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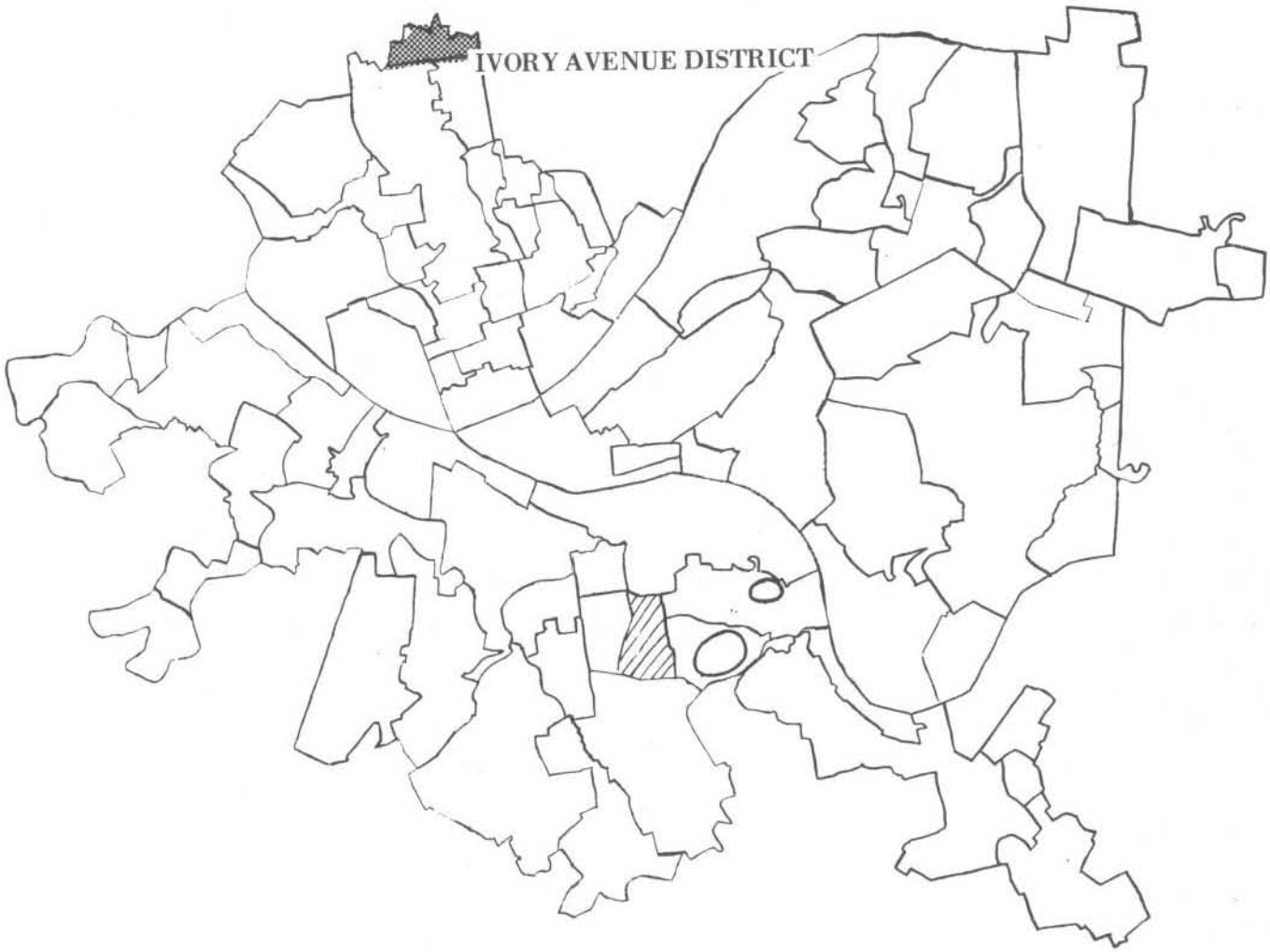
An Atlas of the Ivory Avenue District Neighborhood of Pittsburgh 1977



IVORY AVENUE DISTRICT

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PITTSBURGH NEIGHBORHOOD ATLAS

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Initiated by the PITTSBURGH NEIGHBORHOOD ALLIANCE

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.

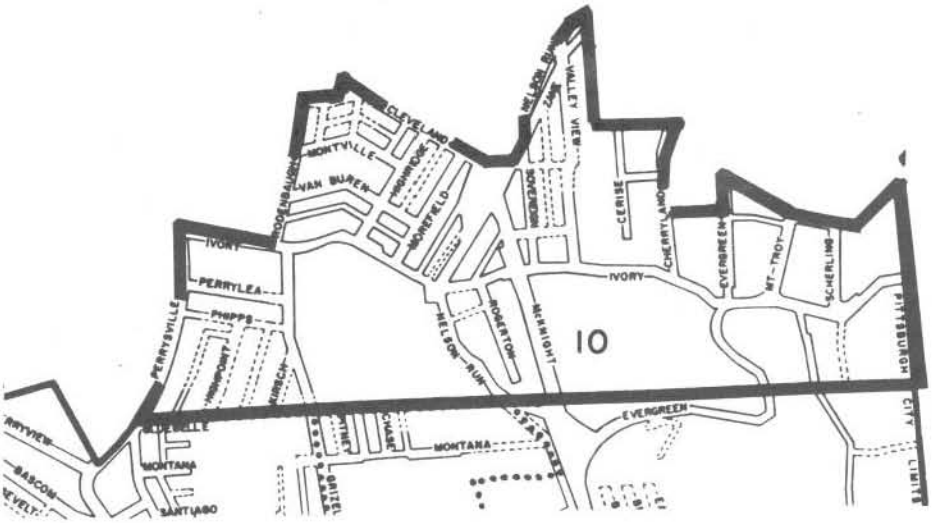
The information in this atlas provides an insight into current neighborhood conditions and the direction in which the neighborhood is moving. The best indicators showing the health of the neighborhood are provided by citizen satisfaction with the neighborhood, and changes in residential real estate transaction 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.

NEIGHBORHOOD DESCRIPTION

Ivory Avenue District is approximately 3.7 miles north of downtown. It is estimated to be 154.8 acres in size, containing 0.5% of the city's land and 0.2% of its 1974 population. The voting district in the neighborhood is #10, Ward 26. (See Appendix for a listing of the neighborhood's census tracts.)



NEIGHBORHOOD HISTORY
IVORY AVENUE DISTRICT

The North Side, a city in its own right until its 1907 annexation to Pittsburgh, was formerly known as Allegheny. This name is derived from the "Allegewi" or "Alleghans", an Indian tribe who settled along the banks of the Allegheny River.

The first known inhabitant in the area was Andrew Long who settled at the base of Monument Hill in 1740. By 1800 Allegheny had a population of 275, most of whom were farmers. This grew to 450 by 1810 and, in 1828, had reached 1,000. The development of steam boat transportation aided the town's settlement and growth.

Allegheny was incorporated as a city in 1840. It had moved from wild terrain to farmland; from village to canal town to industrial city. Its inhabitants worked as bow string makers, wagoners, porter bottlers, plane and chair makers and spinners. Others cut nails, manufactured swords, boiled soap, and made brushes, hair caps, sails, shoes, saddles and harnesses.

By the late 19th century, Allegheny was both self sufficient and prosperous. The canal and, later, the railroad brought new business. Steel mills, textile, glass and cotton factories were established.

As Allegheny grew economically it sought political expansion. Surrounding communities were annexed to the burgeoning borough. Troy Hill, the East Street Valley and Spring Garden were incorporated in 1868. Manchester became part of Allegheny in 1869 and Woods Run in 1870. By 1870, Allegheny's population was 53,000.

Alleghenians were an ethnic mix. The English settlers had been followed by the Scotch-Irish, the Scots and the Irish. Germans came in large numbers. The Croatians, Czechs, Lusatian Sorbs (Wends), Slovaks, Carpatho-Rusins, Ukrainians and Greeks were all drawn by the city's promise of employment. Blacks migrated to the North Side later.

Allegheny was a town of many faiths; Episcopalians, Presbyterians, Lutherans, Methodists, Roman and Byzantine Catholics, The Eastern Orthodox and Jews were all represented.

Reflecting perhaps the variety of work activity there, Alleghenians achieved great prominence in numerous fields. Andrew Carnegie, H. J. Heinz, Samuel Pierpont Langley and Stephen Collins Foster all worked there. Two apostles of the avant-garde, Gertrude Stein and Martha Graham were both born there. Mary Roberts Rinehart wrote many mystery novels with old Allegheny settings.

Once part of Ross Township, the Ivory Avenue District was annexed to Pittsburgh's North Side in several stages from 1928 to 1929.

IVORY AVENUE DISTRICT
SUMMARY STATISTICS

	Neighborhood	Pittsburgh
Population (1974)	962	479,276
% Change (1970-1974)	-25%	-8%
% Black population (1970)	less than 1%	20%
Housing units (1974)	294	166,625
% Vacant	less than 1%	6%
% Owner-occupied housing units (1974)	93%	54%
Average sales price of owner-occupied dwellings (1975)	$25,533	$23,518
% Residential real estate transactions with mortgages provided by financial institutions (1975)	86%	59%
Crime rate (1975)	0.010	0.053
Average family income (1969)	$10,400	$10,500
Income index as % of city index (1974)	102%	
% Satisfied with neighborhood (1976)	50%	41%
Major neighborhood problems (1976)	Poor roads	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.)

I. Neighborhood Satisfaction

Ivory Avenue District residents are generally more satisfied with their neighborhood than residents city-wide. Table 1 shows that 50% of the citizens responding to the survey were satisfied with their neighborhood compared to 41% in all city neighborhoods. When asked to state whether the neighborhood is better or worse than two years ago, 3% said that it was better which was less than the city-wide response of 12%. Given the opportunity to more from the neighborhood, 58% 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 mixed attitude of residents toward their neighborhood compared to citizens city-wide.

TABLE 1

Neighborhood Satisfaction
Ivory Avenue District

Question 1: Generally, how satisfied are you with conditions in this neighborhood?

	Satisfied (%)	Dissatisfied (%)	Neither (%)
Ivory Avenue District	50	33	17
All neighborhoods	41	37	21

Question 2: Do you think this neighborhood has gotten better or worse over the past two years?

	Better (%)	Worse (%)	Not Changed (%)
Ivory Avenue District	3	33	64
All neighborhoods	12	49	36

Question 3: If you had your choice of where to live, would you continue living in this neighborhood?

	Yes (%)	No (%)	Not Sure (%)
Ivory Avenue District	58	22	19
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 Ivory Avenue District to those from all city neighborhoods. An area of particular concern for the neighborhood is poor roads.

III. Satisfaction with Public Services

Table 3 shows the satisfaction of Ivory Avenue District 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. Ivory Avenue District residents are more satisfied with respect to the fire department and the sewage-sewer system, and less satisfied with respect to street maintenance and parks and recreation.

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 Ivory Avenue District 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: Streets in poor repair; too many potholes; need for improved street repair and maintenance program and better service during bad weather (i.e., snow removal, salting).

2. Parks and recreation: No recreational facilities close by.

TABLE 2

Neighborhood Problems
Ivory Avenue District

Problem Category	Problem Rating - Percent Response		
	Not a Problem	Minor or Moderate	Big or Very Serious
Unsafe streets			
Ivory Avenue District	61	22	11
All neighborhoods	25	45	21
Vandalism			
Ivory Avenue District	39	50	8
All neighborhoods	13	49	28
Rats			
Ivory Avenue District	58	31	6
All neighborhoods	34	33	12
Burglary			
Ivory Avenue District	39	53	6
All neighborhoods	14	44	29
Poor roads			
Ivory Avenue District	14	20	64
All neighborhoods	17	41	33
Trash and litter			
Ivory Avenue District	47	42	8
All neighborhoods	27	41	24
Vacant buildings			
Ivory Avenue District	81	8	3
All neighborhoods	49	24	13
Undesirable people moving into the neighborhood			
Ivory Avenue District	61	14	10
All neighborhoods	42	28	15
Stray dogs			
Ivory Avenue District	42	42	11
All neighborhoods	25	38	18
Dog litter			
Ivory Avenue District	36	50	8
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.

TABLE 3

Satisfaction with Public Services
Ivory Avenue District

Service	Percent Response		
	Satisfied	Neither	Dissatisfied
Parks and Recreation			
Ivory Avenue District	31	8	44
All neighborhoods	51	15	23
Schools			
Ivory Avenue District	42	11	25
All neighborhoods	46	12	21
Street maintenance			
Ivory Avenue District	17	6	78
All neighborhoods	32	15	49
Alley maintenance			
Ivory Avenue District	11	11	25
All neighborhoods	20	13	39
Garbage collection			
Ivory Avenue District	75	11	11
All neighborhoods	74	10	13
Police			
Ivory Avenue District	58	8	19
All neighborhoods	51	17	23
Public transportation			
Ivory Avenue District	72	6	17
All neighborhoods	61	11	23
Fire Department			
Ivory Avenue District	81	3	3
All neighborhoods	78	7	3
Sewage system			
Ivory Avenue District	81	0	17
All neighborhoods	63	10	13
Condition and cost of housing			
Ivory Avenue District	67	14	8
All neighborhoods	44	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 not 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. For these years, the number of major crimes per capita was .010 compared to .007 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
Ivory Avenue District

Year	Major Crimes Number	Crime Rate Neighborhood	Crime Rate Pittsburgh
1973	10	.010	.043
1974	7	.007	.047
1975	10	.010	.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.

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 estimated population of Ivory Avenue District was 962, down by 25% since 1970. This compares to a city-wide population decline of 8% during the same period. Information on the racial composition of the neighborhood was not available for 1974; however, the Black population comprised 0.1% of the neighborhood's population in 1970, compared to 20.2% city-wide.

The average household size in the neighborhood was 2.96 persons in 1974, down from 1970. The percentage of the population 65 years and older was 10.7% in 1970, compared to 13.5% for the city as a whole.

TABLE 5

Population and Housing Characteristics, 1970 and 1974
Ivory Avenue District

	Neighborhood		Pittsburgh	
	1970	1974	1970	1974
Population				
% Black	0.1%	....	20.2%	....
% 65 years and over	10.7%	....	13.5%	....
Households				
% One-person households	11.4%	11.3%	25.4%	25.5%
% Retired head-of-household	....	23.5%	....	26.3%
% Households with children	....	37.5%	....	32.7%
% Female head-of-household with children	....	2.4%	....	6.4%
% In owner-occupied housing unit	82.2%	92.5%	50.3%	54.2%
% Households changing place of residence within past year	....	9.9%	....	27.0%
Average household size	3.33	2.96	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, 9.9% 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 2.4% of the total households in the neighborhood compared to 6.4% for the city as a whole. In 1974, one-person households consisted of 11.3% of the total households in the neighborhood compared to 25.5% city-wide and to 11.4% for the neighborhood in 1970.

TABLE 6

Neighborhood Change: 1960-1970 and 1970-1974
Ivory Avenue District

	Number	Percent Change	
	Neighborhood	Neighborhood	Pittsburgh
Population			
1960	1,107		
1970	1,289	+16	-14
1974	962	-25	- 8
Households[1]			
1960	315		
1970	387	+23	- 6
1974	293	-24	-12
Black households[2]			
1960	none		
1970	none		+15
1974	(not available)		
Housing units			
1960	319		
1970	398	+25	- 3
1974	294	-26	-12

SOURCES: U. S. Census (1960; 1970) and R. L. Polk & Co. (1974).

NOTE: The population figures reported by Polk are adjusted to account for under-reporting. 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.)

[1]The number of occupied housing units equals the number of households.

[2]Non-white households in 1960.

NEIGHBORHOOD INCOME

The average family income in Ivory Avenue District was $10,400, 99% of the city average, for the year 1969. R. L. Polk and Company computes an income index for each city census tract. This index, derived from the occupation of heads of households, was used to calculate the income index of the neighborhood. In 1974, the index for Ivory Avenue District was 102% 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 2.7% of the neighborhood households in 1976, a lower proportion than for the city overall and a decrease since 1974.

TABLE 7

Public Assistance: Households Receiving Cash Grants
Ivory Avenue District

Year	Neighborhood		Pittsburgh
	Number	Percent	Percent
1974	14	4.8	16.0
1975	10	3.4	17.2
1976	8	2.7	18.0

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 Ivory Avenue District increased during the decade of the sixties and decreased from 1970 to 1974. Of the occupied housing units, 92.5% were owner-occupied in 1974, compared to a city-wide rate of 54.2%. The vacancy rate for the neighborhood was 0.3% which was less than the rate for the city as a whole. (See Table 8.)

The average value of owner-occupied housing in the neighborhood was $18,100 in 1970, compared to a city-wide average of $14,800.

A housing expenditure greater than 25% of household income is often considered to be excessive and a problem associated with low income households. In 1970, for the city as a whole, less than 1% of renter households earning $10,000 or more a year spent 25% or more of this income for rent; of those earning less than $10,000, 43.7% spent 25% or more of their income on rent. In Ivory Avenue District, 16.9% of renter households in the lower income category paid out 25% or more of their income on rent. These percentages suggest a lack of housing choice for renters with limited incomes, both in the neighborhood and the city.

TABLE 8

Housing Characteristics, 1970 and 1974
Ivory Avenue District

	Neighborhood		Pittsburgh	
	1970	1974	1970	1974
Housing units				
% Vacant	2.8	0.3	6.2	6.2
% One-unit structures	81.7	....	52.9	....
Occupied housing units				
% Owner-occupied	82.2	92.5	50.3	54.2
Average value: owner-occupied units[1]	$18,100	....	$14,800	....

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

[1]Average value rounded to nearest one hundred dollars.

REAL ESTATE AND MORTGAGE LOAN TRANSACTIONS

The average sales price of owner-occupied housing was $25,533 in 1975. (See Table 9.) Although the average price was greater than the city-wide 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 evaluate 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 financed through financial institutions was 86% in 1975 in Ivory Avenue District 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
Ivory Avenue District

	Neighborhood	Pittsburgh
Average sales price: owner-occupied dwellings		
1974	$17,058	$21,582
1975	$25,533	$23,518
Number of residential mortgages		
1973	7	
1974	9	
1975	6	
% Residential real estate transactions with mortgages provided by financial institutions		
1974	67%	58%
1975	86%	59%

SOURCE: City of Pittsburgh, Department of City Planning.

APPENDIX

a. Data Sources: 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 Tract: 2611.

c. Methodology: The neighborhood boundaries were determined on the basis of whole voting districts. However, census tracts do not usually correspond exactly with voting district boundaries, and simplifications were made where necessary to facilitate data collection efforts.

The opinions and characteristics of survey respondents, as well as voter registration, were recorded by voting district and then compiled for Ivory Avenue District by the Pittsburgh Neighborhood Atlas in conjunction with the Center for Urban Research, University of Pittsburgh. All other statistics tabulated for the neighborhood were compiled from data available by census tract.

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, the neighborhood population was further increased by adding the number of persons in group quarters for the neighborhood according to the 1970 Census.

d. Characteristics of the Sample: In Ivory Avenue District, 36 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 53; 50% female; 0% Black; 91% with at least four years of high school education; 91% homeowners, and an average of 21 years in the neighborhood. The median household income falls in the range of $10,000 to $14,999; the average household size is 3.40 persons; and 61% 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, 667 residents of the neighborhood were registered to vote, an increase of 4 (+0.6%) since November, 1975. In this period, city registration increased by 1.3% to 233,028.