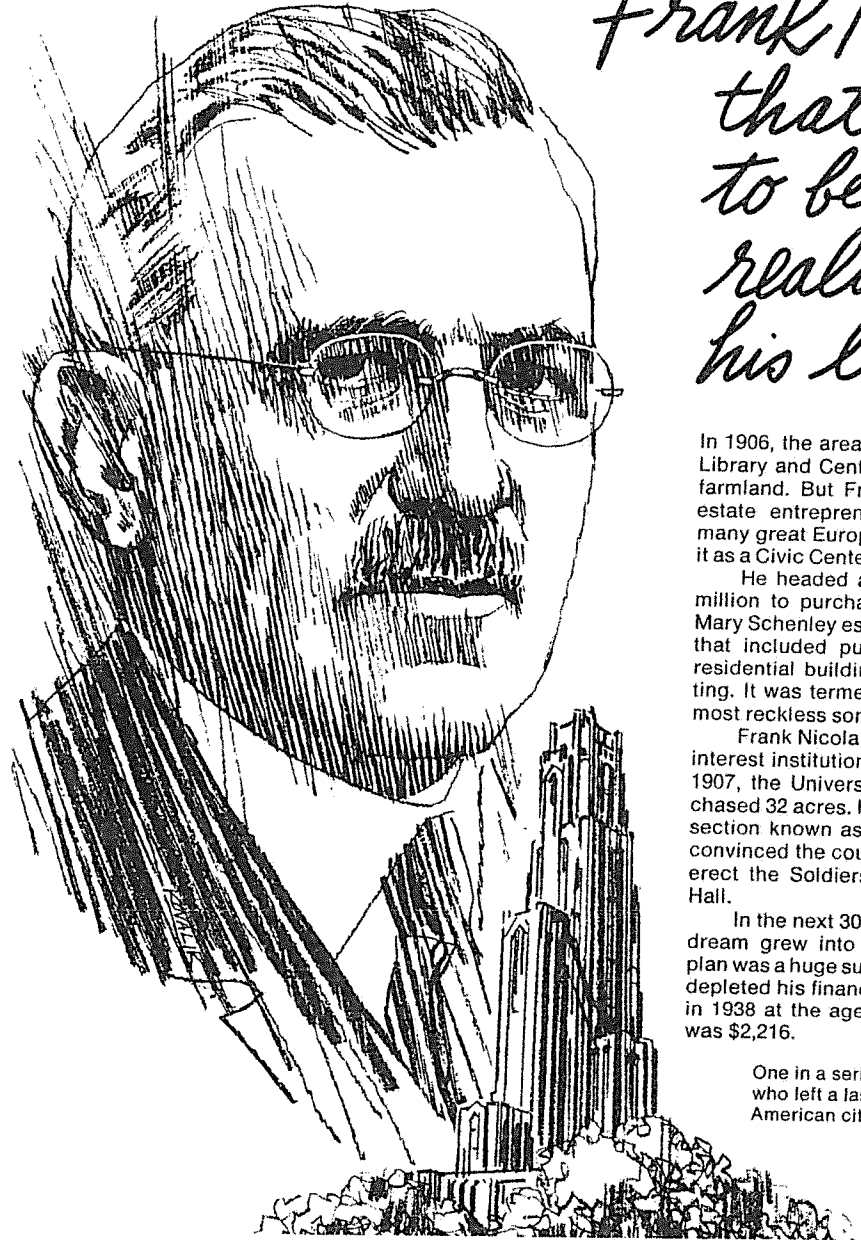


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*Frank Nicola*

*A beautiful Civic Center  
in Oakland was the dream of  
Frank Nicola  
that was  
to become a  
reality in  
his lifetime*



In 1906, the area between the Carnegie Library and Center Avenue was largely farmland. But Franklyn F. Nicola, real estate entrepreneur, who had visited many great European cities, envisioned it as a Civic Center.

He headed a group that paid \$2.5 million to purchase the land from the Mary Schenley estate and laid out a plan that included public, semi-public and residential buildings in a park-like setting. It was termed at that time as "the most reckless sort of a gamble."

Frank Nicola worked tenaciously to interest institutions in locating there. In 1907, the University of Pittsburgh purchased 32 acres. He built the residential section known as Schenley Farms and convinced the county commissioners to erect the Soldiers & Sailors Memorial Hall.

In the next 30 years, Frank Nicola's dream grew into reality. Although his plan was a huge success, the depression depleted his finances and when he died in 1938 at the age of 78, his net estate was \$2,216.

One in a series of tributes to those who left a lasting imprint on a great American city.

