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

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

Here is a restrained—almost severe—Neoclassical building with the URA.

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

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

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

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This restored Neo-Classical façade, designed in 1922 by Weary & Alford of Chicago who specialized in banks, is distinguished by its severe stone wall treatment. This kind of building would be well suited for apartments.

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MARKET SQUARE AREA

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

—Bruce Katz, Brookings Institution, 2003

Redevelopment of the Market Square area is progressing. Key projects are incorporating historic preservation and “green” building principles. Private local developers, the City of Pittsburgh, Urban Redevelopment Authority of Pittsburgh, Commonwealth of Pennsylvania, and the preservation community are balancing new construction with restoration, resulting in Pittsburgh’s first new skyscraper since the 1970s (Three PNC Plaza on Fifth Avenue), and the recently completed Tower at PNC Plaza (designed to be the world’s “greenest” office tower) and Tower Two-Sixty and Hilton Garden Inn on Forbes Avenue. Four major projects completed in 2009 have helped create the vibrant area we experience today:

• Three PNC Plaza: PNC Financial Services Group developed a 23-story mixed-use tower on Fifth Avenue, which achieved LEED (Leadership in Energy and Environmental Design) Gold certification. Three PNC includes Farmington Pittsburgh, condominiums, office space for PNC and the law firm fixed Smith, retail, a restaurant, and parking. Project architect: Gensler (San Francisco), with Astonoro (Pittsburgh).

• Piatt Place: Milkcraft Investments of Washington, PA, transformed the Fifth Avenue and Wood Street building, designed in 1927 for the short-lived Lazarus department store (closed in 2004), into restaurant, retail, and office space. A three-story addition housing high-end condominiums was also constructed.

• Market Square Place, also by Milkcraft Investments, and
• Market at Fifth, a project of the Pittsburgh History & Landmarks Foundation, are featured in this brochure (see Q and Q). Both projects involved the rehabilitation of architecturally significant historic structures.

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