

16 Kenny's Nail Design/The Headgear
214–18 Fifth Avenue

This double-unit commercial structure is one of the oldest in the area. Architectural historian Franklin Toker characterizes it as “an Italianate cast-iron front from the 1860s or 1870s, with large glass panes and floral interlace designs [created] by the iron molds.” The building is being renovated as part of Market Square Place 2.

17 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 an easement to the Pittsburgh History & Landmarks Foundation so the building façade can be protected from further damage, in perpetuity.

18 Market at Fifth
130 Fifth Avenue; 435, 439 and 441 Market Street

Market at Fifth is a renovation project of the Pittsburgh History & Landmarks Foundation using “green” building principles. The façades of four historic buildings are being saved and the space within all four is being reconfigured to function together: there will be a commercial tenant on the first floor and seven upper-floor apartments. Landmarks Design Associates is the project architect and evolve is the green-building consultant. Project completion: spring 2009.

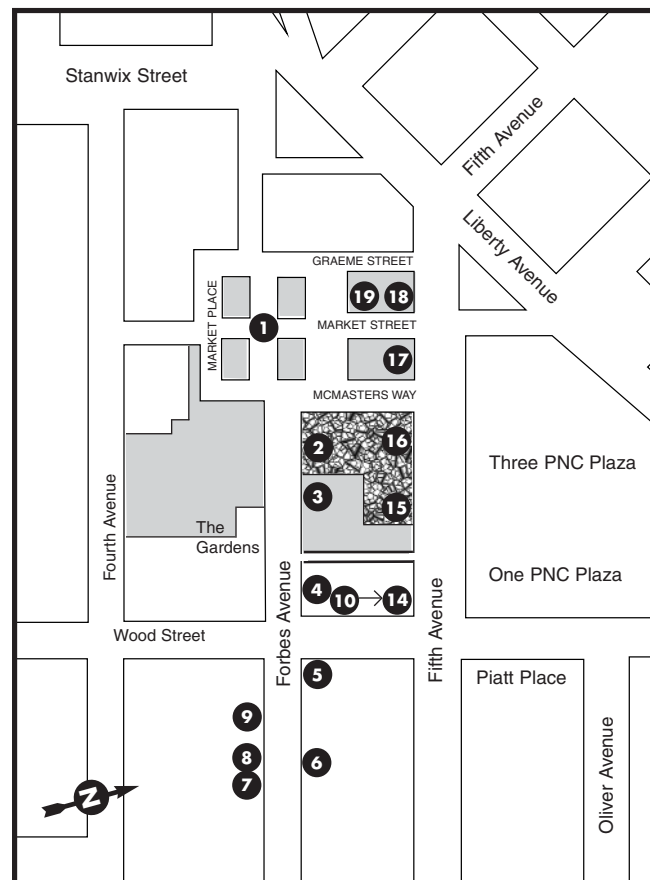
The Arts & Crafts building facing Fifth Avenue, with its deep overhanging roof, wooden window framing and stucco, is the most architecturally significant of the four. It was designed for the Regal Shoe Company in 1908 by Alden & Harlow, the city’s leading architectural firm between 1896 and 1908. The firm’s most prominent extant works are the Carnegie Institute and Library additions (1892–1907), the Carnegie Branch Libraries (1898–1903), and the Peoples Savings Bank Building (1901–02) at Fourth Avenue and Wood Street (now the Bank Tower).

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.

The fourth building, the former John R. Thompson Restaurant of 1928, is a striking white-glazed terra cotta building with overflowing flower vases and floral bands that look back to an earlier Classical manner. By 1930, Thompson’s Restaurant Company had nine locations in Pittsburgh.

19 Camera Repair Services
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.



The shaded area represents the Market Square City Historic District, designated in 1972 and subsequently expanded.

Fifth and Forbes Avenues, Downtown Pittsburgh

- | | |
|---------------------------------|--|
| 1. Market Square | 11. Denim Xpress |
| 2. Market Square Place | 12. Prime Gear |
| 3. CVS/pharmacy | 13. Kashi Jewelers |
| 4. “Skinny Building” | 14. Kashi Jewelers |
| 5. 2T Jewelers | 15. D & K Stores |
| 6. Rite Aid Pharmacy | 16. Kenny's Nail Design/
The Headgear |
| 7. Honus Wagner Company | 17. Buhl Building |
| 8. Point Park University Center | 18. Market at Fifth |
| 9. Courthouse Tavern | 19. Camera Repair Service |
| 10. 7/Eleven | |

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—Arnold Berke, Executive Editor
“Preservation” (January/February 2007)

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marylu@phlf.org

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100 WEST STATION SQUARE DRIVE, SUITE 450
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FIFTH AND FORBES WALKING TOUR



SEPTEMBER FRIDAYS AT NOON

MEETING LOCATION

Under the clock in Market Square

Join us for a **FREE** one-hour walking tour, compliments of the Pittsburgh History & Landmarks Foundation



FIFTH AND FORBES 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 Fifth-Forbes corridor is moving ahead, and 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 developed a plan that balances new construction with renovation, and will result 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 national retailers and local businesses. All this is scheduled to be completed in the next few years—and work is underway.

Major projects include:

- **Three PNC Plaza:** PNC Financial Services Group is developing a 23-story tower on Fifth Avenue. Projected to be one of the nation’s largest “green” mixed-use buildings, Three PNC will include a 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). Completion date: summer 2009.
- **Piatt Place:** Millcraft Industries of Washington County, PA, is transforming 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 is adding a three-story addition to house 58 high-end condominiums that will be ready for occupancy by February 2009. Project architect: STRADA (Pittsburgh).
- **The Gardens:** On the south side of Forbes Avenue, across from the former G. C. Murphy Company building, Millcraft Industries plans to construct a mixed-use facility that will have abundant retail, a parking garage, and a mix of apartments and 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 **2** and **13**): both projects involve the renovation of architecturally significant historic structures for new uses.

Most of the historic buildings in the Fifth and Forbes corridor 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. Although Fifth and Forbes is an area in transition, it is rich in history and architecture, full of details that delight the eye.

1 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.

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 more than 525 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!

2 Market Square Place

including 219 Forbes Avenue

The former G. C. Murphy Company Building and three other adjacent historic buildings fronting on McMasters Way and Fifth Avenue (see **15** and **16**) are being renovated by Millcraft Industries, Inc. in a \$34 million project, Market Square Place. The YMCA of Greater Pittsburgh is relocating there and plans to reopen by March 2009. The project also includes 46 loft apartments, parking in the basement, and first-floor retail throughout. Market Square Place is incorporating “green” features; the project architect is STRADA, a Pittsburgh firm. The Pittsburgh History & Landmarks Foundation has been involved in design and historic tax credit aspects of this development.

This Art Deco building — 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 in 1906. By the 1930s, there were 170 stores in 11 states. Even during the Depression 40 new stores were built.

3 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. Donahoe’s Market and Cafeteria was a favorite Pittsburgh destination from 1923 to 1970.

4 “Skinny Building”

239 and 241 Forbes Avenue

This is perhaps the shallowest building in Pittsburgh, built just after Forbes Avenue was widened around 1900.

5 2T Jewelers

428 Wood Street

Formerly occupied by Bolan’s Candies, this is one of the finest examples in Pittsburgh of the Beaux-Arts style. The fanciful, monumental 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, originally the F & W Grand 5 to 25 Cent Store, Inc.

6 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.

7 Honus Wagner Company

320 Forbes Avenue

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 opened a sporting goods store.

8 Point Park University Center

314 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 the Point Park University Center. To enter the handsomely restored library-classroom-and-theater space, go to 414 Wood Street.

The University, serving more than 3,500 students, owns or leases 16 properties within a five-block area and is effectively combining new construction and historic preservation to create an “Academic Village” in downtown Pittsburgh.

9 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.

10 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.

11 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.

12 Prime Gear

433 Wood Street

Here is a restrained—almost severe—Neo-Classical building of c. 1925 with a limestone façade. Loft apartments in buildings of just this type in Manhattan command over \$2,000 per month in rent.

13 Kashi Jewelers

445 Wood Street

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

14 Kashi Jewelers

264 Fifth Avenue

The reserved corner building of 1922 has delicate Art Nouveau bud forms at the base of the columns above the ground floor. Adorning the upper-floor panels are “fasces,” a Roman emblem of authority. The architect was George H. Schwan, a Pittsburgher.

15 D & K Stores

236 Fifth Avenue

This 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. Constructed for the Exchange National Bank, the building is being renovated as part of Market Square Place **2**.

(continued)