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What's so great about the city?

Greetings!

The new Cool Space Locator website has been launched!!! Check out www.coolspacelocator.com and let us know what you think. And don't forget to tell everyone how much you love your city. We still have plenty of CITY buttons to go around, so let us know if you'd like one or a few and we'll send them your way!

In this issue you can determine if you're ready to move to a new business location, read about two of our placements, learn about business development assistance available to you from Pittsburgh's Urban Redevelopment Authority, and take your 'cool space temperature'. Enjoy, and as always, we appreciate your feedback!

• **Technology Placement**

Who

Schell Games, LLC

What

Jesse Schell and his multi-talented creative team develop interactive internet computer games and create interactive designs, including web-sites, multimedia, and concept artwork.

Where

2402 Sidney Street, South Side

Why

Having received a contract for work with the Walt Disney Company to develop internet games, Jesse needed to find a space where his new team of nine could think creatively. When Jesse started his company in April of this year, he knew nothing about commercial real estate, which is why having Cool Space Locator assist in the process was such a benefit. CSL was able to explain the process, help Schell Games understand their needs, and negotiate a deal with





Thanks to all that joined us for our Open House Party on May 27th! The great food, drinks, music, rooftop views, sunshine, and a cool space gave us one fun party!

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 urban living.

the landlord to meet those needs.

Although it was only ten days after Jesse contacted CSL that he was signing a lease in his new space, a number of surprises warranted additional assistance. The Cool Space Locator helped him find inspectors for the site, and is currently helping with preparations for a zoning hearing to confirm the commercial use of the property in a residential district.

What Else?

Jesse believes that Pittsburgh is the perfect town for new technology businesses like his. With so many students graduating from local schools including Carnegie Mellon, the University of Pittsburgh, and the Art Institute, he finds that most graduates look for work locally before extending their search elsewhere. He feels that this is the reason he was able to find such extraordinary talent, and with such a low cost of living compared to cities across the country, he is able to pay competitive salaries and offer competitive prices in the market place. Jesse also feels that "The South Side is just awesome!" because the location offers a huge benefit to attracting twenty-something employees looking for a friendly neighborhood with a lot going on. The vibrant community helps attract the best of the best, and when potential employees look for work at a company, a large part of the decision is based on the environment surrounding it.

Jesse has always been fascinated with entertainment - in all forms. His resume includes work as a professional circus performer, a juggling street performer, and the creative director of Disney's Virtual Reality Studio. He is currently the chairman of the International Game Developers Association (IGDA), a professor at Carnegie Mellon University, and the founder of Schell Games! He loves to experiment with new technologies, making new kinds of games possible. Innovation is key, whether dealing with virtual reality, the internet, or even just developing new board games - and his whole team agrees that their new space has exactly the innovative feel they were looking for.

• Artist Placement

Who

Renee Piechocki

What

Artist and Public Art Consultant

Where

Pittsburgh Decorative Center (The Pink Building) 3052 Smallman



Street, The Strip District

Why

Coming from North Carolina, Renee needed someone to assist her in finding a dual function space in Pittsburgh to act as both an office and art studio. In addition to her own artistic practice, Renee manages the national Public Art Network. Knowing almost no one in the area, and having no contacts in the art community, she was happy to be referred to Cool Space Locator via a contact at the Heinz Endowments.

Renee was looking for an affordable space to where she could commute by bicycle from her North Side home; the Pink Building in the Strip District is just a 15 minute ride. Touring with Cool Space Locator allowed her to find space in a single day rather than weeks on her own.

What Else?

She describes the Pittsburgh Decorative Center as a quiet building where all of the tenants get to know each other.

While living in New York and North Carolina, and throughout her travels across the country, Renee can attest to the need in other cities for a unique organization like Cool Space Locator to focus on the rejuvenation of great spaces in the city. In her words, "it is exciting that Cool Space Locator exists!".

She expressed a need in Pittsburgh for more truly affordable space for artists. She believes that more artists would opt for a location in the city (opposed to working out of their homes) if more spaces were affordable.

Renee and her collaborator, Tiffany Ludwig, are the artist team Two Girls Working. Their project, "Trappings" has brought them across the country to interview and photograph women while asking the question "what do you wear that makes you feel powerful?". They have interviewed over 240 women from ages 4 to 92 and have had great success thus far. For more information visit www.twogirlsworking.com.

"I just think CSL is amazing - I love that Cool Space Locator exists in the world since it is such a great service!"
-Renee Piechocki

• Do You Really Need to Move?

Moving your office can be a very expensive and time consuming project. Our advice? Don't do it unless you really have to!

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

phone: 412-683-5790

But you are crowded in your current space, you say?
There is no room to add any new employees, you're sick

of looking at the scuff marks on your walls, and you just HAVE to get out of there! Well, maybe, but maybe not.

Before making a decision to move spend some time exploring answers to the following questions:

How much space do you currently have?

The general rule of thumb is 200 s.f. per person. A space with no offices or cubes can usually fit more and still be comfortable. If your current ratio of people to space is less than 150 s.f. per person it is time to expand.

How much rent are you currently paying?

What are market rents?

Sources to determine current market rents include your landlord, the local business newspaper, and the internet.

If your current rent is lower than current market rents you'll need to figure the higher rent into your analysis. If your rent is currently higher than market rents then clearly, the savings will be an incentive.

Is there space available in your current building?

This question also relates to the state of the market and the rent you are paying relative to new tenants in the market. If your rent is below market rate, your landlord may be very happy to have you leave and your negotiating position will not be strong in your current building or in any other building.

If you are currently paying above market rent, keep in mind that your landlord does not want to lose you as a tenant. Your moving will leave him with an empty space and eventually a tenant who is paying less rent. Staying in your current building and expanding and/or negotiating a new lease rate will be your least expensive option.

Whatever your decision, Cool Space Locator is a resource that you can depend on for assistance or advice - whether you decide to move to a new space, renegotiate your current lease, or just need help deciding when is the right time to move.

- **The Pittsburgh URA Business Development Center**

Cool Space Locator is not alone in its efforts to revitalize the city and assist businesses with their needs. The Business Development Center (BDC) at Pittsburgh's Urban Redevelopment Authority is best known for their financing of commercial real estate and small business

development, providing approximately 30 to 40 loans per year to promote jobs and the elimination of blight. Loans range from \$10 Thousand to \$10 Million - depending on the project and financing programs available to each business. The BDC mission is to provide gap financing- after all of the private sources have been tapped, typically up to 40% of the project's cost, but a business can potentially receive up to 100% of the project for industrial development and up to 50% for façade renovations. The URA works to supply funds to retain, attract, and grow businesses in and around the City of Pittsburgh; in the past 6 years, 33% of loans have gone to start-up companies and 40% of loans have gone to woman- or minority- owned businesses - sectors that traditionally have had difficulty getting access to capital. For more detail about financing programs available, see the BDC chart in their May 2004 newsletter (page 8) or http://www.coolspacelocator.com/eblasts/images/URA_BDC_Chart.pdf.

Although the URA BDC offers several financing programs to help businesses start-up and expand, it is more than just an economic development lending organization. Since information is the key to redevelopment, the strength of the URA lies in its partnerships. The BDC is able to facilitate relationships to provide assistance to any size or type of business. Resource partners assist in the steering of entrepreneurs from the formation of an idea, through the creation of a business, to the detailing of plans to reach future goals. For example, Cool Space Locator partners with the URA to provide location assistance, and is working with the URA to implement a pilot loan program called the Real Estate Readiness Program to help property owners market their office spaces.

While BDC assistance is available to any business in or looking to locate within the City of Pittsburgh, there are several initiatives within which the URA BDC focuses resources and incentives: The Mainstreets Pittsburgh Program, Keystone Opportunity Zones, and the Technology Zones. In addition, the URA supports several neighborhood-based development projects.

For more information about any URA projects and assistance that is available to your business, contact the URA at (412) 255-6669, or visit www.ura.org.

"The URA is open for business! Help us understand your project, and we'll help you identify the proper resources to help you reach your goals." - Robert Rubinstein, Manager, URA Business Development Center

- **Take Your Cool Space Temperature**

Fill in the blank and add up the degrees! In this case, the

hotter you are on the scale, the cooler your space is!*

"My office_____"

Has ceiling tile

-5 Degrees

Has carpet squares

-1 Degree

Building sits in the center of a sea of free parking

-5 Degrees

Building sits at the sidewalk

+5 Degrees

Is in a suburban environment

-5 Degrees

Is in an urban environment

+5 Degrees

Has public transportation available

+3 Degrees

Has people that bike to work

+3 Degrees

Was built with green building materials

+3 Degrees

Is built with offices at the periphery/cubes in the center

-3 Degrees

Building was built as an office building

+0 Degrees

Building is an adaptive reuse

(was originally built for some other use)

+2 Degrees

Building is historic

+5 Degrees

Has people living in the same block or building

+3 Degrees

Neighborhood has sidewalks

+5 Degrees

Neighborhood has no sidewalks

-5 Degrees

Is in a mixed-income neighborhood
+5 Degrees

Your Space's Cool Factor

23 to 34 Degrees	Great Space
15 to 23 Degrees	Walking the talk
5 to 15 Degrees	Seeing the benefits
-5 to 5 Degrees	Use your imagination
-21 to -5 Degrees	You could be so much happier

Note: Our space at 279 45th Street in Lawrenceville earned a 28 on this scale!

*This temperature scale is to promote debate about cool urban spaces and is not to be used for scientific measurements.

● **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
- 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