

ED GAINNEY  
MAYOR



JAMIL BEY  
DIRECTOR

CITY OF PITTSBURGH  
**DEPARTMENT OF CITY PLANNING**

November 19, 2025

Honorable President and Members  
City Council  
City of Pittsburgh  
510 City County Building  
Pittsburgh, Pennsylvania 15219

Re: Zoning Amendments – Council Bill 2024-0959

Dear President and Members:

Zoning legislation was introduced at City Council (Bill 2024-0959) to create and establish the North Shore Entertainment District. City Council referred this legislation to Planning Commission for report and recommendation. The Planning Commission, at its meeting on November 18, 2025 made a positive recommendation on this legislation subject to the version attached be Amended by Substitution at City Council.

A copy of the Commission's report is also attached. The minutes of the hearing held on November 18, 2025 will be forwarded when they are accepted by Planning Commission. Upon conclusion of the public hearing required to be held by City Council, the bill may be enacted with five affirmative votes.

As per Section 922.05.E (Hearing and Action by City Council), the City Council shall hold a public hearing on the text Amendment within one hundred twenty (120) days of the Planning Commission's action on the application, unless the applicant has agreed in writing or on the record to an extension of time. For your convenience, 120 days from November 18, 2025, is March 18, 2026.

Yours truly,

s/ Corey Layman

Corey Layman, AICP

Zoning Administrator

cc: Jamil Bey, Director  
Andrew Dash, AICP, Deputy Director  
Kyle Chintalapalli, Mayor's Office  
Felicity Williams, Esq., Mayor's Office  
Bobby Wilson, City Council  
File



CITY OF PITTSBURGH, DEPARTMENT OF CITY PLANNING  
**PLANNING COMMISSION**

**APPLICATION:** DCP-ZDR-2025-00230, Council Bill 2024-0959  
**PROPERTY:** Multiple parcels  
**PROPERTY OWNER:** Multiple owners  
**ZONING DISTRICT:** RIV-NS  
**PROPOSAL:** Zoning Text and Map Amendment to create and establish the North Shore Entertainment District to allow greater flexibility in signage across the North Shore  
**DATE:** November 18, 2025  
**DECISION DATE:** November 18, 2025

**DECISION:**

That the Planning Commission of the City of Pittsburgh **positive recommendation** to City Council on Council Bill 2024-0959/ DCP-MPZC-2025-00230 Zoning Code Text Amendment for the North Shore Signage District, subject to the version presented at Planning Commission be Amended by Substitution at City Council.

S/Lashawn Burton-Faulk  
**LASHAWN BURTON-FAULK, CHAIRPERSON**

s/Jean Holland Dick  
**JEAN HOLLAND DICK, SECRETARY**

*Note: Decision issued with electronic signatures, with the Planning Commission review and approval.*

**LASHAWN BURTON-FAULK, CHAIRPERSON | RACHEL O'NEILL, VICE CHAIR**

**DINA BLACKWELL | JEAN HOLLAND DICK | STEVE MAZZA | MEL NGAMI**

**PETER QUINTANILLA | MONICA RUIZ | PHILLIP WU**

412 Boulevard of the Allies | Suite 201

**ZONING TEXT AMENDMENT HEARING REPORT**

**ZONING:** Council Bill 2024-0959/ DCP-MPZC-2025-00230 North Shore Signage Amendment  
**NEIGHBORHOODS:** North Shore  
**ACTION REQUIRED:** Report and Recommendation to City Council  
**DATE:** November 18, 2025  
**SUBMITTED TO:** The Planning Commission of the City of Pittsburgh  
**FROM:** The Zoning Administrator

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**FINDINGS OF FACT:**

1. Council Bill 2024-0959 or DCP-MPZC-2025-00230 was sent to Planning Commission for Report and Recommendation on June 27, 2025. This bill was originally sent to Planning Commission for Report and Recommendation on January 29<sup>th</sup>, 2025, but was recalled by the Councilperson and amended to the current version.
2. The legislation went for briefing at Planning Commission on October 7<sup>th</sup>, 2025. City Planning staff outlined concerns about the legislation, about the increase in the amount of signage; changes to regulatory practices; and inconsistencies in the ordinance regarding the defined boundaries. The Planning Commission requested that staff work directly with the applicant to draft a version that is both easy to administer and enforce while clearly highlighting any areas where consensus cannot be reached.
3. Since then, the applicant and City Planning staff have worked collaboratively to address these issues and an updated version of the legislation is attached to this report. This report outlines the current draft of the legislation.
4. Section One of the revised legislation creates a new Overlay Zoning District, five subdistricts, and a Zoning Code section, 919.06 North Shore Entertainment District. The zoning section supersedes all other related sign standards.
5. The legislation creates subdistricts for Acrisure Stadium, PNC Park, Casino, Science Center, and Pop District but the legislation does not propose any subdistrict specific regulations, just the text "RESERVED".
6. Definitions:
  - a. The revised draft clarifies sponsorship content by introducing a new definition of District Cross-Promotion Content which allows publicizing of events located within the North Shore Entertainment District on or off the premises where the event is promoted for a limited period of time.
  - b. The revised draft distinguishes between Large Scale and Small Scale Ground Signs and updates the standards for regulating these in subsequent sections.
  - c. NS Garage no longer requires ownership or operation by a local agency.
  - d. The Sponsor definition adds limits on advertising, allowing on-premise or district-related sponsorship but prohibiting general product promotion.

7. Temporary Event Signs: The revised draft creates two separate categories – Major Temporary Event and Minor Temporary Events and clarifies content, size, location, and approving authorities for each. Sponsorship is limited to 30% for all Temporary Event Signs
  - a. Major Temporary Event Signs are permitted within the Special Event Permit area without limitation and require a Temporary Event Sign Plan to be submitted to the Zoning Administrator for review and approval at least twenty-one (21) days prior to the installation of the first sign.
  - b. Minor Temporary Events are limited to 25 signs for a single event and require Temporary Certificates of occupancy. No minor Temporary Event Signs are permitted in the Floodway.
8. Structure Based Public Destination Facility Signs: The revised draft introduces size-based tier system, giving smaller signs more flexibility, prohibits orientation toward rivers/trails, limits image change to once every 30 seconds, and caps brightness during the day and night.
  - a. Quantity: Signs larger than fifty (50) square feet shall not exceed 5% of the total amount of facade area on a NS Public Destination Facility. An unlimited number of Structure Based Public Destination Facility Signs up to fifty (50) square feet shall be permitted as of right.
  - b. Review: Structure Based Public Destination Facility Signs less than two hundred fifty (250) square feet shall be subject to Design Review. Structure Based Public Destination Facility Signs two hundred fifty (250) square feet or greater shall be subject to Design Review and approval by the City Planning Commission as a Project Development Plan.
9. Ground Based Public Destination Facility Signs: The revised draft introduces size categories and removes the formula based total limit. It also clarifies how to calculate sign area for both two-dimensional (2D) and three-dimensional (3D) signs.
  - a. Small-Scale: Signs under fifty (50) square feet are permitted in unlimited quantities and are not subject to spacing requirements. All Small-Scale Signs are subject to Design Review.
  - b. Large-Scale: Large-Scale Ground Signs are permitted in unlimited quantities but must maintain a minimum horizontal spacing of fifty (50) feet from other Large-Scale or Marquee-Style Ground-Based Signs. All Large-Scale Signs are subject to Design Review.
  - c. Marquee-Style: Up to three (3) Marquee-Style Ground-Based Signs may be permitted per Subdistrict, with a combined total area not to exceed one percent (1%) of the Subdistrict's aggregate street frontage area. Each individual sign may not exceed 2,500 square feet. Marquee-Style Signs are subject to Design Review and City Planning Commission approval as a Project Development Plan.
10. Large Video Displays: The revised draft largely retains the original standards, maintaining the maximum display size of 1,200 square feet and the requirement for review by the Planning Commission and City Council as a Conditional Use under Section 922.06. However, it maintains the limits on the number of displays up to six (6) per Subdistrict but reduces it to three (3) within the Pop District and adds stricter placement restrictions to ensure displays are not generally parallel to or primarily visible from rivers, trails, or parks.

11. The revised version also clarifies and aligns the mapping of subdistricts with the corresponding graphic, ensuring that the text accurately reflects which parcels are included or excluded.
12. Section Two of legislation creates a definition of Neighborhood or District Gateway Sign in the Definition Section of the Sign Code.
13. Section Three of the revised legislation updates some minor standards related to Neighborhood or District Gateway Signs. It included additional dimensional standards for ground signs and wall signs, and upgrades the review process to require Project Development Plan approval.
14. This collaborative process between Council representatives, City Planning staff, and North Shore stakeholders ensures that the goals of providing more flexible and expanded signage allowances for the North Shore are achieved while maintaining a zoning code that is clear, consistent, and easy to administer. Over the past month, the group met both in person and virtually, sharing multiple versions of a collaborative document to review and refine proposed changes. This iterative process allowed participants to provide feedback, address **all** the concerns, and ensure that all perspectives were considered in developing the revised standards.
15. A Development Activities Meeting was held with the Manchester Chateau Partnership Alliance and Manchester Neighbors on September 17, 2025 with the original text of the legislation. The report of the DAM is attached to this report.
16. Per Section 922.05.C, notices were posted around the site, and postcards were mailed to all owners within the affected area and within one hundred fifty (150 ft) 21 days in advance of the original public hearing date.
17. In accordance with Section 922.05.F, the Planning Commission shall review Zoning Code text amendments based on the following criteria:
  - a. The consistency of the proposal with adopted plans and policies of the City;
  - b. The convenience and welfare of the public;
  - c. The intent and purpose of the Zoning Code;
  - d. Compatibility of the proposal with the zoning, uses and character of the neighborhood;
  - e. The suitability of the subject property for the uses to which it has been restricted without the proposed zoning map amendment;
  - f. The extent to which approval of the proposed zoning map amendment will detrimentally affect nearby property;
  - g. The length of time the subject property has remained vacant as zoned;
  - h. Impact of the proposed development on community facilities and services; and
  - i. The recommendations of staff.

Not all of the criteria must be given equal consideration by the Planning Commission or City Council in reaching a decision.

**RECOMMENDED MOTION:**

1. That the Planning Commission of the City of Pittsburgh makes a **positive recommendation** to City Council on Council Bill 2024-0959 Zoning Code Text Amendment for the North Shore Signage District, subject to the version attached to this report be Amended by Substitution at City Council.

**SUBMITTED BY:**

Corey Layman, Zoning Administrator

Ordinance amending and supplementing the Pittsburgh Code, Title Nine, Zoning Code, Article VI, Chapter 919, Signs, to create and establish the North Shore Entertainment District and set forth regulations for Neighborhood or District Gateway signs.

Be it resolved by the Council of the City of Pittsburgh as follows:

Section 1. The Pittsburgh Code, Title Nine, Zoning Code, Article VI, Chapter 919, Signs, is hereby Amended as follows:

#### 919.06. North Shore Entertainment District Sign Regulations

##### 919.06.A. General

###### 1. Purpose

The North Shore contains the City of Pittsburgh's largest geographically concentrated area of Public Destination Facilities, including Acrisure Stadium, PNC Park, Stage AE, Rivers Casino, Carnegie Science Center and Warhol Museum. These facilities collectively attract over 20 million visitors per year and generate significant revenue that supports the local and regional economy. Signs on major highways direct traffic to the "North Shore" as a major City destination.

These facilities and the surrounding areas on the North Shore are characterized by unique activities, entertainment programs, sponsorships and large-scale temporary events that promote the City to the world. The purpose of this legislation is to provide for sophisticated modern signage efforts on the North Shore. The North Shore Entertainment District is intended to encourage the orderly development, placement, and usage of two and three-dimensional destination, identification, digital accessory, non-accessory, and video displays on buildings and in opens spaces.

###### 2. Conflicts

The provisions of this section shall take precedence over any conflicting provisions in Article VI, Chapter 919 relating to signs.

##### 919.06.B. Establishment of North Shore Entertainment District

The provisions of this section apply only to all land within the North Shore Entertainment District, which is generally bounded by Reedsdale St. and the Allegheny River and generally extends from the Rivers Casino to Sandusky Street as depicted in Figure 919.06.B.



Figure 919.06.B.

1. Subdistricts

The North Shore Entertainment District shall be divided into five (5) “Subdistricts,” referred to as “Acrisure Stadium District,” “PNC Park District,” “Casino District,” “Science Center District,” and “Pop District,” inclusive. The Subdistricts shall be located in those areas as depicted in Figure 919.06.B.1.

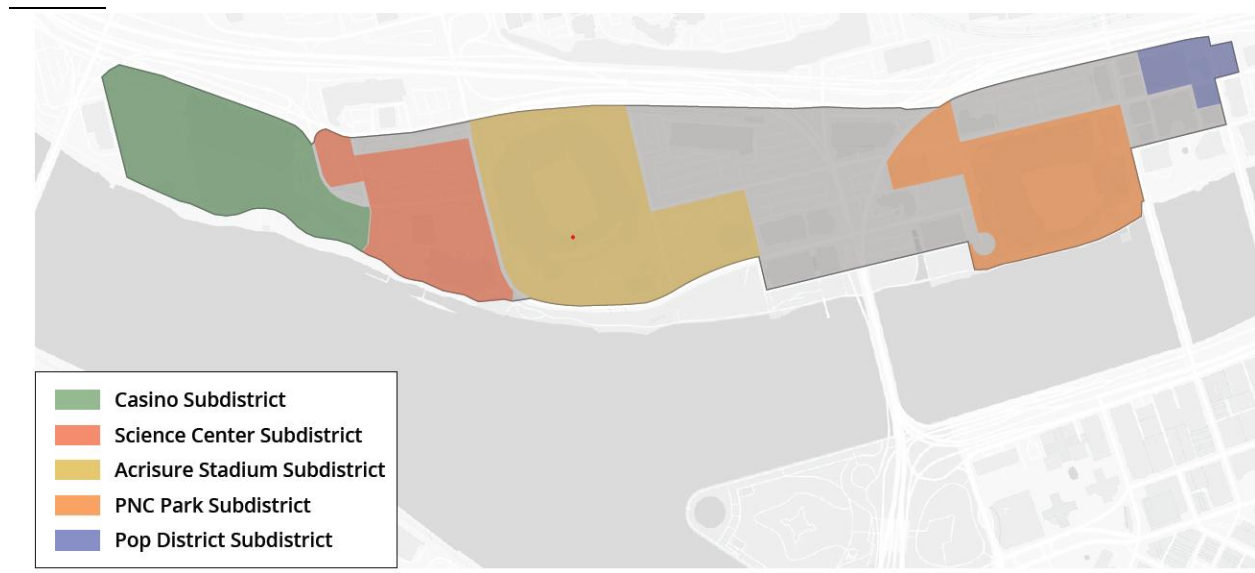


Figure 919.06.B.1.

Acrisure Stadium Subdistrict is bounded:

By a line beginning at the intersection of the centerline of Reedsdale Street and Allegheny Avenue, and continuing along the centerline of Reedsdale Street to the intersection of Reedsdale Street and Art Rooney Avenue, then continuing south along the centerline of Art Rooney Avenue to the intersection of Art Rooney Avenue and West



General Robinson Street, then continuing along the centerline of West General Robinson Street to the intersection of West General Robinson Street and Chuck Noll Way, then along the centerline of Chuck Noll Way to the intersection of Chuck Noll Way and North Shore Drive, then along the centerline of North Shore Drive and the centerline of Allegheny Avenue to the place of beginning.

PNC Park Subdistrict is bounded:

By a line beginning at the intersection of Federal Street and West General Robinson Street and continuing along the centerline of Federal Street until the 6<sup>th</sup> Street Bridge, then along the eastern edge of tax parcel 8-L-8 until its intersection with the Allegheny River, then along the southern boundary of tax parcel 8-L-8, then north to the shared boundary of tax parcel 8-L-8 and Mazeroski Way, then north along the centerline of Mazeroski Way to the intersection of Mazeroski Way and the southern boundary of tax parcel 8-K-36, then along the southern boundaries of tax parcels 8-K-36 and 8-K-37 to the western boundary of tax parcel 8-K-37, then along the western boundary of tax parcel 8-K-37 across General Robinson Street on an arc to the southwestern corner of tax parcel 8-K-5, then along the northern boundary of tax parcel 8-K-5 until the intersection of the northern boundary of tax parcel 8-K-5 and Mazeroski Way, then along the centerline of Mazeroski Way to the intersection of Mazeroski and West General Robinson Street, then along the centerline of West General Robinson Street to the place of beginning.

Casino Subdistrict is bounded:

On the east, by the centerline of Sproat Way and, upon the termination of Sproat Way, by the eastern boundary of tax parcel 7-L-32;

On the south, by the southern boundary of tax parcel 7-L-32, the southern boundary of tax parcel 7-G-122 and the southern boundary of tax parcel 7-F-273;

On the west, by the centerline of Belmont Street and the western boundary of tax parcel 7-F-262 until the intersection of the western boundary of tax parcel 7-F-260 and Reedsdale Street; and

On the north, by the centerline of Reedsdale Street until the intersection of Reedsdale Street and Casino Drive, then by the centerline of Casino Drive.

Science Center Subdistrict is bounded:

On the east, by the center line of Allegheny Avenue and North Shore Drive;

On the south, by the southern boundary of tax parcel 7-M-500 and 7-M-150;

On the west, by Sproat Way, then, from the intersection of Sproat Way and Casino Drive – by the centerline of Casino Drive until its intersection with Reedsdale Street; and

On the north, from the intersection of Reedsdale Street and Casino Drive – by the centerline of Reedsdale Street, and for the remainder of the subdistrict – by the northern boundary of tax parcel 7-M-2-1.

Pop District Subdistrict is bounded:

By a line beginning at the intersection of Range Way and East Lacock Street, and continuing along the centerline of East Lacock Street to the eastern boundary of tax parcel 8-H-163, then along the eastern boundary of tax parcel 8-H-163 to the point where such boundary intersects with East General Robinson Street, then along the centerline of East General Robinson Street to the intersection of East General Robinson Street and Sandusky Street, then along the centerline of Sandusky Street to the intersection of Sandusky Street and Silver Street, then along the centerline of Silver Street to the intersection of Silver Street and Vulcan Way, then along the centerline of Vulcan Way to the intersection of Vulcan Way and East General Robinson Street, then along the centerline of East General Robinson Street to the intersection of East General Robinson Street and Range Way, then along the center line of Range Way to the place of beginning.

#### 919.06.C. Special Definitions

The following special definitions shall apply throughout the North Shore Entertainment District regulations of this section.

1. **BROADCAST CONTENT** means the live broadcast of sporting events and performances and related programs at the facility or at remote venues during the day of an event. Broadcasts may include commercials that typically occur during such broadcasts.
2. **CHANGEABLE CONTENT** means static messaging showcasing internal facilities and events, the name, logo and/or tagline of a NS Public Destination Facility or Open Space, the primary or secondary tenants of a NS Public Destination Facility or Open Space, or a Sponsor associated with a NS Public Destination Facility, a tenant thereof or Open Space.
3. **DISTRICT CROSS-PROMOTION CONTENT** means content displayed on a permitted sign that publicizes or directs attention to an event, performance, or activity happening within ninety (90) days located within the boundaries of the North Shore Entertainment District whether on or off of the premises of the facility where the event is promoted. District Cross-Promotion Content shall not advertise or promote products, services, or commercial activities that occur outside the District.
4. **GROUND BASED PUBLIC DESTINATION FACILITY Signs** means any and all permanent free standing Public Destination Facility Signs located within a Subdistrict's Open Space that is not attached to any building.
  - (a) *Large Scale Ground Sign* means a *Ground Based Public Destination Facility Sign* greater than fifty (50) square feet and not exceeding two hundred fifty (250) square feet.
  - (b) *Small Scale Ground Signs* means *Ground Based Public Destination Facility Sign* fifty (50) square feet or less.

5. **MAJOR TEMPORARY EVENT** means a one-time event or event that does not occur on an annual basis (ex. the NFL Draft, the Winter Classic & All-Star Game) or an annual event with an attendance or patronage of at least one hundred thousand (100,000) people. Attendance is calculated on a daily basis, not over cumulative dates for multi-day events.
6. **MARQUEE-STYLE GROUND BASED PUBLIC DESTINATION FACILITY SIGN** means a large-scale, two or three-dimensional sign designed to serve as a prominent visual landmark for a public destination facility. These signs may include integrated architectural features or lighting and are intended to provide identity and distinction for major destinations within the district. Marquee-Style signs are distinct from standard ground signs in their scale, design complexity, and role as focal points within the Open Space.
7. **MINOR TEMPORARY EVENT** means a specific event, including but not limited to sporting events, concerts, festivals and parades, which takes place not more than once per year.
8. **NS GARAGE** in the North Shore Entertainment District means a structure or any portion thereof designed for the parking of one (1) or more automobiles.
9. **NS LARGE VIDEO DISPLAY** in the North Shore Entertainment District means an electronic sign that features real-time, full-motion, or pictorial imagery of television quality or better.
10. **NS PUBLIC DESTINATION FACILITY** means a structure providing as its primary use one (1) of the following: a NS Garage; Cultural Services (Limited and General); Public Assembly (General); Recreation and Entertainment Facilities (General, Indoor and Outdoor); and Gaming Enterprises and any other accessory structure attached thereto.
11. **OPEN SPACE** means that portion of a lot or lots which are not occupied by buildings, parking areas, driveways, streets or loading areas.
12. **PUBLIC DESTINATION FACILITY SIGNS** means signage that carries the name, logo and/or tagline of a NS Public Destination Facility or Open Space, the primary or secondary tenants of a NS Public Destination Facility or Open Space, or a Sponsor associated with a NS Public Destination Facility, a tenant thereof or Open Space. Public Destination Facility Signs include Structure Based Public Destination Facility Signs and Ground Based Public Destination Facility Signs.
13. **SPONSOR** means a person, entity, or organization that provides financial and other support for a tenant, event, product, service or activity associated with a NS Public Destination Facility. Sponsorship identification (such as naming rights, gate names, or logos integrated into on-site features) is permitted as part of on-premise or District Cross-Promotion Content, provided it does not include general advertising of products or services.
14. **STRUCTURE BASED PUBLIC DESTINATION FACILITY SIGNS** means any and all permanent Public Destination Facility Signs attached to the NS Public

Destination Facility and includes, but is not limited to, the following types of signs: Business, Identification, Electronic, Marquee, Canopy and Projecting Signs.

**15. TEMPORARY EVENT SIGN** means a sign that advertises a specific event and the Sponsor thereof, including but not limited to sporting events, concerts, festivals and parades, which takes place not more than once per year.

**16. TEMPORARY EVENT SIGN PLAN** means a plan that provides for the locations, quantities and sizes of all Temporary Event Signs.

#### 919.06.D. Regulations Applicable Throughout the North Shore Entertainment District

The following regulations apply to all developments located within the North Shore Entertainment District.

##### 1. Major Temporary Event Signs

(a) Signs related to a Special Event permit are permitted within the Special Event permit area without limitation.

(b) Signs identifying a Major Temporary Event that are not a part of Special Event permit shall be permitted subject to the following standards:

- i. Any sponsorship logos or trademarks shall not cover more than thirty (30) percent of each sign face.
- ii. (2) No motion, animation, or Changeable Content is permitted, except as needed for pedestrian-scaled wayfinding signs.

(c) The signs may be in place up to two (2) months before the start of the event and until two (2) weeks after the close of the event.

(d) The locations of all Temporary Event Signs shall be provided for in a Temporary Event Sign Plan.

(e) A Temporary Events Sign Plan shall be submitted for Zoning Administrator review and approval at least twenty-one (21) days prior to the installation of the first sign.

##### 2. Minor Temporary Event Signs

(a) No motion, animation, or Changeable Content is permitted, except as needed for pedestrian scaled wayfinding signs.

(b) Any sponsorship logos or trademarks shall not cover more than thirty (30) percent of each sign face.

(c) The signs may be in place up to two (2) weeks before the start of the event and until two (2) weeks after the close of the event.

(d) Signs for the same event shall not be approved, pursuant to this section, more than once per calendar year.

(e) There shall not be more than twenty-five (25) signs for a single event approved pursuant to this section.

(f) Each sign shall not be larger than five hundred (500) square feet.

(g) The signs shall not be located in the Floodway.

(h) Temporary Certificates of Occupancy will be required for all minor Temporary Event Signs.

### 3. Other Signs Not Located in a Subdistrict

Except for NS Garages, all other signs that are not located in a North Shore Entertainment District Subdistrict shall be subject to the regulations set forth in Chapter 919 relating to non-advertising signs.

NS Garages may permit Public Destination Facility Signs subject to the regulations set forth in Section 919.06.B.4.

## 919.06.E Regulations Applicable Throughout North Shore Entertainment District Subdistricts

### 1. Public Destination Facility Signs

#### (a) Structure Based Public Destination Facility Signs

##### i. Location

a. Structure Based Public Destination Facility Signs may be located on building facades, canopies, marquees, parapets, and roofs of a NS Public Destination Facility or other building within the same Subdistrict as a NS Public Destination Facility.

b. Structure Based Public Destination Facility Signs may extend beyond the roof peak or parapet wall, however, may not be sky facing only.

c. Structure Based Public Destination Facility Signs shall not be located within one hundred (100) feet of or be primarily directed towards rivers.

d. Structure Based Public Destination Facility Signs shall be erected or maintained in such a manner as to not 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.

ii. Content

Structure Based Public Destination Facility Signs may include Changeable Content and District Cross-Promotion Content. Changeable Content shall have only static text and graphics.

iii. Size

- a. For a NS Public Destination Facility, the aggregate area for all Structure Based Public Destination Facility Signs larger than fifty (50) square feet shall not exceed 5% of the total amount of facade area on a NS Public Destination Facility.
- b. An unlimited number of Structure Based Public Destination Facility Signs up to fifty (50) square feet shall be permitted as of right.
- c. For buildings other than a NS Public Destination Facility, the size requirements set forth in Section 919.03.M.7(a) shall apply.

iv. Visibility

- a. Structure Based Public Destination Facility Signs may be internally or externally illuminated 24 hours per day. They may have direct face, and/or edge and/or halo illumination caused by neon, incandescent, fluorescent, L.E.D. lamps or any other solid state electronic component.
- b. Structure Based Public Destination Facility Signs may include physical moving elements if they do not pose a public safety hazard and/or directly face the riverfront.
- c. Electronic L.E.D. displays, or signs including electronic or mechanical motion shall be oriented so that they are not generally parallel to and primarily visible from the river, and the adjacent trails and parks.
- d. The text, image, or display on a Structure Based Public Destination Facility Sign may not change more than once every thirty (30) seconds.
- e. 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) nits.

v. Review & Approval Process

- a. Structure Based Public Destination Facility Signs less than 250 square feet shall be subject to Design Review.

- b. Structure Based Public Destination Facility Signs 250 square feet or greater shall be subject to Design Review and approval by the City Planning Commission.
- c. The applicant must provide square footage numbers for existing signage and façade area at the time of application.

(a) Ground Based Public Destination Facility Signs

i. Location

- a. Except as provided for in this section, Ground Based Public Destination Facility Signs may be located anywhere in Open Space provided that the location does not present an impediment to pedestrian traffic.
- b. Ground Based Public Destination Facility Signs shall not be located within one hundred (100) feet of the rivers, a Riparian Buffer or be directed primarily towards the rivers.
- c. No Ground Based Public Destination Facility Sign 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.

ii. Content

Ground Based Public Destination Facility Signs may include Changeable Content and District Cross-Promotion Content. Changeable Content shall have only static text and graphics.

iii. Size

- a. Small Scale Ground Signs under fifty (50) square feet shall be permitted in unlimited number and are not subject to spacing requirements.
- b. Large Scale Ground Signs are permitted in an unlimited number but shall maintain a minimum horizontal spacing of fifty (50) feet between other Large Scale Ground Signs and Marquee-Style Ground Based Public Destination Facility Signs.
- c. Up to three (3) Marquee-Style Ground-Based Signs may be permitted per Subdistrict with total area not to exceed one (1) square foot of sign area for every one (1) linear foot of aggregate street frontage within the Subdistrict. No individual Marquee-Style Ground-Based Signs may exceed two thousand five hundred (2,500) square feet in face area. Marquee-Style

Ground-Based Signs shall also maintain a minimum spacing of fifty (50) feet from other Large Scale or Marquee-Style Ground-Based Signs.

- d. Ground Based Public Destination Facility Signs shall not extend more than fifty (50) feet in height from the top of the sign to grade beneath the sign.
  - e. Two-Dimensional Sign Area Calculation. The sign area shall equal the area of the largest visible face. The area shall be defined by the smallest possible singular rectangle that fully encompasses all elements of the sign face. For double-sided signs, count the one largest visible face. Decorative or supporting structures without sign copy are excluded.
  - f. Three-Dimensional Sign Area Calculation. The sign area shall equal the area of the largest visible face plus the area of one side of the sign's depth. Decorative or supporting structures without sign copy are excluded.
- iv. Review & Approval Process
- a. Small Scale and Large Scale Ground Signs shall be subject to Design Review.
  - b. Marquee-Style Ground-Based Signs shall be subject to Design Review and approval by the City Planning Commission.

## 2. NS Large Video Displays

### (a) Location

- i. A NS Large Video Display may be located on a NS Public Destination Facility facade, excluding NS Garages, or Open Space.
- ii. NS Large Video Displays shall be oriented so that they are not generally parallel to and primarily visible from the river and the adjacent trails and parks.
- iii. Except for the Pop District Subdistrict, there shall be no more than six (6) Large Video Displays per Subdistrict. No more than three (3) Large Video Displays are permitted in the Pop District Subdistrict.

### (b) Content

NS Large Video Displays may contain Broadcast Content, Changeable Content and District Cross-Promotion Content. Changeable Content shall have only static text and graphics.

### (c) Size

The maximum size of a NS Large Video Display shall be 1,200 square feet.



(d) Visibility

- i. Chargeable Content may not change more than once every thirty (30) seconds.
- ii. 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) nits.

(e) Review & Approval Process

NS Large 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 above.

919.06.F Acrisure Stadium Subdistrict

RESERVED

919.06.G PNC Park Subdistrict

RESERVED

919.06.H Casino Subdistrict

RESERVED

919.06.I Science Center Subdistrict

RESERVED

919.06.J Pop District Subdistrict

RESERVED

Section 2. The Pittsburgh Code, Title Nine, Zoning Code, Article VI, Chapter 919, Signs, Section 919.01, is hereby Amended to add the following definition:

25. NEIGHBORHOOD OR DISTRICT GATEWAY SIGN — means a sign that is intended to convey the name of the City Neighborhood or significant historical or cultural areas within a City Neighborhood.

Section 3. The Pittsburgh Code, Title Nine, Zoning Code, Article VI, Chapter 919, Signs, Section 919.03.R, Neighborhood Gateway Signs, is hereby amended as follows:

- R. Neighborhood or District Gateway Signs. Neighborhood Gateway Signs may be permitted in order to identify the major neighborhood entrance gateways or significant historical or cultural areas within ~~to~~ a City neighborhood in accordance with the following standards:

1. Shall be located at or near neighborhood or district boundaries and placed as to clearly convey entry to that neighborhood, district, or area;

2. Shall be limited to one (1) sign for each major entrance gateway to a City neighborhood or publicly recognized historical or cultural area within the City.
3. Shall not contain advertising matter attached to or integrated with or as part of such sign;
4. May be illuminated, but sShall not be an Electronic Sign;
5. ~~Shall not exceed forty (40) square feet in face area; and~~ be subject to the following dimensional standards:
  - (a) Ground Signs shall be designed to fit the scale and context of the location. Sign text should be scaled to be readable at a distance appropriate to the context and visibility of the site and surroundings, using a formula of one inch of letter height per 10 feet of distance as a guideline, but in no case shall exceed six (6) feet in letter height.
  - (b) Wall Signs, where appropriate, shall be limited to text area that is no greater than 1 square foot per 1 linear foot of wall length, to a maximum of 80 square feet.
  - (c) Non-text and non-logo signage elements and graphics related to a neighborhood, district, or area's unique character or cultural heritage, such as artwork integrated with the structure, or as a wall mural, is encouraged, and is not limited in size, subject to Design Review.
6. Shall be subject to Design Review and approval by the City Planning Commission except in locations where Public Art and Civic Design Commission approval is required;.

## Development Activities Meeting Report (Version: 06/24/2020)

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

Logistics	Stakeholders
<b>Project Name/Address:</b> North Shore Entertainment District	<b>Groups Represented (e.g., specific organizations, residents, employees, etc. where this is evident):</b>  Manchester Neighbors Manchester Chateau Partnership Alliance Council District 6 Residents
<b>Parcel Number(s):</b> Multiple	
<b>ZDR Application Number:</b> DCP-MPZC-2025-00230 (Council Bill 2024-0959)	
<b>Meeting Location:</b> via Zoom	
<b>Date:</b> September 17, 2025	
<b>Meeting Start Time:</b> 6:00 pm	
<b>Applicant:</b> Kolano Design	<b>Approx. Number of Attendees:</b> 20
<b>Boards and/or Commissions Request(s):</b> Zoning Text and Map Amendment to Planning Commission for recommendation to City Council	

### 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.*

This is a proposed Text and Map Zoning Amendment for a new North Shore Entertainment District. It's something that has been in the works for 15 years, on and off, and recently gained a lot of importance and traction to get this done in anticipation of the NFL draft coming up next year. The North Shore is the major entertainment destination of Western Pennsylvania. It has a collection of the city's largest collection of public destination facilities, the casino, the Science Center, Acrisure Stadium, Stage AE, PNC Park and the Warhol. This area attracts over 20 million people annually. The reason the Councilman is proposing this legislation is that the current city zoning code as applied to signs doesn't really adequately address the unique architecture of these facilities. This only applies to signs, doesn't regulate any other use. Provided the proposed District Map, and many visual examples of signage types, including structure-based signs, ground signs, temporary signs, and large video signs.

### Input and Responses

Questions and Comments from Attendees	Responses from Applicants
They're just more short-term just to promote a particular business or venue. But they already have signs.	
I've been to many, many other cities and it just seems like they're just this enormous wash of light that is unnecessary. And I thought one thing that always distinguished	I can say the inspiration signs are not representative of what they're going to like this, what these signs may look like.

Questions and Comments from Attendees	Responses from Applicants
<p>Pittsburgh is that we lacked that obnoxiousness. We're kind of more distinctive about that.</p>	<p>The city spent a lot of money on signage consultants to come in and overhaul the zoning code for signage and a lot of work was done as to what is the appropriate night time and daytime brightness levels. We are not proposing to change the brightness from the code so any new sign would have to abide by those brightness levels.</p>
<p>What is the purpose of allowing for these more obnoxious signs?</p> <p>I live in Manchester, I walk on the North Shore quite a bit. There's plenty of light, there's plenty of signage, there's plenty of notice. Everyone has a map in their pocket now. Nobody's going to miss PNC Park. I don't know if anybody's been down there recently, but it was a week between walks and now Mcfadden's has this horrendous green neon sign.</p> <p>I just don't think we need to create code that allows for more of that. What is the purpose?</p>	
<p>It feels like all of this construction that's affecting everybody's life is just for the draft. People live here; like the city has to stop doing this stuff that's meant for people that don't live here.</p> <p>So I'm wondering what the purpose of changing these sign rules is.</p>	<p>All new signage on all these facilities requires a variance because it's too strict. This is something that's been discussed for years and Zoning Board has always said you have to take down signs or you're going to need to amend the legislation. This is something that's been contemplated for a long time. It's just reasonable additional signage that is not going to be prohibited under the current code.</p> <p>Also, I would say that there everything's going to be inward facing in the entertainment district so it's not going to have that much of an impact on residential neighboring properties.</p>
<p>As a follow up, then I guess am I understanding correctly that the signs could be allowed now there would just be like steps that people would have to take to get variances. Is that am I understanding that right?</p>	<p>The largest, the biggest difference right now is that for the big stadiums we'll use is Acrisure. For example, the 200 square foot cap for each facade is extremely, extremely small. One gate size could be the entire allotment of that 200 square feet. So every other little sign requires a variance on top to get over that 200 square foot mark.</p>
<p>And so then I guess just to close out there, Acrisure Stadium does not need any more signs. No one is missing it; there's no problem with wayfinding; everyone knows where it is.</p> <p>I just want to question the actual need for this change and if it's been proposed for a lot of years and nobody wants it, then maybe nobody wants it.</p>	

Questions and Comments from Attendees	Responses from Applicants
Who's footing the bill for this new signage?	Nobody. This is just so this is legislation. There's no signage proposed. It's to allow for signage in the future.
People who live Downtown and on Mount Washington, Duquesne Heights in the South Side will see these signs and should weigh in on this.	<p>I just want to highlight there's a couple of processes that this will have to go through. First, it will have to go to the Planning Commission and they make a recommendation to City Council who makes the final decision. There are numerous public meetings that will take place, but that's a really good note about who will see these signs and where they live.</p> <p>And there are location restrictions in there that they can't be faced primarily towards the river. I probably could have stressed on those protections a little more, but they are there.</p>
Following up, you said the signs won't face the river but what's the point of having a 40 foot sign if it's not going to face where people will see it? If it's more inward facing who, who is it intended to? Who's going to see it?	The 20 million people who come and visit the North Shore Entertainment District every year.
And by the time they get to the actual event or venue to see this 40 foot sign or more than they will have already seen it. I guess I'm still missing the point of these signs.	I would say a 40 foot sign is permitted right now. I think there's a philosophical difference. What would you want to see? <b>Apparently you</b> don't like any signage, I guess, or understand the need for it.
No, there are signs already. That is our point. And it just seems like this is a little redundant. Now we're creating in another ordinance to permit more signage when it's not clear that that's even needed, that there's already sufficient signage already.	
<p>We're talking about advertising in the end. That's what this is. Who's asking for this? It sounds like things that people can see from the highway. If it can't face the river, it is going to face people in those neighborhoods. And what it sounds like to me is advertising.</p> <p>So again, the question is who wants this? And is it the people that actually live here, experience these places, have to be around them all the time?</p>	There is no advertising proposed right now.
Just putting a sign up is advertising. I mean the sign on Mount Washington, the clock on the South side, it's all advertising.	

Questions and Comments from Attendees	Responses from Applicants
<p>What else is the point of having these gigantic signs you can only see from the highway?</p>	
<p>I agree with what everyone's saying. When you look at our skyline right now, there's a logo on every single building. I am in advertising and it is advertising, and it's millions and millions and millions of dollars. When people come through the tunnel and see our beautiful skyline, you also see UPMC and you also see every bank and all these advertisements on every building.</p> <p>So we have plenty of signs Downtown and on the North Shore we have plenty of signs too.</p>	
<p>Looking at some of those examples that you have shown are kind of like more offensive to me. I just don't think that we need that. I don't think that we need that on the North Shore.</p> <p>If that's not what you meant to show or think the signs are going to look like then changes those images to accurately reflect this legislation.</p>	<p>Some of those examples are way bigger than what we're proposing. Maybe two or three times the size. We are showing what other cities allow.</p>
<p>Who wrote the legislation and was City staff involved?</p>	<p>It started years and years ago and then recently over the past two years there have been different iterations, I know Councilman Wilson has introduced different versions of the bill that have gone to city planning who has commented on it significantly. So there have been a number of back-and-forth revisions before this bill came forward.</p>
<p>These sign requests should be approved one at a time through a public process so that it's not an over-the-counter approval, but that they're reviewed.</p>	<p>They are, they are reviewed. I mean, this is just legislation to allow for these types of signs to come in one at a time.</p>
<p>Isn't that already what we have, like people can apply for variances? We already have a process where they can apply to get approval for something that's not currently in the code. So we can just leave it like that.</p>	<p>OK, I understand your point, but that's not how it should work. That's why the legislation is being presented. The ability to get a variance doesn't mean that everything is working. Land use planning consultants would say if you need to get a variance every single time, there's probably something wrong with your code.</p>
<p>What comes next? And so what's the timeline for passage?</p>	<p>This is a proposed legislation that's been introduced by Councilman Wilson. So, there'll be a hearing before the Planning Commission for recommendation to City Council.</p>

Questions and Comments from Attendees	Responses from Applicants
	I think it's October 28 <sup>th</sup> for public hearing at Planning Commission.
<p>Not too far in our distant past, the city put up a big fight with Lamar Advertising for putting up a very, very large and bright sign on the city bus terminal downtown. And it strikes me as odd that the city is now trying to open up the floodgates to put signs on everything. That just seems to be what this looks like in terms of ordinance.</p> <p>And I understand it's listen, we can increase the size of the signs and we don't have to continuously go in for a variance for everything. But the way this is being presented, it looks like everything wants to have a label on it like we're in Reno or Vegas. I don't see the visual appeal of that.</p> <p>And frankly, most of the people, if they're trying to get around in the city, they're working with GPS. And if they're over on the North Shore, if they can't figure out what Acrisure Stadium is versus PNC Park or the Science Center, then I don't know that the signs are going to help them.</p> <p>I just don't know that I see the value in this.</p>	
OK, you're planning to go to the Planning Commission on October 21st for recommendation to the City Council.	

#### Other Notes

**Planner completing report:** SJE