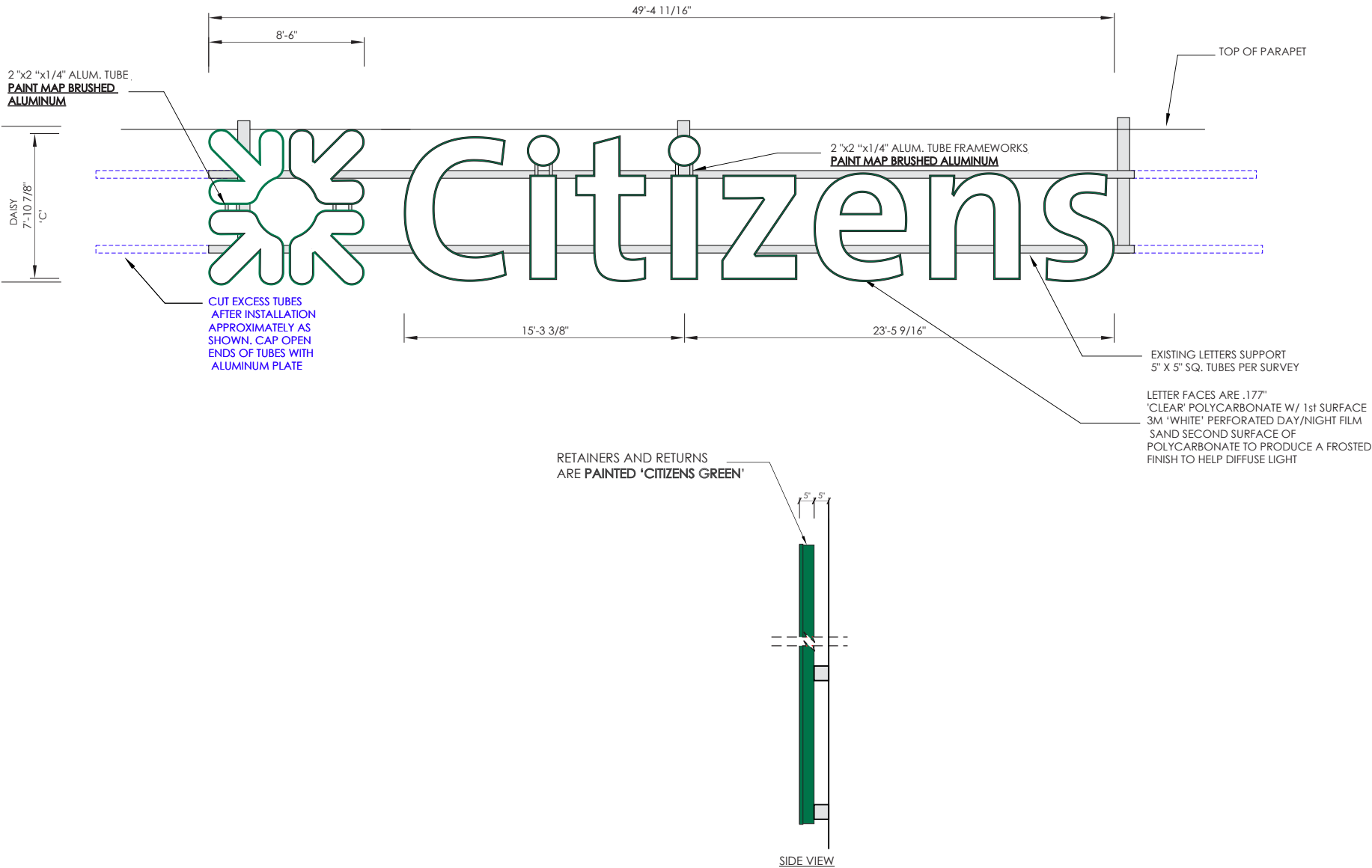
919.03.M.7 GT and DR Zoning Districts

(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.

737' - 0"



Sign Detail - West Facing



Facade and Sign Calculations - East Facing

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1039' - 0"

Facade Square Footage

78,400 SF

2% Signage Allowance

1,568 SF

Sign Size

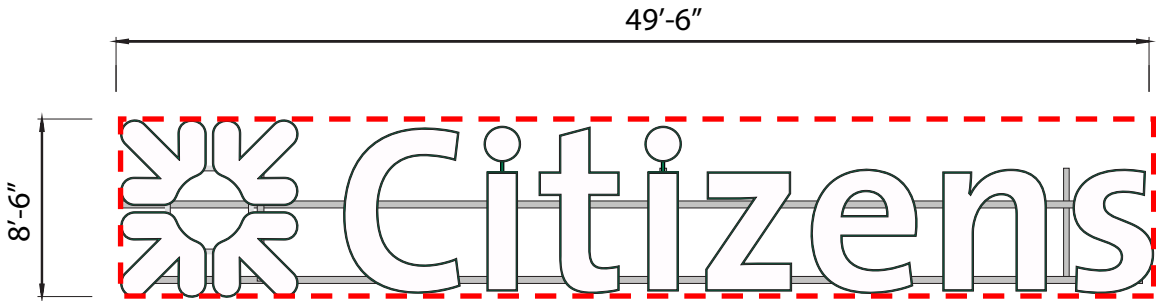
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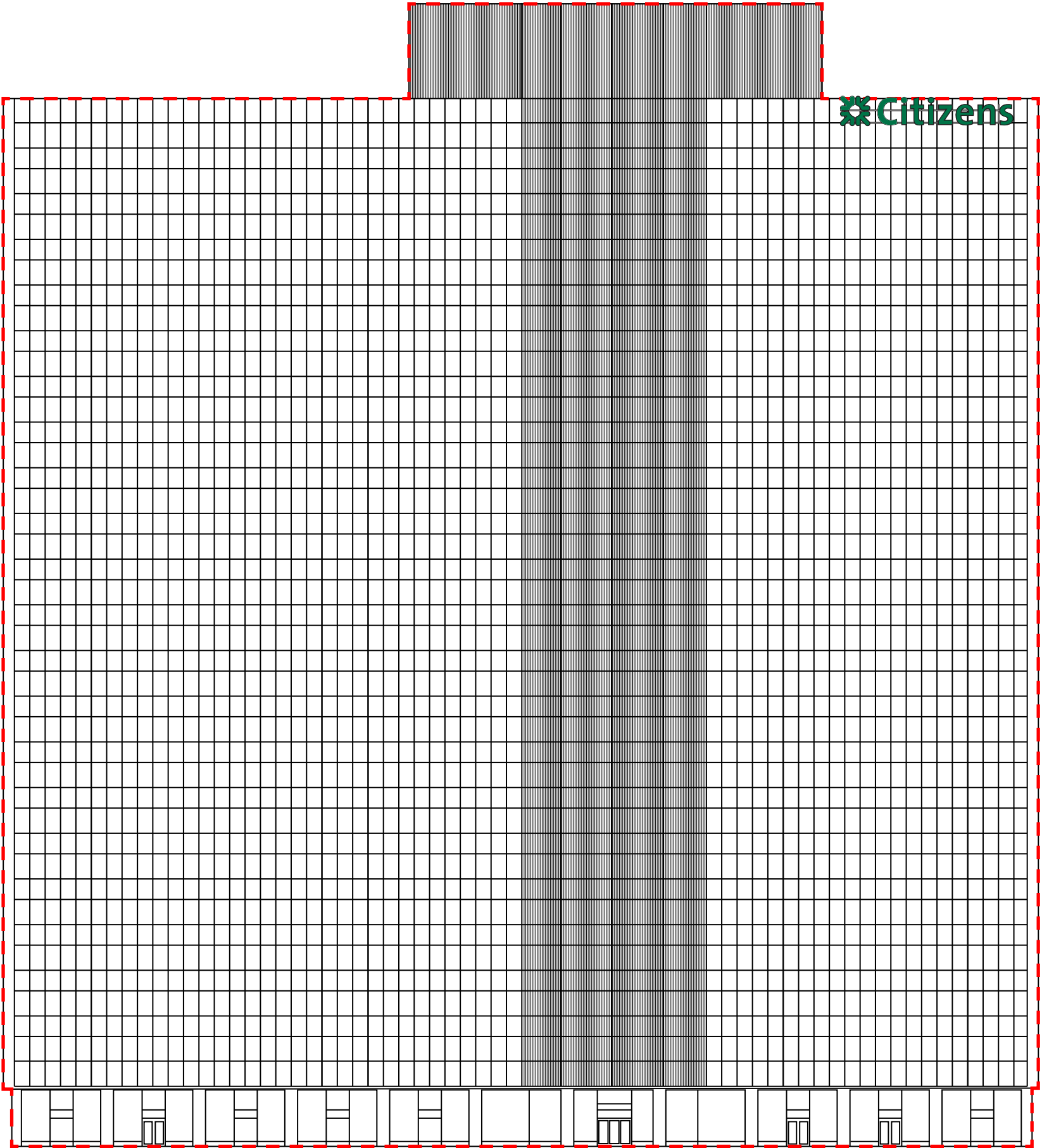
1,147



919.03.M.7 GT and DR Zoning Districts

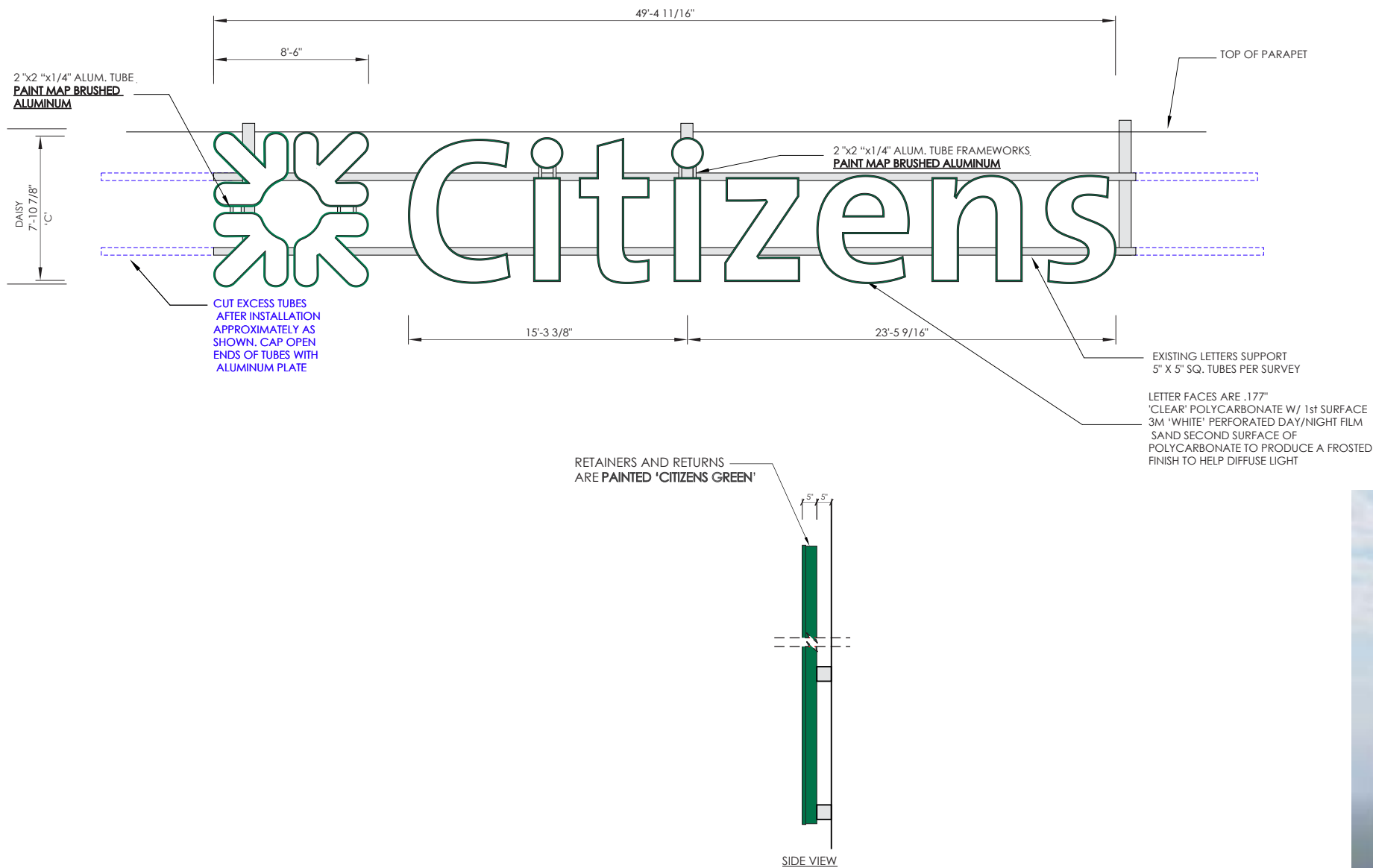
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737' - 0"



Sign Detail - East Facing

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Existing structure to be reused



Day Rendering - West Facing



Day Rendering - East Facing



