

Transformed into a European-style piazza and reinvigorated with more life than ever before, historic Market Square (circa 1764) is once again a hub of Downtown activity. During weekday lunchtimes, office workers and Downtown students fill the Square, where you'll also find concerts, rallies, public art and unique boutiques. And perhaps the biggest attraction of all — Market Square is Pittsburgh people-watching at its finest.

# DOWNTOWN AND UPBEAT





THE TRANSFORMATION UNDERWAY IN DOWNTOWN PITTSBURGH IS STILL A CONVERSATION STARTER FOR MANY PEOPLE WHO REMEMBER HOW MUCH WAS LACKING AS RECENTLY AS A DECADE AGO. PHILANTHROPIC AS WELL AS GOVERNMENT, BUSINESS AND UNIVERSITY INVESTMENTS HAVE PUMPED NEW LIFE INTO THE CITY'S CORE, WHICH GETS STRONGER WITH EACH SUCCESSFUL INITIATIVE.

BY JEFFERY FRASER



# IT'S A COLD MID-MARCH EVENING IN PITTSBURGH'S MARKET SQUARE.

At least 40 others are bundled against freezing temperatures in what a decade earlier was a dingy, bus-congested part of Downtown that people avoided rather than sought out as a place to congregate—especially at night.

Restaurants surrounding the square hum with the conversations of diners. One block away, live jazz streams from the warmth of the Fairmont Pittsburgh hotel lobby. In the Cultural District, the theaters are lit with offerings such as “An Iliad,” based on Homer’s epic poem, Ravel’s “Boléro” and the Tony Award-winning musical “Once,” which includes pre-show entertainment and audience members buying drinks on stage to create a cabaret mood. Even when the performances are well into their first acts, a couple arriving at Six Penn Kitchen nearby is lucky to find a table. The larger party behind them must wait at the bar, where they find little elbow room.

The scene isn’t lost on the 55-year-old Aland, who lives in North Versailles, east of Pittsburgh, but grew up in the city’s Greenfield neighborhood. “I remember Market Square when you could drive through it,” he says. “I don’t know if I’d have taken the kids here the way it was. Not at night. Nobody was down here. I wouldn’t have come down here at all at night.”

Downtown Pittsburgh has been infused with a new vitality in recent years. Visible evidence of rebirth includes the more vibrant nightlife Aland witnessed that winter evening, which stands in sharp contrast to Downtown’s long-standing reputation as a place that closed shop at 5 p.m. Other noticeable changes include a proliferation of new restaurants, once-rare sidewalk dining and public art, fewer empty storefronts, new hotels and apartment complexes, and an expanded urban college campus.

Data also show the emergence of a record-setting tourism industry over the past 10 years, billions of mostly private dollars invested in new development and renovation, and a sizable increase in people who choose to make Downtown Pittsburgh their home.

Ned Aland is getting a kick out of watching his 8-year-old triplets and niece screech with delight as poses they strike are captured in light and projected as silhouettes onto a large outdoor screen. It’s all part of “Congregation,” a temporary public art installation imported from the United Kingdom that transforms the Downtown plaza into an interactive stage after sundown with a mesmerizing combination of video, light and sound.

What’s most remarkable, though, is that Aland and his family are not alone.



The American premiere last February of "Congregation" dazzled passers-by, who became the performers in the captivating sound and light installation that marked the inaugural project of the Market Square Public Art Program. The program is produced by the Pittsburgh Downtown Partnership with technical assistance from the Office of Public Art and will bring another temporary project to Market Square this winter.



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**Melanie Harrington**, CEO, Vibrant Pittsburgh

Melanie Harrington, left, CEO of the workforce development organization Vibrant Pittsburgh, and Candi Castleberry-Singleton, right, chief inclusion & diversity officer for University of Pittsburgh Medical Center, both live Downtown where they enjoy lifestyle amenities such as alfresco dining at one of the city's newer restaurants, Sevice.

The transformation—which remains a work in progress—hasn't followed any single master plan, public or otherwise. Rather, it's been the result of a mosaic of initiatives undertaken or supported by city government, corporations and commercial developers, as well as arts organizations, civic groups and local foundations, including The Heinz Endowments.

The Endowments alone has invested more than \$35 million since 2000 to support various initiatives that have contributed to the revitalization of Downtown. Among them are major components of a Downtown ecosystem that has blossomed since the dawn of the 21st century: the continued development of the Cultural District, the Pittsburgh Cultural Trust that oversees it and the environment-friendly David L. Lawrence Convention Center.

"It is very exciting to realize how high-quality design and cultural activity are central to all these efforts," says Janet Sarbaugh, senior director of the Endowments' Arts & Culture Program. "I believe that the early example of the Cultural District's development set a tone and a direction for the explosion of activity we have now."

Greater Pittsburgh Arts Council CEO Mitch Swain makes a similar connection between creation of the 14-block Cultural District and the improvements that extend beyond it. "The arts were successfully used as an economic driver to redevelop the Cultural District," he says. "And that was a signal to commercial developers and others that if you do it the right way, people will come Downtown."

### USING THE ARTS AS AN ANCHOR

H.J. "Jack" Heinz II was the driving force behind the Cultural District and a founder of the Pittsburgh Cultural Trust, established in 1984 as a nonprofit arts organization to spur economic and cultural development in Downtown. The Trust emerged as one of the largest owners of Downtown property and has been instrumental in removing the porn shops and other "noxious" uses that long populated the streets. It has renovated historic theaters and built new ones. In the process, the Trust has transformed a red-light district into a world-class arts and entertainment corridor that is a model for urban redevelopment.

The Cultural District today includes more than a half-dozen performance venues and is home to the Pittsburgh Symphony, Pittsburgh Ballet Theatre, Pittsburgh Opera, Pittsburgh Public Theater, Pittsburgh Civic Light Opera and other arts organizations. Also lining its streets are galleries, a growing number of restaurants and apartments, and the Pittsburgh Public Schools' Creative and Performing Arts magnet school. What once was the seedy underbelly of Downtown is now a destination for more than 2 million people a year.

"In the early days, we thought of the Cultural District almost as an island or oasis within Downtown—a finite zone where cultural activity and design excellence lived," Sarbaugh says. "Today, the idea of the district as an island seems quaint. Our challenge going forward is to establish clear standards for future development, coordinate our efforts and create more resources to build on this work to make all of Downtown Pittsburgh an outstanding urban center."

The Cultural Trust has explored that idea over the past decade. Theater Square was developed in 2003 to fill out the block on Penn Avenue that held the Pittsburgh Public Theater, adding a box office, a cabaret theater that the Cultural District lacked and a much-needed 790-space parking garage. The project stands as an example of the public-private partnerships that have defined Downtown revitalization, with support from the Endowments, the Urban Redevelopment Authority of Pittsburgh, the Eden Hall Foundation and others.



John Altdorfer

Theater Square also includes space for an upscale restaurant, now occupied by Meat & Potatoes, in hopes of casting the Cultural District as fertile ground for such establishments. In the years since, Six Penn Kitchen and Sonoma Grille opened nearby, along with more than a dozen other eateries.

The Trust experimented with a riverfront parcel acquired as part of the Theater Square project, partnering with developer Lincoln Properties to build The Encore on 7th, an apartment high-rise that opened in 2006 as the first new Downtown residential construction in 35 years.

A year after The Encore began renting its apartments, Piatt Place opened in the abandoned Lazarus department store on Fifth Avenue, offering luxury condominiums atop a few ground-floor restaurants and shops. The units sold, kindling a Downtown condo market that in 2012 topped \$11 million in sales. Apartments also multiplied as residential construction and renovation projects responded to the newfound demand for Downtown living.

“We wanted to prove that if you build it, they will come,” Cultural Trust President and CEO J. Kevin McMahon says. “Lo and behold, it leased up immediately, and it’s been full ever since. Now there are hundreds of new apartments happening Downtown, and they’re filling up.”

#### MAKING DOWNTOWN HOME

Stimulating the market, in fact, has required years of effort, including city tax abatements for residential development. More than 126,000 people work Downtown, which has long been a strong employment center. The challenge for several decades, however, has been cultivating a healthy residential population that could turn Downtown into a 24-hour neighborhood, which would help sustain businesses and enhance safety. In the mid-2000s, the Endowments was among the philanthropic supporters of the Downtown Housing Working Group and joined the McCune and Richard King Mellon foundations in helping to create the Downtown Living Initiative to encourage housing development.

## DOWNTOWN CENSUS

DOWNTOWN RESIDENTIAL POPULATION (2013):

12,344

POPULATION INCREASE SINCE 2000

21%

POPULATION INCREASE SINCE 2010

10.5%

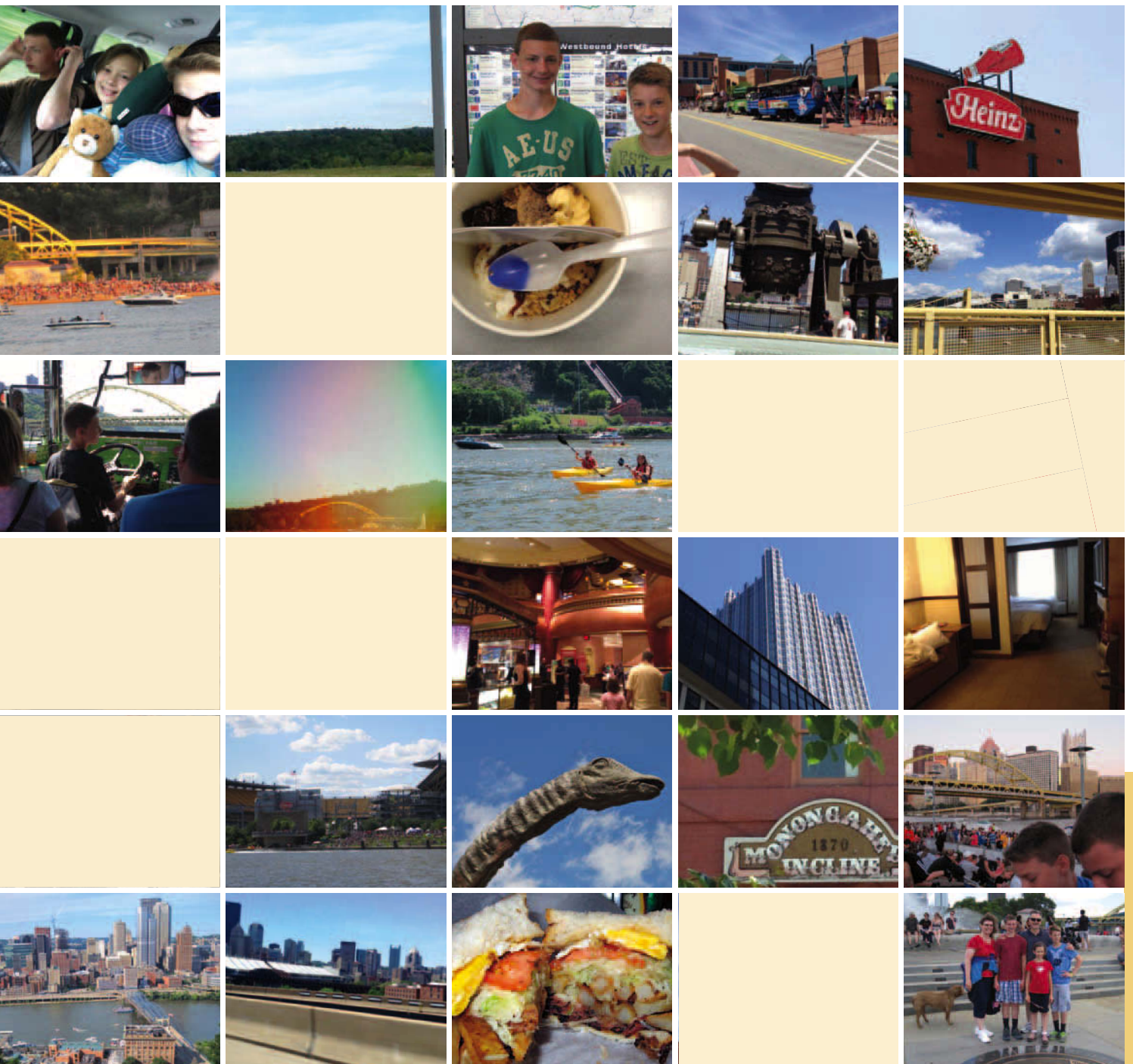
NUMBER OF RESIDENTIAL UNITS (2012):

4,300

PERCENT OF THOSE UNITS THAT  
WERE OCCUPIED (2012):

96





# ROAD TRIP

Doug and Amy Cook of Carlisle, Pa., packed up the minivan and drove their three kids west to Pittsburgh over the Fourth of July weekend. Their younger son, Benjamin, 12, documented the getaway on his iPod Touch; he and his brother, Jonathan, 15, have plenty of photography experience as tech team members at their family's church. It was the second trip for the Cooks to Pittsburgh — or "Picksburg" — as daughter Ariella, now 9, pronounced it during her first visit four years ago. Jonathan's photos, above, capture some of the highlights of their weekend, from Just Ducky Tours to dinosaurs, Zambelli fireworks to incline rides.

Mary Navarro, former Endowments senior program officer for Arts & Culture, was the foundation's representative to the Working Group and remembers how hard it was for developers to get their ideas financed.

"We knew that housing was an important complement to the cultural and business life, and with the right combination of housing options and amenities, people would be attracted to live Downtown—but the market was untested," recalls Navarro, now a nonprofit consultant. "The foundation community was able to help support some demonstration projects that we hoped would spur private development. As you can see today, many more people are living Downtown. Several new housing projects have been completed, and new ones are breaking ground."

**IN 2012, VISITORS SPENT  
\$5.5 BILLION  
IN ALLEGHENY COUNTY, AND THE MOST  
POPULAR DESTINATION IN THE COUNTY  
IS DOWNTOWN PITTSBURGH.**

Rob Stephany, director of the Endowments' Community & Economic Development Program, notes that perceptions of Downtown change when individuals and families make it their home. "It's now become somebody's neighborhood, and people vest themselves differently when it's their neighborhood."

That was the case for Melanie Harrington, CEO of the workforce development organization Vibrant Pittsburgh, who settled in Downtown after moving from Atlanta in 2010. "I didn't have family here, and I didn't know anyone here," she

says. "I wanted to be close to work. I wanted to meet people. I wanted some excitement, an after-work kind of vibrancy. I wanted to be Downtown, where I thought that would be possible."

After seeing places in a number of other city neighborhoods, she chose The Pennsylvanian, a Downtown apartment and office building housed in a historic train station. It was a decision some Pittsburghers she later encountered found curious. "When I began telling people I lived Downtown, I got these surprised looks and questions: 'Why? Is anybody down there with you? Is anything going on? Where do you go grocery shopping?' All of these things that were not issues for me."

Along with stories like Harrington's, data suggest that the aggressive efforts to promote Downtown living are bearing fruit. Downtown held nearly 4,300 residential units in 2012—45 percent more than were available in 2000. Nearly 96 percent of those apartments and condos were occupied.

The Pittsburgh Downtown Partnership estimates the residential population of Greater Downtown reached 12,344 in 2013, which, when compared to U.S. Decennial Census data, suggests a 21 percent increase in residents since 2000 and a 10.5 percent increase since 2010. The central business district has the largest residential population in the Greater Downtown area, which also includes the North Shore, lower Hill District and near Strip District.

Harrington saw signs of this trend not long after moving Downtown. "I began to notice more people catching up and meeting after work; bigger crowds in the restaurants; longer waiting lists for Downtown apartments, rentals and condos; and more people on walks Downtown in the evening," she says. "I decided that Downtown was where I wanted to stay, where I'm the happiest."

Downtown Pittsburgh also is developing a demographic profile distinct from many other parts of southwestern Pennsylvania. Some 45 percent of those living Downtown are under the age of 40 and 27 percent are younger than 30, according to a recent survey of residents. Only 7 percent are over 70 at a time when Census data estimate the elderly account for 17.7 percent of the population in the seven-county Pittsburgh Metropolitan Statistical Area.

"We're seeing the Downtown residential population reach that tipping point where restaurants and bars are able to extend their hours and get a second or third seating," says Robert Rubinstein, acting URA executive director. "They're younger. They're more diverse. They're the new Downtown population."

## VISITING PITTSBURGH

Another barometer of Downtown revitalization is tourism trends—and the tourism business has never been more robust in the Pittsburgh region. Business travelers, sports fans, theatergoers and photo-snapping vacationers on Just Ducky



# DREAMS DEFERRED

**F**or all of the progress, not every goal of Downtown revitalization over the past 10 years has been realized.

Signs of the impending economic recession led the Pittsburgh Cultural Trust to delay its ambitious plan to develop a block of Eighth Avenue in the Cultural District into a riverfront residential district not long after it was announced in 2006. “If we hadn’t put it on hold, it would’ve been a financial disaster,” says Cultural Trust President and CEO J. Kevin McMahon. “Sometimes big plans take a little longer.”

The development initiative, which the Cultural District hopes to reactivate soon, includes apartment buildings, a riverfront park, shops, restaurants and arts space.

The long-term sustainability of the \$40 million August Wilson Center for African American Culture also remains in question despite successful efforts by The Heinz Endowments and the Pittsburgh and Richard King Mellon foundations, along with the Urban Redevelopment Authority and city and county officials, to fend off a bid to convert the site into a hotel. The center had fallen into a deep financial crisis that left it unable to pay its mortgage and other bills. It was handed over to a state-appointed conservator in 2013, only four years after it opened in the heart of the Cultural District. A deal was reached at the end of September that allowed the foundation-led coalition to purchase the building for \$8.49 million to cover much of the center’s debts and preserve its mission to provide black cultural programming. Strategies must be further developed for establishing the leadership and programming needed to ensure that the city’s premier African American arts and culture venue does not face the same troubles in the future.

And despite community and philanthropic support for maintaining the August Wilson Center, additional hotel space still is coveted for Downtown Pittsburgh. When the David L. Lawrence Convention Center opened in 2004, it did so lacking its front door: an attached mega hotel that was intended to rest on what today are two surface parking lots. The demand of developers for up to \$50 million in government subsidies is the chief reason the hotel was never built.

The lack of an adjacent hotel is a disadvantage for the Downtown convention center when bidding for large national conventions against a highly competitive field of cities with complexes built to host such events. These include smaller metropolitan centers such as Austin, Texas, where two 1,000-room convention hotels are in development with private money thanks to the growth of tourism. Large national conventions can require 3,000 or more rooms on peak nights close to the convention center, and their planners prefer to negotiate with as few hotels as possible to secure them. Downtown Pittsburgh typically can offer up to 2,400 peak-night rooms.

How the new hotels scheduled to open Downtown within the next few years will affect the city’s chances of landing major national conventions is unclear. Continued growth of the region’s tourism trade, however, could help convince a developer to build a convention center hotel with little or no public subsidy as in Austin.

Another challenge to the revitalization of Downtown Pittsburgh is the lingering public perception among some in the region that the heart of the city is unsafe — an attitude that belies crime data.

Crime in the City of Pittsburgh is low compared to other cities of similar size, and Downtown is no exception, FBI Uniform Crime Report statistics suggest. Pittsburgh’s rates for burglary, rape, homicide, robbery, car theft and larceny all fall below — and, in several cases, well below — the average rates of the 15 benchmark cities tracked by Pittsburgh Today, a regional indicators project at the University of Pittsburgh.

“It just amazes me,” says Robert Rubinstein, economic development director for the Urban Redevelopment Authority of Pittsburgh. “People who haven’t been Downtown in the last few years are still afraid. They think it’s dangerous. They have no idea how it has changed.”

One real safety risk, however, is the high levels of diesel pollution that have been measured in Downtown. Cancer-causing emissions from diesel-powered buses, trucks, barges and trains can become trapped in “canyons” formed by tall buildings, limiting their dispersion. Researchers at the University of Pittsburgh’s Graduate School of Public Health are working with the Allegheny County Health Department to map when and where diesel pollution levels are elevated and to better understand how each source contributes to the problem so that specific recommendations for improvement can be developed.

boat tours are spending unprecedented amounts of money. Visitors added a record \$8.5 billion to the regional economy in 2012, the most recent data available from the Pennsylvania Tourism Office. The top travel destination in the region was Allegheny County, where visitors spent \$5.5 billion, and the most popular destination in the county was Downtown Pittsburgh.

That kind of business has led to more Downtown hotels and a broader range of lodging options and price points in the past decade. Key hospitality industry rates, such as revenue per available room and occupancy, have soared and are expected to continue to climb, making the Pittsburgh region and Downtown, in particular, one of the nation’s hottest hotel markets. At least six more Downtown hotels are scheduled to open in the next few years, including the Kimpton chain’s latest Hotel Monaco with its eclectic décor, wine hour and morning tea. In addition, plans were recently announced to renovate a 104-year-old building to house a 225-room hotel operated by Embassy Suites, along with a conference room, ballroom and restaurant.

“Pittsburgh from a hotel standpoint was always a strong Monday-through-Thursday market because of all of the corporations and travel related to them,” says Kevin Kilkeary, president of Prospera Hospitality, a Pittsburgh-based hospitality management company. “Now it’s become a regional destination for a lot of social venues, whether it is sports, the arts, education or history.

“If you look at the most dominant hotel markets — Manhattan, Boston, Miami, San Francisco — what they have is a strong combination of corporate and related business and a strong social venue of attractions. That is what is happening in Pittsburgh.”

The 2004 opening of the David L. Lawrence Convention Center gave the Downtown tourism and hospitality industries a major boost. With its sweeping roof and appealing riverfront location,

the building has added another distinctive feature to the Pittsburgh skyline. It has attracted worldwide attention thanks to its green building designation and enabled the city to host signature international events, such as the 2009 G20 Summit.

Convention center events drew fewer people in 2012 than in 2004, its first year. Yet those who attended in 2012 had a greater economic footprint, filling more hotel rooms and pumping an estimated \$118.2 million into the local economy, which is 32 percent more tourism dollars than were generated in 2004.

“Our whole life changed the minute the convention center opened,” says Craig Davis, president and CEO of VisitPittsburgh, the tourism promotion agency for Allegheny County. “It has a deeper significance in this renaissance than a lot of people give it credit for. The area around it has changed dramatically with the new hotels and restaurants. Penn and Liberty avenues have become beautiful streetscapes. The city is a lot more saleable now.”

The convention center initially earned Leadership in Energy & Environmental Design—LEED—Gold certification from the U.S. Green Building Council. In 2012, it became the first convention center to receive LEED Platinum designation. Support from the local philanthropic community, including the Endowments and the Hillman, Claude Worthington Benedum and Richard King Mellon foundations, helped make that achievement possible. It has fueled a local green building movement—particularly in the heart of the city—that has established Pittsburgh as a leader among cities.

The Gardens at Market Square, for example, is planned as a LEED Silver skyscraper housing a hotel, offices and restaurants. But at the forefront of corporate investment in Downtown and green building development is The PNC Financial Services Group, which has transformed several city blocks as it expanded in Pittsburgh, where it is headquartered.

Construction of The Tower at PNC Plaza, which is expected to open next year as the first LEED Platinum skyscraper in the country, has removed a block of dilapidated buildings in the heart of the Downtown. In 2010, PNC opened Three PNC Plaza, replacing another stretch of rundown buildings with one of the nation’s largest mixed-use green buildings, which holds office space, the Fairmont hotel, condominiums and ground-floor retail. PNC’s other Downtown holdings include PNC Firstside Center, considered the largest LEED-certified building in the world when it opened in 2000, as well as the bank’s One and Two PNC Plaza buildings.

Still, it is The Tower at PNC Plaza that James Rohr, Endowments board member and retired PNC chairman and CEO, described to the Pittsburgh Post-Gazette in

2011 as an “exclamation point” on the bank’s investment in Pittsburgh and “another symbol of our deep bond with this city and this region.” PNC is funding the project without public help, and the 40-story, nearly all-glass structure will be a sparkling testament to both the city’s continuing renaissance and its stature in green building.

“That whole green movement has taken the steam out of the argument that we’re still a Rust Belt city,” Davis says.

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**Craig Davis**, president and CEO, VisitPittsburgh

#### EXPANDING THE TURNAROUND

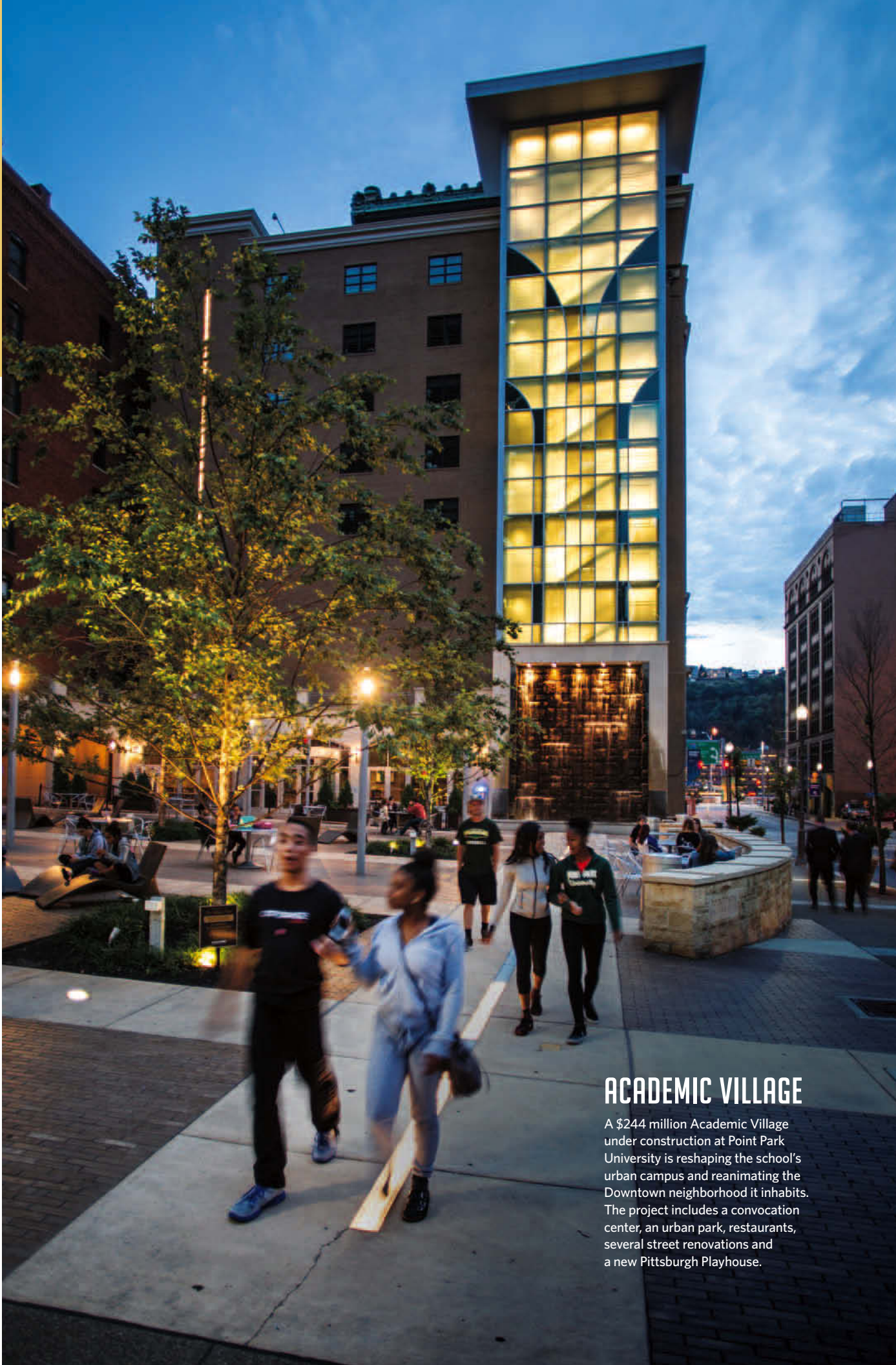
Such large-scale projects highlight an unanticipated aspect of the Downtown renewal that has seen more than \$5 billion invested in new development since 2006. In some cases, disappointing attempts at Downtown revitalization in the 1990s were salvaged to help seed the new office and residential development that later followed.

The collapse of the city’s plan to remake the core of Downtown into what was to be called the Marketplace at Fifth and Forbes left the URA holding properties that were acquired to accommodate the controversial urban shopping and entertainment complex. Control of those properties later enabled the URA to assemble and sell parcels, which became key pieces of sites for the Tower at PNC Plaza, Three PNC Plaza and The Gardens at Market Square.

The Lazarus department store, another unsuccessful effort to resuscitate the Downtown retail business, closed in 2004, six years after the city invested heavily in its development. A few years later, the building was sold and renovated as Piatt Place condominiums.

Nearby, Market Square had been in a state of decline for decades as traffic congestion, failed businesses and crime turned the city’s historic central public space into a place to avoid. Its renovation into a European piazza-style meeting place, completed in 2010, stands as a milestone





## ACADEMIC VILLAGE

A \$244 million Academic Village under construction at Point Park University is reshaping the school's urban campus and reanimating the Downtown neighborhood it inhabits. The project includes a convocation center, an urban park, restaurants, several street renovations and a new Pittsburgh Playhouse.



Cheryl Mann

Point Park University's Academic Village features the George Rowland White Performance Center, a Gold LEED-certified building with state-of-the-art dance studios and performance space. An old surface parking lot was transformed into a lively urban park enjoyed by students and Downtown residents alike. Still in the works is the university's new Pittsburgh Playhouse, relocating from Oakland, and a convocation center, pictured in the drawing above.



Point Park University

in Downtown Pittsburgh's revitalization and another example of the public-private partnership driving it. The transformation involved the city, the Pittsburgh Downtown Partnership and local foundations, including support from the Endowments.

After Market Square's physical appeal was restored, the Pittsburgh Downtown Partnership filled it with music, art, a weekly farmer's market

and other events. People returned. Its popularity as a public space grew. Boarded-up storefronts were converted into a diverse assortment of restaurants — more than two dozen in a 1.5-mile radius. And two years after it opened anew, Market Square is attracting the largest volume of walking traffic among nine locations examined in a recent Downtown pedestrian study.

"People want to be in that space," says Jeremy Waldrup, president and CEO of the Pittsburgh Downtown Partnership, a nonprofit organization that aims to foster economic vitality and improve Downtown life. "You would be hard-pressed to find anyone today who doesn't think that was a fantastic investment. It had been, in the view of many people, a place that couldn't be turned around. We'd kind of given up on it."

Large swaths of nearby Downtown property also have been re-born. An overhaul of the historic 36-acre Point State Park, which sits at the confluence of the Allegheny and Monongahela rivers as they form the Ohio River, was completed last year. The \$35 million facelift included reconstruction of its lawns, riverfront promenades and woodland areas; the addition of a permanent café; and restoration of the iconic park fountain. The fountain is the focal point of a network of riverside walking and biking trails built over the course of more than a decade. The American Planning Association recently named the park one of the country's top 10 public places in recognition of its unique historic, natural and recreational features.

A few blocks south of Market Square, Point Park University's \$244 million "academic village" is taking shape. It will bring the school's new convocation center, an urban park, restaurants, several street renovations and the university's new Pittsburgh Playhouse to a section of Downtown once defined by struggling or shuttered retail businesses. The playhouse will house three theaters and production and teaching space, all within a block of The Gardens at Market Square and PNC Tower and an easy walk from the Cultural District.

"The university is one of the things that helps Downtown become a 24-hour event," Stephany says. "Having Point Park put feet on the street during off-hours and weekends — taking negatives and turning them into positives — is repurposing property. It's a home run."

More modest Downtown projects are rejuvenating the street-level experience and addressing missing pieces in the streetscapes taking form around major developments. The URA, for example, worked with the city to loosen zoning restrictions and allow restaurant seating on Downtown sidewalks. The policy shift led the Pittsburgh Downtown Partnership, with support from the Colcom Foundation, to join the URA in offering restaurateurs grants to remodel their storefronts to accommodate outdoor dining. Now, on a summer evening, it's common to see restaurant patrons dining at sidewalk tables that only a few years earlier had been prohibited.

With foundation support, the Downtown Partnership and URA also launched Pop-Up Pittsburgh to fill some of the vacant storefronts remaining within recently developed Downtown corridors. Most of the 11 storefronts involved in the program are home to art installations. Three are occupied by retailers — a bookstore, a boutique and an ice cream parlor — lured by the promise of a year's worth of rent-free space and \$10,000 in seed money.

Because of the range of initiatives, it's no longer surprising that a suburban resident like Aland frequents Downtown more now than when he was growing up in the city. In addition to bringing his children to Market Square to see an art installation on a March evening — something he wouldn't have considered doing 10 years ago — Aland regularly attends Pittsburgh Musical Theater and sometimes a performance of the Civic Light Opera, to which his mother-in-law, Annetta Lochiatto, subscribes. "It's changed," he says, simply, of Downtown. "It's a lot different now."

If Aland and his family are any indication, investments in the transformation have been worth it. *h*