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Pittsburgh History & Landmarks Foundation

Old Post Office • Allegheny Square West • Pittsburgh, Pa. 15212 Phone 322-1204

NUMBER 64

November 1976

Station Square Project Blooming

City of Pittsburgh Fall Flower Show November 14 to November 28

Don't miss the City of Pittsburgh's Fall Flower Show to be held this year at Station Square.

Transportation is the theme of this adventure into the past opening on November 14 in the Grand Concourse of Station Square.

In keeping with the architecture of the elegant Grand Concourse antique horse-drawn carriages filled with thousands of mums will decorate this incredible space. Two landaus dating from the nineteenth century, a school bus, and two horse-

drawn hearses are among the vehicles that will be on display. The carriages are on permanent loan to PHLF from Allegheny County's Department of Parks, Recreation and Conservation.

The Flower Show is open from 12noon to 8 p.m., and will run until November 28. Light refresh-

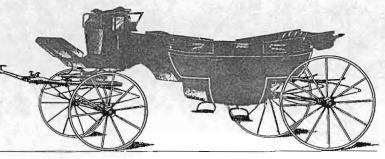
ments including popcorn from an antique popcorn wagon, &intriguing varieties of Quiche will be available either for your lunch or dinner in the old Grand Concourse Dining Room. Also available for purchase will be plants, and gift items from the Old Post Office Gift Shop.



Shop owners, galleries, boutiques, and gourmet stores have signed letters of intent of interest for over 1/3 of the space in the Freight House Specialty Shopping Center. With 25,000 square feet of space committed to shops, the Freight House is shaping up to be Pitts-burgh's most exciting shopping experience. Among those who have signed on a Limited Edition Prints Gallery, an

imported coffee and tea shop, an old-fashioned ice cream parlor, antique gallery, a toy store, a plant shop, women's shoe boutique, and even a branch bank!

Station Square design staff have created balcony space in the Freight House that will not only provide visual delight and adventure but will increase the total shopping space to 75,000 square feet.



Artifacts Acquired

A wonderland of boutiques, restaurants, galleries AND a collection of fascinating historic artifacts will fill the Freight House. Recently we have acquired two moving van loads of incredible pieces. Unique Victorian light fixtures, Victorian furniture, a handsome classical

bar, an old-fashioned soda fountain and an antique shoe shine shop are among the items that filled the vans that have arrived at Station Square.

More News About Station Square

With great enthusiasm, compliments, and offers of assistance the City Planning Commission approved the zoning changes necessary for the Station Square project in July. City Council, on October 5 conducted a public hearing on the project, and as at the Planning Commission hearing, the South Side Chamber of Commerce, the South Side Arts & Crafts Council, and the South Side Community Council, and the Mt. Washington Community Council all submitted verbal or written testimony approving the project.

All of the councilmen spoke most encouragingly about Station Square and gave us a number of very creative ideas.

Council immediately put the bill on the agenda for the next day, approved it unanimously and, at the initiative of Robert R. Stone, chairman of the Planning and Redevelopment Committee, cleared Station Square in such a way that no bureaucratic impediment should delay us at all.

Restoration Progress

During your visit to the Flower Show, restoration progress on the Grand Concourse will be visible. The exterior protective skylight over the enormous vaulted ceiling of the Grant Concourse has been completely restored. Work involved removing the tar that totally covered the sky-

light and replacing broken glass panels in order to expose the hundreds of stained glass panels that make up the coffered ceiling of this historic structure. Plans also include painting and new electrical and airconditioning systems for the Grand Concourse.

At the Freight House, a new sign facing Carson Street announces the arrival of Station Square.

CHAIRMAN'S RAMBLE

GROWING SUCCESS AND THE NEW TAX ACT

Preservation is at last becoming a household word. The newspapers are filled with human interest stories of embattled houses, bridges and abandoned railroad stations. Under threat of dire destruction or mutilation by some evil developer the American community is united as never before since the time of hostile Indian raids in saving such buildings. And save them they do. From New London, Connecticut where the last ditch fight to save H.H. Richardson's great station was crowned with success, to Grand Central Terminal to our Station Square, to Wilkinsburg, Edgeworth and Bridgeville on the local scene, the fight goes on. And the majority of the time with increasing success.

And Congress since the 1966 passage of the National Preservation Act is seeing the light. Under that Act thousands of "historical" structures have been "certified", which means that they literally qualify for financial aid for their preservation to 50% of the cost.

Suppose you have a registered structure, which means you have a house or building in the Mexican War Streets, which is a district in the National Register. You need a new roof, a new furnace. You need only apply to the state officer who allocates the funds to such a project.

The big condition of course is that the state has received enough allocation in that particular year from Congress to make the grant-in-aid to the owner. But each year the Congress has increased the amount of such funds to the various states. This year - 1976 - the funds may reach \$10 or \$20 million in amount.

In addition to the host of aids to preservation efforts and structures which are listed each month in the National Trust magazine which many of our members get, the Congress has just passed the Tax Reform Act of 1976.

In that Act several important tax incentives have been created.

First, taxpayers expending money for rehabilitation of certified historic structures may amortize the cost of such expenditures over a 60-month period.

In this connection the definition of a certified structure is one that is either listed in the National Register or located in a registered historic district certified by the Secretary of the Interior as being of historic significance or lastly located in an historic district designated under a State statute or local government if such statute is certified by the Secretary of Interior as containing criteria which will substantially achieve the purpose of preserving and rehabilitating buildings of historic significance to the district.

Under the last provision for example it may well be that a building in the Mexican War Streets area, assuming the certifiability of our Pittsburgh Ordinance which has declared the district one of historic significance, may qualify for such favor able tax treatment. Your officers are investi-

gating the applicability of the new Act and will keep you advised of the results.

The joy should not be entirely unalloyed however, because the Act provides further that there will be a recapture as ordinary income of the excess of depreciation otherwise allowable in the case of future sale of the property. In the meantime however, the break for the person rehabilitating the historic structure is obvious.

Last the Congress in its new Act of 1976 seeks to discourage the demolition of certified structures by disallowing entirely the developer's expenses of demolition or any loss sustained by him on account of the demolition.

Neither, says Congress, are accelerated depreciation schedules of any kind to be allowed the developer with respect to real property constructed on a site which had been occupied by a certified structure.

Thus the person who wants to destroy the old farm, the old historic homestead, the town's only railroad station or ancient bridge, may give second thought to such demolition and find means instead, as many developers have, of saving the structure and melding it usefully into the modern development.

Only time will tell whether these aids are really effective. The point is that the people are concerned, Congress is concerned and we feel that at last some progress is being made.



DISTINCTIVE APPROPRIATE

LASTING

The gift of a PHLF membership this coming holiday season means that your friends, relatives and associates will enjoy the full range of benefits and privileges all year long. In a matter of minutes you can solve a gift problem for a number of friends on your list...and at the same time help advance the cause of historic preservation. Simply list their names on the blank provided and send with your check today.

Then, throughout the year your gift recipients will receive the PHLF NEWS, and each time they take advantage of membership benefits they will be reminded of your thoughtfulness.

To announce your gift memberships we will send a hand-signed card to each gift recipient. Send your gift list today so we may get it properly entered before the holiday rush is upon us.

Pittsburgh History & Landmarks Foundation

MEMBERSHIP APPLICATION ☐ New NAME ENCLOSED IS \$_____FOR A____ _MEMBERSHIP. This Membership is a Gift from

ANNUAL MEMBERSHIP DUES:

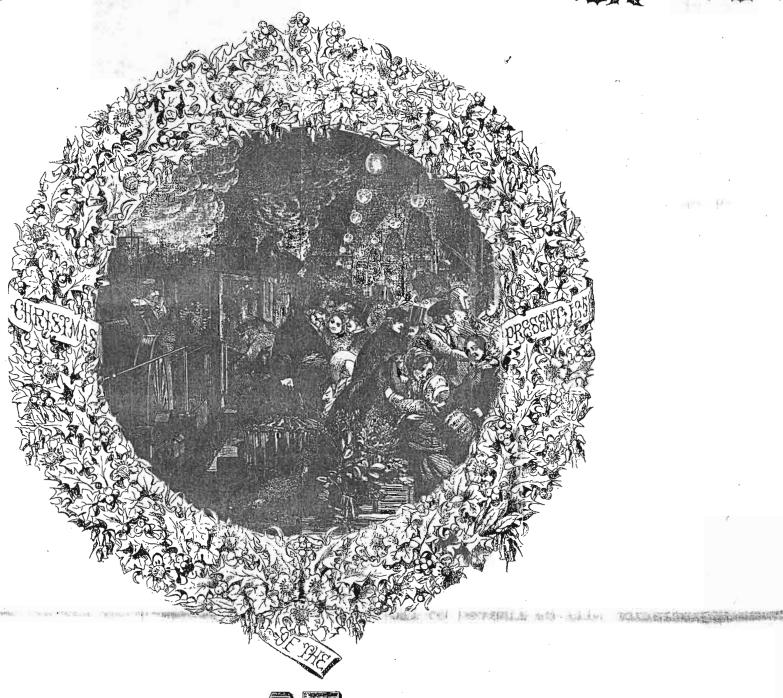
Individualfrom \$10.00
Husband & Wifefrom \$12.00
Family from \$15.00
Contributing from \$50.00
Sustainingfrom \$100.00
Patron
Life
Organizations:
Active
Contributing
Sustaining
Patron from \$500.00

MEMBERSHIP PRIVILEGES

- 1. Free admission to the Old Post Office, the Pittsburgh History & Landmarks Museum.
- 2. 5% discount on purchases at the Old Post Office Museum Gift Shop.
- 3. Subscription to "News for Members" and special publications on architecture and history.
- 4. Free admission or discount tickets for walking and bus tours.
- 5. Free admission to winter lecture series. 6. Notification of new exhibits at the Old Post
- Participation in an organization given na-
- tional awards "for the vigor of its programs."







ERATION SQUARE

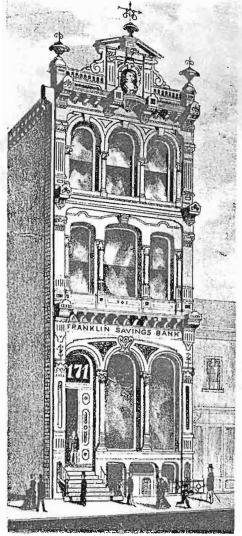
SUNDAY, DECEMBER 5, 1976

7-9 pm.

GET ON BOARD THE PHLF CHRISTMAS EXPRESS 1976! Santa has agreed to come from the North Pole to be our host as we travel around the world to observe Christmas customs in other lands. THE IRONCLAD AGREEMENT, a group of Pittsburgh actors (most of whom starred in "Carnegie") will dramatize the customs of other lands and sing the carols of each land in the native language. A MARIONETTE SHOW, done by young people formerly associated with the Lovelage Theater, will thrill youngsters (no matter what their age). A STRING ENSEMBLE, the Allegheny Bow & Strings of Community College will entertain us with Christmas music from many lands. REFRESHMENTS will carry out the theme with ethnic desserts: Greek, English, German, French, and Russian. STROLLING MUSICIANS and group caroling will add to the festive spirit. We have word that Charles Dickens may even attend our party. DON'T MISS IT!

THE GRAND CONCOURSE OF STATION SQUARE Will provide the exquisite setting for our Christmas Party 1976. Sunday, December 5 from 7:00 to 9:00 p.m. Reservations will be limited and accepted on a "First-come, First-served" basis. Prices: Adult Members \$4.50 each, Adult non-members \$6.00 each, Children under 12 \$1.00 each. Please use the form below for ordering tickets.

PLEASE SEND ME THE FOLLOWING:	
tickets for Members @ \$4.50 each\$	
tickets for Non-members @ \$6.00 each\$	
tickets for children (under 12) @ \$1.00 each\$	
MY CHECK AND SELF-ADDRESSED ENVELOPE ARE ENCLOSED	
NAME	134
ADDRESS	
SEND TO: PHLF, One Landmarks Square, Pittsburgh, Penna. 15212	



URBAN PRESERVATION

The Adaptive Use of Commercial Buildings

With funding from the Bicentennial Commission of Pennsylvania, and in conjunction with our exhibition "A Celebration of Pittsburgh" at the Old Post Office Museum, PHLF is offering a series of workshops on historic preservation and local history.

From a day on rural preservation, the topic of the first workshop, we move to the city to visit five commercial structures

that have been restored for varying uses including downtown office buildings, neighborhood commercial buildings and the Freight House at "Station Square" now being adapted into a Specialty Shopping Center. Owners of each building will be on hand to describe their adaptive use experience. The workshop also includes lunch at Sarah's in Old Birmingham.

in Old Bin	mingham.	
DATE:	November 13 TIME: 9:00 a.m. to	3:00 p.m.
Registratio	on will be limited to 110	to An
SCHEDULE:	9:00 - 12:00 Field Visits to Restored Struct	cures
Design Off	ices in Bloomfield, 340 Pearlman Street	Mr. Gerald Malky Mr. Clifford Sutliff
The Hildebi	cand Building, 121 Seventh Avenue	Schneider, Inc.
239 Fort Pi	itt Boulevard	Kenneth Goldsmith
The Maul Bu	uilding, 1700 East Carson Street	Gerald L. Peckich
12:30 Lunch	at Sarah's, 10th Street	
1:30 - 3:00) Visit to the Freight House at "Station Squa	re Arthur P. Ziegler, Jr James Morgan Ellis Schmidlapp
A special h	ous will provide transportation throughout th	e day. The bus will leave from
the Old Pos	st Office Museum at 8:30 a.m. and return to t	he Museum at 3:30 p.m. Cost for
the seminar	including lunch is \$5.00 per person. This	seminar is partially funded by
the Bicente	ennial Commission of Pennsylvania.	
RESERVATION	FORM FOR URBAN PRESERVATION SEMINAR	NOVEMBER 13, 1976
NAME		PHONE
ADDRESS		ZIP
AFFILIATION		

() My check is enclosed (\$5.00 per person)

For information call Ellin Malone at 322-1204

Programs and Progress

We are pleased to announce that we are undertaking the restoration of three houses in Manchester that we have acquired: 1330 Liverpool Street, 1137 Sheffield Street, and 1305 West North Avenue. All of these houses are built of brick, have elaborate wood trim and date from circa 1870-1885. One is in the great block of Liverpool Street that we have been working on for twelve years.

Funding has come through loans from the 312 Loan Program of the Urban Redevelopment Authority, which provides the money at 3% interest. The total loans are approximately \$115,000 and will be repaid through rentals. Work is now underway.

.....And in Birmingham, the South Side Chamber of Commerce approved a marketing plan proposed by PHLF for the Birmingham Restoration Program along Carson Street. The aim of the plan is to encourage the existing merchants to take advantage of the City of Pittsburgh's low interest loan fund to restore their buildings and to attract new merchants to the intriguing storefronts that line Carson Street. Included in the marketing plan is a major new brochure on Birmingham's commercial and residential area, advertising, flyers, pamphlets and restoration banners. Funding for the marketing probram comes from the South Side Chamber of Commerce and the Hillman Foundation.

.....Good News for the Neville House Restoration Campaign!
The building has been chosen by the CertainTeed Building
Restoration Program to receive a new roof. Instituted by
the CertainTeed Corporation, Valley Forge, Pa. the program
provides historic structures throughout the country with
new materials for roofing. Asphalt sculptured shingles
approximating the original shingles will be installed. Other
houses chosen for this program have included Thomas Edison's
Birthplace, Milan, Ohio, Christ Church, St. Simons Island,
Georgia, King of Prussia Inn, King of Prussia, Pa., the birthplaces of John and John Q. Adams, Quincy, Mass. and Fort
Ashby, Fort Ashby, West Virginia.

Activities abound at the Neville House. On September 11 and 12 the house was found bustling with activity, as the Neville House Fair delighted hundreds of visitors and earned \$3,438 for the restoration effort.

Organized by the members of the Neville House Auxiliary, the Fair featured a tour of the house, plant sale, games, quilting display, Christmas sale, bake sale, arts and crafts. Future activities include a Members tea and an antique fair in the spring. In the latter event, antique dealers

will combine their efforts to decorate the house.

For information on how to become part of the Neville House Auxiliary, call Pat Wiley at 322-1204.

.....At the Old Post Office, PHLF received a matching grant of \$15,000 from the Department of the Interior to cover the cost of making roof repairs, removing the paint from the first floor wood trim on the exterior and restaining it as it originally was and repainting the wood trim on the upper floors. Funds also cover painting portions of the interior of the building, replastering areas where a roof leak caused plaster damage and upgrading the electrical system.



Bicentennial Lectures Planned

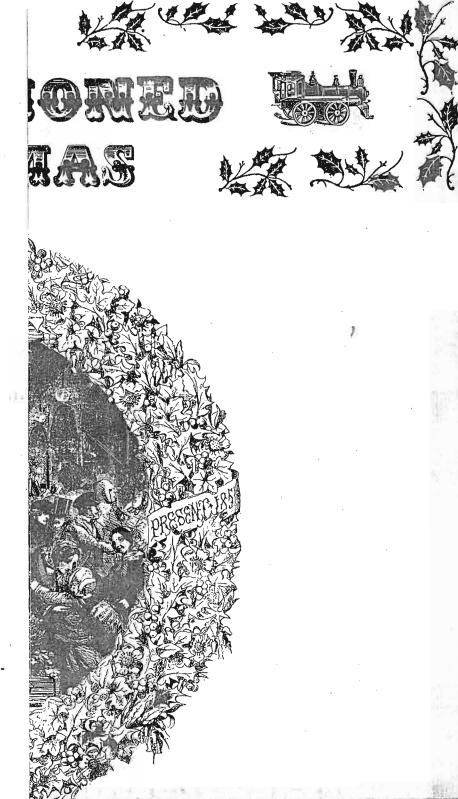
The Bicentennial lectures on Famous Pittsburghers provide a fascinating look at men and women from all walks of life who have contributed greatly to American life. Each lecture is presented by a contemporary expert in the field

Upcoming lectures include "Robinson Jeffers-Poet" by Sara Henderson Hay, November 9 at the Old Post Office. Miss Hay, a poet has published numerous volumes of poetry and won awards for her poetry.

November 30, Fletcher Hodges, the curator of the Foster Hall Collection, the world's largest assemblage of material relating to the life and works of Stephen Collins Foster will speak on Stephen Foster at the Stephen Foster Memorial Hall at 8:00 p.m. Refreshments will follow.

On December 8, Robert C. Alberts, author of H.J. Heinz and His 57 Varieties will present a talk on H.J. Heinz at the Old Post Office Museum.

The lectures begin at 8:00 p.m. and tickets are available, for information call 322-1204.



J. R. R. W.

76 7-9 pm.

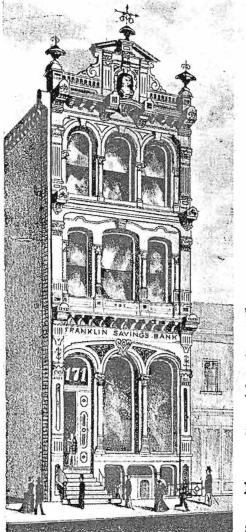
has agreed to come from the North observe Christmas customs in other h actors (most of whom starred in and sing the carols of each land young people formerly associated matter what their age).

munity College will entertain us ill carry out the theme with ethnic. STROLLING MUSICIANS and group d that Charles Dickens may even

e exquisite setting for our Christp.m. Reservations will be limited Prices: Adult Members \$4.50 each, each. Please use the form below

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The Con

With funding and in conju Pittsburgh^w series of w

From a day of shop, we move

that have been restored for varying borhood commercial buildings and the adapted into a Specialty Shopping Ce describe their adaptive use experier in Old Birmingham.

DATE:

November 13

TIME

Registration will be limited to 110

SCHEDULE: 9:00 - 12:00 Field Visit

Design Offices in Bloomfield, 340 P

The Hildebrand Building, 121 Seventle 239 Fort Pitt Boulevard......

The Maul Building, 1700 Fast Carson 12:30 Lunch at Sarah's, 10th Street 1:30 - 3:00 Visit to the Freight Ho

A special bus will provide transporthe Old Post Office Museum at 8:30 the seminar including lunch is \$5.0 the Bicentennial Commission of Penn

RESERVATION	FORM	FOR	URBAN	PRESERVA

NAME

ADDRESS

AFFILIATION

() My check is enclosed (\$5.00 per For information call Ellin Mal

PHLF Supports City of Pittsburgh Six Year Development Program

We are very pleased to support the 1976 Six Year Development Program of the City of Pittsburgh. We believe that itresponds to the basic needs of the citizens of Pittsburgh, expends funds for realistic projects that can be implemented on schedule, projects that will improve our urban and neighborhood environment, improve the spirit of our residents, and thereby make the City more attractive, more stable and more viable as a place to live.

We are also pleased with the observations about the importance of historic preservation and the work of our own organization, although we do note again this year the absence of "Historic Preservation" as an allowable Community Development expenditure category on the list of categories. We are not suggesting major funding for it but only that citizens should know that the Community Assistance Act does allow for that possibility.

We Recommend:

- 1. We recommend that a small allocation be made for appropriate staff to speed up the sale of properties that revert to the City. Many months have lapsed since the last "4-Sale" book was published. A way should be found to immediately notify the public and groups like ours that might be interested in acquiring such properties when houses are available.
- 2. Large sums of money are recommended in the program for demolition of abandoned and deteriorated properties throughout the City. However, many times these buildings are struct urally sound but are a hazard only in that a porch is falling down or wood trim is hanging loose and could fall on someone. It would be cheaper and more useful to provide \$100,000 for interim repairs to secure the property so that it is not a hazard; that way such houses could be available to urban homesteaders, to the real estate community, and non-profit organizations to acquire at little or no cost to restore. Every building should be looked upon as an important resource; as a general rule vacant lots are not useful resources in the City, but old houses having architectural character and predating many of the restrictive zoning requirements of today (like set-backs) will attract new owners. Prussia inn. Ting
- 3. We believe that the new landlord revolving loan fund is important and that it should be made available to non-profit organizations as well, if that has not already been done. Groups like ours are even more in need of low interest loan funds to restore housing than the landlords are and we believe that the funds should be available to all property owners, both investors and non-profit.
 - 4.\$75,000 per year for two years is allocated for the Phipps Conservatory in the budget. This accords with original projections of providing matching funds by our organization and the City to restore the Conservatory. However, our campaign has been more successful than anticipated and we have now raised over \$300,000 in our first year although we had pledged to raise \$250,000 in our first two years. The Ad Hoc Committee for the Conservatory has been working so well that we recommend that the City increase the allocation so that the match will continue and the work will be done faster. We recommend \$125,000 in 1977 and \$100,000 in 1978.

-CALENDAR OF EVENTS-

November 9 Bicentennial Lecture by Sara Henderson Hay 8:00 p.m. Old Post Office

November 13 Urban Preservation Seminar See details page 3.

November 16 AIA Lecture by Charles Gwathmey 8:00 p.m. Old Post Office

November 14-28 Fall Flower Show 10a.m.-8p.m. Station Square

November 30 Bicentennial Lecture by
Fletcher Hodges
8:00 p.m. Stephen Foster
Memorial at University of Pgh.

December 5 PHLF Annual Christmas Party 7 p.m.-9 p.m. Station Square Details on page 6.

December 8 Bicentennial Lecture by Robert C. Alberts 8:00 p.m. Old Post Office

And every Friday evening between 7:00 and 7:30 Mr. Van Trump does a spot on Western Pennsylvania architecture on the KDKA-TV evening news.