



## PITTSBURGH HISTORY & LANDMARKS FOUNDATION

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FOR IMMEDIATE RELEASE

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### **PHLF and URA Host “Walking Our Mainstreets” Free Public Tours Beginning Sept. 5**

**Pittsburgh, PA...**On September 5, 2009, the Pittsburgh History & Landmarks Foundation (PHLF), in cooperation with the Urban Redevelopment Authority of Pittsburgh and Mainstreets Pittsburgh, will begin **a series of ten consecutive Saturday afternoon walking tours, free and open to the public.** Each Saturday will highlight a different Pittsburgh mainstreet business district, including downtown Pittsburgh. “Our neighborhood business districts are the heart and soul of our communities,” said Mayor Luke Ravenstahl. “Revitalization programs like Mainstreets Pittsburgh drive investment to create jobs in our neighborhoods.”

The ten neighborhoods being featured are:

- **September 5: Mt. Washington**
- **September 12: Friendship/Garfield**
- **September 19: Lawrenceville**
- **September 26: Downtown**
- **October 3: Strip District**
- **October 10: West End Village**
- **October 17: Bloomfield**
- **October 24: South Side**
- **October 31: Northside—Historic Deutschtown**
- **November 7: East Liberty**

*(Brief descriptions of each tour begin on Page 2 of this release.)*

**Each walking tour is from 2:00-3:30 p.m. Reservations are required and space is limited to 25 people for each of the 9 neighborhood tours and to 45 people for the downtown tour.** Guides from PHLF, Mainstreets Pittsburgh, and other community groups will discuss neighborhood history and current work and future plans for each main street. “The walking tours will be a wonderful way to see what is unique about each neighborhood,” said Karen Cahall, PHLF Education Coordinator. “Participants will be surprised and impressed by all that is happening.”

**Mainstreets Pittsburgh is a program of the Urban Redevelopment Authority.** Funded by the Pennsylvania Department of Community and Economic Development (DCED) and the City of Pittsburgh, funds are used to support revitalization activities within the Mainstreets districts.

#### **Business District Organizations in the Mainstreets Pittsburgh program focus on:**

- Organization—building consensus to implement revitalization plans;
- Design—capitalizing on the business district’s best assets (such as historic buildings and pedestrian-oriented streets);
- Promotion—motivating people to live, work, shop, play and invest in the central business district;
- Economic Restructuring—creating a business district responsive to today’s consumers.

**MORE**

## **Walking Our Mainstreets: Featured Neighborhoods**

### **September 5—Mt. Washington**

**Time:** 2:00-3:30 p.m.

**Meeting Location:** Charles A. Lewis Parklet, 78 Virginia Street at the corner of Shiloh Street.

**Parking:** There is a parking lot on Shiloh Street near the parklet.

**PAT:** 41E Mt. Washington bus stops near the meeting location.

**Fee:** Free for everyone. **The tour is limited to the first 25 people who RSVP by September 3.**

**RSVP:** [marylu@phlf.org](mailto:marylu@phlf.org) or 412-471-5808, ext. 527.

**Tour Highlights:** Experience how the unique topography and ingenuity of 19<sup>th</sup>-century builders give Mt. Washington's business district its village-like atmosphere with breath-taking views and surprises around every corner. Tour the Boggs/Bailey Avenue and Shiloh Street business districts and enjoy a spectacular view of the city from Grandview Avenue for a grand finale. Come early or stay late to enjoy the Arts Festival along Shiloh Street.

*This walking tour is "strenuous," due to an uphill climb.*

*Tour guides: PHLF staff and docents and Greg Panza, Mt. Washington CDC Program Manager.*

### **September 12—Friendship/Garfield**

**Time:** 2:00-3:30 p.m.

**Meeting Location:** Dance Alloy Theater, 5530 Penn Avenue #A.

**Parking:** On-street parking is available.

**PAT:** 71A Negley via Oakland bus stops near the meeting location.

**Fee:** Free for everyone. **The tour is limited to the first 25 people who RSVP by September 10.**

**RSVP:** [marylu@phlf.org](mailto:marylu@phlf.org) or 412-471-5808, ext. 527.

**Tour Highlights:** This once-declining neighborhood has rebounded to become a vibrant and diverse place to live and work. With the influx of working artists and creative residents combined with the efforts of the Penn Avenue Arts Initiative, Friendship Development Associates and Bloomfield-Garfield Corporation, this neighborhood boasts beautiful homes, art galleries, world-class dance studios, glass-making facilities and much more. Join us as we stroll down Penn Avenue, past Salt of the Earth, Volutto Coffee/Glass Lofts/Penn Fairmont, and the Quiet Storm, among other places. We'll tour the Dance Alloy Theater and the Pittsburgh Glass Center.

*This walking tour is "easy," on fairly level ground.*

*Tour guides: PHLF staff and docents and Matthew Galluzzo, Friendship Development Associates, Inc., Arts District Manager, and Sarah DiLeo, Friendship Development Associates, Inc., Marketing and Communications Coordinator.*

### **September 19—Lawrenceville**

**Time:** 2:00-3:30 p.m.

**Meeting Location:** Engine House #25, 3339 Penn Avenue.

**Parking:** On-street parking is available or use the lots next to or across the street from the Engine House #25.

**PAT:** 86B Frankstown bus stops near the meeting location.

**Fee:** Free for everyone. **The tour is limited to the first 25 people who RSVP by September 17.**

**RSVP:** [marylu@phlf.org](mailto:marylu@phlf.org) or 412-471-5808, ext. 527.

**Tour Highlights:** Explore Lawrenceville along Butler Street, between 32nd and 43rd Streets. Find out how the neighborhood is related to America's first "king of pop" and who has the largest museum collection of Roberto Clemente memorabilia. Visit the Engine House #25, the Gallery on 43rd Street, and the Ice House Studios, converted in 2002, among other places. *This walking tour is "easy," on fairly level ground.*

*Tour guides: PHLF staff and docents and Maya Haptas, Lawrenceville Corporation, Business District Manager.*

**MORE**

### **September 26—Downtown**

**Time:** 2:00-3:30 p.m.

**Meeting Location:** Fifth Avenue Place (Highmark), 120 Fifth Avenue, **outside Liberty Avenue entrance.**

**Fee:** Free for everyone. **The tour is limited to the first 45 people who RSVP by September 24.**

**RSVP:** [marylu@phlf.org](mailto:marylu@phlf.org) or 412-471-5808, ext. 527.

**Tour Highlights:** Come to downtown Pittsburgh the day *after* the G-20 Summit. Here's your chance to see some of the newest apartments and condominiums in the heart of downtown. Participants will be able to tour Market at Fifth, MarketSquare Place, and Piatt Place. You'll hear how Millcraft Industries and the Pittsburgh History & Landmarks Foundation are leading revitalization efforts in the area of Fifth and Forbes Avenues. Market at Fifth, including apartments and retail, is one of the first revitalization projects in Pennsylvania to use Federal Historic Rehabilitation Tax Credits while achieving Leadership in Energy and Environment Design (LEED) **Gold** certification. To find out more about Millcraft Industries' projects visit: [www.piattplace.com](http://www.piattplace.com) or [www.marketsquareplace.com](http://www.marketsquareplace.com) *This walking tour is "easy," on level ground, but does include walking up stairs.*

**Tour guides:** *PHLF staff and docents and Millcraft Industries representatives.*

### **October 3—Strip District**

**Time:** 2:00-3:30 p.m.

**Meeting Location:** Cork Factory courtyard, 2349 Railroad Street.

**Parking:** There is a parking lot on Smallman Street across from the "Right By Nature" grocery store.

**PAT:** 86B Frankstown bus stops near the meeting location.

**Fee:** Free for everyone. **The tour is limited to the first 25 people who RSVP by October 1.**

**RSVP:** [marylu@phlf.org](mailto:marylu@phlf.org) or 412-471-5808, ext. 527.

**Tour Highlights:** Here's your chance to see behind the Strip's bustling festival atmosphere—and experience the sights, sounds, aromas and buildings that make it Pittsburgh's Historic Market District. We'll visit a Cork Factory loft, browse the new organic grocery, and stroll down Penn Avenue from 23<sup>rd</sup> to 17<sup>th</sup> Streets, with side stops to the active Pennsylvania Railroad Produce Auction Building and the hidden grotto in the picturesque, carefully-tended garden of St. Patrick's. Come discover some of the Strip's secrets. *This walking tour is "easy," on fairly level ground.*

**Tour guides:** *PHLF staff and docents and Becky Rodgers, Neighbors in the Strip, Executive Director; Cindy Cassell, Neighbors in the Strip, Economic Development Manager; and Cindy Helfrich, Historian for the Strip.*

### **October 10—West End Village**

**Time:** 2:00-3:30 p.m.

**Meeting Location:** Parklet (with gazebo), 37 Wabash Street, at the corner of Neptune Street.

**Parking:** There is a parking lot on the corner of South Main and Alexander Streets.

**PAT:** 36D Westwood bus stops near the meeting location.

**Fee:** Free for everyone. **The tour is limited to the first 25 people who RSVP by October 8.**

**RSVP:** [marylu@phlf.org](mailto:marylu@phlf.org) or 412-471-5808, ext. 527.

**Tour Highlights:** In West End's historic business district we'll tour the Bank Building on Wabash Street and discover the treasures of Ceramiche Tile & Stone and the James Gallery & Artifacts, both on South Main Street. As a bonus, you'll find out why there's a Quonset hut on Neptune Street. *This walking tour is "easy," on fairly level ground.*

**Tour guides:** *PHLF staff and docents and Mandie Stehle, West End Village Main Street Manager, and Dru Simeone, West Pittsburgh Partnership Executive Director.*

**MORE**

### **October 17—Bloomfield**

**Time:** 2:00-3:30 p.m.

**Meeting Location:** Fifth Third Bank, 4724 Liberty Avenue, at the corner of Cedarville Street.

**Parking:** There is a parking lot on Cedarville Street.

**PAT:** 77D Highland bus stops near the meeting location.

**Fee:** Free for everyone. **The tour is limited to the first 25 people who RSVP by October 15.**

**RSVP:** [marylu@phlf.org](mailto:marylu@phlf.org) or 412-471-5808, ext. 527.

**Tour Highlights:** Enjoy the ethnic character of this neighborhood as we tour Donatelli's Italian Food Center, Merante's Gifts, and Groceria Italiana, among other second- and third-generation family businesses in the main street area of "Little Italy." On our tour along Liberty Avenue and down side streets to Friendship Avenue, you'll explore one of Pittsburgh's most tightly-knit neighborhoods. *This walking tour is "easy," on fairly level ground.*

**Tour guides:** *PHLF staff and docents and Karla Owens, Bloomfield Business Association Main Street Manager/ Bloomfield Development Corporation Executive Director.*

### **October 24—South Side**

**Time:** 2:00-3:30 p.m.

**Meeting Location:** Cindy Esser Parklet, 1204 East Carson Street (corner of S. 12 and E. Carson Streets).

**Parking:** On-street parking is available and there is a parking lot on S. 13th Street toward the river.

**PAT:** 51A Arlington bus stops near the meeting location.

**Fee:** Free for everyone. **The tour is limited to the first 25 people who RSVP by October 22.**

**RSVP:** [marylu@phlf.org](mailto:marylu@phlf.org) or 412-471-5808, ext. 527.

**Tour Highlights:** On a tour of East Carson Street from South 12th to 18th Streets, we'll check out what makes South Side such a desirable neighborhood for people of all ages and attitudes, with local businesses—such as Schwartz's Market and the Beehive—and new "green" LEED-certified housing. *This walking tour is "easy," on fairly level ground.*

**Tour guides:** *PHLF staff and docents and Geof Comings, South Side Local Development Company Business Development Manager.*

### **October 31—Northside/Historic Deutschtown**

**Time:** 2:00-3:30 p.m.

**Meeting Location:** Corner of the park on East Ohio Street and Cedar Avenue (386 East Ohio Street).

**Parking:** On-street parking is available and there is a parking lot on Foreland Street.

**PAT:** 6A Troy Hill Road bus stops near the meeting location.

**Fee:** Free for everyone. **The tour is limited to the first 25 people who RSVP by October 29.**

**RSVP:** [marylu@phlf.org](mailto:marylu@phlf.org) or 412-471-5808, ext. 527.

**Tour Highlights:** Tour East Ohio Street and Avery Street from East Park to East Street to experience the charm of the commercial and residential areas comprising Historic Deutschtown. We'll visit Pittsburgh's Grand Hall and The Priory, see the old livery stable, and be treated to some unexpected surprises: after all, it's Halloween! *This walking tour is "easy," on fairly level ground.*

**Tour guides:** *PHLF staff and docents and Tom Rosselot, Northside Leadership Conference, Business Development Director.*

**MORE**

## **November 7—East Liberty**

**Time:** 2:00-3:30 p.m.

**Meeting Location:** AAA East Central, Motor Square Garden, 5900 Baum Boulevard.

**Parking:** Parking is available in the AAA lot or on the street.

**PAT:** 86A East Hills bus stops near the meeting location.

**Fee:** Free for everyone. **The tour is limited to the first 25 people who RSVP by November 5.**

**RSVP:** [marylu@phlf.org](mailto:marylu@phlf.org) or 412-471-5808, ext. 527.

**Tour Highlights:** Penn and Highland Avenues are attracting community-minded retailers and helping East Liberty redefine itself as a place—once again—to shop, dine, live, work, worship, and explore. You'll hear about Whole Foods, Trader Joe's, Bakery Square, the future Target site, the conversion of the YMCA to condominiums, and lots more. Light refreshments will be provided at the beginning of this tour. *This walking tour is "easy," on fairly level ground.*

**Tour guides:** *PHLF staff and docents and Lori Moran, East Liberty Neighborhood Improvement District (ELNID) board member, along with Lars Olander, East Liberty Quarter Chamber of Commerce (ELQCC) President; Paul Brecht of ELQCC; Charles Honeywell and Al Mann of the East End/East Liberty Historical Society; Ernie Hogan, Deputy Director, East Liberty Development, Inc.; and business owner Amy Enrico.*

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*Founded in 1964, the **Pittsburgh History & Landmarks Foundation** is a non-profit membership organization working to: **identify and save** historically-significant places; **revitalize** historic neighborhoods, towns, and urban areas; **preserve** historic farms and historic designed landscapes; and **educate** people about the Pittsburgh region's rich architectural heritage. [www.phlf.org](http://www.phlf.org)*

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