

# THE OLD STONE TAVERN REVITALIZATION CASE FOR SUPPORT



By Thomas Kelly

With additional information by the Pittsburgh's Old Stone Tavern Friends Trust, Inc. (POST)







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# INTRODUCTION

## Revitalization Vision

Once the cornerstone of western Pittsburgh, the Old Stone Tavern played a vital role in the lives of the surrounding communities for more than two hundred years. With support the Tavern can be restored as a self-sufficient endeavor and fulfill its potential as a catalyst for the revitalization of the West End of Pittsburgh. Once complete, the The Old Stone Tavern will be more than just a place to visit, it will become one of Pittsburgh's hallmark destinations.

## Project Background

The Old Stone Tavern is a colonial structure in Pittsburgh, Pennsylvania that sits quietly at the intersection of Woodville Avenue and Greentree Road in the City's West End community. It was built circa 1782 making it the oldest commercial building still in existence in Pittsburgh.

The Tavern is currently owned by Harris Masonry Inc., who has owned the nearby property since the 1940s. After the economic recession of 2007, the owner at the time sold the Tavern to Harris. Harris planned to demolish the aging structure in order to expand his company's storage property. Soon after the purchase, a resident walking their dog noticed a date stone etched into the building reading "EST. 1756." Although the exact date is still uncertain, the building is at least from the late 18th century.

Following the threat of a wrecking ball, The Old Stone Tavern was designated as a historic structure by a unanimous decision of The Historic Review Commission of the City of Pittsburgh effective October 12, 2009. In the ensuing years, Harris Inc has expressed interest in relocating, which may present opportunities for preservation efforts.

Today, a dedicated group of citizens and the Pittsburgh's Old Stone Tavern Friends Trust are working hard to save the Tavern for future generations. They view the Old Stone Tavern as "Pittsburgh's Rosetta Stone," for hidden beneath its ancient beams and soil, Pittsburgh's story is waiting to be told.

\*(Right) Photo by @danielkellyfilm 2017









# LOCATION

Address: Old Stone Tavern, 434 Greentree Rd, Pittsburgh, PA 15220

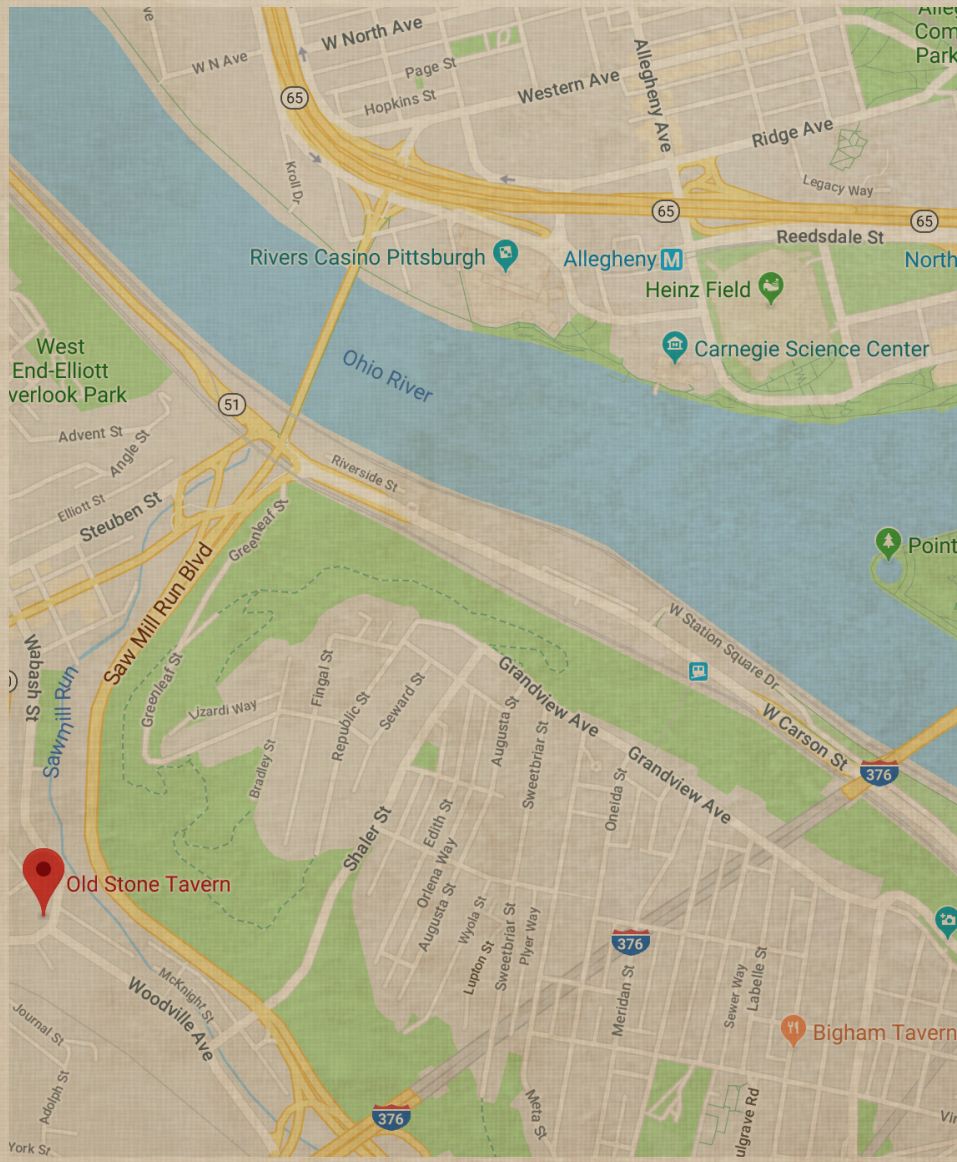
The Tavern sits quietly at the intersections of Woodville Avenue and Greentree Road in Pittsburgh's West End community. The West End is unique in that it is hidden behind Mount Washington and runs along the natural creek of Saw Mill Run. Many travelers heading west or coming back east would pass through this valley to avoid the steep inclines of Mount Washington. Its location is a hidden gem in that it is less than 10 minutes from downtown Pittsburgh just like the North Side, South Side, or Strip District. However, unlike those districts, its cost per acre is about one-third of the mentioned districts. It is also an ideal location to entice travelers coming from the airport to pass by the West End on their way into Pittsburgh.

Destination	Route	Travel Time
West End-Elliott Overlook Park	Wabash /Marlow	5 minutes
Grandview Overlook-Mount Washington	Shaler St	6 minutes
Point State Park	I-376 E	8 minutes
Pittsburgh Steelers Heinz Field	West End Bridge	11 minutes
Market Square	I-376 E	15 minutes
David L. Lawrence Convention Center	I-376 E	19 minutes
Carnegie Museums of Art and National History	I-376/Forbes Ave	21 minutes
Pittsburgh Zoo & PPG Aquarium	PA-28 N	21 minutes
Schenley Park, Phipps Conservatory and Botanical Gardens	I-376 E	25 minutes
Soldiers and Sailors Memorial Hall	I-376 E	25 minutes
Pittsburgh International Airport	I-376 E	28 minutes

\*The above times are based on typical mid-afternoon traffic during weekdays and does not account for accidents, construction and event traffic.



# MAP



VIEW of the CITY of PITTSBURGH from near SAW MILL RUN.

## Why Here?

The location of the Tavern was the ideal spot for trade in early Pittsburgh. Greentree Road follows the path of the old Indian trail, Catfish Path, that led to the camp of the Delaware Chief Tingooque (right), meaning "catfish." The campsite is now Washington, Pennsylvania. In 1790 (above) those traveling to the Ohio Country over land and not down the Ohio River would go south on Catfish Path passing the tavern. Many would stop for supplies, refreshments and rest at the tavern. The path would connect in the 1800's to the National Road and become a toll road, the Pittsburgh-Washington Pike.



\*Map from googlemaps, other images are in public domain-see sources page for details.



# TAVERN HISTORY

Records say that the Tavern was originally owned by Daniel Elliott. The land was patented to him by the Colony of Virginia in April, 1769. The Commonwealth of Pennsylvania then warranted it to Daniel Elliott on April 20, 1785. However, some sources suggest that it could have been built earlier by the French.

Daniel Elliott first came to Western Pennsylvania as an Indian trader working for his future father-in-law, Alexander Lowry, and served under him in the American Revolution. After the Revolution he brought his bride, Elizabeth Lowry, from her home in Lancaster County to Western Pennsylvania. Daniel Elliott became an eighteenth century entrepreneur. He saw the needs of a growing and expanding nation. By 1784 Daniel Elliott had a saw mill at the mouth of Saw Mill Run Creek one mile below Fort Pitt.

On March 11, 1784 Pennsylvania granted him permission to operate a ferry from the mouth of Saw Mill Run Creek to the north shore of the Ohio River.

The Tavern has survived fires that raged near it and floods that raced to the river. There were several large refinery fires in the area between the close of the Civil War and 1873. The largest refinery fire was referred to as the Orchard Fire but fortunately it did not reach the Tavern. On July 26, 1874 Saw Mill Run reached extreme height and all its tributaries overflowed. Zeigler's Grocery, in a brick building a block from the Tavern, was washed away but the Tavern stood. The new frame salt works that sat where the Carnegie Library is currently on Wabash Avenue was also washed away.

The Tavern has had many keepers since Elliot. James Morrow in the 1790's, Thomas Coates in the early 1800's, Robert Smith in the late 1800's, Charles Bolger from 1905 to 1921, the Green Family (right), and the Poliziani family near the end of the 20th century. As a result, it was an operating Tavern from its construction all the way until 2009 when it finally shut its doors.

\*Frieda Green pictured with Everett Friedman. Photo made possible by Bonnie Friedman and her cousin Allen Green.





# LEDGER

Preserved in the Oliver Room of the Carnegie Library is a ledger from the Tavern. This ledger has transactions from 1793 through 1797. The transactions include purchases of supplies, food, beverage, ferry passages, etc... Cherry Toddy appears to have been one of the favorite drinks of the day.

The pages of the ledger are filled with accounts of prominent men of the time; there are also participants in the Whiskey Rebellion, local farmers, workers and even a Native American.

One of the interesting notes found in the ledger is that someone wrote “spy” besides the name of John Wood in 1794. This was no doubt in regards to the high sentiments and suspicions during the Whiskey Rebellion.

Between the thick covers of the old ledger are many more stories.

[illegible]





CURRENT





PROPOSED



# PROPOSED PROPERTY DEVELOPMENT

In order to acquire the Tavern, its property as well as the surrounding property must be purchased, developed, and maintained as a popular destination. For the purpose of addressing all of these issues, the total property should be split up in order to best suit each section's specific needs.

The Old Stone Tavern itself should be restored to its former glory as an operating Tavern and restaurant. In the rear of the Tavern, a stage and seating would be available to use for concerts and events during warm months. The Harris offices would be converted into the Tavern Museum to provide a place to learn and keep all of the artifacts and information on the site. Inside would be an 18th century spy escape room experience. The warehouse in the back would be converted into a distillery or brewery and its parking lot, for certain occasions, could be used for large festivals. The concept is to create a full-day experience that guests will want to come back and visit again and again.

To the right is an illustration of these properties in relation to each other. Please see the following pages for further information on each section's concept.

Harris Properties	Total sqft.	Bldg. sqft.
Old Stone Tavern	7,700	~2,500
Museum/Office	5,000	5,000
Small Square Land	484	n/a
Warehouse	11,585	6,396
Monument Park	8,400	n/a
Parking lot	5,000	n/a

- Tavern Museum



- Escape Room



- Park Memorial



- Elliott's Event Plaza



- Old Stone Distillery



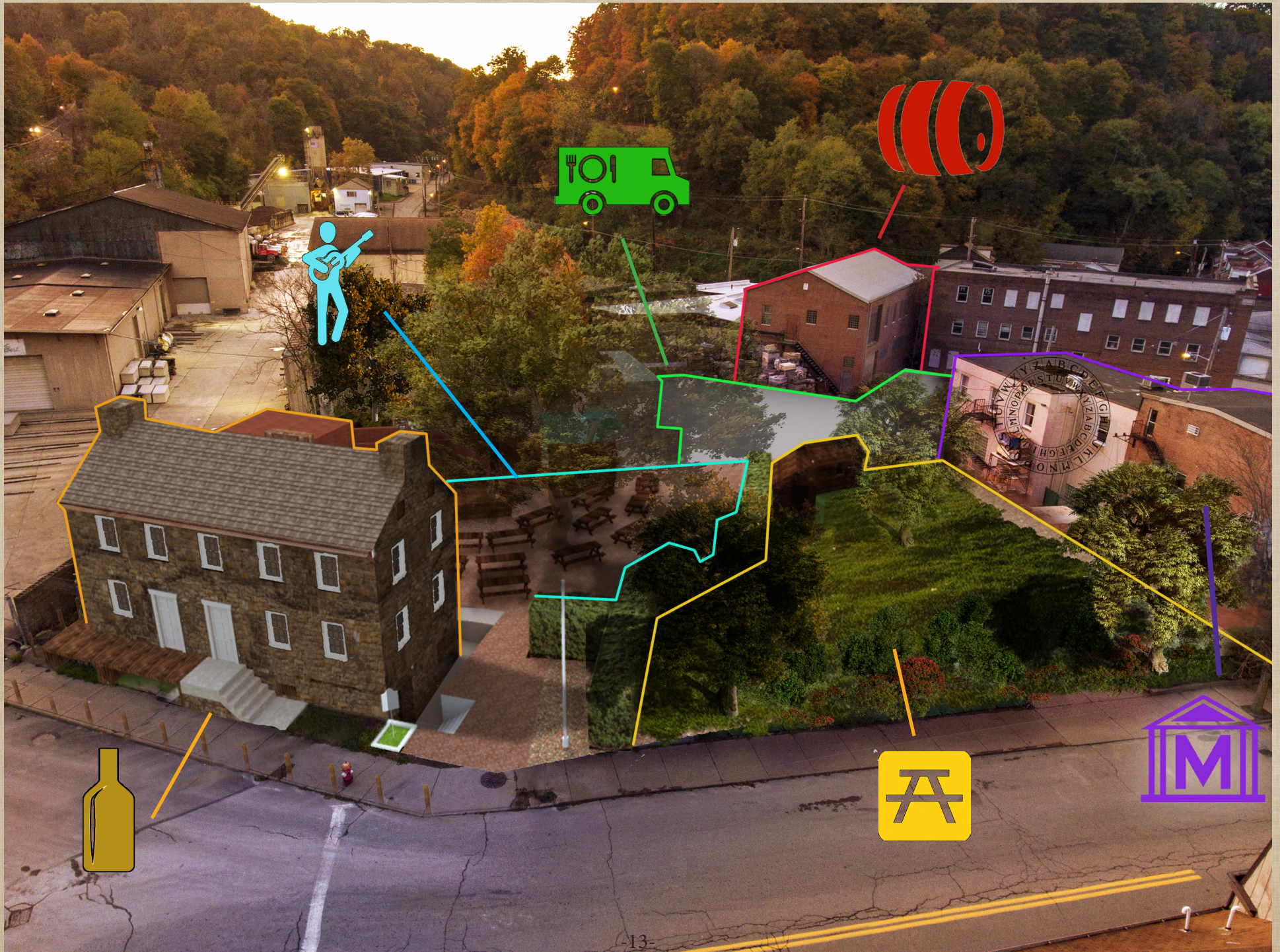
- Tavern Restaurant



- Music Garden









# TAVERN MUSEUM

- Native Americans and early tribes
- Pittsburgh's Founding to Early Frontier
- American Revolution in Pittsburgh
- Elliott's Tavern
- Whiskey Rebellion
- Tavern Ledger
- Tavern during the Civil War
- Prohibition
- 20th Century
- Harris Masonry story
- Revitalization and Archeological Dig
- The Tavern Today

\*Image from the National Museum of the Pacific War.t





# OUT OF THE WOODS



Take the place of John Woods as you decipher, analyze, and forge clues from other Whiskey Rebellion Spies and choose to work with or against the rebellion in this challenging one-of-a-kind Colonial Escape Room.

This experience would be an optional paid experience inside of the Tavern Museum. The experience would replicate what the inside of the tavern would have looked like and use 18th century spy methods to solve. This escape room will require not only fast problem solving skills but also historical knowledge.





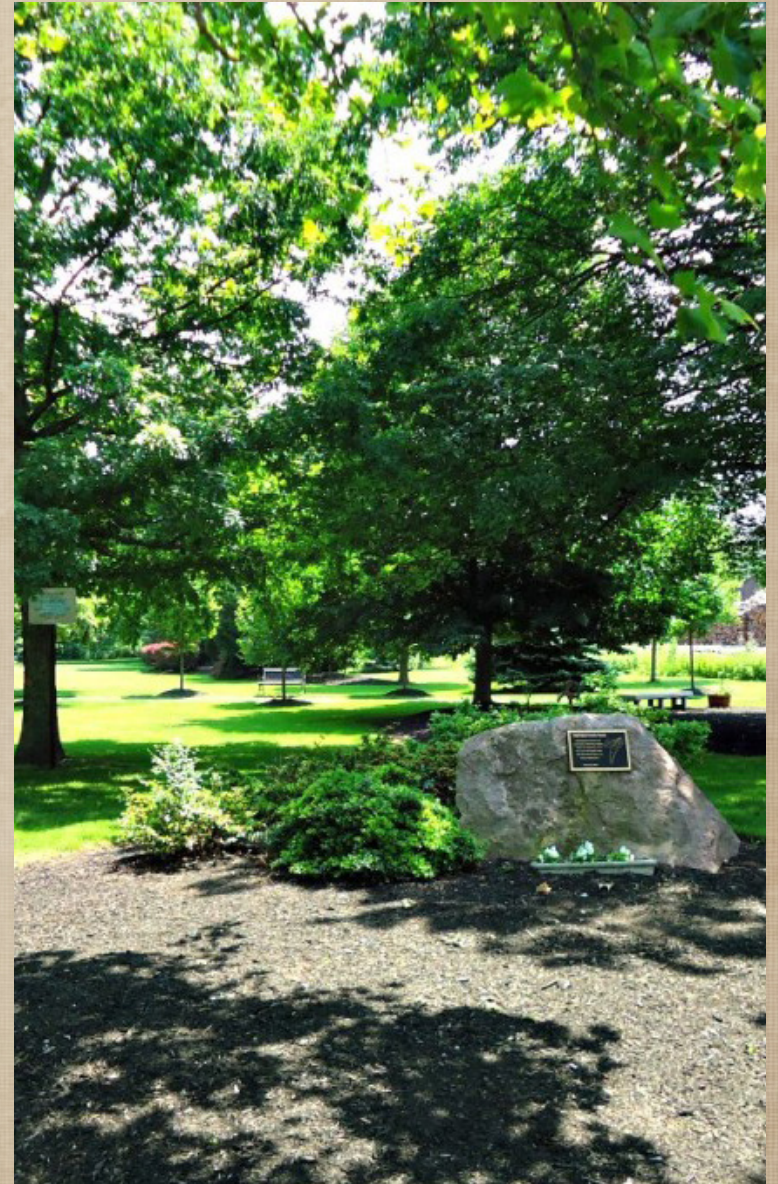
# PARK MEMORIAL

This memorial would serve as a monument to the indigenous people of the Pittsburgh region and the “keepers of the western door” who used this area to conduct trade and business for thousands of years. Since there are no monuments to their people in this region, this spot would point out their impact on the Pittsburgh region.

The memorial would also serve to commemorate those who ventured into the American wilderness in the west to make a better life for themselves as well as to escape persecution.



\*(above) *Point of View* in bronze by James A. West, (Left) Berkeley Heights NJ





# ELLIOTT'S FESTIVAL/EVENT PLAZA

Between the distillery warehouse and the Tavern/memorial areas there would be a large event space for art festivals, flea markets, food trucks, and concerts, and could be rented out for private events. The space could be rented out by private companies as well.





# THE OLD STONE TAVERN DISTILLERY

A local distillery or brewery would occupy the now vacant warehouse space. The warehouse is 11,585 sq. feet and would have a tasting room and garage in the plaza, distillery tours and tastings as well as a store. Ideally, local companies in the space could be popular favorites like Wigle Whiskey or Arsenal Cider House.



\*(above) St. Augustine Distillery bar & giftshop (Left) St. Augustine Distillery stills. ST. AUGUSTINE DISTILLERY LLC.





# THE TAVERN RESTAURANT

The Tavern itself would not be a museum, but a place for Pittsburgh locals and travelers to create happy memories over food and drink once again. The Tavern would become a center of the community and provide a popular destination for special occasions as well as a relaxing evening by candlelight. Throughout the building would be artifacts from different points throughout the Tavern's history.

Guests would be able to dig into their dinners while a mix of modern and traditional music plays in the background. Some nights, guests would be lucky enough to hear a live band from outside.









## REBELLIOUS DRINKS

"Beer, if drank with moderation, softens the temper, cheers the spirit and promotes health." *Mr. Jefferson*

(L) denotes local brewery/ distillery

SPECIALS		BEER		RED WINE	
C	CHERRY BOUNCE \$12 bourbon / traditional wild cherries / sugar / two sticks of cinnamon	(L)	ARSENAL HARD CIDER \$7	C	CABERNET SAUVIGNON \$9 / \$27 Newton, California
C	CHERRY TODDY \$13 cherry-infused bourbon or whiskey / hot water / honey / cardamom bitters		BALLAST POINT GRAPEFRUIT SCULPIN IPA \$9	B	BARBERA \$9 / \$30 Pico Marcario, Italy
T	TOM THE TINKER \$11 oak scotch / house sweet vermouth / drambuie / angostura & peychaud's bitters		BUD LIGHT PALE LAGER \$4	P	PINOT NOIR \$9 / \$28 Erath Resplendent, Oregon
COLONIAL FAVORITES			FULL PINT WHITE LIGHTNING \$7	P	PETITE SYRAH \$9 / \$32 Carmen Grand Reserva, Chile
F	FLIP \$10 rum / beer / dried pumpkin / cream		GOOSE ISLAND IPA \$7	R	RED BLEND \$9 / \$30 Protest Rye Barrel Aged, California
S	STONE FENCE \$10 dark rum / hard cider / lemon	J	JACK'S HARD CIDER \$5	WHITE WINE	
R	RATTLE SKULL \$10 dark beer / rum / lime juice / nutmeg	W	WOODCHUCK AMBER CIDER \$6	M	MADEIRA \$13 / \$50 A favorite of Benjamin Franklin, Thomas Jefferson, and George Washington
S	SYLLABUB \$10 Torrontes floral white wine / cream / sugar / lemon / egg whites / nutmeg	S	SOUTHERN TIER PILSNER \$6	P	PINOT GRIGIO \$9 / \$36 Paggio, Italy
S	SHERRY COBBLER \$10 sherry / powdered sugar / crushed ice / orange peel	H	HELLTOWN MISCHIEVOUS BROWN ALE \$8	C	CHARDONNAY \$12 / \$48 Argentina
P	PLANTERS' PUNCH: \$12 rum / fresh lemon juice / sugar syrup	S	STILLWATER CELLAR DOOR HOPPED FARMHOUSE WHEAT ALE W/ SAGE \$7	S	SAUVIGNON BLANC \$13 / \$52 Crossings, New Zealand
ABSINTHE		V	VICTORY DIRTWOLF DOUBLE \$7	R	REISLING \$14 / \$33 Keuntz Bas, Alsance, France
(L)	WIGLE ABSENT MINDED \$20 Pittsburgh, Pennsylvania	Y	YUENGLING LAGER \$4	SPARKLING	
C	COPPER & KINGS \$18			S	STELLA PROSECCO \$7 / \$24 Italy
				P	ROSE \$12 / \$18 14 Hands Brut Colombia Valley
				V	VEUVE CLICQUOT \$25 / \$100

## NON REBELLIOUS

"To the end of Adams' life, a tankard of cider was his morning draught before breakfast." *The Jefferson*

TEA		COFFEE		OTHER	
EARL GREY	\$4	REGULAR, DECAF	\$4	COKE PRODUCTS Coke, Diet Coke, Sprite, Fanta	\$3
ENGLISH BREAKFAST	\$4	FRENCH PRESS	\$5	APPLE CIDER	\$3
HERBAL	\$4	CAPUCCINO	\$5	CRANBERRY JUICE	\$3
		ESPRESSO	\$4	ORANGE JUICE	\$3
				PUMPKIN CIDER	\$3
				MILK	\$4

No sale of alchohol to persons under 21 years of age

Menu designed by  thomasbkellydesign

A part of history meant for timeless friends, food, and drinks

The  
OLD  
STONE  
TAVERN

PITTSBURGH PENNSYLVANIA

434 GREENTREE RD, PITTSBURGH, PA 15220  
999-999-9999

THEOLDSTONETAVERN.COM

Made Possible by  
Pittsburgh's Old Stone Tavern Friend trust, inc.



Pittsburgh's  
*Old Stone Tavern*  
Friends Trust, Inc.

Menu designed by  thomasbkellydesign



## APPETIZERS

*"We never repent of having eaten too little."* *Th Jefferson*

Be sure to ask your server about specials

<b>J</b> EFFERSON'S SWEET POTATO BISCUITS	\$5	<b>I</b> NDIAN CORN MUFFINS	\$5
Sweet potato biscuits filled with pecans, served hot with cinnamon, ginger, and a sugar glaze.		Traditional cornmeal muffins, sweet and soft, lightly sprinkled with powdered sugar.	
<b>P</b> OTATOE BALLS	\$13	<b>F</b> RENCH ONION SOUP	\$13
Potato balls stuffed with bacon and cheese. Nothing much more american than that.		Freshly made with beef and a variety of cheeses on top, baked in a 'quick' oven to a succulent tenderness.	
<b>S</b> UFFED APPLES	\$11	<b>M</b> ARYLAND COLONY CRAB DIP	\$11
Four custard filled apples with meringue and sugar.		A tavern Favorite, warm & creamy served with fresh vegetables & crackers.	
<b>B</b> ARLEY SOUP	\$10	<b>P</b> ORRIDGE OF THE DAY	\$8
A deeply beefy soup, loaded with chunks of tender meat, plump grains of barley, and aromatic vegetables.		Homemade soup made here by carefully boiling over coals with no smoke or dirt therein from stirring the fire. Served up hot & delicious.	

## SMALL PLATES

*"On a hot day in Virginia, I know nothing more comforting than a fine spiced pickle"* *Th Jefferson*

<b>R</b> UEBEN SANDWICH	\$10	<b>GARDEN STUFF</b>	
Corned Beef or Turkey Breast served with sauerkraut, swiss cheese, and thousand island dressing.		<b>F</b> RESH GARDEN SALLADE	\$8
<b>B</b> EEF SANDWICH	\$13	A tureen of fresh greens tossed with cucumbers, carrots, broccoli, cauliflower, bell pepper, tomato and mushrooms with the dressing you prefer. Served with hearth baked roll, up on a hearth baked roll with mayonnaise, lettuce & tomato.	
<b>C</b> HAR-COAL GRILLED CHICKEN SANDWICH	\$11	<b>C</b> AESEAR SALLADE	\$8
A tender boneless breast of chicken layed to rest over night in a delicate wine & herb marinade. Then char-coal grilled and served.		A tureen of romaine, croutons & onion rings in company with a caesar dressing. Served on baked roll.	
<b>C</b> LASSIC ITALIAN SANDWICH	\$12	<b>S</b> PINACHE SALLADE	\$8
Grilled Italian-style herbed flat bread. Choice of Potato Sallade, Cole Sla, or Potato Chips, up on a hearth baked roll with mayonnaise, lettuce & tomato.		Fresh mushrooms, black olives, croutons, bacon & onion rings in company, served with hot bacon dressing.	

## SIDES

*"Animal food, that not as an aliment, so much as a condiment for the vegetables, which constitute my principal diet."* *Th Jefferson*

MASH POTATOES	\$4	<b>F</b> RUIT CUP	\$3
APPLE SLICES	\$3	<b>C</b> OOKED BROCOLI	\$4
APPLE SAUCE	\$3	<b>Y</b> OGURT	\$3
POTATO SALAD	\$2	<b>O</b> ATMEAL	\$4
COLE SLAW	\$2	<b>F</b> RIES	\$3
POTATO CHIPS	\$2	<b>P</b> ICKLE	\$2

Please advise your server of any food allergy of anykind

Menu designed by  thomasbkellydesign

## MAIN COURSES

*"Nothing can stop the man with the right mental attitude from achieving his goal"* *Th Jefferson*

Each plate comes with your choice of two sides

### NEW YORK COLONIAL STRIP STEAK \$12

A flavorful and tender portion of beef steak, carved from the finest of meats. Cooked to your choice of doneness and served up on a china plate with its own juices.

### FILLET MIGNON \$12

A juicy 6 oz filet grilled to your choice of doneness, tender and lean. Cooked according to the strength of fire you prefer, and served up hot and on a china plate steeped in its own savory liquor.

### HUNTERS CHICKEN

You'll love our tender, fresh bird skewered to a spit and turned continuously in front of a clear brisk fire until it has a delicate brown and crisp outside, and is moist and tender inside. Baked boneless breast of chicken topped with tomatoes, mushrooms and brown sauce.

### WILLIAM PENN'S PORK TENDERLOIN \$12

A flavorful and tender portion of beef steak, carved from the finest of meats. Cooked to your choice of doneness and served up on a china plate with its own juices.

### PRIMAL RIB OF BEEF \$12

Melt in your mouth standing beef rib, cooked to your choice of doneness in a reflector oven with its own juice steeped therein.

### TRIO OF LAMB CHOPS \$12

Three tender chops broiled to the strength of fire you prefer. Served up with peppered Merlot sauce. Succulently delicious.

### GRILLED SALMON \$12

Seasoned and wood-fire grilled salmon. This tender meal of the sea is sure to purge your appetite and build your muscles. Served with fresh seasonal mixed veggies.

### MARYLAND COLONY CRABCAKES \$25


More just Crabmeat than you've ever seen!  
Served with a tossed sallade, baked potato and a hearth baked roll.

## DESSERTS

*"and nothing on earth can help the man with the wrong mental attitude."* *Th Jefferson*

TRADITIONAL	ICE CREAM	SPECIALS
<b>I</b> NNKEEPER'S PIE	<b>O</b> LD FASHIONED VANILLA	<b>O</b> LD FASHIONED PIE
A vanilla and chocolate pie with ground nuts sprinkled on top. A colonial favorite.	\$4	A delicious selection of traditional pies fresh from local bakers around pittsburgh. Each slice is served hot with a scoop of ice cream. Ask your server for todays pie.
<b>C</b> LASSIC POUNDCAKE	<b>A</b> PPLE CRUMBLE	
\$4	\$5	
<b>C</b> HEESECAKE	<b>B</b> AILEY'S ICE CREAM	
\$4	\$5	
	<b>I</b> RISH WISKEY ICE CREAM	
	\$4	

Please advise your server of any food allergy of anykind

Menu designed by  thomasbkellydesign



# THE TAVERN MENU

The restaurant's menu will contain a fun and pleasant mix of traditional foods from the colonial era not commonly found today as well as items actually written in the Tavern ledger. This will provide a unique, educational, and memorable experience with each meal. The following list covers the various drinks found listed in the Old Stone Tavern's accounts ledger dated from 1793 through 1797.

- |                       |                          |
|-----------------------|--------------------------|
| • Butter Milk Toddy   | • Whis                   |
| • Sling               | • Sweetened Whisky       |
| • Mint Sling          | • Stewed Whiskey         |
| • Wine Sling          | • Whis Tody/Whisky Toddy |
| • Cherry Sling        | • Bitters                |
| • Cherry Grog         | • Cyder                  |
| • Cherry Whisky       | • Jinn/Ginn              |
| • Cherry Bounce       | • Ginn Toddy/Jinn Tody   |
| • Cherry Bounce Toddy | • Ginn Grog              |
| • Cherry Toddy        | • Spirrit Toddy          |
| • Green Tea           | • Wine Sling             |
| • Grog/Grogg          | • Port Wine              |
| • Beer                | • Egg Nog                |
| • Mulled Beer         |                          |

Note: The above drinks are spelled exactly as they appear in the ledger.

		Contra	Cr
1796	By Amount from Folio 202.		£ 17
1796	To Amount from other side		£ 241
March 30	To 1 Quart Beer 11 <sup>d</sup> 3 <sup>d</sup> 1 Gill Cherry 9	41	
Apr <sup>l</sup> 2	To 3 pints Beer 1/4 <sup>d</sup>		
4	To 1 Gill Cherry 9 - 1 Quart Whiskey 1/10 <sup>d</sup>	42	
"	To 1 Bo: Cherry Grog 1/6 - 1 Glass Jinn Toddy 11 <sup>d</sup>	43	
"	To 1 Quart Whis: 1/10 <sup>d</sup> - 6 <sup>th</sup> 1 Quart Whis: 4/10 <sup>d</sup>	44	
8	To 4 Quarts Beer lost at Cards	45	
10	To 1 Bo: Whis: Grog 11 <sup>d</sup> 11 <sup>th</sup> 1 Glass Jinn Grog 9	47	
11	To 1 Bo: Toddy 1/6 - 1 Quart Whis: 1/10 <sup>d</sup>	48	
13	To 1 Bo: Cherry Grog 1/6 - 13 <sup>th</sup> 1 Gill Cherry 9		
13	To 4 Bo: Cherry Grog	49	
14	To 2 Gills Cherry 1/6 - 15 <sup>th</sup> 1/2 pint Cherry 1/6	50	
15	To 4 Gills Cherry 3/4 - 16 <sup>th</sup> 1 Gill Cherry 9	51	
16	To 2 quarts Beer 1/10 <sup>d</sup> 1 Bo: Jinn Whis 1/10 <sup>d</sup>		
17	To 1 Quart Whis: 1/10 <sup>d</sup> Club in Egg Nog 2/11 <sup>d</sup>	52	
18	To 4 Quarts Beer 3/8 - 2 Bo: Jinn Toddy 3/9	53	
19	To 1 Quart Beer 11 <sup>d</sup> 1 Quart Beer 11 <sup>d</sup>	54	
20	To 4 Quarts Beer 3/8 - 22 <sup>d</sup> 2 quarts Beer 1/10	55	
24	To 2 quarts Beer 1/10 - 25 <sup>th</sup> 1 Quart Beer 11 <sup>d</sup>	57	
26	To 3 Quarts Beer 2/9 - 27 <sup>th</sup> 1 Quart Beer 11 <sup>d</sup>	58	
May 28	To 2 Quarts Beer 1/10 May 1 <sup>st</sup> Breakfast 1/10 <sup>d</sup>	60	
2	To 1 Gill Cherry 9 - 4 <sup>th</sup> 1 Bo: Cherry Grog 1/6	61	
6	To One Gill whis:	62	
7	To Cash	63	
			£ 251 3





THE OLD STONE TOWN

THE TOWN OF OLD STONE TOWN, N.Y., WAS  
FOUNDED IN 1784 BY A GROUP OF  
SETTLERS WHO WERE INTERESTED IN  
ESTABLISHING A COMMUNITY WHERE  
THEY COULD LIVE IN PEACE AND  
HARMONY. THE TOWN WAS  
NAMED AFTER THE OLD STONE  
TOWN, N.Y., WHICH WAS  
FOUNDED IN 1784 BY A GROUP  
OF SETTLERS WHO WERE  
INTERESTED IN ESTABLISHING  
A COMMUNITY WHERE THEY  
COULD LIVE IN PEACE AND  
HARMONY.



# THE TAVERN AT NIGHT

As day turns to night, the Tavern would be transformed into a hub of activity and entertainment. In the rear of the Tavern, the trees would be filled with found lanterns of different styles and sizes. These lanterns would flicker on as music plays either from a live band on stage or music played throughout the property. Space heaters would provide warmth to these outdoor spaces during the winter so that it can be used year round.





# THE TAVERN BAR

The Tavern Bar is located in the basement of the building and would be partly connected to the restaurant above. It would be open for extended hours and would be separate from family dining. Based on the renderings and models shown, the bar capacity would be 75. This number includes the basement party room.

On the right is an artistic rendering of what this space would look like.









# CONCEPT SECTIONS AND PLANS







FRONT  
SECTION



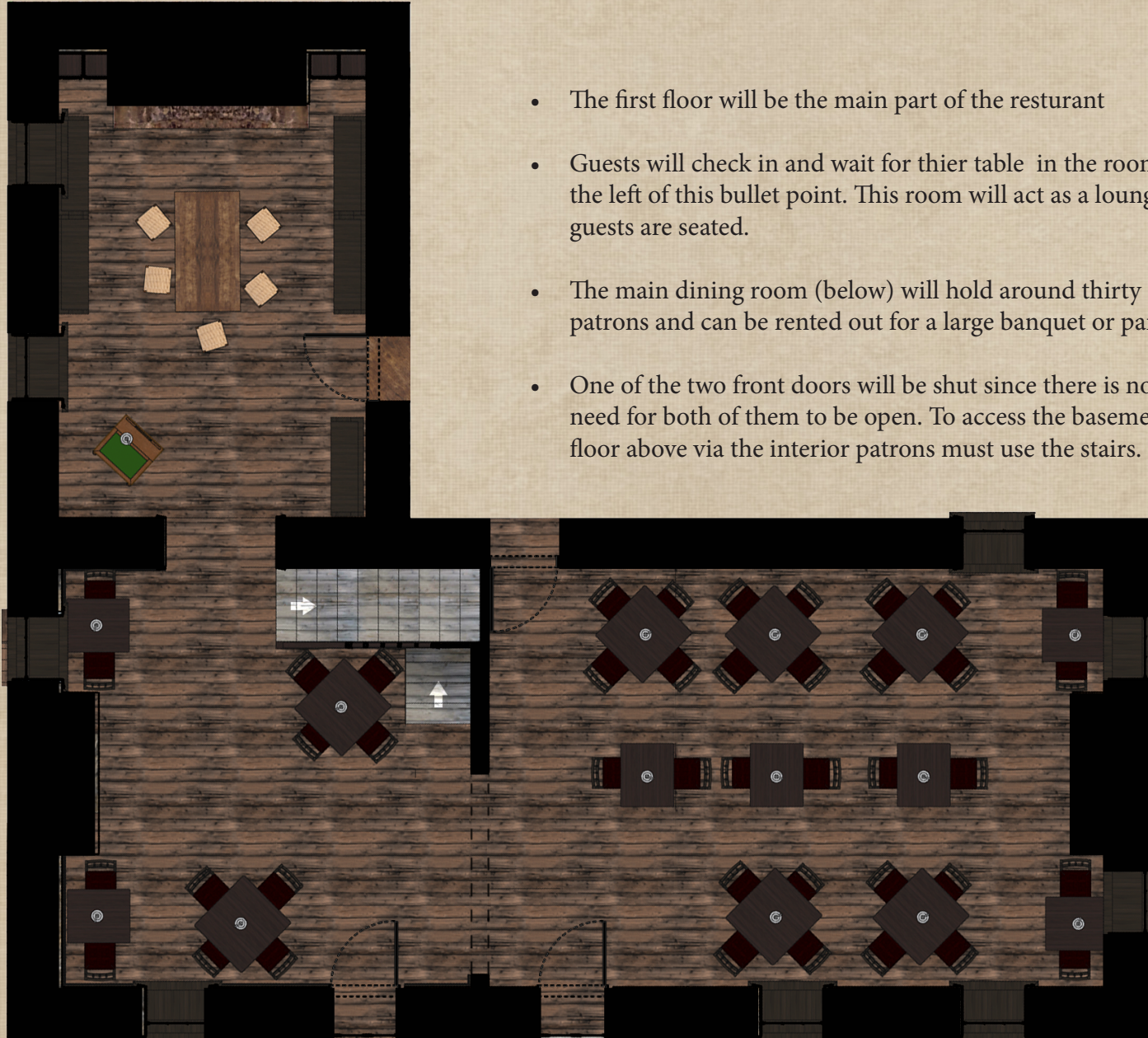
# PLAN-BASEMENT



- The room to the top left will be the Elliott room. A private event space in the basement tavern. The space would be able to hold up to seventeen patrons comfortably.
- The bar is located on the front foundation of the building. Patrons would enter from either the rear entrance, near the Elliott room, or the cellar door near the front right side of the foundation.
- The basement will be wheelchair accessible.



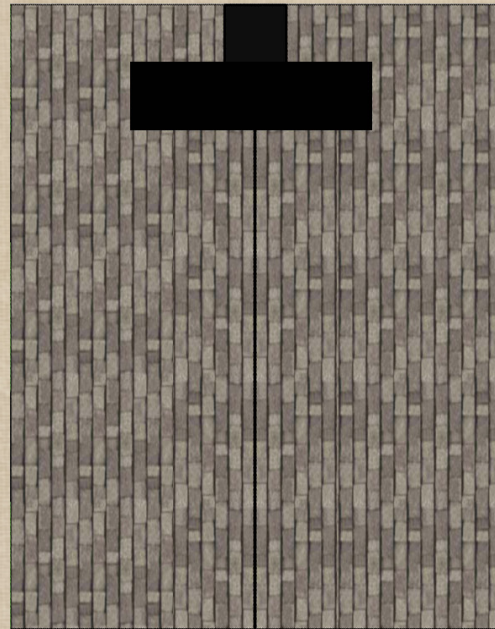
# PLAN-FIRST FLOOR



- The first floor will be the main part of the restaurant
- Guests will check in and wait for their table in the room to the left of this bullet point. This room will act as a lounge until guests are seated.
- The main dining room (below) will hold around thirty patrons and can be rented out for a large banquet or party.
- One of the two front doors will be shut since there is no great need for both of them to be open. To access the basement or floor above via the interior patrons must use the stairs.



# PLAN-SECOND FLOOR



- The top floor could be used for additional dining space, shown here, or could be turned into bed and breakfast spaces for overnight guests.
- The second floor will not be wheelchair accessible without altering the historic structure.





# PLAN-ATTIC



- The attic would be off limits to patrons and will serve as possibly storage or as space for utilities.







## Proposed Property Plan

The property plan (left) shows the proposed concept and properties in relation to each other. The two lots across from the Harris Properties would be turned into a city park as well as parking lot. The lack of structures around the building would restore its dominance on the intersection. Crosswalks would be added on the two corners of the Tavern property in order to prevent jay walkers and to connect the city sidewalks to the Tavern property. The Tavern itself, as well as the Tavern Museum, would protect the memorial grounds from sound. The warehouse would flank the property as stated before to be a distillery. When the lot is not used for events it would serve as its parking lot. By using the alleyway from McCartney Street, trucks would be able to deliver supplies to the kitchen at the rear of the Tavern with ease.

\*Plan not to scale



# TECHNICAL SOLUTIONS

## Parking Lots

The parking lots would ideally be green parking lots. The idea is that stone or metal would hold up the weight of all vehicles while grass is planted between the supports (right). This would provide the green space to beautify and mimic what the Tavern and its surroundings would have looked like two hundred years ago but also provide the parking the West End desperately needs.



\*Image from co.lancaster.pa.us

## Kitchen

The Property would have to be fitted with a new commercial kitchen in order to conform to contemporary fire and safety regulations, as well as to maximize use of the historical structures and protect them. Building the kitchen externally would also cut costs by solving the problems of retrofitting appliances, having sanitary cooking areas, and directing power and water. The area of the kitchen to operate a restaurant this size would be around 1,000 sqft.

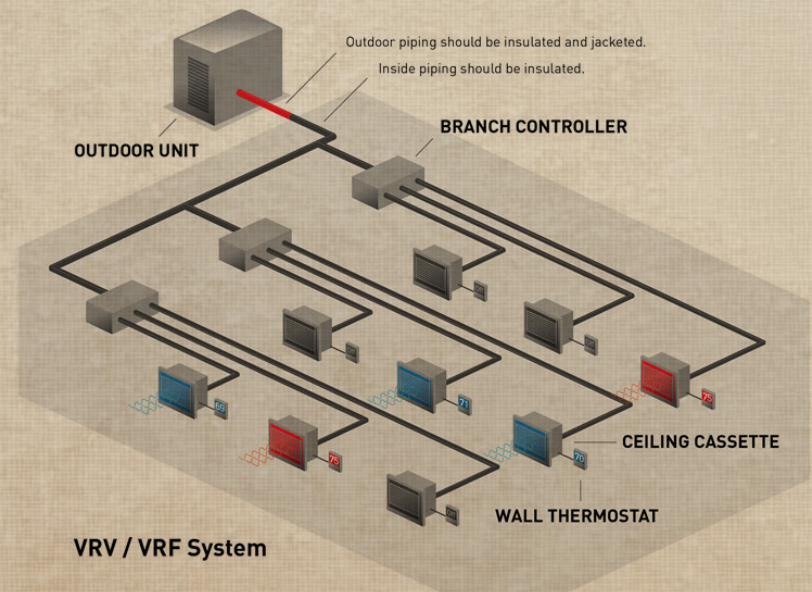


\*Image from co.lancaster.pa.us

## Air Conditioning and Heating

In order to lessen the impact of 21st century comfort and safety amenities on the Tavern's structure, it would be best to install a VRF and VFV heating and cooling system (below). This will make a more reliable and lower impact system that can be installed almost invisibly throughout the structure without modifying the historical structure.

The outdoor unit would be situated on the southwest side of the building, possibly on the roof of the kitchen. The restrooms would also be situated on that side for easy access to the facilities.



\*Image from indiamart.com





Pittsburgh Stained Glass Studios

Dubin and Company, Inc

Caldwell's Windowware

Old Stone Tavern

Tramp's

Iron City Ex

William P Corbett

Midwestern Choice Meat

My Best Friends Detail

Corinth St

Greentree Rd

Greentree Rd

Greentree Rd

Wabash St

McKnight St

Woodville Ave



# HIKING AND NATURE TRAILS

Because of the Old Stone Tavern's proximity to the western terminus of the Great Allegheny Passage Bike Trail and the extensive trail network of Emerald View Park, it is a natural location for a biking, hiking and even fishing hub. Visitors coming to the Tavern for a meal or history enthusiasts visiting the Revolutionary War Memorial would come back to go camping and enjoy activities in the great outdoors, just a short distance from everything the city and the nearby North Shore have to offer.

## “There are two ideal locations for trail hubs near the Tavern

- Remote but easily accessible, the elevated area above the southern side of Woodville Avenue has features that make it quite suitable for camping. As this spot is somewhat above the street below, it is removed from the traffic, noise, and residential areas near the Tavern. There are wooded terraces leading up to railroad tracks with an old set of city staircases that could be restored and used as an access corridor. Plus the view of the Tavern and the West End Valley from this location is outstanding!
- The other location is across and along the stream known as the Sawmill Run below Rt. 51. This quiet, bucolic spot is right below the old Baltimore and Lake Erie railroad bed which is currently lined with trees and features a flat area near the stream which in an emergency could also function as a flood mitigation feature in this area. This old railroad bed is an ideal corridor to host a bicycle path that could help connect the south shore of the Ohio River to the proposed Seldom Seen and Trolley Trail bike path which would intersect in the same area as the Tavern making this an ideal hub for campers with bikes.

The City of Pittsburgh, at the start of Mayor Peduto's second term, has set out to imagine what Pittsburgh could be like 12 years from now with a project called 'Pittsburgh 2030'. While most of the emphasis has been on the growth of tech industries and eateries of late, there are also opportunities for healthy outdoor activities. Whether it's renting a kayak along the North Shore and paddling in front of the stadiums or hiking on a steep cliff in Emerald View Park right across the river from the casino, there is the potential for the Old Stone Tavern to sit at the nucleus of a vibrant, eco-tourism based economy in Pittsburgh.” - Johnny Smith, Tavern Board Member

\* (Left) The Harris Property as well as the surrounding properties. Overlayed in green are the proposed West End hubs and proposed railroad trails.







# A UNIQUE DESTINATION

Pittsburgh is made up of 90 neighborhoods and home to roughly 198 different attractions ranging from theaters and restaurants to world class museums and gardens. Museums only occupy 12% of these destinations but are the most highly reviewed and visited. Even more rare are the remaining colonial sites in Pittsburgh. There are only four structures left.

The only colonial Pittsburgh sites still in existence are -

- The Fort Pitt Blockhouse, built in 1764, is the only remaining part of Fort Pitt. It is located in Point State Park near the Fort Pitt museum.
- The Neill (Neal) Log House, built in 1765, is a colonial log cabin (Left) and is the oldest home in Pittsburgh. It is located in Schenley Park near Squirrel Hill.
- Martin's Cabin, also built around 1765, is another log cabin, located not far from the Neill Log House in Schenley Park.

Then of Course..

- The Old Stone Tavern, built circa 1756-1782, a colonial Tavern in the West End.

The only structure open to the public is the Fort Pitt Blockhouse. The log houses, although now city owned, are largely closed off and can only be viewed on special appointment. None of these structures require admission to get in and the only one related to a museum is the blockhouse as a result to proximity. As a result, the Tavern, no matter the true date, is the oldest surviving commercial structure in Pittsburgh. Furthermore, it is the only structure whose intended purpose can still be enjoyed today.

The Tavern is not only unique in its time and place in history but also because it stands out amongst its surviving sister structures here in Pittsburgh.

\*(Left) The Neil Log House located in Schenley Park.



## TRENDY DINING

The Tavern would serve as an additional type of bar/food destination that the city desperately needs in order to offset the number of various new gastro pubs that are located throughout the city.

Experiential dining offers premier branding opportunities while presenting food to people in a mutually satisfying way. Consider these additional figures from Eventbrite:

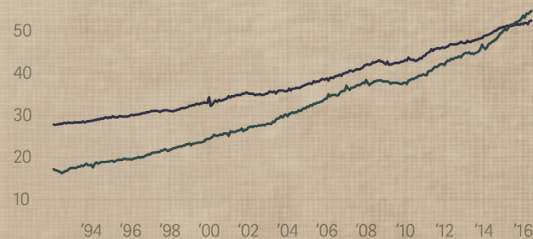
- 75 percent of people believe unique dining experiences are worth paying more for.
- 50 percent of people would pay more for the exact same menu if it had a chef interaction.
- 59 percent of people say cost doesn't impact their attendance (menu, uniqueness, and location do)

Experiential dining is just a small part in the large unique experience market. People do not want to have a fast food meal they could have anywhere else, they want something special. In order to make this work, the venue must provide something memorable and unique while also maintaining an appetizing, top-notch menu. The Old Stone Tavern would have both and more.

It would have a unique social media blueprint which would stand out against the many typical Pittsburgh restaurants in the area. Almost anyone over the age of 21 can have a cocktail at their local bar, but only the fortunate few will be able to have a drink in Pittsburgh's only colonial Tavern.

US retail spending

■ Grocery stores ■ Eating and drinking establishments  
\$60 billion



- A study done by Atlas of the US census Bureau over the last twenty years (left) has shown that as of 2015, people are spending more on eating and drinking out than buying groceries and alcohol for the home.

\*(Right) photo from King's Arms Tavern Colonial Williamsburg.







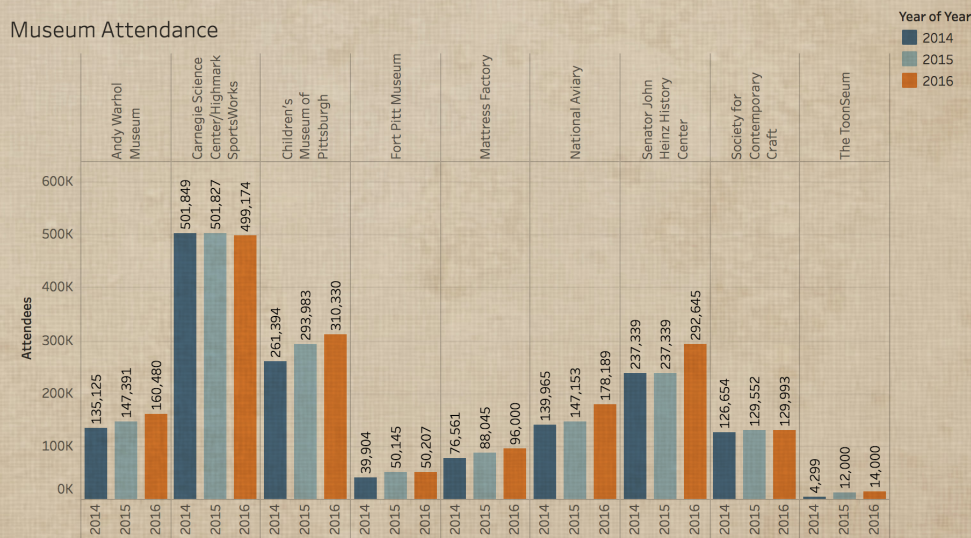
# PITTSBURGH ON THE UP

Like its steel city beginnings, Pittsburgh has again risen into the 21st century as the forge of the world. This time Pittsburgh is not a forge for its exports, but a city that is forging the future by providing a glimmering beacon of the things to come. From small tech companies to large corporate giants like Uber, Google, and Apple it is becoming a place to set up shop and explore new ideas. In a 2014 article in *The Pittsburgh Post-Gazette*, Mayor Bill Peduto stated that schools like Carnegie Mellon University, along with the University of Pittsburgh, are the local resource “churning out that talent” from which the city is fueled.

Craig Davis, the chief executive of Visit Pittsburgh, said the median age in Pittsburgh is 32.8, well below the national figure, 37.7. That’s good news for tourism; 2,800 hotel rooms have been added in Pittsburgh since 2011. “We’re really using the food scene as a driver of that,” Mr. Davis said. “There’s a reason to come to the city.”

According to city-data.com, in 2016 the estimated median household income was \$44,707 (up from \$28,588 in 2000) and is expected to keep increasing. With increased income there will be an increase in time and money spent on entertainment. There has been a significant increase in museum attendance since 2014 (below and right), which is a strong sign that an experience like the Tavern properties would be very well received.

Museum Attendance





Summary



\*(Left and Above) data from Downtown Pittsburgh Partnership.



# WHO IS THE AUDIENCE?

The Old Stone Tavern's audience is mostly local Pittsburgh residents of all ages. As of 2017, Pittsburgh is home to 305,704 residents, making it the 63rd-largest city in the United States. Pittsburgh also has an active nightlife. While the Strip District and South Side Flats operate nightclubs in addition to their local bars, a quiet option in the West End could appeal to the market that might not be going out due to the lack of the right venue.

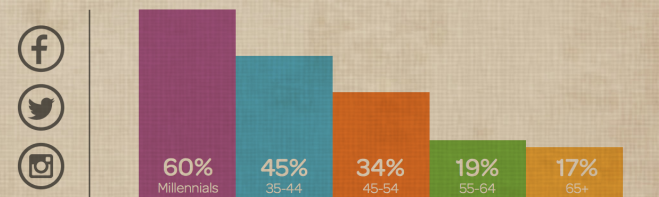
It will also serve as a destination for events and get-togethers for college students and their families from the University of Pittsburgh, Point Park University, Duquesne University, and Carnegie Mellon University.

Guests of the Tavern will also be travelers and guests of Pittsburgh. The Tavern is on the way from the airport and could provide a memorable meal for those in Pittsburgh temporarily.



## The Next Generation

- Year after year, millennials are spending more time at live events, and companies, brands, artists, and musicians are putting more resources into creating those experiences. The increased time, energy, and money spent on experiences by both brands and consumers are the ingredients that make up the growing experience economy.
- Unsurprisingly, more than 8 in 10 millennials (82%) participated in a variety of live experiences in the past year, ranging from parties, concerts, festivals, performing arts, and races and themed sports. But millennials just can't get enough. 72% say they would like to increase their spending on experiences rather than physical things in the next year, pointing to a move away from materialism and a growing appetite for real-life experiences.
- The experiential nature of millennials presents a growing opportunity for businesses to leverage experiences to increase their value. Companies that are built on experiences or have experiential components will capture this added economic value and win the hearts of consumers.



Data: Eventbrite - Harris survey of 2,000+ U.S. consumers. July 2014.

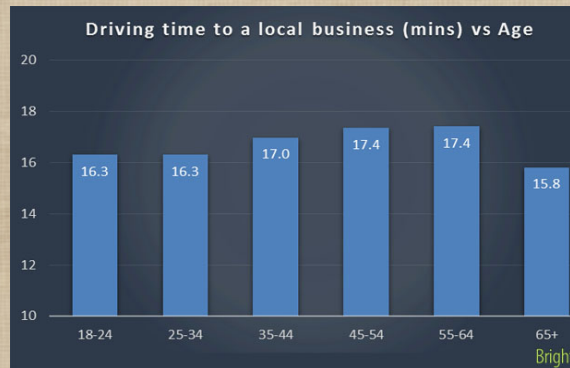
\*Graph and data from the Millennials Research Gen PR Final Everbrite report.



# WHO WILL VISIT THE TAVERN?



- Customers will drive further to a wedding shop than other local business categories
- Customers will drive a shorter distance in search of leisure pursuits (eg. pub, gym, yoga)



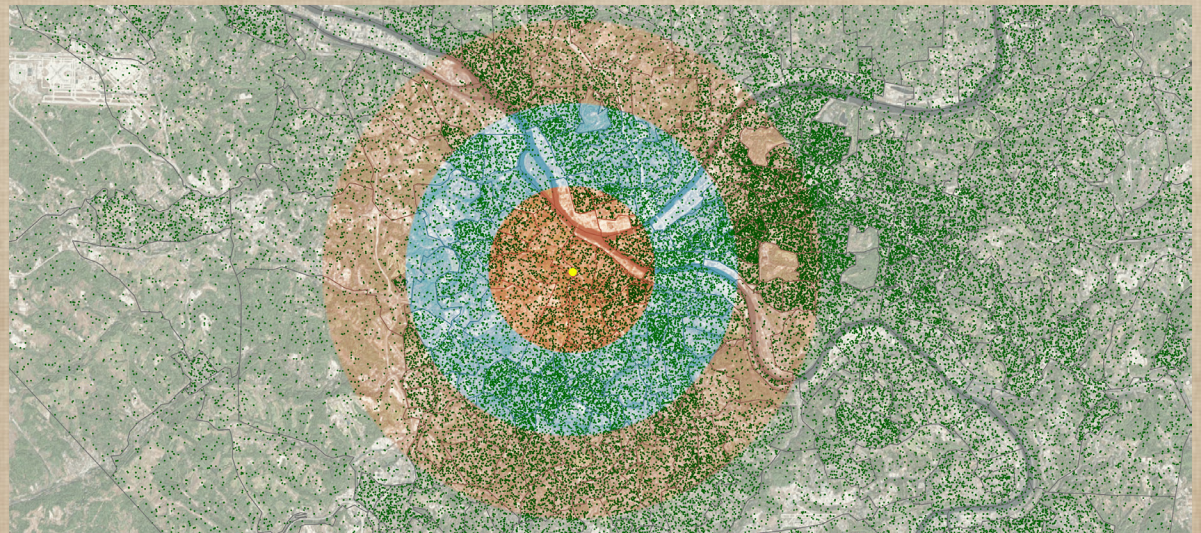
- Little to no change in travel time depending on age
- Local business attraction has less to do with age and more to do with habits / preferences

BrightLocal, a company that helps local businesses “grow through effective uses of search marketing”, did a study in 2014 geared towards the travel relationship between basic consumers and local businesses.

They found that on average consumers are willing to commute 17 minutes to a local business.

For one time shop destinations (like wedding shops) they found that 23 minutes is the average.

Below is a population density map of Pittsburgh. Overlaid is the Tavern travel time area by roughly 10 minutes. The outer most edge of the outside ring represents around 30 minutes.







Bus Stop

Sue's Corner Cafe



# THE WEST END

The neighborhood of the West End lies in a small valley south of the Ohio River and less than a mile from Downtown Pittsburgh. Uniquely, it does not require travelers to have to take a tunnel into Pittsburgh due to its natural landscape.

Today, it features a business district that has attracted renewed interest as a design district, featuring businesses like the James Gallery, Ceramiche Tiles, Caldwell's, Jacob Evans Kitchen and Bath, and Artifacts, among many others.

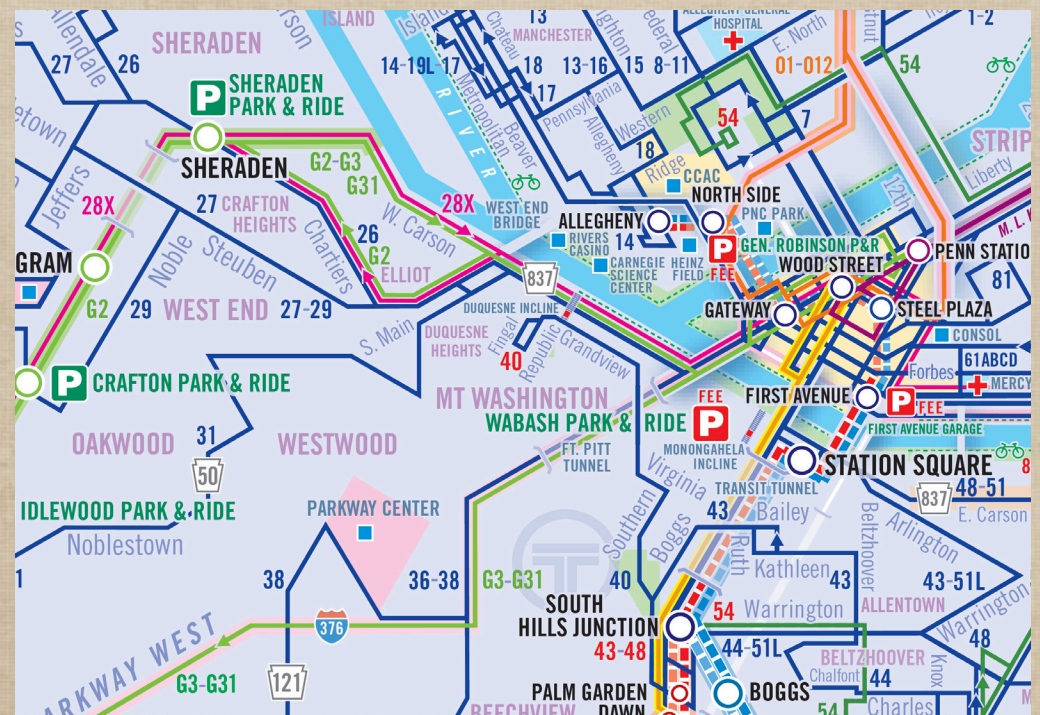
To support these businesses, the Urban Redevelopment Authority added the West End Village as a Mainstreet Pittsburgh district in 2009. In the future it could possibly be the next South Side, or East Liberty.



(Left Page) south main street by Jon Dawson via flickr, (above) park at corner of Wabash St. & Neptune St from google maps.

## Buses going through the West End

Easy access to public transportation is a priceless, and often needed, asset to a destination in a large city. In Pittsburgh the Port Authority Bus system is able to reach throughout the city and provides transport for millions every year. Below are the current routes that go through the West End.



- 28X Airport Flyer
- G2 West Busway
- 26,27,28,29 Radial Buses from Downtown
- 31 Radial Bus from Downtown Pittsburgh





# HIDDEN IN PLAIN SIGHT

The West End is unique in that its natural surroundings hide it from the regular hustle and bustle of Pittsburgh. As mentioned earlier one is not required to travel through a typical Pittsburgh tunnel to get to Downtown Pittsburgh or even Oakland.

Unlike the crowded hilltops of Mt. Washington facing downtown the hills of the West End are mostly untouched(bottom right). The woods hide almost all trace of highways and roads and as a result the hills and trees are naturally a visual and sound barrier from the city without sacrificing distance or proximity to popular sites.

Entering the West End from any road is a very different journey than entering into any other part of the city. Each road turns into a tight forest road as you journey into the valley (see images far right). The natural beauty that has been here for hundreds of years is still hidden in plain sight. One example is Saw Mill Run, which still gently trickles through the West End (Below).







\*(Left) Entering down into the West End via Greentree Rd. from the West. This road leads you right to the left side of the Tavern. Billboards currently run all along the road but would hopefully be removed to highlight the woods.

\*(Right) Entering down into the West End via Shaler St. from the East. Notice the untouched woods on both sides.

\*(Below) Entering via Steuban St. as well as other hills/woods views from tavern intersection.





# WEST END BUSINESSES

## Pittsburgh Musical Theatre

“At our non-profit theater, we are focused on helping the local community develop and grow through music, song, and dance. Additionally, we offer the finest education for teens and adults who wish to perform for fun or master the craft of entertainment.”

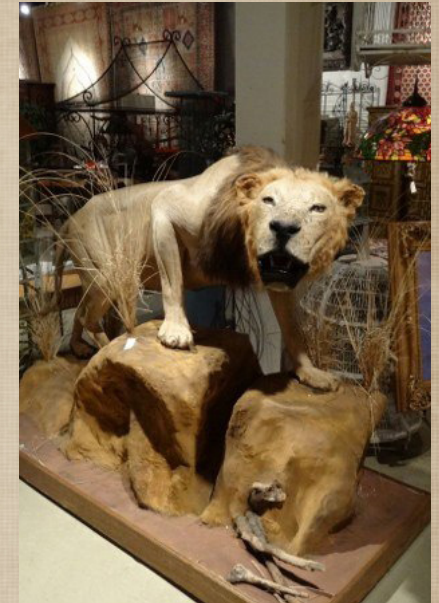


## Experience Center

Originally built as a church in the early 1900's recent renovations provide a unique space for events and vignettes showcasing key areas of commercial space trends and educational elements. The result is a unique space that will provide a trendy space for work and collaboration to happen daily.

## James Gallery

James Gallery and Frame Foundry have distinguished themselves in the art and framing field by delivering a high level of service. to our clients- corporate and residential based, hospitality, healthcare, government organizations. Our goal is to move away from the typical galleries and venture into areas that challenge preconceived images of art.



## Artifacts

A classical art museum, and an opulent hunters' african mansion rolled into one. The first floor is an enormous fort filled with oriental rugs, furniture, and a 12 foot taxidermy giraffe head. The second floor feels like getting lost in an explorers attic.



## Pittsburgh Stained Glass Studios

In addition to designing new stained glass windows, Pittsburgh Stained Glass Studios is a leader in the restoration, conservation, preservation, and protection of stained glass windows. Over the past several decades they have returned hundreds of glass windows to their original glory.



## Tramp's Sports Bar

"Tramp's is one of the best bars in Pittsburgh. The staff here is very efficient and professional, the crowd is mixed along all lines, and the place is absolutely spotless. Tramps might be described as a local bar, or sports bar, or even a restaurant but what Tramp's has to offer is so much more." Trip Advisor Review

## Johnny's Diner

This small diner underneath the railroad tracks has been serving good family food since as early as the 1920s. Although it's name and owners have changed over the years this diner is known for cheap and delicious foods for breakfast and lunch.



## Village Tavern and Trattoria

Italian mainstay for everyday fare & cocktails in old-timey surrounds with sidewalk seating. It is located on the West End's main street. The Tavern is rated 4.2 on google and 4.1 on trip advisor as of 2017.

\* All pictures shown are from Tripadvisor and google maps.



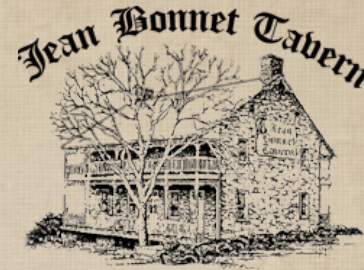
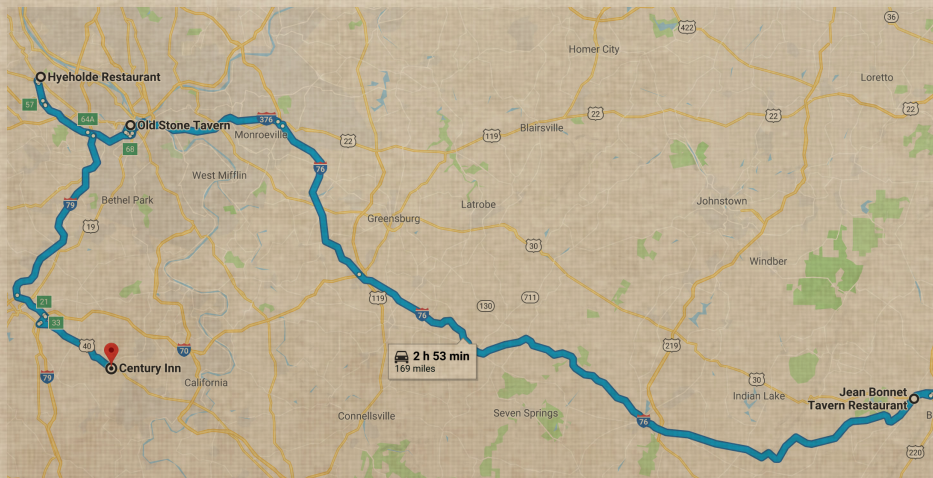
# SIMILAR DESTINATIONS

For Pittsburgh residents and travelers to get a similar dining experience, the nearest destinations are 1-3 hours away, the closest being Hyeholde Restaurant near Pittsburgh International Airport. These destinations are highly acclaimed and have been able to support a steady crowd of costumers despite their locations.

One of the destinations, Century Inn in Scenery Hill, was almost completely destroyed by a fire in 2015. The property is still trying to raise money in order to bring it back to its former glory and they hope to reopen someday.

The closest surviving example destination of what the Old Stone Tavern could be is the Jean Bonnet Tavern, which is almost 3 hours away. By looking at the fine examples these destinations have made, we can predict the Old Stone Tavern's costumer base as well as upkeep, regulations, and overall guest experience. From there we can adapt it to Pittsburgh's needs and improve upon it.

Below is a screenshot of Google maps showing these destinations in relation to each other and the Old Stone Tavern.



"We offer fine dining in our restaurant on the historic ground level of our building. Our friendly tavern and colonial meeting room are on our mid level. During warm weather months, many guests enjoy food and drink outdoors on our porch and patio areas. The topmost stories of the Tavern are reserved for bed and breakfast lodging. We also offer a unique shopping experience in our on-site Cabin Shoppe."

\*Photos- [jeanbonnettavern.com](http://jeanbonnettavern.com)







“With a humble frontier beginning in 1794, through two centuries of generous hospitality, the noble Century Inn has welcomed both stagecoach and modern-day visitors with fine dining and comfortable lodging. As the oldest continuously operating inn on the National Road it’s located less than an hour south of downtown Pittsburgh, our 20-room stone inn can accommodate up to 23 overnight guests. The dining rooms can seat up to 140 persons, with additional facilities at our outdoor gazebo available during the warmer months.”

\*Photos from centuryinn.com



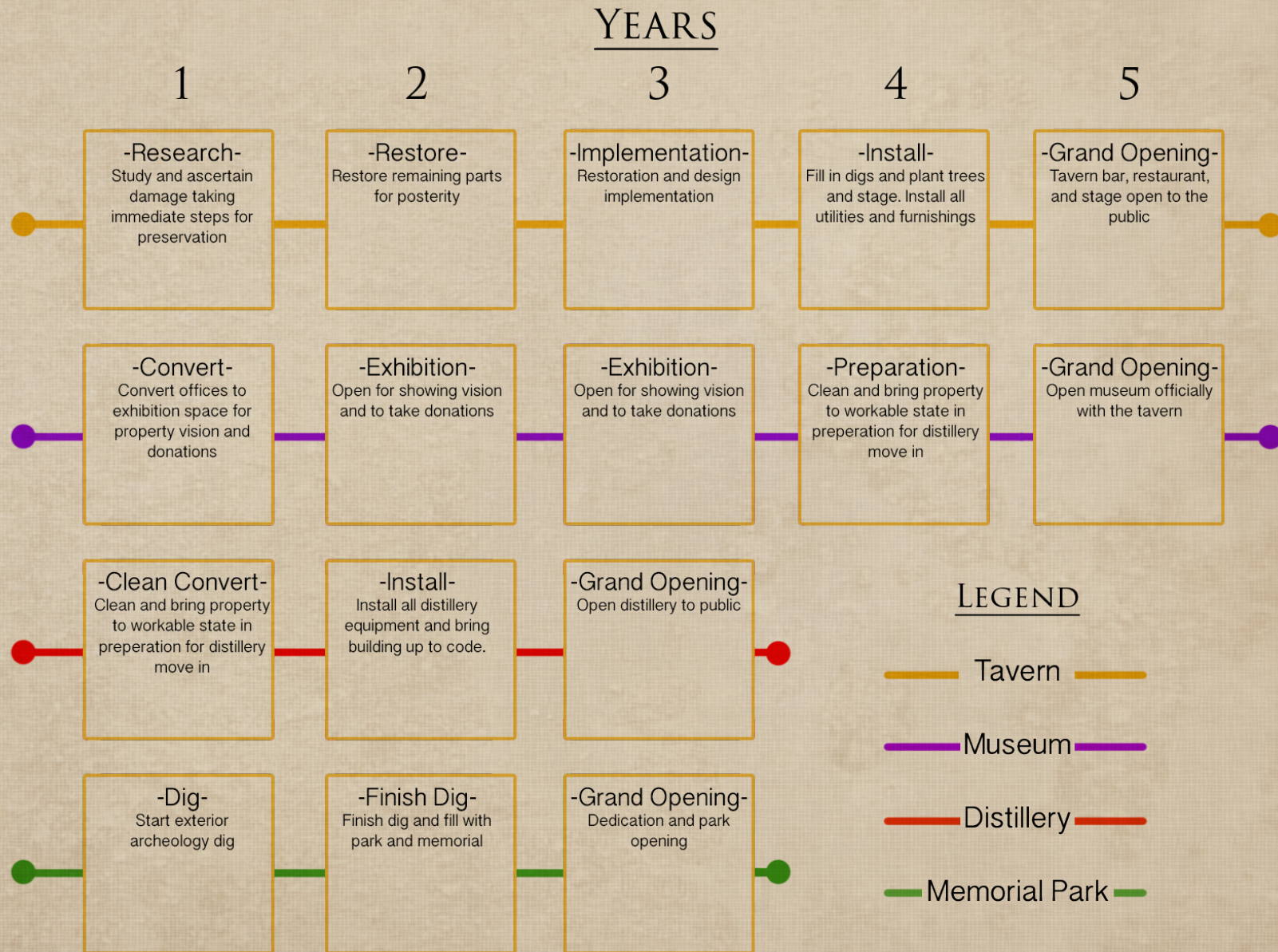
“Hyeholde is owned and operated by Barbara K.S. McKenna, daughter of the original builders and owners. Hyeholde was built as a home and a restaurant in the 1930s by William and Clara Kryskill from several magnificent old barns. It sits today on 4 acres of gardens and winding stone paths. Inside, great waxed beams, slate floors, stained glass windows, tapestries and crackling fireplaces create a warm and inviting atmosphere. The food is American inspired with a French education produced by numerous local farms.”

\*Photos from Hyeholde on Tripadvisor.





# FIVE YEAR PLAN





# TIMELINE

The five year plan (left) shows the proposed property timelines and benchmarks for the destinations and properties. The plan is that by year five, all properties will be open to the public, with the Warehouse Distillery opening first during year three.

The time estimates for the archeological digs and preservation are derived from the nearest and most recent archeological digs done in the area which were at the Fort Pitt Blockhouse. There were two digs done on the site. The first was done on the floor of the blockhouse in 2003, took around one month, and yielded 6,769 historic period artifacts. The second dig took place on the exterior in 2013. That dig only took three days and was meant to document the ground before being altered for installing a 250th anniversary garden. Around 1,000 artifacts were found. The blockhouse is significantly smaller than the Tavern, so the estimates are adjusted to match those figures. However, archeological digs are unpredictable and the timeline is only determined by what is found in realtime. For example, the Jamestown dig has lasted for about 20 years partly because of the importance of the site.

In order to assess how long the archeological dig will take, a 2-week-long minimum preliminary excavation of the deposits in one-meter and half-meter units throughout the Harris properties must be conducted. The investigation would intend to achieve four broad goals:

- To determine if the underlying soil of the property is undisturbed;
- To recover colonial and pre-colony frontier period artifacts;
- To ascertain how rich the property might be in artifacts and establish a timeline
- To compare samples inside tavern basement and structure exterior property

From here, we will be able to establish how long the full scale excavation will most likely take and what it will yield. Depending on what is found, the dig could be funded by another organization or foundation. If the property soil is indeed undisturbed, there might be thousands of artifacts underneath the surface that could tell us more about the history of the Tavern, early Pittsburgh, and Western Pennsylvania. \* (right) Image from excavation of the American Revolution museum.





# CONCLUSION

The early visitors of the Tavern could not have imagined what the future had in store for The Old Stone Tavern, Pittsburgh, and the United States. All have grown, all have sustained countless setbacks, and all have survived the trials of time. Pittsburgh has become one of America's greatest cities because of its investment in attracting the best the world has to offer. Eventually, the city will be bustling with more activity than it ever has before.

With so much emerging technology in our lives it is easy to forget the simple things that make us happy and to make our day worthwhile. Serenity, the state of being calm, peaceful, and untroubled, can be found in the sight of a warm hearth, the sound of laughter from family and friends, and feeling of knowing that you are exactly where you should be. The future generations of Pittsburgh are going to shape the world and they will continue to need serenity as they continue Pittsburgh's legacy of progress.

The Old Stone Tavern hopes to provide this serenity for generations to come. People will visit the Old Stone Tavern to hear stories, make memories, and pass down traditions. It will be a home for happiness and fond memories. It will be a flame that will light the passion of our connection with those who shape us and those who inspire us. The legacy of The Old Stone Tavern will never be forgotten as long as there are those who value and preserve it.

-Thomas Kelly, 2018

\* (right) Artistic rendering of the implemented tavern and surrounding area concepts of the West End at sunset.









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