

United States Department of the Interior

National Park Service

National Register of Historic Places Registration Form

1. Name of Property

Historic Name: Ford Motor Company Assembly PlantOther name/site number: NAName of related multiple property listing: NA

2. Location

Street & number: 5000 Baum BoulevardCity or town: PittsburghState: PACounty: AlleghenyNot for publication: ☐Vicinity: ☐

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this ☐ nomination ☐ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property ☐ meets ☐ does not meet the National Register criteria.

I recommend that this property be considered significant at the following levels of significance:

☐ national ☐ statewide ☐ local Applicable National Register Criteria: ☐ A ☐ B ☐ C ☐ D_____
Signature of certifying official/Title_____
Date_____
State or Federal agency / bureau or Tribal GovernmentIn my opinion, the property ☐ meets ☐ does not meet the National Register criteria._____
Signature of commenting or other official/Title_____
Date_____
State or Federal agency / bureau or Tribal Government

4. National Park Service Certification

I hereby certify that the property is:

___ entered in the National Register

___ determined eligible for the National Register

___ determined not eligible for the National Register.

___ removed from the National Register

___ other, explain: _____

Signature of the Keeper_____
Date of Action

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA

5. Classification

Ownership of Property

<input checked="" type="checkbox"/>	Private
<input type="checkbox"/>	Public - Local
<input type="checkbox"/>	Public - State
<input type="checkbox"/>	Public - Federal

Category of Property

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Number of Resources within Property

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	total

Number of contributing resources previously listed in the National Register: 0

6. Function or Use

Historic Functions: INDUSTRY/PROCESSING/EXTRACTION: manufacturing facility

Current Functions: VACANT: not in use

7. Description

Architectural Classification: Other

Principal Exterior Materials: Brick and terra cotta

Narrative Description

Summary

The Ford Motor Company Assembly Plant is a purpose-built, approximately 180,000 square-foot industrial plant constructed by Ford Motor Company in 1915 for use as a regional automobile assembly factory. The Plant was designed by John H. Graham, a noted specialist in reinforced concrete and the Ford Motor Company's corporate architect from 1913-1918. The Plant consists of an eight-story Main Building with an interconnected, six-story volume height Crane Shed, which was constructed concurrently and attached to the building's east side. Constructed of reinforced concrete, the Plant is faced in red brick, has a flat roof, and is prominently situated at the southeast corner of Baum Boulevard and Morewood Avenue in the Shadyside neighborhood of Pittsburgh, along the city's former "Automobile Row." The Plant has a slightly angled rectangular footprint, which occupies much of a lot that slopes steeply down from both west to east and from north to south to the Pennsylvania Railroad tracks. The Main Building housed open assembly areas and a street-level showroom. It has five floors above ground, plus a basement and two sub-basements. The Crane Shed features an internal 90-foot high crane bay, with historic multi-light steel windows on all sides and staggered steel landing platforms at each floor level of the interior west elevation. The Shed allowed for delivery of automobile parts via rail and space for a crane to lift them into the assembly areas of the Plant. Ford Motor Company sold the property in 1953. Since that time, various light industrial firms have made use of the building, until it was purchased by University of Pittsburgh Medical Center in 2006. The Plant is largely vacant at this time while it awaits rehabilitation. The property retains the integrity necessary to convey its significance, despite the change in ownership and introduction of new uses over time. There have been few substantial changes to the Plant's overall historic character, and it retains all aspects of integrity.

The Plant's elongated elevation fronts Baum Boulevard to the north; the large full-bay wide main entry opening (now infilled) was featured at the northwest corner. Today, pedestrian access continues via a man-door located in the center bay. The west elevation, also a primary and street-facing elevation, features the vehicular opening (now infilled) from which cars would exit the building after assembly and purchase. The two primary elevations have restored terra cotta and green and blue ceramic tile detailing, as well as parapets that once held the Ford Company's signage. Large window openings are separated by brick pilasters at each bay; the historic fenestration remains, although windows are recent replacements. Inside, the Main Building is generally characterized by exposed concrete structure and open plan floor areas with a regular grid of octagonal mushroom capped columns, although some offices areas have been defined, as is former showroom space. The Crane Shed at the Main Building's east side is set back slightly from Baum Boulevard; of similar construction and with similar detailing on the north elevation as that of the Main Building. It too has a rectangular footprint, although the elongated sides in this case run north-south to align with the Railroad, a partially extant spur of which enters the Shed's south side. Capped by a gabled roof, the Crane Shed features a six-story volume height space inside from grade to roof.

Setting

The Ford Motor Company Assembly Plant is approximately 3.5 miles east of downtown Pittsburgh in the city's Shadyside neighborhood and, importantly, is situated along what was once the area's famed early 20th-century 'Automobile Row' as this section of Baum Boulevard was known. Many of the other auto-associated resources along this corridor have been demolished.

Conspicuously located on a corner lot, the roughly 0.75-acre Ford Assembly Plant is on the northern half of a block bounded by Baum Boulevard to the north, Morewood Avenue to the west and Centre Boulevard to the south. The M.L.K. Jr. East Busway bounds the property to the east; this busway was established in 1983 and parallels the Pennsylvania Railroad immediately to its east; a partially extant rail spur enters the Plant's Crane Shed from the

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA

southeast of the building. Immediately to the Main Building's south, along Morewood Avenue, is an adjacent three-story light industrial building with a trapezoidal footprint that fills the southwestern third of the block. This adjacent building is neither historically nor functionally related to the Plant, and is not included within the nominated boundary.¹ In the south-central portion of the block is an elevated concrete surface lot which was used by the Ford Company for accessing the Plant's south side loading dock (removed), and loading entries from Centre Boulevard. The concrete surface lot structure is now, however, detached from the Plant due to removal of the loading dock in the 2000s. *The surface lot has a steep drive that runs eastward along Morehead Avenue then veers north connecting* to a paved area west of the busway and railroad and ending abruptly at the foot of the Crane Shed's south elevation. The remainder of the block is unpaved, with overgrown landscape on the steep grade that slopes downward from west towards the busway.

The Plant is situated amongst a mix of two-to-four story light industrial and commercial buildings that line Baum and Centre Boulevards, as well as the immediate vicinity of Morewood Avenue. The neighboring streets then give rise to residential areas further northwest, southwest and to the south. East of property and the railroad tracks is the University of Pittsburgh's substantial medical center (Shadyside campus).

As detailed above, the Plant occupies the northern half of the lot bound by Baum Boulevard to the north, Morewood Avenue to the west, Centre Avenue to the south and Pennsylvania Railroad tracks to the east. It appears that historically, covered loading platforms extended the length of the eastern portion of the property along the rail line to shelter parts as they were delivered. What is now unpaved open space immediately southeast of the Plant complex, sloping fairly steeply from Centre Avenue down to the rail line, was historically owned by Ford, but did not historically possess the overgrown character the landscape in this portion of the property has currently. The primary views of the complex, from Baum Boulevard and Morewood Avenue, only reveal five floors of the Main Building and the upper portion of the Crane Shed. The other levels are visible from fewer angles due to the sloping nature of the property and the elevation of Baum Boulevard and Centre Avenue over the busway and rail line.

Exterior Description

The Plant is a complex comprised of two components: an eight-story Main Building and an interconnected six-story volume height Crane Shed.

Main Building:

The Main Building is a five-story plus a basement and two sub-basement building. It is constructed of reinforced concrete with red common brick, face brick, a combination of historic and restored terra cotta, as well as green and blue tile detailing. It has a flat-slab reinforced concrete frame and large expanses of modern replacement windows. The building's exterior elevations are divided into four sections – the subbasements and basement (which are only visible from portions of the south and east elevations), the base (first floor), the shaft (second, third, and fourth floors), and cornice (fifth floor). The primary (north and west) elevations have veneered face brick that has been repointed in recent times and which feature restored terra cotta trim (in some cases this is replicated in cast stone) and green-colored tile accents. The south elevation is also faced with brick, but it having served as a rear loading

¹ The neighboring building at 5001 Baum Boulevard, though part of the same **tax** parcel today, is not historically associated with the Ford Motor Company Assembly Plant. That was the location of the Pittsburgh Battery Service Company as early as 1920, which advertised that they sold every make of battery. The 1951 Sanborn map shows that the building is being used for "printing". The chain of title shows that Murray and Gilda Reidbord purchased the building at **5000** Baum Boulevard in 1969. In 2006 they sold 5000 Baum and 5001 Baum to the University of Pittsburgh Medical Center. It is likely the Reidbords combined the parcels in the 1960s. Because the building is not historically associated with Ford's operation of the Plant, it is not included within the nominated boundary.

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA

area is devoid of any detailing or ornamentation. The building's east elevation is not visible as it shares a wall with the Crane Shed.

The Plant's primary elevations' (north and west) large window openings are separated by brick pilasters at each bay. The north elevation fronts Baum Boulevard and is eight bays long, with the easternmost bay angled slightly south. The building's main public entrance is at the northwest corner and features a central entry with sidelights (all currently infilled) and a cast stone frame that continues to the tripartite transom. The corner bay, slightly angled, features a large opening that extends to the ground and once provided street views to the interior showroom display area beyond.

The primary west elevation fronts Morewood Avenue and is five bays. Its northeast corner bay features a large opening to the ground, completing the other side of the former corner showroom area. A second, larger opening is at the center of the east elevation and once served as a vehicular egress from which assembled cars would exit the Plant directly to the street. The southernmost bay conceals an interior stair and has small rectangular windows at each level.

The primary elevations are otherwise similar in design, detailing and general fenestration. The cast stone detailing on these elevations replicates historic terra cotta detailing that was replaced in the 2000s. The street level (equivalent to first floor beyond) has a granite base at grade. The first floor is capped with a prominent string course of cast stone. At the roofline, the primary elevations are finished with segmental arches of cast stone that span each bay (between the brick pilasters). A denticulated cast stone cornice begins at the building's northeast elevation and wraps around to the length of the primary east elevation. The primary elevations also both feature a central parapet portion with a cast stone inlay. All street-level window openings along these elevations are large showrooms window openings with cast stone surrounds. These have received modern vinyl window displays highlighting the building and neighborhood's automotive history. Upper floors have large rectangular openings, reflecting the daylight factory concept of the period and surrounds of cast stone. All upper floor window openings have received modern fixed aluminum windows; the windows are delineated into quarters with modern fixed multi-light transoms.

The south elevation, a secondary elevation, is nine bays with lower levels obscured at the west end by the three-story unrelated building to the southwest. The remainder of the elevation fronts the site's surface lot. Each of the visible nine bays features a large window opening and each floor level (six of which are visible at this elevation) is delineated by a concrete band. Due to modern fire separation requirements, three bays of openings above the neighboring building have been infilled with concrete block. A metal overhang extends above the third and fourth bays from the east, reflective of the historic loading dock that once extended from here. The openings below street level (subbasement levels one and two) have also been infilled with concrete block.

The Plant's roof is flat with vinyl sheet covering and has a brick stair penthouse and a brick chimney that features terra cotta detailing at the southeast end.

Crane Shed:

The Crane Shed is six stories in height and is capped with a steel truss gable roof covered with corrugated metal. It shares a party wall at the west with the Main Building and therefore, only the north, east and south elevations are visible from the exterior. Fronting Baum Boulevard to the north, the Crane Shed's top two floors extend above street level. Its north elevation is three bays wide -- the square shaped openings are delineated by brick pilasters; all openings have been infilled with cement or concrete block. These floor levels however continue to feature the same

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA

brickwork and terra cotta and tile detailing as the Main Building's primary elevations, although in this case the terra cotta is historic. This detailing includes the terra cotta string course capping street level. This portion of the Plant is not accessible from the street (Baum Boulevard). Instead, exterior access to the Crane Shed is provided from the south. The south elevation has two large, central non-historic roll-up doors. A third, smaller historic roll-up door and a short concrete stair to a non-historic man-door is on the west side of the elevation. The building's east and south elevations feature large window openings on upper floors. Historic images indicate that originally as viewed from the exterior, window bays on the east elevation were separated by a cementitious material with embedded tiles featured in the banding between the top two levels. At the south side, this delineation between window bays transitioned to the use of corrugated metal panels. Both of these elevations have been covered in stucco, save for the top floor, which retains exposed historic industrial multilight steel windows, though they are in poor condition and missing many panes. The top floor window openings on the east elevation mimic the segmented arches on the Main Building's primary elevation. Historic images and physical evidence indicates the east elevation's tile and terra cotta detailing has been covered with stucco, damaged, or is missing.

Interior Description

Main Building:

The Main Building's interior is generally characterized by exposed concrete structure and open plan floor areas with a regular grid of exposed octagonal mushroom capped columns on square drop panels, although some offices areas have been defined, as is the former showroom space. Where ceilings have not been lowered in modern times, the standard floor to ceiling height is twelve feet in most instances. Finishes consist of concrete slab floors with painted, exposed concrete ceilings. Vertical circulation to the building's eight total stories is provided via multiple stairwells. A main concrete stair at the building's north end, near the former main (north) street-facing entrance includes decorative iron railings topped with a carved wood handrail.

A secondary stair flanked by freight elevators is at the building's east end and serves the whole building. A third staircase in the building's southwest corner provides access from the basement to the fifth floor. The southwest stair does not continue to the two subbasement levels, which feature a smaller footprint than the floors above. These secondary stairs are of concrete with metal pipe railings.

The first floor is divided into a showroom and office space at the north (front) end with an open factory floor area behind. Due to differing functions as well as the slope of the site, the ceiling height on the first floor varies. The main showroom entry at the building's northwest corner features a historic wood frame vestibule with a denticulated cornice. It has glazing on each side and paired full glaze doors that enter onto the showroom space. The showroom space's wood columns have historic embellished capitals and a coffered ceiling with globe pendant lights and non-historic tile floors. There are what appear to be historic office spaces partitions to the south of the front showroom space. The west area of the first floor includes a garage door (likely original) and an associated sloped concrete ramp for moving cars in and out of the former showroom to Morehead Avenue. A modern partition running east-west, divides the otherwise open space on the west side of the floor. The center portion of the first floor has several non-historic office partitions and ceilings in this portion are non-historic suspended lay-in ceilings concealing support systems. The first floor's east side abuts the Crane Shed. The original multi-light industrial steel windows are intact on this portion of the building allowing views into the Crane Shed space.

The second floor is largely open space with exposed concrete floor and evenly-spaced exposed octagonal mushroom-capped columns. Horizontal industrial fluorescent tube lights and three-blade ceiling fans are attached directly to the exposed concrete ceiling structure. There is a non-historic restroom to the east of the center stair. The

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA

north portion of the floor includes non-historic partition walls for office space. The ceiling in this portion of the building has a suspended lay-in ceiling and the floors are vinyl tile. A second office portion was established at the northeast corner of the building and has suspended lay-in ceilings and carpeted floor. Like the first floor, the east side of the second floor abuts the Crane Shed.

The third, fourth, and fifth floors are open plan and feature evenly-spaced exposed octagonal mushroom capped columns, exposed concrete floor, and exposed concrete ceiling structure with horizontal fluorescent tube lights. The east side of the fourth and fifth floors rises above the neighboring Crane Shed and features large modern windows like those of the primary elevations.

The building's basement is open plan with the building's trademark octagonal mushroom capped columns, evenly-spaced. There is a short metal platform at the south side of the building where the loading dock once connected to the building. There is a restroom at the northeast corner. Infill material has been installed in openings along the basement's east wall to separate it from the Crane Shed, which was originally accessible from this level.

The first subbasement is one level below the basement and has a smaller footprint than the rest of the building. The western portion has several non-historic partitions for offices with some suspended lay-in ceilings. There is a restroom at the northeast corner. The remainder of the space is open and features full-height ceilings and evenly-spaced octagonal mushroom capped columns.

The second subbasement is the lowest level of the building and has the smallest footprint. The north portion of the subbasement is open plan with evenly-spaced octagonal mushroom capped columns. A wall separates the from the south portion, which houses the air compressors and a work area. A small corridor on the south end separates the compressor room from the boiler room. The boiler room has brick walls and a near full-height steel door. There is evidence of a fire on this floor from a boiler explosion in the recent past. No structural damage is evident; damage was contained to smoke damage and partial loss of the eastern wall, which has been boarded.

Crane Shed:

The Crane Shed is accessed from the exterior by doors on its south elevation. The roll-up doors on the south align with an in-ground railroad spur that provided rail access from the neighboring rail line. The spur's rails continue through to the north end of the Shed, where a second roll-up door opening has since been infilled.

The south side man-door opens to a small, one-story interior enclosed room defined by corrugated metal and within the Shed. The room then opens into the Shed's full six-story height. There is access to the Main Building at its west side, where a since infilled roll-up door opening led to the second subbasement. There are six staggered, steel landing platforms on the west wall at each floor of the Main Building. An east-west occupiable overhead steel crane bridge spanning the width of the building at roof height is located at the north end. Openings below windows on the east and west sides of ground level are infilled with cement block. Though the exterior of the Crane Shed was covered in stucco, the original windows are intact when viewed from the interior.

Alterations/Integrity

Since Ford sold this property in 1953, the Plant has had several different tenants and uses, but has undergone limited changes. For example, interior changes are generally cosmetic, consisting of installation of some non-historic office partitions and associated non-historic floor finishes or dropped ceilings. The interior still features its mainly open plan floor levels, with its distinctive octagonal mushroom capped columns, and also retains its historic

vertical circulation. The current owner, University of Pittsburgh Medical Center, acquired the building in 2006 and undertook an exterior restoration program of the Main Building at that time. As described above, several window openings at the south elevation were infilled with concrete block to address fire separation requirements. Most other windows were replaced with new aluminum fixed windows and transoms that reflect, but do not replicate the original in design. At the rear, due to deterioration, the loading dock and connecting ramp to the concrete surface lot were removed and loading door openings received windows matching the other new windows. At the primary elevations, the metal awning at the historic main entry was removed and ground floor storefront openings were infilled to receive vinyl displays highlighting the building and neighborhood's automotive history. In addition, the face brick on the primary elevations of the Main Building was repointed, the green tiles were cleaned, and terra cotta was restored or replicated in-kind in cast stone.

Prior alterations include removal of the roof's water tower in the early 1960s and limited changes to the Crane Shed. Corrugated metal panels were removed from the Shed's south elevation and an application of a stucco finish was installed between windows at both the south and east; this occurred at an unknown time. In the early 1940s, a train shed that connected to the below grade level of the Crane Shed was also removed.

Despite the alterations described above, Ford Motor Company Assembly Plant retains all seven aspects of integrity, including location, setting, design and to a lesser extent materials and workmanship. The building remains in its historic **location** at the prominent corner of Baum Boulevard and Morehead Avenue. With the adjacent unrelated three-story building at the south, the railroad tracks to the east, albeit separated now via the recent busway, and other low-rise light industrial and commercial buildings in the immediate vicinity, the building retains integrity of **setting**. The building's **design** was based on a consistent standard that Ford Motor Company developed for its' assembly plants during the 19-teens. Ford assembly plants were built across the country during this period and though designs varied somewhat from location to location, in-house architects continuously implemented the use of reinforced concrete, large expanses of window openings and red brick veneer with terra cotta and tile detailing on the exterior. Interiors also typically feature mushroom-capped columned open plan interiors for assembly, with sales/showrooms provided on first floor. The Ford Motor Company Assembly Plant in Pittsburgh is a clear regional representative of this standard and furthermore, is reflective of the Ford focus on gravity-fed assembly due to its somewhat less common multi-story Crane Shed. The Plant retains integrity of **materials**. Although most windows are modern replacements, some steel windows remain on the Crane Shed. The historic materials of reinforced concrete as seen for example in the octagonal mushroom capped columns and throughout the exposed concrete structure of the assembly floor areas remain. The historic red face brick is intact and to a lesser extent, so are the terra cotta and color tiles. Integrity of **workmanship** remains and is characterized the red face brick, and terra cotta and tile detailing, some of which has been replicated in modern times and materials. With the above aspects taken together, the Plant continues to reflect the **feeling** and **association** of an early twentieth century Ford Motor Company assembly building.

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA

8. Statement of Significance

Applicable National Register Criteria

x	A	Property is associated with events that have made a significant contribution to the broad patterns of our history.
	B	Property is associated with the lives of persons significant in our past.
x	C	Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
	D	Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations: NA

Areas of Significance: Industry, Architecture

Period of Significance: 1915-1932

Significant Dates: 1915

Significant Person: NA

Cultural Affiliation: NA

Architect/Builder: John H. Graham, Sr.

Narrative Statement of Significance

Summary

The Ford Motor Company Assembly Plant in Pittsburgh was constructed in 1915 by and for Ford Motor Company during the company's first-factory building campaign for the manufacture of the Model T automobile. The Ford Motor Company Assembly is significant at the local level for industry (Criterion A). Specifically, the Plant is one of the few remaining automotive-related buildings and factories in Pittsburgh's east side Shadyside neighborhood along the famed "Automobile Row," – more than a mile-long stretch of Baum Boulevard – that featured motor car agencies, auto garages, dealerships, as well as several vehicular manufacturers beginning in the 1910s. The Ford Motor Company Assembly Plant maintained an important presence in the City's thriving automobile-related district for over a decade, employing some 300 people. A contemporary with the birth of Ford's assembly-line mass production techniques, the Plant is significant for its architecture (Criterion C), having been designed specifically as a regional or branch assembly plant for the assembly of automobiles through a vertical or gravity-fed process. The processes of both shipping complete sets of parts via rail to regional plants for assembly, as well as the gravity-fed system were pioneered by the Ford Motor Company in the early part of the twentieth century. The Plant, as a result, features flat-slab, reinforced concrete construction (in lieu of concrete post-and-beam structure), open floor plans with octagonal mushroom capped columns, and an impressive Crane Shed which held a traveling crane to hoist materials from an enclosed rail spur to various floors (in lieu of elevators, which were intended for auxiliary use only). The Plant also reflects Ford's implementation of dual-purpose buildings due to its historic use as both Model T assembly plant and Model T showroom (on first floor). As such, the Plant served as regional headquarters for Ford Motor Company during Ford's occupancy and remains a good local example of early twentieth century

manufacturing and business practices developed by a company with a national market. Ford Motor Company built 31 regional assembly plants throughout the nation during the early 1900s; the Plant in Pittsburgh is one of a limited number designed by John H. Graham, Sr. (1873-1955), a noted early specialist in reinforced concrete and the Ford Motor Company's corporate architect from 1913 to 1918. The Plant's period of significance extends from its date of construction, 1915 until 1932 when Ford ceased the Plant's assembly operations due to a combination of assembly process changes and the Great Depression, reducing the building's functions to sales and parts only.

Criterion A / Industry

The Ford Motor Company Assembly Plant served as regional headquarters for Ford Motor Company during Ford's occupancy and remains a good local representative of early twentieth century manufacturing and business practices developed by a company with a national market. Although Ford Motor Company built 31 regional assembly plants throughout the nation during the early 1900s, the Plant in Pittsburgh is significant as the only one in western Pennsylvania. The Ford Motor Company Assembly is also significant at the local level in the area of industry. Specifically, the Plant is one of the few remaining automotive-related buildings and factories in Pittsburgh's east side Shadyside neighborhood along the famed "Automobile Row," – a more than mile-long stretch of Baum Boulevard -- that featured motor car agencies, auto garages, dealerships, as well as several vehicular manufacturers beginning in the 1910s. The Ford Motor Company Assembly Plant maintained an important presence in the City's thriving automobile-related district for over a decade, employing some 300 people.

Ford's Innovation

The Plant is significant for the role it played in the evolution of industrial facilities for the automobile industry and specifically for Ford Motor Company. The introduction of Henry Ford's universal car, the Model T, led the way for automobile assembly. The Model T's standardized parts dictated the standardization of assembly and ushered principles of modern mass production. The process was further improved in 1913 with Ford's introduction of the moving assembly line and later refined with interchangeable parts, conveyers, and automation.

Ford's first introduced the system of a moving assembly line in 1913 at the headquarters at the Highland Park, Michigan Plant. The Highland Park Plant, built in 1908 for Model T production, was the first of many Ford buildings designed by architect Albert Kahn (1869-1942). Ford and Kahn worked closely on the design of his early factories and began a partnership that would last for 35 years.² At Highland Park, Henry Ford (1863-1947) along with his engineers explored principles of system, continuity, speed, and repetition for mass production to meet the demand for the Model T. Ford was continuously and concurrently exploring the best assembly methods, moving employees, machinery, and materials around the plant to better systemize and find the most efficient means of production. For example, a 1914 diagram of the Highland Park Plant shows a vertical or gravity-fed process where the third and fourth floors were used for preparing automobile components like fenders, gas tanks, hoods, wheels, tires, headlights, and floor boards for final assembly. Conveyers then moved those to the second floor where they were assembled into car bodies. A second conveyer then took the bodies to the first floor where the parts were connected to the chassis. Final assembly took place outside the building. A chute brought car bodies down to the chassis.³ Within eighteen months of the first moving assembly experiments at Highland Park, assembly lines were implemented in almost all of Ford's plants.

² Charles K. Hyde, "Assembly Line Architecture: Albert Kahn and the Evolution of the US Auto Factory, 1905-1940, *The Journal of the Society for Industrial Archeology*, Vol. 22, No. 2 (1996), p. 14.

³ Highland Park Ford Plant, National Register Nomination.

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA

The Ford Motor Company and Its Branch Houses

The introduction of Ford Motor Company's universal car, the Model T, in 1908 led the way for automobile assembly not only in Ford's main factories in Michigan, but eventually throughout the United States. This was because the Model T was designed with a series of standardized parts and an engine that was cast in one piece. Unlike earlier automobile designs, the Model T was not a luxury vehicle, making it the first widely-available and demanded automobile. The design lent itself to Ford's revolutionary application of mass production. More than large-scale production with interchangeable parts, Ford's mass production focused the manufacturing process on power, accuracy, economy, continuity, system speed, and repetition.⁴ These mechanisms would soon together provide for the company's ability to expand.

In December 1911, the Ford Board of Directors voted to send Ford's General Manager James Couzens (1872-1936) to California in "the interest of establishing Branch Houses, Warehouses, or to make other arrangements for the handling of our business as may seem necessary."⁵ When he returned, Couzens presented his conclusion: the company should initiate assembly of automobiles in multiple locations instead of shipping complete vehicles from the Highland Park Factory. He had already preemptively purchased four West Coast properties and the Board further supported the approach by encouraging stockholders to authorize the spending of "fifteen percent net earnings of the Company each year...for the purpose of developing this plan."⁶

The Ford approach was to construct assembly plants in strategic trade centers and the expansion plan continued in following years. Between 1912 and the outbreak of World War I, Ford built 31 assembly plants around the United States and Canada. In 1913 Ford opened assembly plants in Cambridge (Mass.), Chicago, Denver, Los Angeles, Memphis, Minneapolis, Philadelphia, Portland, St. Louis, San Francisco and Seattle. Three more were constructed the following year – Columbus, Dallas, and Houston. In 1915, eight more assembly plants opened-- in Atlanta, Cincinnati, Cleveland, Fargo, Indianapolis, Louisville, and Pittsburgh. By 1917, Ford was assembling cars in twenty-nine cities outside of Detroit.⁷

As described by Ford, assembly plants or sometimes referred to as branch factories, "receive standard parts from the manufacturing plants and assemble them into finished cars and trucks. This calls for chassis assembly, body building and all paint trim and upholstery work [at the branch factories]...The branches all operate under the same system, the same standard tools, and build cars in the same way."⁸ The overarching Ford policy was to therefore manufacture individual parts near the source of the supply, but assemble the parts into cars near their point of distribution. Regional assembly plants hence ordered manufactured parts from Detroit thereby reducing overall transportation costs. Salesmen, both those in the plants' showrooms as well as Ford dealers within the branches' regional territory, worked closely with the assembly plant employees and reported their orders daily to ensure plants were assembling quantities on par with the regionalized consumer demands. As the assembly plants (branches) grew numerous, Ford achieved better control of the business, in direct contrast perhaps to companies who utilized wholesale distributors for distribution and/or sales. In addition, because each Ford branch supervised Ford dealers in its territory, a high and consistent standard of service was achieved. As a result, the percentage of the sales handled by branches, steadily climbed. By 1913, branches were handling over seventy-five percent of sales.⁹

⁴ Allan Nevins, *Ford: The Times, The Man, The Company* (New York: Charles Scribner's Sons, 1954), 402.

⁵ James M. Rubenstein, *The Changing US Auto Industry: A Geographical Analysis*, (New York: Rutledge, 1992), 60.

⁶ *Ibid.*, 61.

⁷ *Ibid.*, 62.

⁸ Henry Ford with S. Crowther, *Today and Tomorrow* (London: William Heinemann, 1926), 117.

⁹ Nevins, *Ford: The Times, The Man, The Company*, 402.

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA

In the following years, Ford extended reach to both coasts. During the rapid growth of the company and its aggressive expansion across the country, Ford began to work with architects beside Albert Kahn. For the construction of the Seattle plant in 1913, Ford hired a local Seattle architect, John Graham, Sr. Graham, like Khan, was known to be an early specialist in reinforced concrete. Graham designed several Seattle area buildings in the early 1900s, using the technique including Lyon Building (1907 with David J. Myers; NRHP 1995), Bellingham National Bank (1912; NRHP, 1983) and Joshua Green Building (1913), making him an appropriate choice for Ford's assembly plant campaign architect. And, though not a reinforced concrete building, one of Graham's other early designs that may have also been of interest to Ford was the Agen Warehouse (1910; NRHP 1998). As described in the National Register nomination, the Agen Warehouse's design is particularly interesting in that its loading docks are adjacent to extant spur lines for railroad freight cars and directly across the street from a shipping facility. The nomination explains, "the location of the warehouse building along the railroad with its own docking facility...provides an understanding of the workings of trade and commerce when the railroad, sail and steamships formed an essential link between the producer or the manufacturer and the distributor, and efficiency was a function of how close the factory and storage facilities were from the freight cars and shipping lines."¹⁰ This warehouse's relationship to existing infrastructure may have piqued the interest of Henry Ford due to his ongoing effort to improve production and assembly for Ford Motor Company. After the completion of the Ford Motor Assembly Plant in Seattle, Graham became the supervising architect for Ford.

Automobiles, Industry and Pittsburgh

The Ford Motor Assembly Plant was not Pittsburgh's first foray into the world of the automobile. Both the Commonwealth of Pennsylvania and Pittsburgh had been involved with the development of the automobile as well as paved roads for express use by automobiles for some time. Between 1903 and 1911, Pennsylvania took the national lead in creating a modern road system, establishing a Department of Highways, requiring automobile licenses, and taking over more than 8,000 miles of highway for maintenance and improvement.¹¹ The Lincoln Highway, designed in 1913, connected Philadelphia to Pittsburgh and stretched from New York City to Pittsburgh. And, although most often noted for its steel production, Pittsburgh and the Allegheny region did play a role in the developing and manufacturing of early automobiles. Before World War I, Detroit's car industry dominance had not been established. Cities such as Chicago, Cleveland, and Pittsburgh each developed their own regional automotive industries. Between 1890 and 1910, the automobile manufacturing industry that emerged in Pittsburgh consisted of small, independent car makers. In 1897, a group of businessmen formed the Pittsburgh Motor Vehicle Company (renamed Autocar in 1900; Autocar produced cars only until 1911, specializing instead in trucks from then on). This firm's first vehicle was a three-wheel, gasoline driven with a wicker body holding two people with a bicycle seat for the driver at the rear. It was changed to a four-wheel in 1898 and to a regular runabout body in 1899.¹²

In 1903, the steam-powered Artzberger car was invented by the Foster-Artzberger Automobile Company.¹³ The Pittsburgh area seemed an ideal place for the automotive industry due to its easy access to raw materials, coal, railways, and trained workers, as well as an interested consumer base. Pittsburgh's first motorized cars made their appearance on city streets in 1909. In 1910, Dr. John Lehner of the South Side was the first to purchase a Model T. A few years later, the *Pittsburgh Press* added an automotive section to its Sunday editorial pages.¹⁴ Around this

¹⁰ The Agen Warehouse, National Register Nomination, 1998, p.14.

¹¹ Pennsylvania Historical and Museum Commission, "Pennsylvania History: 1861-1945: Era of Industrial Ascendancy: Roads," <http://www.phmc.state.pa.us/portal/communities/pa-history/1861-1945.html>, accessed January 23, 2018.

¹² "History of Early American Automobile Industry, 1891-1929: Chapter 5." <http://www.earlyamericanautomobiles.com/americanautomobiles5.htm>, accessed February 2, 2018.

¹³ Margaret J. Krauss, "On the Road Again: What Pittsburgh Has to Do With Cars," July 10, 2015, <http://wesa.fm/post/road-again-what-pittsburgh-has-do-cars#stream/0>, accessed January 23, 2018. The Foster-Artzberger Automobile Company was based in Allegheny City, Pennsylvania located across the Allegheny river from downtown Pittsburgh.

¹⁴ *Ibid.*

time, the *Pittsburgh Post* boasted that the region was “one of the leading Auto Trade Centers in the US,” having spent over \$3million in expenditures on new automobiles.¹⁵

Although the fledgling local automobile manufacturers and the local market proved positive, Pittsburgh’s locally-developed automobile industry did not continue. The region’s success in steel manufacturing may have made potential investors complacent. Local business magnates such as Henry Clay Frick (1849-1919) and Andrew Carnegie (1835-1919) recognized the motor vehicle’s promising technologies but chose *not* to invest in the burgeoning industry.¹⁶

Despite lack of interest from local investors in the local automobile manufacturing industry, Pittsburgh’s love affair with the car continued as did its contributions to automobile infrastructure. In 1913, for example, Pittsburgh-based Gulf Oil opened the first drive-in gas station in the nation at the intersection of Baum Boulevard and Saint Clair Street. Though other locations sold gas, the Baum station was the first to cater to the motorist and was staffed 24 hours a day. The car began to transform everyday life and shaped the development of Pittsburgh’s “Automobile Row.”¹⁷

As more and more automobiles began to appear on Pittsburgh’s streets, businesses to service and supply them emerged in Pittsburgh’s East End, especially in the East End neighborhood of Shadyside. Most of these existed along a section of Baum Boulevard and Centre Avenue that had originally served the horse and carriage trade. The area naturally and easily transitioned to the automobile trade, with 1911 Sanborn Fire Insurance Maps indicating the former horse/carriage buildings had become auto garages and auto shops. This area of the City soon came to be known as “Automobile Row.” And, it was here that Ford would construct its regional branch assembly plant.

By 1909 Ford had established a sales and parts branch location at Highland Avenue, north of the City’s downtown. In 1911 this was moved to 5925 Baum Boulevard -- a two-story commercial building across from Trade Street. (The sales and part branch would close when the new assembly plant was completed.)

With local investors not focused on furthering the local automobile industry, the City initiated efforts to woo automobile manufacturers from elsewhere. In 1913, Henry Ford met with the city’s Industrial Development Corporation (PIDC). Established by the city’s Chamber of Commerce in 1911, PIDC was charged with attracting new industries to the city to reinvigorate the overspecialized [steel] economy.¹⁸ The PIDC was anxious for Ford to open an assembly plant in Pittsburgh’s East End (Shadyside).¹⁹ This location was appropriate and considered highly desirable because it aligned with the new transcontinental Lincoln extension and Automobile Row was steadily growing and becoming the center for the industry in the region.²⁰ The construction of a national company’s assembly plant on the Row would certainly solidify Automobile Row’s importance.

¹⁵ Charles Lanigan, “The Early Automotive Industry in Southwestern Pennsylvania,” *Western Pennsylvania History Magazine*, Winter (2003): 29-39.

¹⁶ Lanigan, “The Early Automotive Industry,” 37.

¹⁷ Margaret J. Krauss, “On the Road Again: What Pittsburgh Has to Do With Cars,” *WESA NPR*, July 10, 2015, <http://wesa.fm/post/road-again-what-pittsburgh-has-do-cars#stream/0>, accessed January 23, 2018.

¹⁸ David Cannadine, *Mellon: An American Life* (New York: Vintage Books, 2006), 237.

¹⁹ Lanigan, “The Early Automotive Industry,” 37.

²⁰ Butko, 299.

Pittsburgh's Shadyside and 'Automobile Row'

Shadyside, located approximately 3.6 miles east of Pittsburgh's downtown was established around 1860.²¹ The area got its name from a farm owned by Rachel and Thomas Aiken, referred to as Shadyside.²² The need for faster shipment of goods west to Philadelphia created conditions for the development of a farming community in the area. In 1852, the Pennsylvania Railroad opened a line through the area, separating Shadyside from neighboring Bloomfield. It connected to an existing canal system, easing the transport of goods west. The Aiken family owned many acres of land in the area and Thomas Aiken (1815-1873) recognized that the railroad created opportunity to provide affluent families in nearby Pittsburgh a place for their families to live in the country while having easy access to the city. By the early 1860s a station was built and named the Shady Side station. Suburban estates sprang up in conjunction with the railroad; the area had a population of 2,272 by 1870. Shadyside was formally annexed by Pittsburgh in 1868 and neighborhood institutions followed. The Shadyside Presbyterian Church opened in 1867; the Pennsylvania Female College opened in 1869; and Shady Side Classical Academy opened in 1885. As the community grew, infrastructure improvements were carried out, including roadwork, streetcar, and sewer work. In 1908, a footbridge was constructed over the Pennsylvania Railroad at Graham Street so residents could safely cross the tracks. A commercial corridor developed along Centre Avenue and Baum Boulevard. Industry, like the Manufactures Power Company and Zatek Chocolate Company, built up around the railroad tracks and former farm and estate land transformed into urban industrial development.²³

Automobile Row, in the heart of the Shadyside neighborhood extended over a mile along Baum Boulevard. The beginning of Automobile Row was marked by the Automobile Club of Pittsburgh building which was situated at the northeast corner of Baum Boulevard and Beatty Street, opposite the Motor Square Garden (which became headquarters of the Pittsburgh branch of the American Automobile Association from 1915). "Automobile Row" contained motor car agencies, auto garages, and dealers. "For more than a mile, this section of Baum Street or Baum Boulevard," was the "'Automobile Row' of Pittsburgh; and even a run through without stop impresses the stranger with the number and variety of motor agencies, many occupying their own large and costly buildings," exclaimed a motor travel publication of 1919.²⁴ Such motor-related businesses include an Autocar truck assembly, sales and service plant on the northwest corner of Liberty Avenue and Baum; Pierpoint Motor Company -- a Hudson and Essex distributor (Hudson Motor Company)-- on the northeast corner of Melwood Street; a Studebaker showroom at the southeast corner of Enfield Street; and Packard sales and service at the northwest corner of Enfield.²⁵ The Ford Motor Company's Assembly Plant was the only national car assembly on Automobile Row.

The Ford Motor Company's Assembly Plant was erected at corner of present-day Baum Boulevard and Morewood Avenue on the site of the former estate of Alexander Bradley (1821-1899), a stove maker. By 1911 the site was owned by real estate developer SM Willock and Morewood Avenue was extended south, subdividing the former estate. At that time, Baum Boulevard west of Liberty Avenue was called Atherton Avenue. As Automobile Row continued to grow, the Atherton Avenue Bridge was constructed to cross the Pennsylvania Railroad, joining Baum Boulevard and Atherton Avenue in 1913, just north of the future Ford Motor Company's Assembly Plant. Shortly thereafter, Atherton was renamed Baum Boulevard.

²¹ "An Atlas of the Shadyside Neighborhood of Pittsburgh 1977," (Pittsburgh: Pittsburgh Neighborhood Alliance, 1977) 1.

²² "Pittsburgh Today Made Up of Many Villages," *Pittsburgh Post Gazette*, January 14, 1953.

²³ Donald Doherty, *Images of America: Pittsburgh's Shadyside*, (Charleston, SC: Arcadia Publishing, 2008), 1.

²⁴ "Through Wilksburg Into the 'East End' of Pittsburgh," *Motor Travel*, Vol.11, No. 4 (July 1919): 34-36.

²⁵ Brian Butko, *Greetings from the Lincoln Highway: A Road Trip Celebration of America's First Coast-to-Coast Highway*, (Mechanicsburg, PA: Stackpole Books, 2005), 73.

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA

The Pittsburgh Plant Development

In 1915, the Pittsburgh plant was erected at the cost of half a million dollars and exhibited an important and predominant presence on Automobile Row.²⁶ When completed, it was the sixth largest in the chain of Ford Assembly Plants.²⁷ Approximately 300 men worked on the assembly line, assembling a car every one-and-a-half minutes. The service stock carried by the plant (inclusive of its' authorized dealers, and service stations in the Pittsburgh territory) was valued at over a quarter million dollars.²⁸

The Pittsburgh plant was designed by Graham. In general, earlier, Kahn-designed factory buildings at Ford's Highland Park location served as the baseline – partial models – for all subsequent Ford Assembly plant designs, including the Pittsburgh plant. (Plant layouts in fact were planned by company executives and production engineers familiar with the assembly requirements that had been tested at the Highland Park plant and that were ultimately chosen to be implemented elsewhere. Those requirements were then turned over to the corporate architect to make site-specific plans.)

It is not surprising therefore that the Pittsburgh plant has many similarities with earlier and other assembly plants, like large daylight factory fenestration, the use of face brick, a decorative cornice, and terra-cotta and tile detailing. The building's dual purpose as a showroom and assembly floor(s) was also a typical set-up implemented by Ford. Graham's interior detailing, including the ornamented main stairway and column capitals in the showroom space help further this distinction, distinguishing the public space from the functional space.

By 1924, Ford had sold its ten millionth car in the nation and was claimed to be the most significant car company at that time.²⁹ The Plant on Automobile Row contributed directly to Ford's prominence, especially in the local market. At this time, more than 2,700 authorized Ford and Lincoln dealers made the Pittsburgh branch their base of operation, as did service stations in 37 counties in four states.³⁰ In 1925 there were 60,000 Ford cars; 2,300 Ford trucks; 6,900 Ford tractors; and 300 Lincoln cars in the Pittsburgh branch plant's territory, practically all of them assembled in the Ford Motor Company Assembly Plant on Baum Boulevard.³¹

The multi-story assembly building configuration used in Ford's Plant on Baum Boulevard, however, was soon made obsolete by innovations in engineering and Ford's continuous improvements in the 'moving assembly.' Beginning in the 1920s, Ford had actually already embarked on a second major period of construction, remodeling certain earlier buildings where possible -- but in most cases, constructing new one-story, steel-frame facilities. Assembly plant production overall was further impacted by the Great Depression. Assembly operations in the Pittsburgh Plant continued only until November 1932.³²

The Plant, post-1932

The branch then operated as a sales and/or sales and parts branch until the building was sold in 1953.³³

After the sale, it served a number of light industrial uses. It was used as a motor supply store for a few years, then several offices, a party supply store, a clothing manufacturer, and a printing company. University of Pittsburgh

²⁶ "Ford Pittsburgh Plant to be Enlarged," *The Horseless Age*, Vol 36 (July 28, 1915):117.

²⁷ George Thornton Fleming, *History of Pittsburgh and Environs*, (New York: American Historical Society, Inc., 1922), 659.

²⁸ "Pittsburgh Ford Branch Invites Public Inspection During Open House Week," *Pittsburgh Press* (Pittsburgh, PA), November 8, 1925.

²⁹ "Ten Millionth Ford Due Here Today on Cross Country Run," *Pittsburgh Post Gazette* (Pittsburgh, PA), June 21, 1924.

³⁰ *Ibid.*

³¹ "Pittsburgh Ford Branch Invites Public Inspection During Open House Week," *Pittsburgh Press* (Pittsburgh, PA), November 8, 1925.

³² "History of Pittsburgh Branch Report," (Pittsburgh: Ford, 1941).

³³ *Ibid.*

Ford Motor Company Assembly Plant

Allegheny Co., PA

Medical Center Presbyterian Shadyside purchased the site in 2006 with the intent to convert it to medical research facilities. The building has, however, since remained vacant.

Ford in Pennsylvania

The Ford Motor Company's presence in Pennsylvania began in 1906, when a location was established at the corner of Broad and Buttonwood Streets in Philadelphia. Like the initial Pittsburgh presence, this location was limited to auto sales. A Philadelphia plant was constructed in 1914 at the corner of Broad Street and Lehigh Avenue.³⁴

Designed by Albert Kahn, the 10-story triangular building fronts Broad Street on the sunken Philadelphia and Reading Railroad right-of-way.³⁵ The reinforced concrete building was constructed using what was called the "Kahn System," developed by Albert Kahn's brother Julius at the turn of the twentieth century. The new method of construction allowed building designs with large floor plates and height - perfect for modern manufacturing.

Though designed by Kahn, the Philadelphia plant shares many of the same elements seen in the Pittsburgh plant such as the use of red common and face brick, the same terra cotta detailing, and the use of large expansive windows, including the terra cotta arch detail at the top story windows. Also like the Pittsburgh plant, the Philadelphia plant was strategically located on a sloped site with access to the rail line.³⁶ The Philadelphia plant did not feature a craneway like seen at the Pittsburgh plant and instead had space inside its single 10-story building for four rail cars to enter the rail side of the building.³⁷

The Philadelphia plant followed a similar production model implemented at the Pittsburgh plant and assembled auto tops and bodies on the lower floors and painted and upholstered on the upper floors. Auto production at the Philadelphia plant was partially interrupted by the United States' entry into World War I in 1917. The Ordnance Department struck a deal with Ford to use the plant to manufacture Army helmets, eye guards, body armor, and machine gun trucks.³⁸ After the war, the increased demand for vehicles and the changing manufacturing technology instituted by Ford caused the Philadelphia plant to close in June 1927.³⁹ In August 1927, the Ford assembly plant moved to Chester, Pennsylvania. The Philadelphia plant was used subsequently as storage and then sold the building to the Mack Warehouse Corporation in 1941.⁴⁰ The Philadelphia plant was used by a clothing manufacturer, Joseph H. Cohen & Sons from 1950-1986. Cohen & Sons sold the building in 1989 and it has remained vacant since then.⁴¹

Assembly operations began at the Chester plant in August 1928.⁴² Built as part of the second phase of assembly plant design, the Chester plant was one story to accommodate Ford's refined horizontal process. The horizontal process responded to Ford's improvements to the 'moving assembly' model. Unlike the Philadelphia and Pittsburgh plants, assembly took place on a single story and among several buildings. Located on the Delaware River, the new plant allowed for two sea-going ships to be berthed at the plant pier. The pier included two steel loading masts to transfer cargo from conveyers and railroad gondolas to ship holds. Major car parts came to the Chester plant from

³⁴ <http://www.oldchesterpa.com/ford.htm>

³⁵ <https://hiddencityphila.org/2013/09/broad-lehighs-landmark-botany-500-building-awaiting-its-next-life/>

³⁶ Bradley Maule, "Broad & Lehigh's Landmark Botany 500 Building, Awaiting Its Next Life," September 04, 2013, *Hidden City*, <https://hiddencityphila.org/2013/09/broad-lehighs-landmark-botany-500-building-awaiting-its-next-life/>.

³⁷ "Old Chester, PA Ford Motor Company," <http://www.oldchesterpa.com/ford.htm>

³⁸ Maule, Ibid.

³⁹ "Old Chester," Ibid.

⁴⁰ Ibid.

⁴¹ Maule, Ibid.

⁴² "Old Chester," Ibid.

the River Rouge plant in Michigan. Automobiles assembled in Chester were distributed to half of Pennsylvania and New Jersey, all of Delaware, the eastern shore of Maryland, Washington DC, and the northern section of Virginia.⁴³

In February 1942, Ford signed a contract with the Ordnance Department to modify and prepare for export 10,000 tanks and military vehicles at the Chester plant in support of World War II.⁴⁴ After the war, the plant was busy due to the regional demand for automobiles created by the postwar baby boom, the expanding middle class, and suburbanization.⁴⁵ The Chester plant closed in 1961 when its operations were consolidated with the plant in Mahwah, New Jersey.⁴⁶ The Chester plant was demolished in 2005.

Unique among other Pennsylvania examples, the Pittsburgh plant is a good local example of the influence of Ford's manufacturing practice in the region. The only example in western Pennsylvania, it is further notable for being a design by John H. Graham, Sr. and not Albert Kahn. Furthermore, it is one of few examples of a Ford assembly plant that features a Crane Shed.

Criterion C / Architecture

A contemporary with the birth of Ford's assembly-line mass production techniques, the Plant is significant for its architecture and engineering advancement, having been designed specifically as a regional or branch assembly plant for the assembly of automobiles through a vertical or gravity-fed process, refined at this location.

The Pittsburgh Plant Design

John H. Graham, a noted specialist in reinforced concrete was the Ford Motor Company's corporate architect from 1913-1918. As supervising architect for Ford, one of Graham's early projects was the six-story addition of a Crane Shed to the Highland Park plant in 1914. As part of Ford's continuous refinement to the assembly process, the Crane Shed changed the gravity-fed process of the assembly line. Likely building on the experience of constructing early assembly plants that capitalized on railways and shipping, the development of the craneway at Highland Park also served as an experiment on how to make assembly more efficient and how to better move materials within the assembly plants. Ford was previously having problems unloading automobile parts, distributing them within the plant, and then loading finished materials from the plant into railcars. To address the issues, the building design that was adopted was multi-story with duplicated floorplans, all of which were joined by a craneway. The craneway was a full-height building from track to roof with a crane runway immediately under the roof girders. The craneway was the connecting link between floors and eliminated a reliance on elevators to move goods.

After installation at Highland Park, a craneway was included in the design for Ford Motor Assembly Plant in Chicago (1914), also designed by Graham. The innovative use of the craneway design, exhibited at the Chicago Plant, as well as the Chicago Plant's construction method were lauded in contemporary trade publications. The "unusual craneway"⁴⁷ included a center track from where materials were delivered into the assembly areas of the Plant. A crane traveled the length of the building. The defining feature of the space was loading platforms at each floor (see Historic Image # 7). Each platform was arranged at different lengths and were also staggered so as not to interfere with each other.⁴⁸ The crane was able to deliver materials to each platform, distributing to the appropriate floor for required assembly.

⁴³ Ibid.

⁴⁴ Ibid.

⁴⁵ Stephen Nepa, "Automotive Manufacturing," *The Encyclopedia of Greater Philadelphia*, <http://philadelphiaencyclopedia.org/archive/automotive-manufacturing/>

⁴⁶ Ibid.

⁴⁷ Iron Age, 1915, p. 903.

⁴⁸ Iron Age, 1915, p.903.

Aside from providing the innovations in efficient product movement, the Chicago assembly plant was also noted as “unusually interesting from the standpoint of reinforced concrete construction.”⁴⁹ This was for its use of the ‘Akme’ system of concrete slab construction, one of the earliest systems of concrete slab construction. Concrete slabs in this type of construction were generally 11-inches thick and designed for a live load of 150 pounds per square foot. Slabs were carried on reinforced concrete octagonal mushroom capped columns topped with a seven-foot square plate (of concrete) that was nine-inches thick. The slabs were ‘two-way’ with bars running both longitudinally and transverse in rectangular bays. Parallel bars ran across the entire system of bays, with some bars bent up at their supports-- either the columns or the band of reinforcing connecting the column-- to account for negative-movement tension at the top of the slab.⁵⁰ Both of these ‘unusual’ design and construction techniques were implemented in Graham’s future projects, including that of Pittsburgh’s assembly plant.

As utilized in the Chicago plant, Graham continued use of the Akme concrete slab construction system in Pittsburgh a year later. Thus, the Plant has thick concrete slab floors and octagonal columns topped with square plates in a regular, repeated pattern at each floor. In addition, the Plant’s location near the Pennsylvania Railroad supported the construction of a Crane Shed to house the craneway. Like the multi-story craneways in Highland Park and Chicago, the Pittsburgh craneway was designed for a center rail track to deliver goods to be distributed to different levels. The center crane could deliver material loads at each floor’s loading platform for the vertical assembly process. In the case of the Pittsburgh Plant, such parts were distributed as follows to accommodate each level’s function: the top floors (fourth and fifth floors) housed enameling, painting, and upholstery. The third floor was the assembly line, top building, and wheel painting. The second floor housed repair areas, parts, and stock. Automobile frames were unloaded to the basement where body assembly, frame painting, and storage took place. The first floor housed the offices, garage, shipping and carpentry units as well as the public showroom.

Aside from Seattle, Chicago and Pittsburgh, and the craneway addition at Highland Park, Graham is credited with designing eight (8) other Ford assembly plants. Several more built during his tenure as supervising architect may be Graham’s work, but have not been attributed to him. Of the eleven of his confirmed designs, three are individually listed in the National Register – those in Cleveland (1915), Atlanta (1915), and Cincinnati (1915). One additional plant is a contributing resource to a National Register District - Fargo (1914). Of those listed, existing street view photography suggests only three feature a Crane Shed and their nominations fail to fully describe the role of the craneway or synthesize how the craneway was a major component to the plant design for the vertical/gravity-fed assembly process within.

Interestingly, the use of a multi-story Crane Shed for the gravity-fed system soon became obsolete for Ford production. Improvements to Ford’s ‘moving assembly’ during this same time consisted of new horizontal processes which would ultimately make one-story plants more efficient and desirable. Ford’s initial building campaign and expansion halted, too, due to the nation’s entry into World War I. The collaboration between Ford and Graham hence ended as well in 1918 and Graham returned to Seattle.

John Graham

John Graham was born in 1873 in Liverpool, England and moved to Seattle in 1897.⁵¹ He received no academic training in architecture, but in 1904 formed a partnership with David J. Myers (1872-1939), designing three apartment buildings and two homes. By 1910, Graham was practicing on his own, and designed the Joshua Green

⁴⁹ Iron Age, 1915, p. 903.

⁵⁰ Freidman, p. 146.

⁵¹ Heather M. MacIntosh, “Graham, John Sr. (1873-1955),” November 2, 1998, <http://www.historylink.org/File/124>, accessed January 19, 2018.

Ford Motor Company Assembly Plant

Allegheny Co., PA

Building (1910) in downtown Seattle. It is not clear how Henry Ford and Graham met, but Ford hired him to design the Seattle assembly plant in 1913.

After World War I, having previously ended his tenure with Ford, Graham continued to work in Seattle and quickly became a prolific and celebrated local commercial architect. His subsequent work includes many prominent Seattle buildings such as, Frederick and Nelson Department Store (1918), Physics Hall at the University of Washington (1927), Bon Marche Department Store (1927, National Register-listed 2016), and the Exchange Building (1930).

9. Major Bibliographic References

Books

Butko, Brian. *Greetings from the Lincoln Highway: A Road Trip Celebration of America's First Coast-to-Coast Highway*. Mechanicsburg, PA: Stackpole Books, 2005.

Cannadine, David. *Mellon: An American Life*. New York: Vintage Books, 2006.

Doherty, Donald. *Images of America: Pittsburgh's Shadyside*. Charleston, SC: Arcadia Publishing, 2008.

Ford, Henry with S. Crowther, *Today and Tomorrow*. London: Willian Heinemann, 1926.

Hildebrand, Grant. "John Graham, Sr.," *Shaping Seattle Architecture: A Historical Guide to the Architects*, ed. by Jeffrey Karl Ochsner. Seattle: University of Washington Press, 1994.

Nevins, Allan. *Ford: The Times, The Man, The Company*. New York: Charles Schribner's Sons, 1954.

Rubenstein, James M. *The Changing US Auto Industry: A Geographical Analysis*. New York: Rutledge, 1992.

Thornton Fleming, George. *History of Pittsburgh and Environs*. New York: American Historical Society, Inc., 1922.

Periodicals

"A New Development in Factory Buildings: The Evolution Growing out of Methods of Handling Materials and Involving Vertical Units Rather than Horizontal Expansion." *The Iron Age*, Vol 93, April 19, 1914.

"Ford Pittsburgh Plant to be Enlarged." *The Horseless Age*, Vol 36, July 28, 1915.

"History of Pittsburgh Branch Report," Reported March 1941. *The Benson Ford Research Center*, Dearborn, MI.

Lanigan, Charles. "The Early Automotive Industry in Southwestern Pennsylvania." *Western Pennsylvania History Magazine*, Winter 2003.

"Pittsburgh Ford Branch Invites Public Inspection During Open House Week." *Pittsburgh Press*, November 8, 1925."

Ford Motor Company Assembly Plant

Allegheny Co., PA

“Ten Millionth Ford Due Here Today on Cross Country Run.” *Pittsburgh Post Gazette*, June 21, 1924.

“Through Wilkinsburg Into the ‘East End’ of Pittsburgh.” *Motor Travel*, Vol.11, No. 4, July 1919.

Online Resources

Krauss, Margaret J. “On the Road Again: What Pittsburgh Has to Do With Cars,” July 10, 2015, <http://wesa.fm/post/road-again-what-pittsburgh-has-do-cars#stream/0>, accessed January 23, 2018.

MacIntosh, Heather M. “Graham, John Sr. (1873-1955),” November 2, 1998, <http://www.historylink.org/File/124>, accessed January 19, 2018.

Maule, Bradley. “Broad & Lehigh’s Landmark Botany 500 Building, Awaiting Its Next Life.” September 04, 2013. Hidden City, <https://hiddencityphila.org/2013/09/broad-lehighs-landmark-botany-500-building-awaiting-its-next-life/>, accessed July 19, 2018.

Nepa, Stephen. “Automotive Manufacturing.” *The Encyclopedia of Greater Philadelphia*. <http://philadelphiaencyclopedia.org/archive/automotive-manufacturing/>, accessed July 19, 2018.

“Old Chester, PA: Ford Motor Company.” <http://www.oldchesterpa.com/ford.htm>, accessed July 19, 2018.

Pennsylvania Historical and Museum Commission, “Pennsylvania History:1861-1945: Era of Industrial Ascendancy: “Roads.” <http://www.phmc.state.pa.us/portal/communities/pa-history/1861-1945.html>, accessed January 23, 2018.

Other

“An Atlas of the Shadyside Neighborhood of Pittsburgh 1977.” Pittsburgh: Pittsburgh Neighborhood Alliance,1977.

Bradfield, Richard. “Ford Motor Company Assembly Plant.” National Register Nomination, April 1994.

Fire Insurance Map of Pittsburgh, Pennsylvania, Sanborn Map Company of New York, 1893, 1905, 1925, and 1927.

Rosin, Elizabeth. “Oklahoma City Ford Motor Company Assembly Plant.” National Register Nomination, March 2014.

Singleton, Kate. “Adam Hats – Ford Assembly Building.” Dallas Landmark Commission Nomination, September 1996.

Previous documentation on file (NPS):

- x preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA

Primary location of additional data:

- ☐ State historic preservation office
- ☐ Other state agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other -- Specify Repository:

Historic Resources Survey Number: NA

10. Geographical Data

Acreage of Property: 0.75 acres

Coordinates Latitude: 40.454874 Longitude: -79.944285

Verbal Boundary Description:

The property occupies much of the block bounded by Baum Boulevard to the north, Morewood Avenue to the west, Centre Avenue to the south, and a busway and Pennsylvania Railroad tracks to the east. The nominated property consists of the Ford Motor Company Assembly Plant Main Building and Crane Shed and historically associated land. The boundary is shown in Figure 11.

Boundary Justification:

The boundary for the nominated property includes the portion of the block historically associated with the assembly of Ford Motor cars, and excludes an adjacent but historically unrelated building at the northeast corner of Centre and Morewood Avenues, which extends along Morewood toward Baum until roughly the middle of the block. This building apparently had no functional, operational, or ownership relationship to the Ford plant.

11. Form Prepared By

Name/title: JulieAnn Murphy and Jennifer Hembree

Organization: MacRostie Historic Advisors, LLC

Street & number: 1400 16th Street, NW 420 City or Town: Washington State:DC Zip Code: 20036

Email: jhembree@mac-ha.com Telephone: 202-483-2020 Date: July, 2018

Additional Documentation

Maps

Additional items

Photographs

Photograph Log

Ford Motor Company Assembly Plant

5000 Baum Avenue

Pittsburgh, Allegheny County, Pennsylvania

Photographed by JulieAnn Murphy, November 2017

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA

Photo List

1	Primary (north and west) elevations; Camera facing southeast
2	East elevation of Crane Shed (left) and north elevation of Assembly Plant (right); Camera facing west
3	Roofline detail; Camera facing southeast
4	South elevation; Camera facing north
5	North elevation of Crane Shed; Camera facing south
6	East elevation; Camera facing northwest
7	South elevation of Crane Shed; Camera facing north
8	First floor showroom interior; Camera facing northwest
9	First floor interior; Camera facing north
10	Second floor interior; Camera facing east
11	Third floor interior; Camera facing northwest
12	Third floor interior; Camera facing west
13	Secondary stair; Camera facing west
14	Fourth floor interior; Camera facing south
15	Fourth floor interior; Camera facing west
16	Fifth floor interior; Camera facing southeast
17	Main stair; Camera facing north
18	Basement interior; Camera facing east
19	First subbasement interior; Camera facing south
20	Second subbasement interior; Camera facing west
21	Crane Shed interior; Camera facing north
22	Crane Shed interior; Camera facing southeast

Figure List

1	USGS Map, Pittsburgh East, 1951
2	Exterior Photokey
3	First floor Photokey
4	Second Floor Photokey
5	Third Floor Photokey
6	Fourth Floor Photokey
7	Fifth Floor Photokey
8	Basement Photokey
9	First Subbasement Photokey
10	Second subbasement and Crane Shed Photokey
11	Site Plan
12	Sketch Map
13	First floor plan, c.1940
14	Second floor plan, c.1940
15	Third and fourth floor plan, c.1940
16	Fifth floor plan, c.1940
17	Basement floor plan, c.1940
18	First subbasement floor plan, c.1940

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA

19	Second subbasement floor plan, c.1940
20	1924 Sanborn of Ford Motor Company Plant
21	c.1915 rendering by the building's architect, John Graham, Sr.
22	1923 view of primary (north and west) elevations of Main Building; Crane Shed at far left.
23	1942 view of Crane Shed east elevation (left) and Main Building north elevation (right).
24	1942 view south (left) and east (right) elevations.
25	Interior view of Chicago assembly plant, also designed by John Graham, Sr.; the Pittsburgh plant is similar.
26	c.1917 postcard of interior of Highland Park craneway and loading platform; the Pittsburgh plant is similar.

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA

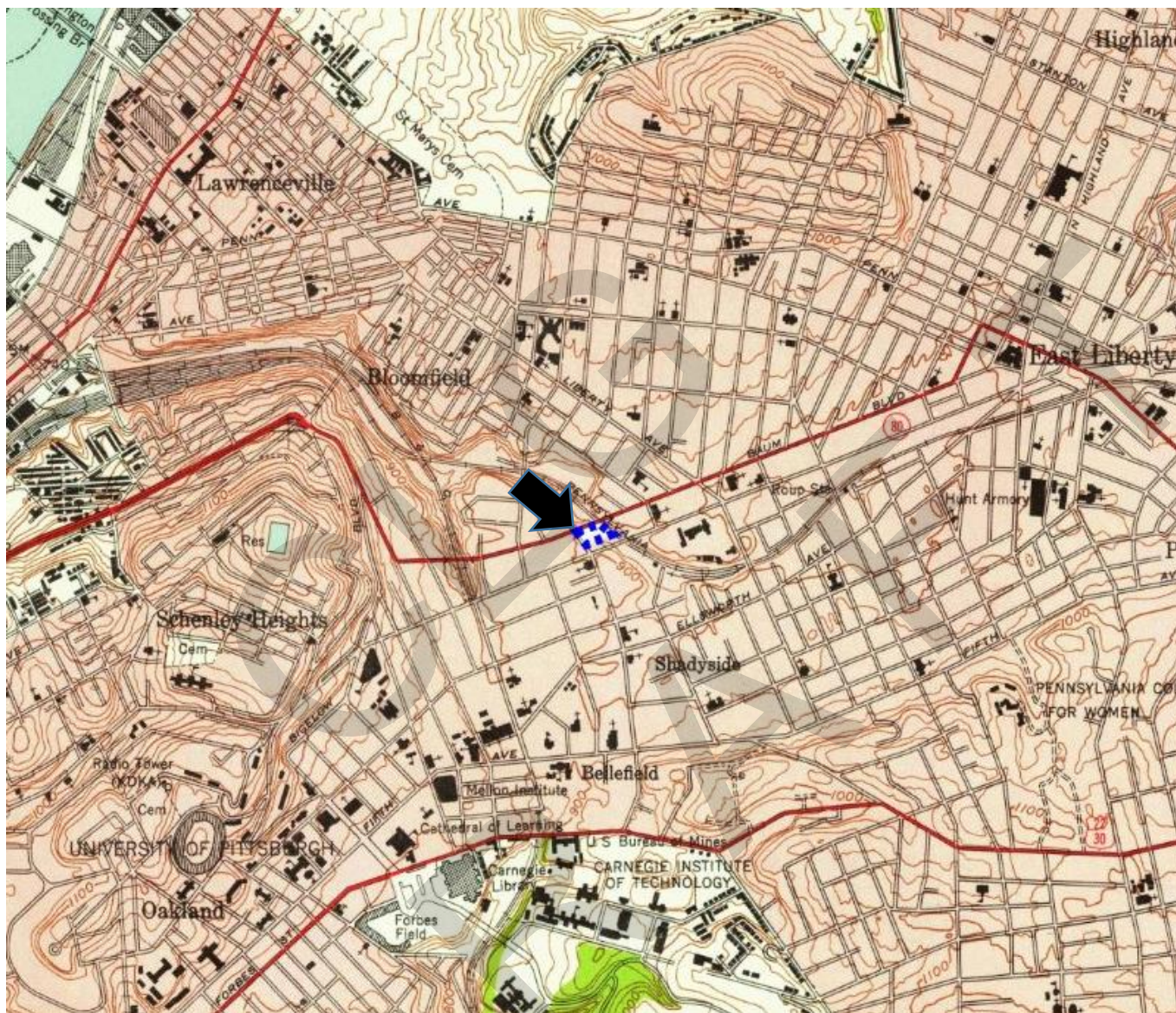


Figure 1: USGS Map excerpt, Pittsburgh East, 1951; property location indicated by large arrow.

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA

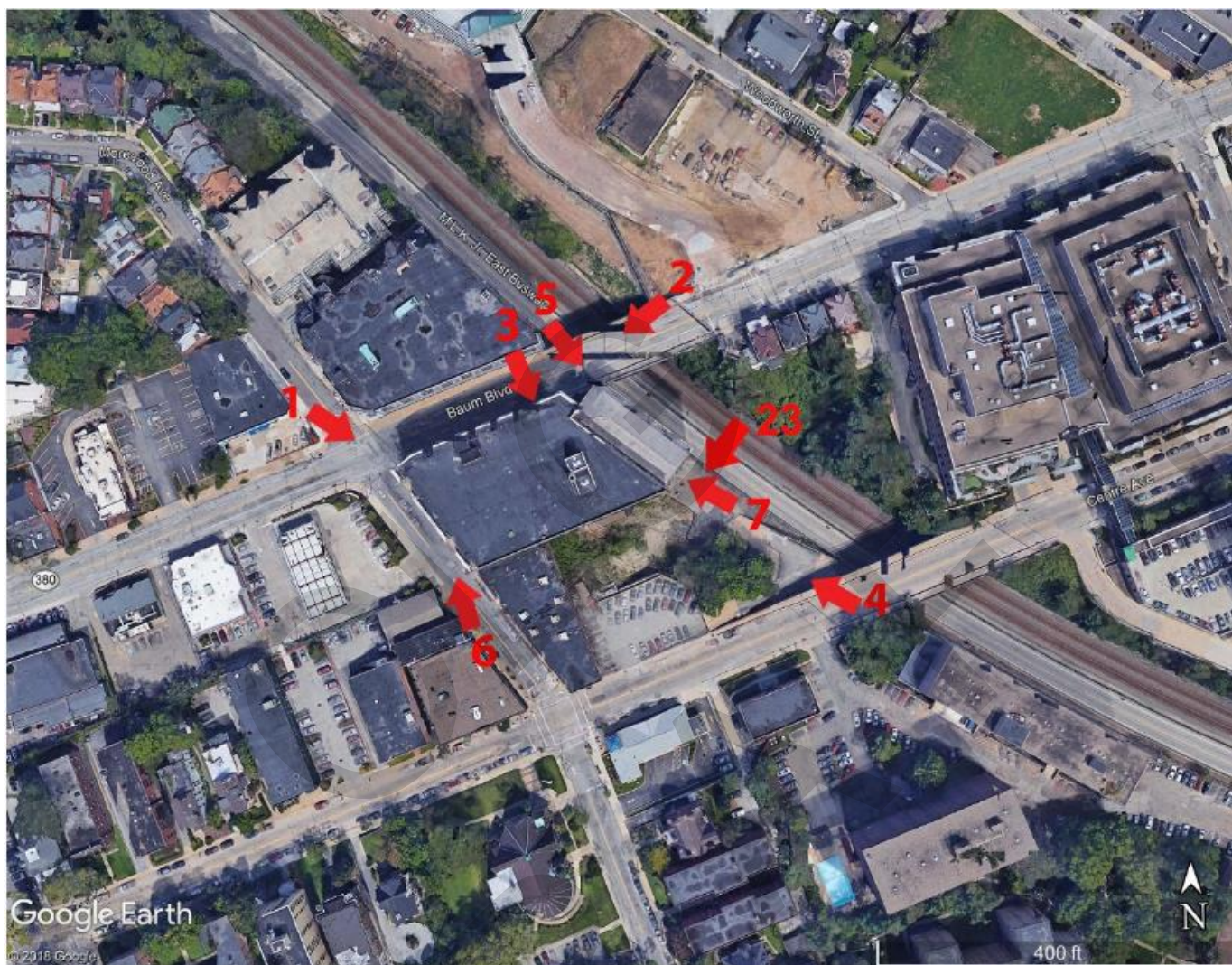


Figure 2: Exterior Photokey

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA

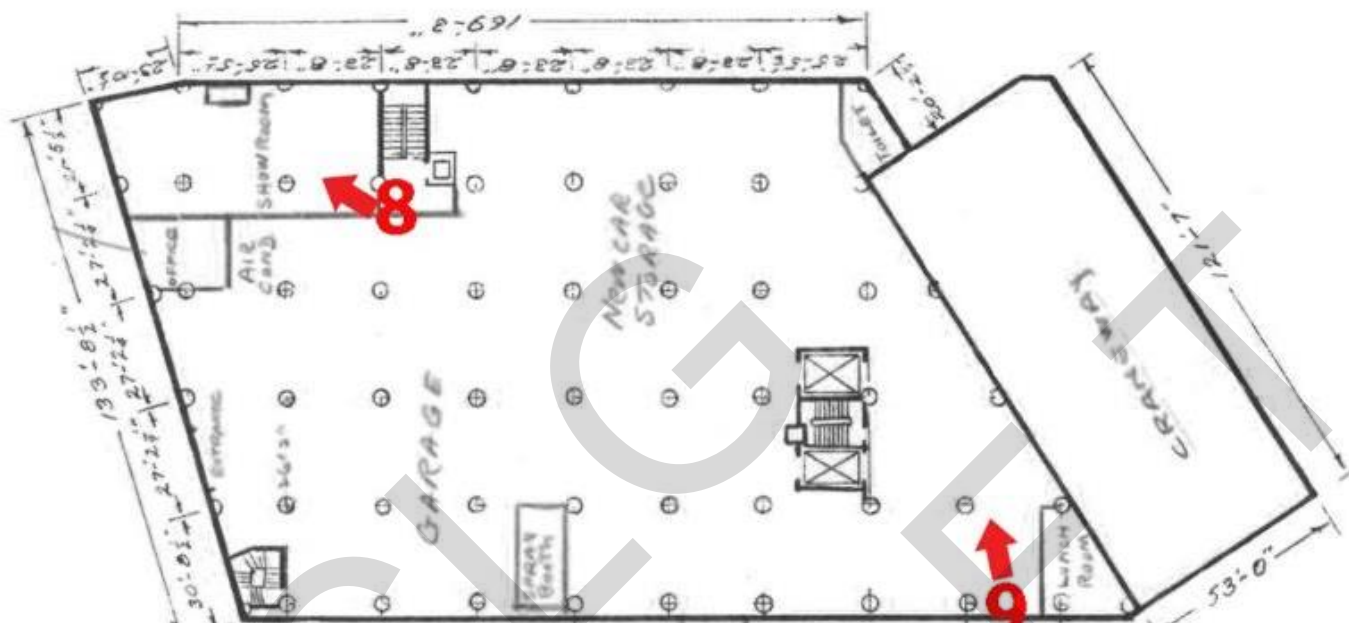


Figure 3: First Floor Photokey

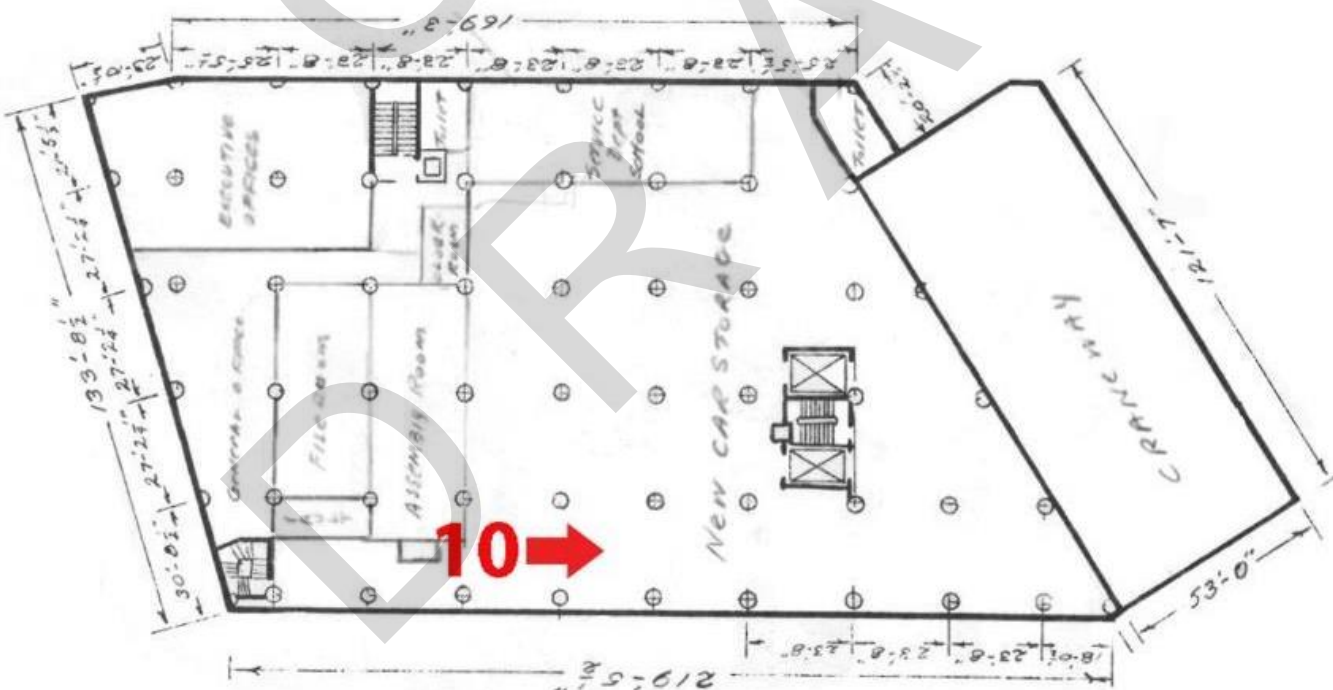


Figure 4: Second Floor Photokey

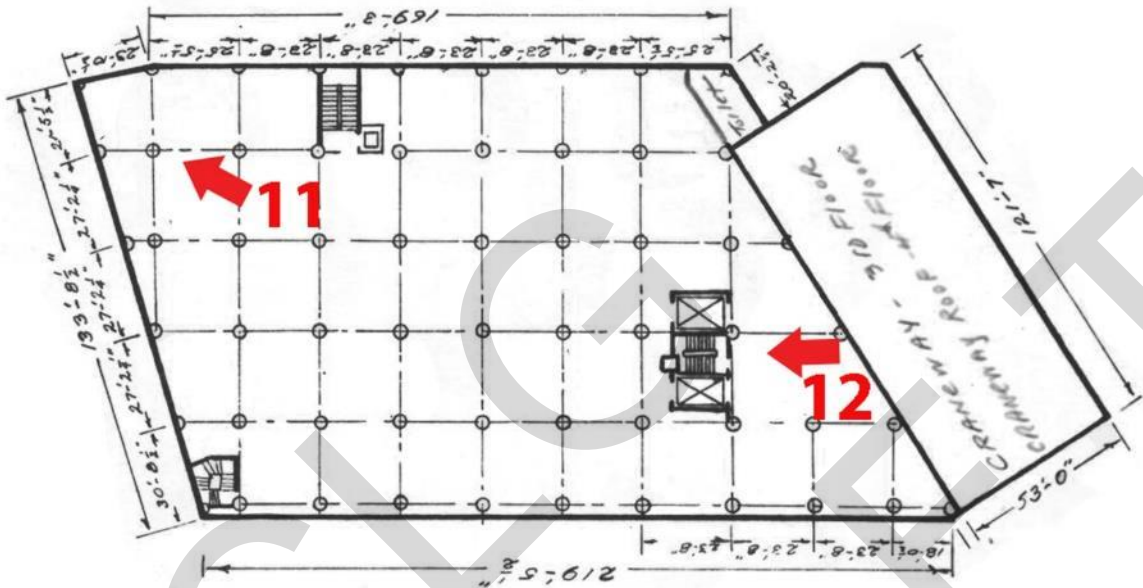


Figure 5: Third Floor Photokey

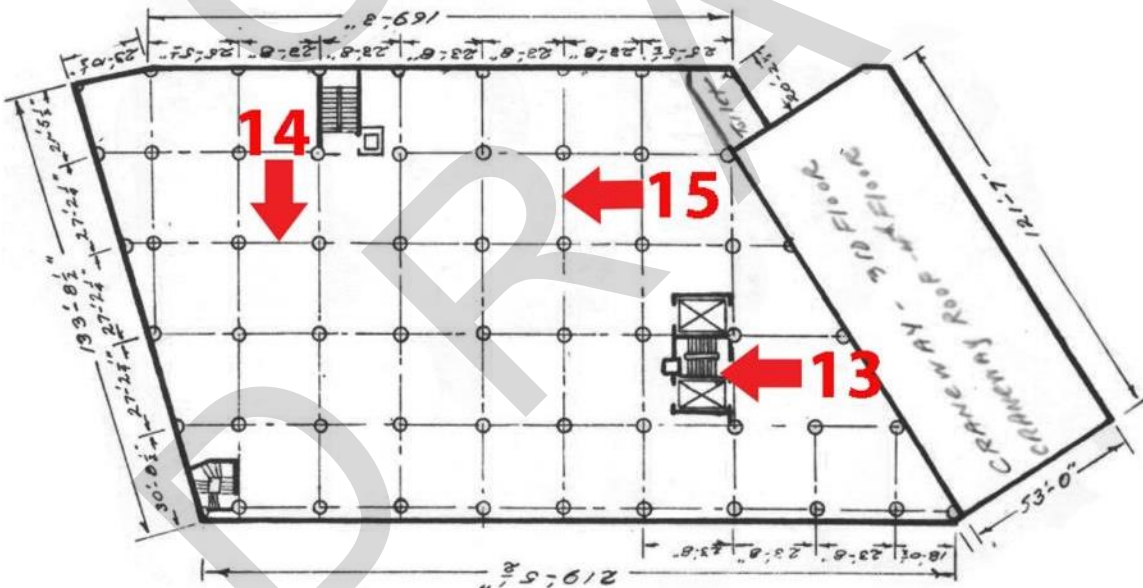


Figure 6: Fourth Floor Photokey

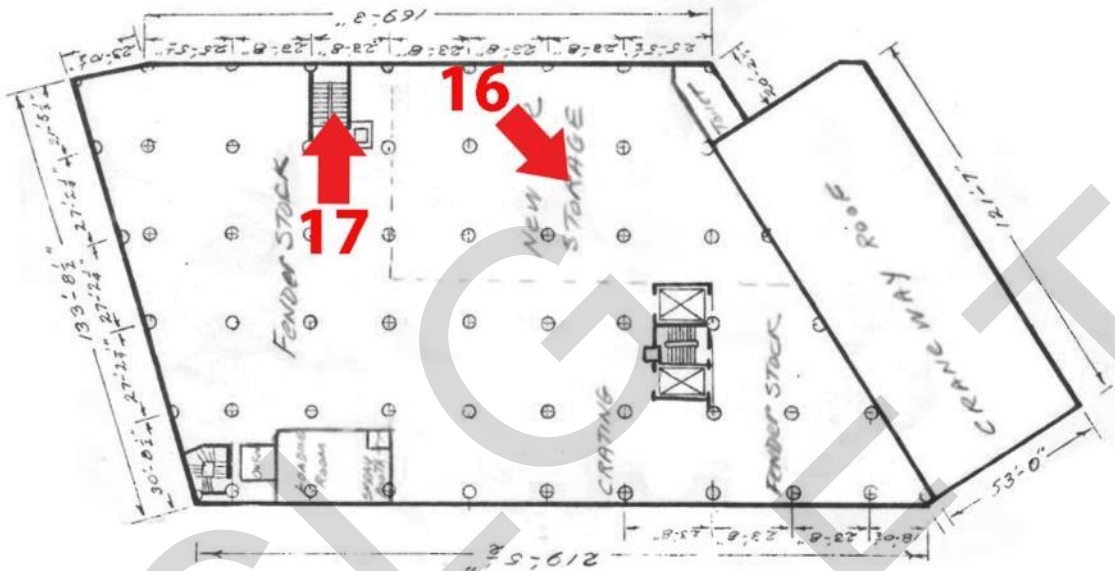


Figure 7: Fifth Floor Photokey

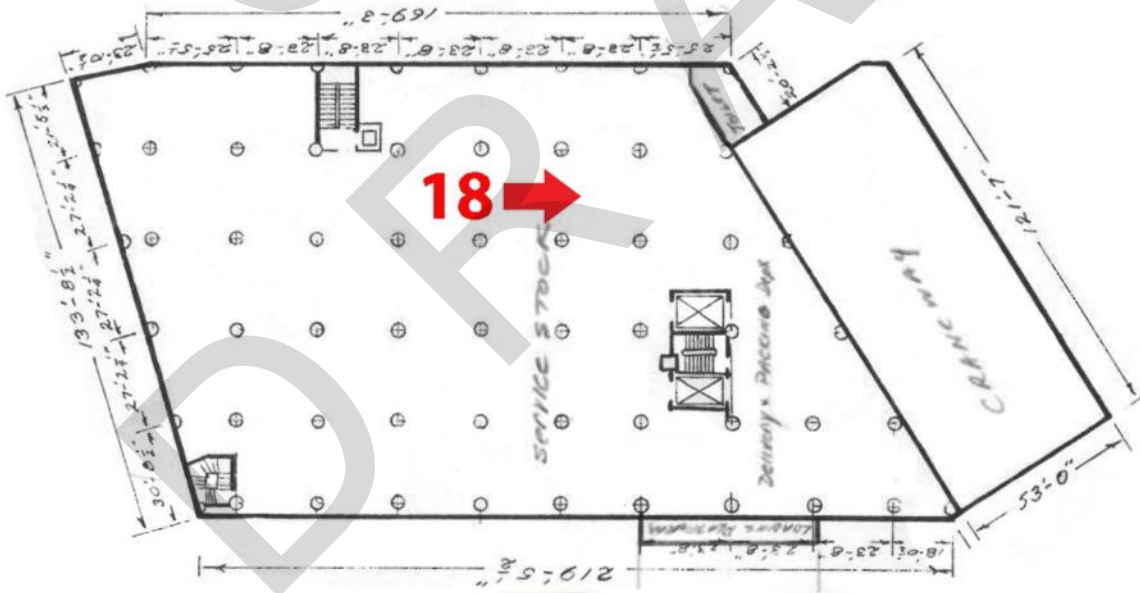


Figure 8: Basement Photokey

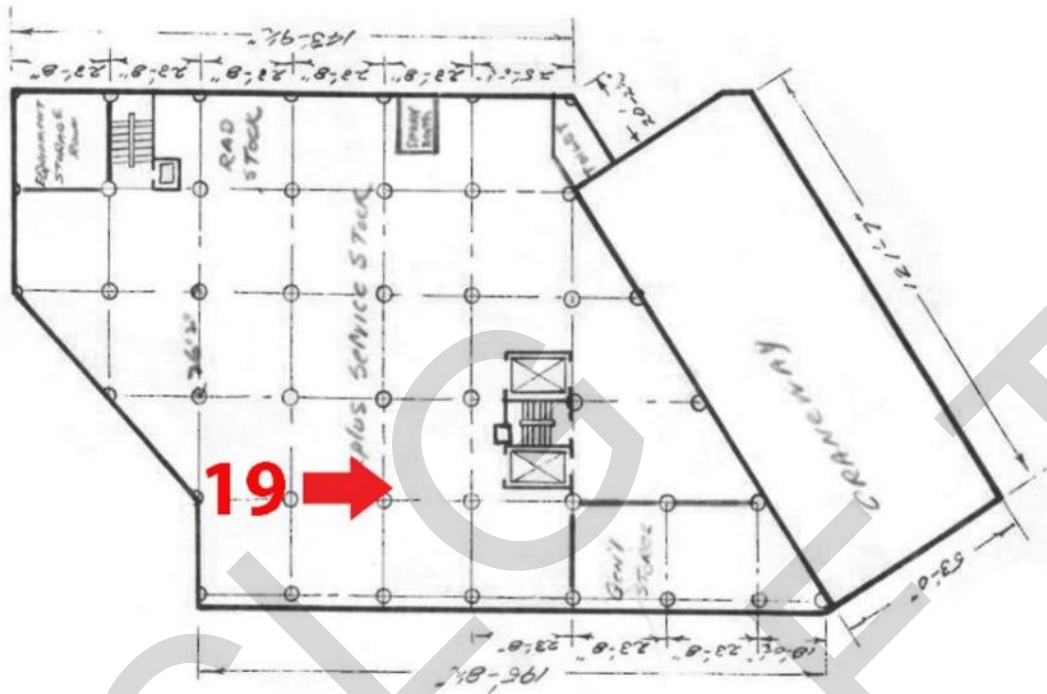


Figure 9: First Subbasement Photokey

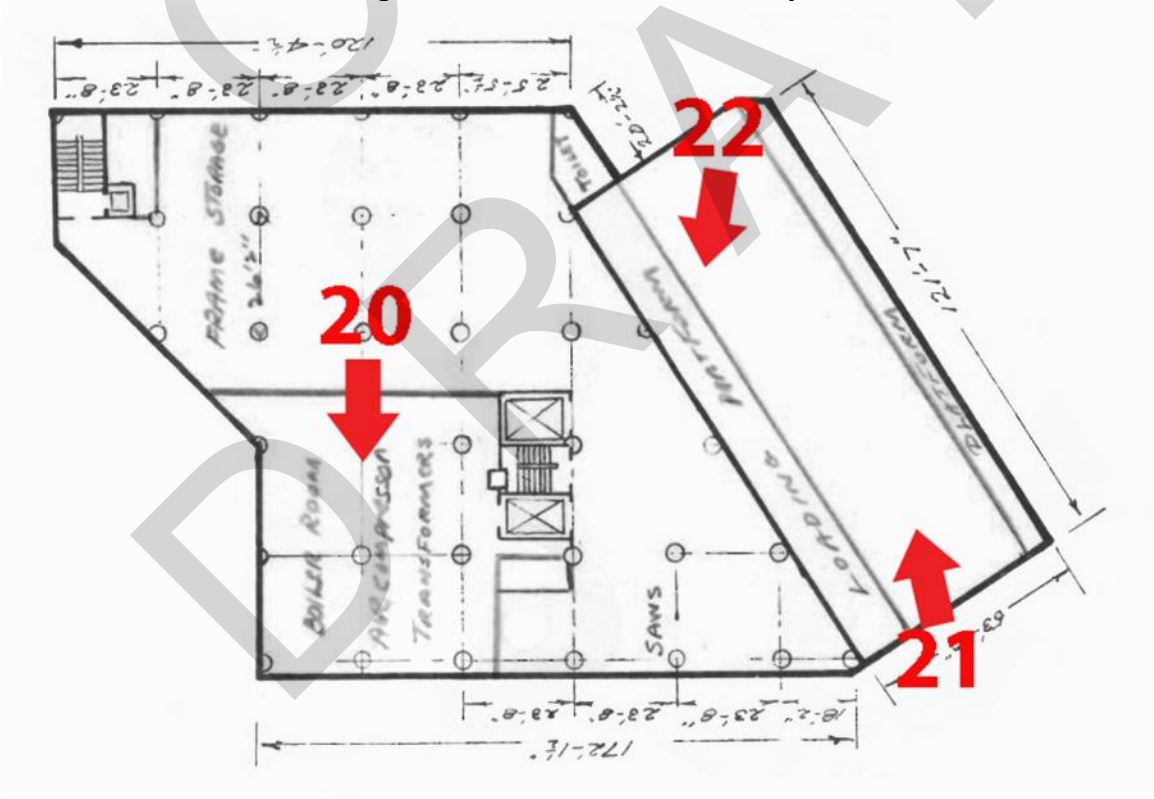


Figure 10: Second Subbasement and Crane Shed Photokey

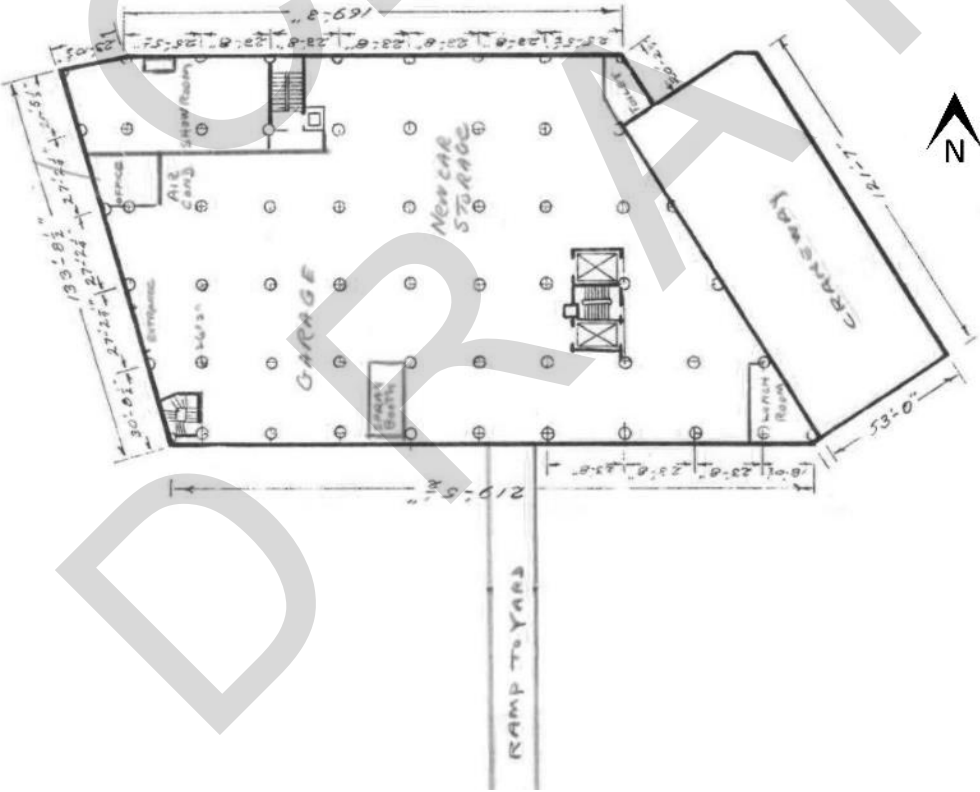
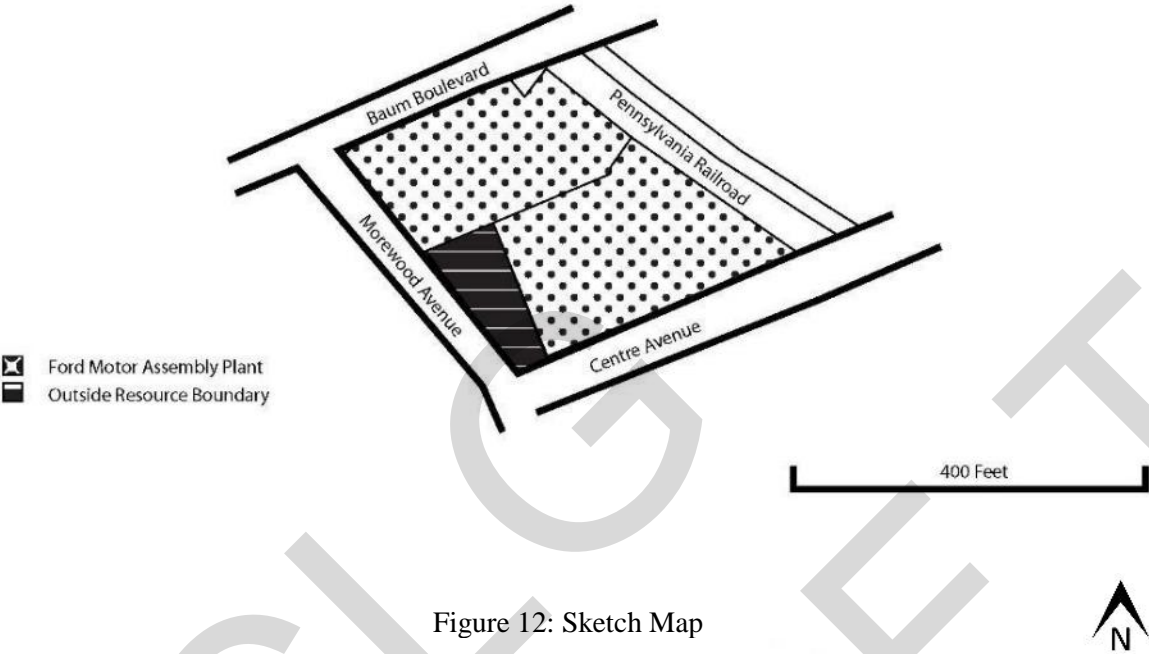
DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA



Figure 11: Site Plan



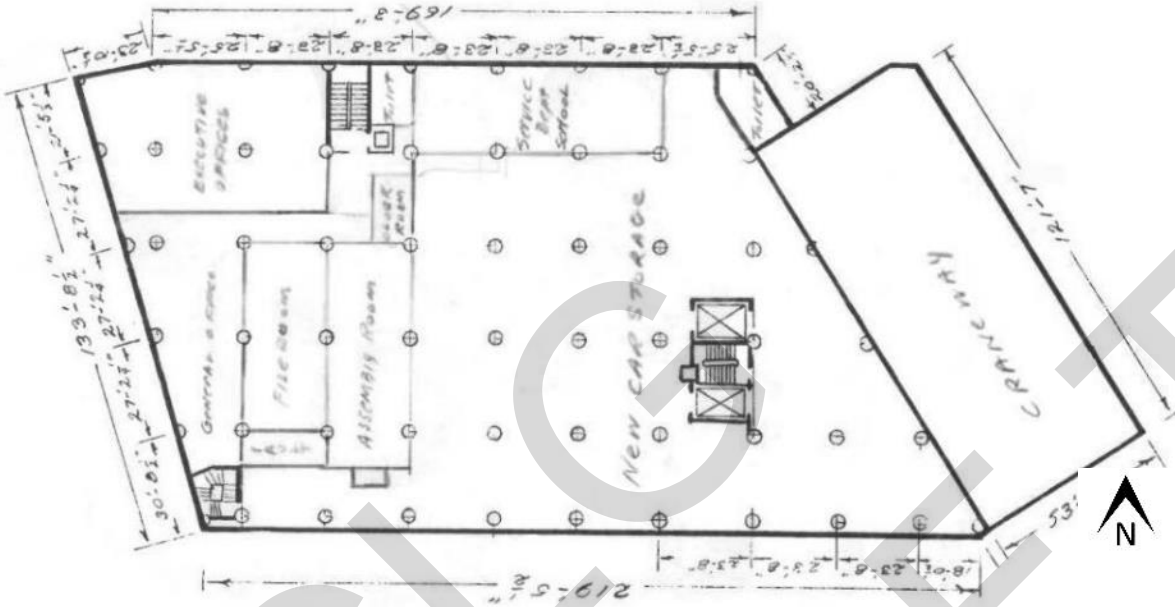


Figure 14: Second floor plan, c.1940

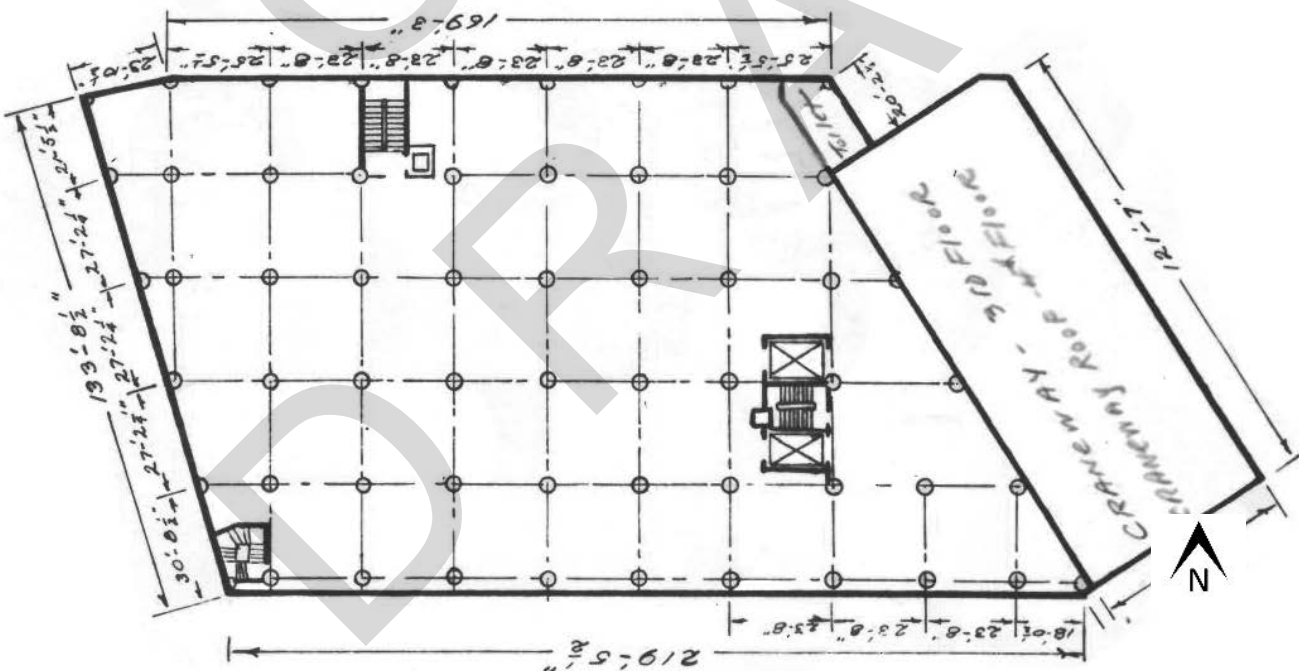


Figure 15: Third and fourth floor plan, c.1940

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA

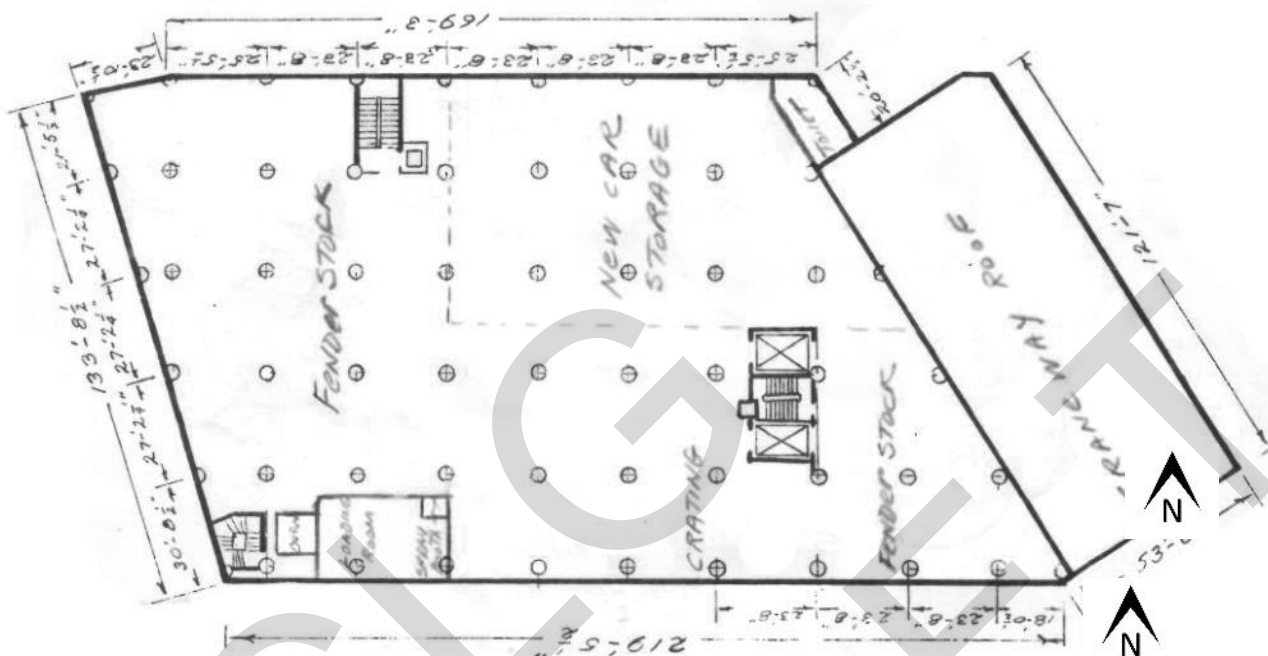


Figure 16: Fifth floor plan, c.1940

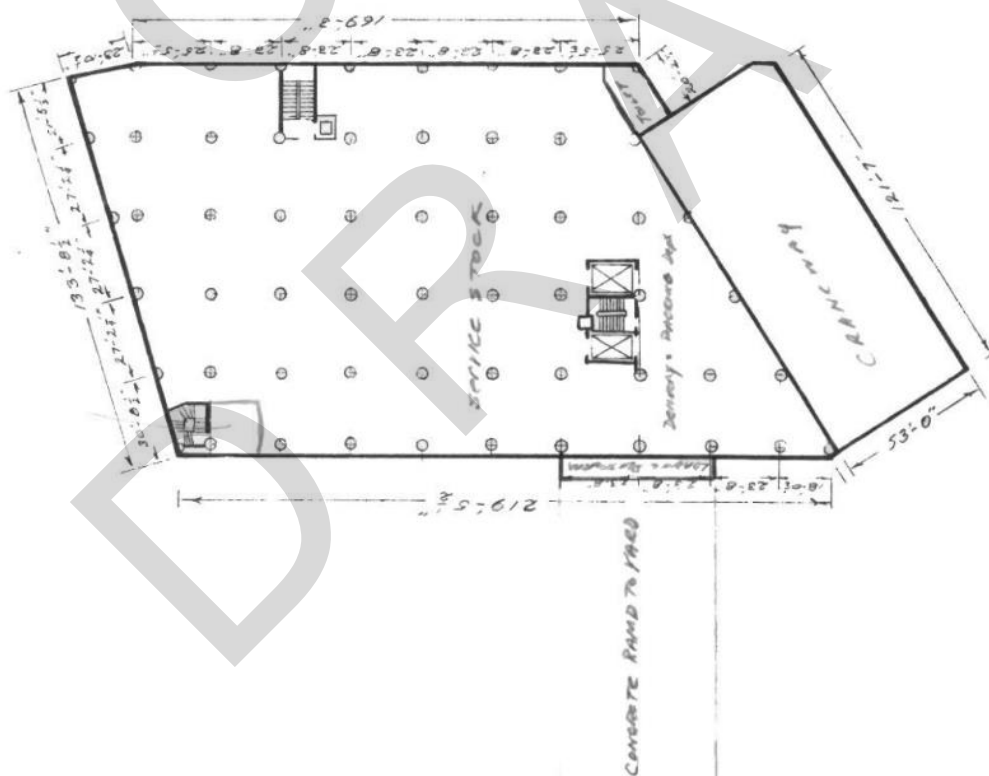


Figure 17: Basement floor plan, c.1940

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA

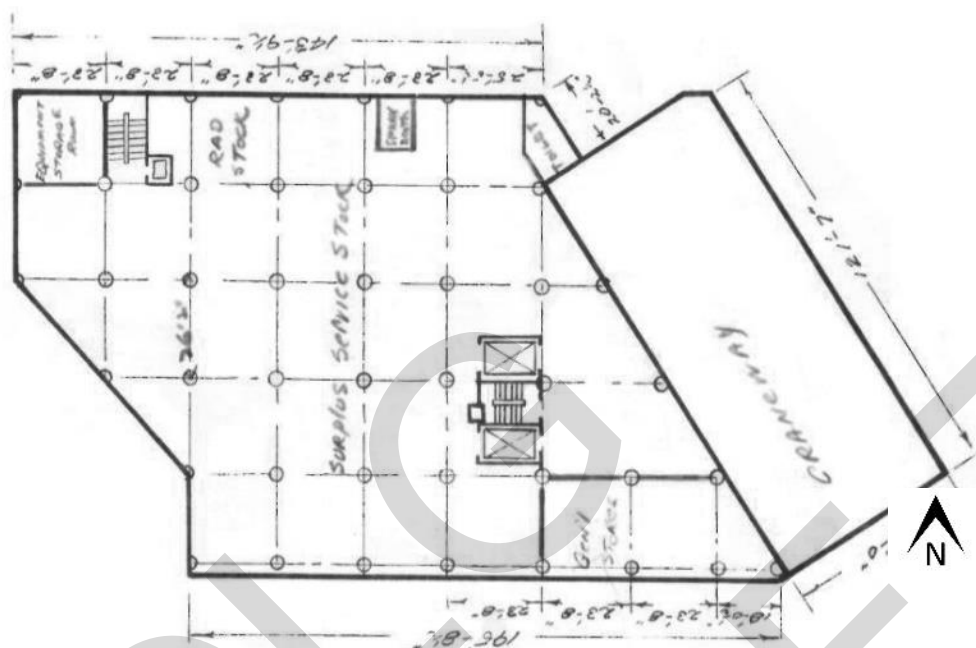


Figure 18: First subbasement floor plan, c.1940

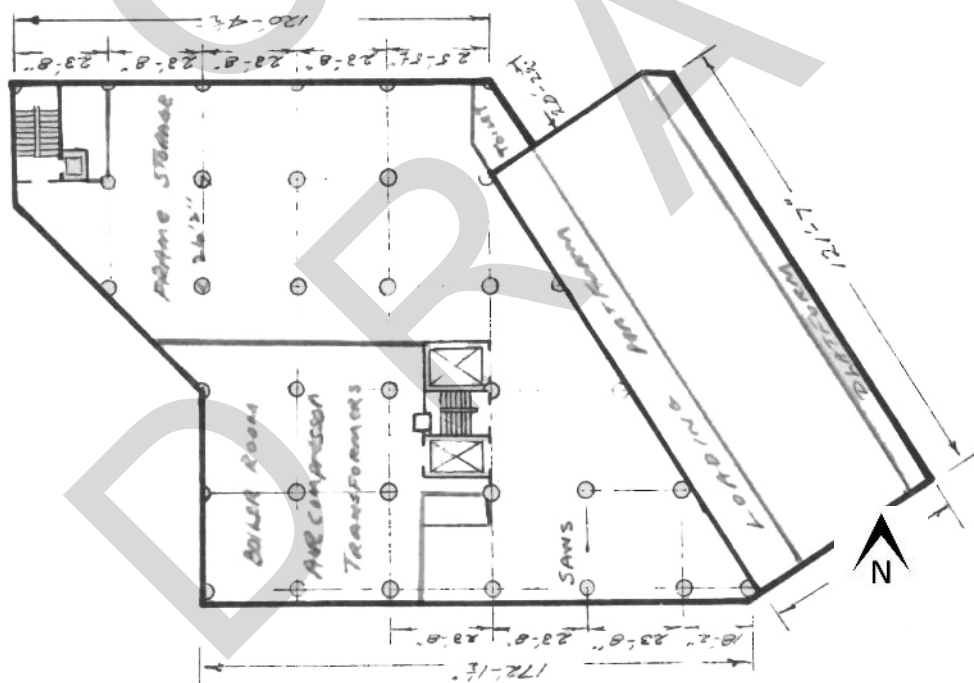


Figure 19: Second subbasement floor plan, c.1940

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA

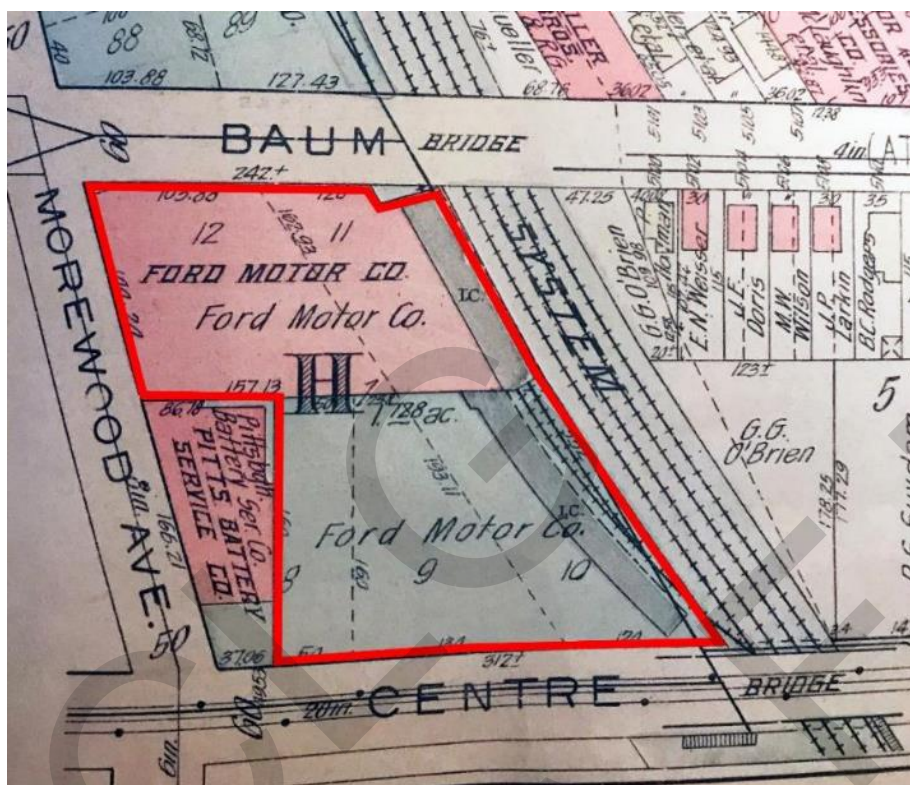


Figure 20: 1924 Sanborn of Ford Motor Company Plant



Figure 21: c.1915 rendering by the building's architect, John Graham, Sr.

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA



Figure 22: 1923 view of primary (north and west) elevations of Main Building; Crane Shed at far left.



Figure 23: 1942 view of Crane Shed east elevation (left) and Main Building north elevation (right).

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA



Figure 24: 1942 view south (left) and east (right) elevations.



Figure 25: Interior view of Chicago assembly plant, also designed by John Graham, Sr.; the Pittsburgh plant is similar.

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA



Figure 26: c.1917 postcard of interior of Highland Park crane way and loading platform; the Pittsburgh plant is similar.

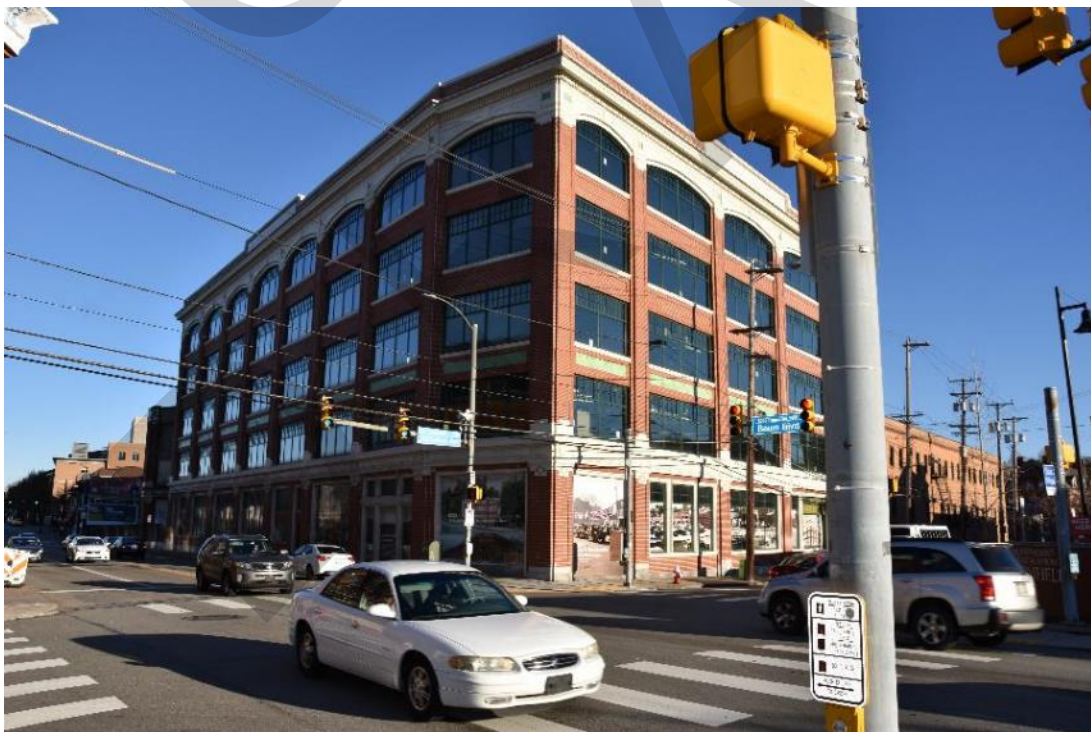


Photo 1: Ford Motor Company Assembly Plant, Primary (north and west) elevations

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA



Photo 2: Ford Motor Company Assembly Plant, East elevation of Crane Shed and north elevation of Assembly Plant



Photo 3: Ford Motor Company Assembly Plant, Roofline detail

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA



Photo 4: Ford Motor Company Assembly Plant, South elevation



Photo 5: Ford Motor Company Assembly Plant, North elevation of Crane Shed

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA



Photo 6: Ford Motor Company Assembly Plant, East elevation



Photo 7: Ford Motor Company Assembly Plant, South elevation of Crane Shed

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA



Photo 8: Ford Motor Company Assembly Plant, First floor showroom interior



Photo 9: Ford Motor Company Assembly Plant, First floor interior

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA



Photo 10: Ford Motor Company Assembly Plant, Second floor interior



Photo 11: Ford Motor Company Assembly Plant, Third floor interior



Photo 12: Ford Motor Company Assembly Plant, Third floor interior



Photo 13: Ford Motor Company Assembly Plant, Secondary stair

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA



Photo 14: Ford Motor Company Assembly Plant, Fourth floor interior



Photo 15: Ford Motor Company Assembly Plant, Fourth floor interior

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA



Photo 16: Ford Motor Company Assembly Plant, Fifth floor interior

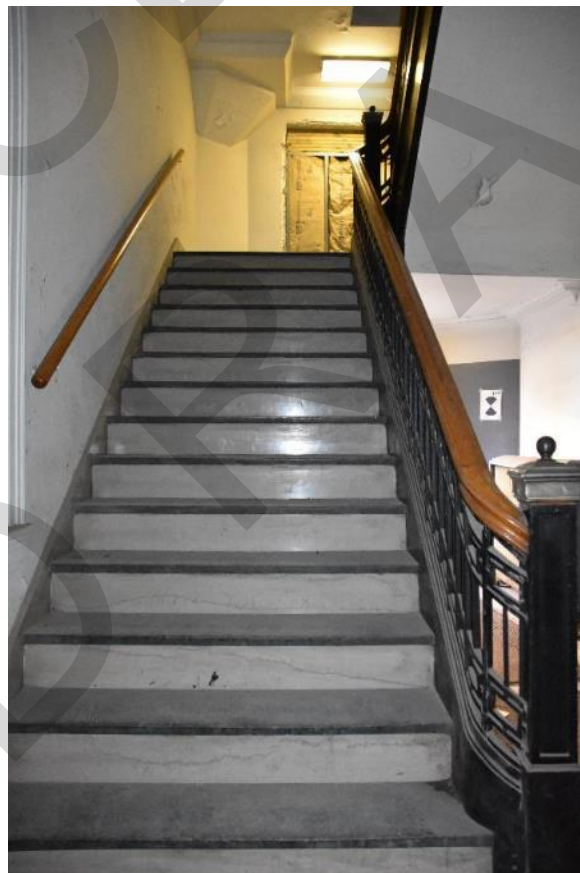


Photo 17: Ford Motor Company Assembly Plant, Main stair

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA



Photo 18: Ford Motor Company Assembly Plant, Basement interior



Photo 19: Ford Motor Company Assembly Plant, First subbasement interior

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA



Photo 20 (left): Ford Motor Company Assembly Plant, Second subbasement interior

Photo 21 (right): Ford Motor Company Assembly Plant, Crane Shed interior

DRAFT 07.2018

Ford Motor Company Assembly Plant

Allegheny Co., PA

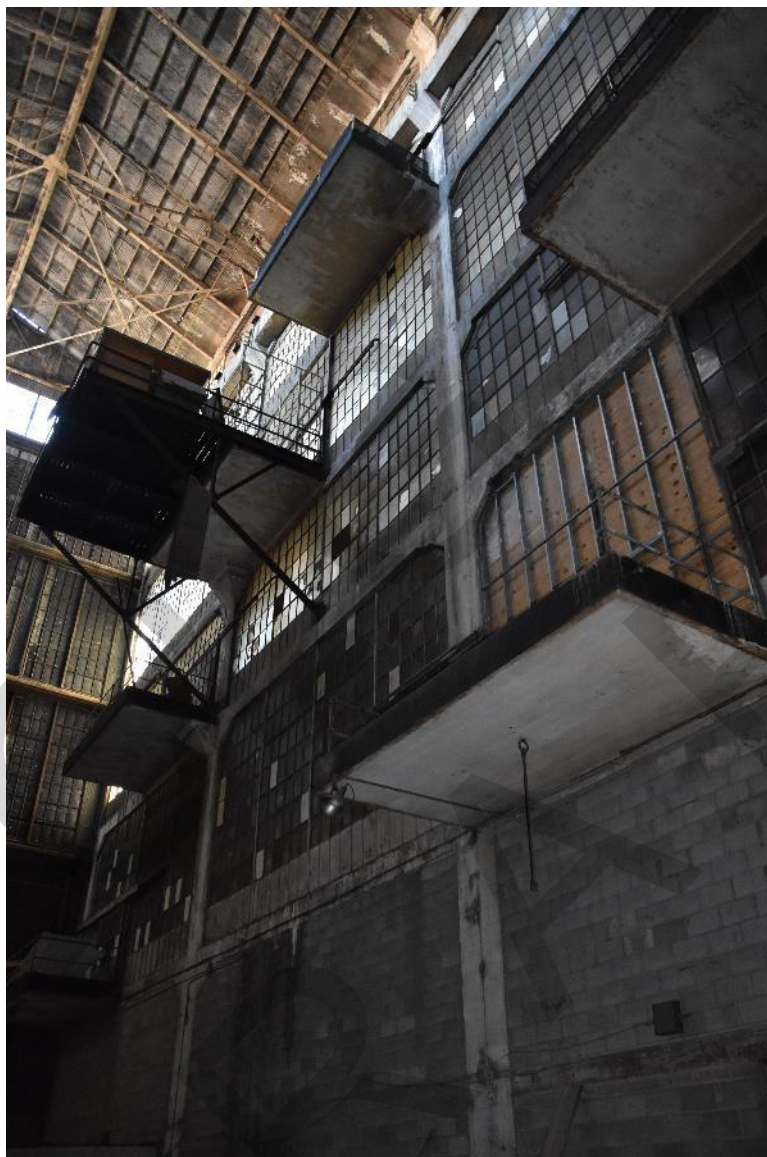


Photo 22: Ford Motor Company Assembly Plant, Crane Shed interior

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

CLG
DRAFT