

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. Alas, the street-level storefront and delicately ornamented canopy have been refaced in accordance with the corporate image of the current tenant.

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 Prime Gear
443 Wood Street

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

A rare surviving wood-frame façade, constructed after 1860. Kashi Jewelers has expanded into the first-floor area.

16 Kashi Jewelers
264 Fifth Avenue

At the second level of this reserved corner building of 1922, notice the delicate Art Nouveau bud forms subtly adorning the outer edges of each column base. “Fasces,” a Roman emblem of authority, adorn the upper-floor panels. The architect was George H. Schwan, a Pittsburgher.

17 PNC YMCA (Market Square Place)
236 Fifth Avenue

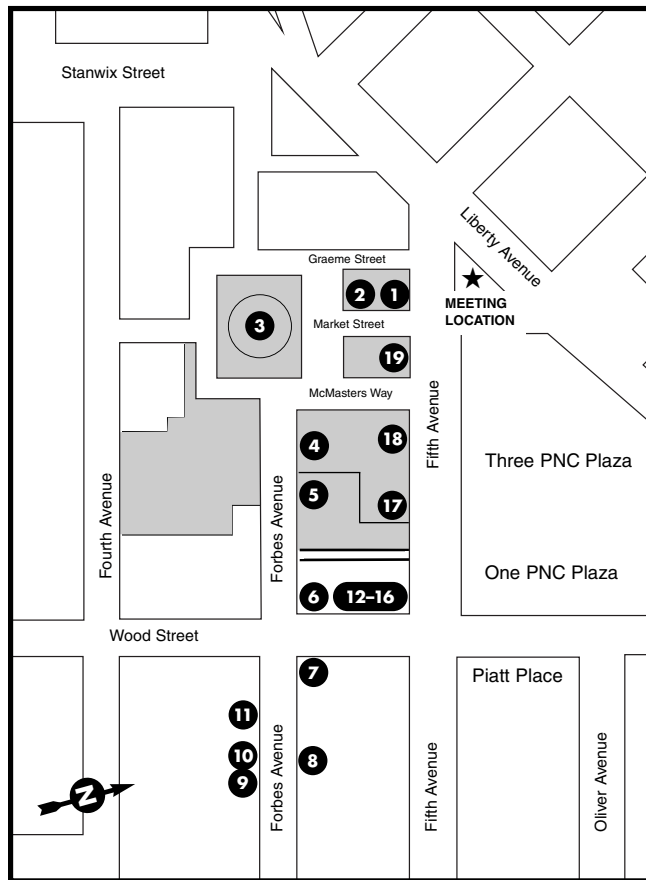
This restored Neo-Classical façade, designed in 1922 by Weary & Alford of Chicago who specialized in banks, is distinguished by its severe stone wall treatment. This kind of building would have been designed in Italy and France around 1790.

18 Market Square Place
214–18 Fifth Avenue

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

19 Buhl Building
204 Fifth Avenue

Designed by Janssen & Abbott in 1913, this building (recently renovated) 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 an easement to the Pittsburgh History & Landmarks Foundation 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. Courthouse Tavern |
| 2. Camera Repair Service | 12. 7/Eleven |
| 3. Market Square | 13. Denim Xpress |
| 4. Market Square Place | 14. Prime Gear |
| 5. CVS/pharmacy | 15. Kashi Jewelers |
| 6. “Skinny Building” | 16. Kashi Jewelers |
| 7. 2T Jewelers (closed) | 17. PNC YMCA (Market Square Place) |
| 8. Rite Aid Pharmacy | 18. Market Square Place |
| 9. Honus Wagner Company (closed) | 19. Buhl Building |
| 10. Point Park University Center | |

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There’s a simple rule about American cities. The best ones are those set within tight physical limits. . . . Pittsburgh falls emphatically into the first category. . . . Compact and muscular, it is one of America’s few real walking cities.

—Rupert Cornwell, ‘Steel Town’ shows US the art of survival (The Independent, February 27, 2011)

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Oakland Civic Center Walking Tours

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Sat., June 25, 2:00 to 4:00 p.m.

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Sat., July 16, 2:00 to 4:00 p.m.

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Sat., July 23, 10:30 a.m. to 5:00 p.m.

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or Sat., Sept. 17, 1:00 to 2:30 p.m. (Filled)

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Sat., Oct. 15, 1:00 to 5:00 p.m.

* Tours for members only; please join!

FOR DETAILS OR RESERVATIONS

412-471-5808, ext. 527 or marylu@phlf.org
www.phlf.org

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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, the Commonwealth of Pennsylvania, and the preservation community have balanced new construction with restoration, resulting in Pittsburgh’s first new skyscraper since the 1980s, a luxury hotel, a major exercise and health facility, condominiums, apartments, offices, parking, and a mix of local and national retailers and businesses. Three major projects were completed recently:

- **Three PNC Plaza:** PNC Financial Services Group has developed a 23-story tower on Fifth Avenue, the nation’s largest mixed-use “green” building. Three PNC includes the 185-room Fairmont hotel, 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 Industries of Washington County, PA, has transformed the Fifth and Wood Street building, designed in 1998 for the short-lived Lazarus department store (closed in 2004), into restaurant, retail, and office space—and has added a three-story addition to house 62 high-end condominiums.
- **Market Square Place**, also by Millcraft Industries, 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 1890s 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 on your walk!

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 is one of the first revitalization projects in Pennsylvania to use Federal Historic Rehabilitation Tax Credits and apply for LEED (Leadership in Energy and Environmental Design) 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.

PHLF acquired a fourth building—the former John R. Thompson Restaurant at 435 Market Street—in 2008. Thanks to a generous grant from the Allegheny Foundation, PHLF is renovating the Thompson building for new uses. Built in 1907 for the John M. Roberts jewelry company, the brick building was acquired by the restaurant in 1926 and later remodeled with a white-glazed terra cotta façade. In 1930, Thompson’s Restaurant had nine Pittsburgh locations.

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 all four squares 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 Lubin & Smalley 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 546 sites in Allegheny County to be distinguished by a Historic Landmark plaque from the Pittsburgh History & Landmarks Foundation. 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 Industries, Inc. **Market Square Place** includes 46 loft apartments, underground parking, first-floor retail throughout, and the YMCA of Greater Pittsburgh. **Market Square Place** has incorporated “green” features and expects to obtain LEED Silver; the project architect is STRADA, a Pittsburgh firm. The Pittsburgh History & Landmarks Foundation was involved in historic tax credit aspects of this development.

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.

7 2T Jewelers (closed)

305 Forbes Avenue

Formerly occupied by Bolan’s Candies, this is one of the finest examples in Pittsburgh of the Beaux-Arts style. This small but imposing building of c. 1905 looks like a jewel box. Compare the Ionic pilasters (flattened columns) with those on the Neo-Classical building of c. 1915, next door (Penn Wig & Fashions), originally the F & W Grand 5 to 25 Cent Store, Inc.

8 Rite Aid Pharmacy

313–17 Forbes Avenue

In 1937, the J. C. McCrory Company had its architect (name unknown) apply this up-to-date Art Deco geometric buff brick façade to what was originally the Olympic Theatre building.

9 Honus Wagner Company (closed)

320 Forbes Avenue

Look at the beauty of this building. The name of the restaurant, “The Royal,” can still be seen on the rich, festive, Edwardian building of c. 1910. In 1952, Honus Wagner (1874–1955), a famous shortstop for the Pittsburgh Pirates, bought the building and moved his sporting goods store here. Point Park University has acquired the building and plans to build the Pittsburgh Playhouse in this area.

10 Point Park University Center

318–14 Forbes Avenue

In 1902 prominent local architect Frederick J. Osterling designed this building for the Colonial Trust Company. It survives as the downtown’s best example of Edwardian Baroque, a style characterized by the rusticated ground-floor level, the pairing of the colossal columns, and the elaborate cartouche that breaks into the crowning pediment. This building entrance now serves only as an exit from Point Park University Center. To enter the handsomely restored library, classroom, and theater space, go to 414 Wood Street.

The University, serving nearly 4,000 students, is effectively combining new construction and historic preservation to create an “Academic Village” in downtown Pittsburgh.

11 Courthouse Tavern

310 Forbes Avenue

The shell of the building goes back to the 1880s, but the present façade and interiors were created in the 1920s when this was the Wheel Café, a favorite haunt of burlesque performers.

(continued)