



METAMORPHOSIS OF BROWNFIELD TO LIFESTYLE CENTER

SITE STUDIED: WATERFRONT

History

- Site was occupied by a Steel Mill.
- The Mill closed in 1986 due to economic depression.
- Steel workers lost their jobs.
- Land lost its value.

Why the idea of Development?

- The land was generating no revenue.
- To increase the feasibility of the property.

Challenges

- Environmental Contamination and ensuring its remediation.
- Removal of Underground Tanks



Distribution of area



- Total Area = 265 acres
- Site placed such that riverfront on one side and the railroad on the other.

Attractions of the Site for Developers

- Flat land so construction easy more emphasis on building and landscape.
- Contaminants were removed as tank locations were easily detected.
- The site was easily accessible from areas like Shadyside and Squirrel Hill.

Development Conditions

- Funds : TIF provided \$30 million
- Developers : Continental Developers
- Plan for Development : Lifestyle Center
- Anchor Tenants: Dave & Busters, Barnes & Noble, Loews Theatre, Macy, Loews Home Improvement, Giant Eagle.
- Land Usage : Ratio of Outlets to Parking Area is 1:1
- Current Status: Generating \$6 million dollar revenue per year



REFLECTIONS ON BROWNFIELD DEVELOPMENTS (THESE REFLECTIONS ARE NOT BASED ON THE SITE INDIVIDUALLY)

• SOCIAL GROWTH

Is this economic upliftment a substitute for the social deprivation that the community still faces?
The railroad still denotes the barrier which keeps the demarcation between the lower-middle income societies to the development, which does not necessarily, cater to their requirements. This makes me reiterate.

ARE WE DONE WITH THE DEVELOPMENT and WHO WORRIES ABOUT IT ?

• ECONOMICS VS. ENVIRONMENT

Till how long will we judge progress in terms of return on investment, revenues, when will the environment play a more important role? We should ensure that environment is clean and we are not moving the contaminants from one place to other.

• BROWNFIELD AND US

Is the outreach of brownfield to the masses enough to make them aware of the potentially detrimental environmental effects of this issue.

When a citizen buys apartment does he bother to hire environmental consultants? Are the Developers making us fully aware?
Where does their role end?

• RISK BASED VS RISK FREE?

The tenants attracted for these commercial developments regard sites as business properties the environmental issues are of not very great concerns. Is selling Brownfield's to such tenants the deciding factor for the progress of the Brownfield?.

Does this mean that 100 years of contamination can be remediated fully in 10 years . How sure are we?