



E-Blast

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



Changes Coming at Cool Space Locator

After seven years of successful placements, Cool Space Locator is placing our services on hiatus as we reorganize our programs, and two of our key staff members, Kyra Straussman and Robyn Barber, take our mission to new organizations. Since our founding in 2000, we have been able to assist over 600 enterprises with their real estate needs, placed over 50 businesses in the region's walkable and urban neighborhoods, and transacted over \$5.5 million in real estate deals.

With co-founder Deborah Baron, Kyra started Cool Space Locator as a living laboratory for understanding how real estate can make or break development in urban neighborhoods. This resulted in the development of our brokerage services and outreach program, including the workshop series, Cool Space Awards, and the *Cool Deals* report.

After a period of reorganization, CSL plans to re-start its educational and outreach programs in the fall of 2007. CSL began the process of reorganizing back in January of 2007 when fiscal sponsor, Tides Center (PA), announced that they would cease operations in Pennsylvania. We're in active talks with the [Community Design Center of Pittsburgh](#) to take up our outreach programs in the future.

Due to our reorganization, **we apologize that we cannot accept new business at this time, and workshops will be postponed.** The CSL office will be open through the period of

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CSL T-Shirts Now Available



Proclaim your love of cool space with the official **Cool Space Locator t-shirt!** Unveiled at the CSA07 event, the t-shirts made of 100% organic cotton sport the five principles of cool space - connect, recycle, reflect, inspire, and you. Available sizes are S, M, L, XL, and 2X, and the price is \$15. Quantities are limited.

To purchase, go to our [website](#).

Aliquippa and CSA07 Honoree Uncommon Grounds Flooded

reorganization.

We would like to thank all of our clients, customers, supporters, funders, colleagues, advisory board members, and the Tides Center for all their support that have made CSL a success to this day.

For more information on our reorganization efforts, visit our website's [Newsflash](#) section, where you can find a press release and future updates.



CSL Staff Transitions

Kyra Straussman, president and co-founder, will become Director of Real Estate for the Urban Development Authority of Pittsburgh (URA). Kyra says, "One of my goals for Cool Space Locator was to help businesses find locations in Pittsburgh. It's experience that will be the guiding influence over the programs I will manage as part of the URA's real estate division."

Before starting CSL, Straussman served as Business Development Manager for South Side Local Development Co., started a consulting firm for new product development, and held executive positions in arts management. She served on the City of Pittsburgh's Planning Commission from 2006 through her appointment to the URA.

Robyn Barber, who has served as Director of Outreach and Administration since 2004, will be joining planning and environmental consulting firm T&B Planning. She will serve as project planner. **Keren Shefet**, Cool Space Awards Coordinator, has just finished her BA in media and professional communications from the University of Pittsburgh. She will be returning to her hometown of Harrisburg.

Sean Capperis, Special Project Manager, will continue to staff the office through the reorganization.



Client Profile: IngMar Medical, Ltd.



Who?



On the morning of Wednesday, July 5, a flash flood rushed through Aliquippa's historical business district, hitting CSA07 honoree [Uncommon Grounds](#) and others. The rainwater overwhelmed a culverted creek under Franklin Avenue, damaging over 500 buildings with water and mud in its wake. On behalf of our partners and clients, we wish the best of luck to Uncommon Grounds and Downtown Aliquippa as they rebuild.

Uncommon Grounds needs your help! To inquire about volunteer service and tax-deductible giving for Uncommon Grounds, call John Stanley at 724.375.6141 or 724.931.9996.

What's So Great About the City?

Farmers Markets



It's summertime -- the best time to satisfy your taste buds with the freshest produce in town. Get your fresh fruit, vegetables and flowers from Pittsburgh farmers markets and support local farmers!

As summer begins, the City of Pittsburgh and various organizations are sponsoring farmers markets throughout the region. Farmers markets provide a diverse array of regionally-grown produce. With the farmers nearby, it's easy to find out exactly where your food came from and how it was grown. There's nothing artificial about our local farmers markets!

Not only do local and regional farmers work to sustain our health, but they also sustain our unique

What?

IngMar Medical produces breathing simulators and test lungs used in respiratory device development and testing as well as medical simulation education and research. With previous experience in the ventilator industry and production, principals Stefan Frembgen and Susan Petersen started IngMar Medical in 1993.

Where?

5940 Baum Boulevard, East Liberty, City of Pittsburgh



IngMar's production area

Why?

By 2006, IngMar Medical's business and production needs had outgrown their original space in Bloomfield. Leaving the comforts of their Bloomfield neighborhood was not easy. The company loved the convenience of businesses on Liberty Avenue, and their production area had strict physical requirements to properly assemble their equipment. To overcome these challenges, IngMar called Cool Space Locator for help.

Cool Space Locator worked with IngMar Medical to satisfy their workspace needs and keep them in a walkable neighborhood. IngMar's principals wanted a comfortable, well-lit work environment located a walkable distance from their home and East End neighborhoods, surrounded by developing shops and restaurants. Their business office and production area had to be easily accessible from one another, if not totally contiguous. CSL found a space nearby in East Liberty that could accommodate both a business office and a static-free, spacious production area on the same floor.

After moving in late May 2007, IngMar's new space occupies about 4,000 sq. ft. with two separate areas for the business and production aspects of their company. By more than doubling their space, IngMar can now work and grow in a comfortable, flexible, and colorful space, located near exciting new developments in the East Liberty neighborhood.

What Else?

By enlarging their space, IngMar was able to hire additional staff to enable further expansion. IngMar's staff work in two different environments: offices for business development and an adjacent space for production. The production space

regional landscape. Traditional, rural farms mark the boundaries of suburban sprawl in many urbanized regions, and help maintain the delicate environmental balance between developed and undeveloped land. On an economic level, your money goes to the farmer and not through a middleman, so you're directly supporting our local agricultural economy.

In the City of Pittsburgh, you are guaranteed to find a market with delicious produce almost every evening of the week located in many different neighborhoods for you to explore. From Mt. Washington to Bloomfield, the West End and even Downtown Pittsburgh, local farmers come into the city to bring you their best.

- **Monday:** East Liberty | [Uniontown](#)
- **Tuesday:** South Side | Mt. Washington
- **Wednesday:** Carrick | [Etna](#) | [Mt. Lebanon](#)
- **Thursday:** Bloomfield | [Washington](#) | West End | [Wilkinsburg](#)
- **Friday:** Downtown Pittsburgh | Oakland | Northside
- **Saturday:** [Greensburg](#) | Strip District

Schedule of Pittsburgh's farmers markets:

http://www.city.pittsburgh.pa.us/parks/html/farmers_market.html

What makes your community great?

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

features separate assembly stations for each product for optimum efficiency. IngMar also freshened the business office with glass partitions, an open central gathering area, and kitchenette. With this new setup, IngMar is able to create more products comfortably.



Cool Space Locator is a non-profit commercial real estate organization supporting small business owners and non-profit leaders seeking cool space for their operations. Cool space is the commercial real estate in walkable neighborhoods, where sidewalks and the urban grid promote pedestrian travel and density. These properties may be older buildings that have existed since the founding of the neighborhood; spaces converted from other uses, like warehouses or factories; or new properties that fill gaps in the original urban fabric.

We offer property search and site location services in southwestern Pennsylvania; workshops to businesses and nonprofit leaders on real estate related topics; support in evaluating location opportunities; and financial planning as it relates to a move. We support clients by connecting them to local organizations, municipal regulators and service providers (zoning, safety, building code, etc.), in addition to supportive community-based lenders. By assisting our clients as they relocate, we work to cultivate vitality and creativity in historic towns, neighborhoods, and city centers where walkability is the norm.

Cool Space Locator is a project of the Tides Center (PA). Our non-profit organization is funded in part by

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