



E-Blast

E-Blast :: Cool Space Locator :: January 2007

Welcome!

Good things come to those who wait, and we want to make good on that promise. We're in the process of reformatting our E-Blast, so pardon our appearance through February. We hope to make the E-Blast easier to read and use by the end of the process. Please send your comments on our changing format to info@coolspacelocator.com.

In the meantime, you can read about our upcoming Right Size It workshop, findings from the *Cool Deals* research project, and infrastructure that attracts knowledge-based enterprises. Happy 2007!



Next Workshop: Right Size It Find the Right Space for Your Small Business

Thursday, January 18, 4:00-5:30 p.m.
Cool Space Locator Office

Are you a start-up or existing business in need of office space and don't know the first thing about the current commercial real estate market? Or are you an existing business with future downsizing or expansion space needs? Need to know whether you should purchase or lease a space?

Cool Space Locator offers a workshop for start-up and/or existing small businesses, artists, and arts organizations that will provide you with basic and essential tools necessary to find the right office or studio space for your business and will help you identify your true space needs to make effective and financially healthy space planning decisions. Typically small, these workshops offer the opportunity to get your questions answered by a real estate professional and will help you determine next steps in the process of finding space for your business or organization.

\$35/organization
(up to 3 people/organization)

The Right Size It registration form is available on our website:
http://www.coolspacelocator.com/csl/what_we_do/seminars.htm

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What's So Great About the City? Cemeteries



The three inevitable events of life - birth, death, and taxes - are just as inevitable in cities, and nearly every city has a place for the deceased to rest. In historic urban cemeteries, the thought of eternal rest can bring some peace to the living. Lawrenceville's **Allegheny Cemetery** combines fantastic views, historic architecture, and public space that integrate past and present in the neighborhood.

Cemeteries of the past often functioned as a gathering place, and Allegheny Cemetery was a forerunner to Pittsburgh's major parks. Generations of



Capturing the Cool Space Market: Design and Neighborhood Amenities



After six years of working to place businesses and organizations in cool space, we've been collecting incredible amounts of data. All of this work with customers and clients, along with some economic data from the Carnegie Mellon Center for Economic Development, have helped us determine who makes up the core market for creative, urban space. The product is a report called *Cool Deals: Capturing the New Market in Urban Commercial Real Estate*.

The *Cool Deals* research report details the businesses and organizations interested in cool space, the offices they require, the location decision process, and the market's collective spending power. The E-Blast will feature a key finding each month through April.

The full report is available as a PDF download from our website: www.coolspacelocator.com.

The Best of Cool Space

The basic definition of cool space is a workspace that is located in a walkable community. Cool space encompasses buildings of all sizes, ages and designs, and it includes historical constructions, urban infill, mixed-use buildings, and everything in between. According to a survey we conducted for the report, business leaders rated the design and appearance as important when choosing a new office. These leaders prefer to locate in offices that are

- Lit primarily with natural lighting.
- Located within a 5-10 minute walk of restaurants or cafes.
- Located in a building with a sidewalk in front.
- Located in an architecturally interesting building.

These features are widely available in urban and walkable communities, and they can aid productivity and employee comfort in a workplace. Regional businesses participating in our case studies confirmed this finding. Matrix Solutions, a producer of media sales software, says that adaptive reuse of their space in a former industrial warehouse reflects their commitment to innovation.

Effective neighborhoods can even help to retain businesses that need more space but want to stay nearby. Vivisimo, creator of the Clusty search engine (www.clusty.com), first moved to Squirrel Hill in 2001. After undergoing considerable growth

Pittsburghers have gone there to unwind from the urban jungle around them. There's still a large plot of grass along the Butler Street edge, with park seating and a fountain that operates in the summer. It's a perfect place for a contemplative evening stroll or a lunch hour constitutional.

The Allegheny Cemetery Historical Association (www.alleghenycemetery.com) presents tours from March through October.

The Pittsburgh region has many historic cemeteries in walkable communities. Some notable ones include Homewood Cemetery in Squirrel Hill, St. Adalbert's Cemetery in Carrick, and Calvary Cemetery in Hazelwood.

What makes your community great?

Let us know! Your opinion could be featured in a future E-Blast. Email us at info@coolspacelocator.com.

through 2005, the company moved to a new space in the same neighborhood. Squirrel Hill's amenities and its round-the-clock vitality made an impact on the company.

Few Design Characteristics Are Undesirable

Our research shows that some design characteristics don't always factor into a location decision. Businesses are relatively ambivalent about offices in mixed-use buildings that include residential or retail space. We found only two features that were negative to a small number of businesses. Twenty percent of survey respondents would not choose to locate on a street with frequent pedestrian traffic or in buildings constructed in the past decade.

Firms Prioritize Design and Amenities

Survey respondents rated the appearance of a space - including design, size, and layout - as the third most critical factor in a space search. The only two more important factors are price and specific location in a neighborhood. These factors have the most impact on a space selection. Quality of life at the workplace matters to the Pittsburgh region's emerging businesses.

Next Month's Topic: Real Estate Consumer Behavior

To view the full Cool Deals report as a PDF download, visit our website, www.coolspacelocator.com.



Media Based Infrastructure Attracts Cool Space Market

Planetizen article gives recommendations for cities to compete in the new economy

A Planetizen feature article has recommended that urban areas rethink infrastructure to attract media economy businesses to urban areas. These recommendations extend similar findings CSL made in the *Cool Deals* research report. It recommends that the region's policy leadership continue to use temporary tax breaks, such as Keystone Opportunity Zones, and parking improvements to attract more businesses to urban areas.

Appearing just after the release of *Cool Deals*, the November 13, 2006 Planetizen feature "[How Cities Compete in the Media Economy](#)" by Neil Takemoto and Mike Lydon suggests that cities should invest in media economy infrastructure to attract knowledge-based businesses. *Cool Deals* has already shown that these enterprises make up the industry segments that are most interested in cool space.

These knowledge-based businesses represent the regional economy's shift toward communications-intensive enterprises. Takemoto and Lydon state, "This economic evolution requires a complementary information-age infrastructure to support it, and the governments that are first and best at accommodating this trend will eventually become the next generation of great American cities."



Wi-fi banner in Cultural District, Downtown Pittsburgh
COCA Cafe, a third place in Lawrenceville

They recommend that urban infrastructure should facilitate communication, interaction, flexibility, and a positive quality of life. Workspaces that maximize light and integrate high-tech communication networks can improve workplace comfort and productivity. Transportation networks should accept the demands of the knowledge economy over the industrial economy by providing for public transit, bike traffic, and pedestrian travel. Neighborhoods with third places, a place away from home and work, can help knowledge professionals develop ideas and networks. Free wi-fi access can be the critical link in communications, breaking the tether of the desk and making it easier to work off-site.

The Pittsburgh region is taking steps to implement this media economy infrastructure. The Pittsburgh Downtown Partnership (www.downtownpittsburgh.com), cooperating with US Wireless Online, now offers two hours of free wireless internet in Downtown Pittsburgh and on the North Shore. Bloomfield will soon be getting better bike access with lane markings and signage. And third places have been proliferating in neighborhoods across the region in the form of coffeehouses, bars, restaurants, and performance spaces.

Knowledge-based businesses are choosing cool space and, like the industrial enterprises of the past, they are making their own demands for urban infrastructure. A media-based infrastructure can help cool space attract these growing enterprises and make neighborhoods even better places to work.

Read the full article "How Cities Compete in the Media Economy," which includes six strategies for providing media based infrastructure, on Planetizen. Available at www.planetizen.com/node/21866.

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