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What's so great about the city?



As in other cities, Pittsburgh has a number of parks that provide the opportunity to enjoy some green space. The variety of community events and activities happening in the Citiparks of Pittsburgh, however, distinguish Pittsburgh's parks from many others. Visitors of all ages can

Greetings!

Summer is officially here and so is the June issue of the E-Blast! June is also an exciting time for Cool Space Locator because it marks the launch of CSL's new website, located at www.coolspacelocator.com. Be sure to check out the website and learn more about the various services offered by CSL, what you should think about before moving into a new space, and much, much more!

In this month's issue we introduce you to one of our recently placed clients, uncover the unique qualities of Pittsburgh's Northside, and explore the process of developing upper levels of buildings.

Read on and enjoy! And as always, we welcome any feedback you have about the E-Blast, CSL's new website, or any of the other services offered by CSL.

• Real Estate/Theater Operations Placement

Who?

Stern Enterprises

What?

Real Estate Investment (Developer/Property Owner/Manager)

Movie Theater

Operations (Squirrel Hill Theater & Manor Theater, both in Squirrel Hill)

Where?

94 South 13th Street, South Side

Why?

When President Rick Stern decided to sell the building he owned and occupied Downtown so that it could be turned into a new residential development, he needed to move quickly to a new location. With tight time constraints, Rick decided to contact Cool Space Locator for assistance rather than search on his own.



view movies at seven different parks across Pittsburgh with Comcast Cinema in the Parks. One location is Riverview Park in Observatory Hill on the Northside (pictured above). Reminisce with classic favorites or catch current flicks from June through late August at various locations everyday of the week.

To sharpen your musical ear, check out the Citiparks Concerts. For classical music, bring a chair or blanket to Mellon Park for "Bach, Beethoven, and Brunch" (Sundays, July through late August). On the jazzy side of things, visit Riverview Park for the "Stars of Riverview Jazz Series" (Saturdays, June through late August) or Highland Park for the "Reservoir of Jazz" (Sundays, August through September).

For show times and information about these and other summer Citiparks activities, visit the Pittsburgh Parks & Recreations website at www.city.pittsburgh.pa.us/parks/.

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.

Cool Space Locator soon connected him with a building on the South Side that had just barely been put on the market. The building sits on a residential side street where a one-and-a-half story stable stood back in the 1850s. In 1910, the land was sold to the Excelsior Club, which was responsible for constructing the present building.

What Else?

There were no complications with the purchase, but without Cool Space Locator Rick would not have known about the building, and he appreciates that CSL was able to facilitate the negotiations on his behalf. His new location is "a refreshing change", since Rick had been working Downtown since 1978. He and his staff love the neighborhood feel and the nearby amenities (including a hardware store and the restaurants and shops of East Carson Street).

● Developing Upper Levels

Most commercial buildings on the city's older main street areas were built to have a store on the first floor with a residence above. Even in some of the thriving retail districts of the city's neighborhoods the second floors remain largely vacant or underutilized. We at CSL think second floors make great business locations. We set out to find what the obstacles are to putting them in use.



When asked about property owners' decisions to leave upper floors undeveloped because of perceived difficulties, architect Dutch MacDonald responded that this perception exemplifies an "old mentality". He remarked that there are many property owners across the region that have taken the initiative to renovate entire buildings (both large and small) and lease out the space to commercial and/or residential tenants.

MacDonald acknowledges that the costs for embarking on such a task can be intimidating and that owners do have to address a variety of issues. While zoning regulations, a building's location and age, and other factors play a part, one of the largest concerns is meeting the requirements of the Americans with Disabilities Act (ADA), but the exact requirements aren't always cut and dry. In general, ADA recommends making reasonably achievable accommodations to provide access to a building's facilities and services, but new construction and remodeling must meet higher standards of accessibility and usability because it costs less to

incorporate accessible features in the design than it is to retrofit.

Does this mean that every building (even those with two and three floors) must have an elevator, which can cost upwards of \$50,000 to install? Not necessarily. The first question to ask is 'how will the space be used?' ADA does not apply to residential developments, and does not apply to all commercial uses. Requirements can differ depending on the size of the company using the space, the type of company (a small company vs. a retail store that invites the public in), the amount of renovations necessary, the ability to install ramps to upper levels, etc.

No one expects the average person to know the details, but there are resources available to help. Before embarking on a renovation task, it is wise to contact an architect to give you advice based on what types of renovations you'd like to make to the space. The Community Design Center of Pittsburgh (CDCP) offers the Renovation Information Network (RIN); through an affordable consultation with an architect, businesses and property owners can learn about different options for renovations and other aspects that will help them improve their space. For more information about CDCP and their programs, visit www.cdcp.org or call (412) 391-4333. (You can also learn specifics about ADA regulations by visiting ADA, Inc. at www.adaconsults.com, or by reviewing the ADA Guide for Small Businesses at www.usdoj.gov/crt/ada/smbusgd.pdf.)

The bottom line: second floors are often diamonds in the rough, especially for office users. All the amenities on the street level make them great places to work. So, don't be intimidated about the hoops you have to jump through to redevelop them. It could just be a few dollars away from ready!

● **Featured Neighborhood: Northside**

"The Northside: More Here Than You Know". The Northside Leadership Conference and Northside Chamber of Commerce slogan captures it all. Located north of Downtown Pittsburgh across the Ohio and



Allegheny Rivers, the Northside is comprised of 18 neighborhoods with nine commercial districts (view a complete list of neighborhoods and commercial districts at www.pittsburghnorthside.com). Until its annexation by the City of Pittsburgh in the early 20th century, the Northside was the City of Allegheny.

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phone: 412-683-5790

While there are similarities, each neighborhood has its own varied history and unique flair to set it apart from the others. Each neighborhood also has its own community group actively working to improve and promote their neighborhood.

At the heart of the Northside is the 84-acre Allegheny Commons Park (pictured above), which is bordered on the east by "Historic Deutchstown" (the neighborhood of East Allegheny). Listed on the National Register of Historic Places, East Allegheny contains East Ohio Street, the largest commercial district on the Northside. Along the busy street visitors can have a drink at Jerry's 1888, grab a sandwich from the Park House, enjoy freshly made turnovers and cookies from Priory Fine Pastries, grab a cup of coffee at Sweet Time Café, and fulfill a variety of other services, many of which are housed in buildings with architectural features showcasing one of the neighborhood's historic streetscapes.

People can also satisfy their taste buds with authentic German fare from nearby restaurants like Max's Allegheny Tavern or Penn Brewery (located in nearby Troy Hill), which showcase some of the German traditions of the neighborhood and surrounding area. There is an active effort to continue revitalizing the East Ohio Street business district; most recently a developer purchased three buildings along the street, which are the Carlisle, Hollander, and Knights of Equity Buildings, with plans to bring upscale loft apartments to the neighborhood as well as renovated first floor retail space. Strolling through the streets adjacent to East Ohio, additional efforts of building preservation are apparent. There you can see exquisite examples of Queen Anne and Romanesque architecture, among other architectural styles of the neighborhood.

Quite appropriately, to the west of Allegheny Commons Park is Allegheny West, once nicknamed "Millionaires Row". While several Victorian mansions still remain, residents and other organizations have worked over the years to preserve the historic features of homes and businesses in this neighborhood as well. The Fitzsimmons Square Townhomes along Allegheny Avenue showcase one of the most recent restoration efforts in the area, while restaurants and businesses in the historic structures along Western Avenue make up a growing business district.

Amidst the 18 neighborhoods comprising the Northside are attractions such as the Andy Warhol Museum, PNC Park, Heinz Field, the National Aviary, and the Carnegie Science Center. Other hidden gems showcase the arts, cultural, and recreational

opportunities available. One example is The Mattress Factory, which is located in the historic Mexican War Streets and features contemporary art by artists in residence from around Pittsburgh, the United States, and the world (learn more at www.mattress.org). Or you can view photographs that capture Pittsburgh's history at the Photo Antiquities Museum, whose current exhibits include "Shantytown- The Ed Salomony Photographs" (visit their website at www.photoantiquities.org for more information about exhibits and hours of operation). To truly take it all in, however, you need to visit and experience Pittsburgh's Northside for yourself.

While on the Northside, be sure to check out the following Cool Space Award winners:

The Children's Museum at 10 Children's Way
True Café and Bartini at 900 Western Avenue
J. Francis Company at 1410 High Street
The Pittsburgh Project at 2801 North Charles Street

Thanks to Craig Laurensen and Dennis Freeland of the Northside Leadership Conference for their assistance in writing this article.

- **Northside Leadership Conference**

The Northside Leadership Conference (NSLC) plays a major role in revitalization efforts across all Northside neighborhoods. Founded in 1980, the NSLC has been working to address



community and economic development concerns of the Northside by hosting a variety of programs to help promote commercial and residential development across the area.

The NSLC is located on the upper levels of an East Ohio Street Building. To learn more about the NSLC, visit their website at www.pittsburghnorthside.com.

- **Green Building Technical Workshop**

Operations & Maintenance for Sustainable Building Performance

Green building techniques-and their benefits-are not limited to new construction. Owners and facility managers of existing buildings can reap similar advantages through the use of best practices for building operations and maintenance (O&M). Efficiencies in these areas can have a significant cost impact for building owners, and can also greatly

influence the health and well being of building occupants. Green O&M practices are applicable to ALL buildings and provide proactive solutions to address their ongoing use, as well as any future renovations. Such techniques result in reduced operation and maintenance costs, reduced tenant complaints, improved indoor environments, increased building values, and the ability to benchmark predictable, high performance building systems.

The U.S. Green Building Council is offering a Technical Review Workshop for building owners, facility managers and design teams and will cover the technical requirements and processes for achieving certification under the LEED for Existing Buildings Rating System (LEED-EB). The full-day session in Pittsburgh will be held on July 13th, 2005 at the David L. Lawrence Convention Center; check with the USBGC for other dates and locations nationwide.

Workshop Details & Registration

● **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
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- 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