

The Avenues

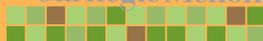
Beyond the Waterfront

Final Report

May 27-30, 2008

Homestead & West Homestead, Pennsylvania

WESTERN PENNSYLVANIA



BROWNFIELDSCENTER

Facilitator



Western Pennsylvania's landscape is littered with brownfields, vestiges of the region's industrial heritage. The **Western Pennsylvania Brownfields Center at Carnegie Mellon University (WPBC)**, helps to **promote the value of underutilized sites** in the region, by acting as a **regional resource** for communities and small businesses to **realize sites' inherent benefits** and **eliminate development barriers**. The WPBC's work addresses the environmental, economic, land-use, and community issues surrounding the revitalization of brownfields—sites with real or perceived environmental contamination.

The WPBC is a **neutral platform**, which brings together a variety of stakeholders including researchers, public officials, property owners, and developers to uncover opportunities and strategies for continued development of the region's brownfields. **Supported by the Small Business Administration**, the WPBC applies academic research and decision support tools to real-world problems facing public and private investors. Our Programming Committee and Advisory Committee, both comprised of local practitioners, provide relevant guidance on our near term initiatives as well as our future directions.



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Introduction

“The motivation behind the workshop came from tackling the question of how 6th and 7th Avenue businesses could leverage the Waterfront...”

In May 2008, the Western Pennsylvania Brownfields Center at Carnegie Mellon University facilitated a workshop titled, “The Avenues Beyond the Waterfront,” in collaboration with the communities of Homestead and West Homestead, Pennsylvania. *The Avenues* workshop considered the redevelopment opportunities and challenges facing a five-block stretch of 6th and 7th Avenues as well as two large properties (WHEMCO and ASKO) along West 7th Ave. The workshop was organized and implemented by a planning committee consisting of members of six local stakeholder groups.

The motivation behind the workshop came from tackling the question of how 6th and 7th Avenue businesses could leverage the Waterfront; a multi-million dollar shopping complex located just across the railroad tracks from these avenues. Eighth Avenue is undergoing its own revitalization effort, with the help of the Down Street Coalition, an organization of 8th Avenue property owners, while combating the same issues as the 6th and 7th Avenue property owners. The challenges were identified after numerous meetings with property owners, council members and other municipal representatives. Despite the economic success of the Waterfront, these avenues continue to struggle, resulting in blight and economic hardship. Six experts from across the nation, with backgrounds in environmental justice, community safety, historic designation, redevelopment strategies, marketing strategies, and railroad and strategic connections, convened with local stakeholders to address the issues facing *The Avenues*. After several days of meetings with community members and local government officials, the experts developed a series of recommendations targeted to the issues faced by *The Avenues*.

Senator Jay Costa, Director of Allegheny County Economic Development Dennis Davin, Allegheny County Council President Rich Fitzgerald, and Homestead Mayor Betty Esper participated in a press conference with Council Presidents David Weir (West Homestead) and Drew Borcik (Homestead) in which the expert recommendations were unveiled. These recommendations can be found in section 4.0 of this report.



A PROJECT OF THE
REDEVELOPMENT AUTHORITY OF
ALLEGHENY COUNTY

Funded by
The Commonwealth of Pennsylvania
Ed Rendell, Governor
County of Allegheny,
Department of Economic Development
Dan Onorato, Chief Executive
The Boroughs of Homestead, Munhall
& West Homestead

In Cooperation with
The Steel Valley Revitalization Committee

Architecture, Landscape Architecture & Urban Design by



The Avenues
Steel Valley Revitalization

2.0

Workshop Description

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“As the Waterfront flourishes economically, The Avenues ... continue to suffer”

2.1 Motivation

In 2007, the Western Pennsylvania Brownfields Center (WPBC) at Carnegie Mellon University along with Homestead and West Homestead Boroughs began a dialogue to address the development challenges facing these communities; the biggest challenge being how these communities could leverage the Waterfront: a 430 acre “new” waterfront development. As the Waterfront flourishes economically, *The Avenues*, which were once the core economic engine for the communities, continue to suffer, resulting in blight, transient residents, and a lack of distribution in wealth from the Waterfront. The concept of a workshop, coordinated and executed by the WPBC was introduced as an instrument to engage stakeholders in a dialogue regarding these Boroughs, and the properties within the area of interest. Operating as a neutral platform, WPBC creates an environment in which an informed and open dialogue can flourish. It is in this environment that a consensus for redevelopment can take root.

The workshop model developed by WPBC brings together local stakeholders and visiting experts. Through a series of meetings and site visits, the experts familiarize themselves with the Boroughs and surrounding communities. Using this first-hand data, the experts then brainstorm a series of recommendations that will guide the communities in ongoing brownfield development initiatives. The workshop process is the first step in the redevelopment process; the real challenge is the execution of the appropriate recommendations.

2.2 Planning Committee

With the WPBC providing the backdrop, a community-based group was formed to organize and execute the workshop as well as act as a vehicle for promoting the resulting expert recommendations. It was important from the inception of this project that the Planning Committee demonstrate enduring dedication to help organize the workshop, as well as demonstrate to the communities the magnitude of this project. While it is notable that the Planning Committee met for nine months prior to the workshop, their real challenge is ahead: Borough leaders must assume the responsibility of prioritizing and implementing those expert recommendations that are of the greatest value to the Boroughs.



The Planning Committee included:

Melinda Angeles	<i>Intern at The Western Pennsylvania Brownfields Center</i>
Drew Borcik	<i>Homestead Council President</i>
Patrick Earley	<i>Allegheny County Economic Development</i>
Deborah Lange	<i>The Western Pennsylvania Brownfields Center</i>
Meredith Meyer Grelli	<i>The Western Pennsylvania Brownfields Center</i>
Matthew Morehead	<i>Intern at The Western Pennsylvania Brownfields Center</i>
Corey O'Connor	<i>Office of U.S. Congressman Michael Doyle</i>
William Roth	<i>West Homestead Engineer</i>
Jeffrey Schaffer	<i>Office of U.S. Congressman Michael Doyle</i>
Charles Starrett	<i>Steel Valley Enterprise Zone</i>
David Weir	<i>West Homestead Council President</i>
Doug Van Haitsma	<i>Mon Valley Initiative</i>

The Planning Committee was charged with:

- Making the community more aware of the opportunities inherent to smart brownfield development
- Identifying possible solutions to area divestment, crime, perception, diminishing population and other issues currently thwarting development
- Bringing expert attention to properties with development potential
- Identifying short- and long-term development strategies for the selected sites
- Organizing community participation and fostering consensus building for the decision-making process
- Contributing to the development of local leaders
- Providing useful recommendations in a short time frame

2.3 Workshop Structure

The workshop is modeled on the Regional/Urban Design Assistance Team (R/UDAT) process used by architects to engage a wide variety of stakeholders in an effort to promote consensus and action around a particular site or collection of sites. Designed to be transferable to other communities, the workshop model is a focused working session intending to impart real impact on the community. Using a universal model to consider acutely local needs, the workshop template has been implemented by the WPBC in a number of other neighborhoods, both domestically and abroad. "The Avenues: Beyond the Waterfront" workshop proceeded with a series of meetings between the visiting experts and a number of stakeholder groups over the course of four days – Tuesday, May 27 through Friday, May 30, 2008.

2.4 Overview of Workshop Events*

The workshop events and their intended results are listed below in chronological order. Events took place at a variety of locales throughout Homestead and West Homestead in an effort to foster community awareness and allow the visiting experts to gain exposure to the different facets of the boroughs.

Tuesday, May 27

Tuesday's dinner was designed to act as an introduction of the experts to the Planning Committee and other municipal figures.

Welcome Dinner with Mayors and Councils of Homestead and West Homestead

With Mitchell's Fish Market and Bar hosting, a nationally reputable seafood restaurant located at the Waterfront, the Mayors and Council Presidents of Homestead and West Homestead officially welcomed the visiting experts. Also present were the members of the Planning Committee, Borough council members and the Chief of Police of West Homestead.

Wednesday, May 28

Wednesday's meetings were intended to introduce the experts to the vested stakeholders in the Boroughs, giving both the private property owner's perspective as well as the corporate angle.

Meeting with Planning Committee

The experts became familiar with the positions of the Planning Committee members and shared their diverse backgrounds with the Planning Committee.

6th and 7th Avenues Properties Tour

The experts met with local property owners on 6th and 7th Avenues and toured their properties. The tour was led by Homestead Council President, Drew Borcik and West Homestead Engineer Bill Roth. (See Appendix A for more information on the properties.)

The properties that they visited included Blue Dust Bar and Restaurant, Browns Hill Sand & Gravel, Franjo Construction, Hook and Hackle Co., Keystone Plumbing Sales, Steel Valley Ambulance, and TOS Inc.

Lunch with Property Owners and Down Street Coalition

The experts visited with 6th and 7th Avenue property owners as well as the Down Street Coalition, an organization of 8th Ave. property owners whose goal is to revitalize 8th Ave., the “old” downtown area. The workshop provided the first opportunity for these two groups to discuss issues of common interest. Here the experts heard first-hand the challenges facing the property owners.

Attendees Included:

Karl Haglund Urban Design Ventures

Mike Hathaway Blue Dust Bar and Restaurant

John Jumba Steel Valley Ambulance

Steve Krasne Browns Hill Sand and Glass Block

Brian Laux TOS Inc., Hook and Hackle Co.

Jim Laux TOS Inc., Hook and Hackle Co.

Daniel Lewis Lewis properties

David Lewis Lewis properties

Dan Lloyd Manfred Diller & Lloyd Insurance Company

Jerry Miller Blue Dust Bar and Restaurant

Sara Miller Blue Dust Bar and Restaurant

Joe Ranii Ranii property

Judi Tener Lewis properties

Site tours of Down Street Coalition Properties

The experts toured the 8th Ave. properties, marking the final leg of property tours in the Boroughs. The tour included the recently renovated Lewis lofts that had just become available to rent, as well as the Haglund and Ranii properties that will house lofts, and office and commercial space.

Meeting with West Homestead and Waterfront Properties

Representatives from WHEMCO, ASKO (descriptions for both listed in Appendix A) and Sandcastle Water Park (located west of the study area along the Monongahela River and owned by Parques Reunidos, a Spanish firm) answered the experts’ questions and presented their perspectives on the redevelopment efforts in the Boroughs. The goal of this meeting was to understand how these industrial players fit into the redevelopment effort.

Representatives at this meeting included:

Ben Heck WHEMCO

Robert Thomas ASKO

Andy Quinn Sand Castle Water Park

Pump House Reception for Property Owners

With August Carlino, president of Rivers of Steel Heritage hosting, the experts relaxed and dined with the property owners of 6th,

7th and 8th Avenues at the Pump House, the site of the infamous 1892 Homestead steel workers strike. Also present was Pennsylvania Senator Harry Reedshaw, who delivered words of encouragement, citing Winston Churchill's famous speech to "never give in."

Public Meeting

The public meeting, held at the Carnegie Library of Homestead, Andrew Carnegie's second library, and home to an extensive athletic complex and 1000 seat auditorium, allowed the public at large to pose their questions and concerns to the experts. This occasion allowed the experts to present a brief view of their vision for *The Avenues* while receiving valuable feedback from the public audience of over 30 citizens. (Not bad for a Stanley Cup Playoff Hockey night in Pittsburgh!)

Thursday, May 29

Thursday's meetings were designed to provide the experts with the final pieces of the past history and current status surrounding The Avenues, including views from the local government officials as well as other non-profit organizations in the area.

Meeting between "The Resources and Regulators Group" (as defined in section 2.5.2.3) and Experts

This meeting allowed the local government representatives, including members of the Pennsylvania (PA) Department of Environmental Protection, Steel Valley Enterprise Zone, Allegheny County, PA Department of Transportation, PA Department of Community and Economic Development and the PA Governor's Office to contribute their concerns and views about *The Avenues*. The experts gained a local government perspective as well as ideas for public sector support.

Representatives at this meeting included:

- John Andrelik** Pennsylvania Department of Environmental Protection
- Eric Carlson** U.S. Environmental Protection Agency, Region III
- Pat Earley** Allegheny County Economic Development
- David Eberle** Pennsylvania Department of Environmental Protection
- Wayne Kucich** Pennsylvania Department of Environmental Protection
- Allen Kukovich** Office of Pennsylvania Governor Rendell
- Catherine Lesko** Steel Valley Enterprise Zone
- William Lester** Pennsylvania Department of Transportation
- Jack Machek** Pennsylvania Department of Community and Economic Development
- Kay Pierce** Allegheny County Planning
- Patrick Roberts** Pennsylvania Department of Transportation
- Chuck Starrett** Steel Valley Enterprise Zone

Meeting between “The Community-Based Organizations Group” (as defined in section 2.5.2.4) and Experts

This meeting allowed the experts to see the other efforts taking place within and around *The Avenues*. This meeting also allowed the experts to see that while there are a significant number of efforts underway, there is also a fundamental lack of communication (and sometimes tension) between these stakeholders.

Representatives at this meeting included:

- John Bixler** Mon Valley Initiative
- Robert Bobincheck** Pennsylvania Housing Finance Agency
- Bill Callahan** Pennsylvania Historical and Museum Commission
- August Carlino** Rivers of Steel Heritage
- Darla Cravotta** Allegheny County Economic Development
- Jim Crawford** Steel Valley Authority
- Janie French** 3 Rivers Wet Weather
- Kate Grannemann** Carnegie Library of Homestead
- Dan Holland** Young Preservationists Association
- An Lewis** Steel Valley Council of Governments
- Nick Palumbo** KU Resources, Inc.
- Steve Pholar** West-to-West Coalition, Inc.
- Chuck Starrett** Steel Valley Enterprise Zone
- Gia Tatone** Young Preservationists Association

Expert “Closed-Door” Deliberation

For five hours, tucked away inside a conference room at Eat ‘n’ Park Restaurant at the Waterfront, the experts deliberated and began forming their recommendations as a group, marking the first time the experts had the opportunity to brainstorm and share their respective observations.

Dinner at the Bulgarian Macedonian National Education and Cultural Center (BMNECC)

This community dinner marked the final get together between experts and stakeholders prior to the unveiling of the recommendations. Thanks to Pat French, president of BMNECC, the experts laughed while learning a traditional Bulgarian dance.

Friday, May 30

Friday’s meetings and press conference marked the conclusion of the workshop. The experts finalized and revealed their recommendations to the vested stakeholders and Planning Committee prior to the public unveiling.

Expert Deliberations

The expert deliberations resumed (very) early Friday morning at Eat 'n' Park at the Waterfront. Here the experts made their final edits to their recommendations and presentation.

Revealing of Recommendations to Property Owners and Planning Committee

The property owners and Planning Committee learned of the expert recommendations for the first time. After the experts' presentation of their recommendations, the property owners had limited time to deliver feedback prior to the Press Conference.

Legislative Briefing

Representatives from the offices of local legislators were invited to hear the recommendations, prior to public announcement, as well as to learn more about the workshop process.

Representatives at this meeting included:

Jay Costa Pennsylvania State Senator

BJ Samson Office of the Lieutenant Governor Catherine Baker Knoll

Jeffrey Schaffer Office of U.S. Congressman Michael Doyle

Press Conference at 7th Ave. and Amity St.

The press conference provided the opportunity for the experts to share their recommendations with the public-at-large as well as attract positive media attention to the communities and workshop effort.

Participants in the press conference included:

Drew Borcik Homestead Council President

Jay Costa Pennsylvania State Senator, 43rd Senatorial District

Dennis Davin Director Allegheny County Economic Development

Betty Esper Homestead Mayor

Rich Fitzgerald Allegheny County Council President

David Weir West Homestead Council President

2.5 Participants

The workshop participants were organized according to their role and relation to *The Avenues*, in order to avoid conflicting interests and competing authorities.



2.5.1 The Experts

During

the planning process, prior to the workshop, the Planning Committee identified the most salient challenges to *The Avenues*. These challenges included: historic designation; marketing; safety issues; land banking; leveraging and connecting to the Waterfront; race relations; perception of *The Avenues*; understanding the local market; public sector leadership and unity of purpose; and issues with waste management. The Planning Committee then identified a roster of experts capable of addressing the challenges facing *The Avenues*. The Planning Committee chose individuals having no previous connections to *The Avenues* and with “real world” experience.

Deeohn Ferris, J.D./Sustainable Community Development Group, Inc.

Environmental Justice

Deeohn Ferris is founder and head of the Sustainable Community Development Group, Inc., a not-for-profit corporation dedicated to advancing metropolitan sustainability, environmental health, equitable development and global smart growth, headquartered in Washington, D.C. As a lawyer, Ms. Ferris’ interdisciplinary career spans government, industry and public interest. Her work encompasses critical public policy issues that range from managing the Exxon Valdez natural resources litigation and publishing a national biotechnology newsletter (The Gene Exchange) to advising NGOs at the World Conference Against Racism in Durban, South Africa.



Susan Hannegan/Centre County (Pennsylvania) Planning and Community Development Office

Historic Designation

Susan Hannegan is the Assistant Director of the Centre County Pennsylvania Planning and Community Development Office. Prior to taking this position, she served as Assistant Manager of Bellefonte Borough, the county seat of Centre County, and as a historic preservation consultant to residential and commercial property owners. In addition, she has also participated in two “Main Street” efforts as a board member and chair of a design review committee and an economic restructuring committee. Her recent work has focused on identifying organizational options for a county level community revitalization initiative that would assist municipalities and small communities in meeting their community development objectives.



Sheila Jackson/Clean & Safe

Community Safety

Sheila Jackson is director of Clean & Safe, an integral part of the



Jefferson East Business Association (JEBA) located in Detroit, Michigan, responsible for addressing issues of blight, code enforcement and infrastructure. She also works with city, county and state agencies to address cleanliness and safety concerns, refuse control, removal of blight/graffiti and code enforcement. Prior to her position with Clean & Safe she worked as a Program Manager and Information Security Analyst

for Electronic Data Systems. Ms. Jackson has been recognized with many awards including the Met Life Foundation Community Policing Award, Keep Michigan Beautiful Distinguished Award for her work on transforming a blighted vacant lot into a beautiful garden park, and the Detroit Outstanding Community Leader Award.

Robert H. Richardson, AIA/University of Indiana

Redevelopment Strategies

Bob Richardson is the Senior Associate University Architect for the University of Indiana in charge of the main Bloomington campus. As university architect, Bob is

responsible for the design and coordination of all the proposed new and remodeled buildings on the Bloomington campus, approximately one billion dollars worth of new construction in the next four years. Prior to his involvement with the University of Indiana, Bob was the Cincinnati City Architect in a career spanning more than thirty years. As the Cincinnati City Architect, Bob was the design conscience of the City. He was involved in most of the major redevelopment efforts in Cincinnati including the Central Riverfront and Banks Development, Fort Washington Way, the City Gateway Program, the planning of neighborhood business districts, housing and industrial projects and the restoration of significant City buildings.



Terri Smith, CPM/Environmental Liability Management, Inc.

Marketing the Community & Changing Perceptions

Terri Smith is the Brownfields Coordinator for Environmental Liabilities Management Inc., an environmental engineering and risk management firm based in New Jersey. As Brownfields Coordinator, Terri acts as an intermediary between stakeholders, municipalities, and federal and state regulators. Terri got her start with the New Jersey Department of Environmental

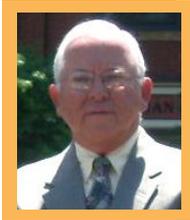


Protection (NJDEP), working with the Environmental Responsibility Cleanup Act, one of the nation's strictest environmental laws at the time. She eventually became a litigation analyst for the NJDEP, where she stayed for seventeen years before moving to Environmental Liability Management Inc. Terri is currently on a National Brownfield Association's Advisory Board committee where she works with the U.S. Green Building Council to increase Leadership in Energy and Environmental Design (LEED) certification points for building on brownfields. Finally, Terri is a member of the Phoenix Awards executive committee where she has been an active member for eight years.

Marshall Williams/CSX Real Property Incorporated (Retired)

Railroad and Physical Connections

Marshall Williams started his career with the L & N Railroad in 1961 and retired from CSX Real Property Incorporated (RPI) in 2001. During his career he was responsible for the design, construction, and operation and permitting of wastewater treatment facilities, was responsible for emergency spill response at derailments, for the remediation of active operating railroad facilities and during the past 15 years worked with CSX RPI to assist in the sale of non-operating surplus properties that were environmentally challenged. After Marshall retired, he helped form Environmental Risk Solutions, an environmental liability transfer company, where he now works on a part-time basis. Marshall continues to serve the railroad industry as Past President and member of the Executive Committee of the American Railway Development Association (ARDA).



2.5.2 Stakeholders

The stakeholders were divided into distinct groups, "Directs," (Homestead and West Homestead Boroughs represented by Council Presidents Drew Borcik and David Weir respectively, property owners, and elected officials) and "Indirects," ("Resources and Regulators" and "Community-Based Organizations"). "Directs" have a vested economic interest in the development outcomes, where "Indirects" may have some level of contribution but no potential financial gain. Distinguishing and separating the interests of these groups allowed the workshop facilitators to design meetings that fostered a level of trust and comfort between the experts and these respective groups.

2.5.2.1 Property Owners

The property owners have a direct, vested economic interest and authority in the development of the properties along *The Avenues*. Engaging these property owners was pivotal in adding content, and crafting the recommendations at the conclusion of the workshop. As with any workshop, engaging the property owners and receiving feedback is critical if recommendations are to be recognized and implemented. More information about the sites' ownership can be found on the facts sheets in Appendix A.

The following property owners participated in the workshop in varying degrees:

Charles Batch Batch Development Company Inc	David and Daniel Lewis and Judy Tener Lewis and Tener Property
Mike Collura Keystone Plumbing Sales	Jerry Miller Blue Dust Bar and Restaurant
Joseph, Francis, Fran and Gina Dilorio Dilorio's Auto Body Inc.	Jack and Margaret Myers Myers Key Shop
Leslie Frank Bev-O-Matic Vending	Park Corporation WHEMCO
Karl Haglund Urban Design Ventures, LLC	Joe Ranii Ranii Property
John Jumba Steel Valley Ambulance	Lois Riske General Cleaning Inc.
Steve Krasne Browns Hill Sand and Glass Block	John Rosato Rosato and Sons
James and Joanne Laux TOS Inc./ L & S Towing	Robert Thomas ASKO Inc./Barna Inc.
Frank Leonello Franjo Construction	Jon Weston Weston Property

2.5.2.2 Elected Officials

This category encompasses those elected officials whose political jurisdiction encompasses *The Avenues* as well as those whose jurisdiction includes the surrounding areas, i.e. county, state, and federal levels. The engagement and participation of these individuals is critical in moving forward to execute the workshop recommendations.

Allegheny County Chief Executive
Dan Onorato

State Representatives
Harry Readshaw
Marc Gergely

Lieutenant Governor
Catherine Baker Knoll

U.S. Representative
Mike Doyle

County Council
Rich Fitzgerald

U.S. Senators
Robert Casey
Arlen Specter

State Senator
Jay Costa

2.5.2.3 Resources and Regulators Group

Resources and Regulators constitute the individuals or groups that will gain no monetary value from property development but have a regulatory and legal capacity to affect what can and cannot be done with the property.

Invited Participants Included:

- Allegheny County Economic Development
- Allegheny County Planning
- Community Action Team (Governor's Office)
- Environmental Protection Agency
- Governor's Action Team
- Pennsylvania Department of Community and Economic Development
- Pennsylvania Department of Environmental Protection
- Pennsylvania Department of Transportation
- Pennsylvania Governor's Office
- Southwest Pennsylvania Commission
- U.S. Department of Housing and Urban Development

2.5.2.4 Community-Based Organizations Group

The

Community-Based Organizations Group gains no monetary value from developed property and have no legal capacity in affecting what can and cannot be done with property; however, Community-Based Organizations do contribute information and aid in the development process.

Invited Participants Included:

- Allegheny Conference on Community and Economic Development
- Allegheny County Conservation District
- Allegheny County Department of Parks and Recreation
- Allegheny Trail Alliance
- Council of Governments
- Historic Investment Board
- Homestead Library
- Mon Valley Initiative
- Pennsylvania Environmental Council
- Pennsylvania Historic and Museum Commission
- Pennsylvania Housing Finance Agency
- Pittsburgh Gateways
- Pittsburgh Historical Landmarks Foundation
- Steel Valley Enterprise Zone
- Pittsburgh Regional Alliance
- Pittsburgh Rotary Club
- Rivers of Steel Heritage
- Steel Valley Authority
- Steel Valley Chamber of Commerce
- Three Rivers Wet Weather
- West-to-West Coalition
- Young Preservationists

2.5.2.5 Community-at-Large

The

“Community-at-Large” refers to those groups or individuals that may become involved in the workshop through their self-initiated response to passive solicitations.



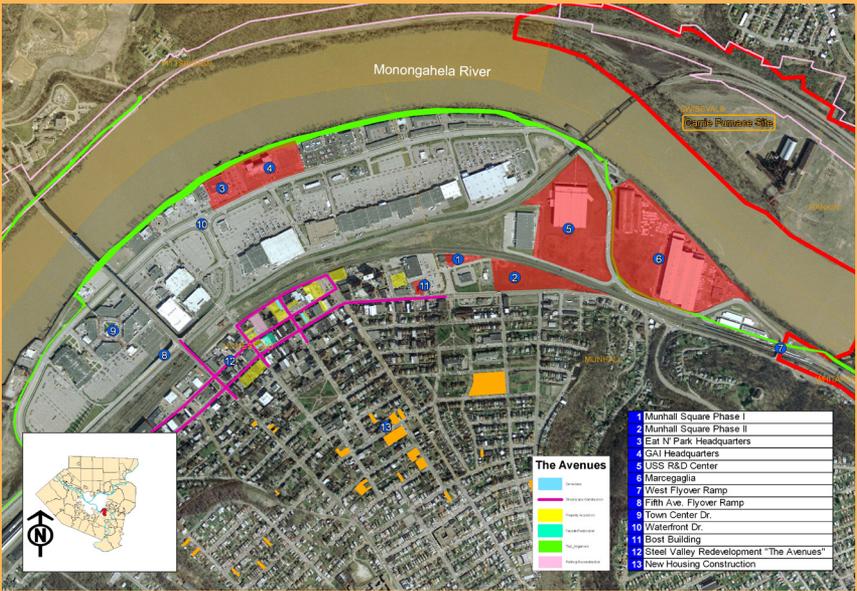
3.0

Study Area

- 3.1 Demographics
 - 3.1.1 Homestead
 - 3.1.2 West Homestead
- 3.2 History
 - 3.2.1 Homestead
 - 3.2.2 West Homestead
- 3.3 State of Allegheny County
- 3.4 State of Homestead & West Homestead

“There is no shortage of efforts in the “Mon Valley” despite its weak economic environment...”

The area chosen for study was five blocks along the 6th and 7th Avenues corridor bound by McClure St. to the northeast, Neel St. to the southwest, and a multi-million dollar shopping complex, (the Waterfront) to the north. The study area also included the ASKO and WHEMCO properties to the southwest of *The Avenues* on West 7th Avenue. The study area was comprised of eighteen different property owners within the boroughs of Homestead and West Homestead. In this section you will find descriptions of Homestead and West Homestead, as well as the surrounding corridor and county.



A larger color version of the map (above) is available in Appendix B, page B2.

3.1 Demographics

In the following two sections you will find Homestead and West Homestead demographics as compared to Allegheny County. These statistics are based on the 2000 Census data from the Southwestern Pennsylvania Commission.

3.1.1 Homestead

	Homestead	Allegheny County
Geographic area (in square miles)	0.57	730.2
Total Population	3,569	1,281,666
Median age (in years)	39.8	39.6
Population by Gender (male/female)	44.5% / 55.5%	47.4% / 52.6%
Population by Race		
White	42.6%	84.3%
Black or African American	51.3%	12.4%
Asian	2.8%	1.7%
Hispanic or Latino	0.6%	0.9%
Average Household Size	2.16	2.31
Population aged 25 and over with GED	75.6%	86.3%
Population aged 5 and over who resided in same house in 1995	60.8%	64.6%
% Total housing units that are vacant	22.4%	8%
% Of occupied housing units that are owner-occupied	41.8%	67%
% Of civilian labor force that is unemployed	11%	6.1%
% Of employed civilian population 16 years and over employed in manufacturing	8.5%	9.0%
Average travel time to work (in minutes)	27.7	25.3
Median household income in 1999	\$16,603	\$38,329
% Of total housing units that are single-family units	52.5%	71.7%
% Of total housing units that were built before 1970	92.5%	77.3%
Median value of specified owner occupied units	\$32,600	\$84,200

3.1.2 West Homestead

	West Homestead	Allegheny County
Geographic area (in square miles)	1	730.2
Total Population	2,197	1,281,666
Median age (in years)	44.2	39.6
Population by Gender (male/female)	47% / 53%	47.4% / 52.6%
Population by Race		
White	89.5%	84.3%
Black or African American	8.8%	12.4%
Asian	0.5%	1.7%
Hispanic or Latino	0.5%	0.9%
Average Household Size	2.30	2.31
Population aged 25 and over with GED	82.6%	86.3%
Population aged 5 and over who resided in same house in 1995	75%	64.6%
% Total housing units that are vacant	13.6%	8%
% Of occupied housing units that are owner-occupied	77.7%	67%
% Of civilian labor force that is unemployed	6.6%	6.1%
% Of employed civilian population 16 years and over employed in manufacturing	11.3%	9.0%
Average travel time to work (in minutes)	23.2	25.3
Median household income in 1999	\$33,309	\$38,329
% Of total housing units that are single-family units	78.9%	71.7%
% Of total housing units that were built before 1970	90%	77.3%
Median value of specified owner occupied units	\$72,400	\$84,200

Source: Southwestern Pennsylvania Commission, Profile of General Demographic Characteristics – 2000

3.2 History

In the following sections you will find histories of Homestead and West Homestead, adapted from Daniel J. Burns' book *Homestead and the Steel Valley*, 2008.

3.2.1 Homestead

Beginning in 1786 with the purchase of 300 acres of land by John McClure, the area that would come to be known as Homestead began to take shape. This initial plot of land located at the bend of the Monongahela River, one mile from Braddock, Pennsylvania and ten miles southeast of Pittsburgh, was parceled and sold to prospective landowners - most of whom were Revolutionary soldiers with land grants. In 1872, Abdiel McClure, grandson of John McClure, sold 113 acres to a banking and insurance company, eventually earning the name Homestead and being incorporated as a borough in 1880.

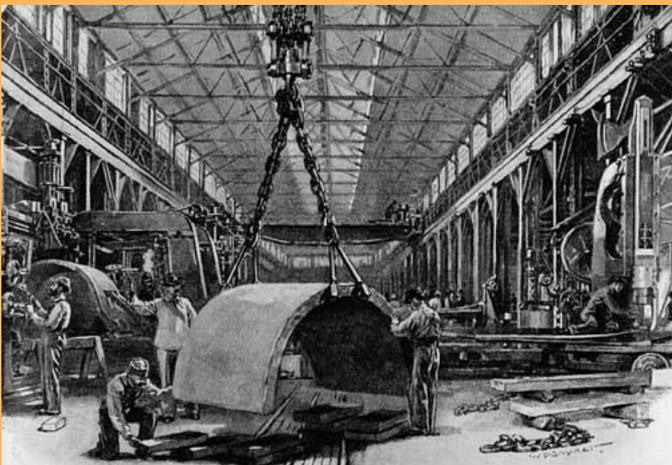
By 1879 there were two small steel mills, one built by Andrew and Anthony Kloman and the other built by the Pittsburgh Bessemer Steel Company. Both of these mills sat next to each other, the Klomans' making steel while the Bessemer Steel Company formed the steel into functional shapes. Bessemer Steel eventually acquired the Kloman mill, and following the 1882 Amalgamated Association of Iron and Steel Workers strike and decline in the price of steel; the Bessemer shareholders handed over control of the mill to Andrew Carnegie.

In 1892, Homestead began to receive national attention. After learning that Carnegie proposed to cut workers' wages in order to further profits, the Amalgamated Association of Iron and Steel Workers went on strike. Henry Frick, then chairman of the Carnegie Company, sent 300 men from the Pinkerton Detective Agency to break the strike. It is unclear who fired the first shot, but the ensuing firefight resulted in twelve dead and eleven wounded. While the strikers received physical enforcements from the surrounding areas and national sympathy, much of their support was eroded after the Pinkertons attempted to leave Homestead after surrendering and were attacked and beaten in the streets. Only after several thousand soldiers from the state militia were called in would the strike finally come to an end.

The population of Homestead exploded from 1,600 in 1880 to over 45,000 in 1920, according to U.S. census figures. Immigrant labor began pouring into the area, filling the new and rising demand for labor. By this time period, Homestead Works of Carnegie Steel operated on over 300 acres of land, 40 of which were under covered structures and employed over 4,000 workers. Churches began springing up, and by the early 20th century there were over 20 churches and 50 saloons marking the landscape. Arguably, one of the most notable structures dotting the landscape was the Carnegie Library of Homestead, built on the site of the former state militia encampment. In Carnegie's *Gospel of Wealth*, he states, "The best means of benefiting a community is to place within its reach the ladders upon which the aspiring can arise." In all, Carnegie donated over \$40 million and built more than 1,700 public libraries. In addition, the Homestead library housed over 40,000 volumes, athletic facilities and a concert hall that could seat over 1,000.

Unfortunately, the economic boom experienced by the steel industry would not last. As the 1970's approached, the U.S. economy began to take a downward turn, as did the steel industry. By the 1980's the steel industry had collapsed, and the once bustling Homestead Works of Carnegie Steel lay silent. Today the area has undergone a dramatic face-lift, housing a 430-acre shopping and office site known as the Waterfront. While the area has been refurbished, the surrounding community of Homestead continues to suffer economically as it attempts to leverage the attraction of the Waterfront.

Source: *Homestead and the Steel Valley* by Daniel J. Burns - 2008



Homestead
Steel Works,
Homestead, Pa.

Photo courtesy
of the Library
of Congress,
Washington, D.C.

3.2.2 West Homestead

Beginning

with David Calhoun and his construction of his second home in 1874 on what is now 8th Ave., the founding of West Homestead took shape. While Homestead was in the midst of the explosion of growth within the steel industry, West Homestead's chief industry, machinery, was in full swing. Founded in 1898, Mesta Machine Company was located along the Monongahela River where WHEMCO currently sits. By the mid-20th century, Mesta employed over 3,000 people to "create the finest specialty steel goods in the world."



Molded staggered tooth gear
Mesta Machine Company

Photo courtesy of the
Carnegie Museum of Art

Mesta was also called during World War II to help produce many of the specialty machines and parts necessary for the war effort. During the decline of the steel industry, Mesta's production began to diminish and was eventually acquired by WHEMCO in 1983. Currently, West Homestead is in a similar economic situation as Homestead; the wealth and prosperity of the Waterfront is not yet distributed to the area.

*Source: Homestead and the Steel Valley
by Daniel J. Burns - 2008*

Mesta Machine Co #4

Photo courtesy of B.E.D.T.
[http://members.aol.com/
bedt14/BEDT.html](http://members.aol.com/bedt14/BEDT.html)



3.3 State of Allegheny County

Until

1999, the County was governed exclusively under the state's Second Class County Code. Under this code the County handled elections, prisons, airports, public health and city planning. Before January 1, 2000, there were three county commissioners. These were replaced with an elected chief officer, a county council with 15 members, and an appointed county manager. The changes were intended to maintain a separation of powers between the executive and legislative branches while providing the citizens with greater control over the government.

The County focuses on economic development around Pittsburgh International Airport, the reclamation and redevelopment of Brownfields and the creation and expansion of high-tech businesses and jobs resulting from university research and development. The county has 130 municipalities with their own governmental setup. The county has one Second Class City (Pittsburgh) and three Third Class Cities (Clairton, Duquesne, and McKeesport).

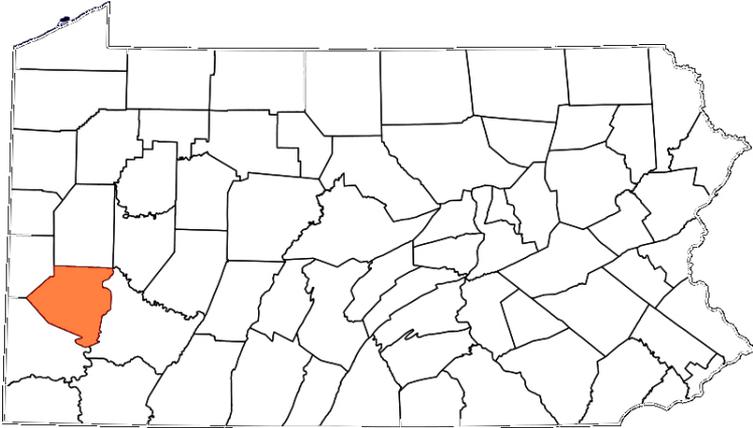
Strategically located at the heart of the Mid-Atlantic states, Allegheny County is a short flight or a day's drive from many of the world's busiest commercial centers, including New York, Philadelphia, Washington, D.C., Boston, Atlanta, Detroit, Chicago and Toronto. These lucrative markets encompass more than 50% of the populations of both the United States and Canada and 53% of the American buying income.

Allegheny County has been transformed from a county of heavy industry to one of specialized industries and services, including high technology, health care, education and finance. Roughly 42% of the region's workforce is employed in the service sector, while about 20% is employed in the manufacturing sector. Allegheny County is home to at least five Fortune 500 firms, including Heinz, USX, PPG Industries, PNC Corporation, and Wesco International.



The health care industry has been among the cornerstones of the County's regional economy for many years. There are more than 90 medical facilities in our area, including hospitals, medical schools, rehabilitation centers, hospices and nursing homes.

Prepared by the Allegheny County Department of Economic Development



Allegheny County

3.4 State of Homestead & West Homestead

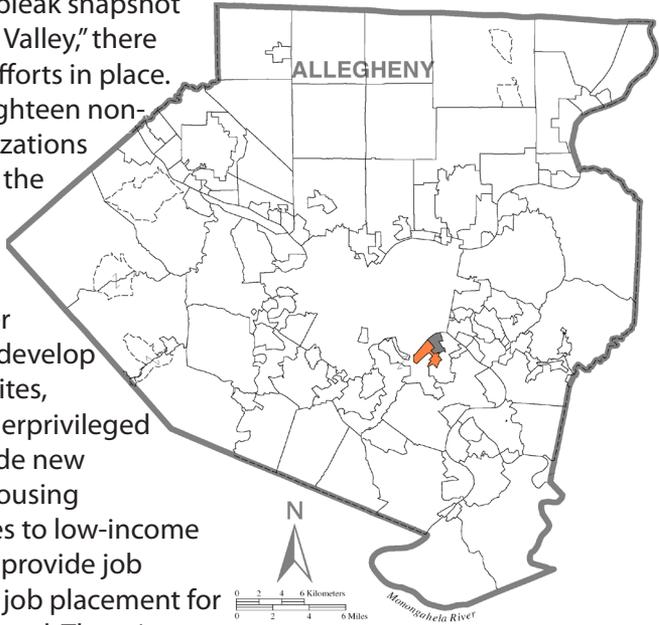
Homestead

and West Homestead are located within the "Mon Valley" region of the Monongahela River. The areas of Clairton, McKeesport, Duquesne, Braddock, Rankin, Homestead, West Homestead and others had their growth and former prosperity driven by heavy industry. For the most part they were dependent on one or two large manufacturing plants. The recession of the 1980's brought the close of most of these facilities, and ultimately the collapse of the "Mon Valley" economy.

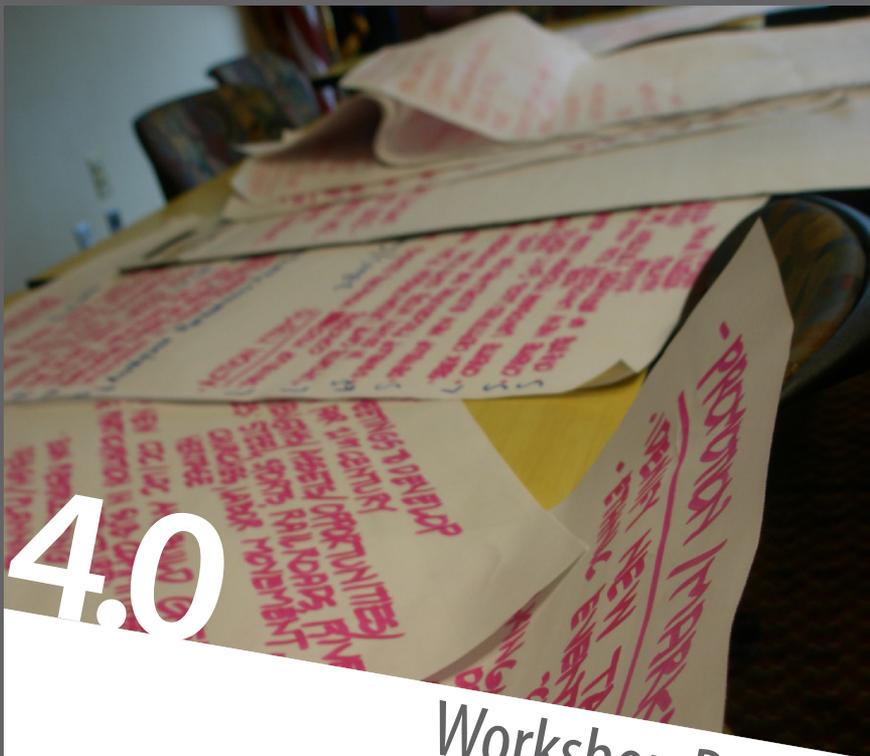
The "Mon Valley" is largely caught in a downward development spiral despite some of the development successes that have occurred in recent years. Although there are hundreds of millions of dollars available in Allegheny County Community Development Block

Grants (CDBG), federally-funded grants which help communities carry-out a number of redevelopment strategies, the Valley's demographics still paint a picture of economic blight and resident flight. Low educational attainment is leading to an under-skilled population in an increasingly high-skilled nation.

Despite the bleak snapshot for the "Mon Valley," there are several efforts in place. With over eighteen non-profit organizations operating in the Mon Valley, efforts are underway to curb water pollution, redevelop brownfield sites, educate underprivileged youth, provide new affordable housing opportunities to low-income families and provide job training and job placement for the unemployed. There is no shortage of efforts in the "Mon Valley" despite its weak economic environment; we are only beginning to see the positive results of this multitude of efforts.



*Prepared by Impact Economics, LP and Tripp, Umbach & Associates, Inc.
in Association with Perkins Eastman*



4.0

Workshop Results

- 4.1 Summary of Expert Recommendations
- 4.2 Immediate Follow-Up Activities
- 4.3 Other Outcomes

“After nine hours of deliberations, the experts presented their recommendations to the vested stakeholders and property owners...”

4.1 Summary of Expert Recommendations

After a series of discussions with local stakeholders and property owners, review of existing redevelopment plans, and identification of community assets and issues, the experts formulated a series of recommendations for *The Avenues*. After nine hours of deliberations, the experts presented their recommendations to the vested stakeholders and property owners, who had a chance to examine the findings prior to the public unveiling at the Press Conference.

Design/Planning

One of the biggest issues the experts found to be important when moving forward was attention to the Comprehensive 2000 Urban Design Plan. This Plan, while nearly implemented, constitutes a major pillar to the redevelopment process of *The Avenues*. The following short and long-term recommendations will aid in the design and planning of the redevelopment process.

Short Term

- Revisit the Comprehensive 2000 Urban Design Plan
- Evaluate all zoning ordinances for permitted uses and standards
- Evaluate “Rivers of Steel” interpretive plan for inclusion in the Urban Design Plan
- Develop procedures for consistent Historic District Administration
- Create new landscaping and public space plan
- Evaluate the feasibility of relocating overhead utilities
- Create standards for signage, lighting, streets paving, sidewalks and fencing
- Analyze recreation opportunities
- Evaluate Genesee Institute’s model for land banking
- Develop a “Gateway Plan” with “historic” theme
- Create a network of new and existing public activity places
- Connect community to waterfront and bike path
- Celebrate heritage and diversity of the Boroughs:
 - o An annual celebration that includes food festival, crafts, music etc.

Long Term

- Amend zoning, including form-based codes, if necessary
- Update Urban Design Plan and insure inclusion into County Wide Comprehensive Plan
- Develop strategy to fix ramp access between town and Waterfront development
- Investigate other alternatives to providing Waterfront access

Organization

The organization recommendations should ultimately provide *The Avenues* with new sources of funding and promote collaboration between the three Boroughs. These recommendations are meant to eliminate some of the redundancies that exist between the jurisdictions of *The Avenues*.

Short Term

- Establish a cooperative communication strategy
- Apply to Environmental Protection Agency (EPA) for an Interagency Personnel Agreement (IPA) staff person
- Identify and hire a facilitator/grant writer as a shared service
- Gather information on all public agencies that exist in Mon Valley
- Evaluate all community representation on existing associations
- Evaluate shared services: refuse, parking, landscaping, maintenance, fire, police, etc.

Long Term

- Create intergovernmental cooperative agreement
- Form new or amend existing development corporation
- Follow the “Main St.” approach to committee structure
 - o Volunteers/community residents/stakeholders

Economic Opportunities

The recommendations regarding economic opportunities encourage *The Avenues* to take stock of their existing assets, create new opportunities and grow them by using resources such as the programs offered by local lending institutions.

Short Term

- Inventory existing businesses, properties, housing, commercial and owners
- Identify sub-standard properties (abandoned and others)
- Engage lending institutions/banks
- Develop strategy to retain viable existing businesses
- Create a Business Association for *The Avenues*
- Determine partners – Chamber of Commerce, Rotary Club, Board of Realtors, etc.

Long Term

- Implement parking management plan
- Update marketing plan
- Establish a plan for business recruitment
- Establish a small business resource center
 - Use to assist with business plan development for new local start-ups

Environmental/Quality of Life Issues

Environmental and quality of life recommendations prompt *The Avenues* to examine their shared services while improving the physical appearance of the area in order to enhance the community's sense of pride. Quality of life issues affect all community members of *The Avenues* and promote cohesion and unity to the area through a shared sense of responsibility.

Short Term

- Develop a strategy for shared services (i.e. trash pickup) for cost savings
- Upgrade lighting
- Implement mandatory State Recycling Program
- Expand Young Life Program for Avenue beautification
 - Clean up store fronts, trash pickup, paint trim

Long Term

- Implement Crime Prevention Through Environmental Design (CPTED)
- Provide Certified Emergency Response Training (CERT)
- Engage with the Local Initiative Support Corporation

Promotion/Marketing

The experts realized *The Avenues* have valuable assets as a community, including a strong ethnic background and a solid connection to the area's past. These recommendations capitalize on these assets, spread awareness through the community and draw in outside interest, bolstering the local economy and redevelopment process.

- Promote new identity through use of public literature
- Host ethnic events and walking tours
- Host trolley, bus and biking tours
- Create visitor center
- Develop/upgrade signage to reflect heritage
- Celebrate successes
 - o Ribbon cuttings
 - o Community participation
- Revisit implementation plan on quarterly basis

Next Steps

The following recommendations act as possible next steps for *The Avenues*, engaging community members of *The Avenues*, and empowering them to take an active role in the development process. Some steps are immediate and simple, such as upgrading lighting, while others require an ongoing effort. The point of these recommendations is to place the power of change in the hands of the community.

- Hold community meetings to develop community vision for 21st Century
- Implement "safety" initiatives
 - o Upgrade lighting
 - o Eliminate eyesores and blight
- Utilize strengths of the community
 - o Sports, steel, railroads, churches, labor movement
- Develop strategies based on current funding sources
- Develop mixed use walkable community
- Target diverse group of young professionals and students
- Development of business plan for target businesses on 8th Ave.
 - o Coffee shops, bike shops, gifts, candles, boutiques, sandwich shops, unique restaurants
- Provide access to the river

- o Trolley system
- o Water taxi's
- o Bike path
- Training of work force
 - o Basic skills
 - o General Education Development (GED) offerings
 - o Customer service
 - o Expand and promote "training center" in the downtown area

4.2 Immediate Follow-Up Activities

After

the experts departed, the WPBC summarized their recommendations to present them at a follow-up Public Meeting. The Public Meeting was held on June 4 at the Moose Building. The WPBC received valuable community feedback on the recommendations, and then reconvened with the Planning Committee where the expert recommendations were reviewed. From this meeting, a Steering Committee emerged.

The Steering Committee is an extension of the Planning Committee led by the three Council Presidents of Homestead, Munhall and West Homestead. The role of the co-directors is to **(a)** involve the workshop Planning Committee, as well as other members of the community including local property owners, members of lending institutions, and members who represent the diversity of the community, and **(b)** to use the expert recommendations as a tool to "kick start" a unified redevelopment effort. The Steering Committee is set to begin attacking the most salient of the expert recommendations as their starting point including but not limited to: **(a)** examining new grants and funding opportunities, **(b)** obtaining an Interagency Personnel Agreement from the Environmental Protection Agency to examine federal assistance options, **(c)** completing and updating the Comprehensive 2000 Urban Design Plan, and **(d)** forming an intergovernmental agreement. In addition, sub-committees will be formed, chaired by the Steering Committee members and comprised of local community members. Once the Steering Committee and sub-committees' efforts are underway, regular Public Meetings



should be held to update the community on the status of the redevelopment process: creating opportunities for feedback and allowing new sub-committees to evolve based on community-suggested recommendations as well as the Steering Committees' recommendations.

The Steering Committee should develop their mission and vision. The WPBC proposes the following as a starting point:

- *Mission: Drive collaborative revitalization in Homestead, Munhall and West Homestead, building on the ongoing public and private sector efforts, and the interests and assets of the community.*
- *Vision: The Boroughs operate under a single authority that values stakeholders and has created a unified Community, with economically sound "main streets" and diverse neighborhoods that attract businesses, residents and visitors.*

4.3 Other Outcomes

Some of the most influential events of the workshop did not necessarily originate from the experts' recommendations. From August 2007 until May of 2008, the workshop Planning Committee, comprised of seven different organizations, met and focused their attention on *The Avenues*, creating an energy not normally enjoyed by these communities. During the planning process as well as the workshop, the Planning Committee was challenged to engage differing facets of *The Avenues*, including local property owners, businesses and local government officials as well as the community itself.

Another interesting outcome was the tri-borough collaboration of Council Presidents from Homestead, Munhall and West Homestead in the formation of the Steering Committee. In addition, the inclusion and engagement of Munhall in this effort marks a new chapter for *The Avenues*. "The Avenues: Beyond the Waterfront" originally was site focused on 6th, 7th and 8th Avenues, excluding Munhall from

the focus of the workshop. However, during the post workshop effort, the Planning Committee engaged Munhall, asking for their support. Munhall responded positively and is now a co-leader of the Steering Committee.

In addition to the expert observations and recommendations, the workshop has brought value to the community including:

- Six new ambassadors – The experts have a newly-found interest in *The Avenues*
- Increased regional visibility of *The Avenues* through media coverage
- Focused attention and cooperation of diverse group of stakeholders on *The Avenues* for the nine month planning period
- Collaboration between numerous stakeholders and demonstration that local stakeholders can engage in productive discussion



Press Coverage

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•• there is a common, false perception that brownfields are only the ruins of what was left behind when the mills closed.”

KARAMAGI RUJUMBA, PITTSBURGH POST-GAZETTE

“The Avenues: Beyond the Waterfront” was covered by Pittsburgh’s two largest newspapers, *The Pittsburgh Post-Gazette* and *The Pittsburgh Tribune Review*. In addition, Munhall borough’s local paper *The Valley Mirror*, as well as a McKeesport newspaper, *The Daily News*, also covered the Workshop. Finally, the Workshop received coverage in *Pop City*, an online development news magazine. Below you will find all of the press coverage from the Workshop effort.

Groups look to redevelop Mon Valley sites

By Karamagi Rujumba, *Pittsburgh Post-Gazette*

Thursday, June 12, 2008

In Homestead and in other Mon Valley boroughs that supported steel mills, there is a common, false perception that brownfields are only the ruins of what was left behind when the mills closed.

Meredith Meyer Grelli contends that this misconception is an economic development obstacle for communities such as Homestead, West Homestead and Munhall, which are trying to pull themselves out of a decades-long malaise.

“There is definitely an impression that brownfields are only big pieces of unusable land, and yet they are more than that,” said Ms. Grelli, program coordinator of the Western Pennsylvania Brownfields Center at Carnegie Mellon University.

In economic development terms, she said, there is a broad definition of what qualifies as a brownfield. More than just a swath of chemical-drenched land, it can also be an unused piece of property crumbling under the decay of years of abandonment.

And in the three Mon Valley communities that sit just over the train tracks from The Waterfront -- a big shopping and entertainment complex seated on 430 acres formerly used by the Homestead Works of U.S. Steel -- there are about 40 acres of land to redevelop.



"Much of it is made up of brownfields, which include many of the long-abandoned light industrial and manufacturing properties in Homestead and West Homestead," Ms. Grelli said. She is coordinating a redevelopment push in the three boroughs focusing on community input from residents and business owners.

And what may seem mostly a question of semantics is a key part of the recommendations a panel of national experts gave to borough residents, community leaders and county officials last week, after a three-day workshop on how the three boroughs can redevelop their business districts while using The Waterfront as a resource.

The panel's key recommendations from last week's workshop titled, "The Avenues: Beyond the Waterfront," were forming an intergovernmental agreement among the boroughs, hiring a facilitator to steer the redevelopment efforts and asking the U.S. Environmental Protection Agency (EPA) to provide an official to help the communities seek funding for development efforts.

"Getting an EPA official attached to the tri-boroughs' redevelopment is critical because the federal agency can leverage grant funding for a wide range of projects," said Marshall Williams, a railroad and strategic connections expert from Tennessee.

"You need an advocate who can work with you to secure funding you might not otherwise get," said Mr. Williams, one of six national experts, which include academicians, architects and community planners, at the workshop.

So far, Allegheny County has invested about \$10 million for infrastructure upgrades in the three boroughs, and is working with Steelers quarterback Charlie Batch and others to rehabilitate a number of buildings in the area, said Dennis Davin, director of the county's Department of Economic Development.

Ms. Grelli, together with community leaders, started this redevelopment push last year, conducting a series of interviews with residents and small business owners.

She said much of the work for the project involves community marketing and getting all the economic development groups in the Mon Valley on the same page.

“There are a lot of groups trying to do the same thing in the area, and our goal here is to make sure that we’re all working together on a clear plan,” she added.

A planning committee, formed last year to study the area, presented the recommendations from last week’s workshop at a public hearing at the Moose Building on Eighth Avenue in Homestead, last night.

The next step of this project, Ms. Grelli said, “is all about establishing a strong community vision going forward. We want to establish who is accountable and how this [redevelopment plan] will work for these communities.”

Panel examines ways to spread wealth of The Waterfront in Homestead

By Karamagi Rujumba, *Pittsburgh Post-Gazette*
Saturday, May 31, 2008

The Waterfront, a hugely successful shopping and entertainment complex, is often cited as the prime model of economic redevelopment in the Mon Valley because it sits on 430 acres that were once the grounds of the Homestead Works of U.S. Steel.

But over the railroad tracks into a corridor of Homestead blocks known as the Avenues, residents, business owners and community leaders say that while the mega shopping complex was a shot in the arm for the area, they were mostly left behind when the development happened next door.

“People tell us the disparity between what happened at The Waterfront and what didn’t happen in the neighboring



communities [of Homestead, West Homestead and Munhall] is still big and very noticeable,” said Meredith Meyer Grelli, program coordinator for the Western Pennsylvania Brownfields Center at Carnegie Mellon University.

Yesterday, a panel of experts commissioned by the Brownfields center for a workshop titled “The Avenues: Beyond the Waterfront” released its recommendations on how the three boroughs can redevelop their business districts while using The Waterfront as a resource.

“Development on this side of the tracks needs to be balanced to the kind of development that happened across the tracks,” said Susan Hannegan, standing in the parking lot of a building at Amity Street and Seventh Avenue in Homestead.

A city planner from Centre County, Ms. Hannegan is an expert in historic designation of sites and was one of six national experts, who include academicians, architects and community planners, who spent three days examining the business districts in the three boroughs, which have a swath of about 40 acres to redevelop.

The panel’s key recommendations for the Mon Valley communities include forming an intergovernmental agreement among the boroughs, hiring a facilitator to steer the redevelopment efforts, and asking the U.S. Environmental Protection Agency (EPA) to provide an official to help the communities seek funding for development efforts.

Ms. Grelli said the boroughs qualify for funding from the EPA because many of the former light industrial and manufacturing properties in Homestead and West Homestead can be classified as brownfields.

Dennis Davin, director of Allegheny County’s Department of Economic Development, said the county so far has invested about \$10 million for infrastructure upgrades in the three boroughs.

Redevelopment of brownfields, Mr. Davin said, is one of county Chief Executive Dan Onorato’s policy priorities.

“What we learned from The Waterfront is that when we work on development on brownfields like the former Carrie Furnace site, we will have to start with revitalizing the surrounding neighborhoods,” Mr. Davin said.

The county is currently funding revitalization projects in Braddock, North Braddock and Rankin, in conjunction with ongoing work on the Carrie Furnace site, “because we don’t want to see the same thing that happened here when The Waterfront was done,” he said.

Citing the recent renovation of the Homestead Grays Bridge and the county’s plans to rehabilitate the Rankin Bridge, Allegheny County Council President Rich Fitzgerald said the success of revitalization projects in the three boroughs hinges on public partnerships between the communities, the county and the state.

“We have to continue this record of partnership, which has shown that we can change how some of these communities will look in the next few years,” he said.

Pointing at The Waterfront over the railroad tracks yesterday, Homestead Mayor Betty Esper said she could “see the development coming.”

“We’re moving on up. I hope this economic development crosses the train tracks and moves into the Avenues and up on the hill in Homestead,” she said.

Ms. Grelli said residents from the three boroughs will have a chance to discuss the recommendations made by the panel at a public meeting at 7 p.m. Wednesday at the Moose Building on Eighth Avenue in Homestead.

Planners target revitalization in Homestead

By Justin Vellucci, *Pittsburgh Tribune-Review*

Saturday, May 31, 2008

A panel of experts issued a nine-point proposal Friday for revitalizing a roughly half-mile stretch of Mon Valley land between The Waterfront and business districts in Homestead and West Homestead.

Though the plan's specifics aren't worked out, officials said they hope to extend the commercial success of The Waterfront development further toward Eighth Avenue, a Main-Street-style road lined with shuttered businesses that is separated from The Waterfront by train tracks.

"It's our responsibility to bring it over to this side, to Sixth, Seventh and Eighth Avenue ... and up the hill," said state Sen. Jay Costa, D-Forest Hills, at a news conference along Seventh Avenue. "We believe in what needs to take place here."

The road map to revitalizing Sixth, Seventh and Eighth avenues, experts said, calls for developing an intergovernmental agreement and updating a revitalization plan crafted in 2000.

Other points in the proposal include hiring someone to bring together different groups, seeking grants and expanding the existing planning committee.

"We all know the success across the tracks," said Allegheny County Council President Rich Fitzgerald, D-Squirrel Hill, referring to The Waterfront. "This side of the tracks is now going to continue with some of the investments."

Dennis Davin, who heads the county Department of Economic Development, estimates \$10 million has been invested on the Sixth, Seventh and Eighth avenues side of the railroad tracks.

Karl Haglund is part of that investment. His Urban Design Ventures moved from Shadyside to Homestead and gutted an existing

building to create and rent out two, roughly 1,700-square-foot lofts. Haglund wants to see more local businesses sprout near his Seventh Avenue building to serve a growing number of residents.

“People want to be part of The Waterfront but they don’t want to live in it,” Haglund said. “They’re living here (because) they kind of have a downtown feel.”

“The area pegged for revitalization stretches along Sixth, Seventh and Eighth avenues between McClure and Neel streets,” said Meredith Meyer Grelli, program coordinator of Carnegie Mellon University’s Western Pennsylvania Brownfields Center. The land is owned by about 20 property owners and includes the roughly 40-acre WhemCo site.

A meeting to further discuss the revitalization effort will take place at 7 p.m. Wednesday at the Moose lodge building on Eighth Avenue, Homestead.

Meeting focuses on future Steel Valley developments

By Michael Divittorio, *Daily News*

Thursday, May 29, 2008

Steel Valley residents and others had an opportunity to speak with a panel of experts about possible future developments in Homestead and West Homestead.

Carnegie Library of Homestead hosted the public meeting Wednesday night. The event was part of a workshop titled “The Avenues: Beyond the Waterfront.”

In 2007, Homestead and West Homestead council presidents Drew Borcik and Dave Weir, respectively, began working with the Western Pennsylvania Brownfields Center at Carnegie Mellon University, sponsor and facilitator of the workshop. The Avenues Planning Committee was formed from those efforts. It is comprised of



community, county-level and regional leaders and redevelopment professionals from the Brownfields Center.

After nine months of brainstorming sessions and meeting with property owners, the committee identified two areas with the potential to serve as conduits between the Waterfront and future development. Those areas are Sixth and Seventh avenues between McClure and Neel streets and the WHEMCO and ASKO properties along W. Seventh Avenue.

Brownfields Center Executive Director Deborah Lange moderated Wednesday evening's activity.

The redevelopment experts at the meeting were Deeohn Ferris, president of Sustainable Community Development Group Inc. in Washington, D.C.; Susan Hannegan, assistant director of Centre County Planning and former assistant Bellefonte borough manager; Sheila Jackson, director of the Clean and Safe program at Jefferson East Business Association in Detroit; Robert Richardson, University of Indiana architect and former city architect for Cincinnati; Terri Smith, redevelopment coordinator for Environmental Liabilities Management Inc. in Princeton, N.J.; and Marshall Williams, former CSX Railroad director of environmental real estate transactions.

The panel toured some of the major sites in the Steel Valley earlier Wednesday, met with property owners and planning committee members from the surrounding boroughs, and received a variety of input from homeowners who want to see historic preservation.

"You all have done a lot of visioning yourself here," Ferris said. "There are a lot of good plans that have been put on paper. We think some of those plans are pretty darn good. We really value that work."

Redevelopment experts convene for The Avenues: Beyond the Waterfront workshop

By Jennifer Baron, *Pop City*

Wednesday, May 28, 2008

On May 27-30, redevelopment experts from around the country will convene on Homestead and West Homestead for The Avenues: Beyond the Waterfront, a workshop facilitated by the Western Pennsylvania Brownfields Center at Carnegie Mellon.

Designed to address redevelopment opportunities and challenges facing the two communities, the workshop will involve 200 local, county and state stakeholders who will devise action items for the municipalities and business owners. During the session, participants will also address community safety, marketing strategies, environmental justice, and historic designation.

Proposed action items will be unveiled on May 30 at noon, during a public press conference at the corner of 7th Ave. and Amity St. in Homestead. "We've interviewed dozens of property owners about what they think is inhibiting development. We've had candid discussions about how to work toward resolutions," says Meredith Meyer Grelli, who is with the Western Pennsylvania Brownfields Center at Carnegie Mellon. "We aim to come out of these four days with concrete steps the community can start working on immediately. So many beautiful plans have sat on the shelf. We want to revisit them and make sure that they're broken down into actionable steps."

The workshop includes a May 28 public meeting at 7 p.m. at the Carnegie Library of Homestead. "Bringing everyone to the table for a prolonged period during the planning process is one of the most important outcomes," adds Grelli, who says a planning committee worked with 30 property owners including owners of parcels on 6th, 7th and 8th Aves., and the ASKO, WhemCo, Sandcastle, and Waterfront sites.

Following the workshop, the Center will cull feedback on the recommendations during an upcoming community meeting and via its website.

Experts to study redevelopment potential of Homestead & W. Homestead

The Valley Mirror

Thursday, May 22, 2008

Six national experts in the redevelopment arena will convene on Homestead and West Homestead May 27 – 30 for a workshop titled “The Avenues: Beyond the Waterfront”. The workshop, sponsored and facilitated by the Western Pennsylvania Brownfields Center at Carnegie Mellon University, aims to develop action items to spur development and organize community participations and foster consensus building.

The public is invited to a meeting Wednesday, May 28 in the boardroom of the Carnegie Library of Homestead at 7pm.

In summer 2007 the Homestead and West Homestead Council Presidents began working with the Western Pennsylvania Brownfields Center at Carnegie Mellon to address the redevelopment opportunities and challenges facing the communities. As a result, a local planning committee was formed to develop a site-focused workshop for the area.

The Planning Committee has identified the area of 6th and 7th Avenues bound by McClure and Neel Streets as well as the WhemCo and ASKO properties as the areas on which to focus. After a number of meetings with property owners, the Committee has identified six national experts who will over the course of the workshop, interview local stakeholder groups. After the experts have collected local input they will retreat to brainstorm concrete action items to push responsible development forward in Homestead and West Homestead.

During the three-day workshop, visiting experts will develop steps to address community safety, redevelopment strategies, marketing, environmental justice, historic designation, and strategic connections. The experts will unveil their proposed action items Friday, May 30, at 12:00 pm in a public press conference hosted

by Allegheny County Council President Rich Fitzgerald and state Senator Jay Costa Jr. at the corner of 7th Avenue and Amity Street in Homestead.

These recommendations will come after months of meetings and brainstorming, according to Meredith Meyer Grelli, Program Coordinator of the Western Pennsylvania Brownfields Center at Carnegie Mellon. "During the past nine months of workshop planning, Homestead and West Homestead Boroughs, Carnegie Mellon University, Allegheny County, Congressman Doyle's Office, Steel Valley Enterprise Zone, and the Mon Valley Initiative have come together on a regular basis, uniting their energies in this redevelopment effort," said Grelli. "The continuation of this collaboration will be vital to the success of the communities going forward."

Appendix A

Properties and Businesses Along
6th, 7th and 8th Avenues

Current Property Owner: Robert Thomas
Owner Status: Viable
Former Tenant: ASKO
(Manufacturing of shearing knives)

Total Number of Parcels: 19
Total Acreage: 2.64

Property Makeup: Administrative offices and 70,000 square feet of unused manufacturing space

Property Synopsis –
ASKO/Barna Inc.
(right)

Background: The site was originally used by ASKO for manufacturing and metal fabricating. Currently, this building houses ASKO administrative and engineering offices.



Picture courtesy of Google Maps

Current Property Owner: Charlie Batch
Owner Status: Viable
Former Tenant: Furniture Storage Warehouse
Total Number of Parcels: 6-8
Total Acreage: 1.08

Property Makeup: There are several plots that consist of a former bakery, private residences, as well a furniture storage warehouse

Property Synopsis –
Batch Development Company Inc.
(left)

Background: The Batch Development Company Inc. has invested in this site. Future plans include renovations for 12 condominiums and 3 retail stores converted from a 47,000 square foot warehouse.

Current Property Owner:

Leslie Frank

Owner Status: Viable

Total Number of Parcels: 5-6

Total Acreage: 1.4

Property Makeup: Office space,
warehouse with
packaging area

Background: Bev-O-Matic

Vending has sold state-of-the-art vending equipment for over 50 years. They are one of the oldest and most respected vending machine companies in the region. These parcels contain one building used for vending machine repairs and contains residential apartments that sit above the commercial site, some occupied and others vacant.

**Property Synopsis –
Bev-O-Matic Vending
(left)**



**Property Synopsis –
Blue Dust Bar and
Restaurant
(left & below)**



Above picture
courtesy of
Google Maps



Current Property Owner: Jerry Miller

Owner Status: Viable

Former Tenant: Mon Valley Bar-BQ

Total Number of Parcels: 1

Total Acreage: 0.05

Property Makeup: Property consists
of dining area and bar area.

Background: This property originally served as a local bar during the nearby steel mill operation. Occupied by Mon Valley Bar-BQ and today by Blue Dust, the property will operate as a bar and restaurant with 2,000 square feet of usable space.

Current Property Owner:

Steve Krasne

Owner Status: Viable

Former Tenant: Lumber yard, car dealership

Total Number of Parcels: 1

Total Acreage: Unknown

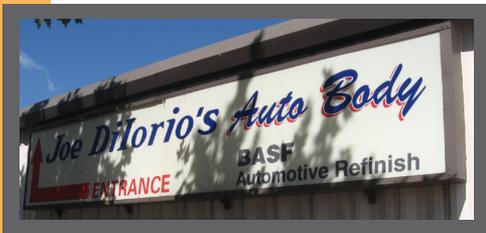
Property Makeup: Office space and warehouse used for industrial bagged sand, vacant car lot

Background: From the 1890's until 1973 the land was used as a lumberyard. Unfortunately, in 1973 it burned to the ground. From 1973 to 1990 the lot was used as a car dealership. The car lot still remains but the rest of the property is currently in use for industrial bagged sand.

Property Synopsis – Browns Hill Sand and Glass Block (right & below)



Left picture courtesy of Google Maps



Above picture courtesy of Google Maps

Property Synopsis – Dilorio's Auto Body Inc. (above)

Current Property Owner: Joseph, Francis, Fran and Gina Dilorio

Owner Status: Viable

Total Number of Parcels: 1

Total Acreage: Unknown

Property Makeup: Office space, warehouse space used for car repair

Background: The property is made of up two warehouses separated by a parking lot. There was a recent fire on the property, and the company is in the process of rebuilding.

Current Property Owner: Frank Leonello
Owner Status: Viable
Former Tenant: Debolt Unlimited Travel Services Inc.

Total Number of Parcels: 1
Total Acreage: 0.51
Property Makeup: Office space and warehouse

Background: Franjo Construction is currently undergoing renovation for its offices and warehouse with the help of the Steel Valley Enterprise Zone. Prior to being occupied by Franjo Construction, the property was home to several companies. Originally occupied in the late 19th as a feed and grain store, the property was taken over in the 1940's and used as a shipping center for the nearby steel plants. In the late 1970's Debolt Unlimited Travel Services Inc used it as a bus garage.

Property Synopsis – Franjo Construction (left)



Property Synopsis – General Cleaning Inc. (right)

Current Property Owner: Lois Riske
Owner Status: Viable
Former Tenant: Atlantic and Pacific Supermarket, Famous Candy
Total Number of Parcels: 1
Total Acreage: 0.3
Property Makeup: Office space and storage facilities for cleaning supplies and equipment

Background: Originally owned by the Atlantic and Pacific Supermarket, the property later changed hands and was occupied by Famous Candy. Today, the property is home to General Cleaning Inc., which provides janitorial and custodial services including cleaning equipment and accessories.



Current Property Owner: Mike Collura
Owner Status: Viable
Former Tenant: Sterling Box Company

Total Number of Parcels: 2
Total Acreage: 4.8
Property Makeup: Office space, retail area, and storage facilities

Background: Originally home to Sterling Box Company, the property now houses Keystone Plumbing, a plumbing supplies retailer.

**Property Synopsis –
Keystone Plumbing Sales
(below and right)**



**Property Synopsis –
Rosato and Sons
(not pictured)**

Current Property Owner: John Rosato
Owner Status: Viable
Former Tenant: Bay Wise, Appliance retailer
Total Number of Parcels: 1
Total Acreage: Unknown
Property Makeup: Landscaping warehouse and plants

Background: Bay Wise and Grindley Appliance originally used this parcel as a warehouse. Currently Rosato and Sons use it as the base for their landscaping business.

Current Property Owner: David Lewis & Judi Tener

Owner Status: Viable

Total Number of Parcels: 3

Total Acreage: 0.45

Property Makeup: The property is split between three buildings on East 8th Avenue, comprised of commercial, residential, and banquet hall space.

Background: Beginning in 1898, the East 8th Avenue properties (as shown) were used as commercial buildings with residences on the 2nd and 3rd floors. In 1998, the properties were acquired by David Lewis and Judi Tener and have recently been renovated and become available to rent. The Moose Building has also undergone renovation and is currently used as a banquet hall.



The Moose Building (left)



East 8th Avenue Property (right)

Property Synopsis –Lewis Property



Current Property Owner: Jack and Margaret Myers

Owner Status: Viable

Total Number of Parcels: 2

Total Acreage: 0.07

Property Synopsis – Myers Key Shop (left)

Property Makeup: Key shop, private residence and garages

Background: Originally built in 1951, Myers Key Shop is comprised of a key shop, private residence, and several garages that are both located behind the key shop. The store continues to make keys today and is still occupied by the original tenants.

Current Property Owner: Joe Ranii

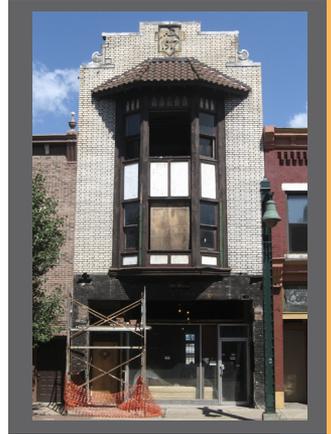
Owner Status: Viable

Former Tenant: Second-story “flophouse” and adult retail store located on ground floor

Total Number of Parcels: 1

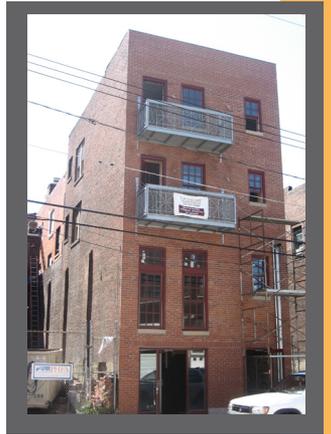
Total Acreage: 0.05

Property Makeup: The property consists of first floor commercial space and second-story space originally used as inexpensive lodging. The site is currently under construction by Cityscape Construction Co. and will eventually house three second-floor lofts and two commercial spaces on ground level.

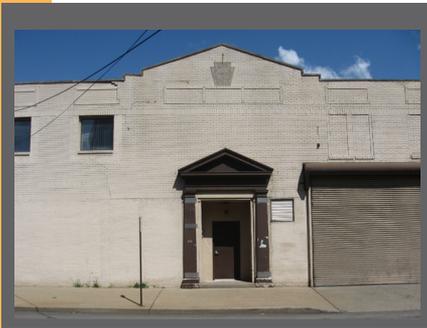


Background: Originally built in 1917, this location was used as a “flophouse” or inexpensive lodging for local steel workers. The site is currently under construction and will eventually house residents in three new lofts and allow for first floor commercial use.

**Property Synopsis –
Ranii Property
(right & above)**



**Property Synopsis –
Steel Valley Ambulance
(left)**



Current Property Owner: John Jumba

Owner Status: Viable

Former Tenant: VFW club, Headstone Memorial Manufacturing and Sales, gun manufacturer

Total Number of Parcels: 1

Total Acreage: 0.11

Property Makeup: Office space and ambulance base

Background: This property has hosted several businesses and was formerly a VFW club. Steel Valley Ambulance now provides emergency ambulance service for the surrounding area.

Property Synopsis – TOS Inc. – L & S Towing (below)

Current Property Owner: James and Joanne Laux

Owner Status: Viable

Former Tenant: Bill Fury Trucking (garage)

Total Number of Parcels: 5

Total Acreage: 0.92

Property Makeup: Offices and warehouse space for oil changes, car wash and detailing

Background: Since 1976 Tunnel 'O Suds (TOS) carwash has provided oil change and car wash services. The property currently houses carwash and detailing space as well as a garage for oil changes. L & S Towing provides towing services and Hook and Hackle Co. is a fly-fishing outfitter.



Property Synopsis – Urban Design Ventures, LLC (left)

Current Property Owner: Karl Haglund
Owner Status: Viable

Former Tenant: Movie Rental Store

Total Number of Parcels: 1

Total Acreage: 0.05

Property Makeup: First floor office spaces, second floor apartments

Background: Originally a movie rental store, the property was acquired in 2004 by Karl and Walt Haglund. Groundbreaking began in November 2004, and the property now houses Urban Design Ventures, LLC, a redevelopment and architecture firm. Apartments are located above the offices.

Current Property Owner: Jon Weston
Owner Status: Viable
Former Tenant: Mon River Bar-BQ,
Barber Shop, bar
Total Number of Parcels: 2
Total Acreage: 0.3
Property Makeup: Tattoo parlor
located on the first floor with a
vacant second floor. The second
building is vacant.



Background: Originally home to several different businesses and residences, these properties are now divided between a tattoo parlor, and new bar/restaurant (Blue Dust), while the remainder sit vacant. There are apartments located on the second stories of these properties and the owner Jon Weston is currently discussing whether or not to demolish part of the properties for a new car wash.

**Property Synopsis –
Weston Property
(left)**

**Property Synopsis –
WHEMCO
(right)**



Current Property Owner: Park
Corporation
Owner Status: Viable
Former Tenant: Mesta Machine Co.
Total Number of Parcels: Unknown
Total Acreage: 40
Property Makeup: Single warehouse
that houses storage, light
manufacturing and contains
roughly 40% vacant space

Background: Beginning in 1898,
this site housed Mesta Machine
Co. The company operated until
1983 when it was acquired by
WHEMCO. WHEMCO is a distinct
assembly of manufacturing
facilities whose production
ranges from forged steel to high
temperature alloy casting.

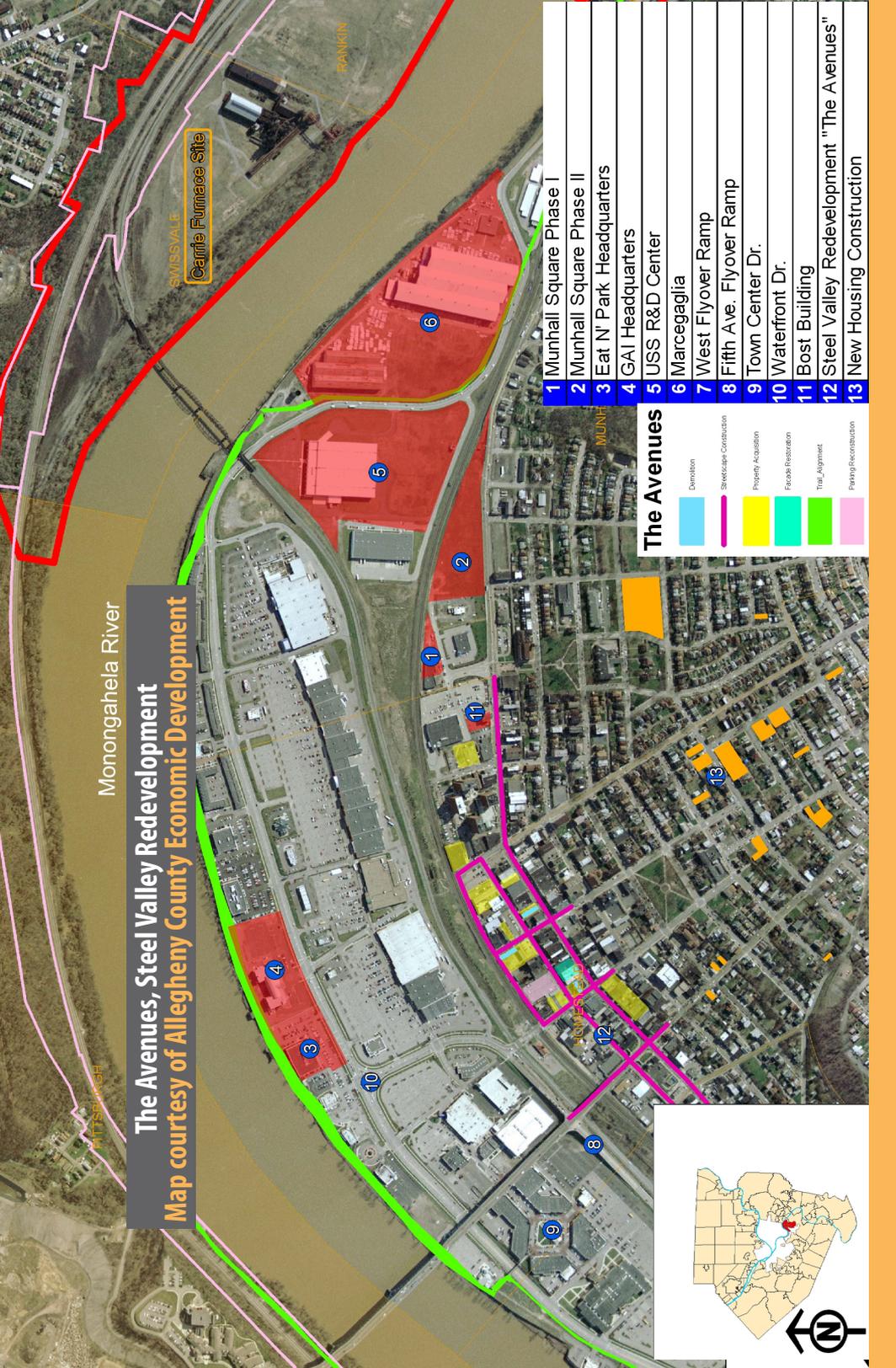
Appendix B

Color Photos/Color Maps

Monongahela River

The Avenues, Steel Valley Redevelopment

Map courtesy of Allegheny County Economic Development



The Avenues

Demolition
Streetscape Construction
Property Acquisition
Facade Restoration
Trail Alignment
Parking Reconstruction

- 1 Munhall Square Phase I
- 2 Munhall Square Phase II
- 3 Eat N' Park Headquarters
- 4 GAI Headquarters
- 5 USS R&D Center
- 6 Marcegaglia
- 7 West Flyover Ramp
- 8 Fifth Ave. Flyover Ramp
- 9 Town Center Dr.
- 10 Waterfront Dr.
- 11 Bost Building
- 12 Steel Valley Redevelopment "The Avenues"
- 13 New Housing Construction

2.4 Overview of Workshop Events
Color Photos

Tuesday, May 27



Welcome Dinner with Mayors and Councils of Homestead & West Homestead

Wednesday May 28



Meeting with Planning Committee



Meeting with West Homestead and Waterfront Properties



Lunch with property owners and Down Street Coalition



Pump House reception for property owners



Site tours of Down Street Coalition properties



Public Meeting

Thursday, May 29



Meeting between Resources and Regulators Group and Experts



Dinner at the Bulgarian Macedonian National Education and Cultural Center



Meeting between Community-Based Organizations Group and Experts

Friday, May 30



Expert Deliberations



Revealing of Recommendations



Revealing of Recommendations

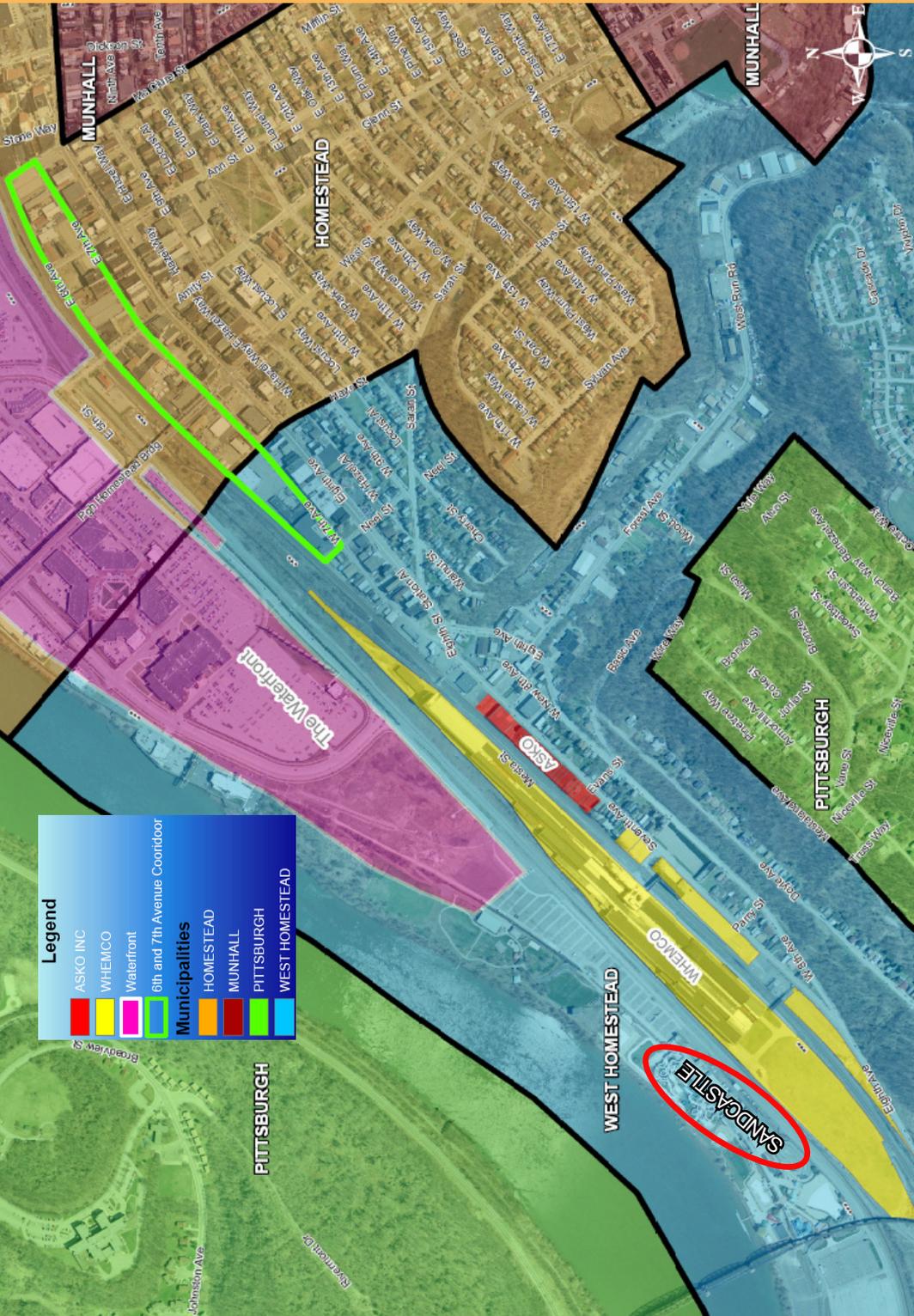


Press Conference at 7th Ave. and Amity St.



Press Conference at 7th Avenue and Amity Street

Color Photos
2.4 Overview of Workshop Events



Legend

- ASKO INC
- WHEMCO
- Waterfront
- 6th and 7th Avenue Corridor
- Municipalities**
- HOMESTEAD
- MUNHALL
- PITTSBURGH
- WEST HOMESTEAD

The Brownfields Center's case studies include research compiled over the years by Carnegie Mellon students. Much of this research is concentrated in Pittsburgh, but it is expanding to include a broader geographic area. The following maps designate those areas.



Case studies can be found at <http://www.cmu.edu/steinbrenner/brownfields/>

Host Communities Homestead and West Homestead Collaborating Partners



Congressman Mike Doyle -
Serving Pennsylvania's
14th Congressional District
in Washington, D.C.



steel valley enterprise zone corporation



Written and compiled by Matthew Morehead
Designed by Melinda Angeles