



E-Blast

April 2004

in this issue

**"Fun in the Sun"
even in April**

**Gist Design Locates in
Terminal Building**

A message from Veronica

**Building Wins
Preservation Award**

About Us

**"Fun in the Sun"
even in April**



Urban Pittsburgh has some great store front windows. Check out the window display in front of Mike Fienberg's in the Strip District.

If you have photographs of city and street life that you would like featured here, please send it to us, and be sure to tell us why you think it's so great.

Greetings!

Everyone talks about the decline in the commercial real estate market, but we've seen steady interest in the neighborhood office space we specialize in. Keeping up with demand is our strongest challenge. Not enough ready to go. In April we did a record number of introductory meetings with new clients. Fifteen companies visited with us. Read on for more "cool" news.

• Gist Design Locates in Terminal Building

Who
Gist Design

What
Gist Design creates pleasing, useful and usable product experiences. They work in all mediums, from print to information to interaction design.

Where
The Terminal Buildings (Southside)

When
February 2004

Why
Gist moved because they wanted a space where the founders could more easily collaborate; previously the founders had been working remotely. They sought a space that was interesting and conducive to client meetings. The Terminal Building's open floor plan complements their work style and company culture.

What Else?
Gist loves their new space.



"When we heard Cool Space Locator's mission we believed

in it. We knew we didn't want to be in a generic office park in the suburbs. We wanted an interesting space with character, and we got it!"

-Shelley Moertel, Gist Co-Founder

Visit Gist's website at www.gistdesign.com

- **A message from Veronica**

Hi everyone. This is Veronica the current Cool Space intern. I've been here since August and it's been a blast working with Kyra and Deborah (and Kilolo more recently). My stint here will be coming to a close at the end of the month, and I'm going to miss the Cool Space crew. In May I will be starting a 3 month summer internship with the wonderful folks at Sustainable Pittsburgh, and in the fall I will begin my graduate studies at the University of Pennsylvania pursuing my Masters in City Planning. Having been born in a thriving metropolitan European city, I know how vibrant city life can be. It is a shame to see how neglected many American cities are. As a City Planner and Urban Designer, I hope to have a hand in improving our urban environment, and to join the ranks of individuals and organizations such as Cool Space Locator, who in their own way are trying to make cities great again.



- **Building Wins Preservation Award**

Every year the City of Pittsburgh and the Historic Review committee give out Preservation Awards for historic preservation and interior renovations. Among the winners this year was the team responsible for the renovation of the building at 279 45th street, the very building that houses Cool Space Locator on the first floor and residential tenants on the upper floors. The team responsible for the building renovation included Lawrenceville owners and developers Wylie Holdings, contractors W. King Builders and Ted Baker, and architect Jill Joyce.



Asked about working on this building and winning the award, Jill Joyce tells us that it truly is a challenge and a commitment for the building owners and their partners to do the right thing. The city's recognition goes a long way towards encouraging restoration projects.

:: [email us](#)
:: [visit our site](#)

phone: 412-683-5790

- **About Us**

Cool Space Locator, a project of the Tides Center (PA), is a non-profit that helps find locations for office-based organizations in Pittsburgh's urban core. Aside from working directly with companies to find space, we work with government, economic and community development agencies, and commercial property owners to help boost the growth of office-based jobs in the great urban commercial districts of Pittsburgh. We are supported by:

- Richard King Mellon Foundation
- The Heinz Endowments
- The Pittsburgh Foundation
- Pittsburgh Partnership for Neighborhood Development
- Roy A. Hunt Foundation
- State of PA; Stay Invent the Future
- The Urban Redevelopment Authority of the City of Pittsburgh
- City of Pittsburgh, Mayor's Office
- Councilman Bill Peduto