

# Pittsburgh Market Square

City of Pittsburgh  
Pennsylvania, USA

334,564 city population

## Project significance

With an increasing safety problem around the square, it was evident revitalization efforts were needed to attract visitors and citizens back into the downtown. Design experiments played a vital role in assuring funders and the community that revitalizing the square would be a key factor in turning the area around.

## Site area

*tbd*

## Previous use

deteriorated, vacant area

## Project period

2006-2010

## Project costs

\$5 million

## Funding sources

\$3,000,000-various foundations  
\$2,000,000-state funding

## Current operator

Pittsburgh Downtown Partnership



MARKET  
SQUARE  
STRATFORD

publication of the:  
Market Square  
Project Team  
Stratford, Ontario



## Project Drivers

- growing safety problem and centre for undesirable activities
- focal point for broader community revitalization plan (*Pittsburgh Downtown Plan*)
- the need to create a walkable urban environment

## Benefits and Economic Impact

- design experiment (extension of the sidewalk onto roadside parking spaces) led to a 25-75% increase in business during summer for restaurants on the square
- catalyst for further redevelopment
- increase in development, particularly mixed-use (in 2008 \$200,000,000 for Market Square Place)
- cleaner, safer and healthier environment

## Current Programming and Activities

- festivals (e.g. *Berry Festival*, *Three Rivers Arts Festivals*)
- community activities (e.g. doggie days, book fairs, water balloon fights, *Kidsplay*)
- concerts
- farmer's market (once a week)

## Reasons for Success

- project management – strong management focusing on safety and cleanliness ensured PDP was able to create the excitement needed to receive funding
- strong municipal support
- “design experiments” during project planning allowed the Pittsburgh Downtown Partnership to see benefits of proposed changes to Market Square before they were completed
- The Pittsburgh Foundation – a key source of funding for the Market Square Revitalization efforts