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What's so great about the city?



Finding comfort in the heat, children splash through the fountain at the center of PPG Place in Downtown Pittsburgh.

Greetings!

This month we share with you good news about two Cool Space Locator clients - Vivísimo has grown dramatically and moved into a new space, and PCTV has signed a lease and committed to a new neighborhood! We also tell you about a business plan competition in which CSL was a finalist, and tell you what's new in the Friendship & Garfield Neighborhoods of Pittsburgh.

But we must also share with you some bittersweet news. Kilolo, CSL's Placement Director, is leaving to work with We Do Property. While we are sad to see her go, we also share her excitement as she moves on in her real estate career.

This also means that CSL is hiring a new licensed salesperson. See our website for details and to download a copy of the job description (resume and cover letter due by August 12th).

Thanks for reading, and as always, we appreciate your feedback!

● **Vivísimo: Technology Placement**

Who?
Vivísimo

What?
This CMU spin-off was placed in their first space in Squirrel Hill by Cool Space Locator back in 2001 when the company had just five employees. Founders Raul Valdes-Perez, Jerome Pesenti, and Chris Palmer wanted to impose some rational order in searching the web, much like the Dewey Decimal System did for the written word in libraries. Now their growing data clustering technology is being used by companies and individuals all over the world to better organize data. Their online search engine is www.clusty.com



Where?

Photo courtesy of
Bernadette Kazmarski

What do you love about *your* city? If you have a photograph of urban life that you would like to see featured here, please send it to us, and be sure to tell us what you love about your community.

1710 Murray Avenue, Suite 300, at the corner of Forbes & Murray in Squirrel Hill

Why?

The company was growing fast, and there was little room left to walk in their 2500 s.f. office without running into a wall or another person. They contacted Cool Space Locator because they wanted to explore their options with respect to price, location, and amenities. Cofounders felt strongly about staying in an urban environment, somewhere that they could walk outside and into a restaurant, bookstore, or library without having to get into their car to do so; this wouldn't be an option in a sterile office park in the suburbs.

Vivísimo's 26 employees fit comfortably in space that will eventually hold close to 100. Plus, the new "infill" building offers them a lot of flexibility with room for future expansion. Employees were happy to stay in Squirrel Hill; they like the amenities of the neighborhood and feel more comfortable there than downtown because of the neighborhood's small scale and around the clock vitality; plus, CEO Raul Valdes- Perez enjoys his daily bike ride to work.

What Else?

With great expectations from the City of Pittsburgh for growth and economic development, Mayor Tom Murphy proclaimed June 28 Vivísimo Day, which represents their 5th anniversary in 2005 and the day of their opening in their new space.

Operations Denny Brestensky appreciated the knowledge and skill set that Cool Space Locator brought to the process; CSL made sure that the right terms were included in their lease, and reviewed the lease before an attorney got involved, helping deter some legal expenses.

When asked what advice he would give to others thinking about moving into a new space, Denny recommended "setting your criteria first. There is such a wide variety of options that it's important to know before hand what you can afford, where you want to be, and how you want to position yourself in the minds of visitors, whether they be your employees, customers, or partners. Before making a move, you should know what it is that motivates you to go to work everyday, and be sure that this motivation is reflected in your space."

- **PCTV Lease Signing**

Having worked with PCTV Channel 21, Pittsburgh Public Access Cable (PCTV) since 2002, Cool Space Locator is proud to announce the lease signing of their longest running



client, for a 10,000 sf space in Pittsburgh's Bloomfield-Garfield neighborhood. The 10-year lease term is expected to start March 2006. Since PCTV has been located on the Northside of Pittsburgh for 24 years, this is "a big step for PCTV, and one filled with a lot of potential for the city as a whole. They are community television in Pittsburgh, which makes them more accessible to the average person than, say, public television. Still, it's a big challenge to make community television relevant to 'present-day' Pittsburgh as well as 'future' Pittsburgh, and I hope the new facility will give them the platform to do just that," explained Rick Swartz, Executive Director of the Bloomfield-Garfield Corporation (BGC), a non-profit 501 (c)(3) community development corporation. The building at 5440 Penn Avenue is owned by BGC, and the build-out and renovation of the property will be overseen by a Development Team consisting of BGC and Friendship Development Association (FDA).

Kyra Straussman of Cool Space Locator commented that the "highly visible location on Penn Avenue will be a catalyst for the future of the Garfield neighborhood and another example of how the reuse of an old building can be a tool for community redevelopment. The building is currently nothing special. It's a typical warehouse building, but because of PCTV's choice to move there it will become an important building." She believes that the "ultimate cool space comes not from taking an architecturally significant space and adding to it, but from starting with an innocuous cast-off building and making it significant for a community's revitalization".

Barry James Hamlette, P.E., President of PCTV's Board of Directors explains that PCTV is "excited to be a part of the growing Penn Avenue Arts Corridor. We are relocating and expanding in order to better serve the citizens of Pittsburgh. And we are looking forward to joining the atmosphere of creativity and community involvement in this developing project." When asked about the decision to move to Penn Avenue, Thomas Poole of PCTV exclaimed "Yea!!!". He went on to explain that "this is a monumental moment in the history of PCTV - the station's impact in the community will multiply ten-fold. The facilities transformation continues on..."

• **CSL Finalist in Social Enterprise Business Plan Competition**

Cool Space Locator was named as a finalist in the Pittsburgh Social Enterprise Accelerator's 2005 Business Plan Competition for Social Enterprise, an award for innovative nonprofits that are building a new model for success. Social ventures, according to PSEA, provide nonprofits with "an



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unrestricted earned-income stream that supports the organization's work in the community and leads to greater independence and financial stability".

Awards were announced on June 30th at the Frick Museum in Oakland. Congratulations to the following grand prize winners who were invited to join the Accelerator's portfolio of ventures:

- Good Grief Center
- Goodwill Industries of Pittsburgh
- Rx Council of Western Pennsylvania
- Spring Garden Neighborhood Council
- Bethlehem Haven

To learn more about PSEA and the competition, visit www.pghaccelerator.org.

• **Featured Neighborhoods: Friendship & Garfield**

Housing the amazing talents of artists and successful for-profit businesses, the neighborhoods of Friendship and Garfield have witnessed residential and commercial growth and redevelopment over the last decade, with much more on the way. These East End neighborhoods of Pittsburgh, which share Penn Avenue as a thoroughfare, are located between Children's Hospital to the west, and Negley Avenue and East Liberty to the east; both also share borders with Bloomfield.



The arts come alive along Penn Avenue in the façades of The Clay Penn at 5111 Penn, which is covered by fanciful characters made of glass tile mosaics, and of Red Star Iron Works at 4810 Penn Avenue, with its swirling iron gates and gallery window. Another favorite is The Bride Mural at 5437 Penn Avenue, by the late Judy Penzer and Jill Watson; the mural features a bride walking up steps to a house, which blends right in with the homes fronting the mural! Housed in the only 'green' LEED certified building of its type in the country, the Pittsburgh Glass Center draws artists to Pittsburgh from all over the country that want to work in or near this first-class facility. The Showroom Building, home to Dance Alloy, Evolve Environment Architecture, Carney Fireman Design, and Friendship Development Associates, also has lofts available exclusively to artists.

Also along the major thoroughfare, one can taste the vegan and vegetarian specialties at The Quiet Storm, view the progression of construction on The Children's Home, or develop Asian cooking skills at the recently opened

cooking school of Chop, Wok, & Talk.

Two organizations playing a major role in the growth and redevelopment of the area are the Bloomfield-Garfield Corporation (BGC) and Friendship Development Associates (FDA). The BGC was founded in 1975 to handle the issues facing the community, and the FDA was established in 1989 to address matters encountered by the neighborhood of Friendship. Both organizations continue to be successful today, with active neighborhood participation and completion of various projects that create a positive impact for the communities they serve.

For more information concerning the development of these two neighborhoods, contact the BGC at (412) 441-6950 or the FDA at (412) 441-6147. To learn more about the exciting activities and events occurring along Penn Avenue, visit the Penn Avenue Arts Initiative website at www.pennavenuearts.org.

While in the area, be sure to check out these Cool Space Award winners:

EDGE Studio at 5411 Penn Avenue in Garfield
Pittsburgh Glass Center at 5472 Penn Avenue in Friendship

Thanks to Jennifer Sinfelt of the FDA and Rick Swartz of the BGC for your assistance in writing this article.

● **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 forward-thinking companies with cool urban spaces to create a sustainable future. 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
- Roy A. Hunt Foundation
- The Urban Redevelopment Authority of the City of Pittsburgh
- City of Pittsburgh, Mayor's Office
- Councilman Bill Peduto