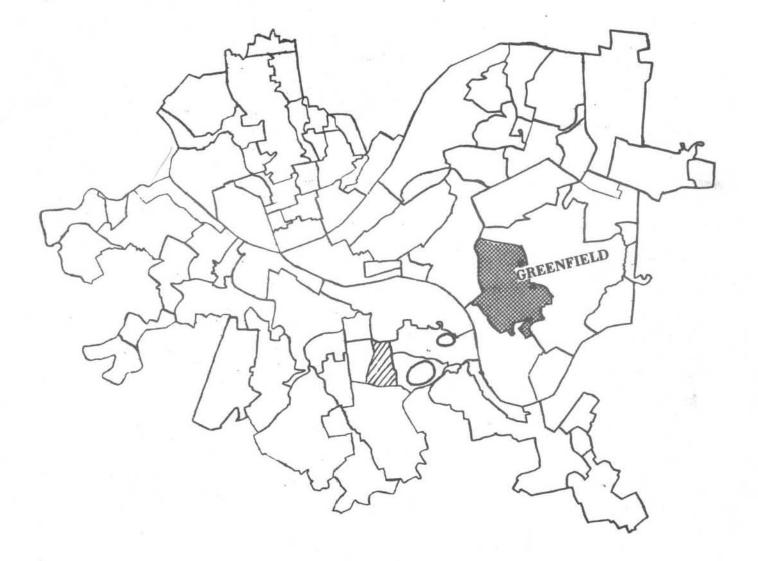
An Atlas of the Greenfield Neighborhood of Pittsburgh 1977



GREENFIELD

1209-D, Cathedral of Learning University of Pittsburgh Pittsburgh, Pennsylvania 15260 Phone: (412) 624-3465

PITTSBURGH NEIGHBORHOOD ATLAS

GOVERNING BOARD

ROGER AHLBRANDT, JR. University of Pittsburgh, School of Social Work Chairperson JAMES VALLAS Shadyside Vice-Chairperson BARBARA KELLY Perry-Hilltop Secretary TERRY WOODCOCK Squirrel Hill Treasurer RICHARD ARMSTEAD Hill District JOSEPH BORKOWSKI Lawerenceville DANIEL CHAPPELL Hill District MARY COYNE West End JIM CUNNINGHAM Shadyside MARY LOU DANIEL West End JESE DEL GRE Hill District WILLIAM P. GALLAGHER Greenfield MARY HALL Squirrel Hill ROSE JEWELL Shadyside GABOR KISH Elliott ROBERT "BLUE" MARTIN Hazelwood THOMAS MURPHY Perry Hilltop EXECUTIVE DIRECTOR WENDELL D. JORDAN AGENCIES Action-Housing, Inc. U.S. Bureau of the Census Carnegie-Mellon University Christian Associates City Council Community Action Pittsburgh County Planning Department Health & Welfare Planning Association National Institute of Neighborhood Studies University of Pittsburgh School of Social Work Southwestern Pennsylvania Regional Planning Commission State Department of Community Affaires United Way Urban and Community Affairs - University of Pittsburgh CONSULTANTS

University of Pittsburgh Center for Urban Research City Planning Department OZ SCHMIDT - Geography Dept., University of Pittsburgh JOHN YORIO - Highland Park

STAFF

Wendell D. Jordan (East Liberty-Lemington-Lincoln) Margaret K. Charny (Squirrel Hill) Julia Whitener (Mexican War Streets) Millofred Russell (Homestead, Pa.) Gerald S. Oswalt (Schenley Heights) Katherine Knorr (East Liberty) John Zingaro (Shadyside) Dan Baskin Vicky Leap Howard Williams Ronald Madzy Tony Gary Mary Shea

SUPPORTIVE INSTITUTIONS

Pittsburgh Neighborhood Alliance Center for Urban Research of the Univ. of Pgh. School of Social Work of the Univ. of Pgh. Architect Workshop City Council of the City of Pgh. Allegheny County Department of Elections ACTION-Housing, Inc. Department of City Planning of the City of Pgh. Southwestern Penna. Regional Planning Commission ACTION-Vista (Volunteers in Service to America) Valley View Presbyterian Church

FUNDING SOURCES

Alcoa Foundation Allegheny Conference on Community Development Howard Heinz Endowment Jones and Laughlin Steel Corporation Koppers Company Richard King Mellon Foundation City Council of the City of Pittsburgh The Pittsburgh Foundation Henry Oliver Rea Charitable Trust Sarah Scaife Foundation, Inc. Weld Tooling Company University of Pittsburgh (In Kind)

INTRODUCTION

The Pittsburgh Neighborhood Alliance was formed in 1969 by a number of neighborhood organizations that were concerned with improving the city's neighborhoods and their relations with city government. The members of the Alliance recognized that in order to negotiate effectively with city government about such major concerns as public service needs, capital improvements and transportation, it was necessary to obtain accurate, up-to-date information about the neighborhoods. Unfortunately, this information was not available.

To remedy this situation, the Alliance developed its Pittsburgh Neighborhood Atlas project. First, the boundaries of the city's neighborhoods had to be determined. The Pittsburgh Neighborhood Atlas asked people attending community meetings to name and describe the boundaries of the neighborhoods in which they lived. This information was also provided by an Atlas-initiated survey. Responses from every voting district of the city were analyzed to assure citizen involvement at the neighborhood level. Seventy-eight neighborhoods were thus identified, each made up of one or more whole voting districts in order to comply with provisions in Pittsburgh's home rule charter relating to the election of community advisory boards.

The Atlas then gathered a body of useful and up-to-date information for every neighborhood. It is the beginning of a neighborhood information system that more closely reflects neighborhood boundaries as defined by residents instead of by public officials. In the past, statistics about sections of the city have been based on information published for relatively large areas such as census tracts. For the atlas, much of the material describing neighborhood characteristics came from figures compiled for smaller areas: voting districts or census blocks. As a result, detailed information is now available for neighborhoods whose boundaries differ substantially from census tract boundaries.

The information in this atlas provides an insight into current neighborhood conditions and the direction in which the neighborhood is moving. The best indicators showing the health of the neighborhood are provided by citizen satisfaction with the neighborhood, and changes in residential real estate transaction prices. Comparison of these statistics to those for the entire city provide a basis to begin understanding issues of neighborhood stability. In the years to come, as additional data are gathered for each of these indicators, trends will become more obvious.

It is important to recognize that neighborhood change is a complex process and that one indicator by itself may not be useful. Neighborhoods may be healthy regardless of their level of income, and therefore income-related statistics may not be useful guides by themselves. Neighborhoods must be viewed over time in terms of relative changes compared to the city as a whole, and any analysis of neighborhood conditions must focus upon all of the data in order to provide a comprehensive understanding.

To learn about specific sections of the neighborhood, figures by individual voting district or census tract may be obtained. Additional information on the neighborhood or the information system is available through the Center for Urban Research of the University of Pittsburgh, which has made an outstanding contribution to the development of this atlas.

ίœ.

NEIGHBORHOOD HISTORY GREENFIELD

Greenfield received its name in the 1870's when William Barker, Jr., resident and member of city council had responsibility for opening up streets in the area. During an official committee's tour, Barker was asked to recommend a name for the place. Impressed by the farmland and wealthy residences, he suggested Greenfield.

Originally known as the Four Mile Run District, Greenfield was a part of the Scotch Bottoms farm that Attorney John Woods willed to his brother Henry, a Revolutionary War militia captain from Bedford County. The farm's 530 acres were divided between Henry's sons, Henry, Jr. and John George. John was the first family member to reside in Greenfield.

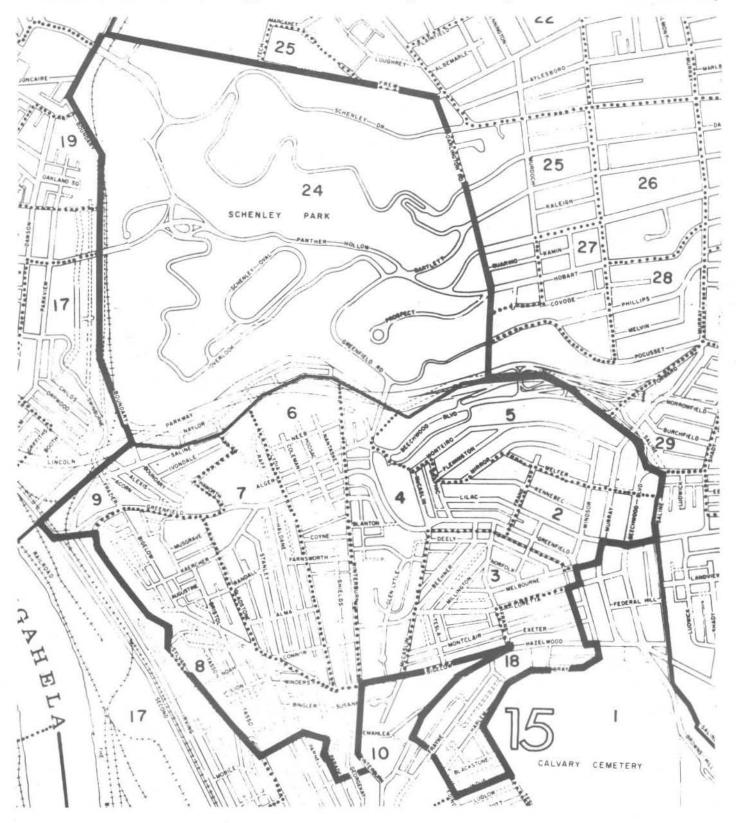
Annexed to the City of Pittsburgh in 1868, Greenfield by the 1890's was a neighborhood of beautiful houses, quiet streets and clear skies. Its middle class residents were of varied ancestries. Construction of the Penn-Lincoln Parkway in the 1950's caused the population to be dispersed and housing to be razed in three voting districts.

Greenfield today is predominately white and multi-ethnic, with Slovaks, Irish, Carpatho-Rusins and Italians predominating. There are numerous churches, two public and one parochial grade schools. All available land has been developed. Population density is high.

The Greenfield Organization is presently completing plans for a health center to be available to all residents. Additionally, there are plans for a large recreational facility to be built on Magee Field.

NEIGHBORHOOD DESCRIPTION

Greenfield is approximately 3.2 miles east of downtown. It is estimated to be 968.3 acres in size, containing 2.8% of the city's land and 2.3% of its 1974 population. Voting districts in Greenfield are #24, Ward 14; and #2 to #9 and #18, Ward 15. (See Appendix for a listing of the neighborhood's census tracts.)



Greenfield

Summary Statistics

	Neighborhood	Pittsburgh
Population (1974) % Change (1970-1974)	10,946 less than -1%	479,276 - 8%
% Black population (1970)	1%	20%
Housing units (1974) % Vacant	3,494	166,625 6%
% Owner-occupied housing units (1974)	73%	54%
Average sales price of owner-occupied dwellings (1975)	\$20,651	\$23,518
% Residential real estate transactions with mortgages provided by financial institutions (1975)	73%	59%
Crime rate (1975)	0.022	0.053
Average family income (1969)	\$10,800	\$10,500
Income index as % of city index (1974)	107%	
% Satisfied with neighborhood (1976)	51%	41%
Major neighborhood problems (1976)	Poor roads Dog litter Stray dogs	Poor roads Dog litter Burglary

CITIZEN SURVEY

The purpose of the citizen survey was to obtain attitudes about the quality of the neighborhood environment. Citizens were asked to respond to questions concerning the neighborhood as a whole, neighborhood problems, and public services. The attitudinal data, heretofore not available, are key indicators of the relative health of the neighborhood. By specifying neighborhood problems or public service needs, the information may be a useful guide for public investment or service delivery decisions.

The city-wide survey was mailed to a randomly selected sample of registered voters. Of approximately 35,000 households contacted, 9,767 responded. The sample provides a 5% response rate for each of the city's 423 voting districts. (See Appendix for a profile of the respondents as well as for statistics on voter registration.)

-3-

I. Neighborhood Satisfaction

Greenfield residents are generally more satisfied with their neighborhood than residents city-wide. Table 1 shows that 51% of the citizens responding to the survey were satisfied with their neighborhood compared to 41% in all city neighborhoods. When asked to state whether it was better or worse than two years ago, 18% said that it was better which exceeded the citywide response of 12%. Given the opportunity to move from the neighborhood, 49% said they would continue to live there compared to a response of 45% for the city as a whole. The responses to these satisfaction questions indicate a more positive attitude of residents toward their neighborhood compared to citizens city-wide.

TABLE 1

Neighborhood Satisfaction Greenfield

Question 1: Generally, neighborho	, how satisfied a ood?	re you with con	ditions in this
	Satisfied	Dissatisfied	Neither (%)
Greenfield	51 41	26	22
All neighborhoods	41	37	21
	ink this neighbor past two years?	hood has gotten	better or worse
	Better (%)	Worse (%)	Not Changed (%)
Greenfield	18	34	47
All neighborhoods	12	34 49	36
	l your choice of this neighborhoo		would you continue
	Yes (%)	No (%)	Not Sure (%)
Greenfield	49	24	20
All neighborhoods	45	32	18

SOURCE: Citizen Survey, 1976.

NOTE: The percent responses to each question do not add up to 100%. The difference is accounted for by the following: "don't know", "unable to evaluate", or no answer.

II. Neighborhood Problems

In order to identify specific neighborhood problems, residents were asked to consider twelve problems usually associated with urban communities and rate them for the neighborhood. Table 2 compares the problem ratings of the respondents from Greenfield to those from all city neighborhoods. Areas of particular concern for the neighborhood include poor roads, dog litter and stray dogs.

III. Satisfaction with Public Services

Table 3 shows the satisfaction of Greenfield residents with their public services and compares the responses to data for all city neighborhoods. City-wide, residents are least satisfied with street and alley maintenance. Greenfield residents are more satisfied with respect to the fire department and parks and recreation, and less satisfied with respect to street and alley maintenance.

The Citizen Survey also asked the respondents to list the services with which they were the least satisfied and to explain the reasons for their dissatisfaction. Residents from Greenfield gave the greatest number of reasons for dissatisfaction to the services listed below. Included is a summary of the major reasons for their dissatisfaction.

- 1. Street and alley maintenance: Poor maintenance; need for better street repair program; problems with potholes.
- 2. Garbage collection: Poor quality of refuse services; collectors not on time; not all trash is collected.
- 3. Police: Insufficient police services; not enough police protection.

TABLE 2

Neighborhood Problems Greenfield

Problem Categories	Proble	m Rating - Perc	ent Response
	Not a Problem	Minor or Moderate	Big or Very Serious
Unsafe streets			0
Greenfield	37	47	8
All neighborhoods	25	45	21
Vandalism			
Greenfield	18	57	19
All neighborhoods	13	49	28
Rats			
Greenfield	29	46	12
All neighborhoods	34	33	12
Burglary			
Greenfield	18	48	24
All neighborhoods	14	44	29
Poor roads			
Greenfield	20	37	35
All neighborhoods	17	41	33
Trash and litter			
Greenfield	31	49	15
All neighborhoods	27	41	24
Vacant buildings			
Greenfield	60	24	4
All neighborhoods	49	24	13
Undesireable people moving			
into neighborhood			
Greenfield	53	31	4
All neighborhoods	42	28	15
Stray dogs			
Greenfield	28	37	26
All neighborhoods	25	38	18
Dog litter			
Greenfield	26	37	29
All neighborhoods	21	38	32

SOURCE: Citizen Survey, 1976.

NOTE: The percent responses to each question do not add up to 100%. The difference is accounted for by the following: "don't know", "unable to evaluate", or no answer. The problem categories of alcoholism and drug abuse are not included in the table because the response rates to these questions were low.

1

TABLE 3

Satisfaction with Public Services Greenfield

Service	Per	cent Respo	onse
	Satisfied	Neither	Dissatisfied
Parks and Recreation			
Greenfield	76	7	12
All neighborhoods	51	15	23
Schools	,		
Greenfield	66	12	10
All neighborhoods	46	12	21
Street maintenance			
Greenfield	35	14	50
All neighborhoods	32	15	49
Alley maintenance			
Greenfield	22	14	40
All neighborhoods	20	13	39
Garbage collection			
Greenfield	74	10	15
All neighborhoods	74	10	13
Police			
Greenfield	62	18	14
All neighborhoods	51	17	23
Public transportation			
Greenfield	72. 61	10	15
All neighborhoods	61	11	23
Fire Department			
Greenfield	80	8	1
All neighborhoods	78	7	3
Sewage system			
Greenfield	69	10	11
All neighborhoods	63	10	13
Condition and cost of housing			
Greenfield	49	20	14
All neighborhoods	1111	17	22

SOURCE: Citizen Survey, 1976.

NOTE: The percent responses to each question do not add up to 100%. The difference is accounted for by the following: "don't know", "unable to evaluate", or no answer. Public health and mental health/mental retardation services are included in the table because the response rates to these questions were low.

CRIME RATE

The crime rate for major crimes was the same in 1975 as in 1973. In these years, the number of major crimes per capita was .022 compared to .020 in 1974. The crime rate in the neighborhood was less than the city per capita rate of .053 in 1975.

TABLE 4

Crime Rate: Major Crimes Greenfield

	Major Crimes	Crime	Rate
Year	Number	Neighborhood	Pittsburgh
1973	24 6	.022	.043
1974	218	.020	.047
1975	238	.022	.053

SOURCE: City of Pittsburgh, Bureau of Police.

NOTE: Major crimes are murder, rape, robbery, assault, burglary, and theft. The neighborhood crime rate is computed by dividing the number of crimes committed in the neighborhood by its adjusted population for 1974.

1

THE PEOPLE

Table 5 and Table 6 present data on the characteristics of the neighborhood population and compare them to city-wide statistics.

In 1974, the population of Greenfield was estimated to be 10,946, down by less than 1% since 1970. This compares to a city-wide population decline of 8% during the same period. Information on the racial composition of the neighborhood is not available for 1974; however, the number of Black households in the neighborhood increased during the decade of the sixties, and the Black population was 1.1% of the neighborhood's population in 1970, compared to 20.2% for the city.

The average household size in the neighborhood was 2.86 persons in 1974, down from 1970. The percentage of the population 65 years and older was 11.6% in 1970, compared to 13.5% for the city as a whole.

TABLE 5

Population and Housing Characteristics, 1970 and 1974 Greenfield

	Neighborhood		Pittsburgh	
	1970	1974	1970	1974
Population				
% Black	1.1%		20.2%	
% 65 years and over	11.6%		13.5%	
Households				
% One-person households	13.4%	16.6%	25.4%	25.5%
% Retired head-of-household		23.4%		26.3%
% Households with children		36.3%		32.7%
% Female head-of-household				
with children		3.4%		6.4%
% In owner-occupied housing unit	73.7%	72.8%	50.3%	54.2%
% Households changing place of				
residence within past year		21.7%		27.0%
Average household size	3.17	2.86	2.82	2.67

SOURCES: U. S. Census (1970) and R. L. Polk & Co. (1974).

NOTE: Dotted lines (....) indicate data unavailable for that year.

The turnover rate of households in the neighborhood is less than that for all of the city's neighborhoods. During 1973, 21.7% of the households in the neighborhood changed their place of residence compared to a rate of 27.0% for the city. (The figures represent households who have moved within the neighborhood or city as well as those moving into or out of the neighborhood or city.)

Female-headed households with children in 1974 comprised 3.4% of the households in the neighborhood compared to 6.4% for the city as a whole. In 1974, one-person households consisted of 16.6% of the total households in the neighborhood compared to 25.5% city-wide and to 13.4% for the neighborhood in 1970.

TABLE 6

Neighborhood Change: 1960-1970 and 1970-1974 Greenfield

	Number	Percent	Change
	Neighborhood	Neighborhood	Pittsburgh
Population			
1960	12,400		
1970	10,976	-12	-14
1974	10,946	LT - 1	- 8
Households			
1960	3,593		
1970	3,444	- 4	- 6
1974	3,432	LT - 1	-12
Black households ²	-		
1960	27		
1970	35	+30	+15
1974	(not available)		
Housing units			
1960	3,681		
1970	3,530	- 4	- 3
1974	3,494	- 1	-12

NOTE: The population figures reported by Polk are adjusted to account for underreporting. Population includes persons living in institutions and other group quarters, such as nursing homes, dormitories or jails. Differences in the population, household, or housing unit count between 1970 and 1974 are due primarily to changes occurring in the neighborhood. A small percentage of the difference may be accounted for, however, by variations in data gathering techniques. Census statistics were compiled from information provided by all city households answering a standard questionnaire either by mail or interview on or about April 1, 1970. R. L. Polk collected its information by a door-to-door survey carried out over a period of several months. (See Appendix.) "LT" stands for "less than". ¹The number of occuppied housing units equals the number of households.

2Non-white households in 1960.

NEIGHBORHOOD INCOME

The average family income in Greenfield was \$10,800, 103% of the city average, for the year 1969. R. L. Polk and Company computes an income index for each census tract. This index, derived from the occupations of heads of households, was used to calculate the income index of the neighborhood. In 1974, the index for Greenfield was 107% of the figure for the city as a whole.

Table 7 shows the number of neighborhood households receiving cash grants in 1974, 1975 and 1976 under the public assistance program of the Pennsylvania Department of Welfare. Public assistance in the form of food stamps, Medicaid, and various social services are also available to these households, as well as to other households in need. Public assistance payments were made to 5.6% of the neighborhood households in 1976, a lower proportion that for the city overall and an increase since 1974.

TABLE 7

	Neighl	oorhood	Pittsburgh
Year	Number	Percent	Percent
1974	135	3.9	16.0
1975	164	4.8	17.2
1976	192	5.6	18.0

Public Assistance: Households Receiving Cash Grants Greenfield

SOURCE: Allegheny County Board of Assistance.

NOTE: The percentages are based on 1974 Polk households. Only households receiving cash grants under Aid to Dependent Children, Aid to Dependent Children-Unemployed Parent; General Assistance, and State Blind Pension programs are tabulated. The count is of those on assistance as of April 5, 1974, February 28, 1975 and February 27, 1976; households whose grants were terminated between reporting dates are not included.

HOUSING

Table 6 shows that the number of housing units in Greenfield decreased during the decade of the sixties and decreased from 1970 to 1974. Of the occupied housing units, 72.8% were owner-occupied in 1974, compared to a citywide rate of 54.2% (see Table 8). The vacancy rate in 1974 for the neighborhood was 2.1% which was less than the rate for the city as a whole.

The average value of owner-occupied housing in the neighborhood was \$15,100 in 1970, compared to a city-wide average of \$14,800.

TABLE 8

Housing Characteristics: 1970 and 1974 Greenfield

	Neighb	orhood	Pitts	burgh
	1970	1974	1970	1974
Housing units				
% Vacant	2.4	2.1	6.2	6.2
% One-unit structures	76.0		52.9	
Occupied housing units % Owner-occupied	73.7	72.8	50.3	54.2
Average value: owner- occupied unit1	\$15,100		\$14,800	

SOURCE: U. S. Census (1970) and R. L. Polk and Co. (1974).

lAverage value rounded to nearest one hundred dollars.

REAL ESTATE AND MORTGAGE LOAN TRANSACTIONS

The average sales price of owner-occupied housing was \$20,651 in 1975. (See Table 9.) Although the average price was less than the citywide average, the implications of this divergence are difficult to judge because of variations in the quality and size of the structures among city neighborhoods. As additional data are obtained, however, the trend in real estate prices for the neighborhood can be compared to the trend for the city as a whole in order to determine relative differences.

In order to evalute the extent to which private lenders are involved in the neighborhood, the number of mortgage loans made on residential property each year must be divided by the number of residential real estate transactions for that year. The percentage of residential real estate transactions through financial institutions was 73% in 1975 in Greenfield compared to a city-wide rate of 59%. The implications of the difference between the two rates are difficult to discern because of variations in risk factors and income levels among city neighborhoods. However, as additional data become available, trends in lending activity within the neighborhood compared to other neighborhoods or to the city as a whole can be assessed.

TABLE 9

Real Estate and Mortgage Loan Statistics Greenfield

	Neighborhood	Pittsburgh
Average sales price: owner-occupied dwellings		
1974	\$19,443	\$21,582
1975	\$20,651	\$23,518
Number of residential mortgages		
1973	70	
1974	60	
1975	64	
% Residential real estate transactions		
	60%	58%
2010	15%	1910
% Residential real estate transactions with mortgages provided by financial institutions 1974 1975	69% 7 3 %	58% 59%

SOURCE: City of Pittsburgh, Department of City Planning.

-14-

APPENDIX

a. <u>Data Sources</u>: Information for the atlas was obtained from the 1960 and 1970 U. S. Census of Population and Housing; R. L. Polk and Company's "Profiles of Change" for Pittsburgh in 1974; Pittsburgh's Department of City Planning and Bureau of Police; the Allegheny County Board of Assistance, and Department of Elections and Voter Registration; Southwestern Pennsylvania Regional Planning Commission; and the Citizen Survey conducted by the Pittsburgh Neighborhood Atlas.

b. Neighborhood Census Tracts: 1506, part of 1501, and part of 1507.

c. <u>Methodology</u>: The opinions and characteristics of survey respondents, as well as voter registration, were recorded by voting district and then compiled for Greenfield by the Pittsburgh Neighborhood Atlas in conjunction with the Center for Urban Research, University of Pittsburgh. Other material in the atlas was drawn from statistics tabulated for city census tracts or census blocks.

The neighborhood boundaries, which were determined on the basis of whole voting districts, do not conform exactly to census tract boundaries, so minor boundary adjustments were made wherever possible to simplify data collection efforts. In Greenfield and in other parts of the city where substantial portions of a census tract fall in more than one neighborhood, the neighborhood characteristics for 1960 and 1970 were arrived at by adding together data for the census blocks in the neighborhood, item by item. The statistics from sources other than the U. S. Census were made available only by census tract, not by census block; therefore a method for prorating the data among neighborhoods was developed. The procedure allocated data for each neighborhood containing partial census tracts on the basis of the proportion of total tract population, households, or housing units contained in each sub-section.

To compensate for under-reporting, the 1974 figure for the neighborhood population has been increased by 1.11, a factor that was derived from the U.S. Bureau of the Census 1973 population estimate for Pittsburgh. An additional adjustment has been made where applicable, since Polk and Co. does not count persons living in institutions or other group quarters. To arrive at the total estimated population for 1974, neighborhood population was further increased by adding the number of persons in group quarters for the neighborhood according to the 1970 Census.

d. <u>Characteristics of the Sample</u>: In Greenfield, 250 citizens answered the questionnaires. Based on the number of replies to each question, the characteristics of the respondents can be generally described as follows: an average age of 46; 60% female; less than .5% Black; 89% with at least four years of high school education; 78% homeowners; an average of 22 years in the neighborhood. The median household income falls in the range of \$10,000 and \$14,999; the average household size is 3.49 persons; and 53% of the households have no members under 18 years old living in the home.

The total sample (all respondents to the survey) was over-represented by homeowners (68% compared to 50% for Pittsburgh in 1970) and under-represented by Blacks (14% compared to a city Black population of 20% in 1970).

e. Voter Registration: In November, 1976, 6,420 residents of the neighborhood were registered to vote, an increase of 220 (+3.5%) since November, 1975. In this period, city registration increased by 1.3% to 233,028 persons.

In the process of collecting data for this publication, the Pittsburgh Neighborhood Atlas staff was assisted by many community organizations. The following list reflects those organizations that we were able to make contact with in Greenfield:

Greenfield Organization 430 Greenfield Avenue Pittsburgh, Pa. 15207 (7 years) 422-8885

Ninth District Forum c/o 215 Saline Street Pittsburgh, Pa. 15207 (10 years) c/o Paul Matvey 421-6007

Note: Dates in parenthesis indicate when organizations started.