

Heinz Field

Location: Allegheny County Pittsburgh

Size: 12.4 Acres

Features: Flat land, riverfront Location

Owner: Sports and Exhibition Authority of Pittsburgh and Allegheny County

Current Use: Stadium

Past Use: Warehouse and Parking lot

Contaminants: Coke and Petrochemicals

Total construction cost: 281 million dollars

Site Timeline

1920s: Land owned by Baltimore and Ohio Freight Yards, Eagle Varnish and Paint Works and the Hall Steam Pump co.

1970s-1990s: Area occupied by warehouses and ALCO Parking

1999: Environmental Site Assessment begins, small amount of petrochemical contamination found

June 1999: Ground broken

February 2001: Three Rivers Stadium imploded

September 2001: Opening football game played

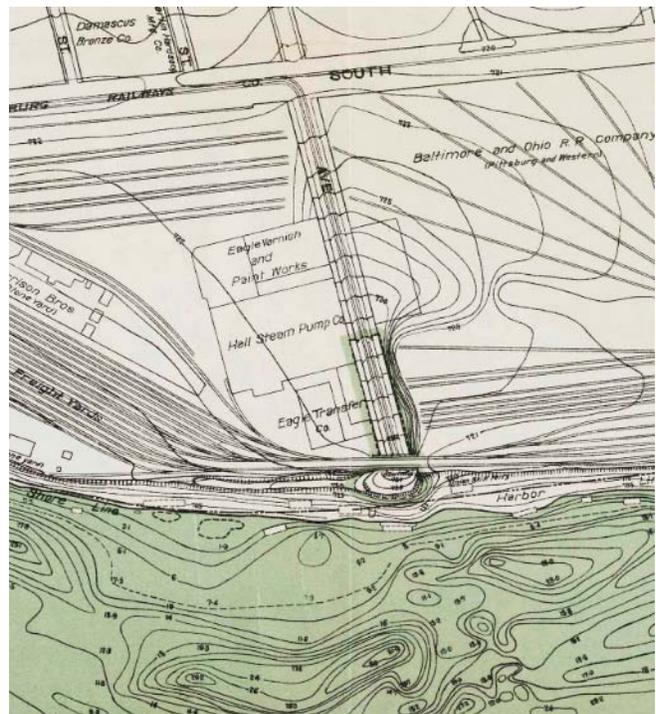
Note Images are courtesy of Sports and Exhibition Authority of Pittsburgh and Allegheny County as well as the University of Pittsburgh Digital Library's Historic Pittsburgh Collection*

History

Heinz Field sits on land that began as wetlands formed by the confluence of the Allegheny and Monongahela Rivers. During Pittsburgh's period of industrial growth, these wetlands were progressively converted for industrial use. Previous tenants have included paint factories, freight yards and rail transfer stations.

Topography

Heinz Field stands on the banks of the Ohio river in the Northside neighborhood of Pittsburgh. It occupies 12.4 acres of riverfront real estate north of the Three Rivers Park Walkway. Heinz Field is flanked to the West by the Rivers

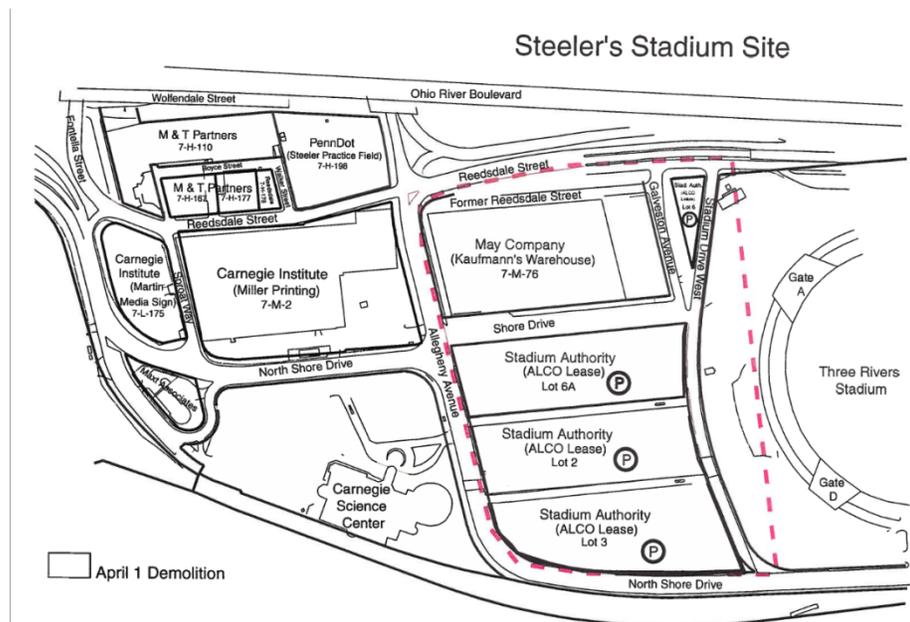


Historical Site of Heinz Field from the Report of the Flood commission of Pittsburgh, Pennsylvania in 1912

Casino and to the east by PNC Park. Interestingly, Heinz Field replaces the Three Rivers Stadium, which was imploded a mere 65 feet away from the newly build stadium in 2001. The former site of the Three Rivers Stadium which stood between PNC Park and Heinz Field now serves as a parking lot for both stadiums.

Site Assembly and Control

The site had previously been occupied by a warehouse and several parking lots. The warehouse sat on the north end of the property and was owned by the May Department Stores Company, and the parking lots were owned by Pittsburgh’s ALCO Parking Corporation. These properties were assembled by Sports and Exhibition Authority of Pittsburgh and Allegheny County.



Site preparation and demolition map

Environmental Problems

There was a minor amount of petrochemical contamination detected during the 1999 assessment; the contaminated soil was cleaned up in accordance with the guidelines of the Pennsylvania Department of Environmental Protection.

Social/Community Infrastructure

Heinz Field is home to the Pittsburgh Steelers, six time Superbowl champions. The Northshore neighborhood is also home to PNC Park, home to the Pirates and the Rivers Casino. It has seen rapid development in the past few years. The area is predominantly commercial, and the Pittsburgh municipal government has ambitions to make it a major shopping and entertainment center. The new rail extension being built nearby will bring more people to enjoy this area.

Physical Infrastructure



Pittsburgh Port Authority Map of the North Shore Connector Project

As part of Pittsburgh’s North Shore Connector project, a light rail extension will be built to provide an alternate way to get to the North Shore area from the city. Allegheny Station will serve to help commuters from Downtown Pittsburgh to PNC Park and Heinz Field. This will help ease traffic congestion that has plagued the area. The projected cost of the entire new rail line is 550 million dollars.

Costs and Financing

On July 9, 1998 the Allegheny Regional Asset District board approved a plan to construct PNC Park, Heinz Field and the David L. Lawrence convention center. \$233 million was allotted for Heinz Field. The Steelers who will be playing at Heinz Field pledged 76.5 million dollars towards construction and promised to stay a Pittsburgh team until 2031. In June of 2001 the Heinz Ketchup company purchased the naming rights to the stadium from the Steelers for 57 million dollars. The total cost of Heinz Field was 281 million dollars.

Current Status



View from inside Heinz Stadium towards the South East

Heinz Field has been sold out for Steelers games every season since it was constructed, and has also hosted the University of Pittsburgh Panthers. In 2007, Heinz Field was nominated as the second best stadium in the NFL by ESPN. Heinz Field will host the 2011 Winter Classic between the Pittsburgh Penguins and the Washington Capitals.

Case study prepared by Zhe Zhuang, June 2010