



E-Blast

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What's So Great About The City?



Greetings!

This month we hope you enjoy learning about the CSL client Well Adjusted, the Commonwealth Design Awards, Pittsburgh's East Liberty neighborhood, East Liberty Development, Inc., and some interesting facts about the Steeler Nation you may not have known.

We at Cool Space Locator appreciate your feedback and would like to know what you think of the E-Blast. Also, if someone you know would like to receive the E-Blast please let us know!

• **Client Profile: Well Adjusted**



Who?

Well Adjusted Chiropractic Health Care

What?

Lisa Rotunda, D.C. works to remove pain in all joints, not just the back. She practices a low force technique, the activator method, which involves a quick stretch of the joint that is not moving properly. Less aggressive than what most people envision as chiropractic care, the method is especially appealing to those that are new or fear a visit to the chiropractor.

After observing and interviewing past clients, Lisa realized that many of their health problems were related to their activities, including food and water intake. An increased interest in



Community Spirit

Even neighborhoods that have not yet reached their full potential can possess a strong feeling of community spirit, and East Liberty is one of those. Residents accept and support each other even when they are experiencing hard times.

A result of this support includes projects like supportive women's housing, built in the East Liberty neighborhood for mothers with drug and mental health problems, and the Eastminster Presbyterian Church which set a strong example when it donated money to help develop the building in which Star Optical now resides.

nutrition grew out of wanting to help the patients who were healing slowly and/or suffering with chronic pain. Nutrition and herbs can benefit these patients through balancing the body and its functions. However, she feels strongly that drinking water, eating well, and sleeping well are "simple solutions" to patient ailments.

Where?

5940 Baum Square, Suite 7 (East Liberty)

Why?

Surprisingly, after working in a space in East Liberty for 13 years, it was Dr. Rotunda's former landlord that suggested she was renting more space than she needed. Lisa began looking for a new, smaller space by walking and driving through East Liberty, and found space in April 2005 in a building right on Baum Boulevard. While finding the space didn't take long, she found the leasing process somewhat stressful and time-consuming. She hired Cool Space Locator to help speed up the process and take care of details, thereby removing her stress and enabling her to sign a lease and move in July 2005.

What Else?

A Highland Park, Pittsburgh native, Dr. Rotunda initially opened her practice in East Liberty in 1992. In order to find the perfect location for her new business, Lisa took a very grassroots approach to real estate. She set out with a few places in mind and went door-to-door in several urban neighborhoods to find out where more than 100 residents shopped and whether they had heard of the streets she was considering for her business. The idea was to pick a location that was right for her clients and potential clients, not just a place that was convenient for her. The Essex building that she chose at the time is located at the intersection of two main roads (Centre and Negley) and housed two commercial floors as well as 11 residential floors. Lisa recalls several times when patients who lived in the building would come to appointments in the middle of winter wearing shorts and t-shirts!

Why did she become a chiropractor? Like many college students, Lisa Rotunda was unsure of what she wanted to study. She was introduced to the field of chiropractic medicine when she got hurt running track and went to see one of her two cousins practicing chiropractic medicine. From there, she attended the National College of Chiropractic, which was the second chiropractic school to open in the U.S.

For more information or to schedule an appointment, contact Dr. Rotunda at (412) 361-8033 or rotunda@welladjusted.net.
www.welladjusted.net

"I love that my new office location is surrounded by amenities that bring in a lot of foot traffic, adding a spark of life and providing a real sense of community." – Lisa Rotunda, D.C.

• 2006 Commonwealth Design Awards

Putting Smart Growth in the spotlight

www.10000friends.org/designawards

The group 10,000 Friends of Pennsylvania is now accepting entries for their 3rd Commonwealth Design Awards. Grant Ervin,

Pittsburgh Policy Director for the group explains, "The projects showcased in the Commonwealth Design Awards are a demonstration of the progress Pennsylvania's communities are making in determining how they grow and develop. The event is also an opportunity to convene the people that are contributing to Pennsylvania's economic advancement."

To be eligible, the project must be in Pennsylvania and built or under construction since January 1, 2000. In addition, multi-phase projects may be evaluated and awarded based upon achievements during a specific phase.

Some past winners include: Summerset at Frick Park, an example of brownfield redevelopment in Pittsburgh, PA; Lantern Hill in Doylestown, PA, an example of mixed-use development with residential, commercial and retail on a remediated brownfield to greenfield site; and The Phoenix, a historic renovation and adaptive reuse project in Philadelphia.

Learn more about Smart Growth on our [Concept Definitions](#) page.

- **Featured Neighborhood: East Liberty**



The East Liberty neighborhood in Pittsburgh's East End lies between Shadyside and Highland Park, and ties multiple neighborhoods together through intersecting corridors including Penn Avenue, Centre Avenue, Baum Boulevard, Negley Avenue, and Highland Avenue. The neighborhood's history was greatly affected by suburban sprawl of the mid-19th century, and the attempts to revive it afterwards. While East Liberty is still a far cry from its former state as a thriving commercial district, there are many new projects, both commercial and residential, that are adding to the transformation of the neighborhood.

Recent development projects include The Home Depot and Whole Foods Market, and plans for a new Eastside Center include Walgreens and Starbucks as anchors. As part of this plan, a pedestrian walkway connecting East Liberty to Shadyside will be built. More details can be found on the East Liberty Development, Inc. (ELDI) website at www.eastliberty.org. In addition to larger tenants, there are also a number of successful privately-owned businesses in the area including the popular spots Red Room Café, Shadow Lounge, and Abay (Pittsburgh's only Ethiopian restaurant). There are also a growing number of design and décor businesses opening in the area, and on Penn Avenue there are numerous clothing and shoe stores.

About five blocks north of the business district is the residential area of East Liberty. ELDI is currently working to develop mixed-

income housing; they are redeveloping some homes for sale or rent at market value in order to attract new residents while being careful not to displace those that are already there. Another ELDI project involves converting structures throughout the district, from mansions to row houses, into low-income scattered-site housing, as well as renovating some "exceptional housing" throughout the residential neighborhood into energy-efficient market rate homes. Yearly energy bills for these homes are estimated at around \$1000, which will allow residents to put more of their income towards mortgages. All of these efforts are undertaken with the hope and expectation of spin-off investments (once potential residents and investors see improvements that ELDI and others are making in the area, there is hope that they will be more inclined to invest in the area).

East Liberty is a neighborhood with a proud past as an important commercial district, not only in the City of Pittsburgh, but all of Pennsylvania. Unfortunately, with the migration of people to the suburbs and the ultimately unsuccessful "urban renewal" revitalization attempts, the neighborhood suffered years of disinvestment. Through the efforts of ELDI to improve the commercial and residential districts, East Liberty has a chance at transforming into a modern day version of its former self.

- **History of East Liberty**



After its inception in the 1850s, East Liberty was an enormously successful business district. At its peak in 1950, East Liberty ranked as the 3rd largest in the state behind Philadelphia and Downtown Pittsburgh, and became the playground for some of Pittsburgh's wealthiest residents (including Mellon and Westinghouse) who lived nearby and owned property in East Liberty. Evidence of investment can be seen in the East Liberty Presbyterian Church and the Eastminster Presbyterian Church. The success of the business district at that time grew due to its location amidst wealthy neighborhoods, the convenience of transportation along major roads, and the third largest rail station in Pennsylvania.

During the 1960s, the flight of people moving to homes in the suburbs had a negative impact on businesses in East Liberty, causing many to close. The wealthy patrons reacted to the closing shops with an urban renewal project that many thought would preserve East Liberty as the thriving neighborhood it had been. The objective of this project was to create a suburban feel, in order to mimic the experience that people could have in auto-oriented developments outside of the city where shopping malls were becoming popular. Large tracts of land were assembled to create parking lots on the periphery of the East Liberty

commercial district and Penn and Highland Avenues were closed to create a pedestrian mall.

The Penn Circle Highway, which forms a ring around the central business district and was created in order to allow for easier access to the business district, actually allows shoppers to bypass the neighborhood altogether. Awkward intersections and crosswalks made it difficult for pedestrians by discouraging foot traffic. It also created a situation where it was easier for nearby residents to get around by car than by foot. As Sonya Tilghman of ELDI noted, "if people were going to get in their cars anyway, they seemed to feel they might as well drive further" away to the new suburban shopping malls.

The formation of East Liberty Development, Inc. in 1979 and the completion of a community planning process in 1999 helped determine the direction that East Liberty would take towards improvement.

- **East Liberty Development, Inc.**



East Liberty Development, Inc. (ELDI) is a non-profit community development group that began in 1979. The organization has two major components: the Commercial Development program and the Residential Development program, both headed by long-time community developers. As stated in the mission of ELDI, their role is to "act as a catalyst for positive change by providing leadership in the areas of planning, advocacy, image building, and investment."

Today, development in East Liberty is focused on building from the strengths of the neighborhood. Many well-traveled roads (Penn and Highland Avenues in particular) run through the neighborhood, and with a wide range of demographics, there are many markets to serve. This is something that Sonya Tilghman and Eric Jester of ELDI agree is their "greatest asset and greatest challenge".

Some of the goals of ELDI include retaining business, bringing in new businesses, improving public areas, promoting decent, affordable housing, and promoting East Liberty as a diverse community. In addition, a staff person is available to help entrepreneurs interested in starting businesses in the community.

Thanks to Sonya Tilghman and Eric Jester of ELDI for their assistance in writing these articles.

- **East Liberty Cool Space Award Winners**

Check out the following 2005 Cool Space Award winners when you visit East Liberty: Kolano Design, Liberty Bank Building, Red Room Café, and Semple Brown Design.

The Cool Space Awards were developed in 2005 to highlight unique reuse projects in the Pittsburgh region. We hope you will join us in celebrating the next round of award winners in 2007.

Visit www.coolspacelocator.com/csl/ideology/awards.htm to learn more about the 2005 award winners.

- **Nation Building**

Congratulations to the Pittsburgh Steelers! For those of you who had trouble understanding the black and gold hysteria during this year's Superbowl, you may want to check out Pittsburgh DJ Scott Paulsen's explanation of how the Steelers manage to have close to a home field advantage anywhere in the country.

In his narrative, "Nation Building", read on air January 18, 2006, Mr. Paulsen tributes the closing of the steel mills in Pittsburgh with the displacement of Steelers fans all over the country as former mill workers set out to find new jobs. During this time, the Steelers were at the peak of their popularity, having won four Superbowl titles.

The Pittsburgh Steelers are more than just a football team for people who have ties to Western Pennsylvania. The team is part of an identity and spans generations. Now, Steelers fans (and dedicated Steelers bars) can be found in just about any city in America, from Hawaii to Maine.

"Nation Building" can be found at www.scottpaulsen.com/scott/NationBuilding.htm.

About Us

Cool Space Locator, a project of the Tides Center (PA), is a non-profit real estate organization that connects neighborhoods, properties, and businesses in the revitalization of urban communities. We work in the community development realm to promote revitalization of urban areas and walkable communities and match companies with cool urban spaces to create a sustainable future. Aside from working as a licensed real estate brokerage to help companies 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 the Pittsburgh region.

We are supported by:

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