

Market Square Revitalization

Pittsburgh, Pennsylvania

Mr. Bleinberger's firm prepared a revitalization strategy for this key location in downtown Pittsburgh, as part of a large Plan C Task Force effort by the City. Plans A and B had failed due to their heavy reliance on public sector funding. The area had become a center for undesirable activity and was ringed with high-vacancy retail and commercial buildings. With guidance from key stakeholders and public input, focus was brought to bear on redeveloping the former G.C. Murphy Building (center right) as a catalyst for redevelopment.

A market and financial feasibility analysis was conducted, finding that a mixed-use format consisting of retail / restaurants on the first floor and market rate residential above, was supportable. A private development partner was found, the building successfully repositioned, and served as an anchor for reinvestment and vitality.



Using the redevelopment of the former G.C. Murphy Building as catalyst, the overall strategy for the revitalization of Market Square has proved successful. Tenancy in nearby commercial space increased dramatically, and the area has attracted additional hotel rooms, restaurants, and entertainment venue over time.