

NEWS

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Number 96 Winter 1985/86

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The Revolving Loan Fund:

Landmarks' Neighborhood Involvement

One of the earliest goals of Landmarks was to establish a revolving fund for the purpose of restoring historic buildings in Allegheny County without displacing the residents and merchants already living in the neighborhoods. The concept, which proved very successful in the 1960s and 1970s, was to use money from the fund to purchase historic properties which were then restored and renovated for use as apartments or single-family houses. The rental or sale income from the restored properties was then returned to the revolving fund, to further work in neighborhood restoration. Landmarks succeeded in doing this in such a way that the restored housing was affordable to low- to moderate-income families. Most of Landmarks' original activity was on the North Side, where other neighborhood organizations soon took on the responsibility for neighborhood-wide restoration programs.

The present Revolving Loan Fund, started in 1985 under the capable direction of Stanley A. Lowe, is a modernization of Landmarks' original concept. Its purpose is still to preserve historic buildings through economically feasible plans; but now, rather than using the money to acquire and hold or restore its own building projects, Landmarks is providing loans and technical assistance through its Revolving Fund to Allegheny County neighborhood preservation groups and individuals to assist restoration projects. The loans and technical assistance are extended under certain conditions which vary from project to project, according to the merits of each individual case. According to Mr. Lowe, "Landmarks, community organizations, and applicants are excited about the new direction the Revolving Loan Fund is taking because it encourages initiative on the part of local neighborhood/preservation groups and results in many unexpected benefits for the community."

This year alone, Landmarks has offered the following assistance to various Pittsburgh-area neighborhoods through its Revolving Loan Fund.

South Side Main Street Program

The National Trust for Historic Preservation has selected East Carson Street as one of eight areas nationwide to qualify for its "National Urban Demonstration Project." Caroline Boyce, formerly the historic preservation officer of the Department of City Planning, is the project director of the East Carson Street restoration program. Landmarks supported the South Side Local Development's initial application to the National Trust and now provides technical assistance by serving on the Main Street Advisory Board.

Allegheny West Historic District

When an inappropriate design was submitted for the construction of a ten-story high-rise apartment building on Brighton Road in Allegheny West, Landmarks strongly supported the Al-



Stanley A. Lowe, director of the Revolving Loan Fund.

legheny West Civic Council's desire to challenge the proposed construction project. Landmarks' staff has been involved in discussions with the Pittsburgh Planning Department, the State Historic Preservation Board, the President's Advisory Council on Historic Preservation, and community residents. We continue to monitor the progress of this development and are willing to provide on-going technical assistance until a resolution is reached.

Rachel Carson Homestead Association

Landmarks approved the Rachel Carson Homestead's request for a \$5,700 loan, which will enable the Association to obtain professional architectural services for the preparation of a schematic design and rendering for the construction of an educational wing on the site of the Rachel Carson Homestead in Springdale, Pa.

Pittsburgh Tax Task Force

Federal Historic Investment Tax Credit Incentives are being targeted for possible elimination by the 1986 Tax Proposals. Through the Revolving Loan Fund, Landmarks provided the money and technical assistance which mobilized our local preservation community to create Pittsburgh's Tax Task Force.

Hollander Building, East Ohio Street

A \$100,000 loan was extended to a neighborhood consortium known as Hollander Associates, for the purpose of saving the Victorian building at 415 East Ohio Street. The loan provided stop-gap financing which gave the partnership time to purchase the structure, employ an architect, secure permanent financing, and lease the space for commercial purposes. Restoration and construction work has begun and occupancy is scheduled for mid-February.



(Above:) Restoration action is back on East Carson Street, the South Side's commercial "Main Street." The Hollander Building at 415 East Ohio Street on the North Side was the largest loan recipient this year (below).



Mann's Hotel, McKees Rocks

Landmarks continues to work with Ted and Karen Mann as they proceed with their plans for a \$135,000 hotel renovation of the 150-year-old building. Restoration work is scheduled to begin in 1986.

Technical Assistance Offered

During 1985, Landmarks has provided free technical and economic development assistance and program-related advice to numerous organizations, including: the Boyle Street Block Club, the Buena Vista Street Senior Citizen's Program, the North Side YMCA, the Lawrence JCOLA, the North Side Leadership Conference, the Greenfield Organization, the Hill District Development Corporation, the Pittsburgh Board of Code Review, the

North Side Neighborhood Housing Services, the North Side Civic Development Council, the Negro Educational Emergency Drive, the Pittsburgh Community Services, the Neighborhood Centers Association, the St. Clair Village Tenants Council, the Northview Heights Tenants Council, the West Side Community Development Corporation, the Pittsburgh Neighborhood Fund, and Preservation Action and the National Trust in Washington D.C. ■

Life and Architecture in Pittsburgh

by James D. Van Trump has just been reprinted in paperback. Call 471-5808 for further information and we will mail an order form to you today.

PHLF NEWS

Welcome New Members

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York City area in 1974. Since her retirement in 1978, Fran has devoted time to her hobbies: woodworking, furniture refinishing, sewing, and attending lectures and seminars. She is always ready to volunteer for Landmarks because, as she says, "people can give money but giving time is real service work." Thank you Fran for sharing your talent and energy with our staff this year so the Antiques Show and Artifacts Sale could be successful public events.

Library and Artifact Donations

Landmarks gratefully acknowledges the generosity of the following individuals who made these recent donations:

- Charles and Virginia Kaufman for a 1918 Model Burroughs adding machine and stand.
- John Pillar for three railroad baggage carts dating from the 1900-25 period.
- J.R. Sims for an assortment of historic paper documents, including daguerrotypes, legal agreements, and the personal memoirs of a Civil War veteran.

Book Review

- Charles Morse Stotz, *Outposts of the War for Empire. The French and English in Western Pennsylvania: Their Armies, Their Forts, Their People 1749-1764*. Pittsburgh: The Historical Society of Western Pennsylvania, distributed by the University of Pittsburgh Press, 1985. 203 pp., 170 illustrations. \$34.95.

Charles Morse Stotz died on March 5, 1985, yet was able to see an advance copy of *Outposts of the War for Empire*, a book that sums up much of his career as an architectural historian and restoration architect, and that, along with *The Early Architecture of Western Pennsylvania*, is his masterpiece in writing.

From his youth, Stotz was a lover of the historic architecture of this part of the state: he sketched it, wrote about it, and reconstructed it from faint traces in the ground and scattered records. His accumulated knowledge is now in one place, as regards the French and Indian War in this region and its military architecture. He begins with an account of the war itself and the events that caused it: not a full, detailed account, but a reliable and illuminating one. Then, to the forts themselves. One by one, he takes 24 French, British, and British colonial forts, carefully explaining how he was able to reconstruct each on paper, telling what happened there, what life there was like, and what role — if any — the fort played in combat. Each fort and its surroundings is represented in a large aerial view, done with the fine artistry of pencil sketching that architects in Stotz' young days were taught. Old drawings are reproduced to document the re-creations. Finally, there is a technical account of Stotz' replica of Fort Ligonier, substantiating every detail, illustrating many details, and revealing the modern realities behind the perfect illusion of a fort of 1758 returned to existence.

With all this there are good human details: the frustrations of a commanding officer and the sad life of a common soldier; the Indian in peace and war; the vicissitudes of enemies who were often polite to each other and of nominal allies who might be at odds with each other.

In brief, the book is a classic of its kind, with much for the historian and something as well for the aesthete.

Education Column

Interviewing an Artifact

The artifacts that surround us, whether they are as small as a dime or as large as a bridge, are the quiet witnesses and the tangible products of their makers and users' pasts. After centuries of relying on the written word for research, historians are now turning to material evidence as a means to investigate aspects of the past where few written traces have been left.

The 26 teachers who participated in Landmarks' inservice course titled *Exploring Your Neighborhood* learned how to "read" an artifact. Learning how to "interview" an artifact, to discover the historical information it "knows," can make a trip to a museum or antique shop, or a walk around your neighborhood, much more rewarding.

Introduce yourself to a manageable artifact by handling it, trying out its working parts, turning it upside down, and reading any inscription. For larger objects, walk around, over, inside, or under them. Identify the artifact, if possible; but if not, then "ask" it a few questions.

Interviewing an artifact means taking the time to consciously ask the questions that may occur to you subconsciously. As in any interview, use the question words "Who, What, When, Where, Why, and How." For example:

What is the function of the artifact?

What materials are used in its construction?

What processes were used in its construction?

Who made the artifact? Where was it made? When was it made?

Who used the artifact originally?

How was it used? How is it being used now?

Where was it used originally?

How long was it in use?

Once information has been gathered through this interview, the evidence can be interpreted. Again ask questions:

What do the materials and methods of construction reveal about the state of technology?

What does the artifact reveal about the state of transportation, communica-



tion or social relationships at the time of its manufacture or use?
How does this artifact compare with others performing the same function at another time or in another culture?

How has its current, actual function changed from its original, intended function?

Why has the object been preserved?

Is it still serving its original function?

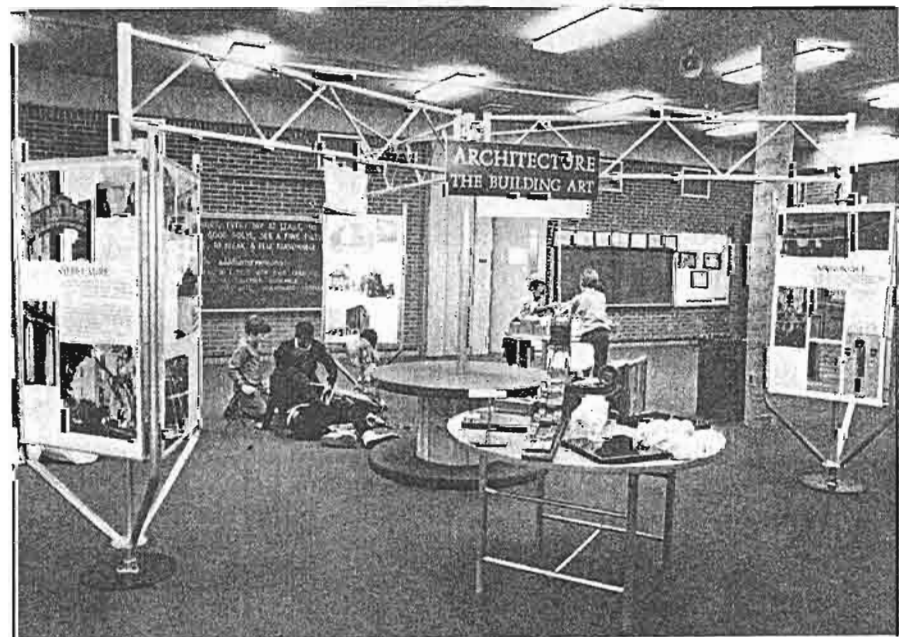
Has another function been found for it?

Has its value as a document of the past been recognized?

Has it been preserved by accident or for sentimental reasons?

Many of the clues to help answer these questions are embodied in the materials, construction, design, or environment of the artifact. Often, however, curiosity cannot be satisfied even by a careful inspection. In such cases, turn to museums, old mail-order catalogs or photographs, or people who lived about the time of the artifact. Some artifacts, unfortunately, will simply remain a mystery.

Two Exhibits Available to Schools and Libraries



Attention all schools and libraries! Landmarks has two exhibits available for rental that encourage children and adults to explore Pittsburgh's history and architecture. The rental fee for *Landmark Survivors* is \$75 per month and \$200 per month for *Architecture: The Building Art*. Both fees include our staff time in setting up and dismantling the exhibits and presenting exhibit workshops and curriculum materials to teachers.

Presently, *Landmark Survivors* is at Northgate High School and *Architecture: The Building Art* is at East Hills Elementary School. Call Tamara Dudukovich (471-5808) for further information or to place your reservations. Both exhibits help bring the study of architecture and local history to life.

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Awards of Merit Presented at Distinguished Lecture

Richard D. Edwards, vice-chairman of our Board, presented "Awards of Merit" to 14 deserving individuals who contributed to the preservation of Pittsburgh's architectural heritage or increased public knowledge about our historical heritage. The 1985 award recipients are:

Mrs. James H. Childs, Jr., chairwoman of the Committee for the Restoration of Phipps Conservatory from 1975 to 1985. Through Mrs. Childs' leadership, the Committee raised and leveraged over six million dollars in private, City, and public funds and established and began implementing a master plan for the restoration of Phipps Conservatory.

First South Savings Association, for its unprecedented decision to design and construct its new headquarters' building at 1712 East Carson Street in the historic style typical of Victorian commercial row buildings.

Mrs. Ruth Scott, Mrs. James P. Kinard, and Mrs. Evelyn Hirtle, for founding the Rachel Carson Homestead Association in Springdale, Pa. Thanks to their initiative, the birthplace of noted biologist, author, and ecologist Rachel Carson was rescued, restored, and opened as an ecological educational center.

Don Riggs, for promoting Landmarks' work in education and historic preservation on Channel 11 television.

The North Side Civic Development Council, the East Allegheny Community Council, and Horn Brothers, Inc.



1985 award recipients, from left to right. First row: Mrs. James P. Kinard and Mrs. Ruth Scott of the Rachel Carson Homestead Association; Mrs. Dolores Swartworth and Mrs. Sheila Weir of Fineview Citizens Council; The Reverend Victor Zuck of Old St. Luke's; and Mrs. James H. Childs, Jr. of the Committee for the Restoration of Phipps Conservatory. Second row: Mrs. Evelyn M. Hirtle of the Rachel Carson Homestead Association; Mr. David Horn of Horn Brothers, Inc.; Mr. Don Riggs of WPXI-TV; Mr. Mark Schneider of the North Side Civic Development Council; and Ms. Sue Beers of the Junior League of Pittsburgh, Inc.

for initiating the Hollander Building restoration project at 415 East Ohio Street on the North Side.

The Junior League of Pittsburgh, Inc. for raising funds for the restoration of a large Victorian house at 841 Lincoln Avenue in Allegheny West, and for providing volunteer and financial assistance in support of the restoration and operation of the Neill Log House in Schenley Park.

Mrs. Vinnie D. Ziegler, for 21 years of volunteer service with Landmarks.

Henderson Property Associates and the Fineview Citizens Council for the successful rehabilitation of the Henderson House at Warren and Henderson Streets in Fineview.

The Reverend Victor Zuck, for assuming responsibility for and restoring Old St. Luke's, an 1852 Gothic stone church, in Scott Township.



Following the awards ceremony on November 12, Mrs. Antoinette Downing presented Landmarks' 1985 Distinguished Lecture on Historic Preservation. She related her experiences in preservation in Providence, Rhode Island to the national scene.

Call us with Preservation News

Our staff wants to hear from you if you see or know of any historic buildings that are threatened with demolition or that have recently been demolished. We need your help in covering the County. Please call Martin Aurand (471-5808) and report what you know.

Ten Historic Properties Recognized



The Historic Designations Committee, chaired by trustee Richard M. Scaife, convened on September 30 to review nominations for Landmarks' plaques. For 18 years, historic structures throughout Allegheny County have been marked with the now-familiar bronze and red or blue aluminum plaques. Each plaque is a public education tool: it proclaims the significance of a valuable element of our architectural heritage. Properties determined eligible to purchase Landmarks' plaques this year are:

Ellsworth Terrace, Shadyside (1913): A private cul-de-sac north of Ellsworth Avenue is lined with Edwardian row-house/cottages.

Hampton Hall, 166 North Dithridge Street, Oakland (1932): The elegant apartment house is an excellent example of Tudor Revival architecture.

Hartley-Rose Building, 425 First Avenue, Downtown (1907): The Beaux Arts commercial building designed by

Janssen and Abbott was the former home of the Hartley Rose Belting Company.

Longue Vue Club, Oakwood Road, Penn Hills (1925): Here, French rural architecture is employed in a sophisticated complex by Janssen and Cocken.

Moreland-Hoffstot House, 5057 Fifth Avenue, Shadyside (1914): The French Renaissance mansion designed by Paul Irwin is a glorious survivor of Shadyside's "Millionaire's Row."

Murray House, 423 Washington Road, Bridgeville (c. 1830): The brick Greek Revival house with a saltbox roof was recently rehabilitated.

Oakmont Country Club, Hulton Road, Plum (1904): The sprawling clubhouse designed by Edward Stotz complements a championship calibre golf course.

Ober-Guehl House, (pictured at bottom right), 1501 Lowrie Street, Troy Hill (1877): The Italian Villa/Stick Style house, originally the home of



brewer John Ober, has intact exterior and interior detailing.

"Old Stone Bridge," (top left), Old William Penn Highway, Monroeville (c. 1870): Although out-of-service, the bridge is an excellent preserved exam-

ple of a small masonry bridge.

Charles Schwab House, (top right), 541 Jones Avenue, North Braddock (1893): The imposing Chateausque residence was built for Charles Schwab of Carnegie Steel Corporation.

Land Use in the Strip District: Preserving an Existing Asset

In consideration of the Strip District's historical identity as an industrial, warehousing, and food-distribution district, its special character as a spontaneous and colorful commercial environment, and its present economic viability and vitality, Pittsburgh History & Landmarks Foundation believes that the Strip District should be preserved and encouraged to thrive in its present form. Anticipated major redevelopment of the area would substantially impact the district in a negative manner not in the best interests of the city and its people. The district's problems need to be addressed, but drastic surgery is not required. Planning for the Strip District should instead accommodate and promote the area's special role in the regional marketplace.

Historical Significance

The Strip District was first developed primarily as an industrial place, although housing and institutional uses have always been present here as well. Shipping operations and ironworks were established as were the original Westinghouse plants of the 1870s. The commercial production of aluminum began here in 1888. Later, wholesale and warehouse uses became common. After the turn of the century, food distribution became a major element of local commerce.

Numerous historic buildings which are representative of the area's past remain in the Strip District. Many have long-term uses; others, such as the Pittsburgh Ballet Theatre's new building, are creating new uses; and others, such as the important Armstrong Cork Company complex, await creative reuse. One major building, the Pennsylvania Railroad produce warehouse along Smallman Street, has been restored by the City to continue its historic use.

Current Status

In its current form as a food distribution, general wholesaling, and light industrial area, the Strip District is a thriving marketplace used by many thousands of Pittsburghers, and a tourist attraction in its own right. By night, food products are unloaded and sold wholesale; by day, householders crowd the streets and buy at retail. Shops and sidewalks alike are filled with a colorful array of produce and other food and non-food products. The street-scape is random and rough and tumble; the atmosphere is casual and spontaneous. These characteristics, and the range and value of merchandise, have endeared the Strip District to Pittsburghers. It has also become home to a variety of restaurants related thematically to the produce markets.

At present, the Strip District is a solid and economically viable element of the Pittsburgh marketplace. The district provides unique opportunities for small businesses. Here, the merchants and their businesses are the major attraction; and business is good. In addition, the shops and other businesses provide employment opportunities, particularly for unskilled labor.

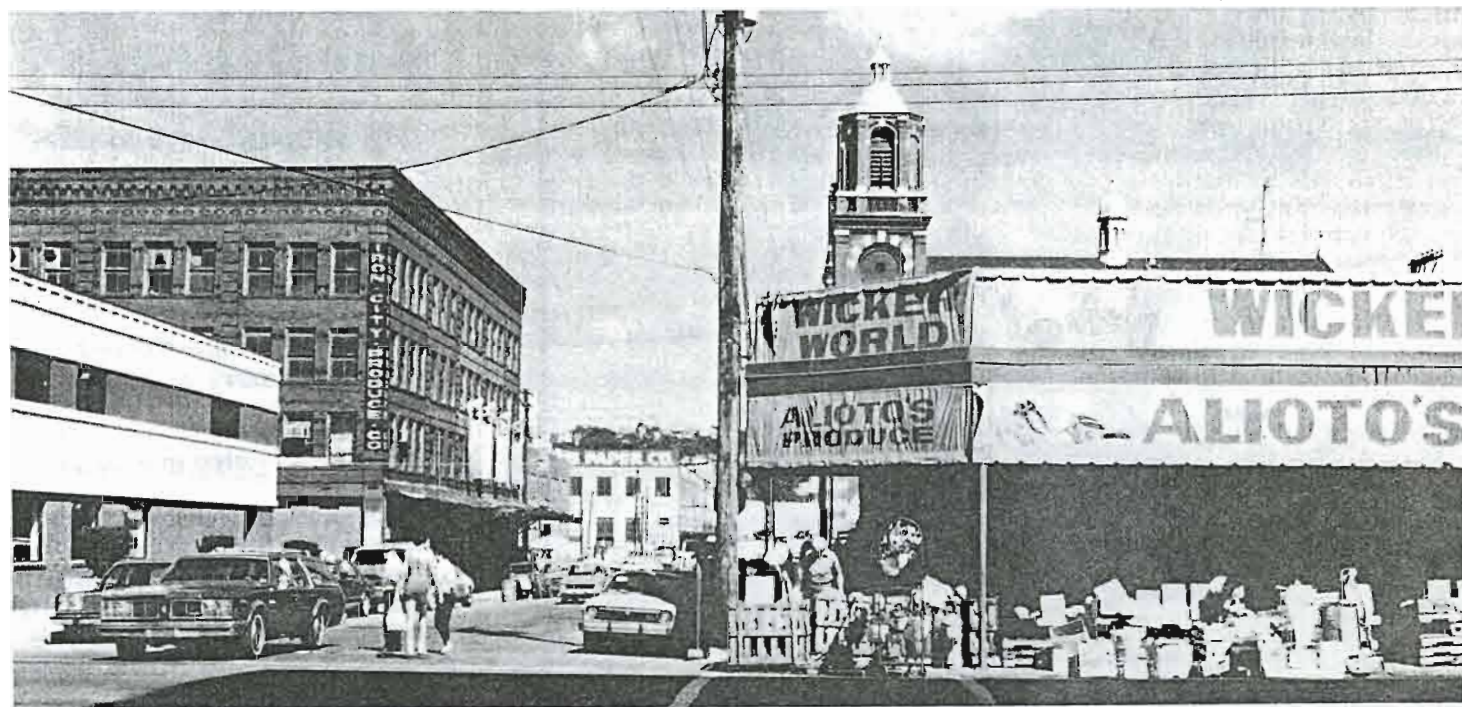
The City of Pittsburgh, by deciding not to relocate produce yards and by restoring the former Pennsylvania Railroad produce warehouse, has already made a significant commitment to and investment in the Strip District's current nature and function.

Current Problems

Agreement exists that the following problems in the Strip District must be addressed. Currently, the Department of City Planning is examining these and other problems:

1. Sanitary Conditions
2. Traffic (including both through and destination traffic)
3. Parking

It is our opinion, though, that these problems should and can be solved while maintaining the present character



of the Strip District. Substantial redevelopment in the area of the Strip District would likely alter its historic identity and relation to the Triangle; diminish its unique character and appeal; and threaten its economic well-being through competition and increasing land values. The elevated bridge of the Crosstown Expressway is already impacting the district. The web of forces and characteristics which makes the Strip District work is complex but fragile. It could easily be destroyed. The festive retail center, now being proposed by the Buncher Company and Enterprise Development Company, would dramatically increase land values; the record of similar festival centers in that regard is clear. In time, the festival retail center would drive up rents beyond the reach of the produce merchants. Existing restaurants would suffer the same fate.

We believe that:

1. The reality of the Strip should be protected, not replaced by an artificial and expensive new development. We believe that Pike Place in Seattle, where an existing marketplace district was carefully preserved and encouraged, is a better model in this case than the waterfront projects developed by the Enterprise Development Company. In fact, as the Enterprise market format duplicates itself, the Strip District in its current uniqueness will become even more significant. Recent dissatisfaction has been growing in regard to the repetitive forms of these festival centers.
2. Retail, office, and entertainment should be located in the Triangle and on the river shores directly opposite, so that the unique three rivers and the Point area can become a nationally marketable focus for tourist and business development. This core area is visible, supports a national image which Pittsburgh has worked hard to create, and is highly functional. This policy would restrict the escalation of land values in areas like the Strip District that in turn precludes the encouragement
3. The market for more specialty retail is questionable. New developments like Station Square, the Warner Centre, the Bank Centre, and One Oxford Centre should be strengthened before more projects are developed. In addition, cities that have developed a large mixed-use project featuring specialty retail on a waterfront have not found it prudent to develop two in competition. Each city has wisely built further on the strengths of the first, in our case, Station Square.
4. Station Square, with five historic railroad buildings and a prime riverfront location directly opposite the Point and below the tourist mecca of Mt. Washington, need not fear the Strip District development. But we, as citizens of the City, should fear it because it is expensive, off-target for our future well-being, and potentially disruptive to the Strip and its old buildings, as we know them. The proposed 85,000-square-foot festival retail development in the Strip District would require substantial public funds, estimated as high as \$35-\$50 million — nearly \$500 a square foot, an enormous taxpayer cost. We do not believe, as some would claim, that an adjacent attraction like the Buncher/Enterprise Company project is necessary to make the Convention Center "work." Most convention centers in other cities stand on their own, and it is advantageous if conventioners are enticed to move from site to site throughout the center city. Improved marketing of the Center, the new Liberty Center hotel, and a new boat dock should be sufficient to make the Convention Center work.
5. Small businesses and housing should be encouraged behind the business center of the Triangle and on the north and south shores. This holds true for the North Side and South Side as well as for the Strip District. Viable small business activity is already

in place in the Strip District; the riverfront land owned by the Buncher Company offers the greatest resource near downtown for the construction of new housing, other than that at Station Square. This housing would be enhanced by its proximity to the business center, by the riverfront, and by the presence of Strip District merchants. Residents of such housing would in turn enhance the traditional mixture of housing and commerce in the district, support the merchants, and increase economic activity without driving up land values. Housing at both the Strip and Station Square would help, not compete with, new downtown office and retail as well as our cultural facilities.

Conclusion

We believe that a comprehensive plan for the improvement of the Strip District's problems should be prepared; that small businesses should be encouraged to remain in the Strip District and that the Buncher Company land should be developed for housing; that another festive retail facility should not be developed along Pittsburgh's waterfront that would require substantial public funding, but that the proposed Science Center and theme park for the Stadium area and a history center and existing retail at Station Square should be supported; that major retail, office and hotel structures should not be encouraged beyond the business center of the Triangle and the riverfronts facing it; and that the economics and special characteristics of the Strip District should be permitted to grow and develop incrementally, based on the natural and existing market. Such an approach would preserve the area's historic identity and fabric; protect its vital characteristics for Pittsburghers and tourists alike; and promote economic well-being through new housing and the protection of small businesses. ■

A Concept for an Expanding Industry for Pittsburgh: Tourism, the Rivers, and the Point

As an organization long dedicated to the preservation and promotion of our city, and as a participant in the urban development process, Pittsburgh History & Landmarks Foundation presents this statement in response to the many projects which are currently being proposed for the Golden Triangle area.

We believe that the area of the Point and its immediate surroundings is Pittsburgh's most unique and marketable physical asset. No other city in the country has Pittsburgh's spectacular landscape of steeply rising hills, three expansive rivers, and six beautiful waterfronts, all joined at a downtown with an exciting compact central business district and a great park and fountain at the forefront. No other city has the opportunity to develop its business-retail-entertainment center to fit such a landscape with both ease and drama, and the potential to attract millions of visitors. The productive development of the Golden Triangle area requires a plan for appropriate land use and coordinated development which capitalizes on our unique urban landscape, and a new emphasis on tourism as a major local industry.

Tourism is a clean and enduring industry that brings economic benefits to many segments of the community. It requires many forms of labor, and provides a good return on investment. Tourism is now one of the major forms of economic development in every state and city. Pittsburgh's share has been low because of a poor image, lack of attractions, and fragmented marketing. But with our designation as America's "Most Livable City," and the appropriate development and promotion of our unique qualities, we can, with minimal new investment, make immediate giant strides in tourism development.

TO THIS END, a huge investment is already in place, and much more is planned.

- **Downtown** — with its business and retail strength, new cultural district, hotels, restaurants, Civic Arena, and riverfront Convention Center — is undergoing a continuous Renaissance and presents an exciting visual image.
- **The North Shore** features new office and restaurant development, with additional development to come, along the Allegheny River.
- **Three Rivers Stadium**, with its Steelers and Pirates, is a major attraction and is to be the focus of new large-scale development along the Ohio River.
- **Station Square** alone represents an investment of over \$70 million in office, retail, restaurant, and entertainment facilities, and major expansion is planned for the fifty-acre site along the Monongahela River.
- **The Lawrence Paint Building** is available for reuse as a proposed history center and museum as part of the Station Square development.
- **Amenities** include Point State Park with its Fort Pitt Museum and concert stage, Roberto Clemente Park, Allegheny Landing with its sculpture garden, and the open space at Station Square.

These elements are interlaced by transportation routes.

- **Automobile access** is excellent and getting better with present bridges and expressways and a new network of expressways under construction to the north.

- **Public transportation** provided by PAT includes the popular new Light Rail Transit and busways.
- **Two novel inclines** ascend Mount Washington.
- **The Gateway Clipper fleet** provides a variety of river transportation options and is poised to meet future needs and further prove that the rivers can be connecting — not separating — elements of Pittsburgh's urban fabric.
- **Three rail routes** converge at the Triangle: the Pennsylvania, B & O, and P & LE. Already, thousands of visitors arrive for one-day excursions by train.

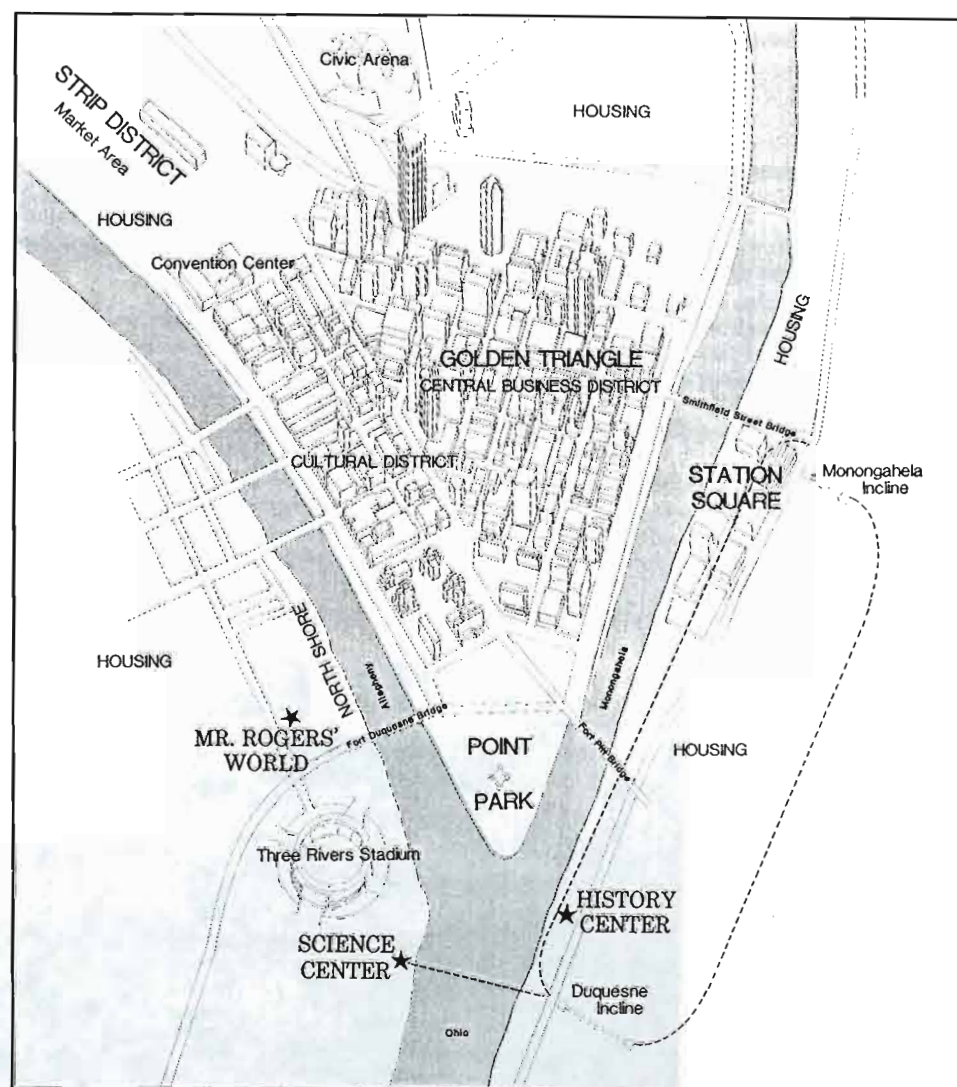
These sites and linkages, both present and planned, are highly visible, mutually complementary, and geographically focused on the city's natural focal point — the Point and its surrounding landscape. If encouraged and augmented, they have the potential to form the one major attraction necessary to launch tourism as a major local industry. No large new public investment is required, but a mixture of public and private funds will be necessary to turn potential into a solid tourist attraction and leverage many millions more in private investment.

What do we need to realize this potential? Physically we need:

- **Stadium area development** including the proposed children's theme park and the science center already committed by Buhl Science Center.
- **Infrastructure extensions at Station Square** to facilitate expansion including a permanent festival structure.
- **The history center and museum** at the Lawrence Paint Building.
- **More hotels**, including new ones already planned at Station Square and Downtown.
- **A trolley bus** connecting the inclines at top and bottom, and a **cable car** connecting the North and South Shores, operating between the science center/Stadium and the history center/Duquesne Incline.
- **Expansion of river transportation** requiring a major boat dock at the Convention Center and more waterfront facilities for pleasure boats along the North Shore and at Station Square.
- **Smithfield Street Bridge** upgrading.

We also need to "sell the product," which requires:

- **An events program** that will embrace our shores and rivers and the entire center city, and attract people to Pittsburgh. The Three Rivers Regatta, which attracts over 500,000 people yearly, uses all six waterfronts, and encourages movement between Downtown and the North and South shores, is an excellent model.



- **A joint regional and national promotional campaign** sponsored by the City, the Greater Pittsburgh Convention and Visitors Bureau, the Golden Triangle Association, the Downtown Restaurant and Tavern Association, the Western Pennsylvania Restaurant Association, Station Square, and local cultural institutions. This campaign should specifically promote the unique landscape, the permanent attractions and their linkages, and the events program.

THESE ACTIONS could transform Pittsburgh's entire center city into a major attraction. Consider the color and vitality of a dramatic urban landscape with sites like Point State Park and the Fort Pitt Museum, the new history center, the new science center, theme park and Stadium, the Convention Center, Station Square with its festival market and flow of special events, and Mount Washington, all directly linked by transportation routes shuttling residents and visitors between the North and South shores and Downtown.

The development program which we have outlined fully encompasses the Golden Triangle and the Point, and the shore areas directly opposite the Point which are ripe for development.

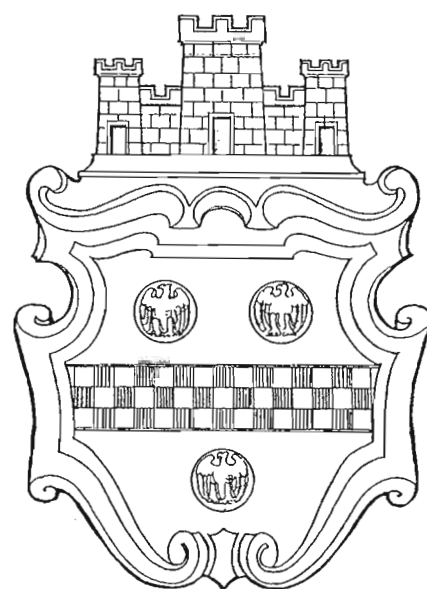
We believe that the Golden Triangle, the Point and the shore areas directly opposite, should be ringed by residential areas. These should include:

- **The established neighborhoods of the North and South Sides and Mount Washington.**
- **A renewed Hill District.**
- **New housing east of the Smithfield Street Bridge at Station Square.**
- **New housing on the Buncher land in the Strip District.**

In the Strip District, as well as in North and South Side neighborhoods, residential use will best support the existing local commerce. Housing in the Strip District and the Hill and at Station Square would support the city's

long-standing goal of increased residential use in and adjacent to Downtown, thus contributing to the around-the-clock use and vitality of the Golden Triangle. The Pennsylvania Station, currently undergoing conversion to apartments at the doorstep of the District, in fact sets the theme for close-in residential development ringing the Triangle.

Let us develop our new and creative ideas and build attractions which capitalize on Pittsburgh's unique characteristics, and which are thereby capable of withstanding the tests of time and competition and are all the more likely to attract millions of visitors.



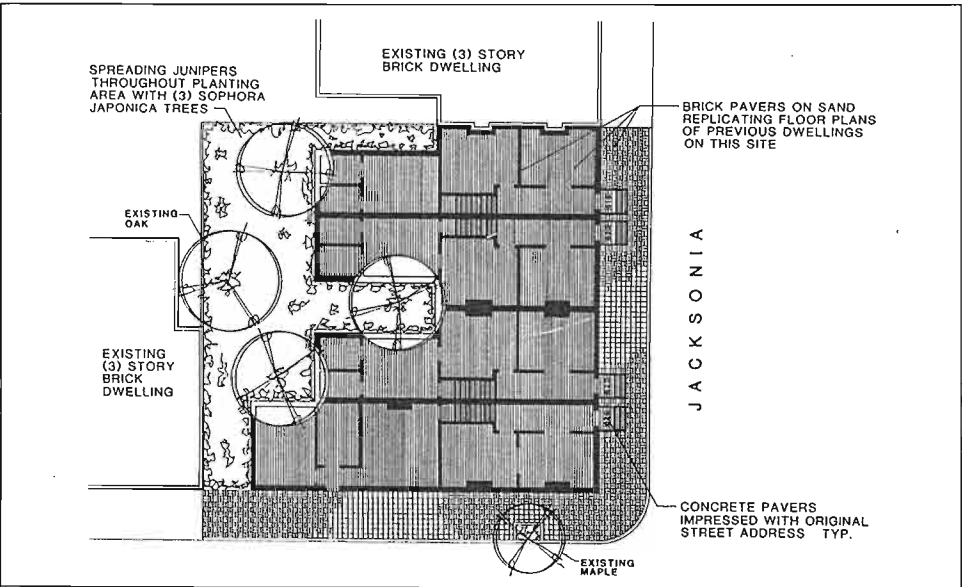
THE CITY, its citizens, existing businesses, private investors, and tourists alike will benefit from public attractions, improved transportation, increased housing opportunities, and overall economic expansion — the potential fruits of this program for focused urban growth. Major commitments to Point-focused development have been made and will continue to be made. The community at large must now articulate this vision, and act on plans uniquely capable of promoting Pittsburgh and attracting visitors to our great city.

Notes of Interest

Preservation Scene

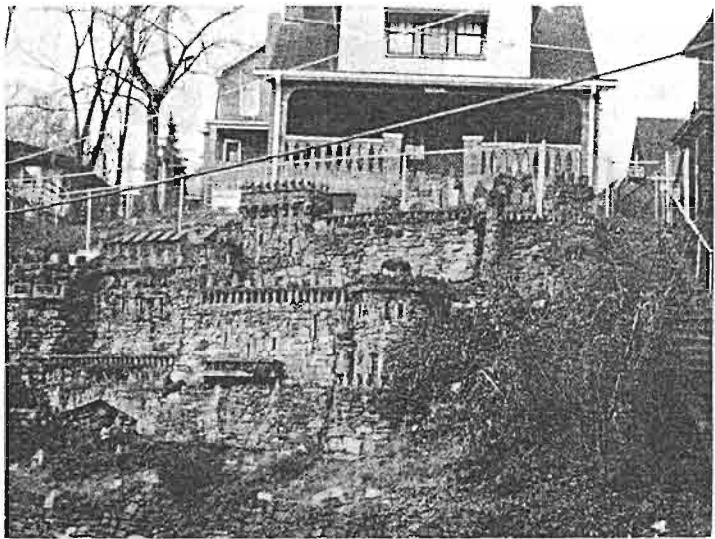


- The Lawrence Paint Building, at the west end of Station Square near the base of the Duquesne Incline, and the nearby North Pole Ice Cream property are to be developed in a joint partnership of Landmarks and a partnership consisting of Christopher Passodelis, Sam Zacharias, John Mouganis, and Thomas Eddy, former owners, with Landmarks as managing partner.
The Lawrence Paint Building, a brick-and-timber structure of 1897 with no known architect, is a survivor of the old industrial neighborhood of Limerick. Pittsburghers have long admired the building and wished that some use could be found for it, and now its rehabilitation is certain. Six-storied, of heavy timber construction, with ceilings up to 24 feet tall and with 100,000 square feet of floor space, the Lawrence Paint Building may become the "history center" that the Pittsburgh region should have: a feasibility study will be made with this use in mind. Architectural studies in regard to the exterior restoration of the structure are now underway by Landmarks Design Associates.
- Several North Side neighborhood organizations, developers, contractors, and individuals are discussing expansion of the present boundaries of the Mexican War Streets Historic District to the east, west, and south. Landmarks supports this idea and is willing to provide guidance.
- "Mechanic's Retreat," the original name for the Mexican War Streets area, has been revived to designate a little park in the neighborhood at Buena Vista and Jacksonia Streets. Occupying the former site of a brick double house, the park is to be laid out in its greater area with plans of the now-gone buildings, the walls represented in brick, the room spaces by sand. The former yard areas are to be planted in creeping juniper, and one extant oak tree and three sophora japonica trees will provide shade. The plan for the park was prepared by Landmarks Design Associates. The land for the park was donated by Landmarks' Board chairman Charles C. Arensberg, his son, and Walter D. Toole.



- A curious phenomenon at 1328 Damas Street on Spring Hill was recently brought to our attention by Richard D. Edwards, vice-chairman of our Board. This castle-like construction of stone, brick, and concrete was the personal, hand-made creation of one Leo Berger, an Austrian-born baker who built a house on this property in c. 1932. Thereafter, he labored to fulfill a vision — the creation of a replica of the view from his window when he was a youth in Austria. This labor of love, an architectural "folly," is an intriguing reminder of our broad cultural roots and speaks to us of the human delight in unusual constructions and Romantic images.
Our staff is now contacting preservation enthusiasts in the area so a plan can be implemented to ensure the maintenance of this unique landmark.
- On September 18, the Philadelphia development firm Historic Landmarks for Living introduced the public to their first Pittsburgh adaptive work, the "Schoolhouse." This is a remodeling of the old Latimer School, in the Duchtown area of the North Side, into 77 apartments. Rents are high but so are the ceilings, and this Fred Sauer building of 1898 in yellow brick looks as it did when built, save for a new dark-green canopy of steel and cloth.
- Stanley Lowe and Christina Schmidlapp represented Landmarks at the 1985 convention of the National Trust for Historic Preservation, held in Seattle from October 9 to 13. They report a mood of cautious optimism. The Investment Tax Credit question — an all-important matter for developers thinking of restoring National Register properties — is likely to be settled as follows: the maximum credit now available of 25% will probably drop to 20%, a rate still high enough to encourage developers. Federal funding for the Trust will stay at 1985 levels, it is believed, and on the bright side, a Maritime Preservation department has been created to give attention to the special problems of saving historic vessels.

- Interior improvements are underway at the Neville House (1785) on Washington Pike in Bridgeville, thanks to the generosity and support of many capital campaign contributors. The Colonial Dames of America is planning to furnish and redecorate the dining room of the house, under the guidance of chapter president and Landmarks trustee Mrs. David L. Genter. The second floor of the house is being replastered as a result of the proceeds generated from the Neville House Auxiliary's fund-raising fashion show and raffle in September.
- The first meeting of the Main Street Program for East Carson Street on the South Side was held on October 15. Representatives of the National Trust for Historic Preservation, Landmarks, South Side businesses, and the South Side Local Development Corporation met with Main Street project director Caroline Boyce to discuss the planning process for the next two years. This will include a complete inventory of the East Carson Street Historic District.
- Until this summer, the Post Office on Shiloh Street in Mount Washington was a 1900 survivor, with a colored tile floor, high ceiling, walls and wainscoting of an unmemorable official hue, and a screen of joinery neither plain nor fancy between public and staff. In the big windows toward Shiloh Street were potted plants.
Now it has been modernized out of recognition: no window area to speak of, but a luke-warm smear of fluorescent lighting over pale-tan walls and lowered ceilings. We urge local residents to call for the return of the original Post Office.
- With the newly opened extension of the Route 28 expressway at Exit 15 just yards away, the Burtner House in Natrona Heights is more accessible to visitors than ever before. Special tours of the historic stone manse (1818-21) can be arranged by calling 224-7537. Slide presentations which focus on Western Pennsylvania history, the settlement of the Allegheny Valley, and the construction/restoration of the Burtner House are also available for club programs.



- Architectural consciousness is on the rise in Downtown Pittsburgh. The Koppers Building has long offered visitors an exemplary brochure describing the building history and its architecture. PPG Place now offers a similar brochure. At the Park Building, a first-floor public hallway has been outfitted with a succession of showcases filled with historic photographs and architectural drawings. The Westin William Penn Hotel, recently listed on the National Register of Historic Places, has used copies of the hotel's original plans acquired from Landmarks for a lobby showcase display, and has adopted the advertising slogan: "Pittsburgh's National Landmark Hotel."
- Greystone Associates is developing two properties, formerly belonging to Chatham College, at Fifth Avenue and Woodland Road. "Willow Cottage," the Victorian Gothic house next to Woodland Road, will be restored externally; its interiors, cheaply remodeled already, will retain only the surviving trim and mantelpieces. "Greystone," the nearby Benedum mansion, will retain its major interiors though it will be divided into five homes. Some old trees and garden features will remain, but there will be new construction to designs by Arthur Lubetz Associates for 47 families on the grounds.

Preserving Significant Artifacts

- Notable artifacts that have been given or promised to Landmarks in 1985 include:
- The first electric-arc steelmaking furnace used in the United States: a Heroult furnace of 1905 imported from France and donated by the Crucible Materials Corporation division of Colt Industries, Inc.
 - A 1929 Mack pumper firetruck, given by the Liberty Borough volunteer fire company.
 - A 2000-watt rotary converter, built by Westinghouse Electric in 1925 and last used at South Hills Junction to supply up to 50 trolleys with 600-volt direct current at 5,000 amperes. Landmarks quickly provided a \$10,000 six-month loan so the converter could be purchased from the scrap metalist.
 - A "sub-ladle" hot-metal car, used to carry molten, newly smelted iron to steelmaking equipment in U.S. Steel's National Works.
 - Two bottle engines, fireless engines that ran on an occasional charge of steam, from the Mesta Machine Company. Landmarks had to pay the scrap value of \$10,000 to obtain them.
 - The sliding lock-gate gear assembly from the Davis Island Dam of 1885, a gift from the Pittsburgh Engineer District of the U.S. Army Corps of Engineers. The Davis Island Lock and Dam was dedicated as a National Historic Civil Engineering Landmark in October 1985.
 - An ingot mold from the Shenango Company and a steam reciprocating blowing engine, 45 feet high.
 - Two bisque ceramic figurines, the gift of Edgar H. Kratz of Gibsonia.
- Through the agency of William C. King, vice-president of The Historical Society of Western Pennsylvania and former Gulf Oil executive, valuable technical exhibits and archival material from the Harmarville Research Center of Gulf have been placed in storage by the Allegheny Conference on Community Development with an eye toward the "history center" that local historical/cultural groups hope to form.
- Give a Landmarks Present**

Give a friend or relative the present of a Landmarks' membership. Annual dues begin at \$15 and your one-time gift has a year's worth of value. Newsletters and invitations for tours, lectures, and special events are mailed throughout the year — and your contribution supports the very worthy goal of preserving our architectural heritage and promoting interest in local history.

1985: Year in Review

LET US PAUSE for a moment in the fast pace of our daily lives and look back on this year. In many ways, it has been a year of unparalleled accomplishments:

- Thanks to the generous support of our trustees, members, and private foundations, we have successfully completed the Capital Funds Campaign, and implemented many of the programs proposed in our *Five Year Master Plan*, published in 1982 at the outset of the Campaign.
- Our relationships with neighborhood and community groups have been strengthened, and we continue to be a respected leader on the national preservation scene.
- Through our Revolving Loan Fund, we have helped ensure the survival and restoration of several historic properties.

- On July 27, we hosted a preservation forum focusing on the Strip District. We have articulated a strong position on that issue, and proposed a master concept for land use and development in the Golden Triangle, leading to a vigorous tourist industry.
- Through a grant from the Pennsylvania Historical & Museum Commission, we nominated six sites, six districts, and two thematic groups to the National Register of Historic Places. To date, six of our nominations have been listed on the National Register of Historic Places.
- *Landmark Architecture: Pittsburgh and Allegheny County* was released on September 26 to public and critical acclaim. Over 2,000 copies were sold in two months.

- Work on the Schenley Park Centennial Restoration program was begun.
- On March 5, we hosted a discussion among historical groups and community leaders interested in establishing a major history center in Pittsburgh. On September 4, we secured a site — the Lawrence Paint Building — which we hope proves feasible for use as a history center.
- The Station Square Transportation Museum opened on October 15 and hundreds of people have visited the ingeniously designed display of vintage autos and historic transportation memorabilia. Admission is free to members of Landmarks.
- Hundreds of school teachers and students have participated in our educational programs which have been strengthened as a result of the Revolving Fund for Education, established through a generous grant from the Claude Worthington Benedum Foundation.

- Almost 3,000 members and friends participated in our tour program, visiting East Liverpool, Ohio, many Pittsburgh neighborhoods and ethnic churches, and downtown preservation areas.
- An oral history on the Papercraft Corporation, the first in a series of corporate histories, was completed in November.
- Approximately 100 of our members volunteered to help make the October Antiques Show and Artifacts Sale successful public events.
- And over 100 people joined Landmarks this year, while eighty-five percent of our members renewed their membership support.

We plan to catch our breath on December 25th, and then begin work — just ahead of schedule — on the new year.

photo © Clyde Hare



East Liverpool Tour

Spring '85



Transportation Museum



Kids & Education



What's being said about *Landmark Architecture*

"Count this as a prediction: A Pittsburgh keepsake has been introduced today that will be treasured in many local homes, offices and libraries for lots of years to come.

The keepsake is a book, *Landmark Architecture: Pittsburgh and Allegheny County*, and it has something for everyone — or for anyone who gives a hoot about this city and its surroundings."

Sylvia Sachs, The Pittsburgh Press

"I've been anticipating with excitement the new book, *Landmark Architecture: Pittsburgh and Allegheny County*, and was sure pleasantly surprised when it came on Friday in fine condition. That is a true work of art as well as armchair enjoyment."

*Robert H. Odland
member of Landmarks*

"On behalf of the Staff and board of Directors of the Allegheny Cemetery Historical Association, we congratulate the Pittsburgh History & Landmarks Foundation and Walter C. Kidney for the most informative book, *Landmark Architecture: Pittsburgh and Allegheny County*.

Mr. Kidney, as in the past, has beautifully captured the historical beauty of Allegheny Cemetery's structures and monuments. His knowledge of Pittsburgh architecture is shown in his text and has proven that Pittsburgh is #1 in many ways.

Thank you for including Allegheny Cemetery in this magnificent book which will assist in preserving our historical cemetery in perpetuity."

*Allegheny Cemetery
Historical Association*



Artifacts Sale



Antiques Show

Fall '85



Downtown Walking Tour

Spring '85

A Decade of Accomplishment

The Committee for the Restoration of Phipps Conservatory

1985 marked the beginning of a new non-profit organization in Pittsburgh, *Phipps Friends*. This membership organization, now under the capable leadership of Mrs. David S. Ketchum, unifies and expands upon the work of three previously separate groups: the Committee for the Restoration of Phipps Conservatory, a volunteer auxiliary of Landmarks; the City of Pittsburgh, owner of Phipps Conservatory; and the educational committee of the Conservatory.

It is appropriate to briefly document the accomplishments of the Restoration Committee in this year-end issue of *PHLF News*, since its members worked tirelessly for 10 years to raise funds for the restoration of the historic structure in Schenley Park.

Mrs. James H. Childs, Jr., a trustee of Landmarks, served as chairwoman of the Committee for the Restoration of Phipps Conservatory from its inception in 1975 to 1985. Originally, the Committee thought that \$250,000 would be needed to repair the glass houses of the Conservatory. But a study commissioned by the Committee resulted in a dire analysis:

- The Conservatory needed to be almost entirely reglazed.
- New mullions were needed to hold the glazing.
- The ventilation system needed to be improved.
- There were no drains in the floors, the plumbing and all the walkways were in bad condition, and the heating was tenuous at best.

The total bill for these essential improvements was estimated between five and seven million dollars.

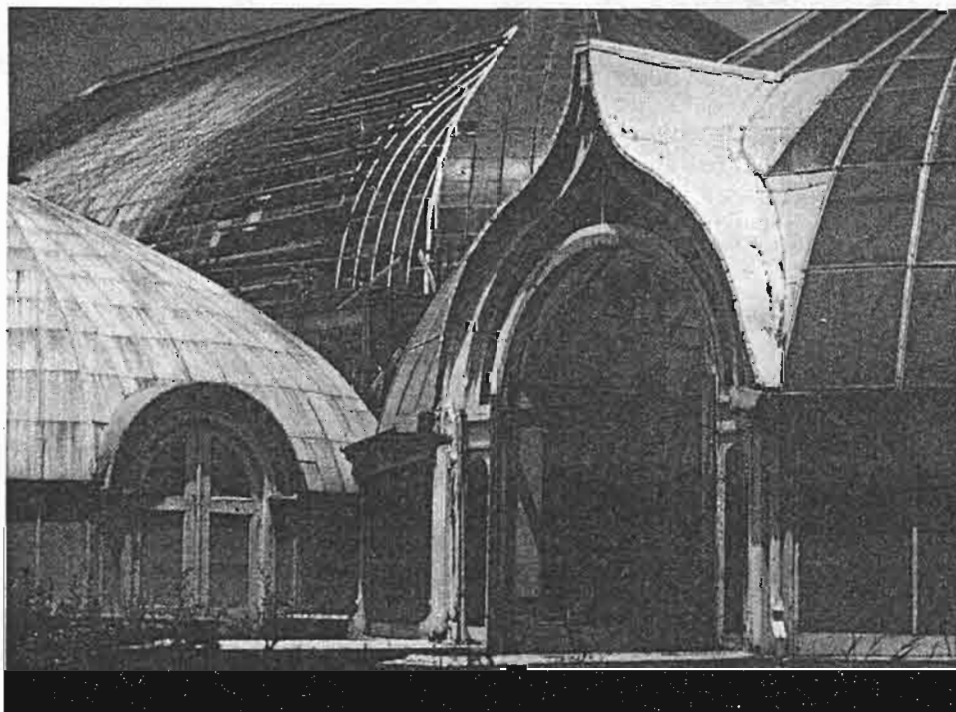
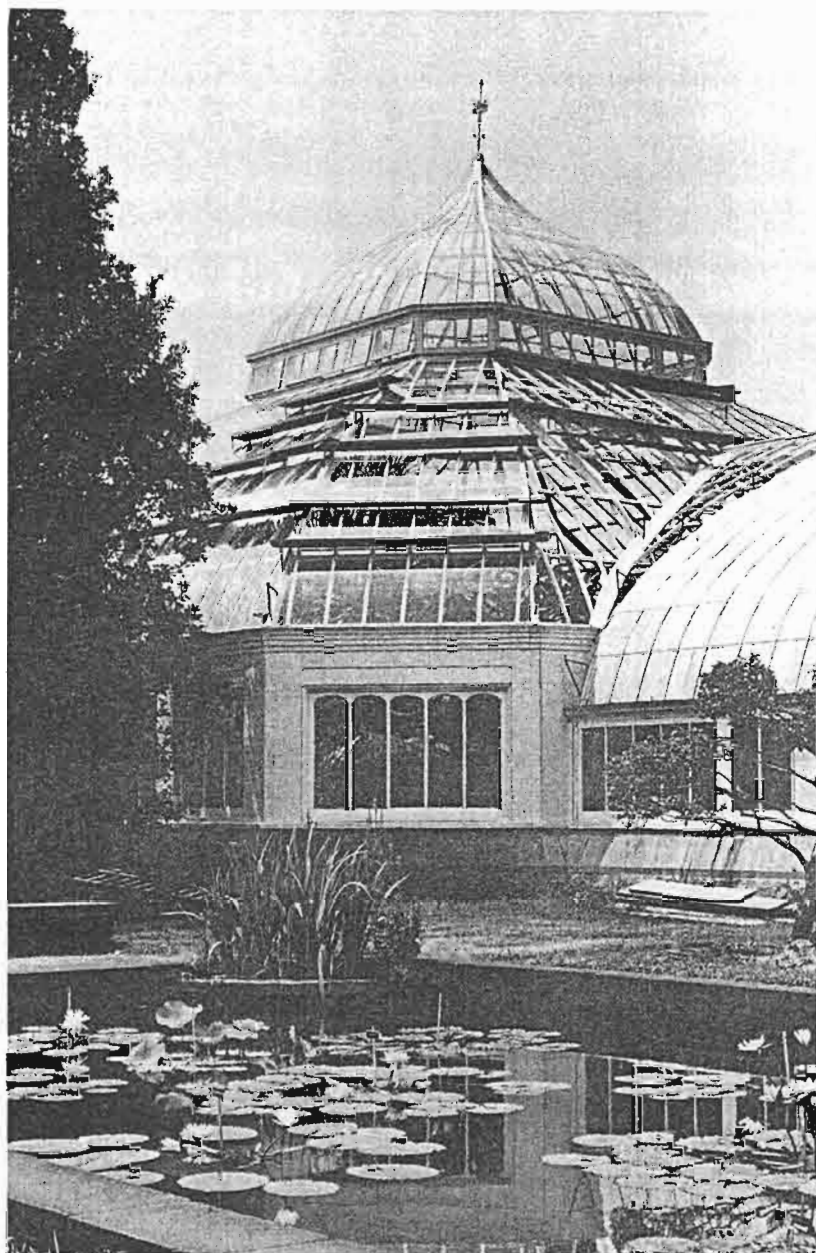
Undaunted, the Committee set forth with Landmarks' guidance and in cooperation with Louise Brown, director of the City Parks and Recreation, and Edward Vasilcik, director of the Conservatory. In the ensuing years, the City committed major capital funds to improve the Conservatory and the Committee raised close to one million dollars in private funds. In addition, the Federal government announced an application for funding from the Public Works Department which resulted in a two million dollar grant for the new heating system, which entailed trenching under a road, down into the valley and under the railroad tracks,

and up the other side into the main power station in Oakland.

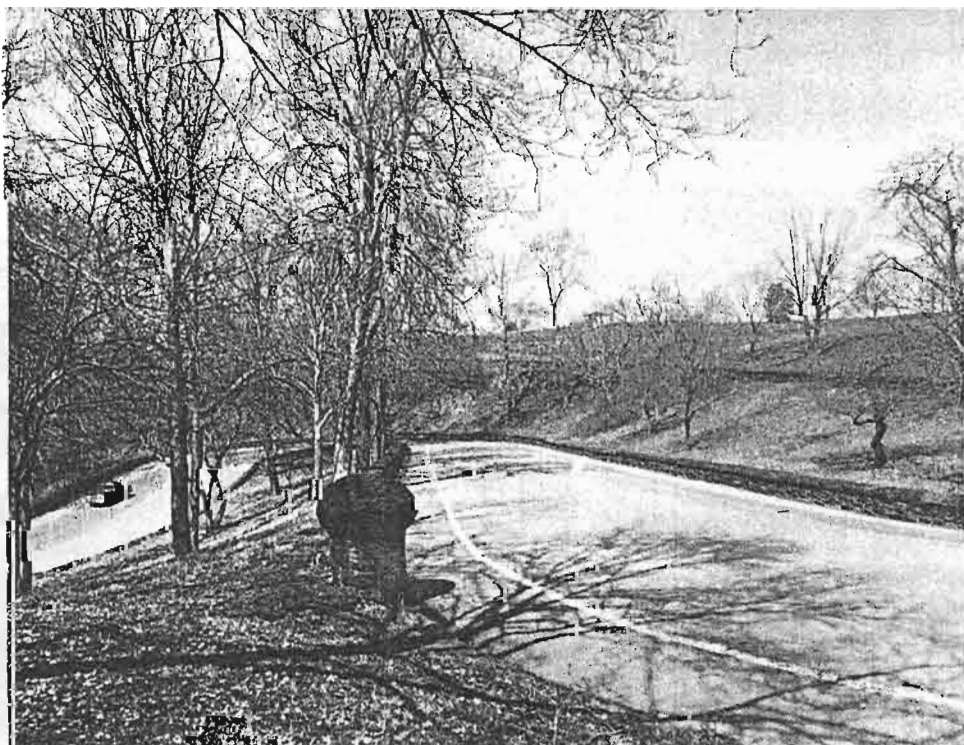
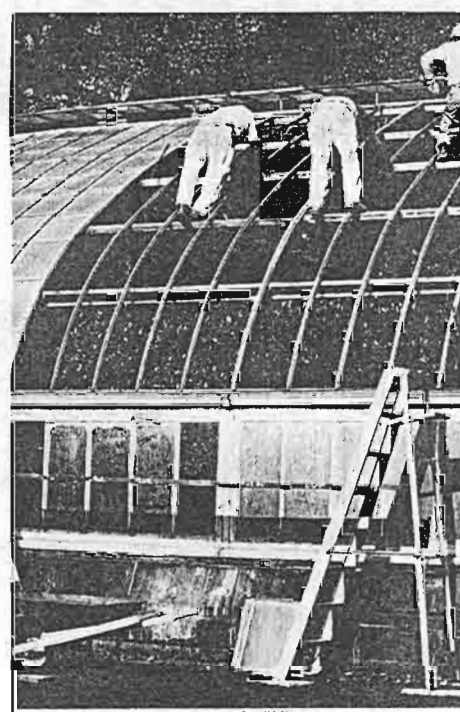
Through the efforts of the Restoration Committee, new heating and lighting systems were installed, major structural and restoration repairs were made in the majority of the Conservatory rooms, benches were installed in memory of two founding Committee members, four fountains were renovated, and discussions began on the creation of a new entry and educational wing which continue today.

The Committee members became extremely effective in fund raising and learned how to work skillfully with City officials. At the same time, they worked quietly serving the public: utilizing the Conservatory for both educational programming and for pleasant social occasions and supporting the docent and tour programs that were growing in popularity as a result of the improved Conservatory environment. In short, they proved themselves the equal of the huge task before them.

Several Committee members now serve on the Board of *Phipps Friends*, so their experience and expertise in restoration continues to benefit the Conservatory and public.



Phipps Conservatory in Schenley Park was designed in 1893 by Lord & Burnham of Irvington, New York. Between 1975 and 1985, the Committee for the Restoration of Phipps Conservatory (a volunteer auxiliary of Landmarks) and the City of Pittsburgh raised approximately six million dollars for the renovation of the Conservatory.



Schenley Park Restoration Study Now Complete

Landmarks is pleased to announce that Environmental Planning & Design has completed a study of Schenley Park, funded in part by a generous grant from the Pittsburgh Parks and Playgrounds. The study, to be featured in the Spring issue of *PHLF News*, provides an inventory of the Park's significant landscape, sculpture, and architectural features, assesses the condition of these features, and estimates their restoration costs.

Initiated at the request of Landmarks in cooperation with the City of Pittsburgh, the study represents part of Phase I of the Schenley Park Restoration Project. Christina Schmidlapp, project director, is thoroughly researching the Park's history, consulting park support groups in cities across the nation, and organizing a capital cam-

paign and advisory board to raise funds to implement restoration plans in Phase II. Some of Landmarks' events in 1986 — tours, lectures, and seminars — will focus public attention on the Park's history, significance, and need for restoration attention.

This restoration project is an outgrowth of the National Register nomination for Schenley Park prepared by Landmarks in June. As a historic landscape, Schenley Park is Pittsburgh's best example of the nineteenth century large urban park, an important planning feature of many industrialized cities. Since Schenley Park will be 100 years old in 1989, it is an opportune time to focus public attention on the need for restoration and improved park maintenance.