

HISTORY AND AHISTORY IN THE REHABILITATION OF PITTSBURGH'S  
MARKET SQUARE HISTORIC DISTRICT

A Thesis

Presented to the Faculty of the Graduate School  
of Cornell University

In Partial Fulfillment of the Requirements for the Degree of  
Master of Arts

by

Molly Lillian Soffietti

August 2016

© 2016 Molly Soffietti

## ABSTRACT

The Market Square Historic District in Pittsburgh, Pennsylvania is the site of decades of contentious planning battles. Each plan undertaken by city officials was an attempt to enliven the increasingly decrepit square. As a plan failed to bring the desired result another was proposed. The hypothesis of this thesis is that the current rehabilitation and planning in Market Square is successful, in part, because of the attention paid to creating a historic atmosphere. Though the rehabilitation is not accurate to the history of square, it is because of this inaccuracy that it is a pleasant place to be. Therefore, the inaccuracies are one factor in the successful rehabilitation of the square.

## BIOGRAPHICAL SKETCH

Molly Soffietti was born in Pittsburgh, Pennsylvania. She received a Bachelor's of Art in Art History at Allegheny College in Meadville, Pennsylvania in 2014.

For My Grandparents and Parents

## ACKNOWLEDGMENTS

I owe a debt of gratitude to all the people who made this thesis possible through their encouragement and patience.

My advisor Professor Jeffrey Chusid provided hours of discussion, critique, and editing of my work. Without his keen eye, this work would have been far more laborious. Professor Michael Tomlan has been a bottomless wealth of knowledge and encouragement. My sincerest thanks go to both professors who took a chance on a scrappy girl from the Steel City.

My parents are the sustaining force behind my education. I will never be able to repay them for enrolling me in The Ellis School where I felt so at home. Similarly, I will never be able to thank them enough for their endless support and soothing talks when I was my most anxious. In the moments I most wanted to concede, I thought of the sacrifices their parents made to receive educations and how my education is the greatest gift I will ever be given.

My siblings, James, Andrew, Cate, and Nia, have put their faith in me to complete my thesis and finally come home. I strive to never disappoint them.

Jordan Cleek, Erin Frederickson, and Sean McGee have been my closest allies at Cornell. They are the greatest friends, cheerleaders, and bullies I could have had during my time here.

## TABLE OF CONTENTS

Biographical Sketch.....	iii
Dedication.....	iv
Acknowledgements .....	v
Table of Contents .....	vi
List of Illustrations .....	vii
List of Tables .....	ix
List of Abbreviations .....	x
Introduction .....	1
Chapter 1 .....	4
Chapter 2 .....	43
Chapter 3 .....	74
Chapter 4 .....	87
Conclusion.....	99
Appendices .....	102
Bibliography .....	143

## LIST OF ILLUSTRATIONS

Illustration 1.1: Original plan of Pittsburgh .....	8
Illustration 1.2: <i>View of the Great Fire of Pittsburgh, 1846</i> .....	11
Illustration 1.3: The Carnegie Building, 1905.....	16
Illustration 1.4: Burning of Pennsylvania Railroad and Union Depot .....	18
Illustration 1.5: Pinkerton men surrendering in Homestead.....	20
Illustration 1.6: An engraving of Pittsburgh's second Courthouse .....	22
Illustration 1.7: Allegheny County Courthouse c. 1916.....	23
Illustration 1.8: Pittsburgh at Midday circa 1940 .....	28
Illustration 1.9: The Point, 1900.....	29
Illustration 1.10: The Point, 1948.....	31
Illustration 1.11: The Point following completion c.1961 .....	32
Illustration 1.12: Civic Arena development overlay .....	35
Illustration 1.13: The Civic Arena.....	35
Illustration 1.14: Lower Hill Development .....	36
Illustration 1.15: East Liberty c. 1950 .....	37
Illustration 1.16: East Liberty, 1976.....	37
Illustration 1.17: 5900 Penn Avenue .....	42
Illustration 2.1: Map of the Market Square Historic District .....	44
Illustration 2.2: Map of Fifth-Forbes Corridor .....	44
Illustration 2.3: Allegheny County Courthouse and Market House .....	45
Illustration 2.4: The Diamond Market Building.....	46
Illustration 2.5: Illustration of Market Square Concept A “Minimal” .....	68
Illustration 2.6: Illustration of Market Square Concept B “Oasis” .....	68
Illustration 2.7: Illustration of Market Square Concept C “Historic” .....	69

Illustration 4.1: Modern and Historic Architecture in Market Square .....	91
Illustration 4.2: PPG Tower in comparison to surrounding structures .....	92
Illustration 4.3: Further view of Primanti Brothers and PPG Place .....	92
Illustration 4.4: Belgian Block paving in Market Square.....	93
Illustration 4.5: May 19, 1928 Photograph of Market Square.....	94
Illustration 4.6: Market Square photographed June 15, 1914 .....	95
Illustration 4.7: Outdoor dining in Market Square .....	96
Illustration 4.8: Two outdoor dining options in Market Square .....	96

## LIST OF TABLES

Table 2.1: URP and PHLF Plan Cost Comparison.....	58
Table 2.2: URP and Collaborative Plan Cost Comparison.....	61
Table 3.1: Survey of Buildings on Liberty Avenue .....	75
Table 3.2: Survey of Buildings on Fifth Avenue .....	75
Table 3.3: Survey of Buildings on Wood Street.....	77
Table 3.4: Survey of Buildings on Market Street.....	77
Table 3.5: Survey of Buildings in Market Square .....	78
Table 3.6: Survey of Buildings on Forbes Avenue .....	78

## LIST OF ABBREVIATIONS

- AAIS...Amalgamated Association of Iron and Steel Workers  
ACCD...Allegheny Conference on Community Development  
DPC...Downtown Planning Collaborative  
ELDI...East Liberty Development, Inc.  
GTCDC...Golden Triangle Community Development Corporation  
MSA...Market Square Association  
PDP...Pittsburgh Downtown Partnership  
PHLF...Pittsburgh History and Landmarks Foundation  
PPG...PPG Industries/Pittsburgh Plate Glass  
TIF...Tax Increment Financing  
URA...Urban Redevelopment Authority  
URP...Urban Retail Properties

## INTRODUCTION

This thesis examines whether history, as a discipline and an attitude towards place and community, played a significant role in the design of the current rehabilitation of Pittsburgh, Pennsylvania's Market Square Historic District beginning in 2006. Over the past half century, the historic district has undergone several failed revitalization attempts. The most recent iteration was an attempt that seems to owe its success, at least in part, to adopting methods of history through a lens that is not accurate to the history of the square. While there has been economic, social, and cultural revitalization in the area brought by recent attention and work paid to the historic district, the result is ahistorical in nature. This sets up an interesting and somewhat paradoxical conflict between methods, intentions, goals, and implementation. One goal of this work, therefore, is to study a potential role for history in preservation practice.

This thesis is also a case study examining the rehabilitation of a historic urban square. That includes the changing nature of historic urban corridors over time. The ongoing rehabilitation of the square, a process that is constantly evolving, has made significant progress in the years just prior to the research undertaken for this work. Two examples are the spring 2015 opening of a grocery store just off the square in a rehabilitated historic structure, and the spring 2016 completion of the Gardens at Market Square, an office and hotel high-rise. Pittsburgh is a Rust Belt city that is rising from the collapse of American industry and manufacturing. Market Square, an element included in the original 1784 plan for the city, is a historic urban corridor and the original geographic heart of the city. The rehabilitation of the square is a symbol of efforts to revitalize Pittsburgh after decades of decline. Market Square can function as an example for nation-wide efforts to rehabilitate historic squares in other Rust Belt cities.

The material for the thesis was collected through newspaper and book research beginning in June 2015. Newspaper research enabled the creation of a timeline detailing the development of Market Square, particularly during years with countless articles about proposed changes and plans for the square. Oral interviews were undertaken in March and April 2016. Theoretical sources were consulted for support to the theory chapter.

The utilization of history in Market Square's rehabilitation is a topic that has not been examined previously. The square is currently undergoing change that can be categorized as a continuation of the efforts begun in the late 2000s. The lack of theoretical writing about Market Square was a challenge to the research done for this work. Work on Market Square is centered on its history, development, and the demands of the real estate industry in the square—not adopting a theoretical position.

The approach taken to addressing the hypothesis of this work was done not through book research and expanding upon previous theory. The core of this work was the development of an accurate timeline of events in Market Square. This timeline was compiled through readings hundreds of newspaper articles dating back to the eighteenth century. An accurate timeline allows for the discussion of the complicated events that occurred surrounding Market Square.

The following work is divided into four chapters. The history of Pittsburgh provides a general introduction to the city, region, and its history. It provides the groundwork for why, when, and how Market Square was created. The history of the city also traces population trends. This information is referred to in the second chapter in a history of Market Square. The square's success and failure was influenced by the conditions of Pittsburgh. Pittsburgh's success and condition has waxed and waned in tandem with that of Market Square. The third chapter details

the structures of the Market Square area. The final chapter is a theoretical examination of the use of history within Market Square and its rehabilitation.

## CHAPTER 1: THE HISTORY OF PITTSBURGH

### INTRODUCTION

Pittsburgh was founded in an area long inhabited by Native Americans, who settled in the area because of its convenient location along three rivers: the Allegheny, Monongahela, and Ohio. Pittsburgh's history has been shaped by these rivers. The land along their shores became central to the economic vitality of the region. Immigrants came to work in the mills and factories that lined the rivers. Industrialists earned fortunes utilizing and exploiting this labor. As the steel industry and other manufacturing collapsed during the late-20<sup>th</sup> century, private foundations funded by the wealthy industrialists attempted to stabilize and save the city. Their philanthropy acted in opposition to the nature of the creation of their wealth. Rather than exploiting the working class, they hoped to support it.

### COLONIAL PENNSYLVANIA AND PITTSBURGH

Pittsburgh is located at the confluence of the Allegheny and Monongahela Rivers which form the Ohio River. For hundreds of years before European settlement the area had been settled by Iroquois and Delaware Indians. Its strategic importance arose because of the ease of access from three navigable rivers making it a convenient trading hub.

King Charles II of England gave William Penn a royal charter for the land of Pennsylvania in 1681 to settle a £16,000 debt to Penn's father, Admiral Sir William Penn. The younger Penn was a convert to Quakerism. During the 17<sup>th</sup> century this was considered a religion of the lower classes and a controversial belief system for a man of status and wealth in England. Penn was attracted to the pacifist, humanist theology of the religion—a balm to his

disenchantment with the Church of England.<sup>1</sup> The Quaker religion, founded in 1647 in England, opposed war, rejected rituals and oaths, and embraced a life of simplicity of speech and dress. The unique dress attracted negative attention making Quakers targets for assault. Penn used his considerable wealth and power to protect other Quakers from persecution.

William Penn named his land Pennsylvania: Penn being his family name and “Sylvania” the Latin word for “woods.” Penn sailed to his colony in 1682 and founded Philadelphia as its capital.<sup>2</sup> He made his new land free from religious persecution. All religions were welcomed to its colonial capital, Philadelphia, the City of Brotherly Love, especially Penn’s Quaker cohort.

Though the area had been given to Penn by King Charles, the first Europeans to settle the Western Pennsylvania region were the French. The confluence of the Ohio River, was of strategic importance to the French. The Ohio was a tributary to the Mississippi River and a direct link between French holdings in New Orleans and Canada.<sup>3</sup> Controlling the confluence, known as “The Forks,” “The Confluence,” or “The Point,” provided open commerce and trade between the French colonies in North America. By 1753, the French had built three forts along the Ohio River to protect their claim: Fort Presque Isle<sup>4</sup>, Fort LeBoeuf<sup>5</sup>, and Fort Machault<sup>6,7</sup>. In 1754, the French built a fort at the Forks, Fort Duquesne, a small, four bastion defense, in order to assert their claim on the land.<sup>8</sup>

---

<sup>1</sup> “William Penn,” Biography.com, retrieved December 2, 2015.

<sup>2</sup> “The Quaker Province: 1681-1776,” *Pennsylvania Historical Museum Commission*, retrieved November 16, 2015.

<sup>3</sup> Brady J. Crytzer, *Fort Pitt: A Frontier History* (Charleston: The History Press, 2012), 38.

<sup>4</sup> Contemporary Erie, Pennsylvania

<sup>5</sup> Contemporary Waterford, Pennsylvania

<sup>6</sup> Contemporary Franklin, Pennsylvania

<sup>7</sup> Ibid., 20.

<sup>8</sup> Ibid., 49.

The British, like the French, believed the Forks to be of strategic importance to their military success in North America. An encampment at the Forks would allow for expeditions to be sent out to root the French out of the New World.<sup>9</sup> The English began a campaign to the Forks led by Brigadier General John Forbes in 1758. Forbes and his troops built a wagon road from Philadelphia through the Allegheny Mountains to the Ohio River Valley, dubbed “Forbes Road,” as they marched their way to Fort Duquesne.<sup>10</sup> The British presence along Forbes Road included three forts: Fort Littleton<sup>11</sup>, Fort Bedford<sup>12</sup>, and Fort Ligonier<sup>13</sup>. These forts served as lines of communication between Forbes and his army, and the British in Philadelphia, as well as way-stations for his troops during their 300 mile march.<sup>14</sup> As the British force advanced westward through Pennsylvania and into the Ohio River Valley, French troops set fire to Fort Duquesne and abandoned their post, retreating to French forts to the north.<sup>15</sup> The British seized control of the Forks in autumn 1758. General Forbes wrote a letter to William Pitt, Prime Minister of England, dated November 27<sup>th</sup>, 1758 calling the new land “Pittsburgh” after the English leader.<sup>16</sup> The pronunciation of “bourgh” was the Scottish cognate of the English “borough.” Therefore, Pittsburgh was pronounced “Pitts-borough,” much like the correct pronunciation of Edinburgh, Scotland.

By 1760, a small town had developed around Fort Pitt including taverns and cottages. There were an estimated 200 homes: at least 146 houses and 36 huts.<sup>17</sup> This so called “Low

---

<sup>9</sup> Ibid., 68.

<sup>10</sup> Douglas Cubbison, *The British Defeat of the French in Pennsylvania, 1758: A Military History of the Forbes Campaign* (Jefferson, N. C.: McFarland & Co., 2010), 1.

<sup>11</sup> Contemporary Fort Littleton, Pennsylvania

<sup>12</sup> Contemporary Bedford, Pennsylvania

<sup>13</sup> Contemporary Ligonier, Pennsylvania

<sup>14</sup> Crytzer, Brady J., *Fort Pitt*, 21.

<sup>15</sup> Cubbison, Douglas, *The British Defeat*, 184.

<sup>16</sup> General John Forbes, letter to William Pitt, November 27, 1758.

<sup>17</sup> John Reps, *Town Planning in Frontier America* (Princeton: Princeton University Press, 1969), 261.

“Town” was home to 88 men, 29 women, fourteen boys, and eighteen girls. The town operated their own school and hired a school teacher to instruct their children.<sup>18</sup> The original street grid for the city of Pittsburgh was laid out surrounding Fort Pitt. A simple plan was created by Colonel John Campbell in 1764 consisting of four rectangular blocks.<sup>19</sup>

The oldest remaining structure from this time is the Fort Pitt Block House constructed in 1764. The block house was completed as one of five redoubts, supplemental fortifications, constructed as ancillary protection to Fort Pitt and a place for settlers to withdraw during attack. The two-story hexagonal brick structure was built specifically for musket fire and contains gun loop timbers on both levels allowing armed men to shoot out from the block house without being hit by return fire.<sup>20</sup> Fort Pitt was demolished in 1792, but the Block House remained standing as a private residence.

John Penn and John Penn, Jr., descendants of William Penn, contracted land surveyors George Woods and Thomas Vickroy to complete a land survey and lay out the streets of Pittsburgh in 1784. Pittsburgh’s city plan was constrained by the triangular shape of the city created by the confluence of the Monongahela and Allegheny Rivers. Rather than utilizing a completely rectilinear plan, Woods and Vickroy designed Penn and Liberty Streets running parallel to the Allegheny River. Watt Street was the eastern border of these avenues. Water Street ran parallel to the shore of the Monongahela River followed by Front Street and numbered streets ranging to 8<sup>th</sup> Street. Grant Street was the eastern border of this portion of the plan along Airs and Grant’s Hills. The roads parallel to the Monongahela River intersected Liberty Street at a forty-five degree angle. Diamond Street ran parallel between Fifth and Fourth Streets. Market

---

<sup>18</sup> Crytzer, Brady J., *Fort Pitt*, 53.

<sup>19</sup> Georgene Kaleina, “The Many Faces of Market Square,” *Pittsburgh Press*, February 8, 1981.

<sup>20</sup> “What is a Gun Loop?” *Fort Pitt Blockhouse*, retrieved November 16, 2015.

Street intersected Diamond Street at a ninety degree angle to create Market Square, the Diamond.

(Illustration 1.1)

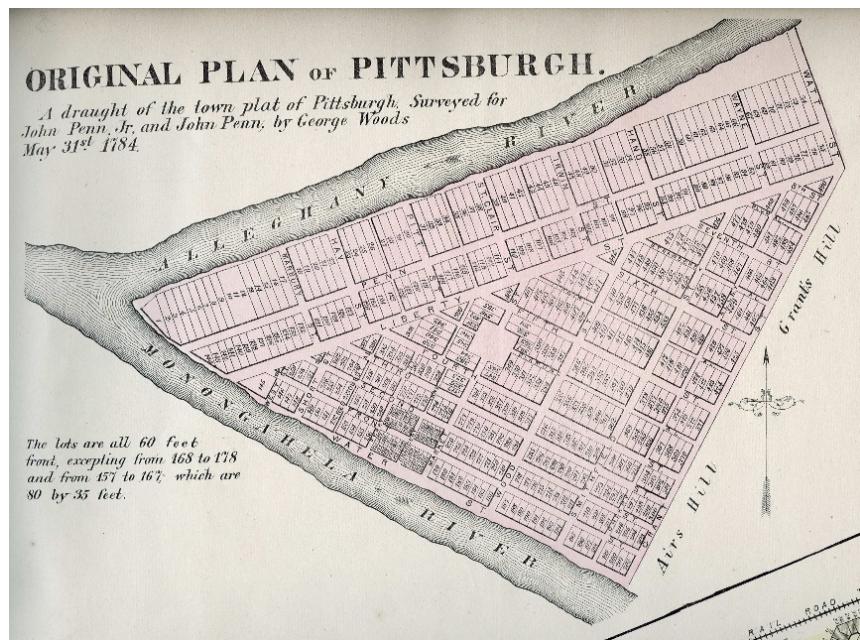


Illustration 1.1: Original plan of Pittsburgh

Source: mapsofpa.com

Pittsburgh continued to grow as a farming town on the western frontier during and following the American Revolution. Farmers grew corn and distilled it into whiskey. Whiskey was considerably more valuable than raw corn and cost less to transport. It became a form of currency on the frontier. An excise tax was levied upon whiskey, taxing manufacturers to increase federal revenues. Western Pennsylvania farmers decided to rebel, marching on the home of federal tax inspector General John Neville, on Montour Island<sup>21</sup> located in the Ohio River, a mile upstream from the Point. President George Washington sent negotiators to broker

---

<sup>21</sup> Now Neville Island

peace while assembling a 13,000 man militia to intimidate the protestors. Upon seeing the militiamen, the farmers returned home without conflict.<sup>22</sup>

## THE BIRTH OF MANUFACTURING

By 1800 the population of Pittsburgh reached 1,565.<sup>23</sup> Manufacturing flourished because of the burgeoning town's location amongst coal fields, abundant lumber, and fertile land. The War of 1812 aided in the growth of American industry, including Pittsburgh. Due to British naval blockades preventing the importation of British goods, American manufacturing grew. Pittsburgh produced iron, brass, tin, and glass products for the American market.

The first river bridge was opened in 1818, the Smithfield Street Bridge. Previously, all river travel was done by boat or ferry. The construction of the bridge across the Monongahela allowed easier transportation between the river banks. In 1840, the Pennsylvania Turnpike was completed, connecting Pittsburgh with Philadelphia in the east, a crucial link between the western outpost and the capital of Pennsylvania. The road provided a link between Pittsburgh and the Atlantic Ocean. McClurg, Wade and Co. constructed the first steam-powered railroad west of the Allegheny Mountain Range acting as a method of portage between Philadelphia and Pittsburgh.<sup>24</sup>

Pittsburgh experienced a major fire on April 10, 1845. The population of the city was now over 20,000, thirteen times larger than if had been less than 50 years previously. The infrastructure in the city had failed to keep pace with growing development. The majority of homes and businesses were wooden and packed tightly together. Water pressure was not

---

<sup>22</sup> "The Unwritten History of Braddock's Field (Pennsylvania)", editor Geo. H. Lamb, A. M., Nicholson Printing Co., 1917.

<sup>23</sup> Thomas Cushing, *History of Allegheny County, Pennsylvania* (A. Warner Co: Chicago, 1889), 621.

<sup>24</sup> Weston Arthur Goodspeed, *Standard History of Pittsburg, Pennsylvania* (H. R. Cornell & Company: 1898), 294.

reliable, and like most cities of the time, Pittsburgh was served by volunteer firefighting crews. Firefighters were required to hand-pump water from the rivers to extinguish fires or use the city's single reservoir. However, fire companies lacked enough hose to reach the center of the city, and the majority of the hose had been condemned. By April 10, 1845, Pittsburgh had been experiencing a drought for nearly six weeks. Morning wind was nearing gale-force. Around noon, a small fire broke out at the corner of Second and Ferry Streets. The fire is most often attributed to an Irish washerwoman who left a fire unattended.<sup>25</sup> When fire companies were called, they attempted to draw from the reservoir which was low due to the drought. The water was almost immediately used up. John R. Banks, a thirteen-year-old student wrote to his father of the day, "A dreadful calamity has befallen the city. Twenty square of the city have been entirely destroyed by the fire and from 1000 to 1200 houses destroyed."<sup>26</sup> (Illustration 1.2)

Two thousand families lost their homes in the fire. The burned area "comprised one-third of the city and represented two-thirds of its wealth." Damages totaled at estimated \$9 million.<sup>27</sup>

James H. McClelland, an immigrant, wrote to his sister in Ireland of the event:

The general trade and business of this country is improving slowly but soundly and safely. The unparalleled calamity which has befallen our city has brought great demand for all kinds of labor, at sometimes better prices than had been going—and I hope to be able to make a new start in any old business of building. Although I have suffered heavily and grievously, I think that I am not broken in either body or spirit, and I hope to rise again.<sup>28</sup>

---

<sup>25</sup> Donald E. Cook, Jr., "The Pittsburgh Fire of April 10, 1845," *Western Pennsylvania Historical Magazine* 28, 127-129.

<sup>26</sup> John R. Banks, letter to Reverend Joseph Banks, April 12, 1845.

<sup>27</sup> Cook, Donald, "The Pittsburgh Fire of April 10, 1845," 138.

<sup>28</sup> James H. McClelland, letter to his sister, April 27, 1845.

Pittsburgh began to rebuild, despite a flood of claims sending several insurance companies into bankruptcy.<sup>29</sup>



Illustration 1.2: *View of the Great Fire of Pittsburgh, 1846*  
Source: Carnegie Museum of Art

Pittsburgh began being serviced by two railroad lines in the 1850s. First, the Ohio and Pennsylvania Railroad connected Cleveland and Allegheny City (now Pittsburgh's North Side). In 1854, the Pennsylvania Railroad connected Pittsburgh and Philadelphia.<sup>30</sup> In 1857, Pittsburgh was described thusly: "There are upwards of fifty schools in the city, with 12,000 pupils. There are some twenty-five newspaper and periodical publishing offices in Pittsburgh, and the city supports, we believe, twelve dailies."<sup>31</sup> The description went on to mention there were 939 factories in Pittsburgh employing ten thousand workers; that those factories produced \$12 million of goods annually using 400 steam engines; and that the city consumed 22 million bushels of coal a year, and 127 thousand tons of iron. The writer concluded by noting that the Port of Pittsburgh was the third-busiest in the United States, behind New York City and New

<sup>29</sup> Peter Charles Hoffer, *Seven Fires: The Urban Infernos that Reshaped America* (New York: Public Affairs Books, 2006), 94.

<sup>30</sup> "Key Events in Pittsburgh History," WQED Pittsburgh History Site, retrieved November 17, 2015.

<sup>31</sup> *Ballou's Pictorial Drawing-Room Companion*, February 21, 1857, 12, 8, 120.

Orleans.<sup>32</sup> In 1860, Pittsburgh's population was 49,221, over twice what it had been a mere 15 years earlier at the time of the Great Fire, and ranked as the seventeenth largest city in the United States.<sup>33</sup>

Coke-fired smelting was introduced to Pittsburgh in 1859 at the Clinton and Soho furnaces. Coke is a high-carbon fuel made by distilling bituminous coal. The process of creating coke involves placing bituminous coal in an oxygen-deficient coke oven and heating it to 1100 degrees Celsius. The resulting carbon-concentrated material is coke. Coke is then added to blast furnaces with iron ore and limestone. The coke acts as fuel in the furnace and reduces the production of gases in the furnace. The decrease in the production of gas increases the productivity of a furnace. Pittsburgh was located in the middle of a coal field that provided the raw material for coke. Convenient water transportation on the rivers facilitated the trade and sale of products manufactured in the city. Production was increasingly efficient and inexpensive in Western Pennsylvania.

## PITTSBURGH IN THE AMERICAN CIVIL WAR

The United States fought the American Civil War between 1860 and 1865. During this time, Pittsburgh was an important manufacturing center for the Union army. Two major producers of iron and armaments operated in Pittsburgh during the war, the Allegheny Arsenal and Fort Pitt Foundry. The Allegheny Arsenal opened in 1814 on 30 acres in the Central Lawrenceville neighborhood of Pittsburgh along the banks of the Allegheny River. The peak production years were during the American Civil War when the factory specialized in cartridge

---

<sup>32</sup> Ibid.

<sup>33</sup> "Population of the 100 largest cities and urban places in the united States: 1790 to 1990," *US Census Bureau*, retrieved November 17, 2015.

production.<sup>34</sup> Fueled perhaps by patriotism, young men and women produced 128,000 cartridges a day at the Arsenal. On September 17, 1862 a delivery of gunpowder to the factory was ignited by a spark from a horse's iron shoe. The resulting explosion killed 78 people, the largest civilian disaster of the Civil War. The explosion occurred on the same day as the Battle of Antietam, the bloodiest battle in American history.<sup>35</sup>

The Fort Pitt Foundry produced howitzers<sup>36</sup>, mortars, and Rodman guns.<sup>37</sup> On February 11, 1864 the Fort Pitt Foundry cast the first 20-foot Rodman gun. The Pittsburgh Chronicle reported the gun weighed 112,000 pounds and was 20 feet and four inches long upon completion. The author writes:

The gun, it is estimated, will use a spherical shot of half a ton of weight, and a shell of 750 pounds. If the gun was rifled, it is thought it would throw a solid shot of one ton in weight. The amount of powder to be used in charging the gun is estimated from 80 to 100 pounds. This gun is said to be the largest in the world, and to Pittsburgh belongs the honor of adding such a heavy piece of ordnance to the science of war.<sup>38</sup>

The foundry ultimately produced fifteen percent of the U. S. artillery production during the Civil War, 1,193 guns.<sup>39</sup> Pittsburgh also produced ironclad warships and heavy artillery. By 1865, one-third of all glass and over one-half of all iron in the United States was produced in Pittsburgh.<sup>40</sup>

---

<sup>34</sup> A cartridge is a packaged bullet, propellant, and primer

<sup>35</sup> Marylynec Pitz, "Allegheny Arsenal Explosion: Pittsburgh's worst day during the Civil War," *Pittsburgh Post-Gazette*, September 16, 2012.

<sup>36</sup> Artillery with a short barrel used to propel items at high trajectories

<sup>37</sup> Used for both shot and shell, they were the first guns to be hollow cast

<sup>38</sup> "A twenty-inch Gun: Casting at the Fort Pitt Foundry," *Pittsburgh Chronicle*, February 12, 1864.

<sup>39</sup> Edward Simpson, *Report of the Gun Foundry Board*, February 16, 1884, 39.

<sup>40</sup> Miriam Meislik and Ed Galloway, "History of Pittsburgh," Society of American Archivists Annual Conference, Pittsburgh, PA, 1999.

There was concern that Pittsburgh would be targeted by Confederate troops because of its importance in manufacturing for the Union Army. Two Confederate raids, Morgan's Raid and the Jones-Imboden Raid, were stopped before reaching the city. The U.S. War Department created the Department of the Monongahela headquartered in Pittsburgh to formally defend Western Pennsylvania during the Gettysburg Campaign. General William T. H. Brooks organized earthworks to defend the city.<sup>41</sup> Due to these efforts, Pittsburgh remained unscathed by the war.

## INDUSTRIALISTS AND LABOR UNIONS

The Edgar Thomson Works, the first Bessemer plant in Pittsburgh was opened by Carnegie, McCandless, and Company in 1875. The Bessemer processes burned the high-carbon content of pig iron quickly making a faster, more efficient production of steel. One owner of the mill was Andrew Carnegie. Carnegie's family had emigrated to Allegheny, Pennsylvania<sup>42</sup> from Dunfermline, Scotland, in 1848 during the Irish Potato Famine.<sup>43</sup> Carnegie began working as a bobbin boy in 1848 at the age of thirteen. Twelve hours a day, six days a week, Carnegie changed spools of thread in a cotton mill.<sup>44</sup> At the recommendation of his uncle, Carnegie became a telegraph messenger. He quickly excelled at his job due to his ability to memorize the location of every business in Pittsburgh and the names and appearances important men of the city.<sup>45</sup> Carnegie was promoted to operator because of his keen ability to translate telegraphs by ear, without the use of paper. The young man began a quest for self-improvement and education. Colonel James Anderson, a local Civil War veteran, opened his personal library to working boys

---

<sup>41</sup> Len Barousky, "Tour to visit likely sites of Pittsburgh's Civil War forts," *Pittsburgh Post-Gazette*, June 17, 2013.

<sup>42</sup> Pittsburgh's North Side Neighborhood

<sup>43</sup> J. A. MacKay, *Little Boss: A Life of Andrew Carnegie* (Mainstream Publishing: 1997), 37-38.

<sup>44</sup> Andrew Carnegie, *Autobiography of Andrew Carnegie* (Houghton Mifflin Company: 1920), 34.

<sup>45</sup> Ibid, 37.

every Saturday evening. Carnegie used this opportunity to educate himself on economics and the world. Carnegie wrote of his education, “[I] resolved, if ever wealth came to me, [to see to it] that other poor boys might receive opportunities similar to those for which we were indebted to the noble man.”<sup>46</sup>

By 1853, Carnegie was employed as a secretary and telegraph operator for the Pennsylvania Railroad Company by Thomas A. Scott, and he advanced through the company. Scott began to assist Carnegie in investing in railroad related industries including iron, bridges, and rail. He slowly began to grow his personal capital.<sup>47</sup> During the Civil War, Scott became the Assistant Secretary of War and appointed Carnegie Superintendent of the Military Railways and the Union telegraph lines in the East. Carnegie personally supervised the reopening of railroad lines to Washington, D. C. that had been interrupted by Confederates. Following the war, Carnegie shifted all his attentions to iron investments. He used his personal relationship with Thomas A. Scott and J. Edgar Thompson, president of the Pennsylvania Railroad, to receive contracts for his iron.<sup>48</sup>

Carnegie became an industrialist through the creation of vertical and horizontal monopolies in the steel industry. He integrated all of his assets to create the Carnegie Steel Company in 1892. Carnegie built the company headquarters at 428-438 Fifth Avenue in Downtown Pittsburgh in 1893. The Carnegie Building was thirteen stories, the tallest building in Pittsburgh upon its completion, and the city’s first steel-framed skyscraper. (Illustration 1.3)

---

<sup>46</sup> Stuart A. P. Murray, *The Library: An Illustrated History* (New York: Skyhorse Publishing, 2009).

<sup>47</sup> David Nasaw, *Andrew Carnegie* (New York: The Penguin Press, 2006), 54-65.

<sup>48</sup> Ibid., 105-107.



Illustration 1.3: The Carnegie Building, 1905

Source: Pittsburgh and Allegheny Picturesque

Carnegie sold the Carnegie Steel Company in John Pierpont Morgan in 1901. Morgan combined the purchase with his existing steel companies to form the United States Steel Corporation. Carnegie received \$225,639,000 for the sale.<sup>49</sup> In his retirement, Carnegie became a philanthropist advocating for world peace, anti-imperialism, and the creation of libraries.

Industrialists such as Carnegie, his business partner Henry Clay Frick, George Westinghouse, and Andrew W. Mellon created their fortunes in Pittsburgh. However, the industrial city was the site of several noted instances of labor conflict including the Great Railroad Strike of 1877 and Homestead Strike. The Great Railroad Strike of 1877 can be traced to the economic upheaval of the Panic of 1873. Jay Cooke and Company, the United States' leading investment banker and backer of several American railroads, failed due to a depression in Europe. Cooke's failure was followed by a ten-day closure of the New York Stock Exchange. Between 1873 and 1875, the economic collapse saw the bankruptcy of 18,000 businesses and 89

---

<sup>49</sup> Ibid.

of the country's 364 railroads.<sup>50</sup> Unemployment rose to twenty-five percent, and those who kept their jobs worked half the year and with reduced wages.

The strike originated in Martinsburg, West Virginia where employees of the Baltimore & Ohio Railroad faced their third wage cut in a year. Workers blocked freight trains from leaving the station and refused to budge until the wage cut was revoked. West Virginia Governor Henry M. Mathews sent in state militia to restore order. However, state troops sided with workers and refused to use force. Mathews petitioned for federal troops to assist. News of the strike in West Virginia spread and workers in Pennsylvania, including Philadelphia, Scranton, Harrisburg, and Pittsburgh, began striking in solidarity.

Pittsburgh is considered the most violent location of the strike. Thomas Alexander Scott, president of the Pennsylvania Railroad and mentor to Andrew Carnegie, had no compassion for his striking workers stating that workers should receive "a rifle diet for a few days and see how they like that kind of bread." Scott, a supporter of President Rutherford B. Hayes, petitioned the president for assistance. When strikers would not disperse at the behest of railroad management, Pittsburgh city police and local Pennsylvania National Guard units were called to assist. However, like in West Virginia, local law enforcement sided with the workers and refused to use violence against them. National Guard troops stationed in Philadelphia were then called upon to break the strike because they were expected to have no sympathies for the Pittsburgh workers. Pennsylvania Adjutant General James Latter telegrammed Major General James Beaver of the National Guard on July 20, 1877, "Situation in Pittsburg is becoming dangerous. Troops are in sympathy, in some instances, with the strikers. Can you rely on yours?" The new National

---

<sup>50</sup> Josh Shelton, "Pages from US Labor History: The Great Railroad Strike of 1877," retrieved November 23, 2015.

Guard troops were greeted with a mob when they arrived in Pittsburgh. Many troops were trapped in a Pennsylvania Railroad roundhouse the mob then set on fire. (Illustration 1.4) Troops fired into the mob killing twenty. The violence enraged local mill workers who armed themselves and seized control of railroad yards.<sup>51</sup> The ensuing terror resulted in the death of twenty more locals and destruction of 39 buildings, 104 locomotives, 46 passenger cars, and 506 freight cars.<sup>52</sup> Pennsylvania Governor John Hartranft, a former Major General for the Union Army, arrived in Pittsburgh on July 28, 1877, with 3,700 additional troops including Pennsylvania National Guard troops, fourteen artillery companies and two infantry companies. Within two days the troops were able to restore order to the city.

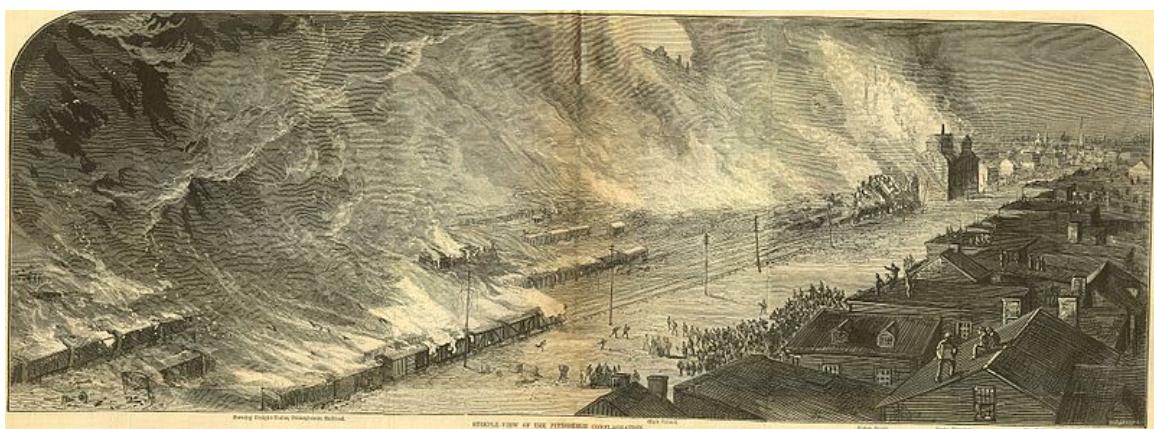


Illustration 1.4: Burning of Pennsylvania Railroad and Union Depot, 1877  
Source: *Harper's Weekly*

The second major labor dispute was the Homestead Strike in 1892. The workers in Andrew Carnegie's steel mills in Homestead, Pennsylvania unionized to form the Amalgamated Association of Iron and Steel Workers in 1876. The AAIS negotiated fair wages and work conditions for workers. Carnegie's steel industry was suffering in 1892. The price per ton of

<sup>51</sup> "Railroad Strike of 1877 Historical Marker," *Explore Pennsylvania History*, retrieved November 23, 2015.

<sup>52</sup> "The Great Strike," *Harper's Weekly*, August 11, 1877.

steel had started at \$35 and was reduced to \$22. Carnegie Steel Company board member Henry Clay Frick was general manager of the Homestead plant and set out to reduce the wages of workers. The union contract was set to expire in June of 1892. Carnegie ordered production of as much armor plate as possible before then. He ordered Frick to shut down the plant if the union would not negotiate lower wages and wait until they conceded. Carnegie, who was on a lengthy vacation to Europe, wrote to Frick, “We approve of anything you do. We are with you to the end.” Carnegie gave his and the Carnegie Steel Company’s explicit support for Frick’s attempts to break the union.

Frick slashed wages. Enraged workers hanged Frick in effigy in response. Frick began closing his personal mills, displacing 1,100 men, and refused to negotiate with the union. AAIS leaders were willing to concede to Frick in return for not dissolving the union. Carnegie wrote to Frick that the union would break because their desire to remain employed trumped their desire for fair wages. Carnegie’s theory was incorrect. There were 3,800 workers at the Homestead plant; 750 of the workers were members of the union. However, when 3,000 workers met, the majority voted to strike. Frick’s response was to construct a three-mile long, twelve-foot high fence around the plant complete with rifle blinds and barbed wire. Deputy sheriffs were sent to guard to property. Workers forced the sheriffs out of town and began guarding the plant themselves.<sup>53</sup>

Frick turned to a private force to break the strike: the Pinkerton Detective Agency. Hundreds of Pinkerton employees armed with rifles, rode barges up the Monongahela River to Homestead. Striking workers spotted the arriving Pinkertons and rallied strikers and supporters.

---

<sup>53</sup> “The Homestead Strike,” *PBS: American Experience*, retrieved November 23, 2015.

The strikers warned the Pinkertons not to disembark from the barges. The Pinkertons ignored the threats and a fire-fight ensued as they retreated back to barges. Strikers fought the Pinkertons back for fourteen hours by shooting at Pinkertons, attempting to light the river on fire, and pushing a flaming freight train at the barges. The Pinkertons surrendered at noon after the death of three detectives and nine strikers (Illustration 1.5)

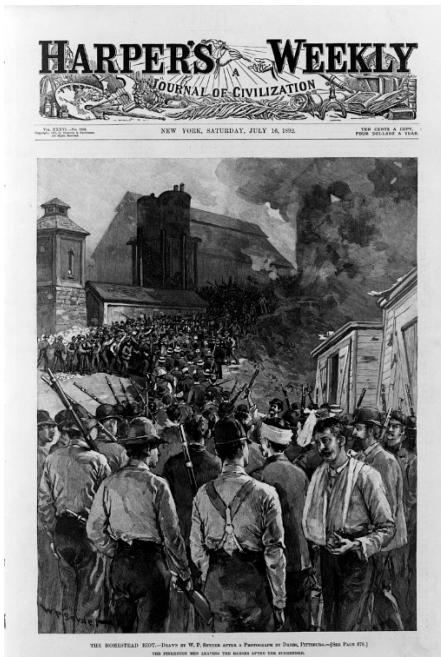


Illustration 1.5: Engraving of Pinkerton men surrendering in Homestead  
Source: Harper's Weekly

The Pennsylvania State Militia was dispatched to Homestead with rifles and Gatling guns and seized control of the steel mills in Homestead.<sup>54</sup> After four months of striking and no income, workers returned to work at the mills. Strike leaders were charged with murder, arrested for treason, and blacklisted from Homestead mills. However, juries refused to convict the men. Andrew Carnegie wrote in his autobiography of the incident, “Nothing...in all my life, before or

---

<sup>54</sup> Stationary rapid fire guns

since, wounded me so deeply. No pangs remain of any wound received in my business career save that of Homestead.”<sup>55</sup> The strike resulted in the Federal Government not recognizing steel unions until the 1930s.

## THE GILDED AGE IN PITTSBURGH

The population of Pittsburgh increased from 49,221 in 1860 to 669,817 in 1930—a thirteen-fold growth.<sup>56</sup> The majority of the new population emigrated from Europe and created ethnic enclaves within the city. Polish Hill was home to Polish immigrants; Bloomfield home to Italians; and Squirrel Hill home to Jews. Each neighborhood had ethnic churches to serve the population. Immigrants worked at the steel and glass works in the city. By 1910, one in four residents of Pittsburgh were foreign born.<sup>57</sup> Immigrants served as much-needed man-power for the regions booming manufacturing industry.

Pittsburgh’s Second Courthouse was constructed on Grant’s Hill in 1841 when the first courthouse, constructed in 1794 in Market Square, was demolished to make way for a larger facility. The Greek Revival structure had a dome topped with a cupola 60 feet in diameter and 80 feet high. The classical temple front included fluted Doric capitals. (Illustration 1.6) The gray sandstone used for the building was quarried from Coal Hill.<sup>58</sup> Both the Commonwealth Supreme Court Pittsburgh Region and the Federal Western District Court were housed on the second floor of the structure. Pittsburgh air quality, drastically effected by the manufacturing of

---

<sup>55</sup> “The Homestead Strike.”

<sup>56</sup> “Census of Population and Housing: Pittsburgh,” *United States Census Bureau*, retrieved December 2, 2015.

<sup>57</sup> Melissa Daniels, “The Great War and the Steel City,” *Pittsburgh Tribune Review*, retrieved December 3, 2015.

<sup>58</sup> Contemporary Mount Washington

the period, corroded the polished sandstone exterior and portions of the cornice frequently fell off.<sup>59</sup>



Illustration 1.6: Pittsburgh's second Courthouse

Source: *Ballou's Pictorial*

The second Allegheny County Courthouse burned to the ground on May 7, 1882, a Sunday morning. Because of the steep twenty percent grade leading up to the site, horses were unable to pull water up the hill, and, with no alternative for delivering water, the building was left to burn. No one was injured.<sup>60</sup>

Allegheny County Commissioners wrote to 100 American architects asking for submissions for a new courthouse design. Henry Hobson Richardson's design was selected on January 31, 1884.<sup>61</sup> Richardson, a New York-based designer, was the second American architect to attend the Ecole des Beaux Arts in Paris. His personal style developed from medieval

<sup>59</sup> John Newton Boucher, *A Century and a Half of Pittsburg and Her People* (The Lewis Publishing Company, 1908), 371-372.

<sup>60</sup> Chris Potter, "You Had to Ask," *Pittsburgh City Paper*, March 24, 2005.

<sup>61</sup> "Courthouse and Old Jail," *Allegheny County*, retrieved November 24, 2015.

Romanesque churches of southern France, deviating from the general neo-classical influences of the Ecole des Beaux Arts. His style has become known as Richardsonian Romanesque. It is characterized by massive piers, round “Romanesque” arches, squat columns, rusticated stone, and towers. Richardson’s design was chosen for the Allegheny Courthouse because of “its clarity of design and organization.” The architect wrote of his work he designed the building to, “express in the exterior the character and purpose of the interior, and to rely for architectural effect upon the arrangement of the masses, and the dignity and solidity of the construction.”<sup>62</sup>

(Illustration 1.7)



Illustration 1.7: Allegheny County Courthouse c. 1916  
Source: studyblue.com

Richardson, who was suffering from Bright’s disease, a kidney disorder, wrote, “Let me have time to finish Pittsburgh and I should be content without another day.” Unfortunately, Richardson died in 1886, two years before the completion of the courthouse in 1888.

*Architectural Record* described the structure in 1891, two years after its completion:

The Pittsburgh buildings derive their individuality in great part from the conditions of the problem, a pile of intractable granite built in a smoky town in which the deposits of soot threaten to nullify all delicacy of detail and to encumber all projecting members. A personal inspection is required to obtain a full conception of its massive grandeur,

---

<sup>62</sup> Ibid.

architectural beauty, and its admirable interior arrangements and finish. The history of the ornament is restrained and the simple voussoirs give a quality of clean simplicity to the design.<sup>63</sup>

Richardson predicted that the Allegheny County Courthouse would be remembered as his masterpiece, stating, “If they honor me for the pygmy things I have already done, what will they say when they see Pittsburgh finished?”<sup>64</sup>

Grant’s Hill, also known as the “Hump,” remained a steep climb even after completion of Richardson’s Courthouse. The hill had been lowered once already by ten feet in 1836. The earth removed was used to fill in ponds downtown. The entrances to buildings on the surrounding streets were thus left ten-to-fifteen feet above street level and wooden steps were built to access them. In 1912, 30 years after the completion of the third courthouse, the final seventeen feet of the Hump was removed and the newly exposed foundations were faced in granite to match the remainder of the building.

## THE 20<sup>TH</sup> CENTURY

By 1910, there were 30,000 German immigrants in the city of Pittsburgh; constituting the city’s largest ethnic group. When World War I broke out in Europe in 1914 the Austro-Hungarian and German Empires fought against the allied forces of Britain, Russia, France, and Serbia. German immigrants sent money and care packages back to their homeland until Woodrow Wilson declared the United States’ entry into the war in allegiance with Britain in 1917. German sentiments quickly shifted to protecting American interests. The First German Evangelical Protestant Church purchased \$500,000 worth of Liberty Bonds. 60,000 men from Allegheny County fought during the United States’ nineteen month presence in the conflict. The

---

<sup>63</sup> *Architectural Record* 1891

<sup>64</sup> Paul Rosenblatt, “Patronage and Persona Review,” *Carnegie Magazine Online*, 1998.

first American soldier killed during World War I was Private Thomas F. Enright from Pittsburgh. Enright received an elaborate burial attended by thousands upon his body's return to the city. His casket lay in state at Soldiers and Sailors Memorial Hall, and General John Pershing, leader of the American Expeditionary Forces during World War I, laid a wreath on his grave.<sup>65</sup>

Pittsburgh's involvement with the war began December 30, 1914. The Westinghouse Electric and Manufacturing Company was approached by the British government with an order for three million artillery shells. The company, founded in 1886, specialized in the production of gas and steam engines, and electric generators. Westinghouse had no prior experience with weapons manufacturing. Despite their inexperience, they met the British order in 45 days. Steel produced in Pittsburgh was used to build tanks and battleships. U. S. Steel produced barbed wire. James Garner, a researcher at the Mellon Institute of Industrial research, designed a gas mask that became the standard for British and American troops on the frontlines.<sup>66</sup> Overall, the City of Pittsburgh executed \$215,405,000 in government contracts during World War I.<sup>67</sup> Pittsburghers purchased over \$500 million in Liberty Bonds. The Red Cross of Pittsburgh had 500,000 members. Women prepared 4.7 million surgical dressing and knitted 72,000 pairs of socks.<sup>68</sup>

Pittsburgh's manufacturing boom during WWI slowed following armistice. The US government no longer needed wartime manufactured goods. The decrease in demand lead to production cutbacks and layoffs.<sup>69</sup> Workers and management faced a declining job market. In

---

<sup>65</sup> Michael Connors, "The Next Page: Finding Private Enright," *Pittsburgh Post-Gazette*, November 11, 2007.

<sup>66</sup> Daniels, "The Steel City and the Great War."

<sup>67</sup> Gerald W. Johnson, "The Muckraking Era," from *Pittsburgh: The Story of an American City*, edited by Stefan Lorant (Garden City, New York: Doubleday & Company, Inc., 1964), 319.

<sup>68</sup> Daniels, "The Steel City and the Great War."

<sup>69</sup> Stefan Lorant, "Between Two War," from *Pittsburgh: The Story of an American City*, edited by Stefan Lorant (Garden City, New York: Doubleday & Company, Inc., 1964), 321.

1921, Congress attempted to halt European immigration by instituting quotas.<sup>70</sup> Pittsburgh's continuously growing immigrant population halted.

Colonial Pittsburgh was called "the drinkingest town in the West."<sup>71</sup> Life on the western frontier (of the 18<sup>th</sup>-century) was not for the faint hearted and settlers often turned to drinking to relax. The culture of drinking continued through to Prohibition, when, at the time of its ratification, Pittsburgh had more bars than any other city of comparable size.<sup>72</sup> Steel workers would go to bars after their shifts and before returning home in the evening. During Prohibition Pittsburgh continued its reputation, being dubbed "the wettest spot in the United States." European immigrants from more drinking countries brought their culture of imbibing with them. Literary Digest described the city as "wet enough for rubber boots."<sup>73</sup> The city's 500 bars had become speakeasies after the passage of the 21<sup>st</sup> Amendment. In 1928, 37,759 people were arrested for public drunkenness in the city.<sup>74</sup> Mayor William Magee was not willing to use city police officer to impose the ban. A federal prohibition administrator in Pittsburgh, John Pennington, conducted 15,000 raids in the region arresting 18,000 people.<sup>75</sup>

Despite the social turmoil of Prohibition, industry in Pittsburgh was growing. The summer of 1929 was one of returned prosperity for Pittsburgh manufacturing. Westinghouse stock rose from \$151 to \$285 per share. US Steel was selling for \$262 per share. However, these high-points were illusory: the US economy was struggling. In 1929, unemployment rose to 1,800,000. Industry workers' wages were too low to purchase the goods they made.

---

<sup>70</sup> Ibid., 322.

<sup>71</sup> Ibid., 333.

<sup>72</sup> Ibid., 333.

<sup>73</sup> Bill Toland, "Prohibition ended 80 years ago today, but the dry movement never worked here," *Pittsburgh Post-Gazette*, December 4, 2013.

<sup>74</sup> Lorant, 336.

<sup>75</sup> Toland.

Pittsburgh's manufacturing base was devastated.<sup>76</sup> Workers were laid off. The wages of those who kept their jobs declined by 50%. By 1932, US Steel stock prices had fallen to \$22, and Pittsburgh mills were running at 10% of capacity.<sup>77</sup> Wealthy Pittsburghers donated to a welfare fund to provide for the city's citizens. The traditionally Republican city began to support Democratic President Franklin D. Roosevelt and his New Deal.<sup>78</sup> Despite the assistance of the New Deal, Pittsburgh's economy would not fully revive until World War II. From the United States' entrance into World War II in 1941 until the end of the war in 1945, Pittsburgh contributed 95 million tons of steel to the war effort.<sup>79</sup> By 1943 the city was the top steel producer in the United States.<sup>80</sup>

In 1941, Pittsburgh passed the Smoke Control Ordinance banning the burning of bituminous coal as fuel within the city. The law was passed in an effort to abate the smoke and smog that covered the city. The air quality and pollution of Pittsburgh was notorious. Pittsburgh was described in 1886 as:

A smoky, dismal city, as her best. At her worst, nothing darker, dingier or more dispiriting can be imagined...the smoke from her dwellings, stores, factories, foundries and steamboats, uniting, settles in a cloud over the narrow valley in which she is built, until the very sun looks coppery through the sooty haze.<sup>81</sup> (Illustration 1.8)

---

<sup>76</sup> Lorant, 340.

<sup>77</sup> Ibid., 343.

<sup>78</sup> Ibid., 348.

<sup>79</sup> Ibid., 371.

<sup>80</sup> Ibid., 488.

<sup>81</sup> Willard Glazier, *Peculiarities of American Cities* (Kessinger Publishing: 1886).



Illustration 1.8: Pittsburgh at Midday circa 1940

Source: *The Atlantic*

The pollution was linked to the productivity and prosperity of the city. The Bureau of Smoke Regulation was established in 1911 and was tasked with abating the pollution. However, the bureau was dissolved 28 later because it had failed to make any progress.<sup>82</sup> In 1941, Mayor Cornelius D. Scully requested the city council pass the ordinance, similar to one passed in St. Louis. The United States' entrance into World War II in December 1941 postponed the implementation of the ordinance in order to meet military production needs.<sup>83</sup>

Following World War II, Pittsburgh's manufacturing slowly began to fade. Employment in manufacturing dropped from 47 percent to 38 percent. The population began to shrink as residents, particularly whites, fled from the city to suburbs and other urban centers. Pittsburgh population was 671,659 in 1940, at the outset of the war and grew to 676,806 by 1950. However, the population declined steeply from that high: it was only 604,332 in 1960.<sup>84</sup> The city continued to shrink from that time forward.

---

<sup>82</sup> Stefano Luconi, "The Enforcement of the 1941 Smoke-Control Ordinance and Italian Americans in Pittsburgh," *Pennsylvania History: A Journal of Mid-Atlantic Studies* (Vol 66: No 4, 1999) 580.

<sup>83</sup> Luconi, 581.

<sup>84</sup> "Census of Population and Housing," *United States Census Bureau*, retrieved December 5, 2015.

## PITTSBURGH'S RENAISSANCE

In 1945, Republican philanthropist Andrew Mellon, leader of the Allegheny Conference on Community Development (ACCD), and Democratic Mayor David L. Lawrence collaborated on the creation of what is dubbed “The Nation’s First Comprehensive Downtown Redevelopment Accomplished Without Federal Aid.” Private foundations and state and local funds completed the two part project: Gateway Center to the east, and Point State Park to the west. The vision for the project was a “shining new city-in-a-park,” derived from Le Corbusier’s Radiant City concept, which employed cruciform office buildings in a park setting. The strategy for achieving this vision involved demolishing a crowded portion of downtown Pittsburgh and constructing eight identical cruciform office buildings in a new park. The targeted area contained an exposition hall, offices, clubs, hotels, the Wabash Pittsburgh Terminal<sup>85</sup>, the Fort Pitt Block House, and two bridges. In 1910, Frederick Law Olmstead had called the Point, “an undeveloped asset in terms of transportation and that of recreation and civic beauty.” Despite Olmstead’s analysis, it remained crowded for the next 50 years. (Illustration 1.9)



Illustration 1.9: The Point, 1900  
Source: The Brookline Connection

---

<sup>85</sup> A Beaux-arts railroad station

Over time alternative uses for the area had been proposed. In 1937, a national monument to George Washington, who spent five years in the region during the French and Indian War, was designed. A 1938 vision included a 36-acre state park, recreations of Fort Pitt and Fort Duquesne, a museum, exposition hall, and 7,000 parking spaces. Frank Lloyd Wright designed a Point Park Civic Center in 1947 he dubbed “Point Park Coney Island in Automobile Scale.” Wright’s design included a massive concrete circular structure 1,056 feet in diameter and 175 feet tall wrapped in a four-and-a-half mile long “Grand Auto Ramp.” The proposed structure’s capacity would be 200,000, one-third of the city’s population. None of these plans came to fruition.

Renaissance I was made possible by the passage of Pennsylvania’s 1945 Urban Redevelopment Law. The law allowed for local governments to acquire real estate through the use of eminent domain and do so while planning for redevelopment with private firms. Redevelopment could be financed through issuing municipal bonds. In 1945, Governor Edward Martin secured funds to create a state park at the Point, demolish two bridges, and construct two new bridges upstream. Martin secured funding for half of the proposed redevelopment. In 1947, the passage of the Insurance Act allowed insurance companies to own land. Later that year, negotiations began between the ACCD and Equitable Insurance Company for the acquisition of land for redevelopment to be given to the company. The Urban Redevelopment Authority (URA) issued \$150,000 in bonds to begin acquiring properties at the Point for Renaissance I. To acquire the properties through eminent domain, the URA had to prove that the ninety buildings were blighted. Despite this assessment, the buildings were in fair to nice condition—not grounds for eminent domain on condition alone. Rather than siting building condition the URA chose to site inadequate planning, using terms such as “economic and social undesirable.” The use of

eminent domain was defended as, “eradication and renewal of a privately-owned blighted area was a public need, because it was important to the health, safety, and welfare to the community as a whole.”<sup>86</sup> Property owners were not pleased with the condemnation of their land and claimed it was not a blighted area. A lawsuit was brought to the United States Supreme Court in an attempt to protect their property from eminent domain. The URA was able to prove that the development served in the city’s best interest, and the case was dismissed in 1950. (Illustration 1.10)

Demolition began in 1950 and destroyed the original grid of city streets created by Woods and Vickroy. Penn and Liberty, now avenues, no longer stretched to the tip of the Point. In its place, a state park and office park were created to service downtown Pittsburgh. A new office structure had not been constructed in downtown Pittsburgh since the 1920s and by 1946, the city’s boom period. Office occupancy was at 99%. The office buildings constructed as part of the redevelopment created an additional 1,000,000 square feet of space (Illustration 1.11).



Illustration 1.10: The Point, 1948  
Source: Pennsylvania Historical and Museum Commission

---

<sup>86</sup> Gregory Crowley, *The Politics of Place: Contentious Urban Redevelopment in Pittsburgh* (Pittsburgh: University of Pittsburgh Press, 2005), 68.



Illustration 1.11: The Point following completion c. 1961

Source: Pennsylvania Historical and Museum Commission

Jane Jacobs wrote of Renaissance I in 1961, “Every device—arterial highways, belts of parking lots—severs these projects from the working downtown, insures that their juncture will remain an abstraction on maps instead of a living economic reality.” However, not all reviews of the development were negative. 32 article in 27 national and international publications were written about Renaissance I in 1963. One article wrote, “No other community in America has commanded more attention in its postwar development than the City of Pittsburgh. Its reputation as a vigorous, resurging urban center has spread around the world.”

Pittsburgh’s African-American population grew from 27,000 at the beginning of World War I to 82,000 by then end of World War II.<sup>87</sup> African-American workers were recruited to work in manufacturing plants including Carnegie Steel, Westinghouse Airbrake, and Pittsburgh Plate Glass Company. By 1930, 65% of black men in Pittsburgh worked in manufacturing, transportation, or trade.<sup>88</sup> Black workers consisted of fourteen percent of the steel laborers during World War II. Pay for black workers in Pittsburgh’s industry ranged from “\$3.50 to over

---

<sup>87</sup> Joe W. Trotter and Jared N. Day, *Race and Renaissance: African Americans in Pittsburgh since World War I* (Pittsburgh: University of Pittsburgh Press, 2010), 9.

<sup>88</sup> Ibid., 10.

\$5.00 per eight-hour day compared to no more than \$2.50 per twelve-hour day in southern cities, and little more than \$1.00 per day for southern agricultural workers.”<sup>89</sup> Despite Pittsburgh’s abolition of *de jure* segregation in 1881, only twenty of 106 elementary schools admitted black students in 1926. African-Americans were not hired as teachers in the city between 1881 and 1933.<sup>90</sup> Services for African-Americans were restricted by banks, hospitals, and department stores.<sup>91</sup>

Pittsburgh’s predominately African-American Hill District area consists of the Lower-, Middle-, and Upper-Hill neighborhoods. Poet Claude McKay called the Hill, “The crossroads of the world.”<sup>92</sup> During the industrial boom of the first half of the 20<sup>th</sup> century the Hill gained 14,000 black residents and lost 7,600 European immigrants.<sup>93</sup> Following World War II the Hill was 97% black.<sup>94</sup> The Hill District contained 45 churches, and “Twenty-five of these churches counted a membership of 12,400; twenty-one owned an estimated \$1.62 million in church property.”<sup>95</sup> The *Pittsburgh Courier* was a black newspaper founded in Pittsburgh in 1907 and headquartered in the Hill District.<sup>96</sup> The paper urged African-Americans to “concentrate their earnings,” “make capital,” and “hire, produce, and sell for themselves.”<sup>97</sup> The Hill District was home to the Pittsburgh Crawford’s a team in the National Negro League and winners of the 1935 Negro National League World Series.<sup>98</sup> The area was renowned for its nightlife and jazz scene. Clubs like the Hurricane Lounge, the Flamingo Hotel, and the Crawford Grill hosted local

---

<sup>89</sup> Ibid., 10.

<sup>90</sup> Ibid., 13.

<sup>91</sup> Ibid., 14.

<sup>92</sup> Colter Harper, “‘The Crossroads of the World’: A Social and Cultural History of Jazz in Pittsburgh’s Hill District, 1920-1970,” University of Pittsburgh Doctoral Dissertation, 2011.

<sup>93</sup> Joe W. Trotter and Jared N. Day, *Race and Renaissance*, 13.

<sup>94</sup> Ibid., 37.

<sup>95</sup> Ibid., 15-16.

<sup>96</sup> Ibid., 20.

<sup>97</sup> Ibid., 20.

<sup>98</sup> Ibid., 21.

musicians and those of national and international acclaim, including Duke Ellington, Count Basie, and Lena Horne.<sup>99</sup>

As Pittsburgh declined following World War II so did the Hill District. Black steel workers at peak wartime production numbered 11,500. By the 1960s 8,200 black steel workers remained.<sup>100</sup> Pittsburgh City Councilman George Evans wrote in 1943:

The Hill District of Pittsburgh is probably one of the most outstanding examples in Pittsburgh of neighborhood deterioration...There are 7,000 separate property owners; more than 10,000 dwelling units and in all more than 10,000 buildings. Approximately 90 per cent of the buildings in the area are substandard and have long outlived their usefulness, and so there would be no social loss if they were all destroyed.<sup>101</sup>

Planners and the city's Urban Redevelopment Authority conceived an urban renewal project to improve the Lower Hill which they saw as collapsing and delinquent as manufacturing left the city. The redevelopment area would encompass 80 blocks, 105 acres.<sup>102</sup> (Illustration 1.12) The affected area displaced 8,000 residents: 1,239 black families, and 312 white families.<sup>103</sup> 35% of those displaced went into public housing developments. In 1956, 1,300 structures were acquired through eminent domain and demolished in order to construct the Civic Arena. (Illustration 1.13) The development acted to sever the Hill from surrounding neighborhoods by limiting and contributed to the continued decline of the area. By 1990, the Hill lost 38,000 individuals from its peak population, 71 percent of the population, and close to 400 businesses.<sup>104</sup> (Illustration 1.14)

---

<sup>99</sup> Ibid., 22.

<sup>100</sup> Ibid., 53.

<sup>101</sup> Goerge E. Evans, "Here is a Postwar Job for Pittsburgh...Transforming The Hill District," *Greater Pittsburgh*, July-August 1943.

<sup>102</sup> Roland M. Sawyer, "A Home to Go to," *Pittsburgh Quote*, June 1955.

<sup>103</sup> "The Hill District History," Carnegie Library of Pittsburgh, retrieved December 4, 2015.

<sup>104</sup> Ibid.



Illustration 1.12: Civic Arena development with overlay

Source: [Civicarenadevelopment.com](http://Civicarenadevelopment.com)



Illustration 1.13: The Civic Arena

Source: [Pittsburgh Post-Gazette](http://PittsburghPost-Gazette.com)



Illustration 1.14: Comparison between Lower Hill and Civic Arena  
Source: Pittsburgh Post-Gazette

East Liberty, like the Hill District, was an area targeted by aggressive urban renewal practices. The East Liberty Business District was an urban shopping area with 575 businesses in 1960. (Illustration 1.15) A \$58 million urban renewal project began in East Liberty in 1960. 1,100 homes were demolished and 3,900 individuals displaced. In their place, a massive traffic circle surrounding a pedestrian mall was built with large parking lots at the exterior for 2,000 vehicles.<sup>105</sup> The construction lasted six years. By 1970, 292 businesses remained in East Liberty. By 1979, 98 businesses remained.<sup>106</sup> New high-rise apartment buildings were constructed to house the displaced. Developers took advantage of federal subsidies for private

<sup>105</sup> James R. Hagerty, "A Neighborhood's Comeback," *Wall Street Journal*, July 18, 2012.

<sup>106</sup> Dan Fitzpatrick, "East Liberty Then: Initial makeover had dismal results," *Pittsburgh Post-Gazette*, May 23, 2000.

low-income housing to create three 20-story public housing apartments.<sup>107</sup> The new buildings became concentrated centers of poverty and crime.<sup>108</sup> (Illustration 1. 16)



Illustration 1.15: East Liberty circa 1950  
Source: Pittsburgh Post-Gazette



Illustration 1.16: East Liberty, 1976  
Source: Pittsburgh Post-Gazette

## THE COLLAPSE OF INDUSTRY

The steel industry in Pittsburgh collapsed during the 1970s. Internationally, newer technologically advanced mills produced steel at lower prices without union interference

---

<sup>107</sup> Ibid.

<sup>108</sup> Ibid.

demanding safe conditions and a living wage. Western Pennsylvania's coke and iron ore deposits, mined for over 200 years, were depleted.<sup>109</sup> The 1981-1982 recession resulted in the layoff of 153,000 American steel workers.<sup>110</sup> In 1972, unemployment in Pittsburgh was four percent with 300,000 manufacturing jobs filled. By 1984, unemployment reached eighteen percent. Regionally, 200,000 workers were unemployed.<sup>111</sup> White flight, which was started by the end of World War II continued. The population of Pittsburgh was 520,117 in 1970; 423,938 in 1980; 369,879 by 1990; 334,563 by 2000; and 305,704 by 2010.<sup>112</sup> Previously, guaranteed manufacturing jobs kept young people in the city with the promise of reasonable pay. Without the option for work, people left the city.

## PITTSBURGH TODAY

Following the collapse of the industrial economy, Pittsburgh has slowly reemerged with a more diversified economy. The population of Pittsburgh has grown for the first time since the 1950 census. Pittsburgh had 305,704 residents in 2010, and an estimated 305,841 in 2013.<sup>113</sup> The number appears negligible. However, it is evidence of the city stabilizing after population decline. Pittsburgh is the second-largest city in Pennsylvania, behind Philadelphia. The Combined Statistical Area is 2,659,937, 20<sup>th</sup>-largest in the United States. The city contains 446 bridges, the second most of any city in the world behind Hamburg, Germany. Today, the city is 58.3 square miles containing 90 neighborhoods.

---

<sup>109</sup> John P. Hoerr, *And the Wolf Finally Came: The Decline of the American Steel Industry* (Pittsburgh: University of Pittsburgh Press, 1988).

<sup>110</sup> Ibid.

<sup>111</sup> Christopher Briem, "For Pittsburgh a future not reliant on steel was unthinkable...and unavoidable," *Pittsburgh Post-Gazette*, December 23, 2012.

<sup>112</sup> "Census of Population and Housing," United States Census Bureau, retrieved December 5, 2015.

<sup>113</sup> Ibid.

Downtown Pittsburgh includes a fourteen-block Cultural District. The Cultural District contains Heinz Hall for the Performing Arts,<sup>114</sup> The Benedum Center for the Performing Arts,<sup>115</sup> The Byham Theater,<sup>116</sup> and The August Wilson Center for African American Culture. The Oakland neighborhoods<sup>117</sup> contain the Carnegie Museum of Natural History, Carnegie Museum of Art, Carnegie Library of Pittsburgh, and Carnegie Music Hall. These four institutions were gifts from Andrew Carnegie to Pittsburgh and her people. Oakland is also home to the Phipps Conservatory, a gift from Henry Phipps, Jr., co-founder of the Carnegie Steel Company.<sup>118</sup> Major universities Carnegie Mellon University and the University of Pittsburgh are in Oakland. Carnegie Mellon was formed by 1967 merger of the Mellon Institute of Industrial Research, founded by banker Andrew W. Mellon in 1913, and the Carnegie Institute of Technology, founded by Andrew Carnegie in 1900. The University of Pittsburgh was founded in 1787 as the Pittsburgh Academy. The campus includes the Cathedral of Learning, a 42-story academic building constructed from 1926 to 1931.

Lawrenceville is an area on the rise. The area is composed of three separate neighborhoods.<sup>119</sup> The neighborhood was founded by William Foster, father of musician Stephen Foster, in 1814.<sup>120</sup> Industry developed in Lawrenceville to take advantage of its position bordering the Allegheny River. The Allegheny Arsenal, famous for its Civil War explosion, was in Lawrenceville. Millworkers lived in brick row houses lining the hills of Lawrenceville. Currently, the neighborhood is undergoing a revitalization. It has become a hipster mecca

---

<sup>114</sup> Formerly Loew's Penn Theater

<sup>115</sup> Formerly The Stanley Theater

<sup>116</sup> Formerly The Fulton Theater

<sup>117</sup> Central Oakland, South Oakland, and North Oakland

<sup>118</sup> Christopher Gray, "Henry Phipps and Phipps Houses, Millionaire's Effort to Improve Housing for the Poor," *New York Times*, November 23, 2003.

<sup>119</sup> Upper Lawrenceville, Central Lawrenceville, and Lower Lawrenceville

<sup>120</sup> Albert W. Bloom, "Pittsburgh today made up of many villages," *Pittsburgh Post-Gazette*, January 14, 1953.

catering to young, hip, and wealthy individuals. Butler Street, the central road that runs parallel to the Allegheny River, is a thriving business district. Boutiques, restaurants, and bars pack the neighborhood. The average home appreciation in Pittsburgh is two to four percent per year. In Lawrenceville it is eight percent.<sup>121</sup>

East Liberty, like Lawrenceville is going through a revitalization. The neighborhood which was once decimated by urban renewal has come under the control of East Liberty Development, Inc. (ELDI), a local non-profit founded by Mellon Bank and local property owners in 1979. The ELDI purchased vacant structures and facilitated their rehabilitation. Two successful projects include Motor Square Garden and the Kelly-Strayhorn Theater. Motor Square Garden was constructed by the Mellon family as a public market house which quickly failed. The structure was used for auto shows and athletic events. The building was rehabilitated in 1988 as an AAA center and home to the UPMC Shadyside School of Nursing. The Kelly-Strayhorn Theater was opened in 1914 as the Regent Theater, a silent movie house. The theater closed during the 1950s and reopened in 1965 following a renovation. The theater closed once more in 1979. In 2000, plans were made to reopen the theater and name it in honor of Gene Kelly and Bill Strayhorn, two famous Pittsburghers in the performing arts.<sup>122</sup> Home Depot opened in 2000 in East Liberty after Mayor Tom Murphy negotiated the company's entrance into the neighborhood.<sup>123</sup> Whole Foods built a store in 2002. Both national chains were incentivized to locate in East Liberty by tax increment financing.

---

<sup>121</sup> Tim Grant, "Real estate prices higher in some places," *Pittsburgh Post-Gazette*, November 2, 2007.

<sup>122</sup> "History," Kelly-Strayhorn Theater, retrieved December 15, 2015.

<sup>123</sup> Teresa F. Lindeman, "At home in East Liberty," *Pittsburgh Post-Gazette*, February 4, 2001.

Following the successes of Whole Foods and Home Depot, three major low-income housing projects constructed during urban renewal were demolished between 2005 and 2009.<sup>124</sup> The demolitions displaced low-income African-American residents. New businesses continued to enter the revitalizing community including Target. A new transportation center with housing was built bordering the Whole Foods development. East Liberty's revitalization has resulted in the dramatic rise in rents and housing values in the neighborhood. African-American residents who saw the neighborhood through urban renewal and the ensuing fallout have been slowly forced out of the neighborhood as young, rich, white professionals enter to live close to universities and downtown.

In December 2015, a mural painted in 2004 at the Penn Avenue entrance of East Liberty funded by the Sprout Fund to "beautify struggling areas," was painted over in order to insert windows into the walls on which it was painted. The mural depicted four African-American children: a young girl blowing bubbles and three young men on bikes. (Illustration 1.17) Jen Saffron, spokeswoman for the Greater Pittsburgh Arts Council, spoke of the covering of the mural, "Part of why people are attached to art is because it denotes a place. That mural was about youth, who address the viewer as we entered their community. People are upset because it was representative of the people who live there, and there's symbolism in having it painted over."<sup>125</sup> As Pittsburgh and its neighborhoods modernize and revitalize, low-income residents are inevitably displaced. The struggle between revitalization and gentrification is one that challenges planning in the city.

---

<sup>124</sup> Jonathan D. Silver, "Implosion of high-rise draws crowd of gawkers," *Pittsburgh Post-Gazette*, May 18, 2009.

<sup>125</sup> Diana Nelson Jones, "Popular mural in East Liberty removed," *Pittsburgh Post-Gazette*, December 15, 2015.



Illustration 1.17: 5900 Penn Avenue

Source: Pittsburgh Post-Gazette

## CONCLUSION

The history of Pittsburgh is a history of struggle, from conflict between European powers to conflict between industrialists and their workers. It is this struggle which has defined the character of the city: working class with elements of wealth and luxury in its architecture and culture. From the time of European settlement, the region has been central to both literal and moral battles over resources and the labor used to extract them. This theme is present not only in the history of the city, but it is also present in history localized to neighborhoods and areas throughout. In the next chapter, this same idea of conflict will continue to be examined.

## CHAPTER 2: HISTORY OF MARKET SQUARE

### INTRODUCTION

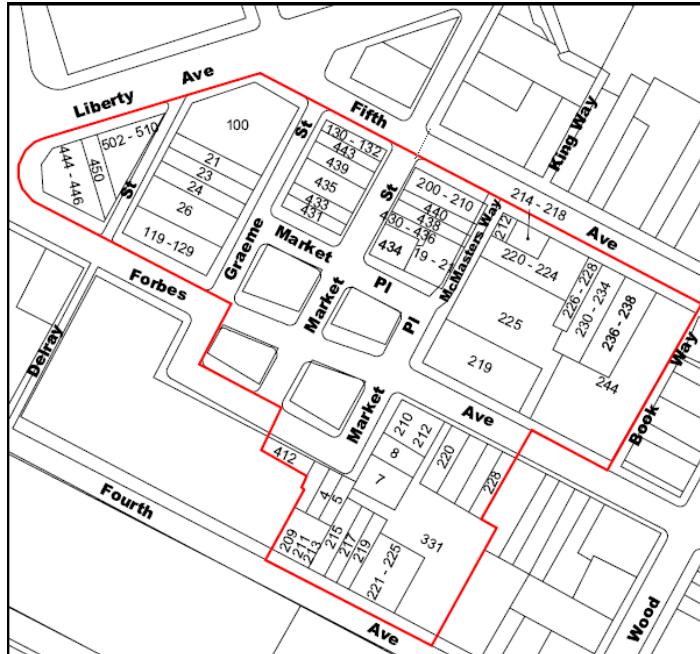
Laid out in 1784, Market Square was the commercial center of the city of Pittsburgh from 1794 until 1960 when the final market house was demolished. The square has been the subject of plans for improvement since its inception. Multiple market houses and revitalization plans have been proposed and implemented. Between 1960 and 2016, six plans were proposed; three were completed. The debate over the square and its improvement is an example of the contentious history of Pittsburgh between the working and ruling classes, whether it be industrialists or the city government.

### DEFINITION OF TERMS

**MARKET SQUARE** is a public square measuring approximately 160 by 180 feet. Its center is at the intersection of Forbes Avenue and Market Street in downtown Pittsburgh.

The **MARKET SQUARE HISTORIC DISTRICT** is an area off four city blocks designated by the City of Pittsburgh in 1972. The district is bounded by Liberty and Fifth Avenues to the North, Book Way to the east, and Fourth Avenue to the west. (Illustration 2.1)

The **FIFTH-FORBES CORRIDOR** is the area located between Fourth Avenue, Smithfield Street, Oliver Avenue, Fifth Avenue, and Liberty Avenue. (Illustration 2.2) It is the area Mayor Tom Murphy proposed to redevelop in 1997 with Urban Retail Properties (URP).



## Illustration 2.1: Map of the Market Square Historic District

Source: City of Pittsburgh Historic Review Commission



## Illustration 2.2: Map of Fifth-Forbes Corridor

Source: Pittsburgh Post-Gazette

## EARLY MARKET SQUARE

Market Square was located at the geographic center of Woods and Vickroy's 1784 plan for Pittsburgh described in the previous chapter. Woods and Vickroy utilized a plan traditional to Ulster, Northern Ireland in which the central market area is at the convergence of major roads. Irish city plans were encouraged to include a central market square, or "diamond," to provide commercial space.<sup>1</sup>

In 1794, the first Allegheny County Courthouse was constructed in Market Square. The original courthouse was a two-story square, wooden structure with a central steeple and a semi-circular horseshoe on ground floor providing for open-air market stalls (Illustration 2.3).<sup>2</sup>



Illustration 2.3: The First Allegheny County Courthouse and Market House circa 1794  
Source: Mapsofpa.com

A new, larger Allegheny County Courthouse opened in 1841 on top of Grant's Hill. Market Square was used exclusively as a commercial marketplace at this point. The Market House, one of the few survivors of a devastating 1845 fire, pledged to remain open. However, on December 6, 1852, the City of Pittsburgh ordered, "all stall renters to vacate the circular

---

<sup>1</sup> Michael Montgomery, *From Ulster to America: The Scotch-Irish Heritage of American English* (Belfast, Ireland: Ulster Historical Society, 2006), 50.

<sup>2</sup> Kaleina, "The Many Faces of Market Square."

building” by January 1, 1854.<sup>3</sup> Stalls in a new market house were auctioned to the highest bidder in return for a ten-year lease. The market was constructed as two separate brick structures, one on either side of the square called the Diamond Market Houses. During the American Civil War, the Diamond Market Houses sheltered 409,745 Union troops, acted as a military hospital for 79,560 injured soldiers, and served as the armory for the 17<sup>th</sup> Pennsylvania Regiment.<sup>4</sup>

The Diamond Market Houses were demolished in 1912 in order to construct a third market house. The New Diamond Market was constructed at the price of \$250,000 in 1914 occupying the four quadrants of the intersection of Market Street and Forbes Avenue with bridges connecting the quadrants. (Illustration 2.4) *The Construction Record* detailed the original plans for the Market House:

The plans prepared by Architects Rutan & Russell, Pittsburgh, for the proposed market building, to be built on Market and Diamond streets, Pittsburgh, for the City of Pittsburgh, have been approved by council. These plans call for two buildings, each to have a mezzanine floor and a story above. Market Street will be bridged so that access can be had to both buildings from the second floor. The Department of Public Works will be authorized to proceed with the construction at once.<sup>5</sup>



Illustration 2.4: The Diamond Market Building  
Source: *Pittsburgh Post-Gazette*

<sup>3</sup> Ezra Morrell, “Pittsburgh’s Market Houses: How Vegetables and Other Necessaries of Life Were Sold in the Early Days,” *Pittsburgh Post*, April 26, 1908.

<sup>4</sup> “Old Diamond Market to be Sold by City,” *Pittsburgh Post-Gazette*, June 7, 1947.

<sup>5</sup> “Approved Market House Plans,” *Construction Record*, February 14, 1914.

The City of Pittsburgh administered the market until 1932 when a private company began managing the daily market. By World War II, the market's maintenance cost \$44,000 a year—a sum paid by market occupants. The city attempted to sell the property in 1947 when it was determined the market was no longer financially feasible to maintain. The city's plan to sell was explained, "The city's desire to divest itself of the property stems from the fact that such market places have outlived their usefulness, largely through the growing popularity of large privately operated markets."<sup>6</sup> Complications arose when the title to the property could not be found. It was not clearly known who owned the land or property. The sale of the property was unsuccessful. Ultimately, the Diamond Market closed on December 30, 1960 and demolished in 1961 after a piece of the stone cornice fell and injured a passerby. The repair costs for the property were deemed too high at \$160,000.<sup>7</sup> The resulting open space was converted into four grassy public parks in the open quadrants of Forbes and Market. The square became one of the few open spaces in a crowded, bustling downtown.

Market Square was designated as the City of Pittsburgh's first City Historic District in 1972. The creation of this historic district can be attributed to the burgeoning plans to rehabilitate Market Square. Naming Market Square a historic district protected historic structures in and around the square from falling victim to overzealous developers. Pittsburgh's historic preservation ordinance is administered by the Historic Review Commission. A public meeting occurs once a month to discuss and vote upon exterior changes to previously designated structures and the designation of properties. The ordinance protects all city designated properties from exterior change without review and approval by the commission. Design guidelines and

---

<sup>6</sup> "Old Diamond Market to be Sold by City."

<sup>7</sup> "Council to Decide Market House's Fate."

boundaries were laid out for the varied character of the Market Square Historic District (Appendix I, Appendix II).

In 1972, an official rehabilitation plan was brought to Pittsburgh City Council in order to enliven the now decrepit square. However, the planning process began long before this point. In a December 29, 1970 letter, Arthur Ziegler, President and co-founder of Pittsburgh History and Landmarks Foundation discussed proposed plans with Jack Seay of Simons & Simons, landscape architects:

The only thing that I do have a second thought about is your proposal to eliminate all the grass. It seems to me that this is one of the few green spots in downtown Pittsburgh other than the Point and that the grass does form a little oasis of green. To pave it and put in metal pavilions seems to me to destroy the really pleasant refreshment that an urban square offers through its grass and trees. All of the great squares of Savannah and Philadelphia that we discussed do have grass as well as trees.<sup>8</sup>

Ziegler, the head of the preservation community, commented on the importance of green space and parks in an urban setting, citing popular squares in other cities in the United States. The plan proposed in 1972 sought to place height limitations on construction in the square, close Market Street through the square in order to limit vehicular access, and install new sidewalks, street, and a water fountain.<sup>9</sup> Height limitations would prevent construction over 50 feet when abutting the square, and lots with 45 foot setbacks from the square could be a maximum of 300 feet. The plan would maintain the four grass parks in the square.

Those in support of the plan included the Market Square Association, Western Pennsylvania Conservancy, Pittsburgh Chamber of Commerce, and Pittsburgh History and Landmarks. Property owners on the square were in opposition.<sup>10</sup> Owners predicted the closure

---

<sup>8</sup> Arthur Ziegler, letter to Jack Seay, December 29, 1970.

<sup>9</sup> Thomas Hritz, "Market Sq. Facelift Tabled by Council," *Pittsburgh Post-Gazette*, September 28, 1972.

<sup>10</sup> "Property Owner Raps Market Square Plans," *Pittsburgh Post-Gazette*, June 13, 1972.

of Market Street to be harmful to business and height limitations infringed upon commercial development and property rights. The 1972 rehabilitation, estimated to cost the city \$642,000, was vetoed by City Council. Council President Louise Mason, Jr. spoke at the meeting, saying, “I’m frightened of the East Liberty mall concept. You could get lost there like you can get lost in the East Liberty Mall.”<sup>11</sup> Mason referenced the failed urban renewal project in Pittsburgh’s East End which attempted to create an inner-city pedestrian mall. The resulting economic turmoil made an increasingly abandoned area that fell victim to increased crime. Council-members were wary of a proposal to convert Market Square into a pedestrian area because of the failure of planning in East Liberty. A plan similar to the 1972 plan was proposed and vetoed in 1974.

A rehabilitation plan for Market Square was approved by City Council in 1976 and construction began the same year. 25 years after the demolition of the Diamond Market, Market Square had become a meeting place for the homeless and alcoholics. Gaslights, park benches, trees, and cobblestone streets were added, sidewalks were widened and paved with brick, and a stage was constructed for musical performances. It can be noted that this is an ahistoric approach to improving the square. None of these elements were present in the square previously. The perceived historic nature of the materials and concept was being created rather than an actual historic approach of reconstruction. The \$225,000 plan was intended to provide an open, safe space for people to meet and enjoy downtown Pittsburgh.<sup>12</sup> Over 1,000 people attended the grand reopening of the square led by Mayor Richard Caliguiri in October 1977.<sup>13</sup> The

---

<sup>11</sup> Hritz, “Market Sq. Facelift Tabled by Council.”

<sup>12</sup> “Year Late, Square’s All Ready For People.”

<sup>13</sup> “Caliguiri Dedicates ‘New’ Market Square,” *Pittsburgh Press*, November 1, 1977.

renovation took double the predicted time for completion due to scarcity of materials; the brick factory where sidewalk bricks were sourced closed during construction.

The Market Square Association (MSA), consisting of the business owners in the area, had the goal to move the liquor store out of Market Square in order to improve the social character of the square. Tony Chakeres, a member of the Market Square Association said in an interview with reporter Thomas Hritz, “The beggars and winos drive good people away by their presence. They encourage loitering and they keep the class of people we want down here out. We need more police to keep them out.”<sup>14</sup> Sidney Rosen, the President of the Market Square Association, stated of the inhabitants of the square, “They’re a bad element and we could do without them.”<sup>15</sup> The controversy surrounding improving the character of Market Square was linked to racial and classist tensions. Walt Harper, a former jazz pianist in the square, spoke of the square, “They cater to the rock crowd now. But they need a better class of people.”<sup>16</sup> Merchants were wary of The Crazy Quilt, a predominantly African-American club on the square. Club owner Charlotte Nelson spoke of the public’s perceptions of her club:

Let’s face it. Blacks have a right to be Downtown and I’m happy and proud that I can provide them with good food and good entertainment. Some people see them and they are intimidated. But a lot aren’t. If you’re sensitive, you’ll feel no hostility in the Crazy Quilt—unless you bring it in with you.<sup>17</sup>

Business owners and potential white visitors were intimidated by the largely black clientele of the square and sought to remove African-American owned and patronized businesses because they were believed to be undesirable.

---

<sup>14</sup> Thomas M. Hritz, “Market Square’s Surgery Over, But Will the Patient Survive?” *Pittsburgh Post-Gazette*, October 31, 1977.

<sup>15</sup> Ibid.

<sup>16</sup> Ibid.

<sup>17</sup> Ibid.

PPG Industries (PPG) announced their plans to build a company headquarters adjacent to Market Square in 1978. Pittsburgh Plate Glass Company was founded in Pittsburgh in 1883. The company's first manufacturing plant was located in Creighton, Pennsylvania, twenty miles northeast of Pittsburgh. The first office was located on Fourth Avenue in downtown Pittsburgh. Pittsburgh Plate Glass officially became PPG Industries in 1968 and sought to construct a new corporate headquarters. The site PPG targeted, adjacent to Market Square, contained 193 parcels on 26-acres, including 55 parking lots, 23 restaurants, and fourteen bars. All but three of the parcels had 100% lot coverage leaving little open space or natural light. 48% of the structures were deemed "substandard or deficient," and 34% of structures were vacant or had only first floor occupancy.<sup>18</sup> City of Pittsburgh Planning Director Robert Lurcott described the area as, "inadequately planned, defectively designed and the victim of scattered and unregulated land use," stating the area gave, "the impression of being the city's back alley, little use, relatively undeveloped and generally unnoticed."<sup>19</sup> Lurcott set the stage for the URA to declare the area PPG sought as an official renewal area, Renaissance II. This designation would allow the URA to utilize eminent domain to begin acquiring properties for demolition. PPG pledged to pay the estimated \$600,000 acquisition cost of properties.<sup>20</sup>

L. Stanton Williams, Vice Chairman of the PPG Board, spoke of the location, "We have been in Gateway Center for 25 years and we like it there. The site adjoins Gateway Center, our employees like it, it is convenient to parking and to their getting home in the evening."<sup>21</sup> Williams referenced Gateway Center, the site of Pittsburgh's Renaissance I redevelopment. In

---

<sup>18</sup> Mike Moyle, "Redevelopment Site Called 'Missing Link' Downtown," *Pittsburgh Post-Gazette*, July 7, 1978.

<sup>19</sup> Ibid.

<sup>20</sup> Rich Gigler, "Real Estate Plans Kick Off Market St. Renewal," *Pittsburgh Press*, September 16, 1978.

<sup>21</sup> Mike Moyle, "PPG Headquarters to Spearhead Redevelopment Plan for Triangle," *Pittsburgh Post-Gazette*, July 7, 1978.

May 1979, 500 citizens owning property or employed in the zone protested being displaced for the construction. Despite reports that the area had few businesses, those who owned properties in the area were not in support of the destruction of the area. Protestors gathered stated that their properties were not blighted and that they would not receive just compensation through the URA's use of condemnation.<sup>22</sup> Despite these claims, the properties were seized, demolished, and PPG's new headquarters was constructed.

In the late 1970s, the city underwent a process to redesign Market Square once more. The area at the center of the city was still valued for its location and needed maintenance. The URA hired two firms to create plans to revitalize the square with new facades and improved garden areas: Hardy Holzman Pfeiffer Associates of New York and Urban Design Associates of Pittsburgh. Hugh Hardy spoke of his firm's plans, "The character of the square comes from a great variety and somewhere in that lies the key. We're not going to propose that it become uniform."<sup>23</sup> As we will see in the next chapter, the architecture of the square and surrounding area is varied in material, style, and date. Hardy's firm proposed closing Market Street within the square and constructing two arches over Forbes Avenue. The arches were reminiscent of the arches of the former market house demolished in the 1960s that stood over Forbes and Market Avenues. They would provide contrast to the modernity of PPG's complex. The proposed project would cost \$2-3 million, an amount to be paid for by both public and private groups. The Director of Parks and Recreation, Louise Brown, stated that no city capital funds had been allocated to construction in Market Square. Therefore, improvements would not occur.<sup>24</sup> Efforts

---

<sup>22</sup> William Allan Jr., *Pittsburgh Press*, May 19, 1979.

<sup>23</sup> Eleanor Chute, "New Study Ok'd for Market Square."

<sup>24</sup> "Now, 2 arches in Market Square," *Pittsburgh Post-Gazette*, January 24, 1982.

to revitalize the square were not renewed for ten more years when money was allocated to improving the area.

Another plan for revitalizing Market Square was proposed in 1991 under the administration of Mayor Sophie Masloff. The \$1.4 million plan by the City Department of Engineering and Construction included removing grass in the northwest quadrant and replacing it with brick in order to construct a new stage for performances. The other quadrants would be raised two feet and a seating wall would be installed. The square would not receive arches as was previously proposed. City Art Commission chair Mark McCormick spoke of the plan, “Something really has to be done down there. It’s in horrible shape.” Councilman Bernard J. Regan voiced similar concerns, “If we have a shabby downtown, we will have a shabby city. We should keep Downtown as nice as we can.” The ACCD pledged \$700,000 for the project if the city would pay the other half of the cost.<sup>25</sup> Ultimately, Forbes Avenue was reconstructed and the paving was reset, a new storm sewer was added, sidewalks were fixed, granite seat-walls were installed surrounding three-quarters of the square’s grass, 35 trees were planted, and a brick stage was added. The Art Commission requested that all buses be rerouted out of the square. However, bus routes were not affected when the Port Authority stated, “it’s [not] in our best interest to reroute the buses total off Market Square.”<sup>26</sup>

In September 1997, Mayor Tom Murphy signed an option agreement with URP, a real estate management firm, to develop 400,000 square feet of new retail space in a Fifth-Forbes business district with retail anchors at one end and nightclubs at the other.<sup>27</sup> Murphy envisioned creating a “24-hour downtown.” The plan would replace existing local and regional retailers

---

<sup>25</sup> Tom Barnes, “Council and art panel OK Market Square plan,” *Pittsburgh Post-Gazette*, September 12, 1991.

<sup>26</sup> Pete Bishop, “Market Square Makeover,” *Pittsburgh Press*, March 28, 1992.

<sup>27</sup> Tom Barnes, “Glitz future envisioned for Fifth Avenue corridor,” *Pittsburgh Post-Gazette*, November 10, 1997.

with large national chains.<sup>28</sup> In March 1998, Executive Director of the URA Mulugetta Birru announced that a twenty-screen, 4,000 seat movie theater was planned with the development.<sup>29</sup> In order to complete the project the use of both tax increment financing and eminent domain were necessary.<sup>30</sup>

In a March 2016 interview with the author, Mayor Murphy spoke to the reason the URP plan was proposed.

*Tom Murphy:* We had in the back of our...and on our shoulders, the potential loss of PNC Bank.

*Molly Soffietti:* Did PNC threaten to leave Pittsburgh as their headquarters?

*Tom Murphy:* I don't ever want to use the word threaten. But the business environment in that part of the city was not attractive. Several businesses directly across the street from PNC' headquarters had been busted by the federal government for selling cheap gold and illegally switching stuff in rocks, okay? And then there were several shootings at the headquarters off Forbes...Most of the buildings were surely dilapidated. They were used on the first floor in the day. Most of the buildings were vacant completely.<sup>31</sup>

Murphy was driven by the potential loss of PNC Bank, a major employer in the city, to approach URP in order to create a redevelopment plan for the Fifth-Forbes corridor.

Preservation Pittsburgh and the Pittsburgh History and Landmarks Foundation (PHLF) were consulted by URP about their opinions of the proposed development. Neither preservation group was in support of using eminent domain to acquire and demolish 64 buildings. In opposition to Hardy's plan that worked to maintain the character of the square, a new plan would erase the long history it maintained. Preservation Pittsburgh board member Robert Pfaffman said of the proposal, "For most of us, there's not one individual building, but the texture of the whole district. When you build new in a city, you need to bring enough of the past with you into

---

<sup>28</sup> Tim Schooley, "Feelings linger over battle for Fifth and Forbes," *Pittsburgh Business Times*, May 24, 2010.

<sup>29</sup> Dan Fitzpatrick, "Movie megaplex planned," *Pittsburgh Post-Gazette*, March 27, 1998.

<sup>30</sup> Dan Fitzpatrick, "Imaging Fifth Ave.," *Pittsburgh Post-Gazette*, April 21, 1998.

<sup>31</sup> Tom Murphy, interview with Molly Soffietti, March 20, 2016, transcript.

the future. It's the region's Main Street, and it suddenly becomes another city overnight if you tear everything down." Preservation Pittsburgh President Arthur Lubetz voiced similar concerns, "Our issue is that we want to see maintained the multiplicity of materials, textures, scales, uses and time—past, present, and future."<sup>32</sup> Preservation groups found that any plan that involved the demolition of 64 buildings would change the character of the district, a regional draw.

Pennsylvania Governor Tom Ridge pledged \$10 million of state funds to the project for acquisition, demolition, and relocation in July of 1998.<sup>33</sup> Mayor Murphy set out to attract Nordstrom, a luxury department store, as an anchor tenant for the project.<sup>34</sup> In June 1999, it was announced that the initial price of \$200 million for the project had more than doubled to \$440 million for 500,000-800,000 square feet of commercial space.<sup>35</sup> The funding would be shared between several different entities: \$39-40 million of public funds, \$10 million of state funds, \$14 million of tax increment financing, \$15-17 million from the Pittsburgh Development Fund<sup>36</sup>, \$10 million from the Strategic Investment Fund<sup>37</sup>, and \$300 million from URP and tenants.<sup>38</sup>

PHLF's August 1999 newsletter discussed the Fifth-Forbes proposal. Arthur Zeigler spoke about the preservation community's concerns with the project, saying, "I think our basic conception of rooting the project in what is uniquely Pittsburgh has not taken hold. I think our hope of retaining some facades is going to be considered, and having some local tenants is being considered." Mayor Murphy responded to Zeigler, "Many of the facades in the area of most concern to History & Landmarks and other knowledgeable people in Pittsburgh will be retained

---

<sup>32</sup> Patricia Lowry, "Developers ask for preservation groups' input," *Pittsburgh Post-Gazette*, July 15, 1998.

<sup>33</sup> Dan Fitzpatrick, "Downtown district to get state money," *Pittsburgh Post-Gazette*, July 29, 1998.

<sup>34</sup> Tom Barnes, "Nordstrom taking look at Robinson site for new store," *Pittsburgh Post-Gazette*, March 16, 1999.

<sup>35</sup> Dan Fitzpatrick, "Fifth-Forbes project cost double to \$400 million," *Pittsburgh Post-Gazette*, June 17, 1999.

<sup>36</sup> A fund created by Mayor Tom Murphy

<sup>37</sup> A fund created by the Allegheny Conference on Community Development

<sup>38</sup> Dan Fitzpatrick, "Funding for Fifth and Forbes in place," *Pittsburgh Post-Gazette*, August 13, 1999.

and the city is committed to the presence of local tenants in this development.”<sup>39</sup> In an amended plan announced in early October 1999, the now \$480 million development would maintain ten facades of the 42 PHLF recommended preserving and would spare the Buhl Building and Original Oyster House—two historic properties on the square. Public subsidies between \$25 and \$40 million would be required to construct a Nordstrom. URP agreed to pay the URA \$28 million and loan it \$10 million for site acquisition under the Authority’s urban redevelopment capabilities. The URA would issue \$27.5 million in bonds, not considered public money, to construct two parking garages. Street improvements totaling \$15.5 million would be paid for by the city.<sup>40</sup>

Preservationists immediately criticized Murphy’s plan. Zeigler said of the plan:

We see no surprises or advantages in the city’s plan. It has standardized national chains owned by companies in distant places. The mayor empties the heart of Downtown of previous buildings and successful merchants. Nordstrom would be welcome, but at what taxpayer cost?<sup>41</sup>

Murphy defended his Fifth-Forbes plan:

We recognize there are many historic buildings along the Fifth-Forbes corridor, buildings that have beautiful facades like Warner Centre. Our interest is to engage the historic preservation community, to work with them...we want to keep the same scope of buildings we have now on Fifth and Forbes...we want to maintain the most important facades.<sup>42</sup>

Murphy was unwilling to maintain the historic character of the district. Instead, he planned to preserve a token, small number of buildings. Due to outcry against the proposed demolitions, 62 demolitions were delayed in December of 1999.<sup>43</sup>

---

<sup>39</sup>Patricia Lowry, “A landmark dispute?” *Pittsburgh Post-Gazette*, August 18, 1999.

<sup>40</sup>Dan Fitzpatrick and Tom Barnes, “A deal for Fifth/Forbes,” *Pittsburgh Post-Gazette*, October 3, 1999.

<sup>41</sup>Patricia Lowry, “Preservationists call Murphy’s plan a wipeout,” *Pittsburgh Post-Gazette*, October 5, 1999.

<sup>42</sup>Ibid.

<sup>43</sup>Tom Barnes, “Demolition of Downtown buildings delayed,” *Pittsburgh Post-Gazette*, December 11, 1999.

PHLF began creating their own proposal that would include housing which Zeigler believed was “the most essential ingredient.” Zeigler said of his plan, “If we want a true urban revival we should spend our public money creating housing, with a wonderful market house to serve them as well as serving the commuting public and functioning as a visitor attraction.” Zeigler and PHLF’s plan was to renovate and rehabilitate existing historic structures rather than demolishing them and constructing new buildings. PHLF’s plan would utilize Historic Rehabilitation Tax Credits totaling \$21.2 million. Zeigler provided space for a three-story Nordstrom but doubted the necessity of a fifth high-end department store downtown.<sup>44</sup> He proposed that rather than attracting a Nordstrom, the planned public subsidy could be used to “increase the number of downtown housing units.” The plan included new construction for residential units and a new market house in Market Square. Zeigler planned for URP to remain the developer. PHLF presented a more expensive plan. The group believed preservation and housing units would be economic catalyst rather than a shopping mall. (Table 2.1)

In January 2000, City Councilman Jim Ferlo aimed to delay the development by nominating 65 properties in the demolition zone for historic designation with the City of Pittsburgh. Ferlo hoped the months of requisite historic review would delay the development significantly. Ferlo spoke of his nominations, “We should take out time with this. I’d like to take the whole rest of the year to discuss the issue...I don’t think [URP] cares about Downtown buildings. I think they believe in a scorched-earth policy of malls, and that’s what they’re doing here.” When asked if he hoped the designations would convince URP to abandon the project, Ferlo stated, “Absolutely. I think we need to move them out of town.”<sup>45</sup>

---

<sup>44</sup> Existing stores included a Kaufmann’s, Lazarus, Saks Fifth Avenue, and an incoming Lord & Taylor.

<sup>45</sup> Tom Barnes and Timothy McNulty, “Ferlo to tap 65 buildings for historic designation,” *Pittsburgh Post-Gazette*, January 22, 2000.

Table 2.1: Fifth & Forbes cost comparison between the URP and PHLF plans (in millions of dollars)<sup>46</sup>

	URP	PHLF
Site assembly		
Acquisition and related expenses	78.0	63.0
Site preparation		
Demolition/abatement	13.0	8.9
Façade preservation/other	5.0	6.8
Site preparation subtotal	18.0	15.7
Infrastructure		
Parking garage construction	33.0	35.8
Public space improvements	15.5	5.0
Infrastructure subtotal	48.5	40.8
Construction		
New retail buildings	141.0	95.4
Renovated buildings	0.0	73.2
Retail tenant buildout	196.0	156.0
Residential (renovated buildings)	0.0	26.1
Construction subtotal	336.0	350.7
Tax credit	0.0	(21.2)
Subtotal	480.5	449.0
New market hall	0.0	22.6
Total	480.5	471.6
New residential buildings	0.0	92.8
Total	480.5	564.4

In April 2000, eighteen of 61 property owners effected by eminent domain in the Fifth-Forbes corridor sued the city claiming their properties were not deficient and the city could not seize them. The legislation to approve the use of eminent domain had not been approved by City Council. Council President Bob O'Connor stated that the vote would not occur until June of that

---

<sup>46</sup> Tom Barnes, "Fifth-Forbes gets 'historic' cost estimate," *Pittsburgh Post-Gazette*, February 11, 2000.

year. URA Director Mulugetta Birru stated that despite the pending lawsuit, 70 of 120 merchants in the affected area had agreed to relocate amicably.<sup>47</sup>

Another alternative to the Fifth-Forbes plan was presented in April 2000 by Jim Ferlo and the Golden Triangle Community Development Corporation (GTCDC)—a group of downtown merchants and property owners. The Main Street Proposal would cost \$256 million. Included would be: \$7.5 million in public funds for a “façade matching grant program,” \$4.5 million in public funds for increasing fire and handicap accessibility in existing structures, and \$4 million in public funds for a startup “incubator mall.” A “Selling History” program would be created to install plaques detailing a building’s history to their fronts. A permanent farmers market would be created. \$32 million in public funds would be required versus \$53 million for Murphy’s plan. \$7 million would be provided by TIFs, \$7 million from Mellon Bank, \$8 million of Federal Transportation Funds, and \$10 million already pledged by Governor Tom Ridge for a project in Downtown Pittsburgh. The plan emphasized there were not acquisition costs. Rather money would be allocated to improving existing, historic structures. The National Trust for Historic Preservation was in favor of this plan and urged Mayor Murphy to abandon his plan.<sup>48</sup> In an interview with Mr. Ferlo in April 2016, he spoke of his opposition to Murphy:

I opposed [Murphy’s plan] not only because it violated historic preservation and Main Street principles. One of my main arguments was it wasn’t going to be successful. I kept arguing with Tom [Murphy] about...This is the beginning of kind of the advent of internet purchasing. Everybody goes to the internet and has no problem using the credit card over the internet and going to Amazon and getting everything delivered to the door. Sometimes without sales tax.<sup>49</sup>

---

<sup>47</sup> Tom Barnes, “Eminent domain’ is fighting words,” *Pittsburgh Post-Gazette*, April 16, 2000.

<sup>48</sup> Tom Barnes, “Price put on rival ‘Main St.’ proposal,” *Pittsburgh Post-Gazette*, April 18, 2000.

<sup>49</sup> Jim Ferlo, interview by Molly Soffietti, April 1, 2016, transcript.

Ferlo continued discussing the impetus behind his plan, “We wanted to show that you could keep all the buildings and still do your retail, but do it in a different configuration, without demoing all these buildings now.”<sup>50</sup> Ferlo’s Main Street Plan made it a goal to use existing structures, stating that this would be an economically viable rehabilitation. The advent on online shopping was making malls increasingly obsolete. Murphy disagreed with this assertion. In a March 2016 interview Murphy stated, “Other than a few units that you could do in the upper stories of existing buildings, there was no opportunity to any housing. I mean all those buildings were...they were two and three story buildings. So how do you do housing there? Without tearing something down?”<sup>51</sup> Murphy was, and remains, skeptical that rehabilitating small buildings was a viable rehabilitation plan for the district.

Later in April 2000, Pittsburgh City Councilman Sala Udin proposed a plan for the Fifth-Forbes corridor in collaboration with Urban Design Stakeholders, dubbed the Collaborative Plan. The plan modified Murphy’s plan by incorporating elements from both the PHLF and Main Street plans. Udin’s plan continued Murphy’s major retail approach. Unlike Murphy’s plan, the majority of the buildings would be preserved. 205 housing units would be incorporated, an element Murphy announced was added to his plan earlier in April. Udin’s plan added pedestrian walkways, more parking, and improved Market Square with a farmers market. Local retailers would be included in design discussions and as tenants in the development. Udin predicted the plan to be successful, stating, “This is a consensus plan.”<sup>52</sup> In July, cost estimated were announced at \$508 million, \$28 million more than Murphy’s \$480 million plan (Table 2.2).

---

<sup>50</sup> Ibid.

<sup>51</sup> Tom Murphy, interview by Molly Soffietti, March 20, 2016, transcript.

<sup>52</sup> Cindi Lash, “Another day, another Fifth-Forbes plan,” *Pittsburgh Post-Gazette*, April 25, 2000.

Table 2.2: Fifth-Forbes Plan Cost Comparison between URP and Collaborative Plans (in millions of dollars)<sup>53</sup>

	URP	Collaborative
Total Cost	480	508
Property acquisition	78	78
Façade Preservation	5	15
Demolition	13	12
Parking garages	33	33
Street improvements	15	15
New buildings	141	131
Renovated buildings	0	29
Tenants' buildout	195	195

In May 2000, City Council approved a measure to ask City Controller Tom Flaherty to perform an economic study comparing Murphy's proposal and the Main Street proposal over a period of six to eight weeks.<sup>54</sup> In June, Pennsylvania State Representatives William Robinson and Daryl Metcalf challenged the Pennsylvania State Urban Redevelopment Law. The pair argued that the law made condemnation and blighted designation too easy. This in turn allowed for local governments to utilize eminent domain too freely. The complaint was in reference to the City of Pittsburgh's attempts to seize properties in the Fifth-Forbes corridor.<sup>55</sup> Days later, Murphy's opposition attempted to halt the Fifth-Forbes project by asking Allegheny County to veto the TIF proposal.<sup>56</sup> Later in June, conservative activists from the Allegheny Institute Taxpayer Coalition began circulating a petition for a referendum to prevent properties seized through eminent domain to be used by private businesses. The measure directly targeted

---

<sup>53</sup> Tom Barnes, "Façade Saving Compromise," *Pittsburgh Post-Gazette*, July 11, 2000.

<sup>54</sup> Timothy McNulty, "Council gives go-ahead for Fifth-Forbes study," *Pittsburgh Post-Gazette*, May 4, 2000.

<sup>55</sup> Gary Rotstein, "State lawmakers attack Murphy plan," *Pittsburgh Post-Gazette*, June 2, 2000.

<sup>56</sup> Tom Barnes, "Fifth-Forbes foes shift to county," *Pittsburgh Post-Gazette*, June 7, 2000.

Murphy's plan to use eminent domain to seize the 62 properties URP would demolish for their Fifth-Forbes plan. The referendum would amend the city's charter. City Solicitor Jacqueline Morrow noted that only the state could give or take away eminent domain powers meaning the referendum would be futile.<sup>57</sup>

In July 2000, Murphy announced a revised \$522 million plan, \$44 million above his previous estimate. In the revised plan, URP would pay \$164.3 million for new construction. \$205 million for 40 new store interiors would be paid by retailers. \$83 million would be needed to acquire 62-two buildings and relocate 125 businesses. Existing buildings would be demolished for \$21 million. Murphy did plan to save the facades of 13 buildings, three more than his initial ten from earlier plans. Nordstrom would be offered a \$28 million public subsidy to locate between Fifth, Forbes, Wood, and Market. Murphy said of the subsidy, "I know that public subsidy can be a dirty word, but I think it's a way to prime the pump." Murphy's plan now included 250 to 300 housing units costing an additional \$21 million. The Fifth-Forbes project would require \$103.5 million in local and state aid. Murphy emphasized that one-half of public money would be used on public improvements including \$33 million on two parking garages, \$16.1 million to repave roads, install new sidewalks, water and sewer lines. The construction would create 1,655 new jobs, and the development would create 2,715 permanent jobs. Two pedestrian arcades between Fifth and Forbes Avenues would be built for displaced retailers. Allegheny County would receive \$2.6 million in additional income annually including \$400,000 in sales tax generated at the new stores, and \$100,000 additional property tax. Murphy believed the development's entertainment would draw from 75 to 100 miles away. County

---

<sup>57</sup> Timothy McNulty, "Downtown renewal foes seek referendum," *Pittsburgh Post-Gazette*, June 21, 2000.

Councilman Rich Fitzgerald questioned whether the increased revenue would be a net gain for the county because new retail would likely detract from regional malls.<sup>58</sup>

In August 2000, Arthur Zeigler addressed the National Alliance of Preservation Commissions in Pittsburgh and criticized Murphy's plan as "the wholesale destruction of the retail core of Downtown" in order to construct a "megamall." Zeigler noted the citizen opposition to Murphy's plan, stating, "I have never seen a group of citizens campaigning militantly for new buildings, but I have seen them campaigning for preservation." Zeigler voiced his continuing unhappiness with Murphy's approach to preservation. Recently, the interior of the Mellon Bank on Fifth and Smithfield had been altered for an incoming Lord & Taylor store. Zeigler said, "[Lord & Taylor] jackhammered the marble floor and marble columns to smithereens...destroying what should be the keystone of the Fifth and Forbes project." Preservationists, led by Zeigler, continued to assert that the revitalization of the Fifth-Forbes corridor should be through preservation rather than new construction.<sup>59</sup>

Late in August, Council President Bob O'Connor criticized the lack of legislation put before council to vote on the use of eminent domain.<sup>60</sup> Less than a week later, Mulugetta Birru announced, "Without Nordstrom, we don't have a deal." URP would not continue with the Fifth-Forbes project without Nordstrom as an anchor tenant. URP would provide \$10 million to subsidize the department store. The City of Pittsburgh pledged an additional \$28 million to subsidize the store.<sup>61</sup> Subsidizing department stores had failed the city previously. Murphy had demolished nine buildings along Fifth Avenue and Wood Street in 1995 in order to construct a

---

<sup>58</sup> Tom Barnes, "Murphy outline higher estimate for Fifth-Forbes plan," *Pittsburgh Post-Gazette*, July 27, 2000.

<sup>59</sup> Tom Barnes, "Zeigler demolished Fifth and Forbes plan before preservationists," *Pittsburgh Post-Gazette*, August 5, 2000.

<sup>60</sup> Tom Barnes, "O'Connor criticized Fifth-Forbes inaction," *Pittsburgh Post-Gazette*, August 30, 2000.

<sup>61</sup> Dan Fitzpatrick and Teresa D. Linderman, "No Nordstrom, no deal," *Pittsburgh Post-Gazette*, September 2, 2000.

Lazarus department store. A \$48 million public subsidy was provided by the city to be repaid once Lazarus began grossing \$41 million annually. The store earned \$20 million in its first year, and the subsidy had yet to be repaid by 2000.<sup>62</sup>

Patty Maloney, President of the GTCDC wrote an editorial criticizing Murphy and URP's plan in comparison to the GTCDC Main Street Plan. Maloney wrote that URP's construction costs of \$219 per square foot were "nearly 50 percent higher than standard expenses for new buildings regionally." The total square foot cost for URP was \$494 versus Main Street's \$138. Maloney also found that the URP price of \$33,000 per new parking space was three times the national average. She believed "Such costs are either artificially inflated to increase the seeming ratio of private-to-public investment or are so high as to require prohibitive rents which no local merchants could afford." Economic analysis found that the URP plan would have eight to thirteen percent return on investment. The Main Street plan would have 28 percent return on investment. Maloney found that the URP was unnecessarily expensive in an effort to push local merchants out of the area in order to make a regional mall solely with national chains.<sup>63</sup> Conversely, the GTCDC's plan would maintain local business and the historic character of the corridor.

Weeks after Maloney's editorial criticizing URP, the DPC concluded an eight month study of proposed plans for the Fifth-Forbes corridor with no recommendations. The group did find that the URP plan would require \$34 to 69 million in public subsidies while the Main Street plan required a maximum of \$11 million.<sup>64</sup> Sala Udin and Harry Finnigan, supporters of the

---

<sup>62</sup> Barnes, "Zeigler demolished Fifth and Forbes plan before preservationists."

<sup>63</sup> Patty Maloney, "Our Main Street plan can save Downtown," *Pittsburgh Post-Gazette*, November 5, 2000.

<sup>64</sup> Tom Barnes, "Downtown group ends Fifth and Forbes talks without a firm position," *Pittsburgh Post-Gazette*, November 14, 2000.

Main Street plan wrote an editorial outlining their plan the following week. Udin and Finnigan emphasized an “inclusive approach” to their plan. Nordstrom would be invited to develop the G. C. Murphy block. The development would adhere to preservation guidelines created by the Main Street plan’s collaborators. Businesses would be relocated in historic buildings within the Fifth-Forbes corridor and receive priority for façade improvement grants. Buildings and facades would be identified for preservation and work would be done to save them. Local businesses and national retailers would be brought into the development. Housing would be encouraged in the development. A five-year disruption mitigation plan would be developed. The issue of eminent domain was not resolved.<sup>65</sup>

On November 23, 2000, it was announced that Nordstrom would not be entering in the URP development. Pete Nordstrom, President of Nordstrom, explained the decision, “We’d like to have a Downtown Pittsburgh store, but the timing is not right for our business now. We’re going to leave the door open to revisiting the opportunity in the future.” Murphy announced:

We did not succeed in building the kind of Downtown retail district we would like to see. The Market Place at Fifth and Forbes development is no longer on the table. We will be moving in a new direction...Perhaps it is better that Nordstrom made our decision for us. Clearly, we are not ready to go forward as a unified community.<sup>66</sup>

Murphy’s plan with URP failed and no action would move forward on the district. Mayor Murphy discussed PNC Bank not leaving Pittsburgh following the failure of the deal:

I think when they [PNC] saw us bringing a focus to the area. And as controversial as it was, I think that gave them reason to stay, that it would improve the environment. And Jim Ferlo who was at the time the chairman at the groundbreaking of the Fairmont Hotel, said to me, “We would probably not be here if you hadn’t done what you did, even though I got beat up very publicly and badly by him.”

---

<sup>65</sup> Sala Udin and Harry Finnigan, “Toward a Downtown solution,” *Pittsburgh Post-Gazette*, November 20, 2000.

<sup>66</sup> Tom Barnes and Dan Fitzpatrick, “Downtown plans start over,” *Pittsburgh Post-Gazette*, November 23, 2000.

Despite the failure of Murphy's plan, development occurred in the Fifth-Forbes corridor because of the renewed interest in the area.

No action moved forward on the district for six more years. In 2006, revitalization efforts focused on Market Square once again. PNC Financial Services Group, Inc. announced plans to build a 23-story office tower on Fifth Avenue, on the northern side of a the block facing a side protected by the historic district overlay and one block from the center of the physical square. The new office tower would be the first one built in Downtown Pittsburgh in 20 years. The same year, the city, URA, and Pittsburgh Downtown Partnership (PDP) began a comprehensive plan process to find the “best use” of Market Square now an area with dining. In 2007, the PDP purchased 75 tables and 200 chairs for outdoor seating in Market Square. Nine restaurants of those facing the square joined in the effort and began offering outdoor dining.<sup>67</sup> The aim was to make the square more hospitable and offer seating for people to linger and eat. The growth of dining in the square was an effort to attract downtown workers to the area. The Allegheny County District Attorney and Pittsburgh Police Chief pledged to increase the police presence in the square.<sup>68</sup>

As the PDP focused their efforts on making the square more welcoming for diners, another revitalization plan for Market Square was created in 2008. This effort would differ from those proposed and undertaken in the past because it would allow the public to provide input on the three different designs created.<sup>69</sup> The revitalization of Market Square would no longer be exclusively top-down planning. Klavon Design Associates was hired in Fall 2007 to begin

---

<sup>67</sup> Patricia Lowry, “Outdoor dining, events aim to revive Market Square,” *Pittsburgh Post-Gazette*, June 25, 2007.

<sup>68</sup> “Market Square: Three Visions for Downtown’s Heart,” *Pittsburgh Post-Gazette*, April 20, 2008.

<sup>69</sup> Mark Belko, “Public to have say in ideas for Market Square,” *Pittsburgh Post-Gazette*, April 19, 2008.

drafting plans for the square costing between \$3.2 and \$5 million and including more lighting and less parking.<sup>70</sup>

Concept A was dubbed “Minimal.” It would update renovations made in the 1970s including maintaining Belgian block, brick pavers, and historic street lamps. The plan would add extended store front seating and ornamental street trees, eliminate parking in the square, and eliminate traffic along Forbes Avenue. (Illustration 2.5) Concept B was “The Oasis.” This option emphasized green and organic elements. Increased outdoor dining would be included on enlarged sidewalks. Grass would be reintroduced into the square as a design element.

(Illustration 2.6) Concept C was “Historic.” A flat piazza would be created with pavers delineating the spaces for drivers and diners. Sidewalks would be enlarged for outdoor dining, an element of both Concept A and B. The outer lane of parking would be maintained in the square; however, inner lane parking would be removed. A stage would be added in front of 2 PPG Place. Pavers would outline the exact footprint of the old market house and its vendor booths. New LED lighting would be added to illuminate the square at night.<sup>71</sup> Mike Edwards, CEO and President of the PDP, commented on the “Historic” plan, “This creates the piazza that many people have been asking for and talking about.” (Illustration 2.7) All plans cut traffic from driving directly through the square and parking was partially eliminated to widen sidewalks. Buses were permanently rerouted on May 15, 2008 decreasing the noise and smoke on the square.<sup>72</sup>

---

<sup>70</sup> Jeremy Boren, “Market Square plan has open feel,” *Tribune Review*, May 6, 2008.

<sup>71</sup> “Market Square: Three Visions for Downtown’s Heart,” *Pittsburgh Post-Gazette*, April 20, 2008.

<sup>72</sup> Mark Belko, “Public to have say in ideas for Market Square,” *Pittsburgh Post-Gazette*, April 19, 2008.



Illustration 2.5: Illustration of Market Square Concept A “Minimal”<sup>73</sup>  
 Source: *Pittsburgh Post-Gazette*



Illustration 2.6: Illustration of Market Square Concept B “Oasis”<sup>74</sup>  
 Source: *Pittsburgh Post-Gazette*

<sup>73</sup> “Market Square: Three Visions for Downtown’s Heart,” *Pittsburgh Post-Gazette*, April 20, 2008.

<sup>74</sup> “Market Square: Three Visions for Downtown’s Heart,” *Pittsburgh Post-Gazette*, April 20, 2008.



Illustration 2.7: Illustration of Market Square Concept C “Historic”<sup>75</sup>

Source: *Pittsburgh Post-Gazette*

The final plan for the Market Square revitalization was unveiled in February 2009. The design encouraged pedestrian use, outdoor dining, and minimal traffic. All through traffic from Forbes Avenue would stop. Sidewalk width would be doubled. New trees and tables would be added to the square. The plan most closely aligned with the “Historic” concept including a paved piazza. The cost would \$4.5 million. The state would provide \$2 million. \$1 million each would be provided by the Richard K. Mellon Foundation and the Heinz Endowments. The final \$500,000 would be paid by the Colcom Foundation.<sup>76</sup> Construction began in August 2009 with the closure of the square.<sup>77</sup>

In March 2009, PHLF announced the completion of an eighteen month, \$3 million adaptive reuse of three buildings on Market Street that achieved LEED Gold Certification. The project converted three adjacent historic structures into 4,000 square feet of ground-floor retail space with seven apartments above. The apartments rent for \$1,450 to \$2,100 per month. Arthur

<sup>75</sup> “Market Square: Three Visions for Downtown’s Heart,” *Pittsburgh Post-Gazette*, April 20, 2008.

<sup>76</sup> “City unveils plans for pedestrian-friendly Market Square,” *Pittsburgh Post-Gazette*, February 17, 2009.

<sup>77</sup> Mark Belko, “Pittsburgh begins Market Square reconstruction,” *Pittsburgh Post-Gazette*, August 17, 2009.

Zeigler said of the project, “We thought to begin with that these buildings definitely should be preserved. We fought for their restoration and we think now that they are almost fully restored, it was really a very good thing for Downtown and Market Square that they were saved and brought back to life.”<sup>78</sup>

Market Square Place was another reuse project developed in the square by Millcraft Industries, a local real estate development firm. The project built over the G. C. Murphy block unified seven disparate structures between Fifth and Forbes Avenues between Wood Street and McMasters Way. Included in the development would be 46 loft apartments, a 44,000 square foot YMCA, and 25,000 square feet of ground floor retail and restaurant space.<sup>79</sup> Pittsburgh design firm Strada served as architects for the project. Strada principal John Martine spoke of the project:

The value of working with several buildings in an area lay in ‘economies of scale.’ For example, some of the smaller buildings individually would not have been able to support the necessary infrastructure to meet existing building code requirements. However, by working with all seven structures we were able to integrate required stairs, elevators, common areas, and a single shared apartment entrance for all buildings. This also gave us more flexibility in planning the various tenant spaces.<sup>80</sup>

The key to the project’s success was the ability to merge the seven different structures. Martine continued:

With styles ranging from an early cast iron-fronted building from 1880 to Art Deco facades from the 1930’s, we made the decision early in the process to treat each structure individually. This included preparing new ground floor facades that respected each building’s distinct character... We’re certainly proud of the fact that several derelict and underutilized buildings, once slated for demolition, have been repurposed for continued use well into the future.<sup>81</sup>

---

<sup>78</sup> Mark Belko, “Once eyesore, Market Square building now gem,” *Pittsburgh Post-Gazette*, March 12, 2009.

<sup>79</sup> “Downtown Pittsburgh’s Market Square Place leases all its loft apartments,” *Pittsburgh Business Times*, April 19, 2010.

<sup>80</sup> Julia Rocchi, “Open for Business Again at Pittsburgh’s Market Square Place,” *Preservation Nation*, December 12, 2012.

<sup>81</sup> Ibid.

Market Square Place received the Charter Award of Merit for the Best Block as part of the Congress of New Urbanism's 2014 Global Awards Program for Excellence in Urban Design. Strada principal Michael Stern spoke of the award:

What's exciting about this project is that it's a confluence of good urbanism, adaptive reuse and green design. It's a very complex collection of buildings we tied together into one project...One of the most exciting things about it is how it's been a keystone in the revitalization of a district. For fifteen to twenty years, there was a lot of debate about how to revitalize Fifth and Forbes Avenues. The buildings were kind of abandoned and derelict.

Jeremy Waldrup, President and CEO of the PDP, spoke as well, "I think that this project has kicked off a number of great things in Downtown. Projects like that from the private sector show that Market Square is back, and it was a catalyst for a lot of other projects." Waldrup believed private investment in Market Square inspired the \$490 million of construction "occurring within a two block radius of Market Square."<sup>82</sup> Market Square Place also received a 2012 Richard H. Driehaus National Preservation Award from the National Trust for Historic Preservation for its successful adaptive reuse and restoration of facades.<sup>83</sup>

In 2012, Millcraft Industries announced plans to develop a mixed-use skyscraper off Market Square. The \$76.7 million project would include 95,000 square feet of office space, a 175 room Hilton Garden Inn, 23,000 square feet of retail, and a 325 space underground parking garage. The URA voted to sell seven parcels of Forbes Avenue purchased by the authority for \$5.3 million to Millcraft for \$2.4 million. The project was estimated to be completed by the first quarter of 2014. Mayor Luke Ravenstahl believed that the project would generate \$5 million in tax revenues annually.<sup>84</sup> In early June 2012, the Gardens received approval from the City of

---

<sup>82</sup> Matthew Wein, "Market Square Place wins new Urbanism Award," *Next Pittsburgh*, June 10, 2014.

<sup>83</sup> Julia Rocchi, "Open for Business Again at Pittsburgh's Market Square Place," *Preservation Nation*, December 12, 2012.

<sup>84</sup> Mark Belko, "Developer: Market Square groundbreaking by midsummer," *Pittsburgh Post-Gazette*, December 15, 2011.

Pittsburgh Historic Review Commission. PHLF initially protested the skyscraper because of its rust-colored Cor-Ten exterior and massing. The group dropped their protest when the exterior material was changed to a lighter stainless steel, the structure was made stepped rather than a single, solid mass, and the overall height was decreased by six feet.<sup>85</sup> The price of the project increased to \$81.8 million.<sup>86</sup> In late June 2012, City Councilman Patrick Dowd introduced an \$8.1 million TIF for the Gardens, now an \$83 million project.<sup>87</sup> The \$8.1 million TIF was approved in November 2012. Protests to the TIF were led by tenants of the Benedum Trees Building. Tenants were upset because the Gardens would be constructed five feet from the exterior walls of the Trees Building.<sup>88</sup>

Construction for the Gardens began in August 2013. The project had evolved into 129,000 square feet of office space, 14,000 square feet of retail, a 197 room Hilton Garden Inn, a restaurant space, and a 330 space underground parking garage. The building would now cost \$100 million to construct. Lucas Piatt, President of Millcraft Investments, spoke of the project, “The Gardens, in fact, will be one of the first privately owned multi-tenant high-rise buildings built in downtown in decades. And it will fill one of the last areas of blight in the newly renovated Market Square.”<sup>89</sup> The URA called a special meeting in late November 2013 to vote on the then \$8.6 million TIF package for the Gardens. \$5.7 million of the TIF would be used for the construction of a 330-car parking garage. The TIF lender was Tri-State Capital Bank at an

---

<sup>85</sup> Mark Belko, “Millcraft tweaks plan for Market Square site,” *Pittsburgh Post-Gazette*, June 6, 2012.

<sup>86</sup> Mark Belko, “Market Square project passes historic review,” *Pittsburgh Post-Gazette*, June 6, 2012.

<sup>87</sup> Joe Smydo, “Market Square plan advances,” *Pittsburgh Post-Gazette*, June 20, 2012.

<sup>88</sup> Joe Smydo, “Gardens at Market Square project gets first OK on financing,” *Pittsburgh Post-Gazette*, November 1, 2012.

<sup>89</sup> Tom Schooley, “Millcraft kicks off The Gardens project downtown,” *Pittsburgh Business Times*, August 21, 2013.

18.5-year term at 8% interest.<sup>90</sup> Construction was scheduled to be complete in late 2015. The project was completed in early 2016.

Market Square today contains 40 businesses including retail and dining in the square. The PDP and Market Square Merchants Association offer free events in the square year round including Yoga in the Square, Dancing in the Square, and public art exhibitions. Summer programming includes “Mellow Mondays,”<sup>91</sup> Carnegie Library of Pittsburgh Reading Room<sup>92</sup> and KidsPlay<sup>93</sup> on Tuesdays, Mid-Week Music on Wednesdays, a farmers market on Thursdays, and Saturday music. The MSMA also hosts the Irish Fair in the Square on St. Patrick’s Day with free music.

## CONCLUSION

Market Square is an area that has undergone continual rehabilitation efforts since its inception in 1784. The effort spent attempting to create a hospitable and successful urban square is evidence of a city’s emotional and financial investment in its geographic core. Since 1960, there has been conflict between the interests of the URA and city and those of property and business owners. Both groups were interested in providing the best experience of the square. The URA and City of Pittsburgh do not have the same personal and financial connection to Market Square as business and property owners. This resulted in disagreements regarding the future use of the square. However, when the input of property owners was valued and their livelihood was not threatened, the square was successfully rehabilitated.

---

<sup>90</sup> Tim Schooley, “URA calls special meetings for Gardens TIF,” *Pittsburgh Business Times*, November 20, 2013.

<sup>91</sup> Acoustic music performances from noon to 1pm

<sup>92</sup> Reduced priced books for sale or reading in the square

<sup>93</sup> Educational children’s programming

## CHAPTER 3: ARCHITECTURAL SURVEY

### INTRODUCTION

The buildings in the Fifth-Forbes Corridor will be examined in this chapter. The corridor, as detailed in the previous chapter, was the center of redevelopment plans created by Mayor Tom Murphy, Jim Ferlo, and PHLF. Its bounds include Fourth Avenue, Smithfield Street, Oliver Avenue, Fifth Avenue, and Liberty Avenue. This corridor will be used as the defined area in which the buildings discussed are found because of its importance to the work detailed in later chapters. The targeted area provides a comprehensive survey of the varied architectural styles of the Fifth-Forbes corridor and Market Square within it. In order to have a cultural and historical understanding of the district, it must be acknowledged that the corridor has no unifying architectural style. It is a result of hundreds of years of building within Downtown Pittsburgh.

### OVERVIEW

The street grid of Pittsburgh, including Market Square, was laid out in 1784 by Woods and Vickroy, as referenced in previous chapters. The majority of buildings in the area are from between 1870 and 1940—the boom years of the City of Pittsburgh. There is no unifying architectural style or character in the Fifth-Forbes corridor. There is a combination of low-rise buildings no more than six stories abutting Market Square. However, PNC's modern skyscrapers including those in PNC Plaza and the newly opened PNC Tower loom over the much of the area. The smaller, historic structures abut property lines, thus making the street-front flush although using different materials and architectural styles. The street slopes slightly northwest towards the confluence. Fifth Avenue, a street with smaller historic structures on the

south side and PNC's skyscrapers on the north side, is wide enough to allow for two lanes of traffic and a parking lane on either side. It also has wide sidewalks—a characteristic found in much of Pittsburgh's main downtown thoroughfares. Other streets included in the Fifth-Forbes plan are narrower and often only accommodate one-way traffic, Market Street in particular.

## BUILDINGS IN THE FIFTH-FORBES CORRIDOR

The following pages contain a tables detailing the 76 buildings targeted by Tom Murphy and URP's Fifth-Forbes plan. It is compiled from *Pittsburgh Post-Gazette Articles* and survey work undertaken by the author. Included in the table is the current status of the structure: demolished or preserved.

Table 3.1: Survey of Buildings on Liberty Avenue

Liberty Avenue	Date	Architectural Style	Material	URP Plan	PHLF Plan	2016 Status
500	1955	Modern	Red brick	Demolish	Demolish	Preserved
538	1900		Stucco	Demolish	Demolish	Preserved
540-548	1910	Classical	Brick	Demolish	Save	Preserved
600	1875			Demolish	Demolish	New
602	1910	Classical		Demolish	Demolish	Preserved
604	1910	Classical		Demolish	Demolish	Preserved

Table 3.2: Survey of Buildings on Fifth Avenue

Fifth Avenue	Date	Architectural Style	Material	URP Plan	PHLF Plan	2016 Status
130	1908	Craftsman	Wood and stucco	Save	Save	Preserved
200-210	1912	Classical	Blue and White Terra Cotta	Not in Plan	Not in Plan	Preserved
201-207	1910		Metal Panel	Demolish	Demolish	Demo
212	1920		Red brick	Demolish	Save	Preserved
213	1875	High Victorian Gothic	Metal panel	Demolish	Demolish	Demo

214-218	1875	Italianate	Cast iron	Demolish. Save façade	Save	Preserved
219	1925	Georgian Revival	Pink Painted Brick	Demolish	Save	Demo
220-228	1914	Italianate	White terra cotta	Demolish	Save	Preserved
221	1930	Art deco	Aluminum, terra cotta, and stone	Demolish, save façade	Save	Demo
229	1900		Metal panel	Demolish	Save	Demo
232-234	1930	Art Deco	Buff terra cotta	Demolish	Save	Preserved
235	1900	Classical	Brick and wood	Demolish	Save	Demo
239	1910	Classical	White terra cotta	Demolish	Save	Demo
240	1922	Classical	Limestone	Demolish	Save	Preserved
242	1922	Classical	White terra cotta	Demolish, save façade	Save	Preserved
244-250	Unkno wn			Demolish	Demolish left side, recreate right side	Preserved
254	1960		White brick	Demolish	Demolish	Preserved
256	1922	Art deco	White brick	Demolish	Save	Preserved
300-304	1960	Modern	Wood and stucco	Demolish	Demolish	Demo
306-310	1960	Modern	Stone	Demolish	Demolish	Demo
314-320	1930	Art deco	White terra cotta	Demolish	Demolish, save façade	Demo
322-328	1920		Stone	Demolish	Demolish	Preserved
330-334	1905	Classical	White terra cotta	Demolish, save façade	Demolish, save façade	Preserved
339	Unkno wn		Terra cotta tiles	Demolish	Not in plan	Preserved
343	1900			Demolish	Not in plan	Preserved
349	1920			Demolish	Not in plan	Preserved

Table 3.3: Survey of Buildings on Wood Street

Wood Street	Date	Architectural Style	Material	URP Plan	PHLF Plan	2016 Status
418-422	1875-1881		Cast iron	Demolish, save facade	Save	Preserved
419	1929	Modern (perhaps over Art Deco)	Metal panels and stone	Demolish	Save	Preserved
429-431	1925	Classical	Granite	Demolish, save facade	Save	Preserved
430-432			Stucco	Demolish	Demolish	Preserved
433	Unknown		Brick and stucco	Demolish	Demolish	Preserved
434	1910		Brick	Demolish	Demolish	Preserved
435	1951		Class	Demolish	Demolish	Preserved
436-438	1958	Modern	Glass and Steel	Demolish	Demolish	Preserved
439	1910	Classical	White terra cotta	Demolish	Save	Preserved
440	1950	Modern	Metal panels	Demolish	Demolish	Preserved
443	1930	Classical	Stone	Demolish	Save	Preserved
444	1880		Metal panel	Demolish	Demolish	Preserved
445	1900	Classical	Brick and Wood	Demolish	Demolish	Preserved

Table 3.4: Survey of Buildings on Market Street

Market Street	Date	Architectural Style	Material	URP Plan	PHLF Plan	2016 Status
430	1959	Modern	Stucco	Save	Demolish	Preserved
431	1930	Art Deco	Brick	Demolish	Demolish	Preserved
433	1930	Art deco	Buff brick	Demolish	Save	Preserved
435	1907		White terra cotta	Save	Save	Preserved
436	1920		Stucco	Save	Demolish	Preserved
438	Unknown		Metal panels	Demolish	Demolish	Preserved
439-441	1875	Italianate	Brick	Demolish	Save	Preserved
440	1930		Brick	Demolish	Demolish	Preserved

Table 3.5: Survey of Buildings in Market Square

Market Square	Date	Architectural Style	Material	URP Plan	PHLF Plan	2016 Status
7	1985		Brick	Demolish	Save	Preserved
8	1905	Classical	White terra cotta	Demolish	Save	Preserved
19	1870	Greek revival	Stucco	Save	Save	Preserved
20-21	1955	Modern	Yellow Brick	Save	Save	Preserved

Table 3.6: Survey of Buildings on Forbes Avenue

Forbes Avenue	Date	Architectural Style	Material	URP Plan	PHLF Plan	2016 Status
208-212				Demolish	Save	Preserved
217	1900	Classical	Brick and Stone	Demolish	Save	Preserved
218			Brick	Demolish	Demolish	Demo
219	1930	Art Deco	Buff brick	Demolish	Save	Preserved
228	1925		Orange patterned brick	Demolish	Demolish	Demo
230-236	1910		Brick	Demolish	Demolish	Demo
238	Unknwn		Metal and glass	Demolish	Demolish	Demo
239	1922	Classical	White terra cotta	Demolish, save façade	Save	Preserved
240	1920		Brick	Demolish	Demolish	Demo
241	1920	Classical	Brick and wood	Demolish	Save	Preserved
242	1875	Italianate	Brick and stone	Demolish	Demolish	Demo
300-306	1910	Classical	Brick	Demolish	Save	Preserved
301-305	1900	Beaux arts	Stone	Demolish, save façade	Save	Demo
307-311	1915	Classical	White terra cotta	Demolish, save façade	Demolish, save façade	Demo
308	1880	Italianate	Brick	Demolish	Save	Preserved
310	Unknwn	Remodeled in 1920s to Medieval style	Brick	Demolish	Save	Preserved
312	Unknwn		Wood	Demolish	Demolish	Preserved

313-317	1930	Art Deco	Yellow brick	Demolish	Demolish, save facade	Demo
319-323	1922	Classical	White terra cotta	Demolish	Demolish, save facade	Demo
325-337 (Remodeled 1990)	1917		Stone and glass	Demolish	Demolish	Demoed

## THE FIFTH-FORBES CORRIDOR

76 buildings were included in the Murphy/URP beginning in 1997 and PHLF redevelopment plan presented in 1999 for Market Square. URP's plan would demolish 61 buildings, save the facades of nine, and preserve the entire structure of six. PHLF's plan would demolish 32 buildings, save the facades of six, and the entire structure of 34. PHLF's plan excluded four properties URP's plan included. This is due to PHLF's plan not being as geographically broad as URP's. The organization did not plan to interact with the buildings. There was general consensus between both groups about which buildings to save. However, PHLF planned to save 24 of the 61 buildings URP planned to demolish. URP planned to save two of the buildings PHLF planned to demolish. One building within the geographic confines of the district was included in neither plan is the Buhl Building, a National Historic Landmark. The Buhl Building brings the total number of buildings surveyed 77.

Market Square is architecturally eclectic. Of the 77 buildings surveyed, nine were built between 1870 and 1899, 48 were built between 1900 and 1949, ten were built between 1950 and 1985, and ten had unknown construction dates. The architectural styles included in the district are Modern, Neo-classical, Craftsman, High Victorian Gothic, Italianate, Georgian Revival, Art

Deco, Greek Revival, and Beaux Arts. The materials include brick, stucco, metal panel, cast iron, stone, glass, and wood.

Both plans included to preservation of the façade or structure of fourteen of the same structures. These fourteen structures include 130 Fifth Avenue, 213 Fifth Avenue, 214-218 Fifth Avenue, 221 Fifth Avenue, 242 Fifth Avenue, 330-334 Fifth Avenue, 429-431 Wood Street, 435 Market Street, 19 Market Square, 20-21 Market Square, 418-422 Wood Street, 239 Forbes Avenue, 301-305 Forbes Avenue, and 307-311 Forbes Avenue. These structures are discussed below and provide a sampling of the architectural diversity of structure in the Fifth-Forbes Corridor. These fourteen properties were preserved by both organization's plans because of their architectural beauty and character. The order chosen is the order in which they are found in the above tables.

### *130 Fifth Avenue*

130 Fifth Avenue was originally the Regal Shoe Company. The building was designed by Alden & Harlow, a Pittsburgh-based architectural firm, and built in 1908. Frank Alden supervised the construction of H. H. Richardson's works in Pittsburgh, the Allegheny County Courthouse and Emmanuel Episcopal Church. Following Richardson's death in 1886, Alden formed a partnership with Wadsworth Longfellow in 1886<sup>1</sup> and Alfred Harlow in 1887<sup>2</sup>. Longfellow resigned from the firm in 1896, and the firm became Alden & Harlow.<sup>3</sup> Major

---

<sup>1</sup> Forming Longfellow & Harlow

<sup>2</sup> Forming Longfellow, Alden & Harlow

<sup>3</sup> Margaret Henderson Floyd, *Architecture after Richardson: Regionalism before Modernism—Longfellow, Alden, and Harlow in Boston and Pittsburgh* (University of Chicago Press, Chicago: 1994), 62.

designs by the firm in Pittsburgh include the Duquesne Club, several branches of the Carnegie Library of Pittsburgh<sup>4</sup>, and the Carnegie Institute.

The firm's architectural style reflected their lineage from H. H. Richardson. Earlier commissions are examples of Richardsonian Romanesque, including the Music Building at the University of Pittsburgh (1884), Carnegie Free Library of Braddock (1893 addition), and Joseph Horne House (1889). Other works are examples of Neo-classical architecture, including the Carnegie Library of Pittsburgh Main Branch (1892-1895) and the Carnegie Institute (1892-1895).

The Regal Shoe Company is a Craftsman building—a style with few examples in the firm's oeuvre. The wood and stucco construction includes a clerestory and a hipped roof that intersects with the Italianate building at 491 Market Street.

The property was purchased by Pittsburgh History and Landmarks Foundation on January 9, 2007, along with the two neighboring Italianate structure, from the URA for \$257,000. The organization combined the three structures to create a seven-unit apartment building called Market at Fifth. Rent for the units range from \$1,450 to \$2,100-a-month and include views of a rooftop garden. The project utilized Federal Rehabilitation Tax Credits and was designated LEED Gold, one of the first in Pennsylvania to achieve both. LEED Gold status was received for efforts made by the organization such as retaining 75% of existing roofing, floors, and walls, the inclusion of green building materials, and rooftop garden. The seven units are completely occupied. There is a waitlist for all apartments within the building.

---

<sup>4</sup> Including the Oakland (Main) branch, Homestead branch, Lawrenceville branch, Mount Washington branch, South Side branch, and Homewood branch

### *213 Fifth Avenue*

The building at this address was not demolished, but, rather, “deconstructed” for the construction of PNC Plaza in 2006. Thirteen buildings, including this one, were recycled. Concrete was made into gravel for other construction sites, iron and steel were recycled, and reusable fixtures, such as plumbing, were donated to Construction Junction, a salvage organization.<sup>5</sup>

213 Fifth Avenue was a High Victorian Gothic building constructed in 1875. It was built in red brick and stone. URP planned to demolish the building but retain the façade. PHLF planned to save the entire structure.

### *214-218 Fifth Avenue*

This Italianate cast-iron building was constructed circa 1875. URP planned to demolish the structure and retain the façade. PHLF planned to preserve the entire structure. The building is part of Market Square Place. Currently, it contains Valozzi’s, a high-end Italian restaurant.

### *221 Fifth Avenue*

Like 213 Fifth Avenue, this building was demolished for the construction of PNC Plaza. What once stood at this address was an aluminum, terra cotta, and stone Art Deco building constructed in 1930. URP planned to demolish the structure and retain the façade. PHLF planned to preserve the entire structure.

---

<sup>5</sup> Ibid.

### *242 Fifth Avenue/239 Forbes Avenue*

242 Fifth Avenue also fronts on 239 Forbes Avenue. The building was constructed in 1922 for Donahoe's Market and Cafeteria. The company remained in the building until closing in 1970. The white terra cotta façade is 126 feet long and 50 feet high with giant Corinthian columns and friezes of fruits and vegetables. URP planned to demolish the structure and retain the façade. PHLF planned to save the entire structure.

### *330-334 Fifth Avenue*

The Warner Theater was originally the Grand Opera House. It was designed by MacClure & Spahr, a local architecture firm, in 1906. Originally a theater, the space was converted into mixed-use office and retail starting in 1983. The building was purchased in 2005 via Sheriff's sale for \$2.7 million by J.J. Operating, a New York based firm. URP and PHLF both planned to demolish the structure but retain the façade.

### *429-431 Wood Street*

The John M. Roberts & Company building was constructed in 1925 and designed by George M. Rowland. The Roberts family ran a jewelry businesses out of the white terra cotta building for many years. 7Eleven entered the building and remodeled the storefront with granite and removed the metal canopy in 1998. The canopy was reinstalled with a \$4 million state grant and the aid of PHLF. URP planned to demolish the structure and preserve the façade. PHLF planned on preserving the entire structure.

### *435 Market Street*

The John R. Thompson Building was constructed in 1907 in red brick. It was designed by Janssen & Abbott for jewelry company John M. Roberts & Son Company. Thompson's, a fellow jeweler, acquired the property on May 4, 1926 and resurfaced the building in glazed white terra cotta in the 1930s creating an Art Deco façade. Both URP and PHLF planned to preserve the entire structure.

PHLF acquired the Thompson building in 2008 from N & P Properties. PHLF rehabilitated the structure and opened the Market Street Grocery in April 2015. The Market Square Grocery is a high-end grocery store that includes prepared foods, fresh produce and meats, and a coffee shop. The grocery occupies the first-floor of the building. PHLF is currently determining the future use of the upper stories which have been rehabilitated.

### *19 and 20-21 Market Square*

The Oyster House, 19 Market Square, was constructed in 1870 and is a stucco Greek Revival structure. The 1955 addition, 20-21 Market Square, is built in yellow brick. URP and PHLF planned to preserve both structures. The restaurant has been open since 1870 and was a favorite of Pulitzer Prize winning playwright August Wilson.

### *418-422 Wood Street*

This trio of cast iron buildings were constructed between 1875 and 1881. Henry Clay Frick owned these properties by 1902. Two of three are owned by PHLF. URP planned to demolish the structure and preserve the facades. PHLF planned to preserve the entire structure.

### *301-305 Forbes Avenue*

301-305 Forbes Avenue was constructed in 1900. It was a stone, Beaux Arts building. URP planned to demolish the structure and save the façade. PHLF planned to preserve the entire structure. The building was formerly Bolan's Candies and then 2T Jewelers. The building was demolished in 2012 for the construction of the PNC Tower.

### *307-311 Forbes Avenue*

The F & W Grand 5 to 25 Cent Store was constructed in 1915 its street façade clad in white terra cotta. URP planned to demolish the structure and preserve the façade. PHLF planned to preserve the entire structure. The building was demolished in 2012 for the construction of the PNC Tower.<sup>6</sup>

## CONCLUSION

Murphy and URP's plan for the Fifth-Forbes corridor would have demolished dozens of historic properties and constructed a large central mall at the center of the district. It would largely erase the historic character of the district maintained by its varied architecture. PHLF hoped to maintain the majority of historic structures and instead work within them to rehabilitate and use the structures efficiently. The battle over the fate of the structures was both financial and aesthetic.

The current state of Market Square is, ironically, a compromise between the two plans, though neither came to fruition. The area is bordered by three skyscrapers completed within the past ten years and one more nearing completion. PHLF has managed to restore and maintain

---

<sup>6</sup> Pittsburgh History and Landmarks Market Square Tour.

historic properties in the square. As the nature of development changed over time, real estate developers became interested in maintaining the visual character of the square. Examples include Market Square Place, residential complex including a YMCA that converted three historic properties. The square has been returned to a more historic feeling ambiance. Belgian blocks and street lamps have been added to alter the appearance and make it less modern. There is one-way traffic around the square and one lane of parking. Traffic through the square is very slow moving. Pedestrians are more likely to cross in-front of cars than let them drive past. Pedestrians have reclaimed the square as a social and cultural area.

## CHAPTER 4: HISTORY AND AHISTORY IN MARKET SQUARE

### INTRODUCTION

The hypothesis of this thesis is that creating a sense and ambiance of history was used as a method to rehabilitate the current iteration of Market Square. The use of history is evident in the role the square has been given and the visual presentation of the square. However, though the rehabilitation was done in a manner sensitive to the use of history, it is not accurate to the history of the square and presents as a cleaner, romanticized version of the space it historically was.

### THE USE OF HISTORY IN MARKET SQUARE

The use of history in the planning of Market Square is evident in the effort to make the square a commercial center once more. One goal of the rehabilitation was to reinvigorate the commercial and social character that left the square after the demolition of the market house in 1961. By developing Market Square within its specific historical context, the square is a living example of history, enabling those entering and physically inhabiting it to experience the square in a manner similar to how it functioned in its formative years.

Market Square served as one of Pittsburgh's commercial centers for 167 years, from 1794 when the first court house with market stalls was constructed until 1961 when the final market house was demolished. As shown in previous chapters, the commercial character of the square degraded significantly in the years surrounding the demolition of the final market house. This degradation was caused by the decline of Pittsburgh's population. Since the demolition, there has been a concerted effort to attract businesses to the square and surrounding areas. As described in previous chapters, six plans were proposed to improve Market Square and attract

clientele. Currently, the majority of businesses on the square are dining establishments. On side streets leading to the square, such as Graeme Street, Market Street, and Forbes Avenue, there are retail stores. On the outer reaches of the historic district are the skyscrapers housing two of the major international businesses headquartered in Pittsburgh: PPG and PNC. The juxtaposition between these major companies' skyscrapers and smaller businesses' structures within the historic district is reminiscent of that which existed during the late 19<sup>th</sup> century. Smaller, independent food stalls were located in the Market House within the square. Retailers, such as jewelers in the Thompson Building on Market Street or Donahoe's Cafeteria on Forbes Avenue, operated on side-streets. Buildings on Fifth Avenue were major headquarters for industrialists. The Hussey Building, demolished for the G. C. Murphy Company Building, was the office of Henry Clay Frick.<sup>1</sup> There is a history of varying types and sizes of businesses operating next to one another in the area. The juxtaposition of type and size of business and structure is not unique to Market Square, but it is one of the historic district's character defining features.

The demise of the square in the post-war period was caused primarily by a decline in patronage—half of Pittsburgh's 677,000 residents fleeing the city and moving to the suburbs and other urban centers. This, in tandem with the growth of super-markets and shopping centers, led to the virtual abandonment of what was once the geographic heart of the city. Pittsburgh's population has ceased its decline and has plateaued for the first time in six decades. City living is no longer an option solely for the middle and lower classes with the wealthy safely ensconced in suburbs.

---

<sup>1</sup> The site where Lithuanian anarchist Alexander Berkman shot the industrialist twice and stabbed him four times in 1892 in a failed assassination attempt during the Homestead Steel Strikes.

There is a resurgence of downtown living. It is now considered fashionable to live within the city, especially in expensive downtown condominiums and apartments. The average price for a rental apartment in the City of Pittsburgh is \$838 per month. High-end rentals are being created downtown to meet the needs of white-collar workers who are financially able and willing to pay higher prices to live in a traditionally affordable city.<sup>2</sup> An example is PHLF's Market at Fifth development on Market Street. The units cost \$1,450 to \$2,100 per month, one and three-quarters to twice as much as the city's average. Heinz Lofts, apartments in the converted H. J. Heinz Plant on Pittsburgh's North Shore, rent one-bedroom apartments starting at \$1,660—twice the average of similarly sized rentals in the city.<sup>3</sup> Heinz Lofts opened in 2005, one year prior to Market Square's most recent rehabilitation's start. The growth of upscale living in Pittsburgh includes downtown in the Central Business District neighborhood. Between 2000 and 2012, the residential population of downtown Pittsburgh increased 40% to 9,000. 41% of residents reported that they had lived in regional suburbs before moving downtown. 62% of these residents are younger than 50; 27 percent are younger than 30. Those moving downtown are wealthier than those who lived in the area previously.<sup>4</sup> The average household income in Pittsburgh is \$49,809.<sup>5</sup> Between 2010 and 2012, the number of households downtown earning between \$51,000 and \$150,000 rose from 43% to 56%. During the same period, the percentage of households earning less than \$50,000 fell from 28% to seventeen percent.<sup>6</sup>

The growth of upscale living in downtown Pittsburgh provided evidence to developers that further upscale living would be desired along with high-end retail and dining options for

---

<sup>2</sup> Tim Grant, "Covering rent is a little easier in Pittsburgh," *Pittsburgh Post-Gazette*, January 11, 2013.

<sup>3</sup> "Heinz Lofts," *ForRent.Com*, retrieved April 25, 2016.

<sup>4</sup> Melissa Rayworth, "The Changing Face of Downtown Living," *Pittsburgh Magazine*, December 21, 2013.

<sup>5</sup> Ann Besler, "Pittsburgh's median family income rises," *Pittsburgh Post-Gazette*, September 19, 2013.

<sup>6</sup> Rayworth, "The Changing Face of Downtown Living."

those living there. One-bedroom studio apartments rent for \$1,440 in Market Square Place.<sup>7</sup> The building opened in 2010 and was soon fully leased. Residents on and around Market Square desired businesses to serve them. An array of dining options including The Original Oyster House, Nicholas Coffee Roasters, on the square since 1919, and staples such as Starbucks Coffee and Chipotle Mexican Grill sit directly on the square. Upscale options such as Vallozzi's Pittsburgh Restaurant on Fifth Avenue and Il Pizzaiolo in Market Square are also popular eateries. Market Square's original commercial character as a market has also been returned to the square, once a week then a farmer's market is held there. The market is frequented by downtown workers. The Market Square Grocery provides staples and other grocery needs for downtown residents and workers. There have also been efforts to make Fifth Avenue a retail corridor. Heinz Healey's and Larimore's, are upscale clothiers. Downtown living attracted more people to the downtown area, including Market Square. The financial and social investment in Downtown Pittsburgh has made Market Square a safer and more desirable area. It is able to compete with the amenities of suburbs for the income of the wealthy.

The square's current rehabilitation included a return to the original sense of place. It has reconnected workers, now white-collar rather than industrial, with the original purpose and use of the square—as a shopping and food center. As the audience for the square has evolved from blue-collar to white-collar, the commercial options on the square are higher-class and more expensive. Dining and retailers serve both the wealthy and working-class. It is purposefully reminiscent of earlier 19<sup>th</sup> and 20<sup>th</sup> century iterations of the square.

---

<sup>7</sup> "Floor Plans," *Market Square Place*, retrieved April 25, 2016.

The architecture viewed standing in Market Square is a visual representation of this balance between the wealth and working-class characteristics of Pittsburgh. (Illustration 4.1) A brick Italianate building housing Primanti Brothers was built in the late 1840s after Pittsburgh's Great Fire. Directly abutting the structure is PPG Place. Constructed between 1979 and 1984, the glass structure towers 40 stories above street level. There are additional wings that are one, six, and fourteen stories. These two structures, one 140 years older than the other are part of the visual identity of Market Square. Primanti's and PPG are two companies originating from Pittsburgh. Primanti's sandwiches, known for including French fries between the bread, originated as an easy one-handed food for truck drivers delivering goods around the city. Primanti's abuts Philip Johnson's neo-gothic plate-glass skyscraper PPG Place. PPG Industries, like Primanti's, is a business that originated in Pittsburgh. However, it has become a multi-billion-dollar corporation. (Illustration 4.2, Illustration 4.3) These two Pittsburgh businesses exist in architecture that is significant to their character. Their juxtaposition is exemplary of the efforts to maintain the unique character of the city and the square.

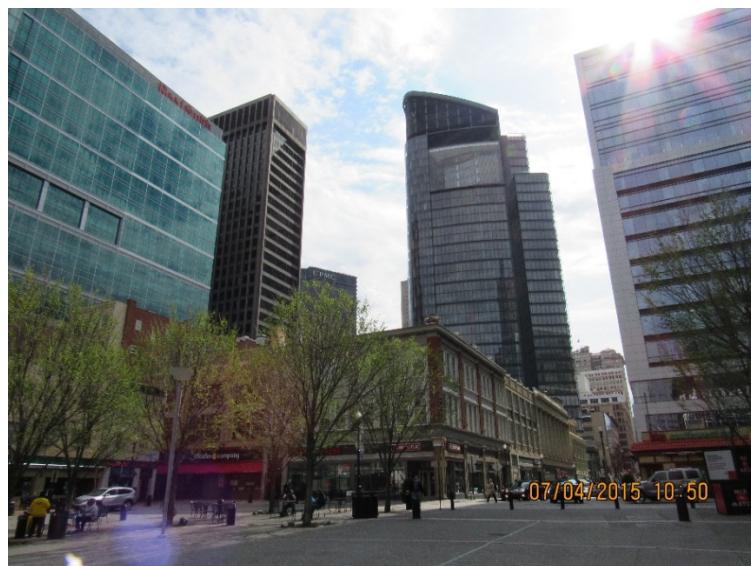


Illustration 4.1: Comparison of modern and historic architecture in Market Square  
Source: Author



Illustration 4.2: Image of PPG Tower in comparison to surrounding structures

Source: Author



Illustration 4.3: Further view of Primanti Brothers and PPG Place

Source: Author

Efforts were made to make the use of the square open and welcoming to a large audience.

As detailed in a previous chapter, three potential designs were presented and voted upon by the public in 2008. These plans were entitled “Minimal,” “Oasis,” and “Historic.” The “Historic”

plan was chosen. This plan included converting the square into a piazza similar to those found in Europe. Pavers were used to delineate the spaces for drivers and diners. Sidewalks would be enlarged for outdoor dining. The outer lane of parking would be maintained in the square, and inner lane parking would be removed. A new stage would be added in front of 2 PPG Place. Pavers would outline the exact footprint of the old market house and its vendor booths. Asphalt was removed from the streets and replaced with Belgian Block. (Illustration 4.4) The European piazza plan made the square hospitable to pedestrians.

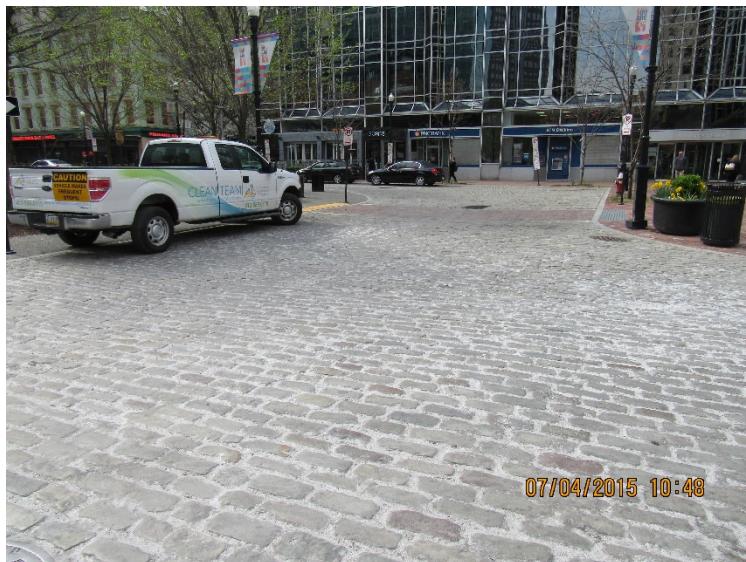


Illustration 4.4: Belgian Block paving in Market Square  
Source: Author

The “Historic” plan was reminiscent of a romanticized historic Europe and little visual influence from the original square. There is no evidence that the square was ever paved in Belgian block. A May 19, 1928 photograph of the square is evidence that the square was packed dirt. (Illustration 4.5) A June 15, 1914 image shows Market Square with filthy dirt roads inhabited by horse-drawn carriages and stalls. (Illustration 4.6) Nor was there parking in the square when it was created simply because there were no cars in the 1790s. Carriages would line

the streets. Historically, before the 1970s there wasn't a performance stage in the square. Nor would one enjoy dining in or around the square. Sidewalks were packed with wares, and streets were dirty with refuse. It was a commercial center where customers and salesmen talked but not a pleasant environment in which to spend a leisurely meal.

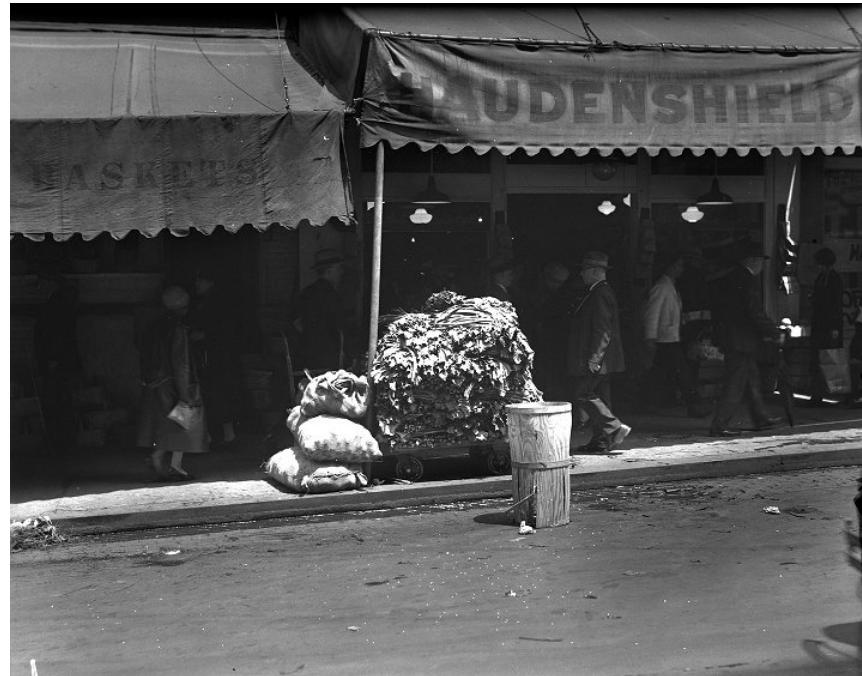


Illustration 4.5: May 19, 1928 Photograph of Market Square  
Source: University of Pittsburgh



Illustration 4.6: June 15, 1914 Photograph of Market Square  
Source: University of Pittsburgh

The square received a treatment that drew from the supposed visual history of others in order to create a visually appealing space. The square was never a European piazza until the 21<sup>st</sup> century. The element of outlining the footprint of the old market house was never included in the final plans. However, despite the ahistorical nature of the plan, it becomes clear that the square has historic roots. Restaurants in 19<sup>th</sup> and 20<sup>th</sup> century structures spill onto the wide sidewalks with outdoor dining. Belgian block pavers are flush with the road the surrounds the square and welcome pedestrians by not delineating the space for pedestrians to walk. The street is presented as a place for pedestrians that cars have the privilege to use. Pedestrians frequently cut in front of cars driving through the square. Traffic moves at snail's pace due to the pedestrians' taking of the right-of-way. It is a pedestrian-friendly, rather than car-friendly, area. It has reclaimed an open space in a bustling downtown for the pedestrian and the worker. Like its purpose throughout so much of the city's history, Market Square has been returned to a place where the human is favored. It is used to service the everyday life of Pittsburgh's residents. It is

not a through-street. It is not a parking lot. Rather, it is a commercial and social center occupied by pedestrians. Those in the square can experience history by walking on pavers that appear historic and dining in historic buildings. (Illustration 4.7, Illustration 4.8)



Illustration 4.7: Outdoor dining in Market Square  
Source: Author

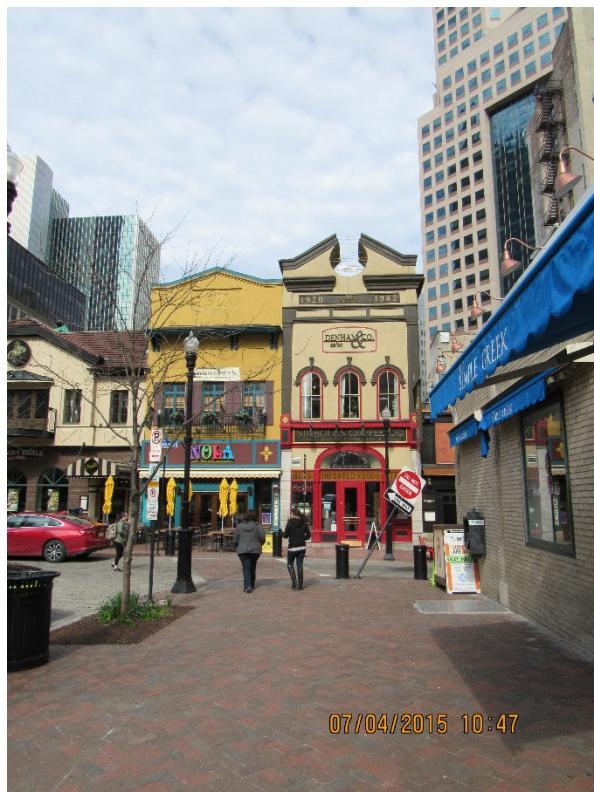


Illustration 4.8: Two outdoor dining options in Market Square  
Source: Author

Though the design of Market Square is not historically accurate, it has facilitated the use of the square by pedestrians and events that is reminiscent of its original purpose. Visitors, whether knowing so or not, are participating in a centuries-old tradition of using Market Square for commercial and public purposes. Participation in the square was both found in its planning, where community members sought to give a historic character back to the square, and in its use. Increased smaller commercial activities, such as the Winter Market and farmers market, allow contemporary Pittsburghers and visitors to participate in the square's original purpose.

## CONCLUSION

History within Market Square has been used to return the square to its original character without returning it to a pre-war sensibility reliant solely upon independent retailers. The square is now commercially viable and desirable by growing a commercial and housing base. The combination of the historical purpose of commerce and the practical inclusion of high-end housing is a more holistic approach to rehabilitating the square and maintaining its improvement over time. Whether knowingly or unknowingly visitors are forced to experience Market Square in a manner in which it was experienced before in the 1960s for shopping and sustenance. The use of history directly facilitated the rehabilitation and revitalization of Market Square.

History was employed to both attract patrons and visitors to the square. However, the result of this method was a simulacrum of the original square. Rather than an accurate recreation, the rehabilitation and use of history was an attempt to bring commerce back to the square through approximations of local history. The failure to rehabilitate Market Square in a manner that would recreate the original character of the square is not a failure to rehabilitate the square. The commercial enterprise brought back to Market Square has successfully rescued it

from previous despair. The architecture of the square has been preserved. This represents a portion of its visual character. The lack of a recreation of early “Historic” Market Square within the square itself was an attempt at a more tasteful representation of urban life. The early square, like Pittsburgh itself, was often a putrid, overcrowded, and, at times, dangerous place. Market Square is now both visually and socially appealing to Pittsburgh’s residents, particularly the growing population of the wealthy downtown. Examples of this appeal to the wealthy are the high-end Market Square Grocery and farmer’s market. No longer is the square a space for the city’s every-day shopping. Rather it is a space for the wealthy to enjoy the city as it supposedly once was. The success of the rehabilitation is found in creating a pleasant, not accurate, sense of history.

The battle between creating an authentic historic experience and a viable commercial district was won by financial interests. Despite Market Square not being an accurate recreation of its own history, the square presents a sense of history that visitors not versed in local history appreciate as accurate.

## CONCLUSION

The history of Market Square and Pittsburgh has been long and protracted with periods of success countered with periods of loss. Like many American cities, its future been contested by various stakeholders since European settlement. European powers fought for control during the French and Indian War; industrialists and their workers struggled to maintain a balance between the ambition of wealthy industrialists and the employees who labored to create fortunes they would never earn. The next struggle was the rescue of an economically depressed Rust Belt city from neglect. Most recently, Market Square has faced the challenge of maintaining an accurate historic identity while being revitalized and made into a commercial center one more.

In Chapter 1 the history of Pittsburgh was presented. Since the 18<sup>th</sup> century, the city has been the site of struggle between forces: European powers grappling over control of valuable land, industrialists seeking to control their labor, and private and public powers attempting to prevent a city from failing due to financial and social collapse. Chapter 2 provided a history of Market Square, once the geographic core of the city. The historic district has been the site of contentious planning battles since the 1960s. A balance needed to be struck between the interests of corporations and the city government and those of local business and property owners. There was a struggle between proponents of the fundamental importance of preservation as a tool for revitalization and those who saw preservation as a hindrance to progress. Chapter 3 was a summary of the buildings in and around Market Square. The information presented was evidence of the variety of scale, style, and age of structures in Market Square. The character of the district is defined by its eclectic architecture. The final chapter, Chapter 4, argued that the successful rehabilitation of Market Square was achieved because it was not an accurate recreation of the square's history.

Market Square shared Pittsburgh's economic ups and downs throughout the city's history. The Market Building closed in the 1960s because the operations began running at a deficit. The number of people shopping at the market had dropped drastically following World War II. Visitorship had dropped drastically because the population of Pittsburgh began leaving the city for the suburbs and other urban centers. In 1998, Mayor Tom Murphy proposed a plan to demolish 61 buildings and construct an urban mall in downtown Pittsburgh. The late 1990s were a distressed time in Pittsburgh. Downtown was no longer a social center. It was solely a place for corporate business, lacking elegant retail or dining. Murphy's plan reflected a desire to redevelop downtown Pittsburgh and make it a commercial and social center for the region as it once was. His goal was to revitalize Market Square and, in turn, downtown Pittsburgh and reverse the economic decline of downtown while maintain major employers. Market Square's revitalization starting in 2008 made Market Square into a commercial and residential area. It is an example of what is occurring in downtown Pittsburgh—increased residential and commercial development. It is a marker of the resurgence of Pittsburgh as a city and cultural center.

The current success of Market Square is a result of the use of history in order to engage visitors to the square. The implications of work done in Market Square provide a framework for revitalization to occur in other Rust Belt cities in their historic squares. Market Square is an example of successful rehabilitation. An element of its success is because of the attention paid to historic structures and the historic nature of the square. Other historic squares can examine Market Square as a case study for rehabilitation and success.

The success was not without years of conflict over the fate of Market Square. The amount of debate over the square is evidence of the emotional and financial attachment individuals and the City of Pittsburgh have to Market Square. Much like Pittsburgh's

complicated history of contested heroes and villains, Market Square is not a place where there is one ultimate truth or manner of providing for its future. Mayor Tom Murphy believed that demolition and construction of a mall would provide the best future for the square. It is unknown if his plan would ever have worked because it never came to fruition. It can be seen that preservation has played a major role in contributing to Market Square's success. The current, successful Market Square is favored because of its sense of history. This sense of history is maintained, in part, by the historic buildings that were preserved on the square because of the efforts of preservationists. Preservationists argued with the prevailing leaders in the city to combat plans to destroy the architectural and visual heritage of the square. These buildings provide historic authenticity and counter the ahistorical elements added to the square.

More research could be undertaken on Market Square. Due to time constraints, this thesis did not dive deeply into the exact layout and design of each iteration of Market Square. Additional interviews can be conducted with members of the City Council from that period, as well as with those who participated in the debates with URP, with URA employees, and with current business owners in and around Market Square.

Further research could also be done on the real estate development process in Market Square, the impact Point Park University and other local businesses and actors have on the preservation of the Fifth-Forbes corridor, and the economic impact of each iteration of Market Square. Investigation into Market Square and its change is a topic that is broad and could be continuing. Further research can also be done on the importance of Market Square as a City Historic District. The work could include a focus on the impact architectural guidelines have on development in the square.

## APPENDICES

**APPENDIX I**  
**MARKET SQUARE HISTORIC DISTRICT REGULATIONS**



## ***HISTORIC REVIEW COMMISSION OF PITTSBURGH***

# **DESIGN GUIDELINES:** **MARKET SQUARE HISTORIC DISTRICT**

	PAGE
A. Introduction.....	1
B. General.....	2
C. Building Site: Landscaping and Screening.....	3
D. Masonry.....	4
E. Wood.....	5
F. Architectural Metals: Cast Iron, Steel, Pressed Tin, Aluminum & Zinc.....	5
G. Roofs and Roofing.....	6
H. Windows and Doors.....	6
I. Criteria for Review of Aluminum Replacement Windows.....	7
J. Awnings.....	8
K. Color and Exterior Finishes.....	8
L. Storefronts.....	9
M. Signs.....	10
N. Illumination.....	12
O. New Construction.....	12
P. Safety and Code Requirements.....	14
Q. Mechanical Services.....	14
R. District Map.....	15

## **DESIGN GUIDELINES: MARKET SQUARE HISTORIC DISTRICT**

### A. Introduction

1. The following "Guidelines for Rehabilitation and New Construction" shall be used by the HRC of the City of Pittsburgh, (as constituted under City Council Ordinance #20 of 1979) when determining a recommendation for issuance of Certificates of Appropriateness by the City Council of the City of Pittsburgh.
2. These "guidelines for Rehabilitation and New Construction" have been developed by the HRC. These guidelines substantially incorporate the "Standard for Rehabilitation" used by the Secretary of Interior when determining if rehabilitation projects qualify as "certified rehabilitation" pursuant to the Tax Reform Act of 1976 (Section 36, Code of Federal Regulations Part 67) and the guidelines for the "Market Square Proposal for the Redevelopment Area Plan" dated April 1979.
3. The general guidelines are designed to help individual property owners formulate plans for the rehabilitation, preservation, and continued use of old buildings consistent with the intent of the Secretary of Interior's "Standards for Rehabilitation". The guidelines pertain to buildings of all occupancy and construction types, sizes and materials. They apply to permanent and temporary construction on the exterior of historic buildings as well as new attached or adjacent construction, although not all work implied in the guidelines is relevant to each project.
4. These design review guidelines are based on existing design characteristics commonly observed in the Market Square Historic District and will serve as a baseline description against which plans for rehabilitation and for new construction can be judged for harmony, compatibility and appropriateness. The intent of these guidelines is not to require particular architectural feature or to dictate architectural style. Rather, it is to identify a range of design options which will encourage development compatible with the existing character of Market Square and which will discourage introduction of incompatible features. Contemporary designs and materials, used in a manner compatible with the sense of the past that is being preserved, are not only permitted but encouraged. Economic feasibility and durability of proposed improvements, along with aesthetic harmony, are primary concerns. The general design approach should encourage a blending of new development with existing surroundings.
5. The following guidelines will apply to all buildings within the Market Square Historic District. These guidelines are designed to establish minimum restoration levels, which will secure the historic integrity of individual structures as well as of the Square itself. These guidelines supplement the Housing code and the Building Code of the City of Pittsburgh, and Pittsburgh Zoning Ordinance, dated March 1974, as well as codes of the Allegheny County Health Department, the Fire Prevention Bureau, the U.S. Department of Labor and other applicable laws and standards.
6. A strict interpretation of these guidelines may be waived by the HRC if the applicant develops a design solution, which meets the spirit and intent of the regulations in a better manner. In the same sense, the guidelines presented here are not fixed and immutable.

through time, but are subject to continuing study and revision by the HRC as the desirability for such modification becomes apparent.

## B. General

1. The desirability of a solution will be reviewed in relation to the integrity and appearance of the individual structure in question and its immediate neighbors.
2. The foregoing, while recognition of variety and change, will not be interpreted as approval of continued unsympathetic alteration of structures or the character of the commercial buildings shall be encouraged.
3. Period storefronts may be retained and restored, or the facade may be rebuilt to the original proportions. Use of materials compatible with the surrounding character of the commercial buildings shall be encouraged.
4. Architectural appointments shall be retained where repair is necessary; appointments may be restored or duplicated to existing or similar appearance. The repair to existing features with inappropriate materials, such as aluminum jamb casing and bracket tinwork shall be avoided.
5. Rehabilitation work shall not destroy the distinguishing qualities or character of the structure or the commercial character of the square. The removal or alteration of any historic material or architectural features should be held to a minimum. Elements of detail or fenestration that have been removed or covered over shall be restored if possible. The existing commercial character of the ground floor should be maintained.
6. Deteriorated architectural features shall be repaired, rather than replaced, wherever possible. In the event replacement is necessary, the new material should match the material being replaced in the composition, design, color, texture and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications of original features, substantiated by physical or pictorial evidence rather than on conjectural designs or the availability of different architectural features from other buildings.
7. Distinctive stylistic features or examples of skilled craftsmanship which characterize historic structures and often predate the mass production of building materials shall be treated with sensitivity.
8. Changes, which may have taken place in the course of time, are evidence of the history and development of the structure and its environment. These changes may have acquired significance in their own right, and this significance shall be recognized and respected.

Alterations to create an earlier appearance shall be discouraged. However, buildings may be restored to their own period of construction.

9. Contemporary design for additions to existing structures or landscaping shall not be discouraged if such design is compatible with the size, scale, color, material and character of the Square, structure or its environment.

10. Existing additions may be removed or replaced only with HRC approval.

11. There shall be no demolition of any structure without the approval of the HRC.

12. Wherever possible, new additions or alterations to structure shall be done in such a manner that if they were to be removed in the future, the essential form and integrity of the original structure would be unimpaired.

13. Owners of one-story structures, who are planning to rehabilitate their buildings, should consider increasing the height to a more appropriate scale.

14. Rehabilitation and restoration efforts within the Square shall maintain a scale which, when viewed in the context of the Square, will enforce the closure and containment that presently exists.

15. Distinctive features such as the size, scale, mass color and materials of buildings, including roofs, that give Market Square its unique character should be retained.

16. Building setbacks, which have traditionally linked the buildings to the Square, should be respected. New buildings are built to the property line.

17. New construction in the area should be compatible with the character of the district in scale, size, color and materials.

18. Due to the delicate balance between neighboring structures and the effect of additional structures on existing light and air, the construction of new additions beyond the existing structure should be carefully studied and considered.

### C. Building Site: Landscaping and Screening

1. All open space areas on a lot not occupied by structures, parking, walls, drives, and other improvements shall be suitably landscaped. The intent of such landscaping shall be to visually and functionally enhance surrounding buildings, pedestrian ways, and open spaces, to screen parking and loading areas visible at grade, and to control erosion and dust, and maintain an "edge" between the street and the parking area.

2. The open space of each property shall be provided, where necessary, with appropriate paved and properly constructed walks, exterior steps, landscaping and proper site drainage.
3. Surrounding grounds may be enclosed by masonry walls of the same material as the principal structure on the property, or by a durable fence of approved design. No chain-link or metal slat fences will be permitted. Metals other than copper, brass and oil finish wrought iron shall be integrally colored or painted an approved color.
4. Commercial trash receptacles shall not be permitted at front of buildings and shall be screened in the rear from view.

#### D. Masonry

1. The original masonry surface and mortar should be retained, whenever possible, without the application of any surface treatment.
2. Deteriorated masonry work shall be repaired to be inconspicuous and compatible with the existing. Old mortar should be duplicated in composition, color, texture, joint size, method of application and joint profile. Repointing with a mortar of high Portland cement content can create a bond that is often stronger than the building material. This can cause deterioration as a result of the differing coefficient of expansion and the porosity of the material and the mortar and should be avoided.
3. Stucco should be repaired duplicating the original as closely as possible in appearance and texture.
4. Cleaning masonry will be approved only when necessary to halt deterioration and always with the gentlest method possible, such as low pressure water and soft natural bristle brushes.
5. Brick work shall not be sandblasted. Sandblasting brick or stone surfaces erodes the surface of the material and accelerates deterioration. In some cases, stonework, which has no significant architectural detail, may be approved for sandblasting.
6. Using chemical cleaning products can also have an adverse chemical reaction with the masonry surface (i.e. acid on limestone and marble) but brick work may be cleaned with hydrofluoric acid in a concentration of not more than 5% or equivalent, as recommended by the National Park Service.
7. Applying waterproof or water repellent coatings or other treatments is discouraged except to solve a specific technical problem that has been studied and identified, is frequently unnecessary, expensive and can accelerate deterioration of the masonry.

8. Existing unpainted masonry surfaces should remain unpainted. However, masonry surfaces have been painted in the past should, in most cases be repainted. If such walls are dirty or stained in such a way that the color is not uniform, they shall be cleared and painted. If painting is required, brick should be prepared properly and not less than two (2) coats of exterior grade paint shall be applied.

9. Applying new material, which is inappropriate or was unavailable when the building was constructed, such as artificial brick siding, artificial cast stone or brick veneer shall be discouraged. When such surface coverings have been previously installed, the owners will be encouraged to remove them and restore the underlying brick surface.

#### E. Wood

1. Removing architectural features such as siding, cornices, brackets, widow architraves and doorway pediments is prohibited. These are, in most cases, an essential part of the building's character and appearance, illustrating the continuity of growth and change.
2. Repairing or replacing, where necessary, deteriorated material with new material should attempt to duplicate the old as closely as possible, as should efforts to replace missing architectural features such as cornices, brackets, railings, and shutters.
3. Owners are encouraged to repair, restore and if necessary, replace existing wood siding with similar wood siding materials. However, replacement using other materials, such as wood paneling, aluminum or vinyl siding in appropriate scale, finish and color is not prohibited. Where those materials are used, appropriate trim details such as corner boards and fascia boards shall be retained or duplicated.
4. Asbestos siding will not be approved as a siding material for new work and owners are encouraged to remove existing asbestos siding and restore or replace the underlying wood surface.

#### F. Architectural Metals: Cast Iron, Steel, Pressed Tin, Aluminum and Zinc

1. Retain original material whenever possible.
2. Removing architectural features that are an essential part of a building's character and appearance is prohibited.
3. Clean when necessary with the appropriate method. Do not use cleaning methods, which alter.

4. Paint or metal surfaces which are discolored or on which the finish is peeling, flaking, chalking, rusting or eroded shall be cleaned or refinished.

## G. Roofs and Roofing

1. The original roof shape shall be preserved. Existing dormers and chimneys shall be retained and repairs or reconstruction shall be retained.
2. Retain the original roofing material, whenever possible. When replacing deteriorate roof covering, do so with new materials which do not differ to such an extent from the old in composition, size, shape, color and texture that the appearance of the building is altered.
3. Roofs, if sloping and visible from a public street or walkway should meet the following requirements. If metal, other than copper, they shall be painted or integrally colored an approved color. Roofing material of any kind, shall be black, gray, brown or dark red. All visible metal work in such roofs, except copper, shall be painted or integrally colored an approved color.
4. Preserve and replace, where necessary, all architectural features which give the roof its essential character, such as dormer windows, cupolas, cornices, brackets, chimneys, and crestings. New dormers shall be compatible in size, placement and overall construction to their neighbors.
5. All box gutters shall be retained. All facade downspouts shall be copper or aluminum (painted or anodized) or galvanized and painted appropriately.

## H. Windows and Doors

1. Existing window and door openings which are architecturally significant to the design of the building, shall be retained, including all window sash, glass, lintels, sills, architraves, shutters, doors, pediments, hoods, steps and hardware. Owners of structures whose windows and door openings have been altered in the past to reduce glass area or to provide picture windows or standard door openings shall be encouraged to restore these openings to their original sizes or to approximate those of their neighbors (duplicating the material, design and hardware of the older window sash and door if new sash and doors are used).
2. All window and door casings, sashes, and muntins should respect that of the original glazing of the building and shall be painted, stained or vinyl clad wood. The use of aluminum replacement windows is not encouraged but may be approved on a case by case basis.

3. Infilling of window and door openings to accommodate smaller or stock window units shall not be permitted on the front facade. Under no circumstances shall mill finish aluminum be permitted.
4. Exterior mill finish aluminum storm windows shall not be permitted on the facade. Vinyl clad and others may be permitted if the basic shape of the original window is not altered.
5. Windows on the front facade may be replaced with units historically compatible with neighboring buildings and the existing facade. Upper story fenestration may be altered from their original design without prior approval.
6. Introducing new window and door openings into the principal elevations or enlarging or reducing window or door openings to fit new stock windows sash or new stock door sizes is generally prohibited. Altering the size of windowpanes or sash changes and destroys the scale and proportion of the building. Inappropriate new window combinations that require the removal of original windows and doors or the installation of plastic or metal strip awnings or fake shutters that alter the character and appearance of the building are also prohibited.
7. Existing transoms and other embellishments characteristic of the structure shall be retained, restored or duplicated.

#### I. Criteria for Review of Aluminum Replacement Windows

1. In reviewing an application for the installation of aluminum replacement windows, the Historic Review Commission is primarily concerned that the aluminum windows be a visual match for the original windows. To help ensure that, the Commission reviews the following criteria:
  - a. the economic or technical feasibility of replacing the windows in kind;
  - b. identical arrangement and shape of the window sashes and muntins;
  - c. identical sightlines (widths of window elements and expanse of glass);
  - d. sash detailing (including beveled recreations of the window putty, at sash and muntins);
  - e. custom panning, to match the original window framing in profile;
  - f. custom color(s);
  - g. clear, unwarped glazing (yielding unwarped reflections).

2. The Commission requires the submission of drawings that show, in detail, the existing profiles of the window sash and frame and the profiles of the proposed aluminum sash and panning. After its approval is given, the Commission requires the submission of a sample of the panning and sash to its staff for final review before a Certificate of Appropriateness will be issued.

#### J. Awnings

1. Awnings are appropriate, but may only be constructed of a canvas-like material. They should be retractable, sloping and angular rather than rounded and may be utilized on all windows on the front facade of the building.
2. Color and replacement of awnings shall be reviewed to insure that installation does not obscure existing architectural elements and therefore relates to the existing architecture and its environs.
3. Aluminum awnings shall be prohibited.

#### K. Color and Exterior Finishes

1. All buildings in an area have color. Each element of the facade has a color and thus is another important aspect in establishing the image of a district. Color selection becomes important in the maintenance of the architectural details such as trim, sills, headers, metal work, storefronts, signs, etc. In general, color will emphasize the details; intense colors detract from a harmonious design; light colors bring out details while dark colors obscure them; a gloss or semi-gloss paint which can be easily cleaned should be utilized and professional advice should be sought before painting.
2. Retain the original or early color and texture of masonry surfaces wherever possible (brick or stone surfaces may have been painted or whitewashed for practical and aesthetic reasons). The indiscriminate removal of paint from masonry surfaces may subject the building to harmful damage and may give it an appearance it never had.
3. Keep masonry natural and clean it, including sills and headers if masonry, and select colors for the trim, etc. which harmonize with the masonry. Scrape down on the trim and other painted surfaces to find out what the original colors were, as these will usually relate best to the building as a whole.
4. Select colors for the trim that contrast with the brick.
5. Keep within the guidelines.
6. Carry facade colors into storefronts and signs. Utilize trim color for lettering of signs.

7. Sign colors should relate to trim above. An effective combination is light letters on a dark background. Most striking and appropriate for traditional buildings is gold letters on a black or dark colored similar source.
8. It is suggested that exterior body and trim colors be selected from historical selections, such as "Pittsburgh Paint Historic Colors" or a similar source.
9. Repainting with colors which cannot be documented through research investigation to be appropriate to the building period or architectural style or the historic district in general, is not recommended.

#### L. Storefronts

1. Storefront design should convey directly what is offered inside.
2. Existing pilasters should be carried through and not covered up.
3. Storefront materials should be compatible with the overall building facade. The use of masonry, glass and wood is encouraged.
4. Materials, which cover traditional elements, should be removed.
5. The storefront should relate to the traditional elements of the facade above.
6. If appropriate the re-establishment of the lintel (s) and cornice above the storefront, which define the building, should be considered.
7. All exterior appurtenances or accessory structures which serve no useful purpose, which are not in economically repairable condition or which do not contribute to the overall appearance and architectural integrity of the building, may be removed.

## M. Signs

1. The purpose for sign guidelines is to encourage, protect and preserve the historic, architectural and cultural amenities that prevail in the Market Square Historic District. It is the intent of these guidelines to protect property values, create a more attractive business climate and to enhance and protect the physical appearance of the area.
2. The design of signs within the Historic District must be approached with care. Great importance is placed on the relationship of a sign to the facade on which it is located. A sign must be designed for careful integration with the architectural features and its size and proportions must relate to the fenestration and detailing of the building.
3. Signs communicate the identity of a business and also create an image for a district. A district with a clutter of signs and with large, uncoordinated graphics tends to give an area a poor image.
4. Signs should be easily seen and clearly intelligible, without being garish or loud. Materials and design should relate to the architectural features of the building, the storefront and/or other buildings, signs and storefronts in the area.
5. No sign may be located on a structure so that it obscures any architectural features such as a cornice, unless the sign consists of individual letters.
6. The registered trademark of a specific commodity shall occupy no more than fifteen (15) percent of the area of a sign, except that if the sale of said commodity is the major business conducted on the premises, there shall be no such restriction.
7. A sign may bear lettering only to indicate the street number, the name and kind of business, service or facility conducted on the premises, the year the business was established, a slogan, hours of operation, time and temperature and lettering which is part of a trademark.
8. All illumination shall be shielded and directed solely at the sign and be steady, stationary and of reasonable intensity.
9. Back-lighting of signs will not be permitted in the Market Square Historic District, with the following exceptions. Individual letters of a sign may be back-lit. Back-lit marquees advertising changing performance or shows may be permitted for a theater or cinema. All such signs shall be reviewed on a case-by-case basis.
10. No support for a sign shall extend above the cornice line of a lining of a building to which the sign is attached.

11. The following signs shall not be permitted, constructed, erected or maintained: signs which incorporate any manner of flashing, moving or intermittent lighting, excluding public service signs showing time and temperature; any signs which no longer advertise a business or product previously sold, unless it is of cultural, aesthetic or historical significance to the Market Square area; portable signs; signs erected so as to obstruct any door, window or fire escape on a building; roof signs; and large wall signs painted on the side of buildings which are taller than the surrounding buildings.
12. Wall signs for first floor establishments shall have an aggregate square footage not exceeding two square feet for each foot of building face. Where a building fronts on more than one street, the aggregate footage for each frontage shall be calculated and used separately.
13. Tops of wall signs for street level establishments may not protrude above the tops of second story windowsills.
14. Wall signs may not be placed above the top cornice line of a building. Placement of signs on the end gable of a building will be reviewed on a case-by-case basis.
15. Wall signs placed above the window sills of the second floor will be allowed for a business establishment located on an upper floor. Total wall sign area allowed for a business establishment located on an upper floor shall not exceed 1.5 square feet per foot building face. Business establishments occupying more than one floor shall be allowed a maximum aggregate wall sign area of two (2) square feet for each foot of building face.
16. Any signs above the top of the second floor window sills shall be reviewed on a case-by-case basis, with particular attention to other signage on the building. Upper floor business establishments are encouraged to use window signs. In no case shall upper floor wall signs obscure or detract from architectural details.
17. The bottom of any projecting sign must be at least eight (8) feet above the sidewalk. The sign may project no more than four (4) feet from the face of the building, 2/3 of the width of the sidewalk, whichever is less. Tops of projecting signs may not protrude above the tops of second story window sills.
18. No projecting sign or its supporting frame may extend above the top cornice line of a building.
19. No business establishment will be allowed more than one projecting sign per entrance door or set of entrance doors.
20. Total area of projecting sign(s) shall not exceed four (4) square feet per foot of building face.

21. The area of windows signs shall not exceed 25% of the window area visible from the exterior. Etched or painted signs on glass, cover no more than 30% of the glazing area, are appropriate.
22. One awning sign will be permitted for each display window on the first floor of a business establishment.
23. One directory of the occupants or tenants of the building will be allowed at each entrance, not exceeding an area determined on the basis of one (1) square foot for each occupant, or ten (10) square feet, whichever is less.
24. Freestanding signs will generally not be allowed in the Market Square Historic District except as directory signs at the entrance to a complex of commercial establishments or as signs for open-lit uses such as parking. All freestanding signs will be reviewed individually to insure that views necessary for protection of health, safety and welfare of pedestrians and vehicular flow are not obstructed.

#### N. Illumination

- 1.Exterior illumination of buildings and public or semi-public spaces shall be designed and executed with particular attention to the following factors: color rendition, light quality and distribution. These considerations must be balanced with the objective light efficacy so as to sufficiently illuminate areas while avoiding the runway glare and light pollution of mass-lighting.
2. All sources of illumination for outdoor area lighting or signs shall be directed away from adjacent properties and shielded in such a manner that only reflected or refracted light is visible.
3. Building exteriors shall be lighted in such a way that light sources are concealed from both pedestrian and vehicular traffic.

#### O. New Construction

1. New construction fronting on Market Square should complete the enclosure of the Square and be comparable in height, scale, and character existing buildings fronting on the Square. This containment is to be accomplished primarily through designs incorporating the dominant textures and rhythms of the Square. Rather than replicating architectural styles of the past, design continuity and harmony is to be affected through recall of the proportions, fenestration and textures of the existing buildings.

2. Contemporary designs should be compatible with the character and mood of the building or the neighborhood. Avoid imitating an earlier style or period of architecture in new additions, except in rare cases where a contemporary design would detract from the architectural unity of an ensemble or group of buildings. Especially have a completely contemporary function such as a drive-in bank or garage.
3. Buildings fronting on the square shall be not less than thirty-six (36) feet, nor more than sixty (60) feet in height, or ten percent taller than the tallest adjacent structure, whichever is less.
4. Facades must be articulated to achieve proper scale and avoid a blank wall effect. The use of glazing on the 1st floor facade is most in keeping with commercial storefront character of the Square.
5. Surfacing materials utilized for facades must be in harmony with the existing character of the Square.
6. Where applicable, elements of the facade salvaged from the demolition of structures in the area should be re-used.
7. New construction shall conform to the existing cornice lines, bay rhythms, scale, and texture of adjacent structures.
8. To help assure a continuity in scale from one building to the next, existing cornice and soffit lines should be preserved, and they should be respected on new construction. The height and depth of these lines dimensions of adjacent buildings.
9. On new construction, the first floor elevation above the street curb, the entrance door sill elevation and the floor-to-floor elevations within the adjacent buildings.
10. Basic to the character of a block face is the rhythm and proportion of facades along a street that an ordered recurrent alteration of building masses, and it comes from uniformity both in the proportion of the facades along a street and in the spacing of the buildings. These elements should be considered in remodeling and in new construction; and along a street, such harmony should be encouraged.
11. In these terms fenestration of new construction should be compatible with that along the block face, and the existing pattern should be preserved in remodeling.

#### P. Safety and Code Requirements

1. Comply with code requirements in such a manner that the essential character of a building is preserved intact.

2. Install adequate fire prevention equipment in a manner, which does minimal damage to the appearance or fabric of a property.
3. Provide access for the handicapped without damaging the essential character of a property.
4. Add new stairways and elevators which do not alter existing exist facilities or other important architectural features and spaces of the building.

#### Q. Mechanical Services

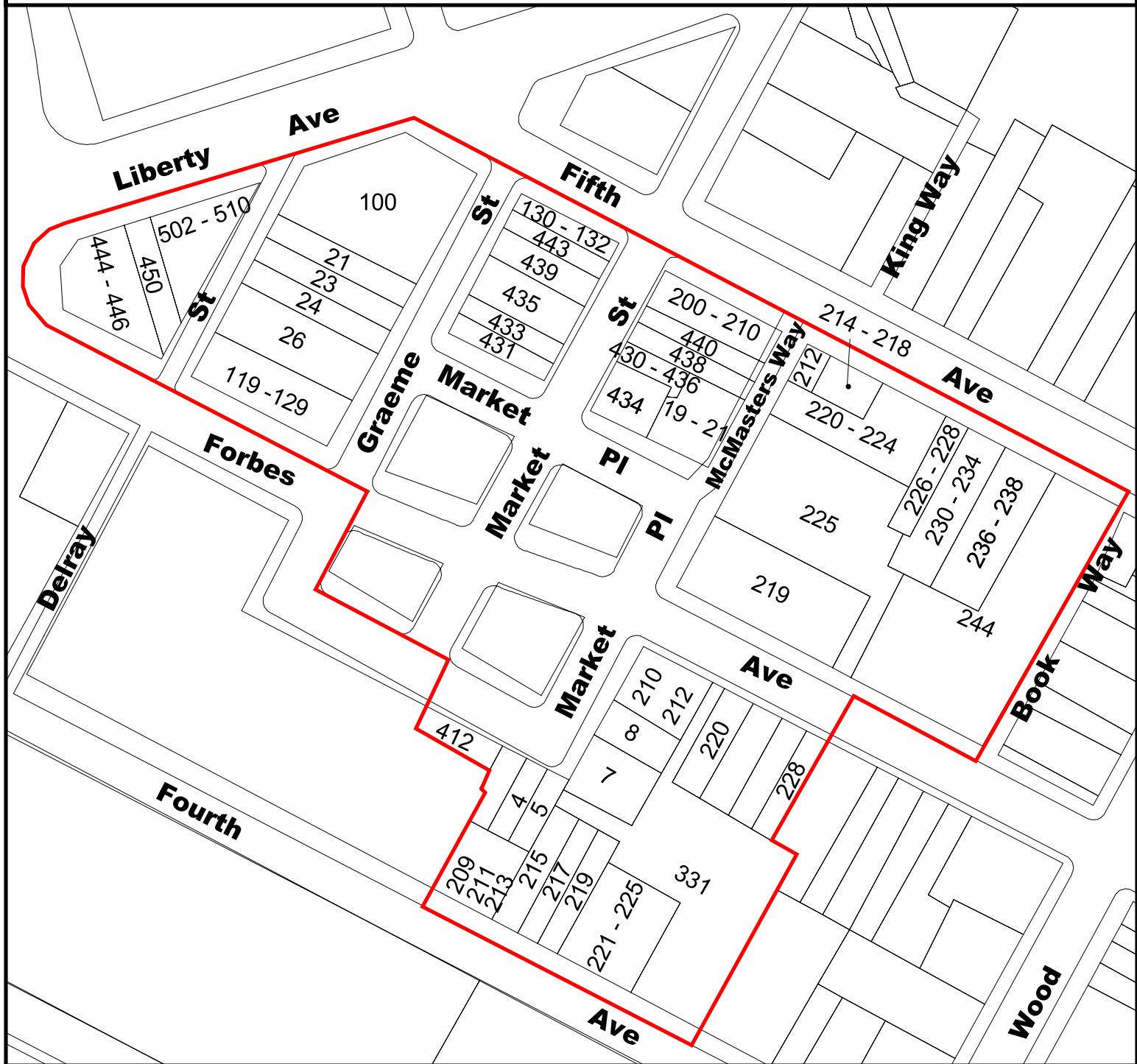
1. Place mechanical equipment, such as air conditioners, where they are not visible from the street. Permanent air conditioning units shall not be permitted on front facades.
2. Install necessary building services to areas and spaces that will require the least possible alteration to the plan, materials and appearance, of the building.
3. Install the vertical runs of ducts, pipes and cable in closets, service rooms and wall cavities where they will not be visible on the exterior elevations.
4. Avoid cutting holes in important architectural features, such as cornices, decorative ceilings and paneling.
5. Installing "dropped" acoustical ceilings to hide mechanical systems sometimes has the effect of destroying the proportions and character of a building and should be avoided if it will be visible or detract from the facade.

(GUIDELINES/MARKETSQUARE.DOC)

APPENDIX II  
MARKET SQUARE HISTORIC DISTRICT MAP

# Market Square

## City Designated Historic District

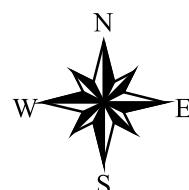


Designated December 28, 1992

0 50 100 Feet

City Historic District  
 Parcels

120



## APPENDIX III

### TOM MURPHY INTERVIEW

*Molly Soffietti:* My question for you is, what is the significance of Market Square to you?

*Tom Murphy:* It's a public center of Pittsburgh. That, and Market Square, and the portico of the City Hall are the two public spaces, of public...is historically that. I remember being a lot older than, one time, Market Square had a building going down on Fourth Avenue. It was a market house, in fact. It was called the Market House.

*M.S.:* Do you think that was the landmark building for Market Square?

*T.M.:* This was the market house. It's why Market Square was named Market Square. And it was a building that straddled over Fourth Avenue. So Fourth Avenue went underneath it. And there was a building on one side with Fourth Avenue. And there was a building on the other that was connected over top of Fourth Avenue. And it was where, originally, the hockey team in Pittsburgh played.

*M.S.:* Oh, really, I never knew that.

*T.M.:* Yeah. So there was a building. And what is now Market Square was not always a big open space. There was one time, in effect, buildings there in my lifetime.

*M.S.:* Are you talking about the building that was demolished in 1960-1961?

*T.M.:* Probably around there, yeah. And then the whole one side of Market Square was demolished from PPG Place. Right.

*M.S.:* Okay, so now we're getting into a little tougher questions. Were you approached by Urban Retail Properties for the redevelopment Fifth and Forbes, or did you approach them or did the city go to develop this?

*T.M.:* We approached them. And let me tell you the history of it. It was clear that we were riveting as most have retail. And this is really after I became mayor, Federated Department Stores bought what was traditionally one of the retail chains in Pittsburgh called Horne's, I don't know if you remember it. And Horne's had a downtown store, right across the street from, I think, Lazarus.

Federated and us, they were closing the store. And we could see by sales numbers in small stores and big stores, that the retail sector downtown was losing, significantly decreasing. And so, we approached Federated Department Stores about, what it would take to get them to think about having another store in Pittsburgh?

And, Federated said, "We would think about putting another store in. But we want it to be close to what is Kaufmann's." Do you know those names, Kaufmann's and Horne's?

*M.S.:* Yes I do.

*T.M.*: Okay, so you would know where Kaufmann's is located. And so, they said, if you would work with us, and we could locate a store near Kaufmann's we would be interested in putting a new store in. And, then we talked to...and so when May Company who at the time of Kaufmann's heard about that, they said, "Well we would be interested in putting another store a branch store Lord & Taylor, in Pittsburgh, if you would also work with us.

And then the manager at the time at Saks, came to us and said. If you are successful in this, then we would be interested in doubling the size of Saks. Saks was on Smithfield Street. And he said, "We would like to come around and connect into Fifth Avenue," right next to where the old Horne's, what would become a Lazarus, would go.

At that point we said, "We've ought to think about what a regional strategy looks like for Pittsburgh." And so we went and looked around the country and really decided that Urban Retail Properties was the best urban downtown developer in the country at the time. And so we approached them. And said, "We would be interested in talking to you." So we had these moving pieces – Horne's, Kaufmann's, Lord & Taylor, Saks – having an interest in doing something downtown. And, how do we begin to put it together?

And so from that we identified four within five blocks that we thought we could do something on. And something would be, we'd have to take some buildings down. And we would restore some buildings. So the buildings around Market Square...so the G.C. T.M. building and the smaller buildings were always going to be maintained.

The block where there are now apartments being constructed, like on Market Square, we began to buy some property there. The location of PPG's headquarters and their other building that where the Fairmont Hotel, we began to acquire property on that block.

And in the other block, the most controversy was on the block, the whole of G.C. T.M. block. The one into the G.C. T.M.'s was going to stand, the one into the Smithfield Street...not Smithfield Street. No, in which street that block...the same block where the skinny building is and that G.C. T.M. building left, the upper part of that block facing on Wood Street, I think, was going to becoming Nordstrom's.

And so that...and then, obviously, there was a big housing and parking component in this, also. So there was never going to be a mall. And they were going to be...were going to essentially look...it would have looked differently, the thing that would have been street running retail on it.

And part of what the driver was, at the time, was that PNC making things huge. That's where we have to make a decision, and we don't know that we're going to stay in the city if we can't provide for our city in a more attractive environment.

At the time, the historic history in the Landmark Society were opposed the tearing down any of the blocks, any of the five blocks. For me, it's ironic now that four of the five blocks have been torn down and they never said a word.

*M.S.*: Yes. So according to what I found in my research is that residential units weren't included in the Urban Retail Properties plan until July of 2000.

*T.M.:* Right. We saw residential as part of the development. But our focus was how to figure out how to get the retail, right, first?

There was also other residential development happening in and around this. You go to Penn Avenue and neighboring streets, there was a fair amount of residential already happening. And we were involved with that.

*M.S.:* Did you feel pressure from people like Arthur Ziegler, at Pittsburgh History and Landmarks, to include housing within the Fifth and Fourth plans, because that's a large component...

*T.M.:* They weren't actually opposed to doing anything different. At the time, they said they were opposed at doing anything. They were opposed to tearing anything down.

So other than a few units that you could do in the upper stories of existing buildings, there was no opportunity to do any housing. I mean all those buildings were, if you think of where the Fairmont Hotel, is now, they were two and three story buildings. So how do you do housing there? Without tearing something down? Do you see what I'm saying?

*M.S.:* Yes. I totally understand. It's really...

*T.M.:* And also, over in the block...other block, on the other side of Forbes Avenue where George Mason Chicken was, and there was a surface parking lot, they were opposed to tearing down the George Mason Chicken store, and a couple jewelry stores that were in that block. And the other place where PNC's headquarters is located now, there was a row of buildings there, and they opposed tearing any of those buildings down. So there was no opportunity to do anything different, if I'd accepted their plan.

*M.S.:* So, over time, the plan with Urban Retail Properties, the price more than doubled. In 1998, it started with \$200 million project. By July 2000, it's \$522 million. Did this concern you or do you see it as part of the development process that the project was seemed to be...

*T.M.:* Well I don't really have a clear memory of it all. But let me just say that the deal blows up because Nordstrom's puts...not having to do with Pittsburgh, but because there's a change in the leadership at Nordstrom's, a generational leadership change. They put on hold, building any new stores in the country.

*M.S.:* Okay. That was one of my questions.

*T.M.:* We'd lose Nordstrom's. And so, we really saw that as an important anchor to this. And so, because it was going to be only one-of-a-kind...it was going to be the only Nordstrom's store in the Pittsburgh market.

And, ironically, when we were thinking about locating on in Ross Mall, where they are now, the called me. I thought it was very nice of them. They called me and said, we still feel a commitment to you, if you want to work with us to put the store out here, we're willing to do that. And I said, "It's done. Don't worry about it. Good luck." So they were very thoughtful about that.

But our focus was, how do we get people to think about coming downtown for retail and attracting the one-of-a-kind experience. And so you see some of this in East Liberty, where Whole Foods was the first Whole Foods store I Pittsburgh market. In the south side, where we worked very hard to get REI to locate in Pittsburgh.

And so we were looking to create that kind of mix, of both national, the national being that would be one-of-a-kind stores in Pittsburgh. So we had...I don't know if you're aware of Dean & DeLuca?

*M.S.: Yes.*

*T.M.: So they were committed to coming to Pittsburgh in the retail development with Urban Retail Properties.*

*M.S.: I did not know that. That's impressive. Super high-end store.*

*T.M.: So we were focused very much on getting one-of-a-kind both, national and local one-of-a-kind stores to want it, to crave this as a retail destination. You would have 20 or 30 stores that would be the only stores in the Pittsburgh market. We weren't interested in Gap or Burlington, or some of the other ones that were already in Pittsburgh.*

*M.S.: Did you find that the vehement protest from the preservation community stalled the project? Do you think, without those protests and...it would have affected the Nordstrom community?*

*T.M.: They were part of pushing the stone up the cable as where many of the small business owners down there, we could...we knew what their sales were. We knew their sales were declining but they weren't willing to change anything. And we were working with a number of them to be sure that they would be part of the development. I found an unwillingness to have any effort to compromise.*

*M.S.: Okay. So did you meet with those who proposed separate plans, like Councilman Ferlo?*

*T.M.: Endlessly.*

*M.S.: You did?*

*T.M.: Yeah.*

*M.S.: And you found that that they were unwilling compromise with you?*

*T.M.: There was no compromise at the time. They wanted the five blocks to remain in tact. So that there would be, no...there would be no...they wanted to go to heaven and they didn't want to pay the price, do you understand what I mean?*

*M.S.: Yeah.*

*T.M.: They did not want any buildings to be torn down. And at the same time, they wanted housing and new retail and all that in that time. And we could not figure out how to do that without some demolition of existing buildings.*

And we also had in the back of our...and on our shoulders, the potential loss of PNC Bank.

*M.S.:* Did PNC threaten to leave Pittsburgh as their headquarters?

*T.M.:* I don't ever want to use the word threaten. But the business environment in that part of the city was not attractive. Several businesses directly across the street from PNC's headquarters had been busted by the federal government for selling cheap gold and illegally switching stuff in rocks, okay? And then there were several shootings at the headquarters off Forbes...

I don't know if you have pictures of what was there. Most of the buildings were surely dilapidated. They were used on the first floor in the day. Sears were vacant. Many of the buildings were vacant completely.

*M.S.:* PNC did stay in Pittsburgh, what caused them to stay then?

*T.M.:* I think when they saw us bringing a focus to the area. And as controversial as it was, I think that gave them reason to stay, that it would improve the environment. And Jim Ferlo who was at the time the chairman at the groundbreaking for the Fairmont Hotel, said to me, "We would probably not be here if you hadn't done what you did, even though I got beat up very publicly and badly by him."

*M.S.:* So you're saying, just showing an interest in Market Square encouraged to...

*T.M.:* Well, essentially the deal, the development wasn't the retail anchor that we wanted. But, four of the five blocks have now been redeveloped. Meaning, that the buildings have been torn down that were there. And, actually all five of the blocks have been redeveloped. The one block, which I think we would have been willing to compromise on, the one block has largely been restored. But the other four blocks have largely been demolished and rebuilt. And so it's an entirely different environment there.

*M.S.:* Yes, it's not at all similar to what it was in the 1990s.

*T.M.:* No. No. And that's the tension that exists and see. You want...PNC Bank probably brings 20,000 people to work in Pittsburgh.

And I don't know if that number's correct but you might want to check it between their operations, and then see what building, and it might be high, but probably, it's close. But that's an important piece of the Pittsburgh puzzle. I think that we recognize that the retail, ironically...I mean there was an article not too long ago, I got interviewed about this. That we're losing the retail in downtown Pittsburgh, with Macy's bouncing. And that was very predictable when we were doing this, that was going to happen. Unless you created a retail strategy.

So I think by the very fact that we began to do stuff, we began to buy buildings. I think we acquired anywhere 10 to 15 buildings. I think PNC saw that things were going to happen there. And they have. It took longer. It looks a little different but, it became a different place. And I think, once we set that in motion it was far...once we set...focused it on that and set it in motion, I think was far enough and continued.

And PNC, by the way was a really incredible partner in their willingness to make the kind of commitment they did on the Fairmont Hotel and that building long after I left. But I don't think any of that would have happened unless we began in the making of very controversial decisions about doing something with that part of downtown.

*M.S.:* So my final question for you is, what do you think of Market Square, today? The contemporary square?

*T.M.:* I like it. For me, I think that Pittsburgh misses the vibrancy that retail, American robust retail corridor would bring. It's a place to go drink and eat. Not to shop very much.

*M.S.:* And do you think the key would be to bring retail into the district?

*T.M.:* I think it's too late, now, probably. But I think the potential of having Pittsburgh as...it's remnants of what's there. Well, now that Saks is now gone, Macy's is gone. That was a moment in time when we watched that opportunity. Whether it would have worked or not remains to be seen. I certainly see it working in other cities. I see also a very robust that, in the city movement in cities all over the country, including Pittsburgh. And so, I think to recapture the vibrant retail there will be increasingly difficult.

*M.S.:* Okay. Thank you so much for letting me interview you.

*T.M.:* I hope that was helpful.

*M.S.:* No, that was incredibly informative. It's great to hear your side of the story versus the preservationist who I traditionally talk to, as a preservationist student.

*T.M.:* Well I think Ziegler is obsessed with me of course. He talked about us wanting to build a mall down in the area. And it was never a mall. It was really urban retail street is what we were building, but that's Arthur. I've known Arthur for many, many years. 40 years, so.

*M.S.:* Well thank you so much. It's great to hear you're kind of an unsung hero of downtown Pittsburgh, especially when people don't...you're kind of an unsung hero for downtown Pittsburgh, even though no one knows this. Thank you so much.

*M.S.:* Well it was really clear. Look it, we made it incredible, building the ballpark, developing South Side Works, if you know where I'm talking about? And, Summerset, do you know these places?

*M.S.:* Yes

*T.M.:* In East Liberty, all were very controversial. And we were doing all of those at the same time we were doing Fifth and Fourth. Okay so you've got to think of the...there's groups of billion dollars of development going on in this city that hadn't seen development in 25 or 30 years. And so this is one piece of that larger picture. And everyone had their own antagonist about it, who were opposed to it. Even the people when we were developing the Slide down. They wanted to keep Slide down, by the park You know what I'm talking about?

*M.S.:* Yes.

*T.M.:* So all that was happening. In my view, Pittsburgh had a 50 year trend of decline. And what we needed to do was that we needed to change direction and we needed to get people interested in wanting to invest in Pittsburgh. And we needed to build a Pittsburgh that would attract people walking there. And so we made very hard decisions.

So whether it was the ballpark, or whether it was East Liberty, or whether it was South Side Works or 100 other developments there were always people opposing it, who wanted to keep what was there, even though it wasn't working. And downtown wasn't working anymore. And so we brought focus to that, okay?

And while I would not suggest that what we wanted to do was the perfect development and we could have compromised that if we could have found somebody credible to have a conversation with. But keeping everything that was there was not going to work. I guess we were right. Four of the five blocks have been closed.

*M.S.:* So you say there was no one credible to have this conversation with. Who would be credible?

*T.M.:* There was nobody...when I say there was nobody to be had a credible conversation with, there was nobody willing to say, "Okay, I'll agree to you demolishing these two blocks but save this block. The preservationist at the time said, "You can't tear anything down. We oppose you tearing anything down," Arthur Ziegler, particularly. Not wanting us to tear one building down.

*M.S.:* Well in a February 14, 2000 article about the structures being targeted, it was listed that Pittsburgh History and Landmarks was willing to demolish 32 buildings. Can you speak to that?

*T.M.:* This could be later. I don't know. In the beginning of this conversation there was no willingness to say, "We'll agree to these buildings."

*M.S.:* Okay, so you're saying that maybe later, maybe there was a little more compromise. But in the beginning...

*T.M.:* So when we began, we went through plan a, plan b, plan c, plan...and then, eventually, it is what it is today. But in the beginning, when we said we wanted in the focus on that...and we're going to have to take it down. You can't take any of the blocks down. They are screwed there. It is...what's the preservationist term? They compliment each other and there's a scale to it. So if you demolish one block or a middle of a block, you destroy the whole scale. You can't take anything down. Does that all sound familiar?

*M.S.:* Yes.

*T.M.:* So when I say we have nobody credible to talk to, nobody was willing have a real enough conversation about that we need to do something. We can't just keep what we have. And he conversation about, we're going to fill these stores up, "Well, why didn't you do with it?"

*M.S.:* So why did they do that ahead of time?

*T.M.*: It wasn't like you couldn't have done anything with it. It was a declining...becoming a really bad place. That's what killed me. Is that, nobody had an alternative but they were going to oppose us.

*M.S.*: That must have been incredibly frustrating.

*T.M.*: That's what I mean by having nobody credible to take to. I accept that they don't like this idea. Tell me what it is you want to do. Don't say that we need to keep the status quo. Because the status quo is not working.

*M.S.*: Thank you for clarifying that.

## APPENDIX IV

### JIM FERLO INTERVIEW

*Jim Ferlo:* Yeah. Well, as you know . . . I don't know if you know. I was born in Rome, New York. My biases and views actually emanate from my childhood there. Obviously, I love it. I've gone there [Ithaca] many times. I love Cornell. You know right next to . . . In Rome is the Cornell . . . the agricultural extension program.

*Molly Soffietti:* Oh, right. Right.

*J.F.:* I don't know if you've ever been up there. They have a great butterfly garden and great building and all kinds of floral and wooded tree area that they preserve too. It's really a neat place.

*M.S.:* What made you come to Pittsburgh from Rome?

*J.F.:* Oh, that's a long story. I've been in Pittsburgh since 1967. So I've been here. I'm 65 now. So you figure out the math. So a long time. But I was born in Rome, and I have a very large family. The Ferlo Family Bakery in Rome, New York. You typically would buy at Ferlo's Bakery, Ferlo's Italian Bread. That's my uncle. Then my oldest brother is 83. He's the baker there. He's been baking bread since he was a teenager there. So it's a long time. I have a very large family in upstate New York. I came here a long time ago, during the anti-war movement.

*M.S.:* Okay.

*J.F.:* Part of the left-wing activists. But any event . . . I just had a long history there. I've worked with preservation organizations here and around the country, but 26 years in public office, 14 years in Pittsburgh, City Council president a couple times as well, 12 years of state senate, and I've had a lot to do with the zoning and planning code because that was an area I was always mostly interested in. So I could contribute a lot to the built environment, directly and indirectly. I've been on the board of the Urban Redevelopment Authorities and board treasurer in the city for the last 10 years, about 10 years, I guess. Very involved in many different groups.

*M.S.:* Thank you so much for agreeing to be interviewed. This is going to be a great help.

*J.F.:* Sure.

*M.S.:* I interviewed Tom Murphy last week, which was a . . . I think a totally different experience.

*J.F.:* My nemesis. We're actually good friends, but obviously we had bitter battles for quite a few years.

*M.S.:* Yes.

*J.F.:* He was my first campaign treasurer when I first started running for city council. I didn't make it the second time. I didn't win the city-wide election. I'm the last city council member elected by the whole city. Anybody you hear about now has been elected under the district council system. But as a city-wide advocate and candidate, I've advocated for the district council

system. Now I...after all these years, 10, 12 years, I think we go to a hybrid system. That's another issue altogether. So Tom and I have been always friends and foes on issues for a good number of years.

*M.S.:* Yeah, I'm glad I get to interview someone who's a pro-preservationist.

*J.F.:* Yeah. Well, I know there are many people out there you can speak to. I don't know how in-depth you're going, but Arthur Ziegler would be a good person to speak to as well.

*M.S.:* Yeah, I am.

*J.F.:* I would be happy to answer any questions I can, but I'm not as young as I used to be. I don't remember all the dates in history.

*M.S.:* Yeah.

*J.F.:* But I'm happy to answer any questions. So you had a question first that you said about a personal connection to Market Square. You know? A lot of this actually goes back to my own childhood. You know? Even though I left Rome, New York at a pretty early age, my roots in my family are still in Rome. One of the most depressing things in Rome, New York, which had a beautiful traditional main street, called Dominic Street, and it was the heart of Rome, New York in the '50s and '60s, when I lived there, early '60s. It was a town, a city of roughly 47,000 people at the time, a lot of industry, a lot of diversity, not racially, but basically in terms of the commerce and the urban community, even though it was a smaller city.

But unfortunately . . . I'd already left town, but during the craze of the bicentennial in 1976, if you remember that period . . . I don't know how old you are. You probably maybe weren't born then. Well, there's a tremendous financial commitment, a lot of hoopla by the federal government congressmen to do something around the bicentennial of the creation of the United States around 1976. Prior to that, leading up to that, due to the wisdom of some terrible elected officials and ignorant urban planners, they pretty much decided to cut off and wipe out the downtown main street corridor, Dominic Street, which was a historic route traveling through upstate New York, through all the small towns, down through the heart of downtown Rome, New York.

It was a beautiful main street. It was packed. It had tremendous retail. It was a hub of a small urban community. They basically cut it off right at its life blood, in the heart of this corridor, and they built this fake fort, called Fort Stanwix. You can Google what Fort Stanwix and all that. But it was a bad thing, in a sense of recognizing the bicentennial and this historic importance of Rome, New York played in the Revolutionary War. I don't know if you know the history of New York State Revolutionary War. I'm a big history buff. But there were three major battles and campaigns in New York State, which were decisive in the Revolutionary War. One of them happened to be in Fort Stanwix which was in Rome, New York.

So they built this fake fort, but in doing so, they killed the main street, and it never recovered. They had an empty, dead-ridden parking garage that's just an ugly concrete thing. They wiped out several hundred businesses. It's a ghost town of a downtown now. There are other contributing factors, but I'm just setting this backdrop to fast-forward to my time in Pittsburgh.

When I see what the destruction and demolition of important historical assets in the city means, not only for the specific asset and the building that's history, but just the complement of what historic preservation can mean, in terms of the viability of a community and its business corridor, its sense of . . . all the reasons that we, people like me, work very hard to maintain core principles and historic preservation and main street principles.

So when you asked if I have a personal connection to Market Square, it comes from some of my roots back in my early childhood about how the downtown was destroyed. I fast-forward to my experience as present city council with so-called urban retail plan. So when I look at Market Square . . . You may know the history as well as anybody that Pittsburgh started at the point. It started with Fort Duquesne, the French fort. But the whole city blossomed and emerged from that one First Ward corridor at the point, and that's basically where Market Square is located. So you're talking about a public square and whatever iterations it had over the years. It dates back to like 1760 or 1770 period. So it's really important. It's a personal connection because of its history, but it was the starting point, the pivot for building this industrial city, known as the city of Pittsburgh. It started at the point, and it includes the viability of Market Square.

I think you know its history, in terms of the built environment. It was an area where our first courthouse for Allegheny County, the first jail at the time. The City Hall was located in Market Square. There's a large diamond market later on in its development, when many cities like ours had these market houses. We had like four of them, one on the North Side, one on the South Side. South Side still remains. North Side was demolished in '65, I think it was. We still have one in East Liberty. It's something else now. We have one on the South Side, which is owned by the city. Market Square . . . That Diamond Market was demoed, but we've had several iterations of Market Square landscape and design. So I don't know if that helps answer maybe the first or second question, but . . .

*M.S.: Yes, it does. Thank you.*

*J.F.: Yeah. Yeah. Sorry. I'm talking too fast maybe.*

*M.S.: Oh, no. It's fine.*

*J.F.: You can take anything you want to. You won't use it against me. I know. Yeah. You know? When you say, "How important is Market Square to the city" . . . I don't know if you ever saw the show "Route 66." You know Todd and Buzz? They used to drive a Corvette around. It was a popular TV show in the '60s.*

*M.S.: I haven't seen it, but I know of it.*

*J.F.: That ring a bell? Well, one of the . . . It's interesting because one of the first shots as they're opening up the credits with the Quincy Jones music . . . I think it was Quincy Jones. Some great musician did the lead-in for the half-hour or hour-long show, I think it was. But they drive a Corvette right through the Fort Pitt Tunnel. You see the city of Pittsburgh at that time, this would have been in the early '60s. So a lot of people have that same impression. When you come from the airport or wherever, go through that tunnel, especially at night, when you enter the city of Pittsburgh though the Fort Pitt Tunnel. Then all of a sudden, you go from something that looks*

like just a parkway and rural and suburban. You go through this long tunnel. Then all of a sudden, the whole city lights up, and it's like, "Oh, my God. Where'd that city come from?" You know?

So in a way, Market Square is similar because it's kind of like the welcome mat, in a way, because it's downtown and central location. It's the start of where the city first started to grow. So to me, Market Square is really important because it's not only . . . It's kind of like the people's square. It's like the one place that really reflects the diversity of our urban community, sometimes in a bad light, historically, sometimes in a much better light than the news we design at the Market Square, which I supported the idea at the onset, kind of a format or form. You know? It's been very successful and is something I supported for another area. We have this debate about the long Terminal Building in the Strip District and the produce terminal, but I always wanted to see a piazza in front of Saint Stanislaus at the far end of the terminal, where there was a marketplace kind of a store at one point. I thought that would create a whole different environment for that market terminal building.

But again, Market Square is very important, and it's even more so now because it's become a very vibrant, diversified town square, with the most ideal main street kind of retail in the square, all the way around it, and the square is open and public. It's busy. It's urban. It's vibrant. It's diverse. It's an economic engine. It's got great uses for public assembly, for the farmers market that's there, for special events. They do a unique ethnic Christmas sale with these kind of German Christmas booths that are set up for vendors. It's just a very exciting place. The change . . . The new redesign really changed and re-enforced kind of what we always talk about as basic core main street principles. So it's a very exciting place. It's cleaner. It's much more safe. It's totally safe. It's family-oriented. It's a great spot. It's a great job the city did on its third redesign.

*M.S.:* So you think that the contemporary square is very successful.

*J.F.:* I feel it is, yes, for any number of reasons, especially just . . . The biggest reason is not just the profit and the retail and the market and all that. It really does allow the diversity of the city district to come together in a safe, warm, inviting environment space. It's like everything's great about the city of Pittsburgh. I wouldn't underestimate the people aspect of the square, as much as all the other benefits we've accrued from it. I'm sure if you speak to the downtown partnership or other groups, even those around the square, even the fact that people can eat outside, or there's a little bit of a cafe experience now and many, many holiday events there, like St. Patrick's Day. The square is closed off. It's bifurcated so that earlier hours. It's more good for family and children. I don't think they allow beer or any drinking until later on in the afternoon, as an example of appreciating of the the diversity that utilizes the square. There are many holiday events.

So it's really turned out to be a tremendous amenity for not only downtown and the merchants, but the residential . . . We've grown the residential downtown through publicly supporting and financing a number of residential units, higher-end, some more expensive, some lesser expensive, but . . . So we have several thousand people living downtown now, and they're helping to drive some of the retail as well.

*M.S.: Excuse me.*

*J.F.: I don't know if you're familiar with . . . There are two or three buildings, actually three buildings, I think, that Pittsburgh History and Landmarks purchased right off of the square, like just 25 feet off the square. Two of those buildings are slated for demolition. Most anybody who looked at them, developers, would have demolished them. They're on the demo list, but I supported them with some financing, and Pittsburgh History and Landmarks Foundation . . . You mentioned Mr. Arthur. They renovated these three buildings. Now they're full of very successful retail with upper-story residential units. They're all fully rented. They're very viable, economically. They're all being very successful.*

So that's kind of a backdrop to my opposition to the whole Urban Retail Plan, which I think is one of the questions that you talk about too. In this movement around the protests or opposition to the so-called Murphy Group Retail Plan, which I think you know about. I propose designating a lot of other buildings and areas of the city downtown, in order to preserve and protect them. There's a lot of buildings people have taken for granted. They've just been there for so long. They think, "Okay. Nothing could happen," but that's not the reality. We've lost some buildings downtown to . . . One time, when downtown was less vibrant, we lost some significant buildings there so that people could park cars in between the buildings. I actually wrote a zoning code change that doesn't allow that anymore. You know?

So there's a big push-back. Obviously I was a big part of that, in opposition to Mayor Murphy's so-called Urban Retail Plan, which I opposed not only because it violated historic preservation and Main Street principles. One of my main arguments was it wasn't gonna be successful. I kept arguing with Tom about . . . This is the beginning of kind of the advent of Internet purchasing. Everybody goes to the Internet and has no problem using the credit card over the Internet and going to Amazon and getting everything delivered to the door sometimes without sales tax or delivery.

So now there's the whole trend on urban retail in downtown communities like Pittsburgh, was going opposite of everything that the urban retail plan, from a business plan point of view, purported to do. It was totally violative a basic reality about survive-ability of downtown retail. So I hate to say, "I told you so," but that's the reality. We see it now even worse. We've lost Kauffman's and You know? Nordstrom was never going to be a reality anyways. We had a group called Lord & Taylor, I don't know if you know.

*M.S.: Yes.*

*J.F.: But I know they're kind of high-end. They completely destroyed the Mellon Bank Building downtown, which had unique, 100-year-old, marble columns in the bank, and most of them were destroyed. They built this stupid department store, Lord & Taylor, that never succeeded anyways. I think they closed after a couple years. And yet, they destroyed a building that was a work of art in architecture. You know?*

So yeah, I'm getting emotional. I get aggravated over this because it's not only violative of historic preservation and our sense of place and, I think, uniqueness of our city, but also, it

doesn't even make any sense from a financial templates point of view. You know? So a lot of people were mobilized, and I have to credit groups like Preservation Pittsburgh and, certainly, Arthur and the Pittsburgh History and Landmarks Foundation and that battle. They were able to enlist the resources of the National Trust. So they had some financial resources to engage an architect from . . . I think it was from New York. I can't remember his name, but that designed a . . . One of the approach was in order to battle Murphy. We wanted to show that you could keep all the buildings and still do your retail, but do it in a different configuration, without demoing all these buildings now.

So a lot of that was driven by, quite honestly, PNC Bank, who desired to build this new tower, which, as you know, is now built. It's a beautiful work. It's a great building. No question. It didn't have to be anything expensive on the rest of the corridor, but I think, in their minds, they wanted a whole different footprint and an elevated corridor, which I can respect that, but it didn't have to be the way they . . . They should . . . They could have their building. We could have our main street too. So they were the main impetus, I think, for Murphy You know? They had all the strings around his shoulders, tied to PNC and PNC Bank officials, who I think were really calling the shots there, but . . .

*M.S.: I think . . . In discussing with Mayor Murphy, you said that there's a lot of pressure from PNC to do something.*

*J.F.: Yeah. Well, I think it's even more than that. I think, basically, he had marching orders. He wasn't able to deliver the product. He had opposition. Also, I think the weight of the economics of the deal fell apart as well. You know? I'm disappointed in PNC because I don't think they fully appreciated what Main Street means, what it could do. You know? They could . . . There's no reason why they couldn't have their building. To their credit, they did it the old-fashioned way. They used various front groups to purchase buildings in order to acquire control buildings. We didn't go through an imminent domain situation. There have been some remnants of imminent domain that Murphy had initiated, but he already had to deal with, but . . . Then Main was . . . They were able to build their building. It didn't have to be . . . They didn't have to be tied to this whole urban retail plan, necessarily.*

Again, I don't know what your readers are, and I'm not sure if you're studying . . . You're studying architecture? You're urban design? What's your . . .

*M.S.: I'm studying historic preservation planning.*

*J.F.: Okay. Okay. Yeah. Well, I think the opposition that any community has, whether it's a big, small, big community, urban areas, smaller towns . . . A lot of folks are now energized around historic preservation because they see the benefits, economically and aesthetically and sense of place, as it relates to preservation and kind of the core principles of Main Street, which I'm sure you're familiar with, the three Es, as I call them. But in addition, I think now, we try to look at preservation also in light of sustainability and great building principles as well, which not always is easy to accomplish, but we struggle here at the city to . . . We have a large number of green buildings. Even some of our historic restorations are meeting sustainability standards as well.*

But people appreciate the diversity. Now everybody doesn't want to go to the same-looking town, like Scottsdale or . . . The idea was not to see all these . . . We have a great skyline. One of the ordinances I fought for is a sign ordinance. I fought the billboard industry on a lot of their proliferations of billboards, but I was really opposed to rooftop signs, just because, especially for the view from Mount Washington and West Bend. We had a unique skyline that was . . . It was kind of a . . . The light was at top of some buildings, and it was very unique. So we had a great panoramic view. It was credited as one of the best views of any urban area in the country, coming, when you look down from Mount Washington or West Bend Overlook.

Now we have kind of a proliferation of a lot of ugly corporate signs. I tried to fight to ban them, and I did a compromise. I was suggesting that we have a panoramic scenic overlook view, at least for those areas as you're looking downtown from Mount Washington. And if we had to have signs, put them towards the stadium, which is where most of these corporations wanted to have that two-second flash of a Pirate or a football game. But I lost that battle too.

The thing about downtown . . . I . . . It's a mixed bag. I can expect people still feel that all these corporate signs show vibrancy and vitality. I don't happen to agree with that. The new PNC sign is the ugliest sign atop the USX Tower. It's just an ugly white sign. I can go through the different signs. Many of them are just ugly. You know? I'd rather see more lights like four stories down. I think lighting and creative lighting at the lower levels really makes for a much more vibrant downtown because the perception of safety and just the aesthetics. Are you familiar with Pittsburgh at all?

*M.S.: Yes. I'm from here.*

*J.F.: Think about when there is a big show at the Benedum. That whole intersection is lit up with the cash pavilion and the corridor down there with that 3D . . . What do you call it? Visual sign, the big sign they have that lights up and then the Benedum with all the lighting. It looks very vibrant. It's like a mini 42<sup>nd</sup> Street. You know? It's very exciting. People like to come down there when they see all that light and flashy cameras. It's kind of neat. I'm all for that kind of lighting downtown. I don't find it to be garish if it's done the right way, but the rooftop signs . . . I don't know. So these are issues that we struggle with. Depending on what the views are of the respective mayor or who's on the planning commission or who's on the historical review commission. Some of these commissions are not even as active as they should be, unfortunately. So it's important that advocacy groups or citizens be aware and speak to the mind of some of these major issues that are being decided.*

*M.S.: Did you feel that there was major support for your Main Street plan, among the people of Pittsburgh?*

*J.F.: Oh, I don't think there's any doubt. I think overwhelmingly, people were in favor of our approach. Yeah, even the contentious battle in the Civic Arena was fought hard to try to save. There's too many big powerful names and big money in this demolition, but . . . I don't know if you know the battle around Syria Mosque. I've actually been arrested there....It was about . . . God, it's been about 24, 25 years ago. If you're familiar with the Syria Mosque in Oakland.*

*M.S.: Yes.*

*J.F.: . . . demoed. You know?*

*M.S.: When I told my parents I was interviewing you . . . they said, "He was arrested for the Syria mosque," and were very excited.*

*J.F.: Well, you know, they had a lot...but fortunately, in the last . . . I don't know if you know this. The last few weeks ago. The University of Pittsburgh actually bought the site, which I've been lobbying them for years to buy back from UPMC, so that they could actually consider, as part of their master plan, some newly constructed building there. I would actually like to see a very modern building there, which . . . 50 years from now, I hope the next Jim Ferlos trying to save that urban new modern looking building, meaning that you don't have . . . I don't think you should try to replicate something historic like the Masonic Temple on that site.*

I think you could do something that's very creative, but I don't think it has to be dull. It can be glass. It can be various materials, but I think it's got to be something very unique. We have some world-renowned architecture in the city of Pittsburgh as well. Others can be invited. I was really . . . I encourage Pitt to maybe do a charrette on that site, to see what would be projected, even if it was just a university building. It should be something exciting, not the ugly quad building or the Hillman Library, which I hate. The quad building is the most ugliest building in the Pitt campus, I think. You know the four . . . They call it Posvar Hall now, I think. You know the Forbes Quad?

*M.S.: The one that's where Forbes Field was?*

*J.F.: Yeah, yeah. I don't know if you know this. I fought to try to save Forbes Field. That was early '70s. But I raised money and did a project with History Landmarks to save the brick wall, the outer brick wall across the street from the quad and make it historic, and we did some upgrades there. I raised like \$30,000, \$40,000. Then we put a historical marker there for the wall as well as for the original Forbes Field, which was a unique field and concrete building, one of the first ones built at the turn of the last century. So trying to elevate the historic significance of the wall, as well as the historical significance of Forbes Field.*

But I don't know if you know. Talk about sense of place. You know every . . . I think October 13th, which is the Memorial Day, the Great Pirate World Series against the New York Yankees. Are you familiar with that?

*M.S.: Yes, I am.*

*J.F.: Where several hundred workers show . . . Several hundred fans show up at that wall every year, at that day, at the same time, and they all play a radio replay of that game. It's just a happening. It's just something that happened years ago, and it's been happening ever since. It's even grown since we restored the wall and the area a little bit. So again, that goes to what I talked about earlier, when I talked about sense of place. There's as much historical factor as much as the built environment or the uniqueness of people's appreciation for preservation. You can't just do that faux pas, when you build a Scottsdale-looking town. Not to pick on Scottsdale.*

You know? One of the good things about Utica, New York and Syracuse . . . Because they were so poor and lacking resources, both political as well as financial, during the '50s, '60s, '70s, many of them wanted to destroy and demo many of the older buildings, if you go through Utica or downtown Syracuse. Fortunately, that was actually a factor that helped them when things turned around, and you had more progressive leadership and more appreciation for preservation. Fortunately, they had this great inventory of these historically significant buildings. Some cities actually did too much demo. In Pittsburgh, the early development plan of the '60s, of urban renewal mauling of some of these communities.

*M.S.: Yeah.*

*J.F.: They actually destroyed a lot of buildings. The East Liberty Mall fiasco is very reminiscent of my sense of what I was talking about earlier, about downtown Rome, New York. You know? Paved paradise and put up a parking lot. You know? So it's interesting. In those cases, the fact that they didn't have money to even demo big buildings was actually a good fact because, 30 years later, they were actually selling that inventory. Great old buildings So you go to the historic area, like in downtown Syracuse or even Genesee Street in Utica, and it's just great potential. Their train station is beautiful. It's an amazing train station in Utica, New York.*

As far as being approached to sponsor the nomination. I don't know that was really approached. I was just . . . A lot of times, I'll initiate something, but I always try to work in partnership and work to speak about advocates. Yeah. So it is personal. It's all personal to me because I believe strongly in what I'm trying to do, in terms of improving our city and improving the built environment and preserving the sentimental environment that we have. Yeah. So it's probably personal.

I always . . . I've been an organizer my whole life. You know? I'm coming from the anti-war movement. So yeah, I always seek to outreach or to build coalitions of like and similar viewpoints. So you have a strong advocacy presence. You know? You still need to have a back-up. There's a question about did I work for the National Trust. I've been a long-time member of the National Trust, but I mainly work with the Pittsburgh History and Landmarks Foundation. They have resources, the expertise, the passion, and they're a tremendous resource. Their library alone is a tremendous resource, let alone Arthur's unique role that he has played.

So during those battles, yes, I work a lot with PHLF, especially Landmarks. They, in turn, would bring resources of the National Trust to bear when we needed it, including often legal assistance. Yeah, I always thought the Main Street plan could win out. PHLF, as part of their tactics, they do want to appear not just Preservation Pittsburgh and Ferlo, but . . . So they were instrumental, coming up by hiring an architect from New York. That showed that Berkley's retail plan could peacefully coexist with the existing inventory of buildings. It didn't have to be a scored straight policy with everything new.

So I credit them with some good . . . It was part of . . . I explored it because it was part of the tactic of slowing the thing down, breaking it down and making people think. You know? Fortunately, we won out.

*M.S.: Well, PHLF proposed their own plan for the Market Square area. Did you . . .*

*J.F.: Well, I mean, their plan . . . They have an alternative plan so-called Forbes-Fifth Retail Corridor. On Market Square, I think there came to be some unanimity around the idea that piazza and multiple uses. Is that what you're saying?*

*M.S.: Well . . .*

*J.F.: There's a little bit difference between the historic site around the Urban Retail Plan and versus the redoing of the Market Square itself.*

*M.S.: Right, right. I should probably be more specific. So PHLF had their own alternative for the Forbes-Fifth plan. Did you envision yourself working with them? Or they just helped you with your own version?*

*J.F.: Well, no, both. I think we had . . . There was a several-pronged strategy. So while some of us were striving and adamant about not seeing the building demoed . . . Certainly, I think PHLF and Arthur supported that. But at the same time, they moved to . . . I didn't find it contradictory. I found it to be mutually supportive and part of the battle, as another tactic on the battle. Their approach was, "Let's show Murphy and the city that if he wants to improve retail, it doesn't have to be expensive demoing all these buildings. So there's no reason why we shouldn't support that as well. So it wasn't . . . The battle wasn't about whether or not we can improve retail. It was do we want to wipe out the historic character of the Forbes-Fifth Corridor, Wood Street, just to do Urban Retail Plan that theoretically had its economic foundation on the foundation that these large department stores, like Nordstrom's, was gonna change the whole corridor. That would've proved to have been disaster. It would have been empty buildings, just like the Lazarus Building was empty. Now it's occupied with something different.*

So no, it was one of other types of attacks. Now PHLF did something separate and distinct from the more strident advocacy by myself and Preservation Pittsburgh, but that was fine. It was all part of a sister relationship, if you can call it that.

*M.S.: Okay.*

*J.F.: You know? As far as what I think of the square today, I'm very impressed. I think everybody deserves a lot of credit for the community participation plan and for the rethinking of what's the highest and best use of the square, how to . . . If you look at one of the . . . Urban retail and urban design associates, I guess . . . They talk about the core principles that everybody kind of agreed to and eight or nine enumerated principles. I think the new square achieves a lot of that. Normally it's retail vibrancy, then merchants around the diversity issue, the greenery and the open space character, the piazza.*

I think, overwhelmingly, Pittsburgh is not just city readiness, but I think this urban community feels very much at home. I think many of them . . . We're a small city of 315,000, on a good day, but another 150,000 people come into the city every day, downtown and Oakland. So I think those people, the employees that work downtown, as well as suburbanites who come to the festival-type events and the kind of events that we host . . . Pittsburgh, downtown, Market

Square, Point Park . . . We're both the economic engine for the region, and we're also the living realm of the region. I think we've created a great living room. Market Square epitomizes that.

## APPENDIX V

### MARKET SQUARE TIMELINE

- 1764-Pittsburgh is 4 rectangular blocks laid out in a “military plan” by Colonel John Campbell
- 1784-Penn family contracts George Woods and Thomas Vickroy to do land survey and lay out the streets of Pittsburgh
- 1850s-First Market House torn down
- 1854-First Courthouse building torn down
- 1860-1865-American Civil War
- 1872-New City hall constructed on Grant’s Hill and municipal offices leave Market Square
- 1912-1850s Market structure demolished
- February 14, 1914-New Market House plans approved
- 1915-New Market Building constructed for \$250,000
- 1932-City no longer administering market
- 1940-1945-WW2, Market losing \$40,000 year
- 1947-City tries to sell Market building
- December 30, 1960-Market officially closes
- 1970-Donahoe’s grocery store closes
- 1972- Market Square designated City Historic District
- 1972-Council vetoes rehabilitation of Market Square
- 1974-Council vetoes rehabilitation of Market Square
- 1976-Closure of Market Street and height limits removed as city begins rehabilitation
- November 1977-City completes \$408,000 installation of brick streets, sidewalks, gaslights, trees, and benches
- October 31, 1977-Market Square rehabilitation finishes after 18 months
- November 1, 1977-Mayor Caliguiri dedicates Market Square
- 1978-PPG announces plans to build company headquarters, URA plans to acquire properties in Market Square Redevelopment Area
- May 3, 1979-URA announces Hardy Holzman Pfeiffer Associates as architects of Market Square revitalization
- May 19, 1979-500 citizens complain the URA’s use of eminent domain to displace them for PPG building
- January 1982-Proposed to close square to vehicle traffic and install two arches over Forbes Avenue
- January 1991-Hardy Holzman Pfeiffer Associates Plan approves and later rejected
- September 5, 1991-Revised plan for Market Square renovations made-all new paving, landscaping materials, maintain four quadrants

- March 28, 1992-Market Square Renovation finished
- September 1997-Murphy signs option agreement with Urban Retail Properties to develop a 400,000 square foot retail center
- March 27, 1998-Movie theater planned for downtown Pittsburgh
- July 1, 1998-Murphy announces project costs as \$200 million
- July 15, 1998-Governor Tom Ridge pledges \$10 million to Market square redevelopment
- September 30, 1998-Nordstroms begins considers a site in downtown Pittsburgh
- October 23, 1998-URA requests third TIF for development
- November 1998-Lazarus opens in a new building on Wood and Fifth
- May 1999-URP begins marketing 5th at Forbes development
- August 1999-Price rises to \$440 million
- October 5, 1999-Mayor Murphy hopes to use eminent domain powers to acquire 64 buildings for a renewal project
- December 11, 1999-Demolition of 62 properties delayed
- January 22, 2000-Councilman Ferlo to try and designate 65 buildings City Historic Structures
- March 17-23, 2000-PHLF proposes 3-story Market House on square
- April 13, 2000-18 of 61 effected property owners suing city for use of eminent domain
- April 16, 2000-Main Street program proposed for Market Square
- April 25, 2000-Sala Udin proposes new plan
- May 4, 2000-Council gives city controlled approval to perform economic study of Murphy's proposal and Main Street Proposal
- June 2, 2000-State Lawmakers state dislike for Murphy plan
- June 7, 2000-Anti-murphy asks county to veto TIF plans
- June 21, 2000-Petition created to for referendum vote against development
- July 11, 2000-Facade saving compromise proposed
- July 27, 2000-Murphy announces increased estimate for Fifth-Forbes plan
- August 5, 2000-Arthur Ziegler makes case against Murphy plan
- August 30, 2000-Council president Bob O'Connor criticizes that no vote has taken place on Murphy plan
- November 2000-Lord and Taylor opens in Mellon Bank Building with \$28 million in Public Subsidy
- November 2000-Nordstrom announces they will not put a store in downtown Pittsburgh and URP Drops plans
- November 14, 2000-Downtown Planning Collaborative has no recommendation after 8 month study of Murphy plan and Main Street plan
- August 2003-Lazarus and Lord and Taylor announce they are leaving downtown

- April 2005-Millcraft Industries considers Lazarus site
- July 2006-PNS announces plans for PNC 3
- April 19, 2008-Public to have input on 3 design plans for Square
- May 2008-Point Park unveils \$210 million plan to expand campus to southern end of Fifth and Forbes avenues
- May 15, 2008-Buses no longer allowed in market square
- August 2008-Pittsburgh Downtown Partnership conducts retail study of downtown and establish facade grant program
- Spring 2010-PNC Office tower opens
- October 26, 2010-Mayor Ravenstahl opens newly renovated Market Square
- October 29, 2012-Market Square redevelopment of GC Murphy buildings gets NTHP award
- November 1, 2012-Gardens at Market Square TIF approved
- April 24, 2013-PHLF proposes grocery store in Market Square
- April 2015-Grocery store opens
- Spring 2016-Gardens at Market Square Opens

## BIBLIOGRAPHY

Allan Jr., William. *Pittsburgh Press*. Mary 19, 1979.

“Approved Market House Plans.” *Construction Record*, February 14, 1914.

*Ballou's Pictorial Drawing-Room Companion*. February 21, 1857.

Banks, John R. Letter to Reverend Joseph Banks. April 12, 1845.

Barnes, Tom. “Council and art panel OK Market Square plan.” *Pittsburgh Post-Gazette*, September 12, 1991.

--. “Demolition of Downtown buildings delayed.” *Pittsburgh Post-Gazette*, December 11, 1999.

--. “Downtown group ends Fifth and Forbes talks without a firm position.” *Pittsburgh Post-Gazette*, November 14, 2000.

--. “Downtown plans start over.” *Pittsburgh Post-Gazette*, November 23, 2000.

--. “Eminent domain’ is fighting words.” *Pittsburgh Post-Gazette*, April 16, 2000.

--. “Façade Saving Compromise.” *Pittsburgh Post-Gazette*, July 11, 2000.

--. “Ferlo to tap 65 buildings for historic designation.” *Pittsburgh Post-Gazette*, January 22, 2000.

--. “Fifth-Forbes foes shift to county.” *Pittsburgh Post-Gazette*, June 7, 2000.

--. “Fifth-Forbes gets ‘historic’ cost estimate.” *Pittsburgh Post-Gazette*, February 11, 2000.

--. “Glitzy future envisioned for Fifth Avenue corridor.” *Pittsburgh Post-Gazette*, November 10, 1997.

--. “Murphy outline higher estimate for Fifth-Forbes plan.” *Pittsburgh Post-Gazette*, July 27, 2000.

--. “Nordstrom taking look at Robinson site for new store.” *Pittsburgh Post-Gazette*, March 16, 1999.

--. “O’Connor criticized Fifth-Forbes inaction.” *Pittsburgh Post-Gazette*, August 30, 2000.

- . "Price put on rival 'Main St.' proposal." *Pittsburgh Post-Gazette*, April 18, 2000.
- . "Zeigler demolished Fifth and Forbes plan before preservationists." *Pittsburgh Post-Gazette*, August 5, 2000.
- Barousky, Len. "Tour to visit likely sites of Pittsburgh's Civil War forts." *Pittsburgh Post-Gazette*, June 17, 2013.
- Belko, Mark. "Developer: Market Square groundbreaking by midsummer." *Pittsburgh Post-Gazette*, December 15, 2011.
- . "Market Square project passes historic review," *Pittsburgh Post-Gazette*, June 6, 2012.
- . "Millcraft tweaks plan for Market Square site." *Pittsburgh Post-Gazette*, June 6, 2012.
- . "Once eyesore, Market Square building now gem," *Pittsburgh Post-Gazette*, March 12, 2009.
- . "Pittsburgh begins Market Square reconstruction." *Pittsburgh Post-Gazette*, August 17, 2009.
- . "Public to have say in ideas for Market Square." *Pittsburgh Post-Gazette*, April 19, 2008.
- Besler, Ann. "Pittsburgh's median family income rises." *Pittsburgh Post-Gazette*, September 19, 2013.
- Bishop, Pete. "Market Square Makeover." *Pittsburgh Press*, March 28, 1992.
- Bloom, Albert W.. "Pittsburgh today made up of many villages." *Pittsburgh Post-Gazette*, January 14, 1953.
- Boren, Jeremy. "Market Square plan has open feel." *Tribune Review*, May 6, 2008.
- Boucher, John Newton. "A Century and a half of Pittsburg and her people." The Lewis Publishing Company, 1908.
- Briem, Christopher. "For Pittsburgh a future not reliant on steel was unthinkable...and unavoidable." *Pittsburgh Post-Gazette*, December 23, 2012.
- "Caliguri Dedicates 'New' Market Square." *Pittsburgh Press*, November 1, 1977.
- Carnegie, Andrew. *Autobiography of Andrew Carnegie*. Houghton Mifflin Company: 1920.

“Census of Population and Housing: Pittsburgh.” United States Census Bureau. Retrieved December 2, 2015.

Chute, Eleanor. “New Study Ok’d for Market Square.”

“City unveils plans for pedestrian-friendly Market Square.” *Pittsburgh Post-Gazette*, February 17, 2009.

Connors, Michael. “The Next Page: Finding Private Enright.” *Pittsburgh Post-Gazette*, November 11, 2007.

Cook, Jr., Donald E. “The Pittsburgh Fire of April 10, 1845.” *Western Pennsylvania Historical Magazine* 28.

“Council to Decide Market House’s Fate.”

“Courthouse and Old Jail.” Allegheny County. Accessed November 24, 2015.

Crowley, Gregory. *The Politics of Place: Contentious Urban Redevelopment in Pittsburgh*. Pittsburgh: University of Pittsburgh Press, 2005.

Crytzer, Brady J.. *Fort Pitt: A Frontier History*. Charleston: The History Press, 2012.

Cubbison, Douglas. *The British Defeat of the French in Pennsylvania, 1758: A Military History of the Forbes Campaign*. Jefferson, N.C.: McFarland & Co., 2010.

Cushing, Thomas. *History of Allegheny County, Pennsylvania*. A. Warner Co: Chicago, 1889.

Daniels, Melissa. “The Great War and the Steel City.” *Pittsburgh Tribune Review*. Accessed December 3, 2015.

“Downtown Pittsburgh’s Market Square Place leases all its loft apartments.” *Pittsburgh Business Times*, April 19, 2010.

Evans, George Evans. “Here is a Postwar Job for Pittsburgh...Transforming The Hill District.” *Greater Pittsburgh*, July-August 1943.

Ferlo, Jim. Interview by Molly Soffietti. April 1, 2016. Transcript.

Fitzpatrick, Dan and Tom Barnes. “A deal for Fifth/Forbes.” *Pittsburgh Post-Gazette*, October 3, 1999.

Fitzpatrick, Dan. “Downtown district to get state money.” *Pittsburgh Post-Gazette*, July 29, 1998.

- . “East Liberty Then: Initial makeover had dismal results.” *Pittsburgh Post-Gazette*, May 23, 2000.
- . “Fifth-Forbes project cost double to \$400 million,” *Pittsburgh Post-Gazette*, June 17, 1999.
- . “Funding for Fifth and Forbes in place.” *Pittsburgh Post-Gazette*, August 13, 1999.
- . “Imaging Fifth Ave..” *Pittsburgh Post-Gazette*, April 21, 1998.
- . “Movie megaplex planned.” *Pittsburgh Post-Gazette*, March 27, 1998.
- Fitzpatrick, Dan and Teresa D. Linderman. “No Nordstrom, no deal.” *Pittsburgh Post-Gazette*, September 2, 2000.
- “Floor Plans.” *Market Square Place*. Accessed April 25, 2016.
- Floyd, Margaret Henderson. *Architecture after Richardson: Regionalism before Modernism—Longfellow, Alden, and Harlow in Boston and Pittsburgh*. University of Chicago Press, Chicago: 1994.
- Forbes, General John. Letter to William Pitt. November 27, 1758.
- Gigler, Rich. “Real Estate Plans Kick Off Market St. Renewal.” *Pittsburgh Press*, September 16, 1978.
- Glazier, Willard. *Peculiarities of American Cities*. Kessinger Publishing: 1886.
- Goodspeed, Weston Arthur. *Standard History of Pittsburg, Pennsylvania*. H.R. Cornell & Company: 1898.
- Grant, Tim. “Covering rent is a little easier in Pittsburgh.” *Pittsburgh Post-Gazette*, January 11, 2013.
- . “Real estate prices higher in some places.” *Pittsburgh Post-Gazette*, November 2, 2007.
- Gray, Christopher. “Henry Phipps and Phipps Houses, Millionaire’s Effort to Improve Housing for the Poor.” *New York Times*, November 23, 2003.
- “The Great Strike.” *Harper’s Weekly*, August 11, 1877.
- Hagerty, James R.. “A Neighborhood’s Comeback.” *Wall Street Journal*, July 18, 2012.

Harper, Colter. "'The Crossroads of the World': A Social and Cultural History of Jazz in Pittsburgh's Hill District, 1920-1970." University of Pittsburgh Doctoral Dissertation, 2011.

"Heinz Lofts." ForRent.Com. Accessed April 25, 2016.

"The Hill District History." Carnegie Library of Pittsburgh. Accessed December 4, 2015.

"History," Kelly-Strayhorn Theater. Accessed December 15, 2015.

Hoerr, John P.. *And the Wolf Finally Came: The Decline of the American Steel Industry*. Pittsburgh: University of Pittsburgh Press, 1988.

Hoffer, Peter Charles. *Seven Fires: The Urban Infernos that Reshaped America*. New York: Public Affairs Books, 2006.

"The Homestead Strike," *PBS: American Experience*. Accessed November 23, 2015.

Hritz, Thomas. "Market Sq. Facelift Tabled by Council." *Pittsburgh Post-Gazette*, September 28, 1972.

--. "Market Square's Surgery Over, But Will the Patient Survive?" *Pittsburgh Post-Gazette*, October 31, 1977.

Johnson, Gerald W.. "The Muckraking Era," from *Pittsburgh: The Story of an American City*. Edited by Stefan Lorant. Garden City, New York: Doubleday & Company, Inc., 1964.

Jones, Diana Nelson. "Popular mural in East Liberty removed." *Pittsburgh Post-Gazette*, December 15, 2015.

Kaleina, Georgene. "The Many Faces of Market Square." *Pittsburgh Press*, February 8, 1981.

"Key Events in Pittsburgh History." WQED Pittsburgh History Site. Retrieved November November 17, 2015.

Lash, Cindi. "Another day, another Fifth-Forbes plan." *Pittsburgh Post-Gazette*, April 25, 2000.

Lindeman, Teresa F. "At home in East Liberty." *Pittsburgh Post-Gazette*, February 4, 2001.

Lorant, Stefan. "Between Two War." *Pittsburgh: The Story of an American City*. Garden City: Doubleday & Company, Inc., 1964.

Lowry, Patricia. "Developers ask for preservation groups' input." *Pittsburgh Post-Gazette*, July 15, 1998.

--. "A landmark dispute?" *Pittsburgh Post-Gazette*, August 18, 1999.

- . "Outdoor dining, events aim to revive Market Square." *Pittsburgh Post-Gazette*, June 25, 2007.
- . "Preservationists call Murphy's plan a wipeout." *Pittsburgh Post-Gazette*, October 5, 1999.
- Luconi, Stefano. "The Enforcement of the 1941 Smoke-Control Ordinance and Italian Americans in Pittsburgh." *Pennsylvania History: A Journal of Mid-Atlantic Studies* Vol 66: No 4, 1999.
- MacKay, J. A.. *Little Boss: A Life of Andrew Carnegie*. Mainstream Publishing: 1997.
- Maloney, Patty. "Our Main Street plan can save Downtown." *Pittsburgh Post-Gazette*, November 5, 2000.
- "Market Square Historic District." *City of Pittsburgh*. Retrieved April 4, 2016.
- "Market Square: Three Visions for Downtown's Heart." *Pittsburgh Post-Gazette*, April 20, 2008.
- McClelland, James H. Letter to his sister. April 27, 1845.
- McNulty, Timothy. "Council gives go-ahead for Fifth-Forbes study." *Pittsburgh Post-Gazette*, May 4, 2000.
- . "Downtown renewal foes seek referendum." *Pittsburgh Post-Gazette*, June 21, 2000.
- Meislik, Miriam and Ed Galloway. "History of Pittsburgh." Society of American Archivists Annual Conference, Pittsburgh, PA, 1999.
- Montgomery, Michael. *From Ulster to America: The Scotch-Irish Heritage of American English*. Belfast, Ireland: Ulster Historical Society, 2006.
- Morrell, Ezra. "Pittsburgh's Market Houses: How Vegetables and Other Necessaries of Life Were Sold in the Early Days." *Pittsburgh Post*, April 26, 1908.
- Moyle, Mike. "PPG Headquarters to Spearhead Redevelopment Plan for Triangle." *Pittsburgh Post-Gazette*, July 7, 1978.
- . "Redevelopment Site Called 'Missing Link' Downtown." *Pittsburgh Post-Gazette*, July 7, 1978.
- Murphy, Tom. Interview with Molly Soffietti, March 20, 2016. Transcript.

Murray, Stuay A. P.. *The Library: An Illustrated History*. New York: Skyhorse Publishing, 2009.

Nasaw, David. *Andrew Carnegie*. New York: Penguin Press, 2006.

“Now, 2 arches in Market Square,” *Pittsburgh Post-Gazette*, January 24, 1982.

“Old Diamond Market to be Sold by City.” *Pittsburgh Post-Gazette*, June 7, 1947.

Pittsburgh History and Landmarks Market Square Tour.

Pitz, Marylynne. “Allegheny Arsenal Explosion: Pittsburgh’s worst day during the Civil War.” *Pittsburgh Post-Gazette*. September 16, 2012.

“Population of the 100 largest cities and urban places in the united States: 1790 to 1990.” US Census Bureau. Retrieved November 17, 2015.

Potter, Chris. “You Had to Ask.” *Pittsburgh City Paper*, March 24, 2005.

“Property Owner Raps Market Square Plans.” *Pittsburgh Post-Gazette*, June 13, 1972.

“Railroad Strike of 1877 Historical Marker.” Explore Pennsylvania History. Accessed November 23, 2015.

Rayworth, Melissa. “The Changing Face of Downtown Living.” *Pittsburgh Magazine*, December 21, 2013.

Reps, John. *Town Planning in Frontier America*. Princeton: Princeton University Press, 1969.

Rocchi, Juliaa. “Open for Business Again at Pittsburgh’s Market Square Place.” *Preservation Nation*, December 12, 2012.

Rosenblatt, Paul. “Patronage and Persona Review.” *Carnegie Magazine Online*. 1998.

Rotstein, Gary. “State lawmakers attack Murphy plan.” *Pittsburgh Post-Gazette*, June 2, 2000.

Sawyer, Roland M.. “A Home to Go to.” *Pittsburgh Quote*, June 1955.

Schooley, Tim. “Feelings linger over battle for Fifth and Forbes.” *Pittsburgh Business Times*, May 24, 2010.

--. “Millcraft kicks off The Gardens project downtown.” *Pittsburgh Business Times*, August 21, 2013.

--. “URA calls special meetings for Gardens TIF.” *Pittsburgh Business Times*, November 20, 2013.

Shelton, Josh. "Pages from US Labor History: The Great Railroad Strike of 1877." Retrieved November 23, 2015.

Silver, Jonathan D.. "Implosion of high-rise draws crowd of gawkers." *Pittsburgh Post-Gazette*, May 18, 2009.

Simpson, Edward. *Report of the Gun Foundry Board*. February 16, 1884.

Smydo, Joe. "Gardens at Market Square project gets first OK on financing." *Pittsburgh Post-Gazette*, November 1, 2012.

--. "Market Square plan advances." *Pittsburgh Post-Gazette*, June 20, 2012.

Toland, Bill. "Prohibition ended 80 years ago today, but the dry movement never worked here." *Pittsburgh Post-Gazette*, December 4, 2013.

Trotter, Joe W. and Jared N. Day. *Race and Renaissance: African Americans in Pittsburgh since World War I*. Pittsburgh: University of Pittsburgh Press, 2010.

"The Quaker Province: 1681-1776." *Pennsylvania Historical Museum Commission*. Accessed November 16, 2015.

"A twenty-inch Gun: Casting at the Fort Pitt Foundry." *Pittsburgh Chronicle*, February 12, 1864.

Udin, Sala and Harry Finnigan. "Toward a Downtown solution." *Pittsburgh Post-Gazette*, November 20, 2000.

"*The Unwritten History of Braddock's Field (Pennsylvania)*." Editor Geo. H. Lamb, A. M.. Nicholson Printing Co., 1917.

Wein, Matthew. "Market Square Place wins new Urbanism Award." *Next Pittsburgh*, June 10, 2014.

"What is a Gun Loop?" *Fort Pitt Blockhouse*. Accessed November 16, 2015.

"William Penn." Biography.com. Accessed December 2, 2015.

"Year Late, Square's All Ready For People."

Ziegler, Arthur. Letter to Jack Seay. December 29, 1970.