

**12 7/Eleven**  
429 Wood Street

In 1925, this elegant building was designed for John M. Roberts & Company, a family-operated jewelry store. The local architect was George M. Rowland. The street-level storefront and delicately ornamented canopy have been refaced in accordance with the corporate image of the current tenant. PHLF is to undertake some façade restoration work in 2014, in cooperation with the URA.

**13 Denim Xpress**  
439 Wood Street

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

**14 443 Wood Street**  
Available for Lease

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

**15 Kashi Jewelers**  
445 Wood Street

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

**16 Fifth Wood Building (Kashi Jewelers/Liberty Two)**  
Fifth Avenue and Wood Street

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

**17 PNC YMCA (Market Square Place)**  
236 Fifth Avenue

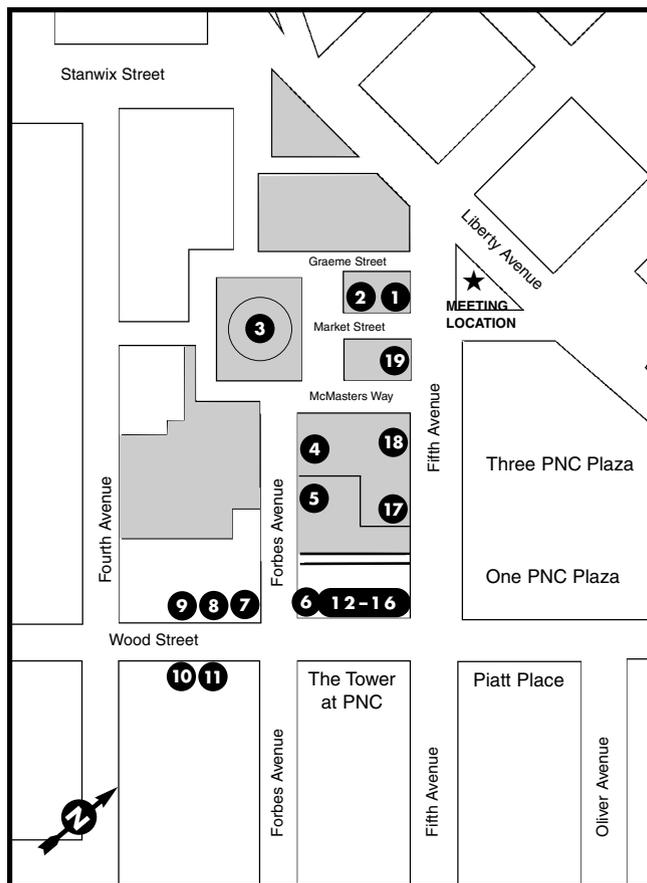
This restored Neo-Classical façade, designed in 1922 by Weary & Alford of Chicago who specialized in banks, is distinguished by its severe stone wall treatment. This kind of building would have been designed in Italy and France around 1790.

**18 Market Square Place**  
214-18 Fifth Avenue

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

**19 Buhl Building**  
204 Fifth Avenue

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



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

**Market Square Area, Downtown Pittsburgh**

- |  |  |
|--|--|
| 1. Market at Fifth                       | 11. 418, 420, 422 Wood Street                        |
| 2. Camera Repair Service                 | 12. 7/Eleven   |
| 3. Market Square                         | 13. Denim Xpress                                     |
| 4. Market Square Place                   | 14. 443 Wood Street                                  |
| 5. CVS/pharmacy                          | 15. Kashi Jewelers                                   |
| 6. "Skinny Building"                     | 16. Fifth Wood Building (Kashi Jewelers/Liberty Two) |
| 7. Italian Sons and Daughters of America | 17. PNC YMCA (Market Square Place)                   |
| 8. Boutique la Passerelle                | 18. Market Square Place                              |
| 9. J. R. Weldin Company (Weldin's)       | 19. Buhl Building                                    |
| 10. Point Park University Center         |  |

For more information on local buildings and architects, purchase one of our books: 412-471-5808, ext. 525; [www.phlf.org](http://www.phlf.org)

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"Pittsburgh's cool," by Josh Noel, *Chicago Tribune*, Jan. 5, 2014

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- Oct. 25 (Sat.):** Bus Tour to Chatham University's Self-Sustaining Eden Hall Campus

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**DOWNTOWN PITTSBURGH**  
**MARKET SQUARE AREA WALKING TOUR**



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# MARKET SQUARE AREA WALKING TOUR

**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 have balanced new construction with restoration, resulting in Pittsburgh’s first new skyscraper since the 1980s (and two more under construction), a luxury hotel, a major exercise and health facility, condominiums, apartments, offices, parking, and a mix of local and national retailers and businesses. Four major projects completed in 2009 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 the 185-room Fairmont Pittsburgh, 28 condominiums, office space for PNC and the law firm Reed Smith, retail, a restaurant, and parking. Project architect: Gensler (San Francisco), with Astorino (Pittsburgh).
- **Piatt Place:** Millcraft Investments of Washington, PA, transformed the Fifth Avenue and Wood Street building, designed in 1997 for the short-lived Lazarus department store (closed in 2004), into restaurant, retail, and office space—and added a three-story addition to house 62 high-end condominiums.
- **Market Square Place**, also by Millcraft Investments, and
- **Market at Fifth**, a project of the Pittsburgh History & Landmarks Foundation, are featured in this brochure (see 4 and 1): both projects involve the restoration of architecturally significant historic structures for new uses.

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

## 1 Market at Fifth

130 Fifth Avenue

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

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

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

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

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

Landmarks Development Corporation (LDC), a for-profit subsidiary of PHLF, acquired a fourth building—the former John R. Thompson Restaurant at 435 Market Street—in 2008. PHLF is renovating the Thompson building, thanks to a generous grant from the Allegheny Foundation, the Commonwealth of Pennsylvania’s Redevelopment Assistance Capital Program (RACP), and Allegheny County’s Community Infrastructure and Tourism Fund. Built in 1907 for the John M. Roberts jewelry company, the brick building was acquired by the Chicago restaurant chain in 1926 and later remodeled with a white-glazed terra cotta façade. In 1930, Thompson’s Restaurant had nine Pittsburgh locations. An urban market will open in the first floor of the Thompson building this fall.

## 2 Camera Repair Service

433 Market Street

This narrow Art Deco building in buff brick has lots of geometric ornamentation: overlapping brick piers, rows of cubes, horizontal strips of protruding-retracting brickwork, and a vertical chain of rectangles. Go inside!

## 3 Market Square

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

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

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

The Original Oyster House anchors the northeast corner of Market Square. Constructed in 1870, the building is one of 562 sites in Allegheny County to be distinguished by a Historic Landmark plaque from PHLF. When the Oyster House first opened, oysters sold for a penny and beer was 10 cents a glass!

## 4 Market Square Place

including 219 Forbes Avenue

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

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

## 5 CVS/pharmacy

239 Forbes Avenue

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

## 6 “Skinny Building”

241 Forbes Avenue

This is perhaps the shallowest building in Pittsburgh, built just after Forbes Avenue was widened around 1900. The Urban Redevelopment Authority (URA) has purchased the building and has asked PHLF to restore the façade.

## 7 Italian Sons and Daughters of America

419 Wood Street

Designed in 1929 by local architects Hunting, Davis & Dunnells, this building became the home of the Italian Sons and Daughters of America, a fraternal organization, in 1960. It was restored in 2012–13 through Mayor Luke Ravenstahl’s Downtown Preservation Program. PHLF managed the restoration, under contract and in partnership with the URA, thanks to funding from the Commonwealth of Pennsylvania’s Redevelopment Assistance Capital Program (RACP). In March 2012, the orange metal paneling that had long covered the upper stories was removed, to the spontaneous applause of passers-by.

## 8 Boutique la Passerelle

417 Wood Street

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

## 9 J. R. Weldin Company (Weldin’s)

413–15 Wood Street

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

## 10 Point Park University Center

414 Wood Street

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

## 11 418, 420, 422 Wood Street

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

(continued)