



P4 Equity Measures: The Hazelwood Green Site

Pittsburgh's transformation over the past three decades has become a national model for how post-industrial regions can reinvent themselves from an economic and quality of life standpoint. Despite this remarkable comeback story, there are people and places throughout the Pittsburgh region that have been left behind.

In recent years, there has been an ever-growing sense that there remains "two Pittsburghs" – one that is brimming with opportunity and prosperity for a certain segment of the population, and another that is challenging and bleak for a segment of the population that is marginalized and vulnerable.

Like many American cities and regions, Pittsburgh's African American population is disadvantaged compared to the White population on a variety of indicators related to income, employment, education, criminal justice, wealth, and health according to a 2015 study conducted by Pitt's Center on Race and Social Problems.

According to the 2018 Pittsburgh Regional Quality of Life Survey conducted by Pitt's Center for Social and Urban Research, only 29% of African Americans in Allegheny County think their neighborhood or community is a very good or excellent place to live, compared to 74% of Whites who believe this.

Pittsburgh now stands at a pivotal moment. Residential and commercial development has accelerated on a scale not seen in at least a generation. This development boom presents many opportunities for the region as it continues on its upward trajectory.

It also creates challenges, particularly for low-and-moderate income people facing housing affordability burdens, small business owners facing rising rents, and populations being cut off from certain areas by changing neighborhoods.

In 2014, the City of Pittsburgh and the Heinz Endowments developed the organizing framework of p4 – People, Planet, Place, and Performance. This framework was designed to guide initiatives related to social, economic, and environmental issues that placed innovation and inclusion at the forefront.

One of the key initiatives to advance this framework, and directly address the challenges of Pittsburgh's ongoing development boom, is the "p4 Performance Measures Project." Pittsburgh Mayor Bill Peduto provided the original directive for the project: "Create a quantifiable system of metrics that would inform and improve decision-making on public investments in development projects."

The 12 p4 performance measures are currently informing and guiding the development of Pittsburgh's last major remaining brownfield site, Hazelwood Green, located in the Hazlewood neighborhood. For more than a century, Hazelwood was one of the world's most powerful industrial centers as home to the Jones & Laughlin (J&L) Eliza blast furnaces, coke production facilities, and rolling mills.



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Hazelwood's strategic location, bordering Greenfield, Oakland, and Squirrel Hill, with the banks of the Monongahela River on its south and west sides, made it ideal for industrial production and transport. At its height, J&L had about 12,000 workers at their South Side and Hazelwood sites. Hazelwood's peak population was 13,000 in 1960.

With the global steel industry collapsing, Cleveland-based LTV acquired J&L in 1974 and closed down the Eliza blast furnaces, leaving just the coke works facility standing. At the time of the sale, Hazelwood Works employed only 3,600 workers. In 1998, LTV closed down the coke works facility, ending Hazelwood's generations long history as an industrial powerhouse. Today, the neighborhood's population has dropped to fewer than 5,000 residents.



In 2002, the Benedum Foundation, the R.K. Mellon Foundation, and the Heinz Endowments partnered to form Almono LP, to purchase and redevelop the abandoned 178-acre brownfield. The site, now called Hazelwood Green, is located in close proximity to Oakland and the South Side, the epicenter of Pittsburgh's university, medical, and innovation institutions.

Hazelwood Green today remains largely undeveloped aside from Uber's autonomous vehicle test track which was built in 2015. However, development is underway, including the \$80 million renovation of the existing Mill 19 building, the first phase of which should be completed this year. Plans call for a 65,000 square-foot zero net energy building with the steel shell of the former mill retaining a glimpse of Pittsburgh's industrial past. Carnegie Mellon University's Futures Institute, the Advanced Robotics for Manufacturing (ARM) Institute, and Catalyst Connect will be the building's first tenants.

Like Pittsburgh, metro Atlanta today stands at a pivotal moment. While our growth and development boom is much further along and at a much greater scale than Pittsburgh's, our challenges regarding inequality, economic mobility, and equity in development are well known. There are "two Atlantas," much like there are "two Pittsburghs." Recent studies from Bloomberg and Brookings rank Atlanta as the number one city in the U.S. for income inequality. Could a model and tool like Pittsburgh's p4 equity measures be developed and implemented to guide development in Atlanta? What role could Atlanta's foundations and economic development agencies play in operationalizing equity in development? What lessons can Atlanta learn from Pittsburgh in creating a community-driven process in developing equitable development measures? How have these measures been deployed in a real world development project like Hazelwood Green?

Further Reading

Equitable Development: The Path to an All-In Pittsburgh
Policy Link – 2016

p4 Performance Measures Report
Pittsburgh p4 Initiative – 2018

Hazelwood Green Land Development Plan
August 30, 2018

Making Space for Equitable Development in Pittsburgh
Next City – April 4, 2019

How Atlanta Became the Capital of Income Inequality
WABE – October 31, 2018

New plan for Hazelwood site to be presented at planning commission Tuesday
Pittsburgh Post-Gazette – July 24, 2018

'Where are these folks supposed to go?' Hazelwood renewal comes with fears of displacement
Pittsburgh Post-Gazette – July 23, 2018