

12 7/Eleven
429–431 Wood Street

Local architect George M. Rowland designed this elegant building in 1925 for John M. Roberts & Company, a family-operated jewelry store. PHLF restored the façade and entrance canopy in 2014–15 through the Mayor’s Downtown Preservation Program with the URA.

13 Denim Xpress
439 Wood Street

Here is another example of the light terra cotta façades that distinguish the Fifth-Forbes corridor. The terra cotta cladding on this building of c. 1910 provides a delicate frame for broad expanses of glazing.

14 Ninja Electronics
443 Wood Street

Here is a restrained—almost severe—Neo-Classical building of c. 1925 with a limestone façade. The upper stories of this building would be well suited for apartments.

15 Kashi Jewelers
445 Wood Street

This rare surviving wood-frame façade, constructed after 1860, and site 16 were restored by PHLF in 2013 through the Mayor’s Downtown Preservation Program with the URA.

16 Fifth Wood Building (including Kashi Jewelers)
Fifth Avenue and Wood Street

This reserved corner building of 1922 was designed by George H. Schwan, a Pittsburgher. Look up to see the delicate Art Nouveau bud forms at the base of the columns above the first floor. “Fasces,” a Roman emblem of authority, adorn the upper-floor panels. The building is lit at night.

17 PNC YMCA (Market Square Place)
236 Fifth Avenue

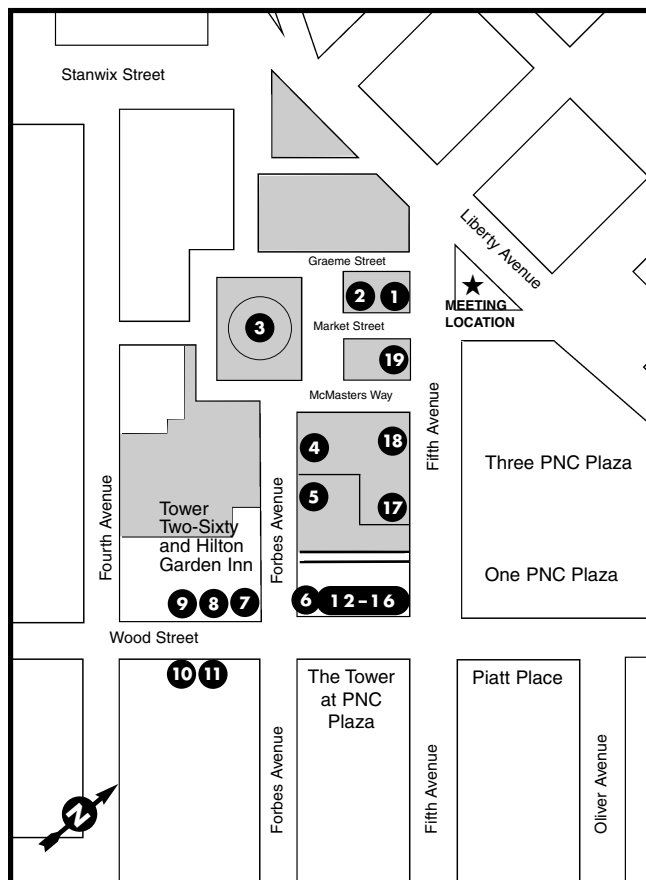
This restored Neo-Classical façade, designed in 1922 by Weary & Alford of Chicago who specialized in banks, is distinguished by its severe stone wall treatment. This kind of building would have been designed in Italy and France around 1790.

18 Market Square Place
214–218 Fifth Avenue

These rare cast-iron façades from the 1860s or 1870s (painted grey) and the corner red-brick building have been restored and reused as part of the LEED Gold Market Square Place. 4 17

19 Buhl Building
204 Fifth Avenue

Designed by Janssen & Abbott in 1913, this building is clad in blue and creamy-white terra cotta and decorated in Renaissance motifs. It is listed on the National Register of Historic Places. The owners have agreed to donate a preservation easement to PHLF to protect the façade in perpetuity.



The shaded area represents the Market Square City Historic District, designated in 1972 and subsequently expanded. Numbers 4, 17, and 18 comprise Market Square Place.

Market Square Area, Downtown Pittsburgh

- | | |
|--------------------------------------------|----------------------------------------------------|
| 1. Market at Fifth and Thompson’s Building | 11. 418, 420, 422 Wood Street |
| 2. Camera Repair Service | 12. 7/Eleven |
| 3. Market Square | 13. Denim Xpress |
| 4. Market Square Place | 14. Ninja Electronics |
| 5. CVS/pharmacy | 15. Kashi Jewelers |
| 6. Skinny Building | 16. Fifth Wood Building (including Kashi Jewelers) |
| 7. Italian Sons and Daughters of America | 17. PNC YMCA (Market Square Place) |
| 8. Boutique La Passerelle | 18. Market Square Place |
| 9. Former Weldin’s Building | 19. Buhl Building |
| 10. Point Park University Center | |

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The salvation, the rejuvenation of Pittsburgh in my lifetime, has to my mind been one of the stunning accomplishments in our country and deserves more attention and credit.

—David McCullough, Excerpt from “Through the Place,” PHLF’s 50th-Anniversary Documentary

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- **July:** Grant Street & Mellon Square
- **August:** Bridges & River Shores
- **September:** Penn-Liberty Cultural District
- **October:** Fourth Avenue & PPG Place

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Oct. 22: East End Urban Hike from Schenley Park through CMU to Rodef Shalom

FOR DETAILS & RESERVATIONS
412-471-5808, ext. 527 or marylu@phlf.org



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MARKET SQUARE AREA

Invest in assets that drive innovation: downtowns, main streets, historic preservation. ... If you undermine the older places, you undermine the very assets of the place.

—Bruce Katz, *Brookings Institution*, 2003

Redevelopment of the Market Square area is progressing. Key projects are incorporating historic preservation and “green” building principles. Private local developers, the City of Pittsburgh, Urban Redevelopment Authority of Pittsburgh, Commonwealth of Pennsylvania, and the preservation community are balancing new construction with restoration, resulting in Pittsburgh’s first new skyscraper since the 1980s (Three PNC Plaza on Fifth Avenue), and the recently completed Tower at PNC Plaza (designed to be the world’s “greenest” office tower) and Tower Two-Sixty and Hilton Garden Inn on Forbes Avenue. Four major projects completed in 2009 have helped create the vibrant area we experience today:

- **Three PNC Plaza:** PNC Financial Services Group developed a 23-story mixed-use tower on Fifth Avenue, which achieved LEED (Leadership in Energy and Environmental Design) Gold certification. Three PNC includes Fairmont Pittsburgh, condominiums, office space for PNC and the law firm Reed Smith, retail, a restaurant, and parking. Project architect: Gensler (San Francisco), with Astorino (Pittsburgh).
- **Piatt Place:** Millcraft Investments of Washington, PA, transformed the Fifth Avenue and Wood Street building, designed in 1997 for the short-lived Lazarus department store (closed in 2004), into restaurant, retail, and office space. A three-story addition housing high-end condominiums was also constructed.
- **Market Square Place**, also by Millcraft Investments, and
- **Market at Fifth**, a project of the Pittsburgh History & Landmarks Foundation, are featured in this brochure (see 4 and 1): both projects involved the rehabilitation of architecturally significant historic structures.

Most of the historic buildings along Forbes and Fifth avenues in the Market Square area were constructed between the late 1870s and the 1930s. They reflect a variety of architectural styles and give a human scale to the heart of Downtown Pittsburgh. The area is full of details that delight the eye. Look up!

1 Market at Fifth and Thompson’s Building

130 Fifth Avenue; 435 Market Street

Through the leadership and financial commitment of the Pittsburgh History & Landmarks Foundation (PHLF), and with support from Duquesne Light Company, The Laurel Foundation, and PPG and its Pittsburgh Paints, three historic buildings comprising **Market at Fifth** have been rescued, restored, and adapted to house seven apartments and two retail tenants: Heinz Healey’s Gentlemen’s Apparel and Nettleton Shoe Shop.

Market at Fifth was one of the first revitalization projects in Pennsylvania to achieve LEED Gold certification while using Federal Historic Rehabilitation Tax Credits. Landmarks Design Associates was the project architect and evolve was the green-building consultant. **Market at Fifth** won the *Best Market-Rate Residential* “Timmy” Award in 2009, among other awards.

The City owned these three buildings and allowed them to deteriorate. They were slated for demolition in 1999 under Mayor Tom Murphy’s plan to clear more than 60 buildings in the area of Fifth and Forbes avenues. This plan was defeated in 2001 after vigorous opposition from PHLF, community stakeholders, and the National Trust for Historic Preservation.

The Arts & Crafts building facing Fifth Avenue, with its deep overhanging roof, wooden window framing and stucco, is the most architecturally significant of the group. It was designed for the Regal Shoe Company in 1908 by Alden & Harlow, the city’s leading architectural firm between 1896 and 1908.

The two, three-story brick buildings fronting on Market and Graeme streets were constructed c. 1870 in the Italianate style, with overhanging eaves, ornamental brackets, and cast-iron window hoods.

Landmarks Development Corporation (LDC), a for-profit subsidiary of PHLF, acquired a fourth building—the former John R. Thompson Restaurant at 435 Market Street—in 2008. PHLF is renovating the Thompson’s Building, thanks to a grant from the Allegheny Foundation, the Commonwealth of Pennsylvania’s Redevelopment Assistance Capital Program (RACP), and Allegheny County’s Community Infrastructure and Tourism Fund. Built in 1907 for the John M. Roberts jewelry company, the brick building was acquired by the Chicago restaurant chain in 1926 and later remodeled with a white-glazed terra cotta façade. In 1930, Thompson’s Restaurant had nine Pittsburgh locations. Market Street Grocery opened in the Thompson’s Building in 2015, thanks to the efforts of LDC, developer Ralph Falbo, and the owners of Vallozzi’s restaurants.

2 Camera Repair Service

433 Market Street

This narrow Art Deco building in buff brick has geometric ornamentation: overlapping brick piers, rows of cubes, horizontal strips of protruding-retracting brickwork, and a vertical chain of rectangles. Go inside to see a wonderful collection of Pittsburgh post cards and photographs.

3 Market Square

Market Square, or the “Diamond,” was laid out in 1784. Originally, this central square was the site of market stalls and the first Allegheny County Courthouse. Later, a market house and City Hall occupied the square. Finally, the Diamond Market occupied the whole square and bridged Market Street. Since 1961, Market Square has remained open, a place for concerts, rallies, and relaxation. The recent redesign is by Klavon Design Associates, Inc.

One wing of PPG Place actually fronts on Market Square. The uniform black and silver upright elements look like a Prussian regiment formed up to impress the peasants.

Primanti Brothers anchors a handsome block of vernacular buildings constructed soon after Pittsburgh’s Great Fire of 1845. Notice the Il Pizzaiolo building of 1905, with the elegant double windows recessed within an arcade across the top floor, the ornamental birds on either side of the center top-floor window, and the slender columns that look a bit like palm trees. The wave-like design above the ground floor is called a Vitruvian scroll.

The Original Oyster House anchors the northeast corner of Market Square. Constructed in 1870, the building is one of 579 sites in Allegheny County to be distinguished by a Historic Landmark plaque from PHLF. When the Oyster House first opened, oysters sold for a penny and beer was 10 cents a glass!

4 Market Square Place

including 219 Forbes Avenue

The Art Deco building at 219 Forbes Avenue—notice the geometric shapes and stylized ferns and flowers—was designed by H. E. Crosby, corporate architect of the G. C. Murphy Company, and was erected in 1930 at a cost of \$250,000. George C. Murphy founded Murphy’s in McKeesport, PA, in 1906. By the 1930s, there were 170 stores in 11 states. Even during the Depression 40 new stores were built.

The former G. C. Murphy Company building and several adjacent historic buildings fronting on McMasters Way and Fifth Avenue (see 17 and 18) have been renovated by Millcraft Investments. **Market Square Place** includes 46 loft apartments, underground parking, first-floor retail throughout, and the YMCA of Greater Pittsburgh. **Market Square Place** is LEED Gold. The project architect was the local firm Strada.

5 CVS/pharmacy

239 Forbes Avenue

This 126-foot-long façade of white terra cotta is distinguished by seven gigantic Corinthian columns. Notice the “D” above the second-floor windows, the Classical panels of fruits and vegetables, and the elegant urns in the window pediments. The “D” stood for Donahoe: Donahoe’s Market and Cafeteria was a favorite Pittsburgh destination from 1923 to 1970.

6 Skinny Building

241 Forbes Avenue

At 5’2” wide and 80’ long, this is one of the skinniest buildings anywhere. It was built in 1926, after the street was widened in 1902–03. The Urban Redevelopment Authority (URA) now owns the building. PHLF managed the façade restoration in 2014–15, under contract and in partnership with the URA, through the Mayor’s Downtown Preservation Program funded by the Commonwealth of Pennsylvania’s Redevelopment Assistance Capital Program (RACP).

7 Italian Sons and Daughters of America

419 Wood Street

Designed in 1929 by local architects Hunting, Davis & Dunnells, this building became the home of the Italian Sons and Daughters of America, a fraternal organization, in 1960. PHLF managed the façade restoration in 2012–13, under contract with the URA, through the Mayor’s Downtown Preservation Program. In March 2012, the orange metal paneling that had long covered the upper stories was removed, to the spontaneous applause of passers-by.

8 Boutique La Passerelle

417 Wood Street

LDC acquired (and PHLF obtained a preservation easement on) this elegant commercial building of c. 1875, thanks to a generous donation from two members in 2011.

9 Former Weldin’s Building

413–415 Wood Street

In 2011, LDC also acquired (and PHLF obtained a preservation easement on) the J. R. Weldin Building (1883; refaced c. 1905). From the ground-floor display windows to the projecting cornice, this Italianate building is a harmonious whole. Weldin’s relocated to the Gulf Tower in 2014, and LDC is renovating this building.

10 Point Park University Center

414 Wood Street

This Wood Street façade, with two fluted (grooved) Greek Ionic columns with scroll-like capitals, was designed in 1926 by Frederick J. Osterling, a prolific local architect, for the Colonial Trust Company. The imposing building now houses the Point Park University Center, including a library, television studio, classrooms, and the GRW Theater. The original skylit interior is framed in columns of Pavonazzo marble (black/grey-veined white marble) and the bank vault has been turned into a reading lounge.

11 418, 420, 422 Wood Street

Under contract and in partnership with the URA, PHLF restored these three cast-iron building façades in 2013, and then acquired two of the buildings—420 and 422—to develop for retail and residential use. Katie’s Kandy opened in 2014. According to property deeds, by 1902 Henry Clay Frick owned these commercial buildings of c. 1875–1881.

(continued)