The nonprofit Hazelwood Initiative contacted NJIT TAB for assistance with planning the redevelopment of a neighborhood commercial strip (Second Avenue) adjacent to a former coke and steel redevelopment site (Almono) in Pittsburg, Pennsylvania. The master plan for this 178-acre riverfront redevelopment site includes four districts that will contain: high tech office and biotech, environmental research and alternative energy facilities, clean industrial and research centers, and residential. However, no large-scale retail will be included.

In a cooperative effort with Hazelwood Initiative, NJIT TAB created a revitalization plan that took advantage of opportunities presented by the upcoming Almono redevelopment project by facilitating a community engagement process that focused on the creation of a vision plan for Second Avenue. The process developed by NJIT TAB gave neighborhood residents the opportunity to present, weigh, and discuss ideas and concerns for revitalizing the Second Avenue corridor as well as its relationship to the Almono redevelopment. NJIT TAB conducted a listening tour (interviews) and site assessment, and provided a conditions assessment report for the Second Avenue area. The information garnered from this conditions assessment report was then used by NJIT TAB to develop a Second Avenue Revitalization Plan which outlined the community’s vision, goals and strategies for the Second Avenue corridor.

Both the Hazelwood Initiative and the Community took the opportunity presented by the Almono redevelopment to develop a vision for the Second Avenue corridor that would benefit the community, promote communication between various stakeholders, and position the Second Avenue commercial core to take advantage of any new opportunities presented by the Almono redevelopment.