

PHLF NEWS

Pittsburgh History & Landmarks Foundation

Old Post Office • Allegheny Square West • Pittsburgh, Pa. 15212

PHONE 412/322-1204

NUMBER 62

JUNE 1976

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Pittsburgh, Pa. 15228

Allegheny Foundation Grants \$5,000,000 to PHLF to Develop P&L.E. Property

PHLF announced plans on June 15 to develop the historic P&LE Station and its surrounding buildings along the Monongahela River into a unique shopping, working, entertainment complex celebrating Pittsburgh history.

STATION SQUARE

The project to be known as "Station Square" is being developed by PHLF with a \$5 million grant from the Allegheny Foundation, a Scaife family charitable foundation. According to Arthur P. Ziegler, President, PHLF, "This grant is the largest grant ever given to support urban historic preservation in the United States and we are grateful to the Allegheny Foundation for its generosity to us and to the people of Pittsburgh."

The complex, will convert the P&LE station and surrounding structures into an area of Victorian charm encompassing interrelated facilities for shopping, working and entertainment.



The Grand Concourse

PHASE ONE OF THE PROJECT

The P&LE buildings will be remodeled to include offices, a specialty shopping center, a major restaurant, several specialty restaurants and pubs.

Phase I of the project also includes erection of a 250-room resort-conference type hotel, recreation facilities and parking for 2,000 cars.

Construction is scheduled to begin on September 1, 1976.

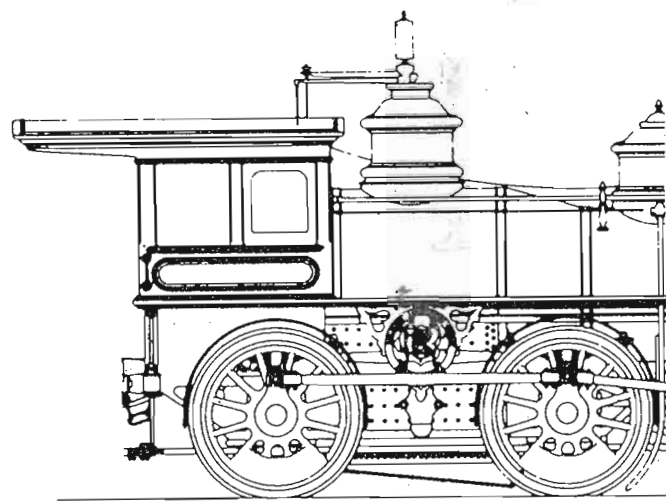
According to Mr. Richard M. Scaife, Chairman, Allegheny Foundation, "Not only does this project represent the first sensitive private development of Pittsburgh's riverfront, it points the way toward continuing development of the central city,

and our belief in this City. He added, "The Trustees of the Allegheny Foundation are hopeful that in providing the initial funding for this major project, it will encourage riverfront development and in-town commitment, while preserving Pittsburgh's history.

INITIAL PHASE TO COST \$14 MILLION

The \$5 million grant from Allegheny Foundation will provide equity funding for the initial phase of the project, estimated to cost \$30 million. Years ahead planning envisions an eventual investment of \$120 million.

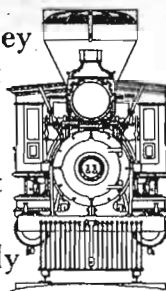
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STATION

CAN'T YOU HEAR THE

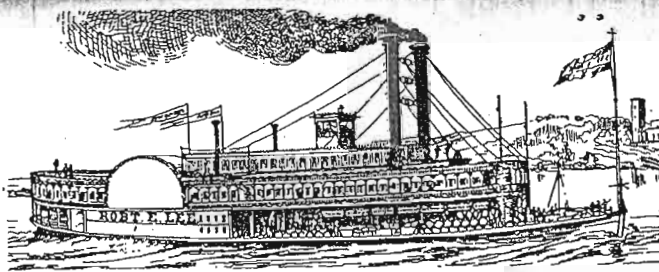
DING, DING, DING went the trolley across the historic Smithfield Street Bridge to STATION SQUARE ...
 CLICKETY-CLACK, CLICKETY-CLACK the engine rolls to a halt at STATION SQUARE ...
 WHIRR, WHIRR, the incline slowly descends Coal Hill to STATION SQUARE ...
 SPLASH, SPLASH the riverboat docks along the Monongahela at STATION SQUARE.



WHAT IS STATION SQUARE?
 It's the thrill of traveling to that special new place, a new city to be discovered. It's a trip to the past to a vital place where elegance and grandeur live again, to be savoured and enjoyed.
 It's a visit to the future to a wonderland of fascinating shops, to a resort hotel located along a Pittsburgh river, to a modern office building in a landmark space, to the grandest, most lavish interior in the City that can become your very own for an evening's entertainment.

MOST OF ALL ...

It's a new-life with Victorian charm for the historic P&LE Station, located on the banks of the Monongahela River across from the Golden Triangle as a shopping, working, entertainment complex celebrating Pittsburgh's history, architecture, rivers, topography and most of all, its people.



RESTORATION OF THE TERMINAL BUILDING FIRST STEP

Leading off the "Station Square" project will be the restoration of the Terminal Building, dating from 1901 and listed on the National Register of Historic Places. The upper stories of the building will continue to serve as headquarters offices for the Railroad; however, the Grand Concourse of the Terminal Building will become a great public space available for festivals, public events and private parties.

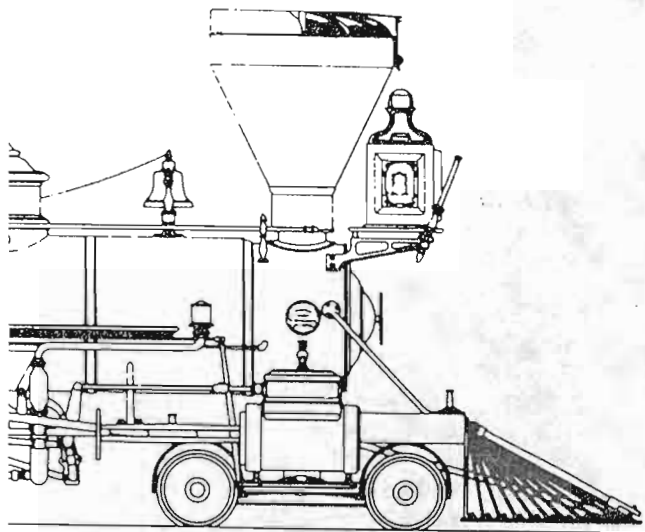
Essentially unchanged from the day it was built, the Grand Concourse displays the most lavish ornamentation of any interior in Pittsburgh. The enormous vaulted ceiling, containing hundreds of stained glass panels, will be backlighted as it originally was. Along the perimeter of the Grand Concourse, the railway offices with their classical mahogany doors and ornate ticket selling booths lend an aura of the early glories of the railroad terminal.

FREIGHT HOUSE TO BE THEMED SHOPPING CENTER

The Freight House, an elaborate, one-story, turn-of-the-century warehouse standing adjacent to the Terminal Building, will be adapted as a themed

shopping center in the style of Trolley Square in Salt Lake City and Ghiradelli Square in San Francisco. The intricate steel truss roof system and board ceiling will be exposed and skylighted. Using the artifacts of PHLF, each shop will be constructed with authentic historic artifacts rescued from Pittsburgh buildings and will recreate the charm and flavor of Victorian life. Stained glass windows, exotic carved paneling, Victorian lamps and fixtures and even house facades will decorate the shops stretching the length of the building's 85,000 sq. ft. of retail space. On the old interior train that runs through the center of the building, old box cars, flat cars and an historic caboose will house more shops, working craftsmen, specialty restaurants and pubs.



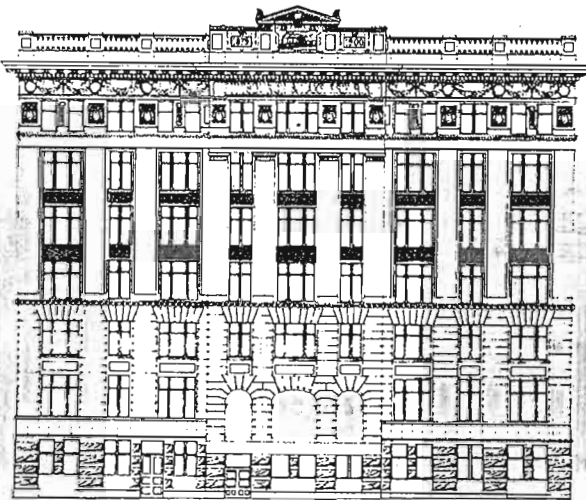


SQUARE.

WHISTLE BLOWIN'.....

One of the last two great railroad stations remaining in the City, the P&LE Station is listed on the National Register of Historic Places, the nation's catalogue of historic structures. Dating from 1901 the exterior of the Terminal Building is designed in a restrained Classical style; however, the lavish interior of the building displays the elegance and grandeur of Pittsburgh's past, the finest Edwardian space in the City.

The complex began as the headquarters for the P&LE Railroad midway along a new railroad line connecting the coal fields of the Monongahela with Lake Erie. Today it is desolate but soon it will serve the people of the City of Pittsburgh once again as the keystone property of Station Square, which links the past with the future by utilizing historical buildings as a force for continuing growth and development.



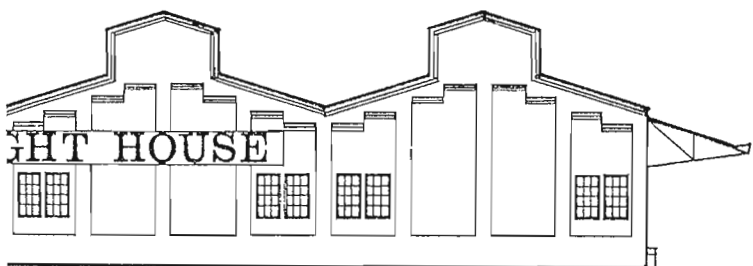
STATION SQUARE is being developed by Pittsburgh History & Landmarks Foundation, with partial funding from the Allegheny Foundation. Construction will begin September 1, 1976.

SO, take a train, a trolley, a boat, an incline, a bus, a car or walk across the bridge and explore, enjoy...

OFFICE BUILDING PLANNED



One of Pittsburgh's most magnificent and gigantic historic industrial buildings, next to the Freight House, will be restored and converted into six floors of luxury office space and the first floor will contain more shops to bring the total shopping area to 120,000 sq. ft. To be known as the Great Landmarks Office Building, it will provide 360,000 sq. ft. of office space and will be subdivided and equipped according to tenant needs.



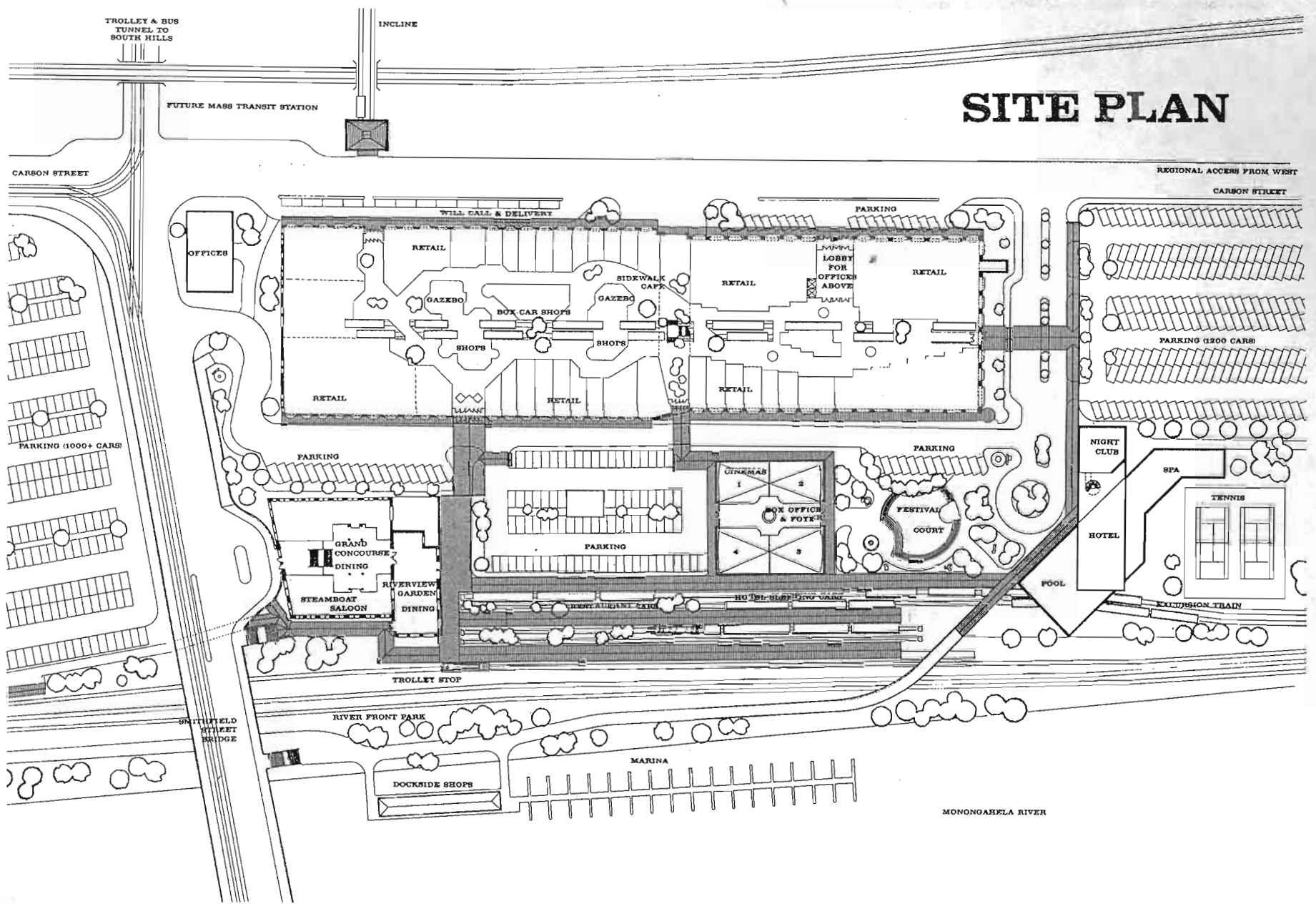
NEW HOTEL

Within a few steps of the office building a new 250-room hotel will complete the first phase of development. The hotel's interior decor will be in keeping with the Victorian motif. Most public rooms will have a view of the river.

Discussing the project further, Mr. Richard M. Scaife, Chairman, Allegheny Foundation, noted, "While Station Square will reflect the history and architecture of Pittsburgh, special emphasis will be given to the 19th century transportation systems that contributed to the growth of Pittsburgh as an industrial center. Even today, the P&LE Station and its adjacent buildings are uniquely situated at the heart of the transportation system that served Victorian Pittsburgh. The train, the trolley, the incline, and river transportation all serve and will continue to serve the new complex. This theme will be reinforced throughout "Station Square" by the use of old-time trolleys shuttling visitors back and forth, antique train cars as shops, and an occasional riverboat docking at the new boat marina."

Mr. Charles C. Arensberg, Chairman of the Board, PHLF, stated that "The Allegheny Foundation and PHLF have spent two years of intensive study

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planning this project. The Mayor's office cooperated in the study. In addition, Navarro Construction provided construction estimates, Urban Design Associates assisted in the site planning and Freight House studies, Williams/Trebilcock/Whitehead, architects, provided design studies for the Terminal Building. Metro Works conducted economic studies for "Station Square", and Economic Research Associates and the Liljenwall Group (planners of Disney World) completed a marketing study. Developers of similar commercial historic preservation projects such as Wallace Wright of Trolley Square in Salt Lake City, and Dana Crawford of Larimer Square in Denver, spent many hours in Pittsburgh assisting us."

"Although we utilized consultants from throughout the country, this is really a Pittsburgh project", said Mr. Ziegler. "Our own in-house design staff will now complete the design work and supervise construction, which will be handled by Navarro Corporation."

TOTAL PROJECT SITE 47 ACRES

Under the agreement with P&LE, PHLF obtains control of the total project site which includes 47 acres of land stretching along the banks of the Monongahela River from the Panhandle Railroad Bridge to the Fort Pitt Bridge. Future residential, and office development is being studied. According to Mr. Ziegler, "The development of an historic site located on 47 acres of prime land across a river from a major metropolitan area by an historic preservation organization is rare in itself. In addition, this is the largest single privately funded redevelopment project ever to occur in Pittsburgh."

Mr. Arensberg went on to say, "We plan that 'Station Square' will benefit the people of Pittsburgh and will demonstrate on a large scale that urban renewal does not have to mean urban clearance and desolation. The old, the historical, the familiar will achieve a new life and will enhance later new construction."

FOLLOW THE CROWDS TO:



THE WALKER-EWING
LOG HOUSE
JULY 24, 1976
for an
OLD-FASHIONED PICNIC

Save July 24 for an old-fashioned picnic at the Walker-Ewing Log House. We're planning lots of old-fashioned fun at PHLF's newly acquired and restored log house, including a special dessert auction! Begin thinking about the old-fashioned picnic supper that you will pack for you and your family.

Most important, begin planning your spectacular dessert for the dessert auction. Maybe it will be your famous cherry pie, your German chocolate layer cake, or those delicious apple dumplings; whatever it is you can be sure that there will be lots of enthusiastic PHLF members bidding for the treat and you'll be helping PHLF too.

All proceeds from the picnic will help support PHLF's restoration and Museum programs.

THE GRAND CONCOURSE

A Tribute by James D. Van Trump

The Pittsburgh and Lake Erie passenger terminal at Pittsburgh was really a kind of headquarters building midway along a line that connected the coal fields of the Monongahela Valley with Lake Erie. Since it was established in 1873 the line was and still is mostly devoted to handling freight. No doubt this important factor has been instrumental in keeping our local railroad highly solvent in a day when most American railroads have suffered disastrous reverses. The P&LE Railroad was also spared most of the turbulence that marked the brief career of the Wabash whose line once crossed the Monongahela River just below the present station.

Notably, this historical quietude of the company may have influenced the architecture of the building which is its headquarters. Three large railway stations were erected in Pittsburgh at the turn-of-the-century: the Pennsylvania of 1898-1903, which with the exception of the great train shed, is still extant; the Wabash Terminal of 1903-1904 which was demolished in 1955; and the P&LE which was designed in 1898 and completed in 1901. All these great structures were or are in the Classical style of the transition between the Victorian and Edwardian eras, the manner of the Parisian Ecole des Beaux Arts which dominated the architectural world at the time. Although it was highly logical in plan, in elevation it was extremely eclectic, dramatic, and Baroque - extravagant and ebullient. The Pennsylvania and Wabash stations were larger than the P&LE, also more exhibitionistic and dramatic, but the latter is more consonant with the generally quiet and dignified tone of Pittsburgh architecture.

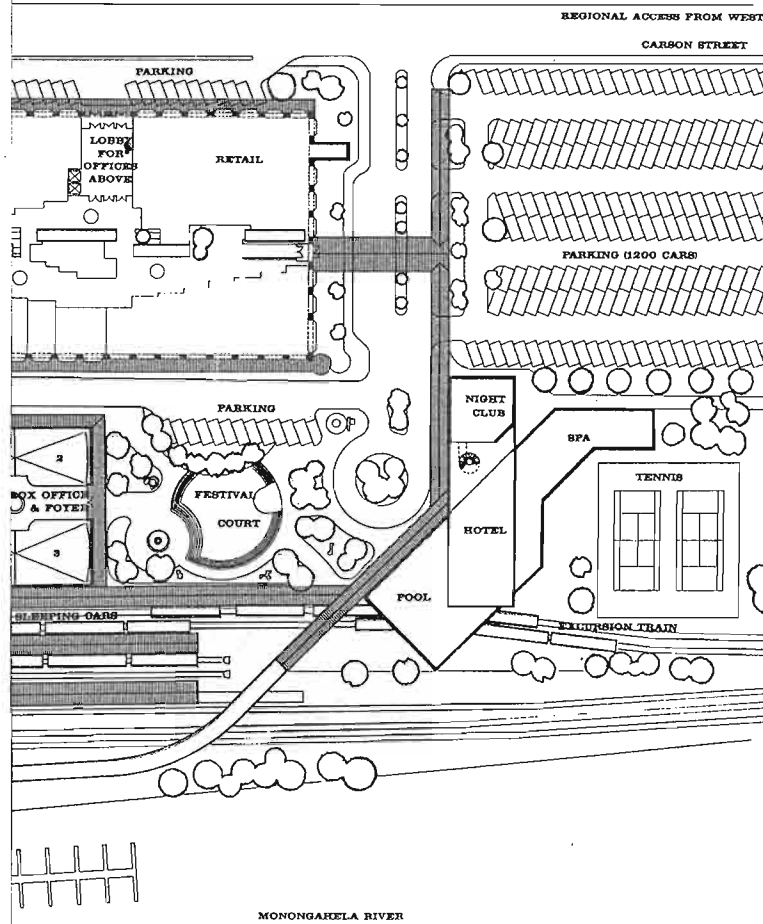
Designed by William George Burns, the P&LE is an almost hollow cube (the front elevation is slightly angled) having some 80,000 feet of floor space. Since the railroad company also has its offices here, the building assumes the form of a high-rise office structure with a ground floor below street level and six stories above. Inasmuch, as the railroad line still partially passes to one side of the station, it is partly of the terminal type. But this is only of historical interest, since the structure is now being adapted for other uses, although the company offices will still be quartered on the upper floors. Missing is the great steel, single-span train shed, 115 feet wide and 500 feet long - extended by 200 feet in 1911. It was dismantled in 1935 and there are no plans to reconstruct it.

The exterior, which for many years provided the one palatial note on the South Side, is executed in a rather subdued but muscular Beaux-Arts style. The one lively note is confined to the cornice of the front elevation and consists of a large relief of a moving steam locomotive - "Number 135". The engine advances proudly, emitting clouds of stylized smoke, admirably announcing the purpose of the building.

The interior, for all the simplicity of the outer shell has the most elaborate treatment of any of the three local Beaux-Arts stations. The main waiting room, two stories high (exclusive of its great coffered tunnel vault) occupies the bottom of the court at the centre and rear of the building. The main entrance is at the level of Smithfield Street and leads to a vestibule of two stories. The elaborate Renaissance arcades of this entry subtly prepare one for the great staircase which cascades down into the waiting room like a waterfall. From the top of the stair the whole length of the great hall is visible, a coup d'oeil of Baroque magnificence. At the platform end of the room, the tunnel vault with its stained glass coffering terminates in a huge semicircular window that seems like a great open fan of colored glass.

Both the vestibule and waiting room are marked by great richness and profusion of decorative detail. Marble and marbelized plaster, gilt, mosaic and art glass abound, and the place has a kind of glittering confectionery charm that delights the eye. The P&LE waiting room is one of the finest Edwardian interiors in the City.

SITE PLAN



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The proceeds from the picnic will help support PHLF's restoration and Museum programs.

TOURS

BUS TOUR TO LONGWOOD GARDENS AUGUST 7 - 8

Our summer bus tour to Longwood Gardens in eastern Pennsylvania will leave the Post Office Museum at 8:00 a.m. on Saturday, August 7. We will have our lunch enroute and arrive at Longwood in time for our guided tour Saturday afternoon. Dinner will be at the nearby Mendenhall Inn. Saturday evening we have reserved seats for the outdoor musical "Of Thee I Sing" in the Longwood amphitheater. Our lodgings will be at the Holiday Inn.

Sunday we will tour Winterthur, have lunch in the garden, stop at the Brandywine Museum, and historic spots of the vicinity as time permits, then head for home. We will stop in Bedford for dinner, and arrive back at the Old Post Office by 9:00 p.m.

The cost of the trip is \$75. per person based on twin accommodations. Single supplement is \$15. extra. The cost includes bus fare, all admissions and tours, and all meals except Sunday breakfast and lunch.

We have quite a few reservations already for this trip and reservations are limited to 35 so be sure to register early to avoid disappointment.

RESERVATION FORM FOR LONGWOOD-WINTERTHUR TOUR

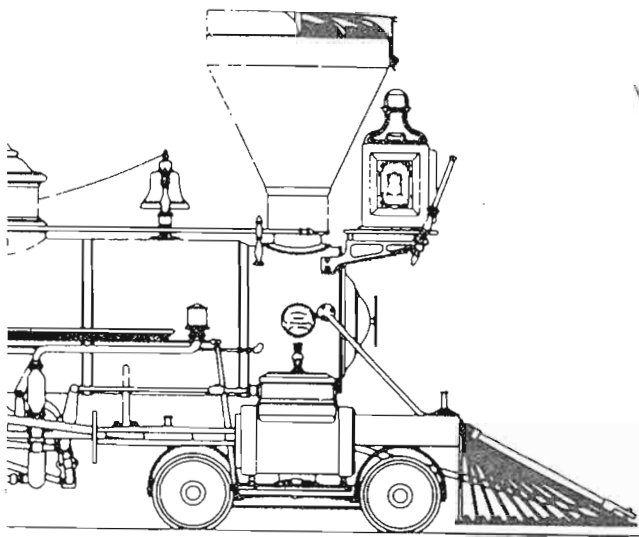
NAME _____
 ADDRESS _____ ZIP _____
 PHONE _____ BUSINESS _____
 PERSON(S) TO ACCOMPANY ME _____
 ADDRESS _____ PHONE _____

SINGLE SUPPLEMENT REQUESTED (\$15 additional)

CHECK FOR THE FULL AMOUNT MUST ACCOMPANY THIS FORM. Mail to PHLF, 1 Landmarks Square, Pgh., Pa. 15212

CALENDAR OF EVENTS

- | | | |
|----------------|-------|---|
| June | 19 | Dedication of Landmark Plaque at Burtner House at 12:30 p.m. |
| June | 22 | Lecture "Residential Architecture" 8:00 p.m. Old Post Office Museum |
| July 3, 10, 17 | | Craft Festival at the Old Post Office Museum 1-4:30 p.m. Working exhibits and craft sales |
| July | 4 | Dedication of Landmark Plaque Smithfield Street Church 12:00 noon |
| July | 4 | Dedication of Landmark Plaque East Liberty Presbyterian Church 12:30 p.m. |
| July | 4 | 4th of July Festival Downtown Pittsburgh 2:00 - 10:00 p.m. |
| July | 24 | Walker-Ewing Log House Old-Fashioned Picnic |
| August | 1 | Walking Tour of East Liberty 2:30 p.m. Meet at East Liberty Presbyterian Church |
| August | 7-8 | Bus Tour to Longwood Gardens and Winterthur Museum |
| September | 11-12 | Neville House Bazaar |

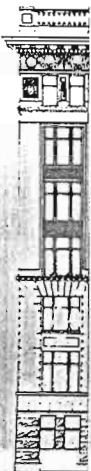


SQUARE

WHISTLE BLOWIN'...

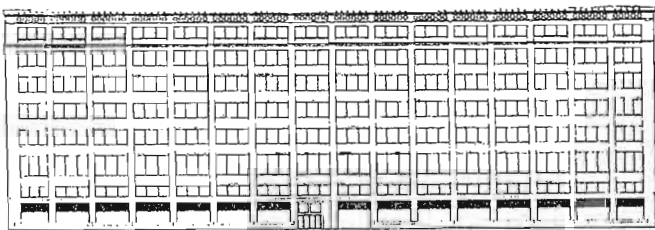
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STATION
 by Pittsburgh
 Foundation
 the Allegheny
 will be
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 incline
 bridge

OFFICE BUILDING PLANNED



One of Pittsburgh's most magnificent and grand historic industrial buildings, next to the House, will be restored and converted into floors of luxury office space and the first will contain more shops to bring the total ping area to 120,000 sq. ft. To be known as a Great Landmarks Office Building, it will provide 360,000 sq. ft. of office space and will be divided and equipped according to tenant needs.

